

United Hospital Center

Community Health Implementation Plan

Prepared for: United Hospital Center, Bridgeport, WV

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1 Strategy One: WDTV Community Education Series

Table 1: WDTV Community Education Series

Strategy	WDTV Community Education Series
Objectives	United Hospital Center (UHC) will continue to provide weekly health education to the community in partnership with WDTV. These learning opportunities will be conducted in collaboration with local health professionals and UHC staff.
Activities	● Identify ongoing and potential new collaborators ● Conduct planning discussions ● Develop schedule of content, including interviewees and topics ● Complete interviews for broadcast
Planning Partners	● UHC administration and staff ● Collaborators including community health professionals ● WDTV
Implementation Partners	● UHC administration and staff ● Collaborators including community health professionals ● WDTV
Resources	● Staff time ● Planning and marketing resources
Evaluation Activities	● # interviews broadcasted ● Topics covered ● Specialties represented among interviewees ● Online analytics where available ● Any community feedback received
Point of Contact	● UHC - Matt Chisler

2 Strategy Two: Change Your State Podcast

Table 2: Change Your State Podcast

Strategy	Change Your State Podcast
Objectives	UHC will continue to host weekly podcasts with guests who will provide education on health-related and prevention topics.
Activities	● Identify ongoing and potential new collaborators ● Conduct planning discussions ● Develop schedule of content, including interviewees and topics ● Complete interviews for podcast
Planning Partners	● UHC administration and staff ● Collaborators including community health professionals ● WV News Network
Implementation Partners	● UHC administration and staff ● Collaborators including community health professionals ● WV News Network
Resources	● Staff time ● Planning and marketing resources
Evaluation Activities	● # interviews broadcasted ● Topics covered ● Specialties represented among interviewees ● Online analytics where available ● Any community feedback received
Point of Contact	● UHC – John Paul Nardelli

3 Strategy Three: Harrison County Journal Educational Content

Table 3: Harrison County Journal Educational Content

Strategy	Harrison County Journal Educational Content
Objectives	UHC will create a full page of educational information for inclusion in the Harrison County Journal once monthly.
Activities	● Identify potential collaborators ● Conduct planning discussions ● Develop schedule of content for newspaper ● Develop and identify content for each month
Planning Partners	● UHC administration and staff ● Collaborators for content as needed ● Harrison County Journal
Implementation Partners	● UHC administration and staff ● Collaborators for content as needed ● Harrison County Journal
Resources	● Staff time ● Planning and marketing resources
Evaluation Activities	● # content pieces published, dates ● Topics covered ● Online analytics where available ● Any community feedback received
Point of Contact	● UHC – Matt Chisler

4 Strategy Four: Social Media Health Education

Table 4: Social Media Health Education

Strategy	Social Media Health Education
Objectives	UHC will use existing social media channels to continue providing robust health education content, adding to the archive already in place covering a wide variety of topics.
Activities	● Identify ongoing and potential new collaborators ● Conduct planning discussions ● Develop schedule of content ● Develop and identify content as needed ● Maintain understanding of social media content rights for publishing
Planning Partners	● UHC administration and staff ● Content partners as applicable
Implementation Partners	● UHC administration and staff ● Content partners as applicable
Resources	● Staff time ● Planning and marketing resources
Evaluation Activities	● # pieces of content shared ● Topics covered ● Analytics about engagement ● Any community feedback received
Point of Contact	● UHC - Matt Chisler

5 Strategy Five: Change Your State App

Table 5: Change Your State App

Strategy	Change Your State App
Objectives	UHC will continue to maintain the Change Your State app and explore opportunities for expansion. This app allows users to build sustainable and impactful lifestyle modifications, with thousands of downloads since inception.
Activities	● Identify ongoing and potential new collaborators ● Conduct planning discussions ● Develop schedule of content
Planning Partners	● UHC administration and staff ● Healthy Harrison
Implementation Partners	● UHC administration and staff ● Healthy Harrison
Resources	● Staff time ● Planning and marketing resources
Evaluation Activities	● # downloads ● Other engagement analytics ● Pounds lost ● Completion rate ● Any community feedback received
Point of Contact	● UHC - John Paul Nardelli

6 Strategy Six: Health Events

Table 6: Health Events

Strategy	Health Events
Objectives	UHC will offer no-cost men's health and women's health events to the community annually as they have in recent years, aiming to increase access to care for programs such as preventive screenings.
Activities	● Identify collaborators ● Conduct planning discussions ● Develop schedule of screenings ● Develop marketing content
Planning Partners	● UHC administration and staff ● Local health partners
Implementation Partners	● UHC administration and staff ● Local health partners
Resources	● Staff time ● Planning and marketing resources
Evaluation Activities	● # attendees pre-registered ● # screenings of each kind conducted ● Health topics covered by screenings ● Follow-up or referral information as available
Point of Contact	● UHC - John Fernandez

7 Strategy Seven: Wings of Hope

Table 7: Wings of Hope

Strategy	Wings of Hope
Objectives	UHC will continue to offer free transportation assistance and lodging for cancer patients and family members, increasing access to care.
Activities	• Identify collaborators • Conduct planning discussions • Develop marketing materials to promote this resource
Planning Partners	• UHC administration and staff
Implementation Partners	• UHC administration and staff
Resources	• Staff time • Planning and marketing resources
Evaluation Activities	• Annual dollars spent • Annual patients and families served
Point of Contact	• UHC - John Fernandez

In addition to the above activities, UHC has conducted the following over the course of the previous implementation cycle. These are programs and activities that may continue into the next three years:

- Community blood drives
- Childbirth classes
- Community education - Nurses training programs
- Low-dose lung cancer screenings
- Health and safety fairs throughout the community
- United Way community projects