

# Acknowledgements

First and foremost, the Guilford County Department of Public Health (GCDPH) would like to thank the residents of Guilford County and neighboring counties for making this joint Community Health Assessment/Community Health Needs Assessment (CHA/CHNA) possible. Special thanks go to the community residents of Guilford County for providing their input on county health needs and priorities through community meetings, focus group meetings and other assessment activities. Their critical opinions and information provided great insights that helped shape the core recommendations for actions. We would also like to thank the many community agencies and organizations who provided meeting space, helped us reach out to their constituents and advocated for their health needs and concerns. Thank you to leadership from the following partners:

## Community Health Assessment Partners



## Assessment Planning, Data Collection and Preparation

Special appreciation goes to UNC Greensboro's Center for Social, Community and Health Research and Evaluation (CSCHRE) for the facilitation of CHA/CHNA planning and detailed report preparation. The CSCHRE's contributions in the community health assessment were led by the Center Director, Dr. Joseph Telfair and Ms. Holly Sienkiewicz, Coordinator and Research Scientist at the CSCHRE. Ms. Aleksandra Babic, Ms. Amber Johnson, Ms. Shuying Sha and Ms. Natasha Tyson played essential roles in the collection and analysis of data and detailed report formatting. Mr. Jimmy Lee, also assisted GCDPH with the gathering and analyses of key health indicator data used in the health ranking and prioritization process.

## Report Preparation

### Mark H. Smith, Ph. D.

Dr. Mark Smith, epidemiologist and head of the Health Surveillance and Analysis Unit, has extensive experience leading county-wide health assessments in Guilford County. From 1995 to 1997, Dr. Smith led a four-county health needs assessment when he was the Associate Director of the Center for Community Research at the Wake Forest University School of Medicine, Department of Public Health Sciences. Between 1999 and 2012, he helped to lead community health assessments.

### Laura Mrosla, MPH, MSW

Laura Mrosla has been a community health educator with GCDPH since 1999. During that time, she has provided leadership to four community health assessments. She also serves as a Smart Girls® Training Facilitator. She earned a Master's degree in Public Health with a concentration in Maternal and Child Health and a Master's degree in Social Work from the University of North Carolina at Chapel Hill

## Map Design

Mark H. Smith, Ph.D.

## Report Layout & Photography

Laura Mrosla, MPH, MSW

# Background

## & Partners

### What is Community Health Assessment?

According to the Institute of Medicine, one of the core functions of public health is “assessment.” But what is community health assessment and why is it important? Community health assessment is a “process by which community members gain an understanding of the health, concerns and health care systems of the community by identifying, collecting, analyzing and disseminating information on community assets, strengths, resources and needs.”[1]

### The Importance of Community Health Assessment

Community health assessment:

- Provides valuable information on the health needs and assets within Guilford County.
- Identifies pressing health issues.
- Informs the development of action plans that address community health concerns.

### Why is Community Health Assessment Important?

Every four years GCDPH conducts a community health assessment with local partners. This effort gathers important data on the local health needs and strengths. These data then inform the identification of pressing health issues and the subsequent action plan development to address these priorities. The community health assessment (CHA) process and its findings also inform the Guilford County Department of Public Health’s strategic plan, fulfill local health department’s requirements of the North Carolina Division of Public Health consolidated agreement and ensure that specific benchmarks are met as a part of the state accreditation process for local health departments. With passage of the Patient Protection and Affordable Care Act, each non-profit (501 (c) (3)) hospital system is also required by the IRS to conduct a community health needs assessment (CHNA) every 3 years, leading to a collaborative effort.

[1] North Carolina Division of Public Health. Community Health Assessment., Website: [publichealth.nc.gov/lhd/cha/index.htm](http://publichealth.nc.gov/lhd/cha/index.htm); Updated August 22, 2013. Accessed November 1, 2013.

## Assessment Partners

Guilford County Department of Public Health  
UNC Greensboro's Center for Social, Community and Health Research and Evaluation  
High Point Regional Health System  
Cone Health System  
Cone Health Foundation

### Our Local Process

In 2012 -2013, Guilford County Department of Public Health collaborated with two hospital systems, Cone Health System and High Point Regional Health System, and the Cone Health Foundation to conduct a joint CHA and CHNA process. With guidance from UNC Greensboro's Center for Social, Community and Health Research and Evaluation, partners used a participatory community-engaged approach to document community members' health status and the availability of resources in Guilford County, North Carolina. The purpose was to collect data on health needs and assets within the county, identify pressing health issues and develop recommendations for the development of action plans that address community health concerns.



Source: County Health Rankings

A steering committee with representatives from each of these partners guided the community health assessment, engaging community members, local citizens and organizational representatives throughout the process. This effort was intended to fulfill state and national reporting requirements for the health department and hospital systems. The project also collected supplementary data to gain a deeper understanding of community needs and assets and maximize the utility of the work. In doing this, each system will also have a template for future reporting needs.



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