

# 2016 Community Health Needs Assessment for McPherson County, Kansas

Prepared by

Cyril Russell  
Director of Marketing  
McPherson Hospital

Fern Hess  
Director, McPherson County Health Department

Other contributors:  
Rob Monical, CEO  
McPherson Hospital

Larry Van Der Wege, Administrator  
Lindsborg Community Hospital

Doyle Johnson, CEO  
Mercy Hospital, Moundridge

# Executive Summary

## Background and Process

In 2016, the leadership of McPherson Hospital in McPherson, Lindsborg Community Hospital in Lindsborg, Mercy Hospital in Moundridge, and the McPherson County Health Department chose to collaborate in creating a community health needs assessment (CHNA). Provisions of the Affordable Care Act (ACA) require charitable hospitals to conduct community health needs assessments every three years, and adopt implementation strategies to meet identified needs.

Further, the Public Health Accreditation Board (PHAB) defines public health accreditation as the development of a set of standards, a process to measure health department performance against those standards, and reward or recognition for those health departments who meet the standards. This accreditation process also requires a periodic community health assessment.

The service area assessed was McPherson County, Kansas. The assessment combines existing secondary data with information gleaned from a survey made available to county residents and workgroup feedback representing a broad cross section of organizations from throughout the target area. After reviewing this data and compiling and reviewing existing resources, a list of prioritized needs has been developed.

**Needs Identified and Prioritized** – Results of the survey indicated perceived health issues in the county. The identified weaknesses were reviewed and prioritized by a workgroup comprised of a cross section of survey respondents from throughout the county. This group met to discuss survey results and explore relevant county secondary data from various sources indicated in this report. The workgroup examined the top health issues gleaned from the survey to arrive at a prioritized list, which is discussed in more detail below.

This CHNA was reviewed and approved in June 2016 by the Boards of the three hospitals mentioned above.

# Community Health Needs Assessment Partners

## McPherson County Public Health Department

The McPherson County Health Department mission is to promote healthy behaviors that protect the well-being and the environmental safety of McPherson County residents. A variety of programs and services make a significant contribution to the well-being of county residents. Funding sources include Federal and State grants, McPherson County taxes, and fees collected. Programs are established to be preventive and proactive in the reduction of health risks and reactive when circumstances dictate. The McPherson County Health Department serves an average of 3600 clients per year, ranging in age from newborns to centenarians.

## McPherson Hospital

McPherson Hospital is a progressive, 49-bed acute care not-for-profit facility providing high quality care to meet the primary, acute and emergent health needs of residents throughout McPherson County. Along with a medical staff of 16 physicians offering a variety of healthcare services, outpatient services are also available through specialty clinics. Five hospital-employed physicians provide internal medicine, family practice and surgical services. Recent technological additions include polymerase chain reaction units for the laboratory and a 3D surgical video system for the operating room. Other services include lab, OB, rehabilitation services, respiratory care, emergency services, cardiac rehab, acute medical and surgical care, and others.

## Lindsborg Community Hospital

Lindsborg Community Hospital is a 25 bed Critical Access Hospital which employs around 100 people from the Smoky Valley, including Lindsborg, Salina, McPherson, Marquette and surrounding communities. Family practice medicine is provided by family practice physicians, physician assistants and a nurse practitioner at the adjoining Family Health Care Clinic, a department of Lindsborg Community Hospital. Specialty physicians and clinics offer services in areas of podiatry, general surgery, cardiology and behavioral health. Lindsborg Community Hospital provides family healthcare services, offering emergency department coverage 24/7, acute care, skilled nursing care, diagnostic lab and radiology services for in- and outpatients, rehabilitation services and an urgent care clinic on weekends. On October 1, 2012, Lindsborg Community Hospital became an affiliate of Salina Regional Health Center.

## Mercy Hospital

Mercy Hospital is located in Moundridge, Kansas, at the southern edge of McPherson County. The hospital is a non-profit, religious, acute care facility. It is incorporated as a 501 (c) 3 organization. The **hospital's service area includes the residents of Moundridge**, as well as the rural communities of Goessel, Galva, Inman and Hesston, Kansas. Two homes for the aged are located in Moundridge and are served by the hospital, as well as a newly constructed drug rehabilitation facility. Mercy Hospital

has six family practice physicians on its active medical staff, as well as numerous other specialties with admitting privileges. Some of the services offered by Mercy Hospital include obstetrics, general surgery, physical therapy, speech therapy, full-service laboratory and 24-hour emergency room services. The hospital is licensed by the Kansas Department of Health and Environment.

## Community Description

For purposes of this assessment, the target area of focus is the population of McPherson County. In the mid-1800's, **the Santa Fe Trail passed through what is now McPherson County, which was officially** designated as such in the spring of 1870. The population at that time was 738. Over the decades, McPherson County has turned into a place where small, thriving communities have each created their own rich histories and continue to progress into the future.

McPherson County is 900 square miles in size. Located in prime agricultural land in the center of the United States, McPherson County is also abundant in many other forms of commerce and industry including manufacturing in plastics and related enterprises, chrome plating, polyethylene products such as piping and fittings for plumbing, fiberglass insulation, food products, pharmaceuticals, metal forming equipment, aluminum products for consumer households, and others. National companies with facilities in the City of McPherson include North American Products (CertainTeed), Johns Manville and Pfizer. These companies employ citizens from throughout McPherson County and beyond.

Located near the center of the state of Kansas, McPherson County has a population of 29,180 according to the 2010 U.S. Census. The City of McPherson, with a population of 13,155, is the county seat. Other smaller communities across the county include Canton, Galva, Inman, Lindsborg, Marquette, Moundridge and Windom.

There are three hospitals serving McPherson County: McPherson Hospital, Lindsborg Community Hospital and Mercy Hospital in Moundridge. A distance of 14 miles separates McPherson from Lindsborg, and it is 16 miles from McPherson to Moundridge. The three hospitals serve the McPherson County area as their primary service area. Some hospitals draw from more specific communities in the county based on their location. All three hospitals treat patients regardless of socio-economic status.

## Demographic Analysis of Community

Current data for the types of information sought after for this kind of research is sometimes not available **as data collection agencies don't provide** annual updates. The latest data accessible will be shared below to provide a snapshot of the overall status of McPherson Hospital in several demographic and socio-economic areas.

The latest census data from 2010 along with some estimates from the United States Census Bureau (USCB) were utilized in this analysis. Statistics indicate that over the last few decades, county population has fluctuated, trending upward during the last two decades of the last century but tapering off slightly over the past 10 years. The chart below shows a 1.3% decline in the McPherson County population between 2000 and 2010. This reflects a change from the State of Kansas whose population has increased significantly during this same time period. Population estimates from the

United States Census Bureau indicate populations in the year 2015 of 28,941 and 2,911,641 respectively.

### Population and population change

Location	1980	1990	2000	2010	Percent Change 1980 - 2010
McPherson County	26,855	27,340	29,571	29,180	8.7
State of Kansas	2,364,236	2,477,588	2,688,824	2,853,118	20.7

### Population by age variable

Population Variable	McPherson County	Kansas
Under 5 years old	6.2	7.2
Under 18 years old	23.5	25.5
65+ years and older	18.3	13.2
85+ years and older	3.9	2.1
Median age in years (2010)	41.4	36.0
Median Value of Owner Occupied Housing Units (2010)	127,600	129,400

McPherson County is predominately white with 95.1% of the population identifying themselves that way. The second largest population is Hispanic at 3.5% of the county population. The county racial/ethnic composition differs from the State of Kansas in these areas.

### Racial/Ethnic Composition by percentage of total population

Population Variable	McPherson County	Kansas
White	95.1	83.8
Black	1.0	5.9
Asian	0.5	2.4
American Indian	0.4	1.0
Hispanic/Latino Origin	3.5	10.5
White, not Hispanic	93.1	78.2

### Education rates for persons age 25 and over, 2010-2014

Education Level	McPherson County	Kansas
High school graduate or higher, percent of persons age 25+	88.9%	90.0%
Bachelor's degree or higher, percent of persons age 25+	26.7%	30.7%

The following is a series of tables that represent the overall economic health of McPherson County.

The latest USCB estimate for McPherson County median household income is in 2014 dollars. The reported income of \$55,437 is a bit lower than the \$56,356 reported 3 years ago. With the exception of median household income, the chart below reflects household income statistics for 2010, the latest data available from the Census Bureau.

2010 Household Income	McPherson County	Kansas
Total Area Household Income	\$282,684,930	\$80,829,441,432
Median Household Income (2014 dollars)	\$55,437	\$51,872
Income less than \$15,000	6.90%	11.00%
Income \$15,000 to \$24,000	8.45%	10.06%
Income \$25,000 to \$34,000	11.12%	10.42%
Income \$35,000 to \$49,000	16.86%	14.55%
Income \$50,000 to \$74,000	21.30%	19.14%
Income \$75,000 to \$99,000	15.21%	13.30%
Income \$100,000 to \$124,000	9.77%	8.43%
Income \$125,000 to \$149,000	3.78%	4.86%
Income \$150,000 to \$199,000	3.15%	4.22%
Income \$200,000 and Over	2.95%	4.01%

#### Percentage of people living below poverty level

Time Series	McPherson County	Kansas
2008-2012	8.1%	13.2%
2009-2013	8.2%	13.7%
2010-2014	8.1%	13.8%

#### Percentage of children living below poverty level

Time Series	McPherson County	Kansas
2011	12.40%	18.79%
2012	11.67%	19.00%
2013	11.65%	18.40%

#### Percentage of public school students approved for free and reduced price lunches

Year	McPherson County	Kansas
2011	35.10%	47.43%
2012	38.29%	48.68%

2013	38.23%	49.51%
2014	40.61%	50.03%
2015	38.06%	49.97%

McPherson County has seen steady reductions in uninsured adults in the past five years as illustrated by the table below.

### Uninsured adult population rate

Time Series	McPherson County	Kansas
2010	15.2%	19.1%
2011	15.3%	17.8%
2012	13.9%	17.6%
2013	12.8%	17.5%

McPherson County has historically seen lower than average unemployment rates than the nation and the State of Kansas. The table below shows similar county trends with the State of Kansas. Both the county and the state have seen steady reductions in unemployment rates over the last five years.

### Unemployment rates

Year	McPherson County	Kansas
2012	4.5	6.6
2013	4.1	5.8
2014	3.8	5.5
2015	3.0	4.4
2016	3.0	4.2

### General County Health

Overall, McPherson County ranks extremely high in health outcomes and health factors. The Robert Wood Johnson County Health Rankings and Roadmaps Report for 2016 ranked McPherson County 9<sup>th</sup> of 101 Kansas counties in health outcomes. Health outcomes represent how healthy a county is based on length and quality of life. The county was ranked 2<sup>nd</sup> in health factors which represents what influences the health of a county based on four factors: health behaviors, clinical care, social and economic factors and physical environment. These rankings have risen since 2013 when the figures were 12<sup>th</sup> and 3<sup>rd</sup> respectively. Further, compared to the state average of 14%, McPherson County has 11% of the population who feel their health is poor or fair.

## CHNA Methodology and Process

The McPherson County Health Needs Assessment data collection process included gathering opinions from county sources using a survey, and quantitative data from secondary sources. A survey instrument was developed by the local steering committee. (See Appendix 1).

In May of 2016, an electronic survey was made available to the general public. Publicity included local radio and newspaper announcements, social media pages, county hospital and public health websites, links sent to specific groups such as low income and senior populations, and personal invitations to individuals representing a broad spectrum of the population based on professional affiliations, interests and community engagement (See Appendix 2). All respondents were anonymous to survey administrators as was stated clearly in the communication process. Paper copies were available upon request.

The survey instrument included a total of 33 questions in a variety of formats including dichotomous, multiple choice, rank order, semantic differential and demographic analysis. Links to the survey were active for four weeks. A total of 322 surveys were submitted electronically. No paper copies were received.

The survey sought opinions and perspectives on several key areas including health care quality and access, general perceptions regarding safety, housing and other social infrastructure, and opinions about specific health problems in the county. Responses to survey items were tallied and analyzed, providing excellent data from which to draw conclusions and establish direction moving forward.

## General Survey Results

Demographic analysis of survey respondents reveals that the largest categories responding were people aged 40 to 54 years old, married and employed full time. Significantly more females responded than men, and the majority of all respondents were white. There was fairly even distribution of household income, primarily in three groups ranging from \$59,000 to \$149,000. Roughly 17% of participants had household incomes from less than \$20,000 to \$40,000. The vast majority fund their health care through private insurance, but nearly 20% pay cash. Almost 12% have Medicare.

Over 91% of respondents indicated that they perceive the health of their community either somewhat healthy or healthy. Just over 42% agreed with the statement that they are satisfied with the health care available in the community and a similar percentage agree that they have seen improvement in access to healthcare in the last three years. However, a total of 70% either disagree or are neutral when asked if there is enough access to medical care for residents with low income.

Approximately 42% said they agree that they have seen improvement in health activities and healthy eating options in their community in the last three years. Just over 41% agree that the community has enough health and wellness activities to meet their needs. Over 56% agree that they are satisfied with the quality of life in their community and 10.5% strongly agree. About 24% are neutral on that item.

Regarding barriers to access, 44.41% indicated that an available medical specialist was the biggest obstacle and the hours of operation for healthcare facilities were the second highest barrier at 23.29% of respondents. Availability of medical specialists varies among communities in the county, and the majority of those are visiting physicians from larger hospitals or clinics in other counties.

When asked specifically **to indicate the three most "risky behaviors" in the county** out of a list of 12 options, there were similar numbers of respondents each for drug abuse, texting/cell phone use while driving and alcohol abuse. Those responses were 53.1%, 52.4% and 45.6% respectively.



When asked to indicate the three **most important “health problems”** out of a list of 21 options, there was a bit more separation in the top two than the risky behaviors. There were 47.2% who placed obesity in their top three, followed by cancers with 36.2%. However, mental health issues were a close third with 34.2%. Drug abuse was close behind mental health concerns with 29.5% of respondents putting it in their top three health problems, but the workgroup did not communicate this as an area of immediate concern when compared to the other issues discussed.

## Process for Prioritizing

After the data from the survey was analyzed, a workgroup (See Appendix 3) was formed to explore results and prioritize identified needs. This group represented a good cross-section of persons in the county with knowledge about social and health issues based on occupation or engagement in the communities. During a special meeting held in June of 2016, this workgroup reviewed secondary data related to the county on a number of demographic, socio-economic and health issues. The group also reviewed survey results and commented on any other factors perceived through the survey. Other community stakeholders not present at the meeting provided input via email.

The group as a whole concurred with the survey results regarding the most prominent health problems in the county as obesity, cancer and mental health issues. Comments made indicated that some of these issues require a long-term, slow solution and that results will not be seen in the short-term. Others may require immediate attention that could see results. Through discussion, the issue of mental health challenges could be more of a priority in strategy development, especially considering its relative weight in comparison to the cancer concerns from a percentage of respondents. The difference in percentage is very close.

A common theme through discussion was that strengthening families should be a key component to any strategy in addressing these issues. The development of health lifestyles should begin at home and the encouragement of healthy family values is critical, teaching children at a young age the importance of overall good health, nutrition and well-being.

## Analysis of Issues

This section includes supportive secondary data for the top health issues identified through the assessment process. For comparison purposes, some data includes statistics from other counties.

### Obesity

In the last assessment in 2013, it was noted that McPherson County had the lowest percentage of adults who are obese of the contiguous counties. More recent studies by the Robert Wood Johnson Foundation in their County Health Rankings show that McPherson County, at 30%, continues to be the lowest of six contiguous counties in adults who are obese. The State of Kansas is also at 30% in this category. However, the county is also the lowest of the six counties (25%) in adults who report no leisure-time physical activity. The State of Kansas is also at 25% in this category.

## Obesity and physical activity of adults

Health Issue	McPherson County	Kansas
Percentage of obese adults	30%	30%
Percent of physically inactive adults	25%	25%

The most obvious contributors to obesity are diet and exercise. Kansas Health Matters provides statistics on a variety of health issues that may be helpful in developing health needs assessments and strategies. In 2013, one study showed that McPherson County was among the lowest of the contiguous counties in the percent of adults who reported consuming fruits (40.2) and vegetables (22.2) less than one time per day.

The County Health Rankings also show that in 2016, 63% of the county population had access to exercise opportunities. This represents people who live reasonably close to a location for physical activity which are defined as parks or recreational facilities such as gyms, community centers, YMCAs, etc.

## Cancers

According to Kansas Department of Health and Environment statistics, the number of cancer diagnoses in central Kansas has remained fairly flat over the years. While a lack of increase could be considered a positive, there could be other variables contributing to that trend such as fewer people being screened. One encouraging trend is that the number of cancer deaths appears to be falling in our area. This can likely be attributed to earlier diagnoses and better treatments available in more recent years.

There are numerous statistical analyses options for cancer that can be broken down by age, gender, and type of cancer or site. For simplicity, the table below indicates the number of all cancer types diagnosed by year for specific counties. The most reliable data seems to be available only up to 2012. All sexes and all races were considered in the data. Comparisons were drawn to other counties of similar populations. Environmental and behavioral factors, as well as family histories and other issues would contribute to these trends, so no correlation should be drawn between the counties. The comparisons were made strictly as population measures of similar size counties. The general trends have been consistent among these counties where early in the decade saw increases in numbers of diagnoses. But all counties, with the exception of Ellis County, saw a decrease in the early 2000s but an increase in the rest of the first decade. Further, Miami County has seen decreases in diagnoses in the latter 5 years prior to 2012.

## Number of all cancer diagnoses by similar size counties

Year	McPherson Co.	Ellis County	Barton County	Miami County
2002	155	143	157	124
2007	176	133	197	143

2012	144	157	188	151
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Considering the average populations of these counties and these rates, cancer incidence is generally 1% or less. Yet, the impact of this disease is widespread and concerning.

## Mental Health

In the last CHNA conducted three years ago, mental health was considered to be an issue of concern, but it did not place high on the survey results and the workgroup did not choose to place it as a **priority. This year's survey results and the workgroup now** agree that mental health issues are worth exploring as a high need for attention.

Data regarding mental health trends specifically related to Kansas counties is not as prevalent as other health concerns. Therefore, it is difficult to illustrate the extent of mental health conditions in McPherson County. There is data related to the percentage of Medicare recipients who had been treated for depression in 2014. That figure is 15.5%.

Another way to determine the extent of mental health issues is to measure the number of suicides during a particular time period. Kansas Health Matters released a statistic that the number of suicides per 100,000 population in McPherson County is 15.5. If you factor the actual population of McPherson County and adjust that figure proportionately, which is just over one-third, the total drops to an average of 5.5 to 5.8 between 2012 and 2014. The McPherson Sentinel newspaper reported in December of 2014 that the number of suicides in the county in 2013 was two, but that within the first three months of 2014, that number had already been matched.

The Centers for Disease Control has reported that the percent of older adults living with depression in McPherson County is 13.2%. The U.S. median is 12.4

## Summary

The above provides a snapshot of McPherson County with regard to demographics, socio-economic status and identified health needs. There were no comments or feedback received from the general public to the prior CHNA. This effort is an ongoing process to establish relationships with key stakeholders and open the lines of communication so that agencies and organizations can work toward a common goal of positively impacting the overall health of the county.

## Community Resources and Assets to Address Needs

The following organizations provide daily support for the citizens of McPherson County in a variety of ways. The hospitals in McPherson County may work collaboratively with certain groups to address the identified health needs from the CHNA.

### Big Brother Big Sisters

Matches at-risk children with positive adult role models who will encourage the children to do better in school, improve relationships and eventually become contributing citizens in their communities.

Boy Scouts of America - Quivira Council  
Supports the Comprehensive Character Development Program associated with scouts living in McPherson County.

Celebrate Recovery  
Addiction support.

Child Start  
Provides early childhood development services that prepare children for lifelong success.

Client Centered Counseling  
Counseling for children, families and adults.

Court Appointed Special Advocate (CASA)  
Advocating for the best interests of abused and neglected children within the court system by providing trained volunteers who investigate cases and provide recommendations to the courts.

The Children's Center  
Providing a preschool program focused on overall readiness for Kindergarten while building a child's self-esteem and confidence to last a lifetime.

Disability Supports of the Great Plains  
Provides support and assistive services to persons with disabilities.

Early Childhood Center  
Head Start and Early Childhood Special Education Services offered such as speech, language, physical and occupational therapy, preschool screening and other services.

Girl Scouts of Kansas Heartland  
Builds girls of courage, confidence and character who make the world a better place.

Heart to Heart Child Advocacy Center  
Promotes and facilitates a multi-disciplinary child-focused approach to prevention, investigation, intervention, prosecution and treatment of child physical and sexual abuse.

Kansas State Research and Extension Office  
Classes for home safety, emergency preparedness, budgeting, food preparations, etc.

Lindsborg Community Hospital  
Provides inpatient/outpatient services.

MCDS

Provides services to individuals with disabilities by promoting community inclusion and employment opportunities with the maximum level of independence and dignity.

#### McKids

Services for families with special needs children, health/nursing, nutrition, vision, and hearing issues, speech, physical and occupational therapies.

#### McPherson County Council on Aging

Supports senior citizens through a diversified serve structure intended to strengthen their capability to remain in their own homes and respective communities while maintaining dignity and self-determination.

#### McPherson County Food Bank

Providing basic food assistance for needy families in the McPherson County.

#### McPherson Family Life Center

Strengthens families by providing support through counseling, education and coordination of resources.

#### McPherson Family YMCA

Uniting in a common effort to enrich the quality of spiritual, mental, physical and social life for ourselves and community.

#### McPherson Hospital

Provides inpatient/outpatient services.

#### McPherson County Health Department

Promotes healthy behaviors that protect the well-being and the environmental safety of McPherson County residents.

#### McPherson Public Library

With free internet, a wide variety of books, activities and after school programs are available.

#### Meals on Wheels

Serves the elderly and infirm by providing hot nutritious meals.

#### Mercy Hospital

Provides inpatient/outpatient services.

#### Mount Hope Sanctuary

Provides transitional housing and life-changing programs and support services for women and their children who are facing hopeless circumstances due to either generational or situational poverty.

#### Parents as Teachers

Parents as Teachers helps organizations and professionals work with parents during the critical early years of their children's lives, from conception to kindergarten.

#### Prairie View

Evaluations, referrals, education programs, crisis intervention, recovery, substance abuse, counseling, and other programs.

#### Salvation Army

Gives temporary assistance to those in need.

#### Sexual Assault/Domestic Violence Center

Provides confidential, non-judgmental support to victims of sexual assault and domestic violence.

#### Special Olympics

Provides year-round sports training, education and athletic competition in a variety of Olympic-type sports for all children and adults with intellectual disabilities.

#### Circles of McPherson County (STEPMC)

Organized to facilitate, develop and support leaders in a county-wide CIRCLES initiative aimed at ending poverty by creating the framework for people to build relationships across economic and class lines in order to transform lives.

#### United Cerebral Palsy

Advances the independence, productivity and full citizenship of people with disabilities.

#### Valley Hope – Moundridge

A substance abuse inpatient treatment center with locations throughout the Midwest.

## Implementation Strategy

Guided by the identified significant county health needs from the assessment, plans will be formulated by each participating hospital in the county to address those needs as they pertain to their particular service area. Each hospital will utilize individually allocated financial resources to implementation strategies and will collaborate as needed with the county health department and a variety of community organizations and resources, and possibly with each other in order to properly address significant health needs. These strategies will be developed further over the next several months. Detailed implementation plans will be created for each hospital where they will be approved by governing bodies and made widely available.

## Appendix 1

See Attachment

## Appendix 2

Representatives from the following areas received survey links, information about the assessment process and/or provided input for the assessment:

- Private Colleges
- Public and private education administrators
- Special education advocacy
- United Way
- Senior care administrators
- Senior care advocacy
- Chamber of Commerce
- City Government
- County Government
- Hospital administration
- Retail
- Mental health
- Community foundations
- Health care workers
- Physicians
- Police and sheriff
- EMS
- County research and extension

- Recreation commission
- Dental care
- Disability care and advocacy
- Family fitness

### Appendix 3

Roundtable workgroup included county-wide representatives from the following disciplines:

- Physicians and healthcare
- Mental health
- City Government
- Senior advocacy
- Public health
- Chamber of Commerce
- Community foundations
- Research and extension
- Low income
- Public education
- Family fitness
- Hospitals from the county

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This document is available to the public on the websites of each of the hospitals referenced in this assessment.

# A McPherson Hospital Implementation Strategy for Needs Identified in a Community Health Needs Assessment for McPherson County, McPherson, Kansas

2016-2019

## Executive Summary

### Background and Process

In 2016, the leadership of McPherson Hospital in McPherson, Lindsborg Community Hospital in Lindsborg, Mercy Hospital in Moundridge, and the McPherson County Health Department chose to collaborate in creating a community health needs assessment (CHNA). Provisions of the Affordable Care Act (ACA) require charitable hospitals to conduct community health needs assessments every three years, and adopt implementation strategies to meet identified needs. This CHNA was reviewed and approved in June 2016 by the Boards of the three hospitals mentioned above. However, each hospital agreed that implementation strategies could be developed separately, as calendar years do not run concurrently.

The service area assessed was McPherson County, Kansas. The assessment combined existing secondary data with information gleaned from a survey made available to county residents and feedback from a workgroup representing a broad cross section of organizations from throughout the target area. Results of the survey indicated perceived health issues in the county. The identified weaknesses were reviewed and prioritized by the workgroup who concurred with the priorities identified in the survey results.

After reviewing this data and compiling and reviewing existing resources, a list of prioritized needs was developed.

### Needs Identified and Prioritized –

The above-mentioned group met to discuss survey results and explore relevant county secondary data from various sources indicated in the assessment. After the data from the survey was analyzed, the workgroup was formed to explore results and begin to prioritize identified needs. During a special meeting held in June 2016, this workgroup was asked to review and discuss the top issues identified from the survey and consider other survey results. The group was then asked to rank the top three health issues from the survey in order of preference.

The top three health issues indicated by the survey and were concurred by workgroup members, in order of priority are:

- 1) Obesity
- 2) Cancer
- 3) Mental Health Issues

## Implementation Plan

As mentioned previously, each hospital in the county agreed that implementation strategies could be developed separately, as calendar years do not run concurrently, and each hospital operates independently of the other. Therefore, a strategy committee comprised of a cross-section of McPherson Hospital employees was formed to examine the results of the Community Health Needs Assessment to determine a course of action for McPherson Hospital in addressing the actionable needs identified. As allowable, some identified needs may not be addressed during this time frame due to either lack of resources, needs that are beyond our scope to make an impact, or needs that are already being met sufficiently through other organizations.

The strategy committee feels strongly that a proper course of action can make an impact on several of the identified needs as a whole. All of the identified needs can be potentially affected through awareness and education, and through proper nutrition and exercise.

The needs identified where we hope to have a positive impact from a mission and resource perspective include all three of the identified issues: obesity, cancer and mental health issues. Though each one in itself is a significant health issue, the workgroup recognizes the connection between some of the significant needs as they relate to other health needs in the community, such as obesity and diabetes. It is felt that any activities and strategies aimed toward any one of these particular needs could also impact others. While it is also understood that some of these health issues have predispositions to heredity and other factors, some impact may be achieved through education and prevention.

Goal (through fiscal year 2019):

- To reduce by ½ to 1% the number of persons in McPherson County who are diagnosed with any of the above-mentioned health issues.
- To focus on the above health needs by:
  - Creating and maintaining programs and services that will address a variety of health and wellness issues.
  - Encouraging the public to become engaged in health matters individually and collectively.
  - Informing the public about life choices and how they relate to their overall health.

## Strategies

- Take an active role and partner with the Kansas State University Extension Office in McPherson County on the following initiatives. This will require financial outlay for promotion and personnel to help lead sessions.
  - Walk Kansas – An annual spring event designed to encourage teams of 6 or more people to track minutes of physical activity and food choices during an 8-week period. This impacts a couple of hundred people.
  - Dining with Diabetes – This is a special dinner event targeted to families with loved ones who have been diagnosed with diabetes. The purpose is to educate participants on appropriate eating habits, share practical information and provide hands-on

demonstrations on how to prepare special meals. Up to 2 events will be held annually, potentially reaching 100 persons.

- Host annual lunch and learn events focusing on each of the identified health issues. These events will be scheduled periodically with each event led by a hospital representative focusing on a different topic relative to the needs identified. Over 3 years, these events have the potential to reach over 300 people. Dedicated resources will include financial outlay for promotion and personnel to lead sessions.
- **Establish a formalized speaker's bureau comprised of hospital staff and local physicians to** present informative sessions for civic clubs, church groups, schools, local businesses and other gatherings. This has the potential of creating dozens of speaking opportunities each year to reach hundreds of citizens on a variety of health and wellness topics. Dedicated resources will include financial outlay for promotion, materials and personnel to make presentations.
- Sponsor an informative, monthly 30-minute radio show on the local radio station that reaches residents throughout the county. Representatives from McPherson Hospital will cover health and wellness issues that include those identified on the health needs assessment. The listening audience size can reach into the thousands to hear these messages over time. This requires financial outlay for radio air time.
- **Provide through the hospital's fitness center, free Theraband classes for those 50 and over to** encourage fitness and flexibility. This reaches an average of 10 participants twice weekly. This requires personnel to lead sessions.
- Partner with the local grocery store to develop healthy **"Meals of the Week."** This could be promoted locally with weekly menus offered to help people develop more healthy food choices. This could impact thousands of individuals. Financial outlay will include promotion and potential materials as well as personnel time for planning and implementation.
- Partner with other businesses or organizations to create an event that would bring in an expert on a topic related to any of the identified health needs in a special keynote format. This could impact a hundred people or more. Resources will include financial outlay for promotion and materials as well as implementation.
- With two colleges in our community, a strategy can be developed that would target students in order to educate them relative to topics from the assessment. Working with college administration, materials can be developed to distribute or sessions developed to create educational experiences on relevant topics using hospital personnel. Resources will include financial outlay for materials development and planning and implementation.
- Utilize national awareness opportunities through marketing to educate our communities on the importance of preventive care such as:
  - National Heart Month – February
  - Prostate Cancer Month – September
  - Childhood Obesity Awareness Month - September
  - Breast Cancer Awareness Month – October

- American Diabetes Month – November  
Resources allocated will include cost of advertising and promotion.

Other initiatives may be identified as these strategies are implemented and other opportunities arise for education and action to address these needs.

As per IRS regulations, actions taken annually toward this implementation strategy will be reported on the Form 990 after each taxable year. Measurements of impact will include the number of initiatives enacted, attendance and participation at events, and a final assessment of results compared to our stated goals. Required resources to implement these strategies will be more fully understood as specific plans are organized and put into place.

This implementation strategy was reviewed and approved by the McPherson Hospital Board of Trustees on October 24, 2016.