



## **Community Health Needs Assessment Implementation Plan**

Over the next three years, Rush Foundation Hospital, in concert with its many community partners will focus its energy in the specific areas we have determined to be the current health needs of our community. The following health issues have been identified as those which represent primary health concerns in our community, and thus, those we strive to address in our outreach efforts:

- Prostate Health
- Cardiology with an emphasis in Heart Disease
- Lung Disease with an emphasis in COPD, smoking and vaping

Our implementation plan/strategy describes how Rush Foundation Hospital is addressing these needs or our plans on how we will address these needs. The community's primary health needs, source data regarding the need and our action steps for addressing each of the above health needs of our community are addressed below:

### **Prostate Health**

Rush Foundation Hospital Action Steps:

- Continue to provide annual community service prostate screenings during Prostate Cancer Awareness Month (September).
- Use our social media platforms to educate the community about the signs, symptoms, screenings and prevention of Prostate Cancer
- During the month of September, Rush plans to "Go Blue" to help raise awareness about Prostate Cancer.
- Partner with the Urologists of Rush Medical Group to do ongoing promotion and education including lunch & learns and features on The Pulse (WTOK news segment).
- Partner with Mississippi State University-Meridian to join forces for Men's Day to be held on November 19<sup>th</sup>.

### **Heart Health**

Rush Foundation Hospital Action Steps:

- Continue to use Heart Month (February) to educate our community on heart health and provide ongoing screenings and community education events during this month.
- Partner with the Cardiologists of Rush Medical Group to do ongoing education that will be featured on The Pulse (WTOK news segment).
- Launch Walk With A Doc in the summer of 2020. This is a monthly event to be held at Bonita Lakes Park where attendees will get to chat with local doctors as they walk, encouraging heart health. Walk With A Doc is an effort that will be led by Rush Cardiologists.

- Coffee with a Cardiologist, a community education event, will be held during Heart Month every year (with the potential to hold these events monthly or quarterly).
- Continue to use our social media to educate the community on issues related to heart health including signs and symptoms of a heart attack.
- Increase community health screenings for high blood pressure and cholesterol levels.
- Utilize Rush Health Systems website to provide education and resource materials related to prevention of heart disease.

## **Lung Disease**

### Rush Foundation Hospital Action Steps:

- Encourage providers to talk with their patients about tobacco cessation and lung cancer screenings.
- Partner with local tobacco coalitions to provide public smoking cessation classes at Rush or in the community.
- Promote lung cancer screenings by means of education through advertising and social media during nationally recognized month.
- Provide education material on vaping at local school health fairs.
- Partner with Pulmonologists of Rush Medical Group to provide ongoing education on lung disease that will be featured on The Pulse.