



APPENDIX B

2006

NORTHUMBERLAND COUNTY COMMUNITY PLANNING PROCESS
FOR A
COMPREHENSIVE COMMUNITY HEALTH, HOUSING AND SOCIAL SERVICES
PLAN AND IMPLEMENTATION STRATEGY

NORTHUMBERLAND COUNTY, VIRGINIA

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NORTHUMBERLAND COUNTY COMMUNITY PLANNING PROCESS¹
FOR A
COMPREHENSIVE COMMUNITY HEALTH, HOUSING AND SOCIAL SERVICES
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It is important that community health, housing and social services are planned and implemented in a manner that reflects a community-based, comprehensive approach that best meets the needs of citizens. A comprehensive planning process represents a collaborative approach involving people from all sectors of the community. It assumes that all forms of diversity are represented and that the process is a very public, deliberative one.

There are many models for comprehensive community planning. Many grant funded programs in the Commonwealth of Virginia require such a plan. These include, but are not limited to: Family Preservation Plans, Community Services Prevention Plans, Youth Violence Reduction Plans, and Virginia Juvenile Community Crime Control Act Plans. The Community Development Block Grant Program supplies funds for such planning as do many of the mentioned plans.

In some communities these planning requirements have been approached by separate ad hoc planning efforts for each grant client. The intent of most models is to assist communities in developing a comprehensive long-term approach to prevention and early intervention services and to resolve current health, housing and social services problems. Individual grant programs should be sought to be a part of the funding of this specific community comprehensive plan to preclude duplicate planning for the purpose of receiving any individual grant program monies. Northumberland County should perform the planning and implementation in a manner consistent with existing local problems, processes and structures.

1. PLANNING GROUP

The role of the Board of Supervisors is to convene a planning group. It may appoint a transition group or designate an existing group to identify and convene stakeholders. The County should define the appropriate stakeholders with an emphasis on inclusion rather than exclusion. The diversity of this group should reflect the ethnic origin/race, gender, age, disability, income levels, viewpoints, youth and parents, public and private sector and geographic characteristics of the County.

Within the planning group or supporting the planning group, subgroups may be established focusing on the following suggested categories:

¹ This Appendix is based on the model of community assessment and planning recommended by the State of Virginia Department of Social Services and is similar to models used throughout the US.

- Business and employment
- Land, water and air
- Education
- Home and shelter
- Health and recreation
- Disaster and security

For maximum community involvement, it would be recommended that no single individual serve on more than one of the subgroups.

2. COMMUNITY ASSESSMENT

The group would develop a *Vision for the Community* that involves the community in the process. This vision would be developed around the concept of healthy children, healthy families and healthy communities. A starting place is the State social services vision which is: *A Commonwealth in which individuals and families have access to adequate, affordable, high-quality human/social services that enable them to be the best they can.*

Once the broader County health, housing and social services vision is developed, the group would do a *community assessment* including the following;

- The group should identify assets that support the vision. Assets may include people, community and religious organizations, programs and activities (regardless of source of funding), other planning groups, nonprofit organizations, community events, etc.
- The group should engage the community in an examination of the significant data indicators for multiple risk factors for families, youth, school and the community.
- The group should also review the demographic, social, political and economic systems that may impact families and youth, both positively and negatively.
- The group should identify and review the community assets against factors known to lead to the development of protective factors and resilience in youth, families and communities. From this comparison the group would identify local duplications and gaps.
- The group should develop a plan to reduce identified risk factors and to enhance the community's assets that would include developing and promoting additional programs, activities and services to support the vision. If there are community assets that are being under-utilized or not being utilized effectively by the community, the group would also decide how best to reorganize/redirect these more effectively.

3. SETTING PRIORITIES

- The group should use a *priority setting process* to set goals for the work of the group. This would include targeting efforts and making choices to support implementation of the community's vision.

4. DEVELOP THE PLAN: SETTING GOALS, OBJECTIVES, AND STRATEGIES

- Goals, measurable objectives and strategies should be selected for priority areas.
- Strategies would include resource allocation, funding, staffing, support, evaluation, marketing, public relations as well as the possible development of new community assets, i.e., programs and activities.
- Action steps would describe how strategies will be implemented.

5. PLAN APPROVAL

- The plan should receive *approval from the Planning Commission and the Board of Supervisors*. Both organizations should be involved in the process throughout the planning phase.

6. IMPLEMENTATION

- The plan should be *implemented* as approved with various and numerous groups/individuals taking responsibility for the various parts as identified in the Implementation Section.

7. EVALUATION

- *Process evaluation* - monitoring implementation of program as designed.
- *Outcome evaluation* - collecting and analyzing data to demonstrate the effects the program or activity has had on the participants.
- *Impact evaluation* - analyzing the effect of the programs on community level indicators.

Information from these three types of evaluation activities is used to make adjustments in plans and to develop new plans. The evaluation contributes in a meaningful way to ongoing service planning and operation.

8. REPORTING

- *Reporting evaluation results* (both process and outcome) to appropriate entities, e.g., funding sources, public, key officials (both BOS and state where relevant), etc. is a critical ongoing responsibility that will maintain focus on and support for the plan among stakeholders.

Use the same time frame as the Comprehensive Plan for reviewing and revising the Comprehensive Community Health, Housing and Social Services Plan and Implementation Strategy