

PPH



Community Health Implementation Strategy - FY 22

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Hospital/County: Pitt County / Pitt Partners for Health CHNA Year: 2022 Priority: Access to Care HNC Alignment Indicator(s): Individuals below 200% federal poverty level, Uninsured, Life expectancy (years) Due Date: August 2022		
Step 1: What quality of life conditions do you want for the children, adults, and families in your community?	<ul style="list-style-type: none"> ● Have removed transportation barriers ● Have access to resources in their community ● Have access to resources (medical & social) 	<ul style="list-style-type: none"> ● Have improved physical health ● Have access to medications
Step 2: What does it look like when you achieve this result?	<ul style="list-style-type: none"> ● Improved & increased PCP/Patient relationships ● Fewer uninsured ● People are aware of the resources & actively utilizing 	<ul style="list-style-type: none"> ● Less ED visits ● Reduced crime rates ● Reduced unemployment rates
Step 3: How can you measure these quality of life conditions?	<ul style="list-style-type: none"> ● Pre/post surveys ● CHNA data 	<ul style="list-style-type: none"> ● Qualitative data ● Scorecard
Step 4: How are you doing on the most important measures of this (these) condition(s) in our community?	TBD.	
Step 5: Who are the partners that have a role to play in doing better?	<ul style="list-style-type: none"> ● CHNs/Access East ● Community Health Partners ● Religions Organizations / Outreach ● PHP (AmeriHealth Caritas, Healthy Blue, WellCare) 	<ul style="list-style-type: none"> ● The Community ● Police/EMS ● Community Health Centers ● Behavioral Health MCOs ● ECU Health
Step 6: What works to do better, including no cost and low-cost ideas?	<ul style="list-style-type: none"> ● Utilizing content experts ● Bringing the resources to the community 	<ul style="list-style-type: none"> ● Continue to engage new partners ● Incentives ● Free education programs
Step 7: What do you propose to do? In the section that follows, list and describe each strategy/intervention/action you plan to take.		

#	Strategy/Intervention/Action Name & Brief Description	Responsible Partners	Performance Measures How much will you do?	Performance Measures How well will you do it?	Performance Measures Is anybody better off?
1	Know It, Control It - designed to help people self-monitor their blood pressure and make healthy lifestyle changes to control high blood pressure.	Pitt Partners for Health, Greenville Housing Authority, Religious Organizations, Orgs hosting program	<ul style="list-style-type: none"> • # of people who register for the program • # of people served in the program • # of interventions • # BP stations • # of people who now have access to a BP station 	<ul style="list-style-type: none"> • % of participants who complete the program • % of Pitt County zip codes with access to BP stations • Average use of BP stations (3,6,9,12) months after program completion 	<ul style="list-style-type: none"> • % of participants who decrease BP • % of participants committed to learned lifestyle changes • % of participants with decreased medication needs
2	Vial of Life - designed to provide pertinent medication information to emergency personnel that can assist in administering the proper medical treatment	Pitt Partners for Health, Pitt County EMS, Greenville Fire-Rescue, Pitt County Community Paramedics	<ul style="list-style-type: none"> • # of vials distributed 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • # of incidents EMS utilized vials for patient information
3	Re-entry Initiative - <i>TBD</i>		<ul style="list-style-type: none"> • Re-entry simulator attendance • # of re-entry simulators • # of care packages distributed • # of Re-entry guides distributed 		

<p>Hospital/County: Pitt County / Pitt Partners for Health CHNA Year: 2022 Priority: Healthy Lifestyles HNC Alignment Indicator(s): Access to Exercise Opportunities, Limited Access to Healthy Food, Life Expectancy (years), Sugar-sweetened Beverage Consumption Due Date: August 2022</p>	
Step 1: What quality of life conditions do you want for the children, adults, and families in your community?	Improve healthy lifestyles by focusing on the prevention and care of chronic diseases affecting Pitt County residents.
Step 2: What does it look like when you achieve this result?	<p>All Pitt county residents;</p> <ul style="list-style-type: none"> ● Are aware of and educated on the concept of healthy lifestyles in preventing, managing, treating, and reversing chronic disease ● Are physically healthy ● Regularly engage in physical activity ● Choose and prepare healthy foods
Step 3: How can you measure these quality of life conditions?	<ul style="list-style-type: none"> ● Total number of program participants and attendance rates ● Pre/post surveys ● Qualitative data on knowledge, skills, and attitude changes through focus groups ● Return demonstration of skills
Step 4: How are you doing on the most important measures of this (these) condition(s) in our community?	<ul style="list-style-type: none"> ● CHNA ● Scorecard ● County Health Rankings
Step 5: Who are the partners that have a role to play in doing better?	<ul style="list-style-type: none"> ● All partnering organizations within Pitt Partners for Health ● Potential PPH partnering organizations in Pitt County <ul style="list-style-type: none"> ○ Fraternities, Sororities, NPHC, etc. ○ Local businesses (gyms, restaurants, etc.) ○ Libraries
Step 6: What works to do better, including no cost and low-cost ideas?	<ul style="list-style-type: none"> ● Community Buy-in Nothing for the community without the community ● Education ● Partnering with local businesses and organizations to provide passes, scholarships, sponsorships etc.
Step 7: What do you propose to do? In the section that follows, list and describe each strategy/intervention/action you plan to take.	

#	Strategy/Intervention/Action Name & Brief Description	Responsible Partners	Performance Measures How much will you do?	Performance Measures How well will you do it?	Performance Measures Is anybody better off?
1	Coordinate Approach to Child Health (CATCH) - physical activity and nutrition education program designed for elementary and middle school-aged children	School System, PPH, CATCH	<ul style="list-style-type: none"> • # of teachers trained to implement CATCH • # of sites implementing CATCH • # of students participating in CATCH 	<ul style="list-style-type: none"> • % of K-6 schools implementing CATCH • % of K-6 students participating in the CATCH program 	
2	Cooking Matters at the Store (CMATS) - offers adults a guided grocery store tour that teaches low-income adults how to get the most nutrition for their food dollars.	PPH, Pitt County Health Department - Diabetes prevention program, local grocery stores, churches, ECU Health medical students, Cooking matters,	<ul style="list-style-type: none"> • # of tours • # of participants 	<ul style="list-style-type: none"> • Participation rates 	<ul style="list-style-type: none"> • Improvement rates of pre/post survey • \$10 challenge success rates
3	Healthy Food Pantry - Partners with local food pantries to offer healthy food/ food boxes for those in need and additional education including recipes and community resources	PPH, Pitt County health Department, Pitt County farm and food council, Catholic Charities, local churches, Churches outreach ministries, food bank, Pitt County Schools, Cooperative Extension	<ul style="list-style-type: none"> • # of participants • # of recipes distributed • # of recipe samples distributed • # of food boxes distributed • # of food pantries in the county 	<ul style="list-style-type: none"> • % of individuals utilizing pantries • % of food pantries that participate in the healthy food pantry group • % of PPH members participating / connected 	<ul style="list-style-type: none"> • Improvement rates of pre/post survey
4	Kids In Parks - Expanding network of family-friendly outdoor adventures called TRACK Trails. Each TRACK trail features self-guided brochures and signs that turn a kid's visit into a fun and exciting outdoor experience.	Community Schools and Recreation, Kids in Parks, ECU Health Medical Center, Healthy People Health Carolina's, Pitt Partners for Health, Town of Grifton, Town of Fountain	<ul style="list-style-type: none"> • # of KIP trails • # of individuals utilizing sites • # of individuals registered online • # of participants tracking adventures 	<ul style="list-style-type: none"> • % of county using KIP trails • % of Pitt county residents registering on KIP website • % of KIP registered • Survey questionnaire results 	
5	Lifestyle Medicine - an evidence-based approach shown to prevent, treat and reverse chronic disease. The aim is to treat the underlying cause of disease rather than its symptoms. Because it treats cause and not just symptoms, only through Lifestyle Medicine can we alter the course of spiraling health care costs.		<ul style="list-style-type: none"> • # of Dinner w/ a Doc events • # of Dinner w/ a Doc participants • # of Exercise is Medicine participants • # of newsletters • # of Newsletters FB engagements 	<ul style="list-style-type: none"> • Exercise is medicine participation rates • % of participants demonstrating fall prevention skills 	<ul style="list-style-type: none"> • % of chronic disease improvement measures • % of change in quality of life scores
6	Track Rx - Component of Kids in Parks that partners with doctors and health-care providers to get program materials in the hands of their patients. Partnering doctors prescribe outdoor activity to their patients called Park Rx/Park Prescriptions	PPH, Pediatric Specialist (Greenville, Farmville, and Winterville), Brody School of Medicine (ECU Specialty Clinic), Down East Diabetology, Carolina Clinic for Health and Wellness	<ul style="list-style-type: none"> • # of practice sites • # of pediatric specialist involved • # of participants 		

7	WalkwiseNC - Community led walking program that emphasizes walking as physical activity, social support, and policy change.	Community groups, neighborhoods, and/or churches, ECU Health Medical Center, Healthy People Health Carolina's, PPH	<ul style="list-style-type: none"> • # of sites • # of participants 	<ul style="list-style-type: none"> • Participation rates • Average # of sites participating per year 	<ul style="list-style-type: none"> • % of participants who reach desired weight loss and/or BMI goals
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CHNA Year: 2022 Priority: Mental Health HNC Alignment Indicator(s): Suicide Rate, Adverse Childhood Experiences, Excessive Drinking Due Date: August 2022	
Step 1: What quality of life conditions do you want for the children, adults, and families in your community?	Individuals living in Pitt County will have good mental health and well-being and access to culturally appropriate care.
Step 2: What does it look like when you achieve this result?	<ul style="list-style-type: none"> ● Increase in the normalization of conversations around mental well-being and the treatment of mental illness ● Reduction of stigma, especially of those that may not look, act, or have a past that aligns with your world views, personal values, perceptions, and understandings ● A basic understanding of mental illness or mental health disorders, and the role that support persons can play in promotion of well-being and suicide prevention ● Early identification of high risk individuals for suicide
Step 3: How can you measure these quality of life conditions?	<ul style="list-style-type: none"> ● Pre/post test ● Knowledge assessments ● Return demonstration of skills ● Anecdotal qualitative data such as verbal feedback and comments
Step 4: How are you doing on the most important measures of this (these) condition(s) in our community?	While we continue to struggle with open discussions regarding mental illness, we are slowly seeing positive change as evidenced by an increase in knowledge and a reduction in stigma in pre and post assessments.
Step 5: Who are the partners that have a role to play in doing better?	<ul style="list-style-type: none"> ● ECU Health Medical Center ● Pitt County Schools ● Department of Social Services ● Veterans Administration ● ECU Schools of Social Work, Public Health, & Education ● Access East ● Eastern AHEC ● Cedarbridge Church ● LA FLECHA FILM CO ● ECU Dr. Jesse R. Peel LGBTQ+ Center ● Pitt County businesses ● Pitt County residents with lived experience ● Trillium
Step 6: What works to do better, including no cost and low-cost ideas?	<ul style="list-style-type: none"> ● Continue to engage with new partners, including less traditional partners such gun shops and retailers, and shooting ranges ● Continue and encourage storytelling ● Sharing of resources with community providers ● Trainings on suicide prevention ● Community education / health fairs
Step 7: What do you propose to do? In the section that follows, list and describe each strategy/intervention/action you plan to take.	

#	Strategy/Intervention/Action Name & Brief Description	Responsible Partners	Performance Measures How much will you do?	Performance Measures How well will you do it?	Performance Measures Is anybody better off?
1	BRACE - Team of professionals and invested community leaders who meet monthly to address trauma through systemic and organizational change and community education	<i>D’Nise Williams</i>	<ul style="list-style-type: none"> • # events/opportunities • # participants at events/opportunities • # Resilience trainings • # staff/volunteers involved • # hours of instruction • # BRACE meetings • # BRACE members • Dollars spent 	<ul style="list-style-type: none"> • % of events/opportunities that are well attended • % of registered participants that attend trainings • % of participants that successfully complete the training • % retention of BRACE members from quarter to quarter 	<ul style="list-style-type: none"> • % increase in knowledge of related topic
2	Mental Health First Aid (MHFA) - 6-8 hour in-person and virtual training that teaches lay persons how to help a person developing a mental health problem, experiencing a worsening of an existing mental health problem or in a mental health crisis; both adult and youth versions are offered	<i>Sue Anne Pilgreen Jessica Barbee</i>	<ul style="list-style-type: none"> • # training opportunities • # participants at trainings • # instructors involved • # hours of instruction • Dollars spent 	<ul style="list-style-type: none"> • % of registered participants that attend trainings • % of participants that successfully complete the training • % retention of MHFA instructors from year to year • % of instructors that teach at least the minimum number of classes required to maintain instructorship • # of potential lives saved 	<ul style="list-style-type: none"> • % decrease in mental health and suicide related stigma • % increase in suicide prevention knowledge
3	Community-wide positive messaging - Utilization of positive messaging on buses, billboards, etc. to promote mental well-being of the community at large	<i>Minerva Freeman Valerie Walker</i>	<ul style="list-style-type: none"> • # of messaging opportunities posted on digital platforms • # of impressions/views/reached • Dollars spent 	<ul style="list-style-type: none"> • Implementation of action before deadline 	<ul style="list-style-type: none"> • # of affirming anecdotal comments made about the positive messaging
4	Mental Health Resource Guide	<i>Pitt Partners for Health</i>	<ul style="list-style-type: none"> • # of providers/resources listed 	<ul style="list-style-type: none"> • % of people matched with the appropriate resource for their need 	

