



- **Heart Disease**
- **Mental Health**
- **Obesity**



Community Health Improvement Plan 2014

INTEGRIS Canadian Valley Hospital
Yukon, Oklahoma

1201 Health Center Parkway • Yukon, OK 73099 • 405-717-6800

Table of Contents

Community Health Needs Assessment

Community Partners	4
Community Description.....	5
Methodology.....	6
Prioritized Needs	7-9
Assessment Summary.....	10-11

Health Implementation Plan

Plan Introduction.....	13
⇒ <i>Heart Disease</i>	14-16
⇒ <i>Mental Health</i>	17-19
⇒ <i>Obesity</i>	20-22
Future Plans.....	23
Plan Approval	24



Community Health Needs Assessment

I N T E G R I S
Canadian Valley
HOSPITAL

INTEGRIS Canadian Valley Hospital
Yukon, Oklahoma

1201 Health Center Parkway • Yukon, OK 73099 • 405-717-6800

Community Partners

Participating in the Health Needs Assessment and the Health Implementation Plan

- ◆ Canadian County Against Tobacco
- ◆ Canadian County Health Department
- ◆ Canadian County Health Access Network
- Canadian Valley INTEGRIS Hospital
- Canadian County Juvenile Justice Center
- ◆ Oklahoma State Department of Health, Turning Point
- ◆ Red Rock Behavioral Health
- ◆ Red Rock Behavioral Health Regional Prevention Coordinators
- ◆ Sooner Success

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Community Description



Canadian County is located in central Oklahoma. El Reno is the county seat. Canadian County is also part of the Oklahoma City Metropolitan Statistical Area. According to the U.S. Census Bureau, the county has a total area of 905 square miles, of which 900 square miles is land and 5 square miles is water. Two airports are located in the county.

Nine cities and towns are located in the county. Oklahoma City is mainly in Oklahoma County, but a small part of the city limits extends into Canadian County. Industry includes agriculture, oil and gas extraction, business, and textiles.

El Reno is home to a Federal Correctional Institution. The county also has a county health department located in Yukon. Two hospitals are located in the county (Yukon and Kingfisher).

The population is 115,541. According to the U.S. Census Bureau, 83.1% are White, 2.5% are Black, 4.8% are American Indian or Alaskan Native, 3% are Asian and 6.7% are Hispanic or of Latino origin. 26.9% of persons are younger than age 18.

The percentage of people living in the same house for one year or more was 81.8%. Foreign born persons were 4.0%. Language other than English spoken at home was 5.6%. High school graduates older than age 25 were 92.4%, bachelor's degree or higher older than age 25 were 28.5%. Veterans numbered 2,020. The homeownership rate was 75.3%. The median value of owner-occupied housing units was \$120,500. Households numbered 8,683 with persons per household being 2.57 with the median household income being \$59,803. Persons living below poverty was 8.5%.

INTEGRIS Canadian Valley Hospital is located in Yukon, Oklahoma. Opened in November 2001, INTEGRIS Canadian Valley is a 75-bed primary care facility with a full range of services including 57 private medical surgical rooms, a 10 bed women's unit and an eight bed intensive care unit.

The hospital offers a high level of technology in a small community setting. It has a medical staff of more than 250 physicians in various specialties. INTEGRIS Canadian Valley Hospital is part of INTEGRIS Health. INTEGRIS Health is the state's largest Oklahoma-owned health care system and one of the state's largest private employers (about 9,000 employees statewide), with hospitals, rehabilitation centers, physician clinics, mental health facilities, fitness centers, independent living centers and home health agencies throughout much of the state.

Our Vision: Most Trusted Name in Health Care

Our Values: Love, Learn and Lead

Our Mission: To improve the health of the people and communities we serve.

Information obtained from the U.S. Census, 2010.

Methodology

The community MAPP (Mobilizing for Action through Planning and Partnerships) Coalition was formed out of the Canadian County Coalition for Families and Children in 2012. This collaborative effort began in June 20, 2012. Multiple agencies began to meet monthly with the goals of creating a community needs assessment and formulating a community health improvement plan. Data was identified through state and local existing sources, focus groups, surveys (353 collected from Canadian County), and asking key stakeholders. Healthy Communities Institute, State of the State Health Reports, and County Health Profiles were also used. City officials, citizens, county commissioners, and other key individuals in the community were invited to listening sessions to identify perspectives and needs. The coalition began working on the four MAPP assessments including Forces of Change, Community Themes and Strengths, Community Health Needs Assessment, and the Local Public Health System Assessment. INTEGRIS Health's Healthy Communities Assessment site is a system designed to help measure community health from the Healthy Communities Institute. This information system is used to promote transparency, best practice sharing, collaboration and civic engagement. A link to the community assessment is located at: <http://integrisok.com/canadian-valley-hospital-yukon-ok>.

The data was compiled and compared to other counties, states and national statistics; trends and potential targets were then identified. The hospital with the collaborative effort of the coalition prioritized the top 10 focus areas to concentrate on for the Community Health Needs Assessment. Top three issues were analyzed and prioritized from those top 10 and formulation of the community health improvement plan began.

After compiling and analyzing the community surveys and focus groups as well as the data from the additional aforementioned sources, the community partners were convened to share results. Actual and perceived needs within Canadian County were discussed.

The needs assessments and proposed plans from each INTEGRIS Health facility were brought together in a series of meetings of the Community Benefit team, during which it was discovered that three health indicators—Heart Disease, Mental Health and Obesity—were significant issues in all of the service areas. The team suggested adopting these three focuses for each facility would allow for uniting a systemwide effort to more effectively combat these issues, as essential components such as resources, personnel, best practices, programs and evaluation methods could be shared among facilities. This would help ensure the implementation of consistent strategies and action steps throughout the INTEGRIS Health service areas.

The conclusion of the needs assessment determined the following to be the top 10 priority issues for Canadian County: **Heart Disease, Mental Health, Obesity, Tobacco, Diabetes, Infant Mortality, Access to Care, Stroke, Cancer and Substance Abuse**. After prioritizing the top 10 issues for the needs assessment, the hospital chose to focus on the top three issues for the health improvement plan: **Heart Disease, Mental Health and Obesity**.

Determining Community Health Priorities

The top health priorities were prioritized based on data, community input, gaps in care and where the hospital could make the most impact. With each INTEGRIS Health facility focusing on the same top three health issues, a broader, statewide approach to implementation will be accomplished.

Prioritized Needs

The top ten health issues for each facility were gathered using data and community input. The coalition chose the top ten based on death rates and increasing trends.

Once the top ten issues were identified, the coalition voted on what they felt was the worst top five. Gaps and available resources were also taken into account. The hospital chose the top three due to the high rates, community needs, community input and gaps that were identified.

Target population: high risk, minorities, underinsured and uninsured.

- 1. Heart Disease:** In Canadian County, the death rate for coronary heart disease is 149.4 (2007-09). With increasing obesity rates, and more fast food restaurants, heart disease is a major issue. Nationally, coronary heart disease makes up the majority of heart disease deaths. In 2006, 425,425 Americans died of coronary heart disease. Heart disease is also very costly economically with projected costs in 2010 of \$316 billion on health care services, medications and lost productivity. 50.0% of people surveyed had high blood pressure. Due to the long term increasing trend, heart disease was chosen as the top health issue.
- 2. Mental Health:** Community input from surveys, focus groups and listening sessions identified the clear need for mental health services as the number two priority. Of those responding to related survey questions, 36.1% suffered from anxiety and/or depression and 77.5% said they take medication for behavioral health purposes. Canadian County is without services for mental health emergencies. There is no inpatient substance abuse center. The suicide death rate is 15.4 deaths per 100,000 (2007-09). Healthy People 2020 national target is to reduce the rate to 10.2.
- 3. Obesity:** According to those surveyed, 32.1% identified themselves as obese. The county's high rate of 32.5% has been on a long term climbing trend. Complications from being obese include heart disease, diabetes, cancer, hypertension, stroke, liver and gallbladder disease, respiratory problems and osteoarthritis. Canadian County's fast food density is high and farmers' markets are low. Low income and low access to a grocery store are also issues. Increasing childhood obesity and the numbers of overweight children are also climbing. The national rate for children that are obese is 14%. Obesity is a priority due to high rates, lack of sidewalks, less physical activity, and low number of healthy options when eating out according to community input. 61.4% of those surveyed said that being overweight was one of the top five most important health risks in the community.
- 4. Tobacco:** 22.5% (2004-10) of adults smoke in Canadian County. The trend has taken a slight decrease. In 2008, 23.6% of adults smoked. The decrease is attributed to strong presence by the TSET (Tobacco Settlement Endowment Trust) Coalition. Statewide cessation efforts are in place through a hotline referral system. Although tobacco is an important issue, the hospital will support the existing coalition efforts and continue to refer the community and all admissions that use tobacco to the statewide Quitline.

Prioritized Needs

5. **Diabetes:** The prevalence of diagnosed type 2 diabetes increased sixfold in the latter half of the last century. Diabetes risk factors such as obesity and physical inactivity have played a role in this dramatic increase. Age, race and ethnicity are also important risk factors. Due to several existing resources for diabetes education and programs that encourage good nutrition and increased physical activity, the hospital chose to focus efforts on assisting agencies in the effort. Heart disease and obesity are linked with diabetes so focusing our efforts on those areas, we hope to see diabetes decrease.
6. **Infant Mortality:** Canadian County has a high incidence of infant mortality. Contributing factors include low birth weight babies, teen mothers and lack of early prenatal care. Several agencies in Yukon are currently working on bringing this increasing trend down. The health department is also increasing efforts in “Planning for a Lifetime,” which focuses on educating the community and providers on the risk factors. The hospital supports both agencies and will assist in the education and awareness effort. The coalition is also focusing some effort toward reducing the risk. American Indians in the county have an extremely concerning rate of infant death. In this high risk population, 23.1 deaths occur for every 1,000. The coalition and various agencies are exploring ways to reach this minority. Currently, we are collaborating with tribal health at monthly meetings. The hospital supports partnering agencies and will assist in the education and awareness effort.
7. **Access to Health Care:** The Primary Care Provider Rate for the county is 39 providers for every 100,000 persons. Focus groups had concerns about lack of providers due to the increase in recent industry moving into the area. The hospital will continue to recruit providers and assess the need for specialists. According to the survey, 77.2% of people make regular visits to their providers for check ups. Therefore, existing efforts will continue.
8. **Stroke:** Cerebrovascular diseases rank third among the leading causes of death in the U.S. Each year, 795,000 people in the U.S. will suffer a new or recurrent stroke. Canadian County’s rate has decreased slightly in the last few years. Although people of all ages have strokes, the risk more than doubles with each decade of life after 55. We chose to focus our efforts on the modifiable risk factors associated with stroke: high blood pressure and high cholesterol (targeted in heart disease), and diabetes (targeted in obesity).

Prioritized Needs

9. **Cancer:** Death and incidence rates for breast cancer are significant for the county. Breast cancer affects 121.0 (2005-09) in 100,000 women. In the United States, in 2009, it is estimated that there will be 192,370 new cases and 40,170 deaths from breast cancer. Due to the fact that cancer can be hereditary, the hospital chose to focus the efforts on the prevention and treatment of cancer, supporting cancer awareness and support groups, as well.
10. **Substance Abuse:** The rate of adults who drink excessively occurs in 15.7% of the population. 63.2% of those surveyed felt like substance abuse was one of the top priorities, which included concerns of prescription drug abuse. There is a strong correlation between substance abuse, domestic violence and unintentional injuries. Although the hospital will support measures to decrease these numbers, other agencies are working on these issues. The department also felt like manpower and budget restraints were an issue.



Assessment Summary

*Priorities addressed in the Implementation Plan are in RED

<u>Leading Health Issues</u>	<u>Measure</u>
Age-Adjusted Death Rate due to Coronary Heart Disease	148.4 deaths/100,000 (2008-10)
Mental Health: Suicide Death Rate	13.2 deaths/100,000 (2008-10)
Obesity	32.5% (2009)
Tobacco: Adults Who Smoke	21.5% (2005-11)
Diabetes: Age Adjusted Death Rate due to Diabetes	28.3 deaths/100,000 (2008-10)

Source: Healthy Communities Institute. (2013). INTEGRIS Canadian Valley Hospital, Canadian County [Data file]. Retrieved from <http://integrisok.com/healthy-communities/canadian-valley>

Assessment Summary

Infant Mortality	8.6 deaths/100,000 live births (2005-07)
Access to Care: Primary Care Provider Rate	39 providers/100,000 (2011-12)
Stroke	44.7 deaths/100,000 (2008-10)
Cancer: Age Adjusted Death Rate due to Breast Cancer	24.5 deaths/100,000 females (2005-09)
Substance Abuse: Adults who Drink Excessively	15.7% (2005-11)

Source: Healthy Communities Institute. (2013). INTEGRIS Canadian Valley Hospital, Canadian County [Data file]. Retrieved from <http://integrisok.com/healthy-communities/canadian-valley>

Implementation Plan 2014

I N T E G R I S
Canadian Valley
HOSPITAL

Plan Introduction

INTEGRIS Canadian Valley Hospital has developed a community health implementation plan designed to address Heart Disease, Mental Health and Obesity. These issues were chosen based on community health data and identifiable gaps in available care/services. It was also determined that emphasis on these three issues would ultimately have the greatest impact on the community's overall health.

The objective of the implementation plan is to measurably improve the health of the citizens of the community. The plan's target population includes the community as a whole, and specific population segments including minorities and other underserved demographics.

The implementation plan includes components of education, prevention, disease management and treatment, and features collaboration with other agencies, services and care providers. It will be facilitated by the hospital, through the Department of Community Wellness with assistance from key staff members in various departments.

Target: The underserved and minorities

Responsible for Action Plan: Community Wellness and other hospital staff



Issue: Heart Disease

Goal: To prevent heart disease and to improve outcomes and quality of life for adults with coronary heart disease by **decreasing/maintaining the Age Adjusted Death Rate due to coronary heart disease in Canadian County by FY 2016.**

Strategies: Prevention, Education and Collaboration

1. Collaborate with community partners to provide health resources and services targeting heart disease prevention.

Action Steps

- *Hospital will hold a community health fair offering free screenings such as blood pressure, blood sugar and cholesterol. Partnering agencies will offer health promotion and health education material. (A minimum of three events)*
- *Participate in at least one health fair targeting ethnicities. (A minimum of one event)*
- *Hospital will participate in partnering agency's wellness fairs by offering health education material, promoting/providing screenings and referring to hospital's existing support groups. (A minimum of two wellness fairs)*
- *Hospital will provide community health education targeting high risk populations in heart disease prevention efforts such a **healthy eating habits** (smaller portions, more fruits and vegetables, leaner meats), **increasing physical activity**, and **tobacco cessation**. Hospital will utilize evidence-based programs when possible. (A minimum of six nutrition/physical activity presentations and at least 100 referrals to the Oklahoma Tobacco Quitline)*
- *Promote and support evidence-based heart disease and related co-morbidities programs, services and treatment options within the hospital, the INTEGRIS Heart Hospital and community resources.*
- *Encourage employees and their families to participate in the hospital's wellness program, offering incentives for improved health.*

Issue: Heart Disease

2. Share information about health topics regarding heart disease prevention and services.

Action Steps

- *Educate the community on heart disease programs and treatment options provided by the hospital and INTEGRIS Health statewide.*
- *Educate the community on cardiology services provided by INTEGRIS Health physicians locally and those available throughout INTEGRIS Health statewide.*
- *Educate the community on the importance of physical activity for heart health and promote evidence-based programs and provide information on exercise options within INTEGRIS and throughout the community.*
- *Educate the community on heart disease utilizing INTEGRIS physicians, nurses, dieticians and other health professionals within the hospital and resources within the community.*
- *Educate the community on the effects of smoking and heart disease utilizing the INTEGRIS Health Smoking Cessation program and services provided by the Oklahoma Tobacco Settlement programs.*
- *Provide a cardiac support group for individuals. (At minimum of four group meetings)*
- *Provide information on evidence-based heart healthy programs provided by INTEGRIS Health and other community resources.*

3. Support worksite wellness.

Action Steps

- *Encourage other agencies to provide wellness programs to their employees using incentives for health improvement using the Certified Healthy Programs initiative. (A minimum of two new agencies will become Certified Healthy for FY 2014)*

Issue: Heart Disease

Potential Barriers

- convenience of high calorie, fatty food
- cultural
- number of fast food locations
- high rates of diabetes
- lack of healthier food options
- sedentary lifestyles
- lack of stricter tobacco policy
- healthy food options are usually more expensive
- medication non-compliance/expense
- poverty
- uninsured/underinsured
- high obesity rates
- high smoking and drinking rates

Available Community Resources/Potential Programs

Free and private health screenings, preventive health education programs, counseling and various support groups, weight loss programs, fitness facilities, community events including physical activity, hospitals, federal and county programs, county health department, Changing your Weighs, and CATCH (Coordinated Approach to Child Health)



Issue: Mental Health

Goal: To improve mental health wellness by **decreasing/maintaining the number of poor mental health days in Canadian County for FY 2016.**

Strategies: Prevention, Education and Collaboration

1. Increase awareness of services.

Action Steps

- *Promote mental health services to providers, the community and referral sources in the area. (A minimum of one community presentation)*
- *Incorporate stress reduction strategies and the use of 2-1-1 service into chronic disease prevention efforts in media messages. (A minimum of one newspaper article and a minimum of 50 2-1-1 information referrals cards distributed at a minimum of one event)*
- *Encourage all medical providers to screen for depression and anxiety at annual exams. (A minimum of five providers who routinely screen)*
- *Promote the 40 Developmental Assets and bullying prevention programs. (A minimum of two presentations targeting high risk populations)*
- *Promote the suicide prevention hotline. (Distribute at least 200 hotline cards in high risk populations)*
- *Promote use of 2-1-1 services. (Distribute 2-1-1 information cards at a minimum of one event)*
- *Educate the community on the importance of anger management and stress reduction, and provide evidence-based programs and provide information on options within INTEGRIS, INTEGRIS Mental Health and throughout the community.*
- *Educate the community and provide information on treating mental health issues utilizing INTEGRIS physicians, nurses, dieticians and other health professionals within the hospital, INTEGRIS Mental Health and resources within the community*

Issue: Mental Health

2. Explore access option to mental health services.

Action Steps

- *Collaborate with partnering agencies to assist in determining mental health resource needs and to explore ways of enhancing services. (Attend a minimum of two meetings)*
- *Refer the uninsured/underinsured to RX Oklahoma for free/reduced cost medications. (Distribute a minimum of 100 brochures at health promotion events)*
- *Provide information on evidence-based depression screening programs and treatment options provided by the hospital, INTEGRIS Mental Health and other community resources.*
- *Educate the community on suicide prevention programs and treatment options provided by the hospital, INTEGRIS Mental Health and other community resources.*
- *Educate the community on alcohol/substance abuse and education programs provided by the hospital, INTEGRIS Mental Health, INTEGRIS physicians locally and those available throughout INTEGRIS Health statewide.*
- *Promote the free mental health screening and treatment options offered on the INTEGRIS Mental Health website, integrisk.com/mentalhealth.*
- *Promote the free mental health podcasts available on the website, integrisk.com/mentalhealth.*



Issue: Mental Health

Potential Barriers

- stigma
- language
- cultural
- lack of specialist
- poverty
- transportation
- expense of medications
- lack of personal support systems
- self medicating with substances such as drugs and alcohol
- medication compliance

Community Resources/Potential Programs

Federal programs, suicide prevention hotline, private providers, free/reduced cost prescription drug programs, state supported mental health system, county health department, counseling/guidance assistance, school suicide prevention program (SOS Signs of Suicide), evidence based bullying prevention program



Issue: Obesity

Goal: To educate and promote good nutrition and increased physical activity, therefore improving general wellness by **decreasing/maintaining obesity rates in Canadian County by FY 2016.**

Strategies: Prevention, Education and Collaboration

1. Promote activities that encourage healthy lifestyles.

Action Steps

- *Participate in at least two community health fairs and offer at least one of the following screenings: blood pressure, blood sugar, body mass index and cholesterol.*
- *Support at least one community event that targets improving children's nutrition and increasing their physical activity.*
- *Provide educational information related to healthy nutrition, physical activity, obesity prevention and related available services. (A minimum of one event)*
- *Participate in at least one event that targets minority populations (Hispanics, African Americans and American Indians).*
- *Promote and support evidence-based obesity and related co-morbidities programs, services and treatment options within the hospital, the INTEGRIS Bariatric program and community resources.*
- *Provide information on evidence-based obesity prevention and intervention treatment programs provided by INTEGRIS and other community resources.*
- *Educate the community on obesity and diabetes programs and treatment options provided by the hospital and INTEGRIS Health statewide.*
- *Educate the community on nutrition services and support groups provided by INTEGRIS physicians locally and those available throughout INTEGRIS Health statewide.*

Issue: Obesity

2. Collaborate with others to promote good nutrition and physical activity.

Action Steps

- *Participate in the Canadian County Coalition for Children and Families by assisting with the coalition's strategic plans of health promotion through consultation, sponsorship, attendance and staffing at events. (Attendance of a minimum of four meetings per year)*
- *Encourage the community to increase fruit and vegetable consumption. (A minimum of one presentation and one form of media message)*
- *Educate the community on the importance of physical activity for a healthy lifestyle and heart health and provide evidence-based programs and provide information on exercise options within INTEGRIS and throughout the community.*
- *Educate the community on obesity, good nutrition, physical activity and behavior modifications utilizing INTEGRIS physicians, nurses, dieticians and other health professionals within the hospital and resources within the community.*



Issue: Obesity

Potential Barriers

- busy lifestyles
- less fruit and vegetable consumption
- more unhealthy options than healthy options
- lack of sidewalks for easier access to shopping, school and work
- decreasing physical education in schools due to time restraints
- too much screen time, lack of state mandated health education curriculum
- safety concerns (children don't play outside as much)
- larger portions at restaurants
- convenience/price of fast food
- healthier options usually cost more
- technology

Available Community Resources/Potential Programs

Free use of playgrounds after hours, existing parks, nutritional counseling and education, county and federal nutrition programs, farmers' market, fitness facilities, CATCH program, Changing Your Weights, CATCH (Coordinated Approach to Child Health)



Future Plans

What's Ahead

The MAPP (Mobilizing for Action through Planning and Partnerships) process is a cyclic progression toward community health improvement. INTEGRIS Canadian Valley Hospital through the collaborative efforts with the coalition will continue to evaluate and revise the plan. With the completion of the health improvement plan, the participants will move through the Action Phase. This part of the cycle consists of planning, implementation and evaluating initiatives and interventions to reach measurable objectives.

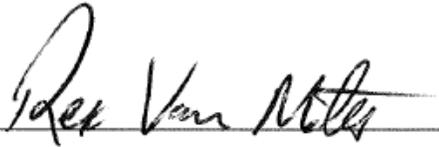
Committee members and hospital staff will join new and established task forces that will focus on the priority health issues. Each task force will align their strategic plan in with the county health improvement plan. The coalition will continue to meet monthly to access the county's changing needs, discuss plan progression/evaluation, and to explore and implement new, innovative programs for the community.

Furthermore, the coalition will explore into the issues that were not addressed in the top three areas. The areas not addressed in the implementation plan did not have the significant data to place in the top three and/or some potential strategies were not relevant enough to health. Other issues included lack of resources and manpower to implement the actions steps, environmental/infrastructure issues beyond the hospital and coalition's control, lack of policy, a three year lag in data, and free enterprise.

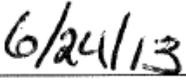
Promising Practices and other evidence based programs will also be researched more thoroughly for the areas after the initial plan is in progress and to be able to address the community's needs more effectively.



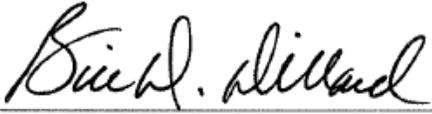
Plan Approval



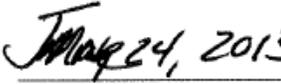
INTEGRIS Canadian Valley Hospital President



Date



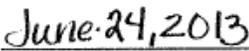
INTEGRIS Board of Directors



Date



Oklahoma State Dept. of Health, Turning Point



Date

INTEGRIS Canadian Valley Hospital Community Health Improvement Plan 2014

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