



Centerville Medical Center

Community Health Needs Assessment

**IMPLEMENTATION PLAN**

2019-2021



## CHNA Implementation Plan Tactics - MercyOne Centerville PSA (Appanoose Co IA)

Wave #3 2019 CHNA Health Needs Tactics - Year 1 of 3 (Starting 7/1/2019 - 6/30/20)

	CHNA Health Areas of Need	T	"Specific Actions" to Address Community Health Need or "Reasons Why Hospital Will Not" Address Need	Identified "Lead"	Identified Partners	Timeframe	Resources (Hours)	\$\$\$
1	Mental Health (Diagnosis, Care, Aftercare)	a	Promote existing mental health services, facilities and providers. Educate community on placement process and options. Use all Mental Health organizations to market service offerings and assistance programs in PSA.	CHCSI / SCBH	RHCH, OLS, NAMI, FR, CCB, SIEDA, MOCV- Sr Life Solutions, HD, Law, Clergy			\$0
	These health needs are not part of hospital mission of critical operations. Will partner with others as appropriate.	b	Continue the build relationships with key community referral partners in the area of Mental Health.					
		c	Continue to update and maintain social media (Facebook) wellness information page (South Central Behavioral Health) listing service offerings in Appanoose County.					
		d	Continue to promote to providers Depression Screening tools during primary care visits. Also, continue to send Psych providers to nursing/retirement homes.	MercyOne	MercyOne Clinic and ER providers		Identify Screening Tool Educate Providers	\$1,000
		e	Continue to update Community Inventory Database to document scope of mental health services availability / hours of service. Work with service providers to expand services and hours as needed.					
		f	Educate community (using both traditional & digital Media) to understand mental health problems, stigma and the effects of poor insurance. Focus on bullying in schools and depression.					
		g	Investigate & secure grant writing funds to support mental health education and services. If available, designate a staff member to attain necessary grant.					
		h	Continue to provide education in schools and community programs to destigmatize mental health issues.					
		i	Continue to train staff and purchase equipment to provide tele-health mental health services. Learn the reimbursement process for these services.					
		j	Research mental health signs, symptoms, and treatments. Educate all necessary parties on these findings.					
		k	Educate ER staff regarding mental health delivery issues and how to address them. Provide continuing education courses, lunch and learn presentations, etc. to keep them current in terms of treating mental health issues. Provide mobile crisis materials to patient and families in ER.	MercyOne	MercyOne ER management		Continuing Education for ER staff	\$1,000



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		Launch Critical Incident Training for law and NAMI Suicide education at schools.					
	l						
		Provide monthly meeting room for Appanoose County Mental Health Coalition	MercyOne			Room	\$1,680
	n						
<b>2 Poverty (Employment Readiness)</b>		Continue to provide a class that offers help on resume and interview skills hosted by local community HR reps.	Ec Dev / Chamber / College	Indian Hills, SCBH, SIEDA			
	a						
This health need is not part of hospital mission of critical operations. Will partner with others as appropriate.		Continue to promote and advertise surrounding area college job fairs to high school students and the unemployed.					
	b						
		Offer money management education seminars or classes. Encourage individuals to open up a savings account and offer tips on paying off debt.					
	c						
		Continue to promote a community garden where locals can come grown and produce their own food to decrease meal costs and increase healthy eating. (Sieda Seeds of Hope, Community Gardens, FADSS)					
	d						
		Launch a drive to donate business clothing for interviews and clothing upon job attainment for local community members.					
	e						
		Continue to partner with churches and other community programs to develop soup kitchen/food pantry for those in need.					
	f						
		Continue to encourage local businesses to host job fairs to promote their open positions for all education levels. (no degree, GED, etc.)					
	g						
		Continue partnerships with Econ Development to teach trade programs without a traditional degree.					
	h						
		Continue to promote WIC and food stamp programs. Explore group education opportunities.					
	i						
<b>3 Obesity (Nutrition / Exercise)</b>		Sponsor a community-wide "fitness challenge" initiative focusing on fitness, nutrition, and physical activity for community members of all ages. (Live Healthy Iowa)	YMCA / MOCV - Dietary	Schools, HD, City Council			
	a						
This health need is not part of hospital mission of critical operations. Will partner with others as appropriate.		Educate local businesses and industries on the benefits of offering wellness programs for their employees.	MercyOne health promotion			30 hours Promo + Materials	\$1124 \$5000
	b						



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		c	Increase access to healthy foods in schools for youth and nursing homes for seniors. Provide healthier school vending options. (5-2-1-0 Program in Schools)					
		d	Create community educational series focusing on cooking demos, food labels, grocery store tours, restaurants healthy meals / portions options, classes, speakers etc. Collaborate w/ local schools to cook "healthy meals"	MercyOne Dietician			100 hours Promo & Materials	\$4300 \$5,000
		e	Expand City / County Wellness Coalition. Provide education and fitness activities for community members. (ACWC).	MercyOne health promotion			40hours Meeting room	\$1500 \$840
		f	Market and promote local farmers market - comes to Appanoose Co once a week. Use social media, radio, and newspaper to expand and grow healthy vendors.					
		g	Sponsor community activities that promote physical fitness/exercise for the entire family such as a 5k or fun run.	MercyOne health promotion			100 hours Promo & Materials	\$3747 \$10,000
		h	Continue YMCA exercise programs for all ages.					
		i	Start "Awareness Program" to educate elementary/middle school children and their families about obesity	MercyOne health promotion			30 hours Promo & Materials	\$1440 \$5000
		j	Provide education to employers through work-site health fairs and educational programs, including various screenings.					
		k	Continue to promote MercyOne Weight Management Program and Diabetes Prevention Program.	MercyOne Dietician/ Physician & Diabetic Ed Coordinators			Clinic Dietician salary / Physician time/ Diabetic Ed Counselors	\$76,800 \$60,700 \$24,337 \$28,906
		l	Create monthly press releases of health related topics. (IDPH)					
4 & 8	Community Knowledge of Healthcare Services & Poor Community Perception / Health Apathy	a	Coordinate a community health fair with incentives to attend. Conduct In-Depth image study (at event) to identify drivers of poor community image / apathy.	MOCV / HD	Chamber, Personal Volunteer, School Nurses, Wellness Coalition			
		b	Continue developing healthy kids events and activities to engage kids with Hospital and staff.	MercyOne Health Promotion			40 hours Promo & Supplies	\$1500 \$ 1000
		c	Continue to utilize community screenings and launch a CHCCI lunch-on program to inform community members about services.					



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	d	Create / provide health education materials focusing on "Owning your Health" to schools, libraries and 4-H clubs.					
	e	Create a community resource guide / directory through digital and traditional resources and have it available to community members in numerous locations.	MercyOne PR & Public Health			20 hours Design & Print	\$1500 \$3000
	f	Create an app that allows patients to see all healthcare services in their surrounding area including phone numbers to make appointments.	MercyOne PR & Public Health			20 hours App development	\$1500 \$ 5000
	g	Create 'health fairs' to educate local community members on the healthcare services offered in the community.	MercyOne/ Public Health			80 hours Promo	\$3000 \$1500
	h	Create staff and community education resources in Centerville PSA with in-house training of resources and where to find them. Develop a Hospital Services Menu Book and distribute to all Providers and Staff.	MercyOne PR			40 hours Design & Print	\$3200 \$5,000
	i	Develop a map/menu of walking trails and healthy activities in PSA and make available in local areas.	MercyOne PR/ Wellness Coalition			40 hours Design & Print	\$1500 \$2000
	j	Develop a Speakers Bureau on healthcare topics/ community health and make presentations available to local community.	MercyOne Staff			40 hours development 24 hours staff speakers	\$3200 \$2124
	k	Develop and Improve a community collaboration group / meeting where anyone can attend and learn about what is offered to the community and gather new information.					
	l	Develop social media campaign and newspaper, radio and TV advertisements to advertise healthcare services offered in the community.	MercyOne			Design Development Placement Direct Mail	\$4200 \$30,000 \$12,000
	m	Establish a resource where there is specific mental health and psychology resources readily available. Continue Optimae Life Services "giving back" initiatives.					
	n	Host Lunch & Learns (monthly) to educate community on Health & Wellness practices, local HC service offerings and Social Service Programs. ( Consider breakfast options as well).	MercyOne			40 hours Meeting Room	\$1500 \$1680
	o	Learn about "Live Well, Live Centerville" coalition program.					
	p	Partner with local businesses to encourage special deals and discounts for customers who have completed different health requirements such as a yearly physical.					



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		q	Promote clinic incentives such as raffles and drawings to win prizes for patients who come in for physical exams and additional entries if lab work and test results are good.	MercyOne Clinic			10 hours Prizes	\$200 \$1000
		r	Promote Lab Wellness Screenings and Utilize the PITCH to highlight community health resources.	MercyOne PR & Lab			10 hours Promo	\$800 \$6000
		s	Send local healthcare providers and healthcare administrators in to schools and business to promote the variety of healthcare services offered in community.	MercyOne			20 hours 24 hours	\$800 \$3300
		t	Start "First Monday Walk with the Doc" program to build community awareness of local services.					
<b>5 Parenting Education</b>								
		a	Develop a mentorship program with strong, well-rounded, local parents to lead and mentor new, young, or struggling parents.	SCICAP / SIEDA	FIRST FIVE, ISA - Nest Program, ALL MH, Schools, YMCA, AEA			
	This health need is not part of hospital mission of critical operations. Will partner with others as appropriate.	b	Continue to promote classes which provide parenting pointers and education.					
		c	Continue programs at local community centers and churches that both children and parents can attend to educate on proper parenting techniques and encourage healthy home life.					
		d	Encourage local day cares to assist in parenting education. (HeadStart, PATCCE).					
		e	Explore parenting classes and have monthly family planning classes at Hospital.					
		f	Expand public information and outreach concerning family planning services thru speakers/presentations.					
			Continue to develop a single-parent guide to healthcare decisions and family planning. Encourage them to seek care and yearly checkups for their kids.					
		g	Provide meeting room once a week to local groups for parenting class	MercyOne			Room Cost	\$3,640
<b>6 Drugs (Opioids, Meth, Marijuana)</b>								
		a	Continue to monitor prescription drug abuse. Support area physicians in discouraging prescription drug abuse. Create alert system between physicians and pharmacies for drug abuse.	CHCSI / SCBH	RHCH, OLS, NAIMI, FR, CCB, SIEDA, MOCV- Sr Life Solutions, HD, Law, Clergy			
		b	Continue training substance abuse - law enforcements. Administer ER Narcan Policy / Promote Community Education series.	MercyOne ER/ Ambulance			20 hours Promo	\$1024 \$1000



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	c	Continue / promote "Discarding Old Prescriptions" service at local police departments, focusing on opioids. Expand take back days (yearly) to quarterly at Law Center.	MercyOne/ Appanoose Law Enforcemen †			20 hour 10 hours Promos	\$ 800 \$750 \$1000
	d	Continue to expand school educational program (DARE) to educate on drug abuse and its consequences.					
	e	Partner with local police authorities to develop a plan for helping those using drugs illegally. Include treatment of addiction in these plans. (Utilize Oak Meadow for treatment services.)					
	f	Support substance abuse counseling for community members. Educate the schools and local community organizations on signs of drug abuse. Establish resource list available for addiction treatment.					
	g	Continue to expand screening brief intervention referral and treatment (SBIRT) at Mental Health and Launch at Hospital. Expand outpatient programs for substance abuse.					
	h	Develop meaningful community youth activities to keep children busy and supervised. Research prevalent issues leading to drug abuse by adolescents and work to establish systems to combat those issues.					
	i	Develop educational handouts for medical providers to distribute to patients when prescribing schedule II drugs.					
	j.	Continue to provide tobacco / drug / alcohol education to students (i.e. DARE, etc.) and increase school-based programs. Apply for grants. Work with the health education classes at the schools in PSA.					
	k.	Continue to provide meeting space twice a week for narcotics anonymous	MercyOne			Room Cost	\$7,280
<b>7</b>	<b>School Programming</b>	a	Continue to research school curriculum requirements and determine if updates are needed in local schools.	College / Schools	MOCV, YMCA		
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		c	Continue the 5210 Program.				

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		d	Develop program where you match older students with younger students to encourage smart decision making and encourage school attendance.					
		e	Set-up Quarterly School / HC Providers Roundtable to share news / resources.					

Approved & Adopted by: MercyOne Centerville Medical Center Board of Directors  
Date: June 21, 2019



<b>MercyOne Centerville Medical Center Key</b>	
Clergy	Common Ground
CHCCI	Community Health Centers of Central Iowa - County
SCICAP / SIEDA	Community Action Programs -
Cham	Chamber
Ec Dev	Economic Development - group
Rot	Rotary
Schools	Schools / College in PSA
Law	Law Enforcement / Fire Dept / Appanoose Coalition
18280	Senior Groups - All
CHCSI	Community Health Centers of Southern Iowa
SCBH	South Central Behavioral Health - region
RHCH	River Hills Community Healthcare
OLS	Optimae Life Services
NAMI	National Alliance of Mental Illness
FR	First Resources
CCB	Centerville Community Betterment
SIEDA	Southern Iowa Community Action Association
SLS	Senior Life Solutions - HH
HD	Health Department - Appanoose Co
MOCV	MercyOne Centerville Medical Center - Hospital