

2016

Maria Parham Medical Center

Implementation Strategy

To Address Significant Community Health Needs

Paper copies of this document may be obtained at Maria Parham Medical Center, 566 Ruin Creek Rd, Henderson, NC 27536 or by phone (252) 438-4143. This document is also available electronically via the hospital website: www.mariaparham.com.

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Overview

The Community Health Needs Assessment (CHNA) defines priorities for health improvement, creates a collaborative community environment to engage stakeholders, and an open and transparent process to listen and truly understand the health needs of the community served by Maria Parham Medical Center (MPMC)(Vance County, North Carolina). This document is the MPMC Implementation Plan outlining how MPMC plans on addressing significant health needs in the community.

The CHNA is contained in a separate document.

MPMC's Board of Directors approved and adopted this Implementation Strategy on September 21, 2016. The plan was also approved by the Joint Venture Board with Duke-LifePoint on September 1, 2016

Starting on September 26, 2016, this report was made widely available to the community on via the hospital website: www.mariaparham.com. Paper copies of this document may be obtained at Maria Parham Medical Center, 566 Ruin Creek Rd, Henderson, NC 27536 or by phone (252) 438-4143.

Community Health Improvement/ Implementation Plan 2016

To successfully make our community healthier, it is necessary to have a collaborative venture which brings together all of the care providers, citizens, government, schools, churches, not-for-profit organizations and business and industry around an effective plan of action. The community health needs assessment was completed previously and posted on MPMC's website.

Based on the results of the CHNA, Maria Parham Medical Center (MPMC) has selected three (3) of the identified significant health needs to address.

1. Mental Health and Substance Abuse
 - Improving the availability, accessibility, and coordination of services effectively meet the mental health and substance abuse needs of our residents.
2. Education
 - Addressing poverty and health equity by assuring all residents have access to the education and information they need to lead healthy, productive lives
3. Nutrition and Physical Education

- Promoting an equal opportunity for all residents to enjoy nutritious food and engage in physical activity to support healthy lifestyles and reduce the burden of chronic diseases in our counties.

Maria Parham Medical Center acknowledges that this is only part of the issues that affect the Vance and Granville Counties. Poverty and Health Equity have an over-reaching impact on the wellbeing of our community. When addressing the significant community health needs, of poverty and health equity, MPMC focused on addressing these needs as well. We do understand that there is much more that can and needs to be done. This organization is dedicated to making a meaningful impact on those areas that the community identified as pressing concerns within our community.

Mental Health and Substance Abuse

Action Steps

- Provide free educational programs for the community on different topics: Maria Parham offers free programs on topics of interest for the public and will include topics related to mental illness and substance abuse and provide education on local resources available and treatment options. Possible topics to include: stress control, depression and burn out.

Impact: By providing information and education to the community on these topics, community members will learn better ways to handle mental health and substance abuse situations, learn what resources are available in our community and how to access them.

- Move forward with plans of opening a mental health facility in Franklin County, our neighboring county to the South: Maria Parham is currently working to open a mental health facility to provide increased bed availability to mental health patients in the local community.

Impact: By increasing the number of beds available for mental health patients, local community members will have increased access to care for mental health treatment and decrease the percentage of patients that go untreated. Increasing proper care for mental health decreases crime and improves the overall lifestyle of a community.

- Increase training for Maria Parham employees on recognizing, addressing and diffusing elevated situations with mental health patients: Maria Parham will provide mandatory training for employees who are involved in the care of or may come in contact with mental health patients.

Impact: By improving employee's ability to care for mental health patients, dangerous situations can be avoided and there will be better outcomes for the patients long-term.

- Implement Hospital Security Program trained to aid in behavioral health needs: Maria Parham will introduce a security program with security officers that are trained to recognize, address and diffuse elevated situations with mental health patients.

Impact: By improving the hospital security team's ability to respond to and work with mental health patients, dangerous situations can be avoided and/or quickly diffused decreasing security threats to employees, patients and visitors and contributing to better outcomes for the mental health patients long-term.

- Promote mental health wellness to Maria Parham employees through resources provided through LifeWise/Vitality wellness program: Maria Parham will provide resources to help employees recognize, manage and seek treatment for any mental health illness.

Impact: As one of the larger employers in the area, Maria Parham has a direct impact on the community. Through offering resources and support to a large population of community members, the overall quality of the community and influence on better mental health will be higher.

- Collaborate with local addiction support agencies to help provide support services to the community: Maria Parham will work with local addiction agencies to help provide needed resources and support that will better help serve the addiction population in our community.

Impact: By partnering to offer better resources and education to community members suffering from addiction issues, community members will have better access to the help they need to decrease addiction in the community. Reducing addiction in the community reduces crime and improves the lifestyle of the community.

- Create collaboration plans with Cardinal Health and Day Mark, the local mental resource organizations: Maria Parham will partner with the local mental health resource organizations to improve mental health resources in the community.

Impact: By offering increased resources and increased access to resources, the negative impact of mental health concerns in populations will be decreased for the community and community members with mental health conditions will have a higher quality of life in the community.

- Provide information to the community on mental health and substance abuse topics through the quarterly hospital sponsored publication HealthBeat that is published and offered through a local newspaper, The Daily Dispatch: Over 6300 HealthBeat publications are printed and distributed to the Vance County community and surrounding areas. Articles included are controlled by the hospital and will include topics on mental health and substance abuse.

Impact: By providing information on mental health and substance abuse topics, more people will have access to information on resources available in our community.

- Provide a clinical social worker in the emergency department to help create transition plans for and offer help and support to mental health patients: Maria Parham will provide a clinical social worker to help aid in the proper placement of mental health patients that present to the emergency department as well as provide support and information on resources available for mental health in the community.

Impact: By providing direct support for mental health in the emergency department, proper care and placement of mental health patients will be more efficient and effective decreasing the negative impact of having these patients untreated in the community.

Education

Action Steps

- Partner/Participate with Schools for career days: Maria Parham will partner with local schools in participating in their career days to promote healthcare related jobs.

Impact: By partnering with local schools through career days, encouragement for students to gain higher education will be provided.

- Partner with the Teachers Executive Institute (TEI) to support teacher efforts in the area: Maria Parham will work with the Henderson Vance County Chamber of Commerce to support the TEI program through healthcare associated meetings and presentations.

Impact: By supporting the local teachers through professional organizations teacher retention is higher as well as resources provided for students in education is increased.

- Partner with the Vance County Public School Foundation on activities and education needs and opportunities in the community: Maria Parham will support the fundraising foundation of the public schools through publicity and contributions to their different

fundraisers and initiatives to support the operations and growth of the local public schools

Impact: By increasing the impact of the fundraising and growth efforts, the local public schools have more opportunity and ability to provide more resources to the students and improve the level of education offered in Vance County. These efforts will have a long term effect on teacher retention, decreasing dropout rates, increased percentage of students receiving higher education and higher test scores.

- Provide Tuition Reimbursement opportunities to MPMC employees: Maria Parham will offer tuition reimbursement opportunities for employees to earn higher education.

Impact: As one of the larger employers in the area, Maria Parham has a direct impact on the community. Through offering higher education opportunities to a large population of community members, the overall quality of the community and influence on higher education is increased. Children of parents who earn a higher level of education are more likely to earn a higher education as well, with increased opportunities and resources for advancing education, Maria Parham employees will indirectly influence younger generations to gain higher education.

- Create a community scholarship: Maria Parham will create a scholarship for local High School Seniors that will help increase the resources available to the community to pursue higher education.

Impact: By providing increased financial resources for students to gain higher levels of education, more students have the opportunity to earn higher education, including those who would not otherwise be able to afford it.

- Provide information to the community on education topics through the quarterly hospital sponsored publication HealthBeat that is published and offered through a local newspaper, The Daily Dispatch: Over 6300 HealthBeat publications are printed and distributed to the Vance County community and surrounding areas. Articles included are controlled by the hospital and will include topics on education.

Impact: By providing information on education topics, more people will have access to tools that will help positively influence their decision making on topics related to education.

- Support local organizations that impact schools in our communities including Smart Start and United Way: Maria Parham will support local organizations and groups that

provide resources and support to the local schools through financial contributions, volunteer opportunities and communication support.

Impact: By supporting those organizations that provide resources to the schools and students, the local public schools have more opportunity and ability to provide more resources to the students and improve the level of education offered in Vance County. These efforts will have a long term effect on teacher retention, decreasing dropout rates, increased percentage of students receiving higher education and higher test scores.

Nutrition and Physical Activity

Action Steps

- Provide free educational programs for the community on different topics: Maria Parham offers free programs on topics of interest for the public and will include topics related to nutrition and physical activity including a focus on local resources available. Possible topics to include: Heart Health, Exercise, Healthy Eating

Impact: By providing information and education to the community on these topics, community members will learn better ways to live healthier lives decreasing obesity and chronic illness associated with poor nutrition and lack of exercise.

- Host a 5K Run/walk event to the community during hospital week accepting nonperishable foods for local food bank as registration fee: Maria Parham will host a 5k Run/Walk event encouraging community members to get out and get active while increasing the food available through the local food pantry.

Impact: Hosting events that encourage physical activity helps get people motivated to get moving and active which leads to decreasing the obesity and chronic disease associated with poor nutrition and lack of exercise.

- Work with the local farmer's market to increase awareness of nutritious options: Maria Parham will work with the local farmers market by promoting the local farmer's market internally to employees, providing free health screenings at the local farmer's market and offer hospital dietitians/staff to provide healthy cooking recipes or cooking demonstrations at farmer's market.

Impact: Reduced obesity and chronic disease associated with poor nutrition.

- Start a sports medicine program in the local schools providing coverage at all games: Maria Parham will work with the local schools to create a sports medicine program that will offer coverage at sporting events in case of injury or illness during games. This

program will also provide education and instruction on safe and proper physical activity.

Impact: There will be increased awareness around healthy physical activity and immediate response to injury during school sports events to decrease the negative impact sports related injuries and illness can have.

- Provide information to the community on nutrition and physical activity topics through the quarterly hospital sponsored publication HealthBeat that is published and offered through a local newspaper, The Daily Dispatch: Over 6300 HealthBeat publications are printed and distributed to the Vance County community and surrounding areas. Articles included are controlled by the hospital and will include topics on nutrition and physical activity.

Impact: By providing information on physical activity and nutrition, more people will have access to information on resources available in our community and decrease obesity and chronic disease associated with poor nutrition and obesity.

- Provide Breastfeeding programs to the community: Maria Parham will provide breast feeding education, resources and support to new and expecting moms to help improve the nutrition for newborns and moms in the community.

Impact: By improving the education and nutritional habits of young women in the community there will be a decrease in poor decision making of households on nutrition topics. Starting newborns out on breast milk provides better nutrients and begins healthy habits from the beginning.

- Healthy annual food drive: Maria Parham will host an annual food drive requesting healthy food donations to be given to the local food pantry.

Impact: Providing a supply of healthy food options will help increase awareness and better nutrition for those that must seek assistance for food in their households.

- Provide free healthy cooking demonstrations at the hospital: Maria Parham will host healthy cooking demonstrations at the hospital for employees to help teach them easy, sensible and nutritional cooking options for healthier lifestyles.

Impact: As one of the larger employers in the area, Maria Parham has a direct impact on the community. Through offering resources and support to a large population of community members, the overall quality of the community and influence on improved health will be higher.

Maria Parham Medical Center does not intend to address the following significant health needs:

1. Access to Healthcare
 - MPMC believes that we offer the community comprehensive healthcare and continue to strive to bring primary care and specialty physicians to our community. Collaborating with the Vance-Granville health department we will continue to close the gap between people in need of healthcare and access to healthcare.
2. Chronic Disease Management
 - MPMC is dedicated to educating the community about how to stay healthy and improve quality of life for those that have chronic diseases. We will continue to reach out to the community to provide education and resources to this population but this is not within the scope of the community assessment. We will continue to provide health fairs, education, and community outreach as part of our continual community service.
3. Crime
 - MPMC feels the impact that crime and negative societal forces have on our community and healthcare. This is one area that we can partner with local law enforcement agencies and provide resources as needed but cannot positively impact with collaboration from all agencies. We are dedicated to providing refuge for the community for those that are seeking assistance with drug and alcohol abuse that lead to crime.
4. Maternal and Infant Health
 - MPMC offers and provides comprehensive programs to help create a positive impact on the mother and baby community. We offer complete in-house care, outpatient clinics, lactation consultants, breastfeeding best feed campaigns, and reduce deliveries or C-sections of babies less than 39 weeks without medical conditions.
5. Poverty
 - This is an over-reaching theme that is driving all of the initiatives that MPMC will be implementing. We are dedicated to improve the whole person.
6. Teen Pregnancy and Sexually Transmitted Diseases
 - MPMC is dedicated to collaborating with the Vance-Granville Health Department to provide resources to help curve the rate of pregnancy and unhealthy decisions. We will continue to provide services to the community and be part of

the plan but feel that this is not as high a priority, following the community forums.

7. Transportation Options

- As a medical facility we can help plan and provide resources to creating and improving our transportation options but feel we cannot directly impact this need.

There is a link on the MPMC's website for the community to provide written input into the CHNA and implementation plan.