

Development & Advancement of the Dan River Partnership for a Healthy Community (DRPHC)



DAN RIVER
PARTNERSHIP FOR A
HEALTHY COMMUNITY

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Dan River Partnership for a Healthy Community

- The DRPHC is an academic-community partnership who meets collectively to address obesity in the Dan River Region



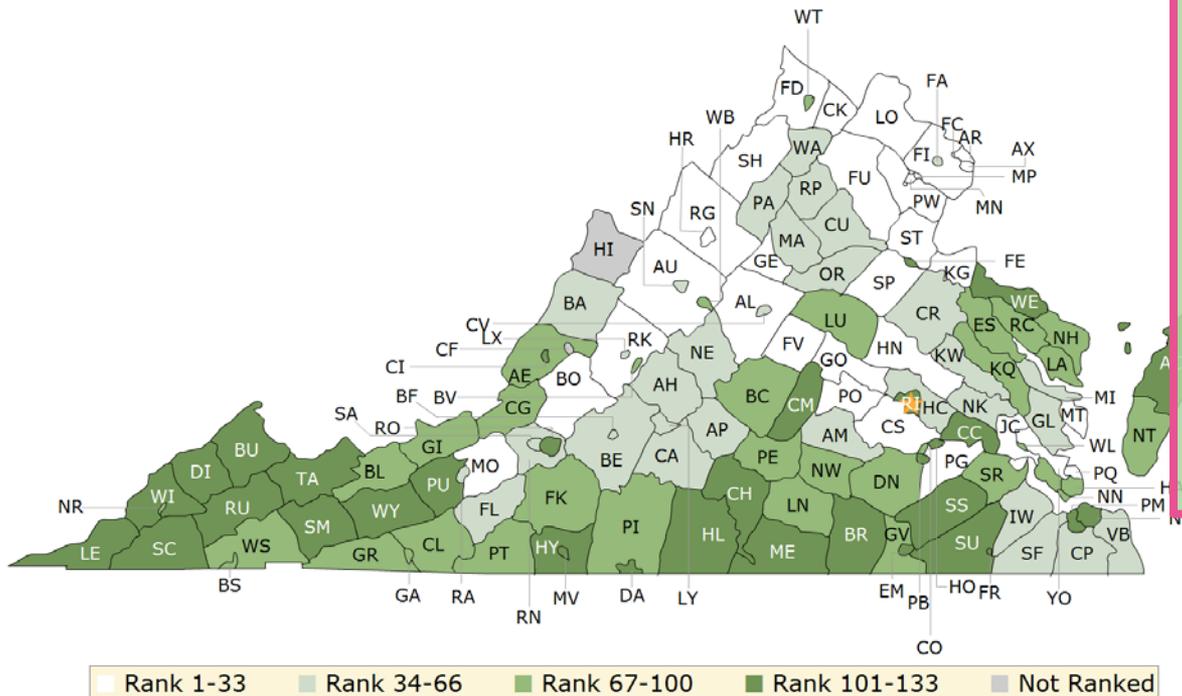
WHO we are

THANK YOU to Our Partners & the DRR community!

- **Camp Grove Community Activist**
- **Camp Grove Baptist Church**
- **Caswell County Schools**
- **Cardinal Village Community Youth Center/
Danville Public Housing Authority**
- **Cedar Terrace/Danville Public Housing Authority**
- **City of Danville Dept. Parks, Recreation, & Tourism**
- **Virginia Cooperative Extension**
- **North Carolina Cooperative Extension-Caswell County**
- **Danville Master Gardner Association**
- **Danville Public Schools**
- **Danville Team Nurse**
- **Danville Regional Foundation**
- **Danville Regional Medical Center**
- **Dan River Basin Association**
- **Danville Community College**
- **Danville Redevelopment and Housing Authority**
- **Danville Registered Dietician**
- **Divine Fitness**
- **Free Clinic of Danville**
- **Get Fit**
- **God's Storehouse**
- **Optima Health**
- **Pittsylvania County Community Action**
- **Southside Danville Community Activist**
- **United Way of Danville-Pittsylvania County**
- **Virginia Department of Health-Danville/Pittsylvania County District**
- **Virginia Tech, Department of Human Nutrition Foods and Exercise**
- **Virginia Tech, Dept. of Biomedical & Veterinary Sciences (BMVS)**

Why the Dan River Region

2013 Health Outcomes - Virginia



- Henry County=129th
- City of Martinsville=126th
- City of Danville= 125th
- Pittsylvania County =89th

(Out of 133 counties in VA)



How it all began. . .

- **2006-2009: 3 Needs assessments completed by the community**
- **2009: Round table on obesity including community stakeholders & VT researchers**
- **January 2010: VT & community stakeholders agree to create community-academic partnership based in CBPR**
- **April 2010: Comprehensive Participatory Planning & Evaluation (CPPE) workshop**



What is CBPR?

- **A strong team of community members and researchers**
- **Foundations of partnership are**
 - Cohesive relationship
 - Trust
 - Co-learning
 - Shared decision-making power
 - Shared Resources
- **Capacity building and community empowerment**
 - Sustainability

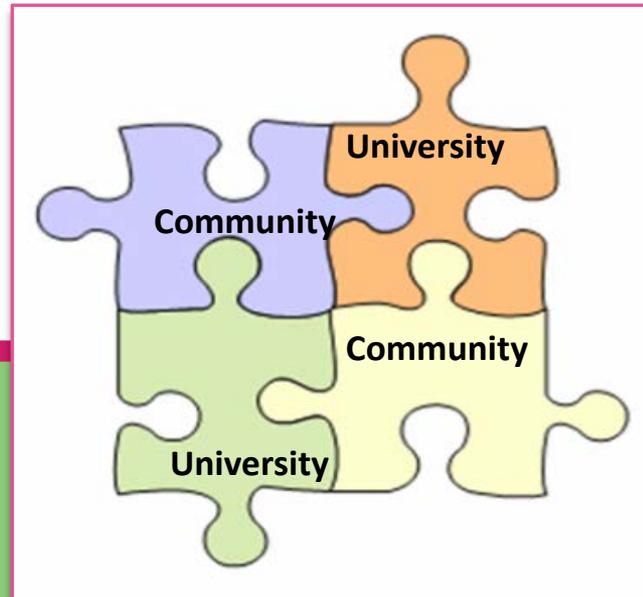


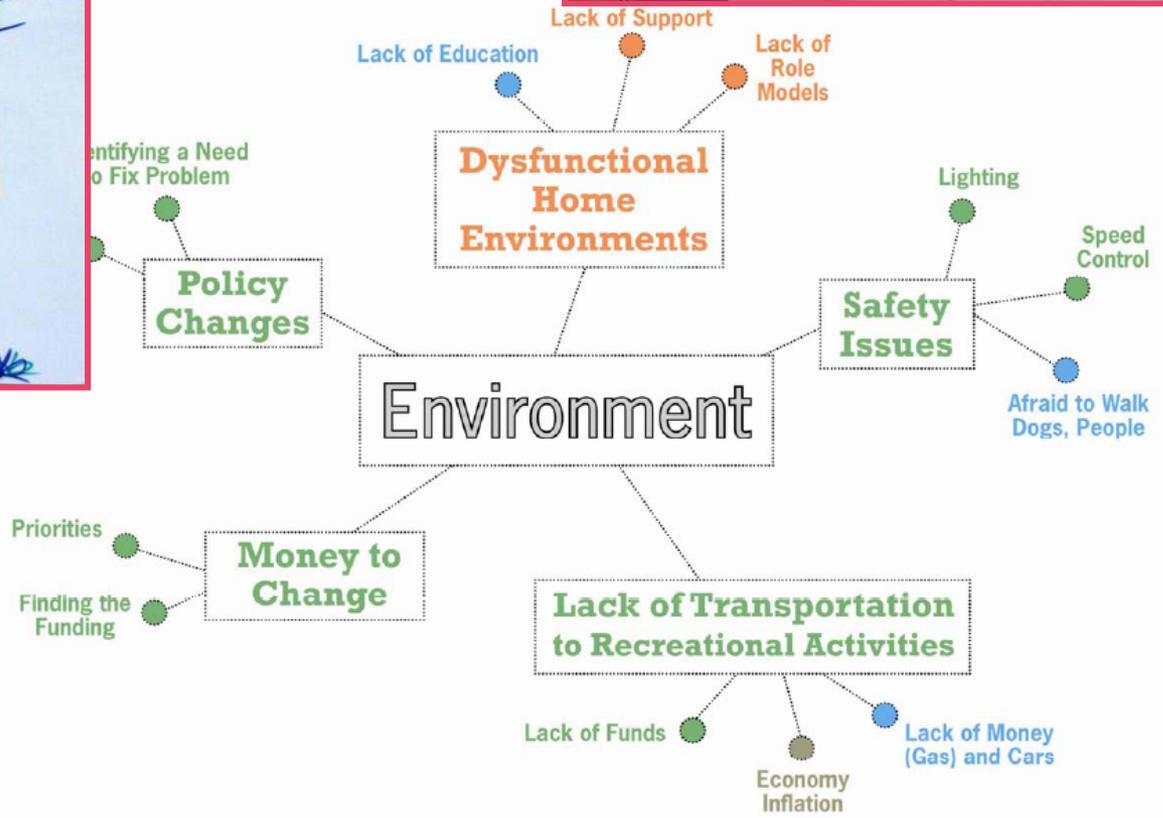
Shared Roles Among Partners

1. Assessing the Problem
2. Identifying the Intervention
3. Intervention Planning
4. Monitoring & Data Management
5. Evaluation

Benefits of CBPR

- Community's active contribution and participation
- Sustainability of partnership
- Better outcomes for programs/interventions





● Individual ● Peer/Family ● Local Community ● Larger Society

Causal Models

1. Physical Activity
2. Nutrition
3. Environment
4. Geographic Planning
5. Social Norms
6. Education



Primary Intervention Ideas That Emerged

1. Social support for physical activity
2. Community gardens to increase access to fruits/vegetables
3. Health-related social marketing campaigns



Evolution of DRPHC since the CPPE Workshop

Building on a successful workshop

- Meeting Schedules
- Operating structure
- Creating an identity and shared vision
- Keeping/growing membership
- Funding

Progress on Initiatives (Identified during workshop)

- Priority areas from CPPE workshop
 - Community Gardens
 - Physical Activity
 - Social Marketing
- Other supporting projects
 - Health Data
 - Built Environment



Evolution of DRPHC since the CPPE

Workshop



- Meeting monthly (or bi-monthly) since 2010
- Creating our organizational structure
 - Adopted bylaws in 2011
 - Elected officers in 2012 and again this year (2013)
- Participated in several local outreach events
 - River District Festival, National Night Out, Local Health fairs



Creating Our Identity & Website

Mission:

- To foster community partnerships to combat obesity in the Dan River Region through healthy lifestyle initiatives.

Vision:

- To promote an environment that supports opportunities for all Dan River Region residents to make healthy food choices and to be physically active in order to achieve or maintain a healthy weight.

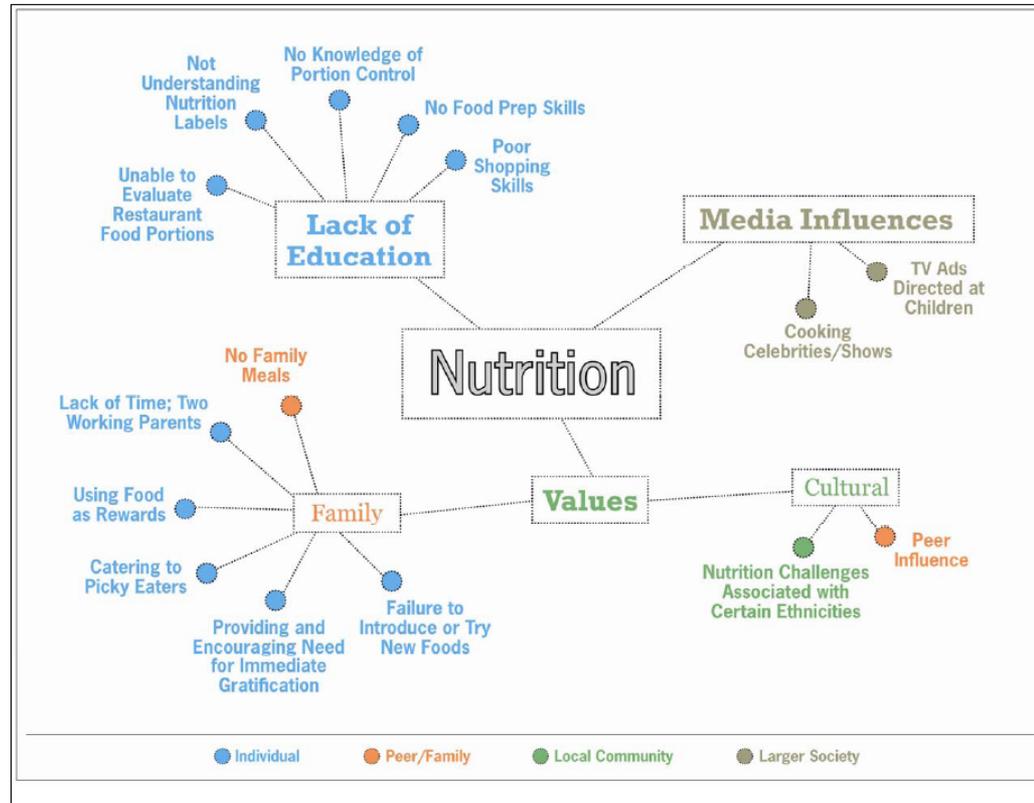


Preliminary Projects in priority areas

- **Several grant proposals have been submitted and awarded and regional pilot projects are underway**
 - **Virginia Tech**
 - support initial planning and several pilot research projects
 - **Virginia Foundation for Healthy Youth**
 - support monthly meetings and several pilot research projects
 - **Danville Regional Foundation**
 - development of website
 - **National Institutes of Health**
 - Childhood obesity treatment planning grant



Nutrition: Community Gardens



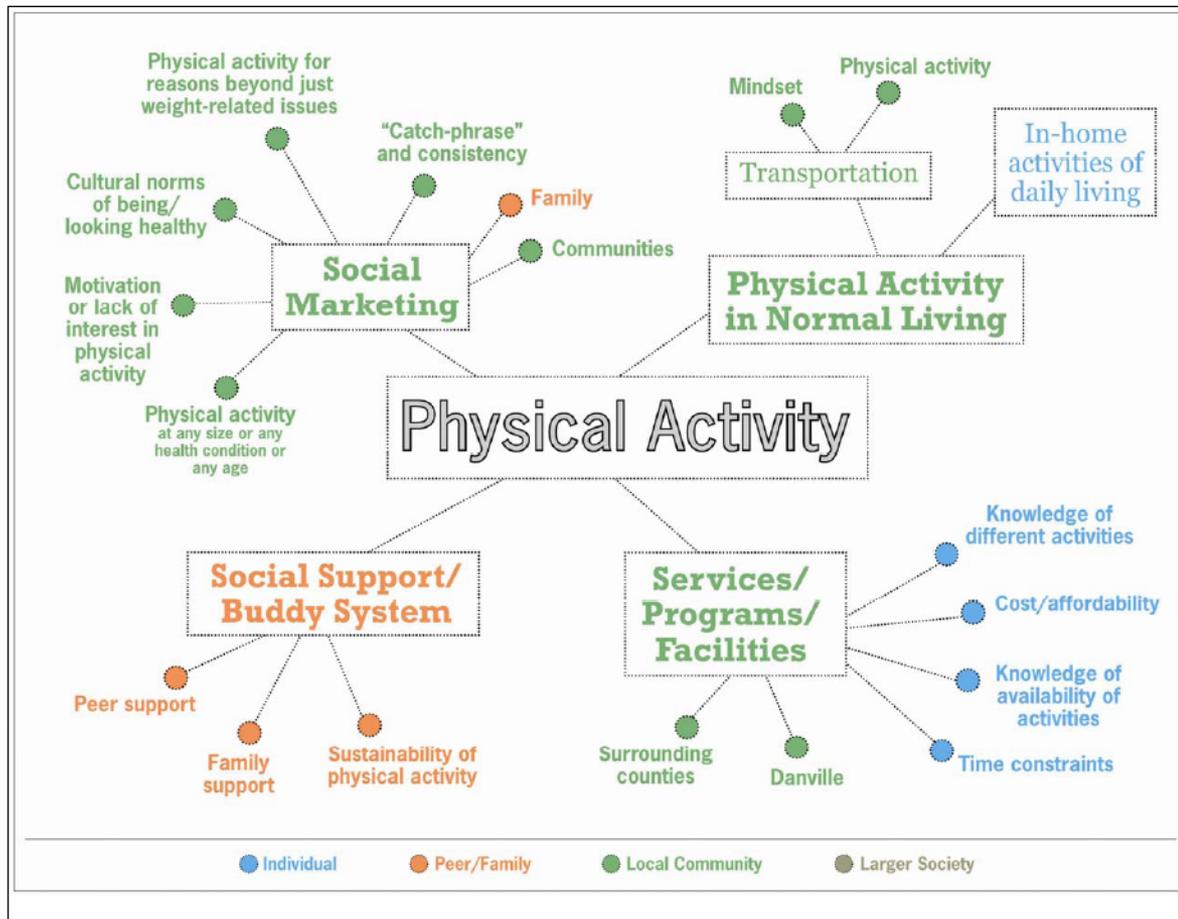
2010

2011

2012

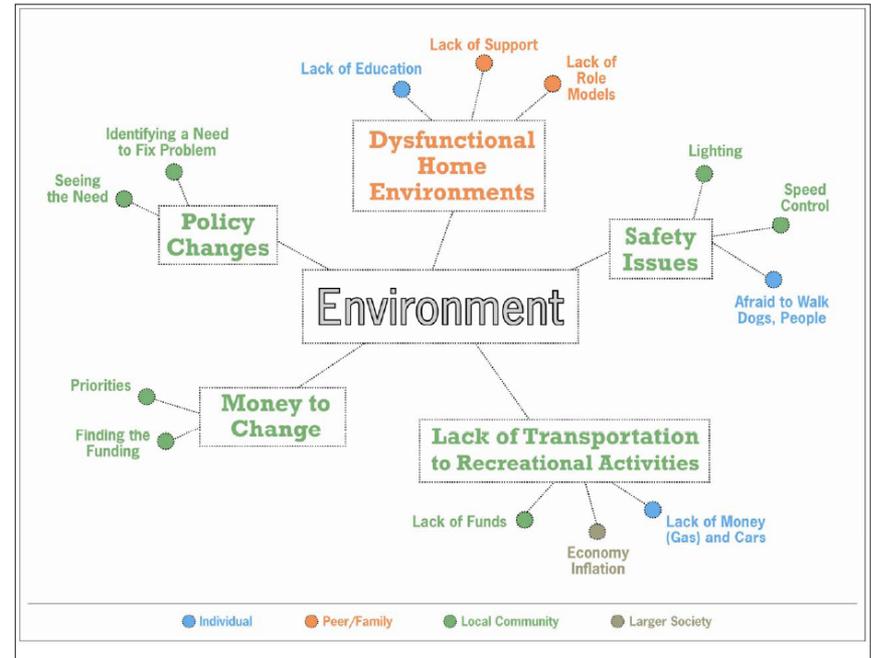
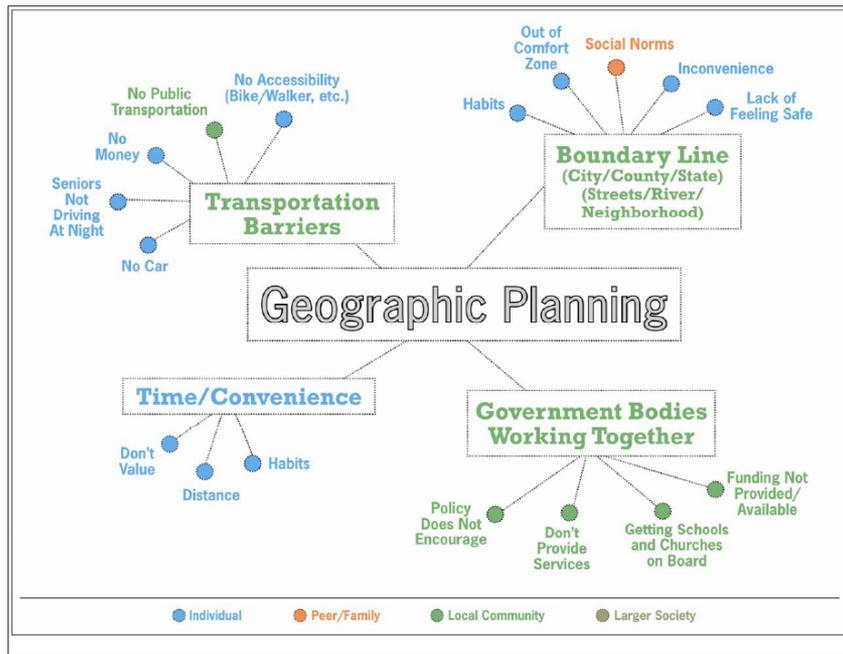
2013

Physical Activity: Better Together: Healthy Caswell County & Instant Recess



Geographic & Environment: Nutritional and Environmental Audits

Goal: to assemble and collect contextual data to support the various activities of the DRPHC and to advance these causal models



Enumeration and systematic audits of all food and physical activity outlets within the 3 counties.



Dan River Region: Partnering for Obesity Planning & Sustainability (POPS)

- **National Institutes of Health (NIH) 3 year planning grant**
 - **Aim 1: Capacity Building:** to assess community capacity to develop, implement and sustain a childhood obesity reduction initiative in the DRR
 - **Aim 2: Intervention Testing:** to determine the potential reach, effectiveness, feasibility and cost of the newly developed childhood obesity interventions.
- **Partners include**
 - **Physicians, nurses and administrators at Danville/Pitt Department of Health and Children's Healthcare Center**
 - **Danville Parks and Rec; Boys & Girls Club**
- **Currently holding monthly planning meetings to develop intervention**
 - **First pilot test of intervention will begin Jan. 2014**



Lessons Learned-CBPR

Challenges

- Encouraging community involvement
- Promoting collaborations across organizations
- Communication
- Meeting each others expectations
- Research vs. outreach
- Timelines for dissemination
- Trust & Patience

Benefits

- Prioritized community needs
- Tangible health benefits to the DRR community
- Co-learning & community expertise
- Capacity building
- Sharing resources
- Sustainability through empowerment



Lessons Learned, cont.

- Meeting face-to-face
 - Getting together on a regular basis is important
- Funding
 - Collectively identifying what type of funding will meet your goals
- Purposeful activities
 - What activities set you up for future funding?
 - What activities give you a presence in the community?
- Proceeding with an eye on the big picture
 - Laying the ground work for future funding
 - documentation of partnership (meeting schedule, attendance, structure of coalition)
 - Evaluation of projects and if appropriate, publication of results
 - Measuring the success of the coalition. . . How will you know if what you are doing is working?



16 grant applications
8 funded; 7 not funded
6 Manuscripts Published or In Press
4 Manuscripts in Review
> 10 Conference Abstracts

Community Briefs
Monthly DRPHC Meetings
Community Forums
Media Coverage



Questions?

- Please visit our website for more information

<http://www.drhealthycommunity.org/>

Healthy Choices **Healthy Future**

DAN RIVER PARTNERSHIP FOR A HEALTHY COMMUNITY

Home Events Our Projects Resources Partners Archives About Us Contact

Spotlight:
DRPH Group Meetings
Our meetings are aimed to move, identify, develop, and implement an action plan to address obesity and health related issues throughout the Dan River Region. It is also collective space to generate conversations, share, and exchange information to progress towards this goal through a collective community effort. There is an open invitation for anyone to attend.

Our Vision: *The name seeks to promote an environment that supports opportunities for all DRR residents to make healthy food choices and to be physically active in order to achieve or maintain a healthy weight.*

About Us
History, Mission, Vision, & Contact Information

Partners
Local supporters in the Dan River Region

Event Calendar
Local health events in the Dan River Region

Our Projects
What we're working on in the Dan River Region

Resources
Community Resources, Dan River Regional Data, Obesity Resources

Blog
Ask questions and talk with others

Join us on
Facebook Twitter

Community Market, more
Down by the River, more

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