

**BON SECOURS COMMUNITY HOSPITAL
2019 – 2021 COMMUNITY HEALTH NEEDS ASSESSMENT
IMPLEMENTATION PLAN**

NYS PREVENTION AGENDA PRIORITY AREA: PREVENT CHRONIC DISEASES

FOCUS AREA 3: Tobacco Prevention

PREVENTION AGENDA GOALS

3.1 Prevent initiation of tobacco use, including combustible tobacco and electronic vaping products by youth and young adults

3.2: Promote tobacco use cessation, especially among populations disproportionately affected by tobacco use including: low SES; frequent mental distress/substance use disorder; and disability

OBJECTIVES: By December 31, 2021, decrease the prevalence of lifetime vaping product use by high school students by 20% from 25% to 22.5% and decrease the current tobacco use by high school students by 20% from 6.3% to 5.0%. (Data source: Orange County Youth Survey, 2016)

EVIDENCE BASED INTERVENTIONS

3.1.2: Use media and health communications to highlight the dangers of tobacco use and reshape social norms (Source: The Community Guide)

3.2.4: Promote Medicaid benefits for tobacco cessation services and free cessation classes available in Orange County particularly among target populations in Middletown and Port Jervis (Source: CDC)

DISPARITIES ADDRESSED: Adults with low SES, Adults living with a disability

Activities	Timeframe	Intermediate Level Evaluation Measures	Internal Staff and Resources	Community Implementation Partners	Intended Outcome/Product/Result	2020 Year-end Update
Create a media campaign including posters and advertisements through the County	January 2020-December 2021	Number of posters distributed	Bon Secours Charity Health System (BSCHS) Community Engagement	Orange County Health Dept., ADAC, Catholic Charities of Orange, Ulster and Sullivan Counties	Increased knowledge among youth regarding the dangers of vaping and combustible tobacco	Due to Covid-19, the creation of posters was put on hold however, BSCH and ADAC created a video about tobacco, smoking and vaping that has been shared with all Orange County schools (by BOCES) and the O.C. "Connecting the Dots" group of school counselors, psychologists, and social workers

Community presentations on the effects of smoking and vaping to high school age students	January 2019-December 2021	Number of presentations at schools and community events	BSCH Nursing and Respiratory departments	Port Jervis school district, Operation PJ Pride, Orange County Health Dept.	Decrease in number of high school age students who begin smoking/vaping	Due to Covid-19, in person presentations are on hold however, the BSCH/ADAC video was sent to all schools. Schools have the ability to show the video to classes throughout the school year
Medicaid benefits promotion to target population Host Freedom from Smoking Classes	January 2020-December 2021	Number of persons completing Freedom from Smoking program	BSCH Nursing and Respiratory departments, BSCHS Community Engagement	Orange County Health Dept., Access: Supports for Living, Office for the Aging	Increased number of adults referred for tobacco cessation Increased number of individuals who quit smoking	Due to Covid-19, Freedom from Smoking classes were put on hold however, BSCH respiratory and nursing staff continued to refer patients as needed to the NYS Smokers Quitline

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FOCUS AREA 4: Preventive Care and Management

PREVENTION AGENDA GOAL 4.1: Increase cancer screening rates for breast, cervical, and colorectal cancers, especially among disparate populations in the cities of Newburgh, Middletown and Port Jervis

OBJECTIVE: By 12/31/2021, increase % of adults receiving breast cancer, cervical, and colorectal cancer screenings based on the most recent screening guidelines by 5%. (Baselines: 75.9% Breast Cancer Screening; 76.1% Cervical Cancer Screening and 68.5% Colorectal Cancer Screening; Data Source: BRFSS, 2016)

EVIDENCE BASED INTERVENTIONS:

4.1.2: Conduct one-on-one (by phone or in person) and group education (presentation or other interactive session) in a church, home, senior center or other setting (Source: The Community Guide)

4.1.3: Use small media and health communications to build public awareness and demand (Source: The Community Guide)

DISPARITIES ADDRESSED: Low SES concentrated in areas with high racial/ethnic minorities; Education level

Activities	Timeframe	Intermediate Level Evaluation Measures	Internal Staff and Resources	Community Implementation Partners	Intended Outcome/Product/Result	2020 Year-end Update
Conduct community education sessions about need for cancer screenings at local libraries, senior centers, and community events	March 2020-December 2021	Number of individuals reached through one-on-one or group education that were referred to health providers for cancer screenings Change in awareness of the importance of cancer screenings as a preventative measure	Bon Secours Medical Group (BSMG) Breast Navigator, BSCHS Community Engagement	BSMG providers Orange County Health Dept. (OCDOH)	Change in awareness of need for cancer screenings as part of preventative care Compliance with screening guidelines among individuals that were reached through one-on-one or group education Increase in the percentage of adults receiving cancer screenings	<ul style="list-style-type: none"> • Due to Covid-19, community education sessions were cancelled however, cancer screening awareness posters had previously been distributed in community. • “Don’t Delay Care” email blast sent in May and September 2020 to community contacts

<p>Develop consistent message across all entities to increase cancer screenings during awareness months for breast, cervical and colorectal cancers</p>	<p>June 2019-March 2020</p>	<p>Number and type of locations where posters were distributed</p> <p>Number of calls received about screening due to campaign</p>	<p>BSCH Radiology, BSCHS Community Engagement, BSMG</p>	<p>Orange County Health Dept.</p> <p>Orange County Cancer Prevention work group</p>	<p>Change in knowledge and awareness of need for cancer screenings</p>	<ul style="list-style-type: none"> • Breast, Cervical and Colorectal cancer screening awareness posters were developed in partnership with the Orange County Health Dept. and Orange County Community College graphic arts students. • 60 Posters were printed and distributed in the community. • Call volume was tracked by OCDOH
<p>Evaluate how patients have found cancer screenings through surveys (i.e. newspaper, mailings, flyers, word of mouth, social media or other)</p>	<p>December 2019-December 2020</p>	<p>Number of community members surveyed at community events</p> <p>Percentages of how patients found cancer screenings by media type</p>	<p>BSCHS Community Engagement</p>	<p>Orange County Health Dept.</p> <p>Orange County Cancer Prevention work group</p>	<p>Increased knowledge of how patients are learning about cancer screening services</p> <p>Ability to target areas and markets for greater impact and community awareness</p>	<ul style="list-style-type: none"> • BSMG representatives attended a community food distribution event in January 2020 to raise awareness of cancer screenings and promote the Cancer Services Program (CSP) free screening services. • 1 community member was connected to CSP. • In early spring, the CSP contract with the community provider ended. Due to Covid-19, new CSP coordination has not begun.

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FOCUS AREA 3: Sexually Transmitted Infections (STIs)

PREVENTION AGENDA GOAL 3.1: Reduce the annual rate of growth for STIs

OBJECTIVE #1: By December 31, 2021, reduce the annual rate of growth of chlamydia by 50% from 2.17% to 1.09%. (Baseline Data: 2016-2018 average 3-year percent change)

OBJECTIVE #2: By December 31, 2021, reduce the annual growth rate for gonorrhea by 50% from 4.0 to 2.0% (Baseline Data: 2016-2018 average 3-year percent change)

OBJECTIVE #3: By December 31, 2021, reduce the annual growth rate for early syphilis by 50% from 20% to 10% (Baseline Data: 2016-2018 average 3-year percent change)

(Data source: NYSDOH Communicable Disease Electronic Surveillance System (CDESS), 2016-2018)

EVIDENCE BASED INTERVENTION 3.1.2: Increase STI testing and treatment (Source: CDC)

DISPARITY ADDRESSED: People with low education level and/or low SES

Activities	Timeframe	Intermediate Level Evaluation Measures	Internal Staff and Resources	Community Implementation Partners	Intended Outcome/Product/Result	2020 Year-end Update
<p>OCDOH to provide in-person education to hospital Emergency Department Medical and Nursing staff</p> <p>Increase STI screening, testing and treatment in Emergency Department</p>	August 2019-December 2021	<p>Number of patients tested for chlamydia, gonorrhea, and syphilis</p> <p>Number of patients positive for chlamydia, gonorrhea, and/or syphilis</p> <p>Number of patients diagnosed with chlamydia, gonorrhea, and/or syphilis</p>	BSCH Administration, BSCHS VP of Medical Affairs, BSCHS SVP of Mission, BSCH Medical Staff, Emergency Dept. staff, BSCHS Community Engagement	Orange County Health Dept.	<p>Increased STI screening/testing in Emergency Department (ED)</p> <p>Increase in the number of patents with suspected STIs given prescription medication upon discharge from ED</p>	<ul style="list-style-type: none"> • OCDOH provided remote education to ED providers on the rate of STI growth and need for increased verbal screening and clinical testing • From Jan. through Sept. 2020: <ul style="list-style-type: none"> ○ 101 patients were tested ○ 17 positive results ○ 15 prescriptions issued