



Presbyterian Healthcare Services Community Health Implementation Plan (CHIP)

Plains Regional Medical Center
2016 – 2019

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Executive Summary



Vince DiFranco,
Administrator
Plains Regional Medical Center

Plains Regional Medical Center (PRMC) is a general, acute care hospital located in Clovis, New Mexico about 90 miles from both Amarillo and Lubbock, Texas. As a not-for-profit hospital with 106 licensed beds, PRMC exists to improve the health of the patients, members and communities it serves in Eastern New Mexico.

In 2016, as part of a Community Health Needs Assessment (CHNA) process, Presbyterian partnered with the Curry County health council to conduct a community health needs assessment and update the previous CHNA to inform community health improvement activities for 2016-2019. The Curry County Health Council identified and prioritized significant health needs in the community. Given the Presbyterian investment in the community health priorities of healthy eating, active living, and prevention of unhealthy substance use, and the alignment of these priorities with the Curry County community needs, the PRMC Board approved continued focus on these priorities for 2016-2019.



Leigh Caswell, Director
Center for Community Health

A community health forum was held in the PCNM community to gain insight into the barriers, opportunities and potential strategies for achieving improvement of the stated priorities.

This Community Health Implementation Plan (CHIP) was developed to address the prioritized significant health needs identified in the CHNA process. The prioritized significant health needs are nutrition, physical activity, tobacco use and substance abuse. PHS describes these priorities as healthy

eating, active living and prevention of unhealthy substance use. The CHIP describes briefly how PHS is addressing other identified significant health needs and focuses on those that were prioritized by the communities through the CHNA process. The plan identifies multiple interventions to impact the prioritized health needs.

To increase access to and consumption of healthy foods, PRMC is partnering with the Children Youth and Families Department and the USDA to offer free meals to children in the community through the PRMC cafeteria. Additional healthy eating strategies include support of cooking classes, farmer's market incentive programs, community gardens, and efforts to increase institutional consumption of locally sourced agricultural products.

“Plains Regional Medical Center exists to improve the health of the patients, members and communities it serves in Eastern New Mexico”

One of the strategies to increase physical activity includes partnering with the Curry County Health Council and local business entities to build support for and implement worksite wellness initiatives. Additionally, PHS will support efforts to build awareness of and incentivize opportunities for active living.

Section 1: Executive Summary

Strategies for prevention of unhealthy substance use include partnering with the Curry County Health Council to support prescription take back programs and support for a youth council.

Through several system wide initiatives, including support of local public health initiatives, PHS will focus on local coalition and capacity building. Implementation plans will reflect the PHS commitment to equity of care and the elimination of disparities.

Through development of internal capacity and strong partnerships, PHS will continue to monitor and assess the health of the community as well as the collective impact of all community health improvement activities.

The 2016-2019 CHNA process could not have been completed without the help and input from the county health councils, the volunteer community leaders that make up each of PHS's hospital Boards of Directors, community organizations and community members and representatives from the New Mexico Department of Health. Presbyterian is very grateful for the support of each county health council and their willingness to partner. Through close and continued collaboration, PHS, with the help of community partners, hopes to have a lasting and meaningful impact on health and equity in New Mexico.



Plains Regional Medical Center Community Health Implementation Plan

Overview

Presbyterian Healthcare Services exists to improve the health of patients, members and the communities it serves. Presbyterian was founded in New Mexico in 1908, and is the state's only private, not-for-profit healthcare system and its largest provider of care.

Presbyterian operates eight hospitals in the communities of Albuquerque, Clovis, Espanola, Rio Rancho, Ruidoso, Socorro and Tucumcari; a statewide health plan; a growing multi-specialty medical group; and three community ambulance systems. Presbyterian is the second largest private employer in New Mexico with more than 10,000 employees and provides services to one in three New Mexicans.

Plains Regional Medical Center (PRMC) is a general, acute care hospital located in Clovis, New Mexico about 90 miles from Amarillo and Lubbock, Texas. As a not-for-profit hospital with 106 licensed beds, PRMC exists to improve the health of the patients, members and communities it serves in Eastern New Mexico and West Texas.

Plains Regional Medical Center offers a variety of health services including but not limited to cancer treatments, family medicine, orthopedics, behavioral health services, kidney services and sleep medicine. The surrounding community offers a variety of counseling services, a branch of the American Cancer Society, assisted living, rehabilitation centers, senior services, support groups for Diabetes, Autism, and Alzheimer's, and various substance abuse support programs. Due to the population size of the county, services are often limited, suffering from a lack of trained personnel and funding.

In addition to the expansion of community health priorities for the next three years, PHS designated a new Center for Community Health in 2016 with a focus on community health improvement. The Director, Leigh Caswell, MPH, has over 10 years of public health experience in New Mexico. The Center for Community Health is staffed by individuals with public health experience and expertise, including a Community Health Epidemiologist hired in 2016. The Presbyterian Center for Community health is committed to community health improvement through community engagement and sustainable collective impact.

For the purposes of the Community Health Needs Assessment and the implementation plan, PHS has generally defined the "community" of each hospital as the county in which the hospital is located. Plains Regional Medical Center defines its community as Curry County, New Mexico.

Community Health Needs Assessment Background

In 2016, as part of the Community Health Needs Assessment (CHNA) process, Plains Regional Medical Center partnered with the Curry County Health Council to complete a community health assessment and identify significant community health needs. Significant health priorities were determined by the Curry County Health Council with the help of Ervin Garcia, an epidemiologist with the New Mexico Department of Health. Publicly available epidemiologic data, the results of a community survey, as well as health council discussion and local narratives, were used by the health council to determine and prioritize significant health needs. The health council reviewed state and national health priority areas for alignment. The information provided by the Health Council also describes the community served, a general list of resources, and identifies community leaders and additional individuals providing input to determine priorities.

The top five community health needs identified by the council were:

1. Increase physical activity among adolescents
2. Reduce diabetes-related hospitalizations
3. Nutrition education and access to affordable healthy food
4. Reduce teen birth rates
5. Reduce the occurrences of elderly falls

The Center for Community Health worked with PHS leadership to review and prioritize the significant health needs for 2016-2019. Per IRS requirements, PHS heavily weighted community input in identifying and prioritizing significant health needs. The importance to the community as well as consideration of size and severity of the need, community assets, alignment with PHS purpose, vision, and values, existing interventions, sustainability, resources, and potential for greatest impact informed the selection and prioritization of three significant health needs PRMC will address in Curry County.

Based on community input, alignment with county priorities, the potential to impact significant health issues in New Mexico, and the substantial investment in these areas in 2013-2016, Presbyterian will continue to focus on healthy eating, active living and prevention of unhealthy substance use as its community health priority areas in Curry County.

As part of the Community Health Needs Assessment process, a community health forum was held to gain insight into the specific barriers, opportunities and potential strategies for achieving the stated priorities in each community. As outlined in the IRS requirements, forum participants included:

- People with special knowledge of or expertise in public health
- Federal, tribal, regional, state, or local health or other departments or agencies with current data or other information relevant to the health needs of the community served by the hospital facility
- Leaders, representatives or members of medically underserved, low-income and minority populations, and populations with chronic disease needs, in the community served by the hospital

- Business and economic development professionals and non-profit leaders

Plan Development

Presbyterian and community partners have been and will continue to use a Collective Impact approach for community health improvement planning and implementation. This approach focuses on capacity-building and partnership with local health infrastructure to leverage resources and implement broad evidence and practice-based community health activities in order to address significant health needs in the County.

The following principles were identified to guide the development of the interventions incorporated in the Implementation Plans:

- Data will be used to drive identification of interventions
- Interventions will be based on professional theories and will be consistent with professional and/or best known evidence or practices
- The purpose of the interventions will be clearly stated and easy to understand
- Interventions will be simple and will support and enhance existing interventions
- Interventions will be practical and realistic
- Interventions will be sustainable
- Interventions will be engaging to the priority population
- Interventions will be age appropriate and culturally relevant
- Interventions will promote equity and will not reinforce disparities in health outcomes
- The plan will be integrated with existing hospital and PHS plans
- PHS will collaborate with existing agencies to strengthen adopted strategies
- Interventions will be evaluated and monitored

Additionally, PHS used the guidelines from 2015 IRS Schedule H instructions (p. 17-18), which specify that a community health intervention must:

- Be carried out or supported for the purpose of improving community health or safety
- Be subsidized by the organization
- Not generate an inpatient or outpatient bill
- Not be provided primarily for marketing services
- Not be more beneficial to the organization than to the community (e.g. not designed primarily to increase referrals of patients with third-party coverage)
- Not be required for licensure or accreditation
- Not be restricted to individuals affiliated with the organization (employees and physicians)
- Meet at least one community benefit objective, including improving access to health services, enhancing public health, advancing generalizable knowledge, and relieving government burden
- Respond to demonstrated community need

Plan for Prioritized Significant Health Needs

PRMC will be implementing activities specific to Curry County and related to the identified health needs of healthy eating, active living and prevention of unhealthy substance use.

Healthy Eating

Goal 1

Support cooking and nutrition education to Curry County residents for youth and adults

Goal 2

Support development, maintenance, and use of community and school gardens in Curry County

Provide stipends for community members to maintain gardens

Share information to community on availability and use of gardens

Goal 3

Increase use of and produce at Curry County Farmers' Markets

SNAP 2 for 1 and other incentives

Incentivize more farmers to increase produce availability

Goal 4

Increase access to healthy food for youth and families in Curry County

Offer the CYFD At-Risk and Summer feeding program through the PRMC cafeteria

Offer cafeteria services to local schools to increase access to healthy meals to youth

*Support
community &
school gardens in
Curry County*

Active Living

Goal 1

Support increased physical activity through access to trails

Utilize and expand wellness trails

Engage providers in referring patients to utilize wellness trails

Goal 2

Support organized events in Curry County that encourage and educate about active living and health

Provide education about active living

Provide rewards for participating in active living opportunities

Goal 3

Encourage increased worksite wellness initiatives in Curry County

Work with local business leaders to build support for and implement worksite wellness initiatives

*Encourage worksite
wellness initiatives
in Curry County*

Prevention of Unhealthy Substance Use

Goal 1

Support medication and illicit substance take-back initiatives in the community

Goal 2

Focus on prevention of unhealthy substance use with youth through social marketing campaign

Support creation of youth council

Support medication and illicit substance take-back initiatives in the community

Systemwide Strategies and Interventions

PHS and the Center for Community Health will be implementing several system-wide activities to support the priorities of healthy eating, active living, and prevention of unhealthy substance use as well as additional priority areas specific to each community where PHS has hospitals. The Center for Community Health will work with PRMC to tailor these statewide strategies to meet the specific needs of Curry County as these interventions relate to the identified health needs.

Goal 1

Support coordinated strategy to inform residents about available resources for healthy eating, active living, and prevention of unhealthy substance use

Goal 2

Develop and implement social marketing campaign to influence behavior change related to healthy eating, active living, and prevention of unhealthy substance use

Goal 3

Support evidence based or theory driven chronic disease and/or diabetes management and prevention initiatives

Goal 4

Partner with Curry County Health Council to support healthy eating, active living, and prevention of unhealthy substance use activities and other health council priorities identified in the CHNA and unaddressed directly by this plan

Support health council efforts to build relationships and increase activities outside of the city of Clovis and improve health in rural and other areas of Curry County

Goal 5

Advance local community health leadership development and support community capacity building efforts in Curry County

Advance local community health leadership development

Goal 6

Promote equity and the elimination of health and healthcare disparities

Investigate and promote cultural relevancy and language accessibility for community health improvement activities

Broaden coalition of stakeholders and partners to better facilitate services and programs that address needs of medically underserved, low-income, or minority populations

Community Health Needs Not Addressed in This Plan

Given the Presbyterian investment in the community health priorities of healthy eating, active living, and prevention of unhealthy substance use, and the alignment of these priorities with the Curry County community needs we will be continuing our focus on these existing priorities. Consistent with the PHS purpose to improve the health of the patients, members and communities it serves, Presbyterian remains committed to providing preventive, acute, episodic and chronic care to address the priority health conditions in each community with input from communities, key stakeholders and governance.

What follows is a description of how PHS is addressing the remaining needs identified in the CHNA that fall outside of the three health priority areas and not incorporated into the CHIP.

The five significant health needs for Curry County identified in the CHNA are:

1. Increase physical activity among adolescents
2. Reduce diabetes-related hospitalizations
3. Nutrition education and access to affordable healthy food
4. Reduce teen birth rates
5. Reduce the occurrences of elderly falls

Of these five needs, two focus on health outcomes, older adult falls and diabetes, that can be managed and prevented with physical activity. Plains Regional Medical Center ensures all inpatients are screened for risk of fall, and preventive steps are taken. In ambulatory settings, at-risk adults and geriatric patients are screened for risk of falling, and preventive measures are taken. In home care settings, risk of home injury and falling is completed with all patients, and preventive measures are taken.

Additionally, the focus on health outcomes such as diabetes and chronic and acute diseases are addressed comprehensively in our communities utilizing best practice and evidence based prevention tools through the Presbyterian Medical Group, mobile screening and treatment. As a result of the 2013-2016 CHNA process and health improvement plans Chronic Disease Self-Management (CDSMP) leader trainings were conducted for both English and Spanish classes. PRMC will continue to support evidence based and theory based chronic disease prevention and management activities in Curry County.

PHS's priority area of physical activity and plans to implement a behavior change social marketing intervention address the priority to increase physical activity among adolescents as do plans to support community gardening activities in schools.

The healthy eating priority area and plans address nutrition education, access to affordable, healthy food, and relate to the prevention and management of chronic conditions including diabetes.

The only significant health need unaddressed directly by PHS health priority areas and plan is teen birth rates, though the creation of a teen council could potentially address this need. Presbyterian medical group clinics provide family medical care and Presbyterian has several community-based home visiting programs that facilitate maternal, infant and child health and focus on outreach to at-risk, uninsured

populations. Positive youth development interventions, like those included in this plan, protect youth from a variety of risk behaviors including substance use, sexual activity and teen pregnancy, poor mental health and injury.¹

Additionally, as a priority of both Healthy People 2020 and the New Mexico Department of Health there are many interventions statewide and in each county to address this issue. Some of these existing interventions offered or funded by the department of health include: Confidential reproductive health services provided at low- or no-cost at county public health offices and some community health centers and school-based health centers; community education programs focusing on service learning and positive youth development, adult/teen communication, and comprehensive sex education including Cuidate, a Hispanic culturally-based HIV sexual risk reduction intervention; and a text messaging service that offers teens and parents free, confidential, and accurate answers to sexual health questions via text message in either English or Spanish.

Other State Agencies that work with teen pregnancy prevention include: Office of School and Adolescent Health provides primary care and behavioral health care at School-Based Health Centers. Family planning services are provided where approved by the school district. There are also numerous statewide non-profits, healthcare providers, and other groups offering programming and services to prevent teen pregnancy and support teen parents and their families.

¹ <https://ibis.health.state.nm.us/community/highlight/report/GeoCnty/9.html>



Plan Adoption and How to Get Involved

Board Approval and Implementation

This Community Health Implementation Plan was approved by the PRMC Board in July 2016 and by the PHS Board Quality Committee in August 2016.

PRMC will implement the CHIP throughout 2016-2019 with regular updates that will be posted on phs.org.

If you have questions about the plan or would like to participate in the process, please call the PHS Center for Community Health at (505) 559-6852.

Additional Resources and Opportunities

Below are a few additional resources and services in Curry County.

For a more complete picture of Curry County assets, existing services, and community programs please see the Curry County CHNA or visit the Curry County Health Council facebook page.

- ShareNM <http://www.sharenm.org/communityplatform/newmexico>
- Curry County Health Council <https://www.facebook.com/currycountyhealth>
-

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