

Spectrum Health
Zeeland Community Hospital
Community Health Needs Assessment

2021 Implementation Strategy

Introduction

Mission

The mission of Spectrum Health is to improve health, inspire hope, and save lives. Spectrum Health is deeply committed to understanding the health needs of the communities we serve and collaborating to improve health for all residents, particularly those most in need. This implementation plan will:

- Describe our hospital's planned actions for developing and sustaining community health improvement programs that address the prioritized strategic issues from our 2020 Community Health Needs Assessment and the anticipated impact of these actions.
- Describe planned collaboration with other organizations in addressing these issues.

Diversity, equity and inclusion

Spectrum Health has focused its diversity, equity and inclusion efforts in five areas: increasing the organization's cultural competency, supplier diversity, community engagement, equity of care and workforce diversity.

The anti-racism pledge commits to doing more, including:

- Conducting rigorous analyses of internal procedures, policies, practices and cultural norms of the organization.
- Increasing team member knowledge and skill.
- Ensuring strategic priorities and associated tactics are regularly and systematically evaluated for their impact on health equity among patients, members and their communities.
- Developing, implementing and rigorously evaluating data-informed strategies to ensure health equity among patients, members and the communities Spectrum Health serves.

In addition, Spectrum Health has signed on with the American Hospital Association's #123forEquity Pledge, which can be found here: <https://ifdhe.aha.org/123forequity>, and is embracing its role as an Anchor Institution, which is explained at this link: <https://healthcareanchor.network/>.



Background and Objectives

IRS Requirements

The Patient Protection and Affordable Care Act of 2010 set forth additional requirements that hospitals must meet in order to maintain their status as a 501(c) (3) Charitable Hospital Organization. One of the main requirements states that a hospital must conduct a Community Health Needs Assessment CHNA and must adopt an implementation strategy to meet the community health needs identified through the assessment. The law further states that the assessment must consider input from persons who represent the broad interests of the community, including those with special knowledge of, or expertise in, public health. In response to the Affordable Care Act's requirements Spectrum Health Zeeland Community Hospital produced a 2020 Community Health Needs Assessment and this document, the 2021 Implementation Strategy.

Significant Health Needs

The most significant health needs or issues in a community are often overarching areas that have several indicators that are also, individually, pressing or important issues. Research activity from the 2020 Community Health Needs Assessment concluded the following significant health needs:

- Mental health
- Health care access
- Substance use disorder
- Obesity

Significant Health Needs not Addressed

The following health needs identified in the 2020 Community Health Needs Assessment are not addressed in this plan.

- Chronic Disease
- Negative Social Indicators
- Social Determinants of Health

Each of the needs listed is important and is being addressed by numerous programs and initiatives operated by the hospital, other organizations within Spectrum Health, and local community partners. However, this implementation strategy will not focus on them due to limited resources and the need to allocate significant resources to the significant needs identified above.





About this plan

SARS-Covid-19

Spectrum Health will allocate appropriate resources to each of the indicated interventions (e.g., budget, personnel, in-kind support, etc.). The anticipated impact of the listed objectives and interventions is to provide direct or indirect services to address the indicated significant needs.

On January 9, 2020, the World Health Organization reported a pneumonia afflicting 54 individuals in Wuhan, China. The infections were traced to a new coronavirus, SARS-CoV-2, which quickly swept the globe in a deadly pandemic. A state of emergency was declared in Michigan on March 10th and by March 23rd all residents were ordered to stay home, and all non-essential businesses closed. At the time this report was developed, Michigan had almost 95,000 cases and 6,506 deaths. The pandemic caused by the SARS-Cov-2 virus has resulted in widespread disruption of daily life, particularly for the most vulnerable individuals and families in communities across West Michigan. Many people are out of work or working from home. Schools are providing either onsite learning, virtual learning, or a combination of the two. Countless individuals struggle to secure essentials such as food, housing, and prescription medications. While it is unwise to calculate the full impact of the pandemic at this time, it is safe to assume that the effects will be felt for years to come.

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Significant Health Need: Mental Health

Mental Health

We have unmet needs for mental health within our communities. We will address this unmet need using the Blue Envelope for Schools Program for middle and high school youth.

Population served	Action	Measurable impact
Middle and high school age youth	By December 31, 2021, Spectrum Health Zeeland Community Hospital and Spectrum Health Medical Group will expand the Blue Envelope for Schools Program by one school district over 2020 baseline. Grant funding supports this program. Partners include Ottawa County Department of Public Health, Community Foundation of Holland/Zeeland, Holland School District, West Ottawa School District, Zeeland School District, Saugatuck School District.	Expand the Blue Envelope for Schools Program to one additional school district by December 31, 2021.
	By December 31, 2021, as a result of participating in the Blue Envelope Program for Schools training, 350 school staff will increase their confidence in responding to a student who expresses suicidal thoughts. Grant funding supports this program. Partners include Ottawa County Department of Public Health, Community Foundation of Holland/Zeeland, Holland School District, West Ottawa School District, Zeeland School District, Saugatuck School District.	Increased confidence in responding to a student who expresses suicidal thoughts reported by 350 school staff members by December 31, 2021.

Mental Health

We have unmet needs for mental health within our communities. We will address this unmet need using virtual consultative services for adults age 18 years and older in Spectrum Health Zeeland Community Hospital area in efforts to increase access to behavioral health services.

Population served	Action	Measurable impact
Community members living in Ottawa County	By December 31, 2021 expand psychiatry consultative services for adult patients within Spectrum Health Zeeland Community Hospital through utilization of 24/7 inpatient consultative services.	By December 31, 2021 expand psychiatry consultative services for adult patients within Spectrum Health Zeeland Community Hospital through utilization of 24/7 inpatient consultative services.

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Significant Health Need: Health Care Access

Health Care Access

We have unmet needs for health care access within our communities. We will address this unmet need using the Ottawa Pathways to Better Health Community Health Worker Program for adult community members by increasing referrals.

Population served	Action	Measurable impact
Adults 18 years or older living in Ottawa County	By December 31, 2021, Spectrum Health Zeeland Community Hospital will increase annual referrals made by primary care providers to the Ottawa Pathway to Better Health Community Health Worker Program by 20% over 2020 baseline. Partners include Ottawa County Department of Public Health, North Ottawa County Hospital, Holland Hospital, Community Mental Health.	Increase annual referrals from primary care providers by 20% by December 31, 2021.

Health Care Access

We have unmet needs for health care access within our communities. We will address this unmet need using virtual technology for employers, school administrators, adults and youth in the Spectrum Health Zeeland market area.

Population served	Action	Measurable impact
Community members living in Ottawa County	By December 31, 2021, Spectrum Health will increase community ability to access information and services via virtual technology. This will be accomplished by successfully advocating for public policy and resource allocation to provide individuals and families living in the Spectrum Health Zeeland service area with reliable, affordable access to information and services delivered via virtual technology. Partners include local decision-makers, regional decision-makers.	Involvement in advocacy efforts at the regional hospital level by December 31, 2021.

Significant Health Need: Health Care Access

Health Care Access

We have unmet needs for health care access in the community. We will address this need by reducing the number of residents infected with COVID-19. This will be done by providing employers, school administrators, and the general community with accurate and timely information on COVID-19 and best practices for reducing its spread.

Population served	Action	Measurable impact
Community members living in Ottawa County	By December 31, 2021 Spectrum Health will contribute to reducing the number of COVID-19 infections within the community by providing employers, school administrators, and general community with accurate and timely information on preventing the spread of COVID-19.	Spectrum Health releases timely and accurate information about COVID-19 and its prevention, targeted to a variety of sectors and population by December 31, 2021.
	By December 31, 2021, Spectrum Health will contribute to reducing COVID-19 infections within the community by providing community-based screening and appropriate testing.	Spectrum Health provides opportunities for COVID-19 testing that is convenient and meets the needs of the community by December 31, 2021.

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Significant Health Need: Substance Use Disorder

Substance Use Disorder

We have unmet needs for substance use disorder in our communities. We will address this unmet need by utilizing a tobacco/nicotine cessation program for community members using tobacco products.

Population served	Action	Measurable impact
Community members using tobacco products	By December 31, 2021, 20 community members will enroll in a tobacco/nicotine cessation program delivered via virtual technology. Partners include Spectrum Health Gerber Memorial Hospital, OBGYN offices, schools within Ottawa and Allegan county.	Enroll 20 community members in a tobacco/nicotine cessation program by December 31, 2021.
	By December 31, 2021, 5 participants enrolled in the tobacco/nicotine cessation program will report being tobacco and/or nicotine free at the end of the program. Partners include Spectrum Health Gerber Memorial Hospital, OBGYN offices, schools within Ottawa and Allegan county.	Of those enrolled in a tobacco/nicotine cessation program, 5 will report being tobacco and/or nicotine free at the end of the program by December 31, 2021.
	By December 31, 2021, Spectrum Health Zeeland Community Hospital will aid at least one school to implement a minimum of one anti-vaping policy. Partners include Spectrum Health Gerber Memorial Hospital, OBGYN offices, schools within Ottawa and Allegan county.	Aid at least one school to implement a minimum of one anti-vaping policy by December 31, 2021.
	By December 31, 2021, at least 8 women will enroll in the Smoking Cessation and Reduction in Pregnancy Treatment program. Partners include Spectrum Health Gerber Memorial Hospital, OBGYN offices, schools within Ottawa and Allegan county.	Enroll at least 20 women in the Smoking Cessation and Reduction in Pregnancy Treatment program by December 31, 2021.

Significant Health Need: Substance Use Disorder

Substance Use Disorder

We have unmet needs for substance use disorder within our communities. We will address this need by reducing the number of opioids prescribed by Spectrum Health providers. This will be done by implementing opioid prescribing guidelines for our providers.

Population served	Action	Measurable impact
Community members at risk of overdose	By December 31, 2021 Spectrum Health Medical Group will implement opioid prescribing guidelines that are procedurally/ conditionally based.	Implementation of opioid prescribing guidelines by December 31, 2021.
	By December 31, 2021 Spectrum Health Medical Group will monitor provider scorecards related to prescribing guidelines for opioids on a monthly basis and report findings/recommendations to the appropriate leadership.	Continuously monitor opioid prescribing provider scorecards by December 31, 2021.

Substance Use Disorder

We have unmet needs for substance use disorder within our communities. We will address this unmet need by increasing prescriptions for opioid alternatives for community residents by establishing a go team.

Population served	Action	Measurable impact
Community members at risk of overdose	By December 31, 2021, the "Go team" will be activated and provide coaching and mentoring to requested Spectrum Health locations 90% of the time.	The "Go team" will provide coaching and mentoring to requested Spectrum Health locations 90% of the time by December 31, 2021.

Substance Use Disorder

We have unmet needs for substance use disorder within our communities. We will address this need by reducing the number of Spectrum Health patients with substance use disorder who are not in treatment. This will be done by identifying patients, seen by our Obstetrics and Gynecology providers, who have substance use disorder and referring them to treatment.

Population served	Action	Measurable impact
Community members at risk of overdose	By December 31, 2021 Spectrum Health Medical Group Obstetrics and Gynecology will utilize substance use disorders screening to screen 100% of pregnant patients for substance use disorders and refer them to treatment.	100% of Spectrum Health Medical Group Obstetrics and Gynecology pregnant patients screened for substance use disorder by December 31, 2021.
		100% of Spectrum Health Medical Group Obstetrics and Gynecology pregnancy patients with substance use disorder referred for treatment by December 31, 2021.

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Significant Health Need: Obesity

Obesity

We have unmet needs for obesity within our communities. We will address this unmet need using Fit and Healthy Families for families living in Ottawa county.

Population served	Action	Measurable impact
Families living in Ottawa County	By December 31, 2021, as a result of participating in the Fit and Healthy Families educational series, 12 families will report increased confidence in implementing and sustaining healthy changes learned in class. Partners include outdoor discovery center.	Increased confidence in implementing and sustaining healthy changes learned in class reported by 12 families by December 31, 2021.
	By December 31, 2021, as a result of participating in Fit and Healthy Families, 10 families will increase the number of hours per week (on average) they engage in physical activity as a family. Partners include outdoor discovery center.	Increased number of hours per week reported engaging as a family in physical activity among 10 families by December 31, 2021.
	By December 31, 2021, as a result of participating in Fit and Healthy Families, 10 families will report an increase in the number of daily vegetable servings (average) eaten by their family. Partners include outdoor discovery center.	Reported increased in the number of daily vegetable servings (average) eaten by families among 10 participating families by December 31, 2021.

Significant Health Need: Obesity

Obesity

We have unmet needs for obesity within our communities. We will address this unmet need using the Healthy Habits Walking Group for Ottawa county community members and indoor walk sites. This aims to increase physical activities and venues to increase engagement in winter months.

Population served	Action	Measurable impact
Community members living in Ottawa County	By December 31, 2021, as a result of participating in Healthy Habits, 20 individuals will report increased use of county parks for physical activity. Partners include Ottawa County Parks and Recreation, Zeeland and Hudsonville School Districts, Ottawa Department of Public Health.	Increased use of county parks for physical activity reported among 20 participants by December 31, 2021.
	By December 31, 2021, class facilitator will establish two new community partnerships with organizations that are willing to host indoor walks at their facility to increase engagement during the winter months. Partners include Ottawa County Parks and Recreation, Zeeland and Hudsonville School Districts, Ottawa Department of Public Health.	Establish 2 new community partnerships with organizations that are willing to host indoor walks at their facility to increase engagement during the winter months by December 31, 2021.

Significant Health Need: Obesity

Obesity

We have unmet needs for obesity within our communities. We will address this unmet need by increasing access to fresh produce and nutrition education to community members.

Population served	Action	Measurable impact
Families living in Ottawa and Allegan County	By December 31, 2021, Spectrum Health Zeeland Community Hospital Community Programs will provide 1,500 community members with access to fresh produce via the YMCA mobile Veggie Van. Partners include Ottawa County Department of Public Health, Allegan County Health Department, YMCA mobile Veggie Van, and local farmers' markets.	Provide 1,500 community members with access to fresh produce via the YMCA mobile Veggie Van by December 31, 2021.
	By December 31, 2021, Spectrum Health Zeeland Community Hospital Community Programs will provide nutrition education and applicable recipes to 500 community members in a farmer's market setting. Partners include Ottawa County Department of Public Health, Allegan County Health Department, YMCA mobile Veggie Van, and local farmers' markets.	Provide nutrition education and applicable recipes to 500 community members in a farmer's market setting by December 31, 2021.
	By December 31, 2021, Spectrum Health Zeeland Community Hospital Community Programs will provide nutrition education to 500 community members via virtual technology. Partners include Ottawa County Department of Public Health, Allegan County Health Department, YMCA mobile Veggie Van, and local farmers' markets.	Provide nutrition education to 500 community members via virtual technology by December 31, 2021.

Significant Health Need: Obesity

Obesity

We have unmet needs for obesity within our communities. We will address this unmet need using the Coordinated Approach to Child Health (CATCH) for students in grade K-5th in Ottawa and Allegan counties. This aims to develop positive behavior related to nutrition and physical activity.

Population served	Action	Measurable impact
Students grade K-5 in Ottawa and/or Allegan county	By December 31, 2021, each school participating in the Coordinated Approach to Child Health (CATCH) program will implement at least one policy or environmental support designed to improve student nutrition and/or increase physical activity during the school day. Partners include schools in Ottawa and/or Allegan county.	Implement one policy or environmental support designed to improve student nutrition and/or increase physical activity during the school day per participating school by December 31, 2021.
	By December 31, 2021, 40% of teachers in participating schools will report observing positive changes in student behavior related to nutrition and physical activity. Partners include schools in Ottawa and/or Allegan county.	Of schools participating in CATCH, 40% teachers reported positive change in student behavior related to nutrition and physical activity by December 31, 2021.
	By December 31, 2021, Spectrum Health Zeeland Community Hospital Community Programs will implement the Coordinated Approach to Child Health (CATCH) program in two area public schools. Partners include schools in Ottawa and/or Allegan county.	Implement CATCH in two area public schools by December 31, 2021.

Glossary

	Action
Blue Envelope	Spectrum Health implemented a team S.A.F.E response protocol and trained more than 5,000 employees on how to respond at a moment's notice to a patient who may have thoughts of suicide. This protocol included quick patient safety responses and communicating with the code words "Blue Envelope" Ottawa County Suicide Prevention Coalition, under the leadership of Ottawa Public Health, requested a collaboration, and together customized this protocol to create School Blue Envelope to train school personnel.
Coordinated Approach to Child Health	CATCH is an evidence-based program based on the CDC Whole School, Whole Community, Whole Child model to combat childhood obesity. Health education, school environment, and family/community involvement work together to support youth in grades K-8 in improving nutrition choices and increasing daily physical activity.
Fit and Healthy Families	Program is for elementary aged students and their families and the goal is to help families increase number of hours per week they engage in physical activity together as a family unit. Led by a Registered Dietitian, curriculum covers a variety of nutrition and physical activity topics in an interactive way. Held in partnership with the Outdoor Discovery Center in Holland and includes activities such as kayaking, dancing, and trail walking.
Go Team	An at elbow support staff for offices offering medication assisted treatment for opioid use disorder.
Healthy Habits Walking Group	This group meets weekly, and partners with local county parks and other community partners. Group is led by a Registered Dietitian and focuses on increasing participant's physical activity through the use of local parks and rec locations. Nutrition topics also covered weekly.
Opioid Prescribing Guidelines	Safe clinical prescribing guidelines for opioids.
Ottawa Pathways to Better Health Community Health Worker Program	For those 18 years of age or older who live in Ottawa County, have two or more chronic health conditions and have challenges overcoming barriers to manage health conditions.
Provider Scorecards	An internal dashboard that displays data around opioid prescribing at the department, office, and provider level.
Smoking Cessation and Reduction in Pregnancy Treatment (SCRIPT)	SCRIPT is an evidence-based program shown to be effective in helping thousands of pregnant women quit smoking. The program provides education and counseling support and is designed to be a component of a patient education program for prenatal care providers.
YMCA mobile Veggie Van	The YMCA Veggie Van is West Michigan's first and only mobile farmers market. Veggie Van's two vehicles run year-round, making daily stops in urban neighborhoods throughout Grand Rapids and Muskegon, ensuring that fruits and vegetables are available to people who otherwise have limited access to fresh produce. This program grows and sells locally grown, top-quality fruits and vegetables at reduced prices. Additionally, the Veggie Van is able to accept SNAP, Senior Project Fresh/Market FRESH, and W.I.C. Project Fresh benefits.



**Spectrum
Health**

Spectrum Health complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.
[81 FR 31465, May 16, 2016; 81 FR 46613, July 18, 2016]

ATENCIÓN: Si usted habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1.844.359.1607 (TTY: 711).

إذا كنت تتحدث اللغة العربية، فيمكنك الحصول على المساعدة اللغوية المتاحة مجانًا. اتصل على الرقم 1.844.359.1607 (TTY: 711).