

2019-2022 Healthy Roanoke Valley Strategic Framework

Goals	Strategies	Action Steps	Action Team
<p>Goal 1: Reduce barriers to resources that address the social determinants of health. (Social & economic factors)</p>	<p><i>Coordination of Care</i></p>		
	<p>Support local & regional programs, advocacy organizations, & care providers that help to support individuals & families navigate the system of care & advocate for systems change.</p>	<p>Conduct a needs assessment of service providers that refer clients into the mental health system to understand their clients needs and their obstacles in completing successful referrals</p>	<p>Mental Health</p>
		<p>Research existing warm-lines for mental health and possible models for Roanoke</p>	<p>Mental Health</p>
		<p>Strengthen partnership with 211</p>	<p>Mental Health</p>
	<p>Support the expansion & use of CHWs/CDHCs/Peer Recovery Specialists for education, outreach, and to help patients navigate the system of care.</p>	<p>Inventory existing use of CHWs/CDHCs/Peer Recovery Specialists in the community</p>	<p>Coordination of Care Oral Health Wellness</p>
		<p>Conduct a gap analysis regarding the the current landscape.</p>	<p>Coordination of Care</p>
		<p>Support certification efforts for this workforce</p>	<p>Coordination of Care</p>
		<p>Develop a plan to support expansion based on gap analysis</p>	<p>Coordination of Care</p>
		<p>Determine target audience for promotion and outreach for workforce</p>	<p>Coordination of Care Wellness</p>
	<p>Provide education and outreach to the community, providers, and partner agencies regarding the HRV Pathways HUB including eligibility for HUB referrals</p>		<p>Primary Care</p>

Community Resources		
Streamline communication of existing resources among HRV stakeholders.	Inventory existing resources and resource information guides (including a focus on immigrant communities and job skills training resources)	Coordination of Care Oral Health Wellness
	Strengthen partnership with 211	Coordination of Care Wellness
	Training for agencies to improve their data entry on 211	Wellness
	Community-wide promotion of 211 to build awareness of resource information	Wellness
	Sharing resources among Action Team members on an ongoing basis	Coordination of Care Oral Health Wellness
Identify gaps in resources and underutilized resources and share with other HRV partners as appropriate.	Promote underutilized resources to all HRV members based on work with 211 and inventory existing resources	Coordination of Care
	Identify gaps in resource and share with all HRV members based on work with 211 and inventory existing resources	Coordination of Care

Social Determinants of Health		
Advocate for an engaged public health infrastructure in the Roanoke Valley that would		Primary Care
Continue to support efforts to increase access to affordable healthy foods in the community.	Advocate for long-term funding to incentivize purchasing of fruits and vegetables	Wellness
	Promote programs that provide access to affordable healthy foods, especially neighborhood-based programs	Wellness
Connect with BRICH (Blue Ridge Interagency Council on Homelessness) & other housing partners/coalitions to integrate services for individuals facing homelessness & mental health/substance use challenges.	Invite representatives from BRICH, Rescue Mission, Salvation Army, and RRHA (Villages at Lincoln?) to speak to team about their work and current issues they are seeing related to mental health/substance use	Mental Health
Work with HRV partners to advocate for the development of an affordable transportation system.	Invite Roanoke Valley-Alleghany Regional Commission to share an overview of existing regional transportation efforts with the team	Coordination of Care Mental Health Oral Health Wellness
	Plan with other Action Teams, Steering Committee, and Advocacy Committee for HRV-wide advocacy	Coordination of Care Mental Health Oral Health Wellness
	Advocate for the expansion of tele-health in the Roanoke Valley, including funding and incorporating into education programs	Mental Health
	Encourage partner agencies to offer neighborhood-based, affordable, and off-hours programming and services	Wellness
	Promote use of Zagster bike-share system and other forms of alternative affordable transportation	Wellness
	Explore opportunities for inter-agency collaboration to provide transportation with existing community resources	Wellness

Goal 2: Expand access to quality care & support a culture of health. (Clinical care)	Insurance Status		
	Identify existing providers with capacity to accept Medicaid clients on an ongoing basis.	Inventory existing providers who accept Medicaid (including finding new partners who are already maintaining resource inventories)	Coordination of Care
	Identify existing resources for mental health and substance use services regardless of insurance status.	Inventory existing resources (working with Mental Health and Substance Use Action Team and other partners)	Coordination of Care
	Actively promote & communicate resources available to support Medicaid enrollment on an ongoing basis.	Continue to update communications from all organizations as resources change	Coordination of Care Mental Health Oral Health
		Continue to be ambassadors for insurance coverage and Medicaid enrollment	Mental Health
		Partners share resources and information from Cover VA through websites, social media, events, etc.	Oral Health
		Look at potential community funding options	Mental Health
	Advocate for expansion of publically funded comprehensive adult dental benefit (Medicaid & Medicare)	Support the work of the Advocacy Committee and Oral Health Action Team as needed	Coordination of Care Oral Health Primary Care
		Continue to support statewide advocacy efforts through partnership with the VA Oral Health Coalition	Oral Health
		Visit local legislators to advocate for the adoption of a comprehensive adult dental benefit in Medicaid	Oral Health Primary Care
Advocate for enhanced reimbursement for Medicaid fees.		Primary Care	

Integration of Services			
	Further develop promotion of integration of medical, dental, & mental health/substance use services.	Bring together Mental Health/Substance Use, Oral Health and Primary Care Action Teams to build provider network for integration	Mental Health Oral Health
		Strengthen relationships with other collaborative groups working on integrated care	Mental Health Oral Health Primary Care
	Advocate for the continued development and usability of a Health Information Exchange.	Follow statewide updates and work with the Advocacy Committee to advocate at the Legislature as appropriate	Coordination of Care Primary Care
	Support the development, implementation, and evaluation of new ways to collaborate on innovative systems strategies	Develop a shared social determinants of health screening tool to be used across local agencies	Mental Health
		Advocate for adoption of a shared social determinants of health screening tool in the Roanoke Valley	Mental Health
		Look at potential funding options	Mental Health

	<i>Community Resources</i>		
Goal 3: Encourage & support lifestyle behaviors that result in improved health & well-being. (Healthy behaviors)	Support and build awareness of programs and campaigns that encourage health and wellness activities.	Inventory existing resources, programs, campaigns	Coordination of Care Wellness
		Develop a resource inventory for existing programs/services focused on the promotion of healthy diets that promote good oral health	Oral Health
		Adopt and implement outreach and education focused on the reduction of sugar sweetened beverages	Oral Health
		Promote a better understanding of the impact of good oral health as part of chronic disease self-management	Oral Health
		Commit to joint social media marketing for partner events and campaigns	Mental Health Wellness
	Support and promote workplace health and financial wellness programs.	Educate employers about the importance and benefits of these programs and resources for offering employee incentives	Wellness
	Develop a resource inventory for existing programs/services focused on the promotion of healthy diets that promote good oral health.	Inventory existing community education programs focused on chronic disease self-management and/or nutrition	Oral Health Wellness
		Provide additional materials/resources for community education programs inventoried above to integrate an oral health component	Oral Health

<i>Disease Management & Healthy Behaviors</i>		
Adopt & implement outreach & education focused on the reduction of sugar sweetened beverages.	Promote the Rev Your Bev campaign with local stakeholders including early childhood providers	Oral Health
	Partners share the Rev Your Bev campaign through websites, social media, events, etc.	Oral Health
	Work with WIC clinic and other partners to educate parents about the impacts of beverage and cup choices on oral health and overall health	Oral Health
Promote a better understanding of the impact of good oral health as part of chronic disease self-management.	Strengthen relationships with other collaborative groups working on integrated care	Oral Health
Reduce stigma of mental health and substance use issues through collaborative work with HRV partners.	Share 'In Our Own Voice' presentation at HRV all partners meeting	Mental Health
	Explore possibility of media partnerships for a PSA campaign to fight stigma	Mental Health
Increase social connectedness in support of resilience, engagement & healthy behaviors.	Explore possibility of media partnerships for a PSA campaign to fight stigma	Mental Health
	Support partner efforts to increase social connectedness, specifically Points of Diversity and Resiliency Collective.	Wellness
	Encourage partners to incorporate focus on social connectedness in existing educational programming and share stories	Wellness
	Study best practices and tools to measure and track social connectedness over time and how to measure program impact on social connectedness	Wellness
	Explore the possibility of a community-wide or neighborhood-based community conference to showcase resources for resilient neighborhoods	Wellness

Goal 4: Support & advocate for natural & built environments that cultivate vibrant neighborhoods. (Physical environment)	<i>Policy Development</i>		
	Assess neighborhood strengths and resources to support further development of neighborhood assets.	Invite local experts and partners to share existing work on neighborhood-level natural and built environments (possibly including City of Roanoke, RVARC, Trees Roanoke, Virginia Tech, and others)	Wellness
	Advocate for municipalities to adopt "Health In All Policies" and include health in long-term planning.	Invite local planners to share best practices on incorporating health into planning	Wellness
		Build stronger relationships with planning departments in all localities	Wellness
	<i>Housing & Transportation</i>		
	Align with HRV and community partners regarding safe and healthy housing.	Invite partners including BRICH and other housing partners to share information on existing work on safe and healthy housing.	Wellness
	Advocate for transportation options that support the health of all residents in the Roanoke Valley.	Invite Roanoke Valley-Alleghany Regional Commission to share an overview of existing regional transportation efforts with the team	Coordination of Care Wellness
		Ensure that we are supporting resident and consumer voices to improve transportation systems (through encouraging innovative ways to bring residents to the table and by asking front-line workers to gather and share consumer opinions)	Coordination of Care Wellness
	Collaborate with existing initiatives that are focused on regionalizing and improving our transit system.	Invite Roanoke Valley-Alleghany Regional Commission to share an overview of existing regional transportation efforts with the team	Coordination of Care