
Klamath County Community Health Improvement Plan 2013



Purpose

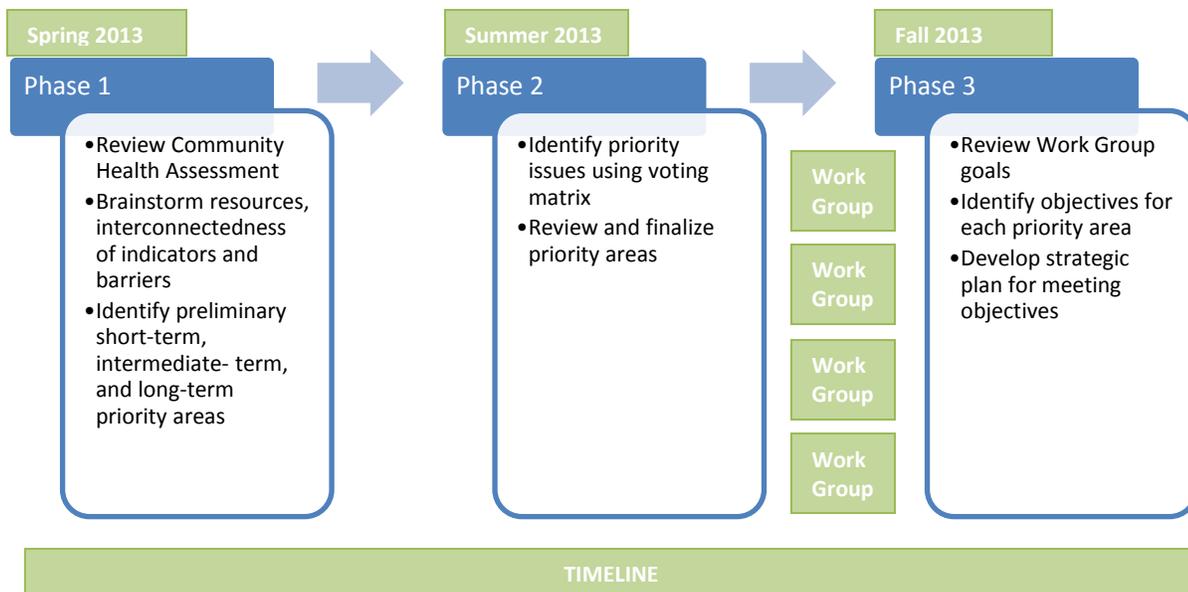
The Community Health Improvement Plan (CHIP) outlines strategies and metrics to support improving the health of our community. The CHIP is the result of a community-driven process, focused on making a meaningful change in population and individual health status. This document is based on data collected and highlighted in the 2013 Community Health Assessment (CHA), which can be viewed at www.HealthyKlamath.org.

The CHIP is a living document, serving as our three-year strategic plan to achieving a healthier Klamath. The process has involved many partners and stakeholders and continues to further engage the community, intending to result in a health planning process with representation across all sectors.

Framework & Process

The framework for creating the CHIP was based on the involvement of over 100 Healthy Klamath community partners and stakeholders. Community meetings were held between May and September 2013 to identify priority areas and determine next steps for accomplishing the strategies set forth in the CHIP.

The three phase process and was facilitated by Vanessa Becker, a consultant with experience developing Community Health Assessments and Improvement Plans. Klamath County Public Health, Sky Lakes Medical Center, Cascade Health Alliance, and Klamath Open Door Family Practice organized local involvement and engagement.



Adapted from Benton County Health Department

Phase 1

Healthy Klamath partners reviewed data from the CHA, best practices for developing CHIPs, and created a preliminary list of priority areas.

While many partners were represented at the Phase 1 meeting, further community input on the priority areas was necessary. An electronic survey was distributed to all Healthy Klamath partners, who were encouraged to share the survey with a wider audience of the community to ensure comprehensive feedback. The survey asked participants to prioritize short, intermediate, and long-term priorities for improving the health of Klamath County.

Phase 2

The purpose of the Phase 2 community meeting was to finalize priority areas for the CHIP. Healthy Klamath partners reviewed the Phase 1 survey results, agreed upon guiding principles for setting CHIP priorities and criteria for strategies, and identified champions for each priority area.

After review and consideration of our guiding principles, eight (8) priority focus areas were identified.

- Obesity (healthy eating and active living)
- Access to mental health services
- Tobacco, alcohol, and other drug use prevention and treatment
- Youth mentoring
- Transportation
- Poverty
- Infrastructure
- Health in all policies

The champions for each priority area convened a work group over the summer months. Each work group was tasked with the following:

1. Map/list other community efforts related to this issue and evaluate those efforts
2. Identify and/or recruit new community members to be engaged
3. Brainstorm feasible strategies 3-5 strategies, if time allows
4. Report back in larger group September and recommend if a new coalition is needed, if work can dovetail on existing groups, and locally feasible strategies

After the identification of priority focus areas, strategy development began. The strategies in the CHIP are based on the following criteria: percentage of the population reached and community impact, supporting evidence-base, associated cost, feasibility, existing community programs, and community engagement.

Phase 3

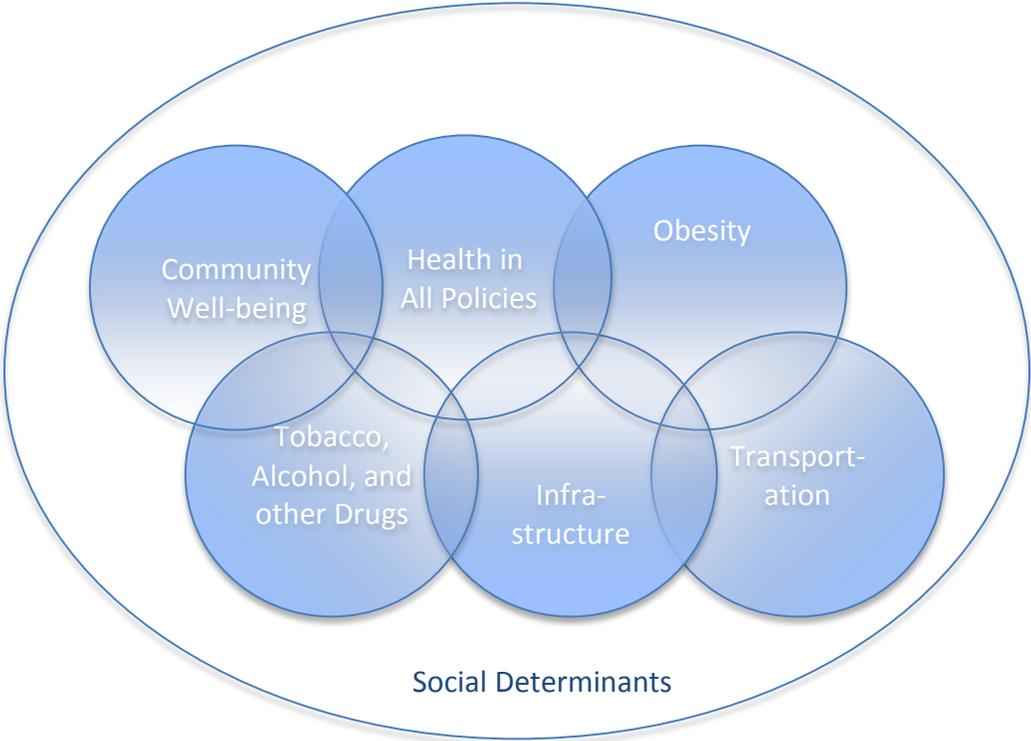
Healthy Klamath Partners reviewed information gathered by the champions of each work group and finalized the Community Health Improvement Plan.

Specific strategies, links with Healthy Klamath indicators, and committee structure for each priority focus area are discussed in the remainder of the CHIP document.

Community Improvement Focus Areas

For each of the eight priority areas, this section contains background information, goals, specific strategies, and projected outcomes.

While each priority area has individually associated outcomes and tasks, the interconnectedness of the priority areas is important to note. Each priority area is underpinned by poverty, amongst other social determinants.



Focus Area: Obesity

Eating better and moving more lets Klamath County residents live healthier lives and do the things they love. Research shows that most Oregonians want to be healthy, but today nutritious food and places to play and exercise are out of reach for too many individuals. We understand that obesity increases the risk of developing a number of chronic diseases such as heart disease, diabetes, cancer, and asthma.

Obesity is the second leading cause of preventable death in the United States. Unfortunately, obesity rates have steadily increased in Klamath County over the past decade. Poor nutrition choices and sedentary lifestyles are among the greatest contributors to the development of obesity.

In Klamath County, 60.6 percent of individuals are obese or overweight (34.6 percent overweight, 26.0 percent obese). About half (58.7 percent) of Klamath County residents meet the minimum physical activity, and just 28.3 percent of adults eat 5 or more servings of vegetables daily.

Promoting healthy eating and active living			
Goals	More Klamath County residents have a healthy body mass index and live without chronic disease. Evidence-based chronic disease self-management interventions and programs, such as Living Well, Walk with Ease, and Walk with a Doc, are widely available and affordable throughout Klamath County for individuals with chronic disease.		
Measurable Objectives	Reduce the number of people in Klamath County with a body mass index greater than 25. <ul style="list-style-type: none"> - 26 to 21 percent Reduce the number of low-income preschoolers who are obese <ul style="list-style-type: none"> - 12.7 to 8.7 percent Reduce the number of people with diabetes. <ul style="list-style-type: none"> - 7.3 to 5.0 percent Reduce the number of people with high blood pressure. <ul style="list-style-type: none"> - 29.4 to 25 percent Reduce the number of people with high cholesterol. <ul style="list-style-type: none"> - 34.3 to 30 percent Increase the number of adults who consume the recommended amount of fruits and vegetables <ul style="list-style-type: none"> - 28.3 to 30 percent Increase the number of adults who engage in regular physical activity. <ul style="list-style-type: none"> - 58.7 to 60 percent 		
Strategy #1	Sustain and increase awareness of evidence-based chronic disease self-management interventions and programs by working with local medical providers and media outlets.		
Performance measures	Baseline	Target	Status
Availability of evidence-based self-management programs	1 class (Walk with a Doc, 2014)	3 classes including Living Well/Tomando Control and Walk with Ease (2015)	
Coordinated Care Organizations and insurers cover evidence based self-management programs for enrollees	0 (2014)	1 (2015)	
Strategy #2	Use Regional Health Equity Coalition (RHEC) data and Geographic Information System (GIS) data to inform local built environment initiatives by December 31, 2014.		
Performance measures	Baseline	Target	Status

Local level data compiled and mapped by a GIS consultant to identify obesity and obesity-related chronic disease health disparities by neighborhood	0 (2014)	1, as evidenced by the completed map (2014)	
Strategy #3	Based on evidence-based public health community interventions, implement a marketing campaign to promote a healthier Klamath through utilization of existing resources		
Performance measures	Baseline	Target	Status
Identify existing community health education classes, healthy businesses, and related events	N/A	Create and upload a calendar of summer events for HealthyKlamath.org	
Work with infrastructure sub-committee members, active transportation, and recreation groups to develop marketing campaign	N/A	Creation of marketing campaign to be implemented by June 30, 2014	

Focus Area: Infrastructure

All Klamath County residents, regardless of their income, education, or ethnicity, deserve access to healthy options. Manmade structures and the resulting community infrastructure can either promote or hinder a healthy lifestyle. Our full potential for health is greatly impacted by our surroundings and convenient access to healthy foods and safe streets for public use should be expected, not something to search out. By focusing on zoning, transportation, land use, and community design, we can change the places we live, learn, work, and play to put healthy options within reach.

In Klamath County, only 12.6 percent of low-income residents live within ten miles of a supermarket or large grocery store. During 2012 focus groups, Chiloquin and Merrill residents reported difficulty purchasing healthy, affordable groceries in their communities. The lack of available public transportation services serves as a barrier to individuals living in outlying communities getting access to healthy food options, thus marginalizing those individuals.

Focus group participants reported a need for improvements to the built environment within their communities, such as street lights, sidewalks, cross walks to improve walkability, and park maintenance.

Creating a community that supports health	
Goals	Community infrastructure promotes rather than hinders a healthy lifestyle.
Measurable Objectives	Reduce the density of fast food restaurants - 0.74 to 0.57 per 1,000 Reduce the number of households with no car and low access to a grocery store - 1.7 to 1.0 percent Reduce the number of low-income households with low access to a grocery store - 12.6 to 10.0 percent Increase the number of workers who walk to work

	- 4.3 to 6.0 percent		
Strategy #1	Develop marketing campaign to increase community awareness of local active transportation and recreation opportunities and policies		
Performance measures	Baseline	Target	Status
Identify sponsors and media outlets to implement marketing campaign	0	3 businesses agree to sponsor marketing campaign to be published in various media outlets (2014)	
Work with obesity sub-committee members, active transportation, and recreation groups to develop marketing campaign	N/A	Creation of marketing campaign to be implemented by June 30, 2014	
Promote National Walk to Work Day (April 2) with interested businesses	0 (2014)	3 businesses promote national walk to work day to employees (2014)	
Strategy #2	Engage policy makers on policies that support active transportation and healthy community development and design		
Performance measure	Baseline	Target	Responsible parties
Identify local policies that support or hinder health			
Strategy #3	Engage and connect active transportation and recreation groups		
Performance measure	Baseline	Target	Responsible parties
The number of related groups represented on Healthy Klamath	0 (2013)	3 as evidenced by participation in meetings (2014)	Klamath County Public Health

Focus Area: Health in All Policies

Whether intentional or not, most policies have some effect on health. These policies are often not felt equitably among individuals. Health in All Policies (HiAP) is a collaborative approach that relies on evidence-based recommendations to inform the decision-making process to maximize gains in our community's health and well-being. This strategy will help our community make informed choices about improving public health through the development, implementation, and evaluation of policies and services. HiAP is a system change approach to ensure that decisions made by both non-health and health sectors have a positive or neutral impact on the environments where we live, learn, work and play.

Considering the health impact in policy making

Goals	Increase the number of policies created and/or updated with health in mind. Raise awareness of HiAP in Klamath County.
Measurable Objectives	During public meetings discussing local community ordinances, policies, and development, elected officials and stakeholders mention the health impact of their decisions.

Strategy #1 Share concepts of HiAP with policy decision makers			
Performance measures	Baseline	Target	Status
Identify HiAP community champion(s)	N/A		
Create strategy for HiAP awareness campaign	N/A		
Strategy #2 Conduct health impact assessment project			
Performance measure	Baseline	Target	Status
Identify potential health impact assessment projects	N/A		
Secure funding for project	N/A		

Focus Area: Tobacco, Alcohol and other Drug Use and Prevention

The use and abuse of drugs, including prescription drugs and alcohol, can destroy individuals, families, and communities. Drug and alcohol use can increase the risk for injuries, violence, HIV infection, and other diseases. Understanding the associated risks and prevalence of substance use, community respondents of the 2013 Community Health Survey ranked drug and alcohol use as a top concern. Klamath County continues to see rising rates of alcohol-related deaths, rates of which are significantly higher than the State rates. This is alarming, considering that Oregon’s death rate from alcohol-induced disease alone is 80% higher than the national rate.

According to the Oregon Health Authority, Center for Health Statistics, Klamath County is experiencing increasing death rates due to alcohol consumption. In 2007-2009, alcohol consumption results in 26.7 deaths per 100,000 in Klamath County compared to 13.2 deaths per 100,000 in Oregon. This is an increase from the alcohol consumption death rate of 22.6 per 100,000 in 2006-2008. The majority of alcohol-related deaths are in relation to liver disease and injury from motor-vehicle crashes. Males are significantly more likely to die from alcohol consumption than females in Klamath County.

Reducing and preventing substance abuse	
Goals	Fewer Klamath County residents, particularly youth, begin an addiction with substances and care is available for residents who want to quit.
Measurable Objectives	Reduce the number of adults who smoke. - 22 to 18 percent Reduce the number of mothers who smoke during pregnancy. - 19.6 to 14.6 percent Reduce the number of males who binge drink. - 13.3 to 12.0 percent Reduce the number of females who binge drink. - 6.8 to 5.0 percent Reduce the 7 th and 11 th graders who drank alcohol in the last month. - 55.3 to 35.3 percent
Strategy #1	Support implementation of Student Wellness (SW) and Healthy Teens (HT) Survey to better understand the prevalence of tobacco, alcohol, and other drug use in our young people.

Performance measures	Baseline	Target	Status
City and County School Districts participate in SW and HT survey	0 (2013)	2 (2014) – met	Lutheran Community Services spearheaded the implementation of the SW survey in local schools with the support of Klamath County Public Health
Strategy #2 Build a coalition using Drug Free Communities methodology.			
Performance measure	Baseline	Target	Status
Identify community partners needed for a coalition	N/A		
Strategy #3 Increase availability and awareness of local in-person evidence-based cessation programs.			
Performance measure	Baseline	Target	Status
Freedom from Smoking participants	29 (2013)	35 (2014)	January 2014 Session (Klamath County Public Health): 5 participants, 3 completed Next session begins in April.

Focus Area: Mental Health

Many children and families in Klamath County are experiencing barriers to receiving the mental health services they need. Individuals suffering with mental illness die 25 years earlier than the general population and are more likely to be diagnosed with chronic disease and injury. Qualitative data collected from the community during the assessment process revealed that addressing mental health issues are a local priority. Focus groups and key informant interviews revealed a lack of accessible mental health services, particularly for school-aged children.

Quantitative data confirms our community's need for mental health services. Klamath County reports 22.9 suicide deaths per 100,000, a rate that is higher than the state average and well above the Healthy People 2020 target. Research indicates that for every suicide death, 8 to 25 suicide attempts are made. In the 2012-2013 School Year four suicide attempts were made at a local K-12 school, one of which was successful.

Promoting healthy relationships and community wellbeing	
Goals	Klamath County residents have healthy, violence free relationships and families. Community members in times of need have access to the right mental health services at the right time.
Measurable Objectives	Reduce the number of 7 th and 11 th graders who considered suicide in the last month - 14.5 to 9.5 percent
Strategy #1	Addition of an operational School Based Health Center that includes comprehensive mental health services for identified students within Klamath Falls City School District

Performance measures	Baseline	Target	Status
School site and medical sponsor for health center identified	N/A	January 2014 – met	Klamath Union High School was identified as a priority location, Klamath County Public Health will serve as the medical sponsor
Identify organization to provide mental health services	N/A	March 2014 – met	Klamath Basin Behavioral Health
Strategy #2 Reduce and prevent family, domestic, and child abuse and violence.			
Performance measure	Baseline	Target	Status
Coalition meets to identify evidence-based strategies and implement (or expand upon existing strategies) locally	N/A	June 2014	

Focus Area: Youth Mentoring

Our youth deserve to be protected from harmful ecological and social surroundings. Research shows that positive, caring, stable adult role models are crucial for positive youth development. Healthy, supportive relationships formed between mentors and youth mentees have long lasting benefits and promote resiliency among youth and future generations.

Key informants interviewed during the assessment process emphasized the need to teach the next generation how to live a healthy, productive life. Youth mentoring and role modeling programs were pointed to as community assets, but our community needs more.

Mentoring and role models for the next generation	
Goals	Increase community capacity to mentor children and youth especially those who are at-risk for unhealthy physical, social, emotional and academic outcomes.
Measurable Objectives	<ul style="list-style-type: none"> ✓ Increase the elements of effective practice (i.e., best-practices) employed by youth mentoring and positive youth development organizations ✓ Increase the number of responsible adults who make a one-year or more commitment to mentoring children and youth in a community –based setting ✓ Increase the number of peer and adult mentors in school-based settings ✓ Increase the number of peer and adult mentors receiving training and support for working effectively with at-risk children and youth ✓ Increase the number of systems of care with knowledge about mentoring’s role in effecting positive outcomes for children and youth ✓ Increase the percentage of children receiving mentoring services who improve school attendance and meet academic benchmarks ✓ Decrease the number / percentage of youth dropping out of school ✓ Decrease the number / percentage of delinquent youth ✓ Decrease the number / percentage of youth who report having no responsible adult to turn to for support in time of crisis or change ✓ Decrease the number / percentage of youth with depressive symptoms

Strategy #1	Increase cross-sector and within sector collaboration on state and federal multi-year grants supporting mentoring services, training and program enhancements		
Performance measures	Baseline	Target	Status
Advocate for fidelity, accountability, cost-benefit analyses and cost-effectiveness in practices supporting mentoring and positive youth development; allocate funding and political capital accordingly	N/A		
Strategy #2	Support community-wide collaboration via initiatives like Klamath Promise on educational programs and training for mentors, parents and service providers on how to more effectively support the physical, socio-emotional and academic success of students		
Performance measure	Baseline	Target	Status
Ensure Healthy Klamath representation on various community-wide initiatives	N/A		

Focus Area: Transportation

Safe, healthy, convenient and affordable transportation are essential to accessing the resources and services that exist in our community. Klamath County is a geographically large county, forcing our residents to travel long distances to receive the resources and services needed to live a healthy life.

During 2012 focus groups, many residents in outlying communities of Klamath Falls reported a lack of accessible transportation to the city and insufficient public transportation services within the city. The lack of public transportation services from outlying communities to Klamath Falls are contributing to an overuse of ambulatory services. In addition to a lack of public transportation services, the community noted a lack of safe streets for walking, biking, or for utilizing alternate modes of active transportation.

Increasing Availability of Transportation Services			
Goals	Increase availability of transportation including active transportation to and from essential services within Klamath Falls		
Measurable Objectives	Increase the number of workers commuting by public transportation - 0.7 to 1.5 percent		
Strategy #1	Identify gaps in current public transportation between rural communities and Klamath Falls		
Performance measures	Baseline	Target	Responsible parties
Community input is gathered from various towns in Klamath County outside of Klamath Falls to identify transportation needs (ie: to medical office, grocery stores, etc).	N/A	Results shared with Basin Transit Service, SCOACT, and other transportation partners	Regional Health Equity Coalition

Strategy #2	Identify and apply for available funding sources for transportation system planning and improvements		
Performance measure	Baseline	Target	Responsible parties
Potential projects are identified and listed in priority area			Regional Health Equity Coalition
Application for funding is submitted			

Focus Area: Poverty

It is well documented that income, home ownership, and educational attainment influence health outcomes. Data show that people living with lower incomes are less likely to have access to the health-promoting benefits of society, such as regular medical care and stable housing. Poverty, along with many other social indicators, underpins many of the health outcomes in our community.

Klamath County has a high rate of economically disadvantaged residents faced with extreme poverty: 13.9 percent of Klamath County families and 18.1 percent of individuals are living in poverty. The income statistics further illustrate this issue, the median household income in Klamath County is \$41,787 which is significantly less than the state (\$49,850). In nearly every key informant interview, issues related to poverty were discussed. The effects of poverty plague nearly never sector.

Fighting poverty			
Goals	Reduce the number of families and individuals in Klamath County that are living in poverty.		
Measurable Objectives	Decrease the number of children living below poverty level - 24.2 to 20.0 percent Decrease the number of families living below poverty level - 13.9 to 10.0 percent Decrease the number of students eligible for the free lunch program - 56.7 to 51.0 percent		
Strategy #1	Broaden representation from various sectors, including health, on existing economic development organizations.		
Performance measures	Baseline	Target	Status
Attendance of representatives at Healthy Klamath meetings	0	2 (2014)	
Strategy #2	Encourage existing groups to continue work on Vision 2020 and ask for progress update by December 2014.		
Performance measure	Baseline	Target	Status
Obtain progress update	N/A		

Next Steps & Resources

After nearly two years of raising community awareness and mobilizing community partners toward action, it is time to implement sustainable change and fulfill the overarching mission of improving the health of Klamath County. Divided into three subcommittees, the Healthy Klamath partners will be held accountable to the strategies and metrics outlined in this document.

Acknowledgements

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Klamath County Economic Development
Klamath County Emergency Management
Klamath County Fire District
Klamath County School District
Klamath County Public Health
Klamath Falls City School District
Klamath Trails Alliance
Klamath Open Door Family Practice
Klamath Tribal Health and Family Services
Northwest Health Foundation
Oregon Health Sciences University
Oregon Institute of Technology
Sky Lakes Cascades East Family Practice
Sky Lakes Medical Center
Southern Oregon Economic Development District