



2020

**Arkansas Methodist Medical Center
Implementation Strategy**

**To Address Significant Community
Health Needs**

- Greene County, Arkansas -

Overview

The Community Health Needs Assessment (CHNA) defines priorities for health improvement, creates a collaborative community environment to engage stakeholders, and an open and transparent process to listen and truly understand the health needs of the community served by Arkansas Methodist Medical Center (Greene County, Arkansas). This document is the Arkansas Methodist Medical Center (AMMC) Implementation Plan outlining how the hospital plans on addressing significant health needs in the community.

The CHNA is contained in a separate document.

Arkansas Methodist Medical Center's Board of Directors approved and adopted this Implementation Strategy on June 23, 2020.

Starting on July 5, 2020, this report is made widely available to the community via Arkansas Methodist Medical Center's website, www.myammc.org, and paper copies are available free of charge at Arkansas Methodist Medical Center.

Community Health Improvement/ Implementation Plan 2020

To successfully make our community healthier, it is necessary to have a collaborative venture which brings together all of the care providers, citizens, government, schools, churches, not-for-profit organizations, and business and industry around an effective plan of action. The community health needs assessment was completed previously and posted on AMMC's website.

Based on the results of the CHNA, AMMC has selected four of the identified significant health needs to address.

1. Mental Health and Substance Abuse
2. Obesity – Healthy Eating and Active Living
3. Chronic Disease
4. Teen Pregnancy /Low Birth Weight Babies/STIs

Photo Credit: AMMC

Significant Health Need 1: Mental Health and Substance Abuse

AMMC plans to meet the significant health need by:



Goal 1 – Make local parks, public areas smoke and vape free.

Action 1 – Gather community groups together and educate local officials.

Action 2 – Pass smoke free ordinances.

Anticipated Impact:

- Decrease smoking rate by 10% from 21% to 19%.
- Decrease second-hand smoke.

Programs and Resources the hospital plans to commit:

- Provide speakers on substance abuse to schools and Mission Outreach
- Work with in-house and local social workers on mental health and suicide prevention
- Work with local officials and drug courts on substance abuse
- Have information at all physician clinics on substance abuse

Collaborators:

Civic organizations, Department of Health, schools, local physicians, parks and public areas



Goal 2 – Increase education of the opioid epidemic and resources that are available to help, such as Narcan (naloxone – an opioid antagonist used for the complete or partial reversal of opioid overdose, including respiratory depression.)

Action 1 – Promote opioid education using a “dose of reality”- AR Department of Health, schools and community education.

Action 2 – Hold community wide Narcan training and Narcan education. Utilize and promote the web app Narcansas that indicates where to get Narcan and how to use it.

Anticipated Impact:

- Decrease the drug overdose death rate by 10% from 16 per 100,000 to 14 per 100,000 population.

Programs and Resources the hospital plans to commit:

- Information in physician clinics and ER
- Serve on local Opioid Task Force Committee

Collaborators:

Local physicians, pharmacies, EMS, schools, industry/employers, churches, civic organizations, sororities and fraternities, Department of Health, Narcansas App, cellphones.

Significant Health Need 2: Obesity- Healthy Eating and Active Living

AMMC plans to meet the significant health need by:



Goal 1 – Conduct health fairs with emphasis on obesity, healthy eating, and active living. Include underserved populations.

Action 1 – Expand health fairs county-wide. Present 10 health fairs in traditional and non-traditional locations – industry, underserved, retail.

Action 2 – Enlist agencies/organizations that promote healthy eating, active living, nutritionists, activities, etc.

Anticipated Impact:

- Decrease the obesity rate by 10% from 35% to 32%.

Programs and Resources the hospital plans to commit:

- Continue to increase relationships with local businesses to promote health fairs
- Become a leader by starting employee programs for healthy living

Collaborators:

- Community agencies and organization, volunteers



Goal 2 – Provide youth outreach regarding obesity through schools, social media, and presentations.

Action 1 – Utilize social media to target kids.

Action 2 – Go into schools- presentations, classes, and education. Physical presentations at areas where young people congregate.

Anticipated Impact:

- Decrease the childhood obesity rate from 22.5% to 20%. (source: <https://achi.net/wp-content/uploads/2018/01/Arkansas-Assessment-of-Childhood-and-Adolescent-Obesity-2017-2018.pdf>)

Programs and Resources the hospital plans to commit:

- Continue to support Get Eagle Fit at Greene County Tech
- Participate in school assemblies/events to promote health living

Collaborators:

School district, school board, teachers, etc; health education curriculum and training, social media and marketing resources

Significant Health Need 3: Chronic Disease

AMMC plans to meet the significant health need by:

✓ **Goal 1 – Education and prevention.**

Action 1 – Take screening and education to the community. Go to local businesses to set up screening. Identify people, follow up and reach back out to them with available resources. Diabetes program at the hospital, churches, and food banks.

Action 2 – Merge and collaborate with other resources to make lifestyle changes. Engage the local resources to reach out to underserved.

Anticipated Impact:

- Decrease the obesity rate by 10% from 35% to 32%.
- Decrease percentage of population with diabetes 10% from 16% to 14%.

Programs and Resources the hospital plans to commit:

- Diabetes program and diabetes educator

Collaborators:

- Radio station/newspapers/social media, Medicare, support groups, community businesses, food banks, churches, health department

✓ **Goal 2 – Improve access to care and disease management.**

Action 1 – Improve access to care for disease management. Make sure the public knows the transportation options available. Use churches to identify people.

Action 2 – Telehealth- utilize technology, take healthcare to them via telephone, skype, online access for Telehealth.

Anticipated Impact:

- Decrease the obesity rate by 10% from 35% to 32%.
- Decrease percentage of population with diabetes 10% from 16% to 14%.

Programs and Resources the hospital plans to commit:

- Increase telehealth marketing/resources
- Fundraiser to help increase funds for needed transportation

Collaborators:

- Medical van, churches, Senior Bees, internet, telephones, video calling, Skype, computer access
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Significant Health Need 4: Teen Pregnancy/Low Birth Weight Babies/Sexually Transmitted Infections

AMMC plans to meet the significant health need by:



Goal 1 – Decrease teen pregnancy, STDs, low birthweight babies.

Action 1 – Educate teens, parents, and grandparents- sex education, family planning and practice.

Action 2 – Increase access to contraception/condom use. Condoms to prevent and increase Plan B usage.

Anticipated Impact:

- Decrease the teen birth rate 10% from 54 births per 1,00 female population ages 15-19 to 50.
- Decrease sexually transmitted infections measured as the chlamydia rate per 100,000 population 10% from 428 to 385.
- Decrease the percent of low birthweight babies from 8% to 7%.

Programs and Resources the hospital plans to commit:

- Provide information to schools and local health fairs
- Work with the Greene County health department to provide programs

Collaborators:

Greene County fair/health fairs, schools- teachers, counselors, sex ed-curriculum in schools, health department, social media/marketing, youth ministries, juvenile parole office.



Goal 2 – Increase outreach to teens.

Action 1 – Teenagers can come to the health department without parental consent. Increase teenage engagement.

Action 2 – Utilize social media to reach pre-teens and teens. Develop catchy ad campaign to education for kids.

Anticipated Impact:

- Decrease the teen birth rate 10% from 54 births per 1,00 female population ages 15-19 to 50.
- Decrease sexually transmitted infections measured as the chlamydia rate per 100,000 population 10% from 428 to 385.
- Decrease the percent of low birthweight babies from 8% to 7%.

Programs and Resources the hospital plans to commit:

- Work with the health department to provide programs for schools

Collaborators:

Greene County fair/health fairs, schools- teachers, counselors, sex ed-curriculum in schools, health department, social media/marketing, youth ministries, juvenile parole office.

AMMC does not intend to address the following significant health needs:

1. Socioeconomics – Due to resource limitations, we are not addressing socioeconomics
2. Access to Care – Due to limited funding, we are not addressing access to care at this time

Community Health Improvement Plan for Greene County

Completed by Arkansas Methodist Medical Center in partnership with:

Stratasan

