

COMMUNITY HEALTH IMPROVEMENT PLAN (CHIP)



Center for Human Development, Inc.

"Working for Healthy Communities"

www.chdinc.org

UNION COUNTY, OREGON, 2023

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EXECUTIVE SUMMARY

The Center for Human Development is pleased to present the Community Health Improvement Plan to community members, community and organizational partners, and city and county leaders.

In order to create a healthier Union County, CHD staff have worked with community-based organizations and community partners in reviewing key health indicators through discussions and surveys to develop solutions for addressing Union County's most pressing health priorities.

The purpose of the Community Health Improvement Plan is to outline specific strategies that will improve the health of Union County residents.

Through this process, the CHD Public Health staff developed a vision to foster an inclusive, collaborative, empowered, and resilient community where everyone has equitable access to resources, support, and high-quality services, ensuring their health needs are met while promoting unity, education, and a safer environment through strong partnerships and effective communication to reach optimum health, well-being and quality of life. This plan incorporates strategies for making the most timely and critical steps to realize this vision.

VISION STATEMENT

Our vision is to foster an inclusive, collaborative, empowered, and resilient community where everyone has equitable access to resources, support, and high-quality services, ensuring their health needs are met while promoting unity, education, and a safer environment through strong partnerships and effective communication.

COMMUNITY VALUES

- **Unity-** A healthy community has a strong sense of unity among its members.
- **Inclusiveness-** Inclusiveness makes a healthy community by promoting diversity, empowering individuals, and making people feel supported and connected to the community.
- **Collaboration-** Collaboration can lead to greater access to services and information for everyone in the community, build trust and a sense of belonging among community members, and community members working together towards the same goals.
- **Empowerment-** An empowered community makes its members feel equal and inclusive in all decision-making processes as well as the same opportunities for resources.
- **Resiliency-** A resilient community finds ways to overcome obstacles and differences together.
- **Equity-** An equitable community ensures that there is a fair and just distribution of resources, opportunities, and power for all individuals.
- **Education-** Access to health information and education opportunities improves awareness of healthy behaviors, health promotion, and available resources.
- **Safety-** A safe community ensures that all its members feel secure, protected, and supported in their community.

INTRODUCTION & BACKGROUND

In mid-2022, CHD Public Health began the planning process for a Community Health Assessment (CHA) and creating a Community Health Improvement Plan (CHIP). Realizing that the Grande Ronde Hospital had already conducted a Community Health Assessment (CHA), the public health department decided to adopt the assessment findings the hospital compiled. The public health department also realized that there have already been two CHIPs created for Union County by the Grande Ronde Hospital and Eastern Oregon Care Coordinator Organization (EOCCO). Due to this reason, the public health department decided to create an improvement plan based on the health priorities created by the two organizations instead of creating a new one.

The purpose of the Community Health Assessment was to:

- Learn about the health status of the people in Union County;
- Determine the important factors that contribute to health;
- Identify areas for health improvement; and
- Identify the resources that can be mobilized to improve the health of Union County.

The purpose of the Community Health Improvement Plan is to:

- Improve organizational and community coordination and collaboration
- Increase knowledge about public health and the interconnectedness of activities
- Strengthen partnerships within state and local public health systems
- Identify strengths and weaknesses to address in quality improvement efforts
- Continue to demonstrate conformity with public health accreditation
- Provide benchmarks for public health practice improvements

FRAMEWORK & PLANNING PROCESS

When we use the term health, we mean more than the absence of disease. According to the World Health Organization (1948), “Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.” It includes an understanding that the underlying determinants of health include our health behaviors, environments in which we live, health care settings, educational attainment, and social support systems around us.

The Union County Community Health Improvement Plan (CHIP) identifies priority objectives for improving health and quality of life in Union County. These priorities were adopted from the previous improvement plans created for Union County. The chosen priority objectives aim to provide the greatest improvements in lifelong health and advance health equity by providing more equal access to conditions in which people can be healthy.

The CHIP health priorities, objectives, and strategies were put together from discussions and feedback received from meetings with community-based organizations, community partners, and existing workgroups including the Modernization group and Equity Collaboration group, CHD staff, and survey findings distributed at outreach events, clinics, and all staff meetings. CHD public health ensured that the surveys were distributed and filled out by a diverse group of people that represented the population of Union County. Results from the surveys helped form the vision statement for the health of communities in Union County.

Community Profile and Demographics

Union County, Oregon is home to an estimated 26,196 people according to the U.S. Census Bureau's 2022 population estimates. It is the 16th largest county in Oregon by total area. 92.3% of the population is White, 0.08% Black or African American, 1.4% American Indian and Alaskan Native, 1.2% Asian, and 1.5% Native Hawaiian and other Pacific Islanders. The employment rate is 54% compared to 57.6% for the state of Oregon. The poverty rate is 14.2% compared to 12.2% for the state. The disability rate is 16.8% compared to 15.1% for the state. 7.2% of people in Union County are without health coverage compared to 6.1% for the state (United States Census Bureau).

Union County has a slightly older population than the state. The median age in Union County is 40, compared to 38.8 for the nation. The elderly or the senior population over the age of 65 is 20.66% compared to 16.04% nationwide. Similar to the rest of the nation, Union County's population is aging. The table below gives the age breakdown of the county population.

Union County Population by Age

Age	Percent
Under the age of 15	18.13%
15-29 years	20.92%
30-64 years	40.29%
64-84years	18.34%
85 years and older	2.32%
TOTAL	100%

Source: U.S. Census Bureau American Community Survey 2017-2021

COMMUNITY HEALTH IMPROVEMENT PLAN

This Community Health Improvement Plan is for all people and organizations interested in improving the health of Union County. The Health Priorities and Strategies are offered to focus the attention and work of policy-makers and organizations, including local government agencies, educational institutions, employers, health care organizations, non-profit and community-based organizations, faith communities, and others.

Health Priority #1: Social Determinants of Health

Health Priority #2: Mental and Behavioral Health Services

Health Priority #3: Prevention and Wellness

HEALTH PRIORITY ONE: SOCIAL DETERMINANTS OF HEALTH

The first health priority in Union County is Social Determinants of Health.

Health Priority #1: Improve the health of the community by identifying, understanding, and addressing social determinants of health.		
Health Outcomes		
Measurable Objectives		
<ul style="list-style-type: none"> • Increase access to affordable housing in Union County • Increase healthcare access and quality in Union County • Decrease food insecurity and increase access to sources of healthy food in Union County 		
Strategy 1: Increase collaboration and partnership with community organizations including hospitals, clinics, housing authorities, businesses, and local farmers to help decrease the impact of health inequity.		
<i>Performance Measure</i>	<i>Target by 2027</i>	<i>Responsible Parties</i>
<ol style="list-style-type: none"> 1. Quarterly Meetings with key stakeholders 2. Work with groups to measure the allocation and 	<ol style="list-style-type: none"> 1. Strong established relationships maintained through collaboration and partnership 	Center for Human Development, Inc., community partners, clinics, hospitals, housing authority, businesses, local farmers

distribution of resources to address inequities		
Strategy 2: Review barriers related to housing, access to healthcare, and food insecurity that prevent Union County residents from receiving the care they need.		
<i>Performance Measure</i>	<i>Target by 2027</i>	<i>Responsible Parties</i>
Identify the top 3 barriers within each determinant of health	Form working groups specific to each barrier to help overcome barriers	Center for Human Development, Inc., Housing Authority, Northeast Oregon Network, and Hospital and clinics

Strategy 3: Develop a coordinated referral system to connect individuals and families in need with housing, healthcare, and food assistance resources.		
<i>Performance Measure</i>	<i>Target by 2027</i>	<i>Responsible Parties</i>
Advocacy for policy change for easier referrals	Identify issues and goals that outline the desired outcomes of our advocacy efforts	Center for Human Development, Inc., Community partners

HEALTH PRIORITY TWO: MENTAL AND BEHAVIORAL HEALTH

The second health priority in Union County is Mental/Behavioral Health.

Health Priority #2: Increase access to mental and behavioral health resources for Union County residents.	
Health Outcomes	
Measurable Objectives	<ul style="list-style-type: none"> • Increase the number of recovery centers and peer support groups in Union County • Increase mental health and behavioral health providers in Union County • Find effective ways to distribute information on available services to raise awareness



Strategy 1: Coordinate with existing recovery centers to find ways to share and exchange information to reach the targeted population.		
Performance Measure	Target by 2027	Responsible Parties
<ol style="list-style-type: none"> 1) Number of individuals reached through information-sharing efforts 2) Number of individuals who have accessed information materials 	<ol style="list-style-type: none"> 1) Increased outreach events, workshops, or outreach 2) Increased distribution of brochures, flyers, and educational materials 	Center for Human Development, Inc., Recovery Centers, Behavioral Health Team

Strategy 2: Coordinate with mental health and behavioral health providers on how to increase their capacity to accept more clients in a timely manner.

<i>Performance Measure</i>	<i>Target by 2027</i>	<i>Responsible Parties</i>
<ol style="list-style-type: none"> 1. Identify the average wait time and the cause of wait time and delays for initial appointments 2. Conduct surveys for clients and providers to collect feedback 	<ol style="list-style-type: none"> 1. Work and communicate with providers to implement a more timed and effective system to streamline scheduled appointments 	Center for Human Development, Inc., Mental and Behavioral health providers

Strategy 3: Collaborate with health insurance companies to reduce barriers for uninsured individuals who need mental health/behavioral health services.

<i>Performance Measure</i>	<i>Target by 2027</i>	<i>Responsible Parties</i>
<ol style="list-style-type: none"> 1. Identify barriers that prevent individuals from getting health insurance 	<ol style="list-style-type: none"> 1. Increased resources and education/awareness on available insurance companies in the area and work with providers to accept different health insurance 	Center for Human Development, Inc., Northeast Oregon Network, Health Insurance Companies

HEALTH PRIORITY THREE: PREVENTION AND WELLNESS

The third health priority in Union County is Prevention and Wellness.

Health Priority #3: To increase wellness and prevention activities within the community.	
Health Outcomes	
Measurable Objectives	
	<ul style="list-style-type: none"> • Increase community knowledge of the importance of preventive care. • Increase community access and education on preventive care and services



Strategy 1: Collaborate with the hospital and clinics on how to share and exchange information to promote awareness of preventive care and services available.		
<i>Performance Measure</i>	<i>Target by 2027</i>	<i>Responsible Parties</i>
Quarterly meetings with hospital and clinic representatives	<ol style="list-style-type: none"> 1. Identify existing and new groups and communication channels the hospital and clinics utilize 2. Use those groups and communication channels to promote awareness of 	Center for Human Development, Inc., GRH hospital and clinics

	preventive care and services available	
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Health Priority #3: To increase wellness and prevention activities within the community.

Strategy 2: Collaborate with the hospital and clinics to do outreach events to educate the community on the importance of wellness and preventive care.

<i>Performance Measure</i>	<i>Target by 2027</i>	<i>Responsible Parties</i>
1) Number of individuals referred to wellness and preventive care services as a result of outreach events 2) Measure the impact of outreach events on the community's overall awareness of the importance of wellness and preventive care	1) Increased distribution of brochures, flyers, and educational materials	Center for Human Development, Inc., clinics, hospital

Strategy 3: Collaborate with health insurance companies to reduce barriers for non-insured individuals who may need preventive care services.

<i>Performance Measure</i>	<i>Target by 2027</i>	<i>Responsible Parties</i>
1. Identify the barriers that prevent individuals from getting health insurance	1) Increased resources and education/awareness on available insurance companies in the area	Center for Human Development Inc., Northeast Oregon Network, Health insurance companies

<p>2. Develop a policy that provides subsidized access to preventive care services for uninsured individuals through health insurance</p>	<p>2) Evaluate the impacts of the recommended policy on uninsured individuals and how it helps alleviate disparity experienced among groups</p>	
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CONCLUSION

The Community Health Improvement Plan aims to improve the health of the community in collaboration with community partners. While health priorities have been identified, the strategies to improve health will evolve over time. There will be workgroups that will continue to work together to ensure the strategies and objectives outlined in this document are operationalized and come to fruition. In the years ahead, additional community health assessments will be needed to evaluate these health promotion efforts and assess progress toward the shared vision for a thriving Union County.

