



# Uniontown Hospital

*Community Health Implementation Plan*

*November 2022*

**Prepared for:**

Uniontown Hospital  
Uniontown, WV

**Prepared by:**

West Virginia University Health Sciences Center  
Office of Health Affairs

**For inquiries, please contact:**

Dr. Megan Govindan, RDN  
[megan.govindan@hsc.wvu.edu](mailto:megan.govindan@hsc.wvu.edu)

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## Document Acronyms

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The following acronyms are used throughout this document:

Acronym	Definition
ACS	American Cancer Society
CHNA	Community Health Needs Assessment
CHIP	Community Health Implementation Plan
DEI	Diversity, Equity and Inclusion
FCDA	Fayette County Drug and Alcohol Association
FCVA	Fayette County Veterans Affairs
MOUD	Medications for Opioid Use Disorder
RACU	The Redevelopment Authority of the City of Uniontown
UHPD	Uniontown Hospital Police Department
WVUHS	West Virginia University Hospital System

# 1 Summary and Background

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Since the previous CHNA cycle, Uniontown Hospital has worked to provide community benefit by partnering with other community agencies and programs which promote healthy living activities. These have included the Fayette Chamber of Commerce, the City of Uniontown, Fayette County Social Services, other area health organizations and programs, WVU Medicine Home Care, the Fayette Living Well Coalition, area school districts, the Food Bank, St. Vincent DePaul and others.

Clinically, Uniontown Hospital has been working to establish criteria to monitor equity in the patient setting, ensuring that a DEI lens is applied to processes and care within the hospital walls. A steering committee of hospital and community partners is working with county resources, state agencies, and other non-profit organizations, which will allow them to apply the same DEI focus to activities carried out as part of this plan.

Provisions in the Affordable Care Act (ACA) of 2010 require tax-exempt (non-profit) hospitals to conduct a Community Health Needs Assessment (CHNA) and develop a Community Health Implementation Plan (CHIP) at least every three years. The regulations for the CHNA include defining the hospital's service area and compiling demographics and analysis of health indicators; considering input from the community, including public health professionals; identifying resources; and prioritizing community health needs. The 2022 Uniontown Hospital CHNA meets the requirements described above and identifies the following prioritized needs

- Substance Use and Mental Health
- Obesity and Co-Morbid Illness
- Cancer

CHNA is a roadmap for the CHIP, which has been developed following the completion of the 2022 CHNA and specifies planned actions to be taken by Uniontown and community partners, available resources, anticipated steps, and a plan for evaluating these activities.

In addition to the requirement to conduct a CHNA, Uniontown Hospital leadership expressed the desire to go beyond regulatory requirements, and beyond their own prior implementation plans, in serving patients and the community at large. To facilitate this goal, Uniontown Hospital partnered with West Virginia University's Office of Health Affairs (WVU OHA) to complete this CHNA using a robust community-based process designed to engage a broad representation of community members. The WVU team was led by Dr. Megan Govindan. A CHNA leadership team including hospital and community representation was convened by Uniontown Hospital to inform and guide the process.

## 2 Health Topic: Substance Use and Mental Health

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Throughout this CHNA cycle's process, Uniontown Hospital leadership saw issues surrounding substance use and abuse and mental health remain at the top of the community's concerns, the latter due in large

part to effects of the COVID-19 pandemic on residents’ mental health. In addition to participating in some more clinical strategies such as a MOUD quality initiative to ensure connection to needed resources, exploration of telepsychiatry in the ED, and fostering stronger relationships with local clinical settings offering inpatient psychiatric beds, the Hospital will provide community benefit via the below strategies.

### 2.1 Strategy #1: International Overdose Awareness Day

Uniontown Hospital plans to participate in the annual Compassion Not Judgement event on the annual International Overdose Awareness Day.

*Table 1: International Overdose Awareness Day*

International Overdose Awareness Day	
Objectives	Educate the community around overdose awareness and reducing stigma of drug-related deaths
Activities	Leveraging internal departments including Education and Social Work to partner with community organizations and county resources provide educational materials to our community
Planning Partners	<ul style="list-style-type: none"> <li>• Internal: Social Work, Community Relations</li> <li>• External: Chestnut Ridge Counseling Services, Fayette County Drug and Alcohol Association</li> </ul>
Implementation Partners	<ul style="list-style-type: none"> <li>• Internal: Community Relations, Human Resources</li> <li>• External: FCDAA</li> </ul>
Resources	<ul style="list-style-type: none"> <li>• August 31</li> <li>• Main Lobby</li> <li>• Print materials provided by FCDAA, WVU Medicine</li> <li>• Exposure on social media/event promotion/education materials dissemination</li> </ul>
Evaluation Activities	# Of engagements made and information and resources provided
Point of Contact	Josh Krysak, Director, Community and Patient Relations

### 2.2 Strategy #2: Drug Take Back Initiatives

Uniontown Hospital has served as an official drug take back site during prior implementation cycles and will continue to do so, with greater concentration on promotion and community awareness. The program supports safe disposal of opioids and other substances, including old or unused prescription drugs.

Table 2: Drug Take Back Initiative

<b>Drug Take Back Initiative</b>	
Objectives	Host two official drug take back days per year, utilizing our existing and permanent Drug Take Back Box located in the Main Lobby entryway
Activities	Promote to the community the days and times of the take-back and information regarding drop off via social media and press release
Planning Partners	<ul style="list-style-type: none"> <li>Internal: Uniontown Hospital Police Department (UHPD), Uniontown Hospital Pharmacy, Community Relations</li> <li>External: Uniontown Police Department, Fayette County Sheriff's Department</li> </ul>
Implementation Partners	<ul style="list-style-type: none"> <li>Internal, Community Relations, UHPD, Pharmacy</li> </ul>
Resources	<ul style="list-style-type: none"> <li>Dates TBA in conjunction with DEA National Drug Take Back events</li> <li>Promotion via print and social media for awareness</li> </ul>
Evaluation Activities	# Of pounds of drugs collected per year
Point of Contact	John Kaminsky, Uniontown Hospital Police Chief

### 2.3 Strategy #3: Dog Tag Radio Show

In partnership with Dog Tag radio show, Uniontown Hospital will provide expertise to bring awareness to mental health challenges facing the area veteran community.

Table 3: Dog Tag Radio Show

<b>Dog Tag Radio Show</b>	
Objectives	Uniontown Hospital will participate in/sponsor two radio segments each year to highlight the challenges faced by veterans around mental health.
Activities	<ul style="list-style-type: none"> <li>Dates and times TBD</li> <li>Secure guest speakers for the radio show to talk about mental health, specifically for veterans</li> <li>Provide educational links to community via website and social media</li> </ul>
Planning Partners	<ul style="list-style-type: none"> <li>Internal: Community Relations</li> <li>External: Dog Tag Radio Show, Fayette County Veterans Affairs (FCVA)</li> </ul>
Implementation Partners	<ul style="list-style-type: none"> <li>Dog Tag radio show</li> </ul>

	<ul style="list-style-type: none"> <li>• WMBS</li> <li>• FCVA</li> </ul>
Resources	<ul style="list-style-type: none"> <li>• Time</li> <li>• Hospital marketing</li> </ul>
Evaluation Activities	<ul style="list-style-type: none"> <li># Of segments recorded</li> <li># Of topics discussed</li> </ul>
Point of Contact	Josh Krysak, Director, Community and Patient Relations

### 2.4 Strategy #4: Social Worker Training

Uniontown Hospital continues to review opportunities for their Social Workers to attend ASAM online training and plans to provide them the opportunity to complete this training.

Table 4: ASAM Online Training for Social Workers

<b>ASAM Online Training for Social Workers</b>	
Objectives	Provide funding for training opportunity for hospital Social Workers
Activities	<ul style="list-style-type: none"> <li>• Identify dates of classes</li> <li>• Identify funding needed for participation</li> <li>• Identify availability of staff to participate</li> </ul>
Planning Partners	<ul style="list-style-type: none"> <li>• Social Work, Education</li> <li>• ASAM</li> </ul>
Implementation Partners	<ul style="list-style-type: none"> <li>• Internal</li> <li>• ASAM</li> </ul>
Resources	<ul style="list-style-type: none"> <li>• TBD</li> </ul>
Evaluation Activities	<ul style="list-style-type: none"> <li># Of Social Workers credentialed</li> <li># Development of a tool to utilize based on training received</li> </ul>
Point of Contact	Beth Anderson-Lenkey, Director, Patient Care Management

## 3 Health Topic: Obesity and Co-Morbid Disease

Uniontown Hospital’s CHNA leadership team has chosen to prioritize the topics of obesity and co-morbid disease due to strong feedback from primary data collection and the community meeting, evidence from secondary data regarding the area population, and experience in their own clinical and other professional settings. Uniontown has prioritized these topics during past cycles and has already had programming and community partnerships underway to address these issues.



### 3.1 Strategy #1: Health Education at Storey Summer Concert Series

Through the hospital’s Community Relations Department, coordinate and sponsor this annual series of community concerts that include promoting healthy behaviors and education specifically targeting the needs of the community, including engagement around healthy lifestyles and healthy eating.

Table 5: Storey Summer Concert Series Health Education

Storey Summer Concert Series Health Education	
Objectives	Coordinate and sponsor weekly Summer Concert Series event and provide health education around specific service lines and healthy lifestyle options showcasing physicians, treatments, proactive habits, DEI, etc.
Activities	<ul style="list-style-type: none"> <li>• Concerts run June through August each year on Thursday evenings</li> <li>• Topics, guests and materials will be planned for each concert, and will highlight health needs in the community, including at least two specific to topics around obesity and two around co-morbidities</li> </ul>
Planning Partners	Internal, Community Relations External, The Redevelopment Authority of the City of Uniontown (RACU), The City of Uniontown
Implementation Partners	<ul style="list-style-type: none"> <li>• Community Relations</li> <li>• RACU</li> </ul>
Resources	<ul style="list-style-type: none"> <li>• Social media updates for all concerts and series</li> <li>• Print materials provided on specific education at all concerts</li> <li>• Experts available for discussion and engagement at concerts</li> </ul>
Evaluation Activities	<ul style="list-style-type: none"> <li># 12 concerts</li> <li># Of health topics covered in education materials</li> <li># Of materials disseminated to community</li> </ul>
Point of Contact	Josh Krysak, Director, Community and Patient Relations

### 3.2 Strategy #2: Health Fairs

Uniontown staff staff have a track record of participating in various community educational efforts, both in person and by electronic means, to promote healthy lifestyles in conjunction with area organizations. These educational efforts have historically taken place at health fairs for various target demographics and are intended to continue through the coming cycle.

Table 6: Health Fairs

Health Fairs	
Objectives	Participate in 4 Health Fairs or other community education efforts each year
Activities	Work to provide education and information to the community at health fairs or community events throughout the year
Planning Partners	<ul style="list-style-type: none"> <li>• Penn West University</li> <li>• Wellness in the Meadow</li> <li>• Fayette Chamber of Commerce</li> <li>• Ryan Warner</li> </ul>
Implementation Partners	<ul style="list-style-type: none"> <li>• TBD</li> </ul>
Resources	<ul style="list-style-type: none"> <li>• TBD</li> </ul>
Evaluation Activities	# Of events participated in # Of educational materials provided
Point of Contact	Josh Krysak, Director, Community and Patient Relations

### 3.3 Strategy #3: BlueZones Initiative

This strategy focuses on planning, assessment, and promotion of an overall community wellness promotion called BlueZones. Uniontown Hospital has participated in community panels and discussions around this initiative and continues to provide information and add value to the planning process. The county is currently working toward securing funding the implement the program.

Table 7: BlueZones Initiative

BlueZones Initiative	
Objectives	Participate in planning, assessment, and promotion of the BlueZones initiative.
Activities	Attend updates and community partner sessions and provide added value with commitment to plan and engagement in implementation, including ensuring DEI is a part of the planning process
Planning Partners	<ul style="list-style-type: none"> <li>• Fayette County Living Well Coalition</li> </ul>
Implementation Partners	<ul style="list-style-type: none"> <li>• Fayette County Living Well Coalition</li> </ul>
Resources	<ul style="list-style-type: none"> <li>• Notes</li> </ul>
Evaluation Activities	# Of meetings # Of focus groups hosted or other details

Point of Contact	Josh Krysak, Director, Community and Patient Relations
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### 3.4 Strategy #4: Wednesday Walks Program

In conjunction with Fayette Living Well Coalition, Uniontown Hospital would like to re-engage to continue support and partnership with this recurring community walking event.

Table 8: Wednesday Walks Program

<b>Wednesday Walks Program</b>	
Objectives	Support the Walk program through participation and planning assistance and promotion
Activities	<ul style="list-style-type: none"> <li>Plan/obtain dates</li> <li>Plan and engage in walks</li> </ul>
Planning Partners	<ul style="list-style-type: none"> <li>Fayette Living Well Coalition</li> <li>Fayette Chamber of Commerce</li> </ul>
Implementation Partners	<ul style="list-style-type: none"> <li>Fayette Living Well Coalition</li> <li>Fayette Chamber of Commerce</li> </ul>
Resources	<ul style="list-style-type: none"> <li>Social media engagement</li> <li>Printed schedules for community</li> </ul>
Evaluation Activities	# Of walks # Of participants
Point of Contact	Josh Krysak, Director, Community and Patient Relations

### 3.5 Strategy #4: Development of a Diabetes Education Program

Uniontown Hospital plans to develop an outpatient Diabetes Education Program to provide education and support for the diabetic community.

Table 9: Diabetes Education Program

<b>Outpatient Diabetes Education Program</b>	
Objectives	Development and implementation of an Outpatient Diabetes Education Program to better serve the diabetic population
Activities	<ul style="list-style-type: none"> <li>Open Outpatient Diabetes Education Program</li> <li>Develop community engagement strategies</li> <li>Participate in initiatives – Storey Square, Wednesday Walks, Health Fairs – to support diabetes education</li> </ul>

Planning Partners	<ul style="list-style-type: none"> <li>• Education Department, Diabetes Educator, Community Relations</li> </ul>
Implementation Partners	<ul style="list-style-type: none"> <li>• Diabetes Educator (Education)</li> <li>• Community Relations</li> </ul>
Resources	<ul style="list-style-type: none"> <li>• Social media engagement</li> <li>• Print materials</li> </ul>
Evaluation Activities	# Opening of an Outpatient Diabetes Education Program
Point of Contact	Bridgette Lowry, RN, Diabetes Educator

### 3.6 Strategy #5: Fall Food Drive

Uniontown Hospital intends to support the Fayette County Chamber of Commerce’s Fall Food Drive, providing access to nutritious food.

Table 10: Fall Food Drive

Fall Food Drive	
Objectives	Conduct an internal drive to collect food for annual Fall Food Drive coordinated by the Fayette Chamber of Commerce in conjunction with the City Mission, St. Vincent DePaul and others.
Activities	<ul style="list-style-type: none"> <li>• Collect non-perishable food in the fall of 2023, specific dates TBD, and provide to county-wide drive</li> </ul>
Planning Partners	<ul style="list-style-type: none"> <li>• Community Relations</li> <li>• Legacy Members of Community Engagement Team</li> </ul>
Implementation Partners	<ul style="list-style-type: none"> <li>• Fayette Chamber of Commerce</li> </ul>
Resources	<ul style="list-style-type: none"> <li>• Internal Communications and promotion</li> </ul>
Evaluation Activities	# Of items collected
Point of Contact	Beth Sutton, Director, Financial Access/Registration

## 4 Health Topic: Cancer

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Cancer is a third topic that is an area of clear concern, and an area where Uniontown leadership saw opportunity to affect health outcomes. Uniontown will carry on existing programming as well as explore and implement some new strategies to benefit those in their community.

#### 4.1 Strategy #1: American Cancer Society Partnership

Uniontown has a history of partnering with the American Cancer Society via sponsorship and engagement to help provide community education around cancer prevention.

Table 11: American Cancer Society Partnership

<b>American Cancer Society Partnership</b>	
Objectives	Provide Cancer Prevention Education to the community through engagement at Storey Square and through sponsorship and engagement of ACS initiatives in Fayette County
Activities	<ul style="list-style-type: none"> <li>Engagement with the community around cancer education at Storey Square</li> <li>Planning with ACS</li> </ul>
Planning Partners	<ul style="list-style-type: none"> <li>Internal, TBD, Community Relations</li> <li>ACS</li> </ul>
Implementation Partners	<ul style="list-style-type: none"> <li>ACS</li> </ul>
Resources	<ul style="list-style-type: none"> <li>TBD</li> </ul>
Evaluation Activities	# Of # Of education materials provided
Point of Contact	Brooke Gobel, Nursing Manager, Cancer and Infusion Center/TBD

#### 4.2 Strategy #2: Increased Lung Cancer Screenings

Develop and implement initiatives to increase the number of patients, specifically those facing barriers to healthcare, receiving screenings for lung cancer.

Table 12: Lung Cancer Screenings

<b>Lung Cancer Screenings</b>	
Objectives	Develop a program to engage with patients for lung cancer screenings
Activities	<ul style="list-style-type: none"> <li>Promotion of importance of screening through marketing and education</li> <li>Create an event annually specific to lung cancer screenings/facilitation of screenings for populations facing healthcare inequality</li> </ul>
Planning Partners	<ul style="list-style-type: none"> <li>WVU Medicine Uniontown Hospital Cancer Center and Infusion Clinic, Community Relations</li> <li>WVU Medicine Cancer Institute</li> </ul>

Implementation Partners	<ul style="list-style-type: none"> <li>• WVU Medicine Cancer Institute</li> </ul>
Resources	<ul style="list-style-type: none"> <li>• TBD</li> </ul>
Evaluation Activities	<ul style="list-style-type: none"> <li># Of patients screened for lung cancer</li> <li># Of patients screened from populations facing healthcare disparity</li> <li># Of education materials provided</li> </ul>
Point of Contact	Brooke Gobel, Nursing Manager, Cancer and Infusion Center/TBD