



HCNO County Health Assessment

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Assistant Director of Health Planning
Hospital Council of Northwest Ohio

- Non-profit organization located in Toledo, OH
- Health assessments, shared services to our member hospitals, evaluation services, trauma registry, disaster preparedness coordination, Carenet, Pathways, grant writing and evaluation, and other services in NW Ohio
- Have been doing health assessments since 1999
- Published numerous articles on various health related data
- Wrote a chapter in 2010 SOPHE text book “Health Promotion Programs: From Theory to Practice” on health assessments
- One of six health assessments recognized nationwide and used as a case study by Association for Community Health Improvement (ACHI)

HCNO Partners



- **Evaluation Team**

- James H. Price, Ph.D., MPH, University of Toledo
- Timothy R. Jordan, Ph.D., M.Ed., University of Toledo
- Joseph A. Dake, Ph.D., MPH, University of Toledo

- **IRB Board**

- Chesapeake Research Review, Inc
- Located in Maryland
- Review methodology, surveys, and letters

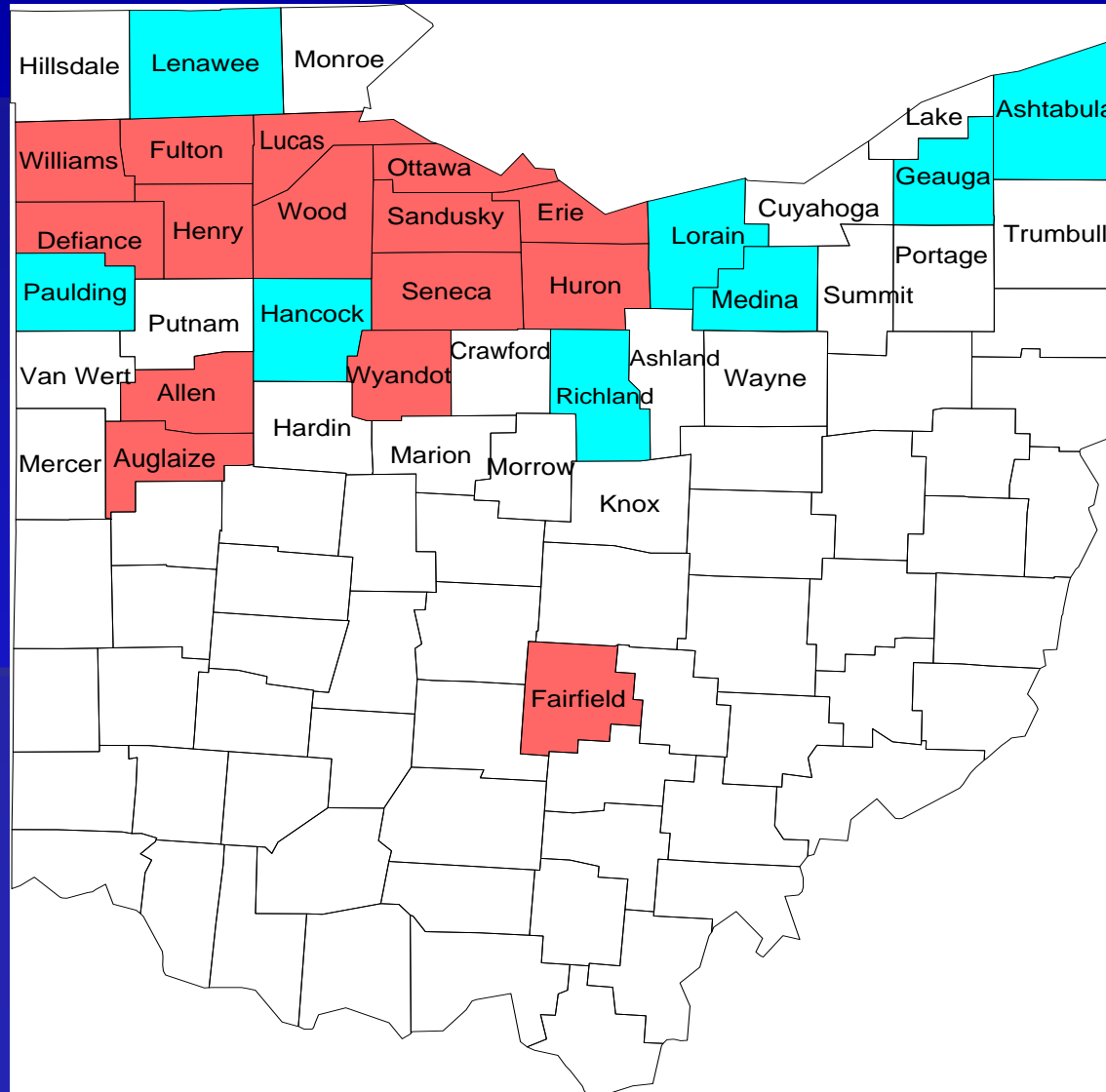
Collaboration



- **Collaboration needed for the following reasons:**
 - Share costs
 - Choosing questions
 - Strategic Planning after the assessment

- **Who usually sits at the table?**
 - Hospitals (CEO, other administration, physicians)
 - Health Departments (Health Commissioner, DON, health educators)
 - Community Agencies (United Way, FCFC, JFS, ADAMhs, MRDD)
 - Elected Officials (state, county commissioners, mayors)
 - Schools (supers, principals, guidance counselors, board members)
 - Law enforcement (police, fire, courts)
 - Religious Organizations (pastors, youth ministers)

Participation



Hospital Mandate



- Health Care Reform 3590 Patient Protection & Affordable Care Act
 - To maintain tax-exempt status, required to conduct a community health needs assessment at least once every 3 years
 - Also need to adopt and implement a strategic plan
 - Need to collaborate with public health and universities
 - Initial compliance obligations: complete assessment and strategic plan during the period between the start of the first tax year that begins after March 2010 and end of the tax year that begins after March 2012
 - A \$50,000 penalty for not complying with initial 3-year period and any subsequent 3 year period

Health Department Mandate



- The Public Health Accreditation Board (PHAB) has mandated that a community health assessment be a part of the accreditation process
- In March 2010, the PHAB 5 (including ASTHO, NACCHO, NALBOH, NIHB, and PHAB) met and community health assessment was discussed as a priority
- It is one of the core functions of public health, which is why it's in the accreditation standards
- HCNO already includes the National Public Health Performance Standards: The Essential Public Health Services as a section of the county health assessment report

Adult Methods



- **Design**
 - Written survey
- **Instrument Development**
 - Majority of questions from BRFSS (CDC)
 - 115 questions will be chosen by Steering Committee
 - Takes 15-20 minutes to complete
- **Procedure**
 - 4 wave mailing campaign
 - Advance letter, First Wave, Second Wave, Post card
 - \$2 bill, Letterhead, Postage

Adult Methods



- **Sampling**

- Send surveys to ~800 adults ages 19 and over
- Power Analysis (County vs. Ohio)
- 95% confidence interval: 5% margin of error
- Response Rate- (65% - 80%)

- **Data Analysis**

- Analyzed using SPSS 17.0
- Data weighted to reflect population statistics

Adult Health Topics Covered



- Health Perceptions
- Health Care Coverage
- Health Care Access
- Cardiovascular Health
- Cancer
- Diabetes
- Asthma
- Weight Control
- Tobacco Use
- Alcohol Consumption
- Marijuana & Other Drugs
- Women's Health
- Men's Health
- Preventive Health
- Sexual Behavior & Pregnancy
- Quality of Life & Safety
- Mental Health
- Oral Health
- Parenting
- Environmental Health
- Veteran's Affairs

Youth Methods



- 6th-12th graders
- Survey in the classroom
- Meet with Superintendents
- Passive Permission slips
- 75 questions chosen by Steering Committee
- Most questions taken from the CDC instrument, Youth Risk Behavior Surveillance System (YRBSS)
- Reporting by County
- Individual School Reports

Youth Health Topics Covered



- Weight Control
- Tobacco Use
- Alcohol Consumption
- Marijuana & Other Drugs
- Sexual Health
- Oral Health
- Mental Health
- Violence and Safety

Child Methods



- **Survey parents of 0-11 year olds**
- **Design**
 - Written surveys (0-5) and (6-11)
- **Instrument Development**
 - Majority of questions from National Survey of Children's Health
 - 75-80 questions each; selected by Steering Committee
 - Takes 10-15 minutes to complete
- **Procedure**
 - 4 wave mailing campaign
 - Advance letter, First Wave, Second Wave, Post card
 - \$2 bill, Letterhead, Postage

Child Topics Covered

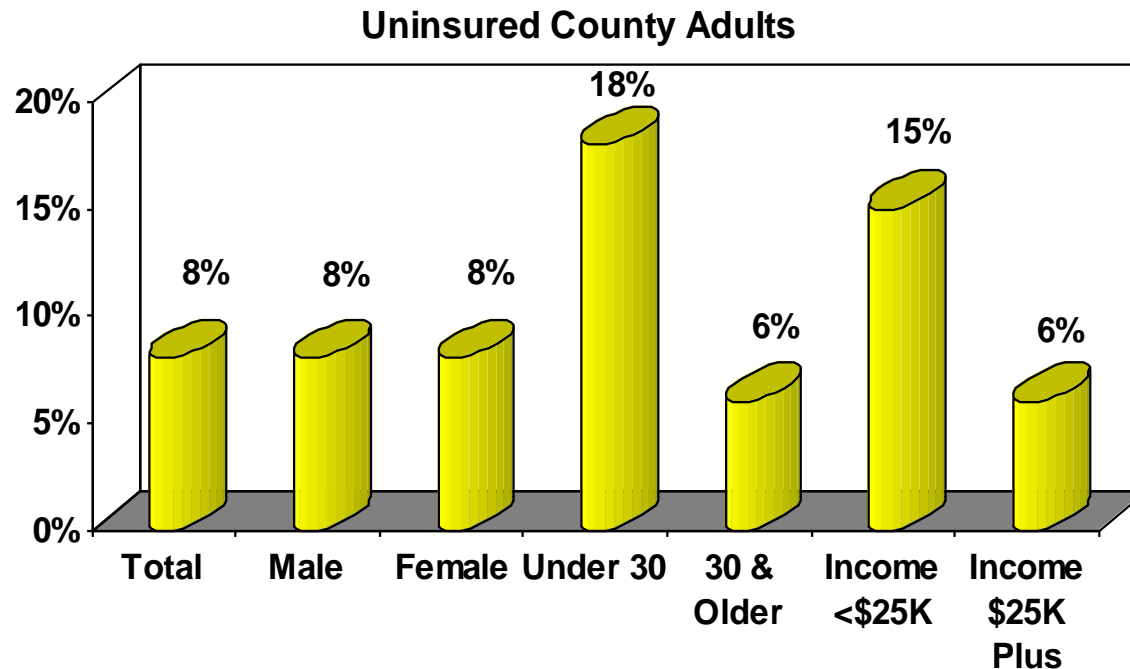
- Child's health
- Health insurance, access, & utilization
- Parent's health
- Family functioning/Neighborhood & Community Issues
- School readiness
- 0-5 year olds
- 6-11 year olds

Report

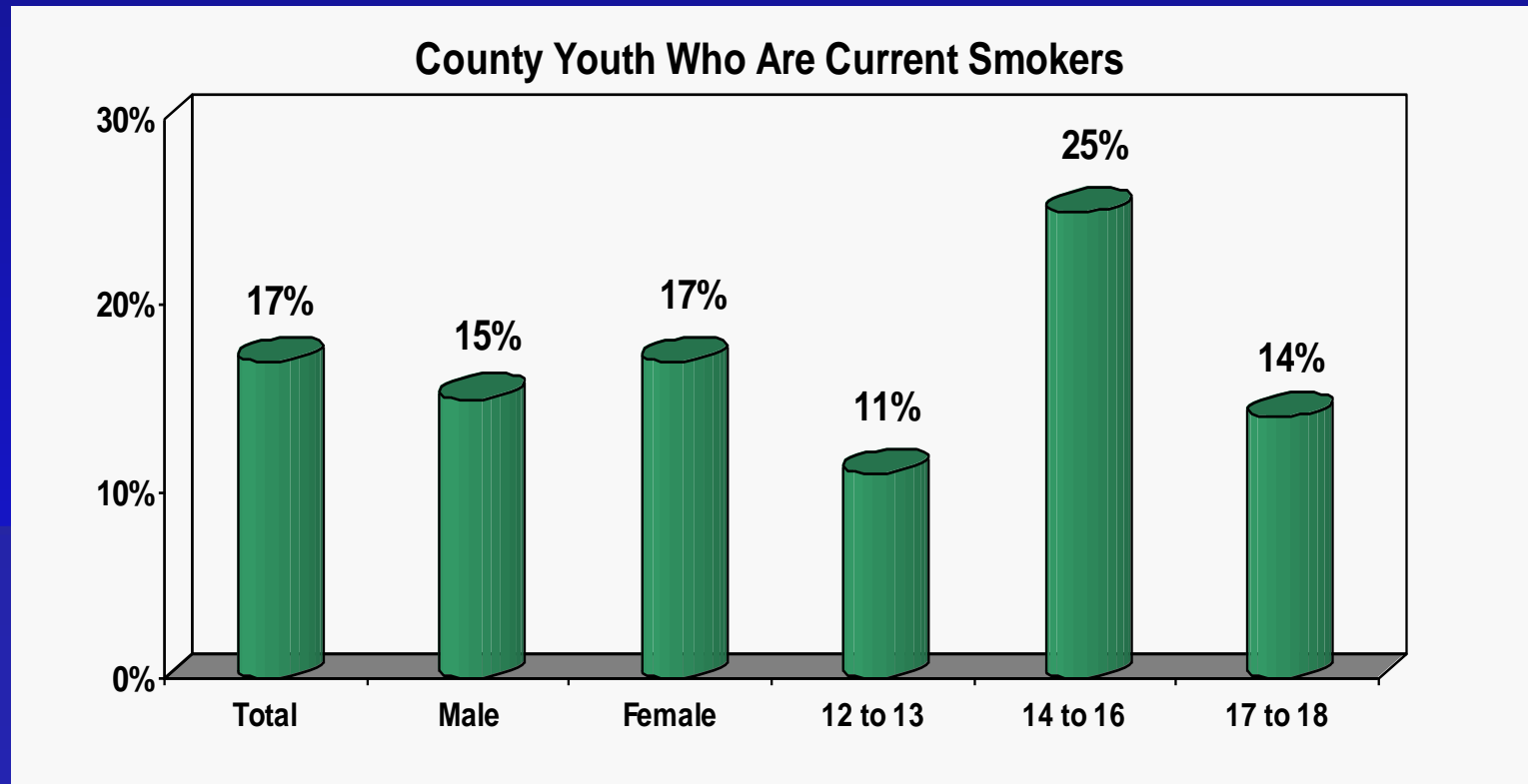


- **Primary Data**
 - Key findings, bullets, graphs, charts
 - **Secondary data**
 - County, OH, U.S., HP 2010/2020 comparative data
 - Ohio Family Health Survey
 - **Adult**
 - Report out by total, gender, age, income, & race/ethnicity
 - **Youth**
 - Report out by total, gender, and age
 - **Child**
 - Report out by total and income
- Can report out by zip code for any of the groups above if needed

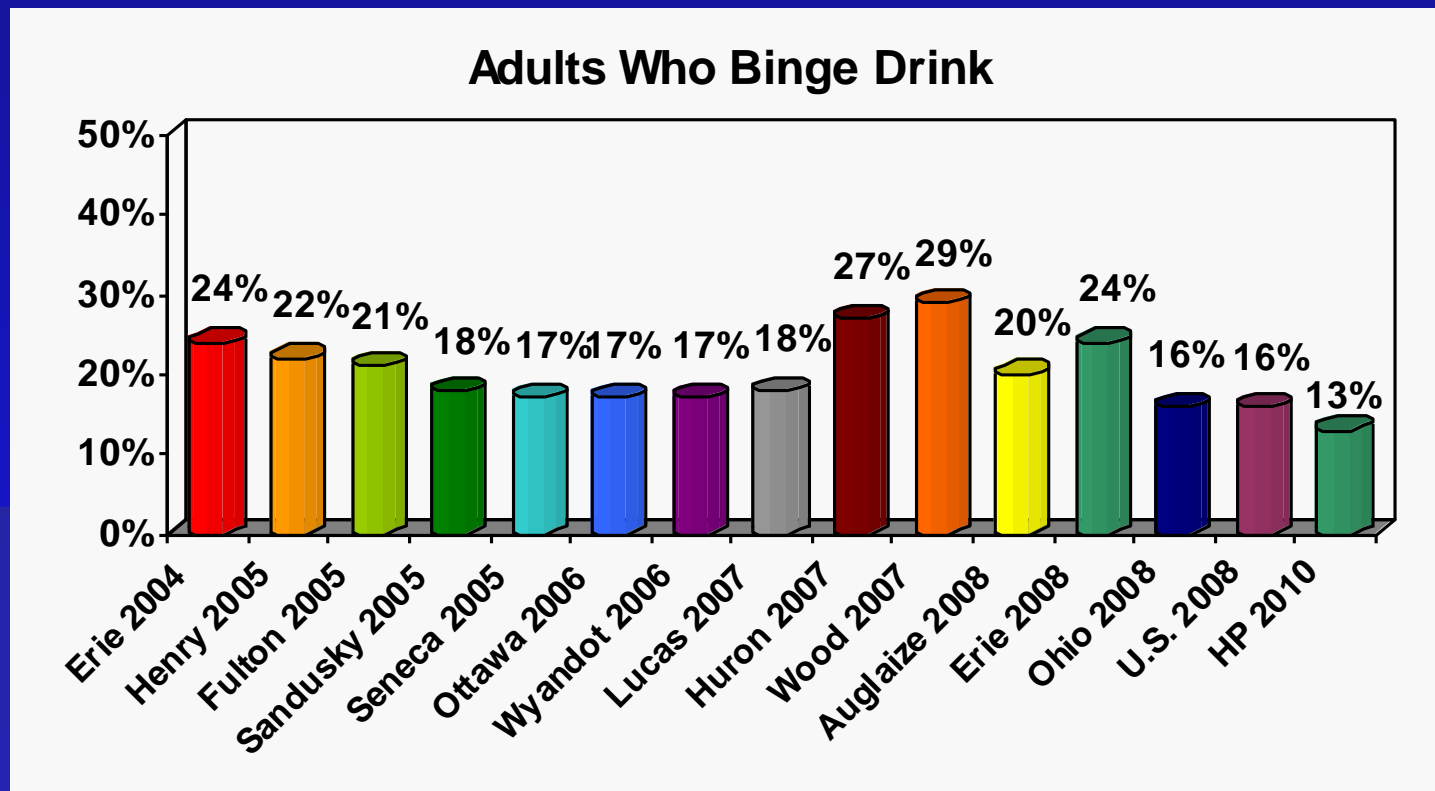
Example of Adult Graph



Example of Youth Graph



Example of Regional Graph



Community Event



- Release of County Data
- Priorities for future
- Breakfast or Lunch
- Invite community leaders
 - Community Agencies (United Way, FCFC, JFS, ADAMhs, MRDD)
 - Hospital (CEO, other administration, physicians)
 - Elected Officials (state, county commissioners, mayors)
 - Schools (suprs, principals, guidance counselors, board members)
 - Law enforcement (police, fire, courts)
 - Religious Organizations (pastors, youth ministers)

Timeline



- The process takes ~9 months

- Example timeline:

- Summer 2011

Choose Questions
Mtg. w/Superintendents

- Fall 2011

Survey Adults/Parents

- Fall 2011

Survey Youth

- Late 2011

First Draft of Report

- Early 2012

Community Event

Strategic Planning

- Next step after the health assessment
 - Choose priorities
 - Address gaps in services
 - Implement plan and evidence-based programs
- Hospitals are now required to adopt and implement a strategic plan as part of the new mandate
- Part of the continuous health assessment cycle
- Completed by county or by individual organizations
- HCNO offers these services
 - 1 All day planning meeting
 - Multiple meetings/ multiple disciplines

Investment

- Cost and Benefits
 - HCNO comparison with other companies (product and cost)
 - Costs are minimal when numerous partners share the cost
 - Most counties have secured grant funding they had not been able to before they had done the health assessment
 - Many counties have now collaborated to write grants when they saw they had similar issues
- Sandusky County
 - Over \$3,300,000 in grant money
- Wyandot County
 - \$412,000 in grant money

Thank You!

Questions?