



Collaborative community health assessment for planning and policy development

Rush County Health Department

- Davis Ellis MD
 - Medical Director
- Marjorie Amos, RN
 - Public Health Nurse

Indiana University School of Medicine Department of Public Health

- Cynthia Stone DrPH, RN
 - Associate Professor
- Tess Weathers, MPH
 - Epidemiologist
- Cathy Gieseler
 - Graduate Student
- David Fields
 - Graduate student



Problem

- Rural communities face unique challenges in assessing their community health
 - Small population size often limits the availability and meaningful interpretation of health data.
 - It is essential for rural communities to engage in community health assessment so that leaders may effectively plan, allocate resources and move toward accreditation.
- 



Methods

- A mailed Community Health Opinion Survey was sent to a random sample of 1600 residents of Rush County; modified North Carolina instrument
 - Structured phone interviews with health care providers and other key residents of the community
 - A windshield survey of Rush County
 - Identification and mapping of health care services in the region
 - Identification and review of publicly-available data
- 



Community Health Opinion Survey

- Demographics and Personal Health of Respondent
 - Opinions about the Quality of Life in Rush Co.
 - Opinions about Health Services
 - Open-ended questions regarding the community's "main" problems and how to address them
 - Identifying the locations and types of medical care the household had accessed in the past year, both in Rush County and in other counties
- 



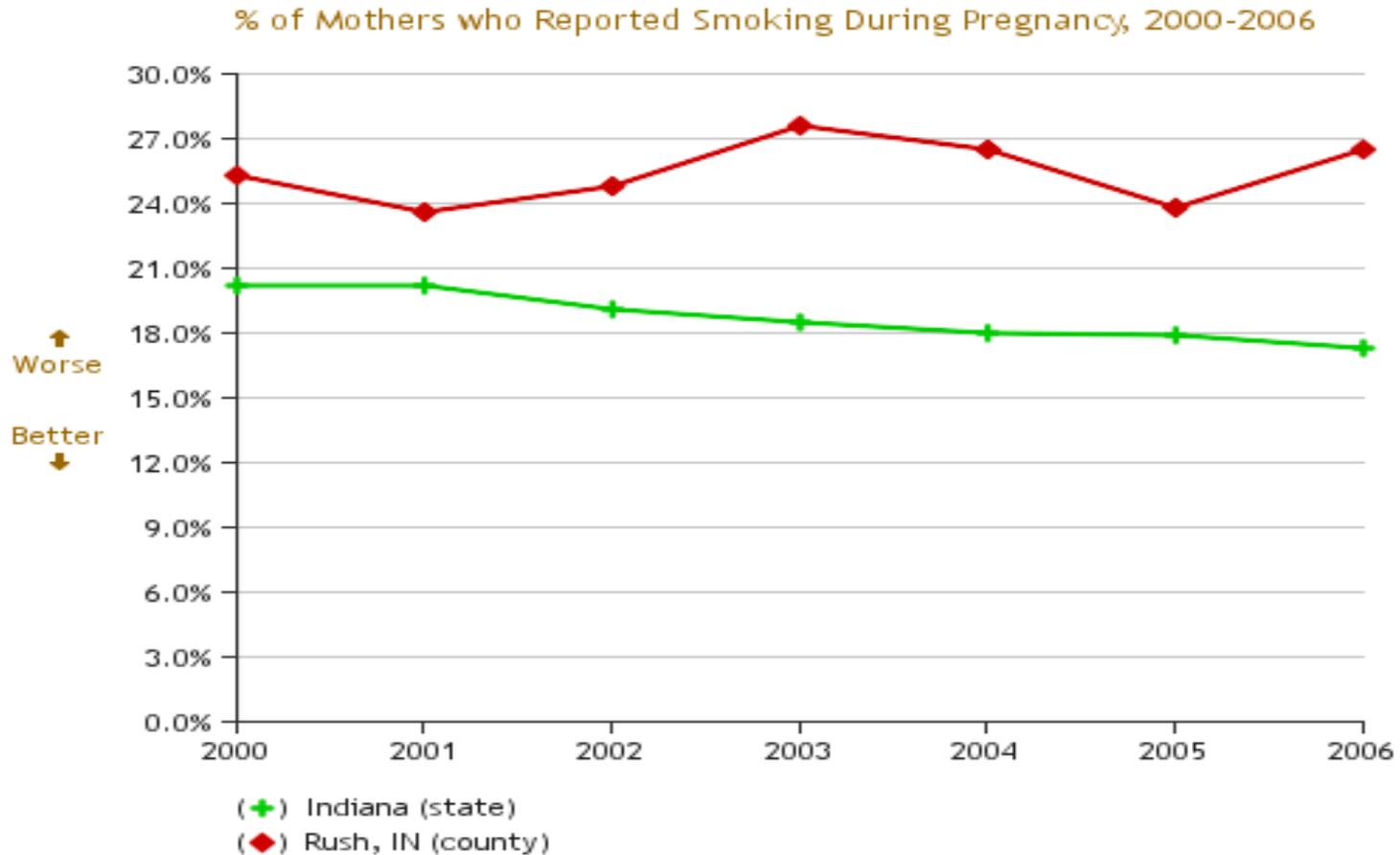
Results

- A total of 425(27%) of the surveys were returned
- Phone interviews were conducted with 25 health care providers and residents
- An extensive review of public data was completed
- Prominent themes were identified

1st Prominent Theme -Smoking

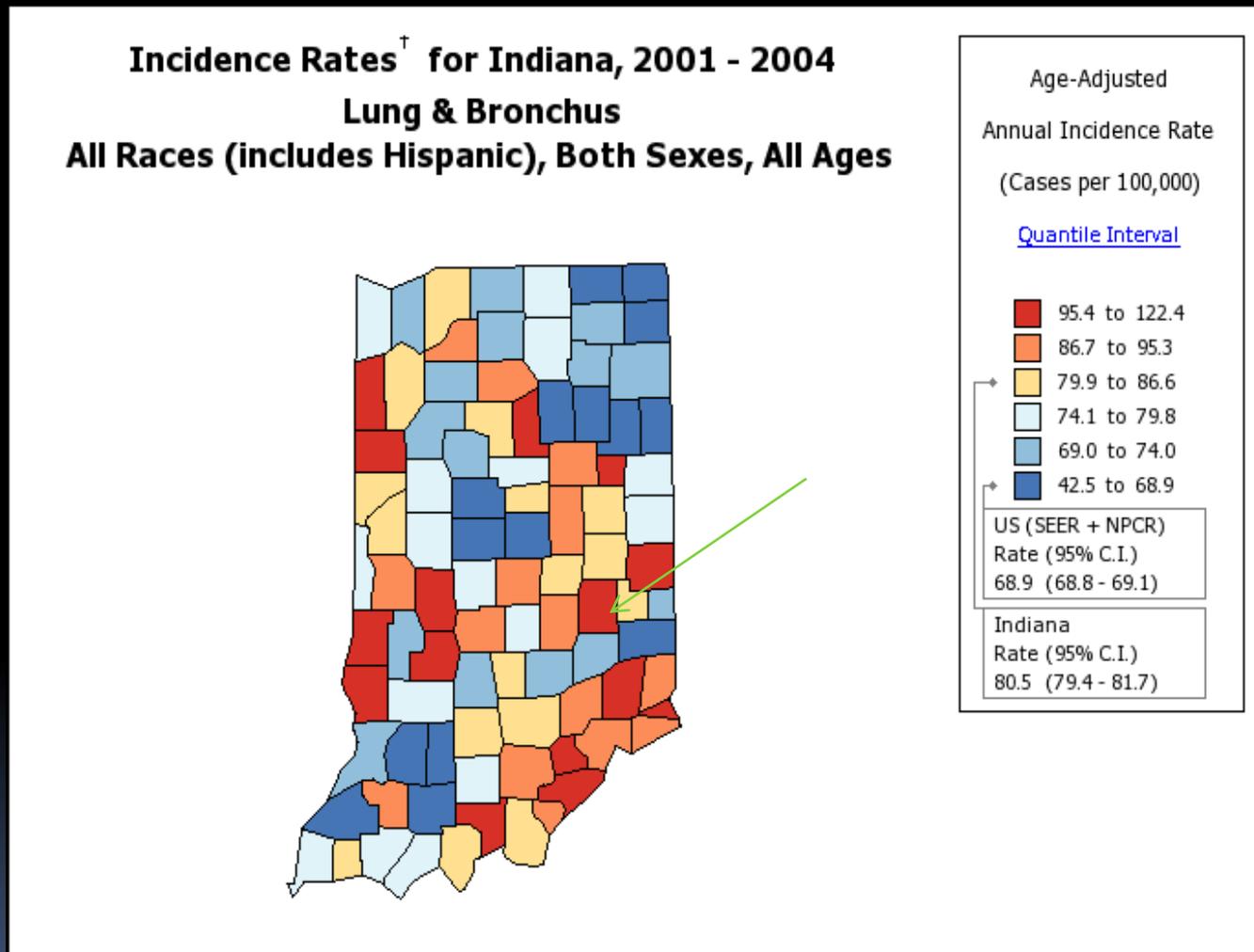
- 26.5% of mothers report smoking during pregnancy compared to 17.3% for IN
- Over 50% of 5th graders report living with a smoker
- Higher incidence (by 23%) and mortality rates (by 31%) from cancer of the lung & bronchus that in Indiana
- Mortality data for 2002-2006: 1 in 4 deaths due to cancer and 1 in 3 deaths due to cardiovascular disease
- 75% of respondents on the survey considered smoking among youth and adults to be a problem and at the top of their problem list

1st Prominent Theme - Smoking



Source: CLIKS Community-Level Information on Kids, www.kidscount.org

1st Prominent Theme - Smoking



Source: National Cancer Institute State Cancer Profiles at
<http://statecancerprofiles.cancer.gov>

2nd Prominent Theme-

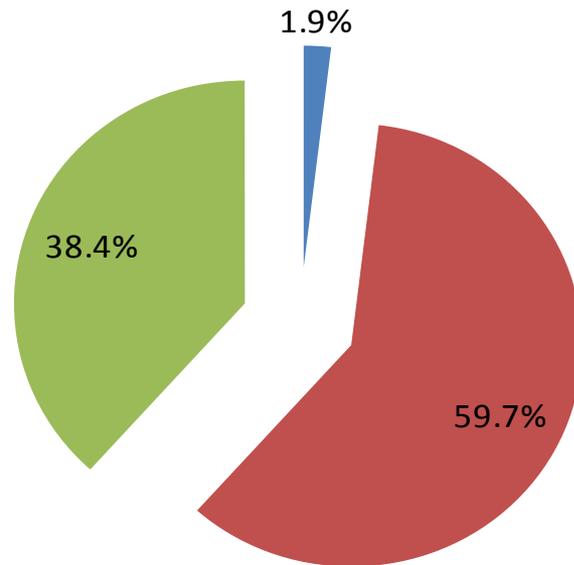
Community-based primary prevention

- Need for Health education was often stated.
- 72.5% of survey respondents were either overweight or obese compared to 63.2% statewide rate.
- 36.6% of survey respondents reported no physical activity in past month, exceeding state rate of 24.2%.
- Among 2007-2008 Rush Co. K-6th graders, nearly 4 out of 10 were overweight or obese.
- 65% of survey respondents believe poor eating habits and lack of activity were problematic.
- Telephone interviews echoed the need for reduced smoking and obesity rates.

2nd Prominent Theme- Community-based primary prevention

**BMI Classifications of Rush County Elementary
Students (K-6), 2007-2008**

■ Underweight ■ Normal weight ■ Overweight/Obese



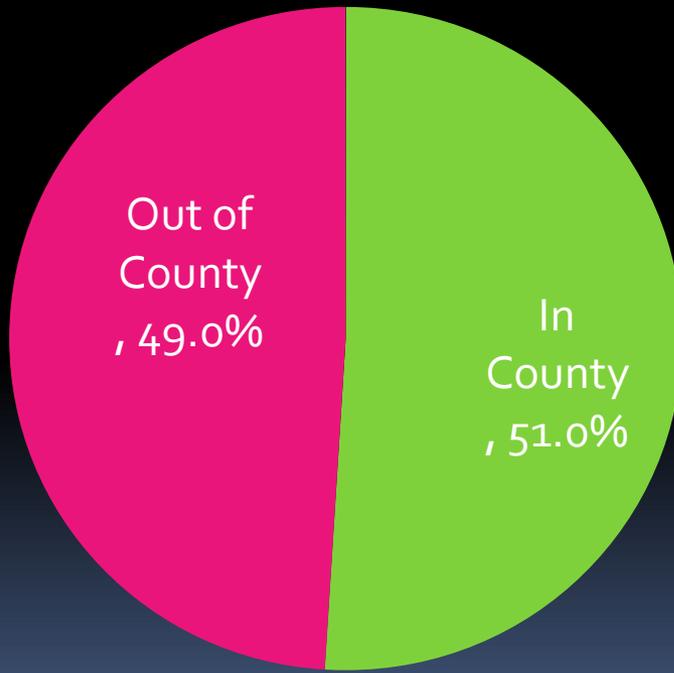
Source: Rush County Schools Annual Health Services Report, 2007-2008

3rd Prominent Theme - Access to health care services

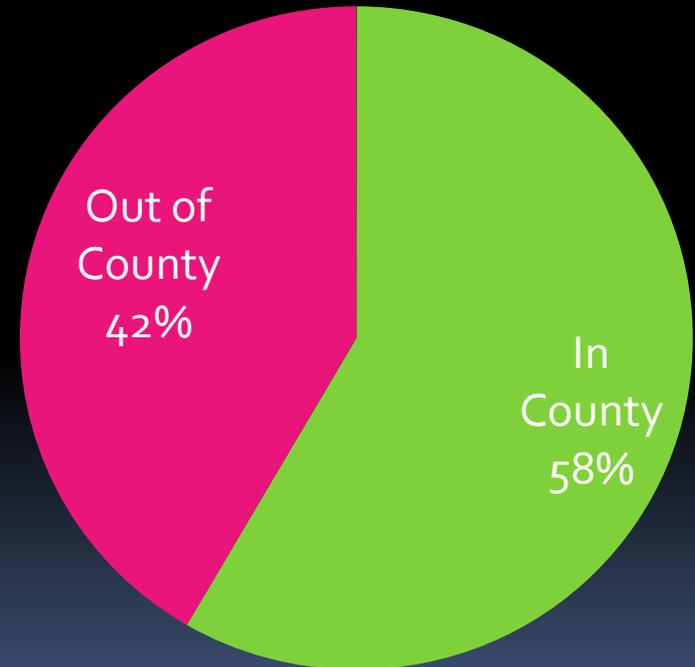
- 49% of respondents on survey reported MD visits outside of Rush Co. for previous year
- 41.6% of respondents reported hospitalizations and ED visits outside of Rush Co.
- Rush Co. is designated a Dental Health and Mental Health Professional Shortage Area
- Only one dentist per 4,565 people in Rush Co. compared to one dentist per 1,675 in U.S.

3rd Prominent Theme - Access to health care services

Physician Visits

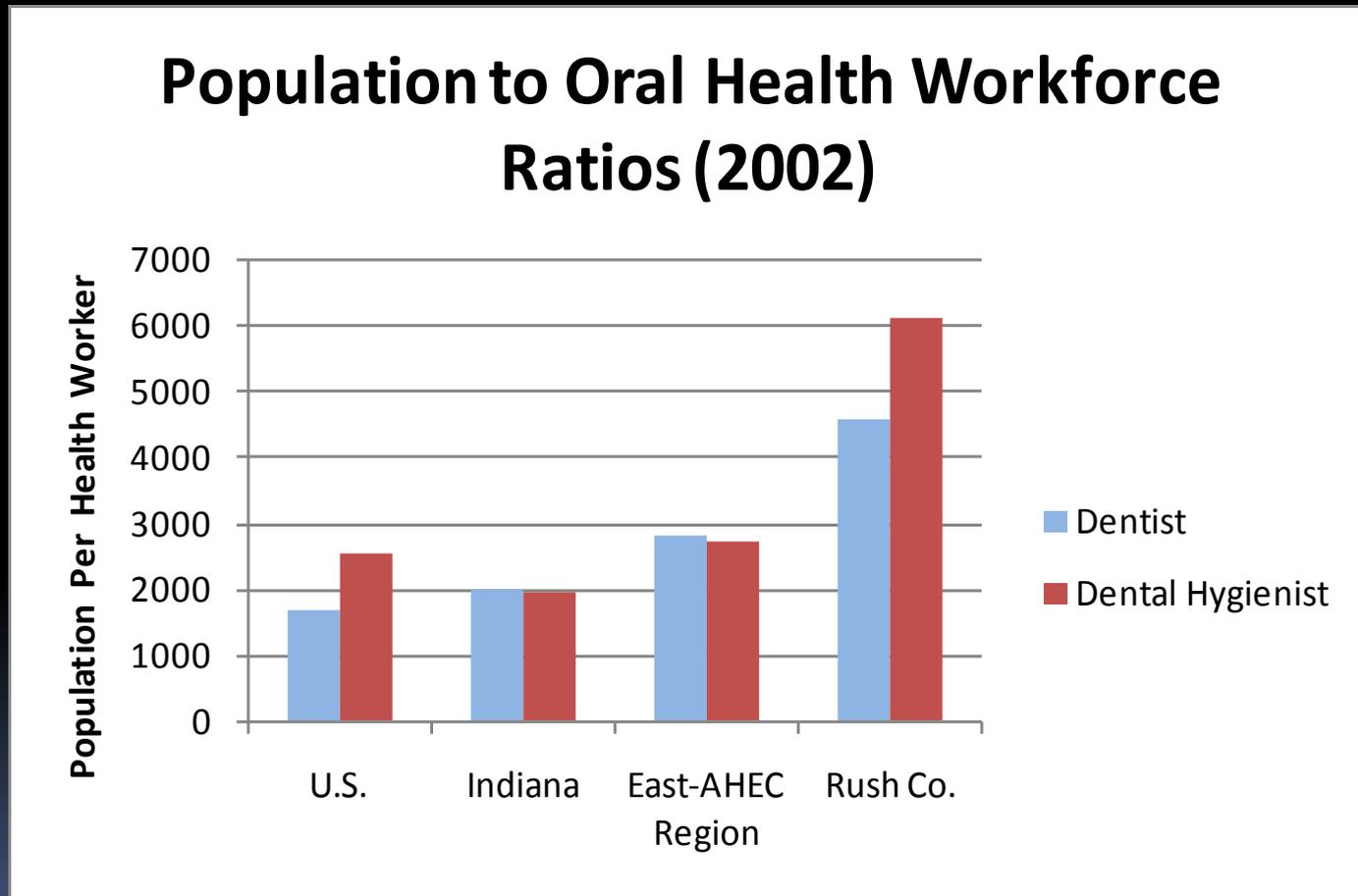


Hospitalizations & ED Visits



Source: Mailed Community Health Opinion Survey of Rush County residents, 2008

3rd Prominent Theme - Access to health care services



Source: Indiana Area Health Education Center , IU School of Medicine, 2008 Needs Assessment



Conclusions

- The prominent themes will guide future planning, resource allocation, and accreditation efforts.
- Collaborative projects between academic units and local health departments are a win-win arrangement for student learning experiences and required work of health departments.
- This model can be feasibly implemented in other rural counties in Indiana.



Contact information

- Cynthia Stone Dr PH, RN
 - 714 N. Senate Ave, EF 250
 - Indianapolis, IN 46202
 - 317 278-0761
 - cylstone@iupui.edu
- 