

CHNA Implementation Plan

Health and Wellness Initiatives of H.C. Watkins Memorial Hospital
May 2020

Over the next three years, H. C. Watkins Memorial Hospital, in concert with its many community partners will focus its energy in these areas:

INITIATIVE 1: SAFETY

Objective-

With emphasis on:

- Fall prevention with emphasis on senior population.
- Motor vehicle safety education at dangerous intersections as well as distraction i.e. texting, talking on phone and driving under the influence, for all age groups.
- 911 campaign for visible address signage throughout Clarke County.

Strategy-

1. Fall Prevention

H. C. Watkins to provide fall assessments on all hospital inpatient and provide a fall risk score. Discharge planning will work with patients to ensure they have proper fall prevention equipment available upon discharge from the hospital.

H. C. Watkins to partner with local nursing home, assisted living facility and senior citizen community groups to provide ongoing education for fall prevention through live teaching and printed fall prevention information.

2. Motor vehicle safety

H. C. Watkins to partner with Clarke County Sheriff's Department to promote motor vehicle safety. Plan to develop a cooperative teaching plan for teenage drivers to be presented in the county

high schools, this will involve the hospital, Clarke County Sheriff's office, Paratech EMS and the Quitman and Enterprise School Districts. Plan to have one class in the fall semester 2020 at Quitman High School and one class in the spring semester 2021 at Enterprise High School with the classes rotating semesters at the schools the following year 2022.

3. 911 Address Signage

Will work with the Clarke County Emergency Management Services, Clarke County Board of Supervisors and the Clarke County Sheriff's Office (Dispatch) to develop a campaign consisting of informational materials and physical resources to ensure the county residences are clearly marked by proper E911 address. We plan to begin this project with a 2020 Fall fundraising and awareness campaign with the purchase and distribution of address markers for the first quarter of 2021.

INITIATIVE 2: LIFESTYLES

Objective-

Educating and encouraging healthier lifestyles in the rural south by incorporating better nutrition, as well as increasing daily exercise and activities. Watkins in collaboration with the local schools, fire departments, churches, law enforcement and the MSDH will place emphasis on:

- Education on nutrition and proper label reading.
- Blood pressure, resting pulse, and blood glucose screening.
- Proper warm ups and stretching to prevent injuries.
- Participate in community events while providing screening and education.

Strategy-

1. In partnership with Mississippi Department of Health Region II-East Central, Chamber of Commerce, Clarke County School

Districts and Hospital will develop a childhood Healthy Eating Educational program to be employed in the schools. This program will target middle school students at Quitman Middle School and Enterprise Middle School during the 2021 school year. And will work to develop a local Farmer's Market to promote and provide fresh fruits and vegetables for healthy diets. This project is scheduled for the summer of 2021 and will be located in Quitman at a location to be determined by the City at a later date.

2. Provide health screenings at selected County volunteer fire departments throughout the county. These screenings are planned quarterly, beginning the third quarter of 2020.
3. Work with Quitman City Hall through Parks and Recreation to provide educational instruction, literature and signage on the proper warm-up and stretching routines required for a safe workout to prevent injuries. The Hospital plans to work with City Hall during 2020 to develop the program materials with placement within the parks during 2021.
4. Provide screening and educational resources for local community events. (i.e. Annual Clarke County Forestry and Wildlife Festival) H. C. Watkins Memorial Hospital provides a registered dietician for nutrition counseling and consultations are available for inpatients and outpatients, for community clinical patients requiring professional nutritional care.

INITIATIVE 3: CANCER AWARENESS

Providing education and awareness for breast, bronchial/tracheal and prostate cancer in coalition with the American Cancer Society, the American Urological Association, and the Tobacco Coalition.

- Provide awareness on the dangers of vaping/smoking.
- Bring awareness to the life-saving potential of early prostate screening.

- Community outreach and education on early detection by implementing and promoting monthly self-breast exams and yearly mammograms.

Strategy-

1. In partnership with the Clarke County School Districts and Mississippi State Department of Health – Region II, East Central district develop a “Dangers of Smoking/Vaping Program” targeted for middle school and junior high school students. In conjunction with our partners this program would be developed during 2021 and would be implemented in the schools during the 2021/2022 school year.
2. H. C. Watkins Memorial Hospital and affiliated Clinics to work with Rush Health System to promote through community outreach and educating the health benefits of early prostate screening and monthly self-breast exams and yearly mammograms.
H. C. Watkins hospital will make literature available in the hospital and clinic waiting areas throughout the year and will annually have a full campaign during the national designated awareness months.

