Community Health Improvement Plan
2019-2023
THE FAIRFAX COMMUNITY includes the City of Fairfax, the City of Falls Church, Fairfax County, and the incorporated towns of Clifton, Herndon, and Vienna.
A Message from the Partnership for a Healthier Fairfax

December 13, 2018

Dear Fairfax Community,

It is with great pleasure that we share our 2019-2023 Community Health Improvement Plan (CHIP) with you. For nearly a decade, the diverse stakeholders in our Partnership have been collaborating to systematically identify and address the most pressing health problems in our county and cities. The CHIP is our five-year collective plan of action for all people in the Fairfax community to realize our vision – an engaged and empowered community working together to achieve optimal health and well-being for all those who live, work, and play here.

Based on a comprehensive data review and planning process, three health issues emerged as most critical for the Partnership’s attention: (1) Healthy Eating, (2) Healthy Environment and Active Living, and (3) Behavioral Health. The goals, objectives, and key actions outlined in this plan are designed to build on the foundational successes of the first CHIP (2013-2018) while expanding into new areas for collaboration. In addition, this second-iteration CHIP continues to emphasize strategies that advance health equity and that strengthen opportunities for healthy living for all members of the Fairfax community.

As the Partnership begins to implement this exciting work, we hope that you will view this CHIP as a personal invitation to get involved in making a difference in the health of our community. Whether you are an interested community member, or represent a business, nonprofit organization, school, or government agency, we need your involvement to make sustainable improvements in health outcomes. By working together, we can create conditions that enable everyone in the Fairfax community to have the opportunity to live their healthiest life. Please join us in this endeavor!

Best regards,

Ondrea McIntyre-Hall
Co-Chair
Partnership for a Healthier Fairfax

Robert Weiler
Co-Chair
Partnership for a Healthier Fairfax
December 13, 2018

Dear Fairfax Community,

Since convening the Partnership for a Healthier Fairfax in 2010, I have been continually impressed by the ingenuity, passion, and commitment of our partners who have come together as change agents to promote the health and well-being of our community. The many accomplishments we have achieved together through the first Community Health Improvement Plan (CHIP) are a testament to the power of collective impact. Working together to address the factors that affect health – such as education, housing, transportation, social cohesion, and access to healthy food and health care – has strengthened our capacity to tackle challenging public health issues. It is also essential to advancing health equity, which can only be reached when everyone in our community has the opportunity to attain their highest level of health and well-being.

With the publication of this CHIP, our shared journey to advance health equity takes another step forward. I commend the Partnership for applying an equity lens to select strategies that reach our community members with the greatest needs. This approach aligns with the joint vision of the Fairfax County Board of Supervisors and School Board for “One Fairfax,” a community where all residents have an equitable opportunity for success. The Partnership is contributing to this community-wide initiative by featuring health equity as a prominent component of the CHIP and by creating opportunities for good health for everyone.

Finally, I would like to thank our exceptionally dedicated partners and staff for their enduring commitment to promote healthy people in healthy communities. The sum of our collective efforts far exceeds what any individual organization could attain on its own. I look forward to our continued collaboration and shared achievements as we work together to create a healthier Fairfax community.

Sincerely,

Gloria Addo-Ayensu, MD
Director of Health
Fairfax County Health Department
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Introduction
One decade ago, the Fairfax County Health Department convened stakeholders from across the Fairfax community to explore new approaches for addressing critical public health issues. This diverse group of individuals, community organizations, schools, healthcare providers, nonprofits, businesses, faith communities, and government agencies formed the Partnership for a Healthier Fairfax (PFHF) in 2010. Once the Partnership was established, its primary objective was to create and spearhead the implementation of a wide range of community-owned, multi-sector health initiatives. The resulting five-year plan was the first Community Health Improvement Plan (CHIP) for 2013-2018, now referred to as CHIP 1.0.

CHIP 1.0 included 11 goals and 31 objectives across seven priority health issues: healthy and safe physical environment; active living; healthy eating; tobacco-free living; health workforce; access to health services; and data. At the end of the five-year implementation period, over 90% of the key actions outlined in the plan were either completed or in progress. While these results are impressive, achieving improved health outcomes takes a sustained commitment of time, resources, and effort from community stakeholders and county partners. Some of the many notable successes shown here from CHIP 1.0 formed the strong foundation of collaboration and collective impact upon which the 2019-2023 Community Health Improvement Plan (CHIP 2.0) was built.
The Partnership applied the model framework, Mobilizing for Action through Planning and Partnerships (MAPP), to assess the health of the community, identify priority issues, and build a plan of action to address those issues. The Community Health Assessment (CHA) for CHIP 2.0 leveraged over 12 data resources, assessments, and reports that had been developed since the first cycle of the MAPP process. Collectively, these studies provided a comprehensive profile of the Fairfax community and informed the development of the 2019-2023 CHIP.

The Partnership used this assessment data to identify the most pressing health concerns in the community, considering where issues were already being successfully addressed through ongoing initiatives and where multisectoral support would be essential to affecting change. Three priority issues – healthy eating, healthy environment and active living, and behavioral health – were selected for inclusion in the new CHIP, indicative of the Partnership’s intention to target its resources and efforts on a more focused scope of initiatives.

In the spring of 2018, planning teams formed around each of the three priority health issues. The teams considered the progress made on CHIP 1.0 initiatives by evaluating key actions that had been completed, were ongoing, or had not been initiated. They also identified existing efforts, assets, and resources that could be leveraged to address the priority issues. Team members reviewed relevant health indicators and evidence-based practices for each issue, brainstormed innovative strategies that could make a difference in moving the needle to improve health, and agreed upon desired outcomes. Over several months, the teams shaped their ideas into goals, objectives, and key actions for CHIP 2.0.
Prioritization

Initial data analysis and brainstorming generated a broad array of potential work to support and advance health and well-being across the Fairfax community. From those initial ideas, the priority issue planning teams focused on the most promising approaches that would lead to success. As a starting point, each team considered strategies for inclusion in CHIP 2.0 that would involve a multi-partner collaborative approach; build on existing initiatives, resources, and assets; address gaps; focus on policy, systems, and environmental changes; and target at-risk subpopulations.

The strategies that met these parameters were evaluated using a prioritization tool developed by the Partnership to facilitate the selection of approaches that could make the biggest difference to community health. Priority issue planning teams used the criteria shown here throughout the CHIP development process to gauge the degree to which key actions had the potential to achieve desired outcomes. The following sections describe each of the three criteria.

**Feasibility**

The first evaluation criterion was feasibility. The Partnership for a Healthier Fairfax is built on cross-sector collaboration to promote community health. The successful implementation of the CHIP depends on organizations and community groups that contribute time and resources to advancing these efforts. Key actions in the CHIP were evaluated considering resource availability as well as potential champions within the Partnership to support implementation efforts.

**Impact**

Are there resources and champions committed to implementing this strategy?

How likely is this strategy to achieve desired results?

**Health Equity**

To what extent does this strategy reach population groups who are at high risk or experiencing health disparities?
Impact

The second area of consideration was impact. The Partnership based this criterion on the Health Impact Pyramid, developed by the Centers for Disease Control and Prevention, which reflects the relative impact of different types of public health interventions. Strategies that target individual behavior at the top of the pyramid have the smallest impact on population health outcomes because they rely on person-to-person interventions. Strategies geared toward changing environmental and socioeconomic conditions at the bottom of the pyramid can have the largest impact on health across the community. While actions at all levels of the pyramid can improve health, the Partnership prioritized those with the greatest potential impact – those strategies that create an environment where the default decision is healthy and address the root causes of poor health.

Health Equity

The third criterion was health equity. While the CHIP has a community-wide reach, achieving equity in health starts with identifying the populations disproportionately affected by poor health and examining the root causes of those differences. To assess whether proposed actions would advance health equity, the teams looked for strategies that would strengthen awareness of health disparities; engage communities impacted by health inequities; target approaches to reach those at highest risk or with the greatest needs; and increase equitable access to opportunities and resources that foster positive health outcomes.
The Partnership established equity as one of its core values in 2010 with the statement “a healthier community can be achieved by understanding the strengths and needs of diverse populations and by addressing with dedication the underlying social determinants that contribute to inequities in health outcomes.” The social determinants of health – the conditions that shape the places where people live, learn, work, and play – affect a wide range of health risks and outcomes. Social determinants of health include employment, housing, transportation, income, education, social cohesion, access to health care, and environmental conditions. These factors influence how people make choices and reflect the economic, social, and physical environments where these choices are made. When this landscape is uneven, health outcomes can be negatively impacted.

The Fairfax community ranks among the healthiest jurisdictions in Virginia and in the United States. While the area is noted for its well-educated residents, high per capita income, and abundance of resources and services, not all community members have the same opportunities for good health or access to those resources. These positive overarching community characteristics often mask the struggles of residents who carry a disproportionate burden of poverty, poor health, and premature death. The Partnership for a Healthier Fairfax is committed to uncovering disparities in health outcomes, the root causes of those differences, and taking action to ensure that everyone in the community has the opportunity to live a healthy life.

To create opportunities for good health for all, the Partnership works to build community capacity to address inequities in the social determinants of health and other factors that negatively affect health. The priority issue planning teams included strategies in the CHIP that would advance health equity, such as engaging communities to better understand issues, partnering with impacted groups, and tailoring approaches to best reach those individuals. In addition, the CHIP outlines actions designed to achieve policy improvements that foster equitable opportunities for health. The CHIP 2.0 goals, objectives, and key actions that promote health equity are denoted with a leaf icon.

"Achieving health equity requires valuing all individuals and populations equally, recognizing and rectifying historical injustices, and providing resources according to need."

—Dr. Camara Jones
Equitable Opportunities for Health

Outcomes

- Vitality
- Dental health
- Academic success
- Self-sufficiency
- Emotional wellness
- Strong body

Social Determinants of Health

- Access to needed services & resources
- Healthy natural & built environments
- Affordable quality housing
- Safe & efficient transportation options
- Quality education
- Economic stability
- Access to Health Care
- Safe neighborhoods
- Equitable policies & practices
- Accessible & affordable healthy food
- Strong social support networks

- Resilience
- Positive birth outcomes
- Sense of connectedness
- Healthy weight
- Mental well-being
- Vitality
- Emotional wellness
- Strong body
- Academic success
- Self-sufficiency
- Economic stability
- Access to Health Care
- Safe neighborhoods
- Equitable policies & practices
- Accessible & affordable healthy food
- Strong social support networks

Social Determinants of Health

- Economic stability
- Access to Health Care
- Safe neighborhoods
- Equitable policies & practices
- Accessible & affordable healthy food
- Strong social support networks

Community engagement and ownership is a key element of the CHIP development process and essential to the effectiveness and sustainability of community health improvement efforts. The term community refers to the people who live, work, and play in the Fairfax community, as well as the organizations and entities serving those individuals. Community engagement involves “coalitions that help mobilize resources... and serve as a catalyst for changing policies, programs and practices.” Throughout the process, approximately 350 representatives from community advisory groups and the education, business, government, healthcare, and nonprofit sectors were actively involved in shaping the strategies and approaches outlined in the CHIP.

During the assessment phase of the process, the Partnership solicited a broad range of perspectives to help identify the health issues that were most important to members of the Fairfax community. Several methods were used to gather input from the public and from representatives across multiple sectors. Survey administration was the most common approach for collecting feedback, followed by stakeholder interviews and focus groups. The findings of the Community Health Assessment were shared with the Partnership for a Healthier Fairfax as they began formulating CHIP goals and strategies.

Cross-sector planning teams worked together to develop proposed goals, objectives, and key actions. Before finalizing the 2019-2023 CHIP, the draft was shared with a wide range of boards, authorities, commissions, and community groups to gather their impressions and feedback. These groups were asked to reflect on opportunities for collaboration and to consider factors that could affect implementation. There also was a two-week online review period to allow all community members the opportunity to read and comment on the CHIP. After the draft plan was discussed at the October 2018 Partnership coalition meeting, community feedback was used to refine the CHIP. The final 2019-2023 Community Health Improvement Plan was formally adopted at the Partnership’s annual meeting in December 2018.

Community engagement remains essential as the Partnership moves forward with implementation. Hearing directly from the populations experiencing health disparities can illuminate potential barriers to implementation and appropriate strategies to overcome these challenges. The Partnership will continue to work with targeted groups and empower them to help identify the most effective approaches for their communities. By involving trusted community leaders in implementation, the Partnership has the best chance for reaching those most in need and achieving positive, sustainable changes for those populations.
Community Health Improvement Plan
Community Health Improvement Plan

Overview

The Community Health Improvement Plan (CHIP) is designed to guide implementation of community-owned, public health initiatives over the next five years. In order to identify the most pressing health needs in the Fairfax community, the Partnership for a Healthier Fairfax examined a broad range of health-related data. The coalition narrowed its focus on health issues that would benefit from multi-sector collaboration and a collective accountability framework. The Partnership prioritized three health issues to be addressed in the CHIP 2019-2023 – healthy eating, healthy environment and active living, and behavioral health.

The opportunities for change across these priority issues are countless and wide-ranging. In order to select the most effective approaches for the Fairfax community, priority issue planning teams applied the lenses of feasibility, impact, and health equity. These teams developed goals, objectives, and key actions focusing on policy, systems, and environmental change strategies that would make a sustainable difference in community health. Evidence-based best practices and interventions that advance health equity were also incorporated and are cited as applicable.

Community leaders, partner organizations, and key stakeholder groups were involved throughout the CHIP development process to ensure alignment with existing initiatives so that proposed actions would complement and not duplicate efforts already underway. Additional community engagement meetings helped to refine the plan, identify opportunities for collaboration, and garner implementation support. Overall, the plan reflects opportunities to build on existing initiatives as well as to launch new and innovative collaborations to address critical community health needs.
<table>
<thead>
<tr>
<th><strong>Priority Issues</strong></th>
<th><strong>Goals</strong></th>
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<tbody>
<tr>
<td><strong>HEALTHY EATING</strong></td>
<td>• Increase resources to identify and address food insecurity.</td>
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<tr>
<td>Promoting the accessibility, availability, and affordability of healthy eating for all</td>
<td>• Increase access to fresh and healthy foods for all.</td>
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<tr>
<td><strong>HEALTHY ENVIRONMENT &amp; ACTIVE LIVING</strong></td>
<td>• Increase the consumption of healthy foods and beverages.</td>
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<tr>
<td>Improving the community environment to support active living and good health for all</td>
<td>• Support the adoption and implementation of policies that increase access to healthy environments and active living.</td>
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<tr>
<td><strong>BEHAVIORAL HEALTH</strong></td>
<td>• Build and sustain partnerships and resources to support healthy environments and active living.</td>
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<tr>
<td>Promoting social and emotional wellness for all</td>
<td>• Increase participation in programs that foster active lifestyles and community connections.</td>
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<td></td>
<td>• Reduce key social-emotional risk factors associated with behavioral health issues.</td>
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<tr>
<td></td>
<td>• Reduce environmental risk factors associated with behavioral health issues.</td>
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Promoting the accessibility, availability, and affordability of healthy eating for all

Access to fresh, healthy, and affordable food is essential to the optimal growth and development of children and lifelong health and disease prevention in adults. Good nutrition is also a critical component to maintaining a healthy weight and preventing obesity throughout a person’s lifespan. Despite its high per-capita income, Fairfax County has the highest number of food-insecure individuals – those who lack reliable access to sufficient, affordable, and nutritious food – compared to any other jurisdiction in Virginia. While nearly one-third of county elementary school students receive free or reduced-price lunch in the county as a whole, some areas of the county experience higher rates of food insecurity. With this in mind, the first goal for this priority issue focuses on studying the factors contributing to these disparities and promoting food equity through targeted approaches for those communities most in need.

In addition to food insecurity, consistently choosing healthy and nutritious food remains a struggle for many people. Community members face decisions daily about which foods and beverages to consume. Expanding the accessibility and availability of healthier food over less nutritious options provides the foundation for individuals to establish and maintain a healthy diet. Strategies in the plan promote the consumption of healthy foods and beverages by making healthy options more readily available in vending machines, food pantries, community gardens, and supplemental food programs.

**Healthy Eating Goal 1**
Increase resources to identify and address food insecurity.

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<tr>
<th>Objective 1.1</th>
<th>Key Actions</th>
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| Develop a food equity report to inform decision makers and other stakeholders about factors contributing to food insecurity. | • Analyze data to identify geographic areas and subpopulations with higher rates of food insecurity and obesity.  
• Gather input on food system needs from key stakeholders in priority areas.  
• Produce a comprehensive report examining assets, barriers, and recommendations to address food insecurity and promote food equity. |

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<tr>
<th>Objective 1.2</th>
<th>Key Actions</th>
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| Encourage and evaluate food insecurity screenings and food program referrals. | • Promote screenings by medical practitioners and health and human services providers.  
• Explore opportunities for a pilot food insecurity screening program for older adults.  
• Promote referral of individuals identified as food insecure to supplemental food programs.  
• Collect data on the use of food insecurity screenings and food program referrals. |
### Healthy Eating Goal 2
**Increase access to fresh and healthy foods for all.**

#### Objective 2.1
**Increase the amount of healthy food donations to food pantries and supplemental food assistance programs.**

**Key Actions**
- Educate donors to food pantries about the need for healthy, culturally-appropriate, and allergy-sensitive food donations.
- Develop a protocol for school lunch donations to pantries and other food programs.
- Maximize and expand gleaning programs which collect excess fresh foods to provide it to those in need.
- Promote healthy food selections for weekend bag programs and school pantries.

#### Objective 2.2
**Expand community and school garden opportunities targeting high-need geographic areas.**

**Key Actions**
- Promote zoning policy changes to allow for more community gardens.
- Map existing gardens and identify opportunities for expansion.
- Develop targeted and replicable approaches for community engagement in sustainable garden development.
- Explore sustainable garden management models that enable school garden programming, maintenance, and support.

#### Objective 2.3
**Promote the use of supplemental food programs to increase access to fresh produce and other healthy foods.**

**Key Actions**
- Expand the use of the SNAP Fresh Match Program at farmers’ markets, and explore additional matching program opportunities.
- Increase the number of children participating in the USDA Summer Meals Program.

### Healthy Eating Goal 3
**Increase the consumption of healthy foods and beverages.**

#### Objective 3.1
**Implement evidence-based interventions to reduce obesity among high-risk groups.**

**Key Actions**
- Research evidence-based interventions and inventory successful program models and approaches.
- Engage targeted communities to implement selected interventions.

#### Objective 3.2
**Expand education and outreach to foster healthy eating.**

**Key Actions**
- Develop and disseminate culturally-appropriate messages and materials to promote consumption of fruits and vegetables and reduce consumption of sugar-sweetened beverages.
- Leverage community gardening activities to reach the broader community and provide education on healthy behaviors.

#### Objective 3.3
**Implement policies and procedures that promote healthy eating.**

**Key Actions**
- Develop and encourage adoption of model policies that require healthy options in vending machines and cafeterias.
- Create and disseminate materials to support implementation of model policies.
Improving the community environment to support active living and good health for all

Each person’s opportunity for health depends on more than his or her access to healthcare services. Health and well-being is influenced by a multitude of factors, including the spaces in which community members live, learn, work, and play within both the built and natural environments. When people have access to places, resources, and programs for active living, they are more empowered to engage in physical activity as an essential component of a healthy lifestyle. Low-income and underserved communities often have fewer of these opportunities, further exacerbating health inequities among those most in need. Many of the most effective strategies to advance health equity and improve health outcomes involve strengthening the policies, partnerships, and programs that support healthy environments and active living for everyone.

Transforming communities to include networks of safe walking and bicycling routes, enhanced transportation options, and sufficient recreational amenities can have a positive impact on the health of the population. These types of environmental changes require cross-sector partnerships among those involved with policy development and implementation related to land use, transportation, and parks. By promoting the concept of health in all policies, the Partnership aims to influence decision-makers to consider the “health, equity, and sustainability consequences of various policy options during the policy development process.” The integration of health considerations into policies, plans, and procedures is essential to assuring that opportunities for optimal health and well-being are available to all in the Fairfax community.

**Healthy Environment & Active Living Goal 1**
Support the adoption and implementation of policies that increase access to healthy environments and active living.

**Objective 1.1**
Review, revise, and develop policies and regulations related to land use, development, transportation, parks, and the environment to promote community health and well-being.

**Key Actions**
- Conduct a review of all functional areas within the Policy Plan of the Fairfax County Comprehensive Plan with a focus on health in all policies to promote healthy lifestyles and well-being.\(^{20}\)
- Integrate the transportation, bicycle, and trails plan maps in the Comprehensive Plan into a unified multi-modal transportation system map.
- Collaborate on recommendations for street design, multi-modal transportation components, and maintenance to ensure safe access to community amenities, schools, and employment centers for residents of all ages, abilities, and income levels.\(^{12, 21}\)
- Expand and improve bicycle and pedestrian access to ensure safe, comfortable, and convenient connectivity in redeveloping or underserved communities.\(^{12}\)
- Establish policies, walkability standards, and performance measures and secure resources that increase walkable access to parks, trails, and recreational amenities.\(^{12}\)
- Identify evidence-based mechanisms to incorporate health into the county development review process, such as submission requirements and performance standards.
- Pursue commitments from developers during the land development process for actions that promote healthy lifestyles and well-being.

**Objective 1.2**
Strengthen the implementation of existing policies to enhance opportunities for physical activity.

**Key Actions**
- Assess access and promote equity in the county Field Allocation Policy and in the future development of athletic, recreation, and community facilities and amenities that encourage physical activity, including athletic courts, fields, and playgrounds.\(^{12}\)
- Support efforts that encourage the reporting of pedestrian and bicycling incidents to the Police Department.
- Increase awareness of concussion protocols to support implementation in community settings.
## Healthy Environment & Active Living Goal 2

**Build and sustain partnerships and resources to support healthy environments and active living.**

### Objective 2.1

Build capacity to facilitate healthy environment and active living initiatives.

**Key Actions**

- Establish a cross-sector leadership structure to promote, inform, and implement healthy environment and active living initiatives.
- Recruit and train ambassadors to spread the principles of health in all policies (HiAP) and provide interdisciplinary guidance and expertise for integrating health considerations into policymaking and environmental design.
- Establish a recognition program for local businesses and organizations to highlight innovative programs that support health and well-being across the lifespan.

### Objective 2.2

Increase access to resources and information that promote physical activity.

**Key Actions**

- Engage targeted geographic communities to explore and address barriers to active living.
- Connect community groups and organizations with funding and scholarship opportunities to promote greater participation in athletics and active transportation for underserved communities.
- Establish earn-a-bike and bike share programs that serve children and adults in need.
- Promote education at schools regarding safe walking, biking, public transit, and driving practices.
- Expand the use of social media to promote active and healthy lifestyle choices.

## Healthy Environment & Active Living Goal 3

**Increase participation in programs that foster active lifestyles and community connections.**

### Objective 3.1

Support and expand programs that connect people to community spaces, facilities, and parks.

**Key Actions**

- Expand the availability and awareness of outdoor gym equipment and consistent instruction for its use for people of all ages and abilities.
- Encourage the establishment of walking clubs in places of employment and faith-based communities.
- Facilitate the collaboration of medical practitioners with local park agencies and community organizations to provide park prescriptions to improve health and well-being.
- Promote programs, such as conservation landscaping, edible landscaping, and environmental monitoring, that engage the community and increase awareness of and appreciation for environmental resources.
Promoting social and emotional wellness for all

Behavioral health is a broad term referring to a person’s state of emotional well-being and the factors that affect it, including mental health conditions, substance use, and other behaviors. While mental health conditions affect tens of millions of Americans each year, studies show that less than half of those individuals seek treatment. The stigma associated with behavioral health disorders, especially prevalent in many minority and at-risk communities, is often a barrier to seeking help and accessing treatment. Efforts aimed at reducing stigma and social isolation among at-risk youth and adults are critical to reversing the prevalence of mental distress, suicidal thoughts and behaviors, and poor health outcomes associated with substance use. Furthermore, prevention strategies that promote the development of effective stress management and coping skills can enhance resiliency, or the ability of individuals to effectively withstand and overcome challenges.

In addition to these social-emotional risk factors, mental health issues and substance use are also associated with environmental risk factors. Changing the community and environmental conditions in which people live, work, and play can have a positive impact on behavioral health outcomes. The Partnership aims to foster greater community well-being by building awareness of behavioral health resources, promoting safe environments for individuals at risk of suicide, and strengthening policies and practices that decrease access and exposure to potentially harmful substances. The strategies included in the CHIP advance a comprehensive approach to promoting behavioral health by complementing other community-wide efforts to prevent suicide, combat the opioid epidemic, enhance children’s behavioral health services, and promote trauma-informed practices.

### Behavioral Health Goal 1

**Reduce key social-emotional risk factors associated with behavioral health issues.**

#### Objective 1.1

Implement an awareness campaign to reduce stigma surrounding behavioral health issues.

**Key Actions**

- Identify best practices for the development and implementation of stigma-reduction campaigns.
- Mobilize resources that focus on stigma reduction in at-risk populations or for specific behavioral health issues and treatments.
- Disseminate campaign resources to support implementation.

#### Objective 1.2

Reduce social isolation by promoting a sense of connection, belonging, and meaning.

**Key Actions**

- Identify at-risk populations and indicators for social isolation.
- Promote best practices in mentoring and develop strategies to recruit mentors.
- Promote community environmental design strategies that foster connection and engagement.
- Disseminate programmatic resources aimed at reducing social isolation.

#### Objective 1.3

Promote the development of effective stress management and coping skills.

**Key Actions**

- Increase community awareness of the causes and impacts of stress and healthy behaviors that support well-being and resiliency.
- Promote natural and built environmental design strategies that foster mental health and wellness.
## Behavioral Health Goal 2
Reduce environmental risk factors associated with behavioral health issues.

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<tr>
<th>Objective 2.1</th>
<th>Key Actions</th>
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| Increase community awareness of behavioral health services. | • Promote resources to encourage help-seeking and educate people about behavioral health services.  
• Expand participation in trainings to help people recognize individuals in distress, understand available resources, and facilitate help-seeking behaviors. |

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<tr>
<th>Objective 2.2</th>
<th>Key Actions</th>
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| Decrease access to lethal means of suicide. | • Provide training and information to firearm owners and sellers about identifying suicide risk, promoting safe storage, and removing access to lethal means for those at risk.  
• Promote safety planning to providers and families in behavioral health care settings for individuals at risk of suicide. |

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<th>Objective 2.3</th>
<th>Key Actions</th>
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| Reduce access to alcohol, tobacco, and other drugs. | • Provide ongoing education, assistance, and support to community members on secure medication storage and disposal.  
• Educate families on measures they can take to reduce minors’ access to alcohol and other substances.  
• Implement retail-based efforts to raise awareness of alcohol and tobacco laws and reduce use by minors.  
• Explore policy opportunities to prevent vaping initiation.  
• Develop and promote resources for parent-to-parent conversations about substance use.  
• Inform legislative efforts to expand local taxing authority and limit the availability of tobacco products. |

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<th>Objective 2.4</th>
<th>Key Actions</th>
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| Minimize exposure to secondhand smoke and vapors. | • Promote tobacco cessation programs and supports.  
• Increase community awareness of vaping products and their risks.  
• Expand the number and locations of Tobacco-Free Zones, and update signage to address vaping.  
• Support policies that restrict the use of tobacco and vaping products in public areas.  
• Provide technical assistance and support to multi-unit housing complexes and neighborhoods on implementing smoke-free policies. |
This Community Health Improvement Plan is designed to transform the Fairfax community into a place where everyone has the opportunity for physical, social, and mental health; well-being; and optimal quality of life. With the adoption of this high-level plan, the Partnership for a Healthier Fairfax progresses to the development, implementation, and evaluation of detailed action plans. These implementation plans will outline how the goals and objectives will be met by specifying activities, timeframes, key partners, and evaluation measures. The Partnership will assess progress made on these implementation plans and monitor community health indicators on an annual basis. Using these analyses, the coalition will revise strategies as needed based on changing resources and adjust course as community health needs evolve.

Achieving improved health outcomes occurs over time as communities move from planning to action and then to sustainable results. As a community-owned plan, the ultimate success of the CHIP depends on individuals and organizations being empowered to take an active role in implementation of its key actions. The continued engagement of current and future community partners and their investment of time, energy, and other resources are essential to achieve the plan’s goals and objectives. Only by working together can the Partnership achieve its vision of optimal health and well-being for all who live, work, and play in the Fairfax community.
Partnership for a Healthier Fairfax
This Community Health Improvement Plan reflects the work and contributions of many community stakeholders and governmental partners across the Fairfax community. We extend special thanks to the following individuals who gave their time and shared their perspectives during the plan development process from May to November 2018.

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<td>Mary Porter</td>
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