

PROMEDICA BAY PARK HOSPITAL

COMMUNITY HEALTH NEEDS ASSESSMENT IMPLEMENTATION PLAN 2013-2015



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EXECUTIVE SUMMARY

ProMedica Bay Park Hospital (BPH), a member of ProMedica health system, is a committed healthcare resource in the northwest Ohio community, providing acute inpatient care to medical, surgical, adult intensive care, obstetric and newborn patients, and emergency services which includes an accredited Chest Pain Center, regardless of ability to pay. BPH's mission is to improve the health and well-being of the communities we serve.

ProMedica Bay Park Hospital conducted and adopted the current community health needs assessment (CHNA) in 2013. BPH was represented as a member of ProMedica in the 2011/2012 Lucas County Needs Assessment process, which is the first Lucas County CHNA that included child, adolescent and adult data. One area of weakness of the CHNA was the relative age of available secondary and public health data. Following the formal county assessment survey process, multiple community organizations collaborated to develop a strategic plan for Lucas County, with BPH represented on these community strategic planning groups, as a member of ProMedica. A resource assessment was compiled as part of this process.

Following the Lucas County strategic planning process, BPH convened a CHNA committee in 2012-13 to review Lucas, Ottawa and Wood county community health plans and available health data, select and prioritize key indicators for their defined community, identify resources and gaps in these areas, and develop implementation plans to address these health issues in the community over the next three years. Strategic plans were developed with feedback from key community stakeholders, to confirm these needs from a community perspective.

ProMedica Bay Park Hospital will specifically implement programs to address the following health needs, listed in order of priority:

- Obesity/Nutrition
- Heart Disease
- Cancer
- Tobacco Use
- Mental Health/Bullying

In addition, as part of ProMedica health system, some community health programs are developed and implemented at the system level, with tobacco use, obesity/hunger and mental health/bullying identified as the focal points for 2013. The hospital expanded the resource assessment developed at the county levels to evaluate any gaps in services to address key health issues. The full ProMedica Bay Park Hospital CHNA may be accessed at www.promedica.org/chna

IMPLEMENTATION PLAN

The board of trustees of ProMedica Bay Park Hospital (“Hospital”) has determined that the following health needs (in priority order) identified in the CHNA should be addressed through the implementation strategy noted for each such need:

1. Obesity/Nutrition

Increase community awareness regarding the importance of healthy eating.

Specific Needs Identified in CHNA:

- 35% of Lucas County adults; 34% of Ottawa County adults; and 30% of Wood County adults were obese based on BMI. The 2010 BRFSS indicated that 30% of Ohio and 28% of US adults were obese by BMI.

Key Objectives:

- Increase awareness of healthy eating habits
- Increase awareness of healthy nutritional choices

Implementation Strategies:

Year one (2013)

1. Provide healthy nutrition education to ProMedica Bay Park Hospital inpatients.
2. Identify available community partnership(s) and needs for developing programs.
3. Define plan.
4. Identify funding sources.

Year two (2014)

1. Secure funding.
2. Implement nutrition program to include weight loss, cooking and activity tools at community sites.

Year three (2015)

1. Investigate expansion of nutrition programs with corporations and/or county resources within ProMedica Bay Park Hospital community.

Outcomes Measured:

- Number of patients educated
- Patients/participants able to verbalize healthy nutritional choices
- Partnerships identified
- Number of community program sites

2. Heart Disease

Increase awareness and provision of education in the community regarding heart and vascular health.

Specific Needs Identified in the CHNA:

- Heart disease was one of the five leading causes of death in the 3 counties.
- Adults diagnosed with high blood pressure – 34% Lucas, 40% Ottawa, 30% Wood
- Adults diagnosed with high blood cholesterol – 27% Lucas, 38% Ottawa, 31% Wood
- Adults having stroke in their lifetime – 2% Lucas, 1% Ottawa, n/a Wood

Key Objectives:

- Increase awareness of factors contributing to heart disease
- Increase awareness of prevention methods
- Increase early stroke recognition and seeking early action to minimize brain damage
- Identify types and location of ProMedica and community screenings

Implementation Strategies:

Year one (2013)

1. Identify existing screening and community initiatives.
2. Establish marketing plan to heighten awareness of available educational and screening opportunities.
3. Identify available funding.
4. Educate the community about stroke recognition and early action minimizing brain damage at 2 community events. Community events include working with the Area of Aging, Churches, Senior Community Centers, Assisted Living communities, schools, ProMedica Facebook, and ProMedica Physician offices.

Year two (2014)

1. Develop community partnership(s).
2. Secure funding for expansion of additional screenings and community initiatives.
3. Educate the community about stroke recognition and early action minimizing brain damage at 2 community events. Community events include working with the Area of Aging, Churches, Senior Community Centers, Assisted Living communities, schools, ProMedica Facebook, and ProMedica Physician offices.

Year three (2015)

1. Increase number of patients screened and community initiatives.
2. Educate the community about stroke recognition and early action minimizing brain damage at 2 community events. Community events include working with the Area of Aging, Churches, Senior Community Centers, Assisted Living communities, schools, ProMedica Facebook, and ProMedica Physician offices.

Outcome Measures:

- Existing screening and community initiatives identified
- Marketing plan established
- Funding identified and secured
- Number of screening sessions
- Number of participants screened

- Number of community educational sessions
- Number of participants in each community educational session

3. Cancer

Increase community awareness regarding the importance of specific cancer screenings.

Specific Needs Identified in CHNA:

- Leading cancers in the three county area were:
 - ✓ Lung and bronchus (15% in Lucas; 2% in Ottawa ; and 14% in Wood)
 - ✓ Prostate (14% in Lucas; 16% in Wood and not reported in Ottawa)
 - ✓ Breast (12% in Lucas; 8% in Ottawa ; and 16% in Wood)
 - ✓ Colon and Rectum (10% in Lucas; 10% in Ottawa; and 12% in Wood)
 - ✓ Bladder (5% in Lucas; 3% in Wood and not reported in Ottawa)

Key Objectives:

- Increase awareness about tobacco use/smoking cessation
- Increase awareness about the importance of breast exam.
- Increase awareness about the importance of colon cancer screenings

Implementation Strategies:

Year one (2013):

1. Identify all current cancer wellness and screening programs.
2. Identify gaps with focus on lung, breast and colon cancer.
3. Continue current wellness and screening events as planned.
4. Identify funding sources.

Year two (2014):

1. Increase number of wellness and screening events from Year one.
2. Investigate opportunities for funding of colon cancer initiatives.
3. Secure funding.

Year three (2015):

1. Increase number of wellness and screening events from Year two.
2. Implement one additional initiative identified through Year two funding.

Outcome Measures:

- Gaps identified
- Number of screening events held
- Number of participants screened

4. Tobacco Use

Increase community awareness regarding the importance of being tobacco free.

Specific Needs Identified in the CHNA:

- Adults who were current smokers – 24% Lucas, 21% Ottawa, 11% Wood

Key Objectives:

- Increase awareness of harmful effects of tobacco use
- Increase awareness of smoking cessation services

Implementation Strategies:

Year one (2013)

1. Identify current programs.
2. Investigate partnering with existing community resource or initiation of program through ProMedica Bay Park Hospital.
3. Secure funding.

Year two (2014)

1. Establish marketing plan and presence of existing programs.
2. Investigate partnering with corporations in our community.
3. Secure funding.

Year three (2015)

1. Implement programs as approved.

Outcome Measures:

- Current programs identified
- Partnership with existing community resource(s)
- Program implemented based on funding

5. Mental Health/Bullying

Increase early awareness and identification of intervention options for bullying.

Specific Needs Identified in CHNA:

- Youth who were bullied in past 12 months – 46% Lucas, 50% Ottawa, 42% Wood

Implementation Strategies:

Year one (2013):

1. Investigate with school districts and local juvenile agencies to determine who has or is currently in process of implementing violence prevention programs.
2. Identify funding source.

Year two (2014):

1. Partner with existing community partner to implement or assist with evidence based bullying prevention program at the elementary school level.
2. Secure funding.

Year three (2015):

1. Secure funding.
2. Expand bullying prevention program into middle and/or high schools.

Outcomes Measured:

1. Current programs identified
2. Partnership with existing community resource(s) established
3. Program implemented.

Updates on all of these programs under the five priority areas will be provided quarterly to hospital leadership and the board of directors.

OTHER NEEDS IDENTIFIED IN THE CHNA BUT NOT ADDRESSED IN THIS PLAN

ProMedica Bay Park Hospital will not address all of the needs identified in the most recently conducted Lucas, Ottawa and Wood County Health Needs Assessments as these areas either go beyond the scope of the hospital or may be addressed by, or with, other organizations in the community. To some extent limited resources do not allow hospitals to address all of the needs identified through the health assessment, but most importantly to prevent duplication of efforts and inefficient use of resources as many of these issues are addressed with, or by, other community agencies and coalitions across Lucas, Ottawa and Wood Counties. Many health issues are also addressed by physicians at a related patient visit.

Through the Lucas County Resource Assessment Workgroup, the following areas were identified as not having specific programs identified in the community: work assistance for the unemployed, underage drinking, binge drinking, prescription drug use and misuse, youth carrying weapons, youth involved in physical fights, youth who purposefully hurt themselves, youth violence at school, youth violence in neighborhoods, youth marijuana use, delaying first sexual intercourse, prevention/intervention for violence in neighborhoods. Note: although this survey was sent to multiple community members, responses may not represent all related programs in the community, and some programs may have limited reach.

Each of the health needs identified in the Lucas County assessment and listed below is important, with most issues being addressed by programs and initiatives within ProMedica, its hospitals and/or other community partners of the Hospital. Key health issues identified in the Lucas County Health Needs Assessment, and the organizations providing programming to improve these health issues include:

| Health Issue (adult unless specified) | Organizations/Coalitions Addressing Needs (*indicates ProMedica collaboration and support) |
|--|--|
| Health Care Access | Toledo Lucas County Commission on Minority Health* Toledo Lucas County CareNet* |
| Cardiovascular Health | American Heart Association* ProMedica Wellness |

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| | ProMedica Heart and Vascular Institute |
| Cancer | American Cancer Association* ProMedica Cancer Institute |
| Diabetes | Juvenile Diabetes Research Foundation* ProMedica Diabetes Centers |
| Arthritis | Arthritis Foundation* ProMedica Wildwood Orthopaedic & Spine Hospital |
| Asthma | American Lung Association* |
| Obesity | ProMedica Healthy Conversation Maps ProMedica Wellness Live Well Toledo* Toledo Lucas County Health Department – Healthy Youth and Families Coalition* |
| Tobacco Use | ProMedica Tobacco Treatment Centers Lucas County Tobacco Coalition* |
| Alcohol and Drug Use | Lucas County Mental Health and Recovery Services Board* |
| Women’s Health | Susan G. Komen Foundation* ProMedica Cancer Institute |
| Men’s Health | ProMedica Cancer Institute |
| Preventive Medicine | Toledo Lucas County Health Department ProMedica Wellness (flu clinics) ProMedica Cancer Institute |
| Adult Sexual Behavior | Toledo Lucas County Health Department |
| Adult Pregnancy | Pathways* |
| Quality of Life | Multiple agencies and programs address related issues ProMedica Advocacy Fund |
| Social Issues | United Pastors for Social Empowerment* ProMedica Teen Pep |
| Mental Health | ProMedica Flower Hospital ProMedica Toledo Hospital NAMI* |
| Oral Health | Toledo Lucas County Health Department Dental Center of Northwest Ohio* Toledo Lucas County CareNet* |
| Minority Health | Toledo Lucas County Commission on Minority Health* |
| Youth Weight | ProMedica Healthy Conversation Maps Live Well Toledo |
| Youth Tobacco Use | Substance Abuse Intervention League (SAIL)* ProMedica Tobacco Treatment Centers Sylvania Community Action Team* Lucas County Tobacco Coalition* |
| Youth Alcohol and Drug Use | Substance Abuse Intervention League (SAIL)* Sylvania Community Action Team (SCAT)* |
| Youth Sexual Behavior | Youth Advocacy Alliance* |
| Youth Mental Health | Foundation for Healthier Communities* |

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|-------------------------------------|---|
| Youth Safety and Violence | ProMedica Safe Kids of Greater Toledo ProMedica Teen PEP (dating) Toledo Police Department |
| Children’s Health Status | Toledo Lucas County Health Dept. ProMedica Toledo Children’s Hospital Mercy Children’s Hospital |
| Children’s Health Access | Toledo Lucas County Health Dept. Paramount Health Care* |
| Early (Ages 0-5) Childhood Health | Healthy Lucas County Early Childhood Task Force* Read for Literacy – Creating Young Readers* |
| Middle (Ages 6-11) Childhood Health | Partners in Education* Live Well Toledo* Dental Center of Northwest Ohio* Toledo Lucas County Health Department ProMedica Toledo Children’s Hospital Asthma Program |
| Family Functioning/Neighborhoods | Live Well Toledo* |
| Parent Health | Live Well Toledo* |

An asterisk (*) above indicates ProMedica participation with organizations addressing these health issues, that may include financial support, although may not be specific to ProMedica Bay Park Hospital. Note: other hospitals or organizations may also have programs to specifically address some of these health issues that may not be known at the time of this publication.

The Lucas County Health Strategic Planning Committee, using the Lucas County Health Needs Assessment, prioritized several health issues identified in the Community Health Needs Assessment, determining that if these issues are addressed by multiple agencies and organizations over the next three years, they could promote healthier lifestyles and safer neighborhoods for all ages, reduce chronic health diseases, and improve several socioeconomic determinants of health for Lucas County residents. Note: Ottawa and Wood County Community Health Needs Assessment groups had not conducted formal resource assessments at the time of this document.

As previously stated, in some areas of identified need, ProMedica is already taking a system approach to addressing these community health needs, to most efficiently use resources and to prevent duplication of services, but in some areas of need ProMedica and ProMedica Bay Park Hospital are not engaged in programs outside of related visits to our hospitals or physician offices. This ProMedica Bay Park Hospital implementation plan was approved by the board of trustees on **DATE**.