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Implementation Strategy

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# Appling Healthcare System Implementation Strategy

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For FY 2020-2022 Summary

Appling Healthcare System is a 64-bed not-for-profit community hospital located in Baxley, Georgia. In 2019, the hospital conducted a Community Health Needs Assessment (CHNA) to identify the health needs of Appling County. The Implementation Strategy for Appling Healthcare System was developed based on findings and priorities established in the CHNA and a review of the hospital's existing community benefit activities.

This report summarizes the plans for Appling Healthcare System to sustain and develop community benefit programs that 1) address prioritized needs from the 2019 Appling Healthcare System CHNA and 2) respond to other identified community health needs.

The following prioritized needs were identified by the community and the CHNA steering committee. Particular focus was placed upon these needs in developing the implementation strategy.

- Mental and Behavioral Health
- Access to Care
- Lifestyle and obesity
- Adolescent Health

Appling Healthcare System has addressed each of the health needs identified in the CHNA. Appling Healthcare System developed implementation strategies to address each of the health issues identified over the next three years.

Specific implementation strategies for each of the CHNA identified health needs are addressed in the following appendices to this report.

The Appling Healthcare System Board approved this Implementation Strategy through a board vote on                     .

The following issues were identified as “priority” needs by the community participants. The findings are listed in the order of priority determined by the hospital -

1. Mental and Behavioral Health
  - a. There is a lack of mental health facilities such as counseling and treatment facilities.

- b. There is a need for education and awareness on the signs of and symptoms of mental illness. A lot of individuals self-medicate with illegal drugs.
- c. The 18-20-year-old age group needs specific outreach and follow-up to ensure proper medications are still being used after they are no longer Medicaid eligible.

## 2. Access to Care

- a. There is lack of communication and collaboration of available community resources.
- b. There is a need for health promotion programs that incentivize and provide more motivation for attendance.
- c. There is a need for more technology enabled programs for health promotion and education.
- d. There is a need for more facilities for end of life care and nursing home patients.

## 3. Lifestyle and Obesity

- a. There is a need for education and outreach on the understanding of the risk factors associated with obesity and unhealthy lifestyles. For example, “knowing your numbers.”
- b. There is a need for education on personal accountability, self-control, and taking charge of one’s health.
- c. There is a need for more awareness and education on smoking and alcohol use prevention and cessation.

## 4. Adolescent Health

- a. There is a need for parenting outreach on methods for raising a healthy child. The lack of parenting engagement and discipline was the main theme associated with adolescent health.
  - i. Education for parents on the laws of child abuse. Many parents fear breaking child abuse rules by disciplining too harsh.
  - ii. Education for parents on best practices for technology use (i.e.: social media and security features to keep your child safe).
- b. There is a need for more outreach programming to impact the youth such as:
  - i. Self-respect and self-worth.
  - ii. Coping skills.



**Community Work Plan Mental and Behavioral Health  
CHNA Page Reference**

Health Problem	Outcome Objective (Anticipated Impact)
<p>a. There is a lack of mental health facilities such as counseling and treatment facilities.</p> <p>b. There is a need for education and awareness on the signs of and symptoms of mental illness. A lot of individuals self-medicate with illegal drugs.</p> <p>c. The 18-20-year-old age group needs specific outreach and follow-up to ensure proper medications are still being used after they are no longer Medicaid eligible.</p>	<p>a. Increase access to mental health treatment.</p> <p>b. Increase awareness of mental illness in order to seek assistance and treatment early.</p> <p>c. Identify additional resources for young patients that are no longer eligible for Medicaid assistance.</p>

**Background:**

The CHNA process identified a need for more

**Implementation Strategy:**

- a. Appling Healthcare will continue to provide Behavior Health Link in the Emergency Room for mentally unstable patients.
- b. Appling Healthcare will continue their partnership with UltraGroup Healthcare, which specializes in geriatric behavioral health. As well as continuing intensive outpatient program for mental health at Senior Life Solutions. Appling Healthcare will work with local law enforcement on mental health training for local inmates and collaborate with the school system’s Teen Maze program, which focuses on real life situations teens face daily. Appling Healthcare will also continue to use social media as a platform to educate the public on mental health illnesses, signs, and symptoms, as well as raising awareness.
- c. Appling Healthcare will use social media outlets such as Facebook and Instagram to reach the 18-20-year-old age group to bring outreach and awareness, targeting specific age groups.

**Possible Collaborations:**

- Appling Healthcare Emergency Department
- UltraGroup Healthcare
- Appling County Sheriff’s Office and Baxley Police Department
- Georgia Rural Health Innovation Center

**Appendix 1**

## Appendix 2

### Community Work Plan for Access to Care CHNA Page Reference

Health Problem	Outcome Objective (Anticipated Impact)
<ul style="list-style-type: none"> <li>a. There is lack of communication and collaboration of available community resources.</li> <li>b. There is a need for health promotion programs that incentivize and provide more motivation for attendance.</li> <li>c. There is a need for more technology enabled programs for health promotion and education.</li> <li>d. There is a need for more facilities for end of life care and nursing home patients.</li> </ul>	<ul style="list-style-type: none"> <li>a. Update community resource directory to identify known community resources and increase access to care.</li> <li>b. Increase attendance at community health fairs and programs provided to the community through various outreach efforts and by various organizations.</li> <li>c. Increase community education through technology.</li> <li>d. Increase community resources for end of life health needs.</li> </ul>
<p><b>Background:</b></p> <p>The CHNA identified a lack of.</p>	
<p><b>Implementation Strategy:</b></p> <ul style="list-style-type: none"> <li>a. Appling Healthcare will work with the Baxley/Apling County Chamber of Commerce and the Apling County Health Department to relay information and resources available within the community.</li> <li>b. Appling Healthcare hired a full-time Community Relations Coordinator and developed a Community Relations Team to increase health fairs and community participation.</li> <li>c. Appling Healthcare will utilize Facebook and Instagram to increase followers, post educational information, and health related engagement.</li> <li>d. Appling Healthcare will work with local hospital resources to help with end of life care.</li> </ul>	
<p><b>Possible Collaborations:</b></p> <ul style="list-style-type: none"> <li>• The Baxley/Apling County Chamber of Commerce</li> <li>• The Apling County Health Department</li> <li>• Local area hospice organizations</li> </ul>	

## Appendix 3

**Community Work Plan for Lifestyle and Obesity  
CHNA Page Reference**

Health Problem	Outcome Objective (Anticipated Impact)
<p>a. There is a need for education and outreach on the understanding of the risk factors associated with obesity and unhealthy lifestyles. For example, “knowing your numbers.”</p> <p>b. There is a need for education on personal accountability, self-control, and taking charge of one’s health.</p> <p>c. There is a need for more awareness and education on smoking and alcohol use prevention and cessation.</p>	<p>a. Increase community education to enable individuals to improve their health.</p> <p>b. Increase education on the importance of self-control and taking accountability for improving one’s health.</p> <p>c. Improve awareness on the dangers of tobacco and alcohol use.</p>

**Background:**

The CHNA process identified a need for continued educational efforts related adolescent behavior and parental support.

**Implementation Strategy:**

- a. Appling Healthcare will utilize social media and hold quarterly classes to increase community education regarding obesity and unhealthy lifestyles.
- b. Appling Healthcare will use social media outlets and Appling Healthcare’s website to increase education on accountability and self-control.
- d. Appling Healthcare will use social media outlets, the newspaper, and the radio station to improve the awareness of tobacco and alcohol usage.

**Possible Collaborations:**

- Metz Culinary Management
- Appling Healthcare’s Dietician and Providers
- Appling County Health Department

**Appendix 4**

**Community Work Plan for Adolescent Health**

**CHNA Page Reference 85-97**

Health Problem	Outcome Objective (Anticipated Impact)
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a. There is a need for parenting outreach on methods for raising a healthy child. The lack of parenting engagement and discipline was the main theme associated with adolescent health.

i. Education for parents on the laws of child abuse. Many parents fear breaking child abuse rules by disciplining too harsh.

ii. Education for parents on best practices for technology use (i.e.: social media and security features to keep your child safe).

b. There is a need for more outreach programming to impact the youth such as:

i. Self-respect and self-worth

ii. Coping skills

a. Increase educational offerings on raising health children and keeping children safe.

b. Increase mental health educational offerings and outreach efforts to young people.

**Background:**

Appling County has a significantly lower median income than the State of Georgia. Poverty levels are higher than the rates for Georgia and the U.S. The CHNA process identified a need for access to low-cost healthcare services.

**Implementation Strategy:**

a. Appling Healthcare will utilize social media as a platform to increase education on healthy children and children safety.

b. Appling Healthcare will partner with the Appling County Board of Education, Family Connections, and Appling County Health Department to increase education and awareness of mental health in young people.

c. Appling Healthcare will assist and collaborate with any program Appling County Board of Education, Family Connections, and Appling County Ministerial Alliance offers, including Teen Maze.

**Possible Collaborations:**

- Appling County Board of Education
- Appling County Family Connections
- Appling County Health Department