

Community Health Implementation Strategy

FY 2022 - 2025

Executive Summary

ECU Health Beaufort Hospital (formerly Vidant Beaufort Hospital) is a not-for-profit, community hospital located in Washington, NC. The hospital is part of ECU Health; a regional health system serving 29 counties in eastern North Carolina. The hospital has served Beaufort and surrounding counties since 1958. 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 ECU Health Beaufort Hospital includes Beaufort and mainland Hyde Counties, North Carolina. Surrounding cities and towns include Washington, Aurora, Bath, Belhaven, Pantego, Chocowinity and Washington Park in Beaufort County and Ponzer, Swan Quarter, Fairfield and Engelhard in Hyde County. According to the 2020 Census, Beaufort County has a population of 44,468. 72.1% of the population is white, followed by 24.2% black, and 8.5% Hispanic. Less than 1% consider themselves American Indian or Asian. The 2020 Census reports a population of 4,508 in Hyde County. 69.1% of the population is white, 27% is black, and 10.2% is Hispanic. 1.3% consider themselves American Indian or Asian.

Beaufort County

- Persons living below the Federal Poverty Level: 19% of the population in Beaufort County is living in poverty which is higher than the rate for North Carolina (15.0% of the population) and the Health ENC region (17.5%).
- 27% of the black population in Beaufort County live at or below the poverty level. 32% of the Hispanic population in Beaufort County live at or below the poverty level compared to 12% of the white population live at or below the poverty.
- Seniors who live in poverty are an especially vulnerable group due to medical needs, social isolation and decreased physical mobility: 9.6% of adults are living below the poverty level.
- Median household income in Beaufort County is 17.2% lower than the median household income in North Carolina.

Hyde County

- The rate of children below the poverty level is much higher for Hyde County (38%) when compared with N.C. (21%) and the Health ENC Counties (25.5%).
- The child abuse rate in Hyde County has been inconsistent over the past three measurement periods. The 2018 child abuse rate in Hyde County (9.2 per 1,000 population) was higher than North Carolina (8.0) and Health ENC (8.8)
- 35% of the black population living in Hyde County live at or below the poverty line.
- Children in poverty are more likely to have physical health problems, behavioral problems and

emotional problems.

- Seniors who live in poverty are an especially vulnerable group due to the increase in physical limitations, medical needs and social isolation.

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 program of the Foundation for Health Leadership and Innovation (FHLI), 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.

The community health assessment process was a collaboration between Health ENC, the health departments in both Beaufort and Hyde counties, ECU Health Beaufort Hospital and ECU Health. To ensure input from persons with a broad knowledge of the community, organizations representing the counties in sectors such as mental health, children’s health, and senior health services participated in the process. Additionally, individuals from agencies representing the uninsured and underinsured were invited to participate.

Community Key Stakeholder Group – Beaufort County

Those who committed to the assessment and planning process became the stakeholder group and attended meetings throughout 2021 for both counties respectively. Finally, partners from ECU Health Beaufort Hospital, the Beaufort and Hyde County Health Departments, and Health ENC formed leadership teams, which worked collectively to identify the types and sources of data to be collected and along with the stakeholder group, helped prioritize the community health concerns.

As part of the CHNA, a community health opinion survey was distributed to various segments of the population. The survey was printed in English and Spanish and distributed to a range of people in the community, targeting different income levels, the Latino community, the elderly, and the general population. In addition to the paper surveys, a web-based survey tool was also utilized to collect data. The web-based survey tool was made available to the public through different lists and publicized through the local newspaper and through social media. At the completion of the survey period Beaufort County received 337 completed English Surveys and 3 Spanish surveys. Hyde County received 213 English surveys and 6 Spanish surveys.

Both counties collected primary data with the use of the community survey. Stakeholder groups in both counties were invited and participated in a priority setting work session. The following groups were represented during the process of this assessment:

Beaufort County

- Access East
- Agape Health Services
- Beaufort County NC Works
- Beaufort County Community College

- Beaufort County Health Department
- Beaufort County United Way
- Beaufort County Healthy Clergy, Congregations, and Communities (BCH3C)
- Beaufort County Economic Development
- Beaufort County Department of Social Services
- Beaufort County Area on Aging
- Beaufort-Hyde Partnership For Children
- Beaufort County Schools
- Clearpoint
- Cornerstone Family Worship Center
- Eagle's Wings Food Pantry
- ECU Health Beaufort Hospital
- Food Bank of the Albemarle
- Trillium

Hyde County

- Hyde County Health Department
- Hyde County Behavioral Health
- Hyde County Cooperative Extension
- Hyde County Hotline
- Hyde County Department of Social Services
- Hyde County Sheriff's Office
- Hyde County EMS
- ECU Health Beaufort Hospital
- ECU Health Cancer Care
- Hyde County Schools
- County of Hyde (Administration)
- Beaufort-Hyde Partnership for Children
- Albemarle Regional Health Services
- Project DIRECT Legacy for Men & Their Families
- Hyde Transit
- Engelhard Medical Center
- Ocracoke Health Center
- ECU Health

ECU Health Beaufort Hospital Community Benefits Grants Program

ECU Health wants to do more for people to improve their health before they reach the point of having to be hospitalized. That's why in 1998, Pitt County Memorial Hospital (now ECU Health Medical Center) made a substantial donation to the Pitt Memorial Hospital Foundation (now ECU 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 ECU Health community 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 educates people about disease prevention and management, provides people with the knowledge and tools to be successful in their own health care and locates programs within communities, making them available and more accessible to people needing the programs/services.

ECU Health Beaufort Hospital has a committee of community members from Beaufort and Hyde counties to review the health needs of our community and determine focus areas for our participation in this program.

The committee's current focus areas based on the 2022 CHNA include:

- Access to Health Services (Physical and Mental)
- Healthy Living Education
- Exercise, Nutrition, and Weight Management
- Substance Abuse

ECU Health Beaufort Hospital distributed \$95,000 to various agencies in Beaufort and Hyde counties in July 2022. The next funding cycle will align the Community Benefit Grant focus areas with the health priorities identified in the 2022 CHNA.

ECU Health Beaufort Hospital's Community Health Implementation Plan is based on the findings of the community health needs assessment as well as the focus areas established for our community benefit activities.

2022 Community Health Priorities for Beaufort County

Beaufort County

1. Chronic Disease
 - To include prevention and management
 - Exercise and nutrition and weight
2. Mental Health
 - Substance Abuse
 - Education, Prevention and Treatment
3. Economy
 - Transportation
 - Affordable Housing/Substandard Housing
 - Education
 - Food Insecurity
4. Vulnerable Populations
 - Minority Populations and Aging
 - Low Income

Hyde County

1. Substance Abuse
2. Mental Health
3. Child Abuse and Neglect

Implementation Strategies

Priority Health Need: Chronic Disease, to include: prevention and management, exercise, nutrition, and weight

Goal: To improve health outcomes and quality of life for adults and children through resources and education of the benefits of physical activity, proper nutrition along with prevention and early detection of chronic diseases including cancer.

Strategies:

- Utilize ECU Health Beaufort Hospital's Community Health Improvement program to plan, organize, and oversee free community health screenings for adults at community events, local churches, businesses, and schools that include body mass index, blood pressure, blood cholesterol/sugar readings followed by health coaching based on results in efforts to educate and improve overall community health and wellness.
- Promote the use of Great 8 Tips for a Healthier You with SMART goals at community events.
- Support Beaufort County Healthy Clergy, Congregations and Communities' (BCH3C) efforts to provide services to replace barriers and promote the fitness and health of local clergy, congregations, and communities in our area by providing health screenings, health education, and awareness of local health-related events.
- Team members participate in school career/health fairs in order to educate students on the importance of healthy living.
- Provide stroke awareness education in the communities we serve so community members as well as local EMS and first responders can confidently recognize signs and symptoms of a stroke thus shortening the delay in patients receiving medical treatment.
- Maintain the "Get with the Guidelines" - Stroke certification standards.
- Representatives serve on advisory councils and partnerships to promote wellness, health and fitness including, Beaufort County Healthy Eating Active Living (HEAL) Coalition, Beaufort County 360, Beaufort County Community Health Worker Task Force, and the Beaufort County Behavioral Health Task Force.
- Continue to promote health and wellness through messaging, general and social media campaigns, print media, newspaper articles and educational sessions.
- Provide general health education and resources through Sound On-Hold Message System.
- Accept and seek opportunities to speak to community groups, civic organization, schools, churches and businesses regarding the importance of physical activity, proper nutrition and weight management.
- Provide funding through the Community Benefit Grants program to community partners that provide programs related to chronic disease prevention and/or management, exercise, nutrition, and weight.
- Conduct clinical breast exams and skin cancer screenings in Beaufort and Hyde Counties for early detection of breast and skin cancer in adults.
- Host free breast cancer screening clinics to include 3D mammography for women over the age of 40 whom are uninsured and have not had a mammogram within the last 12 months.

- Host free Low Dose CT clinics for individuals whom are without medical insurance and meet all eligibility guidelines for Low Dose CT Lung screens.
- Partner with ECU Health Cancer Care to provide education to local businesses, schools, churches and civic groups regarding the awareness, prevention and early detection of cancers through educational displays and speaking engagements.
- ECU Health Beaufort Hospital and the Marion L. Shepard Cancer Center, with support from the Shepard Cancer Foundation, offer integrative therapies such as yoga, massage, and art therapy for cancer patients, caregivers, and survivors.

Priority Health Need: Mental Health (Substance Abuse/ Education, Prevention, and Treatment)

Goal: To improve health outcomes and quality of life for adults and children through resources and education related to mental health to include substance abuse, prevention, and treatment.

Strategies:

- Representative to participate on the BC360 Behavioral Health Task Force that addresses behavioral health concerns, to include substance abuse in the community.
- Provide mental health assessments via tele-psych capabilities in the Emergency Department.
- Provide care coordination and placement services for behavioral health patients presenting to the Emergency Department.
- Educate and provide resources to the community about tobacco and vaping cessation.
- Provide funding through the Community Benefit Grants program to community partners that provide programs related to mental health to include substance abuse, education, prevention, and treatment.

Priority Health Need: Economy: Transportation, Affordable/ Substandard Housing, Education, Food Insecurities

Goal: To improve health outcomes and quality of life for adults and children by providing resources, education, and services to decrease social determinants of health.

Strategies:

- Provides funding through the Community Benefit Grants program to community partners that provide programs related to Economy: Transportation, Affordable/ Substandard Housing, Education, Food Insecurities
- Provide health services such as adult well screens and cancer screenings to at risk populations via our mobile wellness unit where access to medical care and other social support is a challenge.
- Promote the use of NCCare360 among health and social support partners in order to improve access to resources related to social determinants of health.
- Cultivate relationships with local faith based organizations in Beaufort and Hyde Counties to increase access to care and health promotion resources.

- Serve as one of the lead organizations for Beaufort County 360, an alliance of community health agencies, schools, social service organizations and non-profits working to address the most critical needs in Beaufort County including access to care.

Priority Health Need: Vulnerable Populations: Minority, Aging, and Low Income Populations

Goal: *To improve health outcomes and quality of life for adults and children by providing equitable access to healthcare.*

Strategies:

- Offer charity care to patients who are unable to pay due to financial hardships.
- Provide funding through the Community Benefit Grants program to community partners that provide programs that support or assist vulnerable populations: minority, aging, and low income populations
- Provide health services such as adult well screens and cancer screenings to at risk populations via our mobile wellness unit where access to medical care and other social support is a challenge.
- Partner with NC MedAssist to facilitate free over the counter medication distribution events in Beaufort County.
- Provides financial counselors to assist in determining if patients qualify for Medicaid and in applying for other government-assisted programs.
- Host free breast cancer screening clinics to include 3D mammography for women over the age of 40 whom are uninsured and have not had a mammogram within the last 12 months.
- Host free Low Dose CT clinics for individuals whom are without medical insurance and meet all eligibility guidelines for Low Dose CT Lung screens.

Priority Health Need: Child Abuse and Neglect (Hyde County Specific)

Goal: *To improve health outcomes and quality of life for adults and children through resources and education to decrease the rate of child abuse and neglect in Hyde County.*

Strategies:

- Provide funding through the Community Benefit Grants program to community partners that provide programs related to child abuse and neglect awareness, education, support, and prevention efforts.

Approval

The ECU Health Medical Center Board of Trustees on August 23, 2022 approved ECU Health Medical Center's Implementation Strategy for 2022-2025.



Chair, ECU Health Medical Center Board of Trustees

9/20/22

Date