

IMPLEMENTATION PLANS

While an implementation plan was established in the hospital's 2019 CHNA report, Ochsner Choctaw General was unable to generate satisfactory responses in these areas. This is due to the hospital shifting its focus in 2019 – 2022 to meet the more pressing needs that arose from the COVID-19 pandemic.

As a result, the hospital has chosen to continue focusing on these areas noting that these issues are still prevalent as of 2022. Over the next three years, pending a surge in COVID-19 or a new public health emergency, Ochsner Choctaw General and its many community partners will concentrate their efforts into these areas:

INITIATIVE 1: MENTAL HEALTH AWARENESS

To provide community education to the general public during the next three years through lunch-and-learns and other educational offerings. Also, to provide information to the public regarding available mental and behavioral health resources. CGH will partner with Alabama State Department of Health, Penelope House and other regional organizations to address this initiative.

INITIATIVE 2: ACCIDENT PREVENTION

In an effort to reduce the tremendous amount of severe injuries and deaths due to motor vehicle accidents, we will partner with local law enforcement agencies to identify and educate on the top three driving distractions. These efforts will include education and awareness activities focused both on automobile and ATV safety. The target audience of these efforts will primarily be school students of driving age and the general public.

INITIATIVE 3: CANCER SCREENINGS AND AWARENESS

We will partner with UAB Cancer Center and Rush Health Systems to make communities aware of diagnostic screenings available in our area. We will offer educational opportunities to the appropriate audiences for those at greatest risk for trachea, bronchus, lung cancer, colorectal cancer, and prostate cancer.

INITIATIVE 4: STROKE AND HEART DISEASE AWARENESS AND PREVENTION

We will continue to work with Ochsner Neurology and the Telestroke program to promote stroke prevention and awareness. We will also conduct lunch-and-learns on the prevention of heart disease and stroke.

The hospital wants the community to know that it takes all health needs within the community seriously. Unfortunately, the hospital is unable to address every health need noted over the course of the next three years covered within the current CHNA but plans to continue reviewing these needs and as resources become available in the future address them accordingly.

The implementation strategy associated with these health initiatives noted above will be developed over the coming months, submitted to the board of directors for approval, and then posted to the hospital's website by the due date of the 15th day of the fifth month after the end of the taxable year the CHNA is due with said due date being May 15th, 2023.

CHNA Implementation Plan 2022:

I. Name of Initiative: Mental Health Awareness

a. Target Population:

- i. General Public

b. Goal, Desired Outcome:

- i. To provide community education to the general public about mental and behavioral health issues.

c. Plan:

- i. Schedule a Lunch and Learn to discuss the services offered during the year
- ii. Facebook campaign during the Christmas season every year on mental health issues such as depression.

d. Collaborative Partners:

- i. Rush Health System
- ii. Penelope House
- iii. Alabama Department of Public Health

II. Name of Initiative: Accident Prevention

a. Target Population:

- i. All Ages

b. Goal, Desired Outcome:

- i. In an effort to reduce the number of accidents that result in serious injury, we will work with law enforcement to provide education on driving distractions and driving safety

c. Plan:

- i. Schedule a driving safety education seminar with the Butler Police Department, which will include both automobile and ATV safety around June 1 every year in the Choctaw General Community ED Room
- ii. Utilized Facebook to promote automobile and ATV safety a couple of times a year

d. Collaborative Partners:

- i. Rush Health Systems
- ii. Butler Police Department
- iii. Alabama Department of Public Health

III. **Name of Initiative:** **Cancer Screening and Awareness**

- a. Target Population:**
 - i. Adult Public
- b. Goal, Desired Outcome:**
 - i. To provide education and awareness of cancer screenings in our area, including breast and lung cancer.
- c. Plan:**
 - i. We will partner with various organizations and work to set up meetings at the hospital every couple of months to promote cancer awareness and screening.
 - ii. We will partner with the Choctaw County Health Council and the Alabama Extension Office on a County Health Fair. The CC Health Council will hold this every other year.
- d. Collaborative Partners:**
 - i. Rush Health Systems
 - ii. Choctaw County Health Council
 - iii. Alabama Extension Office
 - iv. Town of Butler

IV. **Name of Initiative:** **Stroke and Heart Disease Awareness and Prevention**

- a. Target Population:**
 - i. General Adult Public
- b. Goal, Desired Outcome:**
 - i. To promote stroke and heart disease prevention and awareness.
- c. Plan:**
 - i. Continue and expand our partnership with Ochsner neurology and the Telestroke program.
 - ii. Schedule a Lunch and Learn with Doctors to discuss the signs and symptoms of a stroke.
 - iii. Schedule a Lunch and Learn with Doctors to discuss the signs and symptoms of heart disease and how to prevent it.
 - iv. Utilize Facebook to promote a public awareness campaign during their awareness months every year
- d. Collaborative Partners:**
 - i. Rush Health Systems
 - ii. Ochsner Neurology and Telestroke Program