



Pike County General Health District

COMMUNITY HEALTH IMPROVEMENT PLAN
2017-2020

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Letter from the Health Commissioner

Our county has struggled for many years to obtain the collaboration and guidance necessary to identify the health and wellness needs of our community to create a thriving, healthy future for our residents. The development of our Community Health Assessment (CHA) in cooperation with key community partners allowed us to identify the crucial health needs of Pike County that are instrumental for us to become a healthier community. The findings from the Community Health Assessment have given us essential baseline data for us to pinpoint and track various health outcomes through our Community Health Improvement Plan (CHIP). It is my pleasure to present to you the 2017-2020 Pike County General Health District Community Health Improvement Plan.

The CHIP is the result of the collective work of multiple community agencies and will serve as a formulated guide to improve the health and wellness of all Pike County residents. This will act as our foundation upon which we will continue to increase our improvement efforts to successfully reach our mission. It is our mission to improve the quality of life of individuals and families in Pike County by preventing disease, promoting health, and providing environmentally safe surroundings.

For the Health District to thrive and achieve our mission, we are structuring our public health services based upon the Community Health Improvement Plan. This ensures that we are consistently developing our goals, measures, and objectives in an organized fashion with health improvement of the community as the goal. I would like to thank the Pike County Health Coalition for their efforts and dedication in the development of these plans and priorities. I would also like to thank our knowledgeable staff members and Board of Health members for their continued hard work in the programs that we continue to offer the community. I encourage the residents of Pike County to participate in these efforts. Together, we can keep our county united in its purpose to be a health community: living, working, playing, and learning in a safe environment.

Sincerely,

Matthew Brewster, MS, RS

Health Commissioner

Vision

Pike County:

A healthy community living, working, playing, and learning in a safe environment.

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Introduction & Overview

Pike County was ranked 88th in health outcomes and 86th in health factors out of 88 counties in Ohio, according to the Robert Wood Johnson Foundation Health Rankings. According to the Merriam Webster Dictionary, the term “health” refers to a condition of being sound in body, mind, or spirit. Defining health allows us to determine what concept we are striving to achieve in our community and was relevant in developing the Community Health Improvement Plan.

The mission of the Pike County General Health District (PCGHD) is to improve the quality of life of individuals and families in Pike County by preventing disease, promoting health, and providing environmentally safe surroundings. Our vision is a healthy community living, working, playing, and learning in a safe environment. With the cooperation of our elected officials, public agencies, residents, and support from the board of health, we can achieve this mission and vision.

In 2016, a survey was presented to the community partners to develop the Community Health Assessment to determine the health needs of the county. The CHA data highlighted health issues common among Pike County residents. In 2017, Pike County General Health District began working with community partners to develop the Community Health Improvement Plan (CHIP). This report provides an overview of the CHIP planning process, associated CHA data, selected health priorities, and proposed objectives to address these needs. This plan will serve as a guide for the community to achieve the goals for Pike County. A list of key terms and acronyms can be found in Appendix B.

The Process

The Community Health Improvement Plan (CHIP) was developed in cooperation with The Pike County Health Coalition (PCHC). Due to consistently low ratings in the County Health Rankings over the last five years, the Pike County General Health District has been working with PCHC to develop priorities and strategize desired outcomes.

The PCHC is a group of diverse community stakeholders committed to improving the health of Pike County residents. The group was formed to address the many health challenges that face the residents of Pike County, including: limited access to adequate resources, poor health outcomes, poor health factors, and lack of compliance with recommended health measures. The group has been addressing health issues and concerns over the past several years and was dedicated to the development of a formalized CHIP. In partnership with the Pike County General Health District, the PCHC and its subcommittees will be instrumental in CHIP implementation and ongoing monitoring. The Pike County General Health District was responsible for delivering guidance during the development of the CHIP. The following individuals represent the organizations that have come together to improve the health of Pike County. The PCHC consist of the following members:

Pike County Job & Family Services	Valley View Health Centers
Community Action Committee of Pike County	Ohio State University Extension Office
Pike Healthy Lifestyle Initiative	Pike County Recovery Council
Adena-Pike Medical Center	Scioto Paint Valley Mental Health
National Church Residences	Paint Valley ADAMH Board
Southern Ohio Medical Center	Pike County Community Development
Ross-Pike Educational Services District	Pleasant Hill Manor
Pike County Drug Abuse Prevention and Re-entry	Pike County YMCA
Pike County Partnership Against Domestic Violence	Pike County Sheriff's Department

Timeline

The Developing Priorities

On August 25, 2017, a small group from the PCHC came together to set priorities for the CHIP and to fulfill a grant deliverable. The Pike County General Health District was instrumental during this process and county priorities were aligned with the State Health Improvement Plan (SHIP). These priorities were also based upon the survey that Pike County residents completed as part of the Community Health Assessment. The SHIP priorities consisted of the following: mental health and substance abuse, chronic disease, and maternal and infant health.

After deciding to align with the SHIP priorities, the following health factors were selected:

- Drug Abuse

- Tobacco
- Obesity

Based upon the SHIP and CHA, it was decided that these three priorities would be the focus for our CHIP.

After selecting the priorities, three subcommittees were formed from the PCHC to focus their efforts on making progress in each of these areas. The Pike County Drug Abuse Prevention and Re-entry Coalition would take on the drug abuse priority, the Smoking Cessation Committee would lead the smoking priority, and the Pike Healthy Lifestyle Initiative would spearhead the obesity priority. Each subcommittee would have a member from the Pike County General Health District to guide, monitor, and assist in the development of the strategies necessary to measure performance of the priorities.

Guiding Principles



The Pike County General Health District integrated a framework with the PCHC to distinguish CHIP priorities. The Mobilizing for Action through Planning and Partnerships (MAPP) framework is a community-driven strategic planning tool for improving

community health. The six MAPP phases are organizing, visioning, assessments, strategic issues, goals/strategies, and action cycle.

Using the MAPP framework as a guide, the PCGHD was able to create and implement a vision for the health district. The PCGHD organized the three priorities previously identified and discussed the concept throughout the PCHC meetings. The Pike County General Health District structured a process and planned to integrate steps to set the goals based on the CHA data. This allowed us to create a strong partnership to develop a vision and direction for all the organizations that were involved. Once the priorities were identified, the key measures and objectives were set by the PCGHD to align with the key measures from the CHA. The PCHC and the subcommittee workgroups that were formed will follow the MAPP guidelines and work alongside the PCGHD to make the necessary improvements to attain and meet our specific strategies set forth in the CHIP. To achieve desired health outcomes, the PCHGD will oversee the process by incorporating a staff member to advise each subcommittee utilizing evidence-based practices. Based upon the MAPP assessment results and repeating through the action cycles, the PCGHD will be able to continuously build partnerships throughout the community and succeed at meeting our strategic goals. To be a driving force in strengthening and engaging our community, the PCGHD staff will provide guidance and leadership utilizing the MAPP framework within the PCHC. These efforts will allow our community to distinguish roles and encourage engagement in local public health initiatives while promoting our vision. Sharing the resources necessary to prosper will ultimately make the community health improvements needed to improve the quality of life, build a stronger public health foundation, and increase financial resources for the PCGHD and the community.



Priority 1: Drug Abuse

Goal: *Reduce drug abuse in Pike County residents.*

Key Measures: Increase the percentage of adolescents who never use illicit drugs.

The drug abuse epidemic is of national, state, and local concern. Drug abuse negatively impacts our community socially, economically, genetically, and environmentally. Among Pike County residents who were surveyed:

- 67% of Pike County residents receiving mental health services were admitted for an opiate-related addiction
- 11% of Pike County residents died from an unintentional overdose
- 18% of Pike County residents have used prescription drugs to get high

While drug abuse continues to increase throughout the state of Ohio, the Pike County Drug Abuse Prevention and Re-entry Coalition was formed to combat the drug abuse issue on a local level. The mission of the Pike County Drug Abuse Prevention and Re-entry Coalition is to decrease the usage of and deaths related to substance abuse in the county through advocacy, education, and training. This coalition also is part of the PCHC. The drug abuse priority is reflected in the SHIP and addresses the behavioral and mental health aspects of addiction that surround our community. A culture of support and education will empower Pike County residents to explore and implement the best practices battling drug abuse in our community. Continued support and collaboration between the PCGHD and its stakeholders will allow us to meet our objectives and defend our community.

Objectives:

Develop a resource guide and distribute by 2019

PRIDE survey or similar instrument in local school districts by 2020

Develop Hidden in Plain Sight project (HIPS) by 2020



Priority 2: Tobacco

Goal: *Reduce tobacco rates in adults for Pike County residents.*

Key Measures: Decrease the smoking rates in adults from 34.6% to 29.6%

Tobacco use continues to create unhealthy lifestyles for the residents of Pike County. Health risks associated with smoking and tobacco use include cancer, heart disease, low birth weight babies, and stroke. These health conditions are among the top health challenges for Pike County residents. Among Pike County residents who were surveyed:

- 13.4% of Pike County residents identified tobacco use as a top health priority
- Over 57% of survey respondents say they have smoked a cigarette

- 34.6% of Pike County residents smoke, which is higher than the percentage in Ohio (21%) and nationally (12%)

During the time the health district was working on the emerging tobacco challenge, it was continuing to work with its local partners. The Tobacco Cessation Committee was started to curb and control the ever-growing use of tobacco. The committee consists of six members from different community agencies that work with the PCHC. These committee members were assigned the necessary objectives to achieve the goal of reducing tobacco use. Socioeconomic factors play a key role in tobacco use in Pike County. Smoking rates are higher in poverty-stricken neighborhoods. More than 80 percent of adult cigarette smokers start before their 18th birthday and one-third of Pike County adults are currently smokers. Through continued advocacy, the community will implement evidence-based programs to reduce the impact of tobacco use on the residents of Pike County.

Objectives:

- Develop a resource guide and distribute by 2019
- Develop smoke-free home contracts/pledges for parents, family members in schools, and health fairs by 2020



Priority 3: Obesity

Goal: Reduce the obesity rate in Pike County.

Key Measure: Decrease the obesity rate by 29.1% to 25.1%.

Obesity is a growing problem in Pike County. Exercise and nutrition were identified as key topics of interest by the residents of Pike County. Based on our Community Health Assessment, the household food stamp rates are higher in Pike County than that of the state average. Among Pike County residents surveyed:

- Health priorities most important to Pike County residents are exercise at 30% and nutrition at 28%
- High blood pressure at 32.9%, joint or back pain at 22.4%, and heart disease at 8.4% are all obesity related conditions and top health challenges among Pike county residents
- 29% of Pike County residents identify obesity as a top health challenge

Obesity related conditions such as diabetes and cardiopulmonary disease along with their sequela make it imperative that we react to the need of healthier lifestyle choices in our community. If we can help guide families and children to make healthier food and lifestyle choices, we can help decrease obesity related conditions. The Pike Health Lifestyle Initiative (PHLI) was created to provide awareness, promote nutrition, and provide education of the importance of a healthy lifestyle and physical activity for families in Pike County. Pike County General Health District and PCHC will continue to work with the community to provide essential health and wellness programs. Providing families with this knowledge will empower them to be mindful and proactive in their daily lives of physical activity, nutrition, and lifestyle choices. If the community is continually concerned about these priorities, then they will continue to prevail with our objectives to improve the obesity rate.

Objectives:

- Improve the My PLATES programs by 2018
- Nutritional/Physical Activity Resource Guide and distribute by 2020

Summary Next Steps

The Pike County Community Health Improvement Plan will continue to direct our community in focusing efforts to address public health issues. The CHIP will also encourage collaboration between partners, provide organizational structure, and guide future strategic plans. Utilizing tools such as the CHIP will contribute to the organization, growth, and flourishing our health district and our community.

The PCGHD has initiated the monitoring and evaluation of significant achievements. This plan will continue to support the ongoing efforts to meet the objectives outlined for the residents. The PCGHD can conquer barriers and achieve the goals necessary for implementation outlined in the CHIP. The measurement of objectives is essential to provide additional data that will help in performance management and quality improvement ideas.

The plan will be updated and revised on annually in the month of January. The community, its partners, and organizations are motivated and urged to share their planned methods with the PCGHD to meet desired objectives.

APPENDIX A: List of Planning Committee/ Workgroup Members

Nichole Smith, Pike County General Health District

Mona Minor, Pike County General Health District

Matthew Brewster, Pike County General Health District

Ryan Williams, Pike County General Health District

Tabby Tong, Pike County General Health District

Rita Auton, Pike Healthy Lifestyle Initiative (PHLI)

Mandy Day, Pike Healthy Lifestyle Initiative (PHLI)

Kristen Lang, Pike Healthy Lifestyle Initiative (PHLI)

Debbie Daniels, Southern Ohio Medical Center

Nikki Spencer, Caresource

Andrew Bauer, Adena-Pike Medical Center

Tammy Jones, Ohio State University Extension Office

Courtney Kinnamon, Scioto Paint Valley Mental Health

Collene Dietsch-Krubl, Ohio University of Athens

Linda Holmstrand, Ohio University Eastern Campus

Dr. Sean Stiltner, Valley View Health Center

Josh Newland, Community Action Committee (CAC)
Amanda Elliott, Community Action Committee (CAC)
Doris Webber, Community Action Committee (CAC)
Melinda Sheets, Paint Valley ADAMH
Tracy Pederson, Recovery Council
Sara Junk, Pike County Job and Family Services
Jim Dixon, Pike County Sherriff Department
Tracy Evans, Pike County Sherriff Department

APPENDIX A: List of Planning Committee/ Workgroup Members cont.

Workgroup Members

Drug Abuse: Melinda Sheets, Paint Valley ADAMH; Tracy Pederson, Recovery Council; Jim Dixon, Pike County Sherriff Department; Tracy Evans, Pike County Sherriff Department; Sara Junk, Pike County Job and Family Services; Josh Newland, Community Action Committee (CAC); Amanda Elliott, Community Action Committee (CAC); Doris Webber, Community Action Committee (CAC); Mona Minor, Pike County General Health District; Tabby Tong, Pike County General Health District; Nichole Smith, Pike County General Health District; Pike County Partnership Against Domestic Violence

Tobacco: Josh Newland, Community Action Committee (CAC); Tammy Jones, Ohio State University Extension Office; Collen Dietsch-Krubl, Ohio University of Athens; Courtney Kinnamon, Scioto Paint Valley Mental Health; Linda Holmstrand, Ohio University Eastern Campus; Nichole Smith, Pike County General Health District

Obesity: Rita Auton, Pike Healthy Lifestyle Initiative (PHLI); Mandy Day, Pike Healthy Lifestyle Initiative (PHLI); Kristen Lang, Pike Healthy Lifestyle Initiative (PHLI); Debbie Daniels, Southern Ohio Medical Center; Nikki Spencer, Caresource; Nichole Smith, Pike County General Health District;

APPENDIX B: Key Terms and Acronyms

CHA -- Community Health Assessment; is a systematic examination of the health status indicators for a given population that is used to identify key problems and assets in a community.

CHIP -- Community Health Improvement Plan; is a long-term, systematic effort to address public health problems based on the results of community health assessment activities and the community health improvement process.

HP2020 -- Healthy People 2020; is a document that provides science-based, 10-year national objectives for improving the health of all Americans.

National Prevention Strategy -- From the office of the Surgeon General, lays out a prevention-oriented society where communities work together to achieve better health for all Americans.

ODH -- Ohio Department of Health; is a cabinet agency, meaning the director reports to the governor and serves as a member of the Executive Branch of Ohio's government.

OSU CPHP --The Ohio State University Center for Public Health Practice; is a partner and service provider for improving the local and state health departments.

PCHC -- Pike County Health Coalition; is a coalition that was formed to address the many health and wellness issues and challenges that face the residents of Pike County.

PCGHD -- Pike County General Health District; is a local community health department that has been serving Pike County for over 88 years.

PHAB -- Public Health Accreditation Board; is the national accrediting organization for public health departments.

SHIP -- State Health Improvement Plan; a CHIP completed at the State level.

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Appendix C: Action Plans

Priority #1: Drug Abuse The drug abuse epidemic is of national, state, and local concern. Drug abuse negatively impacts our community socially, economically, genetically, and environmentally.				
Goal 1: Reduce drug abuse in Pike County residents.				
Key Measure(s): Increase the percentage of adolescents who never use illicit drugs. Local Data Source: Pike County Community Health Assessment				
Objectives	Measure	Action Steps	Timeframe	Lead

<p>Objective 1: Implement a resource guide and distribute among the residents of Pike County.</p>	<p>1) # of guides distributed Baseline 0</p> <p>2) Goal: Reach 10% of Pike County residents with resource guide. Population 28,709. Reach 2,870 citizens. Baseline 0</p> <p>3) Data Source: PCGHD social media analysis, newspaper circulation, etc. as percentage of total population</p>	<p>1) Develop resource guide.</p> <p>2) Share and educate community partners on resource guide.</p> <p>3) Establish plan for distribution of guide</p> <p>4) Develop timeline for reporting back and data analysis</p>	<p>Start: Jan. 1st 2018</p> <p>End: Dec. 31st 2020</p>	<p>Tracy Pederson, Melinda Sheets, Nichole Smith</p> <p>(Recovery Council, ADAMH, PCGHD)</p>
<p>Objective 2: Implement PRIDE survey or similar instrument in the Pike County School Districts.</p>	<p>1) # of surveys completed Baseline: 0</p> <p>2) Goal: Receive surveys from 60% of 7th graders enrolled in county schools Baseline 0</p> <p>3) Data Source: Surveys returned from schools</p>	<p>1) Determine survey instrument to be used</p> <p>2) Contact Pike County School Districts and educate partners</p> <p>3) Have students complete and collect surveys</p> <p>4) Analyze data</p>	<p>Start: Jan. 1st, 2019.</p> <p>End: Dec. 31st, 2020.</p>	<p>Nichole Smith</p> <p>(PCGHD)</p>
<p>Objective 3: Implement HIPS program.</p>	<p>1) # of participants Baseline: 0</p> <p>2) Goal: 250 parents/guardians participate Baseline: 0</p> <p>3) Data Source: Pre and post-tests returned</p>	<p>1) Contact stakeholders in community for participation.</p> <p>2) Develop pre and post tests</p> <p>3) Explore funding options to support sustainability.</p> <p>4) Monitor program for success</p>	<p>Start: Jan. 1st, 2019.</p> <p>End: Dec. 31st, 2020.</p>	<p>Mona Minor & Melinda Sheets</p> <p>(PC GHD, & ADA MH)</p>

Appendix C: Action Plans cont.

Priority #2: Tobacco

Tobacco use continues to create unhealthy lifestyles for the residents of Pike County. Health risks associated with smoking and tobacco use include cancer, heart disease, low birth weight babies, and stroke. These health conditions are among the top health challenges for Pike County residents.

Goal 1: Reduce tobacco rates in adults for Pike County residents.				
Key Measure(s): Decrease the smoking rates in adults from 34.6% to 29.6%. Local Data Source: Pike County Community Health Assessment				
Objectives	Measure	Action Steps	Timeframe	Lead
Objective 1: Implement a resource guide for tobacco cessation to distribute among Pike County residents.	1) # of guides distributed Baseline 0 2) Goal: Reach 10% of Pike County residents with resource guide. Population 28,709. Reach 2,870 citizens. Baseline 0 3) Data Source: PCGHD social media analysis, newspaper circulation, etc. as percentage of total population	1) Develop resource guide. 2) Share and educate community partners on resource guide. 3) Establish plan for distribution of guide 4) Develop timeline for reporting back and data analysis	Start: Jan. 1 st 2018 End: Dec. 31 st 2020	Tammy Jones, Nichole Smith, Linda Holmstrand (OSU Extension Representative, PCGHD, CAC)
Objective 2: Implement a smoke free home contract for parent/students and families.	1) # of contracts returned Baseline 0 2) Goal: Receive contracts from 60% of 5th graders enrolled in county schools Baseline 0 3) Data Source: Number of contracts returned	1) Develop contract 2) Contact Pike County School Districts and educate partners 3) Have students complete and collect contracts 4) Incentive for returned contracts 5) Analyze data	Start: Jan. 1 st , 2017. End: Dec. 31 st , 2020.	Nichole Smith (PCGHD)

Appendix C: Action Plans cont.

Priority #3: Obesity

Obesity is a growing problem in Pike County. Exercise and nutrition were identified as key topics of interest by the residents of Pike County.

Goal 1: Reduce the obesity rate in Pike County.

Key Measure(s):

Decrease the obesity rate by 29.1% to 25.1%.

Local Data Source:
Pike County
Community Health
Assessment

Objectives	Measure	Action Steps	Timeframe	Lead
<p>Objective 1: Improve, increase, and sustain the current MY PLATES program among Pike County 3rd students.</p>	<p>1) # of students participated Baseline: 0</p> <p>2) Goal: 60% of 3rd graders complete program Baseline: 0</p> <p>3) Data Source: Tracking form, number of student participants</p>	<p>1) Develop a program guide.</p> <p>2) Educate 3rd grade teachers and students on program guide.</p> <p>3) Distribute and Implement guide.</p> <p>4) Data analysis</p>	<p>Start: March. 1st 2018</p> <p>End: Dec. 31st 2020</p>	<p>Rita Auton (PHLI Representative)</p>
<p>Objective 2: Develop a Nutritional/Activity resource guide for the residents of Pike County.</p>	<p>1) # of guides distributed Baseline 0</p> <p>2) Goal: Reach 10% of Pike County residents with resource guide. Population 28,709. Reach 2,870 citizens. Baseline 0</p> <p>3) Data Source: PCGHD social media analysis, newspaper circulation, etc. as percentage of total population</p>	<p>1) Develop resource guide.</p> <p>2) Share and educate community partners on resource guide.</p> <p>3) Establish plan for distribution of guide</p> <p>4) Develop timeline for reporting back and data analysis</p>	<p>Start: Jan. 1st, 2018.</p> <p>End: Dec. 31st, 2020.</p>	<p>Tammy Jones & Nichole Smith (OSU Extension Representative & PCGHD)</p>

Resources

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