

## COMMUNITY SERVICE

### 1. Notable Accomplishments

The Decade Plan Strategic Planning Committee on Community Service identified the following mission and objectives for the Community Service and Outreach program of the UVa Health System. Built upon the report of the University's 2020 Commission on Public Service and Outreach, the committee drafted the following mission statement:

"Inherent in the UVa Health System mission is a commitment to...promote, develop and support efforts that use service and volunteerism to meet community health and wellness needs...to build...a network dedicated to health promotion and disease prevention, health education and access to care independent of race, ethnicity, language or ability to pay."

These programs would span all geographic areas, all age groups and all community needs. To this end, the committee outlined discrete objectives:

- Establish a Health System Office of Community Relations, Outreach and Service.
- Establish an Advisory Committee.
- Establish an inventory and database.
- Service learning.
- Encourage volunteerism at all levels.

#### Identification and development of signature programs/models for of all of US

Remote Area Medical Clinic:

- Five-year collaboration in a multi-organizational outreach effort to provide safety net screening and care serving thousands of uninsured Appalachian citizens.
  - The success of the program has increased the volumes of patients served in the Wise July event threefold.

Health Home – Habitat for Humanity house with home telehealth capabilities.

- Successes:
  - Funds now fully committed through Commonwealth of Virginia Campaign for construction of home.
  - Continuum Home Health has tested platforms.
  - UVa Center for Medical Automation engaged and provided experiential outcomes data to support project.

#### Other activities:

- Database:
  - Developed simple database to capture information for Health System Community Outreach and Service activities in 2004.
  - Working with United Way, national designated volunteer center, to test Points of Lights Foundation software to track volunteer data.
  - Selection of web-based software product for community benefits reporting, and communication to internal/external constituencies is ongoing.

- Proposal review and partial funding of a high school science initiative, in which talented local high school students from underrepresented minority populations will be given the opportunity to engage in basic science research with SOM faculty mentors.
- Partnership with Office of Medical Education to help facilitate first year medical student service learning initiative in the community. All first-year medical students now spend at least 30 hours in placements with community agencies.
- Community Service Award and Recognition program is fully implemented. Nominations are solicited from internal and external constituencies and a peer review process has been established to select awardees. Institutional recognition in the form of a banquet, posters and media related announcements enhance communication of this program.
- National media attention to UVa community service activities. We have received print, radio, and television media coverage for our work with the Remote Area Medical Clinic in several outlets including *The Washington Post*, National Public Radio, and other broadcast venues.
- Community service program has presented two papers at national and regional conferences related to community outreach. The Second Annual University-Community Partnership Conference, July 13-15, 2005, Virginia Tech, poster presentation, "Audiology Services at the Remote Area Medical Health Fair in Wise, Virginia: A Case Study in Collaboration. Outreach Scholarship Conference 2005 – Transformation through Engagement," October 2-4, 2005, University of Georgia, poster presentation, "Collaborative Health Outreach Program, Providing for Unmet Health Care Needs through Community Engagement: A Case Study in Collaboration."

**Outreach and service activities/accomplishments:**

**United Way Laurence Richardson Day of Caring:** This event is a day of service when more than one thousand volunteers from local companies and organizations complete much-needed projects for area non-profit agencies and schools.

Fiscal Year	Number HS volunteers	Projects	Hours
FY03	25	8	126
FY04	133	20	664
FY05	260	28	1605
1/2 FY06	266	29	1778

**Commonwealth of Virginia Campaign:** An annual opportunity authorized each year by the governor of Virginia as a charitable-giving program for state employees, who have their choice of more than 1,300 charities.

**Health System Employee Contributions in Dollars**

Fiscal Year	TOTAL	SOM	MC
FY03	254,000	150,254	98,158
FY04	288,467	174,461	113,175
FY05	325,623	185,911	130,145
FY06	326,429	191,856	134,573

**Safety net screenings:** Ongoing initiatives to provide prevention, education and screening services for specific communities and populations to increase awareness, improve health and increase referrals. Example: Remote Area Medical clinic in southwestern Virginia.

Fiscal Year	Patients served	Number of projects
FY04	1134	2
FY05	1707	3
1/2 FY06	1927	1

**Health outreach initiatives:** Ongoing initiatives to provide prevention, health and safety education and screening services. Examples: Pediatric Fitness Clinic, HIV/AIDS screening, blood pressure checks, senior colonoscopies, bicycle helmet distribution to children, poison prevention programs.

Fiscal Year	<i>Safe Kids</i>		<i>Community based screenings</i>	
	No. Served	No. of Projects	No. Served	No. of Projects
FY04	1247	12	1120	8
FY05	4925	20	530	5
1/2 FY06	5031	19	600	4

Fiscal Year	<i>Health Outreach</i>		<i>Bodytalk</i>
	No. Served	No. of projects	No. of Requests
FY04	6625	6	1850
FY05	7975	19	1029
1/2 FY06	255	4	337

## 2. Two-Year Goals and Metrics for Success:

- Develop systematic approach to efficiently support and increase participation in Day of Caring (2 percent increase in participation).
- Develop systematic approach to engage more staff members as CVC volunteers, increase efficiently in campaign management, and increase participation in Commonwealth of Virginia Campaign both in numbers of donors and amount donated (2 percent increase each year).
- Develop system to track patients served by UVa Community Service and Outreach efforts in health outreach projects and safety net screenings to determine measurable outcomes and develop strategies accordingly.
- Implement reporting software to provide community benefits report data (capture 75 percent of activities).
- Increase institutional and community visibility of Community Service Award and Recognition program (5 percent increase in number of nominees per year).
- Health System Community Service Presentation at national/regional meetings (2/year).
- Complete construction of Health Home.

- Develop Health System community benefits report for dissemination to diverse constituencies such as legislators, donors, media to include the Board of Visitors and other University and community audiences.
- Additional visibility in local and major media (2/year).
- Develop instrument with Office of Medical Education to evaluate and track service learning outcomes.

### **3. Five-Year Goals and Metrics for Success:**

- Work with United Way to grow the Lawrence E. Richardson Day of Caring program to incorporate more Health System involvement without compromising Human Resource needs (2 percent/yr).
- Increase participation in Commonwealth of Virginia Campaign both in numbers of donors and amount donated (2 percent/yr).
- Increase total numbers of patients served by UVA Community Service and Outreach efforts in health outreach projects and safety net screenings (10 percent increase per year).
- Increase institutional and community visibility of Community Service Award and Recognition program (7 percent increase in number of nominees per year).
- Using reporting software, to capture >90 percent of community service/outreach activities.
- Successful competition for grants based on programs offered seed funding by Community Service and Outreach (1 grant within next 5 years).
- Establishment of institutional endowment for competitive community service program applications. We propose an endowment of \$500,000 to facilitate seed funding of 1-3 programs per year totaling \$25,000 annually.
- In collaboration with the Office of Medical Education evaluate post graduation student outcomes in service learning.
- Increase visibility in local and major media by 25 percent.

### **4. Resources Needed and Barriers to Success:**

- Funding for projects: The creation of an endowment for community service grants will allow the committee to evaluate and fund worthy projects aligned with the service mission of the Health System. Such funding will encourage a uniform process for all proposals but will require a reorientation for many faculty who often attempt to circumvent recognized process to secure funding for projects.

- Safety Net Screenings: Requests for participation in additional RAM-type safety net screening events across the state and for disaster relief efforts have strained institutional resources.
- Dedicated staff time: Additional fractional FTE professional staffing of safety net screenings and (as we learned in the events surrounding Hurricane Katrina) for emergency preparedness, will allow seamless clinical planning and management of post-event clinical workflow. We propose 20 percent salary support for nursing and 10 percent salary support for a physician to oversee the planning and management of post event workflow.
- Dedicated staffing: The addition of one FTE to Community Relations, Outreach and Service office to accommodate program and volume growth.