The Process

- CHA every 3 years
- Rockbridge 2020/Live Healthy Rockbridge guides process
- Primary and secondary data collection
- Results guide Community Benefit Plan
- Community-wide strategic plan
Top Needs

- Alcohol and drug use
- Poverty / low average household income
- Access to mental / behavioral health services
- Poor diet
- High prevalence of chronic disease
- Culture: healthy behaviors not a priority
- Lack of health literacy / knowledge of healthy behaviors
- Access to primary care
- Access to specialty care
- Tobacco use
Community-wide Strategic Plan

• General Wellness
  – Poor diet
  – High prevalence of chronic disease
  – Culture: healthy behaviors not a priority
  – Lack of health literacy / knowledge of healthy behaviors

• Substance Use
  – Alcohol and drug use
  – Tobacco use

• Access to Services
  – Access to primary care
  – Access to specialty care
  – Access to mental health / behavioral health services
General Wellness Plan

• 4 objectives

1. Create a culture of wellness throughout the community through sustained educational programs, events and campaigns
2. Improve knowledge and literacy of healthy behaviors
3. Reduce prevalence and improve management of chronic disease
4. Improve access to quality nutrient dense foods