

**COMMUNITY HEALTH NEEDS ASSESSMENT
IMPLEMENTATION STRATEGY**

FRIO REGIONAL HOSPITAL

FOR FISCAL YEARS

2014, 2015 AND 2016

GOAL:

Establish an on-going community outreach and public relations program whose purpose is to inform the public on hospital services, health education and health resources.

IMPLEMENTATION:

Provide information and educate public through health literature, public forums, health fairs, and collaboration with other health resources, civic, political, nonprofit, religious and business organizations.

STRATEGIES/ACCOMPLISHMENTS 2014

Distribute hospital/health related material, educational information and free screenings and at various local events and locations. Assist and collaborate with community organizations with health fairs, community events, partnerships and provide booth sponsorships to raise health awareness.

Sept. - Frio County Health Fair: FRH participated w/Frio County Translational Advisory Board (TAB) in distributing literature on hospital and its services.

Oct. - HR/Marketing Director represented FRH at Hunters' Extravaganza in Cotulla with booth to distribute literature on hospital services, as well as promotional merchandise with hospital logo.

CONTINUING FOR 2015

Feb.- Nancy Ortiz attended "Mental Health First Aid" at Camino Real MHMR in Lytle, TX with CASA organization.

April – FRH participated at Pearsall High School for Career Day with students.

April - The Texas Organization of Rural & Community Hospitals (TORCH) celebrated their 25th Anniversary. FRH sent photos & info on hospital. Goal was to get all 150 of our member hospitals represented. FRH sent in project with photos.

May - Participated in Community Engagement Symposium

CONTINUING FOR 2016

Aug. - Discussions with Wesley Nurse, Ms. Trevino from Methodist Healthcare Ministries of South Texas, Inc. We are partnering with them to serve the community of Pearsall on various health education topics. Such as breastfeeding education to help increase mothers' knowledge and skills, help them view breastfeeding as normal, and help them develop positive attitudes toward breastfeeding.

Sept. - Frio County Health Fair: FRH participated w/Frio County Translational Advisory Board (TAB) in distributing literature on hospital and its services.

Oct. - HR/Marketing Director represented FRH at Hunters' Extravaganza in Cotulla with booth and distributed literature on hospital services, as well as promotional merchandise with hospital logo.

Oct. – Eagle Ford Safety & Equipment Rodeo – FRH participated, distributing wellness literature and providing health screenings.

Utilize local and other media to help advertise our services to the community.

STRATEGIES/ACCOMPLISHMENTS 2014

Dec. - Published article in local newspaper on Radiology Department FRH beginning the final stage toward 100% completion of its digital upgrade.

Sept. - Inspire Health Magazine; information article about available FRH services

CONTINUING FOR 2015

Quarterly articles on hospital-provided services published quarterly in Inspire Health 2015.

April- News conference to announce partnership between FRH &Methodist Hospital. To unveil the partnership between Frio Regional Hospital and Methodist Healthcare—San Antonio. Two health care institutions with one vision of excellence and quality for the residents of Frio County and surrounding areas.

Sept. - Inspire Health Magazine; information article about available FRH services

Dec. - Published article in local newspaper on Radiology Department FRH beginning the final stage toward 100% completion of its digital upgrade.

CONTINUING FOR 2016

Quarterly articles on hospital-provided services published quarterly in Inspire Health 2015.

Continue publicizing health and hospital events in local media and website and increase wellness and important health and community information in social media.

Partner with various community organizations and help educate the public on their services and usage/access.

STRATEGIES/ACCOMPLISHMENTS 2014

Sept. - HR/Marketing Director became a Court Appointed Special Advocates (CASA) volunteer.

Sept. - Dec. – FRH hosted CASA monthly meetings in hospital conference room.

Sept. – FRH staff joined local Pearsall Rotary to help raise scholarship funds for high school youth in the Pearsall and Dilley communities.

CONTINUING FOR 2015

On-going - HR/Marketing Director continues to volunteer with Court Appointed Special Advocates (CASA).

On-going - FRH staff continues to participate in local Pearsall Rotary Club to help raise scholarship funds for high school youth in the Pearsall and Dilley communities.

CONTINUING FOR 2016

On-going - FRH staff continues to participate in local Pearsall Rotary Club with HR/Marketing Director as Vice-President to help raise scholarship funds for high school youth in the Pearsall and Dilley communities.

Create and implement in-house events and activities to enhance community involvement and contribution of FRH as a means to increase awareness of hospital leadership and services.

STRATEGIES/ACCOMPLISHMENTS 2014

Sept. - Dec- Initiated community blood drives to recur every month.

Dec. – Initiated first Annual Visit with Santa for community children & families on campus; photos, arts & crafts were available with Santa arriving via helicopter.

Dec. – Implemented first Annual CASA Toy Drive for abused & neglected children with outstanding hospital staff involvement and participation.

CONTINUING FOR 2015

March – FRH held an Easter Egg Hunt for the community on campus.

Jan. – Dec. - Community blood drives to recur every month.

May - National Hospital Week Open House at FRH. All departments, community businesses, and WIC participated.

Dec. – Initiated second Annual Visit with Santa for community children & families on campus; photos, arts & crafts were available with Santa arriving via helicopter.

Dec. – Implemented second Annual CASA Toy Drive for abused & neglected children with outstanding hospital staff involvement and participation.

CONTINUING FOR 2016

March – FRH campus was the site for its annual Easter Egg Hunt for the Pearsall community.

Community blood drives to recur every month.

Dec. – Will conduct third Annual Visit with Santa for community children & families on campus; photos, arts & crafts were available with Santa arriving via helicopter.

Dec – Will conduct third Annual CASA Toy Drive for abused & neglected children with outstanding hospital staff involvement and participation.

GOAL:

As an employment leader and the largest health provider in the area, improve outreach and participation in collaborative efforts toward improving the public's sense of well-being, pride and confidence as members of our rural community

IMPLEMENTATION:

Provide community organizations and groups with in-kind, informational and financial assistance with the intent to help them meet their community goals and objectives.

STRATEGIES/ACCOMPLISHMENTS 2015

Involvement with community organizations to provide assistance and support

Feb. – FRH donated monies for scholarships to the youth that participated in the JR. Live Stock in Pearsall.

April - Participated in completing a grant application with TAB. Rural Health Care Coordination Network Partnership Program: HRSA-15-123. The purpose of the Program is to support the development of formal, mature rural health networks that focus on care coordination activities for the following chronic conditions: diabetes, congestive heart failure (CHF) and chronic obstructive pulmonary disease (COPD).

June - Open House - Introduced new partnering with Windsor Rehab offering pediatric occupation & speech therapy.

August 2015 thru May 2016-FRH and Pearsall High School collaborate on training Cluster XII Special Education Cooperative Program students through work-based learning. Eight students learn job skills on-the-job at FRH.

Aug. – LaSalle County; Back to School/Health Fair. FRH participated.

Aug. – Pearsall Back to School/Health Fair. FRH participated with a booth and wellness literature.

Oct. – Cotulla; Hunter's Extravaganza - FRH participated.

Oct. – Eagle Ford Safety & Equipment Rodeo – FRH participated providing health screenings.

Nov. – As a member of the TAB, FRH participated in the award ceremony where TAB and Frio County were named the Outstanding Rural Community by the Texas Rural Health Association at their annual meeting in Fort Worth on October 29th at their awards luncheon.

Dec. – FRH hosted a Health Fair for Immaculate Heart of Mary Church.

CONTINUING FOR 2016

Jan. – FRH donated monies for scholarship youth participants in Pearsall for Jr. Rodeo Livestock Show.

Feb. – FRH personnel participated and assisted with food bank distribution of foods.

Feb. – FRH staff participated as Rotary members in hosting and serving a pancake supper to the community.

Feb. – FRH was a participant in the Pearsall Career Day with a booth and literature.

Feb. – FRH participated at the TAB Health Fair in Pearsall with a booth and literature.

March – FRH participated at Pioneer Days (art museum event) with a booth and literature.

March – FRH staff participated at Fireman’s Park where food packages were distributed to the needy. About 200 people were served.

April – Relay for Life. FRH raised several hundred dollars for cancer awareness.

June – Caregiver Project in Frio County with Frio County Translational Advisory Board (TAB). FRH and TAB collaborated with Dr. Carole White on a research project focused on family caregiving. This is an area critical to our community to identify resources and types of support and education for family caregivers in our rural communities who provide care for persons afflicted with Alzheimer’s, dementia and other chronic diseases.

June – FRH staff participated with the Food Bank at Community Park to distribute food.

June - FRH physicians collaborated with the REACH Program of the University of Texas School of Public Health Regional Campus at San Antonio to announce its report: “Chronic Pain: The Hidden epidemic” in Frio County”. This report, aimed at the South Texas health care community, explores how health care professionals and institutions can work together effectively to understand chronic pain within Frio County.

Aug. – FRH donated goodie bags to all new Dilley ISD teachers at the start of the new school year.

Aug. – Pearsall Back to School Bash. FRH donated school supplies to students and parents of the district and offered free health screenings to the community.

Oct. -

FRH participated in the National Night Out with Pearsall community.

FRH participated in the Homecoming Parade with Pearsall High School.

FRH participated in the Eagle Ford Safety Rodeo, providing health and wellness literature and health screenings

FRH will offer free health screenings at the annual Frio Vision Market Days in Pearsall.

FRH will participate in the Pearsall Nursing Home’s Fall Fest and give out promotional items and wellness literature.

Dec. – FRH will be a participant in the Community Christmas parade and display its hospital banner.

GOAL:

Improve physician and medical staff involvement in community education.

IMPLEMENTATION

Increase the number and frequency of physician and medical-staff attended events where they can educate youth and adults alike in various health topics important to this rural community.

STRATEGIES/ACCOMPLISHMENTS 2016

Promote educational, wellness and career discussions with community-at-large.

Sept. – FHR had an Open House of its Rehab facility for the community to introduce new therapy equipment.

Oct. – FRH will have a Town Hall meeting for the community. Physicians and other medical staff will attend to answer any questions from community attendees.

Oct. - Career Day at Pearsall High School – an FRH physician will attend with other departments represented to talk to youth about careers in the medical field.