

Implementation Strategy and Community Benefit Plan

Avera Creighton Hospital

For FY2016-2018

Summary

Avera Creighton Hospital (ACH) is a critical-access hospital, located in Creighton, Ne with a mission to oversee that the full continuum of quality health care services is made available to the people in its region. The facility's service area is defined geographically as Knox County, Nebraska.

This report summarizes Avera Creighton Hospital's plans to address the prioritized needs from the 2016 Community Health Needs Assessment conducted by the North Central District Health Department (NCDHD). The CEO shared the assessment and asked for feedback from the medical staff and a CHNA Committee.

Prioritized Needs Identified

As part of the CHNA, the Committee discussed the data gathered and came to a consensus, ranking the top health need of Knox County as follows:

- 1) Weight management
 - a. Increase nutrition education, healthy choices and awareness in the community.
 - b. Increase physical activity in the community.

Weight management is a vital component to the progress we make on several health indicators in Knox County, including heart disease, cancer, and diabetes. Heart disease is the leading cause of death in the North Central District, with cancer being the second leading cause of death. Within Knox County's Medicare population, 35% reported having any heart disease, which is more than the 25% reported from the State of Nebraska and the 32% reported from the district. Diabetes continues to be a focus area and can be greatly impacted by proper nutrition and exercise. 29% of the population in Knox County had an overall Body Mass Index (BMI) of 30 or greater, qualifying them as obese. Knox County reported 33% of the population being physically inactive, compared to 31% in the district and 24% in the state.

What Avera Creighton Hospital will do to address community health needs

The committee has set the following goals to address community health needs:

- Promote weight management through hospital and public health initiatives. By encouraging more people to make healthy choices, the anticipated long-term impact is reducing obesity and related chronic diseases.
- Reduce the amount of Knox County residents with an overall BMI of 30 or greater from 29% to 25%, by 2019; this will be measured by the Behavioral Risk Factor Surveillance System (BFRSS).
- As measured by the NCDHD, reduce the population in Knox County who are physically inactive to from 33% to 29% by 2019.

Action Plans

1. Promote weight management:

a. Nutrition: The CHNA Committee is exploring options for nutrition education and awareness in the community. Partnerships with the grocery store and local restaurants are being considered to promote healthy options that the community will accept. A first step will be to examine the options and portion sizes at the hospital's Caring Hearts Café, which is available to staff and the public. Vending machine choices will also be explored. The committee discussed reaching out to various partners in hopes of hosting a Farmers' Market at the hospital. Demonstrations, with the healthy recipes, could be incorporated.

b. Physical Activity: Through the wellness center, Avera Creighton Hospital will continue to promote physical activity by offering an affordable facility to exercise in. Leaders will research offering classes that appeal to community members across the age spectrum. ACH hopes to secure a location and instructors by fall 2016.

The To Your Health program will continue to be offered to employees and promoted by leaders. A similar wellness program, with incentives and support, will be explored for community members.

Grants will be researched to assist in creating a walking trail for residents. In addition, a community resource guide will be created so that opportunities for outdoor exercise are more publically recognized.

c. General Awareness: AMG-Creighton will continue to offer "Know Your Numbers" every weekday. This is a program that offers screening lab work such as a glucose, CBC, thyroid or cholesterol panel. "Know Your Numbers" will be publicized more heavily to ensure community members understand how to access their health information and the importance behind it.

Nutrition and physical activity awareness and education events will be held for the public. Leaders will look into providing education at community events throughout Knox County.

Other Significant Health Needs in North Central District

As outlined in our CHNA, there were other significant health needs identified in the North Central District. Due to limited resources, these will not be focused on by Avera Creighton Hospital. We are already committed to several of the areas and will contribute where appropriate.

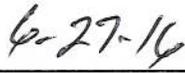
- a. Aging Population and Related Illnesses: Avera Creighton Hospital also operates Avera Creighton Care Centre, a 47 bed skilled nursing facility. Services include Adult Day Care, hospice support, respite and others. We work with Avera@Home and other agencies to coordinate home care for elderly residents.
- b. Housing/Environmental: Avera Creighton Hospital actively participates with the Chamber of Commerce and promotes economic development in Knox County. An Avera Creighton leader serves on the Steering Committee for the Leadership Knox County program, which promotes active community participation and economic development.
- c. Mental Health: Avera Creighton Hospital has worked to increase availability to mental health services. We recently added two mental health professionals to our outreach services and also offer telemedicine regularly in this area. Leaders from Avera Creighton participate on the Knox County Cares committee, which focuses on community wellness including substance abuse, etc.

Approval

By signing below, the officer of the Avera Creighton Hospital Advisory Council swears that the Advisory Council has, at its June 27, 2016, meeting, reviewed and approved the Community Health Needs Assessment's Implementation Strategy and Community Benefit Report.



Signed



Date

Steve Schindler, VP
Printed Name and Title