



PRIORITY AREAS

1. Obesity
2. Primary Care and Preventive Services
3. Mental Health and Substance Use
4. Smoking

CROSS-CUTTING THEMES

1. Access to primary care and overall health services
2. Public Health Programming
3. Health Advocacy
4. Behavioral health Awareness/Navigation
5. Integration of primary care and mental health

DEFINITIONS

PROBLEM STATEMENT:

- The issue that is going to be addressed. The situation that needs to change.
- Frames a selected health issue in terms of unmet needs, gaps in health care services, or a lack of community-wide resources or funding.
- Who, what, where, and when of the health issue.

GOALS:

- Identifies in broad terms how your initiative is going to change things in order to solve the problem you have identified.
- Does not include measures.

OBJECTIVES:

- Objectives offer measurement details about the manner in which results will be achieved.

STRATEGIES:

- Action-oriented phrases to describe the manner in which the objective will be approached.
- The best strategies are those which have impact in multiple areas (also known as leverage, or “bang for the buck”).

ACTIVITIES:

- Components of the strategy, such as conducting workshops and meetings, delivering services, developing products, curriculum, and tools, advocacy, forming partnerships, and working with the media, etc.

PERFORMANCE MEASURES:

The specific quantitative representation of a capacity, process, or outcome deemed relevant to the assessment of performance



- Will measure success, and guide the evaluation

EXECUTIVE SUMMARY:

Pocono Health System/Pocono Medical Center (PHS/PMC) located in East Stroudsburg, PA has worked to provide its Community Health Needs Assessment Implementation Plan as a continued service to the community. The plan is designed to summarize and provide a comprehensive outline as to how PMC and its partnering community leaders involved in the Community Health Connections initiative will address the concerns indicated. This initiative is part of Pocono Medical Center's vision to build a healthier community and remain an active force which continues to improve the health of the community.

The Community Health Needs Assessment was a comprehensive study done in partnership with East Stroudsburg University's Department of Public Health. The assessment explored demographic trends, epidemiological profiles, key informants, focus groups, and a summary of findings. The following sources were used to assist in that effort (United States Census Bureau, PA Department of Health: Healthy People 2014 Objectives, Behavioral Risk Factor Surveillance System, Analysis of Cancer Incidence in Pennsylvania, PA Department of Public Welfare, and the PA Center for Rural Pennsylvania.)

The findings of the assessment indicated that Monroe County's population has experienced among the greatest population growth in the state and this growth quickly increased the county's racial and ethnic diversity. Additionally, the county has high levels of poverty that tend to be concentrated in certain areas without seeing any rapid increases in household incomes. Monroe County continues to have a lower than expected number of physicians as well as lower rates of most cancers with exception of lung. The county also continues to face higher than expected rates of smoking and heavy drinking. In addition, Monroe County continues to face challenges in areas of behavioral health advocacy and access, substance abuse, and obesity.

PMC recognizes these challenges and has taken innovative approaches to address the continuing health concerns with support of the Community Health Connections. This committee is comprised of local community leaders which includes representatives from education, local government, human services, business community, faith-based, and law enforcement among many others. This initiative was created to engage residents with information and knowledge required to attain the highest level of health and wellness while also creating and promoting programs to encourage prevention. Community Health Connections will continue to focus on improving the health of the community through innovative and collaborative approaches.



Goal 1: Address Obesity in the community through continued health education, intervention, and prevention based programs					
Objective 1.1: Decrease the percentage of Monroe county residents who are obese or overweight.					
Strategies	Activities	Performance Measures	Assets	Lead Ag./Org.	Partner Ag./Org.
<p>1.1.1 Collaborate with local organizations in enhancing and continuing wellness and prevention based programs (e.g., weight management, nutrition counseling, speaker's bureaus and healthy living programs provided by Pocono Medical Center and other qualified local organizations).</p> <p>1.2.1 Sponsoring of youth and adult physical activity programs and collaboration with local organizations to promote programs offered in Monroe County</p> <p>1.2.2 Utilizing healthy living programs to reach schools and local organizations with skills and strategies for encouraging healthy activities and providing healthy meals</p>	<p>(A) Continuance and expansion of Biggest Winner Challenge Program for prevention and intervention of obesity held at East Stroudsburg University which has reached over 500 middle and lower income families</p> <p>(B) Further collaboration with local health and wellness organizations</p> <p>(C) Continued partnerships and sponsorships with parks and recreational departments to promote awareness and increase physical activity in exercise safe areas</p> <p>(D) Address the importance of physical activity and overall wellness in school campaigns, health education, and initiatives</p>	<p>(A.1) Increased enrollment from all areas in the community in PMC's Biggest Winner Program</p> <p>(A.2) Increased participant retention and weight-lost through program intervention</p> <p>(B.1, C.1) Increased outreach initiatives targeting youth and adult obesity through collaborative school programming, partnership development with local health organizations and offering gym memberships and activity programs as well as increasing promotion and access to obesity prevention programs.</p> <p>(C.2) Increased sponsorship of local agencies and health organizations promoting health and wellness including: Girls on the Run, E. Stroudsburg Little League, Youth Infusion</p> <p>(D.1) #of schools districts and youth agencies involved in outreach initiatives surrounding promotion of parks and physical activity programs</p>	<p>-Pocono Medical Center Health Living Programs</p> <p>- Local agencies and businesses providing increased access to health education and physical activity</p> <p>- Support by both state and local representatives, employers, and faith-based communities</p>	<p>-Pocono Medical Center</p> <p>-East Stroudsburg University's Public Health Department</p>	<p>Potential Partners: Local agencies and businesses providing discounts and access to health education:</p> <ul style="list-style-type: none"> -East Stroudsburg University -Ready Set Run -Retro Fitness -Pocono Alliance -Northampton Community College -Parks and Recreation Departments -Pocono Mountain Visitors Bureau -Schools -Churches/Faith-Based Employers - United Way of Monroe County and partners



Goal 2: Improve Access to Healthcare services					
Objective 2.1: Increase the primary care and healthcare provider base in variety locations providing better access to care to Monroe County residents					
Strategies	Activities	Performance Measures	Assets	Lead Ag./Org.	Partner Ag./Org.
<p>2.1.1 Recruit and position Healthcare providers in strategic locations offering a variety of different services increasing access to care</p> <p>2.1.2 Increase preventative services through implementation of screenings follow-up process for all community health screenings administered.</p>	<p>(A) Recruitment of over 9 new Primary Care Providers</p> <p>(B) Development of 4+ new healthcare centers</p> <p>(C) Onboarding of specialized providers for increased access to specialized health issues</p> <p>(D) Increase screening, diagnosis and referral to Diabetes Prevention Program, Mammogram and Lung Screening Programs,</p> <p>(E) Implement screenings services in current programmatic and outreach structure for targeted health events</p>	<p>(A.1) Number providers recruited</p> <p>(B.1, C.1) Increase and strategic positions of Healthcare sites</p> <p>(D.1) Number of person's enrolled in Diabetes Prevention program as result of screenings</p> <p>(D.2) Increase in overall screenings completed for each fiscal year</p> <p>(D.3) Increase in patient follow-up due to screening implementation</p> <p>(E.1) Increase in screenings offered for programs and outreach events for all service areas</p>	<p>-Healthy Living Program events focused on improving access to healthcare providers</p> <p>-Local agencies and organizations</p> <p>-Pocono Medical Center E-Newsletter</p> <p>- Success with Diabetes Program, Free Mammogram Program, Lung Screening</p> <p>-Onboarding of new Diabetes Educator</p> <p>-Dedicated early detection specialist for successful implementation and follow-up</p> <p>-Support by both state and local representatives, employers, and faith-based communities in screening based outreach initiatives</p>	<p>-Pocono Medical Center</p>	<p>-Employers</p> <p>-The Commonwealth Medical College</p> <p>-East Stroudsburg University</p> <p>-Northampton Community College</p>



Goal 3: Increase behavioral health advocacy and access to resources					
Objective 3.2: Increase promotion, advocacy, and access to behavioral health services for Monroe County Residents					
Strategies	Activities	Performance Measures	Assets	Lead Ag./Org.	Partner Ag./Org.
<p>3.2.1 Work with schools, local agencies and community partners to build advocacy and promote behavioral health awareness to increase early detection and prevention efforts</p> <p>3.2.2 Increase access to behavioral health services through increased points of entry and integration of primary care</p> <p>3.2.3 More access to screenings for early detection and behavioral health intervention</p> <p>3.2.4 Work with policy makers and representatives in advocating for more comprehensive behavioral health service reimbursement</p>	<p>(A) Programmatic development and collaboration with local community partners, schools, and agencies for increased awareness and opportunities for early detection</p> <p>(B) Hiring of new behavioral health professional including psychologists located strategically throughout county</p> <p>(C) Targeted behavioral health screening venues located all throughout Monroe County</p> <p>(D) Behavioral Health First Aid training</p>	<p>(A.1) Increased outreach, program development, and collaboration with local community partners: (Mental Health Seminar, Behavioral health screenings, and awareness events)</p> <p>(B.1) Onboarding of 2 new clinical psychologists with integration of primary care</p> <p>(C.1, D.1) Increase in behavioral health screenings and trainings conducted</p>	<ul style="list-style-type: none"> -Pocono Medical Center - Support by both state and local representatives, employers, and faith-based communities -Carbon Monroe Pike MHDS - Burnley Employment & Rehab Services - Catholic Social Services of Monroe County - Children & Youth Services of Monroe County - Fitzmaurice Community Services, Inc. - Monroe County Area Agency on Aging - NHS (Northwestern Human Services) - Salisbury Behavioral Health - Women’s Resources of Monroe County - Salvation Army - NAMI (National Alliance on Mental Illness) - NAR-ANON Family Groups 	<ul style="list-style-type: none"> -Pocono Medical Center -Carbon Monroe Pike MHDS -Women’s resources 	<ul style="list-style-type: none"> -Carbon Monroe Pike MHDS -Burnley Employment & Rehab Services - Catholic Social Services of Monroe Count - Children & Youth Services of Monroe County - Fitzmaurice Community Services, Inc. - Monroe County Area Agency on Aging - NHS (Northwestern Human Services) - Salisbury Behavioral Health - Women’s Resources of Monroe County - Salvation Army - NAMI (National Alliance on Mental Illness) - NAR-ANON Family Groups - United Way of Monroe County and partners



Goal 4: Decrease % of Monroe County residents who utilize tobacco					
Objective 4.1: Decrease the % of Monroe County residents who utilize tobacco					
Strategies	Activities	Performance Measures	Assets	Lead Ag./Org.	Partner Ag./Org.
<p>4.1.1 Promotion and awareness of smoking cessation programs, preventative health services, and support groups offered</p> <p>4.1.2 Strategic outreach and collaboration with local schools and agencies in providing health education and prevention methodology to adults and youth</p>	<p>(A) Targeted marketing of smoking cessation related programs at all PMC community health related functions, events, and sponsorship opportunities to increase awareness and enrollment in program</p> <p>(B) Development of partnership's and collaboration with schools in implementing peer education within schools and similar programs with employers</p> <p>(C) Develop community based group activities that link promotion of smoking cessation resources and health education</p>	<p>(A.1) Number of outreach and program focused smoking cessation related activities</p> <p>(A.2) Increase in smoking cessation and support group enrollment</p> <p>(B.1, C.1) Number of partnerships established with school and community based organizations in promotion of education and resources available in the community</p>	<p>- Pocono Medical Center smoking cessation program</p> <p>-Dale and Frances Hughes Cancer Center</p> <p>- Support by both state and local representatives, employers, and faith-based communities</p>	<p>-Pocono Medical Center</p>	<p>-ESU Innovation Center</p> <p>- All area schools</p> <p>-Tobacco Free Northeast</p> <p>-Youth Infusion</p> <p>- United Way of Monroe County and partners</p>

Board Review:

PMC’s Board of Directors were informed of the Community Health Needs Assessment process, Community Health Connections, and all of the associated requirements. The Board understands its commitment that all tax-exempt hospitals must perform this assessment once every three years through the federal mandates of the Affordable Care Act. A publically available report must include a needs assessment, as



well as an implementation strategy. The assessment and implementation plan are reported on the organization's IRS form 990 (for FY 14).