

Community Health Implementation Strategy

2025 - 2028

Executive Summary

ECU Health North Overview

ECU Health North Hospital is a 204-bed hospital located in Roanoke Rapids, North Carolina. The hospital provides healthcare services for approximately 66,000 community members with the primary and secondary service areas being Halifax and Northampton Counties.

ECU Health North Hospital offers an array of medical and surgical services, including 24-hour emergency care.

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 with Halifax and Northampton ranked as Tier 1 counties. (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 for both Halifax and Northampton counties was guided by leaders from the Health ENC collaborative and the CHNA Leadership team in each county.

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 Johnston Health
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)

Halifax County CHNA Leadership

Name	Title	Organization
Cheyenna James	Health Director	HCHD
Laura Ellis	Health Education Supervisor,	HCHD
Betty Macon	Health Educator	HCHD
Jason Harrell	President (Dennis Campbell - Interim beginning August 9, 2024)	ECU Health North
Darlene Wolgemuth	Quality Nurse Specialist II	ECU Health North
Elizabeth Galloway	Community Health Improvement Coordinator (Beginning in late-August 2024)	ECU Health North
Betsy Morris	Marketing & Development	ECU Health North
Sawyer Brown	Support Services and Operations	ECU Health North

Northampton County CHNA Leadership

Name	Title	Organization
Megan Vick	Health Director	NCHD
Misty Gibbs	Health Education Supervisor, Community Health Needs Assessment Coordinator	NCHD
Kysa Gary	Health Educator	NCHD
	Administrative Staff	NCHD
Jason Harrell	President (Dennis Campbell - Interim beginning August 9, 2024)	ECU Health North
Darlene Wolgemuth	Quality Nurse Specialist II	ECU Health North
Elizabeth Galloway	Community Health Improvement Coordinator (Beginning in late-August 2024)	ECU Health North
Betsy Morris	Marketing & Development	ECU Health North
Sawyer Brown	Support Services and Operations	ECU Health North

CHNA Participants and Stakeholders

As part of the assessment process, members of ECU Health North worked collaboratively with Halifax County Health Department and Northampton County Health Department to distribute a community health opinion survey to various segments of the population in both counties. 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 562 community members responded to the survey in Halifax County and 457 in Northampton County. In addition to the survey, a total of three in-person focus groups were conducted in Halifax County and three in Northampton County, with a variety of community members from different backgrounds, age groups and life experiences.

Halifax County CHNA Stakeholders

The Halifax 2025 CHNA was developed with input from additional representatives from local health providers, government officials, non-profit organizations, social service providers and community members. Specifically, the county CHNA Leadership team would like to recognize individuals from the following organizations who participated in the prioritization process:

Organization	Title
ECU Health North Hospital	Administration, Community Health Improvement Administration, Operations Assistant Manager, Nursing Community Health Improvement Coordinator Contracted Manager Director, Accounting-Controller Director of Education Director, Patient Care Services Director, Support Services and Operation Implementation Education Nurse Specialist Human Resources Business Partner Manager, Marketing and Development Manager, Patient Access Services Manager, Patient Care Services Manager, Pharmacy Supervisor, Facilities Services Supervisor, Regional End User Support
Halifax County Health Department	Board of Health
Halifax County Health Department	Health Director Assistant Health Director Administrative Assistant Administrative Officer Animal Control Supervisor Community Outreach Worker Computer Systems Administrator Director of Nursing Environmental Health Supervisor Environmental Health Program Specialist Family Nurse Practitioner Health Education Social Work Supervisor Wellness Coordinator
Halifax-Warren Smart Start	Director
Roanoke Rapids Parks and Recreation	Director
John 3:16	Coordinator
Turning Point Workforce Development Board	Special Projects and Outreach Coordinator

Halifax County Cooperative Extension	Family and Consumer Services Agent
Community Member	Retired (Dental Hygiene/Nursing)
Faith Based Organization	Members

Northampton County CHNA Stakeholders

In addition to the CHNA Leadership team, the Northampton County CHNA was developed with input from the following individuals and organizations who participated in the prioritization process:

Name	Title	Organization
Pamela Taylor	Manager of Community Services	Choanoke Area Development Association
Emily Jordan	Case Manager	Choanoke Area Development Association
Ayesha Harry	Case Manager	Choanoke Area Development Association
Qua' Tavia White	Community Health Prevention Coordinator	ECU Health
Kelly Spivey	Community Health Improvement Coordinator	ECU Health
Betsy Morris	Manager of Marketing and Development	ECU Health North
Christine Stephenson	Early Head Start Coordinator	Head Start
Irene Lee	Head Start Services Coordinator	Head Start
E.B. Odom	Family and Consumer Services Agent	Northampton County Cooperative Extension
Sondra Livesay	Social Worker	Northampton County Department of Social Services
Megan Vick	Health Director	NCHD
Misty Gibbs	Health Education Supervisor, Community Health Needs Assessment Coordinator	NCHD
Kysha Gary	Health Educator	NCHD
James Roberts	Director	Northampton County Recreation Department
Pat Peele	Coordinator	Roanoke Valley Breast Cancer Coalition
Chris Collier	Fire Marshall, Woodland FD Fire Chief	Woodland Fire Department

2025 Community Health Priorities for Halifax and Northampton Counties

The comprehensive 2025 Community Health Needs Assessment for Halifax County and Northampton 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 from each county selected health priorities for focus over the next three years. ECU Health North incorporated these priorities into the Implementation Strategies.

The three health priorities for Halifax are:

- Access to Healthcare
- Behavioral Health
- Chronic Disease Prevention (Obesity)

The four health priorities for Northampton are:

- Access to Healthy Foods
- Access to Services
- Chronic Disease
- Mental Health

Implementation Strategies

Healthy Priority 1: Access to Healthcare/Services

Result: All people in Halifax and Northampton County get the healthcare they need, when they need it, and in a way that works for them.

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 Halifax 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 	
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 Abnormal, suspicious, or diagnosis findings from cancer screenings 	
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) 	
P	Community Benefit Grants Program - Access to Care	<ul style="list-style-type: none"> Total amount awarded – (<i>Access to Care</i>) Total clients served – (<i>Access to Care</i>) 	<ul style="list-style-type: none"> ECU Health Foundation

	Invests in local partners working to remove barriers to care, fostering healthier communities by supporting innovative solutions that connect individuals to essential health services.		
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 clinics and/or 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
P	Healthcare career promotion These programs promote careers in health care for students and general public.	<ul style="list-style-type: none"> • Number of career fairs attended • Number of individuals attending career fairs • Number of students participating in Health Sciences Academy 	<ul style="list-style-type: none"> • Roanoke Rapids Highschool
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 	<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	<i>Only programs need performance measures, though they may arise later from a strategy or coalition.</i>	

	your physicians and nurses, and feel more confident in your health.		
ST	NCCARE360 NCCARE 360 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
ST	Serve on Local Coalitions Serve on local coalitions focused on Access the Healthcare/Services to better the health and wellbeing of our community.	<i>Only programs need performance measures, though they may arise later from a strategy or coalition.</i>	
ST	Transportation Assistance Assistance to break down the cost barrier for those needing transportation to and from needed treatment and appointments.	<i>Only programs need performance measures, though they may arise later from a strategy or coalition.</i>	

Healthy Priority 2: Behavioral/Mental Health Result: All people in Halifax & Northampton County feel supported and connected to care for mental health and substance use needs.			
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/Mental Health 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/Mental Health) Total clients served – (Behavioral/Mental Health) 	<ul style="list-style-type: none"> ECU Health Foundation
P	Coordinated Approach to Child Health (CATCH) An evidence-based program focused on promoting healthy behaviors in children and adolescents, particularly in the areas of nutrition and physical activity.	<ul style="list-style-type: none"> Number of individuals educated via CATCH My Breath 	<ul style="list-style-type: none"> CATCH Global 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 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>	
ST	Serve on Local Coalitions Serve on local coalitions focused on Behavioral & Mental Health to better the health and wellbeing of our community.	<i>Only programs need performance measures, though they may arise later from a strategy or coalition.</i>	

Healthy Priority 3: Chronic Disease Prevention (Obesity)			
Result: All people in Halifax & Northampton County have the knowledge, tools, and support to prevent chronic diseases (such as hypertension, diabetes, and stroke) and live healthier lives.			
P=Programs ST=Strategies CO=Coalitions		Performance Measures (PM) <i>How much/ How well/ Is anyone better off</i>	Partners
P	Blood Pressure Machine Lending Library This initiative aims to improve community health by providing accessible blood pressure monitoring tools and information, particularly for those who may not have easy access to such resources elsewhere.	<ul style="list-style-type: none"> Number of Lending Library locations established Number of blood pressure machines available to checkout 	<ul style="list-style-type: none"> American Heart Association
P	Community Benefit Grants Program – Chronic Disease Prevention 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 – (<i>Chronic Disease Prevention</i>) Total clients served – (<i>Chronic Disease Prevention</i>) 	
P	Know It, Control It Know It, Control It is designed to help people self-monitor their blood pressure and make healthy lifestyle changes to control high blood pressure.	<ul style="list-style-type: none"> Number of program participants Participation Rate Percentage of program participants who decrease their blood pressure at conclusion of program 	
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>	
ST	Serve on Local Coalitions Serve on local coalitions focused on Chronic Disease Prevention to better the health and wellbeing of our community.	<i>Only programs need performance measures, though they may arise later from a strategy or coalition.</i>	

Healthy Priority 4: Access to Healthy Foods (Northampton Specific)			
Result: All people in Northampton County have access to healthy & nutritious foods.			
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 – Access to Healthy Foods Supports local efforts to increase access to healthy foods and reduce food insecurity.	<ul style="list-style-type: none"> Total amount awarded – (<i>Access to Healthy Foods</i>) Total clients served – (<i>Access to Healthy Foods</i>) 	<ul style="list-style-type: none"> ECU Health Foundation
ST	Increase Access to Healthy Foods Partner with Ripe for Revival and the Food Bank of the Albemarle to reduce food insecurities.	<i>Only programs need performance measures, though they may arise later from a strategy or coalition.</i>	
ST	Serve on Local Coalitions Serve on local coalitions focused on Access the Healthy Foods to better the health and wellbeing of our community.	<i>Only programs need performance measures, though they may arise later from a strategy or coalition.</i>	

Approval

ECU Health North Hospital’s 2025 CHNA reports 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