



Virginia Beach Community Health Improvement Plan

AUGUST 2017

VIRGINIA BEACH DEPARTMENT OF PUBLIC HEALTH

Dear Virginia Beach Community,

We are pleased to present the 2017 Virginia Beach Community Health Improvement Plan, developed by the Virginia Beach Department of Public Health and the members of the Healthy Virginia Beach Steering Committee.

The Community Health Improvement Plan (CHIP) is an action-oriented plan created to make the Virginia Beach community a healthier place to live.

The CHIP lays the foundation for addressing some of the most challenging public health issues facing the city of Virginia Beach. Solving complex societal and health problems—like poverty or obesity—does not happen overnight. It requires strategic planning and the broad support of the community to make progress incrementally.

In January 2017, the Healthy Virginia Beach Steering Committee, comprised of diverse leaders from Virginia Beach representing sectors such as government, non-profit organizations and coalitions, business and industry, health, education, and community services, reviewed the top concerns identified in the 2016 Virginia Beach Community Health Assessment and then proposed the following health priority areas for the city:

- Access to Health Services
- Healthy Behaviors
- Mental Health
- Healthy Aging

In the months that followed, health department staff, subject matter experts, and many others developed actionable goals, objectives, and strategies for making tangible progress in these areas over the next two years.

This has been a remarkable journey for our staff and we are grateful to the array of community partners who contributed to the success of this collaborative process. Together we will make Virginia Beach a healthier place to live, learn, work, and play as we continue to cultivate a culture of health here in the city.

Sincerely,



Heidi A. Kulberg, MD, MPH
Health Director
Virginia Beach Department of Public Health

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Executive Summary

Where and how we live, learn, work, and play affects our health. Understanding how these factors influence health is critical for developing the best strategies to address them. To accomplish these goals, the Virginia Beach Department of Public Health (VBDPH) led a comprehensive community health planning effort to measurably improve the health of Virginia Beach residents. This effort included two major phases:

1. A Community Health Assessment (CHA) to identify the health-related needs and strengths of Virginia Beach
2. A Community Health Improvement Plan (CHIP) to determine health priorities, overarching goals, and specific objectives and strategies that can be implemented in a coordinated way across Virginia Beach

The Community Health Improvement Plan was developed over the period January-July 2017, using the key findings from the CHA, which included qualitative data from focus groups as well as quantitative data from local, state and national indicators to inform discussions and determine health priority areas.

To develop a shared vision, plan for improved community health, and help sustain implementation efforts, the Virginia Beach assessment and planning process engaged community members and local public health partners through different avenues:

- a) The HealthyVB Steering Committee, comprised of diverse leaders from Virginia Beach representing sectors such as government, non-profit organizations and coalitions, business and industry, health, education, and community services, was responsible for ensuring buy in from key stakeholders as well as alignment with local initiatives
- b) The CHIP Workgroups, representing broad and diverse sectors of the community and organized around each health priority area, were responsible for developing the goals, objectives and strategies for the CHIP

Virginia Beach's CHIP includes action plans for four health issues that were identified through the CHA process and later prioritized by the HealthyVB Steering Committee. When establishing priorities for the CHIP, the Steering Committee considered impact, feasibility, effectiveness and measurability.

The four priority issues included in the CHIP are:

- Access to Health Services
- Healthy Behaviors
- Mental Health
- Healthy Aging

Each issue has goals, objectives, and key actions that will be implemented to promote optimal health and well-being for all who live, work, and play in the Virginia Beach community. The plan will be evaluated annually, and the Committee's efforts will continue to evolve to meet the needs of the community.

Introduction and Background

The Community Health Improvement Plan (CHIP) for the city of Virginia Beach is a strategic plan that focuses on improving the health and well-being of Virginia Beach residents over the next 3 years. Beginning in January 2017, the Virginia Beach Department of Public Health (VBDPH) worked closely with the Healthy Virginia Beach Steering Committee (Healthy VB) in order to develop a Community Health Improvement Plan. This plan focuses on improving health outcomes through action and collaboration across sectors and serves as a call to action for Virginia Beach partners and residents to support improvement of the Virginia Beach community.

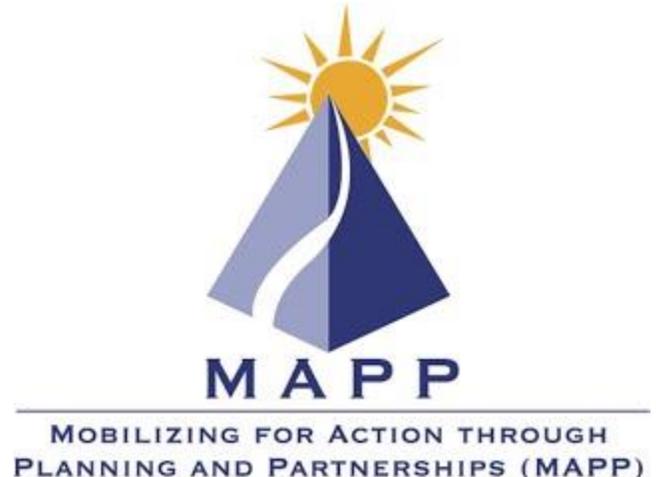
Building on MAPP

Mobilizing for Action through Planning and Partnerships (MAPP), a tool developed by the National Association of City and County Health Officials (NACCHO) and the Centers for Disease Control and Prevention (CDC), brings together stakeholders to identify community health issues and take action based on several factors that influence public health. This includes individual health behaviors, access to health care, community characteristics, the environment, and service delivery by private, not-for-profit, and governmental agencies. Effective community health response requires collective action, and collective action requires meaningful partnerships and an understanding of available resources within the community. The CHIP built on Virginia Beach's MAPP (Mobilizing for Action through Planning and Partnerships) and utilized the data and partnerships built through MAPP to inform action planning for priority areas identified as a result of the MAPP process. This assessment process combines extensive community input and surveying, as well as quantitative data analysis about health issues and some of the root causes that impact health.

Virginia Beach's MAPP process included:

- Five community focus groups conducted with Virginia Beach residents and service providers' representative of a diverse cross-section of the population. Special effort was made to solicit input from underserved and underrepresented populations.
- In-depth analysis of local and state level health data.
- Participation of many agencies representing a variety of sectors and stakeholders.

Data collected and analyzed during the MAPP process, as well as other community data, heavily informed the goals and strategies developed during the CHIP process. Through the MAPP process, the HealthyVB Steering Committee identified four health priorities for the city of Virginia Beach. The full CHA report, with additional details about the assessment process, can be downloaded from the website of the Virginia Beach Department of Public Health at www.vdh.virginia.gov/virginia-beach.



CHIP Process

This section provides an overview of the Community Health Improvement Plan (CHIP) process.

Identifying Health Priorities

In January 2017, the HealthyVB Steering Committee reconvened to review the results from the CHA and discuss which health issues to prioritize for the CHIP process. Members were presented with information that summarized some of the key data and findings from the CHA and prior MAPP processes, as well as state and national data, for each of the issues prioritized.

Committee members were asked to review the data provided and consider the following criteria:

- **Impact:** Will this have a strong effect on the community?
- **Feasibility:** Do we have the knowledge, influence, resources, and ability to address this issue?
- **Effectiveness:** If we work on this issue, will we be successful in producing the desired result?
- **Measurability:** Can we see a quantifiable improvement?

After discussing the degree to which each health issue met the above criteria, the Steering Committee members agreed upon the following four health priority areas for the CHIP:

Priority Area	Goal
Access to Health Services	Increase access to care for those who are uninsured and underinsured.
Healthy Behaviors	Promote healthy behaviors to decrease chronic disease.
Mental Health	Improve emotional well-being in our community.
Healthy Aging	Improve the health and well-being of the aging population.

Forming Workgroups

Four workgroups formed to develop action plans to address the specific health priorities. VBDPH recruited workgroup members based on subject matter expertise, interest level, organization, and/or their involvement in related community initiatives underway. Many of the workgroup members participated in the CHA or Virginia Beach's MAPP process and wanted to be a part of the health improvement planning process.

Aligning Targets in the CHIP with Local, State and National Initiatives

In determining areas to target in the action plan, VBDPH took into account other local and national initiatives that have set benchmarks for improvement on health measures. In regards to strategies, objectives and accompanying baseline data and targets, we consulted Healthy People 2020, Virginia's Plan for Well-Being, and the Virginia Department of Health's Health Opportunity Index. The CHA process was also conducted in tandem with community health needs assessments (CHNA) from two hospitals in the city of Virginia Beach— Sentara Virginia Beach General Hospital and Sentara Princess Anne Hospital. While the CHNA processes were unique, the common findings across the assessments reinforced the priorities identified for the CHIP.

Focusing on Inequity and the Root Causes of Health

Parts of the Virginia Beach community continue to experience significantly worse health outcomes than others. Narrowing the health disparities in a community and improving overall population health requires solutions to address the root causes of poor health. Some of the issues identified in our Community Health Assessment can be exacerbated throughout different subgroups of the population due to various social, economic, or environmental factors. These health disparities, such as race, ethnicity, income, and/or education that have an impact on quality of health are referred to as Social Determinants of Health.

In order to make progress toward diminishing health disparities and improving health equity in our community, purposeful collaboration between numerous community partners is critical. Our action planning was guided by discussions on how social determinants shape behavior and health in our community. Given that the environments and conditions in which we live, work, study, and play all influence health, the engagement of residents and representatives across many sectors, including government, business, health care, community-based organizations, and funders, is considered critical in the CHIP planning and implementation process.

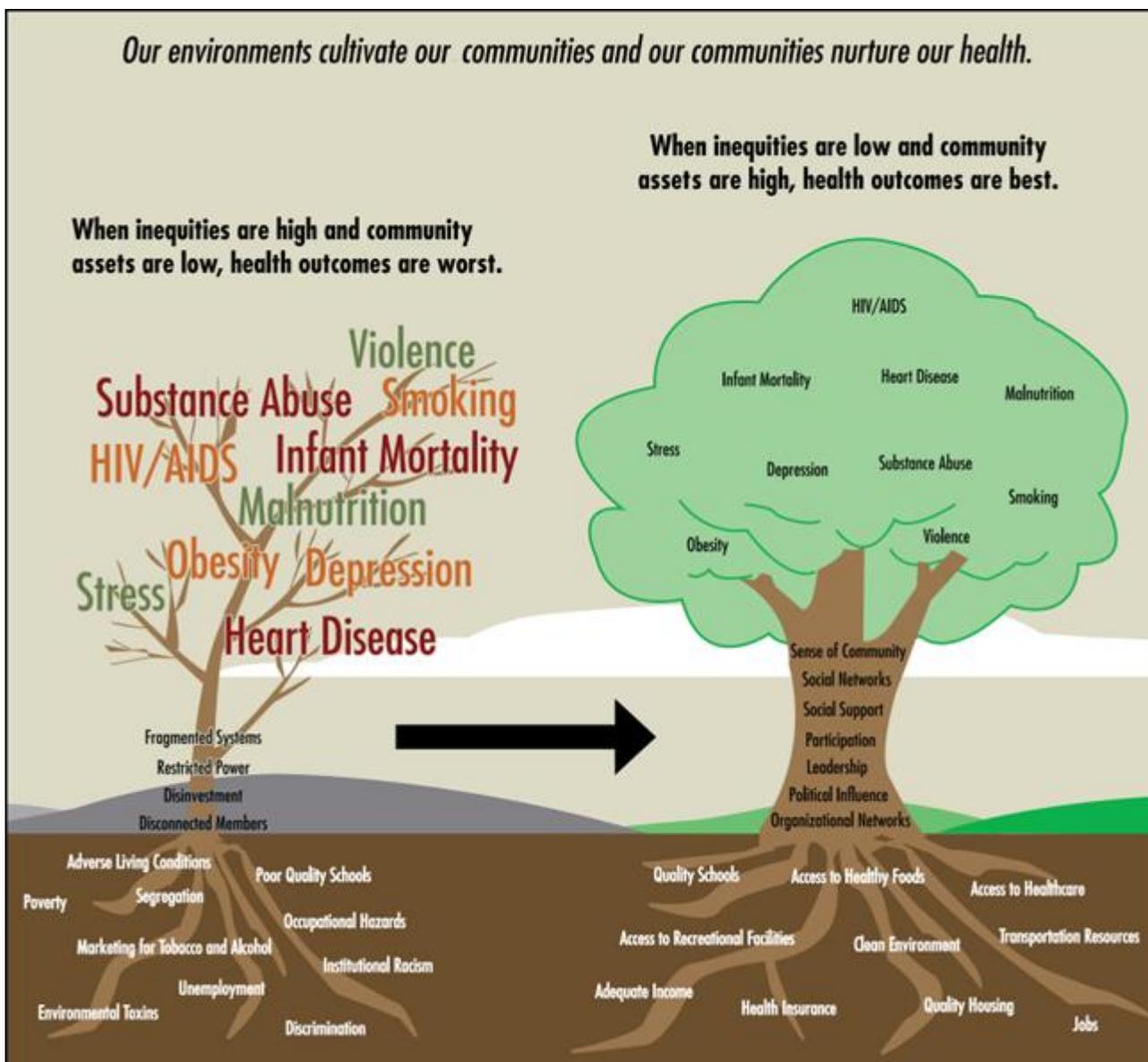


Figure 1: Growing Communities: Social Determinants, Behavior, and Health

Source: Promoting Health Equity: A Resource to Help Communities Address Social Determinants of Health, CDC

Identifying Community Resources

Workgroup members brainstormed community resources across all four categories. After identifying existing or potential resources, participants grouped assets around actions or opportunities. Additionally, throughout the CHIP process, members of the Steering Committee collected programs, policies, and initiatives underway related to each priority issue to maximize opportunities for collaboration and to build on existing efforts.

Strategies Informed by Data and Best Practices

VBDPH worked to ensure that the strategies and action steps developed in the CHIP were informed by data and evidence-based strategies or promising practices. At key meetings where goals were being developed or strategies were fine-tuned, workgroup members received relevant data from the CHA to inform decision-making and strategy development. In addition, VBDPH provided the workgroups with resources related to evidence-based programs and policies such as the Healthy People 2020 Evidence-Based Resources database.

CHIP Action Plans

The following sections describe the objectives, goals and strategies developed for each priority area through the CHIP planning process.

Virginia Beach Community Health Improvement Plan Priority Area #1: Access to Health Services

BACKGROUND:

- 11.2% of the Virginia Beach population was medically uninsured in 2014.
- 36% of Virginia Beach residents live in Census Tracts with a Low or Very Low opportunity score on the Health Opportunity Index. People living in these communities may have more difficulty living healthy lives and making healthy choices.
- Focus group participants cited the following as significant barriers to accessing care in the community:
 - Lack of awareness of health resources available in the community
 - Lack of insurance coverage
 - Inability to pay
 - Transportation

GOAL: Increase access to care for those who are uninsured and underinsured.

OBJECTIVE 1.1: By December 2018, develop and implement a marketing campaign to increase awareness of community resources and services.

STRATEGY:

- Compile list of existing campaigns and community resources/services.
- Secure funding or identify means of supporting marketing campaign.
- Identify how materials will be created and disseminated.
- Identify marketing strategies and approach (i.e., segmented, mass dissemination, etc.) as well as target audience.
- Monitor reach and consider conducting pre/post survey to evaluate effectiveness or change in knowledge/awareness of community services based on campaign.

LEAD PARTNER/ORGANIZATION: TBD

OBJECTIVE 1.2: By December 2018, reduce the number of non-emergent calls to Virginia Beach EMS.

STRATEGY:

- Explore developing a community paramedicine program to improve health outcomes among medically vulnerable populations.
- Analyze call-center data to identify frequent callers and determine what they are calling for (e.g., medical care, senior services, substance abuse/mental health, etc.)
- Create educational materials and resource guides and distribute them to frequent callers.
- Educate residents about resources in the community. Promote programs and resources that link individuals in need to existing Virginia Beach services. Create new tools/materials as necessary.
- Promote suitable alternatives to ED use.

LEAD PARTNER/ORGANIZATION: Virginia Beach Department of Emergency Medical Services

OBJECTIVE 1.3: By December 2018, increase the proportion of low-income children and adolescents in Virginia Beach who receive oral health services.

STRATEGY:

- Collect baseline data.
- Increase the proportion of patients who receive oral health services at the Health Department.
- Educate non-dental health providers who interface with children, adults, and vulnerable populations (e.g., WIC program staff) about key oral health topics and community resources.
- Create and disseminate promotional materials to increase awareness of school-based dental clinic in Virginia Beach.
- Survey parents to see what barriers prevent them from utilizing the school-based dental clinic.
- Promote interventions to reduce tooth decay, such as dental sealants.
- Improve dental health habits of young children by educating their mothers about dental health.

LEAD PARTNER/ORGANIZATION: Virginia Beach Department of Public Health

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Priority Area #2: **Healthy Behaviors**

BACKGROUND:

- In 2014, 22.5% of Virginia Beach adults engaged in no physical activity in the past 30 days.
- In 2014, 68.3% of Virginia Beach adults were overweight or obese.
- Heart Disease is Virginia Beach's second leading cause of death.
- During focus groups, the health needs listed most often as concerns were obesity and related issues, including difficulty accessing healthy food, the need for guidance on healthy behaviors and life-style related diseases such as diabetes and hypertension.

GOAL: Promote healthy behaviors to decrease chronic disease.

OBJECTIVE 2.1: By December 2018, decrease the percent of adults reporting no physical activity within the past month by 10%.

STRATEGY:

- Assess current resources that enable/promote/encourage physical activity and disseminate that information.
- Inform people about the resources that are available by creating an application as well as non-electronic manner of disseminating information that contains resources, short exercises, education tools, goal setting, activity tracking, etc. In addition, revise HealthyVB website with all key information listed for the application.
- Create a plan to assess the use and effectiveness of the application. Assess/identify current resources, conduct survey, disseminate information/inform people about the application as well as HealthyVB website.
- Create a survey questionnaire that to assess active lifestyle opportunities in VB. Get businesses numbers from the Chamber of Commerce and use students/volunteers to call and ask what types of physical activities they offer for their employees and community.
- Develop summer program for children including educational activities regarding healthy eating and physical activity and play. Use interns as site coordinators during the summer youth projects.

LEAD PARTNER/ORGANIZATION: Mayor's Action Challenge Committee

OBJECTIVE 2.2: By December 2018, increase the percent of adults who eat 5 or more fruits and vegetables per day by 5%.

STRATEGY:

- Identify resources and increase awareness through an application, website, and non-electronic manner that contains farmers' market locations, websites, educational tools, incentives, surveys, etc.
- Educate people and empower them to eat healthy. Examples of possible programs include healthy food preparation as demonstrated by the "Class-a-Roll" mobile van and learning to read food labels. Offer vouchers and financial education during the classes.
- Obtain financial resources to improve access to healthy foods.
- Investigate healthy corner stores programs.
- Work with community partners (i.e., Farmers Markets, WIC, DHS, Dept. of Agriculture, Advance Technical Center, and local retailers).

LEAD PARTNER/ORGANIZATION: Mayor's Action Challenge Committee

OBJECTIVE 2.3: By December 2018, implement a healthy vending policy in the city of Virginia Beach municipally owned and operated buildings.

STRATEGY:

- Work with partners to research standards and build support for a healthy vending policy.
- Design a healthy vending machine policy.
- Work with city leaders to obtain approval for healthy vending policy.
- In conjunction with departmental leaders, implement the healthy vending policy making sure to educate and engage consumers during the process.
- Incorporate an assessment plan for the policy.

LEAD PARTNER/ORGANIZATION: Virginia Beach Healthy Vending Taskforce

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Priority Area #3: **Mental Health**

BACKGROUND:

- Compared to other localities within the state of Virginia, Virginia Beach had the third highest number of fatal overdoses in 2015.
- In 2014, Virginia Beach residents reported an average of 3 poor mental health days.
- In 2014, the Virginia Beach age-adjusted suicide mortality rate was 14.2 per 100, 000 residents, higher than both the statewide average (12.6) and the Healthy People 2020 target (10.2).
- Mental health concerns were raised many times in relation to both children and adults. Participants said that barriers to receiving mental healthcare are stigma, cost, and availability of providers. Substance abuse issues were also discussed at length by participants.

GOAL: Improve emotional well-being in our community.

OBJECTIVE 3.1: By December 2018, decrease diversion of opiate medications by doubling the number of pounds of prescription medications collected at Take Back programs.

STRATEGY:

- Build awareness (i.e., website, find a media partner to help with campaign) of Take Back sites already in existence.
- Create a map or information sheet of Take Back sites.
- Increase the number of Take Back boxes.

LEAD PARTNER/ORGANIZATION: Virginia Beach Department of Public Health

OBJECTIVE 3.2: By December 2018, improve the knowledge of mental health in Virginia Beach community:
 a) Increase the number of trainings by 25%.
 b) Increase the number of participants by 25%.

STRATEGY:

- Define baseline and define classes/trainings.
- Increase availability by expanding formats of classes (i.e., online).
- Educate people on what trainings are available.
- Increase the number of trainers.
- Conduct lunch and learns or a brown bag series monthly sponsored by various groups focused on mental health and a topic of community interest.
- Launch a Mental Health Diplomat Program to decrease stigma associated with mental illness.

LEAD PARTNER/ORGANIZATION: TBD

OBJECTIVE 3.3: By December 2018, increase the number of practices that are implementing mental health screening tools in primary care by 10%.

STRATEGY:

- Define tools that will track and monitor progress.
- Establish a baseline with the practices.
- Train and educate providers.
- Hold mental health or mental wellness fairs (one in May and one in October) and conduct screenings during the mental health fair.

LEAD PARTNER/ORGANIZATION: TBD

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Priority Area #4: Healthy Aging

BACKGROUND:

- Alzheimer’s Disease was the eighth leading cause of death in Virginia Beach in 2014.
- Unintentional falls were the fifth leading cause of injury-related death in Virginia Beach in 2014.
- In 2014, the City’s age-adjusted mortality rate for Parkinson’s disease (8.2) was higher than the state rate (7.2).
- 31.5% of the Virginia Beach population over 65 years of age had a disability in 2015.
- Focus Group participants mentioned that there is a growing aging population in the area and explained that the need for aging services and caregiving support is increasing.

GOAL: Improve the health and well-being of the aging and elderly population.

OBJECTIVE 4.1: By December 2018, make the City of Virginia Beach more age friendly.

STRATEGY:

- Determine requirements of AARP Age-Friendly Communities and steps to joining network.
- Examine other AARP age-friendly communities in the commonwealth, if any, and reach out to for information/lessons learned.
- Gauge stakeholder interest and leadership support in becoming an AARP Age-Friendly Community.
- Develop a coalition/join existing networks focused on aging and make VB becoming an age-friendly community a priority.
- Initiate process with AARP in becoming an age-friendly community.

LEAD PARTNER/ORGANIZATION: City of Virginia Beach, Mayor’s Commission on Aging

OBJECTIVE 4.2: By December 2018, increase the number of organizations in Virginia Beach that provide evidence-based fall prevention programs.

STRATEGY:

- Conduct a review and compile list of any existing fall prevention programs in VB. Gather contact information for each program/organization.
- Collaborate with each organization and assess current status/impact of programs and current practices.
- Collect materials on evidence-based programming and fall prevention to be shared with organizations.
- Determine barriers to conducting evidence-based fall prevention programs and identify strategies to overcome any barriers.
- Work with organizations and groups to determine community-wide standard or programmatic approach moving forward.
- Collectively implement evidence-based fall prevention programs across VB.
- Monitor progress and evaluate programs. Bring all organizations together to determine effectiveness of programs and ways to improve.

LEAD PARTNER/ORGANIZATION: Virginia Beach Department of Public Health

OBJECTIVE 4.3: By December 2018, increase the number of Virginia Beach residents who have an advanced care directive.

STRATEGY:

- Establish baseline.
- Host educational sessions to increase awareness and understanding of the Advance Healthcare Directives Registry.
- Create and distribute educational materials to educate residents about the benefits of executing an advance directive.
- Train community health providers how to have meaningful conversations about advance directives with patients and their caregivers.
- Identify demographics with particular life limiting illnesses that are most in need of advance care directives.

LEAD PARTNER/ORGANIZATION: TBD

Next Steps

Over the next year the community will begin implementing the strategies in support of the goals and objectives outlined in the CHIP. Detail action plans are in the process of being developed that outline goals, strategies, action steps, outcomes, time frames, and key partners. In order to ensure the goals of the community are being met VBDPH and HealthyVB will monitor community initiatives to help measure and evaluate outcomes. Progress will be monitored through process and outcome measures. This can also help pinpoint where the actions of the initiatives are not producing the desired effects. Meetings will be held in regular intervals between VBDPH staff and the HealthyVB Steering Committee, as well as other agencies and organizations, to assess progress, reassign tasks, and make adjustments as needed. Evaluation will occur on a quarterly basis through the dissemination of reports and at other agreed upon milestones, such as the completion of major activities. The CHIP will be updated annually to reflect success toward achieving goals, changes in priorities or strategies, and other areas of growth identified.

Appendix A: Healthy VB Steering Committee Roster



Name	Organization
Deb Anderson	Sentara Health Care
Laura Armstrong-Brauer	Sentara Health Care
Chief Ed Brazle	Virginia Beach Emergency Medical Services
Laura Cahill	Virginia Beach Department of Public Health
Dr. Deborah Clark	ECPI University
Amanda Colley	Sentara Virginia Beach General Hospital
Monica Elliot	SUPERVALU/Farm Fresh Supermarkets
Michelle Ellis-Young	SUPERVALU/Farm Fresh Supermarkets
Brenda Fuller	Virginia Beach City Public Schools
Francie Golden	Sentara Princess Anne Hospital
Dr. Heidi Kulberg	Virginia Beach Department of Public Health
Dr. Shelley Mishoe	Old Dominion University
Kaitlyn Mondejar	Virginia Beach Department of Public Health
Father James Parke	Virginia Beach Human Rights Commission, Office of Volunteer Resources
Bob Scott	Virginia Beach Rotary Club
Mary Shaw	Virginia Beach City Public Schools
Dannette Smith	Virginia Beach Department of Human Services
Dr. Ray Troiano	Beach Health Clinic
Amy Valdez	Virginia Beach Fire Department

Appendix C: Community Resources & Social Determinants of Health

<p style="text-align: center;">Access to Health Services</p> <p><u>COMMUNITY RESOURCES:</u></p> <ul style="list-style-type: none"> • 2-1-1 Virginia • Access Partnership • Beach Health Clinic • People in Need (PiN) Ministry • United Way of South Hampton Roads • Virginia Beach City Public Schools • Virginia Beach Department of Emergency Medical Services • Virginia Beach Department of Human Services • Virginia Beach Department of Public Health • Virginia Beach Family Medical Center • Virginia Beach Housing Resource Center <p><u>DETERMINANTS AFFECTING THIS HEALTH OUTCOME:</u></p> <ul style="list-style-type: none"> • Cost of health insurance • Knowledge of resources available • Medical services available • Socioeconomic status 	<p style="text-align: center;">Healthy Behaviors</p> <p><u>COMMUNITY RESOURCES:</u></p> <ul style="list-style-type: none"> • Farm Fresh Food and Pharmacy • Old Dominion University School of Health Sciences • Virginia Beach City Public Schools • Virginia Beach Department of Agriculture • Virginia Beach Department of Human Services • Virginia Beach Department of Parks and Recreation • Virginia Beach Department of Public Health • Virginia Beach Restaurant Association • Virginia Beach Youth Community Action Team (YCAT) • YMCA <p><u>DETERMINANTS AFFECTING THIS HEALTH OUTCOME:</u></p> <ul style="list-style-type: none"> • Access to healthy and affordable foods • Built environment • Diet • Food insecurity and food deserts • Genetic factors • Individual behavior • Knowledge on healthy eating and active living • Physical activity • School policies • Social norms • Socioeconomic status • Workplace policies
<p style="text-align: center;">Mental Health</p> <p><u>COMMUNITY RESOURCES:</u></p> <ul style="list-style-type: none"> • I Need a Lighthouse • National Alliance on Mental Illness • Sentara Behavioral Health Services • Virginia Beach City Public Schools • Virginia Beach Department of Human Services • Virginia Beach Department of Public Health <p><u>DETERMINANTS AFFECTING THIS HEALTH OUTCOME:</u></p> <ul style="list-style-type: none"> • Access to mental health services • Available support (emotional and tangible) • Family and social relationships • Knowledge of services available • Social perception/stigma • Socioeconomic status 	<p style="text-align: center;">Healthy Aging</p> <p><u>COMMUNITY RESOURCES:</u></p> <ul style="list-style-type: none"> • AARP • Alzheimer’s Association of Southeastern VA • Citizens' Committee to Protect the Elderly • Senior Services of Southeastern VA • Virginia Beach Department of Human Services • Virginia Beach Department of Parks and Recreation • Virginia Beach Department of Public Health • Virginia Beach Mayor’s Commission on Aging • Virginia Beach Task Force on Aging <p><u>DETERMINANTS AFFECTING THIS HEALTH OUTCOME:</u></p> <ul style="list-style-type: none"> • Access to care • Early life determinants • Employment status • Knowledge of resources available • Social isolation • Social support • Stress • Transportation