

Community Health Implementation Strategy

FY 2019 - 2022



VIDANT™
Roanoke-Chowan Hospital

Executive Summary

Vidant Roanoke Chowan Hospital is a 114-bed hospital located in Ahoskie, North Carolina that provides a wide range of general and specialized healthcare services for approximately 44,000 community members in a four-county Roanoke-Chowan area including Hertford, Bertie, Gates, and Northampton Counties.

Vidant Roanoke Chowan 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

Hertford County, where Vidant Roanoke-Chowan Hospital is located, has a population of 24,136. African Americans comprise 60.5% of the population in Hertford County. The Hispanic and Asian populations in Hertford County are small compared to other NC counties. Approximately 12% of county residents do not have health insurance. Almost 29% of residents are Medicaid eligible.

Hertford County is designated as a Tier 1 county, meaning it is one of the 40 most economically distressed counties in the state. Hertford County's median income per household is \$34,523, which is below North Carolina as a whole. Poverty levels in Hertford County are higher than the surrounding region with almost 25% of the population living below the poverty level. Approximately 80% 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 Roanoke Chowan Hospital, Roanoke Chowan Community Health Center and several partner organizations worked collaboratively to distribute a community health opinion survey to various segments of the population in Hertford 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 494 community members completed the survey. In addition to the community health opinion survey, five focus group sessions were held in Hertford County in June and July 2018 to receive feedback from various community groups which were under-represented in the survey responses. A total of 50 community members participated in the focus group sessions.

Community Key Stakeholder Group – Hertford County

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

Vidant Roanoke Chowan Hospital	Roanoke Chowan Community Health Center
Ahoskie Town Police	Chowan University
Eastern Regional Behavioral Health	Hertford County Board of Health
Hertford County Cooperative Extension Office	Hertford County Department of Social Services
Hertford County Public Health Authority	Hertford County Public Schools
Pregnancy Care Center	Roanoke Chowan Community College



Vidant Roanoke Chowan Hospital 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 Roanoke Chowan Hospital distributes over \$100,000 annually to various agencies / organizations in its service area.

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

2019 Community Health Priorities for Hertford County

The comprehensive 2019 Community Health Needs Assessment for Hertford 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:

- Healthy Eating / Active Living
- Infant Mortality
- Substance Use / Mental Health
- Senior Health / Dementia
- Social Determinants of Health


Implementation Strategies

Priority Health Need: Healthy Eating / Active Living

Goal: *Provide programs and services to increase the percentage of youth and adults who get the recommended amount of physical activity; consume five or more servings of fruits/vegetables per day; and who receive health education to reduce risk for chronic diseases or infections.*

Strategies:

- Expand the 'Revive Your Health' initiative with annual events and follow-up cooking and coaching classes led by a physician champion to educate community members on healthy eating behaviors, including plant-based diet, to 'live a healthy life'. This free program includes a series of cooking classes with demonstrations of cooking with fruits and vegetables. Coaching and booklets with recipes are part of the program.
- Serve on local regional council (PICH) to promote farmers' markets and access to fresh vegetables and fruits in the Roanoke-Chowan area.
- Provide medical model wellness center for health risk appraisals and individual and group fitness programs for community members (free and sliding fee programs available);
- Provide Exercise is Medicine program for high-risk patients referred by primary care providers.
- Provide height, weight, and body mass index screening at community health screening events for obesity prevention.
- Offer Vidant Endowment Program for low-income community members with reduced wellness center membership rates based on need and health risk factors.
- Offer obesity prevention and early intervention programs for youth and adults with education, counseling and exercise classes or health/fitness opportunities to at least 6 churches, school/business, 4-H, camps, or community sites annually.
- Offer health education modules for community groups and organizations that are free and easily accessible on: exercise, nutrition, healthy behaviors, chronic disease prevention; include distribution of the "Great 8" health tips handout developed by Vidant Health.
- Provide HealThy Neighbors faith-based health initiative to at least 6 churches in Hertford County and partner with faith-based associations to deliver health education toolkits to at least 20 churches
- Serve on advisory councils, coalitions, nutrition groups, and food bank organizations to increase access to healthy meals and fresh fruits and vegetables for the community
- Offer comprehensive child/adolescent health and fitness programs at the wellness center including:
 - Youth sports conditioning and personal training
 - Summer camps & Afterschool program focused on healthy lifestyle choices including



activities in the pool, aerobics, and indoor/outdoor games, nutrition classes and exercise program

- Swim lessons (available year round in lap pool)

- Provide free educational classes and seminars on health & fitness and healthy cooking at the wellness center throughout the year.
- Promote healthy eating in the hospital's Café with dietary choices, educational displays, and health information about foods.
- Participate in NC Prevention Partners awards programs for healthy eating, exercise and smoking cessation in the hospital workplace.
- Provide a comprehensive employee wellness program to improve exercise, fitness, healthy weight, chronic disease management, and tobacco cessation for the 600 employees of the hospital (includes a health risk appraisal and personal counseling with a health coach)
- Support health and nutrition programs in Hertford County schools by providing free books for elementary students about healthy eating/active lifestyle, supporting school health curricula, serving on advisory committees, and providing cash donations to support healthy lifestyle initiatives.
- Include trips to farmers' markets and vouchers for fresh vegetables for patients who are served by the TRIP patient-based transit system.
- Continue annual Heart Health events along with other provider-led seminars for health education and screening for early detection to prevent chronic diseases including all types of cancer, and heart disease. Include a nutrition and exercise component in these events.
- Provide community outreach grants to food banks, cooperative extension agencies, and other organizations promoting healthy eating and access to fresh foods.
- Support the community health center's 'farm to table' initiative of pop-up markets with students offering access to fresh fruits and vegetables, and collaboration to have wellness center children's programming participating in F2S2H garden program.
- Support the local community garden initiatives and the 'fresh produce truck' that takes fresh foods to rural areas of the county with no farmers' markets.



Priority Health Need: Infant Mortality

Goal: *Provide programs and services to reduce infant mortality racial disparities and reduce the rate of infant mortality in Hertford County.*

Strategies:

- Continue to lead the Hertford County Task Force on Infant Mortality and implementation of its action plan to achieve goals. Representatives from all county agencies/organization stakeholders including health department, hospital, March of Dimes, and others are members of the Task Force. Two pediatricians and 1 pediatric hospitalist also serve. This Task Force meets bi-monthly.
- Offer easily accessible free prenatal care and childbirth preparedness classes for expectant mothers in the community. (Target: African American parents due to high percentage of all infant deaths in county occurring among African Americans.)
- Collaborate with schools and youth services agencies to teach adolescent females about reproductive life planning and developing healthy lifestyles before pregnancy; offer assistance to adolescent pregnancy prevention programs (target middle school).
- Support the new grant funded 'Healthy Beginnings' program at Albemarle Regional Health Services targeting Hertford County with case management services for new parents who are identified as high-risk (starting in prenatal months).
- Collaborate with Smart Start and CADA Head Start agencies to provide programs for at-risk families to improve parenting skills and home environment for infants during first year of life.
- Provide resources for all provider offices in the county including prenatal educational 'toolkits', and resources for parenting and child health, as well as programs to assist high-risk expectant mothers.
- Partner with Family Life Center in Ahoskie and department of social services to plan special programs for high-risk expectant mothers they serve.
- 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.)
- Compile a Resource Guide for expectant parents to receive education, case management and support they need for childbirth and parenting.
- Host a Baby Resource Fair (with the March of Dimes) with educational booths, displays, vendors, and agencies to offer gifts and guidance for expectant parents (focus on African American families). Enroll participants in an on-going program to receive follow-up education and case management as needed.



Priority Health Need: Substance Abuse / Mental Health

Goal: *Provide programs and services for the community to educate and provide resources for substance use/abuse and mental health issues.*

Strategies:

- Continue to serve as the lead agency for the Hertford Northampton Opioid Crisis Coalition – a collaborative to educate the public about the dangers of opioid drug overdose and prevent death by overdose of opioids. Drop Boxes for safe disposal of old medications, Naloxone kits for law enforcement and health department, and an awareness campaign about the dangers of these drugs some of the initiatives of the coalition. Hospital coordinates and plans agendas for monthly meetings of the coalition and leads community education and initiatives.
- Provide Mental Health First Aid seminars throughout the community upon request or at least twice a year to educate community lay leaders about mental health issues, identifying and referring for assistance.
- Work with local agencies including nursing home facilities to start an Alzheimer’s support group for caregivers.
- Provide annual educational events focused on behavioral health and substance abuse to increase awareness and knowledge of mental health and addiction disorders in the community.
- Provide community benefits grants to support mental health programs in the community such as the ‘peer counseling’ program currently funded and early intervention programs for youth.
- Educate community about the adult and senior adult inpatient services available locally at the hospital for behavioral health patients.
- Serve on local councils, boards, and committees to increase mental health/substance abuse education, programs, and services in the Roanoke-Chowan area.
- Collaborate with Trillium, the leading behavioral health services organization, to align community health education and promotion efforts.
- Network with Northampton County Public Schools to continue efforts to establish a SADD (Students Against Destructive Decisions) club at the high schools in that county.



Priority Health Need: Senior Health / Dementia

Goal: *Provide programs, services, and screening opportunities for senior adults in the community with emphasis on senior adult behavioral health issues including dementia.*

Strategies:

- Offer community education and awareness programs about the outpatient and inpatient senior adult behavioral health services offered by Vidant Roanoke-Chowan Hospital; psychiatrist-led seminars for community, churches and organizations are available (include ways to assist with senior adult behavioral health issues at home).
- Provide a monthly Senior Breakfast Club with educational programs on health topics including exercise and nutrition. The hospital also assists with the Office of Aging Elder Fair annually.
- Host an annual Senior Health and Fitness Day on the last Wednesday each May. Health screening (including stroke screening) is provided to identify risk factors affecting senior health at this event.
- Provide stroke screening for senior adults at churches and health fairs throughout the year targeting seniors. Education on warning signs of stroke is offered.
- Partner with other agencies in the community effort to start an Alzheimer's Support Group for Caregivers in Hertford County.

*Community Benefit Grant funds have been awarded to the Hertford County Office of Aging for the SPICE program for falls prevention. This program includes identification, evaluation and assistance for older adults and safety prevention of falls, including building safety ramps.



Priority Health Need: Social Determinants of Health

Goal: *Assist community members to improve health and prevent disease by reducing the social determinants of health including employment, housing, food access, and transportation.*

Strategies:

- Implement the NC Care 360 program at the hospital so care managers can access referral and resources to address social determinants of health.
- Provide continued grant funding from The Duke Endowment for the Access Health network for indigent and uninsured community members in Hertford County. This network enrolls participants into Hertford Health Access, identifies social determinants of health and addresses those factors. The program also establishes a primary care medical home, Medicaid/health insurance, access to specialty care, and referral for medication and transportation assistance.
- Continue the grant-funded pilot project for rural transportation called TRIP. Based at the community health center, TRIP provides transportation for community members with chronic disease to increase primary care visits, reduce ED visits, and show health improvement outcomes. (Transit to Farmer's markets and wellness center included in this service).
- Continue the hospital's pediatric asthma program that addresses social determinants of health for the pediatric patients served in this program. Case management services identify issues of housing, transportation, education, and medical care and develop a plan with each family to address these needs.
- Offer resources for patients and community members based on assessment of social determinants of health. Access to cancer care fund to assist with colonoscopy and mammography, benevolent fund for medication assistance, and care management programs to assist with housing, transportation, and other needs are available.
- Participate in economic development initiatives at the hospital include:
 - Serving on area boards and councils to promote economic development (Chambers, Committee of 100, tourism and economic growth committees, etc.)
 - Providing health career promotion at area elementary, middle, and high schools to promote careers in healthcare.
 - Offering scholarships available to students for nursing, and other healthcare careers.



Approval

Vidant Roanoke 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