

Community Health Implementation Strategy

FY 2022 - 2025

Executive Summary

ECU Health North Hospital (formally Halifax Regional Medical Center / Vidant North) is a 204-bed hospital located in Roanoke Rapids, North Carolina that provides a wide range of general and specialized healthcare services for approximately 66,000 community members from Halifax County and surrounding communities.

ECU Health North Hospital is one of nine hospitals that comprise ECU Health. ECU 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 ECU Health are listed in the top 40 most economically distressed areas in the state (67% of ECU Health's counties are classified as Tier 1 counties; 33% of the counties are classified as Tier 2 counties). The system consists of ECU Health Medical Center (an academic medical center), eight community hospitals, an ambulatory surgery center, wellness, and rehabilitation facilities, home health agencies and other independently operated health services. ECU Health is affiliated with the Brody School of Medicine at East Carolina University. The mission of ECU 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

In 2019, Halifax County had an estimate population of 50,010. This is a 8.4% decrease in the population over the past 10 years. African Americans represent the majority of the population in Halifax County at 52.8%. White Americans represent 40.5% of the county's population, with the Hispanic population considerably less than the state at 2.9% and an American Indian population that is notably higher than the state average at 3.8%. It's important to note the make-up of Halifax County reflects differently from the state demographics because often times the health disparities can be exaggerated in comparison to the state because they affect the majority of the county population.

Halifax County is designated as a Tier 1 county, meaning it is one of the 40 most economically distressed counties in the state. Halifax County's median income per household is \$32,502, which is below North Carolina as a whole. Poverty levels in Halifax County are higher than the surrounding region with almost 26% of the population living below the poverty level. 79.1% of Halifax County's residents over the age of 25 years have a high school degree or higher, compared to the state rate of 86.6%. These factors contribute to the health challenges identified in the 2022 Community Health Needs Assessment.

Participants

Health ENC – 2022 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 Halifax Regional Medical Center and Halifax County Health Department worked collaboratively to distribute a community health opinion survey to various segments of the population in Halifax 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 from April 2021-June 30, 2021. 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. Of the surveys administered, we received 399 completed surveys for analysis.

Community Key Stakeholder Group – Halifax County

The following community stakeholders were represented in the planning, data review and prioritization process for the 2022 Halifax County CHNA:

- Healthy Halifax Partners
- Roanoke Valley Community Health Initiative
- Halifax County Board of Health
- Halifax County Health Department
- Halifax Regional Medical Center Board
- Halifax Regional Medical Center

ECU Health North Hospital Community Benefits Grant Program

ECU 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, ECU Health Medical Center (formerly Vidant Medical Center) made a substantial donation to the ECU Health Foundation (formerly Vidant Health 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 ECU 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. ECU Health North Hospital distributes over \$100,000 annually to various agencies/organizations in Halifax County.

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

2022 Community Health Priorities for Halifax County

The comprehensive 2022 Community Health Needs Assessment for Halifax 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 priorities for focus over the next three years.

These three health priorities are:

- Obesity
- Substance Abuse/ (Mental Health Crisis Intervention)
- Maternal, Fetal, and Infant Health

Implementation Strategies

Priority Health Need: Obesity

Goal: Reduce the incidence of unhealthy weight in children, adolescents and adults in the community.

Strategies:

- Increase awareness of the obesity epidemic and promote healthy lifestyles
 - Participate in School Health Advisory Councils, South Eastern Halifax Coalition, and Northampton County Healthy Carolinians
 - Continue providing CATCH support in county schools
 - South Eastern Halifax Coalition & A Better Chance A Better Community will advocate for county wide recreation
- Serve as a community partner for Health & Wellness related work
 - Provide a Community Outreach Coordinator
 - Collaborate and work closely with faith communities, community members, leaders, health departments, administrators, hospitals, physicians, related businesses, academic institutions and community based organizations to promote wellness, activity and coordination
 - Work with community partners to provide play dates for access to physical activity
 - Work with community partners to support community garden initiatives to provide increased access to healthy food
 - Assist in planning and implementing the annual Family Fest, a fun celebration of education, fitness and healthy living

Priority Health Need: Substance Abuse/ Mental Health (Crisis Intervention)

Goal: Expand access to substance abuse and mental health programs in the community

Strategies:

- Partner with substance abuse and mental health/crisis intervention organizations to market their program outreach
 - Morse Clinic
 - Trillium Health: Facilitate Monthly Community Partners meeting with Trillium Health to identify community needs
 - Make referrals to Crisis intervention through Emergency Department and Behavioral Health
 - Expand Mental Health First Aid Training to Faith based community partners

Priority Health Need: Maternal, Fetal, and Infant Health

The CHNA identified Maternal, Fetal, and Infant Health as a priority for our community. Halifax County Health Department will take the lead on addressing this priority, due to resources available at the state and local level to support this work. The hospital will continue to partner with the health department and local providers to provide care for mothers and their newborns and infants. In addition, the hospital will continue the following actions to support work around addressing this priority health need:

Goal: Provide programs and services to improve maternal, fetal, and infant health in Halifax County.

Strategies:

- Offer easily accessible free prenatal and childbirth preparedness classes for expectant mothers in the community.
- 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.

Approval

ECU Health North Hospital's Implementation Strategy for 2022-2025 was approved by the ECU Health Community Hospitals' Board of Directors on July 26, 2022.



Chair, ECU Health Community Hospitals' Board of Directors

7/26/22

Date