

# Implementation Strategy for Needs Identified in the Community Health Needs Assessment for Madison Health

2019

## **Covered Facilities: Madison County Hospital dba Madison Health:**

- Madison Health is a 94-bed facility that offers comprehensive inpatient and outpatient health care. Its unique affiliation with the OSU/Mount Carmel Health Alliance enables access to medical specialists, telemedicine services, electronic medical records systems and educational opportunities.

**Community Health Needs Assessment:** A Community Health Needs Assessment (“CHNA”) was developed in 2019 in collaboration with the Madison County Family Council, Madison County Public Health, Madison Health, and other agencies that formed the Steering Committee to determine the most pressing health needs of Madison County, Ohio. Many partners from multiple agencies took part in this research effort, from key stakeholder interviews, to providing access to data and populations, to hosting focus group sessions, and more. Twenty agencies pooled their resources to support the research conducted by Wright State University – Madison Health, and the Madison County Public Health Department. The ensuing CHNA report compiled a year-long effort to gather and analyze data that addressed issues of community health and well-being for Madison County.

**Process for Identifying and Prioritizing Community Health Needs:** The Steering Committee met to review the findings of the CHNA report and to identify the top community health needs. Wright State University was utilized to moderate this meeting and helped lead the discussion. Madison Health is working closely with Madison County Public Health in the development of their Community Health Improvement Plan (CHIP), with the CHNA report being the basis of discussion. The intent is to provide consistent and relative information regarding Madison County’s health needs and collaborative strategies to address those needs. The following priority list was established from this meeting:

## **List of Priorities**

<b>Priority</b>	<b>Champions</b>
<b>Maternal and Infant Health</b>	
<ul style="list-style-type: none"><li>● Infant Mortality: Reduce the infant mortality rate by preventing the leading causes of infant mortality</li></ul>	Madison Health, Madison County Public Health, and the Infant Mortality Task Force
<ul style="list-style-type: none"><li>● Breastfeeding: Achieve improved breastfeeding rates in the community</li></ul>	Madison Health, Madison County Public Health, & the Rocking Horse Community Health Center (FQHC)
<b>Chronic Disease</b>	
<ul style="list-style-type: none"><li>● Overweight and obesity: Partner in delivering Food Pharmacies where patients can enhance their cooking skills through cooking demonstrations, receive nutrition and health tips, undergo health screenings, and get referrals to other food assistance programs.</li><li>● Diabetes and Wound Care</li></ul>	Madison Health & the Rocking Horse Community Health Center (FQHC)

<ul style="list-style-type: none"> <li>• Sleep deprivation: Increase public knowledge of how adequate sleep and treatment of sleep disorders improve health for adults and children</li> </ul>	Madison Health and its partnership with the OSU/Mount Carmel Health Alliance, & Madison County Public Health
<ul style="list-style-type: none"> <li>• High blood pressure and lung and bronchus cancer: Improve access to community-based pulmonary health support</li> </ul>	Madison Health and its new pulmonologist

## **Implementation Strategy Goals**

### **I. Maternal and Infant Health**

#### ***Specific Needs Identified in the CHNA:***

***Reduce the infant mortality rate by preventing the leading causes of infant mortality.*** Low birth weight can be a predictor of infant mortality. In 2015, preterm birth and low birth weight accounted for about 17% of all infant deaths. An analysis of vital statistics data for Madison County shows disparities among preterm birth, low birth weight, and infant mortality by race, particularly for Black/African Americans, as well as disparate rates among infants of older mothers. Madison County has a higher infant mortality rate than the state’s rate and is well above the Healthy People 2020 target. The 10-year infant mortality rate in Madison County is 9.1/1000 births versus 7.4/1000 for Ohio and 5.9/1000 births in the U.S.

***Achieve improved breastfeeding rates in the community.*** While preterm birth and low birth weight contribute to a portion of infant deaths, there are other preventable causes such as SIDS and unintentional injuries. Many studies have demonstrated that breastfeeding provides protection against SIDS. Beyond that, breastfeeding provides many benefits to the infant and mother such as reduced risks of asthma and obesity among children and reduced risks of high blood pressure and type 2 diabetes among mothers. In Madison County, the rate of mothers who breastfeed is increasing, but the current rate of 69.7% is below the state and national rates of 72.5% and 83.8%, respectively. In Madison County, disparate rates are especially evident for Blacks/African Americans (47.5%), unmarried mothers (55%), younger mothers (54.4%), and those with less than a high school education (48.9%).

Objectives: Reduce infant mortality in Madison County through promotion of the Safe Sleep program, increasing the rate of breastfeeding and improving access to and education about the importance of prenatal care.

#### **Implementation Strategies:**

- Marketing the “ABC’s of safe sleep” as part of the discharge plan for parents  
<https://www.nationwidechildrens.org/family-resources-education/700childrens/2014/09/the-abcs-of-safe-sleep>

**(Alone**-always have your baby sleep in a crib, pack and play or bassinet, **Back**- All babies should be put to sleep on their backs, **Crib**-babies should sleep in their own bed, **Smoking**: Reduce the risk of SIDS by reducing/eliminating the exposure to smoke)

- Will be marketed using social media, print, online and web based material

- Apply for the hospital certification program that would designate Madison Health as a “Certified Safe Sleep Hospital”, which is a certification that is free to apply for. It was created by the group, Cribs for Kids. <https://cribsforkids.org/hospitalcertification/>
  - In order to achieve the lowest option, you need do the following:
 

*Develop a safe sleep policy statement incorporating the AAP’s Infant Safe Sleep guidelines.*

*Train staff on safe sleep guidelines, your hospital’s safe sleep policy, and the importance of modeling safe sleep for parents.*

*Educate parents on the importance of safe sleep practices, and implement these practices in the hospital setting.*
- Apply for the First Steps Breastfeeding program to have Madison Health recognized as a hospital that has taken steps to promote, protect and support breastfeeding.
  - It is a five-star program where one star is awarded for every two steps achieved in the Ten Steps to Successful Breastfeeding as defined by Baby-Friendly USA ([www.babyfriendlyusa.org](http://www.babyfriendlyusa.org))
  - Application instructions: <https://ohiohospitals.org/OHA/media/OHA-Media/Documents/Patient%20Safety%20and%20Quality/Infant%20Mortality/First%20Steps%20Program/First%20Steps%20Application/OFS-Application-Instructions-2019.pdf>
- Use & distribute the Ohio Hospital Association’s program materials and educational opportunities: <https://ohiohospitals.org/Patient-Safety-Quality/Statewide-Initiatives/Infant-Mortality-Initiatives/First-Steps/Baby-Friendly-Hospitals>
- Work with our lactation consultant (on staff) to add more breastfeeding classes
  - Have our new Pediatric Nurse Practitioner, who is currently working towards her breastfeeding certification, educate her patients about the importance of breastfeeding as well as help identify barriers that patients in Madison County currently experience
- Create a marketing plan to help the current primary care, pediatricians and OB/GYN’s in the county share the importance of prenatal care
  - This will also be partnered with the county health department in conjunction with positive pregnancy tests they get from their sexual health clinic
    - Help identify patients who are at risk of having a low-birth rate baby due to exposure to hazardous chemicals, cigarette smoke, alcohol, drugs etc.

Goals:

- By the end of 2020, Madison Health will give every mother discharged after giving birth the “ABC’s of Safe Sleep” plan. This will be included in her packet of discharge instructions.
- By the end of 2021, Madison Health will apply for and receive accreditation as a “Certified Safe Sleep Hospital”.
- Madison Health will work towards achieving a one-star rating in the First Steps Breastfeeding program by the end of 2022.
- By the end of 2020 Madison Health will increase the number of breastfeeding classes available to patients by 6 more classes.

- By the end of 2020, Madison Health will develop marketing materials with the intended audience of the hospital providers as well as their patients, in order to share the importance of prenatal care.
- The goal is to use part of the marketing budget to distribute these additional materials to patients.
- Madison Health intends to look into any state and or federal grants that might be available to help expand the ways and reach of distribution of these items.

## II. Chronic Disease

### ***Specific Needs Identified in the CHNA:***

***Partner in delivering Food Pharmacies where patients can enhance their cooking skills through cooking demonstrations, receive nutrition and health tips, undergo health screenings, and get referrals to other food assistance programs.*** The rate of overweight or obesity for adults in Madison County is 71.4% compared to a rate of 66.8% and 66.6% among adults in Ohio and the U.S., respectively. Diseases linked to obesity include: heart disease & stroke, high blood pressure, diabetes, some cancers, gallbladder disease and gallstones, osteoarthritis, gout, and breathing problems such as sleep apnea and asthma.

***Increase public knowledge of how adequate sleep and treatment of sleep disorders improve health for adults and children.*** Sleep deprivation is more prevalent among adults in Madison County than for adults in Ohio or the U.S. In Madison County 41.5% of adults report receiving fewer than 7 hours of sleep per night versus 37.1% and 35.2%, respectively for Ohio and the U.S. Estimates from the Ohio Healthy Youth Environments Survey (OHYES) for Madison County indicate that 65.1% of youth ages 12-17 in Madison County schools participating in the OHYES get less than 8 hours of sleep on an average school night. Therefore, intervention programs for adults and youth are necessary.

***Improve access to community-based pulmonary health support.*** The rate of adults having hypertension in Madison County, 39.5%, is substantially higher than the rate among Ohio and U.S. adults (34.7% and 32.3%, respectively). Roughly half the people with untreated hypertension die of heart disease related to poor blood flow (ischemic heart disease) and another third die of stroke. High blood pressure can also injure both the blood vessels in and leading to kidneys, the eyes, and can cause trouble sleeping due to obstructive sleep apnea which occurs in more than half of those with high blood pressure. In addition to higher rates of high blood pressure, Madison County adults have higher rates of lung and bronchus cancer as compared to the U.S. The rate for Madison County was 101.7 per 100,000 in 2016 (the latest year for which incidence data are available), while the Ohio rate was 64.9 and the U.S. rate was 56 per 100,000 in 2016.

Objectives: Provide health screenings, wound care program, increase public knowledge of how adequate sleep and treatment of sleep disorders improves health for adults and children, improve access to community based pulmonary health support.

### Implementation Strategies:

- Partner with Rocking Horse to help distribute food for patients in need.
- At the current health fairs/festivals/employer health fairs/county fairs etc. Madison Health will offer to check people's blood pressure for free. If the number is on the

higher side, we can educate the patient on how to schedule an appointment with a primary care provider (and/or cardiologist) in order to reduce their risk of further complications down the road.

- Madison Health intends to increase awareness of the availability of the new wound care center, located in the main hospital facility.
- Use the National Sleep Foundations plan on how to “Build a Better Bedroom”
  - <https://www.sleepfoundation.org/articles/electronics-bedroom-why-its-necessary-turn-you-tuck>
- Early detection is key for lung and bronchus cancer
  - Education can make a big difference. Madison Health will work with our pulmonologist to broaden the scope of patients we are able to educate about risk factors.
- Working with our 2 cardiologists and our pulmonologist, Madison Health will look into the feasibility of bringing back the cardiac & pulmonary rehab program so that patients who have had issues with their heart or lungs have a place to improve their condition(s).
  - Our experts say this has the potential to help lower the hospital readmission rate for these types of conditions.
- Due to Madison County’s high blood pressure rate being higher than the Ohio or U.S. rate, Madison Health will work on getting people to know their numbers. This can be achieved by doing the free blood pressure screenings at the health fairs/festivals mentioned above.

**Goals:**

- For the Wound Care center, Madison Health has identified and plans to add at least one podiatrist to the service options by the end of 2020.
  - This will also include a goal of adding clinic time available to see more patients in the center.
  - Adding another provider will help with patient compliance.
- In 2020 and subsequent years, Madison Health intends to participate in “Better Sleep Month”, which is every May. The hospital can work to share information and educational materials from the Better Sleep Council to educate patients.
- The hospital has set a goal to have our new pulmonologist, Dr. Adam Manko, speak to at least two groups in the county about early detection of lung and bronchus cancer by the end of 2020.

**Needs identified in the CHNA but not addressed in this plan:**

- Mental Health
- Alcohol, Tobacco usage
- Addiction
- Shortage of dental health professionals
- Transportation issues