Hospitals, Community Benefit & the Coalition Connection

Living the Mission to Promote Healthy Communities

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...DON'T FORGET THE FREE WATER AT ALL OF OUR DRINKING FOUNTAINS....

CHARITY CARE
BAD DEBT
MEDICARE/MEDICAID SHORTFALLS
FREE PARKING
PUBLIC RESTROOMS
AIR

Cartoon. Modern Healthcare. 5 June 2006
New IRS Rules Inspire New Missions

Requires hospitals to increase access to health care while improving population health through community based prevention strategies.

- CHNA - 3 Years
- Implementation Strategy
In existence since 2004, our mission is to reduce substance abuse among youth and the entire population of Muskegon County, Michigan.
Coalition Snap Shot

- Received $125,000 grant annually from White House’s Office of National Drug Control Policy since 2005.

- Over 42 organizations with 78 active members.

- Required by feds to do extensive data driven community planning.

- Leverages an additional $165,000 each year by mobilizing community.

- $25,000 - $40,000 inkind annually from hospital.
What Do We Do?

Focus on five common environmental strategies

– Increase collaboration and leadership capacity of our community
– Change the community norm
– Reduce youth access to substances
– Change consequences of the provider & user
– Modify or change policies within systems, organizations, or the local community
DFC Muskegon’s Active Subcommittees

knowsmoke
Muskegon County Tobacco Reduction Coalition

Muskegon Area Medication Disposal Program

Youth Development Network

Marijuana Prevention Taskforce
Measurable Impact

• Reduction in teen smoking
  – Smoke free environments – 2009
  – Education & Awareness
  – Evidence based education to 4,000 kids annually

• Increase in age of onset and perception of risk, reduction in binge drinking
  – Student education and awareness
  – Evidence based alcohol retailer engagement
  – Increased law enforcement

* Sources include Muskegon YRBS; MiPHY 2008,10,12
• Since 2010, has collected over 12,000 pounds of medications.

• Several CME Education Events

• Changed system and health plan policy
CCH engages local partners to prevent youth substance abuse, reduce obesity, and build social support.

- Farmer’s Market on hospital campus
  - Increased access to fresh fruits and vegetables
  - Accepts Bridge Cards
- Faith Community Nursing Partnership
  - Builds connections to support prevention programs
- Healthy Communities Walking Program
  - Environmental changes to improve “walk-ability”
  - Individual strategies to support behavior change
- SRSLY
  - Community coalition to prevent youth substance abuse
Our mission is to promote the health and well-being of Chelsea youth through a community-wide coalition aimed at decreasing the onset and incidence of high-risk behaviors, including the abuse of alcohol and other drugs.

Est. 2007
SRSLY uses multiple strategies across multiple sectors to create a culture that supports healthy decision-making and rejects substance abuse. Youth leadership and fun are central to our success.
Chelsea Community Hospital serves as the fiscal agent for the SRSLY coalition, and contributes significant in-kind resources including space, supplies, and staff time.

- **Accounting** - Manages all financial transactions, Supports staff in budget development
- **Administration**
- **Development** - Donor recognition, Fundraising assistance
- **Human Resources**
- **Legal** - Liability protection
- **Marketing** - Press releases, Coverage in hospital newsletters, Graphic Design

*Former Chelsea Community Hospital CEO, Kathleen Griffiths*
SRSLY has positive outcomes thanks to broad community involvement, with 852 volunteers donating 11,500 hours

- 40-50% reduction in recent alcohol and marijuana use among Chelsea teens
- 32% increase in peer disapproval of alcohol and marijuana use
- 54% increase in parents who would call the Chelsea police tip line to report adults giving alcohol or drugs to minors.

Seriously!
Identify organizations and individuals in your service area who care about what you care about.

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Engage partners in the CHNA process, including planning. Identify data and resources available, and where gaps exist.

1. Define Service Area
2. Collect and Analyze Data
3. Identify Health Needs
4. Prioritize Health Needs
   a) Size
   b) Severity
   c) Ability to Impact
5. Strategic and Action Planning
   a) Logic Model
   b) Who will do what, by when?
6. Implementation
7. Evaluation
Partnerships will help leverage resources to support implementation of strategies to address needs.

- Planning must lead to action
- Action (usually) requires **funding**
- Share credit & recognize all partners - the hospital is not the star of the show!

Granting organizations want to see collaboration because it suggests community readiness and capacity to make a difference.
Group Discussion - At your tables, discuss the following:

1. What are the top two to four health needs in your service area?
2. Pick one of those needs. What partners (if any) are you already working with to address this need?
3. What other organizations or stakeholders in your service area might care about this need?
Thank you!

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