

**COMMUNITY HEALTH NEEDS ASSESSMENT
IMPLEMENTATION STRATEGIES**

for

PRIORITY HEALTH NEEDS

of

FRIO REGIONAL HOSPITAL

2018

By

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COMMUNITY HEALTH NEEDS

Provide information, education and treatment to the community/patient population to prevent; reduce and treat heart disease, diabetes and obesity; encourage better health behavior and lifestyle choices; address the lack of health knowledge in the community; encourage physical activity & exercise; increase awareness and sensitivity to community language preferences and cultural mindsets; and expand awareness of poverty within the community, especially children in poverty.

IMPLEMENTATION PLAN:

Provide information, educate the public through health literature, public forums, health fairs, and continued treatment of affected patients through direct treatment in collaboration with other health resources, civic, political, nonprofit, religious and business organizations.

IMPLEMENTATION STRATEGIES/ACCOMPLISHMENTS 2018

PRIORITY #1 - CHRONIC DISEASE MANAGEMENT

A. Heart Disease

January 3 – Translational Advisory Board (TAB) monthly meeting.

Topic: Planning a “healthy activity event” for our youth and their families in Pearsall, TX. FRH staff was involved by providing first-aid & educational stations.

May 5 – Pearsall High School scholarship fun run – FRH sponsored drinks and assisted with volunteers and first-aid stations.

July 31 – Marketing dept. assisted at the Summer Youth Rec Fun Day at sports complex – Pearsall, TX.

October 6 – Immaculate Heart of Mary Church 5K/10K Run community event at Pearsall, TX. Marketing department attended also nursing staff provided first-aid.

B. Diabetes

January 3 – Translational Advisory Board (TAB) monthly meeting.

Topic: Planning a “healthy activity event” for our youth and their families in Pearsall, TX. FRH staff was involved by providing first-aid & educational stations.

May 5 – Pearsall High School scholarship fun run – FRH sponsored drinks and assisted with volunteers and first-aid stations.

July 31 – Marketing dept. assisted at the Summer Youth Rec Fun Day at sports complex – Pearsall, TX.

October 6 – Immaculate Heart of Mary Church 5K/10K Run community event in Pearsall, TX. Marketing department attended also nursing staff provided first-aid.

C. Obesity

January 3 – Translational Advisory Board (TAB) monthly meeting.
Topic: Planning a “healthy activity event” for our youth and their families in Pearsall, TX. FRH staff was involved by providing first-aid & educational stations.

May 5 – Pearsall High School scholarship fun run – FRH sponsored drinks and assisted with volunteers and first-aid stations.

July 31 – Marketing dept. assisted at the Summer Youth Rec Fun Day at sports complex – Pearsall, TX.

October 6 – Immaculate Heart of Mary Church 5K/10K Run community event in Pearsall, TX. Marketing department attended also nursing staff provided first-aid.

PRIORITY #2 - PRIMARY CARE PHYSICIANS

A. Lack of Primary Care Physicians

May 2 - Translational Advisory Board (TAB) monthly meeting. Topic: Clinical Aspects of Integrated Primary Care Behavioral Health.

October 24 – Lunch & Learn for staff and physicians presented by Dr. Cathy Carroll, MSN, RN, CEN, CPEN from Methodist Hospital. Topic: General overview of abused and neglected children.

B. Obstetrics/Low Birth Weight

March 21 – Neonatal Infection Lunch & Learn for FRH staff & physicians at FRH presented by Dr. Christina Stine, MS, RD, MD and Methodist Pediatric Outreach.

June 27 – Lunch & Learn for clinical and FRH staff and physicians. Topic: Hypoxic Ischemic Encephalopathy by Dr. Christina Stine.

C. Uninsured

D. HIGH COST OF HEALTH CARE

March 21 – Neonatal Infection Lunch & Learn for FRH staff & physicians at FRH presented by Dr. Christina Stine, MS, RD, MD and Methodist Pediatric Outreach.

April 13 – Lunch & Learn for all staff and physicians. Topic: Opiates Crisis.

May 2 - Translational Advisory Board (TAB) monthly meeting. Topic: Clinical Aspects of Integrated Primary Care Behavioral Health.

June 27 – Lunch & Learn for clinical and FRH staff and physicians. Topic: Hypoxic Ischemic Encephalopathy by Dr. Christina Stine.

PRIORITY #3 - HEALTH EDUCATION

A. Healthy Behavior and Lifestyle Choices

January 3 – Translational Advisory Board (TAB) monthly meeting.
Topic: Planning a “healthy activity event” for our youth and their families in Pearsall, TX. FRH staff was involved by providing first-aid & educational stations.

January 11 – N. Ortiz attended School Health Advisory Council (SHAC) meeting at Pearsall High School. Plans to have a mock presentation on drug overdose for students and parents with PISD Police Department and FRH.

February 7 – TAB monthly meeting. Topic: Establishing an Explorer/Post Club Healthcare Program with Pearsall, TX students.

March 8 – Career/Technology Advisory Council (CTE) at PHS - Student Interview Project presented by FRH Human Resources Director.

March 21 – Neonatal Infection Lunch & Learn for FRH staff & physicians at FRH presented by Dr. Christina Stine, MS, RD, MD and Methodist Pediatric Outreach.

March 24 – N. Ortiz attended Pioneer Days in Pearsall, TX to market FRH and nursing staff performed blood pressure readings to the community.

April 2 – Lunch & Learn for all staff, Pearsall community and surrounding counties.
Topic: Distractive Driving -Law Enforcement.

April 27 – “Stop the Bleed” Presentation at Pearsall High School for all students and staff by FRH nursing staff.

April 13 – Lunch & Learn for all staff and physicians. Topic: Opiates Crisis.

May 2 - Translational Advisory Board (TAB) monthly meeting. Topic: Clinical Aspects of Integrated Primary Care Behavioral Health.

May 5 – Pearsall High School scholarship fun run – FRH sponsored drinks and assisted with volunteers and first-aid stations.

May 7th/ May 11th - Hospital week events for all staff.

May 7 – Employee engagement survey & hospital week – FRH Lab & Maintenance departments hosted food, games for all FRH staff.

May 8 – Health Fair in Lytle, TX – ED Director & Marketing Director represented FRH.

May 9 – Open House at FRH for community of Pearsall/Dilley, TX during Hospital Week.

June 2 – Nancy Ortiz attended the watermelon festival in Dilley, Texas representing FRH in a marketing capacity.

June 6 – Translational Advisory Board (TAB) monthly meeting – Topic: Healthy Frio, HPV Project, Caregiver Project.

June 15 – Marketing dept. attended end-of-the-school-year bash for Pearsall community at Pearsall Nursing Home.

July 17 – Louisa Martinez, DON; Andy Williams, CEO; and Nancy Ortiz, HR Director met with Dr. Bell from Coastal Bend College – nursing students training at FRH.

July 24 - Pearsall Rotary group met at Pearsall, TX Library to support city officials event presented by SBA.

July 31 – Marketing dept. assisted at the Summer Youth Rec Fun Day at sports complex – Pearsall, TX.

August 1 – Attended TAB monthly meeting – Topic: Community Engagement Symposium.

August 1 – Cotulla back to school fair – FRH Home Health attended.

August 2 - Pearsall WIC health fair – Marketing dept. attended.

August 10 – Pearsall HS Back-To-School Bash; Marketing dept. attended.

August 29 – FRH Home Health Open House – Open to the community/staff.

September 5 - Nancy Ortiz met with Dr. Carol White at UTHSC about caregiver project presentation (Alzheimer's) to be held at FRH.

September 5 - TAB monthly meeting.

September 21 – Frio Nueces Current newspaper visited FRH Rehab Center to cover a story about a patient receiving therapy and is now able to walk after not walking for over a year.

September 24 – FRH staff assisted at Fireman's Park for community food drive.

September 26 – Pearsall High School report card event. Marketing department attended.

October 3 – TAB monthly meeting. Topic: Health Career Planning & Caregiver Project Update.

October 6 – Immaculate Heart of Mary Church 5K/10K Run community event in Pearsall, TX. Marketing department attended also nursing staff provided first-aid.

October 12 – Fire Prevention Week – participation from Pearsall & Dilley Elementary Schools.

October 12 – FRH staff assisted at Fireman's Park for community food drive.

October 23 – Lytle Health Fair – Marketing dept. attended.

November 3 – Participated at Pearsall's Market Days event.

November 15 – National Rural Health Day at FRH. Served lunch to all the staff and C N A programs from Pearsall and Dilley high school students. Also, FRH staff/departments met with all students to explain their job roles at the hospital.

November 29 – Nancy Ortiz attended School Health Advisory Council (SHAC) & Career/Technology Advisory Board meetings at PSH.

A. Lack of Health Knowledge

January 11 – N. Ortiz attended School Health Advisory Council (SHAC) meeting at Pearsall High School. Plans to have a mock presentation on drug overdose for students and parents with PISD Police Department and FRH.

February 7 – TAB monthly meeting. Topic: Establishing an Explorer/Post Club Healthcare Program with Pearsall, TX students.

March 7 - Translational Advisory Board (TAB) meeting.

March 8 – SHAC Health Fair at Dilley HS – nursing staff attended.

March 9 – PSH Career Fair – Various hospital departments represented FRH: lab, radiology, nursing, and marketing.

March 21 – Neonatal Infection Lunch & Learn for FRH staff & physicians at FRH presented by Dr. Christina Stine, MS, RD, MD and Methodist Pediatric Outreach.

March 24 – N. Ortiz attended Pioneer Days in Pearsall, TX to market FRH and nursing staff performed blood pressure readings to the community.

March 29th/30th – Clinical skills fair at FRH for all staff.

April 2 – Lunch & Learn for all staff, Pearsall community and surrounding counties. Topic: Distractive Driving -Law Enforcement.

April 4 – Translational Advisory Board (TAB) HPV Project – Cristina Martinez; Caregiver Project – Nancy Ortiz; Healthy Frio – Marisol McDaniel; Recruitment Challenges; TAB Fact Sheet – Ariel Gomez; Open Discussion – High School Explorers.

April 5 – Career/Technology Advisory Council (CTE) at Pearsall High School; TWC JET Grant information and Program Review; CTE Program Evaluation/Action Plan for 2018-2019. Nancy Ortiz, HR Director (council member) attended meeting.

April 11 – Lunch & Learn for hospital staff & Pearsall Community - An Overview of Parkinson's Disease, Research and Resources – Presenter - Dianne Johnson, Clinical Research Nurse, Parkinson's Disease Clinic from UTHSC. Also, had Virtual Dementia second tours available.

April 12 - GENCURE Meeting – Agri-Life Building – CEO, Andy Williams attended.

April 13 – Lunch & Learn for all staff and physicians. Topic: Opiates Crisis.

April 27 – “Stop the Bleed” Presentation at Pearsall High School for all students and staff at PSH by FRH nursing staff.

May 2 - Translational Advisory Board (TAB) monthly meeting. Topic: Clinical Aspects of Integrated Primary Care Behavioral Health.

May 7th/May 11th – Hospital week events for all staff.

May 7 – Employee engagement survey & hospital week – FRH Lab & Maintenance departments hosted food, games for all FRH staff.

May 8 – Health Fair in Lytle, TX – ED Director & Marketing Director represented FRH.

May 9 – Open House at FRH for community of Pearsall/Dilley, TX. during Hospital Week.

June 2 – Nancy Ortiz attended the watermelon festival in Dilley, Texas representing FRH in a marketing capacity.

June 6 – Translational Advisory Board (TAB) monthly meeting. Topic: Healthy Frio, HPV Project, Caregiver Project.

June 15 – Marketing dept. attended end-of-the-school-year bash for Pearsall community at the Pearsall Nursing Home.

June 27 – Lunch & Learn for clinical and FRH staff and physicians. Topic: Hypoxic Ischemic Encephalopathy by Dr. Christina Stine.

July 17 – Louisa Martinez, DON; Andy Williams, CEO; Nancy Ortiz, HR Director met with Dr. Bell from Coastal Bend College – nursing students training at FRH.

August 1 – Attended TAB monthly meeting – Topic: Community Engagement Symposium.

August 1 – Cotulla back to school fair – FRH Home Health attended.

August 2 - Pearsall WIC health fair – Marketing dept. attended.

August 7 - Channel 4 news at FRH to interview a patient with West Nile Virus.

August 9th/10th – 2018 Global Leadership Forum at Holy Trinity in S.A. for all FRH directors.

August 16 – Multi disciplinary Trauma meeting with Dr. Jenkins and FRH staff, physicians & community.

August 24 – Nancy Ortiz met with Admissions Director from Pearsall Nursing Home to plan fall festival/pumpkin patch for Pearsall community in October. This planning meeting was in conjunction with event partnership with Pearsall Nursing Home.

August 29 – FRH Home Health Open House – Opened to the community/staff.

September 5 - Nancy Ortiz met with Dr. Carol White at UTHSC on caregiver project presentation.

September 5 - TAB monthly meeting.

September 21 – Nancy Ortiz attended Human Resources Director’s Rural Hospitals Meeting at Methodist.

October 3 – TAB monthly meeting – Topic: Health Career Planning & Caregiver Project Update.

October 23 – Lytle Health Fair – Marketing dept. attended.

October 24 – Lunch & Learn for staff and physicians presented by Dr. Cathy Carroll, MSN, RN, CEN, CPEN from Methodist Hospital. Topic: General overview of abused and neglected children.

November 3 – Participated at Pearsall’s Market Days event.

November 29 – Nancy Ortiz attended School Health Advisory Council (SHAC) & Career/Technology Advisory Board meetings at PSH.

B. Physical Inactivity

January 3 – Translational Advisory Board (TAB) monthly meeting.
Topic: Planning a “healthy activity event” for our youth and their families in Pearsall, TX before May. FRH staff was involved by providing first-aid & educational stations.

February 7 - TAB monthly meeting. Topic: Establishing an Explorer/Post Club Healthcare Program with Pearsall, TX students.

July 31 – Marketing dept. assisted at the Summer Youth Rec Fun Day at sports complex – Pearsall, TX.

October 6 – Immaculate Heart of Mary Church 5K/10K Run community event in Pearsall, TX. Marketing department attended also nursing staff provided first-aid.

C. Language and Cultural Mindset

January 11 – N. Ortiz attended School Health Advisory Council (SHAC) meeting at Pearsall High School. Plans to have a mock presentation on drug overdose for students and parents with PISD Police Department and FRH.

February 13 – Pearsall Rotary sponsored their Annual Pancake Supper at First United Methodist Fellowship Hall. Rotary President – Andy Williams, Vice President- Nancy Ortiz, Member Tom Grimert.

May 1 – CEO, Andy Williams attended a welcoming event that included a tour for Texas' First Lady's – Mrs. Abbott - for the Texas Historical Commission Texas Main Street Program in Pearsall, TX - promoting Pearsall and its unique character through the revitalization of downtown, historic preservation and community involvement (Main Street Improving Grant).

May 7th/May 11th – Hospital week events for all staff.

May 7 – Employee engagement survey & hospital week – FRH Lab & Maintenance departments hosted food, games for all FRH staff.

May 8 – Health Fair in Lytle, TX – ED Director & Marketing Director represented FRH.

May 9 – Open House at FRH for community of Pearsall/Dilley, TX. during Hospital Week.

June 2 – Nancy Ortiz attended the watermelon festival in Dilley, Texas representing FRH in a marketing capacity.

June 6 – Translational Advisory Board (TAB) monthly meeting – Healthy Frio, HPV Project, Caregiver Project.

November 29 – Nancy Ortiz attended School Health Advisory Council (SHAC) & Career/Technology Advisory Board meetings at PSH.

D. Poverty/Children in Poverty

February 9 – Frio County Food Distribution at Fireman's Park. FRH staff participated.

March 10 – Easter community event at FRH.

July 10 – Nancy Ortiz (CASA Board Member) met with Mrs. Francie Gasch to discuss fundraiser for CASA.

August 1 – Cotulla back to school fair – FRH Home Health attended

August 2 – Pearsall WIC health fair – Marketing dept. attended.

August 10 – Pearsall Back-To-School Bash – FRH staff attended.

October 12 – FRH staff assisted at Fireman's Park for community food drive.

November 16 – FRH staff delivered 31 Thanksgiving baskets to seniors in Pearsall, TX resident homes.

December 7th/8th – Pearsall Rotary members participated at Pearsall Walmart for their annual can food drive/donations for Pearsall Child Board (Nancy Ortiz, Rotary President).

December 8 – FRH hosted Annual Community Lunch with Santa and Mrs. Santa event for the community.

December 12 – Francie Gash (CASA) collected all toys/gift cards donated by staff for their annual CASA toy drive.

ON-GOING AND CONTINUING FOR 2018

Partner with various community organizations and help educate the public on their services and usage/access.

Create and implement in-house events and activities to enhance community involvement and contribution of FRH to increase awareness of hospital leadership and services.

Distribute hospital/health related material, educational information and free screenings and at various local events and locations. Assist and collaborate with community organizations with health fairs, community events, partnerships and provide booth sponsorships to raise health awareness.

Feb. 15 - MCLE at Norris Conference Center.

May 22 – Employee Engagement Survey casino event for all FRH staff.

May 24 – HR Director, Nancy Ortiz – Participated in selecting the 2017-18 District Teacher of the Year.

June 20 – FRH Human Resources dept. hosted quarterly luncheon for birthday staff.

July 3 – Employee engagement survey appreciation lunch & breakfast for day/night shift staff.

July 16 – Town hall meetings for all FRH staff 9:30 am, 3:30 pm, 5:30 pm.

July 18 - Town hall meetings for all FRH staff 7:30 am, 9:30 am, 3:30 pm.

August 1 - Dilley ISD welcome luncheon for all new teachers/administration. FRH donated plants and goodie bags.

August 1 – Cotulla back to school fair – FRH Home Health attended.

August 6 – Pearsall ISD mandatory all staff meeting – FRH attended.

August 9th/10th – 2018 Global Leadership Forum at Holy Trinity in S.A. for FRH Director's.

August 10 – FRH attended Pearsall Back-To-School Bash.

September 19 – Human Resources dept. hosted quarterly birthday lunch for staff.

September 26 – Attend Pearsall High School report card event.

October 1 – 3rd Pearsall Rotary Auction – Nancy Ortiz, President; Andy Williams & Tom Grimert, Members.

October 2 – National Night Out – FRH staff participated in Pearsall & Dilley, TX.

October 3 – TAB monthly meeting – Topic: Health Career Planning & Caregiver Project Update.

October 11 – Pearsall Homecoming Parade – Community Event – FRH participated.

October 27 - 1st Annual Pumpkin Patch community event – FRH partnered with Pearsall Nursing Home.

October 31 – Fall Fest (Methodist Church hosted) Community event – FRH staff participated.

October 31 – FRH staff luncheon – pumpkin carving & costume contest.

November 5 – Nancy Ortiz met with Dr. Carole White at UTHSC to discuss 2019 calendar for caregiver project for Pearsall/Dilley community.

November 7 – FRH staff participated at the Dilley, TX homecoming parade.

December 5 – FRH staff participated at the Dilley, TX Christmas Parade.

December 14 – FRH participated at the Pearsall, TX Christmas Parade.

December 18 – FRH Rotary members participated along with the Pearsall H.S. Choir for Christmas Caroling at Pearsall Nursing Home.

December 19 – FRH Staff Christmas Luncheon/Service Awards Presentation.