Summary

This Implementation Strategy report summarizes Avera Gregory Hospital’s plans to address the prioritized needs from the 2019 Community Health Needs Assessment. The hospital recognizes that the Implementation Strategies in this report are to be used as a guide and will serve as a framework in addressing the identified needs. As the hospital moves forward, many resources, on-going commitments and partnerships will be necessary to effectively assist in creating healthier communities in Gregory County and the surrounding area.

Prioritized Needs Identified

As part of the CHNA, the committee discussed the data gathered and came to a consensus, ranking the health needs of Gregory County as follows:

1. Public awareness of hospital/clinic services
2. Nutrition education

What Avera Gregory Healthcare Center will do to address community health needs

1) Public awareness of hospital/clinic services

- Current activities
  - The Avera Gregory Healthcare Center currently has a limited awareness program to the community. We have bi-weekly ads in the paper that primarily advertise open positions or when a new professional joins the staff. Our center participates in most sponsorship opportunities with local sports teams and the schools. We also plan, coordinate, and conduct a yearly fundraising event to raise money for scholarships for community members in the healthcare field.
  - The Avera system has an extensive community outreach program throughout the state of South Dakota. The system has a partnership with a local news program that promotes awareness of health care topics in the communities that we serve. Avera also has television, radio, and newspaper advertisements that promote the system as a whole with focus on healthcare topics that affect our population.

- Proposed activities
  - Expanded media presence to include social media
    - Currently the healthcare center has a limited presence in our local paper. Going forward we are going to increase our presence with monthly healthcare related articles to inform our service area of changes in the delivery and implementation of healthcare in our community. In addition we will expand our advertising into social media. Specifically Facebook and our Avera webpage will serve as a resource for more information and interaction with the local community. This will
allow us to develop a dialogue with the community on healthcare topics vs. the typical one sided conversation of traditional marketing. The focus will be on health and wellness and not the traditional model of advertising to increase revenue.

- This effort will require an increase in our marketing budget and assistance from the Avera system in order to select and promote topics that have a real impact on the health and wellness of our community.
- The intent of this effort is to make our healthcare center a place where the healthy go to maintain that lifestyle vs a place where sick community members go to get well. The community outreach program will focus on heart diseases, cancer, and motor vehicle accidents throughout the three years as these are the leading cause of death in our service area. Our goal is to see a 1% reduction in all three of these areas over the three year period.
- The healthcare center has many partners that can assist us with this activity. We will work with the local chiropractic community, the local dentist, the community health nurse, and the school to ensure that we incorporate the medically underserved and high risk populations in our community.

- Partnership with the school to promote awareness
  - The Avera Gregory Healthcare Center will work with the local school administration to expand our job shadowing program and conduct education within the school. We will also create positions within our long term care center to allow high school students to develop real world experience with healthcare in our community.
  - Our facility will commit administration, nursing, physical therapy, an athletic trainer, physician time to ensure that this program will be successful. Additionally, we will commit positions in our center to ensure high school students can work in healthcare with more flexible scheduling.
  - The anticipated impact of this program is to raise awareness of healthcare, needs, services and resources in our community within the younger population before lifelong habits can be formed. The local school is a nexus of activity within our community and we feel more involvement in this institution will have a cascading effect throughout the community.
  - We will collaborate with the Gregory School System.

2) Nutrition Education

- Current activities
  - Nutrition education in the community is currently extremely limited. We contract with a dietitian to provide counseling to high risk community members and our long term care center residents.
  - We are unaware of other governmental or not for profit programs in our service area that promote healthy eating and good nutritional choices.

- Proposed activities
  - Community fellowship meals
    - The Gregory Healthcare Center will work with partners to conduct monthly community fellowship meals. This program will promote healthy eating choices and communicate resources to our elderly population in order to promote awareness.
    - The Gregory Healthcare Center will commit to no less than one meal per year and involvement of staff in the preparation, cooking, and service of these dietary education programs.
- We feel this program is a vessel to communicate with a section of the population that otherwise would not be served. Our hope would be that we raise awareness of healthy eating choices and proper nutrition. Our indicator of success will be a 1% reduction of obesity within Gregory County by the end of 2021.
- We will collaborate with the local food bank, the senior meals services, and the local churches to ensure that these are conducted monthly by one of the partner members in our community.

- Partnership with the local grocery store
  - The community we serve only has two small grocery stores to service our population. We will work with the management and staff of these grocery stores to promote healthy eating and good food choices throughout this period. This will include more nutritional information on the products that they sell and a rating system to allow consumers to make healthy choices when shopping.
  - We will commit the expertise of our staff and the time necessary to collaborate with the grocery stores on this program. We will also assist financially in the production of materials and marketing.
  - Our indicator of success will be tied into our first activity and will be a 1% reduction of obesity within Gregory County by the end of 2021.
  - Our healthcare system will partner with Buche Grocery store in Gregory, SD and Green's Grocer in Burke, SD.

Approval

By signing below, the officer of the Board of Advisors to the Avera Gregory Healthcare Center swears that the Board of Advisors has, at its October 28, 2019, meeting, reviewed and approved the Implementation Strategy for our Community Benefit Report.

[Signature]
Signed

[Date]

[Printed Name and Title]
Chairman of Advisory Board