



Rutherford Regional Health System supports the Rutherford County Community Needs Assessment process through the lending of resources, leadership, vision and collaboration. As a partner with the Rutherford-Polk-McDowell District Health Department, Rutherford Regional Health System has formulated a plan to address the priority areas selected for the Community Health Assessment.

The top 5 priorities are as follows:

1. Substance Abuse
2. Chronic Disease: Diabetes, High Blood Pressure, High Cholesterol, and Tobacco Use
3. Healthy Eating & Active Living
4. Behavioral Health & Mental Well Being
5. Teen Pregnancy

The Rutherford Regional Health System action plans for the top 5 priorities follow.

Priority #1 Interventions: Substance Abuse	Lead Divisions	Action Plan
President's Mental Health Initiative ("Now Is The Time": President Obama)	Administration/Behavioral Health/Community Relations	Provide leadership on the president's mental health community organization. Lend marketing and clinical resources to disseminate prevention and treatment information.
Support Medical Community Trainings	Administrative/Patient Care Services/Physician Practices	Partner with Rutherford-McDowell-Polk Health Department to provide trainings to the medical community to increase awareness of addiction and abuse issues
Emergency Department	Administration/Patient Care Services	Provide medical screenings and give assistance in helping patients navigate the system to find the most appropriate venue to receive care/services
Support Operation Medicine Drop	Administration/Patient Care Services	Participate in the week-long program in conjunction with community organizations

Support the "Call 211" initiative	Administration/Community Relations	Maintain and provide updated lists of resources in conjunction with the United Way
Support SafeKids of Rutherford County	Administration/Community Relations	Maintain and provide leadership and resources to increase awareness among children and teens, including participation in community health fairs
RRHS Teen Volunteers	Administration/Community Relations	Provide substance abuse training during summer teen volunteer program orientation

Priority #2 Interventions: Chronic Disease – Diabetes, High Blood Pressure, High Cholesterol and Tobacco Use	Lead Divisions	Action Plan
Chronic Disease: Diabetes	Administration/Education	Maintain Diabetes program and “Living with Diabetes” educational support group; Maintain and provide screenings and resources for annual county-wide events - Prime of Life, Women’s Show, Baby and Children’s Fair, and local senior center
Chronic Disease: High Blood Pressure	Administration/Education	Maintain and provide screenings and resources for local employers as well as for annual county-wide events - Prime of Life, Women’s Show, Baby and Children’s Fair, and local senior center
Chronic Disease: High Cholesterol	Administration/Education	Maintain and provide screenings and resources for local employers as well as for annual county-wide events - Prime of Life, Women’s Show,

		Baby and Children’s Fair, and local senior center
Chronic Disease: Tobacco Use	Administration/Education/Physician Practices	<p>Maintain monthly tobacco and smoking cessation program through Cancer Resource Center; Maintain and provide resources for annual county-wide events - Prime of Life, Women’s Show, Baby and Children’s Fair</p> <p>Maintain and enforce tobacco policy on RRHS property for all guests and staff</p> <p>Work with county school nurses to conduct awareness sessions by Rutherford Children’s Care providers</p>
Testimonials	Administrative/Marketing	Produce monthly testimonials from local community members who have benefitted from screenings and educational information

Priority #3 Interventions: Healthy Eating and Active Living	Lead Divisions	Action Plan
Community Awareness	Administrative/Community Relations	Produce and maintain a database of county exercise and wellness opportunities in partnership with the Community Health Council to be distributed to local physicians to effectively prescribe exercise options
RRHS Nutritionists	Administrative/Marketing/Food and Nutrition Services	Promote “mindful” items through RRHS cafeteria menus; provide content for Outlook newsletter and ad series in local publications about healthy eating choices
Sponsorships	Administrative/Community Relations and Marketing	Maintain partnerships with Lake Lure Olympiad, Rutherford Outdoor Coalition, Forest City Owls, and local municipalities to encourage

		participation in active lifestyle events
Health Fairs and screenings	Administrative/Education	Provide staff, resources and educational information at monthly health fairs and events, including Prime of Life festival, Women’s Show, and Baby and Children’s Fair
Public Service Announcements	Administrative/Marketing	Maintain monthly “Medical Minutes” segment on local radio stations to educate and promote topics that lead to healthy eating and active lifestyle choices

Priority #4 Interventions: Behavioral Health and Mental Well Being	Lead Divisions	Action Plan
Access to care: Inpatient Behavioral Health	Administrative/Behavioral Health	Maintain licensed mental health counselors
Access to care: Insights Psychiatric Resources	Administrative/Physician Practices	Maintain licensed mental health counselors
Access to care: Emergency Services	Administrative/Patient Care Services/Operations	Maintain an enlarged and dedicated area in the RRHS Emergency Department to provide a safer environment for the observation and treatment of patients exhibiting symptoms of behavioral health issues
Support 211 initiative	Administrative/Community Relations	Maintain and provide updated lists

		of resources in conjunction with the United Way
Health fairs and screenings	Administrative/Education/Physician Practices	Provide resources, education and information through community health fairs, including Prime of Life festival, Women’s Show, and Baby and Children’s Fair
Physician practices	Administrative/Marketing/Physician Practices	Provide collateral materials for dissemination to patients through providers that educate patients on behavioral health issues and healthy choices for mental well being
President’s Mental Health Initiative (“Now Is The Time”: President Obama)	Administrative/Behavioral Health/Community Relations	Provide leadership on the president’s mental health community organization. Lend resources to disseminate treatment information.

Priority #5 Interventions: Teen Pregnancy	Lead Divisions	Action Plan
Rutherford Children's Care	Administration/Physician Practices	Support and maintain educational resources to teens and parents about high-risk behaviors and outcomes
Youth Council Support	Administration/Community Relations	Maintain partnership with Youth Council and United Way's 211 program to educate teens through public awareness media, billboards and materials
Health Fairs	Administration/Community Relations/Education/Women's Services Coordinator	Provide teen-specific resources, materials and educational offerings
Sponsorships	Administrative/Community Relations	Seek opportunities with Health Department to coordinate free events for youths/teens that promote healthy

		choices and lifestyles
School Nurses	Administrative/Community Relations/Women's Services Coordinator	Maintain an annual schedule of meetings and events to provide resources, support and materials to nurses who interact with at-risk teens
Teen Pregnancy Prevention Coalition	Administrative/Women's Services Coordinator/Community Relations/Local Physicians	Identify local partners, provide leadership and team members to provide monthly information, education and prevention materials