Community Health
Engagement and Investment

Becky Clay Christensen
Executive Director
Community Health
Our Mission

• The Mission of Bon Secours Mercy Health System is to extend the compassionate ministry of Jesus by improving the health and well being of communities and bring good help to those in need, especially people who are poor, dying and underserved.
# Timeline

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1980</td>
<td>RCH Nine Mile Road location</td>
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<tr>
<td>1995</td>
<td>BSR purchased RCH</td>
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<tr>
<td>2010</td>
<td>East End Charrette: East End Transformation Plan Created</td>
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<tr>
<td>2011</td>
<td>SEED program begins &amp; major community outreach partnerships begun</td>
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<tr>
<td>2013</td>
<td>East End Medical Village Master Plan</td>
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<td></td>
<td>Performance Agreement Signed: City of Richmond and Bon Secours Richmond</td>
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<td></td>
<td>Bon Secours East End Optimization Task Force Created (clinical &amp; physical planning)</td>
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<td>2014</td>
<td>East End Economic Summit</td>
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<td>East End Better Block</td>
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<td></td>
<td>SEED program expansion announced</td>
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<td>Sarah Garland Jones Center plans announced</td>
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<td>2016</td>
<td>RCH Community Advisory Board and Medical Leadership visit Bon Secours Baltimore</td>
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<td></td>
<td>Community Health Needs Assessment Implementation Plan</td>
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<td>9 Mile / 25th St. Market Potential Scan &amp; Strategy</td>
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<td></td>
<td>Church Hill Commercial Corridor Action Plan</td>
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<td>2017</td>
<td>Sarah Garland Jones Center Begins programs</td>
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Addressing Health Inequities

A PUBLIC HEALTH FRAMEWORK FOR REDUCING HEALTH INEQUITIES
BAY AREA REGIONAL HEALTH INEQUITIES INITIATIVE

UPSTREAM

SOCIAL INEQUITIES
- Class
- Race/Ethnicity
- Immigration Status
- Gender
- Sexual Orientation

INSTITUTIONAL INEQUITIES
- Corporations & Businesses
- Government Agencies
- Schools
- Laws & Regulations
- Not-for-Profit Organizations

LIVING CONDITIONS
- Physical Environment
  - Land Use
  - Transportation
  - Housing
  - Residential Segregation
  - Exposure to Toxins
- Economic & Work Environment
  - Employment
  - Income
  - Retail Businesses
  - Occupational Hazards
- Social Environment
  - Experience of Class, Race, Gender, Immigration
  - Culture - Ads - Media - Violence

DOWNSTREAM

RISK BEHAVIORS
- Smoking
- Poor Nutrition
- Low Physical Activity
- Violence
- Alcohol & Other Drugs
- Sexual Behavior

DISEASE & INJURY
- Communicable Disease
- Chronic Disease
- Injury (Intentional & Unintentional)

MORTALITY
- Infant Mortality
- Life Expectancy

Strategic Partnerships
Advocacy

Community Capacity Building
Community Organizing
Civic Engagement

POLSICY

Emerging Public Health Practice

Current Public Health Practice
Thinking as an Anchor Institution

• Strategic Hiring
• Strategic Purchasing
• Strategic Investments
Strategic Investments Programs

- Affordable Housing/ Placed Based Investments
- Youth and family services—Education and Trauma
- Economic Equity—Entrepreneurship and Workforce Housing
- Health Access—Chronic Disease Management and Wellness
Strategic Investments Infrastructure

**Investments**
- Sarah Garland Jones Center
- Corridor/ Neighborhood Improvements
- First – In Risk Strategy

**Results**
- Community Meeting Space, Commercial Kitchen, Front Porch Café
- Affordable Housing, SEED Program– Entrepreneurship, Bus Stops, Green Space
- Grocery Store, Culinary School, Market Rate Houses and Businesses
Strategic Engagement Partners and Residents

- Partner Engagement
- Funder/ Co-Investor Engagement
- Resident Engagement
Lessons Learned

• Place Matters

• Voice Matters

• Partnerships Matter
Questions?