

CHNA Implementation Plan Tactics - Manning Regional PSA (Carroll Co IA)

2019 CHNA Health Needs Tactics - Years 2019, 2020 and 2021

	CHNA Health Areas of Need	T	"Specific Actions" to Address Community Health Need or "Reasons Why Hospital Will Not" Address Need	Identified "Lead"	Identified Partners	Timeframe
1	Mental Health (Diagnosis, Treatment, Aftercare)	a	Increase depression screenings by primary care physicians. Add & monitor mental health assessment for pediatrics and other MH issues.	MRHC (Senior Life Solutions) / New Opp / SARH	Schools, City, County, Health Dept, Law Enforcement, C3	TBD by committee
		b	Continue to expand Telepsychiatry Services and improve the ratio of population to mental health providers.			"
		c	Continue MRHC Senior Life Solution's programs and local transport services for Mental Health patients.			"
		d	Promote existing mental health services, facilities and providers. Educate community on placement process and options.			"
		e	Continue to investigate other grant writing opportunities to fund mental health. Use grant funding to support mental health care and mental health prevention.			"
		f	Collaborate with community elementary, middle, and high schools to educate students on mental health issues to: decrease the adolescent rate that seriously has considered suicide.			"
		g	Continue WIC Screening Program for all kids (state-wide) ages 0-5 years old and use other department tools.			"
		h	Increase mental health first aide training for increased community support.			"
		i	Decrease maternal depression rates.			"
2		Community Education - Available Health Services	a	Create a formal Communication Marketing Plan to increase PSA resident awareness of available services i.e. (Ads, Relational Marketing, Staff communication and Social Cause.	MRHC / Health Dept	New Opportunities, Rec Center- City, School nurses, Senior Care Centers, C3, SARH
	b		Develop "What's at Home" campaign. Use both digital and use traditional media (newspaper, radio, and tv advertisements) tools to promote local healthcare services.			"

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	c	Continue to conduct or be involved with local 'health fairs' to educate local community members on the healthcare services offered in the community.			"
	d	Send local healthcare providers and healthcare administrators in to schools & business to promote the variety of healthcare services offered in community.			"
	e	Launch a community resource guide (like New Opportunities) where the community can find all area resources online and in paper. Continue with Manning Chamber welcome guidelines.			"
	f	Create / provide health education materials focusing on "Owning your Health" to schools, libraries and 4-H clubs.			"
	g	Start a Reference link that allows patients to see all healthcare services in their surrounding area including phone numbers to make appointments.			"
	h	Promote telehealth services (when possible) as an alternative to patient's traveling for care.			"
3 Obesity (Nutrition / Exercise / Wellness)	a	Sponsor a community-wide "fitness challenge" initiative focusing on fitness, nutrition, and physical activity for community members of all ages. Give out free water bottles at event.	Carroll Co. Wellness Coalition / Health Dept	Rec Center- City, MRHC, Elder Bridge, Schools, Grocery, Day Cares, C3	TBD by committee
This health need is not part of hospital mission of critical operations. Will partner with others as appropriate.	b	Educate local businesses and industries on the benefits of offering wellness programs for their employees. Promote recreational memberships / corporate memberships.			"
	c	Increase access to healthy foods in schools for youth and nursing homes for seniors. Provide healthier school vending options.			"
	d	Launch "Cooking Matters" Campaign with new grant funds. This includes cooking demos, food labels, grocery store tours, restaurants healthy meals / portions options, health fairs, classes, speakers etc. Collaborate w/ local schools and daycares to cook "healthy meals"			"
	e	Continue to market and promote the local farmers market. Use social media, radio, and newspaper to expand and grow vendors.			"

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		f	Create and maintain community gardens including free produce for food pantries.			"
		g	Sponsor community activities that promote physical fitness/exercise for the entire family such as a 5ks, children's triathlon or fun runs.			"
		h	Continue with building walking/ biking trails in PSA. Create water fill stations throughout wellness areas of PSA including on the trails.			"
		i	Continue Wellmark Foundation audit to seek healthy food options and "Live Healthy Iowa" Initiative.			"
		j	Start "Awareness Program" to educate elementary/middle school children and their families about healthy lifestyles.			"
		k	Increase community resource utilization to support healthy living.			"
	4 Smoking (including Vaping)	a	Continue School Assembly Classes on "Smoking and Drinking". Educate elementary, junior highs, and high schools students on the dangers of tobacco/smoking/vaping.	New Opp / School Nurses	MRHC, Large Employers, Law Enforcement, City, County, HD, CCWC	TBD by committee
	This health need is not part of hospital mission of critical operations. Will partner with others as appropriate.	b	Start Manning Marketing 'smoke free' campaigns to encourage quitting / never start smoking.			"
		c	Work with local businesses to combat the selling of tobacco products to minors.			"
		d	Work with Business & County leaders to create smoke free zones. Continue to work with local government to make parks and outside areas 'smoke free' locations.			"
		e	Support / Give donation to Iowa Public Health TV commercial campaign to educate the community on smoking and vaping.			"
		f	Continue with ISTEP Chapter. Partner with local law enforcement to crack down on underage tobacco usage. Send law enforcement professionals in to schools and community programs to educate on the dangers of early tobacco use.			"
		g	Continue to provide education classes to promote smoking cessation.			"

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	h	Decrease tobacco & nicotine use among all age groups.			"
5 Ambulance Staffing / Training	a	Research ambulance/paramedic training programs done by other communities and adopt their successful approaches to recruit/retain and train staff.	Carroll County (CC)	MRHC, DMACC, City, Neighboring Counties	TBD by committee
This health need is not part of hospital mission of critical operations. Will partner with others as appropriate.	b	Launch Community College Internship program to educate young adults on EMT and Ambulance safety and need in PSA.			"
	c	Market ambulance training programs to graduating high schoolers. Recruit grads to EMS careers.			"
	d	Develop partnerships with surrounding communities to 'share' ambulance staff when shortages occur.			"
	e	Provide continuing education to all existing ambulance staff to ensure the most up to date protocols are known / followed. Test Skill level yearly.			"
	f	Continue Carroll County training and recruiting processes. Seek new volunteers in PSA to staff the ambulance services.			"
	g	Create/Utilize online training classes. Communicate to MRHC PSA new State regulations.			"
6 Rural Healthcare Policy & Advocacy	a	Reach out to local politicians to understand their healthcare delivery agenda. Encourage Rural Health Reform.	MRHC / Iowa Hosp. Assoc.	State, Elected Rep, US Senator/Staffer, IA Rep, U of IA, ISU	TBD by committee
	b	Increase policy advocacy efforts with other independent CAH's in CMS Region 7. Collaboration among PSA providers to document ACA position.			"
	c	Partner with IHA on their initiatives. Participate on IHA health initiative task force. Participate in IA advocacy work.			"
	d	Invite new CMS Region 7 lead to come to MRHC yearly for roundtable session. Invite other area CAH CEO's to attend.			"
	e	Sponsor hospital tours of local, state and US Congressman. Set up a Town Hall session each time they come.			"