

2016 – 2018 Community Health Needs Assessment And Implementation Strategy

John Ed Chambers Memorial Hospital, Inc. initiated its second Community Health Needs Assessment (CHNA) beginning in March of 2016 and continuing to June 2016. The CHNA is designed to reach broadly into the community and identify needs, gaps and barriers to health and health services. A committee comprised of Chambers Memorial Hospital's upper management, public relations and nursing administration prioritized the health needs identified for our community through the CHNA. In addition, we identified the processes which we will need to employ to meet these health needs. The needs listed will be addressed in Chambers Hospital's Implementation Strategy for years 2016 through 2018, after which the next CHNA will be performed.

Community Partners:

Chambers Memorial Hospital believes that it is extremely important to work with other like-minded agencies and organizations to truly make a difference. By working together and effectively using limited resources, Chambers Memorial Hospital can address more of the identified specific unmet community health needs as well as assist in improving the broader health needs of the community.

Below is a list of resources that will be considered throughout the Implementation Strategy time frame to help meet the needs to our community:

- Local Health Departments
- Local School Districts
- Local Churches, Faith-Based Organizations
- Senior Citizen Center
- Chamber of Commerce
- Danville Lions Club

Results of Needs Assessment:

The 2016-2018 CHNA identified a number of unmet or partially met health needs throughout our service area. Analysis of the assessment data provided a means to evaluate and prioritize areas of greatest need. As a result of the analysis, recruitment of additional primary care practitioners, obesity, health knowledge and education, smoking cessation, children's health service and uninsured adults were identified as the priority areas on which we will focus.

Goals: The goals for addressing each of the priority areas are the same but the strategies and objectives for each priority will differ according to need.

Goal 1: Prevention and/or reduction of risk factors.

Goal 2: Detection and treatment of risk factors.

Goal 3: Collaborate to enable programs that support prevention and management of risk factors.

Goal 4: Promote patient and community awareness education to improve self-management of chronic diseases.

Priority: Recruitment of Additional Primary Care Practitioners

An adequate number of primary care providers is a critical component to the health of a community's residents and the area's health care delivery system. A limited supply of primary care providers will result in residents not receiving the care they need and will have an adverse effect on the health status of the area. Chambers Memorial Hospital is aggressively recruiting additional primary care providers which includes Physicians and Mid-Level Providers (Nurse Practitioners and Physician Assistants). To assist in the effort we will utilize professional recruitment firms as needed. In addition, we are exploring opportunities with medical schools and residency programs to enhance our relationship with those programs and their students who will be practicing Physicians in the future. We are also working with Nurse Practitioners as a practice side for their clinical rotations which helps in recruiting those providers. With these efforts we believe we will be successful in recruiting additional primary care providers to our area.

Priority: Obesity

Obesity increases risks for morbidity and mortality of numerous medical conditions. Yell County has a 10% higher incident of Obesity than the National Benchmark and 2% higher than the State of Arkansas as a whole. We feel it is important to bring this knowledge to the community as when we asked about obesity in our survey a large majority of Yell County participants did not think Yell County had a problem. We have partnered with and help sponsor Healthy Active Yell which meets with members of the community monthly to increase awareness of this growing problem and work together to educate and help Yell County to become healthier and more active. We have representation from all schools in Yell County along with ADH and County Extension Services. Our group has also become a part of Arkansas Coalition for Obesity Prevention (ArCOPs) and will gain access to many ways that this partnership can assist us to assist residents of Yell County. We will continue to partner with our schools, ADH, ArCops, County Extension as well as Arkansas Tech to build a healthier and more active community.

Priority: Health Knowledge and Education

Knowledge is crucial to creating a healthier community. We have discovered through interviews and surveys that we have not been completely successful in getting this information to the citizens of Yell County. We continue to feel it is necessary to direct the communities' attention to important healthcare topics in order to bring awareness of chronic illnesses that affect our health and the health of our loved ones. We plan to get knowledge and education out by continuing to utilize our local newspaper, to update and keep educational material current on our facility website, through Health Fairs, Yell County Fair, Senior Citizen Center, and our local Faith-Based Organizations. We plan to provide education material on topics such as family health, chronic diseases, healthy eating through

nutrition education, promotion of increased activity and smoking cessation. Information will be provided by our Staff Physicians as well as our home health nursing staff and hospital nursing staff. Our nurse practitioners will also take part in getting this knowledge and education to our community.

Priority: Smoking Cessation Services

Smoking increases the risks for morbidity and mortality of many common medical conditions. We know that all health encounters are opportunities for counseling and over the last 3 years plus we have been using inpatient stays especially for motivating patients to commit to cessation or at least to get them thinking about it and getting information and numbers to call for assistance. If a patient chooses to make a decision to quit smoking they are assisted to fill out a form and this is faxed to the Arkansas Department of Health. Our hospital works with the Arkansas Foundation for Medical Care to identify and document smoking cessation counseling. This is a priority nationally for the delivery of quality medical care.

In addition to continuing this effort with our inpatients we have begun increasing awareness to our out patients by providing smoking cessation information in our clinics. We have also added this item to our health fairs, to our local fair booth and plan to increase awareness in our local schools and faith-based organization.

Priority: Children's Health Services

Children's Health Services is very important to the health of the children of our community. Children are the future of our community and it is important that our facility play an active part in Children's Health Services. Our facility provides free physicals to all children involved in any type of sports for all schools on the West side of Yell County. We have held Car Seat teaching to families and provided them with a new car seat after they finished the course. We still have one instructor working and plan to hold at least one class per year to educate families on car seat safety. We have held Bike Safety Rodeos in conjunction with our local EMS and hope to continue this. We were able to provide bicycle helmets to all participants at that time. The facility is involved in a Farm Safety program that is held in May of each year and plan to continue to do this. This is aimed at 5th grade students from all over the county and the hospital speaks on first aide and provides each participant with a first aid package as well as teaching materials on safety. We will continue to educate families on the importance of preventative medicine and this will be done at the inpatient level as well as the outpatient level. This is also being done with our partnership with Healthy Active Yell as every school in Yell County has participated in this effort and we are trying to get students of all ages as well as parents involved in this effort. We believe by helping to increase Children's Health Services and educating families in this regard we will have a healthier community.

Priority: Uninsured Adults

The affordability and availability of healthcare are key to improving the health and quality of life for residents of our community. With the Affordable Care Act and the Health Insurance Exchange Marketplace more individuals have had access to health insurance. Open enrollment for 2017 coverage is November 1, 2016 through December 15, for coverage on January 1, 2017 but open enrollment continues through January 31, 2017. During open enrollment windows, our facility plans to partner with organizations that will bring enrollment assistance in-house on a scheduled basis. We will also provide assistance to individuals with enrollment through our Social Services Department.