

Focusing on the Health of Our Community

RRMC 2022 Community Health Needs Assessment

The RRM Community

Demographics and Social Determinants of Health

The RRM Community



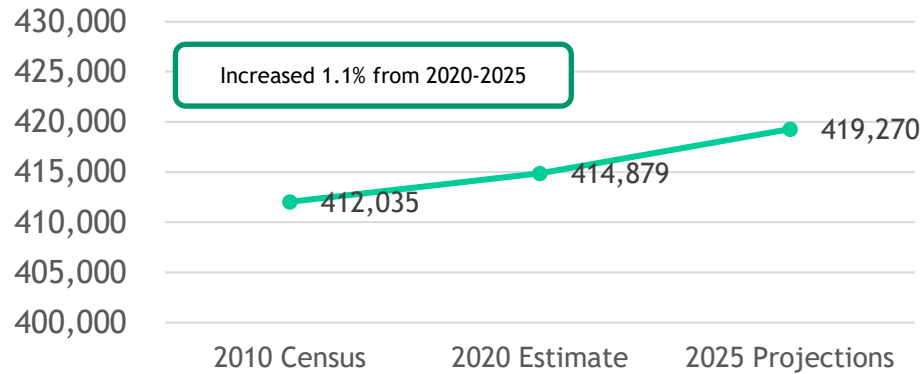
RRMC focuses on providing care to the communities of the Virginia Peninsula and the communities just south of the James River. As a Level II Trauma Center, the hospital serves patients from a much broader region, but this report focuses on the six localities and four health districts primarily served by the facility. Specifically, that includes:

- **Peninsula Health District:** City of Newport News,, City of Poquoson and York County
- **Hampton Health District:** City of Hampton
- **Western Tidewater Health District:** Ilse of Wight County
- **Crater Health District:** Surry County

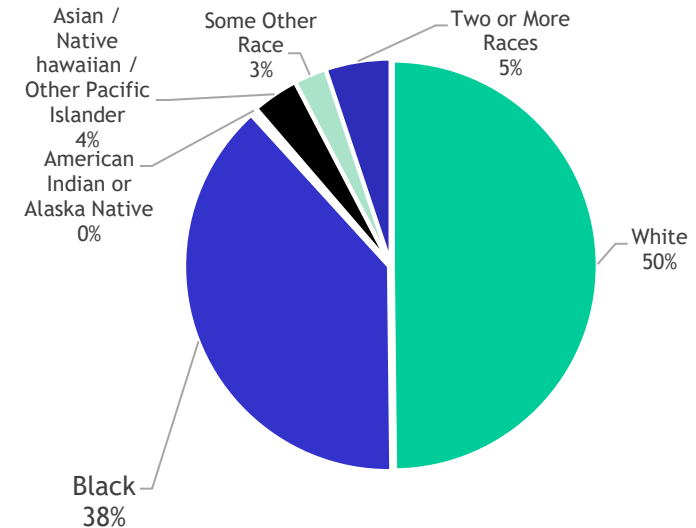


Area Demographics

Total Population



2025 Projections by Race

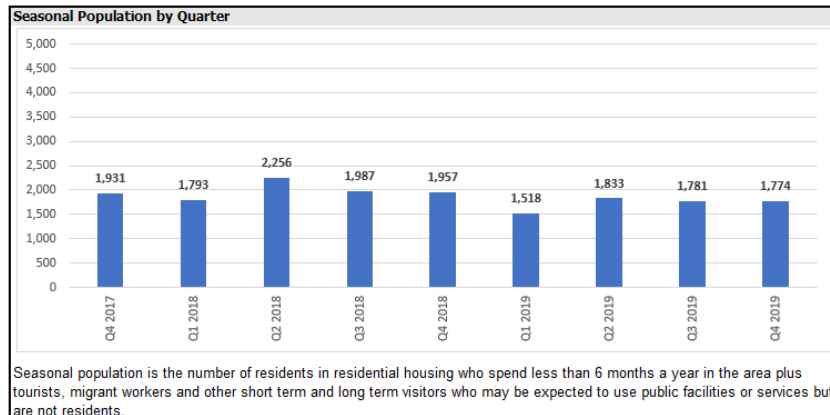
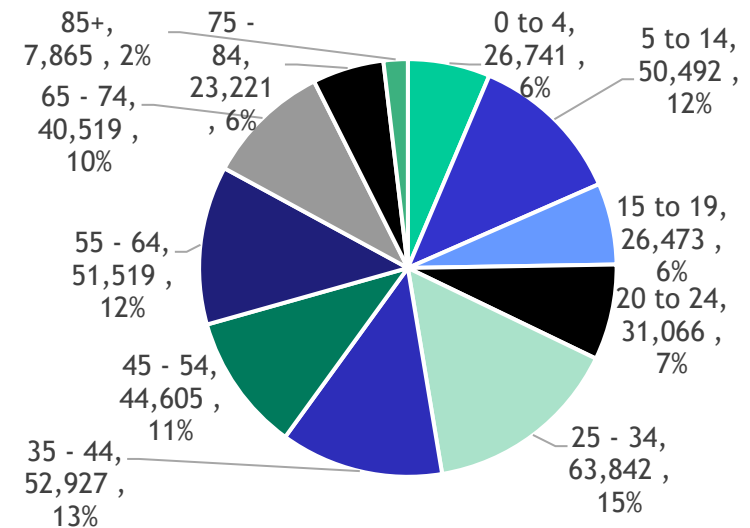


Population Density (Pop / Sq Mile) (2025 Projected): 757.19

Total Households (2025 Projected): 162,645

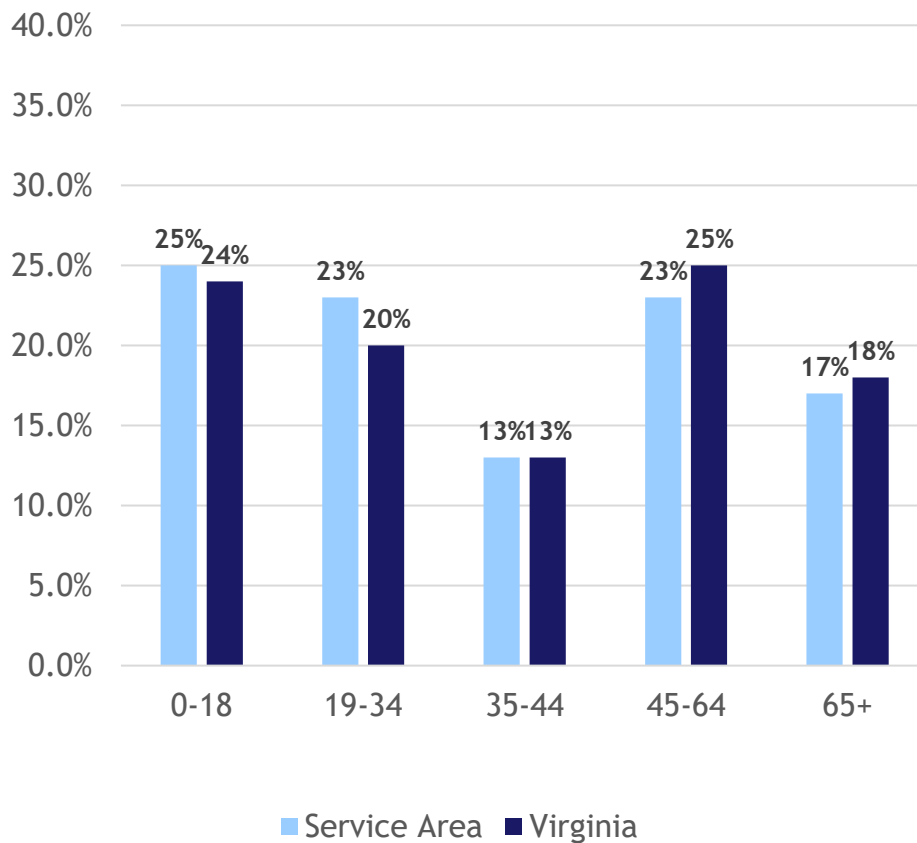
Median Age (2025 Projected): 36.9

2025 Projections by Age

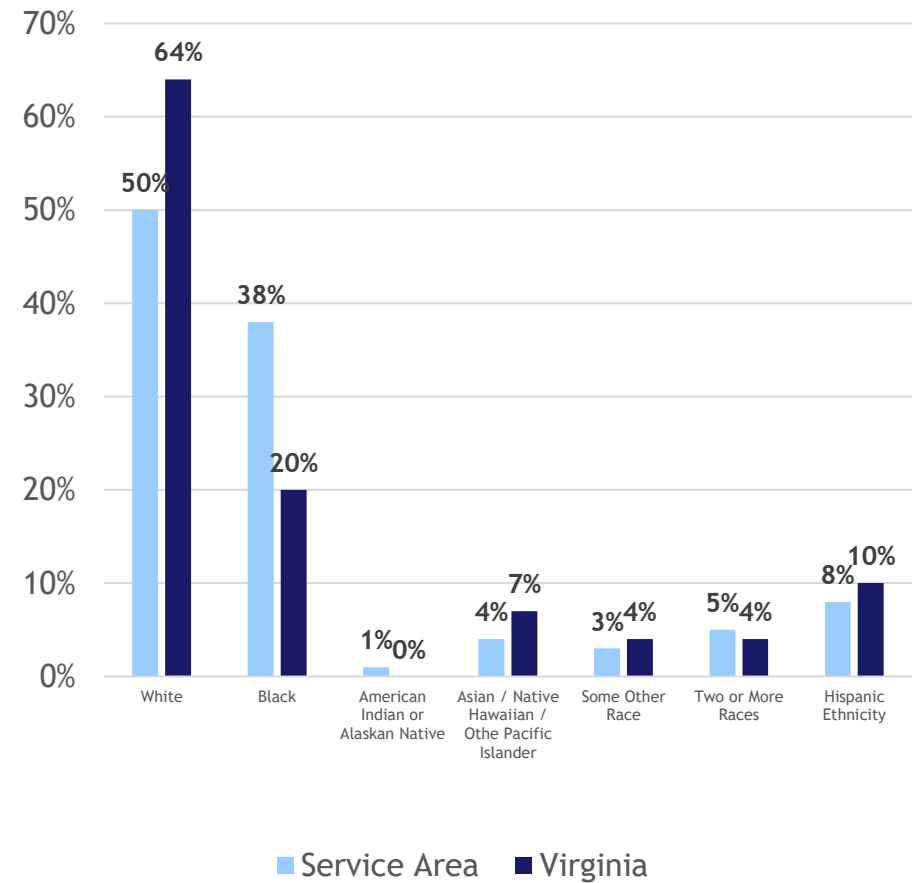


Demographics Compared to the Commonwealth

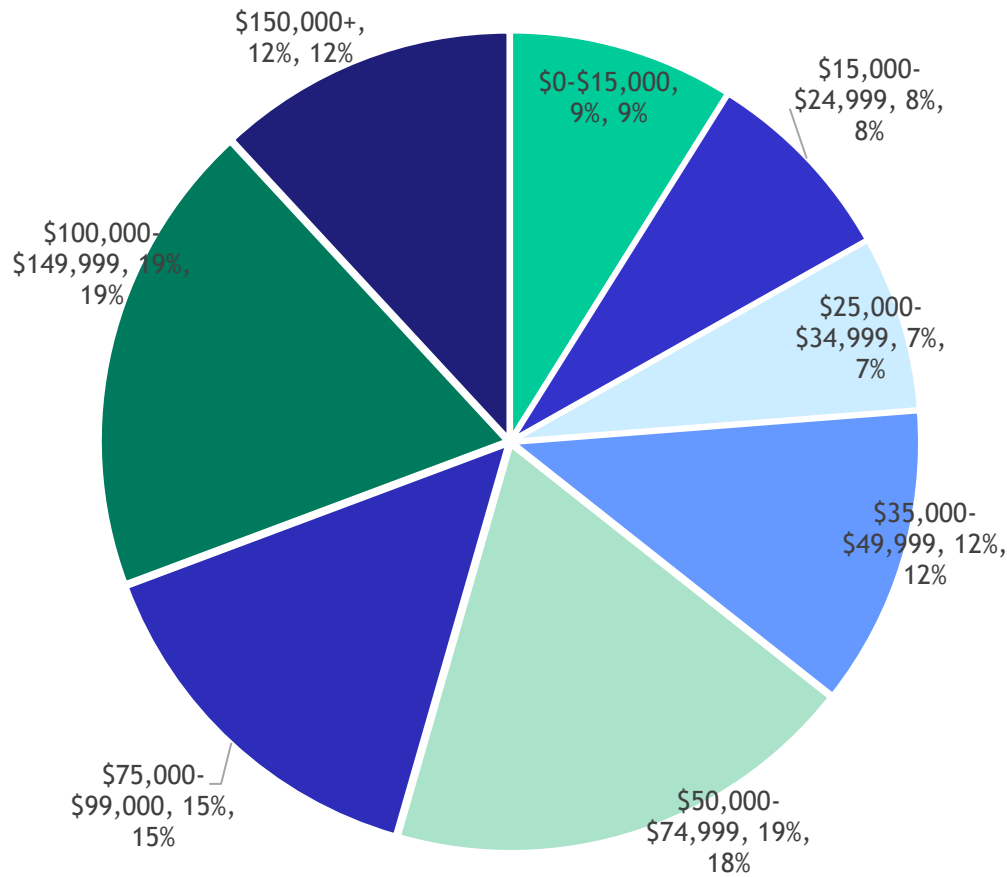
Population Distribution by Age



Population Distribution by Race and Ethnicity



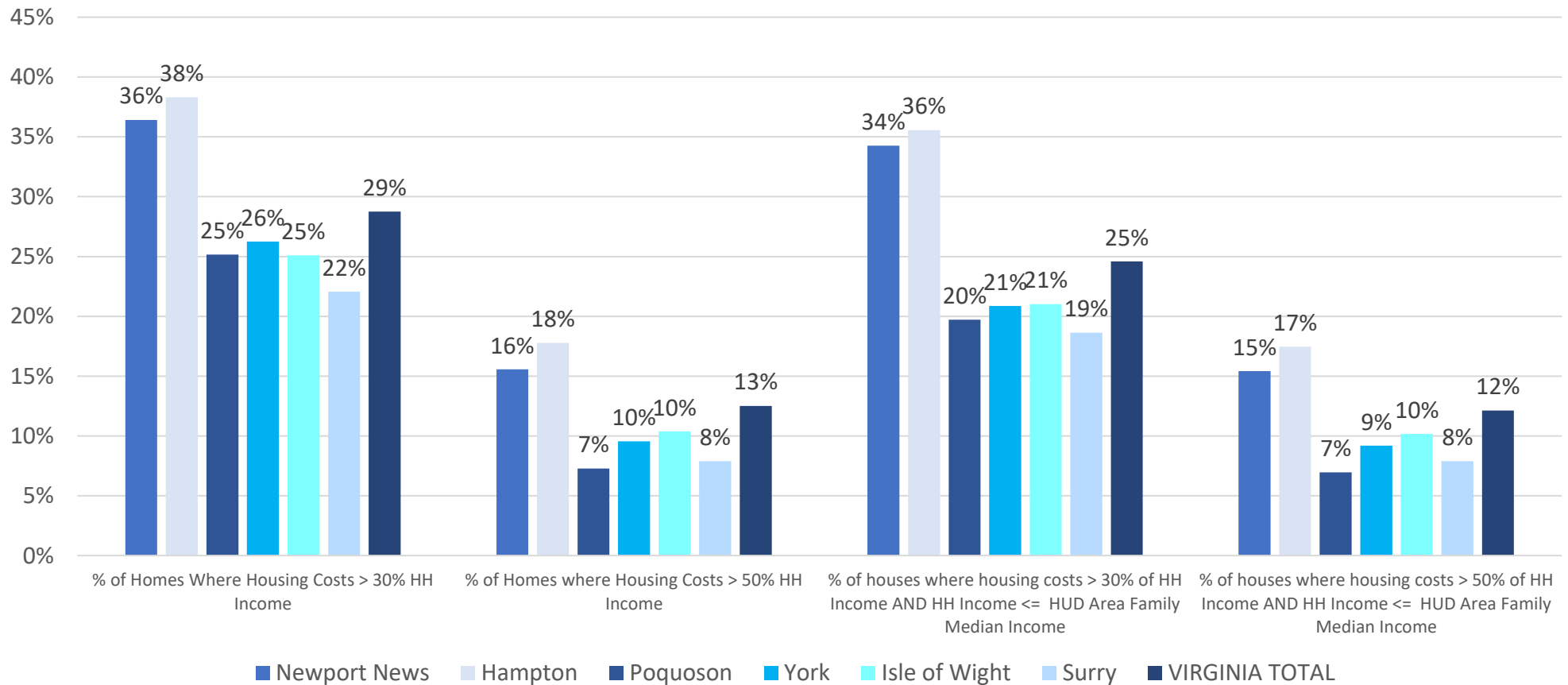
2025 Income Projections:



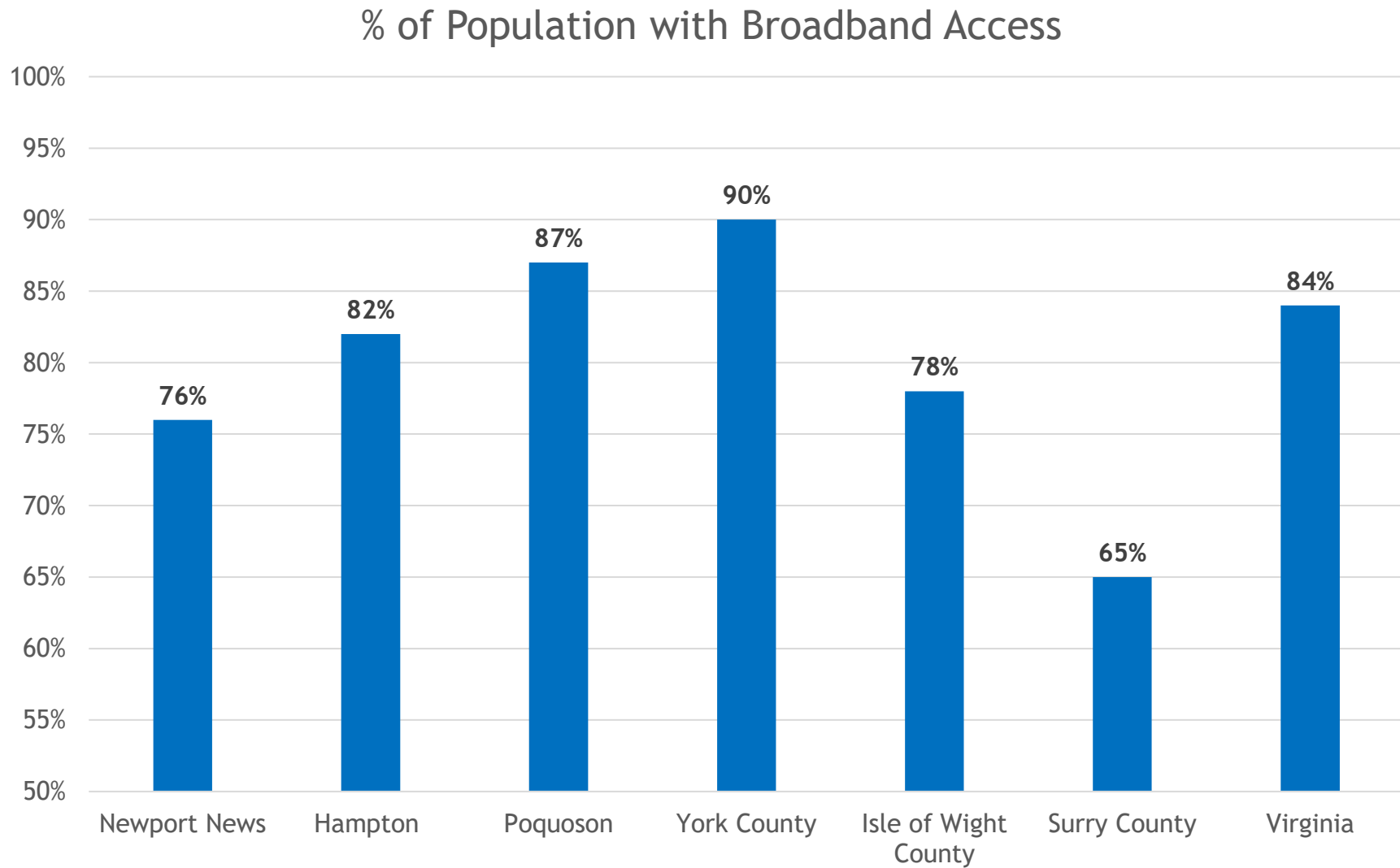
Average Household Income	\$88,818
Median Household Income	\$69,006
Per Capita Household Income	\$34,953

Housing Insecurity:

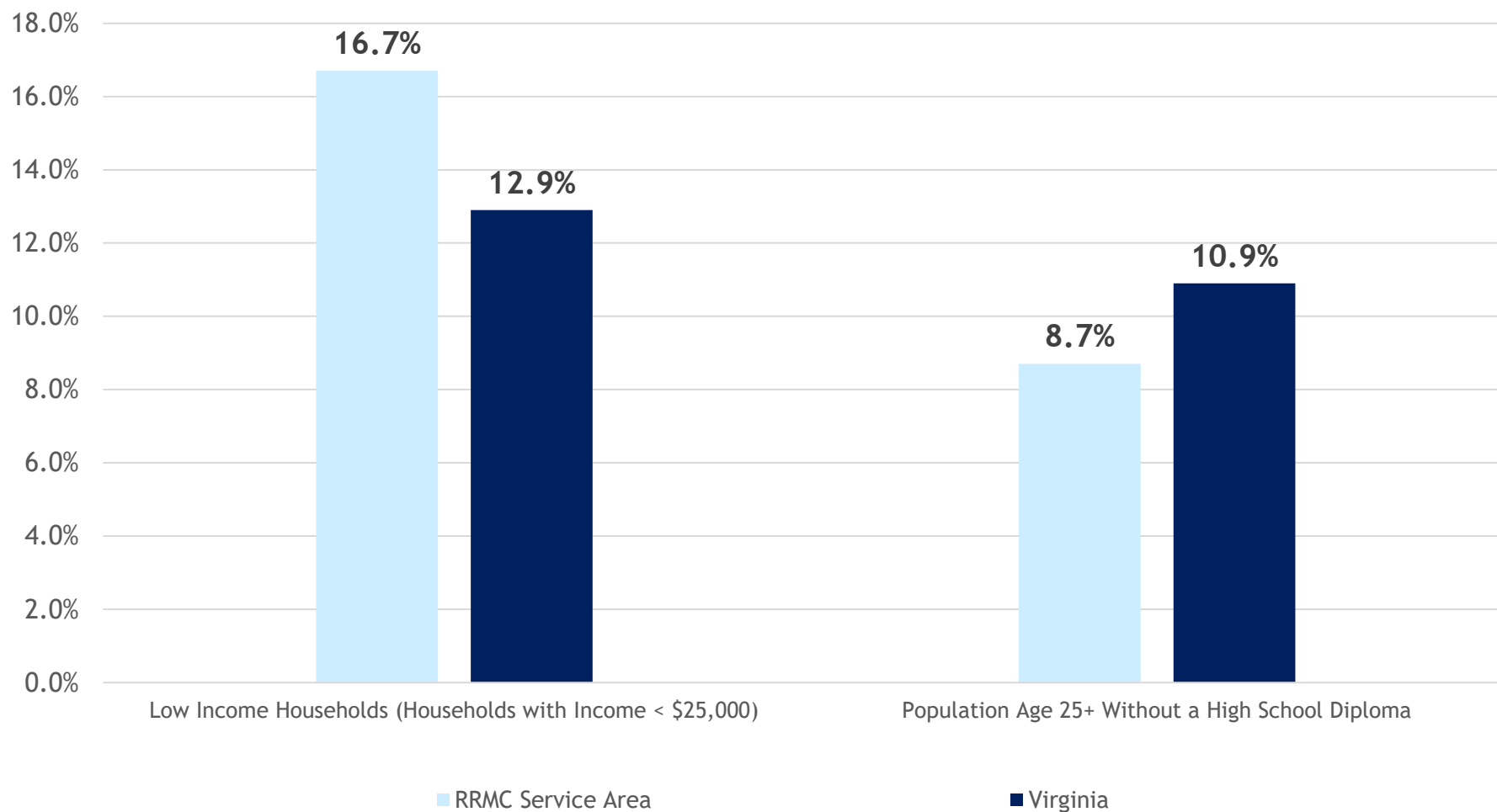
Housing Insecurity Measures



Percent of Population with Broadband Access



Income and Education vs Virginia



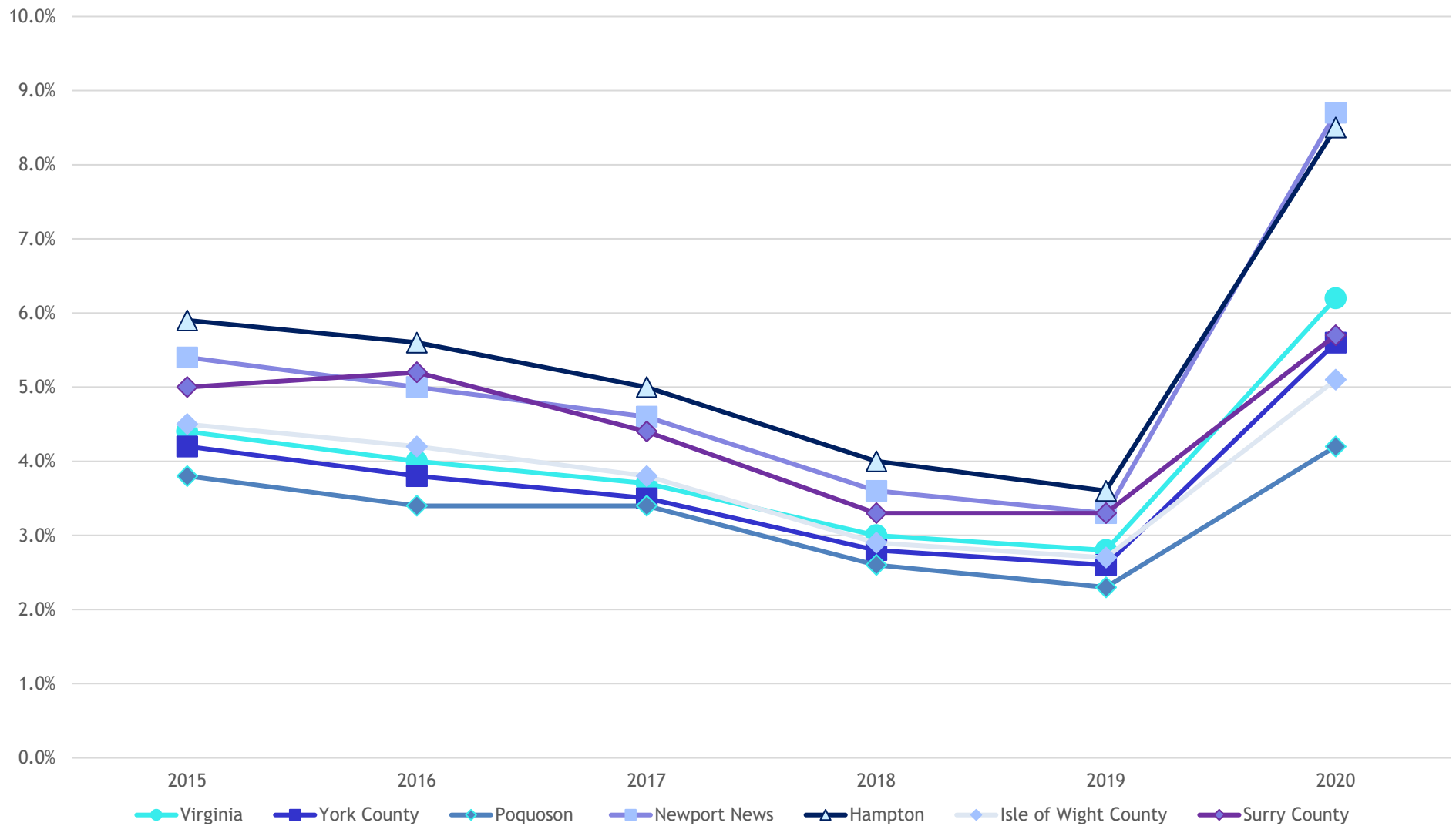
Demographic Data

Exhibit 1-A							
Demographic Summary Report for Study Region 2010-2025							
Demographic Indicator	2010 Census		2020 Estimates		2025 Projections		2020 to 2025
Total Population	412,035		414,879		419,270		1.1%
Population Density (Pop/Sq Mi)	874.65		749.26		757.19		1.1%
Total Households	160,741		160,004		162,645		1.7%
Population by Race							
White	219,403	53.2%	212,279	51.2%	208,902	49.8%	-1.6%
Black	156,103	37.9%	158,286	38.2%	161,062	38.4%	1.8%
American Indian or Alaska Native	1,768	0.4%	1,886	0.5%	1,923	0.5%	2.0%
Asian/Native Hawaiian/Other Pacific Islander	11,841	2.9%	14,078	3.4%	15,245	3.6%	8.3%
Some Other Race	7,539	1.8%	9,721	2.3%	10,656	2.5%	9.6%
Two or More Races	15,382	3.7%	18,629	4.5%	21,482	5.1%	15.3%
Population by Ethnicity							
Hispanic	22,951	5.6%	30,508	7.4%	33,625	8.0%	10.2%
Not Hispanic or Latino	389,083	94.4%	384,372	92.7%	385,645	92.0%	0.3%
Population by Age							
0 to 4	27,494	6.7%	26,569	6.4%	26,741	6.4%	0.6%
5 to 14	53,675	13.0%	50,898	12.3%	50,492	12.0%	-0.8%
15 to 19	31,648	7.7%	27,845	6.7%	26,473	6.3%	-4.9%
20 to 24	35,387	8.6%	32,830	7.9%	31,066	7.4%	-5.4%
25 to 34	56,419	13.7%	63,082	15.2%	63,842	15.2%	1.2%
35 to 44	50,271	12.2%	49,113	11.8%	52,927	12.6%	7.8%
45 to 54	63,159	15.3%	48,500	11.7%	44,605	10.6%	-8.0%
55 to 64	45,741	11.1%	54,502	13.1%	51,519	12.3%	-5.5%
65 to 74	27,148	6.6%	35,877	8.6%	40,519	9.7%	12.9%
75 to 84	15,312	3.7%	18,529	4.5%	23,221	5.5%	25.3%
85+	5,780	1.4%	7,134	1.7%	7,865	1.9%	10.2%
Median Age:							
Total Population	35.3		36.1		36.9		

Exhibit 1-B Socioeconomic Report for Study Region 2010-2025					
Households by Income	2010 Census		2020 Estimates		2025 Projections
\$0 - \$15,000	17,527	10.9%	17,015	10.6%	14,326 8.8%
\$15,000 - \$24,999	16,929	10.5%	14,398	9.0%	12,820 7.9%
\$25,000 - \$34,999	16,210	10.1%	13,448	8.4%	12,085 7.4%
\$35,000 - \$49,999	24,670	15.3%	21,307	13.3%	19,238 11.8%
\$50,000 - \$74,999	34,995	21.8%	32,464	20.3%	30,466 18.7%
\$75,000 - \$99,999	22,267	13.9%	22,179	13.9%	24,398 15.0%
\$100,000 - \$149,999	19,421	12.1%	24,203	15.1%	30,437 18.7%
\$150,000 +	8,721	5.4%	14,990	9.4%	18,874 11.6%
Average Hhld Income	\$67,318		\$78,534		\$88,818 13.1%
Median Hhld Income	\$53,304		\$60,288		\$69,006 14.5%
Per Capita Income	\$26,727		\$30,785		\$34,953 13.5%
Employment					
Total Population 16+	324,954		332,314		337,102 1.4%
Total Labor Force	219,917	67.7%	232,044	69.8%	233,591 69.3%
Civilian, Employed	182,942	83.2%	201,888	87.0%	201,593 86.3%
Civilian, Unemployed	14,618	6.7%	7,333	3.2%	9,012 3.9%
In Armed Forces	22,357	10.2%	22,824	9.8%	22,986 9.8%
Not In Labor Force	105,037	32.3%	100,270	30.2%	103,510 30.7%
% Blue Collar	70,696	38.6%	81,036	40.1%	81,108 40.2%
% White Collar	112,246	61.4%	120,852	59.9%	120,485 59.7%
Housing Units					
Total Housing Units	173,063		178,894		182,779 2.2%
Total Occupied Housing Units	160,741	92.9%	160,004	89.4%	162,645 89.0%
Owner Occupied:Owned with a mortgage or loan	73,256	45.6%	64,807	40.5%	65,175 40.1%
Owner Occupied:Owned free and clear	21,765	13.5%	26,301	16.4%	27,154 16.7%
Renter Occupied	65,720	40.9%	68,896	43.1%	70,315 43.2%
Vacant	12,322	7.1%	18,890	10.6%	20,134 11.0%
Vehicles Available					
0 Vehicles Available	11,998	7.5%	12,654	7.9%	12,848 7.9%
1 Vehicle Available	50,325	31.3%	52,888	33.1%	53,951 33.2%
2+ Vehicles Available	98,419	61.2%	94,462	59.0%	95,845 58.9%
Average Vehicles Per Household	2.04		1.99		1.98 -0.2%
Marital Status					
Married, Spouse Present	153,995	46.5%	144,371	42.8%	145,563 42.6%
Married, Spouse Absent	15,457	4.7%	19,047	5.7%	19,292 5.6%
Divorced	35,511	10.7%	39,072	11.6%	39,786 11.6%
Widowed	18,765	5.7%	18,908	5.6%	19,128 5.6%
Never Married	107,137	32.4%	116,013	34.4%	118,267 34.6%
Age 15+ Population	330,865		337,412		342,037 1.4%
Educational Attainment					
Grade K - 8	5,063	1.9%	4,592	1.7%	4,688 1.6%
Grade 9 - 11	18,120	6.9%	16,593	6.0%	16,834 5.9%
High School Graduate	69,118	26.2%	73,526	26.6%	75,429 26.5%
Some College, No Degree	71,720	27.2%	70,113	25.3%	71,653 25.2%
Associates Degree	23,609	9.0%	27,826	10.1%	28,935 10.2%
Bachelor's Degree	44,892	17.0%	49,419	17.9%	51,053 17.9%
Graduate Degree	28,540	10.8%	32,091	11.6%	33,280 11.7%
No Schooling Completed	2,768	1.0%	2,578	0.9%	2,626 0.9%
Age 25+ Population	263,830		276,737		284,498 2.8%

Labor Market

Unemployment Rates 2015-2020



Labor Market

Top 10 Employers in Each Locality

City of Newport News

1. Huntington Ingalls
2. Riverside Health System
3. Newport News Public Schools
4. US Department of Defense
5. City of Newport News
6. Ferguson Enterprises
7. Christopher Newport University
8. US Department of Army & Air Force
9. Canon
10. Wal-Mart

York County

1. York County School Board
2. County of York
3. Wal-Mart
4. US Department of Defense
5. Busch Entertainment
6. Great Lakes Services
7. Food Lion
8. Kroger
9. Sentara Healthcare
10. Snow & Associates

Isle of Wight County

1. Smithfield Fresh Meats
2. Isle of Wight County Schools
3. Green Mountain Coffee Roaster
4. County of Isle of Wight
5. Smithfield Support Services Corp
6. International Paper Company
7. Food Lion
8. Cost Plus Inc
9. Tak Investments Holding
10. CR England Inc

City of Hampton

1. US Department of Defense
2. City of Hampton
3. US Department of Veterans Affairs
4. NASA
5. Hampton City
6. Sentara Healthcare
7. Howmet Castings & Services
8. Hampton Newport News Community Services Board
9. Hampton University
10. Food Lion

City of Poquoson

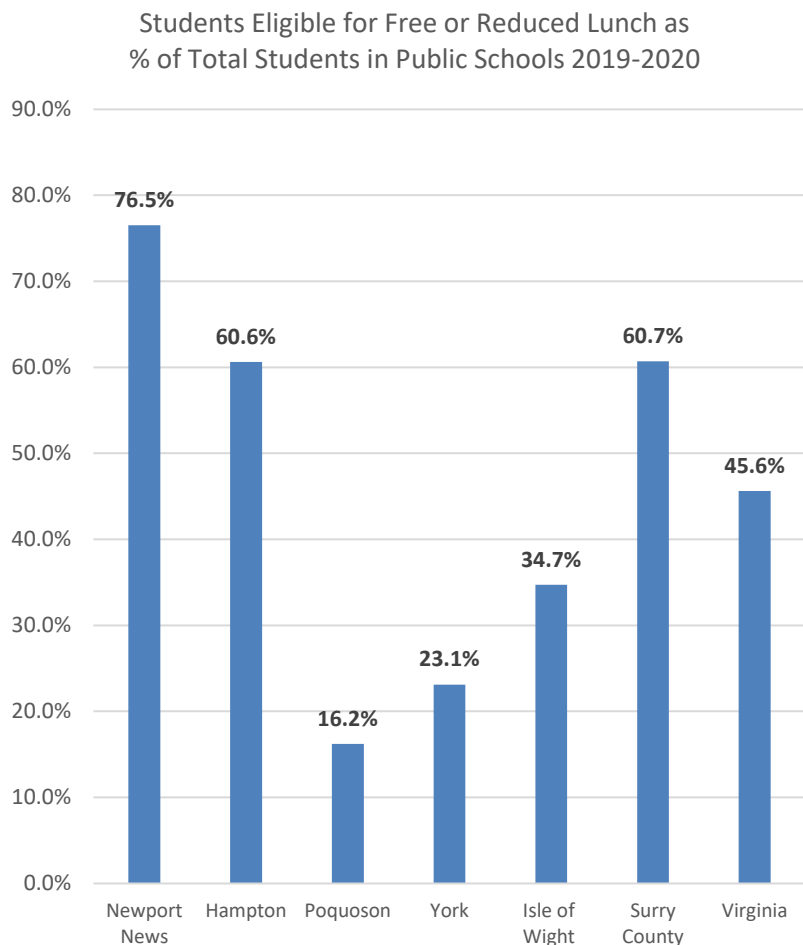
1. Poquoson City Public Schools
2. City of Poquoson
3. Food Lion
4. Surf Rider
5. Blue Crab and Purple Pig Bistro
6. Mares & Munn Exterminating
7. McDonalds
8. GI Virginia Poquoson
9. Bay Partners
10. Poquoson Veterinary Hospital

Surry County

1. Dominion Virginia Power
2. Surry County School Board
3. County of Surry
4. The Atlantic Group
5. VDOT
6. Windsor Mill
7. The Surry Seafood Company
8. Coggin Electric Specialists
9. Surry County Dept of Social Services
10. Dominion Resources

Food Insecurity:

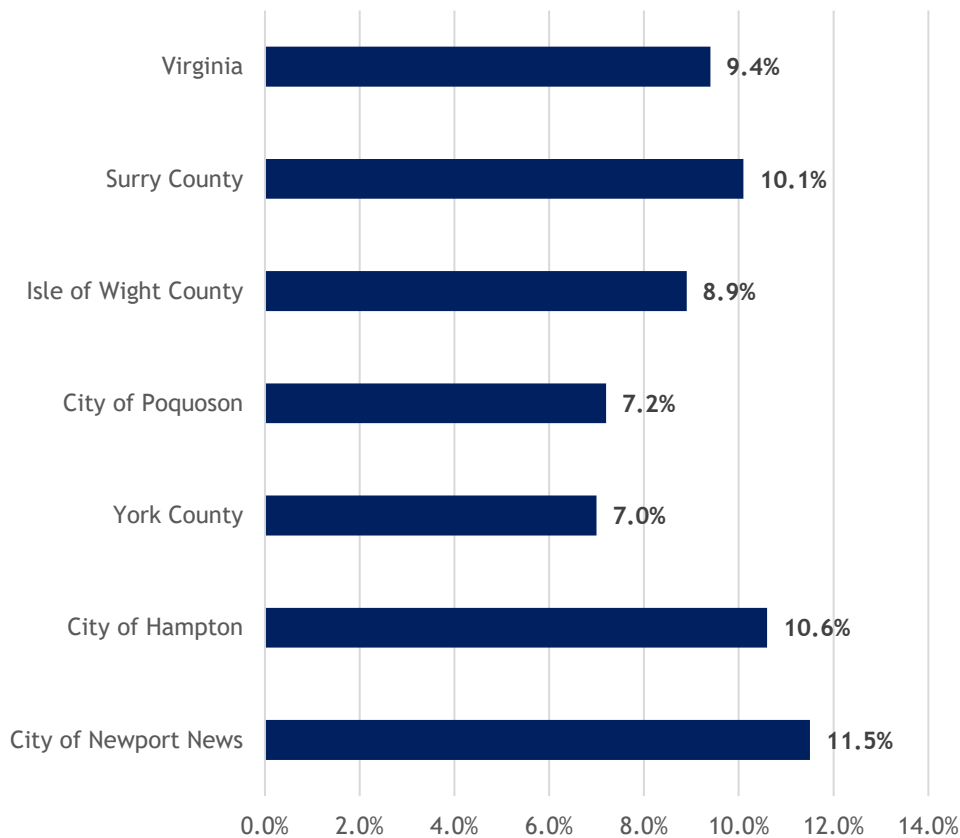
Students Eligible for Free or Reduced Lunch as % of Total Students in Public Schools 2019 - 2020



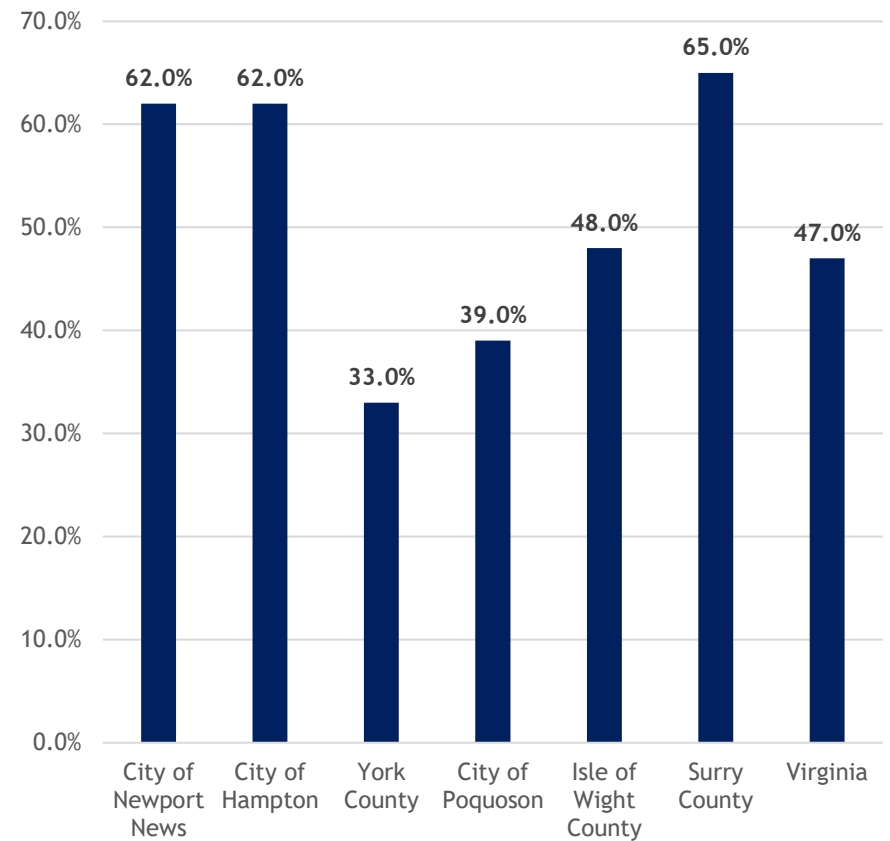
	SNP Memb. (Total Students)	Free Eligible	Free %	Reduced Eligible	Reduced %	Total F/R Eligible	Total F/R %
Newport News Public Schools	28,468	21,763	76.5%	-	0	21,763	76.5%
Hampton City Public Schools	19,726	1,230	56.9%	729	3.7%	11,959	60.6%
Poquoson City Public Schools	2,124	299	14.1%	44	2.1%	343	16.2%
York County Public Schools	13,151	2,052	15.6%	990	7.5%	3,042	23.1%
Isle of Wight County Public Schools	5,664	1,751	30.9%	212	3.7%	1,963	34.7%
Surry County Public Schools	733	396	54.0%	49	6.7%	445	60.7%
Virginia Total	1,294,730	525,711	40.6%	64,541	5.0%	590,252	45.6%

Food Insecurity

Food Insecurity Rate in the City / County

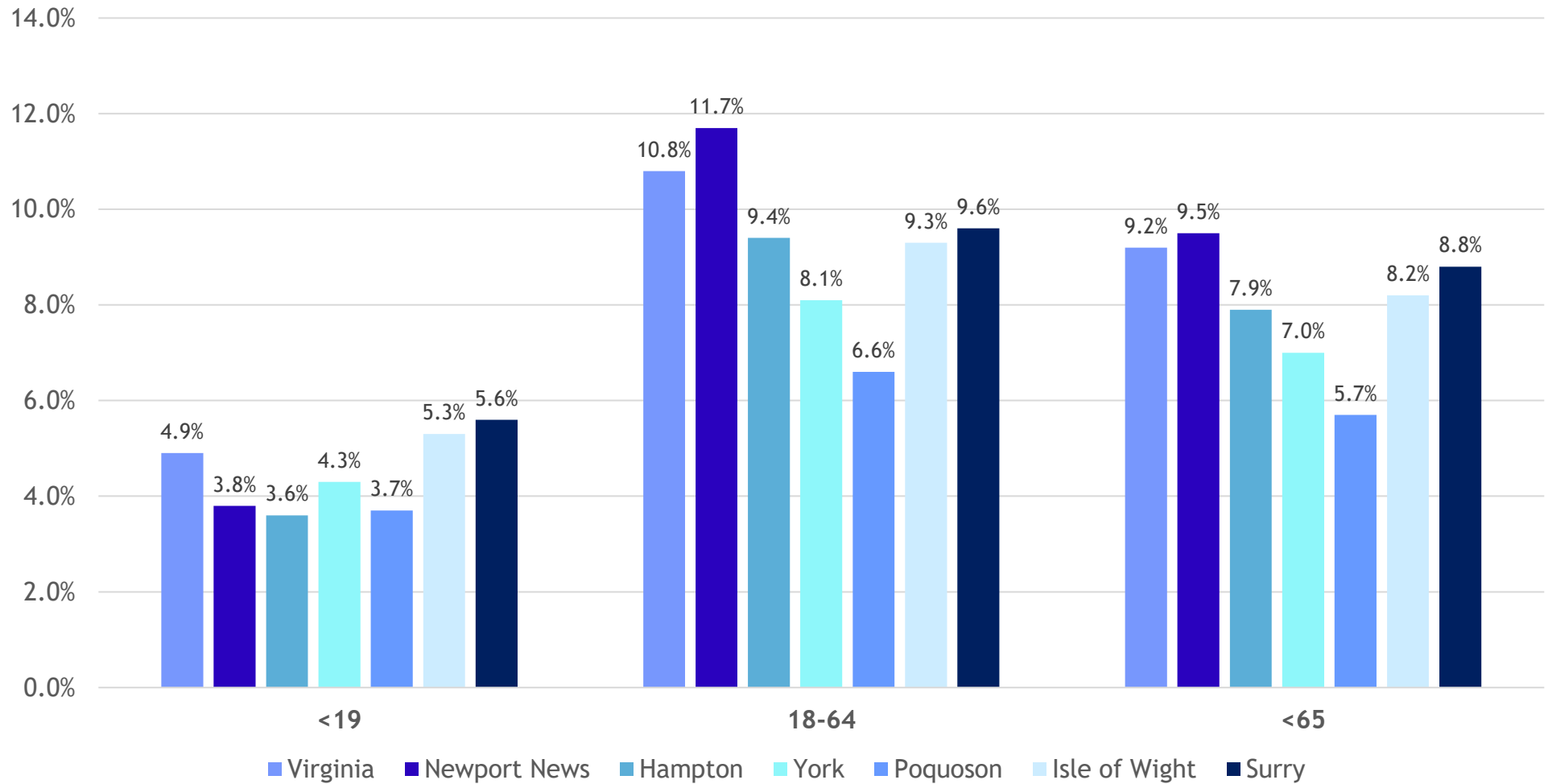


Below SNAP Threshold of 130% Poverty Level



The Uninsured Non-Elderly

Uninsured Non-Elderly

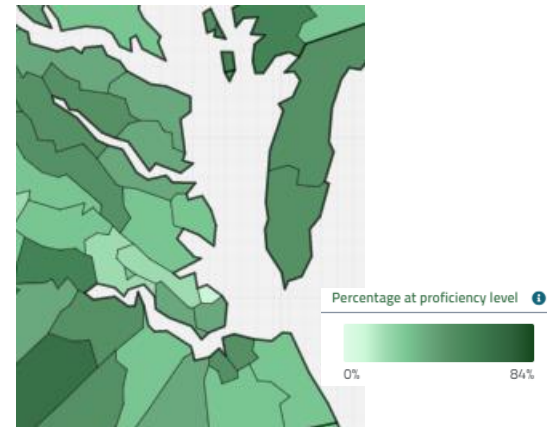
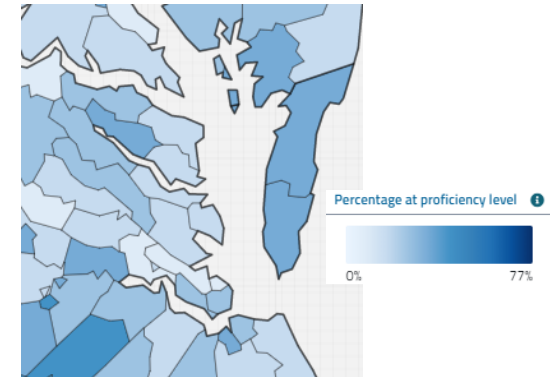
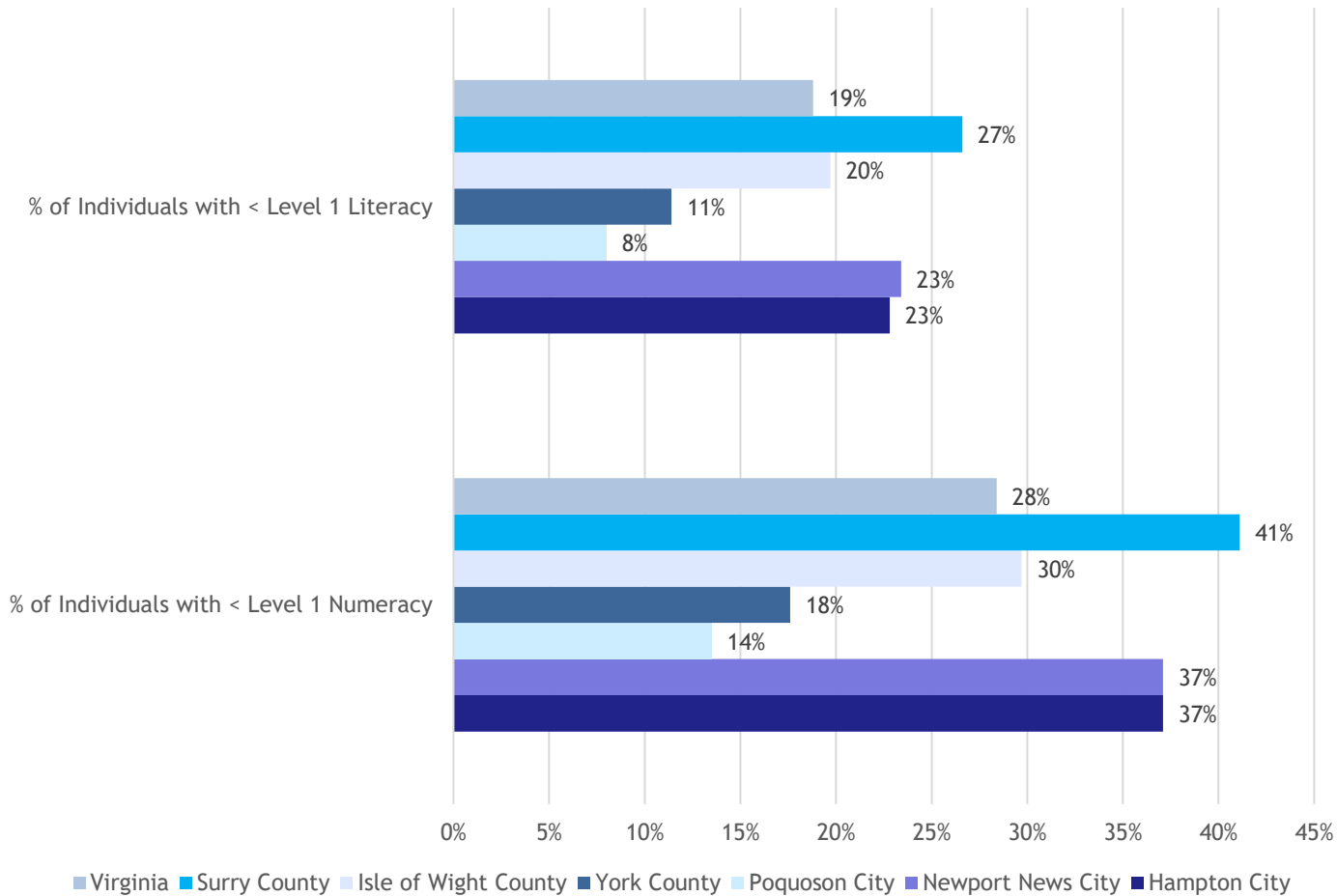


Medically Underserved Areas and Populations

Locality	MUA / MUP Designation	Index of Medical Underservice Score	Status	Rural / Non-Rural
Hampton / Newport News Service Area	Primary Care - Medically Underserved Area	60.8	Designated	Non-Rural
Low Income - Newport News Service Area	Low Income - Medically Underserved Population	61.8	Designated	Non-Rural
Hampton City Service Area	Primary Care - Medically Underserved Area	55.1	Designated	Non-Rural
Poquoson City	No designation			
York Service Area	Primary Care - Medically Underserved Area	59.5	Designated	Non-Rural
Low Income - Williamsburg Service Area (includes York County)	Low Income - Medically Underserved Population	49.6	Designated	Non-Rural
Isle of Wight County	Primary Care - Medically Underserved Area	42.9	Designated	Non-Rural
Surry County	Primary Care - Medically Underserved Area	61.1	Designated	Rural

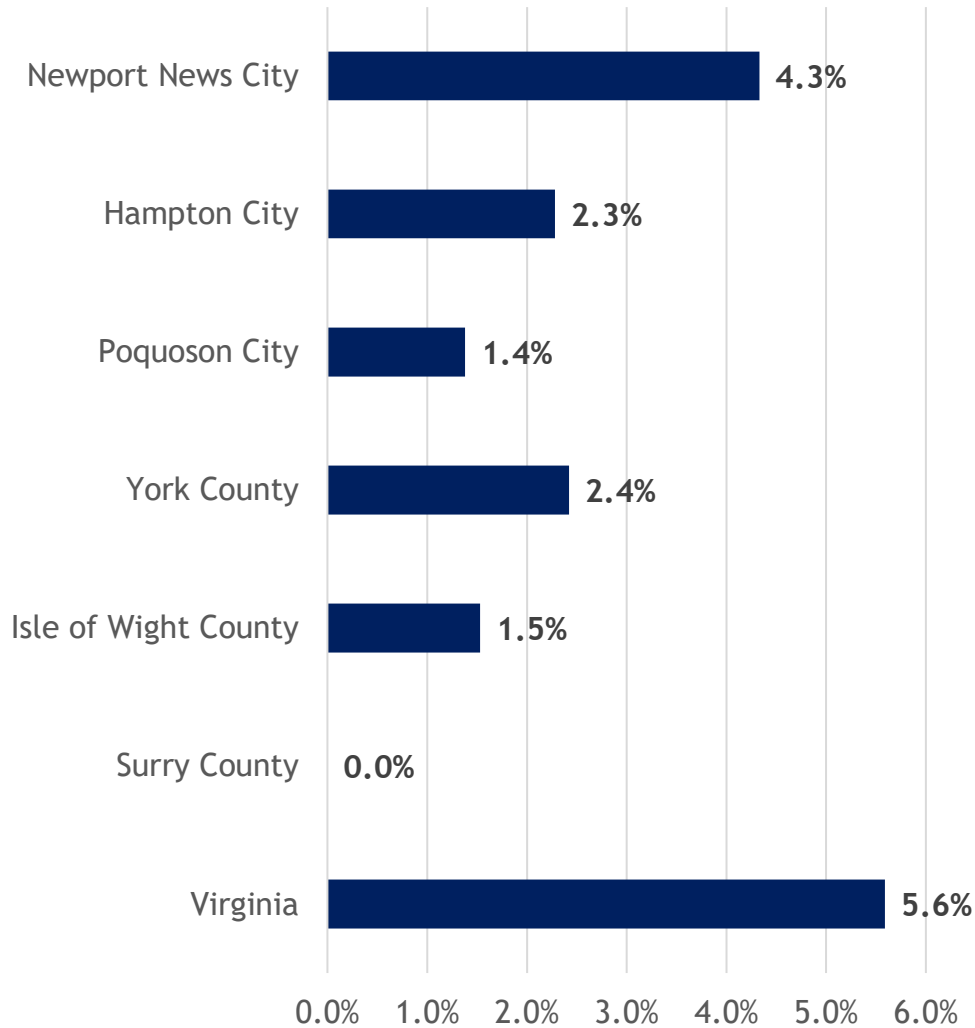
Literacy and Numeracy Levels

% of Population <Level 1
Literacy and Numeracy



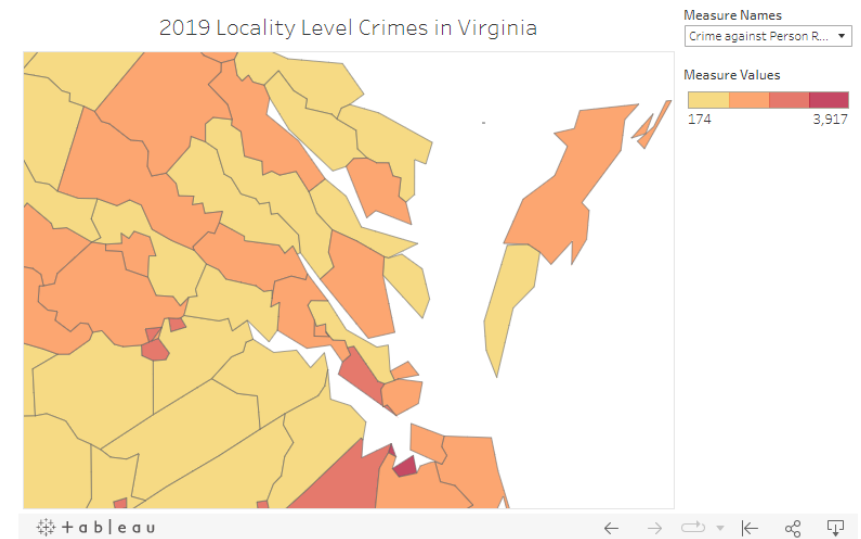
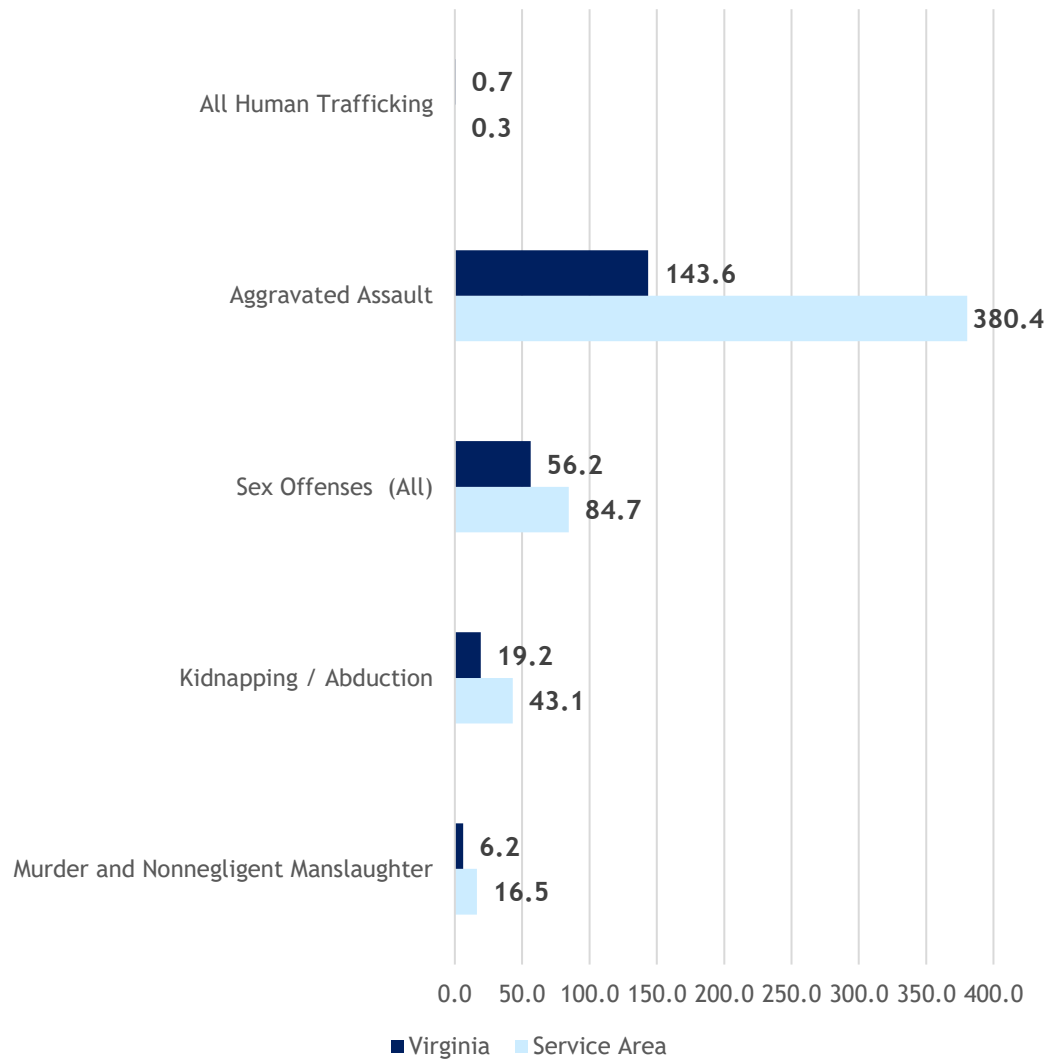
Limited English Proficiency

% of Population with LEP

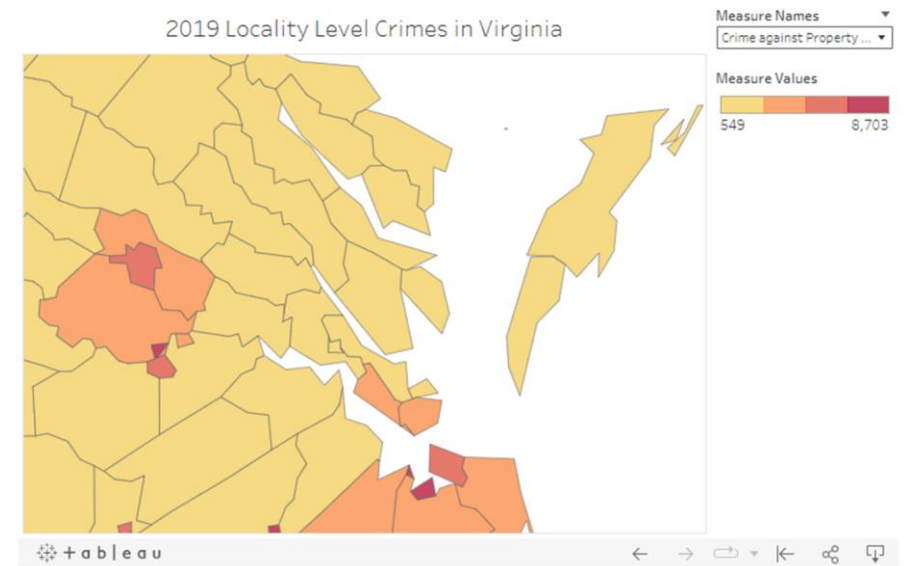
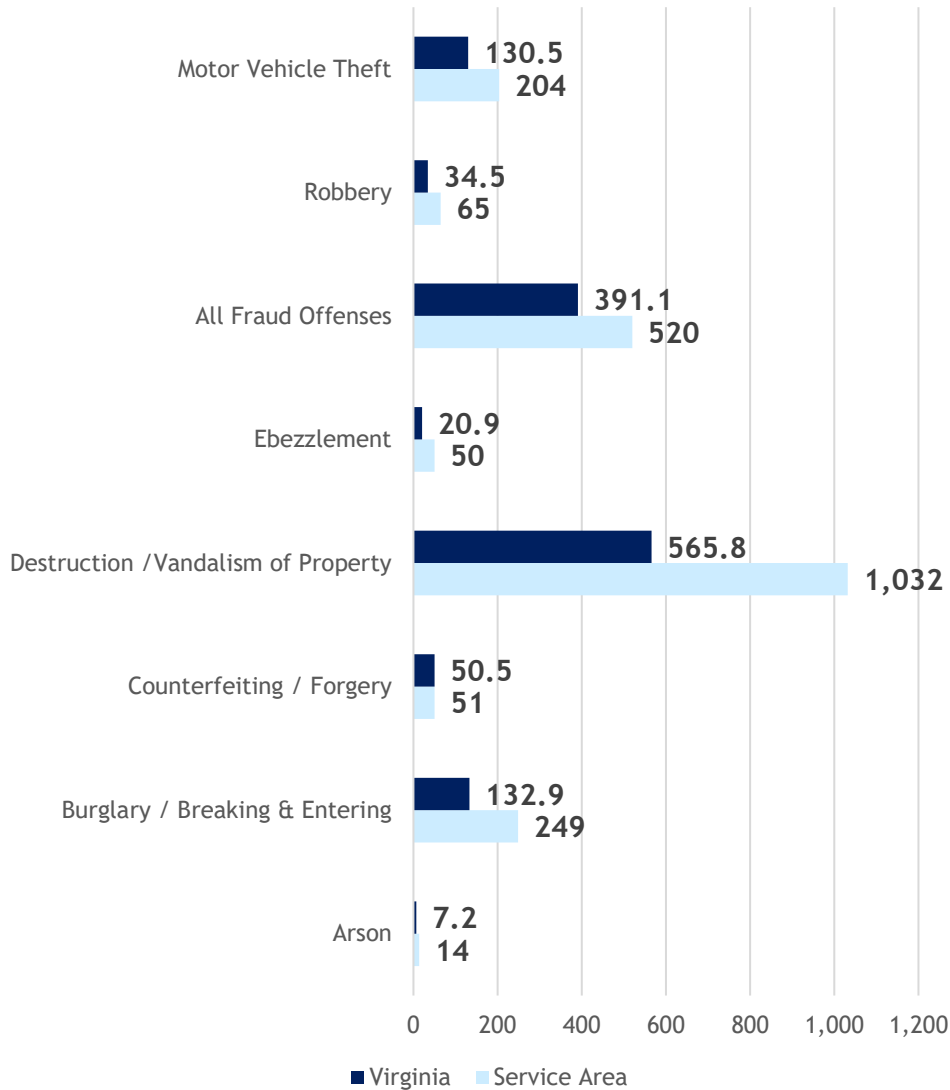


Language	Population in RRM Service Area	LEP% of RRM Service Area
Spanish or Spanish Creole	6,091	1.5%
Vietnamese	1,033	0.3%
Korean	887	0.2%
Arabic	497	0.1%
French (incl. Patois, Cajun)	491	0.1%
Russian	370	0.1%
Mon-Khmer (Cambodian)	302	0.1%
Chinese	299	0.1%
Tagalog	285	0.1%
African Languages	274	0.1%
Other Indic Languages	233	0.1%
German	201	0%

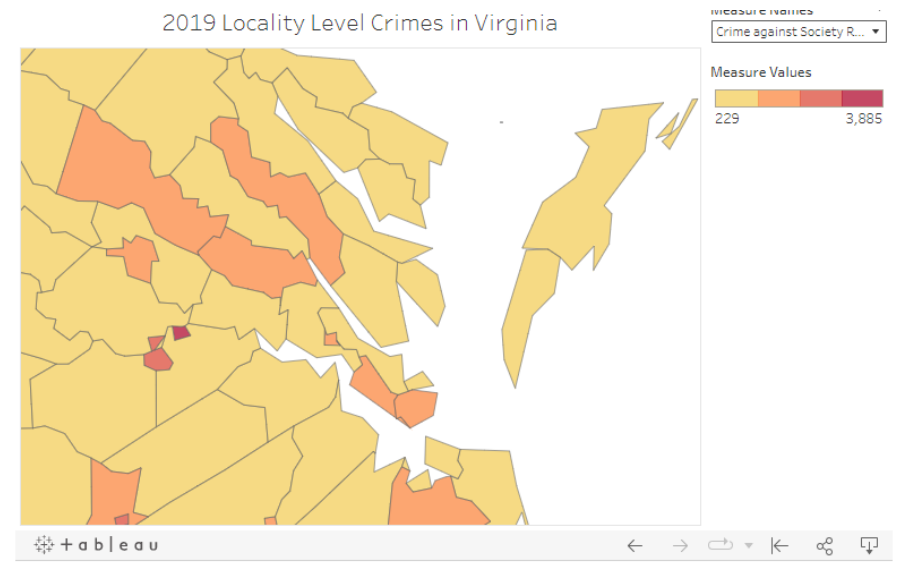
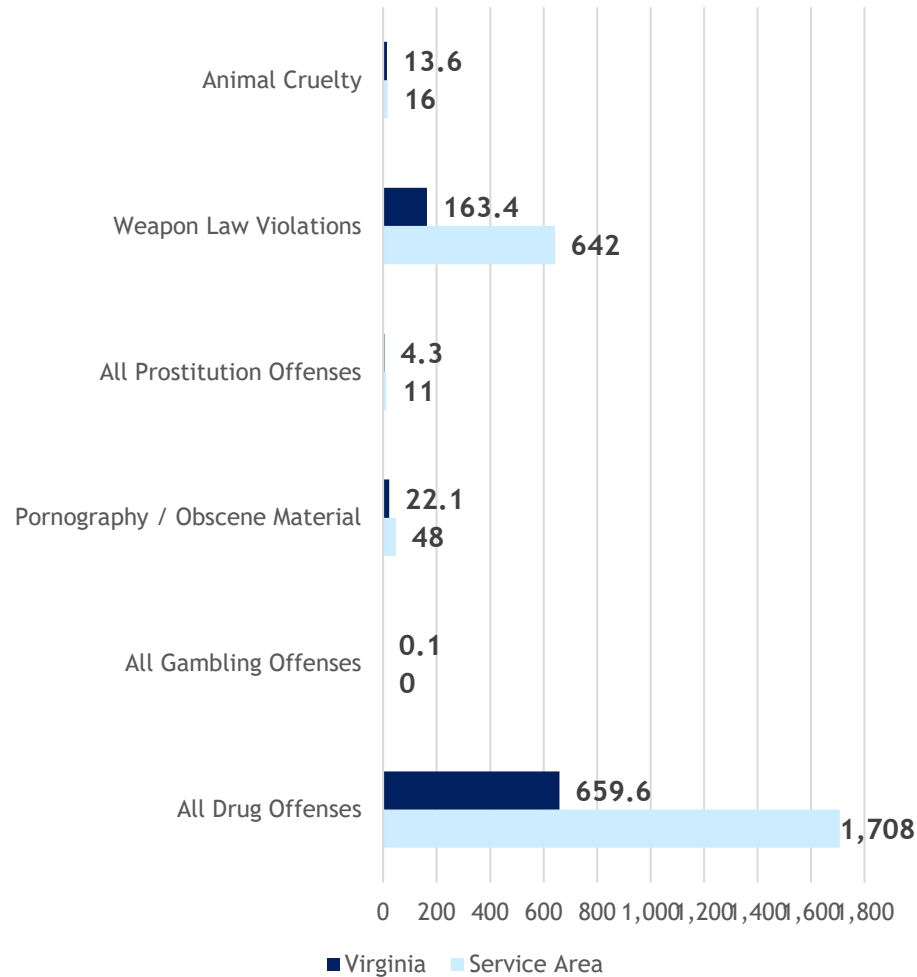
Crimes Against People (Rates per 100k Population)



Crimes Against Property (Rates per 100k Population)



Crimes Against Society (Rates per 100k Population)

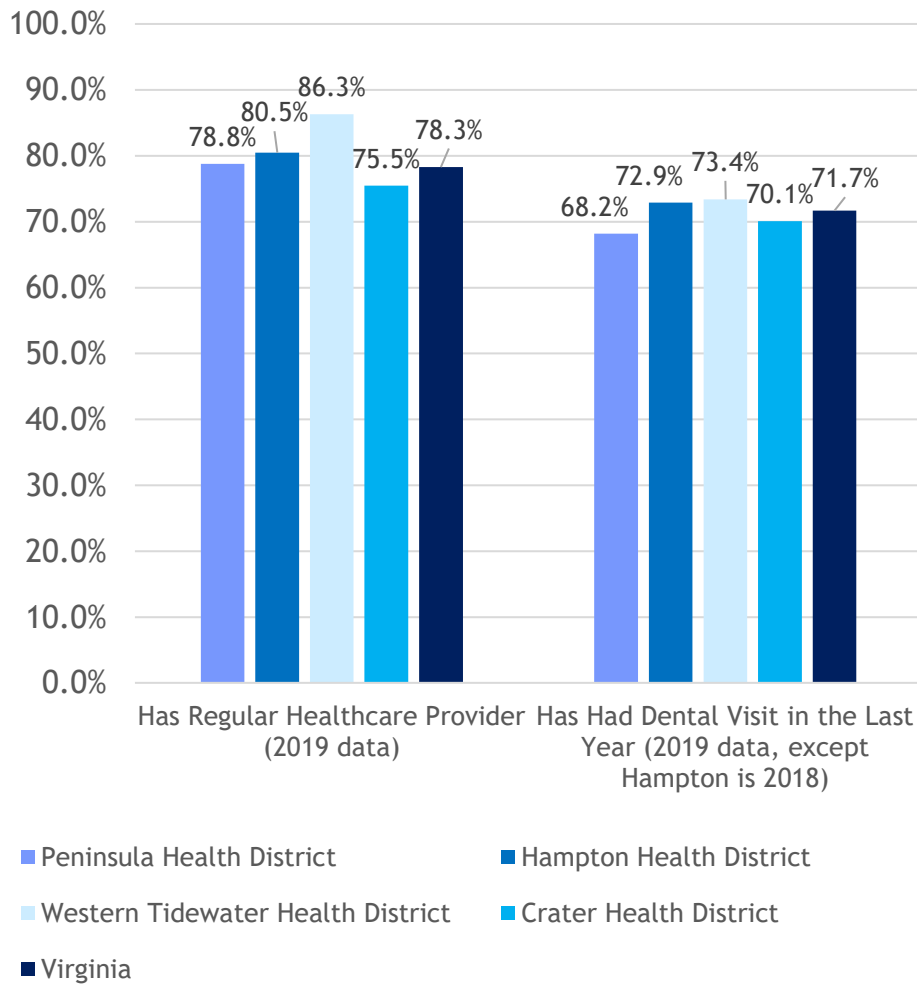


The RRMC Community

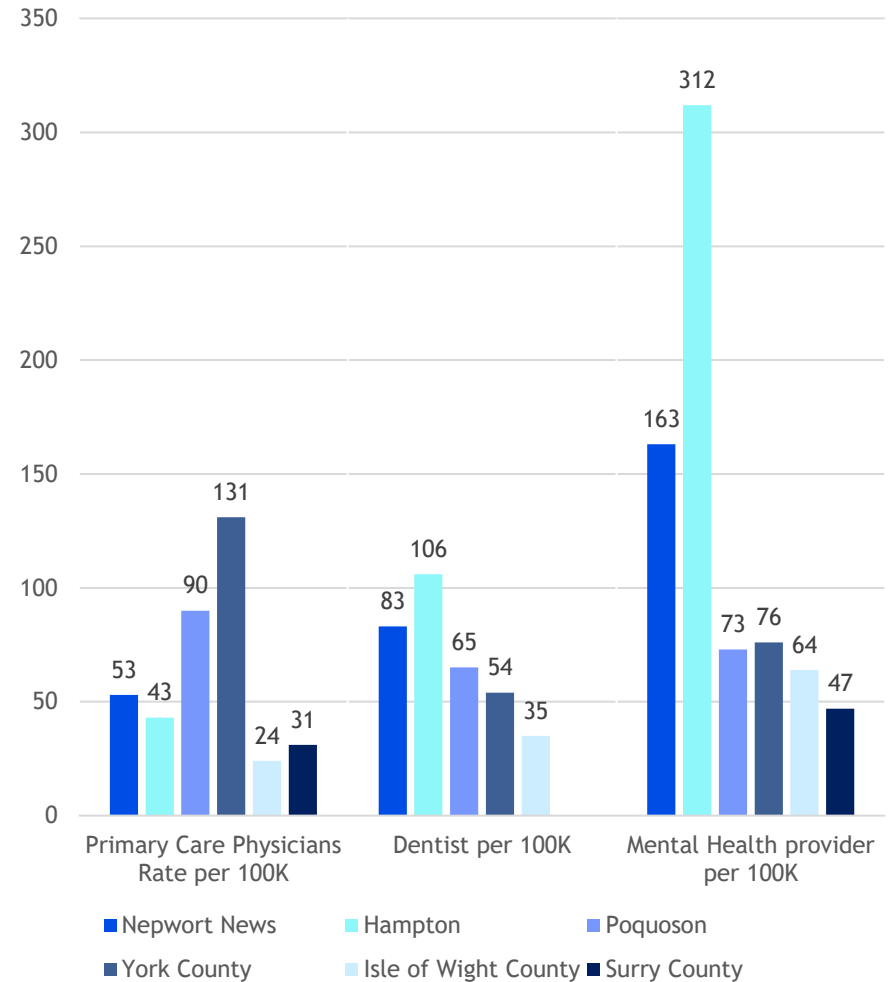
Primary & Preventative Health Profile and
Regional Health Resources

Healthcare Access

Access to Primary & Preventative Oral Healthcare



Providers per 100K

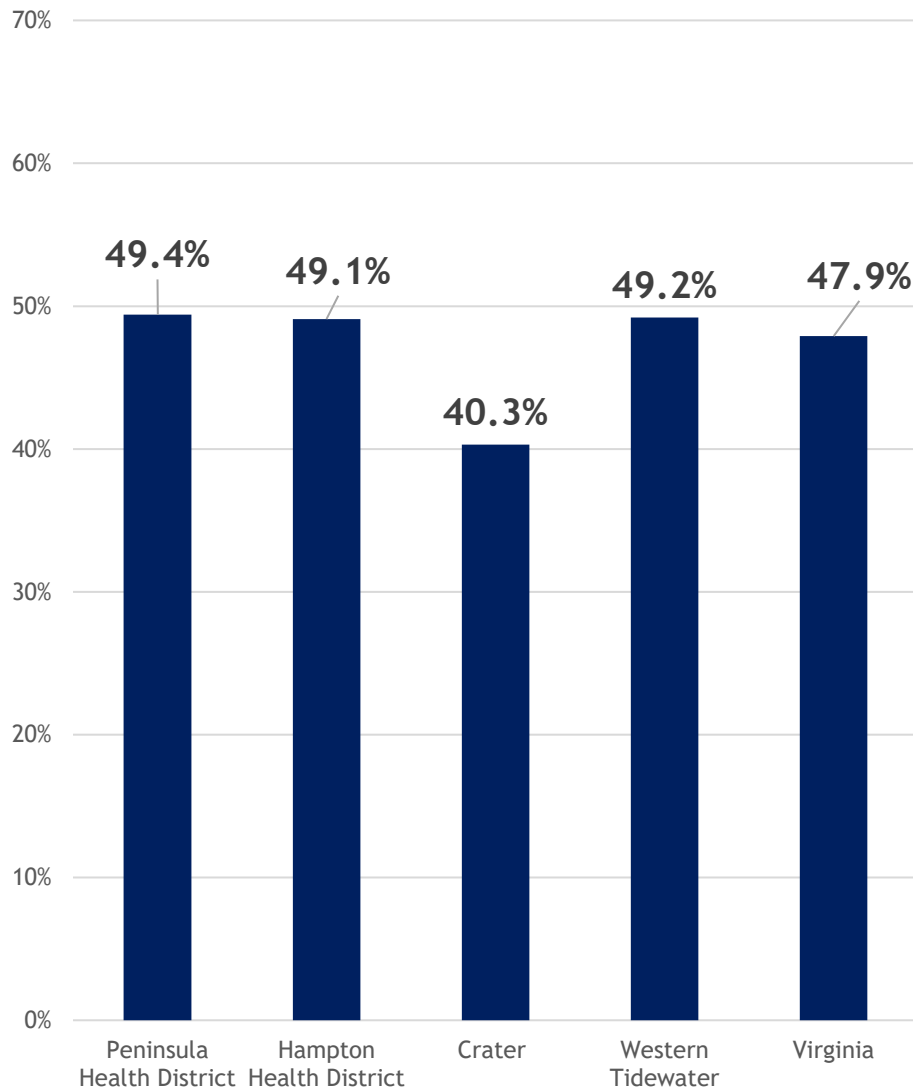


Source: Virginia Department of Health Behavioral Risk Factor Surveillance Survey <https://www.vdh.virginia.gov/brfss/>

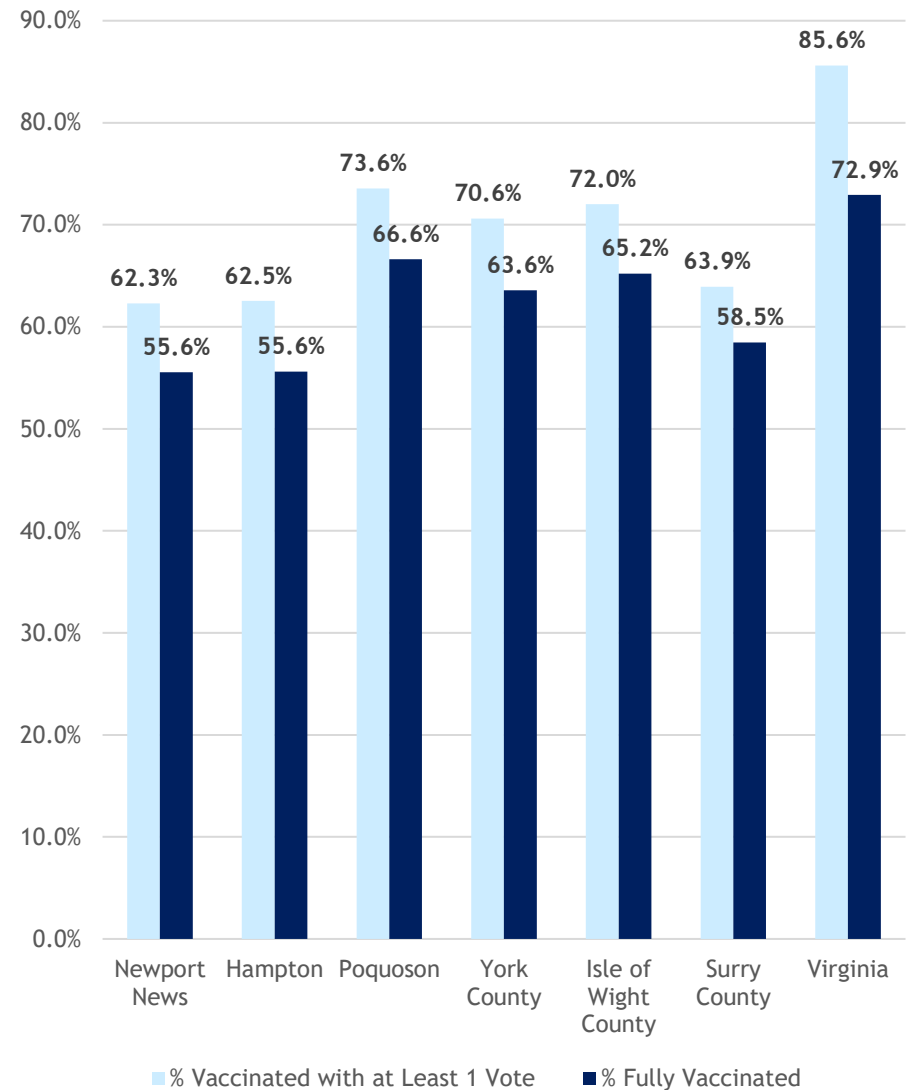
Source: 2018 data County Health Rankings

Vaccination Rates: Flu, COVID-19

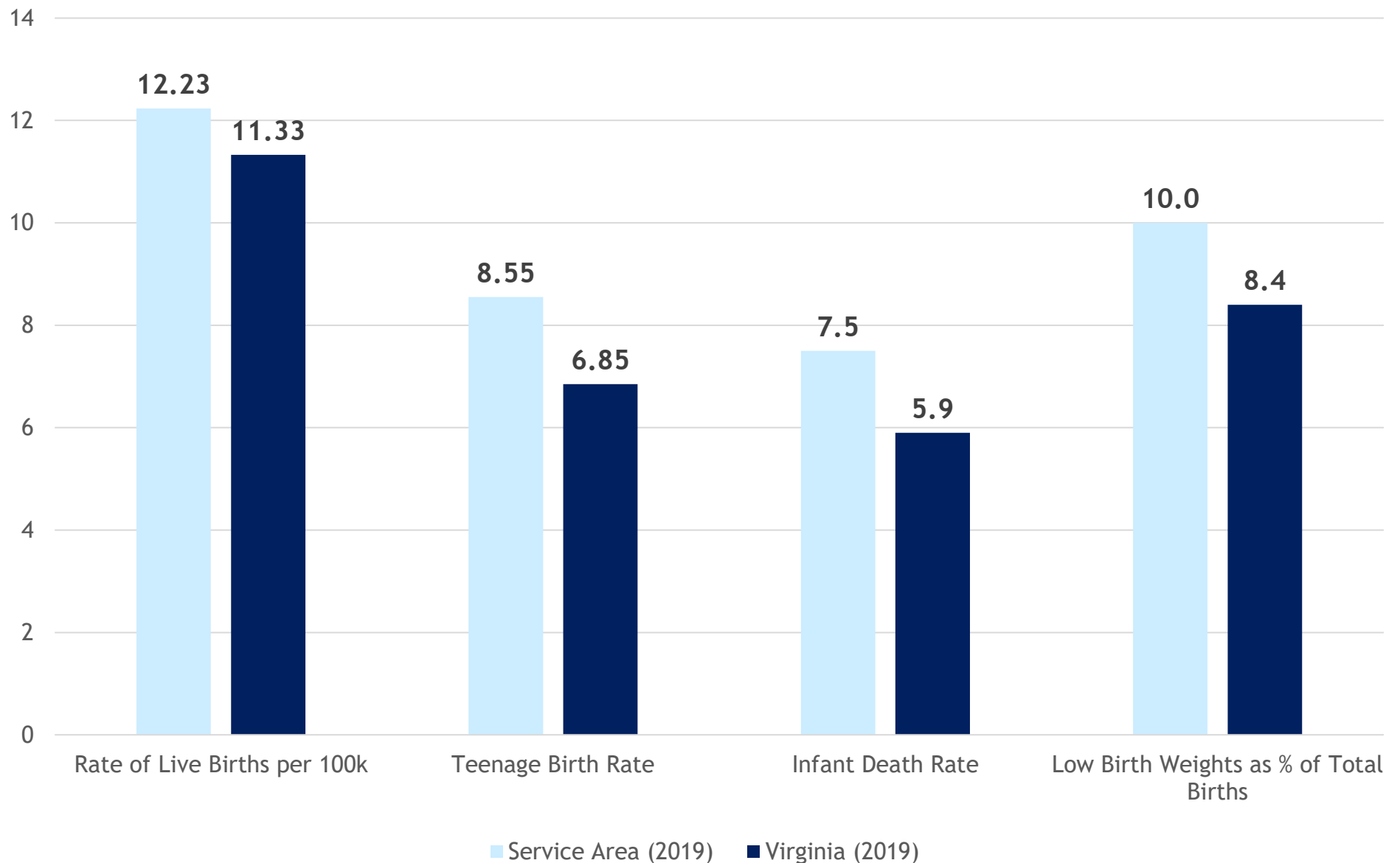
Flu Vaccine Rate (2019)



COVID-19 Vaccination Rates (2/2022)



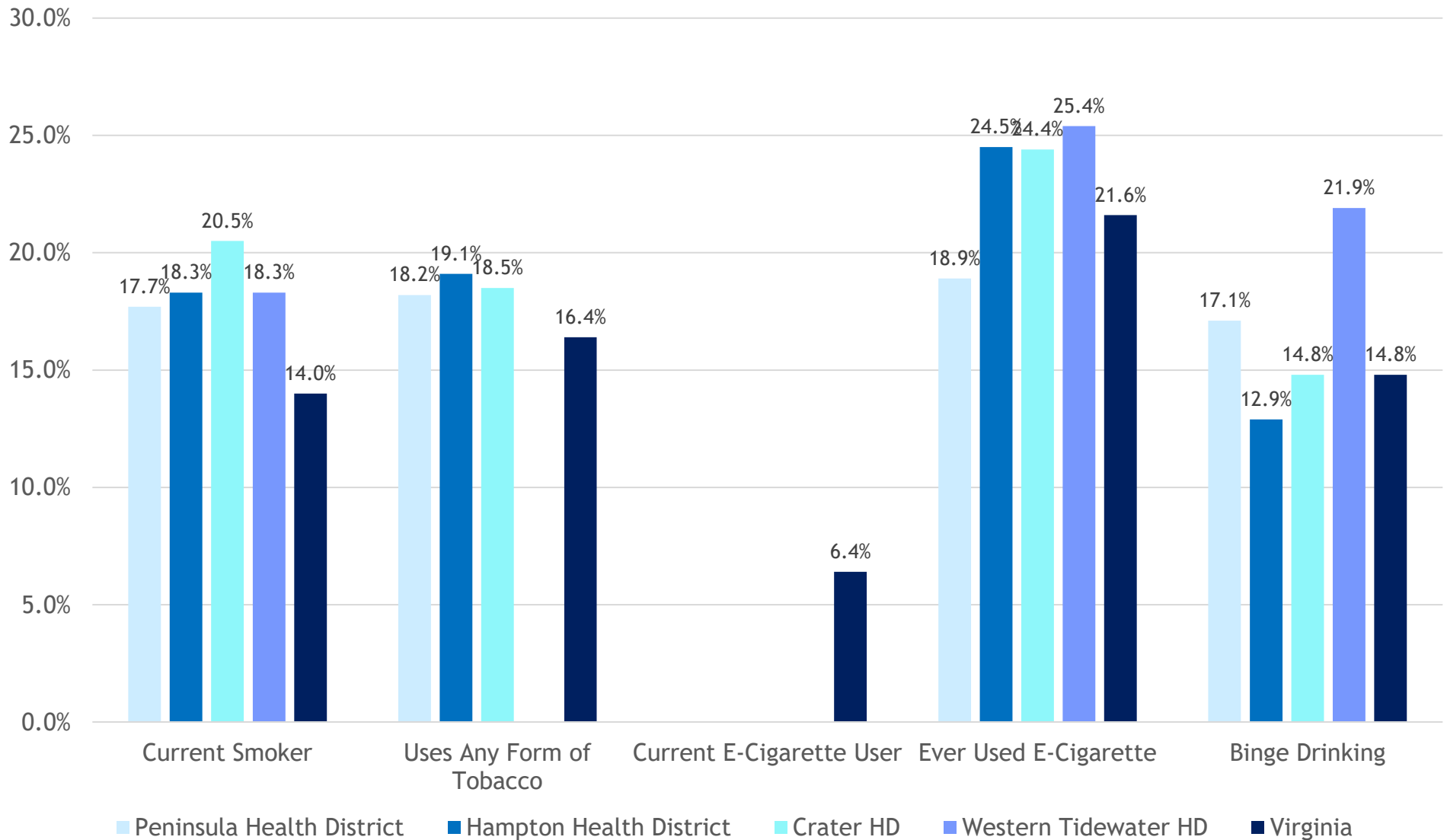
Maternal and Child Health Profile (2019)



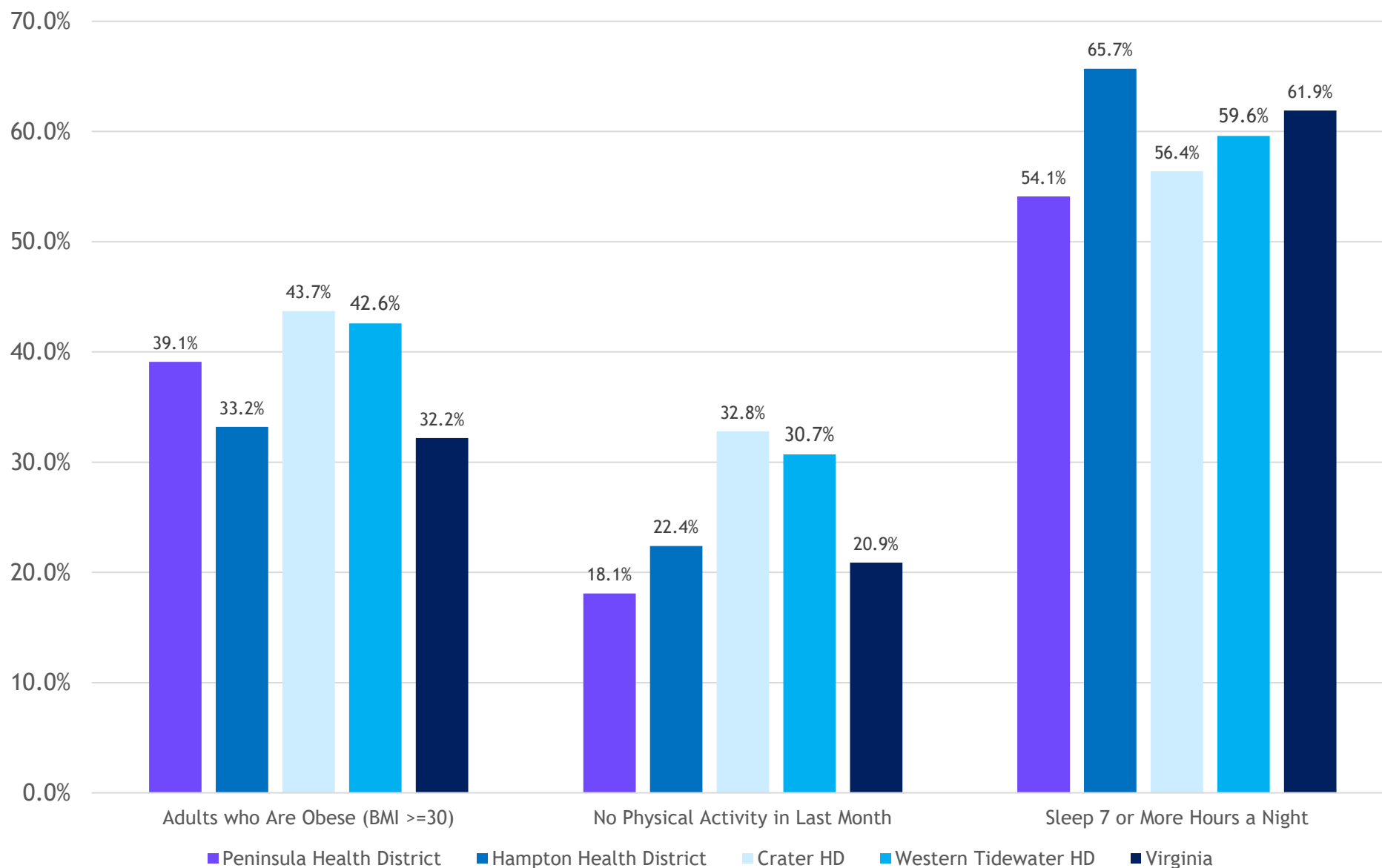
Maternal and Child Health Profile (2019)

	Service Area	Virginia
Total Live Births	5,462	97,434
Rate of Live Births per 100k	12.23	11.33
Total Low Weight Births	547	8,162
Low birth Weight as Percent of Total Births	10.0%	8.4%
Total Live Births to Teens (age 10 - 19)	236	3,651
Teenage Birth rate	8.55	6.85
Live Births to Teens <15	3	29
Live Births to Teens Age 15-17	42	824
Live Births to Teens age 18-19	191	2,798
Total Infant Deaths	41	570
Infant Death Rate	7.5	5.9

Tobacco, Alcohol and E-Cigarette Use

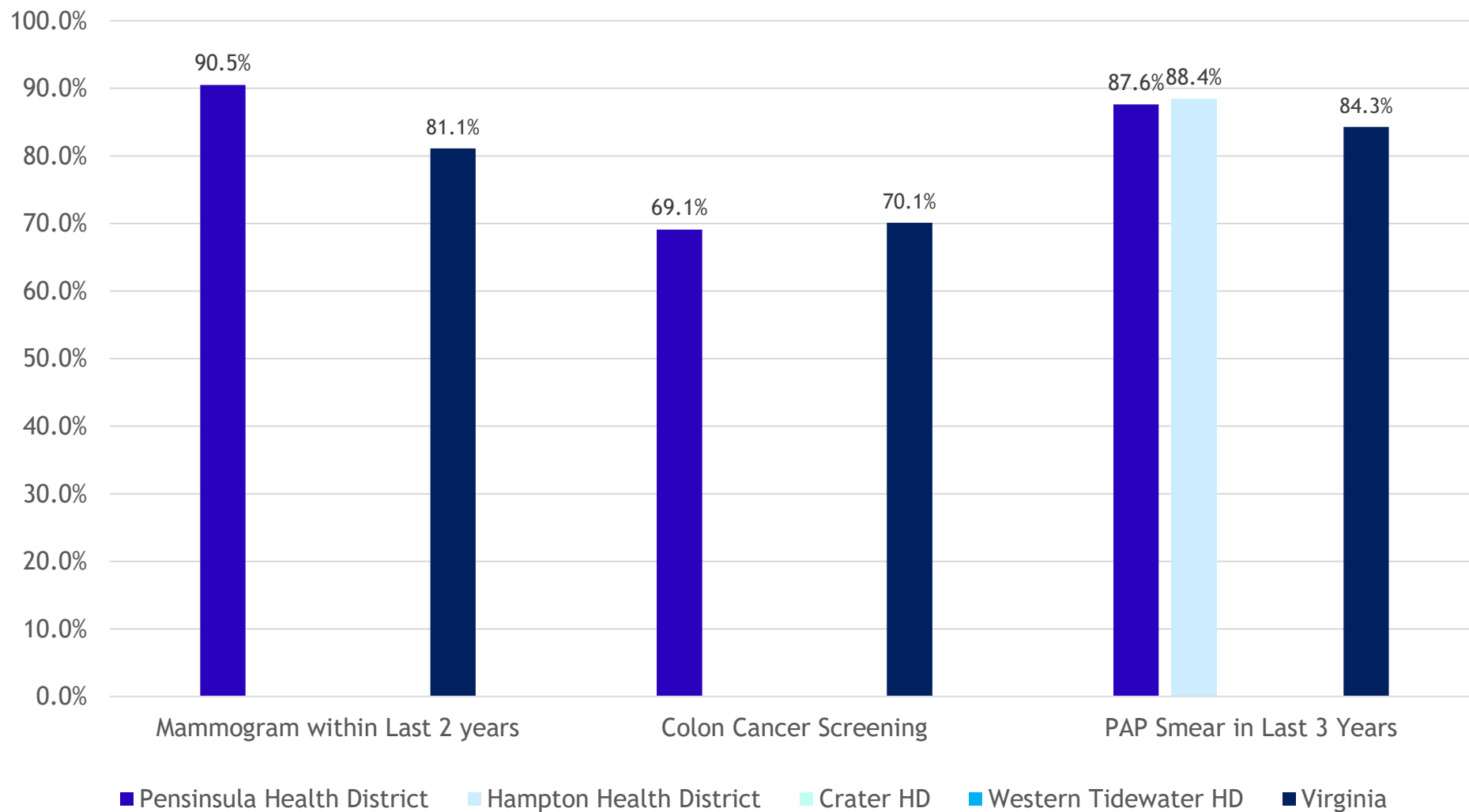


Obesity, Physical Inactivity and Adequate Sleep Rates



Cancer Screening Rates

Mammography In last 2 Years, Colorectal Screening and PAP Smear within last 3 Years



The RRM Community

COVID-19 Pandemic

COVID: Peninsula Health District

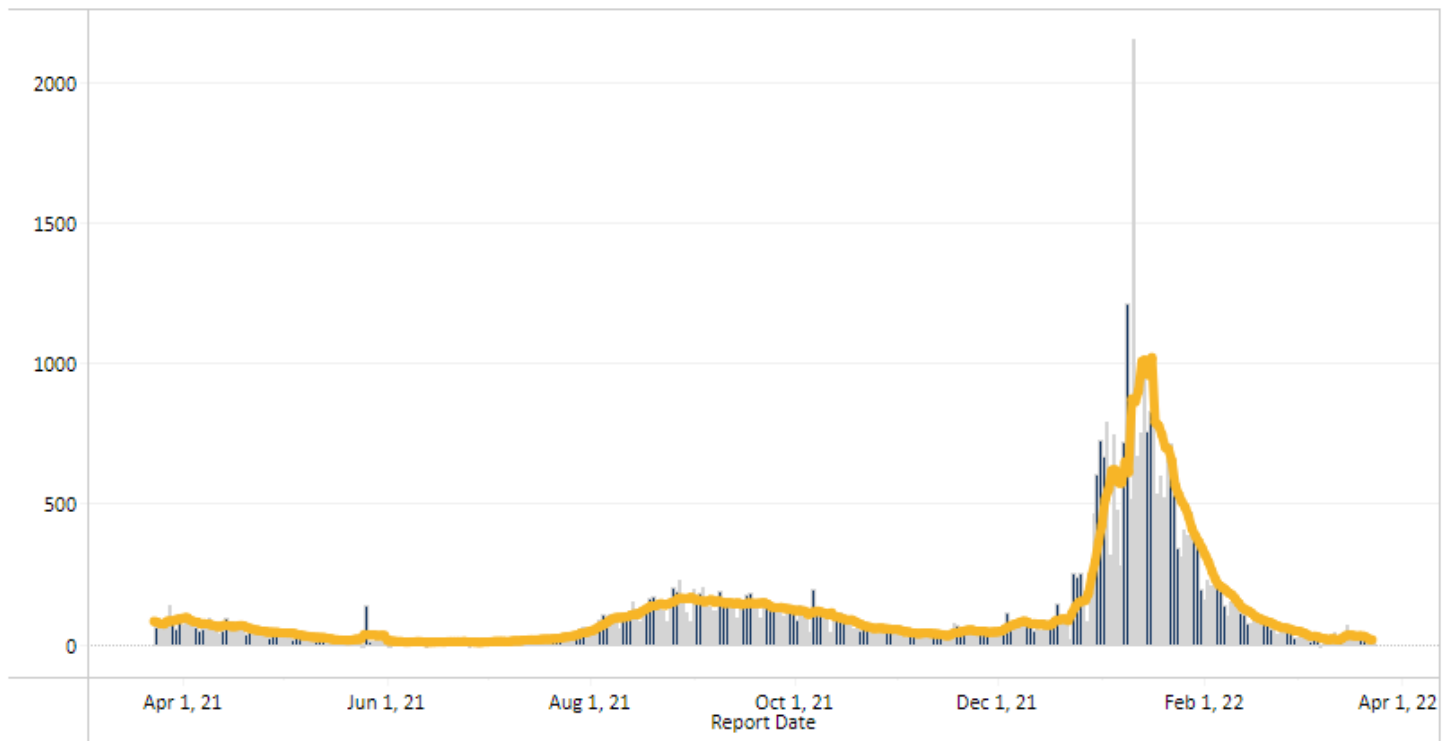
(Newport News, Williamsburg, York County, Poquoson)

Number of Cases by Report Date for Peninsula District for the past year

Number of cases by the date reported to VDH

■ New Cases

■ New Cases 7 Day Average



* Includes people with either a positive molecular/PCR test (Confirmed), positive antigen test (Probable) or symptomatic with known exposure to COVID-19 (Probable).

** Hospitalization of a case is captured at the time VDH performs case investigation. This underrepresents the total number of hospitalizations in Virginia

† VDH adopted the updated CDC COVID-19 2021 Surveillance Case Definition on September 1, 2021 which is found here: --

<https://ndc.services.cdc.gov/case-definitions/coronavirus-disease-2019-2021/>

Source: Cases - Virginia Electronic Disease Surveillance System (VEDSS), data entered by 5:00 PM the prior day.

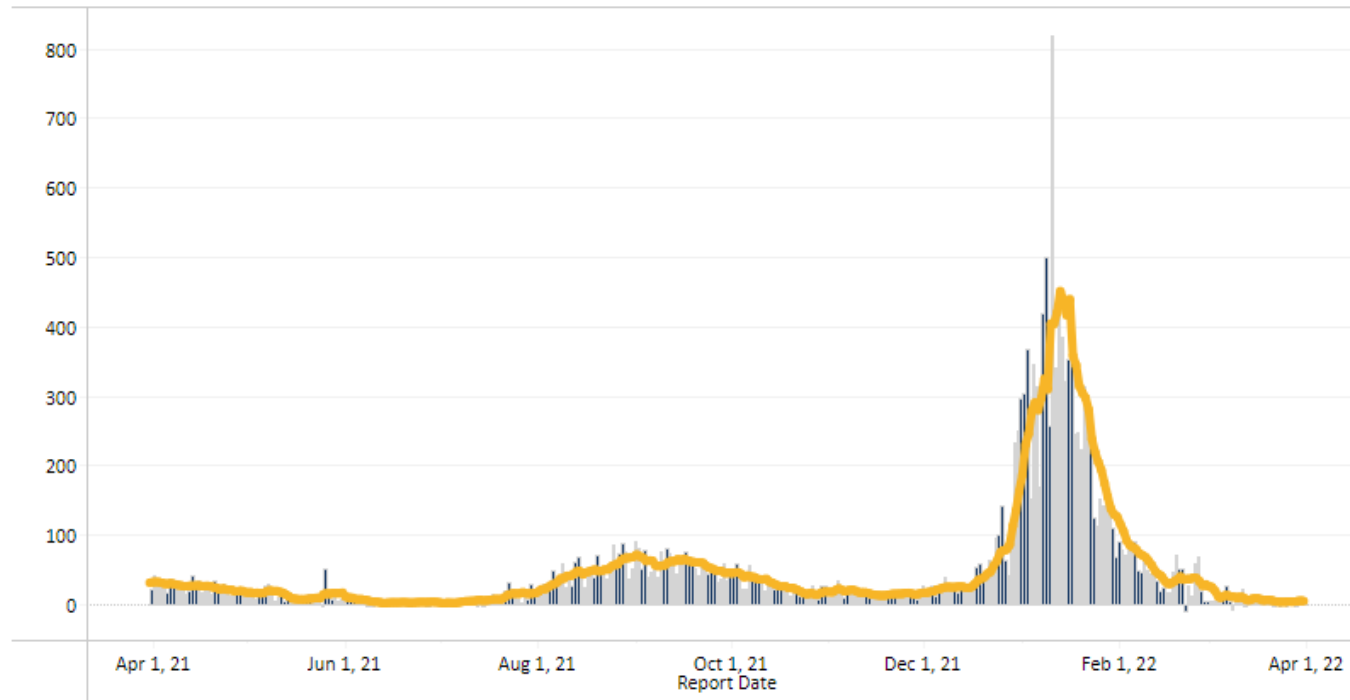
COVID: Hampton Health District (Hampton)

Number of Cases by Report Date for Hampton for the past year

Number of cases by the date reported to VDH

■ New Cases

■ New Cases 7 Day Average



* Includes people with either a positive molecular/PCR test (Confirmed), positive antigen test (Probable) or symptomatic with known exposure to COVID-19 (Probable).

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Source: Cases - Virginia Electronic Disease Surveillance System (VEDSS), data entered by 5:00 PM the prior day.

COVID: Western Tidewater Health District

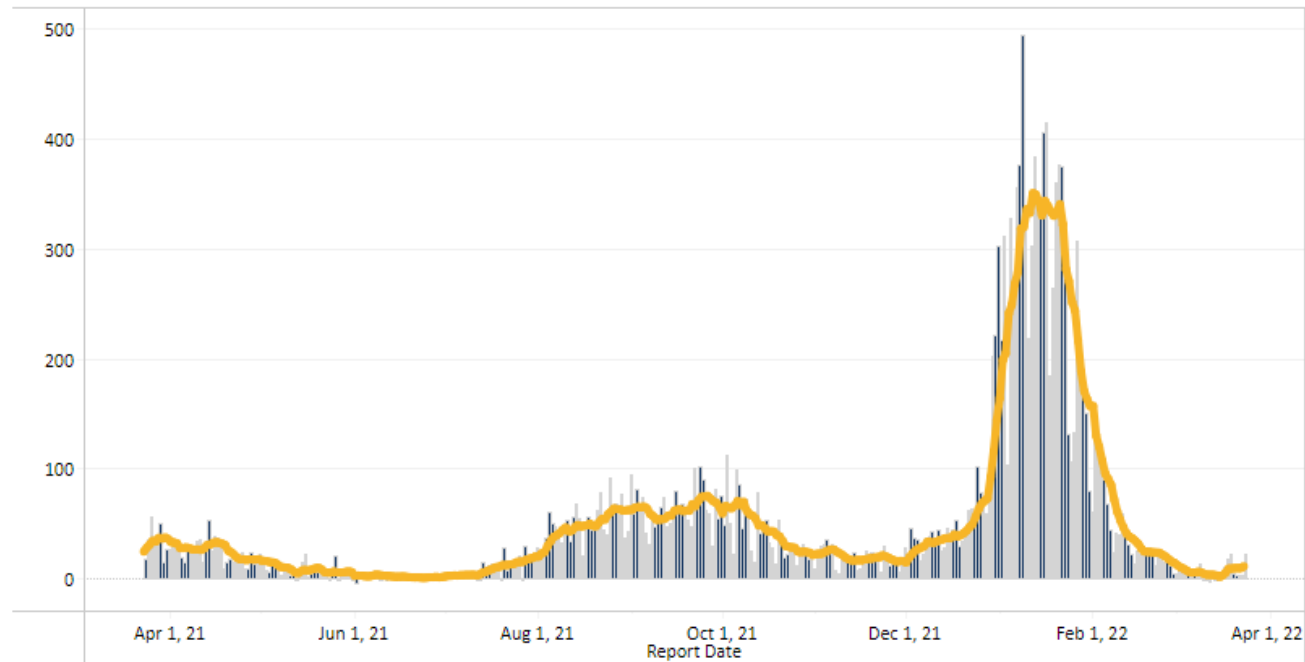
(Counties of Suffolk, Isle of Wight, Southampton and City of Franklin)

Number of Cases by Report Date for Western Tidewater District for the past year

Number of cases by the date reported to VDH

■ New Cases

■ New Cases 7 Day Average



* Includes people with either a positive molecular/PCR test (Confirmed), positive antigen test (Probable) or symptomatic with known exposure to COVID-19 (Probable).

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Source: Cases - Virginia Electronic Disease Surveillance System (VEDSS), data entered by 5:00 PM the prior day.

Virginia Department of Health,
<https://www.vdh.virginia.gov/coronavirus/see-the-numbers/covid-19-in-virginia/covid-19-in-virginia-cases/>

COVID: Crater Health District

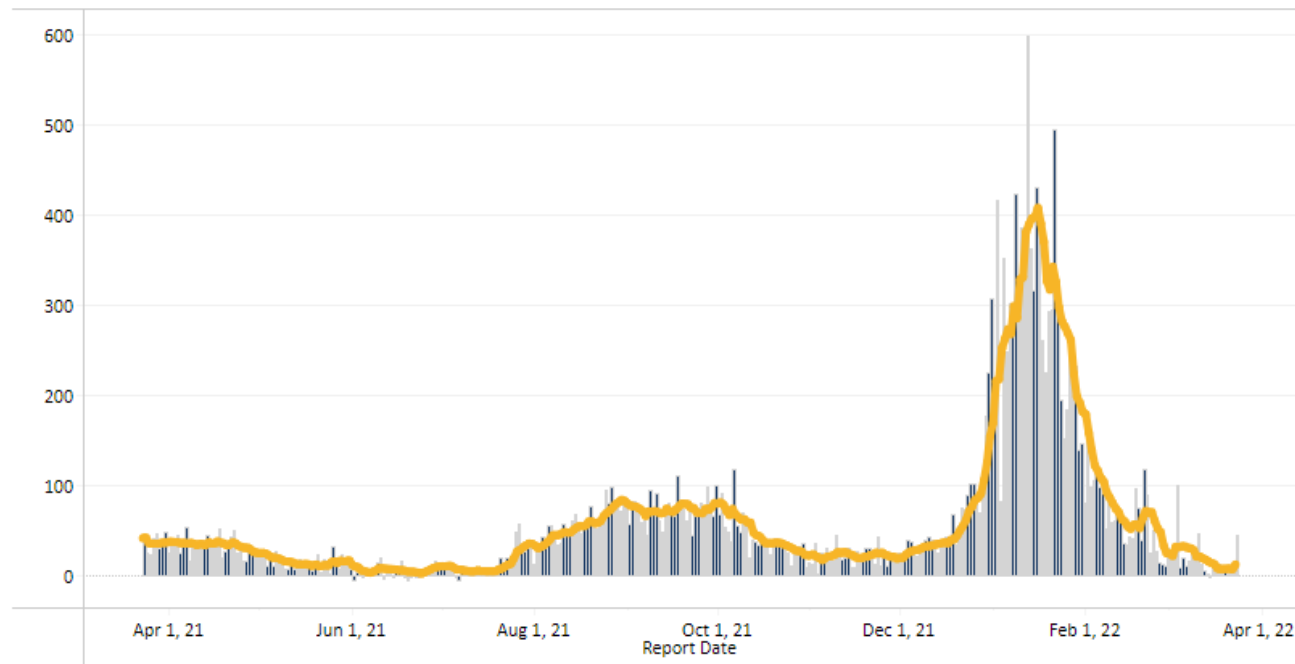
(Cities of Emporia, Hopewell, Petersburg, and Counties of Dinwiddie, Greensville, Prince George, Surry & Sussex)

Number of Cases by Report Date for Crater District for the past year

Number of cases by the date reported to VDH

■ New Cases

■ New Cases 7 Day Average



* Includes people with either a positive molecular/PCR test (Confirmed), positive antigen test (Probable) or symptomatic with known exposure to COVID-19 (Probable).

** Hospitalization of a case is captured at the time VDH performs case investigation. This underrepresents the total number of hospitalizations in Virginia

† VDH adopted the updated CDC COVID-19 2021 Surveillance Case Definition on September 1, 2021 which is found here: --

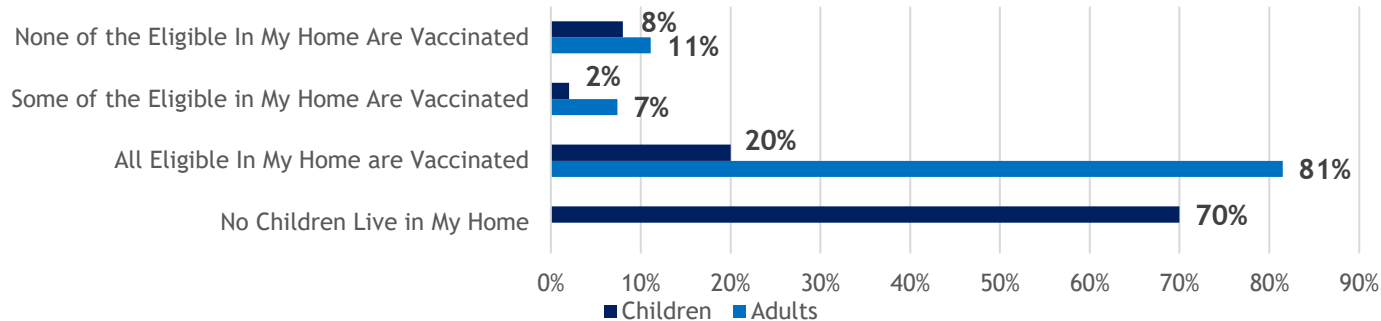
<https://ndc.services.cdc.gov/case-definitions/coronavirus-disease-2019-2021/>

Source: Cases - Virginia Electronic Disease Surveillance System (VEDSS), data entered by 5:00 PM the prior day.

Virginia Department of Health,
<https://www.vdh.virginia.gov/coronavirus/see-the-numbers/covid-19-in-virginia/covid-19-in-virginia-cases/>

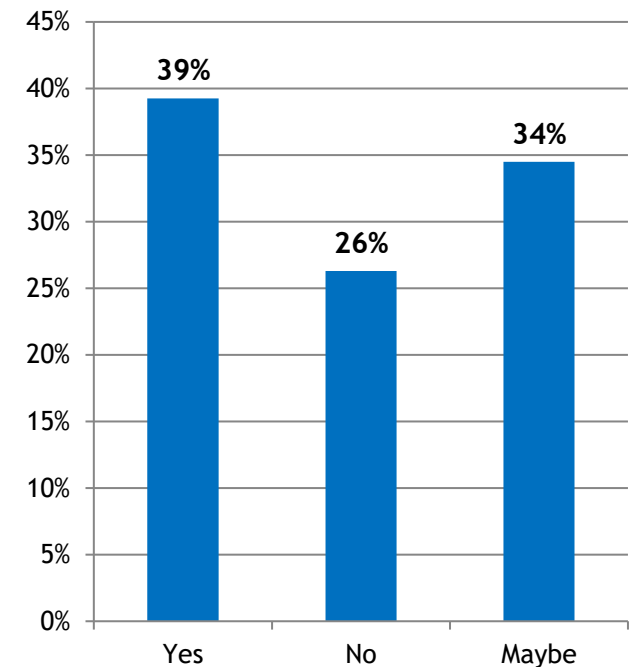
Community Member Survey: COVID-19 Vaccination

Did the Members of Your Household Get the COVID-19 Vaccine?

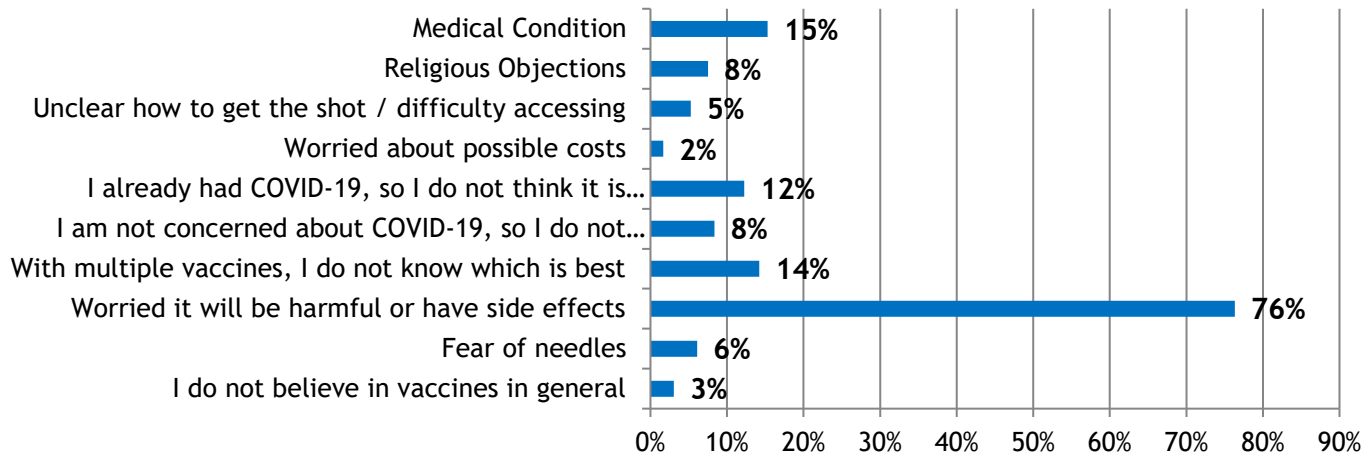


This question was only asked on the Community Member version of the survey

Do you plan to have your child(ren) get the COVID-19 vaccine in the future?

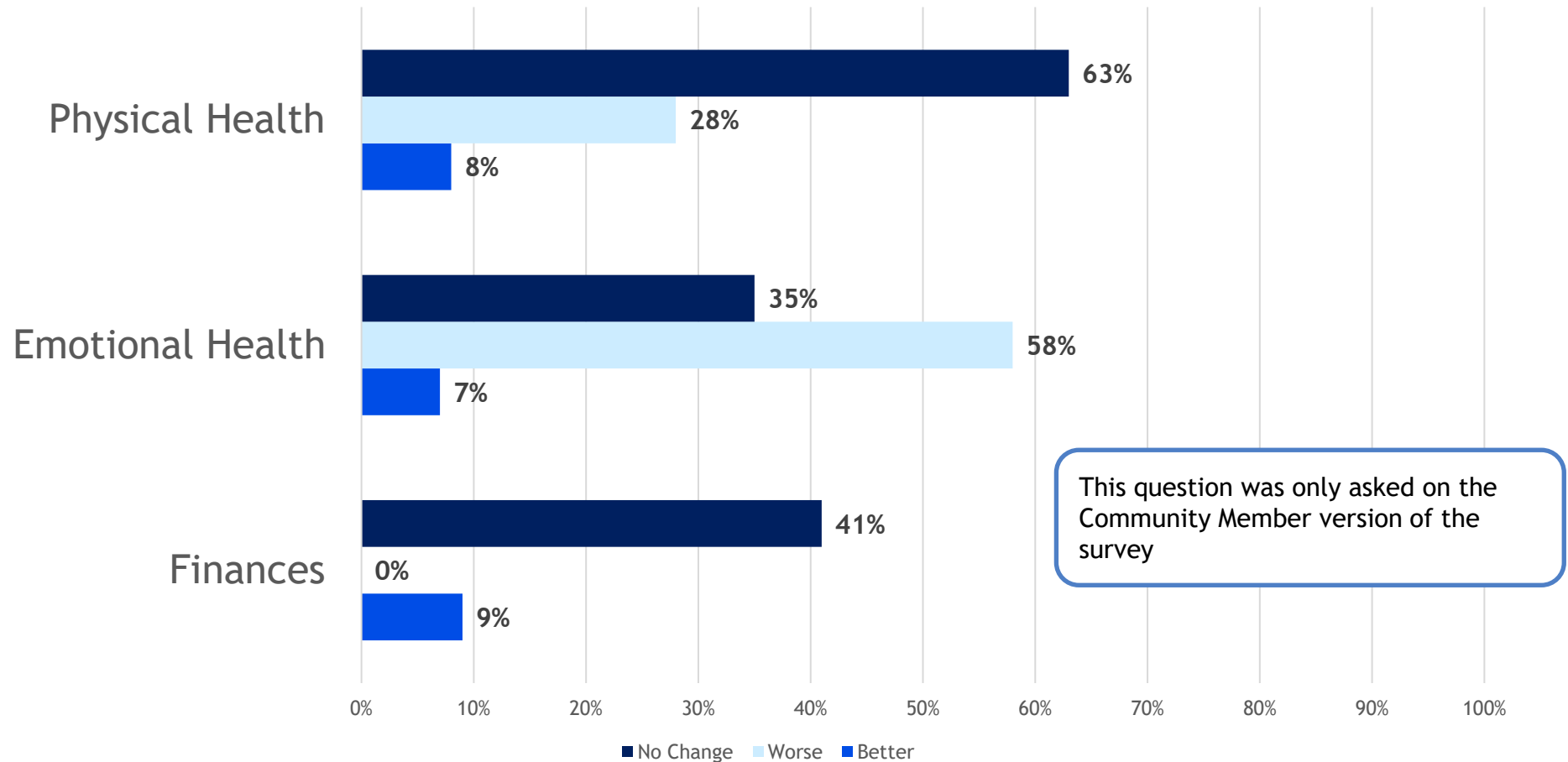


Please share your concerns about the COVID-19 vaccine (select all that apply):



Community Member Survey:

Since the Start of the Pandemic, My Family's _____ is Better, Worse, No Change



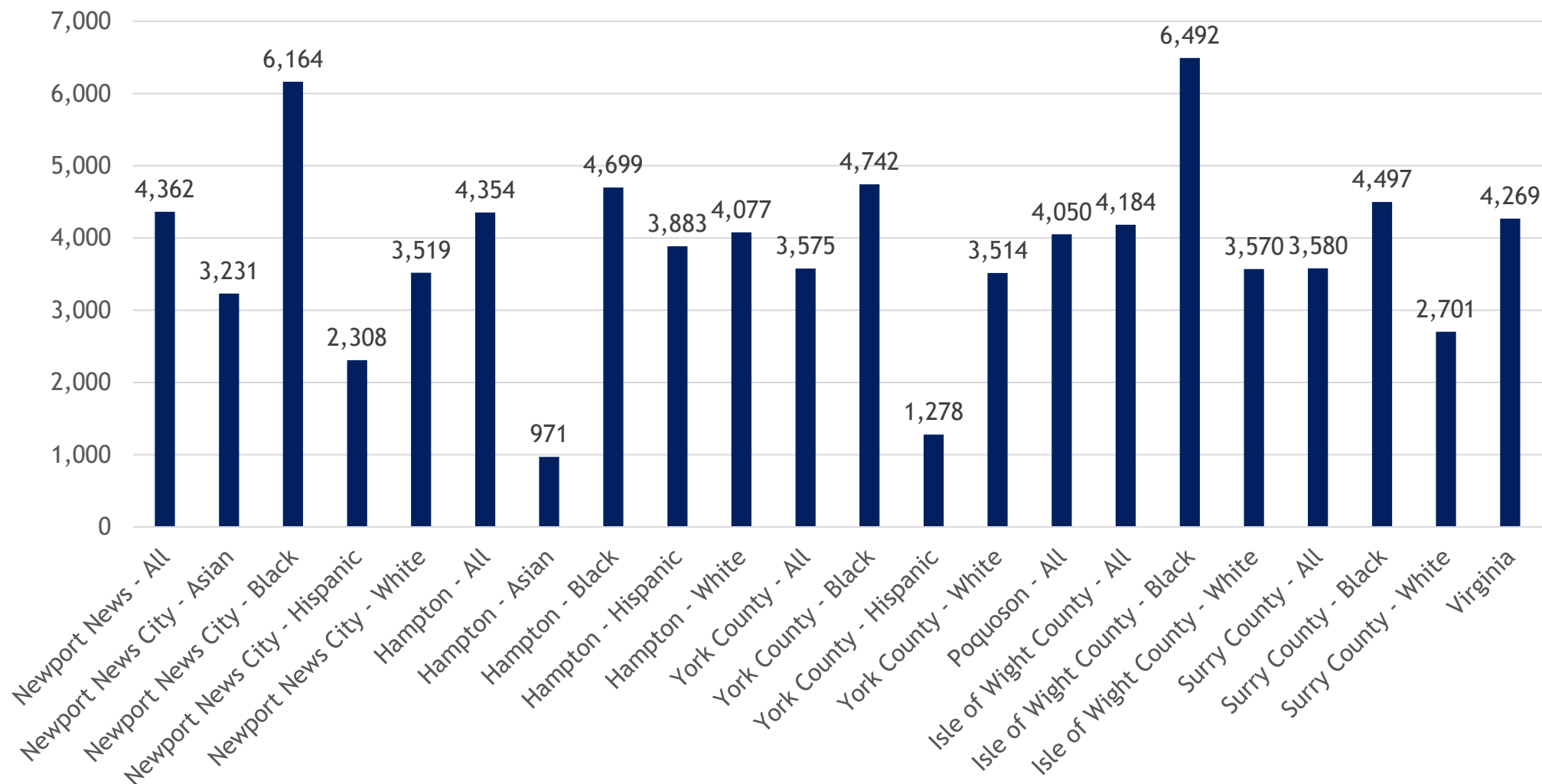
The RRMC Community

Morbidity & Mortality

Preventable Hospitalizations

Rate of Hospital Stays for Ambulatory Conditions per 100k Medicare Enrollees
(2018 is latest available data)

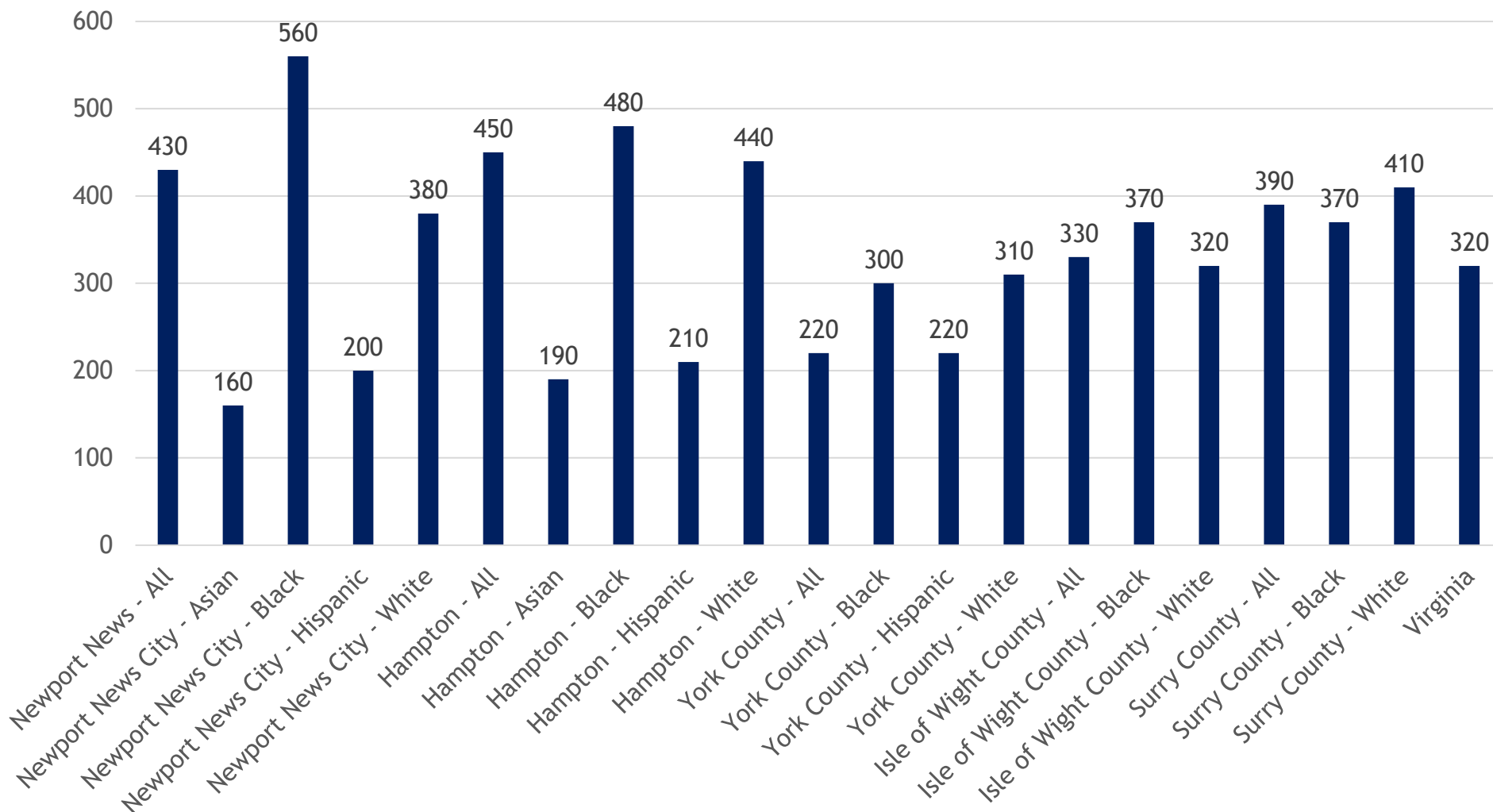
Preventable Hospitalizations: Rate of Hospital Stays for Ambulatory Conditions per 100K Medicare Enrollees



Premature Age Adjusted Mortality

Number of Deaths Among Residents <75 per 100k (age adjusted)

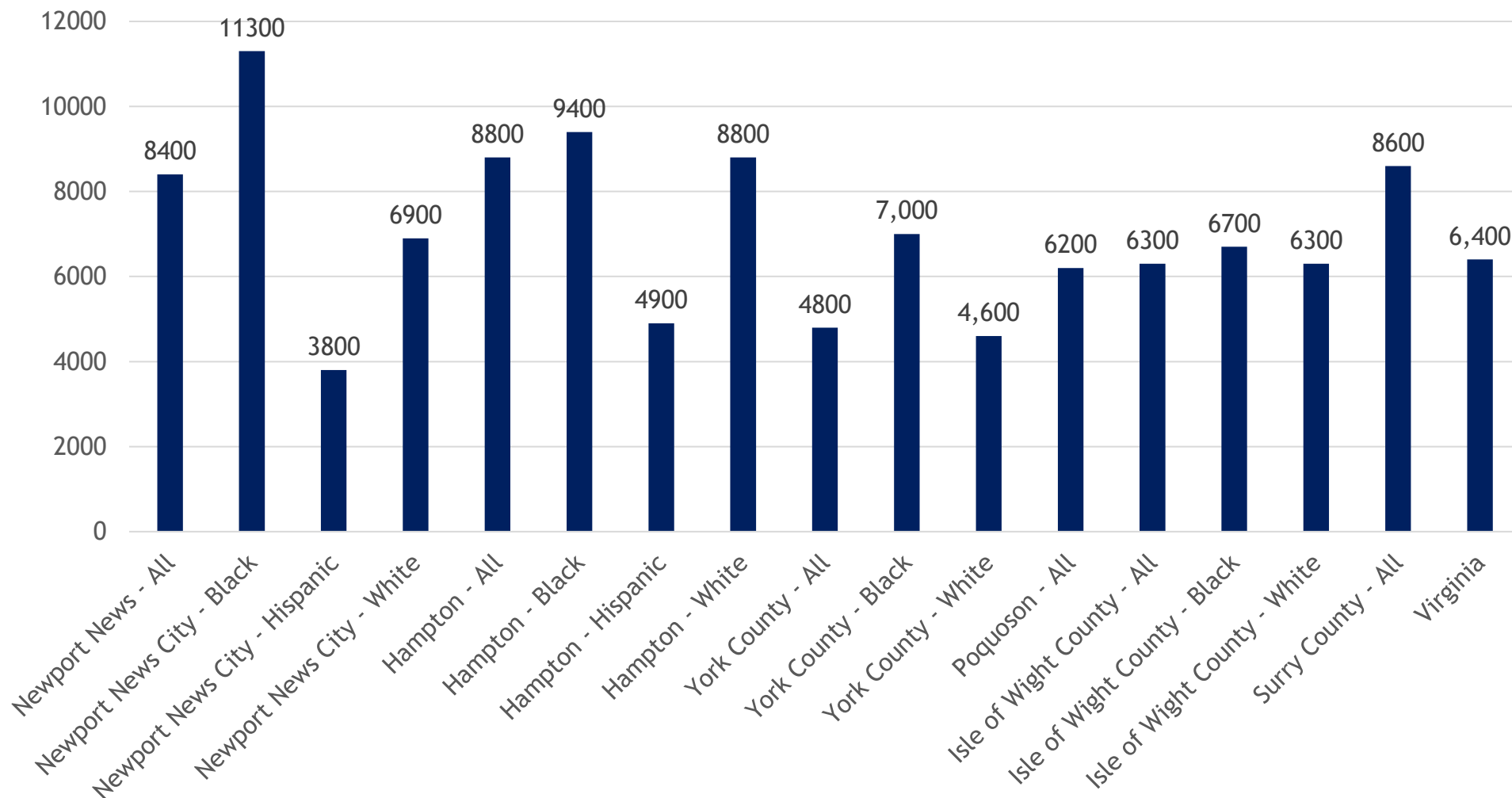
2017-2019 is most recent data available



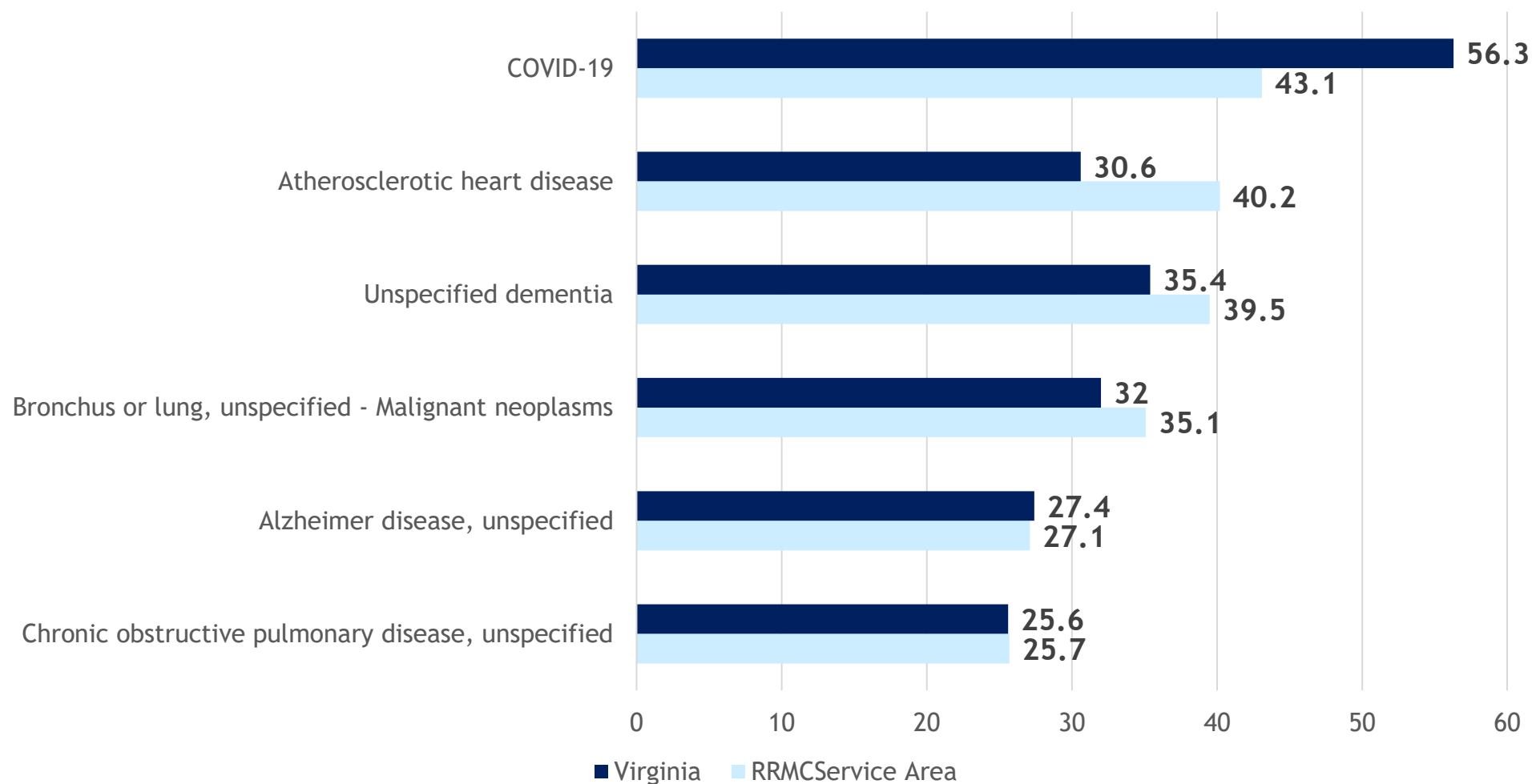
Years Potential Life Lost

Years of Potential Life Lost Before Age 75 per 100k (age adjusted)

2017-2019 is most recent data available



Age Adjusted Death Rate per 100K vs Virginia by Cause of Death (2020)

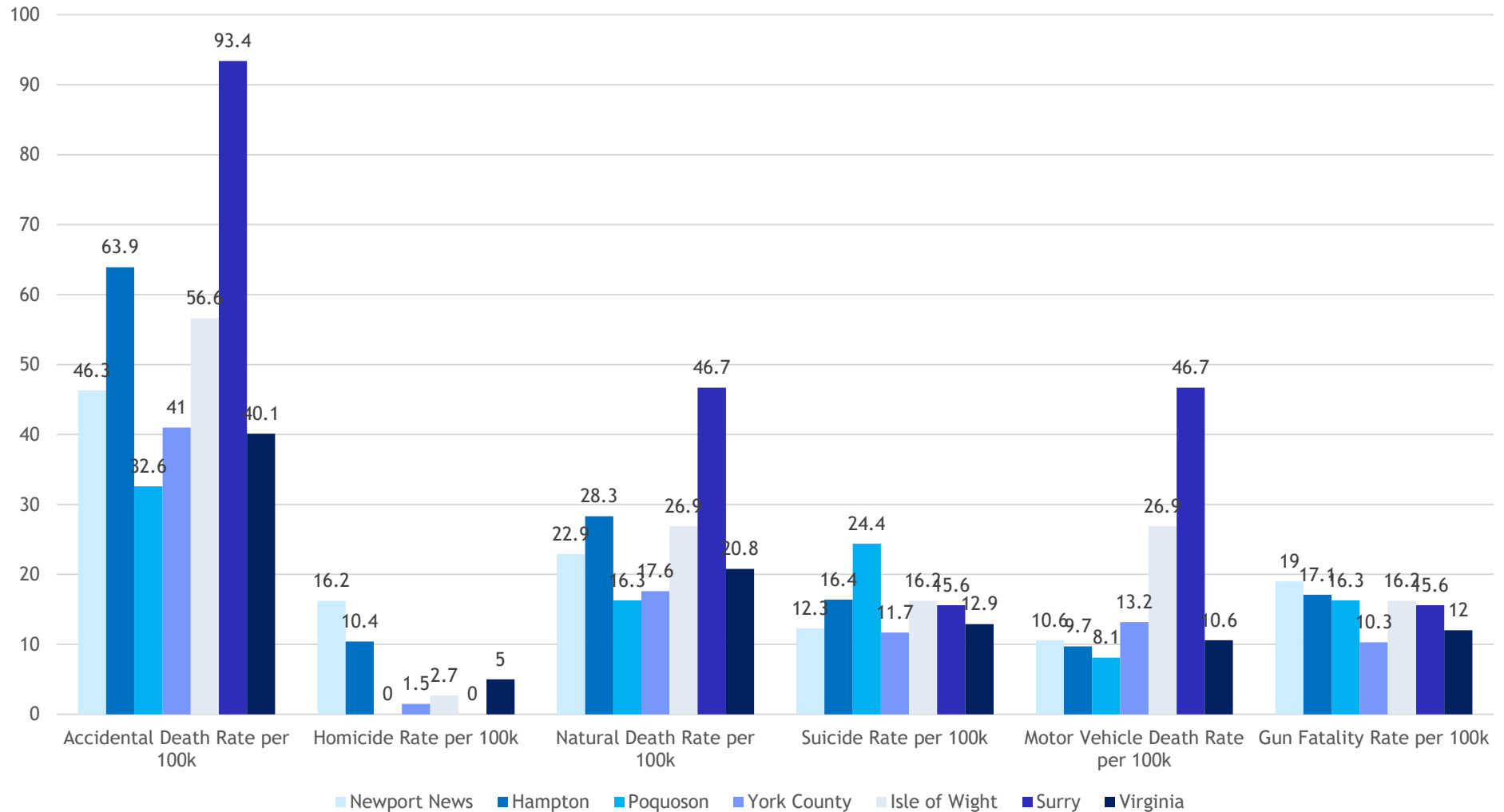


Cause of Death

Cause of Death	Study Area (2020)			Virginia (2020)		
	Number of Deaths	Crude Death Rate per 100,000	Age Adjusted Death Rate per 100,000	Number of Deaths	Crude Death Rate per 100,000	Age Adjusted Death Rate per 100,000
All Deaths	4,540	1031.6	887.7	80,596	938.2	792.8
COVID-19	227	51.6	43.1	5,821	67.8	56.3
Atherosclerotic heart disease	211	47.9	40.2	3,167	36.9	30.6
Unspecified dementia	199	45.2	39.5	3,549	41.3	35.4
Bronchus or lung, unspecified - Malignant neoplasms	189	42.9	35.1	3,465	40.3	32
Chronic obstructive pulmonary disease, unspecified	137	31.1	25.7	2,696	31.4	25.6
Alzheimer disease, unspecified	136	30.9	27.1	2,738	31.9	27.4
Acute myocardial infarction, unspecified	126	28.6	24.0	2,352	27.4	22.3
Congestive heart failure	97	22.0	18.7	1,875	21.8	18.5
Stroke, not specified as haemorrhage or infarction	94	21.4	18.0	1,746	20.3	16.9
Accidental poisoning by and exposure to narcotics and psychodysleptics [hallucinogens], not elsewhere classified	88	20.0	20.5	1,277	14.9	15.3
Other forms of acute ischemic heart disease	83	18.9	16.4	465	5.4	4.5
Pancreas, unspecified – Malignant neoplasm	71	16.1	13.1	1,190	13.9	11.1
Septicaemia, unspecified	61	13.9	11.9	950	11.1	9.2
Colon, unspecified – Malignant neoplasms	61	13.9	11.8	951	11.1	9.2
Heart Failure, unspecified	57	13.0	10.9			
Breast, unspecified – Malignant neoplasm	55	12.5	10.8	1,118	13.0	10.8
Unspecified diabetes mellitus, without complications	53	12.0	10.0	965	11.2	9.2
Parkinson's Disease	48	12.0	9.6	1,054	12.3	10.4
Malignant neoplasm of the prostate	47	10.9	8.9	723	8.4	7
Chronic kidney disease, stage 5	46	10.7	8.4	798	9.3	7.7
Pneumonia, unspecified	44	10.5	8.1	914	10.6	8.9
Malignant neoplasm without specification of site	43	10.0	8.3	727	8.5	7
Atherosclerotic cardiovascular disease, so described	42	9.8	8.1	3,167	36.9	30.6

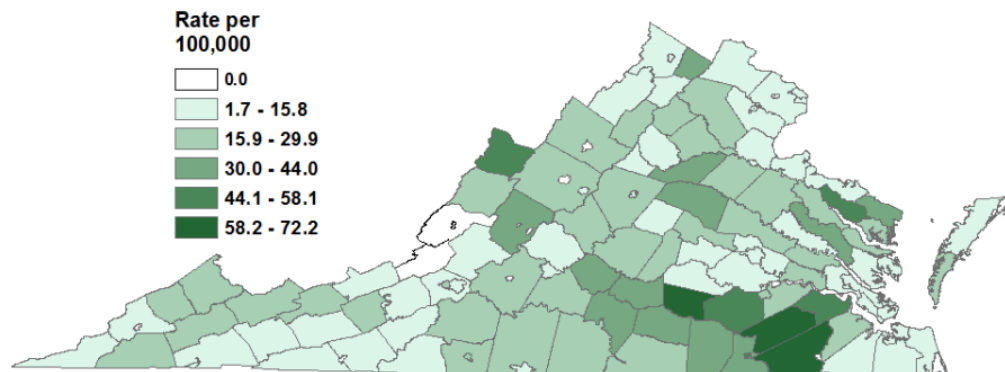
Mortality Rates per 100K by Category

Office of the Chief Medical Examiner Death Rate per 100K by Type of Death

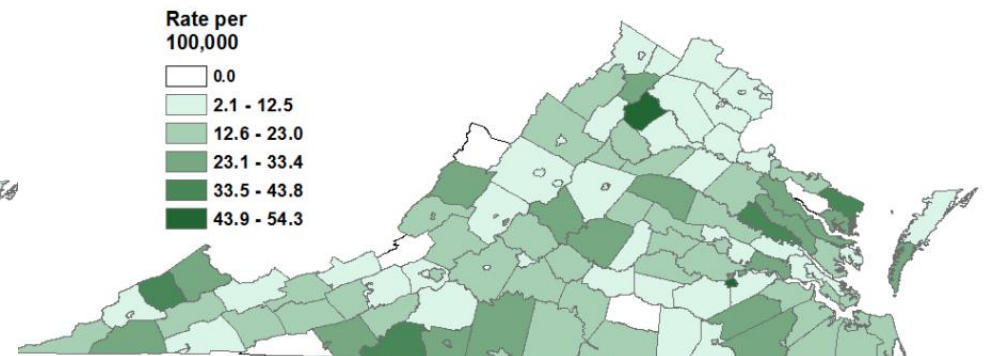


Motor Vehicle & Gun-Related Fatalities by Locality

Map 4.4 Rate of Motor Vehicle Fatalities by Locality of Injury, 2019



Map 6.2 Rates of Gun-Related Death by Locality of Residence, 2019



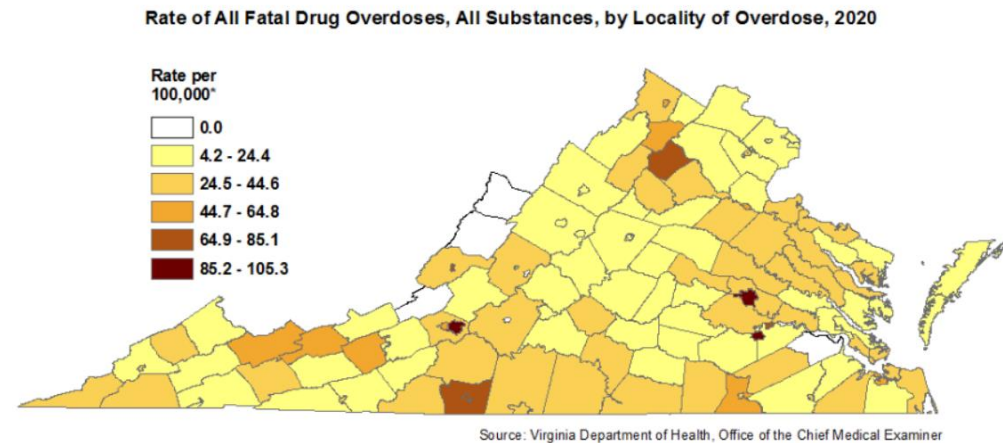
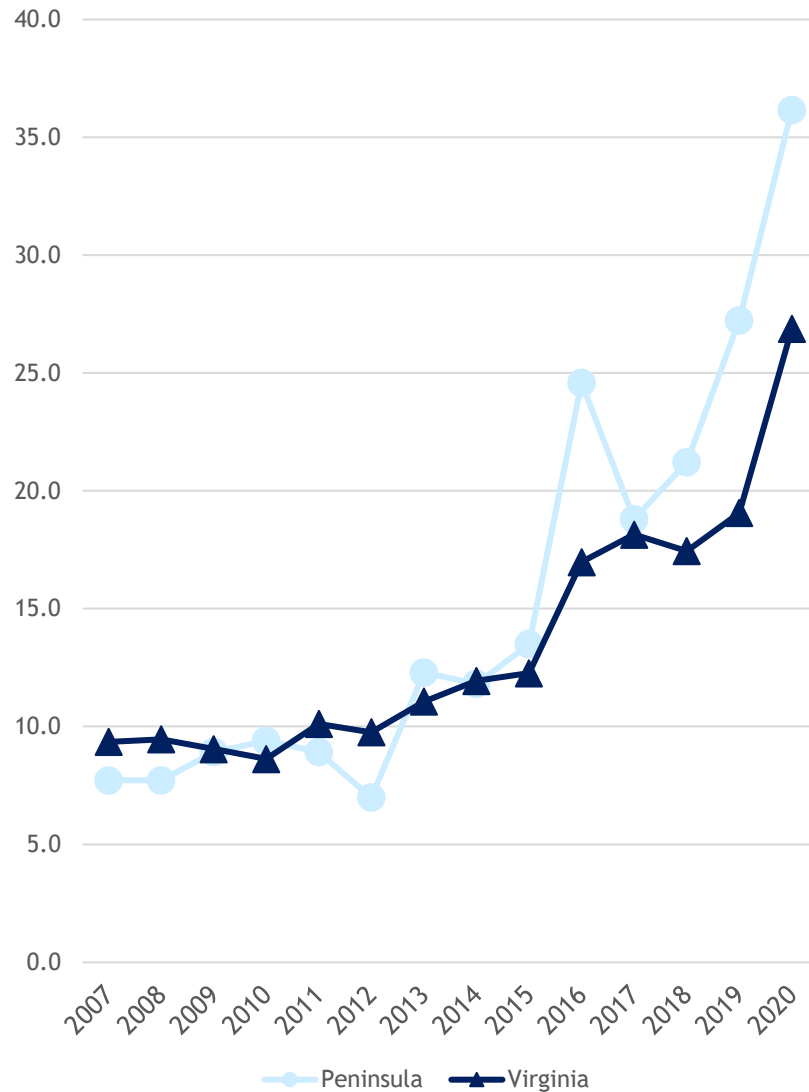
The RRMC Community

Behavioral & Mental Health

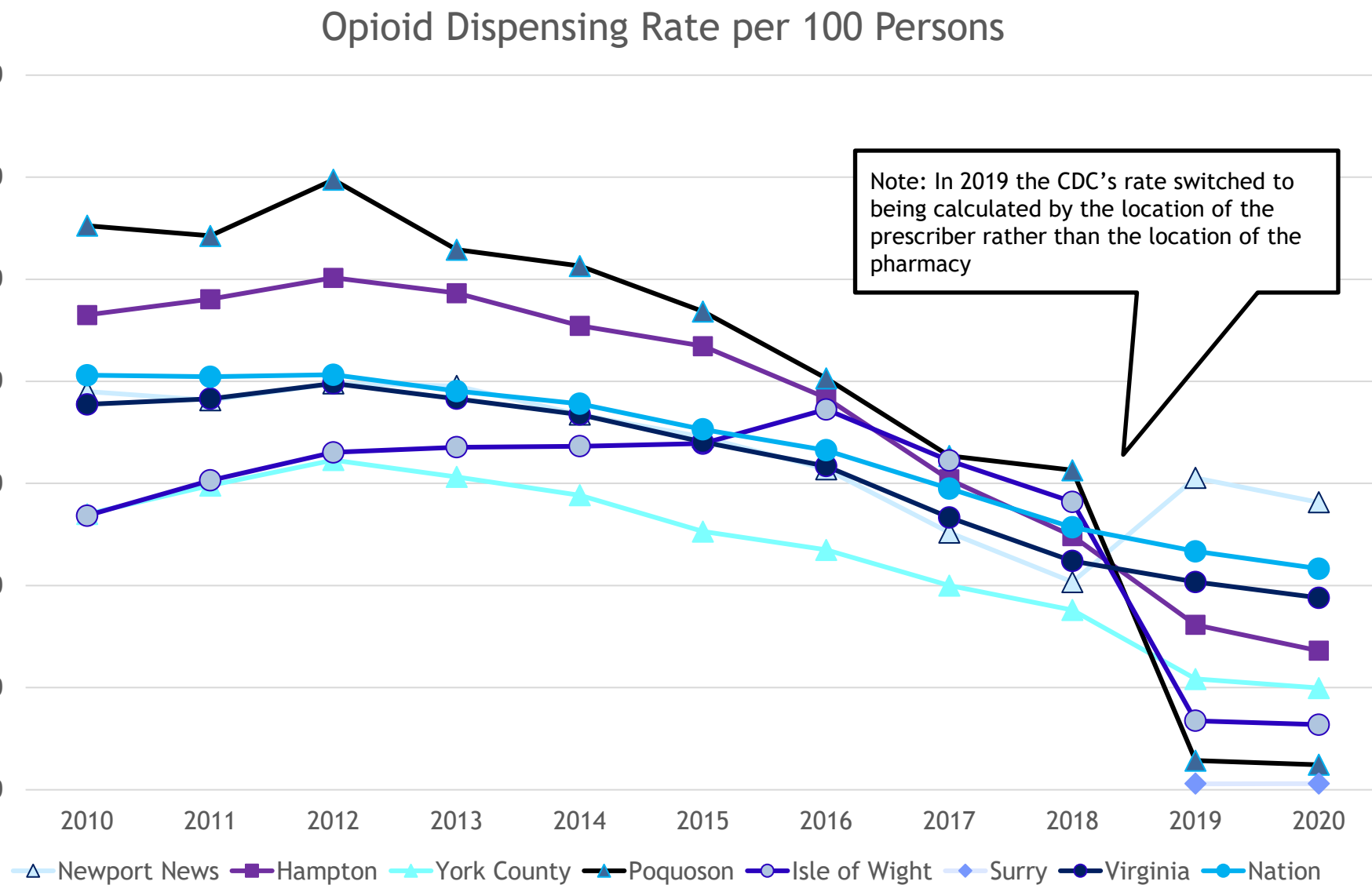
Inpatient Hospital Behavioral Health Discharges

DRG	DRG Description	Peninsula Service Area (2020)		Virginia (2020)		Variance From State Crude rate per 100,000
		Number of Inpatient Discharges	Crude Rate per 100,000	Number of Inpatient Discharges	Crude Rate per 100,000	
	All inpatient behavioral health discharges	2561	5.74	51,636	5.97	(0.22)
880	ACUTE ADJUSTMENT REACTION & PSYCHOSOCIAL DYSFUNCTION	43	0.10	1,147	0.13	(0.04)
881	DEPRESSIVE NEUROSES	84	0.19	2,984	0.34	(0.16)
882	NEUROSES EXCEPT DEPRESSIVE	66	0.15	1,265	0.15	0.00
883	DISORDERS OF PERSONALITY & IMPULSE CONTROL	10	0.02	339	0.04	(0.02)
884	ORGANIC DISTURBANCES & MENTAL RETARDATION	44	0.10	1,135	0.13	(0.03)
885	PSYCHOSES	1912	4.29	31,077	3.59	0.70
886	BEHAVIORAL & DEVELOPMENTAL DISORDERS	15	0.03	175	0.02	0.01
887	OTHER MENTAL DISORDER DIAGNOSES	2	0.00	34	0.00	0.00
894	ALCOHOL/DRUG ABUSE OR DEPENDENCE, LEFT AMA	30	0.07	1,235	0.14	(0.08)
895	ALCOHOL/DRUG ABUSE OR DEPENDENCE W REHABILITATION THERAPY	27	0.06	3,338	0.39	(0.33)
896	ALCOHOL/DRUG ABUSE OR DEPENDENCE W/O REHABILITATION THERAPY W MCC	63	0.14	1,374	0.16	(0.02)
897	ALCOHOL/DRUG ABUSE OR DEPENDENCE W/O REHABILITATION THERAPY W/O MCC	265	0.59	7,533	0.87	(0.28)

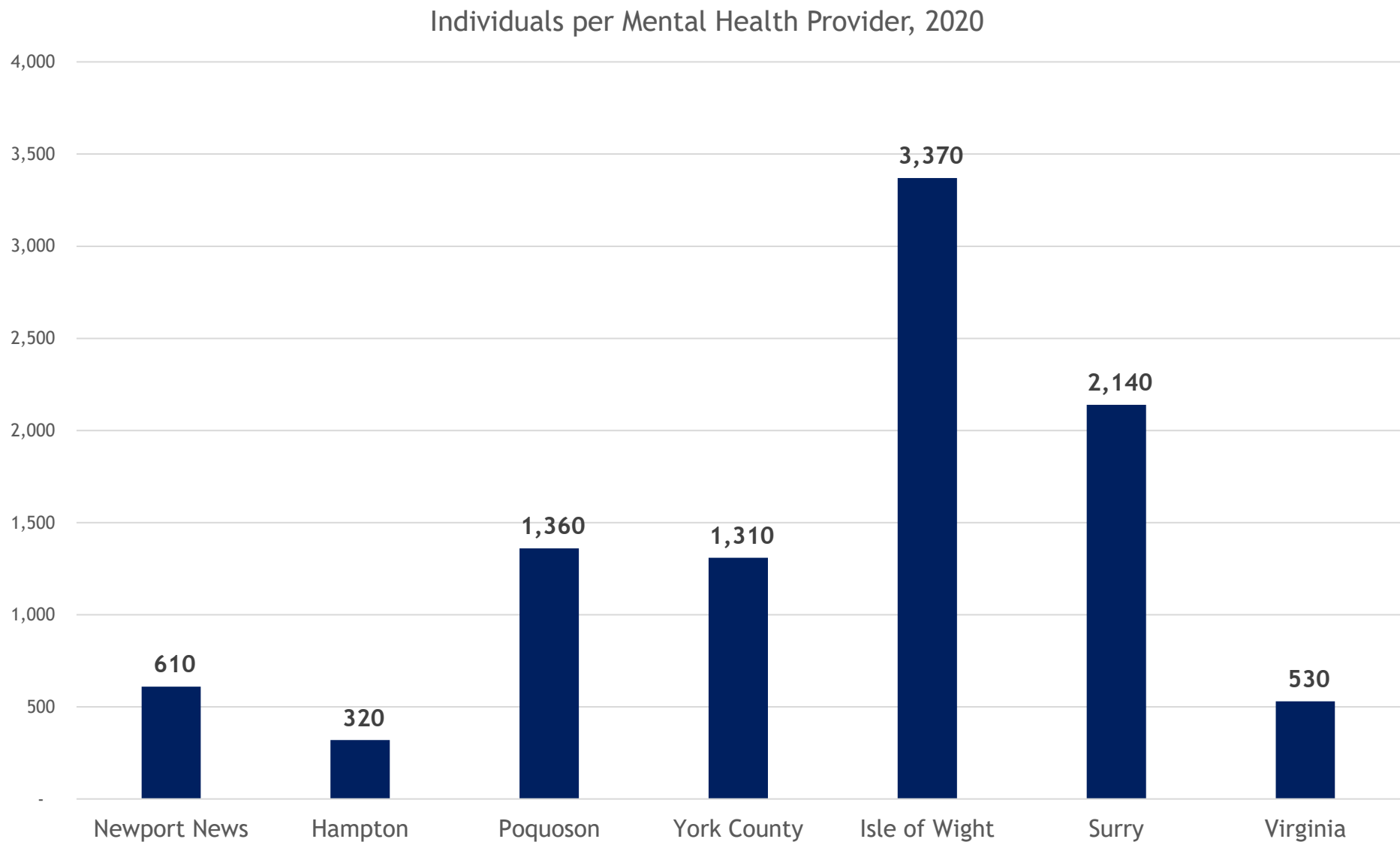
Drug Overdose Deaths per 100k Service Area vs Virginia (All Substances)



Opioid Dispensing Rate per 100 Persons



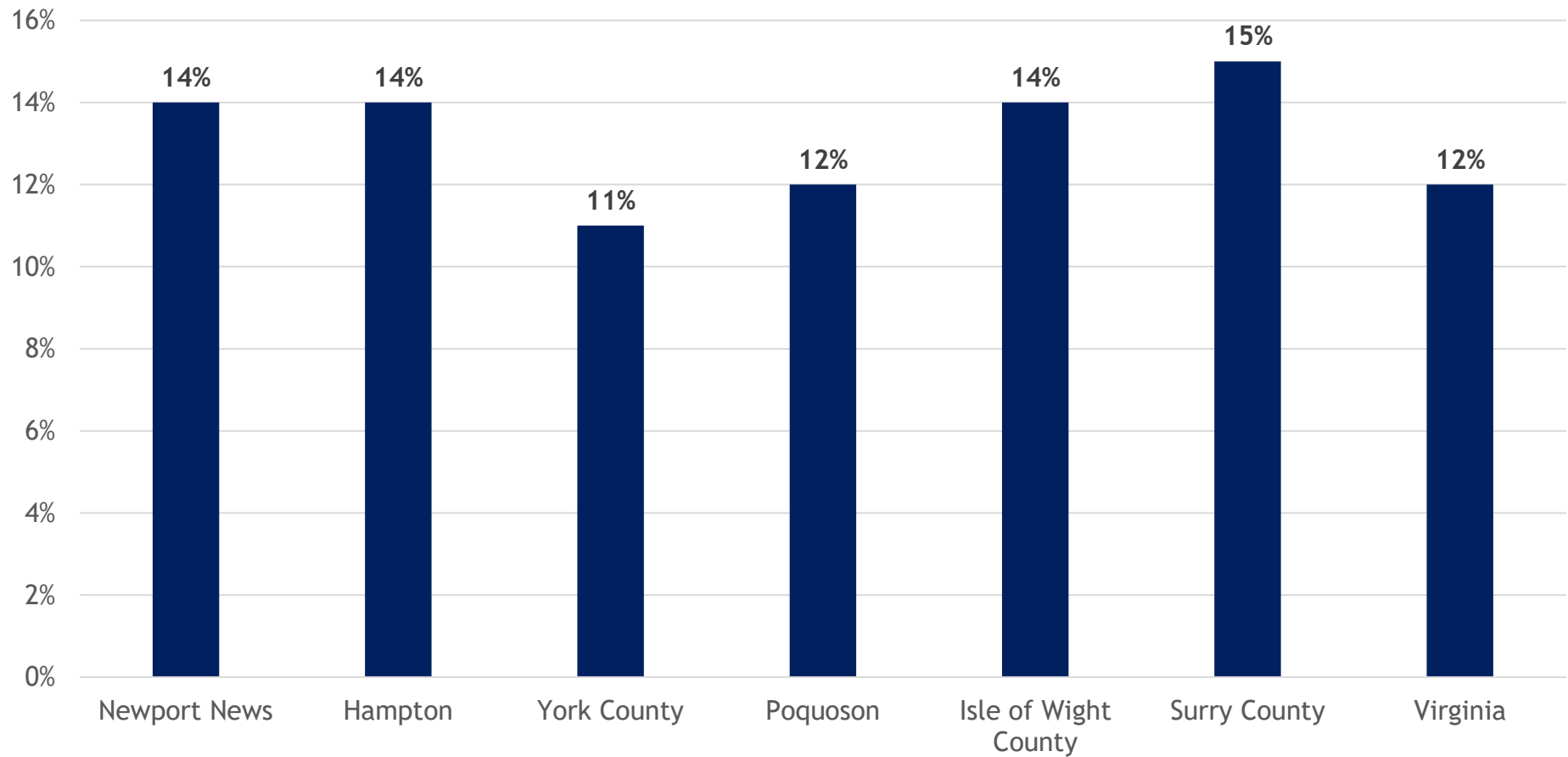
Mental Health Provider Ratios



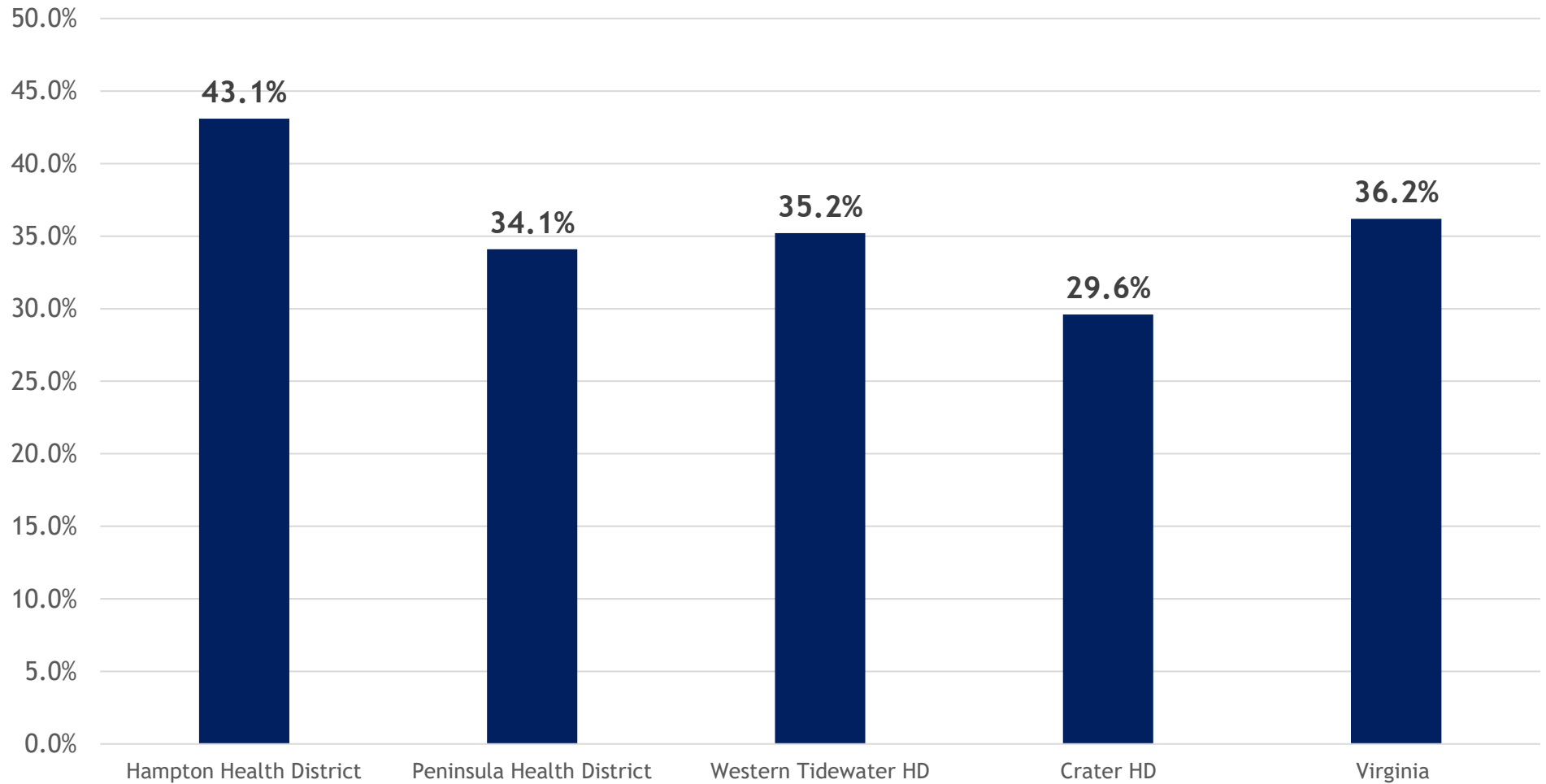
Frequent Mental Distress

Percentage of Adults Reporting 14 or More Days of Mental Distress Each Month

Frequent Mental Distress: % Reporting 14 or More Days of Mental Distress Each Month

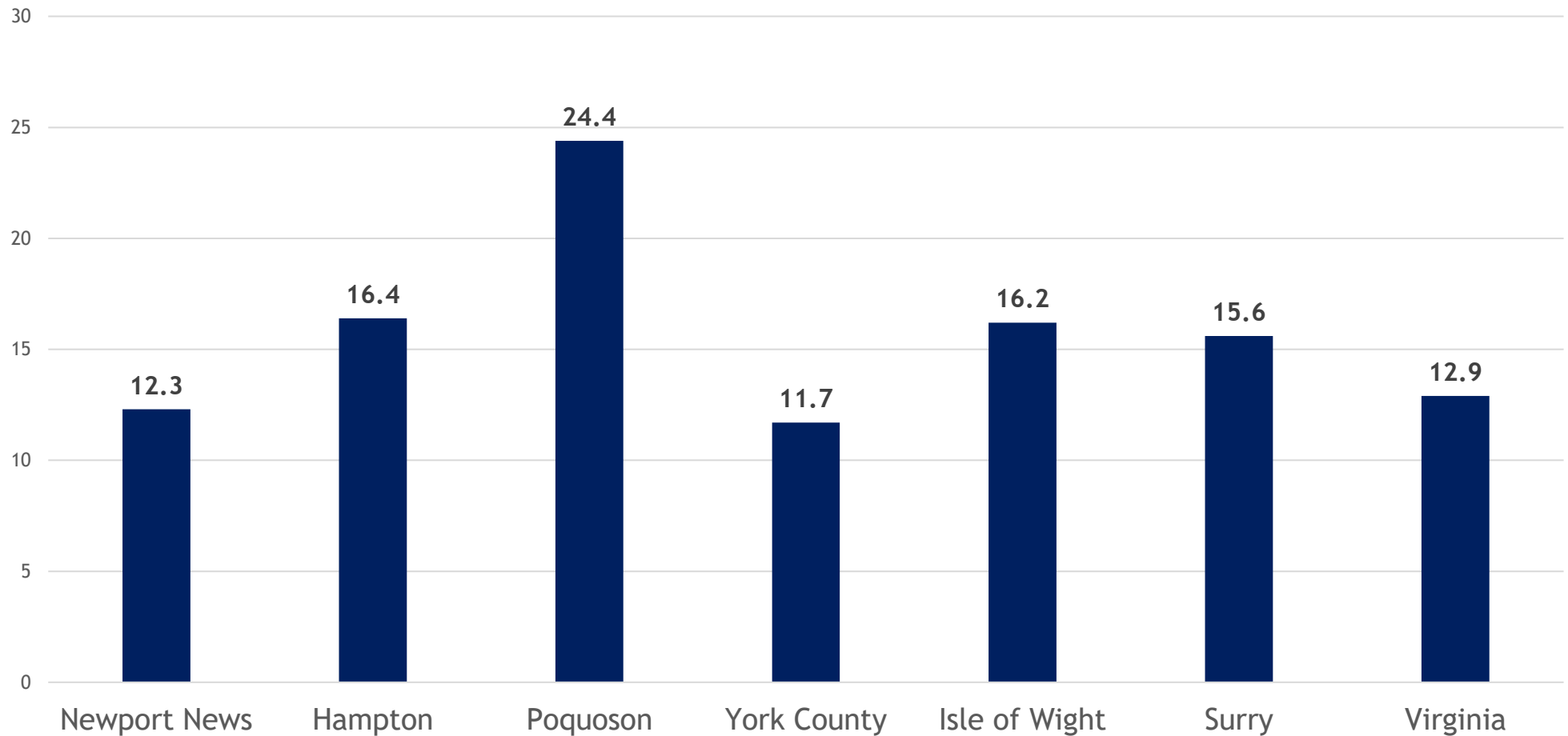


Poor Mental Health Reported 1 or More Days of Poor Mental Health in the Last 30 Days



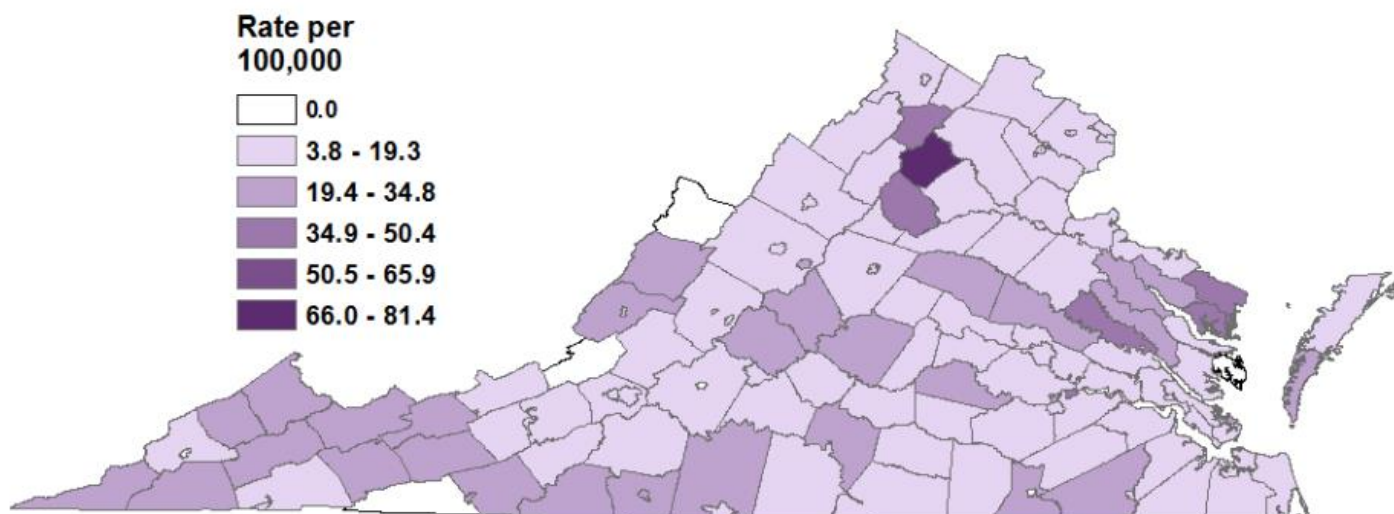
Suicide Rate per 100K

Office of the Chief Medical Examiner
Suicide Rate per 100k, 2019



Suicide Rate by Locality of Residence 2019

Map 2.6 Suicide Rates by Locality of Residence, 2019

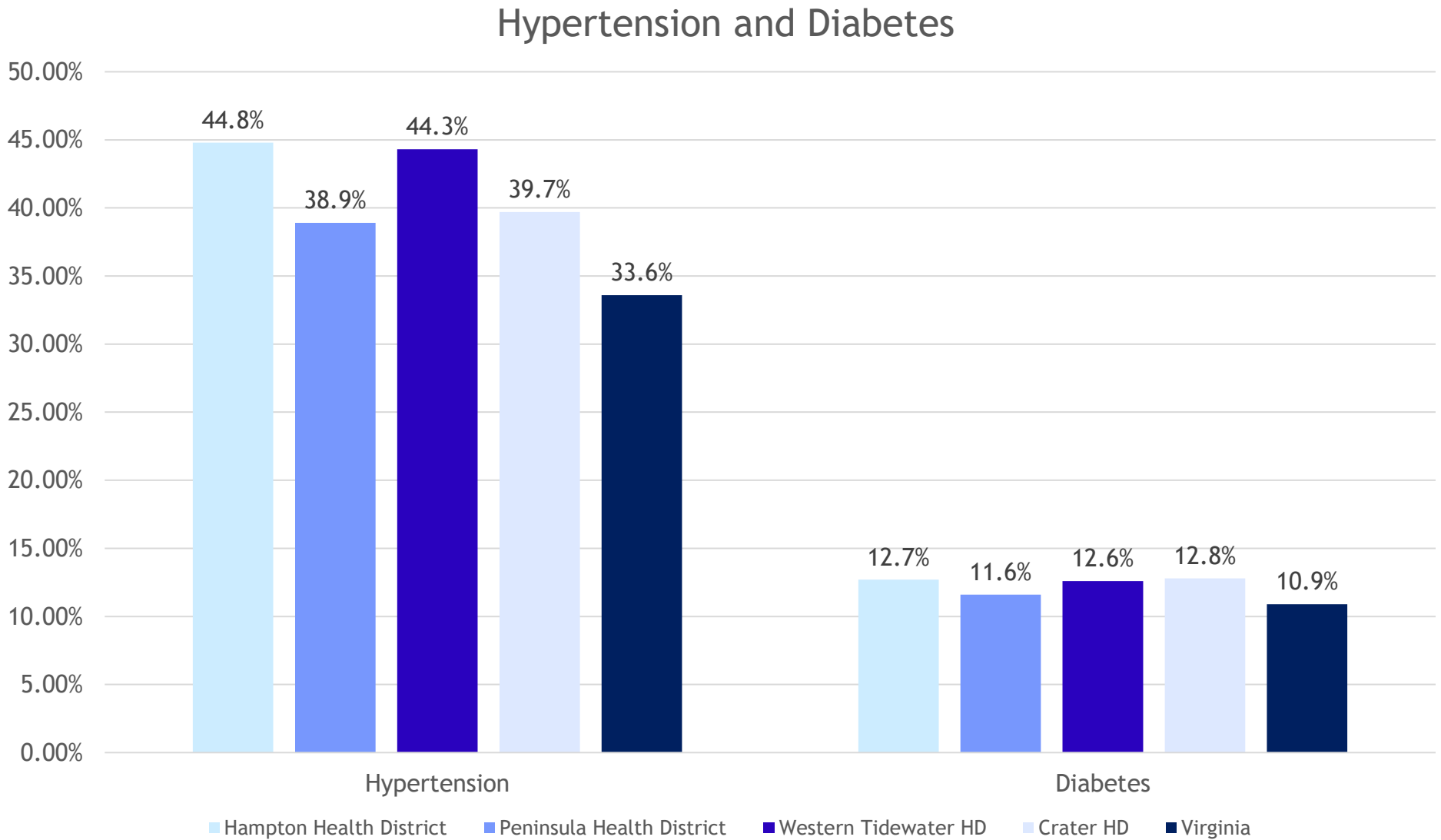


Virginia Department of Health

The RRMC Community

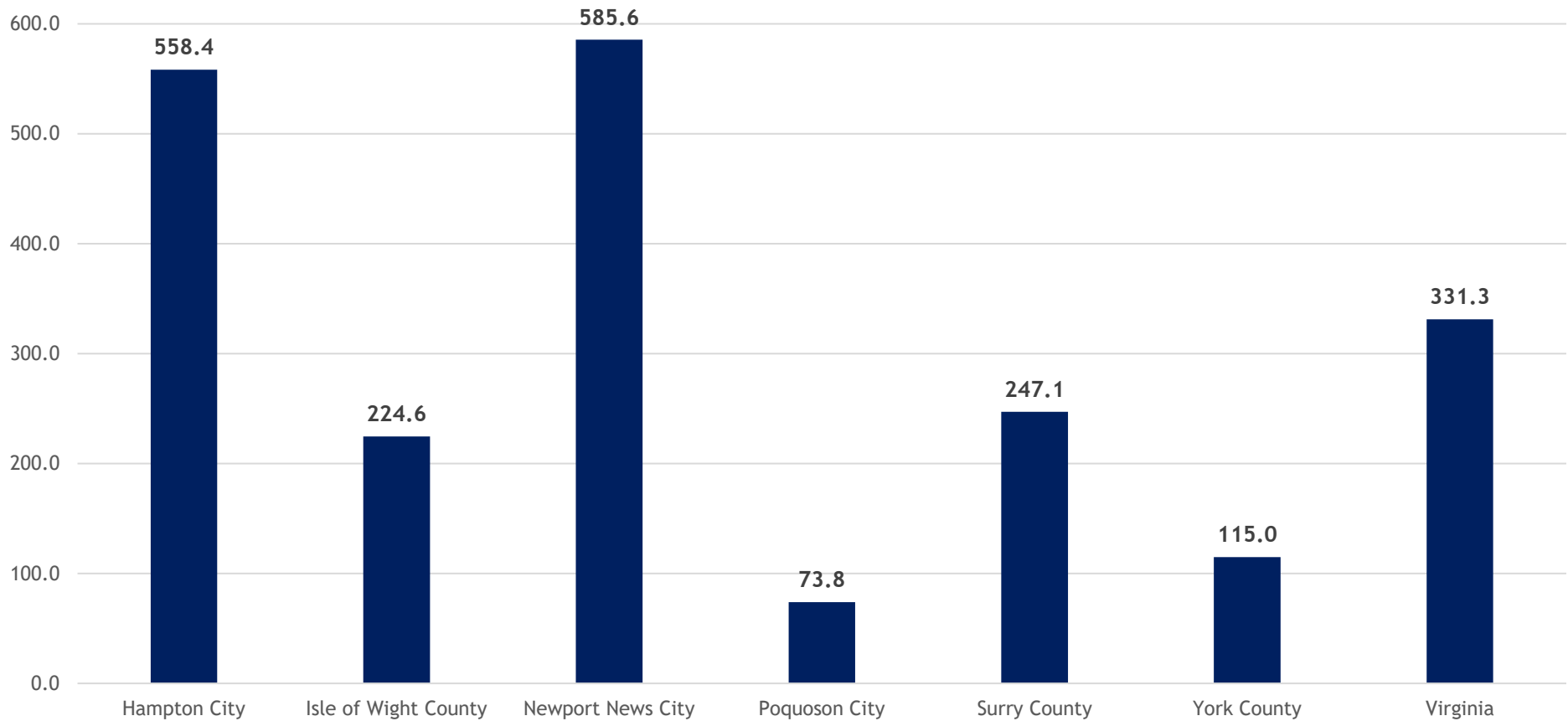
Chronic Disease Management in the Community

Hypertension and Diabetes

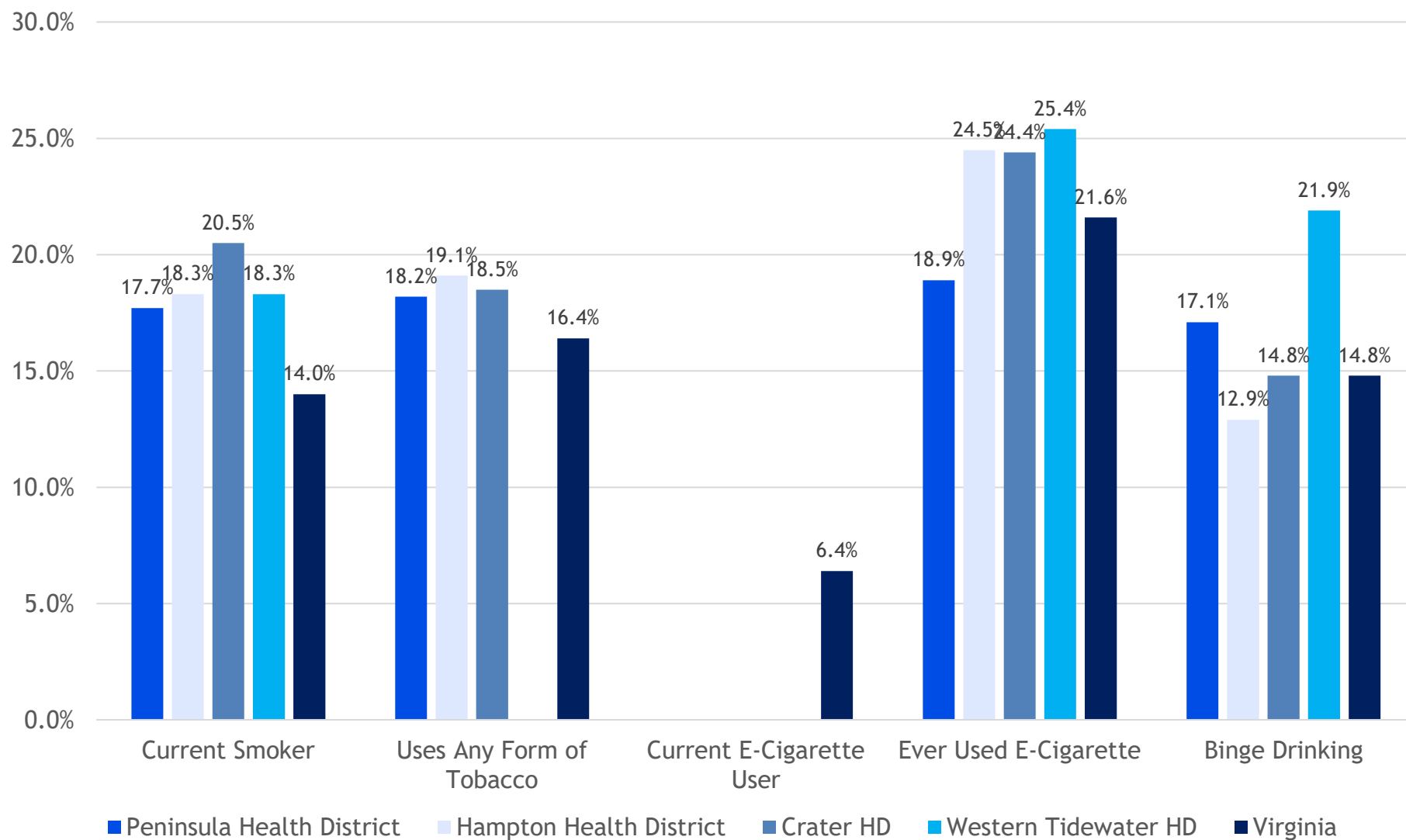


HIV / AIDS

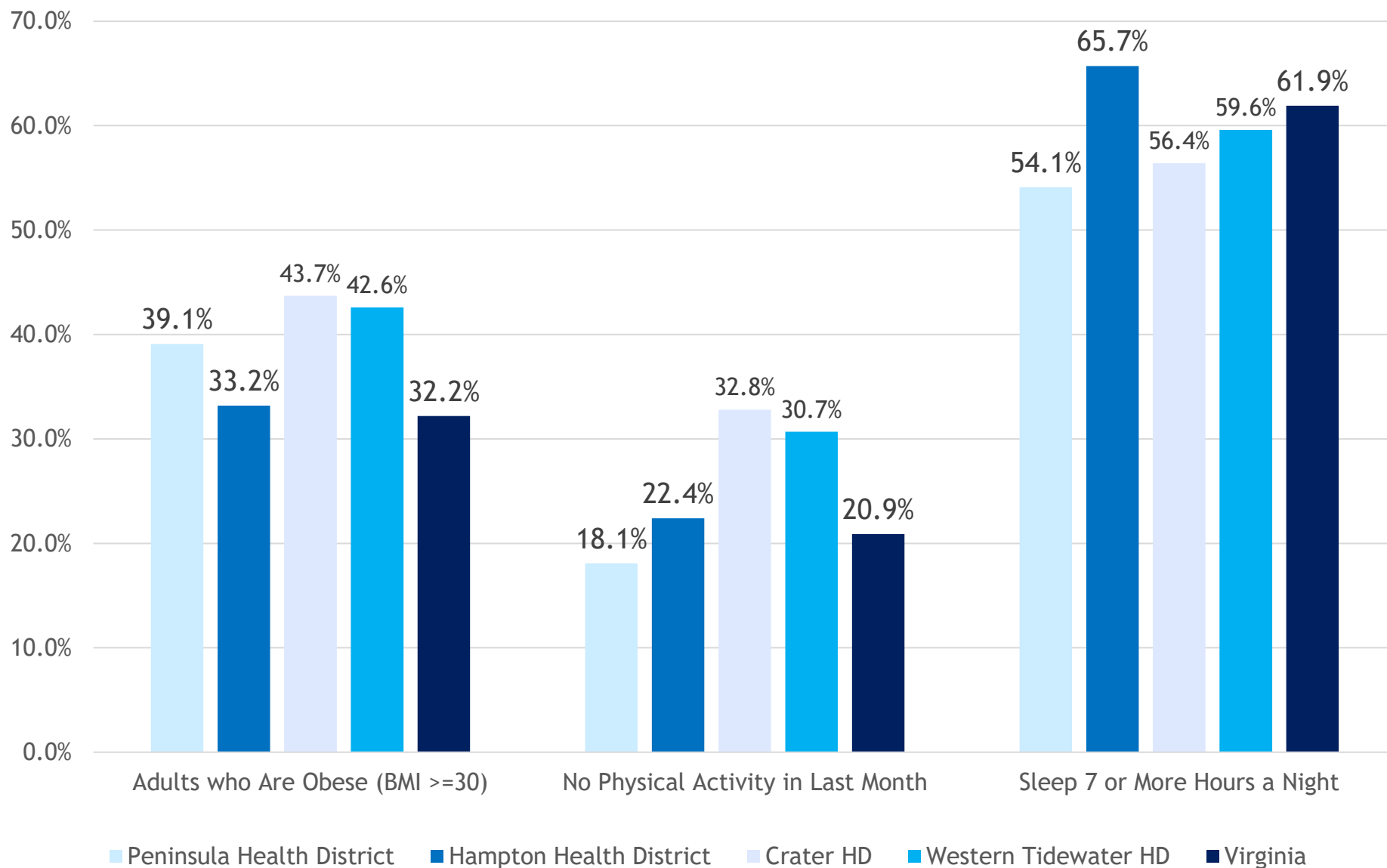
HIV+ and AIDS Rates per 100K



Tobacco, Alcohol and E-Cigarette Use

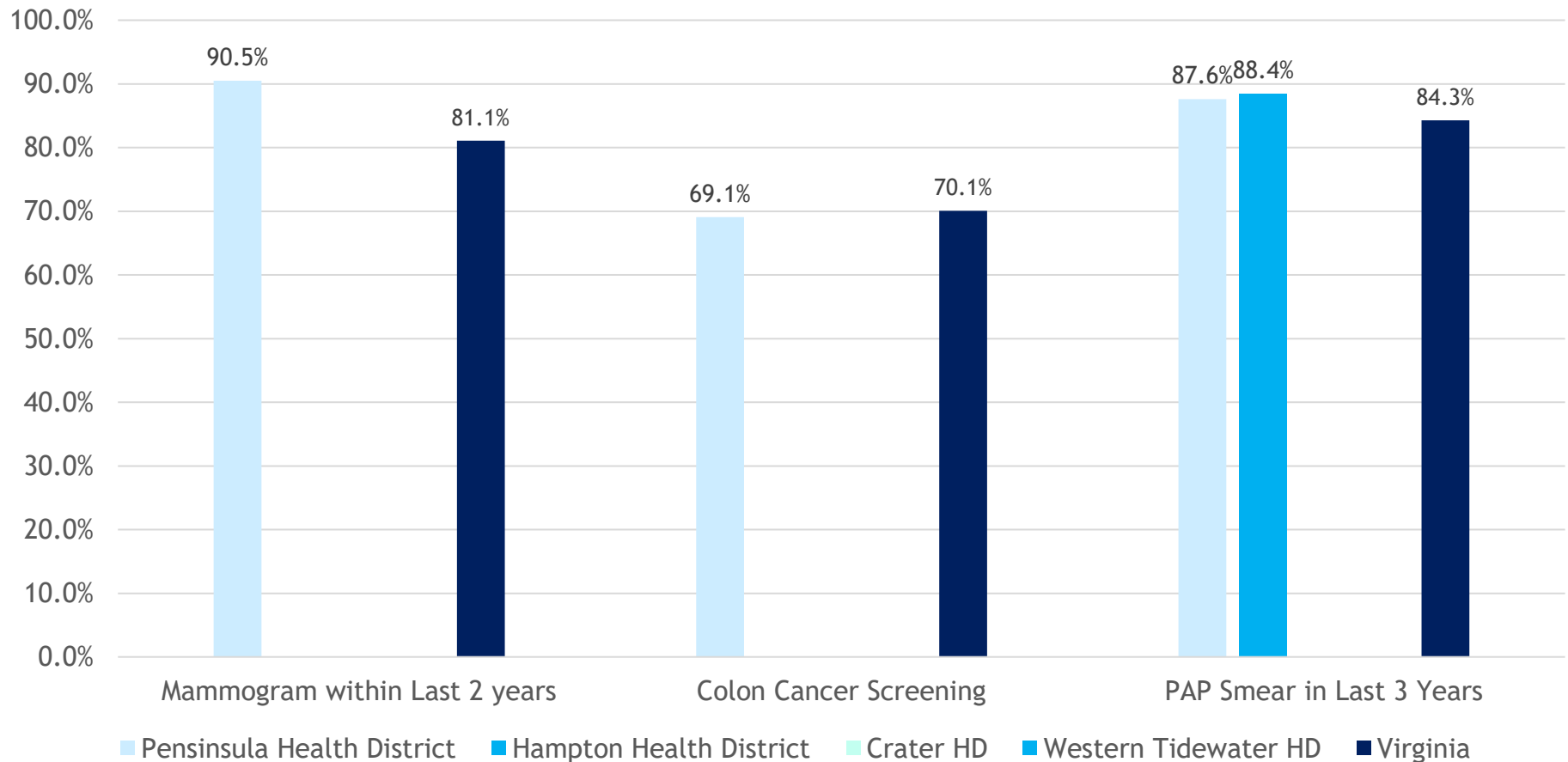


Obesity, Physical Inactivity and Adequate Sleep Rates



Cancer Screening Rates

Mammography In last 2 Years, Colorectal Screening & PAP Smear within last 3 Years



The RRM Community

Hampton Roads Community Survey

About the Community Survey

Riverside, Sentara, CHKD, Bon Secours and the Virginia Department of Health worked together to create an online survey using Survey Monkey to obtain community input.

There were 2 forms of the online survey:

The Community Stakeholder version of the survey was emailed to a wide variety of community leaders and stakeholders including individuals who work in education, public health, health care, mental and behavioral health, local government, first responders, business leaders and others.

The Community Member version of the survey was promoted to community members via social media and websites.

Both versions of the survey were open from late November 2021 through February 2022.

The survey was created to accept all input and was not structured as a representative sample. **All results should be taken as qualitative, directional data and should not be considered statistically significant without additional research.**

As the data shows, the respondents reflect a sample that is not reflective of the entire service area. This should be kept in mind as the survey results are considered as part of a any planning process.

Respondents to the survey in the Riverside Regional Medical Center Service Area:

On the Stakeholder Survey, 874 Individual indicated they served individuals in Newport News, Hampton, Poquoson, York County, Isle of Wight County or Surry County. Multiple individuals noted they served individuals in multiple areas

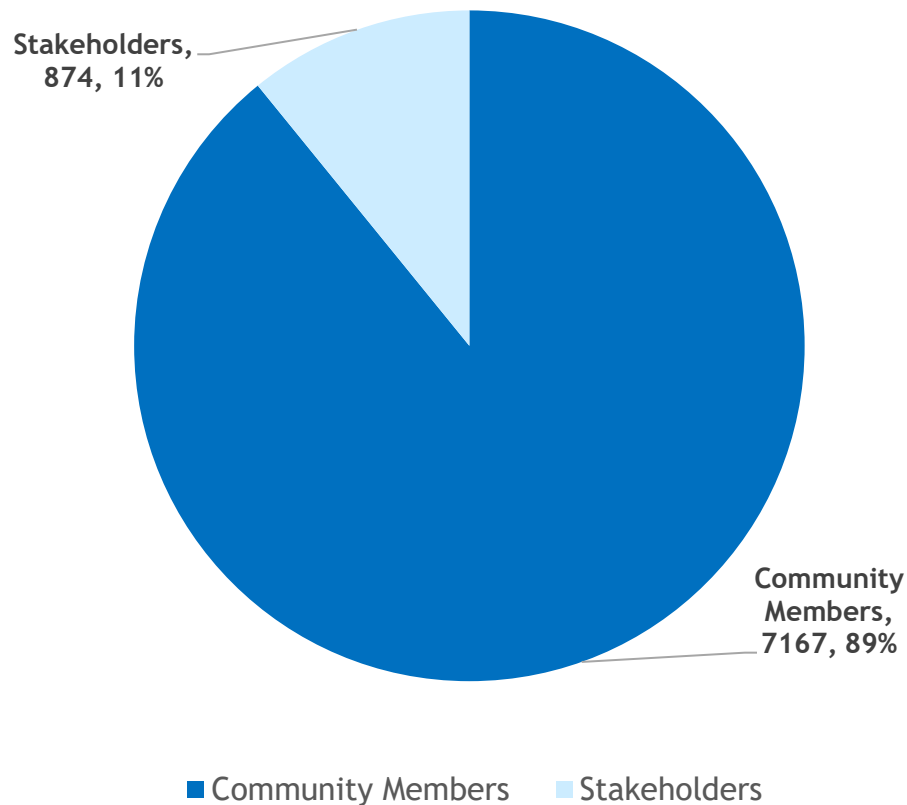
On the Community Member Survey, 7,167 individuals responded that they resided in Newport News, Hampton, Poquoson, York County, Isle of Wight County or Surry County.

This combines for a total of 8,401 responses to the combined survey. This is an increase from all prior CHNA cycles

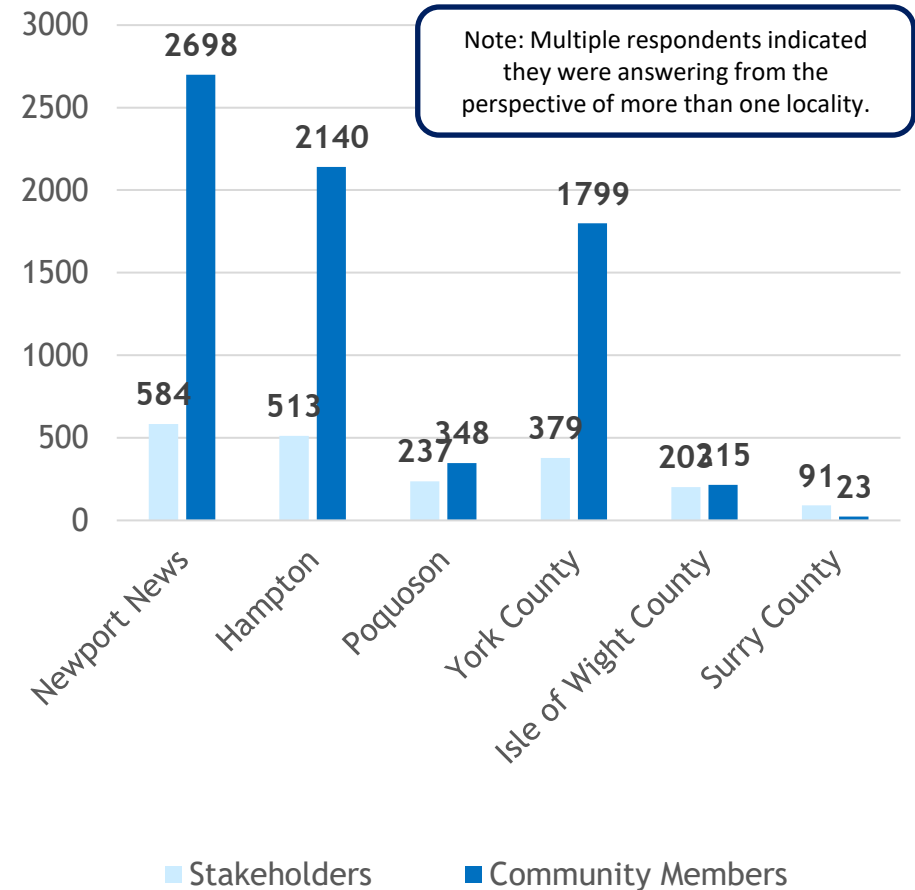
	2013	2016	Change from 2013 - 2016	2019	Change from 2016 - 2019	2022	Change from 2019- 2022
RRMC TOTAL	83	120	44.6%	422	252%	8401	1891%

Community Survey: Respondent Type and Geographic Affiliation

County of Residence (Community Members) /
County or Counties Served (Community
Stakeholders)

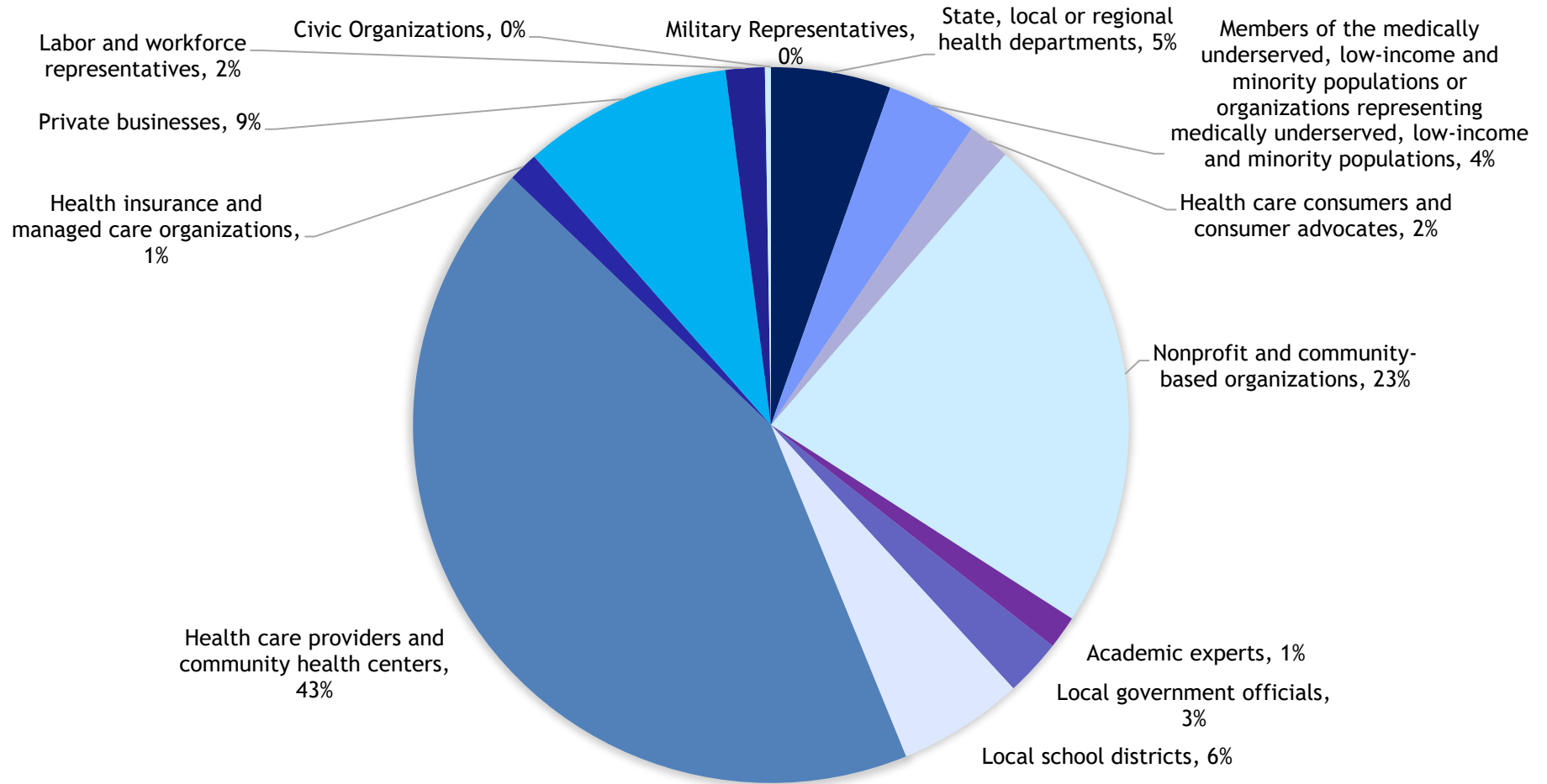


County of Residence (Community
Members) / County or Counties Served
(Community Stakeholders)



Community Survey:

Business & Organizational Affiliations of Those Who Completed the Stakeholder Survey



Community Stakeholder Survey

Affiliated Businesses & Organizations of Those Who Completed the Stakeholder Survey

211 Virginia / The Planning Council	Benevolent Family Services	Coast Guard Blue Dolphins Swim Team, Inc.	Family Restoration Services	Hampton Roads Pediatric Dentistry
3e Restoration Inc. x2	Benns church preschool	Coastal Homebirth. LLC	First United Methodist Church Fox Hill	Hampton Roads Workforce Council
7 Hills Advisors	Blaney, Lachine & Wendell Family Dentistry	Colonial Behavioral Health x5	Five Star Residential Living	Hampton Seafood Market
Access Partnership	Bon Secours Mercy x27	Colonial Psychiatric Associates	Fleet and Family Support Centers	Hampton Social Services
Acnm	Boo Williams Summer League/Sportsplex x3	Commonwealth Catholic Charities Refugee Resettlement	Fly Family Therapy, Inc	Hampton University Speech, Language, Hearing Clinic
Actent	Boys & Girls Clubs of the Virginia Peninsula x2	Communities In Schools of Hampton Roads	Food and Nutrition Svcs Hampton City Schools	Hampton VA Medical Center
Addiction Recovery Consulting	Brain Injury Association of Virginia x2	Community Corrections	Food Lion	Hampton WIC Program
Alphatec Surveyors, Ltd.	Brittany's Beauty Bar	Community Housing Partners	Foodbank of SE VA & Eastern Shore x2	Harrison Mechanical & Electrical
Alternatives, Inc.	BuzzRx	Community Knights, Inc	Forrest Sewer Pump Service, Inc.	HELP Clinic
Alzheimer's Association Southeastern Virginia Chapter	By Your Side Technology	Community of Faith Mission	Fort Monroe Authority x2	Hi Family Health Center
Amedisys	Cammenterprises	Consumer Health Network	Foundation for Rehabilitation Equipment & Endowment (F.R.E.E.)	High School
American Heart Association	Capital Realty Group	Courthouse Pediatrics	Foundation Tattoo	Home Health
American Legion	Careplex	Currently with FQHC, Formerly VDH, local politician CVS	Fox Hill Neighborhood Center	Hope Unity Freedom
Angela von Hayek PhD PLLC	Carlton Building Services x2	Department for Aging and Rehabilitative Services x4	Franklin Cooperative Ministry	Hospital Liaison Committee for Jehovah's Witnesses
Animal Eye Care	Cascadia Counseling, PLLC	Department of Youth And Family Resources	Frans Home Care	Hotel kids inc
Anna sea food	Catholic Charities of Eastern Virginia	Dept of Human Services	Freed Veterinary Hospital	HROSM
Anthony Martin Dentistry	Celebrate Healthcare LLC	Dignity for the Aged	Freedom Life Church	Human Services
Apeil Showers inc	CFF Properties	Dilon Technologies, Inc	Girl Scouts of the Colonial Coast	Huntington Ingalls
APEX Physical Therapy & Movement Center x2	Checked Flag	Division of Child Support Enforcement	Girls on the Run Hampton Roads	Infinity Pediatric and Adolescent Medicine, PLLC
Aspire New Life, LLC	Chesapeake Care	Dominion Psychological Associates, LLC	Grace ABA	Innovage PACE
Asthma & Allergy Foundation of America	Chesapeake Juvenile Services	Dominion Services for All People	Greater Aberdeen District 10	Integrated Health Service
Avalon Center x2	Children's Specialty Group	Dr. David L. Miller D.D.S. x2	Greenfield Senior Living	Isle of Wight County
Bay Rivers Telehealth Alliance	Child Care Aware of Virginia x2	DT Electric, LLC	Guided Care Services	Isle of Wight NAACP
Beachwood Center	Child Development Resources x6	E. Luke Greene Co., Inc.	Hampton - Peninsula Health Districts x 4	James L Camp Jr Family YMCA
Beaver Dam Baptist Church	Children's Hospital of the King's Daughters x30	East West Partners of VA.	Hampton City Schools x12	JC Penny's, INC.
Behavioral Health Group x3	Children's Special Group, PLLC x4	Eastern Virginia Medical School & Medical Group x2	Hampton Community Services x2	Jewish Family Service x2
Beltone Ledford Audiology & Hearing Aid Center	Christ the King Episcopal Church x2	ECPI School of Nursing	Hampton Division of Fire & Rescue	JHP Communications LLC
	Christopher Newport University	Edmarc, Inc.	Hampton Family Practice	JLS Real Estate
	Churchland Psychiatric Associates	Elevate Properties	Hampton General District Court	Kaleidoscope Counseling & Case Management
	CINCH	Emergency dept	Hampton Health District	Kiln Creek Animal Care
	CIS of Hampton Roads	enCircle	Hampton Healthy Families	King of Clubs
	City of Hampton Department of Social Services	EVa Homebirth, LLC	Hampton Newport News CSB x5	L&L Marine Inc.
	City of Newport News x2	EVMS	Hampton Public Defender x2	Lackey Clinic x2
	Clinical Associates of Tidewater	Faith Church of God	Hampton Roads Academy	Lakeside Center
			Hampton Roads Ecumenical Lodgings & Provisions, Inc	

Community Stakeholder Survey

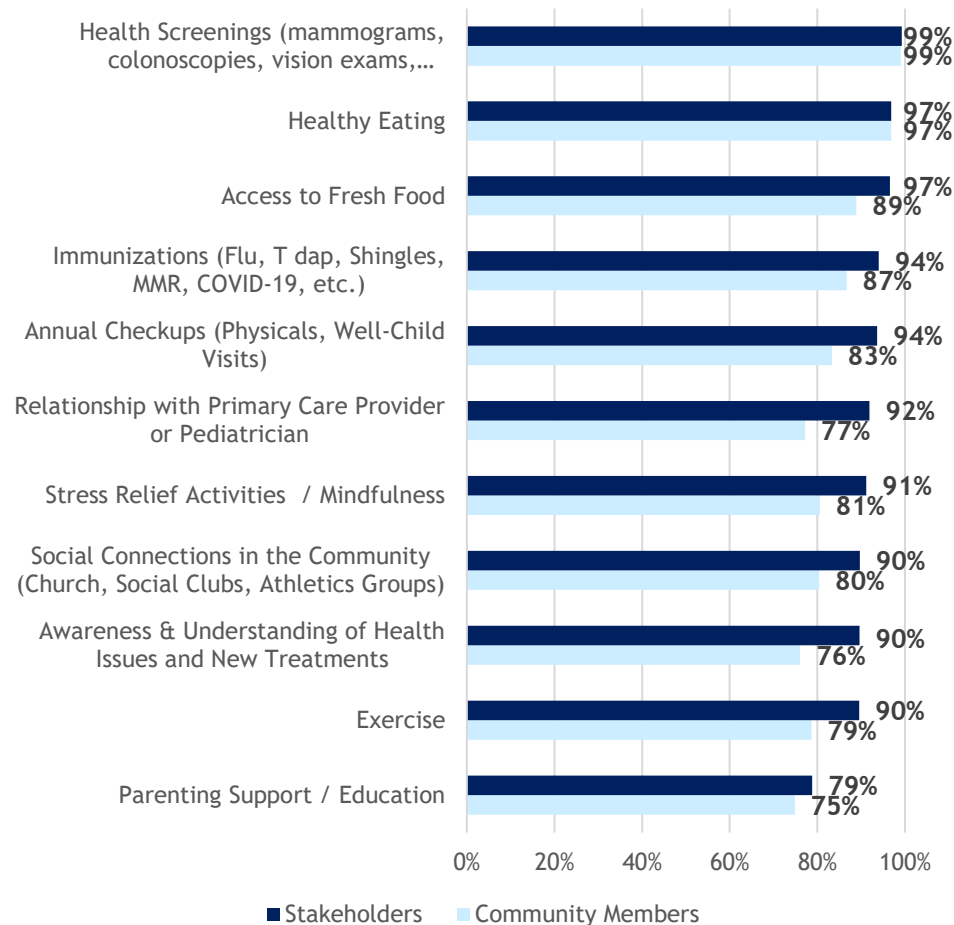
Affiliated Businesses & Organizations of Those Who Completed the Stakeholder Survey

Langley AirForce Base	OutKind Counseling	Rivermont Schools	TPMG x5	York County Children & Family Services Head Start
Legacy Hospice	Oyster Point Oral & Facial Surgery	Riverside Health System x117	United and Empowered Care, Inc.	York County Food Closet
Lejeune Family Dentistry	PACE Program	Rock Landing Psychological Group	United Healthcare Community and State	York County Head Start
Levy Dental Group	Pamela Cappetta, Ed.D., PC	Saint George Coptic Orthodox Church	United House of Prayer for All People	York County School Division x7
Lewis Painting Inc.	Pariser Dermatology	Salon Elite	United Negro College Fund (UNCF)	
LifeNet Health	Parkview Baptist Church	School	United Way of the Virginia Peninsula	
	Parlor Salon	Self Protection Awareness SPA	Unitedhealthcare	York/Williamsburg/Poquoson/James City Professional Fire Fighters, Paramedics and 911 Dispatchers x2
Lillibridge Healthcare Services, Inc.	Partners in Women's Mental Health	Senior Services of Southeastern Virginia	Us Postal Service	York-Poquoson Social Services x2
LINK of Hampton Roads Inc	Pediatric Associates of Williamsburg	Sentara Healthcare x 67	VCE FCS Family Focus	Yorktown Animal Hospital
Literacy for Life	Pediatric Center Pc x2	South Eastern Family Project	Veterans Affairs	Zeno Wellness Group - Community Health Worker Trainers
Local School Districts	Pediatrics at Oyster Point	Southampton Medical Center x3		
Lockwood Broadcast Group	Peninsula Agency on Aging x3	Southeastern Virginia Health System x2	Virginia Affiliate of The American College of Nurse-Midwives	
Louisa Bennitt, LCSW PLLC	Peninsula Counseling Center	SpiritWorks Foundation	Virginia Cooperative Extension FCS Family Focus Program	
Magruder Elementary School	Peninsula Family Dentistry	St Mark Lutheran Church		
Maico Audiological Services	Peninsula Medical Center for Women		Virginia Department of Health x 5	
Marathon Health	Peninsula Pastoral Counseling Center	St. Andrew's Episcopal Church, Newport News	Virginia Health Catalyst	
MD Express Urgent Care	Personal touch	St. Luke's United Methodist Church Preschool x2	Virginia Hope	
Meadow Green Building	Phillips Energy, Inc.	Stepping Stones CDC x2	Virginia Peninsula Foodbank x2	
Merrimac Juvenile Detention Center	Pineapple Babies Birth Svcs	Temple of Peace Church	Virginia Support Services x2	
Millfield Baptist Church x3	Pinnacle Hand Therapy, LLC	The AFYA Effect Family Healthcare Services	Visiting Angels	
Moms In Motion	Pinnacle Treatment Center-American	The Children's Center x2	Waldron Eyecare	
Mother Nurture Midwifery	Addiction treatment Center	The Children's Clinic LTD	Walnut Hills Baptist Church Learning Center	
nAble Contracting	Pivot Physical Therapy x2		WEPI	
Neill Family and Cosmetic Dental Care	Poquoson City Public Schools x4	The Community Free Clinic of Newport News	Western Tidewater Free Clinic	
New Town Counseling Center x2	Postpartum Support Va	The Milieu Therapeutic Services	Western Tidewater Health District	
	Prestige home health care	The Office Group, Inc.	Weymouth Funeral Home	
Newport News Fire Department x2	Priority Septic LLC	The Parish Thrift Shop, Inc	William & Mary	
Newport News Juvenile Detention center	Private Practice	The Planning Council	William G Via Sr Painting	
Newport News Office of Child Support	Project Nana, Inc.	The Up Center	Williamsburg Area Faith In Action	
Newport News Public Schools x6	Pulmonary Associates	The Village Midwife	Williamsburg Area Transit Authority	
	Quad med	The Williamsburg Drug Company	Williamsburg Baptist church	
Newport News Redevelopment and Housing Authority	R&M CHILDCARE LLC	Thelmarelous HealthCare Agency LLC x2	Williamsburg Community Chapel x2	
NHREC	Renaissance Pediatrics		Williamsburg Health Foundation	
Old Dominion University x3	Rising Sun Baptist Church	Thimble Shoals Counseling & Therapy Cdnter	Williamsburg James City County Public Schools	
Olde Towne Medical & Dental Center x4	Rita Welsh Adult Literacy Program dba	Tidewater Youth Services Commission	Williamsburg Regional Library x2	
Olde Towne Pharmacy , Inc	Literacy for Life	Tower of Deliverance Fellowship Church	York County	
On the Move Massage	Rite Aid	Town of Smithfield	York County Board of Supervisors	
Optima Health x3		Town of Windsor		

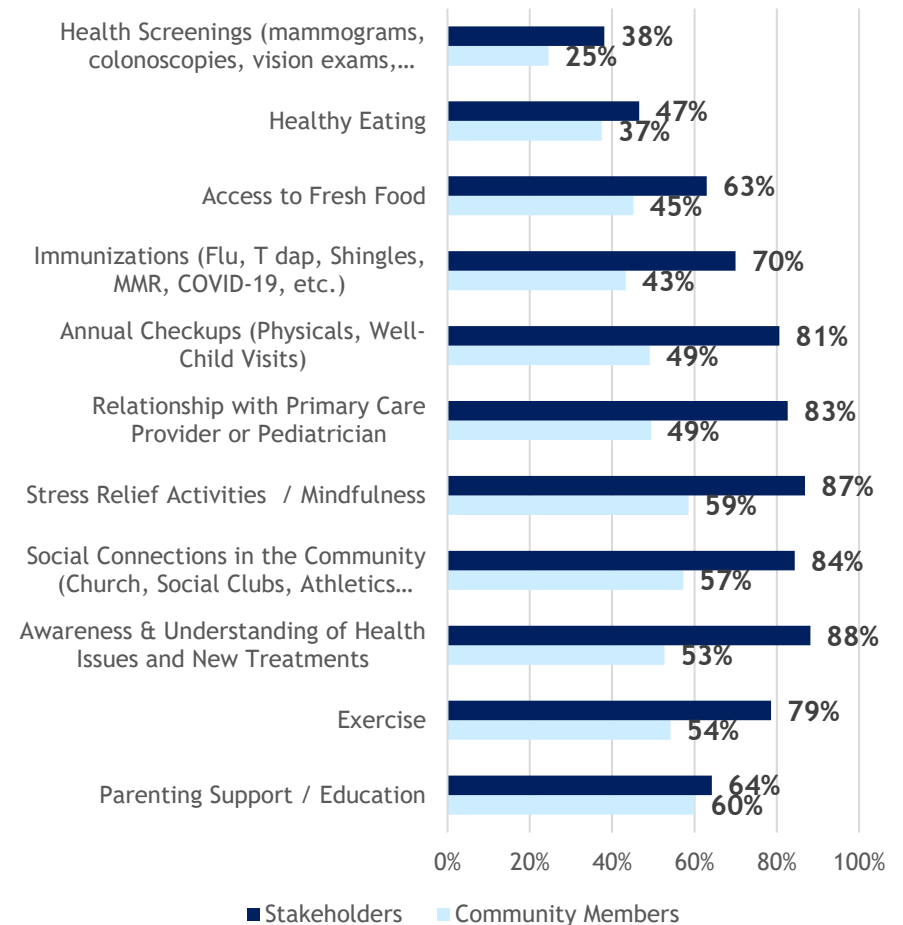
Community Survey:

Top 3 Items You Feel Are Important to the Health of Your and Your Family (Community Member) / the Adults and Children You Serve (Community Stakeholder)

For Adults In The Family / That I Serve



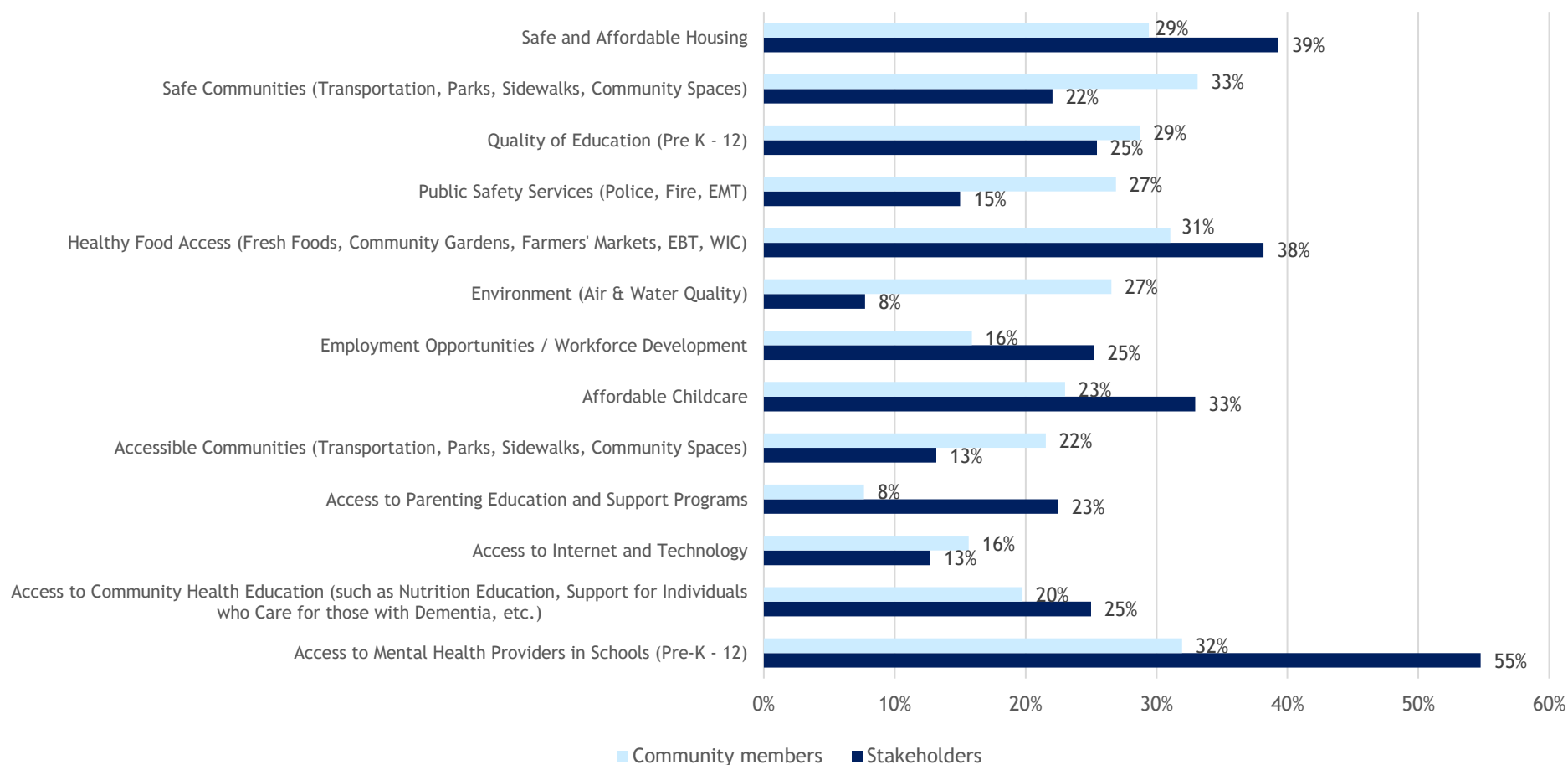
For Children In The Family / That I Serve



Community Survey:

Top 3 Items You Would Like to See Added or Improved in the Community to Keep You and Your Family (Community Member) / BOTH the Adults AND Children You Serve (Community Stakeholder) Healthy

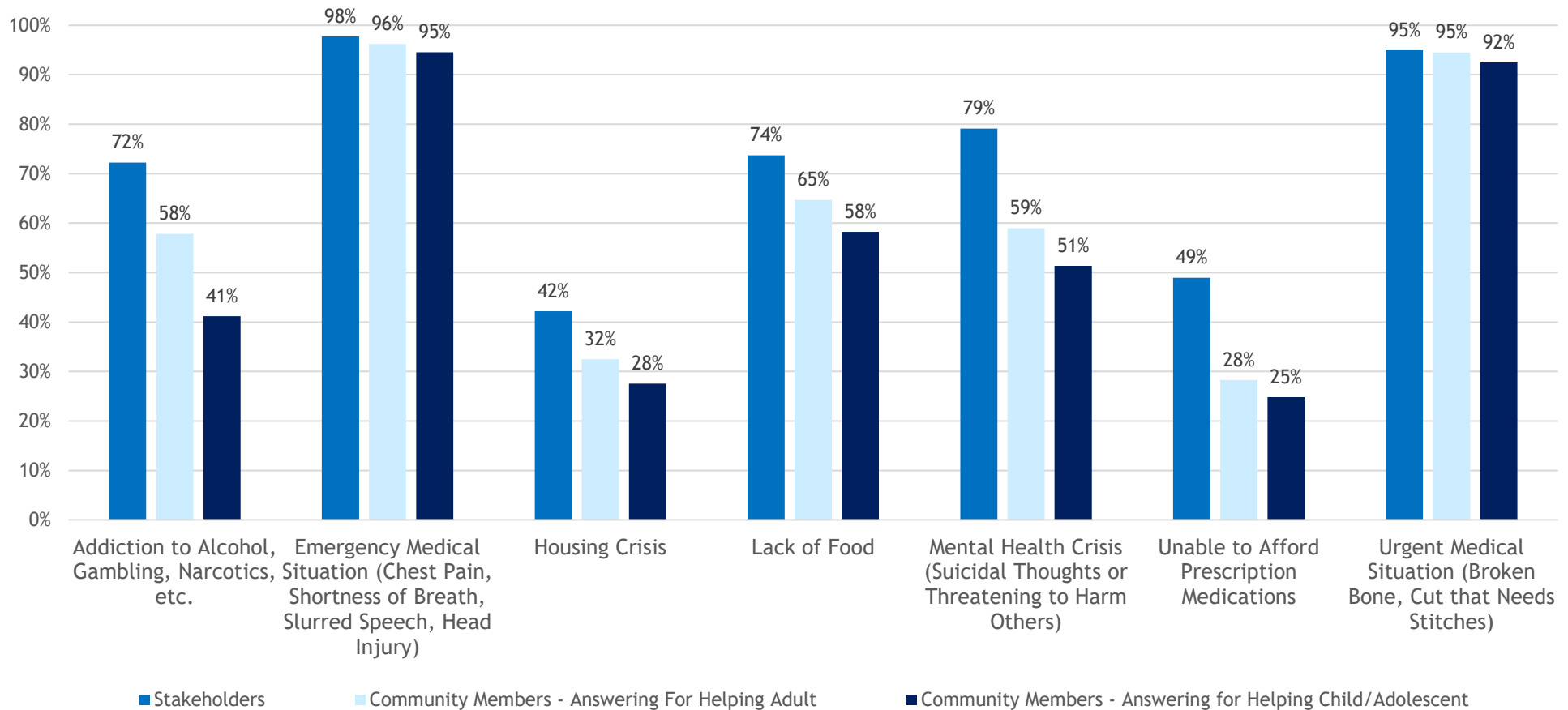
Community Survey Response: What Are the Top 3 Items You Would Like to See Added or Improved in the Community to Keep the Adults and Children in Your Community Healthy



Community Survey:

If Someone Were to Experience Any of These Situations, Would You Know How To Get Community Help?

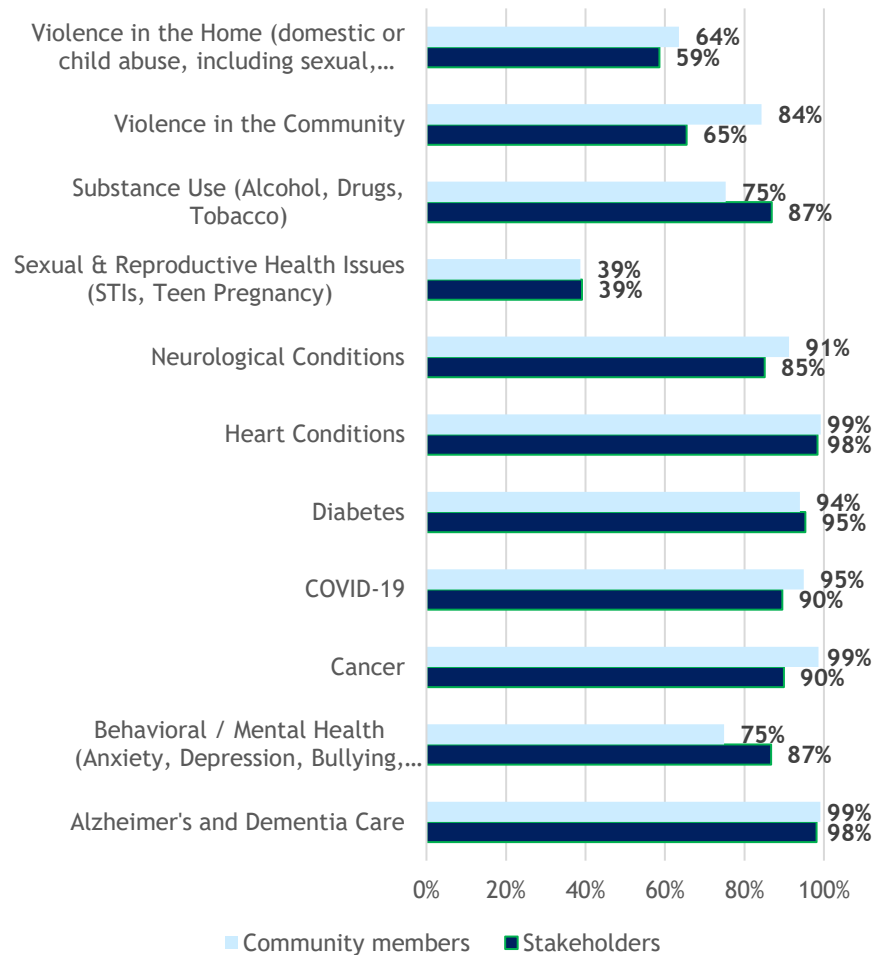
% of Respondents Who Said Yes, They Would Know How to Access Community Help



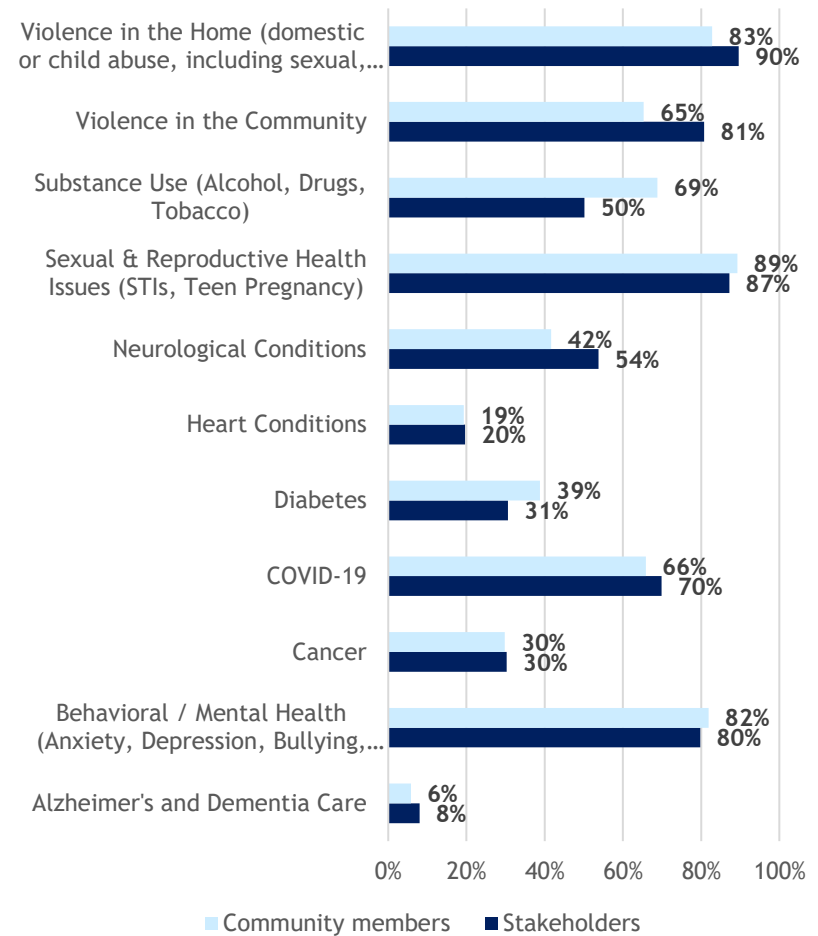
Community Survey:

Please Select the Top 3 Most Important Health Concerns in Your Community

For Adults



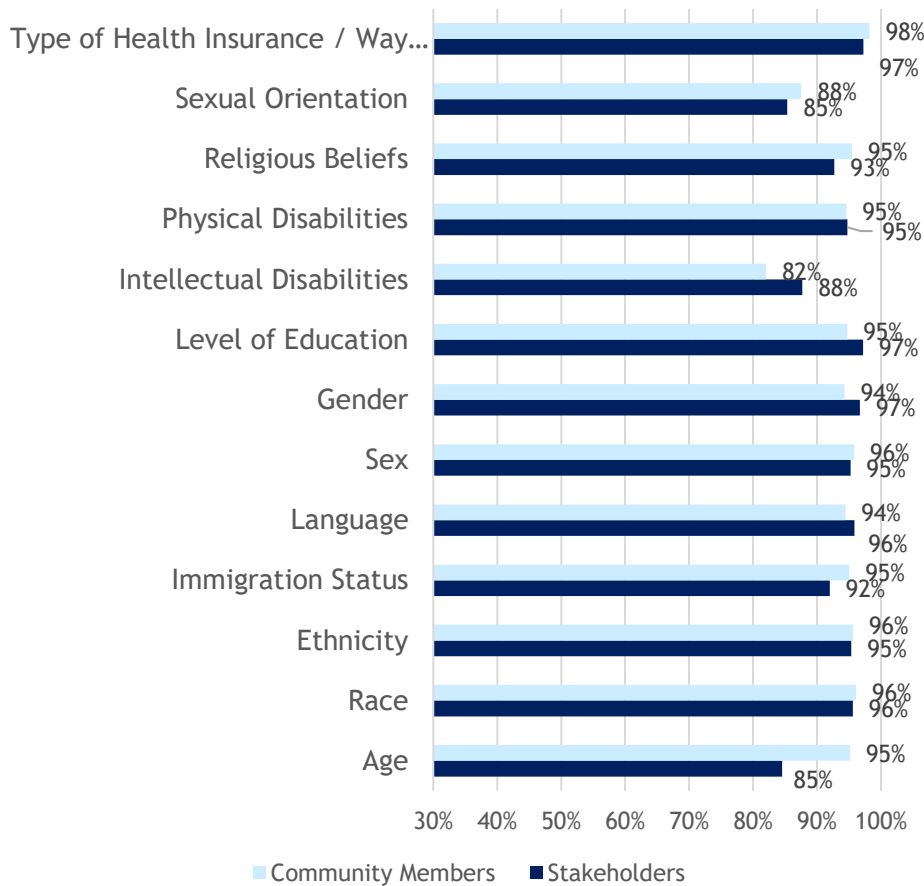
For Children



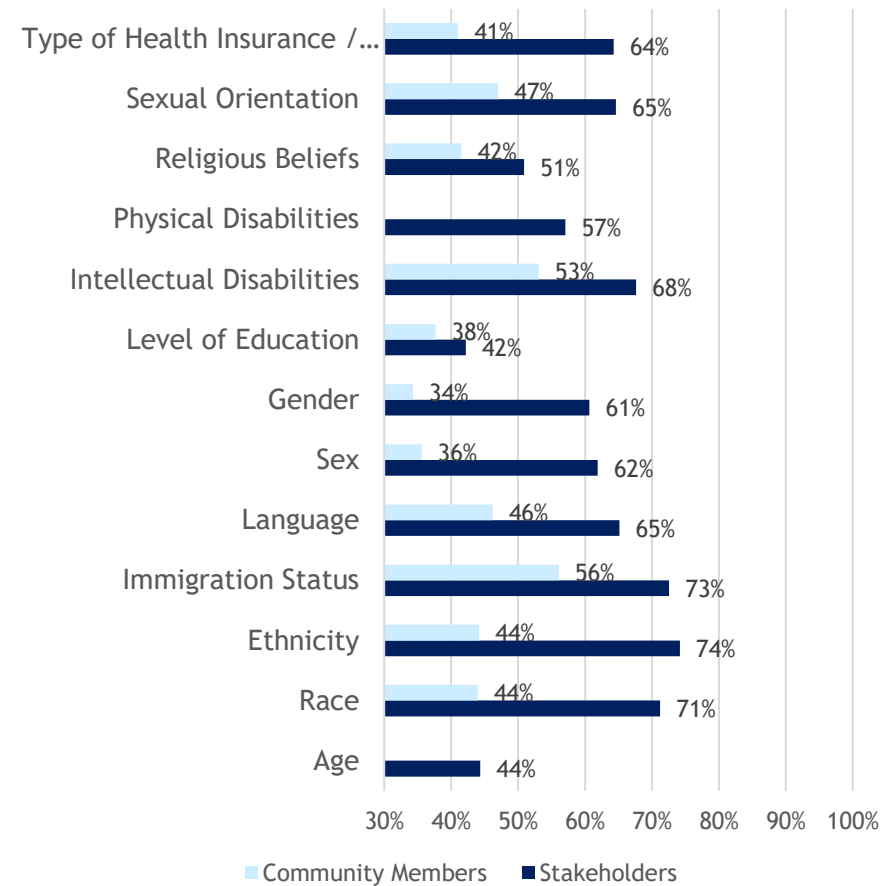
Community Survey:

Considering Implicit Bias - What Personal Factors do You Think Impact the Care Received by Adults or Children in Your Family Receive (Community Members) / the Adults and Children You Serve (Community Stakeholders)

For Adults

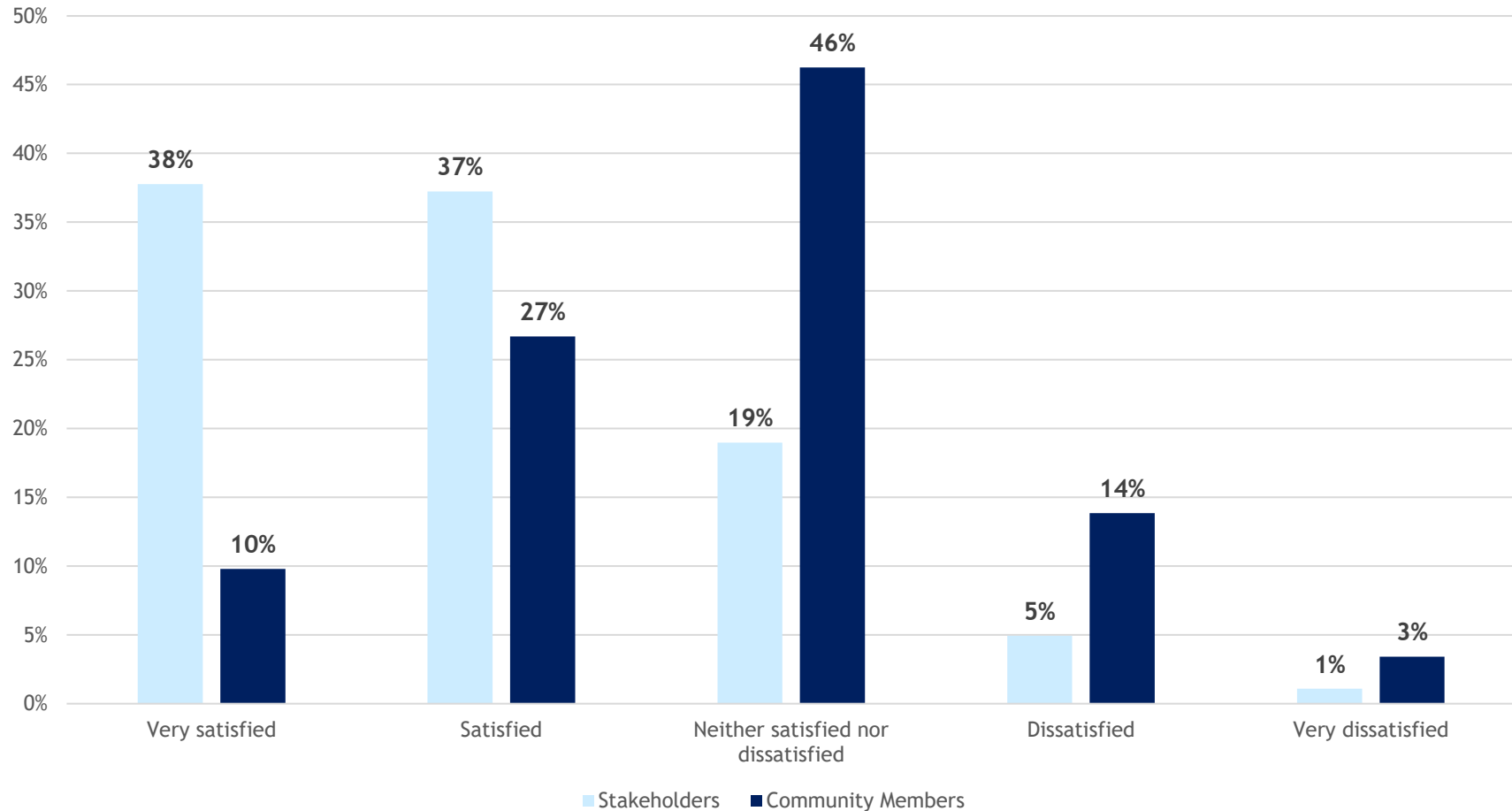


For Children



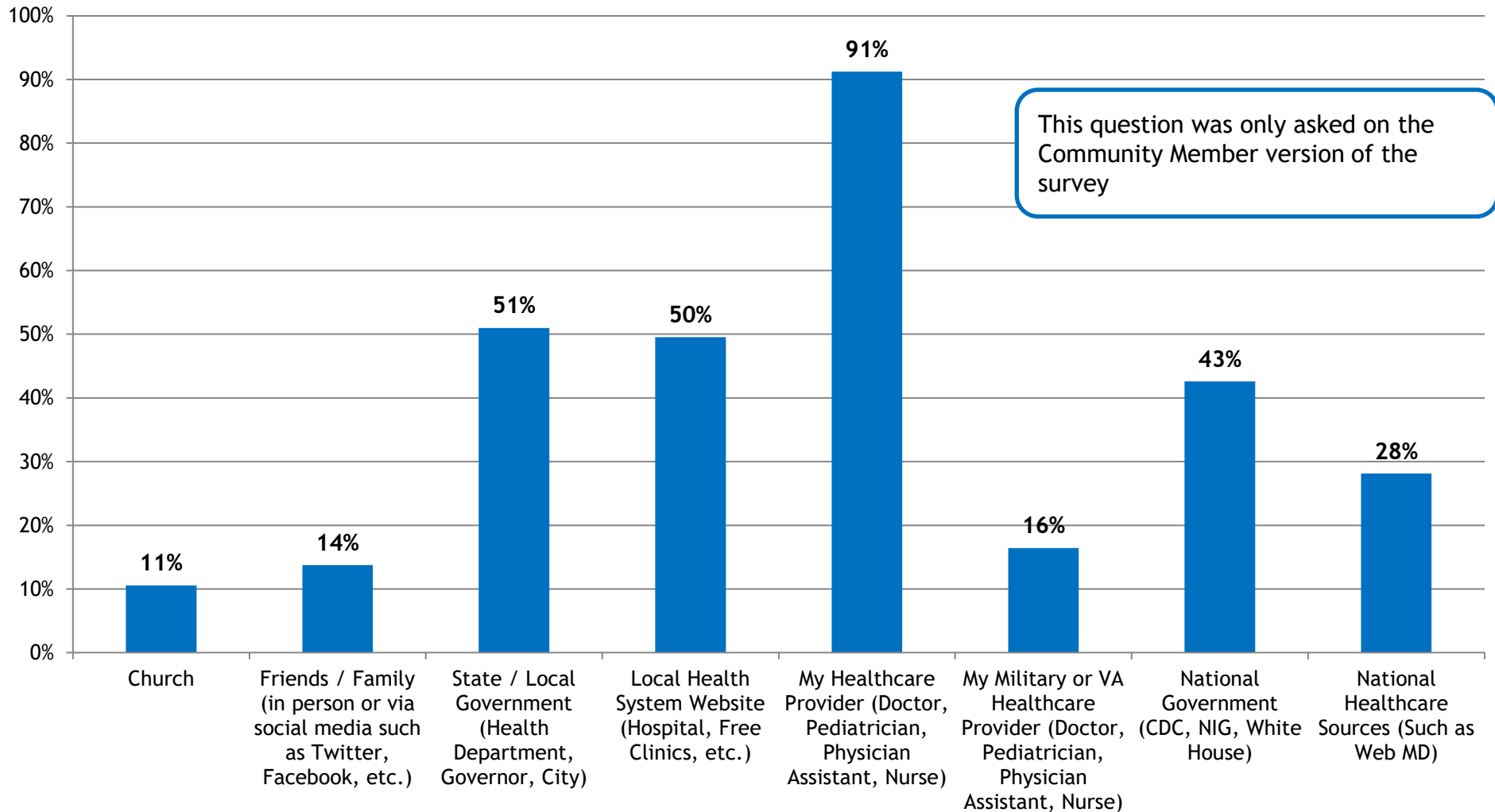
Community Survey:

Indicate Satisfaction with How Your Community (Community Members) / Organization (Community Stakeholders) Is Addressing Diversity, Equity & Inclusion



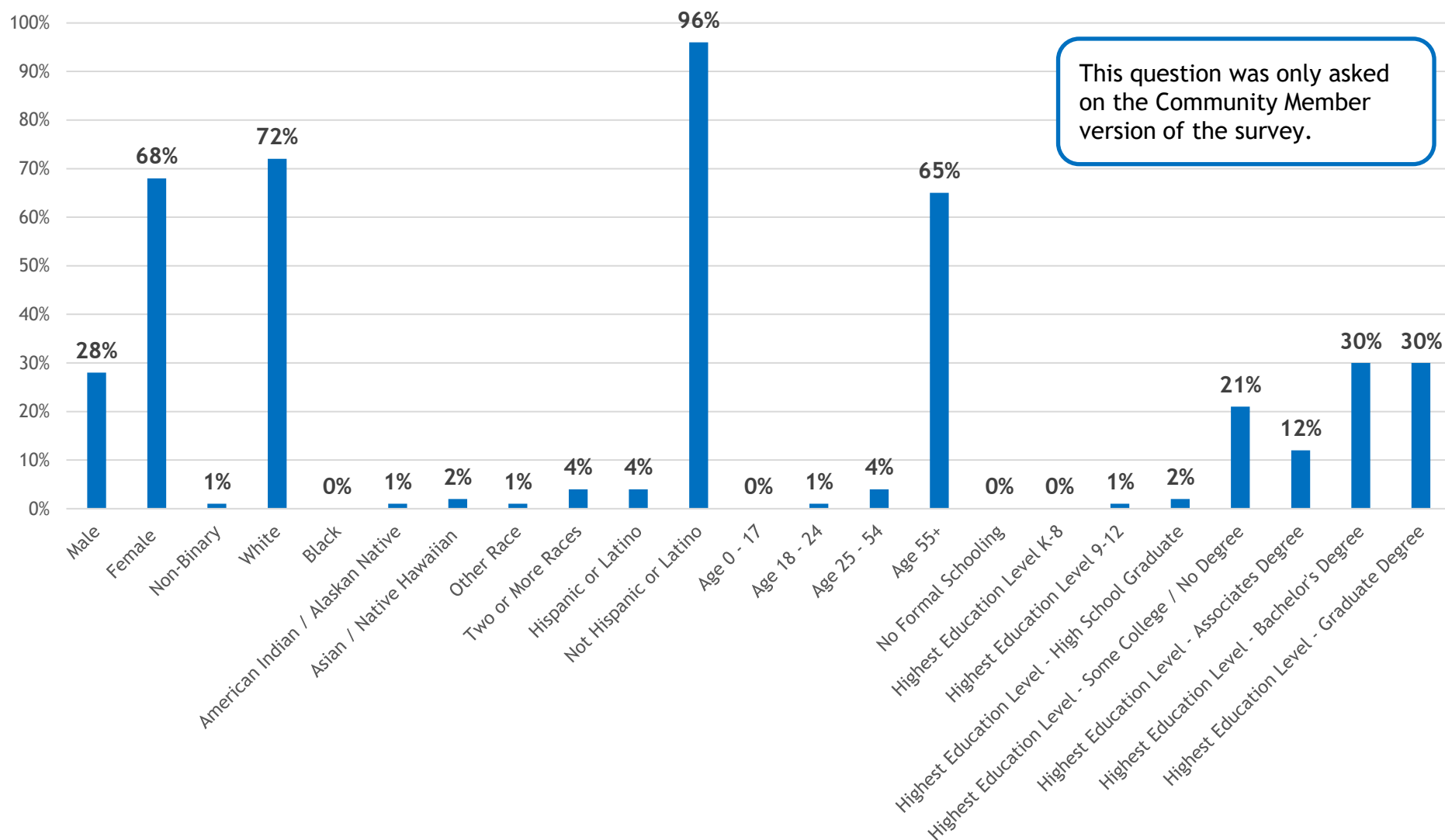
Community Member Survey:

Which of the Following Do You Consider to be a Trusted Source of Health Information?



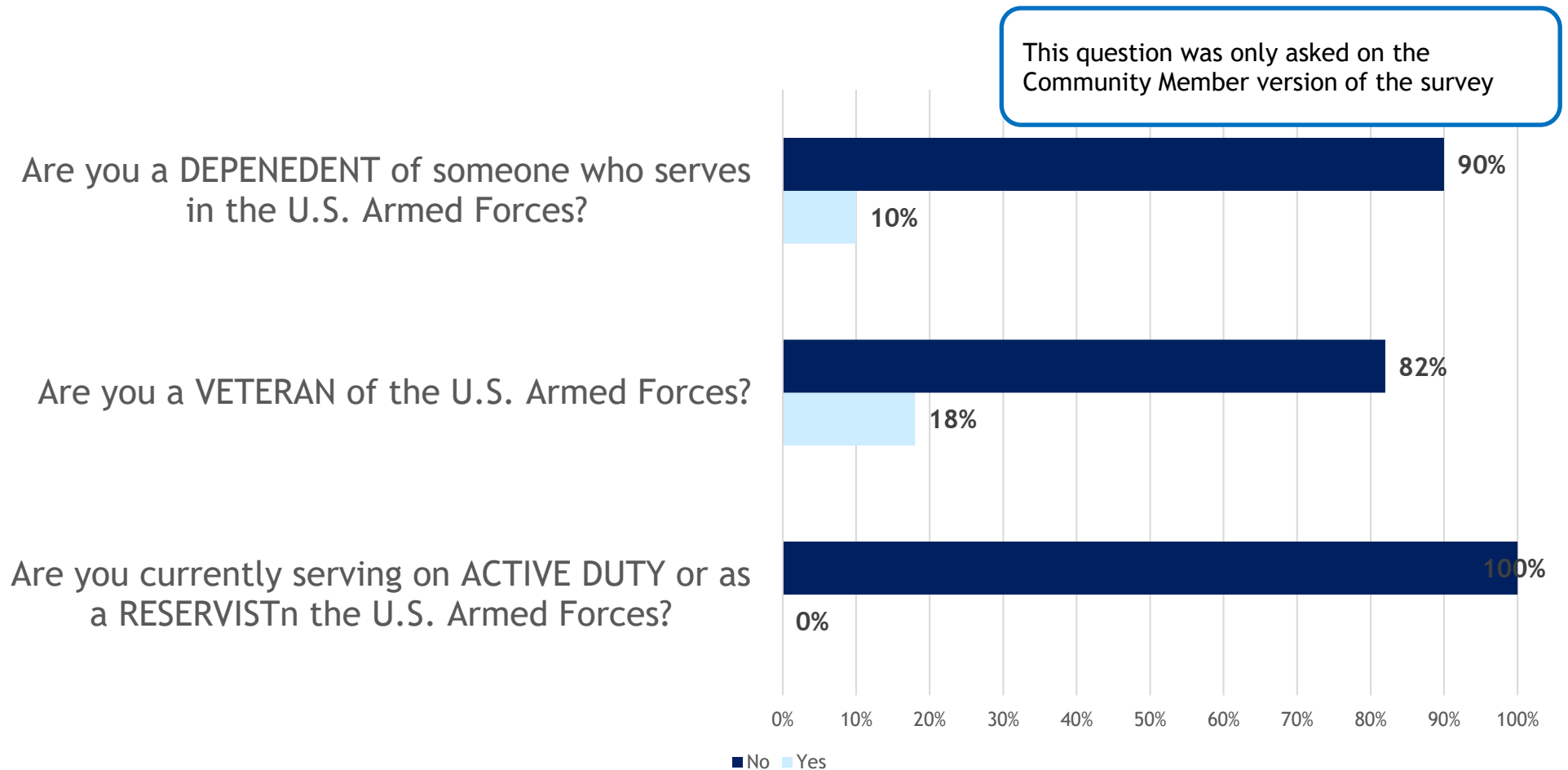
Community Member Survey:

About Respondents - Sex, Race, Ethnicity, Age, Education Level



Community Member Survey:

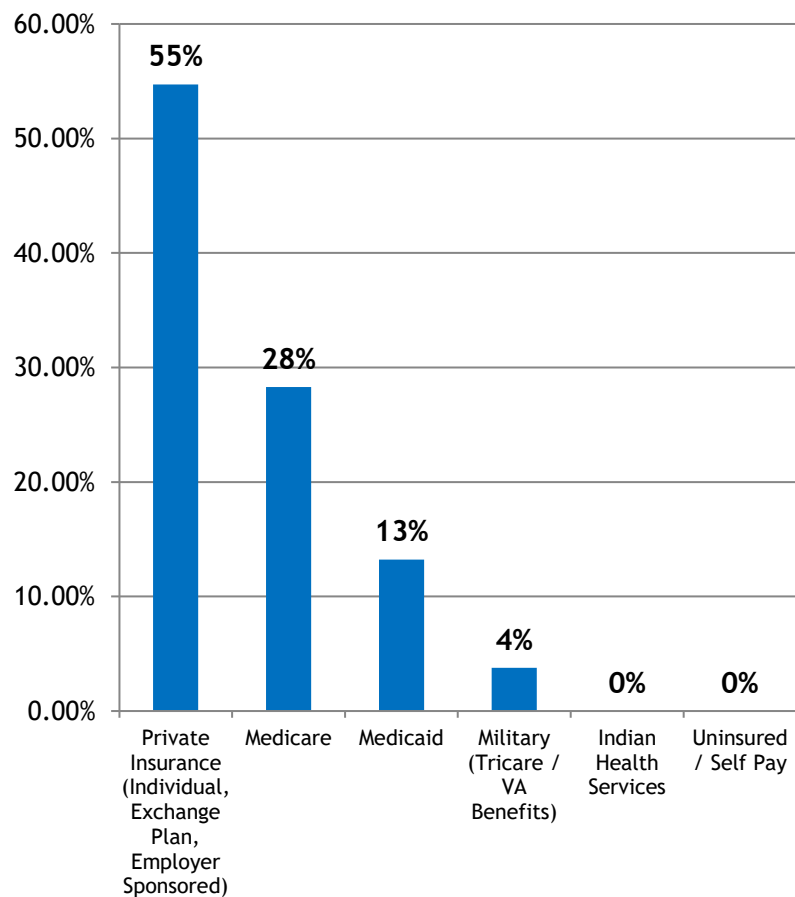
Respondents Relationship with Armed Forces



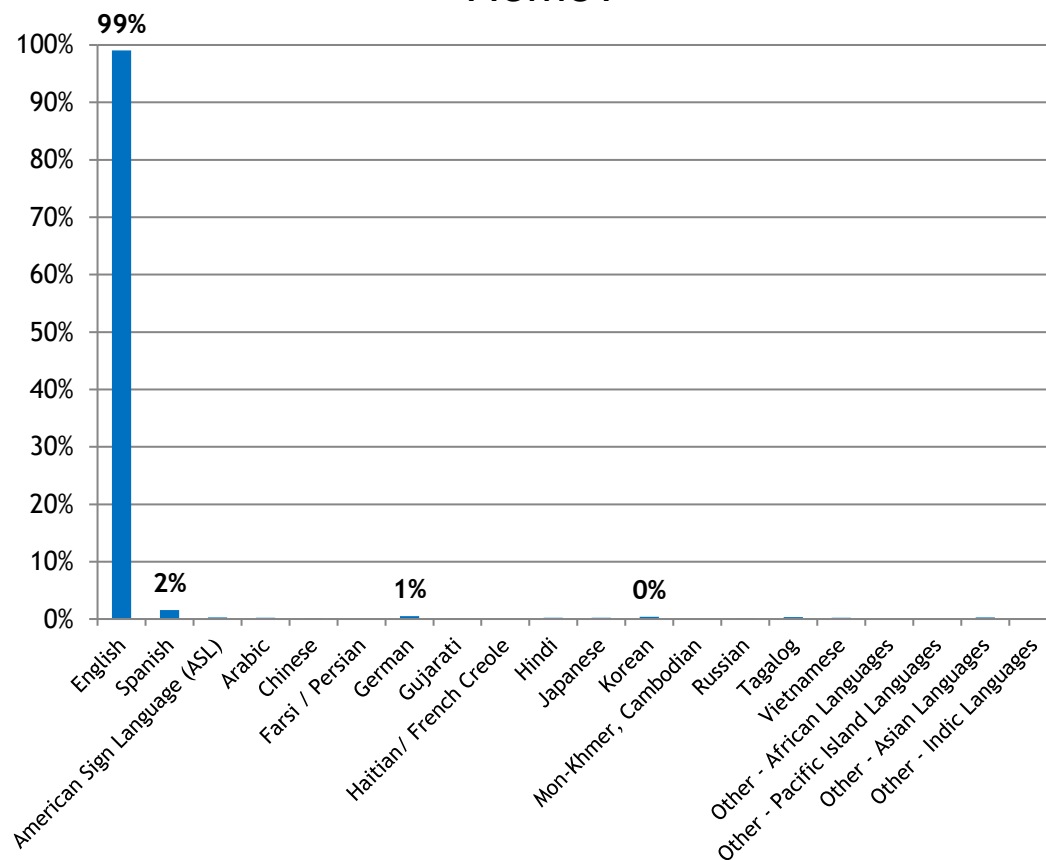
Community Member Survey:

About Respondents - Insurance and Languages in the Home

Insurance



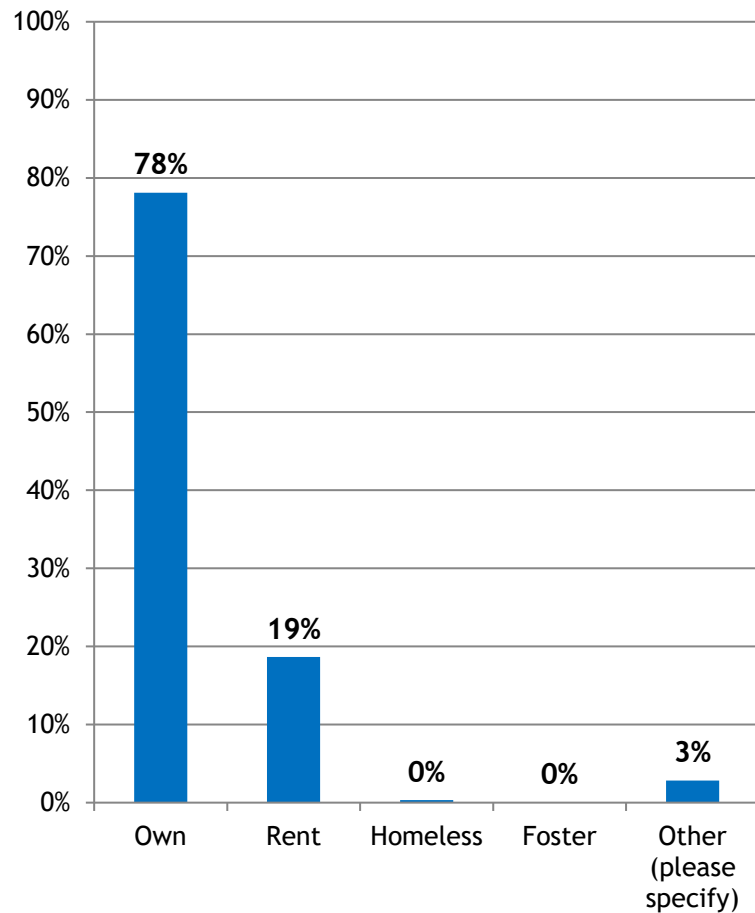
Primary Language(s) Spoken in Your Home?



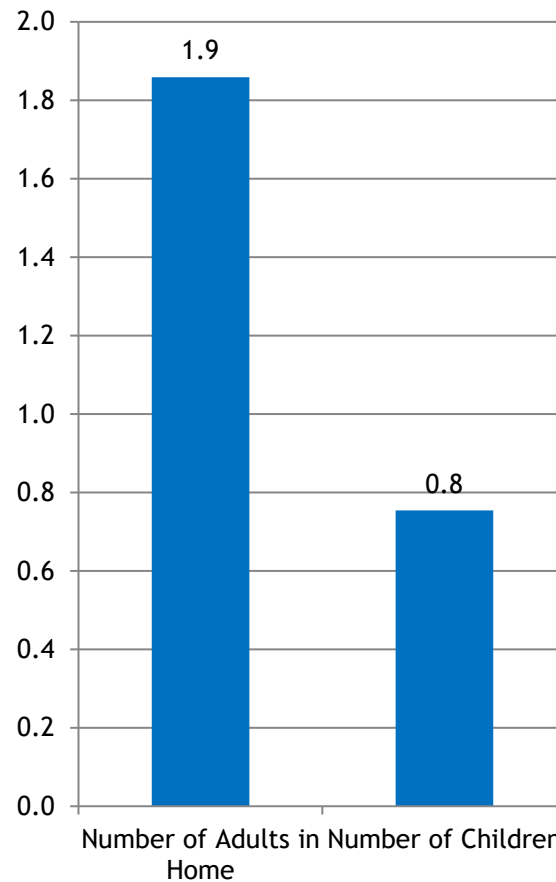
Community Member Survey:

About Respondents - Who Lives in the Home

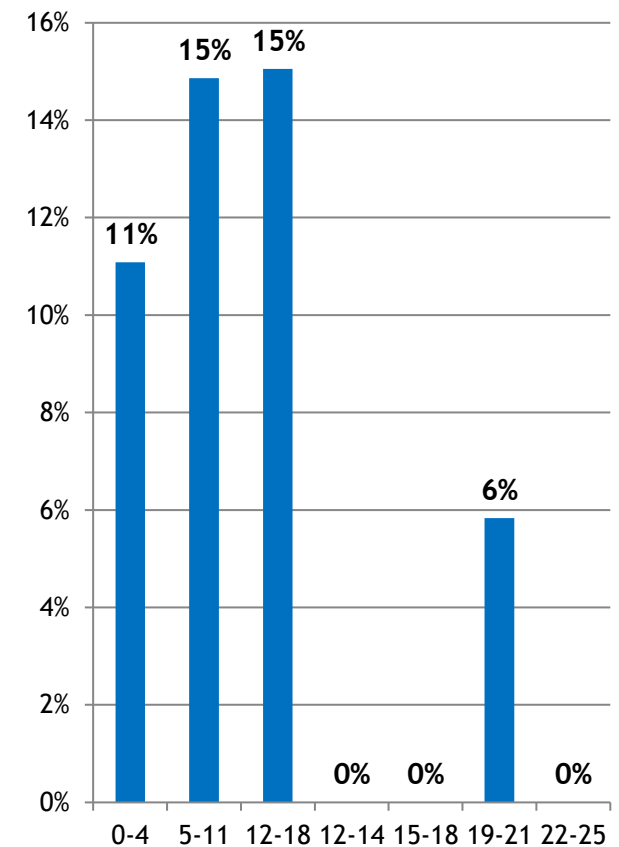
Housing



Live With:



Ages of Children Living in the Home



These questions were only asked on the Community Member version of the survey

Implementation Plan Progress Report

Progress on RRMC 2020-2022 CHNA & Implementation Plan

RRMC Community Health Work 2020-2022:

Unprecedented Times Required Unprecedented Response

- Not long after the 2020-2022 planning process was complete, the world heard the first news stories about a new coronavirus.
- The demands of the COVID-19 pandemic required incredible coordination, collaboration and adaptability on the public health system and the healthcare facilities across the globe.
- As such, the plan created in 2019 for the focus of community health outreach had to be drastically adjusted on the fly as RRMC worked to care for the population of the Virginia Peninsula.
- After the worst of the pandemic, and when limits on social gatherings were lifted, some of the initial plans were implemented as intended, and some had to be adapted.

RRMC Community Health Work 2020-2022: COVID-19 Pandemic Response



Riverside partnered with other health systems in the area to promote masking, social distancing and vaccinations

Riverside continued to serve the people of the Virginia Peninsula throughout the pandemic.



Once the vaccine became available, RRMC played a key role in vaccinating the residents of the Virginia Peninsula.



RRMC Community Health Work 2020-2022:

Mental & Behavioral Health and Substance Use Disorder

2020-2022 Commitment: Riverside continues to provide quality health care services to those facing psychiatric illness or substance abuse.

Key Components of Work:

- **Adolescent Care Unit:** In 2019, the ligature-resistant Riverside Behavioral Health Center opened up an Adolescent Care Unit, which provides necessary care for a specific population in need. This provides 24/7 care for adolescents ages 12-17. The adolescent center currently has 20 beds available to the community, with plans to increase the number of private beds available in the future. Our team creates individualized treatment plans for inpatients with a focus on safety, recovery, and well-being. Adolescent patients experience a therapeutic setting with staff who are attentive, validating, consistent, caring, and empathetic.
- **ARTS:** RBHC participates in the Medicaid ARTS (Addiction and Recovery Treatment Services) Program, which allows individuals battling substance abuse to receive treatment. The ARTS program promoted behavioral health access across the continuum of care for Medicaid members. Since 2019 Riverside's range of programming grew to include inpatient detox services, addiction programs with partial hospitalization, intensive outpatient programming, and routine outpatient addiction services.
- **COWS:** Riverside Regional Medical Center also has a Clinical Opiate Withdrawal Scale (COWS) protocol, which allows for the appropriate care to be given to patients based on their needs.

RRMC Community Health Work 2020-2022:

Mental & Behavioral Health and Substance Use Disorder

- ***Crisis Intervention Program:*** Riverside has a Crisis Intervention program, where a team including members of the CSB, fire/EMS, psychiatric technicians, and behavioral health specialists come together to allow patients' psychiatric needs to be addressed while in the hospital. Riverside also has transitional processes in place, where individuals in various care settings (ED, IP, others) are referred to an addiction management specialist for appropriate care (an example of this would be the ED-bridge implementation). In 2020 - 2022 Riverside continued to provide a crisis intervention program and offer addiction management specialists throughout the organization. Considering the increased behavioral health needs in our community, Riverside broke ground on a state-of-the-art psychiatric emergency department at RBHC. The one of its kind emergency department will provide 24/7 access to empathy and whole person care to patients in crisis.
- ***Community Partnerships:*** Riverside continues to partner with community organizations like the Community Service Board to promote mental health and emotional wellbeing. RBHC also recognizes National Suicide Prevention Awareness Month and champions the Hearts of Hope Campaign.

RRMC Community Health Work 2020-2022:

Mental & Behavioral Health and Substance Use Disorder

- **Opioids:** Riverside has tried to minimize opioid exposure through responsible prescribing tactics such as multi-modal pain management and education to patients and providers. Multimodal pain relief is now the norm for our patients. Since 2019 the number of long-term opioids prescribed after surgery decreased. Riverside's Pain Management and Rehabilitation Service team also offers a variety of interventional treatment options to meet pain-control needs on an inpatient and outpatient basis.
- **Virtual Care:** Virtual behavioral health care options expanded since 2019 in response to the Covid pandemic. Virtual visits, or telemedicine, allows patients to receive clinician care, education, and monitoring in videoconferencing or phone calls.

RRMC Community Health Work 2020-2022:

Food Insecurity

2020-2022 Commitment: Food insecurity continues to be a problem for many residents on the Virginia Peninsula.

RRMC continues to partner with the Foodbank of the Virginia Peninsula on multiple programs, as well as supporting the foodbank through financial donations and food drives.

- **Diabetic Food Insecurity Program:** Through the Riverside Brentwood Family Practice clinic, individuals were identified who had diabetes, were food insecure and indicated a willingness to change eating habits. These individuals received healthy food boxes that contained items such as whole wheat pasta, whole grain rice, canned tuna in water and low sodium vegetables. In addition, participants received education when they picked up the boxes every two weeks. From 2019 to 2020, there were 42 total patients and a total of 148 food boxes given out. Of the 42 patients, 34 reduces both BMI and HbA1C. In fact, for all participants there was a total of 230 lbs lost in 12 months. The pandemic paused the program for a while, but it restarted in 2021, adding congestive heart failure and hypertension as additional diagnoses eligible for the program. While a smaller cohort of 7 patients, there were 4 who saw a reduction in BMI, and 4 of the 5 patients with diabetes saw a reduction in their HbA1C. The total weight loss for this group was 46 lbs in 12 months.



RRMC Community Health Work 2020-2022:

Food Insecurity



Food as Medicine Program: Building off the success of the Diabetic Food Insecurity Program at Brentwood. A Food as Medicine program was designed to be implemented at the family practice office in the Golden Bethune and Charlie Hill Community Health Center office on 25th Street, which is an underserved area with a high incidence of food insecurity. This program targeted individuals with hypertension and food insecurity to receive regular boxes of healthy foods along with education on healthy cooking, healthy living and physical activity.



RRMC Community Health Work 2020-2022:

Health Insurance Coverage and Access to Care

2020-2022 Commitment: Riverside is committed to having more individuals in the surrounding areas be able to access the care they need. Despite the Medicaid Expansion in Virginia, there are still community members who lack insurance due to lack of awareness of interest. There are also non-insurance barriers to care for community members, such as language barriers.

Community Clinic Support:

- Since 2019 Riverside contributed over \$300,000 to local clinics such as the Lackey Free Clinic and the Virginia Healthcare Foundation
- In May 2022 Riverside opened the Charlie W. and Golden Bethune Hill Community Health Clinic in southeast Newport News to provide reliable, ongoing care within the underserved community. This took the place of the former Community Free Clinic which had served the community from the same location. Riverside now operates a family practice clinic and dental clinic, as well as using the space for education and outreach purposes, such as the Food as Medicine Program.



RRMC Community Health Work 2020-2022:

Health Insurance Coverage and Access to Care

Addressing Language Barriers:

- Since 2019 Riverside connected over 9,600 patients to interpreters via the CyraCom vendor which supports hundreds of languages, including American Sign Language and several others via video link. Riverside's most interpreted languages include Spanish, Farsi, Arabic, Haitian Creole, Korean and Mandarin.



Helping Individuals Sign Up for Medicaid or Other Programs:

- Riverside participates with Change Healthcare and Healthfund Solutions to help anyone with financial or medical need obtain health insurance coverage.
- Riverside also helps identify and enroll eligible individuals into state, federal or other insurance programs.

RRMC Community Health Work 2020-2022: Lung Cancer

2020-2022 Commitment: Recognizing the importance of early detection in treating lung cancer, Riverside began offering low-dose CT screenings. While initially only available to certain insurances, in late 2018 Riverside began participating with the PenLung registry, allowing Riverside to accept Medicare and Medicaid patients. The goal was to increase awareness of, and participation in, low-dose CT screenings for eligible patients in order to increase detection of early stage lung cancers when they are most treatable.

- Riverside continued to partner with PenLung to offer expanded access to low dose-CT screenings to patients who are at an increased risk of developing lung cancer.
- Through the Riverside Cancer Care Network, the screenings continued throughout the pandemic. Through marketing and patient testimonials, Riverside continues to work to increase awareness of the screenings, as well as the importance of catching cancer early.
- Riverside also continued outreach on the dangers of smoking cigarettes, using tobacco products and vaping.



RRMC Community Health Work 2020-2022: Colon Cancer

2020-2022 Commitment: Recognizing the importance of early detection in treating colon cancer, Riverside planned to increase awareness of the importance of colon cancer screenings and colonoscopies.

- Riverside focused on community education and outreach to increase awareness of the importance of early detection of colon cancer.
- There was particular outreach to the Black community which has a higher incidence and higher mortality rate than any ethnic group in the United States. This also included in-person outreach at Black churches at events co-sponsored with Hampton University and the NAACP.
- Riverside recruited four additional GI physicians to increase capacity for colonoscopies.

Home > Patients & Visitors > Healthy YOU > Colon Cancer A Screening Could Save Your Life

Colon Cancer: A Screening Could Save Your Life

Cancer Gastroenterology Primary Care



Top 4 myths around colorectal cancer screening: Learn the facts

February 21, 2022

Cancer Gastroenterology +1 More

Riverside
March 23, 2022

What are signs I can prevent colon cancer? You may be able to lower your risk of developing colorectal cancer with some simple healthy lifestyle changes. Nick D'Onofrio, F.A., shares five ways you can prevent colon cancer.

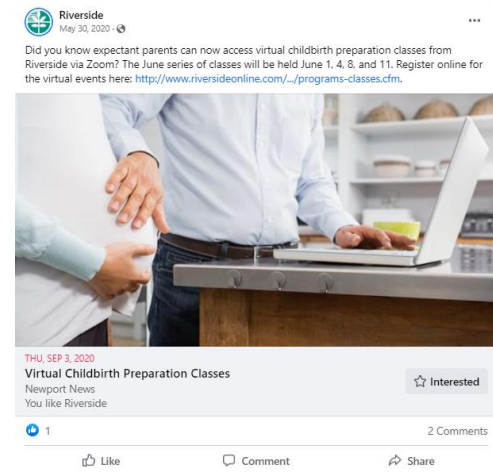
Learn more by visiting [riversideonline.com/colonscreening](https://www.riversideonline.com/colonscreening).

START SCREENING
45
years of age

RRMC Community Health Work 2020-2022: Maternal & Infant Care

2020-2022 Commitment: Riverside remains committed to providing the highest quality care to expectant mothers and infants across the region.

- Riverside transitioned from in-person to virtual childbirth education classes and tours, as well as facilitating breastfeeding support groups and consultations on a virtual basis.
- Riverside worked throughout the pandemic to keep expectant mothers and parents educated about the latest information on the pandemic and vaccines. Riverside also worked to help parents find healthy ways to keep their families busy during days of social distancing.



Activities for family and children during quarantine

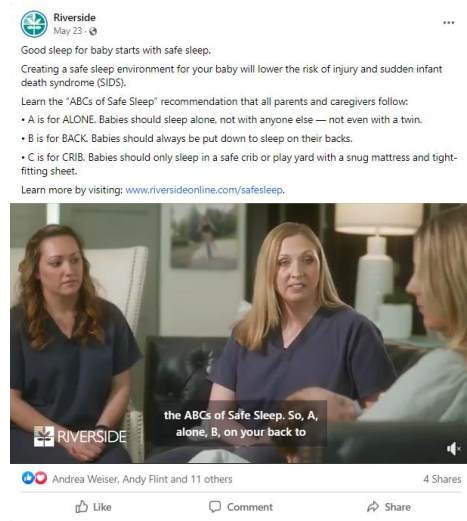
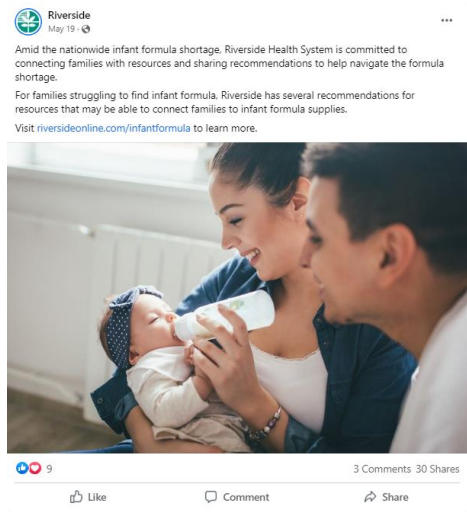
🕒 March 29, 2020

Wellness During COVID-19

Parenting



RRMC Community Health Work 2020-2022: Maternal & Infant Care



- Riverside continued its partnership with Smart Beginnings, which provides parent starter packs for qualifying expectant mothers. Starter packs include a new diaper bag with a directory of childhood services, a list of recommended mobile apps to learn about childhood development, developmentally appropriate children's books and a sleep sack swaddle.
- Riverside served as resource during the infant formula shortage in 2022.
- Riverside continued its partnership with Healthy Families Newport News and Hampton for free services including a personal parenting coach and home visits. The home visits had to be suspended during the pandemic but were supplemented with virtual coaching services.
- Other work focused on helping mothers and children was through support of other organizations, such as the March of Dimes.
- Built a safe sleep video which runs on the website as well as on Riverside's various social media channels.

RRMC Community Health Work 2020-2022:

Aging Services

2020-2022 Commitment: Through Riverside's Center for Excellence in Aging and Lifelong Health (CEALH), a number of community services are available to those living with Alzheimer's and Dementia as well as support services for their caregivers.

Community Resources to Include:

- The **Riverside Geriatric Assessment Clinic** is located in the region and offers unique and highly focused services by an interdisciplinary team of geriatrician, pharmacist, RN and counselor to provide definitive and dignified diagnoses of cognitive status. Community resources, education and support, discussion of safety concerns and advance care planning are also offered. This runs two days per week, seeing an average of six new patients a month along with follow up visits.
- The clinic has access to the **Benjamin Rose Institute on Aging Care Consultation Program**. It is a 12-month program assists caregiving families by empowering them to manage care and decision-making more effectively, find simple and practical solutions to challenges, find services and understand insurances and provide emotional support throughout the caregiving journey. It has been adapted to a six to nine month program offered as part of the memory care navigation program.
- There are Two **Memory Cafés** offered in the region in partnership with the Peninsula Agency on Aging providing socialization opportunity for those living with dementia and their care partners and their care partners at no charge.



RRMC Community Health Work 2020-2022:

Alzheimer's and Dementia Care

- The *Caring for You, Caring for Me* program is an evidence-informed caregiving education program of the Rosalynn Carter Institute for Caregiving addressing elder care issues. This program brings family and professional caregivers together in a relaxed setting to discuss common issues, share strategies and resources and gain a better understanding of each other's perspectives on caregiving. It had to transition to an inline program during the pandemic via the Riverside YouTube channel. A five-week course was developed for the community, but it had to be put on hold due to the pandemic.
- *Dealing with Dementia* is an evidence-informed educational program of the Rosalynn Carter Institute for Caregiving for family and professional caregivers of those living with dementia to learn supportive resources available through Riverside and the larger community. This is still offered at a minimum of one time per year.
- **CEALH:** Riverside's Center for Excellence in Lifelong Health (CEALH) welcomed its inaugural executive who will also serve as the executive director of memory care. They also established the Memory Care Navigation Program. Significant donations were received to support some of CEALH's work in years to come.
- **Memory Care Clinic:** Riverside continues to recruit additional neurologists to expand access to the Memory Care Clinic.



RRMC 2023-2025 Implementation Plan

Process Overview

Riverside CHNA & Implementation Plan 2023 - 2025:

Planning Process

Community Health Needs Assessment Process

- To complete a full community health needs assessment Riverside examined a wide range of quantitative data sources addressing socioeconomic, health and safety issues. The full list of these sources is available in the report addendum.
- In addition to the quantitative analysis, Riverside partnered with other area facilities and health departments to survey both community health leaders as well as community members on their perspectives, viewpoints, experiences and ideas.

Focusing the Full Resources of the Health System on Key Community Health Issues

- The COVID-19 pandemic experience demonstrated the impact Riverside could have on the health of our community when all of the resources across the health system were focused on solving the same problem.
- While during previous CHNA cycles each hospital across Riverside Health System identified unique priorities for each hospital, the 2023 - 2025 cycle will focus on 2 key community health issues across the health system in order to leverage the full strength of the organization to impact the problems.
- Each hospital across the health system will continue to address other community health issues outside of the CHNA process. This may include things like community education and outreach, health screenings, providing critical services, health professions education and partnering with local organizations to address issues of health equity.

Riverside CHNA & Implementation Plan 2023 - 2025:

Identifying & Selecting Significant Health Needs to Address

- A team consisting of clinical and non-clinical staff reviewed all of the data and identified significant issues that were consistent across all of Riverside's markets.
- These included: mental health and wellness, opioids and substance use disorder, care of patients living with dementia as well as their caregivers, cardiovascular health and wellness and cancer.
- The CHNA Steering Committee reviewed the potential areas of focus as well as discussed internal projects underway that might allow areas of overlap to enhance existing community efforts.
- For cardiovascular health & wellness and cancer, it was determined that the plans to address these community health needs were already being addressed through our service line programs focused on these areas. Activities such as screenings, community talks, education on risk factors and signs of stroke and heart attack, exercise opportunities and healthy eating promotion are already a part of RRMC's community work.
- For mental health and wellness, Riverside has been focused on expanding these services to the broader community by expanding it's Hampton facility, Riverside Behavioral Health Center, which is part of Riverside Regional Medical center but located on a separate campus. There is current construction of a psychiatric emergency department and the ongoing recruitment of additional mental health practitioners to the region and both a newly identified Associate VP and Service Line Physician Chief for the program.
- The remaining two areas were selected for focus as part of the CHNA process - Opioid Stewardship and Memory and Dementia Services.

Riverside CHNA & Implementation Plan 2023 - 2025: Identifying & Selecting Significant Health Needs to Address

- While only two areas were selected to officially be part of the CHNA Implementation Plan, other community health initiatives will continue outside of the CHNA process. These include addressing areas such as :

- Public health education on wellness and prevention, including nutrition and healthy food
- Public education on symptom recognition of signs & symptoms of heart attack and stroke
- Mental health and wellness
- Vaccinations
- Healthy parenting
- Cancer prevention & screening
- Health equity issues



RRMC 2023-2025 Implementation Plan

Focus Areas

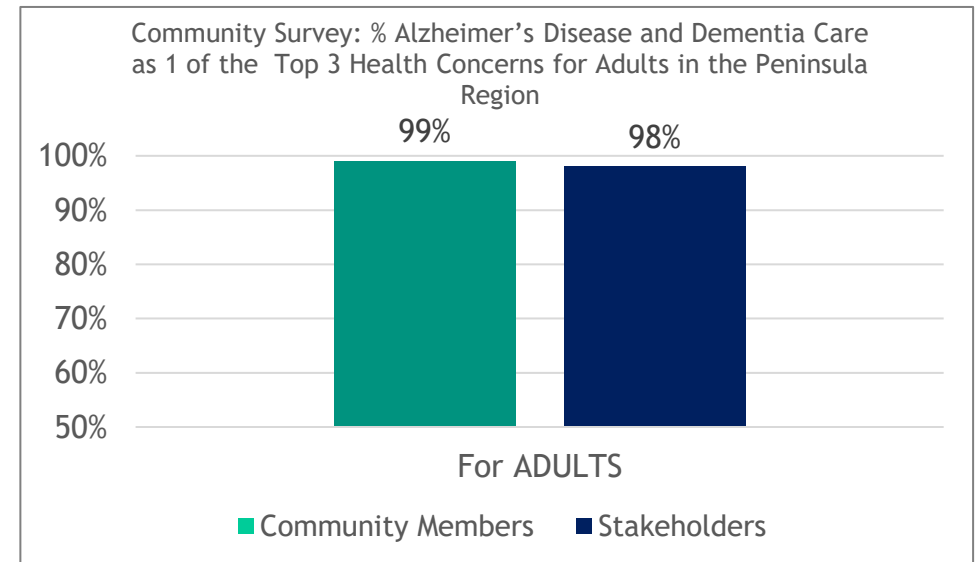
Riverside CHNA & Implementation Plan 2023 - 2025:

Focus Area 1 - Memory and Dementia Services

As noted on slide 42, multiple forms of dementia were noted among the top causes of death in the Peninsula region in 2020. Unspecified dementia and Alzheimer's disease (unspecified) were among the top 20 causes of death in 2020. When examined together, there were 335 deaths in the Peninsula region from Alzheimer's disease (unspecified) or Unspecified Dementia, with a Crude Death Rate per 100K (not Age Adjusted) of 76.1—which is 3.8% higher than seen in Virginia as a whole.

As noted on slide 65, 100% of community respondents and 99% of stakeholder respondents identified Alzheimer's Disease and Dementia care as one of the most important health concerns for adults in the Peninsula community.

	Peninsula		Virginia	
	Deaths in 2020	Crude Death Rate per 100k	Deaths in 2020	Crude Death Rate per 100k
Unspecified Dementia	199	45.2	3,549	41.3
Alzheimer's Disease (unspecified)	136	22.0	2,738	31.9
2 Top Dementia Types Combined	335	76.1	6,287	73.2

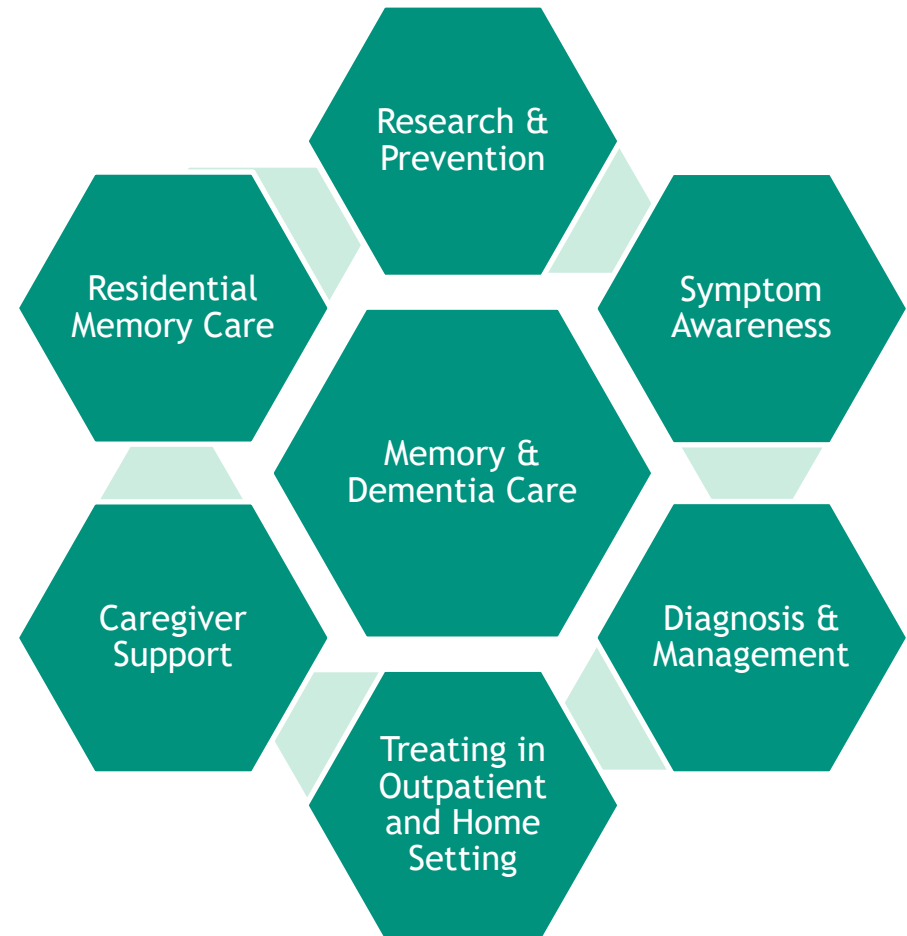


Riverside CHNA & Implementation Plan 2023 - 2025:

Focus Area 1 - Memory and Dementia Services

Caring for dementia patients is complex and an ever-moving target. The experience varies by cause and type, individual patient, setting and caregiver support among other variables. With the combined expertise of Riverside's Neurological and Spine Institute, Riverside Senior Living and the Center for Excellence and in Aging and Lifelong Health, Riverside has many key components in place to provide the best care, support and experience for dementia patients and their loved ones.

In the 2023-2025 timeframe, Riverside will be delineating a more detailed vision of what memory and dementia services can become, including building additional connections between the different area of the health system for seamless care.



Riverside CHNA & Implementation Plan 2023 - 2025:

Focus Area 1 - Memory and Dementia Services

Support Services for Dementia Patients and their Caregivers

- **Memory Cafés:** These are social gatherings where both the individual with memory problems and their caregiver or loved attend to spend time with others in the same situation. There are currently Memory Cafes active in York County and Williamsburg, and RRMC will look to build upon these in-person gatherings as we can secure space where people can safely meet. Riverside will continue to support these, as well as other support group offerings.
- **Martha W. Goodson Memory Care Center:** Established by the generous donation from the Goodson family in 2022, this center will expand memory care services for those living with dementia and improve access to supportive resources for their caregivers.
- **Awareness & Access:** Riverside will work to ensure families are connected to the right services at the right time, as well as improve access to various therapies such as PT, OT, Speech, music, art, exercise and others. Will also work with families to increase access to legal support to facilitate advance care planning opportunities.



Riverside CHNA & Implementation Plan 2023 - 2025:

Focus Area 1 - Memory and Dementia Services

Purple Flower Project

The Alzheimer's Association notes that Alzheimer's Disease isn't a "red" or "blue" issue, but one that impacts all Americans, making it a purple issue. A flower - based on a forget-me-not-is chosen to represent those dealing with memory issues or those remembering loved ones lost to dementia.

RRMC will be piloting a project in which patients (or residents in our lifelong health areas) who have dementia will be identified by a discreet purple flower on the door or chart as a way to quietly notify staff that the patient or resident in the room has a memory issue. Staff will also undergo additional training on the best ways to communicate with individuals who may be confused or agitated due to their diagnosis. This notification system, along with special training for team members, will help staff and volunteers adjust their communications with and expectations of the individual.

Following a successful implementation at RDHW, other RHS facilities intend to duplicate the program.



Riverside CHNA & Implementation Plan 2023 - 2025:

Focus Area 1 - Memory and Dementia Services

Strengthen Services and Offerings Across RHS and the Community

Riverside will continue to refine, strengthen and expand upon the existing services across RMG, the inpatient facilities and lifelong health. Potential projects include:

- Optimizing EMR to facilitate tracking and reporting of patient outcomes for patients with memory and dementia problems.
- Facilitate integrated, multidisciplinary approach to memory and dementia care services across RHS.
- Strengthen orientation and continuing education for team members and clinicians across the health system.



Riverside CHNA & Implementation Plan 2023 - 2025:

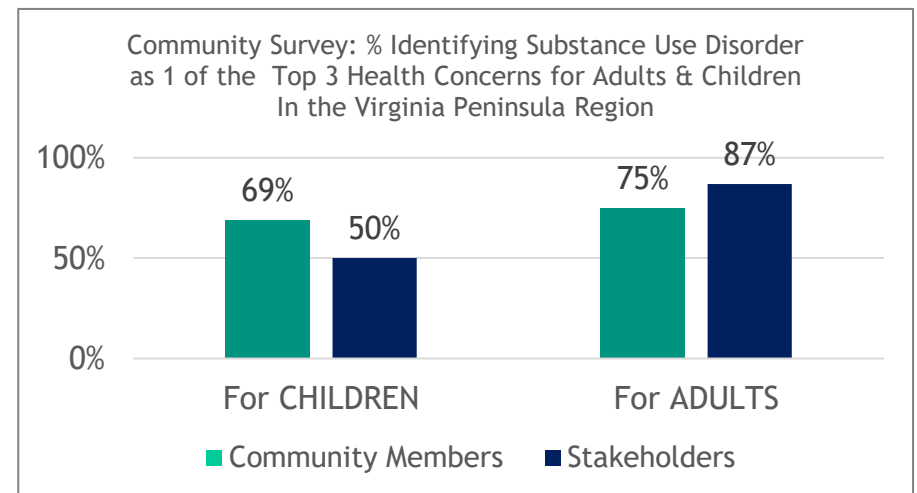
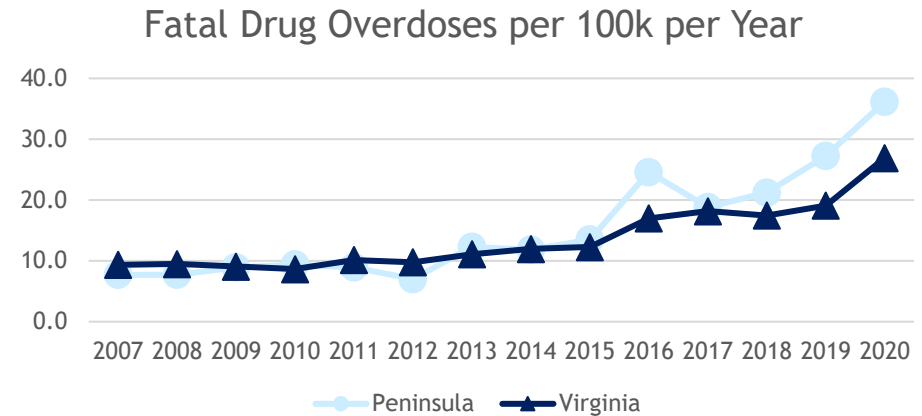
Focus Area 2 - Opioid Stewardship and Substance Use Disorder

The importance of this issue was clear in both the quantitative data and qualitative input.

As noted in slides 47 and 48, the fatal drug overdoses in the Peninsula region, in Virginia and across the country have risen rapidly in the past 13 years, with a very high increase during the pandemic.

As noted on slide 69, 75% of community respondents and 87% of stakeholder respondents identified substance use disorder as one of the most important health concerns for adults in the Peninsula community. Additionally, 69% of community members and 50% of stakeholders identified substance use disorder as one of the most important health issues for children in the Peninsula region.

One hospital or health system cannot solve such a complex crisis that is seen in every town, but there are multiple steps Riverside has identified that it can take to begin to impact some of the factors involved.



Riverside CHNA & Implementation Plan 2023 - 2025:

Focus Area 2 - Opioid Stewardship and Substance Use Disorder

To build the plan for the health system to address this issue in a cohesive manner, the VP of Pharmacy led an interdisciplinary team that included inpatient and outpatient physicians, nurses, pharmacists, mental and behavioral health experts and others representing all the hospitals as well as critical support areas such as the electronic medical record (EMR) team.

The team pulled from the National Quality Partners™ (NQP) Opioid Stewardship Action Team's *NQP™ Playbook: Opioid Stewardship* as well as from research, presentations and case studies shared nationally including the great work done by Carillion in the western part of Virginia. The Virginia Department of Health's 2021 *Best Practices for Opioid Related Emergencies in the Emergency Department* was also used as an important resource.

The team reviewed and learned about recommended areas of Primary, Secondary and Tertiary overdose prevention strategies. Primary strategies focus on preventing the onset of substance use disorder by avoiding exposure to opioids with tactics such as reducing the supply of opioids with tactics such as developing evidence-based prescribing guidelines to promote alternate pain management approaches where appropriate, monitoring prescriptions, preventing diversion, executing pain management agreements for chronic pain patients, and educating the public on storage and disposal. Secondary strategies focus on screening for individuals who are high risk for substance use disorder so that more aggressive prevention and treatment approaches can be pursued. Tertiary strategies focus on helping individuals with substance use disorders prevent fatal overdoses using measures to reduce harm and to get off the drug using medication assisted treatment, naloxone prescriptions, and other strategies.

There are additional factors that impact this national crisis, such as increasing supply of illegally manufactured opioids available to the public without a prescription, that are outside the scope of this plan at this time. Due to the nature of opioids as an addictive and controlled substance, not every aspect of the implementation plan will be publicly detailed. Nonetheless, the team identified projects in each of the prevention areas (primary, secondary, and tertiary).

Riverside CHNA & Implementation Plan 2023 - 2025:

Focus Area 2 - Opioid Stewardship and Substance Use Disorder

Primary Prevention Strategies (Doing our part to reduce both supply and demand):

Internal Health System Projects:



- While not as visible to the public, Riverside has identified areas to continually monitor and design evidenced based processes to track prescriptions, appropriate use, policy adherence and diversion prevention. This will be done by the pharmacy team, Riverside Medical Group and RRMCC staff, the EMR team and other internal support areas.

Community Partnership Projects:



- RRMCC will explore the need for a partnership with law enforcement and the DEA in hosting a Riverside Drug Take Back Day or ascertain if current resources in this region are adequate.
- Riverside will create and maintain local partnerships to combat opioid addiction in the community. Riverside will continue working with the Hampton Roads Opioid Working Group, a regional collaborative that uses a community-based and action-oriented approach to reduce opioid-related deaths.
- Led by the new Mental and Behavioral Health Service Line leadership, Riverside will identify opportunities throughout Riverside and the community for community outreach and education.

Riverside CHNA & Implementation Plan 2023 - 2025:

Focus Area 2 - Opioid Stewardship and Substance Use Disorder

Secondary Prevention Strategies (Identifying those at increased risk of SUD):

Internal Health System Projects:

- Working across the health system, RHS will develop and implement consistent screening processes to identify those individuals at high risk for developing SUD.
- This processes need to be tailored to each setting such as the Emergency Department, surgical patients, inpatient, and in RMG offices; therefore, the process developed for each setting and the resulting next steps will be appropriate for that setting.
- Once piloted and finalized at other RHS facilities, these may be implemented at RPMC as well.



Riverside CHNA & Implementation Plan 2023 - 2025:

Focus Area 2 - Opioid Stewardship and Substance Use Disorder

Tertiary Prevention Strategies (Assisting individuals living with SUD who want help getting off opioids):



Internal Health System Projects:

- Across the health system, there will be different pilot projects addressing this issue. Once a program is successfully implemented and shown to be beneficial, it will be replicated at RRMCC. For example, a sister-facility will be piloting a program trialing Medication Assisted Therapy (MAT) beginning in the ED to bridge individuals from the initial emergency visit through the first few days it takes to get into an outpatient MAT program.
- Riverside will continue to facilitate access to inpatient and outpatient addiction services.
- The entire health system will also be able to draw on the expertise of the clinical staff at the Riverside Behavioral Health Center in Hampton. As materials, protocols, telemedicine programs or other opportunities are developed, RRMCC will be able to build off those to better serve the individuals in the Peninsula region dealing with SUD.

RRMC 2022-2025 CHNA & Implementation Plan

Appendices

Riverside CHNA & Implementation Plan 2023 - 2025 :

Appendix 1: Notes on Data and Quantitative Data Sources

Notes on Data Use and Availability

- This report is a summary of a year long study of the community.
- Note that the most recent available data was used for each data element, but public health data is often 2-3 years old. With the pandemic in 2020, some data was delayed more than usual so resources could be devoted to managing COVID-19 in the community.
- Depending on the source, data is reported either at the locality level (Virginia city or county) or at the Virginia health district level.

Quantitative Data Sources

Specific sources are listed with the data sets or graphs in the appendices, but some of the major sources for demographic, economic and health data included:

- US Census
 - Utilizing 2010 Census, 2020 Estimates, 2025 Projections and ACS (American Community Survey) data. The data was pulled utilizing Buxton software that allows reporting by city, county, ZIP or Census Tract.
 - Small Area Health Insurance Estimate Program
- Virginia Department of Health
 - Office of the Medical Examiner
 - Equality at a Glance Housing Insights
 - Behavioral Risk Factor Surveillance Survey (BRFSS)
 - Maternal & Child Reporting
 - COVID-19 Reporting
 - HIV Surveillance Annual Report

Riverside CHNA & Implementation Plan 2023 - 2025 :

Appendix 1: Notes on Data and Quantitative Data Sources

Quantitative Data Sources (Continued)

- Centers for Disease Control and Prevention (CDC)
- United States Health Resources and Service Administration
- County Health Rankings
- Virginia Employment Commission
- Virginia State Police - Crime in Virginia 2020 Report
- Virginia Health Information
- Virginia Department of Education, Office of School Nutrition
- Feeding America, Map the Gap
- National Center for Education Statistics, Program for the International Assessment of Adult Competencies
- Limited English Proficiency (lep.gov)

Riverside CHNA & Implementation Plan 2023 - 2025 :

Appendix 2: Qualitative Community Input

Riverside Health System (Riverside Shore Memorial Hospital, Riverside Regional Medical Center, Riverside Walter Reed Hospital, Riverside Doctors' Hospital of Williamsburg and the Joint Venture facilities including Riverside Rehabilitation Institute and Hampton Roads Specialty Hospital), Sentara Healthcare, Children's Hospital of the Kings' Daughters (CHKD), Bon Secours Mercy Health and the Virginia Department of Health worked together to create the Hampton Roads Community Survey online using Survey Monkey to obtain community input.

There were 2 forms of the online survey:

The Community Stakeholder version of the survey was emailed to a wide variety of community leaders and stakeholders including individuals who work in education, public health, health care, mental and behavioral health, local government, first responders, business leaders and others.

The Community Member version of the survey was promoted to community members via social media and websites.

Both versions of the survey were open from late November 2021 through February 2022.

The survey was created to accept all input and was not structured as a representative sample. All results should be taken as qualitative, directional data and should not be considered statistically significant without additional research.

Of all of the surveys completed, the data was filtered so the data included in the Riverside Regional Medical Center indicated they lived in Newport News, Hampton, Poquoson, York County, Isle of Wight County or Surry County or that they worked serving adults or children in those same localities.

Riverside CHNA & Implementation Plan 2023 - 2025 :

Appendix 2: Qualitative Community Input

On the Stakeholder Survey, 874 individual stakeholders indicated they served individuals in Newport News, Hampton, Poquoson, York County, Isle of Wight County or Surry County. Multiple individuals noted they served individuals in multiple areas. Individuals completing the stakeholder survey were asked to include information on the government, organization or company they worked for and their job title. A list of all organizations represented, along with other detailed information on the demographic and geographic breakdown of the respondents is included in the appendices.

On the Community Member Survey 7,167 individuals responded that they resided in Newport News, Hampton, Poquoson, York County, Isle of Wight County or Surry County.

This combines for a total of 8,401 responses to the combined survey for RRMC. This is an increase from all prior CHNA cycles.

	2013	2016	Change from 2013 - 2016	2019	Change from 2016 - 2019	2022	Change from 2019-2022
RRMC TOTAL	83	120	44.6%	422	252%	8401	1891%

This Community Health Needs Assessment and Implementation Plan was formally adopted by the Riverside Regional Medical Center Board of Directors on October 21, 2022.