

COMMUNITY BENEFIT 2019-2021 IMPLEMENTATION STRATEGY

BASED ON 2018 COMMUNITY HEALTH NEEDS ASSESSMENT



Genesis
HEALTHCARE SYSTEM

Better Begins Here

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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 Catholic community 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, the first to become a fully accredited Chest Pain Center Chest Pan Center in Southeastern Ohio, Level III trauma care, a Level II neonatal intermediate care unit, neurosurgery, a Primary Stroke Certification, and comprehensive cancer care 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 (2018 CHNA) was conducted in 2018. Based on the 2018 CHNA results, GENESIS has adopted the 2019-2021 Community Benefit Implementation Strategy for each of the top health priorities identified in the 2018 CHNA.

2018 Community Health Needs Assessment (2018 CHNA)

GENESIS conducted the 2018 CHNA 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 a Prioritization Group was formed and functioned to identify and prioritize the top health issues within the GENESIS Service Area (GSA). The 2018 CHNA was approved in November of 2018 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.

Community Benefit 2019-2021 Implementation Strategy

The Community Benefit 2019-2021 Implementation Strategy is a written plan that addresses each of the community health needs identified in the 2018 CHNA. The Service Lines tailored their plans to meet the needs identified in the 2018 CHNA and took into account specific programs, resources and priorities for the community. The Service Lines involved in the design of this Strategy include: Behavioral Health, Cancer Services, Heart & Vascular Services, Trauma Services, Neuroscience & Orthopedic Center, Rehabilitation & Ambulatory Services, Center for Occupational and Outpatient Rehabilitation, NurseLine, Volunteer Services, Spiritual Care, Women's & Children's Services, Population Health & Wellness, Cardiac Rehab, Diabetes & Nutrition Services, Pulmonary Administration/Lung Clinic, Educational Services, Medical Staff Services/Credentialing, Patient Experience, Marketing & Public Relations, and Hospice & Palliative Care.

GENESIS would like to give a special thanks to their community partners: Kylie Jones & Diana Zato (Zanesville Muskingum County Health Department), Kylie Emmert Muskingum Valley Health Centers, Meg Dedrick United Way of Muskingum, Perry & Morgan Counties, Rebecca Aber (Morgan County Health Department), Angie Feldner & Samantha Hesson (Noble County Health Department).

A special thanks also goes to the following GENESIS Service Line staff: Tabitha McKenzie Heart & Vascular Services, Tisha Babcock Pulmonary Services, Keela Barker Rehabilitation & Ambulatory Services, Sue Hoover Women's & Children's Services, Mary Kitzig Population Health & Wellness, Denise Williams Behavioral Health, Linda Bowers Marketing & Public Relations, and Sister Maureen Anne Shepard & Jody Stones from Mission.

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 2019-2021 period. These changes will be noted each year in the annual Evaluation Report.

Social Determinant Affecting Health for the GSA

All six counties in the GSA 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:

- A higher percentage of houses are built before 1939, putting residents at risk of lead and asbestos,
- Persons living in poverty are at a higher risk of food insecurity and the percentage of children at risk of food insecurity is higher,
- Unemployment rates have decreased, but unemployment rates are still higher than Ohio,
- Families have lower median household incomes,
- Poverty levels are higher for the general community, seniors, and children,

- Crime rates are lower, but drug offenses increased,
- Rate of children suffering neglect and abuse is higher,
- More residents ride alone to work, less use public transportation, and more walk,
- Children have lower reading and math proficiency,

There are three factors of a positive note; air quality is higher, crime rates are lower, and graduation rates for high school are higher.

Initiatives for the Community Benefit 2019-2021 Implementation Strategy 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 Jody Stones Community Benefit Consultant at jstones@Genesishcs.org with feedback on the Community Benefit 2019-2021 Implementation Strategy.

Evaluation Plan

The Community Benefit 2019-2021 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 Service Lines 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 Senior Leadership Team, GENESIS Quality Committee, and the Board of Directors.

Community Benefit 2019-2021 Implementation Strategy Focus Areas and Objectives

The 2018 CHNA identified top priority chronic conditions, risk associated with chronic conditions, issues for mothers, children, and infants, and access to care issues. The Community Benefit 2019-2021 Implementation Strategy will focus on all the major areas except access to care (2018 CHNA pages 12-39). Access to care is a focus of the GENESIS Strategic Plan and initiatives focused on access to care are implemented through Administration and the Senior Leadership Team. The top health priorities from the 2018 CHNA, which are the focus of the Community Benefit

2019-2021 Implementation Strategy, are listed below accompanied by the reference page where that priority area is located in the 2018 CHNA document.

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

1. Addictions/Mental Health Issues (2018 CHNA page 12); Risks Associated with Addictions/Mental Health Issues: Alcohol Overuse (2018 CHNA page 20), Bullying (2018 CHNA page 22), Child Neglect/Abuse (2018 CHNA page 24), Communicable Diseases (2018 CHNA page 24), Domestic Violence (2018 CHNA page 26), Elder Neglect/Abuse (2018 CHNA page 26), Need Detox (2018 CHNA 30), Neonatal Abstinence Syndrome Babies (2018 CHNA page 30), Opioid Use (2018 CHNA page 31), Residential Housing for Addictions (2018 CHNA page 34), Sexual Assault (2018 CHNA page 34), Suicide (2018 CHNA page 34), Tobacco Use (2018 CHNA page 34), & Violence (2018 CHNA page 35)
2. Heart Disease (2018 CHNA page 14); Risks Associated with Heart Disease: Access to Healthy Foods (2018 CHNA page 20), Diabetes (2018 CHNA page 25), High Cholesterol (2018 CHNA page 28), Lack of Sleep (2018 CHNA 29), Overweight/Obese (2018 CHNA page 32), & Physical Inactivity (2018 CHNA page 33)
3. Cancer (2018 CHNA page 15); Risks Associated with Cancer: Cancer Screening (2018 CHNA page 23)
4. Chronic Lung Conditions (2018 CHNA page 17); Risks Associated with Chronic Lung Conditions: Asthma (2018 CHNA page 21) & Black Lung (2018 CHNA page 22)
5. Strokes (2018 CHNA page 17); Risks Associated with Strokes: High Blood Pressure (2018 CHNA page 28)
6. Unintentional Injuries/Accidents (2018 CHNA page 18); Risks Associated with Unintentional Injuries/Accidents: Arthritis (2018 CHNA page 21), Falls (2018 CHNA page 27), Firearms (2018 CHNA page 27), Joint & Back Pain (2018 CHNA page 29), Motor Vehicle Accidents (2018 CHNA page 30), Poisoning (2018 CHNA page 33), & Workplace Related Injuries (2018 CHNA page 35), &
7. Alzheimer's Disease (2018 CHNA page 19).

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

1. Babies Born Three or more Weeks before It was Due (2018 CHNA page 36),
2. Low Birth Weight (2018 CHNA page 37),
3. Babies Born Addicted (See Neonatal Abstinence Syndrome Babies 2018 CHNA page 30),
4. Children with Disabilities (2018 CHNA page 37),
5. First Trimester Prenatal Care (2018 CHNA page 38),
6. Teen Births (2018 CHNA page 38),
7. Childhood Lead (2018 CHNA page 39), &
8. Unwed Births (2018 CHNA page 39).

The **Top Priorities for Access to Care** include:

1. Risk associated with Addictions/Mental Illness: Mental Health Provider Ratio (2018 CHNA page 30)
2. Access to Primary Care Physicians (2018 CHNA page 39),
3. Access to Health Insurance (2018 CHNA page 40), &
4. Access to Dental Providers (2018 CHNA page 41).

Access to care is a focus of the GENESIS Strategic Plan, Journey to Inspired Care 2020, and initiatives on access to care are implemented through Administration, Service Line Directors, and GENESIS Physician Services.

Service Lines addressing the top chronic conditions and issues for mothers, children, and infants planned the design of the Community Benefit 2019-2021 Implementation Strategy. GENESIS will collaboratively to address addictions to tobacco, alcohol, and drugs and includes the issues related to addicted mothers and babies. The chart on the next page is a summary of the Service Line projected outcomes for each goal area for the number of persons served for 2019, 2020, and 2021.

Goal Areas	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
Addictions/Mental Health	1,416	1,416	1,416
Heart Disease	11,794	11,794	11,794
Cancer	556	556	556
Chronic Lung Conditions	1,573	1,573	1,573
Unintentional Injuries/Accidents	9,745	9,745	9,745
Strokes	492	492	492
Alzheimer's Disease	150	150	150
Mothers, Children, and Infants	2,166	2,166	2,166
Other Community Benefit Initiatives	82,146	82,146	82,146
Annual Projected Total of Persons Served	110,038	110,038	110,038

Each of the sections of the Strategy include the priority area goal, strategic focus, objectives, initiatives, risks associated with the chronic conditions, target populations, partners, and the 2019, 2020, and 2021 proposed outcomes. A list of acronyms is included on the next two pages for references in the charts.

List of Acronyms

Acronym	Community Partner
ABHS	AllWell Behavioral Health Services
MBH	Muskingum Behavioral Health
MH&RSB	Mental Health & Recovery Services Board
MRC	Muskingum Recreation Center
MVHC	Muskingum Valley Health Centers
ZMCHD	Zanesville-Muskingum County Health Department
Acronym	GENESIS Service Lines
GBH	Behavioral Health
GCCC	Cancer Care Center
GCR	Cardiac Rehab
GD&NS	Diabetes & Nutrition Services
GES	Educational Services
GCOOR	Center for Occupational and Outpatient Rehabilitation
GH&VS	Heart & Vascular Services
GH&PC	Hospice & Palliative Care
GLC	Lung Clinic
GM&PR	Marketing & Public Relations
GMSS/C	Medical Staff Services/Credentialing
GM	Mission
GN&OC	Neuroscience & Orthopedic Center
GN	NurseLine
GPE	Patient Experience
GPH&W	Population Health & Wellness
GPA	Pulmonary Administration
GR&AS	Rehab & Ambulatory Services
GSC	Spiritual Care
GTS	Trauma Services
GVS	Volunteer Services
GW&CS	Women's and Children's Services

Acronym	Other Terms
ACS	American Cancer Society
ARPG	Addictions Reduction Planning Group
CB 2019-2021 IS	Community Benefit 2019-2021 Implementation Strategy
CBISA	Community Benefit Inventory of Social Accountability
CDC	Centers for Disease Control and Prevention
CHNA	Community Health Needs Assessment
CHR	County Health Rankings
CPR	Cardiopulmonary Resuscitation
Gen. Com.	General Community
GRIP	GENESIS Risk Intervention Program
GSA	GENESIS Service Area
IRS	Internal Revenue Service
Pov. Pop.	Poverty Population

ADDICTIONS/MENTAL HEALTH ISSUES

Goal: Reduce the use of substances and mental health issues and the associated risks in the GSA

Brief Description of Issue: GENESIS Emergency Room recorded an average of over 60 overdoses per month since January of 2018. Muskingum Valley Health Center (MVHC)'s Mental Health Services sees 15,581 clients annually with the following diagnoses: .5% alcohol related, 13.8% other substance related disorders (excluding tobacco use disorders), 29.5% depression and other mood disorders, 10.7% anxiety disorder including PTSD, 4% attention deficit and disruptive disorders, and 38% other mental disorders (excluding alcohol and drug dependencies). There are many needs and risks associated with addictions/mental health issues. Alcohol overuse, bullying, child neglect/abuse, communicable diseases, domestic violence, elder neglect/abuse, need for detox, Neonatal Abstinence Syndrome babies, opioid use, residential housing for addictions, sexual assault, suicide, tobacco use, and violence have been identified as risks associated with addictions/mental health issues (See Appendix A for risks associated with addictions/mental illness 2018 CHNA information).

Strategic Focus: GENESIS Behavioral Health, Women's and Children's Services, Educational Services, and Spiritual Care will provide or participate in: health education, health promotion, professional education, healthcare support services, and collaborations and groups focused on addictions/mental health issues.

Health Education Objectives	Initiatives	Risks Associated with Addictions/Mental Health Issues	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 60 persons will participate in health education focused on addictions/mental health issues.	Provide risk reduction health education classes	Alcohol overuse, bullying, child neglect/abuse, communicable diseases, domestic violence, elder neglect/abuse, need for detox, Neonatal Abstinence Syndrome babies, opioid use, residential housing for addictions, sexual assault, suicide, tobacco use, & violence	GSA		GBH	Encounters: 20 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline knowledge	Encounters: 20 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase	Encounters: 20 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase

Health Promotion Objectives	Initiatives	Risks Associated with Addictions/Mental Health Issues	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 3,801 persons will participate in health promotion focused on addictions/mental health issues.	Provide or participate in Day of Recovery, Secrest Auditorium events and other health promotion initiatives	Alcohol overuse, need for detox, Neonatal Abstinence Syndrome babies, opioid use, residential housing for addictions	GSA, Pov. Pop.		GBH	Encounters: 1,267 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline awareness	Encounters: 1,267 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase	Encounters: 1,267 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase
Professional Education Objectives	Initiatives	Risks Associated with Addictions/Mental Health Issues	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 285 persons will participate in professional education focused on addictions/mental health issues.	Provide Crisis Intervention Team training for public safety officers and other professional education	Alcohol overuse, bullying, child neglect/abuse, communicable diseases, domestic violence, elder neglect/abuse, need for detox, Neonatal Abstinence Syndrome babies, opioid use, residential housing for addictions, sexual assault, suicide, tobacco use, & violence	GSA		GBH	Encounters: 30 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline knowledge	Encounters: 30 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase	Encounters: 30 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase
	Provide “Lunch & Learn” professional education on addictions/mental health issues	Alcohol overuse, bullying, child neglect/abuse, domestic violence, elder neglect/abuse, need for detox, Neonatal Abstinence Syndrome babies, opioid use, residential housing for addictions, sexual assault, suicide, & violence	Health-care providers	GBH, GW&CS	GES	Encounters: 65 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline knowledge	Encounters: 65 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase	Encounters: 65 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase

Healthcare Support Services Objectives	Initiatives	Risks Associated with Addictions/Mental Health Issues	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 60 persons will participate in healthcare support services focused on addictions/mental health issues.	Labor and Delivery staff provide “Warm Hand-off” services for mothers to mental health providers focusing on addictions recovery for mothers and babies	Alcohol overuse, need for detox, Neonatal Abstinence Syndrome babies, opioid use, residential housing for addictions		MBH, MVHC, ABHS, MH&RSB	GW&CS	Encounters: 20 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline support services	Encounters: 20 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % support services increase	Encounters: 20 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % support services increase
Collaborations & Groups Objectives	Initiatives	Risks Associated with Addictions/Mental Health Issues	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 42 staff will participate in collaborations and groups focused on addictions/mental health issues.	Suicide Coalition	Suicide			GBH	Encounters:	Encounters:	Encounters:
	Collective Impact	Alcohol overuse, need for detox, Neonatal Abstinence Syndrome babies, opioid use, residential housing for addictions		ZMCH D	GBH	Encounters:	Encounters:	Encounters:
	Creative Options				GBH	Encounters:	Encounters:	Encounters:
	Ohio Psychiatric Nurse Administrators Association				GBH	Encounters:	Encounters:	Encounters:
	Ohio Hospital Association Behavioral Health Group				GBH	Encounters:	Encounters:	Encounters:

	Trauma-Informed Care Southeast Ohio Regional Group	Bullying, child neglect/abuse, domestic violence, elder neglect/abuse, sexual assault, suicide, & violence			GBH	Encounters:	Encounters:	Encounters:
	Six Entity/Lean Six Group and Steering Committee				GBH	Encounters:	Encounters:	Encounters:
	Domestic Violence Coalition	Domestic Violence			GBH	Encounters:	Encounters:	Encounters:
	National Alliance on Mental Illness				GBH	Encounters:	Encounters:	Encounters:
	Criminal Justice Collaboration				GBH	Encounters:	Encounters:	Encounters:
	Community Event Follow-up Meetings	Need for detox, opioid use, residential housing for addiction			GBH	Encounters:	Encounters:	Encounters:
	Mom's Plus Sub Committee Meeting	Need for detox, Neonatal Abstinence Syndrome babies, opioid use			GBH	Encounters:	Encounters:	Encounters:
					GW&CS	Encounters:	Encounters:	Encounters:
	Opiate Response Team Planning Meetings	Need for detox, opioid use, residential housing for addiction			GBH GSC	Encounters: Encounters:	Encounters: Encounters:	Encounters: Encounters:
	Overdose Fatality Review Committee	Opioid use			GBH	Encounters:	Encounters:	Encounters:

Planning Groups: 1) **GBH** Jody Stones, Christina Parr, Denise Williams, and Theresa Hittle; 2) **GW&CS** Sue Hoover, Colisa Glass, Jana Bell; 3) **GES** Jody Stones and Kristy Tigner, and 4) **GSC** Jody Stones and Victoria Kumorowski

HEART DISEASE

Goal: Decrease cardiovascular disease through preventive initiatives in the GSA

Brief Description of Issue: Heart disease was the number one leading cause of death in the GHSA and the number one leading cause of death in Ohio with an average for GHSA rate of 189.8 compared to Ohio (185.1) according to 2016 ODH. Guernsey, Perry, and Coshocton counties rates are higher than Ohio's rate. Access to healthy foods, diabetes, high cholesterol, lack of sleep, overweight/obese, and physical inactivity have been identified as risks associated with heart disease (See Appendix B for risks associated with heart disease 2018 CHNA information).

Strategic Focus: GENESIS Heart and Vascular Services, Cardiac Rehab, Diabetes and Nutrition Services, Population Health and Wellness, and Educational Services will provide and/or participate in: health education, health promotion, professional education, and in kind or cash contributions focused on heart disease.

Health Education Objectives	Initiatives	Risks Associated with Heart Disease	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 14,703 persons will participate in health education focused heart disease.	Provide Diabetes Neighborhood Watch	Diabetes	Perry, Muskingum, Guernsey		CD&NS	Encounters: 30 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline knowledge	Encounters: 30 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase	Encounters: 30 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase
	Provide Diabetes Exercise Class"	Diabetes; physical inactivity	GSA		GCR	Encounters: 1,050 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline physical activity	Encounters: 1,050 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % increase physical activity	Encounters: 1,050 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % increase physical activity
	Provide "Shaping Futures" program	Physical inactivity; overweight/ obesity	Muskingum, Elementary students	Maysville schools	GCR	Encounters: 550 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline physical activity	Encounters: 550 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % increase physical activity	Encounters: 550 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % increase physical activity
	Provide "Walk with A Doc" program	Physical Inactivity	GSA		GPH&W	Encounters: 160 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline knowledge	Encounters: 160 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase	Encounters: 160 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase

	Provide “Genesis Risk Intervention Program (GRIP)”	Physical inactivity; overweight/ obesity	GSA		GCR	Encounters: 1,450 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline physical activity	Encounters: 1,450 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % increase physical activity	Encounters: 1,450 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % increase physical activity
	Provide cooking classes	Access to healthy foods	Morgan County		GD&NS	Plan with community agencies to develop cooking classes	Encounters: 25 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline cooking skills	Encounters: 25 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % increase cooking skills
	Provide community weight loss program	Overweight/ obesity	Muskingum County		GPH&W, GD&NS	Plan with community agencies to develop community weight loss program	Encounters: 75 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline BMI/weight	Encounters: 75 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % decrease BMI/weight
	Provide food pharmacy	Access to healthy foods	Perry		GP&HW; GD&NS	Plan with community agencies to develop a food pharmacy	Encounters: 74 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline food insecurity	Encounters: 74 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % decrease food insecurity
	Process and monitor CPR classes and cards	Heart attack survival	College students	Zane State College	GES	Encounters: 1,545 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline certified	Encounters: 1,545 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % certified	Encounters: 1,545 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % certified
Health Promotion Objectives	Initiatives	Risks Associated with Heart Disease	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 19,500 persons will participate in health promotion focused heart disease.	Physicians provide presentations to the community on heart and vascular topics	Heart disease	GSA		GH&VS	Encounters: 80 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline awareness	Encounters: 80 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase	Encounters: 80 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase
	Provide Facebook page for Muskingum Moves	Access to healthy food, overweight/obesity, physical inactivity	GSA		GPH&W; GD&NS	Encounters: 6,200 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline awareness	Encounters: 6,200 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase	Encounters: 6,200 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase

	Participate in and/or provide health promotion initiatives	Access to healthy foods, diabetes, overweight/obesity, physical inactivity	GSA		GPH&W; GD&NS; GCR	Encounters: 220 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline awareness	Encounters: 220 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase	Encounters: 220 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase
Professional Education Objectives	Initiatives	Risks Associated with Heart Disease	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 315 persons will participate in professional education focused on heart disease.	Provide training and mentoring to healthcare providers related to heart disease	Heart disease	Health-care providers		GH&VS	Encounters: 30 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline knowledge	Encounters: 30 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase	Encounters: 30 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase
	Train other professionals about diabetes	Diabetes	GSA	Schools	GD&NS	Encounters: 75 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline knowledge	Encounters: 75 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase	Encounters: 75 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase
In Kind & Cash Contributions	Initiatives	Risks Associated with Heart Disease	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, fund \$15,000 for the licensure for the EKG transmission equipment and 864 persons will utilize the equipment in GSA ambulances.	GENESIS pays \$5,000 per year for the licensure with Physio Control for the EKG transmission equipment that is housed in GSA ambulances		GSA	Community ambulances	GH&VS	Encounters: 288 Fund \$5,000 for the licensure with Physio Control for the EKG transmission equipment in ambulances	Encounters: 288 Fund \$5,000 for the licensure with Physio Control for the EKG transmission equipment in ambulances	Encounters: 288 Fund \$5,000 for the licensure with Physio Control for the EKG transmission equipment in ambulances

Planning Groups: 1) *GH&VS* Jody Stones, Tabitha McKenzie, and Cathy Sorenson; 2) *GPH&W & GD&NS* Jody Stones and Heather Shuster; 3) *GCR* Jody Stones, Heather Shuster, and Logan Clark, and 4) *GES* Jody Stones and Gregory Heclo

CANCER

Goal: Reduce cancer risk in the GSA

Brief Description of Issue: Cancer was the GHSA second leading cause of death and the Ohio second leading cause of death according to 2016 ODH. Four out of six counties in the GHSA had higher rates than Ohio for cancer deaths. The average GHSA rate of 182.3 is higher than Ohio at 173.4 (See chart below). “Cancer is not one disease but many; there are more than a 100 different kinds of cancer, many of which have different causes and risk factors”

- (ODH). According to 2010-2014 ODH, all six GHSA counties had higher age adjusted cancer mortality rates for males than females. Blacks had higher age adjusted cancer mortality rates than whites in three out of six counties and for those three counties the rates are much higher than Ohio.
- The incidence rates for all cancers sites and types age adjusted in the GHSA according to 2008-2012 NOC. Three out of six counties had a higher rate than Ohio.
- All six counties in the GHSA had the highest rate of invasive cancer cases for breast cancer according to the 2010-2014 Ohio Cancer Surveillance System (OCSS). The second highest rate in four out of six counties was for invasive cancer cases for lung and bronchus cancer. Prostate cancer was the second highest rate in Guernsey and Perry counties. Colon and rectum cancer was the fourth highest rate in all six counties. Uterine cancer was the fifth highest rate in five of six counties.
- All six counties in the GHSA had the highest rate of invasive cancer cases for breast cancer according to the 2010-2014 Ohio Cancer Surveillance System (OCSS). The second highest rate in four out of six counties was for invasive cancer cases for lung and bronchus cancer. Prostate cancer was the second highest rate in Guernsey and Perry counties. Colon and rectum cancer was the fourth highest rate in all six counties. Uterine cancer was the fifth highest rate in five of six counties.

Cancer screening was identified as a risk associated with cancer (See Appendix C for risks associated with cancer 2018 CHNA information).

Strategic Focus: GENESIS Cancer Care Center will provide or participate in: health promotion and collaborations and groups focused on cancer.

Health Promotion Objectives	Initiatives	Risks Associated with Cancer	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 1,665 persons will participate in health promotion focused on cancer.	Design and implement a health promotion campaign focused on screening	Cancer Screenings	Seniors, Pov. Pop.	GM&P R	GCCC	Encounters: 500 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline awareness	Encounters: 500 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase	Encounters: 500 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase
	Provide presentations in the community focused on cancer prevention	Vaping, HPV and other topics	Youth, GSA		GCCC	Encounters: 55 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline awareness	Encounters: 55 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase	Encounters: 55 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase

Collaborations & Groups Objectives	Initiatives	Risks Associated with Cancer	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 3 staff will participate in collaborations and groups focused on cancer.	Cancer Concern Coalition	Cancer survivor support	GSA		GCCC	Encounters:	Encounters:	Encounters:

Planning Group: Jody Stones, Pebbles Kieber, and Peggy Lyons

CHRONIC LUNG CONDITIONS

Goal: Decrease the complications related to chronic lung conditions in the GSA

Brief Description of Issue: Major conditions that can cause chronic lung conditions include chronic lower respiratory diseases (CLRD), asthma, and Black Lung.

- Chronic Lower Respiratory Diseases: According to 2016 ODH, the number three leading cause of death in the GHSA was CLRD. The GHSA average rate of CLRD deaths was higher at 58.9 than Ohio at 47.5.
- Chronic Obstructive Pulmonary Disease: The GHSA average 15.9% of Medicare beneficiaries with chronic obstructive pulmonary disease was higher than the national 11.2%, according to 2012 NOC.

Asthma and Black Lung have been identified as risks associated with chronic lung conditions (See Appendix D for risks associated with chronic lung conditions 2018 CHNA information). Asthma initiatives will be explored with other Service Lines.

Strategic Focus: GENESIS Pulmonary Services & Black Lung will provide or participate in: health education, health promotion, community health screenings, support groups, professional education, and collaborations and groups focused on chronic lung conditions.

Health Education Objectives	Initiatives	Risks Associated with Chronic Lung Conditions	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 40 persons will participate in health education focused on chronic lung conditions.	Provide health education classes	Black lung, COPD	GSA	GTS	GBL	Plan health education initiatives & staff trained on physical activity and balance activities	Encounters: 20 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline knowledge	Encounters: 20 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase
Health Promotion Objectives	Initiatives	Risks Associated with Chronic Lung Conditions	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 3,999 persons will participate in health promotion focused on chronic lung conditions.	Provide or participate in community events, presentations, and awareness campaigns	Black lung, COPD	Pov. Pop., GSA		GBL	Encounters: 1,333 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline awareness	Encounters: 1,333 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase	Encounters: 1,333 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase

Community Health Screenings Objectives	Initiatives	Risks Associated with Chronic Lung Conditions	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 399 persons will participate in community health screenings for spirometry, pulse ox, and high blood pressure.	Provide spirometry, pulse ox, and blood pressure screenings	Black lung, COPD	GSA		GBL	Encounters: 133 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline screening results	Encounters: 133 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: screening results	Encounters: 133 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: screening results
Support Group Objectives	Initiatives	Risks Associated with Chronic Lung Conditions	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 180 persons will participate in support groups focused on chronic lung conditions.	Provide the Better Breathing Club	Black lung, COPD	Pov. Pop., GSA		GBL	Encounters: 60 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline support	Encounters: 60 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % support increase	Encounters: 60 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % support increase
Professional Education Objectives	Initiatives	Risks Associated with Chronic Lung Conditions	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 75 persons will participate in professional education focused on chronic lung conditions.	Provide professional education opportunities	Black lung, COPD	Seniors, Pov. Pop., GSA		GBL, GPS	Encounters: 25 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline knowledge	Encounters: 25 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase	Encounters: 25 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase

Collaborations & Groups Objectives	Initiatives	Risks Associated with Chronic Lung Conditions	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 27 staff will participate in collaborations and groups focused on chronic lung conditions.	Healthier Muskingum County Network		GSA		GBL	Encounters:	Encounters:	Encounters:
	National Institute for Occupational Safety and Health	Black lung, COPD	Pov. Pop., GSA		GBL	Encounters:	Encounters:	Encounters:
	Local Coal Miner Meetings	Black lung, COPD	Pov. Pop., GSA		GBL	Encounters:	Encounters:	Encounters:
	United Way		GSA		GBL	Encounters:	Encounters:	Encounters:
	Muskingum County Senior Task Force	Seniors	Seniors		GBL	Encounters:	Encounters:	Encounters:
	Perry County Senior Task Force	Seniors	Seniors		GBL	Encounters:	Encounters:	Encounters:
	Muskingum Chapter of the Ohio Black Lung Association	Black lung	Pov. Pop., GSA		GBL	Starting a new collaboration	Encounters:	Encounters:
	American Association of Cardiovascular and Pulmonary Rehabilitation	Black lung, COPD	GSA		GBL	Encounters:	Encounters:	Encounters:
	National Black Lung Coalition	Black lung	Pov. Pop., GSA		GBL	Encounters:	Encounters:	Encounters:

Planning Group: Jody Stones, Michele Newlon, and Stacey Stewart

STROKES

Goal: Reduce the risk and burden of strokes in the GSA

Brief Description of Issue: According to 2016 ODH, strokes are the sixth leading cause of death for the GHSA. The GHSA average rate, 38.9/100,000, was lower than Ohio (42.9). Coshocton and Morgan counties were higher than the other counties. The GHSA average 3.9% of Medicare beneficiaries who had a stroke was higher than the national 3.7%, according to 2012 NOC. High blood pressure has been identified as a risk associated with strokes (See Appendix E for risks associated with strokes 2018 CHNA information).

Strategic Focus: GENESIS Rehabilitation & Ambulatory Services will provide and/or participate in: health education, health promotion, community health screenings, support groups, and participate in collaborations and groups focused on strokes.

Health Education Objectives	Initiatives	Risks Associated with Strokes	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 600 persons will participate in health education focused on strokes.	Provide youth classes	Stroke Signs and Symptoms	3 rd , 4 th , and 5 th graders	Schools	GR&AS	Plan with health education initiatives on signs and symptoms of stroke	Encounters: 300 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase	Encounters: 300 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase
Health Promotion Objectives	Initiatives	Risks Associated with Strokes	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 375 persons will participate in health promotion focused on strokes.	Promote High Blood Pressure Month (Know Your Numbers)	High Blood Pressure	GSA	GH&VS	GR&AS	Encounters: 125 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline awareness	Encounters: 125 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase	Encounters: 125 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase
Support Groups	Initiatives	Risks Associated	Target	Part-	Account-	2019 Proposed	2020 Proposed	2021 Proposed

Objectives		with Strokes	Popula- tion	ners	able Service Line	Outcomes	Outcomes	Outcomes
By December of 2021, 270 persons will participate in the support groups focused on strokes.	Provide Stroke Support Group	Stroke survivor support	GSA		GR&AS	Encounters: 15 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline support	Encounters: 15 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % increase support	Encounters: 15 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % increase support
	Provide Brain Injury Support up	Stroke survivor support			GR&AS	Encounters: 75 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline support	Encounters: 75 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % increase support	Encounters: 175 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % increase support
Community Health Screenings Objectives	Initiatives	Risks Associated with Strokes	Target Popula- tion	Part- ners	Account- able Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 225 persons will participate in screenings for high blood pressure.	Provide blood pressure screenings	High Blood Pressure	GSA	GH&VS	GR&AS	Encounters: 75 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline group results of screening	Encounters: 75 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: group results of screening	Encounters: 75 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: group results of screening
Collaborations & Groups Objectives	Initiatives	Risks Associated with Strokes	Target Popula- tion	Part- ners	Account- able Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 6 staff will participate in collaborations & groups focused on strokes.	Coverdell Stroke meeting	Stroke awareness	GSA		GR&AS	Encounters:	Encounters:	Encounters:

Planning Group: Jody Stones and Keela Barker

UNINTENTIONAL INJURIES/ACCIDENTS

Goal: Reduce unintentional injuries/accident risk in the GSA

Brief Description of Issue: Unintentional injuries/accidents were the fourth leading cause of death in the GHSA. The GHSA average death rate of 62.4 was lower than Ohio at 66.6, according to 2016 ODH Arthritis, falls, firearms, joint & back pain, motor vehicle accidents, poisoning, & workplace related injuries have been identified as risks associated with unintentional injuries/accidents (See Appendix F for risks associated with unintentional injuries/accidents 2018 CHNA information).

Strategic Focus: GENESIS Neuroscience & Orthopedic Center, Trauma Services, and Rehab & Ambulatory Services will provide and/or participate in: health education, health promotion, professional education, community health screenings, healthcare support services, and participate in collaborations and groups focused on unintentional injuries/accidents.

Health Education Objectives	Initiatives	Risks Associated with Unintentional Injuries/Accidents	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 8,550 persons will participate in health education focused on unintentional injuries/accidents.	Provide health education to community on responding to emergencies	Falls, firearms, motor vehicle accidents, poisoning, & workplace related injuries	Emergency personnel, students		GTS	Encounters: 525 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline knowledge	Encounters: 525 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase	Encounters: 525 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase
	Provide Matter of Balance	Falls, Injury Prevention; Joint & Back Pain	Seniors	GCOOR	GTS & GCCOR	Encounters: 190 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline balance	Encounters: 190 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % balance increase	Encounters: 190 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % balance increase
	Provide Senior Lifestyle & Injury Prevention Program	Arthritis, Falls, Injury Prevention; Joint & Back Pain	Seniors		GTS	Encounters: 45 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline falls risk	Encounters: 45 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % falls risk decrease	Encounters: 45 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % falls risk decrease
	Provide health education classes i.e. joint & back pain	Joint & Back Pain	GSA		GN&OC	Encounters: 120 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline knowledge	Encounters: 120 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase	Encounters: 120 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase
	Provide Parkinson's	Falls	GSA		GR&AS	Encounters: 1,100 Gen. Com.: ____	Encounters: 1,100 Gen. Com.: ____	Encounters: 1,100 Gen. Com.: ____

	exercise class					# Pov. Pop.: ____ Assessment: Baseline exercise	# Pov. Pop.: ____ Assessment: % exercise increase	# Pov. Pop.: ____ Assessment: % exercise increase
	Process and monitor First Aid programs	First Aid	College students	Zane State College	GES	Encounters: 870 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline certified	Encounters: 870 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % certified	Encounters: 870 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % certified
Health Promotion Objectives	Initiatives	Risks Associated with Unintentional Injuries/Accidents	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 15,900 persons will participate in health promotion focused on unintentional injuries/accidents.	Participate in or provide community events	Injury Prevention; Joint & Back Pain	GSA	GM&P R	GTS	Encounters: 4,825 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline awareness	Encounters: 4,825 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase	Encounters: 4,825 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase
	Provide physician presentations on joint and back pain	Injury Prevention; Joint & Back Pain	GSA	GM&P R	GN&OC	Encounters: 100 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline awareness	Encounters: 100 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase	Encounters: 100 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase
	Participate in or provide community events focused on joint and back pain	Injury Prevention; Joint & Back Pain	GSA	GM&P R	GN&OC	Encounters: 100 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline awareness	Encounters: 100 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase	Encounters: 100 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase
	Provide proper lifting techniques; overuse injuries; work ergonomics	Falls; Work Related Injuries			GR&AS	Encounters: 275 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline awareness	Encounters: 275 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase	Encounters: 275 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase
Professional Education Objectives	Initiatives	Risks Associated with Unintentional Injuries/Accidents	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 2,535 persons will participate in professional education focused on unintentional	Provide professional education to emergency workers and other health professionals	Injury Prevention		Schools	GTS	Encounters: 825 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline knowledge	Encounters: 825 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase	Encounters: 825 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase
	Provide CME for	Injury Prevention	GSA	Scho-	GN&OC	Encounters: 20 Gen. Com.: ____	Encounters: 20 Gen. Com.: ____	Encounters: 20 Gen. Com.: ____

injuries/ accidents.	athletic trainers			ols		# Pov. Pop.: ____ Assessment: Baseline knowledge	# Pov. Pop.: ____ Assessment: % knowledge increase	# Pov. Pop.: ____ Assessment: % knowledge increase
Community Health Screen- ings Objective	Initiatives	Risks Associated with Unintentional Injuries/Accidents	Target Popula- tion	Part- ners	Accounta- ble Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021 1,635 per- sons will participate in community health screenings focused on unintentional injuries/ accidents.	Provide Sit to Stand, reaction times, driving simulator, & Func- tional Reach Tests	Injury prevention	High school youth, seniors, GSA	Scho- ols	GTS	Encounters: 350 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline screenings	Encounters: 350 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: results of screenings	Encounters: 450 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: results of screenings
	Provide sports physicals	Injury prevention	High school youth	Scho- ols	GN&OC	Encounters: 20 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline group results of physicals	Encounters: 20 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: group results of physicals	Encounters: 20 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: group results of physicals
	Provide concussion impact testing	Injury Prevention		Scho- ols	GR&AS	Encounters: 175 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline group results of testing	Encounters: 175 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: group results of testing	Encounters: 175 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: group results of testing
Healthcare Support Services Objectives	Initiatives	Risks Associated with Unintentional Injuries/Accidents	Target Popula- tion	Part- ners	Accounta- ble Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 555 students will be impacted by \$15,000 in subsidized health services for athletic trainers.	Provide athletic trainers for 3 schools	Injury Prevention		Scho- ols	GR&AS	Encounters: 185 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline group results of services CB: \$5,000	Encounters: 185 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: group results of services CB: \$5,000	Encounters: 185 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: group results of services CB: \$5,000
Community Collaborations	Initiatives	Risks Associated with Unintentional	Target Popula-	Part- ners	Accounta- ble Service	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes

& Groups Objectives		Injuries/Accidents	tion		Line			
By December of 2021, 60 staff will participate in collaborations & groups focused on unintentional injuries/accidents.	American Trauma Society Injury Prevention				GTS	Encounters:	Encounters:	Encounters:
	Disaster Management & Emergency Preparedness				GTS	Encounters:	Encounters:	Encounters:
	Division of EMS: Rural EMS Committee				GTS	Encounters:	Encounters:	Encounters:
	Emergency Medical Services Advisory Council				GTS	Encounters:	Encounters:	Encounters:
	EMS meetings				GTS	Encounters:	Encounters:	Encounters:
	Fire and EMS meetings				GTS	Encounters:	Encounters:	Encounters:
	Fire Department meetings				GTS	Encounters:	Encounters:	Encounters:
	Local EMS Education Program Advisory Program				GTS	Encounters:	Encounters:	Encounters:
	Medical Advisory meeting				GTS	Encounters:	Encounters:	Encounters:
	Midwest Injury Prevention Alliance				GTS	Encounters:	Encounters:	Encounters:
	Multi agency EMS/Fire meetings				GTS	Encounters:	Encounters:	Encounters:
	Muskingum County Safe Communities				GTS	Encounters:	Encounters:	Encounters:
	Muskingum EMA				GTS	Encounters:	Encounters:	Encounters:
	Ohio Injury Prevention				GTS	Encounters:	Encounters:	Encounters:

	Partnership							
	Ohio Society of Trauma Nurse Leaders				GTS	Encounters:	Encounters:	Encounters:
	Organ Donations				GTS	Encounters:	Encounters:	Encounters:
	Regional Local EMS Planning Committee				GTS	Encounters:	Encounters:	Encounters:
	State Rural EMS Committee				GTS	Encounters:	Encounters:	Encounters:
	Trauma in the 1 st 48 Planning				GTS	Encounters:	Encounters:	Encounters:
	Trauma Quality Improvement Program				GTS	Encounters:	Encounters:	Encounters:

Planning Groups: 1) *GN&OS* Jody Stones, Carly German, 2) *GR&AS* Jody Stones, Keela Barker, and 3) *GTS* Jody Stones, Rebecca Geyer, and Joel Dickinson

ALZHEIMER'S DISEASE

Goal: Reduce Alzheimer's disease burden in the GSA

Brief Description of Issue: According to 2016 ODH, Alzheimer's disease was the number six average cause of death for the GSA. Nationally, an estimated 5.3 million Americans have Alzheimer's disease in 2015. Age was the single greatest risk factor for the disease. One in nine people 65 and older (11 percent) have Alzheimer's disease (Alzheimer's Association 2015). State and local data was not available to fully assess this condition in the GSA for those living with Alzheimer's disease.

Strategic Focus: GENESIS Neuroscience & Orthopedic Center will provide and/or participate in health promotion focused on Alzheimer's disease.

Health Promotion Objectives	Initiatives	Risks Associated with Alzheimer's disease	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 450 persons will participate in health promotion focused on Alzheimer's disease.	Participate in the Alzheimer's Walk	Alzheimer's disease awareness	GSA	GR&AS; GCM	GN&OC	Encounters: 150 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline awareness	Encounters: 150 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase	Encounters: 150 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase

Planning Group: Jody Stones and Carly German

MOTHERS, CHILDREN AND INFANTS

Goal: Increase the health of mothers, children and infants in the GSA

Brief Description of Issue: The health of mothers, children, and infants is a top priority for GENESIS. From pregnancy to childhood, GENESIS provides community initiatives to address the following top priorities: babies born three or more weeks before it was due, low birth weight, babies born addicted, children with disabilities, first trimester prenatal care, teen births, childhood lead, and unwed births (See Appendix G for Mothers, Children and Infants priority issues 2018 CHNA information). Since community partners focus on children with disabilities, teen births, childhood lead, and unwed births, GENESIS focuses on the other priorities for Women, Children and Infants. The babies born addicted priority is addressed above in the Addictions/Mental Health Issues section.

Strategic Focus: GENESIS Women's and Children's Services will provide and/or participate in: health education, health promotion, and community collaborations and groups focused on mothers, children, and infants.

Health Education Objectives	Initiatives	Priority Areas for Women, Children & Infants	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 3,645 persons will participate in health education initiatives focused on women, children, and infants.	Provide Childbirth Prep, Baby Basics, and Lamaze classes	Babies Born 3 or more Weeks before It Was Due; First Trimester Prenatal Care; Low birth weight	GSA	MVHC	GW&CS	Encounters: 245 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline knowledge	Encounters: 245 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase	Encounters: 245 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase
	Provide Breast Feeding Support for Success and Prenatal Breast Feeding classes	First Trimester Prenatal Care	GSA	WIC	GW&CS	Encounters: 900 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline knowledge	Encounters: 900 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase	Encounters: 900 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase
	Provide sibling classes	Care for siblings	GSA		GW&CS	Encounters: 35 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline knowledge	Encounters: 35 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase	Encounters: 35 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase
	Provide babysitting classes	Care for children	GSA		GW&CS	Encounters: 35 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline knowledge	Encounters: 35 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase	Encounters: 35 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase

Health Promotion Objective	Initiatives	Priority Areas for Women, Children & Infants	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 2,850 persons will participate in health promotion focused on women, children, and infants.	Provide or participate in community events such as H.A.I.L. and Walk to Remember	Loss of children	GSA		GW&CS	Encounters: 950 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline awareness	Encounters: 950 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase	Encounters: 950 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase
Collaborations and Groups Objectives	Initiatives	Priority Areas for Women, Children & Infants	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 3 staff will participate in collaborations and groups focused on women, children, and infants.	Southeast Ohio Breast Feeding Coalition	First Trimester Prenatal Care	GSA		GW&CS	Encounters:	Encounters:	Encounters:

Planning Group: Jody Stones, Sue Hoover, Colisa Glass, and Jana Bell,

OTHER COMMUNITY BENEFIT INITIATIVES

Goal: To provide community initiatives focused on additional health needs identified by GENESIS for the GSA

Brief Description of Issue: GENESIS service lines have recognized other health needs in the community not identified in the 2018 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: health education, health promotion, support groups, professional education, healthcare support services, and participate in community collaborations and groups focused on other health needs identified by GENESIS.

Health Education Objectives	Initiatives	Other Community Benefit	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 1,050 persons will participate in other health education initiatives.	Provide advance directive materials and education	End of life care	GSA		GSC & GPE	Encounters: 95 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline knowledge	Encounters: 95 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase	Encounters: 95 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase
	Provide community health education programs on end of life care	End of life care	GSA		GH&PC	Encounters: 210 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline knowledge	Encounters: 210 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase	Encounters: 210 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase
	Provide other health education classes	Other health topics	GSA		GPE	Encounters: 45 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline knowledge	Encounters: 45 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase	Encounters: 45 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase
Health Promotion Objectives	Initiatives	Other Community Benefit	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 169,395 persons will participate in other health promotion initiatives.	Provide a flyer for GENESIS upcoming classes and events	GENESIS program information	GSA		GM&PR	Encounters: 42,420 Gen. Com.: ____ # Pov. Pop.: ____	Encounters: 42,420 Gen. Com.: ____ # Pov. Pop.: ____	Encounters: 42,420 Gen. Com.: ____ # Pov. Pop.: ____
	Provide the Health Library on GENESIS website for public to access health information	Health information	GSA		GM&PR	Encounters: 9,016 Gen. Com.: ____ # Pov. Pop.: ____	Encounters: 9,016 Gen. Com.: ____ # Pov. Pop.: ____	Encounters: 9,016 Gen. Com.: ____ # Pov. Pop.: ____

	Provide infographics on the GENESIS website for public to access health information	Health Information	GSA		GM&PR	Encounters: 529 Gen. Com.: ____ # Pov. Pop.: ____	Encounters: 529 Gen. Com.: ____ # Pov. Pop.: ____	Encounters: 529 Gen. Com.: ____ # Pov. Pop.: ____
	Provide or participate in community events including Veteran's recognition events	End of life care, Veteran recognition	GSA, Veterans		GH&PC	Encounters: 4,500 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline awareness	Encounters: 4,500 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase	Encounters: 4,500 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % awareness increase
Professional Education Objectives	Initiatives	Other Community Benefit	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 6,630 persons will participate in other professional education initiatives.	Provide healthcare student observations	Students in health related degrees	GSA	Local colleges	GVS	Encounters: 200 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline Hours	Encounters: 200 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % hours completed	Encounters: 200 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % hours completed
	Provide non-clinical internships healthcare administration	College students in healthcare administration or health related degrees	GSA	Colleges, technical schools	GES	Encounters: 15 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline Hours	Encounters: 15 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % hours completed	Encounters: 15 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % hours completed
	Provide nursing (BSN, ADRN, LPN, MSN, DNP, RN Diploma) clinical rotations	Nursing students	GSA	Colleges, technical schools	GES	Encounters: 1,790 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline clinical hours	Encounters: 1,790 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % hours completed	Encounters: 1,790 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % hours completed
	Provide other clinical rotations such as: occupational, physical, respiratory, speech therapy; imaging; state tested nurses aid, surgical & scrub technician; phlebotomy; wound & ostomy; social work; psychology; audiology; exercise physiology; EMT; chaplain; pharmacy; health info. technology	Other clinical rotations	GSA	Colleges, technical schools	GES	Encounters: 30 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: hours clinical baseline	Encounters: 30 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % hours completed	Encounters: 30 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % hours completed

	Provide credentialing of residencies such as nurse practitioners, medical residents, physicians assistants	Advanced practice medical students	GSA	Ohio medical schools	GMSS/C	Encounters: 55 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline residencies hours	Encounters: 55 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % hours completed	Encounters: 55 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % hours completed
	Provide care provider and other trainings	End of life care, Veterans needs	GSA		GH&PC	Encounters: 120 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline knowledge	Encounters: 120 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase	Encounters: 120 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % knowledge increase
Healthcare Support Services Objectives	Initiatives	Other Community Benefit	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December 2021, 69,330 persons will participate in other healthcare support services.	Provide call in services for healthcare questions through the Nurse Line	GSA		Medical practices	GN	Encounters: 22,600 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: Baseline referrals	Encounters: 22,600 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % referrals increase	Encounters: 22,600 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: % referrals increase
	Provide transportation and notary services	Transportation and notary support	GSA		GPE	Encounters: 510 Gen. Com.: ____ # Pov. Pop.: ____	Encounters: 510 Gen. Com.: ____ # Pov. Pop.: ____	Encounters: 510 Gen. Com.: ____ # Pov. Pop.: ____
Collaborations & Groups Objectives	Initiatives	Other Community Benefit	Target Population	Partners	Accountable Service Line	2019 Proposed Outcomes	2020 Proposed Outcomes	2021 Proposed Outcomes
By December of 2021, 33 staff will participate in other collaborations and groups.	Muskingum County Senior Task Force	Senior needs	Seniors		GH&PC	Encounters:	Encounters:	Encounters:
	Perry County Senior Task Force	Senior needs	Seniors		GH&PC	Encounters:	Encounters:	Encounters:
	Ohio Hospice Veterans Partnership	Veteran needs	Veterans		GH&PC	Encounters:	Encounters:	Encounters:
	Ethics Symposium Planning Meeting	Other health topics	GSA		GH&PC	Encounters:	Encounters:	Encounters:
	MC Veteran's Appreciation/Salute Committee	Veterans needs	Veterans		GH&PC	Encounters:	Encounters:	Encounters:
	Hospice Advisory Board	End of life care	GSA		GH&PC	Encounters:	Encounters:	Encounters:

	Newsletter Planning Group	End of life care	GSA		GH&PC	Encounters:	Encounters:	Encounters:
	Celebrating National Social Workers Month Meeting	Other health topics	GSA		GH&PC	Encounters:	Encounters:	Encounters:
	We Honor Veterans Meeting	Veteran needs	Veterans		GH&PC	Encounters:	Encounters:	Encounters:
	Council on Community Resources	Other health topics	Muskingum		GM&PR	Encounters:	Encounters:	Encounters:
	Perry County Health Alliance	Other health topics	Perry		GM&PR	Encounters:	Encounters:	Encounters:

Planning Groups: 1) **GM&PR** Linda Bowers and Jody Stones, 2) **GH&PC** Heidi Williams and Jody Stones, 3) **GES** Dan Vincent and Jody Stones, 4) **GVS** Lee McGee and Jody Stones, 5) **GPE** Jodi Dunlap and Jody Stones, 6) **GN** Angie Flood and Jody Stones, 7) **GMSS/C** Pam Thompson and Jody Stones, and 8) **GSC** Victoria Kumorowski and Jody Stones

APPENDIX A

2018 CHNA Information for Risks Associated with Addictions/Mental Health Issues

Alcohol Overuse

Overuse of alcohol not only causes disruptions of normal brain functions, but also can lead to high blood pressure, cardiomyopathy, coronary heart disease, strokes, cancer, liver problems, a weakened immune system, and Alzheimer's disease. Alcohol overuse puts people at risk of accidents and injuries. According to 2018 CHR, the GHSA had a higher average percent of alcohol impaired deaths at 38% than Ohio at 34%.

Bullying

Bullying can put individuals at risk for mental health issues and accidents/injuries. The 2013 Ohio Youth Risk Behavior Survey examined the relationship between risk populations and a number of health-risk behaviors. The YRBS was an anonymous and voluntary survey among random samples of high school students in 44 public and private high schools collected by ODH in Ohio in 2017. In the charts on the next page, 22% of students bullied had disabilities and 12% did not for a total of 34% of students bullied. More girls were bullied than boys by almost 15%.

Child Neglect/Abuse

According to data from Kids Count Data Center (KCDC), the GHSA average number of children neglected and abused has decreased from 92.8 to 77.7 from 2013-2016 while the Ohio number decreased from 20,236 to 17,687. The GHSA average rate of neglect and abuse per 1,000 children was 7.8 in 2016, which was higher than Ohio (6.8).

Communicable Diseases

Addictions and some mental health issues can put persons at risk of communicable diseases through participating in unprotected sexual activity, shared needles, and through impaired judgement. For 2016 ODH reported Gonorrhea average rates for the GHSA were lower than Ohio, but increased by 200% in four years. For 2016, ODH reported that Hepatitis B average rates for the GHSA were higher than Ohio and increased by 350% in six years. For 2016, ODH reported that Hepatitis C average rates for the GHSA were higher than Ohio and increased by 750% in six years. Human Papillomavirus puts persons at risk for cancer of the cervix and other cancers. From 2008-2012, ODH reported the average GHSA HPV rate of 12.5 was higher than Ohio at 11.8.

Domestic Violence

People with addictions, mental health issues and Alzheimer's disease are at risk of impaired judgement which could lead to participating in violent behaviors such as domestic violence. Domestic violence can result in injuries/ accidents. The 2010 Ohio Family Violence Prevention Project revealed the following estimates for those physically abused by their current partner (See chart on next page).

	Coshocton	Guernsey	Morgan	Muskingum	Noble	Perry
Estimate of Number of Those Physically Abused by Current Partner 2010	280-360	310-410	110-150	660-860	120-150	260-340

Elder Neglect/Abuse

Elderly populations are at risk of many chronic conditions such as addictions/mental health issues, heart disease, cancer, chronic lung conditions, strokes, and Alzheimer's disease. Elderly persons dependent upon others for care can be at risk for neglect/abuse also. Many chronic conditions require medications and medical care and care takers can withhold these services from the elderly. Care takers can financially exploit the elderly. There is also a risk of injuries/accidents for the elderly who suffer neglect/abuse due to violence. The 2010 Ohio Family Violence Prevention Project revealed the following estimates for seniors in the community abused, neglected, or financially exploited and seniors in long term care facilities abused, neglected, or financially exploited (See chart below).

2010	Coshocton	Guernsey	Morgan	Muskingum	Noble	Perry
Estimate of Seniors in the Community Abused, Neglected or Financially Exploited	330-430	360-460	150-190	740-950	110-150	260-330
Seniors in Long Term Care Facilities are Abused, Neglected or Financially Exploited	20-30	30-50	10-20	60-120	na	10-30

Need for Detox

Genesis Hospital Emergency Services has seen over 60 overdoses a month since January for over 600 over doses to date. There are services available in the GHSA for detox, but not enough to be able to serve this many individuals, especially if 100% sought treatment. This is still a huge area of need.

Neonatal Abstinence Syndrome Babies

According to the March of Dimes in 2016, 1 in 20 mothers took street drugs during pregnancy (5%). Using street drugs can cause problems before and during pregnancy including inability to get pregnant, problems with the placenta, preterm labor, miscarriage and stillbirth. Babies born to moms who use street drugs during pregnancy often have these complications: premature birth, low birthweight, smaller-than-normal head size, heart defects, birth defects, infections, and Neonatal Abstinence Syndrome (also called NAS). Babies born to moms who use drugs often have problems later in life, including learning and behavior problems, slower-than-normal growth, and Sudden Infant Death Syndrome. Local data is needed to measure the burden of this issue.

The number of babies born addicted to drugs with NAS has risen at alarming rates from 2004-2013 in the community. Each year the GHSA rate per 1,000 births of babies with NAS was rising at a faster rate than Ohio. From 2009-2013, the Ohio Hospital Association and ODH reported that the discharge rate of babies born addicted for the GHSA increased by 84% compared to the Ohio rate rising by 75%.

Opioid Use

Those at risk for opioid use are those with addictions/mental health issues, heart disease, cancer, chronic lung conditions, strokes, injuries/accidents, and Alzheimer's disease due to chronic pain, mental suffering, and overuse of pain medications. OMHSA reported from 2009-2014 that the unduplicated admissions for opiate-related diagnoses for treatment quadrupled for the GHSA while Ohio's percentage doubled.

Residential Housing for Addictions

There are services available in the GHSA for residential housing for addictions, but not enough to be able to serve this many individuals, especially if 100% sought treatment. This is still a huge area of need.

Sexual Assault

According to the Ohio Office of Criminal Justice there were the following number of rapes in GHSA counties in 2016: 11 Coshocton, 7 Morgan, 47 Muskingum, and 15 for Perry. For Ohio, 33% of rapes are ages 12-17 and 83% are female. 93% of the suspects are male and the average age is 31.4 years.

Suicide

Those with addictions/mental health issues, heart disease, cancer, chronic lung conditions, unintentional injuries/accidents and Alzheimer's disease are at risk of suicide. According to the 2009-2011 NOC, five of the six counties in the GHSA had a higher rate of suicides than Ohio.

Tobacco Use

Most health organizations publish that tobacco use is the single most preventable risk factor for death and disease, especially cancer and heart disease. Tobacco use also puts those at who suffer from addictions/mental health issues, chronic lung conditions, strokes and Alzheimer's disease. For 2018, CHR reported there was an average of 21% in the GHSA of smoking adults, which was below the Ohio average of 23%. Even though over the last five years cigarette smoking has decreased in the GHSA, still one in five persons smoke.

Violence

Those with addictions/mental health issues and Alzheimer's disease are at risk for violence behaviors and injuries and accidents to themselves and others. For 2018, CHR reported that the GHSA violent crime rate was an average of 121 which was lower than Ohio at 290.

APPENDIX B

2018 CHNA Information for Risks Associated with Heart Disease

Access to Health Foods

Access to a healthy foods and food environment affects a person's ability to eat healthy. Unhealthy eating puts people at risk of heart disease, cancer, strokes, Alzheimer's disease, diabetes and obesity. The CHR used an index of factors that contributed to a healthy food environment 0 (worst) to 10 (best). The Food Environment Index is comprised of two variables: 1) Limited access to healthy foods from the USDA's Food Environment Atlas which estimates the percentage of the population who are low income and do not live close to a grocery store, and 2) food insecurity for Feeding America estimates the percentage of the population who do not have access to reliable source of food during the past year. According to 2018 CHR, the GSA had a higher Index rating than Ohio, but many areas still do not have stores or locations to purchase fresh product.

Diabetes

Diabetes was the seventh leading cause of death in the community. According to the CDC in 2017, there was an estimated 9.4% diagnosed with diabetes. For the GSA, new data was available from the EPIC electronic record system to assess diabetes prevalence for 2016. Based on the GSA EPIC data, the service area was at much higher risk than the national percentage at 16.51%.

Overweight/Obesity

Body Mass Index (BMI) is a number calculated from a person's weight and height. BMI is used to consider persons obese if the BMI is over 30. BMI does not measure body fat directly, but research has shown that BMI correlates to direct measures of body fat. CHR reported in 2018 that the GSA average was higher for reported BMI at 34% than Ohio at 32%. Children are at particular risk for obesity. ODH reported from 2009-2010, for third graders in the GSA, 38.2% were overweight or obese in a BMI study compared to 35.4% for Ohio. Four out of six counties in the GSA had a higher percentage than Ohio. At least one in three third graders in the GSA was at risk for obesity.

Physical Inactivity

Physical inactivity is described as exercising less than three days a week for at least 30 minutes per day doing some activity that raises your heart rate. Based on the 2018 CHR reporting, every county in the GHSA had a higher percentage of those physically inactive than the Ohio percentage.

APPENDIX C

2018 CHNA Information for Risks Associated with Cancer

Cancer Screening

Cancer screening can help detect cancer at early stages to avoid adverse effects of cancer, lung conditions, and other illnesses related to advanced cancer. People who do not get screened based on the recommended guidelines are at risk of not detecting cancer in its early stages.

Colonoscopy/Sigmoidoscopy

Based on the 2012 NOC, the GHSA had four out of five counties that were lower than Ohio for ever having a colonoscopy/sigmoidoscopy age 50+.

PAP Test

Only one GHSA county was higher in % of women 18+ getting a Pap test than Ohio, based on the 2012 NOC.

Prostate Exam and Mammography

For 2008-2016, ODH reported for Ohio that the percentage of men aged 40+ who had a prostate exam within the past two years increased from 36.7% to 39%. According to the 2018 CHR, four out of six counties had a higher percentage of 61% for women screened for mammograms than Ohio. The American Cancer Society recommends annual mammograms for women 45-54 and every two years for those 55+.

APPENDIX D

2018 CHNA Information for Risks Associated with Chronic Lung Condition

Asthma

Asthma puts people at risk for pneumonia and other chronic lung conditions as well as heart disease. Major risk factors for asthma include smoking, second hand smoke and avoidance of irritants that may contribute to COPD, like chemical fumes, air pollution, and dust. The GHSA has a lower average of 4.6% Medicare beneficiaries with asthma than the national 5%, based on the 2012 NOC.

Black Lung

Coal workers' pneumoconiosis, also known as **black lung** disease or **black lung**, is caused by long-term exposure to coal dust. Black Lung puts persons at risk for cancer, chronic lung conditions, and heart disease. It is common in coal miners and others who work with coal. Ohio has a long history of coal miners as a workforce. The US Department of Labor's Division of Coal Miners Workers' Compensation reported in 2017 that Ohio had 56,156 claims filed for Black Lung costing \$9,600,022 in disbursements.

APPENDIX E

2018 CHNA Information for Risks Associated with Strokes

High Blood Pressure

High blood pressure is a risk factor for heart disease and strokes. Data obtained through the 2018 GENESIS EPIC system revealed 53.3% inpatient and 40.5% in the GENESIS population were hypertensive in 2018. Obesity, high cholesterol, smoking, physical inactivity, and diabetes all can affect high blood pressure.

APPENDIX F

2018 CHNA Information for Risks Associated with Unintentional Injuries/Accidents

Arthritis

Those with arthritis are at risk for falling and injuries. Those with arthritis are at risk of overuse of pain medications also. For the GHSA there was an average of 27.9% Medicare beneficiaries who had arthritis compared to 29.2% nationally, based on the 2012 NOC.

Falls

Use of substances, heart attacks, cancer, chronic lung conditions, strokes, and Alzheimer's disease can all increase risk of falling due to loss of balance, mobility, or sudden illness. Falls are the leading cause of non-fatal injury for both hospitalizations and ED visits. Those with arthritis are at risk for falls due to injured/painful joints and degeneration of joints (See Arthritis page 21). Falls can be caused by sudden breaks in bones due to Osteoporosis. Based on the 2012 NOC, an average of 5.4% of Medicare beneficiaries in the GHSA had osteoporosis which was lower than the national baseline of 6.1%.

Firearms

Those with addictions/mental health issues who own firearms can put themselves at risk of injuries/accidents to themselves and others and potentially cause a death from use of firearms, if judgement is impaired. Based on the 2004-2010 NOC, the GHSA had an average rate of 11.8 for firearm-related deaths which was higher than the 10.3 for Ohio.

Joint & Back Pain

Joint and back pain can be caused by cancer and unintentional injuries/accidents and can put individuals at risk of addictions/mental health issues due to over medicating for pain or uncontrolled pain. Joint pain can be caused by many conditions such as falls, arthritis, and unusual exertion or overuse, including sprains or strains.

Motor Vehicle Accidents

Some of the risk for motor vehicle accidents is higher for those with addictions/mental health issues impaired judgement, heart disease (heart attacks), strokes, and Alzheimer's disease. Based on the 2012 NOC, the GHSA average rate of motor vehicle collision deaths (14) was higher than Ohio (9). Four out of six counties were higher than the Ohio rate.

Poisoning

Poisoning is a risk for those suffering addictions/mental health issues and is a cause of unintentional injuries/accidents and deaths. Based on the 2004-2010 NOC, the GHSA average rate (11.8) was lower than Ohio (16.2) for poisoning deaths.

Workplace Related Injuries

Those with addictions/mental health issues, cancer, chronic lung conditions, and Alzheimer's disease are more at risk for work related injuries due to impaired judgement, loss of balance, decreased mobility and weakness of muscles and joints. According to the 2013 Ohio Survey of Occupational Injuries and Illnesses Data, the most common type of work injury in Ohio was sprains, strains, and tears at 41.6% in the private industry and 54.5% in the public sector industry. Backs are the most common body part injured in both the private industry (17.8%) and the public sector industry (14.5%). Back injuries are the major cause of back pain. Occupational back injuries are the top cause of injuries at work, especially in the health care industry from movement of patients. 15.8% injured their back, more than any other body part. The nature of those injuries was 39.2% for sprains/strains and tears. Local data is needed to measure the burden of this issue.

APPENDIX G

2018 CHNA Information for Priority Areas for Women, Children, and Infants

Babies Born Three or More Weeks Before It Was Due

ODH reported in 2017 that the GHSA had an average of 8% of babies born pre-term at 32-36 weeks, which was similar to Ohio at 8.8%. The GHSA had an average of 90.5% of babies born 37-42 weeks which was lower than Ohio at 91.2%, based on reporting in 2017 by ODH.

Low Birth Weight

According to the 2018 CHR, an average of 8.2% of babies had low birthweights in the GHSA which was lower than Ohio at 9%.

Babies Born Addicted

See Neonatal Abstinence Syndrome Babies Appendix A page 36.

Children with Disabilities

KCKC reported from 2001-2012 that the percentage of children with special health care needs in Ohio rose from 14% to 23%. Local data was needed to assess this burden in the GHSA community. According to the 2015 Ohio Medicaid Assessment Survey, children in Ohio with developmental delays (DD) and children with special health care needs (CSHCN) had three to five times the unmet health care needs compared to typically developing (TD) children.

First Trimester Prenatal Care

ODH reported in 2016 that an average of 68.7% of births in the GHSA had prenatal care in the first trimester which was higher than Ohio at 66.1%.

Teen Births

Teen birth rates have decreased in the GHSA. Based on the 2018 CHR, the average rate of 35 for teen births ages 15-19 for the GHSA was higher than Ohio at 28.

Childhood Lead

ODH reported in 2015 that an average of 1.5% of children tested for lead had a value of ≥ 5 ug/dl which was lower than Ohio at 2.8%.

Unwed Births

The average of unmarried mothers giving live births in the GHSA (44.6%) was higher than Ohio (43.2%) according to ODH in 2017.