

COMMUNITY HEALTH NEEDS  
ASSESSMENT - 2016  
IMPLEMENTATION STRATEGY  
2017-2019



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## EXECUTIVE SUMMARY

Henry Ford West Bloomfield Hospital (HFWBH) completed a comprehensive Community Health Needs Assessment (CHNA) adopted by the HFHS Board of Directors in December 2016. HFWBH performed the CHNA in adherence with certain federal requirements for not-for-profit hospitals set forth in the Affordable Care Act and by the Internal Revenue Service. The assessment took into account input from community representatives, community members and various community organizations.

### ***Health Needs of the Community***

The CHNA was conducted in 2016 in partnership with the Oakland County Health Department and their Community Health Assessment and Improvement Plan teams. Several significant health needs within the service area of Henry Ford West Bloomfield Hospital were identified. Health needs were prioritized based on several criteria including the importance given to particular health issues by survey and focus group participants, statistical data from the State of Michigan, as well as input from HFHS and community leaders. HFWBH's resources and overall alignment with the Henry Ford Health System Mission, Vision, goals and strategic priorities were taken into consideration when identifying the top three most significant health issues to be addressed:

- 1. Healthy Lifestyles: Access to Healthy Food**
- 2. Substance Abuse & Mental Health**
- 3. Domestic Violence**

### ***Hospital Implementation Strategy***

Henry Ford West Bloomfield will focus on developing and supporting initiatives and measure their effectiveness to improve these health needs. The following implementation strategy specifies community health needs that the Hospital/Health System has determined it will address, in partnership with other agencies and organizations, consistent with our Mission and Vision, to transform lives and communities. The Hospital reserves the right to amend this implementation strategy as circumstances warrant.

In terms of significant health needs that will not be addressed, HFWBH acknowledges the wide range of health concerns that emerged from the CHNA process, and determined it could most effectively focus on those health needs that were determined to be most urgent and essential to the health of the community as well as within its ability to influence. While most of these additional health issues are currently being addressed by existing programs and initiatives of HFWBH or a partner organization, HFWBH will not take new or specific, additional actions related to the following health needs:

- Chronic diseases – Because many chronic diseases such as high blood pressure, cardiac diseases and cancer are closely related to weight issues, many of these will be addressed indirectly through many of the strategies and activities aimed at reducing obesity and promoting weight management, as well as healthy diet and nutrition by increasing access to healthy food. Efforts to improve behavioral health should also indirectly improve chronic disease issues including a person's emotional ability to manage chronic medical issues. For these reasons, HFWBH will not take new actions to address chronic diseases.
- Health insurance enrollment – HFWBH will continue to assist patients with insurance enrollment and access to other financial supports through its patient financial services programs, but will not be taking new or specific actions to address this need until the full impact of the Affordable Care Act and its next iteration can be measured and specific barriers identified.

# CHNA IMPLEMENTATION STRATEGY

## Fiscal Years 2016-2018

**Hospital Facility:** Henry Ford West Bloomfield Hospital

**CHNA Significant Health Need:** Healthy Lifestyles

**Reference Pages:** 13, 15, 16, 17, 21, 22, 28 & 29

**BRIEF DESCRIPTION OF NEED:** Overweight or obesity is a major concern within the Tri-County area. Approximately 66% of Michigan and Tri-County residents are either obese or overweight, a slight decrease from the 2013 assessment. In Oakland County, reported rates of obesity and overweight were lower than the state average of 65.8%. However, reported rates of overweight were 36%, 1.3% higher than the state rate. This is an area of particular concern given that obesity is linked with many adverse health outcomes such as hypertension, type 2 diabetes, coronary heart disease, stroke, and sleep apnea. Another area in need of improvement is the consumption of fruit and vegetables. In 2013, an estimated 37.7% of adults in Michigan reported consuming fruits less than one time a day, and 24.8% reported consuming vegetables less than once daily.<sup>1</sup> The Centers for Disease Control & Prevention (CDC) found that 68.4% of adolescent children ate fruits or drank fruit juice less than 2 times per day during the 7 days prior to the study. 88.4% ate vegetables less than 3 times per day and 27.6% drank a can, bottle or glass of soda or pop at least one time per day during the week prior to the study<sup>2</sup>.

The Healthy Lifestyles category describes the System's overall attention to wellness-based initiatives in an effort to address priorities involving obesity, hypertension, and related indicators. Specifically, a system-wide approach toward addressing weight management, nutrition, access to healthy food, physical activity, tobacco use and smoking cessation is included. Multiple programs tackling different aspects of each indicator are coordinated across business units and departments, and in coordination with an array of local community partners. Specific areas of focus include:

- **Obesity/Overweight** - a health concern due to its link to chronic conditions such as cardiovascular disease and diabetes.
- **Nutrition/Eating Disorders** - a health concern as evidenced by obesity rates, preventable hospitalizations for dehydration and generally poor health status.
- **Access to affordable healthy food**- a health need also evidenced by obesity rates, preventable hospitalizations for dehydration and generally poor health status.

**GOAL: Promote health and reduce chronic disease especially among vulnerable populations by promoting physical activity and healthy eating across the service area.**

### PROJECT OBJECTIVES:

1. Promote Henry's Market on Main as a resource for healthy, fresh Michigan produce throughout the growing season (June – Nov).
2. Provide access to healthy food to visitors to the hospital and surrounding community, focus on elderly and children.

<sup>1</sup> 2013 Behavioral Risk Factor Survey, Michigan Department of Community Health

<sup>2</sup> <http://www.cdc.gov/obesity/stateprograms/fundedstates/pdf/michigan-state-profile.pdf>

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**ACTIONS TO ACCOMPLISH GOAL:**

1. Promote and measure the impact of SNAP (Supplemental Nutrition Assistance Program) Project Fresh and Senior Project Fresh (all govt' assistance programs) which can all be accepted at Henry's Market on Main, our weekly market, beginning June 3, 2017
2. Host "healthy" food drive to obtain a single 5 ingredient recipe bag of healthy food to be provided to clients of Community Sharing, food pantry in Highland, MI.
3. Work with WB "Blessings in a Backpack" program to provide backpacks that are sent home with WB schools students to ensure they have meals to eat over the weekend – host food drive to make this possible.
4. Create "Drive-up Little Food Pantry" on HFWBH property that would be open to anyone in the community in need of food; partner with local social service agencies/religious organizations to raise awareness and obtain help in filling the pantry.
5. Pilot food prescription program with targeted patient population beginning with elderly patients. Work with Primary Care Providers (PCPs) and gerontologists in medical centers that send patients to HFWBH. Partner with area farmer's markets/grocery stores.

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**EVALUATION & INTENDED IMPACT:**

Evaluation Metric		Intended Impact
1	Measure how much in SNAP, Project Fresh and Project Sr. Fresh benefits are redeemed at Henry's Market on Main	Increase fruit and vegetable consumption in target population
2	Host two healthy food drives each year with possibility of increasing number to four	Increase access to healthy food in target population

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**HENRY FORD WEST BLOOMFIELD HOSPITAL PROGRAMS AND RESOURCES:**

Dietitians to collaborate on healthy recipe for Community Sharing Clients and Blessings in a Backpack  
Employees to donate food for food drives  
Funds to construct and place Drive-up Little Food Pantry  
Funding sources for food prescription pilot project

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**COLLABORATIVE PARTNERS:**

Community Sharing  
Blessings in a Backpack organizers  
Social service providers in western Oakland County  
PC's in medical centers that send patients to HFWBH  
All HFWBH employees

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<b>CHNA IMPLEMENTATION STRATEGY</b> <b>Fiscal Years 2016-2018</b>	
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<b>Hospital Facility:</b>	Henry Ford West Bloomfield Hospital
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<b>CHNA Significant</b>	
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<b>Health Need:</b>	Drug, Alcohol Abuse & Mental Health
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<b>Reference Pages:</b>	12, 15, 16, 17, 18, 21, 22, 28 & 29
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**BRIEF DESCRIPTION OF NEED:** Oakland County survey respondents expressed a desire to address mental health, drug and alcohol abuse. Oakland county residents have a lower rate of poor mental health (11.4%) as the state average of 12.6%. In addition, based on crime, ER visits, and demand for addiction services, opioid addiction has become a significant focus by both state, local, health care, and community agencies.

This category captures the System's overall attention to Opioid Addiction and Mental Health initiatives in an effort to address priorities involving opioid abuse, improved mental health, and a reduction in suicide rates. Multiple programs tackling different aspects of each indicator are coordinated across business units and departments, and in coordination with an array of local community partners. Specific areas of focus include:

- **Drug/Alcohol Abuse** is a health concern due to the rates of liver and kidney disease affecting the community.
- **Mental Health/Suicide** is a health need due to the level of self-inflicted injuries and suicide being a top cause of death in the state.

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**GOAL:** *Improve the behavioral health status of at-risk populations in the community, including those who have mental health and/or substance abuse conditions.*

<b>PROJECT OBJECTIVES:</b>
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| 1. In conjunction with community partners, host community forums educating public on various mental health and substance abuse issues.                                    |
| 2. Reduce the number of chronic pain and substance abuse patients repeatedly presenting to our ED.  |
| 3. Launch year-long Detera Bag Pilot project with outpatient pharmacy to enable patients to have a safe, eco-friendly method to dispose of unused narcotic prescriptions. |

<b>ACTIONS TO ACCOMPLISH GOAL:</b>
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| 1. Signage placed in every ED room and in common areas, that focus on patient safety, above all, and quality and consistency of care. These signs set expectations for patients and empower providers and nursing staff to follow existing HFHS policy (HFHS Opioid Analgesic Prescribing Policy for Physicians in Emergency Department and Urgent Care - number 200.00), discouraging use of parenteral narcotics for chronic pain, among other recommendations) and provide a consistent message to patients. <i>Make sure pain and primary care teams are aware this is happening.</i> |
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2. Identify and secure funding for Detera Bag year-long pilot project, purchase bags and implement project. In conjunction with above, heavy emphasis on educating patients/staff on safe disposal of narcotics.
3. Host at least two mental health/drug forums annually in conjunction with community partners. Promote to schools, community members, enlist assistance of partners with goal to increase awareness of issues and resources available. Work with HFWBH Domestic Violence Committee to make them aware of these forums so they can also recommend to those who may benefit from attending.

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**EVALUATION & INTENDED IMPACT:**

Evaluation Metric		Intended Impact
1	Rate of IV narcotics prescribed for chronic pain in the ED	Decrease in use of IV narcotics for chronic pain in the ED
3	Attendance and outreach at mental health/drug forums	Increase knowledge and awareness about substance abuse treatments and alternative pain management techniques

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**HENRY FORD WEST BLOOMFIELD HOSPITAL PROGRAMS AND RESOURCES:**

HFHS Development  
 HFHS Legislative Affairs  
 Private donors, foundations and/or grant  
 HFWBH Pharmacy  
 Henry Ford Maplegrove and HFHS Behavior Health Team

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**COLLABORATIVE PARTNERS:**

Greater West Bloomfield Community Coalition – and other area coalitions  
 West Bloomfield Police Department and other area police departments  
 Local elected officials and state legislators

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## CHNA IMPLEMENTATION STRATEGY

### Fiscal Years 2016-2018

**Hospital Facility:** Henry Ford West Bloomfield Hospital

**CHNA Significant Health Need:** Domestic Violence/Bullying

**Reference Pages:** 22, 29

**BRIEF DESCRIPTION OF NEED:** Surveys and stakeholder interviews by the Oakland County’s Energizing Connections for a Healthier Oakland (ECHO) - Community Health Improvement Plan, a Henry Ford West Bloomfield Hospital partner, identified domestic violence as high priority. While statistics are lacking in this regard, considering the widening spotlight on bullying, the fact that survey participants felt these public health issues were serious problems needing attention, and the fact that national and state suicide rates are higher than homicide rates<sup>3</sup>, mental health and the issues surrounding it should be a renewed focus for current public health efforts. Henry Ford West Bloomfield Hospital has existing relationships with local police and other key domestic violence stakeholders, increasing the opportunity for community alignment and impact.

<sup>1</sup> <http://www.worldlifeexpectancy.com/usa-homicide-vs-suicide>

**GOAL:** *HFVBH Hospital-Wide Domestic Violence (DV) Prevention Committee will increase employee and community awareness of DV through education, including prevalence of the problem, role of health care providers and resources available to assist.*

#### PROJECT OBJECTIVES:

1. Increase attendance at the Silent Witness ceremony to 100 attendees
2. DV education will be offered to at least 50 health care providers

#### Actions to Accomplish Goal:

##### Activity/Steps to Accomplish

1. Silent Witness Ceremony
2. 4-hour DV conference will be offered – fall 2017
3. Organize DV presentations for community (i.e. schools, churches, etc.)
4. Organize DV lectures to college students at universities
5. Organize community lecture at school for pregnant teens

<sup>3</sup> <http://www.worldlifeexpectancy.com/usa-homicide-vs-suicide>



## EVALUATION & INTENDED IMPACT

Evaluation Metric	Intended Impact
1 Health care providers completing 4 hour DV education	Increase knowledge and awareness of domestic violence issues and interventions amongst health care providers
2 Community participants at domestic violence lectures	Increase knowledge and awareness of domestic violence issues and interventions in target communities

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### **HENRY FORD WEST BLOOMFIELD PROGRAMS & RESOURCES:**

Funds for Silent Witness ceremony

Nursing staff to provide lectures in the community

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### **COLLABORATIVE PARTNERS:**

HAVEN

Jewish Community Center

Police, Fire, Judges and other political leaders, community groups such as schools, etc.

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## **ADOPTION OF IMPLEMENTATION STRATEGIES**

*Approved by the HENRY FORD WEST BLOOMFIELD HOSPITAL BOARD OF TRUSTEES on MARCH x, 2017.*

The final, approved versions of the 2016 Community Health Needs Assessment and the 2017-2019 Implementation Strategies are available electronically at [www.henryford.com](http://www.henryford.com). Printed copies are also available in the Henry Ford Health System Corporate Offices, located at One Ford Place, Detroit, MI 48202.