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Community Health Needs Assessment *Implementation Strategy for Sharon Regional Health System*

October 21, 2013

Sharon Regional Health System identified various community health needs through an assessment process that was completed in April of 2013. The Community Health Needs Assessment gathered input from 180 residents through a questionnaire and gained insights from another 29 individuals with specialized knowledge who participated in key informant interviews. In addition, secondary data was compiled from various national, state, and local sources of information on demographics, socioeconomics, disease prevalence, health indicators, health equity, and mortality.

The accumulated data was analyzed and reviewed to identify health issues of uninsured persons, low-income persons, and minority groups along with the community as a whole. Health needs were prioritized based on a method that weighed: 1) the ability of the Health System to evaluate and measure outcomes; 2) how many people are affected by the issue or size of the issue; 3) what are the consequences of not addressing this problem; 4) prevalence of common themes; and 5) the ability of the Health System to impact change.

Health System leaders discussed the results of the evaluation and selected health priorities. Participants were given the opportunity to revise rankings and debate issues until a consensus was reached on a composite ranking of health issues. Based on a top score of 28, the following issues with scores of 24 or more were identified:

- Diseases of the heart
- Cancer
- Mental health
- Adult smoking

As a result of the analysis, the following areas are the community health priorities that Sharon Regional Health System will focus on over the next three years:

Priority **Correlated Community Health Need**

Diseases of the Heart	Premature Death Lack of Health Knowledge/Health Promotion
Cancer	Access to Health Screenings Premature Death Lack of Health Knowledge/Health Promotion
Mental and Emotional Well Being	Poor Mental Health Days Suicide Depression
Tobacco & Substance Abuse	Adult Smoking Teen Smoking Secondhand Smoke Alcohol & Drug Abuse

The following Implementation Strategy will describe Sharon Regional Health System’s response and strategies that will identify programs and resources to address and respond to the above identified health needs over the next three years. Documentation and utilization of all strategies will be tracked to assist in evaluating the success of the efforts.

Implementation Strategy

Need: To reduce premature death from heart disease and increase knowledge and health promotion of heart disease

Strategies:

- Partner with Lifeline Screenings to offer a minimum of 20 community health screenings yearly for carotid artery, abdominal aortic aneurysm, A-fib (EKG), and cholesterol
- Organize a free “Hands Only CPR” training day for the community at the Shenango Valley Mall with the assistance of other area health/safety organizations.
 - Initial event offered in May 2013 and will be repeated in May of 2014 and 2015
- Identify patients who have had positive outcomes from heart attacks/heart surgery and publish a minimum of three patient testimonial stories yearly in HealthNEWS, the SRHS community publication.
- Partner with the American Heart Association for major sponsorships of HeartWALK (October), HeartBALL (February) designed to increase promotion and awareness of heart disease.
- Serve as major sponsor of community heart disease awareness initiative in February of 2014 and 2015 developed by The Herald, the community’s primary newspaper
- Increase the promotion of the “Walk with a Doc” program at the Shenango Valley Mall and Buhl Farm Park to encourage more individuals to participate in this walking/wellness program

- Increase promotion of heart attack warning signs through area newspaper advertising, Facebook postings, and other promotional opportunities
- Promote a link to a free online heart attack risk assessment for the Sharon Regional website (including Heart Institute section) by February 1, 2014 through a linkage with the American Heart Association

Need: To reduce premature death from cancer, increase access to health screenings, and increase knowledge and health promotion of cancer.

Strategies:

- Develop a free community lung cancer screening program
 - Program created in August 2013 – offers a free screening program including CT scan of the lungs to those between ages 55-74 who are current 30+ pack a year smokers or former smokers who quit in last 15 years and aren't currently under a physician's care for a lung condition. Program is ongoing and will be promoted three times per year to maintain awareness.
- Offer a series of cancer awareness community presentations and free cancer screenings
 - Skin cancer screening – May
 - Prostate cancer screening – September
 - Breast cancer screening – October
 - Physician presentation on preventing colorectal cancer - 1x per year
 - Presentation on Nutrition and Cancer Prevention – 2x per year
- Recruit additional medical oncologists to the Cancer Care Center
 - Former director of medical oncology George Garrow, M.D. returning to Sharon Regional to begin seeing patients on December 9, 2013
 - Medical oncologist Susan Tobin, M.D. signed letter of intent to join Cancer Care Center staff in early 2014
- Partner with the American Cancer Society in 2014 as a major supporter of Relay for Life to increase health promotion of cancer
- Serve as major sponsor of community breast cancer awareness initiative in October of 2013, 2014, and 2015 developed by The Herald, the community's primary newspaper

Need: To reduce the number of poor mental health days, increase awareness of depression and techniques to cope, and increase awareness of available help for those with suicidal thoughts.

Strategies:

- Develop communications for Health System publications, website, and newspaper banner ad program to inform the public of available resources for those with suicidal thoughts. Messaging to include: call 911 in an immediate emergency; call the Behavioral Health Commission's 24 hour crisis line (724-662-2227); report directly to a hospital emergency room; or call the National Suicide Prevention Lifeline (800-273-8255) or visit their website at www.suicidepreventionlifeline.org)
- Serve as a host site in October of 2014 and 2015 for the National Depression Screening Day.

- Create a quarterly awareness program of positive mental health messages for internal publications, cafeteria table tents, and Hermitage Diagnostic & Imaging Center public areas.
- Include a positive mental health message in every issue of HealthNEWS starting January 1, 2014
- Develop a free online depression screening assessment for the Sharon Regional website (including Behavioral Health section) by February 1, 2014 through a linkage with Mayo Clinic (http://www.mayoclinic.com/health/depression/MH00103_D)
- Create a Speaker's Bureau through a cooperative effort with other local behavioral health providers to make presentations available on mental health issues, trends, services available in the community, etc.
- Create and mail a "Behavioral Health Update" newsletter twice a year to community agencies, providers, and schools to review current trends in mental and behavioral health.

Need: To offer a greater number of smoking cessation programs along with increased promotion; educate the community as to the effects of secondhand smoke, and provide greater access for those who seek help from alcohol and drug abuse.

Strategies:

- Increase the availability of "Quitting for Life" smoking cessation classes
 - Classes scheduled for November 2013; January, April, July, September, and November of 2014; plan to offer similar schedule in 2015
- Increase community awareness of "Quitting for Life" classes
 - All classes to have increased promotion through web and area newspaper advertising
 - Include additional promotion through Facebook. Classes now also promoted through community email notification
- Incorporate specific components on "Effects of Secondhand Smoke" into the "Quitting for Life" smoking cessation classes
 - Create an informational sheet on the "Effects of Secondhand Smoke"
 - Create newspaper banner ads to run quarterly on "Effects of Secondhand Smoke"
 - Include quarterly awareness on website home page flash promotion
- Increase community awareness that Behavioral Health Services offers smoking cessation therapy from a certified Addiction Therapist
- Create and promote quarterly banner ads for area newspapers and website home page flash messages that feature direct access into BHS programs for help with alcohol and drug abuse
- Increase awareness in the general public and business community about the option to refer or self-refer to the Behavioral Health Services self-pay interventional and educational substance abuse program designed to prevent the progression of use to abuse
- Serve as a host site in April of 2014 and 2015 for the National Alcohol Screening Day
- Include specific information on smoking cessation, secondhand smoke, and alcohol/drug abuse at health fairs at Penn State Shenango, Greenville Chamber of Commerce, Joy Cone Company, Prince of Peace Center, and other locations
- Develop a cooperative program with the Primary Health Network's Charitable Foundation to offer free transportation to Sharon Regional's inpatient and outpatient Behavioral Health Services locations for easier access to drug, alcohol, and other mental health programs.
 - Program launched in September 2013