

Ruby Memorial Hospital

Community Health Implementation Plan

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Strategy One: Support for WVU Medicine Children’s Health Fair

Priority Targeted: This strategy primarily targets the areas of obesity and chronic disease, substance abuse, and mental health (among many other topics), which are priority health areas shown to be of great concern to community residents and leaders. This strategy aims to provide broad organizational support, monetary sponsorship, and advertising support to the event. This annual children’s health fair provides a wide range of educational activities developed and conducted by many departments and staff within Ruby Memorial, and is hosted at the Morgantown Mall. Though planning for the 2020 health fair is nearly complete at the time of this report, the current COVID-19 public health crisis will disrupt this year’s event. Moving forward, Ruby leadership will provide intended annual support whether this event is rescheduled or simply next happens in the spring of 2021.

Program/Initiative	WVU Medicine Children’s Health Fair
Objectives	Provide organizational, sponsorship, and advertising support for the annual WVU Medicine Children’s Health Fair.
Activities	<ul style="list-style-type: none"> ● Work with event planners to finalize any details that remain (at the time of this report, the bulk of planning is complete) ● Provide needed organizational support ● Provide monetary sponsorship ● Provide advertising support
Planning Partners	<ul style="list-style-type: none"> ● Event planners ● Department representatives
Implementation Partners	<ul style="list-style-type: none"> ● Event planners ● Department representatives
Resources	<ul style="list-style-type: none"> ● Time ● Financial resources
Evaluation Activities	<ul style="list-style-type: none"> ● Obtain approximate number of overall attendees ● From a list of all booths, determine health concerns addressed by each activity or screening ● Obtain number of individuals for each screening where possible ● Monetary sponsorship details ● Advertising details: avenues, dates or durations
Point of Contact	<ul style="list-style-type: none"> ● Kevin Hamrick ● Stephanie Bock

Strategy Two: Health Sciences Campus Farmer’s Market

Priorities Targeted: This strategy provides support for the yearly HSC Farmer’s Market, targeting the community health concerns of obesity and chronic disease. Ruby Memorial provides logistical help for many facets of the recurring seasonal event, including provision of parking lot space, monetary support, security, and coordinates with facilities to provide logistical support for music events. Typically the HSC Farmer’s Market takes place each Wednesday between the third week of May and the third week of October. In addition to standard market produce, there are often food trucks, vendors boasting educational information or cooking demos, and live music entertainment. It is worth noting that although planning for the 2020 market is nearly complete, the COVID-19 public health crisis may disrupt the timeline. Ruby Memorial will provide intended support to market events that are able to happen in 2020, and as usual into 2021-22 later this cycle.

Program/Initiative	Health Sciences Campus Farmer’s Market
Objectives	Provide support to HSC Farmer’s Market events, occurring weekly between May and October.
Activities	<ul style="list-style-type: none"> Organize vendors (at the time of this report, much of the planning has been completed)
Planning Partners	<ul style="list-style-type: none"> Farmer’s Market event planners Involved hospital departments Vendors Clay Marsh’s office (security purposes)
Implementation Partners	<ul style="list-style-type: none"> Farmer’s Market event planners Involved hospital departments Vendors HSC Facilities (live music purposes)
Resources	<ul style="list-style-type: none"> Time Space on HSC campus
Evaluation Activities	<ul style="list-style-type: none"> Number of Farmer’s Markets held Date range/time duration during the day # vendors for each Approximate attendees for each (if tracked) Information about presentations, educational information, cooking demos, etc.
Point of Contact	<ul style="list-style-type: none"> Dave Harshbarger Eric Smith

Strategy Three: Finding Wellness Program

Priority Targeted: This 7-8 week program targets the community health concerns of obesity and chronic disease via a curriculum-based program that includes pre and post A1C testing, classes with a nutritionist and a guided shopping day. It is possible that the program as currently planned will be delayed due to the current COVID-19 public health crisis - Ruby support will continue as intended whenever the 2020 program is able to begin, and/or later this cycle during the 2021-22 programs.

Program/Initiative	Finding Wellness Program
Objective(s) (SMART)	Host six eight-week Finding Wellness courses in 2020.
Activities	<ul style="list-style-type: none"> ● Develop any needed print or other materials ● Plan curriculum (shopping days, etc.) ● Hire nutrition specialist ● Secure location for hosting classes ● Recruit participants
Planning Partners	<ul style="list-style-type: none"> ● Partners for shopping day ● Nutritional specialist ● Partners for advertising and recruiting participants
Implementation Partners	<ul style="list-style-type: none"> ● Partners for shopping day ● Nutritional specialist ● Partners for advertising and recruiting participants
Resources	<ul style="list-style-type: none"> ● Time ● Class space ● Financial resources
Evaluation Activities	<ul style="list-style-type: none"> ● Date ranges of courses ● # participants in each ● # and detail of shopping days or other one-off activities ● # of participants who completed ● A1Cs before and after (or information about changes)
Point of Contact	<ul style="list-style-type: none"> ● Chris McCormick - coordinator ● Gwen Emery - Family Medicine ● Dave Harshbarger

Strategy Four: Spring Cancer Screening Event

Priority Targeted: Sponsorship of this screening event will target the community health concern of cancer. The event is scheduled for May 2020 and will screen residents for breast, oral, and skin cancers, and Ruby Memorial will provide support via financial sponsorship and advertising.

Program/Initiative	Walk/Run Event
Objective(s) (SMART)	Support the breast, oral, and skin cancer screening event in May 2020.
Activities	<ul style="list-style-type: none"> ● Determine advertising needs ● Determine financial support
Planning Partners	<ul style="list-style-type: none"> ● Cancer Institute ● Breast Cancer Center
Implementation Partners	<ul style="list-style-type: none"> ● Cancer Institute ● Breast Cancer Center
Resources	<ul style="list-style-type: none"> ● Time ● Financial resources ● Print resources?
Evaluation Activities	<ul style="list-style-type: none"> ● Date & duration of event ● # of each type of screening conducted ● Advertising avenues/dates/durations
Point of Contact	<ul style="list-style-type: none"> ● Deanna Dalton in Richard Funnell's office ● Stephanie Bock for advertising information

Strategy Five: Bonnie's Bus

Priority Targeted: Bonnie's Bus provides mobile mammography screenings to residents in Monongalia County, working to address the community health concern of cancer. Ruby Memorial supports this program via monetary sponsorship and coverage of the associated linen services.

Program/Initiative	Bonnie's Bus
Objective(s) (SMART)	Provide support for the Bonnie's Bus program during 2020-2022.
Activities	<ul style="list-style-type: none"> ● Gather needed details from director ● Coordinate with laundry facilities
Planning Partners	<ul style="list-style-type: none"> ● Bonnie's Bus director & coordinator ● Laundry facilities
Implementation Partners	<ul style="list-style-type: none"> ● Bonnie's Bus director & coordinator ● Laundry facilities
Resources	<ul style="list-style-type: none"> ● Financial resources for laundry ● Accounting time ● Planning time ● Financial resources for sponsorship
Evaluation Activities	<ul style="list-style-type: none"> ● # events - date and location of each ● # screenings per event ● # referred for followup
Point of Contact	<ul style="list-style-type: none"> ● Jenny Ostien - Director ● Vickie Burke - Outreach Coordinator

Strategy Six: (Tentative) Expansion of Suicide & Depression Screenings

Priority Targeted: Potential expansion of this existing screening program would target mental health in area youth. At the time of this report, conversations about this activity are still underway. During recent years, Chestnut Ridge Hospital has worked with area high schools (most recently Clay Battelle High School and University High School during this 2019-2020 academic year) to conduct suicide & depression screenings with students. ED and other data support the need to have this program expanded to serve middle school aged populations as well - a collaboration between Behavioral Medicine and CRH is being discussed.

Program/Initiative	Suicide & Depression Screenings
Objective(s) (SMART)	Conduct depression screenings once per academic year with students in designated Monongalia County high schools and middle schools.
Activities	<ul style="list-style-type: none"> ● Planning discussion with CRH and Behavioral Medicine
Planning Partners	<ul style="list-style-type: none"> ● Chestnut Ridge Hospital ● Behavioral Medicine ● University High School ● Clay-Battelle High School ● Interested area middle schools
Implementation Partners	<ul style="list-style-type: none"> ● Chestnut Ridge Hospital ● Behavioral Medicine ● University High School ● Clay-Battelle High School ● Interested area middle schools
Resources	<ul style="list-style-type: none"> ● time (planning, volunteers) ● Financial resources
Evaluation Activities	<ul style="list-style-type: none"> ● # schools participating ● # students screened ● # students who followed up with GC, if tracked ● Dates/time duration of when screenings were distributed in schools
Point of Contact	<ul style="list-style-type: none"> ● Swapna King ● Jessica Belt ● CRH contact

In addition to the above strategies, Ruby Memorial Hospital contributes much to the community each year via sponsorships and other charitable work. A sampling of recurring yearly events includes:

- AHA donation/heart walk
- Alzheimer's Association Memory Walk
- Decker's Creek Trail Half Marathon - busses
- Playground donation - Krepps
- Rail Trail donation
- Relay for Life donation
- Ronald McDonald House donation
- United Way (employee campaign and corporate gift)
- WV Special Olympics (Polar Plunge)

Physicians from Ruby Memorial also donate work hours to providing clinical services at Milan Puskar Health Right, the local free health clinic.