



**Curry Community Health
2015 Community Health Improvement Plan
September 2015**

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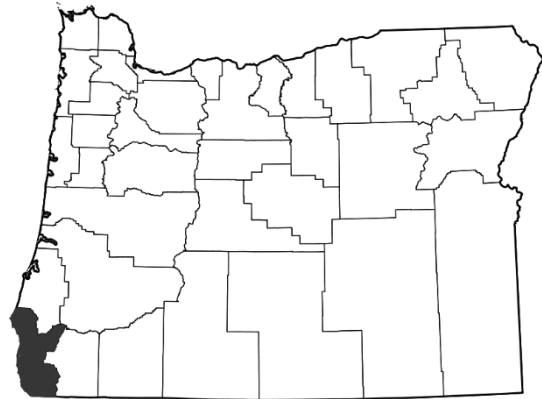
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EXECUTIVE SUMMARY

Curry County, Oregon is a rural community nestled on the Southern Oregon Coast between the Pacific Ocean and the Siskiyou National Forest. It spans 1,648 square miles and includes 3 incorporated cities: Port Orford, Gold Beach, and Brookings. Curry County is comprised of 22,364 residents, 34% of which reside in unincorporated areas.¹ Curry Community Health (CCH) is a non-profit organization that serves as the local public health authority with the aim of promoting and maintaining the health and well-being of Curry



residents through targeted, effective services and caring community partnerships. CCH offers community-wide services including: maternal child health, population health, mental health, addiction treatment and counseling, and health promotion and prevention.

This Community Health Improvement Plan (CHIP) is a living document detailing strategies to promote the health of Curry residents and improve the quality of life here in Curry County. Priorities were identified through a comprehensive data review and collaboration with community stakeholders to create a vision of a healthy Curry County. The CHIP details measurable objectives that will be reviewed and updated by local workgroups throughout the life of this document. In order to prevent duplication and to best utilize available resources, CCH has collaborated with the two Coordinated Care Organizations (CCOs) serving the region, AllCare and Western Oregon Advanced Health (WOAH), and the CCH CHIP is intended to work in concert with the existing AllCare and WOAH CHIPs. CCH has chosen to adopt similar health priorities to those selected by the CCOs, but they vary slightly as the CCH CHIP is intended to extend to the entire community. It is our hope that these combined efforts will result in a positive impact here in Curry County. The priority areas chosen by CCH are: **Healthy Futures, Healthy Lifestyles, Vaccine-Preventable Disease** and **Access to Healthcare**. This CHIP will lead to the creation of an action plan to address the goals laid out within the CHIP and will also serve as the basis for CCH's strategic plan. This document will be reviewed annually to track progress made in implementing the plan.

For a copy of the 2013 Curry Community Health Assessment upon which this document was based, as well as the most recent version of the Community Health Improvement Plan, please visit www.currych.org.

BACKGROUND INFORMATION

The CHIP Steering Committee was formed in May of 2015 in order to streamline the creation of the CHIP. First, the CHIP Steering Committee reviewed the 2013 Community Health Assessment (CHA) in order to evaluate the current health status of Curry's residents and better understand their needs. The CHA involved a broad sampling of Curry residents which is reflected in the 671 participants in the Community Themes and Strengths Assessment. In the assessment residents expressed concerns regarding inadequate access to health care, substance abuse, and limited opportunities for youth development. The demographics and data included in the CHA became foundational to the CHIP, directing the CHIP Steering Committee to focus on certain areas as starting points for the CHIP.

Community Engagement Activities: In July of 2015 CCH conducted a series of community forums in the three population centers of Curry County, presenting attendees with information from the CHA to use in their deliberations. A SWOT analysis (see Appendix I) was then conducted in which community members were asked to identify the strengths, weaknesses, opportunities and threats in creating a healthy Curry County. These discussions also asked community members to generate their own definition of health and a healthy community as it pertains to Curry County.

Definition of Health: As a touchstone for the health improvement process the CHIP Steering Committee elected to use the world Health Organization's definition of health:

“Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.”

Based on community input, the CHIP Steering Committee's vision for Curry County is:

A place people want to live, whose culture and environment supports its people in leading vibrant, healthy lives.

Setting Priorities: Based on the list of issues identified in stakeholder discussions, as well as the Community Themes and Strengths Assessment, the CHIP Steering Committee identified four strategic focus areas to be addressed. These focus areas were then used as a framework to generate measurable objectives. The CHIP Steering Committee wanted to ensure that the strategies outlined in this plan met explicit needs as identified by the CHA and the community forums, and all goals were subjected to SMART criteria as follows:

1. Specific
2. Measurable
3. Achievable
4. Relevant

5. Time-bound

The goals also align with state and national priorities such as Healthy People 2020.

Strategic Framework: The CHIP was created using the social-ecological model as the framework for strategies to address the current health issues in Curry County. The social-ecological model was selected for its ability to address multiple levels of influence simultaneously. The levels addressed are:

- Individual
- Interpersonal
- Organizational
- Community
- Public policy

By working at different levels throughout the planning process, CCH hopes to be able to create a well-coordinated response to the challenges of improving health here in Curry County.

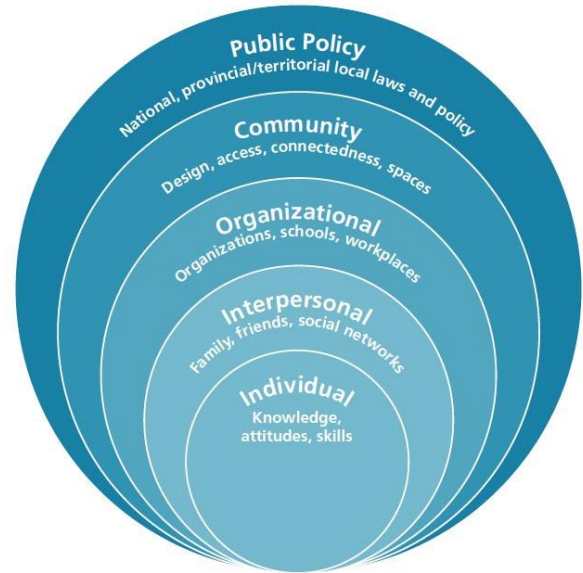


Figure 1: Social-Ecological Modelⁱⁱ

Plan Content: The resulting plan, outlined below, has four focus areas and eleven goals. Each of the goals includes the names of potential partners and responsible parties, a set of performance measures, and an approximate completion date. Specific implementation actions will be determined by CCH in partnership with community stakeholders.

PRIORITY AREAS

HEALTHY FUTURES:

The CHIP Steering Committee selected Healthy Futures as a priority because of the far reaching effects of early childhood experiences. Healthy People 2020 states that the well-being of mothers, infants, and children determines the health of the next generation and is an excellent predictor of future public health challenges. Accordingly, accessing timely prenatal care is an essential step in ensuring healthy birth outcomes, and preventing future health problems for both mother and child. Despite its importance, only 58% of women in Curry County received prenatal care beginning in their first trimester. This falls short of the state average of 78% and the national average of 84%.ⁱⁱⁱ Also of note is that 51% of all pregnant women in Curry are served by WIC. This is higher than the 44% of all pregnant women served statewide, offering Curry County an excellent opportunity to provide nutrition education, health and growth screenings, and community health referrals.^{iv}

Early and middle childhood provide the foundation for lifelong health, learning, and well-being. How a child develops during the first years of life influences factors such as school readiness, decision making, eating habits and later success in life. The roots of many adult health and medical conditions can also be traced to early and middle childhood making this an essential time for health intervention.^v An asset in the work to improve childhood health is the School Based Health Center (SBHC) located at Brookings-Harbor High School. The SBHC currently provides primary care and mental health services to students, regardless of their ability to pay. SBHCs are an excellent tool in surmounting the barriers to care faced by many youths in the community. The SBHC also provides a valuable opportunity to inform youth of health risks and begin early engagement in prevention activities.^{vi}

Oral health is a cornerstone of overall health, affecting an individual's ability to speak, smile, smell, taste, touch, chew, swallow, and display feelings and emotions. Poor oral health puts individuals at risk for:

- Dental caries (tooth decay)
- Periodontal (gum) diseases
- Cleft lip and palate
- Oral and facial pain
- Oral and pharyngeal (mouth and throat) cancer^{vii}

The best way to impact oral health is through prevention. A valuable resource in improving oral health is the First Tooth Project, a workforce development program that offers no-cost training for dental and medical organizations to integrate preventative oral health services for children

under 3 into their practices. The goal of the project is to help reduce early childhood caries through risk assessment, anticipatory guidance, and appropriate intervention.^{viii}

Goal 1: Improve maternal and child health

Objective 1: By 2020, increase the proportion of pregnant women who receive prenatal care beginning in first trimester from 68.6%^{ix} to 77.9% (Healthy People 2020).^x Oregon Mother's Care Coordinator.

Objective 2: By 2020, increase the proportion of WIC mothers breastfeeding exclusively for 6 months from 38% to 75%.^{xi} WIC Breastfeeding Coordinator.

Objective 3: By 2020, increase the proportion of children under 5 receiving home visiting services from 10% to 20%. Maternal Child Health Nurse.

Objective 4: By 2020, increase the percentage of children who had six well-child visits prior to reaching 15 months of age from 44.6%^{xii} to 77.4% (2013 National Medicaid 90th percentile).^{xiii} Curry Community Health Nursing Supervisor.

Objective 5: By 2020, increase the percentage of adolescents and young adults (ages 12-21) who had at least one well-care visit during the year from 28.2%^{xiv} to 57.6% (2013 National Medicaid 75th percentile).^{xv} Curry Community Health Nursing Supervisor.

Goal 2: Expand utilization of the School Based Health Center (SBHC)

Objective 1: By 2017, create a Youth Advisory Council (YAC) for the SBHC to increase awareness and utilization of the services offered. SBHC Coordinator.

Objective 2: By 2020, increase the proportion of students receiving public health services at the SBHC from 13.0% to 20.0% of the district student body. SBHC Coordinator.

Objective 3: By 2020, increase the proportion of students receiving mental health services at the SBHC from 1.5% to 10.0% of the district student body. SBHC Coordinator.

Goal 3: Increase oral health services

Objective 1: By 2020, increase the proportion of pregnant women with a dental referral during pregnancy from 51.1%^{xvi} to 67.0%.^{xvii} Public Health Director.

Objective 2: By 2020, promote oral health screenings for pregnant women in all medical practices in Curry County (Strategic Plan for Oral Health in Oregon: 2014-2020).^{xviii} Public Health Director.

Objective 3: By 2020, provide first tooth training to all medical practices in Curry County (Strategic Plan for Oral Health in Oregon: 2014-2020).^{xix} Public Health Director.

HEALTHY LIFESTYLES:

Chronic diseases, including cancer, heart disease, chronic lower respiratory disease, cerebrovascular disease, diabetes and arthritis, are among the major causes of disability and death in Curry County. Chronic diseases and their associated disabilities increase with age, and due to its high proportion of individuals over 65 years of age, Curry County experiences increased need and demand for health services compared to the rest of the state. The CHIP Steering Committee chose to focus on decreasing tobacco use and obesity, not only because of their serious health impacts here in Curry County, but also because doing so has the potential to make significant progress in alleviating health disparities and overall chronic disease burden.^{xx}

Prevalence of tobacco use poses a significant challenge to the health of Curry County residents. According to the Oregon Health Authority, 29% of Curry County adults smoke. In addition the OHA reported that 15% of eleventh graders smoke, while 23% engaged in non-cigarette tobacco use. In 2014 Curry County experienced 82 tobacco related deaths. Furthermore, the economic cost of tobacco use in the county is staggering; in 2014, \$16.3 million was spent on tobacco-related medical care, while an additional \$13.1 million in productivity was lost due to tobacco-related deaths.^{xxi}

Obesity is a serious risk factor for chronic disease in Curry County. The CDC defines obesity in adults as a Body Mass Index (BMI) of 30.0 or higher. 29% of adults in the county are obese, compared to 27% statewide.^{xxii} The county is less physically active than the state average, as 21% of residents are categorized as “physically inactive,” compared with Oregon’s 16%.^{xxiii} This is coupled with a severe lack of opportunity for physical activity, with 50% of Curry’s residents having no access at all to recreational facilities and living great distances from gyms and exercise classes.^{xxiv} Maintaining a healthy weight is essential in avoiding chronic diseases such as type 2 diabetes, heart disease, osteoarthritis, and certain cancers. These conditions are highly preventable through tactics such as expanding exercise opportunities, creating social support, and maintaining healthful diets.^{xxv} Access to and availability of healthier foods are essential in helping people follow healthful diets, however, many Curry stakeholders reported an inability to find healthy options at affordable prices.

Goal 1: Reduce the proportion of adults living with chronic disease

Objective 1: By 2017, begin to offer Living Well with Chronic Conditions workshops in Curry County. Curry Community Health Health Promotion Specialist, Rogue Valley Council of Governments, AllCare Health.

Objective 2: By 2017, collaborate with local health providers to implement a referral system for the Living Well with Chronic Conditions workshops. Curry Community Health Health Promotion Specialist.

Goal 2: Reduce use of tobacco products

Objective 1: By 2020, decrease the percentage of adult smokers from 29%^{xxvi} to 12% (Healthy People 2020).^{xxvii} Tobacco Prevention and Education Program Coordinator.

Objective 2: By 2017, begin offering tobacco cessation classes in Curry County. Tobacco Prevention and Education Program Coordinator, Wester Oregon Advanced Health.

Goal 3: Reduce the incidence of obesity

Objective 1: By 2020, decrease the percentage of adults who are obese from 29%^{xxviii} to 26% (Healthy People 2020).^{xxix} Public Health Nursing Staff.

Objective 2: By 2017, collaborate with the AllCare Curry County Community Advisory Council on community gardens to increase healthy food access for youth. Public Health Director and AllCare CCO Community Advisory Council.

VACCINE-PREVENTABLE DISEASE:

Despite advances in immunizations, here in the United States 42,000 adults and 300 children die each year from vaccine-preventable diseases. Immunization is a proven cost-effective solution to curtail the spread of infectious disease, saving lives, preventing disease, and decreasing healthcare costs (Healthy People 2020).^{xxx} Each birth cohort vaccinated with the routine immunization schedule results in 33,000 lives saved, 14 million cases of disease prevented, and a \$9.9 billion reduction in direct health care costs.

Immunization isn't just an important health issue for the youth of Curry County. The Oregon Office of Rural Health identified both Brookings and Gold Beach as consistently among the top ten worst rural Oregon communities when it comes to mortality,^{xxxi} and vaccinating individuals at increased risk for complications associated with influenza and pneumococcal disease is a vital tool in decreasing premature mortality.^{xxxii} Influenza is a contagious respiratory infection that can cause mild to severe illness and even death. Approximately 200,000 Americans are hospitalized annually for seasonal flu-related complications, and annual flu-related deaths range between 3,000 and 49,000 people.^{xxxiii} The best way to avoid catching the flu is through annual vaccination. "Flu Season" in the US can begin as early as October and last as late as May, with the yearly flu vaccination generally becoming available in October.

Pneumococcal disease can cause a range of conditions from ear and sinus infections to pneumonia and bloodstream infections, and every year it kills thousands of adults, including 18,000 adults 65 years or older. The good news is that many of these deaths are preventable through vaccination and appropriate treatment.^{xxxiv} There are two vaccines that can protect against pneumococcal disease, and because of their increased risk, the CDC now recommends that all adults 65 years or older receive both the pneumococcal conjugate vaccine (PCV13) and the pneumococcal polysaccharide vaccine (PPSV23).^{xxxv}

Goal 1: Reduce, eliminate, or maintain elimination of cases of vaccine-preventable diseases

Objective 1: By 2020, increase the percentage of children aged 19-35 months completing a combined vaccine series from 41.2%^{xxxvi} to the state average of 66.6%.^{xxxvii} Curry Community Health Immunization Coordinator.

Objective 2: By 2020, increase the percentage of males aged 13 to 17 years who have received one or more doses of human papillomavirus (HPV) vaccine from 12.1%^{xxxviii} to 80%(Healthy People 2020).^{xxxix} SBHC Coordinator

Goal 2: Increase the percentage of adults who are vaccinated against influenza and pneumococcal disease

Objective 1: By 2020, increase the percentage of persons aged 65 years and older who have received a PPSV23 pneumococcal vaccination from 21.8%^{xi} to 90.0% (Healthy People 2020).^{xli} Curry Community Health Immunization Coordinator.

Objective 2: By 2020, increase the percentage of adults aged 18 years and older who are vaccinated during a flu season from 22.2%^{xlii} to 70.0% (Healthy People 2020).^{xliii} Curry Community Health Immunization Coordinator.

ACCESS TO HEALTHCARE:

Healthy People 2020 states that access to health services means “the timely use of personal health services to achieve the best health outcomes.”^{xliv} Common barriers to obtaining services include a lack of available services, prohibitively high costs, and lack of insurance coverage, resulting in decreased life expectancy and lower quality of life. The CHIP Steering Committee selected access to healthcare as a priority area because Curry County lags behind benchmarks for provider-to-patient ratio, and has a high ambulatory care sensitive conditions (ACSC) ratio. Public forums have reinforced the need for improved access to quality care here in Curry County. Community members also expressed dissatisfaction with long wait times for appointments, and obstacles to obtaining care for the uninsured. Inadequate access to health services results in delays in receiving adequate care, preventable hospitalizations, lower quality of life, and decreased life expectancy. Addressing access to healthcare has the potential to alleviate these issues, in addition to reducing healthcare spending, loss of productivity, and loss of life.^{xlv}

Primary Care Providers offer not only an ongoing source of care for patients, but they can also forge personal and enduring relationships with patients, and their integration into the community allows them to practice in a way that is consistent with the local context. Healthy People 2020 has identified increasing the number of practicing primary care providers as one of its objectives.^{xlvi} According to the 2015 County Health Rankings, the state of Oregon as a whole has a ratio of primary care providers to residents of 1:1,105, while Curry County has a ratio of 1:1,309.^{xlvii} The Health Resources and Services Administration has classified Curry County as a Medically Underserved Area and a Primary Care Health Professional Shortage Area for low-income people.^{xlviii} The communities of Port Orford and Gold Beach have consistently high Ambulatory Care Sensitive Conditions (ACSC) ratios, which are indicative of serious primary care access problems, inadequate quality of care provided, or both.^{xlix}

Goal 1: Increase communication about available services

Objective 1: By 2017, create a centralized list of community assets and resources. Western Oregon Advanced Health Curry County Community Advisory Council, Wild Rivers Connect.

Goal 2: Increase community investment in the health of the county

Objective 1: By 2017, expand the role of the Public Health Advisory Board, holding quarterly meetings and recruiting new members. Public Health Director.

Goal 3: Ensure access to health insurance

Objective 1: By 2020, increase the percentage of eligible individuals enrolled in Oregon Health Plan from 90.3%ⁱ to 100%.ⁱⁱ Public Health Director.

SUMMARY AND NEXT STEPS

As identified by the SWOT analysis, Curry County has a great deal of human capital that is passionate about improving quality of life here in Curry. This, coupled with the general consensus that the time has come to address community problems suggests that the community health improvement process will thrive. Community stakeholders expressed an interest in forming partnerships to address resource gaps, and the potential for collaboration was one of the most promising opportunities identified across the county.

In order to initiate CHIP implementation, CCH facilitated the formation of a public health advisory group. The Public Health Advisory Board (PHAB) is led by the Public Health Director, meeting quarterly to discuss progress toward the CHIP priority goals. The purpose of the PHAB is to not only guide the community health improvement process, but also to serve as a continual forum for community engagement. The PHAB will also be responsible, in conjunction with CCH, for updating the CHIP annually. All revisions will be recorded using the Revision Tracker (Appendix 2). If you have questions about the community health improvement process or would like to become a member of the PHAB, please contact Curry Community Health.

The CHIP Steering Committee has determined that at this time no policy changes are required in order to achieve the goals set forth in this plan. Upon conclusion of the planning process, CCH provided all participants in the process with a draft of the Community Health Improvement Plan. Likewise, the Curry County Commissioners have been provided with a copy of the CHIP for review.

CCH is currently completing its organizational strategic plan, which will reinforce CCH's commitment to the community health improvement process. Henceforth, CCH will focus its efforts of developing relationships with strategic partners in order to create an action plan and achieve the goals outlined in this plan.

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APPENDIX 1: SWOT ANALYSIS

Community Area	Strengths	Weaknesses	Opportunities	Threats
Community Attributes	<p>High level of knowledge about issues</p> <p>People care</p> <p>People are making an effort to improve</p> <p>Community organizations are embarking on partnerships and collaborating to coordinate care</p> <p>There is a high level of transparency</p> <p>People want to live in Curry County, they don't feel like they are stuck here</p> <p>People are resourceful and resilient</p> <p>Low crime rate</p> <p>Experienced retired population is a wealth of knowledge</p> <p>Passionate people</p> <p>Strong relationships between organizations</p>	<p>Curry County's location results in isolation</p> <p>People are stubborn</p> <p>Lack of community investment in improvement projects</p> <p>We lack the ability to adequately educate the public</p> <p>The community is full of cultural myths</p> <p>County is very spread out, lack of exchange between population centers</p> <p>Many organizations have reputations that are difficult to shake</p> <p>High crime rate</p> <p>Unreported abuse</p> <p>High substance abuse rates</p> <p>Elderly individuals caring for youth, lots of children living with grandparents</p> <p>High levels of food insecurity</p> <p>Divided community</p>	<p>Large senior population, must engage in culture shift to accommodate their needs</p> <p>Elevate issues to make them a priority within the community</p> <p>Community involvement</p>	<p>We are extremely isolated</p> <p>Multigenerational poverty</p> <p>Drug use</p> <p>Lack of education surrounding addictions</p> <p>Geography, Curry County can easily become an island when bridges are lost</p> <p>Low census precludes Curry from access to many services such as the YMCA</p>
Schools	<p>Strong schools</p> <p>School Based Health Center</p> <p>Southwestern Oregon Community College (SWOCC)</p> <p>Parenting classes offered through SWOCC</p>	<p>Lack of health education</p> <p>SBHC only in Brookings</p> <p>No home economics courses</p> <p>Inadequate health education</p> <p>Lack of higher education</p>	<p>Potential partnerships between SBHC and juvenile department to offer prevention services and routine healthcare</p> <p>Early education in schools and at SBHC</p>	<p>Low vaccination rates</p>
Government		<p>Structure of the county is outdated and more suited to a large county</p>		<p>Upcoming elections, don't know what will happen with control of healthcare</p>
Local Resources	<p>First responders and law enforcement</p>	<p>Lack of access to affordable food</p> <p>Lack of healthy food</p> <p>Lack of transportation</p> <p>Lack of funding for law enforcement means they often cannot respond</p> <p>Lack of money</p> <p>Shortage of childcare</p> <p>Scarcity of eldercare</p> <p>Few recreational facilities</p> <p>The sole public pool is only open seasonally</p>	<p>Community gardens for healthy food</p>	<p>Lack of first responders for emergencies</p> <p>Shortage of law enforcement</p>
Housing		<p>Severe lack of affordable housing</p> <p>Large amount of homelessness and couch-surfing</p>		
Health System	<p>A more holistic, whole person approach to care is being adopted</p> <p>Health improvement is gaining momentum</p> <p>The hospital in Gold Beach is an excellent resource</p>	<p>Lack of healthcare services</p> <p>Lack of healthcare providers</p> <p>Lack of specialty care</p> <p>Currently there are no tobacco cessation programs</p> <p>Must travel long distances to obtain services</p>	<p>Opportunity to begin tobacco cessation classes</p> <p>Hospital is growing</p> <p>Expanded urgent care in Brookings</p> <p>Opportunity for</p>	<p>Poor provider retention</p> <p>Competition amongst organizations for clients and funds</p> <p>Lack of federal and state funding that organizations have</p>

	<p>More services are now available than ever before Ready ride (AllCare's transportation service) can provide rides to more than just office visits Integrated services clinic at Curry Community Health Coordinated Care Organizations Curry Medical Center School Based Health Center Female telepsychiatrist available There are more dentists, there is now an OHP provider Care management Mental health services</p>	<p>Lack of access Hospital is located in the tsunami inundation zone Lack of OHP assisters makes it difficult to enroll and delays cares Lack of mental health support High levels of chronic illness Not enough care coordination and integration Severe lack of psychiatrists, only one in the county and he's male Long wait times to schedule appointments No dialysis services within the county</p>	<p>partnerships and collaboration Preventative care Wellness programs such as Living Well with Chronic Conditions Collaborate with California Endowment, see the state border as an opportunity rather than an obstacle Collaborate with the Tolowa Dee-ni' Nation Advocacy groups help patients obtain quality care</p>	<p>come to rely on Media promotes obtaining care outside of Curry County Lack of sustainable funding Healthcare reform-access to care is confusing for many</p>
Social Supports and Services	<p>Oasis Shelter Home Adult Protective Services</p>	<p>Lack of support for the homeless Lack of support services for veterans</p>	<p>Grants are available</p>	<p>Lack of sustainable funding</p>
Business and Employment		<p>Port of Gold Beach is unable to accommodate large ships Weak Chamber of Commerce High unemployment rate Lack of jobs Lack of industry</p>		<p>Finance Poor economy Lack of diverse economy Highly seasonal</p>
Land, Environment, and Recreation	<p>Outdoor recreation opportunities Abundant natural resources and natural beauty CCOs will assist members in paying for gym membership</p>	<p>Limited recreation/leisure opportunities No aquatic of community recreation centers</p>		
Miscellaneous		<p>Disaster preparedness</p>	<p>Ability to make changes</p>	<p>Safety Catastrophic events, especially fire and tsunami Aging infrastructure, especially bridges</p>

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