

COMMUNITY HEALTH PLAN (CHP) FOR FY 2013-2014

Hospital Name: Laughlin Memorial Hospital

Manager: Tracy Green, Director of Wellness

Year: 2012-2015

CHNA Priority & Indicator	Audience	Name of Project	Overarching Goal	Outcome Statements (to meet Goal)	Strategies/Tactics (to achieve Outcomes)	Outcome Measures	Partners	Hospital Budget	Matching \$ (include in-kind)	Due Date	Person Resp.
Diabetes Mellitus. 11% of adults in Greene County are diabetics; age-adjusted death rate for diabetes in Greene County is 26%. DM is the 3rd leading cause of death among the African American Community in Greene County.	All adult residents (ages 19 and over) in the Wesley Heights neighborhood, (the residential area of Greeneville with the highest African American population	Diabetes outreach	Decrease participant's HgA1C levels 2 points or more over a 6 month period or maintain current level.	<p>At least 50 residents ages 19 & older will receive pre & post HgA1C</p> <p>At least 35 residents ages 19 & older will participate in the educational meetings on food choices and Diabetes offered between tests</p> <p>At least 20 participating residents will be referred to and graduate from this program.</p>	<p>Provide free HgA1C tests</p> <p>Provide staff to draw blood, provide dietary counseling, and lead educational workshops</p> <p>Build database of patients seen</p> <p>Ask residents when they last had a HgA1C</p> <p>Ask residents if they have access to glucometer</p> <p>News stories & PSAs</p> <p>Promote "Take Charge of Your Life" program through the Greene County Health Department</p> <p>Encourage enrollment in "Take Charge of Your Life"</p> <p>Assist Health Department with PSAs</p>	<p>3 locations made available for teaching</p> <p>At 50 least people who received pre & post blood work</p> <p># of people who return for follow-up counseling and treatment-to be determined</p> <p>12 PSAs aired or published</p> <p>2 news stories</p> <p>Database including HgbA1c results</p>	<p>Hospital Staff (Laughlin Memorial Hospital & Takoma Regional Hospital</p> <p>Greene County Department of Health</p> <p>Churches in the community of concern</p> <p>Wesley Heights Diabetes Coalition</p> <p>University of Tennessee Extension Program</p>	\$1200.00 (Employee labor and lab tests)	Greene County Department of Health \$2000.00 grant	Fall 2014	<p>Lisa Chapman</p> <p>Tracy Green</p> <p>Bob Kamieneski</p> <p>Lamanda Weston</p>

GOAL 1: Diabetes Outreach

The overarching goal for the diabetes outreach was to decrease participants HgbA1c's in the African-American community of Wesley Heights, a community of the City of Greeneville, TN. The main reason diabetes was chosen is that the incidence of diabetes is high nationally but even higher in the African-American population. Approximately 50 residents participated in the initial HgbA1c screening and about half completed their second screening approximately six months later. In-between testing, the Diabetes Coalition (made up of members from the County Health Department, TNCEP, Laughlin Memorial Hospital and Takoma Regional Hospital) made available to community members free interactive educational lectures, healthy meals, diabetes classes, activity classes and health challenges and materials that would educate on diabetes specifically and overall health in general. While there was no significant decrease in the pre and post A1C scores, the scores did not rise. This project is ongoing and was funded by a \$2,000 grant received Marshall University and given to the Greene County Health Department along with free A1C testing from both hospitals, and diabetes classes and funding through the Tennessee Extension Program from the University of Tennessee.

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Obesity is the #1 issue in Greene County determined by Primary Data collection 32% of the population of Greene County has a BMI > 30	Children ages 6-14 in the Wesley Heights neighborhood, (the residential area of Greeneville with the highest African American population)	Creation Health Outreach	Present the Principles of Creation Health (principles of prevention and wellness) in 1 ½ hour long sessions including activities, games, and books	At least 100 children ages 6-14 will participate in the Creation Health Program Each child will pass a Creation Health Post-Test Each child that completes the program will receive a Creation Health t-shirt	Provide free Creation Health educational materials to all participants Provide free educational events including games and presentations Build database of participants and their parents News stories & PSAs Create Creation Health Video clips 3 minutes in length on healthy lifestyle principles to show during the daily news segments in the Greeneville City School System	At least 100 children seen 90% of children who pass the Post-Test # of hours donated by hospital staff and community volunteers to be determined 2 of PSAs aired or published 2 of news stories Completed database	Hospital Staff (Laughlin Memorial Hospital and Takoma Regional Hospital) Greene County Department of Health Churches in the Wesley Heights Community Boys & Girls Club	\$5000.00 (Employee labor) t-shirts & teaching materials	Creation Health Grant \$2500.00	Fall 2014	Tracy Green Bob Kamieneski Erin Franklin

GOAL 2: CREATION Health Outreach

CREATION Health is a lifestyle program centered around 8 principles of health. The 8 principles include; Choice, Rest, Environment, Activity, Trust, Interpersonal Relationships, Outlook and Nutrition. Lifestyle-related diseases such as inactivity, obesity, diabetes, heart disease and tobacco use are much higher in northeast Tennessee than the national numbers. The target group for CREATION Health (CH) was the Wesley Heights children in the African American section of the City of Greeneville. The ages of the children targeted were 6-14 years of age. Erin Franklin, the CREATION Health Coordinator for Takoma Regional Hospital and Laughlin Memorial Hospital, was the key presenter. The basic health principles of CH were presented in one-and-half-hour time periods to the various age groups. Each child received a CH T-shirt and test was given and all the children passed. There were over 100 children that participated in the CH Program. The education included, games, activities and gifts.

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According to County Health Rankings, 29% adults reported smoking cigarettes in Greene County and the smoking rate is 3 times higher for children that live with a parent who smokes	All 9 th -12 th Grade students in Greeneville City Schools	"Tar Wars"-A tobacco prevention program specifically targeting all High School students in Greeneville TN.	Students will learn the long term effects of cigarette smoking and tobacco use	To help students understand the negative health impact of tobacco on the body and on others through education and the use of models of smoker's lungs versus healthy lungs.	Make video segments lasting 30-60 seconds using students and school faculty to air on the daily school news. The videos will show that smoking is harmful to them and to those affected by second-hand smoke.	All students will sign a pledge to remain tobacco free Students will demonstrate understanding by participating in activities and correctly answering questions	Laughlin Memorial Hospital Takoma Regional Hospital Greeneville City School System County Health Department	\$1,000 each from Laughlin Memorial Hospital and Takoma Regional Hospital	To be determined by the State of TN by 12/13	Spring 2014	Tracy Green Bob Kamieneski Lisa Chapman

GOAL 3: Tar-Wars-A Tobacco Prevention Program

This goal was developed to help children see the benefits of never getting involved with tobacco products. Due to the difficulty of scheduling this program and the pressure to teach to the standards of the TCAPS this program was not presented this cycle. We hope to be able to do it next cycle. The program specifically targets 4th graders. In its place we were able to work through the Boys and Girls Club, the City and county Schools, the Greene County Health Department, Laughlin Memorial Hospital, Takoma Regional Hospital, the Greene County Health Council and the Niswonger Performing Arts Center to bring Patrick Reynolds in to the Youth Summit on November 25, 2014 to speak to all the 8th graders in Greene County. Patrick spoke to over 800 students on the history of his family (RJ Reynolds tobacco Co.), how tobacco companies market young people, drugs, chewing tobacco and related subjects. The morning was also filled with entertainment and each child received a CREATION Health pedometer to encourage them to walk. The pedometers were included in a goody bag that each child received.

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According to County Health Rankings, 29% adults reported smoking cigarettes in Greene County and the smoking rate is 3 times higher for children that live with a parent who smokes	Greene County residents of all ages and socio-economic levels	Tobacco Coalition Initiative	Reduce tobacco use in teens, pregnant woman, and the effects of secondhand smoking	To help the community understand the negative health impact of tobacco on the body and on others through education events	Host a Tobacco Summit for business and community leaders Start Tobacco Cessation classes in community businesses and industries Promote the Gold Sneaker program in area daycares 4 Billboards 2 PSAs aired or published Anti-tobacco video ads will be made and played before every movie at the local Movie Theater	Promote non-tobacco use on 4 community billboards Provide 100 "Quit-Line" Educational boxes to employers Educate daycare workers in 4 centers to become Gold Sneaker certified	Laughlin Memorial Hospital Takoma Regional Hospital Greene County Department of Health Greene County Health Council	\$1000 per hospital	\$60,000 grant dollars from the State of Tennessee	Ongoing through 2016	Lisa Chapman Tracy Green Bob Kamieneski

GOAL 4: Tobacco Coalition Initiatives

This goal was developed from the Community Health Needs Assessment because the incidence of tobacco users in Northeast Tennessee is approximately 29%, much higher than the national average of 14%. The Greene County Health Department received a \$60,000 grant from the State of Tennessee to promote the abstinence from all types of tobacco. The coalition is comprised of the Greene County Health Department, Greene County Health Council and Laughlin Memorial and Takoma Regional Hospitals. The settlement targets teenagers through education, second hand smoke and the affect tobacco has on the pregnant mom and unborn child. A businessmen’s luncheon kicked off the Tobacco Coalition activities. Over 100 representatives from local businesses attended the luncheon with special guest speaker Patrick Reynolds, the grandson of RJ Reynolds of tobacco company fame. The Coalition is currently in the process of developing anti-tobacco billboards, movie theater tobacco spots on the screens prior to movies and primary care office boxes containing anti-smoking materials and education for patients. This will be an ongoing initiative through the year 2016 and will be a collaborative effort between the Greene County Health Department, Takoma Regional Hospital, Laughlin Memorial Hospital and the Greene County Health Council.

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The #1 issue in Greene County determined by Primary Data collection: 32% of the population of Greene County has a BMI > 30. Healthcare costs of obesity-related diseases are \$147bill/yr.	Greene County residents of all ages and socio-economic levels	"Let's Move!" Greene County	Encourage the community & leaders to adopt a long-term approach to fight obesity	Increase community awareness of the importance of physical activity to overall health	Host a Saturday afternoon "Let's Move!" community event at Tusculum College	Local mayors will sign a proclamation declaring Greeneville a "Let's Move!" town	Laughlin Memorial Hospital	\$250.00 each from Laughlin Memorial Hospital and Takoma Regional Hospital	Local business sponsors \$2000	On-going	Tracy Green
	Greene County Day Care Centers		Help parents make healthy choices	Involve local government and community leaders to fight obesity	Provide activities, exercise demonstrations, educational materials, guest speakers, list of resources, etc.	2 PSAs aired or published	Takoma Regional Hospital				Bob Kamieneski
			Promote physical activity	Be recognized as a "Let's Move!" community and meet the Gold Standard	Feature local organizations that provide access to healthy activities	2 news stories	Greene County Health Council				Ashley Head
					PSAs						

GOAL 5: Let's Move

This goal was chosen because 32% of Greene County residents are obese with a Body Mass Index in excess of 30. Healthcare costs of obesity-related diseases exceed \$147 billion annually. Tennessee is consistently at the top of the list of all states when it comes to inactivity on an annual basis. The efforts of local businesses, The Greene County Health Department, the Greene County Health Council, Takoma Regional Hospital and Laughlin Memorial Hospital promoted the Michelle Obama White House initiative "Let's Move" in both 2013 and 2014 with a desire to make this an annual program impacting Day Cares, children of all ages, and the community as a whole. In 2013, in a collaborative effort by those organizations listed above, a huge Let's Move event was held in November at the Tusculum College field house. Over 150 children and family members attended the afternoon of fun physical activities, blowups, and health booths from local health affiliated agencies. Food demonstrations were also a part of the event. In 2014 the initiative that won the City of Greeneville the Let's Move gold medal involved taking the health initiative to local Day Care Centers.

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According to the County Health Rankings Greene County is 39th out of 95 TN counties. Indicators show that Greene County needs improvement in tobacco use, obesity, Diabetes, and physical activity when compared to other parts of the country.	Greene County residents of all ages and socio-economic levels	Creation Health Coach	The goal is to promote the 8 principles of healthy living to the community members of Greene County, TN	To promote CREATION Health in the local Boys & Girls Club, YMCA and Greeneville High School	Provide FREE information on the 8 principles of CREATION Health	Teach CREATION Health to 80% of the high school through their news programming in the mornings	Laughlin Memorial Hospital	\$40,000 for CREATION Health Coordinator	The Niswonger Foundation \$15,000	On going	Erin Franklin
	School-age children	A full-time employee who promotes Creation Health lifestyle principles to the community in general	To teach at least 500 students the principles of CREATION Health	Teach CREATION Health in local community gatherings, schools, churches, and businesses	Teach CREATION Health to 80 children attending the local Boys and Girls Club and YMCA	Takoma Regional Hospital	Tracy Green				
	Churches		To provide educational material on CREATION Health to those 500 students	Create 4 videos featuring CREATION Health principles to be shown in school system	Department of Health Greene County	Bob Kamieneski					
	Local businesses		To promote CREATION Health to at least 250 workers in our local businesses		Greeneville City School System						
							Local Businesses				
						Distribute FREE CREATION Health books to those interested throughout the community					

GOAL 6: Hiring a CREATION Health Coach for the Community of Greene County

Due to the needs that were realized through the Community Health Needs Assessment in the areas of diabetes, obesity and inactivity both Takoma Regional Hospital and Laughlin Memorial Hospitals joined together to hire a community health liaison. The title of the liaison is the CREATION Health Coordinator. The job of the CREATION Health Coordinator has been to promote the 8 principles of CREATION Health throughout the Greene County arena. This includes businesses, schools, the Boys and Girls Club, the YMCA, civic clubs churches and any organization interested in learning about optimal health. One event that the CH Coordinator did this year was to get the Greeneville High School audio-visual students involved in making three minute CH videos that were shown to the entire student body in the early morning news time. The coordinator has completed CH seminars to several local organizations and promoted healthy living in multiple community venues. Over 3,000 CH Discovery books have been passed out to local community members and a CH Discovery book is given to each admission at Takoma Regional Hospital.

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<p>Obesity is the #1 issue in Greene County determined by Primary Data collection</p> <p>32% of the population of Greene County has a BMI > 30</p>	All Greenville and Greene County residents, businesses, schools	Laughlin Memorial Hospital Walking Trail	To promote activity and education as a way to reduce the incidence of obesity in Greene County residents by providing a 1 mile walking trail in the heart of the City of Greenville.	<p>Increase community awareness of the importance of physical activity to overall health</p> <p>Involve local government and community leaders to fight obesity</p> <p>To provide a nature trail within the City Limits of Greenville for all Green County residents to use. This would include community, businesses and schools</p>	<p>To develop a trail to help increase access to walking in nature</p> <p>To provide benches in a beautiful outdoor setting for hospital visitors, patients, employees, and the public in a safe, monitored environment.</p> <p>To encourage the use of the trail by community, businesses and schools.</p>	<p>Provide a 1 mile walking trail in the heart of Greenville for its residents.</p> <p>That at least 500 residents would use the trail annually to begin with.</p> <p>That schools would utilize the trail in their educational process for children.</p>	Laughlin Memorial Hospital Volunteers (paid for the benches and trash receptacles)	\$250,000	NA	2013 On-going	<p>Mr. Charles Whitfield. President & CEO LMH</p> <p>Mr. Chad Martin, Director of Maint</p>

GOAL 7: The Laughlin Memorial Hospital Walking Trail

In an effort to promote activity and to reduce the incidence of obesity, Laughlin Memorial Hospital has developed a walking trail. It is a paved one-mile trail that runs along the parameter of the property. Over 500 people walk the trail annually and the numbers are increasing. Local schools are also utilizing the trail for exercise and education. The purpose of the trail is to encourage the community to get out and walk to get exercise and reduce stress. The trail offers a serene walk in a natural environment. There is a bench every ¼ mile as well as trash receptacles. The Wellness program offers walking groups on the trail throughout the year as well as walking competitions for the hospital staff.