

CHILDREN'S HOSPITAL COLORADO

2013-2015 Community Health Needs Assessment Implementation Strategy

This report summarizes the plans for Children's Hospital Colorado (CHCO) to sustain and develop new community benefit programs that address the prioritized needs that emerged from the 2012 Community Health Needs Assessment (CHNA) and respond to other identified community health needs. The 2012 CHNA was conducted by CHCO in conjunction with the Colorado School of Public Health. Children's Hospital Colorado provided leadership for the assessment with guidance from the Children's Health Advocacy Institute (CHAI) community outreach subcommittee which includes representation from community partners. Students and faculty from the Colorado School of Public Health helped access and analyze public health data, conduct key informant interviews, facilitate focus groups and assist CHCO and the CHAI community outreach subcommittee to identify the most pressing community priority health needs.

Target Areas and Populations:

The 2012 CHNA examined information on children's health and safety for Colorado statewide, as well as for residents in the Original Aurora and Montbello communities that are nearby the Aurora campus and for residents in El Paso County, an area of expanding services coverage for CHCO.

How the Implementation Strategy Was Developed

Children's Hospital Colorado's Implementation Strategy was developed based on findings and priorities that emerged from the 2012 CHNA and a review of the hospital's existing community benefit activities.

Following completion of the 2012 CHNA (Attachment A), the CHAI staff, internal and external stakeholders, and the CHAI community outreach subcommittee developed goals and strategies to respond to each of the priority needs identified and will be monitoring progress related to attainment of these.

Major Needs and How Priorities Were Established

With support from the Colorado School of Public Health, members of the Children's Hospital Colorado CHAI community outreach subcommittee undertook a structured approach to review public health data and conduct key informant interviews and focus groups relative to the health status of target areas and populations identified above.

From the data gathered priority health needs were identified using the criteria initially established by the CHAI Leadership Board:

- Population impact
- Efficacy of interventions
- Sustainability of impact
- Capability and resource availability
- Philanthropic support
- Policy alignment

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The prioritization process identified four priority health issues for the community:

- Access to health care
- Obesity
- Injury
- Mental Health

Children's Hospital Colorado's review of current community benefit programs found that the hospital is addressing a number of existing community needs through provision of charity care, Medicaid and other means tested services, community health education, health professional education programs, research activities and other cash and in kind donations.

Description of What Children's Hospital Colorado Will Do to Address Community Needs

The following goals, objectives, strategies and action plans have been identified by CHCO with guidance from the (CHAI) community outreach subcommittee to potentially positively impact the 4 priority health needs identified in the 2012 CHNA.

OVERARCHING GOALS AND STRATEGIES

COMMUNITY PARTNERSHIP GOAL: Increase the level of engagement with community partners specific to the 4 priority health needs identified in the 2012 CHNA.

Strategies CHCO are Taking or Plans to Take to Achieve the Stated Goal

1. Assess current level of engagement utilizing a partnership engagement survey to be administered in 1Q 2013.
2. Develop or identify shared goals/objectives with multiple community partners

COMMUNITY CAPACITY GOAL: Help build community capacity to advance community health improvement efforts.

Strategy CHCO is Taking or Plans to Take to Achieve the Stated Goal

1. Offer ongoing advocacy programming through Grassroots Advocacy Network and Family Leadership Training Institute

HEALTH LITERACY GOAL: Improve the health literacy of Colorado Children

Strategies CHCO is Taking or Plans to Take to Achieve the Stated Goal

1. Offer the Health Teacher resource to Colorado schools
2. Align Health Teacher with other health and education efforts across the state

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PUBLIC POLICY GOAL: Lead and support policy efforts that have the potential to improve the health and safety of Colorado Children.

Strategy CHCO is Taking or Plans to Take to Achieve the Stated Goal: Collaborate with identified community partners to promote statewide legislative policy agenda.

GOALS AND STRATEGIES SPECIFIC TO THE 4 PRIORITY HEALTH NEEDS IDENTIFIED IN THE CHNA

ACCESS TO CARE GOAL: In partnership with others, increase the number of Colorado children with access to health services by 2020.

Strategies CHCO are Taking or Plans to Take to Achieve the Stated Goal

1. Expand hours of operation at primary care providers in Aurora; if this model is successful, advocate to expand its geographic reach.
2. Advocate for federal and state policies that expand access to children, both by increasing the availability of primary care medical providers and by increasing the number of children who have either public or private health insurance coverage.

OBESITY GOAL: In partnership with others, work to achieve the Healthy People 2020 goal to reduce childhood obesity in Colorado by 10% by the year 2020.

Strategies CHCO are Taking or Plans to Take to Achieve the Stated Goal

1. Integrate healthy weight screening and counseling into the primary care setting
2. Integrate healthy lifestyle education into pre- and post-natal education efforts
3. Integrate healthy weight into early childhood settings
4. In partnership with others, help build community capacity for access to healthy foods and safe places to engage in physical activity.
5. In partnership with others evaluate effectiveness of school and community based efforts designed to increase physical activity and access to healthy foods.

INJURY PREVENTION GOAL #1: In collaboration with statewide partners, work to achieve the Healthy People 2020 goal of increasing age-appropriate vehicle restraint system use in children aged birth to 8 years.

Strategies CHCO are Taking or Plans to Take to Achieve the Stated Objectives

1. Ensure continuation of leadership roles on CPS Team Colorado Executive Committee.
2. Ensure continuation of technical assistance efforts to community child passenger safety projects throughout Colorado.

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3 .Expand partnerships within Colorado's child passenger safety community to ensure progress toward implementation of recommendations contained in CPS Team Colorado 2013-2018 Strategic Plan.

4. Measure leadership efforts of Colorado Child Passenger Safety Training Coordination program.

INJURY PREVENTION GOAL#2: In collaboration with statewide partners, work to achieve the Healthy People 2020 target setting method of reducing nonfatal child maltreatment among children aged 0-4 years by 10%.

Strategies CHCO are Taking or Plans to Take to Achieve the Stated Objective

1. Convene hospital and community-wide stakeholders in an SBS Prevention workgroup and develop subcommittee logic models and action plans to meet defined objectives.

2. Expand partnerships among community partners working in child abuse prevention to ensure progress toward implementation of objectives contained in the Kohl's Shaken Baby Syndrome Prevention campaign, including Fussy Baby Network Colorado, Prevent Child Abuse Colorado, and the Children's Hospital Colorado ParentSmart hotline.

3. Develop a coordinated strategy to be at a Center of Excellence level in child maltreatment as defined by the Children's Hospital Association.

4. Work in partnership with The Kempe Center for the Prevention and Treatment of Child Abuse and Neglect, and the Colorado Department of Public Health and Environment (CDPHE) to ensure accurate categorization, collection and dissemination of data.

MENTAL HEALTH GOAL: Improve access to mental health services for Colorado children.

Strategies CHCO are Taking or Plans to Take to Achieve the Stated Goal:

1. Appoint or select a Section Head for Behavioral Health

2. Develop a mental health strategy for addressing community needs by 2014.

3. Engage community stakeholders in strategy development.

4. Within strategy development process define baseline indicators to be monitored and potentially positively impacted.

Other Health Needs Identified in the CHNA Not Addressed in this Plan

Many other important health issues of concern to the health of Colorado children including asthma, reproductive health, and dental care were identified in the CHNA. Each of these are important and are already being addressed in some way by CHCO and other community partners. They are not being addressed in this Implementation Strategy due to limited resources and the need to allocate significant resources to the four priority health issues identified above.

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Additional Community Benefit Efforts

In addition, Children's Hospital Colorado will continue to meet other community needs to the extent resources will allow through the provision of charity care, Medicaid and other means tested services, community health education, health professional education programs, research activities and other cash and in kind donations. Additionally, hospital staff will continue to dedicate time to serving on community boards and participating in community health improvement efforts led by other community partners.

Adopted by the Children's Hospital Colorado Board of Directors on November 30, 2012