

Vidant Medical Center's Community Health Implementation Strategy FY 2012-2015



*Working together to build a system of care
for healthier communities*



VIDANT HEALTH™

Vidant Medical Center, formerly Pitt County Memorial Hospital, is the flagship hospital for Vidant Health, formerly University Health Systems of Eastern Carolina. The health system's mission, "To enhance the quality of life for the communities and people we serve, touch and support" drives a system of care for healthier communities beyond the traditional walls of our facilities.

Established in 1995, the Vidant Medical Center's Community Health Programs began its work by partnering with the Department of Family Medicine at the Brody School of Medicine and the Pitt County Health Department to conduct a county-wide survey of public opinion regarding health-related concerns. That project led to the development of the dynamic grassroots collective known as Pitt Partners for Health and formed the basis for the establishment of priorities for future and ongoing health improvement initiatives. Collaborative partnerships continue to provide the foundation for all successful community health improvement initiatives at Vidant Medical Center. The Community Benefit Grants Program at the Vidant Medical Center Foundation was established in 1998. The goals of the grants program are to provide financial and technical support to organizations for programs that promote chronic disease prevention and management, early detection of chronic illnesses, health education, and direct healthcare services. The health-related focus areas for the grants program are tied directly to the most recent Community Health Assessment.

Completion of the *2011 Pitt County Community Health Assessment* was a collaborative effort among the Pitt County Health Department, Pitt Partners for Health, Vidant Medical Center and the Brody School of Medicine at East Carolina University. The Community Health Assessment document for Pitt County is included with this executive summary and available to the public at www.vidanthealth.com.

A special thank you is extended to the membership of Pitt Partners for Health, Pitt County's Healthy Carolinians Task Force. The partnership is chaired by community member Ann Huggins and is financially supported by Vidant Medical Center's Community Health Programs. The group's membership is comprised of individuals from a variety of organizations and communities within Pitt County representing government, health care, the faith community, civic organizations and members of the general public. Pitt Partners for Health serves a critical role in assuring that the community has input into the collection and review of health status data, as well as the selection of health priorities for the county. The priorities recommended by Pitt Partners for Health are shared with the Pitt County Board of Health, the Vidant Medical Center Foundation and the Vidant Medical Center Board of Trustees prior to these groups selecting priority health areas for their respective organizations and agencies. Pitt Partners for Health recommended the following as priority health areas for 2012 – 2015:

- Chronic diseases (including heart disease, stroke, cancer, diabetes)*
- Physical activity/Nutrition/Healthy weight*
- Injury prevention/Violence*
- Access to care/Transportation
- STDs/Unintended pregnancies
- Mental health
- Tobacco use

An asterisk (*) denotes the priority areas that Pitt Partners for Health will focus on in years 2012-15. Vidant Medical Center will adopt these priorities as well as access to care since this was a priority area adopted by the Vidant Health Foundation.

Vidant Medical Center's *Community Health Implementation Plan* was based on the findings of the community health assessment and a review of the hospital's existing community health improvement and community benefit activities.

Implementation Plan

1. Chronic Disease Prevention and Treatment

- A) Collaborate with local partners to conduct programming for chronic disease (heart disease, stroke, diabetes, and cancer). This programming includes community-based health screenings, health education, support groups, and promotion of chronic disease self-management programs.
- B) Coordinate kidney screenings within the community at a local soup kitchen and the Winning with Diabetes community event to identify residents with renal disease and at risk for diabetes.
- C) Organize events during the months when chronic disease prevention is promoted from a national level (i.e. National Diabetes Month in November).

- D) Manage the VidantHealth.com/diabetes link on the health system's website. Vidant Medical Center's Marketing Department launched a diabetes awareness campaign to empower individuals to eat healthier and exercise in order to manage or prevent the onset of diabetes.
- E) Partner with community-based organizations to initiate a Stroke Risk Identification Program in Pitt County. This program, offered through the Vidant Medical Center's Neurosciences Division, will provide stroke prevention education and screening for stroke risk factors.
- F) Sponsor Women's Heart Truth and annual Heart Expo events. The East Carolina Heart Institute at Vidant Medical Center will sponsor and coordinate these events in collaboration with local community-based partners.
- G) Coordinate a Women's Heart Health initiative to standardize the care of women in physician practices in Pitt County. This program, offered through the East Carolina Heart Institute at Vidant Medical Center and Community Health Programs will conduct educational sessions to standardize the care of women with regard to heart disease risk. This includes utilization of a Women's Heart Health Resource Directory for physicians to access for their patients.
- H) Refine heart failure system of care by implementing the "hub and spoke" model.
- I) Refine acute myocardial infarction care with emphasis on EMS partnerships to improve survival from out-of-hospital cardiac arrest. The East Carolina Heart Institute at Vidant Medical Center will provide follow-up to referral agencies and EMS groups for STEMI (ST Elevation Myocardial Infarction) patients.

2. **Physical Activity and Nutrition**

- A) Collaborate with local partners to institute policy and environmental changes for nutrition and physical activity in the community. This effort includes promoting nutritional outlets to increase consumption of fresh fruits and vegetables, as well as community gardens, farmers' markets and healthy vending. Also includes advocating for environments that improve access to green spaces, recreational facilities, and streets that increase mobility of citizens.
- B) Promote healthy eating through continued implementation and promotion of a healthy catering policy at Vidant Medical Center sponsored events.
- C) Promote the *Recreational Facilities Resource Guide* developed by Pitt County and ensure residents in rural areas are made aware of recreational resources in their communities.

3. **Injury Prevention**

- A) Reduce the number of unintentional poisonings by collaborating with local agencies to host Operation Medicine Drop events to ensure proper disposal of unused medications and restrict the availability of unauthorized drugs.
- B) Collaborate with the local Falls Prevention Task Force to reduce the number of persons that are injured or die as a result of injuries sustained in falls.
- C) Coordinate SAFTEENSessions in a variety of venues to reduce the impact of injuries and deaths from motor vehicle crashes.

4. **Access to Care**

- A) Collaborate with HealthAssist, Pitt County Health Department, Pitt County Care, and local churches to promote access to medication assistance and linking residents to local providers, free clinics, and a federally qualified community health center for a variety of health issues.
- B) Continue to support the public/private partnership to manage the care of Medicaid enrollees in Pitt County and the region. This includes a medication assistance program to access free medications for indigent residents.

Existing Community Health Improvement Programs Offered by Vidant Medical Center

Community Health Programs at Vidant Medical Center currently operates the following programs:

1. **School Health Program** – Provides 20 nurse case managers to all public schools in the county. Also coordinates school staff wellness and health education for students.
2. **Pediatric Asthma Program** – A community-based case management program that has reduced hospital and emergency department admissions and improved the quality of life of children with asthma. In addition, this program coordinates an Air Quality Flag Program and coordinates camp retreats for families of children with asthma.
3. **Pitt Partners for Health (PPH)** – A state-certified Healthy Carolinians task force comprised of individuals from a variety of organizations and communities within Pitt County representing government, health care, the faith community, civic organizations and members of the general public. Vidant Medical Center’s Community Health Programs is the administrative agency for this task force that has been working in the community for more than 17 years. Major accomplishments include: mobile dental clinic for Pitt County Schools; attaining smoke free designation at a local mall; community-based health screenings for chronic disease; nutrition education with local public access channel and at the Pitt County Farmers’ Market; advocacy for policy and environmental improvements for nutrition and physical activity in Pitt County; and collaboration with local health department, Brody School of Medicine, and Vidant Medical Center for community health assessment design and implementation.
4. **Senior Services** – Enriches the lives of older adults through health promotion, Medicare Part D enrollment, Prepare to Care classes, and collaboration with the Eastern Carolina Injury Prevention Program for safety programming for seniors.
5. **Eastern Carolina Injury Prevention Program (ECIPP) at Vidant Medical Center** – A 20-year program in conjunction with the Brody School of Medicine that is a key component of the Vidant Medical Center Level I Trauma Center designation. ECIPP was instrumental in achieving the bicycle helmet law for children in North Carolina, and over the past year has assisted Vidant Medical Center to significantly reduce falls with harm, institute Safe Routes to School Program, and distribution of car seats to low-income families.
6. **Health Screenings and Education** – Provides health screenings and education targeting high-risk populations. (Includes hypertension, diabetes, heart disease and cancer).

Vidant Medical Center Foundation’s Community Benefit Grants Program

Vidant Medical Center Foundation provides the infrastructure to manage and oversee grants from the community that are subsequently reviewed by a Grants Review Committee (GRC). The GRC is comprised of Foundation and Hospital Board members, the Director of the Pitt County Health Department, the Chairman of Pitt Partners for Health, a representative from the Brody School of Medicine, and community-at-large members. The Community Benefit Grants program focus areas for the 2012-2013 grant cycle are: chronic disease prevention and management, nutrition and physical activity, and access to care.

The committee approved 41 grants totaling \$941,940 to area non-profit organizations and government entities (schools, county agencies and the health department). Examples include funds for a health care provider at a federally qualified health center; a medication assistance program; colon and breast cancer screening exams; diagnostic testing and follow-up; mental health counseling; youth suicide prevention; substance abuse prevention and recovery; partnerships with faith-based organizations; nutrition and physical activity programming in Pitt County Schools; and providing basic needs for those living at or below the poverty level and the homeless population, including food, transportation and medical care.

Priority Needs Not Being Addressed by Vidant Medical Center

1. **STDs/Unintended Pregnancies** – The Pitt County Health Department has a long history of addressing communicable diseases and unintended pregnancies and serves as the lead agency. The Pitt County Health Department will be initiating discussions with the Vidant Medical Center Emergency Department to address high risk, sexually active individuals between ages 15 to 24. In addition, they will continue their risk reduction education and condom distribution programs as well and work with non-traditional partners such as barber shops to increase access to free condoms. The Pitt County Health Department will also Implement PCSI (Project Collaboration of Service Integration), a HIV testing program that offers urine based or vaginal swab Chlamydia testing that can be utilized throughout Pitt County. The health department will address unintended pregnancies through the preconception health initiative and the Pitt Infant Mortality Prevention Advisory Council. Vidant Medical Center Women’s Care provides content experts to the Council and participates in the annual Pitt County Maternity Fair.
2. **Mental Health** – North Carolina’s mental health resources are limited since the divestiture of local mental health agencies. Prevention and treatment resources are limited due to a decline in funding from our state government. There are private companies in Pitt County that provide some support for clients needing mental health counseling and substance abuse services. Vidant Medical Center will not develop any new mental health programming at this time since resources have been directed at other priority areas. Vidant Medical Center Foundation’s Community Benefit Grants Program will be funding two mental health initiatives implemented by local community-based agencies.
3. **Tobacco Use** – North Carolina has instituted a tobacco cessation telephone support service, **QuitlineNC**. The American Lung Association is currently revising their educational materials and the cost of these materials has increased. Vidant Medical Center does have trained tobacco cessation educators on staff to provide this service internally and in the community upon request, but will not be developing a formal community-based tobacco cessation program since resources have been directed at other priority areas. Vidant Medical Center will promote the use of the **QuitlineNC** in internal and external settings.

Approval

Vidant Medical Center’s Implementation Strategy for 2012-2015 was approved by the Vidant Medical Center Board of Trustees on July 12, 2012.

Mr. David Womack, Chair
Vidant Medical Center Board of Trustees