

# Community Health Implementation Strategy Plan

2020 - 2022



# **Advocate Eureka Hospital Community Health Implementation Strategy Plan January 1, 2020 – December 31, 2022**

## **SUMMARY OF CHNA PROCESS**

Advocate Eureka Hospital (Advocate Eureka) participated in the Tri-county Community Health Needs Assessment (CHNA) which is a collaborative undertaking spearheaded by the Partnership for a Healthy Community (PFHC). The PFHC is a multi-sector community partnership working to improve population health in Woodford, Peoria and Tazewell Counties. An ad hoc committee within the PFHC formed a collaborative team to facilitate the Tri-county CHNA. Members of the PFHC ad hoc CHNA collaborative team include Advocate Eureka, OSF St. Francis Medical Center, UnityPoint Health—Methodist and Proctor, Hopedale Medical Center, Woodford County Health Department, Peoria City/County Health Department, Tazewell County Health Department, Hopedale Medical Complex, Pekin Hospital, Heart of Illinois United Way, Heartland Health Services and Bradley University. The goal of the PFHC ad hoc CHNA collaborative is to highlight the health needs of residents in the Tri-county region and effectively utilize resources and establish partnerships from the three counties to improve the health of the communities. The community health director for Advocate BroMenn and Advocate Eureka serves on the PFHC Board and the PFHC ad hoc CHNA collaborative team. Similar to other members of the PFHC, Advocate Eureka used the Tri-county CHNA to prepare its 2019 CHNA Report with a focus on Woodford County.

For the 2017-2019 CHNA, the hospital participated in the priority setting process with the PFHC ad hoc CHNA collaborative. Four significant health needs were selected during the Tri-county CHNA collaborative process by key community stakeholders at the March 12, 2019, prioritization meeting. Representatives from all three counties were in attendance. The significant health needs selected for the Tri-county region were: 1) mental health; 2) substance use; 3) cancer; and 4) healthy behaviors or healthy eating/active living. From the four priorities, the Advocate Eureka CHNA team analyzed additional data for Woodford County for the four priorities and selected two significant health needs for its 2019 CHNA—mental health and healthy eating/active living. The hospital wanted to focus its efforts on two significant health needs specific to Woodford County as its resources are limited as a critical access hospital. Mental health has been a health priority in the hospital's 2013 and 2016 CHNAs. Although the hospital will focus a majority of its community health efforts on the two health priorities, by being active members of the PFHC mental health and healthy eating/active living priority action teams, staff

members of Advocate Eureka will participate in the PFHC priority action teams for cancer and substance use as needed to further Tri-county efforts to address both of these health priorities.

## **SIGNIFICANT HEALTH NEEDS IDENTIFIED BUT NOT SELECTED AND WHY**

Cancer and substance use were identified as significant health needs in the Tri-county CHNA. The Advocate Eureka CHNA team did not select cancer or substance use as a significant health need and elected to focus on just two significant health needs instead given Advocate Eureka's limited resources are limited as a critical access hospital. The hospital will, however, continue to support the efforts of the PFHC cancer priority action team and the behavioral health priority action team, which includes substance use as well as mental health, for the tri-county region.

## **SIGNIFICANT HEALTH NEEDS IDENTIFIED AND SELECTED FOR IMPLEMENTATION PLAN AND WHY**

### **Mental Health**

Advocate Eureka's CHNA team selected mental health as a significant health need for Woodford County from the four significant health needs selected by the PFHC ad hoc CHNA collaborative team, for several reasons. The first reason mental health was selected is that Woodford County residents that participated in the 2018 Tri-county Community Health Survey perceived mental health as the most important health issue in the community.

A second reason mental health was selected is because the age-adjusted death rate due to suicide in Woodford County is in the worst 25<sup>th</sup> percentile range compared to other counties in the U.S., is higher than the Illinois value, does not meet the Healthy People 2020 target and is higher than both Peoria and Tazewell Counties. Additionally, 27 percent of the Woodford County survey respondents who reported that they did not have access to care cited embarrassment as the reason. The continuation of the evidence-based Mental Health First Aid class helps decrease the stigma associated with mental health and has been offered by Advocate Eureka for several years.

Advocate Eureka also selected mental health as a significant health need because a few of the high SocioNeeds ZIP codes—specifically El Paso, Washburn and Lowpoint—had higher values than the county value for some of the age-adjusted emergency room (ER) rates; mental health, pediatric mental health and/or suicide and self-inflicted injury for both adults and adolescents. The fourth reason mental health was selected as a significant health need for Woodford County is because

mental health was a health priority or significant health need for both the 2013 and 2016 Advocate Eureka CHNAs.

## **Healthy Behaviors**

Advocate Eureka selected healthy eating/active living as a significant health need from the four needs selected by the PFHC and ad hoc CHNA collaborative team for several reasons. A healthy lifestyle—or regular physical activity and a healthy diet—serve as a foundation for good mental, physical and emotional health, and is key in preventing numerous chronic diseases. Fifty-five percent of Tri-County Community Health Survey respondents also rated being overweight or obese as one of the top perceived health needs in the county. Although Woodford County is surrounded by farm land, the percentage of adults who eat fruits and vegetables five or more times per day is low at 11.6 percent and is in the worst 25<sup>th</sup> percentile range in comparison to other counties in Illinois. In addition to not eating enough fruits and vegetables, the 2018 Tri-county Community Health Survey data show that 26 percent of Woodford County survey respondents indicated that they do not exercise at all, while 34 percent only exercise one to two times per week.

An additional reason Advocate Eureka selected health eating/active living as one of the two significant needs for its 2019 CHNA is due to the hospital resources and staffing available to assist with this issue for Woodford County, as well as the tri-county region. The hospital’s community health assessment team felt that as a critical access hospital, it could make significantly more contributions toward improving health eating/active living in the county than with substance use or cancer.

## **AAH COMMUNITY STRATEGY FOCUSED ON ADDRESSING ROOT CAUSES**

Advocate Aurora Health has a strong history of community engagement and service. Following the merger of Advocate Health Care and Aurora Health Care in 2018, a targeted strategy has been developed to build on this history—one that transforms our community facing work to provide even stronger support for patient health and to build community health. Our vision statement is: *We will build health equity, ensure access, and improve health outcomes in our communities through evidence-informed services and innovative partnerships by addressing medical needs and social determinants.*

To execute on this vision, all community facing work has been aligned through a health equity lens. For our purposes, health inequity is defined as differences in health that are systemic, avoidable, unfair or unjust. The overarching aim of this strategy is to decrease the inequity gap in life expectancy across the Advocate

Aurora footprint. Currently, there is a 26-year gap in life expectancy across the Advocate Aurora footprint. The community strategy goal is to increase life expectancy by 5% in targeted low-income communities over a span of ten years. To that end, our community health, community relations, diversity and inclusion, and faith and health partnerships work has been aligned to focus on six areas, including: access/primary medical homes; access/behavioral health services; workforce development; community safety; housing; and food security. These six transformational focus areas are identified in current industry literature as being “game changers,” having an upstream effect on health equity, and are also strongly confirmed by organization-wide CHNA data. A rigorous tracking and evaluation process is being developed to establish baseline and annual progress goals for each focus area and strategy.

## **HEALTH PRIORITY: Mental Health**

### **DESCRIPTION OF HEALTH NEED DATA:**

- **The age-adjusted ER rate due to mental health is highest for individuals 18-24 years old and in the worst 25<sup>th</sup> percentile range for Lowpoint ZIP code 61545, compared to other ZIP codes in Illinois.**
- **The age-adjusted ER rate due to pediatric mental health is highest for individuals 15-17 years of age and in the worst 50<sup>th</sup>-75<sup>th</sup> percentile range for Washburn-ZIP code 61570 compared to other ZIP codes in Illinois.**
- **The age-adjusted rate due to suicide and self-inflicted injury for both adults and adolescents in El Paso is higher than the county rate.**
- **The age-adjusted death rate due to suicide in Woodford County is in the worst 25<sup>th</sup> percentile range compared to other counties in the U.S.**

*Source: Conduent Healthy Communities Institute, Illinois Hospital Association, 2015-2017*

- **The average percentage of tenth and twelfth graders in Woodford County who reported having seriously considered attempting suicide during the past 12 months is 14 percent.**

*Source: Illinois Youth Survey, 2018*

### **TARGET POPULATION:**

**Primary: Residents of Woodford County**

**Secondary: Residents of Peoria and Tazewell County**

**GOAL: Support the goal of the Partnership for a Healthy Community 2020-2022 Community Health Improvement Plan for Peoria, Tazewell and Woodford Counties, with a focus on Woodford County**

*Improve mental health among tri-county residents through preventative strategies and increased access to services*

**ALIGNMENT WITH ADVOCATE AURORA COMMUNITY STRATEGY**

- Access to behavioral health services

**ALIGNMENT WITH ADDITIONAL STRATEGIES**

- **Healthy People 2020**
  - Improve mental health through prevention and by ensuring access to appropriate, quality mental health services
- **State Health Improvement Plan (SHIP) 2021 Alignment**
  - Build upon and improve local system integration
  - Improve the opportunity for people to be treated in the community rather than in institutions
  - Increase behavioral health literacy and decrease stigma

STRATEGY #1	COLLABORATIVE PARTNERS	INTENDED RESULTS
<p><b>Offer educational programs aimed at reducing behavioral health stigma, increasing mental health awareness and/or increasing awareness of adverse childhood experiences (ACEs) and trauma</b></p> <p><b>Specific Interventions</b></p> <ul style="list-style-type: none"> <li>• Offer Mental Health First Aid courses to the community (evidence-based program) <a href="https://www.countyhealthrankings.org/takeaction-to-improve-health/what-works-for-health/policies/mental-health-first-aid">https://www.countyhealthrankings.org/takeaction-to-improve-health/what-works-for-health/policies/mental-health-first-aid</a></li> </ul>	<ul style="list-style-type: none"> <li>• Eureka College</li> <li>• Eureka High School</li> <li>• Woodford County Health Department</li> <li>• Central Illinois Area Health Education Center</li> <li>• Partnership for a Healthy</li> </ul>	<ul style="list-style-type: none"> <li>• Reduced stigma</li> <li>• Increased knowledge of mental health</li> <li>• Increased social-emotional skills</li> </ul>

<ul style="list-style-type: none"> <li>• Offer ACEs presentations to hospital staff and the community</li> </ul>	<p>Community Partners</p> <ul style="list-style-type: none"> <li>• Partnership for a Healthy Community Partners</li> <li>• Area educational institutions</li> </ul>	<ul style="list-style-type: none"> <li>• Improved mental health</li> <li>• Increased knowledge of mental health resources</li> <li>• Increased knowledge of ACEs and trauma</li> </ul>
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**MEASURING OUR IMPACT**

<ul style="list-style-type: none"> <li>• Number of presentations or courses offered</li> <li>• Number of attendees</li> <li>• Percent of MHFA course participants that “agree” or “strongly agree” that that they could offer a youth or adult basic MHFA</li> <li>• Percent of MHFA course participants that “agree” or “strongly agree” that they are more confident about being aware of their own views and feelings about mental health problems and disorders</li> </ul>
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STRATEGY #2	COLLABORATIVE PARTNERS	INTENDED RESULTS
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<p><b>Increase access to behavioral health services at various sites within the community</b></p> <p><b>Specific Interventions</b></p> <ul style="list-style-type: none"> <li>• Offer telepsychiatry at Advocate Eureka <a href="https://countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/telemental-health-services">https://countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/telemental-health-services</a></li> <li>• Offer on-site counseling services at Advocate Eureka</li> </ul>	<ul style="list-style-type: none"> <li>• Advocate Christ Medical Center</li> <li>• Tazwood Center for Wellness</li> <li>• Illinois State University Psychological Services</li> </ul>	<ul style="list-style-type: none"> <li>• Increased access to mental health services in Woodford County</li> <li>• Improved mental health</li> </ul>
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- Increased adherence to treatment
- Improved quality of life
- Increased patient engagement
- Increased patient satisfaction

### MEASURING OUR IMPACT

- Number of Woodford County residents accessing counseling and psychiatric services provided by the Tazwood Center for Wellness at Advocate Eureka
- Number of hours per week counseling services are offered at Advocate Eureka by the staff of the Tazwood Center for Wellness
- Number of patients receiving telepsychiatry services at Advocate Eureka
- Number of patients receiving counseling services by Illinois State University Psychological Services doctoral students

## HEALTH PRIORITY: Healthy Eating/Active Living

### DESCRIPTION OF HEALTH NEED DATA:

- Fifty-eight percent of Woodford County survey respondents reported low consumption (zero to two servings per day) of fruits and vegetables.
- Twenty-six percent of Woodford County survey respondents indicated that they do not exercise at all.

*Source: Tri-county Community Health Survey, 2018*

- The percentage of adults who eat fruits and vegetables five or more times per day in Woodford County is 11.6. This is in the worst 25<sup>th</sup> percentile range compared to other counties in Illinois.

*Source: Conduent Healthy Communities Institute, Illinois Risk Factor Behavior Surveillance System, 2007-2009*

- The average percent of 8<sup>th</sup>, 10<sup>th</sup> and 12<sup>th</sup> graders who reported going hungry because there was not enough food in the home is 6.3.

*Source: Illinois Youth Survey, 2018*

- The number of stores certified to accept SNAP benefits is 0.7 stores per 1,000 population. This is in the worst 50<sup>th</sup>–75<sup>th</sup> percentile range compared to other counties in Illinois.



Source: *Conduent Healthy Communities, U.S. Department of Agriculture – Food Environment Atlas, 2019.*

**TARGET POPULATION:**

**Primary: Residents of Woodford County**

**Secondary: Residents of Tazewell and Peoria County**

**GOAL: Support the goal of the Partnership for a Healthy Community 2020-2022 Community Health Improvement Plan for Peoria, Tazewell and Woodford Counties, with a focus on Woodford County**

*Foster and promote healthy eating and active living to reduce chronic disease and food insecurity in the tri-county area*

**ALIGNMENT WITH ADVOCATE AURORA COMMUNITY STRATEGY**

- Food Insecurity

**ALIGNMENT WITH ADDITIONAL STRATEGIES**

- **Healthy People 2020**
  - Promote health and reduce chronic disease risk through the consumption of healthful diets and achievement and maintenance of healthy body weights
  - Improve health, fitness, and quality of life through daily physical activity
- **State Health Improvement Plan (SHIP) 2021 Alignment**
  - Increase opportunities for healthy eating and active living
  - Promote and support community, school and neighborhood gardens

STRATEGY #1	COLLABORATIVE PARTNERS	INTENDED RESULTS
<p><b>Collaborate with the Partnership for a Healthy Community in offering programs and opportunities supporting active living</b></p> <p><b>Specific Interventions</b></p> <ul style="list-style-type: none"> <li>• <i>Participate in and promote collaborative Tri-county community exercise incentive</i></li> </ul>	<ul style="list-style-type: none"> <li>• Partnership for a Healthy Community Partners</li> </ul>	<ul style="list-style-type: none"> <li>• Increased physical activity</li> </ul>

<p><i>programs, such as the Tri-county Trek</i></p> <p><a href="https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/community-based-social-support-for-physical-activity">https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/community-based-social-support-for-physical-activity</a></p>		<ul style="list-style-type: none"> <li>• Improved physical fitness</li> <li>• Improved health outcomes</li> <li>• Improved mental health</li> </ul>
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**MEASURING OUR IMPACT**

- Number of community members participating in collaborative exercise incentive programs

<b>STRATEGY #2</b>	<b>POTENTIAL COLLABORATIVE PARTNERS</b>	<b>INTENDED RESULTS</b>
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<p><b>Collaborate with the Partnership for a Healthy Community to increase access to healthy food and decrease food insecurity</b></p> <p><b>Specific Interventions</b></p> <ul style="list-style-type: none"> <li>• <i>Explore planting a community garden at Advocate Eureka</i> <a href="https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/community-gardens">https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/community-gardens</a></li> <li>• <i>Explore coordinating healthy food drives at Advocate Eureka for distribution at local food banks</i></li> </ul>	<ul style="list-style-type: none"> <li>• Woodford County Food Banks</li> <li>• Eureka College</li> <li>• Woodford County Food Banks</li> </ul>	<ul style="list-style-type: none"> <li>• Increased access to produce for low-income individuals</li> <li>• Increased consumption of vegetables</li> <li>• Increase in healthy food options at local food banks</li> <li>• Increase in healthier eating</li> </ul>
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<ul style="list-style-type: none"> <li>• <i>Participation of an Advocate Eureka team member on the Tri-county Partnership for a Healthy Community Healthy Eating/Active Living (HEAL) Priority Action Team</i></li> <li>• <i>Support the Tri-county Ending the Hunger Initiative</i></li> <li>• <i>Offer semi-annual cooking classes at Advocate Eureka</i></li> </ul>	<ul style="list-style-type: none"> <li>• Tri-county HEAL Priority Action Team</li> <li>• Partnership for a Healthy Community Partners</li> <li>• Partnership for a Healthy Community Partners</li> <li>• Partnership for a Healthy Community Partners</li> </ul>	<ul style="list-style-type: none"> <li>• Increased collaboration</li> <li>• Increased utilization of resources</li> <li>• Decreased food insecurity</li> <li>• Increased knowledge of cooking healthy meals</li> <li>• Increased exposure to different types of food</li> </ul>
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**MEASURING OUR IMPACT**

- Number of partnerships established that increase access to healthy food
- Percent attendance at HEAL meetings
- Number of educational/cooking classes held
- Number of participants in educational/cooking classes

**Note:** Plans to address selected CHNA priorities are dependent upon resources and may be adjusted on an annual basis to best address the health needs of our community.