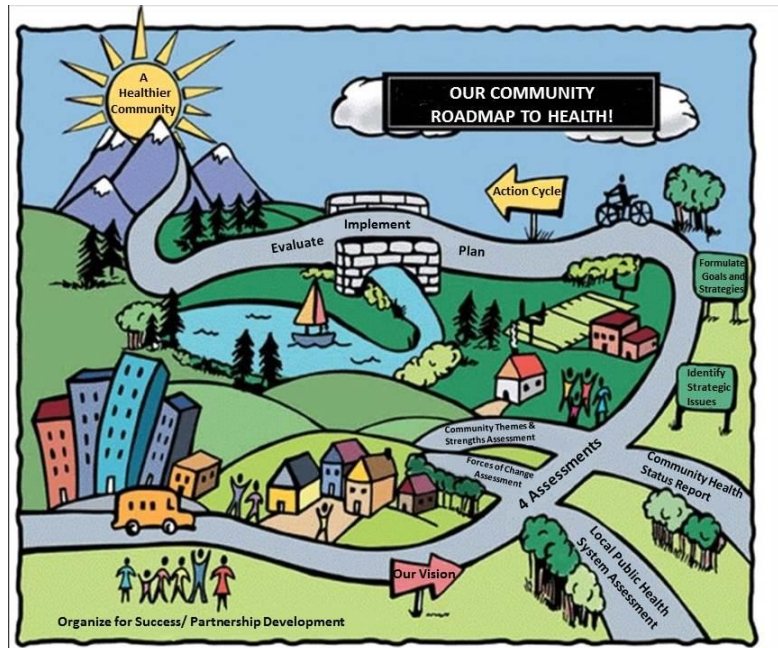




# ROADMAP TO A HEALTHY COMMUNITY

*2015-2016 Lane County Regional  
Community Health Needs Assessment*



A Collaborative Project between United Way of Lane County, PeaceHealth Oregon West, Trillium CCO, and Lane County Public Health

Report prepared by Heather Amrhein, United Way of Lane County  
[www.LiveHealthyLane.org](http://www.LiveHealthyLane.org)

## Health

*“A state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.”*

– World Health Organization

## Healthy Community

*“One that is continuously creating and improving those physical and social environments and expanding those community resources that enable people to mutually support each other in performing all the functions of life and in developing to their maximum potential.”*

– World Health Organization

# Table of Contents

INTRODUCTION	3
OVERVIEW OF OUR REGION	4
VISION & VALUES	5
TWO STRATEGIC ISSUES	6
THE PROCESS	7
ACKNOWLEDGEMENTS	14
FOR MORE INFORMATION	17

“Alone we can do so little.  
Together we can do so much.”  
– Helen Keller

## Introduction

This 2015-2016 Lane County Regional Community Health Needs Assessment (CHNA) introduces a new approach to community health, one where decisions about programs and interventions are not based solely on “the numbers,” but also on what community members feel is important as they strive to live a healthier life.

A major function of local public health agencies is to monitor the health status of their community. In the past, community health assessments were heavily focused on data and lacked the voice of the community. For this assessment, we have been committed to investing our time and resources in order to hear directly from community members.

To guide the process, we chose to use the Mobilizing for Action through Planning and Partnerships (MAPP) framework because of its strong emphasis on community input. MAPP is a nationally-recognized community-driven process to aid organizations in the development of health needs assessments.

Early in our MAPP process, community members developed a vision statement. During the remainder of the process, at every step, this vision was the guiding factor for all decisions: *Working together to create a caring community where all people can live a healthier life.*

Four interdependent assessments were then conducted, which provide a comprehensive snapshot of the specific health needs and opportunities in the region. This community-driven process would not have been possible with the participation of our local public health system partners and community members, who provided input and used data from the assessments to develop two strategic issues. A special thanks to the nearly 3,000 community members who took the time to share their views, experiences, and priorities thus far.

In the coming months, we will continue to work with our partners, stakeholders, and community members to develop a Community Health Improvement Plan (CHIP) that identifies goals, strategies, activities, and resources to address the two strategic issues identified in the CHNA. By working together, the CHIP will be implemented over the next three years. Through this collaborative effort, we will evaluate our programs and measure outcomes to improve planning efforts. We are committed to developing data-driven performance measures and adopting evidence-based interventions to ultimately, make a healthier region. Most importantly, we strive to ensure that this work is beneficial to all who live, learn, work and play in the community.

We invite you to use this report and the plan to help inform and enhance the work underway to improve the community’s health. We encourage you to get involved and contribute to this effort as we work together to create a caring community where all people can live a healthier life.

## Overview of Our Region

For the purposes of the 2015-2016 Lane County Regional Community Health Needs Assessment, our community's region includes Lane County and Reedsport, Oregon.

Reedsport, Oregon is located in Douglas County on the central Oregon coast and is 87 miles southwest of Eugene, Oregon and has 4,090 residents (97% urban, 3% rural).

Extending from the Pacific Ocean to the Cascade mountain range, Lane County is a vibrant mix of communities and people. Lane County is the fourth most populous county in Oregon, with a population just over 350,000 residents. The Eugene-Springfield area contains over 60% of the county's population and is the third-largest Metropolitan Statistical Area in Oregon. Outside of the metro area, Lane County is largely rural and unincorporated. The concentrated population, yet large geographic area of the county creates disparities in access to health and human services, as well as resources.

The 2016 County Health Rankings and Roadmaps rank Lane County 12<sup>th</sup> out of 36 counties in Oregon for overall health outcomes (length of life and quality of life) and 9<sup>th</sup> for health factors (health behaviors, clinical care, social and economic factors, and physical environment). Our region is a moderately healthy community with well-educated and active residents. The population is increasing, living longer, and becoming more diverse. Although good health outcomes and behaviors are prominent, there are still gaps to be addressed. Disparities exist between racial, geographic, and socioeconomic groups. For some issues, the gap is markedly wide.



# Vision & Values

## Vision Statement

Working together to create a caring community where all people can live a healthier life.

---

## Community Values

- **Compassion** – We are creating a community where all people are treated with dignity and respect.
- **Equity** – We believe everyone should have the opportunity to live a healthy life.
- **Inclusion** – We strive to embrace our differences and treat the whole person.
- **Collaboration** – We have committed our collective resources to innovation, coordination, and integration of services.

# Strategic Issues

Strategic issues are critical challenges to be addressed, as well as significant opportunities to be levered in order for our community to achieve our vision. Data from all four MAPP assessments were used to develop the strategic issues for the region. During a multi-site community event in February 2016, hundreds of community members voted on the final strategic issues. Those two issues are:

**1. How can we promote access to economic and social opportunities necessary to live a healthy life?**

Social and economic opportunities create a better life: high quality education, secure jobs with good wages, and housing that is both safe and affordable. These support a strong community and healthy people.

**2. How can we promote healthy behaviors and engage the community in healthy living?**

Healthy actions and choices lead to good health. To create good health, we must make the healthy choice the easy choice. We can support individuals and the community to take positive actions that support a lifetime of healthy living.

# The Process

## *Phase ONE*

### **Organize for Success and Partnership Development**

United Way of Lane County, Lane County Public Health, Trillium Community Health Plans, and PeaceHealth collaborated with members of the local public health system to form the organizational structure for the MAPP process. This structure includes the Core Team, CHIP Workgroups, and Steering Committee.

## *Phase TWO*

### **Create a Vision**

A multi-site community health visioning session provided the platform for community members to share their views on the health of the region. This input was used in the development of our community vision: “Working together to create a caring community where all people can live a healthier life” and our community values: “Compassion, equity, inclusion, and collaboration.”

## *Phase THREE*

### **The Four Assessments**

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



# The Process

## Assessment 1 Forces of Change

The Forces of Change Assessment identified the trends, factors, and events that were likely to influence community health and quality of life, or impact the work of the local public health system. Threats and opportunities for each force were also identified. The Steering Committee and Core Team worked together to complete the Forces of Change Assessment.

The assessment process used a Forces of Change brainstorming session and focused on the following questions:

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

Small groups then discussed the following questions:

- How will the forces of change create opportunities for improving our public health system or the health of our community?
- How will the forces of change create barriers for improving our public health system or the health of our community?

### Results

Through the assessment process, the following categories of forces of change were identified:

- |                                    |                            |
|------------------------------------|----------------------------|
| ▪ Collaboration                    | ▪ Education funding        |
| ▪ Access to primary care           | ▪ Healthy schools          |
| ▪ Funding for healthcare           | ▪ Environment              |
| ▪ Affordable Care Act (ACA)        | ▪ Community infrastructure |
| ▪ Care delivery system             | ▪ Affordable housing       |
| ▪ Technology in healthcare         | ▪ Poverty                  |
| ▪ Dental                           | ▪ Rural                    |
| ▪ Public Health workforce          | ▪ Changing demographics    |
| ▪ Political and leadership changes | ▪ Behavioral/mental health |
| ▪ Economy                          | ▪ Health behaviors         |
|                                    | ▪ Communicable disease     |

# The Process

## Assessment 2 Local Public Health System

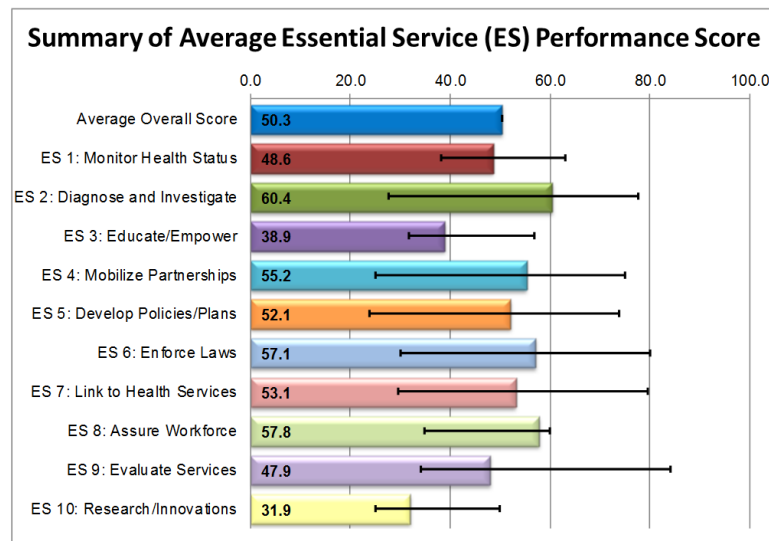
The Local Public Health System Assessment helped to answer the following questions:

- What are the components, activities, competencies, and capacities of our public health system?"
- How well are the 10 Essential Public Health Services being provided in our system?

Members of the Core Team, Steering Committee, and other key people with knowledge of the system convened to participate in the five-hour assessment. The assessment was an honest and critical look at the local public health system. Participants were led through a performance scoring questionnaire and a guided discussion on system performance, strengths, weaknesses, and improvement opportunities.

### Results

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



# The Process

## Assessment 3 Community Health Status

The Community Health Status Assessment provided quantitative data on the community's health and answered questions such as:

- How healthy are the people who live in the community?
- What does the health status of our community look like?

To complete this assessment, a subcommittee was formed to focus on identifying on analyzing key issues from a broad set of core indicators.

### Results

Health status and quality of life are intimately tied to numerous social and environmental factors including income, poverty, race/ethnicity, education level, geographic location, and employment status. The select summarized findings below reflect the professional judgement and interpretation of a panel of subject matter experts and community leaders.

*\* = Fair    \*\* = Average    \*\*\* = Good*

#### Social & Economic Characteristics

- \*\* Employment & Income
- \* High School Graduation
- \*\* Higher Education
- \* Poverty & Food Security
- \* Housing costs & homelessness
- \*\*\* Quality of Life & Social Connectedness
- \* Abuse/Neglect, Violent Crime

#### Healthy Environments

- \*\* Housing Safety & Quality
- \*\*\* Air Quality
- \*\*\* Soil and Water Quality
- \*\* Access to Goods and Services

#### Health System

- \*\*\* Insurance Access
- \*\* Affordability
- \* System Capacity
- \*\* Preventative Health Services

#### Healthy Living

- \*\* Physical Activity & Nutrition
- \* Alcohol, Tobacco, & Drug Use
- \*\*\* Injury Prevention
- \*\* Youth Sexual Behavior
- \*\* Pregnancies & Prenatal Care

#### Health Outcomes

- \*\* Chronic Diseases
- \*\* Infant Mortality
- \* Suicide & Depression
- \* Drug & Alcohol Induced Deaths
- \* Oral Health
- \* Sexually Transmitted Infections
- \*\* Other Infectious Diseases

# The Process

## Assessment 4 Community Themes and Strengths

The Community Themes and Strengths Assessment focused on gathering the thoughts, opinions, and perceptions of community members in order to understand which issues are important to the community. Three methods of data collection were utilized to gather community input: a community survey, focus groups, and interviews. This assessment helped to answer questions such as:

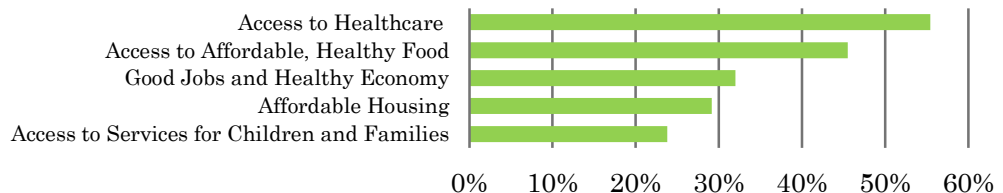
- What are our community issues?
- What are our community strengths?
- What needs to happen to help us reach our community vision?

Mental health, substance use, health care access, and housing were common issues from the survey, focus groups, and interviews. Our community strengths include our abundance of parks and outdoor spaces, clean environment, collaboration, and sense of community.

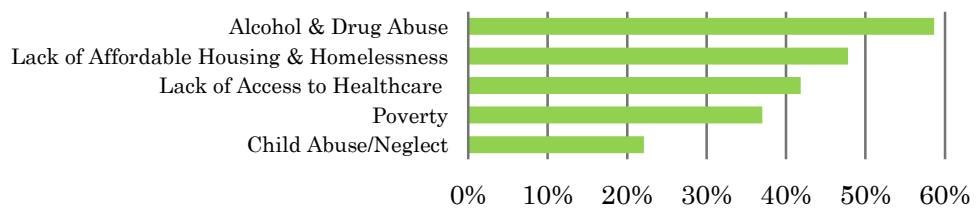
### Survey Results

A community health survey was completed by 2,295 community members between July and November 2015. The top five responses to three survey questions are illustrated below.

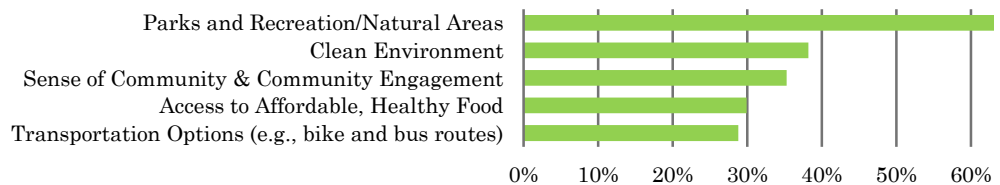
#### What are most important for creating a healthy community?



#### What problems have the biggest impact on community health?



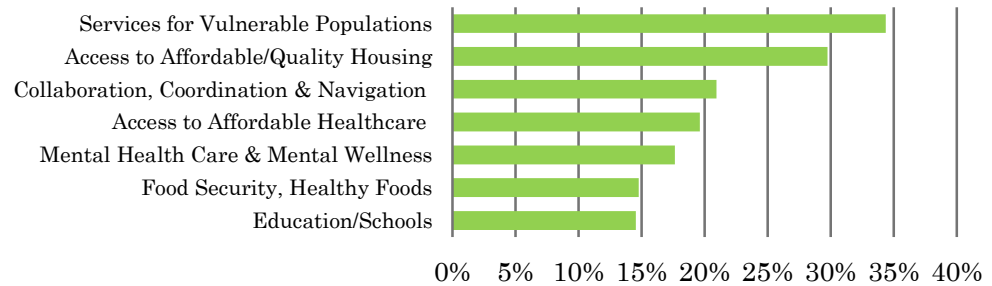
#### What do you enjoy most about living in Lane County?



# The Process

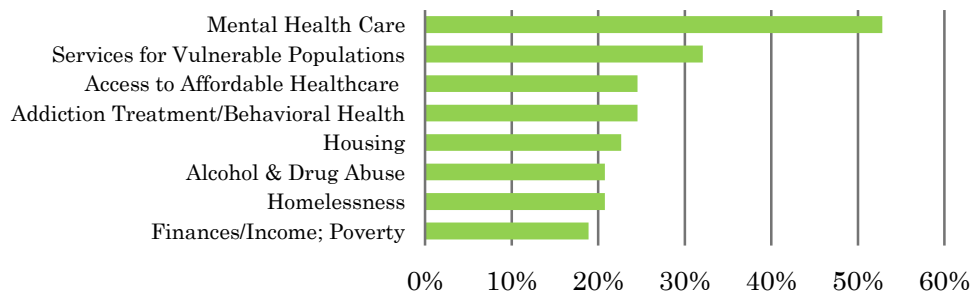
## Assessment 4 Focus Groups Results

Fifty focus groups were held between August and December 2015, in which a total of 500 community members and leaders participated. The graph below lists the top responses the focus group question: “What is most important [for you, your family, and/or the people your organization serves] to be healthy and thriving?” The top seven responses from participants are illustrated in the graph below.



## Interview Results

Fifty-three key informant interviews were conducted between September and December 2015. The graph below lists the top responses the question: “What are the most critical health and quality of life issues in Lane County?” The top eight responses are below.



# The Process

## *Phase FOUR*

### **Identify Strategic Issues**

Strategic issues are critical challenges to be addressed, as well as significant opportunities to be levered, in order for our community to achieve its vision. Phase four was conducted between December 2015 and February 2016, during which the Core Team, CHIP Workgroups, and Steering Committee met to review data and identify overarching strategic issues. Community members selected the final two strategic issues in February 2016 during a multi-site event with 257 community members:

1. How can we promote access to economic and social opportunities necessary to live a healthy life?
2. How can we promote healthy behaviors and engage the community in healthy living?

## *Phase FIVE*

### **Formulate Goals and Strategies**

We are currently in Phase Five of the MAPP process, which involves identifying goals and strategies for each strategic issue.

## *Phase SIX*

### **Action Cycle**

Phase Six will commence in March 2016. This phase uses goals and strategies identified in the previous phase to develop a Community Health Improvement. The CHIP will be released in Summer 2016.

# Acknowledgements

Thousands of community members and hundreds of organizations representing public, private and nonprofit groups contributed to the 2015/2016 Community Health Needs Assessment. The complete list of contributors can be found on the following page. Their time, dedication and efforts are greatly appreciated. The following is a list of key contributors:

## *100% Health Community Coalition Executive Committee*

- Rick Kincade, MD**  
Community Health Centers of Lane County
- Marian Blankenship**  
PacificSource Health Plans
- Cheryl Boyum**  
Cascade Health Solutions
- Rachel Burdon**  
Kaiser Permanente
- Michelle Cady**  
Cornerstone Community Housing
- Chad Campbell**  
McKenzie-Willamette Medical Center
- Jim Connolly**  
Trillium Community Health Plan
- Noreen J. Dunnells**  
United Way of Lane County
- Karen Gaffney**  
Lane County Health & Human Services
- Lisa Gardner**  
Planned Parenthood of Southwestern Oregon
- Alicia Hays**  
Lane County Health & Human Services
- DeLeesa Meashintubby**  
Volunteers in Medicine  
100% Health Safety Net Committee
- Cris Noah**  
Oregon Medical Group
- Paul Wagner**  
RN Sacred Heart Medical Center  
Willamette Family
- Tom Wheeler**  
South Lane Mental Health
- Trevor Whitbread**  
Centro Latino Americano
- Rick Yecny**  
PeaceHealth Peace Harbor Medical Center

## *CHNA/CHIP Core Team*

- Heather Amrhein**  
United Way of Lane County
- Susan Blane**  
PeaceHealth
- Dan Casares**  
PeaceHealth
- Shannon Conley**  
Trillium Community Health Plan
- Tara DaVee**  
Trillium Community Advisory Council
- Noreen Dunnells**  
United Way of Lane County
- Leah Edelman**  
Lane County Health and Human Services
- Debi Farr**  
Trillium Community Health Plan
- Karen Gaffney**  
Lane County Health and Human Services
- Lindsey Hayward**  
United Way of Lane County
- Brian Johnson**  
Lane County Health and Human Services
- Rick Kincade, MD**  
Lane County Health and Human Services  
PeaceHealth
- Ciera Neeley**  
United Way of Lane County
- David Parker**  
Trillium Community Health Plan
- Jocelyn Warren**  
Lane County Health and Human Services
- Rick Yecny**  
Trillium Rural Advisory Council



**100% Health**  
Community Coalition



**PeaceHealth**



# Community Partners

*Thank you to all who participated in the 2015-2016 Lane County Regional Community Health Needs Assessment!*

## HEALTH SYSTEM

Advantage Dental  
Bethel Health Center  
Cascade Health Solutions  
Community Health Centers of Lane County  
Cottage Grove Physical Therapy  
Emergency Veterinary Hospital  
Eugene Health Centers  
Healing Spirit Integrative Health Center  
Health Care For ALL Oregon  
Health Security Preparedness and Response  
Hope Family Health Clinic  
Kaiser Permanente  
Lane Community College Health Clinic  
Lane County Maternal and Child Health Programs  
Lane County Health and Human Services  
McKenzie Surgery Center  
McKenzie-Willamette Medical Center  
Occupy Medical  
Oregon Health Authority  
Oregon Heart and Vascular Rehab Program  
Oregon Home Care Commission  
Oregon Imaging Center  
Oregon Medical Group  
Oregon Research Institute  
PacificSource Health Plans  
PeaceHealth  
Planned Parenthood of Southwestern Oregon  
Rural Oregon Accessible Medicine  
Simard Chiropractic  
Slocum Center for Orthopedics & Sports Medicine  
Taylored Benefits  
Trillium Community Health Plan  
University of Oregon Health Center  
Volunteers in Medicine  
White Bird Clinic  
Willamette Dental Group

## BEHAVIORAL AND MENTAL HEALTH

Center for Family Development  
Direction Service  
HIV Alliance  
Lane County Behavioral Health  
Laurel Hill Center  
Lifestyle Changes  
Looking Glass Community Services  
National Alliance on Mental Illness (NAMI) of Lane County  
Options Counseling and Family Services  
Oregon Family Support Network  
Oregon Research Behavioral Intervention Strategies  
Serenity Lane  
Siuslaw Area Partnership to Prevent Substance Abuse  
Solutions Therapy, Consulting and Training  
South Lane Mental Health  
Trauma Healing Project  
Willamette Family Inc.

## GOVERNMENT

Board of County Commissioners  
City of Creswell  
City of Eugene  
City of Eugene Adaptive Recreation  
City of Eugene Planning & Development Department  
City of Eugene Public Works  
City of Eugene Senior Services  
City of Eugene: Recreation Services  
City of Florence  
City of Oakridge  
City of Springfield  
City of Veneta  
Community Health Centers of Lane County  
Congressman Peter DeFazio  
Department of Human Services  
Eugene City Council  
Lane Council of Governments  
Lane County Behavioral Health  
Lane County Government  
Lane County Health & Human Services  
Lane County Maternal and Child Health Programs  
Lane County Public Health  
Lane County Public Works  
Oregon Health Authority  
Oregon State Legislature  
Oregon's 4th Congressional District  
US Forest Services, Willamette National Forest





## **HUMAN SERVICES AND COMMUNITY ORGANIZATIONS**

211 Info  
90by30  
A Community Together  
Alliance for Healthy Families  
Bethel Family Center  
Brattain House Community Family Center  
Centro Latino Americano  
City of Eugene Adaptive Recreation  
City of Eugene Senior Services  
City of Eugene: Recreation Services  
Coaching Parents  
Cottage Grove Family Resource Center  
Court Appointed Special Advocates (CASA)  
CrossFit Kin  
Daisy CHAIN Mothering  
Department of Human Services  
Downtown Languages  
Eugene Civic Alliance  
Eugene Family YMCA  
Eugene Public Library  
Family Forward Oregon  
Family Relief Nursery  
Fern Ridge Community Dinner  
FOOD for Lane County  
Goodwill Industries of Lane and South Coast Counties  
HealthFirst Financial  
Healthy Moves  
Hearing Loss Association of America  
Huerto de la Familia  
Institute for Patient- and Family-Centered Care  
Kids' FIRST Center  
Lane County Commission for the Advancement of Human Rights  
Lane Independent Living Alliance (LILA)  
Lane Workforce Partnership  
League of United Latin American Citizens  
Marcola Family Resource Center  
Mohawk-McKenzie Grange  
NAACP - Eugene/Springfield Oregon  
Oakridge Family Resource Center  
Oakridge Kiwanis Club  
Ophelia's Place  
Oregonians for Gambling Awareness Organization  
Parent Partnership Comprehensive Programs  
Parenting Now!  
Pearl Buck Center  
Pilas! Family Literacy Program  
Planned Parenthood REvolution  
Relief Nursery  
School Garden Project of Lane County  
Senior and Disability Services  
ShelterCare  
South Lane Family Resource Center  
Sponsors

Springfield Public Library  
St. Vincent de Paul  
St. Vincent de Paul's Night Shelter Program  
Stand For Children  
Sustainable Cottage Grove  
United Way of Lane County  
Walterville Grange  
Willamalane Park and Recreation District  
Willamette Farm and Food Coalition  
WomenSpace  
Youth MOVE Oregon

## **EDUCATION**

4J Eugene School District  
Bethel School District  
Creswell School District  
Early Childhood CARES  
Early Learning Alliance  
Head Start of Lane County  
Junction City School District  
Lane Community College  
Lane Community College Health Professions Division  
Northwest Christian University  
Northwest Youth Corps  
Oregon Health and Science University  
Oregon State University Extension  
Siuslaw School District  
South Lane School District  
Springfield Public Schools  
University of Oregon  
Wilagillespie Elementary School

## **HOUSING**

Cornerstone Community Housing  
Housing and Community Services Agency (HACSA)  
Housing Policy Board  
Lane County Land Use Planning & Zoning  
Springfield/Eugene Habitat for Humanity  
Viridian Management  
Windermere

## **TRANSPORTATION**

City of Eugene Transportation Options  
Eugene and Springfield Safe Routes to School  
Lane Transit District (LTD)

## **ECONOMIC DEVELOPMENT**

Lane County Economic Development  
Neighborhood Economic Development Corporation  
Upper Willamette Community Development Corporation  
WorkSource Lane

## **FOUNDATIONS & PHILANTHROPY**

AmeriCorps VISTA  
Children's Institute  
Slocum Research and Education Foundation  
Taubert Foundation  
United Way of Lane County

**BUSINESSES**

- Banner Bank
- Cross Cultural Now
- Dean/Ross Associates
- Emerald Aquatics
- Eugene Water and Electric Board
- Hawes Financial Group
- Hershner Hunter
- Lourdes Sanchez Attorneys at Law
- Moss Adams LLP
- Ninkasi Brewing Company
- Pacific Continental Bank
- Royal Caribbean Cruises Ltd
- Sapient Private Wealth Management
- Smith and Associates
- US Bank

**MEDIA**

- Rick Dancer Media Services
- KEZI 9 News
- KLCC
- KMTR

**CRIMINAL JUSTICE AND PUBLIC SAFETY/EMERGENCY SERVICES**

- Eugene Police Department
- Eugene Springfield Fire Department
- Johnson Johnson & Schaller, PC
- Juvenile Recovery and Progress Court
- Lane County Circuit Court
- Lane County District Attorney's Office
- Lane County Legal Aid & Advocacy Center
- Lane County Sheriff's Office
- Lane County Youth Services
- Oregon Department of Corrections
- Public Defender Services of Lane County Inc.
- Springfield Police Department
- US District Court, District of Oregon

**FAITH**

- Centro de fe Community Church
- Community Service Center
- Discover the Power of Choice
- First Christian Church
- Power House Worship Center

**COALITIONS & COMMITTEES**

- 100% Health Community Coalition
- 100% Health Safety Net Committee
- Be Your Best Cottage Grove
- Bicycle and Pedestrian Advisory Committee
- CHIP Equity Workgroup
- CHIP Mental Health and Addictions Workgroup
- CHIP Obesity Prevention Workgroup
- CHIP Tobacco Prevention Workgroup
- Coalition of Local Health Offices
- Community Resource Network
- DHS District 5 Advisory Committee
- Early Childhood Mental Health Team
- Early Learning Alliance
- Early Learning Alliance Pediatric Advisory Group
- Early Learning Stakeholders
- Eugene Springfield Prevention Coalition
- Family Resource Center Managers
- Lane County Mental Health Promotion Steering Committee
- Lane Equity Coalition
- Mental Health Advisory/Local Alcohol and Drug Planning Committee
- Patient and Family Advisory Council
- PeaceHealth Health and Wellness Committee
- Pediatric Advisory Group
- Public Safety Coordinating Council - Adult Committee
- Public Safety Coordinating Council - Youth Committee
- Trillium Community Advisory Council
- Trillium Rural Advisory Council
- United Way Emerging Leaders
- United Way Human Service Providers Forum

**LANE COUNTY AND REEDSPORT COMMUNITY MEMBERS AND CONSUMERS**



## More Information

### Contact

If you are interested in more information, have questions, or would like to be involved in the action plans, please contact:

**Heather Amrhein**

Web: [www.LiveHealthyLane.org](http://www.LiveHealthyLane.org)

Email: [hamrhein@unitedwaylane.org](mailto:hamrhein@unitedwaylane.org)

Phone: 541-741-6000 x.122

