

Community Benefit Plan
October 1, 2012 to September 30, 2015

Our Hospital

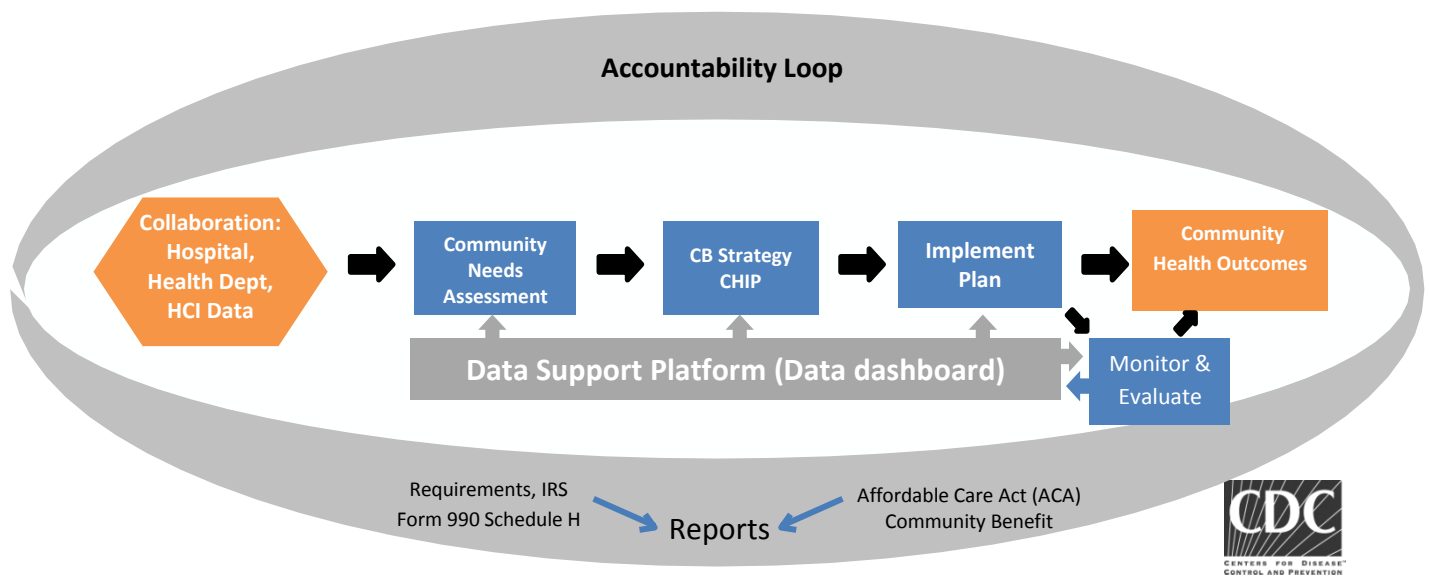
West Valley Hospital is a not-for-profit hospital located in Dallas, Oregon that provides health care for the residents of Polk County. Designated by the federal government as a Critical Access Hospital, its services include a 24-hour emergency department, ambulatory (outpatient) services, and inpatient care. West Valley Hospital, the only hospital in Polk County, offers services beyond what you might expect from a small-town hospital. A major remodel and upgrade of the facility will be completed during the coming fiscal year to provide the latest technology in surgical services. Several cardiologists, urologists, orthopedists and general surgeons see patients at West Valley Hospital for preliminary and follow-up appointments. The imaging service includes MRI capability as well as a digital mammography suite, and the hospital prides itself on providing short wait times at its round-the-clock emergency department.

The Community We Serve

The heart of a rural hospital is to serve people in the local community where they live. West Valley Hospital makes quality health care available to patients who call Dallas, Monmouth, Independence, Falls City, and all the countryside in between, their home. In 2011, Polk County had a population of 75,993 and a geographic footprint of 740 square miles. The population is 80.2% White and 12.4% Hispanic, 2.5% American Indian and Alaskan Native, 2% Asian, and 2.9% all other combined. Median annual family income is \$52,865. Likewise percent of persons living in poverty at 12.7% is lower than the State rate of 14.8%. (State & County Quick Facts - US Census Bureau)

Framework to Promote Best Practices in Assessment, Planning and Implementation

West Valley Hospital adapted and applied the Centers for Disease Control and Prevention, Community Health Framework in development of the Polk County Community Needs Assessment and Community Benefit Implementation strategy.



Community Health Needs Assessment

West Valley Hospital collaborated with the Polk County Health Department in publication of the 2011 Polk County Community Health Report. The report and subsequent 2012 Community Health Improvement Plan (CHIP) are attached. In addition, West Valley Hospital has a contractual arrangement with Healthy Communities Institute (HCI) to provide community members, partnering agencies and the county health department staff access to web-based health indicator data on an ongoing basis. The HCI web-based data dashboard, Polk County Health Assessment and Polk Community Health Implementation Plan are published on the West Valley Hospital website. These documents will serve to support the West Valley Hospital Community Benefit strategy.

The web-based information system that provides data, tools and best practices developed by Healthy Communities Institute, Berkeley, Calif., assists West Valley Hospital in meeting IRS Form 990 requirements for conducting community health needs assessments. The web-based data platform gives stakeholders access to high-quality Polk County health assessment data and improved health indicator tracking. The dashboard will also serve to monitor our progress as we address health needs.

Most recently published local and nationally reported secondary data were compared to other counties in Oregon to determine needs. Polk County Health Department local data is also described in the report. The CHIP used health indicators from the West Valley Hospital, web-based needs assessment dashboard to further inform health needs. This data was especially helpful in identifying social determinants of health and hospitalization rates. Data sources included but were not limited to, 2010 census data, Healthy People 2020, National Cancer Institute, Oregon Behavioral Risk Factor Surveillance System, Oregon Association of Hospitals and Health Systems and the US Department of Agriculture.

Partnering agencies are listed in the Community Health Needs Report and CHIP publication and include:

- The Confederated Tribes of Grand Ronde
- Department of Health and Human Services, State of Oregon
- Evangelical Bible Church
- "I Love Me" Diabetes Task Force
- Marion-Polk Medical Society
- Oregon Child Development Coalition
- Oregon Health and Sciences University
- Oregon Health Authority
- Oregon State University Extension Service
- Performance Management Program
- Polk County Health Advisory Board
- Polk County Public Health Services
- Polk County Mental Health
- Red Cross of the Mid-Willamette Valley
- Rural Metro Ambulance
- United Way of the Mid-Willamette Valley
- Western Oregon University
- Western Oregon University's Health and Wellness Center
- Willamette Valley Hospice
- Willamette Valley Providers Health Authority
- YMCA

Community Health Improvement Plan

In 2011, West Valley Hospital partnered with leadership from the Polk County Public Health Department to bring together community members and representatives from local non-profit, tax-exempt, government and service agencies. The group reviewed primary local health information collected by the Health Departments and secondary data from the newly developed, community needs assessment dashboard. Through this collaboration and extensive public input, health priorities were set and the county-specific Community Health Improvement Plan (CHIP) was developed.

Randi Phillips, Polk County Public Health Manager and Sharon Heuer, Hospital Community Benefit Director served as facilitating partners in the review of health indicators and prioritization of needs. Although individuals varied, groups represented included The United Way of the Mid-Willamette Valley, Evangelical Bible Church, Red Cross of the Mid-Willamette Valley, OSU Extension, Western Oregon University, Marion-Polk Medical Society, Polk County Mental Health, Falls City School District, Marion-Polk County Family YMCA, and the "I Love Me" Diabetes Task Force.

A prioritized description of the community health needs identified in the Community Health Report and the West Valley Hospital web-based, Polk County Indicator tool is included in the Polk County Community Health Improvement Plan (CHIP). The CHIP report also describes the process and criteria used in prioritizing health needs.

The CHIP planning committee chose nine key health indicators that most adversely affected the community at large from the health report and dashboard findings. The review resulted in the following rankings, listed in order of receiving the most expressed concern to least the expressed concern: teens who are obese; poor mental health days; adults who are obese; mothers who receive early prenatal care; teen pregnancy rates; low-income preschool obesity; male adults who binge drink; cancer screenings and prevalence; and teen marijuana use.

The nine indicators were presented to representatives from community partnering agencies at the Polk Community Health Assessment launch in late 2011. The group was instructed to select three to four focus areas. Indicators selected:

- *Teens who are Obese*
- *Adults who are Obese*
- *Low-Income Preschool Obesity*

Although somewhat different, all three indicators focused on the issue of obesity. Despite the facilitator's encouragement to think broadly, the community strongly supported the single issue of obesity, due, among other things, to the impact on other health issues. The Community Health Improvement Plan workgroup agreed that targeting the high rate of obesity in Polk County would have a tremendous positive impact due to the variety of health issues directly related to obesity including: mobility, chronic conditions, workability, self-esteem, stress, and physicality.

Although the CHIP identified nine health indicators and chose to focus on those related to obesity, the hospital data dashboard includes social determinants of health as well. In Polk County, educational (3rd grade reading, and 8th grade math proficiency), grocery store density, and violent crime rate negatively influence health. Therefore, these four indicators were also identified as areas of need.

Health Needs Identified	Source
Access to Medical and Mental Health Services	Community Input Polk County Health Report
Low Income Preschool Obesity Teens who are Obese Adults who are Obese Poor Mental Health Days Mothers who Receive Early Prenatal Care Teen Pregnancy Rates Male Adults who Binge Drink Cancer Screening Prevalence of Teen Marijuana Use	2012 Polk County Community Health Improvement Plan 2011 Polk County Health Report Polk County Health Indicator Dashboard
Social Determinants of Health including 3 rd grade reading 8 th grade math proficiency Grocery Store Density Violent Crime Rate	Polk County Health Indicator Dashboard

The public health department and hospital recognize the importance of each of the health indicators and are committed to impact as many health measures as possible through direct contribution, community collaboration, and partnership.

Identified Community Health Assets

Polk County has many community assets. In 2010, “211” information services were expanded in Oregon to include Polk County with start-up funding from the United Way of the Mid-Willamette Valley. “211” is an easy to remember three-digit telephone number assigned by the Federal Communications Commission for the purpose of providing quick and easy access to information about health and human services. Professional information and referral specialists work with callers to assess their needs, determine their options for appropriate programs/services, give support, intervene in crisis situations, and advocate for the caller as needed. “211” Assists callers to access the following types of services:

- Basic human needs resources: food banks, clothing, shelters, rent assistance, utility assistance
- Health and mental health resources: health insurance programs, maternal health, medical information phone lines, crisis intervention services, support groups, counseling, drug and alcohol intervention and rehabilitation
- Employment support: financial assistance, job training, transportation assistance, education programs
- Support for older Americans and persons with disabilities: adult day care, congregate meals, Meals on Wheels, respite care, home health care, transportation, homemaker services
- Support for children, youth and families: childcare, after-school programs, Head Start, family resource centers, summer camps and recreation programs, mentoring, tutoring, protective services
- Volunteer opportunities and donations: community involvement, volunteer centers, disaster relief
- Military and family support: programs that serve veterans and their families, community resources, mental health resources, counseling

A sample of key agency support in Polk County is listed below and a full listing can be found on the Polk County "211" webpage.

CARTS (Polk County Public Transportation)
Chemeketa Community College/Dallas Campus
Confederated Tribes of Grand Ronde
Consumer Credit Counseling
Dallas Resource Center
DHS - SNAP (Food Stamps)/TANF/OHP
DHS - Seniors & People w/Disabilities
Easter Seals Healthy Start - Polk County
Employment Office/Empleado
Oregon Health Plan/Plan de Salud de Oregon
Social Security/Oficinas del Seguro Social
Vital Statistics
West Salem Clinic
West Valley Hospital
WIC; Woman/Infants/Children(Mujeres/Bebes/Niños)

<<http://211info.org/211-oregon-sw-washington/regional-hubs/marion-and-polk>>

Expansion of Needs Assessment

As the hospital Board of Trustees reviewed the rich sources of secondary data, the collaborative health report and work of the CHIP, it became apparent that limited primary data was available. Likewise, there was little understanding of perceived need from health system providers. As part of the community benefit implementation strategy, in 2012, the Board will organize a series of five focus groups to help further understand the needs of the community. The focus group participants will include emergency department and urgent care providers, safety net providers, primary care providers, mental and behavioral health providers and senior services agency representatives. The goal is to gain first-hand knowledge of the challenges within the current health system in providing services for vulnerable populations.

West Valley Hospital Community Benefit Plan to Address Areas of Need

Health Need: Access to Medical and Mental Health Services

HCI Indicator: Adults with Health Insurance

How selected: 2011 Polk County Health Report



West Valley Hospital will address this need: Yes **Priority:** High

Description: Improve access to comprehensive, quality health care services.

Significance: Access to comprehensive, quality health care services is important for the achievement of health equity and for increasing the quality of a healthy life for everyone. This topic area focuses on four components of access to care: insurance coverage, services, timeliness, and workforce.

Access to health care impacts:

- Overall physical, social, and mental health status
- Prevention of disease and disability
- Detection and treatment of health conditions
- Quality of life
- Preventable death
- Life expectancy

Strategies to address this need:

- Development and participation in the Willamette Valley Coordinated Care Organization (CCO)
- Recruitment of primary care providers to serve Polk County
- Sponsorship of Dallas Free Medical Clinic
- Support of programs that provide transportation to medical services
- Development of the healthcare workforce

Intended improvement:

- Increase the proportion of persons with health insurance
- Increase the proportion of persons with a primary care provider
- Reduce the proportion of individuals who are unable to obtain, or experience a delay in obtaining necessary medical care, dental care, or prescription medicines

Need(s): Low Income Preschool Obesity
Teens who are Obese
Adults who are Obese

HCI Indicator: Chronic Disease Prevention and Self Management



How selected: 2011 Polk County Health Report

West Valley Hospital will address this need: Yes **Priority:** High

Description: Obesity, diabetes mellitus, coronary heart disease, arthritis and chronic obstructive pulmonary disease (COPD) are among the most prevalent diseases affecting residents of Polk County. Prevention and Self Management involves a complex interplay of several factors, including, access to primary care, stress reduction, healthy eating, physical activity, medications, and key conversations regarding long term health outcomes.

Significance: Chronic diseases – such as heart disease, stroke, cancer, diabetes, and arthritis – are among the most common, costly, and preventable of all health problems in the U.S. Four modifiable health risk behaviors—lack of physical activity, poor nutrition, tobacco use, and excessive alcohol consumption—are responsible for much of the illness, suffering, and early death related to chronic diseases.

Strategies to address this need:

- Improve access to primary care medical homes for residents of Polk County
- Fund Safety Net services in Polk County
- Offer Chronic Diabetes Prevention and Self Management Programs
- Provide in-kind support and meeting rooms for community support groups

Intended Improvement:

- Reduce death rates due to chronic disease
- Decrease the prevalence of obesity among all age groups

Need: Poor Mental Health Days

HCI Indicator: Poor Mental Health Days



How selected: HCI Polk County Data Dashboard

West Valley Hospital will address this need: Yes **Priority:** Low

Description: Adults in Polk County report their mental health was not good on average 3.2 days in the past 30 days.

Significance: Psychological distress can affect all aspects of our lives. It is important to recognize and address potential psychological issues before they become critical. Occasional down days are normal, but persistent mental/emotional health problems should be evaluated and treated by a qualified professional.

Strategies to address this need:

- Further evaluate services and resources to address community mental health needs
- Increase access to primary care medical homes in the Coordinated Care Organization

Intended Improvement:

- Improve to national benchmark of 2.3 days when persons in Polk County report that their mental health was not good
- Increase the proportion of primary care facilities that provide mental health treatment onsite or by paid referral

Need: Mothers Who Receive Early Prenatal Care

HCI Indicator: Mothers Who Receive Early Prenatal Care



How selected: HCI Polk County Data Dashboard

West Valley Hospital will address this need: Yes **Priority:** Medium

Description: In 2010, 74.5 percent of births in Polk County were to mothers who began prenatal care in the first trimester of their pregnancy.

Significance: Babies born to mothers who do not receive prenatal care are three times more likely to have a low birth weight and five times more likely to die than those born to mothers who do get care. Early prenatal care (i.e. care in the first trimester of a pregnancy) allows women and their health care providers to identify and, when possible, treat or correct health problems and health-compromising behaviors that can be particularly damaging during the initial stages of fetal development. Increasing the number of women who receive prenatal care, and who do so early in their pregnancies, can improve birth outcomes and lower health care costs by reducing the likelihood of complications during pregnancy and childbirth.

Strategies to address this need:

- Development and participation in the Willamette Valley Coordinated Care Organization
- Recruitment of primary care providers to serve Polk County
- Sponsorship of Dallas Free Medical Clinic
- Support programs that provide transportation to medical services

Intended Improvement:

- Increase the proportion of pregnant women who receive prenatal care in the first trimester to 77.9%, which is the target of the Healthy People 2020 national initiative.

Need: Teen Pregnancy Rates

HCI Indicator: Teen Pregnancy Rates



How selected: HCI Polk County Data Dashboard

West Valley Hospital will address this need: No **Priority:** n/a

Description: Polk County reports 16.4 pregnancies per 1,000 females aged 15 -17.

Significance: Teen pregnancy and childbearing have substantial social and economic impacts for communities. In 2009, a total of 409,840 infants were born to females between the ages of 15 and 19, accounting for more than \$9 billion in costs to U.S. taxpayers. The pregnancy, birth, sexually transmitted disease and abortion rates are substantially higher among teenagers in the U.S. compared to other western industrialized nations; in 2009, the national teen birth rate was 39.1 live births per 1,000 females aged 15-19.

Why West Valley Hospital will not address this need: Polk County shows significant improvement in this health indicator since 2007, when the rate was 34.7 pregnancies per 1,000 females aged 15 -17. From 2010 through 2011 the rate dropped from 20.5 to 16.4.

Comments: Continue to monitor improvement and partner with key agencies to sustain improvement.

Need: Male Adults Who Binge Drink

HCI Indicator: Adults Who Binge Drink: Males

How selected: HCI Polk County Data Dashboard

Data Source: Oregon Behavioral Risk Factor Surveillance System

West Valley Hospital will address this need: No **Priority:** n/a



Description: In Polk County 16.5 percent of adult males reported binge drinking at least once during the 30 days prior to the survey. Binge drinking is defined as five or more drinks on one occasion.

Significance: Binge drinking is a common pattern of excessive alcohol use in the United States. Binge drinking can be dangerous and may result in vomiting, loss of sensory perception, and blackouts. The prevalence of binge drinking among men is twice that of women. In addition, it was found that binge drinkers are 14 times more likely to report alcohol-impaired driving than non-binge drinkers. Alcohol abuse is associated with a variety of negative health and safety outcomes including alcohol-related traffic accidents and other injuries, employment problems, legal difficulties, financial loss, family disputes, and other interpersonal problems.

Why West Valley Hospital will not address this need: The Healthy People 2020 national health target is to reduce the proportion of adults aged 18 years and older engaging in binge drinking during the past 30 days to 24.3 percent. Polk County data shows adult male binge drinking below the national target

Comments: Continue to monitor improvement and partner with key agencies to sustain improvement.

Need: Cancer Screening

HCI Indicators: Pap Test History
Prostate Cancer Incidence Rate



How selected: Although, community benefit programs include health screenings for many chronic conditions, the 2011 Polk County Health Report and CHIP identified that only 77.6 percent of women aged 18 and over have had a Pap smear in the past three years. The age-adjusted incidence rate for prostate cancer in cases per 100,000 males in Polk County is 173.7. In both cases, Polk County ranks among the worst in the state for counties with Pap test and incidence of prostate cancer. These indicators will be evaluated as a measure of improvement.

West Valley Hospital will address this need: Yes **Priority:** High

Description: Identify a larger percentage of individuals with disease at an earlier stage to increase effectiveness of treatment and reduce lives lost.

Significance: Screening refers to the use of simple tests across a healthy population in order to identify individuals who have disease, but do not yet have symptoms. Examples include breast cancer screening using mammography and cervical cancer screening using cytology screening methods, including Pap smears.

Strategies to address this need:

- Provide health screening services at community outreach events
- Provide sports physicals
- Partner with Polk County Health Department to provide mammograms for women who do not qualify for other programs or assistance
- Improve access to primary care medical homes for residents of Polk County
- Fund safety net services in Polk County

Intended Improvement: Increase the number of community members participating in screening events.

Need: Prevalence of Teen Marijuana Use

HCI Indicator: Teens Who Use Marijuana

How selected: HCI Polk County Data Dashboard

Data Source: Oregon Student Wellness Survey

West Valley Hospital will address this need: Yes **Priority:** Low



Description: 15.8 Percent of 11th grade students in Polk County report using marijuana one or more times during the 30 days prior to the survey.

Significance: Among youth, illicit drug use is associated with heavy alcohol use, tobacco use, delinquency, violence, and suicide. Marijuana is the most commonly abused illicit drug in the United States. Marijuana intoxication can cause distorted perceptions, impaired coordination, difficulty thinking and problem solving, and problems with learning and memory. Many research studies have shown that marijuana's adverse effects on learning and memory can last for days or weeks after the acute effects of the drug have worn off. Chronic marijuana use can lead to addiction. Addictive behaviors may result in harmful effects on social functioning in the context of family, school, work, and recreational activities.

Strategies to address this need:

- Participate in Polk County Service Integration Team. The goal of Service Integration is to provide coordinated community resources and information to families and individuals in Polk County.
- The goal is accomplished by meeting with area partners on a regular basis to build relationships, share services and resources, and brainstorm ways to offer assistance and identify gaps in services for those living here.
- There are seven (7) Service Integration Teams, one for each school district in Polk County and one team that shares county lines with a Yamhill County school district. These teams meet monthly and are open to anyone wanting to learn more about the wonderful resources here in our communities. Each team is unique to its local community with partners such as school personnel, law enforcement, government (city, county, state) agencies, non-profits, members of the faith community, service groups, Grand Ronde tribal members, and community members not affiliated with any other group or organization.

By working together, Service Integration supports a variety of local projects, activities and needs each year, including:

- Community outreach events
- School events and curriculum
- School supplies
- Sports fees
- Parenting classes
- Assistance for individuals & families in crisis (basic needs)
- Books for children
- Community holiday projects
- Bus passes...and more!

Intended Improvement: Decrease the percent of 11th grade students in Polk County who report using marijuana.

Need: Social Determinates of Health

HCI Indicators: Third Grade Reading Proficiency
Eighth Grade Math Proficiency
Grocery Store Density
Violent Crime Rate



How selected: HCI Polk County Data Dashboard

West Valley Hospital will address this need: Yes **Priority:** High

Description: Create social and physical environments that promote good health for all.

Significance: Health starts in our homes, schools, workplaces, neighborhoods, and communities. We know that taking care of ourselves by eating well and staying active, not smoking, getting the recommended immunizations and screening tests, and seeing a doctor when we are sick all influence our health. Our health is also determined in part by access to social and economic opportunities; the resources and supports available in our homes, neighborhoods, and communities; the quality of our schooling; the safety of our workplaces; the cleanliness of our water, food, and air; and the nature of our social interactions and relationships. The conditions in which we live explain in part why some Americans are healthier than others and why Americans more generally are not as healthy as they could be.

Healthy People 2020 highlights the importance of addressing the social determinants of health by including “Create social and physical environments that promote good health for all.” as one of their four overarching goals for the decade. This emphasis is shared by the World Health Organization, whose Commission on Social Determinants of Health in 2008 published the report, “Closing the Gap in a Generation: Health Equity Through Action on the Social Determinants of Health.” The emphasis is also shared by other U.S. health initiatives such as the National Partnership for Action to End Health Disparities, and the National Prevention and Health Promotion Strategy.

The Social Determinants of Health topic area within Healthy People 2020 is designed to identify ways to create social and physical environments that promote good health for all. All Americans deserve an equal opportunity to make choices that lead to good health. But to ensure that all Americans have that opportunity, advances are needed not only in health care, but also in fields such as education, childcare, housing, business, law, media, community planning, transportation, and agriculture. Making these advances would involve working together to:

- Explore how programs, practices, and policies in these areas affect the health of individuals, families, and communities.
- Establish common goals, complementary roles, and ongoing constructive relationships between the health sector and these areas.
- Maximize opportunities for collaboration among federal, state, and local partners related to social determinants of health.

Strategies to address this need:

- Provide leadership on the 211 Advisory Board
- Participate in Polk County Service Integration Team. The goal of Service Integration is to provide coordinated community resources and information to families and individuals in Polk County.
- The goal is accomplished by meeting with area partners on a regular basis to build relationships, share services and resources, and brainstorm ways to offer assistance and identify gaps in services for those living here.
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- Bus passes...and more!

Intended Improvement:

- Increase availability of resources to meet basic daily needs
- Increase access to educational, economic, and job opportunities
- Increase access to health care services
- Increase availability of community-based resources in support of community living and opportunities for recreational and leisure-time activities
- Improve math, language and literacy rates among youth

Community Benefit Plan Conclusion

The West Valley Hospital Community Benefit Plan is based on the Community Needs Assessment completed in 2011 and is intended to inform and guide program development for fiscal years 2012 to 2015. Oversight of community benefit programming is provided by a committee of the Salem Health Board of Trustees with operational input from an employee committee chaired by the hospital's Director of Community Benefits Integration.