

Community Health Needs Implementation Plan

Completed and Published: June 2013



Table of Contents

Purpose.....	Page 3
Community Description.....	Page 3
SWOT.....	Page 5
CHNA Conclusions / Prioritized Needs.....	Page 6
Implementation Action Plan	Pages

Purpose

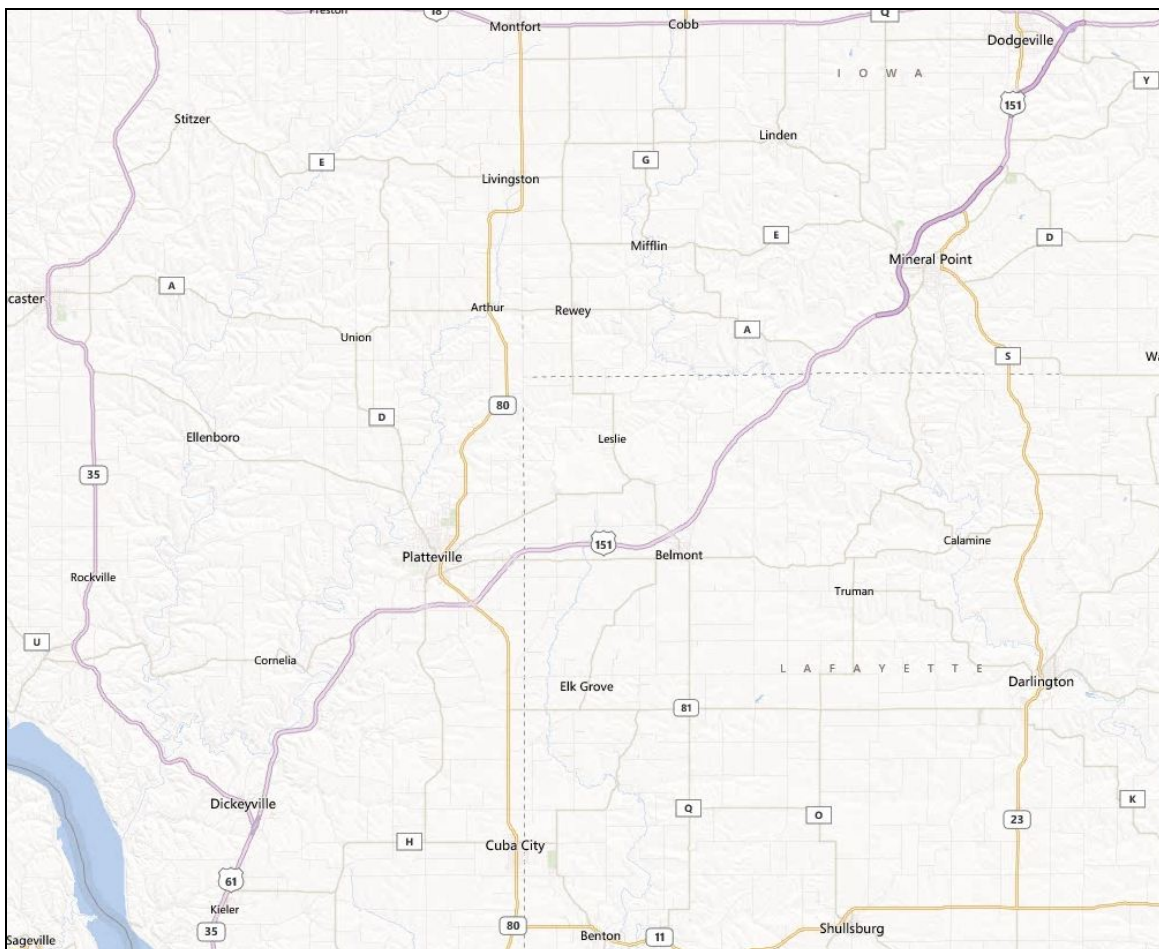
It is the vision of Southwest Health Center (SHC) to improve the health of our communities. In April 2013, SHC published (in cooperation with other area hospitals, the Grant County Health Department and UW Extension) a Community Health Needs Assessment (CHNA) that prioritized our area's health needs. The purpose of the community health needs implementation plan is to outline concrete action plans that SHC can take to address those needs identified in the CHNA in a fiscally responsible manner.

Likewise, other partners in the recent CHNA process are preparing their own action plans based on their unique set of circumstances and resources.

Community Description

Geographically, SHC's primary service area includes the towns and surrounding rural areas of Platteville, Belmont, and Cuba City, Wisconsin. Our secondary service area includes Benton, Shullsburg, Hazel Green, Dickeyville, Livingston, Montfort, Potosi, and Mineral Point.

Our service area includes all residents and populations and does not discriminate based on age, sex, income, race, or any other criteria.



SWOT

SHC and our communities (including other providers) are affected by a wide array of strengths, weaknesses, opportunities and threats, all of which impact their collective ability to impact community health.

Strengths:

- Strong hospitals (financially viable with quality outcomes)
- Primary care providers and primary care market share
- Profile of hospitals and providers in rural communities
- Strength in local economies
- Strong hospital and community health communicators
- Relatively high employment rate in Grant County

Weaknesses:

- Diabetes, obesity, heart disease rates
- Culture of poor eating habits
- Culture of heavy and binge drinking
- Lack of occupational health initiatives
- Limitations of data
- Limitations of available staff for outreach
- Relatively high unemployment rate in Crawford County
- High Poverty rate
- Aging populations

Opportunities:

- Prevention and early intervention
- Focus on Metabolic Syndrome, now a widely agreed upon condition in which someone has three of these five: obesity, diabetes, high cholesterol or other lipids, cardiovascular disease, hypertension.
- Reduce stigma of mental health
- Telemedicine
- Increase dental providers and resources
- Advocacy and education

Threats:

- Future declines in reimbursement
- Limited access to mental health and dental services
- Community apathy, status quo, inertia
- Aging population (especially where combined with chronic medical conditions and relatively high poverty)
- Healthcare workforce shortages

CHNA Conclusions / Prioritized Health Needs

The consortium partners involved in the 2013 Community Health Needs Assessment process share a common vision of improving health in their communities. Each participating organization has access to different resources, works with a different set of specific community attributes, and will ultimately address community health needs in somewhat different ways. Nevertheless, the partners agree on these identified health needs:

1. Empowering People

- Reducing/eliminating barriers to access
- Creating opportunities for screenings/early intervention
 - Cardiovascular disease
 - Diabetes
 - Depression
 - Cancer
 - Metabolic Syndrome
- Improving patient advocacy
- Providing health and wellness education
- Offering free or low-cost screening activities
- Eliminating the stigma of mental health

2. Connecting People to Services and Resources

- Improving patient advocacy
- Raising awareness of existing clinical services
 - Mental health
 - Preventive services
 - Family medical care
 - First-trimester care
 - Alzheimer's care
 - Diabetes care
- Offering important community services
 - Smoking cessation
 - Pregnancy, labor and delivery classes
 - Free or low-cost health and wellness classes
 - Senior specific programs
- Increasing cancer screening and prevention awareness
- Recruiting and retaining dental providers/improving access to dentistry

3. Creating a Healthy Environment and a Culture of Wellness

- Promoting healthy eating and active living and support healthy choices
- Promoting access to healthy foods and activities
- Engaging in injury awareness activities
- Supporting drug abuse and excessive alcohol use prevention efforts
- Focusing education and change on underlying causes of Metabolic Syndrome

Implementation Action Plan

In the coming three years, SHC will build on previous efforts (from the recent successful Heart of the Community initiatives to new service development initiatives) while creating new opportunities to collaborate with regional providers and local partners.

Prioritized Need	Problem	Strategy	Actions
Eliminate barriers to access	Rural areas are often underserved by medical specialties, especially mental health	Leverage technology Innovate to find and keep specialists local	Implement and promote telemedicine for psychiatry Implement and promote telemedicine for stroke Initiate public awareness stroke campaign to improve access to improved stroke care Initiate a public awareness campaign to help reduce the stigma of mental health Create a new women's center to expand access to OB/GYN care while helping make the practice of a full time specialist fiscally viable Identify and evaluate additional clinical opportunities for telemedicine
Create opportunities for screenings/early intervention, including free and low cost alternatives	Screenings and early intervention reduces costs and can save lives, especially for cancer, diabetes, depression, cardiovascular disease, and metabolic syndrome	Leverage current and new outreach opportunities	Bring new screenings to annual Senior Expo and Elderfest events Create, sponsor and host a new major community health fair in 2014 Actively promote web

			<p>screenings and local outreach activities via social media and other public relations vehicles (depression screenings and memory screenings, BMI, sleep apnea, diabetes/glucose, etc)</p> <p>With a new oncology program, initiate a local cancer screening outreach program.</p>
<p>Improve patient advocacy.</p> <p>Boost awareness of existing and new clinical services</p>	<p>Low awareness of existing options or programs</p> <p>Mental health stigma</p>	<p>Act as a partner in local coalitions and group to improve knowledge of area services</p> <p>Provide outreach and awareness building opportunities for under utilized services</p>	<p>Provide a resource list on website</p> <p>Initiate new occupational health program to open communication with area employers</p> <p>New community health fair in 2014</p> <p>Vigorously pursue mental health outreach opportunities around the community</p>
<p>Provide health and wellness education</p>	<p>Cultural barriers to wellness</p> <p>Many lack specific knowledge, encouragement, or support systems to make lifestyle/behavior changes</p>	<p>Organize to offer a combination of class education, outreach, and web resources to reach people in all stages (Transtheoretical Model, Prochaska, Norcross, and DiClemente) of lifestyle change</p>	<p>Assemble a cross-functional team to consider opportunities and assemble a plan for organizing new Heart of the Community Education and Outreach</p> <p>Implement a system to track education and outreach results in terms of participants</p> <p>Gather new information on specific needed program from</p>

			<p>community and business with the launch of a new occupational health program</p> <p>Make appropriate program resources available online</p>
Recruiting and retaining providers	Southwest Wisconsin has long been medically underserved in many specialties	Create a model environment in which to work and practice	<p>Recruit and retain specialists in orthopedics, OB/GYN, Family Practice and other specialties as determined feasible</p> <p>Innovate and aggressively market new centers for orthopedics and women's health</p>
<p>Offering important community services (i.e. smoking cessation, etc)</p> <p>Supporting drug and alcohol abuse prevention</p>	<p>Smoking and substance abuse, child mortality and development, senior frailty</p> <p>Binge drinking increasing drug use</p>	<p>Realign existing programs and fill gaps</p> <p>Program to identify and help those who need it find treatment</p>	<p>Review pregnancy, labor and delivery classes for opportunities to improve curriculum and reach</p> <p>Create a new baby sitter class targeting teens</p> <p>Promote available smoking cessation resources</p> <p>Seek grant funding with Rural Wisconsin Health Cooperative for program to impact alcohol abuse</p> <p>Work with Community Advisory Board to broaden reach of Young At Heart free senior</p>

			club
<p>Education to change underlying causes of metabolic syndrome</p> <p>Promoting healthy eating and active living</p> <p>Promote access to healthy foods</p>	Cultural barriers to healthy lifestyles	Work with community to develop partnerships with the common goal of making healthy choices easier	<p>Continue support of safe routes to school program and sponsorships and involvement in wellness events and activities</p> <p>Leverage above cooperative efforts with community partners to explore avenues for increasing visibility and participation in existing programs and exciting new opportunities</p> <p>Employ communications vehicles (Heart 2 Heart magazine, social media, local media health pages) to highlight local healthy living champions, programs, and learning opportunities</p> <p>Create and sponsor a new annual community health living award, recognizing a group or individual who makes a remarkable contribution</p>
Increasing cancer screening and prevention awareness	Oncology programs unavailable in service area	Create a new oncology program at SHC	<p>Partner with a regional provider to recruit and retain necessary professionals</p> <p>Include an outreach program that offers periodic screening and educational opportunities</p>

Engaging in injury awareness activities	High rates of auto and farm accidents	Prevention education and safety checks	<p>Partner with AARP to provide senior driving program during a new health fair to be held in 2014</p> <p>Sponsor Grant County Farm Safety Day</p>
---	---------------------------------------	--	--