Moving Upstream:
Addressing Social Determinants of Health

Aaron Boush, MHA
Director of Community Health and Outreach
Planning and Community Development
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 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

https://www.countyhealthrankings.org/explore-health-rankings/
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)

https://www.countyhealthrankings.org/explore-health-rankings/
Health Factor Ranking 2022

109 Roanoke City
1 Roanoke County

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

ACROSS CENSUS TRACTS
As low as 68 yrs
As high as 83 yrs
in census tract 26
in some SW Roanoke County census tracts

https://www.countyhealthrankings.org/explore-health-rankings/
Virginia Department of Health, Centers for Disease Control and Prevention and the National Center for Health Statistics
# Vital Conditions for Well-Being

<table>
<thead>
<tr>
<th>Vital Conditions</th>
<th>Urgent Services</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Properties of places and institutions that we all need all the time to reach our full potential</em></td>
<td><em>Services that anyone under adversity might need temporarily to regain their best possible well-being</em></td>
</tr>
<tr>
<td>1. Basic needs for health &amp; safety</td>
<td>1. Acute care for illness or injury</td>
</tr>
<tr>
<td>2. Lifelong learning</td>
<td>2. Addiction treatment</td>
</tr>
<tr>
<td>3. Meaningful work &amp; wealth</td>
<td>3. Criminal justice</td>
</tr>
<tr>
<td>4. Humane housing</td>
<td>4. Environmental cleanup</td>
</tr>
<tr>
<td>5. Thriving natural world</td>
<td>5. Homeless services</td>
</tr>
<tr>
<td>6. Reliable transportation</td>
<td>6. Unemployment and food assistance</td>
</tr>
<tr>
<td>7. Belonging &amp; civic muscle</td>
<td></td>
</tr>
</tbody>
</table>

If vital conditions are not fulfilled, demand for urgent services grow
What can we do?

A systems approach
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

- Step 1: Conduct Community Health Assessment
- Step 2: Planning
- Step 3: Implementation
- Step 4: Evaluation (ongoing)

Repeats every three years
Provides in-depth look at area's health
Results guide community benefit investments
# 2021 Roanoke Area Priorities

<table>
<thead>
<tr>
<th>Category</th>
<th>Priority</th>
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</thead>
<tbody>
<tr>
<td>Mental Health</td>
<td>Access to mental/behavioral health services</td>
</tr>
<tr>
<td></td>
<td>Access to substance use services</td>
</tr>
<tr>
<td></td>
<td>Alcohol and drug use</td>
</tr>
<tr>
<td></td>
<td>Mental health problems (general)</td>
</tr>
<tr>
<td>Socioeconomic Factors</td>
<td>Poverty/low average household income</td>
</tr>
<tr>
<td></td>
<td>Affordable/safe housing</td>
</tr>
<tr>
<td></td>
<td>Transportation/transit system</td>
</tr>
<tr>
<td></td>
<td>Lack of family/social support systems</td>
</tr>
<tr>
<td>Primary Care</td>
<td>Access to primary care</td>
</tr>
<tr>
<td>COVID-19</td>
<td>COVID-19 impact</td>
</tr>
</tbody>
</table>
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
## Work Group Goals

<table>
<thead>
<tr>
<th>HRV Goal</th>
<th>Work Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address Rise in Mental Illness and Substance Misuse through Stigma Reduction and Integration of Access to Care</td>
<td>Mental Well-Being Work Group</td>
</tr>
<tr>
<td>Decrease Prevalence of and Negative Health Impacts of COVID-19</td>
<td>COVID Work Group</td>
</tr>
<tr>
<td>Increase Healthy Eating and Active Living to Improve Health and Well-being at any age</td>
<td>Healthy Behaviors Work Group</td>
</tr>
</tbody>
</table>
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.
Partnering with our communities to improve the health and wellbeing of children and their families.

A bright and healthy future in your backyard.
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
EASY HEALTH
Your Essential Resource For Community Health Events in The Roanoke Valley
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. Walk-in appointments are available.
Community Heath 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

#allin
THIS IS OUR MISSION

to improve the health of the communities we serve
Questions?