



# HOSPITAL SYSTEMS CAPACITY BUILDING INITIATIVE: COMMUNITIES OF PRACTICE



## 2020-2021 Collaborative Action Plan



**AIM STATEMENT:** Novant Health-New Hanover Regional Medical Center together with New Hanover County Health Department, Going Beyond The Pink, and Wilmington NC Chapter of The Links Inc., aim to increase breast screening rates for eligible African American and Latina women age 50-74 in the 11 NHRMC Primary Care clinics service area by December 31, 2021. This is important because it will help us achieve breast health equity for ALL women in Southeastern North Carolina.



**VISION STATEMENT:** Over the next three years, we will reduce barriers to achieve breast health equity for all women in Southeastern North Carolina by working together and cultivating cultural awareness serving as a catalyst to improve our community health.



### Evidence Based Intervention 1: Small Media

- Convene and connect marketing teams from partner organizations
- Review prior content and compile new culturally competent social media campaign content plan
- Update of partner web sites and marketing materials to be culturally relevant and have appropriate call to action for individuals in region to access services
- Obtain baseline metrics and monitor progress through analytics as media content is released throughout grant period



### Evidence Based Intervention 2: Patient Education: Faith Health Network/Witness Project Model

- Leverage engaged churches within Faith Health Network and present opportunity for engagement in initiative
- Define role of peer support and train through evidence-based peer training models
- Schedule kick-off training for peers and sustainability plan for training



### Evidence Based Intervention 3: Reduce Barriers: Social Determinants of Health Survey

- Process map of scheduling mammogram from patient perspective with radiology team
- Implementation of patient feedback loop via survey question on barriers to care pre and post mammogram via social determinants of health screening and feedtrail survey
- Engagement with provider network via quality team, ACO, and practice managers