



Population Health



We partner with communities where they live, work, play and pray (social determinants of health) to make permanent changes through policy, systems and environmental changes that improve health and reduce disparities. We do this by:

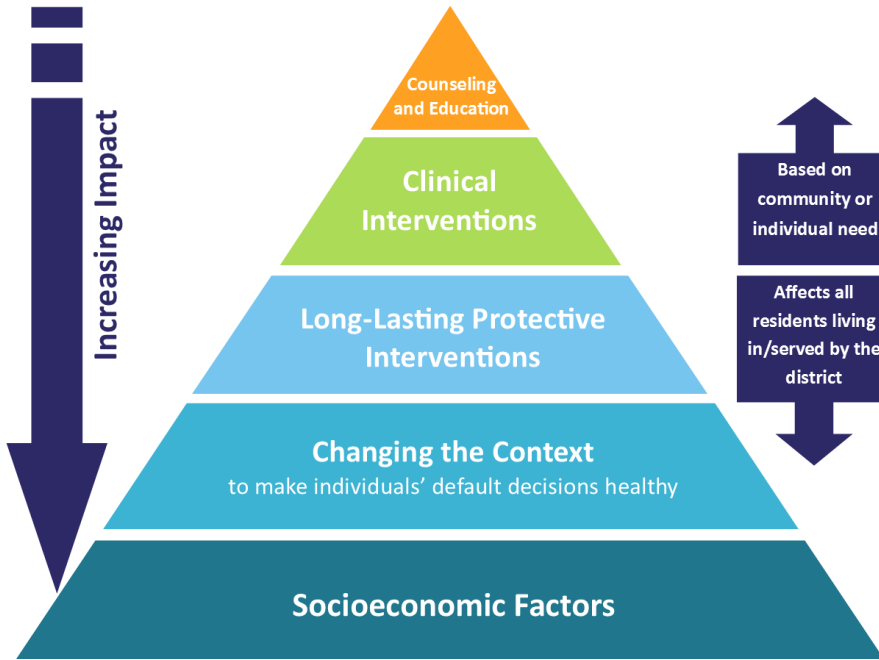
- Advocating for policy, systems and environmental changes in conjunction with community partners
- Providing data, public information, topic-specific subject matter expertise and program management assistance to community agencies and groups
- Funding pilot programs to prove impact and housing programs that answer a community need but are not supported by other agencies
- Providing in-kind and financial support to existing and emerging collaborations that include agencies and community members
- Linking agencies and community groups with existing programs, staffing and funding opportunities to reduce duplication, align resources and create a broader impact

Framework for Action

Mobilizing for Action through Planning and Partnerships (MAPP) is a strategic framework to engage community stakeholders, key organizations, and citizens to come together to review health indicators and determine community health priorities for focus and improvement. In the latest assessment, 105 community partners and 10 community coalitions reviewed and discussed quantitative and qualitative data and 2,885 community members provided feedback on strengths and areas for improvement. These discussions led to the adoption of four priorities, described in the [2016 MAPP2Health Report](#):

- Promote Healthy Eating and Active Living
- Address Mental Health and Substance Use
- Reduce Health Disparities and Improve Access to Care
- Foster a Healthy and Connected Community

Evaluating Success



The MAPP2Health priorities provide a framework for agencies to use to guide their investments in sustainable changes that impact health long-term and are informed by community needs and interests.

Pyramid adapted from Thomas R. Frieden. [A Framework for Public Health Action: The Health Impact Pyramid](#). American Journal of Public Health: April 2010, Vol. 100, No. 4, pp. 590-295.

How Healthy is Our Community?

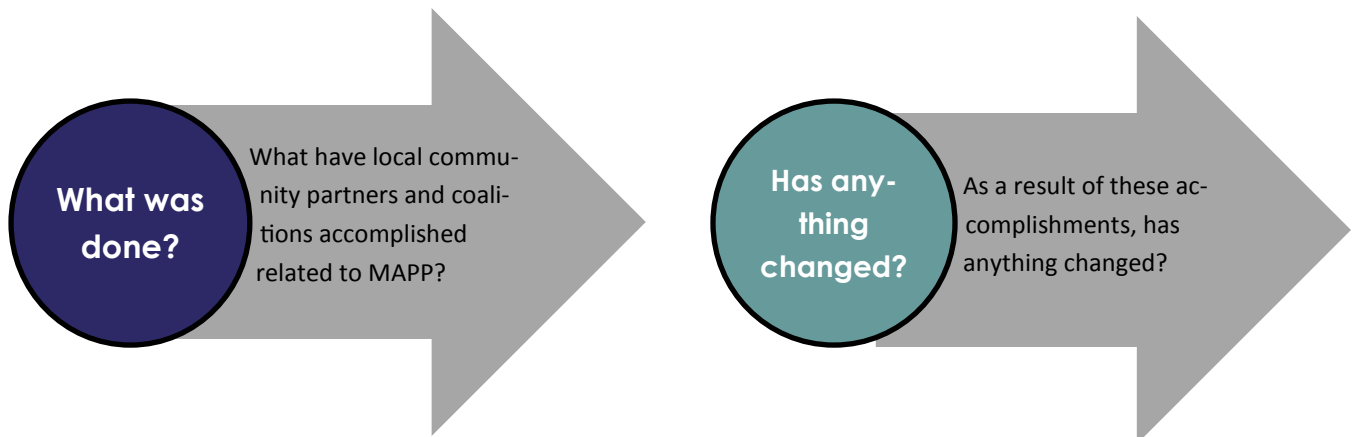
Long-Term Community Measures Tracked Over Time

A dashboard of community measures, based on the four MAPP priority areas, is currently under development. These long-term measures are intended to be tracked over time for trends and focus on things that can't be changed by one agency or one sector alone (e.g. rate of adult obesity in the district). Updates will be shared at spring 2018 progress meetings in each locality.

How do we define MAPP Success?

Project, Program, and Initiative Evaluation Data Tracked and Shared

In addition to long-term community measures, it is key to evaluate specific MAPP projects, programs, and initiatives undertaken by agencies and coalitions. Evaluation data on things that have been accomplished and what has changed as a result (e.g. # of participants trained, % of participants with increased post-training knowledge) are critical for highlighting successes and sharing key lessons learned.





MAPP: PROMOTE HEALTHY EATING AND ACTIVE LIVING

The goal of this priority area is to increase access to healthy foods and recreation through education, advocacy, and evidence-based programming. Virginia's *Plan for Well-Being* notes that "following a healthy diet and living actively have long-term health benefits. Maintaining a healthy weight is associated with improved quality of life and reduced risk of cardiovascular disease, diabetes, dementia, cancer, liver disease, and arthritis."¹ Examples of current initiatives supported by the Thomas Jefferson Health District (TJHD) are listed below.

Initiatives and Highlights

Food Access

TJHD developed a food access memo to present to City Council with input from the Charlottesville Food Justice Network, the Move2Health Coalition, the Blue Ridge Area Food Bank, and others.

Obesity Mapping

TJHD worked with THRIV, a new research institute at UVA, to map adult and child obesity across the district using UVA outpatient data. TJHD presented the results to the local Move2Health Coalition and continues to work on projects that strengthen local data collection and data sharing. The white paper and obesity maps are available upon request.

Worksite Wellness

TJHD is expanding a worksite wellness program that provides employers with a menu of options to make evidence-based changes to their worksite policies and environments (e.g. removing vending machines, providing additional time for employees to exercise during the day, providing flexible spending accounts to help cover childcare, etc.)

"Fresh Farmacy" Fruit and Veggie Prescriptions

Coordinated by the Local Food Hub, this program is a partnership with three area health clinics that "prescribes" patients a biweekly supply of fresh fruits and vegetables. In 2016, 75% of patients lowered their blood pressure and/or reduced body weight. The health department supports the program through technical assistance on program management and evaluation.

¹ Virginia's Plan for Well-Being. (2016). Retrieved November 27, 2016 from <http://virginiawellbeing.com/>.



MAPP: ADDRESS MENTAL HEALTH AND SUBSTANCE ABUSE

The goal of this priority area is to improve capacity to provide culturally and linguistically appropriate mental health and substance abuse prevention and treatment services. Virginia's *Plan for Well-being* describes the importance of addressing mental health and substance use and how these areas link to other health outcomes: "Untreated mental health disorders and substance misuse and abuse have serious impacts on physical health and are associated with the prevalence, progression, and outcome of some of today's most pressing chronic diseases, including diabetes, heart disease, and cancer."¹ Examples of current initiatives supported by TJHD are listed below.

Initiatives and Highlights

Mental Health and Wellness Coalition

TJHD is partnering with the Community Mental Health and Wellness Coalition on multiple projects including a stigma reduction campaign, a public awareness campaign around access to mental health services, and a training series including psychological first aid and recovery.

Smoke-free Policies

TJHD provides ongoing technical assistance to the Charlottesville Redevelopment and Housing Authority on planning for the smoke-free policy including organizing resident town hall meetings, providing sample policies and community surveys, and bringing in additional partners and support (e.g. on-site smoking cessation support group).

Public Awareness Campaign

Collaborated with the Boys and Girls Club on an arts project to reduce tobacco use resulting in art and a video that can be used by community agencies and neighborhoods. If granted funds from the City tobacco tax, TJHD will use the art in a multi-media campaign to promote smoking cessation and educate on the dangers of tobacco.

NARCAN/REVIVE Training for Opioid Overdoses

The health department now provides free Narcan and is offering REVIVE training in partnership with Region Ten. TJHD and Region Ten have partnered to produce flyers listing medication disposal sites across the district.

¹ Virginia's Plan for Well-Being. (2016). Retrieved November 27, 2016 from <http://virginiawellbeing.com/>.



MAPP: REDUCE HEALTH DISPARITIES AND IMPROVE ACCESS TO CARE

The goal of this priority area is to increase health equity and narrow the gap for health conditions through outreach and education to healthcare providers and community members. *Virginia's Plan for Well-being* states: "There are striking differences in health within and between communities in Virginia. Uncovering the root causes of health inequities in Virginia's neighborhoods and working together to improve the conditions needed for people to be healthy will improve well-being for all Virginians."¹ Examples of current initiatives supported by TJHD are listed below.

Initiatives and Highlights

Community HIV and Hepatitis C Testing

The Community HIV Testing Program offers rapid (finger-stick blood sample with results in 20 minutes) HIV/Hepatitis C testing in non-clinical settings with a focus on those at highest risk of HIV transmission. The program also offers free at-home HIV test kits and manages a broad network of condom distribution sites at businesses and community agencies across the district. TJHD has also received additional funding to expand clinic hours and community-based testing opportunities, including joint community-based STI/HIV testing events.

SSI/SSDI Outreach, Access and Recovery

SOAR is a national program designed to increase access to the disability income benefit programs administered by the Social Security Administration for eligible adults who are experiencing or are at risk of homelessness and have a mental illness, medical impairment, and/or a co-occurring substance use disorder. The health department supports a part-time SOAR Benefits Specialist who is available for all community members through a partnership with the Thomas Jefferson Area Coalition for the Homeless. SOAR supports the most vulnerable residents in Charlottesville to gain access to a stable income, housing opportunities and health insurance.

¹Virginia's Plan for Well-Being. (2016). Retrieved November 27, 2016 from <http://virginiawellbeing.com/>.



MAPP: FOSTER A HEALTHY AND CONNECTED COMMUNITY

In Planning District 10, the goal of this priority area is to increase well-being across the lifespan by supporting education, prevention, advocacy, and evidence-based programming. Virginia's *Plan for Well-Being* states that "improving environmental and social conditions at the neighborhood level provides a greater opportunity for all Virginians to be healthy. Communities can improve health by considering implications to health when developing policies and systems related to education, employment, housing, transportation, land use, economic development, and public safety."¹

Initiatives and Highlights

CASPER

In partnership with the Charlottesville Area Alliance (healthy aging), the health department will be conducting a CASPER in 2018 to get better local data for decision-making and impact measurement around healthy aging, access to care, and health disparities.

CASPER is an assessment technique using a standardized survey methodology designed by the CDC to provide household-based information about a community quickly and at low-cost. TJHD is working with the MAPP Core Group on the possibility of conducting multiple CASPERs for better local data and integrating the survey process in the next round of MAPP2Health.

Coalition Training

TJHD coordinated a *High Impact Coalitions* training in August 2017. There were 65 attendees—representing 67 coalitions overall—with 45 coalitions, workgroups, and other groups from our district represented.

Community Engagement

As part of its outreach and community engagement strategy, TJHD regularly participates in more than 17 community coalitions across the district, including an Interagency Councils in Fluvanna, Greene, Louisa, and Nelson as well as many coalitions that mobilize around a particular topic or priority area.

¹ Virginia's Plan for Well-Being. (2016). Retrieved November 27, 2016 from <http://viriniawellbeing.com/>.

² "Albemarle, Charlottesville celebrate area aging alliance." Retrieved October 22, 2017 from <http://www.cvilletomorrow.org/>