



# Community Health Implementation Plan FY 2016 – 2019



**VIDANT™**  
Roanoke-Chowan Hospital



## Executive Summary

Vidant Roanoke-Chowan Hospital is a 114-bed, not-for-profit hospital located in Ahoskie, NC. The hospital provides a wide range of general and specialized healthcare services, including medical, surgical, pediatric, intensive care, and labor/delivery inpatient units. Behavioral health services include an 8-bed senior adult unit and a free-standing adult behavioral health center. The hospital has an emergency department, and accredited medical laboratory and radiology departments. Outpatient services include a pain care center, wound healing center, and cancer care center that offers radiation oncology. A sleep center, physical therapy department, and outpatient specialty services including cardiology, podiatry, nephrology, gastroenterology, and rheumatology are available. The hospital is associated with several medical practices for obstetrics/gynecology, general surgery, urology, and outpatient behavioral health services. In 2002, the hospital opened a medical model wellness center that serves over 2,000 members and provides community health outreach. In-home services include hospice and home health services, as well as a personal response in-home service for senior or handicapped adults.

Vidant Roanoke-Chowan Hospital is one of the eight hospitals that make up Vidant Health. Vidant Health is a regional health system serving 1.4 million people in 29 counties throughout rural eastern North Carolina. According to the 2016 County Tier Designations, the majority of the counties served by Vidant Health are listed in the top 40 most economically distressed areas in the state (66% Tier 1, 31% Tier 2, 3% Tier 3). The system consists of Vidant Medical Center (an academic medical center), seven community hospitals, an ambulatory surgery center, wellness and rehabilitation facilities, home health and hospice agencies and multiple physician practices. Vidant Health is affiliated with the Brody School of Medicine at East Carolina University. 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 Roanoke-Chowan Hospital encompasses Hertford County. Hertford County is located in northeastern North Carolina. Municipalities within Hertford County include Ahoskie, Cofield, Como, Harrellsville, Murfreesboro, and Winton. The estimated population of Hertford County in 2014 was 24,308. The population is evenly divided among males (49.4%) and females (50.6%). The median age of Hertford County was 3.3 years older than the NC average and approximately the same as the Regional average. Whites composed 36.3 percent of the total population; blacks/African Americans 59.8 percent; American Indians and Alaskan Natives 1.7 percent; Asians, native Hawaiians and other Pacific Islanders 0.8 percent; and Hispanics/Latinos of any race 3.8 percent.

Hertford County is a tier 1 county, meaning it is one of the 40 most economically

distressed counties in North Carolina. Hertford County's per capita income and median income per household are \$17,289 and \$32,201, respectively. As compared to the state, Hertford County's per capita income is \$8,319 below the NC average and the median income per household is \$14,492 below the NC average. Sixty-nine percent of Hertford County public school students are enrolled in free or reduced lunch programs. Additionally, the poverty rate in Hertford County for 2010-2014 is 26.3, compared to the state rate of 17.6 and the Regional average of 23.0. Hertford County's high school dropout rate is lower than the state at 1.11 compared to the state rate of 2.28 and the Regional mean of 1.93.

Hertford County has a lower rate of uninsured individuals in every age group in 2013, when compared to the state and the region, but has a higher proportion of Medicaid eligible than the state and region. In terms of active health professionals per 10,000 residents, Hertford County is lower than the state for the following categories: All Physicians - general and specialists, Primary Care Physicians, Dentists, and Pharmacists. According to the 2015 *County Health Rankings*, Hertford County was ranked 63<sup>rd</sup> in length of life, 81<sup>st</sup> for quality of life, 93<sup>rd</sup> for health behaviors, 24<sup>th</sup> for clinical care, 77<sup>th</sup> for social and economic factors, and 44<sup>th</sup> for physical environment compared with other North Carolina counties.

### **Who Was Involved**

The community health assessment process was initiated by Vidant Roanoke-Chowan Hospital in collaboration with the Hertford County Health Department. To ensure input from persons with a broad knowledge of the community, additional organizations representing the county including mental health, senior health services, and agencies representing the uninsured and underinsured were invited to collaborate. Hertford Health Maintenance Alliance (HHMA), a collaborative network with representatives from health agencies and organizations, committed to the assessment and planning process and serves as the community health advisory group for Hertford County. HHMA members attended meetings beginning in June 2016. They invited key stakeholders from the county to complete the health prioritization and action planning process. Hertford Health Maintenance Alliance includes the following official representatives:

#### **Hertford Health Maintenance Alliance Members**

Pamela Taylor- Choanoke Area Development Association  
Lou Ann Gilliam- Chowan University  
Hope Eley- Trillium Health Resources  
Stephanie Parker Helmkamp- Hertford County Cooperative Extension  
Wanda Vaughan- Hertford County Pregnancy Care Center  
Crystal Dempsey, Chairperson- Hertford County Public Health Authority  
Brunet Parker- Hertford County Public Schools  
Catherine Parker- Hertford County Student Wellness Center  
Wanda Piland, Kim Schwartz, JoAnne Powell- Roanoke Chowan Community Health Center  
Brenda Brown- Department of Social Services  
Sue Lassiter, Lisa Newsome, Sandra Woodard, Cynthia Liverman-Vinson-  
Vidant Roanoke Chowan Hospital  
Heather Howle, Daphne Lee- Hertford County Office of Aging

Ray Wiggins- Hertford County Government  
Pam Perry-Choanoke Public Transportation Authority  
Weyling White, Nicole Boone, Tiffany Wiggins – Hertford Health Access  
Julie Parker – Roanoke-Chowan Community College

Other key stakeholders in the county were invited to participate in the health prioritization and action planning processes including front-line representatives from behavioral health agencies, diabetes education, dietitians, parks and recreation leaders, maternal/child services, youth services including 4-H, law enforcement, and area physicians. After the prioritization process, committees were formed to address each of the top five (5) community health needs.

Hospital staff are leading and participating in these committees for each of the top community health needs identified. A county-wide Hertford County Community Health Action Plan will be written and hospital staff will assist in achieving the goals of the plan.

The Community Health Needs Assessment includes several components: secondary data, primary data obtained from small group discussions, and the prioritization of county health needs. Secondary data were collected and analyzed by public health consultant, Sheila Pfaender. Primary data were collected using small group discussions, which were held in various locations within the county to obtain feedback from key stakeholders as well as community members.

Following a comprehensive review of all data provided, participants were asked to identify key trends for further evaluation. A list was developed which included 15 potential priorities for further discussion and consideration.

The following criteria were used to evaluate the potential health priorities:

1. **The Magnitude of the Problem** – How many persons does the problem affect?
2. **Seriousness of the Consequences** – What degree of disability or premature death occurs because of the problem? What are the potential burdens to the community such as social or economic burdens?
3. **Feasibility of Correcting the Problem** – Is the problem amenable to interventions? Is the problem preventable? Is the community concerned about the problem? Is the intervention feasible scientifically as well as acceptable to the community?

### **Prioritization Process**

Following additional discussion, participants were then guided through a nominal group technique (NGT) where decision-making could be finalized. The nominal group technique was utilized to assure everyone's feedback and opinions were considered (as opposed to traditional voting, where the majority rules). During this process, some priorities were combined as appropriate to finalize the top health priorities for Hertford County. As a result of this process, Vidant Roanoke-Chowan Hospital will work to develop action plans addressing these top community health issues.

- *Healthy Lifestyles*
- *Diabetes*
- *Infant Mortality*
- *Aging Population*
- *Youth Services*

## **Vidant Roanoke-Chowan Hospital's Community Benefits Grants & Health Initiatives Program**

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 provides funding and assistance to nonprofit organizations and government agencies to support programs in the community, making them available and more accessible to people needing the programs/services. Since its inception, Vidant Roanoke-Chowan Hospital has provided over \$1 million dollars in funding to community organizations to promote health.

Vidant Roanoke-Chowan Hospital established a committee of local community members to review letters of intent and grant applications from nonprofit organizations and government agencies in Hertford County. Members of the Community Benefits Grant Committee – Vidant Roanoke-Chowan Hospital include:

- Rev. Jeff Douglas, Pastor, St. Thomas Episcopal Church
- Christina Griffiths, FNP, Roanoke-Chowan Community Health Center
- Stephanie Parker-Helmcamp, Hertford County Cooperative Extension
- Viretta Vann, Vidant Wellness Center
- Walter Thomas, Murfreesboro Town Council
- Susan Britton, Northampton County Health Department
- Sue Lassiter, Vidant Health
- Ramona Bowser, Director of Health Department
- Carl Taylor, pharmacist, Roanoke-Chowan Foundation
- J. S. Almario, M.D., urologist, Roanoke-Chowan Foundation
- Judge Cy Grant, district court judge, Roanoke-Chowan Foundation
- Michael Alston, M.D., physician,
- Reba Green-Holley, Roanoke-Chowan Foundation
- Ernie Carter, attorney, Roanoke-Chowan Foundation

- Lisa Newsome, Vidant Roanoke-Chowan Hospital
- Sandra Woodard, Director of Development, Vidant Roanoke-Chowan Hospital
- Kahla Hall, Director Community Benefit, Vidant Health

The committee recommends funding to local organizations once per year.

The committee's focus areas for grant funding are aligned with the health priorities identified in the 2016 CHNA and include:

- *Healthy Lifestyles*
- *Diabetes*
- *Infant Mortality*
- *Aging Population*
- *Youth Services*



# Implementation Plan

## Initiative: Healthy Lifestyles

**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:

1. *Provide medical model wellness center for health risk appraisals and individual and group fitness programs for community members (free and sliding fee programs available)*
2. *Open wellness center to the community free of charge at times throughout the year for health and wellness promotion)*
3. *Provide Exercise is Medicine program for high-risk patients referred by primary care providers*
4. *Provide height, weight, and body mass index screening at community health screening events for obesity prevention.*
5. *Offer Vidant Advantage Program for low-income community members with reduced wellness center membership rates based on need and health risk factor.*
6. *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.*
7. *Offer health education modules for community groups and organizations that are free and easily accessible on: exercise, nutrition, healthy behaviors, chronic disease prevention*
8. *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 in the area*
9. *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*
10. *Offer comprehensive child/adolescent health and fitness programs at the wellness center including:*
  - a. *Youth sports conditioning and personal training*
  - b. *Summer camps focused on healthy lifestyle choices including activities in the pool, aerobics, and indoor/outdoor games (scholarships available)*
  - c. *Swim lessons (available year round in lap pool)*
11. *Offer free educational classes and seminars on health and fitness at the wellness*

*center throughout the year*

12. Offer nutrition counseling for the community - consultations with focus on healthy lifestyle, weight loss, disease management & sports nutrition
13. Provide Senior Adult Fitness Program – Heart's N'Sync targeting adults 55+, that monitors vitals such as blood pressure and is a group based exercise program
14. Promote healthy eating in the hospital's Café with dietary choices, educational displays, and health information about foods.
15. Participate in NC Prevention Partners awards programs for healthy eating, exercise and smoking cessation in the hospital workplace.
16. 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)
17. Support health and nutrition programs in Hertford County schools by supporting school health curricula, serving on advisory committees, and providing cash donations to support healthy lifestyle initiatives.
18. Provide access to smoking cessation classes for the community.
19. Implement a New Year, New You Healthy Lifestyle Program led by a physician champion to educate community members on healthy eating behaviors and exercise to manage weight and 'live a healthy life'. This free program will include a series of educational classes and follow-up support exercise/nutrition groups to achieve and maintain life goals.
20. Continue annual Pink Power, Heart Truth, and Save our Families Cancer Awareness 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.

## **Initiative: Diabetes**

**Goal: Provide a comprehensive diabetes screening, education, and disease management program for patients and the community to reduce the percentage of adults with diabetes and reduce the mortality rate due to diabetes mellitus in Hertford County.**

### **Strategies:**

1. Provide diabetes risk assessment and blood sugar screening for community members annually to identify diabetes and/or counsel high risk individuals with appropriate referral to resources for management or risk reduction programs.
2. Provide hospital-based diabetes education and case management program for patients with diabetes while in the hospital – diabetes educator provides assessment, counseling, medication and equipment assistance and follow-up (tele-health available) for patients to prevent further complications with the disease.
3. Collaborate with community and other available resources to provide diabetes



*awareness and education regarding self-care: healthy eating, being active, monitoring, taking medication, problem solving, healthy coping and reducing risks.*

- 4. Offer seminars and classes on diabetes awareness to educate the public on ways to prevent onset of Type II diabetes.*
- 5. Provide monthly support group for diabetes for education and disease management.*
- 6. Provide case management for patients with diabetes who are discharged from the emergency department or hospital who need on-going assistance with medications, transportation, or support at home. (Diabetes management program and Community Connections Program in the ED will identify high-risk patients and provide case management).*
- 7. Offer overweight/obesity prevention programs for target population of high-risk African-American males in the community through:*
  - a. Worksite wellness programs (area business/industry, law enforcement agencies, etc.)*
  - b. Classes at the wellness center (specifically designed for target group)*
  - c. Patients in case management programs*
  - d. Exercise is Medicine Program referrals (for providers to identify and refer)*
  - e. Faith based programs (HealTHY Neighbors, health fairs at churches)*
  - f. Fraternity and civic organizations (male mentoring groups);*
  - g. Sports clubs and barber shop publicity will be utilized;*
- 8. Initiate annual diabetes awareness campaign for the public including media campaign with newspaper, magazines, TV, and radio. Billboard and educational materials distributed to target demographic population, churches, and business/industry sites included in campaign.*
- 9. Coordinate annual field trips for community members with diabetes to events such as "Winning with Diabetes" and other activities to promote health;*
- 10. Offer a major diabetes educational event (similar to Pink Power for breast cancer) for the community to learn about the risk factors for diabetes and ways to prevent onset of disease.*
- 11. Include diabetes prevention in the "New Year New You" Healthy Lifestyles curriculum launching in January, 2017.*

## **Initiative: Infant Mortality**

**Goal: *Provide programs and services to reduce infant mortality racial disparities and increase the number of expectant mothers who receive prenatal care/education in Hertford County.***

### **Strategies:**

- 1. Serve as the lead agency to convene a Hertford County Task Force on Infant Mortality to develop an action plan to achieve goal. Representatives from all county agencies/organization stakeholders will be invited to participate.*
- 2. Offer easily accessible free prenatal care and childbirth preparedness classes for*

*expectant mothers in the community. (Target: African American parents due to 72% all infant deaths in county occurring among African Americans.)*

- 3. 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).*
- 4. 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.*
- 5. Provide outreach services for patients of OB/Gyn provider offices in the county including prenatal educational 'toolkits', resources for parenting and child health, and other needs of high-risk expectant mothers.*
- 6. Work closely with the health department maternal/child program, Pregnancy Care Center, and department of social services to plan special programs for high-risk expectant mothers they serve.*
- 7. 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.*
- 8. Implement an awareness campaign (including social media) to educate about the risks of smoking during pregnancy.*
- 9. Compile an Inventory of Resources for expectant parents to receive education, case management and support they need for childbirth and parenting.*
- 10. Host a Baby Fair 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.*

Note: The hospital serves as lead agency for Hertford County Project Lazarus 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.

### **Priority Health Needs Not Addressed by Implementation Plan**

*Two community health needs identified by the community health needs assessment are not specifically addressed in the hospital's implementation plan. Strategies to address these needs are included in the county-wide community health action plan. The hospital was involved in the development of the county-wide action plan and will work collaboratively with Hertford County Public Health Authority and other agencies to implement the strategies identified in that plan for:*

#### **Aging Population**

- Hertford County Office on Aging will take the lead on services for the Aging Population in the county. The hospital provides a monthly Senior Breakfast Club with educational programs on health topics including exercise and nutrition.



Vidant Roanoke-Chowan Hospital also offers an 8-bed senior adult behavioral health inpatient unit for patients over the age of 55 years. Community outreach to educate others about dementia and Alzheimer Disease is offered throughout the year.

Beginning in 2017, the hospital will host a support group for Alzheimer Disease caregivers to be offered monthly at the wellness center. The Vidant Wellness Center offers support groups for cancer, diabetes, COPD, and bariatric support that include senior adult members. The center also offers an exercise program just for senior adults called *Hearts n Sync*.

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. The hospital assists with the Office of Aging Elder Fair annually.

Hertford County is designing a Model Rural Transportation Program for senior adults with chronic disease who have trouble getting to and from primary and specialty care medical appointments. The hospital is one of the lead agencies, along with Hertford Health Access (network for uninsured) developing this program to begin in 2017. The model program will utilize local transit providers to increase transportation services and improve health outcomes for high-risk patients with chronic disease.

### **Youth Services**

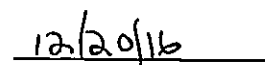
- Hertford County Public Schools and Hertford County Cooperative Extension Agency will take the lead on Youth Services in the county-wide community health action plan. The hospital works collaboratively with both organizations to offer programs for youth annually. Hospital staff serve on the School Health Advisory Committee and the Cooperative Extension Agency Advisory Council and participate in youth services programs with staff time, materials, cash and in-kind donations. The hospital assisted in opening the Hertford County Student Wellness Center located at Hertford County Middle School and continues to support this school-based initiative as needed.

### **Approval**

Vidant Roanoke-Chowan Hospital's Implementation Strategy for 2016-2019 was approved by the Vidant Community Hospitals' Board of Directors on December 20, 2016.



Chair, Vidant Community Hospitals' Board of Directors



Date