

GOAL 1: Ensure that BRFSS data are collected with scientific rigor and consistency

- Objective 1: Closely monitor project activities and project implementation performed by the hired BRFSS data contractor.
- Objective 2: Schedule meetings with BRFSS data contractor at least bi-monthly to review implementation of BRFSS and to identify any barriers or areas of improvement.
- Objective 3: BRFSS Coordinator to visit hired BRFSS data contractor to observe implementation of the BRFSS and to monitor live BRFSS calls.
- Objective 4: BRFSS Coordinator will review CDC quality assurance reports and will discuss identified data issues with hired BRFSS data contractor.
- Objective 5: Develop and maintain a RFP process for the hired BRFSS data contractor to ensure that the BRFSS is implemented by the most qualified contractor.

GOAL 2: Create and maintain Virginia BRFSS Work Group

- Objective 1: Create Virginia BRFSS Work Group that includes representation from the various OFHS Divisions.
- Objective 2: Meet at least bi-monthly to discuss Virginia BRFSS.
- Objective 3: Invite external members to Virginia BRFSS Work Group meetings, when appropriate.

GOAL3: Work closely with the Virginia BRFSS Work Group to oversee implementation and use of the BRFSS

- Objective 1: Provide regular updates on the implementation and monitoring of the BRFSS to the Virginia BRFSS Work Group.
- Objective 2: Work closely with BRFSS Work Group to oversee development of BRFSS-related products.
- Objective 3: Develop proactive approach to decision making regarding BRFSS questionnaire development that better relates to VDH priorities.
- Objective 4: Work closely with BRFSS Work Group to oversee hire and oversight of BRFSS data contractor.
- Objective 5: Raise awareness of VDH data and programs.
- Objective 6: Increase usefulness to VDH programs and other stakeholders that rely on BRFSS data for public health assessments, program evaluations, grant applications, and ongoing publications.

GOAL 4: Ensure that BRFSS data is available to the VDH staff and to external individuals

- Objective 1: The hired BRFSS data contractor will maintain a cumulative electronic file of the Virginia BRFSS data.
- Objective 2: BRFSS Coordinator will provide BRFSS raw data files to individuals upon request and submission of a data use disclaimer form.
- Objective 3: BRFSS Coordinator and OFHS division epidemiologists will analyze and prepare BRFSS output to external individuals who request specific data runs after completion of data request form.
- Objective 4: BRFSS Coordinator will develop quarterly newsletters that focus on specific priority or population areas.
- Objective 5: BRFSS Coordinator will develop an annual BRFSS report.
- Objective 6: Develop a Virginia BRFSS website that includes BRFSS project documentation and BRFSS newsletters, research briefs and reports.
- Objective 7: Develop local health district data reporting system to disseminate BRFSS data and reports at the local health district level.

GOAL 5: Encourage routine use of BRFSS data by VDH staff for program planning, development of evidence-based interventions and policies, program implementation and evaluation

- Objective 1: Provide clean final BRFSS data files to VDH staff in a timely manner.
- Objective 2: Provide technical assistance to VDH staff regarding BRFSS data and related documentation.
- Objective 3: Ensure that BRFSS reports are disseminated in a timely manner.
- Objective 4: Provide BRFSS data to VDH staff for state-specific use in grant applications, needs assessments, annual plans, and priority setting activities (PHHS and Title V).
- Objective 5: BRFSS Coordinator and the hired BRFSS data contractor will offer technical assistance to OFHS program areas and will work with program directors in developing BRFSS reports and products.
- Objective 6: Work with VDH Office of Family Health Services (OFHS) division staff to identify behavior patterns and unique behavioral risk factors in local areas (local health district, city/county).
- Objective 7: Work closely with the VDH Public Relations Coordinator to address emerging public health chronic disease and injury issues within the Commonwealth.

Objective 8: Provide BRFSS data to VDH administration and state government officials for presentations or committee/legislative assignments.

GOAL 6: Increase collaboration with all stakeholders that analyze data or seek to reduce chronic disease and injury morbidity and mortality

Objective 1: Network with the academic community in Virginia and other states and collaborate on identified research projects related to BRFSS data

Objective 2: Invite individuals external to VDH to Virginia BRFSS Work Group meetings as appropriate