

# Healthcare Disparities to Equity

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ONE RURAL COMMUNITY'S APPROACH

NOVEMBER 21, 2019

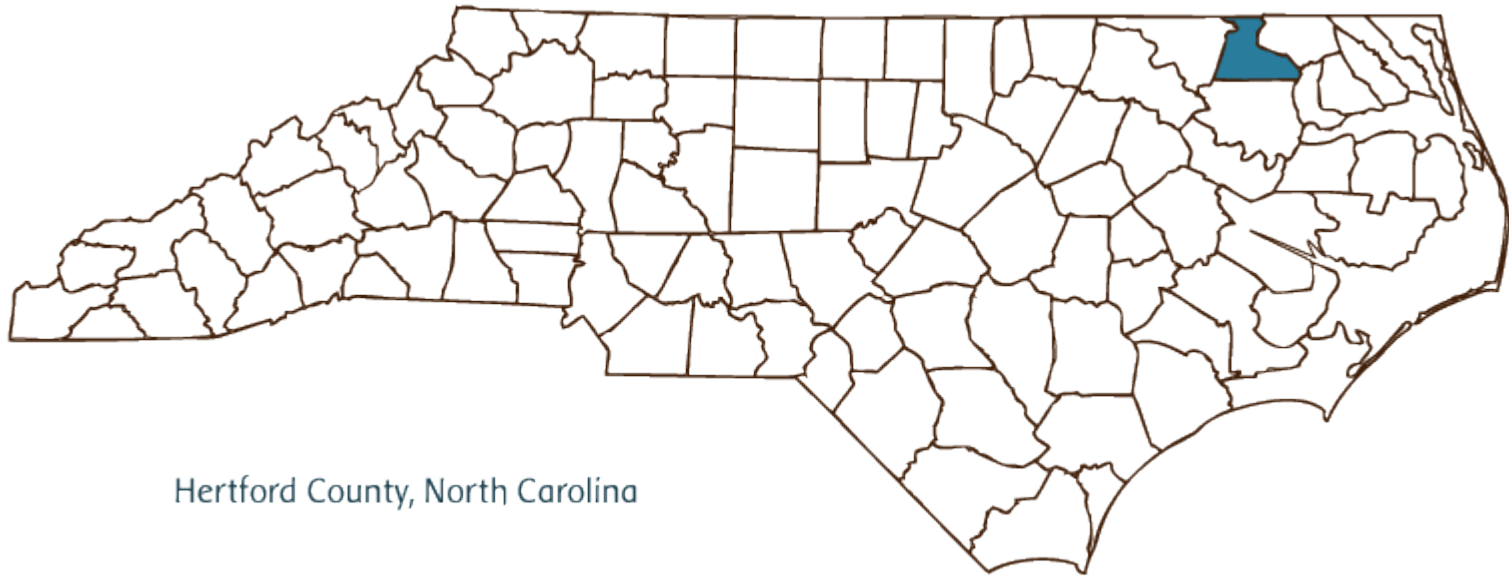
# MARTIN LUTHER KING

**Of all the forms of inequality,  
injustice in health care is the  
most shocking and inhumane.**

Speaking before the Second National Convention  
of the Medical Committee for Human Rights.  
Chicago, Illinois. March 25 1966.



# Hertford County, NC



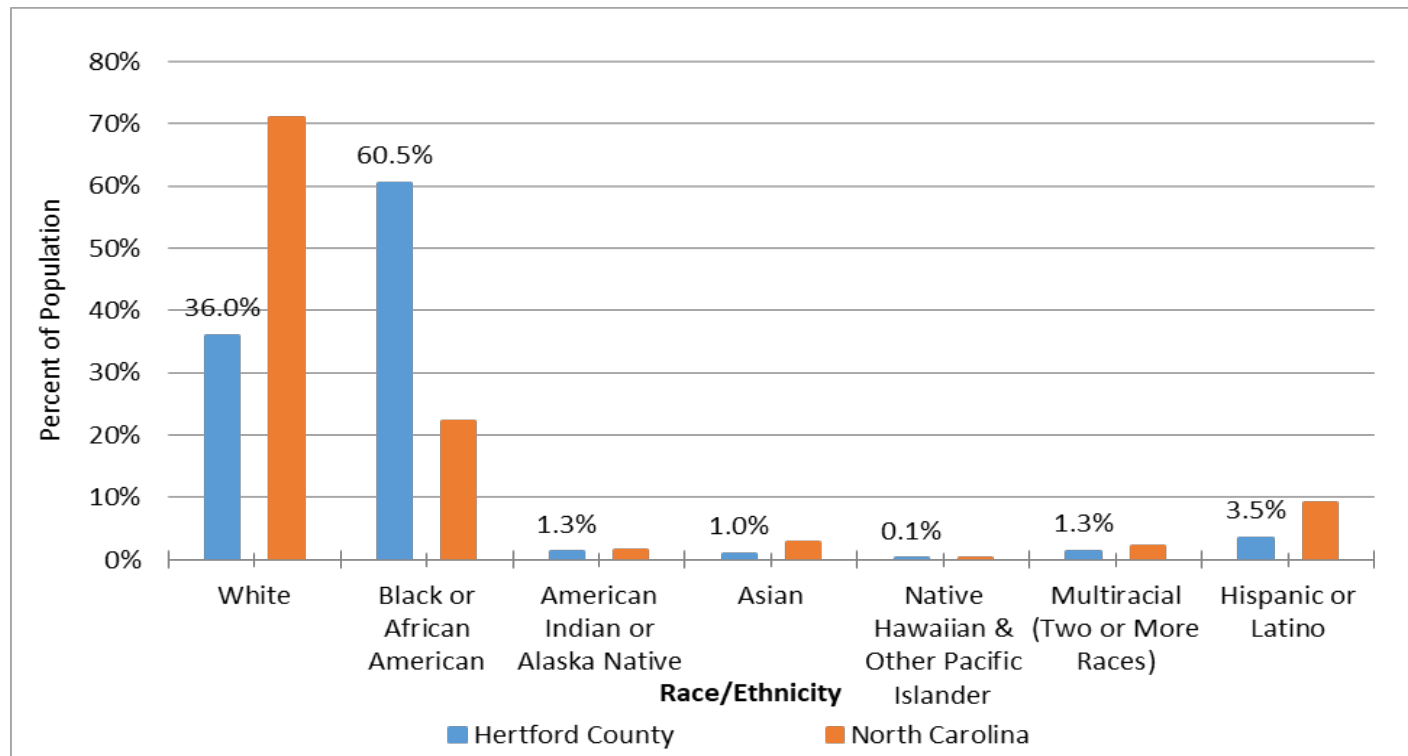
Hertford County, North Carolina

- Population of **24,136** (decrease from 2013-2016)
- Leading causes of death: **Heart Disease, Cancer, Diabetes\***

*\* According to the CDC in 2016, Heart Disease and Cancer were leading causes of death among Non-Hispanic African American males and females in the U.S.*

# Demographics

Hertford County has a significantly larger proportion of Black or African American residents in comparison to NC



# In Comparison to North Carolina..

## LOWER RATES

- ❖ **Birth Rate-** 9.3 per 1,000 live births (*12.0 in NC*)
- ❖ **Median Household Income-** \$34,523, (*\$48,256 in NC*).
- ❖ **Education Attainment Rate-** (*80.3%*) of residents 25 or older with a high school degree or higher in comparison to NC (*86.3%*)

## HIGHER RATES

- ❖ **Poverty Rate-** 24.4% live in poverty compared to *16.8%* in NC
- ❖ **0-64 years old with health insurance coverage-** \*88.3% insured compared to *87.2% in NC*

*\*11.7% of Herford County population is uninsured*

# Structural Racism

## Race V. Racism

## THE ORIGINS OF REDLINING

**R**edlining began in 1935 when the Home Owner's Loan Corporation began producing maps of virtually every major city upon request of the Federal Home Loan Bank Board. Neighborhoods were color coded based on their desirability, from "A - First Grade" to "D - Fourth Grade." Most often the "D" ranking neighborhoods were black communities, or other communities of minorities, while the "A" ranking neighborhoods were affluent white suburbs.<sup>1</sup>

The maps were used by both public and private banks and loan offices to directly discriminate and refuse loans to residents of the "D" neighborhoods.

The Fair Housing Act of 1968 made discrimination during the process of selling a house illegal, yet redlining was not effectively outlawed until 1977. The Home Mortgage Disclosure Act of 1975 required transparency thus making redlining unfeasible, and was followed by the Community Reinvestment Act of 1977 that finally prohibited it.<sup>2</sup>

## WARD A

- Public Schools
- Vidant Hospital
  - RCCHC
  - Hertford Co. Public Health Authority
- Amphitheatre
  - Ahoskie Recreation Center
- Vidant Wellness Center



## WARD B

- 3 Tobacco Shops
- Increased Crime
  - Diminishing Infrastructure
- Funeral Homes
- African American Churches



# Ward A



# Ward B

Roanoke Electric Cooperative dropped off a total of 1,288 pounds of donated food to the Ahoskie Food Pantry. The food—a variety of non-perishable canned and boxed goods—was collected over the

able food items. Roanoke Electric Communications Specialist Brittany Tann. Participants included Roanoke Electric employees from Member Services, Human

“It that som a gr tinu S

## Ahoskie Police probe shooting

*Victim airlifted Sunday morning to Vidant MC*

**From Staff Reports**

AHOSKIE – One person is hospitalized after gunshots rang out in Ahoskie on Saturday night.

Meanwhile, the Ahoskie Police seek information on who was responsible for pulling the trigger.

APD Chief Troy Fitzhugh said his department received a call shortly before 11:30 p.m. in reference to gunshots being fired in the vicinity

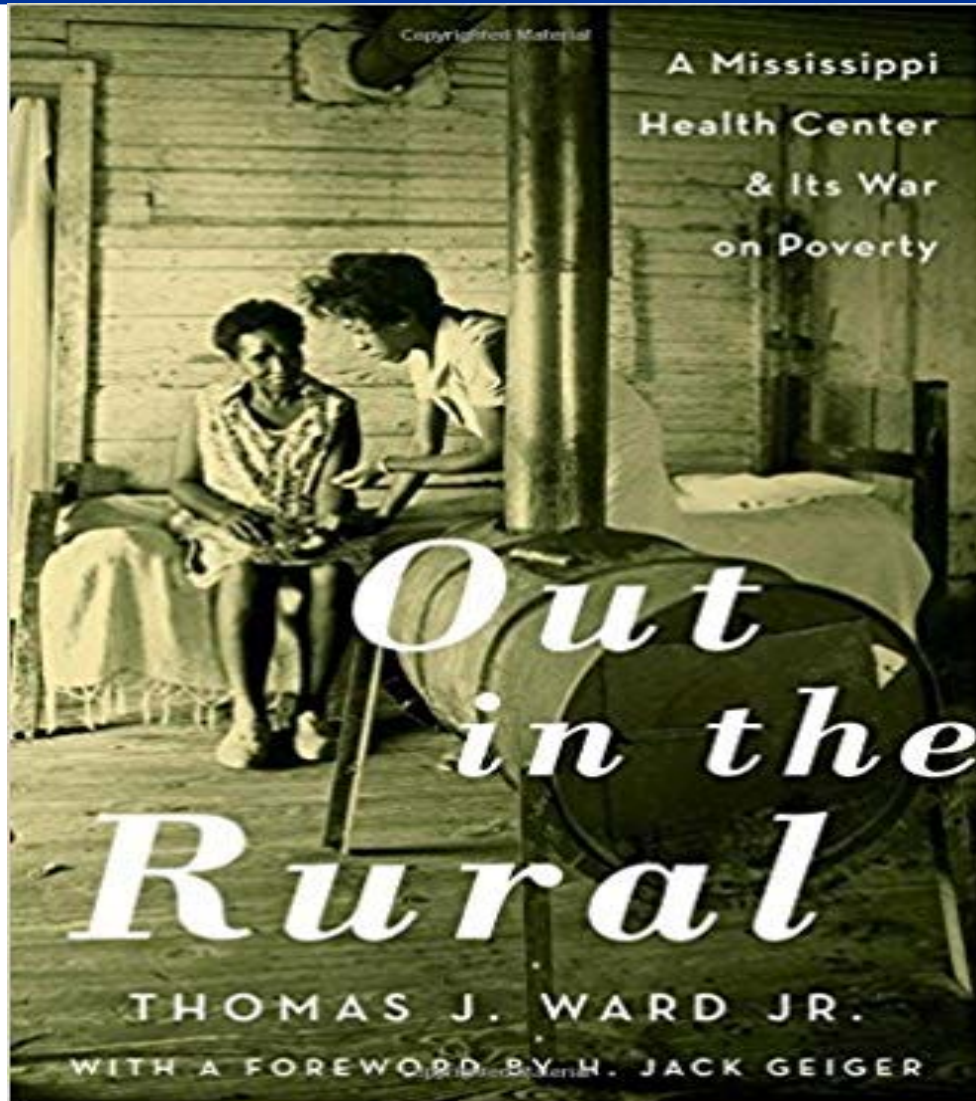
of Martin Luther King Jr. Drive and First Street.

“Shortly thereafter, at 11:36 p.m., we received a call from the hospital (Vidant Roanoke-Chowan) that a male had arrived there suffering from a gunshot wound,” Fitzhugh said. “The gunshot victim was driven to the hospital by another individual.”

The Chief added that his officers collected evidence in

See **SHOOTING**, Page 5A





# Health Equity

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Everyone has the opportunity to attain their full health potential and no one is disadvantaged because of socially determined circumstances. (NC DHHS)

The absence of avoidable or remediable health differences among groups of people defined socially, economically, demographically or geographically. (WHO)

Everyone has the opportunity to attain their highest level of health. Inequities occur when barriers prevent individuals and communities from reaching their full potential. (American Public Health Association)

# Health Equity Committee

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Started 2016 as Health Literacy Committee

- Identified Uninsured, LGBTQ, Young Adult populations
- Created Sexual Orientation and Gender Identity training for staff and board December 2016

Re-established as Health Equity Committee 2017

# Equity Initiatives

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- Discounted Care & Nominal Fee
- Extended Hours of Operation
- Interpreter Services
- Farmworker Health Program
  
- Living Wage Adjustment (2016)
- Health Equity Committee (2017)
- Governing Board adopted the IHI Leadership Alliance Health Equity Call To Action (2018)

# RCCHC Health Equity Committee

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- 12 members
- 3 co-chairs
- Meets monthly
- **Voluntary** membership

Vidant Empathy Salons in 2018

Racial Equity Training 2019

Harvard Implicit Bias 2019

Identifying Disparities in Health Outcomes

Investigating how to decrease the gaps

Community Partnerships: **Hertford Health Maintenance Alliance**

# IHI Health Equity Committee

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Identifying Action Steps for every member

Some are focusing on staff diversity

Some are focusing on pay equity

Some are focusing on opportunity equity

RCCHC is focusing on Leadership Skill Development

Partnering with RCCHC Leadership Team to identify topics, teachers, schedule, etc.



# Thank you!

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