



## Sturdy Memorial Hospital 2013 Community Health Needs Assessment Plan Implementation Update

July 2016 (Updated as of July 11, 2016)

This document serves as the annual update on the CHNA implementation plan. This is the third and final year of a three year plan.

Listed below are the issues that were chosen as Sturdy's Community Health Needs Assessment (CHNA) priorities in 2013, along with notations of progress made to date on implementation.

### **Obesity/Nutrition**

Objective: Increase the availability of nutrition information and education to help reduce the growing rate obesity (up 11.5% in Massachusetts from 1990 – 2010 according to MassCHIP).

Target Populations: All Adults, Youth

<b>Strategy</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
Support wellness programming and education for area youth which promotes good nutritional habits and physical activity, and ultimately, reduces obesity.	Participated in Healthy Kids Days with the three YMCAs in April/May 2014.	Participated in Healthy Kids Days with two YMCAs in May 2015.	Participated in two YMCA Healthy Kids Days in May of 2016.
Provide healthy cooking demonstrations at the Hospital and possibly in the community.			Hospital held a healthy cooking demonstration March 23, 2016.
Pitch and/or write a health column for the local daily newspaper on proper nutrition		News story about proper nutrition was printed on January 11, 2015.	Wellness column in April of 2016 included nutrition information.

Continue to participate at HealthyChoices school-based health fairs to emphasize the importance of proper diet and nutrition.	Programs held in North Attleboro and Norton in 2014	Programs held in North Attleboro, Plainville and Seekonk in 2014/2015.	Programs held in Rehoboth, North Attleboro, Foxboro and Seekonk in 2015/2016.
Continue operating an outpatient nutrition counseling program and develop referral materials for the physicians' offices.	Completed and ongoing.	Completed and ongoing.	Ongoing.
Consider working with the YMCA and senior centers to identify opportunities to educate children, parents, and seniors about the benefits of healthy eating.			Program held in March of 2016 at North Attleboro YMCA. Participating in Livestrong YMCA program
Continue the Hospital's senior meals program, which offers nutritious, affordable meals to the elderly three days a week.	Completed and ongoing.	Completed and ongoing.	Ongoing.
Partner with area experts to promote the importance of doing 30 minutes of physical activity, any kind, daily.	Story in Sun Chronicle in January 2014, in collaboration with Attleboro YMCA, promoting physical activity.	Physical activity informational links added to the SMH website.	
Include information about proper nutrition and healthy eating tips on the Hospital's website			Completed in March 2016
Support the Attleboro YMCA's annual youth step challenge.	Sponsored/donated the pedometers for the Attleboro YMCAs annual step challenge in April 2014.	Sponsored/donated the pedometers for the Attleboro YMCAs annual step challenge in May 2015.	Sponsored/donated the pedometers for the Attleboro YMCAs annual step challenge in May 2016
Other		Held a Food drive to benefit three local food pantries in April 2015. Collected 532 pounds of food and personal care items. A staff physician made a monetary donation 2x the weight of the food items collected.	

## Diabetes Management

Objective: Bolster efforts related to diabetes management by educating patients to enable them to better manage their diabetes.

Target Populations: Adults with or at risk for diabetes

Strategy	2014	2015	2016
Continue inpatient glycemic control protocol with nursing, internal medicine, hospitalist, and pharmacy staff to improve outcomes related to glycemic control by ensuring appropriate dosing and monitoring.	Completed and ongoing.	Completed and ongoing.	Ongoing.
Continue to offer free diabetes support group.	Completed and ongoing.	Completed and ongoing.	Ongoing.
Primary care physicians at area medical practices continue to strictly monitor of patients' HbA1c levels and provide referrals to an endocrinologist on the Hospital's medical staff to facilitate compliance.	Completed and ongoing.	Completed and ongoing.	Ongoing.
Pitch and/or write a health column for the local daily newspaper on diabetes.	Submitted news release to Sun Chronicle in June 2014, in collaboration with Hockomock Y, to promote Men's Health Month and diabetes prevention program. Issued news release to local newspapers in November 2014 and promoted ADA certification to Sturdy staff and physicians. News column re: learning to manage diabetes was published in December 2014 issue of Sun Chronicle.	Diabetes story appeared in Sturdy's FY2014 Annual report, issued in February 2015.	Scheduled for November 2016.
Other.	Sturdy's diabetes program became certified by the American Diabetes		Sturdy applied for and received a grant to assist 100

	<p>Association in November 2014. In conjunction with the program, Sturdy offers Nutritional Counseling, Endocrinology, Ophthalmology, and Podiatry Services, a Wellness Exercise Program, and free Diabetes Support Groups. Patients in the Program utilize seven self-care behaviors to manage their diabetes: healthy eating, taking medication, problem solving, reducing risks, being active, healthy coping, and monitoring blood sugar.</p>		<p>patients attend the YMCA Diabetes Prevention Program and Chronic Disease Management Program, which is currently underway. Also working with the YMCA the program will be offered at local companies to remove the burden of travel and will be covered by the grant.</p>
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**Wellness and Physical Activity**

Objective: Promote wellness and the importance of staying physically active, at any age, through collaboration with area Ys.

Target Populations: All Adults

<b>Strategy</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
<p>Work in collaboration with the Cardiac Rehabilitation Department to offer and enroll patients in post-heart attack exercise classes and promote the benefits of exercise. Transition patients to area fitness clubs to continue regular exercise upon completion of Cardiac Rehabilitation.</p>	<p>Completed and ongoing.</p>	<p>Completed and ongoing.</p>	<p>Ongoing.</p>
<p>Continue to partner with area YMCAs to support people re: increased physical activity, improved nutrition, and management of chronic diseases.</p>	<p>Completed and ongoing; participated in and secured doctors for interviews in two Sun Chronicle stories in January 2014, in collaboration with Attleboro Y</p>		<p>Sturdy applied for and received a grant to assist 100 patients attend the YMCA YDPP and Chronic Disease</p>

	and Hockomock Y respectively, re: Y annual health & wellness expo and diabetes prevention program.		Management Program, which is currently underway.
Provide educational reference materials on the Hospital's website, and through affiliated medical practices and throughout our communities.	Completed and ongoing.	Completed and ongoing.	Ongoing.
Other.			April 2016, Sturdy launched its Wellness Weight Management Program, a comprehensive program that offers access to specialists in obesity medicine and addresses the health needs related to not only Obesity/Nutrition, but also Wellness and Physical Activity, Diabetes Management, and Heart Disease Prevention Education.

### Heart Disease Prevention Education

Objective: Enhance consumer education of heart disease and how to prevent it.

Target Populations: Adults at risk for heart disease and stroke, All Adults

Strategy	2014	2015	2016
Develop and implement a two year plan to educate women that the symptoms and signs of heart disease can differ between women and men, how to recognize and respond, and how to live healthier. Consider partnering with the YMCA.	Was focus of Sturdy website home page in from February – April 2014; newspaper column published in Sun Chronicle in February 2014; promoted internally in Sturdy employee newsletters in February 2014; Sturdy held “Go Red for Women” health fair in February 2014.	Sturdy held “Go Red for Women” health fair in February 2015.	February- Column on Heart Health published in Sun Chronicle Sturdy held “Go Red for Women” health fair in February 2016.

Continue to promote and hold a public heart health fair in February in conjunction with Go Red Day.	Completed and ongoing.	Completed and ongoing.	Ongoing.
Promote heart health on the Hospital's website.	Completed		
Continue to offer cardiac disease prevention, screening, education, and support programs, and promote access to cardiac care.	Completed and ongoing.	Completed and ongoing.	Ongoing.
Continue to promote stroke education and awareness – know the signs and how to respond – and offer support programs.	Completed and ongoing.	Completed and ongoing.	Ongoing.
Pitch and/or write a health column for the local daily newspaper on heart health.	Published in Sun Chronicle February 2014		Column published in Sun Chronicle February 2016

### **Cancer Prevention Education and Screening**

Objective: Enhance access to cancer prevention education and screenings offered by the Hospital.

Target Populations: All Adults

<b>Strategy</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
Promote the importance of screening mammograms and services available at the Hospital.	Completed and ongoing.	Completed and Ongoing. 3D Mammography Open House held for staff and public on February 26, 2015. Subsequent news story about the technology and Sturdy was printed on February 27, 2015.	Ongoing
Continue annual public education regarding breast health awareness.	Educational materials sent to area PCPs offices; raffle and giveaways in Mammography during the month of October 2013; story included in employee newsletters;	Raffle and giveaways in Mammography during the month of October 2014; story included in employee newsletters; new breast self-exam materials printed for	Ongoing

	news release sent to the Sun Chronicle (not published).	Mammography and PCP and Ob/Gyn practices. News column on breast cancer published in March 2015 Sun Chronicle. News story on genetic testing was published in May 3, 2015 issue of Sun Chronicle. Four lecture series for women cancer survivors was held in May 2015.	
Continue to offer early cancer detection and prevention through screening, education, and support programs.	Completed and ongoing.	Completed and ongoing.	Ongoing.
Conduct skin and cervical cancer screenings, and hold an educational program on prostate cancer awareness/prevention.	Skin cancer screening held in May 2014.	Skin cancer screening held in July 2015.	Skin cancer screening held in March 2016 and June 2016
Continue to assess smoking habits of inpatients and offer smoking cessation class and/or educational materials to smokers.	Completed and ongoing. Patients are referred to resources identified by the state.	Completed and ongoing. Patients are referred to resources identified by the state.	Completed and ongoing. Patients are referred to resources identified by the state.
Ensure efficient and expeditious care following diagnosis via our cancer care coordinator.	Completed and Ongoing.	Completed and ongoing. In addition, Sturdy was certified by the STAR Program® (Survivorship Training And Rehabilitation) in May 2015. This is a multidisciplinary program which supports patients living with cancer or in remission. It involves services such as physical therapy; occupational therapy, including lymphedema treatments; speech therapy; nutrition;	Completed and ongoing. Presented "Look Good, Feel Better" in March of 2015. Healthy Steps program scheduled for May 2016.

		mental health counseling; wellness, pulmonary, and cardiac rehabilitation programs; and social services.	
Work with primary care physicians' (PCP) offices to educate adults 50+ and those with family histories of colorectal disease to follow colonoscopy screening guidelines.	Completed and ongoing. PCPs did a complete retrospective review of patients who did not have colonoscopies at 50 or as scheduled and contacted each one in 2014.	Completed and ongoing.	Ongoing.
Work with local media to publish a story on the importance of colorectal screening and colorectal health, i.e.: proper nutrition, risk factors, problems to look for, etc.	Letter to the editor of Sun Chronicle issued and published in March.	Note the Hospital was down a Gastroenterologist in May 2014 and felt we would not be able to keep up with the demand if we promoted screening.	Column published in Sun Chronicle in March 2016.
Hold an educational program on colon cancer prevention.			
Continue to partner with CVNA Hospice to provide community palliative care education.	Completed and ongoing.	Completed and ongoing.	Ongoing. Held Health Care Proxy Informational Session in March 2016.
Other.	Held Annual Cancer Survivors Day event in conjunction with National Cancer Survivors Day in June 2014.	Sponsored The Relay for Life of Greater Attleboro and The Relay for Life of Mansfield in June 2015. Staff walked and distributed educational materials. The Radiology Department at Sturdy was named a Designated Lung Cancer Screening Center by The American College of Radiology (ACR) in May 2015. Held Annual Cancer Survivors	Scheduled Annual Cancer Survivors Day event in conjunction with National Cancer Survivors Day in June 2016.



		Day event in conjunction with National Cancer Survivors Day in June 2015.	
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**Access to Primary Care Physicians**

Continuity is a vital component of good health care so we strive to make sure our patients are connected to a primary care physician. Physician recruitment is an organizational priority with Sturdy dedicating human and financial resources to ensure people in our communities have access to care.

Objective: Continue to ensure members of the Sturdy communities have access to primary care and specialty physicians in the service area, as area needs suggest.

Target Populations: Adults, family health care decision makers

<b>Strategy</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
Continue to offer a free, live person physician referral service through the Hospital.	Completed and ongoing.	Completed and ongoing.	Completed and ongoing.
Continue to maintain updated physician referral/physicians accepting new patient’s listings on the Hospital’s website.	Completed and ongoing.	Completed and ongoing.	Completed and ongoing.
Continue to give printed information to patients in the emergency department (ED) to facilitate their follow up care.	Completed and ongoing	Completed and ongoing.	Completed and ongoing.
Continue to have members of the Hospital staff make follow up physician appointments for inpatients before they are being discharged.	Completed and ongoing.	Completed and ongoing.	Completed and ongoing.
Other.		We hired Nurse Practitioners and Physician Assistants at several of our primary care practices to increase access to primary care in the community.	

Sturdy is conducting its second Community Health Needs Assessment in 2016 to further identify major health concerns and potential barriers people are faced with so that Sturdy can continue to focus its health programming resources and services to most effectively meet the needs of the communities we serve. The report is scheduled to be posted on our website prior to the end of Fiscal Year 2016.