

**Community Health Needs Assessment
Implementation Plan 2022-2025**



CentraState
Healthcare System®

ATLANTIC HEALTH SYSTEM PARTNER

Background

CentraState Healthcare System, a partner of Atlantic Health System, is a fully accredited, not-for-profit, community-based health system that provides comprehensive health services in the central New Jersey region. CentraState Healthcare System conducted a Community Health Needs Assessment (CHNA) in 2022 and reviewed the health priorities identified through that assessment. The assessment incorporated data from multiple sources, including primary research through phone and online surveys with community leaders and the public at large, as well as secondary research through vital statistics and other existing health related data.

The community defined for this assessment is Monmouth County, in general, and western Monmouth County in particular.

Taking into account the top-identified needs – as well as hospital resources and overall alignment with the hospital’s mission, goals and strategic priorities – it was determined at this time that CentraState would focus on developing and/or supporting strategies and initiatives to improve health in the areas of:

- Cancer
- Heart Disease
- Behavioral Health
- Nutrition, Physical Activity & Weight

This implementation plan represents a collaboration of the CHNA team across the health system, and with its community partners, and will be used to inform decisions and guide efforts to improve community health and wellness. Wherever possible CentraState will work with other agencies to influence the Social Determinants of Health (SDoH), which may impact access to healthcare, adherence to health regimens and health outcomes. Following a data driven approach and a series of deliberative meetings, the following goals, objectives and strategies were developed.

Cancer

Brief Description of Need: The incidence and prevalence of cancer in the CentraState Service area slightly exceeds New Jersey and U.S. benchmarks with the most common cancers cited locally being Breast, Prostate and Skin Cancer. The prevalence of cancer was highest in the 65+ age group.

Goal: Offer a range of accessible cancer prevention and treatment options that fit the needs of community members, especially those 65 and older.

Objectives:

- Increase public awareness of the importance of early detection for optimal cancer treatment outcomes
- Increase participation in cancer screenings, including breast, prostate, lung, colorectal and skin, in a variety of health care settings
- Connect people with positive findings to resources for care

Strategies:

- Add cancer specialists and clinical trials that will improve access for area residents
 - Breast, Endocrine, GYN specialists
- Continue to offer and promote cancer support and survivorship programs to those who have completed treatment
- Educate staff and providers on availability of new and enhanced services
- Educate the public on prevention and early detection; promote screening events

Heart Disease

Brief Description of Need: Heart disease is the leading cause of death in the United States. The prevalence of heart disease and high blood cholesterol in the CentraState service area significantly exceeded New Jersey and U.S. benchmarks.

Goal: Offer supportive services designed to reduce cardiovascular risk factors which put a person at increased risk for cardiovascular disease.

Objectives:

- Offer programs and services that help modify behaviors such as cigarette smoking, physical inactivity and overweight/obesity.
- Offer programs/screenings that stress the importance of adhering to treatment for high blood pressure and cholesterol, both critical for preventing and controlling cardiovascular disease.
- Provide education on chronic conditions including related to heart disease such as heart failure, hypertension and diabetes.
- Train people to identify the signs and symptoms of a heart attack and how to provide Early Heart Attack Care (EHAC).

Strategies:

- Assist patients and community members in obtaining and understanding information about heart health
 - MyChart electronic health record promotion and utilization
 - Work with PCPs and RN Health Coaches to lower patients' cardiovascular risk scores
 - Early Heart Attack Care training, hands only CPR, and BLS training
- Provide and promote screenings onsite and in community settings for cardiovascular disease
 - Lipid profile, blood pressure, blood sugar and peripheral artery disease
- Provide and promote physical activity
 - Live Life Well programs, exercise education in the senior residential facilities and through the Fitness Center
- Offer diabetes prevention programs and nutritional coaching services to reduce risk factors
- Partner with community organizations to support initiatives related to nutrition education and access to healthy food
 - Neighborhood Connections to Health, Freehold Family Health Center, Food Bank

Behavioral Health

Brief Description of Need: About half of all people in the United States will be diagnosed with a mental disorder at some point in their lifetime and mental health and physical health are closely connected. A significant number of CentraState Service Area respondents experience “Fair” to “Poor” mental health and have been diagnosed with a depressive disorder. Key informants ranked mental health as a top concern.

In terms of substance use disorders, community members reported binge drinking (5 if male)/4 (if female) or more drinks on an occasion, which is significantly higher than the New Jersey and U.S. benchmarks. Most prevalent in the 18 to 39 age group. Nearing 50 percent of community members perceived substance abuse as a major problem in the community. Key informants also ranked substance abuse as a top concern.

Goal: Offer a range of education, prevention and treatment options for behavioral health issues and substance use disorders.

Objectives:

- Promote the launch of the new 988 suicide hotline as well as the CentraState hotline.
- Create linkages between the hospital and outpatient community-based services to assess and treat mental health conditions.
- Increase the number of individuals who receive treatment for mental health services in the appropriate setting.

Strategies:

- Provide suicide screenings to Emergency Department patients and refer to treatment as needed
- Expand primary care practitioners in the service area who can identify at-risk individuals
- Generate outpatient referrals and encourage treatment within 30 days of hospital/ED discharge
- Promote awareness of CentraState's crisis line and behavioral health resources
 - Educate staff on availability of crisis hotlines

- Increase community awareness and understanding about mental health issues
 - Mental health education at community health events
- Work with schools to improve life skills and decision making with regard to drugs and alcohol.
- Provide self-assessments to identify potential binge-drinking patterns.
- Offer support for smoking/vaping cessation.
- Partner with collaborating agencies to identify and assist ED and inpatients, including Maternal/Child patients, with Substance Use Disorders for outpatient treatment.
- Refer patients to 12-step and other peer-programs as needed.

Nutrition, Physical Activity and Weight

Brief Description of Need: Many people don't eat a healthy diet are at an increased risk for obesity, heart disease, stroke, type 2 diabetes, and other health problems. The population of Monmouth County has lower food access, a higher prevalence of total overweight (overweight and obese), and a high prevalence of fast food restaurants as compared to the New Jersey and U.S. benchmarks. Key informants ranked as a top concern.

Goal: Improve access points and channels for care and provide services that support all aspects of healthy living.

Objective:

- Offer support services that assist the community with achieving a balance of healthy nutrition, physical activity and weight control.
- Increase engagement in programming that promotes a healthy lifestyle.

Strategies:

- Increase access to education about healthy lifestyle
 - Healthy lifestyle education via classes, digital and print content and social media platforms
 - Offer and promote diabetes prevention programs and nutritional coaching to reduce risk factors
 - Work with employers to offer a range of preventive health programs
- Increase access to healthy food options
 - Food bank mobile food pantry
 - Farmers' markets and Voucher Programs
- Increase access to physical activity
 - Partner with physicians and Park Rx to prescribe outdoor activity
 - Offer exercise and fitness classes