

Norton County Health Department and PRN Home Health Agency Strategic Planning Report 2015



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Acknowledgements

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The Design Team included: Gina Frack, Jenda Jones, Leslie Pfannenstiel and Penny Otter of the Norton County Health Department & PRN Home Health; Tara Vance of the Norton County Community Foundation; Norton County Commissioner, Richard Thompson; Ryan Stover of the Norton County Hospital; and staff from Wichita State University’s Community Support & Research including Kevin Bomhoff and Vanessa Lohf. Thanks to Caryl Hale of the Norton Farmer’s Market for photos of the March Stakeholder Meeting.

Process Summary

The Norton County Health Department & PRN Home Health received funding from the Kansas Health Institute to develop an organizational strategic plan that assures that the organization is providing services for the citizens of Norton County in a way that is both fiscally responsible and responsive to community needs. The Norton County Health Department partnered with the Wichita State University Center for Community Support & Research to gather information regarding health issues that matter most to Norton County's residents through electronic and paper surveys, community feedback sessions and a community stakeholder event in March of 2015.

This report reflects the outcome of these efforts, including data related to the health and well-being of Norton County residents, recommended areas of focus, and proposed strategies for moving forward. The Norton County Health Department & PRN Home Health will use this information to develop an organizational strategic action plan for the next three years.

Stakeholder Recommendations

In March 2015, a group of 34 community stakeholders gathered in Norton, Kansas to consider the input from Norton County residents, relevant community and organizational data and discuss internal and external forces that might impact the future of the community's health. These stakeholders represented a variety of sectors including students from Norton County High School; local governments (City of Alameda, City of Norton, and Norton County Commission); State agencies (Kansas Department of Health & Environment, Kansas Department of Corrections); medical professionals (Norton County Medical Clinic and Moffett Drug); Norton County Economic Development; Norton County Community Foundation; Norton County Hospital; local farmers; school district staff; substance use providers (Valley Hope) media (KQNK); Norton Farmer's Market; local businesses (Prairie Land Electrical Cooperative, Almena State Bank); and interested private citizens. Based on these discussions, the stakeholders recommend the following areas of focus for the Norton County Health Department:

Maternal/Child Health

Aging Adults

Building Relationships with Local Businesses

Exploring Business/System Models for
Regional Service Provision

Collaborative Partnerships to Increase Funding

Developing a Comprehensive Marketing Plan

Public Health Organization and System Structures

Three Core Functions of Public Health

According to the Institute of Medicine, there are three core functions and ten essential services that constitute the foundation of an effective public health system:

1) **Assessment – Knowing what needs to be done.**

This involves the assessment, monitoring, and surveillance of local health problems and needs and of resources for dealing with them. This function is used to facilitate decision making by collecting the best evidence and data to make sound decisions.

2) **Policy Development – Being part of the solution.**

This involves policy development and leadership that fosters local involvement and a sense of ownership that emphasizes local needs and that advocates for equitable distribution of public resources and private activities that reflect community needs.

3) **Assurance – Making sure it happens.**

This involves assurance that high quality services, including personal health services, needed for protection of public health in the community are available and accessible to all persons; that the community receives proper consideration in the allocation of federal, state and local resources for public health; and that the community is informed about how to obtain public health, including personal health services, or how to comply with public health requirements.



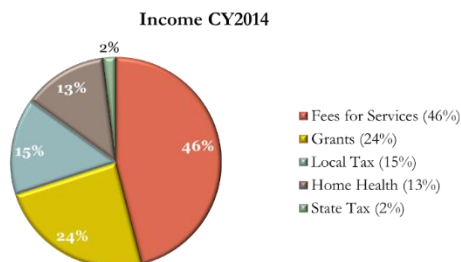
Kansas Public Health System

The Kansas Public Health System is de-centralized, meaning local jurisdictions have control over the types of services they offer in the each of the communities they serve. There are 100 Local Health Departments in Kansas, each one governed by a local Board of Health – typically, the County Commission – and each one offering unique programs and services based on community needs and priorities.

Norton County Health Department and PRN Home Health Services

The Norton County Health Department (NCHD) offers a wide array of services and also includes the only Medicare certified Home Health Agency in the county. Health Department services include (but are not limited to) programs for pregnant and nursing mothers, chronic disease management, worksite wellness and health lifestyle promotion, disease surveillance and epidemiology, disaster response, access to healthy food, and tobacco prevention and cessation. In addition, the Home Health Agency provides nurse level care related to a variety of diseases and conditions, foot care, physical therapy, newborn teaching, medication management, and home health aide support. (Please contact Norton County Health Department for a full list of current services.)

NCHD works closely with community partners such as the Norton County Commission, Norton County Hospital, Norton County Economic Development, and the Norton County Community Foundation to assess community needs and develop ways to address those needs in the most efficient and effective ways possible.



Source: Norton County Health Department

Funding for the NCHD comes from a variety of sources, all of which vary from year to year. The figure at left illustrates the income received by the NCHD in 2014.

Forces of Change

CCSR assisted Norton County Health Department and their stakeholders in identifying “forces of change” that may affect a community and opportunities and threats associated with those forces utilizing guidance from the National Association of City and County Health Officials (NACCHO) *Mobilizing for Action Through Planning and Partnerships (MAPP) Handbook*.

“Forces” are a broad all-encompassing category that includes trends, events, and factors.

- **Trends are patterns over time**, such as migration in and out of a community or a growing disillusionment with government.
- **Factors are discrete elements**, such as a community’s large ethnic population, and urban setting, or a jurisdiction’s proximity to a major waterway.
- **Events are one-time occurrences**, such as a hospital closure, a natural disaster, or the passage of new legislation.

Types of Forces

Social	Economic
Political	Technological
Scientific	Environmental
Legal	Ethical

Forces Influencing Norton County

Participants in the Norton County Stakeholder Event in March 2015 were asked to respond in small groups to a series of questions to identify the forces specifically influencing Norton County.

Note: Numbers in parentheses (#) indicate notes of agreement from other small groups.

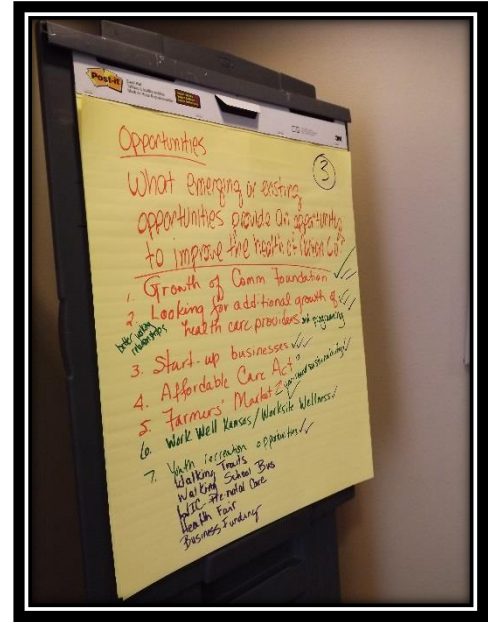
What has occurred recently that may affect the Health Department or the Community?

- Swimming Pool (3)
- Smoking Ban – tobacco free (3)
- Work-out facility
- School bond (2)
- Almena daycare (2)
- Safety concerns – crime/drug related issues (2)
- Availability of housing (lack of) (livable) (1)
- Budget cuts (2)
- Losing medical providers (3)
- Loss of grocery store (2)
- Loss of bowling alley (1)

- Drought (1)
- Lack of jobs – lack of workforce
- Farmer's market -> SNAP recipients (1)

Are there trends (positive and negative) locally, statewide, or nationally that may impact our community?

- Government-ran health care (3)
- Aging population (2)
- Lack of resources to promote growth (2)
- Lack of funding opportunities (2)
- Awareness of healthier opportunities (2)
- Challenge of recruiting health care professionals (3)
- Access to health recreation (2)
- Trend of local retention of assets (1)
- Local collaboration amongst health care agencies (3)
- School bond
- Aging infrastructure
- Illegal/Prescription drug use and abuse
- Affordability
- Diversity
- Apathy
- Technology



What emerging or existing opportunities provide an opportunity to improve the health of Norton County?

- Growth of Community Foundation (3)
- Looking for additional growth of health care providers (better working relationships) (...and programming) (3)
- Start-up businesses (3)
- Affordable Care Act
- Farmer's Market – year round sustainability (2)
- Work well Kansas/Worksite wellness (2)
- Youth recreation opportunities (2)
- Walking trails
- Walking school bus
- WIC – Prenatal care
- Health Fair
- Business Funding

What in our county or state may pose a threat or barrier to the health of our community?

- Lack of access to medical providers (3)
- Drugs and alcohol abuse (3)
- Lack of sidewalks/bike trails (3)
- Lack of support systems for young families/short maternity leave (3)
- Lack of daycare access (3)
- Lack of water quality (3)
- Lack of affordable housing (3)
- Proximity to legalized marijuana (3)
- Lack of access to healthcare (Expand Medicaid) (3)
- Lack of healthcare funding (1)
- Lack of physical activity project funding (1)
- Drought (1)
- Lack of access to affordable health foods (1)
- Lack of educational awareness of food prep (1)
- Lack of wellness facility
- Lack of youth programs
- Lack of general funding

The “BIG” Questions

After considering input from the community, relevant organizational and community data, and the forces that may have an impact on the communities in Norton County, participants in the stakeholder event were asked another series of questions to summarize what was learned and potential responses to the opportunities and threats that presented themselves.

***What have
we learned
so far?***

NCHD has a broad scope of practice

NCHD Rocks!!

Funds they receive are used very efficiently

Surprisingly high rates of youth tobacco use

Need to provide regional services to remain sustainable

Issues with community perceptions – positives and negatives
were the same answers – how do we change them?

Blessed to have a community that works very well together

Diverse group of people that care about health

Issues in the community are interrelated (like smoking and poor
birth outcomes)

Important for youth to “own” part of the public education
process – peer to peer

Identify a method for the community to use within the Norton County Community Foundation to give money to the Health Department

Create new funding ideas

Assume a leadership role in efforts to consolidate regional health services

How can we best take advantage of opportunities?

What can we do about potential risks and threats?

Continue to have these types of conversations beyond today's meeting

Maintain a core group of stakeholders to use as an advisory group as issues arise

Advocate to the Norton County Commission for a higher funding allocation

Overall marketing plan needs developed

Community's first thought is to send their children for services – also need to understand the services NCHD provides to adults

Are there things we need to stop doing?

If so, need to study and acknowledge unintended consequences of doing so. Is it a short term fix vs. long term adverse effects on the community?

Put an article in the newspaper about services provided

Target adults for immunizations

The immunization program needs to remain as it is the biggest money maker.

Use this story to tell the success of NCHD programs.

What needs to change about the NCHD in order to be successful?

Creating Focus

Stakeholders were asked to identify ideas that were emerging for them and work with facilitators to theme these ideas into recommended areas of focus for the Norton County Health Department over the next three years.

Emphasis on Maternal Child Health

- Revisit family planning program
- Substance use/abuse education
- Continue efforts to assure immunizations for children
- More prenatal services

Build Business Relationships

- Worksite Wellness
- Businesses see the value and pay for the service
- Expand market
- Insurance companies cross-promote
- Business investment in health
- Menu of Services such as vaccines for employees
- Find a way to be more self-sufficient

Collaborative Partnerships to Increase Funding

- Impacts on other partners (consider unintended consequences of decisions made)
- Government and new funding sources
- Partner with the hospital to create new reimbursement strategies

Services to the Aging Population

- Education
- Accessing services

Explore New Business/System Models to Provide Regional Services

Develop an Overall Marketing Plan



Recommended Strategy Discussion - Community Stakeholder Meeting March 2015

Recommended Strategies for Forward Movement

With recommended areas of focus having been developed, stakeholders were then given the opportunity to vote on their top three choices of areas where they would discuss potential strategies for the NCHD to consider as they move forward. This discussion included a vision of what success would look like if things were done well and the recommended strategies for achieving that vision. Participants were then given the opportunity to vote on the top three strategies that they would recommend the NCHD consider as they develop their strategic action plans.

Note: Numbers in parentheses (# %) indicate the percent of stakeholders who voted for that particular strategy.



Collaborative Partnerships to Increase Funding

What would success look like?

The community would advocate for NCHD enabling a move away from survival mode, expanding services and operating in a proactive way to improve health factors (data). Services and decisions would be driven by community need rather than lack of funds. Community perceptions and knowledge about health issues and what the health department does would improve.

Recommended Strategies

- Develop new funding avenues through the Norton County Community Foundation (26%)
- Develop a community “impact group” to affect change in the amount of county mil levy dollars the NCHD receives and assure that youth and members of smaller communities are included (22%)
- With consolidation, create new funding streams (17%)
- Collaborate for healthy living facilities (i.e. walk/bike paths) and help the community make the connections to how these impact healthy living (13%)
- Utilize leaders in the field to provide public education about improving health (13%)
- Create new reimbursement strategies in collaboration with Norton County Hospital (9%)

Develop an Overall Marketing Plan

What would success look like?

More available stories about the value of public health and more people telling them. Misperceptions that services are only for the poor would be corrected as everyone becomes more informed. More people access services appropriately and the general health of Norton County improves while NCHD increases revenue. The County Hospital is freed to offer other specialized services rather than duplicating care provided by NCHD. The NCHD helps Norton become a regional hub for health care.

Recommended Strategies

- Businesses are aware of the worksite wellness program – flu vaccines, shots, etc. (32%)
 - Worksites and insurance companies do promotion for the health department
- Find funding to create a marketing strategy (31%)
 - Apply for a Hanson Foundation “marketing” grant and use branding in other areas (tells stories)

- Hospital and NCHD do joint marketing (20%)
- Low cost initial strategies (17%)
 - Bill inserts
 - Welcome packets
 - Church bulletins
 - Class projects
 - Tell story of impact on individuals
 - Website, printable materials
 - Social media



Services to the Aging Population (including Home-based Services)

What would success look like?

Every older citizen would be informed and able to get the level of care they need in their homes to prevent costly inpatient and nursing home placement. Collaborative efforts improve activity and exercise levels, safety, nutrition and coordination with pharmacies. Health care costs are decreased cost for the community, older individuals and their families.

Recommended Strategies

- Engage key groups of older adults (24%)
 - Pharmacy's daily coffee group
 - Civic and church groups
- Partner with local businesses to get the word out about services (22%)
 - Pharmacy could include flyer in customer bags
- Tell people you need money – older adults have significant influence and could be advocates for increased funding (21%)
- Continued collaboration in medical community (17%)
- “Talk Table” on KQNK specifically about services for adults/aging (7%)
- Identify opportunities to include potential clients outside the city of Norton (7%)
 - Group transportation
 - Scheduling activities in local communities
 - In-home services
- Address community access issues (wheelchair ramps, etc. at local businesses) (2%)



Forces of Change Small Group Discussion – Community Stakeholder Meeting, March 2015

Next Steps

The Norton County Health Department, Norton County Commissioners and community stakeholders have initiated ongoing strategic “thinking and doing” based on all six of the three year focus areas contained in this report. The following have been developed for each area and will be reviewed and updated every 90 days:

- Indicators of success.
- Measures designed to monitor outcomes.
- Initial strategies for year one (and in some cases ongoing strategies).
- Benchmarks for specifics strategy steps when known.

Specific strategies are being tracked using a recurring 90 day retrospective/prospective reporting process designed to help NCHD:

- Review action taken during the past 90 days and what was accomplished and/or learned.
- Strategically think about what can be adopted, adapted, and/or abandoned related to the specific strategy.
- Design action steps for the next 90 days with responsible parties identified.

These components of the plan and its implementation will be revised on a regular basis and are available by contacting the NCHD.

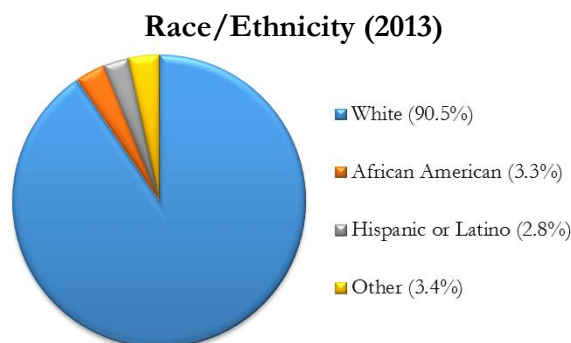
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Norton County Health Department &
PRN Home Health Agency
Strategic Planning Report
March 2015

Norton County Population At-A-Glance

Each year, the U.S. Census Bureau publishes estimates of the population for each state and county. Understanding the total population as well demographic characteristics can be a valuable service planning resource.

2013 American Community Survey (ACS) 5-year Estimates		
City	Population	Under 5
Almena	744	13
Lenora	526	17
Norton	4,283	227
Norton Co.	5,662	248



County Health Rankings

The *County Health Rankings* measure the health of nearly all counties in the nation and rank them within states. The *Rankings* are compiled using county-level measures from a variety of national and state data sources. For more information regarding the indicators that influence the *Rankings*, particularly in Norton County, please visit <http://www.countyhealthrankings.org/app/kansas/2014/rankings/norton/county/outcomes/overall/snapshot>.

2014 Health Rankings (Out of 98 counties ranked)	
Health Outcomes	83
Length of Life	65
Quality of Life	92
Health Factors	39
Health Behaviors	56
Clinical Care	37
Social and Economic Factors	23
Physical Environment	95

Kansas Health Matters

Kansas Health Matters provides local community health data, reports, promising practices, and funding opportunities related to important health issues. Numbers listed below in **green** indicate statistics that are better than the stated state or national average. Numbers in **red** indicate statistics that are below the state average and, therefore, a concern. To learn more about *Kansas Health Matters* please visit the Norton County Community Dashboard at www.kansashealthmatters.org.

Access to Health Services

Women, Infants, and Children (WIC) is a nutrition program that provides nutrition and health education, healthy food and other services to Kansas families who qualify. WIC's goal is to help keep pregnant and breastfeeding women, new moms, and kids under age 5 healthy.

Average Monthly WIC Participation (2013)	
Norton Co.	Kansas
23.3	23.6
Average cases per 1,000 population	

Ratio of Population to Primary Care Physicians (2013)	
Norton Co.	Kansas
1781.3	1815.5
Population per physician	

Primary care is the backbone of preventive health care, and a strong primary care workforce is essential to health of our country. Primary care physicians play a key role in providing and coordinating high-quality health care. Adequate access to primary care can improve care coordination and reduce the frequency of avoidable hospitalizations. The Association of

American Medical Colleges estimated that the nation would have a shortage of approximately 21,000 primary care physicians in 2015. Without action, experts project a continued primary care shortfall due to the needs of an aging population, and a decline in the number of medical students choosing primary care.

Staffed Hospital Bed Ratio is the average complement of beds fully staffed during the year, or those beds that are set-up, staffed, and equipped, and in all respects, ready for use by patients remaining in the hospital overnight.

Staffed Hospital Bed Ratio (2012)	
Norton Co.	Kansas
4.5	3.4
Beds per 1,000 population	

Cancer in the Medicare Population (2012)	
Norton Co.	Kansas
8.3%	8.0%

Chronic Disease

Cancer is the second leading cause of death in the United States. The National Cancer Institute (NCI) defines cancer as a term used to describe diseases in which abnormal cells divide without control and are able to invade other tissues. There are over 100 different types of cancer. According to the NCI, lung, colon and rectal, breast, pancreatic, and prostate cancer lead to the greatest number of annual deaths.

Diabetes is a leading cause of death in the United States. According to the Centers for Disease Prevention and Control and Prevention (CDC), more than 25 million people have diabetes, including both diagnosed and undiagnosed cases. This disease can have a harmful effect on most of the organ systems in the human body; it is a frequent cause of end-stage renal disease, non-traumatic lower-extremity amputation, and a leading cause of blindness among working age adults. Persons with diabetes are also at increased risk for ischemic heart disease, neuropathy, and stroke. In economic terms, the direct medical expenditures attributable to diabetes is over \$116 billion (CDC). Diabetes disproportionately affects minority populations and the elderly, and its incidence is likely to increase as minority populations grow and the U.S. population becomes older.

Diabetes in the Medicare Population (2012)	
Norton Co.	Kansas
21.0%	24.6%

Hypertension, also known as high blood pressure, is a significant increase in the blood pressure in the arteries. Many people with hypertension may not experience symptoms, even if their blood pressure is dangerously high. However, a few might experience severe headaches, dizziness, irregular heartbeats, and other symptoms.

Hypertension is the leading cause of stroke and a major cause of heart attacks. In 2010, approximately 58 million adults were treated for hypertension. According to the Agency for Healthcare Research and Quality (AHRQ), direct medical spending to treat hypertension totaled \$42.9 billion in 2010, with nearly half (\$20.4 billion) of these costs attributed to prescription medications.

Hypertension in the Medicare Population (2012)	
Norton Co.	Kansas
50.5%	52.7%

Heart Disease Hospital Admission Rate (2009-2011)	
Norton Co.	Kansas
176.2	300.4
Rate per 100,000 population	

Heart disease has consistently been a public health concern and is the leading cause of death in the United States. For coronary heart disease alone, the estimated direct and indirect costs for the overall U.S. population are approximately \$165.4 billion for 2009. According to the national hospital discharge survey, hospitalizations for heart disease accounted for 4.2

million hospitalizations in 2006. Approximately 62% of these short-stay hospitalizations occurred among people ages 65 years and older. There is also evidence that heart disease hospitalization rates vary among racial and ethnic groups.

Arthritis is a collection of conditions and disorders of the joints, bones, muscles, cartilage and other connective tissues. Rheumatoid arthritis (RA) is a systemic inflammatory arthritis and an autoimmune disease that typically affects the small joints of the hands and feet, but can also impact other organs. Symptoms include pain, swelling, stiffness and loss of function of the affected joint. The cause of rheumatoid arthritis is not yet known; however, most scientists agree that a combination of genetic and environmental factors is responsible. Treatments include medications, lifestyle changes and surgery. The Arthritis Foundation estimates that 1.3 million people in the United States have RA.

Rheumatoid Arthritis or Osteoarthritis in the Medicare Population (2012)	
Norton Co.	Kansas
26.6%	27.7%
Rate per 100,000 population	

Healthy Behaviors/Environment

Proximity to exercise opportunities, such as parks and recreation facilities, has been linked to an increase in physical activity among residents. Regular physical activity has a wide array of health benefits including weight control, muscle and bone strengthening, improved mental health and mood, and improved life expectancy. Furthermore, exercise reduces the risk of cardiovascular disease, type 2 diabetes and metabolic syndrome, and some cancers.

Access to Exercise Opportunities (2014)	
Norton Co.	Kansas
27.5%	70.9%

Recreation and Fitness Facilities (2011)	
Norton Co.	U.S.
0.0	.06
<i>Number of facilities per 1,000 population</i>	

People engaging in an active lifestyle have a reduced risk of many serious health conditions including obesity, heart disease, diabetes, and high blood pressure. In addition, physical activity improves mood and promotes healthy sleep patterns. The American College of Sports Medicine (ACSM) recommends that active adults perform physical activity three to five times

each week for 20 to 60 minutes at a time to improve cardiovascular fitness and body composition. People are more likely to engage in physical activity if their community has **facilities which support recreational activities, sports and fitness.**

Farmers markets provide a way for community members to buy fresh and affordable agricultural products while supporting local farmers. Farmers markets often emphasize good nutrition and support consumers to cook healthier meals and maintain good eating habits. A diet comprised of nutritious foods, in combination with an active lifestyle, can reduce the incidence of heart disease, cancer and diabetes and is essential to maintain a healthy body weight and prevent obesity.

Farmers Market Density (2013)	
Norton Co.	U.S.
0.18	.03
<i>Number of markets per 1,000 population</i>	

Fast Food Restaurant Density (2011)	
Norton Co.	U.S.
.53	.56
<i>Number of restaurants per 1,000 population</i>	

Fast food is often high in fat and calories and lacking in recommended nutrients. Frequent consumption of these foods and an insufficient consumption of fresh fruits and vegetables increase the risk of overweight and obesity. Individuals who are overweight or obese are at increased risk for serious health conditions, including coronary heart disease, type-2 diabetes,

multiple cancers, hypertension, stroke, premature death and other chronic conditions. Fast food outlets are more common in low-income neighborhoods and studies suggest that they strongly contribute to the high incidence of obesity and obesity-related health problems in these communities.

Smoking harms nearly every organ of the body. It also affects not just smokers, but the people around them. Cigarette smoking is the number one cause of preventable disease and death worldwide. Smoking-related diseases claim over 393,000 American lives each year. Smoking cost the United States over \$193 billion in 2004, including \$97 billion in lost productivity and \$96 billion in direct health care expenditures, or an average of \$4,260 per adult smoker.

Youth Tobacco Use (2013-2014)	
Norton Co.	Kansas
17.43%	8.45%
<i>Percent of 6th, 8th, 10th and 12th graders who reported using cigarettes or smokeless tobacco in the last 30 days.</i>	

Source: 2014 KIDS COUNT www.kac.org/kidscount

Births with Low Birth Weight (2011-2013)	
Norton Co.	Kansas
11.1%	7.1%

Maternal-Infant Health

Babies born with a **low birth weight** are more likely than babies of normal weight to require specialized medical care, and often must stay in the intensive care unit. Low birth weight is often associated with premature birth. While there have been many medical advances enabling premature infants to survive,

there is still risk of infant death or long-term disability. The most important things an expectant mother can do to prevent prematurity and low birth weight are to take prenatal vitamins, stop smoking, stop drinking alcohol and using drugs, and most importantly, get prenatal care.

Premature Births (2011-2013)	
Norton Co.	Kansas
12.4%	9.0%

Babies born premature are likely to require specialized medical care, and oftentimes must stay in intensive care nurseries. While there have been many medical advances enabling premature infants to survive, there is still risk of infant death or long-term disability. The most important things an

expectant mother can do to prevent prematurity and very low birth weight are to take prenatal vitamins, stop smoking, stop drinking alcohol and using drugs, and most importantly, get prenatal care.

Babies who are breastfed are generally healthier and achieve optimal growth and development compared to those who are fed formula milk. If the vast majority of babies were exclusively fed breastmilk in their first six months of life - meaning only breastmilk and no other liquids or solids, not even water - it is estimated that the lives of at least 1.2 million children would be saved every year. If children continue to be breastfed up to two years and beyond, the health and development of millions of children would be greatly improved. Infants who are not breastfed are at an increased risk of illness that can compromise their growth and raise the risk of death or disability. Breastfed babies receive protection from illnesses through the mother's milk.

WIC Mothers Breastfeeding Exclusively (2012)	
Norton Co.	Kansas
18.8%	11.9%

Births Where Mother Smoked During Pregnancy (2011-2013)	
Norton Co.	Kansas
22.5%	13.5%

Smoking during pregnancy adversely affects the health of both the mother and her baby. Maternal smoking can result in miscarriages, premature delivery, and sudden infant death syndrome.

Smoking during pregnancy nearly doubles a

woman's risk of having a low birth weight baby, and low birth weight is a key predictor for infant mortality. In addition, smoking also increases the risk of preterm delivery. Low birth weight and premature babies face an increased risk of serious health problems during the infant period, as well as chronic lifelong disabilities such as cerebral palsy, mental retardation, and learning problems.

For many women, a family planning clinic is the entry point into the health care system and one they consider their usual source of care. Each year, publicly funded family planning services prevent 1.94 million unintended pregnancies, including 400,000 **teen pregnancies**. These services are cost-effective, saving nearly \$4 in Medicaid expenditures for pregnancy-related care for every \$1 spent. In Kansas, 4,265 births occurred to women 10-19 years of age, representing 10.3 percent of the births in 2009. Births resulting from unintended pregnancies can have negative consequences including birth defects and low birth weight. Children from unintended pregnancies are more likely to experience poor mental and physical health during childhood, and have lower educational attainment and more behavioral issues in their teen years. The negative consequences associated with unintended pregnancies are greater for teen parents and their children. Eighty-two percent of pregnancies to mothers ages 15 to 19 are unintended. One in five unintended pregnancies

Births Occurring to Teens 15-19 years old (2011-2013)	
Norton Co.	Kansas
10.5%	8.1%

each year is among teens. Teen mothers are less likely to graduate from high school or attain a GED by the time they reach age 30; earn an average of approximately \$3,500 less per year, when compared with those who delay childbearing until their 20s; and receive nearly twice as much Federal aid for nearly twice as long. Unintended pregnancies are associated with many negative health and economic consequences. Unintended pregnancies include pregnancies that are reported by women as being mistimed or unwanted. Almost half of all pregnancies in the United States are unintended. The public costs of births resulting from unintended pregnancies were \$11 billion in 2006. (This figure includes costs for prenatal care, labor and delivery, post-partum care, and 1 year of infant care).



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Strengthening Organizations, Strengthening Communities

Norton County Health Department Community Assessment Report

March 2015

Tara Gregory, Ph.D., Adrienne Banta, B.A., Samantha Phouangpanith, B.S.

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Key Findings

- More women completed the survey than did men (79.5% vs. 20.5%, respectively).
- The ages of the participants were evenly distributed.
- Almost all of the participants were White/Caucasian.
- The annual household income of the participants was evenly distributed.
- Most of the participants reported paying for their healthcare through health insurance.
- The top three factors the participants selected as most important in creating a healthy community were:
 - Access to health care
 - Good schools
 - Good place to raise children
- The participants reported that the top three conditions that have the greatest overall impact on their community's health were:
 - Cancer
 - Aging problems (arthritis, hearing/vision loss)
 - Heart disease and stroke
- The top three behaviors the participants selected that contribute most to health issues in Norton County were:
 - Being overweight
 - Lack of exercise
 - Smoking/tobacco use
- The participants reported the top three barriers in Norton County that prevent them from solving these health issues were:
 - Lack of openness to change
 - Too little funding for community health initiatives
 - Lack of community awareness of the issue
- The most reported assets that exist in Norton County to help solve the health issues were:
 - Involvement of health experts or advocates
 - Community awareness of the issues
 - Funding for community health initiatives
- A slight majority of the respondents (59%) said they believe Norton County is a healthy place to live. The next most frequent response was “neither healthy nor unhealthy” at 28%.

Process Overview

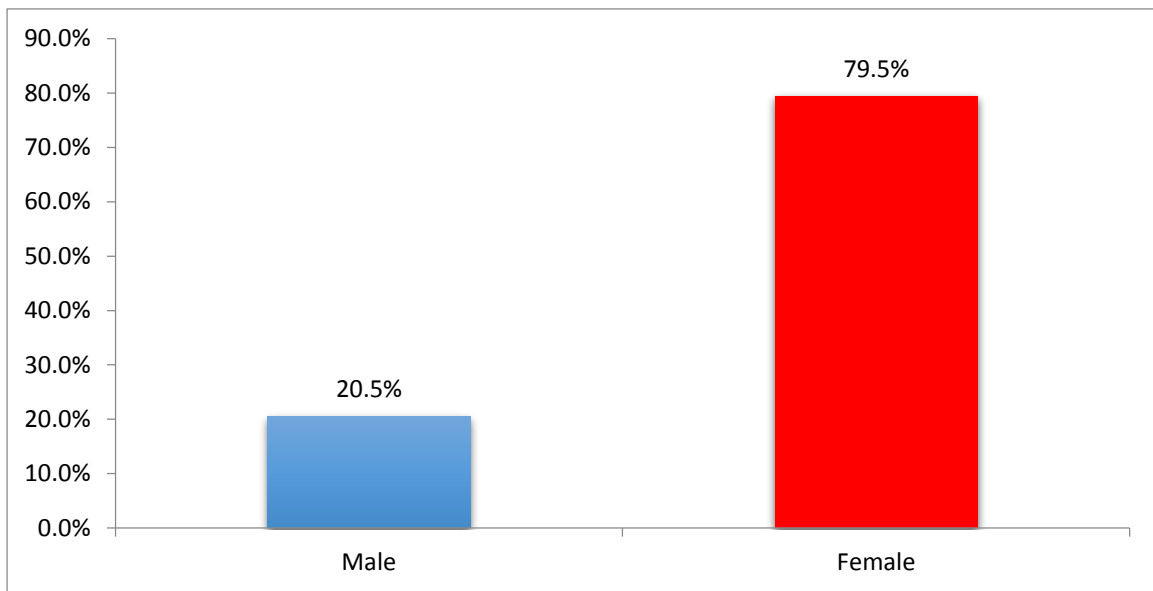
The Center for Community Support and Research of Wichita State University was contracted by the Norton County Health Department to conduct a community assessment regarding health related issues in Norton County. Three hundred and thirty residents of Norton County participated in the Norton County Community Assessment Survey. Surveys were available online and by paper copy. Both forms of the survey were identical. Two hundred and thirty-two (232) participants completed the online version and 66 participants completed the paper questionnaire. The survey included questions about Norton County resident's opinions on factors that are important to a healthy community, how healthy Norton County is, important issues to address to make Norton County healthier, and barriers and assets to making Norton County a healthy community. The following report provides both quantitative (i.e., from forced choice/multiple choice questions) and qualitative (i.e., from open-ended questions) results from all questions.

Note: The number of persons who answered each question varied. So the total number of responses for each question detailed below may not equal 298. Also, some questions allowed for participants to check more than one answer. These questions will also typically not equal 298 responses.

Characteristics of Respondents

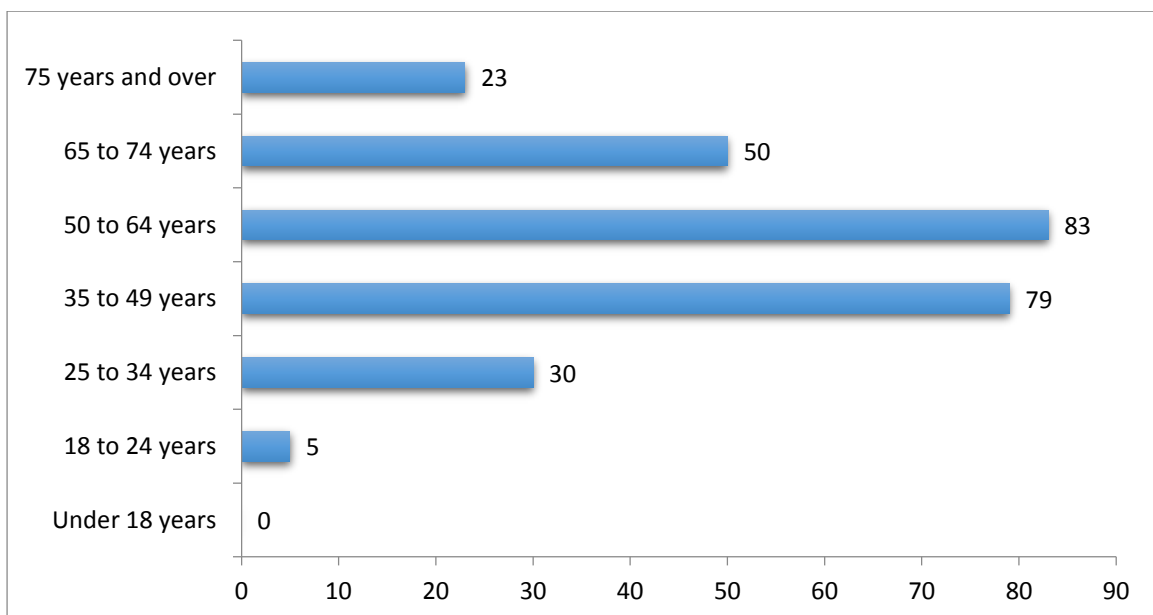
The following questions were asked to see how different types of respondents of Norton County feel about local health issues.

1. What is your sex?



* “Other” was an option on the survey but no one choose that category

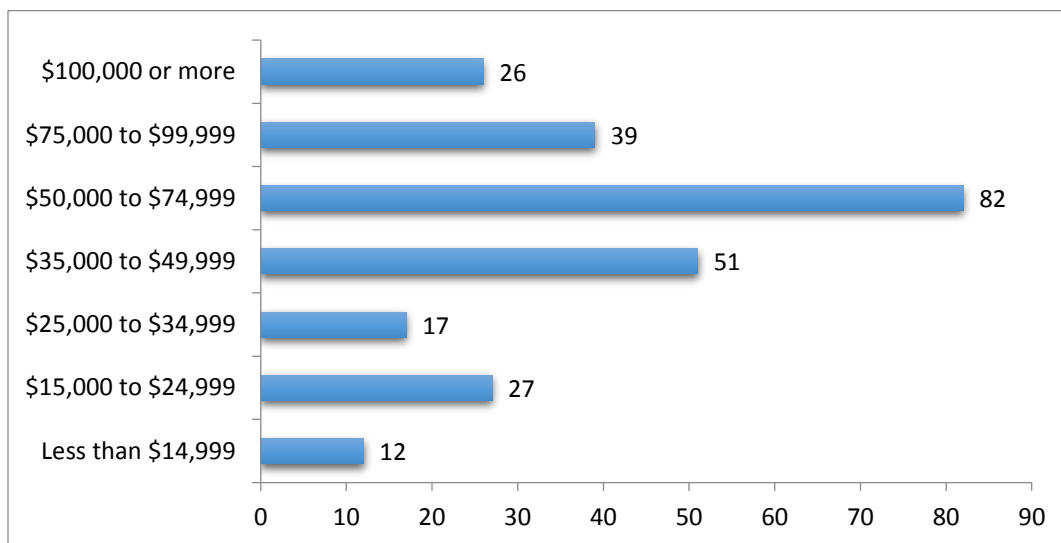
2. What is your age?



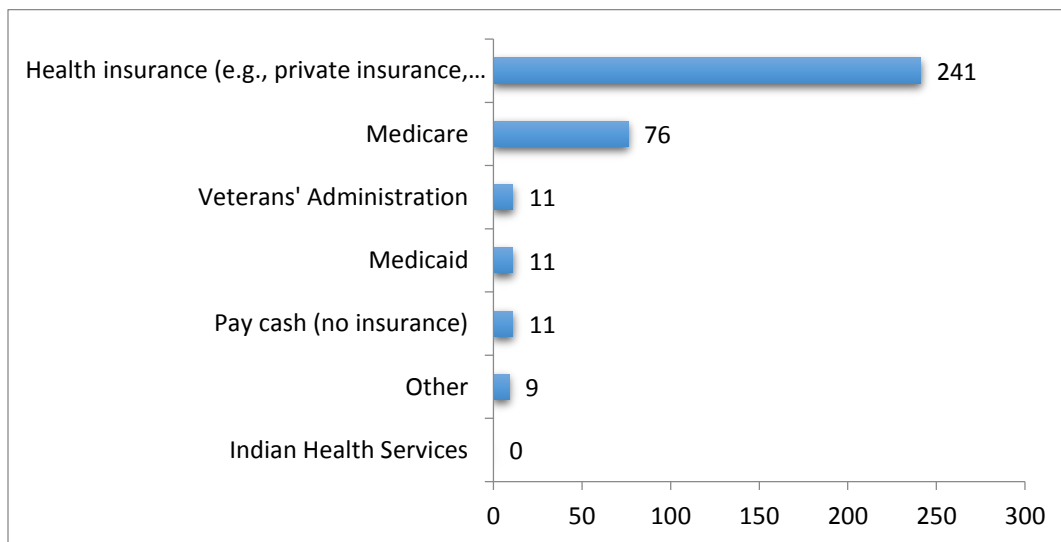
3. What racial/ethnic group do you identify with: Please select all that apply.

Race/Ethnicity	Frequency
White/Caucasian	266
Hispanic/Latino	3
African American/Black	1
Pacific Islander/Native Hawaiian	1

4. What is your annual household income?

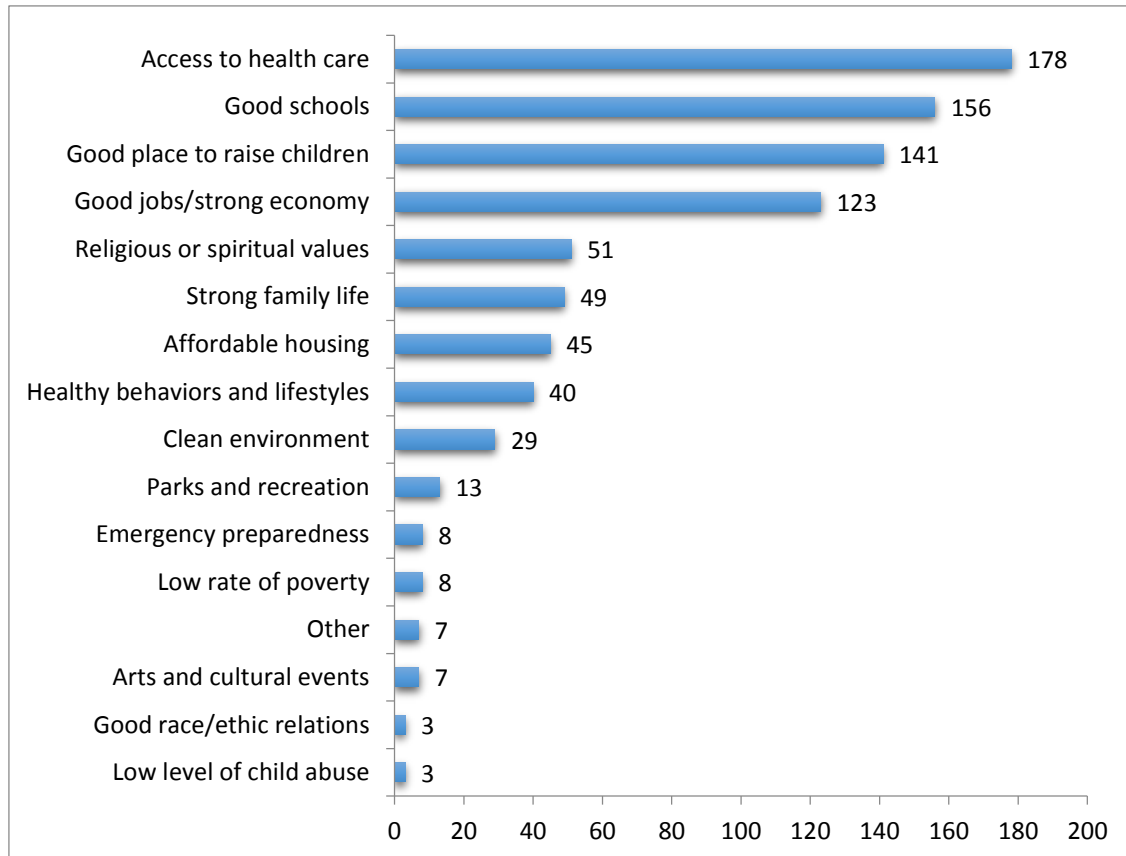


5. How do you pay for your healthcare? Please check all that apply.



Contributors to a Healthy Community

6. From the following list, please select the TOP THREE factors that are most important in creating a healthy community.



Other responses:

- Strong Community Connection
- Grew up here
- Availability of housing - housing here is unacceptable
- Access to nature: big skies, lakes, fields
- Public Library
- Doctors, Hospital, County Health
- Low population

Importance of Community Health Contributors

7. How important is it to address each of the following items in order to make Norton County a healthier place to live? (1 to 5 scale)

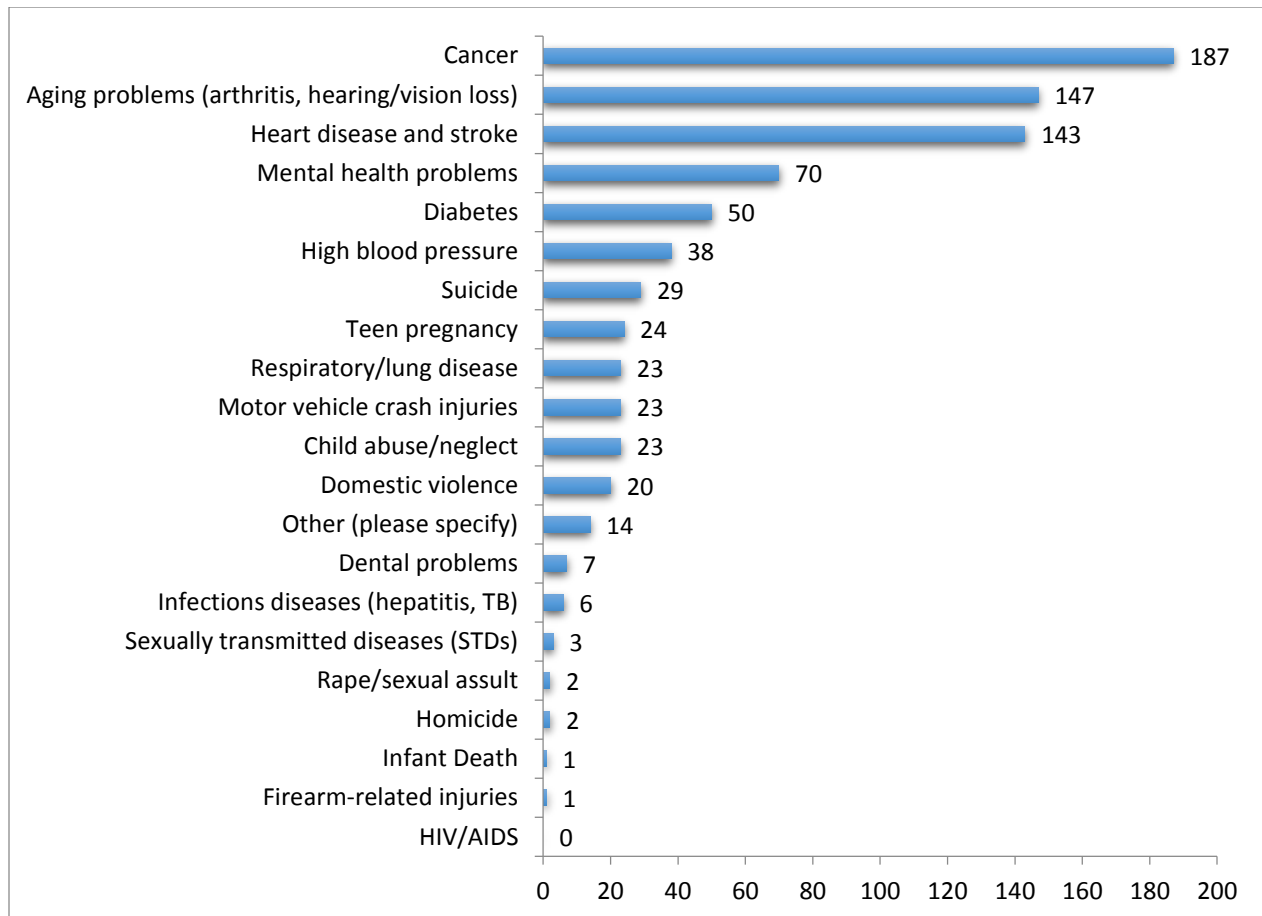
	Not at all Important 1	Unimportant 2	Neither Important nor Unimportant 3	Important 4	Extremely Important 5	Mean
Access to health care (n=278)	0.0% (n=0)	0.0% (n=0)	0.4% (n=1)	80.6% (n=53)	80.6% (n=224)	4.42
Good schools (n=279)	0.0% (n=0)	0.0% (n=0)	0.7% (n=2)	77.1% (n=62)	77.1% (n=215)	4.32
Good place to raise children (n= 280)	0.0% (n=0)	0.0% (n=0)	1.4% (n=4)	73.2% (n=71)	73.2% (n=205)	4.21
Good jobs/strong economy (n=277)	0.0% (n=0)	0.0% (n=0)	2.2% (n=6)	64.6% (n=92)	64.6% (n=179)	3.96
Low level of child abuse (n=278)	0.4% (n=1)	0.7% (n=2)	4.3% (n=12)	60.1% (n=96)	60.1% (n=167)	3.89
Low crime/safe neighborhoods (n=279)	0.0% (n=0)	0.0% (n=0)	0.7% (n=2)	60.9% (n=107)	60.9% (n=170)	3.84
Strong family life (n=278)	0.0% (n=0)	0.4% (n=1)	3.2% (n=9)	58.6% (n=105)	58.6% (n=163)	3.81
Low rate of poverty (n=278)	0.4% (n=1)	0.4% (n=1)	12.9% (n=36)	29.9% (n=157)	29.9% (n=83)	3.05
Healthy behaviors and lifestyles (n=277)	0.0% (n=0)	0.0% (n=0)	5.4% (n=15)	49.1% (n=126)	49.1% (n=136)	3.53
Religious or spiritual values (n=278)	1.1% (n=3)	0.4% (n=1)	10.4% (n=29)	44.6% (n=121)	44.6% (n=124)	3.46
Emergency preparedness (n=279)	0.0% (n=0)	0.0% (n=0)	5.7% (n=16)	42.7% (n=144)	42.7% (n=119)	3.34
Affordable housing (n=277)	0.0% (n=0)	0.4% (n=1)	6.9% (n=19)	39.7% (n=147)	39.7% (n=110)	3.28
Clean environment (n=277)	0.0% (n=0)	0.4% (n=1)	4.7% (n=13)	38.3% (n=157)	38.3% (n=106)	3.22
Arts and cultural events (n=276)	0.4% (n=1)	5.4% (n=15)	35.1% (n=97)	9.8% (n=136)	9.8% (n=27)	2.97
Good race/ethnic relations (n=276)	1.4% (n=4)	2.9% (n=8)	22.1% (n=61)	18.8% (n=151)	18.8% (n=52)	2.96
Parks and recreation (n=279)	0.0% (n=0)	1.1% (n=3)	14.0% (n=39)	20.8% (n=179)	20.8% (n=58)	2.83

“Other” responses re: How important is it to address each of the following items in order to make Norton County a healthier place to live?

- Senior activities. Energize and balance programs
- More concerns for elderly
- Access to emergency food and shelter for low income or no income persons
- Safe and healthy places and activities available for teens. Preventative services (AA, valley hope, suicide, domestic abuse, teen bullying)
- Good hospital and doctors – very important. Good health department, availability of dentists, optometrists etc. – very important. Good baby sitting or daycare – very important.

Community Health Issues

8. In the following list, what do you think are the TOP THREE conditions that have the greatest overall impact on our community’s health?

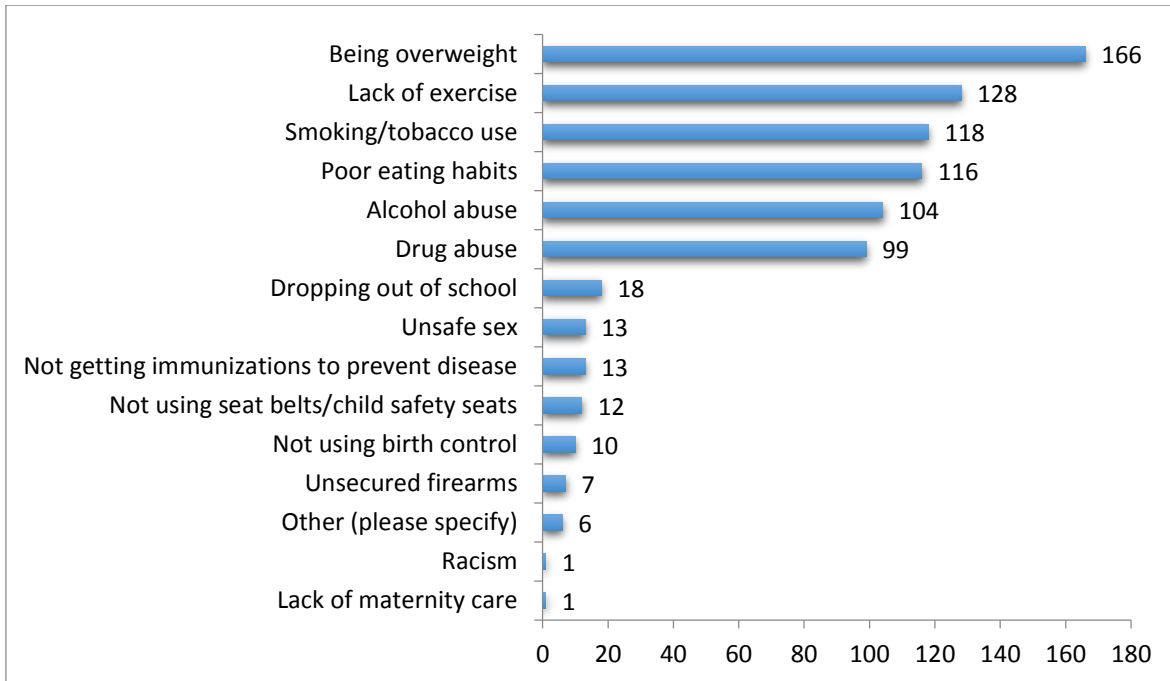


Other responses re: the TOP THREE conditions that have the greatest overall impact on community's health:

- Drugs/alcohol/substance abuse (mentioned by eight (8) respondents)
- Disease prevention at schools....extra precautions during flu season etc.
- Lack of quality doctors at an affordable price
- Water
- Uneducated voters, lack of education!!!!
- Diseases
- Alzheimer's

Contributors to Community Health Issues

9. In the following list, what do you think are the TOP THREE behaviors that contribute most to health issues in Norton County?

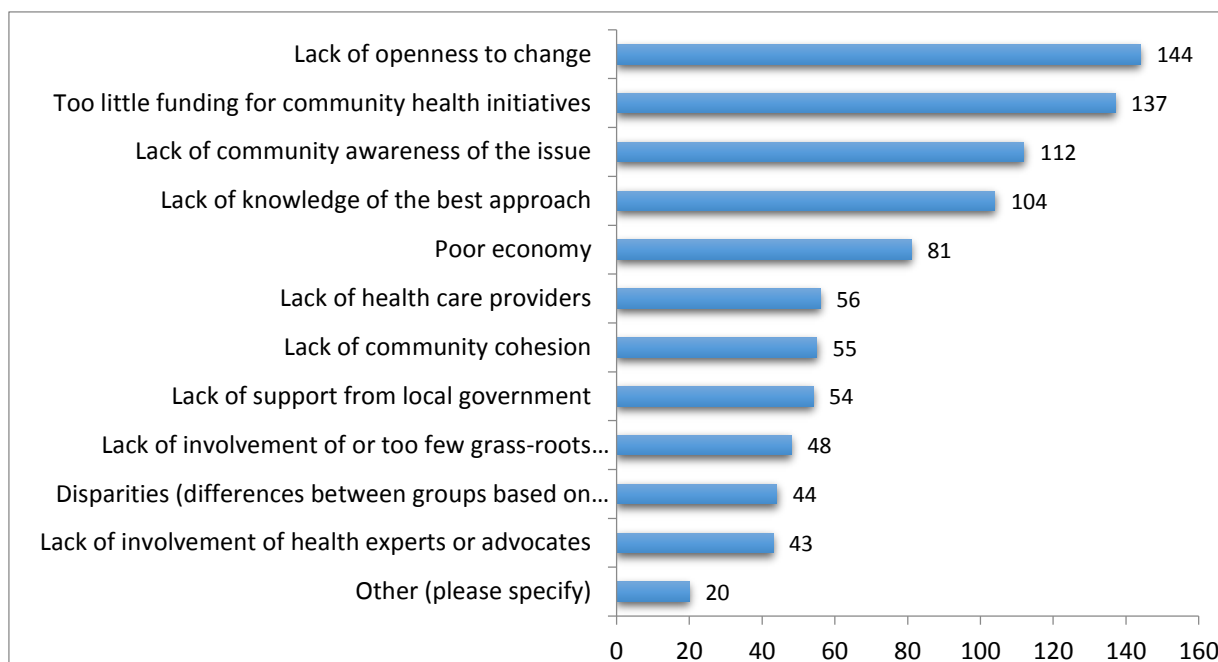


Other responses:

- Lack of respect for each other. Dog eat dog attitude
- Poor work ethic
- Aging
- People not getting help from doctors due to lack of money for bills/no insurance so they don't get tests to prevent or catch cancer at early stages
- Lack of involvement in an activity/hobby.
- Prejudice based on social class/status.

Barriers to Improving Health

10. In your opinion, what are the barriers in Norton County that prevent us from solving the health issues identified above? Please select all that apply.



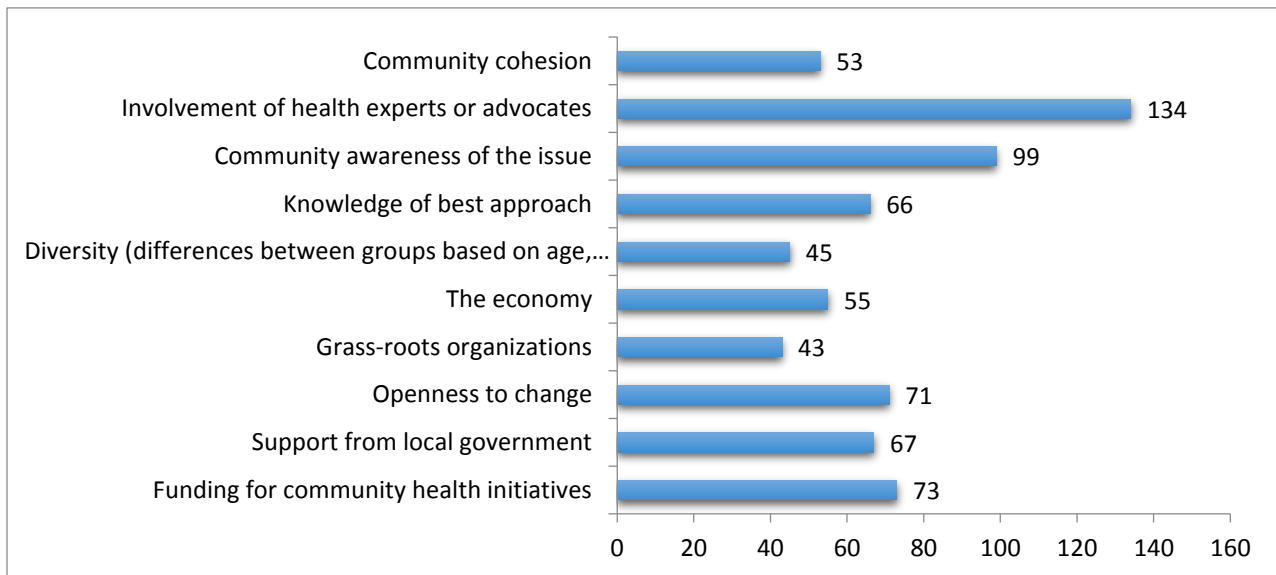
Other responses:

- Need a pool for physical therapy
- TOO MUCH POLITICS
- Poor conditions for “walkability”
- Lack of support from State Government – Brownback
- Health care providers that don’t really care anymore about the community
- Unwillingness to get help
- Some people just don’t care about their health. If they choose to drink, smoke, and do drugs bad health will follow.
- People encouraged to get on welfare instead of working.
- Lack of facilities for handicapped
- You can’t change people who are happy as long as people pay for their needs
- We have a good medical staff but we need more doctors. I think this is currently being addressed.
- All of the above
- I know Norton Co covers a lot of this but people involvement is maybe low. How do you get people involved?
- Taxes too high

- No legal rights to try to help spouse/friend/family. You used to be able to legally put a spouse/friend/family member in a hospital for 2-3 days for mental problems. Now it's almost impossible to get them help if they don't want it. (And they usually don't think they need help) This pertains to drug/alcohol problems also.
- Indifference
- All of the above
- Lack of close health care providers for extreme illness
- Family-church-self

Assets for Improving Community Health

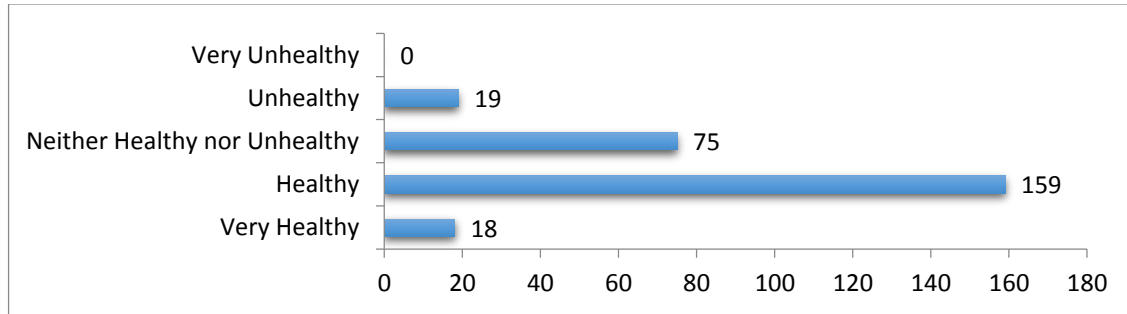
11. In your opinion, what are the assets that exist in Norton County to help us solve the health issues identified above? Please select all that apply.



Note: The complete statement regarding "Diversity" is: differences between groups based on age, race, gender, etc.

Overall Thoughts on Community Health

12. Please complete the following statement: “I think Norton County is a _____ place to live.”



Wichita State University's Center for Community Support & Research (CCSR) is dedicated to improving the health of Kansans through research and evaluation, leadership development, organizational capacity building, community collaboration, and public health and behavioral health initiatives. CCSR's skilled staff works directly with community coalitions, nonprofits, government entities, health and human services organizations, and self-help groups to help them plan for and provide effective, sustainable services.

Want to know more about this report? Contact Tara Gregory, Ph.D. at
tara.gregory@wichita.edu



Norton County Health Department Community Information Gathering Sessions February 13, 2015

On February 12, 2015, the Norton County Health Department (NCHD) hosted two community information gathering sessions at the Sleep Inn Hotel in Norton, Ks. The WSU Center for Community Support and Research (CCSR) provided facilitation support for these meetings.

As an introduction for the meeting, the NCHD Director, Gina Frack, provided an overview of the information gathering process as part of the development of an organizational strategic plan for the Health Department and provided an overview of the structure and services of the Norton County Health Department.

WSU CCSR then supported the NCHD in a facilitated conversation with the one community member who attended the meetings. The following is the result of that conversation:

What are the strengths in your community related to health resources?

- Ability to have doctors locally
- A functioning Health Department
- Services provided to individuals from all income levels
- Beginnings of a food co-op
- Looking at water usage
- Looking at changing local agriculture from mass production to locally grown food for immediate consumption (fruits/vegetables)
- Offer services to small communities – intentionally try to address outlying areas
- Skilled people/positions
- General transportation – though it often has problems
- Positive leadership from the Health Department director

What concerns do you have about the health of your community?

- Funding
- How do we retain our professional workforce?
- Heart issues continue to worsen
- Diabetes is worsening as well
- Need more support for cancer patients – transportation, follow up appointments
- Sexual activity beginning at very young ages
- Drug and alcohol activities with youth
- Youth education around public health issues (drugs, behavior, choices) has decreased
- Programs serve whole county but are often located in Norton – hard for residents of Alma and Lenora to access

What are your hopes for the future regarding resources to improve the health of your community?

- Affordable health care for all
- Improve accessibility to health
- Funding to sustain and improve services
- Improve accessibility to healthy foods
- Funding to assist (fruit/vegetable) farmers to become a thriving business rather than just supplemental income

What's occurred recently that could affect the health of your local community? Are there trends occurring that will have an impact?

- Commissioners are listening regarding some issues (a strength!)
- Not sure commissioners embrace concept of increased access and production of fresh fruits/vegetables
- Concern – becoming fast food dense and more is potentially on the way (good for the economy, not great for healthy eating goals)
- May have pharmacy start making health drink and food options with the remodel of the soda fountain
- Hispanic population has increased after restaurant and incoming dairy jobs
 - Need to serve this population locally
 - 20 employees with medium sized families
- Increase in transient workers during construction projects
- Language barriers and issues with Hispanic population
- Other rural hospitals in the region are struggling and/or closing

What may occur in the future?

- Healthy eating
- WorkWell Kansas (WWKS) started a lot of thinking about health and environments
- WWKS also go Farmer's Market going faster and in bigger directions
- ACA may help with debt recovery for the hospital
- Healthcare changes related to ACA may be helpful
- Commissioners have done some “dangerous” work (ex: county-wide tobacco-free policy)

What else should we keep in mind as the Health Department is doing its planning?

- Determine what the Health Department wants to do in the next 5-10 years
- Share that plan with the Economic Development office and local Foundation
- Regional concept may grow and Norton will be a hub serving the surrounding areas
- Look into going into underserved areas to provide outreach clinics (in other counties)
- How can Norton improve health access to people in Alma and Lenora?

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Want to know more about this report? Contact Kevin Bomhoff at kevin.bomhoff@wichita.edu

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Want to know more about this report?

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