

Westfields Hospital

2015 CHNA Implementation Plan

A comprehensive, six-step community health needs assessment (“CHNA”) was conducted for HealthPartners and its hospitals (Regions Hospital, Lakeview Hospital, Hudson Hospital & Clinic, Westfields Hospital & Clinic, Amery Hospital & Clinic, and Park Nicollet Methodist Hospital) by Community Hospital Consulting. This CHNA utilizes relevant health data and stakeholder input to identify the significant community health needs in Dakota, Hennepin, Ramsey, Scott, and Washington Counties in Minnesota and Polk and St. Croix Counties in Wisconsin. Hudson Hospital & Clinic's specific study area is defined as St. Croix County, but health data for the remaining counties are used for comparison in this CHNA.

The CHNA Team, consisting of leadership from HealthPartners and its hospitals, met with staff from Community Hospital Consulting on August 24, 2015 to review the research findings and prioritize the community health needs. Four significant community health needs were identified by assessing the prevalence of the issues identified from the health data findings combined with the frequency and severity of mentions through community input process.

The CHNA Team participated in a roundtable discussion to rank the community health needs based on three characteristics: size and prevalence of the issue, effectiveness of interventions and the hospital’s capacity to address the need. Once this prioritization process was complete, the health system and hospital leadership discussed the results and decided to address all of the prioritized needs in various capacities through hospital specific implementation plans.

HealthPartners and hospital leadership developed the following principle to guide this work: **Through collaboration, engagement and partnership with our communities we will address the following priorities with a specific focus on health equity in special populations.**

The final list of prioritized needs, in descending order, is listed below:

1. Mental and Behavioral Health
2. Access and Affordability
3. Chronic Disease and Illness Prevention
4. Equitable Care

Westfields Hospital & Clinic

2015 CHNA Implementation Plan- Mental and Behavioral Health

Priority #1 Rationale:	Mental and Behavioral Health
	<ul style="list-style-type: none">• Data indicates that St. Croix County has nearly double the number of residents to mental health providers as compared to Wisconsin.<ul style="list-style-type: none">▪ St. Croix County – 1,011:1▪ Wisconsin – 632:1• The <i>Healthiest Wisconsin 2020: Everyone Living Better, Longer</i> Health Focus Areas include mental health and unhealthy alcohol and drug use.• As a part of the <i>St. Croix County Community Health Needs Assessment and Improvement Plan 2014-2016</i>, the Community Health Needs Assessment (CHNA) Survey identified alcohol and other substance use and addictions as a top health priority. Additional findings from this study indicate that 12.6% of students have considered attempting suicide in the last six months, 43.2% of high school students agreed that harassment and bullying is a problem at their school and excessive alcohol consumption is one of Wisconsin's largest public health issues.• In 2012, 36 people in St. Croix County were injured in alcohol-related motor vehicle crashes.• In 2011, 28% of St. Croix County residents responding to the survey participated in binge drinking in the last 30 days before the survey, as compared to 23% of Wisconsin.• In St. Croix, 29% of high school students reported having consumed alcohol during the last 30 days. In addition, 16.2% of St. Croix high school students reported binge drinking during the past 30 days before the survey.• According to the <i>St. Croix County Community Health Needs Assessment and Improvement Plan 2014-2016</i>, the Youth Risk Behavior Surveillance System Survey indicates that 21.3% of high school students reported having tried marijuana.

Priority 1: MENTAL AND BEHAVIORAL HEALTH

Goal	Strategies and Activities	Progress and Key Results		
		2016	2017	2018
Reduce stigma surrounding mental illnesses	Implement Make It OK anti-stigma campaign	More than 500 people have been trained Make it OK Ambassadors in the St. Croix Valley. Ambassadors have reached 5,483 in St. Croix Valley through presentations, events and community outreach.		
	Integrate Make It OK into employee wellness programs for hospital and clinic	Make It OK campaign was included in employee communications, and Ambassador trainings and Make It OK presentations were offered for staff throughout the care system and in the community on an ongoing basis.		
	Support efforts to raise stigma awareness including participating in annual NAMI walk	Participation in the annual NAMI walk continues, with approximately 300 HealthPartners employees participating in 2018.		
Improve access to mental health services	Update and distribute the Mental Health Guide Pierce & St. Croix Counties	The mental health guide continues to be updated for Pierce and St. Croix Counties. The guide was last updated in June of 2019, and includes over 30 resources for mental health services.		
	Develop strategies to improve patient and community connection to mental and behavioral health care including seeking funding for a navigation model	In 2016, the development of Emergency Department behavioral health services began. As of 2016, a primary integrated therapist is based at Stillwater Medical Group, and a 2nd therapist was added in 2018. In 2016, program development role starts, which turned into an overview of a service line by 2018. In 2018, a new valley level leadership position was created for behavioral health. Progress results for program development in 2016 and 2017 include expanding Programs for Change (2016) to Westfields (all WI Hospitals).		
	Develop partnerships and models to embed behavioral health in primary care	Evaluation continues in partnership with Amery Regional Medical Center and Regions.		
	Evaluate and develop inpatient treatment capacity for behavioral health care in the St. Croix Valley area	The evaluation and discussion on inpatient treatment capacity is ongoing throughout the St. Croix Valley Area.		

	<p>Improve processes for behavioral health patients in emergency department and outpatient clinics.</p>	<p>A Mental Health Therapist is embedded in clinics to improve patient access. Televideo Crisis Stabilization process has been developed. Emergency Department staff received additional training on mental health crisis situations. Upgrades to Emergency Department patient rooms to create a safe environment for individuals experiencing a mental health crisis.</p>
	<p>Represents one of six hospitals that comprise the Valley Co-op Behavioral Health Team</p>	<p>Hudson Hospital continues to have representation on the Valley Co-op Behavioral Health Team.</p>
<p>Increase education around mental and behavioral health</p>	<p>Offer and promote ongoing community education classes including classes on stigma, depression and various other mental health issues</p>	<p>Make It OK ambassador trainings continue to be offered. Mental Health First Aid is also being offered at various locations throughout western Wisconsin. About 261 adults have been trained in Mental Health First Aid, along with over 500 Make It OK Ambassadors trained in the St. Croix Valley. Through the Make It Ok campaign, thousands have been reached via the ambassador team, community outreach and events.</p>
	<p>Support and offer staff education on mental and behavioral health issues including mental health crisis training for Hospital and Emergency Department staff</p>	<p>Staff education includes, but is not limited to, restraint and de-escalation training (Work Place Violence). Trainings for mental health crises occur when a need arises.</p>
	<p>Offer "Beating the Blues" online program for both patients and employees to learn ways to better manage mood, stress and anxiety</p>	<p>Westfields Hospital continues to promote and offer the free "Beating the Blues" online program for members, patients and employees.</p>
	<p>Participate in Success by 6 Coalition</p>	<p>Internal resources are aligned with Success by 6 coalition work. Westfields adopted the Reach Out and Read program and has a healthy beginnings counselor meet with at risk, expectant moms.</p>

Reduce risky and unhealthy alcohol and drug use	Participate in Pierce - St. Croix CARES Coalition to create a responsive and effective system for promoting and protecting our children's wellbeing	CARES continues to provide resources for the Healthier Together Mental Health task force as needed. CARES continues to work with the Healthier Together mental health task force in schools.
	Participate in Substance Abuse, Withdrawal and Detox Training	Reduced the number of opioid pills through changes in prescribing practices over the course of three years. There has also been a reduction in chronic prescribing of opioids.
	Actively participate in ongoing discussions and exploration of changing alcohol abuse through public policy	The Alcohol Abuse action team through Healthier Together continues exploring policy and ordinances in the community, and recently assessed Hudson's readiness for change. 12 key community stakeholders interviewed by Healthier Together's alcohol action team, to determine the Hudson Community's readiness for change regarding youth alcohol consumption. Next steps will involve implementation planning.
	Train staff on prescription drug abuse, diversion and chemical health.	Changes in prescribing practices reduce the number of opioid pills with reductions being achieved over time. All Valley hospital sites now have prescription medication collection stations.
Reduce the use and exposure of tobacco among youth and adults	<p>Offer tobacco cessation education to patients and the community</p> <p>Tobacco cessation classes are promoted across the Valley for patients and the community. Tobacco cessation resources are offered at all Valley hospitals</p>	

	Participate in the Tobacco Free Living Coalition	The Tobacco Free Living Coalition continues working on tobacco free activities for the western region and 6 counties. They conduct compliance checks (WINS) in the region along with leading quarterly coalition meetings
Enhance suicide prevention efforts	Participate in Suicide Prevention Coalition	St. Croix County Public Health continues to operate. Many of its initial goals have been met.

Westfields Hospital & Clinic

2015 CHNA Implementation Plan- Access and Affordability

Priority #2 Rationale:

Access and Affordability

- St. Croix County's median household income is \$69,641, as compared to \$51,474 in Wisconsin (2013). Approximately 7% of children in St. Croix County are living in poverty, as compared to 18.4% in Wisconsin (2013).
- St. Croix County's unemployment rate is 4.5%, as compared to 5.5% in Wisconsin (2014).
- 10.6% of residents under age 65 in Wisconsin do not have health insurance (2013). This compares to 7% in St. Croix County.
- The *Healthiest Wisconsin 2020: Everyone Living Better, Longer* Infrastructure Focus Areas include: access to quality health services; collaborative partnerships for community health improvement; equitable, adequate, stable public health funding; public health capacity and quality; and systems to manage and share health information and knowledge.
- As a part of the *St. Croix County Community Health Needs Assessment and Improvement Plan 2014-2016*, the Community Health Needs Assessment (CHNA) Survey identified access to primary and preventive services as a top health priority.
- Parents who participated in the Family Community Survey, as a part of the PowerUp initiative, indicated that coupons/price discounts would help PowerUp their families.

Priority #2: ACCESS AND AFFORDABILITY

Goal	Strategies/Activities	Progress and Key Results		
		2016	2017	2018
Improve connection health care and community resources	Compile local community resources and share with staff, partners and patients via multiple methods including web and staff training	A complete resource guide was not recommended by the community advisor and was duplicative to work being done by public health partners. Staff training and resources are provided on a topic-specific basis and through employee communications.		
	Continue to support employee wellness through Be Well in the Valley collaboration	Employee wellness programs are aligned with key health priorities identified by employee health assessments and claims data. Employee communications have engaged more employees in health activities. Employee health champions have been identified, trained and mobilized. This includes two annual trainings for wellness champions. Leadership has committed to wellness moments during meetings and healthier food offerings at the hospital.		
Increase access and affordability of primary and preventative healthcare	Continue Wal-Mart Health Station	Westfields Hospital continues to operate the Wal-Mart health station, which accepts all major insurance plans for persons 18 months and older.		
	Continue Total Cost of Care Task Force efforts to reduce the total cost of care for patients served by the hospital	This task force continues to meet to try and reduce the total cost of care		
	Provide van service transportation for patients	Westfields Hospital continues to offer van transportation services by appointment. \$1 for transport within 10 miles, and \$3 outside of a 10 mile radius.		

	<p>Continue Scholarship Program to help increase the number of qualified providers in the community. Two scholarship awards are offered to graduating high school seniors</p>	<p>The scholarship program continues to be offered, granting two scholarships each year to individuals entering a healthcare program.</p>
	<p>Assist patients with accessing affordable medication and medication monitoring by operating the Retail Pharmacy and continuing the Community Care Program (resource assistance)</p>	<p>Pharmacy services include online refills using Quick Refill, or through the myHP app for IOS and Android, transfer of existing prescriptions, RxCheckup, a one-on-one visit with a pharmacist in the primary care clinic to manage medications, and Medicare DME accreditation.</p>
	<p>Continue financial counseling program (1.0 FTE) to help secure a payment source for un-insured and under-insured patients. Specifically, the Patient Financial Services Representative will help patients with financial assistance applications, setting up payment plans, enrolling in government programs, finding other sources of payment, or accessing services beyond medical care.</p>	<p>Financial services offered at Westfields include patient account representatives, which will file Medicare and Medicaid health insurance coverage on the patient's behalf, along with having financial assistance opportunities available for patients who are unable to pay for their health care services, in full, within the required 30 days of billing. Payment plans with no interest are available to all patients with an outstanding account balance. Discounts will be based on certain qualifications such as income, size of family and others.</p>
	<p>Plan and implement the Methodist Hospital Family Medicine Residency Program Rural Training Track that is expected to add an additional physician to a northwestern Wisconsin region every year</p>	<p>HealthPartners continues to offer the Methodist Hospital Family Medicine Residency Program Rural Training at Westfields, Amery, and Methodist Hospitals.</p>
<p>Increase access and affordability of primary and preventative healthcare</p>	<p>Utilize the electronic medical record system, which reduces the opportunity for error, expedites the patient transfer process, and allows for easier scheduling of appointments</p>	<p>The hospital continues to utilize electronic medical records (EMR)</p>

<p>Improve quality of care</p>	<p>Collaborate around quality improvement to identify and improve quality gaps including training in quality improvement for leaders</p>	<p>Westfields Hospital engages in ongoing performance and quality improvement projects focused on improving the patient experience. All leaders are trained in key performance improvement methods.</p>
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Westfields Hospital & Clinic

2015 CHNA Implementation Plan- Chronic Disease and Illness Prevention

Priority #3
Rationale:

Chronic Disease and Illness Prevention

- Cancer and heart disease are the first and second leading causes of death in St. Croix County, as well as Wisconsin (2009-2013). St. Croix County has increasing diabetes, cirrhosis, and chronic lower respiratory disease mortality rates.
- Obesity and diabetes are also concerns in St. Croix County and across the state. More than 25% percent of residents in St. Croix County and Wisconsin are obese (2012). St. Croix has the highest rate of obesity compared to other counties in the study area, but is lower than Wisconsin's rate. St. Croix County also has a higher rate of diabetes mortality compared to other counties in the study area, as well as Wisconsin.
- The Healthiest Wisconsin 2020: Everyone Living Better, Longer Health Focus Areas also include: chronic disease prevention and management; communicable disease prevention and control; physical activity; healthy growth and development; adequate, appropriate, and safe food and nutrition; and tobacco use and exposure.
- St. Croix County identified healthy foods and physical activity as two of its top three health priorities in the St. Croix County Community Health Needs Assessment and Improvement Plan 2014-2016. Community input findings also indicate that increased access to active living, access to healthy food options and promotion of healthy eating are needs in the community. Finally, 82% of respondents in the Transform Wisconsin Public Opinion Poll indicated that childhood obesity is a serious problem in Wisconsin.
- In St. Croix, 79.6% of residents reported consuming insufficient fruit and vegetable intake in 2012, as compared to the Wisconsin average of 77.2%.
- Parents who participated in the Family Community Survey, as a part of the PowerUp initiative, indicated that physical activity during the school day, access to free/low cost places to be physically active, physical education in schools, and better food and beverage options at community events would help PowerUp their families.
- According to the St. Croix County Community Health Needs Assessment and Improvement Plan 2014-2016, the Youth Risk Behavior Surveillance System Survey indicates that 25.6% of students reported watching television 3 or more hours per day on an average school day.
- Chlamydia rates in both St. Croix County and Wisconsin are increasing. According to the St. Croix County Community Health Needs Assessment and Improvement Plan 2014-2016, the Youth Risk Behavior Surveillance System Survey indicates that over one-third (36.1%) of students reported ever having sexual intercourse.

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| | <ul style="list-style-type: none">• Between 2009 – 2013, the percent of 24 month old children who were immunized increased in Wisconsin and the United States.• St. Croix County has had a decreasing percentage of mothers who received prenatal care in the first trimester since 2010.• Tobacco use and exposure is identified as an area of concern in the St. Croix County Community Health Needs Assessment and Improvement Plan 2014-2016 Community Health Needs Assessment Survey.• In 2010, 21% of St. Croix County adult residents reported that they currently smoke, as compared to 21% of Wisconsin adult residents.• According to the St. Croix County Community Health Needs Assessment and Improvement Plan 2014-2016, the Youth Risk Behavior Surveillance System Survey indicates that 29.9% of students have tried cigarette smoking. |
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Priority #3: CHRONIC DISEASE AND ILLNESS PREVENTION

Goal	Strategies/Activities	Progress and Key Results		
		2016	2017	2018
Make better eating and physical activity easy, fun and popular for children and families through PowerUp Initiative	Deliver PowerUp School Challenge and School Change Toolkit in all interested schools in the Hudson School District	The PowerUp School Challenge program continues being delivered each spring in all Hudson schools, both public and private. School Challenge has been delivered to over 25,000 children to date throughout the St. Croix Valley.		
	Engage the community and develop PowerUp partnership through website resources, social media, ongoing newsletters and communications, community outreach and opportunities to advise and participate in priority program development	PowerUp continues to partner through social media, web resources, and other ongoing communications. PowerUp also has a steering committee, which provides opportunities to advise and participate in program development.		
	Consult with community partners and provide resources to create a healthier food and physical activity environment through open gyms, farmer's markets, school policy and practice changes, improving foods at community and school events and concessions	Westfields Hospital continues to support open gym sponsorships in New Richmond. 150 Open Gyms were held in partnership with school districts in 2016. 143 Open Gyms or Open Skates were held in partnership with school districts and other community organizations 2017.		
	Focus community attention on healthier communities for children through PowerUp for Kids Week and ongoing community outreach	Westfields Hospital continues to partner with local organizations each May to celebrate PowerUp week, through offering opportunities to eat better and move more. These organizations have included the Centre, WESTconsin Credit Union, Art Doyle's Spokes and Pedals, Willow River State Park, Table 65 and Friday Memorial Library.		
	Provide ongoing educational opportunities for kids and families including cooking classes and educational resources	DIRO Outdoors partnered with the community health team to provide educational classes for families to be active outside in all months of the year, including winter.		

<p>Improve the health of children in early childhood through Children's Health Initiative</p>	<p>Develop and implement Children's Health Initiative strategies including: Read, Talk Sing resources; Social Emotional Development identification; Promote drug and alcohol free pregnancies; Breast-Feeding Promotion; Standard Workflows; OB-Pediatric coordinated care; Postpartum Depression; Decrease Teen Pregnancy; Supporting High-Risk Families; Early Childhood Experience screening</p>	<p>All children 6 months to 5 years old receive a book at every well-child visit through the Reach Out and Read program. Books are also provided to expecting mothers at OB visits. All children from 2 months to 5 years are screened at regular intervals during well-child visits for social and emotional developmental delays. Westfields continues to support 'Healthy Beginnings', which promotes drug, alcohol and tobacco free pregnancies by universally screening all pregnant women and offering non-judgmental support. Family centered care continues to screen for postpartum depression, as well as encouraging using only human milk for feedings during the first 6 months by offering resources and support services.</p>
<p>Improve oral health</p>	<p>Participate in Healthier Together Oral Health Task Force</p>	<p>Community health assisted in the beginning stages of this task force, but dental health did not remain a top health priority for the Healthier Together coalition beyond 2015. Supplies were provided by monetary donations from each local hospital to cover the school districts in the hospital's area. Candy Trade in collections are done every year at valley hospitals and dental clinics.</p>
	<p>Contribute and participate in the creation of the oral health backpack program. Students from each school district across the county receive a backpack with food supplies as well as a toothbrush, fluoride toothpaste, floss, a timer and oral health education/resources.</p>	<p>Supplies were provided by monetary donations from each local hospital to cover the school districts in the hospital's area. Candy Trade in collections were done every year at valley hospitals and dental clinics. The program reached 350 – 400 students in St Croix County each year. In 2018, over 300 pounds of candy were collected and sent overseas.</p>
	<p>Contribute in local community meetings to promote the safety and health benefits of community water fluoridation</p>	<p>Initially, Westfields Hospital had representation at the community meetings for water fluoridation. The meetings consisted of people from the state of Wisconsin and the DNR. A state and regional fluoridation educator spoke at a recent Oral Health Care meeting and spoke on behalf of community water fluoridation.</p>

Increase access to physical activity	Participate in Healthier Together Physical Activity Task Force	Obesity and physical activity are prioritized, and Westfields Hospital's community health representative actively participates in this task force. Westfields Hospital will continue to have active involvement in this task force. Over 1700 students across St. Croix and Pierce County participated in the National Walk to School Day in the fall of 2018.
	Obtain and assist in the implementation of the Community Opportunity Grant and Active Schools Core 4+	Pedometer data was obtained, and determined that most students don't get enough steps. A Core 4+ presentation was developed and attempts are being made to implement in school activities and wellness policy improvements.
	Support and promote community efforts to encourage physical activity including providing materials for National Walk to School Day for all school districts in St. Croix County	The hospital continues to support schools in the National Walk to School Day efforts in partnership with Healthier Together, through providing assistance, resources and materials. Over 1700 students across St. Croix and Pierce County participated in the National Walk to School Day in the fall of 2018.
	Partner with local, state and national park, recreation clubs, YMCA, youth sports, schools and others to increase opportunities for youth, families and general community to be physically activity	PowerUp in the Parks Passport was created in partnership with the Minnesota DNR to promote youth and family physical activity in local, regional and state parks. A Parks Rx was handed out at clinics to facilitate the conversation about physical activity. A total of 165 people attended a special program at Willow River State Park in Hudson in 2017.
	Participate on Bike and Pedestrian Advisory Committee and support complete streets, increased pathways and safe routes to school	Participation on this committee resulted in the creation of a new St. Croix County Bicycle and Pedestrian plan, which was approved in May 2018.

Increase access to fruits, vegetables and health food and decrease access to high calories, highly processed, low nutrient beverages and foods	Coordinate a Community Farmers Market on campus	Westfields continues to offer its Farmers Market on Tuesdays throughout the growing season.
	Offer Community Supported Agriculture (CSA) and other sources of local produce at the hospital	Salad greens are provided by Urban Organics, which has converted from an old brewery in St. Paul into one of the first USDA-certified organic aquaponics farms in the country. Urban Organics delivers organic salad greens to each of the four participating HealthPartners hospitals or clinics.
	Continue to increase healthier, less processed food options in hospital café and meetings	Westfields Hospital continues offering healthier options in the cafeteria.
	Sustain the Healthier Together community garden on campus	The community garden continues to operate on Westfields Hospital's campus.
	Lead and participate in Healthier Together Healthy Foods Task Force	Healthier Together is addressing food insecurity through food pantry initiatives and education for volunteers.
	Participate in the New Richmond School District Wellness Committee	At this time, the Westfields Hospital does not have representation on the district wellness committee.
	Reduce Sugar Sweetened Beverages in hospital and clinic campuses to no more than 20% of total beverages and foods offered.	Westfields Hospital continues to strive to reduce sugar-sweetened beverages in the hospital and clinic to no more than 20 percent.
	Provide fruit and veggie community giveaway	Westfields Hospital continues to support fruit and veggie community giveaways.

	Consult with and support partners to reduce high sugar/low nutrient food and sugar sweetened beverage offerings at community events	PowerUp continues to partner with the community through events and education, including consulting on healthier food and beverage offerings.
Reduce chronic disease and prevent illnesses	Support Public Health in communicable disease prevention efforts as circumstances warrant (i.e. immunizations for Whooping Cough, H1N1, etc.)	Support includes disease surveillance, childhood immunizations, mass immunization clinic for flu in schools, immunizations given for uninsured adults, community education and social media posts, vector control, and providing up to date information on communicable diseases.
	Collaborate to provide high quality Diabetes education to patients and families include standardized processes and educational materials	Westfields continues to offer Diabetes education and services, including "Stomp Out Diabetes", "Life Steps to Preventing Diabetes", and a Diabetes support group. Lakeview Hospital also held the Diabetes Expo in 2017.
Provide health education and support to patients and community members	Provide a variety of childbirth education and family classes (Baby & Me, Expectant Parents, Breastfeeding, Babysitter Training, CPR, Sibling Preparation)	<i>Baby and Me</i> classes continue to be provided by Westfields, the Family Resource Center and the United Way Success by Six Coalition. <i>Baby and Me</i> topics include sleep, reading baby's cues, taking care of mom, baby signs, massage, nutrition, separation anxiety, music and family traditions. Westfields continues to offer classes for expectant parents, including an introductory course on breastfeeding. Babysitter Training is offered through the American Red Cross at Hudson Hospital and Clinic. CPR classes are offered through the American Red Cross at Lakeview Hospital.
	Provide a wide variety of community education classes including cardiac rehab, tai chi for arthritis, advance planning, cancer prevention, etc. Continue to review opportunities in relation to programming and service line development	Classes are offered quarterly to patients and the community. Topics include cardiac rehab, tai chi for arthritis, among others.

	<p>Provide diabetes, caregiver, cancer survivor and weight control education and support groups. Continue to review opportunities in relation to programming and service line development.</p>	<p>Westfields continues to offer education and support groups for each of these topic areas.</p>
<p>Provide health education and support to patients and community members</p>	<p>Provide Lactation Support; encouraging breastfeeding and providing access to certified lactation consultants and breastfeeding education</p>	<p>Westfields is in the third phase of becoming a Baby-Friendly hospital, and will enter the fourth and final phase before the end of 2018.</p>
	<p>Employ hospital dietitians to promote nutrition awareness and education to patients, their families, and the community</p>	<p>Registered dietitians provide personalized nutritional counseling as well as education programs to help the community learn new ways to eat healthy. Nutrition Services provides weight loss and diabetic education and community programs, including healthy cooking demonstrations.</p>
<p>Improve health awareness, knowledge and literacy in the community</p>	<p>Healthier Together: Engage the community and develop partnership through website resources, social media and communications, community outreach and opportunities to advise and participate in priority and program development</p>	<p>Healthier Together continues to engage the community through an online and social media presence, with periodic updates of its community resource guides.</p>
	<p>Host a community health fair and events to share health information and resources with the community</p>	<p>Westfields Hospital hosted a health fair in 2015 and 2016. Free health screenings were offered, as well as visiting with physicians and care teams. Screens included blood pressure screening, skin cancer screening, hearing assessment, and a mammography. Children's activities included a bike safety rodeo, car seat safety checks, PowerUp activities, a bounce house and a hand washing station. Cooking demos were also put on for families.</p>

Host health outreach events to specific populations to share health information and resources with the community (Hops for Health; Women's Event; Diabetes event etc.)

Ladies Night Out, Diabetes Expo, and Hope for Health were held at all Valley hospitals in 2016.
The Diabetes Expo was held at Hudson Hospital in 2017.

Westfields Hospital & Clinic

2015 CHNA Implementation Plan- Equitable Care

Priority #4
Rationale:

Equitable Care

- There are approximately 86,759 residents in St. Croix County (2014). St. Croix County had a higher overall population percent growth than Wisconsin (2010-2014).
- The 65 and older population experienced the greatest percentage increase of all age groups in St. Croix County and in Wisconsin (2010-2014). St. Croix County's median age is also increasing.
- The Black or African American population in St. Croix County increased between 2010 and 2014.
- Data indicates that there is inequity among diverse populations. For example, there are significant disparities in high school completion rates across Wisconsin (2013-2014).
 - Wisconsin:
 - American Indian/Alaska Native: 79.1%
 - Black: 65.9%
 - Hispanic: 79.1%
 - White: 93.3%
- Overall, 17.2% of children in St. Croix County are food insecure (2013) and 11% of seniors in Wisconsin are threatened by hunger (2013).
- According to the St. Croix County Community Health Needs Assessment and Improvement Plan 2014-2016, homelessness, domestic violence, and lack of public transportation are issues facing families in St. Croix County.
- The Healthiest Wisconsin 2020: Everyone Living Better, Longer Infrastructure Focus Areas include: diverse, sufficient, competent workforce that promotes and protects health; health literacy and education; and equitable, adequate, stable public health funding.

Priority #4: EQUITABLE CARE

Goal	Strategies/Activities	Progress and Key Results		
		2016	2017	2018
Improve capacity to deliver equitable care	Train leaders and staff in diversity, health literacy and cultural humility	HealthPartners Diversity and Inclusion Team has been guiding the process for all employees through MyLearning to increase cultural humility. All leaders were trained with tools addressing diversity, inclusion and bias to bring back to their teams. Diversity, inclusion and bias are embedded into our approach to care.		
	Explore, develop and promote policies to address health equity	The hospital continues to address health equity. Health equity work to date includes, but isn't limited to, transportation services to and from the hospital, documents offered in Spanish, along with working with individuals to develop payment plans based on ability to pay.		
	Explore issue of equitable care and adept changes and measures	Leadership continues to address and provide online resources pertaining to equitable care.		
	Provide financial counseling to help secure a payment source for un-insured and under-insured patients (see also Access and Affordability)	Financial services offered at Westfields include patient account representatives, which will file Medicare and Medicaid health insurance coverage on the patient's behalf, along with having financial assistance opportunities available for patients who are unable to pay for their health care services, in full, within the required 30 days of billing. Payment plans with no interest are available to all patients with an outstanding account balance. Discounts will be based on certain qualifications such as income, size of family and other sources of payment provided on the Financial Assistance application.		

Facilitate improved access to services and resources for low income and diverse populations	Participate in Healthy Wisconsin Leadership Institute's Community Teams Program to improve health food access and health equity.	Healthier Together is currently working on two objectives related to food shelves: 1. By December 2016, two food pantries in each county will undergo improvements to increase fruit and vegetable access among clients by 25%. 2. By December 2016, one food pantry in each county will establish a nutrition policy
Facilitate improved access to services and resources for low income and diverse populations	Increase number of hospital materials available in other languages (Spanish)	Westfields Hospital continues to provide offerings of materials in other languages, such as financial assistance documents, policies and applications. These are offered in Spanish.
	Financially support the New Richmond School District backpack program for low income students	Westfields Hospital continues to financially support the backpack program in the New Richmond school district.
	Improve and connect health service systems to community member (see also Access and Affordability)	Westfields Hospital has improved the connection to health service systems through offering transportation services to and from appointments and offering documents in Spanish pertaining to financial assistance documents, policies and applications.
	Increase availability of free and low cost physical activity options for children and families	PowerUp continues to sponsor open gyms to help provide inexpensive gym access during the school year. 150 Open Gyms were held in partnership with school districts in 2016. 143 Open Gyms or Open Skates were held in partnership with school districts and other community orgs. in 2017.
	Expand access to healthy food through transforming 5 Loaves Food Pantry, in partnership with 5 Loaves Food Pantry.	The 5 Loaves Food Pantry was transformed in 2016 in partnership with PowerUp, Healthier Together and Valley Outreach Food Shelf. The food shelf was modified through changes in shopping lists, layout, promotions, education and inventory. These changes make healthier food more accessible at the food pantry.