

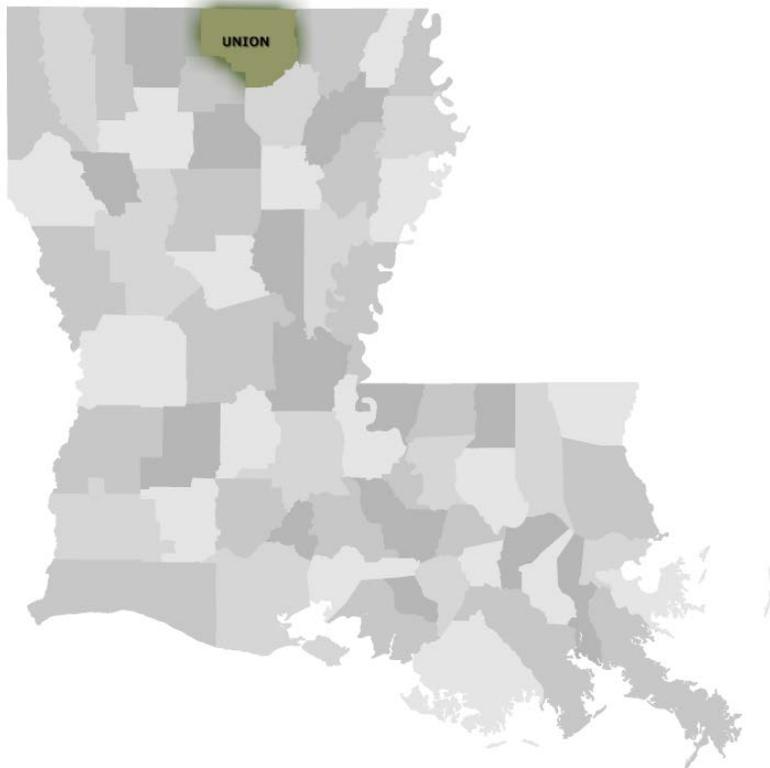
Union Parish
Union General Hospital
Implementation Strategy

2015-2017

PREPARED FOR: UNION GENERAL HOSPITAL

901 JAMES AVENUE

FARMERVILLE, LOUISIANA 71241



The Union General Hospital Board of Directors approved this Implementation Strategy through a board vote on September 2, 2015.

Union General Hospital

Implementation Strategy

For FY2015-2017 Summary

Union General Hospital (UGH) is a 20-bed Critical Access Hospital located in Farmerville, Louisiana. In 2015, the hospital conducted a Community Health Needs Assessment (CHNA) to identify the health needs of Union Parish. The Implementation Strategy for UGH was developed based on the findings and priorities established in the CHNA and a review of the hospital's existing community benefit activities.

This report summarizes the plans for Union General Hospital to sustain and develop community benefit programs that 1) address prioritized needs from the 2015 Union Parish CHNA and 2) respond to other identified community health needs.

The following priority needs were identified by the community and the CHNA steering committee. (See page 8 of the CHNA report). Particular focus was placed upon these needs in developing the implementation strategy.

1. Cancer
2. Adolescent behaviors (teen pregnancy, bullying, alcohol and drug use)
3. Cardiovascular
4. Obesity and diabetes
5. Dental and oral health*
6. Sexual health*
7. Respiratory and asthma*
8. Mental health*
9. Alcohol and drug abuse (adults)*
10. Access to care*
11. Joint and back pain*

*HEALTH NEEDS WITHOUT SPECIFIC IMPLEMENTATION STRATEGIES

1. Dental and oral health

It is beyond the scope of the hospital's services to offer dental care. A Federally Qualified Healthcare Center (FQHC) in Marion offers dental services to the uninsured or underinsured on a sliding fee scale. The hospital and rural health clinic will educate and refer patients to Morehouse Community Medical Center (MCMC) of Marion. Additionally, the hospital will help identify dental services within its resource directory.

2. Sexual health

Sexual health will be addressed through another health priority “Adolescent behaviors.” As stated above, UGH will develop implementation strategies to address teen lifestyle issues which include sexual health. Additionally, public health facilities will be identified as resources community members can contact regarding sexual health and STD prevention and treatment.

3. Mental health

Mental health services are beyond the scope of the services provided at the hospital. UGH will help identify mental health resources within its resource directory.

4. Respiratory and asthma

After further review of this health priority, the source of the priority need was from the self-reported survey that asked about one’s health challenges. There was no other evidence to support this as a major health issue. The hospital will continue to monitor this health condition to determine if it is a substantial health issue in the future. Additionally, the hospital will help identify respiratory services within its resource directory. Union General Hospital will continue to offer an annual flu shot drive to the community and employees to reduce respiratory illnesses.

5. Alcohol and drug use (adults)

Alcohol and drug use among adults will not be addressed at this time. Substance abuse treatment is beyond the scope of the hospital’s services. UGH will continue to refer patients to other organizations that address this issue. In addition, the hospital will help identify these types of services within its resource directory. To address the issue of prevention among adolescents, Union General Hospital in collaboration with the District Attorney’s office, Law Enforcement, and School Board is putting together court mandated TEEN AA Meetings at Union General Hospital offered one evening a week year-round. Meetings will be conducted with Union General Staff and held on the campus of Union General Hospital. Staff includes two Licensed Professional Counselors and one Board Certified Mental Health and Psychiatric Nurse.

6. Access to care (transportation, physicians, job opportunities, and wellness)

Access to wellness services will be addressed through the obesity and diabetes health priority. Access to care related to specialty physicians, lack of transportation, and lack

of job opportunities is beyond the scope of the hospital's services to the community. The hospital will help identify these types of services within its resource directory. Wellness care is currently available in all local physician offices as well as at MCMC of Marion which offers services to indigent and underinsured at reduced rates or free through sliding fee scales. The hospital believes that respondents to survey may not have been aware of all wellness services offered by current healthcare providers or may have been referring to health club type facility which is outside the scope of hospital services.

7. Joint and back pain

After further review of this health priority, the source of this priority was from the self-reported survey that asked about one's health challenges. There was no other evidence to support this as a major health issue. The hospital will continue to monitor this health condition to determine if it is a substantial health issue in the future.

Specific implementation strategies for each of the CHNA identified health needs are included as appendices to this report.

1. Cancer (Appendix 1)
 - a. Higher death rates than State and U.S.
 - b. Community reported a need for more education and screening

2. Adolescent Behaviors (Appendix 2)
 - a. Higher teen birth rate than the State and U.S.
 - b. Community survey reported an increased prevalence of bullying
 - c. Community survey reported an increased prevalence of alcohol and drug abuse

3. Cardiovascular (Appendix 3)
 - a. Higher heart disease and stroke rates than the State and U.S. with disparity among Blacks

4. Obesity and diabetes (Appendix 4)
 - a. Higher diabetes death rate than the State and U.S.
 - b. Higher obesity prevalence than the State
 - c. Community interviews reported lack of nutrition education

Union General Hospital has addressed each of the health needs identified in the CHNA. UGH developed implementation strategies to address each of the health issues identified over the next

three years, with the exception of dental and oral health, sexual health, alcohol and drug abuse (adults), access to care, and joint and back pain.

Approval:

The Union General Hospital Board of Directors approved this Implementation Strategy through a board vote on September 2, 2015.

Appendix 1

<p>Community Work Plan for Cancer</p> <p>CHNA Page Reference – pages 24-33</p>	
Health Problem	Outcome Objective
<p>Education on prevention and available services</p>	<p>Increased awareness and access to prevention education and community healthcare resources.</p>
<p>Description of the health problem, risk factors and contributing factors:</p> <p>Cancer was the second leading cause of death in Union Parish. Union Parish had a higher death rate (224.6 per 100,000 population) compared to the both Louisiana and the U.S.</p>	
<p>Related Healthy People 2020 objectives:</p> <p>C-1 Reduce the overall cancer death rate C-2 Reduce the lung cancer death rate C-3 Reduce the female breast cancer death rate C-4 Reduce the death rate from cancer of the uterine cervix C-5 Reduce the colorectal cancer death rate</p>	
<p>Possible Collaborations:</p> <ul style="list-style-type: none"> • Health Department • Healthcare providers • ULM Cervical Cancer Education Program • LSU Partners in Wellness • Louisiana Cancer Foundation • “Just Like You” Mastectomy Boutique • Cancer Foundation League 	

- Northeast Affiliate of Susan G. Komen Foundation
- American Cancer Society

Implementation Strategy:

The hospital will provide testing, education, and referral services for multiple types of cancers described below:

- **Colorectal Cancer:** the hospital will pursue funding and partnerships to address the possibility of providing free or reduced cost colon cancer screening kits. If the hospital is unable to obtain adequate funding for this type of program, it will continue to promote colorectal cancer awareness through health promotion strategies targeting patients within the hospital and the rural health clinic. Awareness and education strategies (face-to-face) will also take place at community health fairs, community meetings, big employers (corporate wellness), and the Chamber of Commerce. In addition to face-to-face educational strategies, the hospital will also write articles in the local newspaper to raise awareness during Colon Cancer Awareness Month. The hospital will dedicate a clinical professional to assist in this community education and testing. Community partners will be important to increase awareness of this issue community-wide. The hospital plans on partnering with the following individuals/organizations: Gastroenterology Clinic, Omega Labs/Dr. Jerry Lyles, Gastrointestinal Consultants, Dr. Duke McHugh and the Health Unit.
- **Breast and Cervical Cancer:** the hospital will partner with LSU Partners in Wellness in a collaborative effort to help decrease morbidity and mortality caused by breast cancer among the uninsured and underinsured women of their community. The LA Rural Telemammography Project targets women in Union Parish and surrounding areas who are underserved and/or underinsured and have not had a mammogram within one year. The hospital identifies potential patients, provides office space, provides parking space for the van, allows use of telemedicine and videoconferencing equipment, provides access to T1 lines, and assists in scheduling and follow-up of recommended diagnostic testing. The hospital will work diligently to insure that patients show up for their appointments. The hospital plans to continue this collaborative effort in the future in order to identify the incidence of breast cancer and reduce deaths. Additionally, the hospital will provide annual breast education and a celebration for survivors, called "Pink Sunday." "Pink Sunday" is an educational

awareness project that is scheduled to be held in three African-American churches in the community. Hospital staff will go into the churches by invitation and provide handouts and education. The hospital will participate in a faith-based breast and cervical cancer education program with the ULM School of Nursing. This program will be used to reach the African-American UGH works in conjunction with Northeast Affiliate of Susan G. Komen foundation to provide education tools, materials and presentations in coordination without its Cancer education programs. UGH will assist cancer patients in obtaining supplemental help with external costs like one time gas cards and utility payments. UGH will also assist patients with applications and coordinating services through Louisiana Cancer Foundation. The Louisiana Cancer Foundation assists Union General Hospital in education programs offered in Union Parish. Union General Hospital will work with the Cancer Foundation League and St Vincent de Paul to obtain services as well as pharmaceuticals.

- **Lung Cancer:** hospital staff will collaborate with the Louisiana Cancer Control Partnership and school leaders to provide targeted education to adolescents regarding the health risks of smoking. The program will include graphic depictions of the effect of smoking on an individual's body. Efforts will be made to include testimonials from lung cancer patients and/or family members who have seen firsthand the effects of this disease. This educational program will be provided to elementary, middle, and high school students on an annual basis. Union General Hospital has become a complete tobacco free facility and encourages local businesses to follow this program. The hospital will offer information and other assistance in accomplishing this goal. The hospital will continue to screen patients for tobacco use and provide counseling and literature on the risks of smoking and smoking cessation.
- **OUTCOMES:** Statistics will be recorded for number of screenings/ mammograms performed number of attendees at various events, and number of patients served. The overall outcome goal is to decrease the number of cancer deaths and cancer incidence. (Reference "Outcome Objective" box on previous page).

Appendix 2

Community Work Plan for Adolescent Behaviors (Teen Pregnancy, Bullying, and Alcohol and Drugs)

CHNA Page Reference – **pages 53-54; 61; 57-61**

Health Problem	Outcome Objective
<ul style="list-style-type: none"> A. Lack of education and awareness regarding teen pregnancy B. Lack of education and monitoring of adolescent behavior: <ul style="list-style-type: none"> a. Bullying prevention b. Alcohol and drug use prevention c. Tobacco prevention 	<ul style="list-style-type: none"> A. Reduce teen birth rate and increase women participating in self-esteem programming B. Reduce bullying incidents in school and increase participation in anti-bullying program C. Reduce alcohol and drug use among adolescents and increase awareness regarding the dangers of this.
<p>Description of the health problem, risk factors and contributing factors:</p> <p>Teen birth rates in Union Parish were higher than the Louisiana rate, with the Hispanic rate significantly higher than the other population groups. In 2015, community stakeholder interviews revealed that there is not enough education and awareness about the issue. In 2015, community stakeholder interviews and a community survey reported bullying as an issue among the adolescent population. Alcohol and drug abuse ranked as one of the top three issues in the 2015 community survey.</p>	
<p>Related Healthy People 2020 objectives:</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-9 Increase the proportion of person who are referred for follow-up care for alcohol problems, drug problems after diagnosis, or treatment for one of these conditions in a hospital emergency department (developmental)</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

SA-2.2 Increase proportion of at risk adolescents aged 12–17 years who in the past year refrained from using marijuana for the first time

SA-13 Reduce the past-month use of illicit substances

SA-14 Reduce the proportion of person engaging in binge drinking of alcoholic beverages

ECBP-2.6 Increase the proportion of elementary, middle, and senior high schools that provide comprehensive school health education to prevent health problems in alcohol or other drug use

IVP-35 Reduce bullying among adolescents

FP-8 Reduce pregnancies among adolescent females aged 15 to 17 years

Possible Collaborations:

- Union Parish Sheriff’s Office
- Health Department
- School Board
- Faith Based Organizations
- Domestic Abuse Resistance Team (DART)
- Healthcare providers
- Health Care Providers
- Children’s Coalition

Implementation Strategy:

Hospital staff will enhance its educational programs targeting the prevention of teen pregnancies. This is a collaborative effort involving the School Board, faith-based organizations, and parents in the community. We will include a section for Drug Prevention in our Anti-Bullying Program along with Smoking Prevention classes, which will be dependent on age group and gender.

Hospital staff will identify evidence-based interventions in developing these programs:

- Peer influences to overcome self-esteem issues
- On-campus role models

A. TEEN PREGNANCY

Hospital staff developed an educational program targeting the prevention of teen pregnancies and STDs in the fall of 2013. The program is a collaborative effort involving the School District, faith-based organizations, and parents in the community. Hospital staff will continue to expand and improve upon this evidence-based intervention Program called “Making Proud Choices.” According to the Office of Behavioral Health, the most effective programs are comprehensive and focus on delaying sexual behavior and provide information on how sexually active young people can protect themselves. Programs that encourage parents to talk with their children about risk taking behaviors, which include the consequences of premarital sexual activity, the importance of prevention from engaging in high risk behaviors to avoid disease, broken relationships, date rape and emotional instability is also encouraged with this program. As part of this comprehensive prevention effort, schools, hospitals and churches will be used to expand outreach of this program. Additional programs that follow this same format will be developed in the future, dependent upon age group and gender.

B. BULLYING

Union General Hospital is partnering with the Union Parish Sheriff’s Office and the School Board to teach 4th graders about bullying. Two more grades 3rd and 5th will be added to have the opportunity to address other topics such as smoke, tobacco prevention and alcohol and drug abuse.

C. ALCOHOL AND DRUG ABUSE-YOUTH

Union General Hospital is partnering with the School Board and District Attorney’s Office to address Tobacco, Alcohol and Drug Abuse in Youth. The program kick off is in late summer 2015 in partnership with other organizations.

TOBACCO PREVENTION YOUTH

Union General Hospital is partnering with School Board and District Attorney’s Office and the Tobacco-Free Living-Louisiana Public Health Institute Region 8 to address tobacco, alcohol and drug Abuse in Youth. The program kick off is in late summer 2015 in partnership with other organizations.

- **OUTCOMES:** Statistics will be recorded for the number of program participant and number of attendees at various events, tracking and analyzing the demographic data of program participants, participant history information, identification and tracking of key trends, and determining which programs and efforts are the most effective at achieving desired outcomes. (Reference “Outcome Objective” box on previous page)

Appendix 3

<p>Community Work Plan for Cardiovascular (Heart disease and stroke) CHNA Page Reference – pages 34-38</p>	
Health Problem	Outcome Objective
Lack of education and awareness on prevention	Increased access to education and awareness for early prevention of heart disease and stroke
<p>Description of the health problem, risk factors and contributing factors:</p> <p>Heart disease and stroke are preventable diseases. Union Parish had a higher death rate due to heart disease (235.7 per 100,000 population) compared to Louisiana (219.5 per 100,000 population). The stroke death rate in Union Parish (46.9 per 100,000 population) was higher than Louisiana (45.1 per 100,000 population). Heart disease and stroke have similar modifiable risk factors such as: tobacco smoke, poor nutrition, overweight and obesity, stress, and high cholesterol. In 2015, community stakeholder interviews revealed that the Union Parish community possesses many of these risk factors.</p>	
<p>Related Healthy People 2020 Objectives:</p> <p>HDS-2 Reduce coronary heart disease deaths HDS-3 Reduce stroke deaths TU-1.1 Reduce cigarette smoking by adults TU-2.2 Reduce cigarette use by adolescents within last 30 days TU-4 Increase smoking cessation attempts by adult smokers TU-7 Increase smoking cessation attempts by adolescent smokers D-13 Increase the proportion of adults with diabetes who perform self-blood glucose monitoring D-14 Increase the proportion of persons with diagnosed diabetes who receive formal diabetes education D-15 Increase the proportion of persons with diabetes whose condition has been diagnosed</p>	

Possible Collaborations:

- Ochsner Health System
- Health Unit
- St Frances Hospital
- Children's Coalition
- LSU Agriculture Center
- Southern University
- Union Parish School Board
- American Heart Association
- La Campaign For Tobacco Free Living
- D'arbonne State Park
- Area Law Enforcement(Union Parish Sheriff's Office)

Implementation Strategy:

- The hospital will continue to host an educational seminar to promote cardiovascular disease awareness. Every February hospital staff invites the community to the hospital to attend "Go Red" educational seminars related to heart disease and stroke prevention, as well as the underlying causes such as obesity and diabetes. During the "Go Red" event, the hospital will give coupons to attendees to receive free cholesterol screenings which is a \$150 value to patient. This will be continued as funding permits. Hospital staff will also provide educational material and free screenings (blood pressure checks, weight, body mass index) to the community at locations such as Walmart, Council on Aging and local churches. Programs will also be offered to the Hispanic community through the "Day of the Family" health fair. As requested by community members, educational programming will be designed for the intended audience to facilitate understanding (Hispanics, Seniors, Blacks).
- The hospital will also partner with St. Francis Tobacco Cessation Program to offer a location to the community to attend Tobacco Cessation meetings. The hospital will identify and refer patients from the ER and inpatient setting.
- In cooperation with the Children's Coalition, LSU AgCenter and the Southern University, School Board and other organizations, UGH will offer information on healthy eating/lifestyle choices in the Hispanic community. The growing number of Hispanics suffering from obesity and diabetes is clearly a combination of lifestyle, genetics, and socioeconomic status. Because Hispanics are more likely to be overweight, they are at higher risk of developing diabetes and cardiovascular problems.
- The hospital will partner with the Children's Coalition and the Louisiana Campaign for Tobacco-Free Living-Louisiana Public Health Institute Region 8 to address tobacco Alcohol and Drug Abuse in Youth. The program kick off is in the fall of 2015 in partnership with D'Arbonne State Park and other organizations.
- The hospital will continue to screen patients in the Emergency Room and Rural Health

Clinic for pre-diabetes or diabetes. The hospital will use this opportunity to educate the patient population on healthy diet and exercise.

- Union General Hospital will continue to provide care to stroke patients through its Telestroke Program. UGH's Emergency Department (ED) is now designated as a Level 3 Stroke Center. This means that the UGH ED is prepared for and able to give high quality care to the patients who experience acute strokes. This program and designation is possible due in part to a partnership with Ochsner Health System. Through the use of telemedicine technology, patients are placed "face-to-face" with a neurologist who specializes in stroke care that can make recommendations in the care of stroke patients. This partnership also includes agreements with other facilities to expedite the transfer of patients requiring advanced care.
- **OUTCOMES:** Statistics will be recorded for the percent of free cholesterol screenings used by participants and number of attendees at various events. The overall outcome goal is to decrease modifiable risk factors associated with heart disease and stroke in order to decrease the morbidity and mortality of the diseases. (Reference "Outcome Objective" box on previous page)

Appendix 4

Community Work Plan for Obesity and Diabetes
 CHNA Page Reference – **pages 45-49**

Health Problem	Outcome Objective
<ul style="list-style-type: none"> A. Lack of prevention education and awareness B. Limited places and resources for physical activity and healthy living 	<ul style="list-style-type: none"> A. Reduction of the number of adults and children in Union Parish that is overweight, obese, or diabetic. Increase the number of adults and children participating in an obesity or diabetes prevention program. B. Increased access to places or resources for physical activity and healthy living
<p>Description of the health problem, risk factors and contributing factors:</p> <p>The Union Parish diabetes death rate was less than that of the State; however exceeded the rate for the U.S. The prevalence of adult obesity in Union Parish for 2008 was higher than the Healthy People 2020 goal. According to the 2015 community stakeholder interviews, there is a need for more education on healthy diet and exercise.</p> <p>The growing number of Hispanics suffering from obesity and diabetes is a combination of lifestyle, genetics, and socioeconomic status. Because Hispanics are more likely to be overweight, they are at higher risk of developing diabetes and cardiovascular problems. The Office of Minority Health reports that Hispanics are nearly twice as likely to be diagnosed with diabetes.</p>	
<p>Related Healthy People 2020 objectives:</p> <ul style="list-style-type: none"> NWS-9 Reduce the proportion of adults who are obese NWS-10 Reduce the proportion of children and adolescents who are considered obese. D-1 Reduce the annual number of new cases of diagnosed diabetes in the population D-3 Reduce the diabetes death rate 	

Possible Collaborations:

- Healthcare providers
- Community Health Fairs
- eQHealth Solutions Quality Program
- Walking groups
- Town of Farmerville

Implementation Strategy:

A. The hospital will host a Move More, Eat Healthy Back to School Health Fair to better prepare the community for starting a health school year. The hospital's Registered Dietician will develop nutrition education through different media outlets, including submission of written articles to local newspapers, a printed brochure "How to Read Food Labels for Dummies" to be used in the ER and other local provider practices. The hospital will also identify pre-diabetics and diabetics to be referred to local counseling programs in conjunction with EQ Health Solutions. The hospital will market the various programs through local clinics, physicians, and the ER in order to refer participants. In order to target the Hispanic population, the hospital will also expand upon these programs at the "Day of the Family" other Hispanic-centered events. The hospital's Registered Dietician will work with EQ Health Solutions. EQ Health Solutions provides assistance to health quality improvement projects to hospitals, physicians, home health agencies and nursing homes throughout the state.

B. The hospital will partner with the Town of Farmerville to apply for grant funding for a walking track on hospital grounds to be used by the public. This will have fitness stations and provide a safe place for community to exercise outdoors.

- **OUTCOMES:** Statistics will be recorded for the number of publications regarding healthy nutrition, the number of program participants, the number of attendees at various events, the average number individuals using the walking track per week, and the number of pre-diabetics and diabetics referred from the ER to counseling. The overall outcome goal is to the morbidity and mortality of diabetes and obesity.(Reference "Outcome Objective" box on previous page)