



# Building a Healthy Dan River Region

## Addressing Health Disparities

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# Today's Journey

- Introduction and background
- About The Health Collaborative
- Example program: CHW
- Challenges and Learnings
- Discussion

# Introduction and Context



- Foundation
- Four program areas:
  - Health
  - Education
  - Economic Development
  - Community Development

DRF is a catalyst for innovation and an agent for transformation. DRF envisions a thriving Dan River Region that works well for everyone.



- Nonprofit consulting
- PSE-focus; historically focused on healthy eating and active living

ALBD advances community-led action and proven, place-based strategies to ensure health and well-being for all.

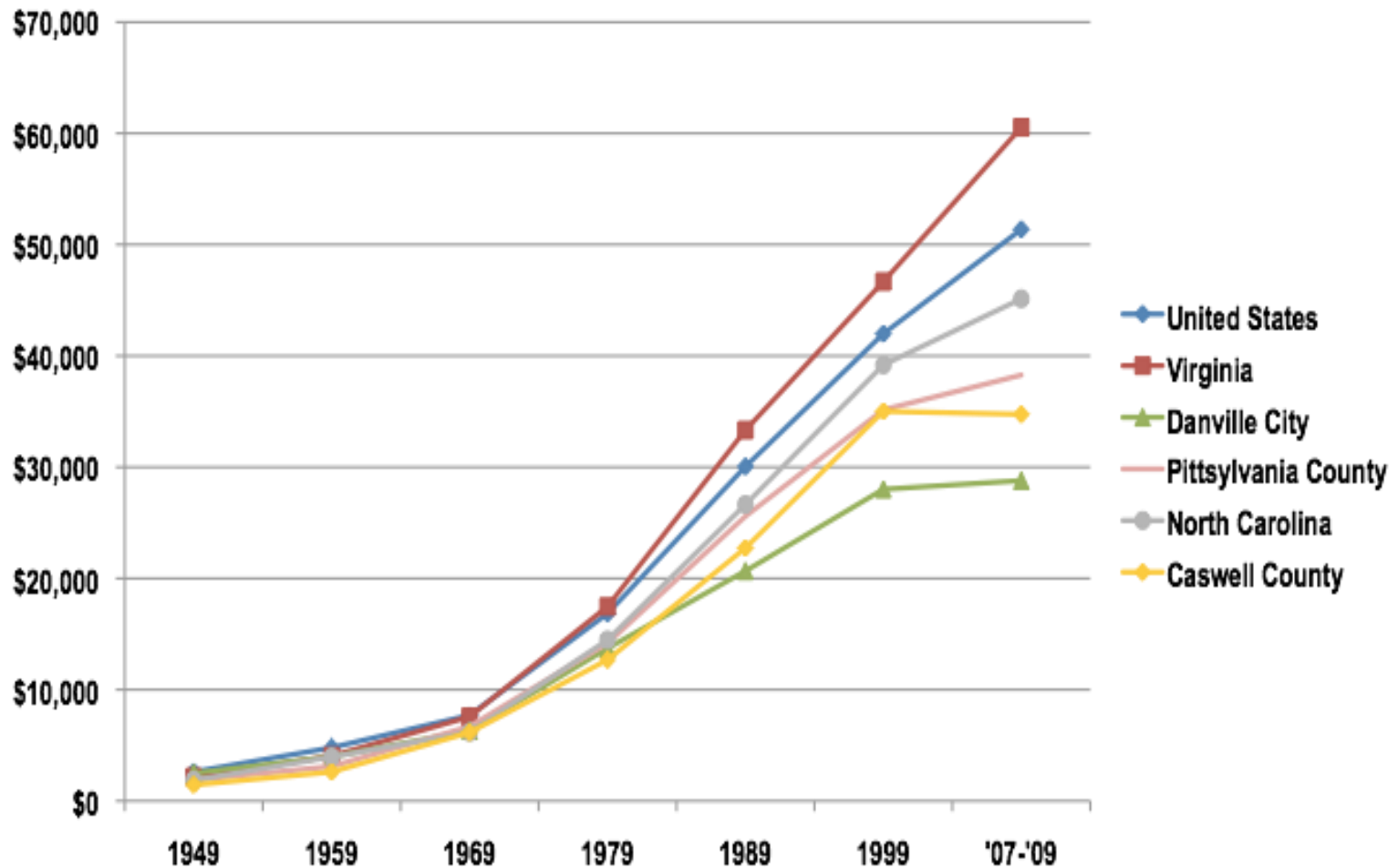


“Lofty goals do not come to fruition by simply dreaming. They require the collaborative efforts of stakeholders who are willing to build capacity, identify champions, develop inclusive leaders and engage the community. This work is not accidental. It must be strategic and intentional.”

- Laurie Moran

# Introduction and Context

Median Household Income



# Introduction and Context

| Jurisdiction            | County Health Rankings (2017) | Population (2015) |
|-------------------------|-------------------------------|-------------------|
| Danville, VA            | 127 (out of 133)              | 42,082            |
| Pittsylvania County, VA | 75 (out of 133)               | 62,194            |
| Caswell County, NC      | 54 (out of 100)               | 22,941            |

**Danville:** Childhood Poverty Rate 40%

Single Parent Households: 58%

**Pittsylvania County:**

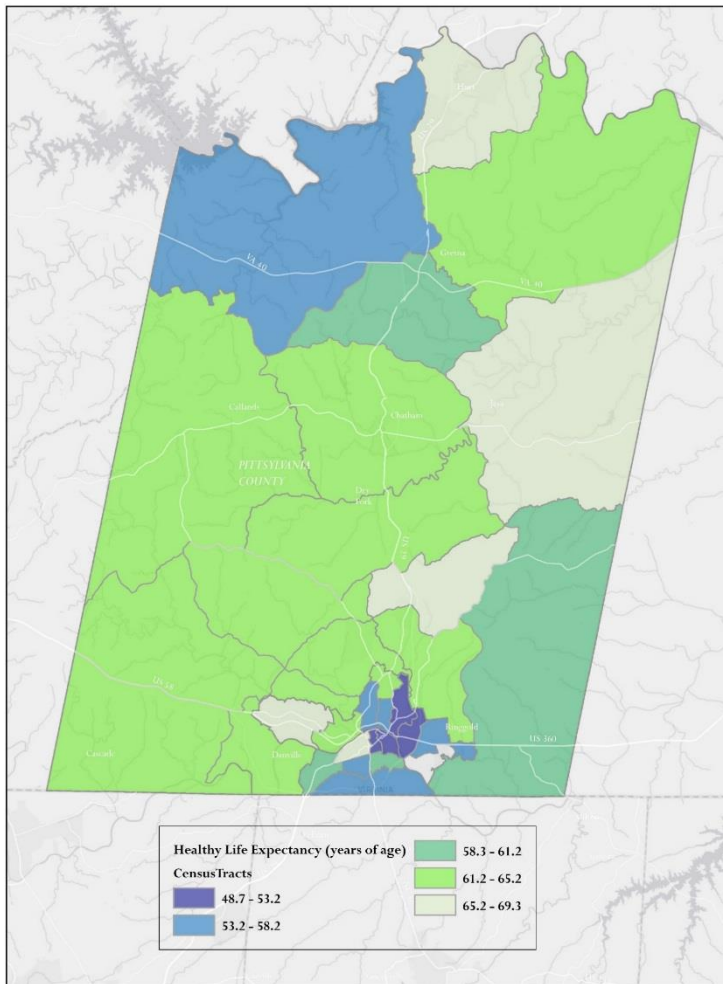
Primary Care Physician Ratio: 20,790:1

**Caswell County:**

Obesity: 36%, Access to PA Opportunities: 44%



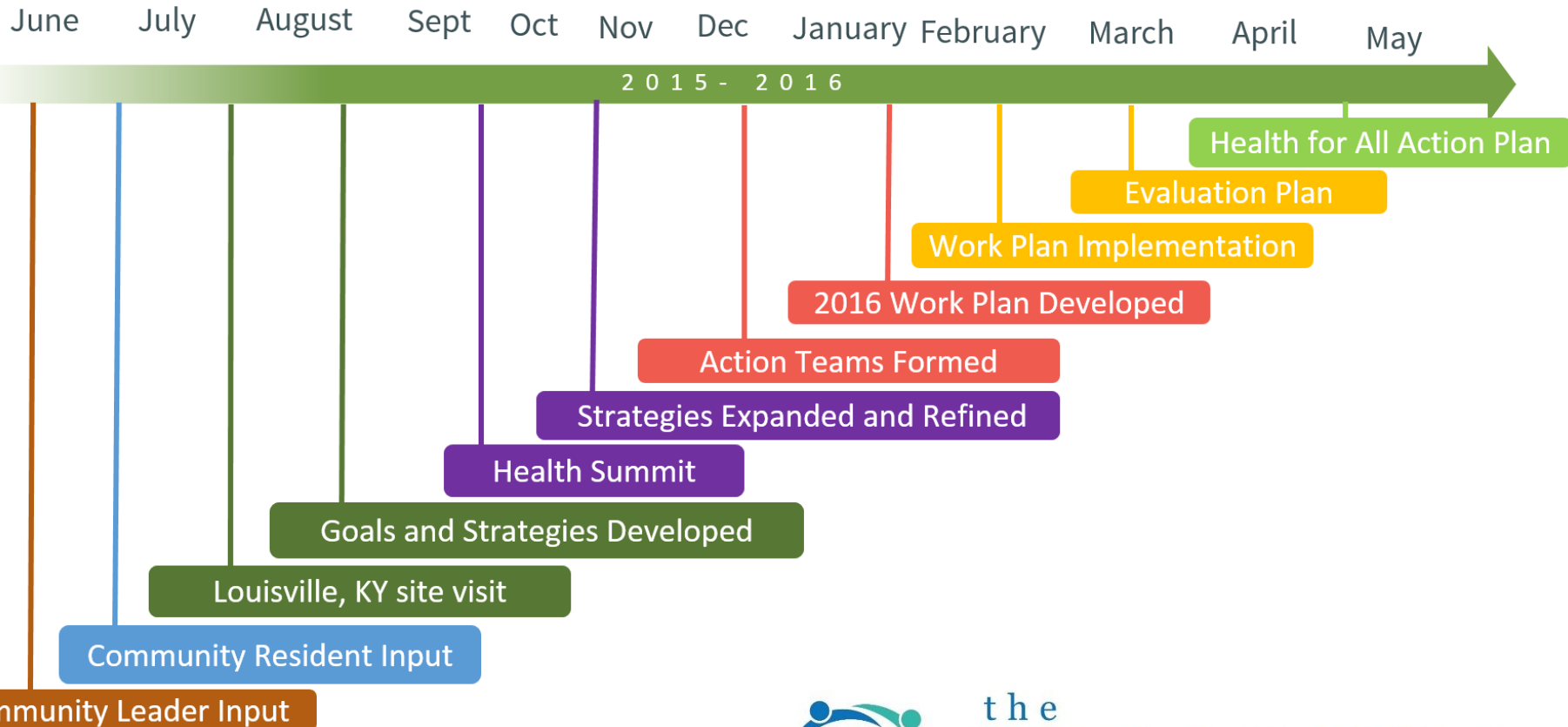
# Introduction and Context



Nearly 10 year difference in life expectancy

20 year difference in healthy life expectancy

# Development of THC ('15-'16)







Is there a local health  
collaborative in your  
community?



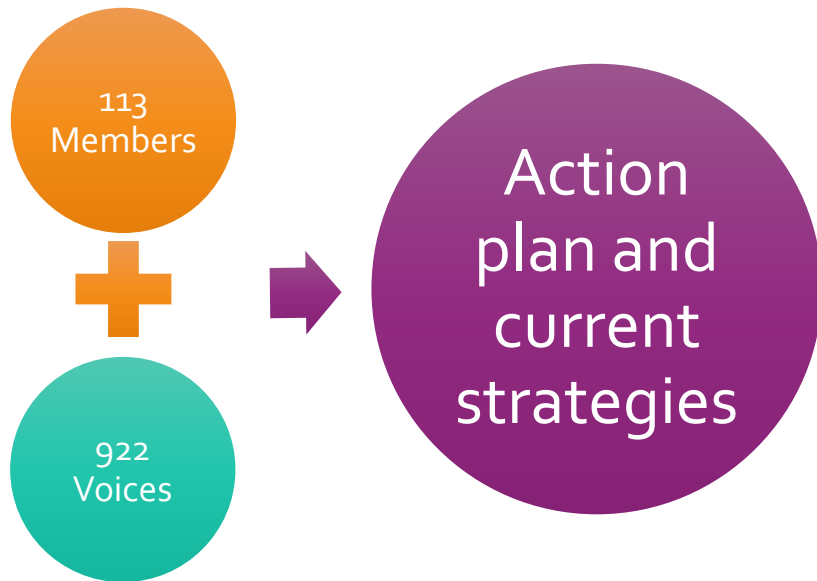
The Health Collaborative  
unites organizations and  
creates action to support  
health for all in the Dan River  
Region.

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



# Community Involvement

## Action Planning and Community Voice



## Member by Industry





In what innovative ways is  
the community involved in  
decisions about health?

# The Approach / Values

## Health Impact

- Will the strategy influence a greater number of people over a longer period of time in order to create a healthier population? Can we demonstrate this impact and show our success over time?

## Health Equity

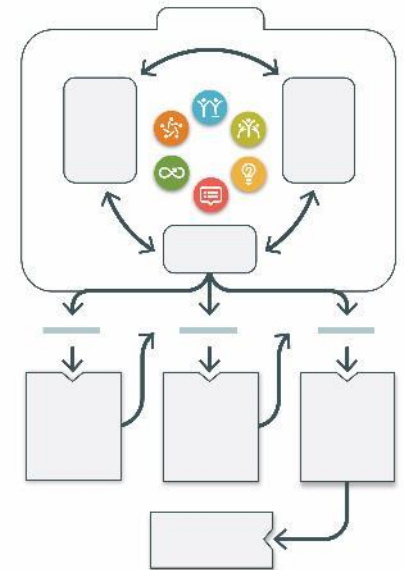
- Is the strategy likely to directly serve individuals most in need? Does it create opportunities for neighborhood and community residents to design, lead and implement initiatives to improve their own health and the health of their neighbors?

## Feasibility

- Is the strategy likely to happen based on current capacity, available resources and political will? Do we have leadership in place to sustain this effort, and/or can we engage and support new leaders?

# The Approach / Values

-  **Health Equity Focus**
-  **Community Engagement**
-  **Facilitative Leadership**
-  **Sustainable Thinking**
-  **Culture of Learning**
-  **Strategic Communication**

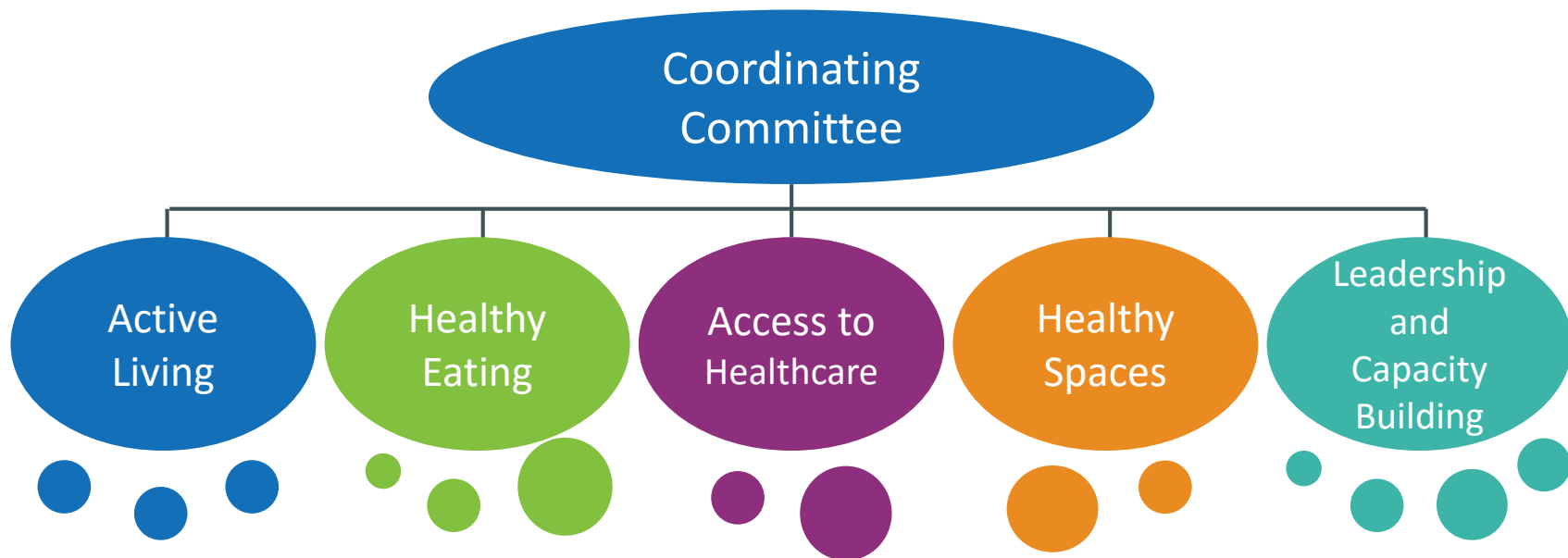


# Health For All Action Plan





# Structure and Projects



|                                |  |  |
|--------------------------------|--|--|
| ● Complete Streets Policy      | ● Pittsylvania County Middle School Parks    | ● Website and Healthy Communities Change Form    |
| ● SNAP/EBT at Farmers' Markets | ● Youth Agriculture Entrepreneurship Program | ● Healthiest Cities and Counties Challenge funds |
| ● Thrive! Challenge            | ● Gardens at schools                         | ● CHW Project                                    |



Is there a lead agency and/or  
structure for initiating  
community-driven projects?  
What are some pros/cons to  
having such an entity?

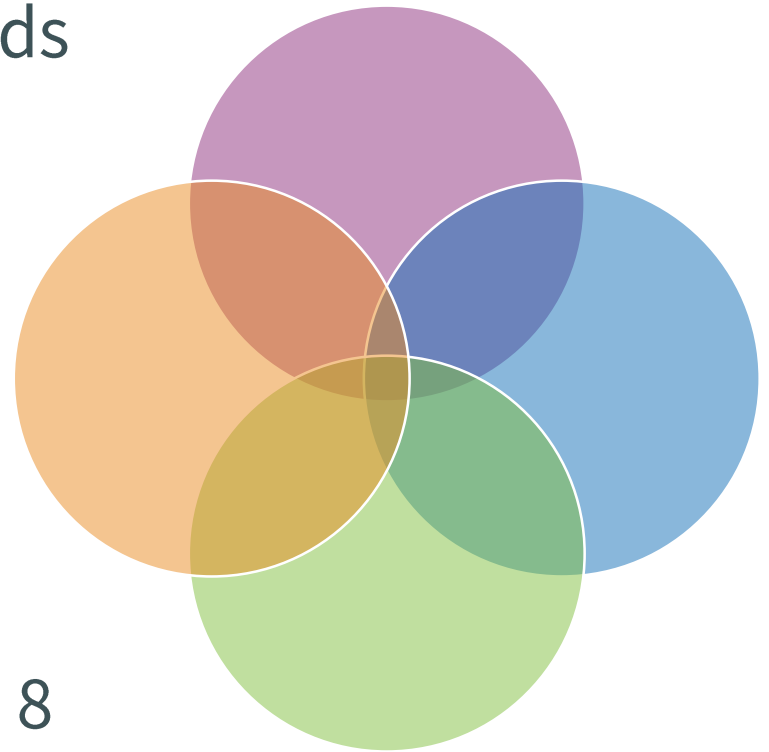
# Community Health Worker (CHW) Project

- Addresses multiple interests:  
aligns with workforce  
development goals
- Bringing together health care  
groups with different histories
- DRF's and ALBD's roles
- Current status
- Next steps

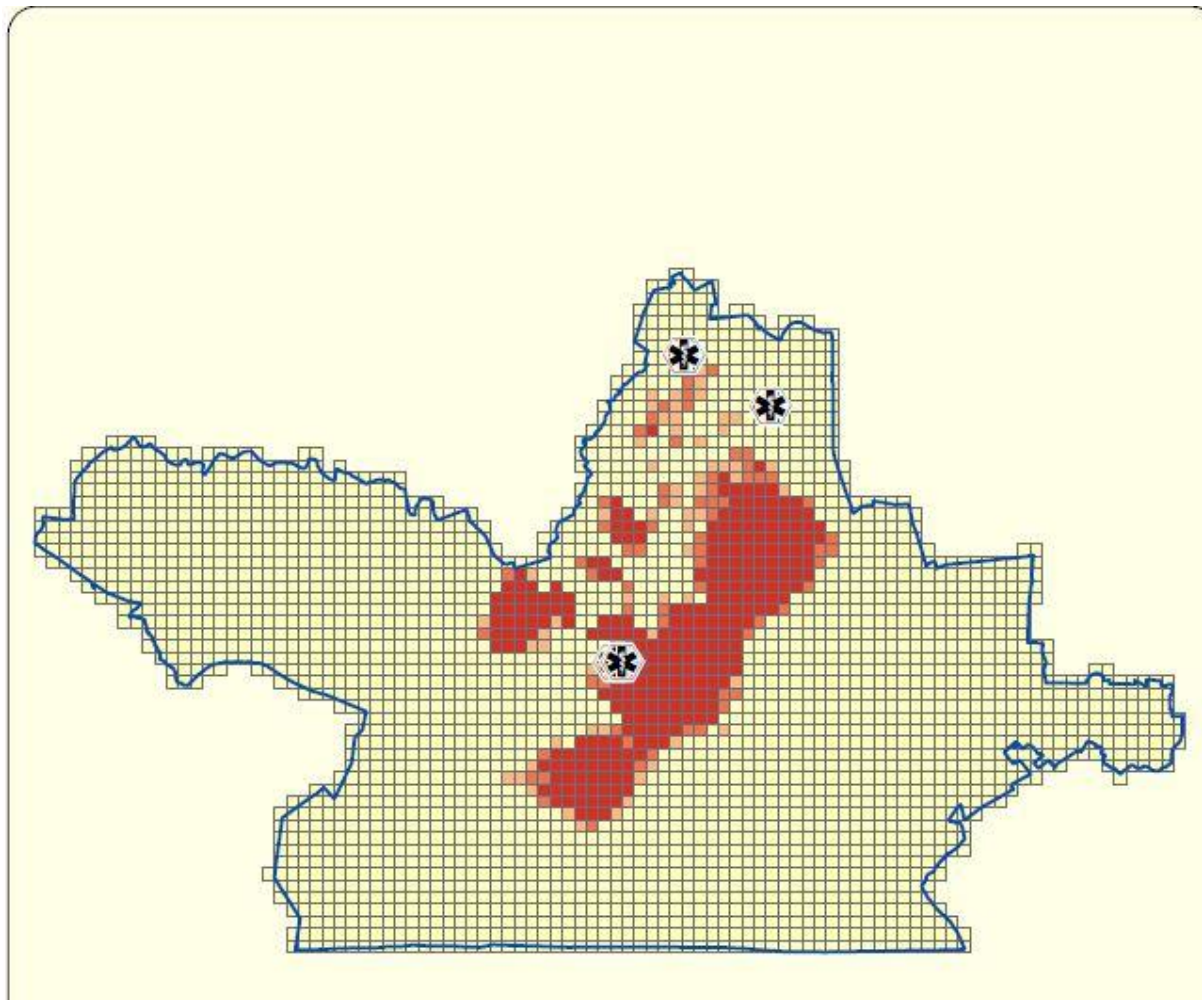
# CHW Project

## Identification of Highest Needs

- ED superusers
- Clients who are non-compliant
- Residents of the N. Main Street corridor
- Those who live in public housing or receive Section 8 vouchers



# CHW Project



## EMS Calls 2015

Hot Spot Analysis  
(clustered areas with  
high amount of calls)



This map was created  
May 2016  
courtesy of  
the City of Danville's  
Department of  
Information Technology.

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# CHW Project

DAN RIVER REGION

## HEALTH

EQUITY REPORT

2017





# The Health Collaborative Today

- Community engagement
- Cohesiveness across urban/rural and honoring local needs, interests and assets
- Sustainability (funding and beyond)





# Lessons Learned

- Celebrate wins early and often
- Constant scanning, self-assessing
- Momentum requires short-term projects without losing sight of larger change
- It's messy and there are models, but you have to create your own playbook
- Building trust and transparency is perennial
- Relationships and networks are a must
- Have the right message and the right messenger

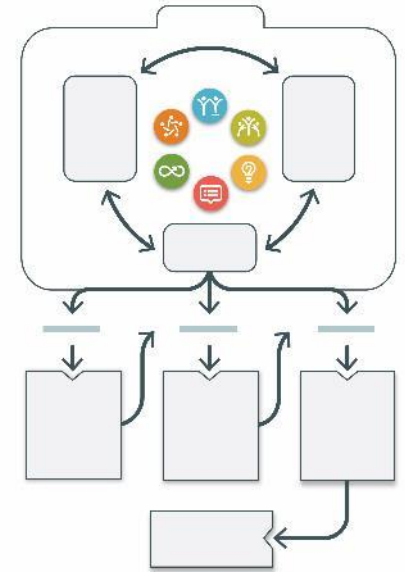


## Pair and Share

1. Partner up with a person near you
2. Rank order how you think your community does implementing the six essential practice from greatest strength (1) to greatest need (6)
3. With your partner, discuss why you ranked your community the way you did
4. Brainstorm ways to strengthen 1-2 essential practices you think are most likely to make immediate impacts
5. Share with the larger group

# Six Essential Practices

-  **Health Equity Focus**
-  **Community Engagement**
-  **Facilitative Leadership**
-  **Sustainable Thinking**
-  **Culture of Learning**
-  **Strategic Communication**





# Additional Questions and Discussion

*Thank You!*

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