



## Community Health Action Plan 2016

**County:** Rockingham County

**Period Covered:** 2016 - 2020

**Partnership/Health Steering Committee, if applicable:** Community Health Assessment Advisory Group (CHAAG)

**Priority #1**

**Community Health Priority identified in the most recent CHA:** Access to Healthcare

**County Action Plans:**

Strategy/Intervention	Intervention Goal(s)	Implementation Population & Venue	Resources for Implementation
<p>Name of Intervention: <b>Integrated Healthcare Program</b></p> <p>Community Strengths/Assets:            Rockingham County Department of Health and Human Services            Community mental health resources            Emergency Medical Services (EMS)</p>	<p>S.M.A.R.T Goals:</p> <p>By 2020, 90% of participants will have a medical home.</p>	<p>Target Population(s):</p> <ul style="list-style-type: none"> <li>• Non acute users of ER and EMS</li> </ul> <p>Venue:</p> <ul style="list-style-type: none"> <li>• Residential homes</li> </ul>	<p>Resources Needed:</p> <ul style="list-style-type: none"> <li>• Consultant to conduct evaluation of program</li> </ul>
<p>Name of Intervention: <b>Physician Recruitment</b></p> <p>Community Strengths/Assets:            Morehead Memorial Hospital            Annie Penn Hospital/Cone Health            Rockingham County Healthcare Alliance            Safety Net Providers</p>	<p>S.M.A.R.T Goals:</p> <p>By 2020, increase providers from 4.7 to 5.8 per 10,000 population</p>	<p>Target Population(s):</p> <ul style="list-style-type: none"> <li>• Community businesses, agencies, organizations who can contribute to community incentive package</li> <li>• Resident</li> </ul> <p>Venue:</p> <ul style="list-style-type: none"> <li>• Countywide</li> </ul>	<p>Resources Needed:</p> <ul style="list-style-type: none"> <li>• Funding</li> <li>• New collaborative partners in county</li> </ul>

Morehead Memorial Hospital is a part of the CHAAG group that will oversee and facilitate these actions plans for the next 3 years. In addition to that support, below are specific ways Morehead Memorial Hospital will support and assist in the implementation of the county wide action plans:

#### Integrated Healthcare Project

- Support the program by assisting in the identification of patients who could benefit from this project, make referrals to this new program, provide follow-up data and statistics to track effectiveness, collaborate on improvements and help establish best practices.
- Provide awareness & education for staff on this new program. Include Emergency Department Staff, Case Management Staff, Nursing Supervisors, etc.

#### Creation of Countywide Physician Recruitment Incentive Package

- Assist in developing the package by reaching out to local businesses and organizations to offer incentives for new Primary Care Providers.
- Utilize incentive packages in recruitment efforts.

**Priority #2**

**Community Health Priority identified in the most recent CHA:** Physical Activity and Nutrition (Diabetes)

**County Action Plans:**

<b>Intervention</b>	<b>Goals</b>	<b>Implementation Population &amp; Venue</b>	<b>Resources for Implementation</b>
<p>Name of Intervention: <b>Diabetes Registry</b></p> <p>To improve adherence to standards of care, develop a county-wide registry of patients who have been diagnosed with Type 2 diabetes.</p> <p>Community Strengths/Assets:</p> <p>Rockingham County Diabetes Task Force</p>	<p>S.M.A.R.T Goals:</p> <p>By June 2017, the Rockingham County Diabetes Task Force will have a roadmap for registry implementation, including sources of funding, software program, purpose and goals of utilization, information sharing guidelines, and participating practices.</p>	<p>Target Population(s):</p> <ul style="list-style-type: none"> <li>• Primary Care Providers</li> <li>• Residents with Type 2 diabetes</li> </ul> <p>Venue:</p> <ul style="list-style-type: none"> <li>• Rockingham County Diabetes Task Force</li> <li>• Annie Penn Hospital</li> <li>• Morehead Memorial Hospital</li> <li>• CDE program in Dr. Nida's office</li> </ul>	<p>Resources Needed:</p> <ul style="list-style-type: none"> <li>• Funding for Diabetes Registry software and administration</li> <li>• Time and resources from participating practices</li> </ul>
<p>Name of Intervention: <b>Diabetes Standard of Care</b></p> <p>Community Strengths/Assets:</p> <p>Rockingham County Diabetes Task Force</p>	<p>S.M.A.R.T Goals:</p> <p>By April 2017, purchase and disseminate standards of care documents for all primary care practitioners in Rockingham County.</p> <p>By October 2017, offer CME training opportunity in Diabetes Standards of Care for all primary care practitioners, with 20% participation rate.</p>	<p>Target Population(s):</p> <ul style="list-style-type: none"> <li>• Primary Care providers</li> </ul> <p>Venue:</p> <ul style="list-style-type: none"> <li>• Rockingham County Diabetes Task Force</li> <li>• Annie Penn Hospital</li> <li>• Morehead Memorial Hospital</li> <li>• CDE program in Dr. Nida's office</li> </ul>	<p>Resources Needed:</p> <ul style="list-style-type: none"> <li>• Funding to purchase standards of care materials</li> <li>• Location, meal, and materials for standards of care training</li> </ul>
<p>Name of Intervention: <b>Diabetes Prevention Program</b></p> <p>Community Strengths/Assets:</p> <p>Rockingham County Diabetes Task Force            YMCA of Greensboro            Cone Hospital            Minority Diabetes Prevention Program            Region 5 Grant</p>	<p>S.M.A.R.T Goals:</p> <p>By April 2017 begin implementation of two DPP sessions for minority individuals in Rockingham County, with a 50% participation rate.</p>	<p>Target Population(s):</p> <ul style="list-style-type: none"> <li>• Minority Individuals</li> </ul> <p>Venue:</p> <ul style="list-style-type: none"> <li>• Community space provided free of charge throughout Rockingham County, i.e. YMCA, Rockingham County Governmental Center, Rockingham Wellness Center, etc.</li> </ul>	<p>Resources Needed:</p> <ul style="list-style-type: none"> <li>• Funding to advertise using several methods</li> <li>• Funding for incentives</li> </ul>

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#### Diabetes Registry & Standards of Care

- Provide data and information as registry is developed.
- Facilitate awareness & education for providers on the Registry, uses, and updating.
- Assist in organizing CME for our Primary Care Providers on the Diabetes Standards of Care. Provide location, food, and resources.

#### Diabetes Prevention Partners Program

- Provide space and resources for MDPP as needed.
- Offer two general wellness programs on health lifestyle to the community at large

**Priority #3**

**Community Health Priority identified in the most recent CHA:** Social Determinants: Education

**County Action Plans:**

<b>Intervention</b>	<b>Goals</b>	<b>Implementation Population &amp; Venue</b>	<b>Resources for Implementation</b>	<b>Evaluation of Effectiveness</b>
Parent Academy	By April 2017, create a committee to research and plan for the Parent Academy for Rockingham County. By October 2017, implement the first event of the Parent Academy is at least 20 individuals in attendance.	Target Population: Parents of School Age Children  Venue: Rockingham County Education Foundation	Funding Coordinators	Creation of the Parent Academy and the first event.
Education Awareness Campaign	By May 2017, create and plan an awareness campaign to increase education awareness. By October 2017, implement beginning stages of education campaign across RC	Target Population: Parents of school age children, school age children, and area business and organizations Venue: Rockingham County Education Foundation	Funding for advertising and promotion	Plan developed and implemented

Morehead Memorial Hospital is a part of the CHAAG group that will oversee and facilitate these actions plans for the next 3 years. In addition to that support, below are specific ways Morehead Memorial Hospital, through the Student Health Centers (SHC) will support and assist in the implementation of the county wide action plans:

**Education Awareness Campaign**

- The Student Health Centers (SHC) will provide an annual newsletter to parents to make them aware of the Student Health Center Services.
- The SHC will host a parent Open House
- The SHC provide educational brochures and materials to parents on adolescent health and adolescent concerns as needed.

*Approved by the Board of Trustees 2/2017*