

Summersville Regional Medical Center

Community Health Implementation Plan

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Strategy One: Elementary School Drug Education Program

Priority Targeted: This strategy primarily targets the topic of substance use and abuse, which is a priority health area shown to be of great concern to community residents and leaders. This strategy aims to conduct educational programming within all ten Nicholas County elementary schools over the next two years, and will include a teacher training. It will involve collaboration with partners that include the school system, individual schools, Seneca Mental Health and Camden on Gauley Medical Center.

Program/Initiative	Substance Use/Abuse Education Program
Objectives	Conduct drug education program for students at all elementary schools in Nicholas County over the next two years, including a teacher training.
Activities	<ol style="list-style-type: none"> 1. Find an established program or create a new program (with Seneca Mental Health) 2. Get approval from Board of Education 3. Broadly, goals of the intervention are to educate children about different drugs and educate teachers about what to look for in students to identify drug use or exposure at home. 4. Goal is to conduct educational program at every elementary school during a 2 year cycle (10 schools)
Planning Partners	<ul style="list-style-type: none"> ● Seneca Mental Health ● Schools (especially, School Resource Officers) ● School Board ● Camden on Gauley Medical Center ● Nicholas Drug Abuse Collaborative
Implementation Partners	<ul style="list-style-type: none"> ● Seneca Mental Health (Karen Gillespie) ● Schools (especially, School Resource Officers) ● School Board ● Camden Family Health (Meg Hickey)
Resources	<ul style="list-style-type: none"> ● Place in the schools ● Materials ● Funding ● Staffing
Evaluation Activities	<ul style="list-style-type: none"> ● Number of schools/trainings ● Number of students attending education sessions ● Number of teachers trained
Point of Contact	<ul style="list-style-type: none"> ● Joe Neil ● Aaron Yanuzo ● Karen Bowling ● Tim Lewis

Strategy Two: Cancer Community Educational Forum

Priorities Targeted: This strategy aims to conduct one community educational forum per year in Nicholas County, with each focusing on the most prevalent type of cancer. It will entail collaboration with local media outlets, the American Cancer Society, and local medical providers and organizations.

Program/Initiative	Cancer Awareness Education Program
Objectives	Conduct one Cancer Community Educational Forum per year in Nicholas County. Each year will cover a different type of cancer, based on the most prevalent (breast, colon, lung).
Activities	<ul style="list-style-type: none"> ● Develop Content (Materials) ● Select a physician to lead the development of the content and go on radio to educate/advertise Breast Cancer – Mullins / Hensley Colon Cancer - Mullins / Hensley Lung Cancer - Taylor (if needed, Prostate – Meriwether) ● Mailings to the community (target marketing using patient data - by age & sex based on the type of cancer being addressed) ● Develop marketing/promotion materials ● Host the meeting on-site at the hospital and streamed live on social media (Facebook Live) ● Identify a location in Richwood to have a local group meet to watch the streaming event (Camden Family Health)
Planning Partners	<ul style="list-style-type: none"> ● American Cancer Society ● SC-TV (local tv station) ● Eric from Braxton Live (Facebook) ● Providers ● Chamber of Commerce ● Camden Family Health (Richwood & other locations) ● Mountains of Hope ● SRMC IT
Implementation Partners	<ul style="list-style-type: none"> ● American Cancer Society ● SC-TV (local tv station) ● Eric w/Braxton Live (https://www.facebook.com/braxtonlivewv/) ● Providers ● Rotary Club ● Red Hat Society ● Chamber of Commerce ● Camden Family Health (Richwood & other locations) ● Mountains of Hope

Resources	<ul style="list-style-type: none"> ● Education Materials ● Room/Space at SRMC ● Room at other venues ● Mailings – Marketing Budget ● Staff Time, including IT for the targeted mailing & Facebook live
Evaluation Activities	<ul style="list-style-type: none"> ● Number of events ● Number of attendees ● Number of views, shares, and likes from Braxton Live ● Increased number of screenings at SRMC (vs 2018 rates)
Point of Contact	<ul style="list-style-type: none"> ● Jerri Kirkland ● Eric Campbell – Braxton Live ● Kent Loweke ● Aaron Yanuzo

Strategy Three: Walk/Run Event

Priority Targeted: This program targets the community health concern of obesity, as well as comorbid chronic disease. The walk/run event will be planned in conjunction with existing chronic disease education and screening. Collaboration with local organizations and churches, and hosts of existing events will be needed.

Program/Initiative	Walk/Run Event
Objective(s) (SMART)	Conduct one walk/run event per year in collaboration with partners that includes chronic disease education & screening.
Activities	<ul style="list-style-type: none"> ● Develop event activities w/partner ● Launch “know your numbers” campaign focused on BMI, blood pressure, blood sugar, and cholesterol screenings/knowledge ● Develop free cholesterol screening tickets to distribute at event
Planning Partners	<ul style="list-style-type: none"> ● Active SWV ● US Army Corps of Engineers - Battle Run Recreation Area ● *If a cooking demo is planned: Cooking Healthy / Farmers Market – Nicholas County Schools (Tesla White (Dietitian at the school) / In Richwood: Stacy Raffo do a cooking class – Whistle Punk restaurant) ● Chamber of Commerce ● Church (communication purpose) ● Rotary Club
Implementation Partners	<ul style="list-style-type: none"> ● Active SWV ● US Army Corps of Engineers - Battle Run Recreation Area ● *If a cooking demo is planned: Cooking Healthy / Farmers Market – Nicholas County Schools (Tesla White (Dietitian at the school) / In Richwood: Stacy Raffo do a cooking class – Whistle Punk restaurant) ● Chamber of Commerce ● Church (communication purpose) ● Encourage SRMC Employee participation using Wellness Program – HighMark (get points for attending this program for wellness)...once health insurance change happens w/WVU ● Rotary Club
Resources	<ul style="list-style-type: none"> ● Budget for Screenings, Sponsorship, Food, Know Your Numbers sheets (to track screenings and Numbers) ● Staff Time ● Need Staff to participate ● Advertising

Evaluation Activities	<ul style="list-style-type: none">● Number of events● Number of attendees● Number of screenings at the event (Know Your Numbers)● Number of cholesterol screenings at SRMC using the free cholesterol screening ticket distributed at the event● Number of staff members that participate
Point of Contact	<ul style="list-style-type: none">● Tim Lewis● Aaron Yanuzo● Patti Perry● Peggy Williams