HCNO

- Non-profit organization located in Toledo, OH

- Health assessments, shared services to our member hospitals, evaluation services, trauma registry, disaster preparedness coordination, Carenet, Pathways, grant writing and evaluation, and other services in NW Ohio

- Have been doing health assessments since 1999

- Published numerous articles on various health related data

- Wrote a chapter in 2010 SOPHE text book “Health Promotion Programs: From Theory to Practice” on health assessments

- One of six health assessments recognized nationwide and used as a case study by Association for Community Health Improvement (ACHI)
HCNO Partners

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

- **IRB Board**
  - Chesapeake Research Review, Inc
  - Located in Maryland
  - Review methodology, surveys, and letters
Collaboration

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

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

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

- The Public Health Accreditation Board (PHAB) has mandated that a community health assessment be a part of the accreditation process.

- In March 2010, the PHAB 5 (including ASTHO, NACCHO, NALBOH, NIHB, and PHAB) met and community health assessment was discussed as a priority.

- It is one of the core functions of public health, which is why it’s in the accreditation standards.

- HCNO already includes the National Public Health Performance Standards: The Essential Public Health Services as a section of the county health assessment report.
Adult Methods

- **Design**
  - Written survey

- **Instrument Development**
  - Majority of questions from BRFSS (CDC)
  - 115 questions will be chosen by Steering Committee
  - Takes 15-20 minutes to complete

- **Procedure**
  - 4 wave mailing campaign
  - Advance letter, First Wave, Second Wave, Post card
  - $2 bill, Letterhead, Postage
Adult Methods

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

- Data Analysis
  - Analyzed using SPSS 17.0
  - Data weighted to reflect population statistics
## Adult Health Topics Covered

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

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

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

- Survey parents of 0-11 year olds

Design
- Written surveys (0-5) and (6-11)

Instrument Development
- Majority of questions from National Survey of Children’s Health
- 75-80 questions each; selected by Steering Committee
- Takes 10-15 minutes to complete

Procedure
- 4 wave mailing campaign
- Advance letter, First Wave, Second Wave, Post card
- $2 bill, Letterhead, Postage
Child Topics Covered

- Child’s health
- Health insurance, access, & utilization
- Parent’s health
- Family functioning/Neighborhood & Community Issues
- School readiness
- 0-5 year olds
- 6-11 year olds
Primary Data
- Key findings, bullets, graphs, charts

Secondary data
- County, OH, U.S., HP 2010/2020 comparative data
- Ohio Family Health Survey

Adult
- Report out by total, gender, age, income, & race/ethnicity

Youth
- Report out by total, gender, and age

Child
- Report out by total and income
  - Can report out by zip code for any of the groups above if needed
Example of Adult Graph

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>8%</td>
</tr>
<tr>
<td>Male</td>
<td>8%</td>
</tr>
<tr>
<td>Female</td>
<td>8%</td>
</tr>
<tr>
<td>Under 30</td>
<td>18%</td>
</tr>
<tr>
<td>30 &amp; Older</td>
<td>6%</td>
</tr>
<tr>
<td>Income &lt;$25K</td>
<td>6%</td>
</tr>
<tr>
<td>Income $25K Plus</td>
<td>6%</td>
</tr>
</tbody>
</table>

Uninsured County Adults
Example of Youth Graph

County Youth Who Are Current Smokers

- Total: 17%
- Male: 15%
- Female: 17%
- 12 to 13: 11%
- 14 to 16: 25%
- 17 to 18: 14%
Example of Regional Graph

Adults Who Binge Drink

- Erie 2004: 24%
- Henry 2005: 22%
- Fulton 2005: 21%
- Sandusky 2005: 18%
- Seneca 2005: 17%
- Ottawa 2006: 17%
- Wyandot 2006: 17%
- Lucas 2007: 18%
- Huron 2007: 27%
- Wood 2007: 29%
- Auglaize 2008: 20%
- Erie 2008: 24%
- Ohio 2008: 16%
- U.S. 2008: 16%
- HP 2010: 13%
Community Event

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

- The process takes ~9 months

Example timeline:
- Summer 2011: Choose Questions Mtg. w/Superintendents
- Fall 2011: Survey Adults/Parents
- Fall 2011: Survey Youth
- Late 2011: First Draft of Report
- Early 2012: Community Event
Strategic Planning

- Next step after the health assessment
  - Choose priorities
  - Address gaps in services
  - Implement plan and evidence-based programs

- Hospitals are now required to adopt and implement a strategic plan as part of the new mandate

- Part of the continuous health assessment cycle

- Completed by county or by individual organizations

- HCNO offers these services
  - 1 All day planning meeting
  - Multiple meetings/ multiple disciplines
Cost and Benefits

- HCNO comparison with other companies (product and cost)
- Costs are minimal when numerous partners share the cost
- Most counties have secured grant funding they had not been able to before they had done the health assessment
- Many counties have now collaborated to write grants when they saw they had similar issues

Sandusky County
- Over $3,300,000 in grant money

Wyandot County
- $412,000 in grant money
Thank You!

Questions?