

# Camden Clark Medical Center

## Community Health Implementation Plan

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## Strategy One: School-Based Speaker Series

**Priority Targeted:** This strategy will be used to target the health concerns of substance abuse and/or obesity via a speaker series or class to be conducted at at least three local schools. Information will be presented to students during the school day.

Program/Initiative	Substance Use/Abuse and Obesity Speaker Series
Objectives	Hold speaker event or class at three area schools to present to students during the school day - focused on substance abuse or obesity.
Activities	<ul style="list-style-type: none"> <li>● Identify speakers/residents</li> <li>● Select dates</li> <li>● Select host schools</li> <li>● Prepare materials for students (?)</li> <li>● Hold events</li> </ul>
Planning Partners	<ul style="list-style-type: none"> <li>● Schools</li> <li>● Residency</li> </ul>
Implementation Partners	<ul style="list-style-type: none"> <li>● Schools</li> <li>● Residency</li> </ul>
Resources	<ul style="list-style-type: none"> <li>● Money for speakers (?)</li> <li>● Advertising / info sent home with students</li> </ul>
Evaluation Activities	<ul style="list-style-type: none"> <li>● # events</li> <li>● # students</li> <li>● # schools</li> <li>● # materials sent home with students (?)</li> <li>● Feedback from teachers (?)</li> </ul>
Point of Contact	Roger Lockhart

## Strategy Two: Sole Mates Expansion

**Priorities Targeted:** This strategy will focus on the priority health areas of cancer and obesity by working to expand the existing Sole Mates program so that it will be accessible to residents of all ages outside of the typical work day. Currently it is held at Grand Central Mall during daytime hours and is geared toward senior citizens.

Program/Initiative	Cancer/Obesity Strategy 1: Sole Mates Expansion
Objectives	Expand existing monthly Sole Mates walking event at Grand Central Mall to include other populations beyond retirees who can walk during the daytime.
Activities	<ul style="list-style-type: none"> <li>● Determine scope of expansion - who will it target?</li> <li>● Work with Grand Central Mall to adjust times of activity</li> <li>● Determine how to get the word out to added populations - working adults, children, etc.</li> <li>● Promote through discharges / W + C discharges</li> <li>● Work with Cancer Center navigators</li> <li>● Send through Wellness Center</li> <li>● Use dietician to promote</li> </ul>
Planning Partners	<ul style="list-style-type: none"> <li>● Grand Central Mall</li> <li>● Primary and Speciality Care doctors (speakers)</li> <li>● Highmark BCBS (downtown expansion)</li> <li>● 100 miles in 100 days staff</li> </ul>
Implementation Partners	<ul style="list-style-type: none"> <li>● All planning partners</li> <li>● Contacts to advertise new offerings/times (potentially schools system, employers, radio, newspaper, social media)</li> <li>● Wellness Center</li> <li>● Cancer Center navigators</li> </ul>
Resources	<ul style="list-style-type: none"> <li>● Expansion of times at GC Mall</li> <li>● Advertising / fliers</li> </ul>
Evaluation Activities	<ul style="list-style-type: none"> <li>● # of Sole Mates Sessions</li> <li>● # of attendees by demographic</li> <li>● # advertising / fliers</li> </ul>
Point of Contact	Joyce Hubner

## Strategy Three: Farmer’s Market and Food Pantry Connections

**Priority Targeted:** This program targets the community health concerns of obesity and cancer by implementing a monthly food-related table at existing farmer’s markets. This strategy may also be implemented at local food pantry locations so that area residents may learn tips and meal planning around basic pantry staples whose preparation may be unfamiliar, such as dried beans.

Program/Initiative	Cancer/Obesity Strategy Two: Farmer’s Market/Food Pantry
Objective(s) (SMART)	Implement a monthly health-related table at the existing farmer’s market at Downtown Point Place and/or food pantries and other locations (e.g. supermarkets): offering discussion with a present dietician, recipes, and cooking demonstrations with WVU Extension.
Activities	<ul style="list-style-type: none"> <li>● Secure collaboration with Farmer’s Market and select food pantries or other entities, including dates and locations</li> <li>● Secure involvement of dietician(s)</li> <li>● Develop two sets of recipes and food preparation tips: one for fresh food offerings and one for pantry staples like dried beans and canned vegetables</li> <li>● Secure collaboration with WVU extension for demos related to both sets of recipes</li> <li>● Advertise this endeavor to the community</li> </ul>
Planning Partners	<ul style="list-style-type: none"> <li>● Existing Farmer’s Market team and food pantry staff</li> <li>● Dieticians</li> <li>● WVU Extension staff</li> <li>● United Way</li> </ul>
Implementation Partners	<ul style="list-style-type: none"> <li>● All planning partners</li> <li>● Those who can help with advertising to community</li> <li>● Those who can help develop recipes and other food prep materials (the dieticians? Someone else?)</li> </ul>
Resources	<ul style="list-style-type: none"> <li>● Tent/table</li> <li>● Print materials</li> <li>● Cooking demo materials</li> <li>● Advertising resources</li> </ul>
Evaluation Activities	<ul style="list-style-type: none"> <li>● # of times tables/info are available</li> <li>● # materials distributed</li> <li>● # cooking demonstrations conducted</li> <li>● # amount of food taken</li> </ul>
Point of Contact	Kelley Scarberry

## Strategy Four: Supermarket and Food Vendor Connections

**Priority Targeted:** This program targets the community health concerns of obesity and cancer by working with local supermarkets and food vendors to strategize way to promote and make more available to residents a variety of healthful choices.

Program/Initiative	Cancer/Obesity Strategy Three: Food Vendor Connections
Objective(s) (SMART)	Hold five planning meetings with local supermarkets between January 2019 - December 2021
Activities	<ul style="list-style-type: none"> <li>● Identify partners</li> <li>● Hold meetings</li> <li>● Develop plan</li> </ul>
Planning Partners	<ul style="list-style-type: none"> <li>● Supermarkets and other food vendors</li> <li>● Health Department</li> </ul>
Implementation Partners	<ul style="list-style-type: none"> <li>● Supermarkets and other food vendors</li> <li>● WVU Extension</li> <li>● Health Department</li> </ul>
Resources	
Evaluation Activities	<ul style="list-style-type: none"> <li>● Plan developed</li> </ul>
Point of Contact	Walt Newlon

## Strategy Five: Substance Abuse Community Training

**Priority Targeted:** This program targets the community health concern of substance abuse by conducting a series of trainings featuring speakers from various disciplines and backgrounds.

Program/Initiative	Substance Abuse Strategy 1: Community Training
Objective(s) (SMART)	Between January 2019 - December 2021, convene a series of six community trainings around substance abuse and related health issues.
Activities	<ul style="list-style-type: none"> <li>● Identify training opportunities</li> <li>● Identify location for training</li> <li>● Set dates</li> <li>● Plan topics</li> <li>● Advertise dates / trainings</li> </ul>
Planning Partners	<ul style="list-style-type: none"> <li>● Trainers</li> <li>● United Way</li> <li>● Physicians</li> <li>● Sober Living</li> <li>● WVU Parkersburg</li> <li>● Highmark BCBS</li> <li>● Faith Community</li> <li>● Westbrook</li> </ul>
Implementation Partners	<ul style="list-style-type: none"> <li>● Planning partners</li> <li>● Resources for spreading the word</li> <li>● Community members</li> <li>● Health Department</li> </ul>
Resources	<ul style="list-style-type: none"> <li>● Funds for training</li> <li>● Location for event</li> <li>● Means of advertising event to community</li> </ul>
Evaluation Activities	<ul style="list-style-type: none"> <li>● # trainings held</li> <li>● # attendees</li> <li>● # advertising avenues</li> </ul>
Point of Contact	Roger Lockhart Sarah Hollins