

COMMUNITY HEALTH IMPROVEMENT PLAN 2015-2016 ANNUAL REPORT



DEPARTMENT

July 1, 2015 through June 30, 2016

PRIORITY 1: OBESITY

Data:

- Throughout the Elkhorn Logan Valley Public Health Department (ELVPHD) area, obesity rates as reported:
 - In 2013, there were an estimated 12,616 adults who were obese (29.4%). By county: Burt, 1,624; Cuming, 2,029; Madison, 7,489; and Stanton, 1,474. ^{1,2}
 - In 2014, there were an estimated 13,328 adults who were obese. (23.4%). By county: Burt, 1,668; Cuming, 1,970; Madison, 8,551; and Stanton, 1,494. ^{1,2}
- 33.9% of respondents to the 2013 Elkhorn Logan Valley Public Health Department Community Health Assessment survey were obese. 39.4% of the respondents of the 2016 survey were obese. ³
- Respondents in 2016 consumed considerably less fruit than those of 2013. ³

	2013	2016
0 servings/day	2.0%	11.5%
1-2 servings/day	53.0%	72.0%
3-4 servings/day	21.0%	15.0%
5+ servings/day	5.3%	1.5%

- Respondents in 2016 consumed considerable less vegetables than those of 2013. ³

	2013	2016
0 servings/day	10.5%	5.0%
1-2 servings/day	56.0%	71.0%
3-4 servings/day	26.0%	22.0%
5+ servings/day	7.5%	2.0%

- In 2016, the weight difference by gender are significant, with a larger proportion of males (28% more) either overweight or obese. ³

In 2013, 66% of survey respondents reported exercising for 20-30 minutes, 3 times per week or less. In 2016, 72% of survey respondents reported exercising for 20-30 minutes, 3 times per week or less. ³

Data Source:

- BRFSS, 2013, 2014 ¹
- County Health Rankings, 2013 and 2016 ²
- 2013, 2016 ELVPHD community-level health survey ³

Goal 1: Increase fruit and vegetable consumption.

Strategies:

- Availability and access of affordable healthier foods and beverages, including vending options (Healthy Vending in the Workplace toolkit, 2012).*

All of ELVPHD's four counties report worse access to healthy foods based on the 2016 County Health Rankings data. The state average for the percent of the population with limited access to healthy foods is 7%. Compare this to 9% for Madison, 10% for Cuming, 15% for Burt, and 24% for Stanton County.¹ ELVPHD is pursuing a Bountiful Baskets location in Oakland, NE, and also supported such efforts in the other counties. Flyers were distributed regarding the program in West Point, Oakland, Lyons, Decatur and Craig. In addition, the following ELVPHD programs address nutrition and making healthy eating choices: Eating Smart and Being Active, Operation Heart to Heart and the Diabetes Prevention

Program (Healthier You) classes. Each of these programs concentrates on adopting healthier lifestyle choices and weight loss overall.

The UNL Extension Offices in Nebraska offer the Nutrition Education Program (NEP) which helps families on a limited budget make healthier food choices and choose physically active lifestyles by acquiring the knowledge, skills, attitudes, and behavior changes necessary to improve their health. NEP is free to all participants who meet income guidelines. Additionally, NEP participates in Policies, Systems and Environmental (PSE) strategies that impact communities. These strategies include school wellness, community and school gardens, healthy food pantries, and child care center wellness.

2. *Policy development limiting candy/unhealthy foods being used as rewards.* NAP SACC Childcare provider trainings were held on three occasions with more than 18 childcare providers participating in the training. Training addressed physical activity, nutrition, and breastfeeding in childcare facilities. As a result of the training, 3 policies on nutrition were implemented, 2 policies on physical activity, and 3 policies on breastfeeding.

Data Source

- ¹ County Health Rankings, 2013 and 2016

Goal 2: Increase physical activity.

Strategies:

1. *Implementation of Fired Up and Getting Fit (or similar program) to enhance worksite support for physical activity.*
Operation Heart to Heart was redesigned to concentrate on worksite wellness. A business wellness program Survey Monkey was sent to establish a baseline/stats on program offerings provided.
2. *Enhance access to physical activity opportunities, including physical education in ELVPHD's district schools and childcare facilities.*
According to the 2016 County Health Rankings data, all four of ELVPHD's counties have lower than average access to exercise opportunities. The estimate for the state is that 80% have access to exercise opportunities, compare this to 71% for Madison County, 57% for Cuming County, 53% for Burt County, and only 2% for Stanton County.¹ Physical activity/wellness Survey Monkey was sent to all schools in the ELVPHD service area. 26 responses were received. A policy example was sent to those who didn't have one. See Strategy 3 under Goal 1 for information on childcare provider progress. In addition, various organized walk/run events were held throughout the service area by various community partners and entities.
3. *Enhance community planning and design practices through built environments to improve physical activity in ELVPHD's communities (i.e. walking trails, etc.).*

Walking trail maps were updated by ELVPHD for most communities in the service area during the spring/summer of 2015. Tekamah is pursuing establishing a walking trail and an ELVPHD employee has been assigned to participate in this taskforce. West Point has also developed a Trails Committee and likewise, and ELVPHD staff member serves on that committee. Norfolk expanded their walking trail system in the summer of 2015.

Data Source

- ¹ County Health Rankings, 2013 and 2016

Goal 3: Increase the number of breastfed infants.

Strategies:

1. *Increase support for breastfeeding in the workplaces. Examples of strategies include AOL WellBaby Program or the Business Case for Breastfeeding.* ELVPHD contracted with Elite Lactation to provide workplace breastfeeding practices program at the Norfolk Area Human Resources Association meeting in Norfolk. Eleven (11) human resources people participated in that training.
2. *Increase childcare provider knowledge regarding caring for breastfed infants and support for breastfeeding mothers through the childcare setting. Examples of strategies may include: Breastfeeding-Friendly Child Care in Wake County, How to Support a Breastfeeding Mother: A Guide for the Childcare Center or Ten Steps to Breastfeeding Friendling Child Care Centers.* See Strategy 3 under Goal 1 for information on childcare provider progress. The Breastfeeding Coalition quarterly meeting was held in January, 2015.

Recommendations:

After discussion by the work group members at the focus groups held in April of 2016, it was decided to narrow the focus of this CHIP priority to increasing physical activity and increasing fruit and vegetable consumption and that the goal of increasing the number of breastfed infants would be removed from the Community Health Improvement Plan for the next year.

PRIORITY 2: BEHAVIORAL/MENTAL HEALTH

- All four counties in the ELVPHD health district are designated health provider shortage areas in mental health care. ¹
- Behavioral health wait times for appointments is 2-3 weeks locally and 2-3 months for severe illness needing intense psychiatric services. ²

Data Source:

- HRSA, HPSA Data Warehouse, 2016 ¹
- Verbal report from provider to ELVPHD, 2015 ²

Goal1: Increase access to behavioral/mental health services in the ELVPHD health district.

Strategies:

1. *Explore and pursue tele-psychiatry.*

Burgess_Health Center in Decatur received a grant “International Mental Health Training Program,” which will provide adolescent care (ages 12-18) with crisis mental health and additional first aide. *In Roads* in Omaha opened in Blair to serve Oakland, Lyons and Tekamah patients, as well as patients from other Counties.

2. *Enhance public knowledge of resources available within the communities.*

Through the VetSET program at ELVPHD, various outreach and presentation activities were conducted with the intent of better linking veterans with resources and services in the community. Examples of activities include hosting the No Wrong Door Conferences, as well as presenting for the Combat Veteran’s Support Group, the Traumatic Brain Injury Support Group, the Northeast Nebraska Suicide Prevention Coalition, and various other groups in the area.

3. *Continue active involvement with the ELVPHD/UNMC project to increase behavioral/mental health services in Northeast Nebraska. Specific strategies yet to be determined.*

ELVPHD hosted Community Conversation for veterans in Wisner on 5/3/16;

4. *Pursue available funding sources to add behavioral and/or mental-health related programs into the ELVPHD operations.*

The following funding sources were pursued in relation to behavioral/mental health funding:

- ELVPHD received a mini grant entitled, Making Connections for Mental Wellbeing.
- Two scholarships were received to send two people to Minnesota for free technical assistance from the National Rural Health Resource Center.
- ELVPHD applied for a one-year HRSA planning grant in the amount of \$100,000 which was awarded. Through this work, the Northeast Nebraska Behavioral Health Network was established in a formal capacity.
- A grant from the National Council for Behavioral Health was received which was a 6-month initiative to improve capacity in the areas of access to mental health services and treatment of substance use disorders.

5. *Work with existing behavioral health providers to become mentors/hosts of student interns.*

This will be worked on in the next fiscal year.

6. *Collaborate with Northern Nebraska Area Health Education Center (AHEC) to familiarize youth about careers in psychiatry/mental or behavioral health.*

ELVPHD provided handouts on these careers at the Cuming County Government Day. Handouts were provided by AHEC. In addition, an ELVPHD Staff member serves on the AHEC Board of Directors, and through that involvement, stays

abreast of collaboration opportunities. In 2015, St. Francis Memorial Hospital (SFMH) assisted a MSW social worker in obtaining LCSW credentials which allows them to conduct mental health counseling for clients.

7. Other Access to Care Activities:

As a general access to care initiative (including behavioral health access) under the Affordable Care Act (ACA), ELVPHD hosted ACA informational seminars that were open to the public in all four counties in the health district. Guest presenters were from Northeast Nebraska Community Action Partnership and the Center for Rural Affairs.

The 2016 County Health Rankings Data shows that, of our counties, Burt ranked 51st in the state in the composite Clinical Care category, Cuming ranked 30th, Stanton ranked 27th, and Madison County ranked 10th. This measure includes the percent uninsured, the primary care physician-to-population ratio, the dentist-to-population ratio, the mental health provider-to population ratio, preventable hospital stays, diabetic monitoring, and mammography screening. According to the 2014 BRFSS Data, (put out in 2016) 15.3% of ELVPHD’s jurisdiction was uninsured, representing a four year low.

Faith Regional Health Services (FRHS) offered 32 specialties based in Norfolk that serve Northeast Nebraska, including psychiatry. FRHS outreach clinics are offered in 24 different communities in Northeast Nebraska and include the communities of Battle Creek, Norfolk, Madison, Stanton, Tilden, Wisner and Woodland Park that are located in the ELVPHD service area. In addition, Tilden is also home to an outpatient center which offers lab services, x-ray including bone density scan, and physical therapy.

Recommendations:

When the work groups met in April of 2016, discussion centered on the fact that the ELVPHD service area is actually a shortage area for primary care, dental as well as behavioral/mental health. The work group for Priority 2 recommended that the priority area of behavioral/mental health be changed to include all other health care sections. This priority will now be defined as Access to Care and will encompass primary, dental, and behavioral health access.

PRIORITY 3: PREVENTION

Data:

- Both genders, 50-75 years old, up-to-date on colon cancer screening: ¹

	2012	2013	2014
ELVPHD	60.6%	53.3%	59.8%
State of Nebraska	61.1%	62.8%	64.1%

- Women, 50-74 years old, up-to-date on breast cancer screening: ¹

	2012	2014
ELVPHD	75.5%	77.2%
State of Nebraska	74.9%	76.1%

- Women, 21-65 years old, up-to-date on cervical cancer screening: ¹

	2012	2014
ELVPHD	84.2%	80.3%
State of Nebraska	83.9%	81.7%

One in 5 adults in the ELVPHD jurisdiction (18.2%) are current smokers. State average is one in 6 (17.4%). The percent of current smokers for ELVPHD did not change 2011-2014. ¹

Data Source:

- BRFSS, 2012, 2013, 2014.¹

Goal 1: Increase awareness to augment utilization of preventative services.

Strategies:

1. *Enhance public knowledge of resources available within the communities.*
FRHS began offering lung cancer screening for adults who are high risk for the disease due to age and smoking history even if they are not showing any signs or symptoms. They implemented the use of endobronchial ultrasound to obtain tissue or fluid samples from the lungs and surrounding lymph nodes without performing conventional surgery. Also, FRHS offers their Oncology Nurse Navigator for breast cancer patients. The role of the Oncology Nurse Navigator is to help a patient navigate all aspects of their cancer journey and help guide, educate and advocate for the patient through diagnosis, treatment and survivorship.

FRHS installed a 3D mammography machine to offer more accurate diagnosis of breast cancer. 3D mammography offers a 41% increase in breast cancer detection over 2D mammography. Other clinics/hospitals offering 3D mammography include St. Francis Memorial Hospital in West Point.

2. *Expand health fair screenings across the service area and screenings offered in other innovative settings.*
At approximately 10 events, ELVPHD provided health screenings (blood pressure readings, radon test kits, FOBT kits, oral health screenings and skin scope screenings) to approximately 350 people in the service area. Other entities providing screenings at various events include SFMH, FRHS, and Oakland Mercy Hospital (OMH) and their affiliated clinics. During the 2014-2015 FOBT kit distribution cycle, ELVPHD achieved the performance goal of a 60% return rate on FOBT kits.

3. *Pursue available funding sources to enhance availability of and opportunities for prevention programs (Komen, Avon, etc.). Base applications upon evidence-based programming and stipulations set forth by funders.*

Through the Komen program, 24 underserved/underinsured women received CBE, mammograms and case management. This was done through a partnership with St. Francis Hospital/Dinklage Medical Clinic and Dr. Faulk.

ELVPHD worked with Elkhorn Valley High School, Oakland-Craig High School, Bancroft-Rosalie High School, and Battle Creek High School for a Pink Out night. Tilden and Osmond held a fundraiser and \$1,513.60 was raised for the Faith Regional Hope Fund.

4. *Market the use of the Network of Care option via the ELVPHD website (www.elvphd.org) and encourage use of the online personal health record feature. Link this resources to websites of community partnering organizations and likewise place the links of partner organizations on the Network of Care website.*

Network of Care flyers were distributed in West Point, Oakland, Lyons, Decatur and Craig. In March of 2015, Network of Care was made to be more prominent and accessible on the ELVPHD website home page. Network of Care was also promoted to the three hospitals in the jurisdiction at the periodic meetings.

5. *Other Prevention Activities:* ELVPHD conducted health-related presentations at 16 locations on a variety of topics including: oral hygiene, diabetes, nutrition, Live's Simple Seven, radon, TUGS, and substance abuse prevention.

ELVPHD collaborated with UNMC College of Dentistry and community partners to provide area children in need with dental care during the annual Children's Dental Day event in Lincoln. Fifty-four total students from Lyons, Madison, Norfolk, Oakland, and Stanton were provided dental services. The total cost of the dental procedures that were completed was \$20,586.00 and 443 procedures were performed and included: fluoride & sealants, filings and extractions.

SFMH participated in the following:

- Collaborated with area schools for baseline concussion testing.
- Provided CPR and First Aide training at hospital for area business.
- Provided cardiac and pulmonary education on the importance of flu shots.

Goal 2: Increase the prioritization of preventative health among the constituents of the ELVPHD district.

Strategies:

1. *Increase tobacco free properties in the jurisdiction through work with business owners, policy makers, etc. (promising practice).*
West Point-Beemer School smoke free policy passed. Cuming County Courthouse and grounds is smoke free.
2. *Offer case management programs for persons found to be in high-risk categories for development of chronic diseases.*
Case management services were held in the following program areas: Operation Heart to Heart (obesity, heart health), Minority Health Initiative (diabetes self-management, cardio health classes).

Between November 2014 and November 2015, DPP – Healthy Lifestyle Classes were held in 4 locations with an aggregate weight loss of 352.7 pounds. Two classes were held between December 2015 and January 2016 with an aggregate weight loss of 100.1 pounds. DPP instructor training held to certify instructors –

4/22-4/23/15 (5 trained) and 5/16-5/17/16 (2 trained). ELVPHD has a total of 4 trained staff.

3. *Enhance the availability of age-appropriate adult immunization opportunities – especially influenza and pertussis.*

Annual flu shots at businesses were completed. 2015 had a 21% increase over 2014 (550 given 2015 vs. 454 given 2014). 14 new businesses were added in 2015 as follows: Jones Manufacturing (WP), Home Instead Senior Care (Norfolk), Stanton State Bank, USDA Stanton, Stanton Telecom, Stanton Public library, Stanton County Courthouse, St. John's Lutheran School (Battle Creek), Battle Creek Public Schools, Liberty Center (Norfolk) Battle Creek Mutual Insurance, Sterling Computers (Norfolk), KTIC (WP), Cuming County Courthouse (WP).

In 2015, HHC provided flu shots to area senior centers at rates less than drug stores and onsite at several work places.

4. *Educate the public on personal preparedness priorities, especially household emergency preparedness kits and plans.*

Initiatives to add awareness to the public regarding preparedness includes conducting exercises and engaging volunteers. Over the past year, 17 volunteers were added to the registry, including one Spanish-speaking individual to assist in communication with the Hispanic Community. Exercises are held according to the Five Year Training and Exercise Plan, and included two exercises during the reporting period.

In addition, 27 social media posts were publicized regarding general household preparedness tips, as well as a television interview regarding the ELVPHD disaster volunteer program.

Recommendations:

The Priority 3 work group felt that the priority area of prevention was too broad and recommended that the focus be narrowed down in order to hopefully achieve more substantial outcomes. After reviewing the data and discussion, this priority area will now focus on Cancer Prevention and Screening.

PRORITY 4: RISKY BEHAVIORS

Data:

- Texting while driving was rated #1 in terms of impact for the ELVPHD jurisdiction for risk behavior in both the 2013 and 2016 community-level health survey. Talking on a cell phone while driving was rated #3 in terms of impact for the ELVPHD jurisdiction for risk behaviors in both the 2013 and 2016 community-level health survey. ³
- Although the mortality rate for this cause of death (death or injury resulting from a motor vehicle crash) is improving, it remains the most frequent cause of unintentional injury deaths in Nebraska. ²
- Traffic Data (ages 16-20) Rate per 10,000 Population³

	2011		2012		2013	
	ELVPHD	State	ELVPHD	State	ELVPHD	State
Alcohol-related fatal crashes	2.6	0.5	5.5	1.3	0.0	0.5
Alcohol-related injury crashes	10.5	8.8	16.6	11.6	10.8	6.0
Driving under influence (DUI)	13.1	14.8	16.6	14.7	18.9	11.7

Data Source:

- 2013, 2016 ELVPHD community-level health survey ¹
- Nebraska Statewide Health Needs Assessment, 2013 ²
- Nebraska Department of Transportation, 2014 ³

Goal 1: Reduce accidents or injuries related to transportation-related risk behaviors.

Strategies:

1. *Continue implementation of the Distracted Teen Drivers program at ELVPHD.*
Funding was discontinued for this program, but other distracted driving awareness activities were initiated as detailed below.
2. *Raise community levels of awareness regarding statistics related to distracted driving.*
Norfolk Daily News safe teen driving campaign targets parents of teen drivers “Driving the Right Message” campaign. Stanton Register – “Safe Teen Driving Begins with You” campaign targets teen drivers (www.parentsdrivethemessage.ne.gov). 40 messages were posted to the ELVPHD social media sites regarding driving safety.
3. *Education in schools regarding vehicular and ATV safety (Teen traffic Safety Program).*
ELVPHD had a booth on helmet safety and ATV safety at West Point Library. Three messages were posted on the ELVPHD social media sites regarding ATV safety. Posters and brochures were disseminated in the service area regarding ATV safety.
4. *Collaborate with Nebraska State Patrol to host selective enforcement checks.*
ELVPHD Drug Free Communities grant funded 3 enforcement checks and 85 compliance checks. Of the 3 enforcement checks, there were 8 total citations (including 5 citations for driving under suspension, 1 fugitive apprehended, and 2 citations for open container) and 15 warnings (12 for speeding and 3 for violation of the safety belt law). Of the 85 compliance checks, 76 passed and 9 failed. Madison County Sheriff’s Office received 4 handheld breath testing units
5. *Disseminate information to raise awareness about proper utilization of child safety seat usage and installation.*
ELVPHD published social media posts on car seat safety as well as recall notices for defective car seats. Education on car seat safety, usage and

installation was provided to Operation Great Start clients. This information was also provided by Faith Regional Health Services, St. Francis Memorial Hospital and Oakland Mercy Hospital.

6. *Expansion of safety programs/messages targeted specifically at farmers or farm workers using UNMC Agricultural Medicine Course materials and content.* 13 messages were posted to ELVPHD social media sites regarding farmer and ag safety. 2 of these messages were UNMC related posts.

7. *Expand Tai Chi availability in the ELVPHD health district.*
Two new instructors were trained, 8 existing Tai Chi instructors were recertified. Classes are regularly held in: Norfolk, West Point, Beemer and Madison. 99 total people took Tai Chi classes in 2015 with a total of 10 classes held. Of these, 81.7% improved their Timed-Up and Go time, and 63.3% improved this time by at least 0.5 seconds. The average improvement was 1.99 seconds, among those who improved.

8. *Partner with other community agencies in hosting child safety seat checks.*
SFMH holds car seat safety education/checks as part of its infant care classes six times a year. Faith Regional Health Services holds car seat safety checks two times a month.

9. *Pursue funding sources to expand programs related to safety and risk reduction across all age groups.*

ELVPHD pursued the following funding opportunities:

- Pursuing conversations with DHHS regarding funding for car seat programs
- HRSA Grant for behavioral health planning in the amount of \$100,000 received
- Region 4 Program was renewed in the amount of \$35,702
- Partnership for Success program renewed in the amount of \$33,000
- DFC began its 5th year of this funding cycle in the amount of \$125,000
- Tai Chi funded in the amount of \$8,000
- Stepping On funded in the amount of \$8,000
- Making Connections for Mental Wellbeing funded for \$6,765
- Patient Navigator contract signed in the amount of \$60,000 for one year

10. *Other Prevention Activities:*

Healthy Communities Initiative (HCI) is a substance abuse prevention coalition. HCI was formed in 2008 by community stakeholders interested in preventing alcohol and drug use by area youth. HCI collaborates with many community partners including law enforcement, schools and other youth serving organizations to provide education on the dangers of drug and alcohol use. There are currently eight schools implementing 8 curriculums that are aimed at preventing substance use and abuse. Law enforcement is contracted to conduct compliance and sobriety checks and instruct Responsible Beverage Server Training. The Madison County HCI Coalition was formed in 2014 and is

averaging 20 people for each meeting! People are becoming more engaged and doing substance abuse prevention work for the coalition.

ELVPHD HCI Coalition conducted 6 Responsible Beverage Server Trainings with a total of 37 participants. Of these, 36 passed the course and 1 person failed. 807 pounds were collected in the two permanent medication return boxes in Norfolk and West Point.

Recommendations:

As with the he Priority 3 work group, the Priority 4 work group also felt that the priority area of risky behaviors was too broad and recommended that the focus be narrowed down in order to hopefully achieve more substantial outcomes. After reviewing the data and discussion, this priority area will now focus on Standard Motor Vehicle Safety.

General Marketing

ELVPHD has a marketing plan that is updated annually by the Marketing Coordinator. Every effort is made to include a line item in program budgets for marketing that program. ELVPHD, in general, markets all programs through the use of social media, a monthly newsletter, website, as well as disseminating information about its programs at community events and through press releases.