



# VIRGINIA GAY HOSPITAL CHINA IMPLEMENTATION STRATEGY

2016

# IMPLEMENTATION STRATEGY 2016

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## VIRGINIA GAY HOSPITAL

### **BUILDING HEALTHIER COMMUNITIES**

Healthcare is experiencing significant changes that affect individuals and entire communities. In particular, the move to focus more collectively on building healthier communities is a systematic change that Virginia Gay Hospital (VGH) has already embraced. We are committed to and are excited to support these initiatives that will positively impact many of the people we serve. An essential part of knowing how we can improve health in our communities is to understand the unique health issues in our communities. To assess those health issues, VGH worked in collaboration with Benton County Public Health to conduct a Community Health Needs Assessment (CHNA). This assessment assisted us in identifying areas of opportunity to improve our communities' health. This report shares our plan for improving the health of our communities.

### **HEALTH NEEDS**

VGH recognizes that we cannot pursue all of the identified health needs founded in the CHNA 2016. VGH collaborates with numerous organizations, coalitions and other groups to impact these important issues. Decisions to prioritize the needs are based upon internal and external assets to sustain programs that would make a meaningful impact. Although important, health needs not directly addressed by VGH are prevent injury/violence, protect against environmental hazards, prevent epidemics/spread of disease, and prepare/respond/recover from public health emergencies. These needs are either being addressed by other community partners, are areas beyond the control of VGH, would need governmental or regulatory action/support or were not a priority within VGH's mission. The implementation plan and strategies outlined in this document are fundamental approaches that have the ability to positively influence health concerns within our communities.

### **HIGHEST PRIORITY NEEDS**

VGH utilized priorities identified in section "Highest Priority Health Needs" of the VGH CHNA 2016 to establish this Implementation Strategy Plan. It was determined through the CHNA process that **Obesity, Mental Health, and Substance Abuse** were the top three health priorities for our communities.

Strategic planning for VGH included Administration/Senior Staff, including collaboration with Benton County Public Health, in the development of the implementation strategy. VGH Administration/Senior Staff are responsible for assigning responsibilities as appropriate to their respective departments to carry out the identified strategies listed in this document.

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VGH staff will dedicate resources, expertise, and effort within their area of influence and assist in coordination of activities among the partner organizations to develop mutually reinforcing programs focused on the goals of accomplishing these defined strategies.

## STRATEGIES

### OBESITY

**Strategy 1:** Promotion of healthy eating and physical activity through communications and marketing initiatives to educate our communities on aspects of obesity prevention and treatment.

**Anticipated Impact:** Our communities will have access to useful resources on healthy eating and physical activity. Access to information will be provided in various forms of media such as social media, online, video and print.

**Programs and Resources Committed:** VGH Human Resources/Marketing

**Planned Collaboration:** Communication between Human Resources/Marketing, Public Health, and Dietary departments will take place.

**Strategy 2:** Virginia Gay Hospital/Clinics will implement patient education on Body Mass Index (BMI).

**Anticipated Impact:** Understanding what BMI means and what a person's current BMI is, can help a person to understand what effects it can have on their health. As people become more knowledgeable about BMI and understand their number they can begin to take steps to better their health.

**Programs and Resources Committed:** VGH Administration/Senior Staff, Marketing, and clinical departments will be involved.

**Planned Collaboration:** Communication amongst departments, including VGH Health Coaches, will occur to understand how and where we can best communicate this information to our patients.

**Strategy 3:** VGH will develop an internal wellness committee to establish plans and practices to better educate staff on their own health and wellness.

**Anticipated Impact:** Studies show that often times health care workers frequently neglect their own physical and mental health needs as they are busy caring for others. Health awareness initiatives will promote positive healthy behaviors, such as physical activity and proper nutrition, and will empower individuals to attain and maintain healthy lifestyles.

**Programs and Resources Committed:** VGH Wellness Committee will be comprised of at least 5 VGH employees, from various departments, to review areas of opportunity for improvements within our organization related to healthy eating and physical activity.

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**Planned Collaboration:** VGH Wellness Committee will collaborate with respective VGH departments specific to the goals set.

**Strategy 4:** VGH will develop plans and practices to provide more healthy food choices available for staff, patients and visitors.

**Anticipated Impact:** With the increased availability of healthy food choices, VGH staff, patients, and visitors will be more likely to choose healthier options.

**Programs and Resources Committed:** VGH Administration/Senior Staff, Dietary and Marketing departments will be involved.

**Planned Collaboration:** VGH staff will collaborate with local partners such as vendors, fresh produce vendors, community outreach programs, and grocery stores to determine how VGH can best provide healthy food choices at VGH.

### MENTAL HEALTH

**Strategy 1:** VGH Clinics will increase the number of depression screenings on patients over age 12.

**Anticipated Impact:** Through regular screenings in primary care settings enables earlier identification of mental health conditions which translates into earlier care and prevention of crisis.

**Programs and Resources Committed:** Clinic Administration, VGH Health Coaches and clinic department staff will be involved.

**Planned Collaboration:** Communication and discussion amongst VGH staff including health providers, Health Coaches, and others will occur to develop this program.

**Strategy 2:** VGH will expand their services to include a provider in behavioral health.

**Anticipated Impact:** By integrating behavioral health with primary care services VGH would help to reduce the number of behavioral health patients presenting to the emergency departments in crisis.

**Programs and Resources Committed:** VGH is building a new clinic in Vinton that has designated space for a new provider specialized in behavioral health. With the assistance of HR/Marketing, a provider will be recruited to fill this position and promote the new services available.

**Planned Collaboration:** Communication and discussion amongst VGH Administration/Senior Staff, Providers, Health Coaches and others will occur to develop this program.

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## SUBSTANCE ABUSE

**Strategy 1:** VGH will continue to have active representation on the Benton County Above the Influence (ATI) Coalition.

**Anticipated Impact:** Active participation by a VGH staff member on the ATI Coalition will allow for a strengthened partnership between the two entities. This partnership will bring awareness of other community efforts in prevention of substance abuse within our communities and bring more knowledge/resources to VGH staff to assist in these efforts.

**Programs and Resources Committed:** VGH Administration/Senior Staff will allow for at least one VGH staff member to participate in the monthly ATI meetings and supporting activities.

**Planned Collaboration:** VGH will collaborate with staff, Benton County Public Health and the ATI Coalition to continue this partnership.

**Strategy 2:** Disseminate materials regarding Count, Lock-Up, Dispose campaign and help to promote other community efforts being done to help reduce prescription drug abuse.

**Anticipated Impact:** VGH providers/staff will have the information available to educate patients and community members to help prevent opportunities for prescription drug abuse.

**Programs and Resources Committed:** VGH will have staff representation on the Benton County Above the Influence Coalition. VGH Administration/Senior Staff, Marketing and clinical departments will be involved.

**Planned Collaboration:** VGH will work together with Benton County Above the Influence Coalition, Benton County Public Health, along with internal dialogue among VGH staff to help in the distribution of this information.

**Strategy 3:** Patients who receive a narcotic prescription for pain will receive education on the risk factors involved and be monitored for therapeutic levels of medication and signs of abuse.

**Anticipated Impact:** With patient education, close monitoring of narcotic prescription use and follow-up, we would expect a reduction in the number of VGH patients who abuse narcotic prescriptions.

**Programs and Resources Committed:** VGH Administration/Senior Staff and clinical departments will be involved.

**Planned Collaboration:** Internal dialogue amongst several departments will occur to plan for this strategy.

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**Strategy 4:** VGH will collect and track data on patient alcohol use.

**Anticipated Impact:** VGH will learn what services, if any, are needed to address our client's alcohol use/abuse.

**Programs and Resources Committed:** VGH acute care, ER and clinics personnel will be involved in this strategy.

**Planned Collaboration:** Internal dialogue and data collection between the departments of VGH acute care, ER and clinic will take place.

## MOVING FORWARD

Continuous review of the CHNA/Implementation Strategy plan will assist in further development and execution of the strategies defined. As this process continues, we will continue to look at new strategies and opportunities, looking for ways to expand beyond the current VGH programs, and reach more people with life-improving, and perhaps life-saving, education and services. VGH will work closely with community partners to strengthen existing services. Where gaps exist, identify new collaborative initiatives to better serve our communities' priority health needs. As needed, internal committees and advisory boards will be engaged in the implementation effort.

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