



MINISTRY

Good Samaritan Health Center



MINISTRY

Sacred Heart Hospital



COMMUNITY HEALTH IMPLEMENTATION STRATEGY

2016-2019

Communities We Serve



 **MINISTRY**
Good Samaritan Health Center

601 South Center Avenue
Merrill, Wisconsin 54452

 **MINISTRY**
Sacred Heart Hospital

401 West Mohawk Drive
Tomahawk, Wisconsin 54487

Ministry Sacred Heart Hospital and Ministry Good Samaritan Health Center Community Health Improvement Implementation Strategy

Introduction

Ministry Sacred Heart Hospital (MSHH) in Tomahawk and Ministry Good Samaritan Health Center (MGSHC) in Merrill are critical access hospitals located in Lincoln County, Wisconsin. MSHH and MGSHC are part of Ministry Health Care, which is an integrated healthcare delivery network serving more than 1.1 million people across Wisconsin and eastern Minnesota. Ministry generates nearly \$2.2 billion in operating revenue with 15 hospitals, 45 clinics and more than 12,000 associates, including 650 physicians and advance practice clinicians. In 2013, Ministry Health Care joined Ascension, the largest Catholic and not-for-profit healthcare system in the nation.

MSHH and MGSHC conducted a community health needs assessment (CHNA) in October 2015. Data was gathered from multiple sources to assess the health needs of Lincoln County. In addition, a survey was conducted of persons in Lincoln County who are lower-income or otherwise vulnerable. This data was presented to a group of community stakeholders who together recommended the health priorities to be addressed for the 2016-2019 Implementation Strategy.

Prioritized Significant Health Needs

Based on the data presented and the prioritization process of the community stakeholders, the following priorities were selected:

- Mental Health
- Oral Health
- Nutrition

Needs That Will Not Be Addressed

In addition to the three health issues selected as top priority, stakeholders identified several other significant health issues in Lincoln County. These issues will not be addressed by MSHH or MGSHC as priority health needs because they are being addressed by other organizations in the community. However, we will provide support to those community efforts whenever possible. Those needs, alcohol and drug use and domestic violence and trauma, are described below.

Alcohol and Drug Use: The stakeholders identified alcohol misuse and drug use, particularly heroin and other opiates, as emerging issues to be addressed in the community. The Lincoln County AODA Coalition will be addressing these issues. A representative from either of the hospitals will attend the quarterly meeting.

Domestic Violence and Trauma: The stakeholders also identified trauma and domestic violence as emerging issues. MGS HC currently provides Sexual Assault Nurse Examiners (SANE) when an incident occurs. HAVEN, a domestic abuse shelter located in Merrill, provides emergency services, shelter and support to victims throughout Lincoln County. MGS HC provides financial support and the health center chaplain serves on HAVEN's Board of Directors.

Implementation Strategy

The MSHH and MGS HC implementation strategy is part of a broad community effort to address three priority needs in the community. Under the umbrella of the Healthy People Lincoln County Coalition, representatives from both hospitals actively participate on the three health priority coalitions: Oral Health Coalition, Mental Health Coalition, and Nutrition Coalition.

This implementation strategy outlines the actions MSHH and MGS HC will take to address the health needs. (Note: A summary of implementation strategies for each hospital is included in the addendum.) However, as noted below, many of these strategies will be implemented collaboratively. Recognizing that no one organization is able to effect substantial community change alone, the long-term outcomes identified in this plan will be achieved as many community organizations work together for collective impact.

NUTRITION

Goal: Increase access to healthy foods and nutrition education.

Long-term Performance Indicator:

- By June 30, 2021, decrease the percent of Lincoln County residents who consume inadequate fruit/vegetables daily from 80 percent to 75 percent.

Strategy 1: MSHH and MGS HC – Community Garden Project

The Community Garden Project promotes healthy eating and access to fresh foods.

MSHH will:

- Hold gardening workshops
- Offer gardening mentoring programs
- Conduct community classes on food preparation and preservation
- Provide food pantries and low income populations with fresh produce from community gardens
- Provide financial contributions for community garden implementation and expansion

- Provide financial contributions for EBT (Electronic Benefit Transfer) options at area farmers markets
- Provide cooking class participants with a free cooking appliance after demonstration

MGSHC will:

- Provide cooking demonstrations on food preparation and preservation to low income residents
- Provide cooking class participants with a free cooking appliance after the demonstration
- Provide food pantries and low income populations with fresh produce from community gardens
- Provide financial contributions for community garden implementation
- Provide financial contributions for EBT (Electronic Benefit Transfer) options at area farmers markets

Medium-term Performance Indicators:

- By June 30, 2019, increase the EBT dollars used at the Merrill and Tomahawk Main Street Farmers' Market by 25 percent.
- By June 30, 2019, increase the percent of food demonstration participants who report an increase in knowledge of preparing healthy nutritional food by from 50 to 75 percent.

Collaborative Partners:

- Lincoln County Health Department
- Tomahawk area farmers' market
- Merrill area farmers' market
- UW-Extension Nutrition Education Department

Resources (MSHH and MGSHC):

- Associate time
- Travel
- Printing of marketing materials
- Financial support of community garden
- Funding of appliances for demonstrations

Supporting Information:

- Target Population: Residents of Lincoln County, including individuals with low income
- Health Equity Focus: This effort includes a strong focus on individuals with low income who access the food pantry and receive public benefits.
- Policy/System/Environmental Strategy: Supporting the availability of an EBT machine is an environmental strategy.
- Evidence Base: *What Works for Health* identifies the following approaches and their evidence ratings: community gardens (to increase access to and consumption of fruits and vegetables; some evidence), fruit and vegetable taste testing (to increase fruit and vegetable consumption; some evidence) and EBT support (to increase access to fruits and vegetables; expert opinion).

Strategy 2: MSHH and MGSCHC – Establish Nutrition Policies and Practices to Promote Healthy Choices

MSHH and MGSCHC will participate in a number of community initiatives to promote the development and implementation of policies and environmental changes to increase nutrition awareness and promote nutritious choices.

MSHH will:

- Participate in Tomahawk School District wellness committee meetings focusing on food service, snack and concession nutrition standards
- Provide education materials and consultative services of MSHH dietician to the Tomahawk School District as requested
- Provide financial contributions for the purchase of water bottle filling stations and point-of-decision prompts
- Participate in the Lincoln County Nutrition coalition
- Establish “5210” messages for all pediatric patients/families (“5210 Let’s Go” is a nationally-recognized childhood obesity prevention program that works with schools, childcare and out-of-school programs, healthcare practices, and community organizations to promote daily: 5 or more fruits/vegetables, 2 hours or less of recreational screen time, 1 hour or more of physical activity, and 0 sugary drinks)
- Establish point-of-decision nutrition prompts
- Participate in Ministry Health Care’s Obesity Strategic Plan

MGSCHC will:

- Participate in the Lincoln Nutrition Coalition to promote healthy choices through the Corner Store Initiative. The Corner Store Initiative is designed to increase availability and awareness of healthy foods in corner stores by working with business owners.
- Provide financial contributions to the Corner Store initiative
- Improve the implementation of “Best Picks” program at a local grocery store
- Participate in Ministry Health Care’s Obesity Strategic Plan

Medium-term Performance Indicators:

- By June 30, 2019, increase the number of Lincoln County agencies/businesses who have newly implemented policies and/or environmental changes to promote access to affordable, quality foods from zero to five.
- By June 30, 2019, 100 percent of pediatric patients at Ministry Tomahawk Medical Group will receive 5210 education during wellness visits.

Collaborative Partners:

- Lincoln County Health Department
- Tomahawk School District
- Tomahawk Ministry Medical Group
- Local businesses

Resources (MSHH and MGSHC):

- Associate time (including Ministry's marketing department)
- Travel
- Printing

Supporting Information:

- Target Population: Lincoln County community residents, all ages
- Health Equity Focus: None
- Policy/System/Environmental Strategy: Environmental, policy
- Evidence Base: *What Works for Health (WWFH)* identifies the following approaches and their evidence ratings: school nutrition standards (to improve nutrition, improve the school food environment, and increase healthy food consumption; some evidence); school food and beverage restrictions (to improve dietary choices; some evidence); point-of-decision prompts for healthy foods (to increase fruit and vegetable consumption; some evidence); water availability and promotion interventions (to increase water consumption and potentially improve dietary choices; some evidence). Additionally, the "5210" approach is noted as an implementation resource for two evidence based obesity-reduction strategies in WWFH.

MENTAL HEALTH

Goal: Increase mental health awareness and access to mental health services.

Long-term Performance Indicators:

- By June 30, 2021, decrease the average number of mentally unhealthy days reported in the past 30 days from 3.4 to 3.2.

Strategy 1: MSHH and MGSHC – Establish and Maintain Mental Health Training for Professionals

MSHH and MGSHC will increase awareness, knowledge and skills of community professionals to support and address mental health concerns. Specifically, MSHH and MGSHC will:

- Develop sessions where poignant stories will be shared with front line health care professionals from the personal perspective by families and persons struggling with behavioral health issues enhancing compassion and sensitivity for patients in crisis
- Conduct QPR (Question, Persuade, Refer) training sessions
- Conduct Mental Health First Aid Instructor Training
- Hold the 2018 Mental Health Summit
- Conduct Memphis Crisis Intervention Team (CIT) training

Medium-term Performance Indicators:

- By June 30, 2019, participants receiving QPR and Mental Health First Aid Instructor Training will report increased knowledge of crisis intervention strategies.
- By June 30, 2019, participants receiving QPR and Mental Health First Aid Instructor Training will report an increased ability to identify individuals in crisis.

Collaborative Partners:

- Lincoln County Mental Health Coalition
- Lincoln County Child and Suicide Death Review Team
- Ministry Saint Mary's Hospital
- Tomahawk and Merrill Police Department
- Community professionals
- HAVEN
- AODA Coalition

Resources (MSHH and MGS HC):

- Associate time
- Printing of marketing materials
- Financial and in-kind support

Supporting Information:

- Target Population: Health care professionals and community partners
- Health Equity Focus: None
- Policy/System/Environmental Strategy: The CIT effort may result in system change.
- Evidence Base: Outcome research has shown CIT to be effective in: developing positive perceptions and increased confidence among police officers; providing very efficient crisis response times; increasing jail diversion among those with mental illness; improving the likelihood of treatment continuity with community based providers; and impacting psychiatric symptomatology for those suffering from a serious mental illness as well as substance abuse disorders, as cited by Crisis Intervention Team International "Memphis Model." Mental First Aid and QPR training are included in Substance Abuse and Mental Health Services Administrations (SAMHSA's) National Registry of Evidence-based Programs and Practices. The more contact and openness on the topic of mental health in our society, the more people who receive mental health services will be able to avoid stigma and discrimination, as cited by Rogers Memorial Hospital (Rogers Memorial Hospital is an accredited hospital, and licensed as a psychiatric hospital in the State of Wisconsin).

Strategy 2: MSHH and MGS HC – Hopeline

Hopeline is a free service provided by the Center for Suicide Awareness. It is the first emotional support text line in Wisconsin and provides service throughout the entire state. Its purpose is to offer emotional support and resources before situations rise to crisis level. The Lincoln County Mental Health Coalition will coordinate community wide education on this resource.

Medium-term Performance Indicators:

- By June 30, 2020, increase the percent of Lincoln County High School students who report knowledge of the Hopeline from zero to 20 percent (Social Norms Survey).

Collaborative Partners:

- Lincoln County Mental Health Coalition
- Tomahawk and Merrill school districts
- Lincoln County Child and Suicide Death Review Team
- Tomahawk and Merrill police department
- Community professionals
- HAVEN
- AODA Coalition
- Lincoln Inter-Agency Coalition

Resources (MSHH and MGS HC):

- Associate time
- Printing of marketing materials

Supporting Information:

- Target Population: The primary audience is Lincoln County high school students and young adults; however the promotion of the program will be community-wide.
- Health Equity Focus: None
- Policy/System/Environmental Strategy: No
- Evidence Base: *What Works for Health* identifies the following approaches and their evidence ratings: cell phone-based support programs (to improve mental health; some evidence).

Strategy 3: MSHH and MGS HC – Establish and Maintain Mental Health Community Resources

Increase public awareness of mental health and available resources. MSHH and MGS HC will:

- Update and distribute the Lincoln County Mental Health Resource Guide
- Hold annual mental health screenings and provide resources/education at (only) Ministry Sacred Heart Hospital health fair
- Coordinate mental health educational posters throughout the community and at local Ministry Clinics
- Distribute crisis intervention cards throughout Lincoln County

Medium-term Performance Indicators:

- By June 30, 2019, the Lincoln County Mental Health Coalition will have implemented a minimum of two evidence-based community initiatives per year over a three year period to increase mental health awareness.

Collaborative Partners:

- Lincoln County Mental Health Coalition
- Lincoln County service agencies (e.g. Lincoln County Inter-Agency Council, AODA Coalition, HAVEN, Community Resource Center, ADRC, Lincoln County Department of Social Services)

Resources (both MGS MC and MSHH):

- Associate time (including Ministry's marketing department)
- Printing of collateral materials
- Meeting expenses (refreshments, handouts)

Supporting Information:

- Target Population: Lincoln County residents
- Health Equity Focus: None
- Policy/System/Environmental Strategy: No
- Evidence Base: Limited evidence in support of awareness campaigns.

ORAL HEALTH

Goal: Increase good oral health care practices and access to oral health services.

Long-term Performance Indicators:

- By 2020, increase the percent of eligible Lincoln County 2nd and 6th graders participating in the dental sealant program from 25 to 50 percent.
- By 2020, decrease the annual number of MGS HC and MSHH (both) Oral Health Emergency Department visits from 164 to 150.

Strategy 1: MGS HC – Tooth Fairy Fund Project

The Tooth Fairy Fund provides free dental care through a partnership with Bridge Community Dental Clinic (a federally-qualified community health center) for patients in the emergency department (ED) at MGS HC who do not have insurance.

Medium-term Performance Indicators:

- By 2018, decrease the annual number of MGS HC oral health ED visits from 150 to 143.

Collaborative Partners:

- Bridge Community Dental Clinic

Resources:

- Emergency department time
- Associate time
- Funding

Supporting Information:

- Target Population: Merrill area residents with low income
- Health Equity Focus: The effort includes a focus on the poor and vulnerable population who present in the ED with oral discomfort.
- Policy/System/Environmental Change: No
- Evidence Base: The Tooth Fairy Fund provides access to a federally qualified community health center (FQHC). FQHCs have been shown to improve access to oral healthcare, improve health outcomes for their patients and reduce disparities in access to care.

Strategy 2: MSHH and MGSHC – Establish and Maintain Oral Health Education and Programs for Children

MGSHC and MSHH will engage in a number of initiatives to promote oral health education and provide dental supplies to children within Lincoln County.

- Provide Sugar Out Day presentations and interactive programs to 2nd and 4th grade students in Lincoln County
- Provide teachers with oral health toolkits
- MSHH will provide dental kits to 2nd grade students in the Tomahawk School District
- MGSHC will provide Dental Kits to 4th grade students in the Merrill School District
- Provide adolescent dental kits to community agencies
- Display *Rethink Your Drink* and oral health information in schools, clinics, hospitals and community agencies
- MSHH will provide newborn oral health packets to new moms from Lincoln County delivering at Ministry St. Mary's Hospital (in Oneida County)
- MSHH will incorporate best practice oral health care into prenatal education classes

Medium-term Performance Indicators:

- By June 30, 2019, increase the percent of health care providers/agencies and schools that promote oral health education from 10 percent to 75 percent.
- By June 30, 2019, increase the percent of students who have increased knowledge of best practice oral hygiene from 50 percent to 95 percent.

Collaborative Partners:

- Lincoln County Oral Health Coalition
- Oak Park Dental
- First Impressions Dental Center
- Bridge Community Dental Clinic
- Tomahawk and Merrill School Districts
- Community agencies
- Ministry Saint Mary's Hospital
- Ministry Oral Health System Collaboration

Resources (MGSMC and MSHH):

- Associate time
- Funding for program (dental kits)
- Marketing materials

Supporting Information:

- Target Population: Children 0-18 years
- Health Equity Focus: None
- Policy/System/Environmental Strategy: No
- Evidence Base: School dental programs are indicated to be scientifically supported in *What Works for Health*.

Strategy 3: MSHH and MGSHC – Adult Oral Health Campaign

MGSHC and MSHH will participate in a number of community initiatives and campaigns to increase the awareness in adults of good oral hygiene practices, including:

- Participate in adult education programs connecting good oral hygiene to chronic disease prevention
- Provide adult dental supplies to community agencies targeting poor and vulnerable populations
- Update and distribute the Lincoln County Oral Health Resource Guide

Medium-term Performance Indicators:

- By June 30, 2019, increase the percent of education program participants who report an increase in knowledge of access to dental services from zero to 50 percent.
- By June 30, 2019, increase the percent of education program participants who report an increase in knowledge of poor oral health and its effects on overall good health from zero to 50 percent.

Collaborative Partners:

- Lincoln County Oral Health Coalition
- Oak Park Dental
- First Impressions Dental Center
- Bridge Community Dental Clinic

Resources (MGSMC and MSHH):

- Associate time
- Funding for programs (dental kits, advertisements, educational materials, etc.)
- Marketing materials

Supporting Information:

- Target Population: Adults
- Health Equity Focus: None
- Policy/System/Environmental Strategy: No
- Evidence Base: None known

Next Steps

This implementation strategy outlines a three-year community health improvement process. Each year within this timeframe, MGSHC and MSHH will:

- Participate actively in the Healthy People Lincoln County Coalition
- Create an annual implementation plan with specific action steps for that year
- Set and track annual performance indicators for each strategy
- Track progress toward medium-term performance indicators
- Report progress toward the performance indicators to the hospital board
- Share actions taken to address the needs with the community at large

Approval

This implementation strategy report was adopted by the Ministry Good Samaritan Health Center Board on May 24, 2016.

This implementation strategy report was adopted by the Ministry Sacred Heart Hospital Board on June 7, 2016.

ADDENDUM
Summary of Strategies by Hospital

Priority/Strategy	Starting Page #	
	MGSMC	MSHH
Nutrition		
Community Garden Project	4	4
Nutrition policies and practices	6	6
Mental Health		
Mental health training for professionals	7	7
HOPELINE	8	8
Mental health community resources	9	9
Oral Health		
Tooth Fairy Fund	10	N/A
Oral health education and programs for children	11	11
Adult oral health campaign	12	12