

2017 UNC Lenoir Health Care

Community Health Needs Assessment Summary:

An assessment of Lenoir County conducted jointly by the Lenoir County Health Department, UNC Lenoir Health Care and Kinston Community Health Center

During 2017, a community health needs assessment (CHNA) or community health assessment (CHA) was conducted for the estimated 57,307 residents of Lenoir County, North Carolina. Lenoir County includes the county seat, Kinston, a city of 20,923 (2016) residents located in the coastal plains of eastern North Carolina. UNC Lenoir Health Care primarily serves the population of Lenoir County and surrounding counties with the majority of all hospital discharges coming from Lenoir County. The mission of UNC Lenoir Health Care is to ensure exceptional healthcare for the people we serve. The values of the hospital include the plan for innovation that is visionary, creative, and serves as a catalyst for improving the health of the community. A strategic priority for Lenoir Memorial is to deliver contemporary healthcare services consistent with identified community need.

Description of Community Served by the Hospital

Lenoir County is a rural community located in a designated Tier Two County in 2017. Lenoir County is a blend of agriculture and manufacturing. Manufacturing accounts for over 7000 jobs and has more employees than any other industry business. The top largest employers in Lenoir County include the leading four with 1000+ jobs each. UNC Lenoir Health Care is the fifth largest employer. The top 5 manufacturing employers in Lenoir County include Sanderson Farms, Smithfield Foods, Spirit Aerosystems, Aristocraft/Decora/Schrock (MasterBrand Cabinets), and Electrolux Home Products. The average per capita income for county residents based on 2011 - 2015 data was \$20, 191 compared to \$28,930 for the state. Lenoir County's median family income in 2011-2015 was \$34,717 compared to \$53,889 statewide. The percentage of county residents below federal poverty level based on 2015 data was 22.7% compared to 16.4% for state residents. The US 2016 Census data estimates that 27,507 (48%) county residents are males and 29,000 (52.3%) are females. County racial/ethnic composition is 55.7% white (NC = 71%) , and 41.3% black (NC = 22.2%) with 10.8% other minorities including Latino (NC= 16%). For the 2015-16 school year, there were approximately 8,846 students enrolled in the Lenoir County Public Schools system. There are 2 private schools and 1 charter school located within the county. The total number of Lenoir Community College students enrolled in 2016 year was 2,959. Data and tables detailing the current demographic including income levels, age, race/ethnicity, and educational attainment for Lenoir County with a comparison to NC, is included in the full 2017 Lenoir County Community Health Assessment (CHA) posted on the UNC Lenoir Health Care website.

Community Health Implementation Plan Progress

An evaluation of the impact of actions since the hospital finished conducting its immediately preceding CHNA (2014) includes the following progress (2014 -2017) in the three key focus areas:

Rx Abuse/Drug and Substance (Legal and Illegal drug abuse)

- UNC Lenoir collaborated with Lenoir County Health Department and the Lenoir County Alliance for a Healthy Community to assist Lenoir County Health Department in receiving grant funds for implementation of Project Lazarus initiatives in Lenoir County.
- UNC Lenoir provided funding to the Lenoir County Health Department to assist in a new prescription drug drop box in Lenoir County.
 - UNC Lenoir Pharmacy has developed an education fact sheet for safe disposal of expired and unused medications for patients and community.
 - Medication Cards are being provided to community residents free of charge.

- UNC Lenoir provides ongoing leadership support to the Lenoir County Alliance for a Healthy Community for information sharing about community resources and unmet needs
- The MYLMH portal is promoted to patients with increased patient use each year.
- UNC Lenoir partners with Eastpointe, Kinston Public Safety, Lenoir County EMS, Mobile Crisis, PORT Human Services and other agencies for the quarterly Lenoir County Crisis Collaborative.
- UNC Lenoir maintains the Neonatal Abstinence Program to screen all newborns with a history of exposure to illegal substances in utero.

Parenting-Responsible and Healthy

- UNC Lenoir and Lenoir County Health Department as stakeholders have identified plans to close gaps in parent education about baby vaccinations after delivery.
- UNC Lenoir increased referrals to CC4C and WIC at Lenoir County Health Department for breastfeeding issues.
- UNC Lenoir sponsored a Childhood Asthma education program.
- UNC Lenoir has provided annual financial support to Safe Kids ENC for waiving co-pay costs for child passenger safety seats for underserved families.
- UNC Lenoir FBC provides focus on 10 Step Baby Friendly Practices in the FBC.
- UNC Lenoir partnered with Lenoir Greene Partnership for Children-Triple P to offer special parenting education events.
- UNC Lenoir and Lenoir Hospital Foundation have received a community donation to support a 2017 Women's Health Event for family female health issues.
- UNC Lenoir and the Lenoir Hospital Foundation provide the community with health status information for Lenoir County with the Healthy Communities Institute database located at the UNC Lenoir Health care website.
- UNC Lenoir has provided financial support for the local Boys & Girls Club, Boy Scouts of America, Young Women's Outreach Center TEEN FEST.

Obesity

- UNC Lenoir provides low cost (\$20/mo. and no contract) access to residents for increasing physical activity through support for the Minges Wellness Center.
- UNC Lenoir and the Lenoir Hospital Foundation partnered to provide a second school implementation of Project Fit America at Moss Hill Elementary School in southern Lenoir County.
- UNC Lenoir and Lenoir Hospital Foundation partnered to provide an exercise initiative to employees and community with a FitBit Mania initiative.
- UNC Lenoir implemented a bariatric service line to offer the community new surgical and medical weight loss options.
- UNC partners with Kinston Community Health Center and Kate B. Reynolds Charitable Trust for diabetes program expansion with a satellite clinic and nutrition and exercise initiatives at the Farmer's Market, and several local African- American churches.
- UNC Lenoir provided multiple free presentations to the community with exercise specialists and dietitians promoting healthier lifestyle practices.
- UNC Lenoir has supported area organizations with donations including Kinston/Lenoir County Farmer's Market, Common Ground of ENC, Fannie B. Murrell Bike Ride, Pink Hill Festival Run and Walk to increase physical activity and improved nutrition.

Who was Involved in the 2017 Assessment

The assessment process was initiated in May, 2017 by convening a Community Health Assessment Planning/Review Group. The Lenoir County Health Department, Kinston Community Health Center and UNC Lenoir Health Care served as members. The collaboration for Community Health Needs Assessment over the past years has been a strong one for the Health Department and Hospital and the addition of Kinston Community Health Center as a partner for this cycle benefits the process. The Lenoir County Health Department has moved their cycle of assessment to every three years from a four year interval in order to support the requirement for the three year hospital cycle. These entities provide financial and in-kind support for the assessment process., UNC Lenoir Health Care provided @ \$3000 to support the costs of printing a total of 12,000 paper copies and mailing, and inserting 6,000 CHNA community perception surveys in a Sunday Free Press edition on May 21st, 2017. Additionally, another 6000 surveys in English and Spanish, not requiring identity in order to protect confidentiality, were distributed widely throughout the county and in each municipality from May, 2017- July, 2017, including additional electronic Google based surveys. Targeted underserved groups included a dozen + African-American churches, Hispanic outreach programs, ICOR, and KCHC clients. The Lenoir County Alliance for a Healthy Community task force, representing over 30 Lenoir County community organization and agency leaders from diverse community perspectives, were committed to the assessment process, and distributed surveys and stayed informed on the timeline at monthly meetings. They offered additional valuable input not only in the marketing for community survey participation, but in the recommendations in the prioritization process once survey results were in. This helped to ensure that input from persons with broad knowledge of the community were involved. The Kinston Free Press also provided media coverage about the importance of completing surveys in an attempt to increase diverse participation. Social media was heavily used to distribute the survey. Physicians and health care providers at UNC Lenoir Health Care, Kinston Community Health Center and physician practices were also asked to participate in the survey process. Staff from the Health Department used a Google docs data analysis program calculator and analysis tool in order to provide the results of the 687 hard copy and electronically returned surveys. This return represents more than a 37% decrease from the number of questionnaires completed during the 2014 process. The demographic of respondents for the 2017 CHNA is less representative of our community than the last survey. Almost 28% of the respondents were African-American, 66% white, and 7% identified as other race/ethnicity to include Hispanic/Latino, or no answer. The Lenoir County Health Department health promotion staff compiled statewide and Lenoir County statistical public health data for presentation of community health status in the report.

Those organizations who committed to the assessment and planning process and continue to attend monthly meetings of the Lenoir County Alliance for a Healthy Community are found in a listing in the full 2017 Lenoir County Community Health Assessment posted on the UNC Lenoir Health Care website.

How the Assessment was Conducted

The Community Health Assessment Planning/Review Group focused on the following items in the survey: Living in the Community, Unhealthy Behaviors, Violence, Diseases and Disabilities. Emergency Preparedness, Positive Community Practices and Improvement, and Health Related Challenges were also reviewed. Community perception information was gathered from the 687 surveys returned, and was combined with secondary data, including the most recent statistics from county, state, and national sources for the final report. Data sources were identified and incorporated including using the Healthy Communities Institute database for Lenoir County found at the UNC Lenoir Health Care website, the NC State Center for Health Statistics, and other relevant information resources.

The Lenoir County Health Director provided the Group with progress updates and presented a survey results summary report by highlighting the areas of major concern as ranked by survey

respondents under four main categories including: Living in Our Community, Unhealthy Behaviors, Violence, and Disease and Disabilities. The Alliance/CHA Planning/Review Group was tasked with condensing the items to highest ranked by questionnaire respondents as a 'Major Problem' in our community. The top 13 items ranked by a majority of respondents as a 'Major Problem' are listed below. At the July 26th, 2017 Lenoir County Alliance for a Healthy Community meeting with over 40 members in attendance, the results of the survey and top "Major Problem" results were presented for discussion and prioritization.

These findings included in order of greatest percentage of survey identification as **Major Problem** are:

1. Youth violence/gangs/bullying
2. Obesity
3. Diabetes
4. High blood pressure
5. Property crime/robbery
6. Rx Drug/Substance Abuse
7. Illegal drugs/Rx drug theft
8. Addiction
9. Poor eating habits/lack of good nutrition
10. Cigarette smoking in adults
11. Job Opportunities
12. Responsible Parenting
13. Addiction Recovery

The committee discussed previous CHA Action Plan priorities, community capacity to address and impact items of concern, existing priorities of participant organization/agencies and likely success or progress in current areas of further focus.

The Alliance members were then provided Data Scoring Tool information in a handout from Healthy Communities Institute (HCI). The information helped clarify top Lenoir County health indicators and an assigned score based on comparison to other counties, whether health targets have been met, and the trend of the indicator over time. The comparison scores of 0-3 where 3 is worst outcome was used. **The top poorest performing HCI indicators were:**

1. Diabetes
2. Heart Disease and Stroke
3. Women's Health
4. Wellness and Lifestyle
5. Cancer
6. Respiratory Diseases
7. Economy
8. Education
9. Older Adults and Aging
10. Other chronic conditions

The group was urged to use the HCI secondary data to help confirm the perceptions as prioritizations were made.

The next part of the process included all Alliance members being given 7 colored dots each for selecting within the 13 major problems issues that were posted on posters around the room and as described above. Instructions included having each person assign dot placement in any

formula chosen to emphasize voting for the most important issues. Some persons placed all 7 dots beside one major issue and other spread dots over several issues. The highest dotted major problems issues were in the 11 identified areas of (See bolded):

1. **Youth violence/gangs/bullying**
2. **Obesity**
3. **Diabetes**
4. **High blood pressure**
5. **Property crime/robbery**
6. **Rx Drug/Substance Abuse**
7. **Illegal drugs/Rx drug theft**
8. **Addiction**
9. **Poor eating habits/lack of good nutrition**
10. Cigarette smoking in adults
11. Job Opportunities
12. **Responsible Parenting**
13. **Addiction Recovery**

Lively and engaged group discussion followed about the issues being significant in the community. Other issues such as cancer and mental health were also discussed as significant. The group decided to select three main issues. The group highlighted the following as important key ideas related to selection: capacity of community to tackle issues, present work and energy around certain problems, resources available, length of time to see change, and obvious combined themes of issues that surrounded several issues.

The group decided to bundle a number of issues and agreed unanimously in a vote to prioritize the following issues over the next community health needs assessment cycle period:

- +Obesity**
- +Responsible Parenting**
- +Substance Abuse/Mental Health**

Specific responses to all survey questions and categories can be found in the full 2017 Lenoir County Community Health Assessment posted on the UNC Lenoir Health Care website.

Health Needs Identified

The health of Lenoir County residents continues to need improvement. In 2017, Lenoir County ranks 88th lowest in all 100 NC counties for overall health outcomes by the County Health Rankings measures. In this same set of data, 24% of Lenoir County residents are described as being in poor or fair health. The ten leading causes of death in Lenoir County are similar to the overall causes in NC but the top two leading causes of death in Lenoir, heart disease and cancer, are reversed for the state. Lenoir County has some of the highest rates of heart disease in NC.

Many deaths are preventable in Lenoir County and involve risky behavior and lifestyles. The major causes of preventable death continue to be tobacco use, unhealthy diet, a lack of physical exercise, alcohol misuse, firearms, sexual behavior, and illicit drug use.

Health statistics reveal that Lenoir County's infant mortality rate for the five year period from 2011-2015 is 7.0 per thousand live births compared to the state of 7.2 per thousand live births. Both county and state rates have decreased slightly since the last reporting period. Low birth

weight/prematurity is the primary cause of infant deaths. Data reveals that infant mortality rates for minorities is significantly higher than for whites. Lenoir County ranked 30th out of the 100 counties in teen pregnancy in 2015 with significant downward trending since 2010.

Diabetes is the 5th leading cause of death in our community with preventable Type 2 making up the majority of cases. Obesity and lifestyle are factors. Diabetes ranked as a 'Major Problem' in our community by 71.3% of community health assessment survey respondents.

During the 2008-2012 time period, Lenoir County's cancer rate has increased to exceed all of the surrounding and nearby counties. Lenoir County ranks higher than the state averages for age adjusted incidences of cancers found in the colon, lung, breast, and prostate categories. Lenoir County has an older population and older populations have increased cancer rates. Of interest, the respondents of the 2017 community health assessment did not rank cancer as being perceived a "Major Problem" higher than diabetes, high blood pressure, or heart disease.

Lenoir County ranks 2nd in all NC counties pertaining to AIDS cases. This rank is based on a three year average rate. The HIV rate for Lenoir County in 2015 is 2.5 times higher than NC's rate. The rates of gonorrhea and syphilis are also above state averages. Lenoir County has the 2nd highest rate of almost all gonorrhea cases in the area, ranked behind adjacent Pitt County.

In 2016, there were 219 cases of tuberculosis statewide. In 2016, Lenoir County (8.7 per 10,000) rated higher than the state (2.2 per 10,000) for case rates.

Obesity, a major health issue as ranked again in the current community health needs assessment survey, is below the state average for childhood obesity rates in 2014. Adult obesity in Lenoir County for 2014 was 31.7% vs the NC percentage of 29.6. The Healthy 2020 goal in this area is 30.5%.

As noted previously, the African-American and other minorities population in Lenoir County is almost double that for the state. It is known that African-Americans have higher death rates from heart disease, cancer, HIV, diabetes, homicide, and stroke, compared to Whites. Lenoir County's health statistics rates document higher than state averages in most of these areas.

After Hurricane Matthew in 2016, a community needs group was established to identify areas of need and aid-related to flooding and human services concerns post storm that continued to impact residents.

Other key indicators for community health status are found in the full 2017 Lenoir County Community Health Assessment and Healthy Communities Institute database for Lenoir County on the UNC Lenoir Health Care website.

Community Assets Identified

The assessment identified a number of strong community assets, including UNC Lenoir Health Care and its community benefit programs, Kinston Community Health Center, Lenoir County Alliance for a Healthy Community, physician and dental providers, and many health and human service agencies in Lenoir County. Identified community resources are found within the full 2017 Community Health Assessment found on the UNC Lenoir Health care website.

**Summaries:
Assessments and
Priorities**

Assessment data is summarized in the 2017 Community Health Assessment found on the UNC Lenoir Health Care website. It is also found on the Lenoir County government website. The full 2017 CHA also lists the needs identified and the identified priorities. In summary, priority needs identified were:

- +Obesity**
- +Responsible Parenting**
- +Substance Abuse/Mental Health**

Next Steps

UNC Lenoir Health Care, Lenoir County Health Department, Kinston Community Health Center, members of the Lenoir County Alliance for a Healthy Community, and other identified partners will work together to identify existing resources and strategies related to the three key priority areas. The Lenoir County Health Department with UNC Health Care develop action plans identifying lead organization and partners for each priority with timelines for when they will be implemented.

Metrics have been established that include reporting intervals for measurable outcomes and tie to statewide goals for Healthy NC 2020. Best practices and evidence-based approaches will be incorporated. Education and awareness of the issues and plans will be promoted to the community with identified health marketing strategies.

UNC Lenoir Health Care, Lenoir County Health Department, and Kinston Community Health Center are actively participating in regional planning to standardize CHNA process in the eastern region of NC. This process will accelerate the next cycle of data collection.

This assessment summary and UNC Lenoir Health Care implementation strategies will be placed on the Hospital website. The full 2017 Community Health Assessment will also be posted on the Hospital and Lenoir County Government websites. A paper copy can be obtained by contacting the administrative offices of either organization and translation is available.

2017 UNC Lenoir Health Care Community Health Needs Assessment Summary:

Implementation Strategy

For 2017- 2020

UNC Lenoir Health Care is part of a rich tradition of hospital care that has been meeting the health needs of Lenoir County residents for over 111 years. When Kinston residents, James and Laura McDaniel, transformed their home into the community's first hospital, little did they know that they had set in motion an evolution of healthcare that would continue to grow for so many future generations. Over this time, the hospital name and location changed but the mission to provide exceptional care to the people it serves, has not.

UNC Lenoir Health Care, at its current location since 1973, opened for patient care with 285 beds and to this day remains a community hospital, governed by a local board with strong ties to the local community. In May, 2016, a management services agreement facilitated a partnership with UNC Health Care.

Over the last year, and consistent with all prior years, patients who have been hospitalized have been mostly from Lenoir County (78%) while others have been in smaller portions from more than a dozen surrounding counties. This report summarizes the plans for UNC Lenoir Health Care to sustain, partner, and develop community benefit programs that 1.) address prioritized needs from the 2017 Community Health Assessment (CHA) and, 2.) respond to other identified community health needs.

Target Areas and Populations The 2017 Lenoir County Community Health Assessment identified Lenoir County as one with an aging and significant minority population, higher than the state averages. The majority of the population is more concentrated in the county seat of Kinston. However, Kinston has been losing population since 2000 and is currently at 20, 923 residents (2016). Lenoir County residents have significantly lower incomes than state averages with 36% of all Lenoir County children living in poverty vs. 24% in NC. The percentage of county residents who were below federal poverty level in 2015 was 22.7% compared to 16.4% for state residents. The Hispanic population increased slightly from 2010 to 2015 by 1.2%. NCcommerce.com projects the median age for Lenoir County until 2019 to be age 42. In 2016, the UNC Lenoir Health Care patient population was 71% government sponsored, and the overall payor mix included 11.7% uncompensated care (charity care and bad debt). Residents of Lenoir County have been geographically vulnerable and particularly hard hit by recent hurricanes and subsequent flooding. The UNC Lenoir Health Care Implementation Strategy focuses primarily on the low-income African- American population as those with the greatest health needs in our community.

How the Implementation Strategy Was Developed

UNC Lenoir Health Care's Implementation Strategy was developed based on the findings and priorities established by the 2017 Lenoir County CHA and a review of the hospital's existing community benefit activities. UNC Lenoir Health Care provided in-kind leadership for the 2017 CHNA development and for the leadership and support of the Lenoir County Alliance for a Healthy Community. Other members of the Alliance include representatives from the health department health promotion team, key health and human services agencies, and other organizations providing primarily health and human services in the community. This group is instrumental in translating the breadth and scope of needs, resources, and partnerships in the community for improved community health status. In conjunction with the completion of the CHA (found on the UNC Lenoir Health Care website), and published in September, 2017, hospital and health department action planning responds to each of the priority needs. Goals and action

plans have been developed that will be reviewed and reported on annually. Many community partners are identified in order to develop a comprehensive plan.

Major Needs and How Priorities Were Established

UNC Lenoir Health Care, Lenoir County Health Department, and Kinston Community Health Center led an effort in 2017 that took a structured approach to review public health data, conduct surveys, and foster community discussions and input.

Members of the Lenoir County Alliance for a Healthy Community and Community Health Assessment Planning/Review Group came to agreement on a set of criteria that they would use to evaluate the list of major problems identified through the survey process. The criteria included the capacity of the community to tackle issues, present work and energy around certain problems, resources available, length of time to see change, and obvious combined themes of issues that surrounded several issues. Additionally, The Alliance members were then provided Data Scoring Tool information in a handout from Healthy Communities Institute (HCI). The information helped clarify top poorest Lenoir County health indicators using an assigned score based on comparison to other counties, whether health targets have been met, and the trend of the indicator over time.

Each committee member identified the top 11 major problems needs using a dot method on posters. These results furthered discussion and the individual rankings were used to combine related issues, and produce a priority ranking for the top issues to be addressed. The prioritization process identified three issues that were unanimously voted as for the community health priorities this cycle:

- + **Obesity**
- + **Responsible Parenting**
- + **Substance Abuse/Mental Health**

Description of What UNC Lenoir Health Care Will Do to Address Community Needs



UNC Lenoir Health Care's review of current community benefit programs found that the hospital is addressing existing community health needs through provision of charity care; Medicaid and many free or low-cost community health services; other community health initiatives; outreach partnerships; and lifestyle improvement programs. These activities were determined to be additional priorities for the hospital's implementation strategy.

UNC Lenoir Health Care will address strategies in each of the three priority areas with focused community benefit support through the leadership of the hospital.

Working within, and strengthening partnerships with key community health providers will be a focus in all areas of priority. Identifying and seeking grant funding opportunities with community partners to support priority projects will also be evaluated.

UNC Lenoir Health Care will continue to provide community access to the Healthy Communities Institute database at www.lenoirmemorial.org which holds the latest Lenoir County demographics and 100 specific data indicators related to community health and well-being. This database includes national and state benchmarks, goals and community health promising practices for replication. The database is easily accessible and promoted to the community as a resource for health status knowledge and improvement.

UNC Lenoir Health Care leaders address the needs of community health with interventions and programming. Staff provides service through in-kind leadership (co-chair and administrative assistant) for the Lenoir County Alliance for a Healthy Community. UNC Lenoir will collaborate with the Hurricane unmet needs community panel.

Action plans have been developed in all three priority areas and will be used as the framework for multiple community strategies with annual progress reporting. UNC Lenoir Health Care provides information about community health interventions to regulatory entities, the UNC Lenoir Board of Directors, and the overall community through the annual Community Benefits Report. The Lenoir County Alliance for a Healthy Community regularly reviews community health status and information at monthly meetings.

UNC Lenoir Health Care will continue to meet community health needs by providing charity care, service development and alignment that meets community needs, serving as an educational setting for a large number of educational programs, and through in-kind leadership to area boards, advisory groups and programs. Improving patient access to care through recruitment of physicians as identified in the hospital led physician needs assessment will be ongoing.

Implementation Strategies See 2017-2020 UNC Lenoir Health Care Implementation Strategies in separate attachments.

Next Steps for Priorities For each of the priority areas listed above, UNC Lenoir Health Care will work with the Lenoir County Alliance for a Healthy Community and any other identified community and regional partners that could strengthen and positively impact the goals and objectives identified. UNC Lenoir Health care serves as a community leader to foster support for the prioritized healthy initiatives within the community and among other health care providers.

Priority Needs Not Being Addressed by UNC Lenoir Health Care and the Reasons See 2017-2020 Strategies “Not Being Addressed” in separate attachment.

Approval This report was prepared for the September 21st, 2017 UNC Lenoir Health Care Board of Director meeting. The report addresses priorities identified in the most recent 2017 Community Health Needs Assessment and provides context for the Community Benefit program through a plan for implementation strategies for UNC Lenoir Health Care.

UNC Lenoir Health Care Governing Board Approval:


By Name and Title

9-21-17

Date

Implementation Strategy



Community Health Need:		Obesity			
Specific Needs Identified:		High percentage of adults with obesity.			
Healthy Target: Healthy 2020 goal is 30.5 %		2013 CDC data reveals Lenoir County adults with obesity at 37.2 %. 2012 CDC data reveals Lenoir County adults with obesity at 36%.			
Goals:		Reduce rate of adult obesity in Lenoir County.			
Strategy: Increase physical activity/ improve nutrition for residents of Lenoir County					
Action Step	Anticipated Impact	Evaluation Measure	Resources	Collaboration	
1. Availability of low cost (\$20/mo 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 2017-2020. Provide four free community exercise education offerings each year by exercise specialists	Staff, monetary	Staff, grant funding partners, external community partners who use the walking track free for activities	
2. Support SMARTFit exercise equipment and curriculum implementation in local Boys & Girls Club (Kinston site)	Increased physical activity and exercise knowledge and in low-income youth setting	2017 Kinston site implementation with staff training and curriculum advancement with 2018-19 aggregate youth outcome measurements	Staff, monetary	Coastal Boys & Girls Club, LH Foundation	

		<p>Educate area family healthcare providers about referral process for after-school program</p> <p>Coordinate dietitians to provide youth healthy nutrition program twice yearly at B&G Club site</p>		
<p>3. Continued collaboration with LG Partnership for Children on Story Walk trail on Kinston River Walk and potential expansion to Greene County site</p>	<p>Increased physical activity for children</p>	<p>2017 implementation of stations on trail in Kinston</p> <p>2018-19- Evaluate implementation in Greene County</p>	<p>Staff, monetary</p>	<p>LG Partnership for Children StoryWalk community committee with members including K/LC Library and K/LC Parks and Rec</p>
<p>4. Diabetes Wellness Program : Provide Rx Food Coupons with K/LC Farmer's Market and initiate gardening bed allocations at Common Ground ENC as initiatives in DSME program</p>	<p>Increased access to fresh, local fruits and vegetables in high risk diabetes population</p>	<p>2017-2020 implementation</p>	<p>Staff, monetary</p>	<p>LH Foundation, Diabetes Wellness Program, Kinston Community Health Center, K/LC Farmer's Market, Common Ground ENC, LC Cooperative Extension</p>
<p>5. Explore Lenoir County youth obesity prevention initiatives</p>	<p>Increase community education with identified interventions in LCPS that support physical activity</p>	<p>Projects identification</p>	<p>In-kind staff</p>	<p>LCPS, LCHD, LC Alliance</p>

Strategy: Optimize awareness and education programming about obesity risks				
Action Step	Anticipated Impact	Evaluation Measure	Resources	Collaboration
1. Bariatric Services promotion and continued development for medical and surgical components of medically monitored weight loss program	Weight loss	Program volume goals and MBSQIP accreditation 2018	Staff, monetary	Staff, UNCPN surgical practice
2. Provide healthy living and self-management programs	Increased self-management of health risks including physical activity and nutrition	Program and class volume goals Increase referrals for childhood obesity MNT	Staff, monetary	Staff, Kinston Community Health Center, Area churches, local business and industry
3. Support community organizations with sponsorships targeted at physical activity oriented events	Increased physical activities	Number of sponsorships in community	Staff, monetary	ACS Relay for Life, American Heart Association Walk, Alzheimers Association Walk, Pink Hill RoseFest Run, Lions Industries Diabetes Walk, Ironclad Run, Common Ground of ENC, Lenoir County Parks and Recreation

Implementation Strategy



Community Health Need:		Substance Abuse and Mental Health		
Specific Needs Identified:	<p>Community concern of legal and illegal drugs abuse in Lenoir County. Lenoir County death rate due to drug poisoning during 2013-2015 was 12 deaths per 100k, an increase from 2006-2012 with 9.9 deaths per 100k and during 2004-2010, the rate was 7.0 deaths per 100k. (County Health Rankings)</p> <p>Community concern about mental health issues that impact substance abuse. Lenoir County percentage of adults stating that their mental health, which includes stress, depression, and problems with emotions, was not good for 14 or more of the past 30 days at 13.5 % in 2015 vs 10% for NC. (County Health Rankings)</p>			
Healthy Targets: Healthy NC 2020 target 6.6% for illicit drug use	Reduce the % of individuals aged 12 and older reporting illicit drug use in past 30 days. Currently 8.6% (2013-14) and increased from 7.8% (2007-08) for NC.			
Healthy NC 2020 target is 82.8 for mental health related ER visits	Emergency Room visits are up for mental-health related visits. The baseline for NC in 2008 was 92 per 10k population and is 104.5 per 10K in 2012 last measurement period. (Healthy NC 2020)			
Goals:	Reduce drug misuse and increase access to substance abuse and mental health providers. Reduce the rate of mental health-related visits to emergency department.			
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. Increase provider education and access to NC Controlled Substance Reporting System database	Increased knowledge and	2018-2019- Pharmacy staff will work with	Staff, monetary	Staff and contracted hospitalist providers

		physician access to state database to provide safe medication management	hospitalists to assist them in education in accessing database		
2. Pharmacist presentation to community about safe medication practices including disposal	Pharmacist presentation to community about safe medication practices including disposal	Increased knowledge about medication safety	2018-19 Provide annual pharmacist led event for community	Staff, monetary	Staff, Lenoir County Council on Aging, community residents
3. Emergency Department participation in UNC Roundtable for system-wide best practices for ED discharge prescription guidelines for narcotics	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 practices	2017-2020- ED leadership participation in work groups and work prioritization	Staff	UNC Lenoir staff, ED Providers, UNC Health Care
4. Provide ED behavioral health facility improvement and clinical support	Provide ED behavioral health facility improvement and clinical support	Improved acute mental health quality of care and setting	2018-2019 - Renovation of ED behavior health rooms to increase safe treatment spaces. 2017-2020- Staffing to include constant observers and resources to care for behavioral emergencies 2018- Brochure to be developed for patients and families related to expectations of mental health care in the ED setting 2017-2020- Continue to provide psychiatric telehealth services	Staff, monetary	UNC Lenoir staff
5. Provide community medication card for medication management.	Provide community medication card for medication management.	Tool provided to assist with medication management	2017-2019 Provide free medication cards for community residents	Staff, monetary	UNC Lenoir staff

<p>6. Support for the Lenoir County Alliance for a Healthy Community</p>	<p>Increased agency collaboration and improved community health processes, networking</p>	<p>2017-2020- Monthly presentations by community organizations to showcase community assets and problem solving</p>	<p>Staff, monetary</p>	<p>UNC Lenoir staff , multiple agency leaders in community</p>
<p>7. Evaluate sponsorship of a community Over the Counter (OTC) medication giveaway event with NC Med assist.</p>	<p>Increased access to OTC medications and increased education about safe medication disposal.</p>	<p>2017- Evaluate program goals, and partnership opportunities for possible implementation in 2017</p>	<p>Staff, grant funding</p>	<p>UNC Lenoir staff, LH Foundation, Kinston Community Health center, NC Med Assist</p>
<p>8. Provide community educational presentations focused on alternative pain management measures</p>	<p>Increased community knowledge of alternative pain control measures</p>	<p>2018-2019 Provide two free community presentations with alternative pain control experts</p>	<p>Staff, UNC Lenoir auditorium, monetary</p>	<p>UNC Lenoir staff, external expert</p>
<p>9. Develop resource directory for community substance abuse resources</p>	<p>Increased community knowledge of local substance abuse treatment programs</p>	<p>2018- Identify area resources and develop a custom guide</p>	<p>Staff, Print Shop, monetary</p>	<p>UNC Lenoir Staff, LC Crisis Collaborative, Eastpointe, PORT Services</p>
<p>10. Support Lenoir County Mental Health Crisis Collaborative</p>	<p>Increased agency collaboration and improved community health processes and client access</p>	<p>2017-2020- Provide hospital representation at quarterly meeting to identify community issues for mental health and problem solve 2017-2020- Increased community knowledge of mobile crisis availability and resources</p>	<p>Staff, meeting room locations</p>	<p>UNC Lenoir staff from ED, Resource Management, CCH, Safety and Security</p>
<p>11. Maintain Neonatal Abstinence Program to screen all newborns</p>	<p>Improved early</p>	<p>Program stats</p>	<p>staff</p>	<p>Providers, FBC staff,</p>

that have a history of exposure to illegal substances in utero Incorporate new requirements for the Substance Affected Infant within the local community.	treatment of newborns			Lenoir County DSS, Lenoir County Health Department
12. Provide safe medication use community health education at major venues	Improved community knowledge of safe medication management and disposal	2017-2020- annual Health Night at the Wood Ducks ball game season hospital sponsored event with education and giveaways	Staff, monetary	UNC Lenoir Staff, Down East Wood Ducks, Kinston Public Safety Department
13. Evaluate the use of a depression screening in the patient care process and through community screening opportunities	Identification and referral for mental health services	2018- Participation in National Night Out Against Crime event 2018- Evaluate a screening tool for community health use 2018-2019- Evaluate depression screening possibilities in the hospital care setting	Staff, monetary	UNC Lenoir staff,
14. Develop referral pathway for Lenoir County EMS' program of Naloxone kit distribution for high risk patients and families	Increase community access to Naloxone kits for opiate side effect reversal.	2018- Stakeholders evaluate process for referral	Staff, monetary	UNC Lenoir staff, Lenoir County EMS, NC Harm Reduction Coalition
15. Lenoir County Opiate Task Force	Decrease drug poisoning and abuse	2018-2020 Provide participation from key hospital areas in newly formed county committee	Staff, monetary	UNC Lenoir staff, Lenoir County Commissioners, Lenoir County EMS, Lenoir County Health Department, Eastpointe, PORT Services
16. Evaluate need for geriatric psychiatric inpatient hospital service	Increase access to mental health inpatient care	2018-2020 Determine need, financial viability, and resources for new service	Staff, monetary	UNC Health Care Leadership

Implementation Strategy



Community Health Need:		Parenting - Responsible and Healthy			
Specific Needs Identified:		Major problems identified in areas of living in the community, violence, and unhealthy behaviors. Parenting identified as a root factor.			
Healthy Targets:		<ol style="list-style-type: none"> 1. Lenoir County at 24.9 % reporting Inadequate Social (and emotional) Support (County Health Rankings, 2005-2010) 2. Lenoir County at 78% childhood vaccinations rate in 2016. (improvement since 77.3% in 2014) (NCIR, 2017) 			
Goals:		Increase responsible parenting.			
Strategy: Increase education and support that strengthens parenting knowledge and family dynamics					
Action Step	Anticipated Impact	Evaluation Measure	Resources	Collaboration	
1. Support "High Risk OB" community providers group	Regular meetings at Hospital	2017-2020- Monthly meetings, program stats	Staff, meeting rooms	UNC Lenoir FBC staff, LCHD, OB and Pediatric providers	

	increases collaboration for best practices for maternal/child health				
2. Participate in UNC roundtable for increasing breast feeding education and support for minority population	Increased breast feeding in minority population	2017-2020-Program stats	Staff, meeting rooms	UNC Lenoir FBC, Lenoir County Health department, Breastfeeding Support Groups	
3. Implement New Mother's Support group	Improved support and education for families	2018- implement regular event for community	staff	UNC Lenoir FBC staff, OB and child health providers	
4. Provide support Lenoir County Safe Kids Coalition	Increased child passenger safety	Annual support	Monetary, location for CPS screening clinics	Lenoir/Greene Partnership for Children, Safe Kids Coalition of ENC	
5. Continue 10 Step Baby Friendly Practices in FBC for breastfeeding support and education	Improved parent knowledge and health of babies	2018- Perinatal core measures for breastfeeding indicators. Reapply for 4 star recognition level and evaluate 5 th star	Staff, monetary	UNC Lenoir FBC	
6. Provide family health community educational event annually	Increased family education about key issues	2017- Eugenia Briley Women's Health Seminar-for ladies of all ages 2018- Presentation " Bedbugs" 2019- Presentation " Family Meal Planning" 2020- Presentation	Staff, monetary	UNC Lenoir staff, LH Foundation, Lenoir County Cooperative Extension, Lenoir County Public Schools	

		“ Bullying”		
7. Provide community parenting education event	Improved parent education and discipline tools	Annual event	Staff, monetary	UNC Lenoir staff, Triple P Positive Parenting Program
8. Post-partum depression screening	Early detection and education of new mothers	2018- Evaluate screening questions and follow-up for incorporation into follow-up calls from FBC staff	Staff, monetary	UNC Lenoir FBC staff, OB providers, Lenoir County Health Department CC4C,, Kinston Community Health center
9. Develop a parenting education station in the renovated FBC waiting room	Improved education for parents	2017-2018- implement a station with pertinent information for variety of parenting issues 2018- Develop resource guide/directory for parenting community resources to include in station	Staff, monetary	UNC Lenoir FBC staff, LH Foundation
Strategy: Provide Lenoir County database for quality of life indicators and promising practices for community health				
Action Step	Anticipated Impact	Evaluation Measure	Resources	Collaboration
1. Maintain Healthy Communities Database	Free database for community leaders to access for latest data and proven and promising practices in communities	Annual renewal	Staff, monetary	UNC Lenoir, LM Foundation, Healthy Communities Institute

Implementation Strategy



The table below is a list of prioritized health needs not addressed by UNC Lenoir Health Care in the 2017 CHNA process.

Community Needs Not Addressed	
Community Need	Reasons Needs Not Addressed
Education and job opportunities for adults.	As the fifth largest employer in Lenoir County (2016), UNC Lenoir hires adults with certain skills for healthcare positions. UNC Lenoir Health Care has a Workforce Development Committee that identifies strategies for work readiness and early recruitment of youth and adults in the area schools. Lenoir County Economic Development and Lenoir Community College collaborate in this area to match job growth with employable skills.
Personal safety, youth violence/gangs/bullying and property crime/theft/larceny, youth access and use of guns, and homicide	Responsible parenting is an adopted priority with roots in many of these identified community needs areas. Lenoir County Sheriff's Dept., Kinston Public Safety, The Gate, and Kinston/Lenoir County Chamber of Commerce address these issues within their focus.
Availability of public transportation	Focus of Lenoir County Transit.
Addiction recovery services and addiction	Focus of Eastpointe , PORT Services and other nonprofit organizations.
Cigarette use in all ages	UNC Lenoir Health Care offers tobacco cessation programming.
High Blood Pressure	UNC Lenoir Health Care offers free HTN classes and three BP screening machines for community use.
Diabetes	UNC Lenoir Health care offers free DSME and pre-diabetes education at the onsite Diabetes Wellness Program and at KCHC as secondary site through grant funding for additional diabetes outreach.
Heart Disease	UNC Lenoir Health Care offers risk factor reduction programming through the Minges Wellness Center. Comprehensive heart services are part of core hospital services. Stroke risk factor education is a targeted focus of. The UNC Lenoir Health Care stroke program.
Lead Poisoning	Focus of LCHD.
Cancer	UNC Lenoir Health Care provides screenings for breast, colorectal cancers and educational sessions for prostate and skin. Cancer treatment is a part of core hospital services. Cancer program accreditation being pursued.
STDS	Focus of LCHD.
Tuberculosis	Focus of LCHD.
Infant Mortality	Focus of LCHD, KCHC, and Infant Mortality Task Force.
AIDS and HIV	Focus of LCHD.
Teen Pregnancy	Focus of LCHD, YWOC, EPIC, LCPS, and other community agencies.