
Community Health Needs Assessment and Implementation Plan

Implementation Plan:

A. Community Health Needs to be Addressed

For the purpose of this plan, Alton Memorial hospital (AMH) will focus on improving the health of Madison County by addressing the needs identified in four areas such as:

- Chronic Condition focusing on skin, breast and lung cancer screening;
- Access to health care
- Health literacy
- Healthy lifestyle with focus on obesity and smoking.

I. CHRONIC CONDITIONS

The majority of the mortality, morbidity, and disability in the United States and other developed countries are due to chronic diseases. These diseases could be prevented to a great extent with the elimination of four root causes: physical inactivity, poor nutrition, smoking, and lack of screening (Source: US National Library of Medicine).

For purposes of this plan, Alton Memorial Hospital (AMH) will focus on chronic conditions such as skin, breast, lung and prostate cancer health screenings.

Cancer

Cancer is the second leading cause of death in the United States. It is estimated that 1,638,910 men and women (848,170 men and 790,740 women) will be diagnosed with cancer in 2012. Out of these 2012 numbers, 577,190 men and women (301,820 men and 275,370 women) died of cancer of all kinds. Therefore, Alton Memorial hospital (AMH) will focus its effort on



decreasing lung, skin, breast and prostate cancers incidences in Madison County through early diagnostic by providing health screenings and education to Madison County Residents.

a. Lung Cancer

Rationale: Lung cancer remains the number one cause of cancer-based mortality in men and women. Every year, more than 228,000 people in the United States are diagnosed with lung cancer.

While the current five-year survival rate for lung cancer is only 15 percent, a lung cancer screening test can decrease the chance of dying from lung cancer by 20 percent in patients who are considered high-risk for developing lung cancer.

Therefore, Alton Memorial Hospital chooses to implement a Lung Cancer Screening program in its community to help with early diagnosis and prevention of the disease.

Program Goal: *To Increase early diagnostic and decrease lung cancer incidence.*

Program Objectives:

- a. *Within 12 months, Alton Memorial Hospital will conduct at least 150 PFT (**Pulmonary Function Test**) screenings for individuals living in AMH service areas.*
- b. *Within 90 days of screenings, the pulmonary nurse will confirm medical follow-ups for at least 10% of all individuals presented with abnormal results.*

Program Action Plan: Alton Memorial Hospital will offer PFT screening exams at no charge to people in the community who qualify as high-risk for lung cancer. AMH will use the National Comprehensive Cancer Network (NCCN) guidelines to establish patients at high-risk for lung cancer. NCCN has two criteria for the guidelines. High risks individuals will be identified using the guideline listed on http://www.nccn.org/professionals/physician_gls/pdf/lung_screening.pdf (top of page 5)

People who meet the above criteria will be referred for screening through their primary care physician or by contacting the hospital directly. Information about lung cancer screenings will be available on the hospital website at www.amh.org

The screening exam, conducted at AMH, is a simple preliminary pulmonary function test that provides objective data on a patient's lung function. The portable testing equipment allows the test to be done at the hospital during events or at alternate locations for patient convenience. Test results can show indications of masses or other obstructions where additional higher level testing is needed.

The PFT test will be reviewed by a respiratory therapist immediately following the test and patients are given their results. Patients with abnormal screenings will receive a follow-up call

by the respiratory department to make sure that a follow-up medical appointment is made with their individual's primary care physician or pulmonologist.

Patients without a primary care physician will be given the physician referral phone number listing physicians accepting patients.

Program Outcome: *Early detection of lung cancer*

Program Outcome Measurement: The respiratory therapist will document in a log all follow-up calls made to individuals with abnormal screenings. The physician referral line will keep a log for all patients calling to make follow up appointments.

Skin Cancer:

Rationale: One in five Americans will develop some type of skin cancer over the course of their lifetimes. With early detection and treatment, however, most skin cancers are completely curable. Early detection and treatment of any form of skin cancer is essential both to prevent the disease from spreading to other areas of the body and to achieve better outcomes. Research has shown that most skin cancers are detected by patients rather than doctors. Learning how to examine your own skin can promote skin health and also can dramatically reduce the risks of having significant problems with skin cancer. Therefore, Boone Hospital Center is implementing skin cancer screening and education in its service areas.

Program Goals:

- I. To increase the number of individuals screened for skin cancer*
- II. To increase education of self-detection of skin cancer*

Program Goal (I): *To increase the number of individuals screened for skin cancer*

Program Objective: *AMH staff will conduct at least 350 skin cancer screenings in its service areas.*

Program Action plan: Upon arrival at the screening location, participants will be asked by the staff to read and sign consent forms.

There will be clinicians who will perform the screening. Participants will receive a non-invasive head-to-toe skin check using dermoscopy. Each responsible clinician will document the findings on the skin cancer screening report form. Participants will receive a copy of their screening report.

After the skin screening, each participant that received an abnormal finding receives a list of physicians to follow-up with. A nurse navigator will conduct a follow-up call to individuals with

abnormal screenings to make sure that a medical appointment is made with their individual's primary care physician or specialist.

Program Outcome: Early detection of skin cancer

Program Outcome Measurement: Attendance sheets will be kept by the staff responsible for the skin cancer screening. Information about individuals with abnormal screening results, including questionnaire responses and whether the individual maintained a follow-up medical appointment, will be recorded.

Program Goal (II): *To increase education of self-detection of skin cancer*

Program Objective: *By the end of the education session and screening, participant knowledge level of skin cancer prevention and self-examination will increase by 10%.*

Program Action plan: The education session is done on the same day and time as the screening. Staff will conduct a pre-knowledge assessment test to determine the knowledge level of the participants in reference to awareness, prevention and self-detection.

Participants will then be educated on the proper way to conduct self-examination, proper use of sunscreen as well as the best sunscreen to use.

Post-knowledge assessment test will be done to conclude the education process and to determine if individual's knowledge level has increased.

All participants will receive a folder with educational information detailing the process of conducting a self-exam at home, as well as how to prevent skin cancer. Information on sunscreen and its proper use is also included in the folder.

Program Outcome: Improve knowledge of self-examination of skin and skin cancer prevention.

Program Outcome Measurement: The progress of the program is evaluated by comparing the pre- and post-test score. Pre- and post-test scores of participants will be recorded in a log by the staff. Participant's first name will be used when recording the scores. Both scores will be analyzed at the end to assess change in participant's knowledge level.

b. Breast Cancer

Rationale: This year, an estimated 232,340 women in the United States will be diagnosed with invasive breast cancer, and 64,640 women will be diagnosed with in situ breast cancer. It is estimated that 39,620 women deaths from breast cancer will occur this year.

Breast cancer is the second most common cause of death from cancer in women in the United States, after lung cancer. However, since 1990, the number of women who have died of breast cancer has steadily decreased. In women younger than 50, there has been a decrease of around 3% per year (from 2005 to 2009; the latest data available). In women age 50 and older, the decrease has been 2% per year. However, in situ cancer breast cancer has increased by 2.8% between 2005 and 2009. Currently, there are more than 2.9 million women living in the United States who have been diagnosed with and treated for breast cancer. Early breast cancer detection is the key to the decrease in death of breast cancer. Therefore AMH will screen individuals from its community for early detection of the disease by following the American Cancer Society's guidelines for the early detection of breast cancer.

Program Goal: To increase early detection of breast cancer among Madison County women.

Program Objectives: Each year, from 2014, AMH will increase the number of Madison County residents screened for breast cancer by 5% from the previous year.

Program Action Plan: Alton Memorial Hospital will continue to provide breast screenings at various locations for uninsured and underinsured in Madison County by following American Cancer Society Guidelines.

All women will receive immediate results at the time of their screening. Patients with abnormalities or positive findings will be scheduled for a mammogram by the Breast Navigator. Patients will receive a phone call with the results of their screening mammogram and, if positive, will be referred to a physician for follow-up testing.

Program Outcomes: Early detection of breast cancer

Program Outcomes Measurement: The Breast navigator will document all follow-up calls for those with positive results and document the number of individuals with positive results who receive treatment or follow-ups, either by following through with their primary care physician or receive a referral to AMH physicians.

c. Prostate Cancer

Rationale: Prostate cancer is the most common cancer among men (after skin cancer), but it can often be treated successfully. Prostate cancer occurs mainly in older men. About 6 cases in 10 are diagnosed in men aged 65 or older, and it is rare before age 40. The average age at the time of diagnosis is about 67.

More than 2.5 million men in the United States who have been diagnosed with prostate cancer at some point are still alive today. The American Cancer Society's estimates for prostate cancer in the United States for 2013 are:

- About 238,590 new cases of prostate cancer will be diagnosed
- About 29,720 men will die of prostate cancer
- About 1 man in 6 will be diagnosed with prostate cancer during his lifetime.

Since the use of early detection tests prostate cancer became fairly common in the United States (about 1990), the prostate cancer death rate has dropped. But it isn't yet clear if this drop is a direct result of screening or if it might be caused by something else, like improvements in treatment. However, there is no question that screening can help find many prostate cancers early. Therefore, AMH will screen its residents by testing the amount of prostate-specific antigen (PSA) in a man's blood for early detection of the disease.

Program Goal: *To increase early detection and diagnostic of prostate cancer in Madison County*

Program Objective: *To provide prostate cancer screening and education to 60 men in Madison County who are at high risk for the disease in 2014 and 10% increase of the screening number after the year 2014 and thereafter.*

Program Action Plan: **Alton Memorial Hospital oncologists and on-staff urologists** will provide a prostate cancer screening to men in Madison County who are at high risk of prostate cancer and meet screening guidelines.

AMH will follow the American Urologic Association's guidelines, which support screening men at high risk or who are 55-69 (especially African-American men), and have not previously been screened for prostate cancer.

Participants will be notified of their results by mail and, if positive, will be called by a nurse to make sure that they have followed-up with their physician or to make a referral to a physician.

All attempts made to reach all individuals with positive results will be documented and kept as a record. Patient in need of financial assistance will be assisted to apply for any financial assistance program they are qualified for.

Program Outcome: *Early detection of prostate cancer*

Program Outcome Measurement: Staff will keep record of screening to account for number screenings each year in order to analyze the result every year. Staff will document all positive results and number of individuals who they refer to a physician or who sought treatment after the screening.

II. ACCESS TO HEALTH CARE SERVICES

Rationale: Access to healthcare is an ongoing and national concern. Access to comprehensive, quality health care services is important for the achievement of health equity and for increasing the quality of a healthy life for everyone. It allows individuals to gain entry into the health care system, access a health care location where needed services are provided and find a health care provider with whom the patient can communicate and trust.

There are several components of access to health services, such as coverage, services, timeliness, and workforce. BJC HealthCare, as a system of hospitals, understands the importance of health insurance coverage, which helps patients get into the health care system. Lack of adequate coverage makes it difficult for people to get the health care they need and, when they do get care, burdens them with large medical bills. Therefore, all BJC hospitals have a policy that focuses on the provision of insurance coverage as the principal means of ensuring access to health care among the underinsured and uninsured population.

Program Goal:

- *To improve access to comprehensive, quality health care services.*

Program Objective:

Every year, AMH will offer Medicaid and financial assistance enrollment to 100% of eligible patients presented for medical care.

Program Action Plan:

- AMH provides a Patient Account Representative who works with a Case Manager and a Social Worker to identify patients in need of assistance and meets with uninsured patients to determine their eligibility for any insurance and financial assistance. Eligible patients receive assistance with enrollment.

Program Outcome: *Increase access to health care services*

Program Outcome Measurement:

The number of individuals who receive assistance for insurance eligibility and the number of those who are enrolled in programs are tracked by the hospital.

III. HEALTH LITERACY

Rationale: Choosing a healthy lifestyle, knowing how to seek medical care, and taking advantage of preventive measures require that people understand and use health information. The ability to obtain, process, and understand health information needed to make informed health decisions is known as health literacy.

Alton Memorial Hospital is committed to increasing health literacy through a variety of partnerships in the community as well as conducting multiple community health fairs.

For the purposes of this plan, AMH will focus on educational partnership that benefit youth (K-12), and college students entering the health care field and adults age 50 and older.



The hospital partners with area school districts and BJC School Outreach to teach area children to make right decisions on nutrition and exercise, and inform them of the devastating effects of drugs, alcohol and tobacco.

Preparing tomorrow's health workers is vital to ensuring we have a quality workforce for the future. To that end, the hospital partners with five area colleges to mentor nursing, medical imaging and pharmacy students.

Education to adults 50 years old and older enables them to better be prepared to manage their health and wellness. Alton Memorial Hospital also partners with Oasis and Senior Services Plus to reach this segment of Madison County's population. Programming is designed to share knowledge, offer evidence- and research-based programs, conduct evaluations and adapt to meet the needs the adult population.

a. Health Impact Grant

Program Goal: *Increase access to health professionals (athletic trainers and school nurses) at local schools*

Program Objectives: *Alton Memorial Health Services Foundation will provide funding to Madison County high schools to provide training of athletic trainer or school health professional each year.*

Program Action Plan: Alton Memorial Hospital will partner, through the Alton Memorial Health Services Foundation, and will award up to \$100,000 to area high schools who request funding for an athletic trainer or school health professional (school nurse). Grants will be awarded prior to the start of the school year. School may utilize the funding to offset the cost of health staffing. Hospital may support grant participants additionally with education and supplies.

Program Outcome: Increase the number of qualified health professionals in Madison County

Program Outcome Evaluation: Hospital will receive name and credentials of health professional working at all participating schools and the number of health contacts each received from students or supplies provided to each school.

b. Adult Health and Wellness Education

Program Goal: *To increase knowledge level of Madison County older population on health related issues.*

Program Objective: *To increase health knowledge of Madison County population, 50 years and older by 15% at the end of participation in health lecture provided by AMH or OASIS staff.*

Program Action Plan: AMH will partner with OASIS to provide health and wellness programming to adults over the age of 50. Alton Memorial Hospital will hold a minimum of quarterly adult health lectures free to the public. Topics for each lecture will rotate and be selected by a senior advisory panel from the community.

The hospital will also partner with Oasis to provide educational sessions bi-monthly on a myriad of health and wellness topics. Events will be promoted in print, radio, physician offices, and website and through the hospital's newsletter mailed to 40,000 households. AMH maintains an office presence for Oasis staff. Adult participants will be tested prior to all events and at the conclusion to determine strength and successful outcome and understanding of the subject matter.

Program Outcome Evaluation: The hospital will track the number of programs offered, attendance, and pre and post-knowledge test scores. AMH or OASIS will analyze the pre-post test scores to determine if the objective is met.

ALTON MEMORIAL HOSPITAL AND BJC SCHOOL OUTREACH

The hospital partners with area school districts and BJC School Outreach to provide classroom-based programs that teach student from 2-12th grades the importance of having a healthy life style choice. The programs will be implemented in Madison County School districts with the hospitals primary service area. Those schools include, Bethalto School District, Marquette High School and St. Ambrose Elementary and Middle School. Programming offered will be selected by each individual school based on the strongest need identified by school staff.

C. Explore Health

Program Goal: To improve knowledge and emphasize the overall importance of healthy eating and good nutritional habits.

Program Objective: *Improve overall knowledge of healthy eating and nutritional habits of students in grade 9-12 by 10% at the end of the six one-hour health education sessions.*

Program Action Plan: Explore Health consists of six one-hour sessions taught by a Registered Dietitian and includes the following topics:

- Learning healthy eating basics
- Learning the importance of family medical history
- Learning the impact of food choices on heart health
- Learning how to read a food label and make informed decisions
- Exploring current diets and learning health consequences of fad dieting
- Examining food advertisements and learning how to evaluate claims made

After the program is delivered, a Final Program Report is given to teachers, administrators, and staff to help foster future classroom-based education.

Program Outcomes: Increase knowledge of healthy eating

Program Outcome Measurements: To measure the overall increase in nutrition knowledge, a pre- and post-test is administered to all students enrolled in the program. Questions on the assessments not only measure knowledge, but student attitude, perception, and intention to change specific health behaviors.

d. SNEAKERS

Program Goal: *To educate students on cardiovascular health*

Program Objective: *To improve overall knowledge of cardiovascular health and fitness principles of students in grade 3-6 by 10% after the four one-hour nutrition education sessions.*

Program Action Plan: SNEAKERS consists of four one-hour sessions taught by a Registered Dietitian and includes the following topics:

- Systems of the body
- Ways to keep the heart healthy
- Eating to maximize energy and muscle development
- How to exercise and stretch the major muscle groups
- Setting exercise goals

After the program is delivered, a Final Program Report is given to teachers, administrators, and staff to help foster future classroom-based education.

Program Outcomes: *Increase knowledge of cardiovascular health and fitness principles*

Program Outcome Measurements: To measure the overall increase in nutrition knowledge, a pre- and post-test is administered to all students enrolled in the program. Questions on the assessments not only measure knowledge, but student attitude, perception, and intention to change specific health behaviors.

e. Buddies / Difference Makers

According to the US Center for Safe and Drug-Free Schools, empathy skills are essential to learn to prevent and reduce violence associated with bullying. The lack of a clearly understood definition of bullying and how to address bullying behavior contribute to unsafe schools and communities.

“Buddies” is for grades K-5 and “Difference Makers” is for grade 6-12.

Program Goal: *To educate students on the importance of healthy communication.*

Program Objective: *To improve overall knowledge of positive social skills and the impact of bullying behavior of students from grades K-12 by 10% at the end of the four forty-five minutes sessions.*

Program Action Plan: Buddies and Difference Makers consist of four forty-five minute sessions taught by a Health Educator and include the following topics:

- The definition of bullying and the impact of bullying behaviors
- Ways to handle bullying behaviors without retaliation
- Friendship skills and ways to show kindness
- How to admit mistakes and forgive the mistakes of others
- Acceptance
- Communication skills

After the program is delivered, a Final Program Report is given to teachers, administrators, and staff to help foster future classroom-based education.

Program Outcomes: Increase healthy communication, problem-solving strategies, personal responsibility, and other life skills.

Program Outcome Measurements: To measure the overall increase in nutrition knowledge, a pre- and post-test is administered to all students enrolled in the program. Questions on the assessments not only measure knowledge, but student attitude, perception, and intention to change specific health behaviors.

f. Intersections

According to the National Threat Assessment Center, emotional intelligence is essential to preventing school violence and fostering healthy relationships. These skills can help students experience academic and social success.

Program Goal: *To educate students on social skill that contributes to healthy relationships and self-identity.*

Program Objective: *Improve overall knowledge of positive social skills that contribute to healthy relationships and self-identity of students in grades 6-8 by 10% at the end of the sessions*

Program Action Plan: Intersections consists of four forty-five minute sessions taught by a Health Educator and includes the following topics:

- Defining and identifying the hallmarks of emotional intelligence
- Strategies for thinking, learning, and communicating more effectively
- Communication styles, both verbal and nonverbal
- Self-awareness and Star Qualities
- Successful relationships with peers and adults

After the program is delivered, a Final Program Report is given to teachers, administrators, and staff to help foster future classroom-based education.

Program Outcomes: Increase knowledge of social skills that contribute to healthy relationships and self-identity.

Program Outcome Measurements: To measure the overall increase in nutrition knowledge, a pre- and post-test is administered to all students enrolled in the program. Questions on the assessments not only measure knowledge, but student attitude, perception, and intention to change specific health behaviors.

g. *ConneXtions*

Program Goal: *To improve knowledge and foster social intelligence, use assertive communication, and make responsible decisions on information sharing.*

Program Objective: *Improve overall knowledge of social intelligence of grades 6-8 students by 10% at the end the session.*

Program Action Plan: ConneXtions consists of four forty-five minute sessions taught by a Health Educator and includes the following topics:

- Communication – verbal, nonverbal, and tone
- Healthy and toxic behaviors
- Social media

- Healthy balance of media
- Information sharing, posting, and sending

After the program is delivered, a Final Program Report is given to teachers, administrators, and staff to help foster future classroom-based education.

Program Outcomes: Increase knowledge of social intelligence by 10%.

Program Outcome Measurements: To measure the overall increase in nutrition knowledge, a pre- and post-test is administered to all students enrolled in the program. Questions on the assessments not only measure knowledge, but student attitude, perception, and intention to change specific health behaviors.

h. Olweus Bullying Prevention Program

Program Goal: To train school professionals on maintaining healthy and safe environment for students.

Program Objectives:

- *Provide technical assistance to schools currently implementing the Olweus program.*
- *Assess the readiness level of schools to implement the Olweus program.*

Program Action Plan: Certified Olweus trainers from BJC School Outreach and Youth Development work with administrators, teachers, parents, and board/community members to form a coalition and train them to become a bullying prevention coordinating committee. In addition, BJC staff assists with the following:

- Administering surveys
- Kickoffs
- Staff trainings
- Parent meetings
- Class meetings
- Grade specific, one-time and long-term programs

Program Outcomes: To reduce school bullying and increase peer relations.

Program Outcomes Measurements: This bullying prevention program will be evaluated annually by the Olweus Bullying Questionnaire. This assessment is administered to all students in grades 3-12.

i. Power of Choice

Program Goal: *To improve knowledge and emphasize the overall health issues associated with tobacco, alcohol, and illicit drugs.*

Program Objective: *To improve overall knowledge of health issues associated with tobacco, alcohol, and illicit drug use by 10% among students from grades 5-12 at the end of the session.*

Program Action Plan: Power of Choice consists of four forty-five minute sessions taught by a Health Educator and includes the following topics:

- Reasons people choose to use or not use substances
- Healthy alternatives and great natural highs
- Media “hooks” which encourage use and media “counter-ads” which discourage use
- Long-term consequences of use as seen in healthy and diseased organs
- Resources to assess addiction and access help, if necessary

After the program is delivered, a Final Program Report is given to teachers, administrators, and staff to help foster future classroom-based education.

Program Outcomes: Increase knowledge of health issues association with tobacco, alcohol, and illicit drug.

Program Outcome Measurements: To measure the overall increase in nutrition knowledge, a pre- and post-test is administered to all students enrolled in the program. Questions on the assessments not only measure knowledge, but student attitude, perception, and intention to change specific health behaviors.

j. Smoke-free Teens on Purpose (STOP):

Program Goal: *To support high school students to be successful in their efforts to quit smoking.*

Program Objective: *Improve overall knowledge of students in grades 9-12, the harmful effects of tobacco use by 10% after each session.*

Program Action Plan: STOP consists of eight one-hour sessions and monthly follow-up sessions that include the following topics:

- Short- and long-term health effects of tobacco use
- Weight concerns and healthy lifestyle choices
- Stress management techniques and ways to handle cravings and triggers
- Facts and tips for stopping tobacco use
- Setting smoke-free/tobacco-free “dates”
- Unveiling the truth in tobacco advertising
- Dealing with relapse and handling high-risk situations

Program Outcomes: Improve awareness of health effects of smoking and decrease in the amount of students who smoke.

Program Outcome Measurements: To measure the overall increase in nutrition knowledge, a pre- and post-test is administered to all students enrolled in the program. Questions on the assessments not only measure knowledge, but student attitude, perception, and intention to change specific health behaviors. To measure reduction in tobacco use, students are asked to self-report on a weekly basis their progress. In addition, random Smokerlyzer tests are administered to measure students’ level of carbon monoxide.

k. Career Exploration Programs

Program Goal: *To expose middle and high school students to health care career.*

Program Objective: *Increase the number of middle and high school students enrolled in the school-based health career talks, job shadowing, intern/externship, group career exploration, and health care camps by 5% each year.*

Program Action Plan: BJC School Outreach and Youth Development partners with BJC HealthCare member hospitals; Washington University School of Medicine; the Goldfarb School of Nursing at Barnes Jewish Hospital, the St. Louis College of Pharmacy to provide career exploration opportunities. Program participants learn from clinicians and other industry experts.

Program Outcomes: Expose youth to careers in the healthcare sector through classroom presentations, job shadowing, mentoring, week-long exploration camps, and internships.

Program Outcome Measurements: Progress will be evaluated by tracking data on the number of participants, number of sessions scheduled, and number of school sites visited. Program participants are also asked to self-report their satisfaction with the program and their intent to pursue post-secondary plans.

l. School Nurse Survival Training

Program Goal: *To increase health literacy, access to health resources, and support for children, families and healthcare providers within the school/community environment.*

Program Objectives:

- *Educate school nurses by offering hands-on clinical assessment support and youth development education to refresh their clinical knowledge and skills over a two-day conference.*
- *Connect school nurses with local and state-wide health resources to increase health literacy over a two-day conference.*
- *Have 90% of conference participants complete an after-program evaluation.*

Program Action Plan: BJC School Outreach and Youth Development engages multiple departments within BJC HealthCare to design, plan, develop, implement, and evaluate this two-day school nurse professional development program.

Program Outcomes: To increase knowledge of school nurses, including hands-on clinical skills assessment lab and current prevention and intervention topics on pediatric diseases.

Program Outcomes Measurement:

Participants in the School Nurse Survival Training are asked to complete an after program evaluation and self-report their level of knowledge on the health topics covered.

m. Heart 2 Heart

Program Goal: *To help students understand the human body and make good decisions about their sexual health.*

Program Objective: *To increase overall knowledge of sexual health of grades 6-12 students by 10% at the end of each session.*

Program Action Plan: "Heart 2 Heart" consists of four forty-five minute sessions (grades 6-8) or six forty-five minute sessions (grades 6-12) taught by a Health Educator and includes the following topics:

- Media influences and messages
- Self-esteem and body image
- Healthy and unhealthy relationships
- Communication skills (Middle School only)
- Refusal Skills (Middle School only)
- Sexually transmitted infections (High School only)
- Teen pregnancy (High School only)

After the program is delivered, a Final Program Report is given to teachers, administrators, and staff to help foster future classroom-based education.

Program Outcomes: *To increase knowledge of sexual health among students.*

Outcome Measurements:

To measure the overall increase in nutrition knowledge, a pre- and post-test is administered to all students enrolled in the program. Questions on the assessments not only measure knowledge, but student attitude, perception, and intention to change specific health behaviors.

n. Community Health Risk-Factor Screening

Rationale: Heart disease is the leading contributor to poor health and is ranked the number one cause of death nationwide.

- Despite the economic affluence and education levels for West and South St. Louis County, an increasing number of families find themselves delaying healthcare due to high deductibles or lack of insurance.
- Given the fact that our population is aging, which increases the prevalence of chronic disease, attention to lifestyle change and risk-factor management must be as an important health initiative for people of all ages.

- Obesity can have a harmful effect on the body and contribute to high blood pressure, high cholesterol and diabetes.

Program Goal: *To help Madison County residents to lower their chronic health risk factors through community-based screenings and education.*

Program Objective:

- *Screen 1,800 from the general adult population for cholesterol, blood pressure and glucose in Madison County in 2014 and thereafter.*
- *Increase attendance at cardiovascular and healthy lifestyle educational programs offered at various community locations in Madison County in 2014 and thereafter.*

Program Action Plan: Provide cardiovascular screenings including blood pressure, cholesterol (total and high-density lipoprotein), blood glucose and individualized risk-factor counseling at community health fairs and through the Parish Nurse program.

- Continue to provide cardiovascular and healthy lifestyle educational programs at various community locations, including community centers, AMH and other venues in Madison County
- Continue to inform the uninsured and underinsured members of our community of these free health screenings through timely direct mail cards and the AMH quarterly educational newsletter.
- Registered nurses and dietitians will provide the cardiovascular screenings and individualized interpretation of screening results to help clients identify and learn their risk factors and the steps to take to lower them.
- A physician referral specialist will be available to make referrals and appointments to healthcare providers for all high risk clients who do not have a physician.
- Registered nurses and dietitians will make two follow-up phone calls to high risk clients – one at six weeks and one at three months following the screening to see if the client has taken any steps to lower their risk and followed up with a physician.
- Encourage them to make healthy lifestyle changes and connect them to medical care/treatment.

Program Outcome: *To bring awareness of chronic health risk factors in Madison County*

- Identify individuals in South St. Louis County at risk for cardiovascular disease.

Program Outcome Evaluation: Through follow-up phone calls provide access to medical care to 10% of participants with abnormal result.

- Through follow-up mail, AMH will provide lifestyle risk factor education and encourage rescreening at 6 months and 1 year, and consequently lower the number of at risk participants.

IV. HEALTHY LIFESTYLE CHANGE (OBESITY & SMOKING)

Childhood Obesity:

Obesity now affects 17% of all children and adolescents in the United States - triple the rate from just one generation ago. Childhood obesity can have a harmful effect on the body and lead to a variety of adult-onset diseases in childhood such as high blood pressure, high cholesterol, diabetes, breathing problems, socio-emotional difficulties and musculoskeletal problems. To address this community health need, AMH and BJC School Outreach and Youth Develop partner to address this community health need.

a. Kids in the Kitchen and Nutrition Class

Program Goal: To increase awareness of childhood obesity, healthy lifestyle change and group fitness opportunity.

Program Objectives: Madison County participant will increase their overall knowledge by 20% from pre- and post-testing assessments administered by AMH staff.

Program Action Plan: AMH nutritionists and educators will partner with local pediatricians and The Junior League to host “Kids in the Kitchen” events twice per year. The program will encourage parents to include children in the food preparation. Children’s health and wellness has been a key issue for the Junior League since their founding in 1901. This joint partnership will demonstrate our ongoing commitment in teaching kids and their parents about the importance of eating healthy foods and involving them in the fight against childhood obesity.

AMH offers nutrition classes both in a group setting and one-on-one counseling. Sessions are offered conveniently during the day and evening times

Program Outcome: Increase healthy lifestyle choice among family and their children.

Program Outcome Measurement: Hospital will track the number of programs offered, attendance and pre- and post-testing for all events. Pre and post-test will be analyzed to determine if participants knowledge has improved. All test scores will be kept and score will be recorded on a spread sheet by the staff responsible for the program. Call center volumes and patient sign in sheets will be used to determine success of the nutrition class.



b. "Fun"tastic Nutrition

Program Goal: To improve knowledge and emphasize the overall importance of healthy eating and good nutritional habits.

Program Objective: Improve overall knowledge of healthy eating and nutritional habits of students from grade 2-8 by 10% at the end of the six one-hour health educational session.

Program Action Plan: "Fun"tastic Nutrition consists of six one-hour sessions taught by a Registered Dietitian and includes the following topics:

- Importance of healthy eating and MyPlate
- Exercise and heart health
- Label reading
- Healthy snacks
- The digestive system
- Calcium and bone health

After the program is delivered, a Final Program Report is given to teachers, administrators, and staff to help foster future classroom-based education.

Program Outcomes: Increase Knowledge of healthy eating

Program Outcome Measurements:

To measure the overall increase in nutrition knowledge, a pre- and post-test is administered to all students enrolled in the program. Questions on the assessments not only measure knowledge, but student attitude, perception, and intention to change specific health behaviors.

c. Exercise Programs For Adults

Rationale: Exercise is good for your physical and mental health. It can help you to develop a lean body, strong muscles, and a strong heart. It can also enhance your emotional and mental health. Based on experts' recommendation exercise has several physical benefits such as:

- **Heart Disease and Stroke.** Daily exercise can help prevent heart disease and stroke. It can strengthen your heart, lower blood pressure, raise HDL (good cholesterol) levels, lower LDL (bad cholesterol) levels, improve blood flow, and increase your heart's working capacity.

- **Blood Pressure.** Exercise can lower blood pressure. It also reduces body fat, which is linked with high blood pressure (hypertension).
- **Type 2 Diabetes.** Exercise can help prevent this type of diabetes by keeping your weight under control. If you have Type 2, blood sugars may improve if you exercise.
- **Obesity.** Exercise helps to reduce body fat, build or preserve muscle mass, and improve the body's ability to use calories. When exercise is combined with healthy eating it can help control weight and prevent obesity, a major risk factor for many diseases.
- **Cancer.** Exercise may decrease your risk of colon cancer.

Program Goal: *To increase group fitness opportunities*

Program objective: *Madison County participants will lose an overall average of five percent of the group weight.*

Program Action Plan: AMH will initiate a community 12-week program that combines physical activity and nutritional programming with at least 50 participants. AMH will hold community exercise program at low or no cost to participants. The hospital will coordinate a 5k run for the community.

AMH will offer a low cost community program “Move It or Lose It” to motivate a target audience of overweight and obese patients. Components offered will include physical fitness classes and demonstrations of things you can do during the day to hit 30 minutes of activity.

AMH nutritionists will counsel all participants on diet. Group will be incentivized to achieve weight loss with prizes throughout the 12 weeks. The first ever 5k Run/Walk will be held with all proceeds to benefit the American Heart Association.

Program Outcome: *To decrease obesity incidence*

Program Outcome Measurement: Hospital will track the number of participants for all exercise classes, weight lost and participants in the 5k Run/Walk as well as dollars raised for the AHA. Participants' weight will be taken and tracked on the weekly basis. At the end of the twelve weeks, the participants' weight lost will be analyzed to determine if the objective is met.

d. “Free From Smoking Education”

AMH “Free From Smoking Education” programs will provide health risks information, support groups and smoking cessation programs for the smokers of St Francois County. The smoking cessation program will be offered over twelve week's session, several times during the year.

Participants will be encouraged through the process of quitting smoking one step at a time. The program will offer a supportive environment and a proven method for quitting.

Program Goal: *To bring awareness and education of health risks of smoking in Madison County.*

Program objectives:

1. *To improve participants knowledge level of health risks of smoking by 10% from pre-knowledge test score to post-knowledge test score.*
2. *Fifteen percent of Madison County program participants will quit smoking and remain nonsmokers beyond 120 days after their participation.*

Program Action Plan: Alton Memorial Hospital's community relations department will be responsible for the smoking cessation program. The hospital will provide experts to facilitate community presentations on the harmful effects of smoking and second-hand smoke, along with the benefits of quitting smoking to 50 adults in Madison County per year.

The opportunity to register for smoking cessation classes will be offered at each public presentation, through its quarterly newsletter and online at www.altonmemorialhospital.org.

Awareness of the dangers of second-hand smoke and the benefits of quitting smoking will be included in hospital communications, including Emergency Department informational computer presentations, the hospital's social media pages and the hospital's radio advertising.

In cooperation with the American Heart Association, the Breathe Easy Coalition and Madison County Health Department, educational materials regarding the dangers of smoking and the harmful effects of second-hand smoke will be made available to area school districts, as well as civic and social organizations within Madison County.

Program Outcomes: *Decrease heart disease in Madison County by increasing the number of non-smokers.*

Program Outcome Measurements: Before each educational session, participants will participate in a pre-knowledge test and a post test at the end of the session to determine if participant's knowledge of health risk of smoking has improved and by how much. Spread sheets will be created to document all the test scores as well as the staff analysis of the scores.

The number of educational programs will be tracked along with the number of attendees enrolling in a smoking cessation program as a result of the presentation. Participants will be surveyed by phone 30 days and 120 days after the program to determine the reduction in smoking over time.

B. COMMUNITY HEALTH NEEDS NOT BEING ADDRESSED

AMH has chosen not to focus on the following needs that were identified through the Community Health Needs Assessment and prioritization process:

Mental Health

Although AMH has an inpatient and outpatient psychiatric department, it can only treat patients who are 65 years of age and older. Mental Health issues in Madison County are being address by the Alton Mental Health Department and Wellspring Resources. We will continue to work closely with those two organizations.

Access to Care

AMH currently provides ambulance services and operates a transport. These services are operated through the EMS Department. The Madison County Transit Authority currently offers a low cost local bus service that residents of the communities served by AMH can use. AMH is also a provider of charity care and financial assistance for uninsured and underinsured patients. Hospital will open a convenient care location in 2014 to make access for patients available after business hours at low cost.

Reproductive Health

The Madison County Health Department as well as local convenient and urgent care centers offers testing for STI's and HIV. Southern Illinois Healthcare Foundation offers numerous OB/GYN specialists who will see and treat underserved patients. We will continue to make sex education an offering delivered through our health literacy program and partner with those local agencies.

Substance Abuse

The need is being address by Drug Free Alton, a grass roots community program in Madison County. Wellspring Resources also offers dependency classes to assist. We will continue to partner with these agencies that can better assist patients. We will also assist our local law enforcement agencies to report instances of substance abuse.

Dental Care

Southern Illinois University School of Dentistry and Lewis and Clark Community College both offer sliding scale or free care to those needing dental care. There are also a number of dentists in Madison County to oversee the dental health. In 2007, Madison County ranked ahead of the Illinois and US average for dentists per 100,000 population.

Housing/Homelessness

The Madison County Housing Authority is addressing this community health need. AMH has insufficient resources, both financial and personnel, to address this need.

Air Quality

AMH will continue to offer free lung screenings to residents of Madison County. Government bodies (EPA, County and City municipalities) are currently addressing the need to improve air quality. Ordinances making burning illegal are being considered but must be passed in general elections.

