



Regional Medical Center

Focused on the Health of our Community

2022 Community Health Needs Assessment and Implementation Plan Executive Summary

Our 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 three health districts primarily served by the facility. Specifically, that includes:

- **Peninsula Health District:** City of Newport News, City of Hampton, 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



Population (2025): 419,270

Population Growth (2020-2025): 1.1%

Median Age (2025): 36.9

Median Household Income (2025): \$69,006

Total Households (2025): 162,645

Racial & Ethnic Mix: 50% White, 38% Black, 5% 2 or more races, 4% Asian / Native Hawaiian, 3% other and 1% Native American, 8% of population is Hispanic

The RRMC service area consists of a diverse mix of communities from urban to rural. On the Peninsula the economy is driven by the military and defense industries, specifically Huntington Ingalls. Other aspects of the economy include higher education with two major universities, manufacturing and meat processing.

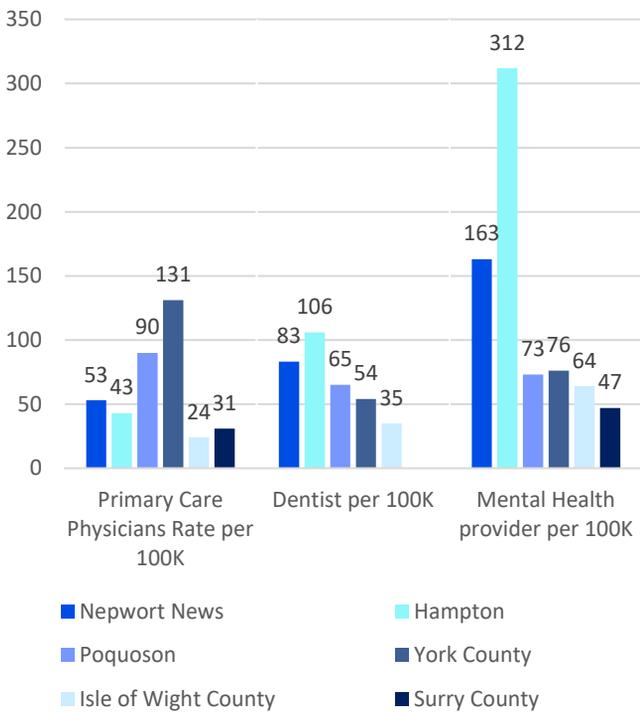


Supporting Community Health

The RRMC service area has many pieces in place to support the health of individuals in the community.



Providers per 100K



Health assets in the region include:

Medical Hospitals: Riverside Regional Medical Center, Sentara Careplex Hospital, Bon Secours Mary Immaculate Hospital

Behavioral Health Facilities: Riverside Behavioral Health Center (part of RRMC but on a separate campus)

Specialty Hospitals: Riverside Rehabilitation Hospital (Inpatient Rehab) and Hampton Roads Specialty Hospital (Long Term Acute Care Hospital)

Military / Department of Defense Hospitals: Hampton VA Hospital, Joint Base Langley-Eustis Hospital

Staying Active & Healthy:

Community resources that support healthy living include:

Yorktown Market Days

Noland Trail

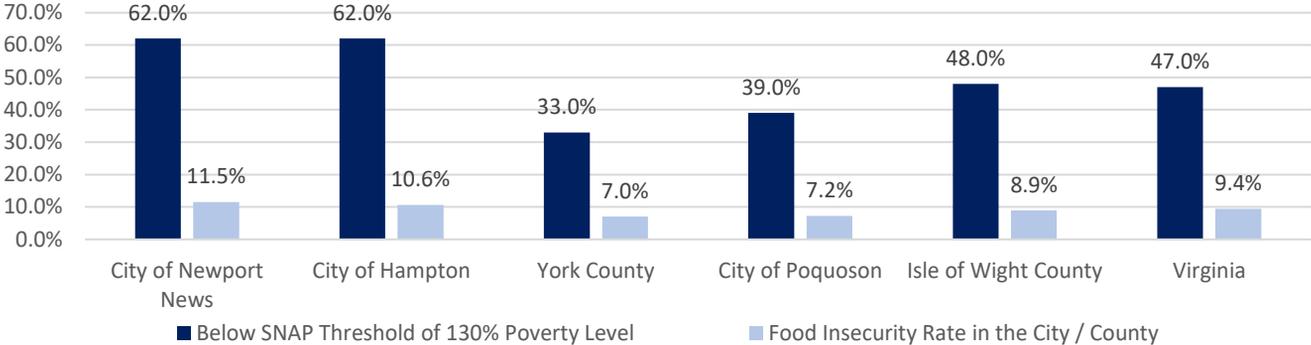
Foodbank of the Virginia Peninsula

Multiple local county and city parks, recreation centers and sports complexes

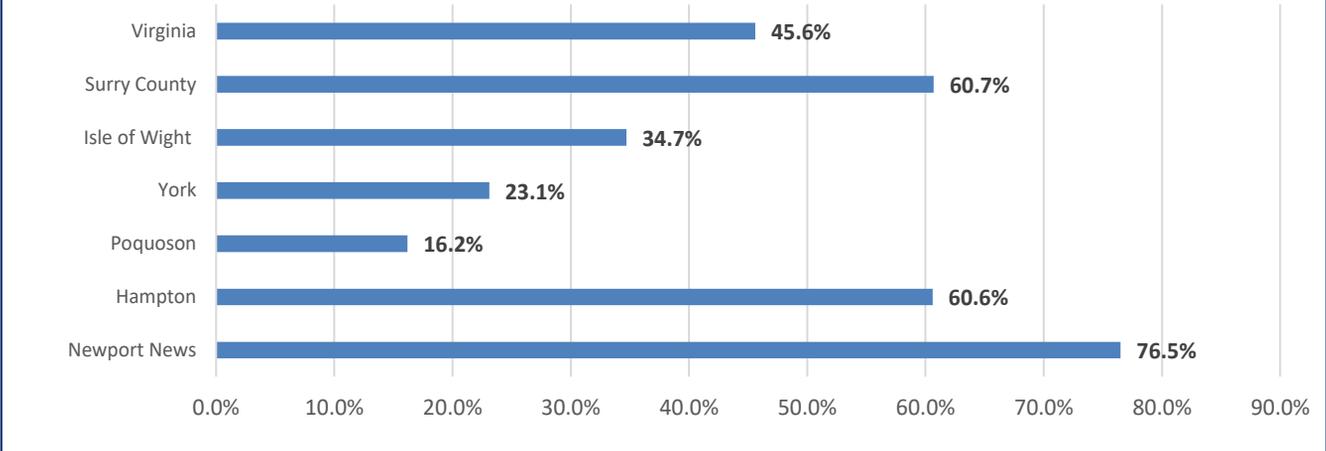


Food & Housing Insecurity

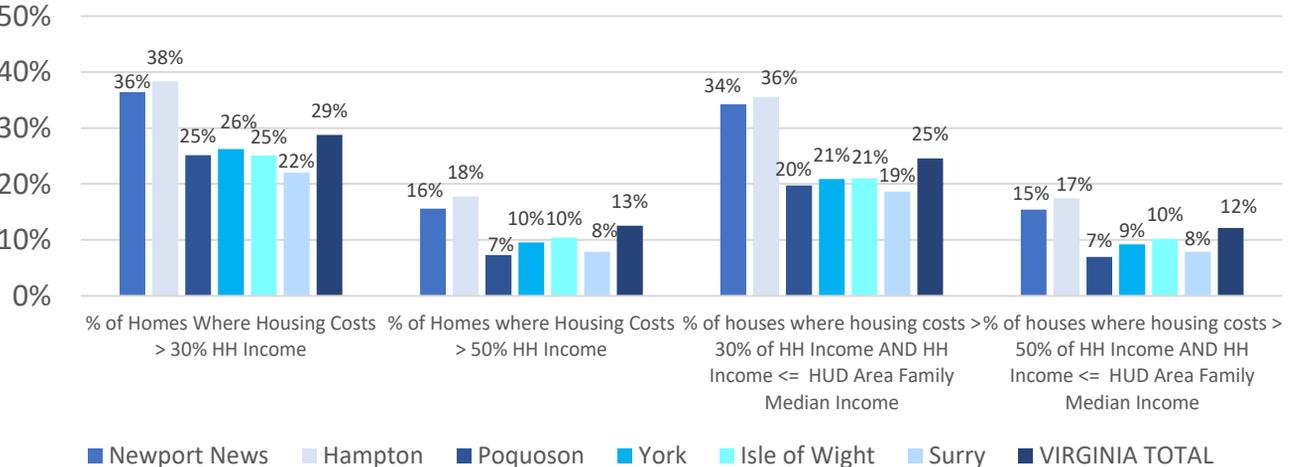
Poverty & Food Insecurity by Locality



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

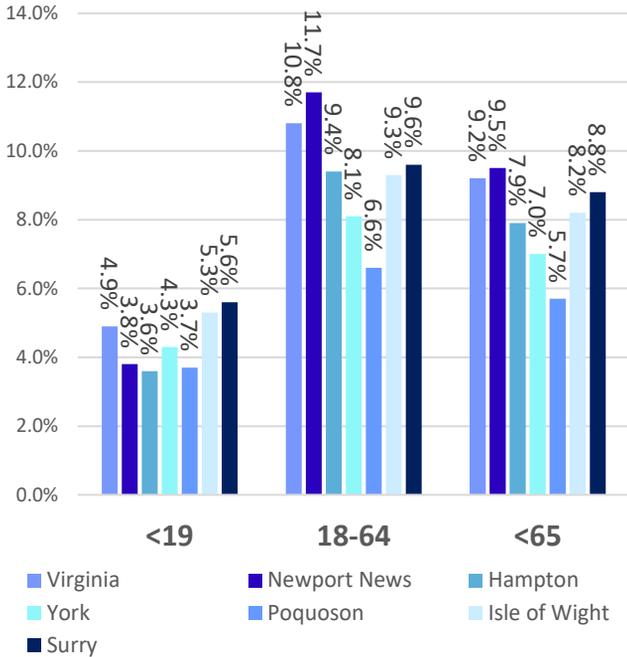


Housing Insecurity Measures

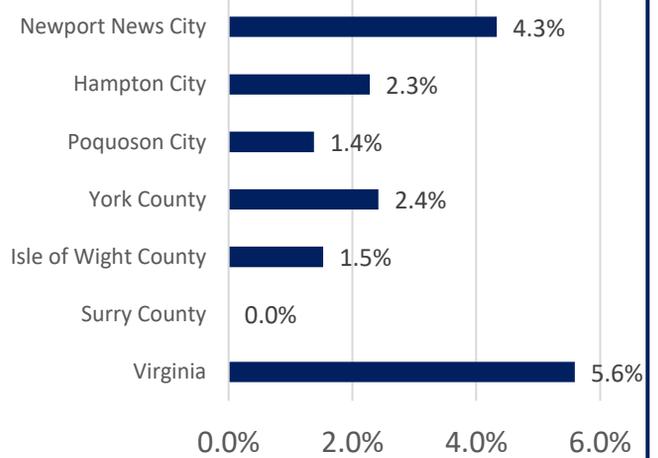


Addressing Access Barriers

Uninsured Non-Elderly



% of Population with LEP



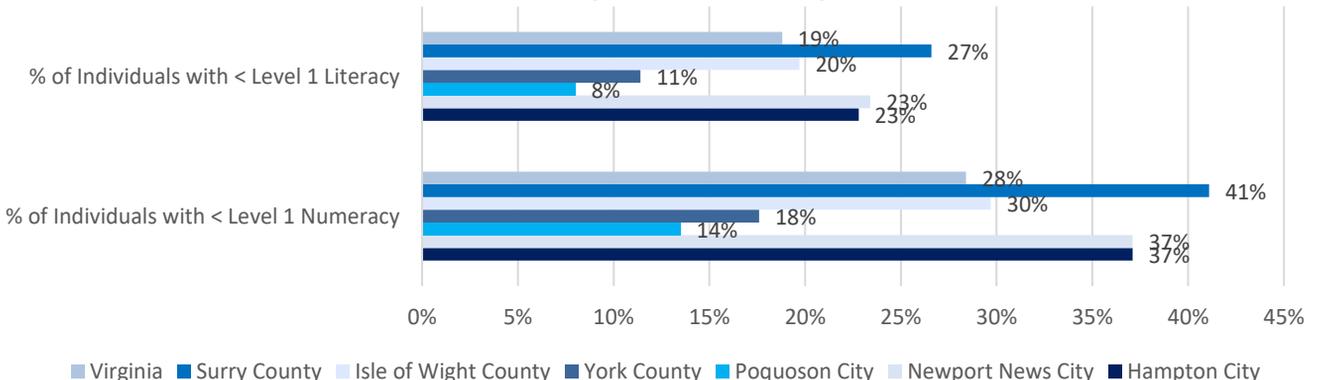
Approximately 1.5% of the population speaks Spanish as their primary language. Vietnamese and Korean are the other languages spoken by over 500 people in the area.

Medically Underserved Areas and Populations

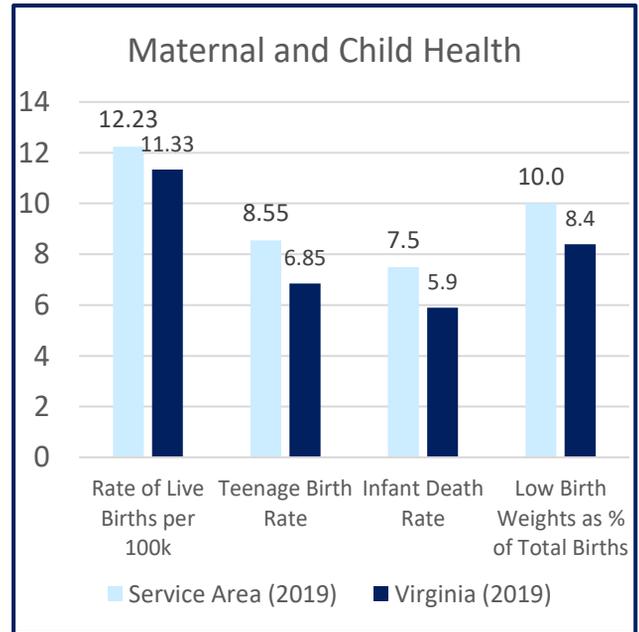
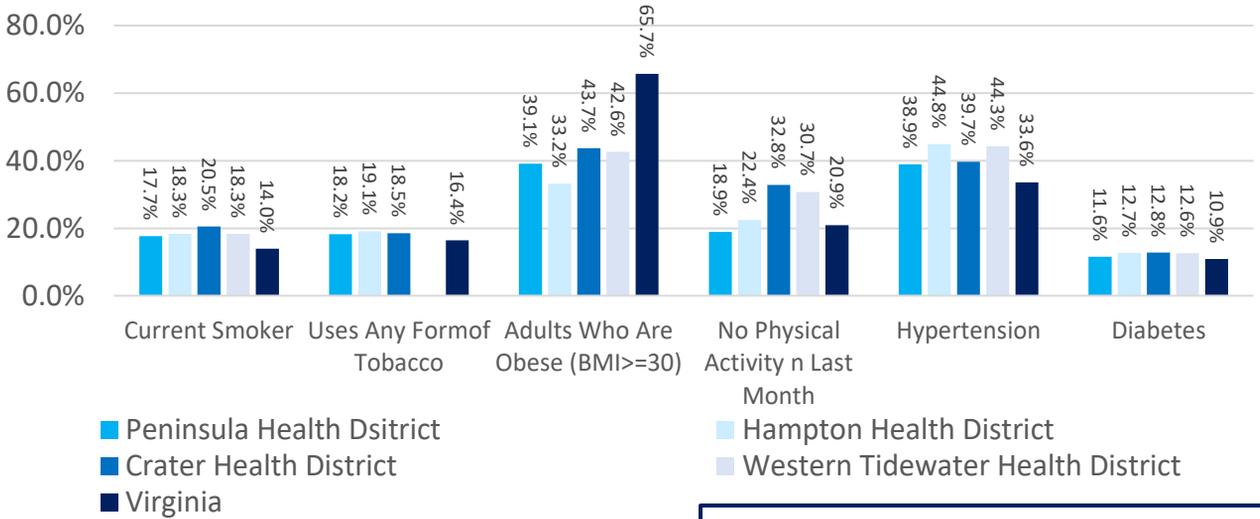
Primary Care Medically Underserved Areas: Hampton / Newport News Service area, Hampton City Service Area, York Service Area, Isle of Wight County and Surry County

Medically Underserved Population: Low Income - Newport News Service Area and Low Income - Williamsburg Service Area (includes parts of York County)

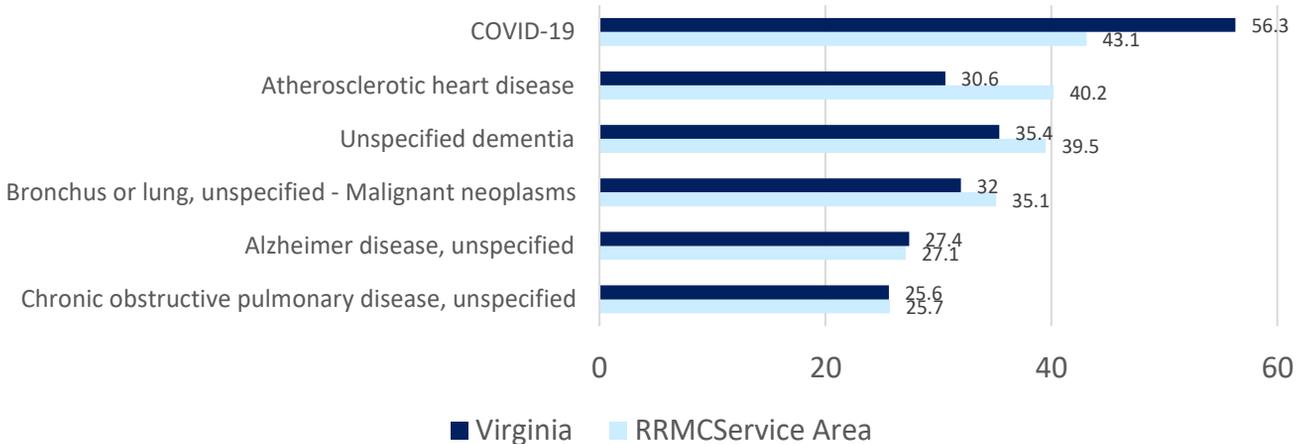
% of Population <Level 1 Literacy and Numeracy



Health Snapshot

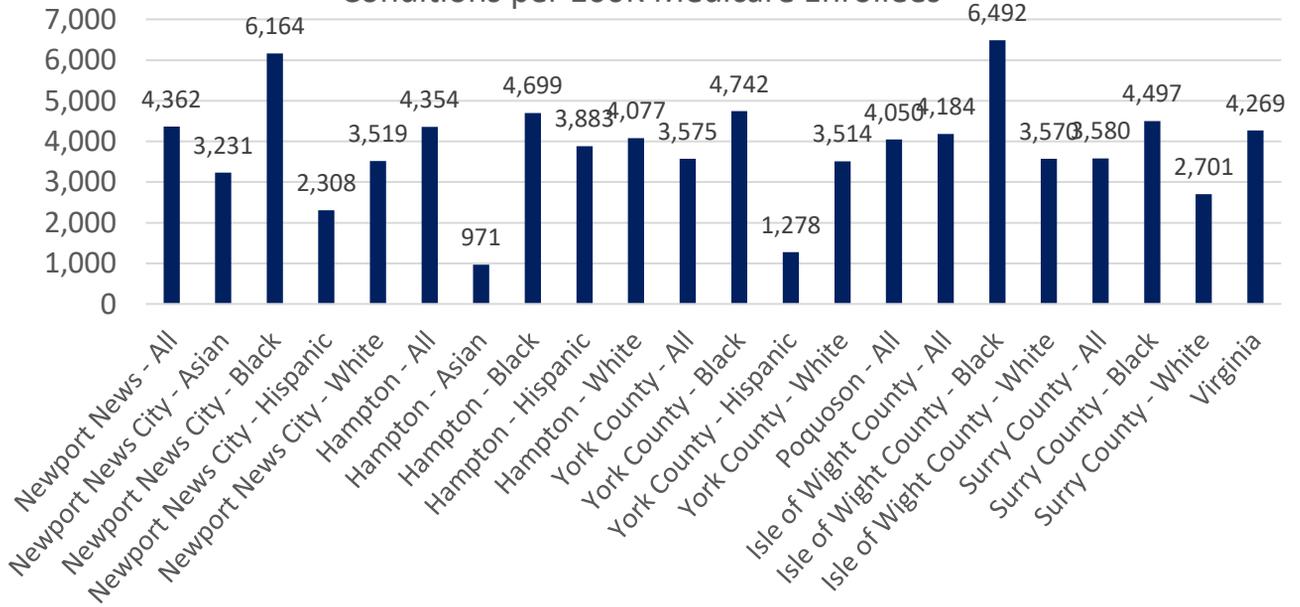


Age Adjusted Death Rate per 100K

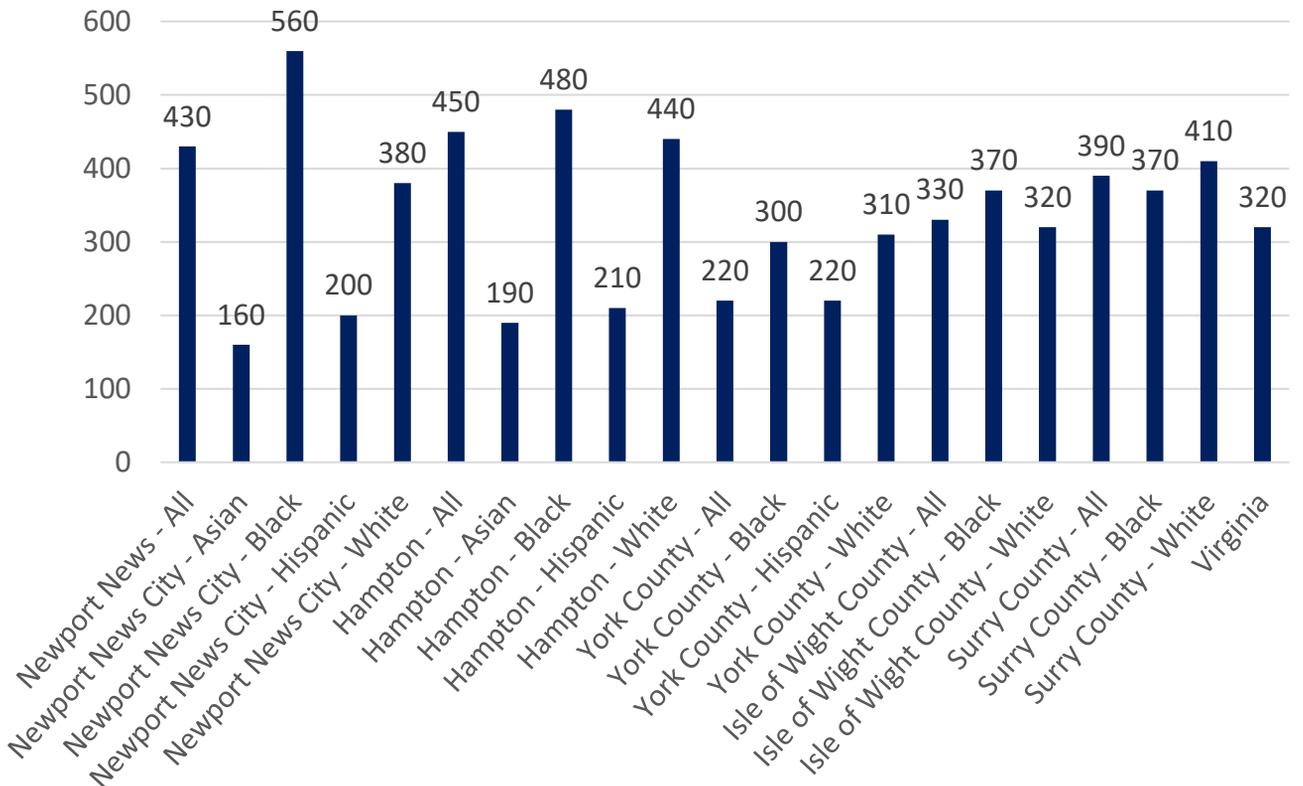


Outcomes by Population

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

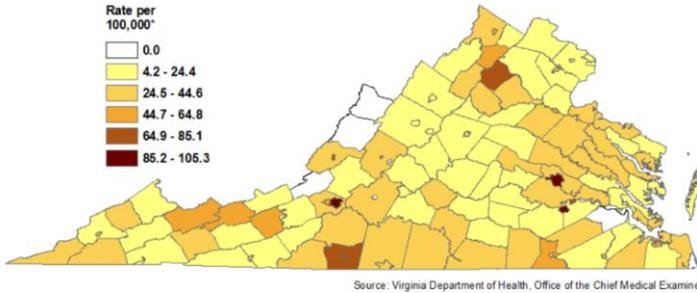


Premature Age Adjusted Mortality: Number of Deaths < 75 per 100K



Drugs in the Community

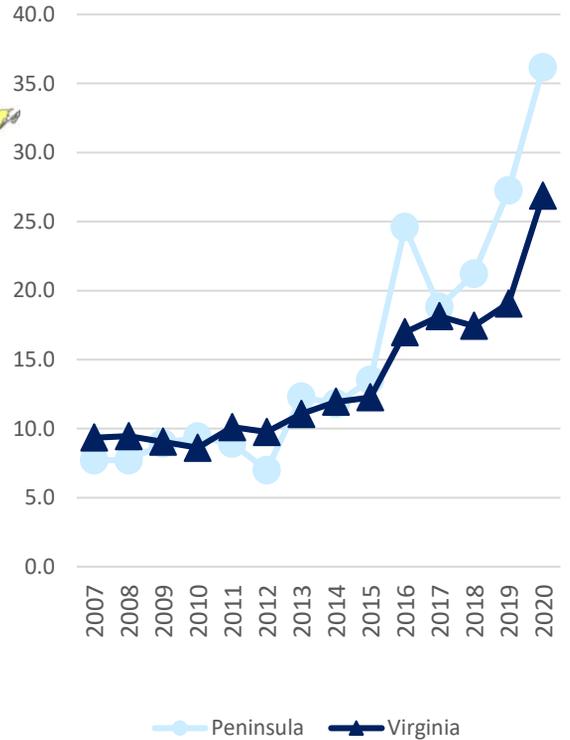
Rate of All Fatal Drug Overdoses, All Substances, by Locality of Overdose, 2020



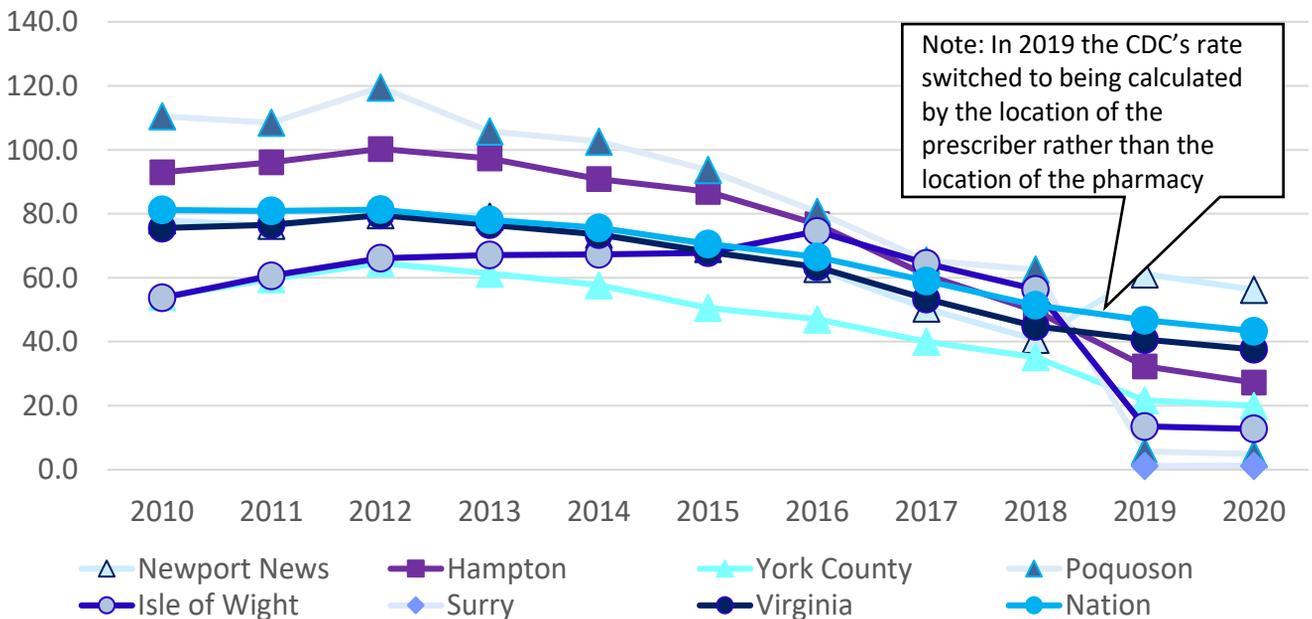
The RRMC region, like the rest of the nation, has continued to struggle with drugs in the community. While the fatal drug overdose rate has remained slightly higher than the overall Virginia rate, it has increased more than 350% in ten years.

While not the only drug in the community, opioids- which is a type of narcotic pain medication - continues to be a problem. While the overall dispensing rate has decreased, the problem continues.

Drug Overdose Deaths per 100K (All Substances)



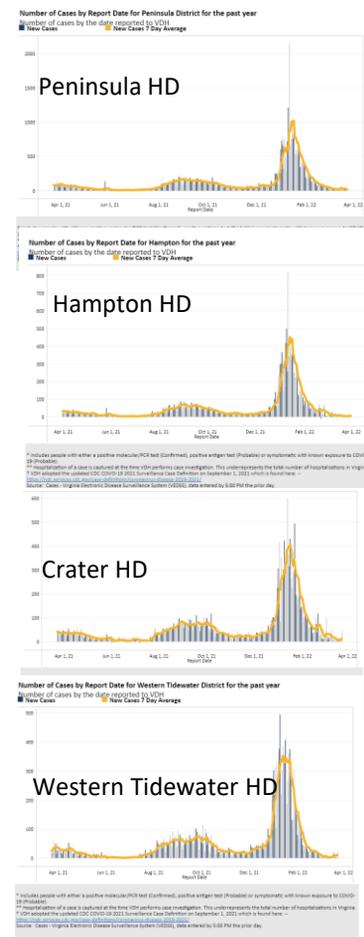
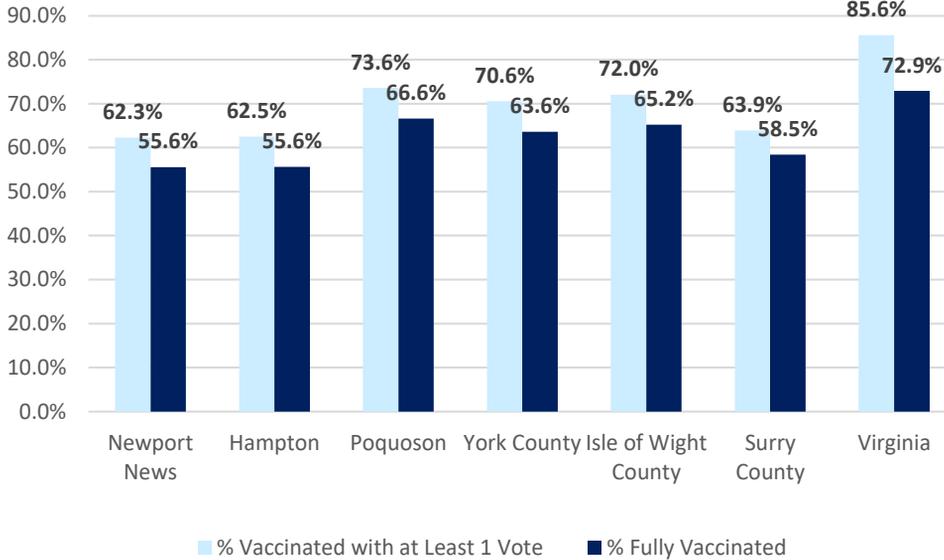
Opioid Dispensing Rate per 100 Persons



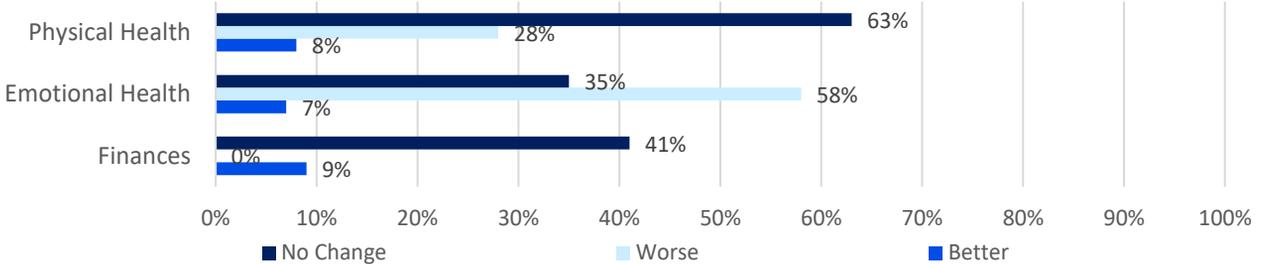
COVID-19

The COVID-19 pandemic across the four health districts has largely reflected the trends across the rest of the state.

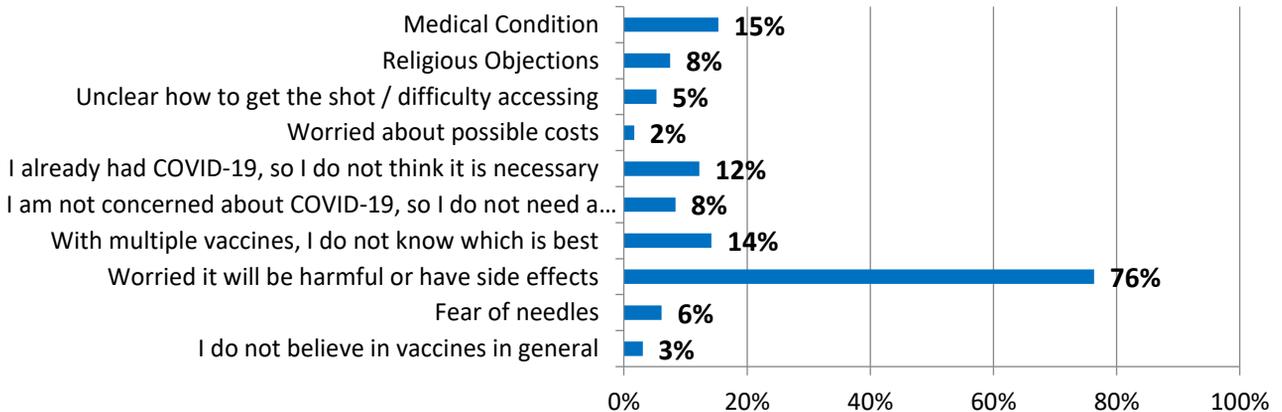
COVID-19 Vaccination Rates (2/2022)



Community Survey Response: Since the Start of the Pandemic, My Family's _____ is Better, Worse or No Change

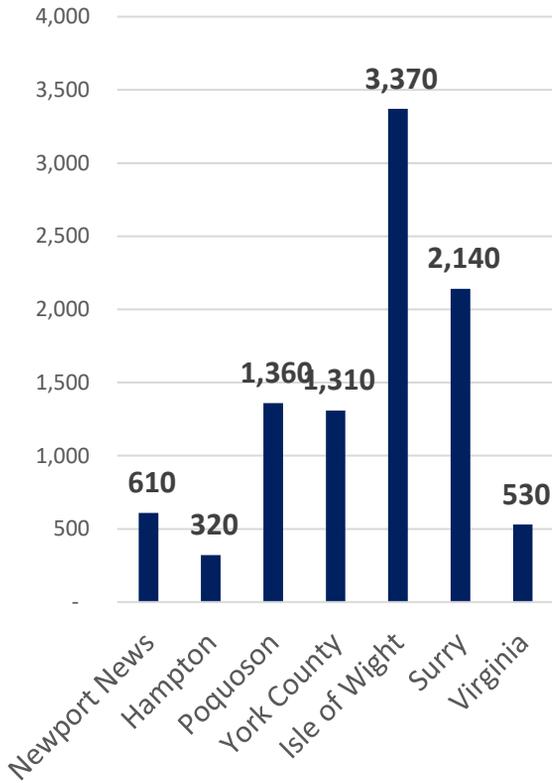


Community Survey Response: Please share your concerns about the COVID-19 vaccine (select all that apply)

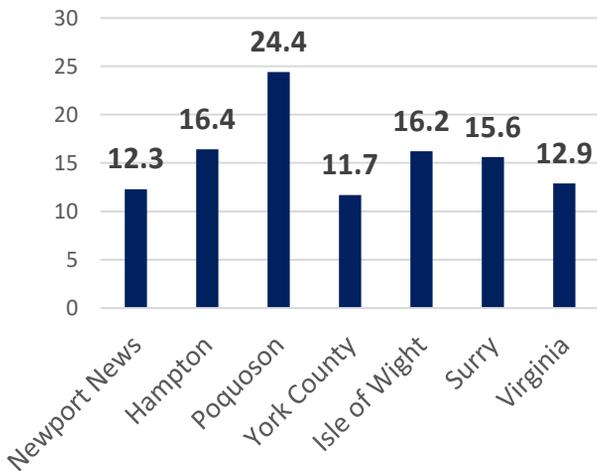


Mental Health

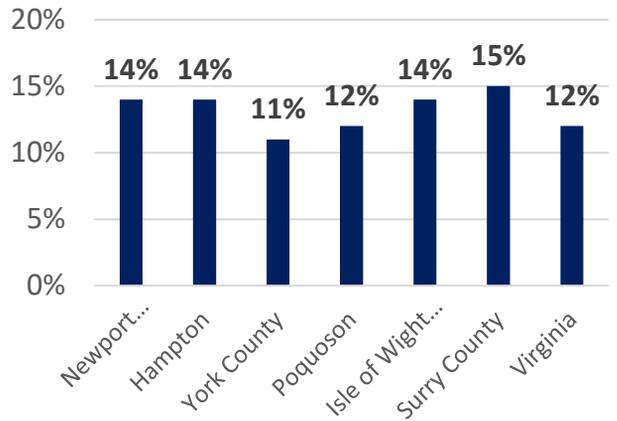
Individuals per Mental Health Provider, 2020



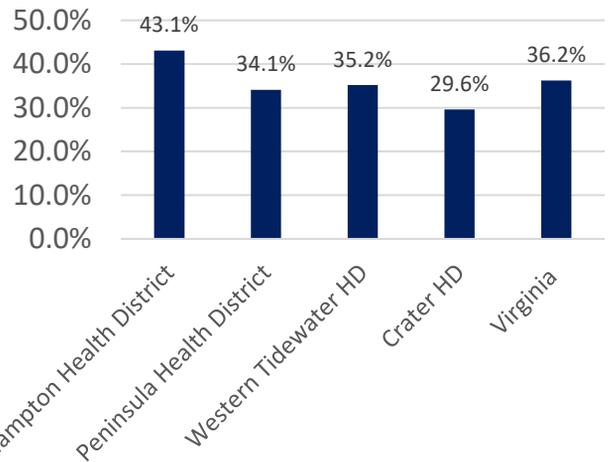
Office of the Chief Medical Examiner
Suicide Rate per 100k, 2019



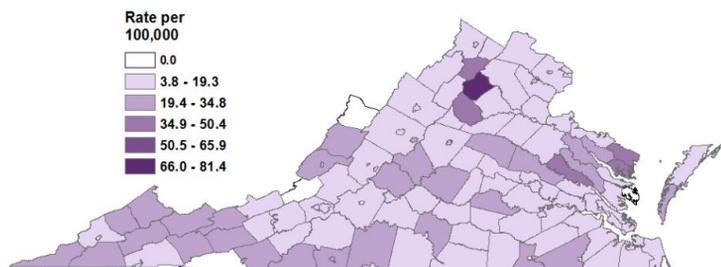
Frequent Mental Distress: % Reporting 14 or More Days of Mental Distress Each Month



% Reporting 1 or More Poor Mental Health Days Each Month



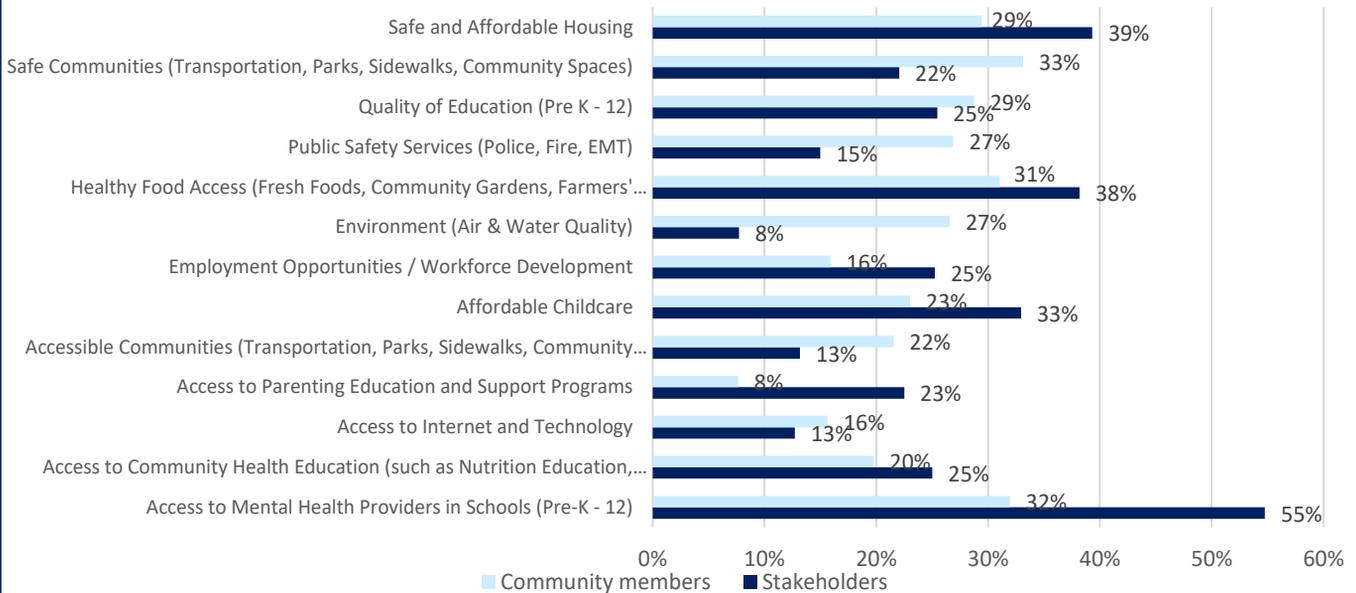
Map 2.6 Suicide Rates by Locality of Residence, 2019



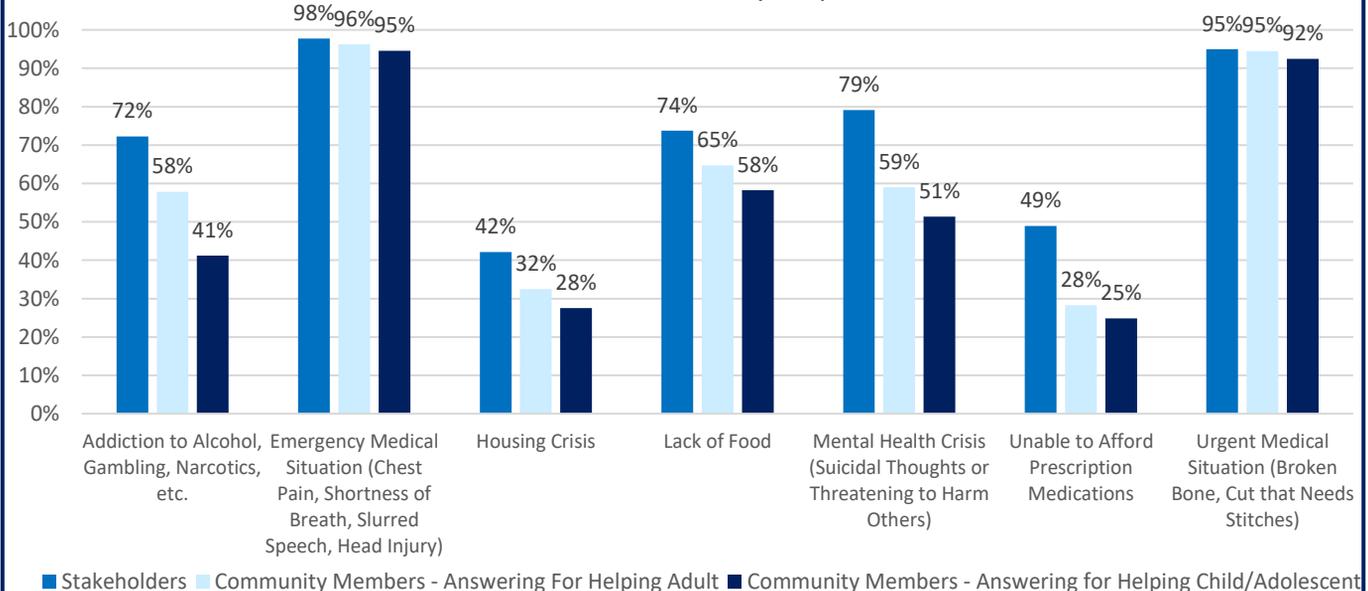
Coming Together

While demographic and health statistics tell part of the story, hearing from community leaders, medical and public health experts as well as community members is a critical part of understanding the health of the community. The Hampton Roads Community Survey was open from late November 2021 thru February 2022, with 874 community stakeholders and 7,167 community members completed the survey to share their thoughts.

Community Survey Response: What Are the Top 3 Items You Would Like to See Added or Improved in the Community to Keep Your Family (community member) or Adults and Children you Serve (stakeholders) Healthy

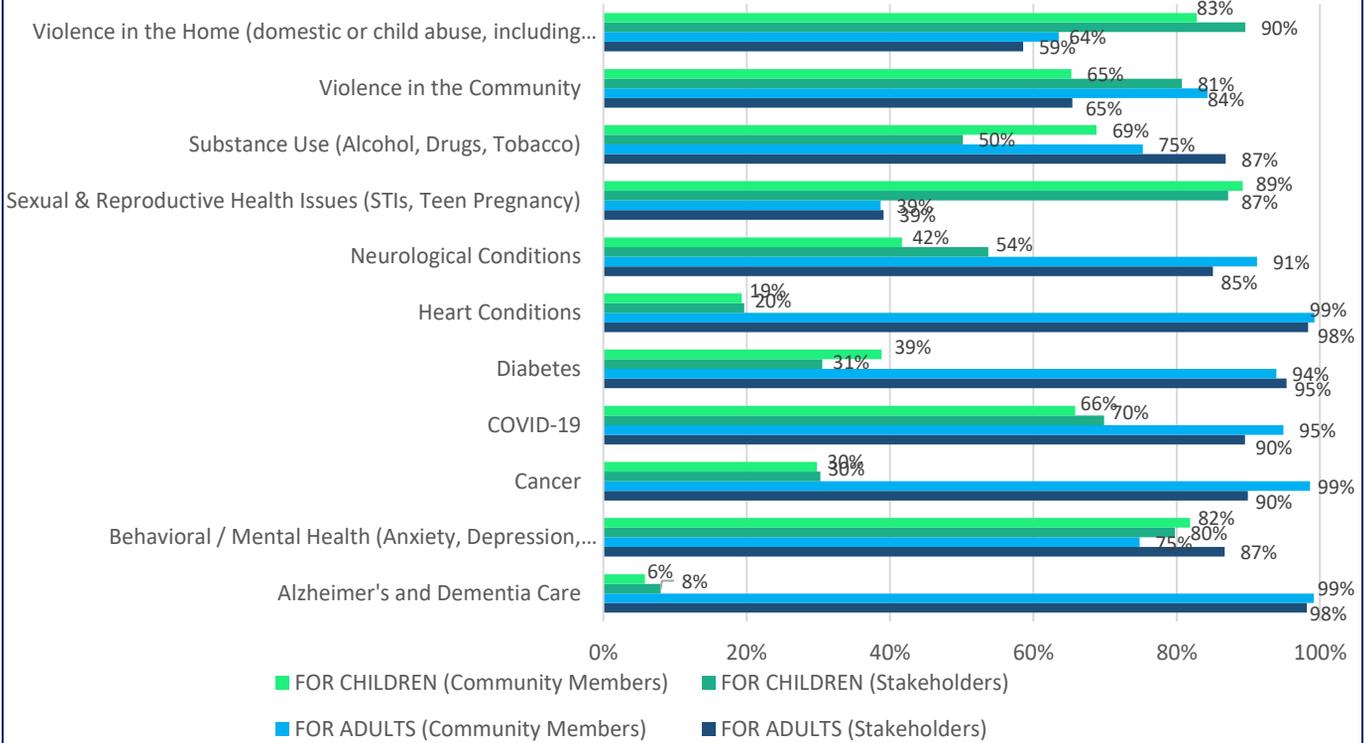


% of Respondents Who Said Yes, They Would Know How to Access Community Help

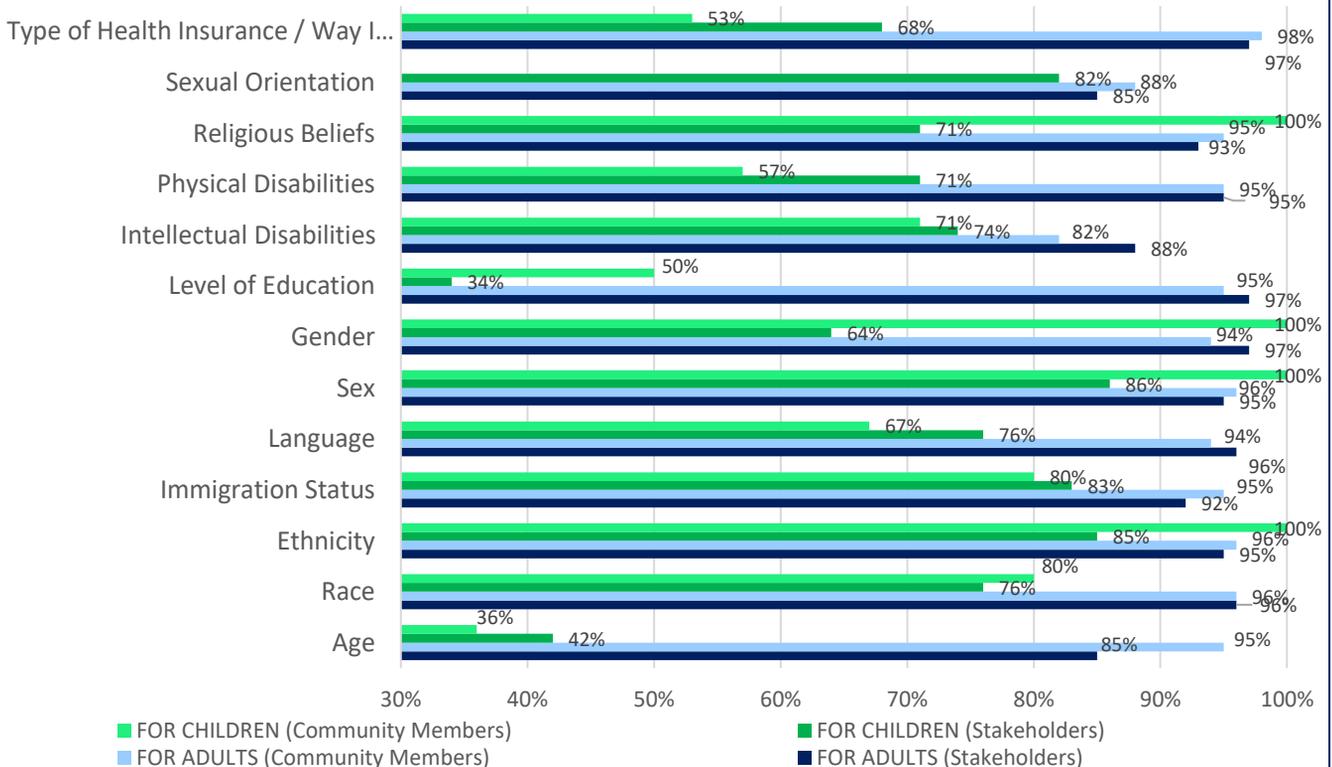


Listening to Each Other

Top 3 Most Important Health Concerns



Top 3 Barriers that Make it Difficult for Adults & Children to Access Healthcare Services



RRMC Community Health Progress 2020-2022

Access to Care

- Continue support of local organizations such as Lackey Free Clinic.
- Opened the Charlie W. and Golden Bethune Hill Community Health Clinic on 25th Street.

Cancer Care

- Focus on colon cancer education and outreach targeted at the Black community, which has a higher mortality rate from the disease.
- Continued focus on increased awareness of and access to Low Dose CT Screening to catch lung cancer in early stage



Maternal & Infant Care

- Supported parents with online prenatal and new parenting education and lactation support as well as videos on safe sleep.
- Key resource for parents during infant formula shortage

COVID-19 Leadership

- Cared for the entire Riverside community through the peaks of the pandemic and supported all markets - especially poultry plants on the Eastern Shore.
- Played a key role in vaccinating the region and assisting other systems to do the same.



Mental & Behavioral Health

- Continued working with Community Services Board (CSB) to meet the needs of the community.
- Riverside broke ground on psychiatric emergency department in Hampton.
- Continued expanded Adolescent Care Unit, Medicaid Addiction and Recovery Treatment Services

Food Insecurity

- In addition to financial support and hosting food drives, partner with Foodbank of Virginia Peninsula on multiple projects:
 - Diabetic Food Insecurity Program at Brentwood
 - Food as Medicine Program at the Golden Bethune Hill Community Health Clinic



RRMC Community Health Focus Areas 2023-2025

Focus Area 1: Memory & Dementia Services

- Explore hosting Memory Cafés to support individuals with dementia and their caregivers.
- Implement programs following pilots at other RHS facilities - such as the Purple Flower program to help team members identify patients with dementia problems in order to calibrate their communication and expectations.
- Primary care health coaches will undergo Teepa Snow training to enable them to better care for patients with dementia and their caregivers.



Additional Community Outreach

- Community health education and screenings
- Mental & Behavioral Health Focus on Health Equity
- Community Partnerships

Focus Area 2: Opioid Stewardship and Substance Use Disorder

- Work with RHS partners to implement standardized primary prevention strategies, including monitoring of opioid prescriptions with naloxone prescriptions and reviewing documentation standards.
- Host multiple drug take back days in partnership with local law enforcement and the DEA.
- Implement policies to increase screening to identify patients at high risk of substance use disorder.
- Following pilots at sister facilities, implement programs to help individuals who want to get off of opioids to do so more easily with Medication Assisted Treatment.