



MACON & JOAN BROCK VIRGINIA HEALTH SCIENCES  
**M. Foscue Brock Institute for  
Community and Global Health**  
AT OLD DOMINION UNIVERSITY

# ANNUAL REPORT

## 2023-2024 ACADEMIC YEAR



*Leading Engagement to Improve Health Outcomes  
in Eastern Virginia & Beyond*

## ***From the Director, M. Foscue Brock Institute for Community & Global Health***

Hello!

Since the M. Foscue Brock Institute was established in 2013 with the generous donation of Macon and Joan Brock, it has emerged as a respected convener, trusted collaborator, and strategic catalyst for action. Based on community health data and input from key community members, the Brock Institute has prioritized education and engagement regarding maternal and child health, mental health and substance use, cancer prevention, obesity, and healthcare gaps.

In this Brock Institute Annual Report for Academic Year 2023 – 2024, the ongoing impact of significant collaborating partnerships are reflected in growing number of attendees in educational sessions, representatives from various organizations and industries in planning conferences, as well as engaged community participants sharing perspectives for information-gathering and training sessions. With the integration of Eastern Virginia Medical School (EVMS, est. 1973) with Old Dominion University (est. 1930) and the establishment of the Macon & Joan Brock Virginia Health Sciences on July 1, 2024, the Brock Institute and its aligned partners are well-positioned to lead critical conversations and advocacy to improve health for all individuals and communities in Eastern Virginia and across the Commonwealth of Virginia.



*Cynthia Romero, MD*

## ***From the Executive Vice President, Virginia Health Sciences***

Since its founding more than 50 years ago, Macon & Joan Brock Virginia Health Sciences Eastern Virginia Medical School at Old Dominion University has been dedicated to the community we serve. As we like to say, community is part of our DNA.

The M. Foscue Brock Institute for Community and Global Health shares this natural affinity for the community and reflects the institution's unwavering commitment to the people of southeastern Virginia. As you will read in the following pages, the Brock Institute specializes in bringing together community partners to address big-picture issues. This past year, as it has for more than a decade, the Brock Institute has been tremendously successful in this important work to move the needle in areas such as women's health, mental health, and population health, to name a few.

The Brock Institute has filled this unique and invaluable niche ever since benefactors Macon and Joan Brock lent their names to the institute back in 2013.

As we celebrate the successes of the past year, we look forward to the accomplishments that await in this new year.



*Alfred Abuhamad, MD*

## **Our History**

For more than a decade, the **M. Foscue Brock Institute for Community & Global Health has led and supported community-based needs and provided opportunities for collaboration, alignment and support** for Eastern Virginia Medical School. In July 2024, EVMS integrated into ODU to form Macon & Joan Brock Virginia Health Sciences at Old Dominion University, forming the Commonwealth's largest and most comprehensive health sciences center.

A generous gift from Macon and Joan Brock established the M. Foscue Brock Institute for Community and Global Health in 2013. The institute is named in honor of Mr. Brock's father, M. Foscue Brock, who was a Norfolk physician. The donation from the Brocks created a dedicated institute to support then-EVMS' community-oriented programs and deepen their impact within all communities to improve health outcomes, education and engagement.

Today, we aim to transform the health and economy of Eastern Virginia by attracting and developing highly qualified faculty and students from a vast array of backgrounds and shaping health education, clinical research and healthcare delivery. We work in partnership across Macon & Joan Brock Virginia Health Sciences on factors influencing the health of individuals, families and the most at-risk communities on maternal/infant health, mental health/substance use and health disparities to advance health equity.

**The Brock Institute excels, with the emphasis on being “community informed,” aligned to collaborate, coordinate and implement strategic action, to improve health outcomes locally and beyond.**



*Macon & Joan Brock*



## Our Mission



### Respected convener

The Brock Institute provides opportunities across our focus areas to bring together the region's most impactful organizations to affect change.



### Trusted collaborator

Our partners depend on the Brock Institute to take an active role in leading, promoting and supporting the work being done.



### Strategic catalyst

We are proud to align key partners and initiatives in a way that increases the impact and capacity to improve health outcomes.

## Our Focus Areas



### Enhancing Infant & Maternal Health Services

Supporting pregnant and parenting women in under-resourced communities to improve birth outcomes.



### Expanding Mental Health & Addiction Services

Improving connections, resources and community engagement on mental health wellness and substance use management.



### Addressing Major Health Gaps

Committed to tackling community-identified inequities to impact policy, systems and environmental changes.



### Strengthening Community Engagement

Focused on community-driven solutions that address local issues in social justice, health equity and determinants of health.



### Joint Grant Initiatives

Promoting awareness of healthcare disparities and the value of interdisciplinary collaboration.



### Empowering Students

Dedicated to impactful scholarship and research opportunities to develop future community-focused health professionals.

## Impacts

**100+** community partnerships



**904** participants educated



**\$2.19 million**  
collaborative grant funded projects:  
Federal, Foundation & Institution



**195** participants trained



## Strategic Alignment

Thanks to the meaningful engagement of enthusiastic stakeholders, community organizations, academic institutions and leaders across Virginia, the Brock Institute serves as a central convener in addressing critical health gaps. The Brock Institute is eternally grateful for partnerships to improve the health of all Virginians. The Brock Institute leads joint efforts that have raised the awareness of the complexities related to health and healthcare disparities, highlighting interdisciplinary teamwork within and beyond VHS at ODU to achieve improved outcomes.



### BROCK INSTITUTE MACON & JOAN BROCK VHS AT ODU PARTNERS

Center for Maternal & Child Health Equity	EVMS Surgery	Medical Education
Community Engaged Learning	Family & Community Medicine	Medical Student Research
Community Health Education and Training	Glennan Center for Geriatrics & Gerontology	Minus 9 to 5
Consortium for Infant & Child Health (CINCH)	Graduate Medical Education	OB/GYN
Continuing Medical Education	Internal Medicine	Office of Research
Development & Alumni Relations	Master of Physician Assistant Program	Pediatrics, Comm. Health & Research
Ellmer School of Nursing	Master of Public Health Program	Psychiatry & Behavioral Health Sciences
Emergency Medicine	Maternal-Fetal Medicine	Research and Infrastructure Service Enterprise
Endocrine & Metabolic Disorders	Leroy T. Canoles Jr. Cancer Research	School of Health Professions
EVMS Foundation	Marketing & Communications	

### REGIONAL PARTNERS

Bon Secours Mercy Health	H. Roads Prostate Health Forum	Sarah Michelle Peterson Foundation
CHAS Foundation	Hampton University	Sean Paul Academy
Chesapeake Regional Healthcare	Hampton VA Medical Center	Shiloh Baptist Church
Children's Hospital of the King's Daughters	Healthier757/EdLogics	Sentara Health
CHIP of South Hampton Roads	Healthy Chesapeake	St. Andrew Episcopal Church
City Governments	Hitting Cancer Below the Belt	Steven A. Cohen Military Family Clinic
City Health Districts	LGBTQ+ Life Center	SpiritWorks Foundation
City Community Services Boards	Local Health Districts	Teens With a Purpose
City Public Schools	NAMI of Coastal Virginia	The Up Center
Ebenezer Baptist Church, VA Beach	Norfolk Food Policy Council	Touch of Style
Enoch Baptist Church, VA Beach	Norfolk State University	United Way of South Hampton Roads
Elizabeth River Trail	Old Dominion University	Union Mission
Foodbank of Southeastern VA & Eastern Shore	Peoples Pharmacy	Urban League of Hampton Roads
ForKids	Project Nana	Urban Renewal Center
Hague Pharmacy	Recovery Trek, LLC.	Urban Strategies Inc.
H. Roads Chamber of Commerce	Regional Cancer Disp. Collab. of Eastern VA	
H. Roads Community Foundation	Riverside Healthcare	

### STATE PARTNERS

Cancer Action Coalition of Virginia (CACV)	VA Consortium Housing Agency & Academic Partners	Virginia Neonatal Perinatal Collaborative
Housing Choice Voucher Programs	VA Association of Housing & Community Development Officials	Virginia Dept. of Behavioral Health & Development Services
Immunize Virginia	VCU Massey Cancer Center	Virginia Health Institute
Institute for Public Health Innovation	Virginia Commonwealth University	Virginia Public Health Association
Managed Care Organizations	Virginia Department of Health	VISN 6: Veterans Administration
Public Housing Authorities	Virginia Department of Veteran Services	Mid-Atlantic Health Care
University of Virginia		

### FEDERAL PARTNERS

Alzheimer's Association	American Medical Association	National Institutes of Health (NIH)
American Cancer Society	American Public Health Association	Substance Abuse & Mental Health Services Administration (SAMHSA)
American Heart Association	US Housing & Urban Development (HUD)	

## Leading to Improve Health Outcomes, Now and into the Future

### Addressing Health Gaps

**Geriatric & Palliative Care** – Events made possible by *The Cooke Fund of the Hampton Roads Community Foundation*.

**The Annual Brock Institute Glennan Lectures**, coordinated by the Brock Institute in partnership with Macon & Joan Brock Virginia Health Sciences Eastern Virginia Medical School at ODU and the Glennan Center for Geriatrics and Gerontology, focuses on advancing the field of geriatric medicine and palliative care. This year, the keynote speaker was Dr. Ardeshir Hashmi, MD, FACP, FNAP, AGSF, the Endowed Chair of Geriatric Innovation and Section Chief of the Center for Geriatric Medicine at the Cleveland Clinic in Cleveland, Ohio. Dr. Hashmi's expertise and leadership in geriatrics provided invaluable insights, highlighting innovative approaches and cutting-edge research in the care and treatment of older adults. The event provided a dynamic platform for education, networking, and the exchange of ideas aimed at improving the quality of life for aging populations.



*Dr. Hashmi & Brock Inst. Glennan Lecture Planning Comm.*



*Dr. Thomas Pellegrino*

**Palliative Care Medicine Virtual Learning Collaborative Workshops** honored the legacy of Dr. Thomas Pellegrino, former Associate Dean for Education at Eastern Virginia Medical School, whose deeply personal letters about his terminal diagnosis continue to inspire compassionate medical education. This series provided critical insights into palliative care practices. Session #2, *Therapeutic Listening: Distilling What Matters Most to Our Patients*, focused on the art of active listening and understanding patient priorities. Session #3, *Pain and Symptom Management* explored strategies to alleviate suffering and enhance quality of life. These workshops aimed to equip healthcare professionals with essential skills to provide patient-centered, empathetic care in serious illness and end-of-life contexts. Both sessions engaged community stakeholders, faculty, staff and students, fostering education on compassionate medical treatment for end-of-life care.

### Population Health & Education

**The Annual Greater Hampton Roads Population Health Summit** explored the complexities of *Food Equity and Nutrition Wellness*, emphasizing the systemic challenges and opportunities in ensuring access to nutritious food for all. Dr. Leslie Hoglund, Clinical Assistant Professor at Macon & Joan Brock Virginia Health Sciences Ellmer College of Health Sciences at ODU, presented *From Patients to Policies: New Realities in Food Equity and Security*, offering insights into policy-driven and community-based solutions. The summit fostered data-informed discussions on food security in Eastern Virginia, integrating collective impact strategies, civic leadership and salutogenic approaches. Participants examined the far-reaching effects of nutrition security on individuals, families and communities while identifying best practices to address barriers, leverage community resources and enhance clinical care. Through collaboration and shared learning, the event aimed to drive sustainable progress toward improved nutrition wellness and better health for all in Eastern Virginia.



*2024 Greater Hampton Roads Population Health Summit in EVMS Waitzer Hall*



*“It has been a real privilege to be a part of the extensive community partnerships the Brock Institute has pulled together in establishing educational and idea-generating summits such as the Greater Hampton Roads Population Health Summit and the Joint Mental Health Summit. These professional gatherings have served as a catalyst for more interagency solutions and communications that address both the population health needs as well as approaches to assure health equity in the Eastern Region.”*

**Dr. Nancy Welch, Director, Chesapeake Health Department**

**Nutrition Education for Healthcare Professionals** aims to enhance healthcare providers’ knowledge of nutrition guidelines for reducing and preventing chronic diseases in under-resourced communities. Engaging national and regional experts, the project is currently developing a comprehensive online, module-based educational curriculum for medical and health profession students. The primary outcome will summarize key guidelines for addressing chronic diseases such as hypertension and diabetes, with a focus on in-need populations, for students of Virginia Health Sciences at ODU. Through these efforts, this project seeks to empower healthcare professionals with the knowledge to improve health outcomes.

**Regional Cancer Disparities Collaborative of Eastern Virginia** was established to improve cancer outcomes through regional partnership. The collaborative focuses on women’s, prostate and colorectal cancers. This initiative seeks to address gaps in cancer health outcomes by exploring healthcare inequities, fostering connections among community partners, and promoting health. The collaborative brings together a wide array of representations from across Virginia, including health systems, academic institutions and community stakeholders, working collectively to advance equitable cancer prevention, treatment and care.

**Annual Asian American Bias Virtual Lecture: Impacts of Asian American Bias in Medicine** brought together leading experts that explored how implicit and systemic biases affect Asian American patients and healthcare providers, offering strategies to promote equity, inclusion, and culturally responsive care in medical practice. This year’s lecture featured Dr. Alice Kuo, Professor of Health Policy & Management at UCLA Fielding School of Public Health and Chief of Medicine-Pediatrics at the David Geffen School of Medicine at UCLA, alongside Dr. Czer Anthony Lim, Associate Professor of Emergency Medicine, Pediatrics, and Medical Education at the Icahn School of Medicine at Mount Sinai.

**Community Health Engagement & Partnership Inventory (CHEPI)** serves as a vital platform for fostering collaborative partnerships that advance regional health equity initiatives. Community partners and stakeholders are invited to contribute information, helping to build a comprehensive resource that strengthens collective efforts to improve health outcomes across Hampton Roads. By sharing details about their initiatives, partners can gain insights into other health equity efforts, amplify the reach of their own work, and identify opportunities for collaboration. The CHEPI will publish this inventory, via a searchable dashboard, to support sustainable integration and cooperation, ensuring that shared knowledge and resources drive meaningful progress toward a more equitable future for the region. More Information: [https://www.evms.edu/community/brock\\_institute/chepi/](https://www.evms.edu/community/brock_institute/chepi/)



*Community education event at the Up Center*

## How to Use the CHEPI



### Add to the Inventory

Do you have a health equity activity you would like to share? Add your program to the inventory here.



### Search the Inventory

Search the database to find partners who are doing similar health equity work.



### Collaborate for Impact

Cultivate partnerships and engage in collaborative endeavors aimed at fostering a more equitable and health-conscious future within our region.

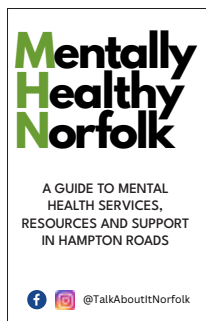
## Improving Maternal & Infant Health

**Substance Use Disorder in Pregnant & Parenting Women (SUDPPW) Collaborative** is committed to building an accessible, integrated, and compassionate system of care that supports individuals with substance use disorder and their families. With a focus on cultural sensitivity and responsiveness, the collaborative works to enhance and leverage existing resources to create a seamless network of services. Engaging more than 115 organizations — including community stakeholders, clinicians, city leaders, health systems, managed care organizations, school systems, and academic nonprofits institutions — the initiative fosters cross-sector collaboration to improve outcomes and ensure that pregnant and parenting individuals receive the comprehensive support they need.

**The Pathways Project Collaborative Grant**, a partnership between Norfolk State University and Old Dominion University, dedicated to building a Person-Centered Pathway for Substance Use Disorder in Pregnant and Parenting Women in Eastern Virginia. The Brock Institute leads the \$1.5 million funded research study from the Sentara Cares Foundation. The project seeks to establish an integrated, person-centered pathway that ensures coordinated access, engagement, and a no wrong door entry system, connecting women and families to essential resources and support. Engaging community partners and hospital systems, the collaborative project is committed to improving outcomes in an equity-driven approach to maternal/infant health.



## Educating on Mental Health Wellness & Addiction



The **Mentally Healthy Norfolk (MHN) Collaborative** provides vital resources, works to reduce stigma and fosters open conversations around mental health. The collaborative engages a diverse range of wellness experts, clinicians and grassroots community leaders to ensure comprehensive support for mental health. Since its inception in 2019, MHN has distributed over 10,000 resources guides connecting individuals to critical mental health services. Through these efforts, the collaborative aims to create a more supportive, informed and stigma-free community where mental health is prioritized as a vital component of well-being.

The **Annual Joint Mental Health Summit: Accessing & Navigating Mental Health Resources and Services for the Workforce & Community** brought together state and regional leaders to address critical gaps in mental health access and support. This year's keynote speaker, Commissioner Nelson Smith of the Virginia Department of Behavioral Health and Developmental Services, provided updates on statewide priorities. The summit engaged experts on workforce data, strategies to strengthen workforce through programmatic support and highlighted available resources. Participants participated in a "SWOT Analysis Activity" focused on "regional alignment," connected with providers and took beginning steps to improve mental health accessibility and services for both the workforce and the broader community.



MHN Community Events



**Military Cultural Competency and Transition Awareness: Working with Service Members, Veterans, and their Families Training** is a collaborative effort with the Department of Veteran Services, VA Veteran and Family Support, East Region. This training equips participants with a deeper understanding of military culture and the unique challenges faced by service members, veterans, and their families. Key objectives include describing the military organizational structure, ranks, branches of service, core values and demographics, understanding the complexities of military transitions from active duty, deployment and reintegration to civilian life. The training highlights best practices for enhancing behavioral health, treatment options, and resources available. Additionally, the session discussed the prevalence and characteristics of suicide among military personnel, addressing critical mental health issues and offering strategies to support this community.

*"We appreciate the ability to collaborate with the Brock Institute to develop high quality educational activities for faculty, community clinicians and other healthcare professionals. The Brock Institute engages many organizations within Hampton Roads to design education that improves the health care of the community and beyond."*

**Kelly A. McCoy, MMHPE, Assistant Director, Continuing Medical Education, Virginia Health Sciences at ODU**

## Advocating, Educating & Engaging: Sharing Our Work

1. Bradshaw RD, **Romero CC**, Tracz JA, Lukomski L, Stoner JL, Thakur S, Wilson MA. Rapid Operationalization of COVID-19 Immunization Clinics with Medical and Physician Assistant Students Serving as Vaccinators. *AJPM Focus*. 2024 Feb 2;3(3):100199. doi: 10.1016/j.focus.2024.100199. PMID: 38545124; PMCID: PMC10966167.
2. **Herman MC**, Burwell C, Gibson E, Plunk AD, Yap G. Improving Health Outcomes in Public Housing through Digital Engagement. *Society for Public Health Education*. 2023.
3. Gibson E, Burwell C, **Herman MC**, Yap G, Meadow J. COVID-19 vaccine hesitancy continues in 2023: Addressing social & ethical challenges with a focus on digital health literacy. *American Public Health Association*. 2023.

## Brock Institute Team



**Matt Herman, MPH, CHES**  
Associate Director  
Instructor, Pediatrics,  
Division of Community  
Health & Research  
**Focus Areas:**  
Engaging under resourced  
communities, Nutrition,  
Community-based Research



**Sandy Short**  
Office Coordinator  
**Focus Areas:**  
Administrative Support,  
Community Partner  
Engagement, Event  
Coordination



**Ashley Cilenti**  
Outreach Programs  
Coordinator  
**Focus Areas:**  
Event Coordination,  
Community-based Mental  
Health, Cancer Disparities



**Kassandra Prasanna, MPH, CHES**  
Program Administrator,  
Health Equity Inventory  
**Focus Areas:**  
Health Equity, Mental Health  
First Aid, Community-based  
Research



**Charles Minggia, MA**  
Program Administrator,  
The Pathways Project  
Collaborative Grant  
**Focus Areas:**  
Maternal/Infant Health,  
Community Engagement,  
REDCap Databases

## SUPPORT THE BROCK INSTITUTE, MACON & JOAN BROCK VIRGINIA HEALTH SCIENCES AT OLD DOMINION UNIVERSITY

Fifty years ago, the founders of then-EVMS made a promise to the people of Hampton Roads to create a medical school that would bring more doctors and health professionals to a region in need and build a workforce capable of bringing excellent healthcare close to home. Together, and with your support, we will build on our community's vision through the creation of the Macon & Joan Brock Virginia Health Sciences at Old Dominion University, the largest, most comprehensive health sciences center in the Commonwealth of Virginia. If you would like to invest in this important community engagement, please make a gift online or QR Code.

[www.givecampus.com/campaigns/2163/donations/new/](http://www.givecampus.com/campaigns/2163/donations/new/)



### CONTACT US

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