



## **Focused on the Health of our Community**

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### *2022 Community Health Needs Assessment and Implementation Plan Executive Summary*

# Our Community

RDHW focuses on providing care to the communities in the Greater Williamsburg, Virginia area. This report focuses on the five localities and three health districts primarily served by the facility. Specifically, that includes:

- **Peninsula Health District:** City of Williamsburg & James City County
- **Chickahominy Health District:** New Kent County & Charles City County
- **Three Rivers Health District:** King William County



While largely known as a tourism destination for both history and amusement parks, other major employers in the area include local government, Schools (local K-12 and the College of William & Mary), healthcare and manufacturing.

**Population (2025):** 133,439

**Population Growth (2020-2025):** 6.5%

**Median Age (2025):** 44.7

**Median Household Income (2025):** \$105,074

**Total Households (2025):** 51,899

**Racial & Ethnic Mix:** 73% White, 17% Black, 4% 2 or more races. 3% Asian / Native Hawaiian, 2% other and 1% Native American. 6% of population is Hispanic

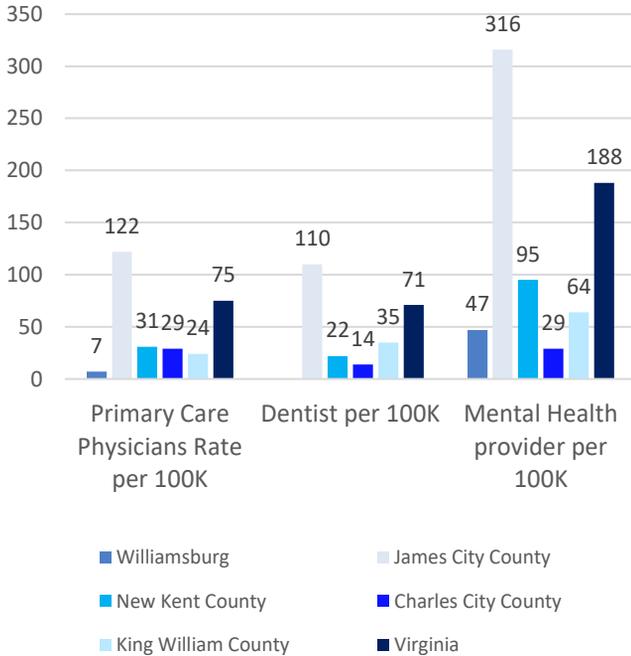


# Supporting Community Health

The greater Williamsburg region has many pieces in place to support the health of individuals in the community.



Healthcare Providers per 100K



Health assets in the region include:

**Medical Hospitals:** Riverside Doctors' Hospital of Williamsburg and Sentara Williamsburg Regional Medical Center

**Behavioral Health Facilities:** Eastern State Hospital, The Pavilion at Williamsburg Place

**Free Clinics:** Olde Towne Medical Center, Lackey Clinic, Angels of Mercy Clinic

## Staying Active & Healthy:

Community resources that support healthy living include:

Williamsburg Farmer's Market

Virginia's Capital Trail

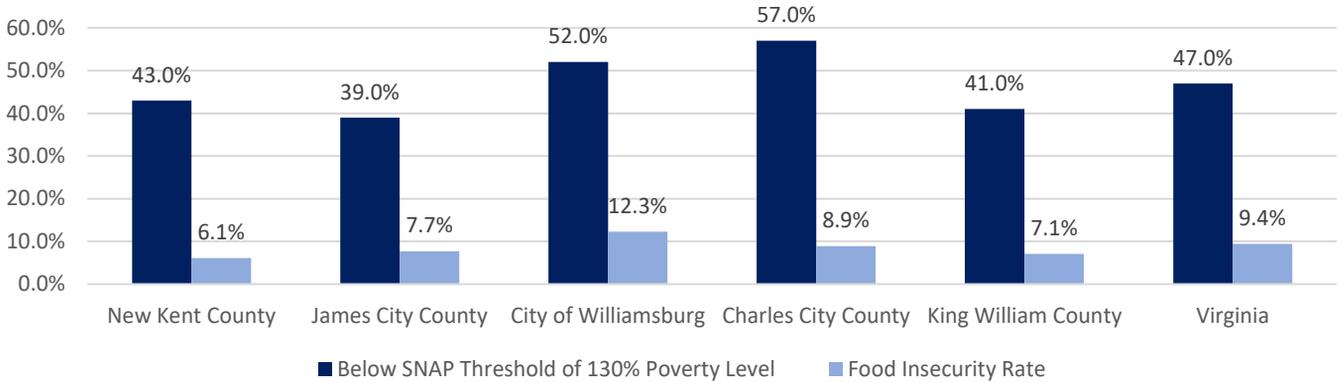
York River State Park

Multiple local county and city parks, recreation centers and sports complexes

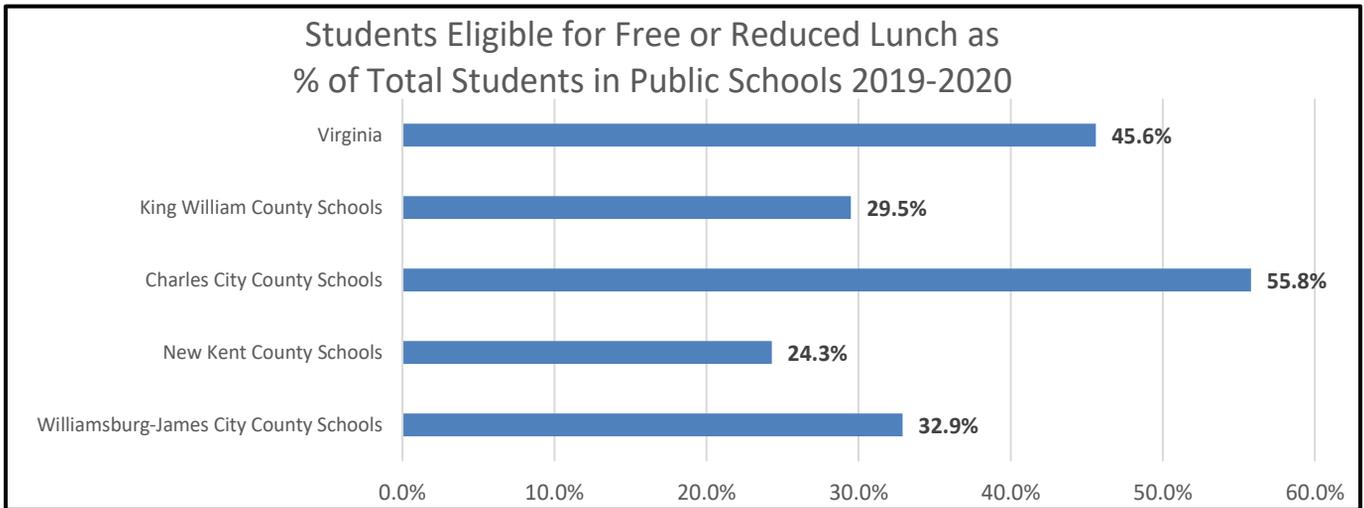


# Food & Housing Insecurity

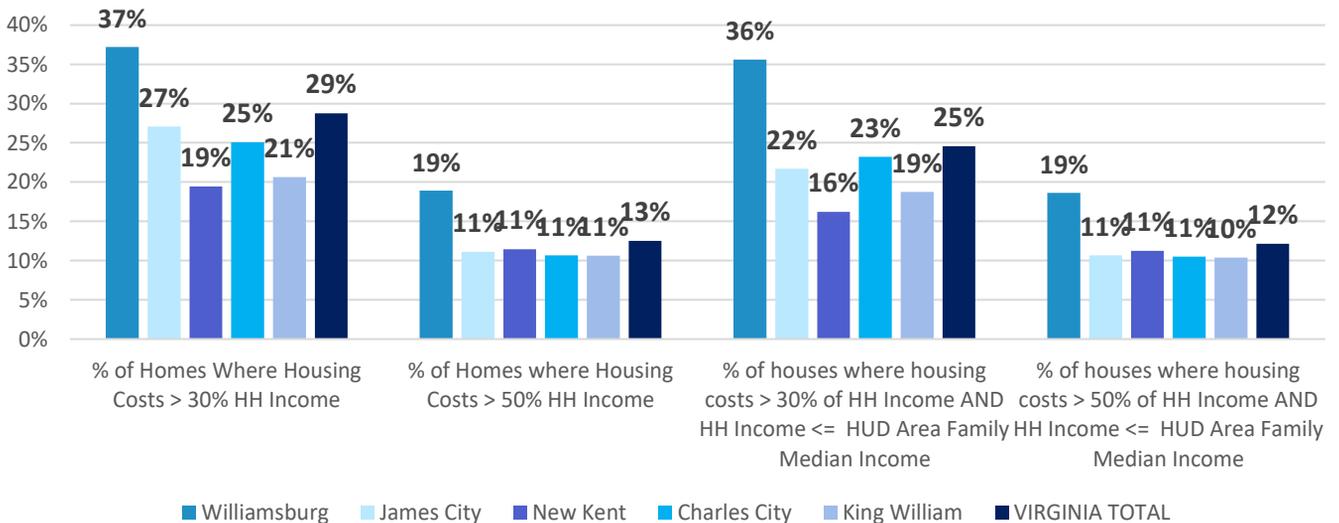
## Poverty & Food Insecurity by Locality



## Students Eligible for Free or Reduced Lunch as % of Total Students in Public Schools 2019-2020

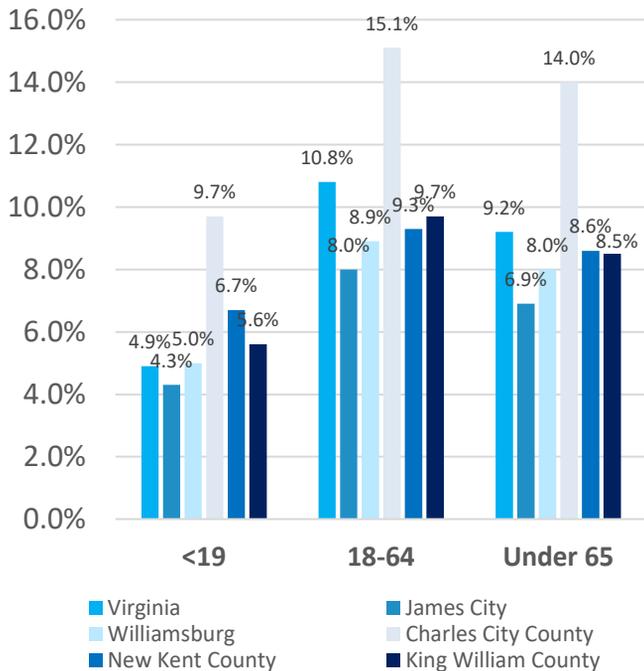


## Housing Insecurity Measures

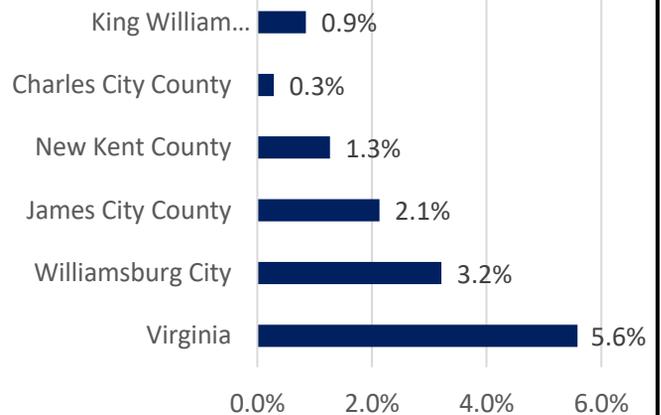


# Addressing Access Barriers

## Uninsured Non-Elderly



## % of Population with Limited English Proficiency



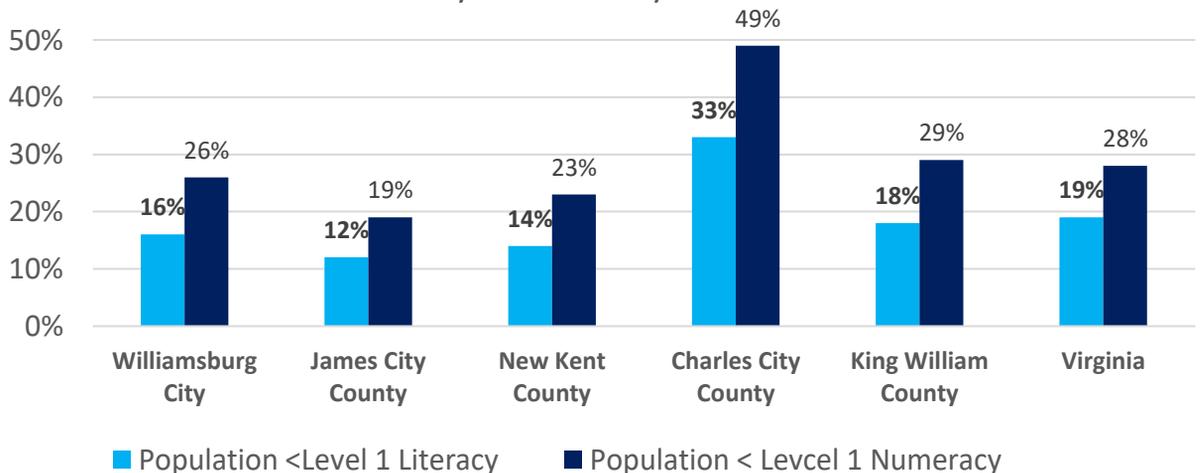
Approximately 1% of the population speaks Spanish as their primary language. Chinese, Korean and Arabic are the other languages spoken by over 200 people in the area.

## Medically Underserved Areas and Populations

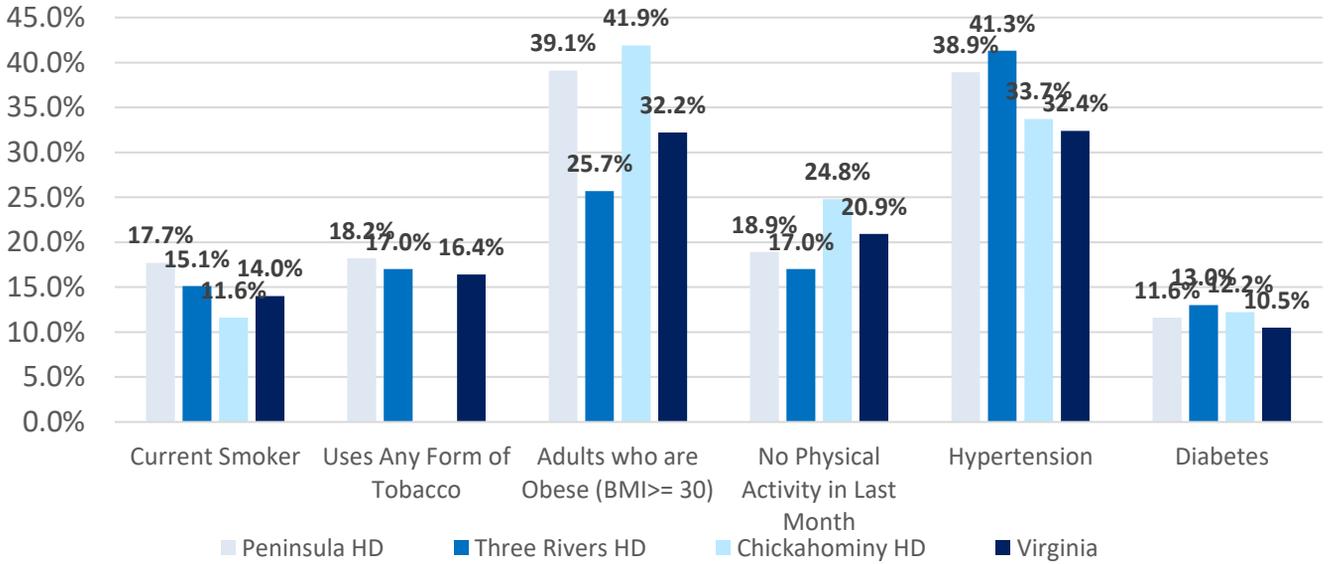
Primary Care Medically Underserved Areas: Charles City, New Kent and King William

Medically Underserved Population: Low Income Williamsburg Service Area - Williamsburg, York & James City County

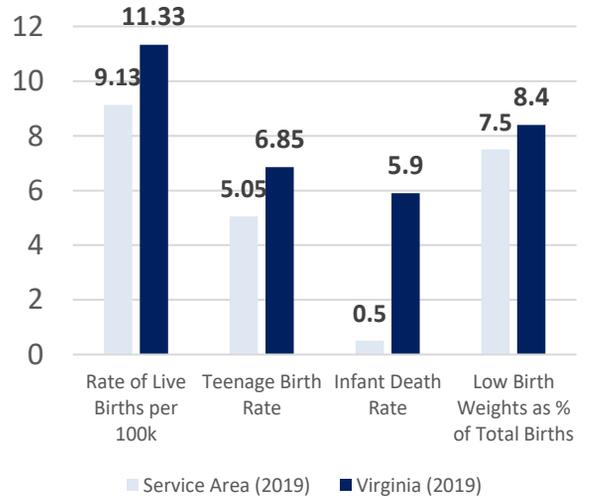
## Literacy & Numeracy Skills



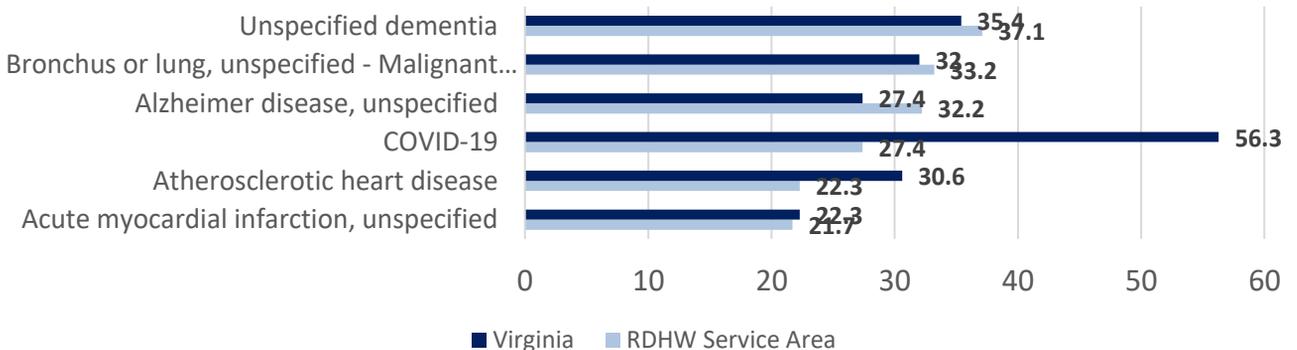
# Health Snapshot



## Maternal & Child Health

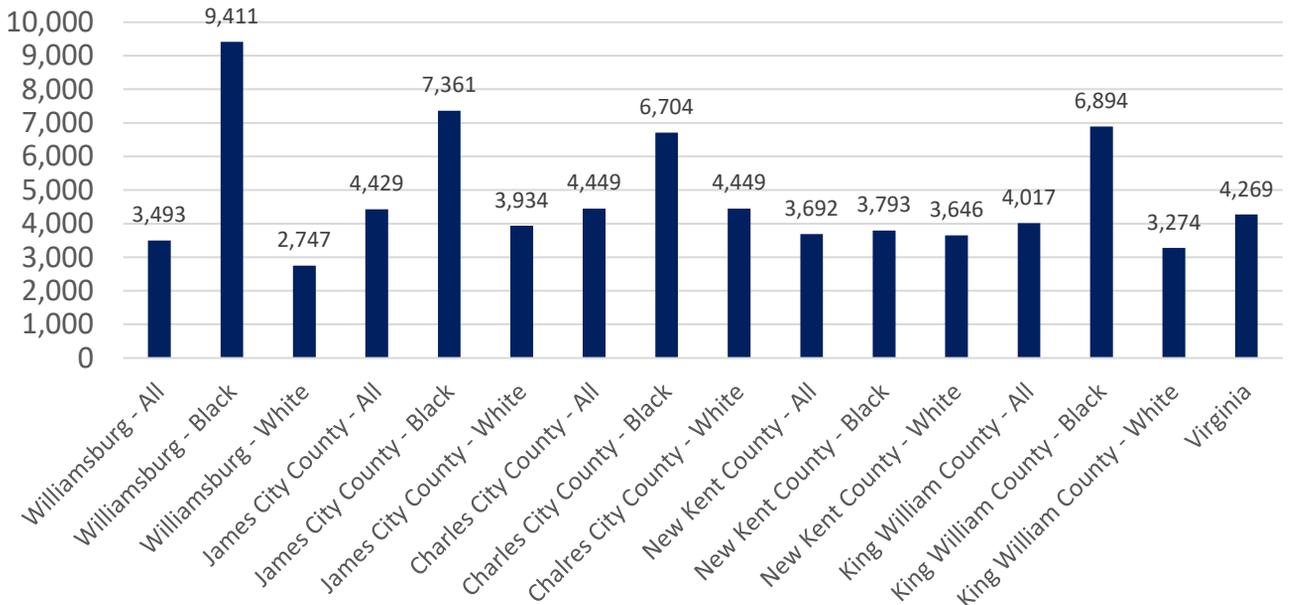


## Age Adjusted Death Rate per 100K

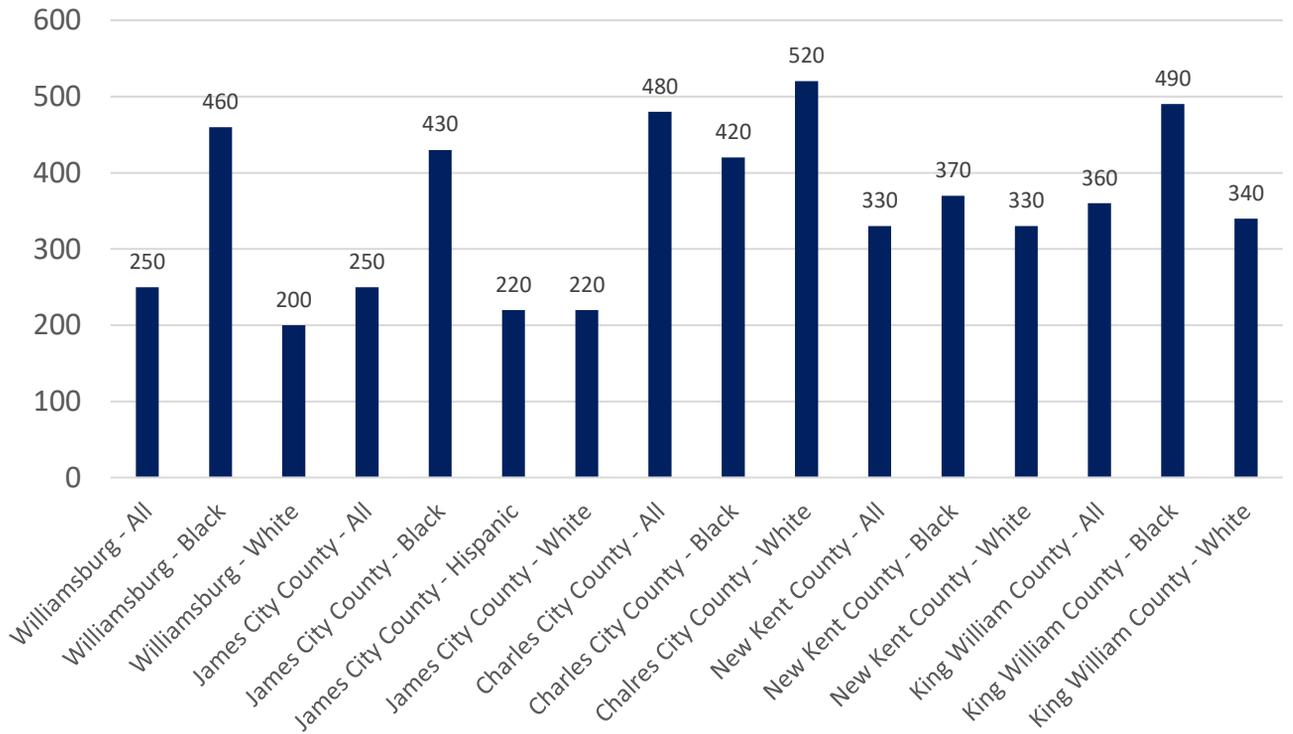


# Outcomes by Population

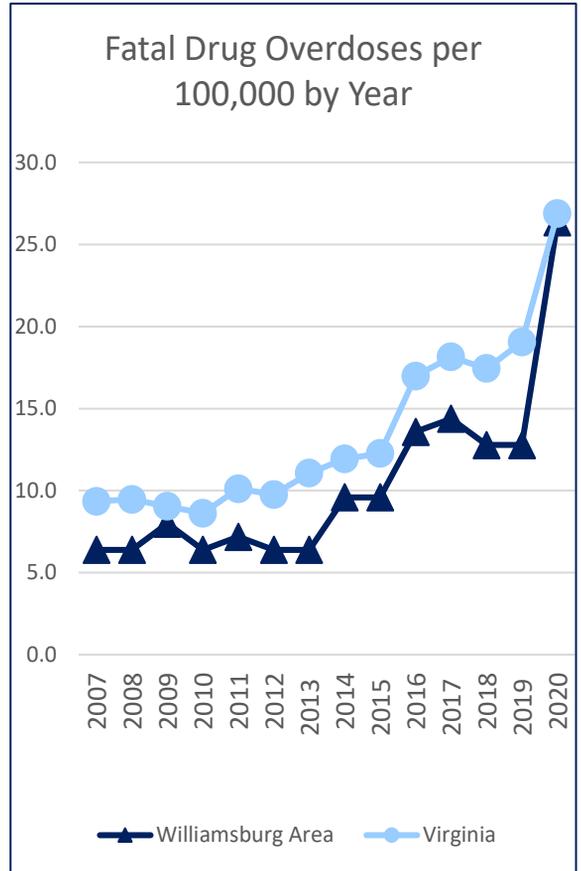
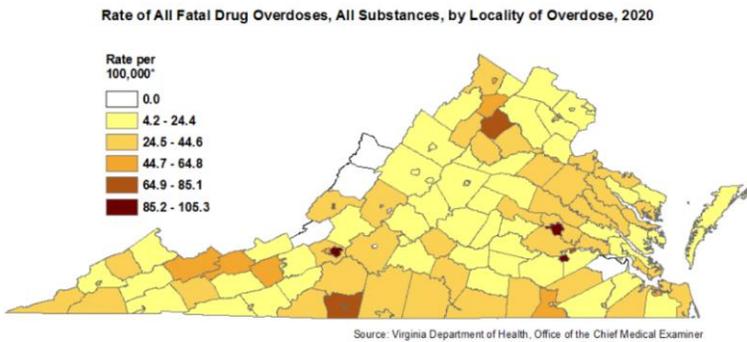
Preventable Hospitalizations: Rate of Hospital Stays for Ambulatory Conditions per 100K Medicare Enrollees



Premature Age Adjusted Mortality: Number of Deaths Among Residents <75 per 100K (age adjusted)



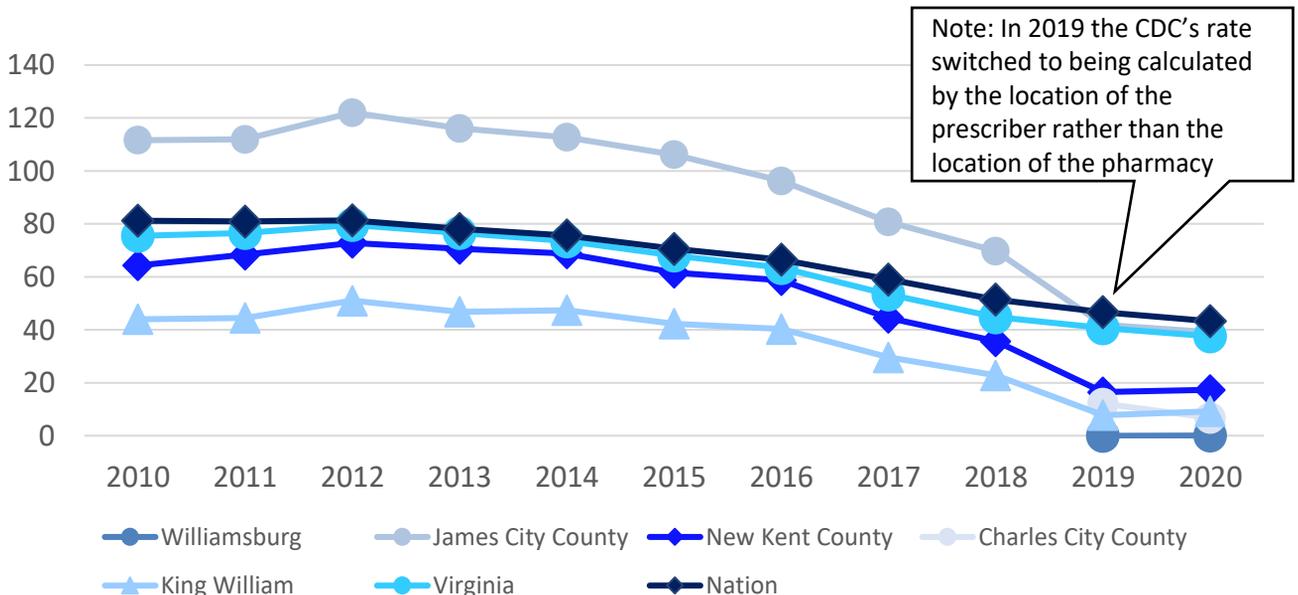
# Drugs in the Community



Williamsburg, like the rest of the nation, has continued to struggle with drugs in the community. While the fatal drug overdose rate has remained slightly lower than the overall Virginia rate, it has increased more than 400% in seven years.

While not the only drug in the community, opioids- which is a type of narcotic pain medication - continues to be a problem. While the overall dispensing rate has decreased, the problem continues.

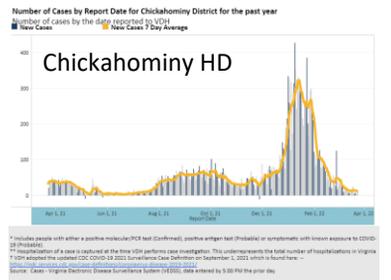
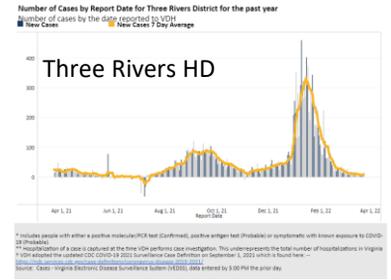
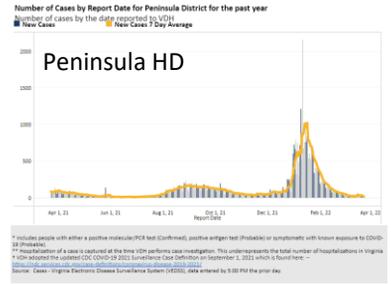
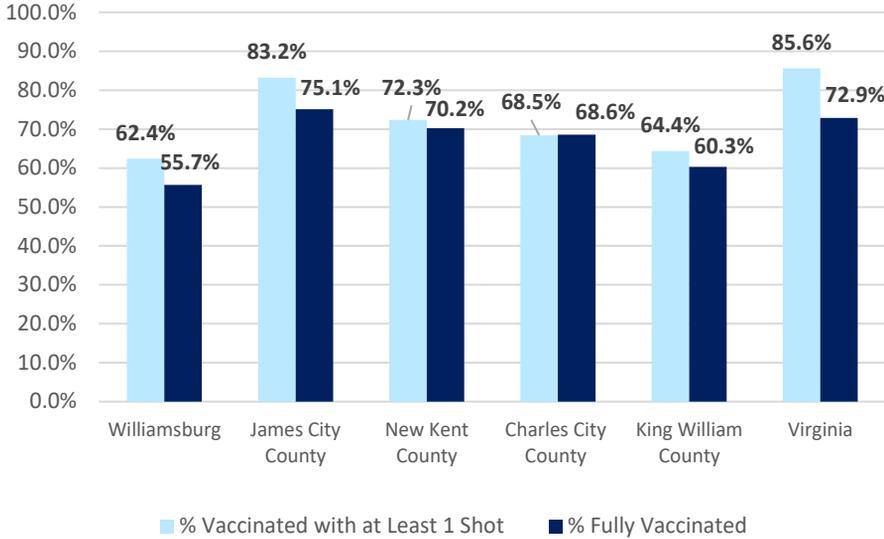
## Opioid Dispensing Rate per 100 Persons



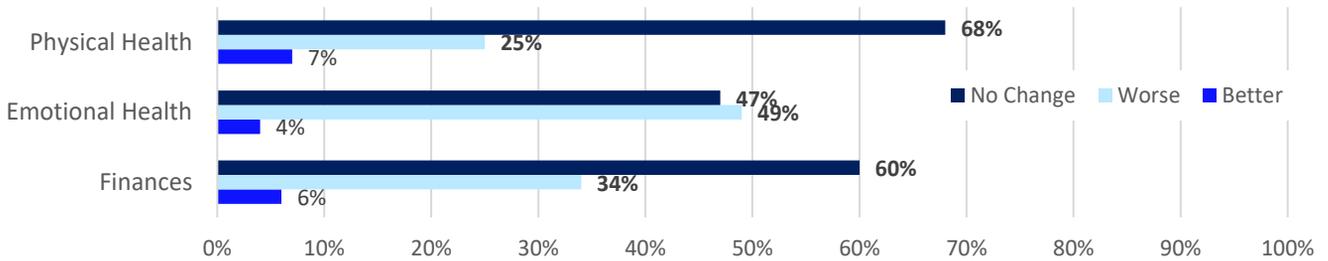
# COVID-19

The COVID-19 pandemic across the three health districts has largely reflected the trends across the rest of the state.

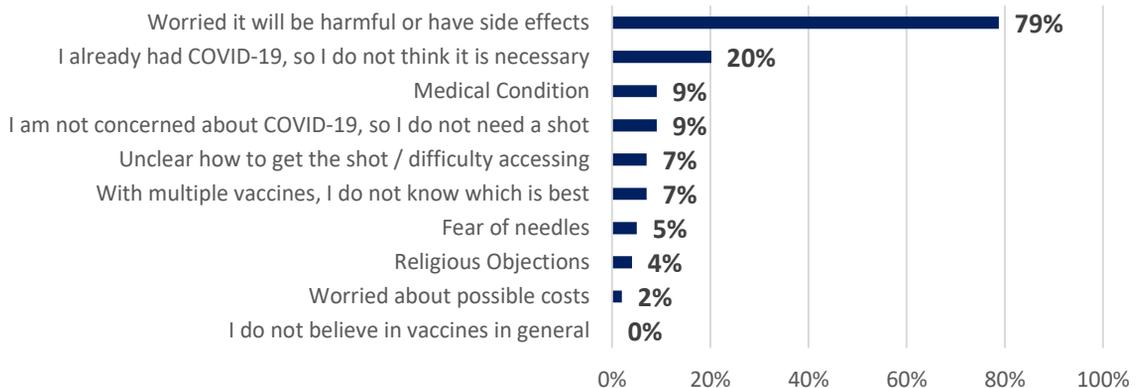
## COVID-19 Vaccination Rates (as of 2/2022)



## Community Survey Response: Since the Pandemic My Family's \_\_\_\_\_ is Better / Worse / No Change

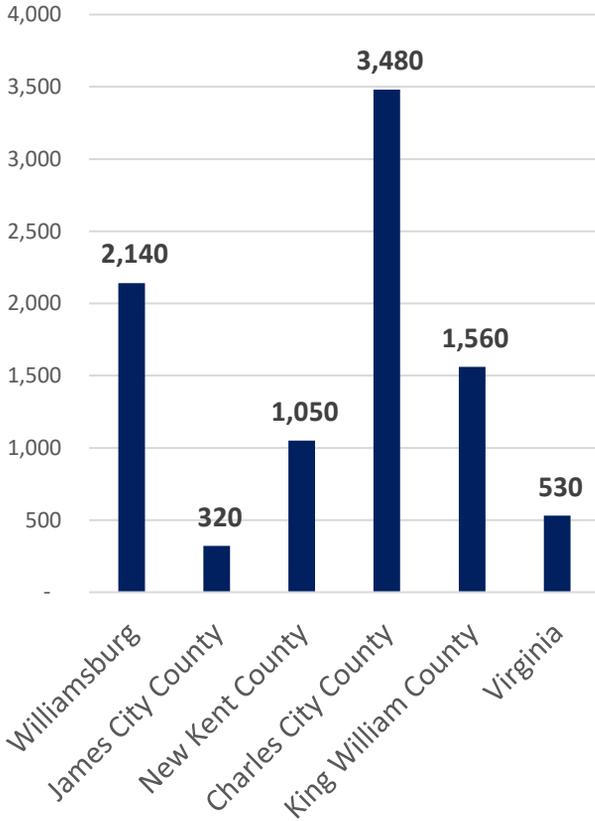


## Community Survey Response: Please share your concerns about the COVID-19 Vaccine (select all that apply)

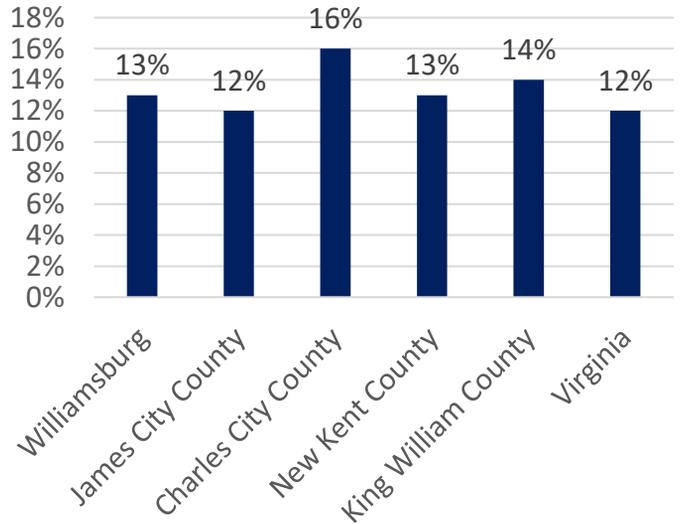


# Mental Health

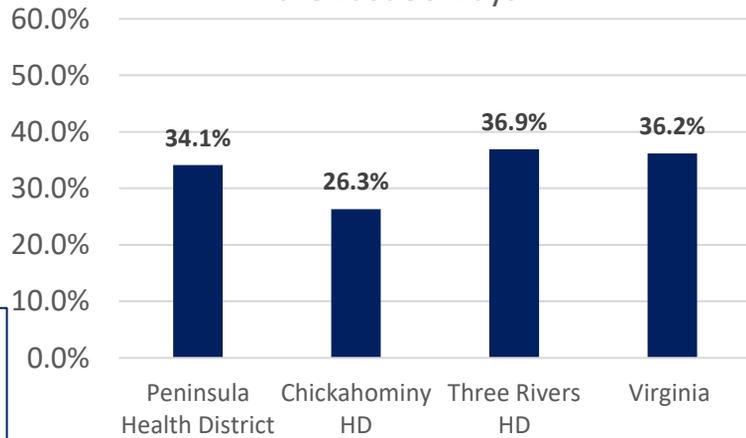
Individuals per Mental Health Provider, 2020



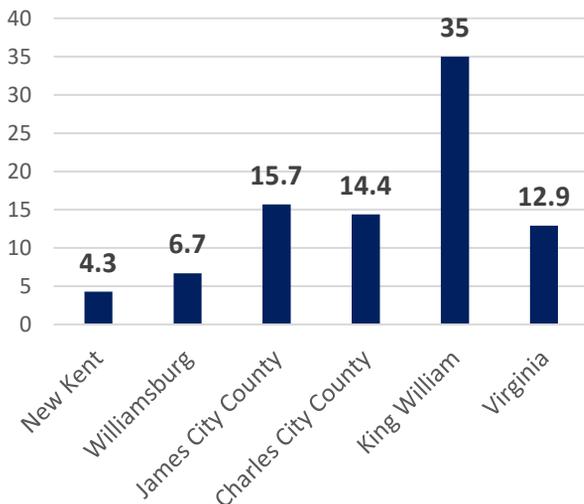
% of Adults Reporting 14 or More Days of Mental Distress Each Month



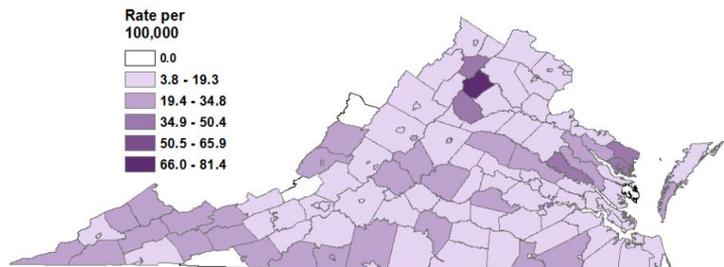
% of Adults Reporting 1 or More Days of Poor Mental Health in the Last 30 Days



Office of the Chief Medical Examiner  
Suicide Rate per 100k, 2019



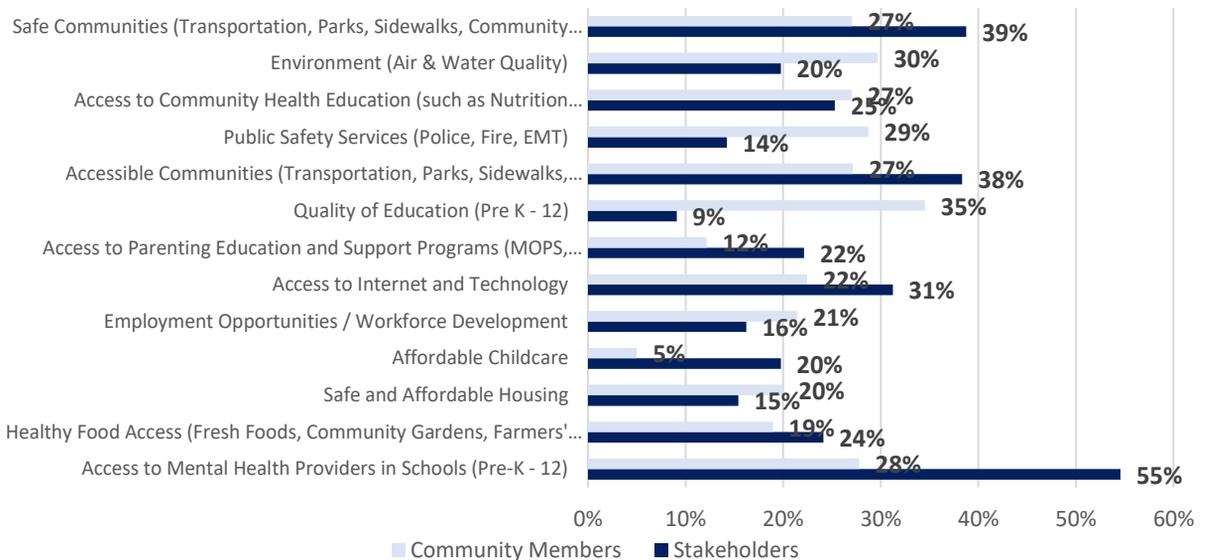
Map 2.6 Suicide Rates by Locality of Residence, 2019



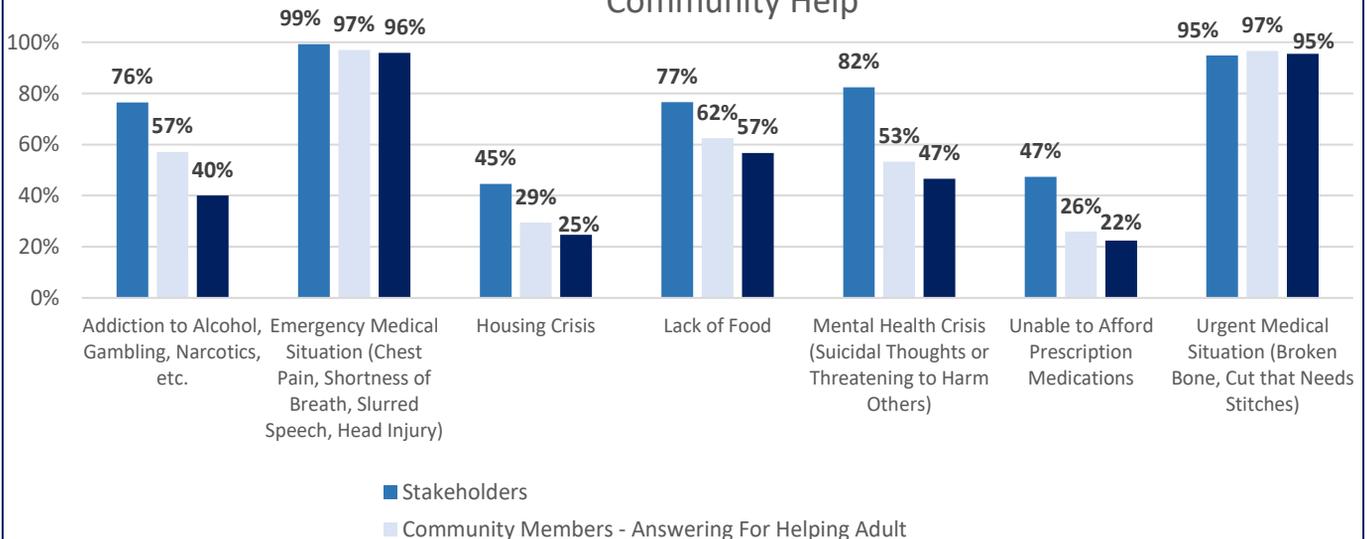
# Coming Together

While demographic and health statistics tell part of the story, hearing from community leaders, medical and public health experts as well as community members is a critical part of understanding the health of the community. The Hampton Roads Community Survey was open from late November 2021 thru February 2022, with 558 community stakeholders and 4,202 community members completed the survey to share their thoughts.

## Community Survey Response: What are the Top 3 Items You Would Like to See Added or Improved in the Community to Keep Your Family (community members) or Adults and Children You Serve (stakeholders) Healthy

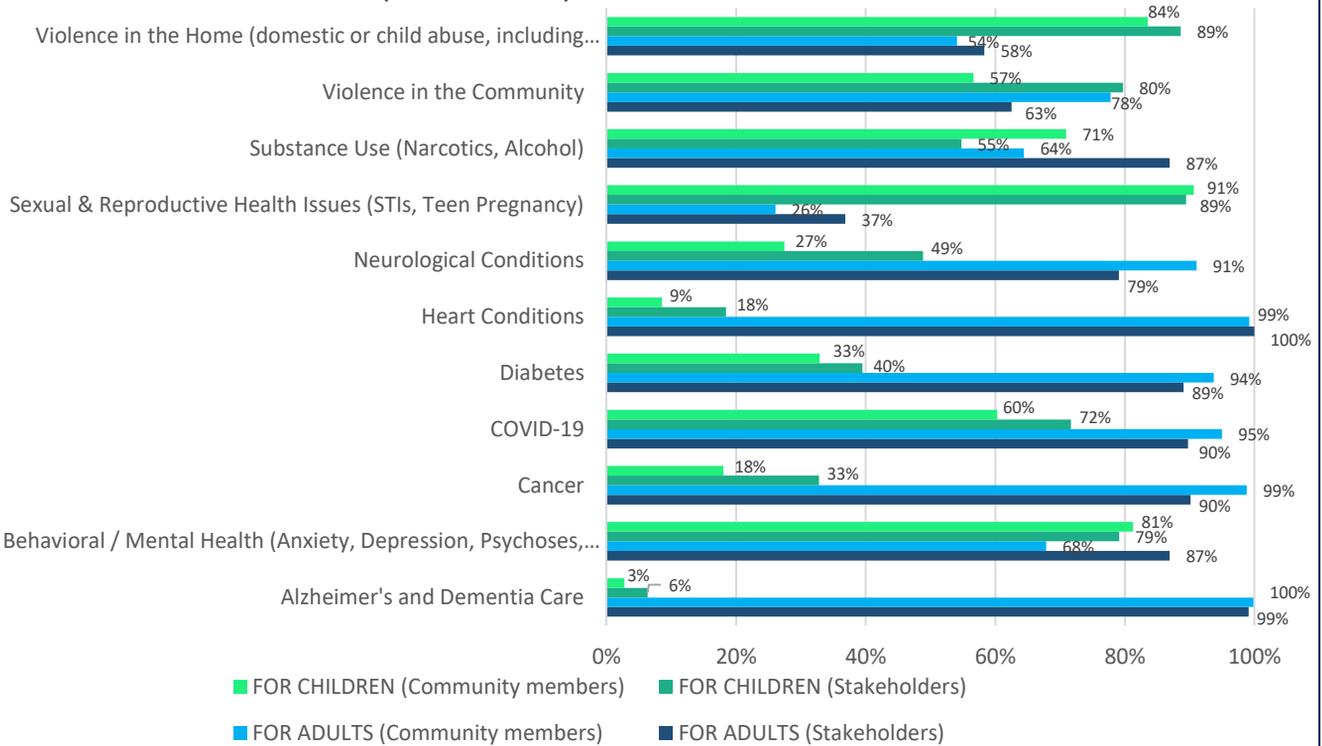


## % of Respondents Who Said Yes, They Would Know How to Access Community Help

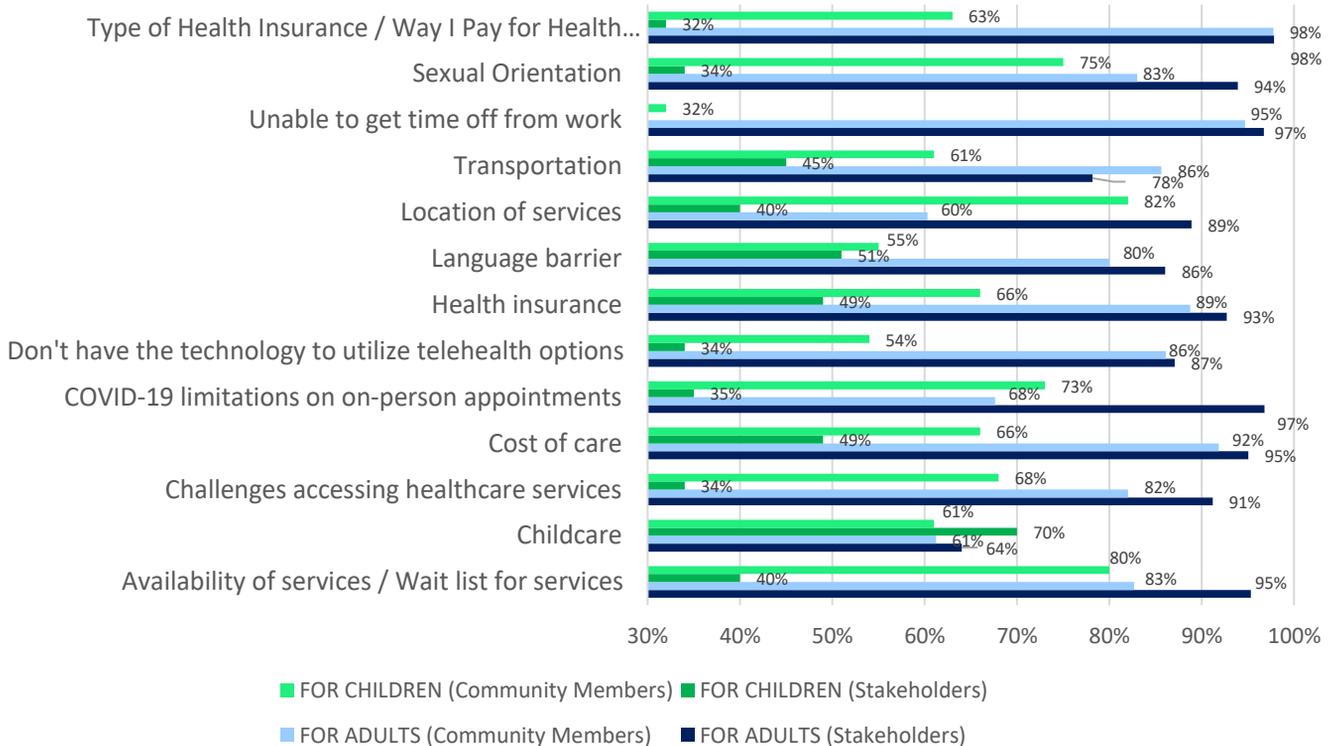


# Listening to Each Other

## Top 3 Most Important Health Concerns



## Top 3 Barriers that Make it Difficult for Adults & Children to Access Healthcare Services



# RDHW Community Health Progress 2020-2022

## Alzheimer's and Dementia Care

- Geriatric Assessment Clinic
- *Access to Benjamin Rose Institute on Aging Care Consultation Program*
- Memory Cafes in Williamsburg and York County for social support for memory patients and caregivers
- *Caring for You, Caring for Me* program
- *Dealing with Dementia* community program

## Advancing the Heart Safe Community

- Received designation Feb. 2018
- Went live on the PulsePoint app in the Williamsburg area
- Continued Hands Free CPR and AED training until pandemic caused in-person meetings to cease.

## COVID-19 Leadership

- Cared for the community through the peaks of the pandemic - especially at the poultry processing plants.
- Partnered with VDH to administer the vaccine to area residents

## Diabetes, Obesity, Physical Inactivity and Improved Nutrition

- Community outreach and education moved online during the pandemic with blogs and videos available via Riverside website and social media channels such as Facebook, Instagram and YouTube.



# RDHW Community Health Focus Areas 2023-2025

## Focus Area 1: Memory & Dementia Services

- Continue Memory Cafés and look to provide other opportunities to provide support individuals with dementia and their caregivers.
- Implement programs such as the Purple Flower program to help team members identify patients with dementia problems in order to calibrate their communication and expectations.
- Improve emergency department experience for dementia patients with behavioral disturbances with goal of preventing admissions through interdisciplinary approach.



## Additional Community Outreach

- Community health education and screenings
- Mental & Behavioral Health Focus on Health Equity
- Community Partnerships



## Focus Area 2: Opioid Stewardship & Substance Use Disorder

- Work with RHS partners to implement standardized primary prevention strategies, including monitoring of opioid prescriptions with naloxone prescriptions and reviewing documentation standards.
- Host multiple drug take back days in partnership with local law enforcement and the DEA.
- Implement policies to increase screening to identify patients at high risk of substance use disorder.
- Following pilots at sister facilities, implement programs to help individuals who want to get off opioids to do so more easily with Medication Assisted Treatment.

