

CHNA Implementation Strategy 2016

Analyzing primary data collected from surveys and focus groups, as well as available data from secondary sources allowed the CNHA Team to analyze the data and then prioritize the health needs for each county within Missouri Delta Medical Center’s service area. The top priority needs from each county were then compared, and the following list with the greatest collective health needs of Mississippi County, New Madrid County and Scott County was created:

Top 5 Priority Health Needs

- Obesity
- Chronic Disease
- Smoking (cancer)
- Mental Illness
- Drug & Alcohol Abuse

Missouri Delta Medical Center’s leadership team was approached with the final CHNA Priority Ranking and asked for guidance on which issues Missouri Delta Medical Center 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 to the best of their ability and a table below summarizes Missouri Delta Medical Center’s implementation strategies to address these key community health needs

Missouri Delta Medical Center – 2017-2019 CHNA Implementation Plan			
Identified Health Needs		Strategies to Address Needs	
Problem	Contributing Factors	How?	Specific Strategies
Obesity	Poor eating habits	Provide education to families (parents & children) on healthy food choices and portion sizes.	Educational activity book geared toward families which includes healthy recipes and healthy eating habits. Books will be available in MDMC clinic waiting rooms and ER.
			Creation of FitKidz by MDMC Graphic Designer (Nutrition Boy, Safety Gal, etc.)to help learning about healthy living attractive to the younger generation. Education with FitKidz through posters,

			handouts, tv lobby, and health fairs.
			Continue to hold Chronic Disease Educational Workshops at Missouri Delta Medical Center.
			Continue to identify patients in need of attending Chronic Disease Educational Workshops offered.
			Provide speakers/presenters about healthy eating at events such as The Annual Women’s Show and The Annual Women’s Health Conference.
			Participate in the annual Healthy Kids Day program at the YMCA with educational dietary information.
			Partner with Stratus Medical Group with promotion of their healthy weight management program.

Missouri Delta Medical Center – 2017-2019 CHNA Implementation Plan			
Identified Health Needs		Strategies to Address Needs	
Problem	Contributing Factors	How?	Specific Strategies
Chronic Disease	Lack of education	Provide education on the proper nutrition to patients with chronic disease (such as diabetes, heart disease) as well as their family.	Continue offering Chronic Disease Educational Workshops and promoting it through the physicians, case managers and other civic organizations.
			Continue to provide free public health screenings at health fairs throughout the

			counties we serve; blood pressure, glucose, lung
			Work with local health departments in each county to promote their diabetes support groups and self-help programs.

Missouri Delta Medical Center – 2017-2019 CHNA Implementation Plan			
Identified Health Needs		Strategies to Address Needs	
Problem	Contributing Factors	How?	Specific Strategies
Cancer	Smoking	Spread the word on the dangers of smoking and smokeless tobacco.	Continue to promote smoking-cessation programs the local health departments are providing.
			Educate medical providers on the resources available for patients who want to quit tobacco usage.

Missouri Delta Medical Center – 2017-2019 CHNA Implementation Plan			
Identified Health Needs		Strategies to Address Needs	
Problem	Contributing Factors	How?	Specific Strategies
Mental Illness	Lack of resources	New program development and education	Partner with Bootheel Counseling in providing Mental Health First Aid programs to area employers. This program introduces participants to risk factors and warning signs of mental illnesses
			Continue to support the Mental Health Counselors implemented in our Rural Health clinics in Sikeston and New Madrid

Missouri Delta Medical Center – 2017-2019 CHNA Implementation Plan			
Identified Health Needs		Strategies to Address Needs	
Problem	Contributing Factors	How?	Specific Strategies
Drug & Alcohol Abuse	Mental Illness	It was discussed in the focus groups that most causes of drug and alcohol abuse are from mental illness.	<i>See Mental Illness strategies.</i>
			Partner with pharmacies that offer a medication reconciliation program in which the Pharmacist visits the patient's home and compares home meds with discharge meds to ensure no discrepancies.