

Kittitas County Community Health Improvement Plan 2013-2017



*A plan for improving health, well-being,
and quality of life in our community*

December 2012

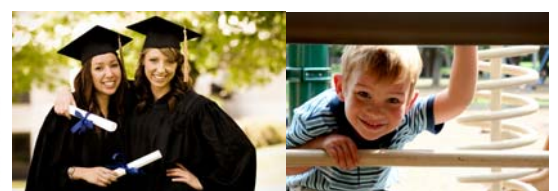
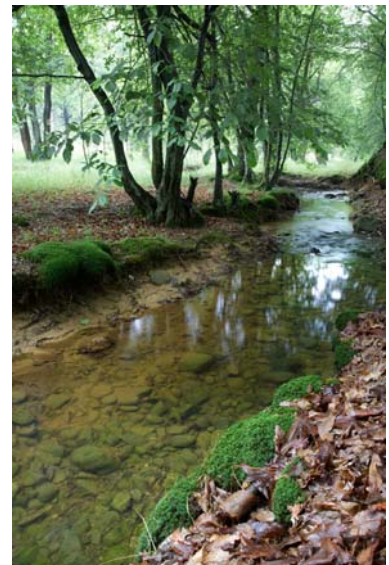
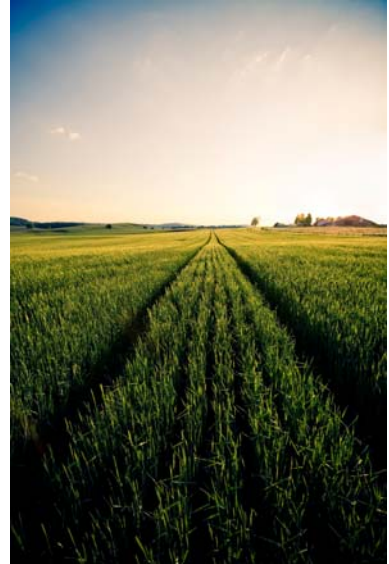


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This document was compiled by Robin Read, MPH, Health Promotion Supervisor for the Kittitas County Public Health Department and approved by the Community Health Improvement Steering Committee.

Community Health Vision & Values

The community health vision and values were developed by the Community Health Improvement Steering Committee with input from community members, Kittitas County Public Health Department staff, and the Board of Health Advisory Committee. These statements guided the community health improvement process.

Kittitas County is a **compassionate** and **safe** community where **essential needs are met** and we are empowered with tools to lead a **purposeful life**.

Everyone in our community has:

- Affordable and stable **housing**
- Healthy and affordable **food**
- Access to adequate **educational opportunities**
- Knowledge about **healthy choices and healthy behaviors**
- Access to health **resources and information**
- Access to affordable, quality **health care**
- An **environment** that promotes health and wellness
- **Social support and connections** to support health
- The ability and desire to **contribute positively to society**



Members of a sub-committee draft a vision and values statement.

Community Health Improvement Project

The **community health improvement project** is a comprehensive approach to assessing community health and developing and implementing action-plans to improve community health through community member and partner engagement. The community health improvement project includes two distinct yet connected processes:

- The **community health assessment** process engages community members and partners to collect and analyze health-related data and information from a variety of sources. The findings of the community health assessment inform community decision-making, the prioritization of health problems, and the development and implementation of a community health improvement plan. The results of the community health assessment can be found in a separate document “The Health of Kittitas County” available at: www.co.kittitas.wa.us/health/assessment.asp
- The **community health improvement plan** is action-oriented and outlines the community health priorities (based on the community health assessment and community input.) The plan also includes how the priority issues will be addressed to improve the health of the community.

This document presents the Kittitas County Community Health Improvement Plan which was developed by the Kittitas County Public Health Department (KCPHD) and the Community Health Improvement Steering Committee (see page five for a list of members) through a series of four meetings over a two month period. The plan was largely informed by the results of the community health assessment. KCPHD and the steering committee followed the Mobilizing for Action through Planning and Partnerships (MAPP) framework to create the plan which included:

- Developing **strategic issues** based on the community health assessment findings;
- **Prioritizing issues** that need to be addressed in order to achieve the community health vision;
- Identifying overarching **goals and strategies** to accomplish those goals;
- Writing clear **objectives** and determining **performance measures** to monitor implementation and improvement; and
- Creating **action plans** that determined the steps to implement chosen strategies, who would lead the implementation, and the time frame for implementation.

The following organizations and community members will support and be involved in the implementation of the Kittitas County Community Health Improvement Plan: Planned Parenthood, HopeSource, Kittitas County Community Network, FISH Food Bank, Elmview, Central Washington University, Kittitas Valley Community Hospital, Mosaic Counseling, Joanne Cortese, Kittitas County Public Health Department, Kittitas School District, and Central Washington Comprehensive Mental Health.

The Kittitas County Public Health Department (KCPHD) was one of twelve sites in the nation selected by the National Association of County and City Health Officials (NACCHO) to conduct a community health improvement demonstration project. Funding for the project was awarded by NACCHO with support from the Robert Wood Johnson Foundation.

Community Health Improvement Steering Committee

Steering Committee Membership

“Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it’s the only thing that ever has.”—Margaret Mead

Amy Claussen	Planned Parenthood of Greater Washington and Northern Idaho
Andrew Lyons	HopeSource
Ann Riley	Kittitas County Community Network
Bianca Bailey	FISH Food Bank
Bruce Tabb	Elmview, City of Ellensburg Mayor
Carin Thomas	Central Washington University
Carole Engelstad	Department of Social and Health Services
Cathy Bambrick	Kittitas Valley Community Hospital
Cindy Gregory	Mosaic Counseling
Debbie DeSoer	Ellensburg Public Library
Diane Huckabay	Community Volunteer
Diane Januszkiewicz	Cle Elum Roslyn School District
Emily Brown	Alcohol and Drug Dependency Services
Gail Farmer	Central Washington University Student Medical and Counseling Clinic
Gene Dana	Kittitas County Sheriff
Geoff Crump	HopeSource
Jason Eklund	Kittitas County GIS Coordinator
Joan Baird Glover	Kittitas Valley Community Hospital Commissioner
Joanne Cortese	Community Volunteer
Julia Romanelli	Community Health of Central Washington
Dr. Krista Summers	Valley Clinic
Kristin Karns	Central Washington University Student Medical and Counseling Clinic
Liz Beeles	Bright Beginnings for Kittitas County
Liz Whitaker	Kittitas County Public Health Department
Dr. Mark Larson	Kittitas County Public Health Department Health Officer
Mike Stafford	Kittitas County Juvenile Court Services
Misty Ness	Housing Authority of Kittitas County
Monty Sabin	Kittitas School District Superintendent
Patricia Bury	Adult Activity Center of Ellensburg
Paul Farris	Ellensburg School District Superintendent
Dr. Rebecca Pearson	Central Washington University
Dr. Robert Davis	Valley Vision
Roger McCune	FISH Food Bank
Tylene Carnell	Central Washington Comprehensive Mental Health
Wendy Gonsioroski	Cashmere Valley Bank

*“If you want to walk fast, walk alone.
If you want to walk far, walk together.”—African proverb*

Description of Kittitas County

Kittitas County

This Community Health Improvement Plan encompasses the geographic area of Kittitas County which is located in central Washington State. Kittitas County's 2,297 square miles and 40,915 residents span from the top of Snoqualmie Pass in the Cascade Mountains to the Columbia River. The county is comprised of several rural and small, but growing communities. It is home to a medium-sized university which has significant impact on the county's demographics from age distribution to income levels to racial and ethnic diversity.

The county seat is located in the largest town of Ellensburg with a population of 18,174¹ which includes over 9,000 students attending Central Washington University (CWU). Other incorporated towns include Kittitas, Cle Elum, South Cle Elum, and Roslyn. Unincorporated communities include Easton, Thorp, Ronald, Liberty, Snoqualmie Pass, and Vantage.

Kittitas County is largely a rural county with 44% of the population living in unincorporated areas compared to 37% statewide. Population density is about 18 persons per square mile compared to 101 statewide. However, Kittitas County is also one of the five fastest growing counties in the state with a 22.6% increase in population between 2000-2010.

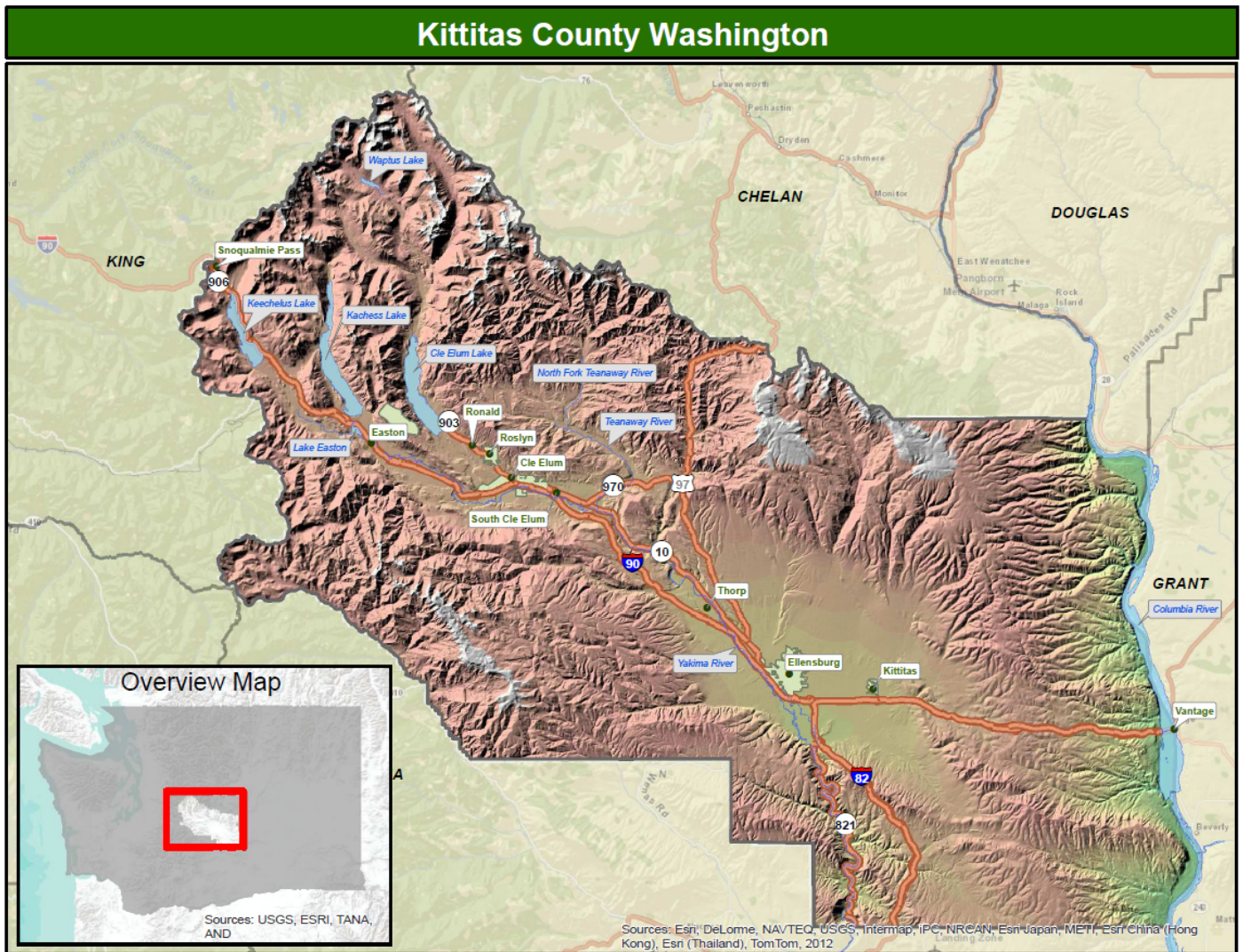
The median household income in Kittitas County is lower than both Washington State and the United States. The lowest income areas are located near CWU. Although the county is not as racially and ethnically diverse as many communities in Washington, about 13% of the population reports a race or ethnicity different than white or Caucasian.

The community health assessment conducted prior to the development of the improvement plan revealed many themes in strengths and assets in the community, as well as areas for improvement. Strengths and assets include:

- The county's health data reveals a health status that is better than the state and nation in many areas.
- Community members feel that quality of life in Kittitas County is good and have perceptions of a safe, supportive, and connected community that is a good place to raise children.
- Residents are generally friendly and there is a strong sense of community.
- The presence of a major university presents many opportunities.
- There are many opportunities for outdoor recreation.
- There are many initiatives and projects that increase access to healthy foods for residents.

Areas of improvement are described in the following section.

Description of Kittitas County



Strategic Issues

The first step to developing the Community Health Improvement Plan was to examine the results of the community health assessment for common themes and discuss what the assessments revealed about the health of our community. Through these discussions and a facilitated process, several strategic issues, or things that need to be addressed in order to achieve the community health vision, emerged. Once those strategic issues were identified and finalized, a sub-committee (community members, Elmview, Kittitas County Community Network, Bright Beginnings for Kittitas County, Central Washington University, and Kittitas County Public Health Department) used a prioritization matrix as a tool for arranging the issues in an ordered list using the following criteria in order of importance:

- How serious is this issue to health? (Degree to which the problem leads to death, disability, and impairs one's quality of life.)
- Are there immediate consequences of not addressing this issue?
- How many people does this issue affect?
- Will addressing this issue help to address other issues?
- How important is this issue to the community?
- How feasible is it to address this issue? (Do we have control, resources, knowledge, skills, etc.?)

The initial list of strategic issues included seven issues encompassing a wide variety of health areas. For a more complete description of each issue, please see "The Health of Kittitas County" available at: www.co.kittitas.wa.us/health/assessment.asp, page forty-three.

1. How can we increase availability of LIVING WAGE JOBS?
2. How can we work effectively together to improve the QUALITY AND AFFORDABILITY OF HEALTH CARE?
3. How can we increase utilization of and access to PREVENTIVE CARE and support HEALTHY BEHAVIORS?
4. How can we improve knowledge and capacity to MANAGE STRESS IN A HEALTHY WAY?
5. How can we increase access to AFFORDABLE HOUSING opportunities?
6. How can we strengthen COORDINATION AND COMMUNICATION among local public health system partners?
7. How can we support ongoing CIVIC ENGAGEMENT efforts and opportunities in our community?

Priorities Selected

In effort to keep the Community Health Improvement Plan realistic and manageable, the Community Health Improvement Steering Committee chose three strategic issues to focus on for improvement. Although some issues, such as the availability of living wage jobs, rose to the top during the prioritization exercise, the committee felt it was important to choose issues that would be more feasible to focus on during this first cycle of community health improvement. Being able to show progress and accomplishments is important to the sustainability of community health improvement projects. The committee agreed that other issues may be added to the plan during annual revisions, depending on progress of the plan.

1. **How can we strengthen COORDINATION AND COMMUNICATION among local public health system partners?** An assessment of the local public health system revealed many strengths and weaknesses of the system. One weakness identified was the lack of community mobilization around health issues. As part of the overall community health improvement process, new connections and collaborations with public health system partners have already begun forming and continuing to foster these collaborations will be a key element to sustaining community health improvement actions.

2. **How can we work effectively together to improve the QUALITY AND AFFORDABILITY OF HEALTH CARE?** The quality and affordability of health care in our community was an issue that arose frequently throughout the community health assessment process. Trends in health care, such as the Affordable Care Act and health care reform, were considered to be major forces of change in the quality and affordability of health care in the community. During the community health survey, many local residents expressed dissatisfaction with health care in the community and concerns about being able to pay for needed care. A survey of Central Washington University faculty and staff also revealed concerns about the quality of care available in Kittitas County.

3. **How can we increase utilization of and access to PREVENTIVE CARE and support HEALTHY BEHAVIORS? How can we improve knowledge and capacity to MANAGE STRESS IN A HEALTHY WAY?** These two strategic issues were combined to address as one issue because of significant overlap. Stress is an underlying cause of many preventable health conditions. Familial stress was identified as an issue that is more and more common and in the community health survey, respondents identified many areas of stress that affect health. In addition, healthy behaviors whether being physically active, or getting recommended vaccinations, were identified as important factors for a healthy community.

Next, the steering committee created goals for each strategic issue, brainstormed and selected strategies to help achieve each goal, and created action plans to implement each strategy. These components along with performance measures indicators and objectives can be found in the following pages.

How can we strengthen COORDINATION AND COMMUNICATION among local public health system partners?

GOAL:

- Local public health system partners will have **clear methods identified and utilized** for connecting, collaborating, coordinating, and communicating with each other **on a regular basis**.

PERFORMANCE MEASURES (How will we know we are making progress?)

Short Term Indicators	Source	Frequency
By December 2013, the Community Health Improvement Steering Committee will have 80% of local public health system sectors represented and engaged in community health improvement.	Local Public Health System Diagram, Steering Committee membership, letters of support	Annually
By December 2015, at least three strategies will be implemented to help meet the goal.	Annual progress review	Annually
Long Term Indicators	Source	Frequency
By December 2017, there will be an increase from “moderate activity” to “significant activity” in Essential Public Health Service #4 (mobilizing community partnerships to identify and solve health problems) in Kittitas County.	National Public Health Performance Standards Program: Local Public Health System Performance Assessment Instrument	Every 5 years

DEFINITION OF LOCAL PUBLIC HEALTH SYSTEM PARTNER:
Any organization or entity that **contributes to the health or well-being of a community.**

This may include organizations and entities such as the local health department, other governmental agencies, healthcare providers, human service organizations, schools and universities, faith institutions, youth development organizations, economic and philanthropic organizations, environmental agencies and many others.



Members of the Community Health Improvement Steering Committee work on the Local Public Health System Assessment.

STRATEGY #1 (What will we do to achieve our goal?):

Establish a sustainable structure for local public health system partners to convene and collaborate on community health issues and implement the Community Health Improvement Plan. (Note: This strategy will help meet goals for other strategic issues.)

OBJECTIVE:

- A sustainable structure for local public health system partner collaboration will be fully implemented and utilized by December 2013.

Lead Organization: Kittitas County Public Health Department (KCPHD)

Source/Evidence Base: National Public Health Performance Standards, Local Public Health System Performance Assessment Instrument, Version 2.0, Essential Public Health Service #4: Mobilize Community Partnerships to Identify and Solve Health Problems

Policy Component (Y/N): Yes: The structure of local public health system partner collaboration will be sustained through written policies such as bylaws, a group charter, and participant letters of commitment or memoranda of agreement.

ACTION PLAN

Activity	Target Date	Lead Organization
Survey participants from the Community Health Improvement Steering Committee to determine future commitment, preferences for meeting, and ideas for structure.	January 2013	KCPHD
Adopt a group charter and mission.	February 2013	KCPHD
Implement a letter of commitment or memorandum of agreement for participants.	February 2013	KCPHD
Set up calendar of regular meetings and locations.	February 2013	KCPHD
Develop standard agenda template to be used for meetings that will ensure implementation and monitoring of the Community Health Improvement plan as well as sustainability and maintenance of the committee.	February 2013	KCPHD
Expand membership by inviting a broad range of local public health system partners, making sure to include underrepresented groups, groups with an inequitable burden of poor health, and groups representing social determinants of health (housing, employment, education, etc.)	March 2013	KCPHD & Committee
Brainstorm and select a name for the committee.	March 2013	Committee
Determine the leadership structure for the committee.	March 2013	Committee
Draft and adopt bylaws.	June 2013	KCPHD & Committee
Promote awareness of the committee through a variety of methods (media, social media, word of mouth, etc.)	December 2013	KCPHD & Committee
Regularly evaluate and maintain structure of local public health system partner collaboration.	Ongoing	KCPHD



Implementation Plan

STRATEGY #2 (What will we do to achieve our goal?):

Create and promote a clearinghouse, database, or guide of local community resources and organizations which support health, as a way to increase communication and connections among local public health system partners. (Note: This strategy is nearly identical to strategies for other goals and strategic issues.)

OBJECTIVES:

- Create a comprehensive, easily accessible clearinghouse, database, or guide of local community resources and organizations which support health in at least two different formats by December 2013.
- Promote the resource among local public health system partners through at least two different methods of communication or distribution by June 2014.

Lead Organization: Community Health Improvement Steering Committee

Source/Evidence Base: National Public Health Performance Standards, Local Public Health System Performance Assessment Instrument, Version 2.0, Essential Public Health Service #4: Mobilize Community Partnerships to Identify and Solve Health Problems

Policy Component (Y/N): Yes: The maintenance and sustainability plan for this strategy will be put into a committee policy.

ACTION PLAN

Activity	Target Date	Lead Organization
Research how other communities have compiled, distributed, and promoted local resource guides/clearinghouses.	March 2013	KCPHD
Explore possibilities of student and Central Washington University involvement and resources for project.	March 2013	Central Washington University
Identify categories of resources to include (local public health system partners, community resources, free resources, health services, events, etc.)	April 2013	Committee
Identify information needed for each resource (contact info, website, Facebook, description of services, etc.)	May 2013	Committee
Delegate the gathering of resource data and information for each category among committee members.	June 2013	Committee
Input data into a spreadsheet or database.	September 2013	Committee
Determine formats for distribution of information (electronic, print, etc.)	September 2013	Committee
Make list of potential methods of communication, distribution, and promotion (email, social media, physical copies, etc.)	September 2013	Committee
Create plan for communication, distribution, and promotion to local public health system partners and members of the community who may have barriers to accessing resources.	December 2013	Committee
Create policy/plan for the maintenance and sustainability of the resource (making sure it is updated, etc.)	December 2013	Committee
Put the guide in the formats chosen.	December 2013	Committee
Implement plan for communication, distribution, and promotion.	June 2014	Committee
Implement maintenance and sustainability plan and policy.	Ongoing	Committee

BROAD DEFINITION OF HEALTH:
 Health is a state of complete **physical, mental, spiritual, cultural, emotional, intellectual, occupational, economic, environmental, and social** well-being.
Adapted from World Health Organization's definition of health and the Wellness Wheel.

STRATEGY #3 (What will we do to achieve our goal?):

Work with the Kittitas Valley Community Hospital to promote the annual community health and wellness fair as an opportunity for local public health system partner collaboration, connection, and communication.

OBJECTIVES:

- Increase local public health system partner involvement and participation in the Kittitas Valley Community Hospital annual community health and wellness fair by 50% by December 2015.

Lead Organization: Community Health Improvement Steering Committee

Source/Evidence Base: National Public Health Performance Standards, Local Public Health System Performance Assessment Instrument, Version 2.0, Essential Public Health Service #4: Mobilize Community Partnerships to Identify and Solve Health Problems

Policy Component (Y/N): No.

ACTION PLAN

Activity	Target Date	Lead Organization
Invite lead health fair organizer at Kittitas Valley Community Hospital to participate in the committee.	March 2013	Kittitas Valley Community Hospital
Begin discussions about how the committee can assist with increasing involvement and participation of local public health system partners, including partners addressing social determinants of health and health inequities, in the fair.	June 2013	Committee
Create a plan for increasing involvement and participation of local public health system partners in the fair (assisting with recruitments, develop materials to market opportunity to local public health system partners, etc.)	August 2013	Committee
Implement plan for increasing involvement and participation of local public health system partners in the fair.	October 2013	Committee
Evaluate how well the plan worked and make adjustments for improvement each year.	Ongoing	Committee
Ensure that plan is implemented annually for the fair.	Ongoing	Committee



Kittitas Valley Community Hospital

How can we work effectively together to improve the QUALITY AND AFFORDABILITY OF HEALTH CARE?

GOALS:

- Kittitas County residents will have **access** to high quality, respectful, inclusive, and affordable health care.
- Kittitas County residents will have the **information and support** necessary to access high quality, respectful, inclusive, and affordable health care.

PERFORMANCE MEASURES (How will we know we are making progress?)

Short Term Indicators	Source	Frequency
By December 2015, at least three strategies will be in progress of being implemented to help meet the goals.	Annual progress review	Annually
Long Term Indicators	Source	Frequency
By December 2017, Kittitas County will have met the target of 86% for adults who have a personal health care provider (medical home.)	Washington State Local Public Health Indicators	As updated
By December 2017, at least three strategies will be fully implemented and sustained to help meet the goal.	Annual progress review	Annually
By December 2017, there will be a 25% increase in the percentage of people who are satisfied with the health care system and medical care in Kittitas County.	Community Health Survey	Every 5 years
By December 2017, there will be an increase from “moderate activity” to “significant activity” in Essential Public Health Service # 7 (link people to needed personal health services and assure the provision of health care when otherwise unavailable) in Kittitas County.	National Public Health Performance Standards Program: Local Public Health System Performance Assessment Instrument	Every 5 years

STRATEGY #1 (What will we do to achieve our goal?):

Create and promote a clearinghouse, database, or guide of local community resources and organizations which support health, as a way to increase access to and information about resources to access health care services. (Note: This strategy is nearly identical to strategies for other goals and strategic issues.)

OBJECTIVES:

- Create a comprehensive, easily accessible clearinghouse, database, or guide of local community resources and organizations which support health in at least two different formats by December 2013.
- Promote the resource among the community and specific populations with significant barriers to accessing health care through at least two different methods of communication or distribution by June 2014.

Lead Organization: Community Health Improvement Steering Committee

Source/Evidence Base: National Public Health Performance Standards, Local Public Health System Performance Assessment Instrument, Version 2.0, Essential Public Health Service #7: Link People to Needed Personal Health Services and Assure the Provision of Health Care when Otherwise Unavailable

Policy Component (Y/N): Yes: The maintenance and sustainability plan for this strategy will be put into a committee policy.

ACTION PLAN

Activity	Target Date	Lead Organization
Action plan is identical to Strategy #2 for Strategic Issue: How can we strengthen coordination and communication among local public health system partners? See page 12.	N/A	N/A

STRATEGY #2 (What will we do to achieve our goals?):

Implement activities to increase the health literacy of patients and improve communication between patients and health care providers.

OBJECTIVE:

- Implement at least two activities which increase the health literacy of patients and improve communication between patients and health care providers by June 2016.

Lead Organization: Community Health Improvement Steering Committee

Source/Evidence Base: National Public Health Performance Standards, Local Public Health System Performance Assessment Instrument, Version 2.0, Essential Public Health Service #7: Link People to Needed Personal Health Services and Assure the Provision of Health Care when Otherwise Unavailable. County Health Rankings and Roadmaps, What Works for Health: Interventions to Improve Health Literacy.

Policy Component (Y/N): Maybe: Possible implementation of organizational policies to conduct certain activities.

ACTION PLAN

Activity	Target Date	Lead Organization
Invite the Community Health Library to participate in the Community Health Improvement Steering Committee.	March 2013	Committee
Research health literacy and health care communication interventions.	December 2013	KCPHD
Identify what health literacy resources may already be available through the Community Health Library.	December 2013	Kittitas Valley Community Hospital
Identify organizations and individuals that could incorporate health literacy activities into current services and activities.	June 2014	Committee
Identify local populations at higher risk for low health literacy	June 2014	Committee
Create plan for implementing activities to improve health literacy among patients and communication between health care providers and patients.	June 2014	Committee
Implement activities to improve health literacy among patients and communication between health care providers and patients.	June 2015	Committee
Ensure sustainability of activities to improve health literacy among patients and communication between health care providers and patients.	Ongoing	Committee

DEFINITION OF HEALTH LITERACY:

The degree to which individuals have the capacity to obtain, process, and **understand basic health information** and services needed to make **appropriate health decisions**.

Institute of Medicine's Health Literacy: A Prescription to End Confusion.

Implementation Plan

STRATEGY #3 (What will we do to achieve our goals?):

Implement activities to connect patients with medical homes.

OBJECTIVE:

- Implement at least two activities which connect patients with medical homes by June 2016.

Lead Organization: Community Health Improvement Steering Committee

Source/Evidence Base: National Public Health Performance Standards, Local Public Health System Performance Assessment Instrument, Version 2.0, Essential Public Health Service #7: Link People to Needed Personal Health Services and Assure the Provision of Health Care when Otherwise Unavailable. County Health Rankings and Roadmaps, What Works for Health: Medical Homes.

Policy Component (Y/N): Maybe: Possible implementation of organizational policies to conduct certain activities.

ACTION PLAN

Activity	Target Date	Lead Organization
Ensure that representatives from the Ellensburg Community Health Clinic (free clinic), Community Health of Central Washington, Kittitas Valley Community Hospital, and other privately owned clinics are represented on the committee.	March 2013	Committee
Research definitions of a medical home.	June 2013	KCPHD
Understand and report on how health care reform and the affordable care act will affect medical homes.	December 2013	Committee
Research medical home interventions (connecting people with medical homes).	December 2013	KCPHD
Assess and estimate the number of people in Kittitas County who do not have a medical home.	June 2014	KCPHD & Committee
Determine current capacity of local medical providers (including the Federally Qualified Health Center—Community Health of Central Washington) to accept new patients who don't currently have a medical home.	June 2014	KCPHD & Committee
Determine local barriers to establishing a medical home and populations most affected by lack of a medical home.	December 2014	Committee
Brainstorm and research solutions to those barriers.	December 2014	Committee
Work with the Ellensburg Community Health Clinic (free clinic) on strategies to reduce barriers to connecting patients with a medical home.	December 2014	Committee
Work with Community Health of Central Washington to explore reducing barriers to accessing the federally qualified health center.	December 2014	Committee
Create a plan for reducing barriers to medical homes and implementing strategies to connect people with medical homes who aren't already established.	June 2015	Committee
Implement the plan for reducing barriers to medical homes and implementing strategies to connect people with medical homes.	June 2016	Committee
Ensure sustainability of interventions to reduce barriers and connect people to medical homes.	Ongoing	Committee
Maintain and distribute master list of health care providers accepting new patients.	Ongoing	Kittitas Valley Community Hospital

DEFINITION OF A MEDICAL HOME:

Medical homes provide **continuous, comprehensive, whole person primary care**. Personal physicians and their teams work with patients to address **preventive, acute, and chronic health care needs**. Medical homes offer enhanced access, practice evidence-based medicine, measure performance, and strive to improve care quality.

Adapted from County Health Rankings & Roadmaps: <http://www.countyhealthrankings.org/program/medical-homes>

STRATEGY #4 (What will we do to achieve our goals?):
Promote currently underutilized resources which give community members information and support necessary to access health care services. (Note: This strategy will help meet goals for other strategic issues.)

OBJECTIVE:

- Increase promotional efforts of at least three underutilized resources which connect people to health care services by June 2016.

Lead Organization: Community Health Improvement Steering Committee

Source/Evidence Base: National Public Health Performance Standards, Local Public Health System Performance Assessment Instrument, Version 2.0, Essential Public Health Service #7: Link People to Needed Personal Health Services and Assure the Provision of Health Care when Otherwise Unavailable.

Policy Component (Y/N): Maybe: Possible implementation of organization policies to conduct certain activities.

ACTION PLAN

Activity	Target Date	Lead Organization
Invite representatives from resources to participate on Community Health Improvement Steering Committee.	March 2013	Committee
Research best practices for conducting effective promotion of health care resources and services.	June 2014	KCPHD
Brainstorm a list of underutilized resources for accessing health care (2-1-1 resource line; Breast, Cervical, and Colon Health Program; Patient Assistance Program; etc.)	June 2014	Committee
Compile data on usage statistics for resources.	June 2014	Committee
Prioritize list of resources to promote	December 2014	Committee
Make sure community resource information is correct for 2-1-1 and other resources.	December 2014	Committee
Start discussions of current promotion being done and how the committee can expand upon local promotional efforts.	December 2014	Committee
Identify specific populations in the community who would benefit the most from these resources	March 2015	Committee
Create a plan for increasing promotion of these resources.	June 2015	Committee
Implement plan for increasing promotion of these resources.	June 2016	Committee
Sustain ongoing activities which increase promotion of these resources.	Ongoing	Committee



How can we increase utilization of and access to PREVENTIVE CARE and support HEALTHY BEHAVIORS? How can we improve knowledge and capacity to MANAGE STRESS IN A HEALTHY WAY?

GOALS:

- Kittitas County residents will have **access to and support for utilizing resources** to engage in healthy behaviors and preventive care.
- Kittitas County residents will have the **knowledge, capacity, and support** to manage stress through healthy behaviors.

PERFORMANCE MEASURES (How will we know we are making progress?)

Short Term Indicators	Source	Frequency
By December 2015, at least three strategies will in in progress of being implemented to help meet the goals.	Annual progress review	Annually
Long Term Indicators	Source	Frequency
By December 2017, at least three strategies will be fully implemented and sustained to help meet the goals.	Annual progress review	Annually
By December 2017, there will be an increase from “moderate activity” to “significant activity” in Essential Public Health Service # 3 (inform, educate, and empower people about health issues), Model Standards 3.1 and 3.2 (Health Education and Promotion, and Health Communication) in Kittitas County.	National Public Health Performance Standards Program: Local Public Health System Performance Assessment Instrument	Every 5 years
By December 2017, Kittitas County will have met the targets for cancer screenings (mammograms, pap tests, colorectal screening.)	Washington State Local Public Health Indicators	As updated
By December 2017, Kittitas County will have met the target of 84.6% of kindergarteners who have documentation of all the recommended vaccinations.	Washington State Department of Health Office of Immunization and Child Profile.	As updated
By December 2017, Kittitas County will have met the target of 12% of adults who smoke.	Washington State Local Public Health Indicators	As updated
By December 2017, Kittitas County will have a 25% reduction in the percent of mothers who smoked during pregnancy.	Community Health Assessment Tool	As updated
By December 2017, Kittitas County will have a 25% reduction in percent of adults who drink excessively.	County Health Rankings	As updated



<p>STRATEGY #1 (What will we do to achieve our goal?): Create and promote a clearinghouse, database, or guide of local community resources and organizations which support health, as a way to increase access to and information about resources for healthy behaviors, preventive care, and reducing stress. (Note: This strategy is nearly identical to strategies for other goals and strategic issues.)</p>																																
<p>OBJECTIVES:</p> <ul style="list-style-type: none"> • Create a comprehensive, easily accessible clearinghouse, database, or guide of local community resources and organizations which support health in at least two different formats by December 2013. • Promote the resource among the community and specific populations through at least two different methods of communication or distribution by June 2014. 																																
<p>Lead Organization: Community Health Improvement Steering Committee</p> <p>Source/Evidence Base: National Public Health Performance Standards, Local Public Health System Performance Assessment Instrument, Version 2.0, Essential Public Health Service #3: Inform, Educate, and Empower People about Health Issues and Essential Public Health Service #7: Link People to Needed Personal Health Services and Assure the Provision of Health Care when Otherwise Unavailable.</p> <p>Policy Component (Y/N): Yes: The maintenance and sustainability plan for this strategy will be put into a committee policy.</p>																																
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<p>OBJECTIVE:</p> <ul style="list-style-type: none"> • A paid position in the community whose purpose is to increase access to and support for utilizing resources to engage in healthy behaviors and preventive care is hired within the organization of a local public health system partner by December 2017. 																																
<p>Lead Organization: Community Health Improvement Steering Committee</p> <p>Source/Evidence Base: National Public Health Performance Standards, Local Public Health System Performance Assessment Instrument, Version 2.0, Essential Public Health Service #3: Inform, Educate, and Empower People about Health Issues and Essential Public Health Service #7: Link People to Needed Personal Health Services and Assure the Provision of Health Care when Otherwise Unavailable.</p> <p>Policy Component (Y/N): Yes: A job description and work plan will be created.</p>																																
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Implementation Plan

STRATEGY #3 (What will we do to achieve our goals?):

Work with local employers to implement policies, programs, and activities to encourage and support employee health and wellness.

OBJECTIVE:

- Implement policies, programs, and/or activities to encourage and support employee health and wellness in at least three local workplaces by December 2017.

Lead Organization: Community Health Improvement Steering Committee

Source/Evidence Base: County Health Rankings and Roadmaps, What Works for Health: Worksite Obesity Prevention Interventions, Point of Decision Prompts, Financial Rewards for Employee Healthy Behavior. The Community Guide: Obesity Prevention and Control Worksite Programs

Policy Component (Y/N): Yes: Workplace policies will be encouraged.

ACTION PLAN

Activity	Target Date	Lead Organization
Research evidence based practices for workplace health and wellness policies, programs, and activities.	June 2015	KCPHD
Start compiling ideas, examples, and resources of workplace health and wellness policies, programs, and activities.	December 2015	Committee
Start compiling data on local health, wellness, and stress reduction resources and/or ideas.	December 2015	Committee
Explore funding opportunities for workplace wellness support.	June 2016	Committee
Brainstorm potential employers to work with, including those who may employ lower-income workers or workers who have less capacity and access to health, wellness, and stress reduction resources.	June 2016	Committee
Create plan to implement policies, programs, and/or activities in workplaces.	December 2016	Committee
Implement plan for policies, programs, and/or activities in workplaces.	December 2017	Committee
Monitor sustainability of workplace activities.	Ongoing	Committee



Sustaining the Action

Sustaining implementation efforts of the Community Health Improvement Plan as well as ongoing participation in the community health improvement cycle and process has been built into this plan using several strategies.

- 1) The first priority issue involves strengthening **the local public health system partnerships and structure**. If this structure is created and maintained, it will provide a platform for ongoing community health improvement.
- 2) The **lead organization for most of the strategies is the Community Health Improvement Steering Committee**. In this way, responsibility for implementing the Community Health Improvement Plan lies with the committee as an entity, rather than a specific agency. Also, **leadership of the efforts and resources needed to implement the plan will be shared** across participating local public health system partners.
- 3) Each strategy involves a component of creating a plan for **sustainability as an action item**.
- 4) In order to meet public health standards, the **Kittitas County Public Health Department is committed** to facilitating implementation of the Community Health Improvement Plan by the Community Health Improvement Steering Committee as well as facilitating the community health improvement cycle every five years.
- 5) During the creation of the plan, significant efforts were made to keep the strategies and actions **realistic and manageable** for the capacity of our community and partners.



Alignment with State & National Priorities

How can we strengthen COORDINATION AND COMMUNICATION among local public health system partners?

GOAL:

Local public health system partners will have **clear methods identified and utilized** for connecting, collaborating, coordinating, and communicating with each other **on a regular basis**.

ALIGNMENT WITH STATE AND NATIONAL PRIORITIES	<i>Washington State Agenda for Change</i>	<i>Healthy People 2020</i>	<i>National Prevention Strategy</i>
<i>STRATEGY #1</i> Establish a sustainable structure for local public health system partners to convene and collaborate on community health issues and implement the Community Health Improvement Plan.	✓	✓	✓
<i>STRATEGY #2</i> Create and promote a clearinghouse, database, or guide of local community resources and organizations which support health, as a way to increase communication and connections among local public health system partners.	✓		✓
<i>STRATEGY #3</i> Work with the Kittitas Valley Community Hospital to promote the annual community health and wellness fair as an opportunity for local public health system partner collaboration, connection, and communication.	✓		

How can we work effectively together to improve the QUALITY AND AFFORDABILITY OF HEALTH CARE?

GOALS:

- Kittitas County residents will have **access** to high quality, respectful, inclusive, and affordable health care.
- Kittitas County residents will have the **information and support** necessary to access high quality, respectful, inclusive, and affordable health care.

ALIGNMENT WITH STATE AND NATIONAL PRIORITIES	<i>Washington State Agenda for Change</i>	<i>Healthy People 2020</i>	<i>National Prevention Strategy</i>
<i>STRATEGY #1</i> Create and promote a clearinghouse, database, or guide of local community resources and organizations which support health, as a way to increase access to and information about resources to access health care services.	✓	✓	✓
<i>STRATEGY #2</i> Implement activities to increase the health literacy of patients and improve communication between patients and health care providers.		✓	✓
<i>STRATEGY #3</i> Implement activities to connect patients with medical homes.	✓	✓	✓
<i>STRATEGY #4</i> Promote currently underutilized resources which give community members information and support necessary to access health care services.	✓	✓	✓

How can we increase utilization of and access to PREVENTIVE CARE and support HEALTHY BEHAVIORS? How can we improve knowledge and capacity to MANAGE STRESS IN A HEALTHY WAY?

GOALS:

- Kittitas County residents will have **access to and support for utilizing resources** to engage in healthy behaviors and preventive care.
- Kittitas County residents will have the **knowledge, capacity, and support** to manage stress through healthy behaviors.

ALIGNMENT WITH STATE AND NATIONAL PRIORITIES	<i>Washington State Agenda for Change</i>	<i>Healthy People 2020</i>	<i>National Prevention Strategy</i>
STRATEGY #1 Create and promote a clearinghouse, database, or guide of local community resources and organizations which support health, as a way to increase access to and information about resources for healthy behaviors, preventive care, and reducing stress.	✓	✓	✓
STRATEGY #2 Establish a paid position in the community whose purpose is to increase access to and support for utilizing resources to engage in healthy behaviors and preventive care.	✓	✓	✓
STRATEGY #3 Work with local employers to implement policies, programs, and activities to encourage and support employee health and wellness.	✓	✓	✓





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For more information or extra copies of this report, please contact the Kittitas County Public Health Department at communityassessment@co.kittitas.wa.us, (509) 962-7515, or by mail at 507 N. Nanum St. Suite 102, Ellensburg, WA 98926.

To view this report online visit <http://www.co.kittitas.wa.us/health/assessment.asp>.