

**2016**

**Haywood Regional Medical Center**

**Implementation Strategy**

**To Address Significant Community Health Needs**

Paper copies of this document may be obtained at Haywood Regional Medical Center, 262 Leroy George Drive, Clyde, NC 28721. This document is also available electronically via the hospital website: [myhaywoodregional.com](http://myhaywoodregional.com)

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## **Overview**

The Community Health Needs Assessment (CHNA) defines priorities for health improvement, creates a collaborative community environment to engage stakeholders, and an open and transparent process to listen and truly understand the health needs of the community served by Haywood Regional Medical Center (Haywood County, North Carolina). This document is the HRMC Implementation Plan outlining how HRMC plans on addressing significant health needs in the community.

The CHNA is contained in a separate document.

HRMC's Board of Directors approved and adopted this Implementation Strategy on October 27, 2016.

Starting on October 28, 2016, this report is made widely available to the community via RRHS's website, [www.myrutherfordregional.com](http://www.myrutherfordregional.com), and paper copies are available free of charge at the HRMC hospital at 262 Leroy George Drive or by phone (828) 452-8883.

## **Community Health Improvement/ Implementation Plan 2016**

To successfully make our community healthier, it is necessary to have a collaborative venture which brings together all of the care providers, citizens, government, schools, churches, not-for-profit organizations and business and industry around an effective plan of action. The community health needs assessment was completed previously and posted on HRMC's website.

Based on the results of the CHNA, Haywood Regional Medical Center (HRMC) has selected three (3) of the identified significant health needs to address.

- 1. Physical Activity and Nutrition**
- 2. Substance Abuse**
- 3. Mental Health**

### **Priority Health Issue #1: Physical Activity and Nutrition**

#### **Description of Community Need**

Overweight and obesity rates continue to be high, (61.4%, source: 2012 Haywood County Health Assessment). Of particular concern is the high obesity rate among children. Obesity is a key factor in many chronic health issues such as diabetes and heart disease. Over 56% of adults self-identified as overweight or obese, (WNCHI, 2015). Some progress has been made in this area, but there is still much work to be done. The Hospital in conjunction with Healthy

*Haywood developed a fitness finder, which serves as a guide to local physical fitness opportunities in the county. In addition, over 15 fitness facilities, including Haywood Regional Health & Fitness Center participate in the Healthy Haywood Fitness Challenge in which for a small fee, participants have access to all facilities. Income is one of the greatest disparities affecting overweight and obesity rates. Additional progress in this area includes Five schools now have Girls on the Run teams and several schools participate in the Active Routes to Schools. Two local farmer's markets now accept SNAP/EBT benefits.*

### Desired Community Result

The desired community result from these county-wide efforts will include better access to healthy foods as well as access to opportunities to improve physical fitness.

### Related Hospital Strategy

**1. The Hospital will support with in-kind and financial support of local fitness events in the community.**

The hospital will continue to work with the Chamber of Commerce, The Haywood Healthcare Foundation as well as the Health Department to financially support the physical fitness events held in the county annually. Examples include The Blue Ridge Breakaway, The Power of Pink, Bethel 5k, half marathon. The hospital will also provide free educational programs, such as the Couch to 5k program to assist and encourage participation in these events as well as free annual sports physicals for Haywood County athletes. The hospital will also continue to participate in the Haywood County Fitness Challenge annually and provide resources such as use of facilities, staff and in-kind contributions. The hospital will also continue to offer a sliding fee scale based on income for membership at the Health & Fitness Center. With these initiatives the hospital is supporting the efforts to encourage physical activity in the county.

**2. The Hospital will provide a supporting role in the National Diabetes Prevention Program.**

This is a program lead by the Local health Department, Senior Resource Center and Mountainwise. It is intended to identify individuals in Haywood County at risk for developing Type 2 diabetes with a priority placed on vulnerable populations. Expected outcomes are 75% of participants will lose an average of 7% of their body weight. The Hospital's dietician will actively promote the program through her nutrition programs and the hospital will assist in the marketing and education to the community as well as the medical community to promote participation.

3. **The Hospital will send a participant to training sessions in 2016 with WNC Health Impact Results Based Accountability consultants** as a Healthy Haywood participant to understand and articulate the difference between population accountability and performance accountability. The hospital will use a results-based monitoring system such as Results scorecard to track their program performance. Lead Agency: Haywood County Health and Human Service Agency. Target Population: Healthy Haywood Members. This will strengthen the hospitals ability to plan, track and measure outcomes of community outreach programs and be a more active participant in Healthy Haywood Steering committee.
  
4. **The Hospital, will look for ways to partner with Mountainwise, to look for future plans and funding to provide worksite health promotion initiatives to Haywood County employers.** The hospital is currently working to revive the Employee wellness programs for hospital employees and will look to expanding the program, in partnership, with Mountainwise, to other businesses. The focus group consensus was that programs need to made available where people are already, such as churches and at the worksite.
  
5. **Participation in the We-CAN Clinical Trial**  
Weight Loss and Exercise for Communities with Arthritis in North Carolina (WE-CAN) clinical trial. Wake Forest University and UNC Chapel Hill working together have received \$6 million in funding from the National Institutes of Health to enable health and science researchers to expand their prior study of individuals with knee osteoarthritis and examine successful treatment measures in community settings. Haywood Regional Medical Center is one of three clinical research sites participating in the WE CAN trial. Obesity is known to be a modifiable risk factor for knee osteoarthritis (OA), and weight loss is an effective non-pharmacologic treatment to reduce pain. Nationally recognized researchers are seeking to demonstrate that overweight and obese adults with knee osteoarthritis can achieve substantial pain relief with weight loss and exercise in this community based program. Many physicians who treat people with knee OA have no practical means to implement weight loss and exercise treatments. This study is significant in that it will test the effectiveness of a long-awaited and much needed community program that will serve as a blueprint for clinicians and public health officials in urban and rural communities who wish to implement a weight loss and exercise program designed to reduce knee pain and improve other clinical outcomes in overweight and obese adults with knee OA. Individuals who enter the study will be randomized to an 18 month management program may could include either healthy lifestyle education and guidance; or supervised exercise and weight loss.

The Haywood county research team is directed by Dr. Kate Queen of Mountain Medical

## Priority Health Issue #2: Substance Abuse

### Description of Community Need

Substance abuse continues to be identified as a top priority in the county. Alcohol, tobacco and other drugs negatively impact the health of the community. Over 24% of adults currently smoke (WNCH Healthy Impact, 2015), which is higher than, regional, state and national averages. From 2012-2015-41 drug overdose deaths were identified in Haywood County.

### Desired Community Result

There are programs in place in the county to address substance abuse. Local churches and Mountain Area Recovery center are available. The goal is to increase access to treatment for tobacco, alcohol and other drugs to lessen the burden on the community.

### Partner Agencies and Roles

Mountain Area Recovery Center, Meridian Behavioral Health. The Behavioral Unit at Haywood Regional Medical Center as well as faith based programs all play a role in treatment of substance abuse. The county Health Department has been very focused on reducing smoking rates and driving policy changes within the county.

### Related Hospital Strategy

1. **Provide Freedom From Smoking Courses-** The hospital invested resources to have a certified FFS facilitator trained in 2015. Courses were held with limited participation. Hospital will continue to make the service available and has offered it to local businesses through the Business Engagement Group that meets quarterly at the hospital. The hospital will continue to offer and track quit rates through the program. The hospital is also supporting the NC Quit line and has distributed quit line collateral to all physician practices in the county for distribution to patients. Smoking cessation counseling will also continue to be offered as part of the Lung Cancer Screening program where cessation education from the physician is required.
2. **Provide support to community events that help raise awareness in the form of staff, education and resources.** HRMC has participated and will continue to participate in the Western Regional Recovery Rally. As part of National Recovery Month, this event is held to celebrate and raise the profile of recovery by demonstrating to our friends, neighbors, communities, policymakers, and the media that people do achieve sustained recovery from alcohol, drugs, mental health, and other life challenges. HRMC provides staff and educational materials, speakers and staff for this event annually. The focus

group conducted stated that the stigma of those struggling with mental illness and substance abuse is still prevalent and supporting these community events gets the community support and attention to the issues. HRMC also has a recovery subcommittee that meets monthly to see how Behavioral Health services can positively impact the hospital and community

### Priority Health Issue #3: Mental Health

#### Description of Community Need

In previous years, mental health has been one of Haywood County's top three priorities. The Hospital feels that it should remain a priority for the county. One of the greatest needs is suicide prevention. The county suicide rate was 15.3 and the state rate was 12.2. While there are resources for mental health in the county, it's a growing problem for the system to keep up with the demand.

#### Desired Community Result

There is a definite needs for coordination of resources within the county to increase the knowledge of what is available for the community.

#### Partner Agencies and Roles

Haywood Regional Medical Center's 16 bed inpatient Behavioral Health Unit, Mountain Projects, Smoky Mountain Center and Meridian serve those with mental health issues.

#### Related Hospital Strategy

##### **1. The Hospital will expand the Behavioral Health Unit in 2017.**

For patients in need of mental health care in Haywood County, seeking help often meant a wait for services or a drive to a neighboring county because of the limited number of beds available. That will change with the expansion of the Behavioral Health Unit (BHU) at Haywood Regional Medical Center (HRMC).

The unit will go from its current capacity of 16 to a total of 33 with the dedication of the hospital's entire sixth floor to mental health care.

The hospital recognized that there was a shortage of psychiatric beds for the communities they serve. This resulted in long wait times for patients in the emergency department and resulted in patients having to receive treatment far away from their communities. In addition to expanding the number of patients that

can be served at any one time, the facility expansion will also allow HRMC to expand the age range of patients it can serve. Currently it only accepts patients ages 18 – 64. With the new beds, it will now begin to serve patients over the age of 64. The BHU offers a safe environment for patients experiencing a mental health crisis to be evaluated, set up with appropriate medication and to receive either individual or group counseling. Before being discharged from the unit, patients are set up with appropriate after care in their community including counseling or substance abuse treatment. The BHU is the only inpatient psychiatric unit in the seven western counties of North Carolina. This expansion will decrease the instances of people needing to receive treatment outside of Western North Carolina.

**2. Haywood Regional will provide consumer education and sponsor events to decrease stigma and increase awareness around mental health issues, (specifically suicide prevention).**

- (a) During Suicide prevention month, the hospital will provide education via the radio in the form of medical minutes by a psychiatrist as well as information on resources for consumers on the hospital website.
- (b) The hospital will hold an *Out of The Darkness* walk in 2017 to benefit the American Foundation for Suicide Awareness. The intended outcome is increased awareness of the issue in the County and to help remove some of the stigmatism.
- (c) The Hospital will support the CNA initiative by Smoky Mountain MCO Providing Question/Persuade/Refer (QPR) training to community members and form suicide prevention plan (<https://qprinstitute.com/research-theory-Community>). Community Partners: HRMC, Balsam Center, Meridian Behavioral Health Services, Appalachian Community Services of WNC, Smoky Mountain MCO. GOAL: Hold a minimum of six QPR trainings with community Members and organizations. Hospital can provide staff, space and materials. Evaluation will include post-training evaluations, data trends for suicide, mental health emergency dept. visits and poor mental health days will be tracked.

HRMC does not intend to address the following significant health needs:

- 1. Injury and Violence-The hospital feels there are other organizations working on this and we could have little impact.
- 2. Chronic Disease-The hospital already has many initiatives underway for these and wanted to go along with the CNA focus needs of the Health Haywood Coalition. A lot of work has been done and is being done around Diabetes in the public health arena.
- 3. Social Determinants of Health/Access to Care-HRMC is currently financially supportive of the FQHC implementation in the county. The hospital also has a physician recruitment plan to address the physician population ratio of need per population