

2016

Rutherford Regional Health System

Implementation Strategy

To Address Significant Community Health Needs

Rutherford County, North Carolina

Paper copies of this document may be obtained at Rutherford Regional Health System 288 S. Ridgecrest Street, Rutherfordton, NC 28139 or by phone (828) 286-5000. This document is also available electronically via the hospital website: www.myrutherfordregional.com.

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Overview

The Community Health Needs Assessment (CHNA) defines priorities for health improvement, creates a collaborative community environment to engage stakeholders, and an open and transparent process to listen and truly understand the health needs of the community served by Rutherford Regional Health System (RRH) in Rutherford County, North Carolina. This document is the RRHS Implementation Plan outlining how RRHS plans on addressing significant health needs in the community.

The CHNA is contained in a separate document.

RRHS's Board of Directors approved and adopted this Implementation Strategy on August 18, 2016.

Starting on September 1, 2016, this report was made widely available to the community via RRHS's website, www.myutherfordregional.com, and paper copies are available free of charge at the RRHS hospital at 288 S. Ridgecrest Street, Rutherfordton, NC 28139 or by phone (828) 286-5200.

Community Health Improvement/ Implementation Plan

To successfully make our community healthier, it is necessary to have a collaborative venture which brings together all of the care providers, citizens, government, schools, churches, not-for-profit organizations and business and industry around an effective plan of action. The community health improvement and implementation plan will be completed in September and will be added to this document at this time.

Based on the results of this CHNA, Rutherford Regional Health System (RRHS) has selected three (3) of the identified significant health needs to address.

1. Tobacco
2. Chronic Disease - healthy living
3. Substance Abuse

RRHS plans to meet the significant health needs by:

1. Tobacco

- **Strategy:** create a form upon admission to hospital that identifies patients as smokers in order to connect them to RRHS' 6-week smoking cessation program/regimen to help them quit if they have a desire to do so;

- **Strategy**: track/monitor identified patients seeking assistance through the RRHS program to evaluate success rate 30, 60 and 90 days after completion of the program/regimen;
- **Strategy**: hold quarterly Business Engagement Group (BEG) meetings to coordinate and schedule smoking cessation classes/offerings to local employers on the worksites;
- **Strategy**: increase the presence of Radical Randy – an education doll used by RRHS Cardiopulmonary Services – in the school systems to educate children on the dangers of tobacco use;
Strategy: increase the visibility of “Call 211” materials that connect RRHS patients to resources such as programs helping them to quit smoking (including a link from the RRHS website);
- **Strategy**: increase participation in local policy and advocacy efforts (i.e., local council meetings) to promote tobacco-free environments in Rutherford County;
- **Strategy**: creation of a new “employer page” on the RRHS website that connects local business and industry with RRHS smoking cessation program and other community resources;
- **Strategy**: utilize RRHS’ status as the county’s second largest employer to conduct quarterly lunch and learns with employees about smoking cessation that would earn participants 500 Vitality points to attend.

2. Chronic Disease – healthy eating, active living

- **Strategy**: increased emphasis by marketing, community relations and education departments on commemorating monthly health observances in the community;
- **Strategy**: hold quarterly Business Engagement Group (BEG) meetings to connect employers with RRHS programs and professionals who assist with managing chronic disease;
- **Strategy**: presentation of an annual “Change 4 Life” Expo that unites all county resources together for one large-scale event aimed at promoting healthy living;
- **Strategy**: support of the continued expansion of outdoor exercise opportunities in the county;
- **Strategy**: increased participation by the RRHS certified diabetes instructor in local healthy living events and health fairs, including the Prime of Life Festival and Change 4 Life Expo;

- **Strategy:** creation of a new “employer page” on the RRHS website that connects local business and industry with RRHS and other community resources

3. Substance Abuse

- **Strategy:** increase the visibility of “Call 211” materials within our facilities that connect RRHS patients to resources such as programs helping them to address substance abuse or tobacco use issues (including a link from the RRHS website);
 - **Strategy:** support an increased role by Emergency Department providers to educate patients about the addictive qualities of prescription medications;
 - **Strategy:** provide greater education to RRHS staff about how to connect people to the Mobile Crisis Hotline and Regional Walk-In Centers;
 - **Strategy:** the creation of a new “employer page” on the RRHS website that connects local business and industry with RRHS and other community resources;
 - **Strategy:** host a roundtable forum – led by the RRHS psychiatrist – that includes local law enforcement leaders and community activists to gain a greater understanding of the depth and breadth of Rutherford County’s substance abuse problem and to develop collaborative partnerships among the participants to:
 - (1) share relevant quarterly updates – statistically, if available, and anecdotally,
 - (2) apprise one another of resources available for those requesting assistance,
 - (3) determine the most effective ways to educate the community – particularly youth and children – of the dangers and consequences of substance abuse, and
 - (4) identify potential creation of additional resources for those seeking assistance.
1. The anticipated impact of these actions is to raise awareness of available resources and increase participation in classes, educational programs, events that promote healthy living, and to identify opportunities to provide greater resources to the community.
 2. The programs and resources the hospital plans to commit to address the health needs include allocating RRHS clinical professionals at local events that promote healthy living; marketing support for collateral materials to be posted throughout RRHS facilities that

connect community members with resources available to them; community relations and PRI support for increased communication with employers and job sites that could benefit from RRHS programs and professionals; and executive level support of initiatives identified by the Rutherford County Community Health Council.

3. RRHS anticipates working closely on these prioritized health needs with the Rutherford County Community Health Council; the Rutherford-Polk-McDowell Health Department; RHI Legacy Foundation; Rutherford County municipalities; and local organizers and activists seeking to assist with the creation, maintenance and/or promotion of events and resources that promote healthy living.

Community input was received into the 2016 implementation plan during a meeting on August 3, 2016. Additionally, there is a link on the RRHS's website to the CHNA and implementation plan.