

Mohave County Department of Public Health and
Kingman Regional Medical Center

Bullhead City Region

Community Health Improvement Plan

2018-2020





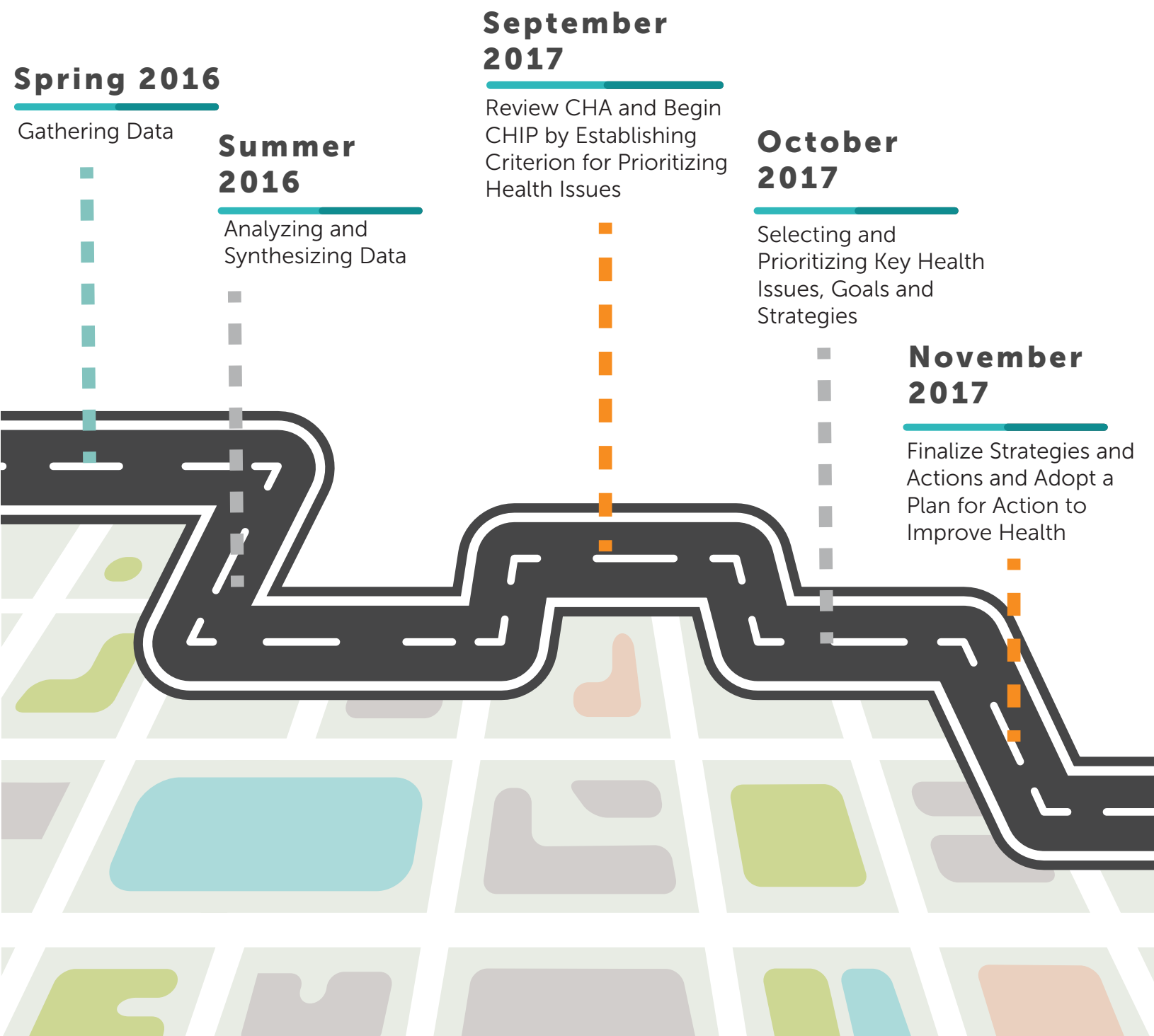
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- Nancy McLain, Assistant to Mohave County Supervisor Lois Wakimoto
- Sophia Hase, Valley View Medical Center
- Tyler Mathews, Valley View Medical Center
- Tom Salerno, Western Arizona Regional Medical Center
- Eleanor Bohus, Western Arizona Regional Medical Center
- Suzette Paulion, Western Arizona Regional Medical Center
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Our Journey to Our Desired CHIP Result



INTRODUCTION



In alignment with the Live Well Arizona initiative, Mohave County recognizes that “a healthy community is one where people have the opportunity to make healthy choices in environments that are safe, free from violence, and designed to promote health. Factors that influence health range from early childhood education to quality housing and jobs, and include many other areas of community development such as financial inclusion, access to health clinics, and healthy food, sustainable energy, and transportation.”¹ Where we live, work, play, pray, and learn determines our health and well-being, as outlined in Figure 1: Elements of a Healthy Community. In light of this, public focus has shifted from treating disease and sickness toward prevention and collaboration to improve the quality of life for all citizens. Social, economic, political, environmental, and individual factors all play a role in our health problems and, most importantly, solutions.

Conducting a Community Health Needs Assessment (CHA) and CHIP is the most important first step in transforming health and wellness. In the spring of 2016, stakeholders across Mohave County and the Kingman Regional Medical Center (KRMC) engaged in a community-driven process to identify the most pressing health issues facing residents. Led by the Mohave County Department of Public Health (MCDPH) and KRMC, community members and organizations came together to provide valuable insights on experiences of health and sickness, as well as realistic ways to affect change. To meet the unique needs of communities within Mohave County, separate CHIP processes were carried out in the Kingman, Lake Havasu City, and Bullhead City regions. This document outlines that process and the plan of action to improve health for all residents across the Bullhead City region.

Figure 1. Elements of a Healthy Community



¹Live Well Arizona. Vitalyst Health Foundation. www.livewellaz.org

WHAT IS A COMMUNITY HEALTH IMPROVEMENT PLAN (CHIP)?

A CHIP is a guide used by public health, nonprofit hospitals², and cross-sector community partners to collaborate and respond to key factors that may be limiting the community's ability to lead full, happy, and healthy lives. A CHIP is informed by the CHA, which is an assessment of the health status of residents across Mohave County. CHA and CHIP are continuous processes that are important components of public health accreditation³ and the Ten Essential Public Health Services as outlined in Figure 2.

Figure 2: The 10 Essential Public Health Services



THE PLANNING PROCESS

The effort to address the health needs of Mohave County in the Bullhead City region was led by the MCDPH in cooperation with multiple community organizations that made up the CHIP Advisory Committee. Members of the Bullhead City CHIP Advisory Committee expressed their commitment to “coordinate resources and build collaborations,” “focus efforts that will generate the biggest return on investment,” and “improve the quality of life within the community.” They also agreed that they wanted a CHIP that would “help build

collaboration capacity” and “leverage existing resources” so that efforts were spent efficiently and not duplicated. The committee met once a month for three months and utilized the Mobilizing Action for Planning and Partnerships⁴ framework to review the results from the CHA, pinpoint key criteria that could be used to prioritize community health needs, and develop detailed goals, objectives, and strategies to guide the committee in taking action to create change over the next three years.

² IRS. Requirements of 501(c)(3) Hospitals Under the Affordable Care Act. <https://www.irs.gov/charities-non-profits/charitable-organizations/new-requirements-for-501c3-hospitals-under-the-affordable-care-act>.

³ Public Health Accreditation Board. <http://www.phaboard.org/>.

⁴ Mobilizing for Action through Planning and Partnership (MAPPP). National Association of County & City Health Officials. <http://archived.naccho.org/topics/infrastructure/MAPP/index.cfm>.

A VISION FOR COMMUNITY HEALTH IMPROVEMENT

The CHIP Committee agreed to align the CHIP vision with the collective vision of the county health department as follows:

“ Healthy people in healthy communities for all Mohave County residents.”

IDENTIFYING HEALTH PRIORITIES

Before the committee selected which health needs from the CHA they wanted to work on, the committee brainstormed and agreed upon a set of criteria to ensure that key factors were taken into consideration when reviewing the CHA. The criteria included:

- **Size:** Many people are affected by this health issue or the issue cuts across multiple groups and cultures.
- **Seriousness:** This health issue severely affects people’s quality of life, resulting in a high number of deaths, hospitalizations, or disabilities, with resultant costs to the health care system..
- **Resources:** This health issue builds upon existing work or resources within the affected community.
- **Values:** The community and community leaders recognize this issue as a problem to address.

Using these criteria, and a process designed to ensure input was collected from all participants, the Advisory Committee identified six health issues from the CHA to be prioritized. After thoughtful dialogue around these health issues, the committee came to consensus on three health priorities to focus on for the next CHIP for the Bullhead City region:

1 Substance abuse

2 Obesity

3 Teen pregnancy prevention

DEFINING GOALS, OBJECTIVES, AND STRATEGIES FOR ACTION

The Bullhead City CHIP Advisory Committee started by identifying goals and broad statements of desired changes that could be achieved over the three-year CHIP period in each health priority area. Using information from the CHA, the committee then identified outcomes and indicators related to each health priority area to create specific, measurable, achievable, realistic, and time-specific objectives. Next, the committee brainstormed a collection of approaches for achieving each objective. With the help of facilitators and subject-matter experts, key evidence-based strategies were highlighted within the list of ideas. Finally, committee members listed specific steps that could be taken to mobilize a strategy, and identified groups or organizations within the community that could implement and operationalize the given strategies.

PRIORITY 1: SUBSTANCE ABUSE

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PRIORITY 1: SUBSTANCE ABUSE

Including substance abuse as a health priority is supported through the CHA indicators, the community survey, and key informant interviews. Drug addiction was highlighted in the community survey as one of the top three health challenges in Mohave County. Key informants identified drug use and mental health as the most pressing health concerns in the community. A lack of access to meaningful activities and jobs for young people was identified among focus group participants as a major cause for the increase in substance use and abuse in recent years. Participants also identified that a lack of compassionate and comprehensive mental health and substance abuse services made it difficult for those seeking treatment to get the care they need. The CHA also found that in all the substance abuse indicators (with the exception of teens who use marijuana), Mohave County was either moderate (adult binge drinking) or worse (adults smoking tobacco, teens who have

smoked and teens who currently smoke tobacco, teens who have used methamphetamines, teens who use alcohol) compared to peer counties and the state of Arizona.

The Bullhead City CHIP Advisory Committee discussed a need for efforts to focus on the prevention of substance abuse, specifically related to reducing access to illegal substances. The committee discussed a number of taskforces and coalitions within the county working on substance abuse; however, it acknowledged that these efforts and meetings were often conducted outside of the Bullhead City region. The committee also discussed existing efforts within the region to build a substance abuse treatment center in Bullhead City. The following goals, objectives, and strategies are the result of these discussions. These goals and objectives also align with the Arizona State Health Improvement Plan and the Arizona Drug Misuse and Abuse Initiative⁵.

Substance Abuse Evidence-based Resources:

Healthy People 2020 – Substance Abuse:

<http://www.healthypeople.gov/2020/topics-objectives/topic/substance-abuse/objectives>

Arizona Drug Misuse and Abuse Initiative:

<http://substanceabuse.az.gov/substance-abuse/training>

National Institute on Drug Abuse:

<https://www.drugabuse.gov/publications/principles-drug-addiction-treatment-research-based-guide-third-edition/acknowledgments>

Substance Abuse and Mental Health Services Administration (SAMHSA) National Registry of Evidence-Based Programs and Practices (NREPP):

<https://nrepp.samhsa.gov/landing.aspx>

County Health Rankings. What Works? Strategies to Improve Rural Health:

<http://www.countyhealthrankings.org/what-works-strategies-improve-rural-health>

Effective Substance Abuse Prevention Interventions for Youth:

<https://youth.gov/youth-topics/substance-abuse/evidence-based-programs-youth-substance-abuse-prevention-and-treatment>

Arizona Rx Drug Misuse and Abuse Initiative Toolkit:

<http://substanceabuse.az.gov/substance-abuse/training>

⁵ "Arizona Drug Misuse and Abuse Initiative." Office of the Arizona Governor. <http://substanceabuse.az.gov/>

Priority Area I: Substance Abuse

Goal: Reduce substance abuse in the Bullhead City region.

Objective 1: By 2020, reduce illicit acquisition and diversion of prescription drugs in the Bullhead City region by 10 percent. Data source: Arizona Department of Health Services Opioid Action Plan

Strategy 1

Support the Bullhead City police department in completing all items in the opioid law enforcement action plan.

Actions

- Coordinate with law enforcement and first responders to expand the Angel Initiative
- Review ADHS Opioid action plan with the CHIP committee and law enforcement
- Review opportunities and barriers in meeting 100 percent compliance with law enforcement action plan
- Educate community about proper storage and disposal of prescription drugs
- Disseminate resource of prescription drug drop-off locations within the Bullhead City region
- Disseminate Arizona's Opioid Prescribing Guidelines to all providers serving the Bullhead City region

Lead Organization(s): Mohave County Department of Public Health

Collaborating Organizations: Bullhead City Police Department, Mohave County Sheriff's Department, first responders

Objective 2: By 2020, increase the number of substance abuse treatment and prevention centers in the Bullhead City region from zero to at least one.

Strategy 1

Establish and formalize a substance abuse prevention coalition in the Bullhead City region to champion access to treatment center.

Actions

- Identify and assess coalition leaders and participants
- Coordinate meeting plan and schedule
- Convene and facilitate meetings
- Collaborate with potential treatment center providers to assess feasibility and opportunities to expedite treatment center access in Bullhead City
- Determine required and available resources for treatment and prevention center
- Draft budget and identify available funding streams
- Solicit community partners for additional funding sources

Lead Organization(s): Western Arizona Regional Medical Center

Collaborating Organizations: MCDPH, Valley View Medical Center, law enforcement

PRIORITY 2: OBESITY





PRIORITY 2: OBESITY

The decision to include obesity as a health priority was based on numerous findings in the CHA, including an adult obesity rate that, at 34.0%, is higher than peer counties. Adults who report no leisure-time physical activity in Mohave County is 27.3%, which is higher than peer counties, and is also a risk factor for obesity. Various chronic disease indicators are also worse in Mohave County than in peer counties and the state of Arizona, including death due to coronary heart disease, diabetes, and cancer. The CHA also found that Mohave County has a higher percentage of adults and children who are food insecure compared to other counties, and has a higher percentage of low-income individuals with limited access to healthy food than in peer counties. Additionally, the percentage of low-income individuals and children who do not live close to a grocery store are higher than other counties. Obesity was also highlighted as a major

concern in the CHA community survey; it was identified as one of the top three challenges faced by respondents participating in the CHA community survey, and it was also one of the top three health challenges perceived by the community.

The Bullhead City CHIP Advisory Committee discussed many existing assets that can help with obesity and current efforts to address it. The strategies selected address root causes of obesity and target increasing physical activity among residents in the Bullhead City region and improving access to healthy food and nutrition assistance programs; these goals align with the Arizona State Health Improvement Plan. Strategies to achieve these goals are comprehensive because they include evidence-based policy, system, environmental, and behavior change interventions.

Obesity Evidence-based Resources:

Healthy People 2020:

<https://www.healthypeople.gov/2020/topics-objectives/topic/nutrition-and-weight-status>

2015–2020 Dietary Guidelines for Americans: <http://health.gov/dietaryguidelines/2015/default.asp>

National Prevention Strategy—Healthy Eating: <http://www.surgeongeneral.gov/priorities/prevention/strategy/healthy-eating.pdf>

U.S. Preventive Services Task Force—Obesity Management:

<http://www.uspreventiveservicestaskforce.org/>

U.S. Department of Health and Human Services. Step It Up! The Surgeon General's Call to Action to Promote Walking and Walkable Communities:

<https://www.surgeongeneral.gov/library/calls/walking-and-walkable-communities/call-to-action-walking-and-walkable-communities.pdf>

Supplemental Nutrition Assistance Program (SNAP) and Farmers Markets:

<https://www.fns.usda.gov/ebt/snap-and-farmers-markets>

Bullhead City Farmers Market: <http://www.sbhservices.org/>

Priority Area 2: Obesity

Goal: Reduce obesity to improve the health and quality of life for all Bullhead City region residents.

Objective 1: By 2020, decrease the percent of Mohave County residents who report being physically inactive from 27.3 to 24 percent.
Data source: Community Survey/Behavioral Risk Factor Surveillance System (BRFSS)

Strategy 1

Increase participation in free and low-cost physical activities in the Bullhead City region.

Actions

- Assess and map the existing free activities in the Bullhead City region
- Share and disseminate the Bullhead City Park Directory and Parks and Open Space Plan
- Disseminate and promote walking trails along the Colorado River Nature Center Trail Map
- Work with the Bullhead City Parks and Recreation Department to promote area parks, trails, and aquatics
- Meet with organizations and programs that offer existing physical activity opportunities to determine capacity for expanding access on various days, times, and access sites

Strategy 2

Implement a physical activity marketing campaign for the Bullhead City region.

Actions

- Identify target audience and communication channels for marketing campaign
- Identify and promote key sports and activity options
- Develop messaging that promotes exercise and physical activity for all ages
- Highlight local recreation facilities

Strategy 3

Increase access to and participation in after-school physical activity options for youth.

Actions

- Assess current activities and locations available for youth to be physically active in the Bullhead City region
- Assess after-school program offerings with local schools
- Identify gaps and underserved areas with limited after-school physical activity opportunities for youth
- Collaborate with Bullhead City to increase youth physical activity access sites in underserved areas

Lead Organization(s): MCDHP

Collaborating Organizations: Bullhead City schools, Bullhead City Farmers Market, and University of Arizona Cooperative Extension





Objective 2: By 2020, increase the percentage of residents who report eating at least five servings of fruits and vegetables most days from 36 to 45 percent. Data source: Community Survey/BRFSS

Strategy 1

Increase fruit and vegetable nutrition education offered in Bullhead City schools.

Actions

- Partner with Arizona Health Zone to provide nutrition education in pre-k through twelfth grade
- Collaborate with school food service departments to share fruit and vegetable nutrition education information with school meals
- Assess school garden participation in Bullhead City schools

Strategy 2

Implement and expand farmers markets throughout the Bullhead City region.

Actions

- Assess the number of active farmers markets in the region
- Assess the number of regional growers available to sell produce at the markets
- Assess the number of markets in the Bullhead City region that currently accept the Farmers' Market Nutritional Program and SNAP
- Assist the Bullhead City farmers markets in becoming Farmers' Market Nutritional Program- and SNAP-authorized
- Implement outreach to increase awareness of farmers market times, locations, and seasonal produce

Lead Organization(s): MCDPH

Collaborating Organizations: Bullhead City schools, Bullhead City Farmers Market, and University of Arizona Cooperative Extension



PRIORITY 3: TEEN PREGNANCY PREVENTION

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The decision to include teen pregnancy prevention as a health priority was because of the high teen birth rate in Mohave County. The teen birth rate for Mohave County, at 53.9 per 1,000, represents the rate of female teens (age fifteen to nineteen) who gave birth per 1,000 female teens between 2005 and 2011. The Healthy People 2020 goal is 36.2 per 1,000 female teens. The Bullhead City CHIP Advisory Committee identified the lack of education regarding pregnancy prevention as a possible reason for the high teen pregnancy indicators in Mohave County. Currently, there are no pregnancy prevention programs offered in Bullhead City schools. Previous efforts to implement a Teen Pregnancy Prevention (TPP) program in the

Bullhead City region included meeting with city council committees and the school board association. A TPP program would align with current efforts taking place in the Kingman and Lake Havasu City regions of the county. However, some school board members expressed concern about implementing a program in school settings. TPP programs in other regions of Mohave county and the country have showed success in reducing the rates of teen pregnancy. For this reason, the Bullhead City CHIP Advisory Committee discussed focusing its efforts on engaging with elected officials to elicit support for implementing a program in the Bullhead City region.

Teen Pregnancy Prevention Evidence-Based Resources:

Department of Health and Human Services. Teen Pregnancy Prevention and Pregnancy Assistance Fund Resources: <https://www.hhs.gov/ash/oah/resources-and-training/tpp-and-paf-resources/index.html>
Centers for Disease Control and Prevention (CDC). Community-wide teen pregnancy initiatives: <https://www.cdc.gov/teenpregnancy/projects-initiatives/communitywide.html>
CDC Vital Signs Teen Pregnancy Report: <https://www.cdc.gov/vitalsigns/larc/index.html>
Healthy People 2020 Family Planning: <https://www.healthypeople.gov/2020/topics-objectives/topic/family-planning>
Teen Pregnancy Prevention Initiative: <https://youth.gov/evidence-innovation/investing-evidence/teen-pregnancy-prevention-initiative>
National Conference of State Legislatures. Teen Pregnancy Prevention: <http://www.ncsl.org/research/health/teen-pregnancy-prevention.aspx>

Priority Area 3: Teen Pregnancy Prevention

Goal: Reduce teen birth rates in the Bullhead City region to improve health and quality of life.

Objective 1: By 2020, implement the TPP program in at least 50 percent of Bullhead City schools.
Data sources: MCDPH and ADHS

Strategy 1

Obtain school board and city council support for TPP.

Actions

- Assess what is currently being taught at schools in the Bullhead City region
- Meet individually with each board member to discuss current trends and implications
- Provide materials for board members and elected officials that include evidence and stats as well as stories that target beliefs and values
- Convene public forums to address community concerns
- Disseminate information about TPP in the community to correct misperceptions and beliefs

Strategy 2

Update school district policies to include TPP.

Actions

- Create a campaign that appeals and solicits support from parents
- Provide information about what is currently being taught in schools and what would change by implementing a TPP program
- Assess sample policies from other school districts
- Share model policy
- Recruit local providers to provide education in school settings

Lead Organization(s): MCDPH

Collaborating Organizations: Bullhead City Schools, Bullhead City Council, Providers, and youth-serving program partners

Objective 2: By 2020, increase the number of hospitals that have written policies that require family planning education and referrals before first-time teen mothers are discharged from zero to two.
Data sources: Western Arizona Regional Medical Center and Valley View Medical Center

Strategy 1

Implement teen family-planning policies with area hospitals.

Actions

- Assess current hospital policies for teen family-planning education and referral practices
- Meet with hospital board, administrators, physicians, and labor and delivery staff to determine support and buy-in
- Assess sample policies from other hospitals
- Share model policies with hospitals
- Implement policies and train staff
- Assess implementation barriers

Lead Organization(s): MCDPH

Collaborating Organizations: WRMC, Valley View Medical Center, area OBGYN providers, and youth-serving program partners



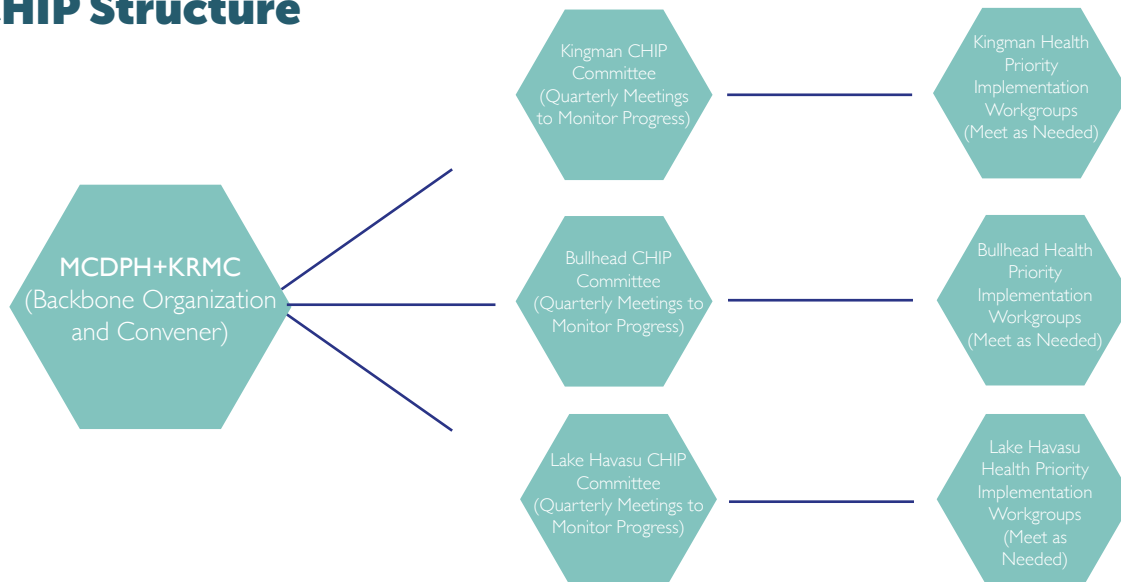


STRATEGIES FOR IMPLEMENTING AND TRACKING PROGRESS OF THIS PLAN

MCDPH will be responsible for maintaining ongoing community engagement during implementation of the Bullhead City region CHIP. Mohave County will convene quarterly CHIP meetings to evaluate progress made in implementing strategies, and propose changes when greater impact can be achieved by modifying approaches. When needed, and as recommended by the CHIP Committee, work groups focusing on particular objectives will be established to ensure successful implementation.

While participating in the development of the CHIP, partners demonstrated enthusiasm for ensuring that the plan is utilized to improve the health of Mohave County and the Bullhead City region. This enthusiasm relates not only to the important priorities outlined in the CHIP but to the spirit of partnership required to work together across organizations to improve the health of residents of Bullhead City. Health improvement cannot be achieved alone, and the collective impact of all partners and organizations participating in the CHIP will help the region achieve the desired goals outlined in this plan.

CHIP Structure



Community Health Assessment and Community Health Improvement Plan Process



BULLHEAD CITY REGION CHIP PLAN 2018–2020 SUMMARY

1

Substance Use

Objective 1: By 2020, reduce illicit acquisition and diversion of prescription drugs in the Bullhead City region by 10 percent.

Objective 2: By 2020, increase the number of substance abuse treatment and prevention centers in the Bullhead City region from zero to at least one.

2

Obesity

Objective 1: By 2020, decrease the percentage of Mohave County residents who report being physically inactive from 27.3 to 24 percent.

Objective 2: By 2020, increase the percentage of residents who report eating at least five servings of fruits and vegetables most days from 36 to 45 percent.

3

Teen Pregnancy Prevention

Objective 1: By 2020, implement the TPP program in at least 50 percent of Bullhead City schools.

Objective 2: By 2020, increase the number of hospitals that have written policies that require family planning education and referrals before first-time teen mothers are discharged from zero to two.



To review the Community Health Assessment and Community Health Improvement Plan and stay updated on the CHIP implementation activities visit:
<https://www.mohavecounty.us> or <http://www.azkrmc.com>



KINGMAN REGIONAL MEDICAL CENTER
Serving Our Community with Compassion and Commitment