

Carroll County Memorial Hospitals Approach to Community Needs

The goal of Carroll County Memorial Hospital's community needs program is to recognize and respond to the identified community health needs. Through this program, we will increase access and improve health status for the most underserved and vulnerable individuals in our community.

Carroll County Memorial Hospitals Mission, Vision, and Values

The mission, vision, and values of Carroll County Memorial Hospital are crucial statements that direct the conduct and decisions made by our physicians, leaders, and staff.

Our Mission

CCMH is dedicated to the health and well-being of all we serve.

Our Vision

To be the Premier Health Care Destination

Our Values

Integrity
Compassion
Always
Respect
Excellence

Community Health Needs Assessment

A comprehensive Community Health Needs Assessment was conducted for Carroll County. Data collection began in 2014 and ended in June 2015. The analysis included careful review of the most current health data available and input from healthcare service providers and key stakeholders in the community with special knowledge. It was concluded that these health needs are currently of great concern to the communities served by this hospital. These identified areas of concern will address the youth population as well as adults. They are listed below in order of priority.

1. Chronic Health Conditions: Cancer, Heart Disease, Obesity
2. Mental Health/Substance Abuse
3. Access to Care

Carroll County Memorial Hospital's Approach to Implementation

Carroll County Memorial Hospital formed a Community Needs Committee to guide and oversee the development of the Implementation Plan for Carroll County. The Implementation Plan was developed to directly address the health needs and concerns

that were identified in the CHNA. These activities and services are intended to positively impact the communities we serve.

Our Community Needs Committee is composed of distinct individuals that are key to implementing the identified strategic plan-Dietary, Administration, Nursing, Education, Social Services, Quality and Marketing.

Our plan was developed by reviewing the health needs identified through our CHNA. We also considered the availability of resources within and outside our hospital.

Our Plan

The Carroll County Memorial Hospital's Community Needs Council began with our emphasis on three priorities, **Chronic Health Conditions**- with a focus on education and lifestyle choices, **Mental Health**- with a focus on education and support, and **Access to care**- with a focus on cost, geography, and awareness of resources. We developed the following three priority goals:

Short-term Goal - Implement initiatives to promote positive health behaviors, health awareness and education, to reduce life-threatening conditions such as obesity, and heart disease.

Intermediate Goal-Vigorously promote a robust network of resources for our community.

Long-term Goal- Increase and maintain community impact through alliance and partnership.

Community Health Needs Priority #1 Chronic Health Conditions

Rationale:

Chronic Diseases are responsible for 7 out of 10 deaths each year, and treating people with chronic diseases accounts for 86% of our nation's health care costs (Center for Disease Control and Prevention, 2015). Obesity is linked to many health conditions including, but not limited to, diabetes, heart disease, stroke, and cancer. Heart Disease and cancer are top leading causes of death in Carroll County. 32% of Carroll County residents were found to have a BMI greater than 30. Health awareness initiatives that promote positive health behaviors, such as exercise and proper nutrition, will motivate individuals to attain and maintain healthy lifestyles.

Goals and Strategies:

1. Decrease the overall risk of heart disease in Carroll County by offering programs and services to enhance knowledge of heart disease management and control risk factors of heart disease.
 - a) Explore implementation of a cardiac support group for the public.
 - b) Increase community outreach efforts including lectures and screenings (blood pressure and cholesterol) by participating in community events (fairs, senior center events, and American Heart Association programs/events)
 - c) Provide cardiopulmonary resuscitation classes for the community.
 - d) Explore weight management programs and classes.
 - e) Increase awareness of current Cardiac Rehab program.
 - f) Offer community classes focusing on general health/wellness and disease specific management.
 - g) Partner with local pharmacies to continue to provide prescription medication education to consumers on an ongoing basis.
(Particularly those medications to treat chronic health conditions).

2. Explore partnership with community groups to increase awareness of obesity-related diseases and illnesses and increase education for diabetes prevention, early identification of disease management.
 - a) Explore pre-diabetes education programming in hospital and community.
 - b) Explore expansion of diet and exercise education to meet the needs of the community.
 - c) Partner with the local YMCA.
 - d) Explore implementation of free dietician-led nutrition workshops for fitness center members.
 - e) Investigate grant money available to pursue decision of a population health plan.
 - f) Collaborate with local food pantry and grocery store to provide education information to consumers on health heart food options.

3. Explore development of programs for children and families to reduce the prevalence of obesity in children and families living in the service area.
 - a) Explore need for nutrition counseling for families.
 - b) Focus on working with local child care centers.
 - c) Explore providing education to local schools.
 - d) Explore healthy cooking demos specifically for children in partnership with schools, Boy and Girl Scouts, and 4-H.
 - e) Explore providing nutrition and fitness education for summer recreation programs.

- f) Continue collaboration with the local YMCA to promote an active and health lifestyle for the youth of Carroll County.
- g) Partner with the local health department(Breastfeeding initiatives)
- h) Explore conducting adult health cooking demos.
- i) Explore implementation of an annual health fair for children.

<p>Community Health Needs Priority #2 Mental Health/Substance Abuse</p>
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Rationale:

Per the CHNA, Mental health illnesses can increase the risk for homicide, suicide, and other accidents as well as chronic conditions. Access to mental health services is of increasing concern to the communities that CCMH serves. Alcohol and substance abuse can be related to many leading causes of death. In 2014, 42 individuals in Carroll County were admitted into substance abuse treatment programs. By increasing access and awareness of existing services, more community members will be able to find and utilize the care they need.

Goals and Strategies:

1. Increase awareness of community resources.
 - a) Create a community resource guide.
 - b) Explore partnership with behavioral health community to identify additional public locations for resource guide distribution.
 - c) Explore partnership with local libraries to make resource information publicly available.
 - d) Explore partnership with Burrell Behavioral Health to promote current services available to the community.
 - e) Market our current Senior Life Solutions program to provide the community with information about the program.

2. Collaborate with local school districts to review current methods of identifying youth at risk for mental health issues and offer collaborative assistance.
 - a) Reach out to local school counselor and provide statistics from the most recent CHNA.
 - b) Provide schools with Burrell Behavioral Health contact information to assist with resources for students and administration.

3. Provide resources to support and assist with prevention and treatment of alcohol and substance abuse.
 - a) Explore collaboration with community based programs such as I Choose Recovery (ICR) and AA/NA meetings.

- b) Provide contact information for these programs in our resource guide.
- c) Assist with partnership and collaboration between local law enforcement and Community Mental Health Liaison and other local counseling services.

Community Health Needs Priority #3 Access to Care
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Rationale:

The CHNA revealed that access to care is a problem within our community, particularly with our vulnerable populations. This population is more likely to need assistance finding those health services that are available to them and their families.

Goals and Strategies:

- 1) Improve the ability of community members to access basic and preventative care and especially for the uninsured and underinsured.
 - a) Provide community education on how to access health care.
 - b) Collaborate with key community partners to develop a Carroll County resource guide that will include available health, wellness, dental, spiritual, mental health, and fitness services. Place the guide on the CCMH website and throughout the County at key points of contact.
 - c) Collaborate with the Health Care Coalition of Lafayette County to increase medical and dental services offered to the underserved population through creation of FQHC.
 - d) Create a marketing plan to increase awareness of services offered at or through CCMH.
 - e) Finalize construction and expansion services to include: larger outpatient specialty clinic to house additional specialties, outpatient surgery center, and centralized medical office building.
 - f) Explore partnership with community based organizations to increase outreach and education about health care coverage enrollment service through CCMH staff.
 - g) Explore collaboration with the National Rural ACO to start Patient Centered Medical Home Program.

