2013 Community Health Needs Assessment and Implementation Strategy Overview

The 2013 needs assessment was jointly sponsored by Reading Health System, Berks County Community Foundation, PennState Health St. Joseph and United Way of Berks County. An extensive research process resulted in the community identifying four key areas of focus. Those priorities are listed below. The 2013 CHNA and Implementation plan can be found at www.readinghealth.org/CHNA.

1. PRIORITY: Maternal, Infant, and Child Health
   
   Strategy: Promote availability of services for pre-natal care
   
   ✓ Increased awareness of importance and availability of pre-natal services.
   ✓ Implemented a health communication campaign promoting availability of pregnancy prevention services among teens.
   ✓ Promoted health education at area schools for pregnancy prevention and access to resources.
   ✓ Worked with area school districts to provide health education to teens on prevention methods and access to resources to reduce teen pregnancy rates.

2. PRIORITY: Mental Health
   
   Strategy: Assess feasibility of co-locating primary care and mental health services to better coordinate patient care
   
   ✓ Worked with primary care practices and mental health providers to pilot co-located services in order to judge feasibility for system-wide roll out.
   ✓ Explored opportunities to collaborate with Berks County Service Access Management, Inc., to provide case management services via telemedicine or hotline in the Emergency Department.
   ✓ Reviewed Hospital policies and procedures for handling patients with mental health needs.
   ✓ Participated in a collaborative community group with County mental health services to develop appropriate network of support.
3. **PRIORITY: Obesity**

*Strategy Promote availability of healthy food choices*

- Completed Food Access and Security Needs Assessment in the City of Reading to determine access to fresh produce.
- Developed and implemented a Farm to Preschool program at Reading Health System’s onsite day-care facility.
- Promoted and supported local farmers’ markets in the community.
- Promoted increased physical activity and exercise by creating Berks Outdoor App.
- Created a health communication campaign to make community members aware of various types of physical activity and places they can go to exercise, e.g. YMCA, parks, trails, etc.