



Froedtert
West Bend Hospital

Implementation Strategy

Community Health Improvement Plan

Froedtert West Bend Hospital

Fiscal Year 2021-2023

Approved on 8/25/20 by Froedtert West Bend Hospital Board of Directors

This implementation strategy serves to describe how Froedtert West Bend Hospital will address the community needs as described in the CHNA Report. Effective July 1, 2020 in fiscal year 2021 to comply with federal tax law requirements set forth in Internal Revenue Code Section 501(r) and to satisfy the requirements set forth in IRS Notice 2011-52 and the Affordable Care Act for hospital facilities owned and operated by an organization described in IRC Section 501(c)(3).

A digital copy of this CHNA is publicly available at <https://www.froedtert.com/community-engagement> or by calling 414-777-1926.

Date CHNA adopted by the Froedtert West Bend Hospital Board of Directors:
August 25, 2020

Date CHNA made publicly available:
August 26, 2020

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Hospital Information & Mission Statement

Froedtert West Bend Hospital

3200 Pleasant Valley Rd.
West Bend, WI 53095



Overview

Froedtert & the Medical College of Wisconsin
Froedtert West Bend Hospital, founded in 1930 by local doctors, community leaders and the Sisters of the Divine Savior, is a full-service hospital serving residents of West Bend and Washington County. Froedtert West Bend Hospital, specializing in birthing services, cancer care, emergency care, orthopaedics, surgical services and women's health, is part of the Froedtert & MCW health network, which also includes Froedtert Hospital, Milwaukee; Froedtert Menomonee Falls Hospital, Menomonee Falls; and more than 40 primary and specialty care health centers and clinics.

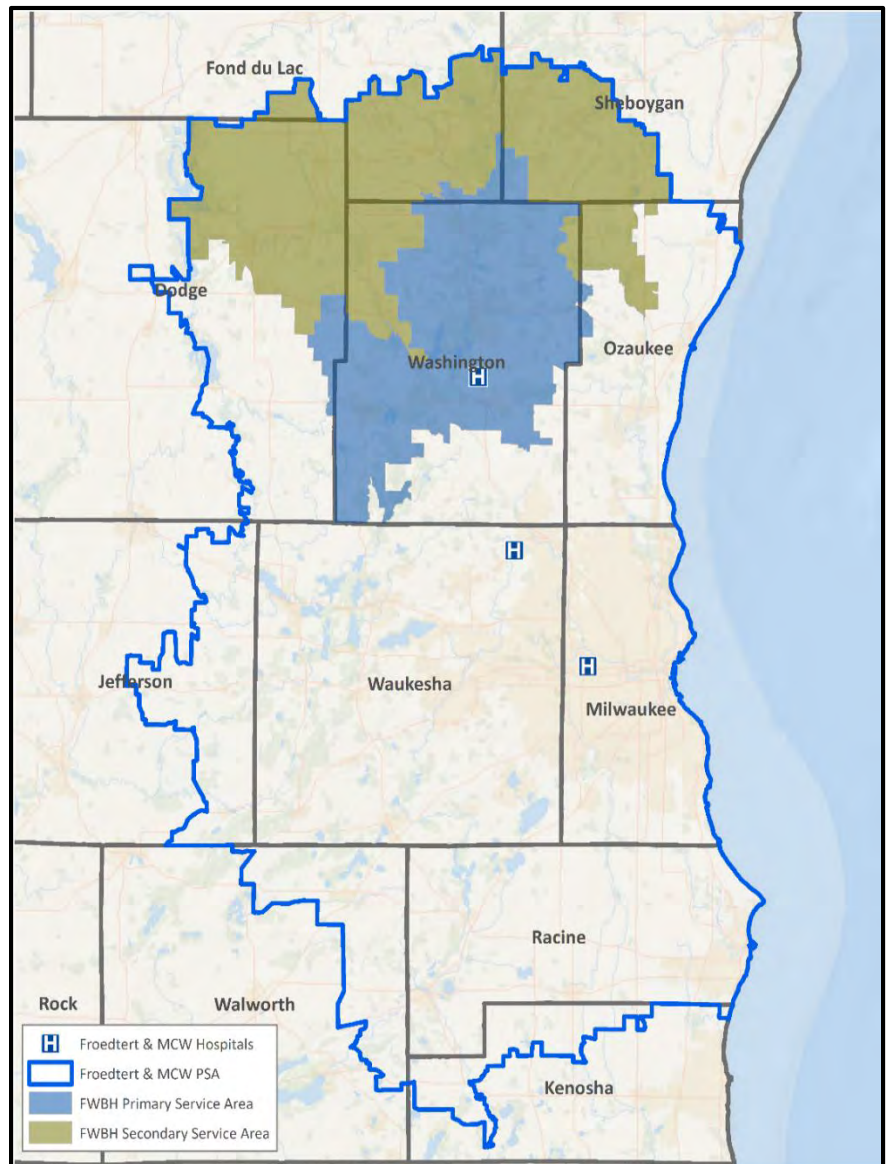
Mission Statement

Froedtert & the Medical College of Wisconsin advance the health of the communities we serve through exceptional care enhanced by innovation and discovery.

Service Area

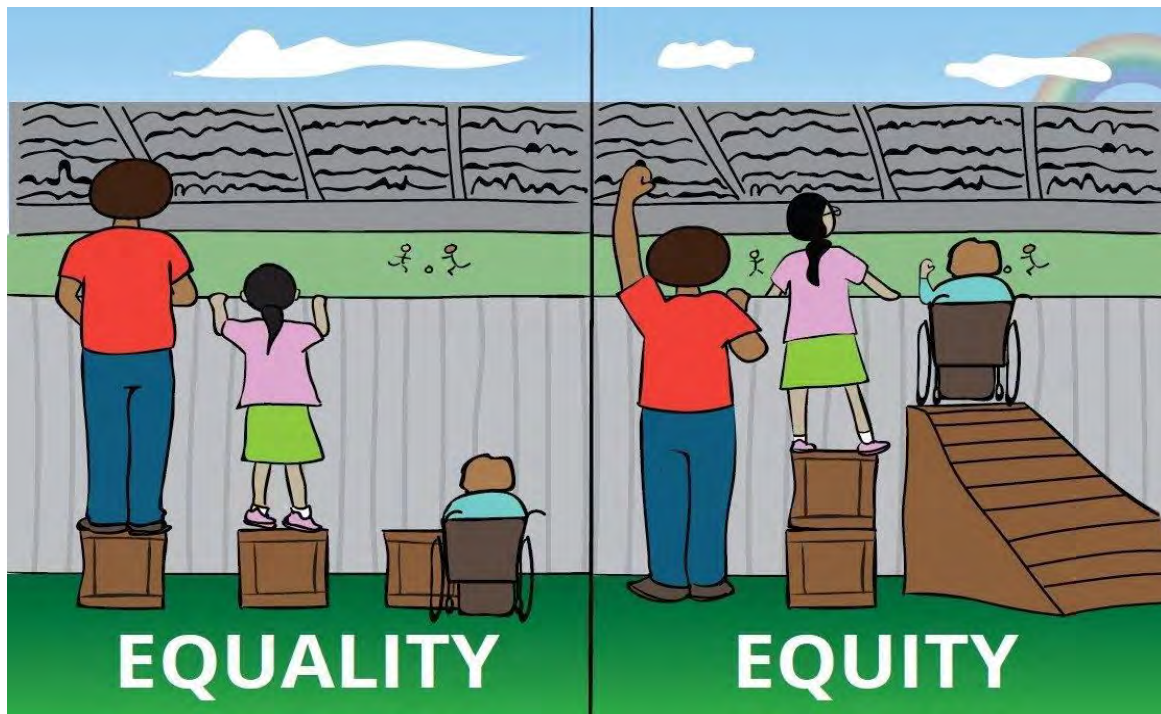
For the purpose of the Community Health Needs Assessment, the community is defined as Washington County because we derive 87.5% of discharges occur from this geography. All programs, activities, and partnerships under the CHNA will be delivered in Washington County. However, Froedtert West Bend Hospital's total service area consists of Washington County as well as zip codes in eastern Dodge County. Froedtert West Bend Hospital determines its primary and secondary service areas by completing an annual review and analysis of hospital discharges and market share according to various determinants.

The map reflects the 15 zip codes – 53001 (Adell), 53002 (Allenton), 53010 (Campbellsport), 53011 (Cascade), 53021 (Fredonia), 53027 (Hartford), 53037 (Jackson), 53040 (Kewaskum), 53048 (Lomira), 53050 (Mayville), 53075 (Random Lake), 53086 (Slinger), 53090 (West Bend), 53091 (Theresa), and 53095 (West Bend).



Community Engagement Guiding Principles

1. Community Engagement is committed to health equity.
2. Froedtert Health serves all people. As such, Community Engagement builds partnerships and forges collaborations to strengthen the economic vitality and quality of life of all people in the communities we serve.
3. Timeliness is essential for success. Immediate presence of Community Engagement initiatives, digitally and/or experientially, will advance our community connection, community reach and brand.
4. Community Engagement will leverage Froedtert Health resources to benefit our community including our people, financial, time, marketing, IT and digital resources.
5. Presence in the community will be achieved in person and digitally, safely, thoughtfully and with support from internal partners.
6. Community Engagement will actively listen and respond to the needs of our community partners. We will prioritize our efforts aligned with our clinical strengths and mission.



Health Needs of the Community

Community Health Needs Assessment

Froedtert West Bend Hospital assesses the health needs of the communities it serves through a comprehensive data collection process from a number of key sources. Data and research included information from community members, public health officials, community leaders/experts, and non-profit organizations representing vulnerable populations in our service area. The following information/data sources were collected and taken into consideration for assessing and addressing community health needs:

- Key Informant Interviews
- Community Health Survey
- Community Partner/Agency Reports
- Secondary Data Reports

The CHNA Report and supporting information can be found at <https://www.froedtert.com/community-engagement>.

Significant Identified Community Health Needs in Washington County

Priorities across the CHNA Health Survey, Stakeholder Interviews and Secondary Data Reports
Alcohol, Tobacco and Other Drug Use
Mental Health
Chronic Disease Prevention & Management
Nutrition
Physical Activity
Access to Health Care
Obesity
Oral Health

Froedtert West Bend Hospital Summary of Implementation Strategy

Implementation Plan Development/Selection Process

Froedtert West Bend Hospital created a CHNA/Implementation Strategy Advisory Committee consisting of community partners in Washington County, Washington Ozaukee Public Health Department, Froedtert West Bend Hospital's Community Health Initiatives Committee along with hospital and health system leadership/staff. Members of the committee were selected based on their specific knowledge of health needs and resources in Washington County for a collective analysis of the findings from the Community Health Needs Assessment. Under the direction of the Community Engagement Leadership Team and trained meeting facilitator, the planning process included four steps for selecting priorities for the CHNA and Implementation Strategy:

1. Reviewed the 2019 Community Health Needs Assessment results and other county-wide data for identification and prioritization of community health needs
2. Reviewed previous 2018 - 2020 Implementation Plan programs and results
3. Brainstormed evidence-based strategies, partnerships and programs to address community health needs
4. Prioritized identified strategies

After the facilitated workout session in February 2020, based on the information from all the CHNA data collection sources, the most significant health needs were identified as:

- Access to Health Care and Navigation of Community Resources;
- Access to Oral Health;
- Chronic Conditions and Cancer;
- Mental Health;
- Nutrition, Obesity and Physical Activity;
- Alcohol, Drugs, Tobacco Abuse;
- Youth Engagement; and
- Social Determinants of Health

To identify the top priorities among the significant health needs identified, members of the Advisory Committee were asked to rate each priority based on the following criteria: feasibility of Froedtert West Bend Hospital to address the need (direct programs, clinical strengths and dedicated resources); alignment with Froedtert Health's strategic priorities; current or potential community partners/coalitions; and identification of achievable and measurable outcomes for each such significant health need. Of those significant health needs categories, six overarching themes were identified as priorities for Froedtert West Bend Hospital's fiscal years 2021 – 2023:



Access to Health Care Services and Navigation of Community Resources



Behavioral Health



Chronic Disease Prevention and Management



Youth Engagement



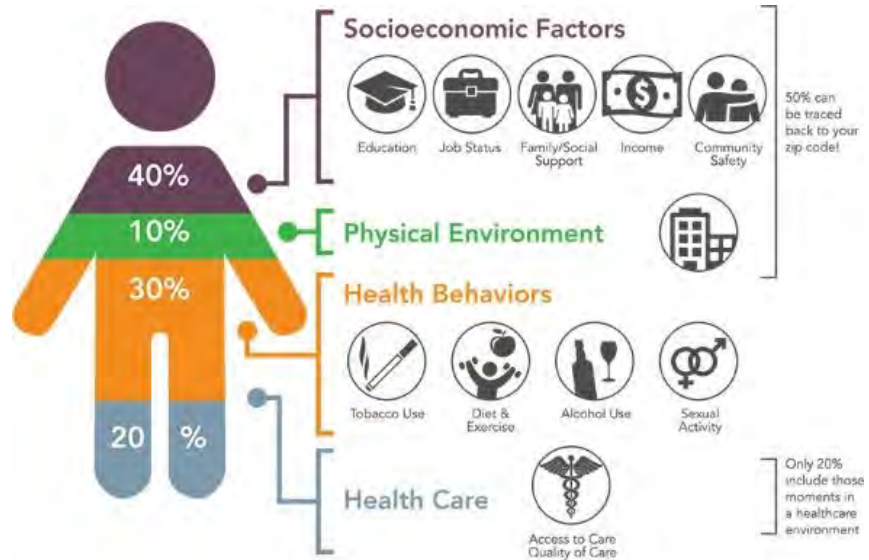
Social Determinants of Health



Community Health Leadership

It is important to recognize that there is a dynamic relationship between people and their environments. Not only do people's genes and health behaviors affect their health, but health is also influenced by factors such as employment status, transportation and food insecurity. Utilizing the social determinants of health framework (Figure 1) to understand and address the more upstream factors is important when improving the health of a community. Therefore, social determinates of health was identified as a priority health need in the Froedtert West Bend Hospital Implementation Strategy.

Figure 1: Social Determinants of Health



Source: Institute for Clinical Systems Improvement, Going Beyond Clinical Walls: Solving Complex Problems (October 2014)



Figure 2: Socio-ecological Model

After the facilitated workout session in February 2020, suggested strategies were prioritized utilizing the socio-ecological model (Figure 2) as a framework to focus on efforts that influence behavior through a systems approach. The model helps increase understanding of how behaviors can be changed at the individual, interpersonal, organizational, community and policy levels.

Significant Health Needs Not Addressed

Tobacco Use: Froedtert West Bend Hospital supports the Multi-Jurisdictional Coalitions of Tobacco Free Community Partnership of Washington County and Elevate, Inc to address this issue.

Implementation Strategy Evaluation

Froedtert West Bend Hospital Community Engagement leadership and staff will regularly monitor and report on progress towards the Implementation Strategy objectives and provide semi-annual reports to the Hospital's Board of Directors and health system's Community Engagement Steering Committee. Additional progress on the Implementation Plan will be reported annually through the hospital's IRS Form 990 Schedule H filing and other reporting sources associated with strategic partners and community coalitions.

2021-2023 FROEDTERT WEST BEND HOSPITAL IMPLEMENTATION STRATEGY



What is Access to Health Care?

Having equitable access to appropriate, convenient and affordable health care. This includes factors such as proximity to care, access to providers, cost, insurance coverage, medical transportation, preventative care, community-based services, care coordination, and wellness services within the health care system and cultural sensitivity and responsiveness.

WASHINGTON COUNTY 2019 CHNA DATA

6% Personally not covered currently
(18 years or older)

15% Delayed/did not seek medical
care due to cost

7% Reported unmet medical care in
household

12% Reported unmet dental care
in household

7% Household member did not
take prescription medication due to
cost

5,611 medical transportation rides

FROEDTERT WEST BEND HOSPITAL STRATEGIES

Patient Access to Affordable Transportation

- Provide subsidized medical transportation rides to underserved populations.
- Continue awareness of available transportation services for Froedtert staff that serve qualified individuals.

Access to Community Transportation Options

- Support the Washington County Coordinated Transportation Committee.

Strong Safety Net to Improve Access to Health Care

- Expand assistance and support of the Community Health Navigators to improve access to health care and navigation of resources.
- Explore virtual or digital community health opportunities and other innovative ways to deliver care.
- Improve health literacy by implementing programs such as Coverage to Care and/or Navigating MyChart Community Education Program.

CHNA Implementation Strategy
Froedtert & the Medical College of Wisconsin – Froedtert West Bend Hospital
Fiscal Year 2021 - 2023

Program/Initiative:	Transportation, Health Care Access for Priority Populations, Health Literacy, Navigation of Community Resources
CHNA Significant Health Needs:	Access to Health Care Services and Navigation of Community Resources and Access to Oral Health Care
Goal:	Improve access to primary, comprehensive, quality health and dental care services.
Objective:	<ol style="list-style-type: none"> 1. Provide and assist eligible patients with affordable transportation options. 2. Support community efforts to increase access to affordable transportation options within Washington County and surrounding areas. 3. Ensure a strong safety net of services that improve access to care among vulnerable populations.
Strategies:	<ul style="list-style-type: none"> • Provide subsidized medical transportation rides to underserved populations. • Continue awareness of available transportation services for Froedtert staff that serve qualified individuals. • Support the Washington County Coordinated Transportation Committee. • Expand assistance and support of the Albrecht Free Clinic to improve access to healthcare, dental and behavioral care services for uninsured and underinsured population. • Expand assistance and support of the Community Health Navigators to improve access to health care and navigation of resources. • Explore virtual or digital community health opportunities and other innovative ways to deliver care. • Improve health literacy by implementing digital programs such as Coverage to Care and/or Navigating MyChart Community Education Program.
Anticipated Impact:	<ul style="list-style-type: none"> • Reduce health disparities • Strengthen community capacity and collaboration for shared responsibility to address unmet health needs • Increased affordable transportation options • Increased innovate opportunities to deliver care • Increased healthy literacy in underserved populations
Evaluation Metrics:	<ul style="list-style-type: none"> • Number of rides and cost through the Subsidized Medical Transportation Program • Resource information distribution to Froedtert staff • Number of aligned organizations providing affordable transportation • Number of referrals from Froedtert West Bend Hospital to Albrecht Free Clinic • Number of vouchers for ancillary/specialty care services for AFC patients • Number of screening for financial assistance program • Number of patients served by Community Health Navigators • Number of referrals by Community Health Navigators • Number of individuals served through health literacy programs • Number of referrals through the Froedtert social worker
Froedtert West Bend Hospital Available Resources:	<ul style="list-style-type: none"> • Community Engagement leadership/staff • Grant support through the Washington County Healthy Community Fund • Froedtert & MCW Community Physicians • Financial Counselors
Froedtert West Bend Hospital Collaborative Partners:	<ul style="list-style-type: none"> • Albrecht Free Clinic- Partner on providing health and dental care to underserved populations • Washington County Coordinated Transportation Committee- Partner to explore affordable transportation options throughout the county • Casa Guadalupe Education Center- Partner to navigate and provide services to the Latinx population

2021-2023 FROEDTERT WEST BEND HOSPITAL IMPLEMENTATION STRATEGY



What is Chronic Disease Prevention & Management?

Mortality due to chronic diseases and contributing factors have been identified as priority health issues in assessments of Washington County data, including heart disease, diabetes, cancer, fruit and vegetable consumption and physical activity. Community conditions that contribute to these health outcomes were also prioritized, including access to healthy food and community design to support physical activity.

WASHINGTON COUNTY 2019 CHNA DATA

24% Reported High Blood Pressure

10% Reported Diabetes

11% Reported Heart Disease

523 Cancer Incidence Rate

36% Reported being Obese

33% Consumed Recommended Fruits/Vegetables

4% of Households went Hungry

FROEDTERT WEST BEND HOSPITAL STRATEGIES

Screenings, Access to Support Services and Prevention Opportunities

- Increase number of screening opportunities in the community such as Albrecht Free Clinic, Casa Guadalupe Education Center and with other partners.
- Expand assistance and support of the Community Health Navigators and community partners to provide chronic disease prevention programs.
- Provide Community Education & Wellness classes through in-person or virtual experiences.
- Increase navigation to community and hospital services through care coordinators, social workers and out partnered Community Health Navigators.

Access to Affordable and Healthy Foods

- Explore food prescription or Emergency Food Bag Programs to implement within hospital and clinics.
- Expand support and opportunities to utilize produce grown from hospital garden.
- Collaborate with community coalitions through the Washington Ozaukee Public Health Department focused on nutrition and physical activity

CHNA Implementation Strategy
Froedtert & the Medical College of Wisconsin – Froedtert West Bend Hospital
Fiscal Year 2021 - 2023

Program/Initiative:	Prevention, Screening, Food Access, Support Services
CHNA Significant Health Needs:	Chronic Disease Prevention and Management, Obesity and Physical Activity
Goal:	Reduce and prevent the occurrence and severity of chronic disease in Washington County through collaborative approaches.
Objective:	<ol style="list-style-type: none"> 1. Increase number of community chronic disease and cancer screenings, access to support services and prevention opportunities. 2. Increase access to affordable and healthy foods.
Strategies:	<ul style="list-style-type: none"> • Increase number of screening opportunities in the community such as Albrecht Free Clinic, Casa Guadalupe Education Center and with other partners. • Expand assistance and support of the Community Health Navigators and community partners to provide chronic disease prevention programs. • Provide Community Education & Wellness classes through in-person or virtual experiences. • Increase navigation to community and hospital services through care coordinators, social workers and partnered Community Health Navigators. • Explore food prescription or Emergency Food Bag Programs to implement within hospital and clinics. • Expand support and opportunities to utilize produce grown from hospital garden. • Collaborate with community coalitions through the Washington Ozaukee Public Health Department focused on nutrition and physical activity.
Anticipated Impact:	<ul style="list-style-type: none"> • Reduce unnecessary healthcare costs • Increase self-management for health conditions/healthy living • Increased screening and care for individuals suffering from chronic conditions • Decreased hospital admissions and readmissions • Increased opportunities to access healthy foods
Evaluation Metrics:	<ul style="list-style-type: none"> • Number of screenings at identified locations • Number of individuals served through chronic disease prevention programs • Number of individuals served through Community Education • Number of admissions and readmissions related to chronic disease • Number of Community Health Navigator referrals • Strategic plan development of food prescription program • Number of pounds collected through the FWBH garden • Number of community partnerships • Number of lives impacted through coalition initiatives
Froedtert West Bend Hospital Available Resources:	<ul style="list-style-type: none"> • Froedtert Cancer Network Care Navigator • Froedtert West Bend Hospital’s Community Foundation • Froedtert & MCW Community Physicians • Froedtert & MCW Cancer Care Network Physicians • Community Education Coordinator
Froedtert West Bend Hospital Collaborative Partners:	<ul style="list-style-type: none"> • Albrecht Free Clinic- Partner to provide community chronic disease programs/services through the Community Health Navigator • Casa Guadalupe Education Center- Partner to provide community chronic disease programs/services through the Community Health Navigator • Washington Ozaukee Public Health Department- Partner to promote and implement chronic disease prevention efforts

2021-2023 FROEDTERT WEST BEND HOSPITAL IMPLEMENTATION STRATEGY

What is Behavioral Health?

Mental Health-Interconnection between mental illness, mental health, mental well-being and the associated stigma. Poor mental health is associated with poor quality of life, higher rates of chronic disease and a shorter lifespan.

Alcohol, Tobacco & Other Drugs- Excessive use of substances including alcohol, tobacco, prescription drugs, opioids and other drugs in a manner that is harmful to health and well-being.



BEHAVIORAL HEALTH

WASHINGTON COUNTY 2019 CHNA DATA

21% Reported Mental Health Condition

6% Reported Unmet Mental Health Care in Household

8% Considered Suicide in Past Year

39% Reported Binge Drinking

9% Reported Vaping

52% Reported lack of support when seeking community support during times of distress

FROEDTERT WEST BEND HOSPITAL STRATEGIES

Social Engagement

- Support behavioral health support groups through community partnerships.
- Support and promote evidence-based initiatives through community behavioral health coalitions.

Prescription Drug Removal

- Support Drug Take Back Day through community coalitions.
- Implement drug disposal program at Froedtert Health outpatient pharmacies.

Community Health Navigator Training

- Support evidence-based behavioral health trainings for Community Health Navigators.

Screenings & Referrals

- Expand behavioral health screenings at Albrecht Free Clinic, Casa Guadalupe Education Center and other community partner sites.
- Expand and support the ED to Recovery Program.

CHNA Implementation Strategy
Froedtert & the Medical College of Wisconsin – Froedtert West Bend Hospital
Fiscal Year 2021 - 2023

Program/Initiative:	Social Engagement, Prescription Drug Prevention, Screenings and Referrals
CHNA Significant Health Needs:	Behavioral Health Including, Alcohol, Drug, Tobacco and Other Substance Abuse
Goal:	<ol style="list-style-type: none"> 1. Support behavioral health outreach, education, and prevention programs. 2. Improve access to behavioral health treatment, services and navigation of community resources.
Objective:	<ol style="list-style-type: none"> 1.1 Increase opportunities for social engagement to reduce isolation, depression and addiction. 1.2 Increase opportunities for the safe removal of prescription drugs from households. 2.1 Enhance behavioral health training for the Community Health Navigators. 2.2 Increase number of behavioral health screenings and referrals.
Strategies:	<ul style="list-style-type: none"> • Support behavioral health support groups through community partnerships. • Support and promote evidence-based initiatives through community behavioral health coalitions. • Support Drug Take Back Day through community coalitions. • Implement drug disposal program at Froedtert Health outpatient pharmacies. • Support evidence-based behavioral health trainings for Community Health Navigators. • Expand behavioral health screenings at Albrecht Free Clinic, Casa Guadalupe Education Center and other community partner sites. • Expand and support the ED to Recovery Program.
Anticipated Impact:	<ul style="list-style-type: none"> • Expansion of behavioral support groups for individuals and families living or impacted by mental illness or addiction. • Increased opportunities to safely dispose of prescription medications. • Participation in evidence-based initiatives through community coalitions. • Increased behavioral health training opportunities for community partner sites. • Increased participation in the ED to Recovery Program.
Evaluation Metrics:	<ul style="list-style-type: none"> • Number of support groups • Number of support group participants • Number of lives touched through behavioral health coalition initiatives • Number of behavioral health calls through Impact 211 • Number of referrals to community agencies through Impact 211 • Number of pounds collected at Drug Take Back Day events • Implementation of drug disposal program • Number of trainings completed by Community Health Navigators • Number of screenings • Number of individuals referred • Number of individuals participating in the ED to Recovery Program
Froedtert West Bend Hospital Available Resources:	<ul style="list-style-type: none"> • Community Engagement leadership/staff • Grant support through the Washington County Healthy Community Fund • Froedtert Health Behavioral Health Services
Froedtert West Bend Hospital Collaborative Partners:	<ul style="list-style-type: none"> • Washington Ozaukee Public Health Department- Partner to promote and implement behavioral health efforts. • Elevate, Inc- Partner on substance abuse prevention efforts • NAMI Washington County- Partner to promote mental wellness efforts • Albrecht Free Clinic- Partner to promote and provide behavioral health services • Casa Guadalupe Education Center- Partner to promote and provide behavioral health services

2021-2023 FROEDTERT WEST BEND HOSPITAL IMPLEMENTATION STRATEGY



Why Target Youth?

It is important for communities to provide safe, healthy environments where adolescents can easily make healthy choices and adopt healthy behaviors. Adolescence is a time that offers many opportunities for good health. It is also when the foundations for future patterns of adult health are established.

WASHINGTON COUNTY 2018 YOUTH DATA

30% Reported consuming alcohol

27.2% Reported vaping

67.3% Reported mental health was not good

39.7% Reported feeling anxious, nervous, or tense

5% Children living in poverty

20% Children eligible for free or reduced price lunch

71% Reported getting less than eight hours of sleep

16.5% Did something to purposely hurt themselves without wanting to die

3% Uninsured children

FROEDTERT WEST BEND HOSPITAL STRATEGIES

Strategic Engagement

- Understand current youth opportunities to promote health at local school districts.
- Support schools, youth serving organizations and community coalitions to implement evidence-based health initiatives around mental health and substance abuse/use.
- Support the implementation of the Youth Risk Behavior Survey throughout Washington County school districts.

Workforce Development

- Provide opportunities for youth to learn about health care careers and education such as programs, tours, speakers and internships.

CHNA Implementation Strategy
Froedtert & the Medical College of Wisconsin – Froedtert West Bend Hospital
Fiscal Year 2021 - 2023

Program/Initiative:	Engagement and Workforce Development
CHNA Significant Health Needs:	Youth Engagement
Goal:	Improve health outcomes among youth in Washington County.
Objective:	<ol style="list-style-type: none"> 1. Increase engagement with schools and youth serving organizations to improve health outcomes for youth. 2. Provide youth workforce development opportunities to develop skills to secure meaningful health care careers.
Strategies:	<ul style="list-style-type: none"> • Understand current youth opportunities to promote health at local school districts. • Support schools, youth serving organizations and community coalitions to implement evidence-based health initiatives around mental health and substance abuse/use. • Support the implementation of the Youth Risk Behavior Survey throughout Washington County school districts. • Provide in-person and virtual opportunities for youth to learn about health care careers and education such as programs, tours, speakers and internships.
Anticipated Impact:	<ul style="list-style-type: none"> • Increased engagement with community partners to promote health and wellness to youth • Increased data on youth health risk behaviors • Increased opportunities for youth to engage in health care career exploration and education
Evaluation Metrics:	<ul style="list-style-type: none"> • Number of students impacted by community initiatives • Implementation of the Youth Risk Behavior Survey in spring of 2021 • Number of students served through health care careers and education opportunities
Froedtert West Bend Hospital Available Resources:	<ul style="list-style-type: none"> • Community Engagement leadership/staff • Froedtert Health Workforce Development Department
Froedtert West Bend Hospital Collaborative Partners:	<ul style="list-style-type: none"> • Washington Ozaukee Public Health Department- Partner to implement prevention services to youth and conduct the Youth Risk Behavior Survey • Washington County School Districts- Partner to implement prevention services to youth and conduct the Youth Risk Behavior Survey • Washington County Non-profit Organizations- Partner to implement prevention services to youth and promote health • Elevate, Inc- Partner to implement health initiatives, specifically behavioral health

2021-2023 FROEDTERT WEST BEND HOSPITAL IMPLEMENTATION STRATEGY



Why Social Determinants of Health?

Not only do our behaviors affect our health but so does access to social and economic opportunities; the resources and supports available in our homes, neighborhoods, and communities; the quality of our schooling; the safety of our workplaces; the cleanliness of our environment; and the nature of our social interactions and relationships. Health is determined by conditions in which people live, learn, work, and play.

WASHINGTON COUNTY 2019 CHNA DATA

7% Food insecurity

3% Limited access to healthy foods

2.8% Unemployment

5.8% Poverty

5,611 Medical transportation rides

8% Afraid for their safety

4% Pushed, kicked, slapped, or hit

65.6 Sex offense rate per 100,000

FROEDTERT WEST BEND HOSPITAL STRATEGIES

Food Insecurity

- Explore opportunities to increase access to healthy, nutrient rich and affordable food in partnership with food pantries, grocery stores, and other local organizations.

Economic Stability

- Support economic vitality through involvement with local chamber of commerce, school districts and other organizations focused on economic development.
- Continue to support Project SEARCH to develop social and employment skills for adults with disabilities.

Transportation

- Navigate appropriate medical transportation options to underserved populations.

Charitable & In-Kind Support

- Align Healthy Community Fund grant dollars to support organizations that address identified community health needs.
- Continue to support the United Way Campaign to support local non-profits and organizations.

Violence Prevention

- Support Sexual Assault Nurse Examiner (SANE) Program through screening, navigation and referrals to supporting organizations.

Inclusion

- Partner with Human Resources and Diversity & Inclusion to implement programs and policies that address bias and institutional racism.

CHNA Implementation Strategy
Froedtert & the Medical College of Wisconsin – Froedtert West Bend Hospital
Fiscal Year 2021 - 2023

Program/Initiative:	Social Determinants of Health
CHNA Significant Health Needs:	Food Insecurity, Economic Stability, Transportation and Charitable & In-Kind Support
Goal:	Address social determinants of health to improve health outcomes in Washington County.
Objective:	<ol style="list-style-type: none"> 1. Reduce food insecurity and barriers for patients through partnerships and referrals. 2. Support efforts to strengthen local workforce. 3. Provide and assist eligible patients with accessible and affordable transportation options. 4. Support non-profit and public/private organizations that will promote healthy communities through lifestyle behavior change, social determinants of health and navigation of resources for residents in Washington County. 5. Provide inclusive, culturally and linguistically competent care to all patients, Information to community members and education to staff.
Strategies:	<ul style="list-style-type: none"> • Explore opportunities to increase access to healthy, nutrient rich and affordable food in partnership with food pantries, grocery stores, and other local organizations. • Support economic vitality through involvement with local chamber of commerce, school districts and other organizations focused on economic development. • Continue to support Project SEARCH to develop social and employment skills for adults with disabilities. • Navigate appropriate medical transportation options to underserved populations. • Align Healthy Community Fund grant dollars to support organizations that address identified community health needs. • Continue to support the United Way Campaign to support local non-profits and organizations. • Partner with Human Resources and Diversity & Inclusion to implement programs and policies that address bias and institutional racism.
Anticipated Impact:	<ul style="list-style-type: none"> • Increased access to healthy and affordable foods • Increased jobs that pay over the family sustaining wage • Increased job training opportunities and employment within Froedtert Health and community organizations • Connecting patients with affordable and accessible transportation for medical patients • Increased collaboration through collective impact strategies with key community partners and agencies to address social determinants of health • Increased efforts to address and eradicate racism to create and inclusive environment.
Evaluation Metrics:	<ul style="list-style-type: none"> • Number of individuals impacted through food partnerships • Number of students and interns involved in Froedtert Health career development and exploration programs and activities • Grant outcomes/impact reported by grant recipients • Number of individuals impacted through funding • Number of patients referred to community resources
Froedtert West Bend Hospital Available Resources:	<ul style="list-style-type: none"> • Grant dollars through Healthy Community Fund • Department of Diversity and Inclusion • Froedtert West Bend Hospital clinicians and providers • Froedtert Health Human Resources • Community Engagement leadership/staff
Froedtert West Bend Hospital Collaborative Partners:	<ul style="list-style-type: none"> • Froedtert West Bend Hospital Board of Directors- Partner to support initiatives throughout the county • Interfaith Caregivers of Washington County- Partner to provide transportation to seniors • Washington County non-profit organizations- Partner to implement services to residents of Washington County • Washington County Chamber of Commerce Organizations- Partner to provide resources to business community • Washington County Economic Development- Partner to provide resources to business community • Washington Ozaukee Shared Ride Taxi- Partner to support transportation for residents • United Way of Washington County- Partner to provide resources to residents and community partners

2021-2023 FROEDTERT WEST BEND HOSPITAL IMPLEMENTATION STRATEGY



Why Focus on Being Community Health Leaders?

Effective and sustainable hospital-community partnerships are critical to building a culture of health. A culture of health is impacted by conditions in communities where we live, learn, work and play. Froedtert Health including Froedtert West Bend Hospital is focused on leading and supporting innovative health improvement strategies not only in the community but within the health care system.

WASHINGTON COUNTY 2019 DATA

Since 2018, **\$725,435** total funds have been awarded to community organizations

Since 2018, over **5,000** lives have been impacted by organizations that have received funds

FROEDTERT WEST BEND HOSPITAL STRATEGIES

Healthy Community Fund

- Facilitate and manage the Healthy Community Fund operations and committee functions
- Prioritize funding to partnerships and programs that identify community health needs
- Require collective impact strategies/programs for funding consideration
- Monitor outcomes and impact for organizations receiving Healthy Community Fund funding
- Promote impact of funding with Washington County residents and partners

Community Capacity Building

- Continue to support building community capacity to address health priorities through staffing and financial support, county-level health coalitions and collaborative partnerships with diverse community stakeholders.
- Identify opportunities to partner with community stakeholders to impact social determinants of health.

Workplace Wellness

- Partner with Workplace Wellness and community coalitions to implement opportunities to improve staff well-being

CHNA Implementation Strategy
Froedtert & the Medical College of Wisconsin – Froedtert West Bend Hospital
Fiscal Year 2021 - 2023

Program/Initiative:	Community Health Leadership
CHNA Significant Health Needs:	Access to Health Care and Navigation to Resource, Chronic Disease Prevention and Management, Behavioral Health, and Youth
Goal:	Increase efforts for Froedtert West Bend Hospital to be a leader in community health improvement.
Objective:	<ol style="list-style-type: none"> 1. Support non-profit and public/private organizations that will promote healthy communities through lifestyle behavior change, social determinants of health and navigation of resources for residents in Washington County. 2. Expand health and wellness initiatives offered internally through Froedtert Health. 3. Actively support the development of community coalitions and partnerships to address community health needs.
Strategies:	<ul style="list-style-type: none"> • Facilitate and manage the Healthy Community Fund operations and committee functions • Prioritize funding to partnerships and programs that identify community health needs • Require collective impact strategies/programs for funding consideration • Monitor outcomes and impact for organizations receiving Healthy Community Fund funding • Promote impact of funding with Washington County residents and partners • Continue to support building community capacity to address health priorities through staffing and financial support, county-level health coalitions and collaborative partnerships with diverse community stakeholders. • Identify opportunities to partner with community stakeholders to impact social determinants of health. • Partner with Workplace Wellness and community coalitions to implement opportunities to improve staff well-being.
Anticipated Impact:	<ul style="list-style-type: none"> • Reduced unnecessary healthcare costs • Collaboration amongst support systems in Washington County • Strengthen community capacity and collaboration to address social determinants of health • Promote prevention, education and awareness in the community and within Froedtert Health
Evaluation Metrics:	<ul style="list-style-type: none"> • Grant outcomes/impact reported by grant recipients • Number of individuals impacted through funding • Number of partnerships/programs established through funding • Number of lives impacted by health and wellness initiatives • Amount of food purchased through Harvest of the Month program • Number of community partnerships that address social determinants of health and community health needs
Froedtert West Bend Hospital Available Resources:	<ul style="list-style-type: none"> • Community Engagement leadership/staff • Froedtert Health Workplace Wellness
Froedtert West Bend Hospital Collaborative Partners:	<ul style="list-style-type: none"> • Healthy Community Fund Committee Members- Leads Healthy Community Fund that provides funding to address priority health needs • Washington County non-profit organizations- Partner with non-profits to address priority health needs • Washington Ozaukee Public Health Department- Leads county coalition to address priority health needs

COVID-19 Response

Froedtert & the Medical College of Wisconsin Froedtert West Bend Hospital recognizes the need to develop alternative ways to implement initiatives to address community health needs during a pandemic. The hospital will collaborate with community partners to identify specific strategies to safely engage the community based on best practices to reduce exposure and risk of infection as well as provide support. Strategies may include:

- Engage healthcare providers to provide pandemic support to vulnerable populations such as hand hygiene, social distancing, and mask education, navigation of health care and testing opportunities, staying safe at work as well as behavioral health and healthy lifestyle support.
- Explore and implement digital platforms for community education and wellness classes.
- Provide behavioral health support to individuals impacted by COVID-19 and higher risk populations.
- Partner with community stakeholders to explore digital platforms to engage the community in healthy behaviors.
- Implement community-based programs following CDC recommendations and guidelines.
- Explore innovative tools to implement community engagement during a pandemic and beyond.

Appendix A: Froedtert West Bend Hospital CHNA/Implementation Strategy Advisory Committee

Name	Title	Organization
Noelle Braun	Executive Director	Casa Guadalupe Education Center
Andy Dresang	Director, Community Engagement	Froedtert Health
Larry Dux	Director, Clinical Informatics	Froedtert Health
Mariah Ehrenberg	Community Education Coordinator	Froedtert Health
Allen Ericson	President, Froedtert West Bend Hospital & President Community Hospital Division	Froedtert Health
Kerry Freiberg	VP Community Engagement	Froedtert Health
Jacci Gambucci	Board Member Committee Member	Froedtert West Bend Hospital Community Foundation Froedtert West Bend Hospital Healthy Community Fund
Ruth Henkle	Executive Director	Albrecht Free Clinic
Ann Johnson	Director, Froedtert West Bend Hospital Community Foundation	Froedtert West Bend Hospital
Kirsten Johnson	Health Officer	Washington Ozaukee Public Health Department
Melissa Kerhin	Community Engagement, Program Coordinator	Froedtert Health
Lori Landy	Behavioral Health Care Coordinator, Social Services FWBH	Froedtert West Bend Hospital
Teri Lux	President, Froedtert Menomonee Falls & COO, Community Hospital Division	Froedtert Health
Amy Maurer	Community Engagement, Program Coordinator	Froedtert West Bend Hospital
Deb McCann	CHD Executive Director, Patient Care Services	Froedtert Health
Heidi Moore	Director, Diversity & Inclusion	Froedtert Health
Brenda Raad	Dean of General Studies & Accreditation Liaison Officer	Moraine Park Technical College
Mandie Reedy	Community Engagement, Program Coordinator	Froedtert Menomonee Falls Hospital
Pete Rettler	Dean of the West Bend Campus	Moraine Park Technical College
Erika Smith	Director Enterprise Care Coordination & Redesign, Population Health	Froedtert Health
Christian Tscheschlok	Board President Committee Member	Froedtert West Bend Hospital Community Foundation Froedtert West Bend Hospital Healthy Community Fund
Shelly Waala	VP Patient Care Service/CNO	Froedtert Health
Tyler Weber	Health Educator	Washington Ozaukee Public Health Department
Matthew Weston, MD	Associate Professor	The Medical College of Wisconsin
Amanda Wisth	Community Engagement, Data Coordinator	Froedtert Health