

**COMMUNITY HEALTH NEEDS ASSESSMENT
IMPLEMENTATION STRATEGY PLAN
2013**

I. INTRODUCTION:

Memorial Community Health is a private, non-profit corporation that operates Memorial Hospital, a Critical Access Hospital. Memorial Hospital worked with the community and the Central District Health Department to assess the health needs of the community. Over the past two years, MCHI has participated with the Health Department through a process called Mobilizing for Action through Planning and Partnership (MAPP).

As a result of that assessment, MCHI has identified obesity and cancer as the top needs to be addressed. For more information on the assessment, please see the companion document entitled Community Health Needs Assessment. This document outlines the implementation strategies and plan associated with priority needs of obesity and cancer.

II. DESCRIPTION OF WHAT MCHI WILL DO TO ADDRESS COMMUNITY HEALTH NEEDS

Memorial Community Health uses health information and community feedback in the development of its strategic plan. The planning process begins with a review of the Mission and Vision of MCHI. The Community Health Needs Assessment (CHNA) has been a valuable resource in the hospital's planning process. The report has been shared with senior leadership, directors and managers, as well as physician leaders.

MCHI has a rich history of working with the community to address community health needs. As a partner, the community looks to MCHI to lead the charge for any health, healthcare and wellness activities. MCHI's Missions Statement is "From Beginning to End, Improving Lives through Community Health Services". Living that Mission encompasses a broad variety of services To live that Mission, MCHI recognizes that addressing the health needs of the community, is as important as providing medical care.

In keeping with its Mission, MCHI will continue to address community needs by providing quality and safe care to those in need according to our charity care policy.

III. ACTION PLANS

A. Obesity:

Obesity was identified as the number one health concern in the Community

Health Needs Assessment. Specific actions include:

- Annual Health Fair: Each year MCHI sponsors a health fair for the community. Screening laboratory work is provided at a greatly reduced rate but the value of the fair is the educational booths by every department of the Hospital and various other health related vendors in the community.

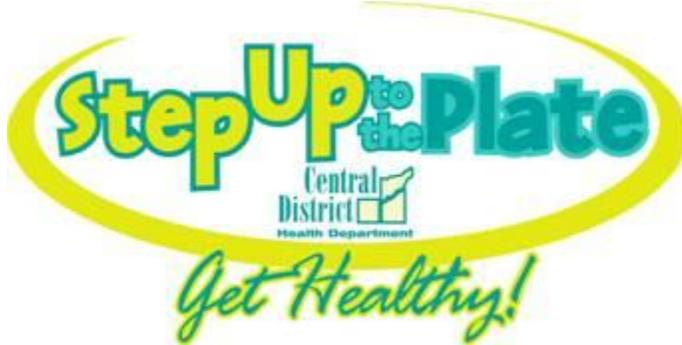


- Annual Health Challenge: With other sponsors, MCHI will continue to fund through donations and in kind services the Hamilton County Health Challenge. Winning teams are selected by the percentage of weight loss.
- Rockin Family Fun: Led by the MCHI Rehab team, and in partnership with Aurora Jazzercise and the Aurora Fitness Center, this group focuses on ways to encourage families to get out together to be active and to make healthy eating choices daily. Educating parents, guardians, and mentors to be supportive role models for children in our community, is a primary goal. It involves getting adults to be active *with* their kids, both in physical activity and in activities such as grocery shopping and cooking, to promote healthy family lifestyles. In conjunction with the annual Fun Run, this group developed a training chart to help families prepare their kids for the Kid's Run. Other activities will be planned throughout the year



- Annual Fun Run: During the A'ROR'N Days MCHI sponsored a Fun Run of 5K or 10K and a Childrens 1K. Included is also a wellness walk which is open to everyone without registration.
- National Farmers Market: Eating healthy and safely with fresh fruits and vegetables is the message we give at the Farmers Market.

- **Step Up to the Plate:** This initiative was developed in cooperation with the Central District Health Department (CDHD). The name envisioned focuses on the “Choose My Plate” initiative as well as stepping up to encourage exercise and activity. Besides these focuses, this group completed a survey of area businesses on determining their readiness to initiate healthy policies in their businesses and/or a wellness program for their employees. While the grant period for the program is soon to end, the Health Department and MCHI have committed to continue to focus on the worksite wellness activities that the grant initiated.



- **Rockin Wednesdays:** Beginning with the school year 2013-14, the MCHI Occupational Therapist will be in charge of a program of after school activity and fun at the Edgerton Explorit Center. The Edgerton Center is Nebraska’s only recognized science center and is located in Aurora. Starting last school year, Aurora Public School started on a schedule where the students were let out early every Wednesday to allow time for teacher inservice and planning. This created a void for many students of working parents. This program at the Edgerton Center will be structured with healthy snack, a period of exercise, homework and play. MCHI is excited to have our school based OT as the coordinator of this project.

B. Cancer Prevention and Early Detection:

Cancer was identified as the second largest concern on the Community Health Needs Assessment. The impact that MCHI could have on this issue is in the areas of prevention and early detection. The Mayo Clinic identifies 7 habits for the prevention or reduction in the risk of cancer. Our implementation strategies are organized around those 7 proven habits for our community.

- **No Tobacco:** Hamilton County does not currently have a regular program for helping citizens become tobacco free. A goal will be to work with the Central District Health Department and MCHI staff to implement a program as needed.
- **Healthy Diet:** As discussed in the obesity section, MCHI will continue to work on many areas to encourage health eating. Besides those already discussed, we will continue to support a free diabetic support group and provide regular education in our newsletter called “Heath Matters”. At the health fair education will be provided on healthy eating choices and as able cooking demonstrations for recipe conversion.

- **Be Physically Active :** MCHI has several initiatives for encouraging people to be more active. These are discussed in the obesity section.
- **Protect From the Sun:** Provide education in the newsletter “Health Matters” on the risk of sun exposure and tanning. Encourage the providers to discuss this with their patients. Work with the school, through the school nurse, to provide education to students on the risk of skin cancer.
- **Get Immunized:** MCHI conducts the community Immunization Clinic. We will continue to conduct community clinics and reach out to businesses.
- **Avoid Risky Behaviors:** Education on the correlations between risky behaviors and cancer will be provided at the health fair.
- **Regular Medical Care:** In 2014 MCHI will be implementing a new Electronic Medical Record. Part of this will provide automatic health screening reminders for each patient when they are being seen. These reminders will allow the provider to discuss the value of any important screenings based on the patient’s age, sex, etc. The providers at MCHI will be better able to help their patients keep on track of everything from vaccinations to colonoscopies.
 - **Breast Cancer:** A large initiative for early detection of breast cancer began with the installation of a new digital mammography. MCHI will hold an annual Breast Health Event open to all women to educate them on the benefits of early detection and the advantages of mammography and self breast exam. The goal is to increase the percentage of women to receive screenings as indicated by the American Cancer Society.
 - **Prostate Cancer Screening:** As discussed under the Obesity section, MCHI holds an annual health fair. Part of the laboratory work included is a PSA. While there is some controversy around screening PSA for prostate cancer, it has proven a value as screening and as a less expensive way for some men to follow their levels as being followed by the doctor.
 - **Colon Cancer Screening:** As more people have wellness and health screening coverage in their health insurance, completing a screening colonoscopy according to recommendation will be easier for many. The EMR will help providers track patients who need screened.

IV. COMMUNITY HEALTH NEEDS NOT BEING ADDRESSED:

- A. There are several lower priority needs identified in the Community Health Assessment that are not being addressed in this plan.
- B. Staffing is not available to plan and implement any additional programs. MCHI determined that it is better to complete fewer activities better than to not do anything well.

- C. Financial resources are also limited to be able to staff and implement additional projects.
- D. MCHI believes that focusing on the two areas identified will have the biggest impact on the health of the community.

V. ADOPTION AND APPROVAL:

The Memorial Community Health Board of Directors approved the Community Health Needs Assessment Implementation Strategy Plan on August 20, 2013.