

Implementation Strategy



Community Health Need:		Access to Health Services		
Specific Needs Identified:		<p>Access to a multitude of health services increases the availability of the community to access education and care in order to improve overall community health status.</p> <p>Access to primary care providers increases the likelihood that community members will have routine checkups and screenings. Moreover, those with access to primary care are more likely to know where to go for treatment in acute situations. Communities that lack a sufficient number of primary care providers typically have members who delay necessary care when sick and conditions can become more severe and complicated.</p>		
Healthy Targets:		<p>1. Primary Care Provider Rate for Lenoir County: 44 providers per 100,000 pop vs. NC value of 70. (2016: County Health Rankings)</p>		
Goals:		Improve access to comprehensive, quality health care services.		
Strategy: Increase access to health services.				
Action Step	Anticipated Impact	Evaluation Measure	Resources	Collaboration
1. Partner for a roll-out of NCCARE360 in Lenoir County for enhanced care coordination	Lenoir County access to a statewide	2020- Lenoir County initiates partnership as per the regional plan	Staff, monetary	County agencies, NCCARE360, NCDHHS, United

	coordinated care network with a data repository of shared resources that connects healthcare and human service partners together			Way, NC 211
2. Physician Recruitment from UNC Lenoir Health care	Match physician needs assessment with successful recruitment for community. Priorities: Primary Care, Orthopedics, OB GYN, General Surgery	2019-2021: Work with UNC to execute physician searches for priority needs	Staff, monetary	UNC Health Care, UNCPN, identified practices including KCHC
3. Transportation Issues	Increased transportation access to health services in community	2019-2020: K/LC Chamber of Commerce to lead community-wide examination of issue for possible resolutions	Staff, monetary	K/LC Chamber of Commerce membership and community partners, LC Transit
4. Increase faith-based community sites for health education outreach	Increased access to nutrition and other health behavior education	2019- Exercise education to two churches 2020- Goal setting topic to two churches 2021- Hypertension class to two churches	Staff, money	Area churches
5. Maintain Lenoir County Alliance for a Healthy Community	Increased knowledge by community organizations about new and evolving resources in CHNA priority	2019-2021: Provide leadership and administrative support to maintain monthly meetings. Identify leaders in each CHNA priority area to focus on bringing relevant resources to share about	Staff, monetary	Lenoir County health Department, Kinston Community Health Center, , NC State Veteran's Home, other Lenoir County member organizations

	areas (Substance Abuse, Exercise, Nutrition and Weight, and Access to Health Services	services. Work with Health ENC to identify regional approaches to identified priorities within access to health.		
6. 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
7. Medicare/Medicaid eligible enrollments are promoted	Increase community knowledge about Medicare enrollment and existing senior health insurance plans	Annual Medicare 101 SHIP presentation to community in Hospital auditorium 2019-2021: Medicaid enrollment at UNC Lenoir through Lenoir County DSS office on-site	Staff, monetary	Lenoir County Cooperative Extension, SHIP, Lenoir County DSS
8. Kinston Community Health Center (KCHC) support	Foster UNC Lenoir partnership relationship with KCHC	2019-2021: Loan management staff member for Board role at KCHC	Staff, monetary	UNC Lenoir, KCHC
9. CDC Diabetes Prevention Program : Prediabetes Program at Lenoir County Health Department location	Increase education about prediabetes to avoid progression to diabetes	2020: Diabetes Wellness program to work with LCHD to initiate prediabetes program at LCHD site	Staff, monetary	UNC Lenoir Diabetes Wellness Program, LCHD, CDC Program
10. Enhance UNC Lenoir service lines access to community	Increase access with more openings to test and treatment to decrease wait	2019: Increase CAP-DA program slots through NC DHB to decrease high volume waiting list 2020: Expand PET scanning	Staff, money	UNC Lenoir, Eastern Radiologists, area providers, NCDHB, KCHC

	times	service availability with increased days and slots 2020: Increase cardiac rehab slots to accelerate waiting list patients 2020: COMPASS project home visits for stroke patients 2020: Evaluate partnership with KCHC to use telemedicine for wound care consults		
11. Heart Failure Program development	Increase access to Heart Failure follow-up care, home visits, and education programs	2019: Community Paramedics visit high risk Heart Failure patients in their homes 2020: Implement Heart Failure 101 for first self-management course	Staff, monetary	UNC Lenoir, Lenoir County EMS, physician providers, The Duke Endowment, Lenoir Hospital Foundation
12. Increase breast cancer screening access to underserved community	Increased early detection of breast cancer for better cancer outcomes.	2019-2020: Partner with LCHD to increase Breast and Cervical Cancer Program (BCCP) slots by 20 openings annually for free screenings locally	Staff, monetary	LCHD, UNC Lenoir, Lenoir Hospital Foundation, Eastern Radiology
13. Increase awareness and education for local population needs for health insurance coverage in order to increase and improve health access	Increased knowledge of Lenoir County needs for health insurance benefits of coverage	2019-2021: Work with North Carolina Hospital Association (NCHA) to promote and advocate for health care coverage for underserved population Identify and conduct engagements to educate local and regional elected officials about rural health care challenges	Staff, monetary	UNC Lenoir, NCHA, local and regional elected leaders
14. UNC Lenoir Corporate Health Program to work with City of Kinston for biometric screenings and education	Increased detection of pre-	2019: Contract with City of	Staff, monetary	UNC Lenoir, City of Kinston

	diabetes, diabetes, high cholesterols, and obesity for early detection, treatment and management	Kinston for biometric screenings. 2020-2021: Evaluate population health management opportunities with City of Kinston		
15. Increase management team education and awareness of resources and best practices in promoting health access and care in rural community	Increased best practices for access to health in service area	2019-2021: Increase four management team members' memberships to the National Rural Health Association (NRHA)	Staff, monetary	UNC Lenoir Health care, NRHA

Implementation Strategy



Community Health Need:		Substance Abuse		
Specific Needs Identified:		Community concern of legal and illegal drugs abused in Lenoir County. Lenoir County death rate due to drug poisoning during 2015-2017 was 36 deaths per 100K. This increased since 2013-2015 with 12 deaths per 100K. (County Health Rankings)		
Healthy Targets: Healthy NC 2020 target 6.6% for illicit drug use		Reduce the % of individuals in NC aged 12 and older reporting illicit drug use in past 30 days. Currently 9.9% (2015-2016) and increases continue from: 8.6% (2013-14) and 7.8% (2007-08) for NC.		
Goals:		Reduce drug misuse and abuse, and increase access to substance abuse providers.		
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. Develop UNC Lenoir Pain Stewardship Committee	Increase staff education. Increase pain management planning on patient discharge plans. Increase pharmacy interconnectedness for better continuity and	2020: Committee initiated and will be meeting regularly as interdisciplinary team. 2021: Explore non-pharmaceutical pain control measures as part of pain control plans.	Staff, monetary	UNC Lenoir, community providers, external pharmacies

	management of pain medications. Implement non-pharmaceutical pain control and education for patients			
2. Community drug safety education project for youth	Youth are educated about safe medication practices via reading project	2021: Target one elementary school for reading program by UNC leaders for drug safety (building on successes from an infection control reading program initiating in Fall, 2019)	Staff, monetary	UNC Lenoir, Lenoir County Public Schools, LH Foundation
3. Pharmacist presentations to community about safe medication practices including disposal	Increased knowledge about medication safety	2019-2021: Provide annual pharmacist led event for community groups	Staff, monetary	Staff, Lenoir County Council on Aging, community residents
4. 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 and non-opioid pain control measures	2019-2021: ED leadership participation in work groups and work prioritization	Staff, monetary	UNC Lenoir staff, ED Providers, UNC Health Care
5. Physician recruitment support for physician pain specialist in Lenoir County	Increase access to physician pain specialist through referrals	2019- 2021: Presentations to community about effective pain control methods	Staff, monetary	UNC Lenoir, Pain Specialist Practice
6. Provide community medication management tools	Tool provided to assist with medication management	2019-2021: Provide free medication cards for community residents 2020-2021: Pilot Med Action Plan© implementation in Heart Failure grant-funded program	Staff, monetary	UNC Lenoir staff, The Duke Endowment, Lenoir County EMS
7. Provide community educational presentations focused on alternative pain management measures	Increased community knowledge of alternative pain control measures	2020-2021 Provide two free community presentations with alternative pain control experts	Staff, UNC Lenoir auditorium, monetary	UNC Lenoir staff, external expert

<p>8. Support Lenoir County Mental Health Crisis Collaborative</p>	<p>Increased agency collaboration and improved community health processes and client access</p>	<p>2019-2021- Provide hospital representation at quarterly meeting to identify community issues for mental health and problem solve</p> <p>2019-2020- Increased community knowledge of mobile crisis availability and resources through speaking engagements and social media promotion</p>	<p>Staff, meeting room locations</p>	<p>UNC Lenoir staff from ED, Resource Management, Corporate and Community Health, Safety and Security, Eastpointe, Ester Seals Mobile Crisis</p>
<p>9. Maintain Neonatal Abstinence Program to screen all newborns that have a history of exposure to illegal substances in utero Incorporate new requirements for the Substance Affected Infant within the local community.</p>	<p>Improved early treatment of newborns</p>	<p>Program stats</p>	<p>staff</p>	<p>Providers, FBC staff, Lenoir County DSS, Lenoir County Health Department</p>
<p>10. Lenoir County Opiate Task Force</p>	<p>Decrease drug poisoning and abuse</p>	<p>2018-2020 Provide participation from key hospital areas in newly formed county committee</p>	<p>Staff, monetary</p>	<p>UNC Lenoir staff, Lenoir County Commissioners, Lenoir County EMS, Lenoir County Health Department, Eastpointe, PORT Services</p>

Implementation Strategy



Community Health Need:		Exercise, Nutrition and Weight		
Specific Needs Identified:	High percentage of adults with obesity contributes to diseases and poor health in community.			
Healthy Target: Healthy 2020 goal is 30.5 %	2015 CDC data reveals Lenoir County adults with obesity at 35%. 2014 CDC data reveals Lenoir County adults with obesity at 35.9%. 2013 CDC data reveals Lenoir County adults with obesity at 37.2 %. 2012 CDC data reveals Lenoir County adults with obesity at 36%. (County Health Rankings)			
Goals:	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/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 2019-2021. 2019-2021: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. Identify another potential community site for a partnership to increase physical activity for youth.	Increased physical activity and exercise knowledge and in low-income	2019-2020: Identify another potential school site or location for Project Fit America	Staff, monetary	UNC Lenoir, LH Foundation or other grant.

	youth setting	install.		
3. Support community organizations with sponsorships targeting physical activity components of events.	Increased physical activities	2019-2020: Include sponsorships in community to support physical activity events	Staff, monetary	ACS Relay for Life, American Heart Association Walk, Alzheimers Association Walk , Pink Hill Rose Fest Run, Lions Industries Diabetes Walk, Ironclad Run, Common Ground of ENC, Lenoir County Parks and Recreation
4. Explore Lenoir County youth obesity prevention initiatives	Increase community education with identified interventions in LCPS that support physical activity	Projects identification	In-kind staff	LCPS, LCHD, LC Alliance
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	2019-2020 : Rx Food Coupons at LC Farmers Market in two disease management programs(Diabetes Wellness Program and Heart Failure Programs) 2019-2021: Support cost of payment system	Staff, monetary	LH Foundation, Diabetes Wellness Program, LC Farmer's Market, Common Ground ENC, LC Cooperative Extension, The Duke Endowment

		for LC Cooperative Extension for eligible SNAP program to be used at Lenoir County Farmer's Market		
2. Develop Heart Failure self-management program.	Increased self-management of health risks including daily weights, physical activity and nutrition behaviors.	2019-2020: Program and class volume goals	Staff, monetary	Staff, The Duke Endowment, area churches
3. Community Weight Loss Programming and Service	Education and tools to community for weight loss increase healthy weight focus.	2019-2021: Healthy Life Weigh program and free RD led educational sessions including grocery store tours will be offered several times a year to community. Increase provider awareness of Obesity MNT offerings. 2019: Bariatric Support group opened to community residents. Initiate Bariatastic™ app for clients in program	Staff, monetary	Staff, UNCPN, Local grocery stores
4. Lenoirwellness.org hosts healthy nutrition blog	Blog will increase healthy recipe availability and support nutrition	2020: RD to add blog posts with annual theme 2021: Initiate	Staff, monetary	Staff, area vendors

	education programming	community scavenger hunt project for healthy nutrition behaviors		
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