



**Building Partnerships to
Bridge the Digital Divide and Build a Healthy
Community
August 31, 2021**



Agenda

1. Introduction and Overview

Jaclyn Merrills, Family Self-Sufficiency Coordinator, CRHA

2. Collaboration with Eastern VA PHAs on COVID-19 Study

Matt Herman, MPH, CHES, Instructor, Pediatrics, Community Health & Research, Eastern Virginia Medical School

3. Tips for Partnership Building

4. Q&A

**Jaclyn Merrills, Family Self-Sufficiency Coordinator
Chesapeake Redevelopment & Housing Authority**



Chesapeake Redevelopment and Housing Authority



Located in Southeastern Virginia



Serves roughly 465 public housing residents in 5 communities



Serves between 1400-1500 Housing Choice Voucher families

CRHA
CHESAPEAKE, VA



Overview of ConnectHomeUSA Hampton Roads

ConnectHomeUSA Hampton Roads is comprised of 3 separate ConnectHomeUSA communities, located within the same region in Southeast Virginia:

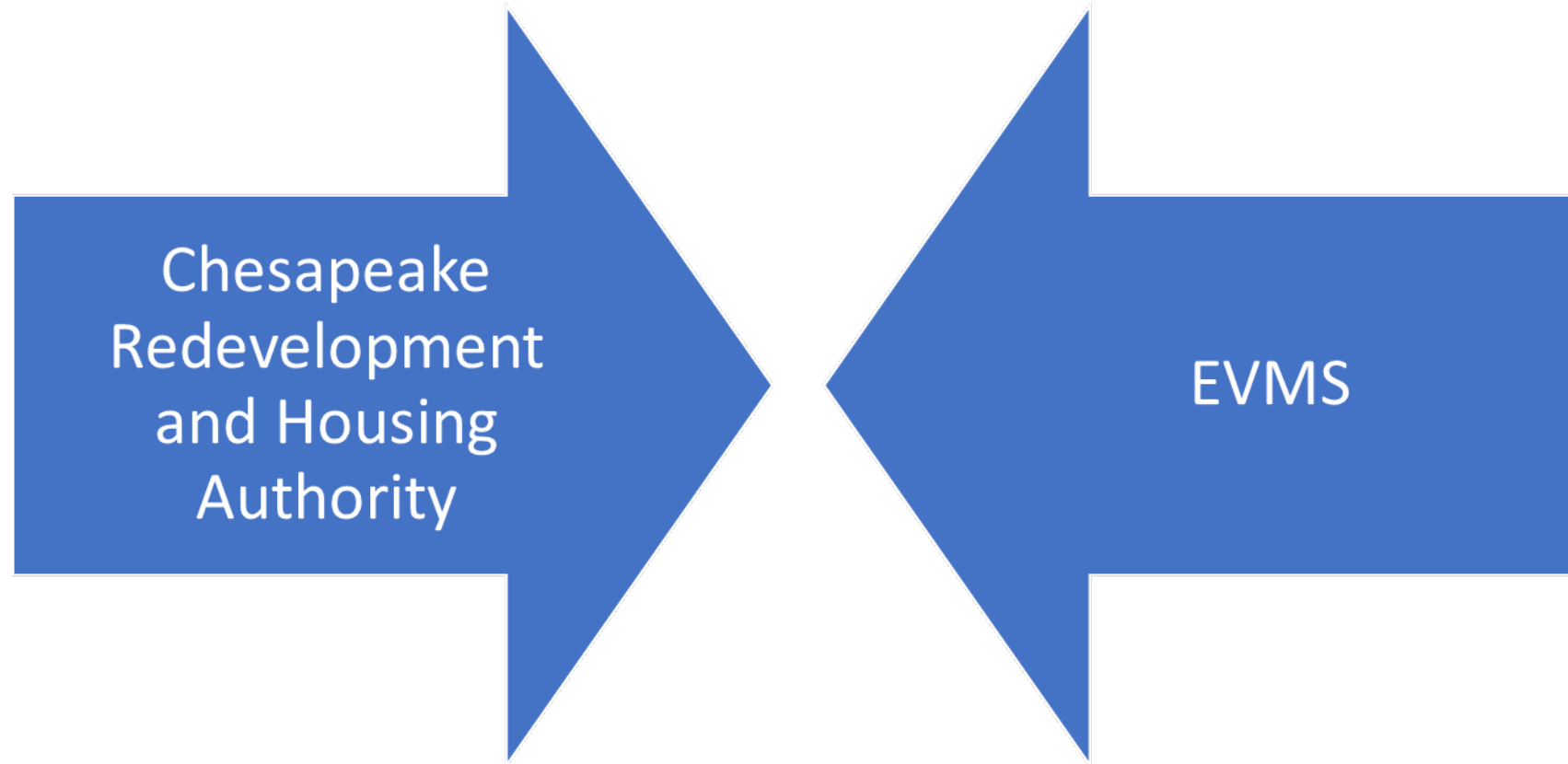
Norfolk, Virginia – 2018 ConnectHomeUSA community

Chesapeake, Virginia – 2019 ConnectHomeUSA community

Portsmouth, Virginia – 2019 ConnectHomeUSA community

We are the first group of ConnectHomeUSA communities to join forces to create a regional convening.

Partnership with EVMS



**Matt Herman, MPH, CHES, Instructor, Pediatrics,
Community Health & Research, Eastern Virginia Medical School**



Eastern Virginia Medical School

- Medical & Health Professions School nestled in Norfolk, VA
- Vision: recognized as the most community-oriented school of medicine and health professions in the US
- Education, Clinical Care and Research
- Pediatrics, Division of Community Health and Research



EVMS
Eastern Virginia Medical School

*Community focus.
World impact.*

EVMS Collaboration with PHAs on COVID-19 Study

- Engagement of low-income housing residents suggests that widespread mistrust of information about COVID-19, particularly when received from PHAs
- COVID-19 testing/vaccine are met with skepticism and suspicion
- Collaboration with 8 PHAs

EVMS Collaboration with PHAs on COVID-19 Study (Cont'd)

- Providing tablets with two (2) years of internet access; technology support
- Regional 'Community Advisory Board'
- Streamlined education, case management
- Building TRUST
- Planned future opportunities:
 - Funding for programs and engagement
 - COVID-19 recovery support: Addressing mental health, nutrition education & needs of residents
 - Sustainability of resident 'CABs' – Adult & Youth and Eastern VA PHA & HCV collaboration

Tips for Partnership Building

- Readiness Factors



- *Maximize* Collaboration

- Initiate Action
- Organize for Impact
- Sustain Action and Impact

Sources:

1) Learning from Business Community Partnerships: A Cluster Evaluation Report 2005 http://www.hitachifoundation.org/storage/documents/cluster_evaluation.pdf

2) Hanleybrown F, Kania J, Kramer M. Channeling Change: Making Collective Impact Work. Stanford Social Innovation Review 2012. http://www.medept.net/docs/Hanleybrown2012_Collective-Impact.pdf.

Tips for Partnership Building (Cont'd)

- **Think outside of the box**
 - **Collaborate with Housing Authorities in your area and/or state**
 - **Collaborate with Medical Centers, Education Institutions, Non-profits, etc.**
 - **Involve community leaders**
 - Public health officials and hospital executives
 - Voluntary health/chronic disease group leaders
 - Presidents of local businesses and executives of chambers of commerce
 - Community advocates/activists and neighborhood association leaders



Q & A

