

Princeton Community Hospital

Community Health Implementation Plan

Prepared for: Princeton Community Hospital, Princeton, WV

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1 Strategy One: SUD and Mental Health Resource Fairs

Table 1: SUD and Mental Health Resource Fairs

Strategy	SUD and Mental Health Resource Fairs
Objectives	In collaboration with Southern Highlands, MountainHeart, and Peer navigators, Princeton Community Hospital (PCH) will host Substance Use Disorder (SUD) and mental health resource fairs to increase education, prevention, and reduce stigma.
Activities	• Conduct planning discussions • Develop schedule of events and activities
Planning Partners	• PCH administration and staff • Southern Highlands • MountainHeart • Local Recovery Community
Implementation Partners	• PCH administration and staff • Southern Highlands • MountainHeart • Local Recovery Community
Resources	• PCH staff time • Planning and marketing resources • Resources related to location and logistics • Print materials and other resources
Evaluation Activities	• Details of events themselves – dates, locations, participating organizations and entities • # attendees • # educational materials disseminated • Any other feedback received
Point of Contact	• PCH

2 Strategy Two: Continuing Education for Counselors

Table 2: Continuing Education for Counselors

Strategy	Continuing Education for Counselors
Objectives	PCH aims to address SUD and mental health issues by devoting resources to continuing education for counselors, including drug and alcohol certification programs
Activities	• Conduct planning discussions • Identify programs/curriculums • Identify target audience/participants
Planning Partners	• PCH administration and staff • Local Recovery Community
Implementation Partners	• PCH administration and staff • Local Recovery Community
Resources	• PCH staff time • Planning and marketing resources
Evaluation Activities	• Descriptions of opportunities offered – dates, durations, topics • # participants interested • # participants completed • Any feedback gathered
Point of Contact	• PCH

3 Strategy Three: School-Based Collaboration

Table 3: School-Based Collaboration

Strategy	School-Based Collaboration
Objectives	PCH will collaborate with local schools to offer youth substance use prevention sessions as well as Stop the Bleed and AED education courses.
Activities	• Identify potential collaborators, including local school districts • Conduct planning discussions • Identify target audience/age ranges • Develop or identify curriculum or program components • Develop timeline of learning opportunities
Planning Partners	• PCH administration and staff • School administration and staff

Implementation Partners	● PCH administration and staff ● School administration and staff
Resources	● PCH staff time ● Planning and marketing resources ● Resources related to location and logistics ● Print materials or other educational resources
Evaluation Activities	● Details of events themselves – dates, locations, duration ● Grade level participant counts ● Topics covered ● # print materials and other resources disseminated ● Any feedback received from schools, students, parents
Point of Contact	● PCH

4 Strategy Four: Anti-Stigma Campaign

Table 4: Anti-Stigma Campaign

Strategy	Anti-Stigma Campaign
Objectives	PCH will engage with Peer Recovery Support Specialists (PRSS) to collaborate with nursing and PA programs in the surrounding areas in an attempt to reduce stigma related to SUD and SUD treatment.
Activities	● Identify potential collaborators ● Conduct planning discussions ● Identify programming components as needed ● Develop timeline of activities
Planning Partners	● PCH administration and staff ● PRSS ● Nursing and PA programs
Implementation Partners	● PCH administration and staff ● PRSS ● Nursing and PA programs
Resources	● PCH staff time ● Planning and marketing resources ● Resources related to location and logistics
Evaluation Activities	● Details of learning sessions – dates, locations, audiences ● # participants ● Educational topics covered ● Any feedback received
Point of Contact	● PCH

5 Strategy Five: Continuing Education for Peers

Table 5: Continuing Education for Peers

Strategy	Continuing Education for Peers
Objectives	PCH will devote resources to providing opportunities for Peer Recovery Support Specialists to attend conferences or other learning opportunities. This will address SUD and mental health by expanding knowledge, awareness of best practices, and increasing collaboration among these professionals.
Activities	• Conduct planning discussions • Identify learning/conference opportunities for PRSS
Planning Partners	• PCH administration and staff • PRSS
Implementation Partners	• PCH administration and staff • PRSS
Resources	• PCH staff time • Resources related to conference registration and travel/lodging expenses
Evaluation Activities	• Details of learning opportunities – dates, duration, hosting entity • Educational topics covered • # attending PRSS • # CEUs earned, or other relevant details related to credentials • Any feedback received
Point of Contact	• PCH

6 Strategy Six: Mental Health First Aid Training

Table 6: Mental Health First Aid Training

Strategy	Mental Health First Aid Training
Objectives	PCH will provide Mental Health First Aid training to staff and another community partner, in an effort to increase response to mental health issues.
Activities	• Identify potential collaborators/trainees • Conduct planning discussion • Develop timeline of training(s)
Planning Partners	• PCH administration and staff

	● Potential collaborators
Implementation Partners	● PCH administration and staff ● Potential collaborators
Resources	● PCH staff time ● Planning and marketing resources ● Resources to location, logistics, training materials
Evaluation Activities	● Details of trainings – dates, locations, hosting entities if applicable ● # attendees completing training ● Educational topics covered ● Any feedback gathered
Point of Contact	● PCH

In addition to the above community benefit strategies that PCH will undertake to address priority health topics, the following will also be continued or developed in the clinical realm:

- PCH will continue its Behavioral Health Center partnership, integrating telehealth access to increase SUD and mental health care for patients in remote areas of the community.
- PCH will participate in Sequential Intercept Mapping (SIM) to identify gaps in services for this population in each of the counties served by PCH.

7 Strategy Seven: Diabetes Education Classes

Table 7: Diabetes Education Classes

Strategy	Diabetes Education Classes
Objectives	PCH will continue to offer Diabetes Education Classes to the community on a referral basis. These classes are taught in person, and educational materials can be provided in multiple formats.
Activities	● Develop timeline of classes for this cycle ● Continue collaboration with referring providers ● Assess need for updates to space, resources, materials
Planning Partners	● PCH administration and staff ● Collaborating providers
Implementation Partners	● PCH administration and staff ● Collaborating providers
Resources	● PCH staff time ● Planning and marketing resources ● Resources related to location and logistics

Evaluation Activities	● Details of classes – date, location, any additional educational materials or topics provided ● # attendees ● Any feedback gathered
Point of Contact	● PCH

8 Strategy Eight: Diabetes Class Expansion

Table 8: Diabetes Class Expansion

Strategy	Diabetes Class Expansion
Objectives	In addition to the ongoing Diabetes Education Classes that PCH will continue into 2026, expanded activities will be incorporated including those addressing obesity and cardiac education.
Activities	● Identify potential collaborators ● Conduct planning discussions ● Develop timeline of activities ● Identify or develop any needed curriculum or resources
Planning Partners	● PCH administration and staff ● Potential collaborators
Implementation Partners	● PCH administration and staff ● Potential collaborators
Resources	● PCH staff time ● Planning and marketing resources ● Resources related to location and logistics
Evaluation Activities	● Details of classes – date, location, any additional educational materials or topics provided ● Details of other activities beyond organized classes ● # attendees ● Any feedback gathered
Point of Contact	● PCH

9 Strategy Nine: Community Walking Events

Table 9: Community Walking Events

Strategy	Community Walking Events
Objectives	PCH will offer opportunity for organized community walking events such as Mountaineer Mile.
Activities	● Identify potential collaborators ● Conduct planning discussion ● Develop series of walking events ● Identify resources related to location and logistics
Planning Partners	● PCH administration and staff ● Potential collaborators
Implementation Partners	● PCH administration and staff ● Potential collaborators
Resources	● PCH staff time ● Planning and marketing resources ● Resources related to location and logistics
Evaluation Activities	● Details of events - date, duration, location ● # participants ● # miles walked
Point of Contact	● PCH

10 Strategy Ten: WIC and MountainHeart Partnerships

Table 10: WIC and MountainHeart Partnerships

Strategy	WIC and MountainHeart Partnerships
Objectives	To address obesity, nutrition, and diabetes, PCH will engage in collaborative partnerships with Women Infants and Children (WIC) and MountainHeart Community Services.
Activities	● Engage contacts from WIC and MountainHeart ● Conduct planning discussions ● Develop programs/activities to address these health topics among these populations
Planning Partners	● PCH administration and staff ● WIC ● MountainHeart

Implementation Partners	● PCH administration and staff ● WIC ● MountainHeart
Resources	● PCH staff time ● Planning and marketing resources
Evaluation Activities	● Partnerships established ● Programs/activities developed
Point of Contact	● PCH

11 Strategy Eleven: Mobile Blood Pressure Screenings

Table 11: Mobile Blood Pressure Screenings

Strategy	Mobile Blood Pressure Screenings
Objectives	In an effort to improve cardiovascular health, PCH will introduce mobile blood pressure screening opportunities at community fairs, churches, and in workplaces.
Activities	● Identify potential collaborators and community partners ● Conduct planning discussions ● Develop schedule of events
Planning Partners	● PCH administration and staff ● Potential collaborators and partners
Implementation Partners	● PCH administration and staff ● Potential collaborators and partners
Resources	● PCH staff time ● Planning and marketing resources ● Resources related to location and logistics
Evaluation Activities	● Details of screening events - dates, locations, duration ● # of participants/screenings ● Details of outcomes ● # referred for follow-up or other similar data ● Any feedback gathered
Point of Contact	● PCH

12 Strategy Twelve: Spring and Fall Screening Campaigns

Table 12: Spring and Fall Screening Campaigns

Strategy	Spring and Fall Screening Campaigns
Objectives	Each spring and fall, PCH will offer campaigns to address cardiovascular health in the form of cholesterol screenings, glucose screenings, and blood pressure screenings.
Activities	• Identify potential collaborators and community partners • Conduct planning discussions • Develop schedule of events
Planning Partners	• PCH administration and staff • Potential collaborators and partners
Implementation Partners	• PCH administration and staff • Potential collaborators and partners
Resources	• PCH staff time • Planning and marketing resources • Resources related to location and logistics
Evaluation Activities	• Details of screening events - dates, locations, duration • # of participants/screenings • Details of outcomes • # referred for follow-up or other similar data • Any feedback gathered
Point of Contact	• PCH

13 Strategy Thirteen: Annual Cancer Screening Event

Table 13: Annual Cancer Screening Event

Strategy	Annual Cancer Screening Event
Objectives	PCH will continue to provide annual cancer screening events in collaboration with mobile unit partners such as Bonnie's Bus and the LUCAS Mobile.
Activities	• Conduct planning discussions • Determine potential timeline of screening events • Request mobile unit visits for these dates
Planning Partners	• PCH administration and staff • Mobile unit program director and staff

Implementation Partners	● PCH administration and staff ● Mobile unit program director and staff
Resources	● PCH staff time ● Planning and marketing resources
Evaluation Activities	● Details of screening events – dates location, types of screenings provided ● # participants/screenings ● Details of additional educational materials or other resources given ● Details of outcomes ● # referred for follow-up or other similar data ● Any feedback gathered
Point of Contact	● PCH

14 Strategy Fourteen: Monthly Spotlight Campaign

Table 14: Monthly Spotlight Campaign

Strategy	Monthly Spotlight Campaign
Objectives	PCH will develop monthly spotlight campaigns to raise cancer awareness via platforms like radio, Facebook, and local news outlets.
Activities	● Identify potential collaborators and outlets ● Conduct planning discussions ● Develop series of events
Planning Partners	● PCH administration and staff ● Potential collaborators
Implementation Partners	● PCH administration and staff ● Potential collaborators
Resources	● PCH staff time ● Planning and marketing resources
Evaluation Activities	● Details of series – dates, dissemination avenues, duration of time shared ● Details of health topics covered for each ● Listener data or web analytics where available
Point of Contact	● PCH

In addition to these community benefit activities, PCH will also do the following to support needs related to cancer:

- The PCH Foundation Cancer Care Program will continue to provide patients with supports such as fuel cards, assistance with medication co-pays, home equipment, nutritional supplements, personal items (wigs, hats, scarves), and hotel accommodation for travel to treatment.
- PCH will implement psychosocial distress screening for all cancer patients with referrals to Behavioral Health.

15 Strategy Fifteen: Community Resource Guide

Table 15: Community Resource Guide

Strategy	Community Resource Guide
Objectives	PCH will develop a resource guide providing available health and social services in the area. It will be available to residents in both print and digital format.
Activities	• Identify potential collaborators, such as those who may provide information or help with dissemination • Conduct planning discussion • Develop contents of resource guide, as well as plans for dissemination and maintaining the information in it
Planning Partners	• PCH administration and staff • Potential collaborators
Implementation Partners	• PCH administration and staff • Potential collaborators
Resources	• PCH staff time • Planning and marketing resources • Digital and print media resources
Evaluation Activities	• Details of resource guide - topics and counts of items included, region covered • Details of collaborators - where is it shared and how? • # print resource guides disseminated • Web analytics for digital resource guide, where available
Point of Contact	• PCH

In addition to development of a community resource guide, and bolstering access to care through Bonnie's Bus and LUCAS Mobile Unit partnerships, PCH also plans to strengthen Presumed Medicaid Enrollment support for uninsured patients.

16 Strategy Sixteen: Exercise Educational Resources

Table 16: Exercise Educational Resources

Strategy	Exercise Educational Resources
Objectives	PCH will provide educational resources at community events such as health fairs, Mountaineer Mile events, Senior Expo events, and more. These resources will aim to educate and highlight links between exercise and increased health outcomes.
Activities	- As part of planning discussions for these kinds of events, PCH will include these particular exercise education resources as a topic - Develop or identify resources
Planning Partners	- PCH administration and staff - Event partners
Implementation Partners	- PCH administration and staff - Event partners
Resources	- PCH staff time - Planning and marketing resources - Print material resources
Evaluation Activities	- Details of events – dates, locations, # attendees # resources disseminated - Any feedback gathered
Point of Contact	PCH

17 Strategy Seventeen: Free Student Athlete Physicals

Table 17: Free Student Athlete Physicals

Strategy	Free Student Athlete Physicals
Objectives	To address physical fitness in the community, PCH will offer free physical assessments for student athletes from surrounding high schools. These will offer flexibility, balance, and cardiovascular screenings.
Activities	- Identify collaborating schools - Conduct planning discussions - Develop a timeline of screenings - Develop marketing materials

Planning Partners	● PCH administration and staff ● School-based partners
Implementation Partners	● PCH administration and staff ● School-based partners
Resources	● PCH staff time ● Planning and marketing resources
Evaluation Activities	● # physicals conducted ● # schools who partnered with PCH ● Any feedback received
Point of Contact	● PCH

18 Strategy Eighteen: Movement-Based Community Challenges

Table 18: Movement-Based Community Challenges

Strategy	Movement-Based Community Challenges
Objectives	PCH Cardiac and Diabetes Education Teams will create movement-based challenges for the community, such as step challenges and heart-healthy walking campaigns.
Activities	● Identify potential collaborators ● Conduct planning discussion ● Develop schedule of activities
Planning Partners	● PCH administration and staff ● PCH Cardiac and Diabetes Education Teams ● Potential collaborators
Implementation Partners	● PCH administration and staff ● PCH Cardiac and Diabetes Education Teams ● Potential collaborators
Resources	● PCH staff time ● Planning and marketing resources ● Potential resources related to location(s) and logistics
Evaluation Activities	● Details of challenges ● # participants ● Aggregate information such as steps, miles ● Any feedback received
Point of Contact	● PCH

In addition to these community benefit activities to improve physical fitness and raise awareness about its importance, PCH will also establish follow-up services for patients who have identified potential health risks. They will be connected to appropriate providers within PCH or community clinics.

19 Strategy Nineteen: Community Speaker Program

Table 19: Community Speaker Program

Strategy	Community Speaker Program
Objectives	PCH will establish a Community Speaker Program where representatives from its different clinical departments devote time to talks throughout the community on different health topics. This could include senior centers, schools, employers, and more.
Activities	● Identify potential collaborators ● Conduct planning discussions ● Develop timeline of events for the Program ● Identify speakers for each event
Planning Partners	● PCH administration and staff ● Collaborators
Implementation Partners	● PCH administration and staff ● Collaborators
Resources	● PCH staff time ● Planning and marketing resources ● Resources related to location and logistics
Evaluation Activities	● Details of each event – date, location, duration ● # participants at each ● Topic and speaker of each ● Any other educational materials shared ● Any feedback received
Point of Contact	● PCH

20 Strategy Twenty: PCH Health Talks

Table 20: PCH Health Talks

Strategy	PCH Health Talks
Objectives	PCH will develop a PCH Health Talks podcast/radio series to discuss timely health topics. This will be an educational opportunity for those who may not be able to get out to public events, or who simply may choose this form of learning.
Activities	• Identify potential collaborators, such as radio stations or podcast/production partners • Conduct planning discussions • Develop timeline of events for the series • Identify speakers for each event in the series
Planning Partners	• PCH administration and staff • Collaborators
Implementation Partners	• PCH administration and staff • Collaborators
Resources	• PCH staff time • Planning and marketing resources • Resources located to production logistics
Evaluation Activities	• Details of each event - date, location, duration • Topic and speaker of each • Any other educational materials shared • Any feedback received • Any listener or web analytics available
Point of Contact	• PCH

21 Strategy Twenty-one: Expanded Social Media Campaigns

Table 21: Expanded Social Media Campaigns

Strategy	Expanded Social Media Campaigns
Objectives	PCH will expand existing social media campaigns focused on health topics, featuring staff spotlight content and prevention education.
Activities	• Identify potential collaborators • Conduct planning discussions • Develop timeline of content

	• Determine needs for each – identifying individuals or developing educational material
Planning Partners	• PCH administration and staff • Collaborators
Implementation Partners	• PCH administration and staff • Collaborators
Resources	• PCH staff time • Planning and marketing resources
Evaluation Activities	• Details of content – dates, durations, topics • Analytics for each
Point of Contact	• PCH

22 Strategy Twenty-two: Health Education Partnerships

Table 22: Health Education Partnerships

Strategy	Health Education Partnerships
Objectives	PCH will partner with local schools and employers to identify opportunities for providing health education. This may include prevention education and Stop the Bleed sessions for youth, and things like tobacco cessation and hand hygiene in workplaces.
Activities	• Identify potential collaborators • Conduct planning discussions, including needs of each target audience (school, age, workplace, industry) • Develop timeline of activities
Planning Partners	• PCH administration and staff • Collaborators
Implementation Partners	• PCH administration and staff • Collaborators
Resources	• PCH staff time • Planning and marketing resources • Resources related to location, logistics, print materials
Evaluation Activities	• Details of events – dates, locations, duration • Details of audiences – number of attendees, age range • # educational materials provided • Topics covered • Feedback received
Point of Contact	• PCH