

# Community Health Implementation Strategy

FY 2019 - 2022



# Executive Summary

Vidant Medical Center, one of four academic medical centers in North Carolina, is the flagship hospital for Vidant Health and serves as the teaching hospital for the Brody School of Medicine at East Carolina University. Vidant Medical Center is located in Greenville, NC and serves as a regional resource for all levels of health services and information. The hospital is a tertiary referral center and provides acute, intermediate, rehabilitation and outpatient health services to more than 1.4 million people in 29 counties. In an average year, about 44,500 inpatients and more than 171,000 outpatients are treated within Vidant Medical Center facilities. More than 3,500 babies are born at the hospital in a typical year.

Clinical education is an important part of the hospital's mission and helps demonstrate its commitment to the community. Vidant Medical Center is a teaching site for medical students and residents, nurses and other health professionals.

The hospital's mission 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. Vidant Medical Center has a strong commitment to supporting community health improvement programs that focus on the most compelling health issues impacting the community.

## Description of Community

Pitt County has a land area of approximately 656 square miles. Located in the coastal plain, the county is in the heart of eastern North Carolina, approximately 90 miles east of the capital city of Raleigh, 75 miles west of the Atlantic Ocean, and 220 miles south of Washington, D.C.

Pitt County is a rapidly growing, well-diversified employment and service center for eastern North Carolina.

Pitt County's population in 2010 was 168,148 and the estimated population in 2018 was 179,914, reflecting an increase of 9.3 percent from 2010 – 2018. From 2009-2016, females represented the majority (52.9%) of Pitt County residents. There are ten municipalities within the county: Ayden, Bethel, Falkland, Farmville, Fountain, Greenville (most populated), Grifton, Grimesland, Simpson, and Winterville.

From 2013-2017, Pitt County's median income was \$43,526 and the per capita income was \$25,462, with both figures lower than the state. More than 20 percent (21.7%) of all Pitt County residents were reported as having an income below poverty level. In comparison, despite being a resource-rich community, Pitt County's percentage of all people living in poverty surpasses the following peer counties' and North Carolina's respective percentages of people living below the poverty level: Alamance (14.4%), Gaston (15.1%), Rowan (15.3%), Wayne (20.3%) and NC (14.7%).

## **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 Medical Center and the Pitt County Health Department worked collaboratively to distribute a community health opinion survey to various segments of the population in Pitt 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 872 community members completed the survey. In addition to the community health opinion survey, seventeen focus group sessions were held in Pitt County in June and July 2018 to receive feedback from various community groups which were under-represented in the survey responses. A total of 182 community members participated in the focus group sessions.

### **Community key stakeholder group – Pitt County**

In Pitt County, the Pitt Partners for Health community coalition served as the key stakeholder group that participated in the planning, data review and prioritization process for the 2019 Pitt County CHNA. Vidant Medical Center serves as the administrative agency for Pitt Partners for Health, providing a Coordinator for the coalition. Their member organizations include, but are not limited to:

- Access East
- Churches Outreach Network
- Community Crossroads
- East Carolina University
- Fountain Presbyterian Church
- Healthy Lives Healthy Choices
- HealThy Neighbors
- Greenville Housing Authority
- Greenville Parks and Recreation
- Greenville Police Department
- Local municipalities
- NC CIVIL
- NC Cooperative Extension
- Pitt County Community Schools and Recreation Department
- Pitt County Council on Aging
- Pitt County EMS
- Pitt County Health Department
- Pitt County Planning Department
- Pitt County Schools
- Third Street Academy
- Vidant Health
- West Greenville Health Council

## **Vidant Medical Center's Community Benefit 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 Benefit 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.

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

### **2019 Community Health Priorities for Pitt County**

The comprehensive 2019 Community Health Needs Assessment for Pitt 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 priority categories to focus on over the next three years.

These health priority categories are:

- Access to Care/Social Determinants of Health
- Chronic Disease Prevention
- Mental Health

# Implementation Strategy

## Health Priority Category: Access to Care/Social Determinants of Health

**GOAL-Community Paramedic Pilot:** To improve access to essential health and social support resources through a community paramedic pilot.

**Strategy:**

1. Provide health services to at risk populations where access to physicians, clinics, and/or hospitals, pharmacy services and other social support is a challenge.

**GOAL-NCCARE 360:** To improve access to resources related to social determinants of health.

**Strategy:**

1. Promote the use of NCCARE360 to connect vulnerable populations to resources that support social determinants of health and well-being.

**GOAL-MEND Free Clinic Navigation Services:** To increase access to basic health care services for the uninsured/underinsured populations in Pitt County through free clinic navigation services.

**Strategies:**

1. Develop networks of care, referral systems and integrated information systems between clinics, emergency room and VMC Case Management.
2. Identify "high-risk" uninsured patients via the ED and free clinics to coordinate their care and connect them to primary care.

**GOAL-Faith Health:** Partner with faith based organizations in Pitt County to increase access to health care and health promotion resources.

**Strategies:**

1. Partner with the HealThy Neighbor Faith Health initiative to provide health screenings, referral and follow up services and health promotion education.
2. Partner with local churches to provide individualized health programming.

**GOAL-School Health Program:** To improve the health and well-being of Pitt County School's students and staff.

**Strategies:**

1. Coordinate care for students with chronic health issues, including but not limited to development of health and emergency action plans, oversight of prescription medication administration program, and oversight of medical procedures.
2. Provide health education and health promotion programming for students and staff.

**GOAL-Senior Services:** To improve the health and well-being of older adults.

**Strategies:**

1. Implement health promotion and social support education pertinent to the unique needs of older adults.
2. Coordinate and promote caregiver and advanced care planning education.
3. Coordinate and promote fall prevention education and referral to resources.
4. Investigate dementia friendly hospital models of care for Vidant Medical Center.

**GOAL-Injury Prevention:** To provide access to injury prevention education and services that can reduce the potential for death and disability and improve the health and quality of life of children and the general population.

**Strategies:**

1. Partner with law enforcement to implement driver and occupant safety initiatives.
2. Partner with Pitt County Schools to implement sports safety education.
3. Partner with community organizations for fall safety education and resources
4. Collaborate with local and state partners to promote and implement injury prevention campaigns that affect all age groups.

**GOAL-Pediatric Asthma Program:** To improve the health and quality of life for children with asthma.

**Strategies:**

1. Deliver case management and educational services for children with moderate to high-risk asthma.
2. Coordinate community-based asthma education.
3. Secure funding to support an emergency medication fund for children with asthma (CMN)

**GOAL-Prescription Medications:** To improve access to affordable prescription medications for the

older adult population and other disparate populations.

**Strategies:**

1. Provide free expert counseling during the Medicare Part D open enrollment period in collaboration with the Pitt County Council on Aging to increase access to affordable prescription medications for older adults.
2. Connect indigent/uninsured patients and families in need of charitable funds for prescription medication (Health Assist)

**GOAL-Improve Access:** To improve the use and access of the health care system.

**Strategies:**

1. Expand use of "Where to Go for Care" messages
2. Implement My-Chart e-Visits
3. Continue to promote Vidant Now virtual care services

## **Health Priority Category: Chronic Disease Prevention**

**GOAL-Chronic Disease Prevention:** To increase access to health education/promotion, chronic disease screening services and health care resources for chronic conditions.

**Strategies:**

1. General Health Education and Health Promotion
  - a. Offer chronic disease screening and referral services
  - b. Promote use of Great 8 with SMART goals at community events and provider offices.
  - c. Promote use of health coaches in the clinic setting.
  - d. Continue the Sound Care-On Hold Message Line service to provide general health education and resources to listeners
  - e. Continue Community Calendar in the Daily Reflector to provide monthly health messaging and a list of upcoming events offered by Vidant Medical Center.
  - f. Promote Lifestyle Medicine through health messaging, media campaigns, and lifestyle education sessions.

## 2. Diabetes

- a. Provide Diabetes Self-Management Education and Support to community members living with diabetes
- b. Increase awareness to the community about the importance of Diabetes Self-Management Education and Support to better manage personal diabetes goals
- c. Coordinate an annual "Winning with Diabetes" Conference with community partners
- d. Promote awareness through Diabetes Alert Day and Diabetes Awareness Month

## 2. Stroke

- a. Provide community based education on the signs and symptoms of stroke, acute treatment options for stroke, and risk factors that increase the risk of stroke incidence.

## 3. Cancer

- a. Coordinate community education and awareness events focusing on top preventable cancer sites
- b. Conduct community based early detection cancer screenings
- c. Provide tobacco cessation and preventive services in the outpatient setting
- d. Continue the Vidant Cancer Care Navigation program that assists cancer patients in navigating a comprehensive system of care

## 4. Cardiovascular

- a. Coordinate an annual community outreach event to increase the communities' awareness about individual risk of cardiovascular disease as well as the action steps to reduce risk.

**GOAL-Physical Activity and Nutrition:** To increase opportunities to be physically active and implement nutrition education and healthy eating policies in Pitt County.

### **Strategies:**

1. Implement Healthy People, Healthy Carolinas program in collaboration with Pitt Partners for Health and Population Health Improvement Partners (TDE). Interventions/Initiatives include:
  - a. Cooking Matters at the Store (CMATS)
  - b. WalkWise NC



- c. Kid in Parks TRACK Trails
  - d. TRACK Rx
  - e. Healthy Food Pantry
2. Promote healthy eating policies in churches, schools, and other community-based sites in Pitt County.
  3. Implement nutrition education throughout Pitt County during National Nutrition month.
  4. Promote access to fresh fruits and vegetables in Pitt County.

### **Health Priority Category: Mental Health**

**GOAL-Vidant Cancer Care Support and Survivorship program:** To increase access to support services for community members who are cancer survivors.

**Strategies:**

1. Provide support groups and integrative therapies such as yoga, massage, meditation, and Thai chi.
2. Partner with community organizations that offer art classes, gardening, kayaking, fishing, and one on one therapy.

**GOAL-Tender Hearts Program:** To increase access to support services for families that have experienced a fetal loss.

**Strategies:**

1. Provide support group and interactive activities that assist families through the grieving process.
2. Link families with supportive services and community based resources specific to fetal loss

**GOAL-Hopeful Beginnings Program:** To increase access to support services for mothers experiencing postpartum depression or mood disorders.

**Strategies:**

1. Provide support group and discussion that assist mothers experiencing postpartum depression or mood disorders.
2. Link families with supportive services and community based resources specific to postpartum depression or mood disorders.

**GOAL- Pitt County Students Against Destructive Decisions (SADD) in Pitt County Middle and High Schools:** To promote positive decision making among Pitt County students, while providing adult influences with the education and resources needed to guide students towards healthy choices.

**Strategies:**

1. School Based Clubs
  - a. Partner with the school system to establish SADD Clubs in each Pitt County middle and high school.
2. School Based Support Groups
  - a. Partner with the local school system to establish peer based support groups based on mental health topic.
  - b. Partner with the local school system to link students and parents with mental health resources.
3. Education
  - a. Partner with the local school system to provide students, school system staff, parents, and caregivers with education and training on how to better navigate the pressures, destructive decisions, and challenges encountered by school age children.

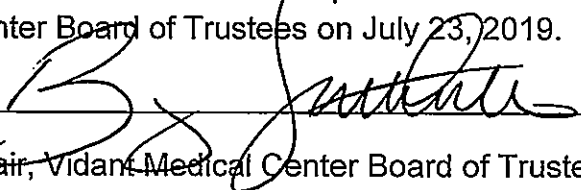
**GOAL-Community Based Coalitions and Partnerships:** To improve access to mental health education and behavioral health services in Pitt County.


**Strategies:**

1. Behavioral Health Alliance: Partner with the Behavioral Health Alliance to discuss mental health concerns in public schools.
2. Vidant Opioid Action Team: Continue asset mapping of available substance use disorder resources
3. Bringing Resilience and Courage to Excel (BRACE): Partner for BRACE initiative to provide training for school faculty and staff, school nurses, and mental health professionals as trauma informed health care providers.

**Approval**

Vidant Medical Center's Implementation Strategy for 2019-2022 was approved by the Vidant Medical Center Board of Trustees on July 23, 2019.

  
\_\_\_\_\_  
Chair, Vidant Medical Center Board of Trustees

  
\_\_\_\_\_  
Date