



# Roadmap to a Vibrant, Diverse, and Healthy Community

2013 COLUMBIA/BOONE COUNTY COMMUNITY HEALTH ASSESSMENT

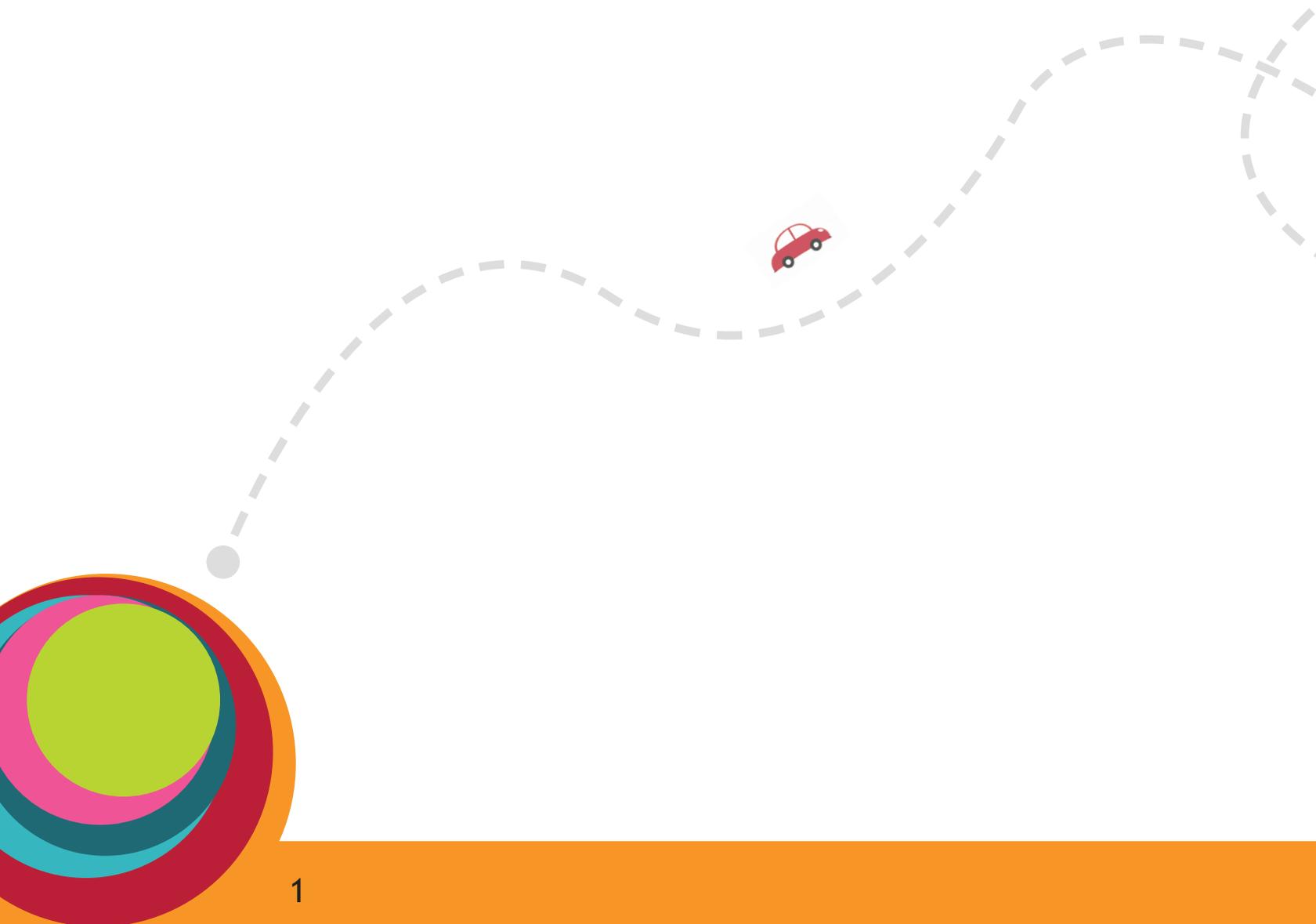


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# Table of CONTENTS

LETTER FROM THE DIRECTOR	2
VISION STATEMENT	4
COMMUNITY VALUES	4
FIVE STRATEGIC ISSUES	5
THE MAPP PROCESS	6
PUBLIC HEALTH SYSTEM DIAGRAM	16
THE PARTICIPANTS	17
FOR MORE INFORMATION	20



# Letter from the DIRECTOR

## *Roadmap to a Vibrant, Diverse, and Healthy Community*

This 2013 Boone County Community Health Assessment is more than charts and graphs. It is more than statistics and numbers. This assessment introduces a new approach to community health, one where programs and interventions are not based solely on “the numbers,” but also on what Boone County residents feel is important as they strive to live a healthier life.

A major function of local public health agencies is to monitor the health status of their community. While we have done community health assessments for years, they were heavily focused on data and lacked the voice of the community. For this assessment, we committed to investing our time and resources in order to hear directly from Boone County residents.

To guide the process, we chose to use the Mobilizing for Action through Planning and Partnerships (MAPP) framework because of its strong emphasis on community input. MAPP is a nationally-recognized process developed by NACCHO (the National Association of County and City Health Officials) and CDC (Centers for Disease Control and Prevention) to aid public health agencies in the development of health assessments. This community-driven process would not have been possible without our local public health system partners, listed on pages 17-19.

Early in our MAPP process, community members developed a vision statement. During the remainder of the process, at every step, this vision was the guiding factor for all decisions:

*A vibrant, diverse, and caring community in which all individuals can achieve their optimum physical, mental, cultural, social, spiritual, and economic health.*

After the vision statement was developed, four interdependent assessments were conducted. Those assessments, when combined, provide a comprehensive snapshot of the specific health needs and opportunities in Boone County. Partners from across multiple sectors provided input and used data from the assessments to develop five strategic issues:

- **Safe & Healthy Neighborhoods:** How do we prevent crime and promote safe and healthy neighborhoods where people live, work, and play?
- **Healthy Lifestyles:** How do we create a community and environment which provides access, opportunities, and encouragement for healthy lifestyles?
- **Access to Health Care:** How can we increase access to and utilization of comprehensive health services?
- **Disparities:** How do we address the root causes of health disparities to ensure health equity?
- **Behavioral Health:** How do we reduce risky behaviors and the stigma associated with behavioral health?

# Letter from the DIRECTOR

In the coming months, we will continue to work with our partners and stakeholders to develop a Community Health Improvement Plan that identifies goals, strategies, activities, and resources to address the five strategic issues identified in the Community Health Assessment.

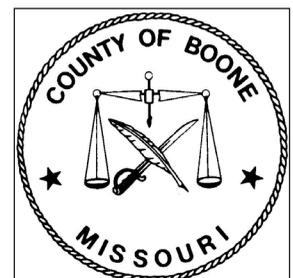
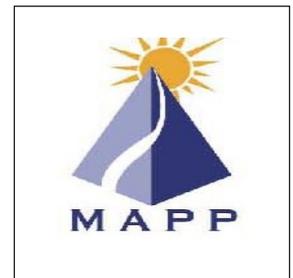
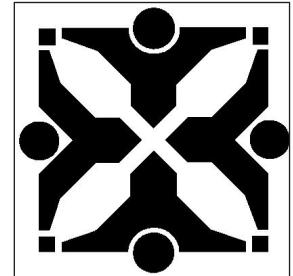
With help from partners in the local public health system (see page 16), Boone County's Community Health Improvement Plan will be implemented over the next five years. Through this effort, we will evaluate our programs and measure our outcomes to improve our planning efforts. Additionally, we are committed to developing data-driven performance measures and adopting evidence-based interventions rooted in sound research and/or practice to, ultimately, make a healthier Boone County.

Most importantly, we are driven to see that this report and the subsequent work of the Community Health Improvement Plan is beneficial and accessible to all who live, learn, work, and play in Boone County. On behalf of the Columbia/Boone County Department of Public Health and Human Services, thank you for your interest in our work. A special thanks to the nearly 2,000 Boone County residents who took the time to share their views, experiences, and priorities thus far. We invite you to use this plan to help inform and enhance your knowledge of the work currently underway to improve the community's health in Boone County. We encourage you to get involved and contribute to this effort as we seek to position Boone County as a vibrant, diverse, and caring community in which all individuals can achieve their optimum physical, mental, cultural, social, spiritual, and economic health.

Sincerely,



Stephanie K. Browning, Director  
Columbia/Boone County Department of  
Public Health and Human Services



# Vision STATEMENT

## Vision Statement

A vibrant, diverse, and caring community in which all individuals can achieve their optimum physical, mental, cultural, social, spiritual, and economic health.

## Community Values

- **Access** - Our residents will have equal access to the opportunities which support their achievement of optimum health.
- **Caring** - Our community will value respect, diversity, and service to others.
- **Excellence** - Our residents will strive for individual excellence in a community that maximizes resources and provides opportunities to succeed.
- **Knowledge-Sharing** - Our residents will be equipped with the knowledge, education, and means to change their behaviors, adopt healthy lifestyles, and maintain optimum health.
- **Preparedness** - Our community will be prepared to address health challenges due to unexpected events.
- **Shared Responsibility** - Our residents will take responsibility for their physical, mental, cultural, social, spiritual and economic health in a community which works together to provide and maintain a support system.
- **Wellness** - Our community will promote healthy behaviors which will reduce and prevent disease and improve the overall health of our residents.



# Strategic ISSUES

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## Five Strategic Issues

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Strategic issues are critical challenges to be addressed, as well as significant opportunities to be leveraged, in order for a community to achieve its vision. Data from all four MAPP assessments were used to develop the strategic issues for Boone County. Five strategic issues were identified by the Community Health Assessment and Mobilization Partners (CHAMP) group, which represents different sectors of the local public health system. Those five issues are:

1. How do we prevent crime and promote safe and healthy neighborhoods where people live, work, and play?
2. How do we create a community and environment which provides access, opportunities, and encouragement for healthy lifestyles?
3. How can we increase access to and utilization of comprehensive health services?
4. How do we address the root causes of health disparities to ensure health equity?
5. How do we reduce risky behaviors and the stigma associated with behavioral health?



# The MAPP PROCESS

## PHASE ONE

### **ORGANIZE FOR SUCCESS AND PARTNERSHIP DEVELOPMENT**

Columbia/Boone County Department of Public Health and Human Services (PHHS) partnered with members of the local public health system to form the organizational structure for the MAPP process. This structure includes the MAPP Core Team, CHAMP, and Steering Committee.

## PHASE TWO

### **CREATE A VISION**

Picturing Our Future community visioning sessions provided the platform for community members to share their views on the health of Boone County. This input was used in the development of our community vision: "A vibrant, diverse, and caring community in which all individuals can achieve their optimum physical, mental, cultural, social, spiritual, and economic health."

## PHASE THREE

### **THE FOUR ASSESSMENTS**

Members of the MAPP Core Team, CHAMP, and Steering Committee collected and reviewed the results of the four community assessments: Forces of Change Assessment, Local Public Health System Assessment, Community Health Status Assessment, and Community Themes and Strengths Assessment.

# The MAPP PROCESS

## ASSESSMENT 1

### FORCES OF CHANGE

The Forces of Change Assessment identified the trends, factors, and events that were likely to influence community health and quality of life, or impact the work of the local public health system. The CHAMP team members worked together to complete the Forces of Change Assessment. CHAMP used a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis to develop a more comprehensive picture of Boone County in addition to identifying the forces of change.

The assessment was designed with a Forces of Change brainstorming session followed by the SWOT exercise. The Forces of Change brainstorming session focused on the following questions:

- What has occurred recently that may affect our local public health system or the health of our community?
- Are there trends occurring that will have an impact? Describe.
- What forces are occurring locally? Regionally? Nationally? Globally?
- What may occur in the foreseeable future that may affect our public health system or the health of our community?

CHAMP members were placed in six groups and discussed the above questions. Answers were gathered, recorded within each group, and then categorized into opportunities or threats. The strengths and weaknesses were identified using a large group process. The following prompts were provided:

- What does our public health system do well that helps us to positively influence the health of our community?
- Where must our public health system improve in order to more positively influence the health of our community?



# The MAPP PROCESS

## ASSESSMENT 1

### • RESULTS

These forces were mentioned many times from different groups throughout the assessment:

- Affordable Care Act
- Crime and safety
- Disparities in achievement, earnings, and health
- Drug use and disposal
- Extensive health care services
- Funding
- Housing availability and development
- Increase in aging population and new retirees
- Medicaid expansion
- Rising number of students
- Social Media
- Transportation

# The MAPP PROCESS

## ASSESSMENT 2

### • LOCAL PUBLIC HEALTH SYSTEM

The Local Public Health System Assessment (LPHSA) helped to answer questions such as: “What are the components, activities, competencies, and capacities of our public health system?” and “How well are the 10 Essential Public Health Services being provided in our system?”

To complete this assessment, a subcommittee of representatives from the local public health system identified key people to include in the assessment process based on their knowledge of the system. The subcommittee assigned CHAMP members, staff from PHHS, and community members to each of the 10 Essential Public Health Services groups. The subcommittee chose to combine similar essential services and their respective participants. Therefore, each group of participants would contribute by answering questions regarding the standards of one or two of the 10 Essential Services.

To complete the 10 sections of the assessment, meetings were held on two consecutive days. Each day, participants initially met as a large group, then broke into separate small groups to address two Essential Services per group. The subcommittee chose not to combine Essential Services 7 and 10 with other groups due to the types of questions asked in each service, as well as the need for specific participants to answer the questions.

Sectors represented at the LPHSA:

- The local city/county public health agency
- The local governing entity
- Other governmental entities
- Neighborhood organizations
- Educational institutions
- Public safety and emergency response organizations
- Hospitals
- Primary care clinics and physicians
- Home health care
- Environmental and occupational organizations



# The MAPP PROCESS

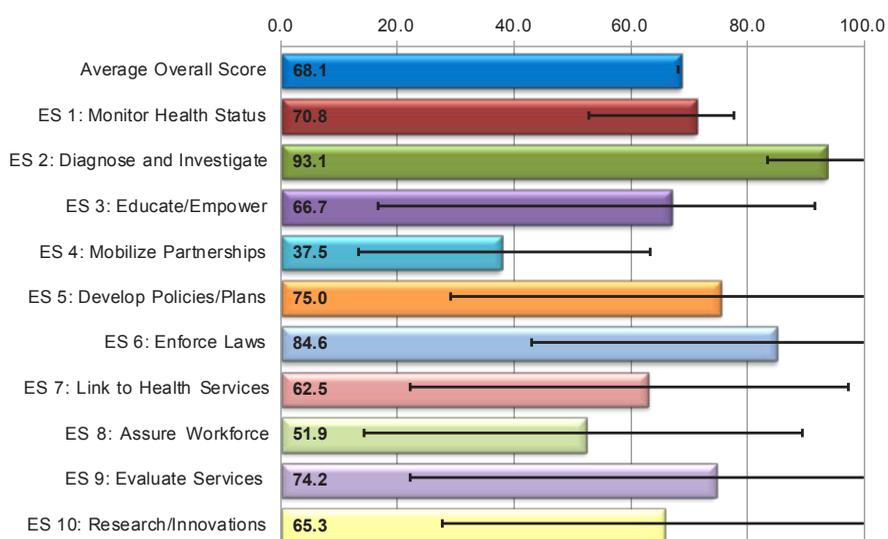
## ASSESSMENT 2

### RESULTS

Participants evaluated the local public health system’s performance for model standards of each Essential Service. Scores can range from a minimum value of 0% (no activity compared to the standard) to a maximum value of 100% (all activity performed compared to the standard). The chart below gives further descriptions of the assessment response options. Based upon the responses provided in the assessment, an average score was calculated for each Essential Service. The bar graph below demonstrates the local public health system’s average and range of scores for each of the 10 Essential Services.

A summary of assessment response options:	
Optimal Activity (76-100%)	Greater than 75% of the activity described within the question is met
Significant Activity (51-75%)	Greater than 50%, but no more than 75% of the activity described within the question is met
Moderate Activity (26-50%)	Greater than 25%, but no more than 50% of the activity described within the question is met
Minimal Activity (1-25%)	Greater than zero, but no more than 25% of the active described within the question is met
No Activity (0%)	0% or absolutely no activity

### Summary of Average and Range of Essential Service Performance Scores



# The MAPP PROCESS

## ASSESSMENT 3

### • COMMUNITY HEALTH STATUS

The Community Health Status Assessment provided quantitative information on the community's health and answers questions such as: "How healthy are our residents?" and "What does the health status of our community look like?" To complete this assessment, a subcommittee was formed to focus on identifying and analyzing key issues from a broad set of core indicators.

### RESULTS

Overall, Boone County is a healthy community with many health and community resources, well-educated residents, and a stable economy. The 2013 County Health Rankings and Roadmaps ranked Boone County sixth out of 115 counties in Missouri for overall health outcomes (County Health Rankings and Roadmaps, 2013).

Although good health outcomes and behaviors are prominent in Boone County, there are still gaps to be addressed. Disparities were identified between racial and socioeconomic groups in terms of income, education, birth outcomes, sexually transmitted diseases, chronic disease, and health outcomes. For some of these issues, the gap is markedly wide. With other indicators including obesity, child obesity, drug abuse, and mental health, limited information is available at the local level.



# The MAPP PROCESS

## ASSESSMENT 4

### COMMUNITY THEMES AND STRENGTHS

The Community Themes and Strengths Assessment focused on gathering the thoughts, opinions, and perceptions of community members in order to understand which issues are important to the community. This assessment helped to answer questions such as, “What are our community issues?”, “What are our community strengths?”, and “What needs to happen to help us reach our community vision?” A subcommittee was formed from the CHAMP group to gather community input. Two methods of data collection were utilized: a community survey and focus groups.

### RESULTS

Mental health, crime and safety, obesity, substance use, and health care access were common issues from both the survey and focus groups. Our community strengths include our infrastructure, community gardens, and vast health care system. A strong community and prosperous economy are needed to reach our community vision. Focus group responses focused on community assets and prevention. Survey responses emphasized the concerns our community members have about individual health, such as mental health, obesity, and substance use.

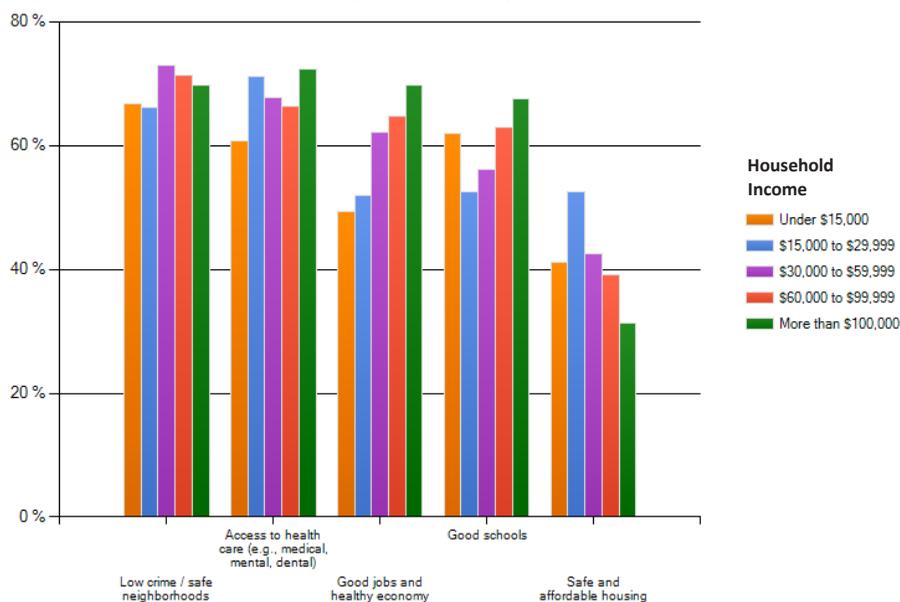
# The MAPP PROCESS

## ASSESSMENT 4

### RESULTS

A community survey was completed by 1,653 Boone County residents in June 2013. The answers to the first question, which asked about the five most important factors for a healthy community, were consistent among all household income levels. This is demonstrated in the bar graph below. The top five responses to the three survey questions are listed in the table below.

**Top Five Factors for a Healthy Community by Household Income**



**Top Five Responses from Community Survey**

What do you think are the five most important factors for a "Healthy Community?"	Among adults, which five health conditions or behaviors have the greatest impact on overall community health?	Among youth (age 0-18), which five health conditions or behaviors have the greatest impact on overall community health?
Low crime/safe neighborhoods 70.5%	Obesity 43.6%	Drug abuse 39.6%
Access to health care 66.7%	Drug abuse 42.4%	Bullying 36.3%
Good schools 60.3%	Mental health 42.4%	Dropping out of high school 35.0%
Good jobs/healthy economy 60.3%	Alcohol abuse 36.1%	Obesity 35.0%
Safe and affordable housing 39.9%	Poor eating habits/choices 29.6%	Mental health 34.4%



# The MAPP PROCESS

## ASSESSMENT 4

Eight community focus groups were held in June 2013, in which a total of 72 Boone County residents participated. The tables below list the top responses to the three focus group questions as well as the comments specific to each geographic area.

Question 1: When thinking about health, what are the greatest strengths in our community?	Question 2: What are the most important health related issues in our community?	Question 3: What would help us achieve optimum physical, mental, cultural, social, spiritual, and economic health?
<p><b>Health Care:</b> many medical providers, hospitals, clinics, options for uninsured;</p> <p><b>Community:</b> people care for one another, friendly, involved;</p> <p><b>Food &amp; Nutrition:</b> community gardens, farmers markets, "Buddy Packs";</p> <p><b>Infrastructure:</b> walkable/ bikeable community</p>	<p><b>Public Safety:</b> bicyclist safety, increasing violence, gun violence, unsafe driving habits;</p> <p><b>Substance Use:</b> excessive alcohol consumption, youth drug use;</p> <p><b>Vulnerable Populations:</b> aging population, homeless, veterans, disabled;</p> <p><b>Economy:</b> increasing unemployment for minorities, high cost of living, "fast cash" stores, growing poverty, reduction in funding for programs</p>	<p><b>Community:</b> more engaged community, community-based events, get to know your neighbor, revitalize neighborhood associations;</p> <p><b>Economy:</b> more economic opportunities, living wage jobs, funding to address issues, financial education</p>

Each focus group had comments specific to their geographic area:	
Ward 1	fewer "fast cash" and liquor stores, better food from supplemental programs
Ward 2	jobs that don't require advanced degree, nutrition information in restaurants
Ward 3	a sidewalk for wheelchairs, a neighborhood park
Ward 4	policies to influence health and healthy behavior, focus efforts on young children
Ward 5	healthy and local food mobiles, funding distribution tied to best practices/research
Ward 6	changes to policy and the built environment, more tax initiatives for vulnerable populations/services
Northern Boone	storm shelter in Harrisburg, improved GPS for ambulance response
Southern Boone	a recreation center in Ashland, a method for sharing community information

# The MAPP PROCESS

## PHASE FOUR

### ● IDENTIFY STRATEGIC ISSUES

Strategic issues are critical challenges to be addressed, as well as significant opportunities to be leveraged, in order for a community to achieve its vision. Phase Four was conducted between August and November 2013, during which the Steering Committee met on five occasions to review data and identify overarching strategic issues. Steering Committee members presented the final five strategic issues to CHAMP in November 2013.

## PHASE FIVE

### FORMULATE GOALS AND STRATEGIES

We are currently in Phase Five of the MAPP process. Work groups have formed around each of the five strategic issues. These work groups will identify goals and strategies for each strategic issue based upon the data gathered in Phase Three, from interview sessions with key stakeholders, and input from attendees at a community forum.

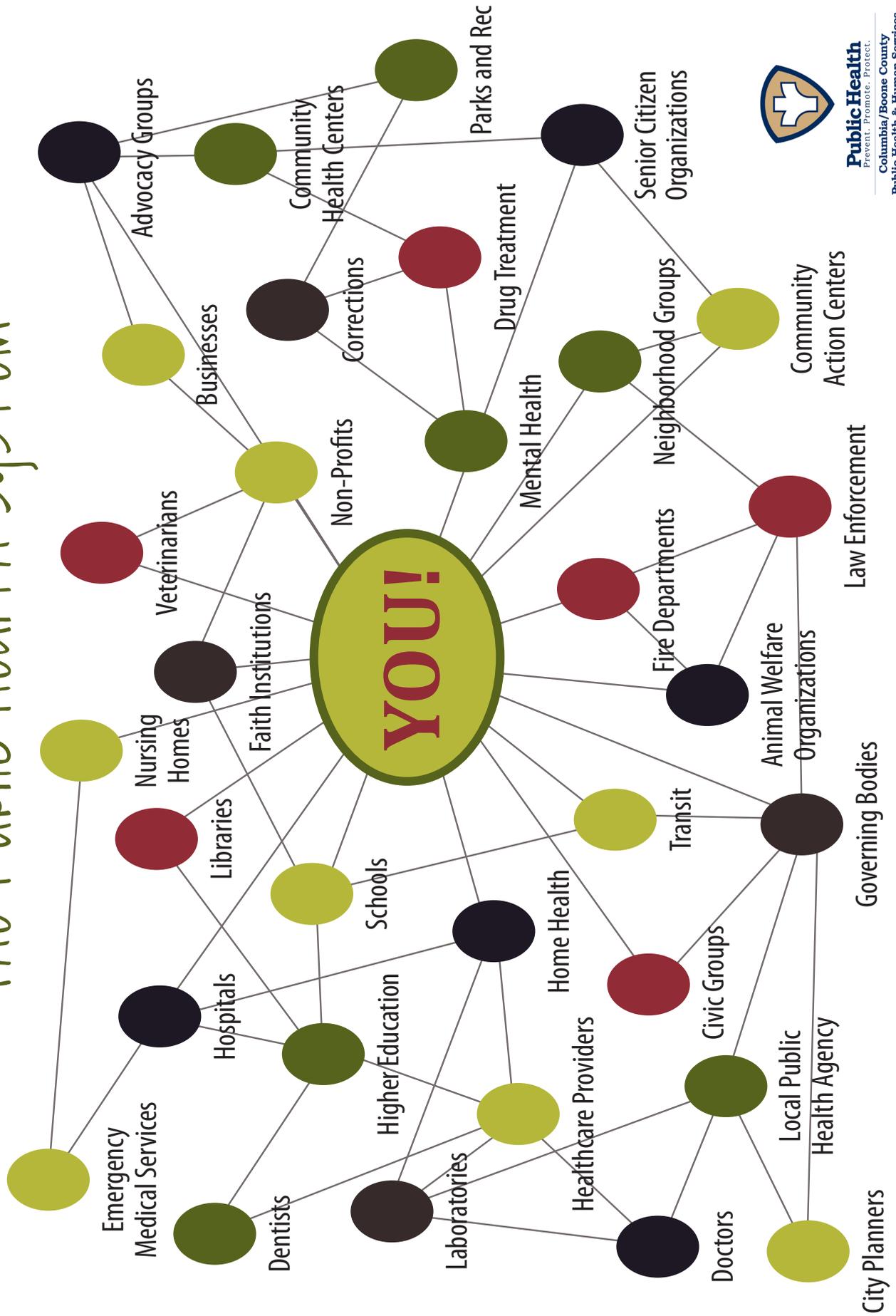
## PHASE SIX

### ACTION CYCLE

Phase Six will commence in March 2014. This phase uses goals and strategies identified in the previous phase to develop a Community Health Improvement Plan (CHIP) comprised of multiple practical work plans. The CHIP will be released in Summer 2014.



# The Public Health System



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 Public Health & Human Services

# The PARTICIPANTS

## MAPP Core Team

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# More INFORMATION

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*These assessment results, issues, and strategies represent the collective work of the MAPP Core Team, Steering Committee, CHAMP members, stakeholders, related participants, and do not necessarily reflect the opinion of the Columbia/Boone County Department of Public Health and Human Services or any participating community member organization.*