

nutrition happiness information dan river family care family community wellness community activity environment fitness women healthcare solutions dan river commitment lifestyle

# HEALTH SUMMIT

2015

collaboration dan river family healthy children activity information happiness children women exercise men care information wellness family care commitment activity happiness health care dan river wellness solutions wellness family information community

September 17, 2015 | Averett University  
A Dan River Region Health Collaboration



## Dear Participants,

The Dan River Region Health Collaborative invites you to join us in developing solutions to address our region's greatest health challenges, resulting in a region where all residents can thrive.

## join the movement!

The Dan River Region is a great place to live that includes charming small towns and neighborhoods, urban centers and historic downtowns, scenic river views, farmland and affordable convenient living. Our region's greatest asset, however, is our people. A healthy population is key to our social, economic and physical vitality. Our region currently suffers from poverty, obesity and chronic disease at rates much higher than state and national averages.

This situation is not unique to us. The Dan River Region is part of a national trend and an unprecedented public health crisis. What is unique to us is the dedication and passion of the many organizations, individuals and community groups that are working to improve the health of our region. This Health Summit is the culmination of nearly a year's worth of research, collaboration and innovation by numerous hardworking individuals and organizations from Caswell County, NC; City of Danville, VA and Pittsylvania County, VA.

## take action!

Throughout the work of our collaborative, we have evaluated our decisions and strategies based on several key themes, including equity, feasibility and impact. We have considered evidence-based strategies, promising practices and new innovative models, while giving careful consideration to the unique characteristics of our region. We are taking an integrated approach, which includes policies,

programs, systems and environmental changes that have been shown to improve health. Education is an important component of our work, but unless it is both sustainable and available to all members of the community, it will not have the greatest impact on our health. New policies and built environment changes can create access to healthy options for years to come. We also recognize the close connection between health, education and economic prosperity. One key to our success will be developing cross-cutting strategies that work to improve health outcomes while also addressing economic and workforce development challenges.

## improve health!

The following document is an executive summary of the goals that will be included in our Action Plan. This plan aims to unify efforts across our region, create a shared vision of wellness and become the universal tool for analyzing our success. The final Action Plan will be an ambitious 10-year regional plan to improve health outcomes and create an environment that supports health for all residents of the Dan River Region.

Today, we will discuss specific strategies that we believe will help us achieve these goals. This is truly a community effort, and we welcome and encourage your feedback. The final plan will be a blueprint for ACTION, and to be successful, we will need support from all sectors of our community, including local government, civic organizations, businesses, faith leaders, stakeholders and citizens. Please consider what you or your organization can do to help us achieve the goals outlined in this plan.

## THRIVE!

**Join the movement to help the  
Dan River Region THRIVE!**

## GOAL 1:

### ACTIVE LIVING:

Create equitable access to opportunities to be physically active.

**Objective 1:** Create greater access to open spaces and parks and recreation facilities.

*Vision Statement:* All community residents have access to parks, trails or open space within a reasonable distance. Schools, places of worship and other community facilities that provide opportunities for physical activity are open to the public.

**Objective 2:** Increase active transportation through infrastructure.

*Vision Statement:* Walking and bicycling routes connect neighborhoods to destinations and are not just for recreational use. Public and private development guidelines and policies promote healthy community design, including walking and bicycling infrastructure.

## GOAL 2:

### HEALTHY EATING:

Provide equitable access to local, fresh and healthy food.

**Objective 1:** Build a robust local food system.

*Vision Statement:* The Dan River Region food system promotes vibrant farms, healthy people, strong communities and thriving economies.

**Objective 2:** Create a healthy food retail environment in the Dan River Region.

*Vision Statement:* 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.

### GOAL 3:

#### ACCESS TO HEALTHCARE:

Increase access to health care, resources and education for low income, minority and other underserved populations.

**Objective 1:** Train and orient the healthcare community to address healthy weight management in both children and adults.

*Vision Statement:* Healthcare providers, across the region, deliver the same healthy living recommendations, and work together with community partners to connect patients with community resources and programs that improve health outcomes.

**Objective 2:** Expand access to health care through innovative approaches that are community-based and reduce individual and neighborhood barriers to receiving care.

*Vision Statement:* Dan River Region residents have a primary care physician, receive clinical preventive services, such as screenings and immunizations, and have access to resources that support healthy decisions at any age.

### GOAL 4:

#### CROSS-CUTTING APPROACHES:

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

**Objective 1:** Increase physical activity and healthy eating in and around schools.

*Vision Statement:* Healthy food is available and incentivized during the school day, and daily physical activity is provided through physical education or classroom activities. School policies support physical activity and healthy eating.

**Objective 2:** Increase physical activity and healthy eating in and around worksites.

*Vision Statement:* Worksite programs and policies support physical activity and healthy eating, and the infrastructure at and around worksites supports physical activity and access to healthy food.

**GOAL 4:**  
(cont'd)

**CROSS-CUTTING APPROACHES:**

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

**Objective 3:** Identify, adopt and implement healthy eating and physical activity standards in settings where children and adults are served.

*Vision Statement:* Community programs and local institutions follow national standards for healthy eating and physical activity. A regional recognition program highlights those that meet and exceed the standards.

**GOAL 5:**

**CAPACITY, LEADERSHIP DEVELOPMENT,  
COMMUNITY ENGAGEMENT:**

Create a sustainable platform that supports implementation, ongoing adaptation and evaluation of the Action Plan.

**Objective 1:** Maintain and build a strong and active collaborative structure with broad ownership and leadership opportunities, which represents the diversity of the Dan River Region.

*Vision Statement:* A strong regional platform supports continuous collaboration, serves as a catalyst to mobilize the community and develops emerging community leaders to improve community health.

**Objective 2:** Conduct a regular regional health needs assessment and collect ongoing data to evaluate specific goals and strategies.

*Vision Statement:* The Dan River Region has a comprehensive, reliable and up-to-date source of local data that can be used to inform decisions and evaluate success across the many facets of community health and wellness.



# SCHEDULE OF EVENTS

September 17

9:00am – 9:10am

## WELCOME

Charles Harris, Executive Vice President, Averett University

Laurie Moran, President, Danville-Pittsylvania County  
Chamber of Commerce

9:10am – 9:45am

## OPENING PRESENTATION

***A Social-Ecological Perspective of Health and Wellness  
in the Dan River Region.***

Jennie Hill and Jamie Zoellner  
Department of Human Nutrition, Foods and Exercise,  
Virginia Tech

Tia Yancey, iChoose Parent Advisory Team

9:45am – 10:15am

## PRESENTATION OF THE HEALTH ACTION PLAN

10:15am – 10:30am

## BREAK

10:30am – 11:30am

## CONCURRENT BREAKOUT SESSION I

- **Healthy Eating**  
*Session Location: Pritchett Auditorium, Frith Hall\**
- **Cross-Cutting Approaches**  
*Session Location: Multipurpose Room, Student Center\**

11:30am – 12:30pm

## CONCURRENT BREAKOUT SESSION II

- **Active Living**  
*Session Location: Pritchett Auditorium, Frith Hall\**
- **Access to Healthcare**  
*Session Location: Multipurpose Room, Student Center\**

12:30pm – 1:30pm

## KEYNOTE SPEAKER AND LUNCH

Chip Johnson, Mayor of Hernando, Mississippi  
*Event Location: Student Center Lawn*

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



# HEALTH SUMMIT BREAKOUT SESSIONS

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The Health Summit breakout sessions are designed to introduce participants to strategies that our region may pursue to meet our goals. Each session will focus on one of four focus areas and will begin with a brief overview of the proposed goals and objectives. The sessions will then be divided into three main sections.

1. Overview of existing efforts that are showing promise in our region
  2. New potential strategies presented by an expert or neighboring community
  3. Facilitated discussions to prioritize strategies and recommendations for the Action Plan
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- **HEALTHY EATING**

Location:  
Pritchett Auditorium,  
Frith Hall\*

**LOCAL PRESENTERS:**

- Fred Wydner, Agricultural Development Director, Pittsylvania County
- Tammy Carter, Vice President, Caswell County Local Foods Council
- Kenny Porzio, Danville Community Market Manager, City of Danville Parks and Recreation
- Karen Harris, Executive Director, God's Storehouse

**GUEST SPEAKER:** Kelly Warnock, MPH, RD, LDN – Communications and Health Promotions Manager, Durham County Department of Public Health

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- **ACTIVE LIVING**

Location:  
Pritchett Auditorium,  
Frith Hall\*

**LOCAL PRESENTERS:**

- Mark Moore, Director of Parks and Recreation, Pittsylvania County
- Bill Sgrinia, Director of Parks and Recreation, City of Danville

**GUEST SPEAKERS:**

- Jeff McIntyre, Executive Director, Active RVA
  - Jacki Quinlan, Community Fitness Engagement Specialist, Sports Backers
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- **ACCESS TO HEALTHCARE**

Location:  
Multipurpose Room, Student Center\*

**LOCAL PRESENTERS:**

- Marsha Mendenhall, AHEC Program Director, Piedmont Access to Healthcare Services, Inc.
- Dr. Matthew Arroyo, District Health Director, Virginia Department of Public Health
- Monica Crews, Director of Healthy Solutions, Gateway Health

**GUEST SPEAKERS:**

- Michael Rhein, President & CEO, Institute for Public Health Innovation
  - Denise Wise, Community Advocate Supervisor, Institute for Public Health Innovation
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- **CROSS-CUTTING APPROACHES**

Location:  
Multipurpose Room, Student Center\*

**LOCAL PRESENTERS:**

- Jason Bookheimer, Division Director of Community Recreation City of Danville Parks and Recreation
- Stacey Ensminger, School Nutrition Director, Danville Public Schools

**GUEST SPEAKERS:**

- Tim Schwantes, Project Officer, Active Living By Design
  - Risa Wilkerson, Assistant Director, Active Living By Design
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\*Refer to pages 14 and 15 for a detailed campus map.

## SPEAKER

## BIOS

September 17

## KEYNOTE SPEAKER

### **Chip Johnson, Mayor, Hernando, MS**

Chip is serving his third term as Mayor of the City of Hernando, Mississippi, and previously served a term as an alderman for the city. Chip previously served one year as President of the Mississippi Municipal League and three years as the Legislative Chairman.

Chip Johnson served with distinction in the United States Submarine Service for six years during the Cold War. Chip returned to Desoto County in September of 1990 and purchased the franchise that he owned for 20 years. In 2004, Chip was awarded the Dwyer Group's North American Franchisee of the Year award.

Chip is a Board Member of the Mississippi Bike/Walk and a life member of the Veterans of Foreign Wars. He is a member of the Desoto Economic Council where he serves on the Governmental Affairs Committee & the Tax Advisory Committee. He is a member of the National Trust for Historic Preservation and has lived in the Southside historic district in Hernando since 1997. Chip is a member of the North Mississippi Land Trust and the First Presbyterian Church of Hernando.

Chip has become a spokesperson for community health and quality of life initiatives, especially those that can be undertaken by local governments. Chip served as a panelist at the CDC's Weight of the Nation Conference in D.C. and has since been to the White House to be with the First Lady as she announced her Childhood Obesity Initiative.

## OPENING PRESENTERS

### **Jamie Zoellner, PhD, RD, Associate Professor, Department of Human Nutrition, Foods and Exercise, Virginia Tech**

Dr. Jamie Zoellner is currently an Associate Professor and Registered Dietitian in the Department of Human Nutrition, Foods and Exercise at Virginia Tech and is affiliated with the Fralin Translational Obesity Research Center. She received her B.S. in Food Science & Human Nutrition and Medical Dietetics at the University of Missouri, her M.S in Nutrition at the Chicago Medical School, and her Ph.D. in Food Science and Human Nutrition at Colorado State University. Dr. Zoellner leads the Community-Based Health Disparities Program within HNFE. Her research includes engaging health disparate populations in community-based participatory research (CBPR) and discovering solutions to the causes and consequences of limited health literacy. The goal of Dr. Zoellner's CBPR work is to build research capacity among at-risk communities to promote the sustainability of effective nutrition and physical activity interventions.

For the past six years, she has been actively engaged in the Dan River Region and with advancing the obesity mission of the Dan River Partnership for a Healthy Community. She currently co-leads a National Institutes of Health grant that aims to build the capacity of health and community systems in the Dan River Region in the development, implementation, evaluation, and sustainability of iChoose, an evidence- and family-based childhood obesity treatment program. At Virginia Tech, Dr. Zoellner teaches courses in Health Counseling and in Community-Based Research Methods. Dr. Zoellner is an active member of the Academy of Nutrition & Dietetics and serves on the journal's Board of Editors, the Research Committee, the STATS Committee, and as an Evidence Analyst for the academy's Evidence Analysis Library.

# SPEAKER

## BIOS

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**Jennie Hill, PhD, Assistant Professor, Department of Human Nutrition, Foods and Exercise, Virginia Tech**

Dr. Jennie Hill is an Assistant Professor in the Department of Human Nutrition, Foods and Exercise at Virginia Tech and is affiliated with the Fralin Translational Obesity Research Center. She received her B.S. in Exercise Science from the University of Nebraska-Kearney, her M.S. in Kinesiology from Kansas State University and her PhD in Health and Behavioral Sciences from the University of Colorado-Denver. Dr. Hill's research focuses on physical activity and the ways in which social and physical or built environments influence physical activity. Her research on physical activity and built environment is grounded in community-based participatory (CBPR) approaches that seek to engage communities in identifying and implementing evidence-based strategies to address obesity, physical inactivity and poor nutrition.

Since 2009, Dr. Hill has worked in the Dan River Region focused on addressing obesity through the Dan River Partnership for a Healthy Community (DRPHC). Dr. Hill has led efforts related to the regional surveillance survey and assessments of the built environment. Additionally, she serves as a co-investigator for the iChoose family-based childhood obesity treatment program and assists parks and recreation partners on efforts to adopt Healthy Eating and Physical Activity Standards in after school settings. At Virginia Tech, Dr. Hill teaches courses in Epidemiology and Social Determinants of Disease. Dr. Hill is a member of the Society of Behavioral Medicine and the International Society for Behavioral Nutrition and Physical Activity.

## BREAKOUT SESSION SPEAKERS

### • HEALTHY EATING

**Kelly Warnock, MPH, RD, LDN – Communications and Health Promotions Manager, Durham County Department of Public Health**

Kelly Warnock manages nutrition programs at the Durham County Department of Health, where she has worked for the last 9 years. Her team works to increase access to healthy foods by creating policy, environmental, and system changes. She and her team currently work on a farmers' market double bucks program, healthy corner store project, and a childcare nutrition consultation project. Kelly is also co-chair of the Partnership for a Healthy Durham's Obesity and Chronic Illness Subcommittee. When she's not at work, Kelly spends her time playing with her two young children.

### • ACTIVE LIVING

**Jeff McIntyre, Director, Active RVA**

Jeff McIntyre is the Director of Active RVA, part of Richmond's Sports Backers - which produces events including Dominion Riverrock, the largest outdoor sports and music festival in the country; Ukrop's Monument Avenue 10k, the 8th largest running race in the United States; and the Anthem Richmond Marathon, one of the largest marathons in the country. Active RVA was launched in 2012 to take the next step in making active living a regional priority in Richmond. In partnership with dozens of other organizations, Active RVA works through policy, programming, and physical projects to improve quality of life for all Richmonders through active living.

Prior to moving to Richmond to join Active RVA in 2015, Jeff worked as the Director of PBS's Funding and Editorial Policy where he helped establish a nutrition standard for PBS Kids.

# SPEAKER

## BIOS

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Before PBS, Jeff was the Director of National Policy for Children Now and spent 15 years as a Senior Legislative and Federal Affairs Officer with the American Psychological Association.

Previously, Jeff served as an advisor to the White House Task Force on Childhood Obesity and was Chair of the Public Health Committee of the Federal Communication Commission's Task Force on Media and Childhood Obesity. While Chair of the Children's Media Policy Coalition, he served on the Advisory Board for PBS Kids, the Robert Wood Johnson Foundation's Roundtable on Childhood Obesity, and the national Children's Digital Media Center. He was recognized as 'Chairperson for the Day' at the 2007 World Summit on Media for Children in Johannesburg, South Africa.

### **Jacki Quinlan, Community Fitness Engagement Specialist, Sports Backers**

Jacki Quinlan is the Community Fitness Engagement Specialist at Sports Backers – a nonprofit organization in Richmond, Virginia. Sports Backers has a vision to transform Richmond into the most physically active community in the nation by leading the area in embracing and celebrating an active lifestyle. The organization produces and supports nationally recognized quality sporting events and award winning programs that motivate locals and visitors alike to be more active. Jacki's work at Sports Backers includes managing the Keep It Moving and Kids Run RVA programs. Keep It Moving is the umbrella program for all of the Sports Backers' initiatives that are designed to combat the health disparities and inequities that exist in Richmond's most challenging neighborhoods.

Prior to formally joining Sports Backers in 2014, Jacki created and coached a kids running club for several years at an inner city school in Richmond and served on the Kids Run RVA Committee. She served as the Regional Director at The New Y-CAPP, Inc. where for 8 years she implemented and managed mental health services in over 30 schools in the Richmond region. Earning a Bachelor's Degree in Psychology from Radford University and a Master's Degree in Education from Liberty University, Jacki has always had a passion for working with individuals to overcome barriers and achieve their maximum potential.

- **ACCESS TO HEALTHCARE**

#### **Michael Rhein, MPA, President and CEO, Institute for Public Health Innovation**

Michael Rhein is President & CEO of the Institute for Public Health Innovation (IPHI). Michael has helped direct IPHI's rapid growth into a leading regional resource for developing multi-sector partnerships to further innovative public health practice and transform health systems. Under Michael's leadership, IPHI has become an established expert and partner in Virginia, Maryland and the District of Columbia in the development and utilization of the community health worker workforce, healthy eating and active living (HEAL) policy and strategies, health equity, and other areas of importance to community health and wellness. Michael has worked for over 20 years in the public health field, with a particular focus on community-based efforts to reduce health disparities and inequities. His career has included positions with CommonHealth ACTION, National AIDS Fund, National Association of County & City Health Officials, and the Metropolitan Washington Council of Governments, among other respected non-profit organizations.

# SPEAKER

## BIOS

September 17

### **Denise Wise, Community Advocate Supervisor, Institute for Public Health Innovation**

As a Community Advocate Supervisor with the Institute for Public Health Innovation (IPHI), Denise serves as a staff leader and program coordinator for an innovative community health worker program based in public housing communities in Richmond. Denise has a wealth of public health and community experience. She serves as Co-Chair of the 7th District Health and Wellness Initiative in Richmond and as a Southeast Regional Representative for the National REACH Coalition. Previously, she was a Program Director for a diabetes education program funded by the Centers for Disease Control and Prevention and implemented by the Capital Area Health Network, a Federally Qualified Health Center in Richmond. The program was designed to teach patients how to self-manage their disease. Prior to her position as Program Director, Denise worked for fifteen years with UNOS – the United Network for Organ Sharing, informing African Americans about organ and tissue donation. She has served as Chairperson of the East Team Board for over four years and worked with The City of Richmond on different community projects. These endeavors of service to her community have afforded her the great opportunity of working in the same neighborhood where she resides. Denise has completed numerous certificate programs in community work, public health leadership, and political leadership.

### • **CROSS-CUTTING APPROACHES**

#### **Risa Wilkerson, MA, Associate Executive Director, Active Living By Design**

Risa Wilkerson is the Associate Executive Director of Active Living By Design (ALBD) and provides strategic guidance to fulfill the organization's mission and vision. Risa also provides marketing and communications leadership to lift the ALBD brand and position the team as thought leaders in the field. Previously, Risa served as ALBD's Marketing and Communications Director and was a senior project officer. She provided coaching, technical assistance and grant oversight to multidisciplinary community-based partnerships across the country. Additionally, Risa serves as Board Chair of the Safe Routes to School National Partnership's (SRTSNP). The SRTSNP is a network of more than 750 nonprofit organizations, government agencies, schools, and professionals working together to advance safe walking and bicycling to and from schools, and in daily life, to improve the health and well-being of America's children and to foster the creation of livable, sustainable communities.

Risa holds an M.A. in communication from Michigan State University. She is also an alumna of the University of South Carolina's Physical Activity and Public Health Course, a training program sponsored by the Centers for Disease Control and Prevention.

#### **Tim Schwantes, MPH, MSW, Project Officer, Active Living By Design**

As a Project Officer at Active Living By Design, Tim Schwantes works on local, regional and national initiatives that support community partnerships' efforts to improve public health through changes in local policies and the built environment. Tim supports technical assistance, communication and monitoring efforts for funded partnerships across the country. He also works on evaluation and other cross-grantee initiatives, including special research projects and managing the development of technical assistance tools and resources. Tim earned master's degrees in social work and public health, as well as a BA in public policy with a specialization in health policy, from the University of North Carolina at Chapel Hill.



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

# AVERETT 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

to the many community partners who have been involved in this effort. Reaching the goals outlined in this action plan will require the dedication and support of the entire community. **If you or your organization would like to get involved, please email [drhealthcollaborative@gmail.com](mailto:drhealthcollaborative@gmail.com).**

American National Bank and Trust Company  
Averett University  
Balanced Health Chiropractic  
Cancer Research and Resource Center of Southern Virginia/Danville  
Caswell County  
Caswell County Cooperative Extension  
Caswell County Health Department  
Caswell County Local Foods Council  
Caswell County Schools  
Caswell Family Medical Center  
Centra Health  
City of Danville  
Dan River Region Workforce Collaborative  
Danville Pittsylvania County Chamber of Commerce  
Danville Community College  
Danville Community Market  
Danville Cooperative Extension  
Danville Free Clinic  
Danville Life Saving Crew  
Danville Public Schools  
Danville Redevelopment and Housing Authority  
Danville Regional Foundation  
Danville Regional Medical Center  
Danville-Pittsylvania Community Services  
Gateway Health  
Get Fit Dan River Region  
God's Storehouse  
Grace and Main Fellowship  
Healing Grace Foundation  
Middle Border Forward  
Piedmont Access to Health Services (PATHS)  
Piedmont Community College  
Pittsylvania County  
Pittsylvania County Cooperative Extension  
Pittsylvania County Schools  
Pittsylvania Danville Health District  
Smart Beginnings  
United Way of Danville Pittsylvania County  
Virginia Tech

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To provide additional input, please go to:  
<https://www.surveymonkey.com/r/drhealthsummit>

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