

**St. Joseph Regional Medical Center**  
**Tobacco Prevention Implementation Strategy & Progress Report**

December 15, 2016

Community outreach has always been a high priority for St. Joseph Regional Medical Center and our Cancer Program. Through community collaboration, partnerships, sponsorships and hospital-sponsored activities, St. Joseph and the cancer program supports the overall outreach goals and activities of the hospital, while also developing its own program to improve the health of our community regarding cancer and cancer care.

**PRIORITIZED NEED #1 Lung Cancer**

**GOAL: Reduce the incidence and mortality of tobacco-related cancers**

**ACTION PLAN**

**STRATEGY 1: Support expanded access to and promoting the use of comprehensive tobacco cessation programs and services**

**BACKGROUND INFORMATION**

- *Target population is adults and adolescents of all socioeconomic backgrounds*
- *The community and region that St. Joseph serves experiences a high incidence of lung cancer. Additionally, lung and bronchus cancer is the 2<sup>nd</sup> most commonly diagnosed cancers in the States of Idaho and Washington amongst women and men. In the state of Idaho, 87% of lung cancer deaths are attributable to tobacco use.*

**RESOURCES:**

**St. Joseph Respiratory Therapy (RT), St. Joseph Cancer Center (CC), SJ Community Health (CH), Public Health (PH), Cancer Awareness & Prevention Coalition (CAP), Tobacco Task Force/Coalition (TFC)**

<b>ACTIONS (STRUCTURE)</b> <i>(Include estimated dates for when actions will be implemented)</i>		<b>LEAD ORG / STAFF</b>	<b>COLLAB ORG / STAFF</b>	<b>PROCESS MEASURES – OUTPUTS</b> (# Products, materials, people reached...)			
				<u>Indicator</u>	Baseline Value/Date	Target Value/Date	Source
						<b>Actual</b>	
1	By end of 2016, increase the # of patient referrals to Tobacco Cessation programs by SJRMC Providers through referral processes & screens in all EMR systems at SJRMC (Meditech, Allscripts, Mosaik).	(RT)/Keys (CC)/Parkinson (PH)/Henson	CC, CH, RT	Referral	<u>48</u> /2015	<u>53</u> /2016 (+10% )  <b><u>37</u> /2016</b> <b>(-29.7%)</b> <b>Cancer Ctr. =21</b> <b>RT=14</b> <b>Internal Med = 2</b>	Program Records
2	Increase the number of Tobacco Cessation Classes by providing space at SJRMC for Public Health to hold Tobacco Cessation classes.	(RT)/Keys	CH, PH, RT	Class dates	<u>0</u> /2015	<u>6</u> /2016  <b><u>24</u> /2016</b>	Program Records
3	Partner with Public Health to participate in community outreach activities and distribute tobacco cessation prevention/educational packets at community health fairs/events.	(CH)/Metcalf	CH, CC RT, PH	Events	<u>3</u> /2015	<u>4</u> /2016  <b><u>5</u> /2016</b> <b>Go Red Event</b> <b>Relay for Life</b> <b>NPC Fair</b> <b>COPD Event</b> <b>CWP Health Fair</b>	Program Records
4	Collaborate with Public Health to provide TAR WARS presentations at local elementary schools	(CH)/Metcalf	RT, CC, PH	Present	<u>0</u> /2015	<u>3</u> /2016  <b><u>3</u> /2016</b>	Program Records
5	Strengthen community partnership and communication through participation in quarterly Cancer Awareness and Prevention (CAP) and Tobacco Task Force (TTF) meetings	(CH)/Various staff members	CC, CH, RT	Meeting	<u>4</u> /2015 (CAP) <u>0</u> /2015(TTF)	<u>4</u> /2016  <b><u>6</u> /2016</b> <b>5 - CAP</b> <b>1 - TTF</b>	Program Records
6	Promote tobacco cessation classes and resources via SJRMC website and social media	(CH)/Metcalf	CH, PH	Web Activity	<u>3</u> /2015	<u>8</u> /2016  <b><u>11</u> /2016</b>	Analytics Data

<b>STRATEGY ALIGNMENT WITH LOCAL, STATE &amp; NATIONAL OBJECTIVES – <u>PRIORITIZED NEED #1</u></b>			
<b>SMART OBJECTIVE</b> <i>(I, II, III...)</i>	<b>LOCAL/COMMUNITY PLAN</b> <i>(Identify relevant community objective(s))</i>	<b>STATE PLAN</b> <i>(Identify relevant state objective(s))</i>	<b>HEALTHY PEOPLE 2020/OTHER NATIONAL PLAN</b> <i>(Identify relevant national objective(s))</i>
I, II	2012 Community Health Needs Assessment	Idaho Comprehensive Cancer Strategic Plan 2016-2020	By 2020, reduce the lung cancer date rate from 50.6% to 45.5%.
I,II		Comprehensive Cancer Alliance For Idaho (CCAI)	Behavior Risk Factor Surveillance System Data BRFSS