RWJUH Annual Public Meeting

Community Health Initiatives

June 1, 2022
Community Health Needs Assessment & Community Health Improvement Plan

The main goal is to obtain the opinions of residents in Middlesex County and the Franklin section of Somerset relative to identify:

• Health issues and concerns that impact the community
• Barriers to accessing health care
• Strengths and opportunities of community services offered
• Personal health attitudes, conditions and behaviors
• Prioritize health needs and develop action plan

2019 CHNA & 2020-2022 CHIP
2022 CHNA & 2023-2025 -CHIP

• Partner with SPUH through our Healthier Middlesex Initiative
• Secondary Data Assessment
• Community Survey
• Focus Groups
• Development of goals and objectives based on priority areas
Community Health Survey Results
2021

COVID-19 Impact
• On average, almost 3 in 10 area residents (28%) reported job loss in the household due to the pandemic.
• Loss of employment was higher than average among Hispanics (38%) and African Americans (37%).
• Loss of housing was reportedly low (6%) on average, but higher among Hispanics surveyed (10%).
• Regardless of race or income, the most widespread difficulty caused by the pandemic was maintaining good mental health, dealing with isolation and loneliness and maintaining good mental health.

COVID-19 Vaccination
• While most Middlesex County residents have received a COVID-19 vaccination (79%), vaccination was slightly less prevalent among African Americans (69%).
• Two-thirds of low-income residents have been vaccinated and even fewer respondents under 30 (61%).
• The proportion who indicated that they did not plan to getting vaccinate (either due to legitimate health reasons or skepticism) was small (5%).

Mental Health and COVID-19
• Mental health has risen to nearly equal to obesity as the top health concern among area residents, on average. Hispanics surveyed were especially likely to have experienced these issues.
• Residents over 65 were also likely to consider affordable eldercare and health issues related to aging to be top concerns.
Community Health Survey Results
2021

Access to Care
• 27% of residents had difficulty scheduling a convenient appointment due to insurance issues (23%) and cost concerns (22%), residents encounter long wait times during appointments (21%).

Discrimination when receiving medical care
• Three in ten African Americans surveyed (31%) indicated that they had experienced racial discrimination when seeking medical care. Two in ten Hispanics (23%) and a similar proportion of Asians (19%).
• Two in ten (20%) Hispanics experienced language discrimination
• 16% of Asians, and 19% of those in low-income households experienced discrimination based on their income.

Quality of life
• Overall, Middlesex County residents surveyed took a fairly positive view of their communities. The majority of residents surveyed felt that their communities have safe places to walk and play, easy access to fresh foods, is a good place to raise a family, has places to socialize, and they find it easy to live a healthy lifestyle.
• Minorities, residents under 30 years of age and in low-income households generally had a less positive perception of their communities, especially in areas related to affordability.

Overall Health
• African Americans, Hispanics and low-income residents tended to have a less positive perception of their health.
• Most residents claimed they eat healthy food on a regular basis (82%) and over two-thirds said they are physically active (72%). Other positive health-related behaviors were exhibited, such as having annual physicals and recommended screening tests. Most reported that their children eat breakfast daily and are physically active. However, a portion of residents surveyed were less likely to adhere to these healthy lifestyle habits, and again, they tend to be African American, Hispanic, lower-income and under 30 years of age.
Community Health Improvement Plan Priorities Areas 2020-2022

Priority Area 1: Access to Care

• Transportation

  Goal 1: Utilizing a technology platform, increase accessibility of transport services through coordination of existing services.

• Behavioral Health / Trauma Informed Care

  Goal 2: Increase access to behavioral health care and behavioral health education for adults and children.
Priority Area 1: Access to Care

• Health Literacy

Goal 3: To create healthy communities throughout Middlesex County by mobilizing librarians to disseminate understandable and actionable health information to empower individuals to achieve and maintain a healthy quality of life.
Priority Area 2: Preventive Care and Vaccine Use

• Chronic Disease Prevention & Management
  **Goal 4:** Increase utilization of community resources for prevention and management of chronic diseases.

• Vaccine Use / STI Prevention / Screening
  **Goal 5:** Improve education about and increase access to vaccine use and disease prevention.

• Maternal Child Health/Prenatal and Well-Baby Care
  **Goal 6:** Improve the health and well-being of women, infants and children.
Priority Area 3: Nutrition and Physical Activity

Food Security & Obesity and Physical Activity

**Goal 7**: Ensure the public has access to nutritious and affordable food and opportunities to participate in physical activity.

2020-2022 Community Health Improvement Plan

COVID-19 Response

Food Distribution/ Linda Bright’ Smile Distribution Program

Community Partners- NB Police Department, New Labor, PRAB, NB Senior Resource Center, Healthier Middlesex, City of Perth Amboy, Dina’s Dwelling, NBT, NB Public Housing, Hope Manor, GNBCS

Provided up to date 4,000 pounds of food IN 2021
COVID-19 Vaccine Outreach Efforts

New State COVID-19 Vaccination Grant
• In partnership with SPUH –
SPUH will provide mobile unit, nursing staff and
RWJUH provides outreach and registration services
in vulnerable communities through CHA’s outreach
teams

Outreach and Educational Initiatives
• Door to door canvassing with CHW
• Outreach to businesses, churches, schools
• Vaccine providers weekly meetings
• Educational sessions with pre-school parents
• RWJUH Spanish Facebook Page
• Use of Rutgers bilingual physicians to bring
  the information to community residents
Virtual Programming

Community Education Classes and Courses
• Nutrition Classes
• COVID-19 Educational Videos
• Adult Immunization
• Meditation and Relaxation
• Support Groups
• Maternal and Childbirth Education

Social Media Educational Programs
• Facebook Live
• Videos and Online Trainings
Responding to Other Community Needs

- RWJUH Nurse Outreach Committee- Book Drive and Donation
- Back School Supplies Drive for NB and Franklin students
- Adopt a Family for the Holidays
- Turkey Donations
- Holiday Celebration for NB and Franklin Children
- Donation for the Homeless in New Brunswick & Perth Amboy
- Food donations for families impacted by COVID