



Heart Disease

Mental Health

Obesity

INTEGRIS
Baptist
MEDICAL CENTER

Community Health Improvement Plan 2014

INTEGRIS Baptist Medical Center

Oklahoma City, Oklahoma

3300 NW Expressway • Oklahoma City, OK 73112 • 405-949-3011

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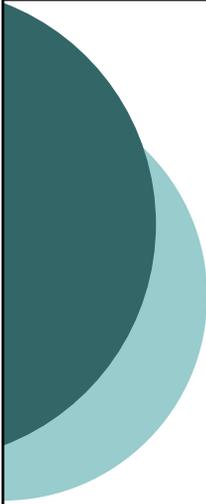
Community Health Needs Assessment

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Community Partners

Participating in the Health Needs Assessment and the Health Implementation Plan

Oklahoma State Bureau of Investigations

Oklahoma State Department of Health

Oklahoma County Medical Society

Oklahoma County Hospitals:

- Saint Anthony Hospital
- OU Medical Center
- INTEGRIS Baptist Medical Center
- INTEGRIS Southwest Medical Center
- Edmond Medical Center
- Deaconess Hospital
- Mercy Hospital
- Midwest City Hospital

Oklahoma Department of Mental Health and Substance Abuse Services

Oklahoma Department of Transportation

Oklahoma Department of Human Services

Association of Central Oklahoma Governments

AT&T

United Way

Oklahoma City County Health Department

Community Description



Oklahoma County is located in the central part of Oklahoma. Oklahoma City is the county seat and largest city in the state. There are 20 cities and small towns located within the county.

Agriculture, energy, aviation, government, health care, manufacturing and industry all play major roles in the county's economic well-being. Tinker Air Force Base and Mike Monroney Aeronautical Center are also major employers of both soldiers and civilians.

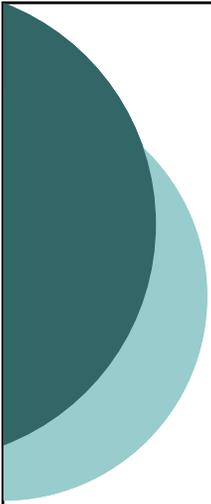
At the time of the U.S. Census, the population of Oklahoma County was 718,633. 25.6% of the population is younger than 18 years old and 12.2% is age 65 and older. The ethnic make-up of Oklahoma County is 64.6% White, 15.4% Black, 3.5% American Indian and Alaskan Native, 3.0% Asian, 0.1% Pacific Islander, and 15.1% Hispanic or Latino of any race.

The percentage of people living in the same house for one year or more was 78.5%. Within this population, 11.9% were foreign born and 18.5% spoke a language other than English at home. Of those age 25 and older, 84.4% were high school graduates and 27.9% had a bachelor's degree. Veterans numbered 46,340. The homeownership rate was 60.6%, with a median value of owner occupied housing units at \$129,300. Households numbered 224,986 with persons per household being 2.50 and a median household income of \$44,973. Persons living below poverty were 17.1%.

The county occupies 718 square miles. As of 2010, there were 1,013 persons per square mile.

Oklahoma county has several hospitals, community clinics and a city-county health department. Public transportation, taxi services, two public and several private airports, and paramedic-level ambulance service are also located within the county.

Source: U.S. Census, 2010



Community Description

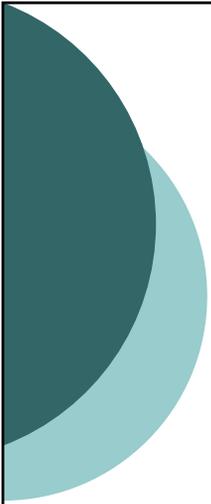
INTEGRIS Baptist Medical Center is a not-for-profit hospital located in northwest Oklahoma City. INTEGRIS Baptist Medical Center opened its doors on Easter Sunday 1959 as a 200 bed hospital. Today, it is a center of leading edge medicine as the only Oklahoma-owned designated Magnet hospital, and the home of a full service heart hospital, a comprehensive transplant institute and a regional burn center. INTEGRIS Baptist also offers a full range of diagnostic, therapeutic and rehabilitative services and is licensed for more than 500 beds. Centers of Excellence include the INTEGRIS Cancer Institute of Oklahoma at Baptist Medical Center, INTEGRIS Heart Hospital, INTEGRIS Henry G. Bennett Jr. Fertility Institute, INTEGRIS James R. Daniel Cerebrovascular and Stroke Center at Baptist Medical Center, INTEGRIS M.J. and S. Elizabeth Schwartz Sleep Disorders Center of Oklahoma, INTEGRIS Nazih Zuhdi Transplant Institute, INTEGRIS Paul Silverstein Burn Center and the Hough Ear Institute.

Our Vision: Most Trusted Name in Health Care

Our Values: Love, Learn and Lead

Our Mission: To improve the health of the people and communities we serve.

I N T E G R I S
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Methodology

Representatives from INTEGRIS began the assessment process with the Wellness Now coalition beginning in June 2012. Monthly meetings were attended to complete the four community assessments including a county wide health improvement plan. The CHIP (County Health Improvement Plan) was derived from using the four assessments in the MAPP (Mobilizing Action through Planning and Partnerships) process. The assessments included Community Health Status Assessment, Forces of Change, Community Themes and Strengths and the Local Public Health System Assessment. The coalition determined the focus areas by the following: community assets, community assessments, barriers, resources available, community input, provider input, stakeholder input and significant data.

Information for the Community Needs Assessment was gathered using several tools. Agencies from the MAPP Coalition obtained data relevant for specific populations. Data collection included multiple focus groups, community health surveys, existing local agency partner data along with the State of the State Health Reports and Community County Profiles. Five hundred and thirty-three (533) people responded to the INTEGRIS Oklahoma County Community Health Needs Assessment survey.

The data was analyzed and prioritized by the coalition. Information was gathered from the Healthy Communities Assessment included on INTEGRIS Health website. INTEGRIS Health's Healthy Communities Assessment site is designed to help measure community health. This information system is used to promote transparency, best practice sharing, collaboration and civic engagement. This data collection tool was designed by Healthy Communities Institute and makes sharing data with the community quite easy. A link to the community assessment is available at:

<http://integrisok.com/baptist-medical-center-oklahoma-city-ok>.

After compiling and analyzing the community surveys and focus groups, as well as the data from the additional aforementioned sources, the community partners were convened to share results. Actual and perceived needs within Oklahoma County were discussed by the coalition. The Wellness Now Community Needs Assessment determined the following to be top priority issues for Oklahoma County: **School Health, Obesity, Senior Health, Tobacco Use Prevention, Mental Health and Obstacles to Health.**

The needs assessments and proposed plans from each INTEGRIS Health facility were brought together in a series of meetings of the Community Benefit team, during which it was discovered that three health indicators—Heart Disease, Mental Health and Obesity—were significant issues in all of the service areas. The team suggested adopting these three focuses for each facility would allow for uniting a systemwide effort to more effectively combat these issues, as essential components such as resources, personnel, best practices, programs and evaluation methods could be shared among facilities. This would help ensure the implementation of consistent strategies and action steps throughout the INTEGRIS Health service areas.



Methodology

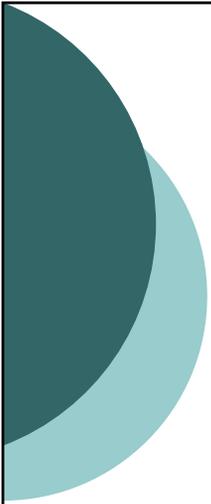
When approached with this suggestion, the Wellness Now Coalition expressed its approval. The coalition acknowledged that as tobacco use is a risk factor for heart disease, action steps related to cessation efforts could be included under that section of the plan. In addition, because other programs and assets currently exist within the community including designated coalition work groups to address school health, senior health and obstacles to health, the coalition agreed to take the lead in addressing this issue with committed support from INTEGRIS Baptist Medical Center and INTEGRIS Health.

After prioritizing the top issues from the needs assessments, community surveys and gaps, the hospital chose to focus on the following areas in the health improvement plan: **Heart Disease, Mental Health and Obesity.**

Determining Community Health Priorities

The top health priorities were prioritized based on data, community input, gaps in care and where the hospital could make the most impact. With each INTEGRIS Health facility focusing on the same top three health issues, a broader, statewide approach to implementation will be accomplished.





Prioritized Needs

The top health issues for each facility were gathered using data and community input. The coalition chose the top issues based on death rates and increasing trends. Once the top issues were identified, the coalition voted on what they felt was the worst. Gaps and available resources were also taken into account. The hospital chose the top three due to the high rates, community input and gaps that were identified.

Target population: high risk, minorities, underinsured and uninsured.

1. **Heart Disease:** In Oklahoma County, the death rate for coronary heart disease is 196.4 for men compared to 114.0 for females. With increasing obesity rates and more fast food restaurants, heart disease is a major issue. Nationally, coronary heart disease makes up the majority of heart disease deaths. In 2006, 425,425 Americans died of coronary heart disease. Heart disease is also very costly economically with projected costs in 2010 of \$316 billion on health care services, medications and lost productivity. Of those surveyed, 60.4% had high blood pressure. Due to the long term increasing trend, heart disease was chosen as the top health issue.
2. **Mental Health:** Community input from surveys, focus groups and listening sessions identified the clear need for mental health services as the number two priority. The need for outpatient services for underinsured and uninsured adults is high. Of those responding to the related survey question, 92.3% of people say they take medication for behavioral health. The suicide death rate is 14.3 deaths per 100,000. Healthy People 2020 national target is to reduce the rate to 10.2.
3. **Obesity:** According to those surveyed, 32.8% identified themselves as obese. The county's high rate of 29.7% has been on a long term climbing trend. Complications from being obese include heart disease, diabetes, cancer, hypertension, stroke, liver and gallbladder disease, respiratory problems and osteoarthritis. Oklahoma County's fast food density is high and farmers' markets are low. Low income and low access to a grocery store are contributing issues. Increasing childhood obesity and overweight children numbers are also climbing. The national rate for children that are obese is 14%. Obesity is a priority due to high rates, lack of sidewalks, less physical activity and low number of healthy options when eating, out according to community input. Surveys showed 70.7% of people reported that being overweight was one of the top five health risks in the community.
4. **School Health:** Student-to-Teacher ratios are high in Oklahoma County. There are 17.0 students per one teacher. This ratio gives an idea of the amount of individualized attention from teachers that is available to each student. Establishing healthy behaviors during childhood is easier and far more effective than trying to reverse unhealthy behaviors during adulthood. The Wellness Now workgroup called School Health is working toward ensuring a healthy future for the children of Oklahoma County.

Prioritized Needs

- 
- 5. Senior Health:** Most seniors in Oklahoma live with two or more chronic conditions, and poor health contributes to premature and preventable deaths, higher health care costs and a lower quality of life. Most often, these conditions are affected by a lack of physical activity and poor nutrition. In Oklahoma County, this includes most of the top causes of death: cardiovascular disease, bronchitis and emphysema, diabetes, injury and suicide. The Wellness Now Coalition has taken this on as a priority and the hospital will support and assist this effort.
 - 6. Tobacco Use Prevention:** 24.2% (2005-11) of adults smoke in Oklahoma County. The trend has taken a slight decrease; in 2010, 24.4% of adults smoked. The decrease is attributed to strong presence by the TSET (Tobacco Settlement Endowment Trust) Coalition. Statewide cessation efforts are in place through a hotline referral system. Although tobacco is an important issue, the hospital will support the existing coalition efforts and continue to refer the community and all admissions that use tobacco to the Quitline.
 - 7. Obstacles To Health:** The Wellness Now Coalition workgroup called Our Obstacles to Health identified many issues such as housing, transportation, employment and access to services. This workgroup has set goals and is strategizing ways to combat these issues. Although these issues are related to health, the hospital chose to support and actively participate in the workgroup since they are not health issues.

Assessment Summary

*Priorities addressed in the Implementation Plan are in **RED**

<u>Leading Health Issues</u>	<u>Measure</u>
Age-Adjusted Death Rate due to Coronary Heart Disease	149.2 deaths/100,000 (2008-2010)
Mental Health: Suicide Death Rate	14.3 deaths/100,000 (2008-2010)
Obesity	29.7% (2009)
School Health: Student-to-Teacher Ratio	17.0 students/teacher

Source: Healthy Communities Institute. (2013). INTEGRIS Baptist Medical Center, Oklahoma County [Data file]. Retrieved from integrisok.com/baptist-medical-center-oklahoma-city-ok

Assessment Summary

*Priorities addressed in the Implementation Plan are in **RED**

<u>Leading Health Issues</u>	<u>Measure</u>
Senior Health: Self-Reported General Health Assessment: Poor or Fair	18.7% (2005-2011)
Tobacco: Adults who Smoke	24.2% (2005-2011)
Obstacles To Health: Premature Death	9150.4 years/100,000 (2008-2010)

Source: Healthy Communities Institute. (2013). INTEGRIS Baptist Medical Center, Oklahoma County [Data file]. Retrieved from intgrisok.com/baptist-medical-center-oklahoma-city-ok



Implementation Plan 2014

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Plan Introduction

INTEGRIS Baptist Medical Center has developed a community health implementation plan designed to address Heart Disease, Obesity and Mental Health. These issues were chosen based on community health data and identifiable gaps in available care/services. It was also determined that emphasis on these three issues would ultimately have the greatest impact on the community's overall health.

The objective of the implementation plan is to measurably improve the health of the citizens of the community. The plan's target population includes the community as a whole, and specific population segments including minorities and other underserved demographics.

The implementation plan includes components of education, prevention, disease management and treatment, and features collaboration with other agencies, services and care providers. It will be facilitated by the hospital, through the Department of Community Wellness with assistance from key staff members in various departments.

Target: The underserved and minorities

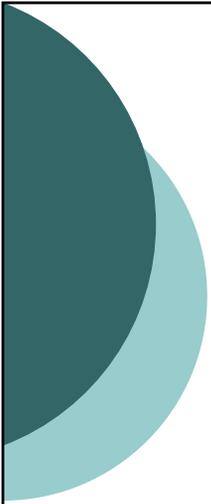
Responsible for Action Plan: Community Wellness and other hospital staff



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Issue: Heart Disease

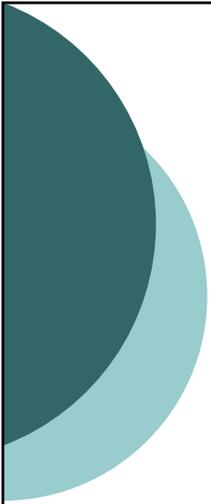
Goal : To prevent heart disease and to improve outcomes and quality of life for adults with coronary heart disease by **maintaining/decreasing the Age Adjusted Death Rate due to coronary heart disease in Oklahoma County by FY 2016.**

Strategies: Prevention, Education and Collaboration

1. Collaborate with community partners to provide health resources and services targeting heart disease prevention.

Action Steps

- *Hold community health events offering free screenings such as blood pressure, blood sugar and cholesterol. Partnering agencies will offer health promotion and health education material. (Minimum of five events)*
- *Sponsor and promote the Heart Walk event through advertising and encouraging the community to participate.*
- *Participate in partnering agencies' wellness fairs by offering health education material, promoting/providing screenings and referring to hospital's existing support groups. (Minimum of three events)*
- *Participate in at least one health fair that targets Hispanics or African Americans offering screenings, education on prevention and management.*
- *Provide community health education resources targeting heart disease prevention such a healthy eating habits (smaller portions, more fruits and vegetables, leaner meats), increasing physical activity, and tobacco cessation. (Minimum of eight nutrition/physical activity presentations and at least 100 referrals to the Oklahoma Tobacco Quitline)*
- *Promote and support evidence-based heart disease and related co-morbidities programs, services and treatment options within the hospital, the INTEGRIS Heart Hospital and community resources.*
- *Encourage employees and their families to participate in the hospital's wellness program, offering incentives for improved health.*



Issue: Heart Disease

2. Share information about health topics regarding heart disease prevention and services.

Action Steps

- *Hospital will offer community programs promoting health and wellness such as the following.*
 - *Eat Right, Your Way, Every Day*
 - *Cardiac support group for individuals*
 - *Ask a Dietician*
 - *Tai Chi*
 - *Line Dancing*
 - *Senior Strength Training*
- *Educate the community on heart disease programs and treatment options provided by the hospital, INTEGRIS Heart Hospital and INTEGRIS Health statewide.*
- *Educate the community on cardiology services provided by INTEGRIS Health physicians locally and those available throughout INTEGRIS Health statewide.*
- *Educate and engage the community on the importance of physical activity for heart health, provide evidence-based programs and promote exercise options within INTEGRIS and throughout the community.*
- *Educate the community on heart disease utilizing INTEGRIS physicians, nurses, dieticians and other health professionals within the hospital and resources within the community.*
- *Educate the community on the effects of smoking and heart disease utilizing the INTEGRIS Health Smoking Cessation program and services provided by the Oklahoma Tobacco Settlement programs.*
- *Hospital will publish routine newspaper articles promoting health and wellness including services promotion. (Minimum of ten articles)*
- *Provide a cardiac support group for individuals. (Minimum of four group meetings)*
- *Promote evidence-based heart healthy programs provided by INTEGRIS Health and other community resources.*

Issue: Heart Disease

3. Support worksite wellness in the community and provide a wellness program for hospital personnel.

Action Steps

- *Support other agencies in the community to provide wellness programs through the Certified Healthy Programs initiatives. (Minimum of two new agencies will become Certified Healthy)*

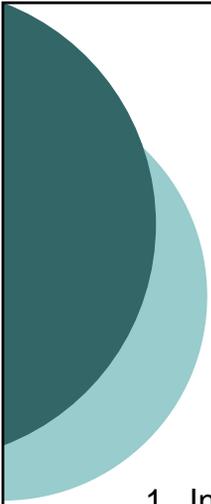
Potential Barriers

- Cultural
- Number of obese persons living in the county
- High number of fast food restaurants
- High liquor store density
- High incidence of diabetes
- Lack of healthier nutritional options
- Sedentary lifestyles
- Lack of stricter tobacco policy
- Poverty

Available Community Resources/Potential Programs

Free and private health screenings, preventive health education programs, counseling and various support groups, weight loss programs, private and reduced cost fitness facilities, frequent community events including physical activity, walking/biking trail system, hospitals, free community clinics, farmers' markets, federal and county programs, private providers, county health department, Changing Your Weights, CATCH (Coordinated Approach To Child Health)





Issue: Mental Health

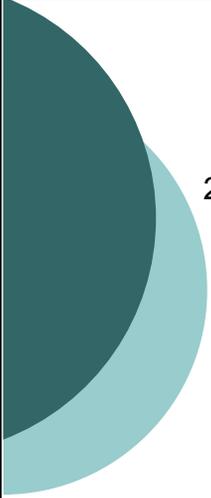
Goal : To improve mental health wellness by **decreasing/maintaining the number of poor mental health days in Oklahoma County by FY 2016.**

Strategies: Prevention, Education and Collaboration

1. Increase awareness.

Action Steps

- *Coordinate community health lectures on mental health. (Minimum of two lectures)*
- *Facilitate a speakers bureau helping the community to locate presenters specific to certain mental and physical health topics. (Minimum of four presentations)*
- *Promote healthy forms of stress reduction: avoiding substance use/alcohol, relaxation, physical activity, good coping skills, etc. (Minimum of three presentations, newspaper articles and/or events)*
- *Promote mental health services to providers, the community and referral sources including 2-1-1 and the suicide prevention hotline. (Distribute a minimum of 100 hotline cards in high risk populations)*
- *Educate the community on the importance of anger management and stress reduction, provide evidence-based programs and promote exercise options within INTEGRIS, INTEGRIS Mental Health, and throughout the community.*
- *Educate the community on diagnoses and treatment options for mental health issues utilizing INTEGRIS physicians, nurses, dieticians and other health professionals within the hospital, INTEGRIS Mental Health and resources within the community.*
- *Encourage INTEGRIS providers to screen for depression, anxiety and substance abuse at annual exams. (Minimum of ten providers)*
- *Continue to support anti-bullying and self-esteem building classes/workshops. (Minimum of two classes)*



Issue: Mental Health

2. Promote mental health services.

Action Steps

- *Promote the use of the online mental health screenings (in English and Spanish) found on the INTEGRIS website. (Minimum of 100 screenings)*
- *Promote mental health screenings at community health fairs. (Minimum of three health fairs)*
- *Promote QPR (Question, Persuade, Refer) training in the community. (Minimum of one event)*
- *Collaborate with partnering agencies such as NAMI (National Association of Mental Illness) and OK State Department of Mental Health and Substance Abuse to promote mental health resources and services. (Minimum of one event)*
- *Promote support groups for people or families dealing with mental health issues. (Minimum of one support group)*
- *Provide emergency mental health evaluations for those arriving through the ER, make use of the Mobile Assessment team as needed, and make appropriate referrals.*
- *Promote evidence-based depression screening programs and treatment options provided by the hospital, INTEGRIS Mental Health and other community resources.*
- *Educate the community on suicide prevention programs and treatment options provided by the hospital, INTEGRIS Mental Health and other community resources.*
- *Educate the community on alcohol/substance abuse and education programs provided by the hospital, INTEGRIS Mental Health, INTEGRIS physicians locally and those available throughout INTEGRIS Health statewide.*
- *Promote the free mental health screening and treatment options offered on the INTEGRIS Mental Health website, [integrisk.com/mentalhealth](https://www.integrisk.com/mentalhealth).*
- *Promote the free mental health podcasts available on the website, [integrisk.com/mentalhealth](https://www.integrisk.com/mentalhealth).*

Issue: Mental Health

Potential Barriers

- stigma
- language
- cultural
- lack of prescriptive authority from providers
- long waiting list for those underinsured/uninsured
- lack of specialists for specific mental health needs

Available Community Resources/Potential Programs

Federal programs, nonprofit health clinics, free/reduced cost prescription drug programs, state supported mental health system, private providers, county health department, two hospitals, free community clinics, children's mental health facility and a senior mental health inpatient treatment program, school wide suicide prevention program (SOS Signs of Suicide), evidence-based bullying prevention program





Issue: Obesity

Goal: To promote good nutrition and increased physical activity, therefore improving general wellness by **decreasing/maintaining obesity rates in Oklahoma County by FY by 2016.**

Strategies: Prevention, Education and Collaboration

1. Promote activities that encourage healthy lifestyles.

Action Steps

- *Participate in at least two community events that offer the following free screenings: blood pressure, blood sugar, body mass index and cholesterol.*
- *Participate in at least one event that targets minority populations (Hispanics, African Americans).*
- *Support community activities that target improving children's nutrition and increasing their physical activity. (Minimum of one activity)*
- *Provide educational information related to healthy nutrition, physical activity, obesity prevention and related available services. (Offer information at minimum of three events)*
- *Partner with local agencies by sponsoring the annual walking program, Walk to School.*
- *Support and promote breastfeeding for at least the first year of life.*
- *Promote and support evidence-based obesity and related co-morbidities programs, services and treatment options within the hospital, the INTEGRIS Bariatric program and community resources.*
- *Promote evidence-based obesity prevention and intervention treatment programs provided by INTEGRIS and other community resources.*
- *Educate the community on obesity and diabetes programs and treatment options provided by the hospital and INTEGRIS Health statewide.*
- *Educate the community on nutrition services and support groups provided by INTEGRIS, physicians locally and those available throughout INTEGRIS Health statewide.*

Issue: Obesity

2. Collaborate with others to promote good nutrition and physical activity.

Action Steps

- *Participate in the Oklahoma City-County Wellness Now coalition by assisting with the coalition's strategic plans of health promotion through consultation, sponsorship, attendance and staffing at events. (Attend a minimum of three meetings or events)*
- *Support utilization of community and home gardens and farmers' markets. Encourage the community to increase fruit and vegetable consumption.*
- *Continue to support various classes for the community, such as Diabetes Focus Group, Understanding Diabetes, monthly nutrition classes, Ask a Dietician. (Minimum of ten classes)*
- *Encourage the community to utilize the city's schools, trails and parks for increasing physical activity. (Provide trail handouts at a minimum of five events)*
- *Encourage schools, campuses, businesses and the community to become Certified Healthy and to be involved with the Certified Healthy Initiatives. (Minimum of one new Certified Healthy facility)*
- *Educate the community on the importance of physical activity for a healthy lifestyle and heart health, provide evidence-based programs and promote exercise options within INTEGRIS and throughout the community.*
- *Educate the community on obesity, good nutrition, physical activity and behavior modifications utilizing INTEGRIS physicians, nurses, dieticians and other health professionals within the hospital and resources within the community.*

Issue: Obesity

Potential Barriers

- busy lifestyles
- convenience of fast food
- lack of access to fresh fruits and vegetables
- cost of healthier options
- more unhealthy choices available
- lack of sidewalks to shopping, schools and work
- limited health education in schools
- too much screen time
- technology
- safety concerns
- decreased physical activity in schools due to time restraints

Available Community Resources/Potential Programs

Free use of playgrounds after hours, CATCH programs, city parks, dog parks, nutritional counseling/education, county and federal health promotion programs, free walking and running clubs, local events promoting good nutrition and physical activity, area farmers' markets, Changing your Weighs



Future Plans

The Path Ahead

The MAPP (Mobilizing for Action through Planning and Partnerships) process is a cyclic progression toward community health improvement. The MAPP Coalition through their collaborative efforts will continue to evaluate and revise the plan. With the completion of the CHIP (Community Health Improvement Plan), the participants will move through the Action Phase. This part of the cycle consists of planning, implementing and evaluating initiatives and interventions to reach measurable objectives. Committee members have already joined new and established task forces that will focus on the three priority health issues. Each task force will align their strategic plan with the county health improvement plan. The coalition will continue to meet monthly to assess the county's changing needs, discuss plan progress/evaluation, and to explore and implement new, innovative programs for the community.

Furthermore, the coalition will explore the issues that were not addressed in the top three areas. The areas not addressed in the implementation plan did not have the significant data to place it in the top three and/or some potential strategies were not relevant enough to health. Other issues included: lack of resources/manpower to implement the action steps, environmental/infrastructure issues beyond the hospital and coalition's control, lack of policy, and free enterprise. Promising Practices and other evidence based programs will also be researched more thoroughly for the areas after the initial plan is in progress.

Plan Approval



INTEGRIS Baptist Medical Center President

5-29-13

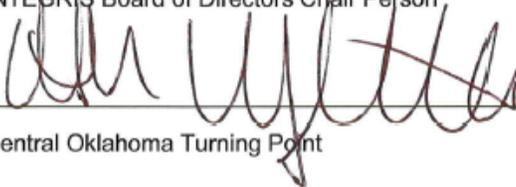
Date



INTEGRIS Board of Directors Chair Person

5-29-2013

Date



Central Oklahoma Turning Point

Date

6/18/13

INTEGRIS Baptist Medical Center Community Health Improvement Plan 2014

CHIP Contact

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