



**2016**

---

**Community Health Needs  
Assessment Review for  
Cowley County**



City-Cowley County  
Health Department



William Newton Hospital

Summary Report Presented to

City-Cowley County Health Department and  
William Newton Hospital by

EnVisage Consulting, Inc.



Resources related to this process are available at  
[https://www.datacounts.net/cowley\\_county/](https://www.datacounts.net/cowley_county/)

# Table of Contents

Acknowledgements ..... 2

Executive Summary ..... 3

Introduction and Background ..... 4

Process ..... 4

Results..... 5

Next Steps..... 6

Appendices

- Appendix A: Pre-Meeting Survey
- Appendix B: December 17<sup>th</sup> Meeting Agenda and Meeting Worksheet
- Appendix C: Data Presentation
- Appendix D: Community Health Improvement Plan (CHIP) with Recommended Edits
- Appendix E: Health Department Perspectives Presentation
- Appendix F: Health Initiatives Resource Calendar for Cowley County

# Acknowledgements

---

---

---

We acknowledge and appreciate the following individuals who participated in the Community Health Needs Assessment meeting on December 17<sup>th</sup>. Those who were invited and may have provided feedback via the online pre-meeting survey or through email or other communications are also acknowledged. Thank you to the many organizations and individuals who are committed to a healthier Cowley County in 2016 and beyond.

## Community Members

**Kaydee Johnson**, William Newton Hospital  
(Host/Coordinator)

**Tom Langer**, County Health Department  
(Host/Coordinator)

**Mary Benton**, Board of Health

**David Brazil**, Cowley FQHC

**Gary Brewer**, Winfield Community Member

**Ruth Bumgarner**, County Health Department

**Jamie Chism**, City of Winfield

**Bob Clock**, Clock Medical Supply

**Brandy Cuevas**, William Newton Hospital

**Marsha Donalds**, County Health Department

**Sharon Eggen**, Board of Health

**Lorri Greenlee**, Winfield School District

**Sarah Griggs**, Presbyterian Manor

**Joanne Holman**, South Central Kansas  
Medical Center

**Bob Matthews**, Board of Health

**Renee Price**, Graves Drug

**Becky Reid**, K-State Research & Extension

**Ben Quinton**, William Newton Hospital

**Jeremy Willmoth**, County Administrator

**Connie Satzler**, EnVisage Consulting, Inc.  
(Facilitator)

## Additional Organizations Invited & Surveyed

**Active Medical Staff, William Newton Hospital**

**City of Arkansas City**

**Communities of Arkansas City, Winfield, Udall,  
Eastern Cowley**

**Critical Care Team, William Newton Hospital**

**Four County Mental Health**

**Hospice Care**

**Kansas Veterans Home - Winfield Leadership**

**Local Pharmacist and Pharmacy Owners**

**Religious Leaders in Community**

**Rural Health Clinics in Moline, Sedan, Cedar  
Vale, Dexter**

**Winfield Chamber of Commerce**

**Winfield Fire & EMS**

# Executive Summary

After considering the results of the 2013 Cowley County Community Health Needs Assessment, reviewing current community health data, considering potential health priorities, and discussing assets and resources, stakeholders recommended continuing to work on the priorities set in 2013 with minor refinements to the objectives under the priorities.

Recommended 2016-2018 priorities are as follows.

Priority #1: Promote health, wellness, and chronic disease prevention.

- Emphasize health education from cradle to grave, considering cultural and general changes and needs.
- Work with expectant mothers and newborn children to insure that they receive preventative care and benefit from a healthy start to life.
- Focus on youth, creating community environments that promote wellness and teaching healthy lifestyle behaviors that can be carried throughout life, including healthy eating, physical activity, oral health & hygiene, immunizations, etc.
- Help adults achieve healthier lifestyles, including education and community environments that support healthy eating, increased physical activity, tobacco prevention, substance abuse prevention and access to treatment, breastfeeding, etc.
- In particular, focus on promoting health and wellness among the workforce and adults 40 years and older.
- Work to prevent cancer and other chronic disease incidence through lifestyle education and modification and promotion of appropriate screening practices.
- Increase awareness and use of existing programs, services, and providers for physical, oral, mental health and other wellness supports.
- In particular, promote and provide support for mental health and wellness.
- Work collaboratively across the community and organizations (e.g., school districts, local governments, businesses/employers, health providers, etc.) to promote health and wellness and provide coordinated health education and messaging throughout the year.

Priority #2: Enhance access to health service providers.

- Increase infrastructure, awareness, and cultural competency to reach and provide access to newcomers in the community.
- Continue health service provider recruitment and retention.
- Issues of affordability affect access. Direct those eligible and in need toward available resources and assistance.
- Enhance communication and collaboration across health service providers to ensure more complete case management and a regional approach to healthcare provider and system access.
- Continue to support options for access to care for the medically underserved.
- Promote access through employers and incentivize worker health.

From a strategy perspective, the group recommended coordinated, targeted health education efforts among all providers, organizations, and agencies throughout the year, such as picking one health topic per month or per quarter to promote community-wide.

Participants recommended ongoing work on these priorities through continued implementation of the goals, objectives, and intervention strategies outlined in the Community Health Improvement Plan (CHIP).

# Introduction and Background

An extensive community health needs assessment was conducted in November-December 2012, culminating in the release of the 2013 Cowley County Community Healthy Needs Assessment (CHNA) in January 2013. These results helped formulate a Community Health Improvement Plan (CHIP) in 2015.

The goal of the 2016 community health assessment was to review the 2013 CHNA, identify progress and current work, review the community latest data, and discuss assets and needs with community stakeholders to set priorities for 2016-2018.

## Process

William Newton Hospital and Cowley County Health Department coordinated and hosted the 2016 Community Health Needs Assessment Review for Cowley County. The review was facilitated by EnVisage Consulting, Inc. Individuals and organizations representing broad perspectives in the community were invited to participate. (See acknowledgements on page 2 for a list of participants and invitees.)

The timeline and key components of the process were as follows:

- November 2015: Plan details of CHNA review process with facilitator.
- November - early December 2015: Review 2013 CHNA, 2015 CHIP, community and data. Create and test pre-meeting survey. Compile latest data and create presentation.
- Early-mid December 2015: Conduct Pre-Meeting Needs Assessment Survey and compile results.
- December 17<sup>th</sup>, 2015: Community stakeholder meeting. Review survey results and data. Select priorities. Recommend edits to CHIP.
- December 23<sup>rd</sup>, 2015: Handouts and resources posted online
- January 2016: Compile calendar of state/national health promotion days, weeks, and months. Complete 2016 CHNA report.
- January 28, 2016: Report to board.
- By February 5, 2016: Final edits to report completed and posted online.

Supporting information from each of these components is available online or in the Appendices to this report.

- All documents are available at [https://www.datacounts.net/cowley\\_county/](https://www.datacounts.net/cowley_county/)
- The 2013 CHNA Assessment, completed with the support of the Kansas Rural Health Works (KRHW) Program through K-State Research and Extension, is available through the KRHW website at <http://www.krhw.net/>
- Appendix A: Pre-Meeting Survey
- Appendix B: December 17<sup>th</sup> meeting agenda and worksheet

- Appendix C: Data presentation including updated demographic, socioeconomic and health data, as well as the pre-meeting survey results
- Appendix D: Community Health Improvement Plan (CHIP) with recommended edits from December 17<sup>th</sup> meeting
- Appendix E: Health Department Perspectives presentation given at the December 17<sup>th</sup> meeting
- Appendix F: Cowley County Health Initiatives Resource Calendar

## Results

Stakeholders at the December 17<sup>th</sup> meeting reviewed current health data and the pre-meeting survey results and considered potential priorities. They discussed what the scope of the new priorities should be and potential new aspects not covered well by the current list.

Suggestions included

- Cultural and generational changes
- Infrastructure, awareness, cultural competency to reach and serve newcomers
- Adults age 40 and older; healthy lifestyle for the workforce
- Promoting access through employers
- Mental health and wellness
- Maternal and child health
- Healthy eating, physical activity
- Obesity
- Education and awareness of current programs and services

There was some discussion on making the priorities narrower, but the group believed the broad priorities appropriately capture the current health needs of the community and that continuing to address them will positively impact health going forward. Instead of narrowing the priorities themselves, they recommended targeting health education, awareness, and promotion efforts in a scheduled, coordinated way throughout the year. The general strategy recommendation is for all organizations, providers, and agencies to promote a designated health topic per month (or other period of time) using consistent messaging and resources.

The stakeholders also reviewed the Community Health Improvement Plan (CHIP) and recommended continued implementation of CHIP goals, objectives, and strategies. The updated CHIP summary in Appendix D includes minor edits recommended by the group.

Recommended 2016-2018 priorities follow, which reflect the recommendations of stakeholders and continued CHIP implementation.

Priority #1: Promote health, wellness, and chronic disease prevention.

- Emphasize health education from cradle to grave, considering cultural and general changes and needs.
- Work with expectant mothers and newborn children to insure that they receive preventative care and benefit from a healthy start to life.
- Focus on youth, creating community environments that promote wellness and teaching healthy lifestyle behaviors that can be carried throughout life, including healthy eating, physical activity, oral health & hygiene, immunizations, etc.

- Help adults achieve healthier lifestyles, including education and community environments that support healthy eating, increased physical activity, tobacco prevention, substance abuse prevention and access to treatment, breastfeeding, etc.
- Focus on promoting health and wellness among the workforce, in particular, and adults 40 years and older.
- Work to prevent cancer and other chronic disease incidence through lifestyle education and modification and promotion of appropriate screening practices.
- Increase awareness and use of existing programs, services, and providers for physical, oral, mental health and other wellness supports.
- In particular, promote and provide support for mental health and wellness.
- Work collaboratively across the community and organizations (e.g., school districts, local governments, businesses/employers, health providers, etc.) to promote health and wellness and provide coordinated health education and messaging throughout the year.

Priority #2: Enhance access to health service providers.

- Increase infrastructure, awareness, and cultural competency to reach and provide access to newcomers in the community.
- Continue health service provider recruitment and retention.
- Issues of affordability affect access. Direct those eligible and in need toward available resources and assistance.
- Enhance communication and collaboration across health service providers to ensure more complete case management and a regional approach to healthcare provider and system access.
- Continue to support options for access to care for the medically underserved.
- Promote access through employers and incentivize worker health.

## **Next Steps**

The Cowley County Community Health Needs Assessment will be implemented through continued work on the CHIP, including targeted health education and promotion efforts by multiple providers, organizations and agencies on a coordinated schedule throughout the year. While a review of the CHIP was completed at the December 17<sup>th</sup> meeting, a more in-depth and ongoing review and update of implementation strategies, actions, process measures, responsibility parties, date range, and necessary/available resources is recommended.

The next CHNA will be completed in late 2018 for the period beginning in 2019. Depending on the progress and changes over the next three years, a more comprehensive health needs assessment may be warranted at that time.