

# **Community Health Collaboration**

## **Roanoke Valley Community Health Initiative**

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# Mission

To promote healthy living through education, empowerment and health access.



Vision: Roanoke Valley Families and individuals are empowered to lead healthy lifestyles.

# Project Overview

- Roanoke Valley Community Health Initiative (RV-CHI) kicked off the “Get Fit, Stay Fit Roanoke Valley” campaign in August 2014.
- A Comprehensive 5 year effort to engage residents across Halifax and Northampton counties through education, physical activity and recreation at local parks.
- Funded by Kate B. Reynolds Charitable Trust.
- Investment- part of a larger infusion of more than \$1.2 million in Halifax County to combat unhealthy weights in children and the long-term initiative, Healthy Places N. C. to improve health and health care in rural financially disadvantaged counties in N. C.



**Get Fit,  
Stay Fit  
Roanoke  
Valley**

# Goals and Objectives

- **Goal** – To empower all residents in the Roanoke Valley to adopt healthier lifestyles, access preventative services, and take positive actions to improve health in our communities
- **Objectives**
  - Promote healthy living through education, empowerment, and health access in the Roanoke Valley.
  - Improve access to healthy, affordable foods and opportunities for exercise and physical activity.
  - Implement and expand evidence-based programs and policies
  - Ensure families & individuals have the opportunity to lead healthy and productive lives.

# RV-CHI Partners

## ■ Schools and Colleges

Weldon City School System

Northampton County School System

Halifax Community College

Halifax County School System

East Carolina University

Northwest Halifax PTSA-Action for Healthy Kids

Roanoke Rapids City Schools

## ■ Coalitions and Boards

Halifax County Healthy Carolinian Advisory Board

Halifax Warren Smart Start

Roanoke Valley Breast Cancer Coalition

Nurse Family Partnership Program

Northampton County Healthy Carolinian Advisory Board

South East Halifax Coalition

## ■ Health Care Offices/Agencies

Park Avenue Pediatrics

Our Community Hospital and Long Term Care

## ■ Community Foundations

Kate B. Reynolds Foundation

NC Foundation for Advanced Health Programs

Gregory B. Davis Foundation

Rural Forward N C

Good Will Community Foundation

## Community /Nonprofit Organizations

Northampton County 4-H Program

Halifax County 4-H Program

Regeneration Development Corp

Halifax Recreation Advisory Board

Haliwa-Saponi Indian Tribe

John 3:16 Center

Halifax County Boys and Girls Club

A Better Chance A Better Community

Roanoke Valley Chamber of Commerce

Zeta Phi Beta Sorority Incorporated





# RV-CHI Partners Continued



## ■ Health Care offices Agencies

Halifax Regional Medical Center

Northampton County Home Health

Spring Life Behavioral Health

Rural Health Group

Cardinal Innovations Health Care Solutions

Halifax Works

Roanoke Valley Diabetes Resource Center

Halifax Pediatrics

## ■ Government Agencies

Weldon Fire and Police Departments

City of Roanoke Rapids

Northampton County Health Department

Halifax County Public Health Systems

Northampton County EFNEP

Halifax County EFNEP

NC Cooperative Extension

Lake Gaston Chamber of Commerce

Roanoke Valley Chamber of Commerce

Town of Garysburg



# Performance Measures

- Decrease rate of childhood obesity in 2-4 year olds in Halifax County by 5%
- Increase number of fruit and vegetable outlets in Halifax County from 8-16
- Increase the number of residents living within 10 miles of fruit and vegetable sales outlets from 9543-15000
- Enhance recreational facilities and physical activity places in Halifax County



# Progress Toward Performance Measures

- Decreased Childhood obesity rate from 32.6 to 30.5 (2011-2015) 2% decrease
- Increased number of fruit and Vegetable outlets – Six additional outlets (church community garden, mobile vegetable outlet, community garden Scotland neck, Community Garden Lincoln Heights, Garysburg Farmers Market, Church Fresh Produce Pantry)
- Increased Vegetable sales Outlets (5 healthy corner stores, 3 new retail outlets selling frozen vegetables)
- Enhanced Recreation Facilities and Physical Activity Spaces

Skate Park, Walking Trail HCC, Play ground and Walking Trail Garysburg, Bike Trail and Bikes Canal Trail, Meyers Park Enfield, Ledgerwood, Emery Park, Scotland Neck – 10 school playgrounds added or enhanced

# Accomplishments

- Provides Healthy Food at Community Events
- Supports establishment and expansion of local Farmers Markets
- Hosts Annual Family Fest Event themed around healthy eating opportunities and activity available in the community
- Expanded EFNEP program in Halifax and Northampton County
- Worked with Halifax County to support adoption of the County Wide Recreation Plan
- Hosts Monthly Play Days
- Created Map of Play of Halifax and Northampton Counties



# Accomplishments Continued

- Supported program for free bike check out along the Roanoke Canal trail.
- Supports the Coordinated Approach To Child Health (CATCH) Program and the School Health Network
- Supported establishing SNAP and EBT Acceptance at the Farmers Market
- Provides nutrition education programs on preparing healthy snacks and fresh foods.
- Implemented Healthy Snack Bars at local School Districts



# Total Reach

- Over 32,000 residents have participated in RV-CHI programming in Halifax & Northampton County
- 96% participated in youth & family – centered events and school based programs
- 4% were adults engaged in adult centered events

# Celebrate

- Halifax County Health Outcomes ranking moved slightly since 2014 from 99 to 96 in 2017
- [www.countyhealthrankings.org](http://www.countyhealthrankings.org)

# Halifax Regionals Support



- Halifax Regional is a not-for-profit, community-based organization.
- Licensed for 204 beds
- Our purpose is to serve the people of our region with the highest possible level of quality medical care.
- Halifax Regional is located in the beautiful city of Roanoke Rapids
- A leading employer in the area, contributing to the economy, health, and quality of life in this growing region.
- Patients come from Halifax, Northampton and Warren counties in North Carolina and Mecklenburg, Brunswick and Greenville in Virginia, so we serve a wide region along the I-95 corridor.

# Mission and Vision of Halifax Regional

- **Mission – Halifax Regional places patients first by providing excellent and compassionate healthcare.**
- **Vision: Halifax Regional will be a leading partner in a healthier community**



# Collective Impact of RV-CHI



- Halifax Regional serves as the anchor organization for the RV-CHI.
- Halifax Regional initially helped convene partners for the RV-CHI.
- The organization formalized, & became a collaborative force with a significant collective community impact .
- Encourages continuous communication for learning and open dialogue.
- Has a sustainable infrastructure and solid base for a long term future.
- Halifax Regional serves as the fiduciary agent for the RV-CHI.

# *Halifax Regional Supporting and Empowering The Community around Health*



- Roanoke Valley Community Health Initiative
- Roanoke Valley Breast Cancer Coalition
- Halifax County Recreation Advisory Board
- South Eastern Halifax Coalition
- Hollister Sisters Breast Cancer Support Group
- CATCH Program
- Hannah's Place Domestic Violence Program
- Northampton County Healthy Carolinians
- Town of Garysburg Food Hub Advisory Board
- Partners In Faith

# Partners In Faith

- **Vision:** Partners in Faith (PIF) communities in the Roanoke Valley gather to learn, exchange ideas and create strategies for healthier congregations.
- **Mission:** Partners in Faith works with its members in the Roanoke Valley to promote healthy eating and active living within the congregations and communities. We accomplish this through development, collaboration and programming.

# Partners in Faith Objectives

- Support & Promote Healthy Eating & Physical Activity
- Develop Strong Pastoral Leadership around Healthy Eating and Active Living
- Support Annual FamilyFest Event
- Host and support Monthly Play Days
- Support Community Gardening
- Support Healthy Corner Store Initiatives



# Partners In Faith Accomplishments

- Convening of 46 Community Churches
- Hosts monthly meetings and provide education and information at the meetings
- Developed Partners in Faith Work Plan
- Hosted Healthy Community Healthy Cooking Classes
- Hosted Grant Writing Workshop For Churches and Community Partners
- Hosted Swimming Lessons and Open Swimming Sessions
- Support Monthly Play Days
- Provide support for the RV-CHI and RV-CHI sponsored events

# Partners In Faith Moving Forward

- Additional Churches becoming Certified as Partners in Health and Wholeness through N. C. Council of Churches
- Hosting Healthy Cooking Class around the Holidays for Healthier Holiday Recipes
- Planning an Interfaith Program in the Spring at the Farmers Market to bring together the Faith Community & Others in the Roanoke Valley
- Planning Community Gardening Workshops for Churches and the Community
- Continue to share information learned and implement changes with congregations, pastors and the community.



# Partners in Faith Meeting and Play Day Supported by Partners in Faith





# For More Information

[www.getfitstayfitrv.com](http://www.getfitstayfitrv.com)

<https://www.facebook.com/Roanokevalleycommunityhealthinitiative>