

2018

Union General Hospital Implementation Strategy

FY 2018-2020

Union General Hospital

Implementation Strategy

For FY2018-2020 Summary

Union General Hospital is a 20-bed, Critical Access Hospital located in Farmerville, Louisiana. In 2018, the hospital conducted a Community Health Needs Assessment (CHNA) to identify the health needs of Union Parish. The Implementation Strategy for Union General 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 Union General Hospital to sustain and develop community benefit programs that 1) address prioritized needs from the 2018 Union General 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 Behaviors (includes teen pregnancy, STDs, drugs, and bullying)
- Cancer
- Cardiovascular (heart disease and stroke)
- Diabetes
- Mental and Behavioral Health

Union General Hospital has addressed each of the health needs identified in the CHNA. Union General 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.

Approval:

The Union General Hospital Board of Directors approved this Implementation Strategy through a board vote on November 14th, 2018.

The following issues were identified as “priority” needs by the community participants. The findings are listed in the order of priority as determined by the focus groups.

1. Adolescent Behavior

- a. There is a need for educational classes for parents on strategies that promote emotional support of the family unit and enhance communication skills of children.
- b. There is a need for education and awareness surrounding healthy lifestyle choices related to alcohol, tobacco and drug use and bullying.
- c. There is a need for sex education and screening programs to reduce teen pregnancies and STDs.
- d. There is a need for education on healthy living related to nutrition and physical activity.
- e. There is a need for education on suicide prevention and available resources for emotional support to prevent suicide.
- f. There is a need for communication of available resources.

Note: The community reported a need for programming targeted for young men.

2. Cancer

- a. There is a need for education and awareness regarding when and where to get affordable cancer screenings and available treatment options.
- b. There is a need for education and awareness regarding cancer causes, risk factors, and prevention.
- c. There is a need for communication of available resources.

Note: The community reported a specific need for outreach related to cancer education and screening to the Hispanic community.

3. Cardiovascular

- a. There is a need for outreach education and awareness on prevention, signs and symptoms of cardiovascular risk, and intervention tactics.
 - i. Medication compliance and “knowing your numbers”
 - ii. Outreach education and screenings
 - iii. Physical activity and diet changes
- b. There is a need for communication of available resources.

Note: The community reported a specific need for outreach related to cardiovascular education and screening to the African American community.

4. Diabetes

- a. There is a need for education on available resources for medication assistance.
- b. There is a need for education on nutrition and physical activity.

5. Mental and Behavioral Health

- a. There is a lack of resources for the adult population.
- b. There is a need for more family support of mental health issues.
- c. There is a need to limit prescriptions of pain medication.
- d. There is a need for communication of available resources.

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

Appendix 1

Community Work Plan for Adolescent Behaviors (includes teen pregnancy, STDs, drugs and bullying)

CHNA Page Reference-pages 54-55, 71, and 59-65

Health Problem	Outcome Objective (Anticipated Impact)
<ul style="list-style-type: none"> a. There is a need for educational classes for parents on strategies that promote emotional support of the family unit and enhance communication skills of children. 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 c. There is a need for sex education and screening programs to prevent teen pregnancies and STDs. d. There is a need for education on healthy living related to nutrition and physical activity. e. There is a need for education on suicide and available resources for emotional support to prevent suicide. f. There is a need for communication of available resources. <p>Note: The community reported a need for programming targeted for young men.</p>	<ul style="list-style-type: none"> a. Increase education and awareness of parental strategies among the general population that enhance communication skills of children and promote emotional support. Increase attendance to parenting classes. b. Increase knowledge and awareness of alcohol, tobacco and drug use and bullying. Reduce drug/tobacco use and bullying incidents in school. c. Reduce teen birth rate and increase women participating in positive self-esteem programming. d. Increase knowledge of healthy living related to nutrition and physical activity aiming to reduce obesity rates. e. Increase education and awareness of signs of depression and suicide aiming to decrease suicide rates. f. Increase awareness of available resources through distribution and publication of a community resources directory.

Background and contributing factors:

The community reported a need for better emotional support within the family unit. Although this is a difficult issue to address, the community noted that a lot of the issues in adolescence mentioned in this section can be attributed to a lack of family support. Teen birth rates in Union Parish were higher compared to the Louisiana average. Bullying was reported to be a problem in a lot of the schools. Alcohol, tobacco and drug use were also contributing factors to poor adolescent behaviors. In Region 8 most of the drug abuse behaviors were occurring at higher rates compared to the state average.

Implementation Strategy:

- a) The hospital will add classes incorporating Children and Family Services and Union Counseling Center to It's a Girl Thing, Making Proud Choices program once per quarter.
- b) Bullying and Alcohol/Substance Abuse
 - On a quarterly basis and partnering with the School District and the Union Parish Sheriff's Office the hospital will educate the children in the schools on bullying and suicide prevention. The schools where the classes take place will be: Union Parish Elementary School, Downsville Community Charter School and D'Arbonne Woods Charter School.
 - Two more partners have been added to the program: The Children and Family Services and the Union Counseling Center. The hospital recognizes the importance of having mental health professionals on board for all our programs to educate and monitor adolescent behavior.
 - The hospital will partner with A True Deliverable Ministry and Christ Centered Ministry churches to reach out to parents and youth to teach them about bullying and drug/alcohol prevention.
 - The hospital will continue to provide weekly drug, alcohol, and tobacco prevention classes to the students in physical education in 6th through 8th grade. The classes take place at the Union Parish Junior High School and Downsville Community Charter School.
- c) The hospital will continue to offer It's a Girl Thing, Making Proud Choices. This program has been offered to the community since 2013. The MISSION of the program is to help change the views, circumstances and lives of teen girls and the GOAL is to connect and educate with teen girls 6th to 12 Grades with a focus on Pregnancy and STDs prevention, while utilizing educational activities, health information and comparable testimonials from influential community leaders. The program provides information to teen girls for use of tools to guide a process of understanding the importance of self-worth and setting goals in life. The hospital will be partnering with the Health Unit for screenings and/or referral partner in Morehouse Community Medical Center.
- d) The hospital will continue plans for building a walking path for the community. The hospital Dietician will coordinate physical activities targeted to adolescents and adults using the new walking path. Dietician will provide healthy food choices classes to at least once per quarter at It's a Girl Thing meetings. Community partners will include: LSUAg Center, Living Well Foundation, local churches, Morehouse Community Medical Center and the Health Unit. The hospital dietitian will write articles on healthy food choices, exercise etc. to publish in local newspapers, hospital Facebook page and hospital website.
- e) The hospital will partner with Union Parish Sheriff's Office, Children's Coalition, Children and Family Services, Union Counseling Center, School District, Downsville Community Charter School, D'Arbonne Woods Charter School and local churches to provide education to parents and children and resources for emotional support to prevent suicide. This partnership will help with the communication of available resources. The hospital will publish resources list from the Community Health Needs Assessment (CHNA) and make a booklet that can be placed around hospital, Emergency Room and Rural Health Clinic for patients and visitors to easily access the resources available in the area. Other methods of communicating suicide education and prevention will include use of the hospital Facebook page to promote resources, use of hospitals signs, and partnership with the Chamber of Commerce to promote resources.

- f) The hospital will continue to update and review the community resource directory. The hospital will increase awareness of community resources through this directory which will in turn assist community residents and other entities in getting individuals to the appropriate level of care or resource.

The hospital will partner with D'Arbonne Woods Charter Schools to provide education to young men on different aspects related to adolescent behavior. The program called "It's a Boy Thing" first class was in October 2018 with 125 participants. Beulah Baptist Church and Zion Hill Baptist Church are also teaching their young men on Sundays based on the training provided by Union General Hospital two years ago to 10 community leaders in 2015.

- **OUTCOMES:** Statistics will be recorded for the number of program participants and/or 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)

Possible Collaborations:

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

Appendix 2

Community Work Plan for Cancer

CHNA Page Reference-pages 23-34

Health Problem	Outcome Objective (Anticipated Impact)
<ul style="list-style-type: none"> a. There is a need for education and awareness regarding when and where to get affordable cancer screenings and available treatment options. b. There is a need for education and awareness regarding cancer causes, risk factors, and prevention. c. There is a need for communication of available resources. <p>Note: The community reported a specific need for outreach related to cancer education and screening to the Hispanic community.</p>	<ul style="list-style-type: none"> a. Increase access to prevention education as well as treatment options. b. Increase knowledge and awareness of cancer causes, risk factors, and prevention. c. Increase awareness and communication of available resources for cancer treatment and prevention.

Background and contributing factors:

The CHNA process identified that cancer was the second leading cause of death in Union Parish. The death rates were higher in Union Parish compared to both Louisiana and the U.S. Although Hispanic death rates were lower than other population groups, the community reported a specific need for outreach to cancer education and screening to the Hispanic community.

Implementation Strategy:

- a) In partnership with Susan G. Komen, Union General Hospital is providing free mammograms, diagnostic services and education to medically underserved women 40 years and older from Union Parish and the surrounding areas. Our partners include: Union Parish Health Unit, Morehouse Community Medical Center and Martin Luther King Health Center and Pharmacy. In partnership with Omega Labs, the hospital offers free colorectal screening kits and education to the community.
- b) The CHNA committee will put together various health articles and publish in quarterly hospital newsletter, hospital website and Facebook. The hospital will also offer informational brochures. A Registered Nurse will be invited to It's a Girl Thing Making Proud Choices once a year to discuss HPV vaccination for cervical cancer prevention. The hospital will partner with Foster Farms, the biggest local employer in the area for health fairs at their facility. Free

colorectal cancer screening kits will be offered free of charge to the community and education at local health fairs and at the hospital. Brochures with most prevalent types of cancer in the parish will be available in the hospital lobby. Types of cancer to address: Lung, breast, skin, prostate and cervical.

- c) The hospital will continue to update and review the community resource directory, especially as it relates to cancer treatment and prevention options. The hospital will increase awareness of community resources through this directory which will in turn assist community residents and other entities in getting individuals to the appropriate level of care or resource.

Hispanic population: Claudia Wade, Community Development Manager and Grant Writer will work closely with the Hispanic community to offer free mammogram screenings using grant funding. The hospital will also implement the following: provide resources in Spanish at Dia de la Familia a Hispanic health fair and Hispanic churches.

- **OUTCOMES:** Statistics will be recorded for the number of program participants and/or 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)

Possible Collaborations:

- 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
- Martin Luther King Health Center and Pharmacy
- Dr. Dhwani
- LSU AgCenter Dining with Diabetes
- Omega Labs
- Living Well Foundation
- Susan G Komen
- Foster Farms
- TRIAD

Appendix 3

Community Work Plan for Cardiovascular (Heart Disease and Stroke)

CHNA Page Reference-pages 35-39

Health Problem	Outcome Objective (Anticipated Impact)
<p>a. There is a need for outreach education and awareness on prevention, signs and symptoms of cardiovascular risk, and intervention tactics.</p> <ul style="list-style-type: none"> i) Medication compliance and “knowing your numbers” ii) Outreach education and screenings iii) Physical activity and diet changes <p>b. There is a need for communication of available resources related to cardiovascular disease.</p> <p>Note: The community reported a specific need for outreach related to cardiovascular education and screening to the African American community.</p>	<ul style="list-style-type: none"> a. Increase education and awareness of cardiovascular risk through classes to help individuals gain an understanding of intervention tactics such as knowing your numbers and signs and symptoms of cardiovascular disease. Increase the number of outreach education and number screenings to underserved areas of the community. Increase education on the benefits of physical activity and nutrition. b. Increase awareness of available resources for cardiovascular disease prevention and treatment.
<p>Background and contributing factors:</p> <p>The CHNA process identified heart disease as the leading cause of death in Union Parish. Stroke was the fourth leading cause of death in the community. Both heart disease and stroke death rates were higher in Union Parish compared to the Louisiana and U.S. death rates.</p>	
<p>Implementation Strategy:</p> <ul style="list-style-type: none"> a) For medication compliance, the hospital will put together informational handouts to use at health fairs and employer sponsored events. We are planning on having or participating in one event per quarter. For outreach education and screenings, the CHNA committee will put together various all health articles and publish them in hospital Facebook page and website. For healthy cooking classes, the hospital will seek a partnership with LSUAg Center. For physical activity and diet changes, the hospital will provide: physical activities geared toward healthy lifestyle such as yoga; dietician will provide nutrition resources at activities/health fairs; dietician will utilize her physical fitness training to offer programs at walking path at the hospital; dietician will write articles on healthy food choices, exercise, etc. for local 	

newspapers; and dietician will provide medical nutrition therapy through outpatient referrals.

- b) The hospital will continue to update and review the community resource directory as it relates to cardiovascular disease resources. The hospital will increase awareness of these resources through this directory, which will in turn assist community residents and other entities in getting individuals to the appropriate level of care or resource.

African American population: The hospital will provide health screenings at health fairs and the hospital will provide health information to African American population in partnership with Willis Davis Recreation Center in town.

- **OUTCOMES:** Statistics will be recorded for the number of program participants and/or 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)

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)

Appendix 4

Community Work Plan for Diabetes

CHNA Page Reference-pages 45-49

Health Problem	Outcome Objective (Anticipated Impact)
<ul style="list-style-type: none"> a. There is a need for education on available resources for medication assistance. b. There is a need for education on nutrition and physical activity. 	<ul style="list-style-type: none"> a. Increase awareness of available resources for affordable diabetes medication and supplies. b. Increase awareness and education of the benefits of nutrition and exercise in controlling diabetes.

Background and contributing factors:

The CHNA process identified that the diabetes death rate in Union Parish was higher than the U.S., but lower than Louisiana. The prevalence of diabetes among adults in Union parish was higher than State and most of the other public health districts.

Implementation Strategy:

- a) The hospital will promote the 340b program for medication assistance through the Emergency Room and Rural Health Clinic.
- b) The CHNA committee will put together various all health articles and publish them in local newspapers, websites and the Facebook page. The hospital will promote healthy cooking classes in partnership with LSUAg. The dietician will write articles on healthy food choices, exercise etc. for local newspapers. The dietician will provide medical nutrition therapy through outpatient referrals. The hospital will continue to update and review the community resource directory as it relates to diabetes resources. The hospital will increase awareness of these resources through this directory, which will in turn assist community residents and other entities in getting individuals to the appropriate level of care or resource.
- **OUTCOMES:** Statistics will be recorded for the number of program participants and/or 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)

Possible Collaborations:

- LSUAg Center
- Omega Labs
- Living Well Foundation
- Foster Farms
- Council on Aging
- TRIAD

Appendix 5

Community Work Plan for Mental and Behavioral Health

CHNA Page Reference-pages 59-66 and 83-84

Health Problem	Outcome Objective (Anticipated Impact)
<ul style="list-style-type: none"> a. There is a lack of resources for the adult population. b. There is a need for more family support of mental health issues. c. There is a need to limit prescriptions of pain medication. d. There is a need for communication of available resources. 	<ul style="list-style-type: none"> a. Increase access to mental health resources. b. Increase knowledge about the importance of family support and involvement of loved one with a mental health issue. c. Increase provider and patient education on the risks of pain medication. d. Increase awareness of available mental health resources through distribution and publication of a community resources directory.
<p>Background and contributing factors:</p> <p>The CHNA process identified the average number of poor mental health days among Union Parish residents was higher than the Louisiana average. Additionally, the community input identified depression and suicide as a major concern. There is also a lack of mental health resources in Union Parish, so it is difficult to get individuals the help they need.</p>	
<p>Implementation Strategy:</p> <ul style="list-style-type: none"> a) Union General Hospital does not have the financial means or facilities to provide complete mental health services for the adult population. Partnerships have been developed to have a referral network available with local mental health providers. b) The hospital will partner with the Children and Family Services and the Union Counseling Center to provide counseling in a group setting. c) The hospital will develop policies that limit the prescribing of controlled narcotics to meet industry standards. The hospital will continue to make sure reviews have been put in place to 	

assure pain medications are not being prescribed outside of recommendations. Also, the hospital will continue to ensure the Louisiana Prescription Monitoring program is adhered to and referenced before any pain medication prescriptions are written.

- d) The hospital will continue to update and review the community resource directory as it relates to mental health resources. The hospital will increase awareness of these resources through this directory, which will in turn assist community residents and other entities in getting individuals to the appropriate level of care or resource. The hospital will publish resources from the CHNA and make a booklet that can be placed around the hospital, Emergency Room and Rural Health Clinic for patient's to easily access. The hospital will post information on the hospital Facebook page and use new signs to advertise.
- **OUTCOMES:** Statistics will be recorded for the number of program participants and/or 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)

Possible Collaborations:

- Morehouse Community Medical Center
- The Children and Family Services
- Union Counseling Center
- Union Parish Sheriff's Office
- TRIAD
- Life Phases, LLC