



Rural Health & Well-Being Design

Final Report

Using advanced design techniques
we're working to re-imagine every part of the world
for your happiness.

Welcome to Masamichi Souzou. 正道想像



A New Kind of Company

We are Masamichi Souzou (正道想像), meaning "Correct Path, Imagined/Created" in Japanese. We are a company looking to optimize the world's happiness. We build products and services that support individuals to make changes that will improve their happiness, and to help organizations and governments to put in place supports that will improve the happiness of their employees, partners, customers, and citizens.

We apply the latest design techniques to discover needs, and create new solutions related to happiness. We are a movement, with our contributors working with us to optimize their own happiness and that of their families and communities, believing together that we can redesign the world for happiness.

Masamichi Souzou solves for human happiness through the consideration of everything. In a world where everything is connected, there is no system, activity, or interaction that falls outside our purview. And through the appropriate consideration of every part of this beautifully complex world, we work to optimize for happiness.



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Overview

This section describes the background of the project. It includes an overview of the approach and a detailed outline of the design process that MMSZ and the HEARR team completed together.

The Challenge

The Health Equity and Access in Rural Regions (HEARR) Initiative is exploring health disparities in rural areas, specifically the ten-mile radius of Scottsville, VA. The group is struggling to understand from it's primary citizens what makes the community a healthy place to live, what may enhance this, and what types of social situations impact health in rural areas.

Can we work together to research and map the current state of health and well-being experiences and services in Scottsville, identifying pain points and opportunities? Can we inspire new thinking around holistic, rural community health services and current solutions being developed? Can we help communicate these opportunities to the HEARR group to unify a vision based on the needs of the community first?

The Details

Masamichi Souzou will support HEARR on current research activities and help them complete primary research, including onsite interviews and observations of the current state of health and well-being. Working together, we will create journey maps, stakeholder maps, and identify opportunity areas. We will then together design new service concepts and prepare them to be tested and prototyped.

The Goal

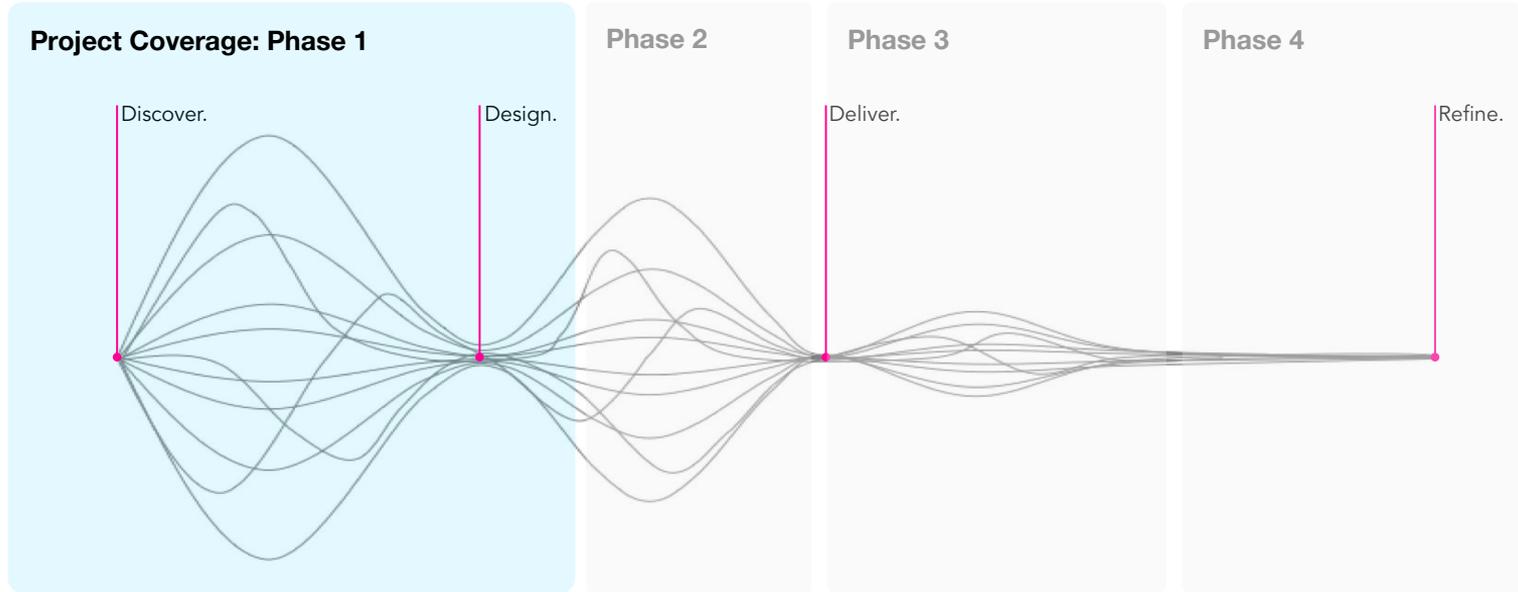
Complete a design project by the middle of December 2019. For a successful project, we envision the following outcomes, short term and long term:

- * Create stakeholder maps, personas, and journey maps around the health and happiness of the citizens of Scottsville.
- * Identify insights, including pain points & opportunity areas around current services & experiences.
- * Design potential future state concepts that could improve the current situation and align with current proposals.
- * Plan for the development of prototypes for possible new service concepts and solutions around health & happiness.



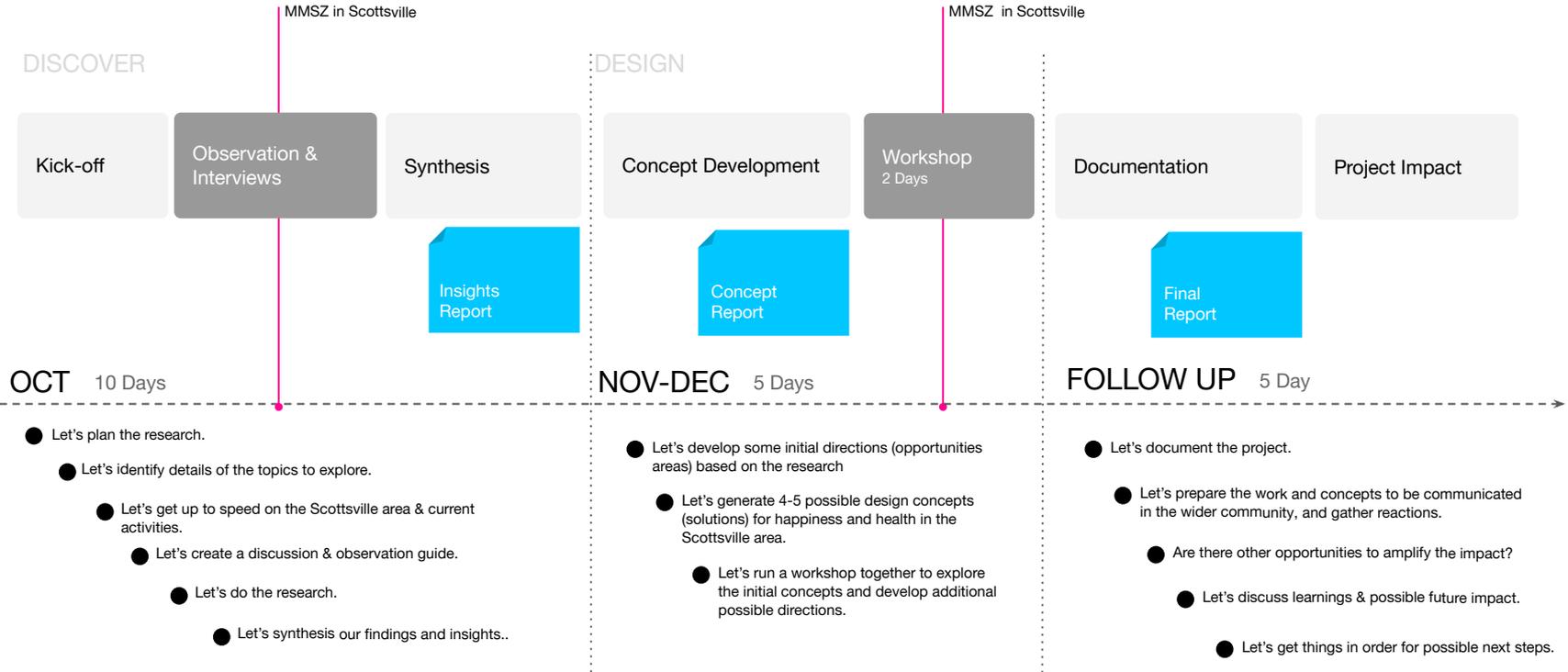
APPROACH

The project will look to support HEARR's design process in order to understand from it's primary citizens what makes the community a health place to live, what may enhance this, and what types of social situations impact health in rural areas. We'll help to lead a discovery phase to understand these challenges, and then begin to imagine possible future solutions to improve the area's health.



DESIGN PROCESS

We'll work closely with HEARR on the planning and preparation for a workshop (could take various forms) to react to and further develop possible future service concepts.



Research & Citizen Types

This section provides information on the framework we used to guide our research. It also includes an overview of the research we completed and an outline of the different types of citizens in the community.



HAPPINESS & WELL-BEING FRAMES

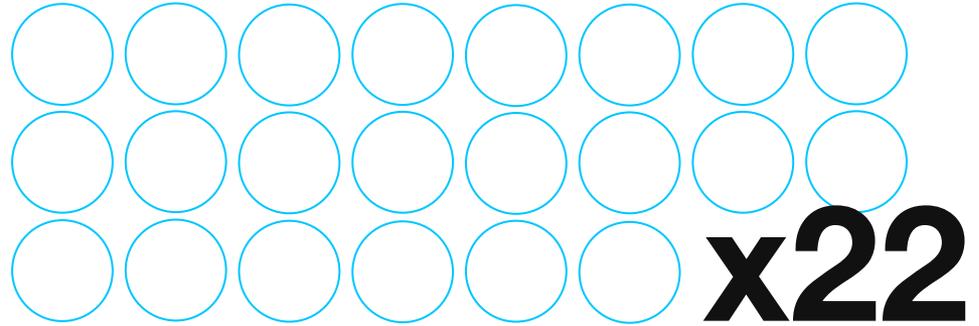
We used the following frames to focus our research questions and observations. Each component is a valuable part of understanding citizen well-being.



Citizen Conversations

We interviewed 22 citizens in-person for approximately 1 - 1.5 hours. These citizens varied by ...

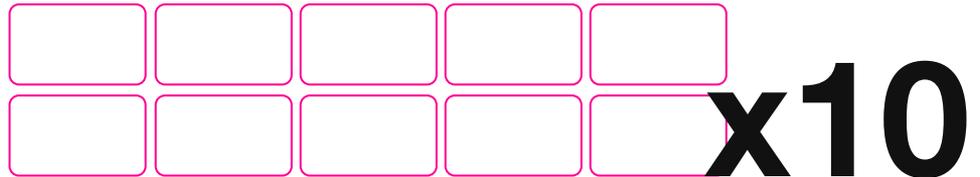
Age, medical condition, race, socioeconomic status, county of residence, and place of work ...



Observations

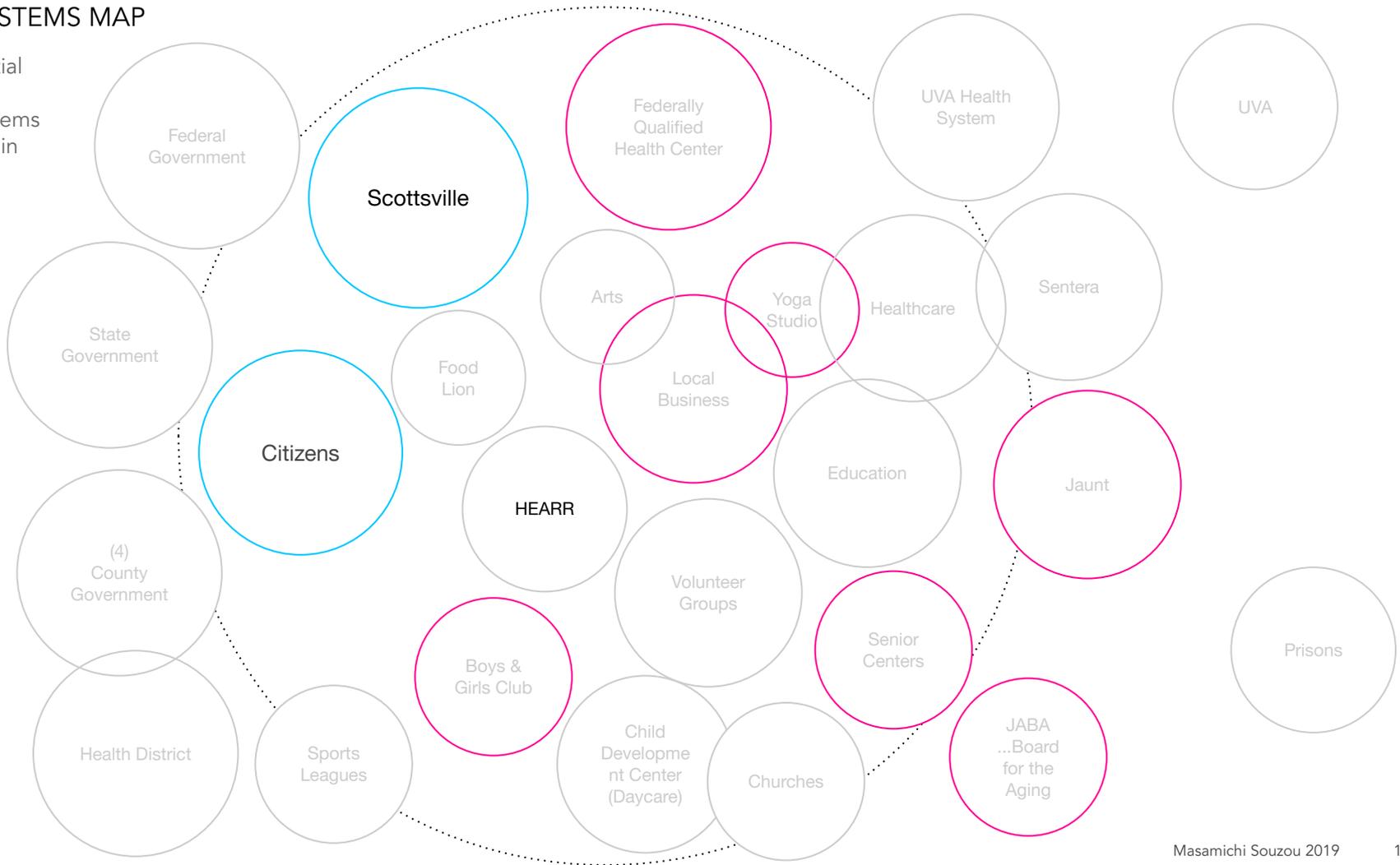
We observed several different areas to gain additional insights and spoke with many locals regarding the project. These included ...

Parks, gas stations, medical facilities, areas of worship, food establishments, and walking around neighborhoods.



INITIAL SYSTEMS MAP

This is an initial map of the different systems and services in and around Scottsville



CITIZEN TYPES

We identified three important differentiators among citizens - their relationship to the community, life stage, and socio-economic status. Five types of citizens became important to highlight when thinking about how to design for their happiness & well-being.

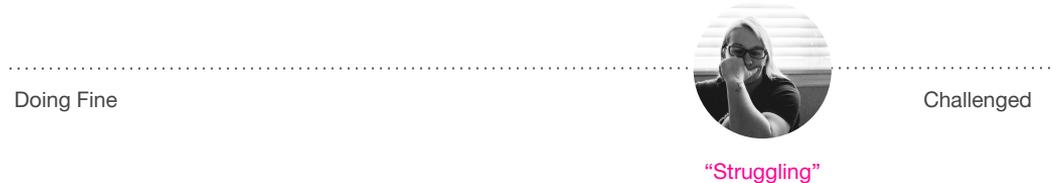
Relationship to Community



Life Stage



Socio-economic





Struggling

Overview

These individuals struggle to make money and survive in the area. Food options are hard for them to find, and most are on SNAP. It's hard for them to get around, because if they don't have a car, and the public transportation is not great. Most live in small apartments or trailer homes.

Needs

To find better ways to make money, sustainable living

To figure out ways to get to work and attend medical appointments



Coming Home

Overview

These are citizens who grew up in the area, left to work in different cities, but then decided to come home to their roots. They value the town even more, now that they are back. They are fully reaping the benefits, getting back involved in the community.

Needs

To see what the their community now has to offer

To get involved in volunteer events and activities



Area Native

Overview

These are citizens who were born in Scottsville and grew up here their whole lives. They have seen the community grow and change over time. They have history here, stories to share, and feel deeply connected to the town.

Needs

The ability to still feel connected to the community
The community to continue to feel unique and quaint



Senior Set

Overview

This group has come to Scottsville to live out their golden years in a peaceful and beautiful town. They are thinking about where they will spend the rest of their lives.

Needs

Access to medical care, especially emergency care
Create and sustain friendships



Young Families

Overview

These are young families who have moved to the area from other cities to start a new life and raise a family. A life of simplicity with a rural setting appealed to them, and now they want to get to know the town and learn all about what it has to offer. They want to be informed about any services in the area that would be of value.

Needs

To see what the their community now has to offer (e.g. walking trails, etc.)
To find activities for their kids & with other parents



Up & Comers

Overview

These are young individuals who live a free-spirited life. They came to the area to be creative or potentially start a business from home. They have energy, yet there is not much in town for them to put that energy to use. They are focused on healthy living and are interested in shaking things up.

Needs

To find more options of things to do and support their work (e.g. better internet)
To socialize with other people there age

Summary

Scottsville, and the ten mile surrounding radius, is a beautiful rural community (falling over 4 counties, diverse socio-economic population, connected to Charlottesville, many new & returning residents.)

- *People love living here and find it to be a special and unique place (Quiet, Clean Air & Water)*
- *A diverse citizenry have unique needs and perspectives on the community (From young families to an older retired set to those struggling economically)*
- *Some citizens lead healthy and happy lives; however, not everyone feels they can live the way they would prefer (geographic challenges, service access challenges, etc...)*
- *There are several opportunities where the surrounding area can design solutions to optimize for well-being and community (building stronger ties among the diverse residents, new services, access, etc...)*



Insights & Opportunities

This section highlights the insights we uncovered for each happiness & well-being frame. After each group of insights are preliminary opportunities for HEARR and other stakeholders to consider when working to improve the health of individuals in the area.

FRAMEWORK



HAPPINESS & WELL-BEING FRAMES



FRAMEWORK



HAPPINESS & WELL-BEING FRAMES



AIR & WATER QUALITY



Air that Can't be Beat

Air quality is perceived to be excellent by the community, and has only gotten better with the absence of the factory in the area.

"We have some of the best air in the US."

"There are some allergens, and I suppose the train may affect the air quality. Other than that, it's really great."

Misunderstanding Water Safety & Access

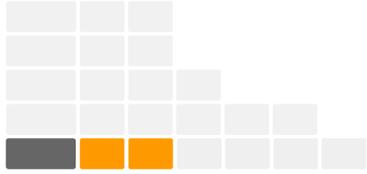
Water is perceived to be clean; however there is some confusion around whether or not the well water is safe to drink or not causing some confusion among citizens.

"I've heard some people have lead in their water. My water seems to be clean"

"The water quality is great, but I have met a few people without access to water."



AIR & WATER QUALITY OPPORTUNITIES



Water Testing

Advocate and work with water testing companies to have well-water tested for all.

Public Water Reports

Publicize and share water reports with the community.

Quality Transparency

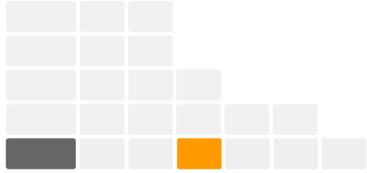
Create a grading system for water quality within the county(s).

Water Quality Education

Add water quality as a topic within science classes at the school (science experiment, group project, e.g.).

Air Quality Marketing

Test and publicize air quality measures for the area. “Best air in the county.” “You can’t breath like this in Charlottesville!”



Cost Conscious, Healthy Options

Affordable and healthy food is hard to find, especially when the main grocery establishments focus on affordable junk food.

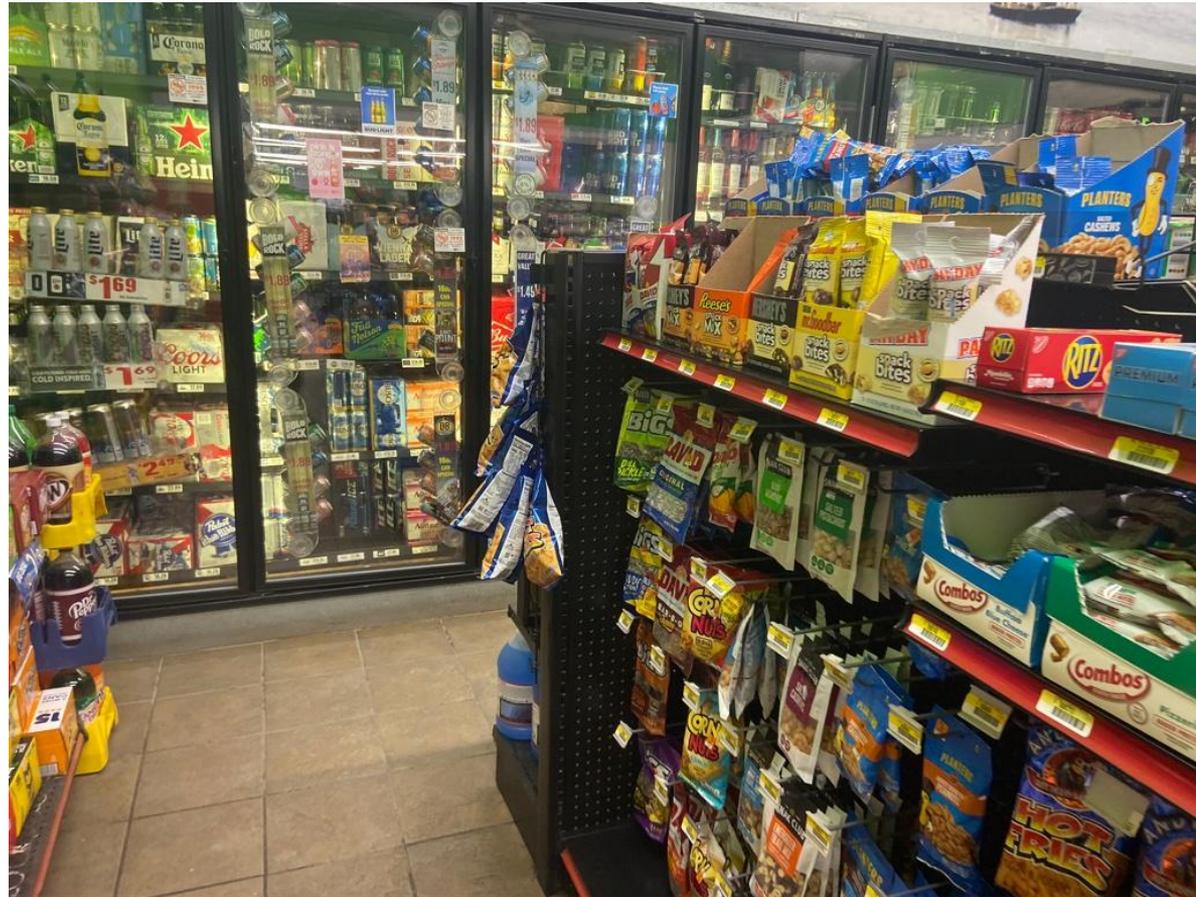
"I wish the Farmers Market made their food cheaper for those that could use it (SNAP participants and others)."

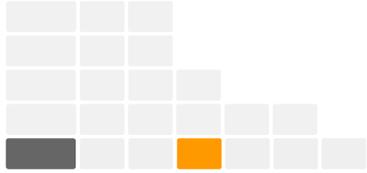
Understanding Nutritional Needs

There is a general perception that people don't know enough or are exposed to healthy eating habits in and around the area.

"We definitely have an opportunity to have more of a community center where people can learn about healthy food options"

"A community garden could help people get outdoors and learn more about healthy food."





Closer Locations

Many people travel for groceries, either because they prefer the options or it's closer to where they work. This is not preferred but is necessary.

"I travel to Whole Foods every week for my groceries. It's on my way home, but I do wish everything was more convenient."

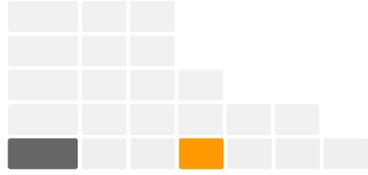
"I order food online at Food Lion for pick up. I love this service."

Locating Support

For low-income individuals there are several options for food assistance; however, these are difficult for people to find.

"There are a lot of great food banks and other programs, but for those that are new to the area, it's hard to figure out where to find these and how to access them."





Inclusive Options

Healthy food options in the area don't always match what the community has historically been eating.

"Many people in my community (AA), don't really want to eat the healthy options because it's not what they are used to."

"In Scottsville?? I'd really only recommend Lovin Oven ..."

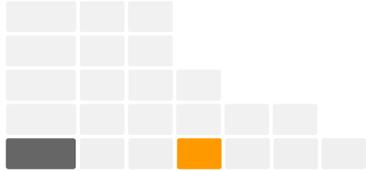
Consistent Restaurants

For residents of Scottsville, the restaurant scene is a great source of community and entertainment. Anxiety exists regarding whether or not these restaurants will be able to "make it" or stay.

"There is a lot of retail leakage in the area, so it's important that we focus on that."

"I really hope the new wine bar can make it."





Food-Up Front

Advocate and work with stores to identify and move healthy food up near the entrance.

Kids Cooking

Teach nutrition by creating cooking classes for those in the Boys & Girls Club every other month.

Equitable Markets

Invite vendors to provide extra discounts at the Farmers Market to SNAP participants.

Food for You & Me

Open up a kitchen once a week for people to learn how to cook a meal for themselves and then someone else.

Healthy Food Badge

Work with a nutritionist to label healthy restaurant food options.

Food Assistance

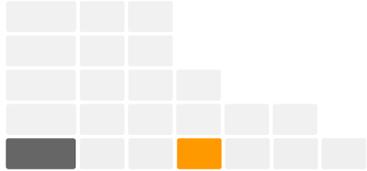
Create a resource list for food assistance programs.

HEARR Guide

Develop a guide and map of important health related resources in the area.

Food Bank Meetings

Coordinate a meeting with local food banks to identify overlap in strategies.



Local Food Workshop

Create a workshop that teaches people to grow and sell their own vegetables.

Falling Apples

Plant apple trees (or other fruit trees) throughout the area for people to eat from.

Meet-a-Chef

Invite a chef to come to a local establishment to cook healthy options for the community.

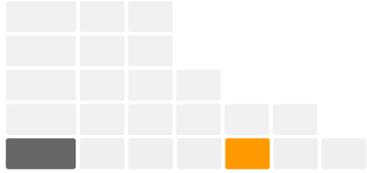
Local Food at Local Restaurants Day

Set up a day dedicated to serving healthy food options at a discount at all the restaurants in the area.

The Community Cookbook

Invite community members to contribute recipes, work with chef & nutrition to ensure their nutritional value, and share back with the community.

SLEEP OPPORTUNITIES



Noise Ordinances

Create noise ordinances for areas that are typically noisy at night.

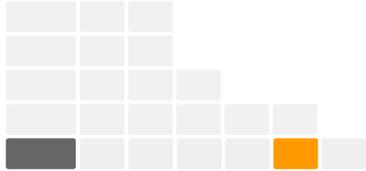
Sleep Hygiene Education

Start a sleep hygiene course at the local library for families, and others.

School Start Times

Work with administrators and school boards to push back school start times.

HOUSING



Options for the Middle

There are few options for individual family homes, which may limit growth in the area for those willing to move in and start families.

“I wish there were more options in the 200 - 300 dollar range.”

“This area is staging point for some younger folks. There isn’t much permanent, affordable housing for them.”

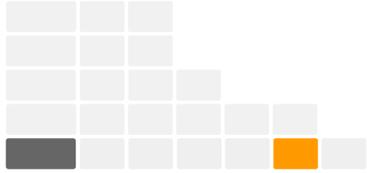
Affordable, Integrated Housing Options

There is a lack of affordable rental housing for those that really need it. When it is available it doesn’t seem to be inclusive of whites, blacks, and young.

“Affordable housing is a problem in the area, especially for some people in the low income bracket.”



HOUSING



Poor Internet Service

Many people wish the internet was faster and more reliable. People feel it causes some groups, especially people who work from home, to think about living in other locations.

“I’ve heard the internet is going to get better, but I don’t really know when.”

“If the internet isn’t good, it will probably be hard for us to get younger people to the area.”

Disruptive Housing

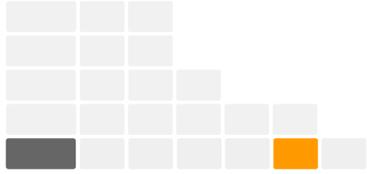
There is a general feeling of angst and concern when houses don’t match the town’s aesthetics or are not kept up to a certain standard.

“There are 2-3 vacant houses up the street that are annoying me.”

“Housing is great, but the ‘slumlord’ in the area could help the neighborhood feel better.”



HOUSING



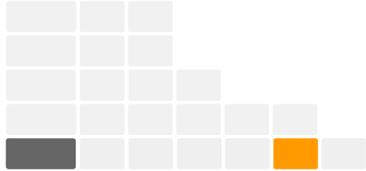
Sustainable Growth

Most people want growth to some extent, but are worried it will take away from the reasons why they live here - it's quaint, historic, and quite.

“Go see Crozet .. no one wants that”

“I would love to see more options, but I don't want the traffic to go up.”





Locally Designed Housing Rules

Create aesthetic guidelines for local buildings to abide by.

Beautification Committee

Create a committee to identify and give out awards for citizens and businesses who are doing their part to make the area beautiful. (eg. Beautiful yard, garden, Nice storefront, etc.)

Service Provider Expansion

Create an audit of service providers to increase high speed internet access in the area.

Internet Hot Spots

Create community high-speed internet hot spots paid for by the county/city.

Tire Plant Shared Housing

Develop a plan for community housing for assisted living and youth to live together in the same building.

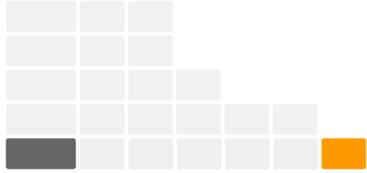
Architecture Student Collaboration

Ask architecture students nearby to help to design small and compact modular homes, or other housing solutions.

Sustainable Growth Measures

Create a simple guidance tool for town growth projects to ensure development meets community desires and expectations (e.g. keeps town quaint, low noise, opportunities for walking, etc.)

EXERCISE



Equitable, Access to Nature

There is a general understanding that there are enough nature trails in the area, but access to these have room for improvement.

"We used to have more park clean up days and activities to get people outside."

"It's really hard to know where to go and get into some of the parks ... it would be great to have an entrance behind the brewery."

Exercise Facility Availability

It's frustrating for people that there isn't an exercise facility in the area that offers the verity and cost they are looking for.

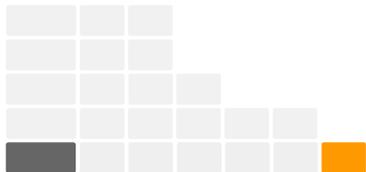
"I got to Planet Fitness, and I wish one of those were here."

"The gym around the corner is too expensive and there is no one on duty in case something bad happens."

"I use equipment in my home because it's easier than paying to go somewhere far away."



EXERCISE



Collaborative Exercise Options

Citizens want easier ways to exercise or go outdoors as a group because currently there are limited options to do so.

“The yoga studio is great, but there used to be activities for people at the school that I really enjoyed as well.”

“There seems like there could be more clean up activities or exercise options in the park.”

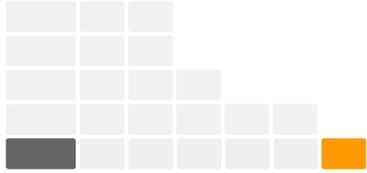
Trying to Survive

Some individuals in the area are just trying to survive to feed their families and work, so exercise really isn't at the top of their list.

“For those trying to survive, exercise is just an added to-do item that people don't want to pay attention to.”



EXERCISE



Exercise Variety

Many people find it challenging at times to explore exercise interests such as golfing, biking, and water sports in the area.

"I wish it were easier to get in and out of the river. Like ... why is it so hard to get to the boat landing?"

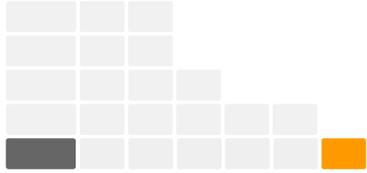
"I like biking, but I usually drive somewhere because the roads are too dangerous around here."

"If there were a new exercise facility, I would definitely want a place to hit golf balls."

"The fishing is great around here ... it's nice that they keep this pond stocked."



EXERCISE OPPORTUNITIES



Walking Trail Connections

Develop walkable connections between all the trail systems

Water Access

Create a park on the other side of the river with access to the James River.

Hiking Trail Maps

Create a map of the trails & add signs along the walking trails in the area.

Trail Access

Create two more access points for the local trails near the area.

Exercise Facility

Create a plan for a co-op exercise facility in one of the older buildings.

Neighbor by Neighbor Exercise Classes

Create a community exercise and dance class that's free for everyone to participate.

Walking Buddy

Assign walking buddies for those individuals who participate in the senior living facility.

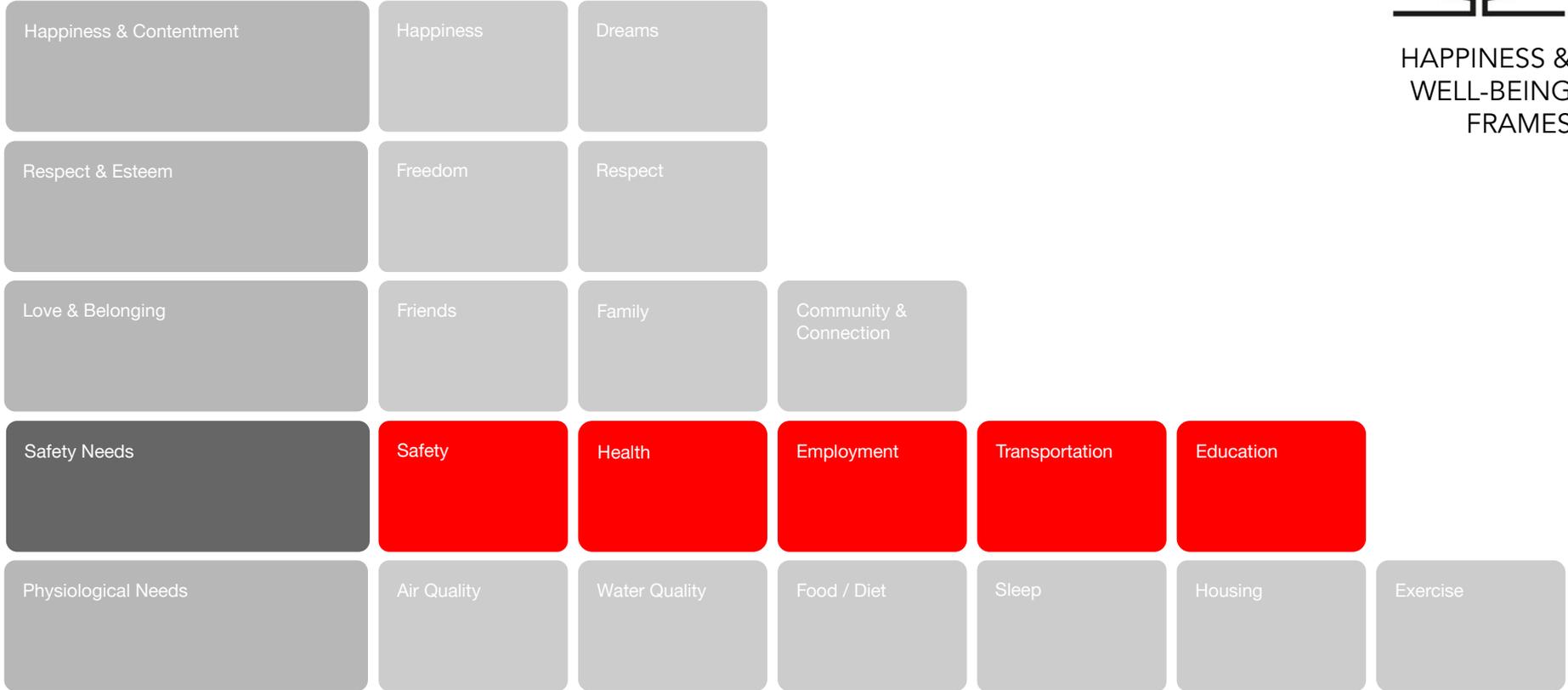
Exercise Options

Create a guide for different types of exercise options in the community.

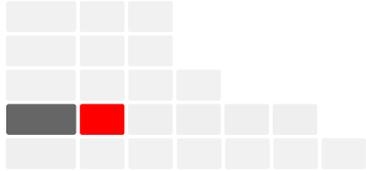
FRAMEWORK



HAPPINESS & WELL-BEING FRAMES



SAFETY



Keeping Doors Unlocked

Citizens want to continue their habits of keeping their doors unlocked and feel safe in the area.

“Someone stole a flower from my front porch once.”

“We always leave the door’s unlocked ... it’s not like we have anything worth stealing.”

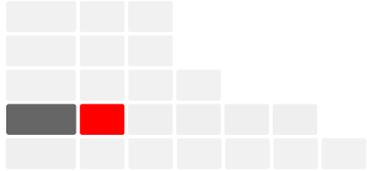
Police Visibility

Citizens want police officers to be more visible in the area because it provides a sense of security and connectedness.

“I don’t see the police as much as I used to and that makes me weary.”

“If I could do something, I would make sure the police are more visible in the area.”





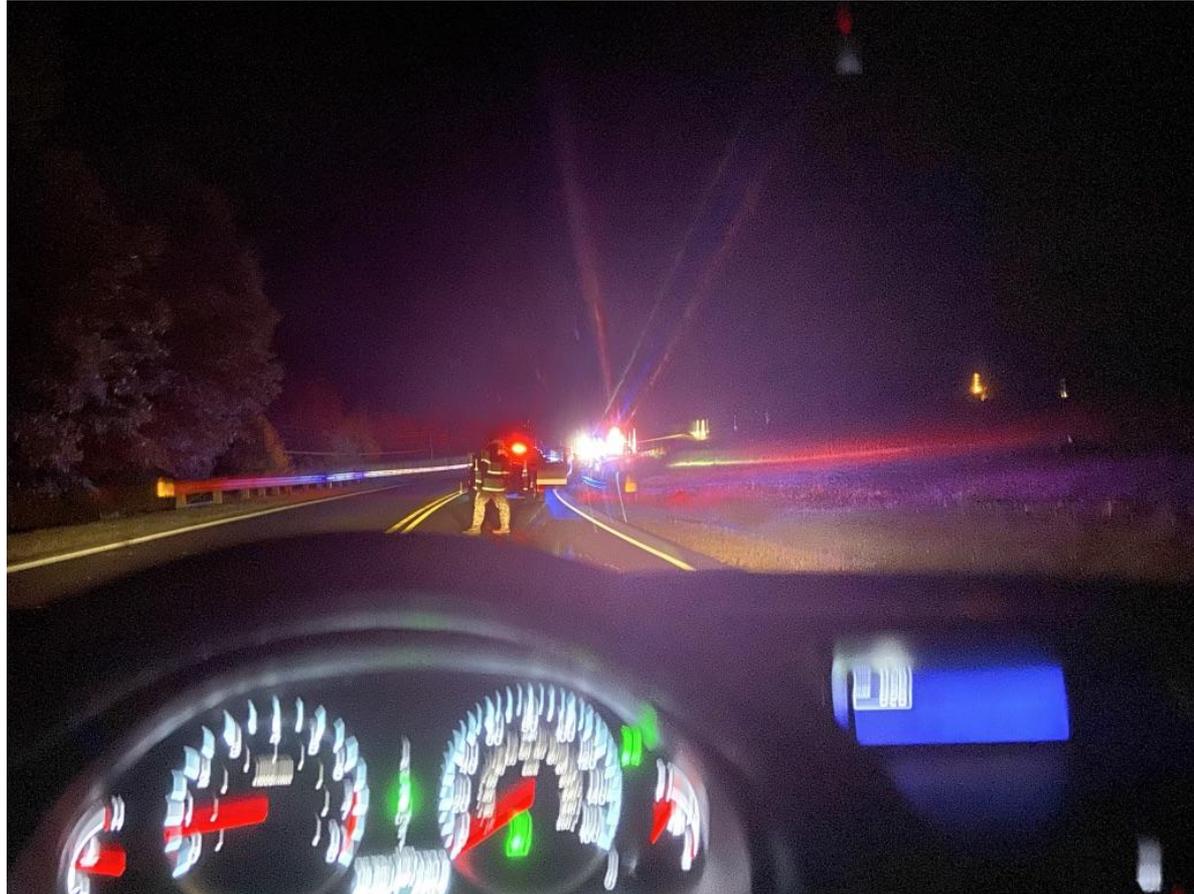
Concerns About Road Safety

Citizens feel that some of the roads are unsafe to be around and drive causing people to stay away from some activities.

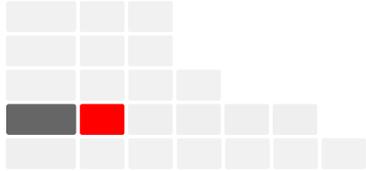
“I try not to drive on 20 at night ... do you know that there are several crashes a year on that road?”

“When I get my mail in the morning, I am really careful because I don't want to get hit by a crazy driver”

“I don't feel like I can walk on some of the roads. There really isn't a safe place to be when the speed limit is so high.”



SAFETY OPPORTUNITIES



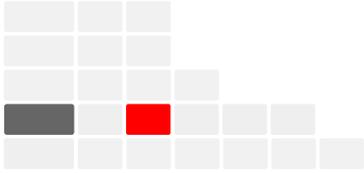
Police Paperwork Locations

Ask the Scottsville/County police to spend time charting or completing paperwork at different locations throughout the area (e.g. Yancy).

Safe Driving Tips

Provide updates to the community via Facebook, etc. about safe driving tips in the area.





Additional Care Availability

Citizens want more convenient access to care because it's frustrating knowing that options in Charlottesville are better, but they have to drive.

"The clinic I like isn't open when I can get to the office usually, and it's only open 3-4 days a week."

"I wish there was a mobile clinic where I could get my blood pressure and other items checked every few months."

Lack of Senior Medical Care

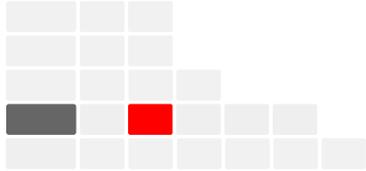
Care for the elderly is a challenge for caregivers and the elderly in the area because there is very few options for support.

"Better healthcare for the elderly, would probably be good."

"I've been thinking about leaving the area mostly because I want to be closer to facilities with full time care options."

"I wish there were a PACE clinic in the area to care for the whole person ... including transportation."





Needing Emergency Resources

Citizens feel that there is a need for more EMS services because it makes people nervous that they may not be able to get urgent medical care.

"I am a little worried that if my kids need to go somewhere quickly, they won't be able to."

"I feel like sense the EMS squad fell apart, there really isn't a great way to get emergency care. We accept that there could be a 40 minute drive."

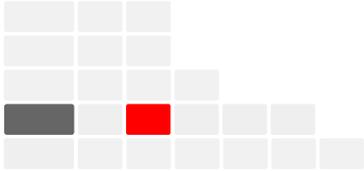
Lacking Insurance Knowledge

People feel that one of the main barriers to access to care in the area is a lack of understanding or use of insurance.

"I wish there was someone who could walk me and other seniors through this insurance process."

"There is an invisible financial barrier to care, and that's insurance."





Wanting Holistic Care Options

Medical care in the area is perceived to only be surface level, leaving people to worry that other health issues are not being handled.

“There are several behavioral issues in children that need to be addressed with medical help.”

“There should be a broader focus on healthy eating and exercise.”

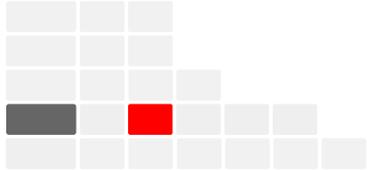
Smoking Impacts Some Areas

Although much has been done in the area, smoking is still common and causes some concern among residents.

“Smoking is still an issue in many of the surrounding counties.”

“I get really worried when other parents smoke around my kids at the playground.”





Mobile Visit

Mobile visits every quarter to the Farmers Market and the local grocery store.

Healthcare Hours

Ask local providers to extend their weeknight and/or weekend hours.

Telemedicine

Ask local providers to assess the need for a telemedicine program in the area.

Program for All Inclusive Care for the Elderly (PACE)

Investigate the possibility of developing a PACE program in Scottsville.

Community Paramedic

Collaborate with the county to have one volunteer to be available to stabilize emergency responses.

Insurance Ambassador

Consider having a “benefits manager” in the community for those who don’t understand how to get insurance.

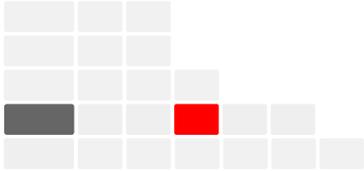
Community Smoking Cessation Program

Collaborate with an existing smoking cessation program to offer a program to those in the community.

Monthly Nutritionist

Ask the community doctor’s office if they would be willing to have a nutritionist to come every month for appointments.

EMPLOYMENT



Work From Home Movement Increasing

Many people feel that there is a new work from home and entrepreneurial movement, and the area is still learning how to support these individuals.

“A lot of younger people work from home now ... they just need good internet.” - Up and Comer

“There are lots of opportunities for entrepreneurs to move in. The times are changing.”

“The small businesses in the area don’t really have a great place for shopping or printing.”

Lacking Large Employers

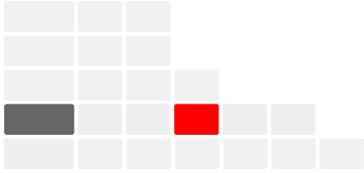
People feel that the area doesn’t have enough jobs for people to support themselves and the future growth of the town.

“There used to be a quarry with jobs, and now there is almost nothing.”

“We really need more jobs in the area to promote growth and just sustain the place.”



EMPLOYMENT



Employers & Receiving Benefits

Many jobs in the area don't offer insurance benefits, causing concern among some that people can't access things like healthcare.

"Most jobs don't have benefits. This makes it really difficult for people to have access to things they need, like medical appointments."

Workforce Supply & Dynamics

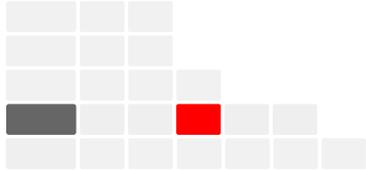
There is a general perception that the workforce in the area is spotty and has a lower than normal work ethic.

"Good help is hard to find. It seems like local folks really don't want to work that hard"

"The Tavern has a high turnover rate. People just don't want to work for some reason."



EMPLOYMENT OPPORTUNITIES



Co-Working Space

Develop a small co-working space in Scottsville with computers, internet, and office space.

UVA Entrepreneurship

Start discussions with UVA to see if they would be willing to have entrepreneurship students work with the town.

Small Business Tax Cuts

Provide tax cuts to help encourage small businesses to come to the area.

Health Insurance Co-Op

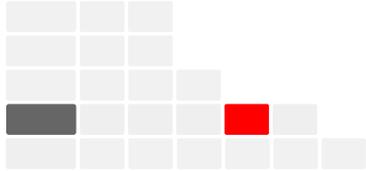
Reach out to health insurance co-ops to see if that would be a viable insurance option for those in the community.

Community Job Board

Create a job board for community members to find the best local people to do work.

Indoor Farming Employer

Use the space in the old tire factory to have the largest indoor farming establishment in the region.



Stress of Commuting

Most people wish services were closer because it's stressful to be communicating such long distances on a daily basis.

"Traveling can cause a lot of stress ... sometimes I wish there was a carpool or something for my kids."

"You can't really survive in this area without a car."

Lack of Access

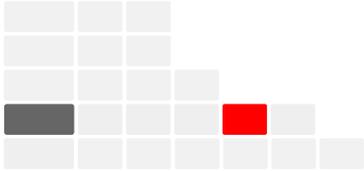
People feel that more transportation options are needed because Jaunt and private transportation doesn't meet all the needs of the community.

"Jaunt comes on a daily basis, but the options are so limited. I used to drive my neighbor around quite a bit."

"The elderly particularly don't have much freedom to get around, especially if they can't drive."

"Some of my patients share vehicles, which presents a challenge when they are trying to pick up medications. Sometimes we deliver on the way home."





Traffic & Parking Perceptions

Traffic is perceived to be dangerous and a disruption to some daily activities, especially in town when loud trucks pass downtown and when people can't find parking.

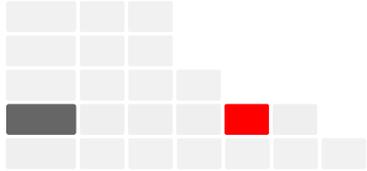
"Tucks coming in and out of the city are really frustrating ... at one point there was a bypass proposed, but I don't know what happened to that."

"I am really worried that the traffic will just increase if the town starts to grow."

"Sometimes people can't even find parking because visitors either take up all the spots or locals do."



TRANSPORTATION OPPORTUNITIES



Carpools

Establish a carpool system for the young families in the area to get to and from school and other activities.

Jaunt Expansion

Ask Jaunt if they would be willing to create a more flexible “cab driver” system for senior citizens.

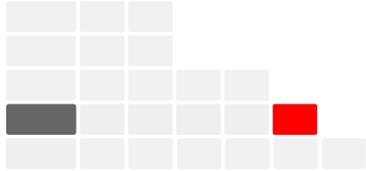
Designated Parking

Hold a few parking spots in downtown Scottsville on the main street for visitors to stop in to shop.

Park Expansion

Designate parking near the entrance to the parks for easy accessibility.

EDUCATION



Disparities Between the Have and Have Nots

Citizens want there to be less inequality in the quality of the educational systems because it's frustrating that some kids are not getting all that they might need.

"Private schools seem to be popping up in the area for those that can afford it."

"There is a larger home school network ... they have a facebook group and meet at the library often."

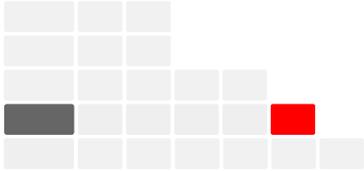
"You learn alot from your peers, so if the diversity isn't there, what are you learning?"

Opportunities to Learn About the Arts

People feel that there could be more options for children to experience the arts, but these opportunities are not always supported.

"I wish the kids in Buckingham were able to go to the Symphony, but the county didn't want to pay for the trip."





Learning Important Life Skills

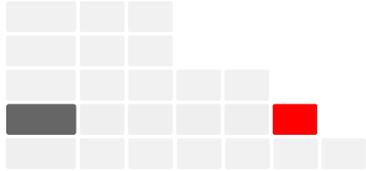
Citizens feel that life skills are not being taught at home or in the educational system, which causes worry about the future generations in the area.

“There could be more public health classes and classes in the area on basic financial skills or money management skills.”

“Sometimes it seems like the schools just seem to be checking boxes in certain areas, so the kids aren’t learning what they need.”

“A mentor program for young adults would be great within the community.”





School System Resources

Create a document that outlines the pros/cons and differences between the school systems in the area.

Combined Field Trips

Ask a few schools if they would be willing to co-run field trips to Richmond or Charlottesville to go to art & culture related locations (science museum, history museum, etc.)

Community Mentor

Ask a few individuals if they would be willing to be a mentor to younger folks in the Boys & Girls Club.

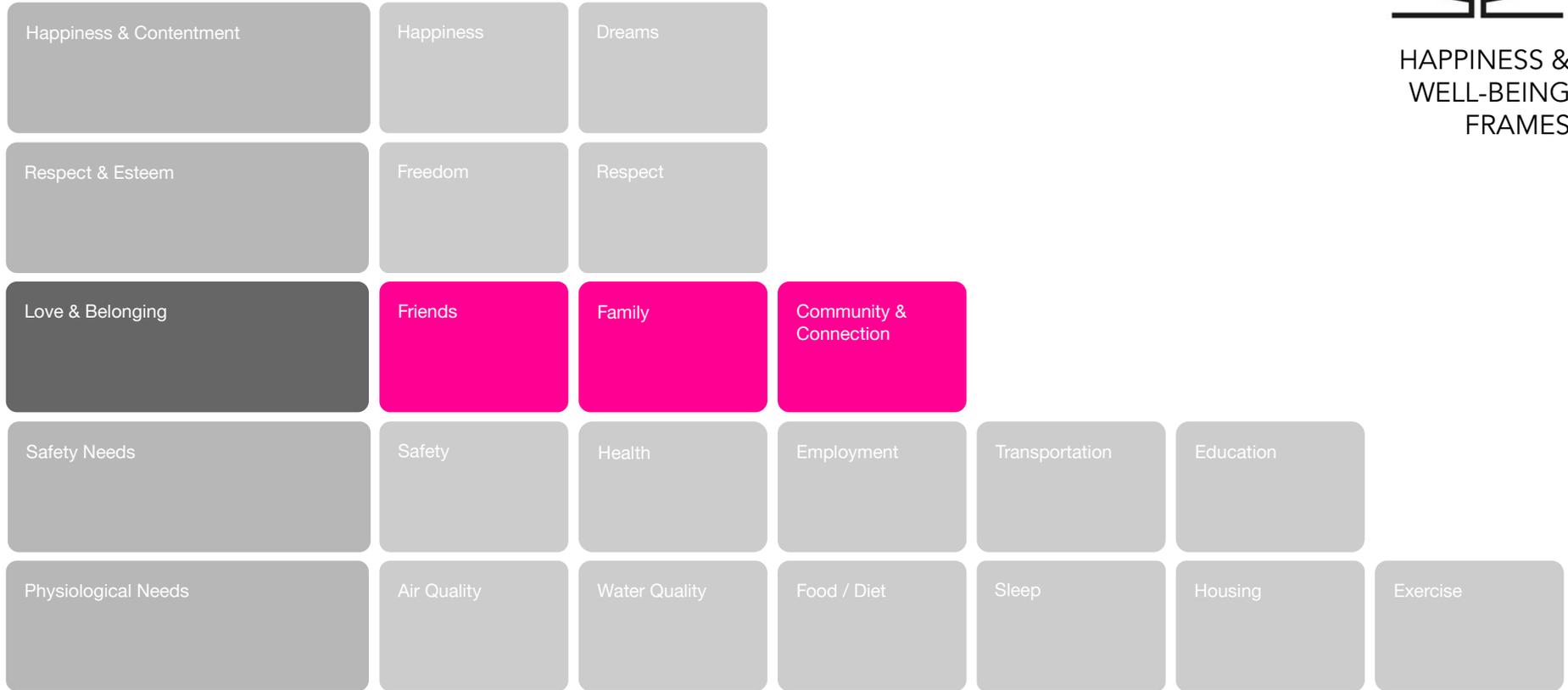
Life Skills For All

Start a life skills class at the library.

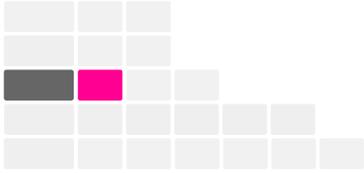
FRAMEWORK



HAPPINESS & WELL-BEING FRAMES



FRIENDS



Making Friends

Most people living closer to Scottsville perceive it to be easy to make friends in the area, as people are warm and welcoming.

“When I came back, I felt like I was welcomed back into the church community.”

“People feel really friendly in the area and everyone knows each other.”

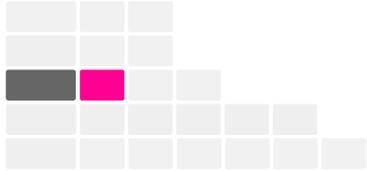
Isolated Loneliness

It’s perceived that some groups who are low-income or elderly have a hard time feeling connected and suffer from loneliness and isolation.

“People seem to be pretty connected here, but quite a few people are isolated and lonely. It’s easy to get into that space.”

“When you get outside of town, it becomes very difficult to connect with others and create relationships.”



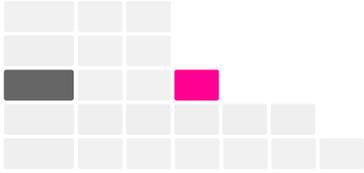


JABA Expansion

Investigate offering JABA two days a week instead of just one.

Game Night

Ask a restaurant/coffee shop/etc. if they would be willing to offer space for game night on select days for seniors and the community.



Systems of Connection

Social systems or places of connection exists, however there are opportunities for these systems to be more open so that everyone no matter their age, income, or race can participate.

“Some groups need to be pulled together closer”

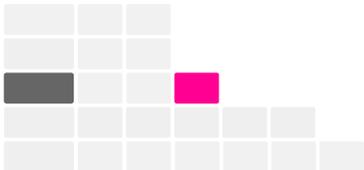
“Schools bring a lot of people together, but these spaces seem to be declining ... Victory hall and the rescue squad area isn’t used much anymore.”

“There probably needs to be a better place to foster diversity.”

“Churches seem to be declining in attendance, so there is a gap in where and how people meet and socialize.”

“There used to be big concerts that brought the whole community together.”





Getting Involved

There are many opportunities to get involved in the community; however this isn't always easy because it's often hard to know what's going on in the area and what might fit people's interests.

“Community feels like family. If I were to recommend to people how to get involved I would say go to school and get a dog.”

“Great community and I learn alot about things through Facebook.”

“I learn about what's happening in the community through the free paper most of the time.”

Youth Activities

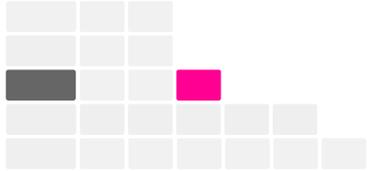
There is a general perception that youth in the area struggle to find activities that may interest them. People believe these activities would bring diverse families closer together.

“Kids really struggle here in their teens ... they usually want to go to Charlottesville.”

“Something for kids to do could bring more parents and families of diverse backgrounds together.”



COMMUNITY OPPORTUNITIES



Annual Concert

Bring in bands, plays, and/or dance performances in the summer for a concert open to all citizens in the area.

Book Club

Start a few book clubs / discussion groups that are publicized online and in the newspaper.

Game Room

Create a small game room in the community for the kids to use on the weekend.

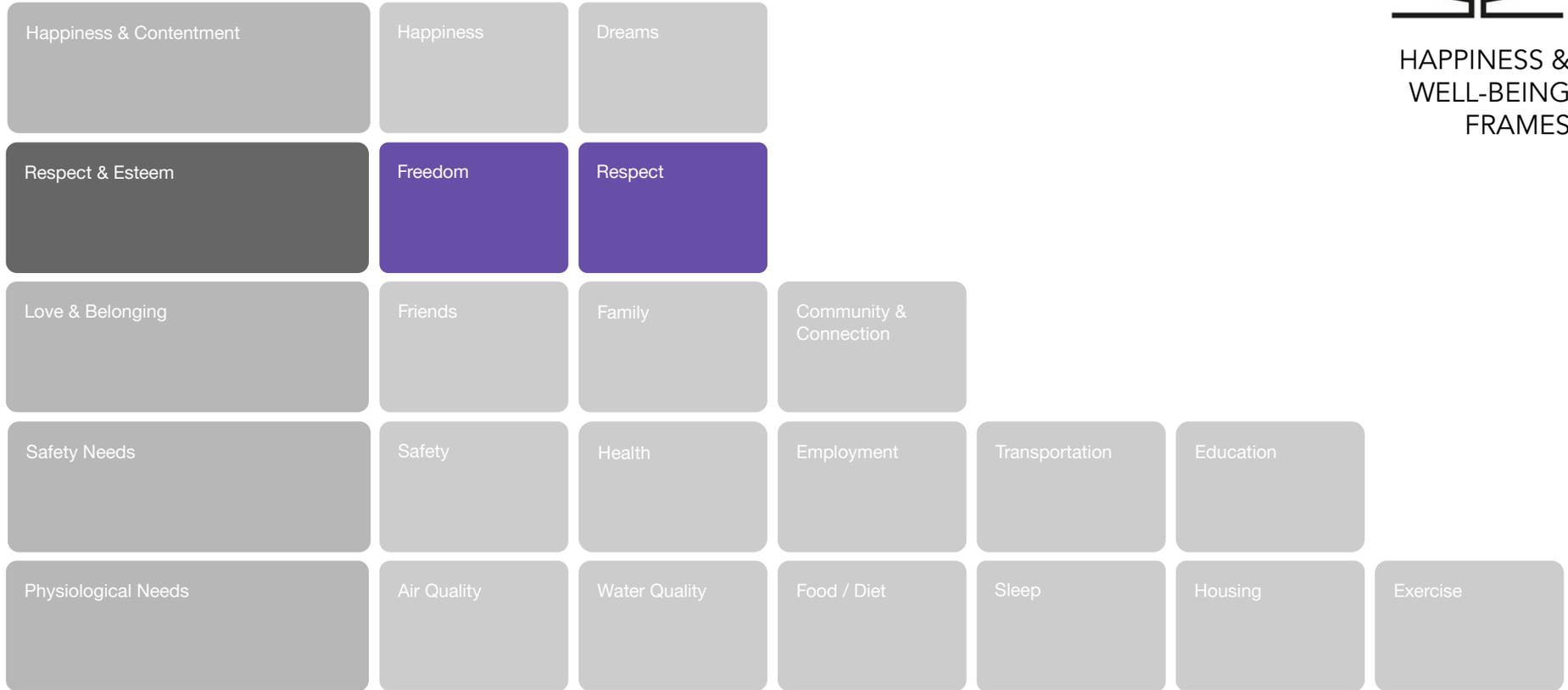
4-H Chapter

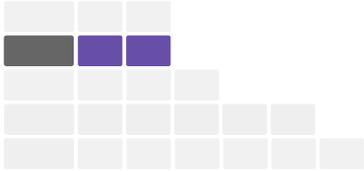
Start a local 4-H chapter in the area.

FRAMEWORK



HAPPINESS & WELL-BEING FRAMES





Gap Between Young & Old

There is a sense of disconnect between young and old citizens in the area, which often leaves people feeling with a sense of discontent.

“Young and the old are not connecting like they should.”

“It seems that young people in the area really don’t respect elders and oftentimes they don’t volunteer their time.”

Feelings of Respect

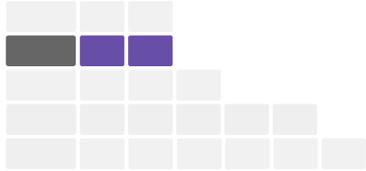
People feel that there is a sense of respect for each other in the area; however, there is still room to improve open communication.

“I feel like for the most part people respect each other ... there are definitely some differing political opinions in the area though.”

“Some people say whatever is on their minds, which isn’t always a good thing though ... basic communication skills”

“The LGBT community is growing and that’s a good thing.”





Recognizing Diversity

Citizens acknowledge the history of racial tension in the area and feel that progress has been made. However, people are cautious to spend time in historically white and/or black neighborhoods.

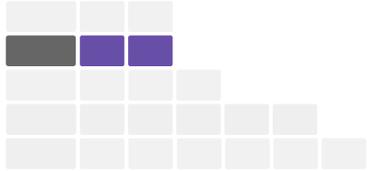
“Some people still make racially charged comments which can be a challenge.”

“There are definitely still some issues with race in the area and a divide between where people socialize.”

“The program between the African American churches and the white churches helped bring these groups together.”

“In April I received my degree recognition because when I went to college women of color were not allowed to be recognized ... “





Empathy Training

Ask a local college if they would be willing to teach an empathy training class to kids at the elementary school.

Kindness Day

Consider creating a campaign in the community around random acts of kindness.

Know Your Neighbor

Create a volunteer day for people to help out in different parts of the community they may not have spent much time in.

Discussion Group

Hold a meeting with local leaders to discuss diversity in the area.

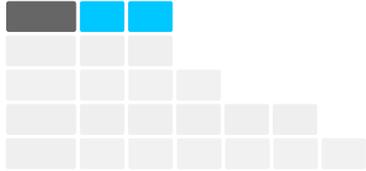
FRAMEWORK



HAPPINESS & WELL-BEING FRAMES



HAPPINESS & CONTENTMENT



Awareness of General Advantage

There is a general sense that people are happy living here; however there is recognition that happiness and contentment are not equally distributed throughout the area.

“Some people are happy, but definitely not everyone.”

“There is a lot of financial stress here impacting people’s happiness.”

“Most people are happy, but some people are lonely or they don’t know how to deal with their emotions.”

“I am happy because I have a healthy family and I like where I live. That said, I know a lot of people are struggling here.”

Community at the Heart

People state different factors on why they are happy but they overwhelmingly focus on feeling connected and supported by other people in the area.

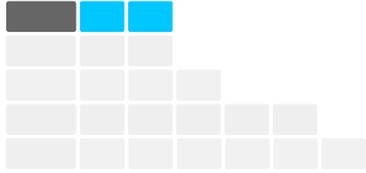
“My connections with others really make me happy.”

“I am really happy but I am still really struggling with my husband’s death. It’s a blessing to have my brothers around to support me”

“People seem to celebrate the small things around here, which makes them happy.”



HAPPINESS & CONTENTMENT



Finding Purpose and Feeling Valued in the Community

There is a general perception that people's well-being/contentment in life focuses on being able to contribute to and be apart of the community. That said, there is still a recognition that it's difficult for some to contribute to the community in meaningful ways due to a lack of time or connections.

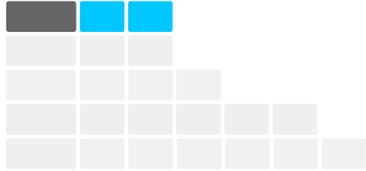
"People seem happy here, but there isn't always much for people to do and strive towards outside of just trying to survive"

"People seem happy here ... they have an impact, great community, and have a passion for there work."

"Fast food mentality with happiness is becoming a problem."



HAPPINESS & CONTENTMENT OPPORTUNITIES



Happiness/Well-Being Measurement

Work with a well-being organization or educational institution to develop an annual measurement scale for well-being and happiness of citizens in the area.

Well-Being Communications

Start using well-being and happiness verbiage in communications with the goal of having Scottsville become one of the happiest & healthiest places to live in Virginia.

Roles in the Community

Create more volunteer roles for individuals in the community.

Concepts

This section provides an overview of where we focused our designs and a detailed outline of seven concepts that address the primary opportunity areas identified by citizens and by the HEARR team.



HAPPINESS & WELL-BEING FRAMES



After a prioritization exercise with the HEARR team and the MMSZ team’s analysis of interviews, we created seven concepts to build out in more detail.



**Co-Working
Scottsville**

**Cooking fresh,
eating well**

**HEARR
Guide**

**Neighbor by
Neighbor Exercise**

**Local
Growth**

**The Service
Brigade**

**Around Town
Clinics**

CONCEPT : ARTIFACTS

The following slides include concept boards, storyboards, and inspiration pages for each concept.

CONCEPT

NAME
Co-Working Scottsville

PRODUCT & SERVICE DESCRIPTION
Jobs are important but can be difficult to come by in Scottsville, often requiring people to drive to Charlottesville, and remote work is difficult because of lack of internet access.
Co-Working Scottsville is a small space in Scottsville with computers, internet, and office space. Supporting small business, remote working, etc.
(Can you repeat the product and include in a sentence? Can you give the concept a name? Can you give it a tagline?)

SKETCH



Internet Access Cafe Like Space Community Meetings

BENEFITS / FEATURES
(Can you think of other uses for the new concept?)

- Space is open 7 days a week and can be booked online.
- Funding support from University of Virginia or other local University.
- Could host business workshops and encourage entrepreneurship.
- Open space for community groups, clubs, reading groups to meet-up in.

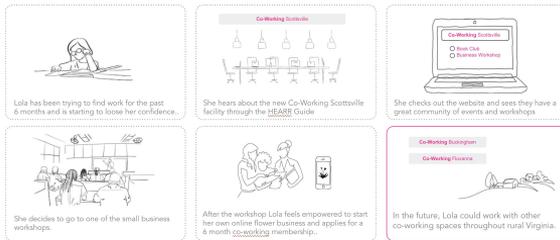
(How do you envision how each point, etc...)

Masamichi Souza

Concept Board

This page shares a basic overview of the concept and its potential benefits

STORYBOARD



Lula has been trying to find work for the past 6 months and is starting to lose her confidence.

She hears about the new Co-Working Scottsville facility through the **HEASE** Guide.

She checks out the website and sees they have a great community of events and workshops.

She decides to go to one of the small business workshops.

After the workshop Lula feels empowered to start her own online flower business and applies for a 6 month **co-working** membership.

In the future, Lula could work with other co-working spaces throughout rural Virginia.

(Can you tell the story of the Problem, our solution, and what's best for the user/individual?)

Masamichi Souza

Storyboard

The storyboards share how these concepts might work and how people would engage with them.

INSPIRATION



Why Small Town Co-Working is a Great Idea, and How to Get Started

"If you are trying to encourage the creation of new small businesses in your town, coworking is a smart place to focus."

"Coworking spaces aren't just for work. They are places where members network, learn and socialize together."
- Emergent Research

<https://smallbusiness.com/trends/small-town-coworking/>

NextSpace Co-Working

NextSpace is a co-working space in California whose mission is to create vibrant, highly engaged communities where our members feel connected and supported to do their best work. They employ a community manager and coordinator to help with programming, etc.

<https://pacifcoworkplaces.com/nextspace-coworking/>

Center for Rural Affairs

Is your community "entrepreneurial"? Do you welcome and encourage small business existence and development? In rural areas, small businesses drive the economy. Yet it's not easy to start a business - they often begin on a "wing and a prayer."

<https://www.cfa.org/renewrural/entrepreneurial-communities>

Masamichi Souza

Inspiration

Areas where we got inspired from real-world examples or different iterations of our concepts

CONCEPT : Co-Working Scottsville

NAME

Co-Working Scottsville

Can you give the concept a name? Can you give it a tagline?

PRODUCT & SERVICE DESCRIPTION

Jobs are important but can be difficult to come by in the area, often requiring people to drive to Charlottesville, and remote work is difficult because of lack of internet access.

Co-Working Scottsville is a small space in Scottsville with computers, internet, and office space. Supporting small business, remote working, etc.

Can you explain the problem and solution in a sentence?

SKETCH



High Speed Internet Access

Can you draw a picture of the new concept?



Cafe Like Space



Community Meetings

BENEFITS / FEATURES

Space is open 7 days a week and can be booked online.

Funding support could come from local government or possibly University of Virginia or other local University.

Could host business workshops and encourage entrepreneurship, as well as connect people with remote working opportunities.

Open space for community groups, clubs, reading groups to meet-up in.

Benefits, features, key touch points, etc...

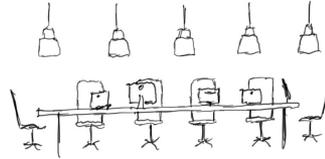


STORYBOARD : Co-Working Scottsville

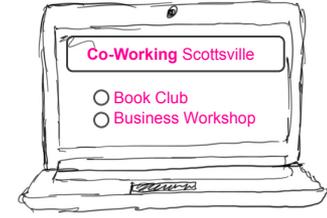


Lola has been trying to find work for the past 6 months and is starting to lose her confidence.

Co-Working Scottsville



She hears about the new Co-Working Scottsville facility through the HEARR Guide.



She checks out the website and sees they have a great community of events and workshops.



She decides to go to one of the small business workshops. She loved the free high speed wi-fi.



After the workshop Lola has met new friends and advisors, and feels empowered to work on her own flower business.

Co-Working Buckingham

Co-Working Fluvanna



In the future, Lola could work out of other co-working spaces throughout rural Virginia.

Can you tell the story of the Problem, our solution, and what it does for the users resolution?





Why Small Town Co-Working is a Great Idea, and How to Get Started

“If you are trying to encourage the creation of new small businesses in your town, coworking is a smart place to focus.”

“Coworking spaces aren’t just for work. They are places where members network, learn and socialize together.”
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<https://pacificworkplaces.com/nextspace-coworking/>



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<https://www.cfra.org/renrewrural/entrepreneurial-communities>



CONCEPT : Cooking fresh, eating well

NAME

Cooking fresh, eating well

Can you give the concept a name? Can you give it a tagline?

PRODUCT & SERVICE DESCRIPTION

Fresh food can be difficult to find, and people aren't always sure how to cook in a healthy fashion.

Cooking Fresh, Eating Well is a service that invites a different chef to give an easy and fun cooking class, focusing on healthy, local comfort foods, every week at the local farmers market.

Can you explain the problem and solution in a sentence?

SKETCH



Invite



Chef doing class



Can you draw a picture of the new concept?

BENEFITS / FEATURES

Chefs invited from local restaurants in the area or from out-of-town (Charlottesville) to come and teach healthy cooking.

Benefits, features, key touch points, etc...

Two types of classes offered: a free demo or a paid workshop.

Invite people to join the classes at various local venues (Food Lion, Luckys, and local restaurants, etc).

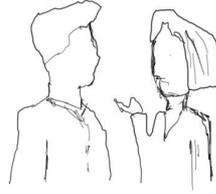
SNAP benefits could be used to buy ingredients, and then people could go to the demo and leave with a meal that they have cooked.



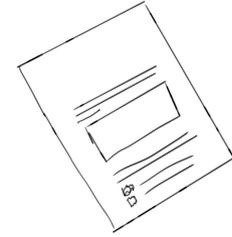
STORYBOARD : Cooking fresh, eating well



Molly doesn't cook very healthfully at home and usually buys processed foods.



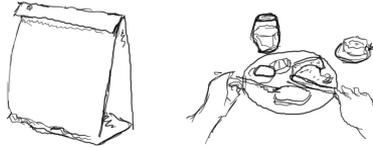
Molly hears from a friend, Frank, who also has SNAP that there is a new nutritional cooking class offered.



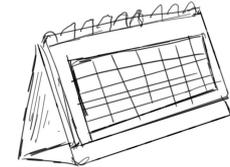
The next demo is at the local Farmer's Market with a chef from a local restaurant, so she decides to go with Frank.



Molly learns some nutrition and cooking tips at the demo and meets new friends trying to get healthier.



Molly feels empowered by knowing how to cook healthier and was excited to take home some new meals for her family.



In the future, Molly runs her own monthly nutritional cooking classes near where she lives to share what she has learned.

Can you tell the story of the Problem, our solution, and what it does for the users resolution?



Loudoun Hunger Relief (LHR)

For 26 years, Loudoun Hunger Relief (LHR) has served as Loudoun County's primary emergency food pantry. They provide fresh groceries and nutritional meals for those who need it. Through other network partners they also offer nutritional cooking classes.

<https://www.loudounhunger.org/>



From CATCH to C.H.E.F.

A program run in the rural counties of Lincoln, East Linn, and rural Benton in the northwest part of Oregon. Two programs were applied at a local level to provide physical activity, nutrition, and culinary education in the school and community setting.

<https://www.ruralhealthinfo.org/project-examples/841>



Farm Fresh Favorites

The Farm Fresh Favorites cooking class is part of A Taste of Kentucky cooking series presented by The Center for Rural Development's Business & Community Training Center and Kroger Marketplace in Stonegate Center.

<https://centertech.com/event/farm-fresh-favorites-cooking-class/>



CONCEPT : HEARR Guide

NAME

HEARR Guide

Can you give the concept a name? Can you give it a tagline?

PRODUCT & SERVICE DESCRIPTION

There are a lot of services in the area that people are unaware of what is available.

The HEARR Guide is a dynamic list of important health related resources in the area.

Can you explain the problem and solution in a sentence?

SKETCH



Paper & Digital Formats



Community members update yearly



Citizens passing out the guide to new and current residents

Can you draw a picture of the new concept?

BENEFITS / FEATURES

Electronic and paper formats for easy use and distribution.

Includes information about affordable housing, walkable areas, volunteering and events in the community, etc.

Could be kicked off each year with an event to spread the word about local health access, and shared with new community members when they arrive.

Updated by a network of community members and the HEARR group on a yearly basis.

Benefits, features, key touch points, etc...



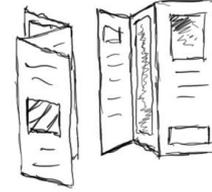
STORYBOARD : HEARR Guide



Sam and Wendy just moved to Scottsville and want to learn more about the community.



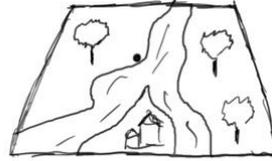
While shopping at a local grocery store, the cashier welcomes them to Scottsville and points out a stand with the HEARR Guide.



They read through parts of the guide and find community volunteer opportunities and events where they can get to know everyone.



Sam and Wendy also learned about a park nearby that they can take their kids to.



Sam and Wendy are really grateful to have the guide, and feel it has helped them become a part of the community.



In the future, Sam and Wendy utilize the HEARR Guide website to request space in the fitness center for their kids birthday.

Can you tell the story of the Problem, our solution, and what it does for the users resolution?



Visit Granby and Get Fresh Guide

A brochure and map built as guide to some of the town's farms, hiking areas and art studios. This map was produced collaboratively by the Granby Agricultural Commission, the Granby Land Trust and the Granby Artists Association.

https://www.granbylandtrust.org/fresh-granby_outdoor_map_lowres.pdf



Welcome to Stockholm

Visit Stockholm is a well-designed, friendly website that allows people to explore maps and activities in and around Stockholm, Sweden.

<https://www.visitstockholm.com/guides/explore-the-surrounding-areas/>



Healthy BR

Healthy BR is a website dedicated to health resources, tips, and activities in Baton Rouge, Louisiana. This was created by The Mayor's Healthy City Initiative.

<http://www.healthybr.com/>



CONCEPT : Neighbor by Neighbor Exercise

NAME

Neighbor by Neighbor Exercise

Can you give the concept a name? Can you give it a tagline?

PRODUCT & SERVICE DESCRIPTION

Exercise tends to not happen because of lack of facilities, or is individualized.

Neighbor by Neighbor Exercise is where small groups can come together to socialize and exercise, and is built around different interest areas for community members.

Can you explain the problem and solution in a sentence?

SKETCH



Start in a meeting space

Can you draw a picture of the new concept?



Group activities

- ✓ Could start in Empty Spaces or Outdoors
- ✓ Meetups Listed in HEARR Guide
- ✓ Exercise paired with local Interests
- ✓ Weekly Meetups

BENEFITS / FEATURES

Led by HEARR committee members or other community members.

Start classes in empty space for indoor warm ups, or meet-up at local restaurants, or parks.

Exercise is paired with an interest group (Bible Read & Walk, Swing Dance night, Wine & Walk, Gardeners warmup, Healthy Potluck, Local 5k Walk & Run, etc.)

Annual celebration for all those that participated and led groups.

Benefits, features, key touch points, etc...



STORYBOARD : Neighbor by Neighbor Exercise



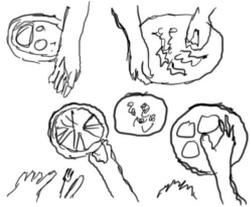
Judith has been walking her dog in the area for years, and has always wanted to go with others.



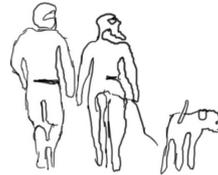
Recently Judith was invited to a potluck where they go for a short walk before enjoying a meal together.



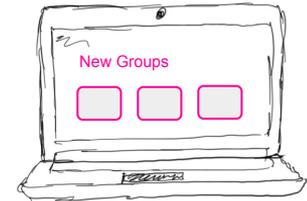
Before everyone eats, the group goes on a 30 min. walk around the area with stops to do simple exercises if people choose to.



After the walk, Judith meets new people while sharing a quick meal together.



Judith had a great time at the event and walks home with a few friend!



In the future, Judith goes to the Neighbor by Neighbor facebook group to set up her own dog walkers meet-up.

Can you tell the story of the Problem, our solution, and what it does for the users resolution?





Albert Lea, MN Walking Groups

In an effort to increase accountability and incentive to get active, community members were encouraged to create informal walking groups. These small groups of 5-10 people, called walking moais, can be found in neighborhoods, worksites, and social groups citywide.

<https://www.ruralhealthinfo.org/project-examples/812>



I Wish I Was In Dixie County Walks

Dixie County Walks is a six-week walking challenge held every fall in northern Florida to encourage the area's rural residents to make physical activity a routine part of their lives.

<https://www.ruralhealthinfo.org/rural-monitor/dixie-county-walks/>



Meet-Ups

Meetup is a service used to organize online groups that host in-person events for people with similar interests.

<https://www.meetup.com/>

CONCEPT : Local Growth

NAME

Local Growth

Can you give the concept a name? Can you give it a tagline?

PRODUCT & SERVICE DESCRIPTION

Opportunities for community gardening are currently lacking, and answering this can be an amazing catalyst for exercise, healthy eating, and beautifying the community.

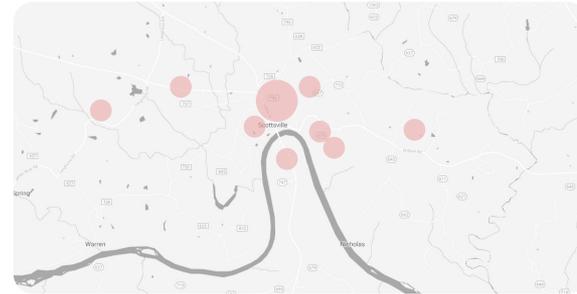
Local Growth creates community gardens near the walking paths and around the local towns that allow people to come and pick herbs or fruit when needed.

Can you explain the problem and solution in a sentence?

SKETCH



Can you draw a picture of the new concept?



Map of all the community gardens and fruit trees planted throughout the area

BENEFITS / FEATURES

Raised beds set up around the town with herbs, flowers, along with some fruit trees.

Areas could be provided by the city or donated by local community members and businesses.

A volunteer group of all ages working together to help maintain the beds.

A visible way for community members to learn more about nutrition through their local food, beautifying the community

Benefits, features, key touch points, etc...



STORYBOARD : Local Growth



Kevin has always wanted his community to be more involved in cooking and eating food from the area.



Kevin's wife recently told him that there are new area gardens that provide fresh, free food to the local residents.



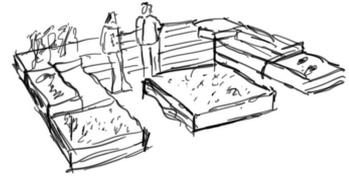
Kevin decides to help volunteer to plant basil in the local gardens throughout the area.



While volunteering one day, Kevin sees a child coming up to him asking what he is doing.



Kevin explains that he is planting fresh basil and the child asks him if he can have some to bring home to their family!



In the future, the gardens grow as a way for individuals from the community to learn about and grow some of their own food.

Can you tell the story of the Problem, our solution, and what it does for the users resolution?



Community Garden Builders

Community Garden Builders is a Vancouver-based social enterprise with a mission to transform vacant property into temporary community gardens and growing spaces.

<https://www.communitygardenbuilders.com/who-we-are>



Local Foods, Local Places in Williamson

In Williamson, West Virginia, Williamson Health & Wellness Center, an FQHC, created a community garden, launches a weekly farmers market, and connected local farmers to food entrepreneurs, and created a hub that launches ideas for healthy living.

<https://www.ruralhealthinfo.org/project-examples/1037>



Moab Community Gardens

Moab Utah is home to a community garden “with plots available for folks who need some land to grow on!” This group of volunteers work to promote and build sustainable, organic community gardens for the benefit of Moab and Spanish Valley Residents. Another volunteer group in the city called the “Gleaners” pick and distribute fruit from local fruit trees.

<https://www.facebook.com/mocomgardens/>



CONCEPT : The Service Brigade

NAME

The Service Brigade

Can you give the concept a name? Can you give it a tagline?

PRODUCT & SERVICE DESCRIPTION

Many elderly citizens have difficulty with transportation for running errands, and feel disconnected with the younger community members.

The Service Brigade invites citizens to befriend, run errands for, and support seniors in the community in various ways.

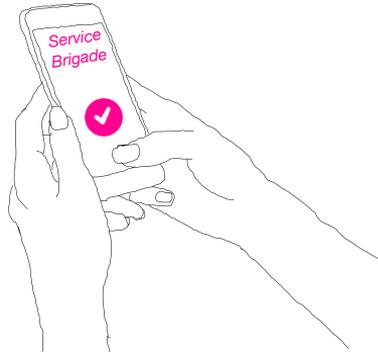
Can you explain the problem and solution in a sentence?

SKETCH



"I'd really like some help with some light housekeeping."

Can you draw a picture of the new concept?



"It feels great to be able to give back and I've made a new friend ... do you need help with anything else today?"

BENEFITS / FEATURES

Pool of younger citizens (e.g. high school +) and others are given schedules and errands for assigned seniors in the area.

Benefits, features, key touch points, etc...

Funding support could come from the Churches and town, to perhaps help with things like gas money for the volunteers.

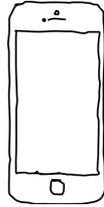
Marketed by local networks, through the HEARR Guide, and newsletters.

Focused initially on friendship, groceries, and medications. Could be expanded to light housekeeping or yard work.

Creates new relationships between the elderly community and the younger generation of the area.



STORYBOARD : The Service Brigade



Joanne heard that there is a new service to order food at the local Food Lion, but doesn't know how to use it.



Joanne spoke with her friend George and heard that someone had helped him figure out how to order from Food Lion.



"Hi could someone come help me with my phone!"

Joanne calls the Service Brigade number and asks if someone can help her.



Sarah answers the call and arrives at Joanne's house later in the day to help her figure out how to order from Food Lion.



Joanne is excited that she was able to meet a new member of the community and learn something new.



In the future, Joanne can call the Service Brigade to assist with home care and medical needs.

Can you tell the story of the Problem, our solution, and what it does for the users resolution?



honor

Honor Home Care

Honor's mission is to help more people live safely at home as they age. In addition to other services, they offer help with personalized care plans and daily activities, such as companionship, transportation, and light housekeeping.

<https://www.joinhonor.com/find-care>



Great Plains Senior Services

Volunteer Companions in North Dakota — provide social engagement and help with household chores.

<https://www.lutheranservices.org/content/lutheran-services-america%E2%80%99s-great-plains-senior-services-collaborative-boosts-senior>



CAPABLE

CAPABLE is a five-month home visit program that helps low-income seniors age in place. This program was developed by the Johns Hopkins School of Nursing.

<https://www.ruralhealthinfo.org/project-examples/1064>

CONCEPT : Around Town Clinics

NAME

Around Town Clinics

Can you give the concept a name? Can you give it a tagline?

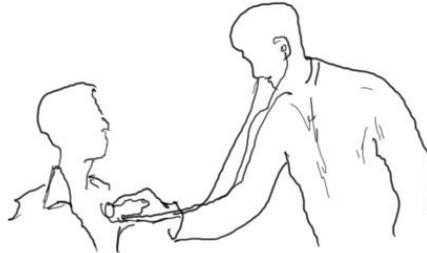
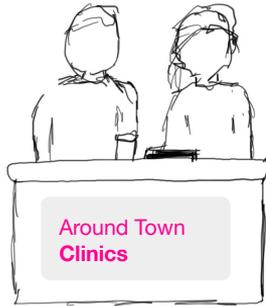
PRODUCT & SERVICE DESCRIPTION

It is difficult to make it to clinics in available hours for simple health questions.

Around Town Clinics are visits from health care providers every quarter to the Farmers Market and the local grocery store for free basic health checks and answering of questions.

Can you explain the problem and solution in a sentence?

SKETCH



Some sponsors could include ...



Can you draw a picture of the new concept?

BENEFITS / FEATURES

Gives more people access to quick healthcare assessments and answering of questions.

Benefits, features, key touch points, etc...

Easy access and free assessments, with accessible hours in visible local spots.

Service could be provided by several different health care provider organizations (UVA, Sentara, and FQHC, etc.).

Can get more people engaged and inquisitive about their health, provide a visible access to other available care.



STORYBOARD : Around Town Clinics

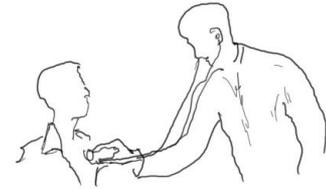


Frank is worried about a cough he has had and wasn't sure if he should go to the doctor.



Around Town Clinics

Frank sees a sign saying that there will be free health check ups at the farmers market that weekend.



He visits the new "Around Town Clinic" and gets a quick recommendation from the provider on site.



Frank was told to take some cough medicine and schedule a doctors appointment if symptoms persisted.



Frank was glad that he could ask someone quickly and informally about his cough without having to schedule an appointment at the Clinic.

Around Town Clinics

Open Every Weekend



In the future, Frank has the option to go to the local Food Lion every weekend for quick healthcare advice from a visiting nurse.

Can you tell the story of the Problem, our solution, and what it does for the users resolution?



RAM Clinics

Remote Area Medical Volunteer Corps (**RAM**) is a non-profit provider of mobile medical **clinics** delivering free dental, vision, and medical care (as well as veterinary services when available) to under-served and uninsured individuals.

<https://www.ramusa.org/>

THE WALL STREET JOURNAL

Pop-Up Health Clinics Fill a Void in Care

A Wall Street Journal article describes the benefit of nonprofits using volunteers to allow patients to see a doctor or dentist - even if it's only for a day.

<https://www.wsj.com/articles/pop-up-health-clinics-fill-a-void-in-care-1455592277>



Cleveland Clinic

Cleveland Clinic's Farmers Market Program

Cleveland Clinic sponsors farmers markets in Northeast Ohio in several locations. The open-air markets are enriched by events and programs promoting healthier lifestyles, like cooking demonstrations and health screenings and check-ups.

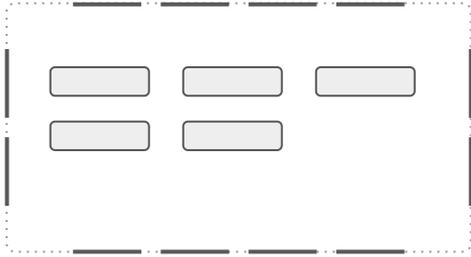
<https://newsroom.clevelandclinic.org/2016/06/01/cleveland-clinics-farmers-market-program-ripens-wellness-crusade/>



Workshop Feedback

This section provides a description of the workshop that we completed and an overview of the feedback received for each concept. We then placed them in order of what the workshop participants ranked as being the most impactful.

PUBLIC FEEDBACK WORKSHOP



Outline

3 - 7 pm EST on Dec. 17th

Stakeholders and citizens invited

HEARR team facilitated

Participants asked to rank & provide feedback

MMSZ team summarized feedback



CONCEPT OVERVIEW

Each concept rank is listed below. The following feedback pages are listed in rank order.

5
**Co-Working
Scottsville**

4
**Cooking fresh,
eating well**

2
**HEARR
Guide**

3
**Neighbor by
Neighbor Exercise**

4
**Local
Growth**

1
**The Service
Brigade**

4
**Around Town
Clinics**

1

The Service Brigade

Many elderly citizens have difficulty with transportation for running errands, and feel disconnected with the younger community members.

The Service Brigade invites citizens to befriend, run errands for, and support seniors in the community in various ways.

VALUE OF CONCEPT

Solves known problems in health, social, and transportation
Inexpensive start-up
Multigenerational is important
Helping to keep EMS calls down and this may reduce cost
Provides much needed services, such as transportation
Extremely valuable.
Don't have to do it on a large scale
Identifies those that fall through the cracks
Another level of safety
Chance for a time travel trip back to what was going on.
Younger people feeling listening to
Builds on concepts of caring through spirituality

What value would this bring to the community?

NEW IDEAS

Beyond smartphones - needs a primitive way to sign up
Set up grubhub or uber to match people to others
Could have small projects for people to work on together ... young people to select
Go directly to the senior center to ask what they need
Recognizing fall hazards and how to fix them ... match with clinical folks
Build out the pen pal program and scale it up .
Collect data from kids on their experience with a program like this
New name --- "Service for Seniors" or "Friends on Wheels"
Have an annual event to bring the kids and the seniors together
Teaching simple internet skills
Pre-K and preschool adopt a senior group
Sharing of life philosophies about respect, etc.
Mentoring going both ways

What new ideas did we learn to improve this concept?

CONSTRAINTS

Marketing and communication
Lack of internet access
Lack of parents encouraging this type of relationship
Breakdown of community ... community breakdown has happened
Getting young people on board.
Energizing the community
Consistency with the individuals.
Transportation
Pride on the senior's part
Background checks and liability
Safety and training

What might you change in this concept to make this happen?

SUPPORTS

Well-functioning churches - could build or continue to grow
Students at the high school could do the projects
Could roll out with a current elementary school project about internet
Meals on wheels ... help to find the people interested in this service
Church youth groups might be a supply
Boy Scouts and Girl Scouts
JABA has two programs (neighbor to neighbor - phone calls and fish program)
Other programs include, JAUNT, 7 rivers day school, and Triple C camp
Use and connect with EMS and social services

What might help this grow and develop?



2

HEARR Guide

There are a lot of services in the area that people are unaware of what is available.

The HEARR Guide is a dynamic list of important health related resources in the area.

VALUE OF CONCEPT

*Draw other concepts together
Many people don't know what's in the area
Could be a one-stop shop
Huge step towards giving an identity to the region
Could help address visibility issues*

What value would this bring to the community?

NEW IDEAS

*Search function (if it's digital) to narrow down what they are looking for
Needs to be some commercial advertising for the guide
Use networks to market the guide (doctors, etc.)
Have real estate agents leave guide at rental properties, etc.
Need a dedicated person to update it every month
Perhaps there is a seasonal theme
Could be a place for people to sign up to volunteer, etc.
Have a banner at the launch
Option to have a live person's phone number on the guide (someone to call)
Needs to be a way for users to know when entries need updating*

What new ideas did we learn to improve this concept?

CONSTRAINTS

*Needs a communication plan
Target audience would need to be identified.
Labor for info collection and maintenance
People having internet connectivity could be an issue.
Needs to be well-designed ... and kept current.
There needs to be a large print version or version for seniors.
Some people will just Google information.
The scope is really important.
Needs to be easy to interpret*

What might you change in this concept to make this happen?

SUPPORTS

*Buy Fresh, Buy Local Guide (Virginia) already exists
Lots of organizations could help distribute info (Churches, libraries, schools)
IRIS (UVA program to help here).
NaborForce App (does something similar, get Liz to help)
Aunt Bertha (does something similar)*

What might help this grow and develop?



Neighbor by Neighbor Exercise

3

Exercise tends to not happen because of lack of facilities, or is individualized.

Neighbor by Neighbor Exercise is where small groups can come together to socialize and exercise, and is built around different interest areas for community members.

VALUE OF CONCEPT

*Promotes exercise and mental health
Affinity groups are important*

What value would this bring to the community?

NEW IDEAS

*Need mix of online and paper versions
Involve Parks and Rec for classes.
To get it started, it's important to front load a group (do it a few times and then publicize)
Use music in the courses ... people love the music component
One site with everything in it ... ??
Publicize what's already available in Scottsville
Could use the gym at the local school for this.
Promoting things to do "work" or other "activities" could be good!*

What new ideas did we learn to improve this concept?

CONSTRAINTS

*No sidewalks
Curvy roads and it's not safe to walk
People don't know about the trails ... getting the word out.
Going to be challenging to get people started (some incentives could help)*

What might you change in this concept to make this happen?

SUPPORTS

*Trails exist
Storefronts are available
Seniors would love it ...
Use MeetUp to do this.
Use Rural Virginia or Scottsville Monthly to help subsidize a calendar.
Piedmont Environmental Council is always putting together different things to do.*

What might help this grow and develop?



4

Cooking fresh, eating well

Fresh food can be difficult to find,
and people aren't always sure how to
cook in a healthy fashion.

Cooking Fresh, Eating Well is a
service that invites a different chef to
give an easy and fun cooking class,
focusing on healthy, local comfort
foods, every week at the local
farmers market.

VALUE OF CONCEPT

*Huge need for food access and knowledge of how to cook it.
It would be fun!
Folks need basic cooking skills around how to use fresh produce
Would be beneficial for addressing health issues / food insecurity*

What value would this bring to the community?

NEW IDEAS

*Push the info through the churches or host classes there
Posting at the BG club or local school
Have doctors suggest classes to patients and maybe host at the clinic
Doctors could have a schedule of classes to hand out
Have classes at the food bank ...
Could there be a monetary award for coming to the class ... spending money at the Market
Antoine Brenson (teaches AA students to move into a cooking career) students might be
able to do the classes
Baltimore - Black Church Food Security Network (example)
Do it in conjunction with a large community event
Have a growth component and cooking component (nutrition or healthy living classes)
Have a SNAP come once a month to help people sign up
Needs to be culturally appropriate food
Could be hosted in people's homes.*

What new ideas did we learn to improve this concept?

CONSTRAINTS

*People may not want to use SNAP because it might be too expensive.
Getting the word out might be hard
Challenges around logistics for the farmer's market might be hard
Some local chefs may be too busy
Not big enough scale (cooking class might only reach 5-10 people)
Getting money and volunteers might be hard
Needs to be free ...
Needs to be simple and easy
People need food access and then knowledge*

What might you change in this concept to make this happen?

SUPPORTS

*HEARR
Area Churches
Farmers Market
Local Farms, local chef
C-Ville Food Justice Network might be able to help set it up!
EMS-Building could be used ... wheelchair accessible.
Local food hub has a program called Fresh Farmacy (subscription that's free
for food)*

What might help this grow and develop?



4

Local Growth

Opportunities for community gardening are currently lacking, and answering this can be an amazing catalyst for exercise, healthy eating, and beautifying the community.

Local Growth creates community gardens near the walking paths and around the local towns that allow people to come and pick herbs or fruit when needed.

VALUE OF CONCEPT

*Does the right thing for those in need
There are gardeners that would like this
This would be visible and engage others
There is plenty of land here.
Investing yourself adds value
Teaching people to grow is a good thing
Healthy value given the culture around here
Could have a therapeutic value, and could collaborate with local artists on how to make this work.*

What value would this bring to the community?

NEW IDEAS

*Could there be a payment model for this?
Could "tith" back to the community or give back
Set specific goals for production (need to give to the Church, etc.)
If you are going to do it, you need to go big ...
Fresh Farmacy Perspection.
River can be a good part of the process
Marketing as a healthy activity ... wide variety of products / fruit trees
Could grow a lot of blueberries here in the area*

What new ideas did we learn to improve this concept?

CONSTRAINTS

*Many people already have gardens ...
Who is the gardener ... who will grow?
Maintenance issue
Land needs to be closer to where people need it.
Work is very hard and requires a lot of management
Maintaining the gardens can be difficult
Might not benefit people who are struggling (can it be near them)*

What might you change in this concept to make this happen?

SUPPORTS

*Look to various organizations around to clear the land.
Volunteer base may be hard to find.
Paid leader?
Use cooking classes to educate
Local stores could help
Engage master gardeners
Use volunteers to help manage a team
Schedule meetings at gardens*

What might help this grow and develop?



4

Around Town Clinics

It is difficult to make it to clinics in available hours for simple health questions.

Around Town Clinics are visits from health care providers every quarter to the Farmers Market and the local grocery store for free basic health checks and answering of questions.

VALUE OF CONCEPT

*Anything that brings more healthcare is good.
Eliminates travel to Charlottesville.
Mini-triage or health screenings ... is it an entry point (might more valuable)
Could be an educational resource
Could help people without health insurance / farmers market model
Reoccurring health needs could be addressed.
Convenient*

What value would this bring to the community?

NEW IDEAS

*More accessible walk in model could replace this ... pop up clinic at the squad.
Telemedicine support for this could help.
More than just screening ... if you do it, take another step.
Minute Clinic is a good idea.
Could be at multiple locations, like Food Bank or exercise area
Could Combine things, like Eating Healthfully (Local growth, this concept, and fresh cooking)
Utilizing volunteers for this.*

What new ideas did we learn to improve this concept?

CONSTRAINTS

*Business model could be a constraint
Legal issues could be an issue
People may not trust the providers if they move around
What about referral processes ... this could be difficult
Need to set expectations about what they can come here for (services available, etc.)
Not consistent care ...*

What might you change in this concept to make this happen?

SUPPORTS

*Start small - get feedback and see what the response is
Start really small to check and see what people gravitate to.
UVA staff could do this and cover a medical assessment
Could have a community health worker linkage
Use interns from UVA, Sentara, etc.*

What might help this grow and develop?

5

Co-Working Scottsville

Jobs are important but can be difficult to come by in the area, often requiring people to drive to Charlottesville, and remote work is difficult because of lack of internet access.

Co-Working Scottsville is a small space in Scottsville with computers, internet, and office space. Supporting small business, remote working, etc.

VALUE OF CONCEPT

*Allows people to work from home
Provides jobs and an area to socialize*

What value would this bring to the community?

NEW IDEAS

*Possibly using the tire plant for job training ... PVCC and KATEC.
Tradesman might want something like this.
Use UVA and PVCC to find people to use this ... help with cost, etc.
One man met a lot of people who have started their own businesses ... so they may want to teach or learn
Retired tradesman may want to teach skills.
Should include printer, fax, etc. and a conference room with privacy*

What new ideas did we learn to improve this concept?

CONSTRAINTS

*How many people really have jobs in this area who could telecommute
High speed internet!!
Cost of the space may high
Some people might not accept the high tech nature of the work
Might a lack of volunteers.
Anything we plan needs consistency ...*

What might you change in this concept to make this happen?

SUPPORTS

*People would definitely use the wi-fi
We have storefronts available.
UVA, PVCC, etc. might help fund things
Contact the Charlottesville Investment Collaborative (promotes these things)
Louisa is just starting a coworking space
May be able to use the tire plant
Could use some of Yancy's space for this (Yancy has some computer classes, but they want more).
Could use town council space for the co-working group*

What might help this grow and develop?



Conclusion & Next Steps

This section provides a list of quick wins for each concept for HEARR to consider and a summary of the overall project.

Around Scottsville

This project has been an effort to listen to and better understand the current needs of the citizens and community around the Scottsville area, and then to look to outline simple possible solutions that can bring about meaningful improvements to the health & happiness of these groups.

We believe HEARR is well positioned to build on it's past successes to improve the well-being of the citizens in the 10-mile radius around Scottsville. We hope that the insights provided can help guide discussion around opportunities in the area, and spark new conversations about health and community. We would recommend addressing all of the opportunities outlined in this report (full list in the opportunities section), and though this may seem like a significant task, we believe HEARR can achieve much of this by integrating recommendations into existing town work or in special cases creating new initiatives, starting small and growing as needed. As a place to start, we would recommend HEARR move forward with the seven main concepts to start making them a reality.

The area in and around Scottsville is full of character and charm, set in a beautiful natural setting, with an amazing community of individuals, a few of whom we felt lucky to have had the chance to connect with through this project. We believe the work done with HEARR and the Scottsville community on this project has a chance to really address the needs of the community, to further improve health and well being and most importantly happiness of the community. No one solution will solve these issues, but as citizen happiness drives the choices made by the community and is made more important than issues like economic growth alone, we believe the confluence of choices and actions will have a significant and meaningful impact.

We are so grateful for the opportunity to work with HEARR and the community on this project, and look forward to seeing how the work progresses in the future!



POSSIBLE NEXT STEPS

1

The Service Brigade

2

HEARR Guide

3

Neighbor by Neighbor Exercise

QUICK WINS

- Connect with church groups, schools, the Boys and Girls Club, and other organizations to gather feedback on the concept.
- Gather a few seniors together to propose a few projects for people in the community to work on.
- Work with Meals on Wheels to find seniors who might be interested.
- Have a school group get credit for helping work on a few projects
- Talk with the NaborForce app creators in Richmond to learn about their solution

- Create a small team to put an initial guide together (a brochure).
- Develop a guide that includes a limited set of services, such as grocery stories and exercise areas.
- Get feedback from realtors and community members on the initial guide.
- Create a communication plan for the initial guide to include having care providers, teachers, etc. pass out the guide.
- Continue conversations with Aunt Bertha to explore their social service search offering.

- Start a walking group with a small group of individuals from the HEARR committee.
- Meet a few times, and then start publicizing the groups on Meet-Up, Facebook, and other mediums.
- Meet in the local school gym initially for a quick warm up session.
- Involve Albemarle Parks & Recreation.



POSSIBLE NEXT STEPS

4

Cooking fresh, Eating Well

QUICK WINS

- Assign someone to be accountable to setting up and promoting an initial course
- Ask the food bank, Farmers Market, and/or physician's office if they would be willing to host
- Work with a few local chefs to see if they would be willing to cook culturally appropriate food
- Promote the initial class in multiple methods (newsletter, facebook page, etc.)

4

Local Growth

- Develop a small group of 5-6 individuals (community members, master gardeners, etc.) who would be interested in growing the Local Growth concept
- Collaborate with Yancy's community garden efforts
- Start by growing several new blueberry bushes / herbs in different areas around the community
- Publicize and mark where current blueberry bushes / herbs are and have a community event to pick from them when ready

4

Around Town Clinics

- Set up a booth at the locals farmer's market with HEARR members. Bring the concept board and storyboard for feedback to judge interest.
- Start discussions with local providers or a community health worker if they would be willing to try it.



5

Co-Working Scottsville

QUICK WINS

- Open up the town council space or another space for “working space” during certain days.
- Publicize open times for those in and around the community.
- Host a tradesman workshop for those interested in learning new skills from experienced tradesman.
- Initiate conversations with organizations like PVCC and UVA to gauge interest.

THE CLIMATE CRISIS

In addition to the work that we have completed here, we feel it is important to note and critical for city leaders and health leaders to consider the potential impact of climate change on the health, wellbeing, and happiness of citizens.

Current & coming warming has the potential to negatively impact agriculture, negatively impact sleep, increasing heat in summer could be harmful to children and the elderly, and more intense storms could prove dangerous, as just a few examples.

For the Scottsville area, the flood protections created by past generations have benefited everyone greatly. A warming world means more intense storms, and often much more rain in a very short period of time than has been previously experienced by the community in the past, potentially overwhelming creek and river systems. We suggest reassessing flood protections with these increased risks in mind. Other measures may include revisiting disaster, crisis and emergency planning and preparations, including evacuation and communication plans, etc.

While this challenging environmental crisis may not be able to be avoided at the local level, preparing for these changes can have a chance to greatly protect the health and wellbeing of the community.





Rural Health & Well-Being Design

Final Report

Using advanced design techniques
we're working to re-imagine every part of the world
for your happiness.

Welcome to Masamichi Souzou. 正道想像

Tools

This section includes some example tools that the HEARR team can use in the future as they implement new solutions.



List of Tools for HEARR Team.

Concept board template

Storyboard template

Concept ranking template

Concept feedback template

Happiness frames assessment tool

CONCEPT

NAME

PRODUCT & SERVICE DESCRIPTION

Can you give the concept a name? Can you give it a tagline?

Can you explain the problem and solution in a sentence?

SKETCH

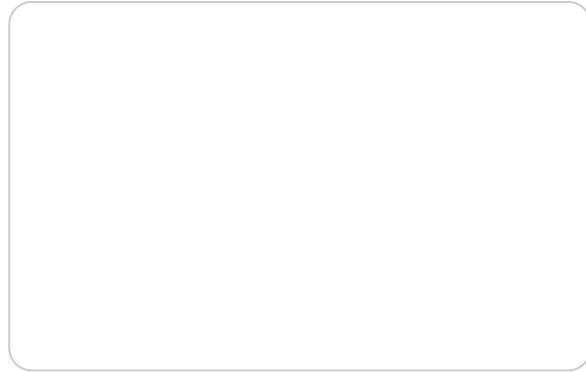
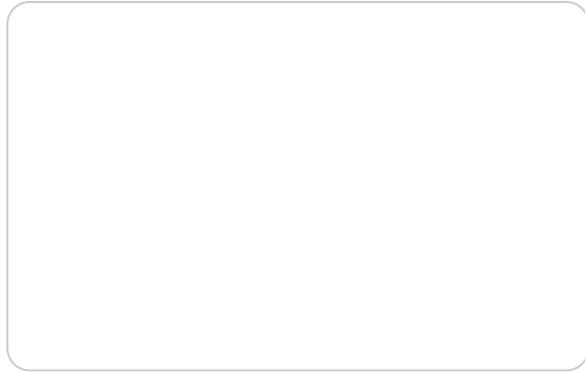
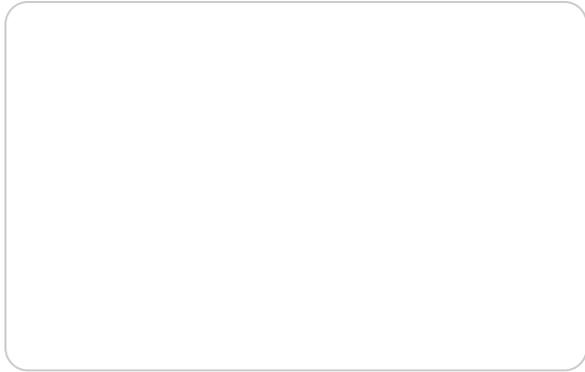
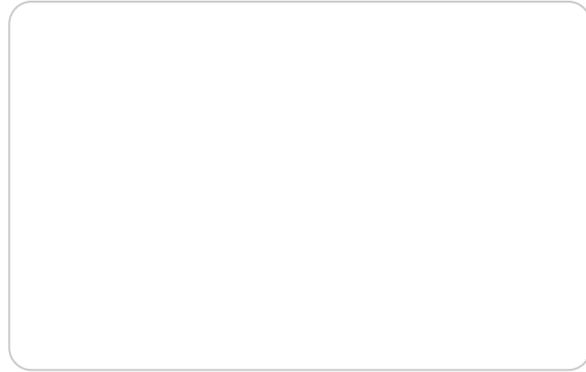
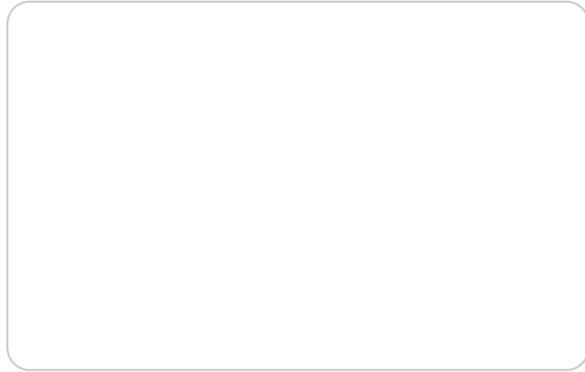
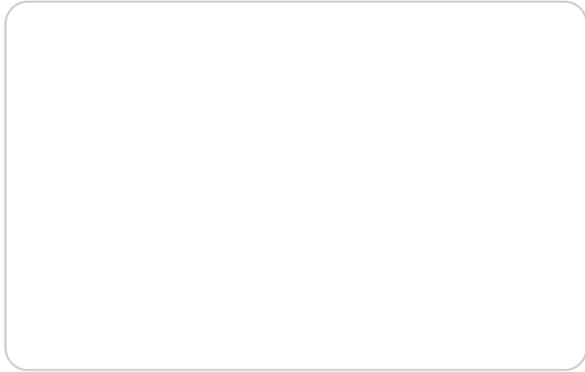
Can you draw a picture of the new concept?

BENEFITS / FEATURES

Benefits, features, key touch points, etc...



STORYBOARD



SESSION FEEDBACK FORM

RANK TOP 7 CONCEPTS

Please rank from 1 - 7 (one being the first priority in terms of impact on happiness/well-being and 7 being the last).

- Co-Working Scottsville**
Develop a small co-working space in Scottsville with computers, internet, and office space.
- Cooking fresh, eating well**
A service that invites a different chef to give an easy and fun and health cooking class
- HEARR Guide**
An electronic or paper resource list of important health related resources in the area.
- Neighbor by Neighbor Exercise**
A program where small groups can come together to socialize and exercise
- Local Growth**
Community gardens near walking paths that allows people to come and pick herbs or fruit
- The Service Brigade**
An initiative where citizens support seniors by running errands or spending time with them
- Around Town Clinics**
Temporary clinics with health care providers at the Farmers Market or local grocery stores

ADDITIONAL THOUGHTS OR OTHER FAVORITES

Please list any favorite ideas from the full list.



FEEDBACK TEMPLATE

VALUE OF CONCEPT

What value would this bring to the community?

NEW IDEAS

What new ideas did we learn to improve this concept?

CONSTRAINTS

What might you change in this concept to make this happen?

SUPPORTS

What might help this grow and develop?



FRAMEWORK



HAPPINESS & WELL-BEING FRAMES

