



## 2017-2019 Community Health Plan

### (Implementation Strategies)

May 15, 2017

#### **Community Health Needs Assessment Process**

Park Ridge Health (The Hospital) conducted a Community Health Needs Assessment (CHNA) in 2016. The Assessment identified the health-related needs of community including low-income, minority, and medically underserved populations.

In order to assure broad community input, Park Ridge Health participated in a regional Community Health Needs Assessment Committee (CHNAC) the guided multiple community partners including the Hospital through the Assessment and Community Health Plan process. The Committee included representation not only from the Hospital, public health and the broad community, but from low-income, minority and other underserved populations.

The Committee met throughout 2016 and early 2017. The members reviewed the primary and secondary data, reviewed the initial priorities identified in the Assessment, considered the priority-related Assets already in place in the community, used specific criteria to select the specific Priority Issues to be addressed by the Hospital, and helped develop this Community Health Plan (implementation strategy) to address the Priority Issues.

This Community Health Plan lists targeted interventions and measurable outcome statements for each Priority Issue noted below. It includes the resources the Hospital will commit to the Plan, and notes any planned collaborations between the Hospital and other community organizations and hospitals.

#### **Priority Issues that will be addressed by Park Ridge Health**

Park Ridge Health will address the following Priority Issues in 2017-2019:

1. **Access/Quality of Mental Health Services:** The Committee expressed concerns that the region's behavioral health system is not effectively equipped to meet growing mental health needs. Emergency rooms, jails and first responders are often overwhelmed by mental health patients with limited options for short or long term treatment. Area social service agencies continue to report increased rates of clients with unmet mental illness needs.
2. **Substance Abuse:** The Committee recognized that area Hospitals, healthcare providers and first responders continue to experience increases in opioid-related visits and overdoses. The issue of substance abuse—particularly prescription drug abuse—impacts all facets of the community from law enforcement to area schools and workforce development.

3. **Obesity:** Obesity has consistently been a top community health need in the region. Improved nutrition and increased physical activity continue to be the focus for this health priority. Recognizing that being overweight is major risk factor for chronic disease, the Committee is committed to helping prevent heart disease, diabetes, hypertension and cancer by promoting a healthier diet and more active lifestyle.
4. **Safe and Affordable Housing:** The Committee was committed to identifying and addressing a social determinant of health. Affordable housing was the topic most frequently discussed during the Community Health Needs Assessment process. Participants from community leaders to members of focus groups and client interviews consistently cited high housing costs and limited workforce housing as a major health concerns in the region.

### **Issues that will not be addressed by Park Ridge Health**

The 2016 Community Health Needs Assessment also identified the follow community health issues that Park Ridge Health will not address. The list below includes these issues and an explanation of why the Hospital is not addressing them:

- Transportation: The Committee was committed to including a “social determinant” of health in the final set of key health priorities. While both affordable housing and transportation are both important, the community and committee selected safe affordable housing as its focus. An existing community task force will continue its work to address transportation needs in the region.
- Intimate Partner Violence: The Committee believed that Intimate Partner Violence could be effectively addressed under the broader headings of Access to Mental Health Services and Substance Abuse.
- Chronic Disease Prevention/Diabetes: Chronic Disease Prevention has consistently been a health priority in the region as a result of past county-wide Community Health Assessments. The community has effectively responded to these needs and formed ongoing committees and collaborative efforts to sustain its efforts to address these issues.
- Suicide: The local CHNAC believed that the issue of suicide could be more effective addressed under the broader community needs of access to mental health services and substance abuse.
- Youth Violence/Bullying: The local CHNAC did not select this issue as a priority likely because area school systems are committed to engaging the community to address this issue.

### **Board Approval**

The Park Ridge Health Board formally approved the specific Priority Issues and the full Community Health Needs Assessment in 2016. The Board also approved this Community Health Plan.

### **Public Availability**

The Park Ridge Health Community Health Plan was posted on its web site prior to May 15, 2017. Please see [www.parkridgehealth.org/about-us/CommunityBenefit](http://www.parkridgehealth.org/about-us/CommunityBenefit). Paper copies of the Needs Assessment and Plan are available at the Hospital, or you may request a copy from [Jenny.Roberts@ahss.org](mailto:Jenny.Roberts@ahss.org).

### **Ongoing Evaluation**

Park Ridge Health’s fiscal year is January-December. For 2017, the Community Health Plan will be deployed beginning May 15 and evaluated at the end of the calendar year. In 2018 and beyond, the Plan will be implemented and evaluated annually for the 12-month period beginning January 1 and ending December 31. Evaluation results will be attached to our IRS Form 990, Schedule H.

### **For More Information**

If you have questions regarding Park Ridge Health’s Community Health Needs Assessment or Community Health Plan, please contact [Graham.Fields@ahss.org](mailto:Graham.Fields@ahss.org).

### Park Ridge Health 2017-2019 Community Health Plan

OUTCOME GOALS						OUTCOME MEASUREMENTS								
CHNA Priority	Outcome Statement	Target Population	Strategies/Outputs	Outcome Metric	Current Year Baseline	Year 1 Outcome Goal - #	Year 1 Actual	Year 2 Outcome Goal - #	Year 2 Actual	Year 3 Outcome Goal - #	Year 3 Actual	Hospital \$	Matching \$	Comments
<b>Obesity</b>														
Girls on the Run	Increase opportunities for physical activity and exercise.	3rd-8th grade girls in the Park Ridge Health service area with focus on at risk youth and economically disadvantaged families.	Continue as the healthcare partner and presenting partner for <b>Girls on Run of WNC</b> . Park Ridge Health will continue its financial donations, volunteerism and participation in annual events. Girls on the Run is a regional, community program that inspires girls to be joyful, healthy and confident using a fun, experience-based curriculum which creatively integrates running. Studies have shown that the program's long-term outcomes include increased self-confidence, a positive body self-image and a reduced rate of risky behaviors later in life.	Continue financial donations	\$5,000	\$5,000		\$5,000		\$5,000		\$15,000 total donation.		Park Ridge Health will also provide first aid support and volunteers at Girls on the Run events in the region.
				Increase community participation	1,263 in 2016	Increase by 5%		Increase by 5%		Increase by 5%				

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CHNA Priority	Outcome Statement	Target Population	Strategies/Outputs	Outcome Metric	Current Year Baseline	Year 1 Outcome Goal - #	Year 1 Actual	Year 2 Outcome Goal - #	Year 2 Actual	Year 3 Outcome Goal - #	Year 3 Actual	Hospital \$	Matching \$	Comments
PRH Wellness	Promote wellness and provide opportunities for community members to prevent or manage chronic disease.	Adults in the Park Ridge Health service area (Henderson County and portions of Buncombe County)	Park Ridge Health will continue to offer wellness and health education programs. Programs include community education, school education, health risks assessments (churches, corporations and schools), CREATION Health presentations and chronic disease/lifestyle coaching programs. CREATION Health is a faith-based wellness plan complete with lifestyle seminars and training programs for those who want to live healthier and happier lives and share this unique whole person health philosophy. Based on eight principles – Choice, Rest, Environment, Activity, Trust, Interpersonal Relationships, Outlook, and Nutrition.	Number of community health programs and seminars	100 programs and seminars in 2016	110		115		115		Approximately \$20,000. Staff Time and Materials.		
				Number of participants		1100		1200		1300				
				Percentage of participants who report increased knowledge or skills		90%		90%		90%				
KidPower	Increase opportunities for physical activity and nutrition education in area schools. (Participants may also gain self-confidence, enhanced body	Uninsured and low income youth in the Park Ridge Health service area (Henderson County and portions of Buncombe County)	Increase participation in Park Ridge Health's school-based KidPower exercise and nutrition program that promotes physical activity and healthy nutrition among youth. The Kid Power Program educates youth through entertainment,	Number of participating schools	10 schools in 2016	11		12		12		Approximately \$5,000. Staff Time and Program Expenses.		

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	self-image and a reduction in the instance of chronic disease later in life.)		empowering kids to live healthier lives.											
				Number of students	1,263 students in 2016	1,300 students		1,350 students		1,400 students				
<b>Hands On! Children's Museum</b>	<b>Provide opportunities for parents and children to learn about diet and nutrition.</b>	Parents and families in the Park Ridge Health service area	Continue partnership with <b>Hands On! Children's Museum</b> , a non-profit museum for children that helps children and families learn more about health, wellness and nutrition.	Continue financial support	\$5,000 annual donation	\$5,000		\$5,000		\$5,000		\$15,000 donation and staff time for events and programs.		
				Number of participants.	34,136 participants in 2016.	Increase by 5%		Increase by 5%		Increase by 5%				
<b>Participate in Henderson County Obesity Action Team</b>	<b>Increase nutrition and access to healthy food among low-income families.</b>	Adults, children and families living in poverty in Henderson County with a focus on low income, uninsured minority populations.	<b>The Henderson County Obesity Action Team</b> is a multisector collaboration of community health partners including hospitals and public health. The Team is one of the community's action/strategy groups that rose from the Community Health Needs Assessment. The Obesity Action Team is working to develop strategies to help low-income families living in poverty get access to healthy foods. The strategy is to partner with area farmer's markets to help them begin accepting payment through the EBT/SNAP program. Park Ridge Health is part of this team.	Increase the number of farmer's markets that accept the EBT/SNAP card as payment.	One farmer's market in Henderson County accepted the EBT/SNAP cards as payment in 2016.	Add an additional farmer's market that accepts EBT/SNAP cards as payment.		Evaluate the program to measure usage and determine if other farmer's markets should participate in the EBT/SNAP program.		Evaluate the program to measure usage and determine if other farmer's markets should participate in the EBT/SNAP program.				

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<b>Food Security</b>														
<b>Interfaith Assistance Ministry (IAM)</b>	<b>Families living in poverty will have better access to good nutrition through healthy meals.</b>	Adults, children and families living in poverty in Henderson County with a focus on low income, uninsured minority populations.	Continue partnership with and support of <b>Interfaith Assistance Ministry (IAM)</b> . IAM is a faith-based nonprofit organization committed to meeting the basic needs--food, heating, housing and medication assistance--of Henderson County families in financial crisis.	Continue financial support for IAM	\$4,500 in 2016.	\$6,650 donation		\$6,650 donation		\$6,650 donation		\$19,950 donation for		
				Number of meals provided	131,879 meals provided in 2016.	Increase by 5%		Increase by 5%		Increase by 5%				
				Number of individuals who received food.	6941 individuals received food in 2016.	Increase by 5%		Increase by 5%		Increase by 5%				
<b>The Storehouse</b>	<b>Families living in poverty will have better access to good nutrition through healthy meals.</b>	Adults, children and families living in poverty in Henderson County with a focus on low income, uninsured minority populations.	Continue partnership with and support of <b>The Storehouse</b> . The Storehouse is a faith-based nonprofit organization (food pantry) committed to meeting the nutrition and hygiene needs of families in Henderson County.	Continue financial assistance for The Storehouse.	\$3,500 in 2016	\$3,500 donation.		\$3,500 donation.		\$3,500 donation.				
				Boxes of food and hygiene items distributed.	6,498 boxes in 2016	Increase by 3%		Increase by 3%		Increase by 3%				
				Number of families served.	1,756 families in 2016	Increase by 5%		Increase by 5%		Increase by 5%				

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<b>Access to Care</b>														
<b>Blue Ridge Health</b>	<b>Increase access to mental health services. Prevent chronic disease.</b>	Adults, children and families living in poverty in Henderson County with a focus on low income, uninsured minority populations. Special emphasis on the Hispanic, Spanish-speaking and migrant communities.	Continue partnership with <b>Blue Ridge Health</b> to increase access to care and imaging services. Blue Ridge Health is a local Federally Qualified Health Center (FQHC) that focuses on serving low income, uninsured populations in the region. Blue Ridge Health also provides comprehensive behavioral health services.	Continue imaging services.	Park Ridge Health currently provides imaging services for Blue Ridge Health	Continue providing imaging service.		Continue providing imaging services.		Continue providing imaging services.		Imaging services represents an approximately \$100,000 donation annually.		
				Continue financial assistance.	\$10,000 sponsorship in 2016	\$10,000 sponsorship.		\$10,000 sponsorship.		\$10,000 sponsorship.				
				Number of patients served.	27,994 patients served in 2015/2016	Increase by 2%		Increase by 2%		Increase by 2%				
				Number of medical visits.	57,731 medical visits in 2015/2016	Increase by 2%		Increase by 2%		Increase by 2%				

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Open Arms Pregnancy Center	Improve diet and nutrition/Earlier access to prenatal care.	Women of childbearing age in Henderson County with a focus on low income, uninsured and minority populations.	Continue partnership with <b>Open Arms Crisis Pregnancy Center</b> in Hendersonville to connect medically underserved women with early prenatal care and pregnancy support resources. Park Ridge Health offers free ultrasounds and timely appointments for Open Arms clients with OBGYN providers in the area. Open Arms also provides basic needs--food and clothing--for families in crisis.	Continue financial donations and clinical partnership.	Park Ridge Health is currently in a partnership with Open Arms and donated \$3,500 in 2016.	Continue partnership and donate \$10,000 to the capital campaign.		Continue partnership and donate \$10,000 to the capital campaign.		Continue partnership and donate \$10,000 to the capital campaign.		\$30,000 total donation and staff time.		Park Ridge Health is the hospital partner for Open Arms in Hendersonville and helps connect clients--most of whom are uninsured, low income or medical-underserved--with an OBGYN and prenatal care.
				Number of clients served.	964 clients served in 2016.	Increase by 5%		Increase by 5%		Increase by 5%				
Mountain Area Pregnancy Center (MAPS)	Improve diet and nutrition. Earlier access to prenatal care.	Women of childbearing age in Buncombe County with a focus on low income, uninsured and minority populations.	Continue partnership with <b>Mountain Area Pregnancy Services (MAPS)</b> to offer free early prenatal care--including ultrasound services--onsite to medically underserved populations. A Park Ridge Health physician regularly travels to see patients at the MAPS facility in Asheville. Park Ridge Health also donates resources to this organization.	Continue financial donations and clinical partnership.	Park Ridge Health is currently in a partnership with MAPS.	Continue partnership and donate \$5,000 to MAPS.		Continue partnership and donate \$5,000 to MAPS.	Partnership continued and donation made.	Continue partnership and donate \$5,000 to MAPS.	Partnership continued and donation made.	\$15,000 total donation and staff time for events and programs.		Dr. Justin Towle is employed by Park Ridge Health. He sees primarily low income, medically underserved patients at the APSS facility in Asheville.
				Number of client visits.	623 client visits in 2016.	Increase by 5%		Increase by 5%		Increase by 5%				
Safelight	Increase nutrition and access to healthy food.	Women, children and families in Henderson County with a focus on low	Continue partnership with <b>Safelight</b> to provide meals and housing for victims of domestic violence. Safelight is a local non-profit organization that works to	Continue financial support.	Park Ridge Health currently serves Safelight clients and	Continue annual sponsorship of \$17,000.		Continue annual sponsorship of \$17,000.		Continue annual sponsorship of \$17,000.		\$51,000 total donation for events and programs.		



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		income, uninsured minority populations.	prevent and address sexual assault and domestic violence in Henderson County. The organization also operates the regional domestic violence shelter and provides counseling, education, job training and basic needs.		donates \$16,500 per year									
				Clients served.	1,200 clients served in 2016.	5% increase		5% increase		5% increase				
<b>The Free Clinics</b>	<b>Support the Free Clinics' capacity to serve low-income, uninsured and underinsured residents of Henderson County</b>	Low income adults in Henderson County with a focus on uninsured and minority populations.	Continue partnership with <b>The Free Clinics</b> to help the most vulnerable individuals in Henderson County access low cost or free healthcare. The Free Clinics provides clinical care, chronic and specialty care, mental health services and pharmacy services for low income, uninsured and underinsured adults and families. The Free Clinics also manages a prescription drug overdose prevention program that utilizes education and Naloxone.	Continue financial support through donated lab, imaging, surgery and specialty care.	\$50,000 donation.	5% increase		5% increase		5% increase		\$165,000 total donation for events and programs.		
				Financial donation for general operations.	\$5,000 donation in 2016.	\$5,000 donation		\$5,000 donation		\$5,000		\$15,000		
				Number of patients served.	1,687 patients in 2016.	5% increase		5% increase		5% increase				

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<b>Education</b>														
<b>Henderson County Public Schools</b>	<b>Enhance early workforce development. Address social determinants of health.</b>	Elementary school students in Henderson County with focus on at risk youth and economically disadvantaged families.	Park Ridge Health will partner with the Henderson County Education Foundation to support the implementation of <b>The Leader In Me</b> program in Henderson County Schools. The program is designed to teach leadership and life skills to students with the goal of building a better equipped and educated workforce that can more effectively provide for their themselves, their families and their communities.	Outcomes of the Leader In Me program are focused on overcoming social determinants of health. Long-term, students are better prepared for the workforce to ultimately provide for themselves and their families-- namely safe housing, transportation and nutrition.	A limited number of schools in Henderson County are currently participating in The Leader in Me program-- Dana Elementary and Sugarloaf Elementary .	Increase the number of schools participating in The Leader In Me program. The goal is to add two schools each year. Park Ridge Health will donate \$10,000 to the program.		Increase the number of schools participating in The Leader In Me program. The goal is to add two schools each year.		Increase the number of schools participating in The Leader In Me program. The goal is to add two schools each year.		\$30,000 total donation for events and programs.		
<b>Buncombe County Schools</b>	<b>Enhance early workforce development. Address social determinants of health.</b>	Elementary school students in Buncombe County with particular focus on at risk youth and economically disadvantaged families.	Park Ridge Health will also partner with the Buncombe County Education Foundation to support the implementation of <b>The Leader In Me</b> program in Buncombe County Schools. The program is designed to teach leadership and life skills to students with the goal of building a better equipped and educated workforce that can more effectively provide for their themselves, their families and their communities.	Outcomes of the Leader In Me program focus on overcoming social determinants of health. Long-term outcomes include self-sufficiency-- the ability to provide nutritious food, transportation and safe housing.	A limited number of schools in Buncombe County are currently participating in The Leader in Me program.	Increase the number of schools participating in The Leader In Me program. The goal is to add two schools each year. Park Ridge Health will donate \$10,000 to the program.		Increase the number of schools participating in The Leader In Me program. The goal is to add two schools each year.		Increase the number of schools participating in The Leader In Me program. The goal is to add two schools each year.		\$30,000 total donation for events and programs.		

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<b>Mental Health</b>														
<b>Henderson County Partnership for Health</b>	<b>Increase access to mental health services.</b>	Adults, children and families living in Henderson County with a focus on low income, uninsured populations.	The <b>Henderson County Partnership for Health</b> is a local consortium of healthcare providers, governmental entities and non-profit agencies dedicated to supporting a safe and healthy community. Mental health and substance abuse are top issues for the group and its members--including Park Ridge Health--are leading a widespread community effort to better understand existing service gaps and ultimately develop a comprehensive strategic plan to address the identified challenges in Henderson County.	The Henderson County Partnership for Health will facilitate a public engagement process on mental health and substance abuse that will include community meetings and conversations with key stakeholders. Goals: identify gaps within the mental health system and develop a county-wide strategic plan designed to more effectively and efficiently address mental health needs in the County. Outcomes will include enhanced access to health care services in Henderson County.	The Henderson County Partnership for Health is in the early stages of planning for this project.	Begin strategic planning meetings and seek community input from area stakeholders, providers and public officials.		Develop a community-wide strategic plan to address behavioral health needs and concerns in the region.		Begin implementation of the community-wide strategic plan to address behavioral health needs and concerns in the region.		Staff Time		

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Blue Ridge Health	Increase access to mental health services. Prevent chronic disease.	Adults, children and families living in poverty in Henderson County with a focus on low income, uninsured minority populations.	Continue partnership with Blue Ridge Health to increase access to care and imaging services. Blue Ridge Health is a local Federally Qualified Health Center (FQHC) that focuses on serving low income, uninsured populations in the region. Blue Ridge Health also provides comprehensive behavioral health services.	Continue imaging services.	Park Ridge Health currently provides imaging services for Blue Ridge Health.	Continue providing imaging services.		Continue providing imaging services.		Continue providing imaging services.		Imaging services represents an approximately \$100,000 donation annually.		
				Continue financial assistance.	\$10,000 sponsorship in 2016.	\$10,000 sponsorship.		\$10,000 sponsorship.		\$10,000 sponsorship.				
				Number of patients served.	27,994 patients served in 2015/2016	Increase by 2%		Increase by 2%		Increase by 2%				
				Number of medical visits.	57,731 medical visits in 2015/2016	Increase by 2%		Increase by 2%		Increase by 2%				
Safelight	Increase access to mental health services. Reduce child abuse and domestic violence. Address social determinants of health.	Women, children and families in Henderson County with a focus on low income, uninsured minority populations.	Continue partnership with Safelight to provide meals and housing for victims of domestic violence. Safelight is a local non-profit organization that works to prevent and address sexual assault and domestic violence in Henderson County. The organization also operates the regional domestic violence shelter and provides counseling, education, job training and basic needs.	Continue financial support.	Park Ridge Health currently serves Safelight clients and donates \$17,000 per year	\$17,000 sponsorship.		\$17,000 sponsorship.		\$17,000 sponsorship.		\$51,000 total donation for events and programs.		
				Number of clients (families) served.	1,200 clients served in 2016.	Increase by 2%		Increase by 2%		Increase by 2%				

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Henderson County SANE Nursing Project	Increase access to mental health services. Prevent and treat sexual assault and domestic violence.	Women in Henderson County with a focus on low income, uninsured minority populations.	Park Ridge Health has partnered with Safelight, local law enforcement and The Free Clinics to develop a comprehensive program to care for sexual assault victims in Henderson County.	Park Ridge Health and its community partners will develop a Sexual Assault Nurse Examiner (SANE) program. The program will serve sexual assault victims in the Park Ridge Health Emergency Room and at an off-site location. Outcomes: improved mental health services and more effective treatment of sexual assault and domestic violence in the region.	Park Ridge Health is currently in the early stages on developing this program and pursuing SANE certification and training for its staff.	Develop and implement the SANE program.		Continue the SANE program.		Continue the SANE program.				
Thrive	Increase access to mental health services.	Low income adults in Henderson County with a focus on uninsured and minority populations.	Thrive provides behavioral health services, education and support in Henderson County. Park Ridge Health partners with Thrive to serve its clients and support its programs.	Park Ridge Health's partnership with Thrive will result in improved access to mental health services.	Park Ridge Health currently donates \$5,000 year to Thrive	Continue annual donation/ sponsorship.		Continue annual donation/ sponsorship.		Continue annual donation/ sponsorship.		\$15,000 total donation for events and programs.		
				Number of clients with severe and persistent mental illness served.	78 clients served in 2016	Increase by 2%		Increase by 2%		Increase by 2%				

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The Free Clinics	Increase access to mental health services.	Low income adults in Henderson County with a focus uninsured and minority populations.	Continue partnership with <b>The Free Clinics</b> to help the most vulnerable individuals in Henderson County access low cost or free healthcare. The Free Clinics provides clinical care, chronic and specialty care, mental health services and pharmacy services for low income, uninsured and underinsured adults and families. The Free Clinics also manages a prescription drug overdose prevention program that utilizes education and Naloxone.	Continue financial support through donated lab, imaging, surgery and specialty care.	\$50,000 in 2016	\$50,000		\$50,000		\$50,000		\$150,000		
				Financial donation for general operations.	\$5,000 donation in 2016.	\$5,000		\$5,000		\$5,000		\$15,000		
				Number of mental health encounters.	2,175 mental health encounters in 2016.	Increase by 3%		Increase by 3%		Increase by 3%				
Prescription Drug Abuse														
Hope Rx	Reduce prescription drug overdose deaths.	All ages in the Park Ridge Health service area (Henderson County and portions of Buncombe County)	The Hospital will partner with <b>Hope Rx</b> and Pardee Hospital to explore new Emergency Dept. policies to encourage safe prescribing of controlled substances and provide meaningful referrals for chronic pain and addiction. HopeRx is Henderson County's communitywide initiative to address prescription drug abuse. It is a branch of Partnership for Health.	Develop a uniform prescribing policy among Emergency Departments in Henderson County.	Area hospitals are currently working together to address prescription drug abuse, but no uniform policy exists.	Develop a uniform prescribing policy among Emergency Departments in Henderson County.		Develop a uniform prescribing policy among Emergency Departments in Henderson County.		Develop a uniform prescribing policy among Emergency Departments in Henderson County.		Staff Time		The Hospital helped found the prescription drug abuse prevention and education organization Hope Rx. Park Ridge Health is represented on the Steering Committee.

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Hope Rx	Reduce the misuse of prescription drugs by adolescents.	Youth in the Park Ridge Health service area (Henderson County and portions of Buncombe County).	Continue partnership with Hope Rx to support community education programs designed to improve the public's capacity to recognize and avoid the dangers of abusing prescription opioids. The organization's annual "We Are Hope" week is designed to help prevent prescription drug abuse among middle and high school students in Henderson County	Continue financial support	Park Ridge Health currently partners with Hope Rx to prevent prescription drug abuse in area schools.	\$7,500 donation.		\$7,500 donation.		\$7,500 donation.		\$22,500 total donation for events and programs.		
Blue Ridge Health	Reduce the misuse of any illicit drug/Increase access to mental health services.	Adults, children and families living in poverty in Henderson County with a focus on low income, uninsured minority populations.	Continue partnership with Blue Ridge Health to increase access to care and imaging services. Blue Ridge Health is a local Federally Qualified Health Center (FQHC) that focuses on serving low income, uninsured populations in the region. Blue Ridge Health also provides comprehensive behavioral health services.	Continue imaging services.	Park Ridge Health currently provides imaging services for Blue Ridge Health.	Continue providing imaging services.		Continue providing imaging services.		Continue providing imaging services.		Imaging services represents an approximately \$100,000 donation annually.		
				Continue financial assistance.	\$10,000 sponsorship in 2016.	\$10,000 sponsorship.		\$10,000 sponsorship.		\$10,000 sponsorship.		30,000		
				Number of patients served.	27,994 patients served in 2015/2016	Increase by 2%		Increase by 2%		Increase by 2%				
				Number of medical visits.	57,731 medical visits in 2015/2016	Increase by 2%		Increase by 2%		Increase by 2%				

OUTCOME GOALS						OUTCOME MEASUREMENTS								
CHNA Priority	Outcome Statement	Target Population	Strategies/Outputs	Outcome Metric	Current Year Baseline	Year 1 Outcome Goal - #	Year 1 Actual	Year 2 Outcome Goal - #	Year 2 Actual	Year 3 Outcome Goal - #	Year 3 Actual	Hospital \$	Matching \$	Comments
The Free Clinics	Reduce the misuse of any illicit drug. Increase access to mental health services.	Low income adults in Henderson County with a focus on uninsured and minority populations.	Continue partnership with The Free Clinics to help the most vulnerable individuals in Henderson County access low cost or free healthcare. The Free Clinics provides clinical care, chronic and specialty care, mental health services and pharmacy services for low income, uninsured and underinsured adults and families. The Free Clinics also manages a prescription drug overdose prevention program that utilizes education and Naloxone.	Continue financial support through donated lab, imaging, surgery and specialty care.	\$50,000 in 2016.	Increase by 5%		Increase by 5%		Increase by 5%		\$165,000 total donation for events and programs.		
				Financial donation for general operations.	\$5,000 in 2016.	\$5,000		\$5,000		\$5,000		\$15,000		
				Number of mental health encounters.	2,175 mental health encounters in 2016.	Increase by 3%		Increase by 3%		Increase by 3%				
Safe and Affordable Housing														
Habitat for Humanity of Henderson County	Increase access to safe and affordable housing. Address social determinants of health.	Adults, children and families living in poverty in Henderson County. Focus on low-income, uninsured minority groups & working families.	Continue partnership with Habitat for Humanity of Henderson County. The organization builds affordable housing communities in Henderson County and provides homeowner education programs. Park Ridge Health provides volunteers and serves on the organization's advisory board.	Continue annual sponsorship and volunteer partnership.	\$7,500 to Habitat for Humanity of Henderson County and provided volunteers and support for home builds	\$5,000 sponsorship.		\$5,000 sponsorship.		\$5,000 sponsorship.		\$15,000 total donation for events and programs.		



OUTCOME GOALS						OUTCOME MEASUREMENTS								
CHNA Priority	Outcome Statement	Target Population	Strategies/Outputs	Outcome Metric	Current Year Baseline	Year 1 Outcome Goal - #	Year 1 Actual	Year 2 Outcome Goal - #	Year 2 Actual	Year 3 Outcome Goal - #	Year 3 Actual	Hospital \$	Matching \$	Comments
					Number of clients served.	150 clients served in 2016.		Increase by 3%		Increase by 3%		Increase by 3%		
<b>Interfaith Assistance Ministry (IAM)</b>	<b>Increase access to safe and affordable housing.</b>	Adults, children and families living in poverty in Henderson County with a focus on low income, uninsured minority populations.	Continue partnership with and support of <b>Interfaith Assistance Ministry (IAM)</b> . IAM is a faith-based nonprofit organization committed to meeting the basic needs--food, heating, housing and medication assistance--of Henderson County families in financial crisis.	Continue financial support for IAM	Park Ridge Health donated \$4,500 to support IAM in 2016.	\$6,650 donation		\$6,650 donation		\$6,650 donation		\$19,950 donation for events and programs.		
				Number of families receiving rent/- mortgage assistance.	183 families received rent/- mortgage assistance in 2016.	Increase by 3%		Increase by 3%		Increase by 3%				
<b>Safelight</b>	<b>Increase access to safe and affordable housing. Prevent and treat sexual assault and domestic violence</b>	Women, children and families in Henderson County with a focus on low income, uninsured minority populations.	Continue partnership with <b>Safelight</b> to provide meals and housing for victims of domestic violence. Safelight is a local non-profit organization that works to prevent and address sexual assault and domestic violence in Henderson County. The organization also operates the regional domestic violence shelter and provides counseling, education, job training and basic needs.	Continue financial support.	Park Ridge Health currently serves Safelight clients and donates \$16,500	Continue annual sponsorship of \$17,000.		Continue annual sponsorship of \$17,000.		Continue annual sponsorship of \$17,000.		\$51,000 total donation for events and programs.		
				Number of clients (families) served.	1,200 clients served in 2016.	Increase by 5%		Increase by 5%		Increase by 5%				

OUTCOME GOALS						OUTCOME MEASUREMENTS								
CHNA Priority	Outcome Statement	Target Population	Strategies/Outputs	Outcome Metric	Current Year Baseline	Year 1 Outcome Goal - #	Year 1 Actual	Year 2 Outcome Goal - #	Year 2 Actual	Year 3 Outcome Goal - #	Year 3 Actual	Hospital \$	Matching \$	Comments
<b>Henderson County Affordable Housing Action Team</b>	<b>Change public perception of affordable housing.</b>	Henderson County with focus on opinion leaders and elected officials.	Park Ridge Health will partner with the local <b>Affordable Housing Action Team</b> in the development of a community-wide public relations campaign to change the perception of affordable housing and the families who live in these types of neighborhoods. The Action Team is an outgrowth of the County's Community Health Needs Assessment in which Park Ridge Health actively participated.	The goal is a better educated community regarding affordable housing and increase public support for future affordable housing projects proposed for Henderson County and the region.	The Affordable Housing Action Team has documented significant misinformation in the community about affordable housing and historic opposition to new construction of these types of neighborhoods.	Develop the overall messaging and strategy for the public relations campaign.		Begin implementing the public relations campaign.		Continue implementing the public relations campaign and evaluating its effectiveness.		Staff Time and hospital PR Team support		