



2017-2019 Community Health Plan

(Implementation Strategies)

May 15, 2017

Community Health Needs Assessment Process

Chippewa Valley Hospital (the Hospital) in Durand, WI conducted a Community Health Needs Assessment (CHNA) in 2016. The Assessment identified the health-related needs of community including low-income, minority, and medically underserved populations.

In order to assure broad community input, Chippewa Valley Hospital created a Community Health Needs Assessment Committee (CHNAC) to help guide the Hospital through the Assessment and Community Health Plan process. The Committee included representation not only from the Hospital, public health and the broad community, but from low-income, minority and other underserved populations.

The Committee met throughout 2016 and early 2017. The members reviewed the primary and secondary data, reviewed the initial priorities identified in the Assessment, considered the priority-related Assets already in place in the community, used specific criteria to select the specific Priority Issues to be addressed by the Hospital, and helped develop this Community Health Plan (implementation strategy) to address the Priority Issues.

This Community Health Plan lists targeted interventions and measurable outcome statements for each Priority Issue noted below. It includes the resources the Hospital will commit to the Plan, and notes any planned collaborations between the Hospital and other community organizations and Hospitals.

It is important to note that the total population of Durand, WI is 1,931 people. Durand is located in Pepin County, a highly rural and the smallest county in Wisconsin; Pepin County includes four zip codes with a total of 7,469 residents. The Pepin County Health Department and The Hospital are challenged by the community's very small size, which often generates reticence regarding public participation in health-related activities. This is especially true around substance abuse (an identified community need).

Priority Issues that will be addressed by Chippewa Valley Hospital

Chippewa Valley Hospital will address the following Priority Issues in 2017-2019:

1. Chronic Disease Management

Chronic diseases are responsible for seven out of 10 deaths each year, and treating people with chronic disease accounts for 86% of our nation's health care costs. Chronic conditions are defined as conditions that are long-term, do not go away on their own, are rarely healed and can result in disability of some form. Chronic diseases include arthritis, asthma, cancer, cardiovascular diseases, depression and diabetes; the leading causes of both death and disability in the United States. Implementing preventative measures is of high value both to individuals and to the community at large.

**2. Obesity: Healthy Growth and Development, Food, Nutrition and Physical Activity **

The rate of Wisconsin adult obesity increased from 20 to 26 percent from 2000-2008 (Wisconsin Department of Health Services, Track 2010). "Easy access to nutritious food; clean air and water; safe transportation; healthy spaces for walking and playing and socializing; schools that equip youth with important health skills health care that prevents as well as treats; rewards for healthy behaviors over risky ones – these are goods created through shared decisions and actions, not just individual behaviors. Those who must help make and implement these decisions work in many fields, extending far beyond the health care sector."

Issues that will not be addressed by Chippewa Valley Hospital

The 2016 Community Health Needs Assessment also identified the follow community health issues that Chippewa Valley Hospital will not address. The list below includes these issues and an explanation of why the Hospital is not addressing them.

1. Environmental and Occupational Health

Rationale: Pepin County outcomes are superior to State outcomes in all but one category of exposure (housing with increased lead risk based on % of houses built before 1950). In addition, housing is not a competency of Chippewa Valley Hospital.

2. Mental Health

Rationale: Many of the mental health outcome measures for Wisconsin have positive trends (% of kids grades 9-12 feeling so sad or hopeless that they have stopped doing some usual activities; % of Wisconsin students in grades 9-12 seriously considering attempting suicide). The number of Pepin County residents with suicide listed as the primary cause of death is decreasing. Wisconsin is above the national average in percentage of alcohol use among adults at roughly 79%, whereas the national average is 55%. Unhealthy alcohol and drug use means any use of a substance that results in negative consequences. These substances include alcohol, prescription drugs and illegal mood altering substances. However, the hospital does not have the resources to address substance abuse.

3. Oral Health

Rationale: The Committee did not consider oral health to have high impact on overall population health for Pepin County. In addition, it is not a competency of the Hospital.

4. Communicable Disease

Rationale: The Pepin County Health Department is addressing this issue.

Board Approval

The Chippewa Valley Hospital Board formally approved the specific Priority Issues and the full Community Health Needs Assessment in 2016. The Board also approved this Community Health Plan.

Public Availability

The Chippewa Valley Hospital Community Health Plan was posted on its web site prior to May 15, 2017. Please see www.chippewavalleyHospital.org/PopularLinks/CommunityBenefit. Paper copies of the Needs Assessment and Plan are available at the Hospital, or you may request a copy from tali.schmitz@ahss.org

Ongoing Evaluation

Chippewa Valley Hospital's fiscal year is January-December. For 2017, the Community Health Plan will be deployed beginning May 15 and evaluated at the end of the calendar year. In 2018 and beyond, the Plan will be implemented and evaluated annually for the 12-month period beginning January 1 and ending December 31. Evaluation results will be attached to our IRS Form 990, Schedule H.

For More Information

If you have questions regarding Chippewa Valley Hospital's Community Health Needs Assessment or Community Health Plan, please contact tali.schmitz@ahss.org .

Chippewa Valley Hospital 2017-2019 Community Health Plan

Outcome Goals					Outcome Measurements									
CHNA Priority	Outcome Statement	Target Population	Strategies/ Outputs	Outcome Metric	Current Year Baseline	Year 1 Outcome Goal #	Year 1 Actual	Year 2 Outcome Goal #	Year 2 Actual	Year 3 Outcome Goal #	Year 3 Actual	Hospital \$	Matching \$	Comments
Chronic Disease Management	Provide opportunities for the community to learn chronic disease strategies	City of Durand and Pepin County	Community programs and classes	Diabetes management class	Classes not offered in 2016	12 attendees		15		15				
				Cholesterol management class	Classes not offered in 2016	10 attendees		20		20				
				Diabetes management class	Classes not offered in 2016	12 attendees		15		15				
	Sponsor a Health Fair to promote CREATION Health and healthy behaviors	City of Durand and Pepin County	Sponsor event with screenings: blood pressure, diabetes labs/education, labs and blood sugar checks	Number of attendees	Event not offered in 2016	50 attendees		75		100		\$1000	Pepin Co. EMS and Health Dept. offer in-kind services	
			Provide lab tests	Labs and blood sugar checks	0	25 tests		40		50				
			Provide physician referrals	Referrals to local providers	0	6 referrals		9		12				
			Provide information and resources on tobacco cessation and alcohol abuse	One-on-one education with Health Fair participants	0	10 people		10		12		\$100		
Obesity/Healthy Growth & Development	Provide educational materials on healthy lifestyles	City of Durand and Pepin County	Provide healthy lifestyle info and resources at Health Fairs	Health Fair (above) and Lobby materials	0	100 people		125		200		\$50		
	Support policy changes that support a healthy lifestyle		Work with the Pepin Co. Health Dept. to advance community policy and messaging: -Increasing consumption of fruits & vegetables -Increasing physical activity -Increasing breastfeeding -Decreasing the consumption of sugar drinks and high calorie foods	Participation with and support of Health Department efforts	0	200 people		225		250				Metrics related to CDC indicators as tracked by the Health Department