

2024 Invest Health City Collaboration

Building Trustworthiness: Tools for Authentic Community Engagement



Roanoke, VA
August 28 – 29, 2024

Important Contact Info

***** Attendees, please work with your locality's team lead as the first point of contact***

Roanoke Invest Health Team (lead conference contact)

Liz Ackley
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Roseville Invest Health Team

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Missoula Invest Health Team

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Eau Claire Invest Health Team

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Hartford Invest Health Team

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Reinvestment Fund

Leah Rusenko
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Hotel Concierge

The Hotel Roanoke and Conference Center
<https://www.hotelroanoke.com/>
Hotel Phone: 540-985-5900
110 Shenandoah Ave NW Roanoke, VA 24016

Convening Objectives

The 2024 Roanoke Invest Health Convening has been designed to embolden the application of Invest Health's six guiding principles by providing city teams with explicit tools to engage communities authentically. The 10 Principles of Trustworthiness and the practice of public deliberation both elevate the role of data as a driver in cross-sector efforts to advance community health equity, thereby positioning city teams to accelerate local work to promote equity and address social determinants through community-led, systems-focused strategies. By intentionally convening teams involved in Invest Health's Data Challenge, we will seek to leverage the City Health Dashboard as a tool for guiding citizens through deliberative processes aimed at advancing community health equity.

Through interactive convening workshops and activities, we aim to [activate Invest Health principles](#) in our localities by:

1. Re-grounding our work in the six core program principles of Invest Health.
2. Expanding our understanding of the utility of Invest Health's core principles with an explicit focus on community engagement practices.
3. Learning new tools to disrupt power dynamics in community development by enhancing the role of citizens in decision-making by leveraging the 10 Principles of Trustworthiness and the practice of public deliberation.
4. Exploring realistic action steps to incorporate citizen engagement in local decision-making processes involving policy, resources, planning, and systems change.
5. Identifying opportunities to engage citizens in data-informed decision making using the City Health Dashboard as a driver.

INVEST HEALTH
Strategies for Healthier Cities

A Project of the
Robert Wood Johnson Foundation
and *Reinvestment Fund*

Planning Ahead

Lodging and Expenses: The Roanoke Invest Health team is looking forward to welcoming Teams Roseville, Missoula, Hartford, and Eau Claire to Virginia's "Star City". Rooms have been secured for speakers and travel team attendees at the Hotel Roanoke and Conference Center – the same location as the convening. **Invest Health is covering most travel expenses, including flights, room and tax, and all meals during the convening (breakfast, lunch, dinner, and continuous “recharging” snacks on Wednesday and Thursday); we will not be covering other travel-related expenses or processing individual reimbursements.** Please work with your Team Lead if you have questions about individual reimbursements (see page 2).

Complementary Shuttle Service in Roanoke: The Hotel Roanoke provides complimentary shuttle service to/from Roanoke-Blacksburg Regional Airport (ROA). A courtesy phone is available at the airport near baggage claim. Call for pickup when you land; arrange for shuttle service with the hotel concierge prior to your return to ROA on your departure date.

What to Pack: Conference attire is business casual. It is recommended that you pack layers in anticipation of chilly conference rooms and hot outdoor weather. We will be taking a field trip on Wednesday afternoon (by charter bus) and will be walking to dinner on Thursday evening (5 mins from the hotel). There will be breaks both days for exercise or self-guided excursions in Roanoke if you'd like to get outside and move your body (see agenda, pages 6-7). The Hotel is adjacent to Roanoke's greenway system should you care to walk, run, or bike while you're in town.

Connecting with Convening Participants: A hallmark element of the Invest Health experience is the opportunity to build a learning community and engage with individuals from other cities. **If you would like to connect with other attendees, [include your contact information here.](#)**

Self-Guided Pre-Convening Activities

Understanding Roanoke's Local Context: Team Roanoke invites you to explore the rich history of Roanoke's neighborhoods to better understand our local context. The Hotel Roanoke and Conference Center sits adjacent to the historic Gainsboro neighborhood, formerly known as Roanoke's "Black Wall Street". Prior to urban renewal, Gainsboro was a thriving, self-sufficient community, and the social and commercial center for African Americans. With over 300 businesses in operation along Henry Street from 1915-1970, Gainsboro was a bustling social corridor, home to recreation facilities, dance halls, and garden clubs, and supported a vibrant business district, including medical, legal, and professional services¹. Like other Invest Health cities, Roanoke's urban renewal projects decimated the social, cultural, and neighborhood fabric of the Gainsboro community and surrounding neighborhoods. As Roanoke's citizens, organizations, and city leaders seek to support reinvestment in these areas, we honor and pay homage to the people and places that were destroyed in the name of "progress". We invite you to learn more by watching the [Hidden in Plain Site: Roanoke](#) documentary or taking a [self-guided walking tour of Gainsboro neighborhood](#).

Exploring Roanoke: In addition to understanding our historical context, we encourage you to support Roanoke's local businesses while you are here. While no formal pre-convening activities are planned, Roanoke is home to incredible outdoor amenities, restaurants, cultural experiences, and the world's largest illuminated star! Grab a meal, imbibe in a local beverage, or enjoy some recreation in close proximity to the Hotel Roanoke.

- **Restaurants:** The Pine Room (Hotel Roanoke), Fortunato, Stock, Six & Sky, Sidecar, Lucky, Alexanders, Bernard's Gastropub, Beamer's 25;
- **Breweries:** Big Lick Brewing, Golden Cactus, A Few Old Goats, Olde Salem;
- **Recreation:** Roanoke's extensive trail and greenway systems are close to downtown; interactive maps can be found here: <https://greenways.org/trails/roanoke-river-greenway/>. Big Lick Brewing hosts Fleet Feet Roanoke's Pub Run at 6:00 pm every Tuesday.



¹ <https://gainsborohistoryproject.org/>

Convening Agenda

Convening Day 1, Wednesday (August 28th):

Understanding and Implementing the Core Invest Health Principles and the 10 Principles of Trustworthiness

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|----------------------|--|
| 8:30 – 9:30 | Breakfast and Networking (Hotel Roanoke) |
| 9:30 – 10:00 | Morning Session 1
Convening Welcome (<i>Liz Ackley</i>)
Grounding our Work in the Core Principles of Invest Health (<i>Reinvestment Fund</i>) |
| 10:00 – 12:00 | Morning Session 2
Speaker Introduction (<i>Debra Oto-Kent</i>)
Introduction to the 10 Principles of Trustworthiness (<i>Philip Alberti</i>) |
| 12:00 – 1:00 | Lunch (Hotel Roanoke) |
| 1:15 – 2:30 | Afternoon Session 1
Using the AAMC Toolkit (<i>Philip Alberti</i>) |
| 2:30 – 3:15 | Afternoon Session 2
Workshopping with AAMC: Principles of Trustworthiness in Practice
(<i>moderated cross-team discussion led by Philip Alberti</i>) |
| 3:15 – 3:25 | Site Visit Context
Intro to Roanoke Invest Health's Signature Initiative: Melrose Plaza
(<i>Liz Ackley and Goodwill Industries of the Valley's Leadership Team</i>) |
| 5:00 – 7:00 | Site Visit: Melrose Plaza
Board the bus promptly at 5 pm |
| 7:30 | Dinner at Hotel Roanoke (speakers and attendees welcome) |

Day 1 Quick Links:

- [Principles of Trustworthiness Homepage](#)
- [The 10 Principles of Trustworthiness](#)
- [The Principles Toolkit](#)

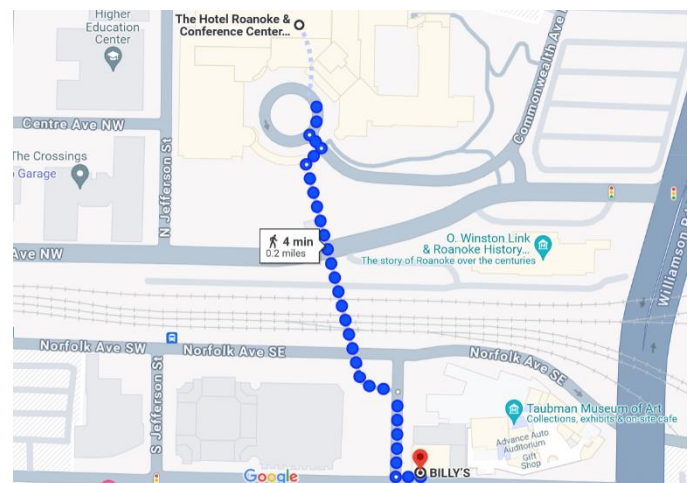
Convening Day 2, Thursday (August 29th):

Shifting Power in Decision Making: Public Deliberation as a Tool to Engage Citizens Authentically

- 8:30 – 9:30** **Breakfast and Networking (Hotel Roanoke)**
- 9:30 – 10:30** **Morning Session 1**
Establishing Local Context: Prompted City Team Discussion (*5-minutes per city team followed by 5 minutes of discussion each; see prompts provided in Welcome Email*)
- 10:30 -10:45** Break
- 10:45 – 12:15** **Morning Session 2**
Speaker Introduction (*Liz Ackley*)
Public Deliberation from Theory to Practice (*Erika Blacksher*)
- 12:15 – 1:15** **Lunch (Hotel Roanoke)**
- 1:15 – 2:00** **Afternoon Workshop 1**
Leveraging City Health Dashboard as a Deliberative Tool (*Liz Ackley*)
- 2:00 – 3:45** **Afternoon Workshop 2**
Designing a Deliberation in your Locality (*moderated city discussion led by Erika Blacksher*)
- 3:45 – 4:00** **Public Deliberation Wrap-Up (Erika Blacksher)**
- 4:00 – 4:15** **Closing Remarks (Reinvestment Fund, Debra Oto-Kent, Liz Ackley)**
- 6:50** **Walk to Dinner (Billy's Restaurant; speakers and attendees welcome)**
Enjoy the short walk (0.2 miles) from Hotel Roanoke to Billy's using the Market Street Walkway (map below)

Day 2 Quick Links:

- [Suggested Pre-Convening Reading and Resources](#)
- [City Health Dashboard](#)
- [Dashboard Roadmap "How To" Video Series](#)



Speaker Bios

Philip Alberti, PhD



As the Founding Director of the AAMC Center for Health Justice and Senior Director, Health Equity Research & Policy at the Association of American Medical Colleges (AAMC), Philip sparks, supports, and contributes to community-driven, multi-sector efforts that build evidence for programs, policies, practices, and partnerships that eliminate health inequities.

He is a population health scientist whose singular professional commitment to health equity research and action spans nearly 25 years. He is widely published, a frequent public speaker, and has served on advisory boards and expert panels for numerous organizations and federal agencies including the Centers for Disease Control and Prevention, the National Institutes of Health, and the Centers for Medicare & Medicaid Services. He is also the President-Elect of the Interdisciplinary Association for Population Health Science. In 2021, Philip founded the AAMC Center for Health Justice as the natural next step in a career focused on building evidence in support of the structural changes needed to ensure all communities thrive.

Prior to joining AAMC in 2012, Dr. Alberti led research, evaluation, and planning efforts for a Bureau within the NYC Department of Health and Mental Hygiene that worked to promote health equity between NYC neighborhoods. He holds a Ph.D. degree in Sociomedical Sciences from Columbia University's Mailman School of Public Health and was a Fellow in the National Institute of Mental Health's Psychiatric Epidemiology Training program.

Erika Blacksher, PhD



Erika Blacksher, PhD, is a bioethicist who studies questions of responsibility and justice raised by U.S. health inequalities and the potential of democratic deliberation to make health a shared value. Dr. Blacksher leads HealthCommons, a deliberative initiative designed to convene people diverse by race, place, class, and political orientation to learn and problem-solve together about shared population health challenges. She consults and collaborates on numerous other deliberative initiatives, with a focus on population health, health inequalities, and marginalized communities. Dr. Blacksher has published some 60 peer reviewed articles and book chapters and given dozens of invited lectures. She has master's and doctoral degrees from the University of Virginia's bioethics program and undergraduate degrees in philosophy and journalism from the

University of Kansas. After completing her doctorate, she was a Robert Wood Johnson Foundation Health and Society Scholar at Columbia University's Mailman School of Public Health in New York City. Dr. Blacksher has held positions at both The Hastings Center and the Center for Practical Bioethics and was tenured faculty at the University of Washington's Department of Bioethics and Humanities in Seattle. Dr. Blacksher is a first-generation high school graduate.

Meet Your Host

Roanoke College's [Center for Community Health Innovation](#) is delighted to serve as the host organization for this convening. The Center for Community Health Innovation is a translational research center that specializes in convening residents and partner organizations to collaborate in fostering equitable community development projects and practices. In addition to directing the city's most comprehensive health surveillance system, the *Roanoke Valley Community Healthy Living Index*, the Center for Community Health Innovation provides grant support and technical assistance to partner organizations seeking to develop data-driven strategies to promote a culture of health in the Roanoke Valley. The Center for Community Health Innovation has served as the backbone organization for Roanoke's Invest Health team since 2016.

About Roanoke College: Located in Salem, Virginia, in the Blue Ridge Mountains, [Roanoke College](#) is an independent, four-year liberal arts college that has served students since 1842. Its campus is devoted to providing essential learning and leadership through innovative academic programs and transformative educational experiences that give students the mettle, mindset, and empathy to pursue lives of purpose, build meaningful careers, and meet society's most pressing needs.

