

## Virginia Beach Community Health Improvement Plan 2018 Progress Report; 4<sup>th</sup> 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, 5/25/18, 6/15/18, 8/30/18

Objective	Strategies	Progress
<b>OBJECTIVE 1.1</b> By December 2018, develop and implement a marketing campaign to increase awareness of community resources and services  <b>LEAD</b> <b>PARTNER/ORGANIZATION:</b> 2-1-1 Virginia	<ul style="list-style-type: none"> <li>• Compile list of existing campaigns and community resources/services</li> <li>• Secure funding or identify means of supporting marketing campaign</li> <li>• Identify how materials will be created and disseminated</li> <li>• Identify marketing strategies and approach (i.e., segmented, mass dissemination, etc.) as well as target audience</li> <li>• Monitor reach and consider conducting pre/post survey to evaluate effectiveness or change in knowledge/awareness of community services based on campaign</li> </ul>	<ul style="list-style-type: none"> <li>• 911 joined our workgroup to discuss opportunities on educating the public on appropriate use of 911; looked into adding 211 to promotional materials but were unable due to city/state entities</li> <li>• Examined referral summaries of health related calls to 211 in the city of Virginia Beach on a monthly basis to determine top priority needs</li> <li>• Discussed Medicaid Expansion in Virginia Beach and different ways this workgroup can have an impact</li> </ul>
<b>OBJECTIVE 1.2</b> By December 2018, reduce the number of non-emergent calls to Virginia Beach EMS  <b>LEAD</b> <b>PARTNER/ORGANIZATION:</b>	<ul style="list-style-type: none"> <li>• Explore developing a community paramedicine program to improve health outcomes among medically vulnerable populations</li> <li>• 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.)</li> <li>• Create educational materials and resource guides and distribute them to frequent callers</li> <li>• Educate residents about resources in the community. Promote programs and resources that link individuals in</li> </ul>	<ul style="list-style-type: none"> <li>• Identifying opportunities to use community resources and Community Paramedicine program to address needs</li> <li>• EMS got approved for community paramedicine manager in budget; hired and training manager who will join workgroup</li> <li>• Brought in additional partners from EMS and Sentara to discuss opportunities to collaborate; both organizations will begin to share high utilizer lists</li> </ul>

VB Department of Emergency Medical Services	<p>need to existing Virginia Beach services. Create new tools/materials as necessary.</p> <ul style="list-style-type: none"> <li>Promote suitable alternatives to ED use</li> </ul>	
<p><b>OBJECTIVE 1.3</b> By December 2018, increase the proportion of low-income children and adolescents in Virginia Beach who receive oral health services</p> <p><b>LEAD</b> <b>PARTNER/ORGANIZATION:</b> VB Department of Public Health</p>	<ul style="list-style-type: none"> <li>Collect baseline data</li> <li>Increase the proportion of patients who receive oral health services at the Health Department</li> <li>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</li> <li>Create and disseminate promotional materials to increase awareness of school-based dental clinic in Virginia Beach</li> <li>Survey parents to see what barriers prevent them from utilizing the school-based dental clinic</li> <li>Promote interventions to reduce tooth decay, such as dental sealants</li> <li>Improve dental health habits of young children by educating their mothers about dental health</li> </ul>	<ul style="list-style-type: none"> <li>Met with and drafted MOA with ECPI for dental assisting students</li> <li>Working with VBCPS to reexamine needs at Birdneck site</li> <li>Ordering promotional materials such as toothbrushes</li> <li>Contacted Birdneck PTA to present at a PTA meeting</li> <li>Created internal team from varying departments to look at clinic efficiency</li> </ul>

## Virginia Beach Community Health Improvement Plan 2018 Healthy Behaviors Progress Report; 4<sup>th</sup> 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, 8/14/18

Objective	Strategies	Progress
<p><b>OBJECTIVE 2.1:</b> By December 2018, decrease the percent of adults reporting no physical activity within the past month by 10%.</p> <p><b>LEAD</b> <b>PARTNER/ORGANIZATION:</b> Mayor's Action Challenge Committee</p>	<ul style="list-style-type: none"> <li>Assess current resources that enable/promote/encourage physical activity and disseminate that information.</li> <li>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.</li> <li>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.</li> <li>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.</li> </ul>	<ul style="list-style-type: none"> <li>Facilitated meeting with ODU and Parks and Recreation to review Let's Move VB program needs and plan</li> <li>Parks and Recreation identified staff to train on how to implement Let's Move VB at annual Fall training to keep the program sustainable after students turnover</li> <li>ODU is recruiting students to collect and analyze data and assist with Let's Move VB program; will also train Parks &amp; Recreation staff</li> </ul>
<p><b>OBJECTIVE 2.2:</b> By December 2018, increase the percent of adults who eat 5 or more fruits and vegetables per day by 5%.</p>	<ul style="list-style-type: none"> <li>Identify resources and increase awareness through an application, website, and non-electronic manner that contains farmers' market locations, websites, educational tools, incentives, surveys, etc.</li> <li>Educate people and empower them to eat healthy. Examples of possible programs include healthy food preparation as demonstrated by the "Class-a-Roll" mobile</li> </ul>	<ul style="list-style-type: none"> <li>Distributed over 366 surveys to WIC clients at all 4 locations</li> <li>On boarded a practicum student to assist with data analysis</li> <li>Analyzed data and created summary of barriers and key findings; shared with stakeholders</li> </ul>

<p><b>LEAD</b> <b>PARTNER/ORGANIZATION:</b> Mayor's Action Challenge Committee</p>	<p>van and learning to read food labels. Offer vouchers and financial education during the classes.</p> <ul style="list-style-type: none"> <li>• Obtain financial resources to improve access to healthy foods.</li> <li>• Investigate healthy corner stores programs.</li> <li>• Work with community partners (i.e., Farmers Markets, WIC, DHS, Dept. of Agriculture, Advance Technical Center, and local retailers).</li> </ul>	<ul style="list-style-type: none"> <li>• Reviewed baseline number of redemption rates</li> <li>• Held internal meetings on how to creatively address barriers and increase utilization of WIC credits</li> <li>• Spoke with Kroger, Harris Teeter, and other corporate stores on potential solutions</li> <li>• Requested monthly redemption rates be generated by state WIC office</li> <li>• Created promotional materials to be mailed out monthly</li> <li>• Pilot-tested Google voice on reminder texts to those that have not used credits</li> <li>• Requested an MRC or contract employee to oversee mailers and reminder texts</li> </ul>
<p><b>OBJECTIVE 2.3:</b> By December 2018, implement a healthy vending policy in the city of Virginia Beach municipally owned and operated buildings.</p> <p><b>LEAD</b> <b>PARTNER/ORGANIZATION:</b> Virginia Beach Healthy Vending Taskforce</p>	<ul style="list-style-type: none"> <li>• Work with partners to research standards and build support for a healthy vending policy.</li> <li>• Design a healthy vending machine policy.</li> <li>• Work with city leaders to obtain approval for healthy vending policy.</li> <li>• In conjunction with departmental leaders, implement the healthy vending policy making sure to educate and engage consumers during the process.</li> <li>• Incorporate an assessment plan for the policy.</li> </ul>	<ul style="list-style-type: none"> <li>• American Heart Association met with city council members to garner buy-in</li> <li>• Worked closely with American Heart Association and Councilwoman Wilson to draft a Healthy Vending City Council Resolution</li> <li>• Looked at data from healthy vending pilot test at VBDPH</li> <li>• Held Healthy Vending Core group meetings, gathered updated statistics, created briefing</li> <li>• Met with City Manager Dave Hansen and Deputy City Manager Ken Chandler</li> </ul>

## Virginia Beach Community Health Improvement Plan 2018 Mental Health Progress Report; 4<sup>th</sup> 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, *took summer off (June & July 2018)*, 8/20/18

Objective	Strategies	Progress
<p><b>OBJECTIVE 3.1:</b> By December 2018, decrease diversion of opiate medications by doubling the number of pounds of prescription medications collected at Take Back programs.</p> <p><b>LEAD</b> <b>PARTNER/ORGANIZATION:</b> Virginia Beach Department of Public Health</p>	<ul style="list-style-type: none"> <li>• Build awareness (i.e., website, find a media partner to help with campaign) of Take Back sites already in existence.</li> <li>• Create a map or information sheet of Take Back sites.</li> <li>• Increase the number of Take Back boxes.</li> </ul>	<ul style="list-style-type: none"> <li>• Developing strategies to promote and share Take Back Site maps with community members, partners and stakeholders; looked into marketing resources</li> <li>• Distributed maps at all REVIVE trainings and mental health related trainings and community events</li> <li>• Currently identifying and updating website with new locations in Hampton Roads</li> </ul>
<p><b>OBJECTIVE 3.2:</b> By December 2018, improve 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>	<ul style="list-style-type: none"> <li>• Define baseline and define classes/trainings.</li> <li>• Increase availability by expanding formats of classes (i.e., online).</li> <li>• Educate people on what trainings are available.</li> <li>• Increase the number of trainers.</li> <li>• Conduct lunch and learns or a brown bag series monthly sponsored by various groups focused on mental health and a topic of community interest.</li> <li>• Launch a Mental Health Diplomat Program to decrease stigma associated with mental illness.</li> </ul>	<ul style="list-style-type: none"> <li>• Promoted NAMI and/or mental health events taking place in the community each month among our existing organizations and networks</li> </ul>

<b>LEAD</b> <b>PARTNER/ORGANIZATION:</b> NAMI/Mental Health Awareness Coalition		
<b>OBJECTIVE 3.3:</b> By December 2018, increase the number of practices that are implementing mental health screening tools in primary care by 10%.  <b>LEAD</b> <b>PARTNER/ORGANIZATION:</b> TBD (possibly insurers or primary care groups)	<ul style="list-style-type: none"> <li>• Define tools that will track and monitor progress.</li> <li>• Establish a baseline with the practices.</li> <li>• Train and educate providers.</li> <li>• Hold mental health or mental wellness fairs (one in May and one in October) and conduct screenings during the mental health fair.</li> </ul>	<ul style="list-style-type: none"> <li>• Looking at recommended best practice screening tools by medical associations and national organizations</li> <li>• Utilize practicum student to gather screening tools from sites that are still needed</li> </ul>

## Virginia Beach Community Health Improvement Plan 2018 Aging Progress Report: 4<sup>th</sup> 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, 5/18/18, 6/8/18, 8/3/18

Objective	Strategies	Progress
<p><b>OBJECTIVE 4.1:</b> By December 2018, make the City of Virginia Beach more age friendly.</p> <p><b>LEAD PARTNER/ORGANIZATION:</b> City of Virginia Beach, Mayor's Commission on Aging</p>	<ul style="list-style-type: none"> <li>Determine requirements of AARP Age-Friendly Communities and steps to joining network.</li> <li>Examine other AARP age-friendly communities in the commonwealth, if any, and reach out to for information/lessons learned.</li> <li>Gauge stakeholder interest and leadership support in becoming an AARP Age-Friendly Community.</li> <li>Develop a coalition/join existing networks focused on aging and make VB becoming an age-friendly community a priority.</li> <li>Initiate process with AARP in becoming an age-friendly community.</li> </ul>	<ul style="list-style-type: none"> <li>Met as a Livable Communities Steering Committee to complete the application with AARP in becoming an age-friendly community</li> <li>Worked with Livable Communities citywide task force to prioritize needs, narrow scope of project, and review data and measures to identify key areas to focus on</li> <li>Passed a city-council resolution with support from Councilwoman Henley</li> <li>Looked into Blue Zones initiative</li> </ul>
<p><b>OBJECTIVE 4.2:</b> 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"> <li>Conduct a review and compile list of any existing fall prevention programs in VB. Gather contact information for each program/organization.</li> <li>Collaborate with each organization and assess current status/impact of programs and current practices.</li> </ul>	<ul style="list-style-type: none"> <li>Newly trained MOB leaders are observing summer session and will begin implementing in the fall</li> <li>Discussed adding another leader training this year to get more MOB instructors</li> <li>Continued communication with ODU PT/AT program on conducting falls risk assessment testing</li> </ul>

<b>LEAD</b> <b>PARTNER/ORGANIZATION:</b> <b>VBDPH</b>	<ul style="list-style-type: none"> <li>• Collect materials on evidence-based programming and fall prevention to be shared with organizations.</li> <li>• Determine barriers to conducting evidence-based fall prevention programs and identify strategies to overcome any barriers.</li> <li>• Work with organizations and groups to determine community-wide standard or programmatic approach moving forward.</li> <li>• Collectively implement evidence-based fall prevention programs across VB.</li> <li>• Monitor progress and evaluate programs. Bring all organizations together to determine effectiveness of programs and ways to improve.</li> </ul>	<ul style="list-style-type: none"> <li>• Reviewed MOB methods of advertising, barriers, and locations the classes are held to find opportunities to expand</li> </ul>
<p><b>OBJECTIVE 4.3:</b> By December 2018, increase the number of Virginia Beach residents who have an advanced care directive.</p> <p><b>LEAD</b>  <b>PARTNER/ORGANIZATION:</b>  <b>As You Wish</b></p>	<ul style="list-style-type: none"> <li>• Establish baseline.</li> <li>• Host educational sessions to increase awareness and understanding of the Advance Healthcare Directives Registry.</li> <li>• Create and distribute educational materials to educate residents about the benefits of executing an advance directive.</li> <li>• Train community health providers how to have meaningful conversations about advance directives with patients and their caregivers.</li> <li>• Identify demographics with particular life limiting illnesses that are most in need of advance care directives.</li> </ul>	<ul style="list-style-type: none"> <li>• Working with SSEVA and As You Wish to train MOB instructors on advanced care planning</li> <li>• Presented advanced care planning on Virginia Beach Senior Source Show  <a href="http://www.vbgov.com/residents/seniors/Pages/SeniorSource.aspx">www.vbgov.com/residents/seniors/Pages/SeniorSource.aspx</a></li> <li>• VBDPH is promoting and gathering data on advanced care directives during Blood Pressure Screenings at community events</li> </ul>