
Community Health Needs Assessment Report

And Implementation Plan

IMPLEMENTATION PLAN

A. ISSUES TO BE ADDRESSED BY MISSOURI BAPTIST SULLIVAN HOSPITAL

Missouri Baptist Sullivan Hospital's leadership team was approached with the final CHNA Priority Ranking and asked for guidance on which issues MBSH is able to address through community benefit programs, considering time, staffing, feasibility and available community and hospital resources.

The hospital's leadership team decided to address the top 5 needs in the Health Priority Ranking, with the exception of substance abuse.

HEALTHY LIFESTYLES

1. Nutrition Education and Outreach

Rationale: Lifestyles that include balanced nutrition and healthy weight have been proven to reduce the risk of conditions such as diabetes, cardiovascular disease, obesity, cancer and stroke (Source: CDC). In Crawford County, incidence rates for diabetes, cancer and heart disease are higher than state and national rates, and 63.7% of the population is considered "overweight" or "obese" (Source: HCI). There is a need to promote healthier lifestyle choices in the community to reduce the prevalence and impact of chronic conditions related to nutrition and weight.

In response to this need, the hospital has formed a partnership with several local organizations called the Healthy Sullivan Coalition. The purpose of this coalition is to improve health in the Sullivan community through education and outreach about healthy lifestyle choices. In order to do this, it is necessary to make healthy options available, accessible, affordable and safe. Along with accessibility, it is also important to increase knowledge and skills to help the target population achieve greater self-efficacy in choosing or preparing healthy meals. This includes assisting low income community members access fresh produce through the USDA Supplemental Nutrition Assistance Program (SNAP).

The number and type of healthy lifestyle programs implemented by the Healthy Sullivan Coalition will be determined based on needs and interests in the community on a year by year basis. Educational programs will be implemented by subject matter experts, including hospital clinicians, health educators, master gardeners, University of Missouri Extension educators, etc. Potential program topics include: nutrition (general or disease specific), gardening, food preservation, meal preparation, taste testing and healthy grocery shopping.

Program Goals:

1. Increase local access to and consumption of fresh fruits and vegetables.

Program Objectives:

1. Collect data from the 2013 Sullivan Farmers Market season to establish a baseline average number of fresh fruit and vegetable vendors per week at the Sullivan Farmers Market.
2. Between 2014 and 2016, increase the average number of fresh fruit and vegetable vendors each year at the Sullivan Farmers Market from the previous year's average.
3. By the beginning of the 2015 market season, implement a SNAP payment option at the Sullivan Farmers Market to promote use of the market by low income individuals.
4. In 2013, establish a baseline of knowledge gained in nutrition, gardening and cooking class participants using pre- and post-test results.
5. Between 2014 and 2016, increase the percentage of nutrition, gardening and cooking class participants who show an increase in knowledge from pre-test results to post-test results each year from the previous year's percentage.

Action Plan: Healthy Sullivan Coalition Outreach Programs

Missouri Baptist Sullivan Hospital will partner with the organizations listed below as part of the Healthy Sullivan Coalition to achieve program goals and objectives:

- City of Sullivan
- Sullivan School District
- Sullivan Area Chamber of Commerce
- Meramec Community Mission and Food Pantry

The hospital's health educator will facilitate Healthy Sullivan Coalition meetings and provide technical assistance to coalition partners. Missouri Baptist Sullivan Hospital will promote coalition programs through advertising in local newspapers, newsletters, radio ads, flyers, signage and billboards. The hospital will assist coalition partners in implementation of healthy lifestyle programs by offering its facilities for programs, sharing its clinical expertise, and providing financial resources through a Missouri Foundation for Health grant. These resources include signage, supplies and equipment. In addition, the hospital will assist with policy

development for coalition projects. Finally, the hospital will assist in program evaluation by tracking data needed to measure program objectives, completing all grant interim and financial reports, and developing pre- and post-test measures for coalition sponsored programs.

To meet Objectives 1, 2 and 3, coalition partners will collaborate to implement the following program:

- Sullivan Farmers Market: the City of Sullivan will provide a location for the market, the hospital will fund and promote the program, and the Sullivan Area Chamber of Commerce will manage the weekly operations of the market. Partners have collaborated in 2013 to draft by-laws to govern Sullivan Farmers Market operations.

The baseline average number of fresh fruit and vegetable vendors at the Sullivan Farmers Market is currently 1 per week. Healthy Sullivan Coalition partners will collaborate to increase this number through policy development and implementation, communication with the local media, recruiting, etc. The coalition will also research options for an electronic benefit transfer (EBT) scanner or other payment system for community members receiving assistance through the federal Supplemental Nutrition Assistance Program (SNAP). This option will help low income families access fresh produce from the Sullivan Farmers Market by 2015, as indicated in the program objectives.

To meet Objectives 3 and 4, coalition partners will collaborate to implement the programs listed below:

- Community Teaching Garden: the City of Sullivan will provide a location and labor to construct the garden, the hospital will fund and promote utilization the garden, and the Sullivan Area Chamber of Commerce will manage the volunteers and operations for the garden each growing season. This space will be used for education and increasing community access to garden space.
- Gardening, Nutrition and Cooking Classes: Knowledge and skill based programs will be implemented based on input from coalition partners and the community. Coalition partners will work together to find facilities, instructors and curricula for programs. The hospital will fund, promote and evaluate programs.
- Health Loaning Library: The hospital will purchase and store nutrition teaching aids that can be used for educational programs and displays in community settings.

Evaluation:

All educational programs will be evaluated with a pre- and post-test completed by participants to measure any increase in knowledge for program objectives. The coalition will also track the number of programs implemented and the number of participants reached to evaluate program impact.

2. Obesity-related Disease Screenings and Education

Rationale: In 2011, 17.3% of adults in Crawford County had diabetes, 51.3% of adults over 35 had high cholesterol, 39.9% of the population had high blood pressure, and 63.7% of the population was considered “overweight” or “obese.” In addition, the rates of ER visits for stroke, heart disease and diabetes among Crawford County residents were significantly higher Missouri’s rates. Death rates for stroke and heart disease were also higher than state rates (Source: HCI).

Fortunately, these serious health issues can be positively impacted by proper nutrition, regular physical activity and maintaining a healthy weight. The rates above, coupled with lower income and insured rates in Crawford County, prove there is a community need for free cardiovascular and diabetes screenings. Such screenings allow for detection of these health issues in low income individuals who may not have a primary care physician. They also provide a teachable moment and opportunity for follow up between clinicians and those at risk for or suffering from diabetes and cardiovascular disease.

Because of high rates of obesity and obesity-related illness and limited access to free screenings, Missouri Baptist Sullivan Hospital will continue to implement an annual Community Health and Wellness Fair. Free screening programs offered at the health fair are needed so that community members can know their numbers and make necessary lifestyle changes to support good health.

Program Goals:

1. Reduce obesity-related diseases in Crawford County through screenings and education.

Program Objectives:

1. MBSH will continue to hold a Community Health and Wellness Fair at Sullivan High School each year.
2. By May 15, 2014, adopt a policy to be implemented at the 2014 Community Health and Wellness Fair to follow up individuals whose free screening results are abnormal.

Action Plan: Annual Community Health and Wellness Fair

Each November, Missouri Baptist Sullivan Hospital partners with the local school district to implement a Community Health and Wellness Fair. This event is well advertised to the public and usually draws approximately 500 community members for free health screenings, flu shots, educational displays, presentations, etc.

Obesity-related screenings offered include blood glucose, blood pressure, lipid panel and body mass index (BMI). The hospital will also have educational booths with clinical dietitians, cardiac nurses, physical therapists, personal trainers and health educators. These professionals will

administer screenings and provide information and follow up on how nutrition, weight and exercise impact obesity-related illness.

A policy for following up on abnormal obesity-related screening results is currently under development for implementation in 2014. This will help the hospital establish a baseline and measure success of its screenings.

Evaluation:

Missouri Baptist Sullivan Hospital is currently in the process of creating a policy to provide follow up with individuals who receive abnormal screening results at the annual Community Health and Wellness Fair. This policy will increase the effectiveness of free obesity-related screenings and outline measures for evaluating success.

Hospital staff will also track the number and type of educational booths and the number of encounters at free booths and screenings offered at the Community Health and Wellness Fair each year.

3. Physical Activity Education and Outreach

Rationale: Lifestyles that include regular physical activity have been proven to reduce the risk and negative impact of diabetes, cardiovascular disease, obesity, cancer and stroke (Source: CDC). Prevention and management of such conditions can increase overall health and quality of life.

The percentage of Crawford County residents battling these conditions is high when compared to state percentages. In 2011, 32.2% of Crawford County residents reported they had no leisure time for physical activity, which was significantly higher than the state percentage. While 53.7% of Missouri residents in 2011 reported using sidewalks in their neighborhoods, only 22.6% of Crawford County residents reported utilizing neighborhood sidewalks. This gap is partly due to the rural geography of Crawford County. In 2011, only 11.2% of residents reported having roads with shoulders for biking, compared with 31.6% of Missouri residents (Source: MO 2011 County Level Study).

In 2011 and 2012, the City of Sullivan replaced or improved many of the city's roads and sidewalks. The Healthy Sullivan Coalition wants to utilize this asset to encourage safe use of the city's streets and sidewalks by pedestrians and bicyclists.

Program Goals:

1. Increase physical activity by making Sullivan, Missouri a safe walkable, bikeable community.

Program Objectives:

1. By May 2014, establish a baseline of how many students walk or bike to participating schools.

2. Between 2014 and 2016, increase the number of students who walk or bike to participating schools by 1% from the previous year.
3. In 2013, establish a baseline of knowledge gained in bike and pedestrian safety class participants using pre- and post-test results.
4. Between 2014 and 2016, increase the percentage of bike and pedestrian safety class participants who show an increase in knowledge from pre-test results to post-test results each year from the previous year's percentage.
4. Between 2014 and 2016, provide at least one educational booth promoting free bike and pedestrian safety outreach programs at the annual Community Health and Wellness Fair.

Action Plan: Healthy Sullivan Coalition Outreach Programs

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- City of Sullivan
- Sullivan School District
- Sullivan Area Chamber of Commerce
- Meramec Community Mission and Food Pantry

The hospital's health educator will facilitate Healthy Sullivan Coalition meetings and provide technical assistance to coalition partners. Missouri Baptist Sullivan Hospital will promote coalition programs through advertising in local newspapers, newsletters, radio ads, flyers, signage and billboards. The hospital will assist coalition partners in implementation of healthy lifestyle programs by offering its facilities for programs, sharing its clinical expertise, and providing financial resources through a Missouri Foundation for Health grant. These resources include signage, supplies and equipment. In addition, the hospital will assist with policy development for coalition projects. Finally, the hospital will assist in program evaluation by tracking data needed to measure program objectives, completing all grant interim and financial reports, and developing pre- and post-test measures for coalition sponsored programs.

To meet Objectives 1 and 2, coalition partners will collaborate to implement the following program:

- Walking School Bus: A walking school bus is a program in which trained adults walk students to school along designated routes. The Sullivan School District will survey school families, examine current bus routes, recruit volunteers and host trainings for this program. The hospital will promote the program, assist the school with policy development to support the program, and provide funds for volunteer background checks and program supplies. The City of Sullivan will assist in designing walking and biking route maps. The city will also provide input on which routes and sidewalks are safest for the walking school bus.

The Sullivan School District will establish a baseline for how many students walk or bike to participating schools during the spring 2014 semester. If additional schools choose to participate, a baseline will be established for each school as they enter the program. Pilot Walking School Bus days began during the 2013 Sullivan School District Summer School program. Additional pilot days will be implemented during the fall 2013 school semester. Full implementation of the Walking School Bus program will begin in the fall of 2014, after necessary research, planning and training is complete during the spring 2014 school semester.

To meet Objectives 3, 4 and 5, coalition partners will collaborate to implement the following program:

- Bike and Pedestrian Safety Programs and Trainings: The number and type of bike and pedestrian safety education programs will be determined by the Healthy Sullivan Coalition based on needs and interests in the community on a year by year basis. Implementation of these programs will begin in the fall of 2013. Educational programs will be implemented by subject matter experts, including hospital clinicians, health educators, police officers, certified bicycle safety instructors, etc.

Evaluation:

Each year, walking and biking data will be collected by the Sullivan School district to measure progress toward the program's objectives.

All educational programs and trainings will be evaluated with a pre- and post-test to measure learning outcomes for program objectives. The coalition will also track the number and type of programs implemented and the number of participants reached to evaluate program impact.

ACCESS TO CARE

Rationale: Several factors contribute to lower access to health care in rural areas like Crawford County, including geography, fewer primary care providers and health care facilities per capita and a lower income population. In 2011, 31.1% of Crawford County residents between the ages of 18 and 64 could not get needed medical care in the last 12 months. This percentage is higher compared to Missouri's percentage of 23.7 in 2011. Also in 2011, 12% of Crawford County residents reported that they had no insurance coverage. This percentage is also higher when compared to the state percentage for no insurance in 2011, which is 8.9%. Assistance is needed for low income, uninsured or underinsured patients to access needed health services, medical equipment and prescription medication (Source: HCI).

In response to these issues, the Missouri Baptist Sullivan Hospital (MBSH) Foundation initiated CAMP in 2011. CAMP stands for Community Assisting Medical Patients, and as the name suggests, this fundraiser is a community undertaking. Local groups and businesses from the community form teams, who hold a variety of fundraisers throughout the community. Individual teams can designate funds to help a specific set of patients – for example cancer or heart disease patients, or can contribute to the general fund for patients with any kind of diagnosis.

Funds raised by CAMP are managed by the MBSH Foundation Board. Half of funds raised each year through the Foundation Fundraising Committee are used for projects within MBSH. The other half of funds raised go into a restricted account for CAMP to help local patients with medical expenses. The hospital manages the administrative aspects of this outreach program, which include planning meetings, processing donations and requests for assistance, dispersing funds to vendors, following up with applicants, etc.

Missouri Baptist Sullivan Hospital has its own team that raises funds for CAMP separately from fundraisers sponsored by other community organizations. From 2011-2012, CAMP raised a total of \$45,000. During this time, \$21,304.91 has been used to help 38 patients. CAMP is a great example of the community coming together to help its own. With continued community support, CAMP is becoming a staple of public service in our community.

Program Goals:

1. Improve local resident's ability to access and receive health care.

Program Objectives:

1. Between 2014 and 2016, continue to provide funds for approved medical expenses for at least 10 patients per year through CAMP.
2. Between 2014 and 2016, the hospital will raise at least \$5,000 per year to improve local resident's ability to access and receive health care through CAMP assistance.

3. Maintain existing financial counseling program to assist low income patients in signing up for eligible financial aid programs.
4. Between 2014 and 2016, provide access to 300 free flu shots per year at MBSH's Community Health and Wellness Fair.

Action Plan: Community Assisting Medical Patients (CAMP)

Patients from the communities located in Missouri Baptist Sullivan Hospital's primary service area who meet the qualifications for financial assistance can request up to \$500 to help with bills for durable medical equipment, pharmacy costs, or other health care related expenses. Requests are processed primarily through Missouri Baptist Sullivan Hospital's Social Services department. A physician order must be submitted for the needed service, and funds are paid directly to the vendor of the equipment or service.

Action Plan: Financial Assistance Program

Missouri Baptist Sullivan Hospital will also address the needs and disparities related to accessing health care through maintenance of its free Financial Assistance Program, which assists over 100 low income, underinsured or uninsured patients per month enroll in financial assistance programs for which they are eligible.

Action Plan: Annual Community Health and Wellness Fair

Missouri Baptist Sullivan Hospital will utilize the same annual Community Health and Wellness Fair held at Sullivan High School to provide community access to 300 free flu shots. Currently, there are no other organizations which provide free flu shots in the Sullivan community or surrounding area. This event is well advertised in Crawford County, and usually draws about 500 participants each year.

Evaluation:

Hospital staff process all CAMP requests, track the number of applicants, the amount of donations received each year, the value and type of assistance provided, and the dollar amount of assistance provided to low income community members. This information will be used to measure progress toward the programs objectives.

The hospital's staff and contract financial counselors track the number of encounters with patients through the Financial Assistance Program on a monthly basis, as well as the level of financial assistance these patients are eligible to receive.

The hospital's Infection Prevention department will track and record the number of free flu shots given each year at the Community Health and Wellness Fair.

MENTAL HEALTH

Rationale: Limited mental health resources exist locally, and few psychiatrists practice in Crawford County. Low income, underinsured and uninsured community members have trouble accessing needed psychiatric services and medications due to cost and availability. While the hospital operates an inpatient geriatric psychiatry program, there is a lack of beds available for patients under the age of 50 requiring inpatient psychiatric treatment.

In 2010, the rate of ER visits in Crawford County due to mental disorders was 15.2 (per 1,000), which is higher than Missouri's rate of 11. In 2009, age-adjusted death rate due to self-inflict injury for ages 15-19 in Crawford County was 16.7 (per 100,000), which is significantly higher than Missouri's rate of 9.1. Death rates due to self-inflicted injury for ages 20-34 and 35-64 are also higher when compared with Missouri rates (Sources: HCI, MICA).

In response to the lack of mental health services in its community, Missouri Baptist Sullivan Hospital partnered with Lifespan Counseling, LLC in 2013 to provide a free grief counseling support group.

Program Goals:

1. Increase and support community resources for mental health.

Program Objectives:

1. Between 2014 and 2016, maintain existing mental health support group program, holding at least one free support group per year at Missouri Baptist Sullivan Hospital.
2. By May 15, 2014, develop a plan to evaluate the success of annual support groups and track progress.

Action Plan: Mental Health Support Group

The hospital provides the location for support groups and helps advertise this free service, and Lifespan Counseling, LLC provides a licensed counselor to conduct the support group sessions at no cost to participants. The hospital will commit to providing space for at least one mental health support group per year. This service is not limited to the topic of grief support if other needs and opportunities arise.

Evaluation:

Missouri Baptist Sullivan Hospital will create an evaluation plan by May 15, 2014 to measure change or improvement in individuals who participate in its free support groups. Missouri Baptist Sullivan Hospital will track the number and type(s) of mental health support group(s) offered each year. Lifespan Counseling, LLC will track the number of participants at these support groups and assist with gathering data for evaluation.

CANCER

Rationale: Cancer outcomes can be positively impacted by early detection and treatment. There is a need to raise awareness about cancer prevention and cancer screenings, as well as a need to help low income, underinsured or uninsured community members access cancer screenings and treatments. While CAMP for a Cause and the MBSH Financial Assistance Program are available to help patients access medications, treatments and doctor's visits, this program focuses on providing free cancer screenings and education at the hospital's annual Community Health and Wellness Fair.

Missouri Baptist Sullivan Hospital will continue to implement an annual Community Health and Wellness Fair for its low income community. Free cancer screening programs offered at the health fair are needed so that community members can know their risk and receive timely follow up and treatment.

Program Goals:

1. Promote early detection of cancer in a low income community through screenings and education.

Program Objectives:

1. MBSH will continue to hold a Community Health and Wellness Fair at Sullivan High School each year.
2. By May 15, 2014, adopt a policy to be implemented at the 2014 Community Health and Wellness Fair to follow up individuals whose free cancer screening results are abnormal.

Action Plan: Annual Community Health and Wellness Fair

Missouri Baptist Sullivan Hospital will utilize the same annual Community Health and Wellness Fair held at Sullivan High School to provide community access to cancer screenings. This event is well advertised in Crawford County, and usually draws about 500 participants each year.

Missouri Baptist Sullivan Hospital provides free mammograms, prostate-specific antigen (PSA) screenings, and prostate exams at its annual Community Health and Wellness Fair. To meet Objective 2, the hospital will examine its current screening program and create a plan to improve it through follow up with patients with cancer or cancer risk.

Evaluation:

Hospital staff will track the number and type of free cancer screenings performed at the annual Community Health and Wellness Fair to measure progress toward program objectives.

A policy for following up on abnormal cancer screening results is currently under development for implementation in 2014. This will help the hospital establish a baseline and measure success of its screenings.

PUBLIC SAFETY

Rationale: While public safety was ranked number 8 in the CHNA Health Priority Ranking, Missouri Baptist Sullivan Hospital has chosen to maintain its presence at community events sponsored by non-profits who cannot afford to pay for first aid and athletic training services. The hospital is the only local organization that provides this community benefit.

Program Goal:

1. Increase and promote public safety at community events.

Program Objectives:

1. Between 2014 and 2016, continue to provide free first aid and athletic training services each year at 100% of Sullivan High School home football games.
2. Maintain a presence at other non-profit community events to provide free first aid services, including but not limited to local picnics, fairs, etc.

Action Plan: Provide First Aid Services at Community Events

Missouri Baptist Sullivan Hospital will continue to provide emergency medical technicians, paramedics, personal trainers or other clinical staff at Sullivan High School home football games and other community events to administer free first aid services.

Evaluation:

Staff providing first aid and personal training services at community events will track and report the number and type of events, as well as the number of individuals who receive the services.

B. ISSUES THAT WILL NOT BE ADDRESSED BY MISSOURI BAPTIST SULLIVAN HOSPITAL

SUBSTANCE ABUSE

Missouri Baptist Sullivan Hospital operates an adult medical stabilization program called New Vision for alcohol and opiate addiction. This service is billed through insurance. At the current time, the hospital does not possess the staff and resources needed to offer free behavioral health services to the community. The hospital is exploring opportunities to partner with other organizations to expand the free resources available in the future because of the great need for these services in Crawford County.

PEDIATRIC PSYCHIATRY

Missouri Baptist Sullivan Hospital currently has insufficient resources and facilities to address this need. There are a limited number of practicing psychiatrists in the area, which makes addressing this need especially challenging. Organizations are in place to address mental health issues in children, although some of these organizations are in neighboring communities:

- Child Advocacy Center (CAC)
- Court Appointed Special Advocates (CASA)
- Crider Center
- St. Louis Children's Hospital

CHRONIC DISEASE

Missouri Baptist Sullivan Hospital will address obesity related illness, diabetes and cardiovascular disease through its Healthy Lifestyles education, screenings and outreach. For CHNA purposes, these diseases were categorized under Healthy Lifestyles (see table on page 31) during the CHNA priority ranking process because they can be impacted through proper nutrition and regular physical activity. All other chronic conditions are categorized under Chronic Disease. The hospital also offers monthly lectures on a variety of topics, which sometimes include other chronic disease.

INFANT/MATERNAL HEALTH

Missouri Baptist Sullivan Hospital currently has insufficient resources to address the socioeconomic factors and other risk factors that contribute to poor infant and maternal health outcomes. However, the hospital is currently exploring the possibility of providing free childbirth education classes in the future.

DENTAL CARE

Missouri Baptist Sullivan Hospital does not provide dental services. Patients seen in its emergency department for dental caries are referred to local dental providers. However, Crawford County lacks providers who accept uninsured or underinsured patients. The hospital realizes that lack of dental services for low income, underinsured or uninsured community members is a significant need. Unfortunately, the hospital does not have the resources, staffing or community support to address this need at the present time.

PEDATRICS

While Missouri Baptist Sullivan Hospital recently hired a staff pediatrician who accepts Medicaid patients, there are few other pediatricians in the area. The hospital does not have sufficient resources to expand its pediatric program at this time. Patients in need of services unavailable in Sullivan can be referred to St. Louis Children's Hospital.

HEALTH LITERACY

While Missouri Baptist Sullivan Hospital does not have sufficient resources for a formal health literacy program for patients, the hospital is currently looking into ways it can increase awareness about health literacy issues among its physicians and staff.

INFECTIOUS DISEASE

Missouri Baptist Sullivan Hospital does address infectious disease each year at its Community Health and Wellness Fair by giving administering free flu shots. The hospital also takes great care and pride in taking measures to prevent infections among its patients. However, the hospital lacks sufficient resources and community partnerships at this time to create an outreach program to address this need in a community setting.