

## SWAIN COMMUNITY HOSPITAL

### A Duke LifePoint Hospital

This is the facility specific implementation strategy for Swain Community 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 Swain Community Hospital to support specific community benefit efforts as part of a larger community-wide plan.

## OUR COMMUNITY AND KEY PARTNERS

### Swain Community Hospital

Swain Community Hospital's health information provided the basis for the geographic focus on the CHNA. The map below (view figure 1) shows where Swain Community Hospital received its patients; most of the hospital's inpatients came from Swain County. Specifically, approximately 199 in-patient experiences were residents whom indicated they resided in Swain County, which is 53% of our patients at Swain Community Hospital. It was reasonable to select the Swain Community Hospital as a primary focus of the CHNA due to half of inpatient activity traffic to the hospital being from Swain County. With that being said, surrounding counties could benefit from efforts to improve health in the county. The service area includes medically underserved, low-income and minority populations who live in the geographic area from which the hospital draws its patients.

### Swain Community Hospital Patients – 2018



Figure 1: 2018 Planning Service Area Definition. *Casemix*, 2018.

## **PRIORITY HEALTH NEEDS & HOW THEY WERE ESTABLISHED**

### **Prioritization Process**

#### **Process & Criteria**

During our group process, the following criteria were applied to the issues listed above to select priority health issues of focus for our community over the next three years:

- **Criteria 1 – Relevant** – How important is this issue? (Urgency to solve problem; community concern; Focus on equity; Linked to other important issues)
- **Criteria 2 – Impactful** – What will we get out of addressing this issue? (Availability of solutions/proven strategies; Builds on or enhances current work; Significant consequences of not addressing issue now)
- **Criteria 3 – Feasible** – Can we adequately address this issue? (Availability of resources (staff, community partners, time, money, equipment) to address the issue; Political capacity/will; Community/social acceptability; Appropriate socio-culturally; Can identify easy, short-term wins)

Beginning in August 2018, the Community Wellness Action Team, led by the Swain County Health Department and Swain Community Hospital, spent considerable time reviewing the data to better understand issues affecting a majority of members in the county. Community Leaders were interviewed to gain insight into their main concerns within their scope of practice. Significant health issues in our community were identified by reviewing and discussing comprehensive health data with key stakeholders.

The following criteria to identify significant health issues were utilized:

- Size and severity
- Disparities
- Community concerns
- County data deviates notable from the region, state or benchmark

Including input from the community is a critical element of the community health assessment process. Our county included community input and engagement in several ways:

- Creation of the Community Wellness Action Team, a community committee established by Swain County Health Department and Swain Community Hospital
- Community leaders were involved in key informant interviews gathering primary data in regards to Swain County Health
- Listening sessions were open to all members of the public
  - Swain Community Hospital sponsored a community listening session on opioids

Once two priorities were proposed, the representatives from Swain Community Hospital and Swain County Health Department presented to the following organizations for community input and approval:

- Board of Commissioners

- **Food Insecurity:** Roughly 30% of citizens in Swain County in the survey indicated having food insecurity in 2018, which is 6% higher than the WNC average and 2% higher than the National average (WNCHN – WNC Healthy Impact Community Health Survey, 2018).
- **Heart Disease:** The leading cause of death in Swain County, in fact, the county leads the region and state in cases of heart disease (WNCHN – WNC Healthy Impact Community Health Survey, 2018).
- **Diabetes:** Cases of diagnosed diabetes has increased by an estimated 13% in three years, resulting in 23% of residents in Swain County who were surveyed being diagnosed with diabetes (WNCHN – WNC Healthy Impact Community Health Survey, 2018).
- **Chronic Obstructive Pulmonary Disease:** Roughly 22% of individuals surveyed in 2018 reported having COPD, which is a marginal increase from 2015 (1%; WNCHN – WNC Healthy Impact Community Health Survey, 2018).
- **Opioids:** 25.7% of residents participating the survey reported using opioids in the previous year with or without a prescription, and approximately 49.4% reported their life being negatively affected by substance abuse (WNCHN – WNC Healthy Impact Community Health Survey, 2018).
- **Tobacco:** E-cigarette usage has increased by 2% since 2015, resulting in 9.2% of the residents surveyed indicating they use an e-cigarette or vape pen (WNCHN – WNC Healthy Impact Community Health Survey, 2018).

The following priority health issues are the final community-wide priorities for our county that were selected through the process described above:

### **Identified Priorities**

1. Chronic Disease as it Relates to Obesity -- Chronic Disease as it relates to obesity with Swain County community members – Chronic disease emerged as a health priority during the 2015 Community Health Assessment, and obesity was identified as a priority in 2011. Progress has occurred in several areas related to chronic disease, however, much improvement is still to be made, based on our overweight/obesity rates, fruit/vegetable consumption rates, and heart disease rates. During the prioritization process, community members voted for the following identified health indicators:
  - a. Obesity
  - b. Heart Disease
  - c. Food Insecurity

C-WAT opted to combine chronic disease and overweight/obesity to form one healthy priority (chronic disease as it relates to obesity) with hopes of addressing all-encompassing aspects of this priority. This health priority is also in line with the NC Healthy People 2020 objectives:

comparison to the WNC average of 31.5%, far below the Healthy People 2020 Target of 30.0% or higher (WNCHN – WNC Healthy Impact Community Health Survey, 2018; Centers for Disease Control and Prevention, 2013). In conjunction with this data, approximately 75.5% of individuals participating in the survey reported being overweight or obese, indicating an upward climb across the previous six years; and 50% (49.7%) of individuals reported being obese, which is a 12% increase since 2012 (WNCHN – WNC Healthy Impact Community Health Survey, 2018). Only a quarter of county residents indicated they received the recommended amount of daily physical activity, and one third reported being limited in activity due to a physical, mental, or emotional problem (WNCHN – WNC Healthy Impact Community Health Survey, 2018).

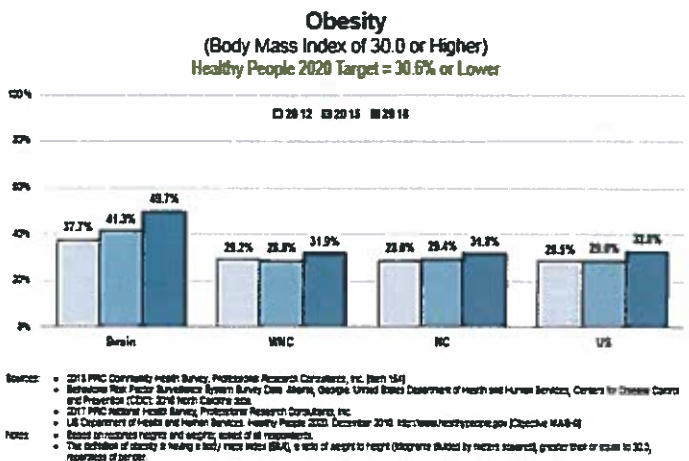


Figure 2: Obesity in Swain. WNCHN – WNC Healthy Impact Community Health Survey (2018).

### Desired Community Result

The Community Wellness Action Team met in the spring of 2019 to discuss the health priority chronic disease as it relates to obesity. A whole distance exercise was executed by Swain Community Hospital’s Wellness Manager, to which the action team established their desired result and goal – Swain County will progress towards having the #1 health ranking.

### Partner Agencies and Roles

Swain Community Hospital collaborates with Swain County Health Department, Swain County Schools, Chamber of Commerce, Smoky Mountain Railroad and many other key stakeholders in the community.

### Related Hospital Strategies

#### 2018 Priority Area 1

##### Population Level Data:

Only 2% of Swain County residents reported consuming the recommended fruits and vegetables per day and a quarter of the population reported achieving the recommended amount of physical activity. In conjunction, roughly 49% of residents were considered obese when completing the community health survey in 2018. Lack of nutrition, food insecurity, and physical activity are all related to weight status, specifically obesity. Obesity has strong ties to heart disease, cancer, diabetes, and a plethora of other chronic diseases. It is important to address proper nutrition and physical activity to make an impact on chronic disease rates.

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| <p>Hospital strategy 7</p> <p><b>Community Health Events</b></p> | <p>The hospital will sponsor the Smoky Streak to Health once every year. It is a free community event, specifically a fun walk, 5K, or 10K, available to all lifestyles, designed to engage all community members regardless of where they are on their health journey.</p> |
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**Basic Strategy Description**

Swain Community Hospital intends to meet the identified health need by targeting the actionable items listed above. In addition to what is listed above, Swain Community Hospital will meet the Chronic Disease as it relates to Obesity priority in the following ways:

- Wellness Manager for Swain Community Hospital will continue to sit on the School Health Advisory Committee for Swain County Public Schools – working on childhood obesity
- Wellness Manager for Swain Community Hospital will continue to provide health education sessions
- Smoky Streak to Health – free community walk, 5K or 10K event
- Chest Pain Re-Accreditation
- Expansion of the Cancer Center and services available
- Cardiac Interventions are now available to patients

**Collaborative Strategies:**

- Heart Health Fair – donated lunch from Swain Community Hospital
- Community Baby Showers – Harris Women’s available at event

**Priority Health Issue #2: Substance Abuse**

**Description of Community Need**

In 2018, more rural community residents were reporting overwhelming concerns about opioid addiction. According to the North Carolina Opioid Dashboard, in the fourth quarter of 2017, 270,000 pills were dispensed in Swain County alone, and by the end of the year 1,125,000 pills were dispensed. As recent as December 2018, the number of EMS naloxone administrations was as high as 17, and this is not including any administrations outside of Swain County Emergency Management Services. At the end of the third quarter in 2017, five individuals died from an unintentional opioid incident, further, data, showed that approximately 40% of drug related deaths involved fentanyl. Less than ten individuals were brought into the Swain Community Hospital’s Emergency Department for an overdose diagnosis.

**Desired Community Result**

The Coalition for a Safe and Drug Free Swain County met over several months to discuss the ultimate goal needed to reduce substance abuse within the county. The members of the coalition discussed and voted on the following result – All residents in Swain County are free of substance misuse.

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| Hospital strategy 4<br><b>Swain Pain Clinic</b> | Continuing to increase volume at the pain clinic to reduce opioids being used and finding alternate avenues for pain management. |
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**Basic Strategy Description**

Swain Community Hospital intends to meet the identified health need by targeting the actionable items listed above. In addition to what is listed above, Swain Community Hospital will be meeting the Substance Abuse priority in the following ways:

- Wellness Manager for Swain Community Hospital will continue to sit on the School Health Advisory Committee for Swain County Public Schools – working on e-cigarettes and vaping in the schools
  - Working with schools to coordinate Regional Tobacco Manager available for presentations
- Expansion of the Cancer Center and services available
- Wellness Manager for Harris Regional Hospital will continue to lead the Community Health sub-committee from WNC Harm Reduction Alliance
- Partnership with RezHope in community health endeavors featuring podcasts
- Para medicine program launching in 2019

**NEXT STEPS**

As part of the community health improvement process, Swain Community Hospital will continue to work with community partners in the development, implementation, and monitoring of our collaborative community health implementation plan that includes some of the hospital strategies outlined in this document. The implementation plan will be reviewed annually by the Swain Community Hospital Board of Trustees to assess progress on key community indicators, and updates will be made publically on the Community Health Report scorecard. Swain Community Hospital will design, publish, and maintain an electronic health report to indicate progress being made on community health priorities through strategies presented in the above document. All outcomes will be measurable and updated regularly. The scorecard will be active and available on our hospital website. The next community health needs assessment (CHNA) will be conducted in 2021.