VSSTF: Messaging to Address Social Disparities Workgroup

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Members

Mary Brandenburg, VHHA Foundation (Co-Chair)

Kristie Burnette, VHHA (Co-Chair)

Karen Bonham, HQI / Twin County Regional Healthcare

Tanya Claiborne, Riverside Health System

Beth Cottone, Survivor

Sarah Fowler

Alecia Hamm, Thomas Jefferson EMS Council

Beth Hundt, Centra Health
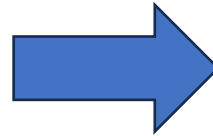
Keri Johnson, UVA Health

Alan Stillman, Kwikpoint

Scope of Work & Goals

Scope of Work

The Messaging to Address Social Disparities workgroup will:

- Review available stroke data, stratified by race/ethnicity, payor, zip code, and other socio-demographic factors
- Provide education to partners along the continuum of care about the impact of SDoH on health outcomes, how to identify health-related social needs, and how best to connect patients and their families to resources that address social needs
- Identify practices and frameworks that promote community collaboration on initiatives to address SDoH

Goals

- Review available data and literature to identify disparities in Stroke treatment and outcomes; share findings with the VSSTF
- Create a multi-modal communication plan to educate partners about the impact of SDoH on health outcomes, the importance of standardized screening for health-related social needs, and how to connect patients and their families to social care resources in the community.
- Initiate innovative strategies to make available "best-practice" education and resources to foster collaboration and support statewide, regional, and community-level efforts to address the social drivers of health impacting Stroke patients and their families.

Strategy Development

1/5/24 Meeting

- Approval of Charter & Goals

- Literature Review

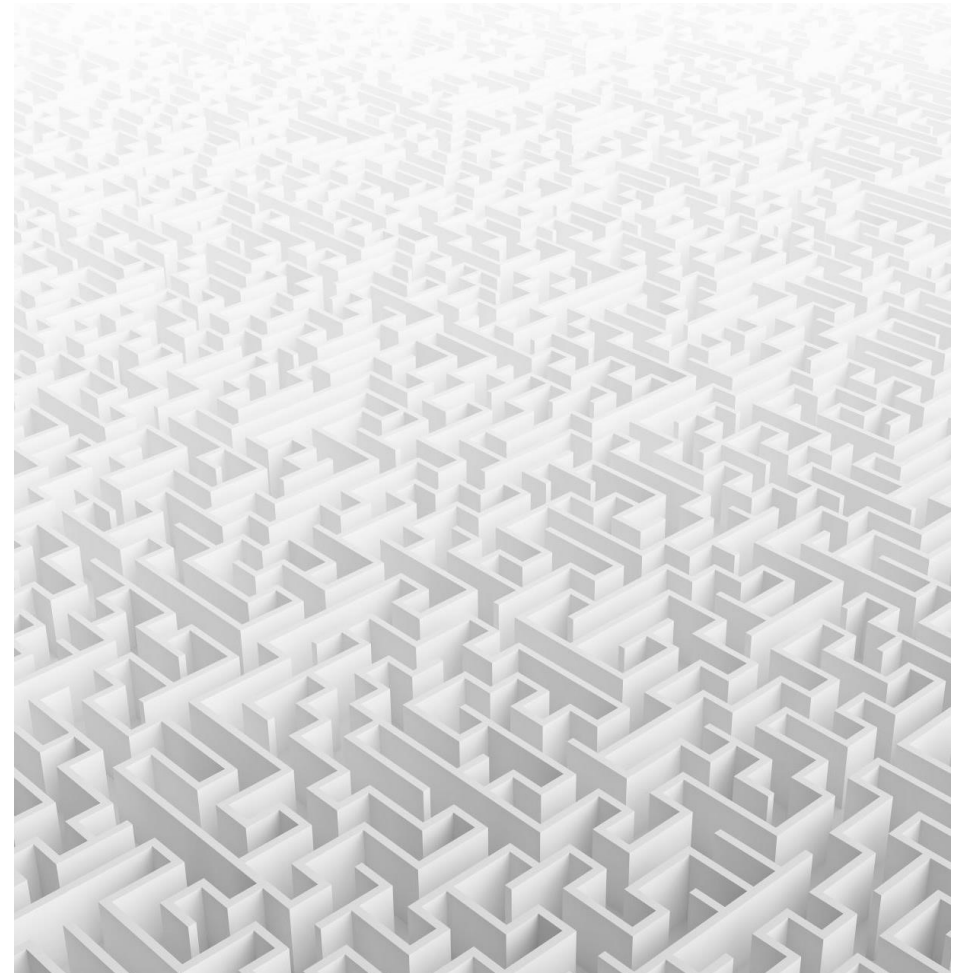- VHHA Analytics Data Overview

2/2/24 Meeting

- VHHA & VDH Disparity Analysis

3/8/24 Meeting

- Communication / Education Strategy Discussion -> Provider Assessment & Pilot Test

4/12/24 Meeting

- VDH Stroke Burden by Locality

- Pilot Site Selection Criteria

- Two-Pronged Approach: Community & Provider Outreach

Next Steps

Provider Assessment Survey

Unite Us Resource Review

Pilot Site Selection