



Community Health Needs Assessment and Implementation Strategy

2020-2022



Our History Of Community Care

Rooted in the Franciscan tradition of hospitality and the healing ministry of Jesus Christ, Holy Family Memorial (HFM) has a rich heritage of putting the community first. More than 120 years ago, the Franciscan Sisters of Christian Charity were approached to start a hospital our growing community. They answered the call. HFM has proudly served the community ever since.

Today, HFM is recognized as the leader and largest provider of healthcare services in Manitowoc County. Our comprehensive network services include an inpatient and outpatient medical center, specialty and walk-in care, more than 15 clinics, a retail pharmacy, a medically-based wellness center, a state-of-the-art rehab facility, and so much more. Our network of more than 950 healthcare professionals proudly provides our community with top quality, personalized care.

A faith-based and values-driven organization, HFM provides the special touch to transform hurt into hope for our patients. The threads of our mission and values form the fabric of our daily lives in healthcare. Our network of health professionals provides services to help individuals and our communities achieve healthier lives.



Assessing Community Needs A Collaborative Effort

Adhering to the Take Action Cycle from [countyhealthrankings.org](https://www.countyhealthrankings.org), HFM partners with community leaders and organizations to collaboratively plan, assess and analyze community health needs in Manitowoc County. A full report of that assessment can be found at <https://www.hfmhealth.org/wp-content/uploads/2019/12/Manitowoc-County-Community-Health-Survey-Report-2019.pdf>.

Our implementation strategies will address three key health issues for Manitowoc County:

- Alcohol use or abuse
- Prescription or over-the-counter drug abuse
- Overweight or obesity

Goal 1:

Improve substance abuse and care services for our community.

Key Findings

In 2019, 30% of respondents who completed the Manitowoc County Health Needs Assessment Survey indicated that they were binge drinkers in the past month. For females that is four or more drinks at one time; for males 5 or more. Additionally, one percent of respondents reported they had been a driver who had too much to drink or a passenger in a vehicle when the driver had too much to drink. These statistics were virtually unchanged from the prior assessment. These statistics are also higher than state average.

Strategy

- Partner with CORE Treatment Services to open residential AODA treatment beds and additional outpatient services in a facility on HFM's campus in 2020.
- Participate in Healthiest Manitowoc County AODA initiatives to assist with community-wide education and outreach.
- Provide AODA education to area Veterans through outreach/community education initiatives.

HFM Resources

- Facilities and support
- Staff time



Goal 2:

Reduce prescription and over-the-counter drug abuse in Manitowoc County.



Key Findings

In 2019, 22% of those surveyed in Manitowoc County reported abuse of prescription and/or over-the-counter medications. Since 2013, reported abuse has risen 34 percent for individuals age 18-34; 4% for those age 35-44; 10% for those age 45-54; 18% for people age 55-64; and 12% for those age 65 and over. Gender, education, income and marital status were not significant variables in these statistics. No age demographic is untouched by this nationwide trend.

Strategy

- Provide provider education on opioid and other drug abuse.
- Implement EMR opioid tracking.
- Participate in Healthiest Manitowoc County AODA committees and initiatives.
- Providers offer medication-assisted-treatment in collaboration with HFM Behavioral Health.

HFM Resources

- Education funding
- EMR upgrade
- Staff time

Goal 3:

Model and inspire healthy nutrition and exercise to address overweight and obesity.

Key Findings

While there has been significant improvement in the incidence of overweight and obesity in Manitowoc County over the past three years, it is still a significant concern within our communities. Men and women reported concerns equally, with the highest incidence of overweight and obesity in the age 35-44 demographic. College graduates, individuals in the top 40% household income bracket, and married persons reported the highest rates of overweight and obesity.

Strategy

- Enhance existing HFM Lean on the Lakeshore event to keep focus on weight loss.
- Expand Move Manitowoc efforts to include more businesses and share the health benefits of being active.
- Increase utilization of prescriptions for services through the Wellness Center.

HFM Resources

- Staff time



2017-2019 Recap

Goal 1: Improve substance abuse care and services for our community.

HFM is not able to directly impact admissions due to alcohol and drug overdose alone. We continue to work with community organizations to combat the issue.

HFM has partnered with CORE Treatment Services to open a residential and outpatient rehabilitation facility in early 2020.

Goal 2: Improve mental health care access and services at HFM.

HFM has reduced the wait time to see behavioral health providers and continues to work to urgently address critical mental health needs.

Behavioral health screenings for all patients continues to be a goal for HFM.

Goal 3: Be an organizational role model and community champion to improve nutrition and exercise opportunities.

425 individuals received education on healthy cooking through Lean on the Lakeshore.

The HFM Wellness Fund serves nearly 100 people each year.

HFM did not experience improvement in the Health Weight Score on its HRA form but is committed to continuing that effort.

