



2013 – 2015 Community Health Needs Strategic Implementation Plan



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Executive Summary

Since 1904 Stoughton Hospital has been an integral part of the community providing compassionate health care. We are a 35 bed critical access hospital serving residents primarily in Cambridge, Cottage Grove, Deerfield, Evansville, McFarland, Oregon, Stoughton and other nearby communities. We have a long history of being committed to improving the health of these communities and take pride in providing “Trusted Care ...Close to Home”.

Now, with new health care reform regulations, we, along with other hospitals, are required to assess the health of the community by reviewing data and providing opportunities for community input. While Stoughton Hospital values and recognizes all the communities served, for purposes of the CHNA, Stoughton Hospital defined its community as Dane County. The residents of Dane County account of approximately 76% of inpatient cases, 81% of Emergency Department patients and 68% of ambulatory patients.

To assess the health needs of Dane County, four area hospitals (Meriter Hospital, St. Mary’s Hospital, Stoughton Hospital and UW Hospital and Clinics) joined with Public Health Madison & Dane County to form a collaborative group known as *Healthy Dane*. After a search for a vendor partner, *Healthy Dane* selected Healthy Communities Institute (HCI) to assist in gathering and analyzing data. Using many data sources including Wisconsin Hospital Association, Public Health Madison and Dane County, County Health Rankings, U.S. Census Bureau and more, a website has been created and can be viewed at www.healthydane.org. The data used at this website is continually updated as it becomes available, providing the community with a current snapshot with up to date information. Another important component this website provides is a list of Best Practice Programs so users can learn what has been successful in other communities and apply those same strategies. By providing the public access to this website, it is our hope that more organizations and community members become involved in learning about health issues, health factors and what the best practices are to improve individual health.

After reviewing the data and community leadership input, six health issues were identified:

- Type 2 Diabetes
- Cancer
- Drugs/Poisoning
- Asthma/COPD
- Preventable Stroke/Uncontrolled Hypertension
- Poor Birth Outcomes

Healthy Dane continued to receive input and direction by conducting four focus groups throughout Dane County with key community stakeholders. Attendees of the groups ranked the six health issues and key themes were summarized from those focus groups. To view the entire health assessment, go to www.stoughtonhospital.com.

Stoughton Hospital Internal Prioritization Team then ranked the six health issues based on magnitude, alignment to hospital mission, resources needed and what's available in the community and then looked at our ability to make a difference. While Stoughton Hospital remains committed to providing safe quality health care with exceptional personalized service, we recognize we have limited resources to address all the health issues identified. Based on the above criteria, Stoughton Hospital has selected four priority areas of focus over the next three years:

- Type 2 Diabetes
- Asthma/COPD
- Drugs/Poisoning
- Poor Birth Outcomes

To address the identified health issues, Stoughton Hospital is collaborating with Healthy Dane on two of the health issues selected, Type 2 Diabetes and Poor Birth Outcomes. Stoughton Hospital will further continue to work together with Stoughton Wellness Coalition, Stoughton CARES, Dane County School Districts, civic organizations and other coalitions and committees devoted to improving the health of their communities.

Stoughton Hospital will continue to support many initiatives and local cancer advocacy efforts such as the pink ribbon campaign, support of Hope Chest, (breast cancer support group,) participation with Relay for Life and promotion and encouragement of annual preventative exams. We will continue to support UW Carbone Cancer Center as a cancer leader and know much work is being accomplished throughout Dane County to address cancer. We will continue to offer blood pressure screenings and believe that through our strategies to improve diabetes, asthma, COPD and birth outcomes, stroke/hypertension will be reduced.

In the next few pages, Stoughton Hospital has developed an implementation plan to address the identified health issues with the ultimate goal of improving the health and wellness of our community. We hope you will join us in responding to the needs of our community. Please contact our Public Relations Director at 873-2248 to help us improve the health and well-being of our community.

Sincerely,

A handwritten signature in cursive script, appearing to read "Terry Brenny".

Terry Brenny
President/CEO, Stoughton Hospital

Diabetes Type 2

Goal: Contribute to a decrease in hospitalization rate due to diabetes of less than 11.3 hospitalizations/10,000 population

Objectives	Timeframe	Strategies/Activities
Stoughton Hospital will continue partnership and collaboration with Healthy Dane	2013-2014	<p>Continue staffing and financial investment of www.healthydane.org</p> <p>Explore collaborative opportunities for education/media to deliver simple, motivational and consistent healthy lifestyle messages</p>
Implement minimum of three evidence based strategies and interventions to support healthy lifestyles and early detection of diabetes	2013-2015	<p>Increase/promote prevention education opportunities with classes/resources focused on weight, nutrition and physical activity to community- outreach to schools, workplaces, civic organizations, assisted living, nursing homes, youth centers, retirement communities, senior centers, churches and others to provide education materials and speakers</p> <p>Provide worksite nutrition and physical activity programs –Worksite Wellness Tools</p> <p>Investigate collaborative workplace wellness quarterly meetings with businesses in area</p> <p>Work collaboratively with schools, civic organizations and parish nurse programs to offer blood pressure screenings, weight checks, vision checks</p> <p>Explore wellness toolkits for Stoughton hospital website</p>
Implement a minimum of three diabetic support groups and/or management programs in communities served	2013-2015	<p>Identify and build relationships to expand support groups to service areas outside of Stoughton. Partner with Senior Center to offer Train the trainer class</p> <p>Investigate diabetes educator certification</p> <p>Outreach to traditional and non-traditional sites to provide awareness and self- management training.</p> <p>Explore expansion of diabetic foot clinics in communities served</p>
Collaborate on a minimum of 3 initiatives to address childhood/adult obesity prevention efforts with	2013-2015	<p>Continue partnership with Stoughton Wellness Coalition with emphasis on staying active and incorporating physical activity into daily living with family focus</p> <p>Partner with and support Oregon School District in wellness</p>

Objectives	Timeframe	Strategies/Activities
community coalitions		<p>initiatives; support gardens-Netherwood Knoll Elementary and increase physical activity-Brooklyn Elementary</p> <p>Assure access to healthy food opportunities -provide space and promote use of CSA, farmer market, investigate voucher programs and support community gardens</p> <p>Promote and support formal and informal policies for health, physical activity and healthy food options in schools, work places and related settings.</p> <p>Investigate collaboration with Meriter Clinic and weight program and possible collaboration with Community of Oregon to implement Oregon Wellness Coalition</p>

Asthma/COPD

Goal: Contribute to a decrease in hospitalization rates to less than 6.9 hospitalizations/10,000 due to asthma and 12.0/10,000 due to COPD.

Objectives	Timeframe	Strategies/Activities
Implement minimum of three strategies to increase asthma/COPD education and awareness consistent with current approved guidelines	2013-2015	<p>Identify gaps and needs in education and outreach.</p> <p>Disseminate professional education and resource material with outreach to schools, community events, civic organizations, assisted living, nursing homes, retirement communities, senior centers and others to provide speakers/educational materials.</p> <p>Investigate collaborating with schools to offer asthma screenings</p> <p>Increase knowledge and skills to manage asthma among parents, students and school personnel.</p> <p>Increase awareness of work-related asthma (WRA).</p>
Implement a minimum of three initiatives to support or provide free medical care and supplies to uninsured and underinsured in community	2013-2015	<p>Continue support for Shalom Free Clinic.</p> <p>Increase awareness of Madison & Janesville Asthma Clinics</p> <p>Promote resources available to community including Shalom Free Clinic, subsidized x-rays, lab and prescription voucher/drug program.</p>
Develop minimum of 1 asthma/COPD support group(s) and implement minimum of 3 management program initiatives	2013-2015	<p>Investigate Asthma/COPD educator certification</p> <p>Explore and coordinate additional opportunities for free screenings</p> <p>Identify and build relationships for piloting support groups in service areas</p> <p>Work collaboratively with school, senior centers and parish nurses in community</p> <p>Continue to participate in SSM's Chronic Disease Initiative aimed at reducing 30 day readmissions</p>

Objectives	Timeframe	Strategies/Activities
		Explore opportunities for after school services partnering with youth center
Implement minimum of 2 effective strategies and interventions to support healthy lifestyles	2013-2015	<p>Promote and support formal and informal policies for health, clean air and safe work environments.</p> <p>Promote WI Quit Line to reduce use and exposure to tobacco</p> <p>Partner with senior center, Stoughton Cares, Stoughton Wellness Coalition or other community coalition to develop a message on healthy lifestyle behaviors</p>

Drug Use/Poisonings

Goal: Contribute to a decrease in hospitalization rates due to drug use/poisonings

Objectives	Timeframe	Strategies/Steps
Increase parental education and involvement in efforts to reduce abuse of alcohol, tobacco, prescription drugs, marijuana and other drug use	2013-2015	Support and partner with Stoughton CARES, Oregon Schools, Building a Stronger Evansville (BASE) and other community and school coalitions working on prevention initiatives such as Parents Who Host Lose the Most, Parent University & brain development, Social Host Ordinance, & post prom events. Educate adults on laws and consequences of underage drinking and use of other drugs by use of multiple hospital media channels.
Partner with minimum of 2 schools to educate parents about properly securing personal medications and alcohol.	2013-2015	Train and provide key medical staff as speakers to address prescription medication and over the counter drug education Promote school based educational sessions
Collaborate and support medication drop off site(s) in minimum of one community	2013-2015	Continue support for medication drop and disposal with Stoughton Wellness Coalition and permanent drop off location. Explore opportunities to work with additional communities.
Implement a support group or management program at Stoughton Hospital	2013-2015	Investigate offering support group Explore opportunities for screenings Work collaboratively with school and parish nurses in community. Explore opportunities for after school services partnering with youth center Promote WI Quit Line to reduce use and exposure to tobacco
Implement minimum of three initiatives to increase education and awareness regarding drug use/poisonings consistent with current approved guidelines	2013-2015	Disseminate professional education and resource material to clinics, treatment centers, civic organizations, assisted living, nursing homes, retirement communities, senior centers and others through hard copy, social networks, website, & hospital digital screens. Promote and support alcohol –free community and family events

Poor Birth Outcomes

Goal: Improve Birth Outcomes by addressing risk factors that can affect birth outcomes

Objectives	Timeframe	Strategies/Steps
Increase education and awareness of effects of obesity, smoking, alcohol use and other drugs on babies prenatal development	2013-2015	<p>Explore partnership with Wisconsin Women's Health Foundation to offer First Breath Program(a smoking cessation program for pregnant women)</p> <p>Explore offering prenatal care classes or promote classes that are offered elsewhere</p> <p>Offer pregnant women healthy cooking classes</p> <p>Explore opportunities to partner with Dane County Health Dept.</p>
Continue partnership and collaboration with Healthy Dane	2013-2015	<p>Explore collaborative opportunities for education/media to deliver simple, motivational and consistent healthy lifestyle messages</p> <p>Seek out additional opportunities to promote and support weight loss and fitness after childbirth and before the next pregnancy</p>