

DAN RIVER REGION REPORT

MOMENTUM FOR CHANGE

2018



A special thank you

to our contributing partners, whose funding supports the work of The Health Collaborative and makes progress toward achieving the goals outlined in the *Health for All* action plan.



Table of Contents

Introduction	4
A Snapshot	5
Active Living	6
Healthy Eating	7
Healthy Spaces	8
Access to Healthcare	10
Leadership & Capacity Building	11
Projects	12

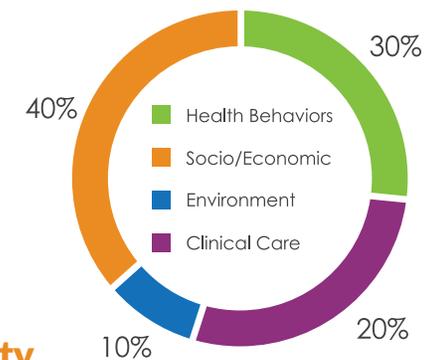


Introduction

Committed to creating communities where current and future residents have access to opportunities to live healthy

Four years ago, The Health Collaborative was established to address the high rates of obesity, chronic disease, lack of equitable access to healthy foods and physical activity opportunities, and poverty experienced by residents of the Dan River Region. Knowing that a healthy population is key to our region's social, economic and physical vitality, our approach to building a healthier community is founded on a broad definition of health that goes beyond the absence of disease and illness. Research has shown that health is more than what happens at the doctors' office and is influenced by more than just our individual health behaviors. In fact, fifty percent of the factors that influence health outcomes are related to socio-economic and built environment indicators. To address these factors, The Health Collaborative, takes an integrated approach complementing the existing programs of our partners with policy, systems, and environmental changes to ensure long-term, sustainable impacts. With five main goal areas – active living, healthy eating, access to healthcare, healthy spaces, and leadership and capacity building, we are committed to creating communities where current and future residents have access to opportunities to live healthy.

FACTORS THAT INFLUENCE HEALTH



Fifty percent of the factors that influence health outcomes are related to socio-economic and built environment indicators.



A Snapshot

Our Mission: Unite organizations and create action to support health for all people in the Dan River Region

Impact Statement: Indicators reflect a healthy, active, engaged and educated region where everyone lives in an environment where they can thrive.

Guiding Principles:

- Health Impact – will the strategy influence a greater number of people over a longer period of time, in order to create a healthy population in the Dan River Region?
- Feasibility – is the strategy likely to happen based on current capacity, available resources and political will?
- Health Equity – is the strategy likely to directly impact the individuals and communities in most need? Does it create opportunities for neighborhood and community residents to design, lead, and implement initiatives to improve their own health and the health of their neighbors?

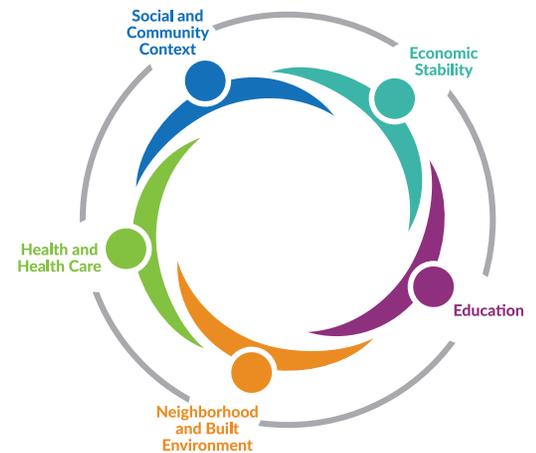
Service Area: Caswell County, NC; Danville, VA; Pittsylvania County, VA

Members and Engagement: 223 members representing 150 organizations, institutions, community groups and neighborhoods.

Cross-Sector Representation: Education, business, local government, nonprofits, faith-based communities, philanthropy, agriculture and community services.

SOCIAL DETERMINANTS OF HEALTH FRAMEWORK

The conditions in which residents live, learn, work, play, pray, and age that impact our health.





Active Living

To 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. It is also shown that having nearby access to sidewalks, bike lanes, trails and greenways make it easier for residents to get routine exercise. To ensure equitable access, The Health Collaborative is working with local governments, schools, and faith-based communities to make physical activity accessible for all.

Danville Parks and Recreation is focusing on creating equitable access to parks and open spaces throughout the City. A mapping project was completed that rated existing parks, identified barriers to use of existing parks and identified gaps in service within the City. Currently, a plan is being developed that will create a systematic approach to addressing barriers and gaps in service.

Pittsylvania County Parks and Recreation has made trail surface improvements to 1.5 miles of the Ringgold Rail Trail, as well as trailhead improvements and signage. Additional grants have been submitted to cover another 1.25 miles of the trail. Furthermore, the County has allocated \$150,000 over the next 2 years for improvements to Wayside Park.

Caswell County completed a Parks and Recreation Master Plan. Acting as a blue print of action for the next 5 to 10 years, the plan outlines strategies, priorities, and opportunities for improving health and quality of life for Caswell residents.



TRAIL/PARK IMPROVEMENTS

Riverwalk Trail

11.7
miles completed

Ringgold Rail Trail

1.50
miles of surface improvements

1.25
miles of additional surface improvements planned

Wayside Park

\$150,000
allocated over next 2 years



Healthy Eating

Provide equitable access to local fresh and healthy food through a local food system that promotes vibrant farms, healthy people, strong communities, and a thriving local economy

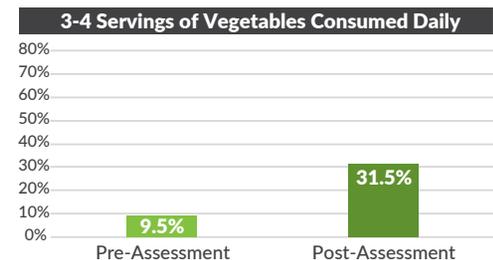
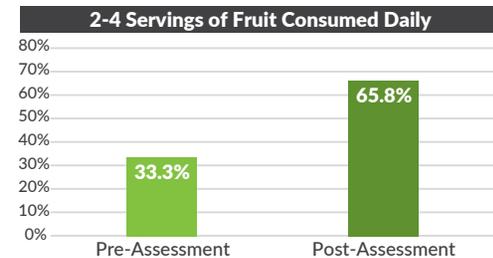
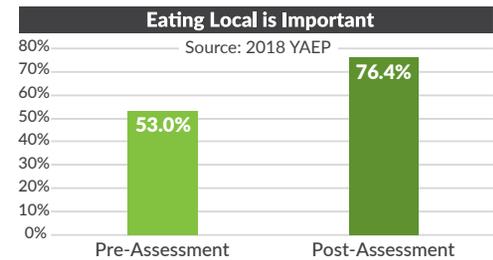
Food Deserts, areas where it is difficult to buy affordable or healthy food exist in all three localities within the Dan River Region. Furthermore, in 2016 the annual food budget shortfall for the Dan River Region, was an estimated \$9,827,000 (Feeding America, 2018). To address food access, The Health Collaborative is committed to building the local food system and providing access to fresh and affordable food near where people live.

- **Community Food System Assessment**

- Gathered information from 49 farmers, value added producers, restaurants and institutions
- Engaged 28 community members in conversations and exercises to envision their ideal local food system
- Established the Local Food System Steering Committee

- **Youth Agriculture Entrepreneurship Program (YAEP)**

- Established a partnership with the Danville Community College's Emerging Leaders Program
- Supported 50 middle and high school students in becoming community change agents, through food justice, agriculture, entrepreneurship, and workforce development activities.





Healthy Spaces

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

Many adults and children spend the majority of their time outside of the home – at work, school, childcare, after-school programs and with their faith communities. These institutions have their own policies and culture which impact healthy living opportunities. In partnering with institutions and community organizations, the Healthy Spaces action team is working toward increasing access to healthy eating and physical activity opportunities for Dan River Region residents.

FitMobile, a partnership with Danville Parks and Recreation, Averett University, the Community Health Worker Initiative, and Virginia Cooperative Extension, was a new strategy piloted in the spring of 2018. Created to address to lack of access to physical activity opportunities in under-resourced communities in Danville, FitMobile, removed the barriers of cost and transportation by taking free exercise and nutrition classes into neighborhoods.

During the spring 2019 semester, FitMobile will be supported by a dedicated service learning course at Averett, allowing for a significant expansion.

2018 STATISTICS



12 weeks and **162 hours** teaching fitness to local neighborhoods during the spring semester



Over **180 classes** provided



224 adults and **348 children** in attendance totaling 572



Children who participated in FitMobile took **280,532 steps** equaling the distance to Greensboro, NC and back



6 Averett students received vouchers to sit for their Personal Trainer Certifications



3 Averett students were hired by Parks and Recreation after the semester was over



The THRIVE! Challenge

The THRIVE! Challenge is an initiative of the Healthy Spaces action team, that supports and recognizes organizations in the Dan River Region that are making an effort to support healthy living strategies among employees, students, and community members. The second year of the THRIVE! Challenge saw an increase in participation among worksites, and welcomed Galileo High School as the first participating school.

2018 THRIVE! Highlights:

- 5** (five) health & wellness committees created
- 4** (four) sites have created activity clubs where fitness classes are offered such as yoga, walking clubs, weight watchers, food preparation, and aerobics
- 3** (three) sites provided nearby walking and biking routes
- 2** (two) blood pressure evaluations for staff on a routine basis
- 1** (one) One Justice Alliance brainstorm and planning for the region



Congratulations to the 2017 Award Winners

Danville City Council
Danville Rides Bike Share

Caswell County Local Foods Council
Soup's On! 2nd Wednesday

Danville-Pittsylvania Community Services
Wellness Works Committee

City of Danville
Complete Streets

Pittsylvania County Parks and Recreation
Middle School Parks

Caswell County Local Foods Council
Caswell Farmers' Markets



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 the Dan River Region who are without a medical home. One strategy to address these healthcare needs is the Community Health Worker Initiative. The Community Health Worker Initiative is a partnership among 12 organizations in the City of Danville, VA; Pittsylvania County, VA, and Caswell County NC, tasked with increasing our community's ability to manage chronic diseases. Our Community Health Workers serve as a link between healthcare, social services, and community members in order to improve clients' ability to manage their health through outreach, community education, advocacy and social support.

Readmissions Rate for the Community Health Worker Project Clients January 1, 2017 - August 31, 2018

Decrease in Admits After Enrollment for all Enrolled Clients*	22.83%
Decrease in Admits After Enrollment for Active and Graduated Clients	32.12%
Decrease in Admits After Enrollment for Super-user Active and Graduated Clients **	34.30%
Decrease in Admits After Enrollment for Super-user Active and Graduated Clients Excluding Outliers***	44.15%
Decrease in Super-user Admits after Enrollment	77.86%

* Enrolled clients that have been referred to the program that are non-compliant, outlier, inactive, active, and graduates

** Super-user: Individuals that have used the ED more than 5 times in the past 12 months

*** Five outliers that have been active and/or graduated in the CHW Project



Community Health Worker Data
January 1 2017 - August 31 2018

640 Clients Referred

 Program Enrollment
61% (390)

 Program Graduates
53% (205)

 Enrolled Clients with PCP Connections
42% (163)



Leadership & Capacity Building

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

- **The Health Collaborative received a Spotlight Award in the Healthiest Cities & Counties Challenge.**

The Healthiest Cities and Counties Challenge is a 2-year initiative launched by the Aetna Foundation, American Public Health Association and the National Association of Counties. This prize philanthropy challenge, empowers 50 small-to-midsize cities and counties to implement and scale innovative solutions to pressing public health issues. The Health Collaborative was selected as a Spotlight Award Winner for our ability to show measurable improvements towards fighting local health disparities and social determinants of health challenges.

- Started targeted efforts in the counties by establishing Health Collaborative Chapters in Caswell and Pittsylvania counties. They are currently developing strategies around youth in agriculture, school-based health centers, walkability, resident engagement and community wealth building.
- Increased capacity by adding, Rachel Silber, AmeriCorps Vista, Local Food System Development & Shannon Moretz, Caswell County Project Coordinator to The Health Collaborative.
- Established the Health Equity Taskforce, Marketing and Communication Committee, and Sustainability Team.



Celebrating
**“Excellence in
Health Related
Public Policy
Changes to Improve
Community Health”**

was awarded to



Projects

Brosville Elementary Walking Trail	Fresh Approach to School Meals Conference	Community Health Worker Initiative
Pittsylvania County Middle School Parks	Riverwalk Expansion	Food Processing Facility Feasibility Study
Silas Moore Park Revitalization	THRIVE! Challenge	Virginia State Health Commissioner Visit
Danville Complete Streets Policy	Danville Public Schools Wellness Taskforce	Farmers' Market Vendor Training Series
Caswell County Parks and Recreation Master Plan	Healthy Eating and Physical Activity Standards in After School Programs	SOVA Agricultural Experience and Website
River District Open Space Plan	Healthy Meal Policies at Worksites	Eat Smart Move More at Farmers' Markets
River District Bike and Pedestrian Plan	Soup's on 2nd Wednesday	Caswell County Farmers' Market POP Program
River Front Park Plan	iChoose PCORI Grant	CCLFC Inspected Community Kitchen
Walk with a Doc	Get Out Movement - PCC Phi Theta Kappa	Lots of Potential
Donation Stations at Farmers' Markets	Gardens at After School Programs	Youth Agriculture Entrepreneurship Program
Double Bucks Programs at Farmers' Markets	2016 Finding our Roots	FitMobile
Caswell County Health for All Resolution	2017 Health Equity Report	Healthiest Cities and Counties Challenge
Yanceyville Farmers' Market	Local Food System Steering Committee	School Based Health Centers
Transportation Taskforce	Medicaid Expansion Taskforce	Park Equity Project

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