

Henderson Health Care Services, Inc. of Henderson, Nebraska
Community Health Needs Assessment

*Accepted by the Henderson Health Care Services Board of Directors as a Component of the
Implementation Strategy for Community Benefit Plan*

Approved on June 6, 2013

Introduction

Henderson Health Care Services is located in Henderson, Nebraska providing health care services to rural communities that primarily include York County (13,665) Clay County (6,624) and Hamilton County (9,132) respectively; approximately 30,000 in total. Henderson Health Care provides health care services to infants, children, adolescents, adult men and women, and the aged. There is an average of 16.67 persons per square mile in the service area compared to about 80 per square mile across the United States. The residents of these counties are 97.44% white with 17.64% over the age of 65 years and 5.94% below poverty level.

Henderson Health Care Services is a non-profit, critical access, community based health care facility that encourages wellness, provides medical care, and offers long-term living alternatives for area residents. Our health care campus consists of a 13 bed critical access hospital, 42 bed long term care facility, 16 bed assisted living facility, and two rural health medical clinics employing approximately 120 staff members; which includes two Physicians and one Physician Assistant.

Our Mission

Henderson Health Care Services mission is to provide professional, competent, ethical, and compassionate health care in the name of Christ, to individuals, families, and local communities. We believe in the sacredness of human life and the dignity and rights of the total person. This belief compels those associated with Henderson Health Care Services to serve as Christ served with patience, compassion, and love.

Community Health Needs Assessment- Background¹

In October of 2010, Four Corners Health Department launched a community health assessment project that will have lasting effects for the entire public health system in the district. Four Corners Health Department serves the counties of York, Seward, Butler, and Polk. Four Corners Health Department used the Mobilizing for Action through Planning and Partnership (MAPP) strategic approach to conduct the community health assessment. MAPP is a dynamic process developed by the Centers for Disease Control and Prevention and the National Association of City and County Health Officials that helps communities prioritize public health issues and identify resources for addressing them. Community ownership is the fundamental component of MAPP.

¹ Mobilizing for Action through Planning Partnerships- Four Corners Health Department

The MAPP Planning Team was created to work through this process. Twenty-four individuals, representing nineteen health related organizations (including representative from Henderson Health Care Services; *See Appendix # 1*) from across the Four Corners District met on a monthly basis to work through the MAPP process as illustrated below.



Vision of the MAPP Planning Team

The Four Corners District Partners envision a healthy, safe environment where education, resources, and opportunities exist for all to encourage health and wellness. Through community collaboration, confidential disease prevention services and quality health care are accessible and affordable to all age groups.

(1) Local Public Health System Assessment

The Local Public Health System Assessment (LPHSA) focuses on the “local public health system” which includes all entities that contribute to the delivery of public health services within a community. It includes all public, private, and voluntary entities, as well as individuals and informal associations. It is the collective efforts of these entities, working together, that are measured in the assessment.



Local Public Health System Illustration, CDC, <http://www.cdc.gov/od/ocphp/nphsp/>

The 10 Essential Public Health Services serve as a fundamental framework for assessing the system. These services are activities that should be provided in all communities. Therefore, the assessment will provide a comprehensive picture of the work of the local public health system.

The 10 Essential Public Health Services are:

1. Monitor health status to identify community health problems
2. Diagnose and investigate health problems and health hazards in the community
3. Inform, educate, and empower people about health issues
4. Mobilize community partnerships to identify and solve health problems
5. Develop policies and plans that support individual and community health efforts
6. Enforce laws and regulations that protect health and ensure safety
7. Link people to needed personal health services and assure the provision of health care when otherwise unavailable
8. Assure a competent public health and person health care workforce
9. Evaluate effectiveness, accessibility, and quality of personal and population-based health services
10. Research for new insights and innovative solutions to health problems.

The MAPP Planning Team decided to complete the assessment as a day-long workshop for local public health system participants. The workshop was organized by breaking down the ten essential services into full group and small group sessions. Facilitators for the day were Vicki Duey, Executive Director of Four Corners Health Department and Colleen Svoboda, Nebraska Department of Health and Human Services. Recorders for the day were Four Corners Health Department staff members.

Forty-nine attendees were present, representing thirty agencies among the district. For each assessment question, discussion followed as to the services and practices among system partners. This discussion helped to build the knowledge of the local public health system partners, as well as relationships among those present. Respondents were then asked to indicate the level of progress they felt the system had made toward that service. They did so by choosing from a month the following five levels of progress: no, minimal, moderate, significant, and optimal.

A summary of the performance scores by essential service is listed below:

	Essential Service	Score
1	Monitor health status to identify community health problems	67
2	Diagnose and investigate health problems and health	82
3	Inform, educate, and empower people about health issues	68
4	Mobilize community partnerships to identify & solve health problems	66
5	Develop policies and plans that support individual and community health efforts	76
6	Enforce laws and regulations that protect health and ensure safety	76
7	Link people to needed personal health services and assure the provision of health care when otherwise unavailable	54
8	Assure a competent public and personal health care workforce	66
9	Evaluate effectiveness, accessibility, and quality of personal and population-based health services	74
10	Research for new insights and innovative solutions to health problems	71
	Overall Performance Score	70

The overall performance score had improved from 58 in 2006 to 70 in 2011. The MAPP Planning Team was excited to see this improvement as it shows that the awareness of local public health system initiatives has grown.

There were seven areas that the MAPP Planning Team designated as priority areas of focus for the next 3-5 years. These included:

- Community-wide use of assessment data
- Utilization of current technology to manage, display, analyze, and communicate health data.
- Communication and collaboration on community health plans
- Link people to needed personal health services
- Assure the provision of health care when otherwise unavailable
- Life-long learning through continuing education, training, and mentoring
- Leadership development

Henderson Health Care Services representative attended the Local Public Health System Assessment on June 20, 2011. (*See Appendix #2*)

(2)Community Health Status Assessment

During this assessment, information regarding health status, quality of life, and risk factors in the community is gathered and analyzed. Examples of the data collected includes: demographic characteristics, socioeconomic characteristics, health resource availability, quality of life, behavioral risk factors, environmental health indicators, social and mental health, maternal and child health, death, illness, injury, infectious disease, and sentinel events.

The Planning Team met on several occasions to review data and information from the district. As the planning team worked through the data, the following strategic issues were identified:

- Access to Medical Care (Insurance and Medicaid)
- Substance Abuse (Alcohol, Tobacco, and Drug use)
- Cancer
- Healthy Lifestyle (Obesity, Physical Activity, and Nutrition)
- Domestic Violence (Abuse and Neglect)
- Behavioral Health
- Healthy Heart
- Motor Vehicle Deaths
- Diabetes

(3)Community Themes and Strengths Assessment

The Community Themes and Strengths Assessment focuses on collecting the community's perspective on issues such as health care, educations, care for older adults, jobs, support networks, health problems, and risky behaviors. A survey was designed utilizing a sample survey template provided by the Nebraska Department of Health and Human Services Division of Public Health- Community Health and Performance Management. (*See Appendix #3*)

MAPP Planning Team members worked together to distribute paper copies of the surveys at community meetings such as a Chamber, Rotary, Kiwanis, and Lions Club. They were distributed at community breakfasts, churches, school events, and more. The goal was to collect responses from 500 individuals. This goal was exceeded as 673 responses were received. In York County, 175 responses were received. The survey information was then analyzed and results were compiled utilizing "Survey Monkey" software. Each of the four counties was equally represented.

Results: Most Important Health Related Problem in Four Corners District

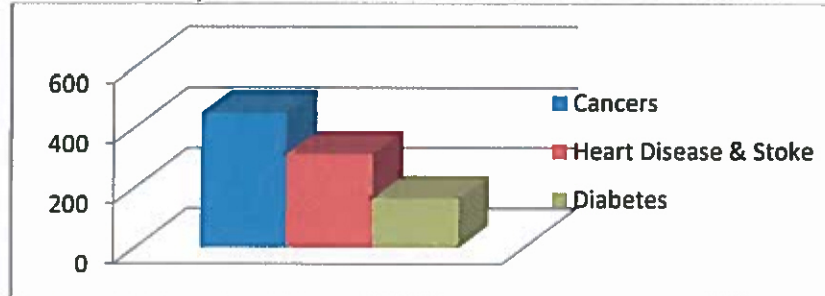


Figure 1 Shown in Number of Votes

Results: Most Important Health Problems in York County

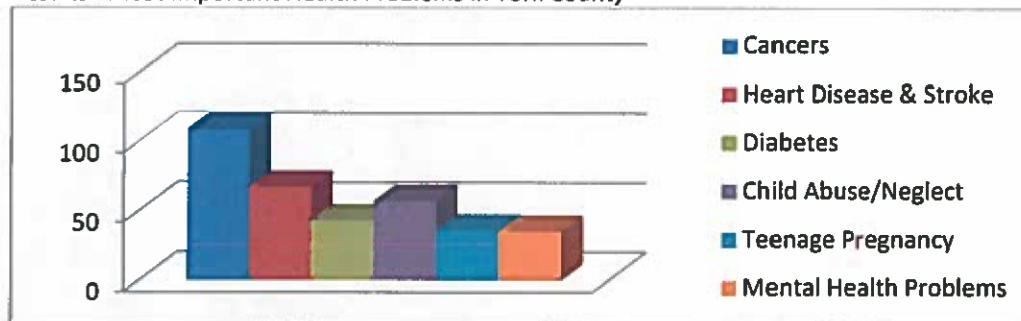


Figure 2 Shown in Number of Responses

Results: Most Important Risky Behaviors for Four Corners District

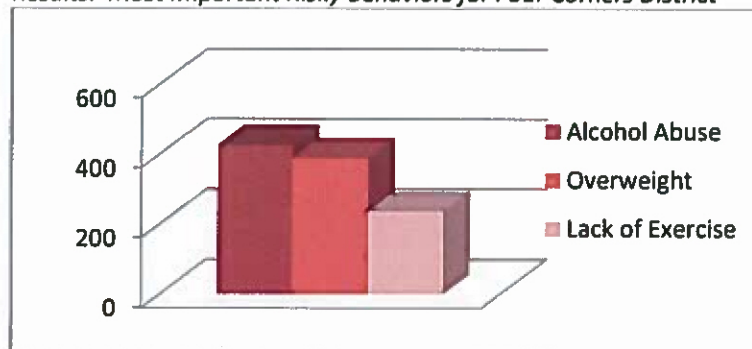


Figure 3 Shown in Number of Votes

Results: Most Important Risky Behavior for York County

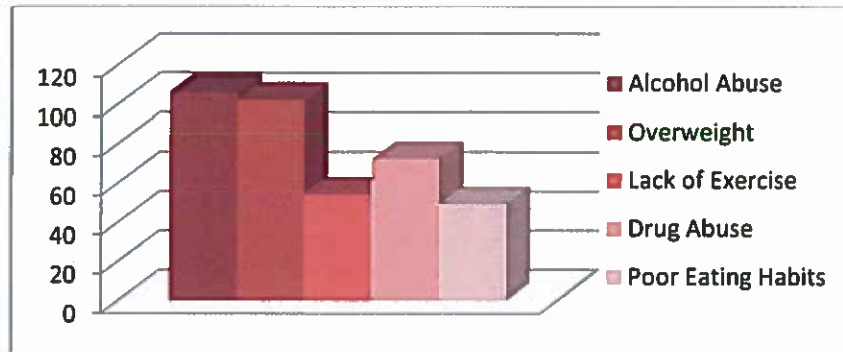


Figure 4 Shown in Number of Responses

Results: Of the healthy problems and risky behaviors that you selected, which one would you suggest the community work on? - Four Corners District

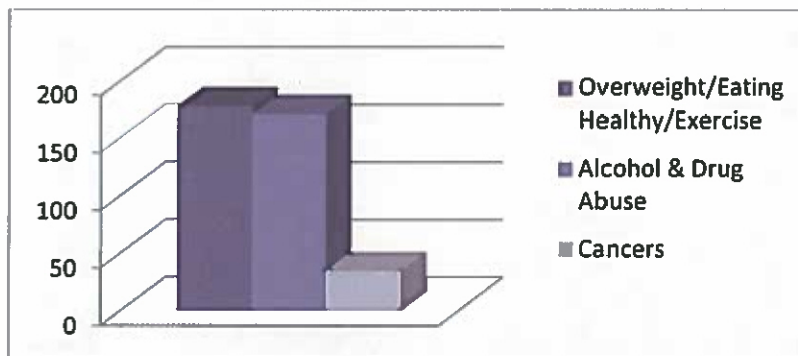


Figure 5 Shown in Number of Votes

Results: Of the healthy problems and risky behaviors that you selected, which one would you suggest the community work on? - York County

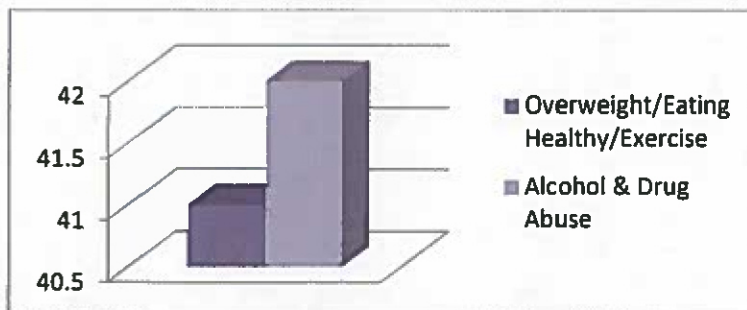


Figure 6 Shown in Number of Responses

(4) Forces of Change Assessment

The Forces of Change Assessment is aimed at identifying forces- such as trends, factors, or events that are or will be influencing the health and quality of life of the community and the work of the local public health system.

The MAPP Planning Team worked together to create the following work product:

Aging Population	Aging Healthcare Professionals	Health Threats & Crisis	Healthcare Challenges	Technology	Cultural Trends	Differences Between Rural and Urban	Economy	Nutrition and Activity
**Aging Population	**Aging Workforce- Healthcare Professionals, Public Health, Physicians, Nursing	**Events- H1N1, 911	**Increasing Healthcare Costs	**Technology	**Nuclear Family Changes	**Rural/Agricultural Setting	**Political Climate, uncertain economy	**Convenience of unhealthy foods
**Aging Population in Workforce Issues	**Aging Healthcare Workers	**Revised Clean Air Act	**Health Care Law- good, more preventative; bad- small businesses can't afford	**Social Media- instant access, lack of privacy	**Cultural Changes- growing diversity	**Rural Settings/Midwest Settings, more moderation	**Budget Deficit	**My Plate
	**Master in Public Health Program at Concordia- Seward	**New Health Threats (emerging strains)	**Lack of coordinated care	**Internet Access- good and bad	**Immigration			**Opening of Physical Activity Centers
		**Pollution	**Deficit of in-home services	**Screen Time				**School/Community Based Nutrition and Activity programs
			**Using the ER for regular healthcare					
			**Medicare and Medicaid					
			**Access to Care					
			**Seeing Dental Care as healthcare, prevention and transmission					

The observations made as part of the Forces of Change Assessment will be discussed and considered during the Strategic Planning Phase.

Strategic Issues

Strategic issues are the foundation upon which strategies are developed. The strategic issues should be selected based on the results of the MAPP assessments and should reveal what is truly important from the vast amount of information that has been gathered and reviewed. This is the phase where the MAPP Planning Team determines which issues are critical to the success of the local public health system and its vision of improved community health.

The MAPP Planning Team met on two occasions to review the data. Consensus workshops were held to narrow down many strategies to a few. Upon completion, the following strategic issues were identified:

- Healthy Lifestyles – includes obesity, physical activity, and nutrition
- Cancer
- Motor Vehicle Deaths

Community Health Improvement Plan

The Community Health Improvement Plan or “CHIP” is the next phase of the MAPP Process. This is where the Planning Team will formulate goals and strategies in relation to:

- Healthy Lifestyles
- Cancer
- Motor Vehicle Deaths

The CHIP is a long-term, systematic plan that describes how the health department and the community will work together to improve the health of the population we serve. The planning and implementation process is community-driven. The Community Health Improvement Plan process began in November 2011.

The Planning Team met on two different occasions to formulate goals and strategies in relation to healthy lifestyles, cancer, and motor vehicle deaths. All strategies align with the national Healthy People 2020 goals and objectives, as well as Nebraska State Plan objectives.

During the next three-five years, the local public health system will continue to work together to find creative ways to address these strategic issues. Action plans are developed and progress will be reported and evaluated on an ongoing basis. Action plans may be reviewed and updated regularly to best address the needs of the community.

Improving the health of a community is shared responsibility, not only of health care providers and the local public health system, but of the variety of others that contribute to the well-being of its residents and visitors. It’s important to recognize that no single organization has the depth or resources needed to raise the community health to a level of sustained excellence without strong partnerships. With

partners successfully leveraging resources, we can have the greatest impact on improving health outcomes.

Henderson Health Care Services Representatives served on the Community Health Improvement Committee. *(See Appendix #4)*

Community Health Improvement Plan— Taking Action

The strategies and goals listed were created and approved by the Planning Team. Continual evaluation and updates will regularly occur. Lessons learned from actions taken will help guide future actions. Evaluation will also help to inform key decision makers if the right strategies were implemented and if the desired outcomes were achieved. It is also important to note that this plan is flexible and can easily accommodate potential actions resulting from “forces of change”. Henderson Health Care Services is a member of the Healthy Lifestyles and Cancer Community Health Improvement Subcommittees to collaborate on the strategies and goals identified below: *(See also Appendix # 5, #6, & #7)*

Healthy Lifestyles

Strategies

1. Develop a consistent, comprehensive nutritional/physical activity message. This message may be adapted on an annual basis.
2. Develop multi-media campaign to promote consistent message.
3. Educate elected officials- Keep officials notified of current efforts and policy changes. Focus specifically on community planning, design practices, and parks and recreation built environments.
4. Continue to support current programs- make sure that all partners are aware of the common message.

Goals

1. By January 2013- Create a consistent, comprehensive nutritional/physical activity message to be distributed across the district by local public health system partners. Develop a multi-media campaign to promote this message.
2. Ongoing- Maintain relationships with elected officials. They will be informed and educated in regard to healthy lifestyle policies.
3. By January 2015- Healthy nutrition and physical activity data will show a 1% change.
4. By January 2017- Healthy nutrition and physical activity data will show a 2% change.

Measurability: BMI recorded at schools, BRFSS for the District, SHARPS surveys from the schools. (We must also work with the local school boards to emphasize the importance of participating in assessments such as SHARPS.)

Breast, Colon, Prostate, and Lung Cancers

Strategies

1. Promote screening guidelines for breast, colon, and prostate cancer (no screening guidelines for lung). Visit with local medical staff to learn of their thoughts on screening.
2. Develop consistent messages with multi-media campaign to promote them.
3. Identify local champions for all 4 cancers for every county. Work with these champions and their families to share their story.
4. Continue to work across the local public health system-educate where the people are, tie into current programs (such as Worksite Wellness), and share opportunities and resources.

Goals

1. By January 2015- Success will be measured by increased screening rates for breast, colon, and prostate cancer. Success will be measured by cancer diagnosis at earlier stages for breast, colon, prostate, and lung
2. By January 2017- Success will be measured by decreased incidence rates for breast, colon, prostate, and lung cancer. Success will be measured by decreased mortality rates for breast, colon, prostate, and lung cancer.

Measurability: State Vital Statistics and Nebraska Cancer Registry Data.

Motor Vehicle Crashes and Deaths

Strategies

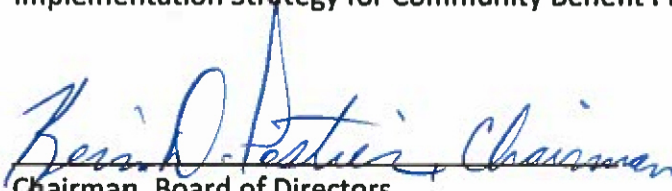
1. Develop a consistent message on Driving Smart. Include seat belt use, distracted driving, making the right choices when driving, and provisional driver's license.
2. Develop multi-media campaign to promote consistent message.
3. Continue to support prevention efforts.
4. Car Seat Focus- Recruit more car seat technicians, promote checkpoints, and do more advertising of events. Investigate the complexity of assuring proper use of multiple designs of car seats.
5. Continue to work together across the local public health system, sharing opportunities and resources.

Goals

1. By January 2015- Success will be measured by reducing motor vehicle crashes and deaths by 25%.
2. By January 2017- Success will be measured by reducing motor vehicle crashes and deaths by 50%.

Measurability: State Vital Statistics and Nebraska Office of Highway Safety statistics.

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A handwritten signature in blue ink, reading "Kevin D. Foster", followed by the word "Chairman" written in a cursive script.

Chairman, Board of Directors
Henderson Health Care Services, Inc.