

Consortium for Infant & Child Health (CINCH)

Executive Report 1993-2005

April 2006



Photo courtesy of Sangjib Min/The Daily Press

Dear Reader,

The Consortium for Infant & Child Health (CINCH) is a dynamic partnership that works to improve child health in Hampton Roads. Since its inception in 1993, CINCH has dedicated itself to one overarching principle; namely, by bringing community organizations together to contribute and work in partnership, we can achieve far more than any single organization can alone. We have always been committed to using research and data to drive programs and involving our partners in meaningful and direct ways to accomplish our objectives. We have focused on issues of regional and national significance, but have ensured that the concerns of our community members are recognized first. Further, we have advocated for the needs of those whose voices often go unheard – the underserved, poorer members of our communities.

Over the years, CINCH has grown from a group that focused on a single health issue (immunization) in a single city (Norfolk) to a regional consortium that encompasses many child health concerns and serves all of Hampton Roads' cities and counties. This expansion has not been without difficulty – the number of issues areas has stretched our small staff and our financial resources. Yet, I am constantly amazed by the fact that where there is a will, there always seems to be a way to get the job done. Of course, our partners have stepped up to help CINCH realize its goals – by investing their time and talent to volunteer, by assuming leadership positions, and by encouraging their organizations to invest financially in our initiatives. However, the cost of basic infrastructure for staff and administration of the consortium remains challenging.

This retrospective report is long overdue. We often get so caught up in the everyday tasks of convening work groups and implementing programs, that we neglect the critical task of reviewing and learning from our past. I hope this summary fills in some gaps for newer members and leaders and reminds our emeritus members of just how far we have come. Most of all, I hope it serves to inspire all of us to dig deeper to support CINCH. As many of you know, my research and work in building and maintaining effective coalitions takes me across the country to work with coalitions of every size and focus. In my opinion, CINCH is without equal among partnerships that promote healthy children and communities.

Yours Truly,

Frances D. Butterfoss, PhD
Founding Member & Director, 1993-2006

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Executive Summary

The Consortium for Infant and Child Health (CINCH) is a community partnership to promote health and prevent disease among all children in Hampton Roads. CINCH's programs are made possible through grant funding and assistance from over 400 volunteer members whose contributions help to plan, develop, implement, and evaluate our many programs. CINCH was started in 1993, as a Center for Disease Control and Prevention Demonstration Project to determine if community coalitions were an effective agent to change health behavior related to childhood immunizations. Thirteen years and many other childhood health topics later, CINCH is still going strong and is our region's premier childhood health organization.

CINCH addresses many child health issues and is continually expanding the topics addressed. Topics include asthma, immunizations, perinatal health, obesity prevention, injury prevention, and health disparities including access to health care, health insurance, and reducing risk factors for a variety of health conditions for high risk/low income children. Health topics are addressed through community needs assessment, and program development, implementation, and evaluation. Topics are typically addressed through Work Groups – which consist of MANY individual and organizational community partners who meet regularly to work on these issues. For example, CINCH's Obesity Prevention Work Group meet for over a year to develop the Community Obesity Summit Programs, as well as other initiatives related to the topic area.

CINCH is community driven, and our members are energetic, committed, and believe that health problems can be solved by working together. Members work with CINCH staff to identify problem areas in our community, and to develop, plan, and implement creative approaches to affect community change. We achieve positive outcomes by cooperating across communities and by using sound judgment, data, and resources to implement innovative and effective strategies.

CINCH's lead agency is the Center for Pediatric Research at Eastern Virginia Medical School. The Center for Pediatric Research (CPR) conducts scientific investigations aimed at improving the health of children and their families worldwide. Established in 1992, the CPR is internationally regarded for its pioneering efforts in bioelectrics, as well as its investigations in viral gastroenteritis, human milk, pectus excavatum and its public health mechanisms to educate and improve child safety, asthma, immunizations, behavioral health and child health insurance. Home-based at the Center for Pediatric Research, CINCH is a nationally recognized health coalition model which has made significant progress in improving the health of children in Hampton Roads, VA, as well as in assisting communities throughout the United States to create and improve health coalitions of their own.

Brief History of CINCH: Focus & Accomplishments

CINCH sprang from the thoughts and ideas of many child health advocates in Hampton Roads. The idea is embodied in a consortium of volunteers, who serve as they are able and motivated by its dynamic agenda of health issues. CINCH celebrates over a decade of successful community health interventions with the following historical account of its many programs and accomplishments.

1993 – 1995: Immunizing Children

The Consortium for the Immunization of Norfolk's Children (the "original" CINCH) was created through a conversation of good ideas among child health leaders and a grant from the Centers for Disease Control and Prevention that made those ideas possible. CINCH would become the country's sole site demonstration project to prove that a community coalition could improve immunization rates for children under twenty-four months of age within a single city. This novel experiment in community empowerment and citizen participation was one of the first community coalition projects in the country. On January 29, 1993 the first meeting of the initial 35 members was held to adopt a name, mission, goals, and elect leadership on the basis that the contribution of that the collective thinking, resources and energy of many could achieve much more than that of one organization or person.

The group began efforts to improve the immunization status of Norfolk's children by conducting a regional house-to-house parent survey to determine baseline immunization rates. It was the first comprehensive assessment of immunization rates ever to be conducted in the area. Results of the survey, which showed a startling under-immunization of the area's children, provided coalition members with data on which to base a community action plan. The public presentation of this plan was greeted with significant news media interest and resulted in major membership growth, as eager community supporters signed on to be part of the intervention.

The multi-faceted intervention targeted parents in a variety of settings with the important message of immunizing their young children. Intervention components included free immunization clinics at area churches, schools, and recreation centers; free public transportation to clinic sites; advertisements on billboards, bus boards, and taxis; and small incentive items for parents bringing in children for immunizations, like magnets and flyers. Letters attached to lollipops informed over 12,000 parents about the importance of immunizing their children. The Coalition engaged local media who responded with extensive coverage of the topic. Promotional efforts educated parents on the complex immunization schedule for children, so they could keep their children up-to-date with their immunizations.

After two years of concentrated activity, Norfolk's immunization rates had risen by 17%, as compared to the control city, Newport News. This success heralded the end of the CDC demonstration grant funding for CINCH, and many would think an end to CINCH, as well. However, an unexpected next era for CINCH began as members, fueled by this success, were eager to keep working and meeting, and taking on other issues. Supported by its lead agency, the Center for Pediatric Research at Eastern Virginia Medical School (and also Children's Hospital

of The King's Daughters at the time), CINCH members decided to expand CINCH to cover the entire region, and had ideas to broaden the scope to include other child health issues. The Consortium for the Immunization of Norfolk's Children became the Consortium for Infant and Child Health, and thus began a new era of programming.

CINCH was instrumental in the awarding of a grant to the Center for Pediatric Research from the Association for Teachers of Preventive Medicine (ATPM) to train 89 urban, state, and territorial sites across the country with CDC-funded Immunization Action Plans to develop immunization coalitions. The new CINCH was selected in 1995 to serve as a model coalition for the National Coalition Training Institute (CTI) that was developed as part of this grant, and continued in that role until 1998. CINCH members participated in a training video for CTI and served as panelists to highlight the importance of diversity and community involvement in coalitions. CINCH also helped to guide the development of Project Immunize Virginia, a statewide coalition formed in 1995 to promote the immunization of all Virginians.

1996-2000: Expanding Issues

A new year, 1996, ushered in CINCH's first major awards, the *Program Excellence Award* from the Society of Public Health Education and the Virginia Education Association's *Whole Village Award*. CINCH's members were eager and ready to move on to new areas of child health.

CINCH continued its work on improving immunization rates, taking strategies used in Norfolk to the other areas not originally served by the demonstration project. CINCH also continued a post-intervention household survey to identify the region's immunization rates. Strategies included the development of a recall/reminder registry system for Children's Hospital of The King's Daughters, and specific activities to promote Infant Immunization Week.

Members thought the best first step in expanding to other child health issues would be to conduct a community needs assessment to identify the top 10 child health issues in the region, as a way to focus the direction and programming of the coalition. The first *Report on the Health of Children in Hampton Roads* was released in February of 1997 in a community-wide event that drew media attention. CINCH members identified the top 10 issues of concern: Prenatal Care, low weight births, teen pregnancy, breastfeeding, immunizations, child abuse and neglect, AIDS/HIV, asthma, Attention Deficit Hyperactivity Disorder, and injury. This report was the region's first comprehensive compilation of child health data pertinent to the region and individual localities within Hampton Roads. The *CINCH Report*, as it is now commonly referred to, became widely used by community groups and partners to write grants and garner resources, and was updated and released again in 2000. This use made the *CINCH Report* indispensable, and partners outside of CINCH membership began to talk about getting the "next edition" for use in determining their program focus and funding areas.

2001-2005: Growth Explosion

In 2001, CINCH began to expand into other health issues with a focus on children living in poverty. CINCH members developed special programming for families in public housing aimed toward improving general child well-being and immunization status. The program delivery

method was simple – hire and educate women living in public housing communities, who were known and trusted, as “Health Ambassadors”. The program led to positive outcomes and was soon replicated with other health issues, such as asthma and perinatal health.

This initiative gave birth to a wider approach beyond public housing to include populations living below 200% of poverty who experienced disparities in health. For example, CINCH identified over 8,000 children who appeared to seek emergency care to treat “primary care” health concerns, while other children with true emergencies were delayed treatment. The new *Accessing Care: Right Time – Right Place* project will identify the best way to provide specific support to these families so that our region’s children are accessing care in the right place, at the right time. CINCH also sought to ensure that the 18,000 children now covered by a health insurance program were also able to appropriately access care.

Based on childhood asthma data in a previous *CINCH Report*, coalition members developed a regional action plan in 2001, with significant funding over 5 years from the Robert Wood Johnson Foundation. With matching funds from community agencies, numerous asthma awareness, provider training and home-visiting programs were conducted to improve asthma self-management. Moreover, CINCH’s Southeastern Virginia Asthma Health Care Action Plan & Authorization For Medication was adopted by all school systems and medical providers in the region, as well as the Virginia Asthma Coalition.

In 2001, CINCH developed a work group to focus on children’s health insurance and access to care. CINCH identified that Hampton Roads had significantly more uninsured children than any other region in the state. Community partners raised more monetary resources than had ever been garnered for this issue in our region, resulting in a project that should top 1 million dollars in funding by 2007. As a result, over 18,000 uninsured children have been identified and enrolled in a health insurance program to date. CINCH remains dedicated to this issue, providing feedback to the Virginia Departments of Medical Assistance Services and Social Services on reducing barriers and improving the program for all families.

In 2002, CINCH joined with the Eastern Virginia Perinatal Council to consolidate programming and better utilize the resources of both groups. Several cooperative grants resulted in the Hampton Roads Perinatal Resource Directory, a public campaign to reduce preterm births entitled, *Make Sure Your Baby Isn’t Planning An Early Arrival*, and Health Ambassador program to reach women who were at risk for early or low weight births. This collaboration and spirit of working together in the best interest of the community is what makes CINCH unique.

In 2002, CINCH recognized that childhood obesity was a burgeoning problem in Hampton Roads and led the charge to develop a regional action agenda for this issue. CINCH has sponsored annual obesity summits for local advocates and created a *Healthy Kids’ Kit for Food & Fitness* that was adopted statewide and used by the Virginia Department of Education to train school nurses and PE teachers. CINCH continues to develop obesity prevention programs.

CINCH also expanded to focus on unintentional injury with a grant from the Centers for Disease Control and Prevention in 2003. Special regional concerns were identified and the first project in the nation that focused on oceanfront injuries was launched. Other work on unintentional

injuries included a playground safety project that led to safety reforms for Norfolk's 44 city playgrounds. CINCH linked parents with training and evaluation of car seat installation through a safety check program and a poison prevention program has the potential to impact over 40,000 families with preschoolers.

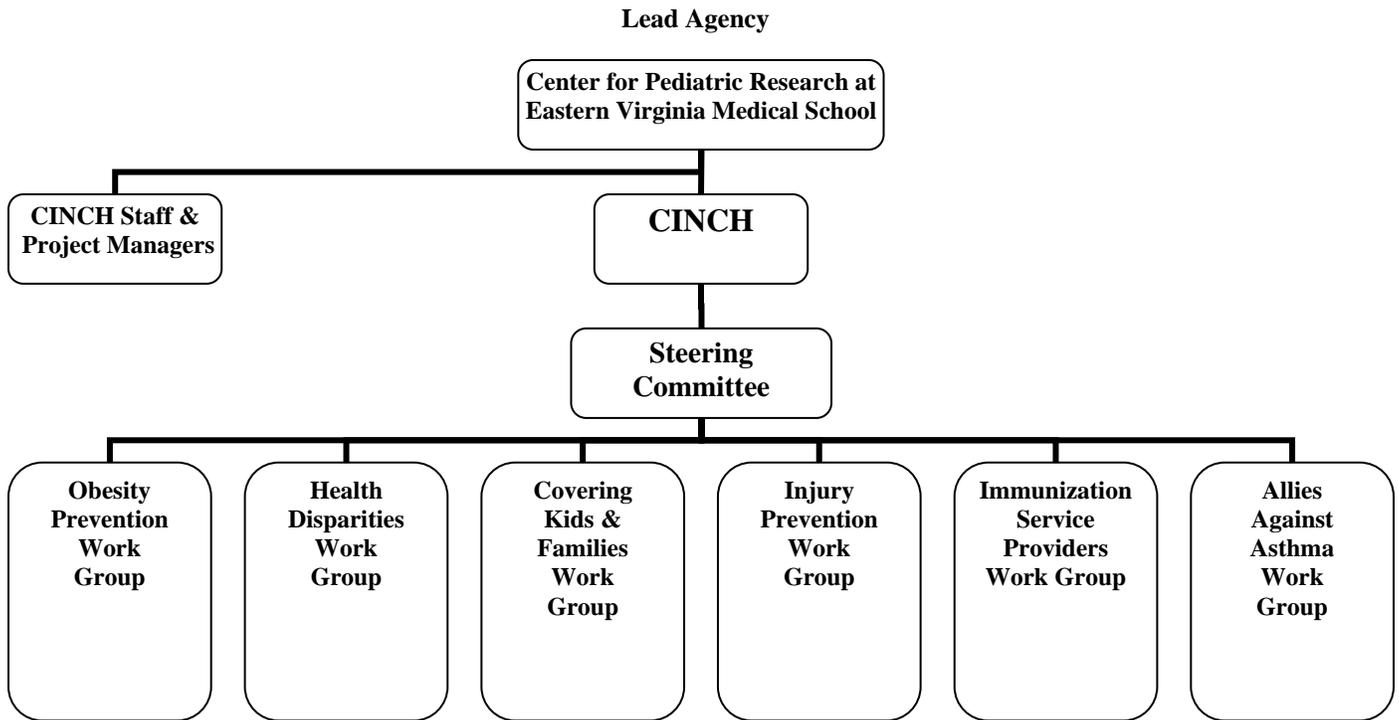
CINCH remains true to its "roots" by steadfastly focusing on the importance of timely and appropriate immunizations. CINCH identified that some low income children in Hampton Roads were over 1,000 days late in receiving immunizations. A Health Ambassador program and the *Stay on Track* program with area daycare centers addressed this concern. CINCH continues to host the annual Vaccine Issues Update Conference, Virginia's only immunization-specific conference for medical providers and advocates. Due to growth in participation of over 350% since its inception in 1997, CINCH joined with Project Immunize Virginia to expand the Conference to include a statewide audience in 2005. The Conference boasts national level speakers, is endorsed by the Virginia Department of Health, and continues to keep our region's medical providers up to date and advocating for this important issue.

During this period of extreme and rapid growth, CINCH produced the long awaited 3rd *Report on the Health of Children in Hampton Roads* in 2005. The *CINCH Report* continues to be the region's only source of comprehensive local level data on children's health. The resounding call to action was heard across the region and picked up by many media outlets. Our children continue to have health concerns that need to be addressed, and continue to receive the many benefits of having one of the country's oldest and most active children's health coalitions. CINCH is building steam once again, for what indeed is expected to be another growth spurt.

Active CINCH Member Organizations

<p>Access Partnership Achievable Dream Albemarle Regional Health Services American Heart Association American Lung Association Amerigroup Corporation Anthem Blue Cross & Blue Shield Anthem Healthkeepers Plus AstraZeneca Atlantic Care Associates Bon Secours DePaul Medical Center Boys & Girls Club/South Hampton Roads C. Waldo Scott Center Calvary Revival Church (Outreach Ministry) CANDII Care Connection for Children Catholic Charities Center for Pediatric Research Chesapeake Community Services Board Chesapeake Health Department Chesapeake Public Schools Chesapeake WIC Child Development Resources Children's Harbor Children's Hospital of The King's Daughters CHIP - Norfolk CHIP/Healthy Families of Chesapeake City of Norfolk Daily Press Department of Human Services Department of Social Services DHA - Newport News/ Resource Mothers Diversified Natural Healthcare Dept. of Medical Assistance Svcs. (DMAS) Eastern Shore Health District Eastern Shore Rural Health System Eastern Virginia Medical School Eastern Virginia Perinatal Council GlaxoSmithKline Gloucester County Public Schools Hampton City Schools Hampton Health Department HR Pediatrics-Children's Medical Group Hampton University School of Pharmacy Hampton Healthy Families Healthy Start Nutrition Program</p>	<p>Interfaith Advisory Bd- VA Beach DSS Virginia Cooperative Extension Kiwanis - Kids Priority One Bon Secours Mary Immaculate Hospital Bon Secours Maryview Medical Center MedImmune, Inc. Merck Vaccine Division Minority Health Coalition of South HR Naval Medical Center, Portsmouth Navy New Parent Support Tm NN Office on Youth Development Newport News Public Schools Newport News Redev. & Housing Newport News Social Services Norfolk Community Services Board Norfolk Department of Public Health Norfolk Department of Social Services Norfolk Public Schools Norfolk Redevelopment & Housing Norfolk State University Norfolk Urban League Norfolk WIC-Breastfeeding Svcs Obici Health System OHA Head Start ODU School of Nursing Olde Towne Medical Center Operation Breaking Through Park Place Multi-Service Center Patient Advocate Foundation Pediatric Immunization Clinic Peninsula Health District Peninsula Inst. Comm. Health (PICH) Peninsula Metro YMCA Places and Programs for Children Portsmouth Community Health Center Portsmouth Department of Social Svcs. Portsmouth Health Department Portsmouth Housing Authority Portsmouth Public Schools Portsmouth Vaccine Health Center Priority Health Care Project Immunize Virginia Project Link Regional Vaccine Health Center Renaissance Pediatrics, PC Riverside Health System</p>	<p>Riverside Pediatrics Sanofi Pasteur Inc. Sentara Health Foundation Optima Health Management Sentara Williamsburg Comm. Hospital Sepracor Square One Senior Services of Southeastern VA STOP Organization Suffolk Community Health Center Suffolk Pediatrics Suffolk Public Schools Suffolk Redevelopment and Housing SWCH Community Health The Children's Center The Planning Council The Virginia Gazette Tidewater AIDS Community Taskforce Tidewater AIDS Crisis Taskforce Tidewater Children's Associates Trigon HealthKeepers/PHC, Inc. United Methodist Women United Way, Va Peninsula Urban League of Hampton Roads, Inc. USA MEDDAC Preventive Med. Service VHSI/EVMS Virginia Action For Healthy Kids Virginia Beach City Public Schools VA Beach Dept. of Human Services Virginia Beach Dept. of Public Health Virginia Beach Social Services Virginia Chapter-March of Dimes Virginia Cooperative Extension Virginia Department of Health - Vaccines for Children Virginia Health Care Foundation Virginia Poison Center Virginia Premier Health Plan Voices for Virginia's Children Virginian Pilot Western Tidewater Health District WHRO WVEC-TV, Channel 13 YMCA of South Hampton Roads Youth Matter, Inc.</p>
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CINCH Organizational Chart



CINCH Initiatives and Outcomes by Health Focus

Topic Area	Project Title	What was done	Outcomes	Funding Amount	Major Funders & Contributors
Immunization	Immunization of Norfolk's Children 1992 - 1996	- Comprehensive door-to-door assessment of > 900 eligible households to determine rates of immunization for children in Norfolk & Newport News. - 2-year plan focusing on education, communication, and support for at-risk families was used to increase awareness, access, & immunization seeking behavior.	<ul style="list-style-type: none"> • 17% increase in immunization rate of 2-Norfolk 2-year olds (1993-1995). • Community changes: New legislation & improved clinical practices • 1996 Program Excellence Award from Society of Public Health Education 	\$963,000	Centers for Disease Control & Prevention (CDC)/Norfolk Department of Public Health
Immunization	Vaccine Update Conferences 1997 - present	Provided 8 daylong continuing medical education conferences focusing on immunizations to health care providers & advocates at no charge to participants utilizing local & national level speakers	<ul style="list-style-type: none"> • Provided only immunization specific conference in VA • Expanded to statewide audience in 2005 • Educated > 900 participants over 8 conferences 	2005: \$17,640 2003: \$6,000 2002: \$4,000 2001: \$6,000 2000: \$1,500 1999: \$1,500 1998: \$2,000 1997: \$1,700	Pharmaceuticals CDC Managed Care Organizations Virginia Department of Health (VDH) Center for Pediatric Research (CPR)
Immunization	Project Immunize Virginia (PIV) 1995	Helped guide & support development of state-wide immunization coalition	<ul style="list-style-type: none"> • Contract with VDH developed - PIV active & vital within immunization public health infrastructure from 1995 to present 	None – separate contract for PIV established with CPR	VDH
Immunization	Stay on Track Daycare Project 2003-2004	Reviewed immunization records of children < 24 months old enrolled in selected HR daycare centers to determine rates of immunization especially for 4th DTaP. Activities included tickler system, parent & staff education, immunization materials & incentives.	<ul style="list-style-type: none"> • Enrolled 185 children - 15 daycare centers • Increased up-to-date immunizations from 33% to 71% • Focus groups with 23 daycare providers to evaluate program & 	\$25,000	Project Immunize Virginia/VDH American Association of Health Plans

Topic Area	Project Title	What was done	Outcomes	Funding Amount	Major Funders & Contributors
			provide feedback		
Community Assessment	Reports on the Health of Children in Hampton Roads 1993-present	Assessment of immunization & other health needs led to <i>Reports of the Health of Children in Hampton Roads</i> that identified significant health problems & guided community efforts to improve children's services & programs	<ul style="list-style-type: none"> Produced reports in 1997, 2000, & 2005 Held public forums Press release 	~\$20,000	CPR EVMS CHKD Sentara Health Foundation
Health Disparities	Community Health Ambassador Program – General Child Health: Grandy Village 2000-2001	<ul style="list-style-type: none"> Developed curriculum for 1-year program to intervene with parents of children ages 0-6 living in public housing focusing on immunizations, general child health, & access to care/resources. Trained & employed public housing residents as lay health ambassadors to work with families in their neighborhood using “neighbors helping neighbors” model. 	<ul style="list-style-type: none"> 99% of Grandy Village families participated. Of those participating: <ul style="list-style-type: none"> 42% reported that program helped them get children's immunizations up-to-date. 29% reported that the program helped them find a “medical home” 27% reported that the program helped obtain health insurance for children Developed Browning Ambassador Program Endowment Fund 	~\$30,000	US Housing & Urban Development Resident Opportunities & Self Sufficiency (ROSS) Grant through the Grandy Village Tennant Management Corporation CPR
Perinatal Health	Perinatal Health Initiative 1997-1998	<ul style="list-style-type: none"> Pregnancy and Perinatal Health Resource Directory published, July 1997 Summit held at ODU to assess perinatal health needs 	<ul style="list-style-type: none"> 120 copies distributed at Pregnancy/Perinatal Health Summit to health practitioners 	In-kind	Children's Hospital of The King's Daughters

Topic Area	Project Title	What was done	Outcomes	Funding Amount	Major Funders & Contributors
Perinatal Health	Healthy Babies for Hampton Roads 1999-2001	<ul style="list-style-type: none"> - 2nd Pregnancy & Perinatal Health Resource Directory published, April 1999 - “Make Sure Your Baby isn’t Planning an Early Arrival” Campaign - billboards, bus/taxi boards, posters, wallet information cards about signs of pre-term labor; & PSA on pre-term labor - 3 focus groups conducted in January 2002 with Birth and Beyond Class from CHKD 	<ul style="list-style-type: none"> • 250 copies distributed • 15,000 wallet information cards distributed • PSA aired on all local media outlets • 53% of participants recalled wallet card information and suggested improvements for campaign materials 	\$59,898	Virginia Chapter, March of Dimes
Health Disparities/Perinatal Health	Community Health Ambassador Program – Prenatal Health: Grandy Village 2002-2003	<ul style="list-style-type: none"> - Developed curriculum for 2 yr. program for pregnant & non-pregnant women aged 10-44, living in public housing to prevent pregnancies & improve women’s health & poor birth outcomes. - Conducted perinatal health risk assessment. - Trained/employed public housing residents as lay health ambassadors to work with women in their neighborhood using “neighbors helping neighbors” model. - Developed teen involvement curriculum 	<ul style="list-style-type: none"> • 50% of eligible residents participated in program (n=133) • 100% of enrolled pregnant population accessed prenatal care (N=15) • 0% infant deaths among enrolled population compared to baseline of 8% infant deaths • Engaged teens in women’s health activities for 2 years • 25%-35% of participants attended additional group seminars on perinatal health • 891 attendees participated over 4 - 8 sessions 	\$55,400	March of Dimes CPR

Topic Area	Project Title	What was done	Outcomes	Funding Amount	Major Funders & Contributors
Health Disparities	Community Health Ambassador Program – Hope 6 General Child Health Project 2002 - 2003	<p>- 18-month program for parents of children aged 0-6 living in public housing and relocated during a demolition & reconstruction project. Topics included general child health, immunizations, & access to care/resources.</p> <p>- Trained & employed public housing residents as lay health ambassadors to work with families using “neighbors helping neighbors” model.</p>	<ul style="list-style-type: none"> • 74% of eligible households enrolled (108 children) • 101 immunization records obtained. • Identified some children > 1,000 days late with immunizations • 40% increase in children with up-to-date immunizations • Increased families with record in home from 32 - 94% • 54% reported improved communication w/child’s MD 	\$94,800	<p>US Housing & Urban Development/Norfolk Redevelopment & Housing Authority</p> <p>CPR</p>
Health Disparities	Accessing Care: Right Time – Right Place 2005 - present	<p>Project is planning sustainable, community-based intervention in collaboration to promote medical homes for high risk/low income children who use local emergency departments (EDs) for primary care. Includes assessment to identify utilization of emergent & primary care; focus groups; feasibility study; & community forum highlighting findings. Data will be used to develop curriculum to help parents’ use medical services appropriately & enroll children in Medicaid & SCHIP. Will seek grant funding for</p>	N/A – project in planning stage	\$10,000	American Academy of Pediatrics CATCH program

Topic Area	Project Title	What was done	Outcomes	Funding Amount	Major Funders & Contributors
		subsequent project based on formative research..			
Asthma	CINCH Allies Against Asthma 2000-2005	Comprehensive, integrated community-wide asthma control & prevention program focused on 5 types of initiatives: patient care, provider education, patient/provider education, community empowerment/public awareness, & media/legislative advocacy. Initiatives represented 3 sectors of concern about asthma: health care providers, schools, & community	<ul style="list-style-type: none"> • 6 focus groups with school nurses, physicians & parents to identify barriers to care • Analyzed hospital/ED admission data for asthma diagnoses by zip code • Reviewed Head Start & school data for asthma prevalence • - Developed Community Asthma Plan 	1.35 million dollars with matching from other community groups & institutions	Robert Wood Johnson Foundation (RWJ) Allies Against Asthma Grant
Asthma	Asthma Action Plan 2000-2005	Coordinated with MDs, school RNs, & other health professionals to develop Asthma Health Care Action Plan to improve asthma management in schools/ homes & communication about treatment.	<ul style="list-style-type: none"> • Developed Asthma Action Plan accepted by 7 HR school districts • - Adopted/recommended by VDH as statewide action plan form. 		RWJ Grant
Asthma	Provider Education 2000-2005	<ul style="list-style-type: none"> - Provided Physician Asthma Care & Education (PACE) program aimed at quality improvement in primary care asthma management. - Provided Asthma Essentials Training for nurses, respiratory therapists & allied health providers 	<ul style="list-style-type: none"> • Educated 49 health care providers through PACE • Educated 17 nurses & allied health professionals 		RWJ grant
Asthma	Ambassadors 2000-2005	Home visiting program by trained community health workers that offered environmental assessment & education to families to increase	<ul style="list-style-type: none"> • 228 families enrolled in Newport News, Portsmouth & Norfolk • Currently analyzing 		RWJ grant

Topic Area	Project Title	What was done	Outcomes	Funding Amount	Major Funders & Contributors
		their management of asthma.	outcome data		
Asthma	EZ Breathers 2000-2005	EZ Breathers program to improve health & quality of life for pre-school children by improving awareness, prevention & treatment strategies for Head Start staff & parents of enrolled asthmatics	<ul style="list-style-type: none"> • 38 Head Start Centers offer program • 158 families enrolled • - Currently analyzing outcome data 		HRSA RWJ grant
Asthma	AsthmaFest 2004	Developed AsthmaFest event at Military Circle Mall to help families with asthmatic children better manage asthma by using resources & fun learning activities, including one-on-one “Ask the MD or Pharmacist” & asthma action plan education.	<ul style="list-style-type: none"> • Educated 63 children in 53 families • 18 educational display booths • 19 community organizations contributing services 		RWJ grant
Asthma	Housing Summits 2004	3 Summits held with 7 public housing authorities in HR. Trained Housing Directors, administrative personnel, maintenance supervisors and community residents about indoor /outdoor asthma triggers and how to remediate.	<ul style="list-style-type: none"> • 42 staff attended Housing Authority summit • 38 public housing residents & 6 staff attended Resident Summit • 22 public housing residents & 21 staff attended Joint Summit 		RWJ grant
Asthma	Survey Project: Access to Asthma Equipment through local pharmacies 2003	Random sample of pharmacies completed telephone survey to evaluate capacity of pharmacies to provide asthma delivery devices & peak flow meters.	<ul style="list-style-type: none"> • 112 pharmacies participated • Results: access to asthma equipment is limited; pharmacies don’t receive adequate reimbursement; co-payments are disincentive to filling prescription; patient education unavailable. 		RWJ grant Hampton University School of Pharmacy

Topic Area	Project Title	What was done	Outcomes	Funding Amount	Major Funders & Contributors
Asthma	Healthy Kids Kit for Asthma 2003	Provided Kits to faith & other community organizations to train members on childhood asthma basics. Kits included ppt. presentations, low literacy materials & other resources.	<ul style="list-style-type: none"> 45 kits distributed to community organizations who conducted train-the-trainer sessions with constituents. 		RWJ grant
Asthma	Back-to-School Pack 2004	Provided packs to school RNs to encourage parents to send medications & Asthma Action Plans to school. Contained: back-to-school checklist, educational materials, & Asthma Action Plan.	<ul style="list-style-type: none"> 300 kits distributed to 14 schools in Hampton Roads School RNs will replicate packs each year 		RWJ grant
Asthma	Spacer Video - <i>Helping Children Breathe Easier</i> 2004	Produced 10-minute video demonstration on how to use pediatric spacers.	<ul style="list-style-type: none"> 500 videos produced 350 videos distributed to pediatric/family practices & 7 HR school districts 	\$10,000	Medical Society of Virginia
Asthma	Asthma Camps 2003	Asthma camps for summer parks & recreation & church groups	<ul style="list-style-type: none"> 4 in Newport News (n=219) 6 in Portsmouth (n= 438) 		RWJ grant
Asthma	Low Literacy Asthma Educational Materials 2000-2005	Produced fact sheets on asthma triggers, signs/symptoms, & use of medication delivery tools & posters for MD offices & clinics.	<ul style="list-style-type: none"> Low literacy handouts on website 		RWJ grant
Health Insurance	Covering Kids & Families/ Project Connect/ Mission Fund 2002 - present	Identified and enrolled uninsured children and pregnant women who were eligible for Virginia's Family Access to Medical Insurance Security (FAMIS) program (Medicaid, SCHIP). Decreased system barriers to enrollment. Trained community to sustain initiative once funding is complete.	<ul style="list-style-type: none"> Region enrolled over 18,000 Program staff enrolled over 4,000 Trained over 100 community organizations Decreased systems barriers at local DSS 	>\$1 million	Virginia Health Care Foundation/RWJ Covering Kids & Families Grant United Way of the VA Peninsula Riverside Foundation Sentara Health Foundation

Topic Area	Project Title	What was done	Outcomes	Funding Amount	Major Funders & Contributors
			<ul style="list-style-type: none"> • Input to DMAS changed state application process 		Bon Secours Hampton Roads Foundations Bon Secours Mission Fund EVMS CHKD
Injury Prevention	Oceanfront Injury Prevention Project 2003-2004	<ul style="list-style-type: none"> - New workgroup - March 2004. - Beach Safety Day at oceanfront Lifesaving Station to educate community about childhood water & sun safety. Survey of beach-goers on Memorial Day weekend. 	<ul style="list-style-type: none"> • Delivered intervention for oceanfront safety day • Developed oceanfront safety index • Developed population measures • Identified risk factors of oceanfront safety 	\$96,000	CDC Center for Unintentional Injury grant
Injury Prevention	Gun Lock Safety Grant	Program with police dept. to distribute gun locks to families	<ul style="list-style-type: none"> • 1,000 gun locks distributed to Portsmouth families w/ educational information 	\$3,000	Virginia Department of Health
Injury Prevention	Poison Prevention Pals Project 2005-present	Program for children ages 3-5 to prevent poisonings. Intervention will take place in preschools. Parent intervention aimed at increasing knowledge of new Poison Control Center phone number. Approximately 4,000 children and 20-50,000 parents to participate in interventions	N/A – program currently being developed	\$14,999	Virginia Department of Health

Topic Area	Project Title	What was done	Outcomes	Funding Amount	Major Funders & Contributors
Injury Prevention	Playground Safety Project 2004-present	In collaboration with Old Dominion School of Nursing Community Health rotation to assess local public playgrounds for safety hazards and conduct intensive intervention in one park to remedy specific public health concerns related to crime and vandalism.	<ul style="list-style-type: none"> Assessed 44 playgrounds Collaborated with Norfolk City to remedy safety hazards at all 44 parks Conducted intensive intervention related to crime and child safety at one park – data pending analysis at this time 		CPR EVMS Home Depot Target Walmart Food Lion Norfolk City (Police, Parks & Open Spaces, Facilities Maintenance, Parks & Forestry, Police, Keep Norfolk Beautiful) River Oaks Civic League
Injury Prevention	Car Seat Safety	Program under development to address unmet need for car seat safety inspections in the region. Additional outcomes pending...	<ul style="list-style-type: none"> Networked with local partners to host webpage with comprehensive listing of car seat safety checks and locations for ongoing checks 	In-kind	CPR EVMS SafeKids Hampton Roads CHKD
Obesity Prevention	Hampton Roads Childhood Obesity Summit 2004 - 2006	Held summits to address a regional approach to childhood obesity. 2004 Summit focused on developing a regional agenda for action, 2005 Summit focused on best practices and practical implementation of community programming. A Summer 2006 Summit will focus on a medical approach to obesity prevention and reduction in children, including psycho-social issues and family	<p>2004 Outcomes</p> <ul style="list-style-type: none"> Convened 120 community partners to develop a regional agenda and unified approach to programming and intervention All speakers rated highly by attendees 99% responded summit met expectations 97% responded summit 	\$900 – 2004 \$3,500 - 2005	CPR EVMS Sentara HealthCare American Heart Association – Virginia Chapter

Topic Area	Project Title	What was done	Outcomes	Funding Amount	Major Funders & Contributors
		<p>dynamics. 2006 Summit will feature national speakers, including Keynote Dr. William Dietz, Director, Division of Nutrition and Physical Activity, Centers for Disease Control and Prevention.</p>	<p>information learned is useful</p> <ul style="list-style-type: none"> • 93% indicated intention to attend summit again • 94% recommended summit to colleagues • 88% indicated they will implement community changes/programs as a result of attending summit <p>2005 Outcomes</p> <ul style="list-style-type: none"> • Convened 190 community partners to teach best practices resulting in new and enhanced programming in the community by attendees • All speakers rated excellent by attendees • 95% responded summit met expectations • 99% responded summit information learned is useful • 94% indicated intention to attend summit again • 95% recommended summit to colleagues • 92% indicated they will implement community changes/programs as a result of attending summit 		

Topic Area	Project Title	What was done	Outcomes	Funding Amount	Major Funders & Contributors
Obesity Prevention	Healthy Kids Kit for Food & Fitness	The Healthy Kids Kit for Food & Fitness is one of a series of kits developed as comprehensive guides on different health topics for the lay community to implement in their own communities. The Kits provide all the information needed for a group to develop a child health program or to expand existing programs. The goal of the Kit is to help our community to expand capacity to provide basic information on child health issues. The Food & Fitness kit focuses on healthy eating and activity. Evaluation of the Food & Fitness Kit and community outcomes are pending	<ul style="list-style-type: none"> • Developed comprehensive “kit” • Provided training for School Nurses at the Virginia School Health Institute • Provided training for health and PE teachers at the Virginia Health and PE Institute • Trained over 200 participants 	\$12,000	Sentara HealthCare
Obesity Prevention	Obesity Prevention School Awareness Kit (OPSAK) 2004 - current	Developed OPSAK as an intervention tool for school administrators utilizing both research and practical projects demonstrating best practices in school obesity policy development and implementation. Developed protocol for implementation of the project to measure knowledge, attitudes, and beliefs of individual school administrators, with periodic follow up over a 12 month period. Follow up data is designed to assess willingness to change and actual policy creation and implementation as a result of the intervention. Current status: Recruitment of administrators into the project	<ul style="list-style-type: none"> • Developed OPSAK tool • Developed survey tools and intervention protocol • Recruitment underway 	\$90.00 & in-kind	Sentara HealthCare CPR EVMS EVMS Masters in Public Health Program
Obesity Prevention	WVEC Community Obesity Panel	Coordinated with a local TV station to provide ideas for 3 nights of news stories focusing on childhood obesity and solutions during “sweeps week” in	<ul style="list-style-type: none"> • Received over 150 phone calls during November sweeps 	\$0	WVEC TV Channel 13 CPR

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	November 2005 – February 2006	November 2005 and one follow up night in February 2006. Coordinated over 20 “expert” volunteers from the CINCH network to answer phone calls live in the studio.	<ul style="list-style-type: none"> • Received over 60 phone calls during February broadcast • Utilized data from phone calls to identify needs in the community 		EVMS