



2023 COMMUNITY HEALTH  
NEEDS ASSESSMENT  
IMPLEMENTATION PLAN

---

**INITIATIVE 1: Increase awareness about diabetes, hypertension, and obesity management to reduce their prevalence and educate those it impacts within the community.**

Potential Partners: Establishing community partners is a critical aspect of properly implementing this particular initiative. Partners include, but are not limited to: University and university extension partners, Junior Auxiliary of Starkville, nonprofit organizations, e.g. The Diabetes Foundation of Mississippi (DFM) & the American Diabetes Association; local and state public health departments; the Travis Outlaw Center, local public and private schools, e.g. Starkville Oktibbeha Consolidated School District, Starkville Academy, Starkville Christian; local faith-based organizations, and diabetes specialists and clinics. Last, but not least, the RURAL study which is currently hosted by OCH will be a great asset when seeking to identify issues related to diabetes, hypertension, and obesity plaguing rural communities.

1. Host a round table for community outreach organizations working to support those living with health and economic disparities to ensure resources are utilized and used most effectively.
2. Host outreach activities focused on bringing awareness of diabetes, hypertension, and obesity management, and services available in the area.
  - a. Lunch-and-Learns focused on preventative measures, control, and resources.
  - b. Offer a support group for caregivers.
  - c. Bring in experts to host Q&A's to answer questions and bring clarity to caregivers and patients.
3. Partner with the Risk Underlying Rural Areas Longitudinal (RURAL) Study researching heart, lung, blood and sleep disorders in Oktibbeha County.
4. Work with RURAL Study to identify actionable steps to address barriers affecting rural communities.
5. Sponsor the kick-off event on December 19, 2022.
  - a. Utilize social media and local media outlets to educate the public about this ongoing study and help recruit participants – if needed – in Oktibbeha County.
  - b. Continue assisting as the host site for the mobile unit.
6. Distribute existing booklets that contain information about resources available.
7. Invite pastors of local churches to a round table/lunch-and-learn at the hospital to gain their support in promoting a healthy lifestyle among their congregations.

8. Continue to collaborate with local organizations to provide screenings in community centers in underserved areas such as the J.L. King Center, COCO Center, and City of Maben.
9. Establish philanthropic efforts to raise money for un- and under- insured patients, capital equipment, and facility upgrades for the hospital facility.
  - a. Launch an online giving option on [www.och.org](http://www.och.org).
  - b. Partner with Junior Auxiliary of Starkville to set up a fund for patients in need.
  - c. Provide naming opportunities for major gifts.

**INITIATIVE 2: Educate those living in the community about available resources and help make those resources available to them in an effort to promote healthy lifestyles and to reduce health disparities.**  
*(See Appendix I)*

1. Expand areas of routine consultations and screenings typically not available in rural settings.
  - a. Identify opportunities to provide health education and blood pressure screenings to communities in the county such as Sturgis, Maben and Oktoc.

(Potential Partners: Mayors office in Sturgis and Maben, County Supervisors, First Baptist Church of Longview, Friendship Baptist Church, and other churches in rural parts of the county)
2. Provide access to specialty physicians to remove barriers of transportation to larger cities for patients with chronic health issues.
  - a. Recruit the following specialties to increase accessibility: Orthopedics, Pulmonology, Otolaryngology, Gastroenterology, Internal Medicine and Family Practice.

3. Expand services provided by the hospital that are known to reduce hospital visits.
  - a. Marketing director to coordinate visits in Starkville and surrounding areas to educate providers about all services provided at OCH.
  - b. Educate the public about this service through social media, newspaper, radio, and educational materials in clinic waiting rooms.
  - c. Open an urgent care clinic staffed by physicians with extended hours.

(Potential Partners: The Laird Clinic, Eze Family Medical Clinic, Longest Student Health Center, Choctaw Medical Clinic, Webster Urgent Care, The Cain Clinic)

4. Expand clinic hours.
  - a. Consider adjusting clinic hours to offer appointments before 8 a.m. and after 5 p.m. to accommodate more patients' schedules and reduce the barrier of

time constraints for those unable to make appointments between 8 a.m. – 5 p.m.

5. Provide easily-accessible care to students. (The US Census Bureau: In 2021, **27.5%** of the children [were] living in poverty in Oktibbeha County, MS. From 2014 to 2021.)
  - a. Determine the feasibility of a school-based clinic staffed with nurse practitioners and nurses during school hours, increasing the likelihood that students are examined and receive appropriate healthcare when needed.
  - b. Administer flu shots to students at a centralized location during the Starkville Oktibbeha Consolidated School District (SOCSD) late start days in October and November.
6. Continue outreach efforts at annual events.
  - a. Provide blood pressure screenings and educational information at existing events including Community Action Day, Starkville Day, COCO Health Fair, Veteran’s Health Summit, MSU Staff Resource Fair, Communiversity, Airbus Health Fair, and PACCAR Health Fair.

**INITIATIVE 3: Educate community members about cancer (breast, colon, & prostate) and encourage healthy lifestyles that will have a positive impact on their health and the overall health of the community. (See Appendix 2)**

1. Increase social media posts to educate viewers about the effects of healthy and unhealthy behaviors and how those actions affect cancer outcomes.
2. Identify ways to enhance existing wellness programs.
3. Continue providing cancer, diabetes, hypertension, and obesity support groups to educate attendees on healthy lifestyles and other pertinent topics.
4. Lead educational seminars to students during school hours on various health topics related to cancer, diabetes, the importance of a healthy diet and exercise, and depression awareness.
5. Explore expanding education services for patients with other chronic diseases in order to decrease readmissions and improve the patients’ overall health.

- Heart Disease
- Cancer
- Stroke
- Diabetes
- COVID-19

<b>Appendix 1: Ongoing OCH programs to address access to affordable care/lack of access to preventive care</b>	
<b>Programs</b>	<b>Department Coordinating</b>
Breast/cervical screening MS Early Detection Program and Patient Assistance Fund	Breast Center/Family Health Clinic
Breastfeeding hotline	Perinatal Education
Car seat safety inspection	Perinatal/Nursery
Cardiac rehabilitation	Cardiac Rehab
Community blood pressure checks	Infection Control/Nursing/PR
Community health fair	Marketing/PR, various clinics/departments
Contract for outstation eligibility worker to assist In processing applications and providing	
CPR training	Nursing
Cradle call hotline	Nursery, Perinatal
Daddy Boot Camp	Perinatal Education
Diabetes Support Group	Registered Dietitian
First aid training	Nursing
Free flu shots	Infection Control
Hearing screens	Speech Language Pathology
Lactation clinic in cooperation with the Mississippi State Department of Health/WIC program	Perinatal, Nursery
Maternity & Infant fair	Perinatal/Marketing/PR
Mother to Mother Support Group	Nursery, Perinatal
Newborn follow-up clinic	Perinatal
Nicotine dependency counseling	Pulmonary/Respiratory
Population health nurse	Revenue Management, Nursing
Pulmonary Wellness	Pulmonary/Respiratory
Ready, Set, Baby!	Perinatal
Saturday morning sports clinic – football	Athletic Trainers, Orthopedic Surgeons
Sports medicine concussion management	Athletic Trainers
Sports pre-participation physicals	Athletic Trainers
Stroke Support Group	Speech Language Pathology

<b>Appendix 2: Ongoing OCH-led programs to address cancer and encourage healthy lifestyles</b>	
<b>Programs</b>	<b>Department Coordinating</b>
Asthma education services	Respiratory/Pulmonary
Cardiac Rehab	Cardiac Rehab
COPD disease management	Respiratory/Pulmonary
Diabetes self-management training	Registered Dietitian
Diabetes support group	Registered Dietitian/Marketing
Lunch-and-Learns	Marketing and various OCH departments/clinics
Metabolic testing for dietary wellness	Registered Dietitian, Respiratory/Pulmonary
Nutrition consultation (one on one)	Registered Dietitian
OCH Health Fair (education & screenings)	Marketing/PR and various OCH department/clinics
Population health nurse	Revenue Management
Pulmonary rehab program	Pulmonary Function
R.O.A.D. program	Respiratory/Pulmonary Function
Stroke support group	Speech-Language Pathology
Visits to schools to promote healthy habits	Marketing/PR, Wellness Connection, Infection Control
Wellness Summer Camp for Kids	Wellness Connection
Wellness Walkers (\$25/year)	Wellness Connection