

2023-25 Community Health Improvement Plan



ACTION PLAN



THE RICHLAND HOSPITAL
and Clinics

The Richland Hospital, Inc. | 333 East Second Street | Richland Center, WI 53581
RichlandHospital.com

The Richland Hospital and Clinics' Community Health Improvement Plan

INTRODUCTION

In 2022, The Richland Hospital and Clinics (TRHC) collaborated with county and area agencies, non-profit organizations, and members of the community in order to prioritize health needs in the greater Richland County, Wisconsin area. What resulted was our **2022 Community Health Needs Assessment**. The purpose of the Community Health Needs Assessment (CHNA) is to provide data-driven direction to our community health improvement efforts. This Community Health Improvement Plan (CHIP) summarizes TRHC's action plan. It should be noted that TRHC intends to enact elements of this plan in cooperation with the aforementioned county and area agencies, non-profit organizations, school districts, and the greater Richland County community.

Based on our 2022 CHNA report results, three community health 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

TRHC's Director of Community Relations and Marketing oversees the CHIP.

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



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M

Addressing Mental Health

During the 2022 Data Walk events and the subsequent Community Health Improvement Plan (CHIP) planning event in April 2023, participants shared that there is stigma around mental health issues, a deficit in mental health services available, and a lack of knowledge about existing resources available that can improve mental health in the greater Richland County area.

1. INCREASE MENTAL HEALTH SERVICES

M1a = Explore expansion of mental health services at The Richland Hospital and Clinics (TRHC)

Goal: Explore offering specialized mental health services at the Rural Health Clinics (RHC); expand services at TRHC in Richland Center

Measures:

- In 2023: Complete a pro forma for mental health services at the RHCs.
- In 2024: Explore offering mental health visits through a telehealth provider.
- Continue support of the existing collaborative practice with Dr. Cullen.
- Explore the opportunity to add an additional psychiatric NP and physician as consultants to primary care providers.

Description: The clinic leadership team will assess the viability & need for additional mental services in our service area.

M1b = Continue to grow the Senior Life Solutions (SLS) program

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

Measures: Participation will consistently show an average daily census (ADC) of 10 (increased from 8 in 2021).

Description: The Richland Hospital and Clinics' (TRHC) Senior Life Solutions (SLS) 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 anxiety and depression, often related to aging. After growing the program to the maximum number of patients for the existing mental health team, TRHC's goal is to support the need for additional staff and facility space.



M1c = Improve access to information about existing local mental health resources

Goal: Promote local mental health resources available to community members: 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 The Richland Hospital and Clinics' (TRHC) website, intranet, and social media platforms.

- TRHC is currently planning a website and intranet rebuild project for 2024-25. The next iteration of our website will contain extensive information regarding mental health resources available to individuals in the greater Richland County area.
- TRHC will serve as the hub from which area health care, state health agencies, and coalitions serving mental health solutions organize efforts in our greater service area. This hearkens back to M1b.
- TRHC will further expand the translation of key documents into Spanish.
- Consistent sharing of mental health support messaging on TRHC social media platforms, year-round.
- Consistent sponsorship of events hosted by non-profits addressing the mental health needs of the greater Richland County area.
- Offer quarterly opportunities for non-profits addressing mental health needs in our new, quarterly, external-facing 'Patients First' newsletter, to include news pertinent to residents of the greater Richland County area.
- TRHC advertising and sponsorship funds will be dedicated, in part, to this purpose.

Measures: Identify the opportunities to promote the list of processes and procedures developed in the 2019 Community Health Improvement Plan (CHIP) (delayed due to the COVID-19 pandemic)

- Promote stigma elimination education and messaging.
- TRHC's Senior Life Solutions (SLS) maintains a binder containing a list of local resources regarding mental health – this will be updated for 2023-25.
- Promote and sponsor established events managed by area mental health agencies and organizations.
- Be considered a solid resource for local mental health information by the end of 2025.
- Support regional and community partnerships aimed at improving mental health and well-being.

Description: TRHC intends to enrich the health and wellness information already available on our website at RichlandHospital.com to include information about local mental health resources.

2. INCREASE MENTAL HEALTH CONTINUING EDUCATION

M2a = Facilitation and support for continuing education of The Richland Hospital and Clinics' (TRHC) providers, staff, and members of the greater community seeking additional formal education regarding mental illness/health

Goal: Allocate existing sponsorship funding in the marketing department to support SafeTALK education in order to improve the mental health of the community.

Measures: TRHC will sponsor a minimum of two SafeTalk education events annually in the greater Richland County area.

Description: In cooperation with the TRHC Senior Life Solutions (SLS), the TRHC Suicide Prevention Task Force, and the TRHC Wellness Committee, the marketing department will ensure funding to continue the successful SafeTALK program initiated in 2020. This service provides continuing education to TRHC staff and community members about suicide prevention awareness and coincides with M2b.

M2b = Support the 2023 Patient Safety Plan (Phase 1)

Goal: Provide increased educational opportunities to staff and community members for improved suicide prevention awareness.

Measures:

- Year One (2023): Update hospital policy and in-house processes for compliance with The Richland Hospital and Clinics' (TRHC) new accrediting body (DNV) and improved suicide prevention screening/treatment of patients, followed by training for staff in the implementation of new processes.
- Year Two (2024): Provide additional suicide prevention training to pertinent staff members of increased awareness and identification of those at risk for suicide, likely via LivingWorks
- Year Three (2025): Provide suicide prevention training to community members for increased awareness and identification of those at risk for suicide and how to direct those at risk to appropriate help, likely via LivingWorks.

Description: The TRHC Suicide Prevention Task Force is planning supplemental educational opportunities for staff and community members to increase awareness of signs/symptoms of suicide risk and how to get those at risk appropriate help, in addition to promoting regularly occurring mental health and suicide prevention awareness dates.

M2c = Support the 2023 Patient Safety Plan (Phase 2)

Goal: Refine and edit the new The Richland Hospital and Clinics (TRHC) policy - Suicide Risk Protocol - based on feedback and supporting data.

Measures:

- Year One (2023): Gather and interpret feedback from team members as well as data to assess the effectiveness of the new protocol and screening tool (C-SSRS).
- Year Two (2024): Edit and refine protocol as needed based on assessment results.
- Year Three (2025): Continue to assess data and refine policy as needed to remain up to date with best practices and DNV (accrediting body) requirements.

Description: The Suicide Prevention Task Force was established and is working to facilitate improved screening and management of patients and community members at risk for suicide while supporting Community Health Improvement Plan (CHIP) and DNV compliance. An updated policy applicable to the organization as a whole has been implemented.



S Addressing Substance Abuse Treatment and Prevention

Substance abuse and addiction include all 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 CHIP focus group meetings held at HHS on April 11, 2023, participants identified that additional resources need to be supported.

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

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

Measures: Provide information from the program through materials dissemination in The Richland Hospital and Clinics' (TRHC) Emergency Department and on the TRHC website.

- TRHC continues to support Drug Take Back Day via internal news sharing and via our social media platforms
- TRHC supports all programs of Partners 4 Prevention through sponsorship, news sharing, and attendance at events
- TRHC will continue to support all other non-profit organizations whose efforts positively affect substance use treatment and prevention in the greater Richland County area.
- TRHC will further expand the translation of key documents into Spanish.
- Consistent sharing support messaging on TRHC social media platforms, year-round
- Consistent sponsorship of events hosted by non-profits addressing the substance use needs of the greater Richland County area
- Offer quarterly opportunities for non-profits addressing substance use/abuse in our new, quarterly, external-facing 'Patients First' newsletter, to include news pertinent to residents of the greater Richland County area
- TRHC advertising and sponsorship funds will be dedicated, in part, to this purpose.

Description: Richland County Health and Human Services (RCHHS) began this program in 2017. Narcotics Anonymous (NA) is patterned after Alcoholics Anonymous (AA). Groups consist of individuals encouraging one another to discontinue drug use and remain drug-free. NA 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 at The Richland Hospital and Clinics (TRHC)

Goal: Maintain current roster of providers whom are Medication Assisted Treatment (MAT) certified; currently four providers (up from 1 in 2021).

Measures: MAT-certified providers will maintain a balanced practice providing access to patients seeking family medicine and treatment of substance use disorders (SUDs).

Description: Primary medical facilities provide a safe place for individuals with SUDs to engage in treatment without the stigma attached. In addition, the primary care setting presents providers with 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 = Increase awareness of the issues surrounding substance abuse and help create an environment of collaboration for increased change.

Goal: Increase education around the science of the effects of substance use, especially by youth.

Measures: Provide financial support and increased access for non-profit organizations supporting this goal in the greater Richland County area.

- School district-hosted events
 - Family events hosted by Richland Area School District at the Smart Farm
 - Sponsorship of post-prom parties at Richland Center High School, River Valley High School, Riverdale High School and Kickapoo High School
- Partners 4 Prevention collaboration on multiple campaigns including NARCAN training, National Night Out, Alcohol Awareness Month education, Drug Take Back Day, etc.
- Support of Richland County Children and Family Advocacy Council's (RCCFAC) efforts in decreasing substance abuse
- Promote education about using alcohol responsibly around youth.
- Support events that are safest for children.
- TRHC will further expand the translation of key documents into Spanish.
- Consistent sharing of support messaging on TRHC social media platforms, year-round.
- Consistent sponsorship of events hosted by non-profits addressing substance use/abuse in the greater Richland County area.
- Offer quarterly opportunities for non-profits addressing substance use/abuse in our new, quarterly, external-facing 'Patients First' newsletter, to include news pertinent to residents of the greater Richland County area.
- TRHC advertising and sponsorship funds will be dedicated, in part, to this purpose.

Description: TRHC will influence change in community education regarding substance use and abuse through increased education, and promotion and financial support of endorsed events.



0 Addressing Overweight & Obesity Treatment and Prevention

Adult obesity is the percentage of the adult population (age 20 and older) that reports a body mass index (BMI) greater than or equal to 30 kg/m².

1. PROVIDE OPPORTUNITIES FOR THE RICHLAND HOSPITAL AND CLINICS' (TRHC) STAFF AND THEIR FAMILIES TO BE PHYSICALLY ACTIVE AND EAT HEALTHY.

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

Goal: Throughout 2019, The Richland Hospital and Clinics 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 2023-25 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 2023-25. TRHC will sponsor a 5K run/walk for employees and the community in the fall of 2024 and 2025.
- Let Food Be Your Medicine (LFBYM) educates staff about how to incorporate Mediterranean Diet cooking strategies into their regular cooking routines.
 - Survey data from this year indicates that ~11.84% of our co-workers tried to make a meal showcased at one of these events at home.
 - Survey data from 2022 indicates that ~16.3% of our co-workers tried to make a meal showcased at an LFBYM event at home.
- Wellness Committee Facebook Group for staff only promotes regular healthy eating and exercise education.

Description: Maintain attendance and promotion of events that encourage increased physical activity for staff and their families.

2. ENCOURAGE INCREASED PHYSICAL ACTIVITY AND HEALTHY EATING THROUGHOUT THE GREATER RICHLAND COUNTY COMMUNITIES

O2a = Support Summer Athletic Programs

Goal: TRHC 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 in/volunteer for community education opportunities that promote activity or healthy eating

Goal: Improve awareness about available opportunities to be physically active or to learn about healthy eating; promote and celebrate The Richland Hospital and Clinics' (TRHC) involvement in them.

Measures: Provide frequent information and opportunities to the public regarding health and fitness-related activities via provider visits, event hosting or sponsorship, and promotion.

- TRHC staff make guest appearances on WRCO frequently.
- Annual National Nutrition Month press and promotion.
- Word of Mouth Promotion (WOMP): Share information, when appropriate, with staff and ask them to share the information with three people.
- Track Spring Sprout 5k Walk/Run event attendance from year to year.
- Record and document attendance at events.
- TRHC will further expand the translation of key documents into Spanish.
- Consistent sharing of support messaging on TRHC social media platforms, year-round.
- Consistent sponsorship of events hosted by non-profits addressing needs of the greater Richland County area.
- Offer quarterly opportunities for non-profits addressing health needs in our new, quarterly, external-facing 'Patients First' newsletter, to include news pertinent to residents of the greater Richland County area.
- TRHC advertising and sponsorship funds will be dedicated, in part, to this purpose.
- Maintain and further promote Get Fit Program through Richland Hospital Clinic.
 - A combination of lifestyle counseling and medication management to assist patients with weight loss

Description: TRHC and our community partners play in integral role in providing education to all members of our community regarding how to combat overweight/obesity – this effort includes education on active lifestyles, options in the area, and healthy eating.



Created and revised by The Richland Hospital and Clinics (TRHC) Director of Community Relations and Marketing Shawna Connor in cooperation with TRHC staff, state and local agencies, and community partner organizations.



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