

2022-2024

IMPLEMENTATION PLAN

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BOSCOBEL AREA HOSPITAL AND CLINICS

Community Health Needs Assessment 2022-2024 Implementation Plan

About Gundersen Boscobel

Memorial Hospital of Boscobel, Inc., doing business as Gundersen Boscobel Area Hospital and Clinics (GBAHC), was established in 1952 with a grass-roots effort by local citizens dedicated to establishing healthcare services locally. Today GBAHC remains a non-profit, 25-bed Critical Access Hospital with a strong commitment to serving our patients and surrounding communities.

Our Mission

We will improve the health of our community through excellence in high-quality, patient-centered care.

Our Vision

We will enhance the health and well-being of our communities while enriching every life we touch, including patients, families and staff.

Overview

Gundersen Boscobel Area Hospital and Clinics joined several collaborative partners, including Grant County Public Health, UW Extension and other regional healthcare and resource agencies to conduct a Community Health Needs Assessment (CHNA). By design, the CHNA provides crucial information about the health and wellness needs of the communities we proudly serve and identifies the gaps and barriers to health and health services that exist.

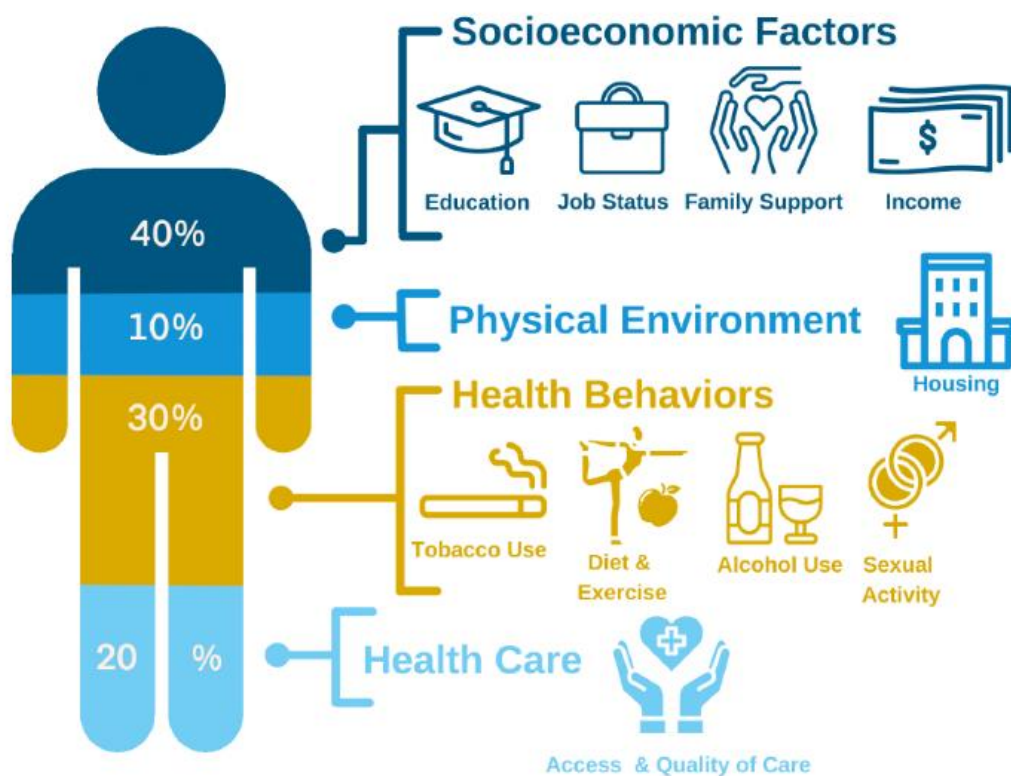
Accessing the Full Report

The written report was completed in November 2021, presented to the GBAHC Hospital Board of Directors, and approved on December 21, 2021. The full report, which details the full assessment and prioritization process, can be found on the Gundersen Boscobel Area Hospital and Clinics website at gundersenhealth.org/Boscobel. This Implementation Plan was adopted by the GBAHC Hospital Board of Directors on April 26, 2022.

Social Determinants of Health

The County Health Rankings are based on a model of community health that emphasizes the many factors that influence how long and how well we live. The Rankings use more than 30 measures that help communities understand how healthy their residents are today (health outcomes) and what will impact their health in the future (health factors).

This implementation plan will attempt to address the factors that have the greatest impact on ones overall health and well-being through collaborations, care delivery and advocacy efforts.



Source: UCLA Health – Social Determinants of Health Model

Prioritized Health Needs

Based on the data, research, and validation efforts, the CHNA process highlighted three (3) overarching community health priorities that will be addressed in this plan, and include:

Empowering people through awareness and education

- Reduce/eliminate barriers to access
- After hour care
- Transportation
- Creating opportunities for screenings/early intervention
- Mental Health
- Suicide
- Cancer
- Diabetes
- Sexually Transmitted Diseases
- Alzheimer's/ Dementia
- Cardiovascular disease/Stroke
- Providing health and wellness education
- Reducing the stigma of mental health
- Providing parenting education

Creating a healthy environment and a culture of wellness across the lifespan

- Promote healthy eating, active living, and healthy choices
- Increase access to healthy foods and activities
- Increase education and access to immunizations
- Engage in injury awareness activities, include ergonomics
- Supporting prevention of drug and excessive alcohol use
- Supporting opportunities to decrease social isolation
- Promoting diversity, equity and inclusion

Connecting people to services and resources

- Improving patient advocacy and healthcare literacy
- Increasing access to clinical services
- Mental health
- Preventive services
- Family medical care
- First-trimester care
- Alzheimer's care
- Diabetes care
- Specialty care
- Offering important community services
- Smoking cessation
- Pregnancy, labor and delivery classes
- Free or low-cost health and wellness classes
- Senior specific programs
- In-network dental providers for Medicaid patients
- Improving access to childcare services



Implementation Plan

Gundersen Boscobel's implementation approach is part of a community effort to address identified health priorities. Many initiatives will be implemented in collaboration with Gundersen Health System and community partners. Understanding that community change is a long-term process that requires commitment and strong partnerships, no one organization can accomplish lasting change or succeed without united community action.

Health Priority Key



Mental Health



Active Living. Healthy Behaviors.



Chronic Conditions



PRIORITY #1: MENTAL HEALTH

- Maintain or decrease the number of **poor mental health days** in Grant and Crawford from 4.2 in 2018 by 2024.
- Maintain or decrease the age-adjusted **death rate due to suicide** in Grant County from 14 per 100,000 in 2018 and in Crawford County from 19 in 2018.
- Increase the proportion of primary care office visits where persons aged 12 years and older are **screened for depression** from a baseline of 8.5% to 13.5% by 2030.

Mental Health Approaches

1. Reduce Stigma Initiatives

- Educational Programs: Marketing campaigns aimed to address misinformation, inaccurate stereotypes, and myths by providing factual information. These interventions can help reduce stigma and negative beliefs.
- Contact intervention Programs: Community education through the sharing of first-hand experiences. These interventions involve those who have and are living with the experience of mental illness or behavioral health concerns. By sharing their challenges and successes, these programs aim to empower others to seek care, build confidence and strengthen awareness and connection.

2. Social Circles & Connectivity Initiatives

- Develop and/or support community opportunities to foster interaction, engagement, and socialization to combat social isolation. Socialization provides many benefits across the lifespan, including mental well-being, improved self-confidence, a sense of community/belonging, empowerment, and decreased feelings of depression.

3. Collaborative Efforts

- Partner with local agencies, coalitions, health departments, and school systems to identify, treat and build programs and initiatives. By leveraging resources and talent and working collaboratively to aligned approaches, the number of residents served by initiatives can be expanded.



PRIORITY #2: **ACTIVE LIVING. HEALTHY BEHAVIORS.**

- Maintain or decrease the percent of the population that are considered **physically inactive** in Grant County from 19% and in Crawford from 18% in 2018.
- Maintain or decrease the percent of the population that is considered **obese** in Grant County from 35.4% and in Crawford County from 30.5% in 2018.
- Maintain or decrease the percent of the population that are **engaging in excessive alcohol** use in Grant County from 27.8% and in Crawford County from 26.4% in 2018.

Active Living. Healthy Behaviors. Approaches

1. Youth-Targeted Initiatives
 - Offer kid-friendly education in collaboration with area partners and school districts aimed at providing tools and growing knowledge in support of life-long wellness.
2. Community Education Initiatives
 - Develop and/or support adult educational opportunities that promote safety, nutrition, healthy lifestyle choices, timely health screenings, health literacy, and whole-person wellness (physical and mental).
3. Community Infrastructure Projects/Initiatives
 - Gundersen Boscobel Area Hospital and Clinics will provide financial support for community projects and initiatives that enhance area residents' well-being and health equity.




PRIORITY #3: CHRONIC CONDITIONS


- Maintain or reduce the percentage of adults who have been told by a doctor they have **diabetes** in Grant County from 10% and in Crawford County by 12% in 2018.
- Maintain or reduce the percentage of adults in Grant and Crawford Counties who **regularly smoke cigarettes** from 16%.
- Increase **early diagnosis and treatment of COPD** in Grant and Crawford Counties.
- Increase **lung cancer screening rates** of adults in Grant and Crawford Counties who regularly smoke cigarettes.

Chronic Condition Approaches


1. Community Education Initiatives
 - Develop and/or collaborate with area partners to offer community-wide campaigns to dispel misinformation, raise awareness and encourage positive lifestyle choices and changes to prevent or delay the onset of chronic health conditions and symptoms.
2. Collaborative Efforts
 - Encourage collaboration between healthcare providers and support agencies to care for those individuals diagnosed with diabetes, heart disease, and other chronic conditions related to treatment, and follow-up programs. Collaborations aim to improve patient advocacy and health literacy, reduce financial barriers, and improve care transitions. By enacting a collaborative approach, a greater number of people have the potential to be positively impacted.
3. Internal Programs/Efforts
 - Deploy patient-centered programs and processes that promote improved health outcomes and life-style changes.


Health Initiatives and Programs

ACEs/TIC Education	
	
Description	<p>In 2018, Gundersen Health System made ACEs/TIC work a top system-wide priority and started its Resilient and Trauma-Informed Community (RTIC) initiative. RTIC is a framework adopted by community partners committed to responding to the impact of childhood trauma across the lifespan and the promotion of resilience. Becoming a Resilient and Trauma-Informed Community is a cultural change process viewing the health and well-being of a community through the lens of being trauma-informed. We all have a role to play in building a connected, healthy, and resilient community.</p>
Approach	<p>Community Education Internal Support</p>
Community	<p>All Gundersen Health System communities</p>
Goal	<p>To become a Resilient and Trauma Informed Community by helping the communities we serve respond to childhood trauma's impact on our society. By building a healthy and resilient community through education and awareness, we can learn to view our community through a trauma-informed lens.</p>
Status	<p>GBAHC currently incorporates introductory ACEs/TICs training into new employee orientation.</p> <p>Other RTIC projects were put on hold due to the COVID-19 pandemic.</p>


Advance Care Planning	
	
Description	<p>Gundersen Boscobel Area Hospital and Clinics views Advance Care Planning is part of good healthcare. The Advance Care Planning process helps patients, those close to them and their healthcare team provide the best care when they can no longer decide for themselves. A written plan called an advance directive is the desired result. In an effort to reduce moral distress among families and physicians faced with critical choices about treatments for patients who lack decision-making capacity, tools such as advance directive documents will facilitate necessary decisions regarding the continuation/discontinuation of life-sustaining treatment.</p>


Approach	Community Education Internal Support
Community	Gundersen Boscobel Area Hospital and Clinics patients
Goal	Support the patients we serve by promoting end-of-life planning
Status	2022 - Number of Advance Care Plans (ACPs) that are established with patients are tracked, along with the source that referred the patient. In the last year, a new approach at increasing the number of patients who have ACPs on file by sending letters out to patients per a report. Before sending letters, patients would establish an ACP through consults from the clinics, meeting with hospitalized patients, or patient outreach.

Alzheimer's and Dementia Education 	
Description	Partner with the Alzheimer's and Dementia Alliance of Wisconsin to host events and educational opportunities to help connect individuals, families and caregivers to services in our region.
Approach	Community Education Collaboration Initiatives
Community	Gundersen Boscobel Area Hospital and Clinics service area
Goal	Provide support, services and education to individuals, families, and caregivers touched by Alzheimer's disease and Dementia.
Status	In-person education was paused due to the COVID-19 pandemic. Currently, GBAHC is sharing virtual opportunities as we are made aware of them.


Community Education Presentations 	
Description	Gundersen Boscobel Area Hospital and Clinics employees will work collaboratively with partner community groups/organizations to present education or demonstrations on various health topics to increase the knowledge and awareness of community members.

Approach	Community Education Collaboration Initiatives
Community	Gundersen Boscobel Area Hospital and Clinics service area
Goal	To get our Gundersen Boscobel Area Hospital and Clinics subject matter experts out into the community serving our patients by providing education around various health topics.
Status	February 2022 – GBAHC Licensed Clinical Social Worker provided Boscobel 5th-grade students with education on emotions, anxiety, depression and coping skills.

Couch to 5k – Steppin’ to Good Health	
	
Description	Gundersen Boscobel Area Hospital and Clinics teamed up with Grant Regional Health Center and Crossing Rivers Health to offer a Couch to 5K eight-week wellness program to our combined services areas. Participants spent eight weeks learning wellness education and practicing independent physical activity. Program participants gathered in person every other week from 5:30 – 6:30 p.m. in their community of choice, including Boscobel, Fennimore, Lancaster and Prairie du Chien. Various health and wellness topics were discussed biweekly, including stretching and hydration, nutrition and mental wellness, along with guided physical activity. During alternate weeks, participants were encouraged to exercise independently, or with friends and family.
Approach	Community Education Collaboration Initiatives Social Circles & Connections
Community	Gundersen Boscobel Area Hospital and Clinics patients, along with overlapping service areas of Grant Regional Health Center and Crossing Rivers Health
Goal	Work with other local healthcare organizations to kickstart and support community members in living a healthier lifestyle through education and guided physical activity as they work up to completing a 5k run/walk.
Status	March-May 2022 – Free Couch to 5K wellness program offered throughout PSA and SSA. The 2022 Couch to 5K wellness program had 294 enrollees throughout the four participating communities with 226 enrolling for the entire 8-week program and 68 registering only for the 5K walk/run.

Collaborative Care	
	
Description	Gundersen Boscobel Area Hospital and Clinics offers Collaborative Care as a way to treat behavioral health needs through a team-based model of care. In this model of care, healthcare professionals work together to improve patient outcomes and self-management. Collaborative Care brings behavioral health services to primary care to address problems at their onset. If an issue is identified during a primary care appointment, our behavioral health provider will partner with the patient and their primary care provider to offer short-term behavioral health services, assessment and referrals if additional support is needed.
Approach	Community Education Internal Support/Efforts
Community	Gundersen Boscobel Area Hospital and Clinics patients
Goal	Integrate behavioral health services into primary care through a team-based model of care that focuses on whole-person wellness.
Status	From 2019 - 12/31/2021, 4,734 appointments have been completed in some capacity with behavioral health providers.

Cooking Classes	
	
Description	Gundersen Boscobel Area Hospital and Clinics Registered Dietitian and Southwest Wisconsin Technical College's Dining Services work together to offer a variety of different cooking class opportunities to educate community members of all different demographics on basic cooking skills and recipes.
Approach	Community Education Collaborative Initiatives
Community	Gundersen Boscobel Area Hospital and Clinics service area
Goal	Give communities members the skills and knowledge to cook simple, healthy meals for themselves and their families.
Status	July 2022- GBAHC is partnering with Southwest Tech to host a cooking class aimed at showing families how easy and fun it can be to prepare meals together as a family.

Dining with Diabetes	
	
Description	Dining with Diabetes is a series of three Wellness Workshops hosted by Gundersen Boscobel Area Hospital and Clinic's Registered Dietitian. This wellness series is designed for those who are diabetic, pre-diabetic or caring for a loved one with diabetes. Participants learn how to better manage their diet through nutrition education, hands-on activities, and cooking demonstrations.
Approach	Community Education Internal Support
Community	Gundersen Boscobel Area Hospital and Clinics service area
Goal	Educate and give diabetic patients and their families the tools to better manage their diet through implementing small lifestyle changes.
Status	Fall 2021 – GBAHC Registered Dietitian hosted a series of three classes designed for those who are diabetic or pre-diabetic where participants learned how to better manage their diet through nutrition education, hands-on activities and cooking demonstrations. The 2021 Dining with Diabetes series had 18 enrollees.

Grocery Store Tours	
	
Description	Gundersen Boscobel Area Hospital and Clinics Registered Dietitian hosts a series of grocery store tour workshops to walk participants through the aisles of a grocery store and educate them on how to navigate grocery shopping, nutrition labels and healthy food choices.
Approach	Community Education Collaboration Initiatives
Community	Gundersen Boscobel Area Hospital and Clinics service area
Goal	Educate community members on how to navigate the grocery store by giving them the tools they need to buy healthy budget-friendly foods.
Status	April & May 2022 - GBAHC Registered Dietitian offered two grocery store tours in Boscobel at Piggly Wiggly and Fennimore at Bender's Foods.

Movin' & More Voucher Program	
Description	The Boscobel Area Hospital and Clinics Foundation offers a Movin' & More Voucher Program to patients who have completed the Cardiopulmonary Rehab Program to encourage them to keep the momentum going. The Movin' & More Voucher Program presents patients with one free month in the program and is made possible with gifts from generous Foundation donors.
Approach	Internal Support/Initiatives
Community	Gundersen Boscobel Area Hospital and Clinics patients
Goal	To encourage Cardiopulmonary Rehab graduates to continue their health journey by removing the financial barrier that may prevent them from moving forward and keeping them consistent through the Movin' & More program.
Status	The Movin' and More Voucher program has issued vouchers to 18 patients since being established in 2020.

Bike Rodeo	
Description	Gundersen Boscobel Area Hospital and Clinics partnered with the Boscobel Public Library and the Wisconsin River Trail Organization to host a bike rodeo. Attendees had the opportunity to take their bike through a safety check, get their helmets properly fitted, ride through obstacle courses, learn bike safety tips, enter a drawing to win a new bike, and participate in other fun activities.
Approach	Community Education Collaboration Initiatives
Community	Gundersen Boscobel Area Hospital and Clinics communities
Goal	Offer a fun, family-friendly event where families can come together to learn about bike safety.
Status	April 2022 – GBAHC partnered with the Boscobel Public Library and the Wisconsin River Trail Organization to host a bike rodeo to promote bike safety and physical activity.

Safe Sitter	
Description	Safe Sitter is a babysitting class for young teens in grades 5-8 who are ready to learn the skills they need to care for themselves and younger children. Gundersen Boscobel Area Hospital and Clinics currently has two Safe Sitter certified employees able to teach the class.
Approach	Community Education Collaboration Initiatives
Community	Gundersen Boscobel Area Hospital and Clinics service area
Goal	Provide young teens with the tools and knowledge they need to care for themselves and younger children through the Safe Sitter curriculum.
Status	June 2022 – GBAHC is hosting a Safe Sitter class at Boscobel Junior-Senior High School on June 7 and 8.



Smoking Cessation	
Description	In 2019 Gundersen Health System Population Health started free smoking cessation wellness coaching support services to all patients via phone. All patients of Gundersen Boscobel Area Hospital and Clinics are asked if they smoke, vape or use tobacco products. If they do, they are offered tobacco cessation assistance through a wellness coach from Gundersen Population Health. GHS wellness coaches are able to pend orders for quit medications as well as acupuncture, hypnosis and WI Tobacco Quit Line.
Approach	Community Education Internal Support/Initiatives
Community	Gundersen Boscobel Area Hospital and Clinics patients
Goal	Provide smoking cessation services and resources for patients who are open to or want to quit smoking.
Status	30% quit rate among patients who engage in wellness coaching and medication through the smoking cessation services. February 2022 - Letter went out to identified patients with diabetes who are tobacco users. Upon receipt, approximately 1 week later, a wellness coach followed up with the patient to discuss interest in quitting tobacco. If the patient agreed, the wellness coach will proceed with established coaching protocol


	and work with the patient on quit efforts. A total of 44 letters were sent out and 6 patients expressed interest.
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Medication Waste Program	
Description	Gundersen Boscobel Area Hospital and Clinics partners with Boscobel Pharmacy and the Boscobel Police Department to offer a medication waste program to community members. In 2019, a Drug Take-Back initiative was launched to provide a safe, convenient, and responsible location for individuals to dispose of their medication waste at the Boscobel Police Department.
Approach	Community Education Collaboration Initiatives
Community	Gundersen Boscobel Area Hospital and Clinics communities
Goal	Provide a drop-off location for individuals to safely dispose of the medications that they no longer need.
Status	Gundersen Boscobel Area Hospital and Clinics continues to partner with Boscobel Police Department for medication disposal drop-off.

Sharps Collection and Needle Disposal Program	
Description	In partnership with the Boscobel Pharmacy, Gundersen Boscobel Area Hospital and Clinics launched a Sharps and Needle Disposal Program in 2019 to provide a safe, convenient, and responsible location for individuals to dispose of used sharps and needles. The sharps and needle disposal is located at all Hospital registration desks for easy disposal.
Approach	Community Education Collaboration Initiatives
Community	Gundersen Boscobel Area Hospital and Clinics patients
Goal	Provide a location for community members to safely dispose of used sharps and needles.

Status	Gundersen Boscobel Area Hospital and Clinics continues to provide a location for community members to safely dispose of used sharps and needles.
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Healthy Living with Diabetes	
	 
Description	Through GHS Population Health, Gundersen Boscobel Area Hospital and Clinics offers Healthy Living with Diabetes (a Wisconsin Institute for Healthy Aging program), a 6-week workshop proven to help people with diabetes better manage their condition. Designed to help adults with type 2 diabetes, pre-diabetes or those caring for someone with diabetes learn self-management skills and increase their confidence in managing their diabetes.
Approach	Community Education Collaboration Initiatives
Community	Gundersen Boscobel Area Hospital and Clinics service area
Goal	Help adults with type 2 diabetes, pre-diabetes or those caring for someone with diabetes learn self-management skills and increase their confidence in managing their diabetes.
Status	<p>Due to the COVID-19 pandemic, GHS Population Health is currently offering Healthy Living with Diabetes virtually to patients.</p> <p>February 2022 - Scholarships through the ADRC of Grant County were made available to qualifying Grant County residents age 60+ and 1 scholarship was redeemed.</p>

Healthy Living with Chronic Pain	
	
Description	Through GHS Population Health, Gundersen Boscobel Area Hospital and Clinics offers Healthy Living with Chronic Pain (a Wisconsin Institute for Healthy Aging program), a 6-week workshop proven to help people with chronic pain better manage their condition. Designed to help adults dealing with ongoing (chronic) pain by teaching them skills to effectively manage their pain. Participants learn strategies for understanding and managing pain, mind and body connection, gentle movement and stretching exercises, and more.
Approach	Community Education Collaboration Initiatives

Community	Gundersen Boscobel Area Hospital and Clinics service area
Goal	Help adults dealing with ongoing (chronic) pain by teaching them skills to effectively manage their pain.
Status	Due to the COVID-19 pandemic, GHS Population Health is currently offering Healthy Living with Chronic Pain virtually to patients.

Identified Health Needs Not Being Addressed

Other community health priorities were identified through the assessment process that will not be addressed, but Gundersen Boscobel Area Hospital and Clinics will provide support to area organizations and partners when required. In prioritizing health needs, Gundersen Boscobel Area Hospital and Clinics (GBAHC) considered other organizations addressing the specific need, the ability of GBAHC to impact change and the availability of resources. After consideration, the following health needs will not be actively addressed by GBAHC:

- **Lack of Public Transportation**
- **Narrowing Networks and High Deductible Health Plans**
- **Dental Services**