

# Community Health Implementation Strategy

FY 2019 - 2022



**VIDANT™**  
Beaufort Hospital

# Executive Summary

Vidant Beaufort Hospital is a not-for-profit, community hospital located in Washington, NC. The hospital is part of Vidant Health; a regional health system serving 29 counties in eastern North Carolina. The hospital has served Beaufort and surrounding counties since 1958. The health system's mission, "to improve the health and well-being of eastern North Carolina" drives a system of care for healthier communities beyond the traditional walls of our facilities.

## Description of Community

The primary service area for Vidant Beaufort Hospital includes Beaufort and mainland Hyde Counties, North Carolina. Surrounding cities and towns include Washington, Aurora, Bath, Belhaven, Pantego, Chocowinity and Washington Park in Beaufort County and Ponzer, Swan Quarter, Fairfield and Engelhard in Hyde County. According to the 2010 Census, Beaufort County has a population of 47,759. Over 68% of the population is white, followed by 25% black, 7% Hispanic. Less than 1% consider themselves American Indian or Asian. The 2010 Census reports a population of 5,810 in Hyde County. 64% of the population is white, 31% is black, and 7.1% is Hispanic. Less than 1% consider themselves American Indian or Asian.

In Beaufort County, statistics indicated vulnerable populations as:

- Persons living below the Federal Poverty Level: 21% of the population is living in poverty.
- Children under the age of five years: 29.3% of children less than five years of age are considered overweight or obese.
- Persons of the African American race: African-Americans have a higher incidence of cancer as well as higher mortality rates for heart disease, cerebrovascular disease, diabetes mellitus and Alzheimer's disease.

In Hyde County, populations at risk for poor health outcomes include:

- People without a medical home: low medical provider ratios and utilization of area hospital emergency departments for health care are indicators that many in Hyde County do not have a stable medical home.
- The growing elderly population: there is an apparent lack of nursing home and assisted living housing options for the elderly as they reach the point, they can no longer care for themselves.
- Uninsured or underinsured Hyde County residents: these populations have difficulty accessing health care.
- Males: men suffer mortality and morbidity at higher rates than females.
- People without reliable transportation: the elderly and poor, especially, have limited transportation options to access the limited health care in large, predominately rural Hyde County.
- Minority populations: this population group suffers the consequences of poverty and limited health care access at the highest rates.



## 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 program of the Foundation for Health Leadership and Innovation (FHLI), 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.

The community health assessment process was a collaboration between Health ENC, the health departments in both Beaufort and Hyde counties, Vidant Beaufort Hospital and Vidant Health System. To ensure input from persons with a broad knowledge of the community, organizations representing the counties in sectors such as mental health, children’s health, and senior health services participated in the process. Additionally, individuals from agencies representing the uninsured and underinsured were invited to participate.

### Community Key Stakeholder Groups

Those who committed to the assessment and planning process became the stakeholder group and attended meetings throughout 2018 for both counties respectively. Finally, partners from Vidant Beaufort Hospital, the Beaufort and Hyde County Health Departments, and Health ENC formed leadership teams, which worked collectively to identify the types and sources of data to be collected and along with the stakeholder group, helped prioritize the community health concerns.

As part of the CHNA, a community health opinion survey was distributed to various segments of the population. The survey was printed in English and Spanish and distributed to a range of people in the community, targeting different income levels, the Latino community, the elderly, and the general population. In addition to the paper surveys, a web-based survey tool was also utilized to collect data. The web-based survey tool was made available to the public through different lists and publicized through the local newspaper and through social media.

Both counties collected primary data with the use of the community survey and by conducting focus groups. Stakeholder groups in both counties were invited and participated in a priority setting work session. The following groups were represented during the process of this assessment:



## Beaufort County

- Beaufort County Health Department
- Vidant Beaufort Hospital
- Vidant Health
- Beaufort County Administration (Brian Alligood-Manager)
- Trillium Health Resource
- Eastern Community Care Foundation
- Beebe Chapel CME
- Cornerstone Family Worship Center
- Beaufort-Hyde Partnership for Children
- Beaufort County United Way
- Beaufort County Schools
- Evan Lewis Law Firm
- Washington Pediatrics

## Hyde County

- Hyde County Health Department
- Vidant Beaufort Hospital
- Ocracoke Health Center
- Hyde County Public Schools
- Hyde County Cooperative Extension Office
- Beaufort / Hyde Partnership for Children
- Hyde County Sheriff's Office
- Hyde County Board of Health
- Project Direct Legacy for Men and their Families
- Vidant Behavioral Health
- Senior Tar Heel Legislator for Hyde County
- Hyde County Department of Social Services
- Hyde County Clerk of Court
- Trillium Health Resources



## 2019 Community Health Priorities

### **Beaufort County**

1. Access to Health Services (Physical and Mental)
2. Healthy Living Education
3. Exercise, Nutrition, and Weight Management
4. Substance Abuse


### **Hyde County**

1. Access to Mental Health Care/Services
2. Healthy Living
3. Substance Use/Abuse

## Vidant Beaufort Hospital's Community Benefit Grants Program

Vidant Health wants to do more for people to improve their health before they reach the point of having to be hospitalized. That's why in 1998, Pitt County Memorial Hospital (now Vidant Medical Center) made a substantial donation to the Pitt Memorial Hospital Foundation (now Vidant Health Foundation) to establish the Community Benefit and Health Initiatives Grants program. In 2006, the program extended its outreach by establishing a Regional Community Benefits Grants program which works with Vidant Health regional hospitals to distribute grants to their communities.

The goal of the program is to support outreach projects that focus on wellness and prevention strategies. The Community Benefit Grants program educates people about disease prevention and management, provides people with the knowledge and tools to be successful in their own health care and locates programs within communities, making them available and more accessible to people needing the programs/services.



Vidant Beaufort Hospital has a committee of community members from Beaufort and Hyde counties to review the health needs of our community and determine focus areas for our participation in this program.

The committee's current focus areas based on the 2019 CHNA include:

- Access to Health Services (Physical and Mental)
- Healthy Living Education
- Exercise, Nutrition, and Weight Management
- Substance Abuse

Vidant Beaufort Hospital distributed \$96,500 to various agencies in Beaufort and Hyde counties in July 2019. The next funding cycle will align the Community Benefit Grant focus areas with the health priorities identified in the 2019 CHNA.

Vidant Beaufort Hospital's Community Health Implementation Plan is based on the findings of the community health needs assessment as well as the focus areas established for our community benefit activities.


# Implementation Strategies

## Priority Health Need: Access to Health Services (Physical and Mental)

**Goal:** *To improve access to health care services especially for the uninsured/underinsured patient population.*

### Strategies:

- Continue to provide high quality health care to all who seek our services.
- Vidant Beaufort Hospital is participating in a faith-health partnership, HealThy Neighbor. Through this partnership faith health ambassadors are identified in local churches. The Faith Health Ambassadors are coordinating health screenings for the congregation members. Aggregate health data results are shared with the congregation to promote awareness and so they can address change in health habits.
- Vidant Beaufort Hospital supports Beaufort County Healthy Clergy, Congregations and Communities (BCH3C) efforts to provide services to replace barriers and promote the fitness and health of local clergy, congregations, and communities in our area by providing health screenings, health education, and awareness of local health related events.
- Vidant Beaufort Hospital connects with local schools, such as Eastern Elementary School and Beaufort County Community College to promote health education and awareness by providing health screens on campuses for faculty and staff. Health screens include body mass index, blood pressure, blood cholesterol/sugar readings and health coaching based on results.
- Vidant Beaufort's community health improvement team provides free health screenings to parents at local schools, such as Eastern Elementary School's Parent Night event to promote health education and awareness.
- Vidant Beaufort Hospital through support of the Vidant Health Foundation provides funding through our Community Benefit Grants program to community partners that focus on access to health care services including transportation:
  - Beaufort County Developmental Center – Beaufort Area Transit System
  - Ruth's House – Driving Ms. DV
  - Hyde County Non-Profit Private Transportation Corporation – Care-to-Go
  - Mid-East Area Agency on Aging – Medicare Beneficiary Counseling and Medication Management
  - Coastal Pregnancy Center – Solomon's Cribs
  - NC Med Assist – Free Pharmacy Program for low-income, uninsured Beaufort and Hyde County residents.
- Vidant Beaufort Hospital provides financial counselors to assist in determining if patients qualify for Medicaid and in applying for other government-assisted programs.

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- Vidant Beaufort Hospital serves as one of the lead organizations for Beaufort County 360, an alliance of community health agencies, schools, social service organizations and non-profits working to address the most critical needs in Beaufort County including access to care.
  - Vidant Beaufort Hospital partners with Project Direct Legacy, a community group established in Hyde County that focuses on promoting health improvement especially related to diabetes.
  - Partner with Vidant Medical Group to continue to provide mental health services in the region through Vidant Behavioral Health locations in Washington, Swan Quarter and Ocracoke with plans to expand to Belhaven in within the next year.
  - Participate on the Beaufort County 360 mental health task force.
  - Provide support Project LAZURUS in Hyde County

## Priority Health Need: Healthy Living Education


**Goal:** *To improve health outcomes and quality of life for adults and children through education of the benefits of physical activity, proper nutrition along with prevention and early detection of chronic diseases including cancer.*

### Strategies:

- Vidant Beaufort Hospital Community Health Improvement team provides free health screenings to adults at community events, local churches, businesses, and schools that include body mass index, blood pressure, blood cholesterol/sugar readings followed by health coaching based on results in efforts to educate and promote wellness and healthy living.
- Vidant Beaufort provides stroke awareness education in the communities we serve so community members as well as local EMS and first responders can confidently recognize signs and symptoms of a stroke thus shortening the delay in patients receiving medical treatment.
- Representatives from Vidant Beaufort Hospital serve on advisory councils and partnerships to promote wellness, health and fitness including HealthY Neighbor Advisory Board, Beaufort County Healthy Eating Active Living (HEAL) Coalition, Beaufort County 360, Beaufort County Resource Connection, and the Beaufort County Health Department 411 Health Fair planning committee.
- Providers and allied health clinicians provide editorial content for quarterly Healthy Living publications distributed by the local newspaper, The Washington Daily News. Topics include exercise and wellness, health technology, senior living and cancer prevention and early detection awareness.



- Providers and allied health professionals provide education to our community about a variety of health topics including chronic disease prevention and management through a Health Beat column in the local newspaper.
- Vidant Beaufort Hospital hosts Heart Truth, a free event designed to promote awareness of heart disease to our community. Over 200 community members typically attend.
- Vidant Beaufort Hospital is participating in a faith-health partnership, HealThy Neighbor with Beaufort County to promote healthy lifestyles and to provide health education to members of the congregation.
- Vidant Beaufort Hospital supports Beaufort County Healthy Clergy, Congregations and Communities (BCH3C) efforts to provide services to replace barriers and promote the fitness and health of local clergy, congregations, and communities in our area by providing health screenings, health education, and awareness of local health-related events.
- Vidant Beaufort Hospital through support of the Vidant Health Foundation has provided funding through our Community Benefit Grants program to community partners that provide health education and promote healthy living:
  - Eagles Wings – *What’s Cooking?*
  - Food Bank of the Albemarle - Mobile Food Pantry
  - Beaufort County Boys and Girls Club – Triple Play
  - Cornerstone Family Worship Center - Beaufort County Healthy Clergy, Congregations and Communities
  - Beaufort County Community College – Community Health Coaches Training
  - Beaufort County Police Activity League – Youth Biometric Physical Health Assessment program
  - Community Assistance Rural Empowerment (St. John’s Church of Christ, Disciples of Christ – Champion Your Fitness 2019
  - Albemarle Development Corporation – Meals on Wheels Hyde County
  - Zing Life Services – Stroked By Love
- Vidant Beaufort Hospital provides screenings in Beaufort and Hyde Counties for early detection of breast and skin cancer in adults.
- Vidant Beaufort Hospital with support from Vidant Health implements a breast cancer awareness program, PinkPower, to encourage early detection of breast cancer. This event includes emphasis on other cancers affecting women in our surrounding communities such as colon and cervical cancer.


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- Vidant Beaufort Hospital through support of the Shepard Cancer Foundation provides free educational lunch and dinner events to educate the community about prevention and early detection of colon, skin, and lung cancer in Beaufort and Hyde counties.
  - Vidant Beaufort Hospital shares their large, inflatable colon at community events, churches, schools and businesses as an educational tool to promote awareness, prevention and early detection of colorectal cancer.
  - Vidant Beaufort Hospital partners with Vidant Cancer Care to provide education to local businesses, schools, churches and civic groups regarding the awareness, prevention and early detection of cancers through educational displays and speaking engagements.
  - Vidant Beaufort Hospital, through funding from the Shepard Cancer Foundation, provides support to our local health department's Breast and Cervical Cancer Control Programs (BCCCP) to provide financial assistance to those who qualify.
  - Vidant Beaufort Hospital team members participate in school career/health fairs educating students on the importance of healthy living as well as sharing information regarding health careers.

## **Priority Health Need: Exercise, Nutrition, and Weight Management**

**Goal:** *To educate adults and children on the benefits of physical activity and nutrition.*

### **Strategies:**

- Vidant Beaufort Hospital Community Health Improvement team provides free health screenings to adults at community events, local churches, businesses, and schools that include body mass index, blood pressure, blood cholesterol/sugar readings followed by health coaching based on results in efforts to promote physical activity, proper nutrition and weight management.
- Vidant Beaufort Hospital partners with the Beaufort County Health Department in its annual 411 Health Fair by providing free health screenings and health coaching based on results in efforts to promote physical activity, proper nutrition and weight management.
- Vidant Beaufort Hospital participates in HealThy Neighbor, a faith/health partnership with Beaufort County churches to promote healthy lifestyles and to provide health education related physical activity, nutrition and weight management to members of the congregation.

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- Vidant Beaufort Hospital supports Beaufort County Healthy Clergy, Congregations and Communities (BCH3C) efforts to provide services to replace barriers and promote the fitness and health of local clergy, congregations, and communities in our area by providing health screenings, health education, and awareness of local health related events.
  - Vidant Beaufort Hospital through support of the Vidant Health Foundation has provided funding through our Community Benefit Grants program to community partners that focus on health education to include physical activity, proper nutrition and weight management:
    - Eagles Wings – *What’s Cooking?*
    - Food Bank of the Albemarle Mobile Food Pantry
    - Beaufort County Boys and Girls Club – Triple Play
    - Cornerstone Family Worship Center - Beaufort County Healthy Clergy, Congregations and Communities
    - Beaufort County Community College – Community Health Coaches Training
    - Beaufort County Police Activity League – Youth Biometric Physical Health Assessment program
    - Community Assistance Rural Empowerment (St. John’s Church of Christ, Disciples of Christ – Champion Your Fitness 2019
    - Albemarle Development Corporation – Meals on Wheels Hyde County
    - Zing Life Services – Stroked By Love
  - Vidant Beaufort Hospital provides community education about a variety of topics related to wellness, nutrition, and physical activity through Health Beat column in the local newspaper.
  - Vidant Beaufort Hospital’s Wellness Center provides a location for the community members to take part in exercise classes and nutrition programs through membership. In addition, wellness scholarships are available to community members who may need access to these service, but cannot afford a wellness center membership.
  - Vidant Beaufort Hospital clinicians accept and seek opportunities to speak to community groups, civic organization, schools, churches and businesses regarding the importance of physical activity, proper nutrition and weight management
  - Vidant Beaufort Hospital team members participate in school career/health fairs educating students on the importance of healthy living.



## Priority Health Need: Substance Abuse

**Goal:** *To improve access to services for substance abuse patients.*

### Strategies:

- Vidant Beaufort Hospital supports Beaufort County Healthy Clergy, Congregations and Communities (BCH3C) efforts to provide services to replace barriers and promote the fitness and health of local clergy, congregations, and communities in our area by providing health screenings, health education to include mental health, and awareness of local health related events.
- Vidant Beaufort Hospital participates on the BC360 Mental Health Task Force that addresses substance abuse issues in our community.
- Vidant Beaufort Hospital speaks to groups in the community about tobacco cessation as needed and requested.
- Vidant Beaufort Hospital does not have implementation plans that specifically address substance abuse; however, it will support the work of the Beaufort County Health Department regarding substance abuse.
  - Tobacco counseling program
  - Chronic Pain Self-Management Program
  - Syringe Exchange program
  - Promotion of Medication Drop-Box events of the Beaufort County Sheriff's Department
- Vidant Beaufort Hospital does not have implementation strategies that specifically address substance abuse; however, it supports the work of the Hyde County Health Department regarding substance abuse.
  - Hyde County Injury Prevention Coalition addresses issue of prescription overdose by having Naloxone available to community residents or friend/family member of resident the regularly uses or abuses prescription drugs.
  - Awareness campaigns occur throughout the county that address prescription abuse and overdose.
  - Promotion of drug take back programs hosted by the Sheriff's department.
  - Naloxone is carried by first responders, sheriff's department, volunteer firefighters and EMS.



## Approval

Vidant Beaufort Hospital's Implementation Strategy for 2019-2022 was approved by the Vidant Community Hospitals' Board of Directors on June 25, 2019.



6/25/19

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Chair, Vidant Community Hospitals' Board of Directors

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Date