

Community Health Needs Assessment and Implementation Plan 2014–2016

River Falls Area Hospital, a part of Allina Health, and the Pierce County Public Health Department care about improving the health of the communities they serve. To do so, they worked with community partners to conduct a community health needs assessment and develop a specific, local implementation plan to respond to the identified community needs.



Executive Summary

HOSPITAL SUMMARY

River Falls Area Hospital, founded in 1939, has evolved from a small city hospital to a larger regional hospital. River Falls Area Hospital is a part of Allina Health, a not-for-profit health system dedicated to the prevention and treatment of illness through its family of clinics, hospitals, care services and community health improvement efforts in Minnesota and western Wisconsin. The River Falls health care campus includes the River Falls Area Hospital, River Falls Medical Clinic, a number of specialty provider partners and the Kinnic Health & Rehab Facility. River Falls Area Hospital also has a long history of working to improve health in the community it serves through programs and services that respond to the health needs of the community.

PIERCE COUNTY PUBLIC HEALTH SUMMARY

It is the mission at Pierce County Public Health to assure the health of the public, prevent disease and injury, promote healthy behaviors and protect against environmental hazards. Priorities of the Pierce County Public Health Department include communicable disease prevention and control; environmental health; inspection and licensing; injury prevention; the Women, Infants & Children (WIC) nutrition program; prenatal care coordinator, the Birth to Three program; reproductive health; and community health assessment and planning.

The Pierce County community health needs assessment (CHNA) was conducted in conjunction with River Falls Area Hospital and the Pierce County Public Health Department using the input from community members, community organizations, internal stakeholders from the public health department, and internal stakeholders at River Falls Area Hospital. These partners assisted in the determination of community health improvement priorities and the development of the implementation plan.

TARGET AREAS AND POPULATIONS

For the purposes of community benefit and engagement, Allina Health divides its service area into nine regions. The region associated with River Falls Area Hospital is known as the Western Wisconsin Region and primarily serves Pierce County and Southern St. Croix County in Wisconsin. For the Western Wisconsin Region Community Health Needs Assessment (CHNA), the focus of inquiry was Pierce County. This assessment was therefore led in collaboration with the Pierce County Public Health Department.

NEEDS ASSESSMENT PROCESS

The needs assessment plan was based on a set of best practices for community health assessment developed by the Catholic Health Association with the purpose of identifying two to three regional priority areas to focus on for FY 2014–2016. The process was designed to rely on existing public data, directly engage community stakeholders and collaborate with local public health and other health providers. From there, each hospital was responsible for adapting and carrying out the plan within their regions. The Western Wisconsin Region Community Engagement Lead guided the effort for River Falls Area Hospital in collaboration with leadership from the Pierce County Public Health Department.

The assessment was conducted in three stages: data review and setting priorities, community health dialogues, and action planning. The process began in April of 2012 with the development of the plan and was completed in August 2013 with the final presentation of the assessment and action plan to the Pierce County Board of Health, the Community Engagement Committee of the River Falls Area Hospital's Board of Trustees, and the River Falls Area Hospital Board of Trustees. The following is a description of the assessment steps and timeline.

DATA REVIEW AND PRIORITIZATION

The data review and priority-setting phase began with the compilation of existing health-related data. Stakeholders reviewed two datasets, including the Wisconsin Public Health County Profiles and the County Health Rankings. In addition, assessment stakeholders reviewed the most recent community health improvement plans for both Saint Croix and Pierce County as well as “Framing CHNA's in the Context of Healthcare Equity,” a document providing background and recommendations regarding

consideration of healthcare inequities throughout the CHNA process.

Stakeholders then developed an initial list of priorities. Assessment stakeholders used the Hanlon Method, a systematic prioritization process, to rank the health-related issues based on three criteria: size of the problem, seriousness of the problem, and estimated effectiveness of the solution. Stakeholders were then asked to consider the numerical rankings given to each issue along with a set of discussion questions to choose the final priority issues.

The prioritization process identified the following two priority issues for the community:

1. Physical activity
2. Healthy foods

COMMUNITY DIALOGUES

In spring 2013, River Falls Area Hospital held a series of meetings designed to solicit feedback from the community on how River Falls Area Hospital could most effectively address the selected priority issues. These dialogues were facilitated by a community partner and contractor, Wilder Research. The community dialogues were an opportunity for River Falls Area Hospital to hear from a broader group of community members, identify ideas and strategies to respond to the priority issues and inform the action-planning phase of the needs assessment.

In addition to the Wilder-lead dialogues, the Pierce County Public Health Department received funding through the Wisconsin Nutrition, Physical Activity and Obesity Program to implement the CHANGE (Community Health Assessment aNd Group Evaluation) assessment to gain an understanding of Pierce County's needs and assets relating to physical activity and nutrition. Over twenty key informant interviews were conducted in the school, healthcare, community/organization, and worksite sectors. For every sector, a second method of data collection was used to assess such as focus groups, surveys, and onsite observation. Photo documentation, mapping, and walkability audits were methods used to capture the story and to verify interview discussions.

ACTION PLANNING

The final phase of the CHNA process was to develop the implementation plan for River Falls Area Hospital and Pierce County. The implementation plan is a set of actions that the hospital will take to respond to the needs identified through the community health needs assessment process. River Falls Area Hospital and Pierce County Public Health convened three meetings to develop the implementation plan for FY 2014-2016.

The process included three steps:

1. Choosing key goals, objectives and indicators related to the priority issues.
2. Selecting evidence-based strategies and programs to address the issues.
3. Assigning roles and partners for implementing each strategy.

IMPLEMENTATION PLAN

The implementation plan is a 3-year plan depicting the overall work that River Falls Area Hospital, the Pierce County Public Health Department and other community partners plan to do to address its priority issues in the community. Yearly work plans will be developed to provide detailed actions, accountabilities, evaluation measures and timelines. Copies of these detailed work plans can be requested from River Falls Area Hospital and/or the Pierce County Public Health Department.

Physical activity

Goal: Increase physical activity through changes to the environment, policy, and community support.

INDICATORS

- Percent of adults engaging in recommended levels of physical activity
- Percent of high school students who meet federal standards for physical activity.

STRATEGIES

1. **Providing Information**
 - Increasing community awareness of opportunities for physical activity and exercise
2. **Enhancing Skills**
 - Starting walking classes, programs and clubs

3. **Providing Support**

- Continue to provide financial support to local organizations that promote physical activity through the Allina Health charitable contributions program

4. **Enhancing Access/Reducing Barriers**

- No strategies selected

5. **Changing Consequences**

- Implementing and supporting worksite wellness incentives

6. **Physical design**

- Improve trail signage in community parks and recreation areas

7. **Modifying/Changing Policies**

- Engaging local policy makers on the importance of physical activity
- Establishing a county-wide school physical education and health committee

Healthy Eating

Goals:

1. **Increase the consumption of fruits and vegetables**
2. **Decrease consumption of sugar-sweetened beverages and other less nutritious food**
3. **Increased breastfeeding was also selected as a key goal**

INDICATORS

- Percentage of adults eating at least five servings of fruits and vegetables daily
- Percentage of high schools that do not sell candy, high-fat snacks or soda and juice that is not 100% juice
- Percentage of Pierce County WIC infants ever breastfed.

STRATEGIES

1. **Providing Information**

- Reduce use of trans-fats in local restaurants
- Provide information about the benefits of breastfeeding to new and expectant mothers

2. **Enhancing Skills**

- Starting cooking classes and nutritional education programs

3. Providing Support

- Continue to provide financial support to local organizations that promote healthy eating through the Allina Health charitable contributions program

4. Enhancing Access/Reducing Barriers

- Establish new and support existing community gardens
- Implement labeling of healthy choices at local restaurants

5. Changing Consequences

- Provide farmers market incentives for FoodShare and WIC participants
- Promote and support healthy vending at worksites

6. Physical design

- None selected

7. Modifying/Changing Policies

- Promote and support healthy vending at schools
- Promote and support worksite policies that support breastfeeding

CONCLUSION

River Falls Area Hospital, a not-for profit hospital, and the Pierce County Public Health Department are dedicated to improving the health of the communities they serve. This implementation plan is intended to show that the hospital and public health department will partner with and support community and clinical programs that positively impact the identified health needs in 2014–2016. In addition, the hospital will participate in system-wide efforts, as part of Allina Health, that support and impact community health. There are other ways in which River Falls Area Hospital and the Pierce County Public Health Department will indirectly address these priority issues along with other needs, through the provision of charity care, support of Medicare and Medicaid programs, discounts to the uninsured, among others. Altogether, River Falls Area Hospital and the Pierce County Public Health Department will continue to engage with the community to ensure that the work in the plan is relevant and effective and to modify accordingly.

The full report for the River Falls Area Hospital and Pierce County Public Health Department's community health needs assessment can be found at allinahealth.org and at co.pierce.wi.us.



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