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EXECUTIVE SUMMARY

The purpose of this Community Health Needs Assessment (CHNA) report is to provide Forrest General Hospital with a functioning tool to guide the hospital as it works to improve the health of the community it serves. In addition, the report meets the guidelines of the Internal Revenue Service.

The results of the CHNA will guide the development of Forrest General’s community health improvement initiatives and implementation strategies. This is a report that may be used by many of the hospital’s collaborative partners in the community.

The assessment was performed, and the implementation strategies were created by the Community Health Needs Assessment Steering Committee with assistance from HORNE LLP. The assessment was conducted in August and September 2019.

The main input was provided by previous patients, employees and community representatives. An opportunity to offer input was made available to the entire community through word of mouth and paid public notice. Additional information came from public databases, reports, and publications by state and national agencies.

The implementation describes the programs and activities that will address these health priorities over the next three years. The CHNA report is available on the hospital’s website www.forrestgeneral.com or a printed copy may be obtained from the hospital’s administrative office.

We sincerely thank those who provided input for this assessment. We look forward to working closely with our community to help improve the overall health of those we serve.

Andy Woodard
President and Chief Executive Officer Forrest Health
ABOUT THE HOSPITAL

FORREST GENERAL HOSPITAL

Since 1952, Forrest General Hospital, located in Hattiesburg, Mississippi, has been a leader in medical excellence in South Mississippi. The hospital has grown from the original 90-bed facility into a 545-bed, Level II regional Trauma Center hospital system. In addition to the 400-bed general medical/surgical facility, the system also features Pine Grove Behavioral Health & Addiction Services, one of the nation’s most comprehensive treatment campuses. Pine Grove includes 88 inpatient beds comprised of an adult psychiatric unit, child and adolescent unit, and a detoxification unit. Additionally, Pine Grove features several world-renowned addiction treatment programs, outpatient services, and other specialty offerings.

In 2012, Forrest General strengthened the foundation for the future of health care in the region by forming Forrest Health system to increase access to quality health care and improve the services and stability of local community hospitals.

Forrest Health includes: Forrest General Hospital, Marion General Hospital in Columbia, Highland Community Hospital in Picayune, Walthall General Hospital in Tylertown, Jefferson Davis Community Hospital in Prentiss. Additionally, Forrest Health operates two specialty facilities in Hattiesburg, Mississippi: The Orthopedic Institute and Pine Grove Behavioral Health and Addiction Services. Forrest Health also operates clinics in Columbia, Tylertown, Prentiss, and Picayune improving access to quality healthcare for these rural communities.

Forrest General also provides all-levels of care for critical access care hospitals in the 19-county service area, including Covington County Hospital, Greene County Hospital, Hancock Medical Center, Jefferson Davis Community Hospital, Perry County General Hospital, Stone County Hospital, Inc. and Walthall County General Hospital.

Forrest General's Emergency Center is among the most modern and advanced emergency facilities available. The Emergency Center includes a total of 59 rooms, including 10 acute care rooms, 45 emergent care rooms and four minor care rooms in addition to a decontamination room. The facility is staffed 24 hours a day by board-certified physicians, advanced practice nurses, and registered nurses. The Emergency Center also serves as medical control for AAA Ambulance and Southeast Mississippi Air Ambulance District (SEMAAD) – the longest continually operating air ambulance service in the United States. The Emergency Center sees over 80,000 patients a year.
TRAUMA CENTER

Forrest General's Trauma Center combines the latest technology with exceptional physicians and staff to provide emergent care to critically-injured trauma patients throughout the Southeast Trauma Care Region. Forrest General was the first hospital in Mississippi designated as a level II trauma center by the Mississippi State Department of Health, Bureau of Emergency Medical Services. The Trauma Center at Forrest General provides an immediate, organized response by a highly-specialized team, 24/7, 365 days a year.

Trauma Services is staffed by board-certified trauma surgeons, an in-house anesthesiologist who is available 24-hours a day, and provides 24-hour coverage for neurosurgery, orthopedic surgery, maxillofacial surgery, otolaryngology, urology, and interventional radiology. The trauma center features dedicated trauma bays with state-of-the-art technology and dedicated operating rooms.

One of the goals of the Trauma Center is to reduce traumatic injuries by participating in injury prevention efforts throughout the community, including providing education on topics such as ATV safety, seatbelt safety, car-seat safety, bicycle safety, and fall prevention.

When a heart attack strikes, time is a critical factor in determining the outcome. The Cardiac Network links a number of smaller South Mississippi hospitals to Forrest General's Heart & Vascular Services to provide prompt, life-saving technology to heart attack victims. Network hospitals are provided clot-dissolving drugs that are administered to heart attack victims prior to being transported to Forrest General for care.

The Cardiac Network enables many South Mississippi counties to receive the same fast, expert medical treatment available at Forrest General Hospital. Local doctors work closely with Forrest General's interventional cardiologists from the time the patient arrives at their local hospital to the time they arrive at Forrest General for more advanced treatment.
STEMI CARE SYSTEM

Physicians and staff at Forrest General are making a difference in the lives of patients who suffer from the most serious kind of heart attack through participation in the STEMI Care System. The STEMI Care System is a network of hospitals that have implemented a process designed to deliver care within minutes to patients experiencing a heart attack called an ST Elevation Myocardial Infarction, or STEMI. Several hospitals in south Mississippi participate in the STEMI Network, including Forrest General, South Central Regional Medical Center in Laurel, Highland Community Hospital in Picayune, Walthall General Hospital, Marion General Hospital, Covington County Hospital, Perry County Hospital, Greene County Hospital, Pearl River County Hospital, Stone County Hospital, Magee General Hospital, George Regional Hospital, Jeff Davis Hospital Lawrence County Hospital, and Wayne General Hospital.

The STEMI Network was put in place through the efforts of the Mississippi Healthcare Alliance, which features North, Central and Southern Divisions and is supported by 19 healthcare facilities across the state that perform emergency angioplasty for heart attack patients. Forrest General received the American Heart Association's Mission Lifeline Gold Plus Achievement Award recognizing outstanding care of STEMI Heart Attack patients.
THE COMMUNITY HEALTH NEEDS ASSESSMENT

The Community Health Needs Assessment (CHNA) defines opportunities for healthcare improvement, creates a collaborative community environment to engage multiple change agents, and is an open and transparent process to listen and truly understand the health needs of Forrest and Lamar County. It also provides an opportunity for the hospital to identify valuable collaborative partners as we try to better serve the community and improve the health of our citizens.

The federal government now requires that non-profit hospitals conduct a community health assessment. These collaborative studies help healthcare providers build stronger relationships with their communities, identify needs, and dedicate funding and other resources toward programs that clearly benefit local residents.

COMMUNITY ENGAGEMENT AND TRANSPARENCY

We are pleased to share with our community the results of our Community Health Needs Assessment. The following pages offer a review of the strategic activities we have undertaken, over the last three years, as we responded to specific health needs, we identified in our community. The report also highlights the updated key findings of the assessment. We hope you will take time to review the health needs of our community as the findings impact each and every citizen of our rural Mississippi community. Also, review our activities that were in response to the needs identified in 2016. Hopefully, you will find ways you can personally improve your own health and contribute to creating a healthier community.

DATA COLLECTION

Primary and secondary data was gathered, reviewed, and analyzed so that the most accurate information was available in determining the community’s health needs and appropriate implementation process.

Primary Data: collected by the assessment team directly from the community through conversations, telephone interviews, focus groups and community forums; the most current information available.

Secondary Data: collected from sources outside the community and from sources other than the assessment team; information that has already been collected, collated, and analyzed; provides an accurate look at the overall status of the community.

<table>
<thead>
<tr>
<th>Secondary Data Sources</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The United States Census Bureau</td>
<td>Forrest General Hospital Medical Records Department</td>
</tr>
<tr>
<td>US Department of Health &amp; Human Services</td>
<td>Mississippi State Department of Health</td>
</tr>
<tr>
<td>Centers for Disease Control and Prevention</td>
<td>Mississippi Center for Obesity Research</td>
</tr>
<tr>
<td>American Heart Association</td>
<td>University of Mississippi Medical Center</td>
</tr>
<tr>
<td>Trust for America’s Health</td>
<td>Mississippi State Department of Health, Office of Health Data and Research</td>
</tr>
</tbody>
</table>
ABOUT THE COMMUNITY  

DEMOGRAPHICS

SERVICE AREA
Primary: Forrest and Lamar County

ABOUT THE SERVICE AREA

Forrest County is a county located in the southern part of Mississippi. It is part of the Hattiesburg, Mississippi Metropolitan Statistical Area. Its county seat and largest city is Hattiesburg. The county has a total area of 470.23 square miles, of which 466.31 square miles (or 99.17%) is land and 3.92 square miles (or 0.83%) is water.

Lamar County is a county located in the southern part of Mississippi. It is part of the Hattiesburg, Mississippi Metropolitan Statistical Area. Its county seat is Purvis and is largely a rural county except for the northeast quarter. The county has a total area of 500.4 square miles, of which 497 square miles (or 99.3%) is land and 3.4 square miles (or 0.7%) is water.

PATIENT ORIGIN

Almost 50% of the inpatients seen last year reside in Forrest County and the adjacent county to the west, Lamar County, with 28.5% coming from Forrest and 19% coming from Lamar. Forrest and Lamar Counties make up the core of the primary service area which is the six counties surrounding those two counties. Those eight counties represent over 84% of Forrest General’s inpatient population. Forrest County is 70% urban and 30% rural with the majority of the population centered in the Hattiesburg metropolitan area. The secondary service area is comprised of 11 Mississippi counties whose residents experience many of the health and lifestyle challenges that are typical of southern rural communities.
## POPULATION AND RACIAL MIX DATA*

### FORREST COUNTY

<table>
<thead>
<tr>
<th>Population</th>
<th>75,835</th>
</tr>
</thead>
<tbody>
<tr>
<td>Racial Mix</td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>43,272</td>
</tr>
<tr>
<td>African American</td>
<td>27,911</td>
</tr>
<tr>
<td>Hispanic</td>
<td>2,308</td>
</tr>
<tr>
<td>Asian</td>
<td>659</td>
</tr>
<tr>
<td>Other</td>
<td>1,685</td>
</tr>
<tr>
<td><strong>Median Household Income</strong></td>
<td>$39,555</td>
</tr>
</tbody>
</table>

### LAMAR COUNTY

<table>
<thead>
<tr>
<th>Population</th>
<th>60,517</th>
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</thead>
<tbody>
<tr>
<td>Racial Mix</td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>45,199</td>
</tr>
<tr>
<td>African American</td>
<td>12,076</td>
</tr>
<tr>
<td>Hispanic</td>
<td>1,543</td>
</tr>
<tr>
<td>Asian</td>
<td>839</td>
</tr>
<tr>
<td>Other</td>
<td>860</td>
</tr>
<tr>
<td><strong>Median Household Income</strong></td>
<td>$56,129</td>
</tr>
</tbody>
</table>

* Sources: U.S. Census Bureau, 2017 estimates and U.S. Census Bureau, 2013-2017 American Community Survey
COMMUNITY INPUT

COMMUNITY SURVEY

Community health needs were identified by collecting and analyzing data and information from multiple quantitative and qualitative sources. Considering information from a variety of sources is important when assessing community health needs, to ensure the assessment captures a wide range of facts and perspectives and to assist in identifying the highest-priority health needs. One of the most important sources is to seek input directly from those we serve.

A community survey was developed by the hospital. Members of the general public were encouraged to participate in the online survey. The data collected from the survey was part of the input used by the Steering Committee in establishing priorities.
COMMUNITY SURVEY

You are invited to participate in a survey about the general health of our community. Please assist us by taking a short survey. The purpose of this survey is to provide community data for use in the development of the Community Health Needs Assessment (CHNA) report which provides Forrest General Hospital with a functioning tool to guide the hospital as we work to improve the health of the community we serve.

1. Demographic Information
   a. Male
   b. Female
   c. Rather not say

2. Age: ______

3. Zip Code: ________

4. Annual Income:
   a. Less than $20, 000
   b. $20,000 - $44,999
   c. $45,000 - $139,999
   d. More than $140,000

5. Race
   a. American Indian or Alaska Native
   b. Asian
   c. African American
   d. Hispanic
   e. Pacific Islander
   f. Caucasian

6. Do you, a member of your family, or close friend live with a chronic disease? (U.S. National Center for Health Statistics defines a chronic disease as a condition lasting 3 months or more.)
   a. Yes
   b. No

7. Where do you go when you are looking for information or education about topics related to health?
   a. Consumer Health Websites such as WebMD
   b. Television
   c. A Trusted Friend
   d. Reference Books
   e. iPhone or Android Applications
   f. A Hospital Health Library
   g. A Healthcare Professional
   h. Social Media
   i. Other

8. Is there a health or wellness need that you are aware of in our area? ____________________

9. Please list any other comments you would like to share. _______________________________
COMMUNITY HEALTH NEEDS ASSESSMENT STEERING COMMITTEE

The committee is responsible for the oversight, design, and implementation of the CHNA. It will continue to collect information, establish community relationships and oversee the budget and funding sources. Adhering to an agreed upon timeline, the committee will generate, prioritize, and select approaches to address community health needs.

The hospital’s administrator developed a hospital steering committee. The appointed members are listed below. Other members may serve on the steering committee as the committee’s work progresses.

HOSPITAL STEERING COMMITTEE

Millie Swan – Vice President
Matt Bush – Web and Social Media Coordinator
Jeanne Carlson – Director of LiveWell Center
Amber Chancellor – Director of Education, Palliative Care
Geraldine Dyse – Chief Executive Officer, Southeast MS Rural Health Initiative
Jennifer Easley – Director of Food and Nutrition
Tangela Jackson – Director of Women and Children’s Services
Amanda Kirby – Media Coordinator
Michelle Leslie – Director of Marketing and Communications
Maelang Lowe – Patient Care Manager, 4A/B Rehabilitation Center
Brandi M. Sanford - Office of Preventive Health Community Health Director (Region 3 Team 8)
Joe Marcello – Service Line Director, Heart and Vascular, and Oncology
Colleen Munkel – Director of Business Development, Pine Grove
Ivie Pulliman – Director of Grants Admn & Support Services, Southeast MS Rural Health Initiative
Shelia Shappley – Service Line Director, Emergency Services
Kathy Walker – Spirit of Women Coordinator
Tyra Willamor – Spirit Girl and Sweeteas Coordinator
COMMUNITY FOCUS GROUP

A community focus group was held at Forrest General Hospital on Tuesday, July 30, 2019. The participants in the group were carefully selected because they each represented a specific segment of the populations served. In addition, they can act as a continuous conduit between the community and the leadership of the hospital. These participants contributed to a structured discussion which was impartially facilitated by healthcare consultants from HORNE LLP of Ridgeland, Mississippi.

This focus group provided a deliberative venue for learning, trust-building, creative problem solving, and information gathering which ultimately served as a valuable resource for the CHNA Steering Committee as it developed the hospital's health priorities for the next three years. Since the focus group was based on open communication and critical deliberation, it will hopefully lead to improved community relations, trust and collaborative partnerships as the hospital strives to improve the overall health of the community.
PARTICIPANTS IN THE COMMUNITY FORUM
Millie Swan – Vice President
Martha Allen – Extra Table
Toby Barker – Mayor of Hattiesburg
Eve Bauer – American Heart
Linda Dixon – Aldersgate
Michael Dixon – Pine Belt Community Foundation
Tracie Fowler – United Way
Keonna Howard – Hattiesburg Public Schools
Dr. Clay King – FGH
Samantha McCain – Mayor’s Office
Ann McCullen – Edwards St. Mission
Valencia Williamson – ADP
Samone Wilson – Hattiesburg Public Schools
Derrick Mason, Consultant, HORNE LLP
Barry Plunkett, Consultant, HORNE LLP

INVITED BUT UNABLE TO ATTEND
The hospital made a deliberate effort to include in the Community Focus Group a diverse cross section of the community served. Those who were unable to attend the meeting on July 30, were made aware of the purpose of the gathering and the importance of the input from the businesses, civic groups, or population segments they represent. Open dialogue remains fluid with the hospital’s administration and the Focus Group members.

Mary Dryden - Hattiesburg City Council
Shelia Varnado – Retired
RURAL HEALTH DISPARITIES

Rural Americans are a population group that experiences significant health disparities. Health disparities are differences in health status when compared to the population overall, often characterized by indicators such as higher incidence of disease and/or disability, increased mortality rates, lower life expectancies, and higher rates of pain and suffering. Rural risk factors for health disparities include geographic isolation, lower socioeconomic status, higher rates of health risk behaviors, limited access to healthcare specialists and subspecialists, and limited job opportunities. This inequality is intensified as rural residents are less likely to have employer-provided health insurance coverage, and if they are poor, often are not covered by Medicaid.

Federal and state agencies, membership organizations, and foundations are working to reduce these disparities and improve the health and overall well-being of rural Americans. Some organizations provide funding, information, and technical assistance to be used at the state, regional, and local level, while others work with policymakers to help them understand the issues affecting population health and healthcare in rural America.

WHAT ARE THE CAUSES OF RURAL HEALTH DISPARITIES?

The origins of health disparities in rural America are numerous and vary by region. Some frequently cited factors underlying rural health disparities include healthcare access, socioeconomic status, health-related behaviors, and chronic conditions.

ACCESS TO HEALTHCARE

Rural populations can experience many barriers to healthcare access, which can contribute to health disparities. A 2019 JAMA Internal Medicine article, “Association of Primary Care Physician Supply with Population Mortality in the United States, 2005-2015,” found lower mortality was associated with an increase of 10 primary care physicians per 100,000 population. The following factors create challenges or barriers to accessing healthcare services for rural Americans:

- **There are higher rates of uninsured** individuals residing in rural or nonmetro counties compared to their counterparts in urban or metro counties, as reported by a 2018 CDC report “Health, United States, 2017: With Special Feature on Mortality.”
- **Healthcare workforce shortages** are prevalent throughout rural America. The 2014 National Center for Health Workforce Analysis report, “Distribution of U.S. Health Care Providers Residing in Rural and Urban Areas,” found a greater representation of workers with less education and training living in rural areas and highlights data showing less than 8% of all physicians and surgeons choose to practice in rural settings.
- **Specialty and subspecialty healthcare** services are less likely to be available in rural areas and are less likely to include specialized and highly sophisticated or high-intensity care. This exacerbates problems for rural patients seeking specialized care who are faced with traveling significant distances for treatment.
- **Reliable transportation to care** can also be a barrier for rural residents due to long distances, poor road conditions, and the limited availability of public transportation options in rural areas. For more information on rural transportation programs and the impact on health of not having transport available in rural communities, see RHIhub's Transportation to Support Rural Healthcare topic guide.
• For additional information regarding healthcare access in rural areas and other barriers rural populations face related to access to care, see RHIhub’s “Healthcare Access in Rural Communities topic guide.”

SOCIOECONOMIC STATUS

According to a 2014 Kaiser Commission on Medicaid and the Uninsured issue brief, “The Affordable Care Act and Insurance Coverage in Rural Areas,” rural populations have higher rates of low to moderate income, are less likely to have employer-sponsored health insurance coverage and are more likely to be a beneficiary of Medicaid or another form of public health insurance. The brief found that rural residents are more likely to be unemployed, have less post-secondary education, and have lower median household incomes compared to urban residents.

HEALTH BEHAVIORS

Whether or not populations adopt positive health behaviors can have an impact on the rates of disparities in their health status and mortality. A 2017 CDC MMWR, “Health-Related Behaviors by Urban-Rural County Classification — United States, 2013,” examined the prevalence of 5 key health-related behaviors by urban-rural status. Urban residents were more likely to report 4 or 5 of the positive health behaviors.

With all-cause mortality rates higher in rural areas, it is no surprise that mortality related to certain causes are also higher in rural areas. The table below compares several cause-specific mortality rates for rural and urban counties.

Age-Adjusted Death Rates for the Five Leading Causes of Death per 100,000 Population: United States, 2014

<table>
<thead>
<tr>
<th>Cause of Death</th>
<th>Nonmetro Areas</th>
<th>Metro Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heart Disease</td>
<td>193.5</td>
<td>161.7</td>
</tr>
<tr>
<td>Cancer</td>
<td>176.2</td>
<td>158.3</td>
</tr>
<tr>
<td>Unintentional injury</td>
<td>54.3</td>
<td>38.2</td>
</tr>
<tr>
<td>Chronic lower respiratory disease</td>
<td>54.3</td>
<td>38.0</td>
</tr>
<tr>
<td>Stroke</td>
<td>41.5</td>
<td>35.4</td>
</tr>
</tbody>
</table>


THE UNHEALTHIEST STATE IN THE UNITED STATES

A list of the top ten unhealthiest states was created. It is based on data compiled by the American Public Health Association and the United Health Foundation, which rank U.S. states on their per-capita rates of obesity, child poverty, smoking, cancer-related deaths, cardiovascular disease, and other risk factors. Read on to see how your state ranks.
MISSISSIPPI IS NUMBER ONE
Unfortunately, that is not a ranking that we as a state can be proud. Along with having among the highest rates of cardiovascular disease, smoking, and obesity in America, the Magnolia State unfortunately touts the nation's largest percentage (25 percent) of youths living in poverty. All of these factors combined to put Mississippi at the number-one spot fighting an uphill battle against obesity, cancer, and cardiovascular-related deaths.

Being aware of this lifestyle disparity, the Steering Committee was diligent in addressing these chronic illnesses which lead to a disproportionate number of deaths. Also, the quality of life in our state is negatively impacted by these conditions that rob our citizens of the ability to enjoy good health daily.
Figure 4

Percent of Adults Reporting Fair or Poor Health Status by Region, 2014

- 20% South
- 16% * Midwest
- 16% * Northeast
- 17% * West

* Indicates a statistically significant difference from the South at p<0.05 level.
Source: KCMU analysis of the Centers for Disease Control and Prevention (CDC)'s Behavioral Risk Factor Surveillance System (BRFSS) 2014 Survey Results.

Figure 1

Census Regions and Divisions of the United States

Source: http://www2.census.gov/geo/pdfs/maps-data/maps/reference/us_region.pdf
CAUSES OF DEATH

Forrest County, MS Leading Causes of Death 2017
- Heart disease: 245.1
- Cancer: 199.5
- COPD / Emphysema: 75.5
- Alzheimer’s disease: 62.3
- Stroke: 51.7

Lamar County, MS Leading Causes of Death 2017
- Heart disease: 197.2
- Cancer: 148.3
- COPD / Emphysema: 45.6
- Alzheimer’s disease: 32.6
- Stroke: 27.7

Mississippi Leading Causes of Death 2017
- Heart disease: 265.9
- Cancer: 218.8
- COPD / Emphysema: 68.3
- Stroke: 57.5
- Alzheimer’s disease: 54.5

United States Leading Causes of Death 2016
- Heart disease: 196.6
- Cancer: 185.1
- COPD / Emphysema: 47.8
- Stroke: 44
- Alzheimer’s disease: 35.9
ACCIDENTAL DEATHS

Forrest County, MS Top 4 Accidental Deaths 2017

Forrest County, MS Top 4 Accidental Deaths 2017

Lamar County, MS Top 4 Accidental Deaths 2017

Mississippi Top 5 Accidental Deaths 2017

United States Top 5 Accidental Deaths 2016
HEART AND CANCER STATISTICS

Top 5 Types of Heart Disease

- Ischemic heart disease: 144.4
- Heart failure: 120.9
- Hypertensive heart disease with or without renal disease: 102.6
- Cardiac dysrhythmias: 42.4
- Cardiomyopathy: 41.9

Top 5 Types of Cancer

- Trachea, bronchus, and lung: 60.5
- Female breast: 42.4
- Prostate: 31
- Colorectal: 31.9
- Pancreas: 15.7

Rate per 100,000 Population

County/State: Forrest • Lamar • Mississippi
2016 CHNA STRATEGIC ACTION RESPONSES

INITIATIVE 1: PREVENTING INJURY THROUGH COMMUNITY EDUCATION

Forrest General feels that working with local partners to incorporate injury prevention initiatives into the community will have a significant impact on lessening the morbidity and mortality of trauma.

As the area’s Level II Trauma Center, Forrest General treats the majority of traumas suffered in the immediate community and surrounding outlying towns. Forrest General’s Trauma Center uses its trauma registry to identify the pattern, frequency, and risks for injury within the community; prevention efforts are based on identification of specific injuries and risk factors as supported by the trauma registry data.

Forrest General has selected three common mechanisms of injury on which to focus based on the data trends found in the trauma registry. These mechanisms are:

1. MOTOR VEHICLE CRASH (MVC)

Forrest General utilized a variety of marketing channels including the hospital’s social media, blog, employee newsletter, and television segments to promote motor vehicle safety and proper use of seatbelts. Forrest General also provides education regarding seatbelt safety and the importance of proper restraint when operating a motor vehicle during the Annual Trauma Symposium. Forrest General attends a minimum total of five community events yearly; at least one of these events will provide motor vehicle safety education focused primarily on avoiding dangerous distractions and seatbelt safety.

According to Forrest General trauma registry data, there were 719 traumas resulting from motor vehicle crashes in fiscal year 2016. Roughly 70 percent of these traumatic injuries effected people 16-50 years of age, and 28.41 percent of the total number of traumas occurred when people were unrestrained. The table below provides a yearly breakdown.

Motor Vehicle Crash Statistics

<table>
<thead>
<tr>
<th>Year</th>
<th>Total # MVC</th>
<th>Total # Restrained (of total MVC)</th>
<th>Total # MVC (Population 16-50 yrs old)</th>
<th>Total # Restrained (Population 16-50 yrs old)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2016</td>
<td>719</td>
<td>439 (61%)</td>
<td>503 (70%)</td>
<td>141 (28%)</td>
</tr>
<tr>
<td>FY 2017</td>
<td>593</td>
<td>362 (61%)</td>
<td>421 (71%)</td>
<td>240 (57%)</td>
</tr>
<tr>
<td>FY 2018</td>
<td>516</td>
<td>304 (60%)</td>
<td>347 (67%)</td>
<td>190 (4%)</td>
</tr>
</tbody>
</table>
Target Population
16 - 50 years of age; Males and Females

Goal/Desired Outcomes
To decrease the total volume of patients injured in motor vehicle crashes and increase the number of patients with proper seatbelt use.

Process/Timeframe
On-going process

Measure of Success
Data trends, evaluated regularly to identify increase or decrease in injury; community feedback on attendance rates at community events

Cost/Funding/Human Resource – other resources
Trauma Services used marketing channels already made available by the Marketing Department at no additional cost to the hospital. For representation at community health events, staff time varied per educational event.

Collaborative Partners
N.R. Burger Middle School, Mississippi Nurse’s Association (MNA) District 7, Fox 23, University of Southern Mississippi, Spirit of Women, University of Southern Mississippi Football Program, Petal School District, Petal First Baptist Church, The Petal Center for Children and Families, The Rotary Club of Hattiesburg, WDAM-TV, Sales and Marketing Professionals Pine Belt, Mississippi State Medical Association Alliance, Spirit Girls, City of Hattiesburg, and CE Roy Community Center

Response
Over the past three years, ER and Trauma staff spoke regularly at schools and other community events regarding distracted driving, texting while driving, and seatbelt use. In 2017, they presented information at 11 events including Nursing Grand Round held at the hospital, school health fairs, and the Annual Capitol Screening Initiative in Jackson, Mississippi. The hospital was able to reach approximately 2,070 people through community education events and an additional 31,120 through social media posts and broadcasts of the hospital’s Your Healthy Minute segments. In 2018, staff attended and presented information at 10 health events again including schools, a Mississippi Nurse Association (MNA) District 7 meeting, and several other community events. The hospital was able to reach approximately 1,739 people through community education events and an additional 35,964 through social media posts and broadcasts of the hospital’s Your Healthy Minute segments.

At most events, the hospital offered pre and post education surveys to assess how well the education was received. The table on the following page details the results of the surveys.
## Assessment of Education (pre and post)

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Community Partnerships</th>
<th># of Participants</th>
<th>Outcomes Data Before Education</th>
<th>Outcomes Data After Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb 22, 2018</td>
<td>Preventing Injury in Our Community (lecture); MS Nurse’s Association District 7 Meeting; Hattiesburg, MS</td>
<td>MS Nurse’s Association District 7</td>
<td>24</td>
<td>54% drive distracted; 95% always buckle up</td>
<td>100% committed to avoiding distractions while driving &amp; buckling seat belts</td>
</tr>
<tr>
<td>May 9, 16, 2018</td>
<td>Trauma Awareness Month; Forrester’s Cafeteria; Hattiesburg, MS</td>
<td>Not Applicable</td>
<td>400</td>
<td>72% drive distracted; 90% always buckle up</td>
<td>100% committed to avoiding distractions while driving &amp; buckling seat belts</td>
</tr>
<tr>
<td>July 31, 2018</td>
<td>Football 101, USM; Hattiesburg, MS</td>
<td>USM, FGH &amp; Spirit of Women</td>
<td>150</td>
<td>92% drive distracted; 16 participants used Fatal Vision Goggles; 85% always buckle up</td>
<td>100% committed to avoiding distractions while driving, not driving while intoxicated &amp; buckling seat belts</td>
</tr>
<tr>
<td>Aug 3, 2018</td>
<td>Back to School Health &amp; Wellness Fair; Petal, MS</td>
<td>Petal School District, Petal First Baptist Church, The Petal Center for Families &amp; Children</td>
<td>500</td>
<td>95% always buckle up</td>
<td>100% committed to buckling seat belts</td>
</tr>
<tr>
<td>Jan 19, 2017</td>
<td>12th Annual Capitol Screening Initiative; Jackson, MS</td>
<td>MS State Medical Association Alliance</td>
<td>30</td>
<td>5 people admitted to engaging in distracted driving; 20 stated they know someone who does</td>
<td>Everyone who stopped by the booth committed to go over the Safe Driving Agreement with the person they know who drives distracted.</td>
</tr>
<tr>
<td>Feb 1, 2017</td>
<td>Health &amp; Wellness Fair</td>
<td>N.R. Burger Middle School</td>
<td>136</td>
<td>103 participants stated they know someone who engages in distracted driving; participants were not of driving age.</td>
<td>All participants committed to present that person with the Safe Driving Agreement located in the back of the booklet they were given.</td>
</tr>
<tr>
<td>Mar 5, 2017</td>
<td>Distracted Driving Presentation at Spirit Girls Meeting; Hattiesburg, MS</td>
<td>FGH, Spirit of Women &amp; Spirit Girls</td>
<td>100</td>
<td>50% participants stated they know someone who engages in distracted driving; 75% stated they always buckle their seatbelts</td>
<td>All participants committed to present that person with the Safe Driving Agreement located in the back of the booklet they were given; 100% committed to wear their seatbelts.</td>
</tr>
<tr>
<td>Apr 1, 2017</td>
<td>Hubfest; Hattiesburg, MS</td>
<td>Not Applicable</td>
<td>350</td>
<td>95% stated they always buckle their seatbelts; 59% stated they text &amp; drive, eat while driving, etc.</td>
<td>100% participants committed to wear seatbelts; 100% were encouraged to refrain from distracted driving &amp; committed to do so.</td>
</tr>
<tr>
<td>Aug 3, 2017</td>
<td>Petal School District Annual Kid’s Health Fair; Petal, MS</td>
<td>Petal First Baptist Church, Petal School District</td>
<td>1150</td>
<td>789 admit to distracted driving; 990 wear their seatbelt all of the time</td>
<td>100% committed to avoid distractions while driving &amp; always using their seatbelts.</td>
</tr>
</tbody>
</table>
2. FALL-RELATED INJURY

Forrest General attends a minimum total of five community events yearly and will provide fall prevention information to participants at one or more of those events. Participants are encouraged to keep their eyes healthy and vision clear by having yearly eye exams and keeping prescription lenses clean; be mindful of medications that may cause dizziness; and to avoid dangers in the home by wearing non-skid footwear, installing grab-bars, de-cluttering the home, and avoiding inadequate lighting.

According to Forrest General trauma registry data, there were 608 traumas resulting from falls in fiscal year 2016. Roughly 83 percent of these traumatic injuries affected people 50-89 years of age. The table below provides a yearly breakdown.

### Fall-Related Injury Statistics

<table>
<thead>
<tr>
<th>Year</th>
<th>Total # Falls</th>
<th>Total # Injured in a Fall (Ages 50-89 yrs old)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2016</td>
<td>608</td>
<td>486 (83%)</td>
</tr>
<tr>
<td>FY 2017</td>
<td>656</td>
<td>451 (69%)</td>
</tr>
<tr>
<td>FY 2018</td>
<td>750</td>
<td>550 (73%)</td>
</tr>
</tbody>
</table>

**Target Population**

50-89 years of age; Males and Females

**Goal/Desired Outcomes**

To decrease the number of patients who suffer injury from falls.

**Process/Timeframe**

On-going process

**Measure of Success**

Data trends, evaluated regularly to identify increase or decrease in injury; community feedback; and attendance rates at community events

**Cost/Funding/Human Resource – other resources**

Trauma Services used marketing channels already made available by the Marketing and Communications Department at no additional cost to the hospital. For representation at community health events, approximately four hours of staff time was allotted per event to provide education to participants.
## Assessment of Education (pre and post)

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Community Partnerships</th>
<th># of Participants</th>
<th>Outcomes Data Before Education</th>
<th>Outcomes Data After Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb 22</td>
<td>Preventing Injury in Our Community (lecture); MS Nurse’s Association</td>
<td>MS Nurse’s Association District 7</td>
<td>24</td>
<td>10% Fall Risk</td>
<td>100% will practice fall prevention</td>
</tr>
<tr>
<td>2018</td>
<td>District 7 Meeting; Hattiesburg, MS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apr 4</td>
<td>Disability Awareness Day; Jackie Dole Sherrill Community Center</td>
<td>City of Hattiesburg Federal &amp; State Programs</td>
<td>40</td>
<td>100% Fall Risk</td>
<td>100% will practice fall prevention</td>
</tr>
<tr>
<td>2018</td>
<td>Hattiesburg, MS</td>
<td>Dept</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>July 31</td>
<td>Football 101; USM; Hattiesburg, MS</td>
<td>USM, FGH &amp; Spirit of Women</td>
<td>150</td>
<td>5% Fall Risk</td>
<td>100% will practice fall prevention</td>
</tr>
<tr>
<td>2018</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan 19</td>
<td>12th Annual Capitol Screening Initiative; Jackson, MS</td>
<td>MS State Medical Association Alliance</td>
<td>30</td>
<td>15 people considered themselves or a family member to be a fall risk.</td>
<td>10 people committed to participating in or encouraging their family members to take suggested measures to prevent falls.</td>
</tr>
<tr>
<td>2017</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feb 1</td>
<td>Health and Wellness Fair; Hattiesburg, MS</td>
<td>N.R. Burger Middle School</td>
<td>136</td>
<td>50 people considered themselves or a family member to be a fall risk.</td>
<td>30 people committed to participating in or encouraging their family members to take suggested measures to prevent falls.</td>
</tr>
<tr>
<td>2017</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>July 11</td>
<td>Senior Fair; Lake Terrace Convention Center; Hattiesburg, MS</td>
<td>City of Hattiesburg Parks &amp; Recreation; City of Hattiesburg Senior Fair</td>
<td>150</td>
<td>100% stated they were at risk of falling</td>
<td>90% committed to participating in or encouraging their family members to take suggested measures to prevent falls.</td>
</tr>
<tr>
<td>2017</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 19</td>
<td>Disability Awareness Day; CE Roy Community Center; Hattiesburg, MS</td>
<td>CE Roy Community Center; City of Hattiesburg Senior Center</td>
<td>30</td>
<td>100% stated they were at risk of falling</td>
<td>29 people committed to participating in or encouraging their family members to take suggested measures to prevent falls; 1 person stated she would not change any behavior.</td>
</tr>
<tr>
<td>2017</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aug 3</td>
<td>Annual Kids Health Fair; Petal School District; Petal, MS</td>
<td>Petal First Baptist Church; Petal School District</td>
<td>1150</td>
<td>557 people at risk of falling</td>
<td>78% committed to participating in or encouraging their family members to take suggested measures to prevent falls.</td>
</tr>
<tr>
<td>2017</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Collaborative Partners
N.R. Burger Middle School, Mississippi Nurse’s Association (MNA) District 7, University of Southern Mississippi, Spirit of Women, University of Southern Mississippi Football Program, The Rotary Club of Hattiesburg, Sales and Marketing Professionals Pine Belt, Mississippi State Medical Association Alliance, Spirit Girls, City of Hattiesburg, and CE Roy Community Center

Response
Over the past three years, ER and Trauma staff spoke at events focused on seniors and caregivers regarding how to avoid falls. Trauma Services recommended exercise, de-cluttering the home, removing small rugs, keeping doctor’s appointments for vision, cleaning glasses, shower/bath handrails, maintaining well-lit stairwells, etc. In 2017, they presented information at 4 events including the Senior Fair at Lake Terrace Convention Center and the Annual Capitol Screening Initiative in Jackson, Mississippi. At the Senior Fair held at Lake Terrace, Forrest General partnered with Electronic Caregiver Company (ECG) to bring a Mobile Fall-Risk Assessment and Prevention Laboratory. This state-of-the-art equipment measured gait and walking habits to determine whether and to what degree a person was at risk of falling.

Forrest General was able to reach approximately 1496 people through community education events. In 2018, staff attended and presented information at 6 health events again including schools, a Mississippi Nurse Association (MNA) District 7 meeting, and several other community events. The hospital was able to reach approximately 879 people through community education events. At most events, the hospital offered pre and post education surveys to assess how well the education was received. The table below details the results of the surveys.

3. ALL-TERRAIN VEHICLE (ATV) CRASH

Forrest General utilizes a variety of marketing channels including the hospital’s social media, blog, employee newsletter, and television segments to provide community health education regarding ATV safety and proper use of helmets. Following the television segment, safety information is distributed to social media, and can also be issued out in the form of a news release. Forrest General also attends a minimum total of five community events yearly and will provide ATV safety education to participants at one or more of those events. Professionals encourage the community to wear helmets at all times when riding ATVs.

According to Forrest General trauma registry data, there were 72 traumas resulting from all-terrain vehicle crashes in fiscal year 2016. Roughly 75 percent of these traumatic injuries effected people 10-49 years of age. Of the total number, 78 percent of these patients were male, and 58 percent were not wearing helmets when the crash occurred. The table on the following page provides a yearly breakdown.
## All-Terrain Vehicle (ATV) Crash Statistics

<table>
<thead>
<tr>
<th>Year</th>
<th>Total # ATV Crashes</th>
<th>Total # Males</th>
<th>Total # Females</th>
<th>Total # ATV Crashes - Helmeted (of total #)</th>
<th>Total # ATV Crashes (Ages 10-49 yrs old)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2016</td>
<td>72</td>
<td>56 (77%)</td>
<td>16 (23%)</td>
<td>4 Helmeted</td>
<td>54 (75%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>31 Not Helmeted</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>11 Unknown</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10 Not Applicable</td>
<td></td>
</tr>
<tr>
<td>FY 2017</td>
<td>109</td>
<td>72 (66%)</td>
<td>37 (34%)</td>
<td>3 Helmeted</td>
<td>89 (82%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>73 Not Helmeted</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>25 Unknown</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8 Not Applicable</td>
<td></td>
</tr>
<tr>
<td>FY 2018</td>
<td>95</td>
<td>67 (70%)</td>
<td>28 (29%)</td>
<td>7 Helmeted</td>
<td>70 (74%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>59 not helmeted</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>20 Unknown</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>9 Not Applicable</td>
<td></td>
</tr>
</tbody>
</table>

### Target Population
10 - 49 years of age; Males

### Goal/Desired Outcomes
To decrease the number of patients who suffer injury from ATV crash, to increase helmet usage throughout the community, and to promote the proper use of helmets while riding all-terrain vehicles.

### Process/Timeframe
On-going process

### Measure of Success
Data trends, evaluated regularly to identify increase or decrease in injury; community feedback; and attendance rates at community events

### Cost/Funding/Human Resource – other resources
Trauma Services will use marketing channels already made available by the Marketing and Communications Department at no additional cost to the hospital. For representation at community health events, approximately four hours of staff time per event is allotted to provide education to participants.

### Collaborative Partners
N.R. Burger Middle School, Mississippi Nurse’s Association (MNA) District 7, Fox 23, University of Southern Mississippi, Spirit of Women, University of Southern Mississippi Football Program, Petal School District, Petal First Baptist Church, The Petal Center for Children and Families, The Rotary
Response

Over the past three years, ER and Trauma staff spoke regularly at schools and other community events regarding helmet usage. In 2017 and 2018, they presented information at 10 events including school health fairs, Spirit of Women events, and the Annual Capitol Screening Initiative in Jackson, Mississippi. Forrest General was able to reach approximately 1,990 people through community education events and an additional 60,828 through social media posts and broadcasts of the hospital’s Your Healthy Minute segments. At most events, Forrest General offered pre and post education surveys to assess how well the education was received. The table below details the results of the surveys.

Assessment of Education (pre and post)

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Community Partnerships</th>
<th># of Participants</th>
<th>Outcomes Data Before Education</th>
<th>Outcomes Data After Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb 22 2018</td>
<td>Preventing Injury in Our Community Partnerships MS Nurse’s Association District 7 Meeting; Hattiesburg, MS</td>
<td>MS Nurse’s Association District 7</td>
<td>24</td>
<td>40% helmet use without fail</td>
<td>100% committed to wearing helmets</td>
</tr>
<tr>
<td>May 9, 16 2018</td>
<td>Trauma Awareness Month; Forrester’s Cafeteria; Hattiesburg, MS</td>
<td>Not Applicable</td>
<td>400</td>
<td>52% helmet use without fail</td>
<td>100% committed to wearing helmets</td>
</tr>
<tr>
<td>July 31 2018</td>
<td>Football 101. USM; Hattiesburg, MS</td>
<td>USM, FGH &amp; Spirit of Women</td>
<td>150</td>
<td>74% helmet use without fail</td>
<td>100% committed to wearing helmets</td>
</tr>
<tr>
<td>Aug 3 2018</td>
<td>Back to School Health &amp; Wellness Fair; Petal, MS</td>
<td>Petal School District, Petal First Baptist Church, The Petal Center for Families &amp; Children</td>
<td>500</td>
<td>47% helmet use without fail</td>
<td>100% committed to wearing helmets</td>
</tr>
</tbody>
</table>

INITIATIVE 2: SUICIDE AWARENESS AND EDUCATION FOR ADOLESCENTS AND YOUNG ADULTS

PINE GROVE BEHAVIORAL HEALTH & ADDICTION SERVICES

Pine Grove Behavioral Health & Addiction Services, an extension of Forrest General Hospital, is one of the nation’s most comprehensive treatment campuses. Pine Grove treats children, adolescents, and adults. Pine Grove’s world-renowned programs treat gender specific chemical addiction including a specialized track for co-occurring eating disorders. Additionally, Pine Grove offers a substance abuse healing program for adults age 55 and over. Other Pine Grove specialty programs
include a dedicated professional’s treatment curriculum and a comprehensive evaluation center. Pine Grove also features a program for patients with sexual addiction. Inpatient Services including an Adult Psychiatric Unit, along with a Child and Adolescent Psychiatric Unit, and Outpatient Services are other components. Pine Grove was established in 1984 and has provided nationally and internationally recognized health care for over 30 years.

Pine Grove understands how vital it is for family members, friends and educators to recognize the warning signs of suicide in young people and act quickly and appropriately. Taking an active role in the community in terms of identifying the characteristics of suicidal young people, understanding the risks, and how to offer help are initiatives Pine Grove cares about deeply.

**Target Population**
Children, adolescents, young adults, teachers, school administrators, counselors, students, parents, civic organizations, licensed health care professionals, and the university community.

**Goals/Desired Outcomes**
Pine Grove is implementing several strategies to accomplish the goal of providing needed suicide awareness education in the community. The outcome is to inform the community’s young people, parents, educators, and other stakeholders about the warning signs and risk factors pertaining to suicide, in addition to providing resources for help.

**Process/Time Frame/Location**
- A Suicide Awareness and Response Team includes professionals from Pine Grove, who specialize in the treatment of adolescents and young adults. Additionally, this team works with regional school districts to assist educators in understanding the issue of suicide in young people.
- Pine Grove will provide education in the community, through public and school presentations, about the signs and symptoms of suicide in young people.
- To provide support for any and all involved in the public and private school systems that need Pine Grove’s help, including, but not limited to: educational professionals, students, and their family members regarding the issue of suicide in young people.
- Professionals with Pine Grove will provide materials including specially prepared brochures to young people, educators, parents, and other concerned individuals with information about suicide awareness, and resources to contact for additional help.
- Pine Grove will establish on their website, www.pinegrovetreatment.com, a dedicated webpage that includes resources about suicide and young people to help the community with information about this topic, and available treatment services.
- A Pine Grove professional coordinates and sends invitations to school counselors and licensed behavioral healthcare and treatment professionals in the community for the purpose of providing continuing education lectures on the topic of suicide and young people.

**Measures of Success**
- Attendance figures at community-wide and professional presentations.
- Feedback from educational professionals, school counselors, and students regarding the information provided.
- Feedback from community stakeholders will be used as a measurement tool regarding Pine Grove’s presentations on suicide awareness and education.
- Pine Grove will measure the number of visitors to our webpage about suicide awareness and education.
Cost/Funding/Human Resources – Other Resources
Costs are internal and vary according to the event. Resources used include Pine Grove’s professional staff members, who use their time to coordinate each effort, along with any collateral materials that are used.

Collaborative Partners
Collaborative partners for this initiative include Forrest General Hospital, the Spirit Girls program, students and educational professionals, university leaders, licensed behavioral health care professionals, and other community stakeholders.

Response
Over the last three years, Pine Grove has hosted many community wide educational events to raise awareness and educate young people, healthcare professionals, parents, and other important community stakeholders in the Greater Pine belt geographic regions about the warnings signs of suicide and how to help young people at risk. Pine Grove has accomplished the goal of raising awareness and educating the public about youth suicide in a variety of ways since 2016 and continues to do so. Here are some of the activities Pine Grove has spearheaded to address this initiative.

Educational Resources:
Pine Grove developed a digital resource guide, written and sourced by one of Pine Grove’s therapists, for family members and loved ones of young people titled Suicide and Teens. This guide was distributed at schools, behavioral health care conferences, and other community events as a resource for event attendees.

The topics addressed in resource guide include:

- Common characteristics of the suicidal adolescent
- High risk factors
- Warning signs that are observable
- What to do if you feel a young person is at risk for suicide
- Myths and realities regarding youth suicide

Also, Pine Grove developed a suicide awareness resources website page located on the organization’s main website, www.pinegrovetreatment.com, where internet browsers may also find valuable information about suicide and young people. The aforementioned topics are included on the website resource page, in addition to an educational video series produced in 2017 that featured Pine Grove’s professionals. This video series was also distributed and promoted via Pine Grove’s social media channels. The topics addressed in the video series include:

- Bullying behaviors, the consequences of being bullied and the incidence of suicidal behaviors in bullying victims.
- Secrets and lying: Why teenagers are secretive about their suicidal thoughts.
- The role of social media as it related to teenage suicidality.
Community Events

Pine Grove also hosted a large-scale community educational event on February 9th, 2017 at the Thad Cochran Center on the campus of the University of Southern Mississippi titled: A Suicide Survived: The Kevin Hines Story – Raising Awareness about Suicide and Teenagers.

Kevin Hines is a mental health advocate, award-winning speaker, bestselling author and documentary filmmaker who reaches audiences worldwide with his story of survival and will to live. Two years after Hines was diagnosed with bipolar disorder at 19 years old, he attempted to take his life by jumping from the Golden Gate Bridge. He provided an encouraging message to an audience of 850 people from throughout the Greater Pine belt and beyond. Pine Grove invited teenagers, parents, young adults, educators and other members of the community to this educational and moving event. Pine Grove also provided suicide awareness information and education about the topic to the audience.

Pine Grove also presented an educational panel series in the fall of 2017 titled, Suicide and Teens: Decoding the Secret life of Teenagers – Helping Parents Understand the Risks. This panel series featuring Pine Grove’s professional clinical staff was presented to an audience of both healthcare professionals and parents.

For this event, Pine Grove brought together an experienced panel of professionals including a psychiatric mental health nurse practitioner, psychologist, therapists and a clinical social worker to help parents recognize the warning signs of suicide in young people and respond quickly and appropriately.

The topics the panel addressed included: bullying behaviors and the incidence of suicidal behaviors in bullying victims, secrets and lying, why teenagers are secretive about their suicidal thoughts, the role of social media as it relates to teenage suicidality and helping teenagers develop their emotional intelligence and its role in suicide prevention. Additionally, resources for parents were provided and participants had the opportunity to ask the panel anonymous questions.

Another Pine Grove educational panel series was provided to healthcare professionals including school counselors in the fall of 2018 titled, Helping Kids Who Are Hurting: How to Properly Intervene and Develop and Inclusive School Culture. For this event, Pine Grove brought together an experienced team of its clinicians to help professionals identify children who are victims of abuse and maltreatment, bullying, social isolation and low self-esteem. The panel also provided guidance on how professionals may properly intervene to provide needed help and develop an inclusive school culture for all students. Additionally, the panel provided self-care strategies for counselors and teachers. Attendees of this panel event also had the option to submit questions to the panel in advance of the event anonymously.
Behavioral Health Care Conferences and other Community Events
Pine Grove participates in a variety of behavioral health care conferences annually throughout the Greater Hattiesburg region and statewide. Pine Grove provides educational lectures and resources to area schools and health care professionals, who treat children and adolescents. Pine Grove often provides information regarding suicide awareness and education at these events. Additionally, Pine Grove is often asked to provide a guest speaker about these topics for area schools and other organizations that help our community’s youth and Pine Grove accommodates these requests. Pine Grove has responded to these requests within Forrest Health’s service area over the last three years and we continue to address this important issue.

Pine Grove also participates in media interviews within Forrest Health’s service area to educate the community about youth suicide awareness.

INITIATIVE 3: COMMUNITY NUTRITION AND LIFESTYLE

In reviewing feedback from a focus group and online survey, Forrest General noticed a high demand for information on meal prepping, nutrition, exercise and weight loss by means other than surgery. As the healthy living evangelist in the community, the hospital would like to educate the community about living a healthy lifestyle through events, lunch and learns and other communications that provide fun, easily implemented information. The hospital is passionate about encouraging proper nutrition from the very beginning of life. In 2015, Forrest General became the first and only Baby-Friendly designated hospital in Mississippi. That means we provide mothers with the highest education they need on the importance of breastfeeding and coach them through the first days with their newborn to teach them how to breastfeed. Additionally, Forrest General donates nursing staff time and administrative support to host a Breast Milk Depot. Milk from lactating women is donated and shipped to Mothers Milk Bank in Jackson, MS for processing. This benefits premature infants and other infants needing natural breast milk versus infant formula. This is an ongoing process coordinated by Forrest General.

Target Population
Forrest General employees, weight loss surgery seminar attendees, diabetes community, Lamar County Schools, people already participating in programs such as Clean Kitchen, which is a meal prepping and lifestyle change program at Versus, a local fitness gym, Spirit of Women members, members of established local exercise groups, individuals and families using the food pantry at Edwards Street Mission, and SEMRHI.

Goal/Desired Outcomes:
To provide education on exercise and nutrition to a racially and economically diverse community and to teach the same audiences how to implement this information with the resources available to them.

Process/Timeframe
On-going process
**Measure of Success**
Attendance at scheduled events and feedback from the community. May also measure through social media click-throughs and views on the Spirit of Women wellness site.

**Cost/Funding/Human Resource – other resources**
The hospital would utilize established partners and hospital resources to provide this education to the community. Costs would vary and would depend on the hospital staff required to work the event and printed collateral.

**Collaborative Partners**
Hattiesburg Clinic Endocrinology, Diabetes Center, Hattiesburg Clinic Diabetes Education Program, public school dieticians, Versus, Spirit of Women, established local exercise groups, Edwards Street Mission, SEMRHI, Extra Table, Christian Services, Mothers Milk Bank in Jackson, and Forrest General lactation nurses.

**Response**

**National Nutrition Month**
Forrest General’s Food and Nutrition Department participates in National Nutrition Month in March by publishing healthy nutrition tips in the InGeneral, which is the hospital’s employee newsletter, and on the television in the cafeteria lobby during the month, displaying table tents in the cafeteria from Academy of Nutrition and Dietetics, and serving a healthy theme meal. In addition to their National Nutrition Month activities, a register dietician speaks at different community events throughout the year. Events included: For Our Children Children’s Conference sponsored by the Pine Belt ChildCare Directors Network, SMART ART sponsored by Junior Auxiliary of Hattiesburg, and the Rise and Shine Program at The ARC, among others.

**Healthy Food and Beverage Options**
As of February 2016, all vending machines were upgraded to offer: LED lighting, cashless option, healthy graphics, nutritional information available, ADA Compliant, and larger variety of snacks. The director of Food and Nutrition was able to work with Vendworks to choose the snacks to include in the vending machines. The cafeteria now sells baked/healthier chips, 100 calorie pack snacks, pretzels, trail mix, granola and Nutri Grain bars, and the refrigeration unit now contains salads, fresh fruit and healthier sandwich options. Food and Nutrition also established nutritional beverage options for both retail and patient care area; this was implemented July 2014. In the Food Court area, sugar free beverages are placed at eye level. Protein drinks like Core Power and Yup are available for purchase in addition to a variety of Minute Maid juices, milk, and different types of bottled water (Smart Water, Dasani, flavored waters, and Aquafina). The food court offers a baked entrée option each day and now also provides Clean Kitchen options several times a week.

**Events**
Forrest General Wellness provides a wealth of valuable information for Forrest General employees at various events throughout the year. For example, in 2018, FG Wellness partnered with LiveWell and Pharmacy to provide educational resources (nutrition, exercise, medicine, foot care) and diabetic
samples to all those with prediabetes and diabetes. In January 2019, FG Wellness partnered with the Forrest General Healthcare Foundation to kick start a walking/get moving campaign. They hosted a partnered walking challenge, which promoted exercise and teamwork; the top teams were awarded with gifts.

**Spirit Girls**
Forrest General also provides community education through its Spirit Girls program. The Spirit Girl teen board was developed in an effort to reach young women through events targeted at promoting self-esteem and encouraging healthy lifestyles. Spirit Girls participate in Spirit of Women events, educational programs, community and charitable events throughout the year. This year, the girls received education on Proper eating habits, facts about sugar intake and how to stay active. They also volunteered at the United Way Community Baby Shower and the Excel by 5 Community Baby Shower. Forrest General is the title sponsor for the United Way event which offers community education on topics ranging from infant CPR to tobacco cessation and the importance of breastfeeding.

**Mothers’ Lounges**
Forrest General has partnered with the City of Hattiesburg to establish Mothers’ Lounges throughout the City. There is one Mothers’ Lounge located at CE Roy Community Center in Hattiesburg and one at University of Southern Mississippi’s Cook Union on the second floor in room 215. The initiative began as a partnership between Forrest General and Southern Miss to provide nursing moms with a quiet, private place to care for their babies during football season. The first Mothers’ Lounge was established at Cook Union on the second floor in room 215. Knowing the need for more family-friendly spaces in Hattiesburg, Barker was inspired to spread the initiative city-wide. Additional lounges are planned to open in 2019.

“**Your Healthy Minute**”
Forrest General’s Marketing and Communications Department produces a community education video series titled *Your Healthy Minute*. This series is produced in-house and airs on local channels Fox 23, WDAM NBC, and WDAM ABC. The video segments cover a wide range of health topics including the importance of healthy eating, exercise, and the connection between those things and disease prevention, and because the segments run on broadcast stations, they reach a large audience in the Pine Belt. Forrest General also shares the segments via social media. The Marketing and Communications Department also promotes the Spirit of Women health and wellness website, which provides age appropriate health information for women such as nutritional information, exercise tips, screenings and signs and symptoms of illnesses affecting women.

**Other Partnerships**
Forrest General Hospital partners with many local organizations that work to build a healthier community. The hospital works with Extra Table, which makes a difference in the lives of Mississippians by fundraising in order to stock food pantries and soup kitchens across the state with wholesome nutritious food. Extra Table is a nationally recognized non-profit that ships food monthly to 39 food pantries and soup kitchens throughout the state of Mississippi. This is in addition to other sponsorships that promote community nutrition and healthy lifestyle initiatives including: American Heart Association, The Arc Race for Roses, Diabetes Foundation of Mississippi, Dixie Youth Baseball,

INITIATIVE 4: SCREENINGS AND EDUCATION WITH COMMUNITY PARTNERSHIPS

Forrest General understands the importance of addressing the many requests and comments that came from web-based research about the need for more community screenings and health education. The hospital took an active role in public’s wellbeing by bringing these preventative measures into the communities most in need.

Target Populations
Pine Belt community and especially those vulnerable to illness due to socio/economic status.

Goal/Desired Outcomes
To make preventative screenings and education accessible to vulnerable members of the community.

Process/Time Frame/Location
On-going process that will make use of community events such as Hubfest, Mobile Street Renaissance Festival, etc.

Measure of Success
Success will be based on the number of screenings provided

Cost/Funding/Human Resource – other resources
The hospital would utilize established partners and events and internal resources to provide this service to the community. Costs will vary and will depend on the hospital staff required to work the event, printed collateral, and costs associated with the actual screening.

Collaborative Partners
Hattiesburg Clinic, Edwards Street Mission, Christian Services, Fitness for Two programming provided by Madeline Daniells, Forrest General RN and lactation nurses, Mississippi Department of Health, Petal Health Fair, and SEMRHI

Response
Camp Bluebird
Forrest General has several on-going education and screening events. One of the most successful events, Camp Bluebird, celebrated its 30-year anniversary in 2019. In 2016, there were 48 Campers and 53 Workers; in 2017, there were 70 Campers and 64 Workers; and in 2018, there were 84 Campers and 53 Workers. Over all three years, there were 371 total participants.
Nurse Navigator Position
In 2018, the Cancer Center added a nurse navigator position, with funds raised by the Forrest General Healthcare Foundation. The nurse navigator supports cancer patients by providing education and answering questions after a cancer diagnosis. Occasionally, the nurse navigator will even go to doctor’s appointments with patients to help them understand their diagnosis and answer questions about medication and other details. Primarily, the nurse navigator works to break down barriers to care such as lack of transportation, language barriers, and other issues patients may face that prevent them from getting the care they need.

Drive 2 Inspire
Forrest General’s Marketing and Communications Department worked with Comcast and Toyota of Hattiesburg to present Drive 2 Inspire. A car wrapped in pink with the sponsors logos was made available throughout October, Breast Cancer Awareness Month, for people to sign as a pledge to get regular mammograms or in honor of a loved one who was diagnosed with cancer. The hospital used the opportunity to give out free educational materials with preventative measures and screening information.

Dare 2 Care
Dare 2 Care is a comprehensive cardiovascular disease early detection and education program and a partnership between Forrest General and Hattiesburg Clinic Vascular Surgeons. The program is offered to qualifying men and women in the Pine Belt. Tobacco Cessation Prevention Education is also provided at the Dare 2 Care events.

Three Dare to Care Educational and Screening sessions:
1. 2016 – Out of the 114 participants screened, 36 abnormalities were detected, or 32%.
2. 2017 – Out of 105 participants screened, 20 abnormalities were detected, or 19%.
3. 2018 – Out of the 107 participants screened, 24 abnormalities were detected, or 23%.

Screenings and Education Sessions
In 2016, Forrest General’s Cancer Center performed 443 CT Lung Cancer Screenings at Hattiesburg Clinic in addition to hosting Head, Neck, and Oral Cancer Education sessions with the State of Mississippi Health Department.

Four Head and Neck Oral Cancer Education Sessions with State of Mississippi Health:
- 2017
  1. 17 participants
  2. Out of 51 participants, 4 abnormalities were detected
- 2018
  3. Community Session with 24 participants
  4. Out of 30 participants, 7 abnormalities were detected

Palliative and Supportive Care
Palliative and Supportive Care hosts several educational sessions throughout the year to educate the community about advance directives and advance care planning. In 2018, there were 3 sessions, and in 2019, there are 6 sessions planned. Amber Chancellor, director of Education and Palliative and Supportive Care, also presented information at the 2018 Camp Bluebird.
Spirit Girls
Forrest General also provides community education through its Spirit Girls program. The Spirit Girl teen board was developed in an effort to reach young women through events targeted at promoting self-esteem and encouraging healthy lifestyles. Spirit Girls participate in Spirit of Women events, educational programs, community and charitable events throughout the year. This year, the girls received education on SPF and sun safety, self-defense, the importance of blood donation, and exercising for a healthy body.

Women and Children’s Services
Forrest General’s Women and Children’s Services offer breastfeeding and childbirth classes, which are free to women delivering at the hospital. The classes offer practical advice from professionals such as holding and latch techniques, what to expect, and other valuable information. Additionally, the hospital has implemented a depression resource packet for postpartum mothers who may be at high risk. Forrest General also partners with Madeline Daniell to offer her Fitness for 2 classes. Madeline has offered Fitness for 2 for forty years and has designed the classes to help babies develop cognitive skills, healthy exercise habits from an early age, and socialization, as well as provide support and a sense of community for young moms.

Your Healthy Minute
Forrest General’s Marketing and Communications Department produces a community education video series titled Your Healthy Minute. This series is produced in-house and airs on local channels Fox 23, WDAM NBC, and WDAM ABC. The video segments cover a wide range of health topics from sun safety to stroke awareness, and because the segments run on broadcast stations, they are available to a large audience. Forrest General also shares the segments via social media. In addition to traditional media outside the hospital, Forrest General also uses the patient television channel within the hospital to disseminate health and wellness information.

Other Partnerships
Forrest General Hospital partners with many local organizations that work to build a healthier community including: Extra Table, American Heart Association, The Arc, Abbie Rogers Civitan Camp, AIDS Services Coalition, Boy Scouts of America, Dubard School, Diabetes Foundation of Mississippi, Dixie Youth Baseball, Fellowship of Christian Athletes, Hattiesburg Youth Soccer, Lupus Foundation, MS Association of Coaches, MS Athletic Trainers Association, MS High School Rodeo Association, Oak Grove Baseball, Oak Grove Football, Hattiesburg High Football, Sacred Heart Athletics, PCS Baseball, PCS Football, Petal Football Program, Sumrall High School Golf Tournament, Hattiesburg Clinic Rise and Shine 5k and 10k, Special Olympics, Epilepsy Foundation, Hattiesburg Forerunners, Joye Lee McNelis Basketball Camp, Hub City Service Dogs, Mississippi Medical Association, SMRHI, Alzheimer’s Association, American Academy of Pediatrics, College of Osteopathic Medicine, Laughs4Life, Women in Medicine, Mississippi Business Group on Health, and Pink Ribbon Fund.
RESPONDING TO THE COMMUNITY

CLOSING THE GAP

The information gathered from the community was very uniform and was also consistent with the quantitative data. The most common needs mentioned by the community members were related to chronic diseases, health education, and lifestyle improvement.

Hypertension, heart disease, diabetes, weight loss/obesity and nutrition were all health needs identified by both the community members and the healthcare professionals. Members saw a need for increased education and preventive care in order to eliminate the path to chronic disease. There was much discussion about creating a more nurturing and healthful environment for the young people in the area, especially those who come from low income households. In addition, there was much discussion about the mental health challenges that the community faces. It is not only a health issue but a social and economic issue that must be addressed as a community, not just by the hospital. However, the hospital will continue to share the expressed concerns with the appropriate agencies and civic officials.

Prevention is very cost effective compared to the catastrophic treatment needed when a chronic disease is unmanaged and leads to major health problems. Education related to nutrition was emphasized because of the link between obesity and so many chronic health conditions. Other community health needs that were expressed included a need for increased health literacy, and decreased health disparities among socio-economic groups.

PRIORITIZATION

The Steering Committee understood the facts the primary and secondary data communicated in reference to the health of the citizens of the primary focus area of Forrest and Lamar Counties. Of the two counties, the population of Lamar County appears to be healthier than Forrest County. As a matter of fact, in Lamar County, deaths from cancer, heart disease, and lower respiratory disease are fewer than in Mississippi and the U.S. There is one disease in Lamar County that is more prevalent there than in the State or the nation. That is cerebrovascular disease which is strongly influenced by lifestyle.

Forrest General Hospital is a catalyst for community health education, prevention, and enhancement of community wellness activities. It is invaluable in providing its community with the health resources for making wiser health and lifestyle decisions, thus being the major player in disease prevention.
FORREST COUNTY

- The county exceeds Lamar County and the U.S. in rate of deaths from cancer.
- The county exceeds Lamar County and the U.S. in rate of deaths from heart disease.
- The county exceeds Lamar County, the state, and the U.S. in rate of deaths from lower respiratory diseases.
- The county exceeds Lamar County in rate of deaths from accidents.

LAMAR COUNTY

- The county has the lowest rate of occurrence from cancer compared to Forrest county, the state, and the U.S.
- The county exceeds the U.S. in rate of deaths from heart disease.
- The county has the lowest rate of occurrence from lower respiratory diseases compared to Forrest county, the state, and the U.S.
- The county has the lowest rate of occurrence of deaths from accidents compared to Forrest County, the state, and the U.S.

The Steering Committee used the following process to prioritize the identified needs that the hospital would use when creating strategies to help close the gap:

- All the findings and data were read and analyzed for needs and recurring themes within the identified needs.
- Reference was made to the content of the community input and the identified needs from those sources.
- Comparisons were made between the primary and secondary data and then compared to what was the common knowledge and experience of the clinical staff of the hospital.
- Based on what resources could be made available and what initiatives could have the most immediate and significant impact, the strategic initiatives were developed.

Six implementation strategies that will address major health issues were developed. The strategies will seek to leverage valuable partnerships that currently exist and to identify opportunities for synergy within the community. The outcomes and results of these interventions will be followed and re-examined in preparation for the next CHNA.

IMPLEMENTATION PLANS

To be successful in creating a true sense of health in our community, it will be necessary to have collaborative partnerships which will bring together all of the care providers, the citizens, governments, plus business and industry, around an effective plan. Many needs have been identified through this process. Forrest General Hospital is proud to have been the catalyst in this effort. However, to address some of the needs identified will require expertise and financial resources far beyond what the local community hospital can provide by itself.

Many of the lifestyle habits negatively impact the overall health of our community and are major contributors to several of the leading causes of death in our service area. Forrest General Hospital has identified four significant initiatives it will undertake over the next three years. Each of these
initiatives has multiple components. These collaborative projects should help improve the health and overall quality of life in our community. Each project is described in detail in the following section of this report.

There are other health and wellness opportunities identified during the research portion of the CHNA. These possibilities will be considered as we develop our strategic action plans over the next three years.
CHNA STRATEGIC ACTION 2019

INITIATIVE 1: PREVENTING INJURY THROUGH COMMUNITY EDUCATION

Forrest General feels that working with local partners to incorporate injury prevention initiatives into the community will have a significant impact on lessening the morbidity and mortality of trauma.

As the area’s Level II Trauma Center, Forrest General treats the majority of traumas suffered in the immediate community and surrounding outlying towns. Forrest General’s Trauma Center uses its trauma registry to identify the pattern, frequency, and risks for injury within the community; prevention efforts are based on identification of specific injuries and risk factors as supported by the trauma registry data.

Forrest General has selected two common mechanisms of injury on which to focus based on the data trends found in the trauma registry. These mechanisms are:

1. MOTOR VEHICLE CRASH (MVC)

Forrest General utilizes a variety of marketing channels including the hospital’s social media, blog, employee newsletter, and television segments to promote motor vehicle safety and proper use of seatbelts. Forrest General also provides education regarding seatbelt safety and the importance of proper restraint when operating a motor vehicle during the Annual Trauma Symposium. Forrest General attends a minimum total of five community events yearly; at least one of these events will provide motor vehicle safety education focused primarily on avoiding dangerous distractions and seatbelt safety.

According to Forrest General trauma registry data, there were 516 traumas resulting from motor vehicle crashes in fiscal year 2018. Roughly 67 percent of these traumatic injuries effected people 16-50 years of age, and 40 percent of the total number of traumas occurred when people were unrestrained.

**Target Population**
16 - 50 years of age; Males and Females

**Goal/ Desired Outcomes**
To decrease the total volume of patients injured in motor vehicle crashes and increase the number of patients with proper seatbelt use.

**Process/ Timeframe**
On-going process

**Measure of Success**
Data trends, evaluated regularly to identify increase or decrease in injury; community feedback; and attendance rates at community events.
Cost/Funding/Human Resource – other resources
Trauma Services will use marketing channels already made available by the Marketing Department at no additional cost to the hospital. For representation at community health events, staff time would vary per educational event.

Collaborative Partners
Any local organization offering public health information fairs. In the past, Trauma Services has participated in events hosted by Camp Shelby, the City of Hattiesburg, YMCA, Mississippi State Medical Association Alliance, and local schools.

2. FALL-RELATED INJURY

Forrest General attends a minimum total of five community events yearly and will provide fall prevention information to participants at one or more of those events. Participants are encouraged to keep their eyes healthy and vision clear by having yearly eye exams and keeping prescription lenses clean; be mindful of medications that may cause dizziness; and to avoid dangers in the home by wearing non-skid footwear, installing grab-bars, de-cluttering the home, and avoiding inadequate lighting.

According to Forrest General trauma registry data, there were 750 traumas resulting from falls in fiscal year 2018. Roughly 73 percent of these traumatic injuries affected people 50-89 years of age.

Target Population
50-89 years of age; Males and Females

Goal/Desired Outcomes:
To decrease the number of patients who suffer injury from falls.

Process/Timeframe
On-going process

Measure of Success
Data trends, evaluated regularly to identify increase or decrease in injury; community feedback; and attendance rates at community events

Cost/Funding/Human Resource – other resources
Trauma Services will use marketing channels already made available by the Marketing and Communications Department at no additional cost to the hospital. For representation at community health events, approximately four hours of staff time is allotted per event to provide education to participants.

Collaborative Partners
Collaborative partners may include any local organization offering public health information fairs or informational opportunities targeting elderly adults and their caregivers. In the past, Trauma Services has participated in events hosted by the City of Hattiesburg, YMCA, Mississippi State Medical Association Alliance, and the Mississippi Nurses’ Association among others.
INITIATIVE 2: TEENAGE WELLNESS

Pine Grove Behavioral Health & Addiction Services, the behavioral health care extension of Forrest Health, is one of the nation’s most comprehensive treatment campuses. Pine Grove’s world-renowned programs treat gender specific chemical addiction including a specialized track for co-occurring eating disorders. Additionally, Pine Grove offers a substance abuse healing program for adults age 55 plus. Other Pine Grove specialty treatment programs include a dedicated professional’s treatment curriculum and a comprehensive evaluation center. Pine Grove also features a program for patients with sexual addiction. Inpatient Services including an Adult Psychiatric Unit, along with a Child and Adolescent Psychiatric Unit, and Outpatient Services are other components. Pine Grove was established in 1984 and has provided nationally and internationally recognized health care for more than 35 years.

Pine Grove understands how challenging the teenage years can be for young people in today’s modern world. With the unique pressures associated with social media use and abuse, and the ever-increasing presence of technology in teenager’s lives, it’s important for our community’s teens to have a healthy relationship with technology and the ability to recognize dangers associated with it. Additionally, it’s important to educate parents about social media use in their teenager’s lives and the harms that exist. As part of this education, it is also helpful for teens to develop protective coping mechanisms to make healthy decisions and navigate this important time in their lives with confidence and compassion for their peers and community.

Target Population:
The target population for this initiative includes teenagers, parents, teachers, school administrators, counselors, law enforcement, civic organizations, and healthcare professionals.

Goals and Desired Outcomes:
Pine Grove in partnership with Forrest Health is implementing several strategies to accomplish the goal of providing teenage health and wellness awareness and education. The outcome is to inform the community’s teenagers, parents, educators, and other stakeholders about the importance of healthy decision making during a young person’s teenage years and the consequences of those decisions, in addition to providing resources for help.

Process/Time Frame/Location:
- A Technology Addiction team includes professionals from Pine Grove, who specialize in the treatment of adolescents and young adults regarding healthy technology usage. Additionally, this team works with regional school districts to assist educators, parents, and teens in understanding what a healthy relationship with technology entails.
- Pine Grove will provide education in the community, through public and school presentations, about healthy technology use, positive decision making, and understanding the role of emotional intelligence.
- To provide support for any and all involved in the public and private school systems that need Pine Grove’s help, including, but not limited to: educational and healthcare professionals, teenagers, and their parents regarding technology use and healthy decision making.
• Professionals with Pine Grove will provide materials including specially prepared brochures and online resources to teenagers, educators, parents, and other concerned individuals with information about healthy technology use, positive decision making, and being a peer role model.
• Pine Grove will establish on their website, www.pinegrovetreatment.com, a dedicated webpage that includes resources about social media use and appropriate boundaries, technology addiction, and healthy decision making regarding the use of technology.
• A Pine Grove professional coordinates and sends invitations to school counselors and licensed behavioral healthcare and treatment professionals in the community for the purpose of providing continuing education lectures on the topic of teenage health and wellness.

Measures of Success:
• Attendance figures at community-wide and professional presentations.
• Feedback from teenagers, parents, educational and healthcare professionals regarding the information provided.
• Feedback from community stakeholders will be used as a measurement tool regarding Pine Grove’s presentations on teenage health and wellness.
• Pine Grove will measure the number of visitors to our webpage about teenage health and wellness.

Cost/Funding/Human Resources:
Resources and costs are internal and vary according to the event. Resources used include Pine Grove and Forrest Health’s professional staff members, who use their time to coordinate each effort, along with any collateral materials that are used.

Collaborative Partners:
Collaborative partners for this initiative include Pine Grove, Forrest Health, the Spirit Girls program, law enforcement professionals, teenagers, parents, educational professionals, licensed health care professionals, and other community stakeholders

INITIATIVE 3: LIFESTYLE IMPROVEMENT

In reviewing feedback from a focus group and online survey, Forrest General noticed a high demand for information on meal prepping, nutrition, exercise and weight loss by means other than surgery. Additionally, there is rising concern surrounding the safety of tobacco-free vaping as well as stress management. As the healthy living evangelist in the community, the hospital would like to educate the community about living a healthy lifestyle through events, lunch and learns and other communications that provide fun, easily implemented information. The hospital is passionate about encouraging proper nutrition from the very beginning of life. In 2015, Forrest General became the first and only Baby-Friendly designated hospital in Mississippi. That means we provide mothers with the education they need on the importance of breastfeeding and coach them through the first hours with their newborn to teach them how to breastfeed. Forrest General also donates nursing staff time and administrative support to host a Breast Milk Collection Center. Milk from lactating women is
donated to benefit premature infants and other infants needing natural breast milk versus infant formula. This is an ongoing process coordinated by Forrest General. The hospital will also research, in partnership with the city of Hattiesburg and staff physicians, the possibilities of education opportunities for women during the prenatal stages into the early years of development for children. This may be done through videos provided during OB/GYN visits and pediatric visits. The hospital will also explore, through community partnerships (city and United Way), the implementation of a dedicated story phone line to promote reading and literacy to community children.

**Target Population**
Forrest General employees; diabetes community; Lamar County Schools; people already participating in programs such as Clean Kitchen, which is a meal prepping and lifestyle change program at Versus; Spirit of Women members; members of established local exercise groups; individuals and families using the food pantry at Edwards Street Mission; busy professionals where there may be some overlap in unhealthy eating and stress; and Southeast Mississippi Rural Health Initiative.

**Goal/Desired Outcomes**
To provide education on overall wellness including exercise, nutrition, and stress management to a racially and economically diverse community and to teach the same audiences how to implement this information with the resources available to them.

**Process/Timeframe**
On-going process

**Measure of Success**
Attendance at scheduled events and feedback from the community. May also measure through social media click-throughs and views on the Spirit of Women wellness site.

**Cost/Funding/Human Resource – other resources**
The hospital would utilize established partners and hospital resources to provide this education to the community. Costs would vary and would depend on the hospital staff required to work the event and printed collateral.

**Collaborative Partners**
INITIATIVE 4: EDUCATION, AWARENESS AND SCREENINGS WITH COMMUNITY PARTNERSHIPS

Forrest General understands the importance of addressing the many requests and comments that came from web-based research about the need for more community screenings and health education. The hospital plans to take an active role in public’s wellbeing by bringing these preventative measures into the communities most in need.

Target Populations
Individuals already involved with the Edwards Street Mission and South Mississippi Rural Health Initiative (SMRHI).

Goal/Desired Outcomes
To make preventative screenings and education accessible to vulnerable members of the community.

Process/Time Frame/Location
On-going process that will make use of previously established community events such as Hubfest, Mobile Street Renaissance Festival, etc.

Measure of Success
Success will be based on the number of screenings provided

Cost/Funding/Human Resource – other resources
The hospital would utilize established partners and events and internal resources to provide this service to the community. Costs will vary and will depend on the hospital staff required to work the event, printed collateral, and costs associated with the actual screening.

Collaborative Partners
Hattiesburg Clinic, Edwards Street Mission, Christian Services, City of Hattiesburg, and SEMRHI
THANK YOU

We at Forrest General Hospital, realize the importance of participating in a periodic Community Health Needs Assessment. We appreciate that this exercise is much more than a regulatory obligation. It is an opportunity to continue to be engaged with our community and involve the citizen we serve in creating a plan that will ensure a healthier community. This is definitely a collaborative effort.

Our sincere thanks go to all those who took part in this process. We are especially grateful to the members of the Forrest General Board of Trustees and the health system’s leadership. Through their guidance we are able to continue our mission in our wonderful community in Mississippi.

Our CHNA Steering Committee members and all those who participated in our Community Focus Group, either by their attendance at the Forum or by conversations, deserve a special thanks for their time, support and insight. Their input has been invaluable.

And last, but perhaps most importantly, to the general public who realizes their voice does matter. Thank you for completing our Community Health Survey, reading our latest Community Health Needs Assessment, and for supporting our mission of care in Forrest and Lamar County.
REFERENCES


