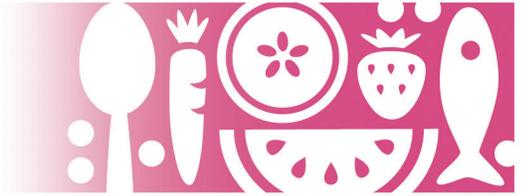




**HEALTHY
KANSAS
HOSPITALS**

HEALTHY OPTIONS ARE THE ROUTINE, EASY CHOICE.



Centers of Excellence Award Winner

Case Study: Clara Barton Hospital

Overview

As employers and health care providers, hospitals have both a responsibility and a vested interest in improving the health of their communities. Today, an increasing number of Kansas hospitals are embarking on new opportunities to impact population health by promoting healthy choices and behaviors from the inside out. Recognizing a need to address the rise of chronic diseases and encourage healthy behaviors in everyday living, Clara Barton Hospital (Hoisington, Kansas) signed the *Healthy Kansas Hospitals* pledge in April 2015.

Since then, the hospital has made significant changes to its food and beverage policy to encourage healthy lifestyle choices among staff, patients and guests. As a result, Clara Barton Hospital has seen a positive shift in its overall culture, as well as a substantial increase in dietary revenue. For outstanding achievements and innovation, Clara Barton Hospital was named among the *Healthy Kansas Hospitals Centers of Excellence* in 2016.

“*To have healthier communities, we as health care providers must lead by example. It starts with us – with the health of our hospital leadership and staff – and from there we create new opportunities to improve public health.*”
– Jim Blackwell, President and CEO



Objective: Inspiring a Healthier Community

Hospital administrators and staff at Clara Barton Hospital took a proactive step to addressing preventable disease by signing the *Healthy Kansas Hospitals* initiative – a project led by the Kansas Hospital Education and Research Foundation. The program is designed to inform and support efforts to promote healthy food and beverage environments in Kansas hospitals. Clara Barton Hospital saw this initiative as an opportunity to become champions of change across their organization as well as the larger Hoisington community.

Key Strategies & Tactics

While the hospital continuously generates new ways to promote healthy behaviors and address population health, key strategies and tactics implemented so far at Clara Barton Hospital include:

Wellness Committee

After signing the pledge, the hospital formed a new Wellness Committee to implement policy changes and continuously seek new ways to encourage nutritious eating and exercise. Members of the committee include representatives from a variety of departments to maximize the opportunity for innovative ideas and constructive feedback.

Increased Availability of Healthy Foods & Drinks

The menu at Clara's Corner Café, the hospital's dining area, has changed significantly for the better. The salad bar is now stocked with more fresh fruits and vegetables (and fewer heavy pastas). The Café also offers fresh wraps and healthier snack options such as yogurt and granola, and they replaced the deep fat fryer with a nutritious steamer. Tea, coffee, and fruit-infused water are now offered free of charge to all staff, guests, and patients, and the prices for sugary beverages have increased to disincentivize

excess sugar consumption. A snack cart also visits each department of the hospital once a month to provide healthy snacks to staff.

Integrated Physical Activity

In addition to selecting healthier foods, hospital leaders, administrators, physicians and staff began participating in more fitness activities. The hospital continues to use social media to encourage staff to participate in events such as community walks, races and Relay for Life. The hospital also hosts a 5K run each year in order to get more people moving and engaged in physical fitness activities.

Community Partnerships

Going beyond the hospital walls, the Wellness Committee partners with local organizations to promote healthy foods and recipes, and to raise awareness about the benefits of physical activity. For example, they work with a local grocery store to create and print healthy recipes related to weekly ads and specials, complete with point of purchase promotional materials that connect the healthy suggestions and options back to Clara Barton Hospital. They are also partnering with community gardens to revitalize the community and provide locally grown, fresh produce to individuals at the hospital. Through partnerships with other organizations, including the Center for Wellness, the Be Well Barton County Committee and the local school district, Clara Barton Hospital is extending its reach in providing public education on specific health and wellness issues.

Critical Success Factors

Leadership Support & Guidance

To build a healthier community, administrators at Clara Barton Hospital knew they needed to take ownership of their roles in chronic disease prevention and self-management – and that meant leading by example. From the beginning, the leadership team helped pave the way by modeling healthy choices and behaviors in their own lives and encouraging others to focus on healthy living as well.

“We are practicing what we preach and spreading that energy out to the community, and I think that’s a big part of our success so far – we are living our mission,” said Jane Schepmann, Chief Nursing Officer and head of the Wellness Committee. With top-down leadership guiding the way, Clara Barton Hospital has achieved great success and garnered a lot of participation as a Healthy Kansas Hospital.

Employee Engagement

For these changes to take hold in ways that lead to a measurable, long-term impact on population health, administrators at Clara Barton Hospital understood the importance of inspiring employees to embrace the changes and benefits of healthy living. To ensure they had adequate support and buy-in of their team, the Wellness Committee surveyed employees for ideas and input. Based on the information garnered, the committee was able to implement changes that people were happy to adopt in their daily lives.

“The sustainability of this initiative is within us as we continue to engage others, spread excitement and promote healthy behaviors from the inside out,” said Blackwell. “We see this as a platform to partner with patients and bring the whole community on board with better health.”

Strategic Allocation of Resources

As a small community hospital, Clara Barton Hospital has to be strategic about how they allocate their resources for this initiative – and that’s okay, they say, because big spending is not always necessary for big impact. They did not roll out an elaborate budget to implement these changes, and they did not try to take on more than their existing resources could accommodate.

Results

Increased Sales & Revenue

Since implementing the changes, dietary revenue at Clara Barton Hospital has increased by 27 percent.

Healthier, Happier Employees

As a result of these changes, administrators and Wellness Committee members have observed an uptick in employees taking responsibility for their health by making healthier food choices inside and outside the facility.

Increased Personal Responsibility

While Clara Barton Hospital has already seen a significant change in its staff, administrators hope their mission will continue to spread to other residents in Barton County. Ultimately, the leadership team and wellness committee would like to see increased participation from outside the hospital – and in the future, they hope to measure their success with improved discharge numbers and readmission rates, important metrics for creating a healthier community.

Next Steps

The hospital plans to review its food and beverage policy annually to make adjustments and additional improvements as needed over time. As they continue seeking out new opportunities to build a healthier community, the team at Clara Barton Hospital is confident they will see ongoing success. Plans are already underway for a smoothie bar that will serve winning recipes submitted by Clara Barton Hospital staff. The Wellness Committee also plans to expand the hospital’s Chronic Disease Self-Management program to help educate residents of the community about the management of chronic conditions. With the investments they have already made and the feel-good benefits that have taken place, the wheels have been set for continuous improvement and forward momentum.

About Clara Barton Hospital

Clara Barton Hospital is a 23-bed community hospital in Hoisington, Kansas. Serving more than 25,000 residents in Barton County, the hospital provides medical and surgical services at the main hospital campus and affiliated clinics. Named after the founder of the American Red Cross, Clara Barton Hospital’s mission is to meet the health care needs and improve the quality of life for the community it serves.



About Healthy Kansas Hospitals

The *Healthy Kansas Hospitals* initiative is a project of the Kansas Hospital Education and Research Foundation. Established in 1969 by the Kansas Hospital Association, KHERF’s mission is to facilitate collaboration and innovation to improve health delivery for Kansas communities. The Kansas Hospital Association is a voluntary, non-profit organization existing to be the leading advocate and resource for members. For more information, visit HealthyKansasHospitals.org.

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