

Community Health and Well-Being Focus Group



Below is the meeting summary for the third Community Health and Well-Being Focus Group meeting. The purpose of this meeting is to select approximately three objectives for each goal established at the second meeting. All of the Focus Group information will be incorporated into the Community Strategic Plan document which will be considered by the Board of Supervisors later this year.

Meeting Date: 4/4/16

Recorder: Grace McCown

Meeting Location: Roanoke County Dept. of Social Services

Number of Participants: 15

Number of Small Groups: 3

Host: Supervisor Hooker

Lead Staff: Patience O'Brien and Jessica Webb

Staff Facilitators: Tracey Buzzo, Grace McCown, Kevin Slough, Brian Simmons, Brent Hudson

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Topics with Top Three Goals

Topic 1: Vulnerable Populations

- Goal 1. Identify needs of each vulnerable population and prioritize current levels of services and gaps.
- Goal 2. Collaborate with public and private partners to maximize funds and resources.
- Goal 3. Provide assistance to help identified populations be as self-sufficient and independent as possible.

Topic 2: Public Awareness

- Goal 1. Improve public awareness of key resources by increasing outreach, increasing availability of information, and identifying barriers to public awareness.
- Goal 2. Increase community involvement and partnerships, to include peer to peer opportunities.
- Goal 3. Develop strategies to enhance public knowledge of existing resources.

By consensus, participants decide to combine Goals 1 and 3 into a single goal.

Topic 3: Healthy Citizens

- Goal 1. Identify and implement motivational and educational opportunities to engage citizens to be healthier.
- Goal 2. Enhance availability of and access to recreational opportunities and activities.
- Goal 3. Improve transitional support for all stages of life as it relates to overall health and well-being.

Objective Development: All Objectives Discussed for Each Goal

Topic 1: Vulnerable Populations

Goal 1. Identify needs of each vulnerable population and prioritize current levels of services and gaps.

- What vulnerable populations will be working with
- Identify what services are available
- Identify grant funding for vulnerable populations
- Identify staffing for the seeking out of resources
- Identify which private partners will be used
- County to fund resources for vulnerable populations
- Data needs to be collected – how many in the area to be serviced; explore options for collecting data
- What does the County agree on – what the vulnerable populations are
- Determine the best way to prioritize – largest part of the population or greatest need?

Goal 2. Collaborate with public and private partners to maximize funds and resources.

- Reach out to private businesses for resources
- Let private partners know what is needed or is an opportunity
- Determine which partners could co-benefit with the County
- County to help citizens tap into resources that are already available

Goal 3. Provide assistance to help identified populations be as self-sufficient and independent as possible.

- Identify resources to address safety concerns within the vulnerable populations
- Implement research based support for vulnerable populations
- Identify what assistance is out there and how to get it to the community
- Experts to go out into the community to explain resources
- Transportation, housing, access to computers/libraries, food
- Peer to peer help
- Volunteer network to fit in where needed

Topic 2: Public Awareness

Goal 1. Improve public awareness of key resources by increasing outreach, increasing availability of information, and identifying barriers to public awareness.

- Series of public service announcements regarding 211
- Include information regarding 211 in County government mailings
- Explore opportunities for collaboration between County government and private agencies/companies for mailings regarding 211 and other resources
 - AEP, Roanoke Gas, Western Virginia Water Authority, Verizon, Cox, US Postal Service, schools
- Explore new avenues to provide information to citizens, such as materials available at grocery stores
- Explore ways to utilize social media/online for information regarding existing resources; add links to existing websites

- County partnership with existing non-profits that serve vulnerable populations to disseminate information regarding resources, including 211
- Collaborate with 211 to coordinate outreach efforts; review 211 existing materials for use with County residents and to meet County needs
- Explore ways to tailor existing resource information to specific vulnerable populations

Goal 2. Increase community involvement and partnerships, to include peer to peer opportunities.

- Utilize neighborhood recreation centers and libraries as a central point for distributing information regarding resources and volunteer opportunities; develop and run programming regarding community health and well-being out of these centers
- Use neighborhood elementary schools/PTA groups to hold groups/meetings to discuss community health issues
- Collaborate with health care providers, including urgent care centers, to support their existing outreach efforts
- Training for first responders regarding community resources, including 211; these first responders to assist citizens in making the first contact for assistance
- County partner with local businesses to support employee volunteerism
- Identify existing neighborhood groups and leaders as points of contact for disseminating information regarding resources
- Host a community health fair/expo with kiosks, information booths, activities, etc for distribution of information; Several fairs per year could each have a theme (children's health, senior health, etc); to be held at County facilities like Green Ridge and at County parks; partner with businesses/nonprofits

Topic 3: Healthy Citizens

Goal 1. Identify and implement motivational and educational opportunities to engage citizens to be healthier.

- Provide information kiosks along Greenway
- Provide community gardens to include schools and nutritional education – juvenile education on healthy eating
- Partner with cooperative extension to provide information on healthy foods
- Survey population on what motivates and engages them
- Provide competitive/incentive based programs
- Cortran education
- Provide motivational partners

Goal 2. Enhance availability of and access to recreational opportunities and activities.

- Provide recreational activities geographically across the County by using existing facilities (schools, libraries, churches)
- Finish the Greenway
- Connect the Greenway with sidewalks, bike lanes, pedestrian trails, and parking access
- Provide recreational activities for Senior citizens / all adults

- Have Green Ridge and other recreational facilities give incentives for Wellness Programs
- Partner with school ASK programs for more physical fitness
- Provide better/equitable athletic facilities at schools and recreational facilities
- Maintenance of current facilities

Goal 3. Improve transitional support for all stages of life as it relates to overall health and well-being.

- Provide workforce training for vulnerable populations
- Conduct a survey to identify any gaps; use the information to implement changes
- Transportation support; include support for Cortran (Medicaid/Medicare eligible)
- Independent living training for vulnerable populations
- Follow up through the stages of transitions

Objective Development: Group Consensus on Top Three Objectives for Each Goal

Topic 1: Vulnerable Populations

Goal 1. Identify needs of each vulnerable population and prioritize current levels of services and gaps.

Objective 1: Data needs to be collected – how many in the area to be serviced; explore options for collecting data

Objective 2: Determine what vulnerable populations we will be working with

Objective 3: Determine the best way to prioritize – largest part of the population or greatest need?

Goal 2. Collaborate with public and private partners to maximize funds and resources.

Objective 1: Reach out to private businesses for resources

Objective 2: Determine which partners could co-benefit with the County

Objective 3: County to help citizens tap into resources that are already available

Goal 3. Provide assistance to help identified populations be as self-sufficient and independent as possible.

Objective 1: Identify resources to address safety concerns within the vulnerable populations

Objective 2: Experts to go out into the community to explain resources

Objective 3: Volunteer network to fit in where needed

Topic 2: Public Awareness

Goal 1. Improve public awareness of key resources by increasing outreach, increasing availability of information, and identifying barriers to public awareness.

Objective 1: Explore ways to utilize social media/online for information regarding existing resources; add links to existing websites

Objective 2: County partnership with existing non-profits that serve vulnerable populations to disseminate information regarding resources, including 211

Objective 3: Explore ways to tailor existing resource information to specific vulnerable populations

Goal 2. Increase community involvement and partnerships, to include peer to peer opportunities.

Objective 1: Utilize neighborhood recreation centers and libraries as a central point for distributing information regarding resources and volunteer opportunities; develop and run programming regarding community health and well-being out of these locations

Objective 2: Use neighborhood elementary schools/PTA groups to hold groups/meetings to discuss community health issues

Objective 3: County partnerships with local businesses to support employee volunteerism

Topic 3: Healthy Citizens

Goal 1. Identify and implement motivational and educational opportunities to engage citizens to be healthier.

Objective 1: Provide community gardens to include schools and nutritional education – juvenile education on healthy eating

Objective 2: Provide motivational partners

Goal 2. Enhance availability of and access to recreational opportunities and activities.

Objective 1: Finish the Greenway

Objective 2: Create more social and recreational opportunities and programming for adults, including Senior citizens

Objective 3: Develop and improve County recreational facilities with a focus on equitable facilities across different geographic areas and schools

Goal 3. Improve transitional support for all stages of life as it relates to overall health and well-being.

Objective 1: Provide workforce training for vulnerable populations

Objective 2: Conduct a survey to identify any gaps; use the information to implement changes

Objective 3: Transportation support; include support for Cortran (Medicaid/Medicare eligible)