

Community Health Implementation Strategy

FY 2019 - 2022



Executive Summary

Vidant Bertie Hospital is a six-bed hospital in Windsor, NC that provides surgical, emergency, medical/surgical, laboratory and radiology services, as well as specialty and primary care clinics. The hospital also offers outpatient behavioral health services and physical, speech, and occupational therapy. The hospital operates Vidant Family Medicine-Windsor, a primary care physician practice, and has a telemedicine link with the Brody School of Medicine at East Carolina University.

Vidant Bertie is one of eight 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

The primary service area for Vidant Bertie Hospital is Bertie County. Bertie County encompasses 741 square miles, 42 square miles of which are water. The major town in Bertie County is Windsor, the county seat. Other Bertie County communities include Askewville, Aulander, Colerain, Kelford, Merry Hill, Lewiston-Woodville, Powellsville and Roxobel.

As of the 2010 US Census, the population of Bertie County was 19,854, nearly evenly divided between males and females. Whites composed 36.0 % of the total population; Blacks/African Americans 61.6 %; and Hispanic or Latino at 2.1%.

Bertie County is designated as a Tier 1 county, meaning it is one of the 40 most economically distressed counties in the state. Bertie County's median income per household is \$31,129, which is below North Carolina as a whole. Additionally, the poverty rate in Bertie County for 2012-2016 is 20.9%, well above the state rate of 16.8%. Approximately 74% of Bertie 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 Vidant Bertie Hospital and Albemarle Regional Health Services worked collaboratively to distribute a community health opinion survey to various segments of the population in Bertie 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 372 community members completed the survey. In addition to the community health opinion survey, six focus group sessions were held in Bertie County in June and July 2018 to receive feedback from various community groups which were under-represented in the survey responses. A total of 52 community members participated in the focus group sessions.

Community Key Stakeholder Group – Bertie County

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

- Vidant Bertie Hospital
- Albemarle Regional Health Services – Bertie County
- Bertie County Commissioners
- Bertie County Government
- Bertie County Public Schools
- NC Cooperative Extension Office, Bertie County
- Town of Windsor Administration
- Windsor-Bertie County Chamber of Commerce
- Vidant Health



Vidant Bertie Hospital Development Council Community Benefits Grants Program

Vidant Health is committed to improving the health and well-being of eastern North Carolina. We partner and serve community members throughout the continuum of care. With our mission at the forefront of our efforts, Vidant Medical Center (formerly Pitt County Memorial Hospital) made a substantial donation to the Vidant Health Foundation (formerly Pitt Memorial Hospital Foundation) in 1998 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 supports community partners to educate people about disease prevention and management, provide people with the knowledge and tools to be successful in their own health care and establish programs within communities, making them available and more accessible to community members who need these programs/services. Vidant Bertie Hospital distributes over \$100,000 annually to various agencies/organizations in Bertie County.

The committee's funding focus areas are based on the health priorities identified in the most recent CHNA.

2019 Community Health Priorities for Bertie County

The comprehensive 2019 Community Health Needs Assessment for Bertie 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 five health priorities for focus over the next three years.

These five health priorities are:

- Access to Care/Services
- Healthy Lifestyles
- Chronic Disease Prevention and Management
- Mental Health and Substance Use/Abuse
- Social Determinants of Health/Poverty

Implementation Strategies

Priority Health Need: Access to Care / Services

Goal: *To improve community and provider knowledge of the health and human services and support structures available in Bertie County.*

Strategies:

- Promote preventive health screenings and immunizations
- Offer transitional care services to connect patients with chronic conditions to community services
- Inform providers and communities/churches about local services through education and awareness activities/health fairs
- Promote the use of Telehealth/Vidant Now
- Provide free health coaching services to community members at community screenings/events
- Continue to provide specialty health care services in the Vidant Bertie Hospital Specialty Clinic, reducing the need for community members to travel outside the community for these services
- Continue existing partnership with Bertie County Schools to provide a certified athletic training program
- Provide advance care planning education and outreach in local community to assist community members with proactive planning around End of Life care
- Partner with Campbell University to provide free health clinics to community members. The health clinics will include health education, wellness screenings and health coaching for community members across Bertie County
- Convene local community partner organizations to explore and implement innovative solutions to address transportation challenges related to care



Priority Health Need: Healthy Lifestyles

Goal: *To improve the health status of the community by promoting healthy lifestyle behaviors.*

Strategies:

- Participate in the Three Rivers Healthy Carolinians initiatives, which promote healthy nutrition and physical activity within Bertie County
- Continue to partner with Bertie County faith organizations through the HealThy Neighbor's program. This program promotes healthy lifestyle behaviors and trains lay individuals to serve as health coaches within their faith organization and surrounding community
- Provide community benefit grant funding and hospital staff time to support the Get Fit! Exercise and Walking program offered through Albemarle Regional Health Services
- Provide healthy lifestyles education and health coaching to community members at area health fairs
- Promote self-care and prevention in the community through flu awareness and prevention activities
- Provide free support groups for Dementia patients/caretakers
- Continue to partner with the Good Shepherd Food Pantry to address food insecurity in Bertie County
- Participate in the Vidant Farm Box initiative to increase community members' access to healthy foods
- Continue to educate elementary school students about Healthy Lifestyles and the importance of positive health behaviors through the Teddy Bear Fair/Lab Safety Day program
- Provide cooking/nutrition classes in partnership with NC Cooperative Extension and their "Med Instead of Meds" Program
- Continue to provide funding to cover the SNAP EBT fees at the Bertie Farmers Market to promote community members' utilization of SNAP benefits for fresh, healthy foods



Priority Health Need: Chronic Disease Prevention / Management

Goal: *To reduce the rate of chronic diseases (heart, lung, obesity, diabetes, etc) through prevention efforts and provide education/resources to support effective self-management of chronic diseases.*

Strategies:

- Continue to offer Diabetes Self-Management Education program
- Host annual Men's Health, Pink Power (women's health), and Heart Health education and awareness events for Bertie County community members at no charge
- Provide prevention and self-management education to community members at local health fairs that address chronic disease
- Provide free stroke assessments, blood pressure, blood sugar, cholesterol, BMI, prostate cancer, and bone density screenings throughout the year at various community locations. These events support early detection and provide education/self-management support to community members
- Provide free support groups for cancer and stroke patients/caregivers
- Partner with the American Cancer Society to support the Bertie County Relay for Life

Priority Health Need: Mental Health and Substance Use / Abuse

Goal: *To educate Bertie County community members of existing mental health resources, as well as the dangers of substance misuse and abuse and connect those in need with the appropriate health resources.*

Strategies:

- Promote local resources to the community at large, as well as those who may have substance abuse issues
- Participate in the Trillium Community Collaborative program advisory committee, as well as partner with Trillium for community health fairs
- Educate patients and community members on the appropriate ways to dispose of medication, as well as how to access drug disposal drop boxes at the Bertie County Sheriff's Department
- Provide community benefit grant funding to support Mental Health America's peer navigation program

- Collaborate with Bertie County Public Schools to investigate and implement evidence-based programming for middle and high school students focused on substance use/abuse

Priority Health Need: Social Determinants of Health / Poverty

Goal: *Assess and address patient needs related to social determinants of health through existing and new innovative community partnerships.*

Strategies:

- Partner with community organizations and agencies to implement NCCARE 360 in Bertie County to connect patients to local services to meet identified needs related to social determinants of health
- Provide financial support to community organizations and agencies working to address social determinants of health (food insecurity, transportation) through the Community Benefit Grants Program
- Continue existing partnership with Bertie County Schools to provide a certified athletic training program
- Supply needed safety/hygiene products to elementary school students with Teddy Bear Fairs/Lab Day
- Continue to support local Farmers Market to provide access to healthy foods
- Assist with the Albemarle Area United Way's annual Day of Caring

Approval

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



6/25/19

Chair, Vidant Community Hospitals' Board of Directors

Date