A Five-County Regional Community Health Needs Assessment Implementation Strategy

SEPTEMBER 2016
CUMBERLAND, DAUPHIN, LEBANON, PERRY AND YORK COUNTIES

Penn State Health Milton S. Hershey Medical Center | PinnacleHealth System
Pennsylvania Psychiatric Institute
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Community Health Needs Assessment (CHNA)

In 2015, Pennsylvania Psychiatric Institute, Penn State Health Milton S. Hershey Medical Center, PinnacleHealth System, Carlisle Regional Medical Center, Hamilton Health Center and Holy Spirit—A Geisinger Affiliate—collectively deemed The Collaborative—completed a Community Health Needs Assessment (CHNA) of a five-county Pennsylvania region that included Cumberland, Dauphin, Lebanon, Perry and northern York counties (Appendices A and B). The Collaborative worked with regional stakeholders to discover and understand residents’ range of health needs (Appendix C).

CHNA contributors included public and private organizations, such as health and human service entities, government agencies, faith-based organizations and academic institutions. Stakeholders represented populations living in urban, rural, and suburban communities. Primary and secondary data including surveys, interviews, open discussion forums and county statistics, were used to evaluate the needs of these populations. An index score was created to reflect health disparity levels in comparison to other communities in the region. Tripp Umbach, a nationally recognized consulting firm, collected and analyzed the data.

THE COLLABORATIVE
To serve the needs of the five-county region of Pennsylvania, the Pennsylvania Psychiatric Institute, Penn State Health Milton S. Hershey Medical Center and PinnacleHealth System joined together to develop one implementation strategy to outline sustainable approaches to addressing the needs identified by the community in the CHNA.

Penn State Health Milton S. Hershey Medical Center, Pennsylvania Psychiatric Institute and PinnacleHealth System worked to address the patient access gap in primary, specialty and dental care services. Secondly, the team aimed to strengthen behavioral health awareness education and outreach, and increase access to mental health and substance abuse services. Lastly, the team worked diligently to improve the lifestyle choices—through education and better access to healthy, affordable and feasible nutrition and fitness options—of residents living in the health institutions’ service area.

The Pennsylvania Psychiatric Institute (PPI)
PPI is committed to providing a wide range of high quality behavioral health services. PPI is dedicated to providing clinical excellence, diverse education, research and community collaboration in a manner that evolves to meet the changing behavioral health care needs of the region.

Penn State Health Milton S. Hershey Medical Center (HMC)
HMC, Penn State College of Medicine (PSCOM), and Penn State Children’s Hospital (PSCH) are committed to enhancing the quality of life for all through improved health, the professional preparation of those who will serve the health needs of others, and the discovery of knowledge. As an academic medical center, HMC’s mission areas include education, patient care, community outreach and research. Community members can visit studyfinder.psu.edu to explore research opportunities and request additional information.

PinnacleHealth System
PinnacleHealth is a not-for-profit healthcare system dedicated to providing and improving the health and quality of life for the people of central Pennsylvania since 1873. A proven leader in medical innovation, PinnacleHealth offers a wide range of services from primary care to complex surgeries. The healthcare network includes four campuses (Community, Harrisburg, West Shore and Polyclinic) as well as medical services such as family practice, imaging, outpatient surgery and oncology at multiple locations throughout the region. As a community hospital, PinnacleHealth maintains a focus on the needs of the local communities and strategies that address the unique healthcare needs of the diverse populations being served.
The findings of the Community Health Needs Assessment identified three overarching priorities:

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As the Collaborative determined strategies for addressing the needs of the community, it was understood that without partnerships with regional, state and local organizations, outcomes would not be achieved. Each organization participates in coalitions such as the Hospital and Healthsystem Association of Pennsylvania (HAP), SouthCentral Pennsylvania CHNA Collaborative, the Dauphin County Health Improvement Partnership (DCHIP), the Capital Area Coalition on Homelessness, and The Pennsylvania Office of Rural Health. By working with community-based organizations that focus on health improvement, the institutions can accomplish a larger, more sustainable impact. PPI, HMC and PinnacleHealth are committed to partnering with traditional and non-traditional partners to address issues regarding health and quality of life.

The collaborative recognizes that transportation, cultural competency and attention to diversity are crucial when addressing the three priorities. The focus on culturally responsive care and diversity is based on the recognition that our community is increasingly becoming more diverse, with populations traditionally defined as racial/ethnic minorities collectively becoming the majority population. By communicating effectively with diverse individuals, the Collaborative can contribute to reducing health disparities for under-represented populations.
ACCESS TO HEALTH SERVICES

According to the Agency for Healthcare Research and Quality (2011), healthcare access is considered the timely use of personal health services to achieve the best health outcomes. Barriers that prevent access to health services include insurance, affordability and poor provider availability. The five-county region reported some of the lowest county health rankings in Pennsylvania, including health outcomes, morbidity, clinical care and mortality. County records (2015) showed close to a 12 percent rate of uninsured residents across all five counties, compared to 11 percent for all of Pennsylvania from 2013 county records. Hand-distributed surveys for the CHNA found that 20 percent of respondents did not have health insurance. Lebanon, Perry and York counties are reported as having the fewest primary care physicians per capita, compared to all of Pennsylvania. The CHNA also reported the need for more specialty and dental care providers to offer services and treatments within the regional communities.

BEHAVIORAL HEALTH SERVICES

Each year, approximately 61.5 million Americans (one in four adults) live with at least one mental illness (CDC, 2015). Sixty percent of these individuals receive no mental health services or treatment (NAMI, 2015). In 2013, more than 118,000 Pennsylvania residents visited a healthcare provider for treatment of mental illness (PHC4, 2013). Approximately 18 percent of respondents to the CHNA study area are affected by a mental illness (SAMHSA, 2012). Lack of behavioral healthcare providers in Perry and York counties (47 percent fewer and 87 percent fewer than the national average, respectively) contribute to poor mental health care in the region. The CHNA identified that substance abuse across the region has either remained the same or increased since 2002 (SAMHSA, 2010, 2011, 2012). The CHNA found that undiagnosed and untreated behavioral health problems can lead to physical, emotional and spiritual distress.

HEALTHY LIFESTYLES

According to the Center for Disease Control (CDC), engaging in regular physical activity and creating a routine of exercising from adolescence into adulthood is important to overall health (2015). The five-county region reported, through the CHNA surveys, that more than 75 percent of residents partake in regular physical activity. Those who are overweight and obese, often as a result of physical inactivity and poor diet, can face an increase in their risk of Type 2 diabetes, high blood pressure, high cholesterol, asthma, and arthritis (CDC, 2015). The number of regional residents that smoke tobacco is more than double national figures (40 percent and 18 percent, respectively). Although the physical activity outlook is promising, inadequate nutrition and obesity and smoking cessation and prevention are a significant challenge to improved healthy living in the region.
PRIORITY: ACCESS TO HEALTH SERVICES

The CHNA results pointed to a growing issue in many communities in the five-county region of Pennsylvania: a lack of access to quality healthcare, specifically primary, specialty, and dental care. The factors of healthcare access comprise health insurance coverage, affordability, health literacy, cultural competency, coordination of comprehensive care and the availability of physicians.

PRIMARY CARE

Lack of health insurance coverage and affordability can act as barriers to health services. Low-income and economically challenged populations are greatly affected by the lack of health care coverage. Prior to the implementation of the Patient Protection and Affordable Care Act (PPACA) coverage expansion in 2013, more than 1.2 million people were uninsured (11 percent of Pennsylvania residents). Among the 89 percent of Pennsylvanians with insurance in 2013, 62 percent were covered under an employer's plan. One in five Pennsylvanians were enrolled in Medicaid or the Children’s Health Insurance Program (CHIP) while seven percent were individually insured. Fifty-one percent of CHNA survey respondents reported affordability as their primary reason for not having coverage.

GOAL:
Strengthen access to provider-based services and supportive services and increase utilization of healthcare services by community members.

OBJECTIVE:
By 2019, increase access to primary care services for residents of the five-county region.
Provide insurance enrollment specialists and financial advisors to educate and enroll uninsured patients in appropriate insurance plans:

Expand Certified Application Counselors (CAC) in each emergency room to identify uninsured patients as they register: The CAC will review options for insurance enrollment and follow the enrollment process to completion following the visit to the emergency room. CACs work with financial aid counselors to determine best options for enrollment and reasonable financial accountability. CACs will be present at community outreach events identifying populations that struggle, to help them understand their financial options for health care coverage.

Reach out to patients who are uninsured or underinsured and provide information and counseling on Medicaid, the Marketplace, and Financial Assistance Program in hopes of providing financial options to cover clinical care costs: Financial counselors will be placed in the HMC Emergency Department and Penn State Cancer Institute, two places where patients most often need assistance. In addition, financial counselors will assist community members with the federal and state health insurance open enrollment period and partner with local non-profit organizations to assist low-income community members with premium assistance for the state and federal marketplace and COBRA benefits. HMC representatives will attend community outreach events that specifically engage populations of people who are less educated on how to obtain and finance health insurance.

Promote awareness of and enrollment in the Children's Health Insurance Program (CHIP): This strategy allows HMC to reach parents and guardians of pediatric populations and to provide information on enrollment into CHIP. In addition to working with patient families within Penn State Health Children's Hospital, HMC will work with external health colleagues to share information with families at other community locales.

Increase the number of patients who use the HMC Prescription Assistance Program: Prescription assistance is provided to any HMC patient in need. Assistance includes application support for any pharmaceutical-run patient assistance programs, one-on-one counseling about affordable medication options, and help with grant funding opportunities (usually disease-specific) to offset medication costs. Staff members will also assist qualified individuals over 65 in completing their Pharmaceutical Assistance Contract for the Elderly (PACE/PACENET) applications.

Increase Nurse-Family Partnership Program: PinnacleHealth offers a voluntary prevention program that provides nurse home visitation services to low-income, first-time mothers. From pregnancy until the child turns two years old Nurse-Family Partnership Home Visitors form a much-needed trusting relationship with the first-time moms, instilling confidence and empowering them to achieve a better life for their children and themselves. This nationally renowned, evidence-based, community health curriculum transforms the lives of vulnerable families. In 2015 the Nurse-Family Partnership Program served 274 clients and intends to increase the number of clients served in the future.
Optimize the patient-centered medical home, whereby continuous quality patient care is comprehensive, team-based and accessible:

**PinnacleHealth’s Navigation Program:** PinnacleHealth’s Navigation teams provide care management and coordination to high-risk patient populations, including low-income, senior high rises, community-based shelters and community clinics.

Collaborate with social workers, nurse care managers, and community-based social service organizations to assist with social program eligibility and to overcome barriers to insurance access: HMC social workers conduct social assessments and identify patient needs, including medical and financial concerns and any home restrictions that create a barrier to care. HMC and patient resources are identified and social workers develop a customized strategy for patients to follow-up by phone. Nurse care managers perform similar tasks, but focus on the clinical aspects of care.

**Provide home visits to high-risk populations:** A Certified Registered Nurse Practitioner (CRNP) and medical assistant-led program will organize home visit and call assessment teams for those who cannot commute to a practice site for care, including those who have been recently discharged with acute needs.

**Increase Primary Care Physicians (PCPs) and Advance Practice Clinicians (APCs) in the workforce:** Having founded the first Department of Family and Community Medicine in the United States, PSCOM has a well-established history of focusing on primary care. The 3+3 family medicine accelerated program began in 2015 and identifies medical students who are interested in primary care and want to stay in central Pennsylvania for residency. This program provides financial support and enables students to complete their last year of medical school in conjunction with their first year of residency. Additionally, in 2014, PSCOM opened a Physician Assistant Program and will graduate their first class of 30 students in 2016. Penn State College of Nursing also provides grant funding, through the Advanced Nursing Education Expansion and Advanced Nursing Education Traineeship, to students who are pursuing advanced degrees and are interested in caring for rural and underserved populations.
Provide care to uninsured, underinsured, and diverse populations:

**PinnacleHealth Service Area:** Through the Community Health Navigation Network, to improve service, access and coordination of care for vulnerable populations, PinnacleHealth created a multidisciplinary care team to coordinate healthcare services for senior residents in the Harrisburg area. The innovative program offered more than just efficient, well-served healthcare; it also created a connection and relationship between clients and clinicians.

**LionCare/Bethesda Mission:** HMC and PSCOM provide care to patients through a free, student-run clinic operating at Bethesda Mission in Harrisburg. Services include medication, follow-up care and procedures. General and women's clinics are offered biweekly, while cardiology, neurology, psychology, orthopedics and dermatology clinics are offered monthly. A smoking cessation program is also provided to male patients free of charge. In the future, LionCare intends to open sports medicine, pediatric, and additional ophthalmology clinics. This strategy aims to provide patient navigation services, nutrition education through the Manna Food Pantry and diabetes screenings.

**Hope Within Ministries:** Hope Within Ministries delivers free primary health and mental services to people who are medically uninsured and have significant financial need in Lancaster and Dauphin counties. To qualify, patients must have an income 200 percent below the federal poverty level. HMC provides funding for patient laboratory and radiology needs. Select HMC faculty serve on the organization's Board of Directors.

**Community Check-up Center:** The Community Check-up Center is located in south Harrisburg and is a community based non-profit organization working to improve the health and wellness of low-income women and children through high quality compassionate care. HMC provides a part-time pediatrician and residents to accommodate the growing number of patients with complex health needs.

**Nepalese and Bhutanese Populations:** As an increased number of Nepalese and Bhutanese persons are utilizing HMC for care, steps will be taken to learn about their history and needs in order to create a culturally-competent clinic which will focus on patient-centered care and increased access.
Provide diversity/inclusion education for faculty, medical staff, students, and community members:

PinnacleHealth is developing a series of educational events that focus on the traditions, cultures and healthcare needs of the unique populations in the service area. Content experts and speakers will be on site to share examples and preferences with the PinnacleHealth staff to include the healthcare and medical needs of men, women and children from various cultural groups. The goal of this series is to create cultural sensitivity and awareness among staff that will result in improved quality of care for all patients, regardless of ethnic and social differences.

HMC and PSCOM provide opportunities to enhance cultural competency, increase staff and student diversity, create an inclusive work environment, improve patient-centered care and educate the community: HMC and PSCOM is launching the Inspiring Excellence Through Inclusion Academy to enhance care for diverse patients, increase awareness of diversity and inclusion issues, to improve the organization's culture of respect, and to provide educational sessions on diversity to our community. The Academy includes workshops for the senior leadership, programs for managers and supervisors, workshops for the workplace, students, and community, including information on culturally-responsive care for diverse groups.

HMC and PSCOM is advancing its diversity imperative that includes eight areas of focus: 1) Communicating commitment to diversity, including developing a vision for diversity and inclusion; 2) Being “best in class” in creating a respectful and inclusive work and educational environment; 3) Increasing racial diversity of students as well as increasing diversity of students with disabilities and with military service; 4) Increasing the racial and gender diversity of faculty and staff; 5) Increasing the cultural competency of faculty and staff; 6) Improving the engagement of students, faculty and staff and the local community in the organization’s commitment to diversity and inclusion; 7) Addressing disparities, including health disparities; and 8) Increasing use of diverse suppliers (businesses owned by racial minorities, women, LGBT, and veterans).

Implement the Teach Back Method: PinnacleHealth aims to provide staff training on the Teach back method, or communication confirmation method, to improve patient understanding of discharge instructions and improve overall health literacy.

Reduce flu transmissions with administration of influenza vaccine to employees, high-risk families, and community members: Influenza is a serious disease that can lead to hospitalization and even death. An annual flu shot is the best way to reduce flu in the community. HMC will collaborate with the Pennsylvania Department of Health and increase the number of HMC employees receiving a vaccine to 90 percent. The strategy for community members is to pinpoint a new location in the region to host drive-thru flu shots. High-risk families will be assisted by Penn State Health Children's Hospital nursing staff.

Reduce incidence and severity of avoidable pediatric injuries at home, at play, and in cars: To reduce the number and degree of pediatric injuries in the community, the Pediatric Trauma and Injury Prevention Program strives to increase awareness and provide families access to necessary education tools, resources and devices to lower the risk of injury.

Implement a Medical-Legal Partnership (MLP) at HMC with Penn State University-Dickinson Law's clinical program: By utilizing legal advocacy, Penn State Hershey Medical Group (PSHMG) provides support to ensure that patients have more income, better food, safer and more stable housing, and safer neighborhoods. MLP is a platform for legal and health professionals to jointly detect, address, and prevent health-harming social conditions for people and communities. The MLP Clinic is committed to improving the health and well-being of vulnerable populations through joint medical-legal advocacy; the professional preparation of those who will serve the legal and health needs of others, and the discovery of knowledge that will benefit all.
SPECIALTY CARE

Health disparities, social determinants (home life, education levels, income, and employment), and shortages of physicians adversely impact accessibility to specialty care services. By 2020, the Association of American Medical College’s Center for Workforce Studies estimates that the United States will face a shortage of 46,100 surgeons and medical specialists. With the current obesity epidemic, increased lifespans, and an American population which is becoming slightly more physically active, the demand for orthopedic surgeons has grown. By 2025, the country’s need for oncologists will nearly double. Information collected from the CHNA highlighted the need for more specialists in the five-county Pennsylvania region. Health provider survey data reported that health providers would like to see timely access to specialty care (11 percent) addressed as an area of improvement in the healthcare system.

GOAL:
Strengthen access to specialty provider-based services and supportive services and increase utilization of healthcare services by community members.

OBJECTIVE:
By 2019, increase access to specialty care services for residents within the five-county region.
ACCESS TO HEALTH SERVICES

Increase heart and stroke health education and screenings through community outreach activities:

The PinnacleHealth Cardiovascular and Thoracic Surgery team works in conjunction with health educators to ensure that the community has access to services and can overcome barriers to improved health after cardiac-related procedures: PinnacleHealth’s cardiac educators attend community events and employer fairs to increase access to screenings and early detection. When necessary, PinnacleHealth refers community members to the PinnacleHealth Cardiovascular Institute. From diagnostics and bedside care, to procedures and rehabilitation, the goal is patient-centered care and a focus on improving and saving lives.

Penn State Heart and Vascular Institute (HVI) plans to reduce risk of cardiovascular disease mortality and morbidity by enhancing public awareness of heart and vascular health: Knowing the risk factors for heart attack and stroke is the first step towards reducing risk. HVI will participate in annual community events, enhancing the heart and vascular education outreach approach through the development of an “Outreach Education Package” providing screening and education for older adults and children in both English and Spanish. Lipid, glucose, blood pressure, and body mass index (BMI) screenings will also be provided. An “Omnibus Cardiovascular risk score”, used by the American Heart Association, will be calculated and shared with the person screened, and recommendations to share the risk score and test results with the person’s health care provider. Follow-up blood pressure and weight measurements will be offered at the site.

Penn State Children’s Hospital (PSCH) will focus on patient care, education, and community service, by sharing and directing resources to areas (e.g., expansion into fetal diagnosis, adult congenital heart disease, and weight management): This strategy is to maintain and improve quality of care, support research, train physicians, streamline extensive outreach network of clinics (21 sites) and redeploy resources to sites which require additional support. PSCH plans to develop a referral base for fetal echocardiograms and Adult Congenital Heart Disease (ACHD), and will obtain funding for equipment/sonographers to support a fetal heart program, kid’s camp, AHA Youth Health and advanced imaging research. This strategy also includes a multidisciplinary team of physicians, advanced practice clinicians, dieticians, and psychologists to help manage and counsel children who are overweight, obese or morbidly obese. HMC will expand referral bases in other regions, strengthen fellowship training, partner with Maternal Fetal Medicine, Family and Community Medicine and Adult Cardiology, and develop a pediatric cardiology research center.

HMC Stroke Program, in collaboration with the Community Health Team, will focus on education initiatives for school-aged children and at-risk adults: The plan includes multiple large scale events, the development and deployment of education tools, a phone application and a new stroke outpatient/outreach coordinator position. The goal is to increase the number of community members educated about cardiovascular risk factors, the signs and symptoms of stroke, and when to call 911.
**ACCESS TO HEALTH SERVICES**

**Improve adult diabetic care**

PinnacleHealth conducts group diabetic education sessions to help patients learn about diabetes and how to manage the disease: Diabetes education includes information on diabetes management, physical activity, medication usage, complication prevention and coping with the chronic disease. The nutrition portion of the education focuses on food choices and improving blood sugar control. Diabetes education aims to reduce heart disease risk factors and improve weight management. Health professionals provide diabetes during pregnancy education through individualized instruction and intensive diabetes self-management instruction on insulin therapy.

HMC will identify high-risk hospitalized adult patients (with a diagnosis of Type 2 diabetes) and provide ongoing follow-up and education post-discharge: The strategy includes utilizing secure text messaging, offering group diabetic education visits, developing diabetic support groups and improving glycemic control to reduce long-term complications and future hospitalizations.
Improve cancer care prevention:

PinnacleHealth focuses on prevention and treatment for various cancers, with centers located on the east and west shores of Harrisburg: Treatment and support services are offered in one of our two state-of-the-art facilities: the Ortenzio Cancer Center at PinnacleHealth, located on PinnacleHealth's West Shore Campus in Hampden Township; and the PinnacleHealth Cancer Center, located on our Community Campus in suburban Harrisburg. Physicians treat a wide range of cancer types and provide specialized program to include: Women's Cancer Programs, Prostate Cancer Program, Breast Cancer Program and Lung Cancer Program. PinnacleHealth partners with community cancer support groups such as Catalyst to reduce health disparities and improve the health of our communities. The initiatives expand existing community-based education and programs on cancer, enhance skills and inform populations on resources that improve cancer survivorship for patients, caregivers and families in the service area.

Rural Northern Appalachia Cancer Network (NACN) and Harrisburg Community Cancer Network (HCCN): Penn State Cancer Institute has established community-based networks in rural and urban Pennsylvania to decrease the risk of cancer and morbidity from cancer among residents of these communities.

Northern Appalachia Cancer Network (NACN): Established in 1992, the NACN is a community-academic partnership dedicated to reducing cancer incidence, morbidity, and mortality among rural communities of Pennsylvania. The NACN develops tests and disseminates evidence-based strategies that increase physical activity, improve nutrition, reduce obesity, increase cancer screening and enhance cancer survivorship. The NACN is piloting toolkits in faith-based settings in rural central Pennsylvania.

Harrisburg Community Cancer Network (HCCN): Established in 2010, the HCCN is a cadre of community health workers (CHWs) who provide peer education and support that reduces the cancer burden among minority residents in central Pennsylvania, with special emphasis on African Americans in Harrisburg. The CHWs provide patient navigation services, coordinate community education programs and summits, and run support groups. In conjunction with Penn State Health, the HCCN is developing and testing a peer education and navigation program to increase the uptake of colorectal cancer screening in Harrisburg. The plan includes utilizing community-based networks for development and delivery of evidence-based interventions in communities and clinics located in rural and urban Pennsylvania. This approach allows community members and organizations, as well as clinical and academic partners, to work collaboratively with Penn State Cancer Institute to reduce cancer health disparities and improve the health of our local communities.

Skin cancer due to sun exposure: Penn State Dermatology's strategy to reduce skin cancer is to focus on expanding expertise in skin cancer detection, hosting annual skin cancer screenings at multiple locations, improving access in acute care clinics, recruiting additional faculty and increasing the number of resident physicians, expanding team-based care, training other health professionals to detect skin cancer (Family and Community Medicine/Nursing), attending public health events and advocating the use of sun protective shirts, hats, umbrellas and facilitating the construction of shade structures (gazebos at Fireman's Park-Palmyra and the Eshenour Trail-Hershey). Education events involving Hershey Gardens UV protection umbrellas and outreach with local lifeguards and grounds crews, along with special communication at HMC, Hershey Country Club and Milton Hershey School.
Because breast cancer is the second leading cause of cancer deaths among women, free mammograms will be offered to qualifying women 40 years of age and older:

PinnacleHealth will expand their Mammogram Voucher Program (MVP) to underserved and/or underinsured women: Free mammograms are provided to women that do not have insurance to receive diagnostic care and prevention of breast cancer. MVP has provided potentially life-saving screenings for more than 3,000 uninsured and underinsured women since its inception.

HMC participates in the Pennsylvania Department of Health’s The Healthy Woman Program: As a partner, free mammograms are offered at HMC to uninsured and underserved Pennsylvania residents. The goals of the program are increased education and early detection.

Improve HIV/AIDS care

Continue to provide the Resources, Education, and Comprehensive Care (REACCH) program to HIV/AIDS Clients: REACCH provides free and confidential HIV testing, as well as primary medical care, HIV treatment and treatment adherence for men, women and adolescents. The strategy supports a clinical care team composed of infectious disease doctors, a nurse practitioner and registered nurses who provide a holistic, individualized plan of care for each patient, which includes both medical and psychosocial support and helps people stay on their medications and remain healthy. Psychological and social support services to HIV/AIDS clients include case management, support services for patients and their families, nutritional counseling, social services, financial counseling, help in accessing community resources and outreach to those who have fallen out of care.

Alder Health Services director for medical services and selected board members are HMC faculty: The mission of Alder Health Services is to improve the health and well-being of individuals living with HIV/AIDS, as well as members of the LGBT community, by providing a culturally competent and affirming environment that empowers their clients.
ACCESS TO HEALTH SERVICES

Enhance TeleHealth in the region:

**Primary Care TeleHealth:** PinnacleHealth seeks to increase the utilization of TeleHealth in family practices and throughout the service community. PinnacleHealth’s strategy includes continuing to collaborate and maintain relationships with community-based agencies and PinnacleHealth sites that provide specialty care services to promote integrated and holistic care to patients.

**ALS Telemedicine:** The ALS telemedicine program enables patients with ALS and their caregivers to attend multidisciplinary ALS clinic visits in their home by using secure web-based video conferencing software. Patients are identified by a physician or nurse. Examples of eligible patients include those who are prevented from traveling to a clinic due to disease progression and/or those who live a significant distance from the clinic.

**Dermatology TeleHealth Initiative:** HMC developed a TeleHealth platform to improve access to dermatology. Dermatology will implement the TeleDermatology platform with two partners (Physician Alliance Ltd. and J.C. Blair), and expand geographic reach beyond the five-county region of Pennsylvania.

**LionNet (Stroke):** LionNet has impacted nearly 5,000 lives since 2012. HMC’s neurologist stroke program has enabled many of these patients to stay in their communities and still receive specialty care. The goal is to expand the reach of LionNet across the continuum and continue to grow the network of 16 community hospitals to any hospital that requests TeleStroke services. Ongoing education, advances to the TeleHealth equipment, continued research relating to TeleStroke and advances in stroke care will aid in sustaining the network. Combining resources with the virtual intensive care unit model will help to provide comprehensive care for stroke patients in community hospitals.
DENTAL CARE

Although many residents of the five-county Pennsylvania region obtain primary and preventive dental care on a regular basis, some individuals experience significant challenges receiving this care. The CHNA found that economic and financial barriers, lack of dental provider coverage and lack of awareness of the importance of good oral hygiene and its effect on the rest of the body are obstacles for residents to receive dental care services. Limits to accessing dental care also include health illiteracy, cultural competence and coordination of comprehensive care.

GOAL:
Strengthen access to dental provider-based services, supportive services, and utilization of dental services by community members.

OBJECTIVE:
By 2019, increase access to dental care for uninsured and underinsured residents in the five-county region.
Increase utilization of the SMILES program to minimize dental care as a barrier to overall health status improvement and coordinate care of urgent dental needs with the Emergency Department:

**Utilize volunteer dentists in the SMILES network:** A network of more than fifty volunteer dentists spans the east and west shores of Harrisburg. Once it is determined that a patient has an urgent dental need, he/she can be referred to the dental access coordinator who will work with the patient and dentist to set up an appointment to alleviate the urgent need. In 2015, PinnacleHealth received more than 250 referrals from community partners and PinnacleHealth emergency rooms.

**Explore how patients from HMC’s Emergency Department can be referred to the SMILES network and the feasibility of providing a SMILES program in the service area:** An expansion of the SMILES program to regional service areas will bridge the gap, provide greater access to dental care and reinforce prevention of dental health issues.

**PinnacleHealth partners with community clinics to provide ongoing preventive dental care or non-urgent dental care:** Hamilton Health Center is a local Federally Qualified Health Center (FQHC) that is equipped with a state-of-the-art dental clinic. This clinic is designed to provide ongoing preventive care to patients without dental insurance, and is poised to be the dental home for these patients. Harrisburg Area Community College’s dental hygiene program provides dental cleanings and a local, church-based, free clinic provides dental services.

**HMC and Penn State Hershey Medical Group (PSHMG) are developing a feasibility study for establishing a dental service in the greater Hershey community:** The scope of services being considered includes routine and urgent dental care as well as increased access to oral surgery services. The working models being considered focus on establishing a new dental practice site staffed with full-time dentists and hygienists. Part of this feasibility study includes evaluating the impact of potentially instituting new dentist and/or dental hygienist residency and/or training programs. This program would ideally participate in all dental insurance programs (federal, state, and commercial) and be accessible to all community residents. Another important aspect of this plan will address coordination of care across routine dental, oral surgical, and specialized dental services.
**PRIORITY:**

**BEHAVIORAL HEALTH SERVICES**

Behavioral health is a major concern across the nation and is a top health priority in the five-county study area. Behavioral health issues affect not only the mental well-being of an individual, but they also affect spiritual, emotional and physical health. Unmanaged mental illnesses increase the likelihood of adverse health outcomes, chronic disease and substance abuse partly due to a decrease in accessing medical care. Behavioral health patients often struggle with lengthy waiting periods, long distance travel, and the inability to secure medical appointments. The primary focus of this strategy is to address mental health and substance abuse needs.

**MENTAL HEALTH**

The majority of adults with mental illness received no mental health treatment in the last year, indicating a nationwide issue with individuals being able to receive proper mental health services and treatment. There is a lack of mental health providers available to United States citizens. Close to 91 million adults live in areas where there is a shortage of mental health professionals. The primary data received from residents, health professionals and community leaders across the study area showed the need for attention to mental health services. Treatment of mental health is often reactive in the form of crisis intervention through hospital emergency rooms rather than proactive practices. Additional barriers to mental health services include out-of-pocket costs/insurance coverage, negative social stigmas and lack of health education. Many residents who have mental health issues tend to also have multiple behavioral diagnoses, making it even more essential for those in need to access and receive continuous treatment.

**GOAL:**

Residents will have access to the best practices in screenings, assessment, treatment and support programs for mental health and child protection.

**OBJECTIVE:**

By 2019, improve the mental health of all adults and children living in the five-county region.
Create a direct admit program: A direct admit program provides individuals experiencing a mental health crisis in a physician office, therapy office or outpatient facility direct access to a psychiatric facility and increased access to inpatient, partial hospitalization and outpatient services. The plan includes developing assessment and placement tools to determine level of care required, utilizing screening, assessment, and placement methods to determine emergent care needs in emergency departments (e.g., psychiatric care, determining level of care).

Implement an integrated care model for behavioral health services:

- Integrate PinnacleHealth Psychological Associates (PHPA) services into the PinnacleHealth Medical Group (PHMG) practices: Having the mental health professional on site will enhance continuity in services and integration of mental and physical health. The approach allows the professional to engage the patient while they are on site.

- The HMC Department of Psychiatry is partnering with the PSHMG and several other HMC departments to introduce a coordinated and integrated model of care for behavioral health services into PSHMG-operated, outpatient practice sites: Behavioral Health providers (psychologists, therapists, clinical psychiatric specialists) are placed into medical outpatient practice sites to perform mental health evaluations, provide short-term treatment and counseling, and consult with practice site clinical staff to serve patients that are identified with a demonstrated need for behavioral health treatment and interventions.

There are currently 15 practice sites that have been licensed or are in the process of being licensed that function as satellite locations under the auspices of the outpatient psychiatry clinic. Providers at these sites are required to meet the standards of the Pennsylvania Department of Health. Sustaining these services will require ongoing funding of the positions, availability of appropriate space in each clinic to perform behavioral health services, and an improved process to identify patients in need of behavioral health services.

- Psychological evaluation at medical offices: Primary care settings have become a gateway for many individuals with behavioral health and primary care needs. While patients typically present with a physical health complaint, data suggests that underlying mental health or substance abuse issues are often the cause of these visits. PPI will establish satellite offices and provide psychiatric evaluation for patients in need of behavioral health services at specialist medical offices.

PPI will perform evaluations via TelePsychiatry at HMC Emergency Department and PinnacleHealth West Shore Emergency Department: Psychiatric patients seeking emergency mental health evaluations are on the increase more than any other patient group. However, services to meet these needs are dwindling. In the absence of a readily available psychiatrist, TelePsychiatry can be an effective tool for patient evaluation and facilitating access to care in an emergency setting. The use of TelePsychiatry as a strategy to evaluate patients with behavioral health illnesses in an emergency room could potentially expedite dispositions when an on-site psychiatrist is not available.
Provide optimal care for specific mental health diagnoses

Anxiety is characterized by excessive and/or persistent worry that impacts the ability to complete daily functions, including school and/or home activities. In children, worry can present as inattention, irritability, physical complaints and/or a need for constant reassurance. To improve the screening and treatment of children experiencing anxiety, our strategy includes dissemination of evidence-based tools and treatments at local schools, regional provider sites and general pediatric clinics.

Attention Deficit Hyperactivity Disorder (ADHD) typically presents as persistent and/or intense difficulty with paying attention, sitting still, controlling behavior and failing to think before acting. Many children can experience some of these behaviors at times. In order to be diagnosed as having ADHD, a child must have consistent difficulty functioning at home or in school. Children with ADHD can also experience significant hardships getting along with peers, siblings and adults, following rules at home or school and performing well academically. It is important to assess all of these areas when evaluating for ADHD. ADHD is not just a disorder of childhood, as many patients will continue to have symptoms into adolescence and adulthood. Therefore, it is important to periodically evaluate how children with ADHD are progressing as they age.

Autism Spectrum Disorder (ASD) is a neurodevelopmental disorder, present from early childhood, characterized by difficulty in social communication and the presence of restricted and repetitive behavior. The Department of Psychiatry provides a broad array of assessment and treatment services for individuals with ASD throughout the lifespan, with a focus on adolescents transitioning to adulthood. HMC plans to improve resources and education for transition-aged individuals with ASD. Social media and newsfeeds will be used and success will be measured by website analytics (e.g., numbers of “likes” and “shares”). The strategy includes the facilitation of adolescent and young adult social skills groups at HMC and disseminating these models to the Pittsburgh area and later other parts of Pennsylvania.
Enhance behavioral services for children in need:

In 2011, HMC committed its expertise and research power to the development of the Center for the Protection of Children (CPC): Penn State Children’s Hospital is the region’s provider of pediatric specialty services. The Center for the Protection of Children provides 24/7 response to victims of abuse or neglect in the institution and in the region served by Penn State Health. At the Stine Family Foundation Transforming the Lives of Children (TLC) Clinic, mental health services are provided to children and families who have experienced abuse or neglect. A medical home clinic for children in out-of-home placement is also part of the TLC clinic. Collaboration with PinnacleHealth’s Children’s Resource Center (an accredited Children’s Advocacy Center) expands the specialized medical services for abused and neglected children into the community and seven surrounding counties.

PPI Inpatient Children’s Behavioral Health Unit: The demand for child and adolescent services at PPI has increased dramatically since its opening eight years ago. Because of limited clinical space, 120 children and their families needing our care and support were unable to be helped in 2015. A new unit is being designed to meet this need. The new children’s unit will include the addition of nine, private rooms for children ages 4-12, a play-therapy room and a sensory room.

Develop education to improve early detection for suicide: Suicide is a serious public health problem that can have lasting harmful effects on individuals, families, and communities. While its causes are complex and determined by multiple factors, the goal of suicide prevention is simple: Eliminate factors that increase risk and increase factors that promote resilience. Prevention addresses all levels of influence: individual, relationship, community and societal. As the CDC states, effective prevention strategies are needed to promote awareness of suicide and encourage a commitment to social change.

PPI will increase awareness of psychological distress symptoms and risk factors for suicide. PPI will provide access to free suicide prevention and health literacy education with the following groups: community groups, faith-based organizations, and beauty/barber shops. The strategy includes initially targeting counties with high rates of suicide and exploring areas with current successes to replicate in high risk regions. PPI will host suicide prevention presentations at area agencies on aging, senior centers and veteran service centers. The strategy is to support the Pennsylvania Department of Education and schools in implementation of Act 71 and to identify existing Mental Health First Aid (MHFA) trainers or other awareness raising trainings. PPI will use social media as a vehicle to educate suicide prevention.

PinnacleHealth will partner with Hamilton Health Center to provide behavioral health services: As a partner in the collaboration and a major provider of services in the Harrisburg community, Hamilton Health Center will continue to be a satellite site for Behavioral Health Services staffed with a PinnacleHealth psychiatrist, psychologist and LCSW personnel.
Promote consumer and system health literacy on mental health concerns:

PinnacleHealth is committed to understanding how consumers engage in their health, and reducing barriers to health for our community members: Health literacy plays an important role with total well-being. In 2011, efforts on educating inpatient clinicians on health literacy, and health literate communication techniques began. In 2015, health literacy education and training techniques were expanded to all areas of the health system and throughout community-based organizations. A health literacy screening tool is being implemented in the Emergency Department. Through use of this tool, clinicians will screen for patients at high risk for communication errors or adherence issues. The patient can be connected to resources based on need, prior to being readmitted or surfacing as a high-utilizer of the health system. Assessing and taking action on health literacy provides appropriate care when and how patients need it most and helps reduce disparities.

PPI will provide health education on the understanding of mental health concerns and where resources may be found as needed for community outreach activities.
SUBSTANCE ABUSE

More than 24 million individuals, ages 12 years and older, were current, illicit drug users during the time of the Substance Abuse and Mental Health Services Administration 2013 National Survey of Drug Use and Health. More than half of Americans ages 12 years and older, were current alcohol users in 2013 (nearly 137 million individuals). Of the 22.7 million individuals ages 12 and older, who needed treatment for an illicit drug or alcohol problem, only 2.5 million received treatment in a specialty facility.

GOAL:
Residents will gain better access to the best practices in screening, assessment, treatment, and support programs for substance abuse disorders.

OBJECTIVE:
By 2019, decrease adolescent and adult deaths caused by substance abuse within the five-county Pennsylvania region.
Implement an Opioid Task Force and Stewardship Program (OTF&SP): In 2012, the Joint Commission issued a Sentinel Event Alert about the many dangerous side effects of increasing opioid misuse, abuse and dependence. In response to this trend, HMC’s departments of Anesthesiology, Nursing, and Pharmacy introduced an Inpatient Opioid Task Force and Stewardship Program (IOTF&SP) in 2016. A team consisting of a pain management physician, a Certified Registered Nurse Practitioner, and a pharmacist provide inpatient consultations to individuals who have chronic pain or complex pain conditions. The team’s goals include decreasing the dispensation of unnecessary opioid prescriptions, educating providers on alternatives to opioid treatment and disseminating information on safe prescribing practices to reduce the risk of sentinel events.

PPI will initiate an Opiate Treatment Center by 2017: The Opiate Treatment Program offered at the center will support the safe and effective delivery of medication-assisted treatment. Services will be individualized, according to the needs of each patient.
Educate the community on how to prevent prescription drug and opioid misuse, abuse, and overdose

Drugs 101: What Parents and Kids Need to Know is a drug and alcohol awareness program for parents and children ages 10 years and older: The program is unique because it engages parents and children at the same event. The adult portion seeks to educate parents about the various forms of drugs and the kind of peer pressure that children/adolescents may face. A mock bedroom of a teenage drug user serves as the backdrop to the two-hour presentation. The student portion provides first-hand information to teens, to help guide healthy decision-making, in a fun and relaxed format. Community representatives from the Dauphin County Coroner’s Office, Harrisburg City Police Department, Dauphin County Probation Office, local drug treatment programs, Penn State Children’s Hospital’s Trauma and Injury Prevention and other mental health providers offer a glimpse into the life of a person experiencing addiction. A Belgian Malinois dog named Zeke, a retired Harrisburg City K-9 “officer” who was shot during a pursuit, also joins the event.

PinnacleHealth, HMC, and PPI will provide high schools, colleges and higher education institutions with easily understood advertising materials about the negative effects of drug and alcohol to enhance community awareness. The Pennsylvania Client Placement Criteria (PCPC) screening tool will be promoted to determine the most appropriate care for community members with drug and alcohol problems.

Reduce access to prescription drugs, and the possibility of misuse and abuse, by participating in National Drug Take Back Day and promoting drug take back collection sites:

HMC participates in National Drug Take Back Day by organizing a drive-thru take-back site on the hospital campus. The plan aims to provide a safe, convenient and responsible means of disposing prescription drugs with no questions asked, while educating the public on the potential abuse of medications. Medication cards and pill boxes are provided to participants and a baseline of medications returned (in pounds) is being obtained.

Participate in collaborative efforts to improve policy and address drug addiction and abuse:

The Attorney General of Pennsylvania assembled a team to share information regarding hospital admissions, emergency department visits and treatment services related to current drug trends. Collecting and collating this information will enable policy makers to make informed decisions about the allocation of funds and effective strategies to support law enforcement, health care professionals and treatment professionals. HMC and PinnacleHealth are members of this collaborative team.

Offer AL-Anon support for those in need:

AL-Anon is a fellowship program for relatives and friends of alcoholics who share their experience to solve their common problems. The monthly meeting meets on the HMC campus and is open to employees and community members. The philosophy is that alcoholism is a family illness and that changed attitudes can aid recovery. The purpose is to support and inspire hope for families of alcoholics.
**PRIORITY 3: HEALTHY LIFESTYLES**

The CHNA revealed a lack of healthy lifestyles in the five-county Pennsylvania region. Obesity, being overweight, poor nutrition, physical inactivity and smoking are associated with profound, adverse health conditions—evidence links these behaviors and conditions to shortened lifespans. The Implementation Strategy addresses this need by increasing opportunities for physical activity, promoting healthy eating, offering health screenings and facilitating smoking cessation and prevention programs.

**PHYSICAL ACTIVITY**

The CHNA cites the U.S. Office of Disease Prevention and Health Promotion’s Physical Activity Guidelines’ statistics, in which more than 26 percent of Pennsylvania adults do not engage in any leisure-time physical activity. County Health Rankings reported that Perry (27 percent) and Dauphin (25 percent) counties had the highest percentage of adults aged 20 and older who reported no leisure-time physical activity when compared to Lebanon (23 percent), York (22 percent), Cumberland (19 percent) counties and the state of Pennsylvania (24 percent). Lower socioeconomic statuses are linked to a lack of physical education. Health information and education in schools, community organizations and media outlets must reinforce the overall health benefits of daily physical activity and exercise.

**GOAL:**
Increase opportunities for and engagement in physical activity.

**OBJECTIVE:**
By 2019, decrease the average percentage of adults in the Pennsylvania five-county region who report no leisure-time physical activity.
Assess existing venues for physical activity:

Conduct a Walk-Friendly Community Assessment: The Walk–Friendly Communities Strategy to improve walkability includes: 1) recognizing walkable communities and 2) providing a framework to improve walkability. HMC and Partners for Healthy Communities of Central PA plan to conduct a walkability assessment of Derry Township in Dauphin County, submit the assessment and promote the results. For more information, please visit: www.walkfriendly.org/assessment.

Initiate new physical activity programs:

Get Fit Together: The Harrisburg East Shore YMCA is committed to helping low-income families in the five-county region improve their health. Get Fit Together will be a free exercise program to increase strength, endurance and flexibility. Each family participating in the program will meet with a certified personal trainer two times per week. The objective is to make being active a fun and interactive experience for families, encouraging a lifetime of fitness. In addition, each family will meet with a registered dietitian to learn healthy eating habits and how to read Nutrition Facts labels. Participants will learn the importance of eating a healthy diet and understand the long-term health benefits associated with proper nutrition. Get Fit Together will measure outcomes by conducting evaluations before, during and after the program.

HMC Bike Share Program: Bike share programs are an excellent opportunity to increase active transportation. HMC will investigate the possibility of establishing a program to make bicycles available to staff and students on campus, with future plans to expand to the larger community.
Expand existing physical activity programs:

- **Walking and 5K Events**: Increasing physical activity opportunities, PinnacleHealth and regional partners will promote and volunteer at 10 large walking events annually. There is a focus on the number of people participating and the number of events per year.

- **Eat Smart Play Smart (ESPS)**: PinnacleHealth continues to develop programs focused on improving health for the children in our service area. ESPS focuses on families with children to improve education and awareness of healthy choices. This program is offered three to four times per year and will incorporate smoking prevention into the curriculum in the future.

- **Band Together**: Band Together is an exercise program for seniors that includes strength and balance exercises. HMC currently has 15 sites in local churches and community centers with more than 250 participants each week. In 2015, HMC was awarded $14 million to evaluate whether or not the program is effective at reducing injuries from falls. The strategy includes opening 50 new Band Together sites in Pittsburgh, central Pennsylvania, and Philadelphia and to enroll more than 2,000 seniors in the program.

- **Walking opportunities**: Walking is an effective, low-cost form of exercise that also promotes socialization. The strategy aims to promote walking/biking days, promote walking trails and maps, promote participation in annual walking events and increase participation in “Walk, Central PA, Walk,” is a grassroots walking club that offers multiple opportunities to walk throughout the week. A schedule of walks can be found online at facebook.com/walk.centralpa.walk or meetup.com/Walk-Central-PA-walk-Walking-Group-Meetup. Walks vary from “strolls” to “fitness walks” with a pace of 20 minutes/mile or less. The club plans to track their walks and mileage throughout the five-county region.
INADEQUATE NUTRITION AND OBESITY

The CHNA reports inadequate nutrition and obesity as an issue for residents in the five-county region. County health rankings report that Lebanon (32 percent), Perry (31 percent) and York (33 percent) counties have seen an increase in the number of people who are overweight and/or obese over the past several years; these rates were higher than the average for the state of Pennsylvania (29 percent). Totals in Cumberland and Dauphin counties stayed the same (26 percent and 32 percent). Dauphin County had the highest overweight student rate (33 percent), while Lebanon County had the highest obesity rate (17 percent) for students in kindergarten through sixth grade; both are higher than the State’s rate. In grades 7–12, Dauphin County had the highest rate of overweight students (37 percent), and Perry County had the highest rate of obese students (23 percent), both higher than Pennsylvania’s rate. Low socioeconomic statuses, poor education and lack of access to healthy, fresh foods are the top reasons for inadequate nutrition and spiked obesity rates in the region.

GOAL:
Increase opportunities for people to learn about and make healthy food choices.

OBJECTIVE 1:
By 2019, reduce adult and childhood obesity rates in the five-county region.

OBJECTIVE 2:
By 2019, decrease percentage of area residents that report inadequate fruit and vegetable consumption.
HEALTHY LIFESTYLES

Increase access to healthy food choices and nutrition education:

**Power Pack Program:** The program is designed to provide nutrition to students over the weekend when they are away from the school setting. Currently, PinnacleHealth supports programs in the Harrisburg, Central Dauphin and Newport School Districts. The ultimate goal is to address the root cause of hunger and disseminate educational and employment opportunities to families eligible for the Power Pack program to assist them in achieving a higher socioeconomic status.

**COCOA PACKS INC:** HMC provides nutrition education resources and financial support to the Derry Township School District for the COCOA PACKS INC program, an essential assistance program for students who face food shortages at home.

**Food as Medicine Program / Farmers Market in Hershey:** To promote healthy eating and community health, HMC and PSCOM support the Farmers Market in Hershey and Summer Concert Series from May through October. As an extension of this market, the Food as Medicine Program offers several educational and outreach initiatives including health screenings, a children’s educational summer program, Wellness on Wheels, Senior Farmers' Market Nutrition Program (SFMNP) and Prevention Produce. Prevention Produce is a program that pairs patients and/or community residents with student “nutrition navigators” at the Farmers Market in Hershey and summer concert series, as well as the Broad Street Market in Harrisburg.

**Hershey Community Garden:** Located on HMC’s campus and operated by Hershey Impact (Hershey Entertainment & Resorts, The Hershey Company, Hershey Trust, Penn State Health Milton S. Hershey Medical Center, Milton Hershey School, M.S. Hershey Foundation), Hershey Community Garden contains 124 free community plots under the direction of a garden manager. In addition to increasing access to fresh fruits and vegetables, the garden also provides opportunities for increased physical activity and socialization. Each year, a portion of fresh produce is donated to organizations who serve underprivileged populations in our region.

**Food Pantry Outreach and Education / Children’s Summer Program:** Central PA Food Bank distributes more than 40 million pounds of food and groceries each year to clients in Pennsylvania counties. HMC has partnered with Penn State Extension and PPI to develop monthly health education sessions for food pantry clients. In addition, HMC faculty and staff, PSCOM students and Penn State College of Nursing students have collaborated with Mary’s Helpers food pantry at Prince of Peace Parish and Penn State Extension to bring health education to children, as part of a summer lunch program. The program provides free meals to children from low-income families, so they may receive the same high-quality nutrition in school cafeterias throughout the academic year. Consistency in diet helps children return to school nourished and ready to learn. The plan is to strengthen these partnerships and provide health education (nutrition and physical activity) to new clients in need.
Expand community nutrition education and obesity prevention programs:

**School-based assessments and evidence-based interventions:** Every year, nurses and health partners from HMC and PinnacleHealth team up with local school nurses to expedite required school-based assessments (height, weight, vision, hearing, and scoliosis) and to assist with the data entry for Pennsylvania Department of Health reporting. The goal is to give school nurses the opportunity to spend more time with children who require one-on-one health interventions. The strategy includes continuing participation in school-based assessments and sharing evidence-based interventions, including local summer nutrition programs.

**HealthSLAM:** PSCOM students have designed a health education curriculum to teach nutrition concepts to fourth and fifth grade students, a critical age for the formation of healthy eating habits. A web-based presentation is the foundation for the teaching rubric and classroom exercises.
SMOKING CESSATION

The National Survey on Drug Use and Health, conducted by Substance Abuse and Mental Health Services Administration (study years 2010, 2011, 2012), reported that Cumberland and Perry counties have the highest rates of cigarette use and tobacco use within the region at 27 percent and 34 percent, respectively. These rates are also higher than the Pennsylvania rate of nearly 25 percent. However, all of the counties in the study area had decreased rates of cigarette use since previous studies. Dauphin, Lebanon, and York counties decreased from 26 percent to 22 percent, while Cumberland and Perry counties decreased half a percentage point to 27 percent. The decreased use is an encouraging sign that more community members understand the long-term, detrimental effects of smoking on one’s health; however, there is still a need for community outreach focused on smoking risks, prevention, and cessation.

GOAL:
Increase access to evidence-based smoking cessation and prevention programs.

OBJECTIVE 1:
By 2019, reduce the percentage of adult smokers in the five-county Pennsylvania region.

OBJECTIVE 2:
Decrease the use of any tobacco product by middle and high school students.
**HEALTHY LIFESTYLES**

**Provide tobacco cessation programs:**

- **Conduct PinnacleHealth tobacco cessation lunch and learn:** Expand Class Series to community-based locations and worksites, increase 1:1 face-to-face sessions, increase participation in support groups, and engage practices in educational programs.

- **Implement Text to Quit and Better Breathers clubs:** These programs are offered at both PinnacleHealth campuses and will expand to community locations. They offer the opportunity to learn ways to better cope with COPD while getting the support of others who share in your struggles.

- **HMC weekly support group for community members and employees:** Counseling sessions are held in the University Conference Center. The goal of this program is to provide tobacco cessation information, guidance, and support to current and past tobacco users. Participants share their tobacco cessation tips, personal successes and struggles. Employee sessions are also offered biweekly.

**Provide tobacco prevention programs:**

- **Utilize “Healthy Lungs” and “Tar in a Jar” stations:** PinnacleHealth Tobacco Cessation specialist will continue to conduct school visits, add a smoking prevention component to Eat Smart Play Smart, and participate in community-based events targeting key audiences.

- **Carbon Monoxide (CO) Testing, Pulmonary Function Testing (PFT) and prevention/cessation resources provided at community events:** The piCO CO monitor is a breath-test CO monitor. It is an effective teaching tool and utilizes a traffic light system to illustrate normal, above-normal, and high levels of CO in individuals. PFT testing is an additional effective measurement to analyze how well your lungs work. The strategy includes conducting CO and PFT tests at community health events and educating young people about e-cigarettes, vaping, and the risk of long-term addiction.

**Conduct inpatient initiatives:**

- **PinnacleHealth’s inpatient COPD initiative:** Continue to use The Global Initiative for Chronic Obstructive Lung Disease (GOLD) guidelines (goldcopd.org). The goals of effective COPD management are to prevent disease progress, relieve symptoms, improve exercise tolerance, prevent and treat complications, treat exacerbations and reduce mortality.

- **The HMC tobacco intervention program (TIP):** TIP informs those admitted to the Emergency Department about the tobacco support group meetings and facilitates a Q&A session around basic cessation topics.

- **Chronic Obstructive Pulmonary Disease (COPD) inpatient initiatives:** HMC educators trained by the American Association of Respiratory Care meet with inpatient COPD patients to discuss proper medication administration and energy conservation techniques. A respiratory therapist (RT) assesses patients’ combination and dosage of breathing medications as well as their risk of readmission based on the GOLD guidelines. The RT also makes follow-up phone calls to answer questions and help address any barriers to proper self-care.
## APPENDIX A: Study Area Included in CHNA

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APPENDIX B:
Map of CHNA Study Area
APPENDIX C:
CHNA Study Area Regional Stakeholders

- Alder Health Services
- Capital Area Head Start
- Capital Area Intermediate Unit
- Carlisle Area School District
- Catholic Charities of Diocese of Harrisburg
- Central Pennsylvania Food Bank
- Community Check Up Center
- CONTACT Helpline
- County Commissioners Association of Pennsylvania
- Cumberland – Perry Drug and Alcohol Commission
- Cumberland – Perry Mental Health, Intellectual & Developmental Disabilities (MH.IDD)
- Cumberland County Aging and Community Services
- Cumberland County Crisis Intervention at Holy Spirit—A Geisinger Affiliate
- Dauphin County Area Agency on Aging
- Dauphin County Case Management Unit
- Dauphin County Drug & Alcohol Services
- Dauphin County Library System
- Dauphin County Mental Health, Intellectual & Developmental Disabilities
- Domestic Violence Services of Cumberland and Perry Counties
- Gaudenzia, Inc.
- Harrisburg Area Community College (HACC)
- Harrisburg Area Dental Society
- Harrisburg Center for Peace & Justice
- Harrisburg Housing Authority
- Health Ministries of Christ Lutheran Church
- Hope Within Ministries
- Latino Hispanic American Community Center of the Greater Harrisburg Region
- Lebanon School District
- Lebanon VA Medical Center
- Mazzitti & Sullivan Counseling Services, Inc.
- Mechanicsburg School District
- Mental Health Association of the Capital Region
- Mental Health Association of the Capital Region
- National Alliance for the Mentally Ill (NAMI) of Dauphin County
- Northern Dauphin Human Services Center
- Partnership for Better Health
- Pastoral Care at Holy Spirit—A Geisinger Affiliate
- Pennsylvania Department of Health – The District Office of five-county region
- Pennsylvania Immigrant and Refugee Women’s Network
- Pennsylvania State Representative
- Perry County Commissioner
- Philhaven Hospital
- Pressley Ridge
- Sadler Health Center
- The Foundation for Enhancing Communities
- The Hershey Company
- Tri County Community Action
- United Way of the Capital Region
- Wesley Union African Methodist Episcopal Zion Church
- YMCA Camp Curtin