



THE RICHLAND HOSPITAL
and Clinics

2021

Community Health Improvement Plan



The Richland Hospital, Inc.

333 East Second Street, Richland Center, WI 53581

2020-2022 Action Plan



Richland Hospital CHIP • Community Health Improvement Plan

Introduction:

In 2020, The Richland Hospital, Inc. collaborated with county and area agencies on the Community Health Needs Assessment (CHNA) in the prioritization of health needs. The purpose of the CHNA was to provide data driven direction to our efforts. This 2020-2022 assessment summarizes The Richland Hospital action plan for components of primary and secondary data collection and analysis.

Based on the results of the data collection, the three priorities are identified below. The following plan will utilize the letter codes for each.

M

Mental
Health

S=

Substance
Abuse
Treatment
and Prevention

O

Overweight /
Obesity
Treatment and
Prevention

The Richland Hospital Community Connections team oversees the Richland Hospital CHIP. Members of that team include:

- Erin Barsness, Director of Community Relations and Marketing, Richland Hospital
- Ginny Moore, Executive Director, Richland Hospital Foundation
- Deanna Gochenaur, Volunteer Coordinator, Richland Hospital
- Brandon VanGalen, Exercise Physiologist, Richland Hospital
- Heidi Unbehaun, Occupational Therapist, Richland Hospital
- Robin Korneff, Accounts Payable Associate, Richland Hospital
- Robin Anderson, Patient Coordinator Assistant, Senior Life Solutions Program, Richland Hospital
- Patti Hutchcroft, Director of Senior Life Solutions Program, Richland Hospital

The following pages outline the goals, measurements, and descriptions addressing each of the health issues in this action plan.

M – Addressing Mental Health

1. Increase Mental Health Services

- This measure is based on survey responses to the question: “Thinking about your mental health, which includes stress, depression, and problems with emotions, for how many days during the past 30 days was your mental health not good?”
 - The value reported in the County Health Rankings is the average number of days a county’s adult respondents report that their mental health was not good. The measure is age-adjusted to the 2000 US population.
- In the Community Asset Mapping event participants shared that there is a lack of knowledge about the resources and assets readily available that can improve mental health. We hope to decrease the number of poor mental health days for people in the communities we serve by connecting them to the resources available.

M1a = Grow the Senior Life Solutions (SLS) program

Patty

Goal: To grow the program to provide maximum access and increase resilience and coping skills of the senior population.

Measures: Participation will consistently show an ADC of 8.

Description: The Richland Hospital’s Senior Life Solutions program is an intensive outpatient group counseling program that is designed to meet the unique needs of individuals over the age of 65 struggling with depression and anxiety, often related to aging. After growing the program to the maximum number of patients for the existing mental health team, the Richland Hospital’s goal is to support the need for additional staff and facility space. In 2020, there were 21 patients total.

M1b = Improve access to information about existing, local mental health resources

Goal: Promote the list of resources developed in 2017-2019 CHIP: the creation of a process and procedure where agencies, organizations, and groups can easily submit information about services or events to the hospital with the understanding that each will be assessed and, if appropriate, promoted via Richland Hospital website and social media channels.

- Support the presence of National Alliance of Mental Health (NAMI) in the community.
- Events and resources will be included on the Hospital calendar and website.
- Assist the Program Director with Marketing materials and resources. 2020 organized newspaper ads and social posts.

Measures: Identify the opportunities to promote the list of processes and procedures developed in 2017-2019 CHIP.

- Promote stigma elimination education and messaging.
- Senior Life Solutions maintains a binder that contains a list of local resources regarding mental health.
- Promote and grow an event more robust, offering mental health resources made available on www.richlandhospital.com in 2021.
- Be considered a solid resource for local mental health information by the end of 2022.
- Support regional and community partnerships aimed at improving mental health and well-being.

Southwest Wisconsin behavior health tab to access a list of resources.

Description: The Richland Hospital plans to enrich the health and wellness information already available on the www.richlandhospital.com to include information about local mental health resources.

2: Increase Mental Health Services

M2a = Facilitation and support for continuing education of Richland Hospital providers, staff and members of the community seeking additional formal education regarding mental illness/health.

Goal: Institute a grant or scholarship process to support the additional education requested to improve the mental health of the community.

Measures: By 2022, be in a position to have awarded the two grants.

Strategies:

- In year 1 (2020) - develop the guidelines and submit to the Richland Hospital Foundation for support. The 5K “Spring Sprout” run/walk event was organized to raise dollars for the grants.
- In year 2 (2021) - Award the first grant or scholarship to a Richland Hospital Provider and or staff.
- In year 3 (2022) - Award the first grant or scholarship to a community member.

Description: Richland Hospital Foundation supported grant or scholarship will help defray the high cost of education for Providers, Staff, and community members as they help build important mental health resources for the community.

M2b = Support the 2020 Patient Safety Plan (Phase 1)

Goal: Provide The Richland Hospital educational opportunities to improve mental health challenges will increase by 40% by 2022.

Measures:

In year one (2020) the projected number of Suicide/Mental Health educational opportunities is five (5).

- Promotion of National Alliance of Mental Health (NAMI) Meeting – social media awareness, all staff emails.
- Celebrate Mental Health Month (May)
- Participate in the Senior Expo providing information about Hospital services
- Suicide Awareness and Prevention week
- Winter Mental Health presentation

In year 2 (2021), we will increase the number by 20%. Break your stress meeting seminar; behavioral health emails sent from SLS Program Director; Southwestern WI Mental Health Grow through Adversity Summit.

In year 3 (2022) we will increase the number by 20 %.

Description: A new team will be developed to lead the Richland Hospitals’ Suicide Prevention work. This work will support the CHIP and the Joint Commission Compliance standards created to assist in the reducing the risk for suicide.

M2c = Support the Resolve Through Sharing® (RTS) Program

Goal: Increase awareness of the RTS program throughout the community.

Measure: Train more healthcare professionals in this program.

Description: teaches an organization proven evidence-based, compassion-first approaches to bereavement care. Their demonstrated “gold standard” bereavement education evolved over three decades of experience.

They have trained more than 50,000 healthcare professionals worldwide, in all kinds of organizations—from small-town hospitals to the United States military.

M2d = Support the 2020 Patient Safety Plan (Phase 2)

Goal: The new team will develop a new policy and practice guidelines to support this work at The Richland Hospital.

Measures: Develop a tool for gathering data supporting the environmental risk assessment to be conducted in patient care areas considered high risk in caring for suicidal patients.

- In year 1 (2020) - develop the tool. This includes the Columbia screening standardized within the hospital policy by the SLS Program Director.
- In year 2 (2021) - test, then full implementation of the tool.
- In year 3 (2022) - assess the data gathered for implementation and effectiveness.

Description: The Patient Safety Committee will review current policies and practice guidelines for alignment with the Joint Commission standards. Edits or adjustments will be made as needed. The new information will be shared with staff (and the community, as appropriate) to make necessary changes to support the patient safety plan regarding suicide recognition and prevention.

S – Addressing Substance Abuse Treatment and Prevention

Substance abuse and addiction includes all the excessive use of substances including alcohol, tobacco, prescription drugs, e-cigarettes, opioids, and other drugs that are harmful.

1. Increase and support maintaining and creating more access to resources for those battling substance abuse

- In the CHNA focus group meetings and the Asset Mapping event, participants identified that current resources need to be supported to continue providing more services that are still needed.

S1a = Support/Promote the availability of Narcotics Anonymous in Richland Center

Goal: Assist providing information about this program to those who would benefit from it.

Measures: Provide information from the program through material dissemination in our Emergency Department and throughout The Richland Hospital website.

- 2020: Drug Take-Back day in the community was shared to the TRH social media page; Narcotics Anonymous social awareness
- 2021: Not in My House campaign with Partners for Prevention Coalition for Richland County.

Strategies: Identify area programs in existence; add to resource binder; provide support to programs, as requested.

Description: Richland County Health and Human Services began the program in 2017. Narcotics Anonymous (NA) is patterned after Alcoholics Anonymous (AA). Groups are made up of individuals encouraging each other to discontinue the use of drugs and remain drug-free. Narcotics Anonymous utilizes a 12-Step Process to reflect the disease concept of addiction. Through this 12-step program, NA provides a recovery process and support group for people who are quitting substance abuse.

S1b = Provide addiction medicine in primary care settings through TRH Health Clinics

Goal:

1. Physicians Medication Assisted Treatment (MAT) certified

2. Muscoda Health Center (MHC) & Richland Clinic

- a. Support Dr. Andy Wright's practice in providing treatment to experiencing substance use disorders.

Measures: Dr. Wright's ability to maintain a balanced practice that provides access to patients seeking family medicine, obstetrics, and treatment of substance use disorders (SUDs.)

Description: Research additional support, integrating substance use disorders with primary care. Primary medical facilities provide a safe place for individuals with SUDs to engage in treatment without stigma attached. In addition, the primary care setting presents providers an opportunity to better identify, assess, intervene, and support patients with SUDs. Physicians involved in the MAT program strive to help recovering heroin addicts build a life worthy of living sober. In an effort to address the growing concern of heroin and prescription drug addiction, including overdoses.

S2a = Support local schools in their efforts to provide drug and alcohol free social opportunities for kids

Goal: Provide financial support and increased access for all local school district efforts.

Measures: An increase in these types of school sponsored activities.

- Sponsored post-prom parties at Richland Center High School, River Valley High School, Riverdale High School and Kickapoo High School.
- Virtual trainings with school aged children; the Richland Hospital supported the trainings and helped bring awareness to them.

Description: Local schools provide post-prom events and lock-ins for students to socialize after extra-curricular events.

- Increase awareness of the issues surrounding substance abuse and help create an environment of collaboration for increased change.
- Not in My House Campaign with Partners for Prevention Coalition of Richland County.
- In the CHNA, substance abuse was identified as a leading factor putting children and families at risk.

S2b = Support initiatives of RCCFAC

Goal: Support Richland County Children and Family Advocacy Council's (RCCFAC) efforts in decreasing substance abuse with hospital employee support, financial support, and improved information dissemination.

Measures: Increased the frequency of community events and initiatives designed to reduce any type of substance abuse. Support membership and meetings involving alcohol prescription, substance abuse, and child abuse preventions.

Description: Inherent in the philosophy of the Richland County Children and Family Advocacy Council (RCCFAC) is the belief that it is the responsibility of the entire community to prevent child abuse/neglect and all forms of substance abuse. The RCCFAC recognizes its opportunity in addressing these issues and strives to meet its responsibility by promoting public awareness, parent and child education, professional education, and staff development in child abuse/neglect and substance abuse issues within the home and community.

O – Addressing Overweight & Obesity Treatment and Prevention

1. Increase by 10% employee and family participation in organized activities that involve being physically active and provide information on healthy eating.

Goal: Throughout 2019, The Richland Hospital encouraged all employees and their families to attend at least two hospital promoted events that encouraged physical activity. An estimated 90 employees and family members took part in these activities.

Our goal during 2020 is to continue this strategy and improve rates of participation by 10%.

Measures: Track employee and family attendance at hospital sponsored walk/run events during 2020. The Richland Hospital will sponsor an Ugly Sweater Run/Walk in December and 5K Spring Sprout fun run/walk. Allison Ewing hosts a Get Fit Program as well as the Richland Hospital sponsoring an Easter Egg Hunt encouraging physical activity for families.

Description: Maintain attendance and promotions of events that encourage increased physical activity throughout our community.

O1b = Maintain our Baby Friendly Certificate

Goals: To have 80% of moms who deliver at Richland Hospital breastfeed initially. The Surgeon General's goal is to have 75% of mom's breastfeed initially.

Measures:

1. Maintain Certification
2. 80% of moms who leave The Richland Hospital breastfeeding with helpful resources.

Description: Breastfeeding reduces the risk of childhood obesity. The Baby-Friendly Hospital Initiative (BFHI) is a global program that was launched by the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF) in 1991 to encourage and recognize hospitals and birthing centers that offer an optimal level of care for infant feeding and mother/baby bonding.

O1c = Support Richland Fitness In Total (FIT)

Goals:

1. Help Richland FIT maintain a strong and sustainable coalition committed to preventing obesity in Richland County.
2. Increase awareness of Richland FIT by communicating the value to the community.

Measures: 2020: A member of the hospital's executive management team is one of the Co-Chairs of the Steering Committee. A Registered Dietitian sits on the Advisory Board.

1. Monthly utilize hospital resources to increase awareness of Richland FIT.
2. Record number of events Hospital staff participate in that are affiliated with Richland Fit.

Description: Richland FIT was funded by two grants that provided health educator support for these activities. Richland FIT is now a community coalition of community members and organizations who share in the passion of making Richland County a healthier place to live.

O2a = Support Summer Athletic Programs

Goal: Athletic trainers assist Richland Center and Muscoda school districts with summer strength training programs.

Measures: Number of students who attend these programs.

Description: Athletic trainers offer expertise in age appropriate strength training for each school district.

O2b = Host/participate/volunteer at community events that promote activity or healthy eating

Goal: Improve awareness about available opportunities to be physically active or to learn about healthy eating. To promote and celebrate The Richland Hospital's involvement in them.

Measures: Provide frequent information to the public on health and fitness related activities via multiple media sources, including radio, website, Facebook and print media.

Description:

1. Create a process by which it is easy for the services, groups, government agencies, and clubs to share information.
2. Utilize Richland Hospital resources including: website, social media, and newsletter. Physical Therapist, Brandon Barber, hosts "Pain Talks" introducing ways to live pain-free again. There are four talks throughout the year including the main topics of: shoulder, knee, hip, and back pain.
3. TRH staff guest on WRCO frequently.
4. Word of Mouth Promotion (WOMP): Share information, when appropriate, with staff and ask them to share the information with 3 people.
5. Record and document attendance at events.

Created and revised by Erin Barsness, Director of Community Relations and Marketing, and the Community Connections Team at The Richland Hospital, Inc.

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