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I. Executive Summary

CarolinaEast Medical Center (Medical Center) conducted a community health needs assessment (CHNA) and developed an implementation strategy to address the health needs identified in the CHNA. The Medical Center helmed the assessment process with assistance provided by Craven, Jones, and Pamlico Counties. Data was collected from residents through surveys administered throughout the three counties, and interviews were conducted with key community leaders. This dual set of primary data was strengthened with secondary data from the North Carolina State Center for Health Statistics to provide a clear picture of the health issues affecting the Medical Center’s community. The Medical Center chose three health issues (obesity, heart disease, and cancer) to address based upon their ability to make an impact and the significance of the health issue to the community. Afterwards, the Medical Center developed an implementation strategy to take action and establish realizable goals in order to measure the Medical Center’s progress on addressing these health issues.

The CHNA consists of 5 steps pictured below:
II. Community Profile

CarolinaEast Medical Center (Medical Center) serves a population of approximately 126,000 people in eastern North Carolina. The Medical Center’s service area is mostly rural and includes Craven, Jones, and Pamlico Counties. About 82% of the population lives in Craven County which is home to the cities of New Bern and Havelock as well as the Marine Corps Air Station Cherry Point.

The community’s population is approximately 68% white, 23% African American, 6% Hispanic, 2% Asian, 1% American Indian and Alaskan Natives. The age distribution consists of 23% of the population under the age of 18, 61% between the ages of 18-65, and 16% above the age of 65. Both ethnicity and age statistics are similar when compared to North Carolina’s statewide percentages. The most notable difference is that the age group above the age of 65 is 3% higher than the state average. CarolinaEast Medical Center’s service area mean household income is $43,680 which is $1,890 lower than the state average.

The community was determined five decades ago when all three counties joined together to construct a new hospital, which is described below. There are also geographic and demographic reasons for combining the three counties into a single community. First, Craven County is narrowly shaped where New Bern and the Medical Center are located. This taper decreases the traveling distance for patients in neighboring counties and allows all three counties to benefit from the Medical Center’s central location. Second, the populations of Pamlico and Jones

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1 Data source is U.S. Census Bureau: State and County Quickfacts powered by Healthy Communities Institute found at www.carolinaeasthealth.com. The service area statistics were obtained by weighting each county’s statistic by the percentage of the individual county’s population compared to the service area’s total population.
Counties are significantly smaller than Craven County but have a similar sized county area. A small population widely dispersed across a large area would not benefit from a large, central hospital located solely in that county. Therefore, all three counties are combined to create the community served by the Medical Center.

III. Assessment Process and Community Input

The assessment process mainly consisted of collaborating with health departments in Craven, Jones, and Pamlico Counties during each county’s community health assessment. Each county differed slightly in their approach to collecting data. However, each county utilized a survey to obtain direct input from their residents. In addition to surveys, the assessment used data from a disparities dashboard created by Healthy Communities Institute, census data, and benchmarks from Healthy People 2020. A detailed description of each county’s individual assessment process is provided to indicate the different approaches taken to assessing the community’s health.

A. Craven County

Craven County established a task force with representatives from Head Start, Smart Start, mental health, City of New Bern, MCAS Cherry Point, Economic Development, Cooperative Extension, state health consultants, industry, local hospital, free clinic, Department of Social Services, news media, law enforcement, Public Health Regional Surveillance Team 1, Craven Community College, East Carolina Council on Government, Religious Community Services, Literacy Council, and the Craven County Health Department. The task force developed a survey and utilized two methodologies to collect the surveys:

1. The survey was placed on the Craven County Website using SurveyMonkey and promoted throughout the county for voluntary completion. 191 participants completed the survey between April and August 2011, and the results were analyzed using the SurveyMonkey software.
2. The survey was administered using the CASPER (Community Assessment for Public Health Emergency Response) method on May 24 – 26, 2011. 210 surveys were administered by volunteers and staff on hand-held computers. The results were analyzed using Epi Info. The CASPER method involves selecting a certain number of addresses or households across the county for a statistically-significant rapid needs assessment.

Information from the surveys was compared to secondary health data from the North Carolina State Center for Health Statistics. Both sets of data were utilized by the Craven County Board of

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2 Excerpt taken from “Craven County’s 2011 Community Health Assessment.”
Community Health Needs Assessment

Health and the Craven-Pamlico Healthy Carolinians Task Force to select the community needs and prioritize the health issues for the county.

B. Jones County

Jones County established a Community Assessment Team that consisted of three main groups: Advisory Group, Work Group, and Project Facilitator. The Steering Committee of the Jones County Healthy Carolinians partnership served as the Advisory Group representing a broad representation of the community to understand the overall process and goals. The Work Group includes the Health Director and Health Educators within the Jones County Health Department who carry out the majority of the work. The Project Facilitator is a Health Educator within the Jones County Health Department who keeps the assessment process moving making sure everyone is aware of the process and what steps and tasks are needed. The first meeting involved a description of a community health assessment by Jean Caldwell, the Healthy Carolinians Northeastern Regional Consultant and the survey methodology was described by Debra Yarbrough, Craven County Health Department Preparedness Coordinator / Environmental Health Program Specialist.

The Advisory Group consisted of the following individuals: Erin Morgan, 4-H Extension Agent from Cooperative Extension; Nancy Wells, Systems of Care Coordinator from East Carolina Behavioral Health LME; Sonia Joyner, Corporate and Community Health Coordinator from Lenoir Memorial Hospital; Mark Gupton, Director of Security, Safety, and Communications from Jones County Schools; Joann Stone, Maysville Elementary School Principal from Jones County Schools; Julie Wiggins, Child Nutrition at Jones County Schools; Christie Hardy, School Nurse from Jones County Health Department; and Erin Murphy, Marketer from 3HC.

The Work Group consisted of the following individuals: Kristen Richmond-Hoover, Health Director from Jones County Health Department; Natalie Newsom, Health Education Supervisor from Jones County Health Department; LaTangee Knight, Health Educator from Jones County Health Department; and Atha Cutler, Health Educator from Jones County Health Department.

The Project Facilitator was Atha Cutler, Health Educator from Jones County Health Department.

Jones County’s assessment process consisted of three steps. First, a Health Resource Inventory was developed. Second, a survey was administered to the community. Third, interviews were conducted with nine key leaders from the community.

The Health Resource Inventory lists the services and which agencies provide them to residents of Jones County. The inventory provides the location and contact information for the agency, a

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3 Excerpt taken from "Jones County's 2010 Community Health Assessment."
description of the agency, lists the services that are provided and available, states if service is
based in Jones County or serving Jones County and based elsewhere, and is divided into two
categories; Health Facilities and Health-Related Supportive services. The Health Resource
Inventory is available in multiple locations in Jones County and on the Jones County Health
Department website.

The survey was administered during 2011 with the method of convenience sampling where
survey respondents are based on the convenience of getting the surveys completed. The
sampling population was people of ages 15 and older who live in Jones County and represent the
demographic profile of the county. Surveys were given in many outlets and locations including:
Annual Diabetes Awareness Dinner; Annual Health Fair; Jones County Schools’ parents,
teachers, staff, and high school students; Lenoir Community College Trenton Center; county
employees; post offices; day cares; Jones Senior High School Graduation; Jones County Health
Department waiting areas; local libraries; and the Jones Post. Some surveys were completed
during group sessions, such as the Senior Center where questions were read aloud to
accommodate multiple reading levels, while some surveys were conducted as one-on-one
interviews.

Interviews were conducted on nine individuals who were identified as having knowledge or
opinions of value to the assessment process. These individuals were selected because they were
from the business, government, education, religious, neighborhood, or non-profit sector and
considered a leader in the community or knowledgeable about the needs in the County. Four
interviews were conducted with key community leaders and five interviews were conducted with
key resident leaders. The key resident leaders were identified by key community leaders,
community members, and other community assessment team members. All interviews were
conducted one-one-one by the same individual to prevent bias.

The community leaders were Franky Howard, Jones County Manager; Larry Meadows, Jones
County Economic Development Manager; Michael Bracey, Jones County Schools
Superintendent; and Joe Wiggins, Jones County Commissioner. The key resident leaders were
Jay Bender, Doris Oliver, Ester Stott, Glenn Spivey, and Martha Meetre.

C. Pamlico County

The 2011 Community Health Assessment report was prepared by the Pamlico County Health
Department’s Management Team, Pamlico County Community Health Assessment Team and
members of the Healthy Carolinians of Craven-Pamlico Partnership.

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4 Excerpt taken from “Pamlico County’s 2011 Community Health Assessment.”
The Pamlico County Public Health Department’s Management Team consisted of the following individuals: Beth Sumrell, Administrative Assistant; Bryan Harris, Environmental Health Coordinator; Davin Madden, Health Department Director; Kelley Mathews, Nurse Practitioner/Nurse Supervisor; Sarah Gibbs, Clerical Staff Supervisor; Susan McRoy, Accounting Tech; and Tamara Jones, Health Educator/Preparedness Coordinator.

The Pamlico County Health Assessment Team consisted of the following individuals: Cindy Ista; David Spruill, North Carolina Department of Health & Human Services State Dental Public Hygienist; Debra Kenyear, East Carolina Behavioral Health; Douglas Pearsall, Pamlico Youth Development Community Organization Pamlico County High School; Holly Blake; Janice Dixon; Jayne Robb, Planning/Economic Development; Jeff Aydelette, County Compass; Kalie Bretz; Kenya Servia, Craven County Health Department Healthy Carolinians of Craven-Pamlico; Linda Potter, Pamlico Senior Services; Maree Bell Minor, Pamlico County Schools Child Nutrition School Advisory Council Chair; Mary Boudreault, Pamlico Partnership for Children; Maria Sutton, Craven County Health Department Healthy Carolinians of Craven-Pamlico; Megan McGarvey, CarolinaEast Health System Public Relations; Nancy Welles, Arapahoe Charter School; Phyllis Toler, Craven Area Rural Transportation System; Sam Lewis, PORT Human Services Pamlico County Substance Abuse Prevention Task Force Chair; Stacey Lambert, Pamlico County Health Department; and Dr. Sue Lee, Pamlico Pediatrics Pediatrician.

Pamlico County’s assessment process consisted of administering a survey to the community to identify health needs. The survey was developed by the North Carolina Office of Healthy Carolinians and edited to better meet the specific needs of Pamlico County. The survey was divided into five general areas designed to gather a comprehensive picture of community health in Pamlico County. The areas included quality of life, community problems, personal health, emergency preparedness, and demographic questions.

Initially, the survey was hand distributed by partner agencies. Afterwards, the survey was completed online at the county health department’s website. Over 500 surveys were completed in 2011 and then analyzed by SurveyMonkey to create graphs to better display the collected data.

### IV. Community Health Needs Identified in Assessment

The survey results of the community health assessments conducted by each county identified fourteen health needs: access to healthcare, aging problems, asthma, cancer, dental health, diabetes, heart disease, mental health, motor vehicle accidents, obesity, STDs, substance abuse, teenage pregnancy, and tobacco use. The individual counties selected their own health priorities to address. A detailed description of each county’s prioritization method is provided.
A. Craven County

- Primary data from survey results and secondary data from the North Carolina State Center for Health Statistics was presented to the Community Health Assessment Task Force and the Craven County Board of Health. This group worked together to select the top three priorities for Craven County which are listed below.
  - Obesity
  - Heart Disease
  - Cancer

B. Jones County

- All of the health needs were presented at a Healthy Carolinians meeting. Participants of the meeting selected which health needs were priorities by using a dotmocracy method in which dots were placed on the health needs they thought were most important. Some health needs were grouped together into a single area to reflect a broader goal. The health needs with the most dots were selected as priorities, which are listed below.
  - Obesity
  - Chronic Disease
    - Diabetes
    - Heart Disease
    - Cancer (later removed due to a lack of resources available in Jones County)
  - Adolescent Health
    - Teenage Pregnancy
    - Substance Abuse

C. Pamlico County

- Primary data from survey results and secondary data from the State Center for Health Statistics, NC Comprehensive Assessment for Tracking Community Health, and the United States Census were presented to the steering committee and county residents. These individuals were given three colored dots (red, green, and yellow). The colors represented magnitude of importance with red being most important and yellow being

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5 Excerpt taken from “Craven County’s 2011 Community Health Assessment.”
6 Excerpt taken from “Jones County’s 2010 Community Health Assessment.”
7 Excerpt taken from “Pamlico County’s 2011 Community Health Assessment.”
least important. Participants placed the dots on the health needs identified by the primary and secondary data and the top 3 were chosen as priorities, which are listed below.

- Obesity
- Substance Abuse
- Tobacco Use

D. Medical Center’s Health Priorities

After each county identified their health priorities, the Medical Center’s CHNA group reviewed their choices and decided to choose the following health needs as priorities:

1. Obesity
2. Heart Disease
3. Cancer

The choices were based on two factors: the ability of the Medical Center to impact the health need, and the significance of the health need to the community. While these priorities are the same as those chosen by Craven County, obesity was chosen as a health priority in all three counties, and heart disease and cancer were chosen in two of three counties.

V. Community Health Resources

The Medical Center’s service area has many resources available to meet the fourteen identified health needs. The Medical Center plays a large role in the community by offering volunteer services, facilitating health fairs and screenings, and sponsoring support groups. First, Health System volunteers operate the Lifeline Personal Emergency Reponses System for 350 individuals consisting of senior citizens who live alone, children alone at home after school, and chronically ill individuals. The Medical Center sponsors and employees participate in special events such as American Cancer Society Relay for Life, Multiple Sclerosis Bike Tour and Training Rides, YMCA Triathlon. Second, the Medical Center participates in organizing health fairs such as The MumFest which offers free blood pressure checks and blood sugar screenings. The Medical Center also offers cancer screenings for skin cancer. Third, the Medical Center sponsors various support groups such as the Diabetes Support Group, Caregivers Support Group, Cancer Support Group, and Mended Hearts.

In each county’s community health assessment, a detailed list has been compiled that shows all the health and health-related resources available to the community. Please review each county’s community health assessment for a detailed list. We have provided a sample of the extensive health resources available to address the health needs identified by the community.
Community Health Needs Assessment

- Access to healthcare
  - Craven Area Rural Transit System (CARTS)
  - County Departments of Social Services
  - County Health Departments
- Aging problems
  - Alzheimer’s Dementia Care Evening Support Group
  - Accommodating Home Care, Inc.
  - Eastern Carolina Home Health Care, Inc.
  - Brookstone Living Center
  - 3HC Home Health & Hospice
  - Lifeline Personal Emergency Response System
- Asthma
  - Allergy & Asthma Clinic
  - Craven County Health Department
- Cancer
  - CarolinaEast Health System
  - CCHC New Bern Cancer Care
  - American Cancer Society Relay for Life
  - Free Skin Cancer Screenings
  - Cancer Support Group
- Dental health
  - MERCI Clinic
  - Maysville Family Dentistry
  - Coastal Pediatric Dentistry
  - Complete Dental Care
  - Oriental Dental
  - Rose and Rose, DDS
- Diabetes
  - CarolinaEast Health System
  - The MumFest
  - Diabetes Support Group
- Heart disease
  - CarolinaEast Heart Center
  - HeartWorks
  - Mended Hearts Chapter 241
  - CCHC Coastal Internal Medicine and Cardiology
  - CCHC New Bern Internal Medicine and Cardiology
- Mental health
  - East Carolina Behavior Health, LME
  - NeoGenesis
Community Health Needs Assessment

- Motor vehicle accidents
  - Sheriff and police departments
  - Highway patrol
- Obesity
  - County Senior Services
  - Village Health & Fitness
  - YMCA
  - Farmer’s Market
  - Community Transformation Team
- STDs
  - County Health Departments
- Substance abuse
  - Pathways to Life
  - PORT Human Services
  - RHA Health Services, Inc.
  - Narcotics Anonymous
- Teenage pregnancy
  - County Health Departments
  - County School Systems
- Tobacco use
  - NC Tobacco USE Quitline
  - Project ASSIST
  - CCHC Smoking Cessation Classes
I. Introduction

CarolinaEast Medical Center (Medical Center) will engage key community partners in implementing evidence-based strategies across the service area. Acknowledging the many organizations and resources in place to address the health needs of our communities, the Medical Center has strategically reviewed both internal and external resources. This portion of the CHNA, the Implementation Strategy, will explain how the Medical Center will address health needs identified in the CHNA by continuing existing programs and services, and by implementing new strategies. It will also explain why the hospital cannot address all the needs identified in the CHNA, and if applicable, how the Medical Center will support other organizations in doing so.

II. Health Needs Addressed

As afore mentioned in the CHNA report, the following are the needs the Medical Center has chosen to address. We discuss why we chose to address each need, how we will address the need, who the responsible party will be, and any goals that will be set forth from the beginning, as well as time frame for achieving those goals.

A. Cancer Prevention

All three counties were found to have higher death and incidence rates in certain cancer sites. Lung cancer holds the top spot for highest deaths among all three counties. Cancer is the second leading cause of death in the U.S. Craven County is meeting the Healthy People 2020 target for breast cancer deaths and is surpassing the goal for prostate cancer deaths, while Pamlico County is excelling in keeping the cases of colorectal cancer below the Healthy People 2020 target.

B. Obesity, Lack of Nutrition, Physical Activity

33.7% of Craven County and 34.7% of Jones County were considered obese. This statistic is a reflection of the percentage of adults aged 20 and older who are obese according to the body mass index (BMI) equal to or greater than 30. Pamlico County exceeded the obesity goal set by Healthy People 2020. The percentage of obese adults is an indicator of the overall health and lifestyle of a community. Obesity increases the risk of many diseases and health conditions including heart disease, Type 2 diabetes, cancer, hypertension, stroke, liver and gallbladder disease, respiratory problems, and osteoarthritis. Losing weight and maintaining a healthy weight help to prevent and control these diseases. Being obese also carries significant economic costs due to increased healthcare spending and lost earnings.
C. Prevention of Heart Disease

All three counties were found to have higher deaths when it came to heart disease. The Healthy People 2020 target is 33.8 deaths. In particular, cerebrovascular disease which can cause a stroke is the third leading cause of death in the U.S. The most important modifiable risk factors for stroke are high blood pressure, high cholesterol and diabetes mellitus.

<table>
<thead>
<tr>
<th>Community Health Need:</th>
<th>Cancer Prevention</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specific Needs Identified in the CHNA:</td>
<td>High percentage of cancer deaths (per 100,000 people)</td>
</tr>
<tr>
<td>Healthy People 2020 Target is 160.6 deaths</td>
<td>Craven County 195.2 deaths; Jones County 163.1 deaths; Pamlico County 193.3 deaths</td>
</tr>
<tr>
<td>Goals:</td>
<td>Reduce the number of cancer deaths in the tri-county area</td>
</tr>
</tbody>
</table>

**Strategy: Increase awareness of cancer in the community**

<table>
<thead>
<tr>
<th>Action Step</th>
<th>Accountability</th>
<th>Timeline</th>
<th>Desired Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Corporate sponsor for American Cancer Society Relay for Life in Craven, Jones, and Pamlico Counties.</td>
<td>Medical Center</td>
<td>annual</td>
<td>Raise money for ACS</td>
</tr>
<tr>
<td>2. Offer free skin cancer screening to the public</td>
<td>Medical Center</td>
<td>annual</td>
<td>Increase awareness</td>
</tr>
<tr>
<td>3. Offer free breast and cervical cancer screening program to Craven County residents</td>
<td>Craven County Health Dept</td>
<td>on-going</td>
<td>Increase awareness</td>
</tr>
<tr>
<td>4. Hold cancer support meetings twice a month</td>
<td>Medical Center</td>
<td>on-going</td>
<td>Increase awareness</td>
</tr>
</tbody>
</table>

**Strategy: Reduce smoking in the community**

<table>
<thead>
<tr>
<th>Action Step</th>
<th>Accountability</th>
<th>Timeline</th>
<th>Desired Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Increase the number of smoke-free public places in Pamlico County</td>
<td>Pamlico County Health Dept</td>
<td>on-going</td>
<td>Reduce smoking</td>
</tr>
<tr>
<td>2. Conduct an assessment of tobacco policies in local municipalities in Craven and Pamlico Counties</td>
<td>Craven and Pamlico County Health Dept</td>
<td>on-going</td>
<td>Consistent policies that limit smoking</td>
</tr>
<tr>
<td>3. Offer free nicotine patches to CarolinaEast employees</td>
<td>Medical Center</td>
<td>on-going</td>
<td>Reduce smoking</td>
</tr>
<tr>
<td>4. Hold community health education program on smoking cessation</td>
<td>CCHC</td>
<td>on-going</td>
<td>Reduce smoking</td>
</tr>
</tbody>
</table>

**Strategy: Support various community initiatives to combat cancer via CarolinaEast Foundation**

<table>
<thead>
<tr>
<th>Action Step</th>
<th>Accountability</th>
<th>Timeline</th>
<th>Desired Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. $4,500 grant to Craven County Health Dept to supplement the Breast &amp; Cervical Cancer Screening Program</td>
<td>Craven County Health Dept</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>2. $3,900 grant to fund the Gentle Yoga for People Living with Cancer Program</td>
<td>Coastal Holistic Wellness</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>3. $12,500 of patient assistance dollars to cancer patients</td>
<td>CarolinaEast Foundation</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>
## Implementation Strategy

<table>
<thead>
<tr>
<th>Community Health Need:</th>
<th>Obesity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specific Needs Identified in the CHNA:</td>
<td>High percentage of obesity among adults aged 20 and older</td>
</tr>
<tr>
<td>Healthy People 2020 Target is 30.6%</td>
<td>Craven County 33.7%; Jones County 34.7%; Pamlico County 27.5%</td>
</tr>
<tr>
<td>Goals:</td>
<td>Reduce the rate of obesity in the tri-county area.</td>
</tr>
</tbody>
</table>

### Strategy: Promote healthy living for employees

<table>
<thead>
<tr>
<th>Action Step</th>
<th>Accountability</th>
<th>Timeline</th>
<th>Desired Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Availability of an on-site fitness center to employees 24/7</td>
<td>Medical Center</td>
<td>on-going</td>
<td>Employees become active</td>
</tr>
<tr>
<td>2. Offer various wellness programs for employees to participate-weight management programs such as Create Your Weight, On Track Healthy Lifestyle Program, and Bridge to Fitness program</td>
<td>Medical Center</td>
<td>on-going</td>
<td>Employees lose weight</td>
</tr>
<tr>
<td>3. Free health risk assessment to all employees under the BCBS plan</td>
<td>Medical Center</td>
<td>FY 2013</td>
<td>Identify risk</td>
</tr>
<tr>
<td>4. Offer healthy snacks options for Jones County employees- Snack boxes available with low-calorie snacks, no vending machines are available</td>
<td>Jones Co. Health Dept</td>
<td>on-going</td>
<td>Change eating habits</td>
</tr>
<tr>
<td>5. County Walking Program on Tuesday's and Thursdays available to all Pamlico County employees</td>
<td>Pamlico Co. Health Dept</td>
<td>on-going</td>
<td>Employees become active</td>
</tr>
</tbody>
</table>

### Strategy: Increase physical activity of the community

<table>
<thead>
<tr>
<th>Action Step</th>
<th>Accountability</th>
<th>Timeline</th>
<th>Desired Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Participate in Community Transformation Team-Map out all free recreational opportunities in Craven County by marketing, educational programs, facility improvements, and funding sources.</td>
<td>Community Transformation Team</td>
<td>on-going</td>
<td>Community uses walking trails</td>
</tr>
<tr>
<td>2. Sponsor/participate community events that promote physical activities - Neuse River Bridge Run, MS Bike 150, YMCA Triathlon, Trent Woods Resolution Run, YMCA Turkey Trot, Coastal Women's Shelter Run for Shelter</td>
<td>Medical Center</td>
<td>on-going</td>
<td>Community becomes active</td>
</tr>
<tr>
<td>3. Hold an annual &quot;Walk for Your Health&quot; Walk-a-Thon in Jones County</td>
<td>Jones Co. Health Dept</td>
<td>on-going</td>
<td>Community becomes active</td>
</tr>
<tr>
<td>4. Develop a Wellness Program for Pamlico County</td>
<td>Pamlico Co. Health Dept &amp; Parks and Recs Dept</td>
<td>on-going</td>
<td>Community becomes more healthy</td>
</tr>
</tbody>
</table>

### Strategy: Support various community initiatives to combat obesity via CarolinaEast Foundation

<table>
<thead>
<tr>
<th>Action Step</th>
<th>Accountability</th>
<th>Timeline</th>
<th>Desired Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. $8,000 grant to Craven Smart Start to increase the physical activity levels of preschoolers.</td>
<td>Craven Smart Start</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>2. $6,000 grant to NCSU Craven County Cooperative Extension to focus on basic nutrition and healthy lifestyle of limited resource youth and families in Craven County</td>
<td>NCSU Craven County Cooperative Extension</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>3. $5,000 grant to Heart Works’ Children's Medical Home Mission of Pamlico County to purchase playground equipment for their preschoolers to increase physical activity</td>
<td>Heart Works’ Children's Medical Home Mission</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Community Health Need</td>
<td>Prevention of Heart Disease</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Specific Needs Identified in the CHNA:</strong></td>
<td>High percentage of heart disease related deaths (per 100,000 people)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Healthy People 2020 Target is 33.8 deaths</strong></td>
<td>Craven County 44.3 deaths; Jones County 57.8 deaths; Pamlico County 47.0 deaths</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Goals:</strong></td>
<td>Reduce the number of heart disease related deaths in the tri-county area</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Strategy: Reduce smoking in the community**

<table>
<thead>
<tr>
<th>Action Step</th>
<th>Accountability</th>
<th>Timeline</th>
<th>Desired Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Increase the number of smoke-free public places in Pamlico County</td>
<td>Pamlico County Health Dept</td>
<td>on-going</td>
<td>Reduce smoking</td>
</tr>
<tr>
<td>2. Conduct an assessment of tobacco policies in local municipalities in Craven and Pamlico Counties</td>
<td>Craven and Pamlico County Health Dept</td>
<td>on-going</td>
<td>Consistent policies that limit smoking</td>
</tr>
<tr>
<td>3. Offer free nicotine patches to CarolinaEast employees</td>
<td>Medical Center</td>
<td>on-going</td>
<td>Reduce smoking</td>
</tr>
<tr>
<td>4. Hold community health education program on smoking cessation</td>
<td>CCHC</td>
<td>on-going</td>
<td>Reduce smoking</td>
</tr>
</tbody>
</table>

**Strategy: Promote healthy living for employees**

<table>
<thead>
<tr>
<th>Action Step</th>
<th>Accountability</th>
<th>Timeline</th>
<th>Desired Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Availability of an on-site fitness center to employees 24/7</td>
<td>Medical Center</td>
<td>on-going</td>
<td>Employees become active</td>
</tr>
<tr>
<td>2. Offer various wellness programs for employees to participate-weight</td>
<td>Medical Center</td>
<td>on-going</td>
<td>Employees lose weight</td>
</tr>
<tr>
<td>3. Free health risk assessment to all employees under the BCBS plan</td>
<td>Medical Center</td>
<td>FY 2013</td>
<td>Identify risk</td>
</tr>
<tr>
<td>4. Offer healthy snacks options for Jones County employees- Snack boxes available with low-calorie snacks, no vending machines are available</td>
<td>Jones Co. Health Dept</td>
<td>on-going</td>
<td>Change eating habits</td>
</tr>
<tr>
<td>5. County Walking Program on Tuesday's and Thursdays available to all Pamlico County employees</td>
<td>Pamlico Co. Health Dept</td>
<td>on-going</td>
<td>Employees become active</td>
</tr>
</tbody>
</table>

**Strategy: Increase physical activity of the community**

<table>
<thead>
<tr>
<th>Action Step</th>
<th>Accountability</th>
<th>Timeline</th>
<th>Desired Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Participate in Community Transformation Team-Map out all free recreational opportunities in Craven County by marketing, educational programs, facility improvements, and funding sources.</td>
<td>Community Transformation Team</td>
<td>on-going</td>
<td>Community uses walking trails</td>
</tr>
<tr>
<td>2. Sponsor/participate community events that promote physical activities - Neuse River Bridge Run, MS Bike 150, YMCA Triathlon, Trent Woods Resolution Run, YMCA Turkey Trot, Coastal Women's Shelter Run for Shelter</td>
<td>Medical Center</td>
<td>on-going</td>
<td>Community becomes active</td>
</tr>
<tr>
<td>3. Hold an annual &quot;Walk for Your Health&quot; Walk-a-Thon in Jones County</td>
<td>Jones Co. Health Dept</td>
<td>on-going</td>
<td>Community becomes active</td>
</tr>
<tr>
<td>4. Develop a Wellness Program for Pamlico County</td>
<td>Pamlico Co. Health Dept &amp; Parks and Recs Dept</td>
<td>on-going</td>
<td>Community becomes active</td>
</tr>
</tbody>
</table>

**Strategy: Increase awareness of heart disease in the community**

<table>
<thead>
<tr>
<th>Action Step</th>
<th>Accountability</th>
<th>Timeline</th>
<th>Desired Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Offer to the community &quot;Give Your Heart a Healthy Beat&quot; 14 week program targeted to reduce the risk of heart disease (<a href="http://craven.ces.ncsu.edu/2013/01/give-your-heart-a-healthy-beat-5/">http://craven.ces.ncsu.edu/2013/01/give-your-heart-a-healthy-beat-5/</a>)</td>
<td>Craven County Health Dept and Cooperative Extension</td>
<td>on-going</td>
<td>Reduce heart disease</td>
</tr>
<tr>
<td>2. Hearts and Soles program targeting New Bern Mall walkers-provide monthly blood pressure screening</td>
<td>Medical Center</td>
<td>monthly</td>
<td>Reduce heart disease</td>
</tr>
<tr>
<td>3. Provide blood pressure screening at MumFest</td>
<td>Medical Center</td>
<td>annual</td>
<td>Increase awareness</td>
</tr>
<tr>
<td>4. Partner with AHA to offer special CPR Blitz training in Jones, Pamlico and Craven Counties.</td>
<td>AHA and Medical Center</td>
<td>annual</td>
<td>Increase awareness</td>
</tr>
<tr>
<td>5. Corporate sponsor of the annual New Bern Heart Ball</td>
<td>Medical Center</td>
<td>annual</td>
<td>Increase awareness</td>
</tr>
</tbody>
</table>
II. Health Needs Not Addressed

Several needs outlined in the CHNA process have not been addressed in this plan. In initial discussion and subsequent prioritization, the Medical Center considered the levels to which some needs were already being addressed in the service area. Additionally, some community needs fall out of the scope of expertise and resources of the Medical Center. The following chart outlines why some of the needs identified in the needs assessment aren’t addressed:

<table>
<thead>
<tr>
<th>Community Need</th>
<th>Reasons Needs Not Addressed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to healthcare</td>
<td>CarolinaEast Health System provides financial support to Jones County Health Dept, MERCI Clinic (free clinic in Craven County), and Hope Clinic (free clinic in Pamlico County) on a continuous basis to address access to healthcare.</td>
</tr>
<tr>
<td>Aging problems</td>
<td>Focus by the various health departments</td>
</tr>
<tr>
<td>Asthma</td>
<td>CarolinaEast Health System offers Better Breathers group in conjunction with AHA for victims of pulmonary disease.</td>
</tr>
<tr>
<td>Dental health</td>
<td>Focus by the various health departments and MERCI Clinic</td>
</tr>
<tr>
<td>Diabetes</td>
<td>CarolinaEast Health System offers Diabetes Support Group on a monthly basis.</td>
</tr>
<tr>
<td>Mental health</td>
<td>Continually being addressed by the state/region (North Carolina Hospital Association)</td>
</tr>
<tr>
<td>Motor vehicle accidents</td>
<td>Limited resources</td>
</tr>
<tr>
<td>STDs</td>
<td>Focus by the various health departments</td>
</tr>
<tr>
<td>Substance abuse</td>
<td>Same as mental health</td>
</tr>
<tr>
<td>Teenage pregnancy</td>
<td>Focus by the various health departments and county school systems</td>
</tr>
<tr>
<td>Tobacco use</td>
<td>Addressed in Heart/Cancer strategy</td>
</tr>
</tbody>
</table>