



2 0 1 6
health summit
September 22 | Averett University



the
HEALTH
collaborative

The Health Collaborative is pleased to welcome you to the 2nd annual Health Summit. As a cross-sector coalition of community minded individuals and organizations, The Health Collaborative is working across the Dan River Region to create positive and lasting effects on health behavior and outcomes.

This year's Health Summit brings together a diverse group of organizations, community members, regional and local experts and nationally renowned speakers to facilitate the exchange of ideas and the exploration of new strategies and best practices. Today's sessions are divided among The Health Collaborative's focus areas of (1) active living, (2) healthy eating, (3) access to healthcare and (4) cross-cutting approaches, each exploring research, policy, programs or built environment projects that help create Health for All in the Dan River Region. The three breakout sessions are designed to lead participants through a natural learning process - building awareness, exploration of current efforts and visioning for the future.



BUILDING AWARENESS

Over the past few decades, many cities and counties across the country have unintentionally built communities where healthy choices are unavailable. These decisions have contributed to a dramatic increase in rates of many chronic diseases and poor health, which affect low income and minority populations at higher rates. The Dan River Region is not immune to this trend. In order to reverse this, we must understand the many factors that influence health beyond clinical care and health behaviors, including social and economic factors, as well as the built environment. The Building Awareness breakout session aims to increase participants' knowledge and understanding of our region's greatest challenges and their impact on health, shifting how we as a community engage one another to create positive change.



WHAT IS HAPPENING?

The Health Collaborative's recently completed action plan, Health for All, takes a long-term approach, focusing on policies, systems and environmental changes that have been shown to improve health and health equity. The Health

Collaborative spent most of 2015 gathering community input and identifying, prioritizing and ranking promising practices and innovative solutions that aligned with this approach. Action teams then began implementing short term projects and planning longer term efforts. The What is Happening breakout session focuses on providing a brief explanation of the goals and strategies listed in Health for All, while providing both a broad and local **perspective** on a project currently underway in the region.



VISIONING

Though progress is being made, there is much more work to be done. In order to be a healthy, active and engaged community we must work together to create environments in which all residents can thrive. This includes neighborhoods and communities where residents can safely walk, bike and play, purchase affordable and healthy food and access medical care within close proximity to where they live. As the basis for the Visioning breakout session, participants will have the opportunity to see the possible for the Dan River Region by exploring successful projects and case studies from other communities.



GET INVOLVED

The Health for All action plan is a true community effort and The Health Collaborative would like to thank the many individuals who shared their ideas, talents, time and commitment. In order for our community to be success we must take ACTION, and this requires support from all sectors of the community. The final session of the day will provide an opportunity to learn more about The Health Collaborative and discuss what for you or your organization can do to help us achieve the goals outlined in the Health for All Action Plan.



THRIVE!

Together, we can make the Dan River Region THRIVE!



1

GOAL 1: Active Living

Create equitable access to opportunities to be physically active.

Studies show that people who live near parks, open spaces, and playgrounds are more likely to be physically active. We also know that having nearby access to sidewalks, bike lanes, trails, and greenways make it easier for people to get routine exercise. Yet, some areas of the region have more access than others, which can contribute to differences in health and health outcomes. The Health Collaborative is working to increase access to active living by working with local governments, schools, and places of worship to make physical activity opportunities more accessible for all.

Imagine a Dan River Region where:

- ▶ All residents have access to parks, trails or open space within a reasonable distance.
- ▶ Schools, places of worship and other community facilities that provide opportunity for unstructured physical activity are open to the public after hours.
- ▶ Walking and bicycling routes connect neighborhoods to destinations.
- ▶ Public and private development guidelines and policies promote healthy community design, including walking and bicycling infrastructure and access to public transportation.

Project Highlight – Complete Streets Workshop

One of the ways in which the Active Living action team will measure its success is by increasing the number of miles of sidewalks, greenways, and bike lanes. One way to achieve this goal is through the implementation of Complete Streets, the concept that streets are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists, and transit riders of all ages and abilities. On May 18, 2016, two nationally-recognized traffic engineers led over a dozen City of Danville staff from many departments, including Public Works, Parks and Recreation and Planning, through a day-long workshop to consider a Complete Streets policy in the city. The workshop, supported by the Virginia Department of Health, allowed opportunities for staff to learn more; raise questions and concerns; and validate that Complete Streets policies need to be tailored to accommodate the priorities, needs, and feasibility within the context of Danville. Since the workshop, a small sub-committee has continued to work towards drafting a Complete Streets policy that makes sense for the city. This policy change has the potential to give more residents safe access to multiple modes of transportation to key destinations within the city while at the same time promoting physical activity.





2

GOAL 2: Healthy Eating

Provide equitable access to local, fresh and healthy food

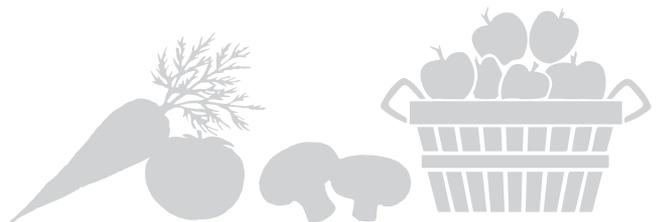
So much of our food system is influenced by federal policies and can seem outside of our control, yet there are local strategies to create environments where healthy foods are offered, encouraged, and affordable. Food deserts, areas where it is difficult to buy affordable or healthy food, exist in both the counties and in Danville, which perpetuates inequality in certain communities in the region. Equally important, the Health Collaborative recognizes that healthy food outlets rely on local farmers and growers who are integral to the system, and in order to have access to healthy foods, we need to support them as well.

Imagine a Dan River Region where:

- ▶ The local food system promote vibrant farms, healthy people, strong communities and a thriving local economy.
- ▶ Restaurants, convenience stores and grocery stores provide healthy and fresh food at an affordable price and are accessible to all.
- ▶ Public and private policies incentivize healthy food retail and support farmers' markets and other fresh food outlets.

Project Highlight – Finding Our Roots

In recognizing the power of collaboration, the Healthy Eating Action Team partnered with History United in April to bring Finding our Roots: Voices of the Food Chain to life. As a platform for building awareness and support for local, healthy food, participants spent their Saturday engaging in a multiple events and activities that reflected on food, family and memories in the Dan River Region. From listening to keynote speaker, blogger and cookbook author Sheri Castle to engaging in a panel discussion on local farming participants and the Healthy Eating Action Team began to explore the possible elements of a local food system that would promote vibrant farms, healthy people, strong communities and a thriving local economy.





3

GOAL 3: Access to Healthcare

Increase access to healthcare, resources and education for low income, minority and other underserved populations

The Health Collaborative is working to increase access to healthcare for individuals and families in our region without a primary care provider or medical home. One strategy to address health care needs in the region is the emerging community health worker (CHW) initiative. In partnership, many of the regional health care systems and others, are supporting CHWs. They will address health care needs in the communities with highest need, while identifying and helping people manage their own health care issues, and reducing inappropriate emergency department visits. The Health Collaborative is supporting this innovative approach to better serving residents who may have health care needs and working towards prevention.

Imagine a Dan River Region where:

- ▶ Healthcare providers deliver consistent prevention recommendations and work together with community partners to connect patients with community resources.
- ▶ All residents have a primary care provider, receive clinical preventive services, such as screenings and immunizations and have access to resources that support healthy decisions.

Project Highlight – Community Health Worker Project

The Institute for Advanced Learning and Research (IALR), Gateway Health, Piedmont Access to Health Services (PATHS), Danville Redevelopment and Housing Authority (DRHA) and The Health Collaborative are partnering on an initiative that will deploy ten Community Health Workers (CHW) throughout the Dan River Region for a period of three years. The intent is to improve citizens' health and explore the career potential for CHWs in southern Virginia. A Community Health Worker (CHW) is responsible for helping individuals become more knowledgeable about their health and navigate and access community services and resources. In addition, CHWs help individuals adopt healthy behaviors. The CHW supports healthcare providers and care management coordinators through an integrated approach to care management and community outreach. CHWs will work closely with medical providers, primary care teams, and other agencies to improve individuals' care and outcomes and connect individuals to a primary care provider. The CHW will primarily be working out in the community, providing social support and informal counseling, advocating for individuals' and community health needs, and providing basic health screenings.





4

GOAL 4: Cross-Cutting Approaches

Local institutions and community organizations encourage healthy living and create policies, programs and environments that support health

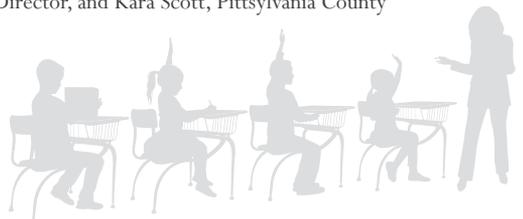
Many adults and children spend a majority of their time outside of the home - at work, school, childcare, afterschool programs and with their faith communities. These institutions have their own policies and cultures that encourage or create barriers to healthy living opportunities. The Health Collaborative sees the important roles of institutions and community organizations in increasing access to healthy eating and physical activity opportunities for residents. Just like government has a role in helping to shape our public environments to promote health behaviors, cross-cutting approaches within businesses and other organizations can also support residents' health, as well as reduce health insurance premiums, increase students' test scores, and reduce absenteeism.

Imagine a Dan River Region where:

- ▶ Healthy food is available and incentivized during the school day and routine physical activity is provided through physical education, classroom activities and safe routes to school.
- ▶ Worksites support physical activity and healthy eating; the environment at and around worksites physical activity and access to healthy food.
- ▶ Community programs and local institutions follow evidence-based standards for healthy eating and physical activity.

Project Highlight – Fresh Approach to School Meals

In order to support more healthy food during the school day, the region's school systems held a conference titled "A Fresh Approach to School Meals". This training engaged nearly 200 school nutrition employees in a full day training that included sessions such as Farm to School, Enhancing Flavor in School Meals, Cooking Vegetables for Greater Appeal, Sharpen Your Knife Skills and Schools Gardens – Connecting the Classroom to the Cafeteria. The day ended with a local lunch and a farmers' market, including twelve local farmers who offered their produce or baked goods. Each participant received a \$10 voucher to spend on fresh produce, allowing the opportunity to take their produce home and apply the skills they learned. The conference was designed by Cathy Powers, a consultant and dietitian who has worked for The Culinary Institute of America, in close partnership with Stacey Ensminger, Danville Public Schools Nutrition Director, and Kara Scott, Pittsylvania County Schools Nutrition Director.





5

GOAL 5: Leadership & Capacity Building

Maintain and build a strong and active collaborative structure with broad ownership and leadership opportunities, representing the diversity of the Dan River Region

The Health Collaborative relies on its many members and member organizations to plan, develop and implement efforts outlined in the Health for All action plan. In order for the work to be consistent and sustainable, The Health Collaborative must build a strong and active collaborative structure with broad ownership and leadership opportunities, representing the diversity of the Dan River Region. This includes regular and ongoing evaluation, resident led community engagement and a comprehensive and coordinated communications plan that maintains transparency between both members of The Health Collaborative and the overall community.

Imagine a Dan River Region where:

- ▶ Residents design and lead place-based initiatives, participate in leadership opportunities and build skills necessary to advocate for healthy living opportunities where they live, work and play.
- ▶ Local governments and institutions take a “Health in all Policies” approach, systematically taking into account the health implications of all decisions in order to improve health and health equity.

Project Highlight – Health Equity Report

To facilitate Health for All, The Health Collaborative is kicking off the Dan River 2016-2017 community health needs assessment (CHNA) process. Funded by Centra, Danville Regional Foundation and Danville Regional Medical Center and conducted in partnership with the Institute for Public Health Innovation, this community health needs assessment will provide critical insight into the region’s current overall health status, allowing for The Health Collaborative to evaluate its goals and develop strategies to improve community health, while tracking changes in health outcomes. The resulting report will include extensive and diverse community input and an in-depth look at the social determinants of health and their impact on the overall health of the region. Using this report as a tool to drive positive change, together we can create a healthy, active and engaged region where everyone lives in an environment in which they can thrive. If you would like more information or are interested in serving on the CHNA Steering Committee, contact Elyse Jardine at ejardine@institutephi.org or 434-799-2176.



SEPTEMBER 20

8:30am – 9:00am

WELCOME

Frith Fine Arts Center Auditorium

9:00am – 9:45am

KEYNOTE SPEAKER

Frith Fine Arts Center Auditorium

Mayor John Robert Smith

9:45am – 10:00am

BREAK (Transition to session location)

10:00am – 11:00am

BUILDING AWARENESS (Concurrent Session #1)

- ▶ **Access to Healthcare** *Frith Fine Arts Center Auditorium*
- ▶ **Active Living** *Frith Fine Arts Center- Lobby*
- ▶ **Health Eating** *Student Center- Back Dining Hall*
- ▶ **Cross-Cutting** *Student Center- MPR*

11:00am – 11:15am

BREAK (Transition to session location)

11:15am – 12:00pm

PLENARY SPEED SESSIONS

Frith Fine Arts Center Auditorium

12:00pm – 12:45pm

LUNCH

Frith Fine Arts Center Gymnasium

12:45pm – 1:30pm

KEYNOTE SPEAKER

Frith Fine Arts Center Gymnasium

Reverend Richard Joyner

1:30pm – 1:45pm

BREAK (Transition to session location)

1:45pm – 2:45pm

WHAT IS HAPPENING (Concurrent Session #2)

- ▶ **Access to Healthcare** *Frith Fine Arts Center Auditorium*
- ▶ **Active Living** *Frith Fine Arts Center- Lobby*
- ▶ **Health Eating** *Student Center- Back Dining Hall*
- ▶ **Cross-Cutting** *Student Center- MPR*

2:45pm – 3:00pm

BREAK (Transition to session location)

3:00pm – 4:00pm

VISIONING (Concurrent Session #3)

- ▶ **Access to Healthcare** *Frith Fine Arts Center Auditorium*
- ▶ **Active Living** *Frith Fine Arts Center- Lobby*
- ▶ **Health Eating** *Student Center- Back Dining Hall*
- ▶ **Cross-Cutting** *Student Center- MPR*

4:00pm – 4:10pm

(Transition to session location)

4:10pm – 5:00pm

CLOSING / GETTING INVOLVED

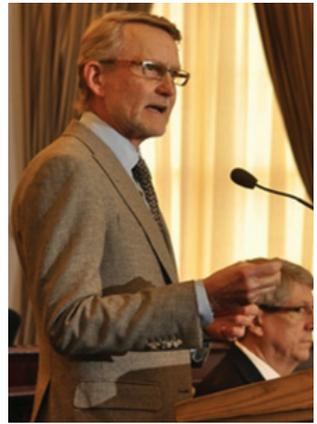
Frith Fine Arts Center Lobby

**Refer to pages 14 and 15 for a detailed campus map.*



Mayor John Robert Smith

Mayor Smith currently serves as Chairman of Transportation for America, where he advises on strategy, capacity building, and national outreach. He became chairman in 2012 after leading Reconnecting America as President & CEO. Prior to his role there, he served as Mayor of Meridian, Mississippi for 16 years. During his tenure as Mayor, John Robert received acclaim for his aggressive facilitation of the public-private partnerships that resulted in over \$430M of infrastructure projects that bolstered the economy and quality of life for the people of Meridian. A recognized authority on public and private transportation & development funding, he guided the development and construction of the Southeast's first multi-modal transportation center, Meridian Union Station.



Reverend Richard Joyner

Reverend Joyner is the pastor of the Conetoe Chapel Missionary Baptist Church. Conetoe, a small town of 287 people, is located in rural northeastern North Carolina and has high rates of poverty and unemployment. Reverend Joyner is the Director of the Chaplain program at Nash Health Care Systems and is charged in that capacity with creating innovative programs to improve population health in the area. Serving in his church and community, he was seeing the connections between poverty, health, and education. In 2007, Reverend Joyner launched the Conetoe Family Life Center. The mission, “to improve the health of the youth and community by increasing access to healthy foods, increasing physical activities and providing access to health services” is improving the resources available to families in Conetoe. Because of his great work, Reverend Joyner was named a 2015 Top 10 CNN Hero.





ACTIVE LIVING

▶ Session 1 - Building Awareness

Speaker: Graham Smith PLA, ASLA, CLARB, LEED AP - DHM Design

Description: DHM will provide an in-depth look at how and why connectivity, urban planning and designing spaces in communities and parks is essential to improving health indicators in our region. Attendees will learn about four different active living projects that DHM currently is working on in our region.

▶ Session 2 - What is Happening?

Speakers: Amanda Paez - Assistant to City Manager City of Danville and Anna Levi - Associate Planner City of Danville

Description: What is a complete streets policy and what does it mean to you? Understand the process the City of Danville is currently undertaking in adopting Complete Streets policies and the impact that these policies have on the community. Learn how complete streets are planned, designed, operated and maintained to allow safe, convenient and comfortable travel and access for all users.

▶ Session 3 - Visioning

Speakers: Andy Boenau - Urban Planning Practice Leader Timmons Group and Tim Schwantes MPH, MSW - Project Officer Active Living by Design

Description: Parks and open spaces are generally designed to accommodate walking and bicycling, yet getting there by the same mode can be a challenge. People expect to see pedestrians and bicyclists, but often with the assumption that it's pure recreation. Connecting parks and open spaces to surrounding neighborhoods with walkable and bike-friendly infrastructure is paramount to a healthy community. Research shows more families will ride bikes to the park when there's a safe route to travel. This session will help attendees reimagine streets as infrastructure that promotes active, healthy lifestyles.

HEALTHY EATING

▶ Session 1 - Building Awareness

Speaker: Jesse Richardson Jr. - WVU Associate Professor and Lead a Land Use Attorney

Description: Why is it important to have access to fresh, local food while supporting local farmers? Learn how planning, zoning, ordinances and policies on a local, state and federal level impact food systems in your community.

▶ Session 2 - What is Happening

Speaker: Smithson Mills - Owner Smithson Mills Consulting

Description: Learn about the concept of shared use kitchens and how similar facilities function. Also, get an in depth look at the current Feasibility Study for Regional Shared use Food Processing Facility and kitchen that is being conducted for our region and hear the preliminary results.

▶ Session 3 - Visioning

Speaker: Ann Meletzke - Executive Director Healthy Alamance

Description: Similar to The Health Collaborative, Healthy Alamance is a collaborative that focuses on mobilizing resources to develop and support a healthy, nurturing community. In this session you will learn about work happening in Alamance County, NC that focuses on possible projects and opportunity for our region.



HEALTHY EATING (cont'd)

Speaker: Emily M. Edmonds, MPA - Extension and Outreach Program Manager, NC State University Center for Environmental Farming Systems

Description: Understand a statewide perspective highlighting what other communities have done with local government policy change related to local food systems and healthy food access.

CROSS-CUTTING APPROACHES

▶ Session 1 - Building Awareness

Speaker: Ann Vanderyliet Stratton - Executive Director Smart Beginnings Danville Pittsylvania County

Description: Children in our region face many obstacles and barriers when it comes to living healthy lifestyles. Awareness in our area is centered on health rankings and numbers but many of us are unaware of unmet needs and gaps that exist in our community and how they have a direct impact on children's health. Learn more about what steps are being taken to tackle this issue within the region.

Speaker: Digital Benefits Advisors

Description: Are you aware of barriers that you and your co-workers face each day in the workplace to live healthy lifestyles? Digital Benefits works with several organizations in our region and will provide you with a comprehensive view of what issues employers are facing and how to make small changes with big results.

▶ Session 2 - What is Happening

Speakers: Stacey Ensminger MS, RD, SNS - Director of Child Nutrition Danville Public Schools and Jason Bookheimer CPRP - Division Director City of Danville Parks and Recreation

Description: Join this energetic session to learn about the regions new Thrive healthy lifestyles recognition program! The Health Collaborative has developed a program to generate energy behind choosing healthy lifestyle choices in schools, churches, out of school settings and worksites. Be sure not to miss this session and make an impact at your organization today!

▶ Session 3- Visioning

Speaker: Eric Henry, President - TS Designs

Description: How does the 30 year owner of a small business screen printing company in Burlington, NC create a local environmentally and socially-conscious business and organization? Over the past decade Eric has fostered an environment in his workplace that encourages eating local, fresh foods, connecting to local resources and educating his staff on resources as well as an onsite garden that staff can pick daily from. Learn how to make these changes within your own organization and begin to think differently about the quality of life in the workplace.

ACCESS TO HEALTHCARE

▶ Session 1 - Building Awareness

Speakers: Jennifer Nixon - Executive Director, Reidsville Area Foundation and Amanda Bennett Executive Director, Rockingham County Healthcare Alliance

Description: Barriers to healthcare in our region are both numerous and complex. However, many partnerships both locally and nationally have created innovative solutions



ACCESS TO HEALTHCARE (cont'd)

to increasing access to care. This session will provide an overview of the broader issues in accessing healthcare, and provide an example of how Rockingham County has come together to improve both access to and quality of care for the uninsured and underinsured residents in their area.

▶ Session 2 - What is Happening

Speakers: Monica Crews - Director of Medical Management Programs for Gateway Health; Alan Larson - CEO Danville Regional Medical Center; Marsha Mendenhall - Chief Operating Officer PATHS

Description: The Institute for Advanced Learning and Research (IALR), Gateway Health, Piedmont Access to Health Services (PATHS), Danville Redevelopment and Housing Authority (DRHA) and the Regional Health Collaborative are partnering on an initiative that will deploy ten Community Health Workers (CHW) throughout the Collaborative's region for a period of three years. The intent is to improve citizens' health by providing linkages for the various health and social needs of patients as well as enhance the career potential for CHWs in Southern Virginia. Key stakeholders in the CHW initiative will discuss the importance of collaboration and the timeline for implementation.

▶ Session 3 - Visioning

Speakers: Cynthia Newbille, Richmond Memorial Foundation, Program Officer and Coordinator of the Patient Centered Medical Home Initiative, Karen Legato, Executive Director, Health Brigade (Free Clinic), Tracy Causey, Chief Executive officer, Capital Area Health Network (FQHC)

Description: A Virginia Safety net Clinic Collaborative's Journey to Patient Centered Transformation. This session will provide examples of best practices for achieving patient centered medical home recognition, highlighting the practical processes, relationship building, resources, investment, challenges and commitment necessary by clinical and philanthropic leadership to create and sustain a long-term strategic initiative to implement care model transformation and maintain a Patient-Centered Medical Home model of care.

PLENARY SPEED SESSIONS

▶ Topic: Capacity, Leadership Development and Community Engagement

Speaker: Dr Alexis Ehrhardt - Executive Director Center for Community Engagement and Career Competitiveness

▶ Topic: 2016 Health Collaborative Reporting over Two Years

Speaker: Tim Schwantes MPH, MSW - Project Officer Active Living by Design

▶ Topic: Lots for Potential: Community Gardening Project

Speaker: Jaqueline Wells - Housing and Development Planning Specialist City of Danville

▶ Topic: Eat Smart, Move More

Speaker: Ashley Nauta - District Extension Agent, Agriculture & Natural Resources VA Cooperative Extension



- ① Main Hall
- ② Davenport Hall
- ③ Danville Hall
- ④ Bishop Hall
- ⑤ Student Success Center
- ⑥ Frith Fine Arts Center/Gymnasium
- ⑦ Frith Hall
- ⑧ Conway House
- ⑨ Alumni Hall
- ⑩ Grousbeck Music Center
- ⑪ Commons Apartments
- ⑫ Tennis Courts
- ⑬ Aramark Security
- ⑭ Jordan Commons

RETT UNIVERSITY MAIN CAMPUS



420 West Main St., Danville, VA 24541
(434) 791-5600
1-800-AVERETT

- 15 Student Center Plaza
- 16 Student Center
- 17 Welcome Center
- 18 Fugate Hall
- 19 Schoolfield House Booksellers
- 20 Schoolfield House Courtyard
- 21 Fine Arts Building
- 22 Mary B. Blount Library
- 23 Carriage House
- 24 W.C. English Hall
- 25 Averett Central
- 26 President's House
- 27 Mt. View Apartments

Thank you!



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