



# Come for Supper, Stay for the conversation

## 2021 Virginia State Rural Plan & Community Calendar

Presenting on behalf of VA-SORH:

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# Presentation Takeaways

- Leverage qualitative and quantitative data-driven approaches
- Strategies to convening community members across sectors and disciplines
- Informing and reaching multiple audiences & stakeholders
- Adapting to the changing environment - Response to COVID-19 Pandemic
- Challenges for implementation
- Lessons Learned



Accomack County, Virginia

# Virginia rural health plan 2021

# Virginia State Office of Rural Health



## Mission

The mission of the Virginia State Office of Rural Health (SORH) is to partner with small rural communities; identify opportunities and long-term solutions that ensure the health and prosperity of rural Virginia

## Goal of the Virginia Flex Program

The goal of the Virginia Flex program is to partner with Critical Access Hospitals to improve the quality of care, financial and operational performance, and population health needs of their communities.

## Purpose

To assist Virginia Critical Access Hospitals in moving toward a value-based payment model that provides high quality and appropriate care to all.

# Virginia rural health plan(ning)

*Goal: Virginia State Rural Health Plan to have a community-informed lens & best define rurality for the Commonwealth*

*Question: What is most important to a rural community?*

## Approach

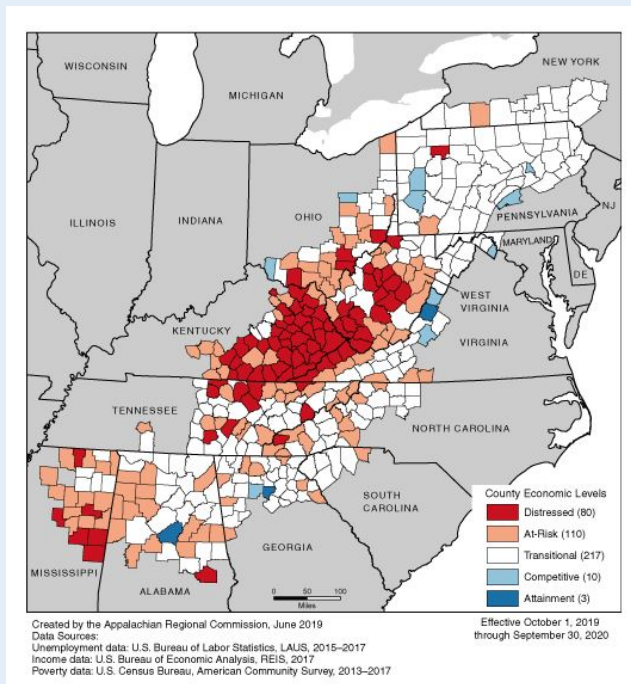
- Meet people where they are through community-driven conversations
- Conversations to be held in locality familiar, centralized to attendees
- Local Community facilitator to lead the conversation
- Absolutely **NO powerpoint presentation**
- Must converse over a warm meal
- Conduct site visits with local folks, agencies, grassroots organizations



# Virginia rural health plan(ning)- Where do we go and why ?



RWJF Community Health Rankings



ARC: Economic Distress Index: Virginia's Appalachian Highlands region



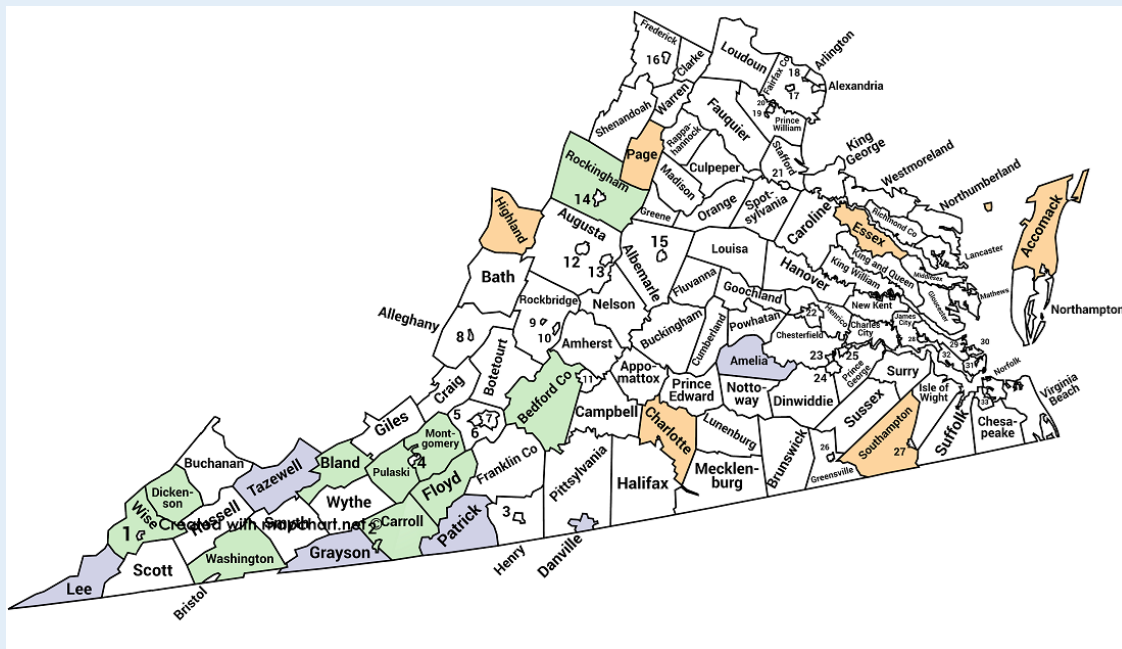
Virginia HOI



VDH Staff Experience/ Knowledge of rural Virginia

# Virginia rural health plan(ning)- Where do we go?

## Virginia Rural Health Plan Community Conversations & Site Visit Map

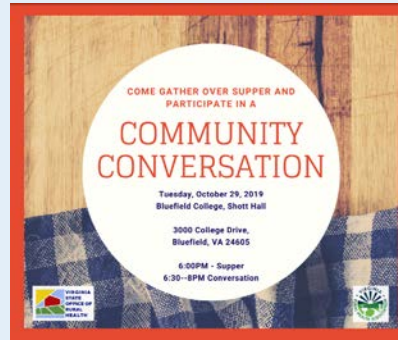




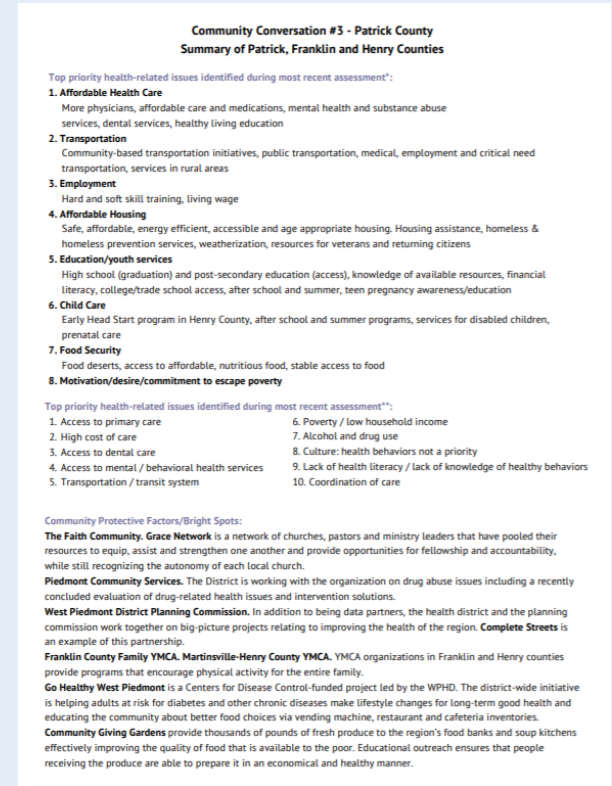
# Virginia rural health plan(ning)- MArketing & Outreach



Community Flyer



Social Media Flyer



Community Profile



# Community Conversation- Approach

Site Visits to local anchor organizations



Bland Ministry, Bland County, VA



Community Center, Lee County, VA



Community Conversation- Bluefield, VA

Conversation to be led by a  
well known local  
facilitator/Community  
Champion



Catered supper from a local  
eatery/restaurant

# Community Conversation

## 3 Questions



Question #1: What are the good things about your community?

Question #2: What would improve the health of your community?

Question #3: "Magic Wand Question" What would health & wellness (prosperity) look like in your community?

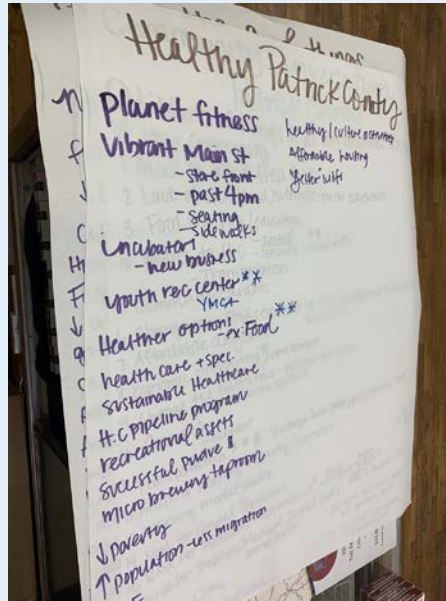
*Unofficial* Question #4: Who else needed to be in the room?

# Community Conversation



Engage Youth- Leaders

Youth Health Equity Leadership Institute  
(YHELI) Danville, VA



Provide conversation notes to community  
facilitator

"Healthy Patrick County" Initiative



Grayson County Community Conversation  
Hosted at the County Administrator's Office

# Community Conversation Takeaways

- Identified recurring themes/topics that were discussed at each Community Conversation to use as key topic areas for the Virginia Rural Health Plan

- |                                   |   |
|-----------------------------------|---|
| 1. Access to Care                 | 7. Empowering Communities (Substance Use, Treatment & Recovery) |
| 2. Housing                        | 8. Healthy Moms & Babies  |
| 3. Transportation                 | 9. Strong Starts (Children/Adolescents)                         |
| 4. Food Access/Security           | 10. Built & Natural Environment                                 |
| 5. Economic/Workforce Development | 11. Aging Population/Social Isolation                           |
| 6. Education                      | 12. Healthy Mind, Body & Spirit                                 |

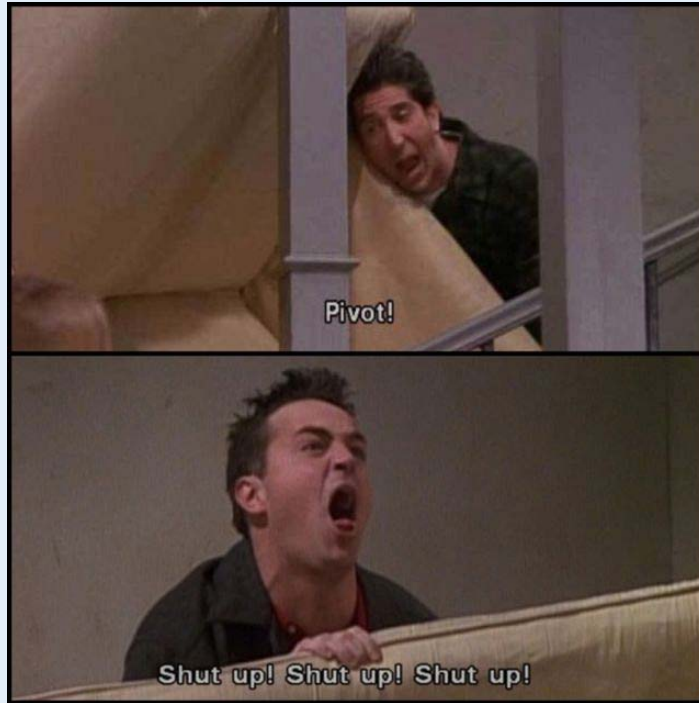
- Identified community/regional leading practices to rural health challenges to spotlight within the plan
- The qualitative data that we collected during our travels helped us validate the quantitative data, and also learn of upstream root causes to rural inequities that hasn't been quantified yet



# COVID-19

Coronavirus Disease 2019

# Pivot, pivot, pivot...





# Hitting Pause: COVID-19

- Declared Pandemic by World Health Organization: March 11, 2020
- Governor of Virginia declared a state of emergency: March 12, 2020
  - Halted State travel & imposed budget restrictions
- Virginia Department of Health designated lead entity on COVID-19
- State Rural Health Plan workgroup members temporarily deployed to respond to COVID-19
  - Social Epidemiology Division
  - SORH Program Coordinator
  - OCOM Policy Analyst leading Long-Term Care planning
- Virginia SORH plan & deploy a rural response to COVID-19 for rural communities & healthcare entities
  - COVID-19 Briefs
  - Virtual Rural Town Hall in partnership with the Office of the Governor





# Virginia rural health plan



- Review Rural Health Plan topics as a committee weekly
- Remaining Community Conversations will be virtual and conducted via video/phone interviews with community leaders and organizations
- Created a REDCap online survey version of the Community Conversation questions to share with the remaining communities
- Virginia Rural Health Plan will have a section that will include a "Rural Response to COVID-19"
- We realized the audience of the plan  $\neq$  the same community audience we reached out to & would not be conducive for everyday use
- We also wanted to create "something," that was for the community & informed by the community



# Community Calendar

What did we want the 2021 Virginia Rural Community Calendar to look like?

What did we want people to take away from this Calendar?

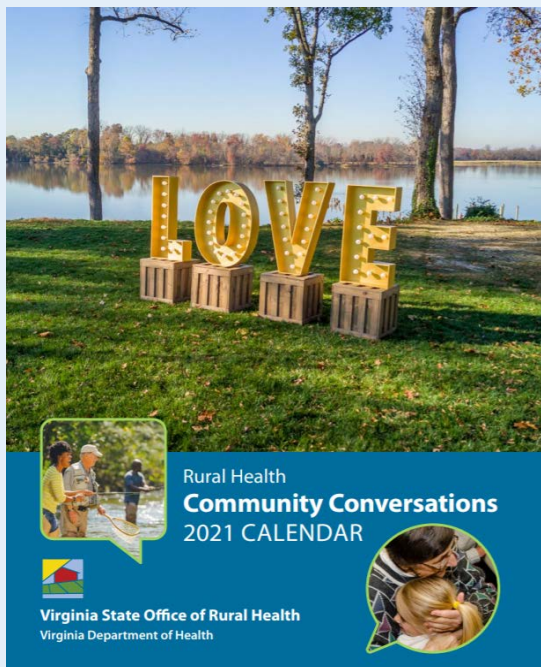
## Contents

- Each month would highlight a topic/theme discussed during our Community Conversation
- Provide a data spotlight to help showcase the topics relevant to rural Virginia
- Honor a topical Community Champion for each month
- Provide a snapshot of community resources
- Photos to be exclusively of rural Virginia
- Curate an appendix of local/regional/statewide resources



Floyd County, Virginia

# 2021 Community Conversations Calendar



Cover Page

Page County, Virginia

**Community Conversations**  
**HEALTHY MIND, BODY & SPIRIT**

Total well-being involves a combination of physical, intellectual and spiritual strength. Healthy people are better able to work and take care of themselves, family and friends. They're also better able to connect to their community and plan for their future. Faith-based opportunities build spiritual strength while cultural activities provide stimulation and learning. Luckily, Virginia's countryside is rich in both natural beauty and healthcare services. This helps the state's rural communities support a population healthy in mind, body and spirit.

**DATA HIGHLIGHTS**  
**Health and Well Being Risk Factors**

Risk Factor	Percentage
Individual Behavior	40%
Social and Environmental	20%
Genetics	30%
Health Care	10%

January topic: Healthy Mind, Body & Spirit

**RURAL HEALTH COMMUNITY CHAMPION**  
**Bland Ministry Center**

Founded in 1980, this non-profit Christian association of twelve churches offers two food pantries, a clothes closet, two dental clinics and construction assistance to meet the physical and spiritual needs of area families.

*"When I interviewed at the Ministry, I knew that this organization was special. With minimal fanfare, we improve the lives of residents by providing various community services to families in need. It is most impressive that this is accomplished with a staff of less than 12 individuals. The Ministry continues to use limited resources to help many people."*

Dr. Tonya Parris-Wilkins, Dental Director

65 Seddon St.  
 Bland, VA 24315  
 276-688-4701 (office)  
 276-688-4711 (dental)  
[www.blandministrycenter.org/](http://www.blandministrycenter.org/)

Virginia State Office of Rural Health  
 Virginia Department of Health

**JANUARY 2021**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	28	29	30	31	1 New Year's Day	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18 Martin Luther King, Jr. Day	19	20	21	22	23
24	25	26	27	28	29	30
31						

**31 Poverty in America Awareness Month**

**RESOURCES SPOTLIGHT**

**Virginia Community Action Partnership**  
 Purpose: Fight poverty and build self-sufficiency throughout Virginia.  
 Contact: (phone number; website)

**United Way**  
 Purpose: Mobilize the caring power of communities around the world.  
 Contact: (phone number; website)

These two organizations both focus on building strong communities – one state-wide, one worldwide. United Way is well-known for its global work on health, education and financial stability. Virginia Community Action is a partnership composed of various agencies, each dedicated to its own local needs. Yet these agencies come together for the common good to discuss issues and share strategies for success.

January Community Champion & Resources Spotlight

# Challenges

- Highlighting success of rural Virginia vs. emphasizing, “diseases of despair”
  - Moving beyond resilience and towards empowerment
- Outreach & Marketing
  - Market & outreach to each individual community
    - Getting people to the table
- Weather-related challenges
- Limit/control the number of chef’s in the kitchen
- COVID-19



Montgomery County, Virginia

# Lessons LEarned & moving beyond 2020

- **Be Adaptable & Flexible**
- **Marketing/Outreach**
  - Unique to each community
    - social media, radio, local newspaper, canvassing main street coffee shops & businesses
  - Leverage local partnerships
- **Go outside your comfort zone**
  - Ex: Grass root community canvassing & cold calling
- **Qualitative data is just as meaningful as quantitative data collection to inform meaningful policy/strategic planning**
  - Validity to the quantitative data/information
  - Provide new information to follow up on/ explore
- **Look for ways to “give back”**
  - Follow-up (resources, information)
  - Provide the community something tangible (Community Calendar)



Orange County, Virginia

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Stone Mountain Health Services Black Lung Clinic (St. Charles, VA)