

2013-2017

Public Health Improvement Plan

Prowers County, Colorado

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Acknowledgements

The Prowers County Public Health Improvement Plan is a collaborative effort of many organizations and providers in the community committed to improving the health of our residents. We would like to thank our partners and residents for their input, expertise and support. The following individuals and organizations have participated in the development of this plan and will play a key role in its implementation.

- Prowers County Public Health and Environment
- High Plains Community Health Center
- Prowers Medical Center
- Southeast Health Group

Executive Summary

Prowers County Public Health and Environment and our partners present a thorough community based plan for improving the health of Prowers County residents. The Public Health Improvement Plan (PHIP), a 5-year process, involves substantial and significant input from, Prowers County Public Health and Environment, High Plains Community Health Center, Prowers Medical Center, Southeast Health Group. The PHIP will be used by residents, community organizations, and leaders to facilitate positive and measurable change in Prowers County/Region.

The process to create the PHIP started after Colorado passed the 2008 Public Health Reauthorization Act. It involved gathering data, evaluating the current capacity of the public health system, and prioritizing action. This process was undertaken in consideration of other community efforts working to improve the lives and health of Prowers County residents and visitors.

After examining Prowers County's data and conducting a structured prioritization process, the community identified 2 priorities for enhanced focus over the next five years:

Priority # 1: Teen Pregnancy

Priority # 2: Obesity (adults and children)

The following document outlines information relating specifically to Prowers County and the priority issues, and what the community will do to address these priorities. For each priority issue, goals, objectives, activities and participating community organizations are detailed. The strategies and approaches were selected based on their proven ability to impact change.

It will take the entire community as well as each individual to make a difference and create a healthy community for Prowers County residents to live, learn and play. No single organization has the resources necessary to improve the significant issues outlined in this plan. As such, this plan represents the coordinated efforts of a communitywide movement. Multiple agencies, organizations, and individuals were involved in work teams and committees that ensured the success of the community health assessment and creation of the PHIP. The goal is to capitalize on available resources and coordinate efforts to increase the efficiency and effectiveness of our public and environmental health initiatives. For more information or to become involved contact:

Tammie Clark RN, BSN, Director PCPHE
1001 South Main
Lamar, CO 81052
719-336-8721 (work)
719-688-0458 (cell)
pcphdirector@prowerscounty.net

Prowers County Overview

Prowers County is located in Southeast Colorado and borders Kansas. Prowers County covers 1,640 square miles and has 12,361 permanent residents. The County includes the rural towns and communities of Lamar, Wiley, Granada, Hartman, Holly and Bristol.

Demographics

The demographics of Prowers County residents and the state of Colorado are shown in the Table 1.

Table 1. Demographic Distribution of Prowers County and Colorado, 2011			
		Prowers County	Colorado
<i>Gender</i>			
	Male	6129	50.1%
	Female	6281	49.9%
<i>Age (years)</i>			
	0-19	1737	27.0%
	20-44	1790	35.1%
	45-64	1678	26.6%
	65 and older	1076	11.3%
<i>Race & Ethnicity</i>			
	White, non-Hispanic	10304	70.8%
	White, Hispanic	1840	18.9%
	Black	67	5.0%
	Asian/Pacific Islander	39	3.5%
	American Indian/Native Alaskan	111	1.9%

Education, Income and Employment

Prowers County has a high school graduation rate of 77.3%, which is higher than the Colorado average of 76.9%, however, lower than the Healthy People 2020 goal of 82.4% (2014 Kids Count Colorado). Of Prowers County residents, 29.3% age 25 years and older have an associate's or bachelor's degree or higher, compared to 44.2% for the state as a whole (The American Community Survey, U.S. Census Bureau 2007-2011).

The median household income in Prowers County is \$33,671 per year (2008-2012 U.S. Census Bureau). Prowers County residents make up 22% that live below poverty level, compared to 12.9% for all Coloradans (2008-2012 U.S. Census Bureau). As of 2011, an estimated 31.8% of children under the age of 18 years in Prowers County were living below the federal poverty level (U.S. Census Bureau, 2011). The unemployment rate in Prowers County is 6.0% (Bureau of Labor Statistics, 2011).

Some of the community health assessment findings include:

- 223 respondents provided feedback on the most important health or medical issue confronting County residents. Selected responses included:
 - Lack of & cost of insurance
 - High cost of care
 - Chronic disease including diabetes, heart disease, etc.
 - Drug, smoking & alcohol use/abuse
 - Obesity
 - Teen smoking, drugs & sexual health
 - Lack of specialists
 - Inadequate health education
- Respondents provided their opinion related to the following medical and mental health issues in the County.

Answer Options	Not an issue	Minor issue	Moderate issue	Major issue	No opinion/don't know
Childhood vaccinations (flu, whooping cough, etc.)	74	86	68	41	34
Sexually transmitted diseases (education and testing services)	16	46	103	89	48
Teen birth rates/teen pregnancy	5	14	72	200	14
Mental health issues - depression, anxiety, grief, stress, bipolar	9	23	124	123	24
Suicide deaths	28	111	83	22	56
People making unhealthy food choices	8	19	72	189	16
Obesity	3	17	62	206	13
Eating disorders	13	71	91	73	53
No health insurance	6	23	48	200	26
Diabetes	6	18	86	161	29

Cancer	4	21	81	165	28
Flu/pneumonia	9	84	125	49	33

- Asked to respond to the questions below compared to one year ago, respondents provided the following:

Answer Options	Better	Worse	No change
My physical health is	113	63	122
My mental health is	90	40	164
My financial situation is	76	102	118
My employment is	65	57	167
The local economy is	25	184	87
Local health problems are	18	115	155

Based on these and other more detailed data, the attendees at the public meetings recommended the following opportunities to the Collaborative.

- Obesity – adult and teen
- Teen Pregnancy
- Substance Abuse / Mental Health
- Built Environment (Bike trails, walking paths)
- Lifestyle / Healthy Choices
- Public Awareness
- Access/Affordability to Mental Health /Substance Abuse
- Lack of motivation to change

The Prowers County Public Health and Environment community assessment identified the following needs as *the highest priorities*:

- Teen Pregnancy
- Obesity –adult and children

Other issues and opportunities that were identified as important include:

- Community ownerships-public communication, awareness
 - Community leadership-broad leadership

- motivation to change
- education the community on what resources are available
- lifestyle choices
- Better collaboration between providers, community members, businesses, governmental agencies, faith based, service organizations
- Social marketing/networking
- Education
- Realistic goal setting
- How to impact the community

Process for Developing the Public Health Improvement Plan

This Prowers County Public Health Improvement Plan is the result of a community-wide health assessment, capacity assessment and prioritization process that was led by Prowers County Public Health and Environment. It was developed in partnership with a variety of organizations that impact the public health of Prowers County residents. This PHIP was developed using the process and guidelines outlined in the 2009 Colorado Public Health Improvement Plan, the Public Health Act of 2008 and the Colorado Health Assessment and Planning System (CHAPS).

Prioritization Process

Public health priority areas were selected in partnership with Prowers County Public Health and Environment, High Plains Community Health Center, Prowers Medical Center, and Southeast Mental Health Services. Data on the health and environment of Prowers County was shared with participants, community members and lawmakers. A facilitated discussion and scoring process was used to systematically determine which issues should have a more intense focus over the next five years. The following criteria were considered in selecting public health priority areas:

- Significance to public health
 - Impacts a high number or percentage of residents
 - Contributes to health disparities (affects some subpopulations to a greater extent than others)
- Ability to impact the issue
 - Strategies exist that can be implemented locally to produce the desired outcome
 - There is community support and/or political will for change
- Capacity to address the issue
 - A local organization prepared to take the lead on the issue
 - Sufficient resources (funding, staff, expertise) are available or obtainable

Process for developing goals and strategies and gathering input

Internal and external stakeholders participated in the public health improvement planning process, including, collaborative community needs assessment team (Prowers County Public Health and Environment, High Plains Community Health Center, Prowers Medical Center and Southeast Health Group. These participants included people who were needed to create and support measurable action plans for each of Prowers County's priority areas.

Meetings were held to identify the factors contributing to the issue, discuss and select strategies to implement in the community and to create action steps that are linked to the goals and objectives, measurable outcomes, individuals leading and participating in implementation and how and when the steps will be evaluated.

A variety of sources were reviewed to identify evidence-based strategies and promising practices for addressing Prowers County's health priorities, including:

- The Colorado Department of Public Health and Environment (CDPHE)
- United States Census Bureau
- Centers for Disease and Control
- US Department of Health and Human Services
- Health Resources and Services Administration (HRSA)
- County Health Ranking published by Robert Wood Johnson Foundation

Local Public Health System Capacity Assessment

To assess system capacity, the following table estimates the capacity of Prowers County Public Health and Environment and its partners to deliver the Core Public Health Services (Code of Colorado Regulation: 6 CCR 1014-7).

Table 3

	Core Public Health Services						
	Administration and Governance	Assessment, Planning and Communication	Vital Records and Statistics	Communicable Disease Prevention, Investigation and Control	Prevention and Population Health Promotion	Environmental Health	Emergency Preparedness and Response
Overview Personnel (FTE)	5 personnel 4.6 FTE	0 personnel 0 FTE	1 personnel 1.0 FTE	5 personnel 2.0 FTE	6 personnel 2.0 FTE	2 personnel 2.0 FTE	5 personnel .20 FTE
Total funding expended	\$487,267		\$52,975	\$64,963	\$198,414	\$224,106	\$10,454
Important Partnerships							
Areas of Strength	Strong network support within the local health care organizations; provides public health leadership and services to Prowers County			High; up to date vaccination rates for children due to outreach efforts			
Areas of Challenge	Turnover in director position in 2012 & 2013; Less funding to provide more services. No BOH members have health or environmental health expertise.	No dedicated staff	Vital record staff turnover in 2012	Changes in providing vaccinations due to the Affordable Care Act.	Discontinued funding for children with special health care needs clinic.	Recent decreases in sanitation and capacity and food safety.	
Capacity Ranking		Near moderate	Basic	Moderate	Need for increase to basic	Need for increase to basic	Moderate

Goals and Strategies for Improving Community Health

The following action plans detail the initial steps that will be taken by Prowers County Public Health and Environment and its partners over the next 5 years in each of the chosen priority areas. Implementation of the strategies listed in the action plan will require the continued involvement of community stakeholders in order to be successful. Further identification and implementation of strategies will require ongoing partnerships to address each priority area and set measurable goals.

Priority Area 1 Teen Pregnancy

Unintended pregnancy occurs when a woman becomes pregnant sooner than she desires or when she does not desire the pregnancy at any time. Unintended pregnancy resulting in live birth is an unintended birth. In 2010, more than one-third (36 %) of Colorado mothers reported their last pregnancy ending in birth was unintended. This included 26 percent reporting a mistimed pregnancy and 10 % reporting unwanted pregnancy.

In 2012, there were 168 live births in Prowers County. The teen birth rate (rate per 1000) was significantly higher for Prowers County at 54.4% compared to Colorado at 24.3%. In 2012 births to single women in Prowers County was 36.9% compared to the Colorado 23.4%. Reducing unintended pregnancy and teen pregnancy is one the Prowers County highest priorities. Due to the high rates, negative outcome and the high cost associated with unintended births and teen births, it is in the PCPHIP, the Colorado Winnable Battles and a priority for the Colorado Maternal and Child Health program.

Priority 1: Decrease unintended pregnancy and teen pregnancy in Prowers County.

Strategy: Begin implementation of the County Health Rankings and Community Guide (CHARG) for positive youth development in fall 2014. Support school districts with compliance in teaching a comprehensive approach to teens and young adults about youth sexual health. Emphasize evidence based strategies that enable, prepare and foster healthy choices for teens in Prowers County.

Indicators: Reduce the rate of unintended pregnancy in Southeast Colorado, specifically in Prowers County.

Increase youth and family engagement.

Increase access to healthcare for youth.

Increase public awareness through local media releases.

Enhance the quality of healthcare by improving prevention and management.

Priority Area 2 Obesity

Despite Colorado's ranking as one of the leanest states in the nation, more than half of Colorado adults are overweight or obese. The proportion of Colorado adults who are obese more than doubled during the past 15 years, from 10.3% in 1996 to 21.4% in 2010. Obesity also threatens the health of future generations. Colorado ranks 29th in the United States in childhood obesity (ages 10-17).

Priority #2: Decrease Obesity in adults and children in Prowers County

Strategy: Improve the variety of healthy food options that are affordable for Prowers County residents that have lower incomes.

Increase access to physical activity.

Support local markets and restaurants to offer healthy food choices.

Implement Healthy Eaters Lifelong Movers (HELM) in local school districts by fall of 2014.

Provide outreach and support through the local WIC program, at Prowers County Public Health and Environment, including the 5-2-1-0 program (**5** fruits and vegetables a day, **2** hours or less of TV or screen time, **1** hour of physical activity and **0** sugary drinks).

Partner with LiveWell, Prowers County Health Alliance, Department of Health and Human Services and local School Districts.

Monitoring and Evaluation

Monitoring and evaluation for this plan shall occur as detailed in the project plans for each of the priority areas. Quarterly each priority area shall be assessed for achievement of objectives, emerging needs, and areas of continued improvement and/or expansion. As new data emerges, this data will be analyzed as part of that annual review. Emerging health needs may require the re-alignment of resources. Adaptability will be necessary to ensure positive impact on the health of Prowers County residents. In the fifth year of this five-year plan, Prowers County Public Health and Environment conduct a comprehensive community health assessment, to ensure that new areas of need are identified and considered for prioritization in the subsequent five-year plan.

Coordination with the Colorado Department of Public Health and Environment and other Public Health System partners

OPTION 1: This plan was developed through the Colorado Health Assessment and Planning System (CHAPS), a structured system based on best practices and lessons learned through implementation of Colorado's Public Health Act of 2008. Prowers County's priorities of Priority 1: Teen pregnancy, Priority 2: Obesity which also Aligns with number 10 and number 6, respectively, of the Colorado Winnable Battles.

Financial resources available to meet identified public health needs and to meet requirements for the provision of core public health services

After completing the Prowers County Health assessment and as a result of the assessment, funding was acquired to implement the CHARGE project. Southeast Colorado has received \$50,000 for three years to implement CHARGE and support positive youth development.

In Summary

Prowers County Public Health & Environment (PCPHE) is committed to providing services and resources to improve the quality of life and health for the residents of Prowers County. PCPHE continues to seek ways to develop and sustain funding sources for core public health services and innovative programs that can best serve the residents' needs.

Our goal is to build a community that is focused on health and a healthier life style. Partnerships with our stakeholders and other community members and organizations will define our success toward building and providing a healthy community. It will take all of us to change the face of Prowers County and to make Prowers County a healthier place to live, work, and play.

Tammie Clark RN, BSN, Director
Prowers County Public Health and Environment
1001 South Main
Lamar, CO 81052
(719) 336-8721
(719) 688-0458
pcphdirector@prowerscounty.net