

Community Health Implementation Strategy

FY 2019 - 2022



Executive Summary

Halifax Regional Medical Center is a 204-bed hospital located in Roanoke Rapids, North Carolina that provides a wide range of general and specialized healthcare services for approximately 66,000 community members from Halifax County and surrounding communities.

Halifax Regional Medical Center is one of nine hospitals that comprise Vidant Health. Vidant Health is a regional health system serving 1.4 million people in 29 counties throughout rural eastern North Carolina. Most of the counties served by Vidant Health are listed in the top 40 most economically distressed areas in the state (73% of Vidant Health's counties are classified as Tier 1 counties; 24% of the counties are classified as Tier 2 counties; 3% of the counties are classified as Tier 3 counties). The system consists of Vidant Medical Center (an academic medical center), nine community hospitals, an ambulatory surgery center, wellness, and rehabilitation facilities, home health agencies and other independently operated health services. Vidant Health is affiliated with the Brody School of Medicine at East Carolina University. The mission of Vidant Health is to improve the health and well-being of eastern North Carolina. Our vision is to become a national model for rural health and wellness by creating a premier, trusted health care delivery and education system. Integral to our mission is our commitment to be responsive to our community's needs and to provide high quality, cost-effective health care services.

Description of Community

Halifax County, where Halifax Regional Medical Center is located, has a population of 51,776. African Americans comprise 53.5% of the population in Halifax County. The Hispanic and Asian populations in Halifax County are small compared to other NC counties. Approximately 14% of county residents do not have health insurance. In addition, almost 30% of residents are Medicaid eligible.

Halifax County is designated as a Tier 1 county, meaning it is one of the 40 most economically distressed counties in the state. Halifax County's median income per household is \$32,549, which is below North Carolina as a whole. Poverty levels in Halifax County are higher than the surrounding region with almost 27% of the population living below the poverty level. Approximately 77% of Halifax County's residents over the age of 25 years have a high school degree or higher, compared to the state rate of 86.3%. These factors contribute to the health challenges identified in the 2019 Community Health Needs Assessment.



Participants

Health ENC – 2019 Community Health Needs Assessment

Initiated in 2015 by the Office of Health Access at the Brody School of Medicine at East Carolina University, Health ENC grew out of conversations with health care leaders about improving the community health needs assessment (CHNA) process in eastern North Carolina. Health ENC, now a partnership among county health departments and hospitals in eastern NC, coordinates a regional CHNA in 33 counties of eastern North Carolina. In addition, the Health ENC Program Manager works to build coalitions and partnerships that will address health issues identified through the regional CHNA process.

As part of the assessment process, members of Halifax Regional Medical Center and Halifax County Health Department worked collaboratively to distribute a community health opinion survey to various segments of the population in Halifax County. The survey was printed in English and Spanish and distributed to a broad range of people in the community, targeting different income levels, including underserved members of the community, the elderly, and the general population. In addition to the paper surveys, a web-based survey tool was developed by Health ENC and made available to the public through different email lists. The survey was also publicized through the local newspaper and social media. The survey was used to collect primary data from April 18 - June 30, 2018. A total of 501 community members completed the survey. In addition to the community health opinions survey, three focus group sessions were held in Halifax County in June 2018 to receive feedback from various community groups, which were under-represented in the survey responses. A total of 29 community members participated in the focus group sessions.

Community Key Stakeholder Group – Halifax County

The following community stakeholders were represented in the planning, data review and prioritization process for the 2019 Halifax County CHNA:

- Healthy Halifax Partners
- Roanoke Valley Community Health Initiative
- Halifax County Commissioners
- Halifax County Board of Health
- Halifax County Health Department
- Halifax Regional Medical Center Board
- Halifax Regional Medical Center



2019 Community Health Priorities for Halifax County

The comprehensive 2019 Community Health Needs Assessment for Halifax County included significant input from community members, as well as a wealth of information from local, state, and national data sources. Key stakeholders reviewed primary and secondary data. Following an in-depth discussion of the assessment data and existing community resources, the key stakeholder group selected three health priorities for focus over the next three years.

These three health priorities are:

- Obesity
- Physical Activity and Nutrition
- Maternal, Fetal, and Infant Health

Implementation Strategies

Priority Health Need: Obesity

Goal: *Reduce the incidence of unhealthy weight in children, adolescents and adults in the community.*

Strategies:

- Increase awareness of the obesity epidemic and promote healthy lifestyles
 - Continue to publish and provide Healthy Halifax Newsletter free to the community
 - Maintain Get Fit Stay Fit Website and RV-CHI Facebook page
 - Generate regular publicity for the RV-CHI (Develop brochures, flyers and articles for RV-CHI and it's community activities)
 - Participate in School Health Advisory Councils, South Eastern Halifax Coalition, and Northampton County Healthy Carolinians
 - Continue providing CATCH support in county schools
 - South Eastern Halifax Coalition will advocate for county wide recreation
 - Walk/Bike to school (October and May)
- Continue to be a leading partner with Roanoke Valley Community Health Initiative (RV-CHI)
 - Serve as anchor organization for the RV-CHI
 - Provide a Community Outreach Coordinator (liaison between RV-CHI, RV-CHI Workgroups, RV-CHI Coordinating Council and partners
 - Collaborate and work closely with faith communities, community members, leaders, health departments, administrators, hospitals, physicians, related businesses, academic institutions and community based organizations to promote wellness, activity and coordination
 - Ensure alignment between partners towards the RV-CHI mission
 - Coordinate RV-CHI Quarterly meetings and Coordinating Council meetings
 - Provide space and meals
 - Serve as a resource person and point of contact for RV-CHI members and partners
 - Serve as lead spokesperson and ambassador for the RV-CHI across the community, region and state
 - Maintain, update and develop content for the RV-CHI website (Get Fit Stay Fit), Facebook and other social media platforms
 - Assist in planning and implementing the annual Family Fest, a fun celebration of education, fitness and healthy living



Priority Health Need: Physical Activity and Nutrition

Goal: *Empower residents of Halifax County to lead Healthy Lifestyles.*

Strategies:

- Increase awareness of the obesity epidemic and promote healthy lifestyles
 - Continue to publish and provide Healthy Halifax Newsletter free to the community
 - Maintain Get Fit Stay Fit Website and RV-CHI Facebook page
 - Generate regular publicity for the RV-CHI. (Develop brochures, flyers and articles for RV-CHI and it's community activities)
 - Participate in School Health Advisory Councils, South Eastern Halifax Coalition, and Northampton County Healthy Carolinians
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Priority Health Need: Maternal, Fetal, and Infant Health

The CHNA identified Maternal, Fetal, and Infant Health as a priority for our community. Halifax County Health Department will take the lead on addressing this priority, due to resources available at the state and local level to support this work. The hospital will continue to partner with the health department and local providers to provide care for mothers and their newborns and infants. In addition, the hospital will continue the following actions to support work around addressing this priority health need:

Goal: *Provide programs and services to improve maternal, fetal, and infant health in Halifax County.*

Strategies:

- Offer easily accessible free prenatal and childbirth preparedness classes for expectant mothers in the community.
- Identify high-risk parents at the hospital and connect them with resources in the community for socioeconomic issues including substance abuse, environmental concerns, and other needs identified by nursing staff. Utilize the NC Care 360 program to connect expectant parents to resources to address social determinants affecting health during pregnancy.

Approval

Halifax Regional Medical Center's Implementation Strategy for 2019-2022 was approved by the Vidant Community Hospitals' Board of Directors on September 24, 2019.



9/24/19

Chair, Vidant Community Hospitals' Board of Directors

Date