Virginia Beach Community Health Improvement Plan  
2017 Progress Report

Priority Area #1: Access to Health Services
Goal: Increase access to care for those who are uninsured and underinsured
Past Meetings: 10/31/17

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<th>Objective</th>
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| **OBJECTIVE 1.1**  
By December 2018, develop and implement a marketing campaign to increase awareness of community resources and services  
**LEAD PARTNER/ORGANIZATION:** TBD | • 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 | • 2-1-1 Virginia presented at workgroup meeting on October 31  
• Encouraged partners to update/add agency information in 2-1-1 database  
• Developing strategies to increase community awareness of 2-1-1 Virginia’s services  
• Working with Virginia Beach Communications Network to cross-promote department services and events |
| **OBJECTIVE 1.2**  
By December 2018, reduce the number of non-emergent calls to Virginia Beach EMS  
**LEAD PARTNER/ORGANIZATION:** VB Department of Emergency Medical Services | • 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. | • Met with Deputy Chief Stroud from Virginia Beach EMS to discuss Community Paramedicine program  
• Collecting and analyzing Virginia Beach EMS call-center data to determine the number and types of calls being made; Chief Brazle will present findings at workgroup meeting in January  
• Working with VBDPH Community Health Worker Program on enhancing diabetes and hypertension outreach |
**OBJECTIVE 1.3**
By December 2018, increase the proportion of low-income children and adolescents in Virginia Beach who receive oral health services

**LEAD PARTNER/ORGANIZATION:**
VB Department of Public Health

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<tr>
<th>• Promote suitable alternatives to ED use</th>
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<td>• Collect baseline data</td>
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<td>• Increase the proportion of patients who receive oral health services at the Health Department</td>
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<td>• 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</td>
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<td>• Create and disseminate promotional materials to increase awareness of school-based dental clinic in Virginia Beach</td>
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<td>• Survey parents to see what barriers prevent them from utilizing the school-based dental clinic</td>
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<td>• Promote interventions to reduce tooth decay, such as dental sealants</td>
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<td>• Improve dental health habits of young children by educating their mothers about dental health</td>
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| • Attended South Hampton Roads Oral Health Forum on October 13 to examine regional oral health data, identify areas for improvement, and collaborate on potential solutions |
| • Collecting VBDPH Dental Clinic data to establish baseline measurements |
| • Updating VBDPH website and marketing materials to better promote dental services |
| • Working across the health department to increase internal referrals to dental clinic |
| • Exploring partnership with the City’s Communications Office to develop clinic flyer |
| • Gathered information from Public Health Dentist, Dr. Sara Abolahari, about clinic services and barriers to delivering care |
Virginia Beach Community Health Improvement Plan
2017 Healthy Behaviors Progress Report

Priority Area #2: Healthy Behaviors

Goal: Promote healthy behaviors to decrease chronic disease.

Past Meetings: 10/17/17

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| OBJECTIVE 2.1: By December 2018, decrease the percent of adults reporting no physical activity within the past month by 10%. | ● 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. | ● ODU offered to help in assessing current resources, creating a plan or survey, and using students to see what physical activities are offered. ODU has a global health heroes summer program that MYLA may get involved with |
**OBJECTIVE 2.2:** By December 2018, increase the percent of adults who eat 5 or more fruits and vegetables per day by 5%.

**LEAD PARTNER/ORGANIZATION:** Mayor’s Action Challenge Committee

- 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).
- Gathering information on the VISTA program and possibility of applying for VISTAs to assist on this program area
- Actively engaged in the Greater Hampton Roads Food Policy Council

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

**LEAD PARTNER/ORGANIZATION:** Virginia Beach Healthy Vending Taskforce

- 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.
- Core Group met on Nov 1 and created a list of action items for the committee to work on; a larger group meeting will be scheduled with the taskforce
- Wrote white paper on implementing healthier vending options in city facilities; whitepaper will be presented to Deputy City Manager, Ken Chandler, in December
- Attended Sustainable Food Committee Meeting on Nov 27
Virginia Beach Community Health Improvement Plan  
2017 Mental Health Progress Report

**Priority Area #3:** Mental Health  
**Goal:** Improve emotional well-being in our community.  
**Past Meetings:** 10/10/17

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| **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. | • 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. | • VBDPH & Sentara met with the VBPD to learn about their take back program and how they dispose of the medications in order to gain feedback on how to implement a program at other sites  
• Sentara Williamsburg is piloting a program in an outpatient pharmacy to evaluate feasibility, time, cost, adverse events, and improve processes before expanding to other locations  
• VBPD is updating pamphlets and materials on their program which will be used to promote  
• A VBDPH intern is compiling a list of current take back programs in Hampton Roads |

**LEAD PARTNER/ORGANIZATION:**  
Virginia Beach Department of Public Health

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| **OBJECTIVE 3.2:** By December 2018, improve the knowledge of mental health in Virginia Beach community: | • 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. | • NAMI and the Mental Health Awareness Coalition were suggested as lead partners which was brought to the Mental Health Awareness Coalition meeting where Dr. Kulberg presented objectives |
a) Increase the number of trainings by 25%.
b) Increase the number of participants by 25%.

**LEAD PARTNER/ORGANIZATION:**
NAMI/Mental Health Awareness Coalition

| | 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. |

| | Sentara shared health literacy resources that can be applied to advertising for events/classes/trainings |

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

**LEAD PARTNER/ORGANIZATION:**
TBD (possibly insurers or primary care groups)

| | 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. |

| | Currently assessing what mental health screening tools are being used in primary care clinics in Virginia Beach |
Virginia Beach Community Health Improvement Plan
2017 Aging Progress Report

Priority Area #4: Healthy Aging
Goal: Improve the health and well-being of the aging and elderly population.
Past Meetings: 10/16/17, 12/1/17

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| OBJECTIVE 4.1: By December 2018, make the City of Virginia Beach more age friendly. | • 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. | • VBDPH was a vendor at the Mayor’s Commission on Aging’s 2017 Senior Showcase and distributed senior health educational materials at the event  
• Attended AARP’s Virginia Beach Livable Communities Training Workshop |

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. | • 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. | • Conducted meeting with VBDPH, Bon Secours, and Sentara to learn about existing programs in Virginia Beach  
• Gathered information from VBDPH Health Educator about Matter of Balance fall prevention program  
• Met with EMS, PD, and Fire to discuss current aging safety programs and opportunities to expand programming |
| LEAD PARTNER/ORGANIZATION: VBDPH | • 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. | • Exploring partnership with Seatack Recreation Center to conduct fall-prevention classes at the rec center |

| OBJECTIVE 4.3: By December 2018, increase the number of Virginia Beach residents who have an advanced care directive. | • 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. | • Gathered information from Sentara and Bon Secours about hospital policies and processes related to advanced care directives  
• Identified As You Wish Virginia as potential lead partner/organization |