



HEGG
Health Center

An Avera Affiliate

2019 Implementation Strategy

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Introduction

This Implementation Strategy report summarizes Hegg Health Center'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 Rock Valley and the surrounding area.

Significant Health Needs & Implementation Plan

While our community has countless positive qualities, there are significant needs that exist in our community. The prioritized needs, listed below, were identified in the 2019 Community Health Needs Assessment and will be addressed by Hegg Health Center.

1) Obesity

- Current Hegg Health Center activities include:
 - Rock Your Ride, a bicycling program for youth has been hosted by the facility the past five summers.
 - Hegg Health Center maintains a community wellness center, which offers personal training and group fitness classes.
 - HANK (Healthy Active Nutritious Kids) is a program for the local community grades K through 4 that provides healthy eating tips and information on how to stay active.
 - The Cooking with HANK program was created based on the HANK program and provided for elementary school age students and includes a healthy snack, time for activities, and teaches the students ways to be healthy and active on their own. The students also cook their own meal to take home to their family.
 - Hegg's Healthy Helpings, a program designed to make it easier for families to have a healthy meal, together at home, by allowing participants to create 10 healthy freezer meals.
- Current resources offered within Rock Valley and Sioux County:
 - There are many summer recreation programs that take place in Rock Valley for children, many of which promote physical activity.
 - Let's Go 5210, an effort of the Coalition for a Healthy Sioux County community groups to help kids develop healthy habits around eating and physical activity.
 - The Sioux County Trails Council and many local communities, including Rock Valley, have developed trail systems to increase access for biking, walking, and running.
 - A National Diabetes Prevention Program (NDPP) is offered periodically in each community with a health care system through a county-wide partnership.
- Proposed Hegg Health Center activities:
 - Continue to collaborate with Community Health Partners of Sioux County and the other three hospitals within Sioux County to improve and assess current programs listed above.
 - Create, develop, modify, and implement at least one health bases program for kids, adults and/or families annually.
 - Action and Strategies
 - I. Provide education on the importance of physical activity and healthy eating at local schools.
 - II. Host summer physical activities for local youth
 - III. Create potentially unique summer activity programs that will appeal to both adults and youth
 - Resources Committed
 - I. Staff time
 - II. Financial resources
 - Anticipated Impact
 - I. Encourage more people and families to move at all times of the year
 - II. Educate the community about the resources available such as the wellness center, trail system, community gyms, swimming pool, etc.

- III. Influence community members of all ages to engage in physical exercise and healthier eating
 - IV. Reduce the percentage of obesity rates within the community
- Collaboration with Others
 - I. Local community schools
 - II. Local day-care centers
 - III. Local businesses to partner in sponsoring activities
 - IV. Community Health Partners of Sioux County (CHP)
- Promote healthy eating within the community
 - Action and Strategies
 - I. Work with dietician and diabetic education staff to develop and distribute healthy recipes to community members
 - II. Work with Community Education department to distribute education materials on the importance of healthy eating
 - III. Work with dietician to create a monthly healthy meal option at the hospital's Bistro
 - IV. Host a farmer's market for the community
 - Resources Committed
 - I. Staff time
 - II. Financial Resources
 - Anticipated Impact
 - I. Influence community members to make healthier choices when it comes to food and nutrition
 - II. Provide a healthy meal option to hospital visitors and staff
 - III. Decrease the community obesity rate through healthy eating
 - Collaboration with Others
 - I. Local community schools
 - II. Local businesses
 - III. Local farmers
 - IV. CHP

2) Mental Health

- Current Hegg Health Center activities include:
 - Educating patients on available mental health services and assist in distributing local resource materials
 - Training of healthcare providers, mental health agencies, schools, and individuals about Adverse Childhood Experiences (ACES)
- Current resources offered within Rock Valley and Sioux County
 - Several sizeable mental health agencies serve Rock Valley and Sioux County, which include: Creative Living, Hope Haven, and Seasons Center.
- Proposed Hegg Health Center activities:
 - Continue to conduct the activities listed above
 - Provide mental health education for staff members of organizations that interact with the public
 - Actions and Strategies
 - I. Distribute educational materials regarding stress management
 - II. Promote awareness of de-escalation processes
 - Resources Committed
 - I. Staff time

- II. Financial resources
- Anticipated Impact
 - I. Increase community awareness on the importance of stress management and de-escalation techniques
 - II. Provide community members with tools and knowledge to handle stressful situations and provide support when the need arises
- Collaboration with Others
 - I. Local schools
 - II. Local mental health facilities
 - III. Local businesses
- Increase the awareness of local mental health resources available
 - Actions and Strategies
 - I. Social Services managers and clinic providers work together to ensure that patients showing signs of needing mental health resources receive that information
 - II. Work with local mental health providers to compile a list of services available to provide to patients
 - III. Work with Employee Assistance Program to develop and distribute education on what to expect during a first encounter with the program
 - Resources Committed
 - I. Staff time
 - II. Financial resources
 - Anticipated Impact
 - I. Reduce the stigma of mental illness
 - II. Provide needed resources to patients seen at Hegg Health Center when showing signs of mental health issues
 - III. Improve mental health and awareness of individuals living within Rock Valley and Sioux County
 - Collaboration with Others
 - I. Community Health Partners (CHP)
 - II. Creative Living
 - III. Avera Behavioral Health
 - IV. Sioux County mental health team
 - V. Other local mental health facilities

3) Translation and Interpretation

- Current Hegg Health Center activities include:
 - Hegg Health Center currently employs two interpreters
 - E-interpreting services are available at Hegg Health Center
- Current resources available within Sioux County include:
 - Workshops for interpreters are offered at Northwestern College in Orange City
 - CASA is an advocacy group working to welcome all cultures in Northwest Iowa
 - Medical provider organizations have resources to address translation and interpretation needs, primarily through interpretation. A county-wide group of interpreters meets on a regular basis and includes representatives from area healthcare organizations
- Proposed Hegg Health Center activities:
 - Continue to conduct the activities listed above
 - Increase the importance and availability of translation and interpretation to meet the satisfaction of the patient

- Actions and Strategies
 - I. Provide education for current and new interpreters to help address interpretation and the interpretation of medical terminology
 - II. Increase the hours and/or staff for interpreters to help cover appointments with patients in need of interpretation and written information translation
 - III. Use technological advances to make E-Interpreting services easier to access within the hospital and clinic
 - IV. Provide interpretation service in person with employed staff
- Resources Committed
 - I. Staff time
 - II. Financial resources
- Anticipated Impact
 - I. Increase in person translation for medical services to ensure safety and effective communication regarding the patient's health
 - II. Increase the availability and location of E-Interpreting services by being able to use devices such as tablets within the facility
 - III. Increase patient satisfaction from populations whose primary language is not English
 - IV. Increase the health of non-English speaking patients by providing proper and improved medical translation
 - V. Increase communication between the patients and providers
- Collaboration with Others
 - I. Sioux County Latino Coalition
 - II. Community Health Partners
 - III. Other community Latino groups or organizations
 - IV. Sioux County hospitals
 - V. Avera McKennan interpretation and translation services

4) Community Education with Focus on Parenting and Child Development

- Current Hegg Health Center activities:
 - Mommy and Me classes
 - Prenatal classes
- Current resources within Rock Valley and Sioux County:
 - Parent support programs such as Healthy Families of Sioux County and Early Head-Start serve targeted parenting groups
 - Community education programs provided by Love, Inc.
 - Mothers of Preschoolers (MOPS) provides support to mothers of young children
 - Strengthening Families (10-14) is offered through ISU Extension for interested schools
 - Juntos is a program for Spanish speaking families to help support parent involvement in supporting high school graduation and entry into higher education
- Proposed Hegg Health Center activities:
 - Continue to offer programs listed above
 - Develop, promote and provide educational information for parents on different stages of childhood development
 - Actions and Strategies
 - I. Create and develop educational materials that can be provided to local schools and/or churches that host parenting groups
 - II. Partner with local schools to provide parents with education regarding teenage substance abuse

- III. Assess, modify, create, and discontinue education programs that fit the needs of the community
- IV. Promote other local parenting community education resources
- Resources Committed
 - I. Staff time
 - II. Financial resources
- Anticipated Impact
 - I. Provide the community members with information specific to the different stages of childhood development in order to lay a foundation of success and build healthier communities
 - II. Provide parents of teenagers resources to help prevent substance abuse and use
- Collaboration with Others
 - I. Love, Inc.
 - II. Local community schools
 - III. Local churches
 - IV. Community Health Partners
 - V. Creative Living

Significant Health Needs Not Addressed

Hegg Health Center believes we are addressing all of the prioritized needs contained within our 2019 Community Health Needs Assessment.

Next Steps

For each of the priorities listed above, Hegg Health Center's CHNA committee will continue to collaborate with Community Health Partners and the other three hospitals within Sioux County to:

- Identify any related activities being conducted by others in the community that could be built upon.
- Develop measureable goals and objectives to capture the effectiveness of their efforts and ensure progress.
- Build support for the initiatives within the community and the city council.
- Develop detailed work plans and designate committee members to chair on each objective.
- Communicate progress on objectives with Community Health Coordinator.

Board Approval

This implementation strategy, addressing priorities identified in the most recent Community Health Needs Assessment was prepared for the October 24, 2019 meeting of the Hegg Health Center Board of Directors.

Hegg Health Center Board of Directors Approval:

Wade Gort

Wade Gort, Board President

10-24-19

Date