

A photograph of a city skyline at dusk or dawn. In the foreground, a concrete bridge with multiple arches spans across a body of water. The city buildings in the background are lit up, and the sky is a mix of blue and orange. A teal rectangular box is overlaid on the top half of the image, containing white text.

# A Relationship-Based Approach to Health Equity

Amy Popovich, RN, MSN, Nurse Manager and  
Directory of Community Engagement

Keandra Holloway, Certified Community Health Worker, Fairfield Court  
Richmond City Health District

# Overview

- Health Equity
- Reframing the focus: Social Needs and Social Determinants
- Resource Centers
- Community Health Workers
- Our Story



# My Story

Holly Edwards, RN  
Community Health  
Clinical Instructor

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# My Neighbors



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# Community Health Workers



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# Health Equity



“What’s the matter?  
It’s the same distance!”



## Equality



## Equity



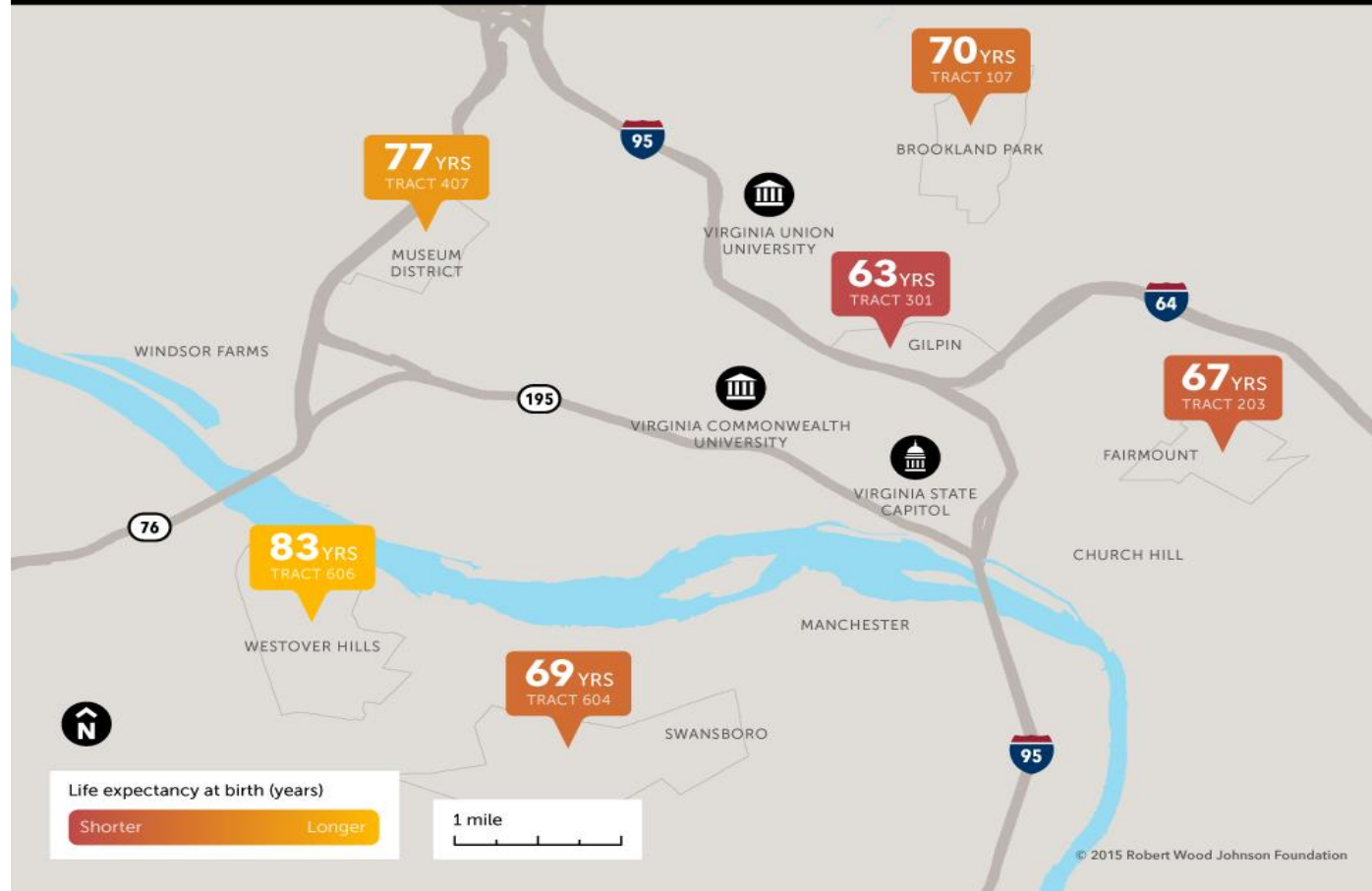
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RICHMOND, VIRGINIA

## Short Distances to Large Gaps in Health

Follow the discussion

#CloseHealthGaps



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# Public Health Pyramid of Impact



Frieden T. American Journal of Public Health | April 2010, Vol 100, No. 4

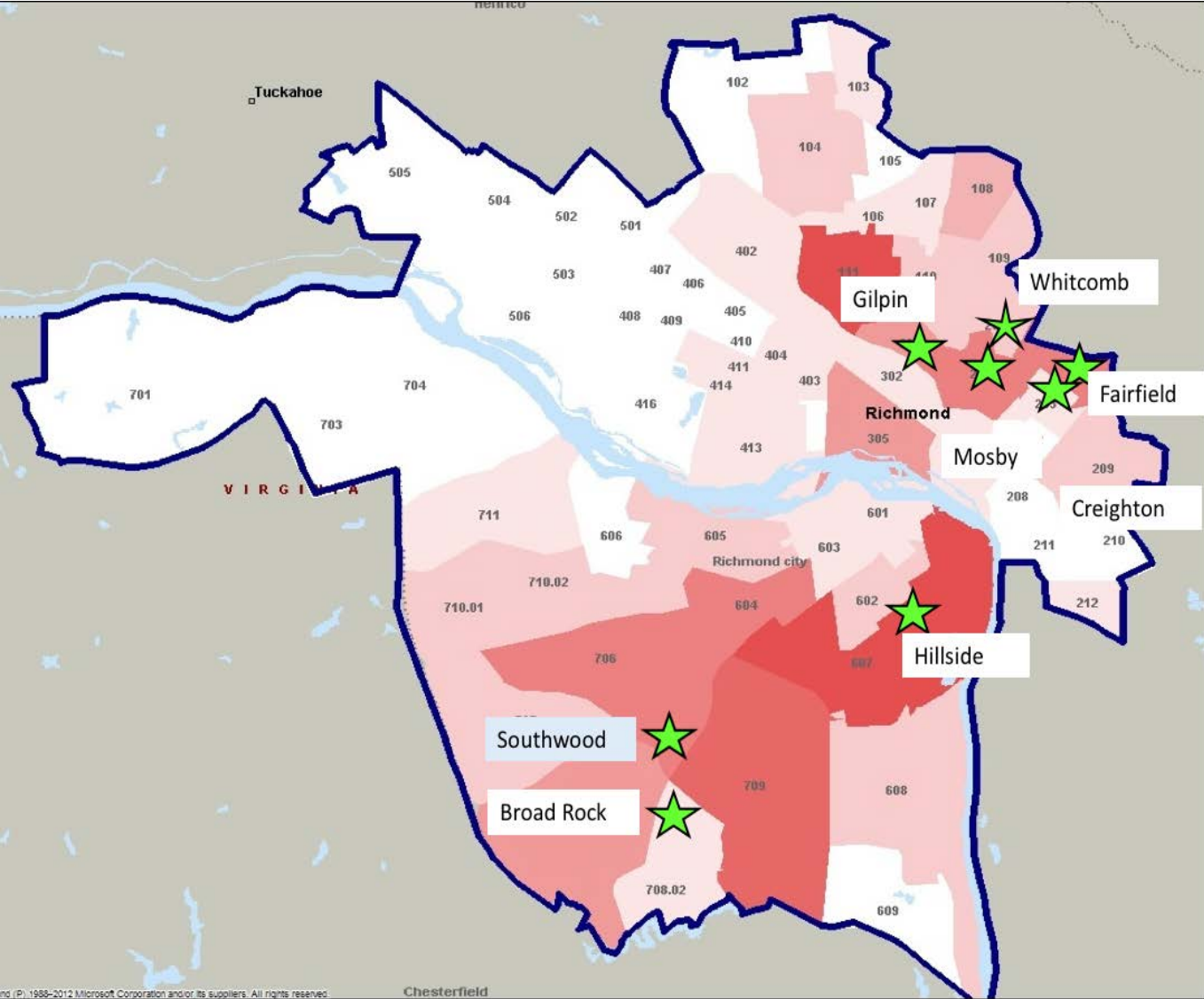




# Social Determinants and Social Needs: Moving Beyond Midstream



# Resource Center Map



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# Resource Centers Inside and Out



# Resource Center Collaboration

## Resource Center Staff

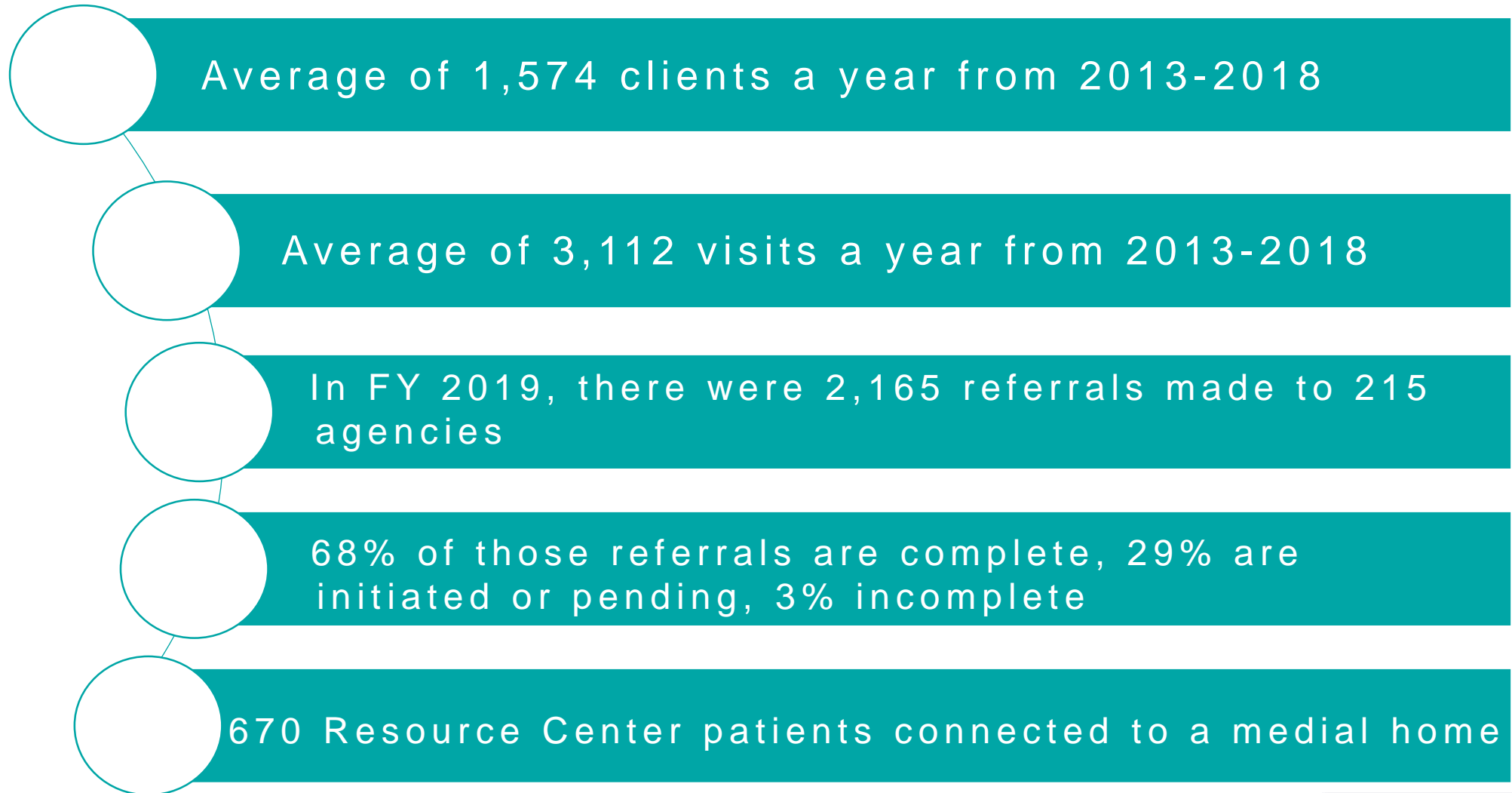
- RCS
- Community Health Worker
- Public Health Nurse
- Nurse Practitioner

## Partners

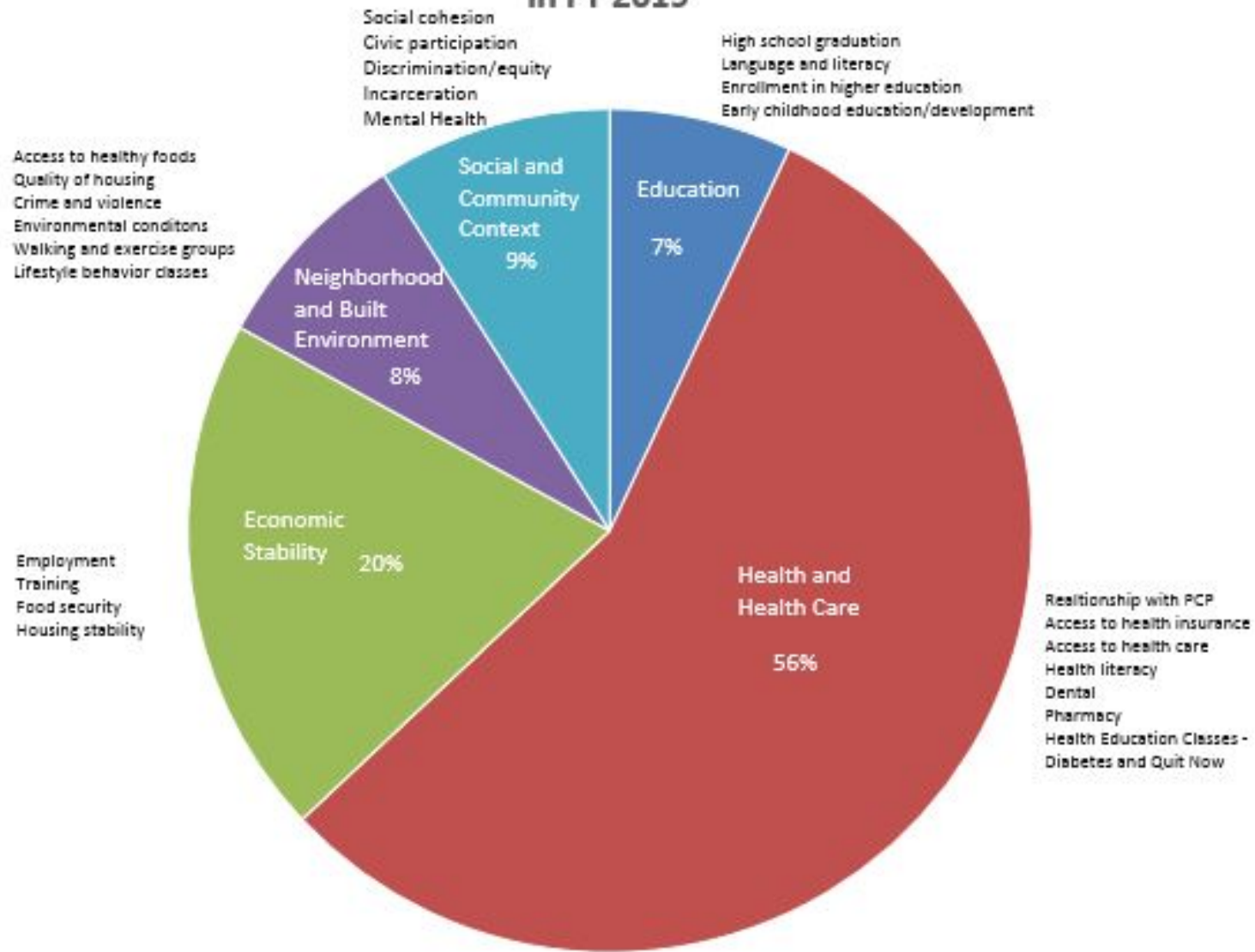
- Pharmacists
- Medical Homes and PCPs
- Hospitals
- Social Services



# Resource Center Statistics



## SDOH in RC Referrals in FY 2019





## Cost of a CHW

- CHW ~ \$60k with benefits
- See ~120 clients/year
- ~\$500/client





# RESOURCE CENTER HISTORY

**NOV 2009**  
FAIRFIELD RC OPENS



**MAY 2010**  
WHITCOMB RC OPENS



**SPRING 2011**

- CREIGHTON AND MOSBY OPEN
- COMMUNITY ADVOCATE PROGRAM STARTS

**APRIL 2013**  
HILLSIDE OPENS



**JULY 2014**  
PARTNERSHIP W/ IPHI



**FALL 2014**

- GILPIN OPENS
- HOUSING ADVOCATE PROGRAM BEGINS

**JAN 2015**

- BROAD ROCK OPENS
- RESOURCE CENTERS FOCUS ON LATINO HEALTH

**2016**

FAMILY TRANSITION COACHES HIRED



**SUMMER 2017**  
ADVOCATES HIRED AS FULL-TIME CHWs AT RCHD



**SPRING 2018**  
SOUTHWOOD OPENS





## Family Transition Coaches and Mr. Byrd

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# Collaboration and Impact



# Community Health Workers

- Relate
- Navigate
- Educate
- Advocate



74.7% increase in Resource Center patient visits from 2010-2012



## A Fairfield Member's Story

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# Our Story



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# What we have Learned on the Ground

- Collaboration and Innovation
- Connect with another's story
- Teach a person to fish...

“

“Give a person a fish and you feed them for a day; teach a person to fish and you feed them for a lifetime.”

**Mainmonides**



# References

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# Questions?

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