

Implementation Plan

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

May 2017

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

PRIORITY: Senior Health

Objective - Educate and assist the senior population on how to maintain their health during the aging process of life. This is not only a way to improve their physical health but to enrich the quality of their lives during this period. Watkins, working collaboratively with the towns, local law officials, schools and churches, will place emphasis on:

Strategy -

Nutrition Education –

Work with community partners to establish local farmers market.
Provide heart healthy and healthy choice items in the cafeteria.

Physical Activities and Events –

Sponsor/participate in annual Clarke County Forestry and Wildlife Festival and annual
Relay for Life events. Partner with City of Quitman on community walking, exercise programs.

Mental Health and Wellness –

Education about benefits of IOP –
Provide community education of mental health issues and services available through presentations at local community civic clubs, churches and volunteer fire departments.

Intensive Outpatient Program –

Expand the outreach and education through community event presentations of the benefits of IOP. Physician office mental health screenings.

Fall Prevention and Home Safety for Senior Population –

Distribution of fall prevention materials.
Work with local volunteer groups to provide entry ramps for handicapped/fall risk individuals.

PRIORITY: Healthier Lifestyles for Youth

Objective - Educating young people on how to live healthier in the rural South. This is not only a way to improve their health but an opportunity to use them as influencers of other members of the community. Watkins, working collaboratively with the towns, local law officials, schools and churches, will place emphasis on:

Strategy –

Sound Nutrition –

Work with the school system to health benefits of proper nutrition

Dangers of Obesity –

Participate in community weight loss programs

Provide school athletic physicals

Community event health screenings

Drug Use/Abuse Education –

Provide support to school and community drug awareness campaigns

PRIORITY: Safety and Accident Prevention

Objective - Advance the community awareness of the high rate of motor vehicle fatalities and associated health and community impact relating to the consequences of motor vehicle accidents. Watkins, working collaboratively with the towns, local law officials, schools and churches, will place emphasis on:

Strategy -

Motor Vehicle Safety –

Education and Interventions Activities

Texting -

Assist the schools and local law enforcement agencies with public awareness

Seat Belts –

Work with local law enforcement agencies to provide a Road Block/Seat Belt check providing candy for positive reinforcement and hand out educational materials

House/Street Address Campaign –

Education regarding necessity of visible addresses for emergency responders –
Work with the local EMS groups and governmental group on address identification.

Conduct activity to assist residents with posting their street numbers
Work with the area East Mississippi Trauma Program to establish a program of Residential street number postings

Fall Prevention and Home Safety for Senior Population -
Distribution of fall prevention materials and patient tracking/follow-up through the Accountable Care Organization (ACO)

PRIORITY: Healthcare - Changes in Delivery - Keeping the Community Informed

Objective - H. C. Watkins will act as the catalyst to involved area healthcare providers in a coordinated effort to help the populations served to have a better understanding of the changes in today's healthcare delivery system and be better prepared to adapt to the new delivery models.

Strategy –

Provide community education of mental health issues and services available through presentations at local community civic clubs, churches and volunteer fire departments.

Continued development and expansion of the Rush ACO

Continue to develop and implement population health services to the community.