



Community Health Needs Assessment  
2016/2017 Actions

Report of actions taken to meet the needs identified in the 2016 Community Health Needs Assessment of Oktibbeha County, MS and the OCH Regional Medical Center Service Area

## **I. Chronic Diseases (Heart Disease, Diabetes, Hypertension, Stroke, Respiratory Disease)**

### **1. Mass media campaign to educate a large and broad audience**

A. "Resolve to be Healthier" (Jan. – Feb. 2017) and "A Healthy Family is a Happy Family" (Sept. 2017) campaigns to promote the OCH Family Health Clinic and educate the public about screenings available

B. "We're in this together" and "Wanna grow old together? Stay heart healthy!" ad campaigns to educate the public about the OCH Cardiac Rehab program and its benefits. (Feb. 2017)

C. "A healthy life is..." campaign to promote women's health and the many services provided for women thru OCH and hospital-owned clinics  
Multi-media campaign featured three components—"Exhilarating, Empowering & Fulfilling"—and was included on our website as well as in newspaper, magazine and billboard outlets (May – July 2017)

D. "Sugar Daddy, Stud Muffin, Rock Star & Hot Stuff" multi-media ad campaign focused on men's health and spotlighted the many services provided for men thru OCH and hospital-owned clinics and was included on our website as well as in newspaper, magazine and billboard outlets (June – Aug. 2017)

E. "Older, Wiser, Healthier" campaign focused on senior health to spotlight the many services provided for seniors thru OCH and hospital-owned clinics. This multi-media campaign featured three different designs and was included on our website as well as in newspaper, magazine and billboard outlets (Aug. – Sept. 2017)

F. "Stick to Managing Your Diabetes" to educate the public about the Center for Diabetes Management during National Diabetes Month, as well as to promote the Diabetes Health & Awareness Fair. Multi-media ad campaign included newspaper, billboard, radio and social media components

G. "Get With The Guidelines" campaign to highlight OCH's bronze and silver awards by the American Heart Association and American Stroke Association. (Aug. 2017)

### **2. Identify programs the hospital and community already have in place to address chronic illness**

A. Diabetes Support Group – hosted monthly meetings (2<sup>nd</sup> Tuesday of each month)

B. Stroke Support Group – hosted meetings every other month (Jan., March, May, July, Sept. & Nov.)

C. Lunch-and-Learns

- “Women’s Health and Physical Therapy” – led by an OCH Physical Therapist to educate women on how physical therapy can help manage musculoskeletal conditions common to women (Oct. 18, 2016)
- “Tired, Worn Out” – led by Kenneth Thomas, MD, on complete health for men and women (March 3, April 7, & May 19 2017)
- “Put Your Best Fork Forward” – led by OCH Certified Diabetes Educator and Registered Dietitian to encourage people to make small, healthy changes when cooking at home (March 23, 2017)
- “Breastfeeding Mothers Reunion, Advocate and Resource” to provide support to mothers in the vital stage of infant feeding (Aug. 4, 2017)

D. Community Health Fairs – OCH participation in the following health fairs include distributing health education & blood pressure checks:

- Council of Community Organizations in Starkville (April 2017)
- Alzheimer’s Association “Senior Expo” for senior citizens at Sportsplex (June 5, 2017)
- Community Action Day in McKee Park (May 26, 2017)
- Step Up for Kids at Maben Community Park (Aug. 26, 2017)
- Kappa Alpha Psi at The Mill (Sept. 22, 2017)
- PACCAR Employee Health Fair (Oct. 7, 2017)
- Weavexx Employee Health Fair (Sept. 15, 2017)

E. OCH Health Fairs

- OCH Health Fair during National Hospital Week (May 10, 2017)
- Special Beginnings Maternity & Infant Fair (June 3, 2017)
- Diabetes Health & Awareness Fair (Nov. 14, 2017)

3. Marketing department to assist in production of media to distribute

A. Flyers were designed and distributed at health fairs, clinics and direct mail to inform the community about support groups and programs and services.

4. Have more appropriate programs to address chronic illness (diabetes education, heart healthy diet and exercise programs, etc.) hosted by hospital into community settings.

- Worked with Mississippi Lignite Mining Company in Ackerman to provide a wellness program to employees, including information heart health, CPR/first aid training, nutrition and diabetes education and physical fitness (May 1 – 4, 2017)
- Provided wellness screenings for Clark Beverage (April 26, 2017)
- Visited to schools to discuss nutrition and healthy habits (April 4, 2017)
- Hosted American Lung Association’s Asthma Educator Institute (July 20 & 21, 2017)

- E. Led programs throughout the year at local assisted living facilities, nursing homes, and civic group meetings focusing on diabetes and heart health education

## **II. Access to Affordable Care & Lack of Access to Preventive Care and Screenings (insurance/primary care providers)**

1. OCH recently recruited and employed a full-time primary care physician for the community and has increased the number of nurse practitioners available to see primary care patients. Existing family practice physician to collaborate with nurse practitioners and plans already in place to re-open Rural Health Clinic when feasible (in mid-2017)
  - Plans to continue to look at feasibility of re-opening clinic
2. Visit area health facilities and other organizations to distribute information on available programs and primary care providers
  - The PR director visited clinics in Starkville, Louisville, Ackerman, Eupora, and Kosciusko to continue to foster relationships with area health facilities and make them aware of new physicians, programs and services available at OCH
3. Consider feasibility in operating a free clinic staffed with volunteer providers (Physicians, NPs, RNs, etc.) once a month or as often as possible by mid-2018
  - Under consideration to accomplish by target date
4. Highlight plans for rural health center by mid-2017 and consider possibility and feasibility of developing and operating a Federally Qualified Health Center FY 2018
  - Facility not available to open in FY '17

*OCH has bolstered its efforts to provide preventative care by organizing a free prenatal class which will begin in January 2018. After identifying the need for education on preventative care for mothers and newborns, the OCH Perinatal Educator orchestrated the implementation of the Ready, Set, Baby program. The free, two-hour class is designed to counsel women in the prenatal stage about maternity care, including baby-friendly practices and the benefits and management of breastfeeding. Other important information is included to help women achieve their personal goals throughout pregnancy. One of the goals of this class is to increase the breastfeeding rate of women in rural communities, and in return, improve the health of the future population*

### III. Obesity (adult and child); Lack of physical activity

#### 1. Mass media campaign to educate a large and broad audience

- A. “Current gym just not working out?” (Jan. 2017) and “Still not quite ready to face summer?” (June – July 2017) multi-media advertisements to promote the Wellness Connection
- B. Ads to promote joining specials (January, July and November 2017)
- C. “Fit to be a kid” ads promoted OCH Wellness Connection’s programs for children including the kid fitness program, kids’ camp, swim lessons and individualized exercise sessions (May - July 2017)
- D. “Chances for Successful Weight Loss Starting to Look Slim” ad campaign educated the public about the OCH Weight Management Program and encouraged the reader to Get Healthy (Jan. 2017)
- E. Ad promoting new Wellness Connection class, “The Stomp Squad” for students 7 – 13 years old on Saturdays (Jan. and Feb. 2017)

#### 2. Explore collaboration with local primary care providers to advertise “Healthy You Clinic” to which providers could refer patients with appropriate health care coverage for exercise and nutrition counseling for which independently run clinics may not have the resources to develop and implement

- Plans for 2018 include following up with clinics to make sure the Healthy You Clinic is being promoted

#### 3. Sponsor health fairs for adults and children with height, weight, and BP screens with health information provided at children’s level

- A. Sponsored Junior Auxiliary of Starkville and partnered in 2016 with the organization’s Head to Toe Health & Wellness Fair for children and their families
- B. Participated in the Sudduth Elementary Kids Fair by offering blood pressure checks for children and adults and educational materials on nutrition and a healthy life style, and providing exercise led by a Wellness Connection fitness instructor (Feb. 25, 2017)
- C. Provided blood pressure screenings and information on healthy eating and sugar in drinks, hand hygiene demonstration and additional educational materials for children and parents at First Presbyterian Childcare’s health fair (April 27, 2017)
- C. Took part in additional health fairs and activities in the community such as “Day in the Park” and “Walk to School Day” (April 14, 2017)

4. Offer weight loss programs in partnership with Weight Watchers, faith-based communities, local community organizations, etc.

A. Wellness Connection personal trainers regularly visit schools, businesses and Mississippi State to lead exercise programs

5. Consider programs already in place at OCH

A. See Appendix 2 in 2016 OCH CHNA Implementation plan on och.org for specific hospital programs that have and will continue to address health needs.

6. Explore ways to increase the visibility of Wellness Connection & services offered in the community and surrounding area

- A. Newspaper and social media coverage about new equipment in Wellness Connection (June 20, 2017)
- B. “Just a Heads Up” campaign educated the public about the advance system used by OCH Rehab Services to screen for concussions (Aug. 2017)
- C. “OCH is...” campaign highlighted Wellness Connection, among other programs and services (Sept. & Oct. 2017)

7. Continue community sports physicals with local physicians and NPs

- This goal was met. (April 22, 2017)

8. Discuss feasibility of implementing school based clinic staffed with NPs and nurses to provide screenings/well-child checks/EPSDT visits and sick visits for students and school staff of Starkville/Oktibbeha Co. to reduce absenteeism and increase the frequency of child well-visits in FY 2018

- Did not have resources to implement this objective in '17 and will determine feasibility of implementing in '18