2016 Community Health Needs Assessment
Implementation Plan: St. Mary’s Hospital - Superior

The full Community Health Needs Assessment conducted collaboratively by Essentia Health and Douglas County Public Health can be found online at www.essentiahealth.org/main/community-benefit-chna.aspx

Essentia Health-St. Mary’s Hospital Superior has designed an implementation strategy with internal stakeholders as well as additional external partners and stakeholders who represent the existing healthcare facilities and resources within the community that are available to respond to the health needs of the community as identified in this assessment.

This implementation strategy will be reviewed and approved by the hospital’s board of directors prior to November 15, 2016.

2016 COMMUNITY HEALTH NEEDS ASSESSMENT OBJECTIVES
In conducting the 2016 Community Health Needs Assessment, Essentia Health has collaborated with community partners to work towards a healthier Douglas County and embraced these guiding principles:

• Seek to create and sustain a united approach to improving health and wellness in our community and surrounding area;
• Seek collaboration towards solutions with multiple stakeholders (e.g. schools, work sites, medical centers, public health) to improve engagement and commitment focused on improving community health; and
• Seek to prioritize evidence-based efforts around the greatest community good that can be achieved through our available resources.

The goals of the 2016 Community Health Needs Assessment were to:
1. Assess the health needs, disparities, assets and forces of change in St. Mary’s Hospital Superior service area.
2. Prioritize health needs based on community input and feedback.
3. Design an implementation strategy to reflect the optimal usage of resources in our community.
4. Engage our community partners and stakeholders in all aspects of the Community Health Needs Assessment process.

COMMUNITY HEALTH NEEDS ASSESSMENT PRIORITIES

The in depth assessment and community focus groups resulted in the identification of four (4) community health priorities. The needs were prioritized as follows:
1. Physical Inactivity
2. Alcohol and other drugs
3. Mental Health
4. Tobacco Use

IMPLEMENTATION PLAN METHODOLOGY
In order to formulate an implementation plan that would work to address the above priorities, the hospital worked to create a plan would include the following for each priority area:

1. Overarching goal(s)
   a. Targeted strategies
   b. Clear objectives
   c. Tactics where necessary
2. Priority Population(s)
3. Potential Partners
4. Metrics

Therefore, the following implementation plan will outline the goals, priority populations, metrics and as able will begin to identify the tactics to be included in meeting the goals. Additional tactics and resources needed will be added to this plan as necessary.

This implementation plan will be reviewed on a biannual basis, progress will be shared with hospital leadership and the board of directors.
## Priority Area: Physical Activity

### Goal #1: Increase physical activity and support healthy-weight promoting behaviors in Douglas County.

**Strategy #1:** Collaborate with partners and stakeholders within Douglas County to increase opportunities for physical activity and healthy-weight promoting behaviors.

**Objective #1:** Identify priority populations based on community data and focus groups.

**Objective #2:** Review current physical activity and healthy-weight promoting opportunities in Douglas County.

**Objective #3:** Review evidence based best practices on increasing physical activity and healthy-weight promoting behaviors.

**Objective #4:** Increase community awareness of physical activity and healthy weight promoting opportunities through active partnerships.

### Tactics:
- Collect baseline data on current physical activity minutes in Douglas County as well as other supporting data points
- Increase physical activity offerings at local YMCA for seniors
- Partner with City of Superior on Active Transportation Planning
- Explore feasibility and necessary partnerships to launch Safe Routes to School Program in Douglas County in 2018
- Expand Diabetes Prevention Program offering through key partnerships
- Review current public school policies on active recess
- Determine if through key partnerships, physical activity minutes at Douglas County Public Schools can be increased
- Work with partners to promote healthy-weight behaviors throughout Douglas County
- Review current information related to access to fresh and healthy food within Douglas County

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<tr>
<th>Potential Partners</th>
<th>Priority Population(s)</th>
<th>Sources of Measuring Outcomes</th>
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<tbody>
<tr>
<td>Douglas County School Districts, Superior YMCA, Douglas County Health &amp; Human Services, Local Government, Local non-profit organizations</td>
<td>Senior citizens, youth</td>
<td>Bridge to Health: physical activity minutes, consumption of fruits/vegetables, Wisconsin Department of Health Nutrition and Physical Activity Data, Douglas County Health &amp; Human Services Data,</td>
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### Priority Area: Alcohol and other drugs

**Goal #1: Decrease the negative impact of alcohol on priority populations, specifically, alcohol use in youth.**

- **Strategy #1:** Collaborate with partners and stakeholders in Douglas County to increase awareness of dangers of alcohol abuse and behaviors associated with legal and responsible alcohol use.

- **Objective #1:** Meet with Douglas County Public School Districts and other key partners to learn about current programming related to alcohol use for area youth.

- **Objective #2:** Identify evidence based best practices related to promoting a healthy attitude towards alcohol in youth, determine if programs overlap with other CHNA priority areas.

- **Objective #3:** Identify key partners and stakeholders related to alcohol use in youth.

- **Objective #4:** Implement programming collaboratively with community partners and stakeholders as able and necessary.

**Tactics:**
- Review and/or collect baseline data on behaviors in Douglas County youth related to binge drinking
- Increase community education on responsible alcohol use
- Increase community awareness on dangers of youth alcohol use
- Implement programming if gaps exist for area youth on responsible behaviors related to alcohol

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<td>Douglas County Public Schools, Area Youth-Serving Organizations, Local non-profits, Douglas County Health &amp; Human Services</td>
<td>K-12 Students in Douglas County Public Schools</td>
<td>Wisconsin Epidemiological Profile on Alcohol and Other Drug Use, Wisconsin Youth Risk Behavior Survey</td>
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**Goal #2: Decrease the negative impact of other drugs on adults in Douglas County.**

- **Strategy #1:** Update and reform prescribing practices related to opiates.

- **Objective #1:** Share updated prescribing practices with local partners and stakeholders.

- **Objective #2:** Review additional evidence based best practices related to drug use in adults.

- **Objective #3:** Collaborate with community partners and stakeholders on efforts focused on decreasing drug use and abuse.
Tactics:
- Continued work on Essentia Health initiatives on opiates
- Increase community awareness of Essentia Health initiatives on opiates
- Strategically partner in the community to decrease drug use

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<td>Local law enforcement, local paramedics, local fire departments, other health care organizations, Douglas County Health &amp; Human Services</td>
<td>Adults in Douglas County</td>
<td>Bridge to Health Survey, Wisconsin Epidemiological Profile on Alcohol and Drug Use, Douglas County Health &amp; Human Services Data, Local law enforcement data</td>
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## Priority Area: Mental Health

### Goal #1: Improve mental health and well being in Douglas County.

Strategy #1: Increase awareness about what creates mental well-being and resilience.

Objective #1: Review evidence based best practices on increasing awareness of mental well-being.

Objective #2: Identify community partners and stakeholders.

Objective #3: Identify resources needed for community-wide campaign or efforts.

**Tactics:**
- Review baseline data on current perception of mental health and well being for Douglas County.
- Work with partners and stakeholders on community wide campaign related to resiliency.
- Work with partners and stakeholders on community wide campaign related to mental well being.

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<td>Local coalition on mental health, local non-profit organizations, local mental health providers, local social services providers/agencies, Douglas County Health &amp; Human Services, higher education, Douglas County Public Schools, local law enforcement, faith community</td>
<td>Adults and children in Douglas County</td>
<td>Bridge to Health Survey, Wisconsin Department of Health Data, Douglas County Health &amp; Human Services Data.</td>
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### Goal #2: Continue to work to improve access to mental health resources and care.

Strategy #1: Increase awareness of current mental health resources within Douglas County.

Objective #1: Identify gaps in seeking mental health care in Douglas County.

Objective #2: Work with partners and stakeholders to promote current mental health resources within Douglas County.

**Tactics:**
- Increase visibility of mental health resources in Douglas County.
- Promote current resources through active partnerships and communication channels.
- Increase providers’ knowledge of current mental health resources within Douglas County.
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<td>health providers, local social services providers/agencies, Douglas County Health</td>
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<td>Douglas County Health &amp; Human Services Data, Essentia Health</td>
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<td>&amp; Human Services, higher education, Douglas County Public Schools, local law</td>
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<td>Re-visits at Emergency Department data</td>
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<td>enforcement, faith community</td>
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<td>Priority Area: Tobacco Use</td>
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<tr>
<td><strong>Goal #1: Decrease impact of tobacco on priority populations.</strong></td>
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<td><strong>Strategy #1: Increase community awareness of the negative health effects of tobacco.</strong></td>
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<td><strong>Objective #1: Increase community capacity to address tobacco use.</strong></td>
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<td><strong>Objective #2: Increase community educational opportunities to learn of the negative health effects of tobacco in youth and pregnancy.</strong></td>
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<td><strong>Objective #3: Increase community and media based outreach on the negative health effects of tobacco in youth and pregnancy.</strong></td>
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<td><strong>Tactics:</strong></td>
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<tr>
<td>● Increase access to tobacco treatment specialists</td>
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<td>● Promote opportunities for pregnant women and post-natal women to quit smoking</td>
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<td>● Increase education of the negative health effects of e-cigarettes in youth</td>
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<td>● Work with partners and stakeholders to identify opportunities to raise community awareness of the negative health effects of tobacco, including e-cigarettes</td>
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<td>Douglas County Public Schools, Local non-profit organizations, State Health Organizations, Douglas County Health &amp; Human Services, Essentia Health Providers, TTS Counselors, Wisconsin Quit Line, Douglas County WIC</td>
<td>Youth, pregnant women</td>
<td>Bridge to Health Survey, Wisconsin Epidemiological Profile on Alcohol and Other Drug Use, Wisconsin Youth Risk Behavior Survey, Wisconsin Interactive Statistics on Health</td>
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