

2019 Community Health Needs Assessment Implementation Plan

Nash UNC Health Care, in partnership with the Nash County Health Department, has established strategies for meeting three specific needs of the community: 1) Respiratory Disease, 2) Heart Disease and Stroke, and 3) Exercise, Nutrition & Weight, with the intention of also positively addressing Diabetes.

This Implementation Plan provides a high-level summary of those strategies. It is not designed to encapsulate all the activities that will be initiated to impact the three identified needs.

Of note: Nash UNC Health Care plans to establish new structures to address each of these needs. A program that encourages staff to engage with the community will drive increased volunteerism and help drive improved results. That initiative will cut across all three of the needs below.

Strategy 1: Heart Disease and Stroke

Sample of concerns identified through the Community Health Needs Assessment

- Age-Adjusted Death Rate due to Cerebrovascular Disease is higher in Nash County (51.4 deaths per 100,000 people) than in the state (43.1) and U.S. (36.9) and does not meet the Healthy People 2020 goal of 34.8 deaths per 100,000 population
- Hypertension and hyperlipidemia is higher in Nash County (66.5 & 54.6 deaths per 100,000 people) than the state (58 & 46.3) and U.S. (55 & 44.6) within the Medicare population
- There is an indication of an increasing trend for stroke amongst the Medicare population, though it is not statistically significant at this time

Action Plan:

Nash UNC Health Care will hire a Nurse Practitioner to open a Heart Failure clinic, in partnership with one of the UNC Cardiologists who has an interest and specialty in this arena. This clinic, alongside a planned partnership with the Heart Failure expertise within the UNC system, will work to improve heart failure outcomes, including readmissions.

Nash UNC Health Care will expand cardiology services by adding additional providers in partnership with the community. Expanded access should enable improved outcomes.

Nash UNC Health Care will work to maintain certification as a Primary Stroke Center as awarded by The Joint Commission. This accreditation has been proven to improve the quality of patient care.

Nash UNC Health Care will examine potential partnerships with organizations in the community, including but not limited to:

- 1) working with the YMCA to raise awareness about and track blood pressure,
- 2) offering Cardiopulmonary Resuscitation (CPR) and Automated External Defibrillator (AED) training courses,
- 3) sponsoring and/or hosting educational and awareness events in the community such as the Healthy Heart Fair, The American Red Cross Heroes Banquet, and the American Heart Association Heart Walk.

Strategy 2: Respiratory Disease

Sample of concerns identified through the Community Health Needs Assessment

- Age-adjusted death rate due to lung cancer is higher in Nash County (56.5 deaths per 100,000 people) than in the state (50.7) and U.S. (44.7) and does not meet the Healthy People 2020 goal of 45.5 deaths/100,000 population
- The age-adjusted death rate due to influenza and pneumonia (22.3 deaths per 100,000 people) is higher than in the state (17.8) and U.S. (14.8), though there is an indication of a decreasing trend, though not statistically significant at this time

Action Plan:

Nash UNC Health Care will hire a COPD/Pneumonia coordinator who will coordinate the creation of a working group to impact health indicators associated with this disease state. This working group in partnership with Pulmonologists/Intensivists at Nash UNC Health Care will develop new protocols for engaging this patient population to improve outcomes both in and outside the hospital.

Nash UNC Health Care will support the growth of Pulmonology/Intensivists in the community in partnership with local provider groups.

Nash UNC Health Care will examine potential partnerships with organizations in the community, including but not limited to:

- 1) collaborating with primary care practices on a routine basis with plans by Nash UNC Health Care to hire new “Transition Liaisons” that will facilitate monthly conversations about protocols that could help coordinate care for patients with influenza and pneumonia.
- 2) promoting no-smoking policies on the hospital campus and at other locations throughout the community as well as cessation classes/resources,

- 3) establishing partnerships with the Nash-Rocky Mount School System to promote education and treatment options related to asthma.

Strategy 3: Diabetes and Exercise, Nutrition & Weight

Sample of concerns identified through the Community Health Needs Assessment

- Adults 20+ with diabetes is a top area of concern and is higher in Nash county (14.1) than in the state (11.1), with a statistically significant increasing trend over time
- Exercise, Nutrition, & Weight was the primary concern raised by our community via in-person focus groups
- 47% of community survey respondents reported being told by a health professional that they were overweight and/or obese

Action Plan:

Nash UNC Health Care intends to utilize its workforce through a new hospital-wide initiative to engage with ongoing local efforts to improve the wellness of our community. Key partner organizations will be identified from the following: schools, churches, government organizations, and non-profits with whom Nash UNC Health Care will work alongside. Nash UNC Health Care will also work with local primary care partners to improve awareness and adherence to healthier lifestyles.

Nash UNC Health Care will specifically examine potential partnerships with organizations in the community, including but not limited to:

- 1) aligning with the Boys and Girls Club initiative known as Triple Play, which strives to improve the overall health of youth,
- 2) joining with local providers to offer education and resources to improve healthy eating and improve BMI (see: <https://www.boice-willis.com/pediatric-resources>),
- 3) bolstering efforts by the Twin County Partnership via their Active Living Work Group,
- 4) partnering with the Nash-Rocky Mount School System to offer education and opportunities for increased physical activity,
- 5) partnering with 4H and other outdoor related organizations to support young people with increasing physical activity and a greater health consciousness,
- 6) increasing access to healthy food via the Meals on Wheels organization and the Conetoe Family Life Center,

7) sponsoring educational events in the community such as the Sugar Run and the Rocket Mile.