

Berkeley Medical Center and Jefferson Medical Center

Community Health Implementation Plan

Prepared for: Berkeley Medical Center and Jefferson Medical Center

Prepared by: West Virginia University Health Affairs Institute

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1 Strategy One: Walk with Ease

Table 1: Walk with Ease

Strategy	Walk with Ease
Priority Health Topic	This project addresses chronic disease by offering physical activity opportunities to prevent and manage chronic conditions.
Objectives	BMC and JMC will create a network of Walk with Ease programs in the Eastern Panhandle, training at least four leaders at four sites in the Eastern Panhandle and offering at least one Walk with Ease session per year at each site.
Activities	<ul style="list-style-type: none">• Contact potential sites• Recruit potential leaders• Supply leaders with training and supplies• Partner with sites to schedule, promote, and host sessions
Planning Partners	<ul style="list-style-type: none">• West Virginia University School of Public Health, Office of Health Services Research• Berkeley Senior Center• Jefferson Senior Center• Morgan Senior Center• Jefferson County Parks and Recreation• WVU Medicine East Marketing Department• Program leaders
Implementation Partners	<ul style="list-style-type: none">• Berkeley Senior Center• Jefferson Senior Center• Morgan Senior Center• Jefferson County Parks and Recreation• WVU Medicine East Marketing Department• Program leaders
Resources	<ul style="list-style-type: none">• Funding from WVU School of Public Health, Office of Health Services Research• Marketing Dept.• Program leaders
Evaluation Activities	<ul style="list-style-type: none">• Number of leaders trained• Number of sessions offered• Number of participants• Pre and post survey results as collected by the WVU Office of Health Services Research
Point of Contact	Dana M. DeJarnett, Promotion Coordinator

2 Strategy Two: Weight Management Initiative

Table 2: Weight Management Initiative

Strategy	Weight Management Initiative
Priority Health Topic	The strategy specifically addresses obesity and weight management through prevention, treatment, and management opportunities.
Objectives	By December 2026, BMC and JMC aim to increase participation in structured weight-management and diabetes prevention programs by 20% among high-risk adults in their service area.
Activities	<ul style="list-style-type: none">Community seminars & health fairs focused on prevention of diabetes, healthy eating, and physical activity.Creation of an educational website as well as handouts/videos on lifestyle changes, bariatric surgery options, and diabetes care.Partner with local gyms, schools, and churches to expand reach.
Planning Partners	<ul style="list-style-type: none">Bariatric Surgery & Foregut Program (WVU Berkeley Medical Center)Center for Diabetes and Metabolic Health (WVU Berkeley Medical Center)Primary care practicesWVU Medicine East Marketing DepartmentHHSC Health Work Group/Diabetes Coalition
Implementation Partners	<ul style="list-style-type: none">Registered Dietitians & Diabetes EducatorsBehavioral Health SpecialistsWVU Physical TherapistsLocal gyms/fitness trainersCommunity leaders (schools, churches, senior centers)WVU Medicine East Marketing Department
Resources	<ul style="list-style-type: none">Bariatric and Metabolic clinics staff & educatorsMarketing/communications team for outreach materialsMeeting space for support groupsGrant funding (to be secured)Partnerships with wellness vendors (fitness, nutrition) to be determined
Evaluation Activities	<ul style="list-style-type: none">Track patient volume in Bariatric and Metabolic ClinicsMonitor BMI, HbA1c, and weight loss outcomes for program participantsCollect patient satisfaction and behavior change surveysNumber of programs offered and/or community programs participated inNumber of participants

Point of Contact	Alexandra Zubowicz, MD Anthony Mark, MD Nurse Navigator (to be named)
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3 Strategy Three: Collaboration for Community and Health Professionals

Table 3: Substance Use and Mental Health for Community and Health Professionals

Strategy	Substance Use and Mental Health for Community and Health Professionals
Priority Health Topic	Substance use and abuse as well as mental health are significant health concerns for many communities across West Virginia. This strategy plans to utilize a variety of approaches to address these issues in the community.
Objectives	Address substance use and mental health needs of community members and health professionals by working collaboratively with community organizations.
Activities	<ul style="list-style-type: none"> • Host monthly WE CARE /Tri State Collaborative work group meetings in addition to HHSC Behavioral Health Work Group Meetings • Continued support of CIT (crisis intervention training) for MPD and BCSD and CISD for EMS/First Responders • Continuation of harm reduction and stigma reduction education in BMC ED in conjunction with community partners • Continuation of Drug Free Moms and Babies grant targeting at-risk mothers and youth in Berkeley County and continuation of MCOAT services in Jefferson County. Addition of inpatient liaison focused on early identification and screening with continued care navigation up to two years post-delivery. • Youth SBIRT screening in ED (11-17yo) focusing on SUD education and human trafficking prevention • Continuation of case management, peer support and community outreach for individuals with substance use disorder and Mental Health needs • Continued participation at community events organizing interagency collaboration to increase accessibility, reduce stigma and increase support for SUD patients and families

	<ul style="list-style-type: none"> • Addition of street medicine through collaboration between WVU Medicine and Jefferson County Community Ministries • Continuation of free Naloxone to go with future expansion of additional boxes at various outpatient locations utilizing community partnerships. • Addition of <i>Mental Health Minute</i> focused on Q&A of common mental health diagnoses, hosted by local psychiatrists. • Expansion of walk-in clinic to provide additional accessibility to community for mental health and substance use disorder needs • Continued community support of at-risk youth through the Children's Mobile Crisis Team
Planning Partners	<ul style="list-style-type: none"> • HHSC Behavioral Health Workgroup and WE CARE/Tri State Collaborative- multiple community organizations • Martinsburg Police Department and Berkeley County Sheriff's Department • Berkeley County Emergency Ambulance Authority/Local Fire Departments • The Martinsburg Initiative • First Choice Network • HFFM, COAT, C.O.R.E. • WVU Medicine East Marketing Department • Inpatient Pharmacy • Chair of Behavioral Medicine
Implementation Partners	<ul style="list-style-type: none"> • Bureau of Behavioral Health, HIDTA and NACCHO • The Martinsburg Initiative • Drug Free Moms and Babies • First Choice Network • HFFM, COAT, C.O.R.E • Community stakeholders (outpatient providers, local churches, local nonprofit agencies) • Inpatient Pharmacy • Chair of Behavioral Medicine
Resources	<ul style="list-style-type: none"> • Time for planning • Finances • Space as necessary
Evaluation Activities	<ul style="list-style-type: none"> • Continue implementation of grants needed to expand services • Data points tracked monthly on individuals served/helped • Reports for utilization of services
Point of Contact	Sarah Guthrie, LPC, Director of Behavioral Health Services Stephanie Kidwell, Director, Ambulatory Services, WVU Medicine East, Behavioral Medicine and Psychiatry

4 Strategy Four: Community Food Initiative

Table 4: Community Food Initiative

Strategy	Community Food Initiative
Priority Health Topic	This strategy highlights the community health concern of food insecurity and how it affects health status.
Objectives	<ul style="list-style-type: none">• BMC/JMC will maintain partnerships with community gardens in Berkeley and Jefferson County.• Continue Farm to You program at clinic locations in Berkeley, Jefferson and Morgan County.• Sustain collaborations with food pantries in Berkeley and Morgan County.
Activities	<ul style="list-style-type: none">• Address nutrition insecurity through Farm to You and community garden donations• Support the Martinsburg Farmers Market that offers the SNAP program and partner on at least 1 health event per year• Continue Food Pantry Health Newsletter Initiative• Support and partner on garden activities for the community and Farm to School
Planning Partners	<ul style="list-style-type: none">• WVU Medicine Center of Diabetes and Metabolic Health• WVU Extension• WVU Medicine Health Promotion/Community Outreach• Garden Volunteers• Garden of Promise• Ranson Community Garden• WVU Medical School• Berkeley County Schools• Jefferson GAP Coalition• Local Food Pantries/Churches• WV Dept of Ag• Master Gardeners• WVU Medicine East Marketing Department
Implementation Partners	<ul style="list-style-type: none">• WVU Medicine Center of Diabetes and Metabolic Health• WVU Extension• WVU Medicine Health Promotion/Community Outreach• Garden Volunteers• Garden of Promise• Ranson Community Garden• WVU Medical School• Berkeley County Schools• Jefferson GAP Coalition• Local Food Pantries/Churches

	<ul style="list-style-type: none"> • WV Dept of Ag • Master Gardeners • WVU Medicine East Marketing Department
Resources	<ul style="list-style-type: none"> • Grant funds secured • Community partnerships
Evaluation Activities	<ul style="list-style-type: none"> • Garden sustained • Produce give away documentation • Enrollment in Farm to You • Farm to You patient results • Program attendance • Program evaluation
Point of Contact	<p>Dana M. DeJarnett, Promotion Coordinator Amanda Tomlin, Program Coordinator Farm to You</p>

5 Strategy Five: Cancer Prevention, Early Detection, and Quality of Life

Table 5: Cancer Prevention, Early Detection, and Quality of Life

Strategy	Cancer Prevention, Early Detection, and Quality of Life
Priority Health Topic	The strategy targets chronic disease concerns as they relate to cancer prevention and treatment.
Objectives	Address cancer prevention, early detection, and mental health issues surrounding cancer diagnosis within the community by participating in the following activities:
Activities	<ul style="list-style-type: none"> • Monthly Women's support group hosted by the cancer center • At least 2 educational community outreach events per calendar year • At least 1 community screening event per calendar year • Utilized Cancer comfort fund as needed to facilitate access to diagnostic medical appointments. • Participate in at least once smoking cessation education session per calendar year • Distribution of FIT tests in collaboration with community wellness screening events • Collaborate with Mountains of Hope Cancer Coalition Growing Hope program to distribute produce to patients

Planning Partners	<ul style="list-style-type: none"> • Trinity Temple Church of God • Ashbury United Methodist Church • Berkeley County Youth Fair • Jefferson County Fair • American Cancer Society • WVU Medicine Foundation • WVU Medicine Hospitals East Marketing Department • WVU Cancer Institute Prevention and Control • Shenandoah Community Health Center • Certified Tobacco Cessation Specialists • WVU Medicine East Marketing Department • WVU Extension • Mountains of Hope Cancer Coalition
Implementation Partners	<ul style="list-style-type: none"> • Trinity Temple Church of God • Ashbury United Methodist Church • Berkeley County Youth Fair • Jefferson County Fair • WVU Medicine Foundation • WVU Medicine Hospitals East Marketing Department • WVU Cancer Institute Prevention and Control • Shenandoah Community Health Center • Certified Tobacco Cessation Specialists
Resources	<ul style="list-style-type: none"> • Planning time • Time commitment of staff involved in events • Budget for print resources, paid support group speakers, nourishment, and support group activities • Dedicated support group space • Site planning partners for mobile screening units • WVU Medicine East Marketing Department
Evaluation Activities	<ul style="list-style-type: none"> • Tracking of community screening totals and outcomes • Tracking of total activity participants in community education • Continued tracking of support group participants
Point of Contact	<p>Samantha Spearing, MSN, MBA, RN, ONC Senior Nurse Director of Cancer Services</p>

6 Strategy Six: Live Well Chronic Disease, Chronic Pain, and Diabetes Self-Management Programs

Table 6: Live Well Chronic Disease, Chronic Pain, and Diabetes Self-Management Programs

Strategy	Live Well Chronic Disease, Chronic Pain, and Diabetes Self-Management Programs
Priority Health Topic	This strategy targets the priority area of chronic disease and community health concerns of living with chronic disease, chronic pain, and diabetes.
Objectives	<ul style="list-style-type: none">• At least once yearly, BMC/JMC will offer chronic disease, chronic pain and diabetes self-management programs.• At least once yearly BMC/JMC will provide self-management leader training.• Programs can be offered through in person, virtual, and/or toolkit-based formats.
Activities	<ul style="list-style-type: none">• Determine locations• Recruit leaders• Schedule workshops• Promote workshops• Conduct workshops
Planning Partners	<ul style="list-style-type: none">• WV School of Osteopathic Medicine (license holder)• Program Leaders, Master Trainers• Workshop site locations• WV School of Public Health, Office of Health Services Research• Berkeley Morgan County Health Department• WVU Medicine East Marketing Department
Implementation Partners	<ul style="list-style-type: none">• WV School of Osteopathic Medicine (license holder)• Program Leaders, Master Trainers• WVU Medicine East Marketing Department• Program Leaders/Master Trainers
Resources	<ul style="list-style-type: none">• Funding from WV School of Public Health, Office of Health Services Research• Program Leaders, Master Trainers• WVSOM for program resources
Evaluation Activities	<ul style="list-style-type: none">• Number of leaders trained• Number of programs offered• Number of participants• Pre and post surveys as collected by WVU Office of Health Services Research
Point of Contact	Dana M. DeJarnett, Promotion Coordinator

7 Strategy Seven: Dental Care Access

Table 7: Dental Care Access

Strategy	Dental Care Access
Priority Health Topic	This strategy targets the community health concern of access to dental health care.
Objectives	<ul style="list-style-type: none">Within 1 year, BMC/JMC will explore the options of expanding dental practice capabilities to include a fully functional dental practice with the addition of a dentist and a dental hygienist, or to establish a community partnership with Shenandoah Community Health to expand dental services.By 2026, BMC/JMC will establish a mobile dental clinic, allowing high-level dental care in a private and sanitary setting with appropriate services to be delivered to children in schools and community sites in Berkeley and Jefferson Counties.
Activities	<ul style="list-style-type: none">WVU Children's Dental Program goal is to expand services to include corrective-care dental practice or establish a community partnership with Shenandoah Community Health.In addition to the possible expansion of dental services through WVU Medicine, a plan will be developed to purchase a mobile dental unit.In addition to the children's dental program, options to offer adults services with a full-service dental clinic, with the addition of a dentist and dental hygienist to allow for expanded services will be explored.A mobile dental clinic will be purchased and will be fully functional by year end. Services provided in this mobile clinic include children's dental cleanings, screenings, and other services to be completed in a clean environment. To be utilized by staff at Berkeley and Jefferson County school locations, as well as various other community sites.
Planning Partners	<ul style="list-style-type: none">Shenandoah Community HealthBerkeley and Jefferson County SchoolsWVU Children's Dental ProgramWVU Medicine East Marketing Department
Implementation Partners	<ul style="list-style-type: none">WVU MedicineShenandoah Community HealthBerkeley and Jefferson County Schools.
Resources	<ul style="list-style-type: none">WVU Hospitals East Foundation

Evaluation Activities	<ul style="list-style-type: none"> The establishment of a dental clinic operated by WVU Medicine, or a dental program operated in partnership with Shenandoah Community Health The practice will establish best practices and monitor outcomes
Point of Contact	Justin Lowe, PT, DPT, MBA

8 Strategy Eight: Diabetes Prevention and Management Events

Table 8: Diabetes Prevention and Management Events

Strategy	Diabetes Prevention and Management Events
Priority Health Topic	This strategy targets the prevention and management of diabetes in the community by providing education, prevention, and awareness opportunities with those who are at risk for developing pre-diabetes or diabetes.
Objectives	<ul style="list-style-type: none"> Reduce risk of diabetes and health complications in the Eastern Panhandle by increasing awareness, education, and access to screenings. Host two Diabetes Health Fairs annually—one in Berkeley County and one in Jefferson County. Screen at least 200 individuals across both events for diabetes risk factors (A1C, retina exams, BMI, etc.). Provide educational resources to 100% of attendees on healthy eating, physical activity, and diabetes prevention. Refer at least 25% of at-risk individuals to follow-up care or prevention programs.
Activities	<ul style="list-style-type: none"> Contact potential sites Recruit potential leaders Supply leaders with training and supplies Partner with sites to schedule, promote and implement sessions Offer educational programs to the general population Work with the Diabetes Educator to implement support groups
Planning Partners	<ul style="list-style-type: none"> Primary Care Lab Berkeley Senior Center Jefferson Senior Center WVU Medicine East Marketing Department Program leaders Health and Human Services Health Work Group

	<ul style="list-style-type: none"> • Eastern Panhandle Diabetes Coalition • WVU Medicine Center of Diabetes and Metabolic Health • Diabetes Educators
Implementation Partners	<ul style="list-style-type: none"> • Berkeley Senior Center • Jefferson Senior Center • WVU Medicine East Marketing Department • Program leaders • WVU Medicine Center of Diabetes and Metabolic Health • Diabetes Educators
Resources	<ul style="list-style-type: none"> • Marketing support from WVU Medicine East • Clinical supplies and staff time for screenings • Educational materials (flyers, brochures, recipe cards) • Incentives for participation (gift cards, healthy snacks, fitness gear, giveaways)
Evaluation Activities	<ul style="list-style-type: none"> • Number of attendees at each health fair • Number of individuals screened • Number of referrals made to follow-up care or prevention programs • Pre- and post-survey results on diabetes knowledge and behavior intent • Participant satisfaction and feedback • Media reach and engagement metrics from promotional efforts
Point of Contact	Jeannie Constable, VP Marketing & Philanthropy Alex Johnson AVP Ambulatory Rosemarie Lorenzetti, MD