

Community CHNA Implementation Plan Annual Report FY20

Organization Description

King's Daughters Medical Center Ohio (KDOH) is a small medical center serving Scioto County, Ohio. KDOH has developed many collaborative partnerships to help meet the health needs of Scioto County. This CHNA Implementation Plan formally extends KDOH's intent to improve the health of the people of the area.

Service Area Description

Scioto County covers more than 610 square miles, with a population density of 130.3 people per square mile. The population is nearly evenly divided between urban and rural, with 54.28% rural and 45.72% urban. According to the US Census Bureau 2018 projections, Scioto County has 75,502 residents. Of the residents, 94.5% are white, 2.6% black, and 2.9% represent all other races. Sixteen-percent of residents over the age of 24 have not graduated high school, compared to 10.2% in Ohio and 12.7% nationally. Nearly 15.2% of Scioto County residents have obtained an associate or higher degree, significantly below Ohio-27.2%, and the United States-30.9%.

According to the US Census Bureau, the median age in the county is 39.8 years, with the median for males 39.4 and females 41.2 years. More than 16% of the population reports having some type of disability. Scioto County's poverty rate of 21.4% is higher than Ohio (14.0%) and the nation (12.3%). The median income for the county is \$38,978, which is well below the state (\$52,407) and nation (\$57,652). Per-capita income in the county is \$22,586; compared to \$29,011 for Ohio and \$31,177 for the United States. More than 5% of the county's population receives public assistance income, not including Social Security Income or noncash benefits such as food stamps, compared to Ohio-3.33% and the US-2.82%.

The US Census, Small Area Health Insurance Estimates for 2016 shows that 9.9% of the county residents uninsured, compared to 8.5% in Ohio and 11.7% nationwide. Of those uninsured, 7.6% are adults and 3.8% children. There are also more men (11.2%) than women (8.7%) uninsured.

Needs Assessment:

King's Daughters conducted a Community Health Need Assessment (CHNA) in partnership with Southern Ohio Medical Center and the Portsmouth and Scioto County Health Departments. Also involved in the process was the Scioto County Health 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 KDOH 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:

- Primary data collected by PRC Consulting which covered community and key informant surveys
- Secondary data was collected from local, state and national sources

Health Needs to be met

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

- Obesity/Nutrition
- Heart Disease
- Cancer Prevention/Early Detection (including tobacco use)

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 KDOH 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 –patient care, screening, and immunizations – an environment was created that limited our ability to fully meet some of the outlined goals this year.

How the strategies are being met

Priority Area: Obesity/Nutrition

Goal 1: Increase knowledge about healthy eating and nutrition through community education.

Objective	Strategies used	Collaborative Partners	Progress to meeting goal
1. Improve fruit and vegetable intake by providing nutrition education through local farmers markets, fairs, festivals, and other events.	Provide nutrition education at county fair and local festivals Nutrition programs at farmers market	Farmer’s Market Kroger Girl Scouts Portsmouth Chamber of Commerce	Benchmark – 657 (FY19) FY20 – 4,132 adults and 70 children/youth served

	Due to COVID-19 restrictions limiting in-person education, KDOH provided nutrition education through Facebook posts	Temple Tots Day Care	
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Mobile Market- provided team members and community access to fresh fruit and vegetables in an outside setting to ensure those at higher risk of COVID-19 were able to still have continued access to nutritional fresh food.

Goal 2: 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
1. Increase opportunities for physical activity in the area	<p>Support for runs and walks</p> <p>Partner with the Salvation Army’s afterschool program for physical activity programs</p> <p>Due to COVID-19 restrictions limiting in-person education, KDOH provided <i>How to be Active at Home</i> education through Facebook posts</p>	<p>Scioto County 4-H</p> <p>* Fellowship Garden – Watch Me Grow</p>	<p>FY20 - 359 served;</p> <p>Fellowship Garden- Watch Me Grow Program – 75 youth;</p> <p>Sponsored 38 4H kids</p>

* Watch Me Grow Fellowship Garden- Is a community garden at 1308 Waller Street, Portsmouth, Ohio. Located in the North End, a predominantly African-American and previously segregated community, the Fellowship Garden will provide fresh, locally-grown produce for families in need. Watch Me Grow Ohio is a non-profit organization that provides free youth and community programming in sustainable agriculture, entrepreneurship and community engagement. Established in 2018 by three friends, Watch Me Grow Ohio has worked with more than 75 local youth, many of which are at-risk minority children from underserved areas throughout Southern Ohio.

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.	Current partnerships with farmers, Extension service, schools, Salvation Army	<p>Donated a hog purchased through 4-H and processed to Salvation Army Food Kitchen for their food program</p> <p>Students were virtual, we did not do any drives</p>

Salvation Army: The Salvation Army during fiscal year 2020 seen 50-70 people a day, operating five days a week. The Meal Program provide nutritious hot meals and valuable human interaction, and helps the most vulnerable members of society escape the daily burdens of food insecurity.

Priority Area: Cancer Prevention/Early Detection (including tobacco use)

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)	<p>Provide community education about Low-Dose CT (LDCT) scans</p> <p>HealthAware Risk Assessment</p> <p>Letters to patients that qualify for LDCT</p> <p>Provide education to PCPs to educate them on early lung cancer detection,</p>		<p>FY20 – 166 low-dose CT scans</p> <p>HealthAware Risk Assessments for lung cancer - 0</p>

	how to order LDCT, the importance of yearly follow ups and reducing the stigma around smoking		
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 – FIT tests - 769; Cologuard – 369 tests; colonoscopy - 220; Colon Cancer risk assessments – 5 with 5 high risk
3. Increase the proportion of women who receive a breast cancer screening based on the most recent guidelines (HP2030 proposed – C-2030-05)	Addition of 3-D mammography on site Genetic testing		FY19 - Benchmark from mobile – 302 FY20 – 1,032 fixed site and 208 mobile

Additional activities to meet the goal: Cancer education was provided for breast cancer - 81 persons served; colon cancer – 761 persons served; and lung cancer – 1,062 persons served.

Goal 2. Reduce 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, young adults and adults	Include nicotine addiction education at screening events. Due to COVID-19 restrictions limiting in-person education, KDOH provided tobacco	Portsmouth Safety Council	Benchmark FY19 – 684 FY20 – 538 adults served

	education through Facebook posts		
2. Increase use of smoking cessation counseling and/or medication among adult smokers (HP 2030 proposed – TU2030-11)	Track referrals to smoking cessation programs one-on-one counseling Include information about smoking cessation programs at screening events.	King’s Daughters Medical Center Ashland Southern Ohio Medical Center Scioto County Health Coalition	FY20 – 1,063 patients were referred for tobacco cessation

Priority: Heart Disease

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

Objective	Strategies used	Collaborative Partners	Progress to meeting goal
1. Increase community education about the prevention of heart disease	Free community screenings related to early detection and management of high cholesterol and hypertension Due to COVID-19 restrictions limiting in-person education, KDOH provided heart education through Facebook posts	Portsmouth Safety Council Kroger Leadership Portsmouth Girl Scout Trp. 9383 Portsmouth Chamber of Commerce	Benchmark – FY19 – 684 FY20 – 5,912 adults and 20 children served

Community Health Activities other than Implementation Plan:

KDOH provides free educational and screening services in Scioto County, the primary market. KDOH works with churches, schools, businesses and community groups to help improve health throughout the county. The following activities, which contribute to community health, but are not specific to the Implementation Plan goals and objectives were provided:

COVID Response: Covid-19 hit the area in February/March of 2020. In response to the pandemic, KDOH provided access to Covid-19 screening using labs outside the health system for the results. This process was very slow, with results often taking days to be received; so KDOH partnered with sister hospital KDMC who 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, KDOH provided more than 58,300 Covid-19 screening tests and 652 SARS COV-2 IGG Antibody tests.

Other screening and health education activities:

Screenings, immunizations and physicals:

- Sports physicals- 90 youth served
- Low-cost blood profiles – 334 served
- Low-cost A1c tests – 255 served

Health education:

- Flu – 3 adults; 10 children/youth served
- Handwashing – 3,058 adults; 10 children/youth served
- Hypertension – 100 adults served
- Prostate cancer – 2,085 adults served
- Skin cancer – 457 adults served
- Stroke – 1,102 adults served
- Chronic Pain Support group – 60 adults served

Other Community Activities:

Blood Drives- KDOH partnered with the Kentucky Blood Bank to increase blood donations by encouraging team members to participate in local blood drives during work hours.

Coat drive-KDOH team members, donated coats, hats and gloves to the Salvation Army for those in need. Thirty (30) new coats were collected due to COVID-19 restrictions, including providing winter gear for a patient and family in need.

Backpack Program-team members donated over 100 items of school supplies, disinfecting, and masks to Portsmouth East Elementary school children to ensure students start the year with the necessary school supplies.

Adopt-a-family-team members adopted one family with a total of five family members at Christmas providing gifts and food.

Salvation Army-COVID-19 prevented KDOH team members from donating time at the Salvation Army Christmas event but food and gifts were provided.

Flu Vaccines- KDOH Provided the community with free flu vaccines along with special dates just for first responders. 122 persons served.

Senior Support Groups- Partnered with Area Agency on Aging District 7 (AAA7) to provide a meeting place for seniors to participate in support group and receive education on self-management of chronic pain facilitated by AAA7.