

2016

Frye Regional Medical Center

Implementation Strategy

To Address Significant Community Health Needs

Catawba County, North Carolina

Paper copies of this document may be obtained at Frye Regional Medical Center, 420 N Center Street, Hickory, NC 28601, 828-315-5000 or via the hospital website <http://www.fryemedctr.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 Frye Regional Medical Center (Catawba County, North Carolina). This document is the FRMC Implementation Plan outlining how FRMC plans on addressing significant health needs in the community.

The CHNA is contained in a separate document.

FRMC's Board of Directors approved and adopted this Implementation Strategy on December 12, 2016.

Starting on December 30, 2016, this report is made widely available to the community via FRMC's website, www.fryemedctr.com, and paper copies are available free of charge at the FRMC hospital at 420 N. Center Street, Hickory, NC 28601 or by phone (828) 315-5000.

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 FRMC's website.

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

1. Physical Activity
2. Nutrition
3. Chronic Disease

FRMC plans to meet the significant health needs:

1. The actions the hospital facility intends to take to address the significant health needs of Physical Activity Nutrition and Chronic Disease are detailed below. A common theme throughout the findings is the strong correlation between poverty, education and the health of the community. In addition, the number of children living in poverty is on the rise. We have taken that into consideration when proposing the following initiatives.

- a. Physical Activity:
 - i. Host the annual “Do the Unthinkable 5K”- approximately 400 runner/walkers attend each year. Providing children with access to healthy activities was identified as an opportunity in the findings. Frye provides a special incentive for schools during the Unthinkable, to encourage parents and students to participate. Scholarships are provided for those that want to participate but do not have the means to do so.
 - ii. Host periodic “group-walks”, in conjunction with the City of Hickory, at the walking track at the hospital, to be promoted via social media and earned media.
 - iii. Host annual Heart Walk in the Spring of 2017, in conjunction with the YMCA.
 - iv. Sponsor Valley Hills Mall- mall walker program
 - 1. Host 4 group walks/year at the mall
 - v. Pilot the “Exercise is Medicine” program, in conjunction with the Catawba County Health Department, for cardiac patients. This program “prescribes” exercise as a part of healing, post cardiac events.
 - vi. Promotion of Vitality program for Frye employees.
- b. Nutrition
 - i. Implement the American Heart Association’s (AHA) Healthy Workplace Food and Beverage Toolkit
 - 1. Offer on-site Farmer’s Market periodically in the cafeteria- to help address the food desert situation south of Frye and to provide Frye employees and families ready access to fresh fruits and vegetables.
 - 2. Offer on-site healthy cooking classes and samples.
 - 3. Add calorie counts to foods in the cafeteria.
 - 4. Increase the amount of water offered, reducing the number of sugar sweetened beverages. Increase the cost of sugar sweetened beverages over the cost of water.
 - ii. Frye to become designated a WorkPlace Health Solutions company
 - 1. Rollout the “My Life Check” assessment tool and “Life Simple 7” tools to Frye employees, provided by the AHA
 - iii. Frye to host nutrition educational events to local employers and at community events through the community dietician.
- c. Chronic Disease
 - i. Host 6 screening events at Valley Hills Mall via the Mobile Screening Unit

- ii. Host AHA Executive Luncheon and challenge local employers to begin to work toward a WorkPlace Health Solutions designation
- iii. Host monthly Healthy Heart Screenings in the Heart Tower Lobby at Frye
- iv. Host pre-diabetes screenings, in conjunction with the Catawba County Health Department, to provide screenings for the indigent and/or underserved in our community. According to the findings, 31.7% of the African-American community in the county lives in poverty. The African-American population is more likely to die from heart disease, diabetes, cancer, stroke and kidney disease.
- v. Promotion of the Smoking Cessation program to local employers
- vi. Sponsor annual Heart Ball to raise research dollars and awareness about heart disease in our community
- vii. Provide on-site physicals, via the mobile screening unit, at employers and in the community, specifically in areas that are underserved.
- viii. Sponsorship of the blood pressure screening kiosk at Valley Hills Mall
- ix. Increase mobile mammograms provided on-site via the mobile unit and increase awareness around the CT Lung Screenings available at Frye. Regarding cancer in Catawba County, there are two trends of concern since the 2011 CHA. First, there has been a net increase in breast cancer mortality from 2009 to 2013. Data also shows that 22.43% of all cancer diagnoses in 2014 were made at Stage III or IV, with 63.13% of lung cancer occurring at a late or advanced stage.
- x. Roll-out WorkPoint Wellness program to local employers to help increase the wellness of employees

2. The anticipated impact of these actions would be to provide consistent and periodic opportunities for the community to become more active, to increase opportunities to access healthy food options and to have access to low-cost or free health screenings. In addition, a focus of the plan is to increase opportunities for Frye employees to make healthier choices while at work, as leaders in health in our area. This impacts 1700+ employees in addition to our patients and visitors.
3. The programs and resources the hospital plans to commit to address the health need include:
 - a. AHA sponsorship of \$25,000 annually
 - b. Launch and continue to support the WorkPoint Wellness program for local employers

- c. Host on-going community health screenings, many of which are free or at a nominal fee
 - d. Host the annual “Do the Unthinkable 5K”
 - e. Sponsorship of Mall Walker program & blood pressure kiosk at Valley Hills Mall
4. Any planned collaboration between the hospital facility and other facilities or organizations
- a. Valley Hills Mall
 - b. The City of Hickory
 - c. The American Heart Association
 - d. The YMCA
 - e. The Health Department
 - f. Hickory Crawdads

Frye Regional Medical Center does not intend to address the following significant health needs:

1. As mentioned above, cancer remains the number one cause of death in Catawba County. However, data from the 2015 assessment process shows a drop in overall cancer incidence, therefore, we chose to focus on physical activity, nutrition and chronic disease. Addressing these concerns indirectly also addresses cancer prevention.
2. Suicide is on the rise in Catawba County, however, with the significant challenge of recruiting additional providers and the lack of state funding around mental health we felt that we would have fewer opportunities to affect positive change in this area. However, we continue to try to recruit an additional mental health provider to the area and we are evaluating the expansion of beds at South Campus, Frye’s Behavioral Health Facility.
3. Stroke as a cause of death has trended downward by 17.9%. Therefore, we have chosen to focus on other areas of concern.

Frye Regional Medical Center will monitor the progress through the Hospital’s Executive Team and will annually report the progress to their Board and the community.

The Frye Regional Medical Center board of directors approved this assessment and the hospital’s implementation plan on December 12, 2016.

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