

Community Health Implementation Strategy

2025 - 2028

Executive Summary

ECU Health Edgecombe Overview

ECU Health Edgecombe Hospital is a full service, 101-bed, not-for-profit community hospital located in Tarboro, NC. The primary service area for ECU Health Edgecombe Hospital is Edgecombe County, North Carolina. Municipalities within Edgecombe County include Rocky Mount, Pinetops, Conetoe, Whitakers, Macclesfield, Leggett, Sharpsburg, Princeville and Tarboro.

ECU Health Edgecombe Hospital provides medical, emergency, surgical, laboratory and radiology services. The hospital offers specialty programs including comprehensive rehabilitation services, a birthing center, outpatient clinics and more. ECU Health Edgecombe Hospital is especially proud of their new onsite cancer center that provides chemotherapy and infusion services in a modern, comfortable facility.

ECU Health Edgecombe is one of nine hospitals that comprises 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 with Edgecombe County being ranked a Tier 1 county. (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.

Community Health Needs Assessment (CHNA) Overview and Leadership

A Community Health Needs Assessment (CHNA) helps health leaders evaluate the health and wellness of the community they serve and identify gaps and challenges that should be addressed in the Implementation Strategies. The 2025 CHNA was guided by leaders from the Health ENC collaborative and the Edgecombe County CHNA Leadership team.

The Health ENC Steering Committee

Name	Title	Organization
Lorrie Basnight	Executive Director	Eastern Area Health Education Center (AHEC)
Amanda Betts	Public Health Education Coordinator	Albemarle Regional Health Services (ARHS)
April Culver	Vice President, External Affairs	UNC Health Johnston

Caroline Doherty	Community Health Consultant	Roanoke Chowan Community Health Center (RCCHC)
Laura Ellis	Health Education	Halifax County Health Department
Sandra McMasters	Community Benefit Project Manager	Sentara Health
Claire Mills	Director	Eastern AHEC
Emmanuelle Quenum	Health Education Director	Greene County Department of Public Health (DPH)
Rose Ann Simmons	Director, Community Health Improvement	ECU Health
Michelle Wagner	Public Health Educator	Dare County Department of Health & Human Services (DHHS)

Edgecombe County CHNA Leadership

In addition to the Health ENC Steering Committee, the Edgecombe County CHNA was developed in partnership with representatives from Edgecombe County Health Department and ECU Health Edgecombe Hospital.

Name	Title	Organization
Michelle Etheridge	Health Director	Edgecombe County Health Dept
Meredith Shivers (Capps)	Deputy Health Director	Edgecombe County Health Dept
Latanis Hinton	Health Education Supervisor	Edgecombe County Health Dept
Amy Dixon	Marketing and Volunteer Services Manager	ECU Health Edgecombe Hospital
Courtney Parrisher	Oncology Manager	ECU Health Edgecombe Hospital
Kya Tyson	Community Grants and Spec Project Manager	ECU Health Edgecombe Hospital
Kelly Spivey	Community Health Improvement Coordinator	ECU Health Edgecombe Hospital

CHNA Participants and Stakeholders

As part of the assessment process, members of ECU Health Edgecombe Hospital and the Edgecombe County Health Department worked collaboratively to distribute a community health opinion survey and facilitate focus groups to various segments of the population in Edgecombe County. The survey was available in English and Spanish as a web-based tool or in print. The survey was 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. A total of 354 community members responded to the survey. In addition to the survey, two in-person focus groups were conducted, with a variety of community members from different backgrounds, age groups and life experiences.

Edgecombe County CHNA Stakeholders

The Edgecombe County CHNA was developed with input from CHNA Leadership listed above, plus representatives from local health providers, government officials, non-profit organizations, social service providers and community members.

Name	Title	Organization
Denita Eley	Benefit Advocate	Access East
Lisa Renfrow	Director of Continuing Medical Education	AHEC
Boogielou Johnson	Photography	Boogielou Johnson Photography
Laura Owens	CEO	Carolina Family Health Centers

Cari Green	Director of Communications	Carolina Family Health Centers
Donia Simmons	Ready Community Specialist	Down East Partnership for Children
Greg McLeod	President	Edgecombe Community College
Chad Eason	EMS Manager	Edgecombe County EMS
Dalton Barrett	Program Manager	Edgecombe County Paramedic
Sabrina Lancaster	School Nurse Coordinator	Edgecombe County Public Schools
Sherika King	District Mental Health Coordinator	Edgecombe County Public Schools
Edith Tabron	Senior Director of Operational Support	OIC
Sabrina Golling	Partnership Manager	Rural Forward
Sundiata Peoples	Dan Broun Program Associate	Rural Forward
Lucinda Crowell	Licensed Massage Therapist	Tarboro Wellness Center
Tina Parker	Downtown and Commercial Development Coordinator	Town of Tarboro
Kateisha Jones	Community Liaison Coordinator	Trillium

2025 Community Health Priorities for Edgecombe County

The comprehensive 2025 Community Health Needs Assessment for Edgecombe 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:

- Healthcare: Access & Quality
- Physical Health
- Behavioral Health: Mental Health & Substance Use

Implementation Strategies

Healthy Priority 1: Healthcare: Access and Quality Result: All people in Edgecombe County will have equitable access to high quality healthcare.			
P=Programs ST=Strategies CO=Coalitions		Performance Measures (PM) <i>How much/ How well/ Is anyone better off</i>	Partners
P	Advance Care Planning Advance care planning improves access to care and quality of life of patients and families in Edgecombe County by providing advance care planning education and clinics in community-based sites to help ensure that one's treatment preferences are discussed, documented and honored by family, friends, and medical providers.	<ul style="list-style-type: none"> • Number of individuals educated on ACP/EOL • Number of individuals completing an advance directive • Percent of individuals educated that complete an advance directive 	<ul style="list-style-type: none"> • ECU Health Advance Care Planning Team
P	Benevolent Fund Assistance Benevolent Fund Assistance and Charity Care program ensures that eligible patients receive essential medical services regardless of their ability to pay, aiming to improve community health outcomes by reducing financial barriers to care.	<ul style="list-style-type: none"> • Number of individuals positively impacted via benevolent funds 	
P	Blood Drives Hosts regular on-site blood drives to increase local blood supply and support regional healthcare needs, contributing to improved patient outcomes and community resilience.	<ul style="list-style-type: none"> • Number of events • Number of individuals served 	<ul style="list-style-type: none"> • The Blood Connection
ST	Care Management and Navigation Partner with Access East to enhance care management and navigation services.	<i>Only programs need performance measures, though they may arise later from a strategy or coalition.</i>	<ul style="list-style-type: none"> • Access East
P	Community-Based Cancer Screening Provide cancer awareness education regarding early detection and prevention as well as provide opportunities for uninsured residents to receive recommended cancer screenings for five key cancers.	<ul style="list-style-type: none"> • Number of cancer screenings <ul style="list-style-type: none"> • Lung • Mammography • Prostate • Abnormal, suspicious, or diagnosis findings from cancer screenings <ul style="list-style-type: none"> • Lung • Mammography • Prostate 	<ul style="list-style-type: none"> • ECU Health Edgecombe Oncology • ECU Health Edgecombe Radiology • ECU Health Urology
P	Community-Based Health Education and Screenings Health education events for top chronic disease and general wellness are offered throughout the county. Health screenings for cholesterol, glucose, blood pressure and BMI are offered in vulnerable communities.	<ul style="list-style-type: none"> • Number of events <ul style="list-style-type: none"> • Screening • Education • Number of individuals receiving a health screening <ul style="list-style-type: none"> • Blood Pressure Only • Glucose and/or A1c Only • Biometric (BP, glucose, cholesterol, and/or BMI) 	<ul style="list-style-type: none"> • Community Health Improvement Coordinator

P	Community Benefit Grants Program – Healthcare: Access & Quality Invests in local partners working to remove barriers to care, fostering healthier communities by supporting innovative solutions that connect individuals to essential health services.	<ul style="list-style-type: none"> Total amount awarded – Healthcare: Access & Quality Total clients served – Healthcare: Access & Quality 	<ul style="list-style-type: none"> ECU Health Foundation
P	CPR & AED Access The CPR and AED Program aims to increase lifesaving skills in rural eastern North Carolina by providing free, accessible CPR and AED training through strong community partnerships.	<ul style="list-style-type: none"> Total number of AEDs distributed Number of individuals trained on AED use Number of AED activations 	<ul style="list-style-type: none"> Compress and Shock Foundation
ST	ECU HealthNow ECU HealthNow lets you speak directly with a doctor 24/7 on any device that has internet access.	<i>Only programs need performance measures, though they may arise later from a strategy or coalition.</i>	
ST	Enhance Primary and Specialty Care Access Partner with ECU Health Medical Group to improve access to care by increasing the number of available primary and specialty care appointments through on-site and telehealth services, making it easier and faster for people to get the help they need.	<i>Only programs need performance measures, though they may arise later from a strategy or coalition.</i>	<ul style="list-style-type: none"> ECU Health Medical Group ECU Brody School of Medicine
P	Healthcare career promotion These programs promote careers in health care for students and general public.	<ul style="list-style-type: none"> Number of individuals attending career fairs 	
P	Health Hubs Health Hubs are designed to improve access to vital health care and community resources, specifically targeting underserved areas.	<ul style="list-style-type: none"> Number of health hub sites Health hub satisfaction Health hub interactions 	<ul style="list-style-type: none"> ECU Health Community Engagement Team
P	HealThy Neighbors Healthy Neighbors in a partnership to improve the health and well-being of eastern North Carolina through the integration of faith and health leadership.	<ul style="list-style-type: none"> Number of participating HealThy Neighbor churches Percentage of churches implementing annual nutrition event Percentage of churches implementing annual physical activity event Percentage of individuals with a decrease in their blood pressure, BMI, and/or glucose 	<ul style="list-style-type: none"> Participating churches ECU Health Community Health Improvement Team
ST	I Gave Birth Initiative The “I Gave Birth” initiative at ECU Health provides postpartum patients with a bracelet to wear for six weeks, serving as a visual reminder of AWHONN Post Birth Warning Signs and helping healthcare providers quickly identify and respond to postpartum needs.	<i>Only programs need performance measures, though they may arise later from a strategy or coalition.</i>	<ul style="list-style-type: none"> CDC ERASE MM NC DHHS
P	Insurance Access Partners within the system assist individuals with gaining access to insurance.	<ul style="list-style-type: none"> Number of individuals who obtained insurance coverage <ul style="list-style-type: none"> Vanguard 	<ul style="list-style-type: none"> Vanguard
ST	MyChart MyChart is ECU Health’s free online patient portal allowing patients to stay connected with their health care team and engage in their own care. It’s an easy and secure way to access your health records, connect with your physicians and nurses, and feel more confident in your health.	<i>Only programs need performance measures, though they may arise later from a strategy or coalition.</i>	

ST	NCCARE360 NCCARE360 bridges gaps in a fragmented health and human services system by connecting providers and organizations across sectors through a shared technology platform.	<i>Only programs need performance measures, though they may arise later from a strategy or coalition.</i>	<ul style="list-style-type: none"> • Unite Us
P	Pediatric Asthma Program The ECU Health Pediatric Asthma Program accepts referrals and provides case management services across our entire 29-county service area.	<ul style="list-style-type: none"> • Percentage of successful education attempts 	<ul style="list-style-type: none"> • EMC Pediatric Asthma Team
P	Transportation Collaborate with programs to break down the cost barrier for those needing transportation to and from needed treatment and appointments.	<ul style="list-style-type: none"> • Number of individuals receiving transportation assistance. 	<ul style="list-style-type: none"> • ECU Health Edgecombe Oncology

Healthy Priority 2: Physical Health

Result: All people in Edgecombe County will have improved physical health, evidenced by a reduction in the prevalence and impact of chronic diseases, cancer, and obesity.

P=Programs ST=Strategies CO=Coalitions		Performance Measures (PM) <i>How much/ How well/ Is anyone better off</i>	Partners
P	Barbershop Initiative This initiative leverages barbershops as a point of contact to address health disparities and promote health awareness, particularly within underserved communities.	<ul style="list-style-type: none"> Number of participating barbershops Number of community events promoted in barbershops 	<ul style="list-style-type: none"> Local Barbers Community Health Improvement Coordinator
P	Community Benefit Grants Program – Physical Health (Chronic Diseases, Cancer, Obesity) Supports local efforts to prevent and manage chronic diseases through education, early detection, and community-based interventions.	<ul style="list-style-type: none"> Total amount awarded – Physical Health (Chronic Diseases, Cancer, Obesity) Total clients served – Physical Health (Chronic Diseases, Cancer, Obesity) 	<ul style="list-style-type: none"> ECU Health Foundation
ST	Maintain Get with the Guidelines Stroke Certification Maintains certification by adhering to evidence-based protocols and continuous quality improvement to ensure timely, high-quality stroke care and improved patient outcomes.	<i>Only programs need performance measures, though they may arise later from a strategy or coalition.</i>	<ul style="list-style-type: none"> Stroke coordinator

Healthy Priority 3: Behavioral Health: Mental Health & Substance Use Result: All people in Edgecombe County will achieve optimal behavioral health through equitable access to prevention, early intervention, and treatment services for mental health conditions and substance use disorders.			
P=Programs ST=Strategies CO=Coalitions		Performance Measures (PM) <i>How much/ How well/ Is anyone better off</i>	Partners
P	Community Benefit Grants Program – Behavioral Health (Mental Health & Substance Use) Supports local initiatives that expand access to mental health and substance use services, with a focus on prevention, early intervention, and community resilience.	<ul style="list-style-type: none"> • Total amount awarded – Behavioral Health (Mental Health & Substance Use) • Total clients served – Behavioral Health (Mental Health & Substance Use) • 	<ul style="list-style-type: none"> • ECU Health Foundation
P	Mental Health First Aid Mental Health First Aid is a course that teaches you how to identify, understand and respond to signs of mental illnesses and substance use disorders.	<ul style="list-style-type: none"> • Number of classes taught • Number of participants 	
CO	Serve on local opioid/substance misuse coalition Participants to collaborate with community partners on strategies that prevent substance misuse, support recovery, and improve behavioral health outcomes.	<i>Only programs need performance measures, though they may arise later from a strategy or coalition.</i>	<ul style="list-style-type: none"> • Community Health Improvement Coordinator

Approval

ECU Health Edgecombe Hospital’s 2025 CHNA report and Implementation Strategy for 2025-2028 was approved by the ECU Health Community Hospitals’ Board of Directors on July 22, 2025.



Chair, ECU Health Community Hospitals’ Board of Directors

7/22/25
Date