Outside the Box: Strategies for Positive Community Health Outcomes

Guilford County, NC  Rockingham County, NC

Presenters
Lelia S Moore, BSN, RN-BC; Cone Health Congregational Nurse Coordinator
Fran Pearson, RN, MSW, LCSW; UNCG Congregational Social Work Education Initiative Director

The CN/CSWEI Team is always up to something!

Objective
Describe the community impact of the Cone Health Congregational Nurse Program and the A&T/UNCG Congregational Social Work Education Initiative (CSWEI) in providing an Integrated Care Model to address health disparities and mental health/substance abuse disorders among the underserved in two North Carolina counties.
Guilford County

Cone Health Congregational Nurse Program - Guilford County

• Began in 1998 in Guilford County through funding from the Cone Health Foundation and the Duke Endowment; funding from Cone Health Foundation continues to current fiscal year and beyond
• Currently work with 46 churches/community sites with a Congregational Nurse using either a paid or unpaid model.
• Of the Congregational Nurse Model sites, 14 (30%) work with underserved (homeless, near homeless, working poor, refugees, immigrants, public housing)
• Program focus is on health promotion, chronic disease management, and access to care utilizing a wholistic approach
• Partners with UNCG CSWEI to place MSW and BSW students at 14 underserved sites during academic year

Guilford County – Health Rankings 2017

• Population - 506,610
• Persons below poverty level - 16.9%
• NC County Health Ranking - 20 out of 100
• Poor or fair health - 16%
• Primary Care Physicians - 1240:1
• Uninsured - 13%
• Unemployment – 5.2%
• Children in poverty - 26%
• Inadequate social support - 19%
• Severe housing problems - 18%
Rockingham County

Rockingham PENN Program
(People Engaged in Neighborhood Nursing)

- Began in 2012 with funding from Kate B Reynolds Charitable Trust; Funding support from Annie Penn Foundation, 2015-2018
- Designed to build access to care utilizing faith communities
- Program design includes a PT Assistant Coordinator, PT Administrative Assistant, two PT outreach Congregational Nurses, PT Interpreter and two CSWEI students during academic year
- Working with 14 unpaid model churches and five paid model underserved sites

Rockingham County - Health Rankings 2017

- Population - 91,878
- Percent below poverty - 17.2%
- NC County Health Ranking - 72 out of 100
- Primary Care Physicians – 2620:1
- Uninsured - 13%
- Unemployment – 5.6%
- Poor or fair health – 18%
- Children living in poverty - 27%
- Inadequate social support - 25%
- Severe housing problems - 14%
Paid Model
Congregational Nurses

- Must be a registered nurse with an active NC license
- Congregational Nurse serves a faith community (church, synagogue or community site) that may or may not be his/her home congregation
- All CN’s work part time
- Most CN’s have a community health background

Paid Model Nurse Activities

CN is expected to provide personal counseling, health screenings, health promotion activities, educational programs, advocacy, and facilitation of care giving within the congregation or community site.

Unpaid Model
Congregational Nurses

- Lead CN must be a licensed registered nurse serving his/her home congregation
- Negotiate the scope of practice and number of volunteer hours with church leadership
Addressing Needs of the Underserved

In 2005, the community challenged the CN program to look at ways to positively impact:

- Uninsured
- Working poor
- Homeless
- Refugees
- Immigrants
- Elderly on fixed incomes

In 2005, the community challenged the CN program to look at ways to positively impact:

- Uninsured
- Working poor
- Homeless
- Refugees
- Immigrants
- Elderly on fixed incomes

Congregational Nurses meet people where they are in the community

Congregational Nurses meet people where they are in the community

Improving Access to Care Guilford County

Congregational Nurses advocate to assure a primary care home for the uninsured through partnerships with:

1. Cone Community Health and Wellness
2. Cone Family Practice Center
3. The Clinics- Cone Health
4. Cone Center for Children
5. Triad Adult and Pediatric Medicine Clinic
6. IRC NP Clinic
7. Family Services of the Piedmont
Improving Access to Care
Rockingham County

Congregational Nurses advocate to assure a primary care home for the uninsured through partnerships with:
1. The Free Clinic
2. Rockingham County Department of Public Health
3. Clara F. Gunn Center
4. James Austin Clinic - Eden

Community Outreach Initiatives - Health Screenings

- Faith Action
- International House
- ID drive
- NC Med Assist
- ACA Sign Up
- Hot Dish and Hope

Community Outreach Initiatives from gift revenue

Flu Shots

- Financial gifts from private donors to the CN Program allow us to offer free influenza vaccinations to the homeless, working poor, refugees and immigrants each year. Most would not get an injection without the free service.
- Dr. Patrick Wright serves as medical director to provide treatment orders
- Senior nursing students assist with community clinics
Community Outreach Initiatives from gift revenue

Medication Assistance

- Medication assistance is provided on short term basis for underserved CN clients to reduce a barrier to care.
- In Guilford County, Friendly Pharmacy (locally owned and operated) is partnering with the CN Program for medication assistance. They developed a reduced drug formulary (lower than Walmart) as a community outreach initiative.
- In Rockingham County, Eden Drug and Carolina Apothecary are providing a community service using a reduced formulary. Generic prescriptions are offered at $2 for a month supply.

Community Outreach Initiatives from gift revenue

Transportation

- Bus passes are provided to clients in Guilford County to get to medical appointments.
- Program has established a transportation account with RCAT van in Rockingham County to transport clients to appointments; there is no bus system.

Expanding Collaborative Outreach to the Underserved

CNP sought out new program opportunities and community partnerships to address unmet needs.

New Programs include:

- CSWEI
- The Partnership Grant
- Dental Clinics
- HOPES
- IRC Nurse Practitioner Program
- Clara F Gunn Center
- College Park: Harm Reduction Clinic
CNP Community Collaborations:

- The CSWEI Program commenced services on August 1, 2007.
- Both CSWEI and CNP are funded by Cone Health Foundation.
- CSWEI has placed students in over 30 different ethnically diverse, faith-based entities.

CSWEI Services

- Interdisciplinary approach within an Integrated Care Model
  - Students interface with nurses, health care providers, pastoral staff, congregants, and a variety of community agencies and entities.
- Holistic services
  - Bio-psycho-social and functional assessment
  - Treatment planning
  - Counseling and crisis intervention
  - Case management
  - Referral
  - Advocacy
  - Education

CSWEI Pre-Service Curriculum

Prior to working in the community, MSW and BSW interns receive 45 hours of pre-service training. Topics include:
- Diagnostic overview of mental illness and substance abuse
- Evidence-based practice: motivational interviewing
- Cultural sensitivity and cross-cultural competence
- Administration of screening tools
- Confidentiality and its limits
- Conducting a risk assessment
- Special populations
- Boundaries
- Ethical practice
- Therapeutic toolkit

"I enjoyed and loved the collaboration."

Lelia Moore speaking to CSWEI class
Pre-Service:

“I have the confidence to be what I dreamed of being.”

“Pre-service rocked!”

CSWEI: Education

- Dysfunctional Family Feud (Healthy relationships)
- Grief and Loss Jeopardy (Grief and loss)
- Deal or No Deal: Bipolar Style (Bipolar Disorder)
- Tic Tac Oh Nooooooo (Anxiety)
- He Loves Me—He Loves Me Not (Domestic violence)
- Bounce Back BINGO (Depression and resiliency)
- Bowling Over (Anger management)
- The average percent change of knowledge retained, from pre- to post-tests, demonstrating educator effectiveness, is 69%.

CSWEI: Community Engagement

“An opportunity to be in the community, develop observation and assessment skills, relationship, and coalition building.”
CSWEI: Advocacy

“The networking opportunities are incredible!”

CSWEI: P.A.T.H. Outreach

CSWEI: Academics

“Because of this program I am more confident with presentations, program planning, being a leader and an advocate.”
CSWEI: Diversity

“Served a range of people I had never worked with before, which broke many stereotypes.”

“Extremely unique experience with such diversity that I wouldn’t have had anywhere else.”

“So many populations! Individuals, families... CSWEI serves them all!”

I was exposed to many different cultures, communities and opportunities.”

CSWEI Outcomes

• CSWEI has provided services to 18,778 individuals.
• CSWEI made 22,730 referrals with medical, mental health, and housing as the most frequent service requests.
• Since January 2012, CSWEI prevented 662 suicides/homicides through its crisis services.

Partnership Grant to Address Mental Health, Substance Abuse and Co-Ocurring Disorders in Vulnerable Populations

• Partnership with A&T/UNCG School of Social Work, UNCG Center for New North Carolinians and Cone Health Congregational Nurse Program
• Three year grant from the Cone Health Foundation
• Designed to address behavioral health issues with homeless and immigrants/refugees
• Program began in Fall 2010; renewed in 2015
Partnership Grant for Mental Health/Substance Abuse in Vulnerable Populations

- Goal is to empower individuals who are homeless or refugees to optimum health by providing behavioral health assessments, counseling and interventions
d- Behavioral Health Congregational Nurse hired in January, 2011
- Works 25 hours per week at the three homeless sites; 15 hours per week at refugee sites; Community Health Workers added in 2015
- Collaborates with CSWEI for assessments, referrals, and mentoring

2009-2014 North Carolina Dental Society Missions of Mercy Clinics

Outcomes:
1. Partnered with NCDS Missions of Mercy Dental Clinics in Guilford and Rockingham – 2009-2014
2. Offered $2.1 million dollars of free dental care to 3010 individuals
3. Utilized over 600 professional and general volunteers with each event

Other Dental Initiatives

2013 Guilford Dental Partners Clinic
2014 - 2018 NC Baptist Men’s Dental Bus – Rockingham
2015 - 2018 Guilford Adult Dental Clinic
Healing Opportunities for People Experiencing Sickness

HOPES (Healing Opportunities for People Experiencing Sickness)

• HOPES developed to positively impact medically comprised homeless individuals at hospital discharge
• Anonymous donor provided original seed money for program in December 2011
• Collaborative between Cone Department of Social Work, CNP, CSWEI
• Provides housing, gift cards for medications and food, 31 day bus pass and case management with a CN and SW
• Program began in March 2012
• Sixty-three patients have been enrolled to date

Interactive Resource Center Nurse Practitioner

• Goal is to increase access to primary care for homeless and near homeless
• Collaborative between Family Services of Piedmont, CN Program, CSWEI and IRC
• Funding received from Cone Health Foundation in fall 2012 and renewed in 2015
• IRC Nurse Practitioner Clinic opened in March 2013. Clients can be seen four days a week. Fifteen clients can be seen each day for primary care
TAPM notified Cone Health and community leaders in March that the Clara F Gunn Clinic would close on 6/15/17 leaving 563 patients without a primary care provider. Health system and community leaders developed a task force to seek a resolution. Annie Penn Foundation provided $26,840 in addition to Cone Health support to establish a new health care initiative.

Clara F Gunn Center opened on 8/21/17 with an innovative design using MD LIVE, a Congregational Nurse, a bilingual LPN and A&T/UNCG CSWEI students. Dr. Wright established a Scope Of Practice. Patients can have tele-visit with a MD. Nurses provide intake, assessment and referrals to other PCP and community agencies. MSW and BSW students provide behavioral health assessment and referrals for benefits.
CNP and CSWEI: The College Park Clinic

- Purpose: The College Park Clinic was developed in response to the opioid epidemic.
- Collaboration: It is a collaboration between CNP, CSWEI, College Park Baptist Church, and Guilford County Solution to the Opioid Problem (GCSTOP).
- Services started in April 2018

FY 2017 Congregational Nurse Program Outcomes - Guilford County

1. Client contacts – 9557
2. Life savings interventions - 21
3. Visits with an RN – 8722
4. Averted Emergency Room Visits - 348
5. Referrals to primary care physician - 1055
6. Free influenza vaccinations to underserved - 1300
7. Estimated health care savings to community - $731,842.24
8. CN's have provided 143 life saving interventions since 1998!

FY 2017 Rockingham County PENN Program (People Engaged in Neighborhood Nursing)

1. Nursing Encounters with Underserved - 2509
2. Referrals to a primary care provider - 358
3. CN's worked at 5 sites with the underserved
4. Work with 14 unpaid model churches
5. Averted 154 Emergency Room Visits
6. Provided 450 free influenza vaccinations to underserved
7. Provided medication and transportation assistance
8. Potential health care savings to community- $279,825.70
The Cone Health Congregational Nurse Program and CSWEI have been successful because of collaborative relationships between:

- Cone Health
  - Foundation Philanthropic Funding
- Faith Communities
  - Community Agencies
  - Universities

Questions?

Lelia Moore  lelia.moore@conehealth.com
Fran Pearson  afpearso@uncg.edu