

Community Health Implementation Strategy FY 2014-16



This document provides a summary of ULH | JGBCC's plan to develop new or enhance community benefit programs and services from FY2014-16. This plan is focused on addressing the top community health priorities identified in the community health needs assessment conducted in FY2013.

Identifying Health Needs

ULH | JGBCC identified community health needs by undergoing an assessment process in collaboration with the Louisville Metro Department of Public Health and Wellness (LMPHW), the Kentucky Hospital Association and other Louisville area health systems (Baptist Healthcare, Norton Healthcare and Jewish Hospital-St. Mary's Healthcare). Nearly 1,900 residents provided input via community forums conducted in all four quadrants of Jefferson County and through an on-line survey (available in both English and Spanish). Another 40 community leaders, physicians, and other health professionals shared their expertise at a special community forum. In addition, secondary data was compiled from demographic and socio-economic sources as well as national, state and local sources of information on disease prevalence, health indicators, health equity and mortality.

The assessment was analyzed and reviewed to identify health issues for the defined CHNA community. Health needs were prioritized utilizing a method that weighs: 1) The impact on vulnerable populations; 2) The importance to the community; 3) The size of the problem; 4) The seriousness of the problem; 5) Prevalence of common themes; 6) How closely the need aligns with the strategies and strengths of the hospital and KentuckyOne Health; and 7) An evaluation of existing hospital programs responding to the identified need.

The ULH | JGBCC CHNA Planning Team discussed the results of the evaluation and selected the following health priorities.

- Access to Care/Health Disparities and Health Needs
- Access to Primary Care
- Chronic Diseases
- Risky Lifestyles (smoking, obesity, STDs)
- Psychiatry, Mental Disorders, Substance Abuse Disorders
- Low Birthweight/Premature Birth
- Leading Causes of Death (cancer, heart disease, lower respiratory disease, unintentional injuries and trauma)

ULH | JGBCC has chosen to align its community health improvement efforts in conjunction to the Louisville Mayor’s Healthy Hometown Movement. The Mayor’s Healthy Hometown Movement hopes to create a new culture where physical activity and optimal nutrition are the norm, not the exception.

Mayor’s Healthy Hometown Priority	Correlated Community Health Need
 <p>Tobacco Control and Prevention</p>	<p>Adult Smoking</p>
 <p>Healthy Eating and Active Living</p>	<p>Risky Lifestyles</p>
 <p>Chronic Disease Prevention and Management</p>	<p>Chronic Diseases Leading Causes of Death - Stroke/Cerebrovascular Disease - Heart Failure - Cancer</p>
 <p>Access to Services (Addressing Health Disparities)</p>	<p>Access to Care Access to Primary Care Non-medical Services Violent Crime</p>

Using the hometown priority, the identified issues are addressed below with specific goals and strategies to meet the health needs of the community.

PRIORITY: Tobacco Control and Prevention

Community Health Need: Adult smoking

Goal : *Increase the number of people who receive smoking intervention.*

- Strategies:**
- A. Continue to partner with KCP (Kentucky Cancer Program) to offer free Cooper Clayton Method smoking cessation classes to the community.
 - B. Increase the number of participants in smoking cessation classes by registering residents at health fairs, the Kentucky State Fair, and other community outreach events.
 - C. Partner with University of Louisville faculty to research the effectiveness of smoking bans in our community with the goal of expanding evidence-based smoking reduction programs to other communities.

PRIORITY: Healthy Eating and Active Living

Community Health Need: Risky lifestyles

Goal 1: *Increase knowledge of the importance of healthy eating in vulnerable neighborhoods.*

- Strategies:**
- A. Partner with the Urban League to support new grocery store ‘First Choice’ and Walgreens Fresh Food store located in West Louisville by offering a cooking fair to educate the population about the benefits of healthy eating habits.
 - B. Enhance relationship with the Harriet B. Porter Culinary Institute and Sullivan University to promote the Healthy Kitchen initiative to train “Kitchen Ministries” to encourage healthier eating.

Goal 2: *Decrease violence and traumatic motor vehicle accidents.*

- Strategies:**
- A. Conduct “Risky Business” seminars at high schools throughout Jefferson County speaking specifically with regards to “Drinking, Drugging and Distracted Driving Dangers.”

Goal 3: *Provide education and testing for Sexually Transmitted Diseases specifically among the vulnerable populations such as African American females.*

- Strategies:**
- A. Explore a partnership with Volunteers of America to offer screenings and education prevention for sexually transmitted diseases, with particular focus on HIV, along with counseling and access to medical services.

PRIORITY: Chronic Diseases Prevention and Management

Community Health Needs: Chronic diseases and leading causes of death

Goal 1: Provide education, screenings, and assessments with the goal of increasing stroke risk awareness.

- Strategies:**
- A. Stroke staff to provide screenings at community events (e.g. National Stroke Association health fair, Kentucky State Fair) to include glucose checks, cholesterol checks, blood pressure and body fat analysis.
 - B. Provide health departments and family health centers and local retail establishments with educational materials on stroke prevention to increase awareness of risk factors.

Goal 2: Partner with the community to promote improved health status and reduce readmissions through the 'Right at Home' pilot program.

- Strategies:**
- A. Continue 'Right at Home' pilot program in providing support to Congestive Heart Failure patients who are discharged from ULH | JGBCC who are deemed a high risk for readmission, in an effort to improve their ability to self-manage their condition at home. This free program includes medication boxes, scales and support from Right at Home employee to ensure that individuals can properly care for themselves.
 - B. Expand the 'Right at Home' Program to serve discharge population beyond Congestive Heart Failure patients.

Goal 3: Increase the number of patients who receive community-based diabetic education.

- Strategies:**
- A. Partner with Family Health Centers (Federally Qualified Health Centers), Park DuValle Community Health Center and Bellarmine University's Diabetes Education Program to explore the feasibility of implementing a collaborative case management program to better serve the needs of these patients in the appropriate community-based setting.
 - B. ULH Stroke partnering with LMPHW on diabetes program at ULH. Classes will be available for the community to attend.

Goal 4: Enhance the health of the community by increasing the number of people receiving prevention education and screenings for colon cancer.

- Strategies:**
- A. Continue partnership with Kentucky Cancer Program to target African Americans in Jefferson County at churches, businesses and community organizations to provide educational programs at their facilities.
 - B. Develop an initiative to identify at-risk populations to offer free fecal occult blood tests to screen for colon cancer. Appropriate patients will be escalated to more invasive screenings in an effort to improve health outcomes.

PRIORITY: Access to Services (Addressing Health Disparities)

Community Health Needs: Access to care, access to primary care, non-medical services, and violent crime

Goal 1: Increase appropriate utilization of community resources for follow-up care.

- Strategies:**
- A. Develop community-wide care protocols to facilitate the seamless flow of patients between multiple providers and provider organizations.
 - B. Work with Family Health Centers to utilize appointment slots by modifying open access scheduling.
 - C. Expand Care Coordination pilot program to serve more patient populations.
 - D. Collaborate with FHC's and other providers to negotiate flat rate for care or offset cost by subsidizing fee for designated populations identified by ULH|JGBCC financial counseling.

Goal 2: Increase appropriate access to community resources.

- Strategies:**
- A. Explore the identification or development of a health literacy project focused on accessing services in the most appropriate setting.
 - B. Identify the reasons patients present to ED versus a primary care practice, e.g., 24/7 access, guarantee of care without regard for ability to pay, shorter wait times, etc.
 - C. Collect research on patient medical decision making regarding ED use and the potential impact of health literacy.
 - D. Identify programs that use a health literacy approach to increase appropriate ED use.
 - E. Identify other approaches to increase appropriate utilization of ED, e.g., 24/7 nurse call centers to schedule timely primary care appointments.

Goal 3: To improve health knowledge and awareness for residents in at-risk neighborhoods.

- Strategies:**
- A. Partner with Harambee Center and New Directions to host a health fair for residents in local housing complexes.
 - B. Partner with Louisville Central Community Center (LCCC) in providing baby cribs and other supplies and resources as needed for the young, single moms in the Russell Neighborhood and others.

Needs Not Addressed

Some issues identified through the community health needs assessment have not been addressed in this plan. The ULH | JGBCC CHNA Planning Team considered the levels to which some needs were already being addressed in the service area. The following chart outlines how some of the needs identified in the assessment are addressed by others or in different ways.

Community Need	How Need is Addressed
Low Birthweight/Premature Birth	University of Louisville Hospital is addressing risky lifestyles which can lead to low birthweight/premature births. ULH will defer additional services for this need to be addressed through Kosair Children’s Hospital, Baptist Health and Norton Healthcare.
Mental or Emotional Health Addiction/Substance Abuse Excessive Drinking	University of Louisville Hospital currently addresses mental health as we care for those patients with chronic conditions. ULH will defer the services for this need to be addressed within KentuckyOne Health through Our Lady of Peace. In addition, Seven Counties Services, the area’s community mental health service, also has the expertise and resources to focus in these areas.

Next Steps

ULH|JGBCC's Community Needs Assessment Team initiated the development of implementation strategies for each health priority identified through the assessment process. This Implementation Plan will be rolled out over the next three years, from FY2014 through the end of FY2016. The Team will work with community partners and health issue experts on the following for each of the approaches to addressing the identified health needs:

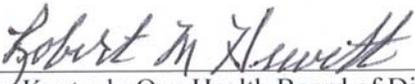
- Develop work plans to support effective implementation
- Create mechanisms to monitor and measure outcomes
- Develop a report card to provide on-going status and results of these efforts to improve community health

ULH|JGBCC is committed to conducting another health needs assessment within three years.

Adoption/Approval

KentuckyOne Health's Board of Directors includes representation across the state and support the work that each facility completes to improve the health of their community. The Board of Directors approves ULH|JGBCC's Implementation Strategy that has been developed to address the priorities of the recent Community Health Needs Assessment.

Harmonious with the mission of KentuckyOne Health, ULH|JGBCC will utilize this Implementation Strategy as a roadmap to collaborate with their community to address the priorities, particularly for the most vulnerable. KentuckyOne Health approves ULH|JGBCC's Implementation Strategy and is a champion for a healthier Kentucky.



Chair, KentuckyOne Health Board of Directors

4/10/13
Date



President & Chief Executive Officer, KentuckyOne Health

4/10/13
Date