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

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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 Gardener Association
- Danville Public Schools
- Danville Team Nurse
- 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

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

(Out of 133 counties in VA)

2013 Health Outcomes - Virginia
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
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 the 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

[Diagram showing various aspects of physical activity, social support, and services/programs/facilities with nodes labeled "Mindset", "Physical activity", "Social Marketing", "Physical Activity in Normal Living", etc.]
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/

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 a 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 vision seeks to promote an environment that supports opportunities for all DRPH residents to make healthy food choices and to be physically active in order to achieve or maintain a healthy weight.