



## 2016-2019 Implementation Plan

### Introduction:

McCullough-Hyde Memorial Hospital/TriHealth (MHMH/TH) conducted a community health needs assessment (CHNA) of the geographic areas served by MHMH/TH. The CHNA findings were published on MHMH/TH's website in June 2016. This implementation plan documents the efforts of MHMH/TH to address the community health needs identified in the 2016 MHMH CHNA.

The plan identifies strategies through which MHMH/TH plans to address a number of needs that are consistent with MHMH/TH's mission during 2016-2019, as part of MHMH's community benefit programs. Beyond the programs discussed in the plan, MHMH is addressing many of these needs simply by providing care to all, regardless of their ability to pay, every day.

MHMH anticipates the plan may change and therefore, a flexible approach is best suited for the development of MHMH's response to the 2016 CHNA. For example, certain community health needs may become more pronounced and require changes to the initiatives identified by MHMH/TH in this plan. During 2016-2019, other community organizations may address certain needs, indicating that MHMH/TH should assume a different focus to allow the greatest impact on the community. Despite the possible changes, MHMH/TH is committed to ensuring that each need is appropriately addressed.

### Overview of the Implementation Plan:

1. Ranked Community Health Needs
2. Identified Health Needs and rationale for not addressing
3. Planned Collaboration between MHMH/TH and other facilities and organizations
4. Implementation Strategies 2016-2019
5. Anticipated Impact on Health Needs

### Ranked Community Health Need

Addressing the more common "root" causes of poor community health can serve to improve a community's quality of life and to reduce mortality and morbidity. The identified top health concerns were consistent throughout the MHMH service area. These health needs, listed in order of priority are:

- Mental Health
- Substance Abuse, both legal and illegal (Alcohol and opiates specifically)
- Obesity
- Access to Care

The implementation Plan for 2016-2019 will address our highest 3 ranked healthy needs: **Mental Health, Substance Abuse (AOD) and Obesity.**

MHMH/TH is assisting with Access to Care and the community's transportation needs, but is not taking a supportive role in this initiative. As such, this plan does not go into detail regarding MHMH/TH's strategy to meet this need. However, MHMH/TH is supporting the Oxford Free Clinic, which provides free healthcare to the community, and supports community life squads. Additionally, MHMH/TH's affiliation has increased the number of specialists available to serve the community, including the

introduction of a mammography van into the area. Finally, Primary Health Solutions, a federally qualified health center, has recently opened offices in MHMH/TH's community, which will further access to care.

### **Collaboration between MHMH/TH and other facilities/organizations**

While MHMH/TH acknowledges its opportunity to assume a leadership role to meet the identified community health needs, it cannot do so alone. To help make an impact, MHMH/TH plans to continue its collaborations with the following organizations:

- Coalition for a Healthy Community Oxford Area: MHMH/TH has a strong relationship with the Coalition for a Healthy Community Oxford Area. The hospital was a founding member of this organization. Based on our 2013 Community Needs Assessment, the Coalition formed 3 community workgroups to address the top needs. The work of the Coalition in Oxford provides MHMH/TH with evidence based initiatives to use throughout our service area.
- Other TriHealth facilities
- Cincinnati Health Collaborative/Collective Impact: A regional social marketing campaign to address one of the top needs has been discussed at the CHNA workgroup.
- Interact for Health: MHMH/TH has received a grant for the Oxford area to address obesity in the Oxford Community.
- Social Service Organizations: Such as the Oxford Choice Pantry who provide healthy food to low income; Butler Behavioral Health, Oxford Free Clinic
- Government Agencies: Local government, health departments and others in public service all play a part in a healthy community.

### **Implementation Strategies 2016-2019:**

MHMH, through its Mission, has a strong tradition of meeting community health needs through its provision of ongoing community benefits programs and services. MHMH will continue this commitment through the strategic initiatives set forth below. Not all programs that benefit the health of patients in MHMH's service area are discussed in this plan. Further, given changes in health care, the strategies may change, and new programs may be added or eliminated during the 2016-2019 period.

**Obesity:** To address this significant health need in the community, MHMH/TH plans to take the following actions and commit the following resources:

- Coalition for a Healthy Community: Continue to support their Obesity Reduction/Prevention Workgroup efforts, as follows:
  - Thriving Community Oxford (Active Living): Their work includes community walking challenges, social marketing program with schools and community members, "Rox" for healthy choices.
  - Healthy Choices in food, both in schools, kids backpack programming, meals on wheels. Support healthy choices with social marketing campaign at local grocery stores and restaurants.
  - Support community gardens and food pantries.
  - Safe Routes to School initiative
  - Community walking challenges, resources to schools, etc.
- Oxford Area Trails: Commitment to extend the trail from the city to the trail head. This starts one block from MHMH/TH and goes past many medical office buildings.
- Safe Active Play in rural areas: MHMH/TH will build playgrounds in 3 communities, Darrrtown, Ohio; Brookville, Indiana and Camden, Ohio (one each year) to encourage play and interaction with adults.
- Support other health and wellness initiatives in our service area that promote healthy lifestyles

- Assess reviving MHMH/TH's Healthy You program: This program allowed 2 one on one visits with an exercise physiologist and dietitian. An individual plan was developed and telephone follow-up occurred 6 months and 12 months post visit.

**Mental Health:** To address this significant health need in the community, MHMH/TH plans to take the following actions and commit the following resources:

- Coalition for a Healthy Community: Continue to support their Mental Workgroup efforts, as follows:
  - Local Resource List which is updated every 6 months and sent out to physicians, police, churches, social service agencies and schools.
  - Develop a social norm campaign and community education on mental health
  - Work with Butler County Mental Health board to bring outpatient mental health services to Oxford.
- Support other identified work of the Coalition and other mental health and wellness initiatives in our service area.
- Offer Mental Health First Aid throughout our service area (both the youth and adult courses): This evidence based program that is nationally recognized. Program teaches how to identify when a person is having mental health problems, how to talk to them and how to make referrals.
- Continue to work with TriHealth's Behavioral Health on inpatient placement.

**Alcohol and Other Drugs (AOD):** To address this significant health need in the community, MHMH/TH plans to take the following actions and commit the following resources:

- Coalition for a Healthy Community: Continue to support their AOD Workgroup efforts:
  - Lock Box program: Provide Lock boxes to local physicians to give to their patients to lock up meds.
  - Community programming on opiates and other drugs.
  - Medication Take back days
- Support other identified work of the Coalition and other AOD health and wellness initiatives in our service area.
- Youth Led Prevention Retreat: Talawanda's Youth Initiative Team (YIT) is an active/ experienced youth prevention team. The plan is for other school districts to learn from their experience. MHMH/TH would invite 20 student leaders from Brookville High School, Preble-Shawnee High School (Camden), Ross High School, College Corner/Union County Joint School District High School, Eaton High School and Talawanda to come together to learn about evidence based prevention strategies and to empower the students to take these ideas back to their schools and communities for implementation. MHMH/TH would ask each school district to identify a staff member to provide adult supervision, advise the student leaders and help them implement their prevention strategy project. MHMH/TH would provide a stipend to these staff leaders. Each school district would be asked to develop a written plan for their prevention strategy and make presentation to a panel at MHMH/TH. Each school district that does this would be given \$1000 to help them implement their plan. MHMH/TH would ask each school to report on the success of their project or if not successful, what they would change for next time. This would be held once a year.
- McCullough-Hyde/TriHealth Taskforce: This group will be formed to assess prescribing practices of local physicians and how to care for patients who are addicted but need control in the hospital setting.

### **Anticipated Impacts on Health Needs**

Through implementing the above strategies, MHMH anticipates the following improvements in community health:

**Obesity:** Providing a range of healthy choices will help the community achieve increase active living and healthy eating, leading to the reduction/prevention of obesity and obesity related illnesses/diseases. The initiatives will reach a wide range of people in the service area, including almost 60,000 people in the Talawanda School District and additional community members in neighboring townships/counties, leading to overall improvement in the health of our community.

**Mental Health:** MHMH's goal is to increase access to mental health resources for residents in the McCullough-Hyde/TriHealth service area and reduce the stigma of seeking treatment. Research shows that it takes over 10 years for a person who develops mental health issues to receive help. Providing community wide education will help identify mental health needs earlier and get the person referred much sooner to experts. Knowing where to find mental health resources and having local resources is key to helping assure appropriate referrals and to assure those referred are able to get the help they need. Developing the resource list and working to bring mental health outpatient services locally will help impact the time between diagnosis and treatment.

**Alcohol and Other Drugs (AOD):** Starting education in schools is imperative to have an impact on the community. The youth-lead groups as well as family education should make an impact on youth. MHMH/TH will use P.R.I.D.E. data to evaluate impact. Securing and properly disposing prescription medications makes it harder for drugs to get into the wrong hands. The medication take back and lock box program should have an impact on availability of these drugs. Assessing prescribing practices and the care of addicted patients will have a systematic approach and help decrease availability.

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