

2019

Rockcastle County

Community Health Needs Assessment

Implementation Strategy



In 2010, Congress enacted the Patient Protection and Affordable Care Act that requires non-profit 501(c)3 hospitals to conduct a Community Health Needs Assessment (CHNA) and adopt an implementation strategy every three years.

A CHNA provides information so that a community may identify issues of greatest concern and decide to commit resources to those areas, thereby making the greatest possible impact on community health status. RHRCC utilizes the CHNA as foundation for efforts to guide community benefit planning and improving the health status of the community served.

In 2019, RHRCC partnered with the Rockcastle Healthy Community Coalition (a group composed of residents, civic groups, and other community leaders) to form a steering committee. The committee's goal was to determine the significant unmet needs of the community, consistent with the IRS requirements. So. KY AHEC also reviewed and analyzed data from multiple sources including: the Kentucky Hospital Association, United States Census Data, University of Wisconsin Population Health Institute's County Health Rankings Data, and other available needs assessments and reports.

Rockcastle Regional, So. KY AHEC, the Cumberland Valley District Health Department, community-based organizations, and other key informants gathered as a steering committee to understand and address unmet needs of the county. With input from the committee, the So. KY AHEC then drove the research process and from that work completed this assessment.

Primary data was collected through a health needs assessment survey, key informant interviews and community forums provided a perspective on what the community sees as primary health needs and possible solutions. Secondary data from local, state, and federal sources was compiled from information on disease prevalence, health indicators, health equity, and mortality.

Health Needs Identified

After 10 weeks of survey distribution and collection, the steering committee met for the second time on February 18, 2020 to review results of the community survey, focus group, and key informant interviews as well as county specific secondary health data. Members identified current resources and barriers to the access of those resources.

Considering RHRCC's Mission, Vision, and the provided assessment data, the committee identified three areas and the hospital board selected a fourth additional area to address in the next three years:

Cancer

Move toward provision of radiation services

1

Education Services/Navigating the System

Provision of resources available within RHRCC and the community

2

Mental Health/Substance Abuse

Evidence based educational programs across the lifespan

3

Diabetes and Obesity

4

Priorities & Planning

Rockcastle Regional's strategic priorities developed as a result of the 2019 Community Health Needs Assessment focused on four areas. Below is each of those areas.

Priority One: Cancer Care & Prevention

- A. Radiation services – not feasible within the next three-year cycle; leadership will continue to monitor and evaluate.
- B. Upgrading to a 128-slice CT machine with specific oncology platform to assist with earlier detection, evaluation and management, and follow up care.
- C. Continue to expand prevention and education services through community outreach programs as identified by the cancer committee; priorities listed below:
 - i. Prevention Initiatives:
 - 1. Smoking/tobacco/vaping cessation
 - 2. Nutrition, physical activity and weigh loss programs
 - 3. Avoidance of excessive sun exposure
 - ii. Screening Initiatives:
 - 1. Breast
 - 2. Lung
 - 3. Colon
- D. Enhanced Survivorship Program inclusive of: rehabilitation services, nutritional services, support groups and physical activity programs.
- E. Continued compliance with latest quality of care standards through successful Commission on Cancer Accreditation.

PRIORITY 1



Priority Two: Education Services/Patient Navigation

- A. Chasity Frakes, Family Nurse Practitioner (FNP-C), will return to practice in 2021 as a Psychiatric-Mental Health Nurse Practitioner (PMHNP-BD), joining the existing behavioral health team of a psychiatrist, three counselors, and a registered nurse.
- B. Our Certified Social Worker will complete his coursework to become a Licensed Clinical Social Worker (LCSW) by 2021.
- C. ROCKTalks (digital) and other outreach educational offerings will be offered periodically presented by psychiatrist and counselors.

Outreach Plan

Event/Program	Type of Activity	Target Audience	2021 Date(s)
Silver Sneakers	Physical Activity	Community Seniors	Ongoing
Distracted Driving / Seatbelt Safety	Education	RCHS Students	Annually
Sun & Summer Safety	Education	RCHS Students	Annually
Hand Hygiene Education	Education	Local Schools	Annually
4 th Grade Personal Hygiene	Education	Local Schools	Periodically
Rock Your Baby	Teenage Pregnancy Support	RCHS teens	Periodically, as needed
Countywide Stride Run/Walk Race Series	Physical Activity	Community	Monthly
School Career Fairs	Career Education	Local Schools	Periodically
School Health Fairs	Health Education	Local Schools	Periodically
School Field Trips	Career/Health Education	Local Schools	Periodically
Grandparents Raising Teens	Teenage Tobacco Awareness	Community	Annually
Freedom From Smoking	Tobacco Cessation	Community	Ongoing
Love Your Heart	Heart Disease Awareness/Education	Community	February
RCHS Perfect Fit Breast Health	Education	RCHS Female Teens	Annually
RHOCK Out	Cancer Survivorship Social	Community	Monthly
Incredible Colon	Education	RCHS Science & Physical Education Classes	Annually
Elementary School Enrichment Programs	Physical Activity	Local Schools	Periodically
Walk the Town	Physical Activity	Community	April
Roundstone Field Day	Physical Activity	Roundstone Elementary	May
Healthy You	Weight Management, Pre-Diabetes, and Diabetes Management	Community	Weekly/Monthly
CPR for Freshmen	Education	RCHS Freshmen	Annually
Longest Day of Play	Education	Community	June
Strides Against Cancer Horse Show	Awareness, Fundraising	Community	July
Relay For Life	Awareness, Fundraising	Community	Annually
Kids Health & Safety Fair	Education, Physical Activity	Community	July
Little World's Fair	Education	Community	August
CAP Hunger Walk	Awareness	Community	September
Healthy Joe Expo	Education, Health Screenings	Community	September
Cholesterol Screenings	Health Screenings	Community	September
The Rock Moves	Physical Activity	RCHS	Annually
Bittersweet Festival	Education	Community	October
Ladies Night Out	Awareness, Breast Cancer Education	Community	October
Pinkween	Awareness, Breast Cancer Education	Local Schools	October
Rock the Pink Football Game	Awareness, Education, Fundraising	Community	October
Play for Purple	Awareness, Education, Fundraising	Community	Annually
Stop the Bleed	Education	Local School Staff	Periodically
Dinner with a Doctor	Education	Community	Quarterly
RCA Tobacco Education	Education	Rockcastle Academy	Monthly
Autism Support Group	Education	Community	Monthly
Sensory Santa	Awareness, Inclusivity	Community	Annually
Health Signals (print)	Education	Community	Quarterly
Online Health Education (digital)	Education	Community	Ongoing
ROCKTalks (digital)	Education	Community	Periodically

Priority Three: Mental Health/Substance Abuse

- A. Revitalize the launch post-COVID of the new lunch & learn program: “Eat, Drink, & Be Healthy” which focuses on health topics of interest to those of retirement age.
- B. Work with the Rockcastle Healthy Communities Coalition to create a comprehensive community health resource guide to be disseminated in both print and digital forms throughout the community.

PRIORITY 3

Priority Four: Diabetes / Obesity

- A. Continue to offer and promote and facilitate the availability of our fitness center, classes at our wellness center, and events such as the Countywide Stride run/walk series.
- B. Continue the work to merge our support groups and classes for weight management, managing and reversing pre-diabetes, and managing Type I and Type II diabetes into the over arching program of Healthy You. The program curriculum is founded on evidence-based guidance by the Centers for Disease Control and Prevention and is facilitated by a Mastered Licensed Diabetes Education specialist (MLDE) nurse practitioner, Licensed and Registered Dietitians, and Lifestyle Coaches certified by the CDC.

PRIORITY 4

Next Steps

RHRCC’s Implementation Strategy outlines the organization’s response to the four most significant health issues identified for Rockcastle County. The CHNA and supplemental Implementation strategy will be disseminated throughout the community and made available via <https://www.rockcastleregional.org/> RHRCC is committed to complete another assessment and strategy in three years. Periodic evaluation of identified priority will be conducted to assure that progress is on track per the implementation plan.

We invite community feedback to the report, as your input will help guide our impact and our next CHNA. Please send your comments to info@rockcastleregional.org or call: (800)278-2195

