

2017 CHNA Implementation Plan



Introduction

The Mountrail County Medical Center is committed to improving the overall health and wellness of the community it serves. The mission of MCMC is “Mountrail County Medical Center will provide quality health care services to Mountrail County and the surrounding area including: Primary medical care, emergency care, swing bed and clinic services.”

In an effort to gauge overall health needs and identify health concerns of the community, a survey was distributed throughout the county between February 15, 2016 and March 7, 2016. MCMC has released the results and findings of the recent study about community health needs in the Stanley area. You may visit the RESOURCES tab on our website at www.stanleyhealth.org for the report detailing the findings. This 2016 report, along with the last report which was completed in 2013, will remain available on our website for several years.

The assessment process used a variety of methods to gather information and data about the health status and needs of the local population. These methods included a survey which was distributed to community residents and health care professionals, one-on-one interviews with community leaders, focus groups, and an in-depth study of county-level statistics regarding health outcomes, health behaviors, clinical care, and the local physical environment.

More than 208 area residents provided input to the study by completing surveys, giving interviews, and participating in focus groups. In addition to helping identify community health needs, a group of community members also provided guidance to the hospital by ranking and prioritizing the identified needs. The group collectively ranked the top five health-related needs facing the community as:

- (1) Ability to recruit and retain primary care providers
- (2) Cost of health insurance
- (3) Adult alcohol use and abuse
- (4) Adequate childcare services
- (5) Obesity/overweight

For each of these needs, MCMC has outlined in this Implementation Plan its objectives and strategies to address the issues pertaining to the needs. Over the next several years, MCMC will **implement, evaluate** and **adjust** its strategies to obtain the best outcomes for its community.

A periodic community needs assessment is one of the new requirements of the Affordable Care Act. The law requires non-profit hospitals, such as the Mountrail County Medical Center, to assess the community’s health needs periodically. MCMC received assistance in conducting the assessment from the Center for Rural Health at the University of North Dakota School of Medicine and Health Sciences. To learn of other North Dakota communities’ prioritized needs and ideas to address them, go to www.ndchna.org for a complete list of CHNA reports and implementation strategies.

Ability to recruit and retain primary care providers

Background

- Data compiled by County Health Rankings show Mountrail County is not doing as well as North Dakota as a whole in regard to health outcomes. There is also room for improvement on individual factors that influence health, such as health behaviors, clinical care, social economic factors, and the physical environment. Factors which Mountrail County was performing poorly relative to the rest of the state include:

Primary Care Physicians

Mountrail County: 3,130:1

US Top 10%: 1,040:1

North Dakota: 1,260:1

- Input from community leaders provided by key informant interviews echoed many of the concerns raised by **one hundred and twenty two** survey respondents. Thematic concerns emerging from these sessions were:

Ability to recruit and retain primary care provider

Their concern is that we are currently okay, but there has been a lot of turnover.

Objective: Work closely with the resources we have to help us stay in contact with resident and medical students as they get ready to graduate. This is the best chance for the future of bringing in another qualified physician to MCMC.

GOAL: We recently brought in a FNP in December of 2015 to join the MCMC provider team. But the facility is always in the recruiting process, for it is one that never ends.



Strategy:

- Always have the position posted on our website under the Careers tab.
- Work closely with the Center for Rural Health and participate in the recruiting programs they have available. For instance, MCMC went to all four of the Provider Showcases they offered in Minot, Grand Forks, Fargo and Bismarck in 2016 and 2017,
- Review the monthly 3R Network list the Center for Rural Health sends out.
- Look into the J1 program as an option.
- Hosting a Scrubs Camp with the local high school on National Rural Health Day on November 17th, 2016
- Work with the local high school to bring in students for job shadowing at MCMC.

Measurements of Effectiveness: Staff will work together to bring in the right fit for MCMC and the provider team to ensure consistent and qualified care for the residents of Mountrail County and the surrounding area.

Updates for 2017: We completed all of the strategy's listed above. We will be hosting a 2nd Scrubs Camp on November 16th, 2017 for the local high schooler's. The Mountrail County Health Foundation also sponsored six 6th-8th graders to attend a 3 day Scrubs Academy that is put on by the Center for Rural Health this past June.

Adult Alcohol Use and Abuse

Background

- On health factors, Mountrail County performs below the majority of North Dakota counties. Factors which Mountrail County was performing poorly relative to the rest of the state include:
 - Excessive Drinking:
 - Mountrail County: 27%
 - US Top 10%: 12%
 - North Dakota: 25%
- Input from community leaders provided by key informant interviews echoed many of the concerns raised by **ninety one** respondents. Thematic concerns emerging from these sessions were:
 - Adult alcohol use and abuse
- Generally, overarching thematic issues that developed during the interviews and community meetings were:
 - Many are using alcohol to cope with depression

Objective: Work closely with local agencies such as the Upper Missouri District Health Unit and the local social services along with the MCMC ER to see how we can help patients that come in again and again for alcohol issues.



GOAL: As stated above, help patients that frequently visit the ER due to alcohol abuse over the next year.

Strategy:

- Compile a brochure that shows all the services that can help these patients once they leave the ER.
- Work closely with UMDHU and their addiction counselor.
- Work closely with Stanley's local AA group and even offer them a space in the clinic to meet.
- Work with the local school during their Red Ribbon Week every year. Help promote the speaker that is coming in at the end of October.

Measurements of Effectiveness: Staff will work together to reduce the frequency of alcohol abuse visits to our own ER.

Updates for 2017: We completed all of the above strategy's except for the brochure. This will be worked on over the upcoming year. We will again be helping the school with their Red Ribbon Week coming up at the end of October. We also held a Mini Health Fair at the local High School this past March and had the local sheriff's department and Social Services Department on hand talking to the children of alcohol and drugs. Future partnerships and events with the local school, Police Department and Social Services will be done over the upcoming year.

Cost of Health Insurance

Can Not Be Addressed by the Implementation Plan:

Mountrail County Medical Center is always concerned with and recognizes the importance of all the healthcare needs identified in the community. However MCMC is unable to address the issue of the Cost of Health Insurance for it's beyond our scope of control. This is a nationwide issue which is being addressed by our Federal and State governments. We have minimal control over the overall cost of health insurance premiums that are put in place by the insurance marketplace. But, MCMC will do it's share to contain our costs of health care.

While we can not address this need, we can steer community members to appropriate resources available to possibly meet their needs.

Adequate Childcare Services

Background

- The population of North Dakota has grown in recent years, and Mountrail County has seen a substantial increase in population since 2010; the U.S. Census Bureau estimates that the county's population increased from 7,673 (2010) to 10,331 (2015)
- Input from community leaders provided by key informant interviews echoed many of the concerns raised by **eighty three** survey respondents. Thematic concerns emerging from these sessions were:
Adequate childcare services

Objective: After our Phase Three expansion of the Nursing Home is complete, we will evaluate our facility and see if there is an area we can remodel into an on-site daycare for MCMC employees. This will not only fill a huge need in the community, but be a recruiting tool.

GOAL: We will aim to have this CHNA need addressed within the year of 2018.



Strategy:

- Determine if we have the space for an on-site daycare.
- Write a plan on how this on-site daycare can be accessible to Employees' children as an employee benefit.
- Explore grant options and opportunities that could help fund this daycare.

Measurements of Effectiveness: To be able to accommodate the growing need for affordable daycare for our employees; we are one of the largest employers in our service area.

Updates for 2017: Nothing was able to be done with this over the past year.

Obesity and Overweight

Background

- Data compiled by County Health Rankings shows Mountrail County is not doing as well as North Dakota as a whole in regard to health outcomes. There is also room for improvement on individual factors that influence health, such as health behaviors, clinical care, social economic factors, and the physical environment. Factors which Mountrail County was performing poorly relative to the rest of the state include:

Health Behaviors

Adult Obesity

Mountrail County: 34%

US Top 10%: 25%

North Dakota: 30%

Physical Inactivity

Mountrail County: 34%

U.S. Top 10%: 20%

North Dakota: 25%

Access to Exercise Opportunities

Mountrail County: 58%

U.S. Top 10%: 91%

North Dakota: 66%

- Input from community leaders provided by key informant interviews echoed many of the concerns raised by **one hundred** survey respondents. Thematic concerns emerging from these sessions were:

Overweight and obesity

Some of their concerns in regard to Community Health Concerns were: adequate school resources, adequate youth activities, physical inactivity, and access to exercise and wellness activities.

Objective: Work with area businesses, the schools and community services to provide ways for getting healthy meals, more activities and more informational resources to the community.

GOAL: We will start working on the above objective immediately.

Strategy:



- Meet with the school and the local grocery store to start a backpack buddies program in Stanley.
- Have staff and providers go to talk to the school kids about how important healthy eating and activity is.
- Focus this year's Health Fair, which will be held in the fall of 2016, on fitness and eating well. The theme will be "Don't Just Sit, Get Fit" and a Fitbit Blaze will be given away to an attendee.
- Work with the local Social Services to see how to get information to families on how to eat healthy on a budget and physical activities in which they could take part.
- Work with the Park Board to start activities enabling kids to follow our Health Fair motto ... "Don't Just Sit, Get Fit."
- Create a brochure which tells the community about the activities we are implementing above and inform them of free apps they can put on their phone to track fitness such as: [myfitnesspal](#)

Measurements of Effectiveness: Seeing some of the above strategies get started which get kids and adults alike moving and having fun doing it! We also want to create lifelong habits of eating healthy and exercising regularly.

Obesity and Overweight

Updates for 2017: We spent a lot of our energy during 2017 focusing on this community health need. As stated in our strategy, our 2016 Health Fair focus was on fitness and healthy eating. We have also incorporated a food program for the elementary children, partnered with the school and Park Board for a summer challenge and held Lunch and Learns on healthy eating habits.

- We held a Lunch and Learn in March on the topic of Healthy Eating in honor of National Nutrition Month.
- We had a table at the Mini Health Fair that was held at the High School with the topic focusing on National Nutrition Month. Handouts were given to all the 7th—12th graders on healthy eating habits and ideas on what to eat.



- We partnered with the local churches, Cash Wise, the Park Board and School and began a program to help with the fact that there are children in our area who are not getting the nutritious food they need on a regular basis. The Stanley Area Cares for Kids (S.A.C.K.) will offer a supply of nutritious meals and snacks for children over their weekends and extended breaks, free of charge during the school year.

In the near future, at the high school, there will be an actual space where the food will stocked and the students may come in and shop for the food they need at a time that works for them. **Any child enrolled in the Stanley School District is able to receive these weekly sacks of food.**

- In doing research on our CHNA needs, we saw a new coined term “Sitting is the new Smoking.” We would like to help combat this by starting a pilot program to see if having the option of standing a few hours a day, while at work, improves your health. We will partner with the Stanley Public Schools and the Mountrail County Courthouse and implement five Flexi spot Sit-Stand Desktop Workstations at each location. We received a Blue Cross Caring grant for these sitting/standing desks.
- Our promotions stated the below statement for the Summer Challenge:

One of the Community Health Needs Assessment top five concerns for Mountrail County is overweight and obesity. To address this issue, the Mountrail County Health Foundation has teamed up with the Stanley Rec-Stanley Park District and the Stanley Public Schools to issue a challenge to Mountrail County: Get OFF the Couch and GO Summer Challenge!!!

- A punch card was created with 25 different events throughout the summer. All Stanley Public School system children received the punch card and rules during the last week of school. Additional punch cards and rules were available at Town and Country Credit Union, BNC Bank, American Bank Center and the T.H. Reiarson Rural Health Clinic all summer long. The rules were that for each event a child completes on the punch card they will receive a stamp. Whoever has the most stamps on their punch card wins a YETI 35 TUNDRA COOLER sponsored by the MCHF. In case of a tie, a drawing will be held for the cooler. Consolation prizes were Scheel’s gift cards, sponsored by Scheel’s.

Adoption by the MCMC Board of Directors

By resolution of the Board of Directors for the Mountrail County Medical Center on this date, this CHNA Implementation Plan was adopted by MCMC and will serve as a guiding tool over the next three years to meet the needs of the community for whom it serves.

MCMC Board President

Date