

2013

Phoebe Worth Medical Center
Implementation
Strategy

807 S. Isabella Street
Sylvester, GA 31791

Phoebe Worth Medical Center

Implementation Strategy

For FY2013-2015 Summary

Phoebe Worth Medical Center is a 25 bed critical access hospital located in Sylvester, Georgia. In June of 2013, the hospital conducted a Community Health Needs Assessment (CHNA) to identify the health needs of Worth County. The Implementation Strategy for Phoebe Worth Medical Center was developed based on findings and priorities established in the CHNA and a review of the hospital's existing community benefit activities.

This report summarizes the plans for Phoebe Worth Medical Center to sustain and develop community benefit programs that 1) address prioritized needs from the 2013 Phoebe Worth Medical Center CHNA and 2) respond to other identified community health needs.

The following prioritized needs were identified by the community and the CHNA steering committee. Particular focus was placed upon these needs in developing the implementation strategy.

1. Adolescent Lifestyle-Including Alcohol, Tobacco, and Drugs
2. Obesity and Diabetes
3. Access to Care-Providers and Prevention
4. Mental Health
5. Heart Disease and Stroke
6. Senior Health
7. Access to Care-Transportation
8. Teen Birth Rate

Phoebe Worth Medical Center has addressed each of the health needs identified in the CHNA. Phoebe Worth Medical Center developed implementation strategies to address each of the health issues identified over the next three years.

Specific implementation strategies for each of the CHNA identified health needs are addressed in the following appendices to this report.

1. Adolescent Lifestyle-Including Alcohol, Tobacco, and Drugs (Appendix 1)
 - a. There is a need for family oriented education on the dangers and consequences of underage drinking and binge drinking.
 - b. There is a need for more education and monitoring of adolescent behavior in the schools.
 - c. Adolescents have easy access to alcohol in the community. There is a need for collaboration among community agencies to help prevent underage access to alcohol.
2. Obesity and Diabetes (Appendix 2)
 - a. There is a need for education and awareness on the causes, prevention, and intervention for diabetes and obesity.
 - b. There is a need for specific education on how to purchase and cook healthy foods on a budget.
 - c. There is a need for more resources to help individuals adopt an active lifestyle.
3. Access to Care- Providers and Prevention (Appendix 3)
 - a. There is a need for free or low cost care options for the working poor, uninsured, or underinsured.
 - i. There is a need for a convenient care clinic for non-emergent health issues.
 - b. There is a need for education and awareness regarding prevention of chronic illnesses.
 - c. There is a need for centralized resource directory
4. Mental Health (Appendix 4)
 - a. There is a shortage of providers and services.
 - b. There is a need for education and awareness regarding depression.
5. Heart Disease and Stroke (Appendix 5)
 - a. There is a need for education and awareness on prevention and signs and symptoms of cardiovascular risk.
6. Senior Health (Appendix 6)
 - a. There is a need for more local services and specialists.
 - b. There is a need for education and awareness of Senior health conditions.
 - c. There is a need for education and awareness on Senior abuse and neglect.
7. Access to Care Transportation (Appendix 7)
 - a. Transportation to healthcare providers is an issue for all population groups, especially the young, the poor, and the Senior residents.
8. Teen Birth Rate (Appendix 8)
 - a. There is a need for education and awareness for adolescents concerning sex education and contraception use.

<p>Community Work Plan for Adolescent Lifestyle Including Alcohol, Tobacco, and Drugs CHNA Page Reference - pages 69-73, 75</p>	
Health Problem	Outcome Objective
<p>A. Lack of education on dangers of alcohol and drugs B. Lack of education and monitoring of adolescent behavior C. Easy access to alcohol</p>	<p>A. Increased education about alcohol and drugs B. Increased education and awareness on ways to monitor adolescent health C. Increased security measures to prevent access to alcohol</p>
<p>Related Healthy People 2020 objectives:</p> <p>SA-8 Increase the proportion of persons who need alcohol and/or illicit drug treatment and received specialty treatment for abuse or dependence in the past year</p> <p>SA-9 Increase the proportion of person who are referred for follow-up care for alcohol problems, drug problems after diagnosis, or treatment for one of these conditions in a hospital emergency department (developmental)</p> <p>SA-2.1 Increase proportion of at risk adolescents aged 12 -17 years who in the past year refrained from using alcohol for the first time</p> <p>SA-2.2 Increase proportion of at risk adolescents aged 12-17 years who in the past year refrained from using marijuana for the first time</p> <p>SA-13 Reduce the past-month use of illicit substances</p> <p>SA-14 Reduce the proportion of person engaging in binge drinking of alcoholic beverages</p> <p>ECBP-2.6 Increase the proportion of elementary, middle, and senior high schools that provide comprehensive school health education to prevent health problems in alcohol or other drug use</p>	
<p>Possible Collaborations:</p> <ul style="list-style-type: none"> • Law enforcement • Worth County Health Department • Sylvester-Worth County Recreation Department • Boys and Girls Club (Albany) • Healthcare providers 	

Implementation Strategy:

- A. The hospital will address community awareness and education via a series of articles published in the local newspaper and Worthit2u, regional online news source. The ad campaign will provide educational materials on the dangers of adolescent alcohol and drug usage and provide informative information addressing the monitoring of behaviors associated with alcohol and drug abuse.

- B. The hospital will collaborate with local law enforcement on hosting “A Night Out Against Crime” an event that provides a medium for educating the community on monitoring adolescent behavior.

- C. The hospital will collaborate and sponsor the County EMS in hosting lifestyle awareness classes in school events.

Community Work Plan for Obesity and Diabetes
 CHNA Page Reference - pages 52-59

Health Problem	Outcome Objective
A. Lack of prevention education and awareness B. Limited places and resources for physical activity and healthy living	A. Reduction of the number of adults and children in Worth County that are overweight, obese, or diabetic B. Increased access to places or resources for physical activity and healthy living

Related Healthy People 2020 objectives:

- NWS-9 Reduce the proportion of adults who are obese
- NWS-10 Reduce the proportion of children and adolescents who are considered obese.
- D-1 Reduce the annual number of new cases of diagnosed diabetes in the population
- D-3 Reduce the diabetes death rate

Possible Collaborations:

- Boys and Girls Club (Albany)
- Healthcare providers
- Sylvester-Worth County Recreation Department
- Diabetes Support Group Meetings Community Health Fairs
- Sylvester Farmer’s Market
- Walking groups
- Worth County High School

Implementation Strategy:

- A. The hospital will work toward reducing the number of adults and children in Worth County that are obese, overweight, or diabetic by participating in and sponsoring local health fairs and Farmer’s Market activities. These venues will provide a medium for the hospital to increase the availability of educational nutrition information. The hospital will also increase self-awareness of weight status by offering free or reduced charge health biometric screenings.

The hospital will address community awareness and education via a series of articles published in the local newspaper and Worthit2u, regional online news source. The ad campaign will provide educational information regarding nutritional needs and healthy choices and provide information on affordable places for exercise such as the local community center’s exercise programs.

The hospital will collaborate with the Network of Trust, an in-school, interactive outreach

program that is funded by Phoebe Putney Memorial Hospital, on providing educational information in the schools regarding obesity and diabetes.

- B. The hospital will continue to explore ways to assist in funding local activities, such as Relay for Life, Little League Team, or any other program that promotes physical activity. As well as, continue to support the local Health Department's Stroke and Heart Attack Prevention (SHAPP) and Diabetes Program.

Community Work Plan for Access to Care-Providers and Prevention
 CHNA Page Reference - pages 82-94

Health Problem	Outcome Objective
<ul style="list-style-type: none"> A. Access to affordable healthcare B. Education on prevention C. Education regarding available services 	<ul style="list-style-type: none"> A. Increased access to healthcare for the underinsured and uninsured residents B. Increased awareness and access to prevention education C. Increased community awareness of healthcare resources and financial assistance available in community
<p>Related Healthy People 2020 objectives:</p> <p>AHS-1 Increase the proportion of persons with health insurance AHS-3 Increase the proportion of persons with a usual primary care provider AHS-4 Increase number of practicing primary care medical providers - Developmental</p>	
<p>Possible Collaborations:</p> <ul style="list-style-type: none"> • Health Department • Healthcare providers • Senior Center • Community Center • Area Agency on Aging-Southwest Georgia (SOWEGA) 	
<p>Implementation Strategy:</p> <ul style="list-style-type: none"> A. The hospital will improve access to the uninsured and underinsured by helping to minimize the cost of healthcare to the individual. The hospital will do this by increasing healthcare access through the hospital's financial charity and indigent care program. B. The hospital will continue to support local health fairs and will begin to offer free or reduced charge biometric health screenings to educate individuals on the prevention of diseases and conditions and education on the importance of having a primary care provider. C. During the community focus group meetings and key stakeholder interviews, it became apparent that there is a need for a centralized community resources directory. The directory will be distributed to physician offices, hospital registration areas, rural health clinics, local papers, and other venues with special emphasis on reaching the low-income, uninsured, 	

minority and chronic disease populations.

The hospital will address community awareness and education via a series of articles published in the local newspaper and Worthit2u, regional online news source. The ad campaign will provide a means of educating our community on our hospital's financial assistance program as

well as our hospital's indigent pharmacy drug program, RX Plus. The articles will also provide a means of educating on other local services available.

<p>Community Work Plan for Mental Health CHNA Page Reference -pages91, 96</p>	
Health Problem	Outcome Objective
<p>A. Lack of education and awareness B. Lack of mental health services and providers</p>	<p>A. Increased education and awareness about mental health B. Increased access to mental health services</p>
<p>Related Healthy People 2020 objectives:</p> <p>MHMD-6 Increase the proportion of children with serious mental health problems who receive treatment MHMD-9 Increase the proportion of adults with mental health disorders who receive treatment</p>	
<p>Possible Collaborations:</p> <ul style="list-style-type: none"> • Healthcare providers • Health Department 	
<p>Implementation Strategy:</p> <p>A. The hospital will collaborate with regional mental health providers to increase education and awareness surrounding mental health.</p> <p>B. The hospital will collaborate with regional mental health providers to develop a community resources directory to help individuals navigate and find appropriate mental healthcare services.</p>	

Community Work Plan for Heart Disease and Stroke CHNA Page Reference -pages 37-40	
Health Problem	Outcome Objective
Lack of education and awareness on prevention	Increased access to education and awareness for early prevention of heart disease and stroke
<p>Related Healthy People 2020 Objectives:</p> <p>HDS-2 Reduce coronary heart disease deaths HDS-3 Reduce stroke deaths TU-1.1 Reduce cigarette smoking by adults TU-2.2 Reduce cigarette use by adolescents within last 30 days TU-4 Increase smoking cessation attempts by adult smokers TU-7 Increase smoking cessation attempts by adolescent smokers D-13 Increase the proportion of adults with diabetes who perform self-blood glucose monitoring D-14 Increase the proportion of persons with diagnosed diabetes who receive formal diabetes education D-15 Increase the proportion of persons with diabetes whose condition has been diagnosed</p>	
<p>Possible Collaborations:</p> <ul style="list-style-type: none"> • Community Health Fairs • Senior Center • SOWEGA Council on Aging • Health Department • Local providers 	

Implementation Strategy:

The hospital will provide free or reduced biometric health screenings in our local family practice clinic. The hospital will provide education materials to at-risk patients through health fairs, health screenings, and physician visits.

The hospital will continue to donate and support the local Health Departments Stroke and Heart Attack (SHAPP) and Diabetes program.

The hospital will collaborate and sponsor the county EMS efforts to provide free CPR classes in the community.

The hospital will collaborate with resources available through Phoebe Putney Health System.

The hospital will address community awareness and education via a series of articles published in the local newspaper and Worthit2u, regional online news source. The ad campaign will provide a means of educating our community on early prevention and awareness.

<p>Community Work Plan for Senior Health CHNA Page Reference -pages 95-96</p>	
Health Problem	Outcome Objective
<p>A. Lack of gerontology providers B. Lack of education and awareness on health issues across the healthcare continuum C. Lack of education on Senior abuse and neglect</p>	<p>A. Increased access to gerontology providers B. Increased knowledge of senior health issues and increased access to prevention education C. Increased knowledge ofSenior abuse and neglect</p>
<p>Related Healthy People 2020 objectives:</p> <p>AHS-1 Increase the proportion of persons with health insurance AHS-3 Increase the proportion of persons with a usual primary care provider AHS-4 Increase number of practicing primary care medical providers - Developmental OA-1 Increase the proportion of older adults who use the Welcome Medicare benefit OA-2 Increase the proportion of older adults who are up to date on a core set of clinical preventive services</p>	
<p>Possible Collaborations:</p> <ul style="list-style-type: none"> • Health Department • Healthcare providers • Senior Center • Community Center • Nursing Home 	

Implementation Strategy:

- A. During the community focus group meetings and key stakeholder interviews, it became apparent that Seniors and their caregivers do not know where to go for care; especially specialty care. There is a need for a centralized community resource directory. The hospital will collaborate with other community service providers to develop such a directory that can be distributed throughout the community, with special emphasis on reaching the Senior population and their caregivers (See also *Access to Care-Providers and Prevention*).
- B. The hospital will provide community outreach by participating and sponsoring health fairs organized by the local Senior Center and Nursing Home. The health fairs will provide a venue for providing health education but also making Seniors and their families aware of the hospital's financial assistance program, Patient First Care.
- C. The hospital will develop and make available brochures addressing awareness of Senior abuse and signs of neglect. The hospital will also, as a part of the ad campaign, run ads in the local paper and online news source educating the community on Senior health needs and resources available in our area and provide information pertinent to Senior abuse and neglect.

<p>Community Work Plan for Access to Care - Transportation CHNA Page Reference - pages 91, 93-94</p>	
Health Problem	Outcome Objective
<p>Transportation is an issue for all population groups, especially the young, poor, and Senior residents.</p>	<p>Increased access to transportation for all county residents</p>
<p>Related Healthy People 2020 objectives:</p> <p>AHS-3 Increase the proportion of persons with a usual primary care provider</p> <p>AHS-5 Increase the proportion of persons who have a specific source of ongoing care</p>	
<p>Possible Collaborations:</p> <ul style="list-style-type: none"> • Senior Center • Healthcare providers • Health Department 	
<p>Implementation Strategy:</p> <p>It is beyond the hospital’s mission and financial resources to provide transportation. As described in the strategies related to <i>Access to Care - Providers and Prevention</i>, the hospital will increase access to health services by providing screenings and other forms of preventive care in community locations other than the hospital’s main campus. The hospital will provide a community resource directory that will guide individuals to transportation services.</p>	

Community Work Plan for Teen Birth Rate CHNA Page Reference - pages 64-66	
Health Problem	Outcome Objective
Lack of early education and awareness regarding sex education	Early education on sex and contraceptive use will decrease teen birth rate
<p>Related Healthy People 2020 objectives:</p> <p>FP-6 Increase the proportion of females or their partners at risk of unintended pregnancy who used contraception at most recent sexual intercourse</p> <p>FP-8 Reduce the pregnancy rate among adolescent females</p> <p>FP-9 Increase the proportion of adolescents aged 17 years and under who have never had sexual intercourse</p>	
<p>Possible Collaborations:</p> <ul style="list-style-type: none"> • Health Department • School System 	
<p>Implementation Strategy:</p> <p>There is a lack of community consensus on the recommended curriculum for sex education. This lack of consensus creates a barrier to the hospital directly addressing the need. A partnership between the school system and public health would better serve this identified need. The hospital will provide a community resource directory to the community to identify health resources for pregnant teens.</p> <p>The hospital will collaborate with the local Health Department and the Network Of Trust Program, an in-school, interactive outreach program that is funded by Phoebe Putney Memorial Hospital, to provide early education and awareness regarding sex education and the lifestyle choices involved.</p>	