

## 2022 CHNA Implementation Plan - on behalf of Cherokee Regional Medical Ctr

### Cherokee Co IA - Wave #4 2022 CHNA Health Needs Tactics Year 1 of 3 (Starting 1/1/23 - 12/31/23)

CHNA Health Areas of Need	T	"Specific Actions" to Address Community Health Need or "Reasons Why Hospital Will Not"	Identified "Lead"	Identified Partners	Timeframe	(Hours)	\$\$\$			
<b>1 Mental Health (OP access) / Crisis Services</b>	a	Continue to educate ER staff regarding mental health delivery issues. Provide continuing ED courses, lunch and learn presentations, etc. to keep them current in terms of treating mental health issues. Recruit a social worker to be available throughout the hospital	<b>Plains Area MH / Rolling Hills</b>	Rolling Hills, Schools, CRMC, Law Enf, Clergy, Sr Groups, Health Dept, ACEs, IDHS, RJC, Churches, Suicide Coalition, Kiwanis, City, County, CCHCC, CCS, CMHI			\$2,500			
	b	Recruit mental health providers to meet the specific mental health need in County.								
	c	Collaborate with community elementary, middle, and high schools to educate students on mental health to begin identifying mental health conditions.								
	d	Enhance Mental Health care support at PC clinics. Increase depression screenings by PCPs. Add trauma assessment for pediatrics and other MH issues.								\$3,000
	e	Inform and improve communication between County MH Community Partners. Meet quarterly to coordinate mental health providers/services to reach a broad range of patients. Develop & deploy communication plan. Unify services and promote to community.								\$1,500
	f	Improve Mental Health prevention and awareness in the PSA through training in mental health first aid. Promote services and where to go.								
	g	Investigate grant writing to fund mental health education, services, and prevention. If available, designate community lead to attain the necessary grant.								
	h	Continue to provide Mental Health Provider visits in schools. Expand to Rivervalley. Promote M-CAT services county-wide.								
	i	Continue staff training for MH and Adverse Child Crisis prevention programs at schools.								
	j	Continue with Rolling Hills (7 County) delivery offerings. Expand MH Cherokee County initiatives and partnerships. Continue Crisis at Home availability and open access (walk-ins) through CMHI and PAMHC.								
<b>2 Obesity (Nutrition / Exercise)</b>	a	Continue to sponsor a community-wide "fitness challenge" initiative focusing on fitness, nutrition, and physical activity for community members of all ages.	<b>Fitness Center / Health Dept (CRMC)</b>	Schools, HyVee, Fitness, CRMC, Kiwanis, 4H, Clergy, Sr Groups, Chambers, Rotary Clubs, CCHCC, ACEs, CCS			\$3,000			
	b	Continue Trails Committee Improvement Grant work. Continue development of local a skateboarding park.								
	c	Support current farmer's market. Encourage local produce, healthy food choices, and distribute healthy information. Offer gardening classes.								
	d	Promote community fitness and healthy lifestyles focusing on food labels, restaurants healthy meals, nutrition, portion options.								\$1,500

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	e	Maintain inventory (hours / programs) of fitness centers in Primary Service Area. Promote general free fitness activities within the community - Zumba, water aerobics, family swim, etc.					
	f	Continue to promote back to school Carnival and partner with Cherokee Schools for more activities, education and to offer more health fair booths (& topics).					
	g	Partner with Extension office to provide adult education to learn how to cook healthy / crock-pot cooking for families, singles and all sizes.					
	h	Continue Backpack program in Cherokee Schools. Expand to other PSA schools. (Rotary Club PK-4th) Continue with July and August Backpack program. Expand program with Middle School.					
	i	Educate & expand youth physical activity programs. Create after school programs to keep youth active through Parks and Rec and Fitness Center.					
	j	Con't Diabetes classes, health fairs, speakers, etc. Encourage the utilization of dietician in primary care and specialty care settings.					\$2,000
	k	Increase access to healthy foods in schools for youth and nursing homes for seniors. Create School Wellness policy to increase daily wellness time at Cherokee Schools. Partner with Coalition to implement.					
	l	Promote Wellness Programs (Diet and Exercise) at Wellness Center. Research 24/7 hour access at the fitness center. Promote to community if approved.					\$10,000
<b>3</b>	<b>Cancer</b>	a	Continue hosting hospital support group for cancer survivors. Continue working on OCN certification for all nurses	<b>CRMC / June E Nylan</b>			\$1,000
		b	Continue to promote program for self check and prevention of cancer. Continue offering telehealth oncology services.				\$3,000
		c	Continue cancer screening at primary clinics. Develop best practice workflow to ensure patients get referred to the appropriate 2nd Opinion / end of life care service in a timely manner.				\$2,000
		d	Partner with Farm Bureau and ISU Extension office to educate farmers on side effects of pesticides.				\$1,000
		e	Develop campaign to educate community of ways to protect themselves from different forms of cancer such as proper sun screen usage to prevent skin cancer, smoking cessation to prevent lung cancer, farm chemicals etc. Collaborate with schools for youth education on these topics.				\$1,000
		f	Promote local chemotherapy services. Strengthen relationship with oncology providers to expand out patient clinics. Explore exapnding oncologist days.				

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	g	Increase education on importance of preventive health care visits in early cancer detection and successful treatments. Collaborate with women's health providers to ensure female population is receiving yearly mammograms.					
4	Disease Prevention / Wellness (Education)	a	Continuing to develop processes which support primary care and other providers in efforts to refer patients to nutritionists and diabetic educators.	CRMC / Health Dept			
		b	Explore grants and utilize grants already in place for Blood Pressure Cuffs and Chronic Care through Preferred Family Care.				
		c	Continue a Reminder Program to encourage residents to visit their providers regularly for preventative screenings.				\$1,500
		d	Launch Wellness Center / Health Dept Monthly Wellness Challenge to bring people together to participate in wellness/exercise activities.				
		e	Educate local businesses on the benefits of offering wellness programs for employees and/or community. Provide education to employers through work-site health fairs and educational programs, including various screenings.				\$2,000
		f	Proactively engage consumers in taking better care of their health. Create a Wellness Measurement Program that will report heart disease / weight management scores and raise awareness. Promote Wellness Services.				
		g	Cont to educate community Promote Community Health programs via centralized website. Use both traditional and digital media to share content to all generations.				\$5,000
5	Awareness of Healthcare Services	a	Create a formal Hospital Marketing Plan to promote existing healthcare services, facilities and specialists. Use both traditional & social media tools. Continue to expand social media and virtual tours	CRMC			\$40,000
		b	Cont to utilize / update digital billboard to promote the scope of local services.				\$1,500
		c	Create a collaboration among the Fitness Centers, Early Headstart , Health Department, and Schools to enhance parents' health literacy and promote healthcare services in PSA.				
		d	Start a Reference link that allows patients to utilize all healthcare services locally. Promote phone numbers & texting to make appointments.				
		e	Continue Senior marketing of healthcare services and exercise classes / programs.				\$3,000
		f	Launch health education classes (at schools, local areas, etc.) with focus on hypertension, diabetes, smoking cessation, and chronic alcohol usage. Continue to research specialty areas that need awareness/outreach.				

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		Explore "Walk with the Doc" program to build community awareness of local services. Hold walk monthly - first Mondays.					\$1,000	
		Maintain comprehensive County HC Resource Guide on dedicated community website.					\$0	
6		<b>Substance Abuse (Drugs / Alcohol / Smoking)</b>	Plains Area MH / RJC	Rolling Hills, Schools, CRMCM, Law Enf, Clergy, Sr Groups, Health Dept, ACEs, IDHS, RJC, Churches, Suicide Coalition, Kiwanis, City, County, CCHCC, CCS				
	a	Continue to promote Discarding Old Prescriptions service at local police departments, focus on opioids. Expand take back days (yearly) with a local, secure "box" to quarterly.						
	b	Participate in program called Billion Dollar pill pledge to reduce opioid usage.						
This health need is not part of hospital mission of critical operations. Will partner with others as appropriate.								
	c	Monitor prescription drug abuse. Support area physicians in discouraging prescription drug abuse. Create alert system between physicians and pharmacies for drug abuse. Expand this service with Dental Care.						\$5,000
	d	Contine to create / supply educational handouts for medical providers to distribute to patients when prescribing Schedule II drugs.						\$1,000
	e	Assist schools on their effects to educate youth on the dangers of smoking / vaping. Fill in gaps in programing use social media.						
	f	Continue to educate providers on the benefits of homeopathic and alternative treatment options. Encourage the use of alternative therapies to reduce prescriptions of opioids.						\$1,500
	g	Continue to offer Guidance Counselors and group sessions at schools (on prevention and community education).						
	h	Continue to offer Vaping Classes (open to the public and to all ages) through the Tobacco Coalition.						
	i	Continue to provide drug, and alcohol education to schools (i.e. DARE, etc.) and increase school-based programs; Apply for grants.						
	j	Continue to track and report DUI's, MIP's and social hosting. Use media releases to educate community / report community findings.						
	k	Educate primary care and other physician specialities to provide smoking cessation counseling and provide educational materials at doctor's appointments.						\$2,000
	l	Enhance local advertisement / social media campaign to combat drug abuse and educate on the ramifications. Partner with others to do this county-wide.						
	m	Explore additional services and promote pain management services in county. Consider the development of an opioid treatment program.				\$10,000		

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	n	Explore and encourage health insurance benefit modification to reward "non-smokers."					
	o	Investigate grant writing to fund Stop Smoking initiatives. If available, designate community lead to attain the necessary grant. Explore the creation of smoke-free parks / city with local government officials.					
	p	Market and Promote smoking cessation programs. Offer many access points in county.					
	q	Promote and expand meaningful community youth activities to keep youth busy / supervised. Research prevalent issues leading to drug abuse by adolescents. Work to establish systems to combat those issues.					
	r	Recruit additional drug counselors to PSA to increase access to counseling /support for alcohol & drug abusers and their families. Treat abusers as patients who have a health need rather than just addicts.					
	s	Sponsor community youth activities. Collaborate with local schools and churches to provide curriculum which combats opioids use. Continue to explore prevalent issues and drug abuse by adolescents.					
	t	Support substance abuse counseling for community members. Educate the schools and local community organizations on signs of drug abuse. Create a Substance Abuse Resource list (County Website) to promote community resources.					
<b>7 Transportation (All)</b>	a	Conduct research to document demand. Expand current transportation resources and and report progress / options.	<b>SRTS</b>				
This health need is not part of hospital mission of critical operations. Will partner with others as appropriate.	b	Create PSA task force to explore expansion of transportation services.					
	c	Explore a hospital healthcare transportation program. Utilize volunteers to save cost. Complete feasibility study.					\$1,500
	e	Explore and apply for additional grants for transportation opportunities in order to meet needs.					
	f	Continue to support / utilize local transportation , SRTS.					
<b>8 Suicide</b>	a	Continue to educate physicians, nurses, teachers, police officers, etc. on signs of depression and suicidal thoughts/actions. Educate those same individuals on how to respond. (QPR training)	<b>Suicide Coalition / Plains Area MH</b>	Law Enf, Schools, RJC, ACEs, CRMC, Iowa, CCHCC, CCR&R, Ec Dev, IDHS, Kiwanis, Health Dept, CRMC, CCS, Plains, Rolling Hills			
This health need is not part of hospital mission of critical operations. Will partner with others as appropriate.	b	Continue Suicide prevention training at schools. Develop and sponsor an anti-suicide campaign for local community members.					

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	c	Continue and expand community suicide / depression screening services and trauma informed care for PEDS and Adults. (PCP's / DOH / Home Health Groups or Providers)					
	d	Promote and maintain a 24-hour crisis hotline (through 988 and PAMHC)on hospital website. Target higher-risk populations in implementation (Veterans Affairs).					
	e	Continue to develop and sponsor an anti-suicide campaign for local community members. Additionally, implement prevention programs for suicide specifically for all ages					
	f	Promote community adult depression screenings. Encourage primary care physicians to increase depression screenings.					\$1,500
	g	Continue to host Suicide Prevention Public service announcements, literature, resources to contact (Availability). Providers identifying and promoting services, education, etc.					
	h	Continue to support the anti-bullying program at school. Continue suicide prevention training at schools -post COVID isolation changes					
	i	Develop and sponsor an anti-suicide campaign for local community members. Additionally, implement programs for suicide specifically for adults.					
<b>9 Dialysis</b>	a	Assist County leaders to recruit NEW Dialysis firm to come to county to offer services.	<b>DOH</b>	CRMC, county / City			\$500
This health need is not part of hospital mission of critical operations. Will partner with others as appropriate.	b	Explore offering biweekly transportation services to other outside area Dialysis providers.					
	c	Offer hospital clinical office space at reduced cost to encourage outside area providers to come to area.					
	d	Seek additional Federal, and State grant money to support additional clinic access.					
<b>Overall Total Contributions</b>							<b>\$108,500</b>