

# 2017

## Community Benefit Report



**SOUTHEASTERN | HEALTH**

Better Health — Starting With You

**COMPILED BY  
SOUTHEASTERN COMMUNITY HEALTH SERVICES**



## **Our Vision**

To be the health system of choice by advancing the health of our communities through partnerships, learning, and providing high quality and compassionate care.

## **Our Mission**

Southeastern Health exists to provide quality regional health care in a safe, compassionate and efficient environment.

## **Our Values**

We act morally and ethically.

We strive for excellence in customer service.

We pursue positive change.

We work to improve our community.

We commit to be the best.

# 2017

## Community Benefit Report



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# 2017

## Community Benefit Report



## Annual Filing

**North Carolina Medical Care Commission**  
**Executive Summary: Community Health Improvement Plan**  
**(Hospitals)**

**Organization:** Southeastern Health      **Date:** February 15, 2017

**1. Statement of organization’s mission and commitment to community health improvement:**

Through the years, Southeastern Health has demonstrated a strong commitment to improving the health of the community it serves. Our mission is: *to provide quality regional health care in a safe, compassionate and efficient environment* and our vision is: *to be the health system of choice by advancing our communities through partnerships, learning and providing high quality and compassionate care.* In view of this mission and vision, our medical center and the Robeson County Health Department convened a group of health and human service agencies to form a local Healthy Carolinians Task Force in February of 1997. Southeastern Health has served as the lead agency of the task force since its inception. This task force, known as the Healthy Robeson Task Force, first became a certified Healthy Carolinians Task Force in 1998. Since then, the task force has completed all requirements for re-certification in 2000, 2004 and 2009. The dissolution of the North Carolina Healthy Carolinians Office at the state level was due to state budget cuts and therefore no other certification process was available. We maintained certification by the state office through 2013. Our Healthy Robeson Task Force continues to meet on a regular basis.

The mission of the Healthy Robeson Task Force (commonly referred to as the Partnership) is: *to improve population health in Robeson County.* Membership consists of a group of concerned citizens from at least 30+ agencies representing health care, human services, the public schools, local businesses, the faith community and the community at large. The vision of the group is *to establish Robeson County as the healthiest county in North Carolina.*

**2. Describe geographic service area and target populations for community initiatives:**

The mission of Southeastern Health clearly states the target population includes all residents of Robeson County and the surrounding region. However, the Healthy Robeson Task Force is charged with targeting the underserved populations experiencing health disparities. Examples of our targeted populations are noted below:

- Native American adults in rural areas of the county where transportation is a barrier in accessing preventive health services.
- Uninsured African American and Native American males at high risk for prostate cancer are encouraged to participate in a free prostate cancer screen each year.
- Schools with a high percentage of students receiving free and reduced lunches are targeted to receive nutrition and physical activity education.
- All residents with any type of diabetes and their families who need disease management education to prevent the complications stemming from poor diabetes control. A diabetes education program is offered to such individuals (with or without health insurance) when referred by a medical provider.

## **N. C. Medical Care - Community Benefits Report (Hospitals)**

### **3. How are the programs in which you are involved funded?**

In 1995, SRMC's Board of Trustees established a Community Benefit Fund by tithing a percentage of the medical center's annual revenue. These funds were earmarked for the sole purpose of addressing the needs of underserved populations. The Community Health Services department was established and Community Health improvement projects began. Given the current economic conditions that adversely impact all hospital budgets, the Community Health Services department utilizes grant monies for programs whenever possible to help ease the departmental budget. See "Grant Assistance" section for a list of grant monies utilized for past and current projects.

### **4. Describe your methodology for determining community priorities and how you collaborate with others:**

All Healthy Robeson Task Force members play an active role in conducting a countywide needs assessment every four years. The most recent assessment was completed in Summer 2014. Morbidity and mortality data from the needs assessment assists the members in selecting health priorities of concern to be addressed. Other information considered in selecting health priorities include:

- Results from a community needs assessment survey designed to obtain the community perspective on health issues of concern.
- Current funding available to address a health issue of concern.
- Current staff available to carry out an initiative.
- Ability to sustain an intervention designed to address a specific health issue of concern.

Target populations are selected based on the population experiencing the greatest health disparity. All projects conducted by Southeastern Health's Community Health Services department are conducted in collaboration with one or more member agencies involved in the Healthy Robeson Task Force when possible.

### **5. List current community service programs sponsored or co-sponsored:**

See "Community Partnership" section for a brief overview of the community programs conducted throughout Fiscal Year.

See "Strategic Plan" section for a schematic diagram of the current strategic plan designed by the Healthy Robeson Task Force.

# Community Benefit Report (Estimated)

Hospital or Group Name

**Southeastern Regional  
Medical Center**

Time Period

**FY 2017**

Last Updated

5/11/2018 1:42 pm

## Community Benefits

A. Estimated Costs of Treating <b>Charity Care</b> Patients*	\$2,120,730
B. Estimated unreimbursed costs of treating <b>Medicare</b> patients*	\$16,404,953
C. Includes an adjustment in this period's Medicare revenues for extraordinary adjustments <sup>1</sup> of:	\$0
D. Without this Medicare adjustment, Medicare losses would have been (B + C):	\$16,404,953
E. Estimated unreimbursed costs of treating <b>Medicaid</b> patients*	-\$21,217,295
F. Includes an adjustment in this period's Medicaid revenues for extraordinary adjustments <sup>1</sup> of:	\$0
G. Without this Medicaid adjustment, Medicaid losses would have been (E + F):	-\$21,217,295
H. Estimated unreimbursed costs of treating patients from <b>other means-tested government programs</b> *	\$0
I. Includes an adjustment in this period's other means-tested government program revenues for extraordinary adjustments <sup>1</sup> of:	\$0
J. Without this adjustment, other means-tested gov. program losses would have been (H + I):	\$0
<b>K. Community health improvement services &amp; community benefit operations</b>	\$1,014,100
<b>L. Health professions education</b>	\$5,504,446
<b>M. Subsidized health services<sup>2</sup></b>	\$0
<b>N. Research costs</b>	\$0
<b>O. Cash and in-kind contributions</b> to community groups	\$948,616
<b>P. Community Building Activities<sup>3</sup></b>	\$0
<b>Q. Total Community Benefits<sup>1</sup> with Settlements and Extraordinary Adjustments (A + B + E + H + K + L + M + N + O + P)</b>	<b>\$4,775,550</b>
<b>R. Total Community Benefits<sup>1</sup> without Settlements and Extraordinary Adjustments (A + D + G + J + K + L + M + N + O + P)</b>	<b>\$4,775,550</b>

## Bad Debt Costs

<b>S. Estimated costs of treating bad debt patients*</b>	<b>\$24,777,529</b>
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## Notes:

(1) Notes about prior period adjustments

(2) Notes about Subsidized health services

(3) Notes about Community building activities

## Additional Information:

Additional support received for any community benefit activities. These amounts have not been netted from Total Community Benefits. \$0

URL with additional information about this community benefits report not available

Other Notes

# Community Benefit Report Itemized Supplement

Time Period	<u>Southeastern Health Costs</u>	<u>Offsetting Revenues/ Grants</u>	FY 2017 Net Community Benefit
<b>Community Benefits</b>			
<b>K. Community Health Improvement Services &amp; Community Benefit Operations</b>			<b>\$1,014,100</b>
<i>Community Health Services Budget plus benefits - Reported by Lekisha Hammonds</i>	\$560,020	\$150,000	\$410,020
<i>Community Health Publications Costs and Transition Clinic plus benefits - Reported by SEHealth Finance</i>	\$604,080	=	\$604,080
<b>L. Health Professions Education</b>			<b>\$5,504,446</b>
<i>Community Health Education Center Events - (CHEC Snack &amp; Learn and Wake Up to Wellness Events - Presenter's Time/Cost Only)</i>	\$2,375	\$0	\$2,375
<i>Prostate Cancer Screens - Provider Time/Cost Only</i>	\$1,000	\$0	\$1,000
<i>Educational Stipends - Reported by SEHealth Finance</i>	\$43,872	\$0	\$43,872
<i>Campbell Medical Education Program - Reported by SEHealth Finance</i>	\$8,841,073	\$0	\$8,841,073
<i>Other Direct Revenues - Reported by SEHealth Finance</i>	\$0	\$3,383,874	-\$3,383,874
<b>M. Subsidized Health Services</b>			<b>\$0</b>
<i>None Reported for FY 2017</i>	-	\$0	\$0
<b>N. Research Costs</b>			<b>\$0</b>
<i>None Reported for FY 2017</i>	-	\$0	\$0
<b>O. Cash and In-kind Contributions to Community Groups</b>			<b>\$948,616</b>
<i>Athletic Training Program including ImPact &amp; Camps</i>	\$365,771	\$0	\$365,771
<i>Donations to the Community through Sponsorships or Cash Donations (including City of Lumberton, United Way of Robeson County, Lumbee Homecoming and Robeson County Arts Council)</i>	\$85,700	\$0	\$85,700
<i>Fitness Services in the Community (including Line Dancing at Biggs Park Mall, Career Days and other Health Fairs)</i>	\$1,330	\$0	\$1,330
<i>Gibson Cancer Center Activities (including Terrific Tuesdays, Cancer Awareness and Walking Support Group)</i>	\$6,315	\$2,500	\$3,815
<i>Guest Services</i>	\$4,874	\$0	\$4,874
<i>Healthy Connections Radio Segment</i>	\$2,237	\$0	\$2,237
<i>Medication Assistance Program - Reported by Pharmacy Director</i>	\$298,263	\$60,995	\$237,268
<i>Medical/Surgical Donated Supplies</i>	\$56,000	\$0	\$56,000
<i>Behavioral Health (Paramedic Partners Staff &amp; Transportation Charges of \$85,000 and Dept 613 Post Discharge Medicines &amp; Transportation of \$19,500)</i>	\$269,500	\$165,000	\$104,500
<i>Pastoral Care Activities</i>	\$76,447	\$13,500	\$62,947
<i>PrivilegesPlus - Reported by Kelli Skipper</i>	\$19,000	\$2,000	\$17,000
<i>Southeastern Hospice (including Adult Bereavement Support Group and Annual Memorial Service)</i>	\$7,174	\$0	\$7,174
<b>P. Community Building Activities</b>			<b>\$0</b>
<i>Substance Abuse Coalition - Coordinator's Time (Accounted for in Community Health Total Budget)</i>	-	=	\$0



# 2017

## Community Benefit Report



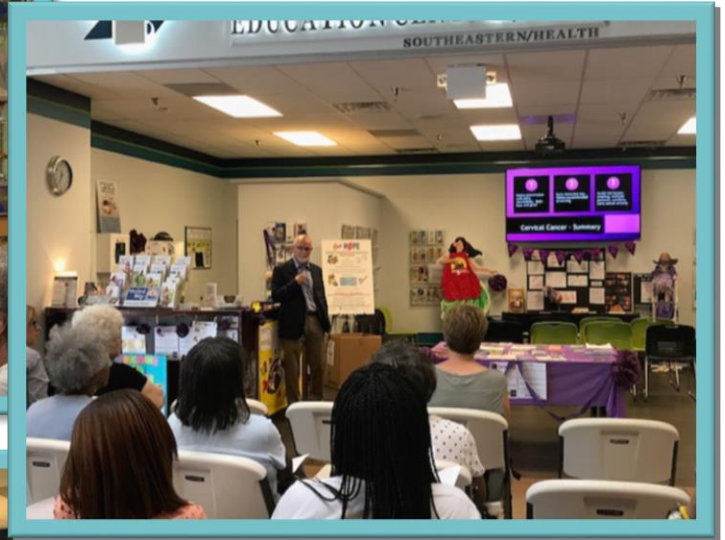
**SOUTHEASTERN**  
COMMUNITY HEALTH  
SERVICES

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# **SOUTHEASTERN COMMUNITY HEALTH EDUCATION CENTER (CHEC)**

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Southeastern Health's Community Health Education Center (C.H.E.C.) is a consumer health library located inside Biggs Park Mall. Health related pamphlets, brochures, books and videos are offered to the public free of charge. Many patrons visit C.H.E.C. for general health information and more detailed information on special medical conditions and new diagnosis'. Additionally, C.H.E.C. offers the use of a blood pressure/weight machine to all patrons and "Mall Walker" participants. C.H.E.C. hosts the Coffee & Conversation at Biggs Park Mall, mall walks, Laughter Yoga and Fitness Classes.



## **CHEC Statistics:**

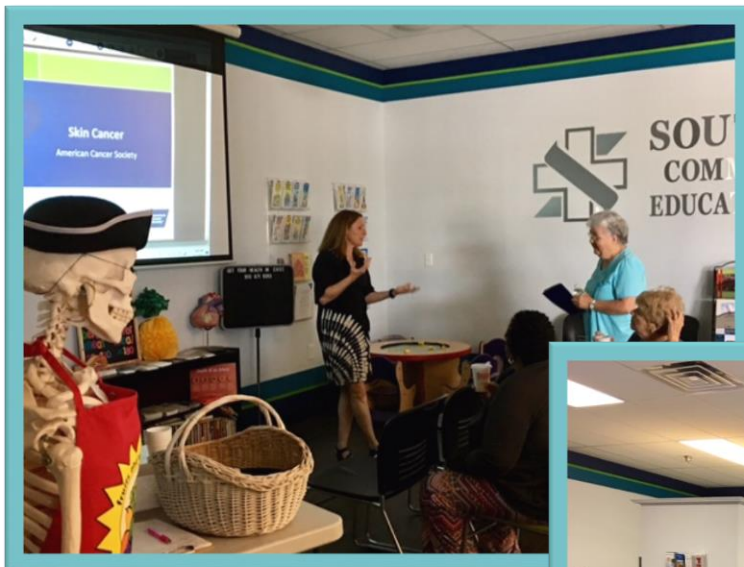
13,908 Patron Visits

6,468 Blood Pressure Checks

3,455 Weight Measurements

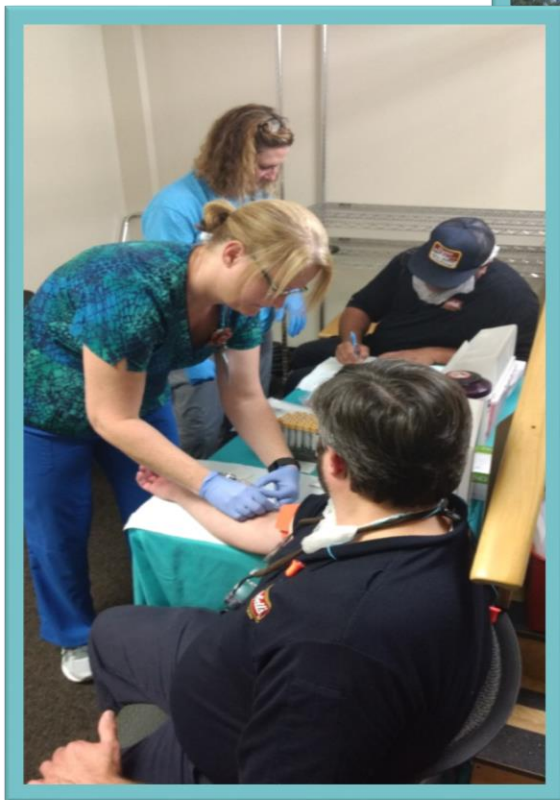
# Coffee & Conversation

Southeastern Health's Community Health Education Center (C.H.E.C.) is sponsoring Coffee & Conversation. The guest speakers have varied from a doctor talking about cancer and heart health, to a fitness technician hosting an exercise class, to a dietitian giving her expertise on eating healthy.



# Community Health Screens

Our free community health screens focus on identifying the risk factors for diabetes & heart disease. Screen participants receive individualized interpretation of their blood pressure, total cholesterol, HDL-cholesterol, glucose, and risk factor test results. In an effort to reach out to our outlying communities, screens are held in neighborhood fire stations, schools and community centers. In Fiscal Year 2017, 428 screens were performed.



# Healthy Robeson A-Z

Healthy Robeson A-Z launched in February 2012 as an initiative to improve the health and well-being of the residents in Robeson County. This initiative spurred from the Healthy Robeson Task Force to focus on three main areas of need, obesity, nutrition and substance abuse.

The healthy habits program uses the 26 letters from the alphabet to align with healthy behaviors. For example,

**A-Add Physical Activity**

**B-Bake or Grill my Foods, etc.**

This program has expanded into churches focusing on congregational wellness and into worksites across the county.



**HEALTHY ROBESON**



# Healthy Robeson A-Z

Healthy Robeson A-Z focuses on behavior change, adoption of environmental policy, and research-based evaluation.

Healthy Robeson A-Z has implemented a walking trail in the Town of Red Springs. There are three loops to choose from, each one highlighting the 26 healthy habit letters for encouragement.

Healthy Robeson A-Z has adopted tobacco-free policies on church campuses; fryer-free meals promoting healthy eating instead of a traditional southern fried meal; and physical activity pledges for members of church congregations. This year Healthy Robeson A-Z held 50 events.



# Healthy Robeson Task Force

The Healthy Robeson Task Force, formerly known as the Robeson County Partnership for Community Health, initially convened in 1997. Our adopted vision is to establish Robeson County as the healthiest county in North Carolina and our mission is to improve population health in Robeson County. This collaborative group (70 members representing 40 different agencies) identified several priority health issues in the county including chronic disease, substance misuse, obesity and gangs/violence.



# Project H.E.A.L.T.H.

Project H.E.A.L.T.H. (Healthy Eating and Active Lifestyles for Tomorrow's Health) is a youth obesity prevention program that was initially funded throughout the state by the NC Health & Wellness Trust Fund. The project now continues to function under Southeastern Health's Community Health Services. Initially, Project H.E.A.L.T.H. provided nutrition education to Green Grove Elementary, Peterson and West Lumberton schools and at various community events. More recently nutrition education has been expanded to include those schools receiving the Fresh Fruit and Vegetable Program grant and others in Robeson County. Yet another undertaking of Project H.E.A.L.T.H. has been the development on-site school walking trails that has provided increased opportunity for physical activity for both students and teachers.

This year Project H.E.A.L.T.H. reached 24,143 students, parents, teachers and community members. Project H.E.A.L.T.H. staff strive to serve as change agents in the schools and community by establishing strong working partnerships with schools and other community partners.





# Project H.E.A.L.T.H. *In the Community*

Project H.E.A.L.T.H. offers fun and innovative ways to teach nutrition.

Participants from the Bill Sapp summer recreation program enjoyed a field trip to the downtown farmer's market which provided the opportunity for the children to talk with the growers as well as sample some delicious local grown fruits and vegetables. Local chefs worked with the children to have a hands-on cooking experience.

The Robeson County Boys and Girls Club participants enjoyed the taste of easy-to-prepare healthy snacks.



# Project H.E.A.L.T.H. *In the 'Schools & Summer School Programs*



Project H.E.A.L.T.H. works within the schools' after school and summer camp programs and community events that focus on children. Students are provided nutrition education on the components of MyPlate, Eat Smart and Move More for Healthy Bones, Rethink Your Drink, and Eat More Fruits & Veggies. Walking trails are a new additional project to help facilitate being active at school.



# Elementary School Walking Trails

Thanks to funding from the Southeastern Health Foundation Advocates, opportunities for walking trails were made available. Each of the 23 elementary schools and 11 middle schools erected walking trails on their school grounds with signs promoting physical activity for all community members to use and be active.



# Prostate Cancer Screens



Every September is National Prostate Cancer Awareness Month. In observance, Southeastern Health, along with local urologists and other medical provider volunteers, conducts a prostate cancer screen. This two-part screen involves a prostate specific antigen (PSA) blood test and a digital rectal exam (DRE) for men age 50-69. This year, the PSA screen was offered in multiple Southeastern Health clinics including the Southeastern Express Lab.

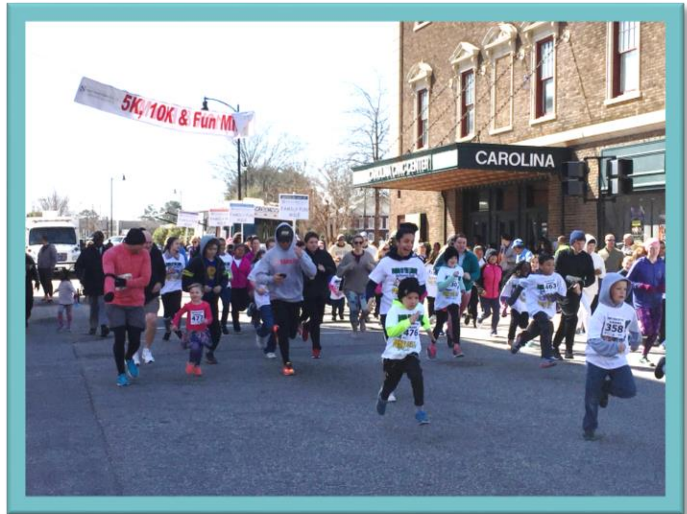
The PSA & DRE's were conducted at Southeastern Surgical Center and Southeastern Urgent Care Pembroke. At this year's event, there were 120 PSAs and 105 DREs provided free of charge to the community.



# Rumba on the Lumber

Rumba on the Lumber 5&10K Run/Walk, Chili and Blues Festival is the largest festival in Robeson County. This festival of food, movement, music and the arts is sponsored by the City of Lumberton, BB&T, Southeastern Health and numerous agencies. The Robeson Road Runners Club coordinates the event held each year in the early spring in historic downtown Lumberton.

Community Health staff coordinate the Southeastern Health Family Fun Mile Run/Walk. To encourage youth participation, PE teachers are asked to encourage students to train to run the mile prior to the event. Free Southeastern Health Family Fun Mile T-shirts were given to students in grades K-8 and 317 participated in three races.



# Southeastern Health Food Drive



Employees from Southeastern Health and other community members donated various healthy food items in support of Southeastern Health's annual holiday food drive. Community Health Services and Employee Wellness coordinated and sorted the food collection, which was donated to the Robeson County Church and Community Center to help feed families in Robeson County during the holiday season. As a result of this collaboration, 3,900lbs pounds of food items were delivered to the food shelves of the Robeson County Church and Community Center.



# W.O.W.

**Wellness On Wheels**  
An Affiliate of Southeastern Health

Wellness on Wheels (W.O.W.) is an educational mobile unit that is tasked with immersing our programs into the underserved communities of our region. Wellness on Wheels is available to take events and programs to areas that would otherwise not have programming due to inadequate facilities. The initial seed money for Wellness on Wheels came from a Health and Wellness Trust Fund Grant.



# 2017

## Community Benefit Report



**SOUTHEASTERN | HEALTH**

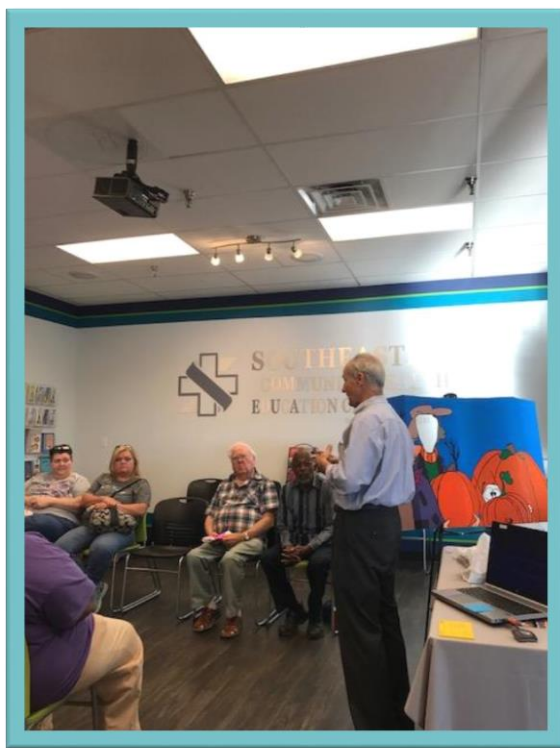
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**Other Organizational Programming**



# Diabetes Support Group

The Diabetes Support Group exists to overcome the barriers in awareness, detection, prevention and self-care of all types of diabetes. It also strives to develop, implement, and support culturally diverse education initiatives at the local, state and regional level. This year, the Diabetes Community Network held eight events including numerous attendees.



\*The American Diabetes Association Recognizes this education service as meeting the National Standards for Diabetes Self-Management Education.

# Blood Drive

hosted by Southeastern Health



**April 13, 2017**  
**38 Units**



**August 29, 2017**  
**41 Units**

**79**

**Total Units**

# Camp Care

## Bereavement Day Camp Experience for Children



"Camp Care Bereavement Day Camp Experience for Children" provides grief education and bereavement care for children and youth ages 8-16 who have suffered the loss by death of a significant person. This provides children a chance to get away from the realities of losing a loved one and a chance to share their thoughts and grief with trained adult counselors and other children who are grieving. On May 20, 2017, 48 participants attended the camp held on the grounds of Antioch Baptist Church. At Camp Care, feelings shared about grief are depicted as acceptable, normal and healthy. The day is scheduled full of activities, including arts and crafts, drawing, clay sculpting, small group support work, confidence building games, canoeing, journaling, making a memory box, a candlelight memorial service and a live butterfly release "Letting Go" ceremony. Participants find encouragement and reassurance not only through the volunteer staff, but also through the sharing of other children with similar grief experiences. The camp is open to families served by Southeastern Hospice as well as any child in our community.



# Congregational Wellness Network: Compassion for U

“Compassion for U Congregational Wellness Network” is a faith-based initiative within the concept of U Care (Southeastern Health’s fundamental shift in providing care to improve community health in the region of Southeastern North Carolina) that would substantially change the culture of emergency department usage as the primary care provider.

Compassion for U is comprised of a Congregational Wellness Network director and a community advisory committee. Contact would be made to pastors and churches who would enter a covenant relationship with Southeastern Health for the management of chronic diseases through community wellness and coordination of clinic visits and various other local health needs. In this model, Southeastern Health remains available as the appropriate level of care for critical and acute care needs while the community and congregation assume responsibility as their own health care and wellness managers. The model puts in proper perspective the practical nature of faith involvement to create wellness alongside clinical skill contributions to bring about better health and quality of life through shared responsibility.



# Congregational Wellness Network: Compassion for U

Compassion for U Congregational Wellness Network of Southeastern Health partners with these area agencies:

Robeson Family Counseling Center  
Public Health Dept. of Robeson County  
Enroll America  
Robeson Health Care Corporation  
Robeson County EMS and Center for Community Action  
Behavioral Health Paramedic Partnership  
Robeson Community College Nursing Program  
Southeastern Health Pharmacy Outreach  
Southeastern Psychiatry Clinic  
Campbell University School of Medicine  
Nurse Family Partnership

Partner churches which have signed a Covenant of Shared Commitments:

Trinity Holiness	Transforming Life Christian
Zion Hill Baptist	Olivet United Methodist
St. Paul Presbyterian	Trinity Episcopal
Iona Presbyterian	Divine Refuge Ministries
True Believers Church of the Almighty God	New Macedonia Holiness
First Baptist Church	Antioch Baptist Church
Eden International Ministries	Chestnut Street United Methodist Church
Cromartie Temple of Praise	St. James AME Zion Church
McDonald Baptist Church	Mill Branch Baptist Church



# Cancer Screening and Outreach



Gibson Cancer Center and Southeastern Navigation have teamed up with Community Health Services and Congregational Wellness Network to cast a wider net with community health fairs and screening events. Screening events were then tied to a payer source by teaming with the Affordable Healthcare Coalition of Robeson County. Those that do not qualify for Medicaid, VA benefits, the Healthcare Marketplace, or Breast and Cervical Cancer Control Program are referred to indigent programs. In 2016, there was an increase in lung cancer screenings, including the 100<sup>th</sup> patient seen, the B.C.C.C.P. grant allowed for more women to receive cancer screens, and Bark for Life raised money for American Cancer Society.

# Public Education



Southeastern Navigation and Community Health Services increased public awareness of cancer and screening opportunities through a monthly “Walk With A Doc” presentation. Health-related topics are discussed and then attendee who able to walk a mile in the mall. Following the exercise, a heart healthy snack is provided to participants. Further outreach events this past year include talks for the Kiwanis and Rotarians, Silver Sneakers group events, multiple church events through Congregational Wellness Network, and local radio shows in Lumberton and surrounding areas.

We at Southeastern Lifestyle Center For Fitness and Rehabilitation in Lumberton try to bring fitness into the community in a variety of ways. This year we had numerous line dancing demos and classes at various places in the community. Residential visits to nursing homes, churches, schools, and Biggs Park Mall enjoy watching the dancers and joining in if they are able. We also have had many Zumba demos at schools and at the first girls-only training camp at the Jr. High School.

We enjoy taking our spin wheel to Health and Wellness Fairs so participants are sure to be engaged. Most spin the wheel and land on a total body form of exercise such as plank hold, jumping jacks, or push-ups. These can be modified for each ability level. They are given a football-shaped stress ball with



our logo or a free smoothie card if they complete the challenge. This can bring a crowd to our booth where we can hand out brochures and flyers. This year five fairs were cancelled because of Hurricane Matthew but we did have successful outreach at Smithfield Foods and Eastpointe health fairs which lead to corporate membership agreements. We have given tours and demonstrated exercises to WOW children's group in Pembroke and Cormartie Temple in Lumberton. This shows how fitness can be incorporated into your life to help you lead a more healthy lifestyle.



Privileges*Plus* is a health and wellness program that offers an array of educational and social activities for adults age 50 and older. Privileges*Plus* is a valuable tool for adults to learn new information and skills, benefit from discounts and unique program opportunities, participate in a wide range of special events, and partner with Southeastern Health for their health care needs.

## PrivilegesPlus overview

By the end of Fiscal Year 2017, Privileges*Plus* had 325 total members and gained 23 new memberships.

The Privileges*Plus* program hosted 40 events that were promoted to members as well as the community. Programs focused on educational sessions, such as nutrition, diabetes, fitness, stroke, skin care and foot care, life lesson skills, and social events, including bunco, bowling, lunch & learns, art classes and trips.



# Substance Abuse Coalition

Outreach in the community on prescription drug misuse

Keys to Life for high schools

Working with various law enforcement agencies

Placed (2) permanent medicine drop boxes at Sheriff's Department

Placed (2) permanent medicine drop boxes at local Pharmacies

Working with physicians and pharmacist to make sure that they are using the North Carolina Control Reporting System

Medicine drop numbers have increased due to more community education and awareness programing.



## Take Back Program – To Date



Year:                    2015                    2016                    2017

Pills

Collected:    125,248<sup>31</sup>    110,962    269,273

# 2017

## Community Benefit Report



## Summary & Staffing

# Community Health Services

## Health Awareness Screens/Programs/Events

Program Name	FY 15 Volumes	FY 16 Volumes	FY 17 Volumes
Camp Care - Bereavement Weekend Experience for Children	27	70	48
Community Health Assessment Activites/Partnership Marketing & Visibility	64	10	830
Community Health Education Center Visitors	12,942	14,380	13,908
Community Health Screens (BP, T.Chol., HDL-C, Glucose)	455	763	428
Partnership Sub-committee & Meeting Participation	6,068	4,170	3,990
Privileges Plus	397	400	348
Project H.E.A.L.T.H.	14,378	22,375	24,143
Prostate Cancer Screen (PSA/DRE)	86	232	225
Rumba on the Lumber	567	238	317
Healthy Robeson A-Z	949	616	3,001
Wellness on Wheels	3,677	1,552	3,109

*Southeastern Health  
Community Health Services  
Health Promotion/Awareness Programs*

**Community Benefit Program Staffing**

**Staff Positions**

**Director of Community Health Services**

**Community Health Coordinator**

**Community Mobilization Coordinator**

**Health Promotion Specialist**

**Community Nutritionist**

**Community Health Services Secretary**

**Healthy Robeson Project Specialist**

**Community Health Education Center Specialist**

**Wellness on Wheels Assistant**



# 2017

## Community Benefit Report




## Strategic Plan

# Healthy Robeson Task Force 2017 Strategic Plan

## Priority 1: Obesity

Healthy  
Eating

Active  
Living


- 
1. Healthy Robeson A-Z
  2. Nutrition Education in Schools
  3. Fun Mile Run at Rumba on the Lumber
  4. Walking Trails in Schools and Communities

## Priority 2: Substance Misuse & Abuse

Prescription  
Drugs

Tobacco

Alcohol

- 
1. Robeson County Substance Abuse Coalition
  2. Prescription Drug "Take Back" Event
  3. "Keys to Life" Presentation at LSHS
  4. Prescription Drug "Drop Off Boxes" at Sheriff's Department & Pharmacies

# 2017

## Community Benefit Report



## Grant Assistance



**N. C. Medical Care Commission, Executive Summary: Community Health Improvement Plan**

<b><u>Collaborative Initiative</u></b>	<b><u>Funding Source</u></b>	<b><u>Dollars Funded</u></b>	<b><u>Time Frame</u></b>
Medication Assistance	NC Dept Health and Human Services	\$70,555	July 1, 2015 – June 30, 2016
Substance Abuse	Project Lazarus	\$10,000	July 1, 2015 – June 30, 2016
Home Grown Health II	United Way of Robeson Co	\$10,000	July 1, 2015 – Dec 30, 2015 (Completed)
High Risk OB	Healthy Start/UNCP	\$48,000	July 1, 2015 – June 30, 2016
Behavioral Health - Diabetes Paramedic Partners	Kate B. Reynolds Charitable Trust	\$330,000	Oct 1, 2015 – Sept 30, 2017
Mammography and Cervical Breast CA Screening	NC DHHS/BCCCP	\$195,000	June 1, 2015 – May 30, 2018
Breast CA Care	United Way of Robeson Co	\$9,500	Jan 1, 2016 – June 30, 2016 (Completed)
Southeastern Hospice	Kiwanis of Robeson Lumberton	\$1,000	Jan 1, 2016 – Dec 30, 2016 (Completed)
Southeastern Regional Medical Center/Pediatrics	Kiwanis of Robeson Lumberton	\$1,000	Jan 1, 2016 – Dec 30, 2016
Medication Assistance	NC Dept Health and Human Services	\$60,000	July 1, 2016 – June 30, 2017
NICU	Little Giraffe Foundation	\$1,000	Nov 2016 – Nov 2017
Pharmacy software	MedSocket	\$10,000	Aug 2016 – Aug 2017
The Duke Endowment	Healthy People, Healthy Carolinas Year 2	\$150,000	Dec 2016-Dec 2019
CMS	Woodhaven "Culture Change"	\$23,116	12/1/2016 (Completed)
Kate B. Reynolds	Hurricane Matthew Disaster Relief	\$150,000	May 10, 2017 (Completed)
UNCP	Healthy Start/UNCP	\$57,936	April 1, 2017 - March 31, 2018