Virginia Beach Community Health Improvement Plan  
2018 Progress Report; 2nd Quarter

Priority Area #1: Access to Health Services  
**Goal:** Increase access to care for those who are uninsured and underinsured  
**Past Meetings:** 10/31/17, 1/16/18, 3/1/18

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| **OBJECTIVE 1.1**                               | • 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 identified as lead partner  
• Elaina Dariah from 2-1-1 Virginia joined workgroup  
• Shared information about 2-1-1 Virginia with the Beach Health Clinic Board of Directors  
• 2-1-1 wallet cards now being distributed at the Beach Health Clinic and Sentara Virginia Beach General Hospital ED  
• Created presentation to inform organizations how to update agency information on 2-1-1 website; this information will be shared with partners once it has been finalized  
• Developing strategies to promote “Make The Right Call” campaign |
| **LEAD PARTNER/ORGANIZATION:** 2-1-1 Virginia   |                                                                                                                                                                                                           |                                                                                                                                                                                                         |

| **OBJECTIVE 1.2**                               | • 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.) | • Gathered information about other community paramedicine programs  
• EMS created proposal for Community Paramedicine Program and presented the plan to City Leadership |
| By December 2018, reduce the number of non-emergent calls to Virginia Beach EMS |                                                                                                                                                                                                           |                                                                                                                                                                                                         |
| **LEAD PARTNER/ORGANIZATION:** VB Department of Emergency Medical Services | • 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 | • Collected and analyzed EMS call-center data from 2017. Identified # of frequent callers and primary impression/diagnosis  
• Continuing to gather and synthesize EMS and population health data in order to more effectively focus interventions and outreach in areas of need |
| --- | --- | --- |
| **OBJECTIVE 1.3** By December 2018, increase the proportion of low-income children and adolescents in Virginia Beach who receive oral health services | • 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 | • Collected VBDPH Dental Program data April-November 2017 for baseline measure  
• Updating VBDPH website and marketing materials to better promote dental services  
• Developing strategies to increase number of internal referrals to dental clinic  
• Exploring partnership with ODU Dental Hygiene Program |
Virginia Beach Community Health Improvement Plan
2018 Healthy Behaviors Progress Report; 2nd Quarter

Priority Area #2: Healthy Behaviors

Goal: Promote healthy behaviors to decrease chronic disease.

Past Meetings: 10/17/17, 12/12/17, 2/13/18

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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. | • Reviewed evidence-based physical activity programs but continuing to narrow and refine focus, such as reinvigorating Let’s Move VB  
• Pursuing grant funding to help make Let’s Move VB a more sustainable program; attended Virginia Foundation for Healthy Youth RFP training  
• Identified programs and resources in the community related to physical activity and healthy eating  
• Compiling list of community resources to promote access to healthy foods and opportunities for physical activity |

LEAD PARTNER/ORGANIZATION: Mayor’s Action Challenge Committee

OBJECTIVE 2.2: By December 2018, increase

• Identify resources and increase awareness through an application, website, and non-electronic manner that | • Narrowed focus to WIC clients and barriers they face to utilizing WIC,
the percent of adults who eat 5 or more fruits and vegetables per day by 5%.

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

- 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).

- Reviewing current numbers of redemption rates, developing a survey to identify barriers to utilizing WIC credits, and will identify strategies to address those barriers
- Actively engaged in the Greater Hampton Roads Food Policy Council

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<th>OBJECTIVE 2.3: By December 2018, implement a healthy vending policy in the city of Virginia Beach municipally owned and operated buildings.</th>
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<td><strong>LEAD PARTNER/ORGANIZATION:</strong> Virginia Beach Healthy Vending Taskforce</td>
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<td>- Work with partners to research standards and build support for a healthy vending policy.</td>
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<td>- Design a healthy vending machine policy.</td>
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<td>- Work with city leaders to obtain approval for healthy vending policy.</td>
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<td>- In conjunction with departmental leaders, implement the healthy vending policy making sure to educate and engage consumers during the process.</td>
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<td>- Incorporate an assessment plan for the policy.</td>
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| - Met with Deputy City Manager, Ken Chandler, to discuss the goal of increasing healthy vending options for city employees and visitors to city facilities and shared white paper with him |
| - Meeting with council members to secure the full buy-in of the City Council |
| - Collaborating with the Healthy Vending Core Group to prepare information to present to city leadership |
Priority Area #3: Mental Health

Goal: Improve emotional well-being in our community.

Past Meetings: 10/10/17, 1/25/18, 2/28/18

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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. | • Developed list of take back locations in Hampton Roads and reviewed options for safe disposal outside of drop boxes, such as the deactivation kits and mail back programs  
• Partnered with the City’s Information Technology Department to develop an online interactive map to locate drug take-back boxes within the Hampton Roads region. The map allows users to type in a ZIP code and find the drug take back site(s) in that area. Once finalized, the map will be posted on the VBDPH website and shared with partners  
• In collaboration with Sentara and VBMRC, produced static map of drug take back locations that can be downloaded, printed and distributed  
• Developing strategies to promote and share Take Back Site maps with community members, partners and stakeholders |
**OBJECTIVE 3.2:** By December 2018, improve the knowledge of mental health in Virginia Beach community:
\[\text{a)}\text{ Increase the number of trainings by 25%}.\]
\[\text{b)}\text{ Increase the number of participants by 25%}.\]

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

- 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 learn 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.
- Narrowed focus of trainings/participants to NAMI
- NAMI shared baseline from last year’s number of participants in all programs which will be used to develop goal of how much to increase
- May is Mental Health Awareness Month in Town Center and I Need a Lighthouse also has a 5k in May that we will promote by sharing among our networks
- Identifying and promoting different NAMI and/or mental health events taking place in the community each month among our existing organizations and networks

**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.
- Identifying a list of Primary Care Clinics in Virginia Beach in order to determine what mental health screening tools are currently being used.
Virginia Beach Community Health Improvement Plan
2018 Aging Progress Report: 2nd Quarter

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, 1/26/18, 2/16/18

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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. | • Recruited Steve Zollos, Chief Operating Officer of Senior Services of Southeastern Virginia to join workgroup  
• Attended AARP’s Virginia Beach Livable Communities Training Workshop on 2/9  
• Established core group, compiled of representatives from VBDPH, MCOA and SSEVA, to complete the application and initiate process with AARP in becoming an age-friendly community |

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

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| **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. | • Gathered baseline number of VBDPH MOB participants from last year  
• Exploring partnership with ODU PT/AT program to conduct fall risk assessments and evaluate effectiveness of MOB programs  
• Working with EMS, PD, VBCERT, and Fire to streamline and promote the City’s aging safety programs; creating a promotional handout that can be included in resource packet |
**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.

**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.

- Matter of Balance Leader Training scheduled for March 6 & 8
- Shared information on upcoming MOB Leader Training with partners in an effort to increase the frequency and availability of MOB programs in Virginia Beach and reach a higher number of older adults
- Promoting MOB Leader Training in VB Medical Reserve Corp (MRC) to target, recruit and train volunteers
- Exploring partnership with Bon Secours In Motion Physical Therapy for the MOB program
- Collaborating with the VBDPH Health Services Advisory Board to identify and implement strategies to expand MOB

**LEAD PARTNER/ORGANIZATION:** As You Wish

- Gathering data from Sentara, Bon Secours, and As You Wish to establish baseline
- Adding informational session on advance care directives to the end of VBDPH MOB program
- Working with VBDPH home visiting nurse to include and track Advanced Care Planning in current efforts
- Invited David Murray, Executive Director of As You Wish to join workgroup
- Shared Sentara’s Advance Care Planning Guide with partners
- Determining ways to help make filling out advanced care directives easier for the public, will share PSA’s and other materials