

# AdventHealth Gordon

## 2020-2022

### COMMUNITY HEALTH PLAN



Adventist Health System Georgia, Inc.  
d/b/a AdventHealth Gordon

**Approved by Hospital Board on:** March 3, 2020

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Extending the Healing  
Ministry of Christ



# 2020-2022 COMMUNITY HEALTH PLAN

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## Acknowledgements

This community health plan was prepared by Wendy Taylor, with contributions from members of AdventHealth Gordon Community Health Needs Assessment Committee representing health leaders in the community and AdventHealth Gordon leaders.

We are especially grateful for the internal and external partners who helped guide the development of the community health plan, which will enable our teams to continue fulfilling our mission of *Extending the Healing Ministry of Christ*.

# OVERVIEW

Adventist Health System Georgia, Inc. d/b/a AdventHealth Gordon will be referred to in this document as AdventHealth Gordon or the “Hospital.”

## Community Health Needs Assessment Process

AdventHealth Gordon in Calhoun, Georgia, conducted a community health needs assessment in 2019. The assessment identified the health-related needs of the community including low-income, minority and other underserved populations.

In order to ensure broad community input, AdventHealth Gordon created a Community Health Needs Assessment Committee (CHNAC) to help guide the Hospital through the assessment process. The CHNAC included representation from the Hospital, public health experts and the broad community. This included intentional representation from low-income, minority and other underserved populations.

The CHNAC met throughout 2018-2019. The members reviewed the primary and secondary data, helped define the priority issues to be addressed by the Hospital and helped develop the Community Health Plan (CHP) to address the priority issues.

The CHP lists targeted interventions and measurable outcomes for each priority issue noted below. It includes resources the Hospital will commit and notes any planned collaborations between the Hospital and other community organizations and hospitals.

## Priority Issues to be Addressed

The priority issues to be addressed include:

1. Cancer
2. Chronic Disease
3. Mental Health
4. Vaping

*See Section 3 for goals, objectives and next steps for each priority selected to be addressed.*

## Priority Issues not to be Addressed

The priority issues that will not be addressed include:

1. Teen Pregnancy
2. Immunization
3. Respiratory Disease

*See Section 4 for an explanation of why the Hospital is not addressing these issues.*

## **Board Approval**

On March 3, 2020, the AdventHealth Gordon Board approved the Community Health Plan goals, objectives and next steps. A link to the 2020 Community Health Plan was posted on the Hospital's website prior to May 15, 2020. The Community Health Plan can be found at <https://www.adventhealth.com/community-health-needs-assessments>.

## **Ongoing Evaluation**

AdventHealth Gordon's fiscal year is January – December. Implementation of the 2020 CHP begins upon its approval by the Board. The first annual evaluation will begin from the date of implementation through the end of the calendar year. Evaluation results will be attached to the Hospital's IRS Form 990, Schedule H. The collective monitoring and reporting will ensure the plan remains relevant and effective.

## **For More Information**

Learn more about the Community Health Needs Assessment and Community Health Plan for AdventHealth Gordon at <https://www.adventhealth.com/community-health-needs-assessments>.

# CHP PRIORITY 1

## Cancer

Cancer continues to be the leading cause of death across the United States as well as the top concern according to community surveys and stakeholder interviews conducted during our Community Health Needs Assessment process. According to the Center for Disease Control and Prevention's National Vital Statistics System, the Age-Adjusted Death Rate (Per 100,000 Pop.) is 180.33 compared to the state average of 164.74.

One important determining factor for incidence of cancer is the percent of adults who receive recommended cancer screenings. This preventive behavior provides an opportunity for early detection and treatment of disease. This indicator can also highlight a lack of access to preventive care, a lack of health knowledge, insufficient provider outreach and/or social barriers preventing utilization of services. Consistently, AdventHealth Gordon Primary Service Area (PSA) data reflects a lower percentage than state average of adults receiving recommended preventative screenings. The Hospital plans to continue efforts to offer screenings and education to educate the community, as well as provide opportunities for increased access to early detection.

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**Goal** | **Provide free screening and education to the community.**

**Objective** | Free annual melanoma cancer screening event for the community at large and free cancer screenings for public safety groups annually to raise awareness about cancer. The Calhoun Police Department will be the first public safety group for year one. Over the three-year period our goal is to screen 300 participants.

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**Goal** | **Increase access to early diagnosis and treatment.**

**Objective** | Distribute educational information at community events, such as the Health and Wellness Classes at the Voluntary Action Center, Dinner with a Doc, and local industry health fairs, to increase cancer awareness. Over the three-year period our goal is to reach 350 participants.

## **Hospital Contributions**

- Provide staff for educational classes and screenings.
- Provide free cancer screenings for the community.
- Provide printed literature for educational classes.
- Staff time on local board service.

## **Community Partners**

- Partnership with the American Cancer Society
- North West Georgia Regional Cancer Coalition (NWGA)
- Gordon County Health Department
- Local industries

# CHP PRIORITY 2

## Chronic Disease

Chronic disease is the leading cause of death and disability in the United States. Cholesterol, diabetes, heart disease and high blood pressure were all identified as top priorities in both primary and secondary data utilized during AdventHealth Gordon’s Community Health Needs Assessment process. Poor health outcomes reflect the need for strategic efforts to address chronic disease in the AdventHealth Gordon community.

Access to care continues to be an additional contributor to higher than average rates of chronic disease with the Hospital’s Primary Service Areas (PSAs). The indicators are relevant because access to regular primary care is important to preventing major health issues and emergency department visits.

- 32.7% of adults lack a consistent source of primary care according to the Center for Disease Control and Prevention Behavioral Risk Factor Surveillance System 2011-12 data. This indicator is higher than the state average of 26.09%.
- The rate of preventable hospital events per 1,000 Medicare enrollees is also higher than state average at 59.2 for the primary service area compared to the state average of 50.2. This indicator is relevant because access to regular primary care is important to preventing major health issues and emergency department visits.

<b>Goal</b>	<b>Provide free screenings in our community.</b>
<b>Objective</b>	Provide free screenings at health fairs, such as Dalton State College, Dixie Group and the Local Emergency Planning Committee (LEPC) Public Safety, to raise awareness about chronic disease and benefits of proactive screenings. During the three-year period our goal is to reach 500 participants.
<b>Objective</b>	Provide free screenings to low-income families at the Health and Wellness Classes at the Voluntary Action Center. During the three-year period our goal is to reach 100 participants.
<b>Goal</b>	<b>Increase the number of individuals receiving preventative, early diagnosis and treatment.</b>
<b>Objective</b>	Host community classes, such as diabetes education and the weight management program for cancer survivors, on a monthly basis to provide education on chronic disease strategies. Over the three-year period our goal is to reach 150 participants.
<b>Objective</b>	Participate in local industry health fairs to provide community members with chronic disease educational information. Over the three-year period our goal is to reach 500 participants.

## **Hospital Contributions**

- Staff time to support educational classes and screenings.
- Provide free screenings for the community.
- Establish ongoing classes to provide family education on early detection.
- Provide printed literature for educational classes.

## **Community Partners**

- Gordon County Health Department
- Local industries



# CHP PRIORITY 3

## Mental Health

Mental health issues are often undiagnosed due to the lack of knowledge regarding treatment. Mental illness, especially depression, increases the risk for many types of physical health problems, particularly long-lasting conditions such as stroke, type 2 diabetes and heart disease. Social and emotional support is critical for navigating the challenges of daily life as well as for good mental health. The Hospital recognizes that impacting issues such as mental health will be more successful with collaboration. AdventHealth Gordon will partner with community agencies to educate the community and help connect those in need to available resources.

<b>Goal</b>	<b>Provide information on resources in our community.</b>
<b>Objective</b>	Share education material on mental health at community events to increase awareness and reduce the suicide death rate in Gordon County. Our goal is to reach 250 community members over the three-year period.
<b>Objective</b>	Work with the three public high schools in Calhoun/Gordon County during National Suicide Prevention Week by providing volunteers and educational literature to increase the overall awareness of available resources. Over the three-year period our goal is to reach 600 high school students.
<b>Goal</b>	<b>Increase the number of individuals receiving treatment.</b>
<b>Objective</b>	Identify existing community resources to help support uninsured/underinsured populations and connect community members in need with these community resources, including available treatment options. Provide free resource guides at AdventHealth Gordon's clinic to uninsured/underinsured populations. During the three-year period our goal is to connect 200 individuals with available community resources and treatment options.
<b>Objective</b>	Co-sponsor a mental health fair for public high school students in Calhoun/Gordon County to increase the number of teens and adults that have access to treatment information. During the three-year period our goal is to reach 500 high school students.

## **Hospital Contributions**

- Staff time and support to coordinate educational events.
- Provide printed educational information.
- Staff time participating on local boards, such as Voluntary Action Center and Family Resource Center.

## **Community Partners**

- Family Resource Center
- Voluntary Action Center
- Local schools

# CHP PRIORITY 4

## Vaping

Vaping is quickly becoming an epidemic among school age children. AdventHealth Gordon community stakeholders vocalized concern over the growing number of children adopting this behavior. The use of e-cigarettes is unsafe for children, teens and young adults. Most e-cigarettes contain nicotine, which has proven to be highly addictive and harmful to adolescent brain development. There is growing concern regarding the increase in use, especially in the community’s youth. Opportunities have been identified for the Hospital to partner with the school system to help bolster efforts to provide education, screenings and strengthen prevention efforts.

<b>Goal</b>	<b>Partner with the school systems to educate the students in our community.</b>
<b>Objective</b>	Provide eight lectures per year at the Calhoun/Gordon County middle and high schools to increase the number of students that are aware of the dangers of vaping. 5,400 students will be educated on the dangers of vaping per year.
<b>Goal</b>	<b>Provide information and resources in the community to adults.</b>
<b>Objective</b>	Develop and launch four social media posts per year directed at the adult population to increase awareness and education among the adult population on the dangers of vaping. The post will be “boosted” for \$500 per year targeting audiences aged 30-60 years old in order to reach parents and grandparents. Our goal is to hit 20,000 views during the three-year period.

### Hospital Contributions

- Staff time and resources for educational school lectures.
- Staff time to develop social media post design.
- Funding to boost health promotion campaign via social media.

### Community Partners

- Local Schools
- Family Resource Center

# **PRIORITIES THAT WILL NOT BE ADDRESSED**

The Community Health Needs Assessment also identified the following priority health needs that will not be addressed. These specific issues, and an explanation of why the Hospital is not addressing them, are listed below.

## **1. Teen Pregnancy**

Teen pregnancy can impact quality of life for both the mother and the child. Teen mothers are at a higher risk for postpartum depression and further poverty. The Community Asset Inventory conducted in AdventHealth Gordon's Community Health Needs Assessment (CHNA) identified several existing programs and organizations addressing this issue. The CHNA Committee (CHNAC) chose not to focus on this issue in order to avoid duplication of efforts.

## **2. Immunizations**

The CHNAC agreed that, while important, already existing efforts led by the local health department were addressing the issue of immunizations. The Hospital will continue to support the efforts of the local health department.

## **3. Respiratory Disease**

Although some community members cited childhood asthma as a community health problem, the CHNAC did not believe this health need was a top priority compared to other issues. AdventHealth Gordon will continue to partner with the school system to help bolster efforts to provide education and screenings.