

Stay for the conversation

2021 Virginia State Rural Plan & Community Calendar

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U.S. Department of Health & Human Services

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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?

Robert Wood Johnson Foundation

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

RWJF Community Health Rankings



Created by the Appalachian Regional Commission, June 2019 Data Sources: Unemployment data: U.S. Bureau of Labor Statistics. LAUS, 2015–2017

Unemployment data: U.S. Bureau of Labor Statistics, LAUS, 2015–2017 Income data: U.S. Bureau of Economic Analysis, REIS, 2017 Poverty data: U.S. Census Bureau, American Community Survey, 2013–2017

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

through September 30, 2020

Virginia Health Opportunity Index

HEALTH MATTERS, PLACE MATTERS

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



http://vrha.org/srhp/ Call at: 540-231-7923



Come gather over supper and participate in a conversation about what health means to you. Everyone will have an opportunity to speak and to hear what others are concerned about

Community Flyer



Social Media Flyer



Community Conversation #3 - Patrick County Summary of Patrick, Franklin and Henry Counties

Top priority health-related issues identified during most recent assessment*:

1. Affordable Health Care

More physicians, affordable care and medications, mental health and substance abuse services, dental services, healthy living education

7 Transportation

Community-based transportation initiatives, public transportation, medical, employment and critical need transportation, services in rural areas

3. Employment

Hard and soft skill training, living wage

4. Affordable Housing

Safe, affordable, energy efficient, accessible and age appropriate housing. Housing assistance, homeless & homeless prevention services, weatherization, resources for veterans and returning citizens

5. Education/youth services

High school (graduation) and post-secondary education (access), knowledge of available resources, financial literacy, college/trade school access, after school and summer, teen pregnancy awareness/education

6. Child Care

Early Head Start program in Henry County, after school and summer programs, services for disabled children, prenatal care

7. Food Security

Food deserts, access to affordable, nutritious food, stable access to food

8. Motivation/desire/commitment to escape poverty

Top priority health-related issues identified during most recent assessment**:

- 1 Access to primary care 6. Poverty / low household income 2. High cost of care 7. Alcohol and drug use 3 Access to dental care 4 Access to mental / hehavioral health services 5 Transportation / transit system
 - 8. Culture: health behaviors not a priority 9. Lack of health literacy / lack of knowledge of healthy behaviors 10 Coordination of care

Community Protective Factors/Bright Spots:

The Faith Community, Grace Network is a network of churches, pastors and ministry leaders that have pooled their resources to equip, assist and strengthen one another and provide opportunities for fellowship and accountability, while still recognizing the autonomy of each local church.

Piedmont Community Services. The District is working with the organization on drug abuse issues including a recently concluded evaluation of drug-related health issues and intervention solutions.

West Piedmont District Planning Commission. In addition to being data partners, the health district and the planning commission work together on big-picture projects relating to improving the health of the region. Complete Streets is an example of this partnership

Franklin County Family YMCA. Martinsville-Henry County YMCA. YMCA organizations in Franklin and Henry counties provide programs that encourage physical activity for the entire family.

Go Healthy West Piedmont is a Centers for Disease Control-funded project led by the WPHD. The district-wide initiative is helping adults at risk for diabetes and other chronic diseases make lifestyle changes for long-term good health and educating the community about better food choices via vending machine, restaurant and cafeteria inventories. Community Giving Gardens provide thousands of pounds of fresh produce to the region's food banks and soup kitchens effectively improving the quality of food that is available to the poor. Educational outreach ensures that people receiving the produce are able to prepare it in an economical and healthy manner

Community Profile

Community Conversation- Approach

Site Visits to local anchor organizations



Bland Ministry, Bland County, VA



Community Center, Lee County, VA

World Cafe Model



Community Conversation- Bluefield, VA

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



United Way of Southwest Virginia



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

healthis (with action Affordable houting Beller wife hew mores. rec center Healther option health care + spec. Sustainable Healtheard H.C. PIPEline program recreational aspet Sveussful pure MICO brewent

Provide conversation notes to community facilitator



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

"Healthy Patrick County" Initiative

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 &		
2.	Housing	Recovery)		
3.	Transportation	8. Healthy Moms & Babies		
4.	Food Access/Security	9. Strong Starts (Children/Adolescents)		
5.	Economic/Workforce Development	10. Built & Natural Environment		
6.	Education	11. Aging Population/Social Isolation		
		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



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
 - o COVID-19 Briefs
 - Virtual Rural Town Hall in partnership with the Office of the Governor



Virginia rural health plan

UNDER

CONSTRUCTION

- 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 == 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?

<u>Contents</u>

- 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



Rural Health Community Conversations 2021 CALENDAR

Virginia State Office of Rural Health Virginia Department of Health





Health and Well Being Risk Factors

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.

January topic: Healthy Mind, Body & Spirit

RURAL HEALTH COMMUNITY CHAMPION Bland Ministry Center

Founded in 1980, this non-profit Christian associatio 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

Bland, VA 24315 276-688-4701 (office

Virginia State Office of Rural Health

JANUARY 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					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

Poverty in America Awareness Month

RESOURCES SPOTLIGHT

31

Virginia Community Action Partnership Purpose: Fight poverty and build self-sufficiency throughout Virginia Contact: (phone number; website) United Way Purpose: Mobilize the carino nower of communitie around the world Contact: (phone number; website

These two organizations both focus on building strong communities -- one state-wide, one worldwide. United Way is wellknown 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**

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276-688-4711 (dental) www.blandministrycenter.org

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



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)





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