

Community CHNA Implementation Plan Annual Report FY20

Organization Description:

King's Daughters Medical Center is a regional referral center serving eastern Kentucky and southeastern Ohio. KDMC has developed many collaborative partnerships to help meet the health needs of the area it serves. This CHNA Implementation Plan formally extends KDMC's intent to improve the health of the people of the area.

Service Area Description:

The assessed counties (Boyd, Carter and Greenup in Kentucky and Lawrence in Ohio) lay in the foothills of the Appalachian Mountains, situated at the border between Ohio, Kentucky and West Virginia. This area is known for unhealthy behaviors and poor health outcomes.

According to the US Census Bureau, American Community Survey, a total of 173,766 people live in the service area, which covers 1,367 square miles. The population is made up of 22.1% children/youth (age 0-17), 60.2% adults (age 18-64) and 17.7% seniors (age 65 and older). All four counties have a total poverty level higher than both states and the nation. The median and per capita income levels for the region are well below Kentucky, Ohio and the United States. Medicaid enrollment in the four counties is well above both states and the nation. With the exception of Carter County, Kentucky, the area fares better with healthcare insurance enrollments than the states and nation. When considering educational attainment, only Boyd County, Kentucky has a lower rate worse than the states and nation. of adults that do not have a high school diploma.

Needs Assessment:

King's Daughters conducted a Community Health Need Assessment (CHNA) in partnership with Our Lady of Bellefonte Hospital and the Healthy Choices, Healthy Communities Coalition. The assessment was conducted from November 2018-May 2019. The goals of the assessment process were to:

- Determine what various agencies were doing to meet and/or improve healthcare needs in the communities King's Daughters serves.
- Learn more about what healthcare needs are not being met and why.
- Determine strengths and weakness of current resources.
- Investigate what else can be done to improve the health of the community.

King's Daughters used the following to gather information for the assessment:

- Community forums in all counties identified in the assessment
- Web/print survey
- Local, state and national data

2020 CHNA Update: During FY20, KDMC conducted a supplemental assessment as an update to the CHNA that focused on underserved/minority communities. This survey

was done to assure that the needs of our African American and Hispanic communities were being met within the implementation plan. The update was done using SurveyMonkey and paper questionnaires. The data collected reflected the following top issues: high blood pressure (51.3%); obesity/overweight (44.3%); diabetes (34.1%); heart disease (25.8%); and cancer (22.3%). Since these priorities align with the FY19 CHNA priorities and the Implementation Plan (IP) no changes to the IP was deemed necessary. However, strategies to meet the needs of these populations will be implemented.

Health Needs to be met

The priorities identified by the CHNA and ratified by the KDMC leadership team are:

- Substance Abuse
- Obesity/Diabetes
- Cancer Prevention
- Heart Disease/Hypertension
- COPD/Lung Disease

COVID-19 has made it a challenging year in healthcare; especially for non-profit hospitals striving to improve the health of the communities they serve. This is true for KDMC as many of the goal and objective strategies in the implementation plan depended on community outreach through churches, schools, festivals, fairs and other gathering places. With the closing of schools, the shutdown of many businesses and cancellation of community events, not to say the least of the reallocation of hospital resources to meet the demands of COVID – screening, patients and immunizations – an environment was created that limited our ability to reach some of the outlined goals this year in the traditional way.

How the strategies are being met

Priority Area: Substance Misuse/Abuse

Goal 1: Increase the number of justice system involved individuals that are established with a primary care provider and receiving individualized mental health, physical health, MAT and social services.

Objective	Strategies used	Collaborative Partners	Progress to meeting goal
1. Increase the number of justice-involved individuals that receive individualized services,	KORE grant funding	Greenup County Drug Court Pathways AIM	FY20 - 23 individuals from the Drug

including mental health, physical health, hepatitis and HIV testing, MAT, housing, job placement, trauma-based services, etc. by 30%, by September 30, 2021.	<p>Partner with judicial system for referrals</p> <p>Train providers in MAT</p> <p>Hire LCSW and Case Manager to provide care or referral, case management, counseling and referral to needed resources.</p> <p>Mental health, depression, suicide prevention, etc. training</p>		Court were served
2. Increase the number of justice-involved individuals that are established with a primary care provider by 25%, by September 30, 2021.	Referrals to primary care from judicial system, outpatient and inpatient behavioral medicine.	Greenup County Drug Court Family practice providers	FY20 - 23 individuals served

Additional programming to impact the goal: Due to COVID-19, the Greenup County Drug Court was shut down for most of the year. The staff initially hired to work with the Drug Court referrals was reallocated to work with inpatients struggling with substance use disorder (SUD). There were 109 SUD patients aided on their path to recovery.

Goal 2: Reduce the impact of substance use disorder

Objective	Strategies used	Collaborative Partners	Progress to meeting goal
1. Increase community knowledge of substance use disorder and its impact	Two Faith Summits were held to train the faith community and others about substance use disorder (SUD) and how to help those in the community that are suffering from SUD.	Faith Community	FY20 - 66 individuals educated

Additional programming to impact the goal: KDMC sponsored the Faithward Motion concert at the Paramount Arts Center. The concert included educational programming provided by those in recovery as testimonials and other speakers supplied information on SUD and recovery. There were 800+ in attendance.

The Bridges out of Addiction educational seminar focused on helping community members understand addiction and provide help to those trying to overcome it was sponsored by KDMC. There were approximately 300 in attendance.

Goal 3: Reduce initiation into substance use through medication safety education

Objective	Strategies used	Collaborative Partners	Progress to meeting goal
1. Increase knowledge of safe medication practice	<p>School programs that include medication safety and other protective factors</p> <p>Community programs that provide medication safety education</p> <p>Community prescription medication take back efforts</p>	<p>Kentucky Farmer's Bank</p> <p>South Point Nazarene Church</p> <p>Chapman Printing</p> <p>Members Choice Credit Union</p> <p>Ohio University</p> <p>Southern 1st Church of the Nazarene, So. Pt.</p>	FY20 - 152 individuals educated

Additional programming to impact the goal: KDMC supports medication take back efforts through providing a medication drop off box at their in-hospital pharmacy. During FY20, 225 pounds of medications were dropped off to be destroyed.

Priority Area: Obesity and Diabetes Mellitus

Goal 1: Increase access to healthy foods for healthful diets, and achievement and maintenance of healthy body weight.

Objective	Strategies used	Collaborative Partners	Progress to meeting goal
1. Increase opportunities to obtain fruits and vegetables in food deserts.	Place farmer's markets in designated food desert areas	<p>Partnerships with farmers, Extension and area food banks</p> <p>Ironton Community Garden</p>	FY20 - Farmers market held 21 days with 2,614 customers and \$44,787 in sales; Ironton Community

			Garden – 7 senior citizens served
2. Increase access to healthy foods through food banks and feeding programs	Collect healthy foods for distribution through local food banks Meals on Wheels	Current efforts for food collection Collaboration with area food banks Collaboration with OLBH (Food Feud)	FY20 – 32,697 pounds of food donated to River Cities Harvest; Meals-on-Wheels – 433 individuals served with 7,527 meals

Additional programming to impact the goal: Nutrition education was provided for 67 adults and 5 children to encourage healthy eating. Additionally, 475 school age children received nutrition education.

Goal 2: Reduce household food insecurity and in doing so reduce hunger (HP2030)

Objective	Strategies used	Collaborative Partners	Progress to meeting goal
1. Reduce food insecurity among children through food provision programs	Food distribution programs like backpack buddies, food drives, summer feeding, etc. *Cat Mobile	Current partnerships with farmers, Extension service, schools	*Cat mobile – 35-40 students served Provided Community Kitchen with \$2500 worth of additional vegetables to help meet additional need to feed children due to COVID-19

*KDMC provided a truck, dubbed the Catmobile, to the Ashland Independent Schools (AIS) for weekend, holiday and summer meal deliveries. The AIS Student Senate made three deliveries before the COVID-19 shutdown. The truck was used to serve during each of the school's extended holiday breaks. On each delivery, meals and weekend bags were served to between 35-40 students. More deliveries were scheduled/funded but were cancelled due to COVID.

Goal 3: Reduce the proportion of children and adolescents aged 2 to 19 years who have obesity (HP2030 proposed objective NWS-2030-03)

Objective	Strategies used	Collaborative Partners	Progress to meeting goal
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1. Increase opportunities for physical activity in the area	Support for runs and walks School-based programs encouraging physical activity (i.e. Heart Challenge)	National Guard Armory Catlettsburg Elem. Boyd Co. Middle Fairview Elem. Poage Elem. Crabbe Elem. Oakview Elem. Charles Russell Elem. Race for Autism Alzheimer's Walk Ashland Area YMCA TRY-ATHLON March of Dimes March for Babies	FY20 - Heart Challenge – 475 children/youth Hoopersize – 50 students served Sponsored walks/runs – 152 served
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Additional programming to impact the goal: KDMC also provides education programs focused on the importance of exercise and the benefits to the body in reducing risk of disease. During FY20, 497 adults and 48 children were served.

Ironton Wizardfest was held for the first time through KDMC and other sponsors. This event included lots of activities and food. Estimated attendance – 5,000.

Goal 4: Reduce the proportion of adults with undiagnosed prediabetes (HP2030 proposed objective D-2030-09)

Objective	Strategies used	Collaborative Partners	Progress to meeting goal
1. Increase the number of adults receiving blood sugar screening	Free community screenings for non-fasting blood sugar Low cost A1c blood sugar screenings	1 st Church of the Nazarene, S. Pt. Ohio University Southern Members Choice Credit Union KY Farmers Bank	FY20 - 70 individuals received free non-fasting glucose testing and 784 received low-cost A1c tests

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Additional programming to impact the goal: In addition to the blood sugar screenings, KDMC provides diabetes education throughout the community. During FY20, KDMC provided education to 220 adults.

Priority Area: Cancer Prevention

Goal 1: Reduce the overall cancer death rate (HP2030 proposed – C-2030-01)

Objective	Strategies used	Collaborative Partners	Progress to meeting goal
1. Increase the proportion of adults who receive a lung cancer screening based on the most recent guidelines (HP2030 proposed – C-2030-03)	Promote low-dose CT (LDCT) scans HealthAware Risk Assessment Letters to patients that qualify for LDCT Reminder letters for LDCT patients for annual test Collaborate with PCP to educate them on early lung cancer detection and improve communication with patients regarding stigma of smoking and improving patient care		FY20 – 591 low dose CT scans One (1) person completed the Lung CancerAware risk assessment.
2. Increase the proportion of adults who receive a colon/rectal cancer screening based on the most recent guidelines (HP2030 proposed – C-2030-07)	Fecal immunochemical test (FIT) Colonoscopy/ HealthAware Risk Assessment		FY20 – 1,321 colonoscopy screenings; 2,260 FIT tests; and 449 Cologuard tests 34 persons completed the ColonCancer Aware risk

			assessment. 23 were at risk
3. Increase the proportion of women in Carter County who receive a breast cancer screening based on the most recent guidelines (HP2030 proposed – C-2030-05)	<p>Mobile mammography-increase number of visits</p> <p>Komen grant</p> <p>BCTF grant</p> <p>KCWSP grant/program</p> <p>Genetic testing</p>	<p>Grayson and Olive Hill Family Care practices</p> <p>Smithfield Packing plant</p>	<p>Benchmark FY19 28 days – 317 pts.</p> <p>FY20 – 35 days and 484 patients</p>

Additional programming to impact objective: There were 49 individuals completing the Breast CancerAware risk assessment. Of these, 7 were at risk. In addition, KDMC provides genetic testing for breast cancer. Of the 46 patients tested, 15 were high risk negative and 4 had gender mutations.

During COVID-19, cancer educational programming was shifted to include videos posted to Facebook. Facebook’s reporting of individuals that opened the video for at least three seconds was used as a measure of this activity. KDMC posted three videos targeting lung cancer with 5,356 reached; three videos targeting colon cancer with 5,497 reached and four videos for breast cancer with 13,058 reached.

Priority Area: Chronic Lower Respiratory Disease (COPD & other lung/breathing issues)

Goal 1. Improve lung health by reducing illness, disability and death related to tobacco use.

Objective	Strategies used	Collaborative Partners	Progress to meeting goal
1. Reduce the initiation of cigarettes and e-cigarettes among adolescents and young adults (HP 2030 proposed – TU2030-08 & TU2030-04)	<p>Conduct nicotine education programs in local schools</p> <p>Include nicotine education at screening events.</p> <p>Provide nicotine education throughout</p>	<p>1st Baptist Church, Burlington</p> <p>KY Farmers Bank</p> <p>So. Pt. Nazarene Church</p> <p>Ashland Rotary</p> <p>Members Choice Credit Union</p> <p>Ohio Univ. Southern</p>	<p>Benchmark – FY19 – 451</p> <p>FY20-total 658 (183 adults and 475 children/youth served)</p>

	the service area to reduce initiation of tobacco use.	1 st Ch. Of the Nazarene, So. Pt. National Guard Armory, Ashland Fairview Independent Schools Ashland Independent Schools	
2. Increase use of smoking cessation counseling and/or medication among adult smokers (HP 2030 proposed – TU2030-11)	Physician referrals to smoking cessation programs Include information about smoking cessation programs at screening events.		52 letters sent to patients referred by providers, no courses held due to COVID-19 restrictions

Goal 2. Reduce lung illness and death due to vaping among adolescents

Objective	Strategies used	Collaborative Partners	Progress to meeting goal
1. Increase knowledge of the hazards of e-cigarette use and vaping	Conduct nicotine education programs in local schools Include nicotine education at screening events.	KY Farmers Bank So. Pt. Nazarene Church Ashland Rotary Members Choice Credit Union Ohio Univ. Southern 1 st Ch. Of the Nazarene, So. Pt. National Guard Armory, Ashland England Hill FWB Church	FY20-188 adults and 475 children/youth served

Goal 3. Reduce morbidity and mortality due to respiratory disease (other than cancer)

Objective	Strategies used	Collaborative Partners	Progress to meeting goal

1. Increase the number of individuals in rural areas receiving PFT screening for breathing issues	Mobile unit visits for PFT screening		FY20 – 361 served
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Additional programming to impact objective: KDMC established a Pulmonary Hypertension Clinic with specialists trained to address this issue.

Priority Area: Heart Disease and High Blood Pressure

Goal 1: Reduce coronary heart disease deaths (HP2030 proposed – HDS2030-02)

Objective	Strategies used	Collaborative Partners	Progress to meeting goal
1. Improve early detection and treatment of high total cholesterol	<p>Healthy Heart and general health free community screenings</p> <p>Low-cost blood profiles, includes lipids</p> <p>HealthAware risk assessments</p>		<p>FY20-70 adults served at free health screenings</p> <p>939 screened through low cost blood profiles</p> <p>183 screened through the HeartAware risk assessment; 52 were at risk</p>
2. Increase community education about the prevention of coronary heart disease	Community education through schools and community events	<p>National Guard Armory</p> <p>1st Church of the Nazarene, So. Pt.</p> <p>Ohio Univ. Southern</p> <p>Members Choice Cr. Union</p> <p>Ashland Rotary</p>	<p>FY20-257 adults and 475 children/youth</p> <p>Facebook videos – 34,035 reached</p>

		So. Pt. Nazarene Church KY Farmer's Bank Ashland Town Center Mall Boyd County High School	
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Additional programming to impact objective: During COVID-19, heart educational programming was shifted to include videos posted to Facebook. Facebook's reporting of individuals that opened the video for at least three seconds was used as a measure of this activity. KDMC posted nine videos with more than 34,000 reached.

Goal 2. Reduce the proportion of adults with hypertension (HP2030 proposed – HDS 2030-04)

Objective	Strategies used	Collaborative Partners	Progress to meeting goal
1. Improve early detection and treatment of hypertension	Free community screenings HealthAware risk assessment	1 st Church of the Nazarene, S. Pt. Ohio University Southern Members Choice Credit Union KY Farmers Bank Ashland Town Center Mall	FY20-168 adults screened 183 screened through the HeartAware risk assessment; 52 were at risk
2. Increase community education about risk factors and prevention of hypertension	Community education through schools, businesses and at community events	1 st Church of the Nazarene, S. Pt. Ohio University Southern Members Choice Credit Union KY Farmers Bank Ashland Town Center Mall	FY20-185 adults educated

Community Health Activities other than Implementation Plan:

The medical center provides free educational and screening services in an area broader than the primary market. This area includes multiple counties in eastern Kentucky, southern Ohio and western West Virginia. KDMC works with churches, schools, businesses and community groups to help improve health throughout the Tri-state area. As a leader in healthcare in the area, KDMC is often called upon to provide screenings and health education in more remote regions where there are no providers to offer these services. The following activities, which contribute to community health, but are not specific to the Implementation Plan goals and objectives were provided (covered areas include primary, secondary and tertiary counties unless otherwise stated):

COVID Response: Covid-19 hit the area in February/March of 2020. In response to the pandemic, KDMC provided access to Covid-19 screening utilizing external labs for the results. This process was very slow, with results often taking days to be received; so KDMC purchased new lab equipment that could provide results in a more-timely manner. Beginning in May 2020, KDMC's lab started processing the tests for Covid-19; providing the results to patients in less than 24 hours. During the fiscal year, KDMC provided more than 58,300 Covid-19 screening tests and 652 SARS COV-2 IGG Antibody tests. In addition, KDMC worked hard to educate the community about safety measures to reduce the spread including social distancing, staying home and wearing a mask. KDMC used social media in its outreach, posting 14 videos to provide science-based information presented by KDMC physicians and other clinical staff. These videos reached more than 68,000 people.

Screenings, immunizations and physicals:

- Carpal Tunnel screening – 7 adults screened
- COVID-19 Convalescent Plasma collection – 4 served
- Healthy Heart screening (total cholesterol, blood pressure, blood sugar and EKG) – adults screened, total tests provided – 87 screened (secondary, tertiary counties)
- Sports physicals- adults (college), 339 youth
- Flu shots – 1,749 vaccines administered

Health education:

- Alcohol and Other Drugs – 185 adults and 320 children educated
- Blood Donations – 458 donations collected
- Bone health – 21 adults served
- Breast cancer –2,260 adults, 10 children/youth served
- Breast feeding education – 20 adults served
- Congestive heart failure – 193 adults
- Colon cancer – 30 adults
- Diabetes – 73 adults, 50 children served (secondary, tertiary counties)

- Early Signs and Symptoms of Heart Attack – 112 adults served
- Exercise Education – 30 adults (secondary/tertiary counties)
- Fire safety – 50 adults, 50 children
- Flu prevention – 12 adults served
- Hand washing- 75 adults served
- Healthy Heart Education – 53 adults (secondary/tertiary counties)
- Medication Safety – 53 adults served
- Nutrition education – 60 adults, 60 children/youth served (secondary/tertiary counties)
- Poison prevention – 30 adults served
- Pregnancy/Parenting education – 34 adults and 24 children served
- Stroke – 223 served
- Substance Use Disorder – 200 professional and community members served
- Tobacco - 53 adults (secondary and tertiary counties)
- Workplace Safety - 155 adults served
- During COVID-19, educational programming was shifted to include videos posted to Facebook. KDMC posted the following educational videos:
 - Digestive health – five videos with 2,331 reached
 - Stroke – one video with 1,534 reached
 - Surgical weight loss – one video with 365 reached

Support groups – KDMC provides various support groups for individuals with disease and/or their caregivers. During FY20, the following groups were offered.

- Adult Diabetes Mellitus – 10 attended
- Breast Cancer – 7 attended
- Pregnancy Loss group – 40 attended
- Surgical Weight Loss – 7 attended

Clinical Research: KDMC supports clinical research in both cardiac and oncology.

Other Community Activities:

Blood Drives- KDMC hosted 14 blood drives on KDMC campuses. A total of 485 community and team members donated blood.

Backpack Program- This is a partnership with the Ashland Alliance. Team members filled backpacks with school supplies for 76 elementary, middle and high school aged children to ensure students start the school year with the necessary school supplies and at least one new outfit of clothes.

Adopt-a-family- team members adopted 30 families, 26 nursing home residents and 90 individual children, providing gifts and food to those in need at Christmas time. In addition, a Christmas party was provided for the Shelter of Hope residents and residents were provided stockings.

Build-a-Bed- Build-a-Bed is an effort to put together beds for underprivileged children in the region. These beds come into KDMC's primary service area through an application

process where parents/guardians can apply for beds for their children. The applicants must meet income eligibility guidelines. KDMC supplied 5 bed kits (comforter, sheets, pillow) for the beds. In addition, a stuffed toy and book were provided with each bed kit for the children receiving beds.

Childbirth Classes – Childbirth classes help mothers-to-be and their partners become more comfortable with the birth experience, learn birthing options, nutrition, the labor process, and pain management, to help them make the best decisions about how they wish to give birth. Parents-to-be also learn about the benefits of breast feeding. The Women’s Health team, in partnership with local OB/GYN physicians, provided childbirth education in the doctor’s practice and provided a nurse childbirth educator/lactation consultant on Monday and Wednesday during the office’s busiest appointment days. By providing one-on-one or small group education sessions in the doctor’s office, KDMC was able to reach 162 mothers-to-be in these sessions before COVID-19 limited the ability to provide this service safely.

Community Van Ministry – The Community Van Ministry is a free non-emergency transportation program for patients needing a ride to the hospital for any medical service, doctor appointments and therapy. There were 74 individuals served with 324 encounters.

CPR Training Center – 2,544 people trained. Before COVID-19 limited the ability to provide CPR courses, KDMC provided free training and certification for the following:

- EMS (includes Boyd Co., Carter Co., and Air Evac. – 23 cards issues (BLS, PALS and ACLS included)
- College students (includes KCTC, OUS, Marshall and ECU) – 26 BLS cards issued