

# VALLEY COUNTY Health Improvement Plan



2017-2022



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# ACKNOWLEDGEMENT

The Valley County Health Department and Valley CARE Coalition thanks the following partners for their active participation in the development of this plan. These same partners will be essential to its implementation and the achievement of a healthier Valley County.

- DPHHS Systems Improvement Division
- City of Glasgow
- Eastern Montana Community Mental Health Center
- Frances Mahon Deaconess Hospital
- Glasgow DUI Task Force
- Glasgow Housing Authority
- Glasgow Police Department
- Glasgow Prevention Specialist
- Glasgow School District
- Hi Line Homes, Inc.
- Montana Healthcare Foundation
- Soroptimist International
- Valley County Board of Health
- Valley County Emergency Medical Services
- Valley County Food Bank
- Valley County Health Department
- Valley County Ministerial Association
- Valley County Senior Center
- Valley County Sheriff Department
- Youth Dynamics, Inc.

# INTRODUCTION



Valley County is located on the eastern side of Montana and is a rural county with 7,630 residents in 5,062 square miles (1.5 persons /square mile), the County seat is Glasgow.

Valley County Health Department (VCHD), Frances Mahon Deaconess Hospital (FMDH), Eastern Montana Community Mental Health Center (EMCMHC), and the Public Health and Safety Division (PHSD) collaborated to complete a Community Health Assessment (CHA) for Valley County. From this collaboration came the Valley C.A.R.E. Coalition (Coordination, Access, Resources, and Education). VCC is committed to their Vision Statement: Valley County will be a healthy community.

The Community Assessment for Public Health Emergency Response (CASPER) was used to gather primary data and improve the understanding of the health status of Valley County, and to establish a volunteer network.

Valley County Health Department offered a practicum to a Masters of Public Health student who was able to bring her expertise to the project. She gathered all the secondary data, wrote the survey instrument and participated in all aspects of planning and gathering the information that is used in the Community Health Assessment.

# EXECUTIVE SUMMARY

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A Community Health Assessment was held in Valley County on Saturday, April 23, 2016. CASPER methodology was used to gather information from 121 households in Valley County. Key findings included: 42% of the household respondents were age 60 and older. Almost 60% had lived in Valley County for 16 or more years. 68% feel safe in their home and 59% feel safe in the community. Self-reporting their health as either excellent, very good or good is 78.9% of the respondents. 50.8% report their mental health to be excellent, very good, or good.

Areas for improvement include; 2 of 10 households use some type of tobacco product. 29.8% of Valley County respondents would like to see more parks, trails or greenways, the same amount would like to see more/ better sidewalks to enhance physical activity.

The top three priority health needs revealed from the CHA are: Physical Activity and Nutrition, Mental Health and Substance Abuse.

Through this process the Valley County Health Department, Frances Mahon Deaconess Hospital, Eastern Montana Community Mental Health Center and Glasgow Police Department formed the Valley C.A.R.E. Coalition ((Coordination, Access, Resources and Education) to bring community partners together to leverage resources which will promote better health in Valley County. VCC has promoted community engagement and three workgroups have formed to address each of the three priorities. Evidence-based activities will be implemented and measured to meet the goals of the Community Health Improvement Plan.

Mission Statement: Valley CARE Coalition creates full and satisfying lives by improving health and wellness for our community.

Value Statement: Align wellness efforts of community members in a meaningful way, embrace health as more than physical status and engage in evidence-based tactics.

# CHIP METHODOLOGY SUMMARY



On August 9, 2016 the Valley C.A.R.E. (Coordination, Access, Resource, Education) Coalition held a Town Hall meeting at FMDH at 5:30pm to discuss the results of the Community Health Assessment and determine the health priorities of Valley County. Attendees included members from the Glasgow Police Department, Valley County Health Department, Frances Mahon Deaconess Hospital, Eastern Montana Community Mental Health Center, HiLine Homes, Inc., and community members. Many of the attendees participated in the process of the Community Health Assessment held April 23, 2016.

At the meeting, the history of the Valley CARE Coalition and key findings from the survey were presented. Public Health System Improvement Division was at the meeting to answer any questions about the methodology used to collect the primary data for the CHA.

The attendees were given a ranking sheet with the 7 top health issues determined as concerns from the CHA, which included Health Disease and Stroke, Mental Health, Nutrition and Physical Activity, Substance Abuse, Tobacco Abuse, Violence and Abuse, Affordable Housing. The attendees were asked to rank each issue on a scale from 1 (least important) to 10 (most important) for Scope and Severity and for Ability to Impact. The ranking sheets were collected from 18 people and tallied to provide the top three issues. (Appendix A: Priority Ranking Methodology)

Of the issues, the top three priorities are: Nutrition and Physical Activity, Mental Health and Substance Abuse. Participants at the meeting were asked if they were interested in joining an Action Group to continue to work on the areas of need.

The Valley CARE Coalition has used their stakeholders, volunteers and public partners to start Action Groups. Each Action group will meet monthly for 1 hour to determine the strategies, and evidence-based practices that will be used to impact their priority area.

# PRIORITY #1

## PROMOTE NUTRITION & PHYSICAL ACTIVITY

Responsible Party: Valley C.A.R.E. Coalition Executive Committee

Action Group members: Nick Dirkes, Connie Boreson, Tami Burke, Joanne Kloker, Cindy VanderWoude, Cirsten Morehouse, HiLine Homes, Emily Meyers

### Objectives:

1. Increase the number of people who report that they engage in leisure time physical activity from 80.2% to 85%
  - a. 54% of Valley County (households) feels they do not have the time, or are too tired, to be physically active. Valley County Community Health Assessment 2016
  - b. Almost 30% of the households said they would be more physically active if there were better access to parks, trails or greenways. Valley County CHA 2016
2. Increase the number of Valley County households who feel that they can afford healthy food near their home from 80% to 85%
  - a. 19.2 % of Valley County households feel they cannot purchase affordable, healthy food near their home. Valley County CHA 4/2016
  - b. Almost 25% of the household responding said it is hard to find healthy choices when you eat outside the home. Valley County CHA 2016

### Strategies/Tactics—evidence-based

1. Provide better access to parks, trails or greenways
  - a. Building Active Communities Institute. Partnering with City of Glasgow and Glasgow Schools
  - b. Community involvement with key groups to do fundraising, writing grants
2. Evaluate activity opportunities for the public during the winter months
  - a. Assess Glasgow Recreation Center
    - i. Hours of operation,
    - ii. Cost – encourage partnerships offering reduced rates to groups (County employees, any employee group)
    - iii. Organized activities – aerobic classes, volleyball, walking opportunities
  - b. Assess private businesses – yoga classes, clogging classes
    - i. Hours of operation,
    - ii. Cost – encourage partnerships offering reduced rates to groups (County employees, any employee group)

3. Provide affordable, healthy food for purchase near home
  - a. Evaluate availability of healthy food in grocery stores
  - b. Work together with local resources for education about creative cooking, partnering with Extension Service, Food Bank and Farmers Market
4. Provide healthy choices when eating outside the home
  - a. Task force in evaluating restaurants' menus , partnering with FMDH dieticians
  - b. Restaurant volunteer(s) to showcase a "healthy" menu section

**Performance Measures:**

1. Physical activity
  - a. Reassess residents of Valley County for engagement in leisure time physical activity.
  - b. Reassess community improvements
2. Evaluate the availability of affordable healthy food for purchase in Valley County
3. Evaluate restaurant menus for healthy choices

**Timeline Objective 1:**

- 2017 BACI institute members -- education and identify first project
- 2020 Involve private athletic businesses in promotional activities for community participation
- 2022 Reassess household engagement in leisure physical activity through current Community Health Assessment.

**Timeline Objective 2:**

- 2017 Working group established for restaurant menu evaluation  
Plan community education for creative cooking,  
Select trial restaurant and support in offering new menu items at that restaurant  
Approach grocery stores to discuss improvement or options in food available for purchase
- 2020 Promote activities with Farmers Market and education on seasonal foods  
Expand creative cooking education
- 2022 Reassess household perception of affordable, healthy food available for purchase  
Reassess restaurant menus for healthy choices through current CHA

# PRIORITY #2

## PREVENT SUBSTANCE ABUSE

Responsible Party: Valley C.A.R.E. Coalition Executive Committee

Action Group members: Jenny Fuller, Brittany Archambeault, Nancy Hamilton, Mike Zoanni, Myles Kittleson, Toni Lagree

### **Objectives:**

1. Decrease the 30 day alcohol use of youth in Valley County from 38 % to 28%.
  - a. 38% of Valley County youth under the age of 18 have used alcohol in the last 30 days. Montana Behavioral Risk Factor Surveillance System (BRFSS) 2014
2. Decrease substance abuse in Valley County so that residents' perception of substance abuse as a problem/big problem will decrease from 77% to 67 % .
  - a. 77% of the Valley County household respondents listed substance abuse as a problem/big problem. Valley County CHA 2016

### **Strategies/Tactics – evidence-based**

1. Youth alcohol use prevention
  - a. Plan youth activities to promote non-alcohol related options
  - b. Provide education to youth and young adults regarding Cyberbullying
  - c. Present data and education to youth under age 14
  - d. Coordinate with DUI Task Force
2. Substance abuse
  - a. Evaluate arrest data of all ages, and participation in the City of Glasgow Drug Court
  - b. Evaluate Mental Health visit data for problems related to substance abuse

### **Performance Measures:**

1. Reassess 30 day alcohol use of youth in Valley County using the current information from Montana Behavioral Risk Factor Surveillance System (BRFSS)
2. Reassess Valley County residents' perception of substance abuse severity.

**Timeline Objective 1:**

- 2017 Working group formed to evaluate youth culture of alcohol use  
Collaborate with DUI Task Force to support any youth related education/activity  
Reassess 30 day alcohol use of youth in Valley County using BRFSS data.  
Working group planning quarterly events in partnership with Glasgow Schools and City of Glasgow Prevention Specialist.
- 2020 Educate students, parents, and educators on Cyberbullying awareness
- 2022 Reassess 30 day alcohol use of youth in Valley County using BRFSS data.

**Timeline Objective 2:**

- 2017 Working group formed  
Educate residents on substance abuse awareness
- 2020 Evaluate Glasgow Drug Court results
- 2022 Reevaluate Valley County resident’s perception of substance abuse severity through a current Community Health Assessment.

# PRIORITY #3

## IMPROVE MENTAL HEALTH

Responsible Party: Valley C.A.R.E. Coalition Executive Committee

Action Group members: Mary Hughes, Bruce Peterson, Colleen Forrester, Becky Erickson, Sheryl Bruner, Kristin Wilkowski, Frazer School District

### Objectives:

1. Decrease the number of Valley County residents who reported 3.2 poor mental health days per month to 2 days per month.
  - a. 8% Valley County residents report their mental health to be poor or fair. Valley County Community Health Assessment 2016
2. Decrease the Valley County suicide rate from 20.3 per 100,000 people to 18%.
  - a. Valley County rate of suicide is 20.3 per 100,000 which is less than the state rate of 22.3%, but almost double the national rate of 12.22% per 100,000 people. Montana Suicide Mortality Review Team Report 2016

### Strategies/Tactics-evidence-based

1. Evaluate community resources, Eastern Montana Mental Health Center, Frances Mahon Deaconess Hospital.
2. Community education about mental health
  - a. Remove the stigma of mental health
  - b. Improve recognition of mental health situations – crisis prevention, identify escalating behaviors
3. Suicide prevention
  - a. Educate all ages of signs and suicidal behavior.
  - b. Evaluate gun ownership in Valley County, promote the use of gun safety and gun locks.
  - c. Participate in any state-wide effort at suicide prevention.
4. Evaluate and define poor mental health indicators and contributing factors
  - a. Promotion of well-being and mental health support through education of the Action Group.
  - b. Prevention of harm from alcohol and substance use through partnership with DUI Task Force and City of Glasgow Prevention Specialist.
  - c. Socioeconomic factors – accessibility of mental health services
  - d. Psychosocial factors – lessen social exclusion

**Performance Measures:**

1. Reassess, through self-reporting, the number of poor mental health days experienced by Valley County residents.
2. Evaluate the number of county residents that participate in suicide awareness trainings

**Timeline Objective 1:**

- 2017 Work group established to promote mental health awareness  
Review current resources for mental health services and identify gaps
- 2020 Promote telecom therapy sessions
- 2022 Reassess the number of Valley County residents who report poor mental health days through current Community Health Assessment

**Timeline Objective 2:**

- 2017 Establish work group to evaluate training topics for suicide awareness, partnering with schools and community groups
- 2020 Establish mentorships where confidential relationships will evolve  
Promote gun safety through education
- 2022 Reassess the rate of suicide in Valley County through current information from DPHHS MT Suicide Mortality Review Team Report

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## Valley CARE Coalition

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### Organizational Plan

The Valley CARE (Coordination, Access, Resource, Education) Coalition will be a tiered organization. First Tier: **PARTNER** FMDH, VCHD, GPD and EMCMHC, they will be governed by a Memorandum of Understanding. Second Tier: **PARTICIPANT**, this will be any business or entity that wishes to join a work group. Third Tier: **PRIVATE INDIVIDUAL**, any community member who is not affiliated with a business or entity that wishes to join a work group.

#### **FUNDING:**

Project by project will be funded on a volunteer basis.

#### **MEMBERSHIP:**

The Valley CARE Coalition will provide educational materials of the goals and responsibilities of our coalition to prospective members, along with an application to determine eligibility of membership. There are expectations of participation and collaboration from all members.

It is understood that all members are autonomous with a willingness to work together toward better health for Valley County residents. If there should be a conflict of interest with the direction of VCC, the individual will excuse themselves from participation. Majority vote will rule and there will be an expectation that honest communication will drive action.

#### **EXPECTATIONS:**

In order to keep a knowledgeable membership base, VCC is committed to setting an agenda and keeping minutes of all meetings. Document sharing will be a priority. VCC will continue to explore opportunities for further education of its members.

To keep the organization community oriented, we expect that if more than one person is a member of VCC and also members of the same entity, that the member with the most authority in that entity will be the **PARTICIPANT**. All other members from that entity will be **PRIVATE INDIVIDUALS**.

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## Valley CARE Coalition

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**MISSION STATEMENT:**

Valley CARE Coalition creates full and satisfying lives by improving health and wellness for our community.

**VISION STATEMENT:**

Valley County will be a healthy community.

**VALUE STATEMENT:**

Align wellness efforts of community members in a meaningful way, embrace health as more than physical status and engage in evidence-based tactics.