

Loudoun County

Community Health Improvement Plan

**A Joint Product of the
Loudoun County Health Department
and the
Loudoun Health Council**

January 2012

Contents

Executive Summary 2

Loudoun County Demographics 3

Loudoun Health Council..... 3

Loudoun Health Check Assessments..... 4

Community Health Improvement Planning 5

Attachment 1 Loudoun Health Council Membership..... 7

Attachment 2 Loudoun Health Check Survey 8

Attachment 3 Health Priority Issues 10

Attachment 4 Acronyms 19

Executive Summary

The Loudoun County Health Department (also known as the Loudoun Health District) and the Loudoun Health Council are pleased to provide the following Community Health Improvement Plan (CHIP) to those who work, visit or live in Loudoun County, as well as to their local representatives in town and county government, in community organizations and in civic groups. The Loudoun Health Council includes up to 27 members, representing a broad spectrum of the community.

Loudoun County entered into the Mobilizing for Action through Planning and Partnerships (MAPP) strategic planning process in 2008 through the completion of four assessments to better identify the health needs of our community and to improve the health of those we serve. Input was gathered through a survey of over 5,000 respondents, a synthesis of local health data, a review of the local health department's services, and through interviews with community experts. The resulting data from these assessments was examined by the Loudoun County Health Department and Loudoun Health Council and the following four priority issues were identified:

- Increasing Access to and Timely Utilization of Health Care Services
- Ensuring a Safe, Healthy and Accessible Environment
- Improving Nutrition and Physical Activity
- Promoting Healthy Families in Healthy Communities

For each priority issue, the Health Department and Loudoun Health Council have identified a goal, objectives, risk factors, potential barriers, suggested interventions and available resources. These are included in Attachment 3 of this document.

The ultimate goal of MAPP is optimal community health—a community where residents are healthy, safe, and have a high quality of life. Healthy communities can have a positive impact on property values, health care costs, employee productivity and business opportunities.

Completion of this CHIP marks the beginning of the MAPP process's Action Cycle. It is anticipated that this next step in the process will be completed within five years, during which each suggested intervention will be evaluated, with those most likely to affect change implemented by existing coalitions as well as those that will be formed as a result of this effort.

Progress through the Action Cycle will be documented online at www.loudoun.gov/healthcheck. Residents, employers, community groups and all other interested parties are encouraged to join this process to best effect positive change in Loudoun County. Through collaboration we can all play a role in ensuring that Loudoun County remains an ideal location for residents to live, work, recreate and learn.

Loudoun County Demographics

Loudoun County was established in 1757. It is positioned between Washington, D.C. and the Shenandoah Valley and home to Washington Dulles International Airport. Loudoun encompasses 520 square miles and has a population density of 600 persons per square mile. Known as one of the fastest growing counties in the nation from the late 1990s to the present day, Loudoun County's population continues to increase.

According to the United States Census Bureau, Loudoun's total population grew 84% to 312,311 between 2000 and 2010, while the Hispanic community increased from 9.7% to 12.4% and the Asian community increased from 5.4% to 14.7% of the total population. During this period Loudoun had a net migration of 61%, with 19.9% of the current population born outside the United States. The average Loudoun resident is just under 35 years old and has a household income of \$114,204, with 3.4% of the population below the federal poverty level. It is estimated that 7.1% of the county's population is uninsured.

Loudoun County is also a highly educated and skilled community, with 58.5% of residents holding at least a bachelor's degree, compared to 27.7% in the United States as a whole. George Washington University, Northern Virginia Community College, Shenandoah University, George Mason University, Strayer University and Patrick Henry College each offer degree or certificate programs on Loudoun campuses.

Loudoun Health Council

The Loudoun Health Council was created by the Loudoun County Board of Supervisors in 2006 to "work in conjunction with county and town government staff to foster the programs and services necessary to ensure and enhance the health of everyone who lives or works in Loudoun County" (www.loudoun.gov/healthcouncil). It includes up to 27 members, representing the Loudoun County Departments of Health, Family Services, Mental Health, Substance Abuse & Developmental Services, and Fire, Rescue & Emergency Services. Also included are representatives from the Loudoun Community Health Center, Loudoun Free Clinic, Loudoun Chamber of Commerce and Loudoun County Public Schools. In addition to these business and government representatives, the Loudoun Health Council includes members of the community representing health care providers, businesses and faith communities, towns, hospitals and health care non-profit organizations. A complete Loudoun Health Council membership list by position is included in Attachment 1.

The mission of the Loudoun Health Council is to:

- Develop a consensus on strategies to prepare for and respond to a major outbreak of disease;
- Improve the health of the community in general;
- Increase the value of the local health care system for the entire community;
- Align community resources with selected priorities for action; and

- Identify where resources should be concentrated.

Loudoun Health Check Assessments

At its April 2008 meeting, the Loudoun Health Council voted to partner with the Loudoun County Health Department for the county's community health assessment and improvement process, dubbed Loudoun Health Check. This process followed the MAPP strategic planning model, which had been developed by the Centers for Disease Control and Prevention (CDC) and the National Association of County and City Health Officials (NACCHO). Additional information on MAPP is available at www.naccho.org/topics/infrastructure/mapp/index.cfm.

In the spring of 2008, the Loudoun Health Council started to conduct four types of community health assessments in accordance with the MAPP process, with the goal of completing the process by the summer of 2009. Each of these assessments is available online at www.loudoun.gov/healthcheck and included:

- Community Themes and Strengths
- Local Public Health Performance
- Community Health Status
- Forces of Change

The first assessment undertaken in June 2008 was the Community Themes and Strengths Assessment (CTSA). This survey (Attachment 2) was based on a template from the MAPP process, with input from key community stakeholders. Loudoun Health Council members were highly involved in crafting the survey questions and format. A convenience sampling process was used to obtain 5,860 responses from the community. Surveys were sent home with school children, in direct mailings to homes and homeowner associations, and through local media. Surveys were also distributed in a variety of public events and meetings. Participants had the opportunity to complete surveys online, in person, by mail, or at library and community centers throughout the county.

The National Public Health Performance Standards Program (NPHPSP) local assessment is intended to help users determine the activities and capacities of their public health system and how well they are providing the Essential Public Health Services in their jurisdiction. Loudoun completed its Local Public Health Performance Assessment in February 2009.

Loudoun's Community Health Status Assessment was completed in July 2009. It included key information on county demographics, health resource availability, quality of life, behavioral risk factors, morbidity and mortality data, and environmental health issues in Loudoun County. Data was obtained from a variety of primary and secondary sources, such as the Loudoun County Department of Economic Development, the Virginia Department of Health, the Virginia Employment Commission, the United States Census Bureau, and the National Center for Health

Statistics.

The Forces of Change Assessment was also completed in July 2009. It utilized community experts to identify those forces, events and trends affecting the community or local public health system. In March 2009, the Loudoun Health Check team conducted a work session with representatives of the Loudoun Health Council, who served as the experts for Loudoun County, to analyze those forces that have the ability to impact the local public health system for the subsequent three to five years. The forces were grouped into the following categories: Political, Economic, Social, Technological, Scientific, Legal and Ethical. This assessment sought to answer the following questions:

- What is occurring or might occur that affects the health of Loudoun County?
- What specific threats or opportunities are generated by these occurrences?

Overall, the assessments showed the health status of Loudoun County was generally viewed as very good. There were, though, a number of areas for improvement. The Loudoun Health Council was instrumental in identifying four priority health issues emerging from the multiple community health assessments. While they are listed as discrete priority health issues, each have significant overlap in risk factors, potential barriers and available resources, and in the overall approach for improving the health of our community. The priority health issues include:

- Increasing Access to and Timely Utilization of Health Care Services
- Ensuring a Safe, Healthy and Accessible Environment
- Improving Nutrition and Physical Activity
- Promoting Healthy Families in Healthy Communities

All four issues were among the Healthy People 2020 topics and objectives (available online at www.healthypeople.gov). They are also consistent with the National Prevention Council's National Prevention Strategy (www.healthcare.gov/prevention/nphpphc/strategy/report.pdf) (NPS) and the Virginia Department of Health's (VDH) performance scorecard (<http://vaperforms.virginia.gov>).

Community Health Improvement Planning

At its September 2011 meeting, the Loudoun Health Council reiterated its support of Loudoun Health Check and its willingness to accept responsibility, along with the Health Department, for implementing strategies outlined in the improvement plan. With that step, the Action Cycle phase of the MAPP process, which includes planning, implementation and evaluation steps, has begun. A description of the goals, objectives, risk factors, potential barriers and suggested interventions for each of the four identified priority health issues is included in Attachment 3.

Interventions will be multi-level, reaching the populations through multiple channels, as well as

multi-faceted, with behavioral, social, and environmental aspects addressed for greater effectiveness. With the completion of this Community Health Improvement Plan, the Loudoun Health Council will begin implementing the suggested interventions. No policy changes are envisioned to be needed to accomplish the health objectives included in this plan.

A work plan will be developed by LCHD and the Loudoun Health Council that will include measurable health outcomes or indicators to monitor progress of the suggested interventions listed for each identified priority issue.

LCHD will provide annual reports that include a review of the Community Health Improvement Plan and an assessment of progress towards meeting the plan's performance measures; the CHIP may be revised as part of this annual review. LCHD and the Loudoun Health Council will also provide periodic updates showing implementation of the plan in the form of meeting minutes as well as a work plan showing timelines and progress. Since health needs are constantly emerging and evolving, it is expected that the Loudoun Health Council will revisit this cycle at least every five years to continuously improve the health of our community.

Interested parties can find out more about our improvement progress and can help be part of the process by going online at www.loudoun.gov/healthcheck. More information can also be provided by contacting the Loudoun County Health Department directly by email at health@loudoun.gov, by phone at 703-771-5829 or by mail at PO Box 7000, Leesburg, VA 20177-7000.

Attachment 1

Loudoun Health Council Membership

- Business Community Representative
- Citizen Representatives
- Coalition of Loudoun Towns
- Faith Community Representative
- Health Care Professionals
- Health-Related Non-Profits
- Inova Loudoun Hospital
- Local Physician
- Loudoun Chamber of Commerce
- Loudoun Community Health Center
- Loudoun County Department of Family Services
- Loudoun County Department of Fire, Rescue and Emergency Management
- Loudoun County Department of Mental Health, Substance Abuse and Developmental Services
- Loudoun County Health Department
- Loudoun County Public Schools
- Loudoun Free Clinic

Attachment 2

Loudoun Health Check Make Your Opinion Count for a Healthier Loudoun County

The Loudoun Health Department wants to know your opinions about health issues in our county. Each member of your family should complete a survey. All responses are completely anonymous. Your answers will help us identify the most significant issues in Loudoun to better serve you and your community.

1. Check three items that you feel are most important to create and maintain a healthy community. **Check only three.**

- | | | |
|--|--|--|
| <input type="checkbox"/> Ability to safely walk or bicycle to work, school, stores or recreation | <input type="checkbox"/> Excellent race/ethnic relations | <input type="checkbox"/> Low infant deaths |
| <input type="checkbox"/> Arts and cultural events | <input type="checkbox"/> Good jobs and healthy economy | <input type="checkbox"/> Low suicide rates |
| <input type="checkbox"/> Affordable housing | <input type="checkbox"/> Good place to raise children | <input type="checkbox"/> Parks and open space |
| <input type="checkbox"/> Availability of healthcare in County | <input type="checkbox"/> Excellent schools | <input type="checkbox"/> Recreation |
| <input type="checkbox"/> Clean and healthy environment | <input type="checkbox"/> Healthy behaviors and lifestyles | <input type="checkbox"/> Religious or spiritual values |
| <input type="checkbox"/> Emergency preparedness | <input type="checkbox"/> Low adult death and disease rates | <input type="checkbox"/> Strong family life |
| | <input type="checkbox"/> Low crime/safe neighborhoods | <input type="checkbox"/> Other _____ |

2. Which three health concerns are most important for our community to address? **Check only three.**

- | | | |
|--|---|---|
| <input type="checkbox"/> Access to outdoor space for exercise and fresh air | <input type="checkbox"/> Diabetes | <input type="checkbox"/> Infectious diseases (TB, hepatitis, MRSA, etc) |
| <input type="checkbox"/> Aging issues (arthritis, hearing/ vision loss, chronic disease etc) | <input type="checkbox"/> Disability Issues | <input type="checkbox"/> Lyme disease |
| <input type="checkbox"/> Air pollution | <input type="checkbox"/> Domestic violence | <input type="checkbox"/> Mental health issues |
| <input type="checkbox"/> Availability of health care within Loudoun County | <input type="checkbox"/> Elder abuse/neglect | <input type="checkbox"/> Motor vehicle accidents |
| <input type="checkbox"/> Bioterrorism | <input type="checkbox"/> Emergency preparedness | <input type="checkbox"/> Obesity |
| <input type="checkbox"/> Cancer | <input type="checkbox"/> Family planning | <input type="checkbox"/> Pandemic Influenza |
| <input type="checkbox"/> Child abuse/neglect | <input type="checkbox"/> Restaurant food safety | <input type="checkbox"/> Prenatal (pregnancy) healthcare |
| <input type="checkbox"/> Chronic diseases | <input type="checkbox"/> Heart disease and stroke | <input type="checkbox"/> Respiratory/lung disease |
| <input type="checkbox"/> Cost of healthcare | <input type="checkbox"/> Ground and surface water pollution | <input type="checkbox"/> Swimming pool safety |
| <input type="checkbox"/> Dental care | <input type="checkbox"/> High blood pressure | <input type="checkbox"/> Suicide |
| | <input type="checkbox"/> HIV/AIDS | <input type="checkbox"/> West Nile virus/mosquitoes |
| | <input type="checkbox"/> Homicide | <input type="checkbox"/> Other _____ |
| | <input type="checkbox"/> Infant death | |

3. Which three behaviors/risk factors are of greatest concern to our community's well-being? **Check only three.**

- | | | |
|---|---|--|
| <input type="checkbox"/> Alcohol use/abuse | <input type="checkbox"/> Isolation and loneliness | <input type="checkbox"/> Racism |
| <input type="checkbox"/> Bullying | <input type="checkbox"/> Lack of exercise | <input type="checkbox"/> Not getting needed healthcare |
| <input type="checkbox"/> Childhood obesity | <input type="checkbox"/> Poor eating habits | <input type="checkbox"/> Tobacco use |
| <input type="checkbox"/> Dropping out of school | <input type="checkbox"/> Peer pressure | <input type="checkbox"/> Not using seat belts/child safety seats |
| <input type="checkbox"/> Drug use/abuse | <input type="checkbox"/> Not getting "shots" to prevent disease | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Gang involvement | | |

4. Please rate the extent to which you agree with the following statements as they relate to you and your household:

	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
The quality of life in Loudoun County is good.	<input type="checkbox"/>				
Overall, Loudoun is a healthy community.	<input type="checkbox"/>				
We are able to get the healthcare that we need.	<input type="checkbox"/>				
We must travel outside Loudoun for healthcare.	<input type="checkbox"/>				
Healthcare is affordable in Loudoun County.	<input type="checkbox"/>				
Healthcare is of good quality in Loudoun.	<input type="checkbox"/>				
Loudoun County is a good place to raise children.	<input type="checkbox"/>				
Loudoun County is a good place to grow old. (Consider housing, transportation, social support, etc.)	<input type="checkbox"/>				
Loudoun County provides good job opportunities.	<input type="checkbox"/>				
Children receive high quality education in Loudoun. (Consider public, private and home schooling)	<input type="checkbox"/>				
Housing is affordable in Loudoun County.	<input type="checkbox"/>				
I am prepared for a public health emergency, such as a flu pandemic or an anthrax attack.	<input type="checkbox"/>				
Loudoun County is a safe community.	<input type="checkbox"/>				

Complete survey online at www.LoudounHealthCheck.com for a chance to win a \$20 gas card or a 3-day emergency preparedness kit. You can also fax completed survey (both sides) to 703-771-5023, mail to Loudoun County Health Department at PO Box 7000, Leesburg VA 20177-7000, or drop off at any Loudoun library or community center.

Attachment 2

5. Approximately how many hours per month do you volunteer in the community? (e.g. schools, voluntary organizations, churches, hospitals, etc.)
- None 1-5 hours/month 6-10 hours/month Over 10 hours/month
6. How would you rate your personal health?
- Very healthy Healthy Somewhat healthy Unhealthy Very unhealthy
7. Within the last year, I have received services in Loudoun at (check all that apply):
- Community Health Center Emergency Room Free Clinic Health Department Urgent Care Center
- 7A. If you did use any of these services, why did you do so? Check all that apply.
- I had a true emergency My regular doctor's office was closed or could not see me I do not have a regular medical doctor I could not afford services at a private medical doctor I do not have insurance
8. If you received health care outside Loudoun County, check the choice that best matches why:
- My doctor of choice does not practice in Loudoun My insurance only covers doctors outside Loudoun I could not get in to see a doctor in Loudoun I could not receive specialty care in Loudoun Other
9. When was the last time you saw a primary care provider (PCP) (e.g. pediatrics, internal medicine, gynecology, general practice, or family practice)?
- Within the past year 1 to 2 years ago 2 to 5 years ago More than 5 years ago I do not have a PCP
10. When was the last time you saw a dentist?
- Within the past year 1 to 2 years ago 2 to 5 years ago More than 5 years ago
11. When was the last time you had a preventive health service (physical exam, blood pressure, Pap smear, diabetes or cholesterol test)?
- Within the past year 1 to 2 years ago 2 to 5 years ago More than 5 years ago
12. Zip code where you live: _____
13. Sex: Male Female
14. Age:
- 18 or less 19-25
 26-39 40-54
 55-64 65 or over
15. Ethnic group you most identify with:
- African American/Black
 Asian/Pacific Islander
 Hispanic/Latino
 Native American/American Indian
 White/Caucasian
16. Type of household:
- Married couple with children
 Married couple, no children
 Single parent family
 Single, living alone
 Single, living with others
 Other household situation: _____
17. Household size (including you):
- 1 2 3 4 or more
18. Highest level of education:
- Less than high school
 High school diploma/GED
 Associate's degree
 College degree
 Graduate degree
19. Household income (if known):
- Less than \$10,000 per year
 \$10,000 to \$24,999 per year
 \$25,000 to \$49,999 per year
 \$50,000 to \$99,999 per year
 Over \$100,000 per year
20. How do you pay for your healthcare?
- No insurance- pay out of pocket
 Health insurance through employer (or spouse/family member's employer)
 Purchase private health insurance
 Medicaid or FAMIS
 Medicare
 TRICARE

Please add any other comments you may have about health and well-being in Loudoun:

Complete survey online at www.LoudounHealthCheck.com for a chance to win a \$20 gas card or a 3-day emergency preparedness kit. You can also fax completed survey (both sides) to 703-771-5023, mail to Loudoun County Health Department at PO Box 7000, Leesburg VA 20177-7000, or drop off at any Loudoun library or community center.

Attachment 3

Issue 1: Increasing Access to and Timely Utilization of Health Care Services

Background

As described in Healthy People 2020, access to comprehensive, quality health care services is important for the achievement of health equity and for increasing the quality of a healthy life for everyone. Additionally, many residents do not receive timely preventive and therapeutic services even when those services are available. In addition to Healthy People 2020, this issue is consistent with VDH's scorecard measures of increasing childhood immunizations and reducing infant mortality, and is also consistent with the NPS Strategic Directions of "Clinical and Community Preventive Services" and "Elimination of Health Disparities".

Key components of access to care include health insurance coverage, available services, timeliness of care and available health care workforce; it also includes having both the knowledge of and motivation to obtain recommended services. This issue supports lifelong learning and skills to promote good health.

Access to care was raised in each of the assessments completed. Specifically, concerns were raised about strains on safety net medical and dental providers with increasing waiting lists for services, transportation barriers, the limited number of physicians within Loudoun County providing specialty care and those accepting Medicare, limited numbers of providers in western Loudoun County, and an increased demand for mental health, substance abuse and elder care. It is estimated by the U.S. Census Bureau that 7.1% of Loudoun County's residents are uninsured, with a significantly greater number considered underinsured.

Goal

- Increase access to and timely use of health care services

Outcome Objectives

- Increase awareness of available health insurance options
- Increase awareness of recommended schedules for preventive health care services
- Increase the number of practicing primary care providers

Impact Objectives

- Improved immunization coverage rates
- Reduced number of maternity patients who deliver without prenatal care
- Increased number of available dental slots for low income Loudoun County residents

Attachment 3

Risk Factors

- Low income
- Young adult
- Senior citizen
- Recent immigrant
- Employee of small company
- Part-time employee
- Living in western Loudoun County

Potential Barriers

- Lack of any health insurance
- Lack of health insurance that affordably covers preventive and restorative services
- Lack of transportation
- Lack of knowledge about available resources
- Non-English speaker
- Lack of knowledge of the benefits from receiving timely services
- Physical or mental disability

Suggested Interventions

- Advocate for the growth in health care facilities providing free or reduced rate medical, behavioral and dental health care to the uninsured and underinsured
- Pursue increased areas for cooperation and collaboration between safety net providers
- Advocate for health care providers willing to accept Medicare and/or willing to locate to western Loudoun County
- Increase awareness of free or reduced cost insurance and prescription drug programs
- Investigate barriers to utilization of existing health care services
- Advocate for decreased barriers to linguistically sensitive and culturally competent care
- Promote health literacy and active participation in health care
- Promote immunizations according to Advisory Committee for Immunization Practices (ACIP) schedules

Attachment 3

Resources Available

- Loudoun County Human Services agencies
- Private health care providers
- Area hospitals
- Free/reduced cost prescription drug programs
- Loudoun Human Services Network
- Loudoun County Disabilities Service Board
- Loudoun County Area Agency on Aging
- Loudoun Community Health Center
- Loudoun Free Clinic
- Loudoun Community Services Board

Attachment 3

Issue 2: Ensuring a Safe, Healthy and Accessible Environment

Background

The World Health Organization (WHO) defines environment, as it relates to health, as “all the physical, chemical, and biological factors external to a person, and all the related behaviors.” As described in Healthy People 2020, environmental health consists of preventing or controlling disease, injury, and disability related to the interactions between people and their environment. Some of the key components of environmental health include outdoor air quality, surface and ground water quality, exposure to toxic substances and hazardous wastes, and individuals’ homes and communities. In addition to Healthy People 2020, this issue is consistent with VDH’s scorecard measure of increasing access to safe and affordable drinking water, and is also consistent with the NPS Strategic Direction of “Healthy and Safe Community Environments”.

Environmental health issues were raised in each of the four assessments. Specifically, concerns were raised about: Lyme disease, air quality, ground and surface water quality, ability to access outdoor spaces, ability to safely walk or ride bicycles, and safety of onsite septic systems. Loudoun County, as part of the National Capital Region, has been designated by the U.S. Environmental Protection Agency (EPA) as “nonattainment” with the 1997 Clean Air 8-Hour Ground-Level Ozone rule; Loudoun exceeded these standards seven times in 2008. Loudoun County has also been the recipient of grant funds to help reduce the amount of sewage being discharged into its creeks.

Goal

- Promote health for all through a safe and healthy environment

Outcome Objectives

- Promote the use of alternate modes of transportation for work
- Increase awareness of the benefit of periodic well water testing
- Increase the number of onsite septic systems that are pumped out at least every five years
- Increase awareness of Lyme disease and other arboviral infections

Impact Objectives

- Reduced number of days the Air Quality Index (AQI) exceeds 100
- Reduced proportion of Lyme disease cases identified in a late stage
- Minimized number of waterborne infections

Attachment 3

Risk Factors

- Low income
- Commuting outside of Loudoun County
- Reduced access to medical care
- Owning a private drinking water well or onsite septic system
- Gangs

Potential Barriers

- Lack of transportation
- Lack of knowledge about available resources
- Non-English speaker
- Lack of municipal water sources

Suggested Interventions

- Educate the community about age and activity specific safe practices, such as in the home and while traveling
- Increase awareness of environmental issues through a multimedia effort
- Promote walking, bicycling, use of mass transit, ride sharing, and teleworking
- Pursue a comprehensive pedestrian safety education program
- Increase education about the benefits of periodic well water testing and septic system maintenance
- Increase awareness of public and private recreation spaces available to the community
- Increase awareness of household hazards and their safe management

Resources Available

- Loudoun County Human Services and Community Development agencies
- Private health care providers
- Area hospitals
- Loudoun County town governments
- Loudoun County Extension Office

Attachment 3

Issue 3: Improving Nutrition and Physical Activity

Background

The nutrition and physical activity objectives for Healthy People 2020 reflect the important health benefits of each among youth and adults. Efforts to change diet and weight should address individual behaviors, as well as the policies and environments that support these behaviors in settings such as schools, worksites, health care organizations and communities. In addition to Healthy People 2020, this issue is consistent with VDH's scorecard measure of reducing the percentage of obese Virginians, and is also consistent with the NPS Priorities of "Healthy Eating" and "Active Living".

Nutrition and physical activity issues were raised in the four assessments. Specifically, concerns were raised about: childhood obesity, the ability to safely and easily walk or ride bicycles, lack of exercise, poor eating habits and access to outdoor space.

Goal

- Improve health and fitness, and reduce chronic disease risk through the consumption of healthful diets, achievement and maintenance of healthy body weights and daily physical activity

Outcome Objectives

- Increase participation in the USDA's WIC nutrition program
- Reduce the percentage of children entering elementary school who have a body mass index (BMI) above the recommended level
- Increase the number of medical offices that are aware of available resources on nutrition and physical activity

Impact Objectives

- Increased number of restaurants that promote heart healthy menu items
- Increased number of low cost/free cooking and exercise classes in the community

Risk Factors

- Low income
- Unhealthy diet
- Immigrant status
- Physical or functional disability

Attachment 3

Potential Barriers

- Time constraints
- Lack of access to nutritious foods
- Lack of knowledge
- Attitudes towards healthy eating and exercise

Suggested Interventions

- Advocate for the increased utilization of existing community fitness and nutrition resources
- Promote good nutrition and regular exercise at each stage of life
- Increase awareness of metabolic syndrome
- Advocate for programs that prevent and/or ameliorate childhood obesity in Loudoun County
- Increase awareness of WIC services among high risk groups
- Identify barriers to regular physical activity

Resources Available

- Loudoun County Human Services agencies
- Private health care providers
- Area hospitals
- Loudoun County Public Schools
- American Dietetic Association website
- Loudoun County Department of Parks, Recreation and Community Services
- Town of Leesburg Parks and Recreation Department
- Colleges and universities in Loudoun County

Attachment 3

Issue 4: Promoting Healthy Families in Healthy Communities

Background

Loudoun is a rapidly growing and diversifying community, with the population doubling and the minority population quadrupling every ten years. This rapid change has strained all aspects of service delivery in the county. A significant proportion of the county was born outside the United States, bringing with them different cultural norms and languages.

Healthy People 2020 looks at those personal, social, economic, and environmental factors that influence health status. Key social determinants of health raised in the assessments included the availability of resources to meet daily needs, exposure to crime and gangs, social support and social interactions, quality schools, transportation options, and public safety. Key physical determinants included the natural environment such as climate change, built environment such as buildings and transportation, recreational settings, exposure to air pollution and Lyme disease, physical barriers to recreation, and aesthetic elements.

Goal

- Improve quality of life

Outcome Objectives

- Increase participation in available parenting classes
- Increase participation in private or community family events
- Increase participation in home owner association, community, town or county committees or boards

Impact Objectives

- Increased number of residents who state they have participated in a community event or parenting class
- Increased number of residents who have participated in a local advisory committee or board

Risk Factors

- Low income
- Lack of family supervision
- Low social involvement
- Stress
- Mental health issues
- Lack of parental/familial relationships
- Substance abuse
- Tobacco use

Attachment 3

Potential Barriers

- Resources
- Non-English speaker
- Cultural norms
- Time constraints
- Lack of knowledge

Suggested Interventions

- Increase education, identification and prevention of risks to healthy family environments, such as domestic violence, child abuse and elder abuse
- Increase awareness of available parenting classes
- Increase awareness of family and community inclusive events
- Increase awareness of volunteer, cultural and recreational activities at each stage of life
- Promote involvement in community decision making
- Increase awareness of available family support services
- Promote involvement in community prevention programs for at risk youth, such as those at high risk for gang involvement, bullying and substance abuse

Resources Available

- Loudoun County Human Services agencies
- Private health care providers
- Loudoun County Public Schools
- Loudoun County Department of Parks, Recreation and Community Services
- Town of Leesburg Parks and Recreation Department
- Loudoun County Sheriff's Office
- Town of Leesburg Police Department
- Town of Purcellville Police Department
- Loudoun County town governments
- Faith, civic and other community based resources
- Loudoun Community Services Board

Attachment 4

Acronyms

ACIP	Advisory Committee for Immunization Practices
AQI	Air Quality Index
BMI	Body Mass Index
CDC	Centers for Disease Control and Prevention
CHIP	Community Health Improvement Plan
CTSA	Community Themes and Strengths Assessment
EPA	U.S. Environmental Protection Agency
MAPP	Mobilizing for Action through Planning and Partnerships
NACCHO	National Association of County and City Health Officials
NPHSP	National Public Health Performance Standards Program
NPS	National Prevention Strategy
VDH	Virginia Department of Health
WHO	World Health Organization