

2021-2022 Implementation Strategy



Community Health Need:	Immunizations & Infectious Diseases	
<p>Specific Needs Identified:</p>	<p>Community concern for the incidence and spread of Covid-19 in Lenoir County. As of January 28, 2022, 52.5% of Lenoir County residents are fully vaccinated against covid-19. The incidence of covid-19 in Lenoir County is 283.69 cases for 100K (County Health Rank).</p>	
<p>NC Target: 65% of population vaccinated with at least one dose of Covid-19 vaccine.</p> <p>Healthy People 2030 Target: Increase the proportion of adults age 19 years or older who get recommended vaccines.</p>	<p style="text-align: center;">COVID-19 Daily Average Incidence Rate County: Lenoir</p> <p style="text-align: right; font-size: small;">lenoirmemorial.thehcn.net</p> <p style="text-align: center; font-size: small;">Source: Healthy Communities Institute (Feb 11, 2022)</p>	


	Source: County Health Rankings. This indicator shows the daily average incidence rate per week of new Covid-19 cases in Lenoir County.				
Desired Outcome:	Reduce the rate of Covid-19 in Lenoir County.				
Strategy: Decrease the incidence of Covid-19 among UNC Lenoir Health Care patients and staff. Increase the Covid-19 vaccination rates of UNC Lenoir Health Care staff and patients.					
Action Step	Anticipated Impact	Evaluation Measure	Resources	Collaboration	
1. Provide updated Covid-19 testing site resource form available in print and online format.	Increase community awareness of Covid-19 testing sites.	2022-2024: Annual increase in county vaccination rates.	Staff, monetary	UNC Lenoir staff, local providers, local pharmacies	
2. Create visitation policy for family of Covid-19 patients.	Provide much needed social and emotional support for Covid-19 patients.	2022: Written visitation policy completed and approved by committee.	Staff, monetary	UNC Lenoir staff	
3. Development of community drive through Covid-19 testing site on the grounds of UNC Lenoir Health Care.	Provide community with increased sites to obtain Covid-19 testing.	2022: Community testing site operational with staff and testing supplies	Staff, monetary	UNC Lenoir staff, community residents, external vendor	
4. Provide K95 or N95 respirator for all staff if desired.	Provide additional protection of UNC Lenoir staff to mitigate spread of Covid-19	2022: K95/N95 respirators available to all staff who wish to wear them.	Staff, monetary	UNC Lenoir staff	
5. Annual Covid-19 community seminar for the community	Increase community knowledge of Covid-19.	2022-2024: Annual community presentation in external setting.	Staff, monetary	UNC Lenoir staff, providers	
6. Infectious Disease practitioner to participate in monthly UNC and Vidant Medical Center Inpatient Roundtable.	Knowledge sharing of evidence-based practices to improve care of our Covid-19 patients.	2022-2024 Infectious Disease participation in work groups and work prioritization.	Staff, monetary	UNC Lenoir staff, local providers	

<p>7. Development of a process for implementation of additional precautions for all UNC Lenoir Health Care staff who are not fully vaccinated for Covid-19.</p>	<p>Decrease the spread of Covid-19 among staff and patients.</p>	<p>2022-2024 Testing protocols will be developed and adhered to among unvaccinated UNC Lenoir Health Care staff.</p>	<p>Staff, monetary</p>	<p>UNC Lenoir staff,</p>
<p>8. Development of Covid-19 testing platform to ensure the ability to test all patients admitted to UNC Lenoir Health Care if needed.</p>	<p>Ensure proper placement of patients within the hospital and decrease the spread of Covid-19.</p>	<p>2022-2024: All patients admitted to UNC Lenoir Health Care will be screened for Covid-19 testing based on testing platform criteria.</p>	<p>Staff, monetary</p>	<p>UNC Lenoir staff, providers</p>
<p>9. Infectious Disease Physician, Infectious Disease Practitioner and Critical Care Staff participate in weekly rounds on the critical care unit to discuss and review the care of covid-19 patients.</p>	<p>Collaboration among Infectious Disease practitioners and CCU staff increases the quality of care of critically ill covid-19 patients.</p>	<p>2022-2024: Critically ill Covid-19 patients will receive comprehensive care to improve patient outcomes.</p>	<p>Staff, monetary</p>	<p>UNC Lenoir CCU staff, Infectious Disease Physician</p>
<p>10. Maintain Lenoir County Alliance for a Healthy Community</p>	<p>Increased knowledge of community organizations about new and evolving resources in CHNA priority areas (Immunizations & Infectious Diseases, Wellness & Lifestyle and Substance Abuse).</p>	<p>2022-2024 Provide leadership and administrative support to maintain monthly meetings. Identify leaders in each CHNA priority area and focus on bringing relevant resources to share about services.</p> <p>Work with Health ENC to identify regional approaches to identified priorities</p>	<p>Staff, monetary</p>	<p>UNC Lenoir staff, Lenoir County Health Department, Kinston Community Health Center, Lenoir County Cooperative Extension, member organizations</p>

<p>11. UNC Lenoir Health Care will participate in regional prioritization and strategies created by Health ENC.</p>	<p>Increased knowledge about the CHNA process from assessment to prioritization, implementation strategies and dissemination of findings with hospital, community partners and community at large.</p>	<p>2022-2024 Attend Health ENC meetings and workshops to identify and utilize regional approaches to identified priorities.</p>	<p>Staff, monetary</p>	<p>UNC Lenoir staff</p>
<p>12. UNC Lenoir Health Care will participate in Results Based Accountability (RBA) training offered by Health ENC to understand concepts recommended by all participants to use in the next CHNA cycle.</p>	<p>Increase knowledge of the RBA (Results Based Accountability) process that will be used in future CHNA prioritizations to facilitate outcome based goal setting.</p>	<p>2022-2024 Attend RBA workshops offered by Health ENC through AHEC.</p>	<p>Staff, monetary</p>	<p>UNC Lenoir Staff</p>

2021-2022 Implementation Strategy



Community Health Need:	Substance Abuse	
<p>Specific Needs Identified:</p> <p>Healthy NC 2030 Target- 18.0 per 100k deaths as a result of drug poisoning.</p> <p>Healthy People 2030 Target Reduce overdose deaths involving opioids to 13.1</p>	<p>Community concern of legal and illegal drugs abused in Lenoir County.</p> <p>Lenoir County death rate due to drug poisoning during 2017-2019 was 23.7 deaths per 100K. This increased with comparison of the 2016-2018 rate of 17.6 deaths per 100K. (County Health Rankings)</p> <p>Original Source: CDC WONDER mortality data</p>  <p>Source: County Health Ranks</p> <p>This indicator shows the death rate per 100,000 population in Lenoir County due to drug poisoning. Drug overdose deaths are the leading cause of injury death in the United States, with over 100 drug overdose deaths occurring every day. The death rate due to drug overdose has been increasing over the last few decades. The majority of deaths due to pharmaceutical overdose involve opioid analgesics (prescription painkillers). Those who die from drug overdose are more likely to be male, Caucasian, or between the ages of 45 and 49. Although the majority of drug overdose deaths are accidental, they may also be intentional or of undetermined intent.</p>	

Desired Outcome:	Reduce the % of individuals in NC who die as a result of drug poisonings.			
Strategy: Increase education about safe prescription drug use and increase education and referral to substance abuse and mental health resources.				
Action Step	Anticipated Impact	Evaluation Measure	Resources	Collaboration
1. Emergency Department providers through participation on the UNC Lenoir Pain Stewardship Committee will facilitate communication with local providers to enhance their knowledge of the pain management processes in the emergency department.	Increased staff education. Increased pain management planning on patient discharge plans. Increase pharmacy interconnectedness for better continuity and management of pain medications. Implement non-pharmaceutical pain control and education for patients is provided.	2023-2024: Develop & distribute written communication of pain management protocols in the ED for local providers.	Staff, monetary	UNC Lenoir staff, community providers, external pharmacies
2. Pharmacist presentations to community about safe medication practices including disposal.	Increased knowledge about medication safety	2022-2024: Provide annual pharmacist led event for community groups	Staff, monetary	UNC Lenoir pharmacy staff, community residents
3. Emergency Department participation in UNC Roundtable for system-wide best practices for ED discharge prescription guidelines for narcotics.	System-wide quality standards for ED discharge narcotic prescription	2022-2024: ED leadership participation in work groups and work prioritization	Staff, monetary	UNC Lenoir staff, ED Providers, UNC Health Care

	practices and non-opioid pain control measures			
4. Provide community education about the pain experience and pain management restrictions in the emergency department.	Increase community education about pain measures.	2023-2024: Dedicated ED team to meet regularly to discuss and evaluate pain perception of ED patients. Hospital host community event about safe pain stewardship and restrictions in the ED.	Staff, monetary	UNC Lenoir ED, providers,
5. Develop alternate pain therapy resource list for patients who are prescribed narcotics and distribute in waiting areas and post on hospital website.	Increase community education about alternate pain measures in the ED.	2023-2024: List created and available in hospital waiting areas and on hospital website.	Staff, monetary	UNC Lenoir staff, local providers
6. Provide community medication management tools.	Tool provided to assist with medication management	2022-2024: Provide free medication cards for community residents 2022-2023: Med Action Plan© implementation in Heart Failure program	Staff, monetary	UNC Lenoir staff, Lenoir County EMS
7. Provide community educational presentations focused on alternative pain management measures.	Increased community knowledge of alternative pain control measures	2023-2024 Provide annual community presentations with alternative pain control experts	Staff, UNC Lenoir, monetary	UNC Lenoir, external expert

<p>8. Host drug safety education project for youth.</p>	<p>Youth are educated about safe drug practices.</p>	<p>2022-2024 Annual participation to provide education for youth at National Night out for Crime initiative</p>	<p>Staff, monetary</p>	<p>UNC Lenoir, UNC Foundation, Kinston Police Department.</p>
<p>9. As a participant of the Perinatal Quality Collaborative of North Carolina (PQCNC), UNC Lenoir Family Birth Center will continue participation with the CLOUDi (Comprehensive Lessening Opioid Use Disorder) initiative, "Eat, Sleep and Console" which promotes early recognition of maternal substance use disorder, screening of all newborns that have a history of exposure to illegal substances in utero and encourages morphine therapy as a secondary approach to treatment.</p>	<p>Increase the percentage of opiate infected infants that are provided initially with eat/sleep/console interventions prior to administration of morphine and/or other opiate taper treatments.</p>	<p>2022-2024 Program stats</p>	<p>staff</p>	<p>Providers, FBC staff, PQCNC</p>
<p>10. Partner with Kinston Police Department to offer two prescription drug drop off events.</p>	<p>Provide a venue for community to safely dispose of prescription medications.</p>	<p>2023-2024 annually</p>	<p>Staff, monetary</p>	<p>UNC Lenoir staff, Kinston Police Department</p>
<p>11. Surgical and Anesthesia Services will utilize a no or low dose narcotic approach in anesthesia (preoperative, intraoperative and postoperative) for all patients irrespective of drug history or not.</p>	<p>Use of auxiliary medications such as Tylenol, gabapentin, magnesium, lidocaine, Toradol, etc. usually require no use of narcotics preoperatively and intraoperatively.</p>	<p>2022-2024 annually</p>	<p>Staff, monetary</p>	<p>UNC Lenoir Surgical and Anesthesia Services staff</p>

	Narcotics will be utilized as a last resort. This multimodal approach provides effective analgesia at lower opioid doses reducing risk of adverse effects that accompany opioid analgesia.			
12. Lenoir County Crises Collaborative Reactivation	Increase community provider networking for solutions for mental health and drug abuse	2022-2024 Recommence regular meetings.	Staff, monetary	UNC Lenoir, Eastpoint, Port Human Services, Kinston Police Department, Lenoir County Sheriff Office

2021-2022 Implementation Strategy



Community Health Need:	Wellness & Lifestyle
Specific Needs Identified:	High percentage of adults with obesity contributes to diseases and poor health in community.
<p>Healthy NC 2030 Target: 20%</p> <p>Healthy People 2030 Target: 36%</p>	<p>Source: CDC for Adults who are age 20+ who are obese. This indicator shows the percentage of adults aged 20 and older who are obese according to the Body Mass Index (BMI). The BMI is calculated by taking a person's weight and dividing it by their height squared in metric units ($BMI = \text{Weight (Kg)} / [\text{Height (m)}^2]$). A $BMI \geq 30$ is considered obese.</p>

Desired outcome:	Reduce rate of adult obesity in Lenoir County.			
Strategy: Increase physical activity for residents of Lenoir County				
Action Step	Anticipated Impact	Evaluation Measure	Resources	Collaboration
1. Availability of low cost (\$20/month community) or free (employees) for Hospital on -site fitness center and free outdoor community walking track	Free or low cost access to physical activity	Volumes/cost maintained for 2022-2024. 2022-2024:Provide free community exercise education offerings each year by exercise specialists	Staff, monetary	UNC Lenoir staff, grant funding partners, external community partners who use the walking track free for activities that support walking.
2. Identify another potential community site for a partnership to increase physical activity for youth.	Increased physical activity and exercise knowledge and in low-income youth setting	2023-2024: Identify another potential school site or location for Project Fit America install.	Staff, monetary	UNC Lenoir staff, LH Foundation or other grant.
3. Support community organizations with sponsorships targeting physical activity components of events.	Increased physical activities	2022-2024: Include sponsorships in community to support physical activity events	Staff, monetary	ACS Relay for Life, American Heart Association Walk, Alzheimer’s Association Walk , Pink Hill Rose Fest Run, Lions Industries Diabetes Walk,

				Ironclad Run, Common Ground of ENC, Lenoir County Parks and Recreation events
4. Partner with Down East Wood Ducks for Health Night at the Ballpark	Increase community education with identified interventions that support physical activity	2022-2024: Execute Health Night at Ballpark with giveaways and focus on increasing family wellness.	In-kind staff	UNC Lenoir staff, Down East Wood Ducks attendance
Strategy: Increase nutrition education and healthy food behaviors for residents of Lenoir County				
Action Step	Anticipated Impact	Evaluation Measure	Resources	Collaboration
1. Support increased access to fresh fruits and vegetables in community	Increased access to fresh, local fruits and vegetables in high risk diabetes population at Lenoir County Farmers Market	2022-2024: Rx Food Coupons used each year. 2022-2024: Registered Dietitian to provide free monthly educational events with seasonal food found locally at	Staff, monetary	Diabetes Wellness Program, LC Farmer's Market, Common Ground ENC, LC Cooperative Extension

		Lenoir County Farmer's Market		
2. Healthy Grocery Cart Conversations Series	Increased knowledge of healthier choices for food shopping for families	2022-2024 Dietitian to provide free monthly educational events with shoppers at Piggly Wiggly on Herritage Street	Staff, monetary	Diabetes Wellness Program, Piggly Wiggly on Herritage Street
3. Community Weight Loss Programming and Service	Education and tools to community for weight loss increase healthy weight focus.	2022-2024: Low cost Healthy Life Weigh program offered several times annually. Increase provider awareness and referrals to Medical Nutrition Therapy offerings with marketing and promotion. Bariatric Support group open to	Staff, monetary	UNC Lenoir staff, UNCPN, Area physicians and providers.

		community. Social media promotion.		
4. Community heart health education programming during February.	Increased knowledge of wellness strategies for better heart health.	2022-2024: Annual education programming feature for area residents by area providers	Staff, monetary	UNC Lenoir staff, Marketing, providers