



# Moving Upstream: Addressing Social Determinants of Health

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Planning and Community Development



# CARILION CLINIC

## COMMUNITY HEALTH AND OUTREACH



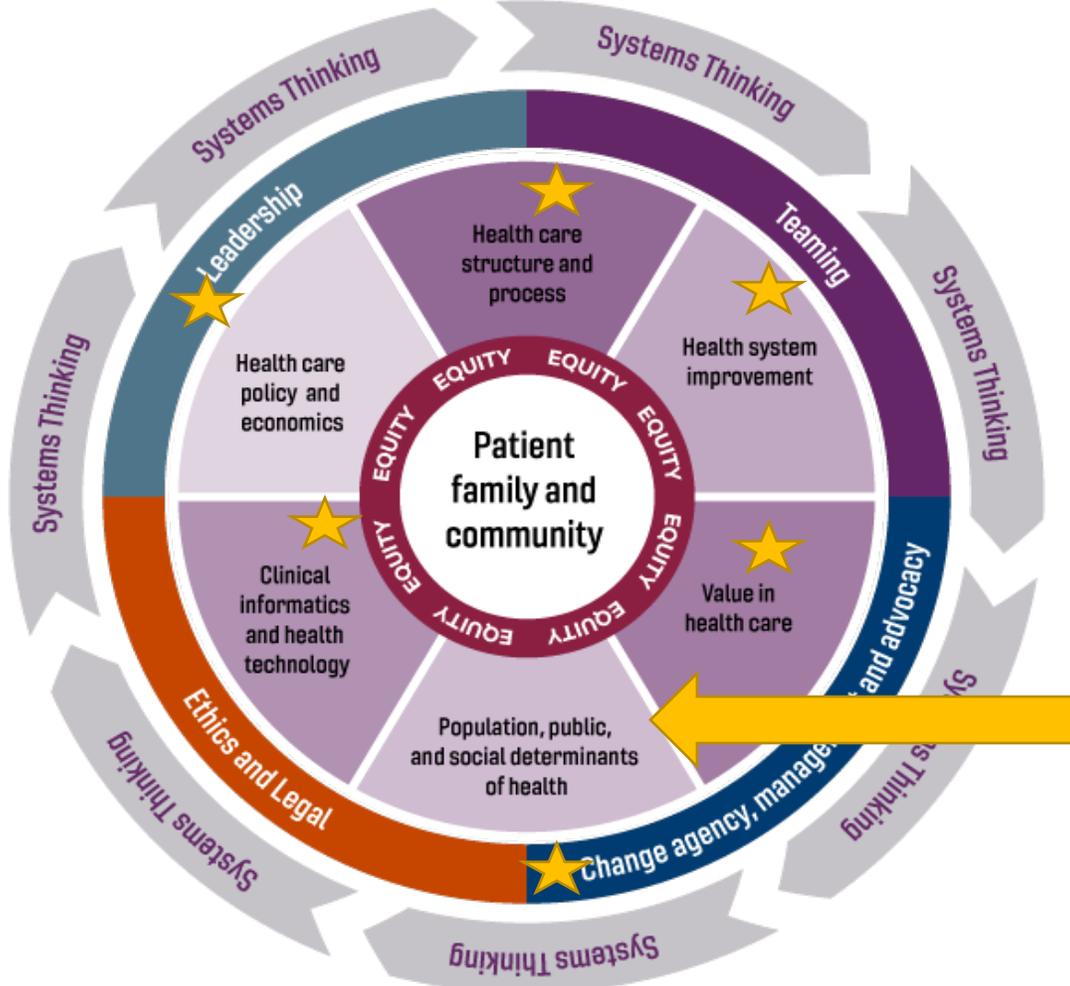
### Multidisciplinary Team:

- Administration
  - Marketing and Communications
  - Admin Coordinator
  - Program Consultant
- Community Health Education
  - Health Educators
  - Dietitian
  - Community Health RNs
  - Community Outreach Specialists
- Community-Based Workforce
  - Community Health Workers
  - Peer Support Specialist
  - Health Care Administrative Associate

# Learning Objectives

- Identify major determinants of health including behavioral, social/economic, environmental, and clinical care determinants of health
- Describe the role of healthcare systems and the role of physicians in addressing health and healthcare disparities to improve population health
- Provide examples of how Carilion Clinic's Community Health and Outreach Partnerships improve health in the Roanoke Valley

# Health System Science



# Health Factors: What influences health?

## ◆ Health Behaviors

Alcohol & Drug Use, Diet and Exercise, Sexual Activity, Tobacco Use, Others

## ◆ Clinical Care

Access to Care, Quality of Care

## ◆ Social and Economic Factors

Community Safety, Education, Employment & Social Support, Income

## ◆ Physical Environment

Air & Water Quality, Housing & Transit

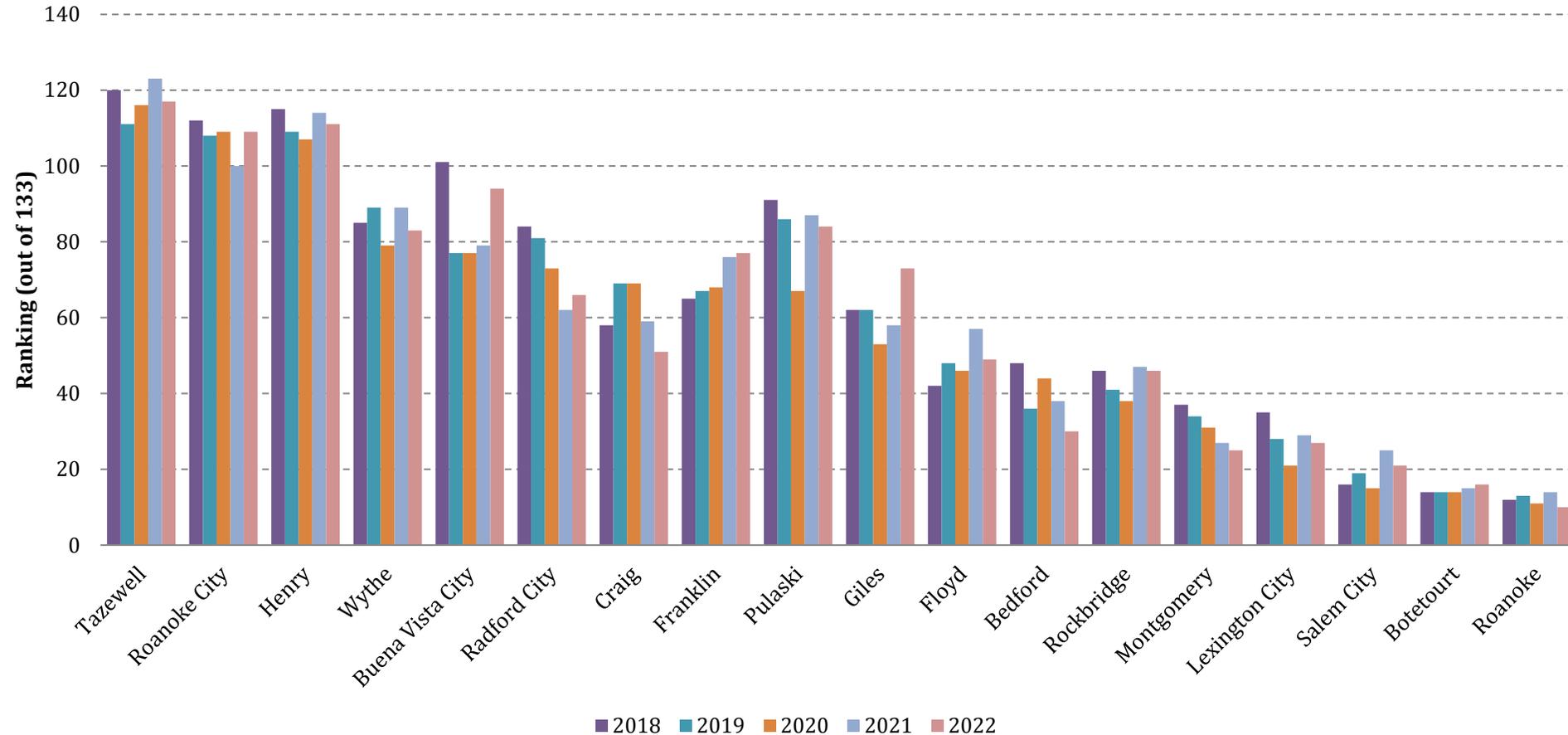
**NOT ALL  
FACTORS ARE  
WEIGHTED  
EQUALLY**





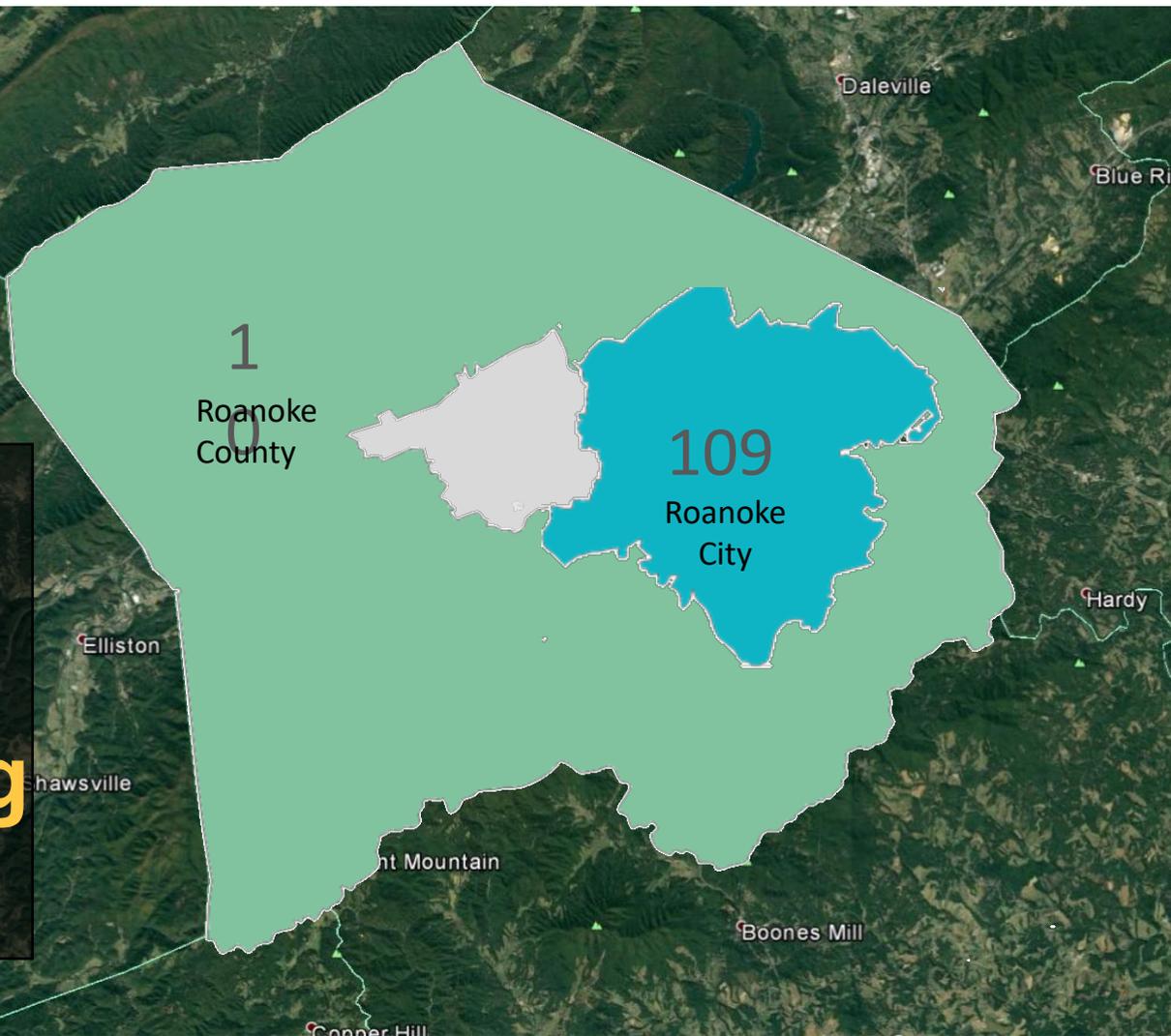
# Health Factor Rankings for Communities Served by Carilion Clinic

## Health Factor Rankings 2018-2022



The graph shows health factors from worst (left) to best (right)

# Health Factor Ranking 2022



## LIFE EXPECTANCY

### ACROSS LOCALITIES



Lower in Roanoke Valley than Virginia by more than 1 year

Roanoke City has lowest in the area of

**75 yrs**

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### ACROSS CENSUS TRACTS

As low as

**68 yrs**

in census tract 26

As high as

**83 yrs**

in some SW Roanoke County census tracts

# Vital Conditions for Well-Being

<b>Vital Conditions</b>	<b>Urgent Services</b>
<i>Properties of places and institutions that we all need all the time to reach our full potential</i>	<i>Services that anyone under adversity might need temporarily to regain their best possible well-being</i>
<ol style="list-style-type: none"><li>1. <b>Basic needs for health &amp; safety</b></li><li>2. <b>Lifelong learning</b></li><li>3. <b>Meaningful work &amp; wealth</b></li><li>4. <b>Humane housing</b></li><li>5. <b>Thriving natural world</b></li><li>6. <b>Reliable transportation</b></li><li>7. <b>Belonging &amp; civic muscle</b></li></ol>	<ol style="list-style-type: none"><li>1. <b>Acute care for illness or injury</b></li><li>2. <b>Addiction treatment</b></li><li>3. <b>Criminal justice</b></li><li>4. <b>Environmental cleanup</b></li><li>5. <b>Homeless services</b></li><li>6. <b>Unemployment and food assistance</b></li></ol>

If vital conditions are not fulfilled, demand for urgent services grow 



# What can we do?

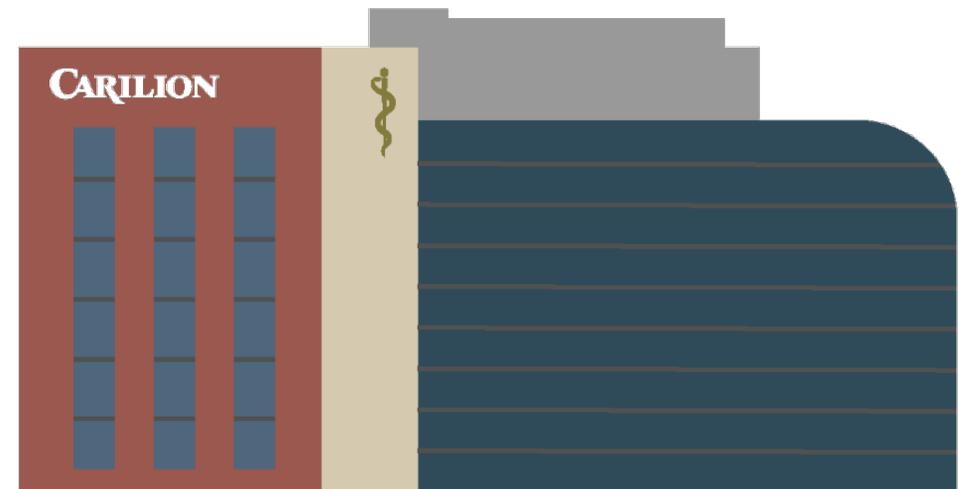
A systems approach



**CARILION CLINIC**  
COMMUNITY HEALTH AND OUTREACH

# Community Benefit

- The many ways Carilion Clinic hospitals support, invest in and give back to our community.

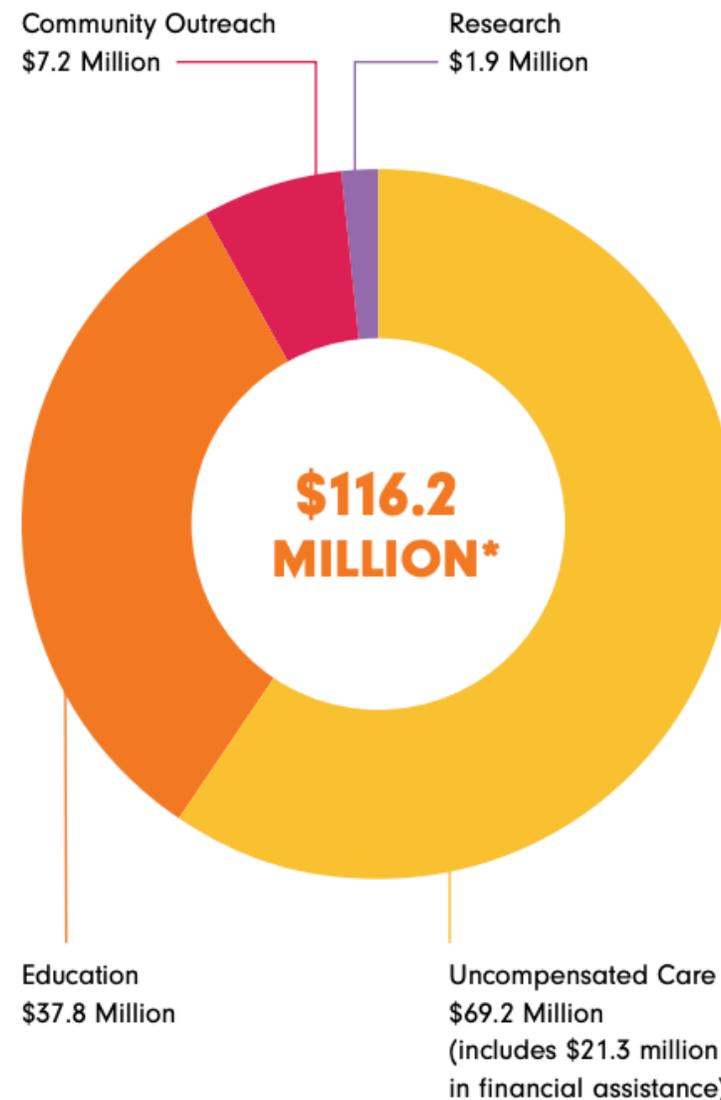


# Community Benefit

- We give back because it is our mission to improve the health of the communities we serve
- We have been giving back to the community in these ways since long before we were required to report Community Benefit to the IRS

# Community Benefit History

- 1969:
  - IRS allows hospitals to be not-for-profit
- 2008:
  - Not-for-profit hospitals must file Schedule H
- 2010:
  - Affordable Care Act
- 2014:
  - Final Community Benefit regulations released



\*Fiscal year 2020, as per Virginia Hospital and Healthcare Association guidelines.

# Community Health Improvement Process



# • 2021 Roanoke Area Priorities

<b>Mental Health</b>	Access to mental/behavioral health services
	Access to substance use services
	Alcohol and drug use
	Mental health problems (general)
<b>Socioeconomic Factors</b>	Poverty/low average household income
	Affordable/safe housing
	Transportation/transit system
	Lack of family/social support systems
<b>Primary Care</b>	Access to primary care
<b>COVID-19</b>	COVID-19 impact

[www.carilionclinic.org/cho](http://www.carilionclinic.org/cho)

# Organizational Response

- Carilion Clinic uses CHA data in various ways:
  - Strategic Development / Planning Activities
  - Community Health and Outreach Programs
  - Population Health Management
  - Community Development
  - Community Grant Giving
  - Select Geographies for Neighborhood Health Initiatives
- Creation of Healthy Roanoke Valley



# Collective Impact Partners



VIRGINIA INITIATIVE FOR  
**GROWTH &  
OPPORTUNITY**  
IN EACH REGION



**ROANOKE CITY  
PUBLIC SCHOOLS**

Strong Students. Strong Schools. Strong City.





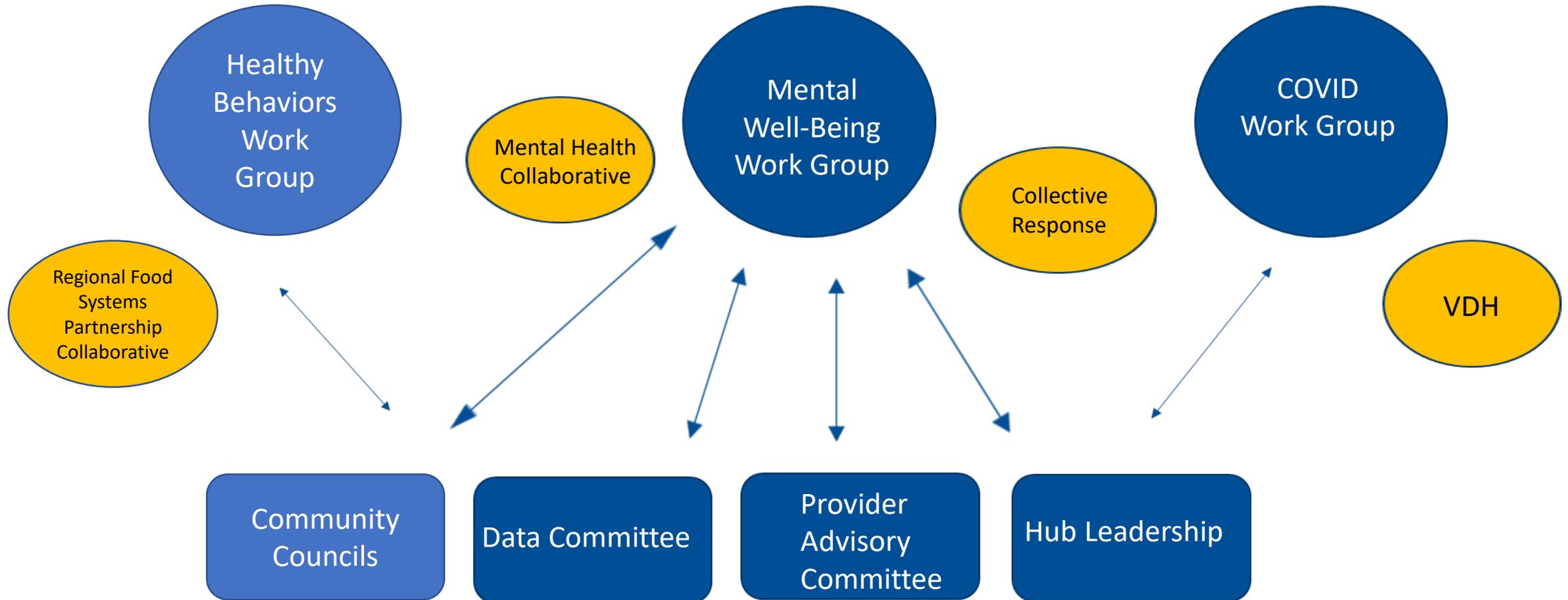
**HEALTHY**  
roanoke valley  

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MAKE CHANGE HAPPEN



# Work Groups and Advisory Committees



# Work Group Goals

HRV Goal	Work Group
Address Rise in Mental Illness and Substance Misuse through Stigma Reduction and Integration of Access to Care	Mental Well-Being Work Group
Decrease Prevalence of and Negative Health Impacts of COVID-19	COVID Work Group
Increase Healthy Eating and Active Living to Improve Health and Well-being at any age	Healthy Behaviors Work Group

# Work Group Responsibilities

## Strategy and Indicator Development

- Refine strategies using research for best practices
- Work with Advisory Committees to develop indicators

## Implementation

- Work with Operations & Backbone to develop implementation timeline and activities

## Leadership

- Champion the effort with relevant stakeholders and work group members
- Align member organizations work to goals, indicators and strategies of work group where possible
- Report to Operations Committee regularly progress on strategies.

United Way  
of Roanoke Valley



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COMMUNITY HEALTH AND OUTREACH



# ReThink Health<sup>®</sup>

A RIPPEL INITIATIVE

Becoming Stewards.  
Transforming Together.



Partnering for a  
Healthy Virginia

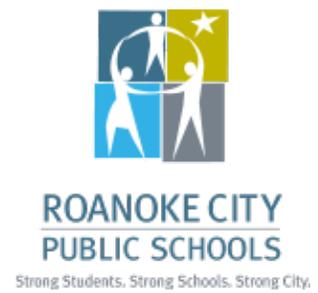


HEALTH  
BEGINS



NEW SCHOOL FOR  
**FALLON PARK ELEMENTARY SCHOOL**  
 502 19th Street Roanoke, Virginia

Comm No. 16046  
 July 19, 2018





## MISSION

Partnering with our communities to improve the health and wellbeing of children and their families.



## VISION

A bright and healthy future in your backyard.



# 1i4t GOALS



1. Transform the school nursing program with a holistic approach that focuses on proactive clinical intervention.
2. Conduct family and community education sessions.
3. Connect families with resources in the community.
4. Provide access to physical, oral, financial, and wellness resources in one convenient location.



## STRATEGIES

**STUDENTS** – LIFT will provide health care and other services in school to help students thrive.

**FAMILIES & COMMUNITY** – Families and the greater Fallon Park Elementary community will receive services and programs that encourage residents to reach their optimal level of health and well-being.

**SUSTAINABILITY** – Funding, policy and research strategies are crucial to sustainability of the initiative.





Raised \$1 million dollars

Opened the LIFT Center Feb 28, 2022

Opened part-time pediatric clinic for acute care with:

FTE RN

Part time HAA

Part time off-site PNP

Hired FTE program manager

Trained and placed a Community Health Worker

Set working committees and implementation team

Contracted with marketing agency to develop strategic marketing plan

**Trust and relationship-building:**

Teacher and staff appreciation events

Parent/guardian advisory team

ELL classes

Classroom reading

45 urgent pediatric dental referrals

3 promotion ceremonies

Free gun locks

UHC mental health grant

# Carilion Clinic Local Food Program

- Healthy Food in Health Care Pledge
- Employee Payroll Deduction Farmshare Program
- Community Grants



## FRESHFOODSRX





**URBAN  
FARM**

FALL 2020

# EASY HEALTH

Your Essential Resource For Community  
Health Events in The Roanoke Valley



  
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#ALLIN FOR  
MENTAL HEALTH



HEALTH  
SCREENINGS



BE A  
QUITTER



INJURY  
PREVENTION



HEALTHY  
WALKS & TALKS



URBAN  
FARM



LET'S TALK



WELLNESS  
WORKSHOPS

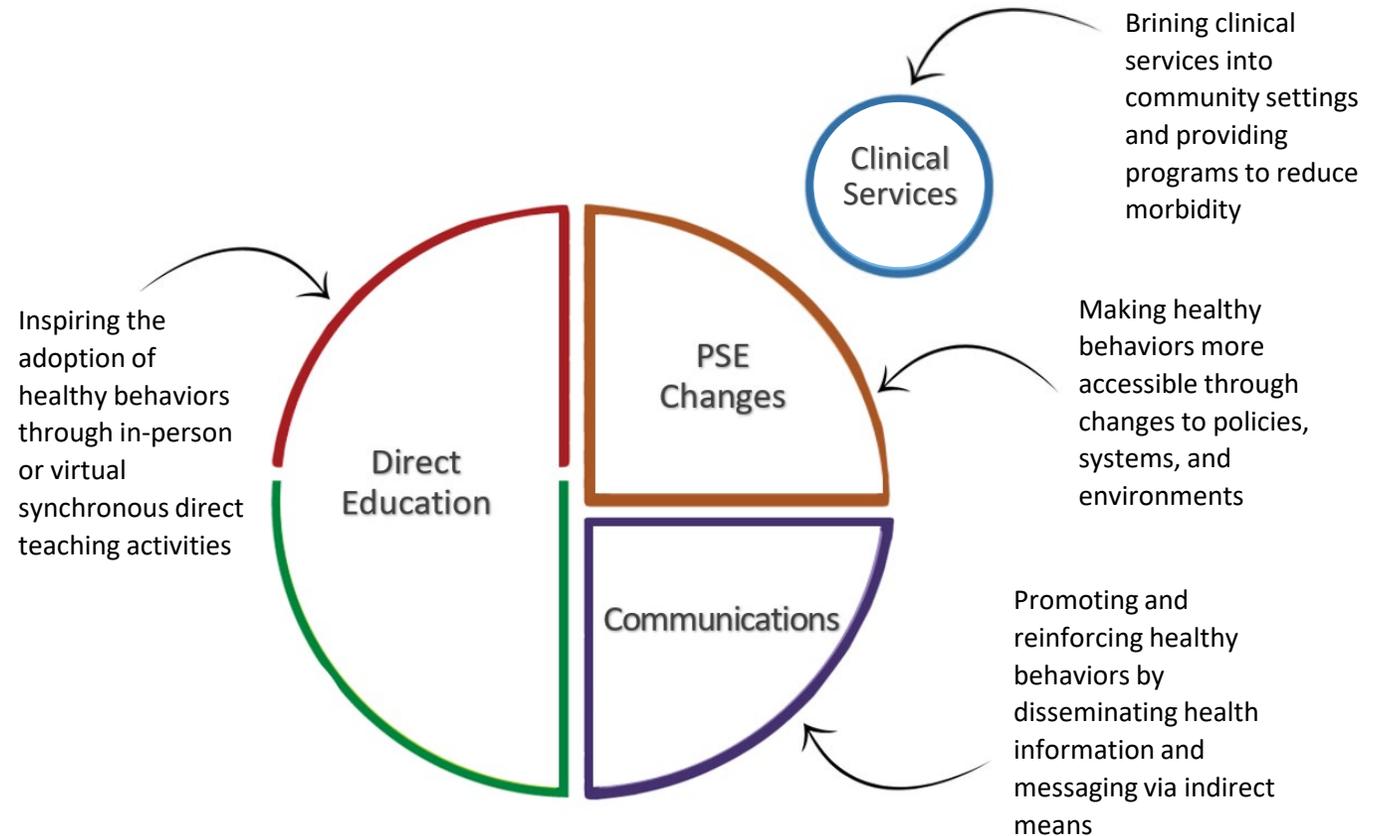


WELL SAID  
HEALTH EDUCATION

# Health Education and Nursing

Implement community health programs across Carilion Clinic's service area that include direct education, PSE changes, communications, and clinical services to address the following identified priority areas:

1. Mental health
2. Substance use and stigma reduction, and
3. Chronic disease prevention and management



# HEALTH SCREENINGS AND VACCINES



# Community Resource Center

- At the Community Resource Center, you'll find a team of community health workers and peer recovery specialists ready to support you in achieving your goals—whatever those might be.
- **Location:** 2017 S. Jefferson St. Roanoke, VA 24014
- **Hours:** Monday – Friday, 8:30 a.m. – 5 p.m.
- To schedule an appointment, call [540-853-9152](tel:540-853-9152). Walk-in appointments are available.

# Community Health Workers

- Recourse navigation
- Information phyco-social support

*"Building a relationship is the key. Some of my clients are my neighbors and friends"*  
-Kenny Hurt, Community Health Worker





**#ALLIN FOR  
MENTAL HEALTH**



# PEER RECOVERY SUPPORT & COMMUNITY COLLABORATION

*For Substance Use Disorders and  
Mental Illness*



**THIS IS  
OUR MISSION**



**CARILION CLINIC**

*to improve the health of the communities we serve*

# THIS IS OUR COMMUNITY





# Questions?