

Description:

Work with Community-Based Organizations (CBOs) that address at least one of the social determinants of health (SDOH) to do one or both of the following:

1. Increase the number of CBOs that are included in the NC 211 Resource Directory
2. Increase the number of CBOs that are licensed users of the NCCARE360 platform that agree to send and receive referrals through the platform.

Expected Outcomes:

- A. Increased number of CBOs within the Local Health Department (LHD) catchment area included in the NC 211 Resource Directory
- B. Increased number of CBOs within the LHD catchment area onboarded as licensed users of the NCCARE360 platform

Expected Outcome A – NC 211 - Planning Information:

NC 211 is an information and referral service provided by United Way of North Carolina. NC 211 maintains a robust database with information on thousands of programs and services in North Carolina. They refer callers to organizations in their local community best equipped to address their specific health and human services needs including food, shelter, energy assistance, housing, parenting resources, healthcare, substance abuse, as well as specific resources for older adults and for persons with disabilities, and much more. United Way of NC/NC 211 is also a key member of the NCCARE360 public-private partnership—along with NC DHHS, the Foundation for Health Leadership & Innovation (FHLI), and Unite Us—providing a dedicated resource team who regularly verifies and updates programs and services within the platform. They also maintain a team of dedicated resource navigators who provide the expertise to support complex NCCARE360 referrals and respond to requests for assistance received via the [NCCARE360 Assistance Request Form](#). NCCARE360 Navigators are also equipped to support healthcare providers and community organizations who need additional help making the best referral to meet their patient’s social needs.

Families and individuals in all 100 North Carolina counties can connect with NC 211 to obtain free and confidential information on health and human services within their community by:

- Dialing 2-1-1 to reach a trained call specialist who will conduct a search based on geographic location to identify resources based on the caller’s current needs. In addition to contact information for the community resource, the call specialist will provide eligibility requirements, the intake process for a program, the hours of operation, any requirements for appointments, and accessibility information, when

available. NC211 is available in most languages and is open 24 hours a day, seven days a week, 365 days a year;

- Utilizing the NC 211 [Online Search Tool](#) (available in English and Spanish); or
- Completing an [Assistance Request Form](#) to reach an NCCARE360 Resource Navigator based in NC 211 call centers.

LHDs can support achievement of this outcome through:

1. Verifying inclusion of CBOs on the [Online Resource Directory](#), and
 2. Notifying NC 211 and providing information for any CBOs not included in the directory by contacting Leah Proctor, United Way/211 Resource Team Manager, directly at lproctor@unitedwaync.org.
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Expected Outcome B – NCCARE 360 - Planning Information:

All North Carolinians should have the opportunity for health. Access to high-quality medical care is critical, but research shows up to 80 percent of a person's health is determined by social and environmental factors and the behaviors that emerge as a result. NCCARE360 is the result of a strong public-private partnership between the North Carolina Department of Health and Human Services (NC DHHS)/Division of Public Health (DPH)/Chronic Disease and Injury (CDI) Section and the Foundation for Health Leadership and Innovation (FHLI). NCCARE360 was developed to address the fundamental drivers of health known as SDOH. Research has also established that having an unmet resource need — including experiencing food insecurity, housing instability, unmet transportation needs and interpersonal violence — can negatively impact health while also increasing health care utilization and costs. NCCARE360 is a statewide network that unites health care and human services organizations with a shared technology that enables a coordinated, community-oriented, whole person-centered approach for delivering care in North Carolina. The prioritized purpose of the platform is to assess and identify unmet social needs and link individuals to community resources, especially those experiencing food insecurity, housing instability, unmet transportation needs and interpersonal violence. At this time, NCCARE360 is prioritizing the onboarding of community-based organizations to address these prioritized social needs and increase their capacity to serve individuals in NC. NCCARE360 is one of several strategies implemented by the DHHS Office of Healthy Opportunities to focus on the conditions in which people live that directly impact health.

Health Equity Planning Principles

- SDOH contribute to wide health disparities and inequities and have a major impact on people's quality of life and well-being, as well as their health;
- Health disparities adversely affect groups of people who have systematically experienced greater obstacles to health based on their racial or ethnic group;

religion; socioeconomic status; sex; age; mental health; cognitive, sensory, or physical disability; sexual orientation or gender identity; geographic location; and other characteristics historically linked to racism, discrimination, or exclusion¹;

- Social conditions and environments are influenced by a wider set of systemic forces, such as economics and social policies;
- Health equity is the assurance of the conditions for optimal health for all people. Achieving health equity requires valuing all individuals and populations equally, recognizing and rectifying historical injustices, and providing resources according to need²;
- Addressing SDOH means focusing on resources needed to maintain health and quality of life, such as healthy food, safe and affordable housing and transportation, and safe environments in which to live, learn, work, and play.

Recommended Partners*:

- A. CBOs focusing on resources for unmet social needs, especially related to food, housing, transportation, and toxic stress/interpersonal safety
- B. CBOs with which the local health department has strong existing collaborative relationships

*Implementing this strategy to address SDOH will require local health departments to implement and support outreach to CBOs providing resources which address unmet social needs and to partner with the NCCARE360 Program Manager and Project Leads.

Intervention Examples:

- A. As part of the Advancing Equity initiative, some LHDs are developing and implementing processes to ensure all CBOs are included in the NC 211 Resource Directory.
- B. Several LHDs are leveraging existing relationships with community organizations and partnering with the NCCARE360 Project Team—also as part of the Advancing Equity initiative—to support CBOs onboarding to the platform to receive, complete, and track referrals for community resource needs.
- C. Several LHDs have onboarded to NCCARE360 and now utilize the platform to facilitate the receipt, management, and tracking of referrals for some programs within the health department, such as WIC or SNAP.
- D. A local health department partnered with other community stakeholders to complete a Community Health Assessment and develop a Community Health Improvement Plan across health, human services, education, philanthropic, faith, and business sectors. Access to care, education, and economic issues were identified as key health priorities. NCCARE360 was included in the plan as a community priority to support ensuring access to community resources for unmet social needs for county residents. The local health department and community

stakeholders partnered with the NCCARE360 Project Team to successfully pilot NCCARE360 county-wide and inform quality improvements for the system as NCCARE360 expanded statewide.

Related Programs:

Aligns with the goals and strategies for the [NC DHHS Healthy Opportunities Initiative](#) and the goals and recommendations supported by [North Carolina Institute of Medicine's Healthy NC 2030 Report](#) (whose indicators serve as the population health improvement plan for North Carolina DPH).

Recommended Tools/Resources:

- A. US Department of Health and Human Services/Office of Disease Prevention and Health Promotion Healthy People 2030 Social Determinants of Health Publication. <https://health.gov/healthypeople/priority-areas/social-determinants-health>
- B. Considerations in Addressing Social Determinants of Health to Reduce Racial/Ethnic Disparities in Stroke Outcomes in the United States. This journal article provides information about key considerations and best-practice approaches to reducing disparities in specific health outcomes (those related to stroke) through addressing SDOH. <https://www.ahajournals.org/doi/10.1161/STROKEAHA.120.030426>
- C. Centers for Disease Control and Prevention Social Determinants of Health Resources. <https://www.cdc.gov/about/sdoh/index.html>

North Carolina Resources:

- A. NC DHHS Healthy Opportunities Strategies. <https://www.ncdhhs.gov/about/department-initiatives/healthy-opportunities>
- B. NCCARE360 Information and Resources. <https://nccare360.org/>
- C. NC 211 Information and Resources. <https://nc211.org/>
- D. "Maximizing the NCCARE360 Network to Advance the Public's Health: A Guide for NC Local Health Departments" acts as a foundation for local health department use in the planning, implementation, and department evaluation of NCCARE360 integration. The tool streamlines and standardizes referrals, creates an instant, virtual connection between service providers and closes the loop on client service provision. By maximizing platform utilization, departments have the opportunity to enhance the linking to service and provision of care while mobilizing community partnerships that influence the advancement of the public's health. (Guide is in process of being updated). <https://www.ncdhhs.gov/local-public-health-nccare360-final-branded/download>

Data Sources:

- A. NC DHHS State Center for Health Statistics Interactive GIS SDOH Map, an interactive statewide map of SDOH indicators that can guide community investment and prioritize resources.

<https://www.ncdhhs.gov/about/department-initiatives/healthy-opportunities/interactive-gis-map>

- B. Centers for Disease Control and Prevention Social Determinants of Health and PLACES Data. This index includes information and links for available SDOH data from the CDC.

<https://www.cdc.gov/places/social-determinants-of-health-and-places-data/index.html>

Citations:

¹Armos, Genaro. "Why Everyone Should Care About Health Disparities and What to Do About Them." American Heart Association Journal, July 2021.

²Camara Jones, MD, MPH, PhD, Senior Fellow at the Satcher Health Leadership Institute and Cardiovascular Research Institute, Morehouse School of Medicine