



Improving Health Literacy, Health Equity, and
Economic Prosperity in Hampton Roads



Norfolk State University

June 2023



Over 1 BILLION healthcare related searches
on Google every day

HEALTH LITERACY

The missing piece of the puzzle.

SMARTER
DECISIONS = HEALTHIER
PEOPLE = LOWER
COSTS

Health literacy: is defined as the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.

Our goal is:

to improve health literacy and address health equity across Hampton Roads, which in turn strengthens our region's economy and powers our growth.

“Healthier757 will have a major impact benefiting all the citizens of the region and put the Hampton Roads region on the map for innovation.”

Tommy Thompson

19th U. S. Secretary of Health & Human Services
Former Governor of Wisconsin





Healthier757

Healthier757 is a collective impact community initiative supported by advanced health literacy technology developed by EdLogics.

Healthier757 supports existing healthcare and economic development initiatives by aligning with leading organizations including:

- Municipalities
- Community Organizations
- Economic Development Groups
- Regional Health Systems
- Public Health Departments
- Public Libraries
- Faith-Based Organizations
- Universities
- School Systems

SELECTED HEALTH TOPICS INCLUDE:

- Mental Health
- Addiction
- Chronic Health Conditions
- Cancer
- Women's & Men's Health
- Children's Health
- Student Health
- Healthy Aging
- Nutrition
- Exercise
- Sleep Health
- Safety
- Vaccines & Medication Use
- Health Insurance
- Telemedicine
- Navigating the Healthcare System





Innovative Technology

Healthier757 leverages EdLogics' interactive digital health platform designed to engage, educate, and communicate with people.

This dynamic game-based platform is proven, easy-to-use and readily accessible to anyone with access to the internet.

[EdLogics Overview Video](#)

Unlimited free access to the EdLogics Platform is being offered to Hampton Roads citizens through *Rewards for Healthy Living* at rewardsforhealthyliving.com.

REWARDS™
FOR HEALTHY LIVING



 HEALTHIER **757**

NSU HEALTHIER757 PARTNERSHIP

NORFOLK STATE UNIVERSITY

IN IT TO WIN IT

REWARDS FOR HEALTHY LIVING
WHERE EVERY DAY IS GAME DAY

MONTHLY PRIZES & REWARDS

| 1 ST OF EACH MONTH | 15 TH OF EACH MONTH | DECEMBER 31 ST |
|-------------------------------|-------------------------------------|---------------------------|
| \$1,000 IN CASH PRIZES | Cool Prizes FROM LOCAL MERCHANTS | \$5,000 JACKPOT |

FUN GAMES. CASH PRIZES. BETTER HEALTH.

REWARDS FOR HEALTHY LIVING

REGISTER TODAY:
RewardsForHealthyLiving.com

SCAN FOR INSTANT ACCESS

Norfolk State University is elevating its efforts to improve health literacy and build a healthier campus for its students, faculty, staff, and administrators.

NSU is the nation's first HBCU to implement *Rewards for Healthy Living*. Commenced in 2022, the partnership will focus on the following:

- Student Health
- Faculty and Staff Health
- Academic Integration
- Student Internships
- Community Health
- Leadership Development

NSU HEALTHIER757 PARTNERSHIP



- Students, faculty, staff, and administrators will have access to credible health information and resources that are proven effective and have demonstrated impact.
- Leverage technology to foster innovative methods to integrate health information into campus programs, student health services, and curricula.
- Internships will offer students the opportunity to participate in community-based initiatives designed to address disparities people of color often encounter
- Develop the next generation of health leaders

TOPIC-SPECIFIC INFOGRAPHICS WITH QR CODES

REWARDS

WHAT STRESS DOES TO YOUR BODY

Some stress is normal, but too much can hurt your health.

- Headaches
- Hair loss
- Heart disease
- Muscle pain
- Cravings for fat & sugar
- Upset stomach
- Diarrhea

- Memory problems
- Anxiety & depression
- Sleep problems
- High blood pressure
- Colds & flu
- Diabetes
- Belly fat
- Low sex drive

READY TO EXPLODE?

WHEN STRESS GETS OVERWHELMING:

Take slow, deep breaths.

Get outside if you can.

Go for a walk or do light stretches.

Talk to a friend.

Don't turn to drugs or alcohol.

Relax. Listen to music, take a bubble bath, play with your pet.

THINK POSITIVE. THINGS WILL GET BETTER.

REGISTER TODAY!

Still need to sign up?
Go to rewardforhealthyliving.com and follow the instructions on the screen.

Already registered?
Log in now: rewardforhealthyliving.com.

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REWARDS

WHAT IS TELEMEDICINE?

Talk to doctors without having to see them in person.

MINOR HEALTH PROBLEMS:

- Sore throats
- Backaches
- Many others

MENTAL HEALTH TALK THERAPY:

Depression • Anxiety • Many others

PRESCRIPTIONS:

- Most meds available
- Use a local pharmacy

SPECIALISTS LOCAL OR FAR AWAY:

- Skin doctors
- Cancer doctors
- Many others

QUESTIONS AFTER SURGERY

Are my stitches infected?
Can I drink alcohol?

SECOND OPINIONS

Do I actually need this surgery?
Are you sure I have this diagnosis?

WHY USE TELEMEDICINE?

PRIVATE

You decide who sees your records

CONVENIENT

No travel or waiting rooms, and often available 24/7

EFFICIENT

May save you time and money

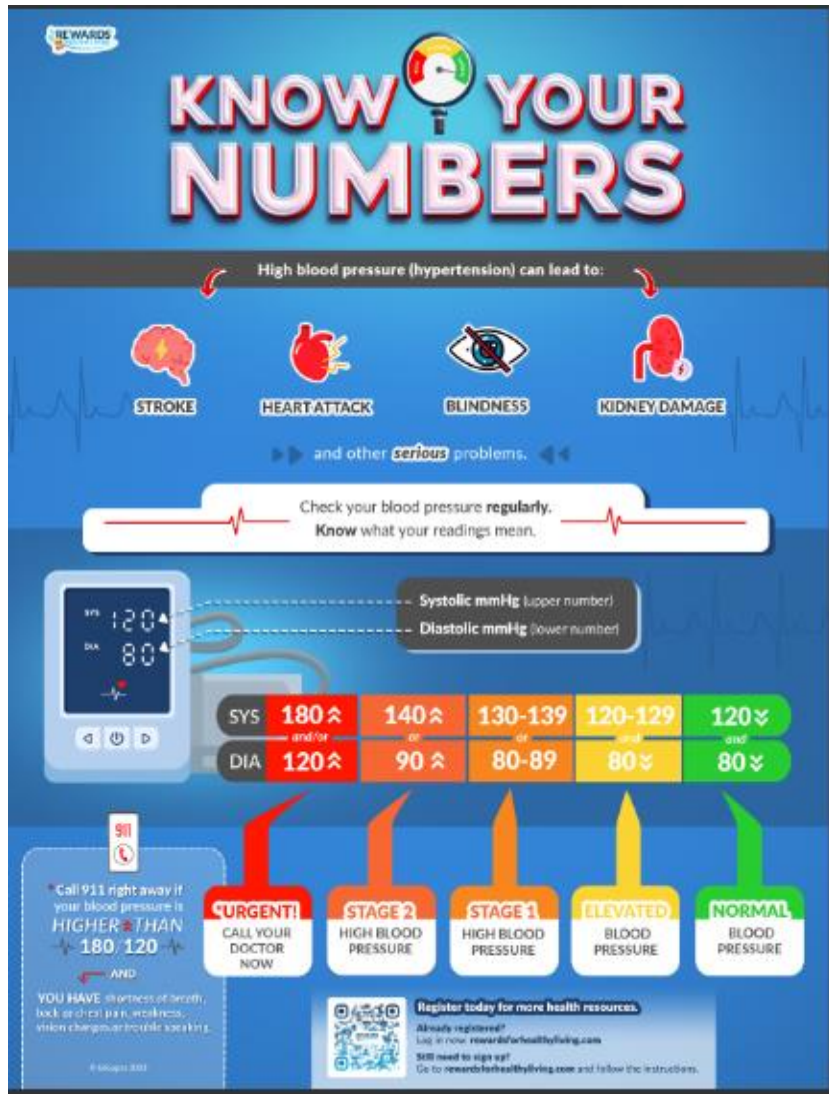
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TOPIC-SPECIFIC INFOGRAPHICS WITH QR CODES



REWARDS FOR HEALTHY LIVING: HOME PAGE



3.7 POINTS 408,367

Welcome, Ray | Help

HI RAY - KEEP GOING!

START A NEW TOPIC

Breast Cancer | Depression | High Cholesterol | Sleep Health | Stress

8/82 COURSES & QUIZZES | 3,7/4.0 CPA | 31/289 GAMES | 20/101 BADGES | 2/161 HOT TOPICS | 3/25 SCAVENGER HUNT

Health Scratch

PLAY NOW

| CURRENT DRAWING | | | | JACKPOT DRAWING | | | |
|----------------------------|--------------------|---------------------|--------------------|---------------------|--------------------|---------------------|--------------------|
| TOP PRIZE: \$100 gift card | | | | TOP PRIZE: \$5,000 | | | |
| RANK: 0 | | | | RANK: 0 | | | |
| VIEW LEADERBOARD | | | | VIEW LEADERBOARD | | | |
| Start Date: 10/1/22 | End Date: 10/15/22 | Start Date: 10/1/21 | End Date: 10/31/22 | Start Date: 10/1/21 | End Date: 10/31/22 | Start Date: 10/1/21 | End Date: 10/31/22 |
| 0 | 16 | 49 | 46 | 77 | 17 | 49 | 46 |
| DAYS | HOURS | MINUTES | SECONDS | DAYS | HOURS | MINUTES | SECONDS |

YOUR WEEKLY WORKOUT 6/6 COMPLETE | 2 DAYS LEFT

TAKE THE ICE CREAM CHALLENGE

Gift 40,000 points

Weekly Poll EARN 2,000 POINTS!

HOT TOPICS

Lead Poisoning: Hidden Danger for Your Child

EXERCISE

HEALTHY AGING

BRAIN CANCER


REWARDS FOR HEALTHY LIVING

1ST OF EACH MONTH | 5 WINNERS

1st: \$500 | 2nd: \$300 | 3rd: \$100 | 4th: \$50* | 5th: \$50*

* 4th and 5th place will be donations to local foodbanks

VIEW YOUR ODDS



LEARNING PAGE TOPICS





























CHRONIC DISEASES

-  Addiction
-  Alzheimer's
-  Anxiety
-  Asthma
-  Bipolar Disorder
-  COPD
-  Coronary Artery Disease
-  Depression
-  Diabetes
-  Eating Disorders
-  GERD
-  Heart Failure
-  High Blood Pressure
-  High Cholesterol
-  Low Back Pain
-  Metabolic Syndrome
-  Opioid Use & Abuse
 -  Naloxone
-  Sleep Apnea
-  Stroke

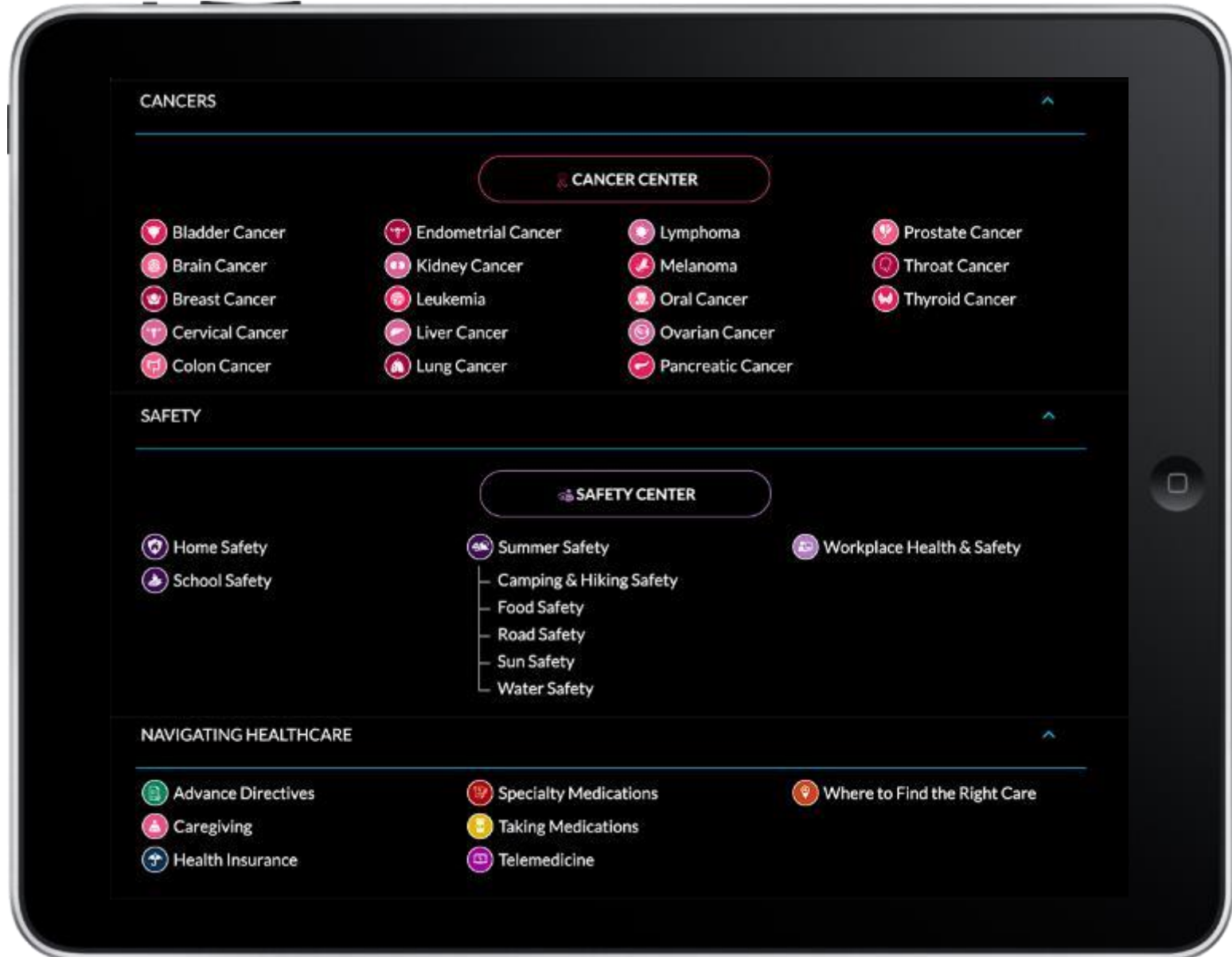
COMMON CONDITIONS

-  Abdominal Pain
-  Back Pain
-  Bronchitis
-  Cold & Flu
-  Coronavirus
-  Diarrhea
-  Ear Infection
-  Food Allergies
-  Hay Fever
-  Indigestion and Heartburn
-  Migraine Headache
-  Pneumonia
-  Sinusitis
-  Skin Conditions
-  Sore Throat
-  STDs
-  Upper Respiratory Infection
-  Urinary Tract Infection

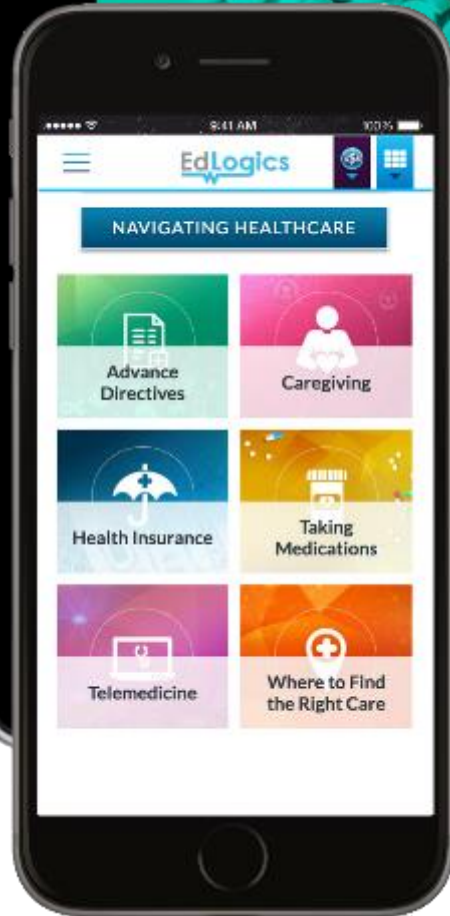
WELL-BEING

-  Children's Health
-  Exercise
-  Healthy Aging
 -  Staying Safe
 -  Staying Well
-  Healthy Habits
-  Men's Health
-  Mental Health
-  Mental Health: Teens & Tweens
-  Nutrition
-  Oral Health
-  Reproductive Health
 -  Pregnancy
 -  Maternal Health
 -  Childbirth & Newborn Care
-  Sleep Health
-  Smoking Cessation
-  Stress
-  Student Health
 -  Campus Safety
 -  Drug & Alcohol Abuse
 -  Healthy Student Habits
 -  Sexual Health
 -  Student Stress
-  Vaccines
-  Weight Management
-  Women's Health
-  Yoga & Massage

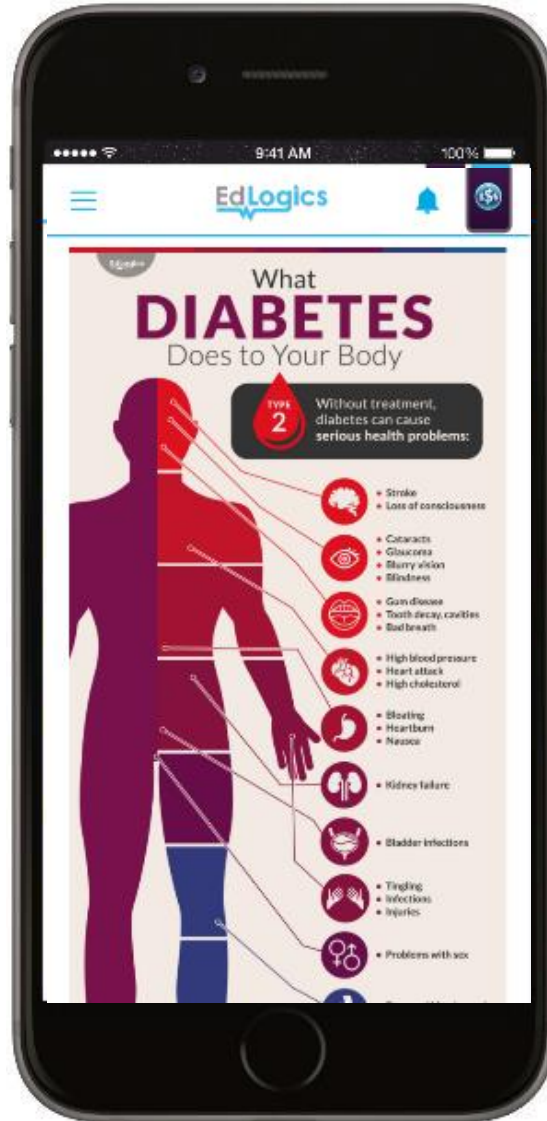
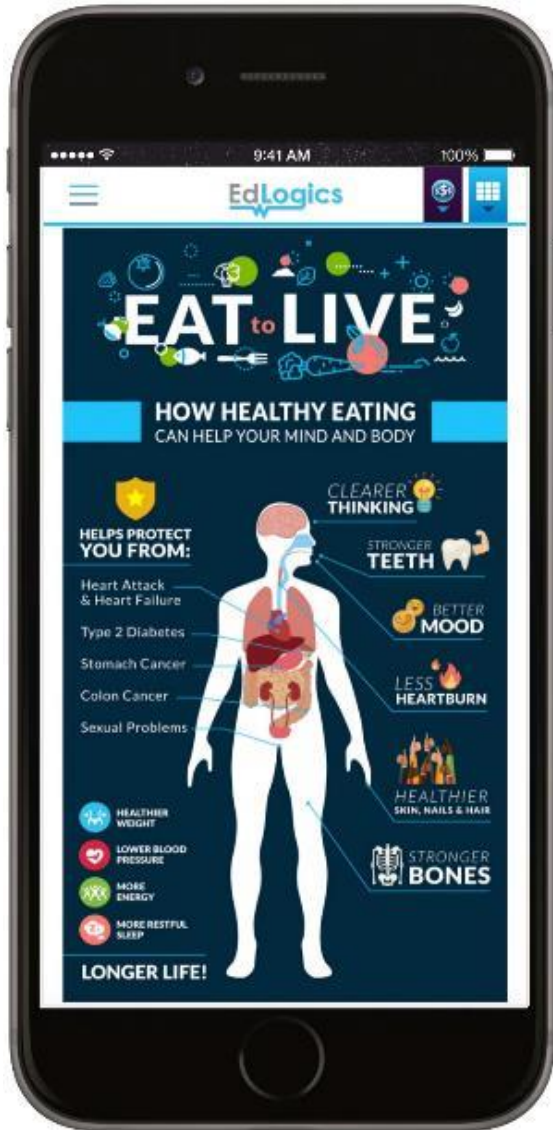
LEARNING PAGE TOPICS



LEARNING MODULES



LEARNING MODULES





[How To Video: High Blood Pressure Module](#)

The image shows a laptop displaying the 'REWARDS FOR HEALTHY LIVING' website interface for the 'HIGH BLOOD PRESSURE' module. The screen displays a progress tracker, a 'Know the Basics' section with a blood pressure graphic, and a 'Games' section with 'Play Beat The Clock'. A cartoon doctor character stands in front of the laptop. A QR code is visible on the right side of the laptop screen.

REWARDS FOR HEALTHY LIVING POINTS 34,000

Welcome Jacob Help

HEALTHIER 757

HIGH BLOOD PRESSURE

Know Your Risk • Prevention • Treatment • Healthy Habits

LEARN ABOUT HIGH BLOOD PRESSURE

Search the Library

PREVIOUS: HEART FAILURE NEXT: HIGH CHOLESTEROL

PROGRESS TRACKER

1. BASELINE KNOWLEDGE ASSESSMENT
Get 5,000 points for taking the Baseline Knowledge Assessment!
START
2. COURSE
3. LEARNING ACTIVITIES
4. FINAL KNOWLEDGE ASSESSMENT

Know the Basics

3 The numbers have changed.

130 / 80

In the U.S., high blood pressure is now defined as 130/80 mmHg. The old rule was 140/90.

The new guidelines help doctors catch problems earlier, so people can get the treatment they need.

Both the top (systolic) and bottom (diastolic) numbers matter. Even if only one of them is above normal, you have high blood pressure.

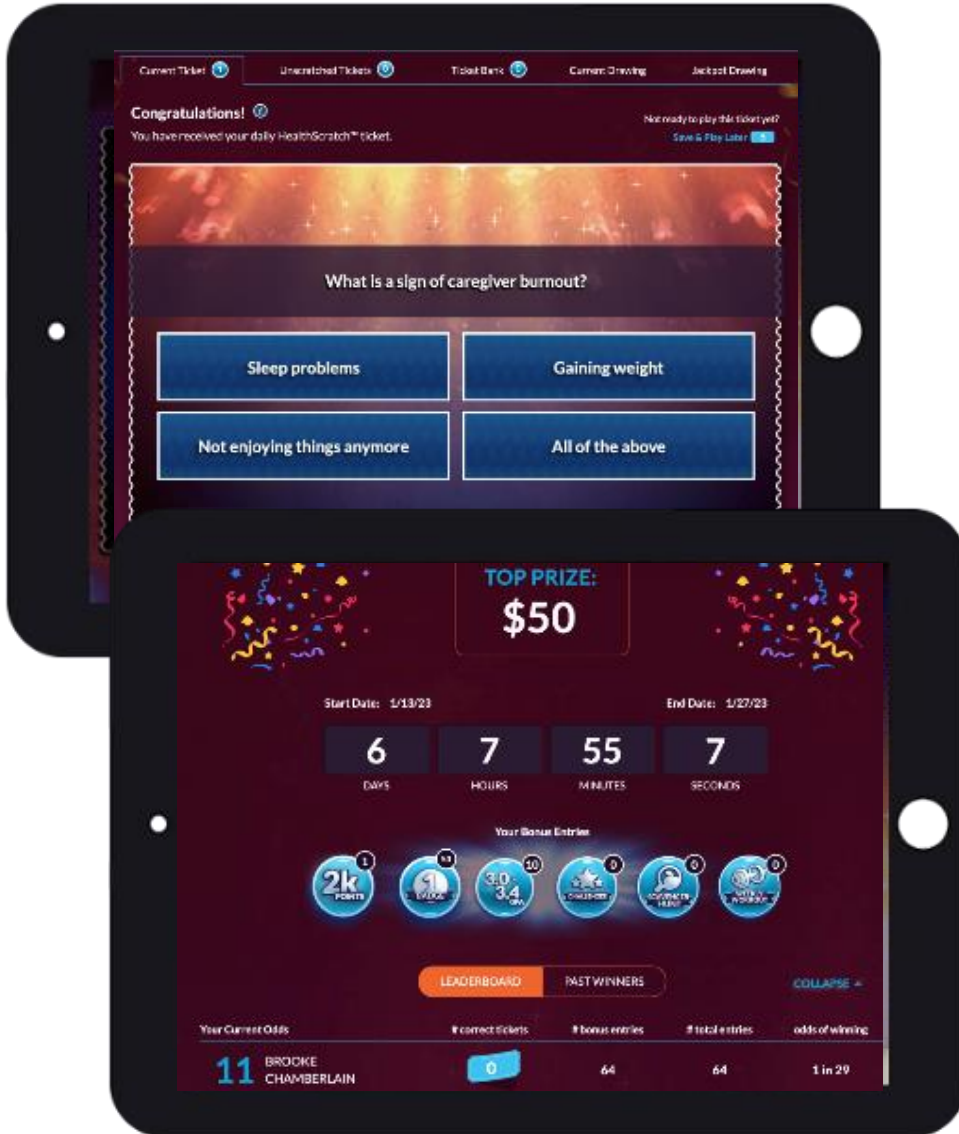
Games

Play Beat The Clock

DAILY ENGAGEMENT STRATEGIES

HealthScratch Ticket

1 NEW TICKET EVERY DAY

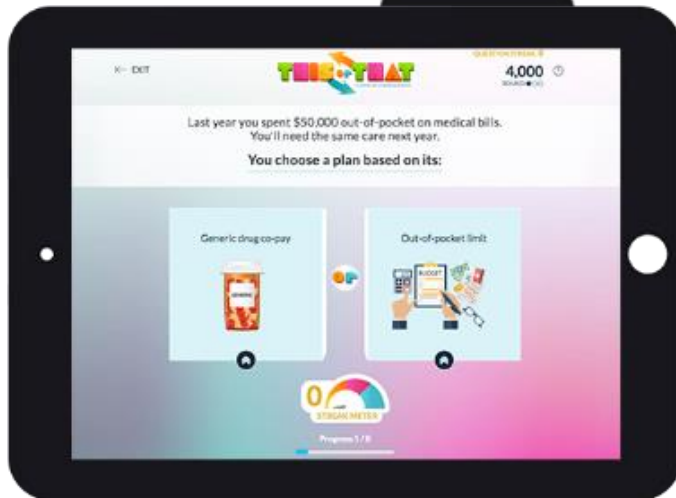


Spin The Wheel


3 CHANCES TO SPIN EVERY DAY




GAMES SAMPLING





COMMUNITY RESOURCES PAGE


3.7 POINTS
408,367


Welcome, Ray ▾ | Help ▾


 HOME


 LEARNING


 LIBRARY

 HOT TOPICS

 GAMES

 ACHIEVEMENTS

 COMMUNITY RESOURCES

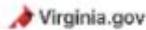
 MORE

⏪


757 Community Resources

Now, more than ever, we have a need to become better educated and more responsible for managing our health.

This page can be used as a resource for citizens of Hampton Roads. Use the links below to learn more about community resources & initiatives. To learn more about resources or initiatives specific to your city, click your city's image below.




GET HEALTH UPDATES AND INFORMATION ABOUT COVID-19 CASES FROM THE VIRGINIA DEPARTMENT OF HEALTH



VIRGINIA'S HEALTH IS IN YOUR HANDS.
Do your part, stay at home.


[LEARN MORE](#)



CONNECT • EQUIP • MOBILIZE

The only comprehensive volunteer center in the Hampton Roads region

[LEARN MORE](#)





Coronavirus (COVID-19) Updates

**SCREENING & TESTING
EMERGENCY CARE • DONATIONS**

Sentara is closely monitoring COVID-19 and is prepared should any patient seek treatment at one of our hospitals or clinics.

[LEARN MORE](#)




IN PARTNERSHIP WITH  SENTARA

COVID-19 Testing

We're Open and Cleaner than Ever


We have always utilized stringent sanitation and infection control procedures. Our team members are "geared up" for patient safety and provide masks for those with respiratory concerns. All of our locations are able to perform COVID-19 testing.


[LEARN MORE](#)



Coronavirus (COVID-19) Response


DONATE • VOLUNTEER • GET HELP





of Southeastern Virginia and the Eastern Shore

Food + Faith =



SPARTAN HEALTH CENTER WEBSITE INTEGRATION

← → ↻ 🏠 🔒 https://nsuhealthcenter.com/healthy-eating-exercise-resources/ 🔍 ⚙️ 🌐 📱 🗄️ 📧



[About Us](#) [Staff](#) [Appointment Request](#) [Resource/Help Links](#) [Protocols/Forms](#) [Healthy Eating & Exercise Resources](#) [Contact Us](#) [Login](#)



[Preparing for College Life \(Student Health Hub\)](#)

[Weight Management](#)

[Diet and Nutrition](#)

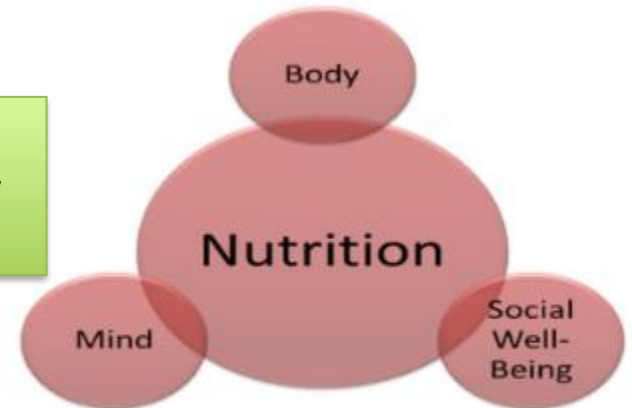
[Sleep Health](#)

[Sexual Health](#)

[Drugs & Alcohol](#)

[Depression](#)

[Anxiety](#)



ADDITIONAL HEALTHIER757 RESOURCES

- Rewards for Healthy Living: <https://www.rewardsforhealthyliving.com/>
- Infographics: <https://www.healthier757.org/resources>
- Newsroom: <https://www.healthier757.org/newsroom>
- Facebook Page: <https://www.facebook.com/rewards4healthyliving>
- Rewards for Living Commercial: <https://www.youtube.com/watch?v=C9Mi7Z4xaBA>
- WAVY/WTKR PSAs: <https://www.youtube.com/channel/UCmAVUOLFpkya4UocmT06NUg>

For questions or additional information please contact:

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