



**BRIGHT**  
Coalition

*Barren River Initiative To Get Healthy Together*

# Community Health Plan 2019-2021

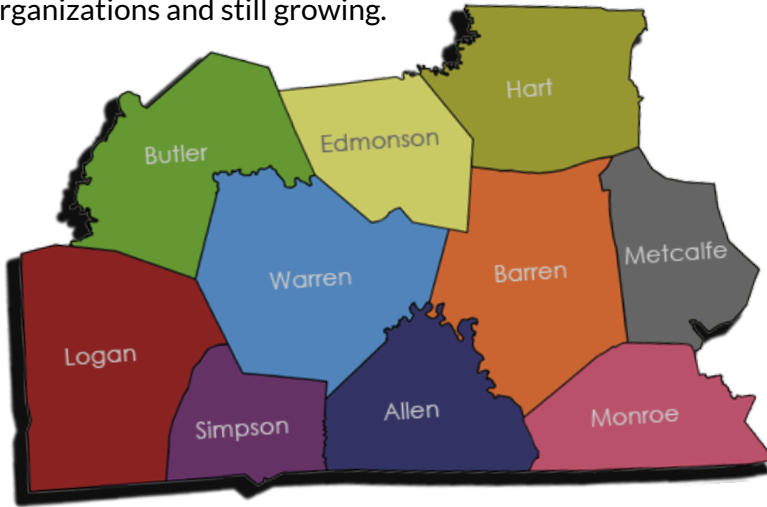
## Executive Summary



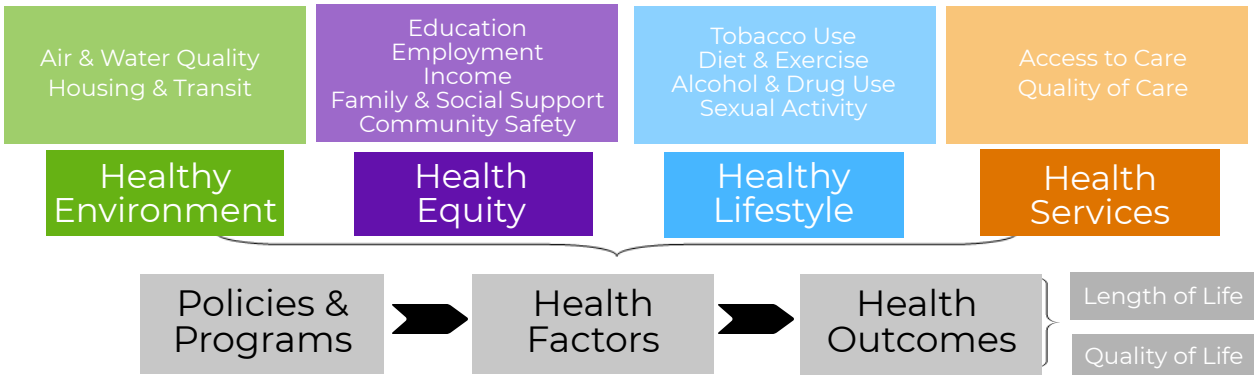


# Community Health Assessment

The BRIGHT (Barren River Initiative to Get Healthy Together) Coalition formed in 2011 to answer the question, "How can leaders of South Central Kentucky's rural communities work together to improve out overall health status, strengthen the local economy, contribute to education successes, and improve quality of life?" Since then, the coalition has grown from it's original seven community partners: Barren River District Health Department, Caverna Memorial Hospital, The Medical Center at Bowling Green, The Medical Center at Franklin, The Medical Center at Scottsville, Monroe County Medical Center, and TJ Samson Community Hospital to 47 organizations and still growing.



Planning for change-  
for a **BRIGHTer**  
future for all  
residents of the  
BRADD!



*Our Vision for the BRADD*

# Exploring Data, Listening, and Planning



**Assessment** - In May 2018, the coalition began Cycle 3 of assessment and planning activities, with a focus on social determinants of health.

| Assets and Gaps  | Forces of Change   | Community Survey*   |
|--|--|---|
| <p><u>Assets:</u></p> <ul style="list-style-type: none"> <li>• Access to Feeding Programs</li> <li>• Access to OBGYNs</li> <li>• Syringe Exchange Program in 2 Counties</li> <li>• KY ASAP</li> <li>• Lifeskills</li> </ul> <p><u>Gaps:</u></p> <ul style="list-style-type: none"> <li>• No Bike Lanes</li> <li>• No Detox Facilities</li> <li>• No Syringe Exchange Program in remaining 8 Counties</li> <li>• Food Deserts</li> <li>• Long Commutes</li> <li>• Lacking Mental Health Providers</li> <li>• Regional Transit Plan</li> </ul> | <ul style="list-style-type: none"> <li>• Lack of jobs for degree holders and above minimum wage</li> <li>• 1115 Medicaid Waiver</li> <li>• Cottage Law</li> <li>• Local Milk Bank</li> <li>• Housing Costs</li> <li>• Political Climate</li> <li>• Immigrants</li> <li>• Lack of infrastructure to support increased traffic</li> <li>• Potential Law - Medical Marijuana</li> </ul> | <ul style="list-style-type: none"> <li>• Accessing health care services is important</li> <li>• Safety in my neighborhood is important</li> <li>• We buy fresh &amp; healthy foods at the grocery store, but for some the cost makes it hard</li> <li>• We like to be physically active at parks</li> <li>• Tobacco affects our health in the community</li> <li>• Office hours make accessing health care services difficult</li> <li>• We aren't visiting a doctor or dentist yearly to receive routine care</li> <li>• Most of us drive alone less than 30 minutes to work</li> </ul> <p>*The survey did not get enough results to be statistically representative of the community.</p> |

**Facilitation and Process** - Throughout all community health assessment and planning phases, the Barren River District Health Department has provided the process, meeting facilitation, staff support, and reporting. The Barren River Area Development District has provided meeting space. Assessment activities have followed the Mobilizing for Action through Planning and Partnerships (MAPP) framework.

**Promoting a Gold Standard Environment** - Partners reviewed evidence-based practices and strategies for improving community health status. For each priority health issue, they identified **those gold standard practices and policies** that would be found in an ideal situation. Our strategies for this community health improvement plan are based on a **few key (priority) gold standards** that any peer organizations should consider to make a difference in services, policy improvement, and education. All of these 'starting point' recommendations can be found on the coalition website.

**Stakeholder Leadership Groups** - Within the BRADD region, people routinely cross county lines for work, shopping, family, and health care. As a regional coalition, BRIGHT partners have taken a 'systems approach' by looking at four segments of the community to address the Priority Health Issues. Our four Stakeholder Workgroups are described below. These partner groups have developed action plans with their peer leaders in mind.



*The Barren River Initiative to Get Healthy Together (BRIGHT) Coalition envisions every resident in the Barren River Area Development District will have the best quality of life possible by ensuring a safe place to live, work, and play. Healthy individuals, families, and communities are the cornerstone of this vision and include equal opportunities to be healthy with an emphasis on personal responsibility for their own health and wellness and collaboration among all stakeholders.*



# Priority Health Issues

## Healthy Lifestyle

A healthy lifestyle is a way of living that involves making choices that reduce the risk for chronic disease & illness and that improves overall health & well being. Healthy lifestyle focuses on tobacco use, diet & exercise, alcohol & drug use, and sexual activity behaviors.

Despite cigarette taxes increasing by 50 cents in May 2018, Kentucky still has the highest adult smoking and second highest youth smoking rates in the country. In addition, more youth are using e-cigarettes, raising concerns about the effects of nicotine and other harmful chemicals in developmental years. Metcalfe County (26%) is the only county in BRADD to have a higher smoking rate than the overall state of KY (24%).

Diet & exercise are essential to a healthy lifestyle. The percentage of adults & children who are overweight or obese continues to rise, and youth are developing chronic diseases at earlier ages. Kentucky has one of the highest adult and children obesity rates in the country. Six BRADD counties have a higher obesity rate than the state (34%) and seven counties were more physically inactive than the state (28%). Access to adequate foods plays a significant role in the risk of being overweight or obese, and a significant number of BRADD residents experience food insecurity.

Alcohol & drug use has had a significant impact on the quality of life for BRADD residents. Four out of the ten counties had a percentage of driving deaths with alcohol involvement greater than the Kentucky rate (28%), with Monroe County being the highest at 43%. In addition, the percentage of adults reporting excessive drinking increased in each county from 2016 to 2018.



## Health Services

Access to & quality of health services is important for promoting good health and preventing/treating chronic illnesses and disease. Healthy People 2020 indicates that people with a usual source of care have better outcomes, fewer disparities, and lower health care costs.

Insurance plays a role in the access to and quality of care that patients receive. Kentucky ranks fairly high in the number of adults who have insurance coverage, with only 5.3% of adults uninsured, with the BRADD region having slightly more uninsured adults at 7%.

Patients with access to a primary care physician typically have better health outcomes and live longer, healthier lives. In Kentucky, the ratio of population to primary care physician is 1,500:1. In the BRADD region, only two counties are doing better than the KY state ratio at 1,180:1 in Barren and 1,400:1 in Warren.

Mental health is increasingly recognized as an important health issue in the U.S, with nearly one in four people expected to be affected by a mental or neurological disorder at some point in their lives. Kentucky has a population to mental health provider ratio of 520:1. In the BRADD region, Warren County is the only county to rank below the KY state ratio at 470:1, with the average in the BRADD region at 1,393:1.

The rate of preventable hospital stays often reflects the access to and quality of care. In Kentucky, the number of preventable hospital stays per 1,000 Medicare enrollees is 77 per 1,000. The BRADD region has a slightly higher number of preventable hospital stays at nearly 111 per 1,000.



## Cross-Cutting Initiatives

### Substance Use Disorder

The BRIGHT Coalition and our community partners realize the impact that substance use disorder has on our community. In November of 2018 the Substance Use Disorder Regional Forum was held as a means to bring together professionals from the ten BRADD counties and discuss a plan for action in our region. From this forum, three work-groups were formed: Prevention, Education, and Recovery. Professionals from the community continue to meet to adequately ensure that as a region we are addressing the needs for these three pieces with the goal of having a Substance Use Disorder Response Plan in place to improve outcomes.



## Health Equity

Health equity ensures that everyone has an equal opportunity to reach their full potential in consideration of education level, employment status, income level, family & social support system, and community safety.

Children in single-parent households are becoming increasingly common across the U.S. Children that grow up in single-parent households typically don't have the same opportunities or resources as children that grow up in two-parent households, and are more likely to drop out of school, have a teen pregnancy, and experience divorce as an adult. Throughout the BRADD counties, the number of children living in single-parent households ranges from 22% to 34%.

Level of education has long been associated with level of health - the greater the education level, the greater the health. In the BRADD 82% of adults aged 25+ have graduated high school, compared to 85% for Kentucky.

Level of income is additionally associated with level of health - the greater the income, the greater the health. In 2016, the median household income for Kentucky was \$44,811, with the BRADD region slightly lower at \$42,066. 5% of Kentuckians age 16+ were unemployed but seeking work, in comparison to nearly 4.6% who were unemployed in the BRADD region.



## Healthy Environment

Clean air, safe drinking water, affordable housing, and access to transportation in a community are essential to overall health and well being. The built environment of a community plays a significant role in the health of its residents. Adequate sidewalk and bike paths for people to walk or bike on enable more people to be physically active, improve air quality, and strengthen the bond between residents in a community.

Contaminated drinking water sickens nearly 1.1 million people per year. Clean water is important not only to prevent illness, but to prevent birth defects, cancer, and other health complications. In 2016, the BRADD region had no water violations within all 10 counties. In 2018, half of the counties had at least one water violation with their community water system.

Quality housing is important to health as poor housing conditions can result in injuries, poor mental health, slowed childhood development, and other chronic illnesses and diseases. In the BRADD region, a significant number of households have severe housing problems - overcrowding, high costs, or lack of kitchen or plumbing facilities. The development of mixed-use areas are encouraged to increase physical activity, enhance transportation options, and improve infrastructure.

Length of commute is associated with a variety of health complications. The longer the commute, the greater the risk for high blood pressure, high blood sugar, depression, anxiety, back & neck pain, as well as reduced sleep and overall life satisfaction. In BRADD, 7 counties had a commute longer than 30 minutes higher than the average of KY (29%). In addition, the majority of BRADD residents drive alone to work.



## Health in All Policies (HiAP)

This is a collaborative approach to improve the health of all community members by incorporating health considerations in decision-making across all sectors and policy areas. The core of HiAP is an approach to addressing social determinants of health, which are key drivers of health outcomes and health inequities. Working together we can be successful in advancing improvement to health and closing health disparities by institutionalizing considerations of health, equity, and sustainability as a standard of decision-making processes.



# The BRADD Community

## Healthy Lifestyle

Increase access to fresh and healthy foods for those in the most disparate populations in our communities.

- Serve as a community health resource by consistently informing the public about farmer's markets, community gardens, seed libraries, mobile grocery store, and other healthy food opportunities that aim to bridge the food access gap by utilizing social media campaigns, the BRIGHT website, and through other media sources.
- Participate in existing community programs, services, and events (such as giving free veggie samples, recipes, & information booths and participating in community gardening) in order to collaborate with other organizations and businesses, gain coalition partnerships, and aid in the utilization of community efforts to increase access to healthy food.
- Collaborate with the Warren County Public Library to initiate a seed library in one of our rural counties.

Improve education on substance use, alcohol use, and increase mental health awareness surrounding these topics.

- Make the Targeting Youth Substance Abuse (TYSA) grant available to school districts within the BRADD to encourage applying for, and receiving funds to educate students on substance abuse.
- Work with local communities and decision makers to adopt tobacco-free policies and educate decision makers about policies related to tobacco.
- Use mass media to promote PSAs that prevent initiation of negative behaviors.

Promote exercise opportunities and healthy lifestyle habits to BRADD residents.

- Promote physical activity opportunities via social media to increase the number of residents reporting physically active days.
- Educate schools and school districts about walk/bike to school events and walking buses.
- Generate logs for GAS (Get Active Simpson) group to log activity and promote programs like GAS to other counties.

## Health Services

Increase access to primary care services for individuals living in BRADD.

- Use telemedicine to deliver consultative, diagnostic, and treatment services remotely for patients in areas with limited access to primary care providers.
- Provide physicians and mid-level practitioners with educational and training opportunities to learn more about working with rural communities.
- Increase access to health care services for elementary, middle, and high school students to provide comprehensive school health services (mental, dental & behavioral health) in an integrated fashion.

Increase access to behavioral health and substance use disorder services throughout BRADD.

- Use telepsych for mental health services to deliver consultation, diagnostic, and treatment services remotely to patients in rural areas of BRADD.
- Expand behavioral health services on school premises to students of all ages provided by a school clinical psychologist through school-based comprehensive health center.
- Advocate for behavioral health legislation that increases access to behavioral health services, including treatment for substance use disorder.
- Increase the number of primary care providers (PCPs) offering evidence-based behavioral health and substance use disorder treatment.

Improve clinical outcomes by increasing utilization of community health workers and patient navigators.

- Utilize a chronic disease management program (CDMP) to implement multi-component efforts that support patients' abilities to actively manage their health conditions.
- Increase awareness of changes to Medicaid through the 1115 Waiver to healthcare providers, who will then help spread awareness to the affected Medicaid members directly.

Increase the number of syringe exchange programs (SEPs) in BRADD.

- Educate local county governments on the importance and benefits of having a syringe exchange program in their county.

Develop access to medical detox beds in BRADD hospitals.

- Develop access to medical detox beds through inter-agency cooperation among area hospitals, local health departments, and insurers.



## Health Equity

Increase support for healthy child and family development.

- Early childhood home visiting programs provide at-risk expectant parents and families with young children information, support, and training regarding child health, development, and care from prenatal stages through early childhood.
- Work with community organizations to establish resource list of certified car seat installers, places where car seats can be obtained free, and plans for educating families about car seat safety.
- Work with Family Resource & Youth Service Centers (FRYSCs) to increase promotion of parent engagement in school programs and utilization of resources.
- Use the Women Infants & Children (WIC) program to promote nutrition food choices, education, and referrals to community services for prenatal stages through age 5.

Educate residents and community organizations on available human and social services.

- Utilize health communication & social marketing to educate the community about available resources.
- Enhance navigator and community health worker activities to effectively address social determinants of health and chronic disease management.
- Increase cross-sector collaboration to facilitate support for residents and organizations seeking available human and social services.

Implement a Health in All Policies (HiAP) approach across BRADD.

- Create and distribute educational materials through various communication methods to increase awareness/understanding of impact of policies on social determinants of health.
- Bring more partners to BRIGHT Coalition meetings that are interested in HiAP approach.
- Identify organizational practices and policies that are most feasible to be considered for HiAP.

## Healthy Environment

Educate BRADD residents on the cleanliness of our water resources and air quality, and how it impacts health.

- Encourage use of storm water management plans to control and utilize storm water runoff to reduce flooding, lower demand on existing water systems, and support healthy rivers and streams by minimizing the introduction of pollutants.
- Educate the public about the existence of “ground ozone” and ways to enhance ambient air quality.

Promote plans that affect how residents commute within the region and how they live in proximity to where they need to be.

- Introduce multimodal transportation options throughout the BRADD region.
- Encourage the development of areas that combine residential and commercial zones (otherwise known as mixed-use areas) that will improve walkability, encourage biking, and provide affordable housing.
- Improve areas with severe housing problems by encouraging mixed use development projects within those areas.

# A Call to Action- For you!

## How can you or your organization be involved in our Community Health Plan?

The BRIGHT Coalition would like to invite all community members who are passionate about improving health outcomes within the Barren River Area Development District to join us as we embark upon this three-year mission to improve health outcomes, minimize health disparities, increase overall health service quality, and educate the regional population about elevating their quality of health.

BRIGHT currently operates with four stakeholder work-groups: Healthy Lifestyle, Health Services, Health Equity, and Healthy Environment. The Healthy Lifestyle work-group focuses on improving health behaviors such as tobacco use, diet and exercise, alcohol and drug use, and sexual activity. The Health Services work-group seeks to improve the quality of care and access to care for our regional citizens. The Health Equity work-group looks to minimize disparities in education, employment, income, family and social support, and community safety. The Healthy Environment work-group addresses housing and transportation issues within the region, as well as educates the public about particulate matter and ground-level ozone in the air and water quality.

Information on meeting dates and times are posted on the BRIGHT website.  
Please reach out to us if you have any questions.



[www.BRIGHTcoalition.org](http://www.BRIGHTcoalition.org)

On our website, see full versions of:  
**2019-21 Community Health  
Assessment Report and the  
BRADD Community Health Plan  
2019-21**



@theBRIGHTcoalition



@BRIGHTcoalition