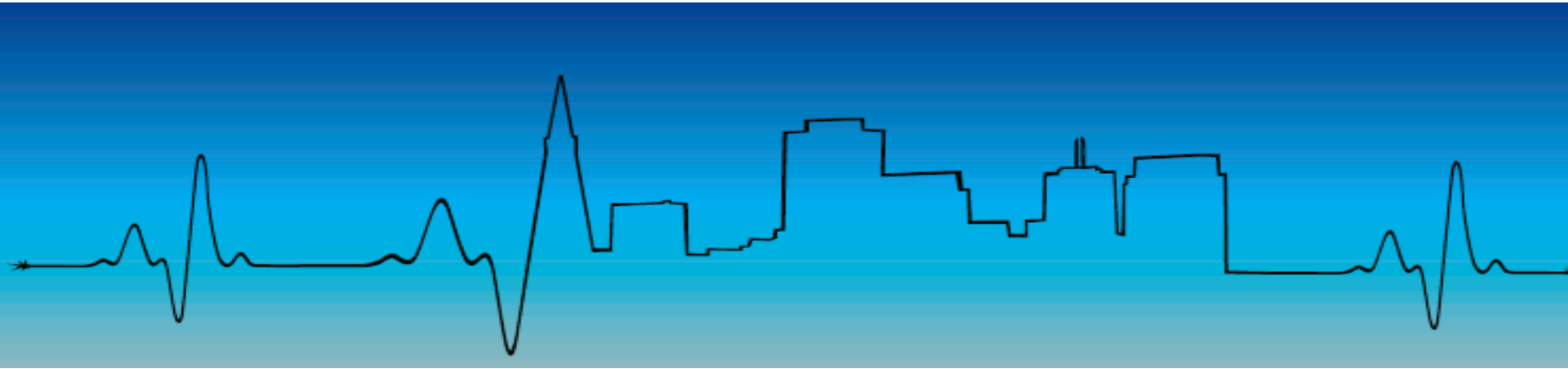


Community Health Needs Assessment



Jean-Marie Donahoo, MPH-HP
Community Benefits Coordinator

What Does Our County Look Like?

- Population: ~ 100,000
- Race: 87% white; 7% AA; 6% other
- Avg hh income: \$80k (avg hh size: 2)
- 60% of UHCC patients come from North East & Elkton
- Items that cause disparities/access to care issues:
 - Unemployment (10%)
 - Poverty (6.5%)
 - Medicaid (15%)
 - Uninsured (10%)
 - No high school diploma (12.5%)
- **Poll**: Where do you think most of the disparity causing items are concentrated?

How Can We Assess the Needs of the Community?

- **Collect and analyze data**
 - Meet with stakeholders
 - ID gaps & challenges
- **Select priorities**
 - Top 3 (Resp. Health, Heart Disease, Obesity)
- **Plan for action**
 - Engage community partners in strategic steps
- **Monitor progress**
 - Share data & progress
- **Document & disseminate results**

How Are We Making Impact?

- **Respiratory Health**

- Partnering with HD to connect patients and community to smoking cessation resources

- **Heart Disease**

- Partnering with HD, AA churches, schools, & paramedics to address hypertension in the community
- Partnering with area health fairs to provide stroke risk assessments

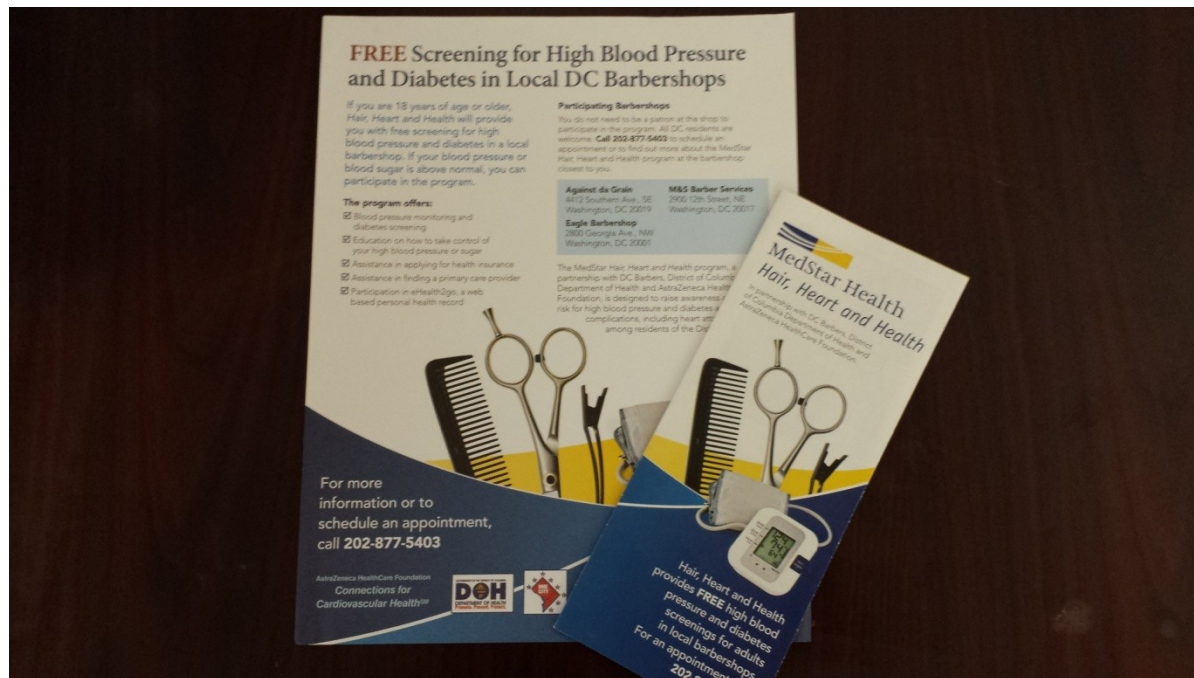
- **Obesity**

- Promoting nutrition & physical activity to adults and children through the schools and other local partners

What Other Programs Can We Model?

- **Hair, Heart, & Health**

- MedStar Health program that promotes heart health in barber shops in DC and Baltimore



What Can We Do with the Information?

- **By assessing and identifying community health needs we can:**
 - Increase access to care
 - Improve patient self-management
 - Reduce preventable ED visits
 - Enhance (targeted) population health
 - Show transformative difference in our community

Inform Clinical Care

Tool for Education

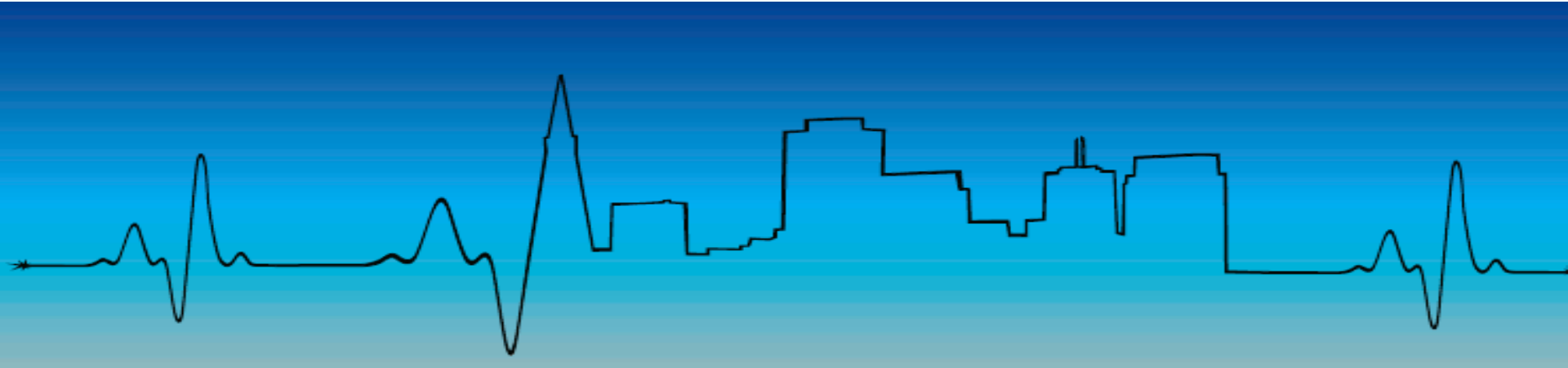
Provide Research

Why is All of This Important?

- **The CHNA can help:**
 - Link hospital and community partners to identified community assets
 - Build on hospital-community-public health partnerships to enhance prevention
 - Target efforts around most costly health needs



Thank You!



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