

Virginia Beach Community Health Improvement Plan 2018 Progress Report; 3rd 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, 4/27/18

Objective	Strategies	Progress
<p>OBJECTIVE 1.1 By December 2018, develop and implement a marketing campaign to increase awareness of community resources and services</p> <p>LEAD PARTNER/ORGANIZATION: 2-1-1 Virginia</p>	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Developing strategies to promote “Make The Right Call” Campaign; VB 911 will attend our next meeting to discuss opportunities on educating the public on appropriate use of 911 • Examine data of health related calls to 211 in the city of Virginia Beach
<p>OBJECTIVE 1.2 By December 2018, reduce the number of non-emergent calls to Virginia Beach EMS</p> <p>LEAD PARTNER/ORGANIZATION: VB Department of Emergency Medical Services</p>	<ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • Reviewed EMS high utilizer call data and primary reason for calling and compiled into report • Identifying opportunities to use community resources and Community Paramedicine program to address needs • Analyzing call-center data by zip code and creating visuals to support data • EMS created Community Paramedicine budget and presented to City Leadership

	<ul style="list-style-type: none"> Promote suitable alternatives to ED use 	
<p>OBJECTIVE 1.3 By December 2018, increase the proportion of low-income children and adolescents in Virginia Beach who receive oral health services</p> <p>LEAD PARTNER/ORGANIZATION: VB Department of Public Health</p>	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Updated dental clinic promotional materials and forms Hired an office manager and dental assistant Met with WIC, Healthy Families, and other community outreach teams to promote dental program among their clients Met with ODU Dental Hygiene Program and will begin accepting students in Spring 2019

Virginia Beach Community Health Improvement Plan 2018 Healthy Behaviors Progress Report; 3rd 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, 3/13/18, 4/10/18

Objective	Strategies	Progress
<p>OBJECTIVE 2.1: By December 2018, decrease the percent of adults reporting no physical activity within the past month by 10%.</p> <p>LEAD PARTNER/ORGANIZATION: Mayor's Action Challenge Committee</p>	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> Drafted grant proposal for funding for a Let's Move VB Coordinator and continuing to look at student opportunities Completed inventory of Let's Move Program supplies Held meeting with Parks & Recreation and ODU to implement Let's Move VB in the Fall Participated in Healthy Hampton Roads Physical Activity Summit
<p>OBJECTIVE 2.2: By December 2018, increase</p>	<ul style="list-style-type: none"> Identify resources and increase awareness through an application, website, and non-electronic manner that 	<ul style="list-style-type: none"> Reviewed WIC 2017 fruit and vegetable redemption rates

<p>the percent of adults who eat 5 or more fruits and vegetables per day by 5%.</p> <p>LEAD PARTNER/ORGANIZATION: Mayor's Action Challenge Committee</p>	<p>contains farmers' market locations, websites, educational tools, incentives, surveys, etc.</p> <ul style="list-style-type: none"> 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). 	<ul style="list-style-type: none"> Established baseline to measure any increase in fruit and vegetable consumption Developed survey tool to identify barriers to using WIC credits Distributed over 300 surveys to WIC clients at all locations Requested MRC volunteer to help input survey data
<p>OBJECTIVE 2.3: By December 2018, implement a healthy vending policy in the city of Virginia Beach municipally owned and operated buildings.</p> <p>LEAD PARTNER/ORGANIZATION: Virginia Beach Healthy Vending Taskforce</p>	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> Worked closely with American Heart Association to draft a Healthy Vending City Council Resolution Identified snacks from a vendor that meet the standard and secured machines Began piloting healthy vending program at VBDPH

Virginia Beach Community Health Improvement Plan 2018 Mental Health Progress Report; 3rd Quarter

Priority Area #3: Mental Health

Goal: Improve emotional well-being in our community.

Past Meetings: 10/10/17, 1/25/18, 2/28/18, 3/27/18

Objective	Strategies	Progress
<p>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.</p> <p>LEAD PARTNER/ORGANIZATION: Virginia Beach Department of Public Health</p>	<ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • Partnered with the City's Information Technology Department to develop an online interactive map to locate drug tack-back boxes within the Hampton Roads region. The map allows users to type in a ZIP code and find the drug tack back site(s) in that area. • Posted the interactive map link to VBDPH website and GHR Connects and issued a press release that was featured in Southside Daily • Collaborated with Sentara to finalize static map and shared with HSAB, Mental Health Forum, and Mental Health Awareness Month Activities • Developing strategies to promote and share Take Back Site maps with community members, partners and stakeholders • Reached out to Walgreens to promote the map, however they were unable
<p>OBJECTIVE 3.2: By December 2018, improve</p>	<ul style="list-style-type: none"> • Define baseline and define classes/trainings. 	<ul style="list-style-type: none"> • Changed objective from 25% to 10% based on current performance and baseline data

<p>the knowledge of mental health in Virginia Beach community: a) Increase the number of trainings by 10%. b) Increase the number of participants by 10%.</p> <p>LEAD PARTNER/ORGANIZATION: NAMI/Mental Health Awareness Coalition</p>	<ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • Reviewed evaluation data for I Need a Lighthouse Programs from 2015-2016 • Participated in Mental Health Awareness Month in Town Center and I Need a Lighthouse 5k by sharing resources, take back maps, and disposal kits as well as promoting among partners • Identifying and promoting different NAMI and/or mental health events taking place in the community each month among our existing organizations and networks
<p>OBJECTIVE 3.3: By December 2018, increase the number of practices that are implementing mental health screening tools in primary care by 10%.</p> <p>LEAD PARTNER/ORGANIZATION: TBD (possibly insurers or primary care groups)</p>	<ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • Contacting 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: 3rd 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, 3/30/18

Objective	Strategies	Progress
<p>OBJECTIVE 4.1: By December 2018, make the City of Virginia Beach more age friendly.</p> <p>LEAD PARTNER/ORGANIZATION: City of Virginia Beach, Mayor's Commission on Aging</p>	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> Met as a Livable Communities Steering Committee to complete the application and initiate process with AARP in becoming an age-friendly community Drafting a city-council resolution with support from Councilwoman Henley Hosted a large group meeting with the Livable Communities task force to identify areas of greatest need and explore potential projects
<p>OBJECTIVE 4.2: By December 2018, increase the number of organizations in Virginia Beach that provide evidence-based fall prevention programs.</p>	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> Met with Mona Burwell, Master Trainer for SSEVA on holding additional Matter of Balance training courses to expand number of trainers in the area Had community partners attend Matter of Balance training course to become trainers; Sentara will begin implementing the program at Princess Anne Hospital Looking at additional fall risk testing such as tug test or sit to stand test that can be done pre/post to measure change

LEAD PARTNER/ORGANIZATION: VBDPH	<ul style="list-style-type: none"> • 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. LEAD PARTNER/ORGANIZATION: As You Wish	<ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • Spoke with SSEVA on adding advanced care planning session to Matter of Balance curriculum and training course • Invited David Murray, Executive Director of As You Wish to present to VBDPH staff • Trained VBDPH staff on advanced care planning • Updated VBDPH clinic encounter and registration forms to include advanced care directive question • Created a counting code in Webvision to track the number of VBDPH patients that have an advanced care directive