

# WELCOME!

We will begin at 9am.





## Housekeeping



Live Illustrator: @Amiri.life



Photographer: @Ark2photography



Vendor locations



Lactation-friendly room

# Acknowledgements





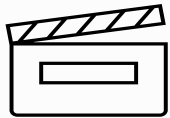


# #VDHTakingAction2023

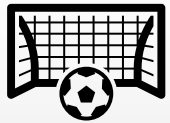
Engage with us by asking questions or posting pictures using the hashtag



## Remembering Our Why



**Taking Action for Community Health Improvement**



**To foster community collaboration, enhance data equity, and develop policies and systems to make Virginia the healthiest state in nation**

# Opening Keynote

**Jonathan Schwabish, PhD**

**Equity in Data**





**BREAK**

**We will resume at 10:35 am.**



# Virginia's Health Opportunity Index



**Justin Crow, MPA**

# Health Opportunity Index 3.0 Rural Health Data Commons

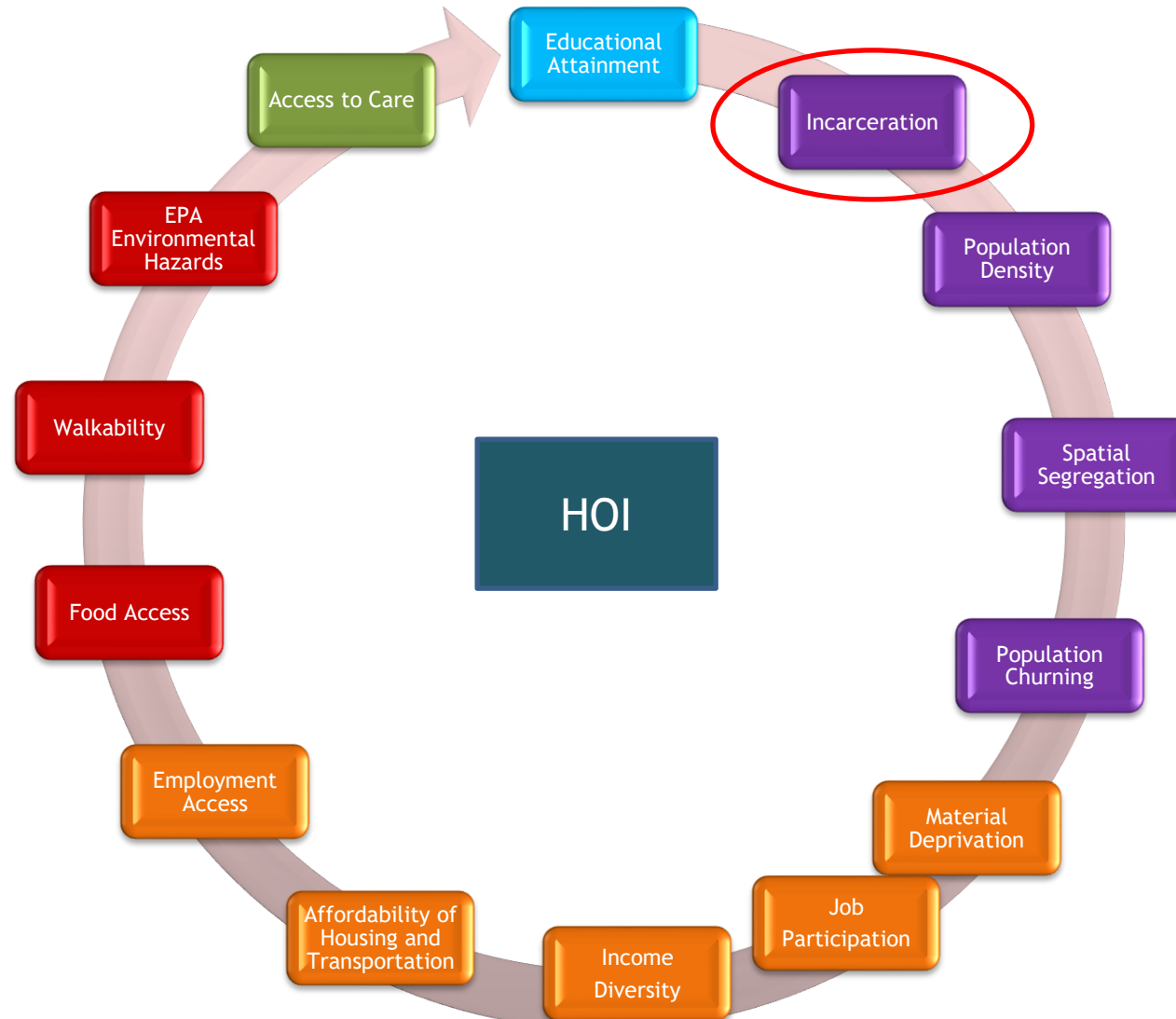
Community Health Forum 2023

June 14

# Healthy People 2020: Five Elements of SDOH



# Health Opportunity Index 3.0



# Health Opportunity Index

Identifies areas and populations that are most vulnerable to adverse health outcomes based on the Social Determinants of Health

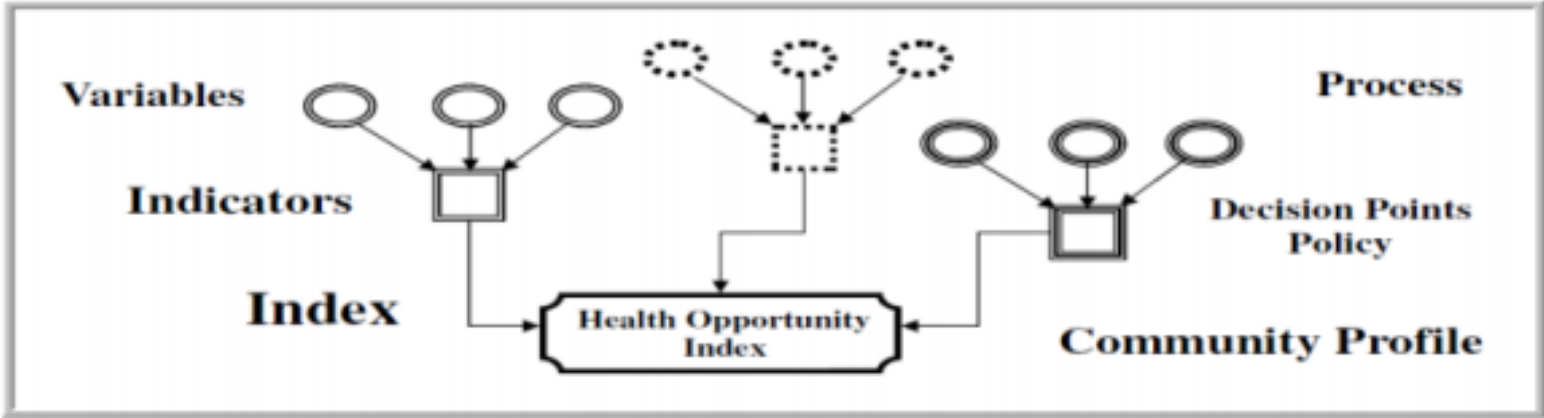
# Selecting Indicators

1. Identified by Primary Care Needs Assessment Workgroup as important.
2. Linked to health outcomes in academic literature.
3. “Actionable”
4. Consistent, quality data for all Census Tracts in Virginia.



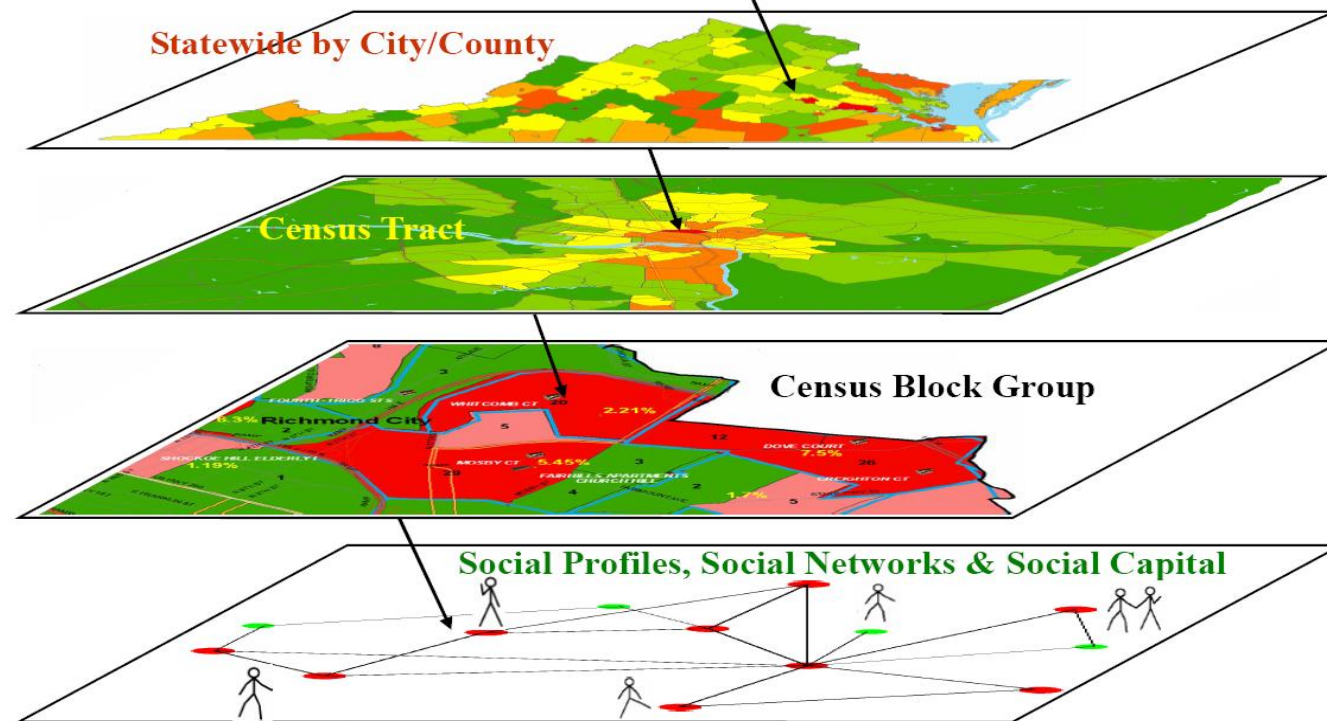
# Structure

30+ Variables  
14 Indicators  
4 Profiles  
1 Health Opportunity Index



# Geographic Level Can Mask Detail

## Multilevel Spatial Analysis of Fundamental Causes & the Social Determinants of Health



# Health Opportunity Index

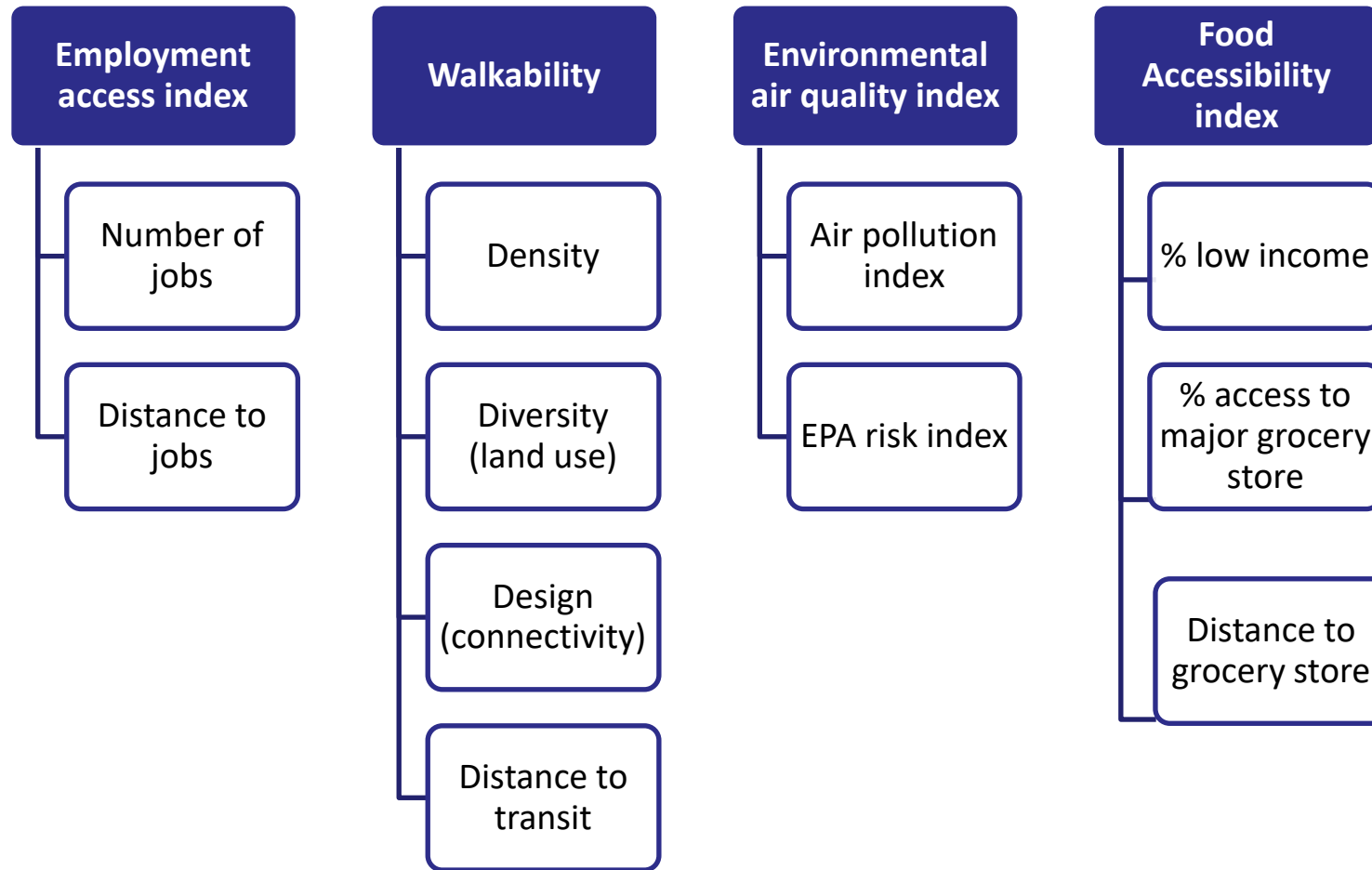
Built Environment  
Profile

Consumer Profile

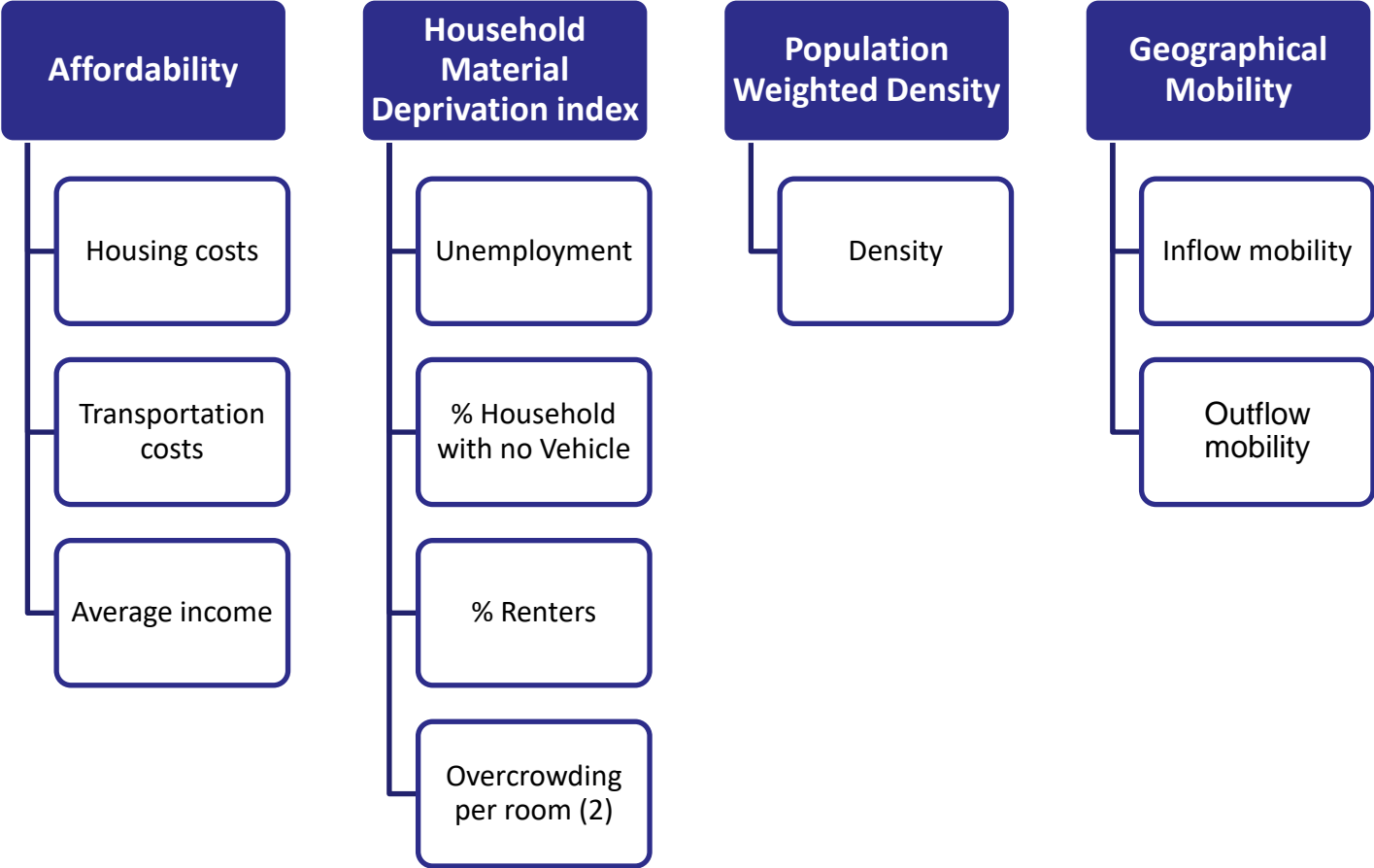
Economic Profile

Social Impact Profile

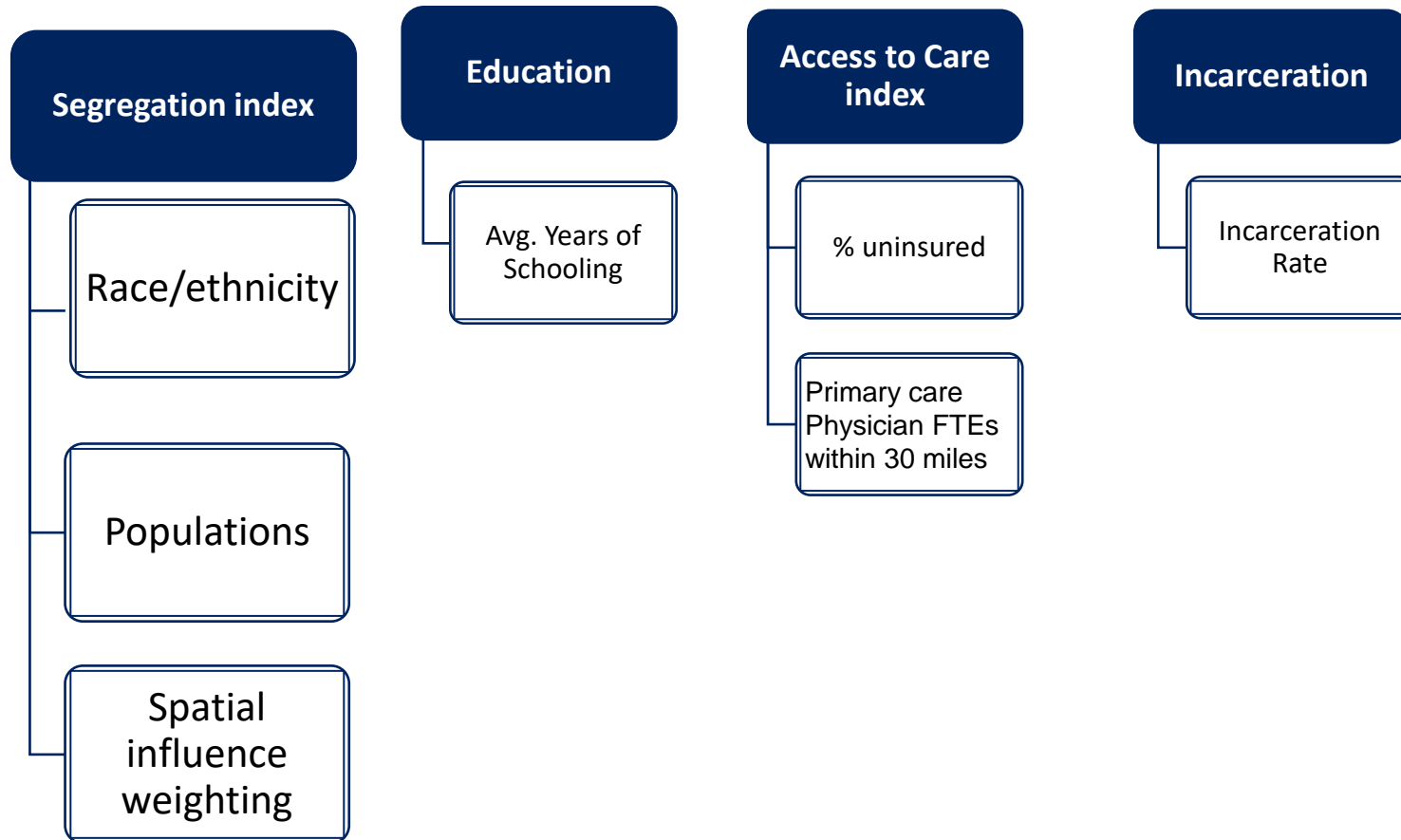
# Built Environment Profile



# Consumer Profile

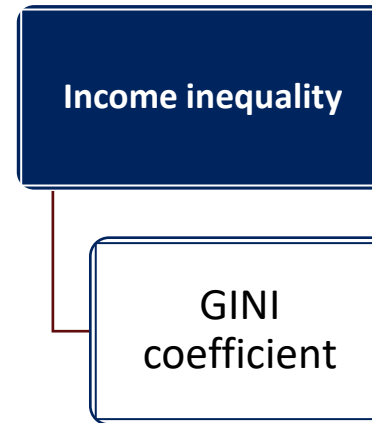
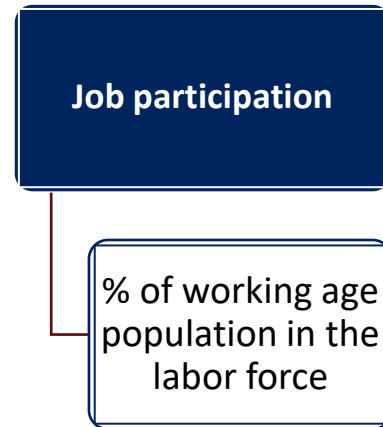


# Social Impact Profile





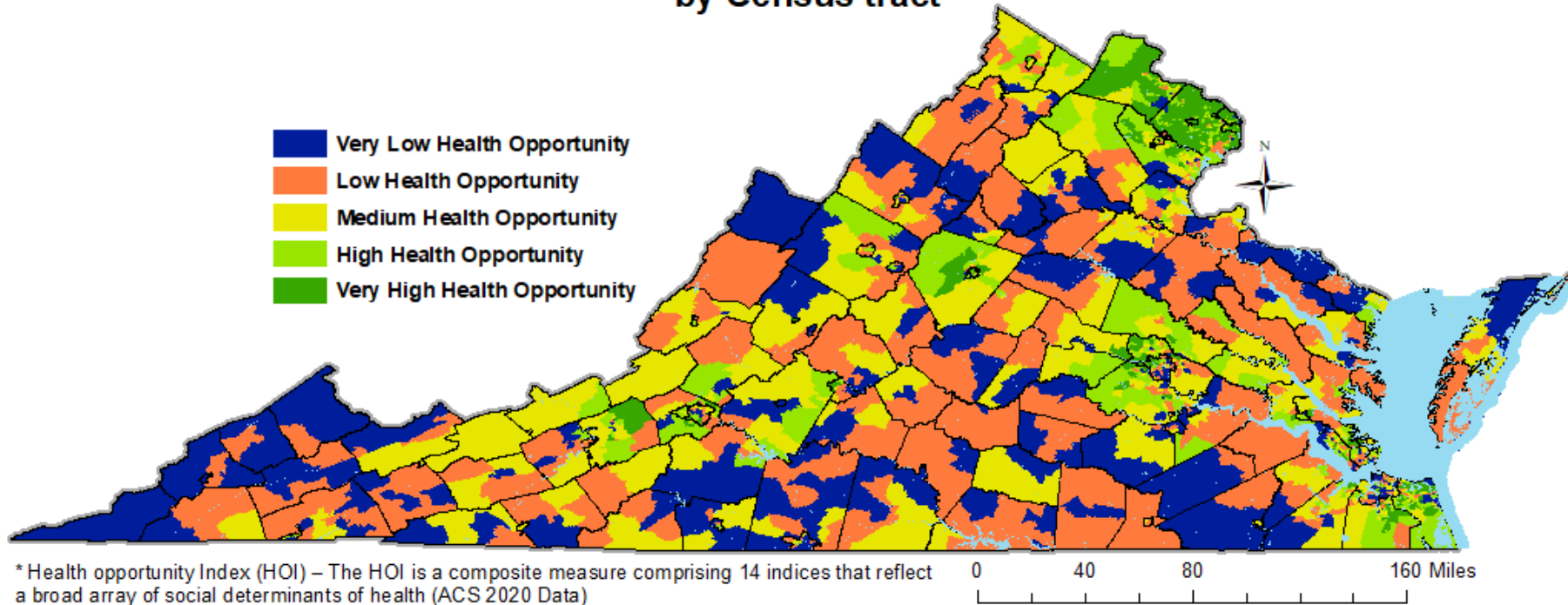
# Economic Profile



# Virginia

## Health Opportunity Index (Version 3)

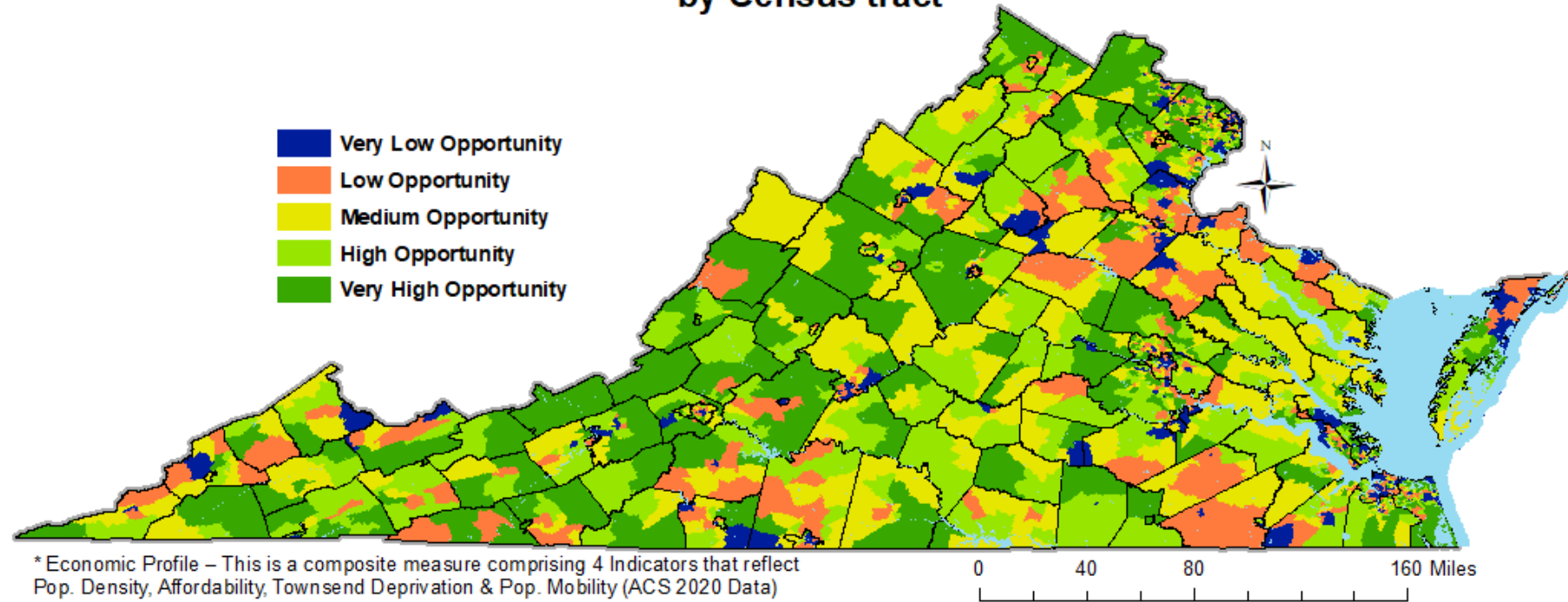
by Census tract



# Virginia

## Consumer Profile\* (Version 3)

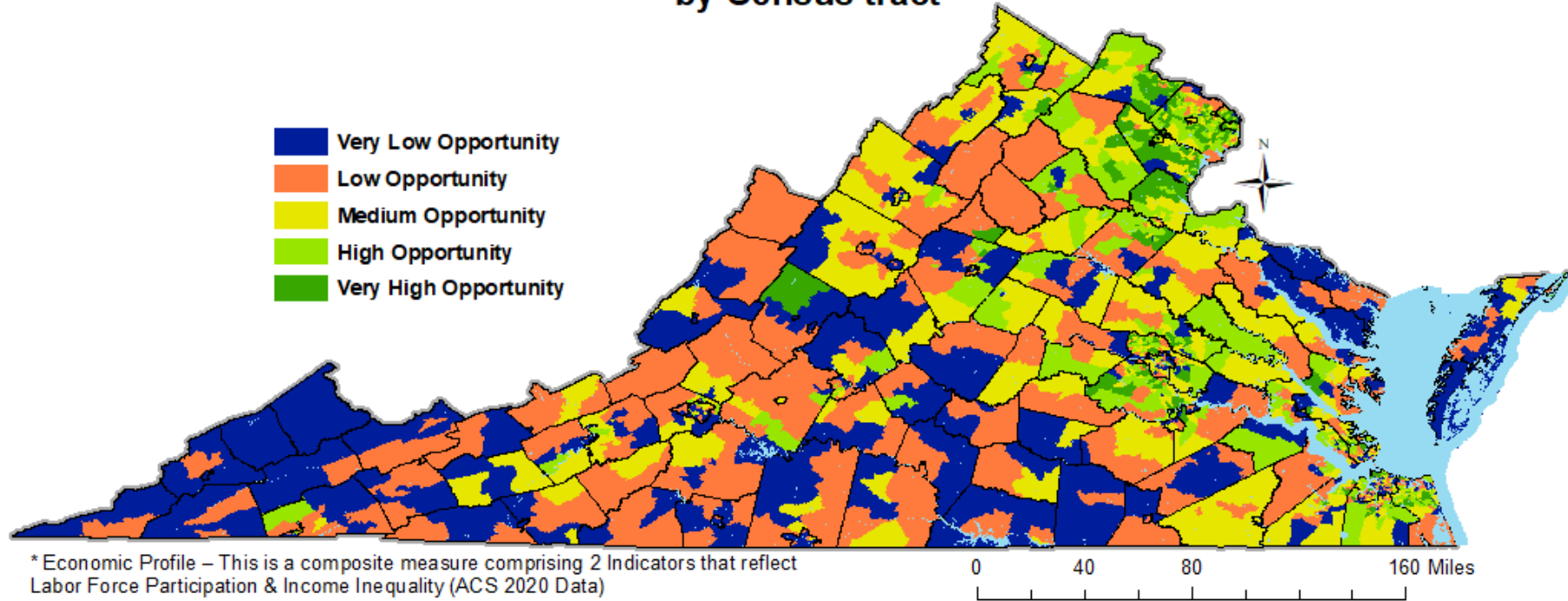
by Census tract



# Virginia

## Economic Profile\* (Version 3)

by Census tract

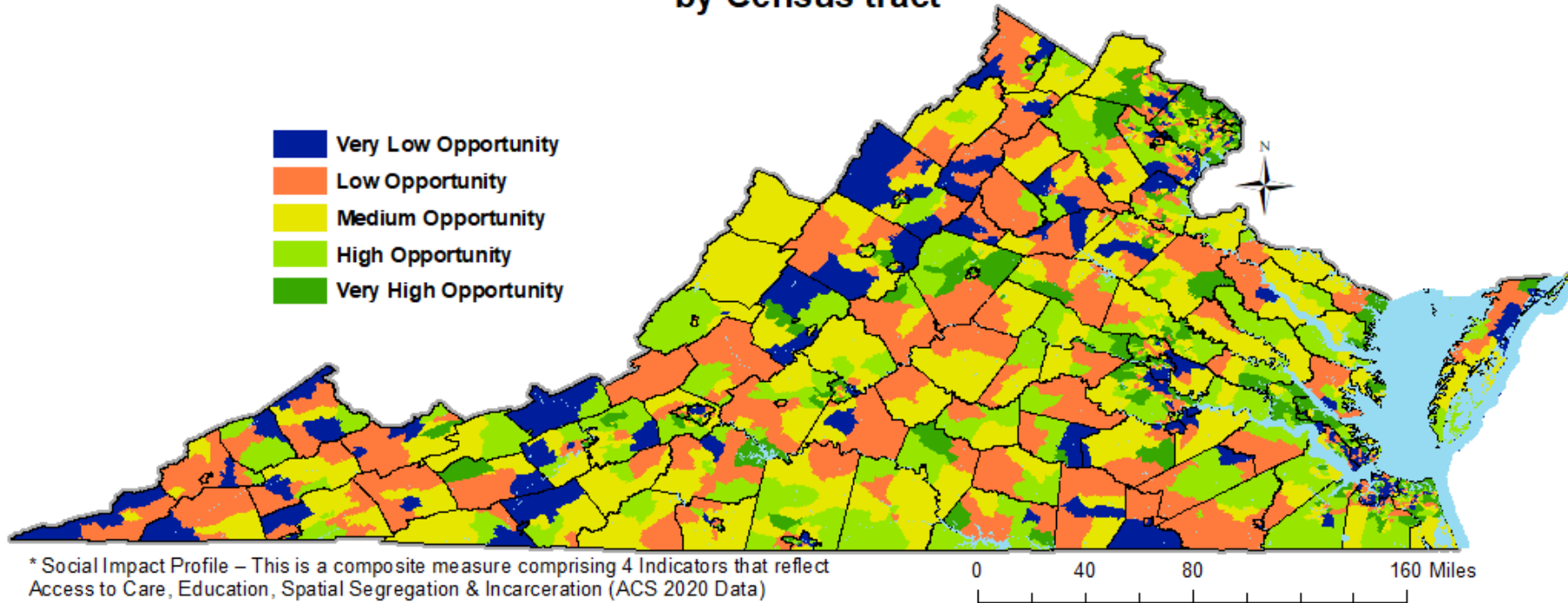


\* Economic Profile – This is a composite measure comprising 2 Indicators that reflect Labor Force Participation & Income Inequality (ACS 2020 Data)

# Virginia

## Social Impact Profile\* (Version 3)

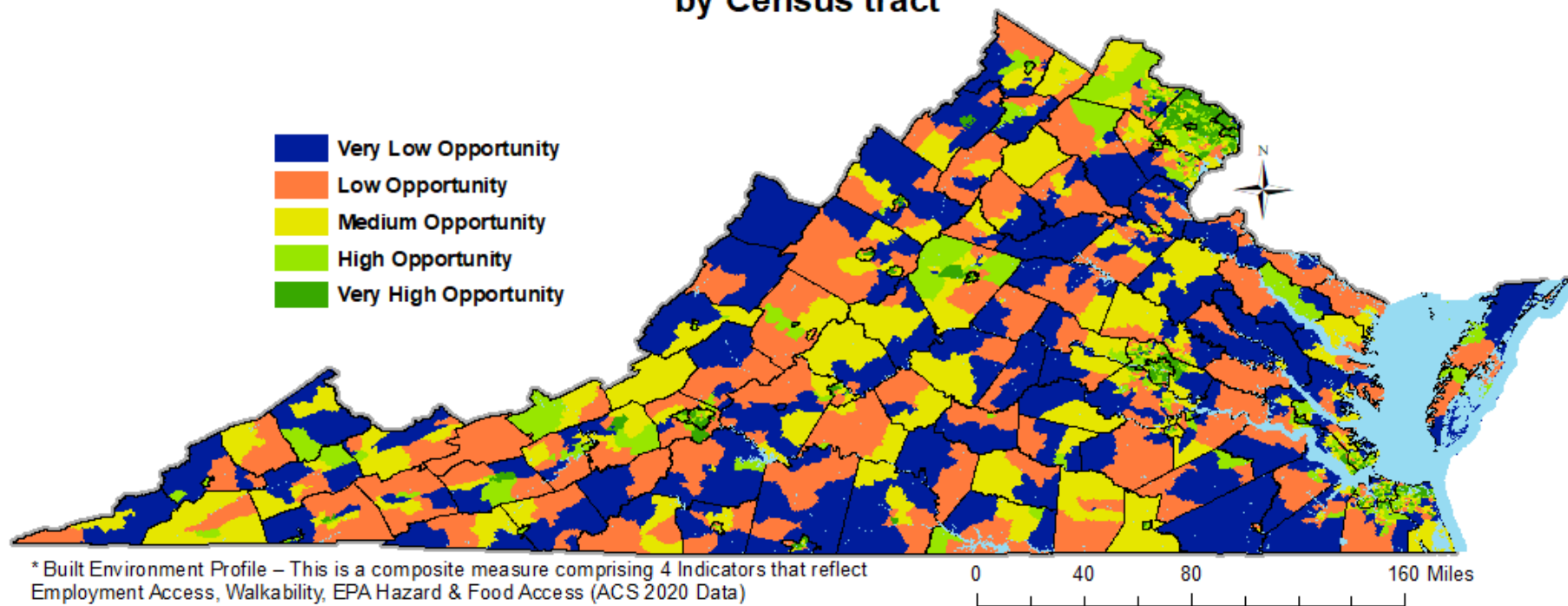
by Census tract



# Virginia

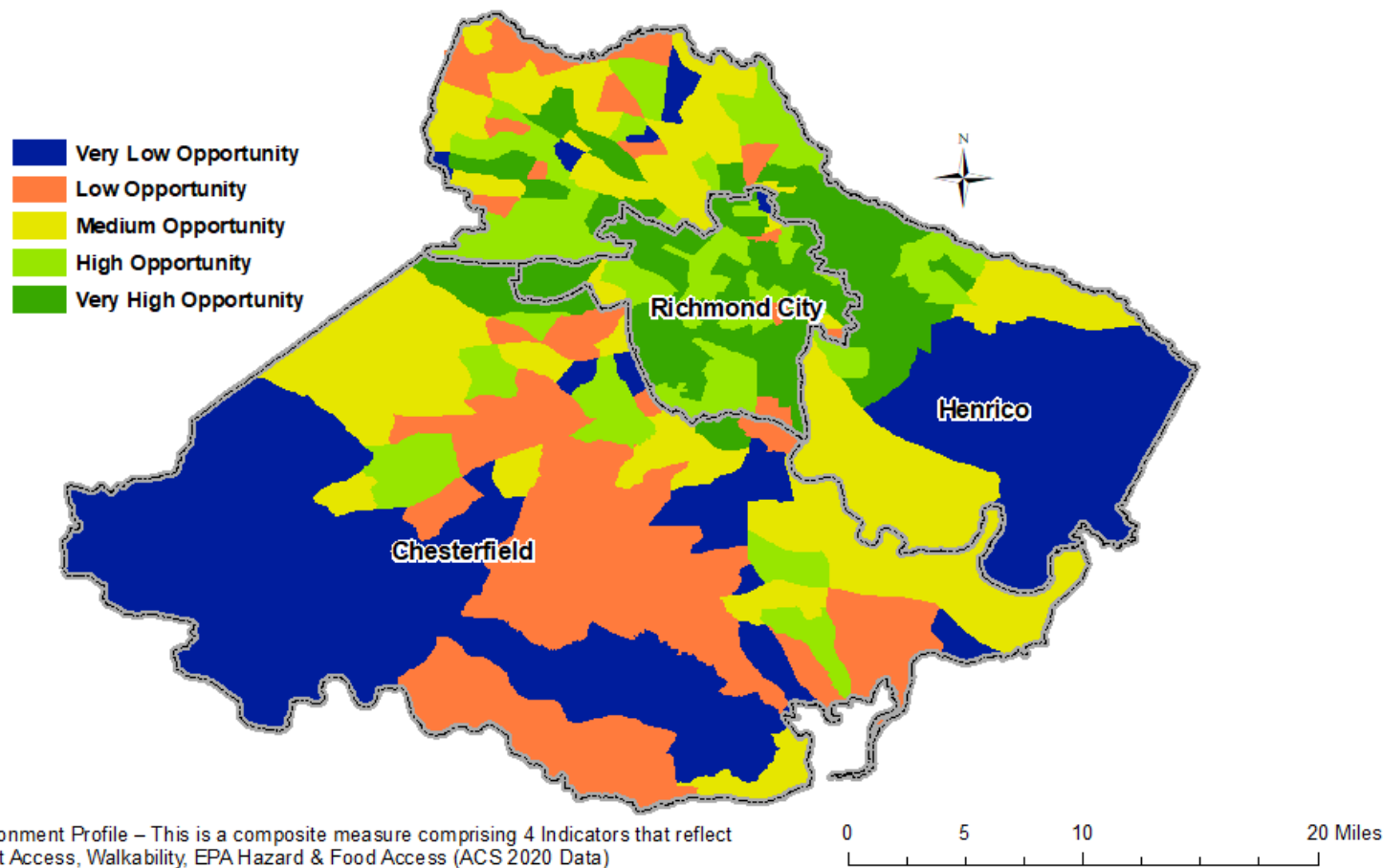
## Built Environment\* Profile (Version 3)

by Census tract





# Richmond City Metropolis Built Environment Profile\* (Version 3) by Census tract

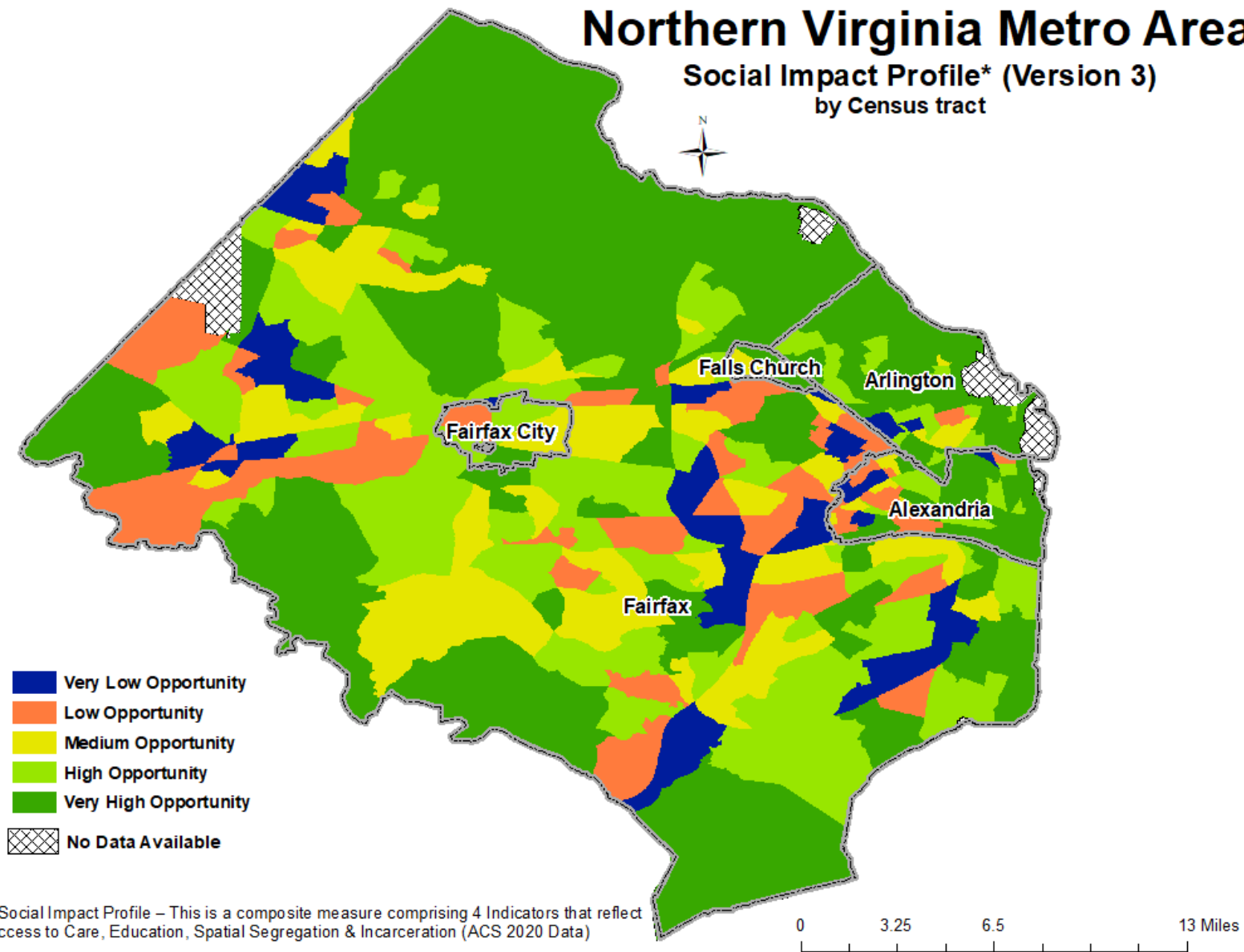


\* Built Environment Profile – This is a composite measure comprising 4 Indicators that reflect Employment Access, Walkability, EPA Hazard & Food Access (ACS 2020 Data)

# Northern Virginia Metro Area

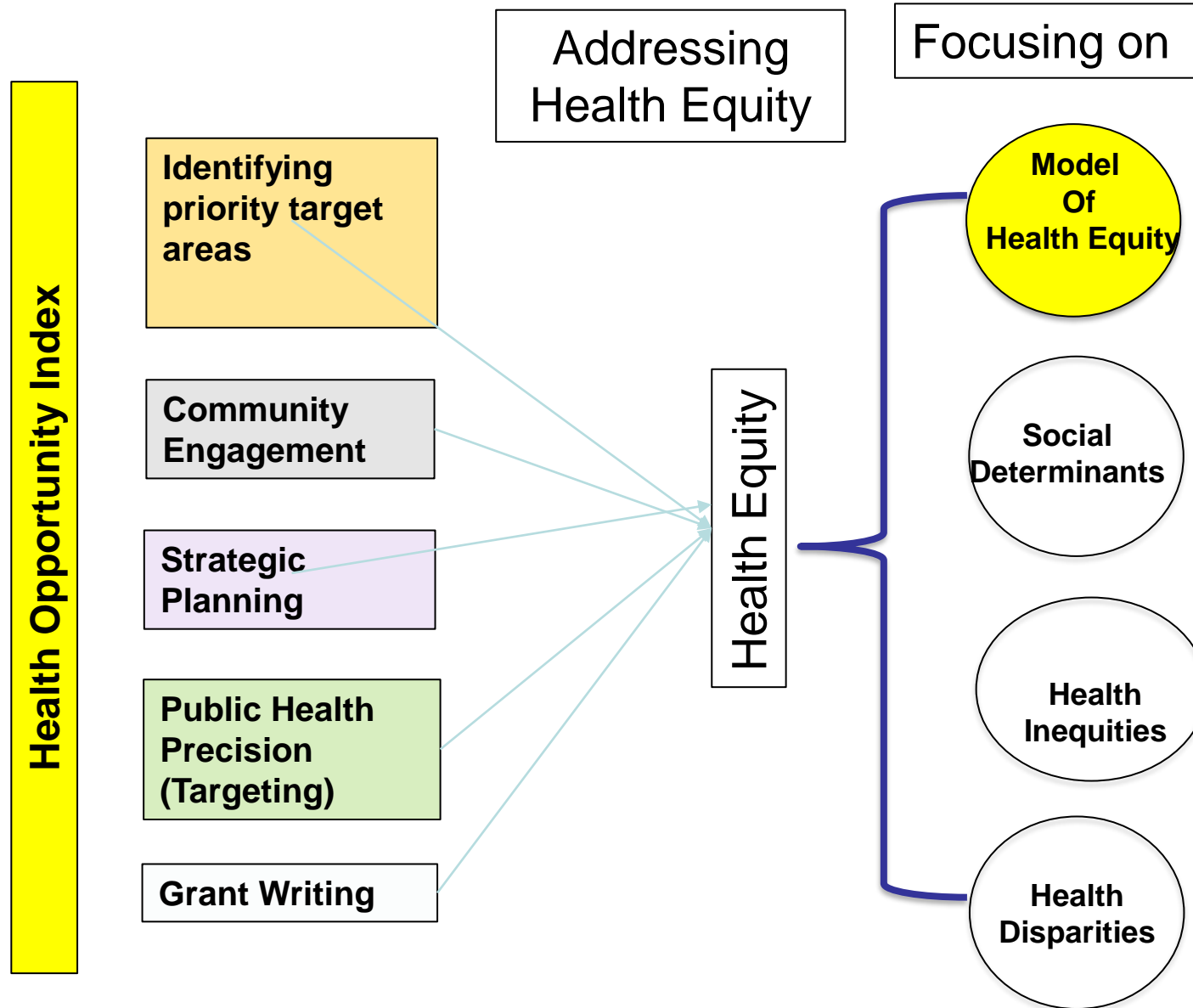
Social Impact Profile\* (Version 3)

by Census tract



\* Social Impact Profile – This is a composite measure comprising 4 Indicators that reflect Access to Care, Education, Spatial Segregation & Incarceration (ACS 2020 Data)

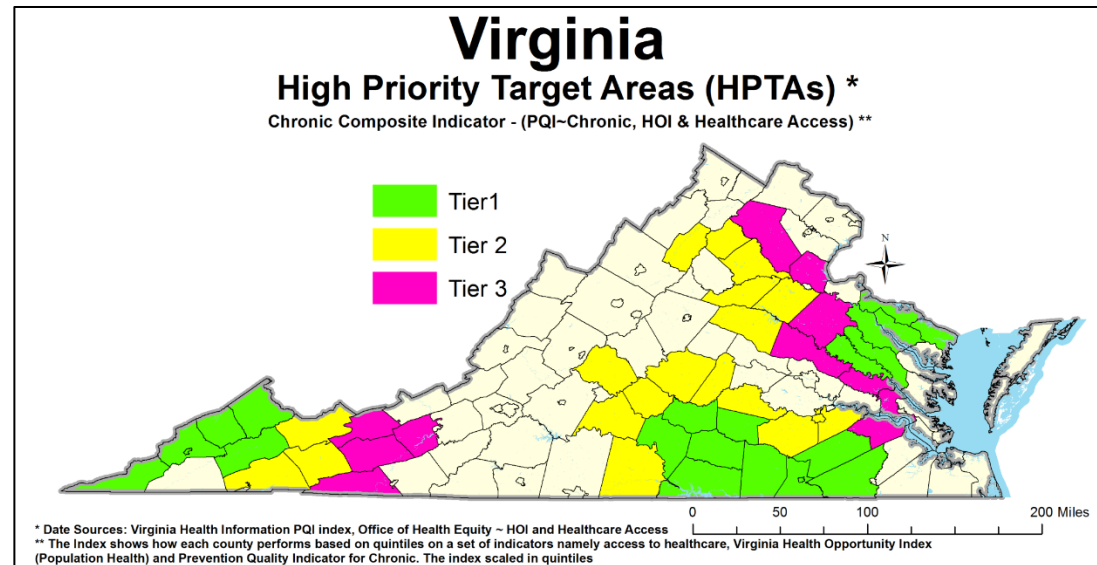
# Applications for the HOI



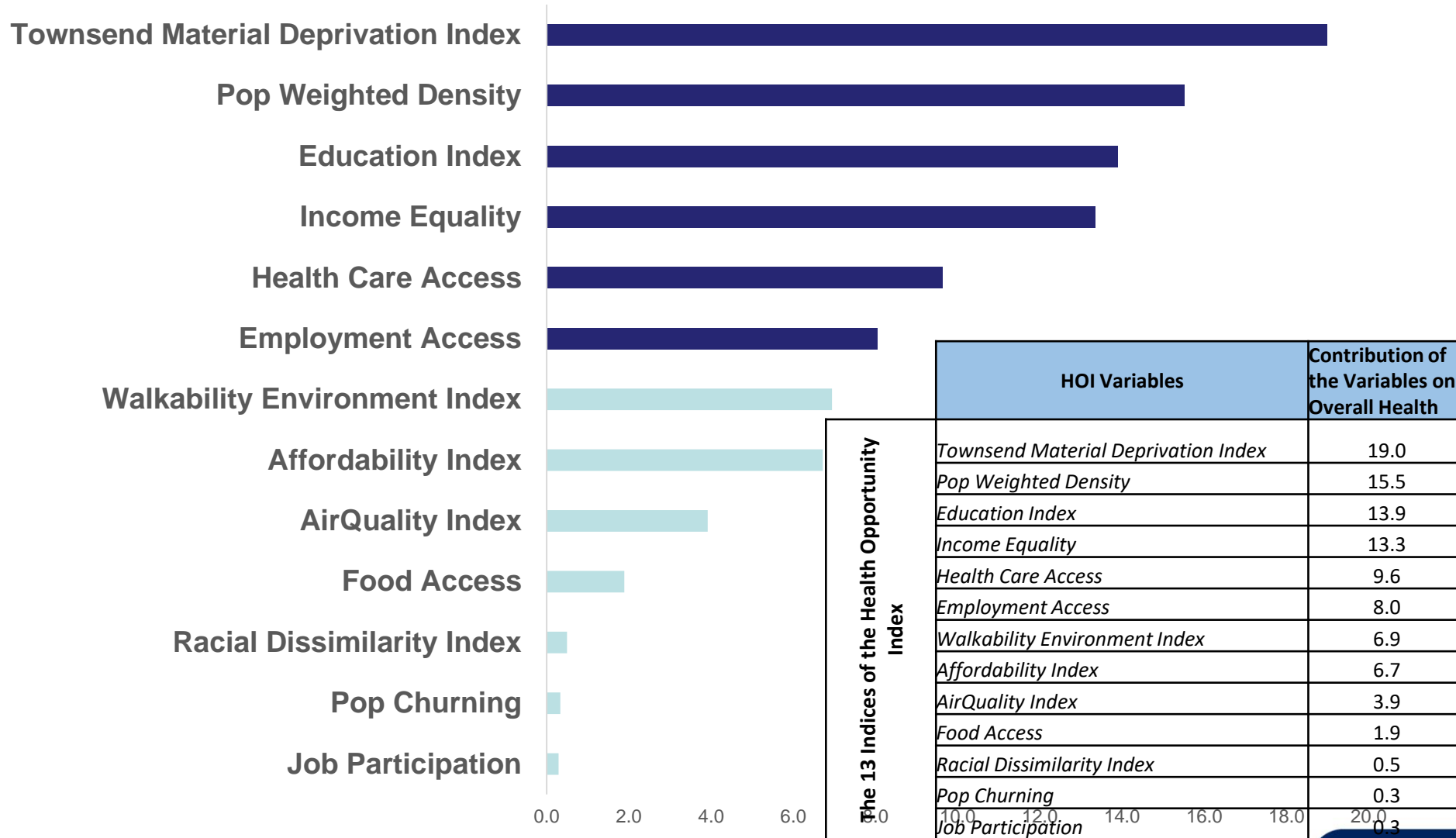
# Conrad-30 Program

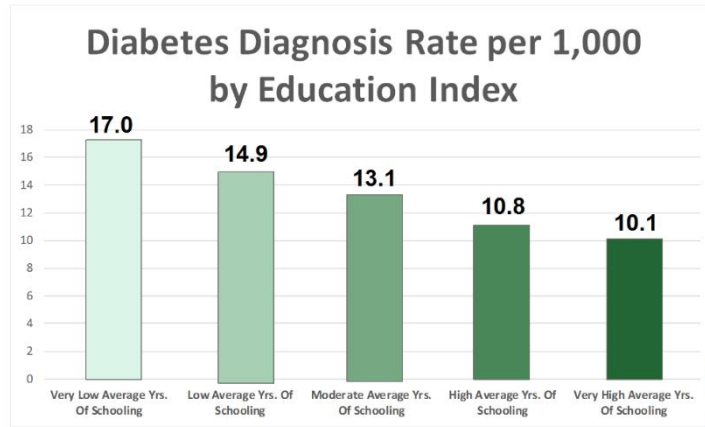
## Indicators

- Health Care Providers
  - Primary Care
  - OB/GYN
  - Pulmonologists
- AHRQ Prevention Quality Indicators
  - Chronic Composite
  - Low Birth Weight
  - COPD
- Health Opportunity Index
- Other Examples
  - VDOT includes the HOI in to target bike/walk incentive funds



# Contribution of individual HOI Indices on Overall Health (Life Expectancy) in Portsmouth





# Virginia

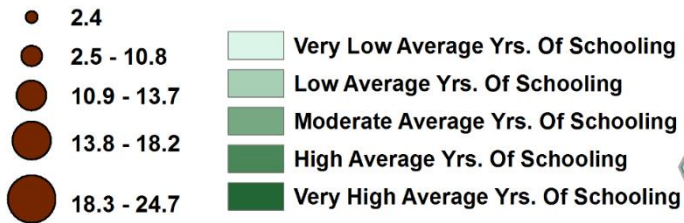
## Portsmouth Health District

### Education Index \*

by Census Tract

Overlaid with Percent Diabetes Diagnosis \*\*

#### Percent Diabetes Diagnosis



\* The average number of years of schooling among adults in the community. It can range from zero (those with no formal schooling) to 20 (those with a doctorate/professional degree).

\*\*aged ≥18 years who report ever been told by a doctor, nurse, or other health professional that they have diabetes other than diabetes during pregnancy.



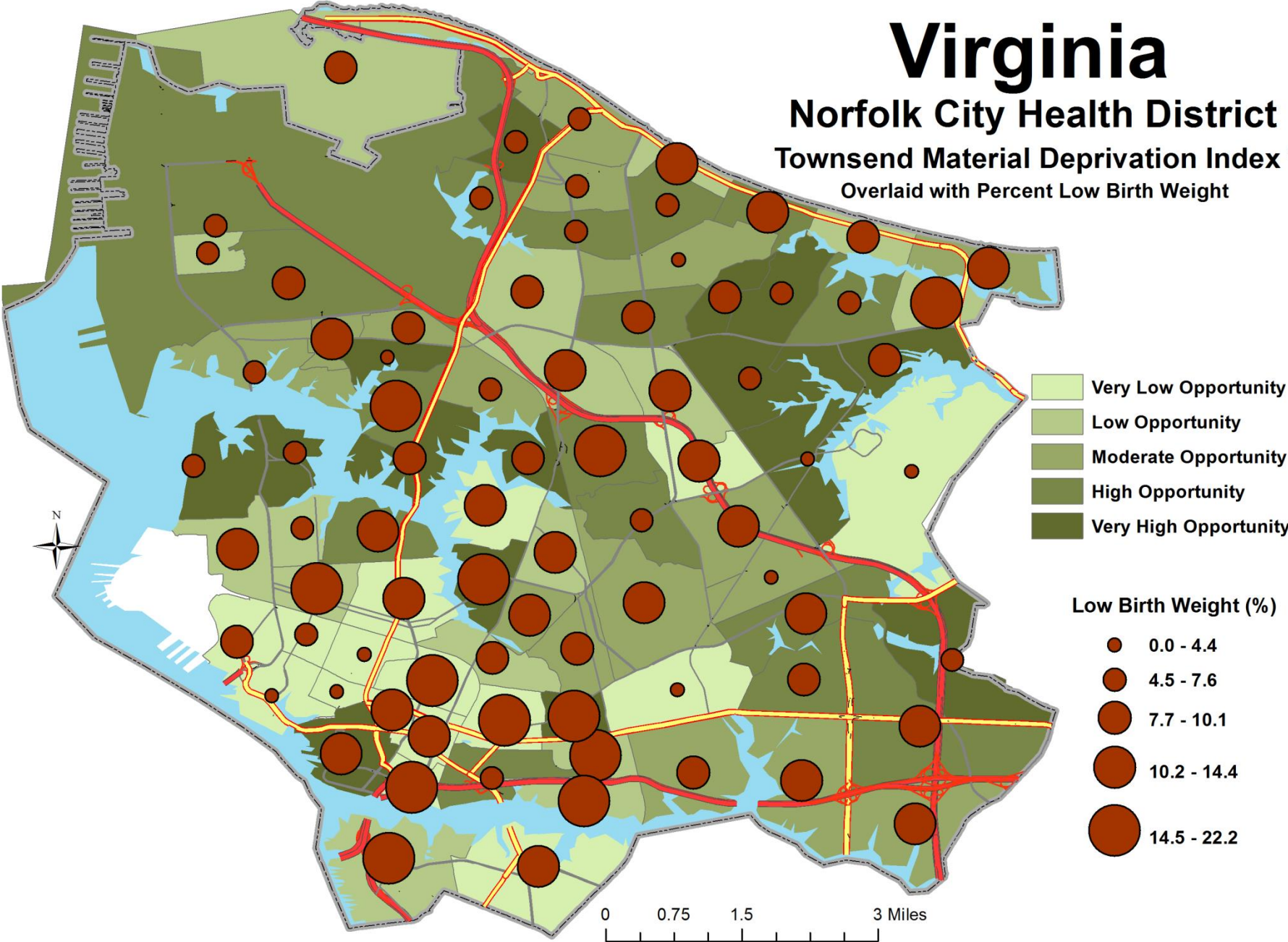


# Virginia

## Norfolk City Health District

### Townsend Material Deprivation Index \*

Overlaid with Percent Low Birth Weight



\* Material deprivation entails the lack of goods, services, resources, amenities and physical environment which are customary, or at least widely approved in the society under consideration

# Limitations

- Data limitations
- Ecological Fallacy: Individual results may vary
- Census Tract  $\neq$  Neighborhood
- 5-year estimates
- Statewide measure

# Rural Health Data Commons

[https://uva-bi-sdad.github.io/vdh\\_rural\\_health\\_site/](https://uva-bi-sdad.github.io/vdh_rural_health_site/)

# Questions

Thank you!

Networking  
Lunch



# Breakout Sessions



**Community Health Informatics 101**

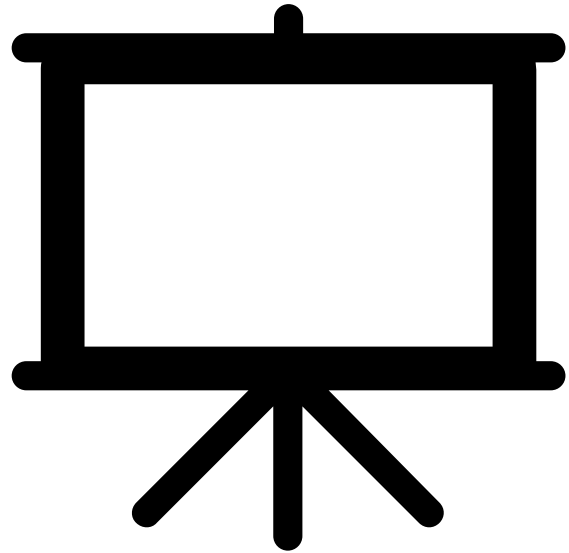
~OR~



**Assessment into Action: Community Health  
Improvement Projects**

# Breakout Debrief

Community Health Key Takeaways and Action Items



# Networking Poster Session

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Please join us from 3 to 4:00pm to learn more about the great work going on in our communities via poster presentations.



# END of Day 1

2023 Community Health Forum

# WELCOME!

We will begin at 9 a.m.



# **OPENING & WELCOME**

## **2023 VIRGINIA**

### **COMMUNITY HEALTH FORUM**

**Cynthia Romero, MD, FAAFP**

Director, M. Foscue Brock Institute for Community and Global Health

**Thursday, June 15, 2023**

**Virginia Beach, VA**

# Impact of COVID-19



# Impact of COVID-19



# Impact of COVID-19



Public Health Stressors

- Administrative Planning
- Frontline Work
- Communications

The illustration shows a white stick figure standing on a red square, surrounded by several red virus-like particles (spheres with spikes) on a dark blue background.



# Impact of COVID-19: Resilience



# Institute of Medicine Report

- 2002
- *Unequal Treatment: Confronting Racial and Ethnic Disparities in Health Care*
- Prompted efforts to document and understand health disparities in the U.S.



# Core Competencies for Public Health Professionals: Equity & Engagement Skills

- Policy Development and Program Planning
- Communication
- Health Equity
- Community Partnership

# Public Health Responsibilities - Routine

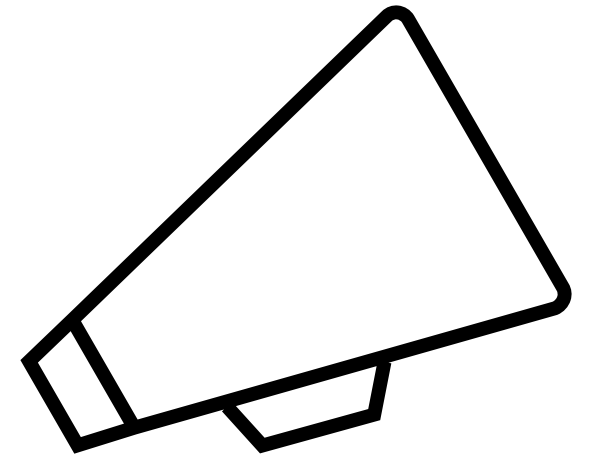


# Impact of COVID-19: Reframe



# Impact of COVID-19: Reframe

- Let community voices amplify public health preparedness messages
  - Elected officials
  - Faith-based leaders
  - Neighborhood aunties



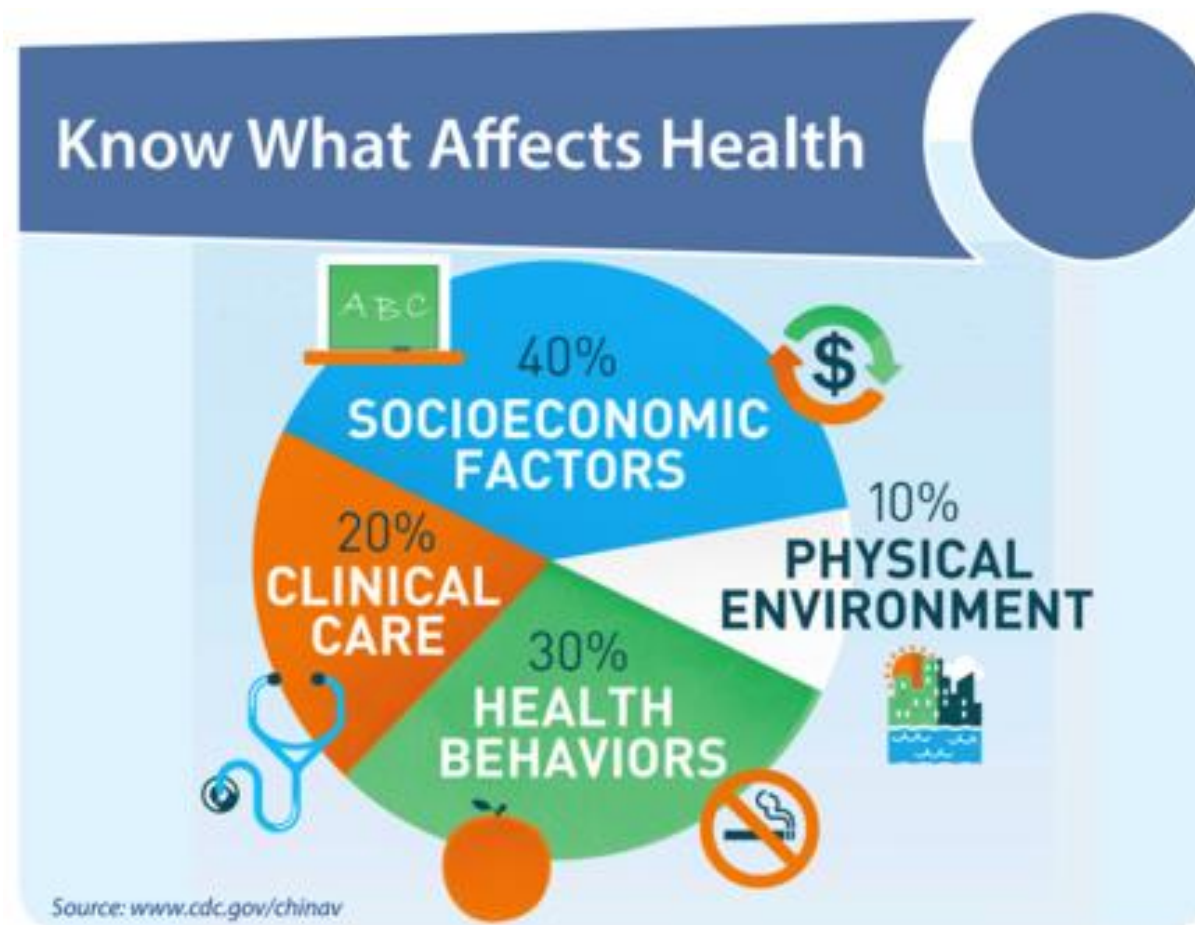
# RISE TO HEALTH COALITION

- ❑ American Hospital Association
- ❑ American Medical Association
- ❑ Institute for Healthcare Improvement
- ❑ National Association of Community Health Centers
- ❑ National Committee for Quality Assurance
- ❑ Others: [www.risetotheequity.org](http://www.risetotheequity.org)

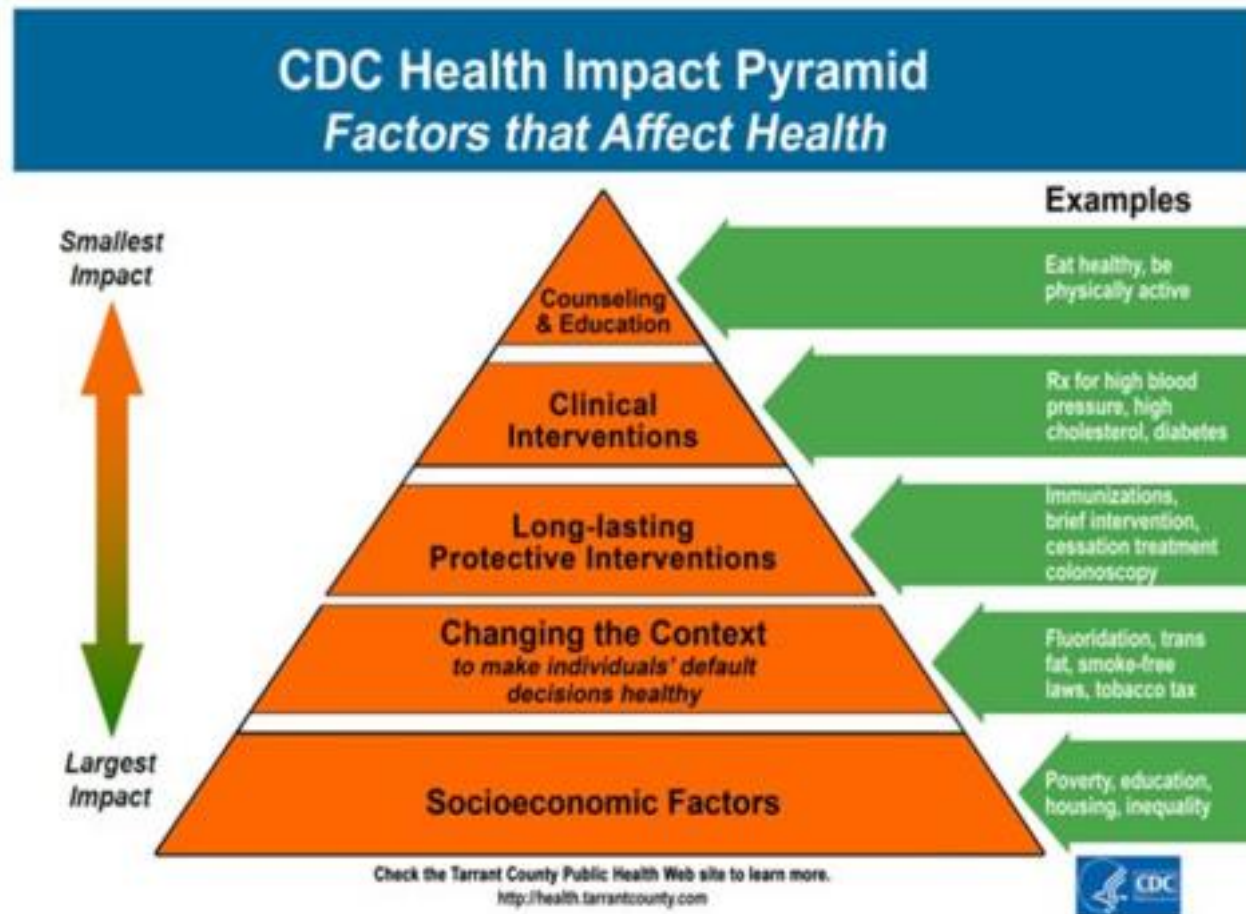
# RISE TO HEALTH COALITION

- Patients want systems that treat them with dignity and respect
- Hospitals and clinicians want systems that incentivize and reward whole-person care
- Payers want incentives or financing to help address social drivers of health
- Community organizers want trusting co-equal partnerships

# The Big Picture

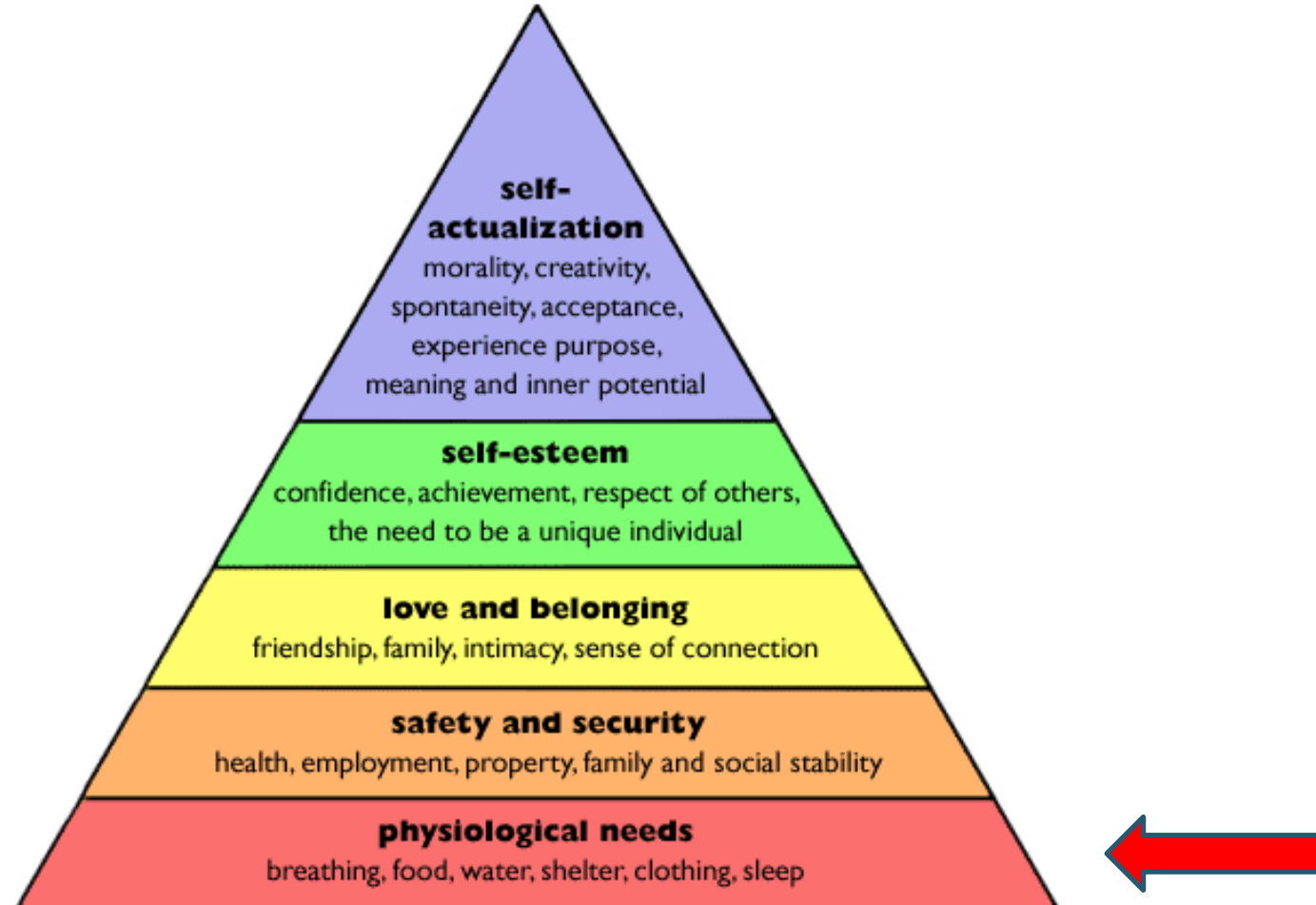


# Health Impact Pyramid





# Maslow's Hierarchy of Needs Theory



## Equality



## Equity



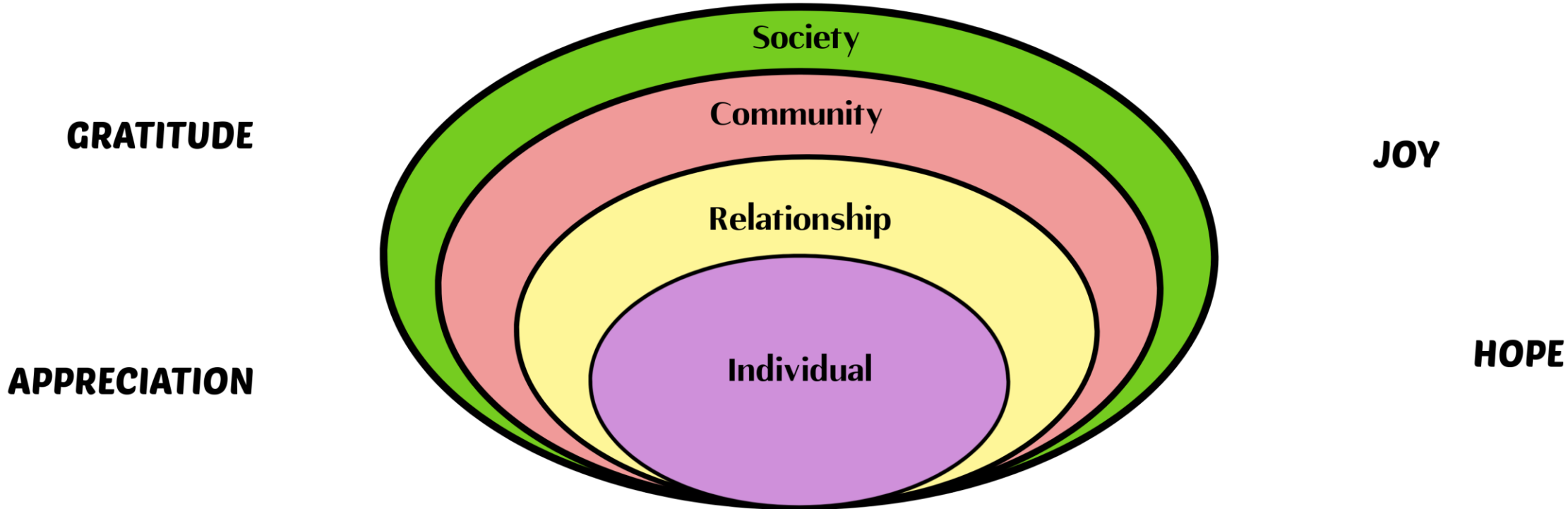
## Empowerment



**Health equity is defined** as the absence of unfair and avoidable or remediable differences in **health** among population groups **defined** socially, economically, demographically or geographically.”



# Prevention Model





# Advancing Health Equity and Improving Community Health:

## Can YOU Play a Role?

### □ YES!

- Virginia's Plan for Well-Being
- Engage with Everyone
- Consider consequences of discriminatory practices and policies
- Understand the impact of policies on underserved populations
- Use a data-driven approach

# Advancing Health Equity and Improving Community Health:

## Can YOU Play a Role?

### YES!

- Be aware of systematic barriers
- Work with small businesses
- Understand the role housing plays in health
- Build social connections
- Drive to make Virginia the healthiest state in the nation

**“Be the change you wish to see in the world.”**

***-Mahatma Gandhi***

# References

- [www.cdc.gov](http://www.cdc.gov)
- [www.countyhealthrankings.org](http://www.countyhealthrankings.org)
- [www.risetohhealth.org](http://www.risetohhealth.org)
- [www.vdh.virginia.gov](http://www.vdh.virginia.gov)
- Licensed images from Shutterstock



***Thank You!***

**Cynthia Romero, MD, FAAFP**

Director, M. Foscue Brock Institute for Community and Global Health

Email: [romerocc@evms.edu](mailto:romerocc@evms.edu)

Personal cell phone / text #: 757-274-8322

# Opening Keynote

**Dr. Maria Almond**

**Public Health and Healthcare Workforce Resiliency**



# Reclaiming Community: Learning and Choosing Kindness

Maria Almond, MD, MPH  
Piedmont District Director



"Kindness is the language which the deaf can hear and the blind can see."  
– Mark Twain

*"The level of our success is limited only by our imagination and no act of kindness, however small, is ever wasted."*

Aesop

"Constant kindness can accomplish much. As the sun makes ice melt, kindness causes misunderstanding, mistrust, and hostility to evaporate."

Albert Schweitzer

***KINDNESS: "sensitivity to the distress of ...others with a commitment to try and do something about it."***

# Neuroscience of Kindness



- Dopamine
- Serotonin
- Oxytocin
- Endorphins

*“To see with the eyes  
of another, to hear  
with the ears of  
another, to feel with  
the heart of  
another.”*

*-Alfred Adler-*





Parasympathetic nervous system [vagal nerve] is strengthened with greater social connection and psychological well-being.



“In a way, our bodies are designed for love, because the more we love, the more healthy we become.” –  
Psychologist Barbara Frederickson (UNC)



## Kindness...

- Improves mental well-being
- Reduces inflammatory responses
- Increases longevity

*A healthy heart*  
Emotional warmth produces oxytocin in the brain and body. Nitric oxide that is released runs in and expands the blood vessels, which helps in lowering blood pressure.

*Better relationships*  
Kindness helps to reduce the emotional barrier between two people and allows people to be more open and bonded with each other.

*Anti-aging*  
Oxytocin also helps in slowing down the ageing process by reducing high levels of free radicals and inflammation in the cardiovascular system.

*Joy*  
Caused by elevated levels of dopamine in our brain, which helps in lifting our spirits.

*Contagious*  
Kindness works in the form of ripple effect. The effect is continuously passed on and more people are inspired to be kind.

side effects of kindness



It takes courage to be kind.

--Maya Angelou

- Fear and amygdala
- Frictions
- False paradigm of Zero-Sum

Brain with needs  
sufficiently met:



able to balance &  
shift focus from  
needs, tasks, goals,  
creativity, empathy, etc.

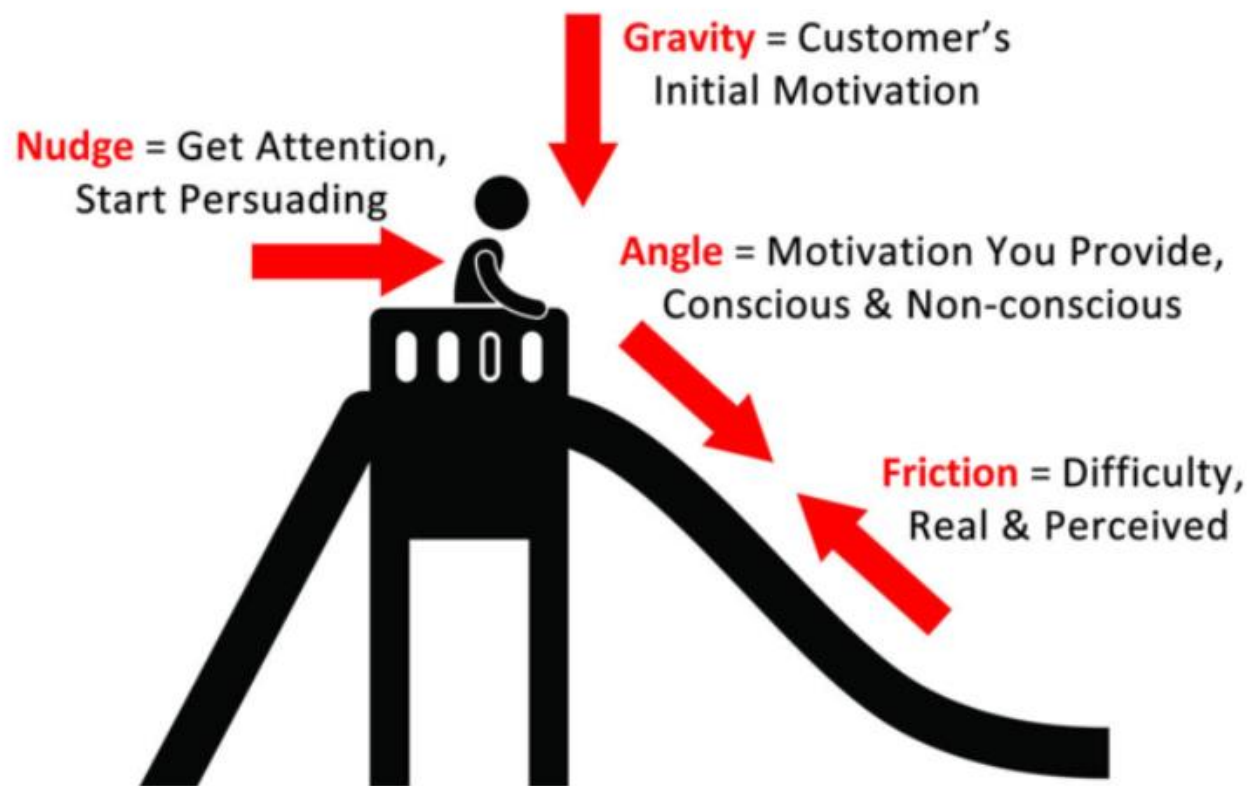
Brain experiencing  
SCARCITY  
in response to  
an unmet need:



task, goals, etc  
cannot be focused  
on. NEED is central  
& consuming.

@LINDSAYBRAMAN

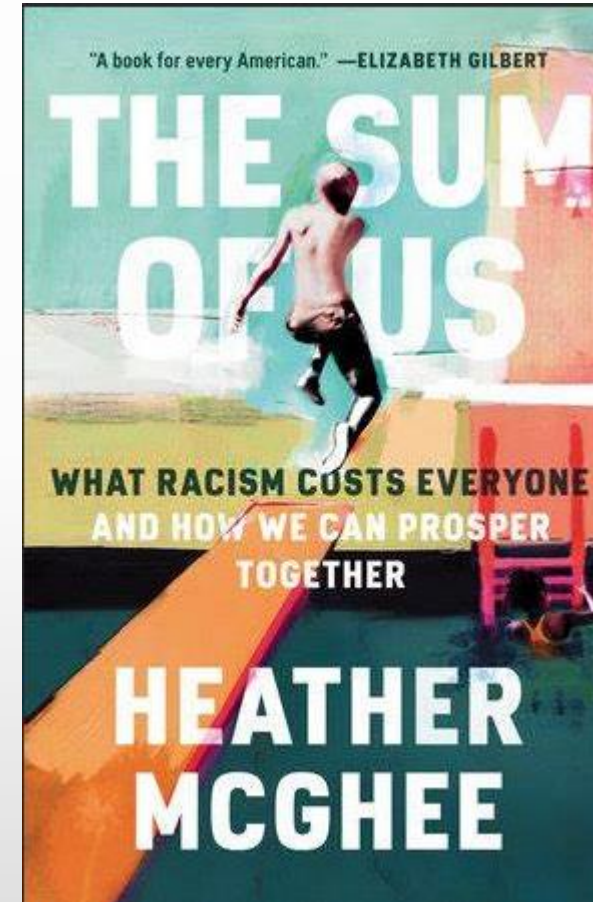
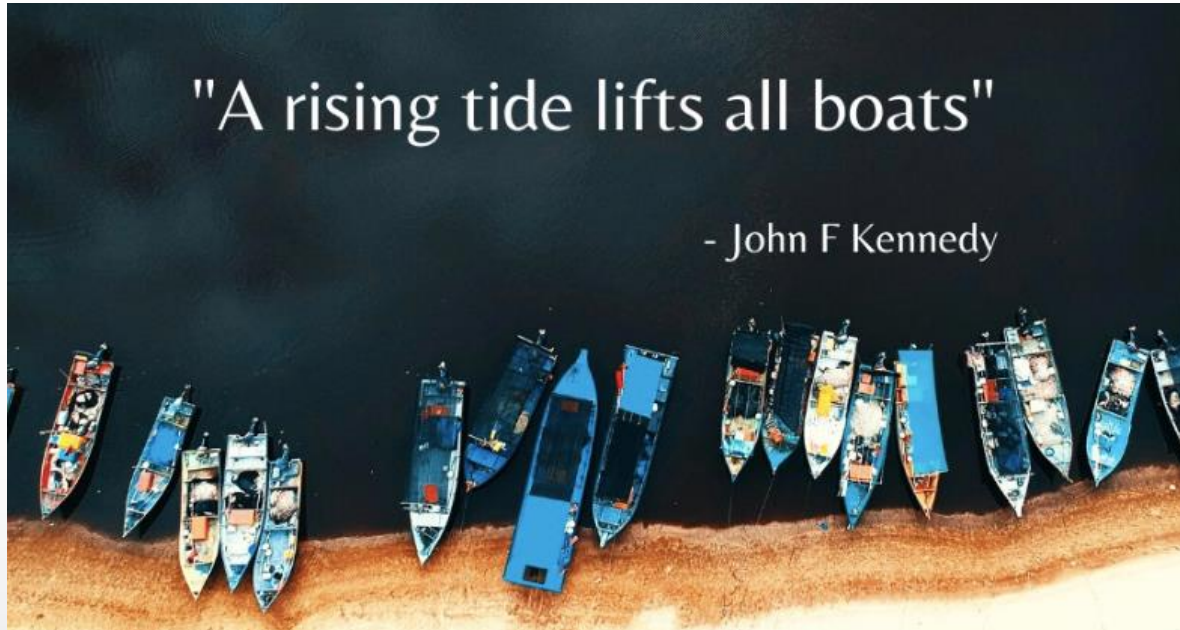
## The Persuasion Slide™



The Behavior Change Process

Source: Roger Dooley, used with permission





## Collective Action Towards Kindness

- Weaving Emotional Skills-Building into our Educational Systems
- Strengthening habits of kindness through daily intentional practice
- Structural changes to reduce frictions
- Re-establishing the Commons



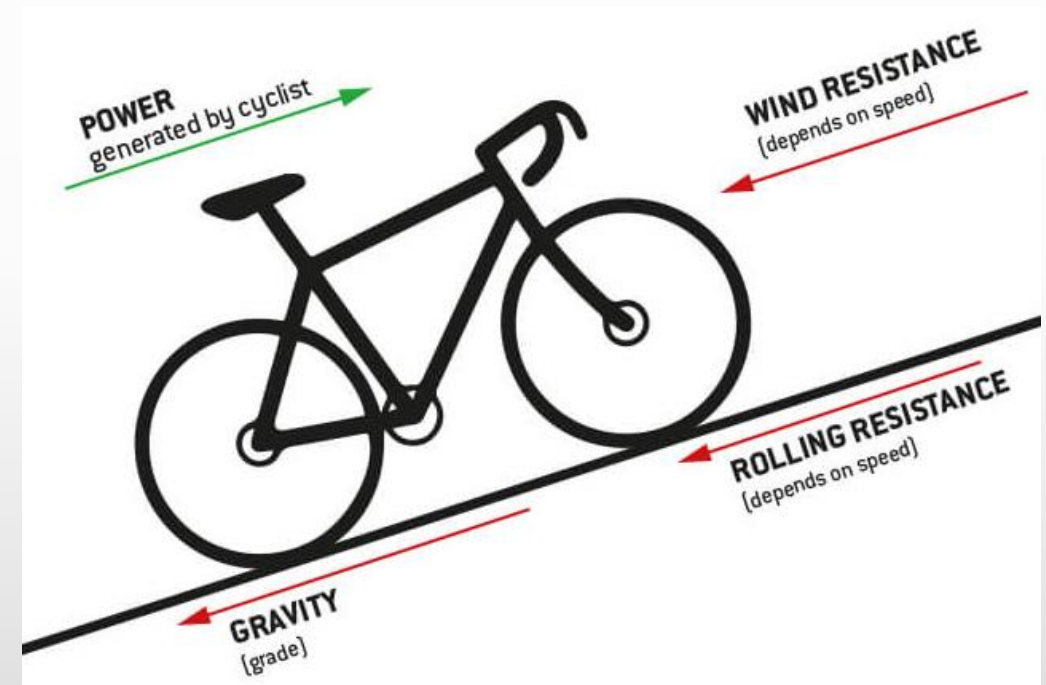


BECAUSE  
**#kindness  
matters**  
EVERYDAY

- UNESCO Mahatma Gandhi Institute of Education for Peace and Sustainable Development.
  - Transforming education through programs that promote social and emotional learning. “**Building Kinder Brains**”
  - Youth-led achievement of Sustainable Development Goals through transformative acts of kindness
- University of Texas at Dallas Center for BrainHealth developed online kindness training program, adapted from the curriculum of Children’s Kindness Network w/ brain science content, for mothers and their 3- to 5-year-old children.
- Mayo Clinic Kickstart Kindness Program
  - Monthlong program to complete activities of kindness

## Reduce Friction

- Prime Yourself for Kindness
- Re-frame Hurry
- Make Gratitude an Easy Choice







## Collective Efficacy



Carlson M, Brennan RT, Earls F. Enhancing adolescent self-efficacy and collective efficacy through public engagement around HIV/AIDS competence: a multilevel, cluster randomized-controlled trial. *Soc Sci Med.* 2012 Sep;75(6):1078-87. doi: 10.1016/j.socscimed.2012.04.035. Epub 2012 May 24. PMID: 22703885.



# TAKING ACTION







**BREAK**

**We will resume at 10:35 a.m.**



# Breakout Sessions

Ask the Experts in Program Management, Healthcare,  
Public Health Administration, and Community Health

~OR~

Ask the Experts in Data, Policy, and Public Relations

# Carving Your Path in Public Health and Healthcare:

## Ask the Experts in Program Management, Healthcare, Public health Administration, and Community Health

Disclosure: Panelists are speaking for themselves, and the views that they present are not related to the state or federal government, nor their place of work.



# Carving Your Path in Public Health and Healthcare: Ask the Experts in Data, Policy, and Public Relations



Disclosure: Panelists are speaking for themselves, and the views that they present are not related to the state or federal government, nor their place of work.



# Networking Lunch

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Join Christina Higgs at 12:45 in the breakout room for “Mindful Minutes,”  
A Stretch/Rejuvenation break

# Closing Keynote

**Dr. Lauren Powell**

**Community Partnership, Engagement, and Advocacy**



# Wrap Up and Call to Action

Following the conference, we will periodically update the webpage with innovative work going on as part of this initiative.



**THANK YOU!**

**For Attending the 2023  
Community Health Forum**

**PLEASE TAKE OUR  
EVALUATION SURVEY**