

Community Health Implementation Plan

2025 - 2027



Novant Health Rowan
Medical Center



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INTRODUCTION

Novant Health Rowan Medical Center, in partnership with Rowan County Public Health and the Central Carolina Community Collaborative, conducted a health needs assessment in 2025 to identify the most pressing health needs in our community. Novant Health Rowan Medical Center will enhance the community's health by offering health and wellness programming, collaborative services and financial support to meet identified health needs.

Organization Overview

Novant Health is an integrated network of more than 900 locations, including 19 hospitals, more than 750 physician clinics and urgent care centers, outpatient facilities and imaging and pharmacy services. This network supports a seamless and personalized healthcare experience for communities in North Carolina and South Carolina. Novant Health is nationally recognized for commitment to safety and quality for all patients and we serve as a catalyst for healthcare transformation through clinical trials, leading-edge research, innovative care delivery models and robust virtual care networks. The expertise and empathy of our 41,000 team members along with more than 8,600 independent and employed clinicians are at the heart of Our Cause as industry leaders caring for communities across the Carolinas.

Mission

Novant Health exists to create a healthier future and bring remarkable experiences to life. We are committed to providing a remarkable experience for our patients, our team members and the communities we serve. We demonstrate this commitment to our communities through the four pillars of Our Cause:

- **Discover.** We consistently seek to innovate, courageously transform ourselves and find new ways to add value for our patients, communities and one another.
- **Empower.** We provide one another, our patients, families and communities with the resources and environment to create shared accountability and action.
- **Thrive.** We demonstrate empathy, safety and quality to help each other and our communities grow and succeed.
- **Together.** We work as a trusted team with our unique perspectives, life experiences and expertise to bring remarkable to life in every interaction.

Novant Health Rowan Medical Center (NHRMC) is a 266-bed hospital that provides a wide range of offerings such as emergency services, a maternity center and surgical services, including orthopedics, cancer care, cardiology, bariatrics, rehabilitation, behavioral health, neurology and other specialty care.

OUR DEFINED COMMUNITY

Primary and Secondary Service Areas

The Primary Service Area for Novant Health Rowan Medical Center is defined by the ZIP codes that represent at least 75% of the hospital's inpatient population as outlined below:

ZIP CODE	COUNTY
28144	Rowan
28146	Rowan
28147	Rowan

Rowan County is composed of ten municipalities, including the City of Salisbury and the towns of China Grove, Cleveland, East Spencer, Faith, Granite Quarry, Kannapolis (partially), Landis, Rockwell and Spencer. The Primary Service Area (PSA) includes the City of Salisbury and surrounding towns such as Spencer, Rockwell, Cleveland and China Grove. **All patients served within the PSA and Secondary Service Area (SSA) reside in Rowan County. As such, Rowan County will be the sole focus of demographic, health and social indicators.**

Demographic Characteristics: Rowan County

Rowan County has a population of 151,661, compared to the North Carolina population of 10,835,491. Rowan County is larger than the average NC (105,843) or US county (105,721). Rowan County includes Salisbury, the most populated city and the County Seat.

YEAR	DEMOGRAPHICS	ROWAN COUNTY	NC	US
2023	Population	151,661	10,835,491	334,914,896
2020	% Population change from 2010 to 2020	6.10	9.48	7.13
2030	Projected population change from 2020 to 2030	7.7	12.5	n/a
2023	Median age	41	39.4	39.2
2023	% Ages 0-4	5.4	5.5	5.5
2023	% Ages 5-17	16.2	16	16.2
2023	% Ages 18-39	27.5	29.3	29.4
2023	% Ages 40-64	32.8	31.6	31.2
2023	% Ages 65 and older	18.1	17.7	17.7
2023	% of Householders living alone (all ages)	26.8	29.2	28.5
2023	% of Householders living alone (65+)	28.08	26.33	25.72

2023	% with a disability	14.9	13.6	13.6
YEAR	DEMOGRAPHICS	ROWAN COUNTY	NC	US
2023	% Veterans	7	7.32	6.06
2023	High school graduation rate	90.87	90.57	89.78
2023	Higher degree graduation rate	36.56	46.87	44.99
2019–2023	% of residents with limited English proficiency	4.69	4.9	8.39
2017	Poor literacy and functionally illiterate	23.3	21.3	21.8

Sources: U.S. Census Bureau, American Community Survey (ACS) 5-Year Estimates (2019–2023); Decennial Census (2010 & 2020), via Metopio.; North Carolina State Center for Health Statistics, NC Department of Health and Human Services; North Carolina Office of State Budget and Management.

Rowan County’s population reached 151,661 in 2023 and is projected to grow by 7.7% by 2030, slightly below the statewide growth rate of 12.5%. While the county continues to experience steady population increases, growth lags the state overall. The median age in Rowan County (41) is higher than both North Carolina (39.4) and the U.S. (39.2), suggesting an aging population that will increasingly require age-friendly infrastructure, chronic disease management and caregiver support. Community health programming should anticipate increased demand for geriatric primary care, fall prevention programs and long-term services that support older adults’ independence.

Aging demographics also intersect with social isolation concerns. Over one in four Rowan County households (26.8%) consist of individuals living alone and this rate rises to 28.1% among adults ages 65 and older—both above national averages. These figures highlight the importance of building social connection and support systems for seniors, particularly those who live alone or have limited mobility. Expanding community engagement initiatives—such as senior centers, volunteer outreach and intergenerational mentorship programs—can strengthen social cohesion and reduce isolation-related health risks like depression, malnutrition and delayed medical care.

Disability and veteran populations further shape Rowan County’s health landscape. Nearly 15% of residents report having a disability, higher than the state and national averages (both 13.6%) and 7% identify as veterans, slightly above the national rate. These populations often face overlapping barriers to care, including transportation, accessibility and mental health needs. Community health strategies that integrate veteran peer support, disability-inclusive design and mobile or home-based care can help close access gaps. Collaborating with veteran service organizations and disability advocates will ensure that health interventions are responsive to the unique physical and behavioral health challenges within these groups.

Health Indicators: Rowan County

YEAR	HEALTH INDICATORS	ROWAN COUNTY	NC	US
2020-2022	Life expectancy	72.7	75.9	77.1
1990-1992	Life expectancy	75.3	74.8	n/a
2022	% of adults with obesity	33.9	33.9	33.2
2022	% of adults with diabetes	11.3	10.6	10.8
2022	% of adults reporting no physical activity	24.9	22.6	23.1
2024	Access to exercise opportunities	66.49	77.97	84.45
2022	Coronary Heart Disease	6.60	4.10	3.76
2022	Residents with high blood pressure	33.50	32.16	30.32
2021	Chronic Kidney Disease	3.0	3.1	2.9
2023	Heart Disease mortality	251.9	161.2	162.1
2023	Diabetes mortality	28.4	25.3	22.4
2023	Kidney Disease mortality	24.4	15.7	13.1
2022	Cigarette smoking rate (% of adults)	16.8	14.8	13.1
2023	CLRD mortality rate	71.9	37.9	33.4
Cancer				
2017-2021	Cancer diagnosis rate	485.1	475.5	444.4
2019-2023	Cancer incidence rate	484.2	481.5	n/a
2019-2023	Cancer mortality rate	218.7	150.7	144.1
2022	Colorectal cancer screening - <i>Percentage of adults</i>	57.5	60.96	58.85
2022	Mammography use - <i>Percentage of adults</i>	75.5	78.6	76.38
Infectious Diseases				
2023	Chlamydia diagnosis rate	554.65	616.00	n/a
2023	Gonorrhea diagnosis rate	247.26	246.58	n/a
2023	HIV diagnosis rate	10.2	15.5	n/a
2023	Syphilis diagnosis rate	48.78	35.95	n/a
2023	Medicare Flu vaccination rate	45	50	46.25
2023	COVID-19 mortality	28.4	13.5	11.9
2019-2023	Pneumonia and influenza mortality	29.2	12.8	11.6
Maternal and Child Health				
2023	% women of childbearing age (15-44)	36.5	38.6	38.9
2023	Teen (females 15-19) birth rate	20.28	8.72	8.48
2023	Pregnancy rate	65.6	69	n/a
2023	Teen pregnancy rate	24.1	20.8	n/a
2020-2022	Low birth weight	10	9.5	n/a
2020-2022	% receiving prenatal care in the first trimester	73.0	74.1	78.1
2024	Kindergarten immunizations	89.57	92.83	n/a
Behavioral Health				
2023	Alcohol-related mortality	21.8	11.1	12.6
2023	Suicide mortality rates	17.8	14.3	14.1
2022	% of adults with depression	23.5	23.1	22.5
2022	% of adults who feel socially isolated	32.4	31.0	n/a
2023	% of overdose deaths due to illicit opioids	87.6	76.6	n/a

2023	Rate of drug overdose deaths	79.8	41.0	n/a
2023	Rate of drug overdose ED visits	238.7	161.8	n/a
Healthcare Access				
2023	% with Private health insurance	63.20	67.29	67.01
2023	% with Public health insurance	41.94	36.44	37.41
2023	% Uninsured	10.24	10.36	8.55
2023	Medicaid coverage	23.18	18.46	20.68

Sources: : U.S. Census Bureau, American Community Survey (ACS) 5-Year Estimates (2019–2023), via Metopio; North Carolina State Center for Health Statistics, NC Department of Health and Human Services, via Metopio; Health Resources & Services Administration: Maternal and Child Health Bureau (MCHB) via Metopio; Centers for Disease Control and Prevention (CDC): National Vital Statistics System-Mortality (NVSS-M); North Carolina Annual Immunization Report, NC Department of Health and Human Services, via Metopio; Maternal and Infant Health Data Dashboard, North Carolina Department of Health and Human Services; North Carolina Office of State Budget and Management; Centers for Disease Control and Prevention, National Center for Health Statistics, United States Diabetes Surveillance System, Behavioral Risk Factor Surveillance System, via Metopio; PLACES Project, Centers for Disease Control and Prevention (CDC), via Metopio; Opioid and Substance Use Dashboard, NC Department of Health and Human Services, via Metopio; County Health Rankings, University of Wisconsin Population Health Institute, via Metopio; National Cancer Institute, State Cancer Profiles, via Metopio; NC Department of Health and Human Services, HIV/STD/Hepatitis Surveillance Reports, via Metopio.

Access to Care - Rowan County faces persistent barriers to healthcare access. While the uninsured rate (10.2%) is comparable to state levels, public insurance and Medicaid coverage remain higher than average. Limited access to exercise opportunities (66.5%)—well below the state (78%) and national (84%) rates—further restricts residents’ ability to maintain healthy lifestyles. Community health strategies should focus on expanding mobile and community-based care, improving transportation and recreation access and enhancing health literacy to ensure more equitable preventive and primary care.

Behavioral Health - Behavioral health needs in Rowan County are significant. Suicide mortality (17.8 per 100,000) and alcohol-related deaths (21.8) exceed state and national averages, while opioid-related overdoses account for nearly 88% of all drug-related deaths. Overdose mortality (79.8) is almost double the state rate and one-third of adults report feeling socially isolated. Strengthening crisis response, expanding peer recovery and treatment programs and embedding behavioral health services in primary care will be essential to address mental health and substance use challenges.

Chronic Disease - Chronic disease remains a major health burden. Coronary heart disease (6.6%), diabetes (11.3%) and hypertension (33.5%) rates all exceed state and national averages, contributing to markedly higher mortality from heart disease (25.19 per 100,000) and diabetes (28.4). Cancer mortality (218.7) also surpasses state and national levels. With obesity (33.9%) and inactivity (24.9%) prevalent, programs should emphasize prevention through lifestyle support, chronic disease management, community exercise initiatives and expanded screening to improve overall life expectancy (72.7 years).

Maternal and Child Health -Rowan County’s maternal and child health indicators reveal key gaps. Teen birth (20.3) and teen pregnancy (24.1) rates exceed state and national averages, while early prenatal care (73%) and kindergarten immunization (89.6%) lag behind. Low birth weight (10%) is also above the state average, signaling risk for infant health outcomes. Strengthening reproductive health education, prenatal outreach and family support programs can reduce disparities and promote healthier beginnings for mothers and children.

Social Indicators: Rowan County

YEAR	SOCIAL INDICATOR	ROWAN COUNTY	NC	US
2023	Median household Income	\$ 65,904	\$70,804	\$77,719
2023	Poverty rate	15.23	12.79	12.46
2023	Unemployment rate	5.11	4.03	4.31
2024	% of workforce employed in industries with the lowest wages*	23.6	22.5	n/a
2024	Average weekly wage	\$1,138	\$1,504	n/a
2023	% of Households on SNAP	16.25	12.54	11.77
2023	Food insecurity	16.0	15.0	14.5
2023	Households in poverty not receiving food stamps	53.60	58.14	59.36
2023	% of cost burdened housing units	25.23	28.04	31.86
2023	% of severely cost burdened housing units	11.36	12.72	15.12
2023	Housing insecurity	16.6	14.3	n/a
2023	Lack of transportation	10.8	9.0	n/a
2023	Households with no vehicle access	5.97	5.33	8.32
2023	Workers traveling outside the county or state for work	39.05	27.29	25.26

* Accommodation and Food Services; Retail Trade; Arts Entertainment and Recreation; and Agriculture, Forestry, Fishing and Hunting.
 Sources: American Community Survey (ACS) 2019, 2023 5-Year Estimates, U.S. Census Bureau, via Metopio; Quarterly Census of Employment and Wages (QCEW), NC Department of Commerce, Labor and Economic Analysis Division; Map the Meal Gap, Feeding America, via Metopio; PLACES Project, Centers for Disease Control and Prevention (CDC), via Metopio. White House Council on Environmental Quality, Climate & Economic Justice Screening Tool (Version 2.0), via Metopio; Multi-Resolution Land Characteristics Consortium, U.S. Geological Survey via Metopio

Key insights include:

Housing Insecurity and Cost Burden: While housing costs in Rowan County appear more affordable than state and national averages—with 25.2% of households cost burdened compared to 28.0% statewide—the county still experiences higher rates of housing insecurity (16.6% vs. 14.3%). This suggests that although housing may be less expensive overall, financial instability and low wages contribute to ongoing vulnerability among renters and low-income households. Nearly one in four workers is employed in low-wage industries and median household income (\$65,904) lags behind both state and national levels. Community health programming should focus on improving economic stability through workforce development, housing assistance and partnerships that connect residents to affordable housing resources and wraparound social supports to prevent homelessness and financial strain.

Food Insecurity and Transportation: Food insecurity affects 16% of Rowan County residents, exceeding both state (15%) and national (14.5%) rates, with over half of residents in poverty not receiving SNAP benefits. Limited transportation compounds this issue—10.8% of residents report transportation barriers and many commute outside the county for work (39%), reducing time and access to healthy food options. Community strategies should strengthen local food access through mobile markets, community gardens and expanded

eligibility for nutrition assistance programs. Integrating transportation solutions—such as ride-share vouchers for grocery access or food delivery partnerships—can further reduce barriers and ensure that all residents have reliable access to nutritious foods.

PRIORITIZED HEALTH NEEDS

County Prioritization

After data was collected and analyzed from the primary and secondary data sources, CCCC and localized steering committee members determined the following identified needs from which the priority health needs would be selected:

- Access to primary care
- Access to dental care
- Access to affordable and healthy food
- Access to physical activity
- Aging related issues
- Chronic disease prevention and management
- Education
- Employment and workforce opportunities
- Environmental issues
- Housing
- Mental health
- Substance use
- Transportation to essential health and human services
- Safety/crime

On July 22, 2025, the Steering Committee, Healthy Rowan Coalition and local leaders decided on the following priority health areas:

- Behavioral Health (encompassing both mental health and substance use)
- Housing
- Healthy Lifestyles

Healthy Lifestyles will be defined by promoting behaviors and environments that support overall well-being and chronic diseases prevention. This includes improving access to preventive healthcare services, increasing opportunities for physical activity and ensuring availability and affordability of nutritious food.

Facility Prioritization

In addition to the primary and secondary data, Novant Health Rowan Medical Center leadership reviewed the top five diagnosis codes for inpatient readmissions and hospital emergency room returned visits from August 2024-July 2025 among patients with government insurance or no health insurance.

NOVANT HEALTH ROWAN MEDICAL CENTER			
Inpatient Diagnosis	Volume	Emergency Room Diagnosis	Volume
Sepsis, unspecified organism	602	Other chest pain	57
Hypertensive heart and CKD with heart failure and stage 1 through stage 4 CKD, or unspecified CKD	372	Unspecified abdominal pain	36
Paroxysmal atrial fibrillation	318	Dyspnea, unspecified	35
Non-ST elevation (NSTEMI) myocardial infarction	285	Chest pain, unspecified	31
Nonrheumatic aortic (valve) stenosis	259	Unspecified injury of head, initial encounter	28

Upon a comprehensive review of the primary and secondary data, the Novant Health Rowan Medical Center leadership team and Novant Health Rowan Medical Center Board of Directors evaluated this information based on the scope, severity, clinical gaps associated with the need and the estimated feasibility and effectiveness of possible interventions. Through this thorough evaluation, the team agreed on the following significant health priorities for Novant Health Rowan Medical Center:

1. Behavioral health (including mental and health and substance use)
2. Chronic disease management and prevention
3. Social Drivers of Health (including specific focus on food, housing and transportation)

ADDRESSING NEEDS

Novant Health remains committed to ensuring that all populations receive the care they need. Novant Health Rowan Medical Center is committed to working to address the identified areas of need through resource allocation and support of the following programs and actions. By working together, we can create a healthier and more inclusive community for everyone.

PRIORITY 1	BEHAVIORAL HEALTH	
Priority Goal:	Improve access to mental health and substance use education, resources and treatment through community-based outreach, collaboration and investment.	
Resources and Collaboration:	Novant Health Rowan Medical Center will invest personnel resources (subject matter experts, clinical staff and resource connection staff), facility resources (resource connection technology) and financial resources (charitable contributions and/or sponsorships). The facility will work in collaboration with community-based organizations providing and expanding behavioral health awareness and access.	
Strategy:	Desired outcome:	Program Action (Description):

Enhance community awareness and access through outreach events and programs.	1.1 Increase capacity of community partners to provide affordable, inclusive behavioral support.	1.1.1. Participate in community-focused events that encourage medication takeback, behavioral health advocacy, stigma reduction and resource awareness.
Engage in meaningful nonprofit partnership through charitable investments and in-kind support.	1.2 Enhance community partner capability to increase awareness and reduce incidence rates.	1.2.1. Provide charitable contributions and sponsorships in support of community-based organizations and events enhancing access to and awareness of behavioral health.
		1.2.2. Provide technology, materials and volunteer support, including subject matter experts, to nonprofit organizations enhancing access to and awareness of behavioral health.
Provide evidence-based education and resource connections to enhance community health.	1.3 Increase resource awareness and behavioral health literacy for individuals and communities.	1.3.1. Provide verbal and printed education on topics including mental health first aid, postpartum depression, caregiver support and substance use disorders in accessible community locations.
		1.3.2 Provide peer support and navigation assistance to individuals with mental health or substance use disorders and utilize FindHelp platform to support resource connections.

PRIORITY 2	CHRONIC DISEASE MANAGEMENT AND PREVENTION	
Priority Goal:	Enhance awareness of chronic disease risks, prevention and management tools, through community-based events, collaboration and investment to reduce chronic disease prevalence.	
Resources and Collaboration:	Novant Health Rowan Medical Center will invest personnel resources (subject matter experts and clinical staff), facility resources (mobile health units, supplies, education materials) and financial resources (charitable contributions and/or sponsorships). The facility will work in collaboration with Rowan County Public Health, community-based organizations providing and expanding healthcare access and educational and research institutions training current and future healthcare professionals.	
Strategy:	Desired outcome:	Program Action (Description):
Enhance community-based awareness, management and prevention through	2.1 Increase number of community members aware of their chronic disease risk factors.	2.1.1. Deliver free and reduced cost Remarkable You biometric, mammography and colorectal cancer screenings through mobile and community health services outreach.

outreach events and programs.	2.2 Increase capacity of community partners to enhance community and clinical awareness of chronic disease management and prevention.	2.2.1. Collaborate with chronic disease focused nonprofits to expand clinical expertise, healthy lifestyle changes and access to treatment for medically underserved populations.
		2.2.2. Participate in community-based events that encourage increased awareness and provide resources addressing chronic disease.
Engage in meaningful nonprofit partnership through charitable investments and in-kind support.	2.3 Enhance community partner capability to reduce chronic disease prevalence.	2.3.1. Provide charitable contributions and sponsorships in support of aligned community nonprofit organizations and events addressing chronic disease.
		2.3.2. Provide technology, supplies and volunteer support, including subject matter experts, to nonprofit organizations aiding community members with access and outcome barriers.
Provide evidence-based education and resource connections to enhance community health.	2.4 Increase resource awareness and health literacy for all communities, particularly those most at risk.	2.4.1. Provide education during screening events and facilitate connections to care and resources.
		2.4.2. Provide education within communities on diabetes prevention, hypertension, cancer and healthy lifestyle recommendations.
	2.5 Enhance health outcomes for all patient groups in support of safety and quality aims.	2.5.1 Collaborate with Novant Health providers and team members on chronic disease care and resources to enhance health outcomes for all.

PRIORITY 3	SOCIAL DRIVERS OF HEALTH	
Priority Goal:	Assess and address social drivers of health, particularly housing, transportation and food security among medically underserved patients and communities.	
Resources and Collaboration:	Novant Health Rowan Medical Center will invest personnel resources (volunteers, subject matter experts and resource connection staff), facility resources (resource connection technology) and financial resources (charitable contributions and/or sponsorships). The facility will work in collaboration with community-based organizations addressing social needs and educational and research institutions training future social work professionals.	
Strategy:	Desired outcome:	Program Action (Description):
Engage in meaningful nonprofit partnership through charitable investments and in-kind support.	3.1 Enhance community partner capability to address social needs, especially among medically underserved populations.	3.1.1. Provide charitable contributions and sponsorships in support of aligned community nonprofit organizations and events addressing social needs for medically underserved individuals and groups.

		3.1.2. Provide technology, supplies and volunteer support, including subject matter experts, to nonprofit organizations aiding community members with social risks.
Provide evidence-based education and resource connections to address social needs.	3.2 Increase social needs resource awareness in all communities, particularly those most at risk.	3.2.1. Provide education and resource connections for communities and individuals related to access to housing, education, transportation, food and other social resources.
	3.3 Provide resource connections to medically underserved patients with social needs.	3.3.1 Provide food, transportation and other support for medically underserved patients with urgent social needs.

Health needs not selected and community resources to address health needs

NHRMC will focus resource allocation on the prioritized needs based on careful consideration of estimated feasibility and effectiveness of possible interventions. Other needs that were identified as significant are listed below. While NHRMC will not prioritize the remaining eight significant health needs, it will support and collaborate with community partners as appropriate for the purpose of improving outcomes for identified needs that are better aligned with their scope of service:

- Access to primary care will be incorporated within chronic disease prevention and behavioral health initiatives led by Novant Health or community resources.
- Dental care is outside of the services provided by Novant Health and is best addressed by community experts.
- Aging-related issues, access to physical activity, education, environmental issues, employment and safety/crime are quality of life factors. While committed to improving the health of individuals throughout their lifespan, NHRMC recognizes these issues are broader than clinical needs and did not identify these as priorities so it could focus efforts on the top issues selected.

In the table below, significant needs not selected for prioritization are marked with an asterisk.

In addition to the programs and services offered to the community through Novant Health Rowan Medical Center, there are various existing community assets available throughout the Rowan County community that have additional programs and resources tailored to meet all the identified health needs.

While not all-encompassing, the following is a list of several valued community agencies that address those prioritized and non-prioritized needs:

IDENTIFIED HEALTH NEED	LOCAL COMMUNITY RESOURCES ADDRESSING NEED
Mental health and substance use	Capstone Recovery Rowan County Health Department Daymark Recovery Rowan Center Rowan Helping Ministries Rowan County United Way
SDoH Including: • Employment/workforce opportunities* • Affordable/healthy food • Physical activity* • Aging related issues* • Environmental issues* • Education* • Housing • Transportation	Community Care Clinic of Rowan County Meals on Wheels Rowan Rowan-Cabarrus YMCA Rowan County Health Department Rowan-Salisbury School System Rowan-Salisbury Farmers Market Rowan-Salisbury Runners Club Ruffy-Holmes Senior Center Rowan Helping Ministries Salisbury-Rowan Senior Games Girls on the Run of the Greater Piedmont City of Salisbury Parks and Rec Rowan County Parks and Rec Salisbury-Rowan Runners Club Rowan-Cabarrus Community College Livingstone College Catawba College Rowan Economic Development Commission Terrie Hess Child Advocacy Center Main Street Mission Family Crisis Council Second Harvest Food Bank – Rowan Smart Start Rowan Communities in Schools Crosby Scholars Nazareth Children’s Home Rowan Literacy Council
Safety/crime*	Salisbury Police Department Rowan County Sheriff Department Prevent Child Abuse Rowan Family Crisis Council Terrie Hess Child Advocacy Center
Access to primary care* Access to dental care* Chronic disease prevention and management	Community Care Clinic of Rowan County Life Choices Rowan Helping Ministries Rowan-Cabarrus Community Health Centers Rowan County Health Department

*Significant health needs not selected for prioritization.

For a full list of community resources, visit NovantHealth.org/MyCommunity

APPROVAL OF COMMUNITY HEALTH IMPLEMENTATION PLAN

The 2025 Novant Health Rowan Medical Center Community Health Implementation Plan (CHIP) has been reviewed and approved by the leadership of Novant Health Rowan Medical Center Board of Directors on October 22, 2025, in accordance with state and federal guidelines. The findings and priorities outlined in this report reflect a collaborative effort among public health professionals, community stakeholders and residents. The department affirms its commitment to using this assessment as a foundation for strategic planning, resource allocation and community health improvement initiatives.

The Novant Health Rowan Medical Center Board of Directors and Novant Health Rowan Medical Center administration are active participants in the community benefit process. Through strategic planning initiatives, leadership provides direction on actions and intended impact and serves as the approving body for the community health needs assessment and community benefit implementation plan. Administrative leaders serve on the county assessment planning team and hospital board members participate and provide influence on the community benefit plans. All members are actively involved in the priority setting discussion and outreach planning process. Additionally, community benefit reports are provided to the board and facility leadership teams throughout the calendar year for ongoing education.

APPENDIX

Data Sources

The following is a list of sources used during the CHNA process. Many of the datasets were accessed via the Metopio platform. A URL for each dataset is available upon request.

Centers for Disease Control and Prevention. (2024). *PLACES Project*. Retrieved via Metopio.

Centers for Disease Control and Prevention. (2025). *National Vital Statistics System-Mortality (NVSS-M)*. Retrieved via Metopio

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University of Wisconsin Population Health Institute. (2025). *County Health Rankings*. Retrieved via Metopio.

U.S. Census Bureau. (2024). *American Community Survey (ACS) 5-Year Estimates (2019–2023)*. Retrieved from <https://www.census.gov/data/developers/data-sets/acs-5year.html>

U.S. Census Bureau. (2024). *Decennial Census (2010 & 2020)*. Retrieved via Metopio.

White House Council on Environmental Quality. (2024). *Climate & Economic Justice Screening Tool (Version 2.0)*. Retrieved from archival sources via Metopio: <https://screening-tools.com/climate-economic-justice-screening-tool> [screening-tools.com]

Multi-Resolution Land Characteristics Consortium. (n.d.). *National Land Cover Database (NLCD)*. U.S. Geological Survey. Retrieved via Metopio: <https://www.mrlc.gov/> [www.mrlc.gov]

In addition to sources accessed through Metopio, the following sources were used:

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Community Health Assessment Steering Committee Members

Rowan County CHA Steering Committee Represented Agencies
Rowan County Public Health Department*
Rowan County United Way**
Youth Substance Use Prevention
Cabarrus-Rowan Community Health Centers**
Vaya Health
Rowan-Salisbury School Systems
Daymark Recovery Services
Rowan Economic Development Council
Terrie Hess Child Advocacy Center
Town of China Grove
City of Salisbury
Salisbury Police Department Homeless Liaison
Salisbury Post
Rowan County Chamber of Commerce
Meals on Wheels Rowan**
Salisbury-Rowan NAACP
Partners in Learning

*Representative of a state, local, tribal, or regional governmental public health department (or equivalent department or agency)

** Members of medically underserved, low-income and minority populations in the community served by the hospital facility, or individuals or organizations serving or representing the interests of such populations, as required by Internal Revenue Code section 501(r).

Central Carolina Community Collaborative

The Central Carolina Community Collaborative brings together diverse voices including health systems, public health departments, academic institutions, United Way agencies and other community-based organizations to identify needs, share resources and implement meaningful solutions.

CENTRAL CAROLINA COMMUNITY COLLABORATIVE	
Agency	County
Alleghany Health	Alleghany
Anson County Health Department*	Anson
Atrium Health	Various
Cabarrus County Health Department*	Cabarrus
CaroMont Health	Various
Davidson County Health Department*	Davidson
Davie County Health Department*	Davie
Della Rae Consulting	Various
Forsyth County Health Department*	Forsyth
Gaston County Health Department*	Gaston
Hugh Chatham Health	Various
Iredell County Health Department*	Iredell
Novant Health	Various
Rowan County Health Department*	Rowan
Scotland Health	Various
Scotland County Health Department*	Scotland
Stanly County Health Department*	Stanly
UNC Charlotte Urban Institute	Various
UNC Gillings School of Public Health	Various
Union County Health Department*	Union
United Way -Lincoln	Lincoln
United Way-Davidson, Davie	Davidson, Davie
United Way-Rowan	Rowan
Wilkes County Health Department*	Wilkes

*Representative of a state, local, tribal, or regional governmental public health department (or equivalent department or agency)