



Focused on the Health of our Community

2022 Community Health Needs Assessment and Implementation Plan Executive Summary

Our Community

RSMH focuses on providing care to Virginia's Eastern Shore, which consists of Accomack and Northampton Counties. This includes Accomack County's Tangier Island, which is only accessible by boat or plane. In addition to serving the residents of Accomack and Northampton Counties, RSMH also serves some residents of southern Maryland as well as the thousands of tourists that visit the region. There is one health district which encompasses both counties.

- **Eastern Shore Health District:** Accomack and Northampton Counties



The Eastern Shore of Virginia is a unique community with rural, ocean and bayfront land within a few hours of Hampton Roads, VA and the DC area. The local economy is a mix of poultry processing, aquaculture, tourism, tile making and aeronautical engineering. Recreation is focused on the water with fishing, sailing and other water activities playing a key role in the local culture.

Population (2025): 44,047

Population Growth (2020-2025): -0.1%

Median Age (2025): 47.4

Median Household Income (2025): \$53,376

Total Households (2025): 18,523

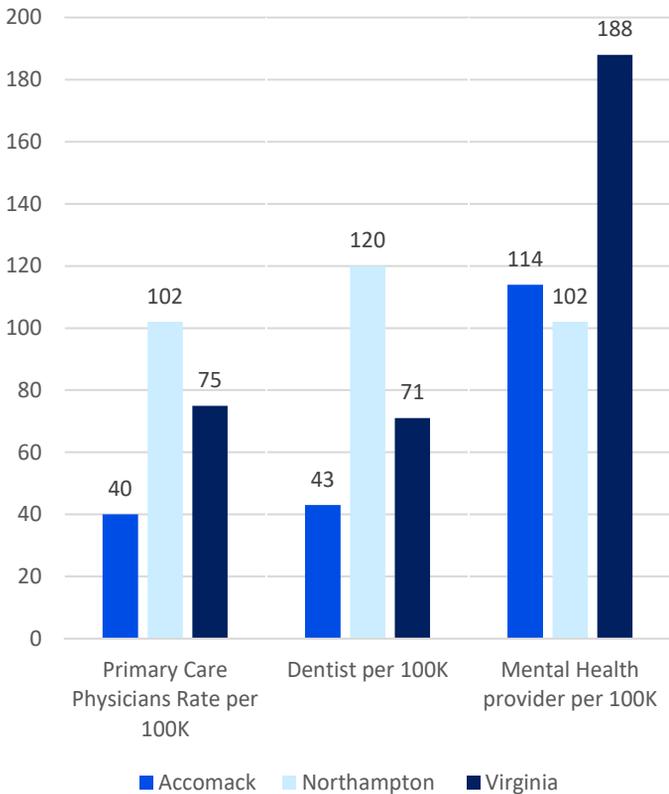
Racial & Ethnic Mix: 61% White, 31% Black, 2% 2 or more races, 1% Asian / Native Hawaiian, 5% other and 0% Native American; 10% of the population is Hispanic



Supporting Community Health

The RSMH 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:

Hospitals: Riverside Shore Memorial Hospital

Community Health Centers: Eastern Shore Rural Health Clinics

Telehealth: Eastern Shore Telehealth Consortium

On Tangier Island: 1 Primary Care Practice

Staying Active & Healthy:

Community resources that support healthy living include:

Multiple Farmers' Markets

Eastern Shore Healthy Communities

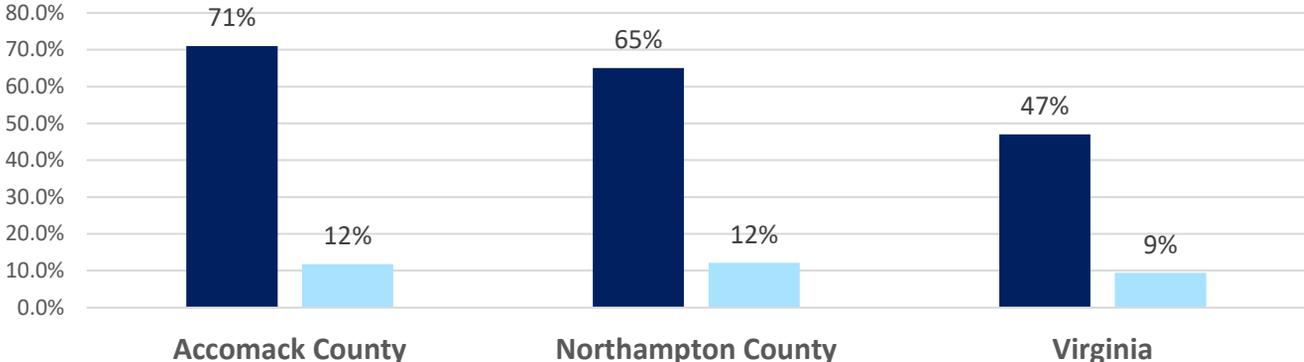
Eastern Shore Virginia Water Trails for kayaking

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

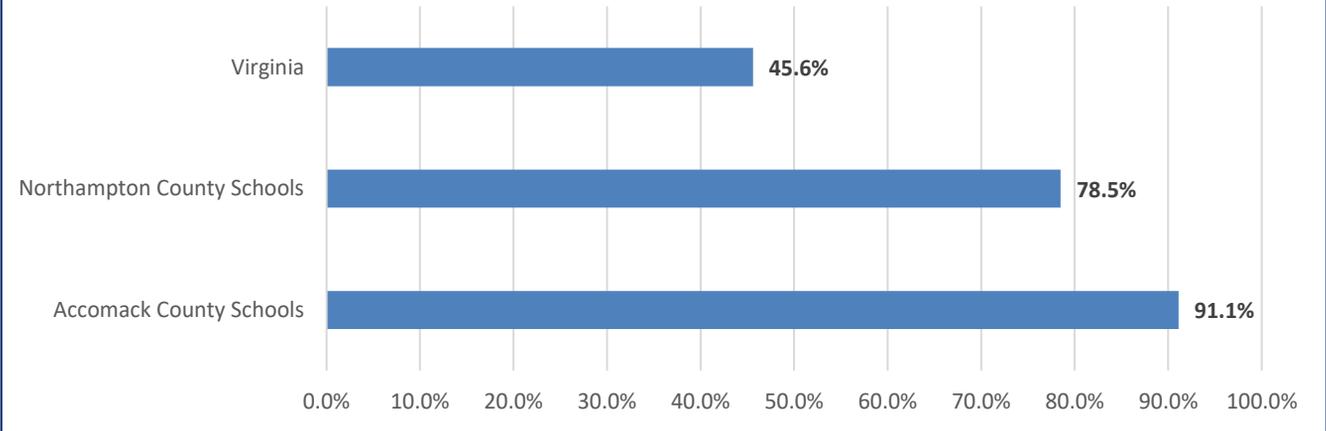


Food & Housing Insecurity

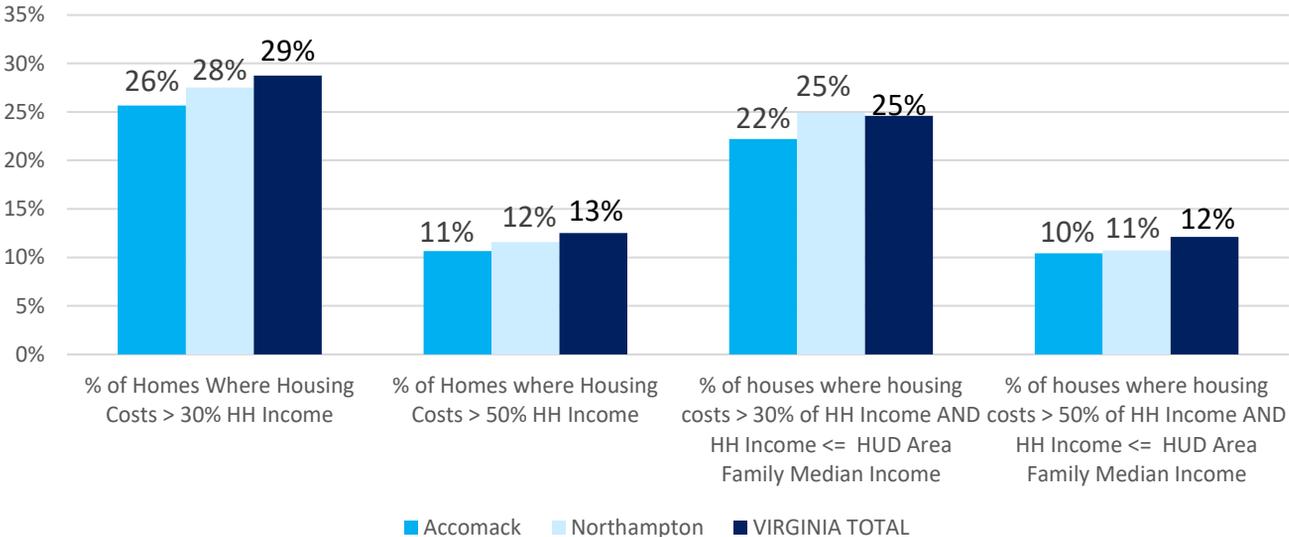
Food Insecurity and % Below SNAP Threshold of 130% Poverty Level



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

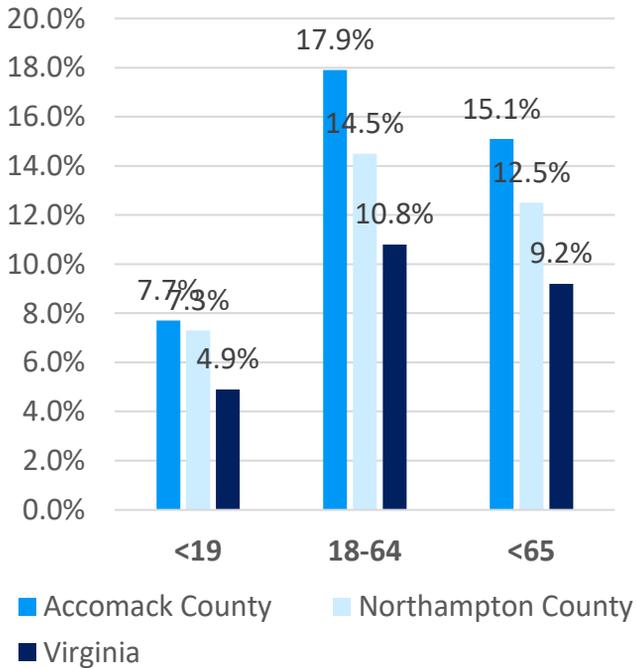


Housing Insecurity Measures

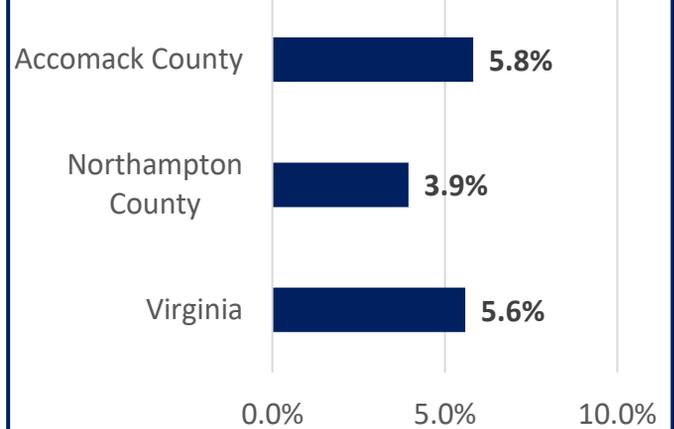


Addressing Access Barriers

Uninsured Non-Elderly



% of Population with Limited English Proficiency

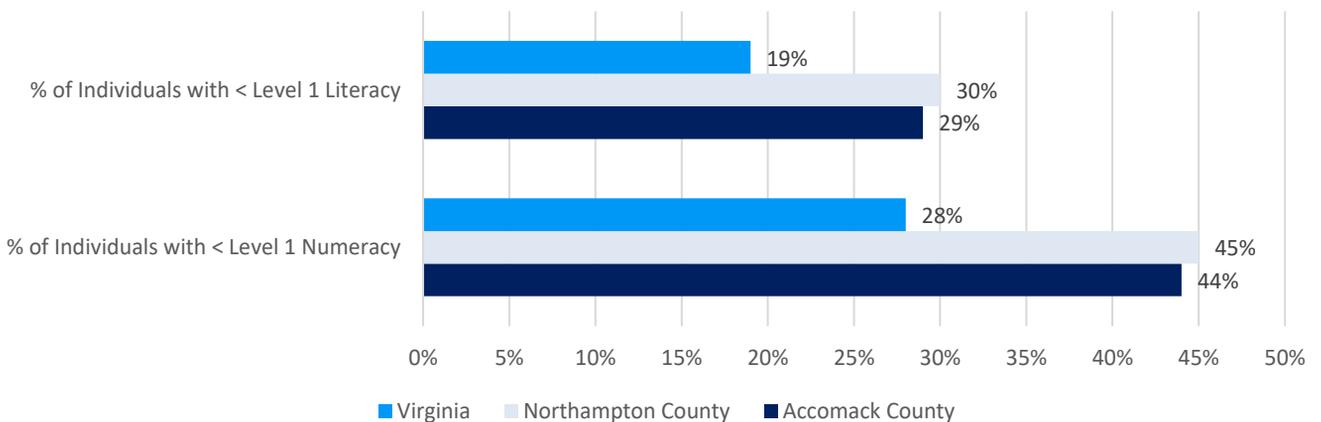


Approximately 5% of the population speaks Spanish as their primary language. Additionally, 0.3% of the population speaks French or Haitian Kreyol as their primary language. No other languages have more than 50 speakers.

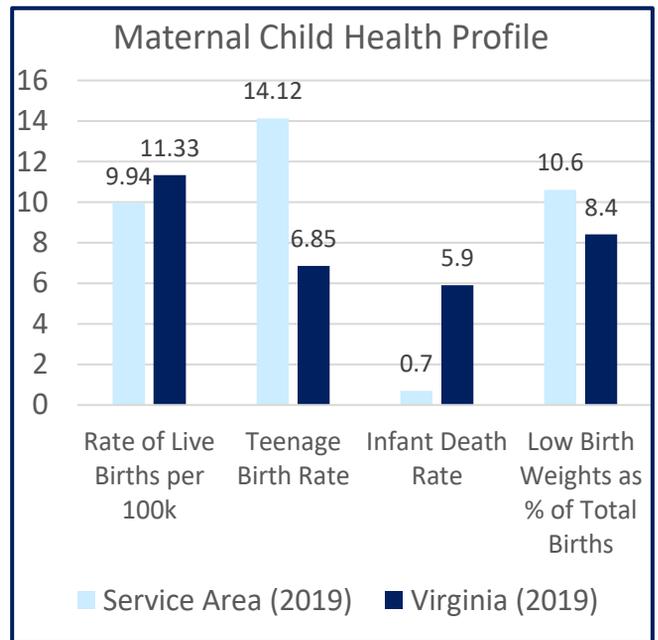
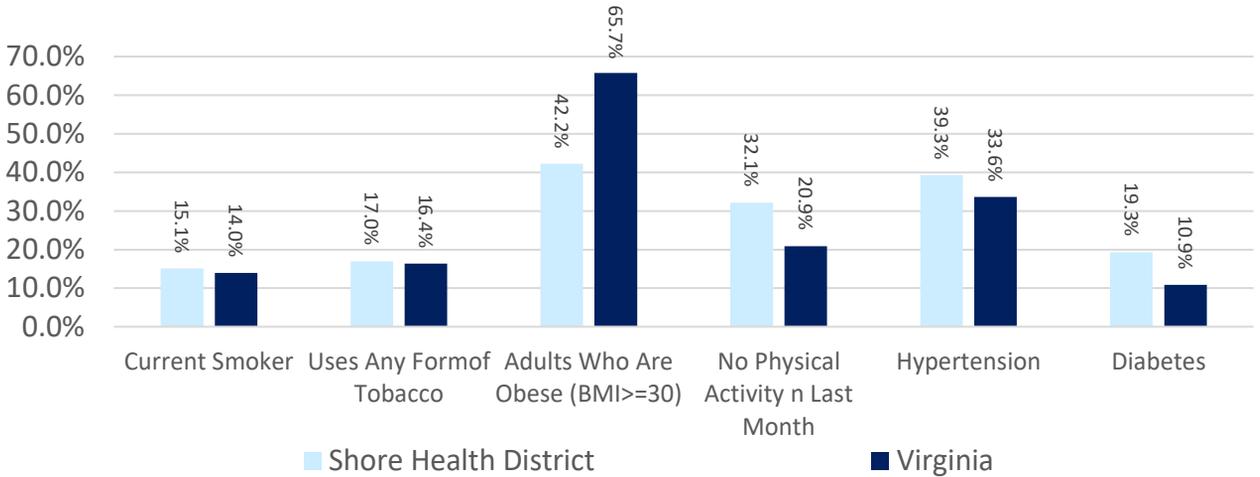
Medically Underserved Areas and Populations

Primary Care Medically Underserved Areas: Both Accomack and Northampton Counties are designated as Medically Underserved Areas.

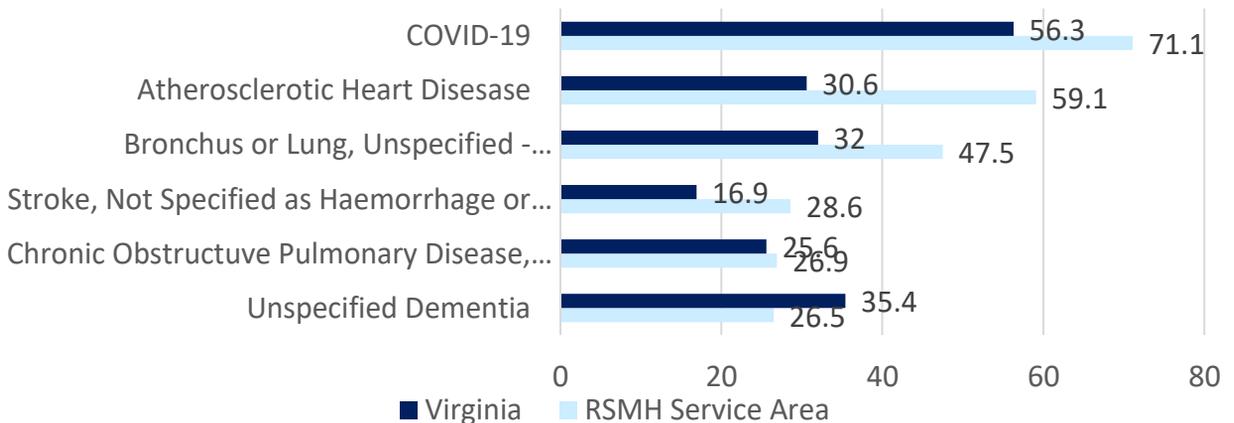
% of Population <Level 1 Literacy or <Level 1 Numeracy Skills



Health Snapshot

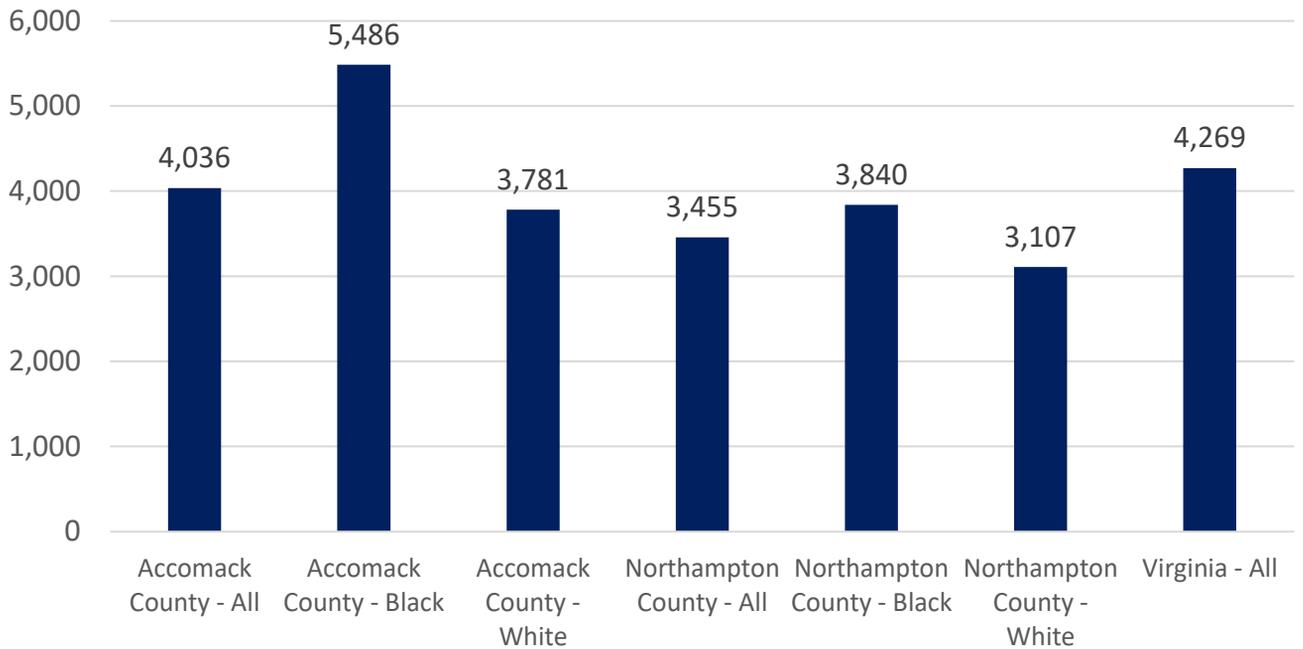


Age Adjusted Death Rate per 100K

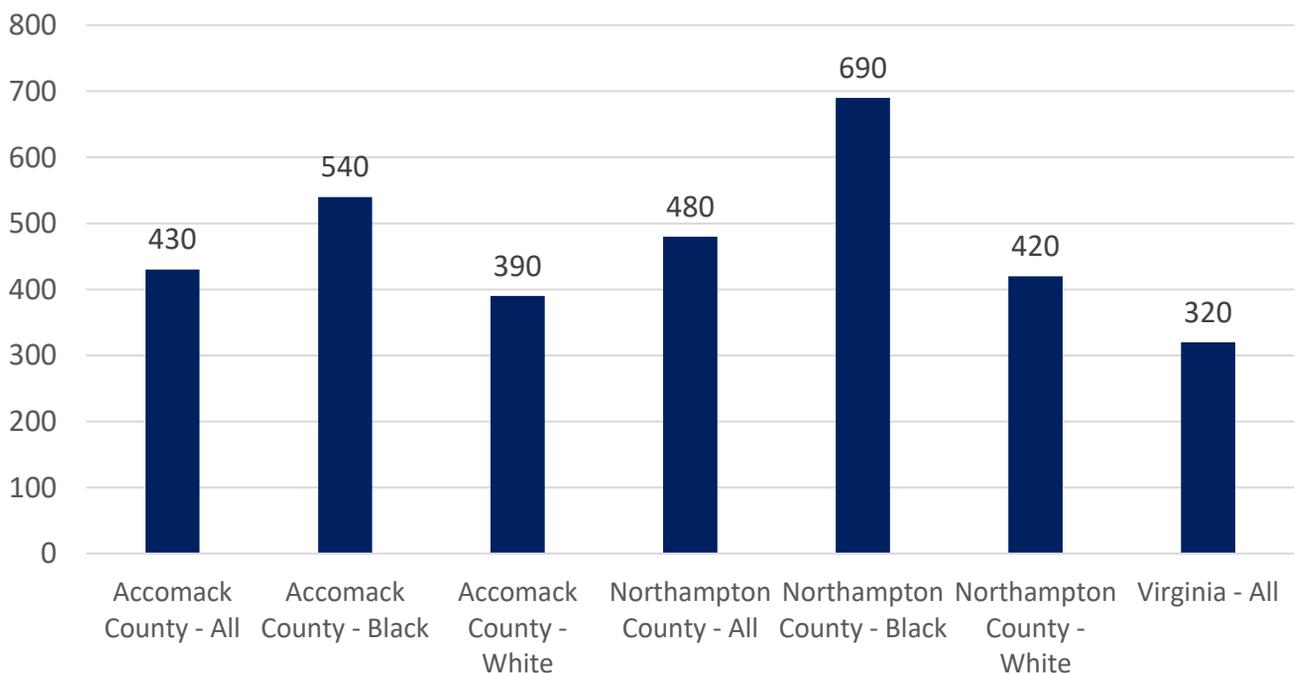


Outcomes by Population

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

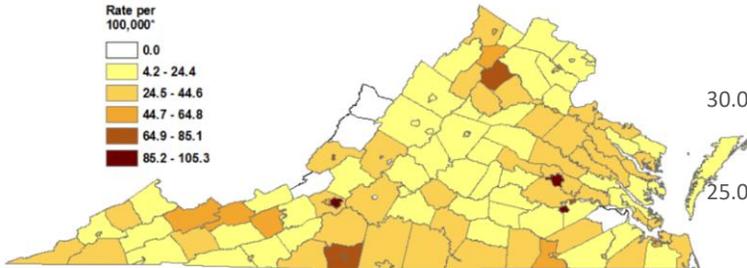


Premature Age Adjusted Mortality: Number of Deaths Among Residents <75 per 100K (Age Adjusted)



Drugs in the Community

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

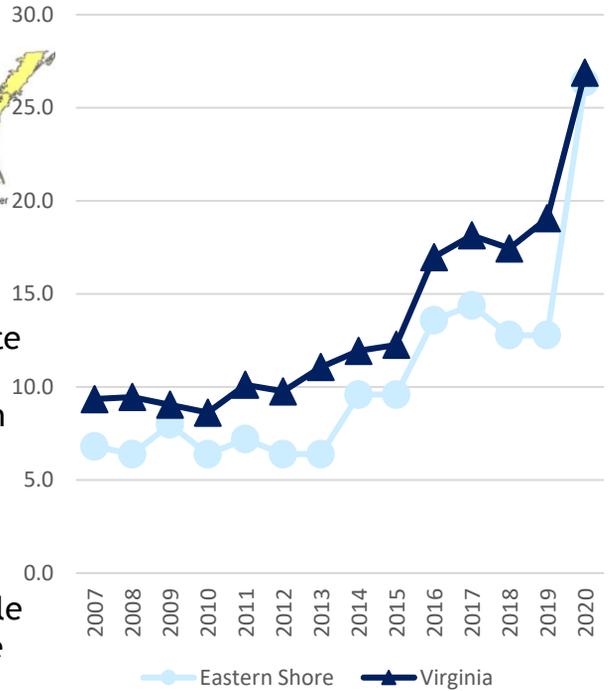


Source: Virginia Department of Health, Office of the Chief Medical Examiner

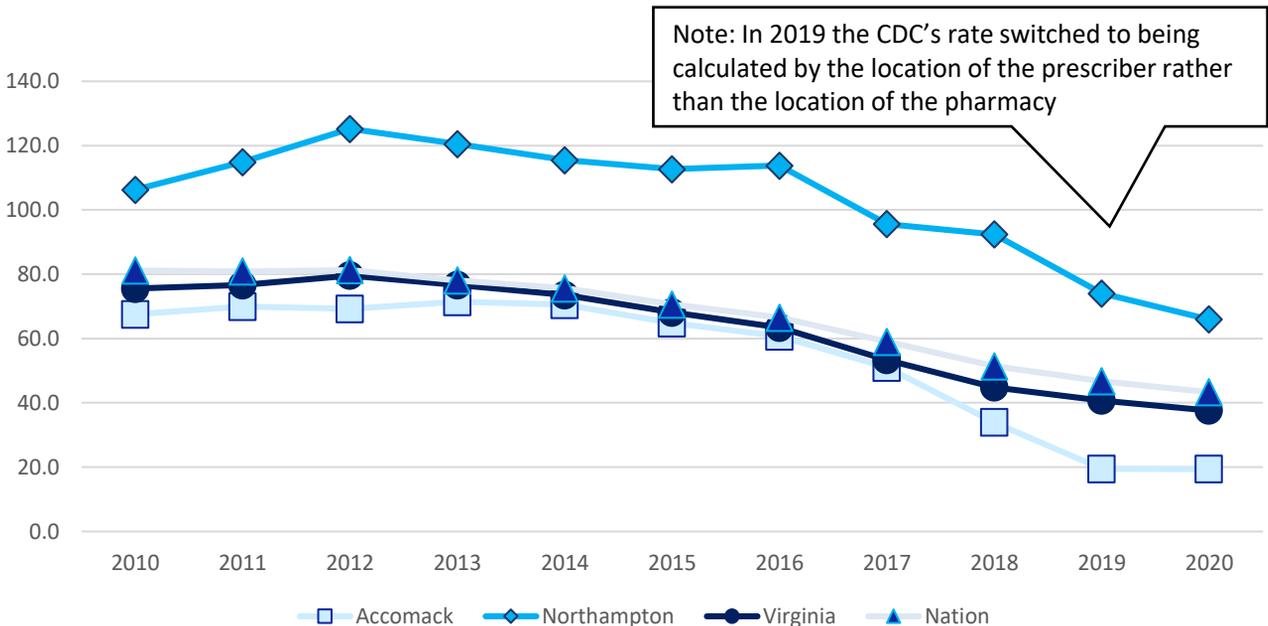
The RSMH region, like the rest of the nation, has continued to struggle with drugs in the community. While the fatal drug overdose rate has remained just under the Virginia rate, it has increased more approximately 400% in ten years.

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.

Eastern Shore vs Virginia Fatal Drug Overdoses per 100,000 by Year



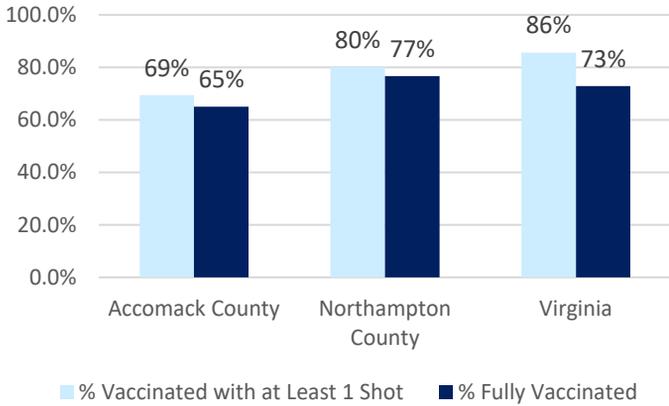
RSMH Opioid Dispensing Rater per 100 Persons



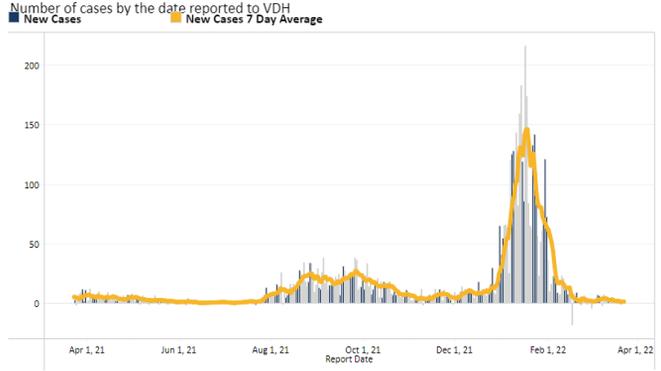
COVID-19

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

COVID-19 Vaccination Rates (2/2022)

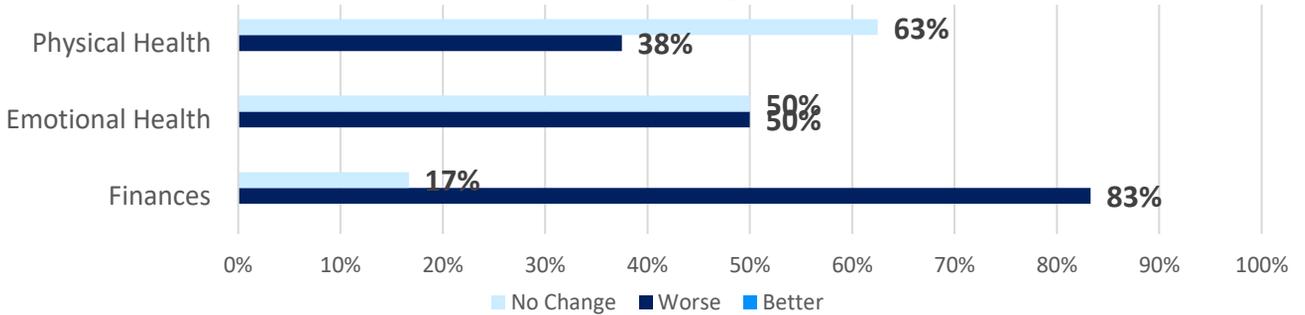


Number of Cases by Report Date for Eastern Shore District for the past year



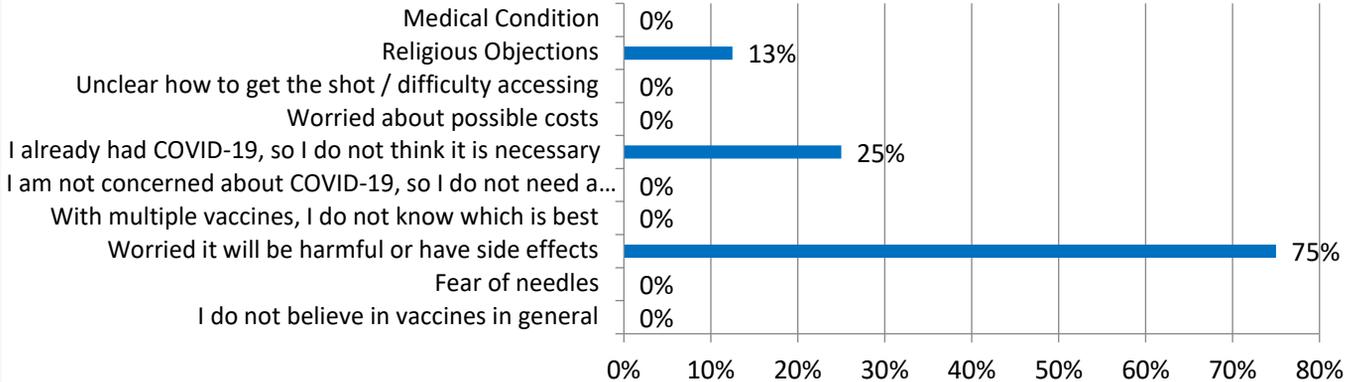
* Includes people with either a positive molecular/PCR test (Confirmed), positive antigen test (Probable) or symptomatic with known exposure to COVID-19 (Probable).
 ** Hospitalization of a case is captured at the time VDH performs case investigation. This underrepresents the total number of hospitalizations in Virginia.
 † VDH adopted the updated CDC COVID-19 2021 Surveillance Case Definition on September 1, 2021 which is found here: --
<https://nndc-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.

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



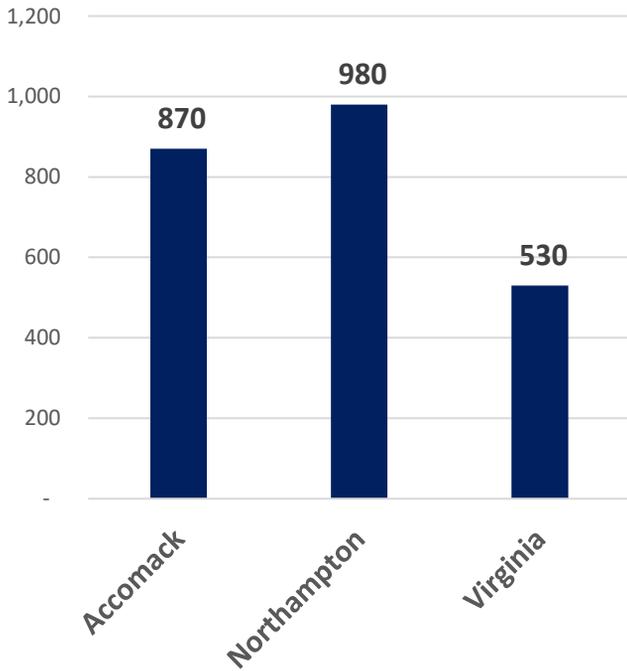
Please share your concerns about the COVID-19 vaccine

(select all that apply):

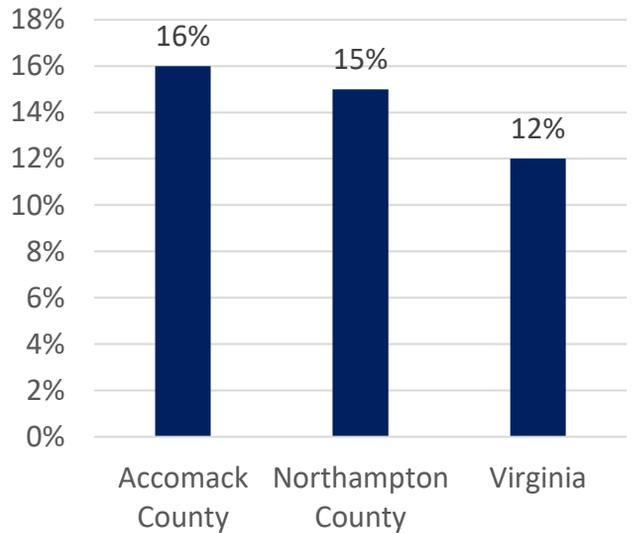


Mental Health

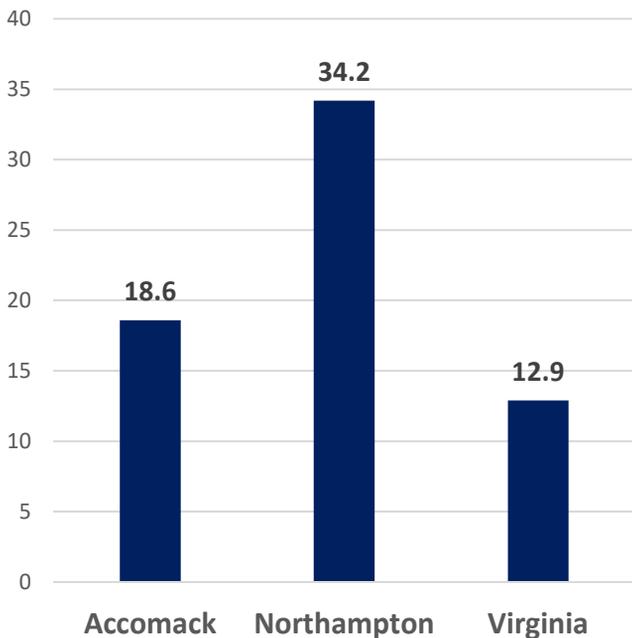
Individuals per Mental Health Provider, 2020



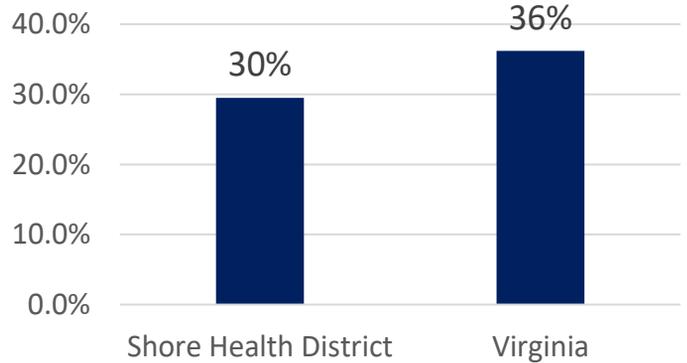
Frequent Mental Distress: % of Adults Reporting 14 or More Days of Poor Mental Health per Month



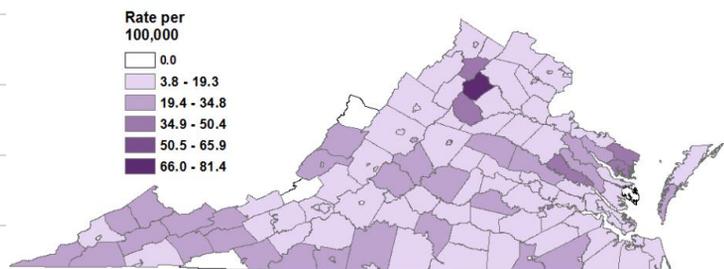
Office of the Chief Medical Examiner Suicide Rate per 100k, 2019



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



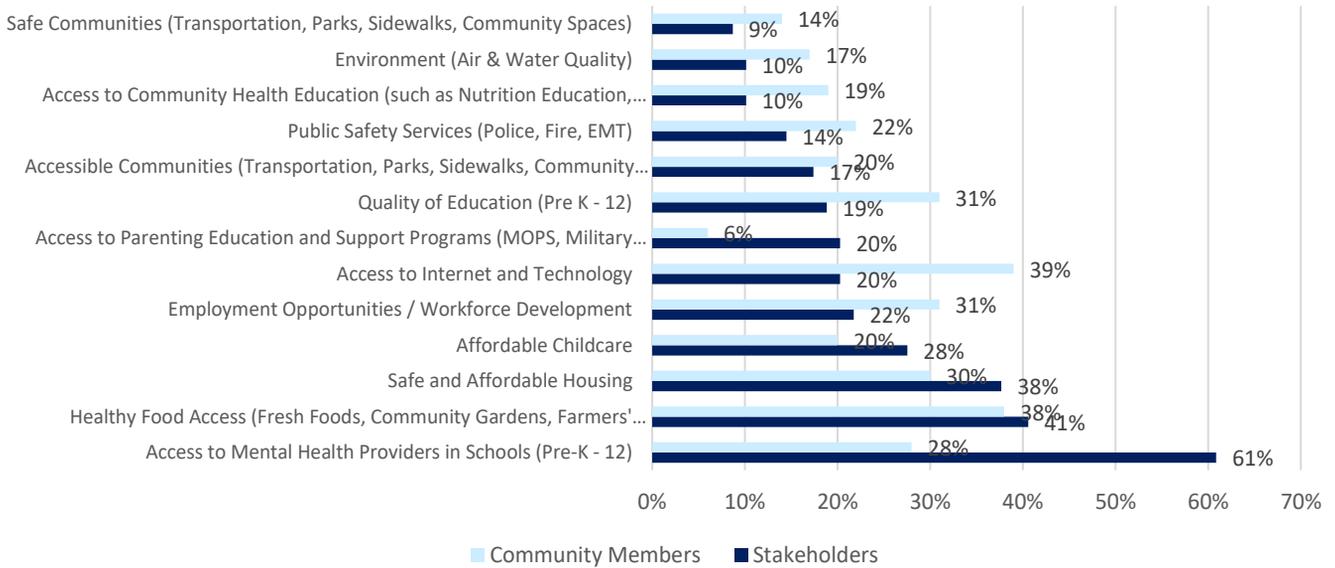
Map 2.6 Suicide Rates by Locality of Residence, 2019



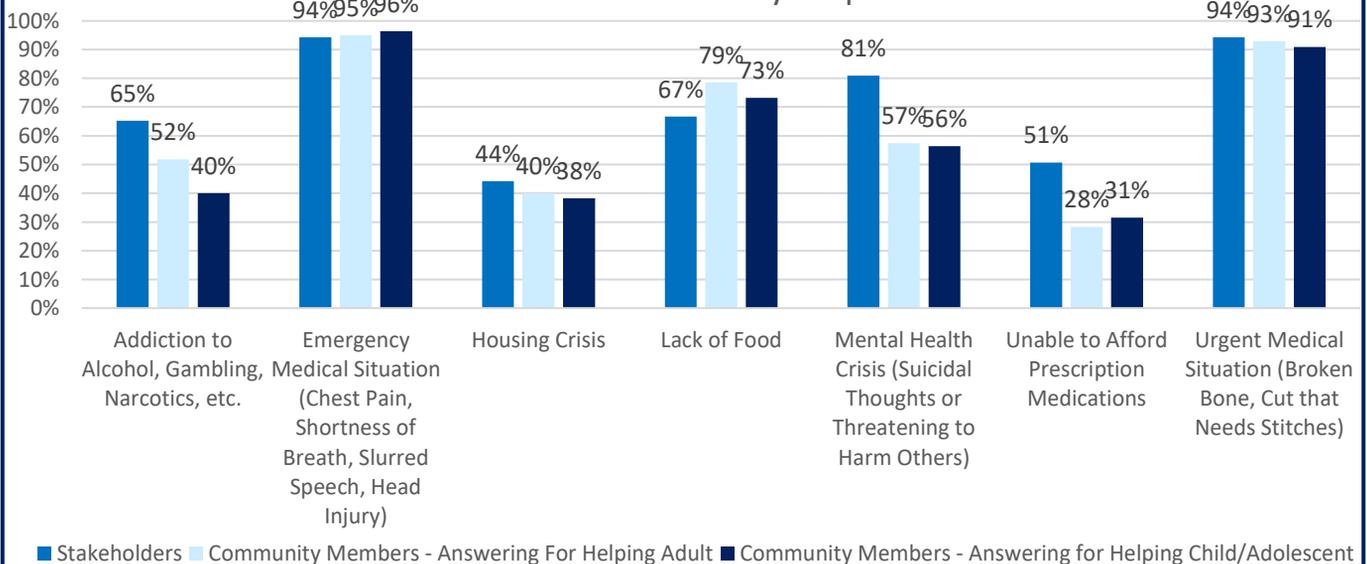
Coming Together

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 126 community stakeholders and 78 community members completed the survey to share their thoughts.

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

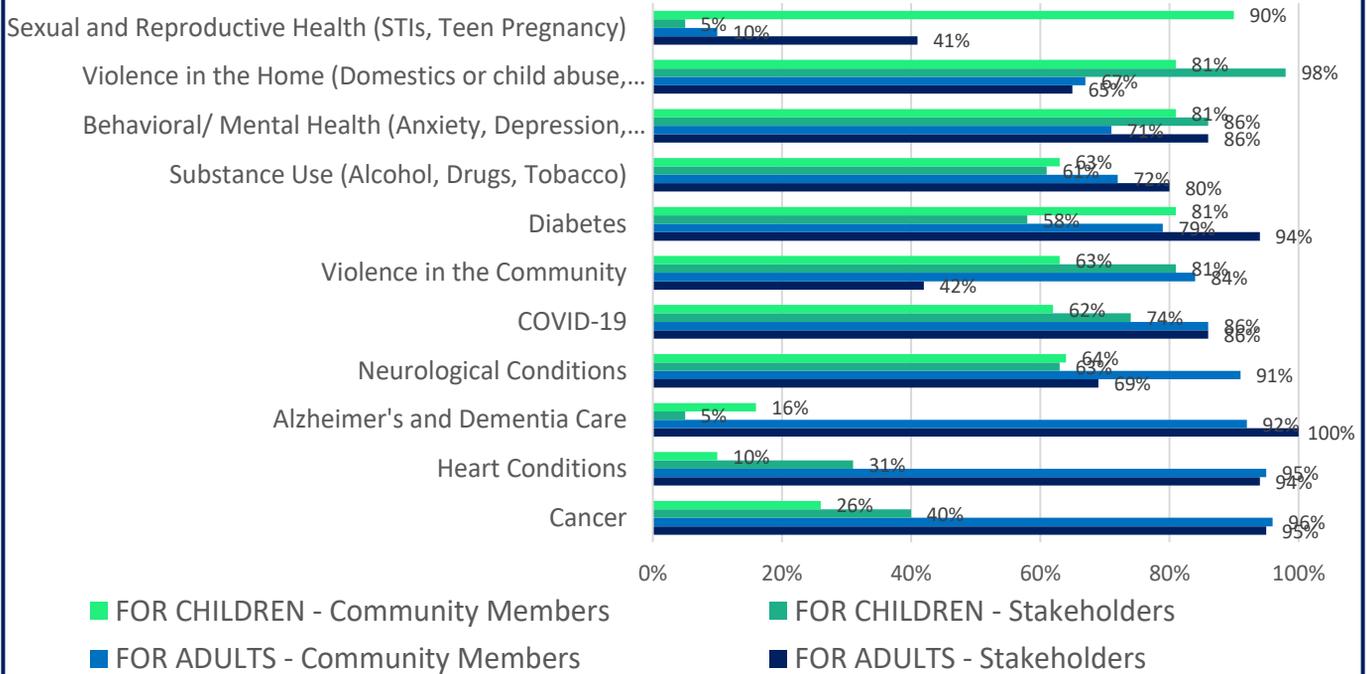


% of Respondents Who Said Yes, They Would Know How to Access Community Help

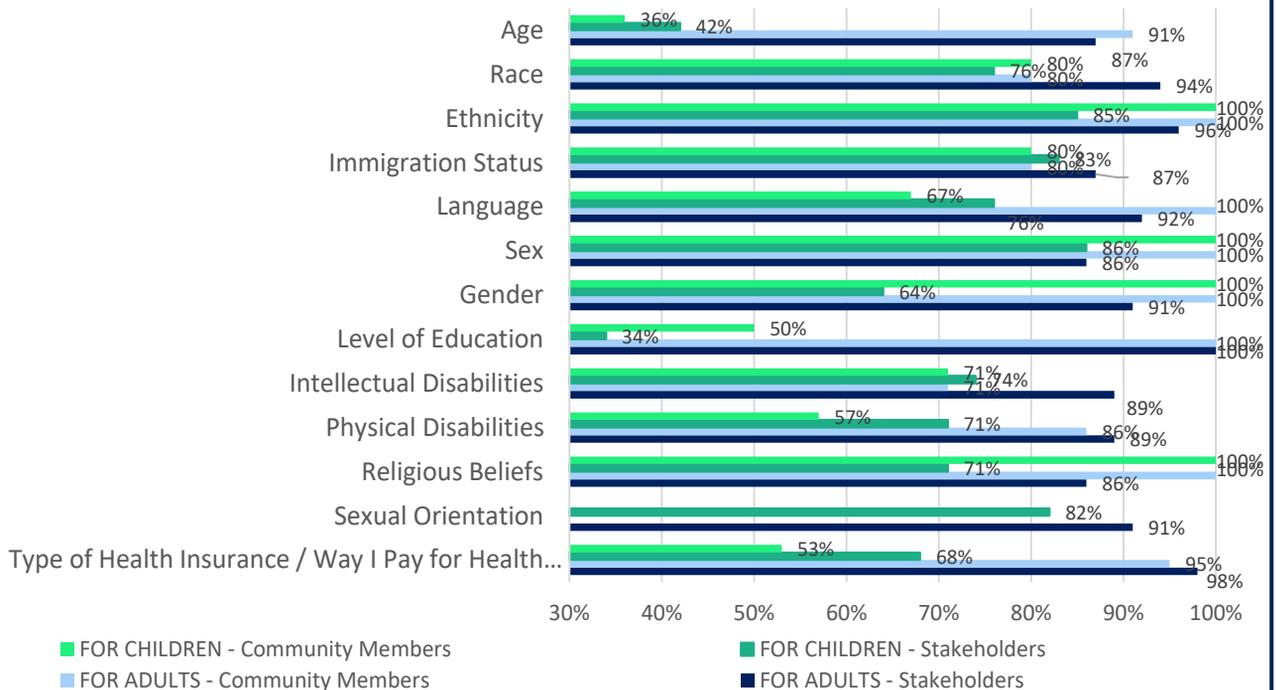


Listening to Each Other

Select the Top 3 Most Important Health Concerns in Your Community



Top 3 Barriers that Make It Difficult for Both Adults and Children (Community Members) / That You Serve (Community Stakeholder) to Access Healthcare Services



RSMH Community Health Progress 2020-2022

Lifelong Wellness

- Shifted community education online when social distancing prohibited in person gatherings.
- Created blog and video content to share on website and social media channels.



I Survived a Stroke: Charles' Story

Charles Baines shares his personal experience of having a stroke earlier this year. As a Deputy Sheriff and internationally acclaimed kickboxer, he never thought it would happen to him. But, strokes can happen to anyone at any time. Would you recognize the signs and symptoms if a friend or co-worker was having a stroke?



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 that will also serve the Shore.

Parental Engagement and Education

- Continue to provide only L&D services on the Eastern Shore.
- Support for new parents.
- Partner with ESRH and Smart Beginnings to make sure kids have school supplies.

COVID-19 Leadership

- Cared for the community through the peaks of the pandemic - especially at the poultry processing plants.
- Partnered with VDH to administer the vaccine to Shore residents



RSMH 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.

