

# 2016

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Clinch Memorial Hospital  
Implementation  
Strategy

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# Clinch Memorial Hospital

## Implementation Strategy

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For FY2016-2018 Summary

Clinch Memorial Hospital is a 25 bed not-for-profit, critical access hospital located in Homerville, Georgia. In 2016, the hospital conducted a Community Health Needs Assessment (CHNA) to identify the health needs of Clinch County. The Implementation Strategy for Clinch Memorial Hospital was developed based on findings and priorities established in the CHNA and a review of the hospital's existing community benefit activities.

This report summarizes the plans for Clinch Memorial Hospital to sustain and develop community benefit programs that 1) address prioritized needs from the 2016 Clinch Memorial Hospital CHNA and 2) respond to other identified community health needs.

The following prioritized needs were identified by the community and the CHNA steering committee. Particular focus was placed upon these needs in developing the implementation strategy.

- Adolescent Lifestyle
- Mental Health
- Obesity
- Accidents

Clinch Memorial Hospital has addressed each of the health needs identified in the CHNA. Clinch Memorial Hospital developed implementation strategies to address each of the health issues identified over the next three years.

Specific implementation strategies for each of the CHNA identified health needs are addressed in the following appendices to this report.

The Clinch Memorial Hospital Board approved this Implementation Strategy through a board vote on September 22, 2016.

Please reference additional appendices to this report for the implementation strategy for each of the health priorities.

1. Adolescent Lifestyle
  - a. There is a need for more activities for adolescents or education about living a healthy lifestyle.
  - b. There is a need for more education about STDs and teen pregnancy.
  - c. There is a need for education and awareness about child abuse (sexual and neglect).
    - a. There is a need for education and awareness surrounding healthy lifestyle choices related to alcohol, tobacco and drug use (especially prescription drugs).
2. Mental Health
  - a. There is a need for mental health care that is focused on the patient and the family.
  - b. There is a need for education and awareness on mental illness.
  - c. There is a need for more counseling and education provided to the patient. Many patients are given the prescription medicine alone without counseling.
  - d. There is a need for increased awareness and knowledge of available resources for low cost prescriptions.
3. Obesity
  - a. There is a need for education on how to increase one's desire to be healthy-motivation to change.
  - b. There is a need for education awareness on the causes, prevention, and intervention for obesity.
    - i. There is a need for specific education on how to purchase and make healthy foods on a budget.
  - c. There is a lack of afterschool programs and recreation activities for children.
  - d. There are limited grocery stores with healthy food.
4. Accidents
  - a. There is a need for education and awareness on distracted driving prevention.
  - b. There is a need for education and awareness on seat belt and car seat safety.
  - c. There is a need for education about safe, age-appropriate activities for children. There is a need for increased access to safe activities for children.

Community Work Plan for Adolescent Lifestyle	
Health Problem	Outcome Objective
<ul style="list-style-type: none"> <li>a. There is a need for more activities for adolescents or education about living a healthy lifestyle.</li> <li>b. There is a need for more education about STDs and teen pregnancy.</li> <li>c. There is a need for education and awareness about child abuse (sexual and neglect).</li> <li>d. There is a need for education and awareness surrounding healthy lifestyle choices related to alcohol, tobacco and drug use (especially prescription drugs).</li> </ul>	<ul style="list-style-type: none"> <li>A. Increase the education and knowledge among adolescents of healthy lifestyle choices.</li> <li>B. Increase the education and knowledge about STDs and teen pregnancy.</li> <li>C. Increase education and awareness about child abuse (neglect and sexual).</li> <li>D. Increase education and awareness surrounding lifestyle choices related to alcohol, tobacco and drug abuse (especially prescription drugs).</li> </ul>
<p><b>Description of the health problem, risk factors and contributing factors:</b>            Family life and education were common themes discussed during the focus group in 2016. A lot of the community members recognized the direct link between family life and leading a healthy and productive life.</p>	
<p><b>Related Healthy People 2020 objectives:</b>            FP-8 - Reduce pregnancies among adolescent females</p> <p>ECBP-2 - Increase the proportion of elementary, middle, and senior high schools that provide comprehensive school health education to prevent health problems in the following areas: unintentional injury; violence; suicide; tobacco use and addiction; alcohol or other drug use; unintended pregnancy, HIV/AIDS, and STD infection; unhealthy dietary patterns; and inadequate physical activity</p>	
<p><b>Implementation Strategy:</b></p> <ul style="list-style-type: none"> <li>A. Distribution of the CHNA Report: Post to CMH website, Executive Summary distributed to local schools, local business and industries.</li> <li>B. Teen Maze: Thursday, November 17, 2016. Hosted by CC Family Connection and CC Board of Education for students 7th-9th grade.</li> <li>C. CMH Health Fair: Thursday, October 6, 2016. Hosted by Clinch Memorial Hospital.</li> <li>D. Public Speaker: CMH will sponsor speaking engagements specific to the health priorities for Adolescent Lifestyles.</li> <li>E. Healthy Eating Presentation: Cooking class and presentation. Date(s) to be determined by presenter(s)</li> </ul>	

**Possible Collaborations:**

- Clinch Memorial Hospital
- CC Board of Education
- CC Family Connection
- CC Public Health
- Department Family and Children Services
- Unison Behavioral Health
- Local Law Enforcement
- Faith Based Community
- Ministerial Association
- CC Emergency Medical Service
- Life Flight
- Local Registered Dietician(s)
- Local Business & Industries

Community Work Plan for Mental Health	
CHNA Page Reference - page 91 and 97	
Health Problem	Outcome Objective
<ul style="list-style-type: none"> <li>a. There is a need for mental health care that is focused on the patient and the family.</li> <li>b. There is a need for education and awareness on mental illness.</li> <li>c. There is a need for more counseling and education provided to the patient. Many patients are given the prescription medicine alone without counseling.</li> <li>d. There is a need for increased awareness and knowledge of available resources for low cost prescriptions.</li> </ul>	<ul style="list-style-type: none"> <li>A. Increase mental health provider education on patient family centered care.</li> <li>B. Increase knowledge in the community about mental illness and substance abuse.</li> <li>C. Increase education about the importance of counseling in addition to prescription medicine to treat the condition.</li> <li>D. Increase knowledge of local and regional mental health providers and services that offer low cost prescriptions.</li> </ul>
<p><b>Description of the health problem, risk factors and contributing factors:</b></p> <p>The community reported mental health as an issue due to lack of education and lack of mental health and substance abuse services.</p> <p>A lot of the community is unaware of local mental health resources that provide prescription drugs a discounted rate.</p> <p>Many residents are self-medicating with illegal substances as a result of untreated mental illness.</p> <p>There is a stigma associated with mental health. Many residents are fearful to ask for help.</p>	
<p><b>Related Healthy People 2020 objectives:</b></p> <p>MHMD-4- Reduce the proportion of persons who experience major depressive episodes</p> <p>MHMD-6- Increase the proportion of children with mental health problems who receive treatment</p> <p>MHMD-9- Increase the proportion of adults with mental health disorders who receive treatment</p> <p>SA-8- Increase the proportion of persons who need alcohol and/or illicit drug treatment and received specialty treatment for abuse or dependence in the past year</p> <p>SA-2.1- Increase proportion of at risk adolescents aged 12 - 17 years who in the past year refrained from using alcohol for the first time</p>	

**Implementation Strategy:**

- A. Lunch & Learn: Presentation by Unison Behavioral Health, hosted by Clinch Memorial Hospital. Date to be determined.
- B. CMH Health Fair: Thursday, October 6, 2016. Unison Behavioral Health will be invited to participate.
- C. CMH Facebook and CMH Website: Will use sites to promote information related to the specific health priority.

**Possible Collaborations:**

- Unison Behavioral Health
- Local Primary Care Physician & Staff
- CMH Emergency Department Physician & ED Staff
- CC Board of Education - School Nurse(s), School Counselor(s)
- CC DFACS
- Local Law Enforcement
- Faith Based Community

Community Work Plan for Obesity CHNA Page Reference - pages 53-58	
Health Problem	Outcome Objective
<ul style="list-style-type: none"> <li>A. There is a need for education on how to increase one’s desire to be healthy-motivation to change.</li> <li>B. There is a need for education awareness on the causes, prevention, and intervention for obesity.</li> <li>C. There is a need for specific education on how to purchase and make healthy foods on a budget.</li> <li>D. There is a lack of afterschool programs and recreation activities for children.</li> <li>E. There are limited grocery stores with healthy food.</li> </ul>	<ul style="list-style-type: none"> <li>A. Increase knowledge and education to both adults and children about how to maintain healthy lifestyle choices.</li> <li>B. Increase knowledge about the causes and prevention of obesity.</li> <li>C. Increase knowledge about nutrition and healthy food options and how to cook healthy foods on a budget.</li> <li>D. Increase awareness of community resources available for afterschool programs.</li> <li>E. Increase awareness of community grocery stores that offer healthy food.</li> </ul>
<p><b>Description of the health problem, risk factors and contributing factors:</b></p> <p>The prevalence of adult obesity in Health District 9-2 (36.4 percent) was higher than the State rate (30.2 percent), and the National rate (34.9 percent). The Healthy People 2020 goal is 30.5 percent. Clinch County had a higher prevalence of obesity at 33 percent. According to a community focus group and key stakeholder interview conducted in 2016, the community reported a lack of education and awareness about healthy lifestyle and obesity prevention.</p>	
<p><b>Related Healthy People 2020 objectives:</b>                      NWS-9 Reduce the proportion of adults who are obese                      NWS-10 Reduce the proportion of children and adolescents who are considered obese.</p>	
<p><b>Implementation Strategy:</b></p> <ul style="list-style-type: none"> <li>A. Body Smart Program: January 2017 CMH will host a healthy choice/healthy body program.</li> <li>B. CMH Health Fair: Introduce the community to the Body Smart Program to be hosted by CMH.</li> <li>C. CMH Facebook and CMH website: Will use sites to promote information related to the specific health priority.</li> </ul>	
<p><b>Possible Collaborations:</b></p>	



- CC Board of Education
- CC Public Health
- CC Family Connection
- Family Practice Physician(s)
- Faith Based Community
- Local Registered Dietician
- Local Business & Industries

Community Work Plan for Accidents	
CHNA Page Reference - pages 48-50	
Health Problem	Outcome Objective
<ul style="list-style-type: none"> <li>a. There is a need for education and awareness on distracted driving prevention.</li> <li>b. There is a need for education and awareness on seat belt and car seat safety.</li> <li>c. There is a need for education about safe, age-appropriate activities for children. There is a need for increased access to safe activities for children.</li> </ul>	<ul style="list-style-type: none"> <li>A. Increase education and awareness on distracted driving.</li> <li>B. Increase knowledge and education about car seat safety and seat belt use.</li> <li>C. Increase education about the importance of age-appropriate activities for children.</li> </ul>
<p><b>Description of the health problem, risk factors and contributing factors:</b></p> <p>In Clinch County, the accident death rate (52.5 per 100,000 population) was higher than both the State and the U.S. rates. In Clinch County, the highest death rate due to accidents was among Black males.</p>	
<p><b>Related Healthy People 2020 objectives:</b></p> <p>IVP-1- Reduce fatal and nonfatal injuries</p> <p>IVP-11- Reduce unintentional injury deaths</p> <p>IVP-12- Reduce motor vehicle crash-related deaths</p>	
<p><b>Implementation Strategy:</b></p> <ul style="list-style-type: none"> <li>A. Car Seat Safety Class: Dates to be determined by CC EMS (educator).</li> <li>B. CMH Health Fair: Thursday, October 6, 2016. Distracted Driver Booth</li> <li>C. Teen Maze: Thursday, November 17, 2016. Hosted by CC Family Connection and CC Board of Education for student's 7th - 9th grade.</li> <li>D. CMH Facebook and CMH Website: Will use sites to promote information related to the specific health priority.</li> </ul>	

Possible Collaborations:

- Clinch Memorial Hospital
- Emergency Medical Services (Paramedic)
- Local Law Enforcement
- Georgia State Patrol
- CC Board of Education
- CC Family Connection
- CC Public Health