Appendix D: Initiatives Since Last CHNA

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Appendix D: Summary of Initiatives since the last Health Needs Assessment

The Cameron Foundation has provided Health Needs Assessments for the service area since 2008 with the first publication. In the 2008 publication, five areas were identified as needing improvement in the service area: (1) Teen pregnancy prevention/prenatal care (2) Access to Health and Dental Services (3) Prevention Services/Health Education (4) Behavioral Health Services and (5) Transportation. Recommendations such as provide and expand evidence based pregnancy prevention programs to young people in schools and communities, add dental capacity at community health centers and other appropriate locations, develop and/or enhance community based, comprehensive and sustainable prevention programs, and add behavioral health services in community health centers were gaps in services that providers in the area proceeded to address.

Subsequently, the information provided to the community regarding Behavioral Health Services in the 2008 Health Needs Assessment resulted completion of the 2009 Behavioral Health Needs Assessment. Many of the recommendations in that document resulted in systems changes to Behavioral Health Services across the service area.

The most recent Health Needs Assessment was published in 2013. Some of the recommendations remained the same, but additions to the recommendations included, job training and opportunities, improved access to health insurance, and improved access to community based health services.

This section, Summary of Initiatives that Impact Health, highlights the work of providers in the area to address health disparities since the publication of the 2013 Health Needs Assessment (initiatives in 2012 are included as well; data prior to 2011 was included in the 2013 document). The variety of interventions and prevention strategies vary, but the commitment to a strong health community by stakeholders and citizens is the unifying goal.

District 19 Community Services Board Community Based Crisis Stabilization (2012)

The program began February 2012. The goals of the program is to provided an independent clinical intake to determine the level of need and recommend the most appropriate, least restrictive service to meet the client’s presenting problem. The population served are ages 11 years of age and older, experiencing an acute crisis of a psychiatric nature that may jeopardize the current community living circumstances. The goal is to divert hospitalization or re-hospitalization of the individual. As of the reporting of this information, records indicate that more than 50% of consumers who have completed the program out of the hospital for at least 30 days. The Cameron Foundation in response to the 2008 Health
Needs Assessment, conducted a 2009 Health Needs Assessment on the behavioral health needs in the service area.

The Wellness Engagement Project Virginia Commonwealth University (VCU) and Pathways (2012)

The primary goal of the Wellness Engagement Project (WE) was to develop a comprehensive understanding of obesity in the City of Petersburg and to identify interventions that promote increased physical activity and improved nutrition. Several methodologies were employed including asset mapping of assets related to physical activity and nutrition in the City of Petersburg by Petersburg youth and VCU students, key informant interviews and focus groups with different stakeholders in the community, house chats with community residents, and community surveys.

The methods were used to inform the development of an 8 week pilot intervention to promote increased physical activity and nutritional choices that would reduce obesity. There were several major findings from the needs assessment conducted by the WE Project. The thirteen youth who participated in the asset mapping project identified 358 physical activity and nutrition related assets in the community. The youth identified 60 religious institutions as assets to physical activity and nutrition in Petersburg; 52 retail and tourism assets; and 66 assets that could be repurposed into health related assets.

One short-term suggestion was partnerships with local businesses to host cooking classes that promote healthy eating habits. A long-term suggestion was improvement in the recreational infrastructure to promote physical activity among residents. Forty key informant interviews were conducted with stakeholders in education, neighborhood associations, health care, civic positions, business, recreation and parks, grassroots community members, law enforcement, faith community and human and social services to better understand the perceptions of obesity in Petersburg and residents’ barriers to physical activity and healthy eating. The stakeholders identified several key themes including the importance of marketing healthy lifestyles and the WE project, the critical role of government, the need for cross-sector partnerships, and the need to include schools in these initiatives. Focus groups were conducted with community members, faith based groups, healthcare providers, and parents and youth about healthy eating and physical activity among Petersburg residents. The participants in the focus groups perceived mental health, depression and stress affect how people take care of themselves. They also believed that incentives and competition are potential ways to motivate health behavior among residents. House chats, hour long conversations with friends, family and acquaintances about perceived assets and barriers to reducing obesity, was conducted with 176 Petersburg community residents. The results were that residents asserted that their day-to-day survival made health efforts difficult and that it may be feasible to make
smaller changes daily to improve their health. Community surveys were distributed in the seven wards in Petersburg. A total of 1,313 individuals participated in the survey of which 1,044 resided within the city of Petersburg. The majority of the participants were women between the ages of 45 and 63. Eighty-four percent would like to eat better and need support as well as encouragement to make behavior changes. Approximately, less than half, agreed that they cannot afford to buy healthy foods to eat. An 8 week pilot intervention resulted in participants (40 participants, between ages of 22 and 63, majority women and African American) who tried to reduce the amount of sugary drinks, made meaningful changes to what they ate made attempts to increase fruits and vegetables increased physical activity and reduced portion sizes 2-3 times a week. Fifty-eight percent of the participants reported that family and friends gave support and encouragement to stick with the exercise program.

**Virginia Commonwealth University, Pathways and the Petersburg Wellness Consortium (PWC) (Fall 2012)**

The Petersburg Wellness Consortium was established on the onset of the WE Project after a series of community meetings to identify and reach consensus on health issues of significance and articulate plans for improving health outcomes collaboratively. The meetings resulted in the community targeting obesity as a critical health disparities problem that fuels the progression of many other chronic diseases. The PWC was initially supported by the Leadership Council and the Steering Committee and provided the leadership structure for the organization. The steering committee received coaching through the County Health Rankings and Roadmaps project funded by the Robert Wood Johnson Foundation. The work with the coach focused on building the structure of the Petersburg Wellness Consortium. The Steering Committee transitioned from leadership of the PWC and new leadership that primarily consisted of community residents provided new leadership for the PWC. The PWC has three workgroups: chronic disease, youth health and wellness and oral health (www.pwcpetersburg.org).

**District 19 Community Services Board Crisis Assessment Center (CAC) (April 2013)**

The Crisis Assessment Center (CAC) was created to provide an assessment site for law enforcement to use as an alternative to incarceration and as a services access point. The CAC provides on-site emergency services/clinical personnel who can determine clinical status and assess treatment needs for the individual, as well as law enforcement to support the site in accepting transfer of the Emergency Custody Order (ECO), providing for the safety of all persons involved. The CAC provides immediate crisis services for anyone seeking the service on a voluntary basis and when family members request assistance. The goal of the program is to reach people as early as possible in their crisis event,
ideally diverting from hospital treatment and incarceration. A 2017 report from the Department of Behavioral Health and Developmental Services reported that District 19 Crisis Assessment Centers had the lowest TDO (temporary detention order) rate in the state at 26%. The CAC also had the highest rate for diverting to community based treatment approaches.

The Cameron Foundation and the Institute for Public Health Innovation Healthy and Equitable Communities Workshops and Technical Assistance (2015)

As part of its strategy to promote a culture of health across the region, in 2015 The Cameron Foundation engaged Dr. Michael Royster of the Institute for Public Health Innovation (IPHI) to facilitate a series of workshops and provide technical assistance to interested communities who specifically wanted to address health with a social determinants of health lens. The sessions, which are co-sponsored by individual jurisdictions, engaged stakeholders to identify, develop and implement best practice community models to combat health disparities. The work focused on health indicators specific to the locality. Workshops were conducted in the cities of Colonial Heights, Hopewell, and Petersburg and the counties of Chesterfield, Dinwiddie, Prince George and Sussex. Technical assistance opportunities were provided to the City of Hopewell, Petersburg and the county of Sussex. The City of Hopewell focused on the inclusion of a health chapter in the update of the comprehensive plan for the City of Hopewell. Sussex County focused on building cross sector membership, and identifying and solidifying the goals of the local health coalition. The City of Petersburg focused on the continuation of solidifying the infrastructure of the PWC, with particular emphasis on building membership, and defining the direction of the chronic disease workgroup.

Governor’s Childrens Cabinet, Petersburg City and Schools Partnership, United Way of Greater Richmond and Petersburg (October 2015)

The Petersburg City and Schools Partnership is a collaboration between United Way of Greater Richmond and Petersburg, Petersburg City Public Schools, City of Petersburg, state government agencies, service providers and community groups including nonprofit and religious organizations. These entities work to support the strategic plan of Petersburg City Public Schools, Innovate 2022 (funded by The Cameron Foundation), by using collective impact principles to engage the entire local and state community toward shared goals and metrics. The City and Schools Partnership has six work groups Education, Housing, Nutrition, Out of School Time, School Climate, Student Health and Well Being. Recent accomplishments include:

(1) The Housing workgroup received pilot funding from the Virginia Department of Housing and Community Development in partnership with St. Joseph’s Villa to provide housing assistance for Petersburg High
School students 17 years of age and older that are homeless, at risk and chronically absent;
(2) The Out of School Time workgroup provided resources and programs for students and families during non-school hours, especially over holiday breaks with the provision of the Magic Pass which provided free rides on Petersburg Area Transit, memberships to the YMCA and access to the Petersburg Public Library for Petersburg youth during out of school time; 
(3) School Climate Workgroup worked to receive funding from the Virginia Department of Behavioral Health and Developmental Services for the employment of three school social workers in Petersburg Public Schools; and
(4) Student Health and Well-Being workgroup is working to move Petersburg from risk to resilience by building a trauma informed community and school system through education and training; and provides the leadership for the School Based Health Initiative.

The City and Schools Partnership has a web page on the website of Petersburg City Public Schools https://www.petersburg.k12.va.us/domain/2266.

United Way of Greater Richmond and Petersburg Southside Trauma Informed Community Network (August 2016)

The mission of Southside Trauma Informed Community Network (STICN) is to build a trauma informed community and to educate the members on the power and impact of Adverse Childhood Experiences (ACEs). STICN screened two documentaries, Paper Tigers and Resilience and organized trauma trainings to key stakeholders in the community. STICN was involved in the planning and implementing of a three-day summit, “Beyond ACEs, Building Community Resilience”. STICN meetings are held once a month at the Petersburg Public Library and involve representatives from six different demographic areas. STICN leadership has transitioned and as of 2018, coordination of the meetings include a partnership with Crater Health District and United Way of Greater Richmond and Petersburg.

Friends of the Lower Appomattox River (FOLAR) and Crater Health District (November 2016)

The focus of the collaboration is to increase opportunities for physical activities in neighborhoods with lower health outcome ratings by increasing connections between urban neighborhood communities and sidewalks to more natural trail settings, parks and greenspace. FOLAR and Crater Health District formed a strategic partnership that complemented FOLAR’s work with a broad group of regional and cross sector collaborators to develop the Appomattox River Trail (ART) Master Plan (funded by The Cameron Foundation). The project created a neighborhood level access plan, directional/wayfaring signage that includes distances with times to walk and/or bike, and communication material about the
Appomattox River Trail and parks to strengthen local community promotion of walking and other physical activity.

Virginia Department of Health and Crater Health District Community Health Needs Assessment, Cities of Petersburg and Hopewell (December 2016)

The goal of this project is to get an understanding of the health status of the Cities of Petersburg and Hopewell using qualitative and quantitative data, including diverse community members in the process. Agencies included in this effort include Petersburg Wellness Consortium, Hopewell Public Schools Parent Resource Center, District 19 Community Services Board, United Way of Greater Richmond and Petersburg, Crater Health District, Petersburg Healthy Start, Loving Steps Program, Healthy Living and Learning Center (Petersburg Public Library), Family Lifeline, John Randolph Foundation, Southside Regional Medical Center, Hopewell Prince George Chamber of Commerce, Hopewell Head Start Program, The Cameron Foundation, Controlled Outcomes, Aetna Better Health of Virginia, Hopewell Redevelopment and Housing Authority, Hopewell City Public Schools, and Virginia State University, Bethany Missionary Baptist Church, Pathways Inc, Westminster Presbyterian Church, Petersburg Department of Social Services, Hopewell City Office of Youth and Big Brother and Big Sisters. The assessment is anticipated to be released in 2018.

Crater Health District's Adverse Childhood Experiences (ACEs), Trauma-Informed Care (TIC) and Resilience Initiative (June 2017)

The Crater Health District partnered with United Way, The Cameron Foundation and the Petersburg Wellness Consortium (PWC) to establish the region's first Beyond ACEs Building Community Resilience Summit which highlighted workshops and plenary sessions with national and local speakers. There were three youth arts residencies that taught youth about using art to build resiliency within themselves and the community. Some youth performed for participants during the summit. Three hundred people from a cross-section of business professionals to lay persons were in attendance.

Since the summit, several basic ACEs, TIC and Resiliency workshops have been led by cohort one facilitators who studied under Dr. Allison Sampson Jackson. Workshops were held for community groups, churches and businesses. Some workshops offered continuing education units for school and medical professionals. The ACEs & TIC initiative has gained recognition from several different sources. In June of 2018, five Petersburg leaders attended FOCUS Pittsburg to participate in the first Trauma Informed Community Development (TICD) institute led by Father Paul Abernathy. While there, members networked with six cities from across the U.S. to learn about community development using the principals of trauma healing and resilience.
City and Schools Partnership Student Health and Well-being Workgroup, United Way of Greater Richmond and Petersburg and Central Virginia Health Services, School Based Health Center (October 2017)

The initiative aims to assess the feasibility of creating a school based health center in Petersburg City Public Schools that is a sustainable, best practice model for providing health care to students. The initiative is currently in the planning and technical assistance phase utilizing community input and data. The technical assistance is provided through funding from Virginia Premier and The Cameron Foundation. The technical assistance is focused on the location of the clinic, services to be provided and a sustainable business plan. The technical assistance began in May 2018, which initiated the planning phase of this initiative.

District 19 Community Services Board Same Day Access (March 2018)

The Same Day Access program provides assessments for individuals on the same day that service is requested. Based upon the assessment, a follow-up appointment for initial treatment can occur within 10 days. This provides a shift away from crisis response and begins to eliminate the incidences of no show appointments therefore providing a critical service for an immediate need and utilizing staff resources in a more cost effective way. Results seen nationally are reductions in wait times and staff time.

Virginia Commonwealth University, Petersburg City Public Schools (PCPS), Richmond Teacher Residency (RTR) Petersburg (May 2018)

The primary goal of the initiative is to recruit and retain high quality teachers for Petersburg City Public Schools. RTR Petersburg is an intensive, school based teacher preparation program that integrates a research supported approach to effective urban teaching with real world classroom placement under the mentorship of an exemplary Petersburg City Public School teacher. Residents make a commitment that includes a residency plus additional years of service teaching in a PCPS classroom. The residency programs are located in two elementary schools and is funded in part by The Cameron Foundation.

The Cameron Foundation, Request for Proposals (RFP) Policies, Systems and Environmental Strategies to Address Health Disparities, (May 2018)

This is the first Request for Proposal process initiated by The Cameron Foundation. The goal of this work is to create opportunities for policymakers and stakeholders to strategically address health disparities in the Tri-Cities region by leveraging partnerships for collective impact to identify and address policies that promote access to services and resources that would improve poor health outcomes in low-income populations. The RFP was released in May 2018 and the application closed June 2018. The RFP targeted the attendees at the Healthy and Equitable Communities workshops, an initiative started in 2015 and
completed in 2017. Two organizations received funding for this new approach to address health disparities in the service area: Metropolitan Sports Backers and Southside Transformation Opportunities for Residents and Youth (STORY). Metropolitan Sports Backers requested funding to provide the City of Petersburg with specific recommendations that promote access to safe streets and improved bike/walk infrastructure resources that will be incorporated into the 2019 Comprehensive Plan update. The current recommendations for bike-pedestrian access are from 2003. The recommendations during this revision process can position the City of Petersburg to be able to apply for Federal and State transportation grants to build out a safe and connected travel system for pedestrians. STORY requested funding to strengthen engagement and partnership activities with a focus on developing and/or revising polices that will improve the social environment and safety of all three public housing communities (Davisville Bland Court, Piper Square, and Thomas Rolfe Court) in the City of Hopewell, Virginia.