

HCC Challenge Community Engagement Affinity Session

Greenbrier County, West Virginia | Sally Hurst
Affinity Session – Sept. 24, 2020 | Julian Levine

PARTNERING FOR BETTER HEALTH



West Virginia
Clinical and Translational Science Institute

CLAUDE

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FOUNDATION



"WVSOM is dedicated to serve first and foremost, the state of West Virginia and the healthcare needs of residents emphasizing primary care in rural areas."



CRCH mission is to drive community engagement in rural health through outreach, education, and research



Community Engagement and Outreach to impact population health at the grassroots level

INSTITUTIONAL AWARDS AND RECOGNITION



WVSOM was ranked one of the nation's top medical schools for the 22nd consecutive year.

U.S. News & World Report



WVSOM was recognized for the eighth year as a Great College to Work For.

The Chronicle of Higher Education



WVSOM is No. 1 in the nation among all medical schools graduating physicians who practice in rural areas.

Academic Medicine



WVSOM is No. 1 in overall retention of graduates in the state, number of primary care physicians and physicians practicing in rural areas of West Virginia.

Data obtained from W.Va. HEPC Health Sciences and Rural Health Report



WVSOM is No. 1 in the nation graduating primary care physicians who practice in rural Appalachia.

Academic Medicine



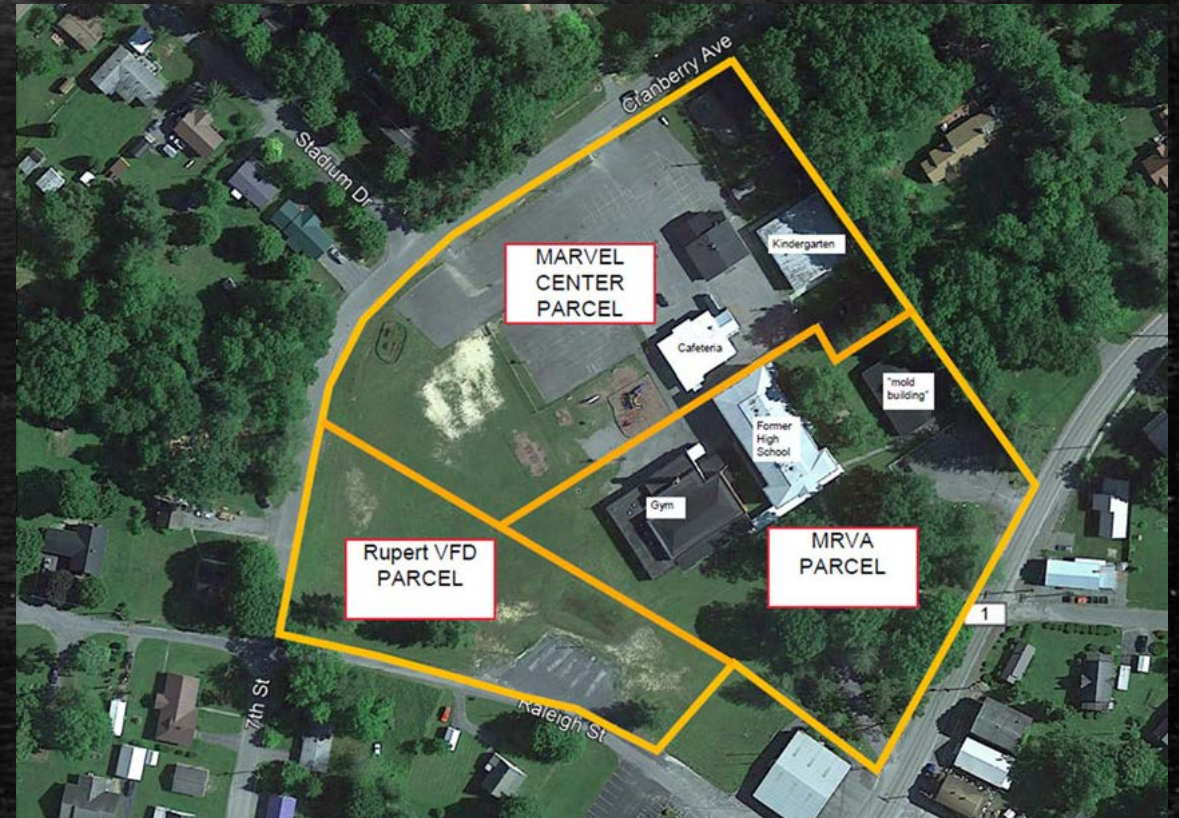
Greenbrier County, WV

WV's 2nd largest geographic area; Remote isolated communities; Rural Agricultural Population 35,480 / 95% White and 3% Black / Median Household Income \$40,026



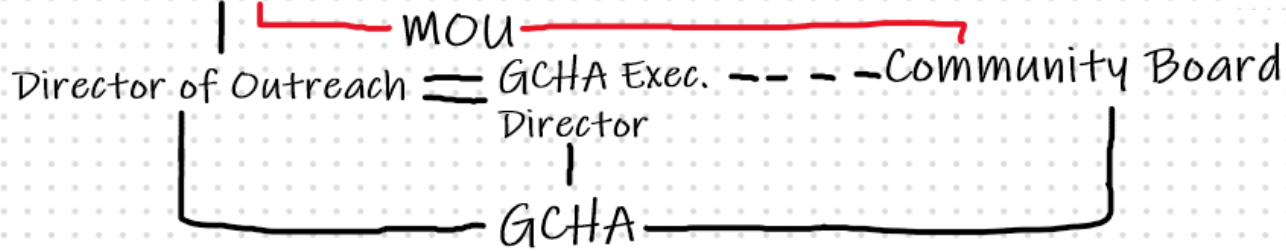
Challenge Project Overview

- **Vision:** *Every person in every community in Greenbrier County has a fair and just opportunity to be as healthy as possible.*
- **Mission:** *Our mission is to work collaboratively to assess county needs, to remove barriers to health, and to inform action to improve access to health care services and healthy, local food through environmental, systems, and policy changes with a focus on data driven evaluation.*



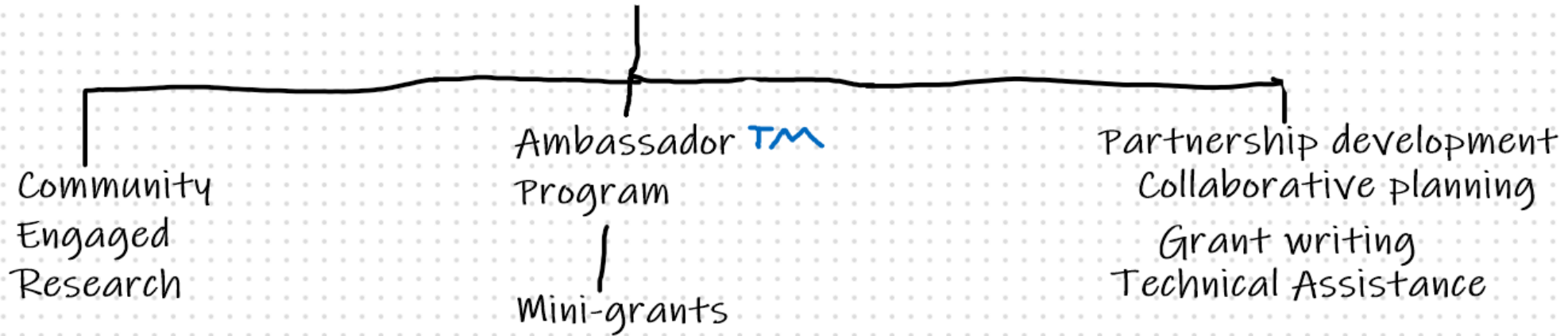
WVSOM

CRCH



CE&O Model

How to impact population health at the grassroots level



Education, resources, support

Community Ambassadors
 Ambassador Communities
 Grassroots

Community Engagement in our Challenge Plan

- Countywide survey to inform health equity action planning
- Training on health equity for community ambassadors, GCHA board members, challenge partners, and the community to inform a shared vision action plan.
- Mini-grants to 10 ambassador communities to address social determinate and health inequities.
- Story telling related to grassroots leaders and their health equity story.
- Data driven evaluation to communicate with partners and facilitate change.

An issue we're challenged by...

How to collect and use community data about community needs in a way that is useful at the grassroots and "grasstops" (and academic) level?



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Thank you!