
Community Health Implementation Plan

United Hospital Center 2023



Prepared for: United Hospital Center

Prepared by: West Virginia University Health Sciences
Center Health Affairs Institute

For inquiries, please contact: Dr. Megan Govindan, RDN

Table of Contents

Table of Contents.....	1
List of Tables	1
Strategy One: WDTV Community Education Series	2
Strategy Two: Change Your State Podcast	3
Strategy Three: Harrison County Journal Education	3
Strategy Four: Social Media Health Education	4
Strategy Five: Discover Recovery	5
Strategy Six: Change Your State App	6
Strategy Seven: Men’s and Women’s Health Events.....	7
Strategy Eight: Wings of Hope	7
Strategy Nine: Walking Trail.....	8

List of Tables

Table 1: Community Education Series	2
Table 2: Change Your State Podcast.....	3
Table 3: Harrison County Journal Education	4
Table 4: Social Media Health Education.....	4
Table 5: Discover Recovery	5
Table 6: Change Your State App	6
Table 7: Health Screening Events	7
Table 8: Wings of Hope.....	8
Table 9: Walking Trail	8

Strategy One: WDTV Community Education Series

Priorities Targeted: Ongoing for over a decade, this partnership with local news network WDTV aims to provide health education to the community addressing a wide variety of topics, including all prioritized by UHC this cycle – Substance Use Disorder, Mental Health, Obesity (Including Diabetes and Physical Activity), and Access to Care. During the previous Community Health Needs Assessment Cycle, UHC developed and aired 150 health-related TV interviews. Many of these were also made available on the WDTV website and UHC’s social media. UHC intends to continue this programming during the coming implementation cycle.

Table 1: Community Education Series

Community Education Series	
Objectives	Provide weekly ongoing health education via partnership with WDTV and rotation of local health professionals, along with UHC staff.
Activities	<ul style="list-style-type: none"> • Organize content • Organize interviewees • Complete interviews for broadcast
Planning Partners	<ul style="list-style-type: none"> • WDTV • UHC Marketing • Community health professionals
Implementation Partners	<ul style="list-style-type: none"> • WDTV • UHC Marketing • Community health professionals
Resources	<ul style="list-style-type: none"> • Time • Marketing materials
Evaluation Activities	<ul style="list-style-type: none"> • # interviews broadcast • Health topics covered • Online analytics if available
Point of Contact	<ul style="list-style-type: none"> • Matt Chisler

Strategy Two: Change Your State Podcast

Priority Targeted: Targeting all priority health areas this cycle, this weekly podcast hosts health experts from around the community to provide prevention and education related to health and wellness in North Central WV. This podcast has just completed its hundredth episode, with an average of 17,700 views per month in 2023, and intends to continue into the coming implementation cycle. In partnership with the WV News Network, it is distributed through The Exponent Telegram, Bridgeport News, and The State Journal.

Table 2: Change Your State Podcast

Change Your State Podcast	
Objectives	Host weekly podcast guests to discuss prevention and education information on health-related topics.
Activities	<ul style="list-style-type: none"> Organize content Organize interviewees Complete interviews
Planning Partners	<ul style="list-style-type: none"> Local health professionals UHC Marketing WV News Network
Implementation Partners	<ul style="list-style-type: none"> Local health professionals UHC Marketing WV News Network
Resources	<ul style="list-style-type: none"> Time Marketing materials
Evaluation Activities	<ul style="list-style-type: none"> # podcasts recorded Health topics covered Online analytics if available
Point of Contact	<ul style="list-style-type: none"> John Paul Nardelli

Strategy Three: Harrison County Journal Education

Priority Targeted: New this cycle and targeting all health topics prioritized this cycle, but with attention to nutrition and obesity, will be a monthly full page of educational information in the Harrison County Journal. This will include articles related to health education, nutrition on a budget, and Q&As.

Table 3: Harrison County Journal Education

Newspaper Educational Content	
Objectives	Create and share content for a full page in the newspaper once monthly.
Activities	<ul style="list-style-type: none"> • Determine content • Determine content partners as needed
Planning Partners	<ul style="list-style-type: none"> • Harrison County Journal • Content partners as needed
Implementation Partners	<ul style="list-style-type: none"> • Harrison County Journal • Content partners as needed
Resources	<ul style="list-style-type: none"> • Time • Financial resources
Evaluation Activities	<ul style="list-style-type: none"> • # content pieces published • Topics of content pieces published • Publication dates and # newspapers printed for distribution • Responses received by newspaper
Point of Contact	<ul style="list-style-type: none"> • John Paul Nardelli

Strategy Four: Social Media Health Education

Priority Targeted: Targeting all health topics prioritized this cycle is ongoing health education through UHC’s social media. Daily content includes health information, recipes, sharing of the WDTV content, and all is archived in an electronic newsletter.

Table 4: Social Media Health Education

Social Media Health Education

Objectives	Provide daily health education content on a wide variety of topics.
Activities	<ul style="list-style-type: none"> ● Gather and share content ● Coordinate with content partners as needed ● Understand social media content rights for publishing content as needed
Planning Partners	<ul style="list-style-type: none"> ● UHC Marketing ● Other UHC departments as applicable ● Content partners as applicable
Implementation Partners	<ul style="list-style-type: none"> ● Content and community partners as applicable
Resources	<ul style="list-style-type: none"> ● Time
Evaluation Activities	<ul style="list-style-type: none"> ● # pieces of content shared ● Topics covered by content ● Feedback received ● Analytics as available
Point of Contact	<ul style="list-style-type: none"> ● Matt Chisler

Strategy Five: Discover Recovery

Priority Targeted: Targeting substance use disorder, discoverrecovery.org houses an addiction resource guide, and Discover Recovery hosts meetings to provide monthly health education to the community, and to increase coordination among area providers. Since December 2021, 12 presentations have been provided.

Table 5: Discover Recovery

Discover Recovery	
Objectives	Maintain addiction resource guide on the Discovery Recovery website and host a monthly community meeting.
Activities	<ul style="list-style-type: none"> ● Maintain website content ● Host monthly community meeting
Planning Partners	<ul style="list-style-type: none"> ● Clarksburg Mission ● WVU
Implementation Partners	<ul style="list-style-type: none"> ● Clarksburg Mission

	<ul style="list-style-type: none"> • WVU • Local Substance Use Disorder providers
Resources	<ul style="list-style-type: none"> • Time • Financial resources • Meeting space
Evaluation Activities	<ul style="list-style-type: none"> • # meetings held • Topics • Attendees • Website topics and analytics
Point of Contact	<ul style="list-style-type: none"> • John Paul Nardelli

Strategy Six: Change Your State App

Priority Targeted: Targeting health areas of nutrition, physical activity, and mental health, the free Change Your State app is based on research from nationally-recognized experts, and supported by health coaches in West Virginia. This app allows users to build impactful and sustainable lifestyle modifications in areas of mindfulness, movement, and nutrition. As of early 2023, the app has reached over 2,500 downloads, showing a total weight loss of 2,782 pounds in Harrison County in 2021, which is an average of 13 pounds for each user (203 participants had an 86% completion rate).

Table 6: Change Your State App

Change Your State App	
Objectives	Maintain Change Your State app and expand program into statewide initiative over the next two years.
Activities	<ul style="list-style-type: none"> • Maintain content • Plan marketing/expansion reach
Planning Partners	<ul style="list-style-type: none"> • Healthy Harrison
Implementation Partners	<ul style="list-style-type: none"> • Healthy Harrison
Resources	<ul style="list-style-type: none"> • Time • Marketing resources
Evaluation Activities	<ul style="list-style-type: none"> • Downloads • Engagement • Pounds lost

	<ul style="list-style-type: none"> • Completion rate
Point of Contact	<ul style="list-style-type: none"> • John Paul Nardelli

Strategy Seven: Men’s and Women’s Health Events

Priority Targeted: Targeting many health areas and specifically addressing the community concern of a lack of access to care, UHC will host targeted health education and screening events. A Men’s Health Event will include a PSA lab test, testicular exam, prostate exam, and colorectal screening. A women’s health event will include breast exam, pap test, colorectal screening, and mammogram. These events will be at no cost to community members, but will require pre-registration.

Table 7: Health Screening Events

Health Screening Events	
Objectives	Provide a yearly health screening event for men and a yearly health screening event for women.
Activities	<ul style="list-style-type: none"> • Promote via social media and print media • Organize testing and screening services • Organize providers to administer all
Planning Partners	<ul style="list-style-type: none"> • UHC Family Medicine • UHC Cancer Center
Implementation Partners	<ul style="list-style-type: none"> • Local health partners
Resources	<ul style="list-style-type: none"> • Time • Marketing materials
Evaluation Activities	<ul style="list-style-type: none"> • # attendees pre-registered • # screenings of each kind • Health topics covered by screenings
Point of Contact	<ul style="list-style-type: none"> • John Fernandez

Strategy Eight: Wings of Hope

Priority Targeted: Targeting the health topic of cancer and addressing the prioritized topic of access to care, *Wings of Hope* is a community-based, volunteer organization formed to assist cancer patients at UHC. The group is dedicated to promoting all aspects of healing and maximizing the patient’s ability to overcome cancer through access to treatment.

Table 8: Wings of Hope

Wings of Hope	
Objectives	Provide free transportation assistance and lodging for cancer patients and family members.
Activities	<ul style="list-style-type: none"> ● Promote <i>Wings of Hope</i> in oncology materials ● Promote access to care for transportation and lodging needs
Planning Partners	<ul style="list-style-type: none"> ● UHC Cancer Center ● Community Members
Implementation Partners	<ul style="list-style-type: none"> ● UHC Cancer Center ● Community Members
Resources	<ul style="list-style-type: none"> ● Time ● Marketing materials
Evaluation Activities	<ul style="list-style-type: none"> ● Annual dollars used ● Annual patients and families served
Point of Contact	<ul style="list-style-type: none"> ● John Fernandez

Strategy Nine: Walking Trail

Priority Targeted: Targeting the health topic of obesity and physical activity, a walking trail around a loop portion of the hospital’s property will provide a new recreation space to the public.

Table 9: Walking Trail

Wings of Hope	
Objectives	Complete public walking trail around UHC property, and market its availability in the community.
Activities	<ul style="list-style-type: none"> ● Activities required to complete underway project in 2023 ● Market new trail
Planning Partners	<ul style="list-style-type: none"> ● UHC Marketing

Implementation Partners	<ul style="list-style-type: none"> • UHC Marketing
Resources	<ul style="list-style-type: none"> • Time • Marketing materials
Evaluation Activities	<ul style="list-style-type: none"> • Dollars used • Tracking of any kind of event or promotion here
Point of Contact	<ul style="list-style-type: none"> • John Fernandez