Community Health Improvement Plan

Priorities for Change

Accessible Safe Environment Common Disease Partnerships Solutions
Tobacco-Free Healthy Living
Health Care Community





Live Healthy Fairfax

Although the Fairfax community* ranks as one of the healthiest in the Commonwealth of Virginia and in the nation, many of our children and adults face preventable health risks such as inadequate physical activity, poor nutrition, obesity, and tobacco use. Many of our neighbors have limited access to health care and to other community resources that support healthy choices and healthy living.

In an effort to improve the health of the community, the Partnership for a Healthier Fairfax coalition has established the Live Healthy Fairfax initiative. Live Healthy Fairfax aims to transform the community through activities that support access to health services, promote a healthy environment, increase opportunities to make informed choices, and enhance infrastructure to enable healthy living. The Community Health Improvement Plan is the cornerstone of the Live Healthy Fairfax initiative.

Partnership for a Healthier Fairfax

In November 2008, the Fairfax County Health Department brought together diverse representatives from the local public health system to conduct a Local Public Health System Assessment. The local public health system includes all the people and organizations that contribute to the health of those who live, work, and play in the community. This Local Public Health System Assessment was the beginning of the formation of a partnership that would work together to improve community health.

The results of the Local Public Health System Assessment highlighted the need to mobilize community partnerships to address health issues. Other community members and organizations that had an important role in improving the health of the community were identified and contacted. The Fairfax County Health Department invited these stakeholders to become leaders and members of the community coalition known as the Partnership for a Healthier Fairfax.

Today, the Partnership for a Healthier Fairfax is a diverse coalition that is working together to improve community health by mobilizing resources, increasing awareness, and promoting change. Members of the Partnership for a Healthier Fairfax include individuals, community organizations, schools, health care providers, businesses, faith communities, and government agencies.

* The Fairfax community includes the cities of Fairfax and Falls Church, Fairfax County, and the incorporated towns of Herndon, Vienna, and Clifton.

Community Health Assessments

Over the past four years, Partnership for a Healthier Fairfax members have been engaged in a thorough community health assessment process, including six separate assessments, to gather information about the health of the community. The community health assessment work was guided by the Mobilizing for Action through Planning and Partnerships (MAPP) process. The MAPP framework helps communities conduct an indepth community health assessment, identify and prioritize public health issues, and develop goals and strategies to address them.

The findings from these assessments were reviewed, analyzed, and synthesized to shape the Fairfax Community Health Improvement Plan. To read the full reports for each assessment, visit www.fairfaxcounty.gov/livehealthy/mapp.htm.



Community Transformation Grant

The Community Transformation Grant program is a national effort — funded by the U.S. Department of Health and Human Services (HHS) and administered by the Centers for Disease Control and Prevention (CDC) — to create healthier communities. This grant builds the capacity of communities to implement policy, systems, programmatic, and infrastructure changes that promote health, prevent disease, and reduce disparities in health outcomes.

In September 2011, Fairfax County Government was awarded a Community Transformation Grant of approximately \$500,000 annually, for five years, to support the Partnership for a Healthier Fairfax in developing and implementing a plan to improve community health.

The Fairfax community has successfully developed a plan that integrates the grant's Community Transformation Implementation Plan and the Partnership's Community Health Improvement Plan. Although the plans are integrated, some objectives proposed by the Partnership are not funded by grant resources, nor are they allowable activities within the scope of the grant. These objectives with limited grant activities are denoted with a green fruit icon . Objectives included in Fairfax County's Community Transformation Grant activities are denoted with a blue fruit icon . Community Health Improvement Plan objectives without a fruit icon do not include grant activities. Aligning the grant activities and the work conducted by the Partnership has strengthened the likelihood of long-term success in achieving desired health outcomes.

Fairfax Community Health Improvement Plan

The Community Health Improvement Plan, developed by the members of the Partnership for a Healthier Fairfax, is an action-oriented plan created to make the Fairfax community a healthier place to live. The plan consists of seven priority issues and their respective goals and objectives. These priority issues encompass the five strategic issues that were identified in the MAPP process and the five strategic focus areas that are core elements of the CDC's Community Transformation Grant.

Throughout development of the Community Health Improvement Plan, the following themes served as guiding principles: community engagement; partnership; social factors that influence health; and policy, systems, and environmental change. Plan development was a collaborative effort involving numerous multi-sector stakeholders to foster community ownership and implementation. When possible, goals and objectives were aligned with national, regional, state, and local initiatives using evidence-based approaches.

Community leaders and subject matter experts were consulted throughout the plan development process to ensure collaboration with existing initiatives and community partners. The success of plan implementation depends on the support and commitment of all who play a role in directly or indirectly impacting health outcomes in the Fairfax community.

The Community Health Improvement Plan outlines the priority health issues for the Fairfax community and the associated goals and objectives to address these issues to ultimately achieve optimal health and well-being for all people who live, work, and play in the Fairfax community. To see the complete Community Health Improvement Plan, and the supporting key actions for the plan's goals and objectives, visit www.fairfaxcounty.gov/livehealthy.

Partnership for a Healthier Fairfax Strategic Issues:

- 1) Environment and Infrastructure
- 2) Healthy Lifestyles
- 3) Health Workforce
- 4) Access to Health Services
- 5) Data

Community Transformation Grant Strategic Focus Areas:

- 1) Healthy and Safe Physical Environments
- 2) Active Living and Healthy Eating
- Tobacco-Free Living
- 4) Clinical and Preventive Services
- 5) Social and Emotional Wellness





- 1) Healthy and Safe Physical Environment
- 2) Active Living
- 3) Healthy Eating
- 4) Tobacco-Free Living
- 5) Health Workforce
- 6) Access to Health Services
- 7) Data



Healthy and Safe Physical Environment

Improving the community environment to support good health for all

Overview

Health and wellness are shaped by the places where community members live, work, and play.

To improve the community environment, health considerations must be integrated into the policies, plans, and procedures of non-health sectors. A *Health in All Policies* (HiAP) approach accounts for potential health impacts during all stages of the policymaking process. HiAP aims to ensure that policy decisions promote community health rather than produce negative health outcomes. For example, considering opportunities for active living during urban planning may encourage more innovative recreational areas and design strategies that encourage walking or bicycling.

Healthy and Safe Physical Environment Goal

Develop and implement policies that promote healthy and safe physical environments for all who live, work, and play in the Fairfax community.

Objective 🧁

Increase the number of community, street, park, and transportation policies for the environment that support positive community health outcomes.²



Denotes Community Transformation Grant Activity

http://healthypeople.gov/2020/topicsobjectives2020/nationaldata.aspx?topicId=33.

¹ Government of South Africa, Adelaide Statement of Health in All Policies, (World Health Organization, 2010),

http://www.who.int/social_determinants/hiap_statement_who_sa_final.pdf.
² U.S. Department of Health and Human Services, "PA-15 Increase Legislative Policies for the Built Environment that Enhance Access to and Availability of Physical Activity Opportunities," *Healthy People 2020*, (2010),

Active Living

Increasing opportunities for physical activity to improve health

Overview

Physical activity is essential to promote health and well-being in the community.

Opportunities for physical activity must be made available throughout the Fairfax community to reduce poor health outcomes from cardiovascular disease, stroke, type 2 diabetes, and depression and to reduce obesity for youth and adults. The following objectives will provide opportunities for people of all ages to be active by implementing policy alternatives, mobilizing community partners, utilizing social media, and collaborating with existing community initiatives.

Active Living Goal 1

Increase the number of children and adolescents who engage in daily physical activity.

Objective 1.1

Increase the number of opportunities for children ages birth to 5 years and those in child care settings to engage in daily physical activity.

Objective 1.2

Increase the number of elementary schools that participate in the Safe Routes to School program.

Objective 1.3

Increase the number of children and adolescents from families of low socioeconomic status participating in organized recreational activities.

Active Living Goal 2

Increase the number of adults who engage in daily physical activity.

Objective 2.1

Increase the number of adults who engage in walking and biking.

Objective 2.2

Increase the number of opportunities to promote active lifestyles for adults.

Objective 2.3

Promote opportunities for physical activity for older adults.

Active Living Goal 3

Promote sustainability of programs and facilities that promote physical activity.

Objective 3.1

Implement policies and procedures that support physical activity in the community.

Objective 3.2

Identify consistent funding streams to maintain current and future facilities, trails, and equipment so that community members have access to safe physical activity.

Objective 3.3

Encourage public and private partnerships to identify facilities that could be made available to the public for free or at a reduced rate.

6

Priority Issue: Healthy Eating

Making healthy food affordable and accessible for all



Healthy eating is a critical component to combat cardiovascular risk factors as well as childhood and adult obesity. Providing frequent and easy access to healthy food choices is necessary to improve nutrition in the Fairfax community.

Adults and children are regularly faced with unhealthy food and beverage options in their daily lives. The Partnership promotes improved accessibility and affordability of healthy foods in multiple settings, including faith communities, day care settings, school environments outside of the school lunch program, and low socioeconomic status areas.

Healthy Eating Goal 1

Increase the accessibility and affordability of healthy food.

Objective 1.1

Establish a food policy council to examine the local food system and make recommendations for how to increase access to healthy and affordable food in underserved areas.

Objective 1.2

Increase the amount of healthy food that is donated to food pantries.

Objective 1.3

Establish new community and school gardens in additional locations.

Objective 1.4 🁙

Review gaps and opportunities for improving healthy and affordable food options at farmers markets and all other food retail outlets in low income neighborhoods.

Healthy Eating Goal 2

Increase the number of environments that promote healthy food choices and educational resources.

Objective 2.1 👙

Increase the number of schools that adopt healthy eating guidelines outside of the Fairfax County Public Schools' **Food and Nutrition** Services setting.

Objective 2.2 🧽

Increase the number of faith communities that adopt healthy eating guidelines.

Objective 2.3 🁙

Increase the number of family child care providers and child care centers participating in the Child and Adult Care Food Program.

Objective 2.4

Promote healthy eating resources in the business community.

Objective 2.5

Promote nutrition as a part of standard health care.



Denotes Community Transformation Grant Activity



Denotes Limited Community Transformation Grant Activity

Tobacco-Free Living

Reducing tobacco use and exposure to secondhand smoke where community members live, work, and play

Overview

Cigarette smoking exposes non-smoking individuals to secondhand smoke, contributes to litter and pollution, and poses a fire risk. Reducing tobacco use and exposure to secondhand smoke where we live, work, and play will help reduce health complications and environmental hazards.

The Fairfax community can improve the health of its residents by reducing or preventing secondhand smoke exposure at park amenities and by encouraging the adoption of voluntary smoke-free housing policies.

Tobacco-Free Living Goal

Reduce tobacco use and exposure to secondhand smoke and associated unhealthy air contaminants in outdoor recreational environments and multi-unit housing environments.



Health Workforce

Expanding the workforce capacity to meet the health care needs of a diverse community

Overview

The Fairfax community is increasingly diverse and requires a health care workforce that can meet the needs of everyone in the community. By raising awareness of health disparities and expanding the capacity of the health care workforce, service delivery can be improved to support optimal health for all in the Fairfax community. Objectives proposed for the short term include increasing the number of trained chronic disease self-management educators in community-based organizations and conducting a baseline survey regarding the awareness and implementation of the Culturally and Linguistically Appropriate Services (CLAS) Standards. The CLAS Standards, a published by the U.S. Department of Health and Human Services Office of Minority Health, provide a framework for health care organizations to serve diverse communities.

Health Workforce Goal

Have a health care workforce that is responsive to the health care needs of a diverse population.

Objective 1 🧽

j**ective 1** 🤄 rease the r

Increase the number of trained chronic disease self-management facilitators in community-based organizations who employ best practices for chronic disease prevention and self-management.

Objective 2

Conduct a baseline survey for health care employers to determine awareness and implementation of the CLAS Standards that address workforce composition, cultural competency, and language access.

Objective 3

Increase the percentage of employers that follow the CLAS Standards in the areas of workforce composition, cultural competency, and language access using the results of the baseline survey.



³ U.S. Department of Health and Human Services, Office of Minority Health, National Standards for Culturally and Linguistically Appropriate Services in Health and Health Care: A Blueprint for Advancing and Sustaining CLAS Policy and Practice, https://www.thinkculturalhealth.hhs.gov/Content/clas.asp.

Access to Health Services

Improving access to and quality of health care services

Overview

Access to health services directly impacts the overall physical, social, and mental health status of a community. Accessing quality health services — including primary, behavioral, oral, and specialty care services — is difficult for many people, particularly for those of low socioeconomic status.

Strategies to increase access to health services include: 1) expanding the role of community-based organizations in providing preventive services, and 2) promoting the integration of health services, including mental health services, in a comprehensive and patient-centered way.



The following goals seek to integrate existing health services to achieve a larger impact and to target at-risk or vulnerable sub-populations in the Fairfax community.

Access to Health Services Goal 1

Improve access to primary and specialty care, including oral and behavioral care.

Objective 1.1 🁙

Improve the community's capacity to obtain, process, and understand basic health information and services needed to make appropriate health care decisions and engage in health-promoting behaviors.

Objective 1.2

Improve access to health services through systems and policy changes among providers.

Access to Health Services Goal 2

Improve access to services that promote social and emotional wellness, prevent suicide, and decrease the stigma associated with mental illness and substance abuse.

Objective 2.1 🧽

Improve the capacity of the community to deliver services that promote social and emotional wellness.

Objective 2.2 🁙

Improve awareness of mental illness and how to promote mental health among the public and community-based organizations.



Denotes Limited Community Transformation Grant Activity

Data

Integrating public health data to improve monitoring, analysis, reporting, and evaluation of community health

Overview

Data on health-related behaviors, diseases and injuries, and causes of death can help decision makers identify and address health problems more effectively. In addition, information about the social factors that influence health can help frame a better understanding of the issues that impact health outcomes.

In the Fairfax community, data sources are abundant, but they are often fragmented across multiple systems and sectors with distinct owners. Given the limited availability of public health data at the sub-county level, it is difficult to measure the extent of health disparities and needs among underserved sub-populations within the Fairfax community. The following goals and objectives will enable the community to provide a framework to begin integrating the local public health data system.

Data Goal





The Community Health Improvement Plan was designed to transform the Fairfax community into a place where all may lead healthier, more productive lives. With the completion of this plan, the Partnership for a Healthier Fairfax enters phase six of the MAPP process — the action cycle. This phase includes the planning, implementation, and evaluation of the action plans for each of the seven identified priority issues in the Community Health Improvement Plan. These action plans outline the activities, timeframes, champions, key partners, and evaluation measures for each priority issue.

Achieving improved health outcomes will take time as the community transitions from planning, to action, to results. The Partnership will assess the progress made toward the measureable objectives each year. The coalition may need to reevaluate strategies based on changing resources and leverage assets to assure that goals are met. The action phase is an ongoing process that allows the Partnership to evaluate the effectiveness of its efforts and adjust its course as community health needs evolve.

Community ownership and commitment are fundamental components of the MAPP process and are essential for the successful implementation of the Community Health Improvement Plan. Throughout plan development, partners across sectors were engaged to collectively address complex public health issues and identify effective, sustainable solutions. The continued dedication of current and future community partners and the investment of time, energy, and other resources will move the community forward toward reaching its goals. Only when the diverse stakeholders in the community work together can the Partnership achieve its vision of optimal health and well-being for all who live, work, and play in the Fairfax community. This collective work will be recognized as the Live Healthy Fairfax initiative as we begin transforming our communities together.

12





www.fairfaxcounty.gov/livehealthy

The Community Health Improvement Plan, prepared and presented by the Partnership for a Healthier Fairfax, reflects the contributions of many of the participating groups and individuals, but does not necessarily reflect the position of any particular organization or individual. In addition to Partnership members, various boards, committees, and subject matter experts within the community also provided input on plan development activities.



A Fairfax County, Va., publication. September 2013



Fairfax County is committed to nondiscrimination on the basis of disability in all county programs, services, and activities. Reasonable ADA accommodations will be provided upon request. For more information, call 703-246-8856, TTY 711.