

2016 - 2018

# Making a Difference In Our Community

Community Health Needs Strategic Implementation Plan



[Stoughtonhospital.com](http://Stoughtonhospital.com)

# Executive Summary

## Background

Stoughton Hospital is a 35 bed critical access hospital serving residents of Dane, Rock, Green, Jefferson and many other communities. It is an independent community hospital owned and operated by the Stoughton Hospital Association and is an affiliate of SSM Health. While Stoughton Hospital values and recognizes all the communities it serves, for purposes of the Community Health Needs Assessment (CHNA), Stoughton Hospital defined its community as the service area of Dane County. The residents of Dane County account for approximately 75% of inpatient cases, 81% of Emergency Department patients, and over 60% of ambulatory patients.

In FY2013 the hospital was challenged with conducting its first CHNA and Strategic Implementation Plan (SIP). Stoughton Hospital combined forces and joined three Dane County area hospitals (Meriter Hospital, St. Mary's Hospital, and UW Hospital and Clinics) along with Public Health Madison & Dane County to form the Healthy Dane Collaborative (HDC). Stoughton Hospital continues its work with HDC and completed its second CHNA March 2016.

## Priorities

Working with HDC and Healthy Community Institute, a public website was created at [www.healthydane.org](http://www.healthydane.org). The site is a source of reliable, current community health and population data available to our Dane County community. Based on a synthesis of primary and secondary data, focus group input, and knowledge of current efforts in the community, core members of the HDC conducted a prioritization ranking exercise. After the HDC completed the health needs prioritization, Stoughton Hospital Administrative Team, Emergency Department Manager, Hospitalist Director, Home Health Manager, Foundation Director and the Community Education Coordinator conducted an internal priority setting exercise. Based on existing community resources, severity, hospital's ability to make a difference and internal resources needed to address the issue, Stoughton Hospital has selected four key areas to focus on:

- **Mental Health**
- **Alcohol and Drug Abuse Prevention**
- **COPD/Asthma**
- **Obesity Prevention (Type 2 Diabetes/Heart Disease)**

While Stoughton Hospital has selected the above primary areas of focus for 2016-2018, we will collaborate and search for opportunities to educate, support and improve the many other health issues that affect our community.

We hope you will join us in responding to the needs of our community and invite community organizations, planners, policy makers, educational institutions and residents to use [healthydane.org](http://healthydane.org) as a tool to understand and track community health issues, and plan strategies for improvement and well-being of our community.

**Objective: Decrease deaths in Dane County due to suicide to less than 12.5 deaths per 100,000 population  
Decrease percentage of Medicare beneficiaries treated for depression to less than 17.3%**

**Measurement period: 2014 Healthy Dane Dashboard Indicators**

### **STOUGHTON HOSPITAL WILL BUILD AND STRENGTHEN PARTNERSHIPS IN COMMUNITY**

- Explore building local Mental Health coalition or task force
- Support the Madison Health Council Mental Health school based pilot program
- Continue participation with Health Council with focus on Dane County Behavioral Health Services
- Explore offering outpatient behavioral health services at Stoughton Hospital
- Partner with Safe Communities to implement the Zero Suicide Initiative
- Continue partnering with Shalom Free Health Clinic, Police, EMS, Journey Mental Health, Tellurian, Ocean Hawk Counseling, local churches in area, & other agency networks
- Continue collaboration with National Alliance of Mental Health Dane County(NAMI) and Alzheimer's Association
- Continue work with community coalitions - Stoughton Wellness Coalition & Oregon Area Wellness Coalition

### **IMPLEMENT A MINIMUM OF THREE EVIDENCE BASED/PROMISING PRACTICES TO ADDRESS DEPRESSION AND/OR SUICIDE**

- Expand or support programs for older adults that offer educational, social, or physical activities in group settings that encourage personal interactions, regular attendance, and community involvement.
- Support & coordinate intergenerational training programs
- Train SH staff with Zero Suicide Program
- ER/UC to advance mental health screening process
- Increase awareness, education, treatment and intervention programs by hosting a community forum
- Implement media campaign to remove stigma associated with mental health
- Explore implementation of telemental health services (e.g., psychotherapy or counseling) via telephone or videoconference
- Support advocacy work of local coalitions for policy, systems and environmental changes
- Provide educational and behavioral interventions that support patients' ability to actively manage their condition(s) in everyday life
- Explore becoming a Community Resource Center to serve as a hub where parents, teachers, students, churches and other community organizations can get educational materials on suicide prevention

### **IMPLEMENT A SUPPORT GROUP OR MANAGEMENT PROGRAM TO ADDRESS DEPRESSION, SUICIDE OR OTHER MENTAL HEALTH NEEDS**

- Become a dementia friendly hospital
- Collaborate with partners to develop communities that are dementia friendly
- Continue support of SH Geriatric Psychiatry Inpatient Dept.
- Explore implementation of outpatient activity management programs for older adults
- Explore implementation or promote existing support groups & services for depression and other mental health diagnoses that are offered in community

# ALCOHOL & DRUG ABUSE

IMPROVE THE HEALTH OF DANE  
COUNTY RESIDENTS BY DECREASING  
ALCOHOL AND DRUG USE

**Objective:** Contribute to a decrease in Dane County Hospitalization Rate of less than 14.1 hospitalizations/10,000 due to Alcohol Abuse (Stoughton zip specific to less than 20.4/10,000)

**Measurement Period:** 2012-2014 Healthy Dane Dashboard Indicators

## STOUGHTON HOSPITAL WILL BUILD AND STRENGTHEN PARTNERSHIPS IN COMMUNITY

- Continue collaboration with Stoughton Wellness Coalition (SWC) and act as fiscal agent as prepare to apply for \$625,000 DFC grant
- Continue work with Oregon Area Wellness Coalition and explore opportunity to apply for 2 year mentor grant to focus on youth alcohol use
- Continue Dane County Health Council participation
- Collaborate with Dane County Behavioral Health Services
- Build relationship and programming with Stoughton Area Youth Center
- Continue collaboration with Building a Stronger Evansville (BASE) and other community and school coalitions (McFarland)
- Strengthen partnerships with churches, EMS, businesses, police, treatment centers and Shalom Free Health Clinic

## IMPLEMENT A MINIMUM OF THREE EVIDENCE BASED/ PROMISING PRACTICES

- Continue support and promotion of medication drop and sharp disposal with enhanced support through *Take Back Campaign* printed on pharmacy bags
- Promote and support alcohol – free community and family events
- Explore use of *Media Detective* use at youth centers – (program aims to encourage healthy beliefs and attitudes about abstaining from alcohol and tobacco, strives to enhance students' thinking ability to critically deconstruct media messages & seeks to prevent or delay underage alcohol and tobacco use.)
- Coordinate and support Medication Lock Box distribution through hospital home health, medical surgical unit, and ER Dept.
- Continue incorporating Prescription drug monitoring programs (PDMPs)
- Continue to offer *Good Drugs Gone Bad* presentation with trained and certified staff to community
- Explore implementation & support of Life Skills Training with schools – (Consider *Too Good for Drugs (TGF)* a 10-lesson substance abuse prevention curriculum used in kindergarten through eighth grade building protective factors. Instructional strategies include role-plays, modeling, practicing, reinforcing, providing feedback, and promoting the generalization of skills.)
- Provide prescriber education in collaboration with Safe Communities Health Care Task Force to Stoughton Hospital, Dean Clinics, Meriter Clinic and UW Health Clinics in service area.
- Develop and sustain hospital opioid taskforce
- Use mass media campaigns to persuade individuals to avoid drinking and driving or to prevent others from doing so
- Support advocacy work of local coalitions for policy, systems and environmental changes

## PROVIDE RESOURCES AND/OR SELF MANAGEMENT PROGRAM AT STOUGHTON HOSPITAL

- Continue use of case managers/patient navigators with patients as leave the hospital
- Continue offering resources/referrals to drug and alcohol counseling services
- Explore opportunity to offer Drinker's Check-up (DCU) - a computer-based educational intervention to reduce alcohol use and alcohol-related consequences. (The program is free to use online, and consists of assessment, feedback, and decision-making modules.)

# COPD & ASTHMA

## IMPROVE QUALITY OF LIFE FOR DANE COUNTY RESIDENTS WITH ASTHMA OR COPD HEALTH RELATED ISSUES

**Objective:** Contribute to a decrease in hospitalization rates in Dane County to less than 6.7 hospitalizations/10,000 due to asthma (Stoughton zip specific to less than 7.0/10,000) and 11.1/10,000 due to COPD (Stoughton zip specific to less than 14.5/10,000)

**Measurement Period:** 2012-2014 Healthy Dane Dashboard Indicators

### STOUGHTON HOSPITAL WILL BUILD AND STRENGTHEN PARTNERSHIPS IN COMMUNITY

- Partner with senior centers, Shalom Free Health Clinic, EMS, schools, local coalitions and parish nurses in community to develop consistent messages on tobacco-free lifestyles
- Strengthen relationship with employers to decrease Tobacco Use Among Workers: Offer incentives & competitions to increase participation with Smoking Cessation Program
- Continue collaboration with SH Foundation for medication voucher program to offer qualifying patients assistance with medications
- Strengthen and promote free Asthma Clinics in area

### IMPLEMENT A MINIMUM OF THREE EVIDENCE BASED/ PROMISING PRACTICES

- Provide a Web-Based Quitters Stop Smoking Plan - an online, tailored smoking cessation program
- Explore implementation of cell phone based tobacco cessation interventions
- Implement *Breathe Better Campaign* to increase awareness, understanding, diagnosis and treatment options for people with COPD
- Implement mass media campaign against tobacco use
- Promote WI Quit Line, First Breath and other evidence based cessation programs through hospital clinic rooms & waiting areas, website and social media
- Offer screenings (DRIVE for COPD) and educational resources at community events & flu clinics
- Continue to participate in SSM's Chronic Disease Initiative aimed at reducing 30 day readmissions
- Continue to offer free education through community presentations and Health Talk – web based radio podcasts
- Support advocacy work of local coalitions for policy, systems and environmental changes
- Explore implementation of outpatient pulmonary rehabilitation

### PROVIDE RESOURCES AND/OR SELF-MANAGEMENT PROGRAM FOR COPD AND ASTHMA

- Explore opportunity to offer Chronic Lung Disease Support Group or Better Breathers Club – (offer education on topics related to lung health and lung disease)
- Explore reducing Environmental Triggers of Asthma (RETA) or Clean Air for Kids (CAFK) Program- asthma management program (conduct free home visits and outreach classes -work to reduce environmental exposures to allergens and irritants. Referred to the program through medical centers, hospitals, clinics, and the School District. Families receive education, air quality measurements, and supplies to improve management of asthma. A respiratory therapist certified in asthma education provides in-home assessment and asthma education.)

# OBESITY PREVENTION (DIABETES TYPE 2/HEART DISEASE)

## INCREASE PHYSICAL ACTIVITY & IMPROVE HEALTHY EATING OF DANE COUNTY RESIDENTS TO WORK TOWARDS IMPROVING CHRONIC CONDITIONS

Objective: Decrease hospitalization rate in Dane County of diabetes to less than 12.4 hospitalizations/10,000 population (Stoughton zip specific to less than 21.7/10,000) and to less than 25.3 hospitalizations/10,000 due to heart failure (Stoughton zip specific to less than 21.2/10,000)

Measurement period: 2012-2014 Healthy Dane Dashboard Indicators

### STOUGHTON HOSPITAL WILL BUILD AND STRENGTHEN PARTNERSHIPS IN COMMUNITY

- Continue staffing and financial investment of [www.healthydane.org](http://www.healthydane.org) for support, data and evidence based practice ideas
- Continue support of Childhood Obesity Prevention Collaborative 5 2 1 0 initiative (5 fruits, 2 hrs. or less screen time, 1 hr. or more physical activity, 0 sugary drinks)
- Continue partnership and collaboration with Oregon Area Wellness Coalition, Shalom Free Health Clinic, area youth centers, Civic Organizations, Area Senior Centers, area schools, and Stoughton Wellness Coalition
- Explore opportunities in McFarland to build coalition focused on physical activity and nutrition
- Investigate partnership with Second Harvest Foodbank HungerCare Coalition
- Expand partnerships with City Economic Development Dept. to Create Healthy Places to Live, Work and Play
- Continue and expand collaboration with Skaalen Retirement Services for offering Community Supported Agriculture (CSA) shares or offer convenient farmers market
- Continue support in Oregon schools with SRTS (Safe Routes to School) and expand to other communities – promote walking and biking to school through education, incentives, and environmental changes

### IMPLEMENT A MINIMUM OF THREE EVIDENCE BASED/ PROMISING PRACTICES

- Implement *Rethink Your Drink / Choose Healthy Drinks*: organizational policies to eliminate sugary drinks from local workplaces, summer camps, and child care centers; decrease in sugary drink consumption among 2-11 year olds; and increased awareness of the impact of sugary drink consumption.
- Explore implementation of *Text4Diet*: A Text Message-based Intervention for Weight Loss. (Users receive between 2 and 5 text messages per day depending on schedule they choose. The messages contain tips, suggestions, and positive reinforcement or encouragement for improved behaviors)
- Consider *Lighten Up Stoughton /Oregon* a free on-line weight-loss management program for the community
- Explore implementation of *Eat Smart, Move More, Weigh Less Campaign* (ESMMWL is a 15-week program. Participants meet weekly for one-hour courses that highlight a different behavior for maintaining a healthy lifestyle and weight.
- Explore implementation of *BetterU* campaign through American Heart Assoc. - educates participants about proper physical activity and nutrition behaviors, and encourages women to develop a strong support system, structured goal setting, and 365 daily tips from experts on nutrition, stress, and physical activity.
- Explore collaboration with youth centers for after school program *Media-Smart Youth: Eat, Think and be Active* an interactive program & includes selecting healthier options at fast food restaurants
- Explore implementation of *HeartPower* - an early intervention to educate children about coronary heart disease and reduce heart disease risk factors. This school-based educational program supplements standard health education curriculum, and includes sessions on heart function, nutrition, physical activity, and living tobacco free.
- Continue support of *Nutrition Detectives* program –educational program in schools & *Kids Get Fit Program*
- Infrastructure improvements supporting bicycling combined with informational outreach activities
- Explore implementation of Walking/ Running Programs with Rehab Dept. - utilizing new walking trail
- Expand and support offerings of activity programs for older adults (Strong Woman, Yoga, Tai Chi, and more)
- Expand supermarket tours - dietitians offer field trip to local supermarket to help attendees chose healthier foods, read labels, shop on budget and more
- Continue support and promotion of community and/or school gardens
- Support and promote community-wide physical activity campaigns (Partners Walk, Walk, Bike, Swim, Run with the Doc Programs)

## INCREASE SELF-MANAGEMENT AND KNOWLEDGE OF CARING FOR CHRONIC CONDITIONS ASSOCIATED WITH OBESITY

- Continue Diabetic support groups in Stoughton and Oregon – explore expanding to McFarland
- Explore offering of Cardiac Support group
- Explore certification and employee training to offer *Chronic Disease Self- Management Program*
- Continue offering evidence based 6 week program *Healthy Living with Diabetes*
- Explore enhanced interactive wellness tool applications for website
- Continue offering free nutrition and exercise presentations with physicians, dietitians and rehab dept.
- Build educational library with *Health Talk* –podcasts added to website from interviews with physicians and hospital experts to address healthy behaviors
- Promote get enough sleep campaign/sleep center and managing stress with link to “Diabesity”