



**Community Wellness Coalition**

**Community Health Improvement Plan**

**2020-2024**

# Overview

## Introduction

Achieving health equity for all members of a community is the core foundation of public health. Addressing health inequities goes beyond the broad scope of public health, by requiring identification of multiple social determinants that prevent a person from having the same access to resources, opportunities, and healthcare. In other words, public health is more than just the care and management of one’s physical health.

Addressing the social determinants of health inequity requires engaging multiple individuals who have knowledge about the social, economic, and physical barriers that affect a community. Community members of multiple sectors have profound insight in identifying these barriers, and as a group, they are able to analyze how to overcome those barriers *together*.

The Community Wellness Coalition recognizes that there are multiple pillars that serve as a means to improve one’s health. Those pillars include: Physical, Emotional, Social, Spiritual, Intellectual, Financial, and Environmental. These pillars also represent the core of the Community Wellness Coalition’s mission and vision statement.

### **Vision:**

***To be a voice, partner, and leader in building community wellness for all citizens in Pendleton County.***

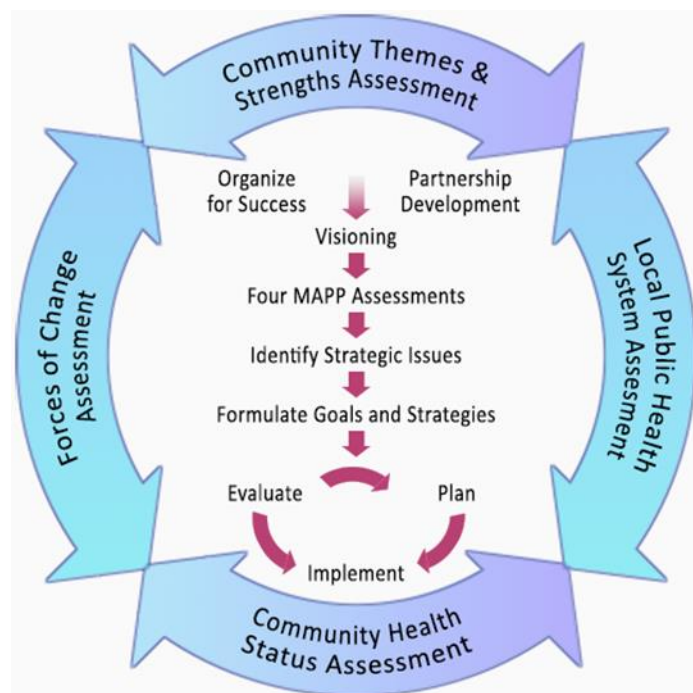
### **Mission:**

***Our mission is to empower community partners and citizens to promote community wellness through partnership, engagement, education, and collaboration of efforts and resources.***

Part One of this document contains results of the Community Health Assessments of Pendleton County, KY. These assessments are the basis for the determining overall health of the community, needs of the community, identification of strategic priorities, as well as the means for development and implementation of the Community Wellness Coalition’s 2020-2024 Community Health Improvement Plan (Part Two).

## Methodology

Community partners representing a variety of organizations in Pendleton County convened to collaborate on and complete a community health improvement planning process. The group utilized a process based on Mobilizing for Action through Planning and Partnerships (MAPP) framework. MAPP is a strategic planning process that helps communities prioritize public health issues, identify resources and brainstorm programming to address them. MAPP is an interactive, flexible framework that can be tailored by communities to fit their needs. The purpose of using this planning process is to provide the framework for identifying needs and planning for change, and is intended to help guide communities through this process.



The graphic (to the left) is a summary of the MAPP planning process. The Community Wellness Coalition (CWC) visioning process began in late 2019, when the coalition revised their vision and mission statement and rebranded their name and logo. Since then, all four community health assessments were completed, which are listed in the arrows circling the diagram. The results and analysis of the Community Health Assessments can be found in Part One.

The CWC meets once per month. The data from the Community Health Assessments were reviewed and discussed during the monthly coalition meeting in September, 2020. The coalition's strategic issues were identified through an anonymous vote. The top three strategic issues that were identified by coalition members are listed below as 'Community Priorities for Action.' Those include:

- Community Priority for Action #1: **Mental Health**
- Community Priority for Action #2: **Physical Health**
- Community Priority for Action #3: **Access to Services**

These priorities make up Part Two of this document, which is detailed as the Community Health Improvement Plan (CHIP). In Part Two, each priority gives a brief description of why this is an important issue to the community, as well as the goals, objectives, and interventions needed in order to address these issues. The purpose of the CHIP is to improve health outcomes for the three strategic

issues identified as the CWC’s top priorities during the 2020-2024 period. This plan will be used to guide Pendleton County community organizations and community stakeholders in their collaborative work together.

Once the CHIP is implemented, it will be tracked and recorded throughout the life of the plan, and the coalition will report progress back to the community through media outlets, city council meetings, and fiscal court meetings in order to remain transparent with the CWC’s plans, activities, and accomplishments. The CHIP may be updated throughout the implementation cycle as projects are completed or as community stakeholders identify new projects to work on.

**Community Partners**

Thank you to our community partners, for your public stewardship and investment in our community. A special thank you to those who have generously devoted their time and energy into completing these assessments, participating in the planning process, and for their contributions to the Community Wellness Coalition:

<b>Name</b>	<b>Agency</b>
<b>Abram Crozier</b>	Trinity Southern Baptist Church
<b>Akosua Boachie</b>	WellCare
<b>Alicia Jones</b>	Court Designated Worker
<b>Barbara Yates</b>	KY Dept. of Public Health
<b>Bill Mitchell</b>	NKY Area District Development
<b>Brenda Higgins</b>	Dedicated Citizen
<b>Brett Price</b>	Pendleton County Planning & Zoning
<b>Brian Schack</b>	St. Elizabeth Physicians
<b>Chris Morandi (former)</b>	Transitions Treatment Center
<b>Christine Reasoner (former)</b>	National Alliance for Mental Illness (NAMI)
<b>Cindy Feldkamp</b>	New Hope Center
<b>David Fields</b>	Pendleton County Judge Executive
<b>Eddie Quinn</b>	Pendleton County Sheriff
<b>Greg McElfresh</b>	Mayor of Butler
<b>Jaime Dutzy</b>	KY Dept. for Community Based Services
<b>Jason Minton</b>	St. Elizabeth Physicians
<b>JoAnn Cordray</b>	Pendleton County Board of Health

<b>Jodi Buckley</b>	Family Resource Center
<b>Jody Dunhoft</b>	Pendleton County EMS
<b>Kaitlyn Stahl</b>	Champions for a Drug Free Pendleton County
<b>Katie Neuspickel</b>	Head Start
<b>Kellie Horn</b>	NKY Community Action Commission
<b>Kelly Klaber</b>	Family Resource Center
<b>Kenna Knight</b>	UK Cooperative Extension Office
<b>Laura Johnson</b>	HANDS Program Manager
<b>Leigh Ann Hoskins</b>	Tri-State Trauma Network
<b>Linda Bates</b>	WellCare
<b>Lindie Huffman</b>	UK Cooperative Extension Office
<b>Madonna Vinicombe</b>	St. Elizabeth – Mobile Mammography
<b>Marianne Roseberry</b>	Pendleton County Judge Executive’s Office
<b>Mark Hart</b>	State Representative
<b>Mary Francis</b>	Interact for Health
<b>Mary Schneider</b>	Kentucky Cancer Program
<b>Melissa Byrd</b>	Pendleton County Public Library
<b>Michele Hamilton</b>	Pendleton County Emergency Management
<b>Mike Moore</b>	Pendleton County Emergency Management
<b>Mitch Haralson</b>	National Alliance for Mental Illness (NAMI)
<b>Ron Stinson</b>	Mayor of Falmouth
<b>Sally Golfman</b>	Pendleton County Senior Center
<b>Sarah Wolfe</b>	Pendleton County Schools – Nurse
<b>Shelley Meyer</b>	UK Cooperative Extension Office
<b>Tiffany Maegley</b>	UK Harm Reduction Specialist
<b>Yolanda Alvarado</b>	WellCare

# Part One: Community Health Assessments

## 1. Community Health Survey

The Community Health Survey was created for each county individually to address unique geographic details and made available online utilizing Survey Monkey. The survey consisted of 52 multiple choices, yes/no and opinion questions and was offered in Spanish for participants with limited English proficiency. The Community Health Status Assessment identifies priority community health and quality of life issues. Questions answered include: "How healthy are our residents?" and "What does the health status of our community look like?". The survey availability was promoted through online social media platforms including Facebook, at local county MAPP community meetings, and offered for a period of six months from August 2019 to March 2020. Addendum will be added at the end of survey.

### Key Findings:

- While transportation has been identified as a main concern for Pendleton County residents, almost half of the respondents reported sharing a vehicle with multiple persons, which could limit the number people having access to transportation.
- With 91% of respondents owning a cell phone with internet capability, almost half of respondents consider their physician to be their primary source for obtaining health-related information. This could be identified as an opportunity to expand and reach out and promote through virtual venues.
- Pendleton County has a higher obesity rate than the state and national average (Pendleton: 36%, KY: 34%, US: 40%). This could be due to the 42% of survey respondents who said they were not aware of exercise opportunities in Pendleton County.
- The average age group of cigarette users, dip users, and vape users is Age 26-39 years.
- 911 calls regarding depression have increased tremendously from 2018 to 2019, while calls related to anxiety/panic attacks have decreased.
- There is a lack of mental health providers in Pendleton County.

## 2. Local Public Health System Assessment

As part of the community health assessment process, the University of Kentucky conducted a Local Public Health System Assessment using an asset mapping approach. The purpose of this study was to examine organizations in Pendleton County that contribute to the public health activities in the community, as well as the availability and effectiveness of those activities. Overall, our jurisdiction

exceeded the state average in the majority of aspects. It also measures the level of interaction between community sectors and organizations contributing to these activities, which has increased from 2016 to 2018. The longitudinal nature of this study provides the opportunity to examine how public health systems are organized and how they change over time (timespan of 1998 to 2018).

### **3. Community Themes and Strengths Assessment**

A Community Themes and Strengths Assessment can be accomplished in multiple ways. This type of assessment is to identify community thoughts, experiences, opinions, and concerns. Rather than using quantitative data, this method uses descriptive data, also known as qualitative. Information gathered for this assessment included open discussions to elicit community concerns and opinions and surveys, tailored to identify perceptions of quality of life in Pendleton County. The methods used to collect this data included a community questionnaire, two focus groups, and a windshield survey.

#### **Key findings:**

- The majority of citizens think Pendleton County is a healthy and safe place to live. They also think it's a good place to raise children and retire.
- The majority of people are not satisfied with the level of access to healthcare in Pendleton County.
- The top three most important health problems identified on this survey are substance abuse, mental health, and tied for third were tobacco use and child abuse/neglect.
- Pendleton County's biggest strength was identified as having a strong sense of community.
- The majority of people do not feel that Pendleton County has enough networks of support for individuals and families during times of stress and need.
- An overwhelming majority of people (95%) feel that the residents of Pendleton County can collectively make the community a better place to live, and most also feel that there are opportunities to contribute and participate in improving the community's quality of life.
- When asked what Pendleton County needed in order to improve the well-being of our community, the most common responses were access to healthcare, public transportation, more mental health services/resources, and improvement of local economy.

## Community in Conversation Focus Group #1

### **Topic: Public Transportation**

A group of ten people convened at the Pendleton County Public Library on February 4<sup>th</sup>, 2020, to discuss the topic of public transportation in Pendleton County. To encourage participation, these participants are and will remain anonymous. These individuals were invited because of their experience in working with populations in Pendleton County that are underprivileged and underserved. Participants were informed that the results of the discussion were to help the Community Wellness Coalition develop their five-year strategic plan.

The conversation began with an icebreaker activity to get thoughts flowing and start conversation. There were two questions presented on a board, and the participants were asked to write their responses down on post-it notes and then stick them to the board with the appropriate question.

Questions were:

*“What assets/strengths does Pendleton County have that make it a good place to live?”*

Responses included (verbatim): Small, home-like community, good schools, good restaurants, great community efforts, and easy access to local elected officials, people are nice, location (within 30 minutes of Cincinnati & Cynthiana), small town (can be good or bad), drug/alcohol treatment center, schools that work with children with special needs, and small and quiet community.

*“What weaknesses prevent Pendleton County from being a good place to live?”*

Responses included: Access to health care and feel that voices go unheard

### **Summary:**

Overall, participants were highly engaged. The goal of this facilitated conversation was to brainstorm options and recommendation for making public transportation feasible in Pendleton County. A lot of our already existing barriers always circle back to the issue of transportation. For example, when we talk about healthcare, the biggest barrier is transportation; when we talk about financial security, the biggest barrier is transportation. This discussion also helped determine what key players/resources may be needed in order to break the transportation barrier in our community.



The group's responses clearly indicate that having access to resources is heavily dependent on transportation.

**Key Findings/Recommendations:**

1. We must think about other ways to make public transit possible. Large transit systems (i.e. Tank) are unfeasible for Pendleton County.
2. Other service options for transportation should be researched through community partners and other organizations that serve the Northern Kentucky area.
  - a. Examples given were LKLP (offered through NKY Community Action), Federated Transportation Services, and NKY CAC passenger vans.
3. If we can identify providers for transportation services, we would need to designate an individual to charge that project/initiative.
4. There must be greater collaboration between the City of Falmouth/Butler and the fiscal court to address the issue of transportation; attendance is poor at city council meetings and fiscal court meetings. Said it would be helpful to come up with a proposal to address this issue and present it at meetings—this would require community engagement and involvement between citizens and partners.

Community in Conversation Focus Group #2

**Topic: Mental Health & Support Systems**

A group of five people convened at the Pendleton County Public Library on February 6<sup>th</sup>, 2020, to discuss the topic of mental health in Pendleton County. To encourage participation, these participants are and will remain anonymous. These individuals were invited because of their experience in working with populations in Pendleton County that are underprivileged and underserved. Participants were informed that the results of the discussion were to help the Community Wellness Coalition develop their five-year strategic plan.

The conversation began with an icebreaker activity to get thoughts flowing and start conversation. There were two questions presented on a board, and the participants were asked to write their responses down on post-it notes and then stick them to the board with the appropriate question.

Questions were:

*“What assets/strengths does Pendleton County have that make it a good place to live?”*

Responses included (verbatim): Neighborly, small/close-knit community, beauty of the landscape, people that recognize a need for services, community partners that are willing to help, passionate business partners, ‘helping’ community attitude for improving quality of life, lots of places for people to get assistance, and the dedication to improving the quality of life in P.C.

*“What weaknesses prevent Pendleton County from being a good place to live?”*

Responses included: No responses given.

### **Summary:**

Several people in this focus group were specialized in addressing mental health in a professional capacity. Based on discussion, it was agreed that there are resources available, but it’s more a matter of getting buy-in from the community to support the services and enough engagement from community partners to sustain these services.

Participants mentioned that most people with a substance use disorder is a result of mental health problems that have been left untreated, or without the proper coping mechanisms. Substance use is a behavioral result of a lack of coping mechanisms and support systems in place. Participants were very empathetic to the need to determine a plan to make mental health a priority for Pendleton County.

Participants agreed that one barrier associated with mental health and having support systems is the stigma that comes with talking about mental health or mental illness. This is especially relevant to our youth, who face more pressure from their peers. There was an overwhelming agreement of addressing mental health at every age and every stage of development for a person. The greatest needs for making mental health support and outreach attainable in the community are: community buy-in, an educational component, and a plan in place to break the stigma associated with mental health and mental illness.

### **Key Findings/Recommendations:**

1. Identify partners for bringing mental health resources to Pendleton County.

- a. NAMI NKY and Tri-State Trauma Network were mentioned in the group discussion.
2. More community engagement is needed in tailoring mental health programming to our youth as a preventative method. Addressing mental illness involves addressing it before onset of behavioral signs and symptoms of the mental illness.
  - a. Must be greater youth outreach.
3. Implementation of support groups and peer-mentorship programs.
4. Mental health first-aid and crisis intervention training is needed.
5. To make mental health support attainable, there must be community buy-in, an educational component, and a plan in place as an effort to break the stigma.
6. Work with schools, organizations, and community partners to deliver programs to improve mental health literacy and enhance individual resilience.
  - a. i.e. Social-Emotional Learning (SEL)
7. Expand community-based mental health services for youth and adults that are not based on income or Medicaid enrollment.
8. Explore funding options for providing more services or programming for mental health support in Pendleton County.
9. Implement early intervention programs from children and their families through partnerships between maternal and child health services, schools, and other related organizations.

### Windshield Survey

Windshield Surveys are conducted by driving or walking around the community and taking notes of aspects of the community that can be observed. This survey helps to identify assets in the community. It also provides opportunities to observe and assess pedestrian safety, walkability, community accessibility, and town beautification.

The areas surveyed during this assessment were Main Street (Falmouth), Veterans Park (Falmouth), and Butler Park/Mill Street (Butler).

#### **Key Findings:**

##### **Main Street (Falmouth)**

- Most of the sidewalk is only on one side of the street; safe to cross, but not written crosswalk or lines. Traffic is somewhat heavy in this area.
- Sidewalks are in good condition.

- Concerning open space where people can gather: Sad sight at the “old” Middle School. The softball field is no longer used. It used to be a lively place; now it is in poor condition.
- Vacant buildings are run-down and abandoned.
- The two residential buildings across from City Hall (between the corner of Main St. & Shelby St. and the Courthouse) are the biggest eye sore on Main Street.
- Community service providers/organizations are accessible and easily found. More signage might be helpful.

#### **Veterans Park/Liberty St./Woodson Rd. (Falmouth)**

- Many of the homes surrounding the park seem to be neglected on maintenance.
- No sidewalks for pedestrians to safely walk anywhere around the park.
  - Roads are narrow, making it dangerous for bikes or pedestrians when there are multiple cars coming in both directions.
- There are fewer streetlights in the area than there should be.
- Park has plenty of space for people to gather or sit, but seating has become weathered. Playground equipment is well-maintained but there are limited facilities available.

#### **Butler Park/Mill St. (Butler)**

- Surrounding houses by the park are in decent shape and maintained well.
- Traffic is very light, and sidewalks are in good condition, but walkability is lacking. There are spots along the street where the sidewalk ends and will begin on the other side of the street.
- There are places to sit at the park, but the benches and tables need to be replaced.
- Playground equipment is rusted and also looks like it needs to be replaced.
- The park is maintained well (no trash, grass is cut); there is a lot of open space, which could present opportunities for activities.
- The park would be much more attractive and appealing if the equipment was more updated. Putting a walking track/path around the inside of the park would be a nice addition and may encourage park use.

## 4. Forces of Change Assessment

The Forces of Change Assessment identifies all the forces and associated opportunities and threats that can affect, either now or in the future, the health of a community. ‘Forces’ include trends, factors, or events.

- Trends are patterns over time, such as migration in and out of a community or employment opportunities.
- Factors are discrete elements, such as a large ethnic population or a rural community setting.
- Events are one-time occurrences, such as a natural disaster or the passage of new legislation.

Conducting this type of assessment answers, the following questions:

- What is occurring or might occur that affects the health of the community?
- What specific threats or opportunities are generated by these occurrences?

In February 2020, members of the Community Wellness Coalition participated in seven in-person meetings to complete the Forces of Change Assessment. During these meetings, the top five forces of change that are expected to most impact the health of Pendleton County were identified. See the table below for a summary of these results.

### Key Findings:

Forces (Trends, Factors, Events)	Threats Posed	Opportunities Created
<b>Mental Health Crisis</b>	<ul style="list-style-type: none"> <li>• Unstaffed officers to patrol city when having to respond to mental-health related calls</li> <li>• Educational attainment for students</li> <li>• Behavioral outcomes</li> <li>• Mental health stigma</li> </ul>	<ul style="list-style-type: none"> <li>• Mental health support programs</li> <li>• Quick Response Team (QRT)</li> <li>• Family outreach through FRYSC</li> <li>• Collaboration for mental health support for families</li> <li>• Gov. Beshear supporting motions to hire more social workers in school system</li> <li>• Social-Emotional Learning curriculum implementation in schools</li> <li>• Community partnerships</li> </ul>

	<ul style="list-style-type: none"> <li>Higher prevalence of substance use &amp; substance use disorders</li> </ul>	
<b>Infrastructure Quality</b>	<ul style="list-style-type: none"> <li>Falmouth is in a flood zone</li> <li>Discourages investors and entrepreneurs</li> <li>No ROI in renovating old buildings; flood insurance is expensive</li> <li>Lack of inter-community coordination</li> <li>Safety hazard</li> </ul>	<ul style="list-style-type: none"> <li>Expand development south or west of Falmouth</li> <li>Grant funding opportunities for renovation</li> <li>Community revitalization projects</li> <li>Enforce ordinances for building integrity</li> </ul>
<b>Coronavirus</b>	<ul style="list-style-type: none"> <li>Public health and safety</li> </ul>	<ul style="list-style-type: none"> <li>Springboard for public health awareness</li> </ul>
<b>Low Educational Attainment</b>	<ul style="list-style-type: none"> <li>No parental accountability for students' education</li> <li>Leads to low income levels</li> <li>Workforce development</li> </ul>	<ul style="list-style-type: none"> <li>Finding resources to improve educational attainment</li> <li>More technical/trade school opportunities</li> <li>Improving the system could encourage people to move to P.C.</li> </ul>
<b>Access to Services</b>	<ul style="list-style-type: none"> <li>Lack of knowledge</li> <li>Affordability</li> <li>Transportation</li> </ul>	<ul style="list-style-type: none"> <li>Focus on prevention &amp; preventive services</li> <li>Employee wellness</li> <li>More inter-community collaboration</li> <li>Telehealth</li> <li>Funding</li> </ul>

The Community Wellness Coalition meets once per month. The data from the MAPP Assessments were reviewed and discussed during the monthly coalition meeting in October 2020. The coalition's strategic issues were identified through an anonymous vote. The top four strategic issues that were identified by coalition members are listed below as 'Health Priorities.' Those include:

**Health Priority #1: Mental Health**

Mental health is a broad term referring to a person's state of emotional well-being and the factors that affect it. Those factors can include mental health conditions, substance use, and social determinants of health. 1 in 5 U.S. adults experience mental illness each year, and 1 in 6 U.S. youth, aged 6-17, experience mental illness each year (NAMI, 2019). In Pendleton County, 14% of adults reported on average, experiencing 14 or more poor mental health days per month. Additionally, 31.8% of people report a diagnosis of anxiety, and 26.8% of people report a diagnosis of

depression. The Community Questionnaire indicated that the most important health problem in Pendleton County is Mental Health. Being that this data was collected pre-COVID pandemic, it's reasonable to assume that these numbers would currently be elevated.

The stigma associated with mental health has often become a barrier to seeking help and accessing treatment. COVID-19 has provided many communities with the opportunity to shed light on the importance of normalizing the discussion of mental health and reducing the stigma. Efforts aimed at increasing community awareness, resources, and support are critical for reducing the prevalence of mental distress. Furthermore, strategies aimed at effective stress management and reducing the stigma can encourage more individuals to seek treatment and build resiliency.

The Community Wellness Coalition aims to foster this community priority by building awareness of mental health resources, developing training opportunities for professionals and programming for citizens who deal with mental health issues, and launch an outreach initiative for youth and adults regarding mental health education and stigma. The goals and objectives listed below are a comprehensive approach to creating a positive impact on how the community views and addresses the challenges associated with mental health.

#### Health Priority #2: **Physical Activity**

There are a multitude of factors that impact the physical health of members of a community. For the purpose of this Community Health Improvement Plan, the three focus areas of this priority are physical activity, nutrition, and chronic disease. This also includes addressing the factors and behaviors that contribute to chronic disease, which include tobacco use and health literacy.

The prevalence of obesity has fluctuated between 30-36% over the last five years for residents of Pendleton County, and remains higher than the Kentucky state average, which is 34% (County Health Rankings, 2019). Obesity is diagnosed when your Body Mass Index (BMI) is 30 or higher. According to the Community Health Survey, almost 40% of Pendleton County residents report that they do not exercise. Additionally, 43% indicate that they are not aware of any exercise opportunities in Pendleton County. Eight percent also indicate having a lack of access to fresh produce.

Efforts to promote health, as well as informed decision-making, are critical in helping adults and families stay healthy. Physical activity and good nutrition are essential components of a healthy lifestyle. Chronic diseases are the most common and costly health problems, but they are also the most preventable.

Many of the most effective strategies to improve physical health outcomes involve strengthening partnerships and programming that support healthy decisions and lifestyles for everyone. The Community Wellness Coalition aims to foster this community priority by increasing the number of people engaged in physical activity; building smoke-free communities; increasing prevention efforts and building health literacy for everyone; and making nutritious food choices more accessible to Pendleton County residents.

### Health Priority #3: Access to Services

Throughout the assessment process for the Community Health Improvement Plan, one of the most prominent themes that resulted from the data collection was the identification of the community’s overall lack of access to services (i.e. healthcare, social support, basic needs, etc.). Pendleton County’s disposition as a rural county has historically impacted the way residents receive care and the ability to bring resources the community. The barriers posed from a lack of access to services also include a lack of transportation, resources, knowledge, and affordability.

The COVID-19 pandemic has presented opportunities to take advantage of virtual platforms to help accomplish individual and community needs through telehealth services, virtual learning, and community outreach. In order to address ‘lack of access’ in Pendleton County, it will require a well-rounded approach on improving quality of life and learning opportunities for youth so that they can make decisions that will prevent them from stumbling upon the barriers mentioned above. It will also require developing partnerships with those dedicated to bringing services and resources to Pendleton County, and greater cross-collaboration between organizations to ensure the community has the most updated resources available.

The Community Wellness Coalition is dedicated to focusing their efforts on increasing transportation opportunities, increasing capacity for residents to utilize telehealth services, and implementing ‘Cradle-to-Career’ programming in the community.

### Health Priority #1: Improve mental health among Pendleton County residents.

**Objective: Decrease the amount of people experiencing frequent mental distress by 2% by 2024**

Most Recent Data	Target	Baseline	Source
18%	16%	18%	County Health Rankings

### *Improvement Strategies*

***Develop a Mental Health Workgroup in Pendleton County by December 2021.***

<i>Activities</i>	<i>Responsible Party/Assets or Resources</i>
Recruit new mental health workgroup members monthly	Community Wellness Coalition



Assign a lead workgroup member.	Community Wellness Coalition
Create a roster of members to distribute to Community Wellness Coalition.	Health Department

***Conduct monthly workgroup meetings from July 2021 to December 2024.***

<i>Activities</i>	<i>Responsible Party/Assets or Resources</i>
Give status reports to Community Wellness Coalition during monthly meetings. Report work that is being done, work that needs to be done, and accomplishments of workgroup.	Mental Health Workgroup
Document/record monthly meetings with agenda and minutes from July, 2021 to December 2024.	Mental Health Workgroup
Highlight a different agency in the community during monthly meetings.	Mental Health Workgroup

***Develop a sustainability plan to maintain commitment of members for Mental Health Workgroup by December 2022.***

<i>Activities</i>	<i>Responsible Party/Assets or Resources</i>
Ensure that recruitment of workgroup members is a recurring item on monthly agendas.	Mental Health Workgroup
Attend 'Activating Hope' meetings when possible.	Mental Health Workgroup

***Increase the amount of mental health awareness and resources in Pendleton County by January 2023.***

<i>Activities</i>	<i>Responsible Party/Assets or Resources</i>
Determine the organizations/agencies/individuals that would be interested in educational trainings on mental health.	Mental Health Workgroup
Secure and promote trainings related to mental health on a monthly basis.	Mental Health Workgroup
Collaborate with Pendleton County Schools quarterly to support SEL curriculum implementation.	Mental Health Workgroup

Promote NAMI classes and programs quarterly.	Mental Health Workgroup
Meet with Quick Response Team partners to develop and promote QRT policies and health education quarterly	Mental Health Workgroup

***By May of 2024, pass a resolution in Fiscal Court making the month of May, 'Mental Health Awareness' month in Pendleton County.***

<i>Activities</i>	<i>Responsible Party/Assets or Resources</i>
Meet with Fiscal Court quarterly to discuss coalition activity regarding addressing mental health issues in the community.	Mental Health Workgroup
Develop a resolution draft to present to fiscal court by December of 2023.	Mental Health Workgroup

**Health Priority #2: Improve physical health among Pendleton County residents.**

**Objective: Decrease the percentage of adults reporting 14 or more days of poor physical health per month.**

***Develop a Physical Health Workgroup in Pendleton County by December 2021.***

<i>Activities</i>	<i>Responsible Party/Assets or Resources</i>
Recruit new physical health workgroup members monthly	Community Wellness Coalition
Assign a lead workgroup member.	Community Wellness Coalition
Create a roster of members to distribute to Community Wellness Coalition.	Health Department

***Conduct monthly workgroup meetings from July 2021 to December 2024.***

<i>Activities</i>	<i>Responsible Party/Assets or Resources</i>
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Give status reports to Community Wellness Coalition during monthly meetings. Report work that is being done, work that needs to be done, and accomplishments of workgroup.	Physical Health Workgroup
Document/record monthly meetings with agenda and minutes from July 2021 to December 2024.	Physical Health Workgroup
Highlight a different agency in the community during monthly meetings.	Physical Health Workgroup

***Develop a sustainability plan to maintain commitment of members for Physical Health Workgroup by December 2022.***

<i>Activities</i>	<i>Responsible Party/Assets or Resources</i>
Ensure that recruitment of workgroup members is a recurring item on monthly agendas.	Physical Health Workgroup

***Increase Health literacy to improve healthy choices and health behaviors by June of 2024.***

<i>Activities</i>	<i>Responsible Party/Assets or Resources</i>
Conduct annual health fairs	Physical Health Workgroup
Conduct annual educational outreach events revolving around health literacy and prevention efforts	Physical Health Workgroup

***Implement a comprehensive smoke-free ordinance for Pendleton County by June 2024.***

<i>Activities</i>	<i>Responsible Party/Assets or Resources</i>
Present to county and city officials the harms of second-hand smoke quarterly.	Physical Health Workgroup
Conduct cigarette butt pickups quarterly	Physical Health Workgroup
Conduct monthly meetings with Champions for policy development	Physical Health Workgroup and Champions
Provide and promote tobacco cessation counseling monthly	Physical Health Workgroup

**Increase the number of people who are consuming healthy, nutritious foods by December 2024**

<i>Activities</i>	<i>Responsible Party/Assets or Resources</i>
Increase participation in WIC and SNAP Voucher use at PC Farmers’ Market by 10% by December 2024	Physical Health Workgroup
Use 5-2-1-0 messaging in promotional materials monthly.	Physical Health Workgroup
Engage targeted communities to implement selected interventions and educational programs quarterly	Physical Health Workgroup and Champions

**Health Priority #3: Expand access to mental and physical healthcare services in Pendleton County.**

**Objective: Increase use of telehealth services to improve healthcare access by 3% by 2024**

Most Recent Data	Target	Baseline	Source

***Improvement Strategies***

**Develop an ‘Access to Services’ Workgroup in Pendleton County by December 2021.**

<b>Activity</b>	<b>Responsible Party/Assets or Resources</b>
Increase number of coalition members	Community Wellness Coalition
Contact new local and regional agencies every quarter	Community Wellness Coalition
Create a roster of members to distribute to Community Wellness Coalition.	Health Department
Assign a lead workgroup member.	Community Wellness Coalition

**Conduct monthly workgroup meetings from July 2021 to December 2024.**

<b>Activity</b>	<b>Responsibility</b>
Give status reports to Community Wellness Coalition during monthly meetings. Report work that is being done, work that needs to be done, and accomplishments of workgroup.	Access to Services Workgroup

Document/record monthly meetings with agenda and minutes from July 2021 to December 2024.	Access to Services Workgroup
Highlight a different agency in the community during monthly meetings.	Access to Services Workgroup

**Develop a sustainability plan to maintain commitment of members for Access to Services Workgroup by December 2022.**

<b>Activity</b>	<b>Responsibility</b>
Ensure that recruitment of workgroup members is a recurring item on monthly agendas.	Access to Services Workgroup
Attend Safety Net Alliance bi-monthly meetings when possible.	Access to Services Workgroup
Explore engagement and participation in other local organization meetings aimed at providing services and programs to residents in Pendleton County monthly.	Access to Services Workgroup

**Increase capacity for the ability to connect Pendleton County residents to telehealth services by December 2024.**

<b>Activity</b>	<b>Responsibility</b>
Promote awareness of telehealth services through resource guide	Access to Services Workgroup
Expand partnerships to provide access point for use of telehealth services.	Access to Services Workgroup
Explore opportunities to increase access to Wi-Fi (i.e., funding, partnerships)	Access to Services Workgroup
Help with assistance of using services via collaboration with Senior Center and PCPs	Access to Services Workgroup, Senior Center & Primary Care Providers
Promote pro bono services in lieu of COVID	Access to Services Workgroup
Encourage use of telehealth services in lieu of COVID	Community Wellness Coalition & Access to Services Workgroup
Increase the number of outlets/partners available to provide access to telehealth services.	Access to Services Workgroup

**Increase Broadband Access by 3%**

<b>Activity</b>	<b>Responsibility</b>
Research and apply for grants for expanding access quarterly	Access to Services Workgroup
Identify target areas and conduct surveys annually	Access to Services Workgroup

**Increase Proportion of children with developmental delays who get intervention services by age 4**

<b>Activity</b>	<b>Responsibility</b>
Lead community education and outreach events surrounding children with developmental delays quarterly	Access to Services Workgroup
Develop promotional events for current agencies that assist with children with developmental delays quarterly	Access to Services Workgroup

## **Appendix**

### **2020 County Health Rankings Report**

County, state, and national quantitative data were obtained from [www.countyhealthrankings.org](http://www.countyhealthrankings.org). By ranking the health of Pendleton County, compared to the state and national average, this illustrates how where we live affects how well and how long we live. The County Health Rankings for Pendleton County exclusively, can be found here:

<https://www.countyhealthrankings.org/app/kentucky/2020/rankings/pendleton/county/outcomes/overall/snapshot>

### **Pendleton County Ambulatory Service Calls**

Calls responded to regarding mental health crises in Pendleton County:

	<b>2018</b>	<b>2019</b>
Anxiety/Panic Attack	166	38
Depression	0	134
PTSD	21	20
Schizoaffective	10	9
Schizophrenia	26	26

## **Bibliography**

National Alliance on Mental Illness. Mental Health by the Numbers (September 2019). Retrieved November 30, 2020, from <https://nami.org/mhstats>

County Health Rankings and Roadmaps. Kentucky (2019). Retrieved November 30, 2020, from <https://www.countyhealthrankings.org/app/kentucky/2019/measure/factors/11/map>