

Wake Forest Baptist Health Lexington Medical Center

CHNA Implementation Strategy

Background

Wake Forest Baptist Health - Lexington Medical Center (LMC) is committed to understanding, anticipating, assessing, and addressing the healthcare needs of the community it serves. With a mutual interest in the health and well-being of residents, a collaborative community health needs assessment was planned and conducted in Davidson County, North Carolina starting in February 2012, with the final report submitted in July 2012. The community health needs assessment (CHNA) represented a comprehensive community-wide process with a wide range of partners, both public and private organizations including the Davidson County Department of Health, Thomasville Medical Center, Davidson Medical Ministries, Lexington and Thomasville YMCAs, and others including educational institutions, health professionals, local government officials, human service organizations, and faith-based organizations all with the purpose to evaluate the community's health and social needs. LMC's CHNA was completed and approved by the Board as of June 30, 2013.

Based on an extensive collection and analysis of public health-related primary and secondary data, ten health-related issues were identified as important and meriting additional discussion: (1) Heart Disease, (2) Obesity, (3) Tobacco Use, (4) Drug and Alcohol Abuse, (5) Mental Health/ Suicide, (6) Oral Health, (7) Infant Mortality, (8) Adolescent Pregnancy, (9) Injury and Poisoning, (10) Access to Healthcare Providers. These health issues were further prioritized by participation in four Community Health forums, which were held across the county to allow the public to help prioritize the top issues. **The top 3 issues identified were: (1) increasing the number of residents who are physically active and maintain nutritious eating habits (Physical Activity/Nutrition-Obesity); (2) improving access to care (Access to Healthcare); (3) and reducing tobacco use (Tobacco Cessation). The committee decided to also include mental health and cardiovascular disease, which would be addressed as a result of the work completed in the top three areas.**

Implementation Plan

The CHNA implementation strategy is intended to serve as an action plan for how the hospital will meet each prioritized health need. It will identify the programs and resources committed to each health need, identify any planned collaboration with other facilities or partners, report the anticipated goals for our strategies and actions and provide a plan for evaluating the results of such strategies and actions.

A. How LMC will address health needs

The LMC action plan outlines the problems, strategies, activities and desired outcomes for each of the prioritized health needs identified in the CHNA. To determine anticipated impact, LMC compared the Davidson County Community Health Assessment final report and the Healthy People 2020 objectives and integrated them into the action plans for each priority area.

There is some anticipated overlap in efforts as many of the strategies and activities outlined in the actions plans address risk factors associated with multiple identified needs. For example, strategies to

promote healthy eating and physical activity will affect obesity as well as heart disease and diabetes; and all plans should ultimately improve the access to healthcare for Davidson County. LMC was also mindful of our community partners and will work closely with those partners to extend resources and collaborate to serve the community providing the most impact possible.

Priority 1: Physical Activity/ Nutrition - Obesity

The Davidson County Health Needs Assessment identified Obesity as a prioritized health need. One of the *Healthy North Carolina 2020* Objectives is to increase the percentage of adults who are neither overweight nor obese to 38.1%. In Davidson County, two-thirds of adults are overweight or obese. Based on the Public forum rankings Obesity was the top ranked health concern for Davidson County citizens. In order to reach the goal of a healthier normal weight population, *Healthy North Carolina 2020* sets a goal of 60.6% of people getting the recommended amount of physical activity, and sets the objective of 29.3% of adults getting 5+ servings of fruits and vegetables per day. Although State and Davidson County rates of physical activity have been increasing, Davidson County is still well below peer counties and the state average. Furthering the epidemic of obesity, less than 1 out of 5 adults in Davidson County eat the recommended 5+ servings of fruits and vegetables a day. This is consistent with peer counties and slightly lower than the state average. LMC hopes to educate and change these behaviors in Davidson County and start to see our residents make the shift to healthier living habits.

Programs, Resources and Intended Actions to Address Obesity Health Need:

LMC offers or collaborates on several programs addressing Obesity, Nutrition, and Physical Activity. These include:

In collaboration with the J. Smith Young YMCA

- LMC's Body, Mind, Intervention (BMI) is a free program offered at the J. Smith Young YMCA. The program is offered 3 times per year and is aimed at teaching healthy living, eating, and exercise habits to overweight or obese adults. Assessments are done pre and post program including labs, BMI, blood pressures, etc. During the class participants receive education from physicians, registered dietitians, nurses, exercise trainers, as well as free access to the YMCA for themselves and their family. Upon completion they receive a discount on a continued YMCA membership. (Table 1_1.a.)
- LMC's FUN for Kids, Fitness, Understanding, Nutrition for Kids, is a free Childhood Obesity program offered through the J. Smith Young YMCA. This program is aimed at teaching children and their families good eating habits and healthy physical activity practices. (Table 1_1.b.)
- LMC's Help Prevent Diabetes is a Wake Forest Baptist Health, research based proven program to prevent the onset of type II diabetes. (Table 1_1.c.)
- LMC's Lunch and Learns offered to anyone in the community focused on topics such as: Get Fit with Passion, Stay Healthy in Winter, Eating with a Dietitian, and other topics surrounding eating and living healthy. (Table 1_1.d.)

In collaboration with the Davidson County Healthy Communities Coalition

- LMC serves as an active participant in the Obesity Committee which is a part of the Healthy Communities Coalition. The committee's purpose is to serve as a collaborative vehicle for ideas

and programs to address physical activity and nutrition of the residents of Davidson County, with the overall goal to reduce the number of over-weight and obese people. LMC's purpose is to serve as an active member contributing evidence based ideas, and the ability to implement or collaborate on implementation of pilot programs.

In collaboration with the Davidson County and Lexington City Schools

- LMC's Davidson County, Lexington City Schools Healthy Kids Initiative is a program offered free of charge to all Pre-K and Kindergarten students in Lexington City Schools, and Kindergarten and First Grade students at 4 Title 1 Davidson County Schools. The program aims to provide education in regard to healthy eating, healthy living, physical activity, safety, and healthy habits to at risk children. (Table 1_1.e.)
- LMC's Healthy Living Habits is offered to Lexington City and Davidson County schools as a program for second through fifth grade students to educate on healthy eating and physical activity.

In collaboration with Employers in Davidson County

- LMC participates in the Davidson County Wellness Coalition which is a group of local employers, wellness leaders, and providers who meet monthly to identify wellness needs in the community. They work in collaboration to educate the community and develop means to lower overall health risk factors. The group promotes and is utilized as a marketing network for all wellness related events in Davidson County.
- LMC offers education sessions at several large employers in Davidson County. These include topics such as: Know Your Numbers, Eating with the Dietitian, Stress and Emotional Eating, Heart Health and Diabetes. For sessions that are offered in a Lunch and Learn setting, a Heart Healthy meal is always served. (Table 1_1.d.)
- LMC's BMI Screenings are offered at a variety of locations for employers throughout the year. (Table 1_1.f.)

Other Community Events

- LMC's BMI Screenings are offered at a variety of community events. Participants are given a BMI sheet that explains their BMI and information about BMI risks and adjustments. (Table 1_1.f.)
- LMC provides education materials at a variety of community events and festivals. Items such as MyPlate samples for healthy plates are given to children, and information about healthy snacks, label reading, and other health habits are distributed at all events.
- LMC also participates in many health fairs at businesses, churches and other community venues throughout the year. LMC staff offer education and screenings which are age and population appropriate.
- LMC offers a Farmer's Market during the season on Thursdays, which is open to the public and allows employees to purchase locally grown healthy foods.
- LMC offers monthly education to employees regarding healthy living.
- LMC Registered Dietitians create pre-natal nutrition guides for all pregnant patients and offer consultations upon request. As well as including information on healthy exercise habits during your pregnancy.

Goal
<ul style="list-style-type: none"> • Heighten awareness of nutrition, healthy lifestyle choices, and physical activity for Davidson County residents, adults and children with a focus towards at risk families.
Anticipated Impact
<ul style="list-style-type: none"> • Increase the number of children and families that understand body mass index and weight guidelines. • Increase the number of families that understand healthy food choices, incorporating increased numbers of fruits and vegetables. • Increase the number of families that understand the importance of physical activity. • Teach proper means of physical activity and encourage families and individuals to become active.
Priority Population
<input checked="" type="checkbox"/> Broader Community <input checked="" type="checkbox"/> Vulnerable Population

Table 1

Specific Action	Annual Baseline	Growth Target	Intervention Strategies	Tactics	Collaborative Partners
1.a. Body and Mind Intervention	3 Classes at 20 each	3 classes at 25 each with 90% completion rate	Increase # of participants receiving education and participating in classes to achieve their personally set goals	Targeted outreach of at risk populations; identification of best utilized times for offerings	J. Smith Young YMCA
1.b. FUN for Kids - Fitness, Understanding, Nutrition	New Program to replace old program	2 classes with 10-20 participants each	Educational program designed to teach children and their families healthy nutrition, exercise and healthy living habits	Fully developed, comprehensive program to improve the health and daily habits of children and their families	J. Smith Young YMCA, other community partners
1.c. HelpPD	NA	Offer 2 groups with 10-15 participants each – expected completion rate 50%	Education, weight loss and exercise program with the goal of decreasing weight by 7% to prevent the onset of type II diabetes.	Education on health habits, food journals, weekly group meetings for first half of the program and monthly maintenance after, goal of 10,000 steps a day	J. Smith Young YMCA; Wake Forest Baptist Health HelpPD research group
1.d. Lunch and Learns	5 offered	7 offered	Increase number of participants and offerings	Create creative means of educating on Obesity and healthy living,	J. Smith Young YMCA, PPG, City of Lexington and Davidson County

				identify at risk populations	Employees
1.e. Davidson County, Lexington City Schools Healthy Kids Initiative	650 students served	20% increase in number of students	Reach most at risk population of students and schools with highest level of title 1 funding	Continue to serve at risk population while identifying new needs, and offering education to higher level grades	Davidson County Schools and Lexington City Schools
1.f. BMI Screenings	200 participants	20% increase	Increase number of participants	Identify new events and locations for screenings	Various Community Partners

Evaluation Plan: LMC will accurately track screening data and monitor class enrollment and completion rates for programs offered. Impact will be measured based on above growth target, as compared to baseline statistics. Outcomes will be measured for appropriate programs and reported improvements in overall health for participants will be tracked upon completion.

Priority 2: Tobacco Cessation

Tobacco use is the single largest preventable cause of death and disability in the United States. Healthy North Carolina 2020 sets an objective of decreasing the number of smokers to 13%. Davidson County ranks much higher than that goal with the 29.6% reported current smokers. This is much higher than peer counties whose average is 20.35%, and is increasing rather than following the pattern of the state and decreasing. In fact, Davidson Counties reported current smoker rate increased from 23.7% in 2005 to 29.6% most recently reported in 2010. Davidson County has a significantly higher rate of not only tobacco users, but second hand smoke exposure, and smoking during pregnancy than peer counties and the State.

Programs, Resources and Intended Actions to Address Tobacco Cessation:

- LMC will offer at least 2 Tobacco Cessation classes. (Table 2_2.a.)
- LMC will incorporate education regarding the impacts of tobacco use into the Davidson County, Lexington City Schools Healthy Kids Initiative. (Table 2_2.b.)
- LMC will provide Tobacco use education to at least 2 middle or high schools within the county or city. (Table 2_2.c.)
- LMC provides Tobacco cessation educational materials to all inpatients, and provides counseling and referrals to the NC Quit Line upon request. (Table 2_2.d.)
- LMC will extend the reach of tobacco cessation education materials distributed, by including information at all community events. (Table 2_2.e.)
- LMC will provide education materials regarding the impacts of using tobacco during pregnancy and offer counseling and Quit Line referrals.
- LMC will participate in the Healthy Communities Coalition Tobacco Cessation Committee. LMC will provide support and ideas for how to reduce the number of tobacco users in Davidson County.

Goal
<ul style="list-style-type: none"> • Increase awareness regarding the health impacts of tobacco use and ultimately decrease the rate of tobacco users in Davidson County.
Anticipated Impact
<ul style="list-style-type: none"> • A better understanding of the impacts of tobacco use by the community, with a focus on at risk populations. • A reduction in the number of tobacco users in the County.
Priority Population
<input checked="" type="checkbox"/> Broader Community <input checked="" type="checkbox"/> Vulnerable Population

Table 2

Specific Action	Baseline	% Growth Target	Intervention Strategies	Tactics	Collaborative Partners
2.a. Tobacco Cessation Classes	Offered 2 class but were unable to fill classes	2 classes	Increase the number of participants to enable the completion of at least 2 classes	Identify new populations of potential participants	Local employers
2.b. Davidson County, Lexington City Schools Healthy Kids Initiative	No tobacco education offered in prior years	700 students	Reach most at risk population of students and schools with highest level of title 1 funding	Add \impacts of tobacco usage to the healthy habits portion of the curriculum	Davidson County and Lexington City Schools
2.c. Middle/High School Tobacco Education Program		New program	Work with physician to create approved curriculum to educate middle school aged children on the impacts of tobacco usage	Provide education to at least 2 at risk schools	Physicians and Schools
2.d. Inpatient education and NC Quit Line Referrals	Not previously tracked	90% of appropriate patients receive information	Monitor dissemination of tobacco cessation information and referrals to NC Quit Line	Offer information to all inpatient tobacco users, and provide referrals upon request	
2.e. Extend	Not	3 new	Provide education	Offer information at 2	

amount of tobacco cessation information provided to the community	currently included in community education	avenues	and NC Quit Line information to identified at risk populations	screening events and in pre-natal packets to all patients	
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Evaluation Plan: Monitor inclusion of tobacco cessation information at newly identified events, and track inpatient information dissemination and referrals to NC Quit line. Provide quarterly reports from Inpatient Care Manager system to show progress with referrals made to NC Quit Line. Track number of children served with new tobacco cessation curriculum used in Davidson County and Lexington City Schools.

Priority 3: Access to Care

Access continues to be an issue in Davidson County

- LMC’s Community Day is an event in which LMC extends access to preventative care to the community by offering a variety of screenings, all free to the community. Some of these include: AAA, BMI, Labs including cholesterol, triglycerides, 12 lead EKG, and others. (Table 3_3.a.)
- LMC participates in the Healthy Communities Coalition Access Committee – transportation survey, Insurance Exchanges Education and Collaboration, and 211 promotion (Table 3_3.b. and 3.c.)
- LMC provides many community screenings including stroke, hearing, and a heart and vascular to name a few. These screenings provide access to preventative and diagnostic services for which many Davidson County residents may not otherwise have access. (Table 3_3.d.)
- LMC offers community based flu shots at the J. Smith Young YMCA. (Table 3_3.e.)
- LMC provides health care education and blood pressure screenings and many community events including the Multicultural Festival, BBQ Festival, UpTown Lexington events, and several employer based benefit fairs.
- LMC provides a Supervised Transitional Exercise Program (STEP) for recent joint replacement patients who have completed Physical Therapy.
- LMC provides education events and lunch and learns on a variety of healthcare topics offered in collaboration with local providers for the community as well as local employers. (Table 3_3.f.)
- LMC is a collaborative part of the Faith Health North Carolina initiative for Davidson County residents. The Faith Health program is designed to use the Faith Community as a resource to extend the arm of care, especially for the daily living needs of those recently hospitalized or at risk for hospitalization. The goal is to better care for our community outside the hospital, to ultimately work proactively for the health of the community. (Table 3_3.g.)

Goal
<ul style="list-style-type: none"> • Provide health care information, education, screening and contact to Davidson County as a whole. To focus on at risk populations and provide better means of health care access and

educate on the importance of preventative care.
Anticipated Impact
<ul style="list-style-type: none"> Improved access to care for the Davidson County community. A better understanding of the importance of preventative and primary care by at risk populations. The creation of a network of care provider support and resources to serve the residents of Davidson county.
Priority Population
<input checked="" type="checkbox"/> Broader Community <input checked="" type="checkbox"/> Vulnerable Population

Table 3

Specific Action	Baseline	Growth Target	Intervention Strategies	Tactics	Collaborative Partners
3.a. Community Day	70 participants with 2 screenings offered	20% increase with more screenings	Free offering to Davidson County residents for a variety of preventative screenings	Screenings offered include EKGs, lab work, etc. with clinical staff available for consult	
3.b. Access Committee – Transportation Survey	New initiative	New initiative	Improve the transportation system for Davidson County residents	Transportation survey conducted at a variety of locations to target at risk populations (ex: DSS, libraries, Family Services, etc)	Healthy Communities Coalition, Davidson County Department of Transportation, Davidson County Health Department, Davidson Medical Ministries, United Way of Davidson County and more
3.c. Insurance Exchange Information Sessions	New initiative	5 sessions offered	LMC will provide information of the Insurance exchanges to increase the number of people with insurance and ultimately increasing their access to care	LMC will offer in collaboration with Community partners, insurance exchange education sessions at local libraries in all parts of the county, to educate at risk populations on the opportunity to obtain health insurance	Health Communities Coalition Access Committee, Davidson County Libraries, other third party experts on the Marketplace

3.d. Community Screenings	7 screenings	10% increase in participation	Increase the availability of screenings to the county	Offer a wide variety of types of screenings to make preventative care available to at risk populations	J. Smith Young YMCA, Community Partners
3.e. Community Flu Shots	New Program	Offer 100 Flu Shots	Improve access to preventative care to the community	Offer Flu Shots outside of the medical provider setting	J. Smith Young YMCA
3.f. Lunch and Learns	5 offered	7 offered	LMC aims to provide community education on a variety of Health and Wellness topics	Provide healthcare education outside of the medical provider setting, targeting at risk populations	J. Smith Young YMCA, Davidson County, City of Lexington, community groups and churches and other local employers
3.g. Faith Health North Carolina	New initiative	30 participating churches	Utilize the faith community to extend the reach of preventative healthcare and meet the needs of daily healthy living to prevent hospitalization	Collaborate with churches in the community to provide resources to assist with at risk population needs. Create a network of resources to help the provider and minimize hospitalizations	Davidson County Churches and Faith Community, WFBH Faith and Health Ministries, and LMC Department of Pastoral Care

Evaluation Plan: LMC will work to extend the arm of Health and Wellness education to more areas of Davidson County. LMC will collaborate with community resources to create thoughtful outreach programs to increase access to health and wellness services in the community. The overall goal is to create a better network of resources to allow at risk populations to receive the healthcare services they need.

Summary: LMC feels with thoughtful effort and effective collaboration with community partners, by addressing these top three community health needs of Davidson County, we can improve the health and wellness of the community. Many of the other needs identified by the Community Health Needs Assessment will be indirectly impacted and improved by efforts in the areas discussed above.

LMC will use this implementation plan as a guide to addressing community needs, while realizing that impacts must be monitored and dynamic changes may be needed to improve efforts. LMC will continue to collaborate with community partners to identify and implement additional programs to address the health and wellness needs of the community.

Needs LMC will not directly address

The Davidson County Community Health Assessment identified 10 Top Community Health issues. Community focus groups were then used to rank those 10 issues by order of importance. LMC chose to directly address the top three **issues** ranked by community members: Obesity, Tobacco Cessation, and

Access to care. By doing so we feel we will indirectly affect many of the remaining seven issues. However, LMC will not directly focus of Heart Disease, Drug and Alcohol Abuse, Mental Health/Suicide, Oral Health, Infant Mortality, Adolescent Pregnancy, or Injury and Poisoning. Other community partners will focus on some of these areas, and many of LMCs programs surrounding Obesity, Tobacco Cessation, and Access to care will indirectly have positive impacts on these other community issues.

Appendix 1: Healthy People 2020 Indicators

Diabetes:

- D-14 Increase the proportion of persons with diagnosed diabetes who receive formal diabetes education

Nutrition and Weight Status:

- NWS-8- Increase the proportion of adults who are at a healthy weight
- NWS-10- Reduce the number of children and adolescents who are considered obese
- NWS-14 Increase the contribution of fruits to the diets of the population aged 2 years and older
- NWS-15 Increase the variety and contribution of vegetables to the diets of the population aged 2 years and older
- NWS-17 Reduce consumption of calories from solid fats and added sugars in the population aged 2 years and older
- NWS-9- Increase the proportion of adults who are at a healthy weight

Access to Care:

- AHS-1.1 ○ Increase the proportion of persons with medical insurance
- AHS-6.1 ○ Reduce the proportion of persons who are unable to obtain or delay in obtaining necessary medical care, dental care, or prescription medicines