FLAMBEAU HOSPITAL
Community
Health Implementation Strategy

2016 - 2019

Flambeau Hospital
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Communities We Serve

Primary Service Area

Secondary Service Area

Flambeau Hospital
A Service of Marshfield Clinic
and Ministry Health Care
Introduction

Flambeau Hospital is a critical access hospital located in Park Falls, Price County, Wisconsin. Flambeau Hospital is co-sponsored by Marshfield Clinic and 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. Marshfield Clinic is a health care system in northern, central and western Wisconsin, with two hospitals and over 50 clinic locations.

Flambeau Hospital conducted a community health needs assessment in collaboration with Price County Public Health and Human Services in October 2014. Data was gathered from multiple sources to assess the health needs of Price County. In addition, a survey was conducted of persons in Price County who are lower-income or otherwise vulnerable. This data showed similar top health priorities in the assessment and survey. Finally, a group of community stakeholders reviewed the assessment and survey and the set of community health data and agreed on 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:

**#1** AODA and Mental Health

**#2** Chronic Disease Prevention, and Nutrition and Healthy Foods

In addition, based on the data and discussion, the hospital has chosen to address:

**#3** Aging Population

Needs That Will Not Be Addressed

In addition to the two health issues selected as top priority, stakeholders identified injury and violence as a significant health issue. This issue will not be addressed by Flambeau Hospital as a priority because it will be addressed by other organizations in the community. However, the hospital will provide strong support and will collaborate whenever needed with the community efforts and the organization Embrace (previously called Time Out) which addresses this area in our community.

Implementation Strategy

The Flambeau Hospital Implementation Strategy is part of a broad community effort to address the priority needs in the community (AODA, Mental Health, Chronic Disease, and Nutrition). Addressing these priorities will be coordinated by the Price County AODA/Mental Health Coalition and the Health and Wellness Coalition. Flambeau Hospital associates lead and actively participate on these coalitions.

This Implementation Strategy outlines the actions Flambeau Hospital will take to address the health needs. 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 with many community organizations working together for collective impact.
AODA/MENTAL HEALTH

**Goal:** To strengthen the AODA and mental health system in Price County

**Long-term Performance Indicator:**
By June 30, 2021, decrease alcohol- and/or drug-related convictions in Price County by two percent based on 2015 data and/or trend.

**STRATEGY 1: REDUCE USE AND MISUSE OF PRESCRIPTION DRUGS**

The AODA/Mental Health Coalition will conduct Good Drugs Gone Bad presentations in all three Price County communities and look at offering 6 more presentations sessions: two presentations in Park Falls, Prentice and Phillips.

**Medium-term Performance Indicator:**
- By June 30, 2019, at least 75 percent of presentation participants will be able to recognize at least two signs of prescription drug abuse.

**Collaborative Partners:**
- AODA/Mental Health Coalition
- Price County Sheriff department
- Radio station
- Three school districts

**Resources:**
- Associate time
- Travel
- Volunteer time (AODA coalition members including hospital participants)
- Marketing department associate time
- Print and advertising materials (billboard)

**Supporting Information:**
- Target population: All residents of Price County
- Health Equity Focus: N/A
- Policy/System/Environmental Strategy: No
- Evidence based program: The Good Drugs Gone Bad website states that it is an evidence-based program.
STRATEGY 2: PARENTS WHO HOST, LOSE THE MOST

The AODA/Mental Health Coalition will conduct a communication campaign to increase awareness among community members, especially parents and youth, of underage drinking and its consequences using the Parents Who Host materials. This will include:

- Direct mail letter to parents of graduating students and prom age students
- Educate student groups
- Yard signs and media

Medium-term Performance Indicator:
- By June 30, 2018, increase the percent of parents in Price County disapproving of their child consuming alcohol by five percent with Youth Risk Behavior survey serving as the baseline.
- By June 30, 2019, increase the number of schools involved to four.

Collaborative Partners:
- AODA/Mental Health Coalition
- Sheriff’s department
- Local schools
- Radio
- Newspaper

Resources:
- Associate time for coalition meetings and travel
- Printing and advertising

Supporting Information:
- Target population: Parents and youth in Price County
- Health Equity Focus: N/A
- Policy/System/Environmental Strategy: No
- Evidence Base: *What Works for Health* states there is “expert opinion” that supports Mass Media Campaigns Against Underage and Binge Drinking. Parents Who Host Lose the Most is listed as one example of this kind of intervention.
STRATEGY 3: COMMUNITY AWARENESS OF LOCAL PROVIDERS

The AODA/Mental Health Coalition will update and distribute brochures of providers and agency contacts working with mental health/AODA in our county.

Medium-term Performance Indicator:
- By June 30, 2019, increase the number of organizations distributing the guide from only the coalition to three more organizations based on 2016 active coalition organizations.

Collaborative Partners:
- AODA/Mental Health Coalition
- Marshfield Clinic
- Local counseling centers

Resources:
- Associate time (coalition meetings)
- Meeting expenses (refreshments, handouts)
- Development and printing of Guide

Supporting Information:
- Target Population: All residents
- Health Equity Focus: N/A
- Policy/System/Environmental Strategy: No
- Evidence Base: None known
CHRONIC DISEASES, NUTRITION AND HEALTHY EATING

Goal:
Create a culture of healthy eating and active living in Price County in order to reduce the impact of chronic disease and connect people with resources and opportunities for high quality foods and physical activity.

Long-term Performance Indicator:
Decrease the percent of adults who are physically inactive from 19 percent to 17 percent by 2020.

STRATEGY 1: STRONG WOMEN PROGRAM (DOES INCLUDE MEN)
The Health and Wellness Coalition will offer this program to all to increase muscle mass and strength through this weight training program.

Medium-term Performance Indicator:
• By June 30, 2018, 80 percent of program participants will have increased their strength by 10 percent.

Collaborative Partners:
• Health and Wellness Coalition
• UW-Extension
• Volunteer trainers

Resources:
• Associate time
• Equipment
• Print, radio and advertising
• Travel
• Marketing time

Supporting Information:
• Target population: Adult residents of Price County
• Health Equity Focus: N/A
• Policy/System/Environmental Strategy: No
• Evidence Base: What Works for Health states that there is strong evidence (“scientifically supported” evidence) that activity programs for older adults improve health outcomes and improve mental health. Other potential beneficial outcomes include: reduced isolation, improved quality of life, increased activity levels, and reduced falls.
STRATEGY 2: 5210 PROGRAM

To encourage healthy eating and active lifestyles, the Health and Wellness Coalition will present the 5210 program to each of the following: two daycare facilities, two elementary schools, two community businesses, and two agencies/programs with a focus on the senior population (e.g., senior dining groups).

Medium-term Performance Indicator:
• By June 30, 2019, 75 percent of groups utilizing the 5210 program will implement at least two components of the program.

Collaborative Partners:
• Health and Wellness Coalition
• Price County Public Health
• Local schools and day cares
• Local business
• Aspirus
• Volunteers

Resources:
• Associate time
• Travel
• Print materials
• Marketing
• Media

Supporting Information:
• Target population: All in Price County
• Health Equity: N/A
• Policy/System/Environmental Strategy: No
• Evidence Base: The 5210 Program is noted four times in the What Works for Health database of evidence-based strategies to improve health. The 5210 Program is noted as an example program in four general strategies for health improvement. Those four strategies, with the strength of the evidence of their effectiveness, are as follows: nutrition prescriptions (expert opinion); screen time interventions for children (scientifically supported); point-of-decision prompts for physical activity (scientifically supported); prescriptions for physical activity (scientifically supported).
**Goal:**
To create a culture of knowledge and acceptance of an aging community.

**Long-term Performance Indicator:**
By June 30, 2019, increase from 8 to 16 – the number of businesses (hospitality, health care, faith community, etc.) in Price County that are considered dementia-friendly businesses as demonstrated by completing dementia-friendly training.

**STRATEGY:**
**DEMENTIA-FRIENDLY BUSINESS**
We will work with the Adult Resource Center to educate and train businesses how to approach and work with aging and dementia customers.

**Medium-term Performance Indicator:**
- By June 30, 2018, 75 percent of dementia-friendly training participants will demonstrate an increase in knowledge about how to effectively interact with persons with dementia (as demonstrated on the Participant Quiz).

**Collaborative Partners:**
- Adult Resource Center
- Alzheimer’s Association
- Flambeau Home Health and Hospice
- Price County Senior and Aging

**Resources:**
- Associate time
- Travel
- Marketing
- Print

**Supporting Information:**
- Target population: All businesses in Price County
- Health Equity Focus: N/A
- Policy/System/Environmental: System
- Evidence Base: Dementia-friendly business is a training developed by the Alzheimer’s Association, an expert in the field of dementia.
This implementation strategy outlines a three-year community health improvement process. Each year within this timeframe Flambeau Hospital will:

- Participate actively in the active coalitions in Price County
- 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

Contact Information

If you are interested in serving on one of these Coalitions please feel free to contact Kathy Klein, Flambeau Hospital at 715-762-7575. Flambeau Hospital is committed to these efforts and has aligned community benefit investments to ensure sustainability until the next assessment has been conducted.

Approval Information

This Implementation Strategy Report was adopted by the hospital’s board on June 2, 2016.