

COPE



Rappahannock Emergency Medical Services Council 250 Executive Center Parkway Fredericksburg, VA 22401



Community Outreach Patient Engagement Program

2022 ANNUAL REPORT

Our aim is to "be the convener, collaborator and champion of community-focused patient care coordination"

Dear Friends, Colleagues, and Community Members,

The success we achieved this year comes from our fundamental dedication, responsiveness, accountability, commitment, credibility, and flexibility in continuously adapting to changing needs of our community and our ability to meet the demand of the program.

The most notable accomplishment was our grand treble celebration: Stroke Smart Announcement, COPE Launch and Ribbon Cutting Ceremony in May with over 100 guests made up of our stakeholders attending and supporting us.

- We witnessed Mayor Mary Katherine Greenlaw proclaim Fredericksburg City as being Stroke Smart, a campaign to reduce death and disability from strokes by recognizing the signs and symptoms of a stroke and knowing what to do.
- Our second celebration was the rebranding and launch of the Community Outreach Patient Engagement (COPE) program - the Health and Social Education Outreach Awareness Program for REMS Council.
- Finally, there was a RIBBON CUTTING ceremony to commemorate the Rappahannock EMS move to new premises and show the state- of -the- art equipment within the building.

COPE has over 65 Community Partners on board including the regional health department, private sector businesses, and other community-based organizations. We are driving innovative services into the community through our COPE program. Our network has come together to provide health and social wellness checks to over 1000 people. We expect to double these numbers in 2023.

Food and income insecurity is an issue of heightened concern for some of our patrons in our community. Thankfully, we were able to rely on the support of our partners at The Table who continue to provide fresh produce to the increasingly long lines of our patrons seeking help to feed their families. Another Community Partner graciously stepped forward with a Director of Nutrition who provided food demonstrations and recipes based on the vegetables being distributed. This was a roaring success as the recipes are simple to prepare and delicious.

We continue with our education and training sessions, working with our community partners every other week to deliver topics based on preventative health care. We provide informative leaflets and give-aways. Our audience number is between 50-100.

Community Partner Monthly Meetings is well established, and our panelists have been experts and specialists. These sessions are interactive and feature the exchanging and sharing information about our partners and ways to support one another.

Our topics are based on the needs of our community and cover Human Trafficking, Mental Health, Healthy Aging, Community Based Suicide Prevention, Domestic Violence to mention a few.

We have embraced the Digital Age and expanded our connectedness to the internet. Our website www.copewellnessva.org is now live and we are pleased to have social media handles on Facebook and Instagram @copewellnessva.org.

A huge barrier when engaging our patrons is trust. Due to our regular outreach events, we are breaking down this barrier and becoming established. This is enabling us to double down to provide social, emotional, and physical health support.

For 2023 COPE is introducing a Community Health and Wellness Initiative to promote better health and wellbeing for all citizens in the community and by creating programs and services that confront health inequities across our entire community, we will ease pressures on our health care system.

REMS Overview

The Rappahannock EMS Council (REMS) has been working diligently to develop a broad network of community partners that includes healthcare providers, social service programs, local businesses, private physicians, area hospitals and government agencies.

The goal of the Rappahannock EMS Council (REMS) program is to:

- Reduce the over-utilization of E-911 by Multi-visit Patients (MVPs).
- Reduce the risk of falls and avoidable hospital readmissions.
- Improve access to Primary Care, Mental Health, Behavioral Health, and Recovery/Treatment Services.
- Reduce risk of recurring 9-1-1 incidents by proactively engaging individuals who choose to refuse transportation.

REMS' greatest organizational strength is our ability to address the health and health-related social needs of the entire community without bias or the institutional self-interests that adversely impact the continuum of care. This independence allows REMS to serve as a more effective convener, collaborator, and champion for community-focused care coordination.

COPE Overview

One of this year's key accomplishments was the establishment of the REMS' Community Outreach and Patient Engagement Program (COPE). COPE is a Community Focused Health and Social Wellness Initiative with the aim of being the CONVENER, COLLABORATOR AND CHAMPION of Community-Focused Patient Care Coordination. The COPE program is aligned with identified statewide initiatives from the Governor's office as well as elements from the VDH Strategic Plan to promote public health initiatives in Virginia.

Our Mission

The mission of the Rappahannock EMS Council's Community Outreach and Patient Engagement (COPE) program is to lead, expand, and transform the delivery of healthcare services provided to citizens in our community. Through collaboration with community partners, we seek to support appropriate and accessible care focused on individual needs, improving health literacy through education, clarifying navigation of the healthcare system, and promoting innovative approaches to fill healthcare gaps.

Our Vision

We will continually improve the quality of life of our citizens and bring affordable care to patients who need it most wherever they are and at the right time.

Our CORE Values

We are a "home" for people who share a commitment to community health and wellness. We believe we have greater potential for impact when we create community to solve problems, share new ideas and explore different perspectives.

Our Partners

The COPE program has been working diligently to develop a broad network of community partners that would include healthcare providers, social service programs, local businesses, private physicians, area hospitals and government agencies.

The program has joined forces with like-minded organizations to tackle complex health and wellness issues in the community. By nurturing and developing these community partnerships over the years, the program and community's outcomes have been greatly enhanced.

We collaborate with community partners to support appropriate and accessible care focused on individual needs, improving health literacy through education, clarifying navigation of the healthcare system, and promoting innovative approaches to fill healthcare gaps.

Our Partners include:

- 516 Project
- Adam Dental Care
- Capital Caring Health (no longer in FXBG)
- Central Rappahannock Regional Library
- Central Virginia Health Services-Caroline
- Central Virginia Housing Coalition
- DisAbility Resource Center
- Encompass Health
- FAHASS
- FOCUS Group Solutions
- Fredericksburg Area Continuum of Care
- Fredericksburg Area Veterans Council
- Fredericksburg Chamber of Commerce
- Fredericksburg Counseling Service
- Fredericksburg Police Department
- Groups Recovery Together
- H&M Transport
- Haven For Heroes
- Healthy Families
- Healthy Generations
- LifeCare Medical Transports
- Lloyd Moss Free Clinic
- Loisann's Hope House
- Mary Washington Healthcare
- Mental Health America
- Micah Ecumenical Ministries
- NAMI
- One on One Homecare
- Pearl Family Dental
- Pediatric Dentistry of Fredericksburg
- Pine Dentistry
- Pinnacle Treatment Centers
- Pinnacle-FCCR
- Rappahannock Area Community Service Board
- Rappahannock Area Health District
- Rappahannock Area United Way
- Rappahannock Goodwill
- Red Apple Pediatric Dental Team
- Reform Dentistry
- Salvation Army
- Spotsylvania Regional Medical Center
- The Community Foundation
- The Freedom Society
- The Table
- Thurman Brisben Center
- Virginia Department of Veterans Services
- Virginia Geriatric Education Center
- Zoe Freedom Center

COPE – STROKE SMART FXBG



In 2022, the City of Fredericksburg was proclaimed Stroke Smart by Mayor Mary Katherine Greenlaw at a ceremony hosted at the REMS Council on May 25, 2022 (Refer Attachment 1). The city has become the first locality in the region to proclaim the designation, meaning it’s encouraging people to learn the signs of stroke so they can identify when one happens and immediately call 911.

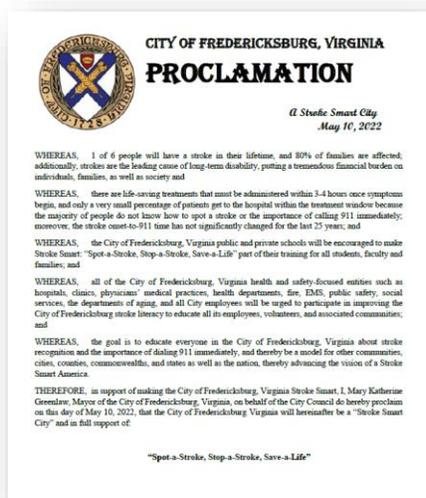
1 in 6 of us will suffer a Stroke; every 40 seconds someone has a stroke; every 4 minutes someone dies of a stroke. When it comes to stroke, the clock is ticking. Recognizing stroke symptoms early and getting to the hospital quickly are critical to limiting brain damage and improving recovery.

Strokes are the #1 cause of long-term disability in the U.S. Although effective treatment can leave the patient with no lasting negative effects, fewer than 10% of stroke patients access treatment in time because they don’t recognize the signs and symptoms of a stroke.

COPE intends to educate everyone who lives, works, prays, and plays in the City of Fredericksburg to recognize the signs and symptoms of a stroke and to call 911 when they spot a stroke or are unsure. Symptoms can come and go, may be different for each person depending on the part of the brain affected, and may mimic other healthcare concerns. Sudden onset of dizziness, nausea, balance problems, vision changes, body weakness, and numbness are common stroke symptoms.

As part of our commitment of support, COPE has established a Stroke Smart Task Force and is now actively recruiting community members to join the initiative as Community Ambassadors.

Stroke Smart Task Force



WAYNE PERRY
REMS REGIONAL DIRECTOR



AMY CASCIO
ENCOMPASS HEALTH
MARKETING MANAGER



NANA NOI
COPE CO-ORDINATOR



LINDA HARRIS
REMS REGIONAL EDUCATION
CO-ORDINATOR



CHRISTINA KAUCH
RWIC
EMS CO-ORDINATOR



ELLEN JUSTESEN
BAHD VDH
COMMUNITY ENGAGEMENT
SPECIALIST



ALAN STILLMANN
FOUNDER, STROKE SMART



MATT HEPPNER
FREDERICKSBURG FIRE & RESCUE
EMS CAPTAIN

The three principal priorities associated with this initiative are:



PRIORITY 1

Stroke Awareness, Recognition and Response

PRIORITY 2

Prevention, Lifestyle & Risk Factor Management

PRIORITY 3

Stroke Resources, Rehabilitation, and Support

COPE – AT THE TABLE WITH ST. GEORGE’S EPISCOPAL CHURCH



COPE and our Community Partners joined forces with the St George’s Episcopal Church’s community food program known as “The Table” to provide emergency preparedness, health, and social wellness checks.

“The Table” features a farmer’s market offering free fresh produce for all who come. COPE attends bi-weekly and is joined by various Community Partners who have exhibits and useful resource information to fill gaps in healthcare.

Patrons visiting COPE @ “The Table” at Market Square receive:

- ✓ Blood Pressure Checks
- ✓ Elementary Grade Level Books and Goodie Bags for Children
- ✓ Flu Vaccinations
- ✓ Health Screenings
- ✓ File of Life emergency contact cards
- ✓ Healthy Recipes
- ✓ Narcan Training
- ✓ Social Wellness Checks

Other participating organizations may include The Lloyd Moss Clinic, Rappahannock Area Health District, Encompass Health, Healthy Generations, CVHS, and Mental Health America to name a few.

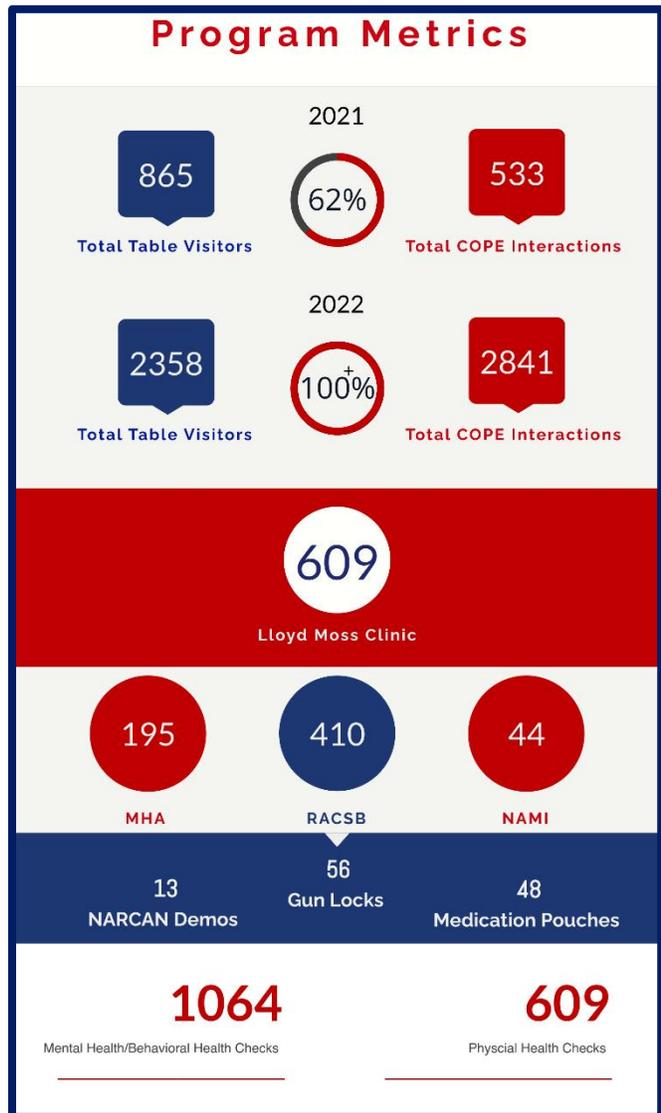
Since its first season 2021, attendance at the Table has increased by 273% based upon the number of participating community members present on the weeks when COPE is in attendance. The total number of people served by St. George’s food program is substantially greater than 2,358 reported here because COPE maintains a bi-weekly schedule.

In total, this COPE initiative has provided 1064 Mental/Behavioral Health Checks and 609 Physical Health Checks during 2022.

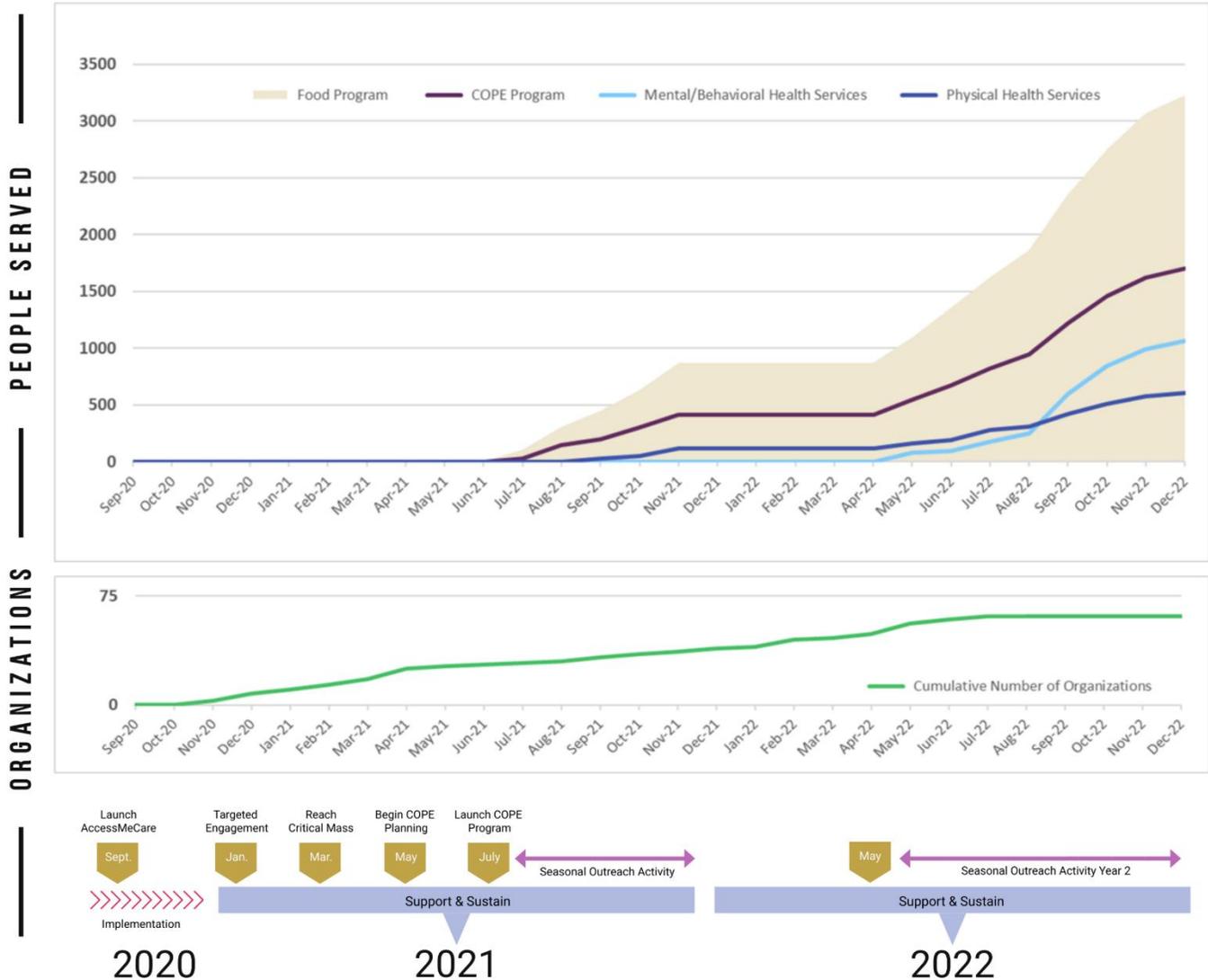
This occurred in a population of 382,000.

The capitated rate of engagement associated with Mental/Behavioral Health is estimated at 111 per 100,000 people and 134 per 100,000 for Physical Health.

This compares with 6 per 100,000 people and 5 per 100,000 respectively for the most well established program operating in North Carolina.



The impact of COPE’s engagement with St George’s Episcopal Church’s community food program over two years is shown below in comparison to the number of network partners.



EDUCATION SESSIONS AT THE TABLE

The COPE program has introduced health and wellness education sessions to help empower individuals in our communities to live healthier lives by improving their physical, mental, emotional and social health by increasing their knowledge and influencing their attitudes about caring for their well-being.

COMMUNITY PARTNERS OUTREACH CALENDAR FOR 2023
 12.00-1.30 PM @ "THE TABLE" MARKET SQUARE, 907 PRINCESS ANNE STREET, VA 22401
 TWO EVENTS EACH MONTH ON TUESDAYS - RSVP & JUST SHOW UP & SUPPORT YOUR COMMUNITY!

Jan	Feb	Mar	Apr	May	June	July
Jan 10	Feb 7	Mar 7	Apr 4	May 9	June 6	July 4
Jan 24	Feb 21	Mar 21	Apr 18	May 23	June 20	July 18

Legend: First Event (Blue), Second Event (Red), Useful Info (Grey)

USEFUL INFORMATION FOR EVENT

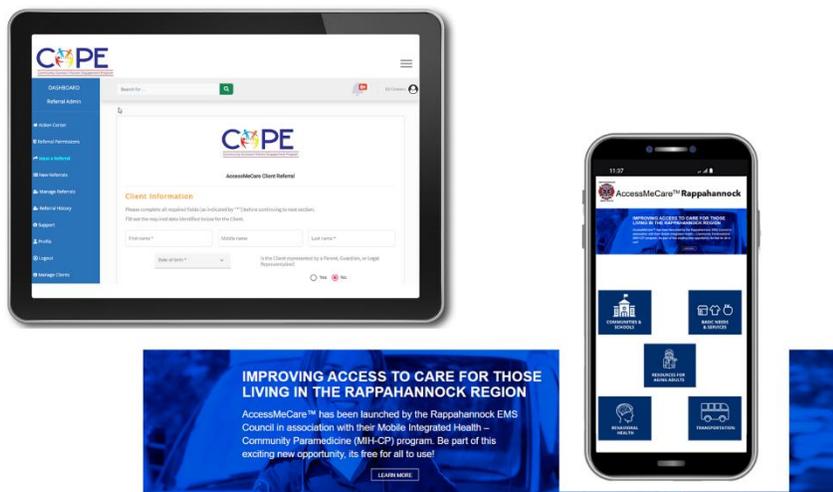
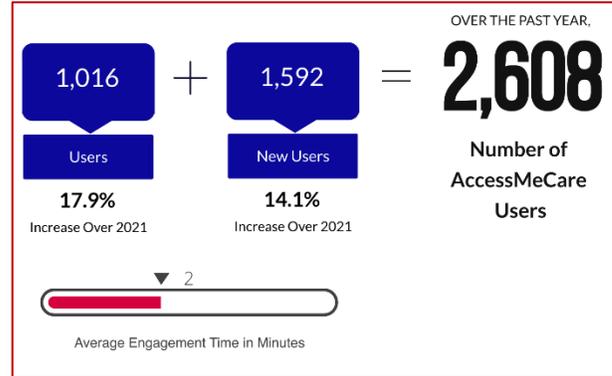
Set up	Equipment	Resources	Training	Promotional gifts	Refreshments	Contact Person
Location: Top stairs	Time: From 11:00 am	Table & table cloth	Chairs	Pamphlets, Educational material, Community info	Short training programs	Give-Away: Goodies for kids
Healthy drinks	Contact: info@ovams.org	540.702.6466				

COPE – RAPPAHANNOCK.ACCESSMECARE



One of the key foundational elements of the COPE Program’s health & social wellness initiative has been the launch of AccessMeCare™, A Community Engagement and Full-Service Social Determinants of Health Platform.

AccessMeCare™ empowers communities to more effectively address the community-level factors and personal behaviors that adversely impact the performance of their health and social ecosystem. It empowers the COPE program and their community stakeholders with a mobile population health platform that allows anyone – anywhere – to screen, navigate and plan care for a friend, family member, loved one, client, or patient. Equally important is that this platform provides the necessary infrastructure to enable REMS, EMS agencies and countless community-based health and health-related social service organizations to collaborate more effectively to address the needs of the community.



Visit <https://rappahannock.accessmecare.com> to learn more.

COPE – COMMUNITY HEALTH AND WELLNESS CAMPAIGN



We are introducing a COPE Community Health and Wellness initiative in 2023. The goal is to promote healthcare that helps keep citizens healthy and well in our communities and out of hospitals. The initiative also encourages social connectedness and belonging for our citizens to take care of each other, strengthening community self-reliance, well-being and resiliency.

Health is much more than the absence of illness. It is the complete state of physical, mental, spiritual, and social wellbeing. Better health and wellbeing begins locally, in our homes, in our schools, in our workplaces, and in the communities where we live. Treating people’s illnesses and sending them back to the same conditions that produced their sickness will only result in continued ill-health. By ensuring better health and wellbeing for all, and by creating programs and services that confront health inequities across our entire community, we will ease pressures on our health care system.

Community is central to helping people attain and maintain wellbeing and health. The environments we live, work, and play in, the connections we have to each other and to community resources, and taking holistic approaches to health are integral not only to overall community health, but to the health of individuals, especially people facing inequities and systemic barriers.

“Health for all will be achieved by people themselves. A well informed, well-motivated and activity participating community is a key element for the attainment of the common goal” (World Health Organization).

Your Health Community Needs You! - We want organizations and citizens in our community to join!

Following eligibility, Organizations will be known as Community Health and Wellness Partners and citizens will be referred to as Champions or Ambassadors.

What we will provide:

- ✓ Good careful and sustained program management
- ✓ Competence and Practice Based Training
- ✓ Availability of Supervision and Consulting Support to Champions and Ambassadors
- ✓ Unique Marketing and Communication Campaigns
- ✓ Community Participation – networking with other Champions and Ambassadors to share , draw
- ✓ on experiences and facilitate peer support.
- ✓ Special Community Status – receive badges to certify and personalize your community profile

Please Contact Nana Noi at nnoi@vaems.org for more information.



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