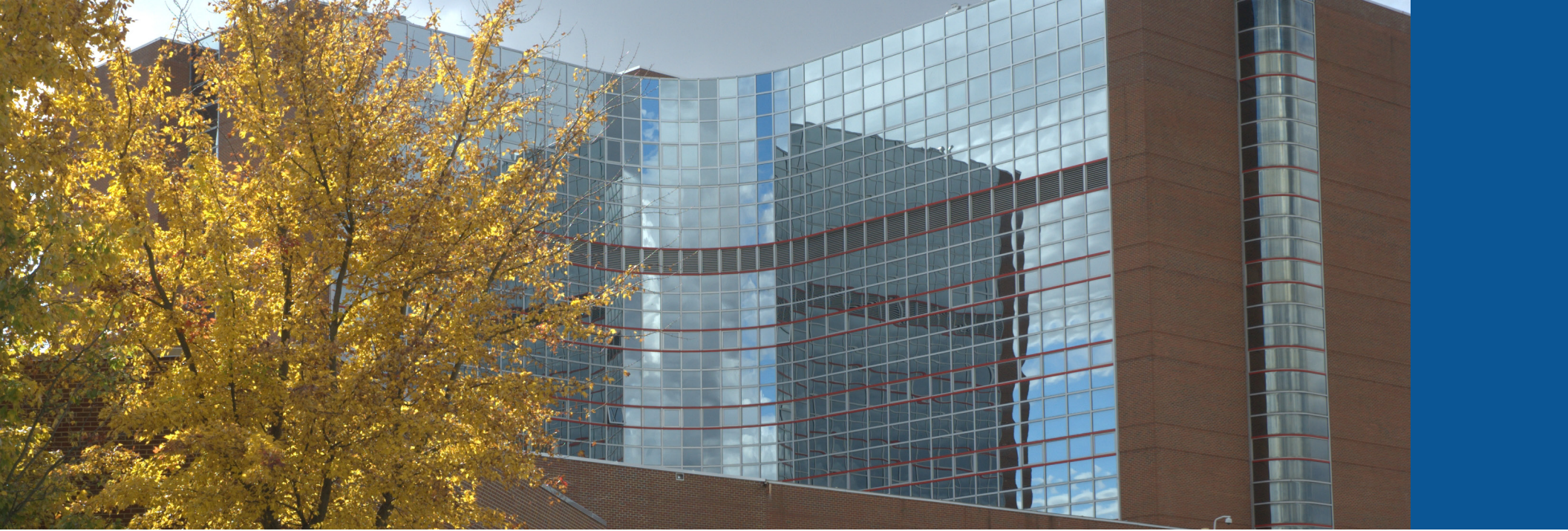


2013

Community Health Needs Assessment





About us

Iredell Health System is a non-profit health care system located in rural Iredell County, North Carolina.

Iredell Health System includes Iredell Memorial Hospital, Iredell Home Health, a certified Diabetes Program, Iredell Wound and Hyperbaric Center, Corporate Wellness, and the Iredell Physician Network. Iredell Memorial Hospital is the largest and only non-profit hospital in Iredell County. The comprehensive healthcare facility has 247-beds and close to 1,600 employees.

Our Centers of Excellence include cancer, cardiovascular, surgical, women's and children's, and wellness & prevention services.

Iredell Health System conducted a Community Health Needs Assessment in 2013 to review the health care needs of the citizens living in Iredell County and to identify how the health system could take steps to address any unmet needs.



The Iredell Health System's Community Health Needs Assessment includes collaboration and participation from stakeholders, including the review of available information about the health and healthcare services in Iredell County. The Community Health Needs Assessment provides the health system with current information about the health needs of Iredell County and information to address priority health concerns in Iredell County, the health system's primary service area.

The health needs of the community were assessed and identified. The Iredell Health System Community Health Needs Assessment included the following:

- Collaboration with the Iredell County Public Health Department
- Direction and consultation by experts in the field of community and public health
- Agencies that support the community through education
- Training and evidence-based research relating to health disparities in the geographical area served by Iredell Health System.

Information was also gathered through interviews with government officials, medical providers, and healthcare consumers. The Community Health Needs Assessment also includes information for the medically underserved, low income and minority populations.

How the Assessment Came Together

Iredell Health System collected and analyzed statistical data in developing Iredell Health System's Community Health Needs Assessment. The data provided the health system with current, empirical information about access to health care services, health care utilization, health behaviors, health status and health care knowledge, and perceptions of health-related issues among the Iredell County population.

Unless otherwise specified, Iredell Health System's Community Health Needs Assessment will be conducted every three years. This document is the written Community Health Needs Assessment, implementation strategy and action plan that will be in place until 2016. The Iredell Health System Community Health Needs Assessment was reviewed, approved and

adopted by Iredell Health System's Board of Directors on September 5, 2013. The Community Health Needs Assessment written document, implementation strategy, and the action plan was made widely available to the public on September 20, 2013.

The Community Health Needs Assessment, implementation strategy, and action plan were placed on the Health System's website, containing a specific link on which the report is posted. The website has clear instructions for easy access and instructions for downloading the Community Health Needs Assessment. The document is posted on the website in a format that, when accessed, downloaded, viewed and printed in hard copy, exactly reproduces

the images of the written Community Health Needs Assessment report. The document can be accessed at no charge. The Community Health Needs Assessment will remain available on the website until a subsequent Community Health Needs Assessment is conducted, approved by the Health System's Board of Directors, and made widely available to the public.

Via the Health System's website, the public may provide written comments concerning the Community Health Needs Assessment and implementation strategy. The comments will be reviewed by designated hospital staff and individual responses may be offered, as indicated.



Our 2013 Health Initiative

As a result of Iredell Health System's Community Health Needs Assessment, Iredell Health System created and introduced a new Community Health Initiative in 2013. **The 2013 Community Health Initiative is to REDUCE THE USE OF SMOKING TOBACCO AND SMOKELESS TOBACCO. The use of tobacco is a contributing factor to four significant health issues in Iredell County.**

These four issues are **heart disease, cancer, diabetes and stroke**. Tobacco use was identified as a significant health issue in Iredell County by the Iredell County Community Health Assessment. Adoption of tobacco cessation programs will have a major impact on individual and population health in Iredell County. Iredell Health System adopted an implementation strategy, including specific goals, and initiated the Community Health Needs Assessment action plan in the spring of 2013. Goals for the Community Health Needs Assessment will measure Iredell Health System's progress and impact in addressing this priority health concern. This Community Health Needs Assessment document presents the health system's approach and introduces the new community health initiative and the basis for its conclusion.

Community Served

Iredell Health System provides health care services to the citizens of Iredell, Alexander, Davie, Catawba, Rowan and Wilkes Counties. Approximately seventy-five percent (75%) of the patients treated and discharged from Iredell Health System reside in Iredell County.

The mission of Iredell Health System is to support our community's journey toward optimal health, to provide excellent experiences for our patients and their families, and to deliver high quality, affordable health services. As a community hospital and health system, Iredell does not exclude or ignore the health needs of the medically underserved populations, low-income persons, minority groups, persons with chronic health needs, or other medical or socioeconomic disparities. Iredell Health System strives to ensure access to health care services is available and free from barriers for all people.

Iredell County, as of 2012, had an estimated population of 162,708. The county has a total area of 597 square miles. Two busy interstates — I-77 and I-40 — run through Iredell County, intersecting in Statesville, where Iredell Memorial Hospital is located. The county is more populated to the south, consisting of business and industry, and less populated to the north, a largely agricultural area.

Iredell County experienced a 28.9% growth in population from April 2000 through July 2009. The growth represents every municipality. Statesville remains the most populated, followed closely by the Town of Mooresville. Troutman, located between Statesville and Mooresville, experienced 25.5% growth from April 2000 through July 2009 and Harmony, to the north, experienced a growth of 24.9% during the same period. The largest total population by age is 45-49 years. Nearly 20,000 people living in the county are 65 years of age or older. According to the Iredell County Community Health Assessment, the median age for Iredell County residents is 38.1.

Education influences health behaviors in many ways. Iredell County has two formal public school systems: Iredell-Statesville Schools and Mooresville Graded Schools. In total, there are twenty elementary schools, eight middle schools and six high schools. Educational attainment levels for the county are 32.8% have graduated or obtained a Graduate Equivalency Diploma; 22.4% have attended some amount of college, but did not receive a degree; 8.1% have obtained an associate degree; and 20.3% have a bachelor's degree or higher. There are two colleges with campus locations in Iredell County: Mitchell Community College and Gardner-Webb University.

Processes and Methods Used to Conduct the Community Health Needs Assessment

The Iredell Health System Community Health Needs Assessment evaluated the health needs of Iredell County. The process to measure the health needs included collaborations with representatives from the Iredell County Public Health Department, consultation by experts in the field of community and public health, input from agencies that support the community, review of evidence-based research relating to health disparities, and interviews with government officials, medical providers, and healthcare consumers. Information reviewed for the Community Health Needs Assessment included information about the medically underserved, low income, and minority populations. The Community Health Needs Assessment also included information obtained from the Iredell County Community Health Assessment.

The Iredell County Community Health Assessment estimates the health of the county population and also reports on the health of the county by specific groups and subgroups. The Iredell County Community Health Assessment includes information from households of all educational and income levels, including the most vulnerable residents and those living below the federal poverty level. Secondary data collected for the Iredell County Community Health Assessment originated from the North Carolina State Center for State Health Statistics Community Health Data Book-2011, the U.S. Census Bureau American Community Survey, the Kids County Data Center, the N.C. Employment Security Commission and other published data.

The Iredell Health System Community Health Needs Assessment process included representation from persons who have a broad knowledge of the community. Representatives from the Iredell

County Public Health Department, the community, the medical community, the medically underserved, the low income populations, minority populations, and organizations representing the interests of these populations contributed to the Community Health Needs Assessment via an online and printed survey in English and Spanish. The Iredell Health System Community Health Needs Assessment also included the results of the Iredell County Community Health Assessment which analyzed and prioritized community health needs. Issues considered as top priorities in the Iredell County Community Health Assessment were the county's capacity to address health priorities; the potential impact on the priority issue; how amenable each health priority was to change; community programs that may already be addressing the health priority; and, assessing the economic, social, cultural, political, and other issues that might influence the community's ability to address the health priorities.

Additional Resources Available and Barriers

Iredell Health System's Community Health Needs Assessment includes an evaluation of available healthcare resources in the service area. The Community Health Needs Assessment also includes an evaluation of the barriers to health care resources in Iredell County.

There are a total of three acute care hospitals in Iredell County. Other medical resources in Iredell County include:

- Iredell County Public Health Department
- Health Outreach Clinic
- Statesville Family Medicine, a federally qualified health center
- Piedmont HealthCare, a large multi-specialty provider organization
- Iredell Surgical Center
- Iredell Physician Network
- Numerous other physician practices.

Additional community health resources and services in Iredell County are adult day care, assisted living facilities, children's educational resources, community dental care providers, dialysis centers, medical equipment resources and suppliers, food assistance, non-skilled nursing care, skilled nursing care, home health, hospice care, mental health clinics, pregnancy resource centers, medical transportation, urgent care, recreational and fitness centers, and senior centers.

As a result of the Iredell Health System Community Health Needs Assessment, it was learned that some families report lack of insurance, poor access to medical services and the high cost of health care as barriers to care. It was also discovered that, in many cases, comprehension of complex health care system issues and navigating this complex system are difficult for some persons living in our service area.

In Iredell County, resources are available to help remove these barriers to care. Iredell Health System offers financial consultation and assistance, care coordinators, discharge planners and social worker consultations. Iredell Health System also provides qualifying individuals with financial assistance programs.

In an effort to improve communication to our community about available resources and programs, Iredell Health System placed additional information on its web site and included more information during the admission process, including its financial assistance policy and contact information.

More information about Iredell Health System's financial assistance program can be found at <http://www.iredellmemorial.org/FinancialAssistance>.

Additionally, organizations such as the Iredell County Public Health Department, Statesville Family Medicine, and the Health Outreach Clinic provide access to no-cost or affordable medical care or information about available medical and healthcare services in Iredell County.

Assessment of Community Health Needs and Health System Response

The Iredell Health System Community Health Needs Assessment assessed the community health needs of Iredell County. The most prevalent and significant health issues in Iredell County are heart disease, cancer, stroke, and Alzheimer's disease.

The top ten health priorities identified in the 2011 Iredell County Community Health Assessment are heart disease, cancer, diabetes, nutrition, physical exercise, tobacco, substance abuse and misuse, healthy aging, stroke and teen sexual behavior.

Active living (physical activity) and healthy eating (nutrition) were selected as the two top priorities for the Iredell County Community Health Assessment because seven of the ten top revealed health concerns (heart disease, cancer, diabetes, lack of physical activity, nutrition issues, healthy aging and stroke) are directly related to inadequate nutrition and physical activity practices.

Community resources are allocated, or are planned, to implement evidence-based strategies related to active-living, healthy eating, and tobacco-free living. Progress to increase access to fruits and vegetables includes location signage and a listing of farmers' markets on local business and industry websites. The new Share the Harvest Program inspires growers to donate excess fruits and vegetables to be given to those in need. The Parks & Trails of Iredell County map was developed and is being broadly distributed. Additionally, various strategies are underway to increase support for the acceptance of tobacco-free parks, fields, and recreation

campuses. Mitchell Community College adopted a tobacco-free campus policy, the Town of Troutman has a tobacco-free park policy, and daycare facilities in Iredell County are smoke-free.

However, there are still limited resources in the community to properly address tobacco-free living. Iredell Health System is needed to add expertise and other valuable resources to reduce the health conditions and diseases that tobacco use causes. In Iredell County, approximately 29,500 residents (18.5%) are smokers.

Tobacco use is the leading cause of preventable death in North Carolina and is also identified as the single largest preventable cause of disease and premature death in the United States.

Iredell Health System's Community Health Needs Assessment evaluated the available resources, current and potential actions to address prioritized issues, methods for change, impact for change, and probability for change. The assessment also chronicled the resources in the community that were allocated to address the significant priority health needs such as tobacco use, physical activity, and nutrition. This knowledge factored into Iredell Health System's Community Health Needs Assessment implementation strategy and action plan.

QUIT



As a result of Iredell Health System's Community Health Needs Assessment, Iredell Health System created and introduced a Community Health Initiative in 2013.

The 2013 Community Health Initiative is to REDUCE THE USE OF SMOKING TOBACCO AND SMOKELESS TOBACCO.

The decision to introduce this community initiative is based on several factors.

- An estimated 18.5% of Iredell County report using tobacco.
- There are cost barriers for individuals who are considering stopping tobacco use but cannot afford help.
- There are access issues for individuals considering stopping tobacco use.
- There are limited resources directed at this priority health concern.
- A reduction in the use of tobacco will improve individual health.
- A reduction in the use of tobacco will reduce the incidence of disease and premature death.
- Education regarding the use of tobacco and its effects may prevent future tobacco use.
- Iredell Health System has the expertise and resources to support our community in a collaborative effort to reduce tobacco use.



Implementation Strategy and Action Plan

In March 2013, Iredell Health System implemented a Community Health Initiative aimed at assisting people, organizations, and corporations with the education and resources to adopt a tobacco free-lifestyle.

The Iredell Health System Community Health Initiative is to REDUCE THE USE OF SMOKING TOBACCO AND SMOKELESS TOBACCO in Iredell County. The selection of this initiative is consistent with our mission “to support our community’s journey toward optimal health.”

The objectives for this initiative include:

- (1) Remove financial barriers to become tobacco-free.
- (2) Remove financial barriers for corporations desiring to offer tobacco cessation and tobacco-free workplace and campus programs.
- (3) Remove any access barriers to corporations by providing on-site tobacco cessation resources.
- (4) Remove access barriers by providing community education and tobacco cessation resources at select community events.
- (5) Reduce tobacco use and exposure to secondhand smoke in Iredell County.
- (6) Reduce the incidence of heart disease, cancer, and stroke in Iredell County.

The Health System developed and implemented a community plan related to tobacco-free living. Although, tobacco cessation should be a goal for everyone, Iredell Health System identified the following target populations for this community health initiative:

- Persons with diagnosed heart and/or lung disease
- Pregnant or nursing mothers
- Teens and adolescents
- Persons exposed to second-hand smoke
- The workforce in Iredell County (government, school, business and campus locations)

The principle methods used in this community health initiative will provide resources in the form of staffing, programs, education, and awareness for the communities and corporations located in Iredell County. Direct efforts will be deployed to increase awareness of the harm smoking, smokeless tobacco use, second-hand and third-hand smoke cause to population health.

In addition, Iredell Health System has deployed resources to contact employers, government agencies and schools in Iredell County in an effort to widely communicate the available services of this community health initiative. Area businesses and industries are invited to partner with the Health System in an effort to create tobacco-free campuses.

As part of this initiative, Iredell Health System developed a free tool kit for use by any government, school, or corporation in Iredell County. This program is available at no cost for the calendar years 2013 and 2014.

The tool kit assists businesses and organizations in their efforts to become tobacco-free. The American Cancer Society's Fresh Start™ Program is an essential part of the tool kit. The tool kit also includes a step-by-step process for partners to follow as they move toward a tobacco-free work environment.

The program, provided by Iredell Health System, includes:

- Expert medical staff support
- On-going support and leadership to introduce and assist the organization in achieving a tobacco-free workplace
- Health fairs at the organizations to assist with the introduction of the initiative
- Education for organizational management
- Informational Tools (e-blasts, newsletters inserts, healthy recipes, desktop helpers)
- Tobacco-free resources
- Smoking cessation classes
- Fresh Start™ Facilitator for initial classes
- Participation recognition

Measurements for Success

Iredell Health System will measure the success of this community health initiative by the number of persons educated about the initiative and by the number of persons educated about the risks of tobacco use. By October 2015, Iredell Health System will have communicated with 15% (approximately 24,000 people) of Iredell County's population through this tobacco cessation community health initiative. The count will reflect the number of education encounters.

Approval

This report was approved by the Iredell Health System Board of Directors on September 5, 2013.

Iredell Health System Approvals:

President and Chief Executive Officer

Chairman, Board of Directors

Contact us

If you have a question about our Community Health Needs Assessment, please call 704.878.4500.

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