

COMMUNITY BENEFIT 2016-2018 IMPLEMENTATION STRATEGY

BASED ON 2015 COMMUNITY HEALTH NEEDS ASSESSMENT



Genesis
HEALTHCARE SYSTEM

genesishcs.org



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Introduction

Genesis Hospital

Genesis HealthCare System (Genesis) is an integrated health care delivery system based in Zanesville, Ohio. The system includes Genesis Hospital (a not-for-profit hospital), an extensive network of more than 300 physicians, and multiple outpatient care centers throughout the service area. Genesis is the largest health care provider in its' six-county service area in southeastern Ohio, which includes Muskingum, Morgan, Perry, Coshocton, Noble and Guernsey Counties. Genesis provides a higher level of service than what is typically found in a community of its size including open-heart surgery, trauma care, a Level II neonatal intermediate care unit, neurosurgery, stroke, and comprehensive cancer services. This level of care has established Genesis as a primary referral center for much of the service area.

In addition to traditional hospital services, Genesis offers a broader range of services through its affiliated organizations, which serve as Genesis ' partners to extend care far out into the community.

Genesis Mission: to provide compassionate, quality health care

Genesis Vision: Genesis is committed to being a health care team whose care exceeds the expectations of our patients and community

Genesis Values: compassion, trust, innovation, excellence

Genesis, through its mission, has a strong tradition of meeting community health needs through its provision of the Community Benefit Program. As part of the Internal Revenue requirements of not-for profit hospital's Community Benefit initiatives, a Community Health Needs Assessment (CHNA) was conducted in 2015. Based on the CHNA results, Genesis has adopted the 2016-2018 Community Benefit Implementation Strategy for each of the top health priorities identified in the CHNA.

2015 Community Health Needs Assessment (CHNA)

Genesis conducted a CHNA in 2015 in order to strengthen involvement in the community. Genesis collaborated with the six counties and agencies in the primary service area. These collaborations made the assessment possible and the Assessment Advisory Group was formed and functioned to identify and prioritize the top health issues within the service area. The CHNA was approved in November of 2015 by the Genesis Quality Committee and the Board of Directors and is available to the public at www.Genesishcs.org under the Community Benefit tab.

2016-2018 Community Benefit Implementation Strategy

The 2016-2018 Community Benefit Implementation Strategy is a written plan that addresses each of the community health needs identified in the 2015 CHNA. The plan has been tailored to the service lines of Genesis, taking into account specific programs, resources and priorities. The Implementation Strategy planning groups included two that had representation across service lines and included community agencies: (1) the Addiction Reduction Planning Group and (2) the Obesity Reduction Planning Group. Other Genesis planning groups included: Genesis Behavioral Health, Cancer Services, Heart and Vascular Services, Trauma Services, Neuroscience Services, Women's and Children's Services, Population Health and Wellness, Pulmonary Administration, Educational Services, Credentialing, and Genesis Hospice and Palliative Care/Caregivers.

Genesis would like to give a special thanks to their community partners: Cesley Haze and Kylie Jones from the Zanesville Muskingum County Health Department, Jeannie Blake from the Muskingum Valley Health Centers, Steve Carrel from Muskingum Behavioral Health, James McDonald from Six County, Inc., Vickie Hare from the Mental Health and Recovery Services Board, Kenzie Brune from Muskingum Recreation Center, and Deborah Raney from Perry County Health Department.

Given the ever changing landscape of healthcare, the initiatives in this Implementation Strategy may change and new ones may be added or others eliminated based on the community needs during the 2016-2018 period. These changes will be noted each year in the annual Evaluation Report.

Social Determinant Affecting Health for the Genesis Service Area

All six counties in the Genesis service area are designated by the federal government as Appalachian. As Appalachian communities, the distressing factors listed below influence community members' health and access to healthcare. Each of the factors is listed as compared to an average for Ohio. The distressing factors are:

- Families have lower median household incomes,
- Counties have higher unemployment rates,
- Poverty levels are higher for the general community, seniors, and children,
- Aging populations are increasing,
- Each county has areas where housing is unaffordable,
- Both adults and children have higher levels of food insecurity,
- Increasing numbers of children suffer neglect and abuse.

There are two factors of a positive note; crime rates are lower and graduation rates for high school are higher.

Initiatives for the 2016-2018 Implementation include those with a target population of poverty populations, which suffer the most from the distressing factors listed above. Genesis is involved in community health initiatives focused on collaborations in the communities to address these distressing factors, which is necessary to increase the health of those in poverty. Genesis continues to provide charity care and financial assistance for those in need in the service area to facilitate access to care.

Feedback Mechanism

Please contact jstones@Genesisishcs.org with feedback on the 2016-2018 Community Benefit Implementation Strategy.

Evaluation Plan

The 2016-2018 Community Benefit Implementation Strategy outcomes will be tracked quarterly and annually through the Community Benefit's data system known as the Community Benefit Inventory of Social Accountability (CBISA). The initial proposed outcomes in the tables below will be used as a baseline for performance for each year and used to guide the evaluation process and future initiative development. The initiatives and anticipated outcomes included in this document will be evaluated against the data collected for the identified measures through CBISA. The focus area leaders will ensure that the outcomes for each initiative are reported in CBISA through the Community Benefit Program and summary reports will be assessed quarterly by the Genesis Community Benefit Steering Committee. An annual written report will be approved by the Genesis Quality Committee and the Board of Directors.

2016-2018 Community Benefit Implementation Strategy Focus Areas and Objectives

The CHNA identified top priority chronic conditions, related risk factors, issues for mothers and children and access to care issues. The 2016-2018 Community Benefit Implementation Strategy will focus on all the major areas except access to care (CHNA pages 27-29). Access to care is a focus of the Genesis Strategic Plan and initiatives focused on access to care are implemented through Administration, service line directors, financial assistance, and transformational care departments. The top health priorities from the CHNA, which are the focus of the 2016-2018 Community Benefit Implementation Strategy, are listed below accompanied by the reference page where that priority area is located in the CHNA document.

The **Top Priority Chronic Conditions** identified are as follows:

1. Cancer (CHNA page 14); Priority Risk Factor: Tobacco Use (CHNA page 15)
2. Mental Health Issues (CHNA page 16); Priority Risk Factors: Drug Addictions (CHNA page 17) and Alcohol Overuse (CHNA page 18)
3. Diabetes (CHNA page 18)
4. Heart Disease (CHNA page 19); Priority Risk Factors: Obesity (CHNA page 20), Unhealthy Eating (CHNA page 20), and Physical Inactivity (CHNA page 21)

5. Chronic Breathing Problems (CHNA page 21)
6. Joint and Back Pain (CHNA page 22)
7. Stroke (CHNA page 23); Priority Risk Factor: High Blood Pressure (CHNA page 23)

The **Top Priority Health Issues for Mothers and Children** include:

1. Pregnant and Using Tobacco (CHNA page 24)
2. Pregnant and Using Alcohol (CHNA page 24)
3. Pregnant and Using Drugs (CHNA page 24)
4. Children Overweight (CHNA page 25)
5. Support for Drug Addicted Babies (CHNA page 25)
6. Children with Disabilities (CHNA page 26)

As planning groups formed to design the 2016-2018 Community Benefit Implementation Strategy, two cross agency/cross service lines planning groups evolved. One group focused on addictions reduction and became the Addictions Reduction Planning Group which included addictions to tobacco, alcohol and drugs and included addicted mothers and babies. Another group formed for to focus on adult and children obesity reduction and became the Obesity Reduction Planning Group. The other top priority chronic conditions and issues for mothers and children topics were designed by the related service line staff listed in the Introduction in the Implementation Strategy section. The chart on the next page is a summary of the projected outcomes for each goal area for the number of persons served for 2016, 2017, and 2018.

Goal Areas	2016 Outcomes	2017 Outcomes	2018 Outcomes
Cancer	Developmental	1040	1144
MH Issues	816	896	985
Addictions	132	359	405
Diabetes	330	363	400
Heart Disease	144	185	209
Obesity	8011	8813	9424
Chronic Breathing	1153	1287	1415
Joint Pain	70	77	86
Stroke	611	10670	10836
Children with Disabilities	17	19	21
Other Community Benefit Initiatives	51081	55284	59862
Annual Projected Total of Persons Served	62365	78993	84787

Each of the sections below include the priority area goal, strategic focus, objectives, initiatives, target populations, partners, accountable department, and the 2016, 2017, and 2018 outcomes.

Cancer Reduction

Goal: Reduce cancer risk in the Genesis service area

Brief Description of Issue: Cancer rates per population in the Genesis service area are higher than those of Ohio, except for Noble County which has lower cancer rates per population. According to Ohio Department of Health, “Cancer is not one disease but many- there are more than a hundred different kinds of cancer, many of which have different causes and risk factors.” Tobacco use has been identified as a priority risk factor.

Strategic Focus: Genesis will provide and/or participate in: community education programs, community health promotion/ outreach events, and self-help programs focused on reducing cancer. Tobacco use reduction is addressed in the Addictions Reduction section.

Community Education Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December of 2018, 42 persons participate in cancer risk reduction classes.	Provide classes on cancer risk reduction	Poverty population	Population Health and Wellness	Cancer Services	Develop several classes/programs to offer to the poverty population on reducing cancer risk	20 persons attend the cancer risk reduction class	22 persons attend the cancer risk reduction class
Community Health Promotion/Outreach Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December of 2018, 2,100 persons participate in health promotion initiatives focused on cancer issues.	Design a health promotion campaign focused on colorectal cancer screening	General community	Genesis Marketing/ Outreach	Cancer Services	Design with Marketing/ Outreach a health promotion campaign focused on screening for colorectal cancer risk	Reach 500 persons through a colorectal cancer promotion	Reach 550 persons through a colorectal cancer promotion

	Enhance the Cancer Services web page to add resources for cancer risk reduction	General community	Genesis Marketing/ Outreach	Cancer Services	Design with tab for cancer risk reduction resources and information on the Genesis Cancer Services web page	500 persons visit the Cancer Services web page for cancer risk reduction resources	550 persons visit the Cancer Services web page for cancer risk reduction resources
Self-Help Program Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December 2018, 42 persons receive a self-help program on self-breast exams.	Develop a self-breast exam self-help program to distribute to women in poverty	Poverty women	Genesis Marketing/ Outreach; American Cancer Society	Cancer Services	Identify a resource for materials for a self-help self-breast exam program to distribute to women in poverty	20 women receive a self-help program focused on self-breast exams	22 women receive a self-help program focused on self-breast exams

Planning Group Members: Sharon Parker, Shannon White, Bonnie Shutt, Jody Stones

Mental Health Issues

Goal: Reduce the frequency and burden of mental health illnesses in the Genesis service area

Brief Description of Issue: The Genesis service area has higher rates per population of people with mental disabilities when compared to rates across Ohio. These mental issues can range from divorce, depression, suicide and other psychiatric diagnoses.

Strategic Focus: Genesis will provide and/or participate in: community education programs, health professional education, and community health initiatives focused on mental health issues. Addictions Reduction is covered in the next section.

Community Education Objectives	Initiatives	Target Populations	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December of 2018, 2,519 persons participate in divorce classes.	Provide divorce classes for “Helping Children Succeed”	General community	Court system	Genesis Behavioral Health	672 persons participate in the class	739 persons participate in the class	813 persons participate in the class
	“Parent’s Divorce Class”	General community	Court system	Genesis Behavioral Health	89 persons participate in the class	98 persons participate in the class	108 person participate in the class
Health Professional Education Objectives	Initiatives	Target Populations	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December of 2018, 145 persons participate in health professional education initiatives focused on mental health issues.	Crisis Intervention Team training for public safety officers	General community	Police	Genesis Behavioral Health	44 persons participate in the training	48 persons participate in the training	53 persons participate in the training

Community Health Initiatives Objectives	Initiatives	Target Populations	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December of 2018, 11 staff participates in community health initiatives focused on mental health issues.	Suicide Coalition	General community		Genesis Behavioral Health	1 staff member participates in the Suicide Coalition	1 staff member participates in the Suicide Coalition	1 staff member participates in the Suicide Coalition
	Creative Options	Poverty population		Genesis Behavioral Health	1 staff member participates in Creative Options	1 staff member participates in Creative Options	1 staff member participates in Creative Options
	Council on Community Resources	General community		Genesis Behavioral Health	1 staff member participates in Council on Community Resources	1 staff member participates in Council on Community Resources	1 staff member participates in Council on Community Resources
	Ohio Psychiatric Nurse Administrators Association	General community		Genesis Behavioral Health	1 staff member participates in Ohio Psychiatric Nurse Administrators Association	1 staff member participates in Ohio Psychiatric Nurse Administrators Association	1 staff member participates in Ohio Psychiatric Nurse Administrators Association
	Ohio Hospital Association Behavioral Health Group	General community		Genesis Behavioral Health	1 staff member participates in Ohio Hospital Association Behavioral Health Group	1 staff member participates in Ohio Hospital Association Behavioral Health Group	1 staff member participates in Ohio Hospital Association Behavioral Health Group
	Trauma-Informed Care Southeast Ohio Regional	General community		Genesis Behavioral Health	1 staff member participates in Trauma-Informed Care	1 staff member participates in Trauma-Informed Care	1 staff member participates in Trauma-Informed Care Southeast

	Group				Southeast Ohio Regional Group	Southeast Ohio Regional Group	Ohio Regional Group
	Six Entity Consortium Steering Committee	General community		Genesis Behavioral Health	1 staff member participates in Six Entity Consortium Steering Committee	1 staff member participates in Six Entity Consortium Steering Committee	1 staff member participates in Six Entity Consortium Steering Committee
	Six Entity/Lean Six Group	General community		Genesis Behavioral Health	1 staff member participates in Six Entity/Lean Six Group	1 staff member participates in Six Entity/Lean Six Group	1 staff member participates in Six Entity/Lean Six Group
	Bridge Builders	General community		Genesis Behavioral Health	1 staff member participates in Bridge Builders	1 staff member participates in Bridge Builders	1 staff member participates in Bridge Builders
	Recovery Oriented Service of Care	General community		Genesis Behavioral Health	1 staff member participates in Recovery Oriented Service of Care	1 staff member participates in Recovery Oriented Service of Care	1 staff member participates in Recovery Oriented Service of Care
	Domestic Violence Coalition	General community		Genesis Behavioral Health and Women's and Children's Services	1 staff member participates in Domestic Violence Coalition	1 staff member participates in Domestic Violence Coalition	1 staff member participates in Domestic Violence Coalition

Mental Health Planning Group Members: Jody Stones, Jacque Haynes

Addictions Reduction

Goal: Reduce the use of tobacco, alcohol and drugs in the Genesis service area, particularly for mothers and babies with addictions

Brief Description of Issue: The Addictions Reduction Planning Group was formed to address the Top Priority Risk Factors of Tobacco Use, Drug Addictions, and Alcohol Overuse. Also, The Top Priority Health Issues for Mothers and Children of Pregnant and Using Tobacco, Pregnant and Using Alcohol, Pregnant and Using Drugs, and Support for Drug Addicted Babies were addressed. The prevalence of smoking in the Genesis service area is higher than the average for Ohio. However, over the last five years, cigarette smoking has decreased in the service area. The prescription opioid per capita in the service area is higher than rates across Ohio. Additionally, the unduplicated admissions for opiate-related diagnosis for treatment have increased for the service area and are an urgent health issue. The Genesis service area had a lower percentage of reported excessive drinking than that of Ohio. The percentage maternal smoking for the service area is vastly higher than Ohio. The discharge rates for Neonatal Abstinence Syndrome per population for the Genesis service area was higher compared to the rate for Ohio and is climbing in staggering numbers.

Strategic Focus: The Addiction Reduction Planning Group planned the prevention of addictions from a life stages perspective. Stage I is a focus on youth and their parents being educated on addiction risks. Stage II is designing and providing prenatal classes for addicted mothers. Stage III is providing a “Warm Hand-off” in labor and delivery to community mental health services for addicted mothers and babies. Stage IV is providing follow-up for addicted mothers need upon their release from the hospital to promote the mothers seeking community support from agencies. Stage V is healthcare providers and service providers need to hear success stories of addicted mothers and babies thriving. Specialized training education will be provided to service providers in the community to understand how an addicted brain functions.

Genesis will also provide and/or participate in: community education programs, community health promotion/outreach events, community based clinical services, support groups, healthcare support services, health professional education, and participate in community health initiatives focused on addictions reduction for alcohol, tobacco and drugs.

Community Education Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December 2018, 166	Stage I: Youth classes on	Poverty population	Genesis Behavioral	Women’s and Children’s	Identify classes to hold in	Educate 45 youth and/or	Educate 50 youth and/or use

persons participate in addictions reduction community education programs.	addictions using evidence based programs such as “Start Talking” and using some fun applications or internet programs for learning about risks	Middle/high school age students	Health, Muskingum Behavioral Health, Family Health Services	Services	schools or applications to promote in schools	use applications	applications
	Stage II: Develop an at risk women’s prenatal class that focuses on addictions and incorporate “Baby and Me Tobacco Free” program; start of the “Warm Hand Off” for support after birth	Poverty population Women of child bearing age	Genesis Behavioral Health, Muskingum Valley Health Centers, Six County Inc., Muskingum Behavioral Health, Zanesville-Muskingum County Health Department Tobacco Program	Women’s and Children’s Services	Set up classes and referral mechanism is in place	5 women attend the at risk pre-natal classes	7 women attend the at risk pre-natal classes
	Stage V: Gather stories of successful moms and babies overcoming addictions for providers in area to hear	Poverty population	Genesis Behavioral Health, Muskingum Behavioral Health, Muskingum Valley Health Centers, Six	Women’s and Children’s Services	Develop a mechanism to collect success stories	Circulate 3 success stories to providers in the area from women affected by addiction within patient populations	Circulate 4 success stories to providers in the area from women affected by addiction within patient populations

			County Inc., Mental Health Recovery and Services Board				
	GHS Tobacco Treatment Specialists providing education	General community	Cancer Services; Population Health and Wellness	Pulmonary Administration	Provide 15 persons tobacco education	Provide 17 persons tobacco education	Provide 20 persons tobacco education

Community Health Promotion/ Outreach Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December 2018, 210 persons participate in community health promotion/outreach events focused on addictions reduction.	Stage I: Parent Teacher Organizations/ Associations presentations on addictions and risk reduction such as: “Start Talking” program and/or “I Spy Room” and “Operations Street Smart” Franklin County Sherriff’s Dept. community adults	Poverty population Parents of school age children Counties other than Muskingum	“I Spy Room” in conjunction with Muskingum Behavioral Health	Women’s and Children’s Services	Pinpoint presentations or programs to offer parents in the community for addictions risk reduction	100 parents attend presentations of “Start Talking”	110 parents attend presentations of “Start Talking”

Community Based Clinical Services Objectives	Activities	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December 2018, screen 115 persons for tobacco use.	Health Fairs tobacco screening	General community		Pulmonary Administration	Identify ways to record the number of persons screened for tobacco	Screen 55 persons for tobacco use	Screen 60 persons for tobacco use

Support Groups Objectives	Activities	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December 2018, serve 12 persons with support teams focused on addictions reduction.	Stage IV: Support team for addicted moms and babies	Poverty population	Genesis Behavioral Health, Muskingum Behavioral Health, Muskingum Valley Health Centers, Six County Inc., Mental Health Recovery and Services Board	Women's and Children's Services	Plan with community agencies to develop a support team for addicted mothers	3 women participate in support team	9 women participate in support teams

Healthcare Support Services Objectives	Activities	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December 2018, provide	Stage III. Labor and Delivery:	Poverty population	Genesis social worker,	Women's and	Follow up with 8 mothers to	Follow up with 10 mothers to	Follow up with 12 mothers to

42 persons support services focused on addictions reduction.	social worker follow up is provided for addicted mothers for success of referrals to BCMH, Help Me Grow, WIC, Zanesville-Muskingum County Health Department's home visiting program, and Fatherhood Program		BCMH, Help Me Grow, WIC, Zanesville-Muskingum County Health Department's home visiting program, and Fatherhood Program	Children's Services	encourage seeking services for babies continued support and treatment for Neonatal Abstinence Syndrome	encourage seeking services for babies continued support for Neonatal Abstinence Syndrome	encourage seeking services for babies continued support for Neonatal Abstinence Syndrome
	Stage III: Labor and Delivery: an addiction mentor is identified for addicted mothers to walk beside that mother after release and expediting the "Warm Hand-off", to mental health providers in the area focused on addictions recovery	Poverty population Mothers and babies	Genesis Behavioral Health, Muskingum Behavioral Health, Muskingum Valley Health Centers, Six County Inc., Mental Health Recovery and Services Board	Women's and Children's Services	3 women establish a relationship with an addiction mentor before release from the hospital	4 women establish a relationship with an addiction mentor before release from the hospital	5 women establish a relationship with an addiction mentor before release from the hospital

Health Professional Education Objectives	Activities	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December	Stage V: "Lunch and	Healthcare	Obstetric	Women's	Train 100 health	Train 110 health	Train 121 health

of 2018, 331 persons participate in health professional education initiatives focused on addictions reduction.	Learn” professional education on addicted moms and babies for healthcare providers, support service providers, or community members; offer the training “Understanding Addiction: Squirrel Logic” by Dr. Brad Lander	providers Support services providers General community	physicians and providers in the service area, Muskingum Valley Health Centers	and Children’s Services	professionals and community members	professionals and community members	professionals and community members
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Community Health Initiatives Addressing Addictions Objectives	Activities	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December of 2018, 6 staff participates in community health initiatives focused on addictions reduction.	Maternal and Child Sub Group of the Healthier Muskingum County Network	General community	Zanesville-Muskingum County Health Department, Muskingum Behavioral Health, Muskingum Valley Health Centers	Women’s and Children’s Services	2 staff members participate in the Sub Group and Network	2 staff members participate in the Sub Group and Network	2 staff members participate in the Sub Group and Network
	Coalition for a Healthy Drug Free Muskingum	Poverty population	Muskingum Behavioral Health	Women’s and Children’s Services and	1 staff member participates in the Coalition for a Healthy Drug	1 staff member participates in the Coalition for a Healthy	1 staff member participates in the Coalition for a Healthy Drug

				Behavioral Health	Free Muskingum	Drug Free Muskingum	Free Muskingum
	Guernsey CHOICES	Poverty population	Mental Health Recovery and Services Board	Behavioral Health	1 staff member participates in the Guernsey CHOICE group	1 staff member participates in the Guernsey CHOICE group	1 staff member participates in the Guernsey CHOICE group
	Guernsey “Clean Start”	Poverty population	Muskingum Behavioral Health; Mental Health Recovery and Services Board	Women’s and Children’s Services	1 staff member participates in the Guernsey “Clean Start”	1 staff member participates in the Guernsey “Clean Start”	1 staff member participates in the Guernsey “Clean Start”
	Perry Drug Coalition	Poverty population	Muskingum Behavioral Health	Behavioral Health	Explore participation in this group	1 staff members participates in the Perry Drug Coalition	1 staff members participates in the Perry Drug Coalition
	Planning group focused on detox services needed in community	Poverty population	Muskingum Behavioral Health, Mental Health Recovery and Services Board, Six County Inc., Muskingum Valley Health Centers	Behavioral Health	1 staff participates in planning for detox services possibility in the local area	1 staff participates in planning for detox services possibility in the local area	1 staff participates in planning for detox services possibility in the local area

Planning Group Members: Genesis: Sister Maureen Anne Shepard, Jody Stones, Jacque Haynes, Sue Hoover, Colisa Glass, Mary Kitzig, Sharon Parker, Tisha Babcock, Mari Varhola; Zanesville-Muskingum County Health Department- Cesley Haze, Muskingum Valley Health Centers-Jeannie Blake, Six County, Inc.- James McDonald, Muskingum Behavioral Health- Steve Carrel, Mental Health Recovery and Services Board-Vickie Hare

Diabetes

Goal: Increase the prevention of diabetes and improve the glycemic control for those with diabetes in the Genesis service area

Brief Description of Issue: Diabetes is the seventh leading cause of death in the Genesis service area. The percentage of adults that report having been diagnosed as having diabetes for the service area is higher compared to Ohio and has risen over the last several years.

Strategic Focus: Genesis will provide and/or participate in: community health promotion/outreach events, community-based clinical services, and healthcare professional education focused on diabetes.

Community Health Promotion/Outreach Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December 2018, 530 persons attend community presentations on diabetes.	Provide community health promotion events focused on diabetes	Poverty population General community		Population Health and Wellness	160 persons attend diabetes presentations	176 persons attend diabetes presentations	194 persons attend diabetes presentations
Community-based Clinical Services Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December 2018, 331 persons receive glucose screening to assess diabetes risk.	Screen community members for glucose	Poverty population General community		Population Health and Wellness	100 persons receive glucose screening	110 persons receive glucose screening	121 persons receive glucose screening
Healthcare Professional Education Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December of	Train	General		Population	70 persons	77 persons attend	85 persons

2018, 232 persons participate in health professional education initiatives focused on diabetes.	healthcare professionals and school personnel on diabetes issues	community		Health and Wellness	attend healthcare professional training on diabetes	healthcare professional training on diabetes	attend healthcare professional training on diabetes
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Planning Group Members: Jody Stones, Heather Shuster

Heart Disease

Goal: Decrease cardiovascular disease through preventive screening and education in the Genesis service area

Brief Description of Issue: Heart disease is the second leading cause of death in the Genesis service area. Muskingum, Noble, and Morgan counties rates are lower than Ohio with Guernsey, Perry, and Coshocton counties rates being higher.

Strategic Focus: Genesis will provide and/or participate in: community health promotion/outreach events, community-based clinical services, health professional education, and provide cash contributions focused on screening and prevention of heart and vascular diseases.

Health Promotion/ Outreach Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017Outcomes	2018 Outcomes
By December 2018, 55 persons attend community presentations on heart and vascular issues.	Cardiovascular physicians provide presentations to the community on heart and vascular topics	Poverty population General community	Genesis physicians	Heart and Vascular Services	Develop opportunities for physicians to provide presentations in the community on heart and vascular topics	25 persons participate in presentations by physicians on heart and vascular topics	30 persons participate in presentations by physicians on heart and vascular topics
Community-based Clinical Services Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017Outcomes	2018 Outcomes
By December 2018, 464 persons receive lower level peripheral artery screening, blood pressure, and health risk appraisals at	Provide lower level peripheral artery screening, blood pressure, and health risk appraisals at	General community		Heart and Vascular Services	140 person receive screening for peripheral artery screening, blood pressure, and health risk	154 person receive screening for peripheral artery screening, blood pressure, and health risk	170 person receive screening for peripheral artery screening, blood pressure, and health risk

and/or health risk appraisals to assess cardiovascular risk.	community events				appraisals	appraisals	appraisals
Healthcare Professional Education Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017Outcomes	2018 Outcomes
By December of 2018, 19 persons participate in health professional education initiatives focused cardiovascular practices.	Provide training and mentoring to other facilities for healthcare providers related to cardiovascular practices	Healthcare providers from other area hospitals		Heart and Vascular Services	4 persons receive healthcare professional training on cardiovascular practices	6 persons receive healthcare professional training on cardiovascular practices	9 persons receive healthcare professional training on cardiovascular practices
In-Kind and Cash Contributions	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017Outcomes	2018 Outcomes
By December 2018, fund \$15,000 for the licensure for the EKG transmission equipment in ambulances in six counties.	Genesis pays \$5,000 per year for the licensure with Physio Control for the EKG transmission equipment that is housed in ambulances in six counties	General community	Community ambulances	Heart and Vascular Services	Fund \$5,000 for the licensure with Physio Control for the EKG transmission equipment in ambulances	Fund \$5,000 for the licensure with Physio Control for the EKG transmission equipment in ambulances	Fund \$5,000 for the licensure with Physio Control for the EKG transmission equipment in ambulances

Planning Group Members: Jody Stones and Cheryl Jorge

Obesity Reduction

Goal: Reduce obesity rates in the Genesis service area

Brief Description of Issue: The Obesity Reduction Planning Group was formed to address Top Priority Chronic Conditions Heart Disease with its related Priority Risk Factors of Obesity, Unhealthy Eating, and Physical Inactivity. A Top Priority Health Issue for Mothers and Children of Children Overweight was also addressed. The Genesis service area has a higher reported Body Mass Index than Ohio. The percent of those reporting eating less than five fruits and vegetables per day for the service area is higher than Ohio. Also, those in the service area are reporting less physical activity compared to Ohio. In the Genesis service area the average percentage of the children overweight/obese is slightly less than Ohio. Morgan and Guernsey counties children are at higher risk than the other four counties.

Strategic Focus: Genesis will provide and/or participate in: community education programs, community health promotion/outreach events, and participate in community health initiatives focused on obesity reduction.

Community Education Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December of 2018, a total of 120 children and 3,947 adults participate in programs focused on physical activity and healthy eating.	“Shaping Futures”	Children ages 6-16 years of age Poverty population General community	Muskingum Recreation Center	Population Health and Wellness	36 children and 36 adults attend Shaping Futures Program	40 children and 40 attend Shaping Futures Program	44 children and 44 adults attend Shaping Futures Program

	“Walk with A Doc”	General community	Genesis Heart & Vascular Services, Neuroscience Services, Cancer Services, & Women’s and Children’s Services	Population Health and Wellness	200 adults attend the “Walk with A Doc” program	220 adults attend the “Walk with A Doc” program	242 adults attend the “Walk with A Doc” program
	“Breastfeeding Support for Success”, “Pre-natal Breastfeeding”	Poverty population General community	Zanesville-Muskingum County Health Department, WIC, Muskingum Valley Health Center	Women’s and Children’s Services	184 persons attend breastfeeding classes	202 persons attend breastfeeding classes	222 persons attend breastfeeding classes
	“Genesis Risk Intervention Program”	General community	Genesis Population Health and Wellness	Population Health and Wellness	136 adults attend Genesis Risk Intervention Program	150 adults attend Genesis Risk Intervention Program	165 adults attend Genesis Risk Intervention Program
	“Parkinson’s Exercise Class”	General community	Genesis Population Health and Wellness	Neuroscience Services	580 adults attend Parkinson’s Exercise Classes	638 attend Parkinson’s Exercise Classes	702 attend Parkinson’s Exercise Classes level
	“Diabetes Exercise Class”	General community		Population Health and Wellness	56 adults attend Diabetes Exercise Classes	62 adults attend Diabetes Exercise Classes	68 adults attend Diabetes Exercise Classes
	Refer community members for free	Poverty population General	Nautilus, Muskingum Recreation Center	Cancer Services	Solidify partnerships with community resources to	New community members have access to physical activity classes	Expand the number of facilities offering free classes

	introductory physical activity classes	community			offer classes	and document attendance	
Community Health Promotion/Outreach Objectives	Programs	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December, 2018 22,172 people like a post on the “Muskingum Moves” Facebook page.	“Muskingum Moves” Group Facebook page: <ul style="list-style-type: none"> • Cancer Services will provide cancer risk reduction through nutrition and PA • Health tips, recipes, and other information are provided monthly 	General community	Genesis Population Health and Wellness, Heart & Vascular Services, Neuroscience, Cancer, & Women’s and Children Services; Zanesville-Muskingum County Health Department	Population Health and Wellness	6,780 people like a post on the “Muskingum Moves” Facebook page	7,458 people like a post on the “Muskingum Moves” Facebook page	7,934 people like a post on the “Muskingum Moves” Facebook page
Community Health Initiatives Addressing Obesity Reduction Objectives	Programs	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes

By December, 2018, 3 staff participates in community health initiatives to reduce obesity.	Healthier Muskingum County Network	Poverty population General community	Zanesville-Muskingum County Health Department and multiple agencies and organizations from Muskingum County	Mission	1 staff participates in collaboration on a regular basis	1 staff participates in collaboration on a regular basis	1 staff participates in collaboration on a regular basis
	Muskingum Moves	General community	Muskingum Recreation Center Fieldhouse Inc., and Foundation, Dr. Stephen Ulrich, Zanesville-Muskingum County Health Department	Population Health and Wellness	1 staff participates in collaboration on a regular basis	1 staff participates in collaboration on a regular basis	1 staff participates in collaboration on a regular basis
	Perry Neighborhood Connections	General community	Perry County Health Department	Population Health and Wellness	1 staff participates in collaboration on a regular basis	1 staff participates in collaboration on a regular basis	1 staff participates in collaboration on a regular basis

Planning Group Members: Genesis: Sister Maureen Anne Shepard, Jody Stones, Bonnie Shutt, Heather Shuster, Lisa Lynn, Cheryl Jorge, Colisa Glass, Stacey Shreyer, Sarah Brauning; Muskingum Recreation Center- Kenzie Brune, Muskingum Valley Health Centers-Jeannie Blake, Perry County Health Department-Debbie Raney, Zanesville-Muskingum County Health Department-Kylie Jones

Chronic Breathing Problems

Goal: Decrease the complications related to chronic breathing problems in the Genesis service area

Brief Description of Issue: When describing the Top Priority Chronic Condition of Chronic Breathing Problems, chronic breathing problems include chronic lower respiratory disease which is the number three leading cause of death in the Genesis service area. The rates per population of chronic lower respiratory diseases in the service area are higher than Ohio.

Strategic Focus: Genesis will provide and/or participate in: community health promotion/outreach events, community based clinical services, support groups, health professional education, and participate in community health initiatives focused on chronic breathing problems.

Community Health Promotion/Outreach Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December 2018, 3,310 persons participate in chronic breathing problems community health promotion/ outreach events.	Community health fairs, presentations, and awareness campaigns focused on chronic breathing problems, particularly asthma	Poverty population General community		Pulmonary Administration	1,000 persons participate in community health promotion events and presentations focused on chronic breathing problems	1,100 persons participate in community health promotion events and presentations focused on chronic breathing problems	1,210 persons participate in community health promotion events and presentations focused on chronic breathing problems
Community-based Clinical Services	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December 2018, 331 persons participate in spirometry, pulse ox,	Provide spirometry, pulse ox, and blood pressure	Poverty population General		Pulmonary Administration	Screen 100 persons for spirometry, pulse ox, and	Screen 110 persons for spirometry, pulse ox, and	Screen 121 persons for spirometry, pulse ox, and

and blood pressure screenings.	screenings in the community	community			blood pressure	blood pressure	blood pressure
Support Group Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December 2018, 151 persons participate in the Better Breathing Club.	Better breathing club	Poverty population General community		Pulmonary Administration	46 persons attend the Better Breathing Club	50 persons attend the Better Breathing Club	55 persons attend the Better Breathing Club
Health Professional Education Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December of 2018, 42 persons participate in health professional education initiatives focused on chronic breathing problems.	Training of home health, nursing homes and Muskingum Valley Health Centers staff on chronic breathing issues	Senior populations Poverty population General community	Muskingum Valley Health Centers	Pulmonary Administration	Develop health professional trainings for chronic breathing problems based on the highest needs for education.	Train 20 healthcare professionals on chronic breathing issues	Train 22 healthcare professionals on chronic breathing issues
Community Health Initiatives Focused on Chronic Breathing Problems Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December of 2018, 7 staff participates in community health initiatives focused on	Ohio Black Lung Advisory Board	General community		Pulmonary Administration	1 staff participates in Ohio Black Lung Advisory	1 staff participates in Ohio Black Lung Advisory	1 staff participates in Ohio Black Lung Advisory

chronic breathing problems.					Board	Board	Board
	American Association of Cardiovascular and Pulmonary Rehabilitation	General community		Pulmonary Administration	1 staff participates in American Association of Cardiovascular and Pulmonary Rehabilitation	1 staff participates in American Association of Cardiovascular and Pulmonary Rehabilitation	1 staff participates in American Association of Cardiovascular and Pulmonary Rehabilitation
	National Institute for Occupational Safety and Health	General community		Pulmonary Administration	1 staff participates in National Institute for Occupational Safety and Health	1 staff participates in National Institute for Occupational Safety and Health	1 staff participates in National Institute for Occupational Safety and Health
	National Black Lung Coalition	General community		Pulmonary Administration	1 staff participates in National Black Lung Coalition	1 staff participates in National Black Lung Coalition	1 staff participates in National Black Lung Coalition
	Local United Mine Workers of America	Poverty population General community		Pulmonary Administration	1 staff participates in Local United Mine Workers of America	1 staff participates in Local United Mine Workers of America	1 staff participates in Local United Mine Workers of America
	Muskingum County Senior Task Force	Senior population		Pulmonary Administration	1 staff participates in Muskingum County Senior Task Force	1 staff participates in Muskingum County Senior Task Force	1 staff participates in Muskingum County Senior Task Force
	Perry County	Senior		Pulmonary	1 staff	1 staff	1 staff

	Senior Task Force	population		Administration	participates in Perry County Senior Task Force	participates in Perry County Senior Task Force	participates in Perry County Senior Task Force
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Planning Group Members: Jody Stones, Tisha Babcock, Nichole Hall, Stacey Stewart, Mari Varhola, Joy Stashonsky, Monica Gamble

Joint And Back Pain

Goal: Reduce the burden of joint and back pain for community members in the Genesis service area

Brief Description of Issue: Joint pain can be caused by many conditions. However, arthritis is the major cause. In the Genesis service area, the rate per population of Medicare beneficiaries with arthritis is lower than Ohio.

Strategic Focus: Genesis will provide and/or participate in: community education programs and support groups focused on joint and back pain.

Community Education Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December 2018, 166 persons participate in joint/back pain related community education programs.	Provide back pain classes	General community		Neuroscience Services	50 persons attend back pain classes	55 persons attend back pain classes	61 persons attend back pain classes
Support Group Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December 2018, 67 persons participate in pain management/fibromyalgia support groups.	Pain Partnership Support Group	General community		Neuroscience Services	20 persons participate in Pain Partnership Support Group	22 persons participate in Pain Partnership Support Group	25 persons participate in Pain Partnership Support Group

Joint and Back Pain Planning Group Members: Jody Stones, Keela Barker

Stroke

Goal: Reduce the risk and burden of strokes in the Genesis service area

Brief Description of Issue: Strokes are the sixth leading cause of death for the Genesis service area. Overall, the service area rate for strokes per population is higher than Ohio. Noble and Perry counties have higher rates of strokes per population than the other counties. Also, a Priority Risk Factor for strokes is high blood pressure. Those reporting being diagnosed with high blood pressure in the service area is higher than Ohio.

Strategic Focus: Genesis will provide and/or participate in: health promotion/outreach events, community-based clinical services, support groups, and participate in community health initiatives focused on stroke risk reduction.

Community Health Promotion/ Outreach Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December 2018, 20,100 persons view a health promotion campaign focused on hypertension reduction.	Promote High Blood pressure month in the community and encourage “know your numbers”	General Community	WHIZ and Times Recorder	Neuroscience Services	Design a promotional campaign focused on high blood pressure reduction	10,000 persons view a blood pressure health promotion campaign	10,100 persons view a blood pressure health promotion campaign
Community Based Clinical Services Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December 2018, screen 1,068 persons for concussion impact testing and blood	Concussion impact testing	School age youth	Area Schools	Neuroscience Services	175 youth participate in concussion impact testing	190 youth participate in concussion impact testing	208 youth participate in concussion impact testing
	Blood pressure	Poverty	Local feeding	Neuroscience	Screen 150	Screen 165	Screen 180

pressure.	screening	population	centers	Services	persons for blood pressure	persons for blood pressure	persons for blood pressure
Support Group Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December 2018, 946 persons attend the Brain Injury Support Group and the Caring for Caregivers Support Group.	Brain Injury Support group	General community		Neuroscience Services	275 persons participate in Brain Injury Support Group	302 persons participate in Brain Injury Support Group	332 persons participate in Brain Injury Support Group
	Caring for Caregivers Support Group	General community		Neuroscience Services	10 persons participate in Caring for Caregivers Support Group	12 persons participate in Caring for Caregivers Support Group	15 persons participate in Caring for Caregivers Support Group
Community Health Initiatives Addressing Strokes Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December of 2018, 1 staff participates in The Carr Center.	The Carr Center	Senior population		Neuroscience Services	1 staff participates in their meetings at the Carr Center	1 staff participates in their meetings at the Carr Center	1 staff participates in their meetings at the Carr Center

Planning Group Members: Jody Stones, Keela Barker

Children with Disabilities

Goal: Reduce the frequency and burden for children with disabilities in the Genesis service area

Brief Description of Issue: In Ohio, the percentage of children with special healthcare needs has almost doubled in the last eleven years.

Strategic Focus: Genesis will provide and/or participate in: healthcare support services and community health initiatives focused on children with disabilities.

Healthcare Support Services Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December 2018, provide 51 mothers support services for children with disabilities.	Follow-up with mothers of children with disabilities for community support services	Poverty population	WIC, BCMH, Muskingum Valley Health Centers, Help Me Grow, Zanesville-Muskingum County Health Department's Home visits program	Women's and Children's Services	Follow 15 mothers for services for children with disabilities	Follow 17 mothers for services for children with disabilities	Follow 19 mothers for services for children with disabilities
Community Health Initiatives Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December of 2018, 2 staff participates in community health initiatives focused on children with disabilities.	Review data from EPIC that would describe the burden of children with disabilities in the service area	General community	Mission, Zanesville-Muskingum County Health Department, EPIC Information Technology staff	Women's and Children's Services	2 staff participate in data collection for children with disabilities	2 staff participate in data collection for children with disabilities	2 staff participate in data collection for children with disabilities

Planning Group Members: Jody Stones, Sue Hoover

Other Community Benefit Initiatives

Goal: To provide community initiatives focused on additional health needs identified by Genesis for their service area

Brief Description of Issue: Genesis service lines have recognized other health needs in the community not identified in the CHNA. These health needs are addressed by Community Benefit initiatives through the service lines listed below, focused on various target populations.

Strategic Focus: Genesis will provide and/or participate in: community education programs, community health promotion/outreach events, community-based clinical services, healthcare support services, health professional education, healthcare support services, and participate in community health initiatives focused on other health needs identified by Genesis.

Community Education Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December 2018, 11,493 persons participate in other health related community education programs.	Classes/programs on priority health topics	General community		Marketing/ Outreach	30 persons participate in the classes/ programs	33 persons participate in the classes/ programs	37 persons participate in the classes/ programs
	Advance Directive materials and education	General Community		Spiritual Care	Provide 12 persons Advance Directives education	Provide 14 persons Advance Directives education	Provide 16 persons Advance Directives education
	Cardio-pulmonary Resuscitation classes	College students	Zane State College	Educational Services	Process 264 persons when completing Cardio-pulmonary Resuscitation training	Process 290 persons when completing Cardio-pulmonary Resuscitation training	Process 319 persons when completing Cardio-pulmonary Resuscitation training
	Childbirth classes including	General community	Muskingum Valley	Women's and Children's	266 persons participate in	293 persons participate in	322 persons participate in

	“Lamaze”, childbirth preparation, and “Baby Basics”		Health Centers	Services	childbirth classes	childbirth classes	childbirth classes
	Classes for children such as “Babysitting” and “Sibling” classes	General community		Women’s and Children’s Services	47 persons participate in youth classes	52 persons participate in youth classes	58 persons participate in youth classes
	The “Health Library” is managed on GHS website available to public for health information.	General community		Marketing/ Outreach	500 people visit the “Health Library” for health information on the Genesis website	550 people visit the “Health Library” for health information on the Genesis website	605 people visit the “Health Library” for health information on the Genesis website
	Physician health topic videos produced and placed on Genesis website for education	General community		Marketing/ Outreach	1,142 persons watch the Genesis physician videos on UTube	1,256 persons watch the Genesis physician videos on UTube	1,381 persons watch the Genesis physician videos on UTube
	Health providers will complete presentations for the community on priority health topics	General community		Marketing/ Outreach	60 persons attend physician talks	66 persons attend physician talks	73 persons attend physician talks
	Genesis purchases space and places health	General community		Marketing/ Outreach	500 persons visit the “Healthwise”	550 persons visit the “Healthwise”	605 persons visit the “Healthwise”

	information on the “Healthwise” page of the Times Recorder website				page	page	page
	Community education programs such as: “Understanding Hospice Care” And Advance Directives and CODE status”	General community		Genesis Hospice and Palliative Care/Caregivers	300 persons participate in community education programs	330 persons participate in community education programs	363 persons participate in community education programs
	Classes such as “Matter of Balance” and “Senior Lifestyle and Injury Prevention”	Senior population		Trauma	350 persons participate in community education programs	385 persons participate in community education programs	424 persons participate in community education programs
Community Health Promotion/Outreach Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December 2018, 61,644 persons participate in other health related community health promotion/ outreach events.	Participate in events for health promotion related to priority health issues	General community		Marketing/ Outreach	2,864 persons participate in health promotion/ outreach initiatives	3,150 persons participate in health promotion/ outreach initiatives	3,465 persons participate in health promotion/ outreach initiatives
	Community events such as: “Healing After Infant Loss:	Poverty population General	Domestic Violence Coalition	Women’s and Children’s Services	145 persons participate in community events	160 persons participate in community events	176 persons participate in community events

	Walk To Remember” and Domestic Violence Coalition “Walk A Mile in my Shoes”	community					
	Community awareness events and initiatives such as: “Ethics Symposium”, Veteran’s recognition events, and health fairs	General community Veterans population	North Terrace Church, Muskingum County Senior Center	Genesis Hospice and Palliative Care/Caregivers	6,460 persons attend health promotion events and symposiums	7,106 persons attend health promotion events and symposiums	7,817 persons attend health promotion events and symposiums
	Community presentations, health fairs, and community awareness activities such as: driving simulators, “Safety Town”, Car Seat Checks”, and “Think First” and brake reaction time activities	Youth General community		Trauma	10,000 persons participate in community health promotion events and presentations	10,100 persons participate in community health promotion events and presentations	10,201 persons participate in community health promotion events and presentations
Community-based Clinical Services Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December 2018,	Fall risk	Seniors		Trauma	110 persons	120 persons	132 persons

372 senior community members participate in fall risk screenings and brake reaction time tests.	screenings including falls risk and brake reaction times tests	population General community			participate in falls risk screening and brake reaction time tests	participate in falls risk screening and brake reaction time tests	participate in falls risk screening and brake reaction time tests
Healthcare Professional Education Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December of 2018, 4,561 persons participate in health professional education initiatives focused on clinical and non-clinical healthcare related training and rotations, hospice, and falls prevention, safety and advanced life support.	Healthcare student observations	Students in health related degrees	Local colleges	Volunteer Services	430 students complete observations	473 students complete observations	520 students complete observations
	Non-clinical internships healthcare administration	College students in healthcare administration or health related degrees	Muskingum University, Ohio University of Zanesville	Educational Services	8 students complete internships for non-clinical studies	10 students complete internships for non-clinical studies	12 students complete internships for non-clinical studies
	Nursing (BSN, AND, LPN, MSN), occupational, physical, respiratory, radiology, dietary, imaging, multi-skill technician, surgical technology, phlebotomy, social work, speech/language	Nursing students	Muskingum University, Mount Vernon, Ohio University of Zanesville, Zane State College	Educational Services	700 students complete clinical rotations	770 students complete clinical rotations	803 students complete clinical rotations

	pathology, psychology, sonography, audiology, exercise physiology, health information technology clinical internships/ rotations						
	Medical residencies such as nurse practitioners, medical residents, physicians assistants	Advanced practice medical students	Ohio medical schools	Credentialing	50 advanced practice medical students complete rotations	55 advanced practice medical students complete rotations	61 advanced practice medical students complete rotations
	Care provider trainings such as: “Understanding End-of-Life Care” and “Decision Making Capacity Crucial to the Principle of Autonomy”	Caregivers Veteran population	Caregivers, assisted living, and nursing homes, General community	Genesis Hospice and Palliative Care/Caregivers	100 persons participate in Hospice training	110 persons participate in Hospice training	121 persons participate in Hospice training
	Provide community agencies, EMS and other groups	EMS, community agencies	Genesis COOR	Trauma	Train 105 persons in falls prevention,	Train 111 persons in falls prevention,	Train 122 persons in falls prevention, safety and

	training on falls prevention, safety, and “Advanced Trauma Life Support”	Other community groups Physicians, Nurse Practitioners, and Physician's Assistants			safety and “Advanced Trauma Life Support”	safety and “Advanced Trauma Life Support”	“Advanced Trauma Life Support”
Health Care Support Services Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December 2018, provide 88,119 persons support services for Nurse Line calls and community screening follow-up.	Provide call in services for healthcare questions through the Nurse Line	General community	Medical practices	NurseLine	Document 26,372 calls for the Nurse Line	Document 29,009 calls for the Nurse Line	Document 31,910 calls for the Nurse Line
	Provide follow-up phone calls from screening events in the community	General community		Marketing/ Outreach	250 persons receive follow-up calls from screenings	275 persons receive follow-up calls from screenings	303 persons receive follow-up calls from screenings
Community Health Initiatives Objectives	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December of 2018, 16 staff participates in community health initiatives focused sexual assault, seniors & Veterans health	S.A.N.E.	Poverty population General community		Women’s and Children’s Services	1 staff participates in S.A.N.E.	1 staff participates in S.A.N.E.	1 staff participates in S.A.N.E.
	Muskingum	Senior		Genesis Hospice	2 staff	2 staff	2 staff

issues and end of life care, and injury prevention.	County Senior Task Force	population Veteran population, General community		and Palliative Care/Caregivers Marketing/ Outreach	participates in Muskingum County Senior Task Force	participates in Muskingum County Senior Task Force	participates in Muskingum County Senior Task Force
	Ohio Hospice Veterans Partnership	Senior population Veteran population, General community		Genesis Hospice and Palliative Care/Caregivers	1 staff participates in Ohio Hospice Veterans Partnership	1 staff participates in Ohio Hospice Veterans Partnership	1 staff participates in Ohio Hospice Veterans Partnership
	The Oaks Advisory Board	Senior population General community	The Oaks	Genesis Hospice and Palliative Care/Caregivers	1 staff participates in The Oaks Advisory Board	1 staff participates in The Oaks Advisory Board	1 staff participates in The Oaks Advisory Board
	Advance Directives Task Force	General community	Spiritual Care and Task Force Members	Spiritual Care	3 staff participate in the Advance Directives Task Force	3 staff participate in the Advance Directives Task Force	3 staff participate in the Advance Directives Task Force
	Ohio Injury Prevention Partnership	General community		Trauma	1 staff participates in Ohio Injury Prevention Partnership	1 staff participates in Ohio Injury Prevention Partnership	1 staff participates in Ohio Injury Prevention Partnership
	Ohio Society of Trauma Nurse Leaders	General community		Trauma	2 staff participates in Ohio Society	2 staff participates in Ohio Society	2 staff participates in Ohio Society of

					of Trauma Nurse Leaders	of Trauma Nurse Leaders	Trauma Nurse Leaders
	Midwest Injury Prevention Alliance	General community		Trauma	1 staff participates in Midwest Injury Prevention Alliance	1 staff participates in Midwest Injury Prevention Alliance	1 staff participates in Midwest Injury Prevention Alliance
	Central Ohio Trauma System Education Sub Committee	General community	Central Ohio Trauma System	Trauma	1 staff participates in Central Ohio Trauma System	1 staff participates in Central Ohio Trauma System	1 staff participates in Central Ohio Trauma System
	Council on Community Resources	General community		Marketing/ Outreach	1 staff participates in Council on Community Resources	1 staff participates in Council on Community Resources	1 staff participates in Council on Community Resources
	T.O.T.S. for Perry County	Youth		Marketing/ Outreach	1 staff participates in T.O.T.S. for Perry County	1 staff participates in T.O.T.S. for Perry County	1 staff participates in T.O.T.S. for Perry County
	Muskingum Moves	General community		Marketing/ Outreach	1 staff participates in Muskingum Moves	1 staff participates in Muskingum Moves	1 staff participates in Muskingum Moves
In-Kind and Cash Contributions	Initiatives	Target Population	Partners	Accountable Department	2016 Outcomes	2017 Outcomes	2018 Outcomes
By December 2018, contribute \$75,000 to United Way of Muskingum, Perry, and Morgan for the	United Way of Muskingum, Perry, and Morgan's Community	Poverty population General community		Administration	Donate \$25,000 to the United Way's Community Impact	Donate \$25,000 to the United Way's Community Impact	Donate \$25,000 to the United Way's Community Impact

Community Impact Coordinator and their efforts for the Community Impact initiatives.	Impact Program				Initiatives	Initiatives	Initiatives
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