

**Missouri Delta Medical Center
Community Health Needs Assessment
Implementation Plan**

Prioritization Process

Members of the Missouri Delta CHNA Team analyzed the survey data, focus group data, and secondary data in the report to prioritize the community health needs for the three counties. The priority needs were first identified by the primary research or what the community finds important. These high priority needs were then validated by the secondary research by looking at the community's statistics and trends against the state's statistics and trends.

Top 5 Priority Needs

- Obesity (Diet and Exercise)
- Chronic Disease
 - Diabetes (Diet and Exercise)
 - Chronic Respiratory Disease (Smoking)
 - Heart Disease (Smoking/Diet and Exercise)
 - Stroke (Healthy Lifestyle)
- Cancer (Smoking)
- Substance Abuse (Drug and Alcohol)
- Health Care Availability & Affordability (Access and Uninsured)

The CHNA Team has analyzed the data and identified opportunities for improving the health of our community. The next step is to establish an implementation strategy and work with community leaders to improve the health of Mississippi County, New Madrid County and Scott County.

Missouri Delta Medical Center's leadership team was approached with the final CHNA Priority Ranking and asked for guidance on which issues MDMC is able to address through community benefit programs, considering time, staffing, feasibility and available community and hospital resources.

The hospital's leadership team decided to address the top 5 needs in the Priority Rankings, with the exception of substance abuse.

HEALTHY LIFESTYLES/OBESTIY/CHRONIC DISEASE/CANCER

1. Nutrition Education and Outreach

Rational:

Lifestyles that include balanced nutrition and healthy weight have been proven to reduce the risk of chronic conditions such as diabetes, cardiovascular disease, obesity, cancer and stroke (Source: CDC). In the tri-county area, the incidence rates of diabetes, obesity, cancer and heart disease are higher than state and national rates, and over 30% of the population is considered obese (Source: Robert Woods Johnson Foundation). There is a need to promote healthier

lifestyle choices in the community to reduce the prevalence and impact of chronic conditions related to nutrition and weight.

The number and type of healthy lifestyle programs implemented by MDMC and its partners will be determined based on needs and interests in the community on a year by year basis.

Educational programs will be implemented by subject matter experts, including hospital clinicians and health educators. Potential program topics include: nutrition (general or disease specific), gardening, food preservation, meal preparation, taste testing and healthy grocery shopping.

Program Goals:

1. Increase local access to and consumption of fresh fruits and vegetables.

Program Objectives:

1. In 2014, establish a baseline of knowledge on healthy lifestyle topics: nutrition, gardening, cooking and exercise.
2. By 2016, increase the knowledge on healthy lifestyle topics in the tri-county area.

Action Plan:

MDMC will partner with community organizations as part of the Healthy Lifestyle Initiative to achieve program goals and objectives.

The hospital will facilitate community meetings and provide technical assistance to partners. MDMC will promote a healthy lifestyle programs through advertising in newsletters, flyers, signage and other methods as needed. The hospital will assist program partners in implementation of healthy lifestyle programs by offering its facilities for programs, sharing its clinical expertise, and other needs as identified throughout the project. The hospital will assist with policy development for projects. Finally the hospital will assist in program evaluation by tracking data needed to measure program objectives and outcomes.

Evaluation:

All education programs will be evaluated with a pre- and post-test completed by participants to measure any increase in knowledge for program objectives. The initiative will also track the number of programs implemented and the number of participants reached to evaluate the program impact.

2. Obesity-related Disease Screenings and Education

Rationale:

According to data obtained from the Robert Wood Johnson Foundation 13% of the tri-county adult population had diabetes, 26% high blood pressure, and 25% had high cholesterol. These rates are all higher than state and national benchmarks.

Fortunately, these serious health issues can be positively impacted by proper nutrition, regular physical activity and maintaining a healthy weight. The rates above, coupled with lower income

and uninsured rates in the tri-county area, prove there is a community need for cardiovascular and diabetes screenings. Such screenings allow for detection of these health issues in low income individuals who may not have a primary care physician. They also provide a teachable moment and opportunity for follow-up between clinicians and those at risk for or suffering from diabetes and cardiovascular disease.

Because of high rates of obesity and obesity-related illness and limited access to screenings, MDMC will continue to offer health and wellness fairs. Screening programs at health fairs are needed so that community members can know their numbers and make necessary lifestyle changes to support good health.

Program Goal

1. Reduce obesity-related disease in the tri-county area through screenings and education.

Program Objectives:

1. MDMC will continue to hold Community Health and Wellness Fairs.
2. Adopt a policy to arrange follow-up for individuals whose screening results are abnormal.

Action Plan: Community Health and Wellness Fairs

MDMC partners with local community agencies to offer health and wellness fairs to community organizations and employers.

Obesity-related screenings offered include blood glucose, blood pressure, cholesterol screening, and body mass index. The hospital will also have educational booths with clinical dietitians, nurses, physical therapist, personal trainers and health educators. These professionals will administer screenings and provide information and follow-up on how nutrition, weight and exercise impact success.

Evaluation:

MDMC would like to offer follow-up to individuals who receive abnormal screening results at community health and wellness fairs. A follow-up program will increase the effectiveness of obesity-related screenings and outline measures for evaluating success.

Hospital staff will also track the number and type of educational booths and the number of encounters at each booth and screening offered at community health and wellness fairs.

3. Physical Activity Education and Outreach

Rational:

Lifestyles that include regular physical activity have been proven to reduce the risk and negative impact of diabetes, cardiovascular disease, obesity, cancer and stroke (Source: CDC).

Prevention and management of such conditions can increase overall health and quality of life.

The percentage of the tri-county area residents battling these conditions is high when compared to state and national percentages. In 2010 according to CDC data of the tri-county area 35% of

residents reported they had no leisure time for physical activity, which was significantly higher than the state and national percentages.

Obesity now affects 17% of all children and adolescents in the United States triple the rate from just one generation ago, according to the Centers for Disease Control. Childhood obesity can have a harmful effect on the body and lead to a variety of adult-onset diseases in childhood, such as high blood pressure, high cholesterol, diabetes, breathing problems, socio-emotional and musculoskeletal problems.

Program Goals:

1. To improve knowledge of and skill in leading a healthy lifestyle among children and their families.

Program Objectives:

1. Provide community education regarding the importance of physical activity.
2. To increase knowledge level of healthy lifestyle of 30 families in the tri-county area by 5% from pre-test knowledge to post-test knowledge level.
3. Continue to participate in the YMCA annual Healthy Kids Day. Provide follow-up to families in need of improving their lifestyle.

Action Plan:

Provide educational sessions for children and parents that focus on nutrition and physical activity through working with the Annual Healthy Kids Day sponsored by the YMCA of Southeast Missouri.

Evaluation:

MDMC would like to offer follow-up to children identified at the YMCA Healthy Kids Day in need of further child and family education.

Hospital staff will also track the number and type of educational offerings and the number of encounters at each booth at the Healthy Kids Day. The hospital will offer at the Healthy Kids Day: information on portion control, healthy recipes and exercise education.

ACCESS TO CARE

Rational:

Several factors contribute to lower access to health care in rural areas like Mississippi, New Madrid and Scott counties, including geography, fewer primary care providers and health care facilities per capita and a lower income population.

Nineteen percent of Mississippi County residents, sixteen percent of New Madrid County residents and sixteen percent of Scott County residents do not have health insurance. The percent of adults without health insurance in all three counties has increased over the last five years. Assistance is needed for low income, uninsured or underinsured patients to access needed health services.

Access to healthcare is an ongoing and national concern. Access to comprehensive, quality health care services is important for the achievement of health equity and for increasing the quality of a healthy life for everyone. It allows individuals to gain entry into the health care system, access a health care location where needed services are provided and find a health care provider with whom the patient can communicate and trust.

There are several components of access to health services, such as coverage, services, timeliness and workforce. MDMC understands the importance of health insurance coverage, which helps patients get into the health system. Lack of adequate coverage makes it difficult for people to get health care. MDMC has a charity care policy that helps patients in need.

Program Goals:

1. Improve access to care for residents of Mississippi, New Madrid and Scott Counties.

Program Objectives:

1. Continue to recruit and retain healthcare providers to the tri-county area.
2. MDMC offers Medicaid and financial assistance enrollment to eligible patients presented for medical care.

Action Plan:

MDMC provides a Patient Account Representative who works with a Social Worker to identify patients in need of financial assistance and meets with uninsured patients to determine their eligibility for any insurance and financial assistance. Eligible patients receive assistance with enrollment.

MDMC will continue to invest in the recruitment of physicians and invest in helping start practices in the service area.

Promote the use of MDMC's five rural health clinics established to provide cost effective quality care.

Evaluation:

The number of individuals who receive assistance for insurance eligibility and the number who are enrolled in programs are tracked by the hospital. Charity care is tracked and reported.

The number of healthcare providers recruited and retained for 5 years by MDMC.