**Supporting Strategies: Advocacy**

Develop a Healthy Roanoke Valley public policy agenda that supports advocacy efforts for:

- Investigating, promoting, and initiating development of a community Health Information Exchange
- Increasing the primary care workforce including physicians, advanced practice clinicians, behavioral health providers, and dentists
- Expansion of health insurance coverage for the uninsured (i.e. Medicaid and Health Insurance Exchanges)
- Increasing Medicaid, Medicare and other health insurance coverage for mental health, substance abuse, dental and prevention services
- Improving access to affordable dental services and the dental safety net including engaging community leaders to support sustainable, long-term solutions for dental homes
- Engaging community leaders to support regional wellness priorities and goals
- Promoting collaborative efforts that are focused on underserved neighborhoods creating healthy environments for residents
- Supporting prevention and law enforcement efforts addressing youth risky behaviors related to alcohol, tobacco, and other drug use
Supporting Strategies: Communications and Outreach

Strengthen Healthy Roanoke Valley’s communications by creating an integrated system across health and human services disciplines including:

- Providing an on-going forum for service providers to update each other on common goals, available services and resources, and monitoring progress toward improving the health of target populations
- Working closely with existing information and referral programs to promote their services and provide resource information related to Healthy Roanoke Valley priorities and programs
- Creating a Healthy Roanoke Valley marketing plan to promote its programs, initiatives, and partnerships

Develop Healthy Roanoke Valley public messages and programs that promote healthy living including:

- Increasing outreach and education efforts targeting specific populations regarding appropriate use of primary care homes
  - Develop an outreach program promoting a cultural shift related to appropriate Emergency Department utilization versus use of primary care homes
  - Create messages specifically targeting the newly eligible Medicaid and Health Insurance Exchange recipients
- Expanding education and training to recognize when behavioral health services may be needed
  - Promote existing training programs for families of individuals with mental illness and the expansion of Mental Health First Aid training for health and human service providers
- Developing oral health prevention messages that stress the value of on-going dental care and align with existing oral health promotion efforts to increase the oral IQ of the target population
- Increase awareness of, and access to, available, affordable wellness and prevention resources and programs
- Conduct a joint marketing/community engagement campaign addressing healthy eating, physical activity and risky behaviors focusing on all life stages (children, adults, elderly)

Supporting Strategies: Data Collection and Tracking

Monitor the success of Healthy Roanoke Valley by:

- Tracking data and indicators for the Expected Outcomes identified for each priority area
- Link to established local, state and national sources for secondary data
- Identify common data elements that can be used to establish a baseline and target for Expected Outcomes if not already identified
- Incorporate specific indicators for Expected Outcomes into the Community Health Survey administered triennially as part of the Roanoke Community Health Needs Assessment
- Create a Healthy Roanoke Valley “report card” to communicate progress;
  - Collecting data that is fed into shared online databases that “map” available resources in the community
  - Aligning with existing efforts in the Roanoke Valley to create community-wide databases linking to electronic medical records, school records and other care management systems

Supporting Strategies: Resource Development

Create a framework for Healthy Roanoke Valley that sustains its work to improve health outcomes by:

- Maximizing existing resources in the community and in-kind support from partners
- Identifying additional resources/funding to support overall Healthy Roanoke Valley operations and infrastructure
- Identifying resources/funding to support and/or expand programs and priorities that align with Healthy Roanoke Valley