



PROCESS

In accordance with the provisions set forth in the Affordable Care Act (ACA), St. Claire Regional Medical Center has updated its Community Health Needs Assessment, as is required every three years. The process of preparing this updated CHNA was done within the structure of the Gateway Wellness Coalition (GWC), which was formed in 2012 to conduct SCR's initial ACA-required needs assessment. GWC partners include SCR, the Gateway District Health Department and Morehead State University, among others.

Rather than starting from “square one” and repeating/duplicating work that was done over the past few years, SCR and GWC leaders/participants determined that it would be more efficient and beneficial to build on the solid foundation already laid by the GWC, which has included ongoing assessment of community health needs and relevant data review/analysis. The GWC structure – including an Executive Committee, county-level steering committees and health concern-specific subcommittees – has bolstered existing partnerships and been a strong impetus for new ones to efficiently meet the needs and requirements of the assessment process on an ongoing basis.

GWC leaders have produced an updated Community Health Status Report for the GWC region and each of the counties, providing a snapshot of what our communities look like.

Based on ongoing data analyses, community-level assessments (with significant and diverse community representation on various committees and subcommittees), available resources and the effectiveness of GWC initiatives already in place, the GWC and SCR have identified the following community health needs as critical focus areas over the next three years:

- **Community Nutrition, Recreation and Physical Activity, with Emphasis on Childhood Obesity**
- **Access to Quality Health/Dental Care, Particularly for those in Poverty and the Uninsured**
- **Tobacco Use and Smoking Cessation**
- **Drug Addiction/Prescription Drug Abuse**

Improved health literacy will also be a point of emphasis over the next three years.

An indication of the positive impact that the GWC's assessment, collaboration, capacity-building and strategic implementation work has already had are the honors the coalition has received. In August 2014, the GWC received a Health Impact Award for Regional Service from the Shaping Our Appalachian Region (SOAR) organization, spearheaded by U.S. Rep. Harold “Hal” Rogers. In 2015, the GWC received the annual Community Partners Award from the Morehead-Rowan County Chamber of Commerce, Inc. The “GoNoodle Plus” Program, co-sponsored by the GWC and Passport Health Plan, received a 2015 kyhealthnow award for efforts to make area schools healthier places for students.

The Community Health Needs Assessment will be shared with as many members of the community as possible. Findings will be shared with key stakeholders, including our GWC committees, Chambers of Commerce, various business leaders and civic groups. The CHNA will be available on the hospital website (st-claire.org), and paper copies will be offered at each of the following locations: SCR Marketing/PR, the St. Claire Foundation and SCR Administration.

CHNA HEALTH NEEDS & IMPLEMENTATION STRATEGIES

COMMUNITY NUTRITION, RECREATION AND PHYSICAL ACTIVITY, WITH EMPHASIS ON OBESITY

- **ALL** – The GWC’s ongoing Pediatric Obesity Initiative, which was launched in April 2016 with a conference on pediatric obesity intended for medical providers, social workers, dietitians and others who work with obese children and their families. The intention is to use the conference as a springboard to continue working with providers to improve care for pediatric obesity, with the possibility of establishing an interdisciplinary pediatric obesity clinic.
- **ALL** – School-based obesity prevention interventions that seek to increase physical activity and improve nutrition before, during, and after school. One example of an ongoing GWC-initiated collaborative initiative is the “GoNoodle Plus” Program. GoNoodle helps teachers channel classroom energy with short interactive “brain breaks”, desk-side activities that help kids achieve more by keeping them engaged and motivated throughout the day. The GWC, SCR and Passport Health Plan have partnered to provide GoNoodle Plus in every school in the SCR service region at no cost to the schools. As of completion of this assessment, 43 percent of the eligible teachers in the SCR service region were active GoNoodle users, with more than 7,100 students participating in GoNoodle activities.
- **ROWAN COUNTY** – Another ongoing GWC strategy is the “Walking 4 Wellness” Program, which encourages fourth-grade students to be physically active by logging how far they walk. The project has existed for three years and has evolved into a partnership with students in the University of Kentucky College of Medicine Rural Physician Leadership Program, based in Morehead.
- **ALL** – Fitness programs in community settings, which could be offered in a variety of community settings including wellness, fitness, community, and senior centers.
- **ALL** – The GWC is exploring the concept of a “Farmacy Program” in which medical providers would have the option of prescribing fresh produce for patients who could then purchase the produce using a token or voucher program at local farmers markets.
- **BATH COUNTY** – Nutrition classes have been presented by the Bath County Extension Service and the district Food Service Department to students in Bath County Schools.
- **BATH COUNTY** – GWC representatives are participating on the Bath County School District Wellness Committee, which sets district-wide wellness policies for students and faculty. The GWC aided in the establishment of a walking club for Bath County High School students and faculty.
- **MENIFEE COUNTY** – Explore funding for a walking park at the fitness center to connect the areas of low income housing, and the local medical center to the fitness center. Improve walking trails at Broke Leg Falls County Park.

ACCESS TO HEALTH/DENTAL CARE

- **ALL** – Expand the University of Kentucky College of Medicine Rural Physician Leadership Program in Morehead- Rural training tracks and programs focus medical school training and learning experiences on the skills necessary to practice medicine in rural communities. These initiatives often recruit students from rural backgrounds and students who have expressed an interest in practicing medicine in small towns and rural locations upon completion of their medical training. The RPLP program has been highly successful, and plans have been announced to expand that program, as much as tripling enrollment in the near future.
- **ALL** – St. Claire Regional opened a new Dental Clinic in Morehead in 2013 in response to the need for more dental services in the community.
- **ALL** – The Gateway District Health Department received a grant to provide dental varnishing for students in grades 1-5. The GDHD hopes to secure grant funding to continue this initiative.
- **ALL** – Financial incentives such as payments, vouchers, and prize drawings can be used to encourage patients to undergo preventive care such as screenings, vaccinations and other brief interventions.
- **BATH COUNTY** – Strengthen ties with and support of the New Hope Clinic, a respected provider of free care for the uninsured and underinsured in Bath County.
- **BATH COUNTY** – The GWC has promoted a program to increase the number of individuals who are screened for colon cancer using FIT (fecal immunochemical test) kits and via a community education program on colon cancer symptoms. Participants could tour a 33-foot inflatable colon with a healthcare professional to learn more about colon health.

CHNA HEALTH NEEDS & IMPLEMENTATION STRATEGIES

CONTINUED

- **ALL** – Establish and promote a GWC social media presence for regional health events and screenings.
- **MENIFEE COUNTY** – Have worked with Menifee County High School students to develop posters and other materials regarding dental health, which were used at various school and community events. The GWC will continue this relationship with MCHS students to promote dental health.
- **MENIFEE COUNTY** – Continue to provide educational booths/materials at community meetings and events on topics like dental health and diabetes.
- **MENIFEE COUNTY** – Explore and expand available transportation services (public or otherwise) to serve residents of remote areas to increase access to medical services.

TOBACCO USAGE

- **ALL** – Over the past year, the GWC Tobacco Subcommittee has consistently met on a monthly basis to discuss ways to address tobacco issues Coalition-wide. The subcommittee has conducted a survey about smoking cessation programs offered by institutions in the region, as well as about opinions regarding electronic cigarettes and the effectiveness of smoke-free policies. Data were collected from each health department, all high schools and middle schools and from two acute-care hospitals. The survey results are being analyzed.
- **ALL** – The GWC is exploring a collaboration with the University of Kentucky College of Nursing to develop an online smoking cessation specialist training program that would, in part, be conducted via St. Claire Telemedicine resources.
- **ALL** – SCR and the Gateway District Health Department partner to provide smoking cessation classes at little or no cost (depending on available grant funds) to interested residents.
- **ALL** – The Tobacco Subcommittee is compiling resources to make an effective appeal to county and city government officials on the issue of smoke-free ordinances. The city of Morehead has already adopted such an ordinance. However, we anticipate this being a prolonged endeavor with other city councils and fiscal courts. But we are committed to addressing possible concerns that might be raised.
- **ALL** – SCR's Director of Marketing/PR has been appointed to the Kentucky Health Collaborative's Smoking Cessation/Tobacco-Free Work Group.
- **MENIFEE COUNTY** – Curtailing tobacco use has and continues to be a major GWC focus in Menifee County. The Coalition assisted in developing a Tobacco-Free Policy for Menifee County High School. The policy has been approved by the Menifee County School Board and takes effect on July 1, 2016. GWC representatives have also attended numerous Frenchburg City Council meetings and organized a public forum to discuss a possible smoke-free city ordinance. The GWC has also secured a series of mini-grants from the University of Kentucky's Center for Clinical and Translational Sciences (CCTS) to fund anti-smoking initiatives. With the aid of one mini-grant, Morehead State University student nurses worked with Menifee County High School students to develop a display regarding the effects of secondhand smoke. The display has been used at numerous events. MCHS students also developed anti-smoking community educational materials, as well as public service announcements regarding secondhand smoke that have aired on the local television station. The group also worked with the local newspaper on multiple articles about the effects of secondhand smoke in Menifee County.

DRUG ABUSE

- **ALL** – With the loss of funding for the Rowan UNITE program – which was the community's most high-profile drug prevention organization and a GWC ally – the GWC will explore new strategies pertaining to drug abuse awareness, prevention and treatment.
- **ALL** – Pursue greater collaboration with Pathways and the Morehead Inspiration Center, a Kentucky Department of Corrections residential substance abuse recovery center.
- **ALL** – Educate physicians and other medical providers about warning signs of prescription drug use and appropriate ways to address it when identified.



County Health Data Summary

visit www.st-claire.org/gwcddata for complete data sets and sources

Demographic & Socioeconomic



	Bath	Menifee	Morgan	Rowan	Kentucky	US
Designated as Distressed by ARC	Yes	Yes	Yes	Yes	—	—
Population Growth per Decade since 1970 Census	6%	13%	9%	8%	8%	11%
High School Graduation Rate EdFacts	86.8%	92.4%	82.1%	94.0%	88.9%	84.3%
Median Family Income Census - ACS	\$37,853	\$35,185	\$37,821	\$51,325	\$54,928	\$65,443
Per Capita Income Census - ACS	\$17,137	\$16,463	\$16,378	\$18,168	\$23,740	\$28,554
Population Receiving SNAP Census - SAI	30.1%	30.5%	29.3%	25.6%	19.7%	15.8%
Population below 100% Federal Poverty Level Census - ACS	26.7%	28.8%	29.7%	25.9%	18.9%	15.6%
Unemployment Rate January 2016 BLS	10.2%	12.3%	10.4%	6.8%	6.2%	5.3%

Health Resource Availability



	Bath	Menifee	Morgan	Rowan	Kentucky	US
Population Receiving Medicaid Census - ACS	36.6%	38.4%	39.1%	22.2%	22.4%	20.8%
Primary Care Physicians per 100K Population Area Health Resource File	8.5	32.2	21.9	119.4	64.5	74.5
Dentists per 100K Population Area Health Resource File	8.4	31.8	29.9	55.3	59.4	63.2
Mental Health Providers per 100K Population County Health Rankings	176.4	124.0	83.1	228.0	116.0	134.1

Health Outcomes



	Bath	Menifee	Morgan	Rowan	Kentucky	US
Health Outcomes Ranking (of 120)	95	79	76	70	—	—
Health Behaviors Ranking (of 120)	72	45	105	64	—	—
Clinical Care Ranking (of 120)	83	89	99	28	—	—
Physical Environment (of 120)	56	99	21	91	—	—
Poor or Fair Health (self-rated)	27%	25%	29%	21%	—	—