



Community Health Needs Assessment and  
Community Health Improvement Plan  
April 1, 2015

Serving the county of Calloway

### **VISION**

**TO MAXIMIZE THE HEALTH AND WELLNESS OF  
THE CITIZENS OF MURRAY-CALLOWAY COUNTY.**

### **MISSION**

**THE MURRAY-CALLOWAY WELLNESS  
CONSORTIUM STRIVES TO ENHANCE THE QUALITY  
OF LIFE OF THE CITIZENS OF CALLOWAY COUNTY  
BY COORDINATING THE SERVICES OF COMMUNITY  
ORGANIZATIONS AND EXECUTING A COUNTY-WIDE  
SUSTAINABLE STRATEGY THAT RESULTS IN A**

# **LONG-TERM TANGIBLE IMPACT ON THE HEALTH OF OUR COMMUNITY.**

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## Letter from Linda Cavitt, RN, Public Health Department Director



**Public Health**  
Prevent. Promote. Protect.

Welcome to the Murray-Calloway County Community Health Needs Assessment and Community Health Improvement Plan. This document represents a collaboration of community partners coming together to discuss our current health status, strengths, and risks. By acknowledging our current status, we are sharing our community's collective story and can begin short and long term planning to maximize the health and wellness of the citizens of Murray-Calloway County.

We are indebted to the many community partners who have given their time to distribute community surveys, share information, attend community forums, identify local statistics, develop collaborative strategies and commit to implementation of the strategies.

A major thank you goes to the Murray-Calloway County Hospital and its staff including Jerry Penner, CEO, who had the vision for the formation of a wellness consortium. A big thank you goes to Keena Miller for serving as the Chairperson for the Murray-Calloway Wellness Consortium and for her continued efforts with the community needs assessment process. In addition, we must thank Melony Bray for her development of the community health needs assessment logo and her marketing expertise. For the development of the Murray-Calloway County Wellness Consortium logo, we thank Brady Parks.

We would like to thank Murray Woman's Club members for hosting all of the community forums and graciously allowing us to use the historic building.

We must also express our heartfelt gratitude to Angie Carman, D.Ph., MBA, and her team with the Kentucky Appalachia Public Health Training Center. Their efforts were invaluable and their expertise resulted in the success of our assessment process.

Everyone is encouraged to review the information provided in this document. We welcome your feedback and encourage your participation in future community planning efforts. "Voice Your Opinion, Change Your World!"

*"Health begins where we live, learn, work and play. Opportunities for health start at home, in our neighborhoods and work places. And all people—regardless of background, education or money—should have the chance to make choices that lead to a long and healthy life." Robert Wood Johnson Foundation*



March 17, 2015

Citizens of Murray and Calloway County,

Murray-Calloway County Hospital (MCCH) is proud to be an integral part of the Wellness Consortium team. Our goal is to collaborate with the consortium and play an active role in the Community Health Needs Assessment and the Community Health Improvement Plan.

The mission at MCCH is to be the leading partner in improving the overall well-being of the people we serve, which ties directly to the mission of the Wellness Consortium, which is to create a collaborated strategy of services that impact the health of the community.

As a partner, MCCH has made a decision to commit staff and resources in helping the consortium develop, coordinate, and implement the necessary steps to complete the needs assessment and improvement plan.

As we continue to move forward in this process, we feel assured that receiving community input and feedback will allow our team to identify the most crucial community health needs, thus allowing the Wellness Consortium to better address those needs and develop a plan with the collaboration of community partners.

We look forward to implementing an action plan that will help us reach our mission. For more information about our role in the Wellness Consortium, you may contact me directly at (270) 762.1101.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Jerry Penner' with a stylized flourish at the end.

Jerry Penner, CEO  
Murray-Calloway County Hospital

## Community Health Assessment Process

### ***BEGAN WITH AN INVITATION***



## SPECIAL INVITATION

*Your presence is requested to attend a special forum hosted by the  
Murray-Calloway Wellness Consortium  
to assess the community health needs for Calloway County.*

*At this forum, you will be given an opportunity to voice your concerns about the most crucial community health needs. We need your help and expertise to determine what steps are necessary to positively impact the health status of our community*

*Community Needs Assessment Forum*

*September 5th*

*9:00 a.m. to 12:00 p.m.*

*Murray Woman's Club House*

*704 Vine Street*

*Murray, KY 42071*

## Methodology

The Calloway County Department utilized a community health assessment process based on Mobilizing for Action through Planning and Partnerships (MAPP). MAPP is a community-driven strategic planning process which helps communities apply strategic thinking to prioritize public health issues and identify resources to address them. MAPP is not an agency-focused assessment process; rather, it is an interactive process that can improve the efficiency, effectiveness, and ultimately the performance of local public health systems. The assessments used in the MAPP process include Community Health Status Assessment, Community Strengths and Risks Assessment, Forces of Change Assessment, and the Local Public Health System Assessment.

The Calloway County Health Department augmented the MAPP process with a Three Perspective approach to gathering information. Data gathered in conjunction with the Community Health Status Assessment provided a Data Perspective on the health of our community. Information gathered during Community Forums, primarily attended by representatives of community partner organizations, provided the Organizational Perspective. In an effort to add the perspective of individual citizens of our county, both paper and electronic surveys were distributed with particular emphasis on disparate populations attending clinics throughout the region, Murray State University students/faculty, community agencies, local school district students/faculty, and other citizens of Calloway County. Information from these surveys provided the Individual Perspective. See below our survey results. In addition, the Local Public Health System Assessment was completed utilizing the asset mapping approach. See results in Appendix A.

### MAPP Steps:

Organizing Community Partners

Visioning Process

Assessment

- Community Health Status Assessment

- Community Themes and Strengths Assessment

- Forces of Change Assessment

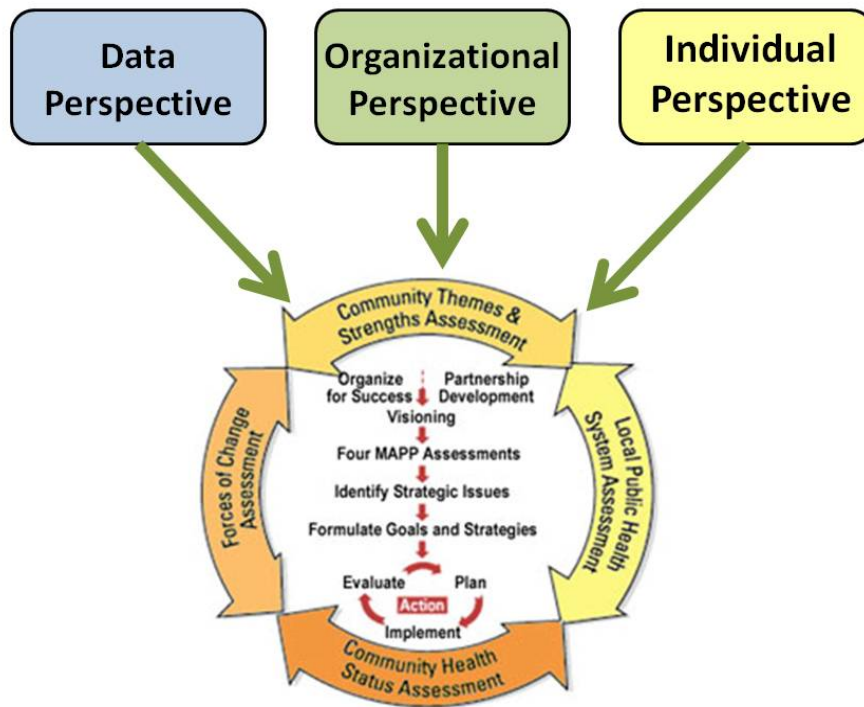
- Local Public Health System Assessment

Community Health Improvement Plan Process

Strategic Issue Identification

Formulate Goals and Objectives

Action Steps



## MAPP Approach

### Organizing –Community Partners

**We would like to thank all of the community partners and citizens that made the community assessment forums and survey process a great success!**

Murray-Calloway County Hospital and Wellness Center

Calloway County Health Department Staff and Board of Health Members

Murray State University

Calloway County Judge Executive

City of Murray Mayor

Regional Epidemiologist

Angel Clinic Director and Board Members

NAMI (National Alliance on Mental Illness)

Murray-Calloway County Park System

Calloway County Emergency Management

Murray-Calloway County Ambulance Service

City of Murray Employees

Calloway County Sheriff's Office

Murray City Council Members  
Murray/Calloway County Faith Community  
Center for Accessible Living  
American Red Cross  
Life House  
Murray Transit Authority  
Murray and Calloway County Family Resource Centers  
CASA by the Lakes  
Murray Woman's Club  
Murray-Calloway County Senior Citizens Center  
Calloway County ASAP  
Substance Abuse Treatment  
Kentucky Cancer Program  
School Nurses for Murray Independent and Calloway County School Systems  
Wesley Retirement  
Murray Ledger and Times Newspaper  
Kentucky Delta Project  
Four Rivers Behavioral Health  
Briggs and Stratton  
Walter's Pharmacy  
United Way  
Calloway United Benevolent Society Members



## Visioning Process: What would a healthy Calloway County look like?

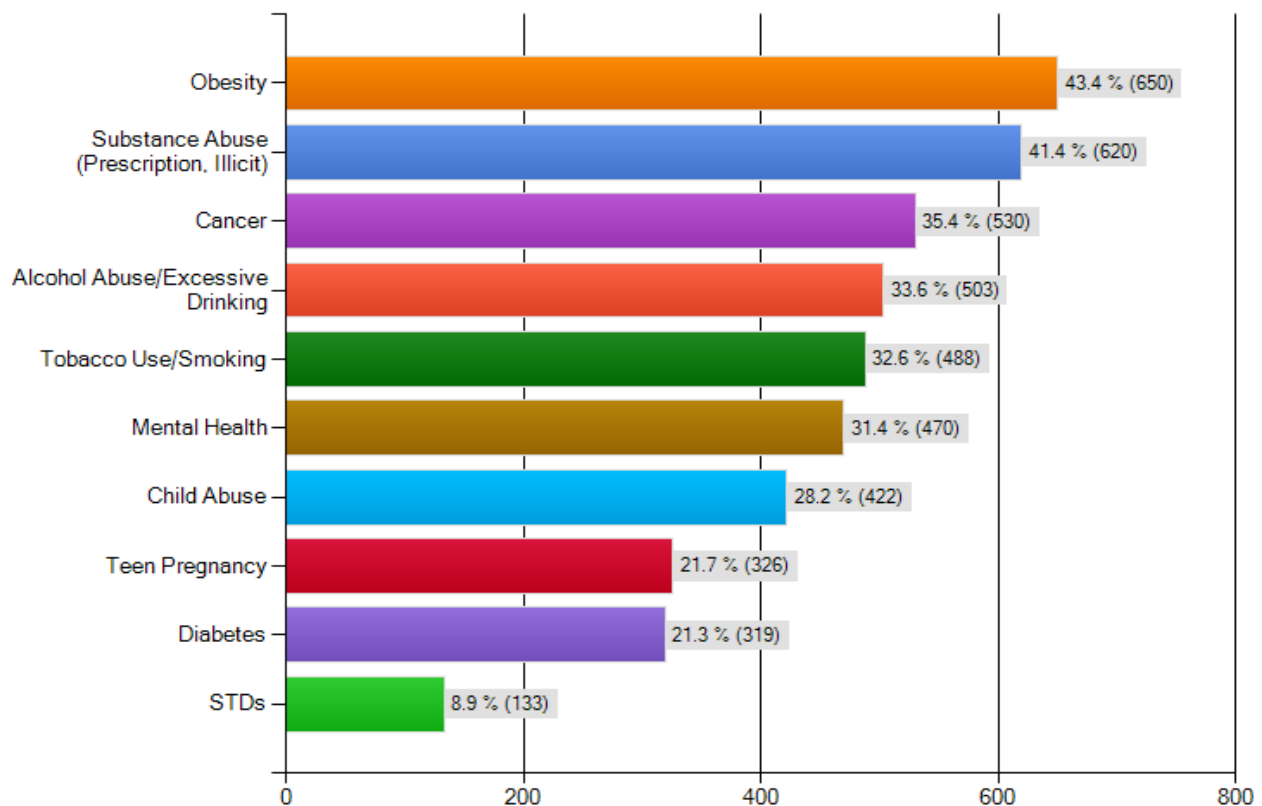
Visioning: What does a healthy Calloway County look like?	
Smoke Free/Clean Air	Increase in Physical Activity
School Nurses in Every School	Increase in Healthy Foods
Drug Free/Education and Treatment for Substance Abuse	Health Education in Schools/Community Outreach
Sidewalks and Safe Places to Play	Child Care/Grandparent Services
Encourage self-sufficiency/financial literacy/technology education	Mental Health Capacity/Counseling
Encourage character building skills	Diabetes Education/Services
Decrease Obesity	Strong Families/Family Mentoring Programs
Increase School Attendance	Transportation
Safe, Affordable Housing	Nutrition Education/Eating Disorders
Safety/Shelters/Reduce Violence/Storm Shelters	Access to Dental Care
Robust fire/police/full-time Kentucky Lake rescue station/Monitor tobacco fire barns	Disability accessibility/special needs children services
Increase knowledge of support groups and available community services, i.e. Alzheimer's and end-of-life support for caregivers	Ensure all children have a great education head start-Ready to Learn
Promote volunteerism/community leadership	Increase primary care providers
Affordable Hospice Care	Prenatal Care
Integration of all components of health/MSU health care interaction/Migrant worker wellness/health	Lower cancer/cardiovascular disease

## Community Wide Survey Results

### Survey Respondents' Demographic Information:

- **1,625** total # of Survey Respondents
- **88.2%** live in Calloway County
- **66.3%** work in Calloway County
- **12.6%** are Murray State University students
- **78.9%** are female
- **25.4%** are 46 to 60 years old
- **27.3%** Less than \$20,000; **22.5%** \$20k to \$49,999 Household Income

From the list below, select the top 3 health issues you feel must be addressed in Calloway County:



## Community Health Status Assessment

Indicators	Calloway	Kentucky	US	Data Source
<b>Social Factors</b>				
Population	37,191	4,339,367	308,745,538	Data Source: 2010 US Census Bureau
Race Stats                      White	92.0	87.8%	12.6%	Data Source: 2010 US Census Bureau
African American	3.7	7.8%	13.1%	Data Source: 2010 US Census Bureau
Hispanic	2.4	3.1%	16.3%	Data Source: 2010 US Census Bureau
High School Graduation rates	90%	81%	-	Data Source:: 2010-2011 Kentucky Department of Education
% of Children Living Below Poverty Level	24%	27%	14%	Data Source: 2010 Small Area Income and Poverty Estimates
Self Rated Health Status (Percent of Adults who report fair or poor health)	20%	22%	-	Data Source 2005-2011 BRFSS
Children in single parent households	25%	32%	-	Data Source: 2007-2011 American Community Survey
Median Household Income	\$39,599	\$41,141		Data Source: 2011 Small Area Income and Poverty Estimates
<b>Maternal &amp; Child Health</b>				
Teen Birth Rate (ages 15-19 per 1,000)	23	50	21	Data Source: 2005-2011 National Center for Health Statistics
Adequate Prenatal Care	84%	85%	75%	Data Source: 1999-2003 Kentucky Health Profiles
Number of reported Child Abuse Cases (2011)	134	33,353	-	Data Source: 2011 KIDS Count Data Center
Low birth weight	7.2%	9.0%	8.2%	Data Source: 2004-2010 National Center for Health Statistics
Births to mothers who smoked during pregnancy	21%	24%	-	Data Source: 2009 Kentucky Youth Advocates
Early Childhood Obesity (age 2-4 yrs.)	17.5%	15.6%	12.1%	Data Source: 2010 Kentucky Youth Advocates
<b>Behavioral Factors</b>				
Adult Smoking	26%	29%		Data Source: 2008-2010 BRFSS

Indicators	Calloway	Kentucky	US	Data Source
Prevalence of Youth Smoking	24%	25%	23%	Data Source: 2008-2010 Kentucky Health Facts
Adult Prevalence of Obesity	29%	33%	25%	Data Source: 2005-2011 National Center for Chronic Disease Prevention and Health Promotion
Sexually Transmitted Infection (Chlamydia rate per 100,000)	422	377	92	Data Source: 2010 National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention
Excessive Drinking (among adults)	11%	12%	7%	Data Source: 2010 BRFSS
Lack of Physical Activity (% of adults 20 and older reporting no leisure time physical activity)	24%	31%	21%	Data Source: 2009 National Center for Chronic Disease Prevention and Health Promotion
Consume 5 or more fruits & vegetables/day	20.3%	-	-	Data Source: 2008-2010 BRFSS
Percent of Adults who received flu vaccine in past year	38%	30%	-	Data Source: 2008-2010 BRFSS
Tooth loss (percent of adults missing 6 or more teeth)	22%	-	-	Data Source: 2008-2010 BRFSS
<b>Diabetes Indicators</b>				
Diabetes Screenings (Medicare enrollees that receive screening)	86%	84%	90%	Data Source: 2010 Dartmouth Atlas of Health Care
% of population with diabetes	11%	12%	-	Data Source: 2009 National Center for Chronic Disease Prevention and Health Promotion
<b>Physical Factors</b>				
# of Recreational Facilities (per 100,000)	8	8	16	Data Source: 2010 County Business Patterns
Air Pollution - particulate matter days	14.0	13.1	8.8	Data Source: 2008 CDC Wonder Environmental Data
<b>Access to Care</b>				
Primary Care Physicians (per 1,000)	0.8	1.0	-	Data Source: 2008-2010 Kentucky Board of Medical Licensure
Immunization Coverage (ages 19-35mo)	79%	80%	81%	Data Source: 1999-2003 Kentucky Health Profiles (Kentucky Institute of Medicine)
% of Uninsured Adults (under 65 years)	19%	18%	11%	Data Source: 2010 Small Area Health Insurance Estimates
% of Uninsured Children (under 19 years)	7%	7%		Data Source: 2010 Small Area Health Insurance Estimates

Indicators	Calloway	Kentucky	US	Data Source
Poor mental health days (average/month)	3.3	4.3	2.3	Data Source: 2005-2011 BRFSS
<b>Cancers</b>				
Cancer deaths (per 100,000)	223.67	260.18	-	Data Source: 2010 Kentucky Cancer Registry
Lung Cancer Deaths (rate per 100,000)	78.90	73.80	-	Data Source: 2010 Kentucky Cancer Registry
Colorectal Cancer Deaths (rate per 100,000)	4.53	14.06	-	Data Source: 2010 Kentucky Cancer Registry
Breast Cancer Deaths (rate per 100,000)	14.36	12.17	-	Data Source: 2010 Kentucky Cancer Registry
Prostate Cancer Deaths (rate per 100,000)	13.54	21.57	-	Data Source: 2010 Kentucky Cancer Registry
<b>Respiratory Illness</b>				
Percent of Adults with Asthma	14%	13%	-	Data Source: 2008-2010 BRFSS
Rate of Asthma Hospitalizations 2009-2011 (per 10,000)	20	22	-	Data Source: 2009-2011 Kentucky Youth Advocates

## Community Themes and Strengths Assessment

### Calloway County

Strengths	Risks
<ul style="list-style-type: none"> <li>• Healthcare system – Murray-Calloway County Hospital, Calloway County Health Department, Angel Clinic, Murray State University Health Services, Providers <ul style="list-style-type: none"> <li>▪ University health and social services and access to student volunteers</li> <li>▪ Calloway County has a quality healthcare system</li> <li>▪ Strong health network</li> <li>▪ Hospital has specialized healthcare and wellness programs for community and worksites</li> <li>▪ Murray-Calloway County Hospital Physicians and Healthcare specialists</li> <li>▪ Medical community partnering</li> <li>▪ Availability of resources</li> </ul> </li> <li>• Educational System – Murray State University (MSU), 2 Public School Systems <ul style="list-style-type: none"> <li>▪ Community Health Program at MSU</li> <li>▪ MSU Resources – physical resources, education outreach, expertise services, diverse perspectives</li> <li>▪ Overall educational capacity – strong, progressive educational system at all levels</li> <li>▪ Citizens are willing to learn</li> <li>▪ MSU for local citizens – educated citizens usually have a broader base on which to make their health care choices</li> </ul> </li> <li>• Police <ul style="list-style-type: none"> <li>▪ Safe communities</li> <li>▪ Crisis Intervention Training</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Affordable Care Act <ul style="list-style-type: none"> <li>▪ Effect on health care and jobs</li> <li>▪ Underinsured/Uninsured</li> <li>▪ At risk for losing valuable health care (hospitals, etc. due to insurance, etc.)</li> </ul> </li> <li>• Education <ul style="list-style-type: none"> <li>▪ Poor reception of health education (poor communication of opportunities)</li> <li>▪ Health illiteracy/apathy</li> <li>▪ Parental education and awareness in the risky behaviors of children – smoking, alcohol, and substance abuse</li> </ul> </li> <li>• Substance Abuse <ul style="list-style-type: none"> <li>▪ Youth substance abuse</li> <li>▪ Alcohol and other drugs</li> <li>▪ There is a desperate need for counseling facilities for substance abuse treatment facilities</li> </ul> </li> <li>• Tobacco <ul style="list-style-type: none"> <li>▪ Smoking allowed in public places</li> <li>▪ Youth Smoking</li> <li>▪ Adult Tobacco Use</li> </ul> </li> <li>• Mental Health <ul style="list-style-type: none"> <li>▪ Limited mental health care services and providers</li> <li>▪ No in-patient crisis facility</li> <li>▪ It is risky to not increase mental health access in order to address issues such as substance abuse</li> </ul> </li> <li>• Planning Implementation</li> <li>• Affordable Housing <ul style="list-style-type: none"> <li>▪ For at-risk individuals and family</li> </ul> </li> </ul>

Strengths	Risks
<ul style="list-style-type: none"> <li>• Location <ul style="list-style-type: none"> <li>▪ High environmental potential (weather, location, land, water, etc.)</li> <li>▪ Moderate climate that assists/encourages healthy habits (sidewalks, farmer's markets, lakes, space to grow gardens)</li> </ul> </li> <li>• Employment and Economy <ul style="list-style-type: none"> <li>▪ Diverse</li> <li>▪ Small Businesses</li> <li>▪ Elastic Economy</li> </ul> </li> <li>• Collaboration of Community Partners/Organizations/Agencies <ul style="list-style-type: none"> <li>▪ Caring community leaders/community consciousness</li> <li>▪ Strong community interest and involvement (willing to work on issues together)</li> <li>▪ Strong leadership, vision, volunteering in community</li> <li>▪ Availability of resources</li> <li>▪ Good morality/character</li> <li>▪ People are giving of their time and money</li> <li>▪ Excellent collaboration/partnerships among community organizations associated with health/wellness issues</li> <li>▪ People and their cooperation to work together</li> <li>▪ Distribution of donated and USDA foods to needy people/families</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Loss of Community Hospital Ownership</li> <li>• Geographic Location <ul style="list-style-type: none"> <li>▪ Isolation</li> </ul> </li> <li>• Lack of fresh food availability <ul style="list-style-type: none"> <li>▪ Lack of availability of fresh fruits and vegetables and lack of healthy eating establishments</li> </ul> </li> <li>• Child/Adult Obesity <ul style="list-style-type: none"> <li>▪ % of childhood obesity which, if not addressed now, will progress into more health issues later</li> <li>▪ Lack of education and behavior related to nutrition and obesity</li> <li>▪ Chronic Disease issues</li> <li>▪ High obesity main reason for majority of diseases, early diabetes</li> <li>▪ Poor parenting</li> <li>▪ Transportation issues to and from wellness facility, etc.</li> </ul> </li> <li>• Sustainability <ul style="list-style-type: none"> <li>▪ Reliance on federal and state funding for health care programs</li> <li>▪ Sustainable services come with a cost</li> <li>▪ Financial viability of health care resources</li> <li>▪ Low financial capacity</li> </ul> </li> <li>• Provider Competition <ul style="list-style-type: none"> <li>▪ Competitive spirit of health care providers could jeopardize the current status of quality of health care</li> </ul> </li> <li>• Over analysis of perceived concerns, to the point that focus is lost and follow-thru becomes frayed and ineffective</li> </ul>

## Forces of Change Assessment

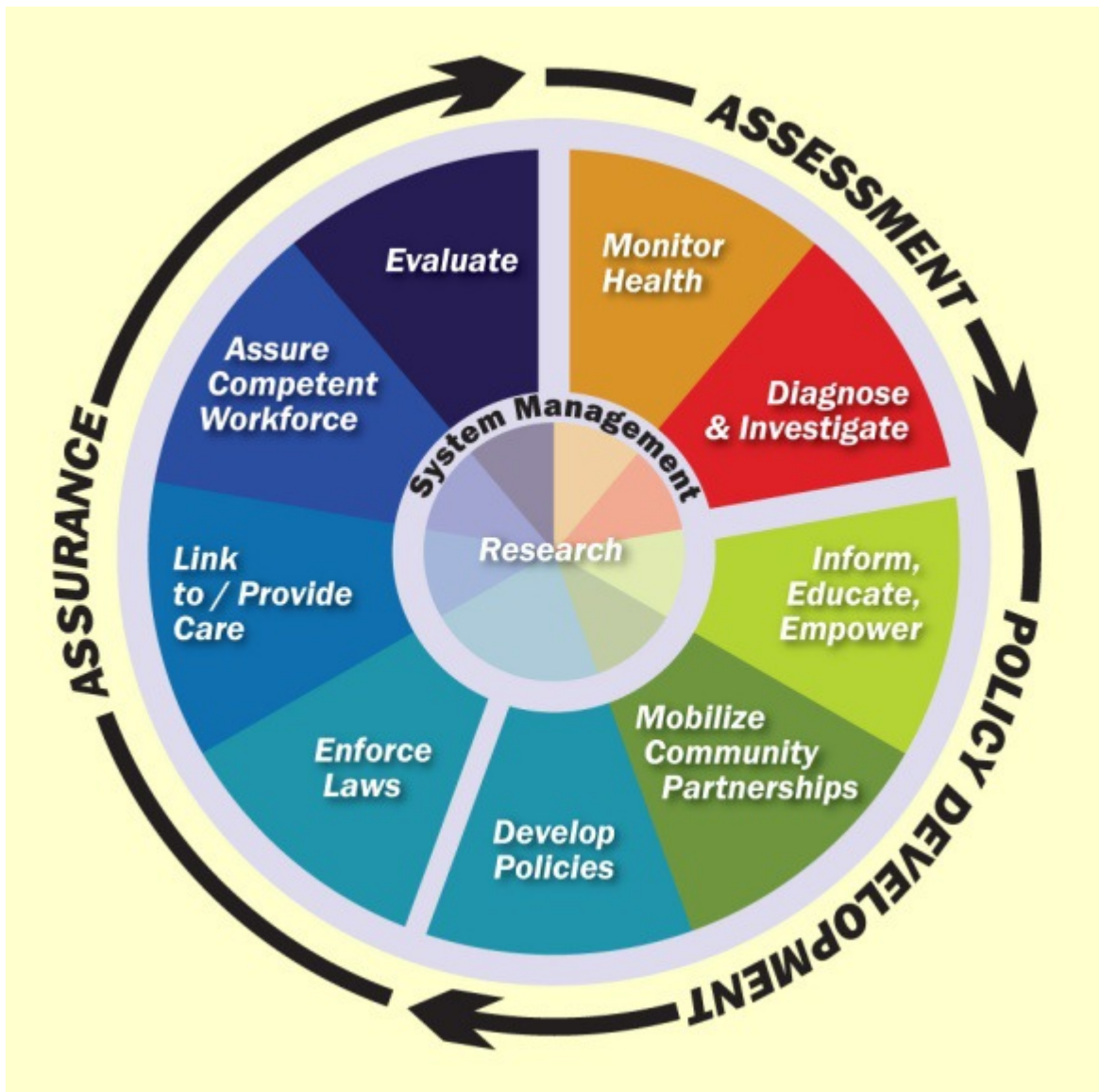
### Calloway County

Positive Change	Negative Change
<ul style="list-style-type: none"><li>• Affordable Care Act</li><li>• New Sidewalks</li><li>• Endowment for Hospice House</li><li>• Cultural/Language Diversity Increasing</li><li>• Economic Development Opportunities due to I-69 corridor and Panama Canal</li><li>• New Bridge over Kentucky Lake</li><li>• New Trails</li><li>• Controlled Alcohol Sales have a positive economic impact</li><li>• Churches are providing social services – Warming Center</li><li>• Some restaurants are voluntarily choosing to go Smoke-Free</li><li>• New Community Health Program at Murray State University</li><li>• New Farmer’s Markets</li><li>• Hospital Expansion</li></ul>	<ul style="list-style-type: none"><li>• Affordable Care Act</li><li>• More sidewalks/Better crosswalks</li><li>• Family Structure</li><li>• Language/Cultural Barriers</li><li>• Declining healthcare reimbursements</li><li>• Declining healthcare budgets</li><li>• Alcohol sales – selling to poor population; has an impact on support services</li><li>• Aging Population is increasing</li></ul>



## Local Public Health System Assessment

As part of the community needs assessment process, Calloway County Health Department conducted a Local Public Health Needs Assessment using an asset mapping approach. Public Health System Asset Mapping refers to a community-based approach of assessing the resources and programs of the public health system within a specific community as they relate to the 10 Essential Public Health Services. Once gathered, this asset map of public health system programs and services is distributed to community partners for use in referring citizens in the community to appropriate services. In addition, the Public Health System Asset Map is utilized during the community health improvement planning process to provide a list of assets that can be used toward strategic initiatives or gaps in the system that must be filled before strategic initiatives can be addressed. See Appendix 1 for the Local Public Health System Assessments using this approach.



# **Community Health Improvement Plan Process**

## **Methodology**

Continuing the methodology described under the Community Health Assessment Process, Calloway County Health Department convened community partner groups to synthesize the information obtained in the community health assessment process into strategic initiatives, goals and objectives. Each community group was given information from each of the assessments and organized into the Three Perspectives – data, organizational and individual. From this information, the partners participated in a consensus building activity through which strategic initiatives emerged. Targeting the major issues that were identified, obesity and substance abuse, county partners created two workgroups to focus on specific strategic initiatives and identified agencies/individuals to lead each workgroup. Through a connection to the University of Kentucky, a review of evidenced-based programs by strategic initiative was provided to workgroups for consideration.

## **Strategic Issue Identification/Goals and Objectives**

### **GOAL 1: Encourage Physically Active Lifestyles**

#### **Objectives:**

**Decrease the proportion of adults and children who are physically inactive from 24% to 20% with a target date of December 31, 2019. (Source: County Health Rankings)**

**Increase the proportion of adults and children who have access to exercise opportunities from 52% to 62% with a target date of December 31, 2019. (County Health Rankings)**

### **GOAL 2: Encourage Healthy Nutrition Choices**

**Objective: Decrease the proportion of adults who are overweight or obese from 29% to 23% with a target date of December 31, 2019 (Source: County Health Rankings)**

### **GOAL 3: Encourage Tobacco/Smoke Free Living**

**Objective: Reduce adult smoking rate from 24% to 20% by December 31, 2019. (Source: kyhealthnow 2019 Goals)**

### **GOAL 4: Reduce Substance Abuse**

#### **Objectives:**

**--Increase age of onset by one year of illegal substance abuse by December 31, 2019. (KIP Indicator)**

**--Decrease lifetime use by 10% by December 31, 2019. (KIP Indicator)**

**--Decrease past year use by 10% by December 31, 2019 (KIP Indicator)**

<b>GOAL 1: Encourage Physically Active Lifestyles</b>				
<b>Objective A: Decrease the proportion of adults and children who are physically inactive from 24% to 20% with a target date of December 31, 2019.</b>				
	<b>Strategy Description</b>	<b>Lead Role</b>	<b>Timeline</b>	<b>Progress</b>
1.	Develop a system to offer physical activity educational resources to parents of overweight/obese children by utilizing BMI data collected by school systems.	Coordinated School Health – Murray and Calloway	Feb. 2015 – Feb. 2016	
2.	Develop a community wide media campaign to promote and educate the community on the benefits of physical activity, common myths, rates of physical inactivity, and tips on small physical activity changes that make big impacts. Media items will include website links, billboards, digital signs, radio/newspaper ads, flyers, etc.	MCCH	Feb. 2015 – Feb. 2016	
3.	Develop and disseminate information to the community about the availability of trained professionals who can provide one-on-one or small group counseling about physical activity needs. Utilize health professionals as personal “coaches” to encourage continued activity.	Goal 1, Objective A, Strategy 2.	Develop Feb. 2015 – Feb. 2016 Disseminate Feb. 2016 – ongoing	
4.	Provide educational presentations to businesses, employers, parents, churches, community groups, students about the importance and impact of physical activity	Obesity Workgroup	Mar. 2015 – May 2015	
5.	Collaborate with the local day care and early child care agencies on providing small classes to the children and parents using physical activity.	Regional Healthy Start Coordinator	Feb. 2015 – Feb. 2016	
6.	Encourage and/or offer employer worksite wellness programs and educate employers on available community resources. Encourage employer activity programs such as stretching before work, walking meetings. Encourage employers to not use food as a reward.	MCCH Wellness Works	Jan. 2015 - ongoing	
<b>Objective B: Increase the proportion of adults and children who have access to exercise opportunities from 52% to 62% with a target date of December 31, 2019.</b>				
	<b>Strategy Description</b>	<b>Lead Role</b>	<b>Timeline</b>	<b>Progress</b>
1.	Develop a community wide media campaign to promote and educate the community on the available physical activity resources/events in the community. Media items will include website links, billboards, digital signs, radio/newspaper ads, flyers, etc.	MCCH	Feb. 2015 – Feb. 2016	
2.	Develop and disseminate a physical activity resource/event guide to parents via the back-packs and Back to School Fairs. Guide will include available “free” activities that the park system and other agencies offer. Guide will also include	MCCH	Feb. 2015 – ongoing	

	a walking guide and available wellness checkout options at the library. Furthermore, available phone apps that will help increase physical activity will be listed for download.			
3.	Collaborate with schools on developing a challenge with incentives for a parent/teacher versus child physical activity event such as the President's Challenge. In addition, conduct school half marathon programs to tie into the Murray Half Marathon weekend. Incentives such as free swimming days, free hour at the wellness center or local gyms could be the prizes for participation. Furthermore, promotions will be made for walking/biking clubs before or after school.	Obesity Workgroup with Coordinated School Health	Feb. 2015 – Aug. 2015	
4.	Develop a program for transportation of families to physical activity events/locations.	Murray Transit Authority	Feb. 2015 – Aug. 2015	
5.	Inquiry as to the feasibility for small "park" areas in the small county cities such as Kirksey, Almo, Stella, Hazel, Coldwater, Lynn Grove, etc. Consider donations from churches, local gyms, and community groups for playground/picnic equipment or walking path.	Murray-Calloway Parks Department	Mar. 2015 – Mar. 2016	
6.	Determine the feasibility of the public using the school tracks at designated times or during the weekend/summer for walking/running or mom/baby stroller clubs.	Coordinated School Health	Mar. 2015 – Mar. 2016	
<b>GOAL 2: Encourage Healthy Nutrition Choices</b>				
<b>Objective A: Decrease the proportion of adults who are overweight or obese from 29% to 23% with a target date of December 31, 2019</b>				
	<b>Strategy Description</b>	<b>Lead Role</b>	<b>Timeline</b>	<b>Progress</b>
1.	Develop a community wide media campaign to promote and educate the community on obesity rates, healthy eating habits, myths, nutritional education, growing gardens using containers, available resources in the community about healthy food preparation, preserving, etc. Media items will include website links, billboards, digital signs, radio/newspaper ads, flyers, etc.	MCCH	Feb. 2015 – Feb. 2016	
2.	Determine the feasibility of a mobile farmer's market using the current Farmer's Market vendors and school systems. Also, encourage school systems to continue or implement farm to school programs and allow them to sell the food.	Murray Main Street	Mar. 2015 – Sep. 2016	
3.	Convene a Calloway County Nutrition Council	MCCH and Health Dept.	Jan. 2015 – Mar. 2015	
4.	Promote breastfeeding to all prenatal contacts in the community and in high school classes such as Life Skills or other nutritional education presentations. Continue to promote breastfeeding support groups.	Health Dept.	Jan. 2015 – ongoing	
5.	Develop a system to provide nutritional education to children and parents identified by the Family Resource Centers or through BMI data.	Calloway County Nutrition Council	Jan. 2015 – Aug. 2015	
6.	Develop/encourage local community groups to promote healthier options at meetings/meals/events/vending	Obesity Workgroup	Mar. 2015 –	

	machines.		ongoing	
7.	Develop a community-wide health challenge.	Wellness Consortium	Feb. 2015 – Jun. 2015	
8.	Promote and roll-out community-wide health challenge	Wellness Consortium	Aug. 2015 – Dec. 2015	
9.	Provide assistance to the school systems in their implementation of Coordinated School Health program.	Obesity Work Group	Aug. 2015 - ongoing	
10.	Determine the feasibility of adding more calorie counts to menu options at local restaurants.	Calloway County Nutrition Council	Mar. 2015 – Sep. 2015	
11.	Provide diabetes education classes to promote control of diabetes and prevention of pre-diabetes.	Health Dept.	Feb. 2015 - ongoing	

### GOAL 3: Encourage Tobacco/Smoke-Free Living

Objective A: Reduce adult smoking rate from 24% to 20% with a target date of December 31, 2019

	Strategy Description	Lead Role	Timeline	Progress
1.	Partner with the school districts and Murray State University to implement tobacco free/smoke-free campuses	Schools, MSU, CC-ASAP, Health Dept.	Feb. 2015-ongoing	
2	Partner with Murray-Calloway County Parks System to provide tobacco-free/smoke-free outdoor spaces.	MCC Parks, CC-ASAP	May 2015-ongoing	
3.	Provide Cooper Clayton cessation classes and Freedom from Smoking classes. In addition, promote the 1-800 QUIT NOW and website for tobacco cessation support.	Health Dept., KY Cancer Prog. And CC-ASAP	Feb. 2015-ongoing	
4.	Utilize media campaign that promotes the benefits of tobacco free/smoke-free living, the dangers of secondhand smoke, effects of tobacco use, etc. Media items would include newspaper/radio ads, website links, brochures, flyers, digital signage, etc. as funding allows.	CC-ASAP	April 2015-ongoing	
5.	Participate in the Kick Butts Campaign with the Murray and Calloway County School systems. In addition, utilize evidence based curriculum at schools and Murray State University to reduce tobacco use.	Health Dept., Schools/FRYSCs, MSU, CC-ASAP	Feb. 2015-ongoing	
6.	Partner with CC-ASAP to promote active participation in this coalition.	CC-ASAP	Feb. 2015-ongoing	
7.	Provide community presentations discussing the dangers of tobacco use and secondhand smoke. Encourage participation in the Great American Smoke out and Campaign for Tobacco Free Kids. Work with youth groups to educate on the dangers of smoking and secondhand smoke.	Health Dept, KY Cancer Prog., CC-ASAP	Feb. 2015-ongoing	

8.	Support local comprehensive tobacco-free/smoke-free and other evidence based tobacco control policies. Attend advocacy trainings and public forums pertaining to tobacco use as funding allows.	CC-ASAP	Feb. 2015-ongoing	
<b>GOAL 4: Reduce Substance Abuse</b>				
<b>Objectives:</b> A. Increase age of onset by one year of illegal substance abuse by December 31, 2019 B. Decrease lifetime use by 10% by December 31, 2019. C. Decrease past year use by 10% by December 31, 2019.				
	<b>Strategy Description</b>	<b>Lead Role</b>	<b>Timeline</b>	<b>Progress</b>
1.	Maintain enthusiastic CC-ASAP group with regularly scheduled meeting and increase membership of CC-ASAP	CC-ASAP	Feb. 2015-ongoing	
2.	Provide community training on research based strategies to decrease drug, tobacco, and alcohol abuse.	CC-ASAP	Feb. 2015-ongoing	
3.	Support evidence based curriculums in school systems to prevent and/or reduce alcohol/tobacco use, as funding allows	CC-ASAP	Feb. 2015-ongoing	
4.	Offer two research based parent education programs and media support of substance free messages such as Life Skills for parents, Active Parenting Now, Active Parenting of Teens and parent newsletters.	CC-ASAP, Parent Workgroup, FRYSC	Feb. 2015-ongoing	
5.	Continue youth activities such as youth mentoring, affordable afterschool/summer programs to provide and encourage protective factors	CC-ASAP, Schools, 4-H, West KY Mentoring, Inc.	Feb. 2015-ongoing	
6.	Utilize a media campaign utilizing social norming messages such as Be The Wall and use a social norms campaign at MSU to reduce perception of alcohol as part of an accepted social life, as funding allows	CC-ASAP	Feb. 2015-ongoing	
7.	Continue education to work toward formalization of ordinances such as smoke-free, random student drug testing and drug free workplaces.	CC-ASAP	Feb. 2015-ongoing	
8.	Increase sobriety and compliance checks as noted by law enforcement reports and continue prescription drug collection site through local law enforcement offices and special events such as health fairs, Make A Difference Day, and National Medicine chest challenge.	Calloway Co. Sheriff's Dept.; Murray Police Dept., CC-ASAP	Feb 2015-ongoing	
9.	Support the city council to draft and pass a smoke-free ordinance.	CC-ASAP	Feb 2015-ongoing	
10.	Offer drug and alcohol free special events for families such as Hooked on Fishing, Not on Drugs and Family Day in the Park, as funding allows	CC-ASAP, Hooked on Fishing Committee, MCC Parks	March 2015-ongoing	
11.	Provide alcohol education for all freshman/new students at Murray State University using Alcohol EDU	MSU, CARE Coalition	Summer 2015-ongoing	
12.	Support the school systems' administering the Kentucky incentive for Prevention (KIP) student survey.	Schools, CC-ASAP	Feb. 2015-	

			ngoing	
13.	Promote Community Support Groups and refer clients/community members acknowledging use to substance abuse treatment and counseling.	Local AA, NA, Alanon group	Feb. 2015-ongoing	
14.	Explore the feasibility with clinicians to screen adolescents and adults for depression during primary care office visits and promote the use of Screening, Brief Intervention, and Referral and Treatment (SBIRT).	CC-ASAP	October 2015-ongoing	

## Communication and Distribution Plan

The Calloway County Community Health Assessment and Improvement Plan (CHA/CHIP) will be distributed via e-mail to all attendees of the community forums, board of health members, and Murray-Calloway Wellness Consortium members. In addition, the CHA/CHIP will be placed on the websites of community partners such as the Calloway County Health Department and Murray-Calloway County Hospital. Announcements will be placed in the local newspaper as to where the community can go to view an electronic version or receive a hardcopy of the document.



## Appendix A

### Local Public Health System Assessments

#### Essential Public Health Service (EPHS) #1: Monitor Health Status

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**Briggs and Stratton:** employee health assessments—monitor overall results year to year, monitor employee drug testing results year to year

**Calloway County Alliance for Substance Abuse Prevention:** Utilize KIP data and other data to lead substance abuse coalition

**Calloway County Family Resource Center:** Collect data on students, parents, families through surveys and school data

**City of Murray:** monitor potable water and waste water treatment; property maintenance requirements; tracking DUIs, mental health calls, child abuse, etc.

**Four Rivers Behavioral Health:** KIP surveys for 8<sup>th</sup>, 10<sup>th</sup>, and 12<sup>th</sup> grades to track last 30 day use of Alcohol, Tobacco, and Other Drugs

**Health Department:** Communicable disease monitoring and reporting; surveys; annual immunization audit of all day cares, schools, and head start programs

**Kentucky Cancer Program:** keeping updated cancer records—incidence and mortalities for communities; track smoking cessation success rates

**Life House:** record positive/negative pregnancy test data—broken down by age, race, spiritual affliction, single status, etc.; record decisions of clients to parent, adopt or abort

**MSU Community Health:** health fairs

**Murray-Calloway County Hospital:** monitor and track where patients come from and top diagnosis procedures for Calloway; nutrition assessments; assisting industry with screening for wellness, heart disease, and cancer; monitor hospital consumer assessment of healthcare providers and systems; immunizations, obesity, health screenings; infection prevention; reportable illness

**Murray Calloway Transit Authority:** always at the table for transportation needs and access

**Murray State Health Services:** National College Health Assessment conducted on even years

**School Nurses:** yearly weights/heights/flu shots for students

**Senior Citizens Program:** nutrition risk assessment for every client

**Walter's Family Pharmacy:** Monitor diabetes, blood pressure, etc., and general health issues



## EPHS #2: Diagnose and Investigate Health Problems

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**Briggs and Stratton:** involved in Calloway County Alliance for Substance Abuse Prevention

**City of Murray:** Drug and alcohol investigations

**Emergency Management:** on-going analysis of safety hazards

**Four Rivers Behavioral Health:** clinician diagnoses

**Health Department:** environmental inspections of complaints; provide sexually transmitted disease testing and treatment, investigate contacts; provide individual lead testing—follow up on elevated levels by home assessments; food-borne illness

**Kentucky Cancer Program:** identify cancer concerns and how to educate/reach those who need screenings

**MSU Community Health:** assess student health

**Murray State Health Services:** using data from National College Health Assessment (NCHA) to diagnose the health problem and work to intervene

**School Nurses:** work with health department to report diseases/illnesses

**Senior Citizens Program:** communicate problems to social service agencies

## EPHS #3: Inform, Educate, and Empower People about Health Issues

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**Briggs and Stratton:** counsel employees on health issues/concerns on daily basis, lunch and learns, health fair

**Calloway County Alliance for Substance Abuse Prevention:** ensure research-based programs in schools/MSU/life skills/alcohol education

**Calloway County Extension Office:** Teach classes, work with schools and other groups to provide research based programming and education.

**Calloway County Family Resource Center:** arrange transportation as needed for students for medical appointments, arrange or pay for student medications or appointments in emergency situations, work with school administration to identify and deal with health problems and health hazards that affect student achievement

**Calloway County Family Resource Center:** parental education programs--Toyota-born learning programs, stress management, nutrition/obesity, family fun; community counseling in schools

**Center for Accessible Living:** disability education

**City of Murray:** fire inspections, building inspections; water stream pollution education

**Four Rivers Behavioral Health:** host classes for parents regarding alcohol, tobacco, other drugs (ATOD)/new drug trends, help plan and host the Drug Alcohol Tobacco Don't Fit Conference for teens, started youth groups across the Purchase area that focus on ATOD, bullying, etc. awareness and prevention

**Health Department:** diabetes basics classes; HANDS program; abstinence program; smoking cessation courses; medical nutrition therapy for various health conditions, nutrition education for community

**Kentucky Cancer Program:** cancer education on prevention/awareness to community schools, worksites, etc.

**KY Delta Project:** educate parents, children and communities about nutrition, physical activity, drug abuse, bullying, and internet safety

**Life House:** educating women and men on healthy relationships, abstinence education, parenting skills, spirituality development, healthy cooking classes, education about prenatal care, post-abortion counseling

**MSU Community Health:** Formal 4-year curriculum in community health

**MSU Regional Outreach:** disseminate information and education regarding health-related projects

**Murray-Calloway County Hospital Wellness/Health Promotion:** community screenings, health education

**Murray-Calloway County Hospital:** health fairs, diabetes and cancer education, nutrition education, provide free screenings, support groups, health initiatives and awareness events to the community; use of social media and web to provide continual education and inform public about health issues and disease; infection prevention, education, vaccinations, blood-borne pathogens

**Murray Calloway Transit Authority:** outlet for population

**Murray State Health Services:** provide individual and group programming on health topics

**Murray Woman's Club:** donations to causes of the month--mental and physical health; inform, educate and empower our members concerning health issues

**National Alliance on Mental Illness:** inform through meetings, educate through books, DVDs, and pamphlets on mental health

**School Nurses:** classes regarding health issues, training for employees--blood borne pathogen, CPR

**Senior Citizens Program:** annual health fair, regular nutrition education

**Walter's Family Pharmacy:** inform customers about medications, give health education, and provide health education forums

**Wesley of Murray:** provide education and quality of life programming

## EPHS #4: Mobilize Community Partnerships to Identify and Solve Health Problems

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**Briggs and Stratton:** represent Briggs and Stratton on the Calloway County Alliance for Substance Abuse Prevention; community needs assessment; UW community needs assessment

**Calloway County Family Resource Center:** attend and participate in multiple groups with health-related missions

**Calloway County Extension Office:** Work with schools and other groups to provide healthy information to individuals. Example in Parenting Class.

**Center for Accessible Living:** participate in community committee meetings

**Churches:** provide transportation for needy community members to doctor appointments, etc.

**City of Murray:** Drug Task Force

**Four Rivers Behavioral Health:** sit in on Agency for Substance Abuse Policy board meetings and offer technical assistance to counties regarding ATOD

**Health Department:** Clean Air Murray; Murray Calloway Wellness Health Consortium; Calloway County Alliance for Substance Abuse Prevention; Murray in Motion; Calloway County Early Childhood Council; Healthy Start; Purchase Area Diabetes Connection; other boards and groups

**Kentucky Cancer Program:** District Cancer Council communicates to identify needs--includes subcommittees for different cancers, i.e. colon cancer

**KY Delta Project:** work with Murray Wellness Center on nutrition program for 4th graders

**MSU Community Health:** participates in Murray-Calloway Wellness Consortium

**MSU Health Services:** train students to become health educators--students identify problem areas and MSUHS staff act as bystanders ready to intervene

**MSU Regional Outreach:** provide grant assistance to community partnerships

**Murray Woman's Club:** partner with community health agencies to solve health problems; partner driving school with AARP

**Murray-Calloway County Hospital Wellness/ Health Program:** Consortium; corporate wellness programs; United Way Health Impact

**Murray-Calloway County Hospital:** support and drive Consortium efforts; attend community assessment; provide community events and health fairs with business partners

**Walter's Family Pharmacy:** provide programs that include health care providers giving education to community

## EPHS #5: Develop Policies and Plans that Support Health Efforts

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**Briggs and Stratton:** smoke-free facility; pre-employment drug screening

**Calloway County Alliance for Substance Abuse Prevention:** support policies that lead to decrease in substance abuse/smoking/alcohol use

**Center for Accessible Living:** peer support

**City of Murray:** expanded waste water treatment facility

**Emergency Management:** develop emergency response plans

**Four Rivers Behavioral Health:** help write grants, push for policy change (for example: smoke-free communities)

**Health Department:** Wellness Consortium; Clean Air Murray; emergency preparedness; Calloway County Board of Health

**MSU Health Services:** develop policy for ATOD; emergency plans – disaster, communicable disease outbreak

**Murray-Calloway County Hospital Wellness/ Health Promotion:** require health screenings for employees; tobacco-free campus; develop community plan annually to educate public on specific health topics and provider availability

**School Nurses:** policy in school for no food as a reward in classrooms; no student enrolled without up-to-date Kentucky immunization certificate

## EPHS #6: Enforce Laws and Regulations that Protect Health

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**Briggs and Stratton:** safety engineer; smoke-free facility

**Center for Accessible Living:** Americans with Disabilities Act (ADA) advocacy

**City Council:** has building codes regarding health standards

**City of Murray:** Alcohol Beverage Control office and ordinances; police department and fire marshal

**City of Murray:** planning and zoning ordinances

**Health Department:** health env.; mandatory abuse reporting; environment regulations; annual school/day care immunization survey; TB control

**Human Rights Commission:** creating proclamation to address the serious problem of bullying at school and sports events, internet and workplace, which impacts ones self-esteem, mental health, and safety; addressing the plight of the poor who must live in slum-lord houses amid mold, freezing temperatures, and mice

**MSU Health Services:** enforce state and federal laws regarding ATOD and communicable disease

**Murray-Calloway County Hospital:** safety and patient safety programs; stay in compliance with HIPAA laws

**Murray-Calloway County Wellness/ Health Program:** tobacco-free campus; health screening employees; mandatory flu vaccines; drug-free work place

**School Nurses:** require immunization updates

**Walter's Family Pharmacy:** monitor controlled substances

## EPHS #7: Link People to Health Services and Assure the Provision of Healthcare

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**Angels Clinic:** refer patients to lab testing, specialist, and for hospital care; provide access to medical and dental care to working poor

**Briggs and Stratton:** refer employees to other providers based on needs at finances

**Calloway County Family Resource Center:** referrals for/to health care services, dental, eye, etc. for families

**Center for Accessible Living:** referrals

**Churches:** Community United Benevolent Services (CUBS)

**City of Murray:** heating assistance for paying gas bills in winter; prescription discount program

**Four Rivers Behavioral Health:** resource center for public use (located in McCracken Co. but covers Purchase counties)

**Health Department:** KY Vaccines for Children Program; breast and cervical cancer treatment programs; presumptive eligibility; WIC Program; KY Woman's Cancer Screening Program; KY Colon Cancer Screening Program; refer for smoking cessation and breastfeeding help

**Kentucky Cancer Program:** Pathfinder – local resource directory to help cancer patient navigation

**Life House:** referrals for free ultrasounds; referral for prenatal care; referral for housing

**MSU Health Services:** constant referral service and make clients aware of resources

**Murray Calloway Transit Authority:** link people to transportation

**Murray Woman's Club:** Provide members with program on health

**Murray-Calloway County Hospital Rehabilitation/Wellness/Occupational Medicine/Social Services:** referrals, financial resource referrals

**Murray-Calloway County Hospital:** social work services; may refer to other health professionals; provide available health care info, events, provider information, and services via web, media, and social media outlets

**National Alliance on Mental Illness:** refer to counselors and psychiatrists; refer to disability benefits

**School Nurses:** assist students in finding healthcare – at Health Department, ER/hospital, doctors, etc. Work with doctors to assist when no funds are available

**Senior Citizen Program:** regularly refer clients to doctors, health department, etc.

**Wesley of Murray:** assessing health and wellness status

## EPHS #8: Assure a Competent Public Health and Personal Healthcare Workforce

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**Angels Clinic:** practice/training site for MSU and other nurse trainees

**Center for Accessible Living:** monthly trainings--i.e., webinars, teleconferences, etc.

**City of Murray:** certified workforce--police, water treatment, wastewater treatment, gas department, sanitation

**Four Rivers Behavioral Health:** offer various trainings regarding suicide, ATOD, prevention, etc.

**Health Department:** staff meetings; emergency preparedness training--Continuity of Operations (COOP), Strategic National Stockpile (SNS), etc.; customized employee training plans; continuing education trainings for licensed personnel; state and federal mandatory trainings

**Kentucky Cancer Program:** PPP providers' education; free CMEs/CEUS

**KY Delta Project:** teachers take 10 training and accessibility to resources

**MSU Community Health:** faculty-to-faculty workshops

**MSU Health Services:** monthly staff in-service ensures that staff is current on college health issues; compliant towards continuing education

**Murray-Calloway County Hospital:** attend continuing education and assessment; ongoing training programs; in-services; employment requirements; provide intern opportunities

**Walter's Family Pharmacy:** Educate our employees to help others

## EPHS #9: Evaluate Health Services

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**Angels Clinic:** keep records of communicable diseases currently active

**Briggs and Stratton:** evaluate wellness programs annually for effectiveness--make changes to improve

**Center for Accessible Living:** regular audits by outside agencies and develop corrective action plans

**Health Department:** Internal QA/QI program; internal employee surveys; patient satisfaction survey for clinic and HANDS program; participation in community assessment process

**Murray Calloway Transit Authority:** transit referrals

**MSU Community Health:** participation in community needs assessment

**MSU Health Services:** work with community to ensure access to care

**Murray-Calloway County Hospital:** quality improvement

**Walter's Family Pharmacy:** Medicare Part D assistance

## EPHS #10: Research for Innovative Solutions to Health Problems

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**Briggs and Stratton:** Utilize best practice from within our corporation to improve safety programs as well as wellness initiatives and work comp.

**Center for Accessible Living:** regular contact with other centers and listserves

**Health Department:** participate in assessment; research for grant opportunities; brainstorming with community partners

**MSU Community Health:** on-going faculty involvement in health-related research

**MSU Health Services:** apply for grants to aid in new science-based services

**Murray Calloway Transit Authority:** keep up with sidewalks, trails

**Murray Woman's Club:** participate in cancer study

**Murray-Calloway County Hospital:** Kentucky Hospital Engagement Network (KHEN) and national Hospice Education Network (HEN) participation; on-going progression with new technology and ways to communicate; cancer prevention study

**National Alliance for Mental Illness:** advocate for better mental health care

**Walter's Family Pharmacy:** provide new products for patient use to save money and provide greater effectiveness