

Partners for a Healthy Putnam County

2014-2017 PUTNAM COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN

Promoting active and healthy lifestyles to enhance the quality of life in Putnam County



~ ~ ~ ~ ~

*Health is a state of complete
physical, mental and social
well-being, and not merely the
absence of disease
or infirmity.*

-World Health Organization

~ ~ ~ ~ ~

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EXECUTIVE SUMMARY

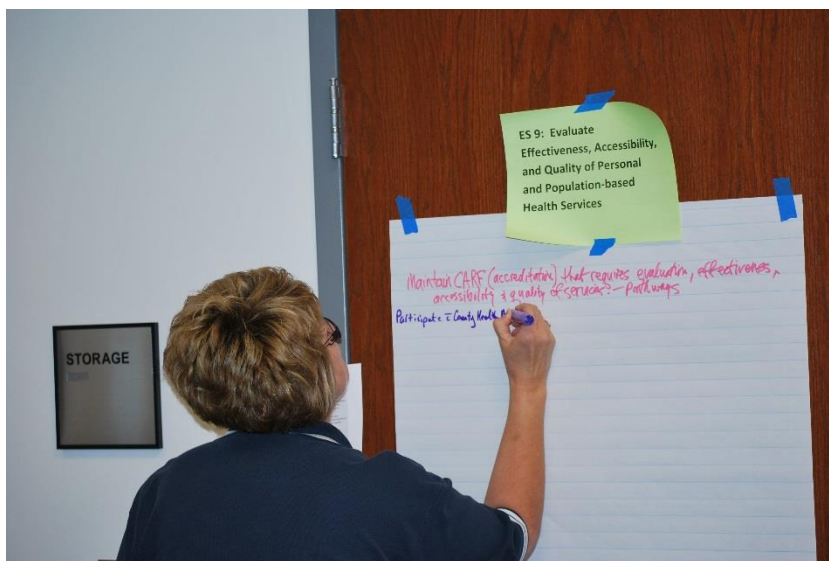
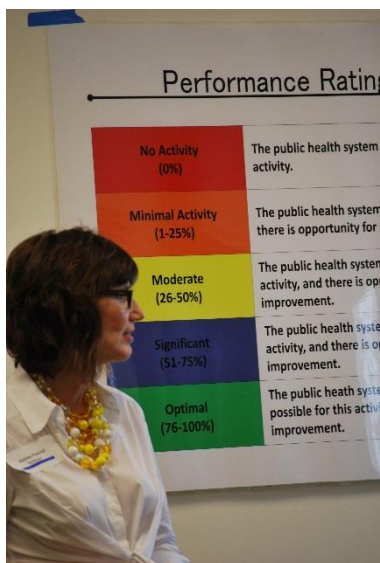
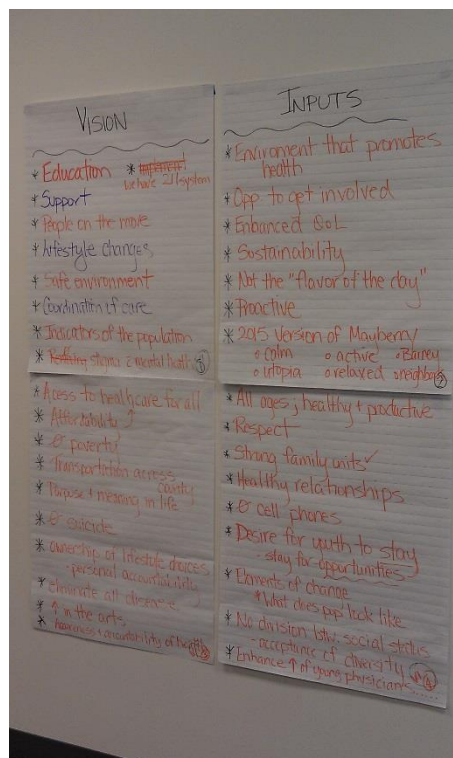
The Partners for a Healthy Putnam County kicked off its efforts to work towards a healthier community in August 2013. Twenty-six individuals from 20 different organizations came to the table to participate in community-wide assessments and planning activities. This effort was led by the Putnam County Health Department in accordance with the Public Health Accreditation Board's Standards and Measures. The Mobilizing for Action through Planning and Partnership (MAPP) model was used to conduct the assessments and complete the Community Health Improvement Plan (CHIP). MAPP is an evidence-based tool developed by the Centers for Disease Control and Prevention (CDC) and the National Association for County and City Health Officials (NACCHO).

In early 2014, the partners met again to prioritize the health needs of the county that were discovered during the various assessments and discuss strategies and action steps. Three Strategic Issues were chosen to be addressed in the 2014-2017 Community Health Improvement Plan:

1. Childhood and Adult Obesity
2. Alcohol and Drug Use
3. Mental and Behavioral Health.

A smaller sub-group of partners met frequently for the next several months to develop the CHIP strategies, objectives and action steps to address the identified issues. This group will continue to collaborate with other community partners to carry out the objectives in the plan.

As we move forward, this Community Health Improvement Plan will serve as a central point of planning from which partners will work together to implement the action steps outlined in the plan. We will continually evaluate and revise the plan as needed. In 2016-2017 assessments will once again be conducted and a new Community Health Improvement Plan will be developed and followed as we make a concerted effort to improve the health of Putnam County.



PARTNERS FOR A HEALTHY PUTNAM COUNTY MEMBERS

Putnam County Health Department

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Putnam County Red Cross

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**“Alone we can do so little;
together we can do so much”
— Helen Keller**

INTRODUCTION AND BACKGROUND

In the Summer of 2013, the Putnam County Health Department led an initiative to assess the health of our community. The Mobilizing for Action through Planning and Partnerships (MAPP) is a community-driven planning process for improving the health of our county. Facilitated by public health, the interactive MAPP framework was used as a guide to conduct assessments, prioritize public health issues and identify resources to address them. The process helps communities to improve efficiency and effectiveness, as well as the performance of the local public health system as a whole. Ultimately, a Community Health Improvement Plan was developed to address the health needs of the community.

There are four MAPP Assessments:

The Community Health Status Assessment collects quantitative information on health status, quality of life and risk factors.



The Community Themes and Strengths

Assessment identifies what is important to community members, how quality of life is perceived and what assets does the community have that can be used to improve community health.

The Local Public Health System Assessment is completed using the National Public Health Performance Standards Local Instrument. This assessment measures how well the local public health system delivers the **10 Essential Public Health Services** (see below for more information).

The Forces of Change Assessment identifies all the forces associated with the opportunities and threats that can affect the community and local

public health system, either now or in the future. Forces can be trends, factors or events.

The 10 Essential Public Health Services

These 10 services represent the spectrum of public health activities that should be provided in any jurisdiction.

- 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 and personal health care workforce.**
- 9. Evaluate the effectiveness, accessibility and quality of personal and population-based health services.**
- 10. Research for new insights and innovative solutions to health problems.**

THE COMMUNITY HEALTH STATUS ASSESSMENT

The Community Health Status Assessment (CHSA) answers the questions: “How healthy is the community?” and “What does the health status of the community look like?” During this phase of the MAPP process, the Putnam County Health Department collaborated with community partners and the Ohio State University Center for Public Health Practice to collect secondary data related to the health status of Putnam County. The 2010 Community Health Assessment was used as a point of reference in gathering additional data. The County Health Rankings that are released annually in March also provide valuable insight into the health status of our county.

Upon reviewing the available information, some areas of concern include:

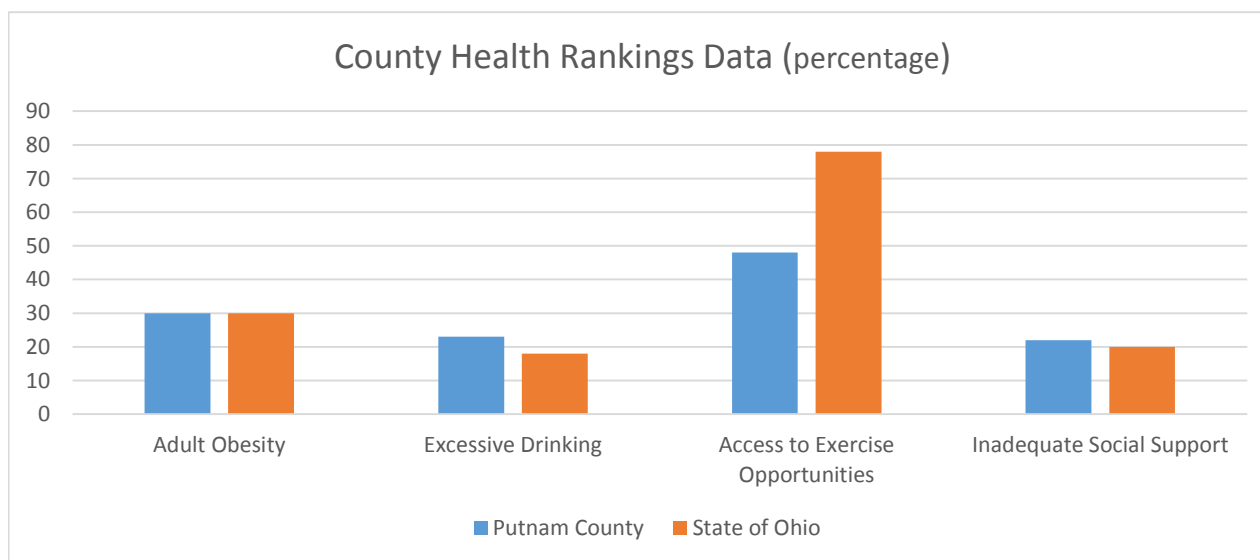
- Obesity
- Tobacco Use
- Alcohol Abuse
- Drug Abuse
- Youth risk factors for drug and alcohol use
- Mental health

Information from the CHSA was used as the group prioritized health needs of the community:

Each year, the Robert Wood Johnson Foundation releases the *County Health Rankings*. The *County Health Rankings* measure the health of nearly every county in the nation. The *Rankings* help counties understand what influences how healthy residents are and how long they will live.

In 2014, Putnam County ranked #2 of the 88 Ohio counties in Health Outcomes, which considers length of life and quality of life. Putnam County also ranked #9 statewide for Health Factors, which studies data regarding health behaviors, clinical care, social and economic factors and physical environment. Although Putnam County ranks very high in Health Outcomes and Health Factors compared to the rest of the state, there is still work to be done to have a healthy Putnam County!

A sample of some interesting facts from the 2014 *County Health Rankings* is below:



The county snapshot for Putnam County can be found at:

<http://www.countyhealthrankings.org/app/ohio/2014/rankings/putnam/county/outcomes/overall/snapshot>

THE COMMUNITY THEMES AND STRENGTHS ASSESSMENT

The Community Themes and Strengths Assessment (CTSA) answers the questions: “What is important to the community?”, “How is quality of life perceived in the community?” and “What assets does the community have that can be used to improve community health?” To gather this information, focus groups with a variety of community members were held, interviews and surveys of physicians were conducted and opinion polls were held at community events.

From the focus groups, several issues were a cause for concern:

- Mental health
- Cancer
- Breakdown of family unit/lack of parenting skills
- Jobs/economy/poverty
- Access to care
- Drug abuse

The physician interviews and surveys showed that the following were often an issue:

- Mental health
- Cancer
- Obesity
- Diabetes
- Cardiovascular disease



Meanwhile, attendees at two community events were asked to indicate their top three choices (from seven provided) of what they felt was important for a healthy community. The choices by order of importance were:

- Strong family life
- Religious/spiritual values
- Healthy lifestyles
- Clean environment
- Access to mental/physical health care
- Reduce addiction
- Healthy policies at school

THEMES

- Mental health
- Importance of healthy lifestyles – decreasing obesity, reduce risk of disease (diabetes, cardiovascular disease, cancer)
- Access to care
- Addiction/abuse
- Importance of strong family life (or breakdown of family unit/parenting skills)

THE LOCAL PUBLIC HEALTH SYSTEMS ASSESSMENT

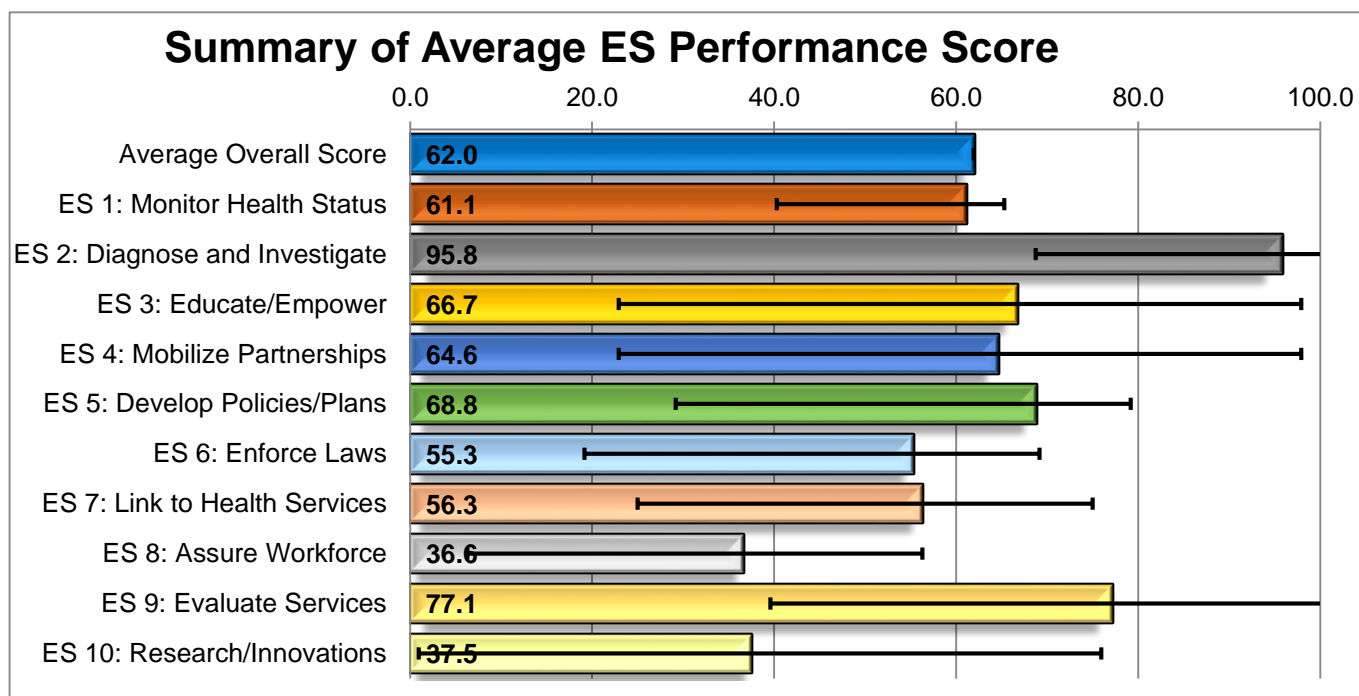
The purpose of the Local Public Health Systems Assessment (LPHSA) that was conducted in August, 2013 was to evaluate the current public health system with the intent to form new and stronger stakeholder collaborations, improve the quality and efficiency of the public health system's services, and with the goal to improve the health of Putnam County residents.

Version 3 of the National Public Health Performance Standards Program (NPHPSP) local assessment instrument was used. The NPHPSP assessment is based on the *Ten Essential Services of Public Health* (see above) and describes levels of optimal system functioning and aims to improve the quality and performance of public health service delivery. The LPHSA helps answer the questions: "What are the activities, competencies and capacities of the local public health system?" and "How are the 10 Essential Public Health Services being provided to the community?"

Twenty-six individuals representing 20 different public health system contributors participated in the day long, open and honest dialogue regarding the current status of our local public health system. In looking at the performance scores that were the product of the assessment in conjunction with priority ratings that were given to the various model standards, the following areas were highlighted as an opportunity for improvement of the public health system:

- Model Standard 1.1: Population-based Community Health Profile
- Model Standard 3.1: Health Education and Promotion
- Model Standard 3.2: Health Communication
- Model Standard 5.3: Community Health Improvement Process and Strategic Planning
- Model Standard 7.1: Identification of personal Health Service Needs of Populations
- Model Standard 8.4: Leadership Development

The table below describes the average performance scores for each of the *Ten Essential Services of Public Health* that were assessed during the Public Health Systems Assessment.



Note: Black line within each bar depicts range of scores among Model Standards within each *Essential Service*
To view the full LPHSA report, go to: www.putnamhealth.com

THE FORCES OF CHANGE ASSESSMENT

The Forces of Change Assessment is designed to help participants in the assessment process to determine what is occurring or might occur that affects the health of the community or the local public health system. Participants are asked to identify specific threats or opportunities that are generated by these occurrences. Trends (patterns over time), factors (discrete elements such as a rural setting or population demographics) and events (one-time occurrences such as a natural disaster) are noted and considered when determining the Community Health Improvement Plan.

To gather this information, participants were provided with the following open-ended questions in a Survey Monkey format:

- In thinking about Forces of Change – changes that are outside of your control – what is occurring or might occur that affects the health of our community or the local public health system?
- What specific threats or opportunities are generated by these occurrences?

While there were many ideas and thoughts regarding Forces of Change, the following themes were discovered from the assessment:

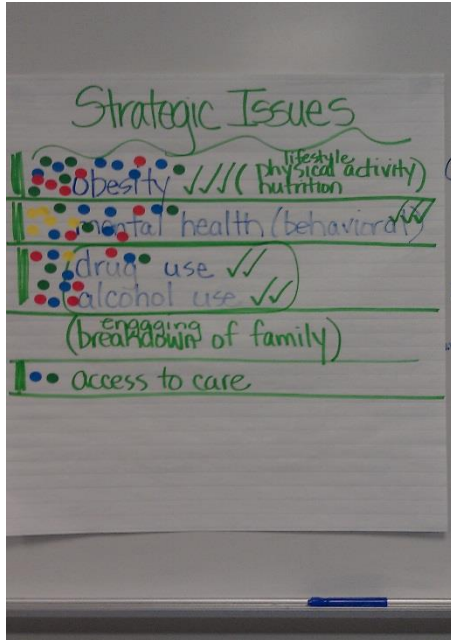
Forces (changes outside of our control)	Opportunities	Threats
Health Care/ Health Care Reform	<ul style="list-style-type: none"> -May encourage more providers to accept Medicaid insurance -More people on Medicaid or have health insurance -May be less demand for emergency aid for prescriptions, etc. from local charities -New urgent care in Ottawa allows people to see a physician without going to ER 	<ul style="list-style-type: none"> -Loss of health care or quality health care for most people (even with the expansion of Medicaid) -Greater demand on health care providers who may not have adequate staffing/facilities
Funding for services	<ul style="list-style-type: none"> -Possible jurisdictional (county/village/township) and nonprofit agency mergers to reduce costs and inefficiencies -A need to reassess priorities -New avenues of ingenuity -Forces of change vs. the forces of stable inertia 	<ul style="list-style-type: none"> -Reduced governmental funding for health services -Forced reduction in staffing and services provided -Current system may be weakened due to stretched budgets and need to plan for events beyond control -Loss of revenue to sustain programs -Public perception of minimal services
Mental Health	<ul style="list-style-type: none"> -Health care reform may allow more people to obtain Medicaid or have health insurance 	<ul style="list-style-type: none"> -Mental health of parents and children -Lack of mental health provider -Risk to children, community -Continued budget cuts
Aging Population	<ul style="list-style-type: none"> -Higher levy requests may be approved if needs are documented and more seniors vote -Volunteer opportunities/ Community engagement 	<ul style="list-style-type: none"> -Greater demand on health care providers with fewer resources -Increase in chronic diseases and dementia-related illnesses which result in a diminished quality of life

Aging Population (cont.)	-Preventative health care and health education opportunities	
Disasters	-Flood control efforts may free up farmland for planting and result in fewer damages and health issues	<ul style="list-style-type: none"> -Climate change and increasing severity of storms -Greater demand for emergency and health services with reduced resources -Flood control efforts may increase/divert issues to new areas -Disaster/Traumatic situations -Long-term health problems
Parenting/Family Issues	-Opportunities outside of professional boundaries: extended families can grow closer together as their dependence upon one another increases	<ul style="list-style-type: none"> -Lack of restraint: people are doing what they want without consideration of consequences (regardless of social status, race or creed) -Parental care is lacking, abusive or neglectful -crime, bankruptcy, joblessness, disease



STRATEGIC ISSUES

After completing the four MAPP assessments, a more thorough understanding of the health status of our community is available. In January, 2014 the group of key community partners met once again to analyze the



data from the four assessments and determine strategic issues to be included in the Community Health Improvement Plan (CHIP). The Community Health Improvement Plan will allow our partners and community residents to focus time and resources to address the strategic issues and affect change.

A small workgroup was formed to begin developing a workplan to address the public health strategic issues that were determined by the key partners. The CHIP workgroup met for several months to brainstorm possible solutions and then presented the workplan to the original group of key partners for comment.

Three Strategic Issues were chosen by the community partners to be the focus of the 2014-2017 Community Health Improvement Plan:

- Adult and Childhood Overweight and Obesity
- Alcohol and Drug Use
- Mental and Behavioral Health

Some specific data from the Health Status Assessment related to the three Strategic Issues is indicated below:

From the 2014 County Health Rankings:

Health Indicator	Putnam County	Ohio	Top U.S. Performer
Adult Obesity	30%	30%	25%
Physical Inactivity	27%	27%	21%
Access to Exercise Opportunities	48%	78%	85%
Excessive Drinking	23%	18%	10%

Prevalence of Overweight and Obesity among Third Graders from the 2004-2010 Ohio Department of Health Report on the Body Mass Index of Ohio's Third Graders:

Year	Putnam County	Ohio
2004-2005	37.0%	35.6%
2009-2010	33.9%	34.7%

The 2012-2013 Putnam County Schools PRIDE Survey focuses on drug, alcohol and tobacco use among students in grades 6, 8, 10, and 12.

Measure	Cig/Tobacco	Alcohol	Marijuana	Prescription Drugs
Past 30 Day Use	8.7	21.4	4.2	1.8
Perceived Risk	86.6	66.4	78.7	87.3
Parental Disapproval	92.8	90.1	96.3	96.4
Friends Disapproval	78.5	72.4	86.1	90.4

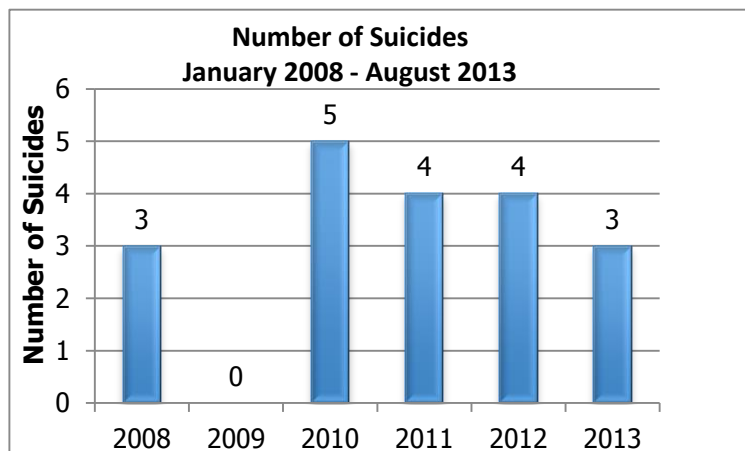
Protective Factors for Alcohol/Drug Use

Factor	% Protected
Make Good Grades	79.4
Attend Church or Synagogue	64.7
Take Part in Community Activities	32.1
Take Part in School Activities	44.9
Teachers Talk About the Dangers of Drugs	33.3
Parents Talk About the Dangers of Drugs	29.8

In 2013, Pathways Counseling Center had 730 residents utilize services for mental health related issues and 190 for alcohol and drug related problems:

Primary Mental Health Diagnosis	
Diagnosis	Number
Adjustment Reactions	194
Depressive Disorders	189
Bipolar Disorders	98
Mood Disorders	62
Schizophrenia	56
Anxiety Disorders	40
Attention Deficit Disorders	35
Other	56
Total	730

Primary Alcohol/Drug Diagnosis	
Diagnosis	Number
Alcohol Dependence/Abuse	100
Cannabis Dependence/Abuse	38
Opioid Dependence/Abuse	20
Other	32
Total	190



According to the Putnam County Sheriff's Office, there were 19 suicides in Putnam County between January 2008 and August 2013. The age range was 14 years of age to 76 years of age with a mean age of the group of 44 years.

Gender	Number of Suicides
Male	15
Female	4

STRATEGIC ISSUE: CHILDHOOD AND ADULT OBESITY

WHY IT MATTERS:

Health experts agree that obesity is a risk factor for many chronic diseases including, but not limited to: heart disease, cancer, Type 2 diabetes, high blood pressure, arthritis, sleep apnea and other respiratory conditions. These chronic conditions can lead to severe health complications and death. By reducing the percentage of Putnam County adults who are overweight or obese, it is hoped that an impact will be made on the number of residents suffering from health complications and death due to weight. The focus on youth to increase physical activity and nutrition, and thus decreasing overweight and obesity, will help them develop healthier lifestyles with a decrease risk of developing chronic conditions related to overweight and obesity.

HOW TO ADDRESS THE ISSUE:

STRATEGY #1: Increase access to and knowledge of healthy and affordable food and beverages.

OBJECTIVE 1.1: Schools and parents are more aware of the benefits of student health related policies in relation to student achievement.

OBJECTIVE 1.2: Work with churches to offer mini farm market opportunities to parishioners.

OBJECTIVE 1.3: Increase access to fruits and vegetables in communities with limited access through mobile farm markets.

OBJECTIVE 1.4: Educate and encourage schools to establish a school garden.

OBJECTIVE 1.5: Offer “Cooking Matters” program to interested community, school or worksite groups.

OBJECTIVE 1.6: Work with schools to reduce/eliminate unhealthy drinks and foods offered in vending machines.

OBJECTIVE 1.7: Develop worksite policies to reduce/eliminate unhealthy foods and drinks offered in vending machines.

STRATEGY #2: Increase opportunities for physical activity

OBJECTIVE 2.1: Develop and distribute a guide of maps and physical activity opportunities in Putnam County.

OBJECTIVE 2.2: Offer initiatives in school to help increase physical activity opportunities for students.

OBJECTIVE 2.3: Conduct worksite wellness program for small business.



Obesity is a major public health concern in the nation, the state, and Putnam County.



“Physical fitness is not only one of the most important keys to a healthy body, it is the basis of dynamic and creative intellectual activity.”

-John F. Kennedy



STRATEGIC ISSUE: ALCOHOL AND DRUG USE

WHY IT MATTERS:

Substance abuse refers to a set of related conditions associated with the consumption of mind- and behavior-altering substances that have negative behavioral and health outcomes. Social attitudes and political and legal responses to the consumption of alcohol and illicit drugs make substance abuse one of the most complex public health issues (*Healthy People 2020*).

The effects of substance abuse are cumulative, significantly contributing to costly social, physical, mental, and public health problems.

Substance abuse has a major impact on individuals, families, and communities. The effects of substance abuse are cumulative, significantly contributing to costly social, physical, mental, and public health problems. These problems include: teenage pregnancy, (HIV/AIDS), sexually transmitted diseases, domestic violence, child abuse, motor vehicle crashes, physical fights, crime, homicide, and suicide (*Healthy People 2020*).



Young people who persistently abuse substances often experience an array of problems, including academic difficulties, health-related problems (including mental health), poor peer relationships, and involvement with the juvenile justice system. Additionally, there are consequences for family members, the community, and the entire society (*Drug Identification and Testing in the Juvenile Justice System, May 1998*).

HOW TO ADDRESS THE ISSUE:

STRATEGY #1: Educational opportunities for youth and adults

OBJECTIVE 1.1: Develop an educational program regarding teen use of substances for parents and adults and make the program available in a variety of settings.

STRATEGY #2: Increase awareness regarding alcohol and drug use and abuse in Putnam County

OBJECTIVE 2.1: A multi-component community campaign will be initiated to increase awareness of alcohol and drug use, abuse and negative effects of alcohol/drug.

OBJECTIVE 2.2: Gather additional data regarding community attitude toward alcohol and drug use during the next Community Health Assessment.

**START TALKING BEFORE
THEY START DRINKING**

Kids who drink before age 15 are 5 times more likely to have alcohol problems when they're adults.

To learn more, go to www.stopalcoholabuse.gov
or call 1.800.729.6686

 U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
www.samhsa.gov

**Ad
Council**

STRATEGIC ISSUE: MENTAL AND BEHAVIORAL HEALTH

WHY IT MATTERS:

Mental health plays a vital role in overall health and wellness.

“Mental health is how people think, act and cope with life and the stressors and challenges that are part of the human experience. The state of one’s mental health can influence the ways in which they look at themselves, their life and others around them. It also strongly influences an individual's potential for achieving their goals and is an important tool in obtaining and maintaining a feeling of well-being.”

(*Mental Health Wellness Week, www.mhww.org*)

Mental health problems can affect nearly every family. However, for many, the stigma of mental illness makes it difficult to have an honest discussion with family and friends. Misperceptions, fear of social consequences and even discrimination are reasons that many refuse to discuss their mental health. Family and friends are often hesitant to intervene, for fear of offending their loved one. On the other hand, it is important to know that if a person with a mental illness gets the help they need, there is a great chance of recovery, leading to a healthy, productive life filled with happiness and success.

There are community resources for intervention and treatment. It is important to know what is available, so that loved ones with mental illness are able to receive the help they need.

HOW TO ADDRESS THE ISSUE:

STRATEGY #1: Promote elements of the Putnam County Behavioral Health Community Plan

OBJECTIVE 1.1: Support community-wide mental health educational opportunities.

OBJECTIVE 1.2: A multi-component community campaign will be conducted to increase awareness of mental health and behavioral issues and how to help someone in need.



“It's up to you today to start making healthy choices. Not choices that are just healthy for your body, but healthy for your mind.”

— Steve Maraboli, *Unapologetically You: Reflections on Life and the Human Experience*

EVALUATION

The overall timeframe for addressing the identified strategic issues contained in this plan will be from >>>>> through December 2017. The Partners for a Healthy Putnam County will evaluate the progress made towards accomplishing the goals of the plan annually. Interventions that are found to be ineffective or not progressing toward reaching the goals will be revised as necessary.

The MAPP assessments described previously in this plan will be repeated over the next three years. Findings from the updated MAPP assessments will be used to update the Community Health Improvement Plan for implementation in the following years.