

United Hospital Center

Community Health Implementation Plan

Prepared by Thomas Bias, Christiaan Abildso, and Emily Sarkees

WVU School of Public Health

Health Research Center

March 31, 2020

Contents

Strategy One: Addiction Resource Guide & discoverrecovery.org	3
Strategy Two: WDTV Community Education Series	4
Strategy Three: 5-2-1-0 Program	5
Strategy Four: Dining with Diabetes	6
Strategy Five: School-based Walking Program	7
Strategy Six: Low-dose Cancer Screenings	8
Strategy Seven: Educational Series - Vaccine-preventable Cancers	9
Strategy Eight: Dare to C.A.R.E.	10

Strategy One: Addiction Resource Guide - discoverrecovery.org

Priority Targeted: This ongoing strategy targets the community concerns of substance use and abuse. This website and its incorporated resources are an ongoing provision that continues to be modified as local options change, shared at stakeholder meetings, and used in the community. This strategy will continue to support the provision of this addiction resource in the community.

Program/Initiative	Addiction Resource Guide & discoverrecovery.org
Objectives	Continue providing monthly marketing and dissemination of the Addiction Resource Guide and discoverrecovery.org website developed during the previous cycle.
Activities	<ul style="list-style-type: none"> ● Update existing resources ● Implement Google or other analytics for website
Planning Partners	<ul style="list-style-type: none"> ● Lou Ortenzio (Clarksburg Mission) ● Andrew Walker (Exponent Telegram)
Implementation Partners	<ul style="list-style-type: none"> ● Lou Ortenzio ● Andrew Walker
Resources	<ul style="list-style-type: none"> ● Time ● Financial resources
Evaluation Activities	<ul style="list-style-type: none"> ● # updates to resource guide ● website clicks/analytics ● tracking of marketing activities (via Lou Ortenzio, dissemination at community based meetings or places where this resource is generally made available)
Point of Contact	<ul style="list-style-type: none"> ● John Paul Nardelli

Strategy Two: WDTV Community Education Series

Priorities Targeted: This strategy provides community education about many health topics - cancer, cardiovascular disease, substance use & abuse, diabetes, obesity, and more. UHC has collaborated with WDTV to offer community education during the regular Friday evening news in a segment called House Call. A potential collaboration with the Harrison County Health Department is also being discussed: during this CHNA cycle, UHC could partner with the HCHD to develop a vaping-related segment as part of their vaping education strategies in the community.

Program/Initiative	WDTV Community Education Series
Objectives	Collaborate with WDTV to provide at least 18 educational segments covering identified topics during the 2020-2022 cycle.
Activities	<ul style="list-style-type: none"> ● Develop content ● Advertise/market ● Broadcast content ● Make segments available on Facebook
Planning Partners	<ul style="list-style-type: none"> ● WDTV ● UHC healthcare professionals ● HCHD (?)
Implementation Partners	<ul style="list-style-type: none"> ● WDTV ● UHC healthcare professionals ● HCHD (?)
Resources	<ul style="list-style-type: none"> ● Staff time
Evaluation Activities	<ul style="list-style-type: none"> ● #/dates of segments ● # views later on Facebook ● Referrals to other programs/services as a result of segments
Point of Contact	<ul style="list-style-type: none"> ● Matt Chisler ● Tim DeFazio (WDTV)

Strategy Three: 5-2-1-0 Program

Priority Targeted: This youth-focused obesity prevention program aims to educate and empower families to focus on *five* or more servings of fruits and vegetables per day, *two* or less hours of screen time, *one* hour of physical activity, and *zero* sugar-sweetened beverages.

Program/Initiative	5-2-1-0 Program
Objective(s) (SMART)	Host monthly coaching classes for obese children and their parents at UHC Family Medicine - curriculum includes prevention and steps to overcome childhood obesity. The 5-2-1-0 Way to Go program can help a child and family to regulate eating, sleeping and physical activity.
Activities	<ul style="list-style-type: none"> ● Develop any needed print or other materials ● Plan curriculum items ● Recruit participants
Planning Partners	<ul style="list-style-type: none"> ● UHC Family Medicine
Implementation Partners	<ul style="list-style-type: none"> ● UHC Family Medicine
Resources	<ul style="list-style-type: none"> ● Time ● Brochures/materials
Evaluation Activities	<ul style="list-style-type: none"> ● Dates for each class ● # participants in each
Point of Contact	<ul style="list-style-type: none"> ● Whitney Courtney, DO

Strategy Four: Dining with Diabetes

Priority Targeted: During past cycles, UHC has had good community response when hosting Dining with Diabetes (or similar) courses in conjunction with the local WVU Extension office (if possible). Recently, their partner from Extension has retired, and two UHC staff members are collaborating to fill this gap and continue these classes.

Program/Initiative	Dining with Diabetes
Objective(s) (SMART)	Host three Dining with Diabetes courses (one class each for up to twenty participants) yearly during 2020-2022.
Activities	<ul style="list-style-type: none"> ● Develop needed materials ● Secure location for classes ● Develop marketing plan ● Recruit participants
Planning Partners	<ul style="list-style-type: none"> ● UHC staff
Implementation Partners	<ul style="list-style-type: none"> ● UHC staff
Resources	<ul style="list-style-type: none"> ● Time ● Space ● Materials of any kind?
Evaluation Activities	<ul style="list-style-type: none"> ● Dates/duration of courses ● # participants ● Course details - cooking demos, etc.
Point of Contact	<ul style="list-style-type: none"> ● Patti Cook, RN, BSN, Diabetes Education Coordinator

Strategy Five: School-based Walking Program

Priority Targeted: This strategy targets the issue of obesity by continuing a school-based, youth-focused physical activity initiative. During the past cycle, thousands of Harrison County students of all ages participated in this program during their school day. Last cycle, fitness tracking wristbands were purchased for students at two schools as a means of evaluating participation. This year, wristbands will be purchased for students at one partner school (Adamston Elementary School).

Program/Initiative	School-based Walking Program
Objective(s) (SMART)	Host program in eighteen schools, serving over 7,000 students during 2020-2022. Students walk for thirty minutes or more once weekly for the duration of the school year.
Activities	<ul style="list-style-type: none"> ● Coordinate with each middle school and high school
Planning Partners	<ul style="list-style-type: none"> ● UHC Staff ● Harrison County Schools
Implementation Partners	<ul style="list-style-type: none"> ● UHC Staff ● Harrison County Schools
Resources	<ul style="list-style-type: none"> ● Time ● Financial resources for purchase of wristbands
Evaluation Activities	<ul style="list-style-type: none"> ● # events - date and location, or standing schedules of schools ● # students participating
Point of Contact	<ul style="list-style-type: none"> ● John Paul Nardelli ● Tammy Leasbeurg - Principal, Adamston Elementary

Strategy Six: Low-dose Cancer Screenings

Priority Targeted: This strategy addresses the community concern of cancer by continuing to provide free low-dose cancer screenings in the community. United Hospital Center is an ACR accredited facility.

Program/Initiative	Low-dose Cancer Screenings
Objective(s) (SMART)	Conduct 350 screening events yearly during 2020-2022.
Activities	<ul style="list-style-type: none"> ● Screenings available 5x per week
Planning Partners	<ul style="list-style-type: none"> ● UHC Cancer Center ● UHC Diagnostics
Implementation Partners	<ul style="list-style-type: none"> ● UHC Cancer Center ● UHC Diagnostics
Resources	<ul style="list-style-type: none"> ● Time
Evaluation Activities	<ul style="list-style-type: none"> ● # screenings completed
Point of Contact	<ul style="list-style-type: none"> ● Tom Barr

Strategy Seven: Educational Series - Vaccine-preventable Cancers

Priority Targeted: This strategy addresses the community concern of cancer providing educational information about vaccine-preventable cancers, like HPV.

Program/Initiative	Educational series - Vaccine-preventable Cancers
Objective(s) (SMART)	Provide focused education to applicable age-appropriate patients.
Activities	<ul style="list-style-type: none"> ● Development of educational materials
Planning Partners	<ul style="list-style-type: none"> ● UHC Family Medicine
Implementation Partners	<ul style="list-style-type: none"> ● UHC Family Medicine
Resources	<ul style="list-style-type: none"> ● Time
Evaluation Activities	<ul style="list-style-type: none"> ● # vaccines
Point of Contact	<ul style="list-style-type: none"> ● Whitney Courtney, DO

Strategy Eight: Dare to C.A.R.E.

Priority Targeted: Priorities Targeted: Dare to C.A.R.E. is a complimentary vascular disease education and screening program provided as a cooperative effort between United Hospital Center (UHC) and the Heart Health Foundation. If caught early, vascular disease can be treated to prevent serious problems, such as heart attack, stroke, amputations, or even death. UHC is the only hospital in West Virginia to offer the Dare to C.A.R.E. program.

This program directly targets heart disease but also addresses the diabetes and obesity priorities given the educational components included in the screening process.

Program/Initiative	Dare to C.A.R.E.
Objective(s) (SMART)	Hold at least 120 Dare to C.A.R.E. screenings during the 2020-2022 cycle.
Activities	<ul style="list-style-type: none"> ● Coordinate with the Heart Health Foundation for screening logistics (dates/times, location, materials, etc.) ● Explore off-site locations including health fairs and West Union Clinic ● Conduct outreach activities in both counties ● Recruit participants ● Disseminate educational materials at screenings and events ● Collect participant information for further referral and follow up
Planning Partners	<ul style="list-style-type: none"> ● Harrison Power Station, Shinnston ● FBI Center, Clarksburg
Implementation Partners	<ul style="list-style-type: none"> ● UHC healthcare professionals
Resources	<ul style="list-style-type: none"> ● Staffing – Sonographer ● Space ● Financial resources
Evaluation Activities	<ul style="list-style-type: none"> ● Reports on the number of patients screened ● Location by zip code ● Severity of disease ● How many people are referred for follow up with primary care physician
Point of Contact	<ul style="list-style-type: none"> ● Julie Ford, Supervisor, Diagnostic Services