



# IMPLEMENTATION PLAN 2012-2015

Cumberland Healthcare is an independent, nonprofit, community-based facility that serves northwest Wisconsin located in Cumberland, WI. Cumberland Healthcare became a Critical Access Hospital on August 19, 2005, licensed for 25 acute care beds, including 3 in The Birthplace.

This report summarizes the hospital's plan to address high-priority needs identified in the 2013 Community Health Needs Assessment. Highlighted needs include: alcohol & drugs (including tobacco), mental health and chronic disease.

*Read the full Community Health Needs Assessment Report at [www.CumberlandHealthcare.com](http://www.CumberlandHealthcare.com)*





## Our high-priority needs include:

### A. Alcohol & Drugs (Tobacco)

#### How are we helping?

1. After looking through data specific to our facility, Cumberland Healthcare (CH) was alarmed with the numbers of pregnant women smoking during pregnancy. We have decided to collaborate with Wisconsin Women's Health Foundation and Barron County Public Health to provide a well-established cessation program focusing on helping pregnant women remain tobacco free during their pregnancy.



2. Establishing a smoking cessation program for all employees of CH- partnering with Wisconsin Tobacco Quit Line along with our insurance and employee wellness company.

### B. Mental Health

#### How are we helping?

1. CH has partnered with thrive Barron County as having an active participant on the Mental Health Work Group. thrive has already established an on-going resource guide that will be available online. CH will continue to have representation on this work group to ensure any creation of possible partnerships in the mental health field.



Contact on all three focus areas:

Bobbi J. Wyss, Marketing Specialist with Cumberland Healthcare

Phone: (715) 822-5164 • [bwyss@cumberlandhealthcare.com](mailto:bwyss@cumberlandhealthcare.com)



## C. Chronic Disease

### How are we helping?

1. CH has partnered with Be Well Barron County, Healthier Cumberland, Cumberland School District and the Boys & Girls Club of Barron County to help implement the Sprouting Healthy Kids Gardening Grant. All of these organizations are working on establishing community gardens for the schools' use-- teaching children basic gardening skills. This is a great opportunity for the children to gather information about nutritious eating while learning life lessons on gardening.
2. CH will continue to provide our annual Know Your Numbers Health Fair. This event is completely free to the public with no appointments necessary. CH provides free health screening including: blood pressure, body mass index, body composition, triglycerides, cholesterol and glucose. The results of these screenings are then sent to the recipient and their health care provider.
3. CH plans on establishing an annual "Diabetic Day" in November. This day will be filled with free glucose screenings open to the public and a talk with the doc (endocrinologist and family practice providers) focused on diabetes prevention. From this day, there may need to be some support groups established focusing on weight loss and diabetes prevention/management.
4. CH plans to continue supporting Rice Lake Free Clinic in Rice Lake, WI with medical equipment and staff. Rice Lake Free Clinic provides healthcare for uninsured and underinsured people of Barron, Rusk and Washburn Counties.
5. CH has partnered with Be Well Barron County, Healthier Cumberland, Cumberland School District, Turtle Lake School District and United Healthcare Insurance to provide a "Healthy Habits" event to be held at Cumberland and Turtle Lake School District Open Houses. Providing information on healthy snacks, well-balanced packed lunches, trying new foods and information on portion sizes.