The McDowell Hospital Community Health Needs Assessment

This is the facility specific implementation strategy for The McDowell Hospital and addresses the community health needs identified through a collaborative community health needs assessment (CHNA) process conducted with local and regional partners in western North Carolina. This document outlines plans for McDowell Hospital to support specific community benefit efforts as part of a larger community-wide plan.

OUR COMMUNITY AND KEY PARTNERS

McDowell Hospital

The McDowell Hospital (TMH) was incorporated as a North Carolina non-profit corporation on October 20, 1927 and is located in McDowell County. Formerly known as Marion General Hospital, TMH is a general acute care facility owned by Mission Health System and licensed for 65 beds located at 430 Rankin Drive in Marion, North Carolina. Currently occupying a facility built in 1983, Mission Health System is investing $45 Million dollars the community to construct a new facility on the current campus that is focused strategically on outpatient services offerings to enhance population health management. The estimated date of occupancy is January 2018. McDowell Hospital’s primary service area is McDowell County- the focus of this CHNA implementation strategy.

Community

McDowell County has a population of 45,231 people and geographically consists of 442 square miles located in the Appalachian Mountains. McDowell County residents are 90.6% white and 9.4% non-white, compared to a North Carolina average of 68.5% white and 31.5% non-white. Five (5%) percent of the population identifies as Hispanic or Latino. Approximately 70.3% of the population in this county live in a rural area. Some may experience transportation barriers. Unemployment is slightly higher in McDowell than in the rest of North Carolina, at 5.8% in the county as compared to 5.4% in the rest of the state. McDowell County also has a relatively large elderly population. McDowell is consistently ranked in the lower half of counties in North Carolina for health outcomes: 22% of McDowell adults (vs.18% of NC residents and 16.9% of US residents overall) report they are in poor or fair health; 23% are current smokers (vs. 22% of NC residents and 19.6% of US residents overall); 33% of adults are obese (vs. 29% of NC residents and 27.6% of US residents overall); 31% of adults in McDowell County report no leisure time physical activity (vs. 25% of NC residents and 22.9% of US residents overall).
Many health indicators in McDowell County have shown little improvement in the last three years since the 2012 Community Health Needs Assessment. Notable unfavorable changes in social determinants of health that have occurred over the past three years include: a reduction in the median family income, an increase in residents living below the poverty level and childhood poverty along with increases in crime and domestic violence. From a health outcomes standpoint, McDowell County has demonstrated increases in cancer (lung, prostate, breast and colorectal) along with rates of Chronic Obstructive Pulmonary Disease (COPD) that are more than double state rates. Further, there are continued high rates of poisoning deaths due to medication or drug overdoses and continued high rates of adult obesity. In the past three years, an alarming hike in the rates of current smoking, smoking during pregnancy and use of e-cigarettes is of concern.

To address the identified needs and improve health outcomes for the community, McDowell Hospital partners with the RPM Health District, the McDowell Health Coalition, the McDowell School System, the Corpening YMCA, the McDowell Chamber of Commerce, and many other businesses and churches within McDowell County to coordinate and implement strategies.
Community Health Needs Assessment

Process and Product
The McDowell Hospital community health needs assessment (CHNA) was conducted in partnership with the Rutherford Polk McDowell (RPM) Health District and McDowell Health Coalition. This written report describes: The community served by the hospital
- Community demographics
- Existing health resources in the community available to respond to needs
- How data was collected in the assessment process
- The priority health needs of the community
- Health needs and issues of uninsured, low-income, and minority groups
- The process for identifying and prioritizing community needs and services to meet the needs
- The process for consulting with persons representing the community’s interests
- Information gaps that limit the hospital facility’s ability to assess the community’s health needs

Sharing of Results
Detailed findings for our assessment are posted on the Mission Health System website https://www.mission-health.org/community-health-needs-assessment.php and the Rutherford, Polk, McDowell (RPM) Health District website http://www.rpmhd.org/index.php/health-promotion/community-health-assessment. The CHNA was presented to the McDowell Hospital Board of Directors on January 24, 2017 for discussion and approval.

Regional Partnership
Our hospital’s collaborative community health improvement effort is also supported by a larger partnership with other hospital facilities and health department partners across a sixteen county region in western North Carolina to improve community health: WNC Healthy Impact. More information about this innovative regional collaboration, county-wide community health assessments, and overall regional findings, are made widely available to the public at www.WNCHealthyImpact.com.
PRIORITY HEALTH NEEDS & HOW THEY WERE ESTABLISHED

Prioritization Process

As part of the collaborative health assessment process in our community, specific health needs were prioritized based on the data that was collected, community input, and various factors related to feasibility of addressing the need. Details on this process are available in our CHNA, which is publically available on http://www.rpmhd.org/index.php/health-promotion/community-health-assessment. The RPM Health District shared the CHNA findings with members of the community from October 2015 through January 14, 2016 when a Community Forum was held and the three priorities for 2016-2019 were established.

Priority Health Needs for Our Community

McDowell County

In McDowell County, the following health issues were prioritized for collective community-wide action:

1. Tobacco Free Lifestyles
   
   Tobacco Use was selected because of high rates of lung cancer incidence and prevalence, a COPD rate of 18.8% and a current smoking rate of 29%. The Rutherford Polk McDowell District Health Department is working on Tobacco related issues in its Healthy Communities work. The McDowell Hospital has been consistently working with the Health Department and the McDowell Health Coalition to promote smoking cessation through the NC Quitline and local classes. The McDowell Technical Community College recently implemented a Tobacco Free Campus policy and other local partners are open to expanding local Tobacco Free policies wherever possible.

2. Easy Access to Healthy Food and Activity
   
   Built Environment & Active Living was selected because there is a strong desire among local partners to build upon the work already underway in this area. The data clearly indicates a need for a cultural shift toward becoming more physically active throughout the McDowell population. With over 70% of McDowell County residents not at a healthy weight, increasing opportunities for physical activity is a winning strategy for working on the community level to increase rates of residents at a healthy weight. Playgrounds, parks and greenways are very appropriate in McDowell County where most residents espouse family values. Many faith communities are interested in motivating their members to be more active. Several local churches have installed new playgrounds with shared use agreements. At the worksite, recent Worksite Wellness survey showed the need for worksite health promotion. A new Worksite Health Promotion Coordinator has been hired by the McDowell Health Coalition to help to implement the interventions suggested by the recent survey. You may read the details of the survey in the appendix.
3. Addiction Free Lifestyles

Substance Abuse was selected because there are two active Work Groups that have been diligently working on strategies to address substance abuse – one among adults and the other among youth. These Work Groups would like to build upon their existing interventions and expand into more work on the community level. In McDowell County, the economic challenges, lack of job opportunities, poverty, and household disruption, all contribute to the problem of substance abuse. Children who are raised in homes that have been affected by drug abuse are more likely themselves to be victims of the substance abuse epidemic as well. McDowell County Physician Data shows that binge drinking and illicit drug use are health risks in McDowell that need to be addressed. The rate of unintentional injury deaths due to drug overdose are very high in comparison to regional and state rates.

HOW THIS IMPLEMENTATION STRATEGY WAS DEVELOPED

Engagement in a Community-Wide Plan

As a next step following the development of a community health needs assessment (CHNA), which includes prioritization of health needs, McDowell Hospital collaborated with local public health experts and other key community stakeholders to develop a written description of the activities that hospital facilities, public health agencies, and other local organizations plan to undertake collectively to address specific health needs in our community. This collaborative action planning process resulted in the development of an electronic community health improvement plan (e-CHIP) for each county in our hospital facility’s defined community, which is McDowell County.

The electronic Community Health Improvement Plan (e-CHIP) for McDowell County can be found at http://www.rpmhd.org/index.php/health-promotion/community-health-improvement-plan.
IMPLEMENTATION STRATEGY DETAILS

Priority Health Issue #1: Tobacco Free Lifestyles

Description of Community Need
Within McDowell County, Chronic Lower Respiratory Disease is the 3rd leading cause of death with a rate 37% higher than the state. In 2015, the rate of smokers increased to 29% up from 21.8% in 2012. The Healthy People 2020 Target is < 12%. Among employed respondents in McDowell, 36.6% reported breathing someone else’s cigarette smoke at work in the past week - a significant, unfavorable trend compared to 2012. Tobacco use was a strong concern voiced with Key Informants during the data collection process noting the ease of access to tobacco products.

Desired Community Result
Through the development and implementation of education, media campaigns, and advocacy for tobacco-free laws and policies, exposure to second hand smoke will decrease by 5%, the use of e-cigarettes / aerosols in young adults and teenagers would decrease, and women who are pregnant would be tobacco free during pregnancy.

Partner Agencies and Roles
Partner agencies within McDowell County include the RPM Health District (lead), McDowell Hospital, McDowell Health Coalition, Corpening YMCA, McDowell School System, as well as other local businesses.

Related Hospital Strategy

1. Community Access to Smoking Cessation Classes. McDowell Hospital will serve as a support agency by increasing access to smoking cessation classes at the hospital and in locations throughout the community including school system offerings as requested. McDowell OB/GYN will screen all obstetrics patients for tobacco use and make referrals for smoking cessation classes and establish an integrated smoking cessation class into the practice. Likewise, we will collaborate with the McDowell Health Coalition on offerings to local industry. By increasing the number of available classes and publishing the calendar to the community, our goal is to increase the number of referrals to smoking cessation classes and to increase the number of participants in smoking cessation classes year over year. The hospital will provide space and educators to perform the smoking cessation classes and will continue to coordinate and collaborate with other community programs offering the same so that duplication is prevented. As a result of this collaboration, a community calendar for smoking cessation will be published in the local McDowell News.

2. Local Media Campaign Implementation. McDowell Hospital will collaborate with the RPM Health District, the McDowell Health Coalition, and the McDowell School System on
the development of a Smoking Cessation Media campaign for the county with a focus on
teensage smoking, exposure to second hand smoke, and smoking during pregnancy. 
McDowell Hospital will increase community awareness of the hospital campus being
smoke free through implementation of various communication strategies.

3. **Learning Exhibit for Festivals and Health Fairs**: McDowell Hospital will evaluate the
feasibility of purchasing or developing a “hands on” learning display. Geared to allow
guests an “inside visit” to the lungs, the exhibit can be set up at local health fairs, schools
and festivals with the goal of reaching all ages in a very tangible manner regarding the
healthy and diseased lung as a result of smoking. Potential collaborative partners for this
purchase include the McDowell Health Coalition and the Corpening YMCA.

The anticipated impact of these actions will result in a reduction of smokers by 3% in
McDowell County and a reduction of at least 2% in mothers smoking during pregnancy.

**Priority Health Issue #2: Addiction Free Lifestyles**

**Description of Community Need**
Substance use and abuse are major contributors to death and disability in North Carolina. In 
McDowell County, the death rate due to unintentional poisoning via drug overdose is 25.1 per
100,000 NC Residents. This rate is 1.5 times greater than the State. Substances with the highest
incidence in McDowell County are opioids, methadone, and cocaine. Prevention of misuse and
abuse of substances is critical to changing our community results especially as it has an
unfavorable impact and consequences for families.

**Desired Community Result**
Through implementation of school based education regarding the adverse effects of opioid,
methadone, and cocaine substances, the community will see a decrease in the incidence rate by
a minimum of 5%.

**Partner Agencies and Roles**
McDowell Hospital will collaborate with McDowell County School System, the McDowell Police
Department and Sheriff’s Office, the RPM Health District and the McDowell County Health
Coalition to develop educational strategies and campaigns. McDowell Hospital will provide the
staffing and development of a school based health clinic and access to chronic pain
management services.

**Related Hospital Strategy**

1. **School Based Health Clinic**: McDowell Hospital will collaborate with the McDowell
County School System on evaluating the feasibility and long term sustainability of a
School Based Health Clinic focused on easy access to healthcare for teenagers with
health information available for the student in high school. The feasibility of this program should be completed by February 28, 2017 with a target of implementation no later than the 2018-2019 school year contingent upon McDowell County Board of Education approval. Through a presence in the school system, the target is to increase the adoption of healthy behaviors and improve student selection for avoiding addictive substances.

2. **Pain Management Clinic.** McDowell Hospital, in collaboration with the medical staff in the County, will offer programs for the treatment and management of chronic pain working collaboratively within the community for the development of family treatment plans and wrap around services. Standardization of a chronic pain management healthcare plan will be implemented in all primary care sites.

Through the implementation of these strategies, McDowell County will see a reduction in the incidence of opioid use.

**Priority Health Issue #3: Healthy Eating and Active Living**

**Description of Community Need**
In 2015, 27.8% of McDowell County adults reported no leisure-time physical activity in the past month. This is an unfavorable trend (2012 = 25%) and McDowell County is higher than the state. McDowell County’s 2015 Body Mass Index (BMI) = 72.8% (2012 = 70.2% and higher than State & US). Percentage of McDowell Adults with a healthy weight = 24.6% (Below WNC, US and Healthy People 2020 target of 33.9%) 

**Desired Community Result**
Through implemented strategies, there will be an increase the healthy weight in McDowell County to 28%.

**Partner Agencies and Roles**
McDowell will play both a lead and support role in this initiative while partnering with the McDowell Health Coalition and the Corpening YMCA.

**Related Hospital Strategy**

1. Complete construction of the greenway connection from the hospital to the Corpening greenway as the new facility construction is completed.

2. Continuation of partnership with the Corpening YMCA on the offering of Taking Control of Type 2 Diabetes initiative resulting in a growth rate of 10% year over year and spread of program to an adjacent County.
McDowell Hospital will collaborate with the McDowell Health Coalition and the McDowell County School System on strategies related to access to healthy foods

**Needs Not Addressed in this Plan**
As outlined in the RPM Health District Community Health Improvement Plan (CHIP), McDowell Hospital will be joining in the collaborative effort to address all three priorities of the County.

**Next Steps**

As part of the community health improvement process, *McDowell Hospital* will continue to work with community partners in the development, implementation, and monitoring of our collaborative electronic community health improvement plan (e-ChIP) that includes some of the hospital strategies outlined in this document. The e-ChIP will be reviewed annually by the RPM Health District to assess progress on key community indicators and updates will be made publically available in a county-wide State of the County Health Report (SOTCH Report). The next community health needs assessment (CHNA) will be conducted in 2018. In addition, we will be creating an electronic scorecard to monitor the performance of key strategies included in this document.

**Approval**

This report was prepared for the *McDowell Hospital Board of Directors* for review at the January 24, 2017 Board of Trustees meeting, and is approved as signed below by the Board Chairperson and Hospital President.

Tim Blenko, Chair, McDowell Hospital Board of Trustees

[Signature]

Date

Carol C. Wolfenbarger, President, McDowell Hospital

[Signature]

Date

January 24, 2017