



CITY OF CHARLESTON West Virginia



Council Member – 13th WARD

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Urban Renewal and Economic Development, Chair
Finance Committee
Parking Committee

TO: Urban Renewal and Economic Development Committee
FROM: Brent Burton, Chair
RE: Committee Meeting

UNTIL FURTHER NOTICE, MEETINGS WILL BE MADE AVAILABLE TO THE PUBLIC VIA ZOOM

There will be a Committee meeting of Urban Renewal and Economic Development on December 3, 2020 at 5:00 PM.

***Join via internet:**

<https://us02web.zoom.us/j/86158408185?pwd=TIRIL1BvbENQWndRMjBPSkNvUGVZUT09>

Passcode: 062801

***Join via Telephone: (312) 626-6799 or (929) 436-2866**

Webinar ID: 861 5840 8185

Agenda available on CivicClerk: <https://charlestonwv.civicclerk.com>

Agenda

Approval of Previous Minutes

1. 11-12-2020

Wild, Wonderful, Healthy West Side Initiative - Sharon Lansdale

1. TGKVF Attachments

Administration Updates

BB/ns

MINUTES

URBAN RENEWAL AND ECONOMIC DEVELOPMENT COMMITTEE MEETING

5:00 P. M., NOVEMBER 12, 2020

*VIA ZOOM

Brent Burton, Chair, called the meeting of the Charleston City Council Committee on Urban Renewal and Economic Development to order at 5:00 p.m., November 12, 2020, in the Audio/Visual Room in City Hall.

Committee Members Present:

Brent Burton, Chair

Tiffany Wesley-Plear, Vice Chair

Ben Adams (left before the vote for Bill No. 7887)

Adam Knauff

Chuck Overstreet

Jennifer Pharr

1. Approval of Previous Minutes – Councilmember Adams moved to approve the minutes of the previous meeting on 9-23-2020. There was no objection and the minutes were approved.

2. Bill No. 7887 - A BILL to amend and reenact Sections of the Municipal Code of the City of Charleston all relating to updating the regulation of street vendors and itinerant vendors; and creating certain business and occupation tax relief for street vendors and itinerant vendors.

Councilmember Burton summarized that a version of the bill was discussed by the Committee in September of 2019 and has since been changed to address concerns that were raised by the Committee.

City Attorney, Kevin Baker, added that the updates to the bill were delayed because of the pandemic this year, but they took that time to reexamine it with updates that will help to clarify and improve what is in City Code. Changes include:

- Itinerant vendors (trade shows, etc.) are clarified as to the different aspects of what defines an itinerant vendor, removes some exemptions about City sponsored events and will allow the Collector's Office to promulgate rules to more clearly explain the rules to these vendors. It also sets up the ability for those vendors to appeal if denied a license, and requires them to enter into a hold harmless agreement with the City.
- Street vendors are now open to all non-residential areas, and prohibits the use of generators within 50 feet of an outdoor dining area. The bill also removes exemptions about City sponsored events, and requires them to enter into a hold harmless agreement with the City. Brick and mortar businesses will need to get a street vendor permit. Vendors cannot leave their unit unattended, must be legally parked, cannot sell items within 200 feet of a City event if not permitted for that event, cannot make excessive noise, cannot have additional items in the right-of-way or blocking the right-of-way (other than a trash can), cannot operate between the hours of 4 am- 6am and cannot use power unless given approval by the City Manager's Office.
- There is a \$5,000 B&O income exemption for all street and itinerant vendors. The bill also removes confusing language concerning itinerant vendors not having to pay B&O taxes when no itinerant vendor license is required. It also allows B&O taxes to be assessed for non-profits for business activity that is taxable by the IRS.

Councilmember Burton confirmed with Baker that the bill presently before the Committee is not the bill previously put before the Committee. That bill was never formally introduced, so Bill No. 7887 is not considered to be amended or a committee substitute as presented.

Councilmember Pharr stated that she had questions submitted to her via Councilmember Bays. Councilmember Bays asked if line 806 should be clarified that it is "yearly." Baker agreed. Concerning generators, line 526 does not specify decibel levels or who will judge the appropriate loudness. Baker replied that there had been a lot of discussion concerning that. Since law enforcement does not have decibel readers, it would not be practical to put a number in the Code. The noise ordinance states it would be a level that would be offensive to a general person in that setting. He did not

anticipate law enforcement handing out a lot of tickets concerning this, but rather making judgement calls and encouraging vendors to make changes. Councilmember Pharr (via Councilmember Bays) asked if the pedestrian travel mentioned on line 555 should say “ADA compliant.” Baker replied that clarification could be added.

Councilmember Wesley-Plear asked how this bill would apply to ice cream trucks and similar vendors as it applies to residential areas. Baker replied that the bill is written to apply to vendors being stopped in a public right-of-way, so a short-stop vendor such as ice cream trucks should not have a problem in terms of enforcement.

Councilmember Knauff said he had questions from the FestivAll representative, Maria Belcher. Belcher said that the questions they had were more detailed questions about what information to pass along to their vendors rather than questions about the bill’s language specifically. Baker thanked Belcher for her request to have the bill written.

Councilmember Knauff asked what is “hawkers and peddlers” as referenced in line 80 and if a license is needed. Baker replied that the bill doesn’t change that language as it currently appears in City Code, and is defined in another part of the Code as “a person who shall carry goods, wares or merchandise place to place either in person or by agent or employee and sell for delivery of the same time any such goods, wares or merchandise to any purchaser at wholesale or retail, and any person who shall solicit for the purpose of rendering any service shall be deemed a hawker or peddler...” He added that the proposed bill states that itinerant vendors are not hawkers and peddlers.

Baker suggested that the definition of an outdoor dining area on lines 245-247 be changed to included the phrase “public right-of-way” instead of “public sidewalk” to compensate for the occasional closing of Capitol Street (or any other street) for outdoor dining.

Councilmember Knauff expressed concern as to how close a street vendor could be to a brick and mortar business as well as who would assign spots if required. Baker replied that the only restriction mentioned is the distance from outdoor dining areas for noise considerations. As to who can pick where vendors can go is first come first serve, and the bill would mean that vendors cannot reserve spots in advance. Baker added that it doesn’t prohibit or impact food trucks from being on private property. Councilmember Knauff asked why restrictions on vendors parking near similar businesses was not included. Councilmember Adams replied that it was because of the legalities of determining what would be similar. Baker agreed it would be complicated to work out those details.

Councilmember Overstreet confirmed that the vendors would have the same COVID-19 restrictions and approvals from the Health Department as brick and mortar businesses where it applies.

Councilmember Wesley-Plear asked if there would be any additional restrictions to groups such as churches that have booths during Multi-Fest. Baker replied that it

shouldn't be a huge change, and that the organizers of those events will help them through the process, adding that B&O taxes would only be for for-profit organizations. Councilmembers Knauff and Wesley-Plear added that they would rather the bill return to the Committee as a Committee Substitute.

Councilmember Adams motioned moved to approve the bill with the changes to lines 806, 555 and 245-247 as discussed.

A roll call was taken:

Yeas: Burton, Pharr, Overstreet

Nays: Knauff, Wesley-Plear

With a majority of members present recorded thereon as voting in the affirmative, Chairperson Jenkins declared Bill No. 7887 approved as a Committee Substitute.

3. Discussion – Charleston Convention Center & Visitors Bureau “Support Small CWV Campaign

Burton stated that Mayor Goodwin and the City of Charleston, CVB, CAA and Charleston Main Streets recently announced the Support Small Business Holiday Campaign. He introduced Tim Brady, CVB CEO, to address the Committee. Brady stated that for the first time since he has been with the organization (8 years), all the groups mentioned are working cooperatively on one campaign, the goal of which is to support small business in Charleston for the 4th quarter of 2020, with the idea that it will become an overarching campaign. He added that the CVB's primary function is to promote tourism in the City. During the pandemic, they have shifted their focus to support the local tourism infrastructure. Brady added that they have taken the concept of Small Business Saturday and spread it throughout the City, focusing on each neighborhood for a designated Saturday, crediting the genesis of that idea to Councilmember Bays. CAA has taken their Downtown Window Decorating Contest and expanded it throughout the City for the first time ever. They are creating a Small Business Holiday Gift Guide to encourage online shopping with local businesses. The CVB is creating a storytelling campaign called Charleston Needs, highlighting local businesses that do good work in the Community.

Councilmember Knauff stated that as a member of Council, a sitting member of the Committee and a former Vice-Chair of the Committee he hoped that he will be allotted the time to state his questions completely and to have his questions answered completely. He stated:

There is an impression that the City Economic Development money has gone to three different entities that may have formed an exclusive alliance to exclude other agencies. If so, that would be bad for the City as a whole. I hope that is not the case here, but these questions will have to be answered to disprove that.

Councilmember Knauf asked how did these three agencies come together to form the campaign. Brady replied that Steve Rubin emailed him and said they were all going to promote shopping small this holiday season and they should all work together, and he thought it was a great idea. Mayor Goodwin confirmed that was similar to her experience.

Councilmember Knauff asked why other agencies were excluded. When Brady asked what agencies were excluded, Councilmember Knauff replied that the Bigley Avenue Economic Development Foundation as well as new Downtown business group and possibly others were excluded. Brady replied that he couldn't say that anyone was excluded intentionally. They have been in contact with the Downtown Merchants Association, and Charleston Main Streets could serve to encompass the Bigley Avenue area.

Councilmember Knauff asked why other groups were excluded from the press conference. Brady replied that there was no attempt to exclude anyone. Councilmember Knauff asked if the CAA, CVB and Main Streets paid into the campaign. Brady replied that there were no fees involved, they just got together to try to do a good thing.

Councilmember Knauff asked why the East End was separated from Downtown. Brady replied that to his knowledge the East End and West Side are designated neighborhoods, and that he represents the entire City of Charleston and Kanawha Valley. Councilmember Knauf asked if there was any evidence or data that the East End deserves its own week as compare to the West Side, Kanawha City, South Hills or Downtown. Brady replied that what they looked at in the meetings are the neighborhoods represented by Charleston Main Streets (East End and West Side). Councilmember Knauff added that, as a member of the URED Committee, he would like to see the East End produce some numbers specifically about how many people work in that business district as it relates to business revenue. He added that he asked Charleston Main Streets for this information months ago with no response. He stated that the West Side could easily be two to three times as big. Mayor Goodwin said she can follow up with Ric Cavender as Brady doesn't represent any specific neighborhood.

Councilmember Knauff asked why the CVB or CAA was tagging Main Streets in Kanawha City social media campaign posts when they don't have a presence there. Mayor Goodwin replied that it was probably because they wanted to promote other areas of the City. Councilmember Knauff replied that was exclusionary, and that he has grave concerns about how the campaign was formed and its operation. Brady replied that he will make sure the Councilmember is included going forward as the goal is for this to be a long-term campaign and he is representing the CVB and is just trying to promote small business throughout the City of Charleston.

Councilmember Knauff thanked Brady for answering his questions. Brady added that the CVB is funded by hotel/motel taxes, and what little money they are spending on this is campaign is part of their allocated budget, and does not receive a line item from the City of Charleston.

Councilmember Wesley-Plear asked if they are taking nominations of businesses to include in the publication that they are putting together to promote small businesses. Brady replied that they are, and he can be contacted directly. Additionally, businesses can self-submit. Councilmember Wesley-Plear confirmed that North Charleston and the West Side were on the same day (December 12).

Councilmember Pharr confirmed with Brady that the CVB meetings are open to the public.

4. Administrative Updates –

Mayor Goodwin stated that the Administration had recently announced their Slack Plaza report, and they are working on developments for Downtown housing.

Councilmember Knauff added that he specifically asked to go to the press conference on behalf of the Bigley Avenue Economic Development Foundation and was told no by someone.

Councilmember Pharr said she had been contacted by business owners seeing fewer and fewer people come through their doors and are starting to become concerned. She asked if they could make a concerted effort to spread the word about the Small Business Campaign and to buy locally. Councilmember Burton agreed. Mayor Goodwin added that the first round of small business grants will be going out soon.

Councilmember Knauff motioned to adjourn the meeting.

Meeting adjourned.



Application Summary
The Greater Kanawha Valley
Foundation
July 2020

Lead Organization: The Center for Rural Health Development, Inc
www.wvruralhealth.org

Contact: Sharon L. Lansdale, Pres/CEO
Phone: 304-397-4071
Mobile: 304-415-1628
Email: sharon.lansdale@wvruralhealth.org

Center Mission/History: Since 1994, the Center has worked to create a healthy future for WV by improving the health of West Virginians and strengthening WV's health care delivery systems. On the health care side of our mission, the Center's Loan Fund provides an affordable source of financing for health care organizations. Since 2001, the Center has leveraged over \$57 million in health care infrastructure improvements throughout the state, with no losses to date.

The Center's work in health recognizes that conditions in a community where a person lives, i.e., Social Determinants of Health, have a greater impact on one's health than services provided through the health care system. Thus, through Wild, Wonderful and Healthy West Virginia (WWHWV), the Center works with communities to strengthen their capacity to create a community environment that supports healthy lifestyles and economic development.

The framework used by WWHWV is based on similar national models and has been customized to be effective in communities located throughout WV and Appalachia. The planning process is a community-driven strategic planning process that utilizes the principles and practices of cross-sector participatory engagement, where active participation and empowerment (and the prevention of dis-empowerment) are the basis of practice. WWHWV was launched in fall 2018 and currently has nine communities participating as part of its first cohort of counties. Over 18 communities have expressed interest in being part of WWHWV's second cohort of communities. However, due to COVID-19, we will not be expanding the reach of WWHWV, except in Charleston West Side, until 2021.

Purpose of Project: Wild, Wonderful and Healthy West Virginia was developed to provide training, tools, coaching and technical support to strengthen community capacities to address the social determinants of health throughout West Virginia. Through, Wild, Wonderful and

Healthy West Virginia, the Center will work with the West Side of Charleston community through a process that facilitates the development of innovative, cross-sector partnerships among health care providers, public health, businesses, schools, religious organizations, government agencies and other organizations. The process involves engaging community residents, along with community leaders and other stakeholders to collectively identify priorities and take coordinated action to implement sustainable systems changes, infrastructure improvements and/or policy-oriented long-term solutions, leading to a reduction in health and economic disparities in a community.

Residents and leaders from multiple sectors will work together to develop a Community Health Improvement Plan that identifies collective actions to be taken to address agreed to priority health and economic disparities, that will over time, result in a culture of health in Charleston West Side that is also supportive of economic prosperity. An example of work in a community currently involved with WWHWV, is the work in Summers County to address inadequate housing in Summers County. Wild, Wonderful and Healthy Summers County partnered with the City of Hinton and other groups to prioritize taking action on poor housing quality in Hinton. As a result of Wild, Wonderful and Healthy Summers County's work, in addition to demolishing blighted buildings, the City Attorney is taking action to file liens when property owners do not respond to notices requiring them to "correct" their properties within a specified period of time. Other communities involved with WWHWV are developing property to support active living in their communities; addressing food deserts in their community, reducing sugary beverage consumption, focusing on developing an inter-generational community, etc.

Specific Activities that will be implemented: Wild, Wonderful and Healthy West Virginia (WWHWV) provides training, tools, technical assistance, coaching and support to assist communities in forming a cross-sector community health improvement committee, assessing the community's health needs, developing community health improvement plans, and then implementing those plans.

The major components of Wild, Wonderful and Healthy Charleston West Side are as follows:

Core Support Team. The Core Support Team is a small group of individuals from the partner organizations that are responsible for organizing the community health planning process and moving it forward. Often this includes the primary individual(s) that provide staff support to the CHI Committee and other community leaders. Typically, the Core Support Team is comprised of 3-5 individuals

CHI Committee. Communities participating in Wild, Wonderful and Healthy West Virginia form a Community Health Improvement (CHI) Committee to guide the work in their community. The CHI committee consists of representation from various sectors within a community including health care, public health, schools, businesses, religious organizations, local government, and

others. The CHI Committee reviews the data gathered through the Community Health Needs Assessment, facilitates broad community engagement, identifies 1-2 high priority issues, approves a CHIP, and develops and implements annual action plans.

Community Health Needs Assessment (CHNA). Using data collected through CHNAs conducted by various organizations in the community and informing this data with qualitative data provided through community forums or surveys involving residents with lived experiences, the CHI Committee will identify 1-2 high priority health issues on which to focus the work of the community for the next three years or so.

Community Health Improvement Plan (CHIP). Once the 1-2 high priority issues are identified, the CHI Committee will work to develop a broad range of strategies to address each priority issue. A CHIP is an agreed-upon, prioritized set of evidence-based, health improvement strategies that organizations and individuals in each community will eventually use to develop action plans to collaboratively improve health in their community.

Community health is complex, involving multiple drivers and determinants. With so many factors influencing health, even the best efforts of a solo project or program risk having little impact. The challenge of improving individual health and the health of the overall community while reducing disparities is beyond the ability of any single organization or single sector in a community. Organizations can accomplish far more together than any single one could ever do alone. Working together, organizations can identify a few top priority focus areas. Each organization can commit to engage in specific activities to promote better health with respect to the priorities identified. Such an approach has the best chance to produce measurable improvement that lasts. It also fosters a shared awareness about the importance of the targeted priorities, whether they relate to reducing domestic violence or adverse childhood experiences; reducing obesity; promoting stronger social and family connections that are so important to overall well-being; improving walkability or any other priority.

Annual Action Plans. Community health improvement planning is a connected process that relates to the findings from the CHNA, directly supports the priority focus areas, and leads to action planning – with the collaborative planning process having the potential to result in measurable improvement. Annual action plans state who will do what by when to move the strategies stated in the CHIP forward during a 12-month period.

Coaching Calls. Center staff will conduct frequent coaching calls with members of the Core Support Team to facilitate implementation of the community health improvement planning process. In addition to the calls, staff works with the Core Team to develop community specific tools, communications, and other resources as needed to ensure the planning process is effective in Charleston West Side.

Community Health Improvement Planning Training. Wild, Wonderful and Healthy West Virginia will provide four fundamental trainings designed to build the capacity of community leaders to conduct collaborative community health improvement planning. The four fundamental trainings are as follows:

- Training #1: Visioning and Stakeholder Engagement
- Training #2: Assessing Community needs, Assets and Resources to Drive Decision Making
- Training #3: Developing Your CHIP and Sustainability of Your Partnership
- Training #4: What's Next: Implementation Your CHIP and Moving Your Coalition's Work Forward

Coordinator. As none of the Center's staff currently lives in Charleston West Side, it is important that an individual who lives and/or works in Charleston West Side serve as a community liaison and provide day-to-day support for the community health improvement planning process.

Given the impact of COVID-19, our plans are to conduct the trainings in the Fellowship Hall at Grace Bible Church. The room has a 125-person capacity and we anticipate having 10-20 persons at each training. This is a higher estimate of the number of persons to be trained as we are conducting the trainings in the community rather than a central Coaching Hub location and more than the Core Team members may want to attend. All infectious disease precautions will be taken. Video participation will be available as needed. The only contingency we cannot plan for is if government issues more restrictive public health orders. In that case, we will comply with the orders which may result in having to delay one or two trainings depending on how long the order is in place. We can adjust our process to keep things moving if a delay occurs given that we are only working with one community.

Needs Statement: Charleston West Side's high rates of chronic illnesses, as well as its residents' increased risk for adverse outcomes related to the current COVID-19 pandemic and Opioid epidemic, are primarily the result of longstanding health and economic inequities caused by decades of disinvestment and generational poverty

Why Project is Needed: Life expectancy varies greatly by ZIP code, as shown by the U.S. Small-area Life Expectancy Estimates Project, a joint project from the Centers for Disease Control and Prevention's National Center for Health Statistics, the National Association for Public Health Statistics and Information Systems, and the Robert Wood Johnson Foundation. The Project analyzed death records from 2010-2015 in every state except Maine and Wisconsin, where data was incomplete, to calculate a life expectancy for residents of every neighborhood. The results revealed the huge discrepancy in life expectancy in different parts of the country. While residents of Chatham, North Carolina, can expect to live to the age of 97.5, those in Stilwell, Oklahoma, live, on average, to only 56.3 years old. Five communities in West Virginia,

including Charleston West Side were shown to have a life expectancy that was at least 13 years below the national average. According to the Project, life expectancy in Charleston West Side was 62.3 years with the average US lifespan being 78.6 years and 75.4 years in West Virginia.

The COVID-19 pandemic has magnified the health and economic disparities that make up the everyday experiences of many West Virginians, especially those who live in communities suffering from generational poverty and decades of dis-investment. According to Gallup, West Virginians were at the highest risk for death and adverse conditions due to COVID-19, especially those that live in communities with high health and economic disparities. If we are going to prevent the negative long-term impacts of COVID-19, opioids, or chronic diseases on our communities, we need to work to reduce health and economic disparities across West Virginia. If we turn our attention to working collaboratively, across sectors, and within West Virginia communities to address these long-term challenges, the COVID-19 pandemic could be viewed as the turning point that led to better health for West Virginians and greater prosperity for our state.

Charleston West Side's high rates of chronic illnesses are primarily the result of longstanding inequities. In addition to the loss of population and industrial jobs, the history of racial discrimination in federal housing programs, and the displacement of residents and businesses under the urban renewal practices of the 1960s and 1970s clearly played a role in the current blight conditions in the community. More local issues like the low initial quality of some homes, at least two drug epidemics over the past 30 years, and the effects of poverty on the ability of some owners to invest in the long-term maintenance has added to the complexity of challenges for the residents living in Charleston West Side.

The Charleston Urban Renewal Authority (CURA) began a process to update its West Side Community Renewal Plan and in doing so identified the following issues through a building survey conducted in January/February 2018:

- Found that 41.9% of residential structures and 19% of non-residential structures to be deficient.
- Barriers to ease of movement on the West Side remain, namely railroad rights-of-way, pedestrian amenities, and one-way streets.
- Public greenspace has become less available in the plan area since 2008 with need and demand for these amenities remaining strong.
- Owner-occupancy has declined since 2008 while significant demolition of unsafe structures has continued.
- Commercial activity has declined since 2008 with high rates of vacancy along Washington Street West and Central Avenue.

- The fabric of residential development patterns has deteriorated on some blocks with demand for housing still strong there are many instances of residents living in structures that need significant repair.
- Poverty and dependence on public assistance has increased since 2008 given local economic conditions and the ripple effects of the national economic crisis over the last decade.

Based on these findings, CURA affirmed the declaration of blight for Charleston West Side. The DRAFT Plan further states that “the link between blight and determinants to health is well established in the law and research. The combination of dilapidation and vacancy typical of blight and a high rate of poverty make for difficult challenges in addressing the broad scope of issues experienced by residents. Residents of low wealth communities that are also experiencing blight have negative effects on the mental and physical health of residents and a recent report by the Robert Wood Johnson Foundation points to lower life expectancy in poor blighted communities. The physical state of the neighborhood is reflected into the lives of its people. Physical dilapidation of the neighborhood is what this plan most primarily is meant to address. While this plan is designed to be much broader than just a CURA strategic plan, and given there are nearly countless issues that arise from or are the cause of blight, poverty, and disinvestment, the charge made to CURA is to deal with blighted structures and the public realm to combat the negative effects the built environment has on public health.”

As a minority and economically distressed community, the impact of COVID-19 on the health and economic disparities in Charleston West Side are even more evident. Yet, while the impacts of COVID-19 are significant, COVID-19 did not hasten the longstanding health and economic disparities. Generations of poverty and decades of disinvestment have left many Charleston West Side residents in vulnerable positions when it comes to their health. Many of the conversations in West Virginia right now center around how we will contain, mitigate and suppress the effects of the current crisis. While this is a valuable use of time, we also need to ensure that as we emerge from this crisis, we create local community environments in which West Virginians do not continue to suffer disproportionately from future pandemics, epidemics, chronic diseases and public health emergencies. This is the kind of long-term thinking that will ensure health, well-being, and prosperity for West Virginia communities, including Charleston West Side.

The work needed to reduce health and economic disparities will take time, but it can be carried out by the residents living in Charleston West Side today. Working across sectors, residents and community leaders will identify the collective actions that need to be taken to address these challenges and build a culture of health that is also supportive of economic prosperity.

Budget Summary:

Line Item	TGKVF funds	Center	Totals
Center Technical Support	0	10,240	10,240
Contractual Local Coordinator	22,500	0	22,500
Meeting Supports	5,100	0	5,100
Community Scholarships to Appalachian Health Leadership Forum	1,800	0	1,800
Printing: Training Materials	450	0	450
Total Direct Costs	29,850	0	29,850
Indirect Costs	4,477	0	4,477
TOTAL	34,327	10,240	44,567



Wild, Wonderful &

HEALTHY

Charleston West Side

The Greater Kanawha Valley Foundation

Interview

August 19, 2020

healthywv.org

A PROGRAM OF  THE CENTER FOR RURAL HEALTH DEVELOPMENT



OUR TEAM TODAY



Pastor Matthew Watts

Dr. Norman Mantalto

Chuck Overstreet

Matt Sutton

John Butterworth



Sharon Lansdale

Elaine Darling



Wild, Wonderful &
HEALTHY
West Virginia

Healthy Communities Build Healthy Economies

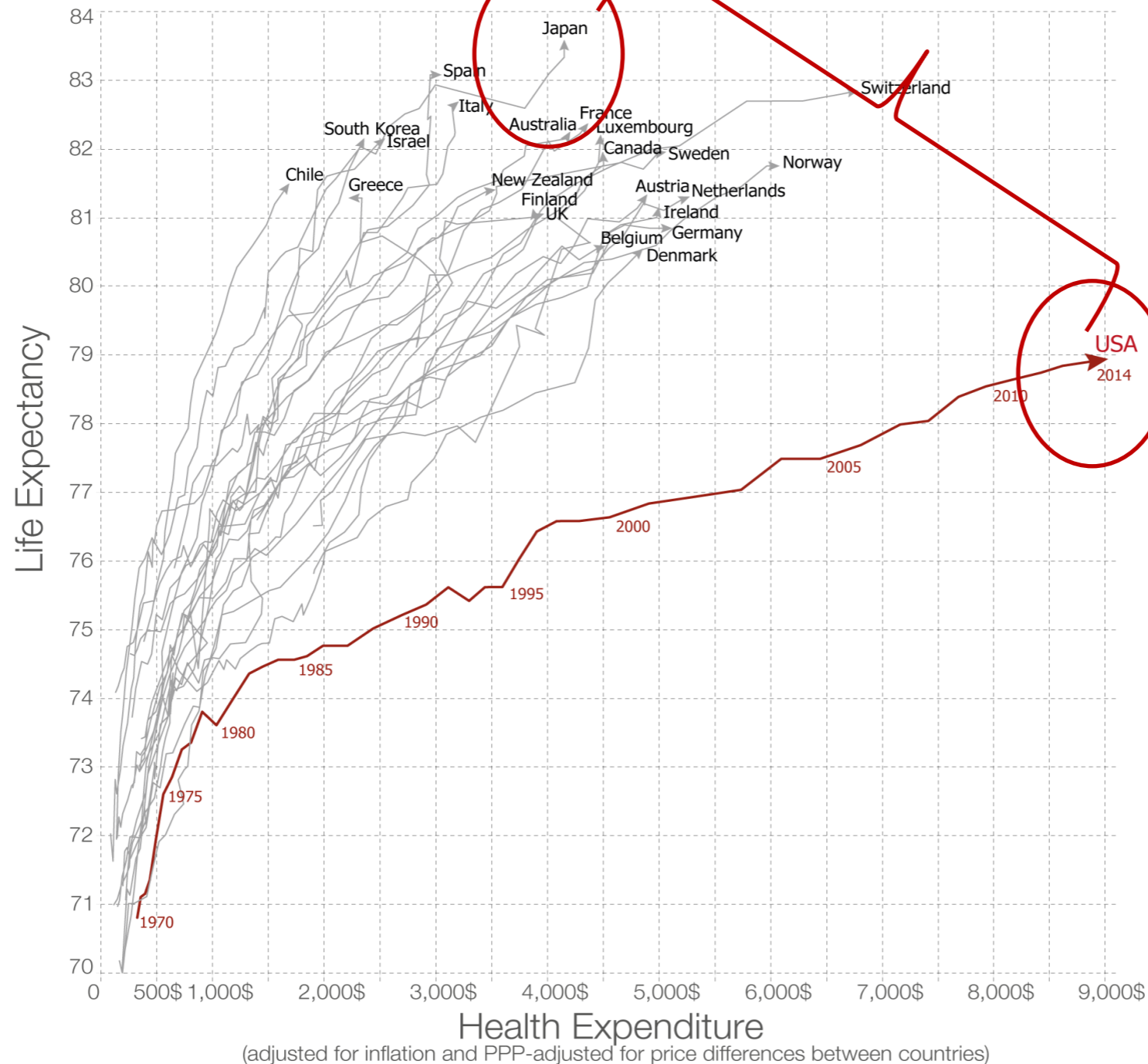
Why Now?

Health Expenditures and Life Expectancy, 1970 - 2014



Life expectancy vs. health expenditure over time (1970-2014) Our World in Data

Health spending measures the consumption of health care goods and services, including personal health care (curative care, rehabilitative care, long-term care, ancillary services and medical goods) and collective services (prevention and public health services as well as health administration), but excluding spending on investments. Shown is total health expenditure (financed by public and private sources).



Why the difference?



THE LINK BETWEEN HEALTH AND ECONOMIC DISPARITIES AND THE RISK FOR COVID-19 IN WEST VIRGINIA

The COVID-19 pandemic has magnified the health and economic disparities that make up the everyday experiences of many West Virginians. This is particularly evident among our minority, rural, and economically distressed communities.

While the impacts of COVID-19 are significant, COVID-19 did not hasten the longstanding health and economic disparities. Generations of poverty and decades of disinvestment have left many of our residents in vulnerable positions when it comes to their health.

The work needed to reduce health and economic disparities will take time, but it can be carried out by the residents living in West Virginia's communities today.



Wild, Wonderful &
HEALTHY
West Virginia

Community Health Improvement Planning Process



WILD, WONDERFUL & HEALTHY WEST VIRGINIA'S PROCESSES





WHAT IS A CHIP?

After assessing the community's needs and resources and identifying high priority issues, your community will be ready to develop its Community Health Improvement Plan (CHIP).

- CHIPs involve multiple partners **aligning to accomplish a common goal**, while giving everyone an opportunity for **shared decision-making** to ensure buy-in.
- CHIPs bring together individuals and organizations who have been working on individual projects with others to develop a **shared plan for health improvement**.
- The CHIP provides a map for moving from a community's vision to making data-driven decisions about strategic improvements that can result in **long-term, community-level outcomes**.



Community Capacity Building



Community Capacity Building

Four Capacity Building Trainings

Training #1: Visioning and Stakeholder Engagement

Training #2: Assessing Community Needs, Assets and Resources to Drive Decision-Making

Training #3: Developing Your CHIP and Sustainability of Your Partnership

Training #4: What's Next: Implementing Your CHIP and Moving Your Coalition's Work Forward



Wild, Wonderful &
HEALTHY
West Virginia

Regional Health Improvement Coaching Hubs



- Mid-Ohio Valley Coaching Hub
- Southwestern WV Coaching Hub
- New River Gorge/Greenbrier Valley Coaching Hub
- Future Coaching Hub
- Future Coaching Hub
- Future Coaching Hub
- Future Coaching Hub

*Coaching Hub groupings are tentative and subject to change



Wild, Wonderful &
HEALTHY
West Virginia

Healthy Communities Build Healthy Economies

Comments from our team



Wild, Wonderful &

HEALTHY

Charleston West Side



healthywv.org

A PROGRAM OF  THE CENTER FOR RURAL HEALTH DEVELOPMENT