

Community Health Implementation Strategy

FY 2019 - 2022



Executive Summary

Vidant Chowan Hospital is a 25-bed hospital in Edenton, NC that provides surgical, emergency, medical/surgical, intensive care, family birthing, laboratory and radiology services, as well as a specialty clinic. The hospital also offers cardiopulmonary rehabilitation, diabetes self- management, outpatient behavioral health services and physical, speech and occupational therapy.

Vidant Chowan is one of ten 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 Chowan is Chowan County. Chowan County encompasses 233 square miles, 61 of which are water. The major town in Chowan County is Edenton, the county seat. Other Chowan County communities include Tyner, Rocky Hock, and Yeopim.

As of the 2010 U.S. Census, the population of Chowan County was 14,383, nearly evenly divided by gender. The median age of Chowan County residents was 44.1 years for males and 48.3 years for females, both older than the median age for North Carolina as a whole. Whites composed 62.6 percent of the total population; Blacks/African Americans 33.9 percent; and Hispanics/Latinos of any race 3.8 percent.

Chowan County is a Tier 1 county, meaning it is one of the 40 most economically distressed counties in North Carolina. Chowan County's median household income is \$41,156, which is lower than the state value of \$48,256. Additionally, the poverty rate in Chowan County for 2012-2016 is 24.4%, well above the state rate of 16.8%. Approximately 84% 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 Chowan Hospital and Albemarle Regional Health Services worked collaboratively to distribute a community health opinion survey to various segments of the population in Chowan 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 399 community members completed the survey. In addition to the community health opinion survey, three focus group sessions were held in Chowan County in June and July 2018 to receive feedback from various community groups which were under-represented in the survey responses. A total of 30 community members participated in the focus group sessions.

Community Key Stakeholder Group – Chowan County

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

- Vidant Chowan Hospital
- Albemarle Regional Health Services
- Three Rivers Healthy Carolinians
- Chowan Hospital Foundation
- Vidant Health



Vidant Chowan Hospital Foundation 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 Chowan Hospital distributes over \$100,000 annually to various agencies/organizations in Chowan County.

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

2019 Community Health Priorities for Chowan County

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

These four health priorities are:

- Access to Care/Services
- Healthy Lifestyles
- Maternal Health
- Substance Use/Abuse

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 Chowan 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 Chowan Hospital Outpatient Services Center, reducing the need for community members to travel outside the community for these services
- Provide advance care planning education and outreach in local community to assist community members with proactive planning around End of Life care
- Continue existing partnership with Edenton Chowan Schools to provide a certified athletic training program
- Provide free support groups for Cancer, Dementia, and Stroke patients/caretakers
- Continue to offer Diabetes Self-Management Education program
- Partner with community organizations and agencies to implement NCCARE 360 in Chowan County to connect patients to local services to meet identified care needs



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 Chowan County
- Continue to partner with Chowan 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
- Host annual Men's Health, Pink Power (women's health), and Heart Health education and awareness events for Chowan County community members at no charge
- 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 Cancer, Dementia and Stroke patients/caretakers
- Continue to partner with the Edenton Food Pantry to address food insecurity in Chowan County and provide food for the Book Bag Buddies program with Edenton Chowan Schools
- Participate in the Vidant Farm Box initiative to increase community members' access to healthy foods
- Partner with the American Cancer Society to support the Chowan/Perquimans Relay for Life
- Continue to educate elementary school students about Healthy Lifestyles and the importance of positive health behaviors through the Teddy Bear Fair program
- Provide cooking/nutrition classes in partnership with NC Cooperative Extension and their "Med Instead of Meds" Program
- Continue to serve as the exclusive healthcare sponsor for the Edenton Farmer's Market, funding food vouchers for 'food insecure' patients to use at the Edenton Farmer's Market



Priority Health Need: Maternal Health

Goal: *To improve the health and well-being of pregnant mothers and their babies up to age 5 when they enter kindergarten.*

Strategies:

- Continue to provide free childbirth and breast feeding support classes onsite for all community members
- Co-lead the *Safe Kids* Chowan County partnership focused on educating the public on child safety and prevention activities. This partnership also provides car seats and car seat safety checks for community members.
- Continue community benefit grant funding and support of the BABY (Birth and Beginning Years) classes for pregnant community members
- Serve on board and actively participate in the MARC (Maternal Child Health of the Albemarle Region Collective) initiatives
- Serve on board and actively participate in the Chowan and Perquimans Smart Start program

Priority Health Need: Substance Use / Abuse

Goal: *To educate Chowan County community of the dangers of substance 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 Chowan County Sheriff's Department/Edenton Police Department
- Partner with Albemarle Overdose Prevention Committee to actively participate in initiatives focused on preventing medication drug overdoses, presenting responsible pain management and promoting substance use treatment and support services
- Collaborate with Chowan County Public Schools to investigate and implement evidence-based programming for middle and high school students focused on substance use/abuse



Approval

Vidant Chowan 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