

# ANNUAL REPORT

YEAR 2

2023-2027 New Kent County  
Community Health  
Improvement Plan

October 2025

**VDH** VIRGINIA  
DEPARTMENT  
OF HEALTH



Prevent • Promote • Protect  
**CHICKAHOMINY**  
HEALTH DISTRICT



# Introduction

The Annual Report for Year 2 of the New Kent County Community Health Improvement Plan (CHIP) summarizes the progress of strategies and objectives completed in Year 1 (May 2023-June 2024) and Year 2 (July 2024-June 2025) by the lead organizations involved in creating the [2023-2027 New Kent County CHIP](#). The New Kent County CHIP is a long-term, systematic effort to address the top health priorities identified by the community. The CHIP process is ongoing and was developed in partnership with the New Kent County CHIP steering committee. The top three priority areas of the CHIP are based on the findings of the [2022 New Kent County Community Health Assessment](#), and they are:

1. Mental health and Substance Use (including nicotine and alcohol)
2. Healthcare Access and Quality
3. Affordable and Safe Housing

The CHIP is a living document that is updated as needed throughout the 5-year period. This report explores the status of each priority while also providing updates on each objective. Evaluating implementation efforts is an important step in sustaining the CHIP's progress and helps community partners ensure their work is achieving the intended impact, while making collective efforts as effective as possible.

## Implementation Timeline





## Mental Health and Substance Use

**Goal 1:** Increase accessibility, availability, affordability, and acceptability of prevention services and resources for mental health and substance use in New Kent County.

**Goal 2:** Increase the workforce capacity and support for traditional and non-traditional professionals to provide mental health and substance use services in New Kent County.

**Goal 3:** Strengthen and integrate the data collection for mental health and substance use (including nicotine and alcohol) services or outcomes focusing on the most vulnerable populations.

**Goal 4:** Reduce the burden of mental health, substance use, alcohol, and nicotine use by providing and strengthening community support systems (out-of-school activities, faith associations, safe places to gather, etc.)



## Healthcare Access and Quality

**Goal 1:** Improve access and the quality of primary care services and specialty care services for New Kent County community members, especially among vulnerable populations at-risk/with worse health outcomes.

**Goal 2:** Increase knowledge of, access to, and collaboration for providing preventive services for New Kent County community members regardless of insurance status.



## Affordable and Safe Housing

**Goal 1:** Increase access to more affordable, safe, and quality housing in New Kent County.

# Process for Monitoring and Evaluation

The Chickahominy Health District (CHD) is responsible for providing support, collecting and monitoring data, and sharing those results with the community. The New Kent County CHIP steering committee meets twice a year to address these two components:

1. Review successes and highlight successful strategies.
2. Assess barriers and roadblocks, and develop countermeasures to ensure strategies are implemented, modified, or removed.

At the end of each quarter, CHD's Community Health Team sends out an electronic newsletter to community members on the New Kent CHIP progress. The newsletter includes:

- Message from the Community Health Team
- Output Indicators Summary
- Next Meeting Details
- Health Priority Highlights
- How to Submit a New Strategy

To subscribe to this newsletter, please email [CHDWellness@vhd.virginia.gov](mailto:CHDWellness@vhd.virginia.gov) and let them know you would like to receive the 2023-2027 New Kent County CHIP Quarterly Newsletter.

## Get Involved

The CHIP is a roadmap for change that outlines how to address complex health issues. However, meaningful change does not happen overnight. This work requires support from the community and collaboration across multiple sectors to create a lasting impact on the health and quality of life of the community.

If you are interested in getting involved, please consider contacting the Chickahominy Health Districts Community Health Team at [CHDWellness@vhd.virginia.gov](mailto:CHDWellness@vhd.virginia.gov) to learn more about serving on the steering committee.



# Progress on Health Priorities from CHIP

Overview of the progress during Year 2 (July 1, 2024 – June 30, 2025)

## 34 TOTAL STRATEGIES IN THE CHIP



**32 PROGRAMMATIC**  
**2 POLICY**

**17**  
STRATEGIES  
CURRENTLY IN  
PROGRESS

**7**  
MENTAL HEALTH AND  
SUBSTANCE USE




**3**  
HEALTHCARE  
ACCESS AND  
QUALITY


**7**  
AFFORDABLE  
AND SAFE  
HOUSING




# Mental Health and Substance Use Updates




## Progress on Annual Objectives


Objectives connect to the outcomes we aim to accomplish and the changes we hope to achieve. They also help quantify the goals of each of the three priorities described on page 3. For the sources of each annual objective, please refer to the [New Kent County CHIP \(2023-2027\)](#). Indicators are the specific measures used to track progress towards a target. The “Outcome/Result” reflects what was accomplished in Year 2 as a result of the objective, while the “Target” represents the specific results we are aiming for in Year 2.

**Status:**  Met or exceeded target  Target not met, but progress made  Did not meet target

<b>IMPORTANCE TO OUR COMMUNITY</b> <i>We want to address concerns regarding mental health to improve overall community well-being and ensure effective support for those affected.</i>					
		Year 2			
Objective	Indicator	Outcome /Result	Outcome Target/ Objective	Progress Status	Explanation of Status
1.1: By September 30, 2023, the NKC Outreach Council will increase the knowledge of the NKC community members of how to access the local community services and resource directory by 30%.	Question about knowledge/awareness of local community services.	0%	Increase 30%		This objective has unfortunately been paused, and strategy has been removed. The barrier identified in successfully meeting this objective is a lack of staff to regularly update and maintain social media accounts.

<p><b>1.2:</b> By December 31, 2027, increase the percentage of population covered by smokefree school grounds and playgrounds by 50%.</p>	<p>Percentage of population covered by smoke-free school ground/playground s policies.</p>	<p>0%</p>	<p>Increase 15%</p>		<p>Upon further review of the annual data, we have determined that this indicator no longer provides significant value. We believe that this objective is not an accurate reflection of the work currently being conducted in the county. A new objective will be re-written to focus solely on New Kent County.</p>
<p><b>1.3:</b> By December 31, 2027, decrease the rate of drug overdose deaths that occur in New Kent County from 22 to 20.</p>	<p>Drug Overdose Deaths per 100,000 people.</p>	<p>32 per 100,000 people</p>	<p>21.5 per 100,000 people</p>		<p>Chickahominy Health District has been facilitating REVIVE training(s) each quarter. There were 9 REVIVE training courses in the past year. Henrico Area Mental Health Developmental Services has purchased a unit for the mobile MAT pilot program. The vendor projects delivery of the unit during the winter of 2026.</p>
<p><b>1.4:</b> By March 31, 2026, 70% of program participants will report they know more about how to support the mental health of teens and children due to the EveryDay Strong program.</p>	<p>Question: Because of EveryDay Strong, I know more about how to support the mental health of teens and children.</p>	<p>0%</p>	<p>70%</p>		<p>We are waiting for evaluation survey results from United Way for the percentage of program participants, however, one of the strategies is complete as 2 trainings were facilitated with 23 people in attendance.</p>

<p><b>2.1:</b> December 31, 2027, decrease the proportion of youth that felt sad or hopeless in New Kent County from 32% to 25%.</p>	<p>Proportion of youth sad and hopeless.</p>	<p>33.4%</p>	<p>Decrease 5%</p>		<p>This percentage is at the state level because regional level data will not be available for 2023.</p>
<p><b>2.2:</b> By December 31, 2027, decrease the number of poor mental health days reported in New Kent County from 4.4 to 4.2.</p>	<p>Number of poor mental health days.</p>	<p>4.5 days</p>	<p>4.3 days</p>		<p>There were no Mental Health First Aid (MHFA) trainings held in New Kent County, but there was one training course at Atlee that included some New Kent employees in February 2025. Continuing to connect with schools to get a training set up during year 3. Chickahominy Health District currently does not have any Youth Mental Health First Aid trainers, but Henrico does.</p>
<p><b>3.1:</b> By September 30, 2026, complete 2 reports of mental health surveillance data and mental health data collection/sharing practices for New Kent County.</p>	<p>Number of reports completed.</p>	<p><b>2</b> - <i>(This does not include the third report we created for Hanover County)</i></p>	<p>1</p>		<p>The community health team (CHT) and Epidemiology team at Chickahominy Health District have met various times throughout year 2 to discuss this strategy and next feasible steps. We met with CSBs from Hanover, Charles City/New Kent, and Goochland to discuss the behavioral health (BH) data needs, and to gauge interested in establishing BH databases. The databases have been established</p>

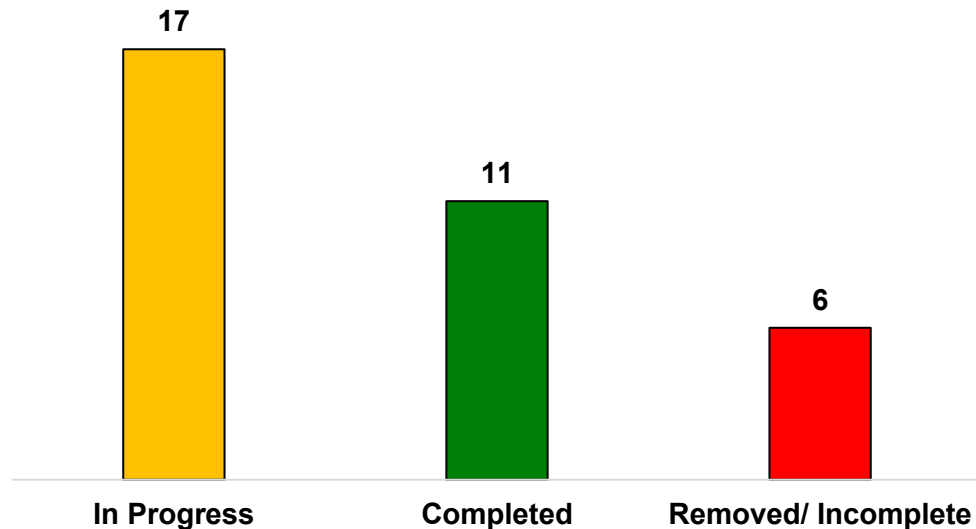
					and sent to New Kent/Charles City and will be updated on an annual basis.
<b>4.1:</b> Increase the social association rate from 7.4 to 9.2 for New Kent County by December 31, 2027.	Social Associations	8.8	8.2		One of the strategies is complete. Thrive VA has established 1 parent/adult group in New Kent County. The Chickahominy TRIAD has been very active throughout Year 2. ( <i>See New Kent quarterly newsletter updates</i> ). Lastly, a new strategy has been added under this objective to establish 1 fostering program with regional animal shelters to enhance social wellness for older adults.

## Overall Progress of Strategies: July 1, 2024 – June 30, 2025

The following bar graph shows the progress of all strategies for the three priorities (Mental Health and Substance, Healthcare Access and Quality, and Affordable and Safe Housing). Out of the 34 strategies, 17 are in progress, 11 have been completed, and 6 have been removed in years 1 and 2 of the New Kent County CHIP.



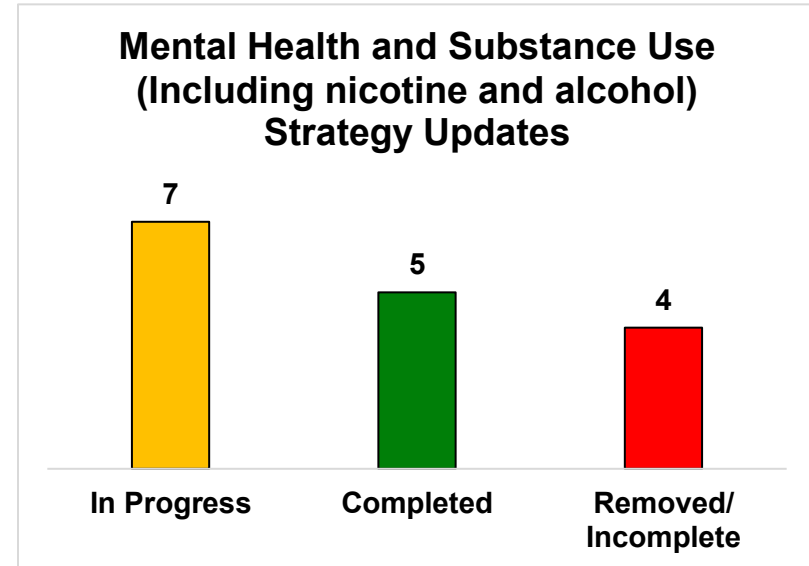
### New Kent County Strategy Updates



## Overall Status of Mental Health and Substance Use Strategies

**Strategy 1:** New Kent County Department of Social Services (DSS) and New Kent County will launch a social media campaign to increase New Kent County community members' knowledge of how find the services, programs, and resources they need for any healthcare or social need in the county by March 31, 2025.

**✗ Year 2 Update: Removed.** New Kent DSS was not able to create a social media campaign. The barrier identified in successfully meeting this strategy is a lack of staff to regularly update and maintain social media accounts. The Department has requested an additional position in support of the Community Resource unit and hopes to increase capacity through the next fiscal year. This strategy has been placed on hold and therefore, removed from the plan for now.



**Strategy 2:** New Kent County Parks and Recreation will insert no cost signage at three New Kent County Parks to help inform visitors that the parks/outdoor space is 100% tobacco-free and vape-free by March 31, 2024.


**✓ Status: Complete.** This strategy was completed during Year 1. No new updates. Three parks have been identified – Pine Fork Park, Quinton Park, and the Historic School Park. The signage has been delivered and installed.

**Strategy 3:** New Kent County Parks and Recreation will assess current and additional opportunities to implement 100% tobacco-free and vape-free policies to increase smoke-free areas in public outdoor spaces (parks, school grounds, workplaces) by March 31, 2025.


**✓ Status: Complete.** This strategy was completed during Year 1. There are five outdoor spaces identified and a short survey via email has been sent asking to identify if there are tobacco free policies in the outdoor areas and assess interest in more information. The smoke-free areas include the school campuses and Health Department

(Health and Human Services Building). A voluntary smoke-free policy has continued to be adopted by the New Kent County Board of Supervisors.


**Strategy 4:** New Kent County will build a task force that will develop at least 2 new strategies for the New Kent County CHIP and implement at least one strategy to address a significant substance use issue by December 31, 2028.

 **Status: Removed.** This strategy is no longer being measured and has been removed from the action plan.

**Strategy 5:** Henrico Area Mental Health and Developmental Services will implement a mobile Medication Assisted Treatment (MAT) pilot program in New Kent County by December 31, 2027.

 **Year 2 update: In progress.** Originally, the goal was to have the mobile unit be in service in the fall of 2025, however these dates were changed from 2025 to 2026 to reflect the following: *"HAMHDS has ordered a mobile unit. The vendor projects delivery of the unit during the winter of 2026."*


**Strategy 6:** Chickahominy Health District will facilitate 20 REVIVE! Trainings (one per quarter/four year) for community members in New Kent County by December 31, 2027.

 **Year 2 update: In progress.** There has been a total of 4 REVIVE training courses completed during Year 2 with 12 participants and 12 Naloxone kits distributed in New Kent County. This strategy is on track and completed for Year 2. In Years 1 and 2 combined, there have been a total of 9 REVIVE trainings, 34 participants, and 34 Naloxone kits distributed.


**Strategy 7:** The United Way of Greater Richmond and Petersburg will implement the "EveryDay Strong" program in New Kent County to equip caring adults with at least 2 trainings to support the mental health and wellness of children aged 8 to 18 by March 31, 2024.

 **Status: Completed.** This strategy was completed during Year 1.


**Strategy 8:** The New Kent County Public Schools will hire two full-time Behavioral Health Specialists to support New Kent County students with their mental/behavioral health needs by December 31, 2026.

 **Status: Completed.** This strategy was completed during Year 1.


**Strategy 9:** Mind Meld Psychotherapy will establish a group of diverse partners to develop and host an annual event during May (Mental Health Awareness Month) to educate the adults (parents), and youth on various topics of interest by December 31, 2027.

 **Status: Removed.** This strategy was removed in Year 1 due to limited staff availability.


**Strategy 10:** Mind Meld Psychotherapy will conduct monthly training for New Kent County professionals/workforce to increase their knowledge of various mental health topics by December 31, 2027.

 **Status: Removed.** This strategy was removed in Year 1 due to limited staff availability.


**Strategy 11:** Henrico Area Mental Health and Developmental Services will facilitate at least one Mental Health First Aid (MHFA) course for County employees (teachers, Park and Rec. staff, county staff) per year in New Kent County by December 31, 2027.

 **Year 2 update: In progress.** At the end of 2024, Chickahominy Health District was added as a co-lead organization for this strategy and to the end of Q1 2025. Chickahominy HD continued to make contact and provide awareness for the trainings at meetings (PACC meetings and NK Resource meetings). There were no “official” trainings in Q1 2025, but there was one training at our previous Atlee office that included some New Kent employees in February. The focus is to continue connecting with school to get a training set up.

**Strategy 12:** Henrico Area Mental Health and Developmental Services will facilitate at least two Youth Mental Health First Aid courses per year for community members in New Kent County by December 31, 2027.

 **Year 2 update: In progress.** Chickahominy HD was added as a co-lead organization for this strategy. In late 2024, Chickahominy HD's Community Health Team began working to schedule youth MHFA training with a NK school or church youth group. The training provided in early 2025 was not a youth MHFA, but a community health worker provided a presentation about mental health in general to 34 teachers at New Kent Elementary School in Feb. Chickahominy HD currently does not have any youth MHFA trainers.


**Strategy 13:** Chickahominy Health District will collaboratively assess and report the mental health data collection systems and sharing practices in place in New Kent County, including mental health burden, mental health resources, and mental health needs to get a better understanding of mental health status within New Kent County by September 30, 2026.

 **Year 2 update: In progress.** A new Community Health Epidemiologist/Community Engagement Specialist was hired in July 2024 and took over this strategy. The community health and epidemiologist team met in October to discuss the next feasible steps. In early 2025, Chickahominy HD met with New Kent/Charles City, Goochland, and Hanover counties to discuss this strategy and the Behavioral Health Surveillance database indicators (BHSS). An updated BHSS database was sent to New Kent/Charles City. This database will be updated and sent on an annual basis at the end of Q2.


**Strategy 14:** Thrive VA will establish 1 parent/adult and 1 youth group in New Kent County by June 30, 2024.

 **Status: Complete.** This strategy was completed during Year 1.

**Strategy 15:** Senior Connections\* will hold two events per year for older adults in New Kent County to increase social opportunities and decrease loneliness by December 31, 2027.

 **Year 2 update: In progress.** In the fourth quarter of 2024, the Chickahominy Area Triad sponsored the Health & Wellness Hoedown and the Annual Holiday Luncheon, with a combined attendance of about 190, most of whom were over age 55. The Triad also published and distributed a revised *Senior Resource Directory* in New Kent and Charles City counties, while continuing its regular bi-monthly meetings with about 30 attendees and close coordination with the SPAN Center. In early 2025, the organization launched new senior-focused initiatives including free “Not Forgotten” calls, notarization of estate planning documents, and partnership with VCU on Medicare’s GUIDE program. Most recently, the Triad hosted its successful Spring Fling in April 2025 with 125 attendees and is preparing for the upcoming Health & Wellness Hoedown in October, with Rosie's Gaming Emporium donating event space and sponsorships still being sought to cover catering costs. This strategy is in progress and complete for Year 2. \**Senior Connections is now named the Span Center.*

**Strategy 16:** Chickahominy Health District will meet with local and regional animal shelters to discuss promoting pet fostering programs/outreach to enhance the social wellness for older adults by June 30, 2026.

 **Year 2 update: In progress.** This strategy was added in Q2 2025. Progress will be checked on a quarterly basis to establish 1 fostering program in New Kent County.

## Achievements and Challenges for Mental Health and Substance Use

CHD held a **Mental Health Training** in early 2025 which included staff from New Kent County.

**2 REVIVE!** trainings  
**4 boxes of Naloxone** Distributed

Henrico Mental Health ordered a mobile unit for the medication-assisted treatment (MAT) pilot program. Will be delivered during the winter of 2026.



Chickahominy TRIAD published its revised edition of the “**Senior Resource Directory**”

*Chickahominy Area Triad*

\*Protecting Seniors & Our Community Through Education\*

Chickahominy Health District met with Henrico Mental Health Staff to discuss their behavioral health data needs.



**NUMBER OF OLDER ADULT COMMUNITY EVENTS: 3**

Chickahominy Area TRIAD sponsored two events: Health & Wellness Hoedown and the Annual Holiday Luncheon – **190 people total with 98% of the attendees being over age 55.**

“Spring Fling” - **125 individuals attended**




## Challenges

- Workforce Capacity/Competing Priorities
- Buy-in from partners
- Removal of strategies

# Healthcare Access and Quality Updates


## Progress on Annual Objectives



Objectives connect to the outcomes we aim to accomplish and the changes we hope to achieve. They also help quantify the goals of each of the three priorities described on page 3. For the sources of each annual objective, please refer to the [New Kent County CHIP \(2023-2027\)](#). Indicators are the specific measures used to track progress towards a target. The “Outcome/Result” reflects what was accomplished in Year 2 as a result of the objective, while the “Target” represents the specific results we are aiming for in Year 2.

**Status:**  Met or exceeded target  Target not met, but progress made  Did not meet target

### IMPORTANCE TO OUR COMMUNITY

*Access to affordable, high-quality health care is crucial for a person’s physical, social, and mental well-being. Health insurance, local care options, and a regular medical provider (medical home) work together to provide this access.*

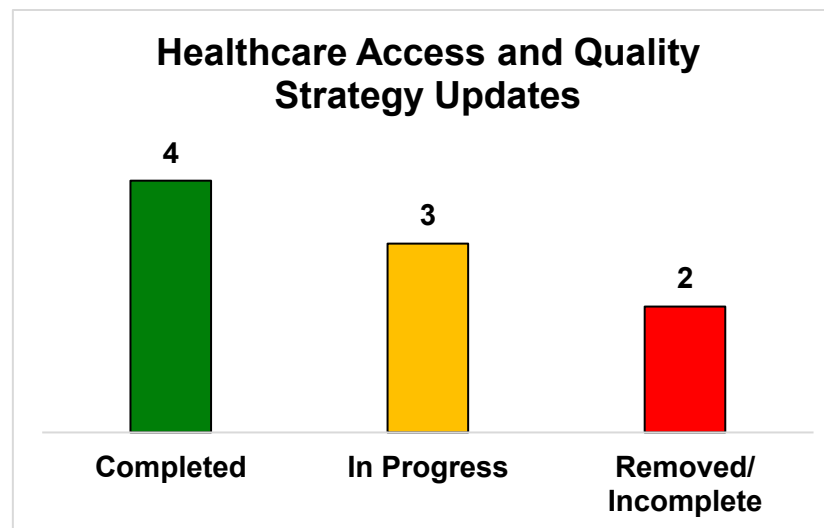
		Year 2			
Objective	Indicator	Outcome/Result	Outcome Target/Objective	Objective	Indicator
1.1: By December 31, 2027, decrease the Primary Care Provider (PCP) ratio from 2,980:1 to 1,800:1 and other primary care provider ratio (nurse practitioners (NPs), Physician assistants (PAs), and clinical nurse specialists who can provide routine and preventative care) from 2,960:1 to 920:1.	Primary care physician’s ratio	3,410:1 (Physicians)  2,180:1 (Other primary care providers)	2,500:1 (Physicians)  2,400:1 (Other primary care providers)		The strategies under this objective made progress during year 1 but have come to a halt during year 2. VCU Health has chosen Charles City as the priority area to focus on, but there are hopes that any initiative implemented in Charles City can also benefit New Kent folks.

<p><b>1.2:</b> By December 31, 2027, decrease the average number of physically unhealthy days 3.7 to 3.4.</p>	<p>Poor Physical Health Days</p>	<p>3.8 days</p>	<p>3.5 days</p>		<p>The strategies under this objective have been completed. The year 2 status of the objective are considering the increase of poor physical health days from year 1 and year 2.</p>
<p><b>2.1:</b> By December 31, 2027, decrease the number of preventable hospital stays from 3,937 to 3,837 in New Kent County.</p>	<p>Preventable Hospital Stays</p>	<p>2,097 Black: 2,236 White: 1,806</p>	<p>3,875 Black: 3,850 White: 3,890</p>		<p>Listening sessions within the senior population, coordination of an annual preventative care service day, adding a resource directory, and increasing the number of preventative services is underway and will continue into Year 2 and 3.</p>

## Overall Status of Healthcare Access and Quality Strategies

**Strategy 1:** Partner with Virginia Commonwealth University (VCU) leadership and VCU Medical School to learn more about their current and/or future plans, as well as capacity, related to offering additional VCU services in New Kent County, and having medical students in the New Kent County area to improve access to care and the provider shortage issue by June 30, 2024.

**✗ Year 2 update: Removed.** VCU Health has chosen Charles City as their priority area to focus on for now, but they hope initiatives implemented in CC can also benefit NK. For now, this strategy will be removed and then a new one will be added. At present, there have been no updates regarding this strategy.



**Strategy 2:** Chickahominy Health District with support from the Virginia Department of Health's Office of Rural Health will form a task force with academic institutions and healthcare organizations to develop processes that create pipelines for health professional/medical students to work in or gain experience in rural settings by September 30, 2024.

**✗ Year 2 update: Removed.** As of Q3 2024, the strategy was placed on hold due to the lack of staff available to facilitate this strategy. There have not been any new updates, so this strategy has been removed. We believe, however, that this would be a great strategy for regional CHIP work.

**Strategy 3:** Purpose Medical Outreach will complete an assessment of what resources are necessary to build/implement a free-standing free clinic in New Kent County considering this area is considered a medically underserved area (MUA) by March 31, 2025.

**✓ Status: Complete.** This strategy was completed during Year 1. Construction of a single free-standing exam room is actively underway. Additionally, a single dental room with two exam rooms is also in development. These facilities are situated on the property at 9660 Tunstall Rd., New Kent, Virginia.

**Strategy 4:** Purpose Medical Outreach (PMO) will establish a screening process to assess clients social needs to refer clients to local organizations and other services such as transportation, community health workers, food banks, and other community resources by March 31, 2024.

✓ **Status: Complete.** This strategy was completed during Year 1. PMO has successfully developed and implemented a screening and referral system as of October 13, 2023. They continue to utilize their approved and adopted screening process and policy to assess patients' social needs. They will continue to collect and review this data on an annual basis.


**Strategy 5:** Senior Connections and Bay Transit will hold 5 listening sessions with the senior population to understand their transportation needs by March 31, 2024.

✓ **Year 2 update: Complete.** All listening sessions have been held. Several common themes emerged from the initial listening session. Most participants were unaware of the specialized senior transportation services offered by Bay Transit and Senior Connections. Additionally, many respondents reported that they rely on family and friends for transportation. It was also noted that seniors and individuals with disabilities face the most significant challenges related to transportation. No additional strategies were submitted based on their findings. There are no new updates from Year 1 to Year 2, however, this strategy was considered completed in Year 2.


**Strategy 6:** Chickahominy Health District will coordinate at least 1 annual preventive care service day in New Kent County to offer health screenings and information from various organizations, especially for the uninsured and under insured population by December 31, 2027.

➡ **Status: In Progress.** Chickahominy Health District is coordinating with Shana Abdus of My Sister's Hope, Cara Hoover of Purpose Medical Outreach, and many others, for a 2025 Women's Health and Resource Fair. The Women's Health Fair was held March 15<sup>th</sup> and Chickahominy HD helped coordinate this. (Ashley and Amelia). It was a great event, with many vendors. Purpose Medical Outreach attended. Although these specific indicators were not collected, the event occurred which shows progress towards the strategy overall. Chickahominy HD has also been in touch with Reverend Mike Jones about a Men's Health Fair in New Kent County in Fall 2025 - but these discussions are preliminary. Reverend Jones needs help building a planning committee. Anyone interested in participating in either of these health fairs should get in touch, so we can connect them with the right point of contact.


**Strategy 7:** The Span Center will offer 8 workshops throughout New Kent County by December 31, 2027.

 **Status: In progress.** The Span Center has held 4 more Healthy Living Workshops from the end of Year 1 to Year 2. The event at New Kent Conference Center on July 10, 2024, local congregations and parishioners gathered from 10:00 a.m. to 2:00 p.m. to foster community relationships, introduce available support, and hear directly from attendees about their needs and experiences. Other events held during Year 2 included a Disease Prevention Workshop, a Health & Wellness Hoedown event, an Annual Holiday Luncheon and a Healthy Living Workshop. There were a total of 215 attendees from all 4 events combined and 98% of the attendees being over the age of 55. In October 2024, the Triad published its revised edition of the "Senior Resource Directory" and distributed it throughout the New Kent and Charles City communities. The document was also made and remains available via the Triad's website: [www.chickahominytriad.org](http://www.chickahominytriad.org). The Triad hosts six bi-monthly meetings with an average attendance of 30 attendees. Refreshments are served at all meetings. The Triad coordinates and works very closely with "The SPAN" Center.

**Strategy 8:** New Kent County DSS and New Kent County will assess the possibility of embedding the New Kent County Resource Directory on the New Kent County website to help community members quickly and easily find local services and resources by December 31, 2023.

 **Year 2 update: Complete.** This strategy is now complete because New Kent County has a new directory on their website that is available. Visit <https://www.newkent-va.us/businessdirectoryii.aspx> to view the new directory.

**Strategy 9:** Purpose Medical Outreach (PMO) will offer preventive services to at least 70% of their eligible enrolled patients and will enroll at least 200 patients at their mobile clinic in New Kent County by December 31, 2027.

 **Status: In progress.** The number and name of all services PMO offers has not changed. The services offered include blood pressure, diabetes, cholesterol, kidney disease, liver disease, depression, anxiety, alcohol use disorder (AUD), tobacco use, and colorectal cancer. This data will be collected annually, but we have not received any new updates.

## Achievements and Challenges for Healthcare Access and Quality

The Span Center Events:  
New Kent Conference Center  
Presented and in-depth  
overview of their programs  
and led a listening session.

Workshops Held:  
Disease Prevention  
Workshop - **12 participants**  
Senior Chair Exercise & Fall  
Prevention Initiative - **25  
participants**

**2025 Women's Health Fair** coordinated by Shana Abdus of My Sister's Hope/New Kent County. Chickahominy Health District and Purpose Medical Outreach (PMO) attended. PMO provided preventive medical screenings for glucose and blood pressure.






## Challenges

- Competing priorities
- Staff capacity/lack of staff

# Affordable and Safe Housing Update


## Progress on Annual Objectives


Objectives connect to the outcomes we aim to accomplish and the changes we hope to achieve. They also help quantify the goals of each of the three priorities described on page 3. For the sources of each annual objective, please refer to the [New Kent County CHIP \(2023-2027\)](#). Indicators are the specific measures used to track progress towards a target. The “Outcome/Result” reflects what was accomplished in Year 2 as a result of the objective, while the “Target” represents the specific results we are aiming for in Year 2.

**Status:**  Met or exceeded target  Target not met, but progress made  Did not meet target

### IMPORTANCE TO OUR COMMUNITY

*Affordable and safe housing is important to community members as our environment has a large influence on our health outcomes.*

		Year 2			
Objective	Indicator	Outcome/Result	Outcome Target/Objective	Objective	Indicator
1.2: By December 31, 2027, decrease the number of substandard housing units from 21.7% to 20%.	Housing Problems	21.6%	20.7%		The Housing Advisory Committee (HAC) crafted a comprehensive Housing Framework featuring 46 proposed solutions. After thoroughly reviewing each option, the committee engaged in a prioritization exercise to evaluate solutions based on their potential impact and the level of effort required. As a result, the HAC has refined the list, narrowing it down

					to the top 10 prioritized solutions.
<b>1.2:</b> By December 31, 2027, decrease the number of households that are spending 50% or more of their income on their housing costs from 10.4% to 9.5%.	Severe Housing Cost Burden	8.0%	9.9%		County Health Rankings data shows improvement in this objective from years of data used 2019-2023.

## Overall Status of Affordable and Safe Housing Strategies

### Housing Advisory Committee Update

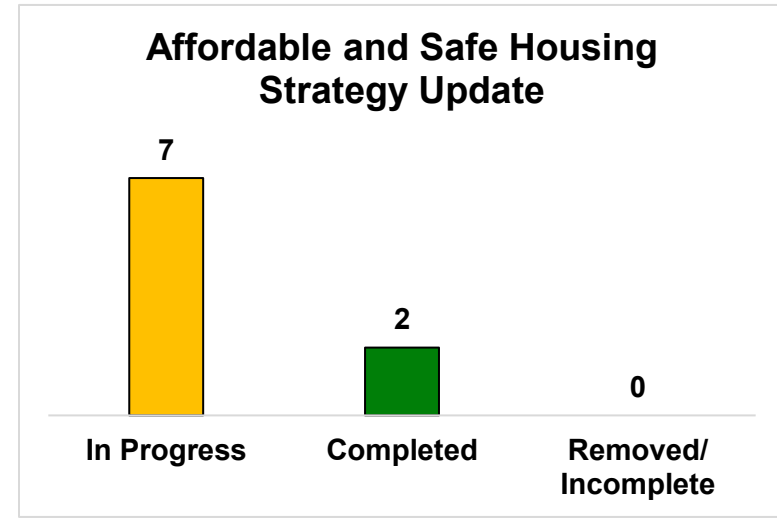
In 2024, the Housing Advisory Committee (HAC) was established by Resolution R-19-23, with each member of the Board of Supervisors appointing two citizens per district. The committee works in collaboration with county staff and the Chickahominy Health District to explore and address issues related to housing in New Kent County.

Since July 2024, the HAC has met monthly to develop actionable recommendations for the Board of Supervisors focused on improving housing **affordability**, **availability**, and **safety**. These meetings have included presentations from experts and community partners on topics such as local housing programs, workforce housing challenges, and innovative solutions from other jurisdictions.

In March 2025, a HAC member developed the **New Kent County Housing Framework Proposal**, a comprehensive guide outlining evidence-based strategies successfully implemented in other communities. Adapted from the Partnership for Housing Affordability, the framework is organized around **six policy goals**, each targeting a key housing challenge in the county. It includes supporting data, proposed solutions, and potential funding sources to help advance these goals.

To identify the most impactful and feasible recommendations, HAC members used an **Impact/Effort Prioritization Matrix**, a practical decision-making tool that helps evaluate which initiatives will deliver the greatest benefit with the least complexity or resource burden.

The completed Impact/Effort Prioritization Worksheet (see Appendix A, page 28) was reviewed at a subsequent meeting, where members discussed and narrowed down a list of **ten priority solutions** for deeper review. These solutions are currently under evaluation, with the goal of presenting a final set of recommendations to the Board of Supervisors by the end of the calendar year. <https://www.newkent-va.us/995/Housing-Advisory-Committee>



## Achievements and Challenges for Affordable and Safe Housing

New Kent County Housing Advisory Committee established three sub-committees:  
**1) New Housing Sub-Committee; 2) Safe Housing; 3) Research Sub-Committee.**  
Each sub-committee is currently brainstorming strategies to present to the Board of Supervisors. All are welcome to attend these meetings.



**The Housing Advisory Committee (HAC) presented to the New Kent County Planning Committee in 2025. Completed impact/effort prioritization activity to narrow down solutions to present to the BOS.**

## Challenges

 **Reviewing and narrowing down solutions**

## Conclusion

As we reflect on the past two years, many organizations have made great progress in meeting the objectives and goals. Although there have been some roadblocks and challenges with some strategies being changed or removed, the CHIP Steering Committee is proud of the achievements made during Year 2. The Chickahominy Health District will continue to work closely with the lead organizations and commit to continue collaborating to work on the health priorities established in 2022. We are thankful to all of our community partners and the Steering Committee members for their contributions. We look forward to monitoring and evaluating the progress of Year 3. If you are interested in getting involved or subscribing to the quarterly newsletter, email: [CHDWellness@vdh.virginia.gov](mailto:CHDWellness@vdh.virginia.gov).

# Appendix A – Impact/Effort Prioritization Worksheet

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Please complete the worksheet below by assigning a rating based on impact and effort to each recommendation listed in the table. Once you've completed each impact and effort rating, total up each recommendation.

## IMPACT

- 1 = zero impact
- 2 = minor impact
- 3 = Slight impact
- 4 = Small impact
- 5 = Fair impact
- 6 = Moderate impact
- 7 = Decent impact
- 8 = Considerable impact
- 9 = Substantial impact
- 10 = Significant impact

## EFFORT

- 10 = Just do it
- 9 = Minimal effort
- 8 = Slight effort
- 7 = Somewhat of an effort
- 6 = Average effort
- 5 = Slightly more than average effort
- 4 = Decent effort
- 3 = Considerable effort
- 2 = Substantial effort
- 1 = Significant effort (next to impossible)

## Results

Add Impact Rating and Effort Rating on each line for a Total Score Rating (Example: Impact = 10 + Effort = 4 = 14 Total Score Rating)

1. **High Impact / Low Effort** – Projects with high impact and low effort are the best candidates for immediate action. Total Score = **16 – 20**
2. **High Impact / High Effort** – These initiatives are valuable but will require significant resources and time to implement. Total Score = **11 - 15**
3. **Low Impact / Low Effort** – These are low-priority projects that don't require much effort but offer minimal impact. Total Score = **5 - 10**
4. **Low Impact / High Effort** – These should be avoided as they require a lot of effort for little reward. Total Score = **1 – 4**

#	RECOMMENDATION	Impact Rating	Effort Rating	Total Rating
<b>1</b>	<b><i>Increase the supply of affordable housing in NKC</i></b>			
1-A	Increase the amount of land available for multifamily housing developments in commercial and residential zones			
1-B	Preserve naturally occurring affordable housing through proactive outreach to owners with incentives to maintain affordability			
1-C	Reduce zoning/permitting barriers for accessory dwelling units			
1-D	Establish inclusionary zoning programs that incentivizes affordable dwelling units			
1-E	Increase housing choice voucher holders' success rate in finding quality housing			
1-F	Integrate affordable housing into transportation-rich corridors and neighborhoods			
1-G	Implement a "Green-Tape" program to facilitate affordable housing development that is faster and less costly			
1-H	Prioritize affordable housing as the end use for tax and surplus property sales disposed of by NKC			
1-I	Adopt tax abatement for affordable housing developments in designated conservation areas			
1-J	Issue general obligation bonds to support affordable housing			
1-K	Reduce or waive water/sewer hookup fees for affordable housing			
1-L	Tax increment financing for affordable housing			
1-M	Voluntary proffers and commercial linkage fees			
<b>2</b>	<b><i>Support Wealth Creation by Increasing Homeownership Opportunities for Low- and Moderate-Income Households</i></b>			
2-A	Support a community land trust home ownership model			
2-B	Create an online one-stop resource hub for homeownership in NKC			
2-C	Reduce land cost per home by encouraging higher density, smaller, innovative home types (Homes that cost in the \$150,000-\$200,000 range)			

2-D	Increase the number of residential zoning districts where manufactured homes are permitted			
2-E	Adopt transfer of development right programs to increase housing options			
2-F	Support a regional land bank to create more options for housing development			
2-G	Establish an NKC housing trust fund financed by a \$0.01 real estate tax and/or funds received from Colonial Downs Horse Racing facility.			
2-H	Establish a tax “rebate” program for providing affordable homes			
<b>3</b>	<b><i>Ensure that our Growing Senior Population is Safely and Affordably Housed</i></b>			
3-A	Promote and expand existing senior tax relief programs for homeowners			
3-B	Provide information about home equity loans, reverse mortgages			
3-C	Adopt housing rehab, home accessibility and critical home repair assistance programs			
3-D	Produce age-restricted housing for low income seniors using the Low-Income Tax Credit Program			
3-E	Design and build new accessible housing through financial incentives such as Virginia’s Livable-Home Tax Credit			
3-F	Coordinate home assessment services with aging-in-place improvements for Seniors			
3-G	Support and inform Seniors about programs that enable them to better navigate and access housing assistance programs			
3-H	Develop partnerships with healthcare providers such as VCU Health and Bon Secours around a specific housing program objective to achieve improved health			
<b>4</b>	<b><i>Improve Housing Quality to Ensure Better Health &amp; Safety for Residents</i></b>			
4-A	Improve aging housing stock by expanding resources and access to affordable housing rehabilitation programs			
4-B	Revitalize and expand existing manufactured home communities and replace poor quality homes			
4-C	Implement holistic code enforcement to preserve and improve existing housing			
4-D	Implement Property Assessed Clean Energy programs for multifamily and single family housing			

4-E	Start the Green & Healthy Homes Initiative through engagement with the healthcare industry around health and safety in the home			
4-F	Create and share NKC housing quality data			
<b>5</b>	<b><i>Create Housing Stability and Stop Displacement</i></b>			
5-A	Launch an NKC District Court eviction diversion pilot program			
5-B	Provide tax relief for long-time neighborhood residents as a strategy to prevent displacement			
5-D	Pilot a “Stay-In-Home” program for low-income senior homeowners struggling to meet their housing costs			
5-E	Complete a Market Value Analysis to understand and respond to neighborhood changes			
<b>6</b>	<b><i>Expand Housing Choices for Moderate- and Low-Income Households</i></b>			
6-A	Start an awareness campaign to demonstrate the importance and value of affordable housing			
6-B	Encourage landlords to review and modify rental screening standards			
6-C	Encourage development of affordable and mixed-income housing in high opportunity areas			
6-D	Forge partnerships between Economic Development Authority and anchor financial institutions to address housing challenges			
6-E	Target Community Block Grant program funds for affordable housing			

**Comments** (What did we miss?)

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