	Implementation Strategy for Community Health Needs Assessment Russell Regional Hospital/Russell County Health Dept. 2012-14	2012-14		
Health Area of Future Focus	Plan	Person Responsible	Date for Action	Status
 Promote Health, Wellness and Chronic Disease Prevention 			-	
Emphasize health education from cradle to grave	1. Promotion through Newspaper and Radio	Hospital Admin/Marketing	Aug-13	In Progress
Focus on youth, teaching healthy lifestyle behaviors	Promote youth activity through Russell Recreation Center	Russell Recreation Director	Jan-13	In Progress
that can be carried throughout life, e.g. hygiene,	2. RRH Dietitian talk to schools.	RRH Dietitian	Jan-14	In Progress
nutrition, exercise, etc.	3. Pain Management contracts with patients.	RRH Physicians	Jan-13	In Progress
Help adults achieve healthier lifestyle, e.g. weight	Walking Track with Exercise Equipment at Russell Regional Hospital	RRH Administration/Grant Fund	Jan-13	Completed
loss, tobacco cessation	2. Monthly Lab Fairs at Russell Regional Hospital	Laboratory	Jan-13	In Progress
	3. Blood Pressure Kiosk at Hospital Lobby/Grant Funding	Hospital CEO - Harold Courtois	Jan-14	In Progress
	4. Intermediate Fitness Program at Hospital	Hospital Rehabilitation Dept.	Jan-13	In Progress
	5. Purchase Body Balance (Biodex Balance) Preventive to Falls	Hospital Rehabilitation Dept.	Jan-13	Completed
Increase awareness and use of existing local services	1. Conduct Chamber After Hours at Russell Regional Hospital	Harold Courtois	Nov-13	In Progress
and providers thereby reducing health spending	2. Conduct Talks at Local Service Clubs and Organizations	Harold Courtois/Dept. Heads	Jan-13	In Progress
ivanages.	3. Radio/Newspaper Advertising/Articles	RRH Marketing Department	Jan-13	In Progress
	4. Recruit Specialty services for Outpatient Clinic	RRH Administration	Jan-13	In Progress
Work with existing local institutions, e.g. school	1. Conduct Bi-Annual Community Health Fair in November.	Donna Letsch	Nov-13	Completed
district, local governments, etc. to collaborate with	2. Conduct Fall Prevention Workshops.	Andv Hurla	Sep-13	Completed/In
HOULE MIN TO LINE SO CONCENTY I	3. Sports Medicine Education	Andy Hurla	Aug-13	In Progress
	4. Education Through County Health Department	Paula Bitter	Jan-13	In Progress
Evaluate and Enhance Available Elder Care Assistance				
Consider the spectrum of assistance needed by elderly persons in the home and the community as they age in place, function within the community, transition to	1. Quarterly meetings with Home Health Agencies, Senior Center Director, County Health Department, Assisted Living Centers and Social Services to determine how we can work together to serve our seniors in transition.	Hospital Administration, LTC City, County and RRH Administration	Aug-13	In Progress
assistance.	2. Investigate grants for a Community Senior Bus.	Director, Social Services, City, along with outside LTC and SS.	Aug-13	In Progress

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	3. Talk to High Plains Mental Health regarding local services.	Assisted Living and LTC	Aug-13	In Progress
	4. Recruit Hospice Agencies for more choices for seniors.	RRH Administration/Social Workers Aug-13	Aug-13	In Progress
Consider implementing initiatives to provide follow up for those elderly and alone to ensure needed assistance	1. Provide Meals-on-Wheels from our Dietary department at the hospital.	RRH Dietary Department	Jan-13	In Progress
is provided.	2. Schedule hospital dietitian to speak at local schools.	Hospital Administration	Aug-13	In Progress
	3. Invite schools to Community Health Fair	Health Fair Committee	Aug-13	In Progress
Foster Improved Public Perceptions and Community attitudes Throughout Russell County				
Begin with the recognition that health care providers are role models for health living and lifestyles.	1. Conduct an annual trim down competition for all employees at the hospital with emphasis on diet and exercise. Advertise the competition and that RRH is setting the example for the community.	RRH Administration and Dietary	Jan-13	In Progress
Promote that Russell Cares about its community members.	1. Recruit three physicians over the next 24 months.	RRH Administration	Aug-13	In Progress (2 Recruited)
	2. Recruit another mid-level provider.	RRH Administration	May-13	In Progress
	3. Volunteer at Dream Theatre and other community functions.	RRH Staff	Jan-13	In Progress
Recognize the need for and implement a strong public	Radio and Newspaper Advertising regarding services at the hospital.	RRH Administration	Jan-13	In Progress
relations campaign to enhance the perception and regard for what exists today within the county and for our providers.	2. Speak at local service clubs to talk about health services in the County.	RRH Administration/County Health	Aug-13	In Progress
Bolster perceptions regarding the collective capacity of citizens, institutions and communities to accomplish shared goals and objectives.	1. Monthly meetings with County EMS, County Health, Home Health Agencies, Long Term Care Facilities and Senior Center to discuss collective solutions for Russell County citizens.	RRH Administration/County Health/County EMS	Aug-13	In Progress