

Introduction

Umpqua Health Alliance serves most of Douglas County, in Southwestern Oregon. Douglas County is the fifth largest geographical county in the state and ninth in population. It is 5,071 square miles and stretches from the Pacific Ocean to the Cascade Mountains. The majority of residents live in unincorporated areas, creating geographic barriers to accessing medical care, services and in some communities to exercise facilities, grocery stores and fresh foods. Transportation to services continues to be a challenge, particularly for those living in poverty. One in four children in Douglas County live in poverty, creating significant challenges to health and development.

Community Health Improvement Plan (CHIP)

— PROCESS

The Douglas County CHIP was led by the UHA Community Advisory Council (CAC). The process began with review of data collected and highlighted in the 2013 Community Health Assessment (CHA). Five general focus areas were identified as health priorities.

A hallmark of our CHIP is that we had significant consumer input.

- ⇒ Targeted focus groups helped us gather information about health disparities of specific groups.
- ⇒ Public input meetings, paper and online surveys spread a broad net to gather input from people who live in Douglas County.

The 2014 Douglas County CHIP was a truly collaborative process, sponsored by Umpqua Health Alliance and Douglas County Public Health.

Community Health Improvement Plan (CHIP)

— PRIORITIES

The CAC chose strategies based on information from surveys, public meetings, UHA staff and collaborative community organizations. The 2014 CHIP includes strategies that will benefit Members of the Umpqua Health Alliance and some strategies that will impact the community at large.

- **ACCESS** — Provider Recruitment and Retention | Transportation | OHP Member Engagement
- **ADDICTIONS** — Tobacco Free Policy Change | Tobacco Cessation | Prescription Drug Misuse/Abuse
- **PARENTS & CHILDREN** — Well Child Visits | Early Learning Hub | Adverse Childhood Experiences (ACEs)
- **MENTAL HEALTH** — Mental Health Services | Diversion
- **HEALTHY LIFESTYLES** — Kick Start Douglas County | Worksite Wellness | Community Gardens & Farmers Market Promotion

ACCESS — Transportation

Access to care is a major concern in Douglas County and is one of the most frequently used words when discussing the health care system. Access often revolves around discussion of health insurance coverage and health care providers, but it also includes other dimensions such as whether or not somebody can get to a health care provider.

- UHA has convened a non-emergent medical transportation (NEMT) workgroup in Douglas County to increase access and coordination of transportation in Douglas County.
- Using the transition of NEMT from state control to local control, we are working together to improve transportation for our OHP Members, live within our budgets and strengthen the local transportation system for all Douglas County residents.
- The workgroup has identified a conceptual plan to move forward with the goal of improving the existing model and with a strong focus on the Triple Aim.
- UHA will implement an NEMT solution in Douglas County on or before July 1, 2015.

HEALTHY LIFESTYLES

One-third of adults in Douglas County are overweight and an additional third are considered obese, exceeding the state average. The causes of obesity are a complex mixture of genetics, diet and other dynamics but physical activity and healthy food availability remains a vital part of reducing and preventing obesity.

- Following the release of the 2013 County Health Rankings, UHA chose to mobilize the community to take action. They initiated a community wellness collaboration – a true example of collective impact.
- On May 28, 2014 UHA published a 4-page insert in our local newspaper, promoting over 300 wellness events, most FREE or low cost, to help get people moving. The publication also featured the schedule of seven Farmers Markets throughout the County.



From A to Zumba

Zumba on the Half Shell launches a series of fitness-oriented activities

CARISA CEGAVSKE
The News-Review



Laleigh Snow of Roseburg, above, and her 5-year-old daughter, Mackenzie Snow, participate in a YMCA Zumba class Wednesday at Stewart Park in Roseburg. BELOW: Instructor Connie Bates-Bern leads the first in a series of healthy activities called Kick Start Douglas County.



If you go ...

WHAT: Kick Start Douglas County Fitness in the Park
WHEN: 6 to 7 p.m. every Wednesday through the summer
WHERE: Stewart Park, Roseburg
COST: Free
INFORMATION: A four-page insert in the May 28 News-Review listed many other free or low-cost fitness events scheduled this summer to encourage Douglas County residents to become more fit. The schedule can also be found at umpquahealthalliance.org.

“It’s not the one day of exercise that gets you there. It’s the thousand little steps, and we have 350 of them this summer.”

Dr. Bob Dannenhoffer
CEO Archtrave
Family of Health

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