

Mon Health Medical Center

Community Health Implementation Plan

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Health Research Center

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Contents

Cancer

Strategy One: Screenings	3
Strategy Two: Wig Bank, Lodging Assistance, Gas Cards	4
Strategy Three: MonHealth Talk and Facebook Live Events	5
Strategy Four: Living Beyond Breast Cancer Sessions	6
Strategy Five: Free Mammography Days	7
Strategy Six: Breast Cancer Awareness Day	8
Strategy Seven: American Cancer Society Programming	9

Substance Use/Abuse and Mental Health

Strategy One: Brookhaven Elementary School Partnership	10
Strategy Two: Educational Materials - Opioid Use	11
Strategy Three: Pregnancy and Infant Loss Support Group	12
Strategy Four: Prescription Drug Takeback Day	13
Strategy Five: Naloxone Resources	14
Strategy Six: Effects of Tobacco Use Literature	15
Strategy Seven: Smoking Cessation and WV Quitline	16
Strategy Eight: Promotion of “Great Smokeout Day”	17

Obesity

Strategy One: Medical Nutrition Therapy Program	18
Strategy Two: Low-Cost Sports Physicals	19
Strategy Three: Brookhaven Elementary Walking Program	20
Strategy Four: Girls on the Run Sponsorship	21
Strategy Five: WVU Football “Swag Bags”	22
Strategy Six: Pantry Plus More Partnership	23
Strategy Seven: National Diabetes Prevention Program	24
Strategy Eight: Life Stride Walking Program	25
Strategy Nine: 5k Walk/Run Event	26
Strategy Ten: Mylan Park Sponsorship	27

Conclusion

27

Cancer Strategy One: Screenings

Summary: The strategies included here target the prevalent community health concerns surrounding multiple types of cancer. Pre-COVID, MHMC conducted robust free cancer screenings of many types each year. Each May, staff has conducted skin cancer screenings and found there to be such a need that moving forward, two screening opportunities per year would be ideal. Each April, staff has conducted well-received head and neck cancer screenings with crucial community partnership from a dedicated dentist and an ENT specialist. Also provided have been breast, colorectal, and prostate cancer screenings. Lung cancer screenings are now also available to the community. For this strategy, MHMC leadership will identify ways to meet these needs while also complying with COVID restrictions. Later this cycle post-COVID, MHMC staff will work from previous baselines to broaden availability in the community - this will include looking at transportation and other barriers that, in the past, have prevented some community members from attending these events.

Program/Initiative	Cancer Screenings
Objectives	Improve community awareness and perception of cancers and their impact for good health through increased number of screenings offered to the community, increased number of educational events, promotion of awareness through PSA's, and through a focus on early detection.
Activities	<ul style="list-style-type: none"> ● Plan screening and awareness events that can be carried out with COVID restrictions ● Plan screening and awareness events that can be carried out in-person post-COVID
Planning Partners	<ul style="list-style-type: none"> ● American Cancer Society ● MHMC Oncology Department
Implementation Partners	<ul style="list-style-type: none"> ● MHMC Oncology Navigators ● Foundation - Zelda Stein Weiss Cancer Funds
Resources	<ul style="list-style-type: none"> ● Marketing Department ● Oncology Department ● Time/space in primary care clinics
Evaluation Activities	<ul style="list-style-type: none"> ● Date/type of event ● # attendees for each event ● # referrals resulting from screenings
Point of Contact	Community Outreach Coordinator

Cancer Strategy Two: Wig Bank, Lodging Assistance, Gas Cards

Summary: The strategies included here are designed to improve the wellbeing of cancer patients in the community by easing financial burdens. MHMC has an established bank of wigs and hats for any cancer patient in the community - they do not have to be receiving treatment at MHMC. MHMC also has processes in place for the nurse navigator to link existing patients to lodging and gas gift cards that will ensure timely access to treatment. MHMC's facilities often draw very rural patients, and have provided this financial help to patients who would not have otherwise been able to get to necessary treatment appointments.

Program/Initiative	Wig Bank, Lodging Assistance, Gas Cards
Objectives	Continue to provide free wigs, hats, and scarves to community cancer patients, and financial assistance for lodging and travel to MHMC cancer patients.
Activities	<ul style="list-style-type: none"> ● Assess any needed changes to wig bank procedure: currently, patients contact nurse navigator for access to these supplies ● Assess any needed changes to gas card procedure: currently, patients who need to travel long distances or who are financially stressed may be provided gift cards at the nurse navigator's discretion ● Assess any needed changes to lodging procedure: currently, the nurse navigator assesses need of each patient and makes lodging arrangements, or, if a patient is receiving treatment several days in a row, can negotiate to obtain rooms at a lower rate or free of charge
Planning Partners	<ul style="list-style-type: none"> ● MHMC Foundation - Angel Fund ● American Cancer Society
Implementation Partners	<ul style="list-style-type: none"> ● MHMC Foundation - Angel Fund ● American Cancer Society
Resources	<ul style="list-style-type: none"> ● Angel Fund ● Private donations
Evaluation Activities	Obtain information from Oncology Nurse Navigator - number of patient utilizing these services are tracked and reported annually to the Cancer Committee
Point of Contact	Tricia Julian julianp@monthhealthsys.org 304-285-2622

Cancer Strategy Three: MonHealth Talk and Facebook Live Events

Summary: The strategy included here is well-established and has been ongoing for some time, and since it is already virtual has carried on despite COVID-19 restrictions. During this cycle, MHMC intends to continue this successful programming, while including some new and relevant topics among those discussed, including some regarding cancer. (Some segments included in this program will also address the health concerns covered later in this report: substance use, abuse, mental health issues, and obesity.)

Program/Initiative	MonHealth Talk and Facebook Live Events
Objectives	Hold monthly live stream events via Facebook, as well as weekly Mon Health Talk Radio shows. Some of these sessions will have a cancer focus.
Activities	<ul style="list-style-type: none"> ● Recruit providers to speak during these events ● Advertise each event
Planning Partners	<ul style="list-style-type: none"> ● MHMC Marketing Department ● MHMC Physician Services ● WV Radio
Implementation Partners	<ul style="list-style-type: none"> ● MHMC Health Providers ● WV Radio ● Contract videographer
Resources	<ul style="list-style-type: none"> ● Hospital space ● MHMC Providers' time ● Prep time for each event ● Advertising
Evaluation Activities	<ul style="list-style-type: none"> ● Track available FB analytics ● # viewers reached ● # appointments made following each event ● Dates of each event
Point of Contact	Marketing

Cancer Strategy Four: Living Beyond Breast Cancer Sessions

Summary: This strategy targets breast cancer patients ages 45 and younger. In February 2020, fifteen nurses from the southeastern US were chosen to attend a training for this program in Philadelphia. Though training was complete and staff participants identified, COVID restrictions prevented this program from being implemented in 2020. With everything still ready to go, it will be rolled out to patients in Monongalia, Marion, and Harrison Counties as soon as restrictions allow. Tricia Julian will be the primary instructor of the courses. NPs Jessica Pforr and Sarah Proffitt have offered to assist with two course topics, and guest speakers will be identified for those that remain once planning progresses and dates are established. A \$750 stipend will be paid to MHMC by Living Beyond Breast Cancer program at the close of the four sessions - this will assist with paying for food and other materials. LBBC has also provided supplies for gifting to participants.

Program/Initiative	Living Beyond Breast Cancer Sessions
Objectives	Host four individual educational sessions for patients ages 45 and younger - program will focus on care after diagnosis of breast cancer.
Activities	Four courses to be held individually: <ul style="list-style-type: none"> ● Early Menopause ● Sex and Breast Care ● Self-Care ● Long Term Effects of Breast Cancer Treatment
Planning Partners	<ul style="list-style-type: none"> ● Tumor Registry (for identifying appropriate patients) ● Mariea Hamm, RN, Breast Health Nurse Navigator ● Marketing Department
Implementation Partners	<ul style="list-style-type: none"> ● Mariea Hamm, RN, Breast Health Nurse Navigator ● Jessica Pforr, APRN, NP-C ● Sarah Proffitt, FNPBC ● IT Department
Resources	<ul style="list-style-type: none"> ● Candidate training (completed) ● MHMC will provide the space and staff time
Evaluation Activities	Evaluation for each session is provided by LBBC, and results will be assessed by Ms. Julian for any needed additions or changes to future sessions.
Point of Contact	Tricia Julian julianp@monhealthsys.org 304-285-2622

Cancer Strategy Five: Free Mammography Days

Summary: This strategy provides free mammograms to uninsured and underinsured patients in the MHMC service area. In the past this programming has been offered by the MHMC cancer team, but has faced some logistical barriers. However, leadership recognizes the extent to which these free screenings can affect health outcomes and is committed to reworking the details and trying again moving forward in this CHNA cycle.

Program/Initiative	Free Mammography Days
Objectives	Provide free mammograms for uninsured/underinsured patients in MHMC's service area.
Activities	<ul style="list-style-type: none"> ● Identify testing dates ● Promote testing dates via PSAs and on social media
Planning Partners	<ul style="list-style-type: none"> ● Foundation - Zelda Stein Weiss Cancer Fund ● Marketing Department
Implementation Partners	<ul style="list-style-type: none"> ● American Cancer Society ● Community Women's Groups
Resources	<ul style="list-style-type: none"> ● Community Outreach ● Physician liaisons
Evaluation Activities	Dates of screenings # community members screened at each # referred for followup from each
Point of Contact	Tricia Julian Community Outreach Coordinator

Cancer Strategy Six: Breast Cancer Awareness Day

Summary: This strategy provides education and activities designed around WV Breast Cancer Awareness Day each October, and is not new to the MHMC team. During October 2020, COVID-19 restrictions limited the components of this strategy that were allowed to be implemented; however, the team was still able to distribute around 4,000 “swag bags” of educational materials to community members. A focus of materials and programming is early detection of breast cancer to improve health outcomes.

Program/Initiative	Breast Cancer Awareness Day
Objectives	Increase breast cancer awareness in community via distribution of educational materials and hosting of activities through the month of October. This includes presentations, information disseminated to women at the time of their mammograms and at their doctor appointments during October, and covering this topic on MHMC’s Talk Radio.
Activities	<ul style="list-style-type: none"> ● Develop/modify Breast Cancer Awareness presentation ● Assembly and dissemination of educational materials for bags ● Plan Talk Radio segment re: early detection
Planning Partners	<ul style="list-style-type: none"> ● Women’s Imaging ● MHMC Foundation ● MHMC Marketing Department
Implementation Partners	<ul style="list-style-type: none"> ● Community Outreach
Resources	<ul style="list-style-type: none"> ● Radiology Department ● Oncology Department ● American Cancer Society ● Mon Health Equipment & Supply ● Print Materials
Evaluation Activities	Contents of “swag bag” # bags distributed # attendees at presentation Dates of Talk Radio segments Analytics for Talk Radio if tracked; clicks if shared on social media
Point of Contact	Community Outreach Coordinator

Cancer Strategy Seven: American Cancer Society Programming

Summary: Each year MHMC collaborates with the American Cancer Society to implement particular educational programming or to complete targeted screenings, in addition to sponsoring community events that raise money for the ACS. In the past, MHMC participated in the ACS's "80 by 2018" campaign, which aimed to screen 80% of appropriate patients for colon cancer by the year 2018. MHMC also collaborated with Mary Lough and Tori Harper to visit area PCPs, educating and encouraging patient discussion about HPV in an attempt to increase vaccination rates - this effort was cut short by community spread of COVID-19. Due to ongoing COVID-19 restrictions and impacts on ACS's annual Relay for Life in 2020, ACS is currently functioning with 25% less staff than in previous years. MHMC remains in contact with ACS about programming and opportunities for implementing strategies that will impact health outcomes of patients.

Program/Initiative	American Cancer Society Programming
Objectives	Continue to collaborate with the ACS in ways that are appropriate during COVID-19.
Activities	Maintain current provision of educational and nutritional literature for patients. Resume HPV vaccination campaign when able.
Planning Partners	<ul style="list-style-type: none"> ● Mary Lough ● Tori Harper
Implementation Partners	<ul style="list-style-type: none"> ● Mary Lough ● Tori Harper
Resources	<ul style="list-style-type: none"> ● Community outreach ● Physician liaisons
Evaluation Activities	# educational materials given or # patients who were provided information
Point of Contact	Tricia Julian

Substance Use/Abuse and Mental Health Strategy One: Brookhaven Elementary School Partnership

Summary: MHMC maintains an ongoing partnership with Brookhaven Elementary School, despite the ongoing COVID-19 pandemic’s impact on the ability to carry out activities at the present time. This partnership will be ongoing in whatever forms are appropriate, and will resume typical activities with the school as soon as possible. This partnership addresses many health topics with community youth, including substance use, abuse, and mental health.

Program/Initiative	Brookhaven Elementary School Partnership
Objectives	Improve youth awareness of issues related to substance use, abuse, and mental health.
Activities	<ul style="list-style-type: none"> ● Plan educational presentation for annual school Health Fair ● Coloring Contest related to substance abuse ● Educational materials disseminated to students and families (currently happening digitally)
Planning Partners	<ul style="list-style-type: none"> ● Brookhaven Elementary School ● Monongalia County Board of Education ● Valley Community Health
Implementation Partners	<ul style="list-style-type: none"> ● Brookhaven Elementary School ● MHMC team members
Resources	<ul style="list-style-type: none"> ● Marketing Department ● Community Outreach
Evaluation Activities	<ul style="list-style-type: none"> ● Dates/# attendees of events ● Dates/# recipients of disseminated information
Point of Contact	Community Outreach Coordinator

Substance Use/Abuse and Mental Health Strategy Two: Educational Materials - Opioid Use

Summary: In an ongoing effort to provide relevant educational materials to community members via their primary care clinics, specialists, pharmacists, and more, MHMC will again be incorporating an educational strategy in partnership with all area primary care clinics. During 2021 and 2022, this effort will focus on opioid use, abuse, and safe disposal.

Program/Initiative	Educational Materials - Opioid Use
Objectives	Provide educational materials concerning opioid use to all primary care clinics in 2021-22.
Activities	<ul style="list-style-type: none"> ● Identify, develop, and compile needed educational material ● Develop an educational program that will target school-age children ● Make these materials available at all health fairs and corporate events in 2021-22
Planning Partners	<ul style="list-style-type: none"> ● Valley Community Health ● Monongalia County Schools ● Local law enforcement agencies
Implementation Partners	<ul style="list-style-type: none"> ● Marketing Department ● Physician Liaisons ● WVU Medicine ● Milan Puskar Health Right
Resources	<ul style="list-style-type: none"> ● Marketing Department ● Physicans' time ● Narcan
Evaluation Activities	<ul style="list-style-type: none"> ● Date/location/# attendees at each event in community or schools ● # materials/packets/bags disseminated ● # Narcan trainings or kits given
Point of Contact	Community Outreach Coordinator

Substance Use/Abuse and Mental Health Strategy Three: Pregnancy and Infant Loss Support Group

Summary: As COVID-19 restrictions and preparations were affecting operations in 2020, MHMC team had just begun to develop and implement a Pregnancy and Infant Loss Support Group. For the time being, this support group meets online, and will progress to in-person activities whenever possible. MHMC staff also uses this opportunity to provide needed resources in the patient’s area if telehealth is unavailable to them.

Program/Initiative	Infant Loss Support Group
Objectives	Provide mental and emotional health support for families experiencing pregnancy and infant loss via weekly Zoom meetings, with a goal of at least one meeting per week (for 50 weeks of the year) and at least one participant per meeting.
Activities	<ul style="list-style-type: none"> Continue to develop program’s educational resources and identify participants
Planning Partners	<ul style="list-style-type: none"> Abby Butler Jennifer Bender
Implementation Partners	<ul style="list-style-type: none"> Abby Butler Jennifer Bender
Resources	<ul style="list-style-type: none"> Zoom account subscription RN or Therapist facilitator’s time Laptop or other device to connect visually with group Print materials to be mailed as needed
Evaluation Activities	<ul style="list-style-type: none"> Group meeting dates/# participants
Point of Contact	Jennifer Bender

Substance Use/Abuse and Mental Health Strategy Four: Prescription Drug Takeback Day

Summary: MHMC’s pharmacy partners locally with law enforcement agencies and pharmacies to promote and conduct a coordinated take-back day for the community. Residents can take this opportunity to safely dispose of unused or unwanted prescription drugs. MHMC also uses this opportunity to provide sharps containers to local law enforcement agencies.

Program/Initiative	Prescription Drug Takeback Day
Objectives	Provide annual opportunity for safe disposal of unused or unwanted prescription drugs. Provide # sharps containers for law enforcement agencies.
Activities	<ul style="list-style-type: none"> ● Continue to develop program’s educational resources
Planning Partners	<ul style="list-style-type: none"> ● Abby Butler ● Jennifer Bender
Implementation Partners	<ul style="list-style-type: none"> ● Abby Butler ● Jennifer Bender
Resources	<ul style="list-style-type: none"> ● Zoom account subscription ● RN or Therapist facilitator’s time ● Laptop or other device to connect visually with group ● Print materials to be mailed as needed
Evaluation Activities	<ul style="list-style-type: none"> ● Group meeting dates/# participants
Point of Contact	Jennifer Bender

Substance Use/Abuse and Mental Health Strategy Five: Naloxone Resources

Summary: MHMC team intends to continue a Naloxone Resource strategy that currently provides a kit, or a means of obtaining a kit, to ten or more patients per month. This program is conducted in conjunction with staff Peer Recovery Support Specialists.

Program/Initiative	Naloxone Resources
Objectives	Peer Recovery Support Specialists provide Naloxone resources to ten or more patients per month.
Activities	<ul style="list-style-type: none"> ● Coordinate with Life Project to provide resources for uninsured patients ● When available, provide free Naloxone kits to patients from the University of Charleston School of Pharmacy grant ● Work with WV Peers to deliver Naloxone kits to patients
Planning Partners	<ul style="list-style-type: none"> ● Mosaic Group
Implementation Partners	<ul style="list-style-type: none"> ● Mosaic Group ● Milan Puskar Health Right ● WV Peers ● Ascension Services ● Monongalia County DHHR ● University of Charleston
Resources	<ul style="list-style-type: none"> ● Hospital staff time ● Hospital space
Evaluation Activities	<ul style="list-style-type: none"> ● # patients supported ● # educational materials given ● # Naloxone kits given
Point of Contact	Dr. Mary Edwards

Substance Use/Abuse and Mental Health Strategy Six: Effects of Tobacco Use Literature

Summary: MHMC provides many kinds of educational materials to the community via events, clinics, and various partnerships. Among them is a set of materials focused on the effects of tobacco use.

Program/Initiative	Effects of Tobacco Use Literature
Objectives	Provide tobacco-related educational materials both online and in print copies in clinical settings and at community events.
Activities	<ul style="list-style-type: none"> ● Identify and distribute materials to all physician's offices ● Make packets available at community events
Planning Partners	<ul style="list-style-type: none"> ● Physicians ● Primary care clinics ● American Heart Association
Implementation Partners	<ul style="list-style-type: none"> ● Physician Liaisons ● Community Outreach
Resources	<ul style="list-style-type: none"> ● Heart and Vascular professionals ● Cardio-Pulmonary Department ● Marketing Department
Evaluation Activities	<ul style="list-style-type: none"> ● # materials or packets disseminated ● Dates/details of events where disseminated
Point of Contact	Community Outreach Coordinator

Substance Use/Abuse and Mental Health Strategy Seven: Smoking Cessation and WV Quitline

Summary: Also relevant to tobacco use is distribution of literature related specifically to smoking cessation, which MHMC has provided to the community and to patients on an ongoing basis. This includes information about West Virginia’s DHHR-sponsored smoking cessation Quitline - 1-800-QUIT-NOW.

Program/Initiative	Smoking Cessation and WV Quitline
Objectives	Decrease percentage of people who regularly use tobacco products through raising awareness of issues related to smoking. Included is at least one school-based educational presentation.
Activities	<ul style="list-style-type: none"> ● Update existing educational materials as needed ● Print materials / assemble packets as needed ● Distribute to primary care clinics and community groups
Planning Partners	<ul style="list-style-type: none"> ● American Cancer Society ● Heart and Vascular Department ● Primary Care Clinics ● Mon County Schools
Implementation Partners	<ul style="list-style-type: none"> ● Physician Liaisons ● Community Outreach ● Oncology Department ● Mon County Schools
Resources	<ul style="list-style-type: none"> ● Marketing Department ● Print materials
Evaluation Activities	<ul style="list-style-type: none"> ● Date / details of school-based presentation (attendees grade levels, etc.) ● # and names of clinics receiving literature ● # print materials provided
Point of Contact	Community Outreach Coordinator

Substance Use/Abuse and Mental Health Strategy Eight: Promotion of “Great Smokeout Day”

Summary: The “Great Smokeout Day” happens each November 15th and is focused on educational efforts surrounding smoking cessation. MHMC will offer tobacco cessation programming to employees and community members, will assist with streamlining and providing assistance to those in needs of area programming both in-person and online, and will develop an educational program for school-age children.

Program/Initiative	Great Smokeout Day
Objectives	Decrease percentage of people who regularly use tobacco via provision of public service announcements and educational materials disseminated in the community.
Activities	<ul style="list-style-type: none"> ● Update as needed/print educational materials for each targeted piece of this program ● Identify partner primary care clinics and disseminate materials ● Identify health fairs and corporate events - prepare and disseminate materials ● Develop details of school program/partnership ● Identify other community needs in this area
Planning Partners	<ul style="list-style-type: none"> ● Trained tobacco counselors ● American Heart Association ● WV Quitline ● Monongalia County Schools
Implementation Partners	<ul style="list-style-type: none"> ● Monongalia County Schools ● Valley Community Health ● Local Rotaries and other civic organizations ● Primary care clinics
Resources	<ul style="list-style-type: none"> ● Cardio-Pulmonary Department ● Physicians ● Marketing Department ● Community Outreach
Evaluation Activities	<ul style="list-style-type: none"> ● # materials provided ● Primary care partnership details ● Health fair dates/details ● Corporate event dates/details ● School partnership dates/details
Point of Contact	Community Outreach Coordinator

Obesity Strategy One: Medical Nutrition Therapy Program

Summary: For patients who have an obesity diagnosis, MHMC provides nutrition education via a Medical Nutrition Therapy (MNT) Program. Moving forward this cycle, MHMC wishes to increase the number of individuals participating in this program, both by coordinating with insurance providers to ensure that more patients are eligible, and by working directly with referring providers to increase their awareness of the availability of this program.

Program/Initiative	Medical Nutrition Therapy Program
Objectives	Increase the number of individuals participating in the MNT program. Prior to COVID-19 restrictions, MHMC was serving 15-20 patients annually with this program, and aims to increase this by 2-5%.
Activities	<ul style="list-style-type: none"> ● Fill vacant Outpatient Dietitian position ● Train all staff in the Diabetes Learning Center about adult weight management ● Work with referring providers to increase awareness of this program ● Coordinate with insurance companies to increase coverage of MNT when provided by an RDN
Planning Partners	<ul style="list-style-type: none"> ● Diabetes Education Coordinator ● Outpatient Dietitian
Implementation Partners	<ul style="list-style-type: none"> ● Diabetes Education Coordinator ● Outpatient Dietitian ● Physician Liaison with Mon Health ● Private pay insurance companies
Resources	<ul style="list-style-type: none"> ● Diabetes Education Coordinator ● Additional print materials - brochures and marketing tools ● Outpatient Dietitian ● Physician Liaison ● Time
Evaluation Activities	<ul style="list-style-type: none"> ● # patients scheduled
Point of Contact	Andrea McCarty

Obesity Strategy Two: Low-Cost Sports Physicals

Summary: Each year from May - August, MHMC provides low-cost sports physicals to student athletes in the community.

Program/Initiative	Low-Cost Sports Physicals
Objectives	Continue strategy that offers low-cost sports physicals to student athletes for one day a week in the month of August.
Activities	<ul style="list-style-type: none"> ● Formally register through PCP office ● Advertise program in the community and through athletic programs/schools
Planning Partners	<ul style="list-style-type: none"> ● Monongalia County Schools ● PCP Offices ● MH Billing Department
Implementation Partners	<ul style="list-style-type: none"> ● Participating MH PCP Offices
Resources	<ul style="list-style-type: none"> ● Physicians ● Space ● Collateral to promote
Evaluation Activities	<ul style="list-style-type: none"> ● # physicals performed
Point of Contact	Jennifer Doane Marketing Department

Obesity Strategy Three: Brookhaven Elementary Walking Program

Summary: Prior to COVID-19 restrictions, MHMC’s partnership with Brookhaven Elementary School included implementation of a walking program to promote exercise among students. This strategy will be continued as soon as it is possible to do so. For an 8-week program (one grading period), MHMC will provide bi-weekly healthy snacks as an incentive, and during the other four weeks will provide educational coloring activities. At the end of the 8-week program, there will be a celebratory party with a gift card awarded to the teacher of the class that walked the most miles.

Program/Initiative	Brookhaven Elementary Walking Program
Objectives	Establish an 8-week walking program in partnership with Brookhaven Elementary teachers, who will walk with their students as a group during break or lunch time.
Activities	<ul style="list-style-type: none"> ● Develop walking program for 4th graders ● Plan for purchase of healthy snacks ● Identify/print coloring activities
Planning Partners	<ul style="list-style-type: none"> ● Brookhaven Elementary School ● BOPARC
Implementation Partners	<ul style="list-style-type: none"> ● Brookhaven Elementary School teachers ● Community involvement - i.e. Village at Heritage
Resources	<ul style="list-style-type: none"> ● Marketing Department ● Community Outreach
Evaluation Activities	<ul style="list-style-type: none"> ● # classes / # participants per class ● # miles walked
Point of Contact	Community Outreach Coordinator

Obesity Strategy Four: Girls on the Run Sponsorship

Summary: Girls on the Run is a national program that seeks to empower school-aged girls through local chapters/groups organizing participants from area schools, holding multiple practices/skill-building sessions per week, and hosting a celebratory 5k at the end of the program each spring. Though MHMC has a partnership with a particular area elementary school, they have historically provided sponsorship to the overall program/race for the region. COVID-19 impacted the 2020 spring season and is anticipated to again impact the 2021 season and race. Looking ahead, MHMC intends to sponsor the 2021-22 season financially, with the additional provision of face masks and hand sanitizers for all participants. MHMC will also provide conference center space for the local GOTR chapter to host their annual coaches' training.

Program/Initiative	Girls on the Run Sponsorship
Objectives	MHMC will provide a \$6,000 sponsorship of the 2021-22 GOTR program; Mon Health branded face masks and hand sanitizers will be provided for swag bags for each participant.
Activities	<ul style="list-style-type: none"> ● Identify supplier/order branded items ● Provide sponsorship to local chapter coordinator ● Provider other marketing materials/logos as needed for inclusion on materials GOTR will prepare
Planning Partners	<ul style="list-style-type: none"> ● Local GOTR chapter ● WV Radio ● Monongalia County Schools
Implementation Partners	<ul style="list-style-type: none"> ● WV Radio ● MedExpress
Resources	<ul style="list-style-type: none"> ● Conference center space (for training) ● Funds for sponsorship ● Funds for masks/sanitizers ● Hospital staff time
Evaluation Activities	<ul style="list-style-type: none"> ● # student participants ● # masks and hand sanitizers ● Dollar amount donated
Point of Contact	Marketing Department

Obesity Strategy Five: WVU Football “Swag Bags”

Summary: MHMC is situated in close proximity to West Virginia University’s football stadium, and on game days has historically utilized some of its available parking to provide more space for those attending. Taking advantage of this opportunity to provide educational materials to individuals from the community and region, MHMC prepares swag-bags to distribute to all who park in their lot. In anticipation of a return to this activity post-COVID, MHMC plans to disseminate materials during the 2021-22 football season.

Program/Initiative	WVU Football “Swag Bags”
Objectives	Provide a swag bag of educational literature and health information to each vehicle parked in available spaces during the 2021-22 football season.
Activities	<ul style="list-style-type: none"> ● Compile materials for upcoming season ● Print materials and assemble bags ● Identify home game opportunities
Planning Partners	<ul style="list-style-type: none"> ● Mon Health physicians ● Mon Health Marketing Department
Implementation Partners	<ul style="list-style-type: none"> ● Mon Health Auxiliary ● Morgantown Printing and Binding
Resources	<ul style="list-style-type: none"> ● Staff time - assembly of bags ● Staff time - dissemination of bags on game days ● Printing costs ● Space - hospital parking
Evaluation Activities	<ul style="list-style-type: none"> ● Contents of swag bags ● # swag bags disseminated
Point of Contact	Marketing Department

Obesity Strategy Six: Pantry Plus More Partnership

Summary: Pantry Plus More is a local organization which maintains established food pantries in most Monongalia County Schools. Students can visit these pantries on an as-needed basis to discreetly obtain food for themselves and their families, hygiene items, and often clothing or needed school supplies. MHMC has an ongoing relationship with Pantry Plus More via a monetary sponsorship that allows PPM to purchase fresh food for students, having an impact on youth obesity. MHMC also conducts food drives to collect in-kind donations for this program.

Program/Initiative	Pantry Plus More Partnership
Objectives	Continue provision of recurring monetary sponsorship for the purchase of fresh food, as well as hosting of food drives.
Activities	<ul style="list-style-type: none"> ● Identify dollar amount and provide to PPM Director
Planning Partners	<ul style="list-style-type: none"> ● Pantry Plus More - Roark Sizemore
Implementation Partners	<ul style="list-style-type: none"> ● Pantry Plus More - Roark Sizemore
Resources	<ul style="list-style-type: none"> ● Hospital staff time ● Space for food collection ● Funds for monetary donation
Evaluation Activities	<ul style="list-style-type: none"> ● Dollar amount for sponsorship ● # students reached ● Pounds of food collected via drives (and locations, if applicable)
Point of Contact	Marketing Department

Obesity Strategy Seven: National Diabetes Prevention Program

Summary: When COVID-19 restrictions allow, MHMC intends to begin a new cohort of National Diabetes Prevention Program participants using the CDC curriculum/guidance. MHMC will also explore offering this program in a virtual setting if current standards will support this.

Program/Initiative	National Diabetes Prevention Program
Objectives	In 2021, begin a new year-long program (24 group sessions) serving no less than ten participants.
Activities	<ul style="list-style-type: none"> ● Obtain CDC materials as needed ● Schedule sessions ● Recruit participants ● Order supplies ● If OP Dietitian is filled, provide for this person's completion of Lifestyle Coach training
Planning Partners	<ul style="list-style-type: none"> ● Diabetes Education Coordinator ● Outpatient Dietitian (if hired)
Implementation Partners	<ul style="list-style-type: none"> ● Director of Nutrition Services ● Diabetes Education Coordinator
Resources	<ul style="list-style-type: none"> ● Staff time (Diabetes Education Coordinator and Outpatient Dietitian): estimate 40 hours for in-person sessions and preparation, as well as 12 hours per participant to cover food tracker review, individual follow up, correspondence, weight tracking, and other needed contact ● Supplies: participant notebooks, food scales, pedometers, and Calorie King books as needed
Evaluation Activities	<p>Group achieves CDC requirements for recognition:</p> <ul style="list-style-type: none"> ● 5% weight loss at completion of program ● 150 minutes or more of physical activity per week ● Attend a minimum of 9 of the first 16 sessions and 3 of the last 8 sessions ● Reported weight and physical activity for at least 80% of the attended sessions ● Retained at least 5 participants by the 9-month mark in the year-long program
Point of Contact	Andrea McCarty

Obesity Strategy Eight: Life Stride Walking Program

Summary: Prior to COVID-19 restrictions, MHMC offered a monthly walking program twice monthly at two locations. Moving forward in the current CHNA cycle, MHMC will work to expand this program to youth and adults, and increase the number of overall participants.

Program/Initiative	Life Stride Walking Program
Objectives	Increase physical activity among youth and adults by expanding Life Strides Program for employees and community. Goals for the 2021-22 year include: increase number of participants; add additional sites overall and at least one outdoor walk during fall months; create online check-in option; host educational speaker or hold screening activity at least once a quarter; provide educational literature at each check-in; provide monthly recipes and health tips.
Activities	<ul style="list-style-type: none"> ● Identify additional sites, including outdoor location ● Develop online check-in platform ● Identify quarterly speakers/screening activities ● Develop content for educational literature component ● Develop content for health tips and recipes component ● Marketing of program
Planning Partners	<ul style="list-style-type: none"> ● Community Outreach ● Malls/other locations ● Community organizations and civic groups ● Oxycon (web developer for online component)
Implementation Partners	<ul style="list-style-type: none"> ● Malls/other locations ● BOPARC ● Speakers or those involved in screenings ● Oxycon
Resources	<ul style="list-style-type: none"> ● Diabetes Education ● Physicians ● Marketing ● Community Outreach ● IT
Evaluation Activities	# walks held - dates/locations # participants at each # miles walked # educational materials or packets disseminated quarterly event details - speakers; screening details and # at each information from online check-in (if used for remote walking during COVID)
Point of Contact	Community Outreach Coordinator

Obesity Strategy Nine: 5k Run/Walk Event

Summary: Prior to COVID-19, MHMC has been involved in various community running events, and leadership sees them as a good opportunity to promote physical activity when it is safe to do so again.

Program/Initiative	5k Run/Walk Event
Objectives	Increase physical activity among community members by hosting a 5k walk/run.
Activities	<ul style="list-style-type: none"> ● Identify course location and needed signage or other materials ● Identify date ● Identify staff volunteers ● Develop any needed marketing materials ● Develop any needed registration tools ● Purchase any needed “race swag” ● Plan food details
Planning Partners	<ul style="list-style-type: none"> ● BOPARC ● HealthWorks ● Mylan Park ● Monongalia County Schools
Implementation Partners	<ul style="list-style-type: none"> ● Girls on the Run ● American Heart Association
Resources	<ul style="list-style-type: none"> ● Heart and Vascular ● Hospital Foundation ● Diabetes Education ● Marketing Department
Evaluation Activities	Date and location of event # participants
Point of Contact	Community Outreach Coordinator

Obesity Strategy Ten: Mylan Park Sponsorship

Summary: MHMC gives annually to Mylan Park, which provides funding for local community activities that increase physical activity: Walking on Track and Mon Swim Stars.

Program/Initiative	Mylan Park Sponsorship
Objectives	Continue annual sponsorship of Mylan Park, which provides physical activity-based activities to the community.
Activities	<ul style="list-style-type: none"> ● Provide annual donation
Planning Partners	<ul style="list-style-type: none"> ● Mylan Park
Implementation Partners	<ul style="list-style-type: none"> ● Mylan Park
Resources	<ul style="list-style-type: none"> ● Funds for sponsorship
Evaluation Activities	# youth athletes reached (if these funds provide specific things, like gear)
Point of Contact	Community Outreach Coordinator

Conclusion

Despite COVID-19 restriction challenges faced during the duration of this Community Health Needs Assessment process, MHMC has thoroughly reviewed community input and compared it to the successful programming already in place at their hospital facility and in the local community. The above strategies reflect leadership's desire to continue what is working however and whenever they are able to do so, and an eagerness to expand or modify programs that they think could reach more patients and community members than in the past. MHMC's teams have managed to rapidly change mode of delivery so that some programming could continue to serve residents despite COVID-19 restrictions, and a forward-thinking approach to new ideas is reflected in discussions and decisions during the implementation phase of this needs assessment cycle.

MHMC leadership provides a rich assortment of services to the greater community, and the programs and strategies outlined above are just part of those. Beyond the substance use and abuse strategies outlined above, MHMC Pharmacy has implemented a no-charge Beds to Meds service, allowing a patient to have their discharge prescriptions filled and delivered to their room prior to leaving. In addition to eliminating barriers and ensuring continuity of care and healing, this program may also impact misuse of medications by allowing for a more comfortable and private patient/pharmacist conversation prior to discharge.

Similarly, MHMC is a partner of PatientMatters, an organization that seeks to connect self-pay patients with payment assistance resources for their care and medications. Regarding the community health concern of cancer, it is noteworthy that MHMC's Cancer Center and social workers work closely with

PointMatters representatives to obtain assistance with high-cost cancer medications for patients. This program is new to MHMC, and is innovative for PointMatters in that it allows for cancer patients to directly contact their representatives for assistance.

MHMC leadership has demonstrated throughout this Community Health Needs Assessment and Implementation Planning process that they are committed to providing robust benefits that aim to increase health outcomes of patients, their own staff, and the wider community and service area, going beyond regulatory requirements at every turn to improve the lives of those in West Virginia and the surrounding region.