



Hospital Council of Northwest Ohio Health Assessment Packet Contents

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For more information, please contact:
Britney Ward, MPH
Assistant Director of Health Planning
3231 Central Park West Dr., Suite 200
Toledo, OH 43617
Phone: 419-842-0800
E-mail: bward@hcno.org
www.hcno.org





Hospital Council of Northwest Ohio Health Assessment Overview

The Hospital Council of NW Ohio, along with our partners at the University of Toledo, are dedicated to providing counties with the best health assessment process and products at the most affordable price.

HCNO chooses to not use a telephone survey, but instead conduct a four wave mailing process so that everyone in the county has an equal chance of getting selected to participate in the survey. Approximately 35% of adults typically do not have a land line or use it for computer purposes only (*National Health Interview Survey, CDC, 2009*). More importantly, those individuals who do not have land line telephones are more likely to be economically disadvantaged and have high risk behaviors. Our four-wave mailing process has a very high response rate (ranging from 56-80%), resulting in higher quality and low-bias data. HCNO does not conduct person-to-person interviews because the sensitive nature of some of the questions may result in biased information.

An extensive core of indicators has been developed for use across all counties that are part of a national assessment. This is important for numerous reasons. Assessment communities are able to compare themselves with other counties in the region and they can also benchmark with state and national data. HCNO understands that no two counties are exactly the same, so in addition to the core questions, the staff regularly meet with the county committee to create a series of questions to meet the unique needs of each county.

HCNO has researched very extensive demographic data that provides an opportunity for a greater variety of data analyses. It is also important because it gives a better picture of the county so we can know what segments have the greatest need for intervention. The UT analysis staff members apply numerous weightings to better represent the population being surveyed. HCNO reports each indicator by gender, age, race (where applicable), and income. This allows a county to address disparities throughout their population. HCNO also obtains IRB approval for each assessment through Chesapeake Research Review, Inc.

Most counties choose to conduct a youth assessment at the same time they conduct an adult health assessment. The benefit of doing this concurrently is a true snapshot of a county because youth behaviors often trend into adulthood.

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Besides the initial report, those who do these comprehensive assessments will receive a regional county comparison report twice a year free of charge. The regional report has been beneficial in securing grant funding for counties and has resulted in multi-county collaboration. Also, many counties have completed the assessment multiple times allowing the stakeholders to see trends and determine if their programming and marketing strategies are working.

In addition to the report, each county receives a CD with all of the health assessment documents including: the full pdf report, individual pdf sections, the questionnaires, the PowerPoint presentation, and the SPSS data spreadsheets. The HCNO staff offers technical support after the assessment process is over and provides some extra data analyses as requested.

Our report is not simply a listing of facts and figures of county resident behaviors, but instead is an extended analysis which includes related current research on the topics being assessed. Thus, the report can serve as a stand-alone document to better understand the statistics found in the county. This is especially useful for community agencies without a strong health background.

The information above demonstrates the comprehensive nature of our health assessments. If you have any further questions, please contact us.



Hospital Health Assessment Mandate

Health Care Reform Law Requirement

H.R. 3590 Patient Protection and Affordable Care Act states that in order to maintain tax-exempt status, not-for-profit hospitals are required to conduct a community health needs assessment at least once every three years, and adopt an implementation strategy to meet the needs identified through the assessment. The community needs assessment requirement applies to tax years that start after March 23, 2012. Hospitals can meet the requirement by conducting an assessment and adopting an implementation strategy in that tax year or in either of the two immediately preceding tax years. To meet the initial compliance obligation, hospitals are required to complete a needs assessment and adopt an implementation plan based on that assessment at some time during the period between the start with its first tax year that begins after March 23, 2010, and the end of its tax year that begins after March 23, 2012. A \$50,000 penalty will be imposed on hospitals for failure to comply with the community needs assessment requirement in that initial – and any subsequent – applicable three-year period. Please visit <http://www.govtrack.us/congress/bill.xpd?bill=h111-3590> for more information.

IRS 990 Requirement

Hospitals are mandated to file a 990 Form-Schedule H. Worksheet 4 (Community Health Improvement Services and Community Benefit Operations) requires hospitals to show community need for an activity or program. Community need can be demonstrated through a community needs assessment. The 990 Form explains “Community Benefit Operations” to mean activities associated with community health needs assessments as well as community benefit planning and administration. Please visit <http://www.irs.gov/pub/irs-pdf/i990sh.pdf> for more information.

HCNO Can Help

HCNO can help fulfill both of the requirements above. Since 2004, HCNO has offered a comprehensive community needs assessment as well as community benefit planning. Both the assessment and planning processes are customized to individual communities. (See insert for an explanation of both of these products.) In order to obtain accreditation, health departments are also mandated to complete a health assessment. HCNO will help your organizations to collaborate.



Health Department Health Assessment Mandate

The Public Health Accreditation Board (PHAB) has mandated that a community health assessment be a part of the accreditation process. In March 2010, the PHAB 5 (including ASTHO, NACCHO, NALBOH, NIHB, and PHAB) met and community health assessment was discussed as a priority.

For PHAB's purposes, an assessment is collecting, analyzing and using data to educate and mobilize communities, develop priorities, garner resources, and plan actions to improve public health. It is one of the core functions of public health, which is why it's in the accreditation standards. It involves the systematic collection and analysis of data in order to provide the health department and the community it serves with a sound basis for decision-making. It should include collecting statistics on health status, health needs, assets, resources, and other public health issues. Community (or state) health assessment links directly to the standards and measures in PHAB's Domain 1 of Part B. The intention is, for accreditation purposes, the health department can demonstrate that it systematically assesses its jurisdiction's health status and can describe it. A good health assessment should lay the groundwork for the rest of what the accreditation self-assessment is all about.

HCNO already includes the National Public Health Performance Standards: The Essential Public Health Services as a section of the county health assessment report. Each county health assessment is linked to the NPHPSP framework. All ten essential public health services are described along with the health assessment section(s) that assist the health department in facilitating that service.

HCNO is happy to assist county health departments in obtaining accreditation through the health assessment process.

Also, hospitals are mandated by new health care reform laws to complete a health assessment every three years. HCNO will help your organizations to collaborate.



Hospital Council of Northwest Ohio Staff/Partners & Publications

Staff & Partners

The HCNO health assessment team of Kathy Silvestri, Britney Ward, Margaret Wielinski, and Patrick Trejchel all have a Masters of Public Health from the NW Ohio Public Health Consortium. They have a combined 19 years of experience in community health assessments. They guide each county through the health assessment process from start to finish. HCNO staff does all of the leg work. They are located in Toledo, OH and travel to each county to facilitate meetings, choose individualized questions, survey the youth in the schools, and the present the community event. They form strong relationships with each and every county they work with.

HCNO sub-contracts and works very closely with three professors at the University of Toledo: Dr. James Price, Dr. Joseph Dake, and Dr. Timothy Jordan. They test for validity and reliability of the surveys, perform data analysis, randomize adult survey participants, edit the report, and make sure that HCNO is maintaining excellent research standards. These three professors are experts in the field of community health issues and have published over 100 articles in peer-reviewed journals and have authored chapters on health assessment in text books. These professors have been able to use much of the health assessment data to publish trend-setting information, as seen in the articles below.

Publications

- Price, J.H., Dake, J.A., Ward, B. (2010). Assessment the needs of program participants. In Ferman, C.I. & Allensworth, D.D. (Eds.). *Health Promotion Programs* (pp.92-119). San Francisco, CA: Jossey-Bass.
- Dake, J.A., Price, J.H., McKinney, M., Ward, B. Midwestern rural adolescents' anal sex experience. (in press, *Journal of Rural Health*, 2010).
- Dake, J.A., Price, J.H. Ward, B., Welch, P. Midwestern rural adolescents' oral sex experience. (in press, *Journal of School Health*, 2010).
- Dake, J.A., Price, J.H., Kolm, N., Wielinski, M. Analysis of the Association of Choking Game Activity with Selected Risk Behaviors. (under review, *Journal of Adolescent Health*, 2010).
- Dake, J.A., Price, J.H., Maziarz, L., Wielinski, M. Adolescent Sexting and Its Relationship with Risk Behaviors. (in process, 2010).
- Price, J.H., Dake, J.A., Jordan, T.R., Silvestri S.K., Ward, BL. (2006). Effects of small monetary incentives on return rates of a health survey to adults in rural areas. *Psychological Reports*, 98, 849-52.

Hospital Council of Northwest Ohio Supporters



“By working closely with HCNO, the health assessment has served as a pilot and proving ground for a comprehensive, scientific and academically sound method for measuring risk factors, gathering health information and presenting it to a community for cooperative action and health improvement. The assessment has brought over \$2,000,000 in new monies into Sandusky County and the surrounding area and spurred community agencies and organization to action as an integral part of a never-ending Community Health Improvement Cycle. This Cycle seeks to constantly monitor the health of residents by creating a compelling base of evidence to apply to research-based programs to address the problems. This is a constantly evaluated process that allows health trends to be monitored and results in a dynamic course correcting process that feeds into the community organizations charged with providing services for the county. Because of the excellence of the work performed by HCNO, the assessment forms a basis of information and evidence which can be easily accessed and put to good use by a number of community organizations, especially those represented in the Family and Children First Council.”

- Dave Pollick, Health Commissioner, Sandusky County



“... This was a follow-up assessment for us, and the data from the previous assessment was included, making the newest one very useful for following trends without needing multiple documents. The process was easy on our end compared to the previous labor-intensive one. HCNO uses a “tried and true” process that works, produced a quality product that was well-received in the community, and was very easy to work with as far as “customizing” it to fit our county’s personality. What we sacrificed in “individuality” of the report we more than made up for with a smooth, simple process, and data comparable to other Northwest Ohio Counties that is being used by many community agencies.” - Kathy Luhn, Director of Health Education, Allen County Health Department



Hospital Council of Northwest Ohio Supporters



“The leaders of Henry County have utilized HCNO to facilitate a community wide health assessment three times over the last ten years. The data and information has been instrumental in keeping focused on the important county wide health topics. The data has both reinforced theories that we had regarding health related concerns and identified issues that we were unaware of. The community wide health assessment has been used to support the Henry County Health Department’s efforts to establish a dental clinic. Finally, working through the process of completing the health assessment reinforces a collaborative approach for all community agencies, to not only work together on completing the survey but working together to improve the health of the community. Britney Ward and HCNO are instrumental in this process.” - Kim Bordenkircher, CEO, Henry County Hospital



“The Community Health Assessment tool has allowed our organization to utilize statistically significant measures to prioritize the health issues of Huron County, Ohio which allows us to develop specific interventions that target these issues and to focus community benefit funds to these areas. Specifically, we value the ability to define our county’s health needs as compared to regional, state and national data in such an easy format. During the past two years we have participated in a collaborative of health care providers called the Huron County Health Partners to further prioritize and target health needs, and will introduce a wellness initiative in the fall as a result. Fisher-Titus Medical Center also has used the data in many grant writing projects and program development projects.” - Lorna Strayer, VP, Rehab and Business Development, FTMC



"Knowledgeable guidance from the Hospital Council facilitated our county in receiving substantial federal funding to prevent and address youth substance abuse. The Hospital Council was instrumental in helping us identify and connect with other regional agencies and organizations that were experienced in the area of youth substance abuse prevention. This also was of great use during the application process. Helpful encouragement and evaluation expertise was invaluable during the application process. Thank you Hospital Council!" - Lou Moody, Director, Fulton County Family & Children First Council



Hospital Council of Northwest Ohio Health Assessment & Improvement Services

Comprehensive Adult & Youth Health Assessment— starting at \$37,000*

The following is administered and facilitated by HCNO staff: Adult data collection through a 4-wave mail process, (response rates between 56-80%), youth data collection through surveying classrooms in the schools (superintendents' approval and passive permission slips mailed home to parents), core questions from BRFSS and YRBS (used in every county for comparisons), customized surveys and letters, ~140 page color report with charts and graphs including primary and secondary data, SPSS data spreadsheets, PowerPoint presentation, individual pdf sections, regional report, IRB approval, facilitation of all meetings and community event

Basic Adult & Youth Health Assessment— starting at \$24,000*

Includes core questions only, primary data only, and limited travel to a county. ~40 pages

NEW!

Flexible Health Assessment Product Line:

Adult Only Health Assessment- \$14,000-\$26,000*

Comprehensive (see above: customized questions, primary and secondary data, travel to county)

Basic (core questions only, primary data only, no travel to county)

Youth (12-18) Only Health Assessment- \$10,000-\$15,000*

Comprehensive (see above: customized questions, primary and secondary data, travel to county)

Basic (core questions only, primary data only, no travel to county)

Child (0-11) Health Assessment- \$30,000-\$40,000*

Comprehensive (see above: customized questions, primary and secondary data, travel to county)

Basic (core questions only, primary data only, no travel to county)

Focus Groups/Key Informant Interviews— Varies by project

Based on how extensive the focus groups or interviews are and the report

Health Improvement Services:

Strategic Planning- \$1,500 per meeting (negotiable)

Based on how extensive the planning process is

Grant Writing— Varies by grant

Based on size of grant and deadline

Evaluation Services— Varies by project

Program evaluation, coalition evaluation, etc.

Topics include but are not limited to alcohol, tobacco, drugs, obesity, perinatal issues, and family development. Examples of programs evaluated are: LifeSkills, Strengthening Families, Word of Mouth, Pathways, 5As, and Intensive Counseling.

**Prices are estimates based on a sample size of 375. Request a customized quote to meet your needs.*