

Community Health Needs Assessment and 2014 Implementation Plan

For more than 35 years, Duke Regional Hospital has cared for residents of Durham and the surrounding communities. Duke Regional is a not-for-profit hospital and we honor our tax-exempt status and responsibility to the community through programs, activities and partnerships aimed at improving the health of our friends and neighbors.

As part of that responsibility, we were proud to partner on the 2011 Durham Community Health Assessment, led by Partnership for a Healthy Durham. The assessment process compiled valid and reliable information about the health of Durham. It included 207 citizen surveys from randomly selected households and 10 community listening sessions with 283 community members. The Community Health Assessment Team — comprised of more than 95 members representing Duke Regional Hospital as well as other hospitals, universities, local government, schools, non-profit organizations and businesses — worked to direct the activities of the assessment and provide written content and expertise on issues of interest.

The assessment identified six health priorities for 2012 – 2015:

1. Obesity and chronic illness
2. Poverty
3. Education
4. Access to medical and dental care
5. Mental health and substance abuse
6. HIV and sexually transmitted infections

Duke Regional has a variety of programs and activities to help the community address the priorities identified.

POVERTY

Feeding the hungry

In November 2012, Duke Regional Hospital sponsored 205 meals for the Durham Rescue Mission's annual Thanksgiving dinner. In December 2012, employees donated 582 pounds of food for the Food Bank of Central and Eastern North Carolina. The food was used to operate food pantries, group homes, after-school programs, soup kitchens, shelters, elderly nutrition programs and day cares.

Salvation Army Angel Tree

In December 2012, employees adopted 175 angels from Duke Regional's Salvation Army Angel Tree. Children in Durham received bikes, clothing, dolls and toys thanks to the generous donations. Extra gifts were also donated to the Salvation Army for other needy families in the area.

2014 Goal: Durham Regional will host a drive to benefit underserved children or families in our community.

National Day of Service

Duke Regional employees take time to volunteer for the National Day of Service each January to honor Dr. Martin Luther King Jr. In January 2013, employees volunteered at Genesis Home, a local nonprofit agency that aims to end homelessness for families with children. Employees painted, cleaned the kitchen and also prepared a room for a new family to move in.

2014 Goal: At least 50 Duke Regional employees will volunteer during various days of service in the community.

EDUCATION

Health professions education

Duke Regional is committed to helping train the healthcare workers of the future. In FY 2013, DRH contributed \$3.2 million toward the training and teaching of tomorrow's healthcare professionals.

2014 Goal: Duke Regional will continue that level of support in FY 2014.

Project SEARCH

Duke Regional is the host business for Project SEARCH, a partnership with Durham Public Schools, OE Enterprises, Vocational Rehab and Durham Center Access that provides career development experiences to senior high school students with developmental disabilities. The students, accompanied by a teacher, teacher's assistant and job coaches, complete internships in several hospital departments during the academic year. Nine students graduated in June 2013.

2014 Goal: Duke Regional will continue to serve as a host site for Project SEARCH for the 2013-14 academic year.

City of Medicine Academy

Duke Regional has been a partner with City of Medicine Academy (CMA) and Durham Public Schools since the program's inception at Southern High School in the 1990s. In August 2011, CMA moved to a new facility located on the Duke Regional campus. As part of our partnership, Duke Regional hosts students for clinical rotations and internships and provides CPR training. Katie Galbraith, the hospital's interim president, partnered with NC New Schools for a North Carolina Department of Public Information webinar on school-industry partnerships. In addition, Duke Regional has hosted the school's senior awards night the last three years.

2013 Goal: Duke Regional will continue to partner with CMA in 2014.

ACCESS TO MEDICAL AND DENTAL CARE

Lincoln Community Health Center

Lincoln Community Health Center (LCHC) is a federally qualified community health center that provides primary care services for about 40,000 patients each year. Approximately 80 percent of LCHC patients are uninsured and living at or below the poverty level.

In addition to generous financial support, Duke Regional provides engineering, environmental, laboratory, pharmacy and radiology services. The total Duke Regional Hospital contribution to LCHC in fiscal year (FY) 2013, including monetary and in-kind services, was more than \$6.9 million.

2014 Goal: Duke Regional will continue that level of support in FY 2014.

Durham County Emergency Medical Services

Durham County Emergency Medical Services (EMS) serves as the primary provider of emergency ambulance services and alternative medical transportation in Durham County. In FY 2013, Duke Regional paid the county more than \$2.3 million to support Durham EMS.

2014 Goal: Duke Regional will continue that level of support in FY 2014.

Project Access Durham County

Project Access of Durham County (PADC) provides specialty care at no charge to uninsured and underinsured Durham residents living at or below 200 percent of the federal poverty level. These residents have access to primary health care through Lincoln Community Health Center.

2014 Goal: Duke Regional will continue to provide office space as well as technological support for PADC in FY 2014.

Charity care

Each year Duke Regional provides no-cost or discounted urgent or emergent health care services to patients who were unable to pay. In FY 2013 Duke Regional provided \$20 million in charity care.

2014 Goal: Duke Regional will continue to provide charity care in FY 2014.

Look Good...Feel Better®

The American Cancer Society's Look Good...Feel Better® program provides support for female cancer treatment patients who have experienced hair loss or other physical appearance changes due to chemotherapy or radiation treatments. In FY 2013, this monthly support program helped 67 women and 38 caregivers.

2014 Goal: Duke Regional will continue to support the program in 2014 with a goal of reaching 75 patients.

MENTAL HEALTH AND SUBSTANCE ABUSE

Durham Center Access (Oakleigh)

Each year Duke Regional provides \$100,000 to support Durham Center Access, an inpatient treatment facility for mental health, developmental disability and substance abuse services.

2014 Goal: Duke Regional will continue that level of support in FY 2014.

Operation Medicine Drop

Duke Regional serves as a drop-off location for Durham's Operation Medicine Drop. The goal of Operation Medicine Drop is to protect children from potential drug overdose or drug abuse and ensure collected empty plastic pill bottles are properly recycled. In FY 13, the hospital hosted two sessions, collecting 19,188 doses of medications.

2014 Goal: Duke Regional will once again serve as a drop-off location in 2014.

HIV AND SEXUALLY TRANSMITTED INFECTIONS

Duke Regional does not have a specific goal to address the rate of HIV and sexually transmitted infections because considerable work is already being done through organizations within the community. Through the Partnership for a Healthy Durham, the HIV/STI Advisory Council brings together community members and agencies to focus on strategies to prevent the spread of syphilis and HIV/AIDS. In addition, Lincoln Community Health Center, which Duke Regional supports, operates an Early Intervention Clinic for patients with HIV/AIDS at the Durham County Health Department.

FUNDRAISING

Duke Regional employees helped our community by raising funds for the following charitable organizations:

- Duke Community Giving
- United Way of the Greater Triangle
- American Heart Association Heart Walk
- Juvenile Diabetes Research Foundation Walk

2014 Goal: Duke Regional will raise at least \$30,000 for Duke Community Giving and United Way of the Greater Triangle, at least \$5,000 for the American Heart Association Heart Walk and will participate in at least one additional community-wide fundraising effort.

ADDITIONAL OUTREACH

Duke Regional also participated in many activities to help **improve the health and wellness of the community**, including: providing informational sheets about our services to the LGBT Film Festival at the Carolina Theater; hosting youth sessions about community service, physical training and sportsmanship at Don's Summer Camp; training 16 Junior Leadership Durham 4-H Club students in bystander CPR; the Nursing Magnet Council volunteering each month at the Durham CAARE Clinic; sponsoring the Partnership for a Healthy Durham healthcare reform community summit and DRH Education Services employees volunteering to teach bystander CPR and serving as guest speakers for events focused on healthcare careers.

The hospital continues to partner with local nonprofits on endeavors that educate our community on health initiatives and disparities, and **provides meeting space** for Durham and Orange County's Domestic Violence and Sexual Assault Program, Community Health Coalition, American Cancer Society's Look Good...Feel Better® program, American Heart Association and Project Access.

Duke Regional sponsors "**Investigate Health!**," a semi-permanent exhibit at the Museum of Life and Science in Durham. Through this exhibit, children and their families can run a crash-test simulation to discover why experts recommend booster seats for children; learn how hand washing removes germs; learn how sunscreen reflects UV light; study live dust mites, a common cause of allergies, and experiment with relaxation techniques.