

Appendix F: CHA Outreach Materials and Results

CHA Outreach Materials:



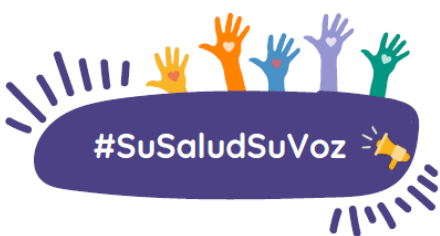
Take the Community Health Assessment Survey!

By telling us what you need, we can work to create programs and services that make our community healthier.

- ➔ Complete the anonymous survey online at bit.ly/cha-survey or scan the QR code
- 🕒 Complete in 5-10 minutes
- 💬 Available in other languages
- 🎟️ Option to enter \$25 gift card raffle



This survey is led by PWHD and the Community Healthcare Coalition of Greater Prince William. Results will help the Coalition, community organizations, and government agencies improve health services and plan programs that make our community healthier for everyone. For more information visit BeHealthyBeHappyPrinceWilliam.com



Realice Nuestra
¡Encuesta de **E**valuación de la **S**alud **C**omunitaria!

Al decirnos lo que necesita, podemos trabajar para crear programas y servicios que hagan que nuestra comunidad sea más saludable.



Realice la encuesta anónima en línea en bit.ly/cha-survey
o escanee el código QR



Completar en 5-10 minutos



Disponible en otros idiomas



Opción para participar en sorteo de una tarjeta de regalo de \$25



Esta encuesta es guiada por el PWHd y la Coalición, por sus siglas en inglés CHCGPW, Community Healthcare Coalition of Greater Prince William. Los resultados ayudarán a la Coalición, a las organizaciones comunitarias y a las agencias gubernamentales a mejorar los servicios de salud y a planificar programas que hagan que nuestra comunidad sea más saludable para todos. Para obtener más información, visite BeHealthyBeHappyPrinceWilliam.com



**BE HEALTHY
BE HAPPY**

Community Healthcare Coalition Greater Prince William





It's Time to Be Heard!
Let us know what matters to you and your community by taking the Community Health Assessment survey.

 bit.ly/cha-survey

- 🕒 Complete anonymous survey in 5-10 minutes
- 🎟️ Option to enter a gift card raffle

  Prince William Health District 



Don't Ghost Us

Tell us what health means to **YOU**

By telling us what you need in the Community Health Assessment survey, we can work to create programs and services that make our community healthier.

 bit.ly/cha-survey

  Prince William Health District 



Healthier Trails, Healthier Lives
By telling us what you need in the Community Health Assessment survey, we can work to create programs and services that make our community healthier.

 bit.ly/cha-survey

- 🕒 Complete anonymous survey in 5-10 minutes
- 🎟️ Option to enter a gift card raffle

  Prince William Health District 



¡Estamos Aquí Para Usted!
Al decirnos lo que necesita en la encuesta de salud, podemos trabajar para crear programas y servicios que hagan que nuestra comunidad sea más saludable.

 bit.ly/cha-survey

- 🕒 Complete la encuesta anónima en 5-10 minutos
- 🎟️ Opción de participar en un sorteo de tarjetas de regalo

  Prince William Health District 



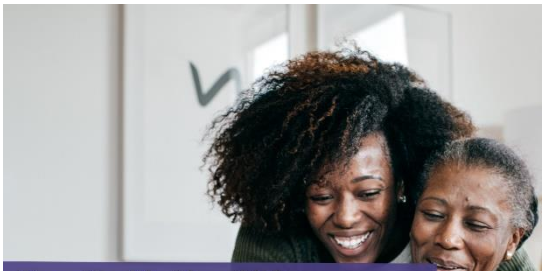
Your Health Your Voice

Tell us what health means to **YOU**


 bit.ly/cha-survey

By telling us what you need in the Community Health Assessment survey, we can work to create programs and services that make our community healthier.

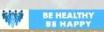


  Prince William Health District 



Your Health, Your Voice
By telling us what you need in the Community Health Assessment survey, we can work to create programs and services that make our community healthier.

 bit.ly/cha-survey

- 🕒 Complete anonymous survey in 5-10 minutes
- 🎟️ Option to enter a gift card raffle

  Prince William Health District 

CHA Outreach Results:

CHA in Action

By the Numbers:	What We Did:
<ul style="list-style-type: none">• <u>1,990 survey responses</u>• 13 community conversations with residents• 4 community partner community conversations• 25+ community events and outreach• 62K+ social media impressions• 2 news releases, featured in Prince William Living	<ul style="list-style-type: none">○ Promoted across social media and networked with community partners to re-share or upload○ Canvassed businesses and neighborhoods in Greater Prince William○ Hosted focus groups with diverse partners○ Created bilingual materials and digital graphics○ Directly engaged with community voices

Visit <https://www.vdh.virginia.gov/prince-william/cha-in-action/>

Community Health Assessment

Partner with Us: Enhancing Community Health through Dialogue.



About the Community Health Assessment (CHA)

From now until June 2025, our Coalition is working on an important Community Health Assessment (CHA). This project is connected to health partners' efforts to understand the needs of our community. The CHA will help us learn about the health of people in our area, what they need, and any challenges they face. The results will help us create a plan to improve health for the next 3-5 years. We will bring together different groups, share ideas, and figure out the health concerns in Prince William County, the City of Manassas, and Manassas Park.

Why This Matters

Achieving optimal community health involves understanding and addressing the root causes of health disparities. We need to hear from you to learn what health issues matter most to you and your neighbors, so we can work together to make things better for everyone.

Your Role

We invite you to join us and gather important insights. **Here's how you and others at your organization can contribute:**

Facilitate Conversations	<p>Encourage staff or clients to join our upcoming Facilitator Trainings.</p> <p>Include the CHA into your upcoming meetings or events (e.g., parent groups, health education workshops). Let us know the date, time, location of meetings we can join (between Oct 2024 - March 2025) and we will bring local facilitators to ask the following questions.</p>
Community Conversations will ask these same questions.	<ul style="list-style-type: none">◦ What is your vision of a healthy community in Greater Prince William region?◦ What strengths and resources exist in the community (e.g., park programs, school outreach)?◦ What factors affect community health? Consider big or small issues, including policies or community decisions.◦ Who is most impacted by these factors?◦ What actions could improve health in our community? <p>Note: We promise a fun and engaging discussion using variety of tools to facilitate.</p>
Take the Survey	<p>Encourage others to take the Survey</p> <ul style="list-style-type: none">• There are a few questions for you to select the top health concerns and strengths• Survey will be available in multiple languages• bit.ly/cha-survey
Language and Format	<ul style="list-style-type: none">• Most conversations will be conducted in English, with some offered in multiple languages.• Options for participation may include virtual, or in-person formats.

Community Health Assessment

Partner with Us: Enhancing Community Health through Dialogue.



We need your help!

- Let us know if we can participate in upcoming community events to promote the survey and hand out our QR codes.
- Share the survey flyer and QR code in your upcoming newsletters or listservs.
- Know anyone who should facilitate a Community Conversation?
- Have them fill out an interest form and join our group facilitation training.
- It's a great skill to add to your resume.
- Are you bilingual?
- We are hosting no-cost community Lay Interpreter training sessions. the first one will be Oct 12th 9-6pm on Zoom. Fill out the [interest form](#) to attend.

Next Steps



If you and your organization/group are interested in participating or have questions, please contact Michele Burton at mburton@institutephi.org



Join us for the no-cost group facilitation or interpreter training by signing up on this [form](#).

Link: forms.office.com/r/0bUw9dQfLv



Visit BeHealthyBeHappyPrinceWilliam.com to learn more about the Community Healthcare Coalition of Greater Prince William (CHCGPW).



**BE HEALTHY
BE HAPPY**

Community Healthcare Coalition Greater Prince William



Community Conversations

Partner with Us: Enhancing Community Health through Dialogue.



Purpose of Community Conversations

Community conversations are a valuable way in understanding the needs, opinions, and experiences of people who live, work, pray, and play in a community.

Why This Matters

By engaging directly with people in the community, we gather detailed feedback about their experiences and challenges. This helps us identify what matters most to them and ensures that any health programs or services we develop are relevant and effective. These conversations enable us to tailor our solutions to better meet the community's unique needs while building trust and collaboration.

Your Role

We invite you to join us and gather important insights by facilitating community conversations.

Here's how you and others in your organization can contribute:

Facilitate Conversations	<p>Encourage staff or clients to join our upcoming Facilitator Trainings.</p> <p>Include the CHA into your upcoming meetings or events (e.g., parent groups, health education workshops). Let us know the date, time, location of meetings we can join (between Oct 2024 - March 2025) and we will bring local facilitators to ask the following questions.</p>
We will ask these questions at your site.	<ul style="list-style-type: none">◦ What is your vision of a healthy community in Greater Prince William region?◦ What strengths and resources exist in the community (e.g., park programs, school outreach)?◦ What factors affect community health? Consider big or small issues, including policies or community decisions.◦ Who is most impacted by these factors?◦ What actions could improve health in our community? <p>Note: We promise a fun and engaging discussion using variety of tools to facilitate.</p>
Data Handling	<p>The Coalition will be responsible in ensuring:</p> <ul style="list-style-type: none">• Data is not linked to personal information.• Participants receive a \$25 gift card.
Language and Format	<ul style="list-style-type: none">• Most conversations will be conducted in English, with some offered in multiple languages.• Options for participation may include virtual, or in-person formats.

Community Conversations

Partner with Us: Enhancing Community Health through Dialogue.



Who We Want to Hear From

- Residents from both the Eastern and Western parts of the Greater Prince William region
- Parents/Guardians of children
- LGBTQIA+ community members
- Seniors/Aging individuals
- Individuals in recovery
- Members of the Military and their Families
- Individuals living with disabilities
- Teens
- Individuals who speak English as a second language

Next Steps



If you and your organization/group are interested in participating or have questions, please contact Michele Burton at mburton@institutephi.org



Join us for the no-cost group facilitation or interpreter training by signing up on this [form](#).

Link: forms.office.com/r/0bUw9dQfLv



Visit BeHealthyBeHappyPrinceWilliam.com to learn more about the Community Healthcare Coalition of Greater Prince William (CHCGPW).



**BE HEALTHY
BE HAPPY**

Community Healthcare Coalition Greater Prince William



CASA BRUMAR
Assistance. Advocacy. Safety.



PRINCE WILLIAM
Community Services



Prince William
Health District



Sentara



THE HUMAN SERVICES
ALLIANCE
of Greater Prince William



UVA Health

Health Indicators

The main causes of death across Greater Prince William are cancer and heart disease. Other causes vary in prevalence by race and ethnicity, with COVID-19 and stroke common across all groups.¹

Leading Causes of Death Overall, by Race/Ethnicity, 2021-2023

White, Non-Hispanic	Black, Non-Hispanic	Asian, Non-Hispanic	Hispanic/Latino
Cancer	Cancer	Cancer	Cancer
Heart Disease	Heart Disease	Heart Disease	Heart Disease
COVID-19	Stroke	Stroke	COVID-19
Stroke	COVID-19	COVID-19	Unintentional Drug Overdose
Chronic Lower Respiratory Disease	Unintentional Drug Overdose	Diabetes	Stroke

Sexually transmitted infections (STIs)

Area rates of gonorrhea increased from 2019 to 2023 though Virginia remained steady.²

Syphilis incidence (per 100,000)


2019		2023
11.2	Greater Prince William	15.7
15.1	Virginia	20.7

Gonorrhea incidence (per 100,000)

2019		2023
85.4	Greater Prince William	132.7
159.8	Virginia	159.4

New HIV infections from 2019 to 2023 increased among women and youth.³

 **29%** of new HIV infections from 2019 to 2023
female

 **53%** of new HIV infections from 2019 to 2023 **15-34** years old

Maternal Health

More mothers in Greater Prince William had late or no prenatal care compared to Virginia.⁴

12.2% Greater Prince William
5.1% Virginia

35.1% of live births in 2022 were to Medicaid eligible mothers.⁴

35.1% Greater Prince William
33.8% Virginia



Mental and Behavioral Health

Mental health is an area of growing concern for both youth and adults. Though rates of depression, poor mental health days, and mental distress are in line with the Virginia averages, these figures present an area of opportunity for improving the overall wellbeing of the community.⁶ For minors, 41.75% of emergency department visits in 2024 were due to suicidal ideation, compared to 25.61% of adult visits.⁷



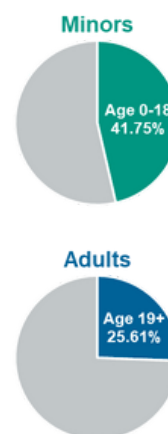
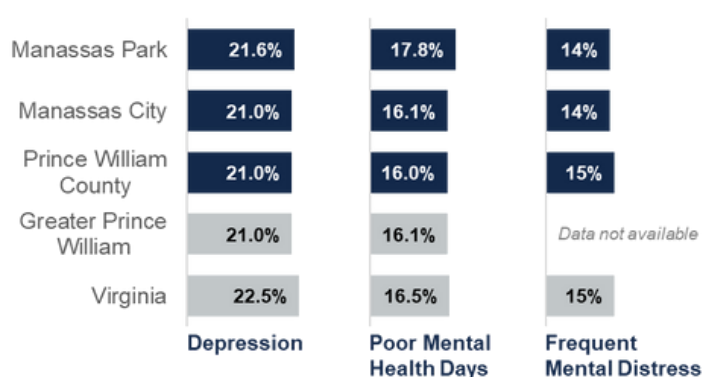
More than one-fifth of adults report feeling depressed.⁶

2019-2023 Mental Health, Age 18+



Suicidal ideation caused 41.75% of Sentara's ED visits for minors.⁷

2024 SNVMC Emergency Department Behavioral Health Visits



From 2017 to 2023, nonfatal overdoses varied across all races, with notable increases among those identified as Black, Hispanic, or White.⁵

2017-2023 Greater Prince William Nonfatal Drug Overdoses by Race

Hispanic – 500% Increase



Black – 237% Increase



White – 106% Increase



References

1. CDC WONDER. (2025). Retrieved February 24, 2025, from Centers for Disease Control and Prevention: <https://wonder.cdc.gov/>
2. STD Data and Reports 2023. (2025). Retrieved February 5, 2025, from Virginia Department of Health: <https://www.vdh.virginia.gov/disease-prevention/disease-prevention/hiv-aids-sexually-transmitted-disease-std-hepatitis-reports/>
3. (2024). New HIV Infections in Prince William Health District. Prince William Health District Virginia Department of Health.
4. Maternal & Child Health Indicators. (2022). Retrieved February 11, 2025, from Virginia Department of Health: <https://www.vdh.virginia.gov/data/maternal-child-health/mch-indicators/>
5. Sievers, K., Sims, C., Lincoln, J., Melendez, E., & Elahi, L. (2024). Opioid Needs Assessment: Understanding Community Factors for Opioid Use Disorder. Prince William Health District Virginia Department of Health.
6. Community Health Improvement Data Portal. (2025). Retrieved April 10, 2025, from Virginia's Plan for Well-Being: <https://virginiawellbeing.com/virginiacommunity-health-improvement-data-portal>.
7. Sentara Health Behavioral Health Emergency Department Visits Summary. (2024). January 1, 2024 through January 3, 2025.

Social Determinants of Health



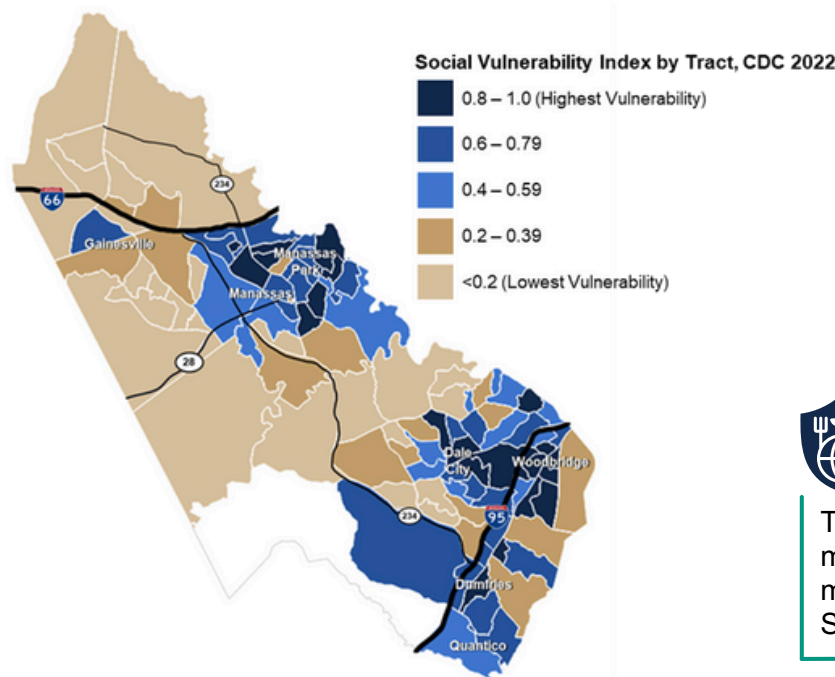
The social determinants of health guide our understanding of how factors beyond individual health behaviors affect the community's well-being. Some of these determinants include education and healthcare access and quality, economic stability, food security, and community context.¹

A helpful measure that brings many of these variables into one score is the **social vulnerability index (SVI)**. The SVI helps show which communities may face more challenges in staying healthy and meeting basic needs. It looks at data on poverty, transportation, language barriers, housing, and other areas to identify areas that might need focused resources.²



Residents living in dark blue Census tracts within Gainesville, Manassas, Manassas Park, Dale City, Woodbridge, and Dumfries have higher SVI scores and may need more resources to stay healthy.²

Social Vulnerability Index by Census Tract, CDC 2022



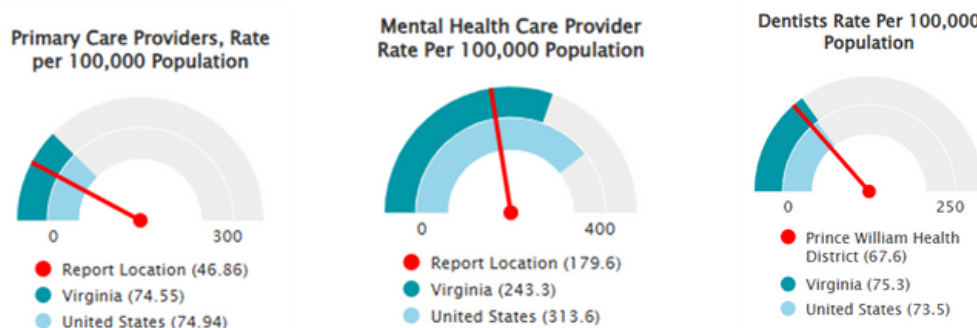
Food Security

The areas experiencing more food insecurity mirror those with higher SVI.³



Greater Prince William has fewer primary care providers, mental health providers, and dentists per capita than Virginia.⁴

Access to healthcare providers, 2022 and 2023





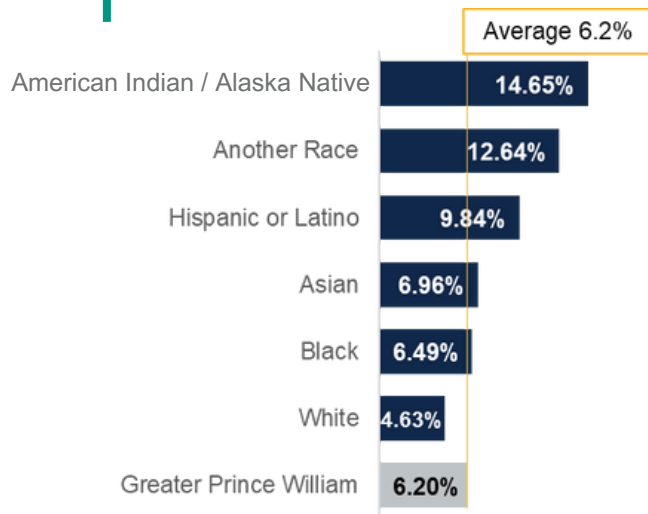
Economic Stability

70.7% of people **ages 16+** in Greater Prince William are **employed** compared to 63.7% in Virginia.⁴

The **median household** income in Greater Prince William is **higher** than the state.⁴

Data indicate higher than average levels of poverty for minority groups.⁴

2019-2023 Poverty by Race/Ethnicity in Greater Prince William



Education

Less than half the population holds a bachelor's degree.⁵

25.5% Manassas Park

33.2% Manassas

44.5% Prince William County

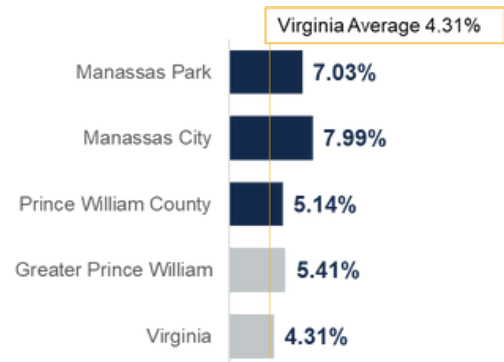
41.5% Virginia



Health Insurance

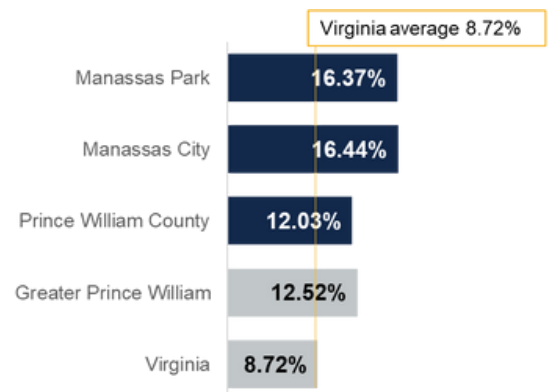
The area has more uninsured children than the state.⁴

Uninsured children in Greater Prince William



The area has more uninsured adults than the state.⁴

Uninsured adults in Greater Prince William



References

1. Hood, C. M. (2016). County health rankings: Relationships between determinant factors and health outcomes. American Journal of Preventive Medicine, 50(2):129-135.
2. Social Vulnerability Index. (2024). Retrieved February 24, 2025, from ATSDR Place and Health -- Geospatial Research, Analysis, and Services Program (GRASP): <https://www.atsdr.cdc.gov/place-health/php/svi/index.html>
3. Hunger report 2024: Food, health, and the rise of nutrition insecurity. (2024). Retrieved April 10, 2025, from Capital Area Food Bank: <https://hunger-report.capitalareafoodbank.org/report-2024/>
4. Community Health Improvement Data Portal. (2025). Retrieved April 10, 2025, from Virginia's Plan for Well-Being: <https://virginiawellbeing.com/virginiacommunity-health-improvement-data-portal>.
5. American Community Survey (ACS). (2025). Retrieved April 10, 2025, from US Census Bureau: <https://www.census.gov/programs-surveys/acs/>

Community Insight



1,990

Total survey responses



Community Health Assessment Survey

Of the total response surveys, 1,698 Prince William County, Manassas City, and Manassas Park residents responded to the survey in English, Spanish, or Dari.

You saw big health challenges facing our communities—and we can work together to address them! We asked:

“What are the biggest **HEALTH CONCERNS** in the community where you live?”

“Which **BEHAVIORS** need to be addressed in the community where you live?”

“What would **most IMPROVE health** in the community where you live?”

Overall top 3 most selected

- Mental health
- Chronic conditions
- Dental problems

- Eating unhealthy foods
- Lack of exercise
- Driving while drunk or high

- Access to healthcare services
- Affordable housing
- Access to dental care

Additional topics stood out among demographic groups by race/ethnicity and age ranges.

- Aging-related concerns
- Health differences by race/ethnicity
- Diseases that can spread
- Violence and crime in the community

- Isolation or loneliness
- Domestic violence
- Bullying
- Alcohol misuse

- Mental health services
- Affordable healthy food



Race/Ethnicity

We heard from a diverse range of racial and ethnic groups



*The survey had 11 race/ethnicity categories, including multi-race. Due to low responses in some categories, “Asian” includes those reporting South Asian and East/Southeast Asian.

**Additional groups include those with fewer than 5% of responses, with the groups listed below. For a more detailed look at the data, please see Appendix C of the CHA.

- African
- American Indian/Alaska Native
- Another race/ethnicity not listed
- Middle Eastern/North African
- Multi Racial
- Native Hawaiian/Pacific Islander



Age

We heard from people ages 15 to 75+





Community Conversations

We led **17** community conversations reaching **151** community members and partners. Each conversation went through the same six questions to hear about strengths, challenges, and ideas for improvement.

We made an effort to connect with a wide range of people including seniors, parents/caregivers of people with disabilities, LGBTQ+ community members, English language learners, and community partners serving veterans and underinsured individuals.



These conversations revealed what's working, what's not, and ways to improve health for people in Greater Prince William. We also heard ideas on how public health and healthcare providers can engage with the community.

Here's what you shared



Health & Social Services

Healthcare Access

Mental Health Support

"People without health insurance do not go to the doctors for regular checkups or when they are sick. People are afraid to lose their job if they ask permission to go to the doctor..."



Basic Needs & Economic Stability

Employment, Sustainable Wages, Job Stability

"Prioritizing basic needs makes it difficult to focus on aspects of health beyond physical well-being..."



Education & Awareness

Multilingual Communication and in Easy to Find Locations

"We live in times right now where we have a lot of information, but we don't know how to use it."



Community Connectedness & Engagement

Community Partnerships

"PWC Public Libraries offer more than just reading – they foster a welcoming atmosphere where kindness + safety are always felt."



Safety & Environmental Concerns

Neighborhood Infrastructure & Complete Streets



"I'd wait for a bus for 3 hours and in rain it's bad."



Power & Social Policy Context

Opportunities for All to Participate and Thrive

"A healthy place would be friendly & free from hate, with places / activities for all."



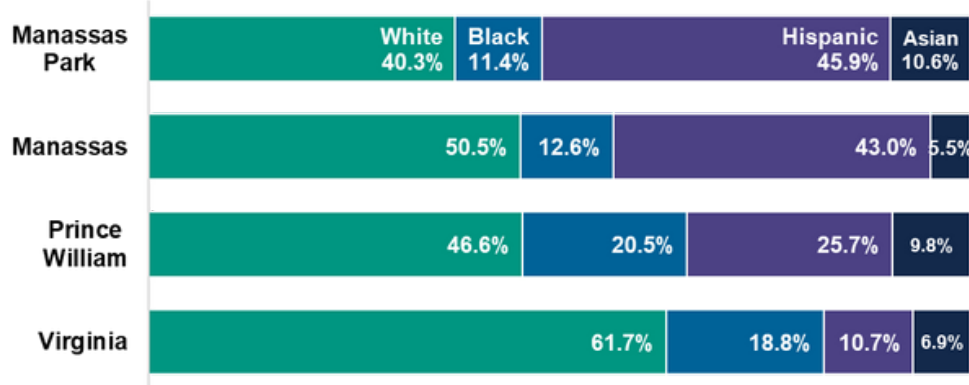
Community Profile

Greater Prince William (population 544,222 residents) includes Prince William County (484,625) and the cities of Manassas (42,674) and Manassas Park (16,923).¹ The area has seen substantial growth over the past 25 years, with population estimates projecting an almost 20% increase from 2025 to 2035.²



Greater Prince William is more diverse than Virginia overall.¹

2023 Racial and Ethnic Profile



Cultural and Linguistic Needs

While English is the primary language spoken in the area, 35% of the population reported speaking a different language, with 27% of residents born outside of the United States.¹ In 2024, there were more than 20 different home languages on record for area's school systems, with the most common being Spanish, Urdu, Dari, Arabic, and Farsi.³ Sentara had 35,390 requests for an interpreter in 2024, with 88% of those being for Spanish speaking services.⁴

People Living with Disabilities

Although the area has a lower percentage of people living with a disability compared to Virginia overall (8.8% vs 12.3%, respectively), data show that more Black residents in Manassas Park (33.5%) are living with a disability compared to other races and ethnicities.¹ On average, 38% of Veterans living in Greater Prince William reported living with one or more disabling conditions between 2020 and 2024.⁵

According to the 2020 U.S. Census, Prince William County ranked the most diverse county in Virginia and the 10th most diverse county in the United States.⁶



References

1. American Community Survey (ACS). (2025). Retrieved April 10, 2025, from US Census Bureau: <https://www.census.gov/programs-surveys/acs/>
2. PWC Strategic Plan. (2025). Retrieved March 15, 2025, from Prince William County: www.pwcva.gov/strategic-plan
3. Virginia Department of Education. (2024). Student home language on record, Fall 2024: Greater Prince William area. [Unpublished dataset]
4. The Language Group LLC Sentara Language Line at Sentara Northern Virginia Medical Center. (2024). January 1, 2024 through December 31, 2024.
5. Homelessness in Metropolitan Washington: Results and Analysis from the Annual Point-in-Time (PIT) Count of Persons Experiencing Homelessness. (2025). Retrieved May 21, 2025, from Metropolitan Washington Council of Governments: <https://www.mwcog.org/>
6. Jensen, E., Jones, N., Rabe, M., Pratt, B., Medina, L., Orozco, K., & Spell, L. (2021). 2020 U.S. population more racially and ethnically diverse than measured in 2010. United States Census Bureau. Retrieved from <https://www.census.gov/library/stories/2021/08/2020-united-states-population-more-racially-ethnically-diverse-than-2010.html>