

# Our plan...

## 2016 CHNA Implementation Plan

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# ...to improving health.

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Following the completion of RMC's 2016 Community Health Needs Assessment, below are strategies employed in relation to the health needs survey results from Delaware County residents and stakeholders.

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# Promote Healthy Living

## FOCAL AREA: OBESITY

**IDENTIFIED NEED:** Increase ability for physical activity: biking activities, walking trails, healthy leisure activities

**STRATEGY:** Explore community partnership opportunities to create a walking track on the RMC campus/plan for walking/biking trail throughout community in partnership with the City of Manchester and Delaware County.

*Impact Evaluation: Review the progress on the community partnership opportunities related to walking/biking trails.*

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**IDENTIFIED NEED:** Communication/education of what is available for resources

**STRATEGY:** Continue current marketing and communication initiatives to further educate our communities on aspects of obesity prevention and treatment.

- Share health and wellness tips on RMC's Facebook page
- Promote and educate public on the Commit to Wellness (C2W) program
- Share For the Health of It program tools on RMC's website and Facebook page
- Include health and wellness tips on RMC's on-hold messaging
- Promote Bob Holtz Wellness Center programs to RMC employees and the public

*Impact Evaluation: Review Delaware County statistics to see how initiatives have impacted obesity and wellness statistics. Review the quantity of comments received on the next CHNA to help indicate if public knowledge related to healthy living resources available has improved.*

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**IDENTIFIED NEED:** Healthier food options, include calorie information

**STRATEGY:** Make nutritional information available for menu items at Jerry's Place, RMC's public dining center.

*Impact Evaluation: Review feedback from patients, visitors, and employees on inclusion of caloric information to identify what enhancements can be made.*

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**IDENTIFIED NEED:** Cost of healthy foods

**STRATEGY:** This identified need in the CHNA is not being addressed due to the fact that healthier diet patterns do cost more than unhealthy diets. This is not a problem that RMC can address and resolve alone.

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# Promote Healthy Living

## FOCAL AREA: OBESITY

<b>IDENTIFIED NEED:</b>	RMC needs to lead by example
<b>STRATEGY #1:</b>	Explore community partnership opportunities to create a walking track on the RMC campus/plan for walking/biking trail throughout community in partnership with the City of Manchester and Delaware County. <i>Impact Evaluation: Review the progress on the community partnership opportunities related to walking/biking trails.</i>
<b>STRATEGY #2:</b>	Educate staff and continue to improve dietary culture at RMC/harmonize health practices within RMC through consistent messaging and actions by employees. <i>Impact Evaluation: Review the dietary culture and health practices within RMC to determine what changes have been successful.</i>
<b>STRATEGY #3:</b>	Make nutritional information available for menu items at Jerry's Place, RMC's public dining center. <i>Impact Evaluation: Review feedback from patients, visitors, and employees on inclusion of caloric information to identify what enhancements can be made.</i>

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<b>IDENTIFIED NEED:</b>	Offer low-cost healthier food options
<b>STRATEGY:</b>	This identified need in the CHNA is not being addressed due to the fact that healthier foods do cost more than unhealthy ones. This is not a problem that RMC can address and resolve alone.

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<b>IDENTIFIED NEED:</b>	Provide patients with wellness plans/programs that are workable
<b>STRATEGY:</b>	This identified need in the CHNA is not being addressed as RMC currently provides a wide array of different wellness plans/programs and is unable to allocate additional resources to new plans due to other organizational priorities.

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<b>IDENTIFIED NEED:</b>	Schedule RMC's wellness programs at times that work for more people, including off-shifts
<b>STRATEGY:</b>	This identified need in the CHNA is not being addressed due to current staffing and organizational constraints related to funding for the Bob Holtz Wellness Center.

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**IDENTIFIED NEED:** Do more marketing/education on how to get healthier and stay healthy  
**STRATEGY #1:** Continue current marketing and communication initiatives to further educate our communities on aspects of obesity prevention and treatment.

- Share health and wellness tips on RMC's Facebook page
- Promote and educate public on the Commit to Wellness (C2W) program
- Share For the Health of It program tools on RMC's website and Facebook page
- Include health and wellness tips on RMC's on-hold messaging
- Promote Bob Holtz Wellness Center programs to RMC employees and the public

*Impact Evaluation: Review Delaware County statistics to see how initiatives have impacted obesity and wellness statistics. Review the quantity of comments received on the next CHNA to help indicate if public knowledge related to healthy living resources available has improved.*

**STRATEGY #2:** Further educate Regional Family Health staff (providers/nurses) on techniques to discuss obesity/weight with patients. Expand Body Mass Index (BMI) education to the public to help normalize this conversation such as through the use of iPads to watch educational videos and more marketing in various mediums.

*Impact Evaluation: Review the BMI rate of Regional Family Health patients at the point of inception of this goal (2013) to see how the rates have changed.*

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**IDENTIFIED NEED:** Offer free classes to the public  
**STRATEGY:** This identified need in the CHNA is not being addressed as RMC currently provides a variety of free wellness classes and educational programs and is unable to allocate additional resources to new plans due to other organizational priorities.

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# Promote Healthy Living

## FOCAL AREA: ALCOHOL & OTHER DRUGS

**IDENTIFIED NEED:** Stop city sponsored events with alcohol  
**STRATEGY:** This identified need in the CHNA is not being addressed due to RMC's lack of control related to this need; however, RMC shared this comment with local City Offices, Parks and Recreation, and Chamber of Commerce representatives within Delaware County for their awareness and consideration when planning events for their communities. RMC also shared these comments with Delaware County Drug Abuse Coalition, Substance Abuse Services Center (SASC), and Helping Services for their awareness and strategic planning.

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**IDENTIFIED NEED:** Hold less events that promote alcohol  
**STRATEGY:** This identified need in the CHNA is not being addressed due to RMC's lack of control related to this need; however, RMC shared this comment with local City Offices, Parks and Recreation, and Chamber of Commerce representatives within Delaware County for their awareness and consideration when planning events for their communities. RMC also shared these comments with Delaware County Drug Abuse Coalition, Substance Abuse Services Center (SASC), and Helping Services for their awareness and strategic planning.

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**IDENTIFIED NEED:** Have more youth activities where no alcohol for adults is present (e.g. Have 1<sup>st</sup> Fridays at 5 with no alcohol)  
**STRATEGY:** This identified need in the CHNA is not being addressed due to RMC's lack of control related to this need; however, RMC shared this comment with local City Offices, Parks and Recreation, and Chamber of Commerce representatives within Delaware County for their awareness and consideration when planning events for their communities. RMC also shared these comments with Delaware County Drug Abuse Coalition, Substance Abuse Services Center (SASC), and Helping Services for their awareness and strategic planning.

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**IDENTIFIED NEED:** Provide more education on alcohol and other drugs

**NOTE:** RMC shared these comments with Delaware County Drug Abuse Coalition, Substance Abuse Services Center (SASC), and Helping Services for their awareness and strategic planning.

**STRATEGY #1:** Reinforce and promote alcohol prevention strategies by sharing Delaware County Drug Abuse Coalition, Substance Abuse Services Center (SASC), and Helping Services educational materials

*Impact Evaluation: Review and evaluate the quantity of comments received on the next CHNA to help indicate if public knowledge related to alcohol and other drugs has improved.*

**STRATEGY #2:** Promote Quitline Iowa to adult groups through internal and external communication mediums.

*Impact Evaluation: RMC will evaluate the quantity of comments received on the next CHNA to help indicate if public knowledge related to tobacco usage has improved.*

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**IDENTIFIED NEED:** Increase recreational activities

**STRATEGY:** This identified need in the CHNA is not being addressed in RMC's Implementation Strategy Plan. RMC shared this comment with the local City Offices, Parks and Recreation, and Chamber of Commerce representatives within Delaware County for their awareness and consideration when planning events for their community.

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**IDENTIFIED NEED:** Offer Alcoholics Anonymous (AA) treatment at RMC

**STRATEGY:** This identified need in the CHNA is not being addressed due to other current organizational initiatives and priorities. In addition, AA meetings are held routinely in Delaware County and can be found by visiting [aa-iowa.org](http://aa-iowa.org).

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# Promote Healthy Living

## FOCAL AREA: MENTAL HEALTH

**IDENTIFIED NEED:** Increase services in schools and workplaces  
**NOTE:** RMC shared these comments with Abbe Center who currently maintains the Delaware County contract for mental health services as well as Delaware County Schools for their awareness and strategic planning.  
**STRATEGY:** Facilitate Behavioral Health services and strategies with judicial system.  
*Impact Evaluation: Review and evaluate county mental health access and usage of services to indicate if access concern has improved.*

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**IDENTIFIED NEED:** Increase access  
**NOTE:** RMC shared these comments with Abbe Center who currently maintains the Delaware County contract for mental health services for their awareness and strategic planning.  
**STRATEGY #1:** Explore recruitment of a psychiatric Advanced Registered Nurse Practitioner (ARNP) with Emergency Department (ED) emphasis.  
*Impact Evaluation: Review and evaluate the recruitment status of the psychiatric ARNP with ED emphasis.*  
**STRATEGY #2:** Facilitate Behavioral Health services and strategies with judicial system.  
*Impact Evaluation: Review and evaluate county mental health access and usage of services to indicate if access concern has improved.*

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**IDENTIFIED NEED:** Education/advertise where people can go for help  
**NOTE:** RMC shared these comments with Abbe Center who currently maintains the Delaware County contract for mental health services for their awareness and strategic planning.  
**STRATEGY:** Increase the frequency of communication and Facebook posts related to mental health.  
*Impact Evaluation: Review and evaluate the quantity of comments received on the next CHNA to help indicate if public knowledge of where to go for mental health issues has improved.*

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**IDENTIFIED NEED:** Increase providers  
**NOTE:** RMC shared these comments with Abbe Center who currently maintains the Delaware County contract for mental health services for their awareness and strategic planning.  
**STRATEGY:** Explore recruitment of a psychiatric Advanced Registered Nurse Practitioner (ARNP) with Emergency Department (ED) emphasis.



*Impact Evaluation: Review and evaluate the recruitment status of the psychiatric ARNP with ED emphasis.*

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- IDENTIFIED NEED:** Education on mental health
- NOTE:** RMC shared these comments with Abbe Center who currently maintains the Delaware County contract for mental health services for their awareness and strategic planning.
- STRATEGY #1:** Continue current process of posting inspirational messages on restroom doors within RMC, including messages pertaining to stress and mental health.  
*Impact Evaluation: Review and evaluate the quantity of comments received on the next CHNA to help indicate if overall mental health issues have improved.*
- STRATEGY #2:** Increase the frequency of communication and Facebook posts related to mental health.  
*Impact Evaluation: Review and evaluate the quantity of comments received on the next CHNA to help indicate if public knowledge of where to go for mental health issues has improved.*
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- IDENTIFIED NEED:** Increase resources available for family support related to mental health needs
- NOTE:** RMC shared these comments with Abbe Center who currently maintains the Delaware County contract for mental health services for their awareness and strategic planning.
- STRATEGY #1:** Explore recruitment of a psychiatric Advanced Registered Nurse Practitioner (ARNP) with Emergency Department (ED) emphasis.  
*Impact Evaluation: Review and evaluate the recruitment status of the psychiatric ARNP with ED emphasis.*
- STRATEGY #2:** Facilitate Behavioral Health services and strategies with judicial system.  
*Impact Evaluation: Review and evaluate county mental health access and usage of services to indicate if access concern has improved.*
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# Prevent Epidemics & the Spread of Disease Assessment

## FOCAL AREA: CHILD IMMUNIZATIONS/VACCINES

**IDENTIFIED NEED:** Require immunizations/vaccines; do not allow exceptions unless health related  
**STRATEGY:** This identified need in the CHNA is something that is beyond the jurisdiction of Delaware County Public Health and RMC; therefore, this is not being addressed.

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**IDENTIFIED NEED:** Educate on the importance of immunizations/vaccines  
**STRATEGY:** Continue occasional reminders and promotion of immunization clinics to educate on the importance of child immunizations.  
*Impact Evaluation: Monitor and review county child immunization rates.*

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**IDENTIFIED NEED:** Desire for immunizations/vaccines free of charge  
**STRATEGY:** This identified need in the CHNA is something that is already provided by four Vaccines For Children (VFC) providers in Delaware County, including Delaware County Public Health and Regional Family Health, for qualified children; therefore, this is not being addressed.

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## FOCAL AREA: ADULT IMMUNIZATIONS/VACCINES

**IDENTIFIED NEED:** Require immunizations/vaccines; do not allow exceptions unless health related  
**STRATEGY:** This identified need in the CHNA is something that is beyond the jurisdiction of Delaware County Public Health and RMC; therefore, this is not being addressed.

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**IDENTIFIED NEED:** Educate on the importance of immunizations/vaccines  
**STRATEGY:** Continue occasional reminders and promotion of immunization clinics to educate on the importance of adult immunizations.  
*Impact Evaluation: Monitor and review county adult immunization rates as well as review and evaluate the quantity of comments received on the next CHNA to help indicate if public knowledge of the importance of immunizations/vaccines for adults has improved.*

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**IDENTIFIED NEED:** Desire for immunizations/vaccines free of charge  
**STRATEGY:** This identified need in the CHNA is not an area where there are programs to provide reduced cost vaccine for adults. RMC has other areas of importance to address tied to the mission of the hospital; therefore, this need is not being addressed.

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## FOCAL AREA: SEXUALLY TRANSMITTED DISEASES (STDs)

**IDENTIFIED NEED:** Educate on prevention  
**STRATEGY:** Share STD prevention educational resources developed by other organizations (purchase if required) through marketing mediums.  
*Impact Evaluation: Review and evaluate the quantity of comments received on the next CHNA to help indicate if public knowledge of the importance of STD prevention has improved.*

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# Strengthen the Health Infrastructure Assessment

## FOCAL AREA: HEALTH INSURANCE

**IDENTIFIED NEED:** Cost—high deductibles/out of pocket costs are a concern; need more affordable rates

**STRATEGY:** This identified need in the CHNA is something that is beyond the control of RMC; therefore, this is not being addressed.

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**IDENTIFIED NEED:** Coverage for dental and vision are problems

**STRATEGY:** This identified need in the CHNA is something that is beyond the control of RMC; however, RMC shared these comments with local dental and vision offices in Delaware County.

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**IDENTIFIED NEED:** Increase Title 19 access for dental

**STRATEGY:** This identified need in the CHNA is something that is beyond the control of RMC; however, RMC shared these comments with local dental offices in Delaware County.

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## FOCAL AREA: ACCESS TO QUALITY HEALTH SERVICES

**IDENTIFIED NEED:** Educate on services available

**STRATEGY #1:** Implement marketing strategy to promote and educate on the services being offered in Specialty Clinic.

*Impact Evaluation: Review statistical information to determine if the quantity of visits are increasing.*

**STRATEGY #2:** Expand upon the colonoscopy education and marketing strategies.

*Impact Evaluation: Review statistical information related to colonoscopy screenings in Delaware County to determine if percentages are increasing.*

**STRATEGY #3:** Intensify marketing strategies for General Surgery services and surgeons.

*Impact Evaluation: Review statistical information to determine if the quantity of surgeries performed are increasing.*

**STRATEGY #4:** Continue to develop joint venture strategies related to medical and radiology oncology services with Mercy Oncology.

*Impact Evaluation: Evaluate the relationship and strategies with Mercy Oncology.*

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## FOCAL AREA: ACCESS TO QUALITY HEALTH SERVICES

**IDENTIFIED NEED:** Need more specialists and family doctors at RMC

**STRATEGY #1:** Continue to develop joint venture strategies related to medical and radiology oncology services with Mercy Oncology.

*Impact Evaluation: Evaluate the relationship and strategies with Mercy Oncology.*

**STRATEGY #2:** Recruit another Family Practice-Obstetric provider in 2-3 years.

*Impact Evaluation: Review and evaluate the status of Family Practice-Obstetric providers.*

**STRATEGY #3:** Work with current general surgeons on recruitment strategies for a third surgeon.

*Impact Evaluation: Review and evaluate the status of general surgeon providers.*

**STRATEGY #4:** Secure additional Orthopedic services.

*Impact Evaluation: Review and evaluate the status of Orthopedic services and strategies.*

**STRATEGY #5:** Recruit and expand Dermatology services.

*Impact Evaluation: Review and evaluate the status of Dermatology services and strategies.*

**STRATEGY #6:** Explore wound care services and the recruitment of a provider.

*Impact Evaluation: Review and evaluate the status of wound care services and providers.*

**STRATEGY #7:** Recruit Advanced Registered Nurse Practitioner (ARNP) specializing in wound care.

*Impact Evaluation: Review and evaluate the status of wound care providers.*

**STRATEGY #8:** Expand oncology services & facilities.

*Impact Evaluation: Review and evaluate the status of oncology services and facility allocations.*

**STRATEGY #9:** Recruit and secure a Family Practice-Obstetrical provider in 2016

*Impact Evaluation: Review and evaluate the status of Family Practice-Obstetric providers.*

**STRATEGY #10:** Recruitment and expansion of podiatry services.

*Impact Evaluation: Review and evaluate the status of podiatry services and providers.*

# Strengthen the Health Infrastructure Assessment

## FOCAL AREA: ACCESS TO QUALITY HEALTH SERVICES

**IDENTIFIED NEED:** The amount of the community looking for holistic/natural healing is growing. Regional Family Health (RFH)/RMC needs to be ahead of the game in offering those types of services/accommodations to that community.

**STRATEGY:** Explore holistic and natural healing services options.  
*Impact Evaluation: Review and evaluate the status of holistic and natural healing service options.*

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**IDENTIFIED NEED:** The limited availability of MRI for patients was a need identified by Regional Medical Center providers; therefore, this was added to the strategies to include for the CHNA.

**STRATEGY:** Increase MRI availability.  
*Impact Evaluation: Review MRI hours statistical information to determine if MRI usage has increased.*

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## FOCAL AREA: MEDICAL CARE

**IDENTIFIED NEED:** Expand walk-in hours

**STRATEGY:** Explore additional Walk-in Clinic and/or Urgent Care hours, and related staffing options.  
*Impact Evaluation: Review and evaluate statistical data and the status of Walk-In Clinic hours and staffing.*

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# Prepare for, Respond to, & Recover from Public Health Emergencies Assessment

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## **FOCAL AREA: EMERGENCY PLANNING**

**IDENTIFIED NEED:** Increase public education (what to do, planning, drills, emergency kit)  
**STRATEGY:** This identified need in the CHNA is a service provided by Delaware County Emergency Management/Homeland Security; therefore, RMC shared these comments with this agency.

# Prevent Injuries & Violence Management

## FOCAL AREA: VIOLENT AND ABUSIVE BEHAVIOR

**IDENTIFIED NEED:** Need for increased education (awareness/signs of abuse, schools, anger management)

**NOTE:** RMC shared these comments with Abbe Center who currently maintains the Delaware County contract for mental health services as well as Delaware County Schools for their awareness and strategic planning.

**STRATEGY:** Explore communication options/materials related to bullying offered by other agencies to purchase (if required) and share through marketing mediums.  
*Impact Evaluation: RMC will evaluate the quantity of comments received on the next CHNA to help indicate if public knowledge related to violent and abusive behavior has improved.*

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**IDENTIFIED NEED:** Increase services (providers, counseling, safe house/place)

**NOTE:** RMC shared these comments with Abbe Center who currently maintains the Delaware County contract for mental health services as well as Delaware County Schools for their awareness and strategic planning.

**STRATEGY #1:** Explore recruitment of a psychiatric Advanced Registered Nurse Practitioner (ARNP) with Emergency Department (ED) emphasis.  
*Impact Evaluation: Review and evaluate the recruitment status of the psychiatric ARNP with ED emphasis.*

**STRATEGY #2:** Facilitate Behavioral Health services and strategies with judicial system.  
*Impact Evaluation: Review and evaluate county access and usage of mental health services to indicate if access concern has improved.*

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**IDENTIFIED NEED:** Need for increased bullying programs in schools

**STRATEGY:** This identified need in the CHNA is something that is beyond the control of RMC; however, RMC shared these comments with Abbe Center who currently maintains the Delaware County contract for mental health services as well as Delaware County Schools for their awareness and strategic planning.

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## FOCAL AREA: SUICIDE

**IDENTIFIED NEED:** Increase education of suicidal ideation signs in schools and for general public

**NOTE:** RMC shared these comments with Abbe Center who currently maintains the Delaware County contract for mental health services as well as Delaware County Schools for their awareness and strategic planning.

**STRATEGY:** Explore communication options/materials related to suicide offered by other agencies to purchase (if required) and share through marketing mediums.  
*Impact Evaluation: RMC will evaluate the quantity of comments received on the next CHNA to help indicate if public knowledge and concerns related to suicide has improved.*

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**IDENTIFIED NEED:** Services (need therapists, increase counseling)

**STRATEGY #1:** Explore recruitment of a psychiatric Advanced Registered Nurse Practitioner (ARNP) with Emergency Department (ED) emphasis.  
*Impact Evaluation: Review and evaluate the recruitment status of the psychiatric ARNP with ED emphasis.*

**STRATEGY #2:** Facilitate Behavioral Health services and strategies with judicial system.  
*Impact Evaluation: Review and evaluate county access and usage of mental health services to indicate if access concern has improved.*

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## FOCAL AREA: MOTOR VEHICLE CRASHES

**IDENTIFIED NEED:** Increased education on consequences of distracted driving (cell phones and texting)

**STRATEGY:** Explore communication options/materials related to distracted driving offered by other agencies to purchase (if required) and share through marketing mediums.  
*Impact Evaluation: RMC will evaluate the quantity of comments received on the next CHNA to help indicate if public knowledge and concerns related to distracted driving has improved.*

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**IDENTIFIED NEED:** Increased education on consequences of drunk driving

**STRATEGY:** Explore communication options/materials related to drunk driving offered by other agencies to purchase (if required) and share through marketing mediums.  
*Impact Evaluation: RMC will evaluate the quantity of comments received on the next CHNA to help indicate if public knowledge and concerns related to drunk driving has improved.*

# Protect Against Environmental Hazards Assessment

## FOCAL AREA: DRINKING WATER PROTECTIONS

**IDENTIFIED NEED:** Concern about rural water safety

**STRATEGY:** This identified need in the CHNA is something that is beyond the control of RMC; however, RMC shared these comments with Delaware County Water and Sanitation for their awareness.

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**IDENTIFIED NEED:** Education about testing wells, where to purchase water testing kits, and safety of rural water

**STRATEGY:** This identified need in the CHNA is something that is beyond the control of RMC; however, RMC shared these comments with Delaware County Water and Sanitation for their awareness to assist with education regarding water safety in the county and where residents can purchase water testing kits.

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**IDENTIFIED NEED:** Adopt Manchester streets for clean-up

**STRATEGY:** This identified need in the CHNA is important but is not a priority within RMC's mission; however, RMC shared these comments with the City of Manchester for their awareness.

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## FOCAL AREA: HEALTHY HOMES

**IDENTIFIED NEED:** Increase landlords' accountability by making them responsible for inspections and property upkeep

**STRATEGY:** This identified need in the CHNA is important but is not a priority within RMC's mission; however, RMC shared these comments with the Delaware County Housing Committee for their awareness.

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## FOCAL AREA: FOOD SAFETY

**IDENTIFIED NEED:** Educate public on proper food storage, cleaning, and preparation  
**STRATEGY:** This identified need in the CHNA is important but is not a priority within RMC's mission; however, RMC shared these comments with the Iowa State University Extension and Outreach of Delaware County for their awareness on the public interest in further education related to this topic.

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**IDENTIFIED NEED:** Concern about the amount of food wasted at schools and restaurants when it could go to the hungry  
**STRATEGY:** This identified need in the CHNA is important but is not a priority within RMC's mission; however, RMC shared these comments with the Iowa State University Extension and Outreach of Delaware County, Delaware County Schools, and local City Offices within Delaware County for their awareness.

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# Your partner in health,

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# Regional Medical Center®

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