



**2020-2022 Implementation Plan  
Based on Findings from the 2019 Community Health Needs Assessment**

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## **Introduction:**

McCullough-Hyde Memorial Hospital/TriHealth (MHMH) conducted a community health needs assessment (CHNA) of the geographic areas served by MHMH. The CHNA findings were published on MHMH/TH's website in June 2019. This implementation plan documents the efforts of MHMH/TH to address the community health needs identified in the 2019 MHMH CHNA.

The plan identifies strategies through which MHMH plans to address a number of needs that are consistent with MHMH's mission during 2020-2022, 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 2019 CHNA. For example, certain community health needs may become more pronounced and require changes to the initiatives identified by MHMH in this plan. During 2020-2022, other community organizations may address certain needs, indicating that MHMH should assume a different focus to allow the greatest impact on the community. Despite the possible changes, MHMH 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 and other facilities and organizations
4. Implementation Strategies 2020-2022
5. Resources MHMH plans to commit to address the Health Needs
6. 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, are:

1. Mental Health/Access, including psychiatric services
2. Alcohol and other drugs, especially opiate use overdose, smoking/vaping
3. Healthy Behaviors, especially physical activity and healthy eating leading to obesity
4. Access to Health Care/Transportation- especially transportation to healthcare providers and services since service area has limited or no public transportation.

The implementation Plan for 2020-2022 will address our highest 3 ranked healthy needs: **Mental Health, Substance Abuse (AOD) and Healthy Behaviors** .

MHMH understands the community's transportation needs, but is not taking a leading role in addressing Access to Health Care / Transportation, as this need is being addressed by other organizations within the community. MHMH will continue to be supportive by partaking in the conversations to address this need with other partners. As such, this plan does not go into detail regarding MHMH's strategy to meet transportation needs. However in regards to access to care, MHMH is supporting the Oxford Free Clinic, which provides free healthcare to the community, and supports community life squads. Additionally, MHMH's affiliation has increased the number of specialists available to serve the community. Finally, Primary Health Solutions, a federally qualified health center is located in MHMH's community, which improves access to care for low income/Medicaid clients.

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

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

- Coalition for a Healthy Community Oxford Area: MHMH 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 with evidence based initiatives to use throughout our service area.
- Other TriHealth facilities
- Cincinnati Health Collaborative/Collective Impact: A regional 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 active living 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 2020-2022:**

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 2020-2022 period. The following describes MHMH's actions, collaborations, and committed resources to addressing the need.

**Healthy Behaviors, focusing on Active Living/Healthy Eating:** To address this significant health need in the community, MHMH plans to take the following actions and commit the following resources:

- Coalition for a Healthy Community-Oxford Area: Continue to support their Active Living/Healthy Eating 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. MHMH will support these initiatives through marketing material, personnel and monetary funds
  - Healthy Choices in food, including schools, kids backpack programming, and meals on wheels. Support healthy choices with social marketing campaign at local grocery stores and restaurants.
  - Support community gardens and food pantries through assistance with marketing/awareness .
  - Safe Routes to School initiative through personnel and monetary when available
  - Community walking challenges, resources to schools, etc. through marketing, personnel and when available monetary
  - Reily Project: New ballfield, walking path and playground in Reily Ohio through personnel assisting with fund raising, marketing and leading community engagement..
  - Support the city on complete streets and active transportation plan by continuing to be at committee meetings, city council meetings and supporting walk audits and grant writing.
  - Utilizing Rox, place Rox on local restaurant, school and university menus which are healthy choice options. MHMH will support this initiative through personnel and marketing
- Support other health and wellness initiatives in our service area that promote healthy lifestyles

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

- Coalition for a Healthy Community- Oxford Area: Continue to support their Mental Workgroup efforts, as follows:
  - Maintain a Local Resource List which is updated every 6 months and sent out to physicians, police, churches, social service agencies and schools.
  - Maintain the Perinatal resources for our community
  - Offer Mental Health First Aid throughout our service area (Youth, Adult, Senior, EMS and 1<sup>st</sup> Responder (Police) Courses): This evidence based program that is a 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.
  - Support Oxford Police Department in achieving/maintaining One Mind Status
  - Continue the social marketing campaign on Mental Health
- Support other identified work of the Coalition and other mental health and wellness initiatives in our service area, including financially supporting the Coalition Coordinator position
- Look into supporting psychiatric care in the Oxford area
- Continue to focus on cultural competencies and how we can best service these misunderstood and underserved populations.
- 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 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 through printing of marketing and distribution of marketing material .
  - \*Medication Take back days, assisting with marketing and staffing events.
  - \*Drug Disposable bag program – to make it easier to dispose of medication, we will purchase Drug Disposal Bags and distribute them throughout the community to businesses (such as pharmacies) and to community members.
  - Vape education in the schools and throughout our service area through printing and assisting with staffing when needed .
  - PAX training for schools and key community members. The PAX Good Behavior Game is a universal preventive intervention used by teachers and schools to teach self-regulation, self-management, and self-control in young people. When adults are equipped with the strategies to teach these skills to children in addition to academics, they create a nurturing environment that impacts electrical, neurochemical, neural connectivity, and epigenetic make-up in young people with astounding lifetime effects. These effects have a dramatic impact on children, schools, and communities. They have just introduced a Family and Community Pax training and the Coalition has sent a trainer to allow us to start training our community members. . MHMH will support this initiative through assisting with financially assisting with PAX education at the school level and helping to assure healthcare providers receive community PAX training.
- \*Continue to grow the MIT (Miami Initiative Team), YITS (Talawanda High School Youth Initiative Team) and the BITs (the Middle School Brave Initiative Team) to build a youth prevention network. The network will offer mentoring opportunities, student-led awareness activities, and promote alcohol and drug-free lifestyles. MHMH will support this initiative through our YIT/BIT fund.
- Support other identified work of the Coalition and other AOD health and wellness initiatives in our service area.

\*Initiative aligns with State Health Improvement Plan

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

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

**Healthy Behaviors, focusing on Active Living/Healthy Eating:** Providing a range of healthy choices will help the community achieve increased 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 MHMH 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 helping to provide Mental Health First Aid 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 YITS and BITS are helping lead this work in Talawanda. By having a community network that includes the MIT will have a great impact. We 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, drug disposal bags and lock box program should have an impact on availability of these drugs. Research has shown that Pax makes a dramatic impact on kids. Based on the 1300 elementary schools' students in TSD alone the impact will be (based on Predicted Benefits of PAX GBG in Your School or Community When Elementary Students Reach Adulthood After 2 Years of PAX Exposure):

- 110 fewer young people will need any form of special education services
- 71 More boys will likely graduate from high school
- 87 More boys will likely enter university
- 115 More girls will likely graduate from high school (less teen pregnancy)
- 90 More girls will likely enter university
- 2 Fewer young people will commit and be convicted of a serious violent crime
- 125 Fewer young people will likely develop serious drug addictions
- 86 Fewer young people will likely become regular smokers
- 46 Fewer young people will likely develop serious alcohol addictions
- 63 Fewer young people will likely consider suicide
- 86 Fewer young people will likely attempt suicide

### **Alignment with the State Health Improvement Plan**

This implementation strategy aligns with the State Health Improvement Plan's (SHIP) priority topic of mental health and addiction.

Alignment with SHIP:

- Priority Topic: Mental health and addiction
- Priority Outcome Indicator: Decrease drug dependency/abuse
- Cross-cutting Factor: Public health system, prevention and behaviors
  - Strategy: School based alcohol/drug prevention programs (MHA6)
    - Indicator: Number of evidence-based programs implemented
  - Strategy: Strengthen community substance abuse and addiction prevention services (MHA10)
    - Indicator: Number of schools implementing evidence based prevention programs