

RWJUH Annual Public Meeting

Community Health Initiatives

June 1, 2022

Robert Wood Johnson | RWJBarnabas
University Hospital HEALTH

Community Health Needs Assessment & Community Health Improvement Plan

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

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

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

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

Community Health Survey Results 2021

COVID-19 Impact

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

COVID-19 Vaccination

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

Mental Health and COVID-19

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

Community Health Survey Results 2021

Access to Care

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

Discrimination when receiving medical care

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

Quality of life

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

Overall Health

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

Community Health Improvement Plan Priorities Areas 2020-2022

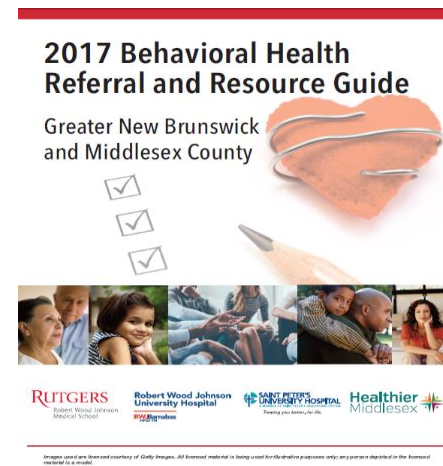
Priority Area 1: Access to Care

- **Transportation**

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

- **Behavioral Health / Trauma Informed Care**

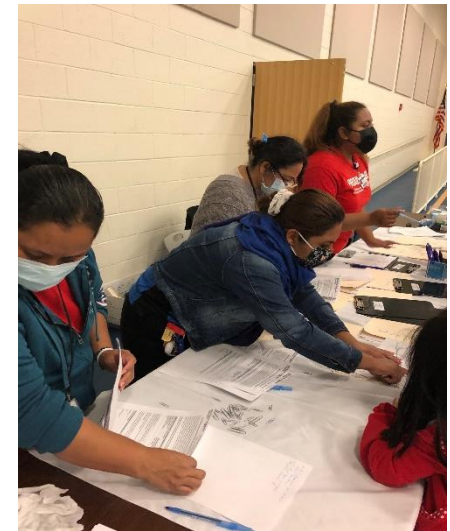
Goal 2: Increase access to behavioral health care and behavioral health education for adults and children.



Priority Area 1: Access to Care

- Health Literacy

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



Priority Area 2: Preventive Care and Vaccine Use

- Chronic Disease Prevention & Management

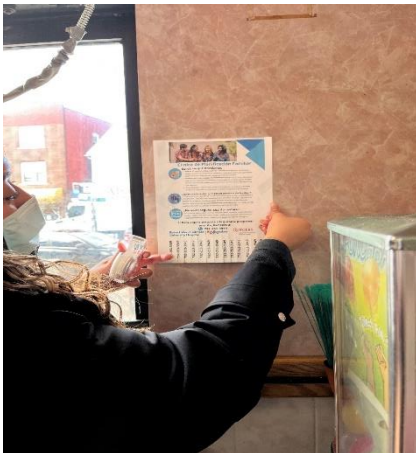
Goal 4: Increase utilization of community resources for prevention and management of chronic diseases.

- Vaccine Use / STI Prevention / Screening

Goal 5: Improve education about and increase access to vaccine use and disease prevention.

- Maternal Child Health/Prenatal and Well-Baby Care

Goal 6: Improve the health and well-being of women, infants and children.



Priority Area 3: Nutrition and Physical Activity

Food Security & Obesity and Physical Activity

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



2020-2022 Community Health Improvement Plan

<https://healthiermiddlesex.com/document/2020-2022-community-health-improvement-plan/>

COVID-19 Response

Food Distribution/ Linda Bright' Smile Distribution Program

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

Provided up to date 4,000 pounds of food IN 2021




COVID-19 Vaccine Outreach Efforts

New State COVID -19 Vaccination Grant

- In partnership with SPUH – SPUH will provide mobile unit, nursing staff and RWJUH provides outreach and registration services in vulnerable communities through CHA’s outreach teams

Outreach and Educational Initiatives

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



Better Together

Since March 2020, nearly 12.9 million children have contracted COVID-19. The ongoing pandemic is a reminder of the importance of vaccination, however, more than half of parents demonstrate vaccine hesitancy.

This webinar will answer some key quest

- Is the COVID-19 vaccine safe?
- What are the side effects?
- Why should my child get the vaccine?
- How will the vaccine interact with my child's chronic illness?
- Who can I trust with correct information?

A breakout session for Spanish-speaking families will be provided, as well as a session for health care providers offering information on vaccine hesitancy, public health resources, and best practices to effectively deliver COVID-19 vaccine information to patients and families.

RUTGERS
UNIVERSITY FOUNDATION

A Candid Conversation on COVID-19 Vaccines in Pediatrics and Young Adults


A panel of renowned Rutgers Robert Wood Johnson Medical School (RWJMS) pediatric specialists will share first-hand knowledge, experiences, and participate in a live Q&A session.

Zoom Webinar:
Thursday, May 12
6:30 p.m. ET

RSVP
[support.rutgers.edu/
BetterTogether](https://support.rutgers.edu/BetterTogether)

Presented by Rutgers Robert Wood Johnson Medical School with support by the New Jersey Health Foundation.

For more information on COVID-19 and Vaccine Resources in Children and Young Adults, please visit our website here.



Let's Talk about COVID-19 Vaccines
July 2nd, Friday 6:30-7:30 pm


Hear facts about the COVID-19 Vaccines from experts in infectious disease, immunology, family medicine, pediatrics and population health; have your questions answered.

Panel presentations on July 2, July 7 and July 17
July 2, Friday 6:30-7:30 pm – webinar details on the left

July 7, Wed. 6:30-7:30 pm – webinar /in-person RWJ Wellness & Fitness Center
Dr. Suaray, Whitley-Williams, Ayers, Swaminatha, Dr. Krasner – NU Dept of Health
July 17, Sat. 11am-12 pm – in-person
Eternal Life Christian Center, 322 Franklin Blvd, Somerset,
Dr. Suaray, Booker, Fitzhugh, Lin
Dr. Meg Fisher – NU Dept of Health.

Matudia Suaray, MD. Family Medicine & Community Health.
Patricia Whitley-Williams, MD. Pediatric Infectious Disease.
Chaletta Ayers, MD. OB/GYN.
Lamie Brooker, MD. Pediatrics.
Valerie A. Fitzhugh, MD. Pathology vaccine trial participant.

<https://rutgers.zoom.us/j/61619?pwd=TWZlODI1QkxkcnRlZlY1THh3bFZlM0R0>
ID: 238 245 5827, passcode: 588290





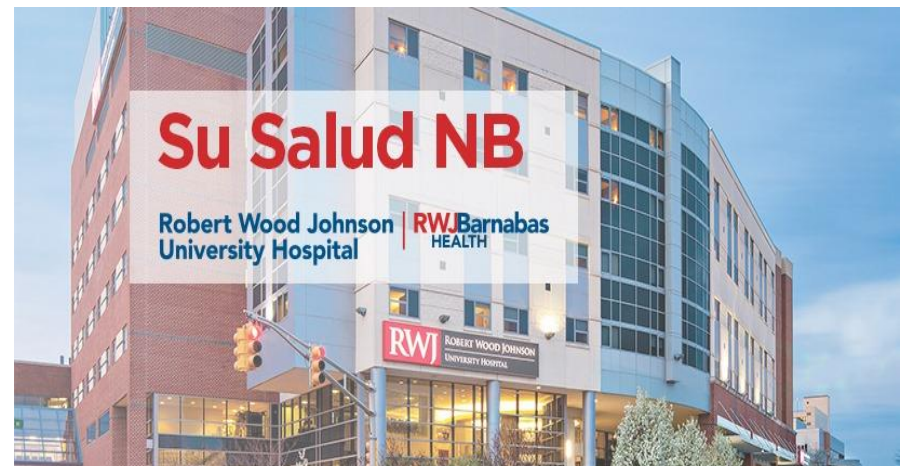
Virtual Programming

Community Education Classes and Courses

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

Social Media Educational Programs

- Facebook Live
- Videos and Online Trainings



Responding to Other Community Needs

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

