An Evaluation of Well-being in Golden, CO
This presentation was created as part of an evaluation conducted for the City of Golden by CBHS6624: Evaluation Field School 2015, Colorado School of Public Health.

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Photo credits:
All photos in this report are from focus group participants and illustrate aspects of Golden that affect well-being.
Evaluation purpose

- To better understand the **well-being** of Golden residents to help guide the City of Golden and its community partners in their program and planning development and resourcing.

Guiding research questions

- **What aspects of Golden positively or negatively affect residents’ well-being?**
- **What recommendations do Golden residents have to improve their overall well-being?**
Well-being

The physical, mental, and emotional health of an individual or a community.
Data collection approach

→ Focus Groups (4)
  ● Held in public locations around Golden and Pleasant View

→ Key Informant Interviews (16)
  ● Conducted when it better suited participant availability and host location
If you could take a photo of an aspect of Golden that has a positive or negative affect on your well-being... what would it look like?
Who did we talk to? Icon Key

**Focus Groups**
- Faith-based Group
- Professional Group

**Individual Interviews**
- Elementary School #1
- Neighborhood Resource
- Elementary School #2
- Service Provider
Who did we talk to? Evaluation demographics

**Gender**
- Males: 9 (19%)
- Females: 36 (77%)

**Race and Ethnicity**
- White: 41 (87%)
- Hispanic: 5 (11%)
- Missing: 4 (9%)
Who did we talk to? Evaluation demographics

- King Soopers: 12 (26%)
- Golden Ridge: 6 (13%)
- Jefferson County Fairgrounds: 6 (13%)
- Downtown Golden: 5 (11%)
- Shelton Elementary: 5 (11%)
- Mitchell Elementary: 2 (4%)
- North Table Mountain: 2 (4%)
- Golden High School: 1 (2%)
- Non-Resident, Works in Golden: 5 (11%)
- Missing data: 4 (9%)

*Areas match location landmarks used in the Gallup-Healthways Well-being Survey*
Key Findings

- Sense of community
- Access to open space
- Growth vs. community
- Support for those in need
- Safety
Evaluation Video

Community & Behavioral Health
colorado school of public health

An Evaluation of Resident Health & Well-being

GOLDEN, CO

When Creating Programs in Golden Consider This

Video link :)
Sense of Community

**Defined as and experienced through**

- events, places, programs or experiences where residents had meaningful interactions with neighbors, felt supported by and supportive of their community members, or when they simply enjoyed the opportunity to interact along a trail or at an event with others.
Sense of Community

“People are embracing having fun and taking care of [themselves]”

- School Focus Group Participant
Sense of Community

Opportunities to volunteer:
Helping neighbors is something residents’ felt good about.

“When a community bands together...they raise money for a source that is right next door...[our] focus is now on helping families who are here.”

- School focus group participant
Sense of Community

Community or school-based programs

- GoFarm
- CSA programs
- 8th St. Community Garden,
- Neighborhood Rehab Project
- programs at the recreation center,
- Golden Backpack program

“My son is a part of the Golden Backpack Program and I am not ashamed of that, but I could see how other kids could be...it is that outsider feeling. But at his age he doesn’t see a difference.”

- School focus group participant
Access to open space

- Parks
- Open space
- Walking and biking paths

“I love that we’re so close to the mountains...”
Growth vs. Community

- City’s development and growth negatively impacted their well-being by threatening aspects they valued as positive for their well-being – sense of community and access to open space.
  - New construction, crowded parks, traffic issues, lack of affordable housing and lack of parking in downtown
Growth vs. Community

“[There is a] struggle between marketing and opening up Golden more to tourism and the Denver area and preserving the sense of community”

- Faith-based focus group participant
Support for Those In Need

- Those in need are not aware of where to find the resources

“There is such a dichotomy here. You’re going from trailer parks to rich homes;... there are a lot of families that are struggling that do need extra help”
- School focus group participant

“People would like to help find resources, but you can’t find them or don’t know where to go.”
- School focus group participant
Support for Those In Need

- Food access was a specific need mentioned in 2 focus groups

- Access to affordable produce was also a contributor to positive well-being
Safety

Transportation safety
- Safe/unsafe routes to school
- Roundabouts

“[People are] speeding in a school neighborhood. It’s nerve-racking.”
- School focus group
Safety

Regulation of substances

- Marijuana

“If there were to be a dispensary, I would not be as comfortable to let my children have such free range.” - School focus group participant
Recommendations

- From participants
- From the evaluation team
Recommendations: from participants

- **Ensure safe routes to school**
  Look for opportunities to maintain and support safe routes by including provisions into community development projects.

- **Expand inclusive public transportation options**
  Consider transportation access based on a given neighborhood’s needs, such as locations of senior living or retirement homes.

- **Support those in need**
  Consider providing programs that not only provide goods (e.g. food banks) but also provide new skills (e.g. health cooking skills or job searching skills).
Recommendations: from the evaluation team

✔ **Support community capacity building**
Assess aspects of programs and events that support opportunities for residents to build relationships, support each other, give back to their community and positively contribute to their well-being.

✔ **Maintain access to open space**
In addition to places of physical exercise, these places offer your residents a place to rest, and relax, to balance out the stresses of modern life.

✔ **Increase resource information accessibility**
Use targeted communication to reach your intended users of services based on where they already access information.
✓ **Smart growth**  
Consider using Smart Growth Scorecard: A Community Self-Assessment Tool to assess the impact of land use decisions.  

✓ **Increase Affordable Housing**  
Consider using the Smart Growth Scorecard: A Community Self-Assessment Tool to assess the diversity of housing stock in the Golden area.

✓ **Pleasant View and Golden services**  
Utilize opportunities to communicate the scope of Golden municipal services for residents, equivalent contacts in neighboring cities, and programs that services the broader region or county.
Thank you to our Golden city and community partners and the participants for your contribution and support of this well-being project!

-CSPH Evaluation Team, December 2015
Have Questions

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