

Overall Goal and Approach to Implementation Plan:

Weiser Memorial Hospital (WMH) is a community resource motivated by its respect for the people that it serves. We are committed to our overall mission, vision, and values. WMH seeks to ‘Provide High Quality Healthcare for our community’ through its mission, our vision is to “Be the Preferred Choice for healthcare”, and stand firm to our core values of Integrity, Compassion, and Excellence. Weiser Memorial’s approach to providing community benefit is to target the intersection of documented unmet health needs and our organization’s key strengths and mission commitment.

Focus Areas:

It has been three years since our first Community Health Needs Assessment (CHNA) and accompanying Implementation Plan. Much has been accomplished towards the identified community health needs. Many of the initiatives put in place in response to the previous CHNA will continue to be supported while new initiatives will either be added to or replace the previous initiatives based on the outcomes of our most recent assessment.

Over the past year, planning and implementation has taken place to create a CHNA report for Weiser Memorial Hospital. We partnered with St. Luke’s Health System to leverage their expertise in conducting similar assessments in a robust and comprehensive manner. A CHNA is a community based assessment of the health care needs, in the medical service area of Weiser Memorial Hospital, prepared from analysis of data and information from public health departments, governmental, and other authoritative health information sources. With input from persons representing the broad interests of the community served by the hospital facility, including those with special knowledge of or expertise in public health, this report is being used to identify areas where Weiser Memorial Hospital can provide resources to help improve the health of the communities it serves. As a result of the CHNA analysis, the following were identified as the priority areas on which we will focus:

- **Increase Access to Physical Activity and Nutrition**
- **Reduce Habitual and Harmful Behaviors**
- **Ease of Access to healthcare**

Community Partners:

Weiser Memorial Hospital (WMH) believes that it is extremely important to work with other like-minded agencies, organizations, and institutions to truly make a difference. By networking and effectively collaborating with existing community resources, WMH can address more identified specific unmet community health needs as well as assist in improving the broader health needs of the community. It is important to differentiate between “Population Health” and “Community Health” as to our responsibilities as a hospital. We have accountability for Population Health. As to Community Health, we are responsible to contribute to the health of the communities we serve in partnership with many others. WMH does not believe that it can effectively address all the community’s health needs without committed partners. Listed are some of the primary partners with which WMH will collaborate in accomplishing the desired outcomes for the health needs we have selected for this implementation plan based on the findings of the CHNA.

- **Family Medical Center**
- **Area Schools**
- **Weiser Recreation Department**
- **Southwest District Health**
- **Weiser Senior Center**
- **American Heart Association**
- **Two Rivers Medical Clinic**
- **WICAP**
- **Love, Inc.**
- **Greater Weiser Area Chamber of Commerce**
- **Drug Free Youth Coalition**
- **WACHIT**
- **Angel Wings Network**
- **Rose Advocates**
- **Valor Medical Center**
- **Bureau of Rural Health and Primary Care**
- **Fiddle Festival**
- **Weiser Police Department**
- **Adams Co Health Fair**

Implementation Plan Overview

Weiser Memorial Hospital will continue to collaborate with the people, leaders, and organizations in our community to carry out an implementation plan designed to address many of the most pressing community health needs identified in this assessment. Utilizing effective, evidence-based programs, we will collaborate with community partners to improve community health outcomes and well-being toward the goal of attaining the healthiest community possible. The WMH Board of Directors has included elements of this implementation plan in their Balanced Score Card Strategic Initiatives to insure accountability both to the community and the governing body.

1) Increase Access to Physical Activity and Nutrition, *Improving the Prevention and Management of Obesity and Diabetes*

Washington County's Community Health Needs Assessment (CHNA) prioritization process identified prevention and management of obesity as one of our community's most significant health needs. Over 70% of the adults in our community are now obese or overweight. According to the Centers for Disease Control (CDC): "Obesity is a national epidemic and a major contributor to some of the leading causes of death in the United States." Obesity costs the United States about \$150 billion a year, or 10 percent of the national medical budget.¹

Nationwide, it is estimated that nearly 26 million people have diabetes including over a quarter with the condition undiagnosed and that 79 million people are pre-diabetic, with blood glucose levels that increase the risk of developing diabetes. The prevalence of diabetes increases with age, and nearly 27 percent of those over age 65 have diabetes. Among racial and ethnic groups, diabetes prevalence is highest for African Americans.

Impact on Community

Reducing obesity will dramatically impact community health by providing an immediate and positive effect on many conditions including mental health; heart disease; some types of cancer; high blood pressure; dyslipidemia; kidney, liver and gallbladder disease; sleep apnea and respiratory problems; osteoarthritis; and gynecological problems (infertility and abnormal menses). Persons that are overweight, have limited physical activity, poor eating habits, or have a genetic predisposition may be at risk for type 2 diabetes. Since diabetes is mostly related to lifestyle behaviors, prevention of diabetes means changing a culture where inactivity, obesity and poor eating habits run rampant.

How to Address the Need

Obesity can be prevented and managed by engaging our community in developing services and collaborative strategies designed to encourage proper nutrition and healthy exercise habits. Inadequate nutrition and lack of physical activity are both risk factors for obesity. Childhood obesity is related to a variety of issues including environment, behavior, and genetics. "We need to change our communities into places that strongly support healthy eating and active living."²

Evidence suggests that implementing disease management programs that target multiple components of chronic disease can improve quality of care. HbA1c testing is recommended for all patients with diabetes as part of the initial assessment after a diabetes diagnosis.³

¹ <http://www.cdc.gov/cdctv/diseaseandconditions/lifestyle/obesity-epidemic.html>

² <http://www.cdc.gov/cdctv/diseaseandconditions/lifestyle/obesity-epidemic.html>

³ University of Wisconsin Population Health Institute. County Health Rankings 2010-2015. Accessible at www.countyhealthrankings.org.

We know that the most effective long-term strategy in addressing obesity must involve strong community collaborations, shared initiatives, and personal responsibility to one's health. Our goal is to increase the percentage of adults and youth who are at a healthy weight through the following ongoing as well as planned strategies and activities:

Programs Established as an Outgrowth of the 2013 CHNA:

- **Clean Eating** - Established collaborative relationships to promote local Farmers market and fruit stands.
- **American Diabetes Association** – WMH attained status as an ADA Health Champion
- **Weight Management** - Collaborated with community partners in programs and policies to improve the health of our community:
 - Presentation at Weiser After School Program, and Community Health Fairs
 - A1C Testing at Weiser Senior Center and Family Medical Center
 - Healthy Eating “Lunch and Learn”.
- **Childbirth Education** - Established a new approach to prenatal and infant care education provided by WMH which increased participation by over 100%. Active advertising of services to the public through social media and local clinics & medical centers.
- **Diabetic Education/ Prevention** –Through a grant from Southwest District Health, Family Medical Center was able to offer free A1c testing in 2016.
- **Fit and Fall Proof Classes** – Strengthened our partnership with Southwest District Health, and the City of Weiser to bring Fit and Fall Proof Classes to Weiser.

Programs Anticipated as an Outgrowth of the 2016 CHNA:

- **Childbirth Education** - Increase prenatal and infant care education provided by WMH. Increase public awareness beyond those seeking their OB care locally.
- **Diabetic Education/ Prevention** –
 - Family Medical Center offers A1c testing. Promotion of this service will now be enhanced to be included in public events such as health fairs.
 - Coordinate with local health professionals to bring education and healthy opportunities to Washington County.
- **Fit and Fall Proof Classes** - Continue to partner with SWDH, and the City of Weiser to bring Fit and Fall Proof Classes to Weiser.
- **Partner in Health Fairs** – Be an active partner in coordinating local and regional health fairs. Invite other partners to be present. Seek to have at least one entity involved who will offer A1C testing. Collaborate with partners to promote follow up of individuals with abnormal test results.

2). Reduce Habitual & Harmful Behaviors

Tobacco, Drug, & Suicide Risk

Adults who engage in three or more unhealthy behaviors are 6.1 times more likely to have poor or fair health than those who have no unhealthy behaviors.⁴ Washington County's community health needs assessment identified several risky behaviors effecting the residents of our community; tobacco, drug, and suicide ranking as the most significant risks.

Tobacco prevention and cessation rank as a high priority health need, as tobacco use is the most common preventable cause of death. Idaho ranks 6th among states for adult smoking. Smoking is a leading cause of death in Idaho and the nation.⁵ In 2013, 20.7% of adults in Washington County smoked cigarettes. The relationship between tobacco use, particularly cigarette smoking, and adverse health outcomes is well known. About half the people who do not quit smoking will die of smoking-related problems. An average of 1,500 people die each year in Idaho as a direct result of tobacco use.⁶

Like the rest of the United States, Idaho is dealing with an ever-growing problem with substance abuse-alcoholism, illicit drug abuse, and opioid abuse. In 2014, 212 people in Idaho died due to fatal overdoses. As of 2014, more teens smoke marijuana than cigarettes. Teens account for over half of all new illicit drug users.⁷

Suicide is a significant problem in the United States and in Idaho. Suicide is the 2nd leading cause of death for Idahoans age 15-34 and for males age 10-14. (The leading cause of death is accidents.) Idaho is consistently among the states with the highest suicide rates. In 2015 Idaho had the 5th highest suicide rate, 57% higher than the national average. During the years 1990-2000, on average, more than 30,000 individuals died each year in the United States from suicide. 19.8% (1 in 5) of Idaho youth attending regular public and charter high schools reported seriously considering suicide in 2015. 9.8% (1 in 10) reported making at least one attempt. Anecdotally, ER visits to WMH involving either suicide attempts or suicidal ideation have increased over the past 3 years. Mental health intervention is a high priority for our community.⁸

Impact on Community:

Good Mental Health is "a state of well-being, in which the individual realizes his or her own abilities, can cope with normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community." It is estimated that only about 17% of US adults

⁴ America's health Rankings 2015, www.americashealthrankings.org

⁵ Idaho and National 2002-2013 Behavior Risk Factor Surveillance System

⁶ <http://www.cdc.gov/tobacco>

⁷ www.countyhealthrankings.org

⁸ <http://www.spanidaho.org/idaho-suicide-facts>.

are considered to be in a state of optimal mental health.⁹ Of those Idahoans who sought mental health services, there was a 30% increase from 2012 to 2015.¹⁰

Reducing drug abuse can have a positive impact in society on multiple levels as well. Directly or indirectly, every community is affected by drug abuse and addiction, as is every family. This includes health care expenditures, lost earnings, and cost associated with crime and accidents. This is an enormous burden that effects all society-those who abuse these substances, and those who don't. Families can be destroyed by drug abuse. Approximately 50% to 80% of all child abuse and neglect cases substantiated by child protective services involve some degree of substance abuse by the child's parents.¹¹ It is estimated that in 2007 illicit drug use cost the US economy more than \$193 billion. The cost of illegal drug use is similar to government estimates on the cost of diabetes.¹²

Cigarette smoking is the leading cause of preventable death in our nation. Reducing tobacco use will result in a healthier community decreasing respiratory disease as well as cancers of the lung, pancreas, kidney, and cervix.¹³ Quitting smoking reduces the risk of cancer and many other diseases, such as heart disease and COPD. Smokers who quit before age 40 reduced their chance of dying prematurely from smoking-related diseases by about 90%.¹⁴ People who quit smoking regardless of their age, have substantial gains in life expectancy compared with those who continue to smoke.

How to Address the Need:

There is a high prevalence of comorbidity between drug use disorders and other mental illnesses. The high rate of comorbidity argues for a comprehensive approach to intervention that identifies and evaluates each disorder concurrently, providing treatment as needed.¹⁵

Mental health disorders affect an individual's ability to live a full and productive life. According to the CHNA, adults, children and youth with untreated mental illness have poorer health, educational, and socioeconomic outcomes. The majority of adults who live with a mental health disorder do not get corresponding treatment. Furthermore, less than one-third of adults get minimally adequate care. Affected individuals are at higher risk of intentional injury and suicide, in addition to co-occurring disorders such as alcohol and drug abuse.¹⁶ Stigma surrounding the receipt of mental health care is among the many barriers that discourage people from seeking

⁹ [http://www.cdc.gov/mental health/basics.htm](http://www.cdc.gov/mental%20health/basics.htm)

¹⁰ [http://healthandwelfare.idaho.gov/Portals/O/AboutUs/Publications/FFT 2015 2016 FORWEB.pdf](http://healthandwelfare.idaho.gov/Portals/O/AboutUs/Publications/FFT%202015%202016%20FORWEB.pdf)

¹¹ <http://archives.drugabuse.gov/about/welcome/aboutdrugabuse/magnitude/>

¹² The Economic Impact of Illicit Drug Use on American society, Department of Justice's national Drug Intelligence Center (NDIC).

¹³ Comprehensive Cancer Alliance for Idaho, Idaho Comprehensive Cancer Strategic Plan 2004-2010, www.ccaidaho.org

¹⁴ Jha P, Ramasundarahettige C, Landsman V, et al. 21st-century hazards of smoking and benefits of cessation in the United States. *New England Journal of Medicine* 2013; 368(4):341-350

¹⁵ Idaho Suicide Prevention Plan: An Action Guide, 2011, Page 9

¹⁶ Substance Abuse and Mental Health Services Administration, Behavioral health Report, United States, 2012 pages 29-30.

treatment.¹⁷ In addition, increasing physical activity and reducing obesity are also known to improve mental health.

Therefore, our aim is to work with our community to reduce the stigma around seeking mental health treatment, to improve access to behavioral health services, increase physical activity, and reduce obesity especially for our most affected populations. In order to reduce the use of tobacco, we will work with our community using evidence-based programs, such as prevention initiation among youth and young adults and identifying and eliminating tobacco related disparities among population groups. These tobacco control programs have been effective in reducing habitual and harmful behaviors across the nation for the past 20 years. Our goal is to improve behavioral health outcomes through the ongoing as well as planned following strategies and activities:

Programs Established as an Outgrowth of the 2013 CHNA:

- **Resource Guide** - WMH created a Directory of Services in 2014 as a health resource for Washington County, including mental health and behavioral health services. It had its genesis as a community collaborative of about 12 agencies identifying the available resources in our community. It is a sought after resource by those familiar with it and has been held out as a “best practice” example by an agency in Seattle. The resource guide is made available to anyone in need through strategic placement throughout the hospital service area.
- **Mental and Social Services** - Driven by our first CHNA and physician request, WMH entered a relationship with Lifeways to bring mental health services to the Weiser area. Over the past 2 years this service has seen significant growth.
- **Depression Screening** - All primary health care providers offer depression screenings as appropriate during office visits
- **Social Service Consultations** - WMH has an on-call Social Worker who is available by the request of the ER Physician, available 24/7, to assist in the evaluation of patients entering through the Emergency Department.
- **Patient Services** – Helping patients without resources get the care they need
 - **Patient Financial Counselor**- assist patients with on-site care
 - **Social Service Department**- connects patients with local health resources outside the hospital
- **Collaborations** - Partner with local services to meet the health needs of the community.
 - Some of our current community partners are: Lifeways, Pathways, Intermountain, and our Patients Primary Care Physicians
- **Quit Now** - On site education with a Smoking Cessation Facilitator, sponsored by SWDH.
- **Drug Free Youth Coalition** – Continue to partner with the coalition to provide prevention and education services to Washington County.
Drug Take Back – WMH entered into a collaboration with the Drug Free Youth Coalition, Weiser Police Department, and Washington County Police Department to coordinate drug

¹⁷ <http://www.gallup.com/poll/158417/poverty-comes-depression-illness.aspx>

take back days to get unnecessary/expired prescription medications out of the reach of those inclined to abuse their availability.

Programs Anticipated as an Outgrowth of the 2016 CHNA:

- **Resource Guide.** The Directory of Services is now in its 5th edition. We have increased the number of highlighted organizations from 167 to over 225. Additionally, our new edition will move to contain more promotion of health resources specific to our region. It is anticipated that this could be a direct mail resource to each household in our service area.
- **Mental and Social Services.** WMH is in its second year of collaborating with Lifeways to bring mental health services to the Weiser area.
- **Quit Now**
 - On site education with a Smoking Cessation Facilitator, sponsored by SWDH
 - Our pharmacist is attaining his certification to be able to prescribe smoking cessation medication. We will hold public “lunch and learn” sessions where participants will also be able to obtain the prescription.
- **Drug Free Youth Coalition** – Continue to partner with the coalition to provide prevention and education services to Washington County.
- **Drug Take Back** – Continue to collaborate with the Drug Free Youth Coalition, Weiser Police Department, and Washington County Police Department to coordinate drug take back days to get unnecessary/expired prescription medications out of the reach of those inclined to abuse their availability.
- **Tool Box** -Implement the program to local youth with an emphasis on building resilience, self-mastery and empathy for others. The Tools build improvements in communication, civility, and conflict resolution in the classroom, on the playground, and across the entire school community. Resulting in more positive social behaviors and attitudes, fewer conduct problems, and lower levels of emotional distress. WMH employee(s) will receive education and training required to introduce the program to students grades K-6 in Washington County.
- **Community Health Educational Opportunities-**
 - Collaborating with local resources to bring health education, trainings, lectures and resources to our community.

3) ACCESS TO HEALTHCARE

Improve Access to Affordable Health Care and Affordable Health Insurance

The health indicator data and community representative scores in our CHNA served to rank these barriers to access as some of our community's most significant health needs. A recent study showed that nearly 19 percent of U.S. adults do not receive medical care or delay medical care because they are concerned about the cost or worried that their health insurance would not pay for treatment.¹⁸

Barriers to access are issues that prevent people from receiving timely medical care. They include the lack of transportation to doctors' appointments, the availability of health care providers, and the cost of care. The CHNA process for Washington County identified the following two high ranking barriers to access:

- Affordable health care
- Affordable health insurance

Impact on Community

Improving access to affordable health insurance and health care can make a remarkable difference to community health. According to the Gallup-Healthways Well-Being Index, Americans in poverty are significantly more likely than those who are not to struggle with a wide array of chronic mental and physical health problems.¹⁹ Further, evidence shows that uninsured individuals experience more adverse outcomes (physically, mentally, and financially) than insured individuals. The uninsured are less likely to receive preventive and diagnostic health care services, are more often diagnosed at a later disease stage, and on average receive less treatment for their condition compared to insured individuals. At the individual level, self-reported health status and overall productivity are lower for the uninsured. The Institute of Medicine reports that the uninsured population has a 25% higher mortality rate than the insured population.²⁰

How to Address the Need:

Providing access to affordable, high-quality care is vital to our community's health. Barriers to health care lead to unmet health needs, delays in receiving appropriate care, lack of preventive services, and hospitalizations that could have been avoided. According to the CHNA, Washington County community members lack access to needed health services. Our goal is to increase access to health care services in community, through the following strategies and activities:

¹⁸ Kullgren JT, et al. Nonfinancial barriers and access to care for US adults. *Health Serv Res* online, 2011.

¹⁹ <http://www.gallup.com/poll/158417/poverty-comes-depression-illness.aspx>

²⁰ University of Wisconsin Population Health Institute. County Health Rankings 2010-2015. Accessible at www.countyhealthrankings.org.

Programs Established as an Outgrowth of the 2013 CHNA:

- **Extended hours for Family Medical Clinic-** Extended hours on Thursdays. Clinic is open for day- of and walk-in appointments.
- **Flu Shot Clinic-**Free flu shots are offered through our Family Medical Clinic.
- **Sports Physicals-** WMH, local Physicians, and P.A's partner together to provide a free clinic offered annually to the youth in our community.
- **Childbirth and Lactation Education-** Education is offered at no cost to patients on a one to one basis focusing on the individual needs of each patient. Weiser Memorial Hospital was the recipients of the Southwest district Health/Ida-Ore Mother-Friendly Worksite Award in 2016.
- **Nutrition Education-** We provide nutrition education from a registered dietician.
- **Diabetic Screening-** Screenings are provided through the Family Medical Center on a case by case basis.

Programs Anticipated as an Outgrowth of the 2016 CHNA:

- **Community Care Coordinator-** Our focus is our patients. Weiser Memorial Hospital will increase our staff to include hiring a full time liaison between patients and the healthcare system. Our purpose is to increase care access, prevention, and patient access to their personal electronic health records.
- **Advancement of Clinical Services-** WMH is currently reviewing opportunities to increase health services to include wound and basic foot care
- **Promote Health Education/Services-** Promote opportunities to collaborate in health events within our County.
 - Partner with our local newspaper to bring health education monthly to readers
 - Health Fairs/ Health screenings
 - Lunch and Learn/ Guests speakers
- **After School Programs** Weiser Memorial Hospital provides the education and activities for after school programs to include nutrition, exercise, and emotional support.
- **Physician Services-** Increase the number of visiting specialty providers

Needs Not Addressed in the 2016 CHNA

Washington County is fortunate to have a large number of health and human services organizations which are independent of Weiser Memorial hospital, but which address some of the specific needs outlined in our 2016 CHNA report. Rather than try and compete with these agencies and extend our services outside of our core mission of providing primary, acute and long term care services to the people of Washington County, Weiser Memorial Hospital supports and collaborates with these agencies whenever possible.

The list of needs contained in our 2016 CHNA that are not being directly addressed by Weiser Memorial Hospital, but are being worked on by other local organizations listed in our CHNA report include:

- Teen Pregnancy
- Children in Poverty

History of Community Health Needs Assessment in Washington County

In the 2013 CHNA, Weiser Memorial Hospital identified three groups: Disease Prevention, Overall Health and Wellness, and Ease of Access to Healthcare as priority health needs facing individuals and families in our region. Weiser Memorial Hospital employs one full time equivalent employee dedicated to community health improvement initiatives. Over the past three years programs and events that impact the three identified groups were adopted in an effort to make a measurable positive change in the health of our community. Weiser Memorial Hospital participated in health events from 2013-2015 that produced over 5,935 distinct health touches. This includes total attendance at all classes, health fairs, fitness activities, and screenings.

Expanded efforts for wellness education and materials, health screenings, fitness programs, increased health opportunities for women's health and establishment of new community partnerships are several areas of focus as we look toward the 2017.