



# Presbyterian Healthcare Services Community Health Implementation Plan (CHIP)

Socorro General Hospital  
2016-2019

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# Executive Summary



*Veronica Pound,  
Administrator  
Socorro General Hospital*

Socorro General Hospital (SGH) is a 24-bed acute care hospital located in the city of Socorro, New Mexico, approximately 80 miles south of Albuquerque. Socorro General Hospital is made possible through a partnership between Socorro County, a local Board of Trustees, and Presbyterian Healthcare Services (PHS, Presbyterian), which has owned and operated hospital operations since 1976. SGH offers a wide range of inpatient and outpatient services with additional services available by transport to Albuquerque.



*Leigh Caswell, Director  
Presbyterian Center for  
Community Health*

In 2016, as part of the Community Health Needs Assessment (CHNA) process, Presbyterian partnered with the Socorro County health council also known as SCOPE (Socorro County Options, Prevention, and Education) to conduct a community health needs assessment and update the previous CHNA to inform community health improvement activities for 2016-2019. SCOPE identified significant health needs in the community and Presbyterian prioritized them. Given the Presbyterian investment in the community health priorities of healthy eating, active living, and prevention of unhealthy substance use, and the alignment of these priorities with the Socorro County community needs, Presbyterian will continue to focus on these priorities in 2016-2019. In response to the assessment of particular and significant needs, Presbyterian will also prioritize behavioral health in Socorro County for the next three years. Several community health forums were held in Socorro County to gain insight into the barriers, opportunities and potential strategies for achieving improvement of the stated priorities.

This Community Health Implementation Plan (CHIP) was developed to address the prioritized significant health needs identified in the CHNA process. The CHIP describes briefly how PHS is addressing other identified significant health needs and focuses on those that were prioritized by the community through the CHNA process. The plan identifies multiple interventions to impact the prioritized health needs.

To increase access to and consumption of healthy foods, Presbyterian is partnering with the New Mexico Children Youth and Families Department (CYFD) and the US Department of Agriculture (USDA) to offer free meals to children in the community through hospital cafeterias. In 2016-2019 Presbyterian will continue to offer this program at Socorro General Hospital. In partnership with SCOPE, Presbyterian will investigate pricing and business strategies to increase availability of affordable, fresh food in urban and rural areas of Socorro County. Additional healthy eating strategies include support of cooking classes, farmer's market incentive programs, and support for community and school gardens.

One of the strategies to increase physical activity includes partnering with the health council to further develop wellness trails to increase utilization by area residents. Additionally, PHS will support efforts to build awareness for and incentivize opportunities for active living.

Strategies for prevention of unhealthy substance use include positive youth development programming and support of Healthy Kids initiatives in Socorro County. Presbyterian is addressing behavioral health needs by continuing to provide behavioral health services and by partnering with local and statewide entities to identify strategies for improving access to treatment. PHS supports efforts to bring greater awareness to existing resources and to reduce the stigma associated with seeking treatment. Certain behavioral health needs will be addressed by an increase in community members and community professionals trained in Mental Health First Aid. Continued support of home visiting and other SGH community programs are also included in this implementation plan.

Through several system-wide initiatives, including support of local public health initiatives, PHS will focus on local coalition and capacity building. Implementation plans for 2013-2016 reflect the PHS commitment to equity of care and the elimination of health disparities. With help from community partners, PHS will continue to monitor and assess the health of the community as well as the collective impact of community health improvement activities.

The 2016-2019 CHNA process could not have been completed without the help and input from the county health councils, the volunteer community leaders that make up each of PHS's hospital Boards of Directors, community organizations and community members, and representatives from the New Mexico Department of Health. Presbyterian is very grateful for the support of each county health council and their willingness to partner. Through close and continued collaboration, PHS, with the help of community partners, hopes to have a lasting and meaningful impact on health and equity in New Mexico.



# **Socorro General Hospital Community Health Implementation Plan**

## Overview

Presbyterian Healthcare Services exists to improve the health of patients, members and the communities it serves. Presbyterian was founded in New Mexico in 1908, and is the state's only private, not-for-profit healthcare system and its largest provider of care.

Presbyterian operates eight hospitals in the communities of Albuquerque, Clovis, Espanola, Rio Rancho, Ruidoso, Socorro and Tucumcari; a statewide health plan; a growing multi-specialty medical group; and three community ambulance systems. Presbyterian is the second largest private employer in New Mexico with more than 10,000 employees and provides services to one in three New Mexicans.

Socorro General Hospital (SGH) is a 24-bed acute care hospital located in the city of Socorro, New Mexico, approximately 80 miles south of Albuquerque. Socorro General Hospital is made possible through a partnership between Socorro County, a local Board of Trustees, and Presbyterian Healthcare Services (PHS, Presbyterian), which has owned and operated hospital operations since 1976. SGH offers a wide range of inpatient and outpatient services including 24 hour emergency services, family and internal medicine, general surgery, audiology, pediatrics, podiatry, women's health, physical therapy, occupational therapy, and speech therapy services. SGH also provides home healthcare, hospice, outpatient behavioral health services for older adults (ages 55+), the First Born home visiting program, and diabetes education.

In addition to the expansion of community health priorities for the next three years, PHS designated a new Center for Community Health in 2016 with a focus on community health improvement. The Director, Leigh Caswell, MPH, has over 10 years of public health experience in New Mexico. The Center for Community Health is staffed by individuals with public health experience and expertise, including a Community Health Epidemiologist hired in 2016. The Presbyterian Center for Community Health is committed to community health improvement through community engagement and sustainable collective impact.

*Presbyterian exists to improve the health of patients, members and the community it serves*

For the purposes of the Community Health Needs Assessment and the implementation plan, PHS has generally defined the "community" of each hospital as the county in which the hospital is located. Socorro General Hospital defines its community as Socorro County, New Mexico.

## Community Health Needs Assessment Background

In 2016, as part of the Community Health Needs Assessment (CHNA) process, Socorro General Hospital and the Presbyterian Center for Community Health partnered with the Socorro County health council (also known as SCOPE - Socorro County Options, Prevention and Education) to conduct a community health assessment to identify significant community health needs in each county. The health council submitted a description of the significant needs, sources of supporting data, how the needs were determined, and the alignment of the needs with state and national health goals (Healthy People 2020 [www.healthypeople.gov](http://www.healthypeople.gov)).

Publicly available epidemiologic data, the results of community surveys, as well as health council discussions and local narratives were used by the health council to determine significant health needs. The council reviewed state and national health priority areas for alignment. Additional details including individuals who provided input can be found in the CHNA report.

The top community health needs for 2016-2019 identified by the council are:

1. Alcohol use and misuse in the teen population
2. Prescription drug misuse
3. Diabetes
4. Lack of substance abuse rehabilitation or treatment facility
5. Inadequate mental health care

The Center for Community Health worked with Socorro General Hospital leadership to review and prioritize the significant health needs for 2016-2019 for this region. Per IRS requirements, SGH heavily weighted community input in identifying and prioritizing significant health needs. The importance to the community as well as consideration of size and severity of the need, community assets, alignment with PHS purpose, vision, and values, existing interventions, sustainability, resources, and potential for greatest impact informed the selection and prioritization of four significant health needs Presbyterian will address in Socorro County.

Based on community input, alignment with county priorities, the potential to impact significant health issues in New Mexico, and the substantial investment in these areas in 2013-2016, Presbyterian will continue to focus on healthy eating, active living, and prevention of unhealthy substance use with an additional focus on behavioral health in Socorro County for the next three years.

As part of the Community Health Needs Assessment process, two community health forums facilitated by the PHS Director of Community Health and the SGH Director of Community Based Programming were held in Socorro County to gain insight into the specific barriers, opportunities and potential strategies for achieving the stated priorities in the community. Input affirmed the health priority areas and provided valuable information on community assets and potential partners for community health improvement plans. As outlined in the IRS requirements, forum participants included:

- People with special knowledge of or expertise in public health
- Federal, tribal, regional, state, or local health or other departments or agencies with current data or other information relevant to the health needs of the community served by the hospital facility
- Leaders, representatives or members of medically underserved, low- income and minority populations and populations with chronic disease needs in the communities served by the hospitals
- Business and economic development professionals and non-profit leaders

## Plan Development

Presbyterian and community partners have been and will continue to use a collective impact approach for community health improvement planning and implementation. This approach focuses on capacity-building and partnership with local health infrastructure to leverage resources and implement broad evidence and practice-based community health activities in order to address significant health needs in the county.

The following principles were identified to guide the development of the interventions incorporated in the Implementation Plans:

- Data will be used to drive identification of interventions
- Interventions will be based on professional theories and will be consistent with professional and/or best known evidence or practices



### Section 3: Plan Adoption

- The purpose of the interventions will be clearly stated and easy to understand
- Interventions will be simple and will support and enhance existing interventions
- Interventions will be practical and realistic
- Interventions will be sustainable
- Interventions will be engaging to the priority population
- Interventions will be age appropriate and culturally relevant
- Interventions will promote equity and will not reinforce disparities in health outcomes
- The plan will be integrated with existing hospital and PHS plans
- PHS will collaborate with existing agencies to strengthen adopted strategies
- Interventions will be evaluated and monitored

Additionally, PHS used the guidelines from 2015 IRS Schedule H instructions (p. 17-18), which specify that a community health intervention must:

- Be carried out or supported for the purpose of improving community health or safety
- Be subsidized by the organization
- Not generate an inpatient or outpatient bill
- Not be provided primarily for marketing services
- Not be more beneficial to the organization than to the community (e.g. not designed primarily to increase referrals of patients with third-party coverage)
- Not be required for licensure or accreditation
- Not be restricted to individuals affiliated with the organization (employees and physicians)
- Meet at least one community benefit objective, including improving access to health services, enhancing public health, advancing generalizable knowledge, and relieving government burden
- Respond to demonstrated community need

## Plan for Prioritized Significant Health Needs

### Healthy Eating

#### Goal 1

##### Increase access to healthy food for youth and families in Socorro County

Offer the CYFD At-Risk and Summer feeding program through the Socorro General Hospital cafeteria

#### Goal 2

##### Support cooking and nutrition education to Socorro County residents for youth and adults

Increase availability and awareness of classes

#### Goal 3

##### Increase use of Socorro County Farmers' Markets

SNAP 2 for 1 and other incentives

Increase distribution to and utilization of Farmers' Markets incentives by families with young children and senior adults in Socorro County

Incentivize more farmers to increase produce availability

*Support  
Community &  
School Gardens*

#### Goal 4

##### Investigate increased availability of fresh produce to rural and urban communities in Socorro County

Support availability of healthy food at community gatherings, activities

Investigate pricing and business strategies to increase availability of affordable, fresh food

#### Goal 5

##### Support development, maintenance, and use of community and school gardens in Socorro County

Provide stipends for community members to maintain gardens

Share information to community on availability and use of gardens

Work with and towards a community garden through NM Tech

### Active Living

#### Goal 1

##### Support increased physical activity through access to trails

Support efforts to expand and connect existing walking trails to Socorro General Hospital

#### Goal 2

##### Support organized groups in Socorro County that encourage and educate about active living and health

**Goal 3**

**Provide education about active living**

Increase number of volunteers and volunteer hours of SGH employees to support organized active living events in Socorro County

Provide incentives or rewards for participating in active living opportunities

Support Safe Routes to School and Healthy Kids initiatives in Socorro County

**Prevention of Unhealthy Substance Use**

**Goal 1**

**Support positive youth development**

Support continuation and expansion of prevention efforts in schools

Support Teen Court and other programs in Alamo, NM

**Goal 2**

**Support Healthy Kids initiatives in Socorro County**

**Behavioral Health**

**Goal 1**

**Support First Born Socorro Program**

Support expansion of Infant Mental Health programs and services

*Support Healthy Kids Initiatives & Safe Routes to School in Socorro County*

**Goal 2**

**Encourage statewide dissemination of SAMSHA-HRSA Mental Health First Aid Training for first responders, medical personnel, and other interested community members.**

Investigate training school personnel and people working with young people

**Goal 3**

**Participate in local and regional collaboration to identify and discuss priorities for improving the mental and behavioral health of Socorro County residents**

Partner with the Socorro County Health Council to assess needs and innovative solutions for access to mental and behavioral health services

Bring greater awareness to existing mental and behavioral health resources

Help reduce stigma of mental and behavioral health conditions and treatment

## System-wide Strategies and Interventions

### Goal 1

Support coordinated strategy to inform residents about available resources for healthy eating, active living, and prevention of unhealthy substance use

### Goal 2

Develop and implement social marketing campaign to influence behavior change related to healthy eating, active living, and prevention of unhealthy substance use

### Goal 3

Support evidence based or theory driven chronic disease and/or diabetes management and prevention initiatives

### Goal 4

Partner with Socorro County Health Council to support healthy eating, active living, prevention of unhealthy substance use, and behavioral health activities and other health council priorities identified in the CHNA and unaddressed by this plan

Support health council efforts to build relationships and increase activities outside of the city of Socorro and improve health in rural and other areas of Socorro County

### Goal 5

Advance local community health leadership development and support community capacity building efforts in Socorro County

### Goal 6

Promote equity and the elimination of health and healthcare disparities

Investigate and promote cultural relevancy and language accessibility for community health improvement activities

Broaden coalition of stakeholders and partners to better facilitate services and programs that address needs of medically underserved, low-income, or minority populations.

*Support Evidence-Based Chronic Disease & Diabetes Management*

## Community Health Needs Not Addressed in This Plan

Given the Presbyterian investment in the community health priorities of healthy eating, active living, and prevention of unhealthy substance use, and the alignment of these priorities with the Socorro County community needs PHS will be continuing to focus on these existing priorities with the additional priority of behavioral health. Consistent with the PHS purpose to improve the health of the patients, members and communities it serves, Presbyterian remains committed to providing preventive, acute, episodic and chronic care to address the priority health conditions in each community with input from communities, key stakeholders and governance.

What follows is a description of how PHS is addressing the remaining needs identified by the council and includes activities not incorporated into the plan.

The top community health needs for 2016-2019 identified by the Council are:

1. Alcohol use and misuse in the teen population
2. Prescription drug misuse
3. Diabetes
4. Lack of substance abuse rehabilitation or treatment facility
5. Inadequate mental health care

All of the significant health needs identified for Socorro County are addressed by the Community Health Implementation Plan. Implementation plans include strategies to address and prevent unhealthy alcohol and prescription drug use, including interventions that prioritize adolescent populations. Strategies to promote healthy eating, active living, and prevention of unhealthy substance use address major risk factors for diabetes, chronic diseases, and other poor health outcomes. Presbyterian works to increase access to mental and behavioral healthcare as well as general health and wellness services through system-wide strategies focused on health equity, cultural relevancy, collaboration, and local health capacity building. Community members needing immediate mental or behavioral health care are transported from SGH to Albuquerque where a variety of PHS services and community resources are available.



## **Plan Adoption and How to Get Involved**

## Board Approval and Implementation

This Community Health Implementation Plan was approved by the SGH Board in July 2016 and by the PHS Board Quality Committee in August 2016.

Socorro General Hospital will implement the CHIP throughout 2016-2019 with regular updates that will be posted on phs.org.

If you have questions about the plan or would like to participate in the process, please call the PHS Center for Community Health at (505) 559-6852.

## Additional Resources and Opportunities

Below are a few additional resources and services in Socorro County.

For a more complete picture of Socorro County assets, existing services, and community programs please see the Socorro County CHNA or visit the Socorro Community Health Council website.

ShareNM [www.sharenm.org/communityplatform/newmexico](http://www.sharenm.org/communityplatform/newmexico)

Socorro County Healthy Kids on Facebook [www.facebook.com/Socorro-County-Healthy-Kids-1584890615097582/](http://www.facebook.com/Socorro-County-Healthy-Kids-1584890615097582/)

Socorro Community Health Council [scopehealthcouncil@gmail.com](mailto:scopehealthcouncil@gmail.com)

To learn more about SGH Community Based Programs call 575-835-8791.

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