



## HEALTH FOR A CHANGE

Transforming Kentucky's Public Health System & the Critical Role of Community Collaborations

June 10, 2021



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### Foundation for a Healthy Kentucky's MISSION

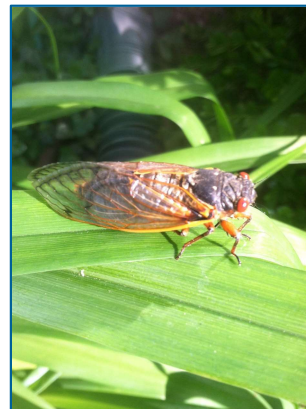
#### To address the unmet health needs of Kentuckians

by . . .

- Developing and influencing policy
- Improving access to care
- Reducing health risks and disparities
- Promoting health equity

And VALUES. . .

- |                 |                 |
|-----------------|-----------------|
| ✓ Integrity     | ✓ Leadership    |
| ✓ Respect       | ✓ Policy Equity |
| ✓ Effectiveness | ✓ Collaboration |



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[www.healthy-ky.org/events/bost-health-policy-forum](http://www.healthy-ky.org/events/bost-health-policy-forum)

*SAVE THE DATE!*

**Howard L. Bost Memorial Health Policy Forum**

**Kentucky Vaccine Policy: Myths, Messengers, and Messages**

**Join us virtually September 20 - 21, 2021**



FOUNDATION FOR A HEALTHY KENTUCKY



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[www.healthy-ky.org/events/health-for-a-change](http://www.healthy-ky.org/events/health-for-a-change)



The collage includes the following elements:

- Seal of the Kentucky National Guard
- Group of people in colorful traditional attire
- Kentucky Community and Technical College System logo
- KIPRC (Kentucky Injury Prevention and Research Center) logo
- Portrait of a smiling woman
- Kentucky Public Health logo with the tagline "Prevent. Promote. Protect."
- Person in a kitchen wearing an apron
- KCSP (Kentucky Center for Smoke-free Policy) logo
- "I COUNT! YOU! #3030Centers" logo
- "INFOGRAPHICS ARE WEAPONS" graphic
- Portrait of a smiling woman
- "SHIFTING THE LENS" graphic with text: "COVID-19 Policy Lessons for Reducing Kentucky's Health Inequities" and "Thursday, Nov. 19, 1:00-3pm ET"
- Person holding a large circular object
- CRE+DYE HEALING logo



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[www.healthy-ky.org](http://www.healthy-ky.org)

**CONTACT**

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[@kyhealthfacts](https://twitter.com/kyhealthfacts)



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# Community and Economic Development Initiative of Kentucky

Melody Nall  
Engagement Director

[cedik.ca.uky.edu](http://cedik.ca.uky.edu)



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# Engaged Communities. Vibrant Economies.



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## Our Work

- Economic Development
- Community Leadership Development
- Community Design
- Healthy Communities
- Arts Engagement



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## Center for Economic Analysis of Rural Health

The goal of CEARH is to build capacity for local leaders to ensure the sustainability of the rural health economy and continued access to quality healthcare for rural communities.

CEARH researchers and staff are focused on providing:

1. **Data tools** that the public can freely access.
2. **Research on rural health issues** that have a direct impact on local economies but are not as easily quantifiable.
3. **Dissemination of research findings and tools** for the public to be able to put the research to use.
4. **Training opportunities to build capacity** of local leaders.

[cearh.ca.uky.edu](http://cearh.ca.uky.edu)

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## Contact information

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University of  
Kentucky  
*College of Agriculture,  
Food and Environment*

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## Public Health Transformation

Jan Chamness, MPH, Director  
Division of Women's Health  
PHT Project Lead

Foundation for a Healthy Kentucky's *Health for a Change*  
June 10, 2021



**Kentucky Public Health**  
Prevent. Promote. Protect.

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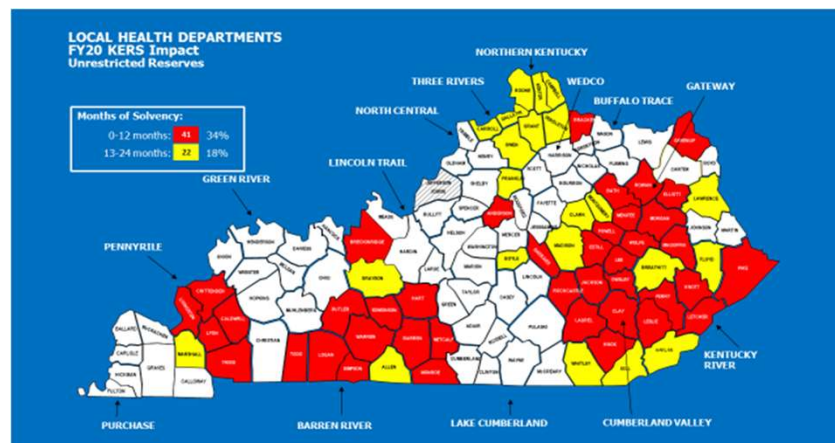
## Objectives

- Describe the purpose and process of Kentucky's public health transformation efforts;
- Emphasize the critical role of community collaborations;
- Recognize key examples of public health transformation in Kentucky.

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## LHD Insolvency Map



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## Why Public Health Transformation?

### ➤ Fiscal Instability

- Up to 41 LHD representing 4 Districts are at risk for fiscal default;
- Current fiscal analysis shows approximately \$40 million deficit;
- Greatest deficits outside of Core Public Health Services are in clinical services.

### ➤ Current Programmatic Services are not Reflective of Community Needs

- Federal funding structure is a significant driver of this;
- Public health system has not adjusted to post-ACA era public health approaches or programs;
- Bureaucratic layering needs to be removed from the system to achieve operational efficiency and effectiveness;

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## Why PHT (continued)

### ➤ Legislative Issues

- Public health laws are disparate and voluminous;
- Current statutes and regulations do not allow for proper operational restructure.

### ➤ Shared Governance

- Hybrid structure of public health makes change difficult;
- Greater support, structure and education for local boards of health is needed;
- Lack of accountability at ALL levels.

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## Transformation

A dramatic change in form or appearance, a marked change, ... one function is converted into another one of similar value;

An extreme or radical change.

### ➤ Overarching Assumptions

- Transformation is IRREVERSIBLE;
- Transformation is going to be the most radical operational change in the way we (Public Health) do business;
- Transformation is the most strategic quality improvement project we will ever experience;
- Transformation is not only LHDs developing new partners but DPH developing new partners.
- Transformation is not just about financial stability but it's the **right** thing to do.

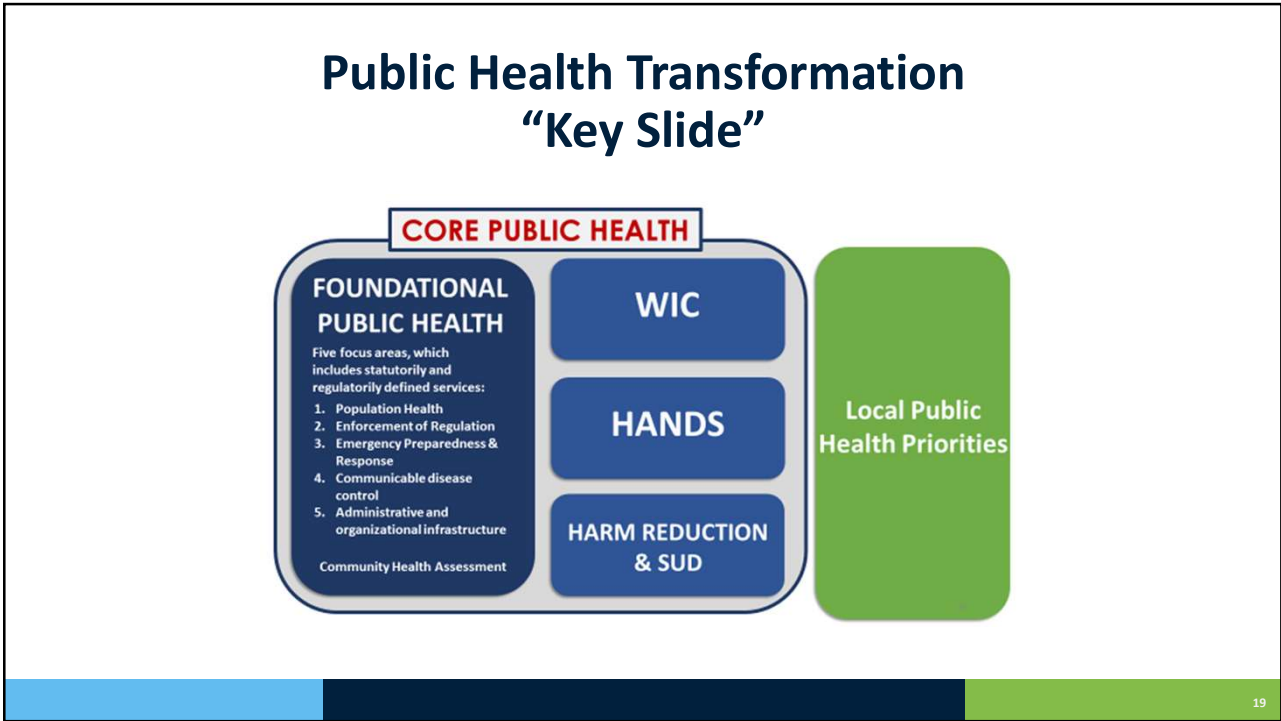
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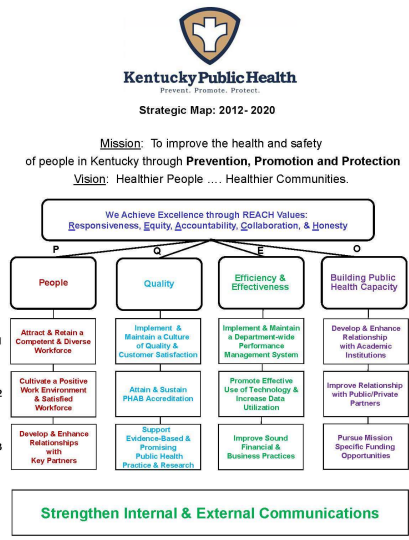
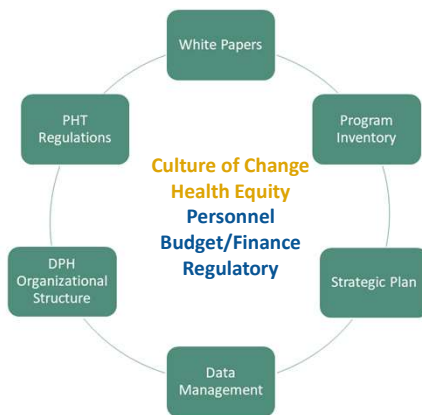
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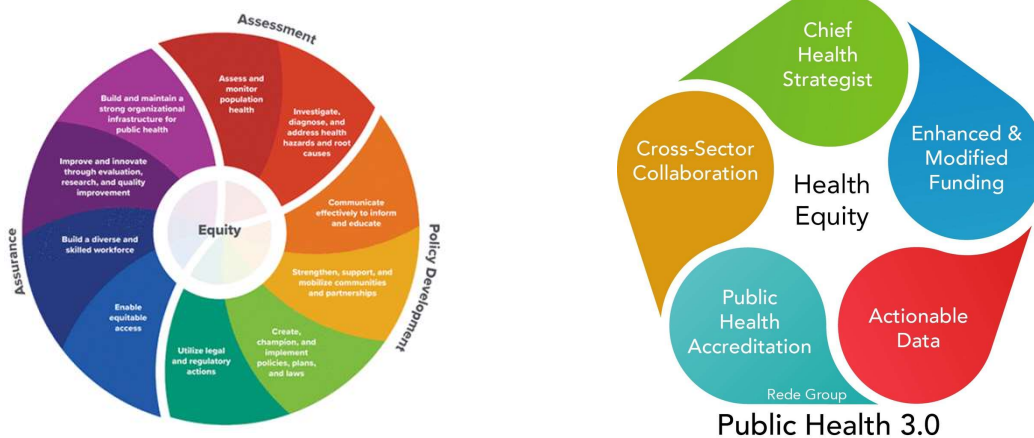
# Where did we start?

- Review all previous PHT efforts and determine relevance to PHT re-launch;
- Establish a PHT Organizational Structure which will assure a process of accountability and communication;
- Obtain buy-in from key DPH/LHD leadership and develop a communication plan to include a branding strategy to assure consistent and transparent communication throughout the PHT process;
- Solidify ASTHO’s role in providing technical assistance;
- Kick-off to confirm top level commitment and request buy in and service on workgroups – DPH leadership, DPH staff, KHDA Advisory Committee, LHD Directors’;
- Recognize and address implications of personnel, finance and regulatory impact;
- Determined the platform for organization, planning and communication (Microsoft Teams);
- Individual requests to serve on workgroups (*ensure all levels, especially frontline staff*);
- Work days with executive staff to establish priorities; and, how best to influence culture of change and health equity.



12/09/11-Adopted  
10/29/18-Revised

## How important is health equity in public health?



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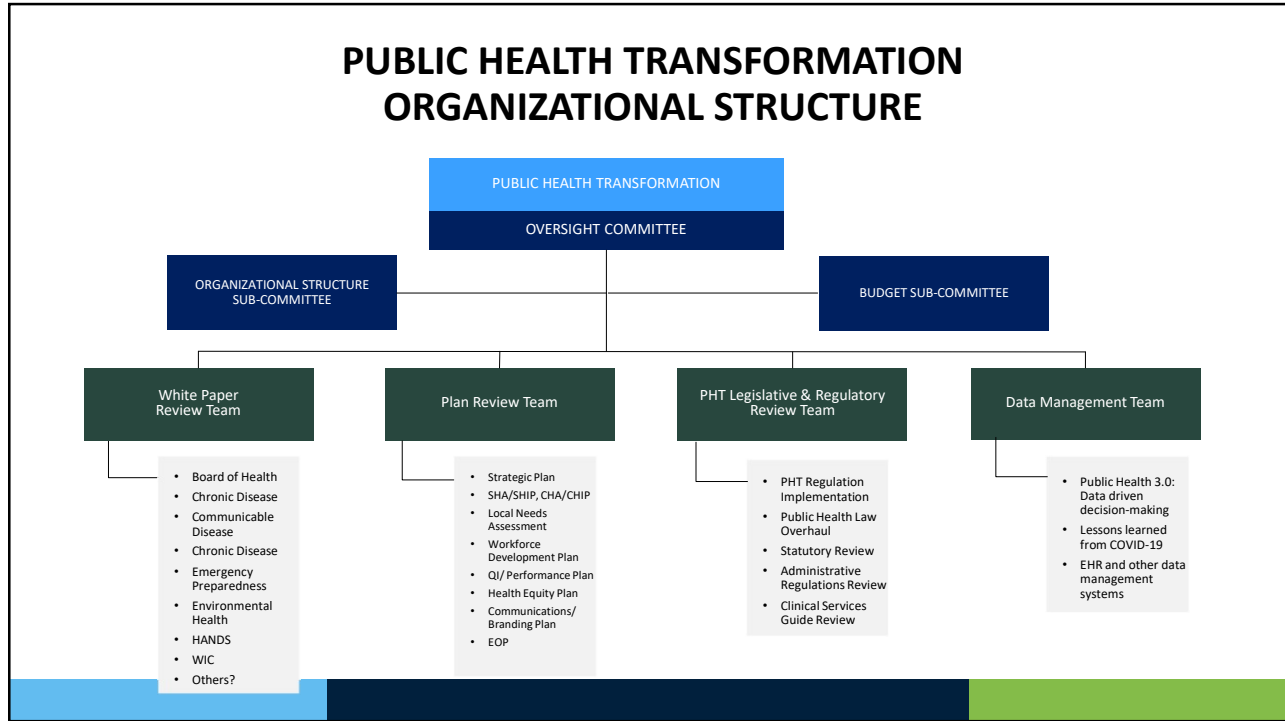
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## Setting Up For Success

- Logistical process to manage objectives/ deliverables;
- Reporting structure which includes templates and team building opportunities;
- Encourages widespread engagement at all levels;
- MS Teams – user-friendly electronic platform;
- Intentional communication and transparency;
- Availability of technical support;
- Promoting continuity and collaboration.

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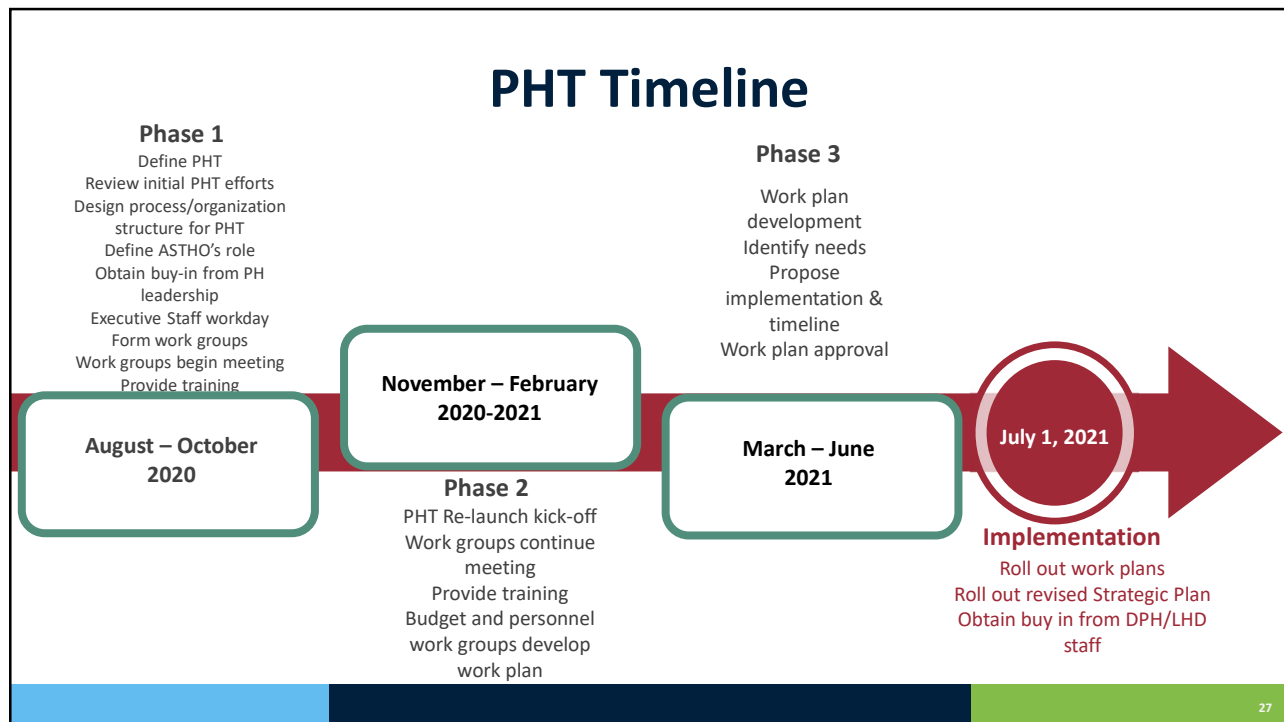
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## PHT Commitment

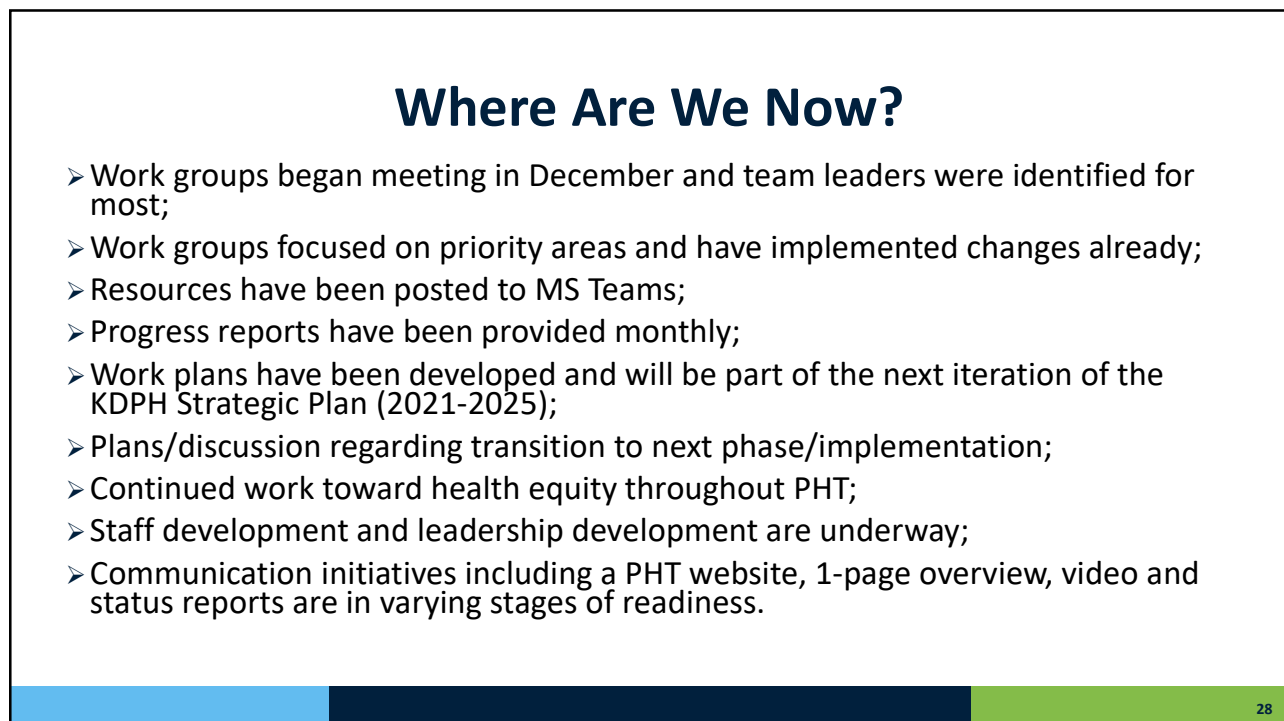
- 37 Local Health Department Staff
- 55 KDPH Staff
- 13 Commissioner’s Office Staff
- 9 Cabinet for Health & Family Services Staff
- 114 TOTAL Participants

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# PHT Overview (1-Pager)

**Public Health Transformation (PHT)**  
Public Health Transformation... inspiring change for a healthier Commonwealth.  
A cultural movement focused on transformational leadership encouraging input and participation at all levels.

**Why?**

- According to America's Health Rankings, Kentucky's health outcomes currently rank in the bottom five in the nation.
- Public health system is not structured to equitably fund all local health departments in order to assure core public health services.
- The pandemic health crisis threatens the sustainability of Local Health Departments (LHDs) equitably.
- Kentucky's public health does not align with the implementation of the Affordable Care Act (ACA) and Medicaid expansion, therefore, public health must realign to rise and move toward the principles of Public Health 3.0.

**How?**

- Create a framework which prioritizes Public Health 3.0 principles and adds greater support, structure and accountability to innovative approaches to change.
- Emphasize an overarching principle of health equity, inclusion and diversity as the central theme.
- Encourage communication and transparency, and foster a culture of change through transformational leadership.
- Designate a PHT Project Team who have both state and local public health experience as well as a focus on performance and quality improvement.
- Foster a collaboration with Association of State and Territorial Health Officials (ASTHO) in a mission to inform and strengthen leadership and communication, with lessons learned from other states who have similar goals for transformation and change.
- Create an organizational structure comprised of committees and workgroups designed to assure accountability and communication at all levels.
- Identify key initiatives and components such as white papers, program inventory, data management, organizational infrastructure and public health law to study, analyze and discuss in order to inform and recommend change.

**Who?**

- Utilizing an overarching principle of transformational leadership, PHT strives and encourages participation from all levels of state and local public health, as well as, strengthened partnerships with existing entities and forged partnerships with new organizations who can provide resources, knowledge, and expertise.

**Anticipated Outcomes:**

- Implement a fiscally responsible government. Realize efficiencies, simplify and prioritize our public health system.
- Define core public health to include foundational public health programs and mandates including other critical programs.
- Recognize the importance of a strong and engaged community in identifying public health priorities through local needs assessments.

**Timeline:**

The goal of the PHT is to have a comprehensive implementation plan in place by July 1, 2021 with ongoing management and accountability, and one which fully aligns with the strategic direction of public health in Kentucky.

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## What does PHT look like in practice?

- Establishing new and strengthening existing partnerships with key stakeholders, i.e., KPCA, KHDA, KPHA, Foundation for a Healthy Kentucky and more;
- Engaging national experts to provide technical assistance like ASTHO;
- Women's Health
  - Met with fifteen (15) FQHCs, two (2) rural health clinics, two (2) free clinics and a university clinic;
  - Currently sixteen (16) contracts in the pipeline covering thirty-one (31) counties;
- School health programs once offered by LHDs are being provided by FQHCs with more comprehensive services;
- Federally funded programs allocated by KDHP to local health departments are moving toward grant application, i.e., tobacco, CHAT;
- Comprehensive Reproductive Examination Training (CRET)
  - Replaced with STD/STI Expanded Nurse Role.

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# Thank you!

Jan Chamness, MPH, Director  
Division for Women's Health  
Public Health Transformation Project Lead

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**Kentucky Public Health**  
Prevent. Promote. Protect.

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# MCHC

Muhlenberg County  
Health Coalition

***Why Coalition Collaboration  
is Crucial for Communities***

**Jessica Browning**

Marketing Specialist | Owensboro Health Muhlenberg Community Hospital

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## Coalition Formation

- 2018 Community Health Needs Assessment priority areas for action:
  - Residents' (vulnerable populations) lack of knowledge on available community and health resources in the county
  - Adult obesity
  - Mental health – depression, counseling and testing for mental health disorders
  - Youth health indicator needs\* – teen birth rate, obesity, lack of physical activity, lack of out of school meaningful activities
  - Substance use – prescription, illegal and illicit substances



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## First Meeting

- The hospital hosted the initial Muhlenberg County Health Coalition meeting in February 2019. We tried to ensure that all involved knew this was a COMMUNITY coalition (not just a hospital one).
- 15 attendees including:
  - Local Health Department director and nurse
  - FRYSC and School Nurse leaders from Board of Education
  - Local philanthropic foundation
  - Chamber of Commerce
  - Mental health organization
  - Ministerial organization
  - Economic development
  - County Judge Executive
  - EMS director
  - And hospital Chief Operating Officer



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# Coalition Goals

**Mission:**

To improve health and educate people in Muhlenberg County by addressing identified needs from the most recent Community Health Needs Assessment.

**Objectives:**

- Inspire a greater sense of community for organizations to gather and share information and programs that affect the health and wellness of our citizens.
- Educate our citizens on the importance of making healthy choices.
- Create committees as needed to focus on issues that arise.



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# Coalition Committees: Communications

- Developed logo
- Created Facebook page
  - Any member of the group can post to the page
  - All posts are public and able to be shared



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# Coalition Committees: Resource Guide

- Updated existing mini Resource Directory and distributed 25,000 locally
- Relayed information about 2-1-1 options in our area

**Muhlenberg County Kentucky Resource Directory**

Updated: June 2021  
Compiled by: Muhlenberg County Health Coalition  
Contact: www.MuhlenbergCounty.com

<b>Family Resource - Youth Services Center (YSC)</b> Muhlenberg Youth Center 276-250-2600 276-250-2600 276-250-2600	<b>Substance Services</b> Catholic Charities 276-250-2600 276-250-2600 276-250-2600	<b>Substance Abuse</b> Catholic Charities 276-250-2600 276-250-2600 276-250-2600
<b>Domestic Violence</b> Catholic Charities 276-250-2600 276-250-2600 276-250-2600	<b>Health &amp; Safety Information &amp; Referrals</b> Catholic Charities 276-250-2600 276-250-2600 276-250-2600	<b>Financial Services</b> Catholic Charities 276-250-2600 276-250-2600 276-250-2600
<b>Food Bank</b> Catholic Charities 276-250-2600 276-250-2600 276-250-2600	<b>Senior Services</b> Catholic Charities 276-250-2600 276-250-2600 276-250-2600	<b>Job Training</b> Catholic Charities 276-250-2600 276-250-2600 276-250-2600

**Muhlenberg County Health Coalition**  
Published by Jessica Sparks Browning May 13, 2020

**Do you need help?**

- food
- shelter
- clothing
- utilities

**Muhlenberg County 911**  
May 13, 2020

#TeamMuhlenberg, do you or someone you know need help with food, shelter, clothing, or utilities? The Muhlenberg County Health Coalition invites you to explore and share this list of local resources. A sincere "Thank you" to the MCHC from the COVID-19 Task Force for your work compiling this helpful information.

#TeamKentucky #HealthyInTheBerg #HealthyAtHome #HealthyAtWork #Patriot #TogetherKY



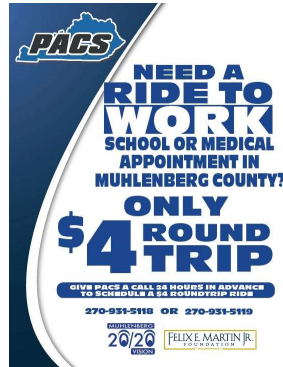
# Coalition Committees: Housing

- Working to identify root issues and possible solutions to housing and homelessness
- Affordable housing list



# Coalition Committees: Transportation

- Secured funding (partnered with the Muhlenberg County Baptist Association as the fiscal agent) to offset the cost of PACS transportation so that those needing a ride to work, school or a medical appointment can travel for just \$4 round trip.



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# Coalition Committees: Health Fair

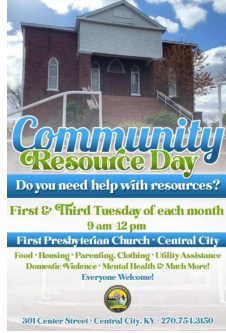
- Planned two health expos to be held at each of our local libraries in 2020
- We hope to reschedule in 2022!



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# Community Resource Days- 1<sup>st</sup> and 3<sup>rd</sup> Tuesdays

- 'One stop shop' style resource center to visit with several of the county's nonprofit/government agencies in one place.



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# Coalition Growth

- Monthly in-person meetings at different locations from within the Coalition
  - Settled on an ongoing date (3<sup>rd</sup> Monday of the month)
- Minutes are emailed out after each meeting to the entire coalition (anyone who had ever expressed interest or attended a meeting)
- Attendees grew in number each meeting
  - Our last in-person meeting in February 2020 was 39 people



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## Zoom Meetings

- In March 2020, we began meeting via Zoom.
  - From March until June 2020 we met weekly
  - In June 2020, we began meeting bi-weekly
  - Since August 2020, we have met monthly
- Our number of attendees has held steady around 20-25



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## Why is Coalition Collaboration Crucial for Communities?

- Our collective group was able to accomplish more!



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# Lessons Learned

- Maximize your contacts
  - Who is missing from your coalition meetings?
- Committee Involvement
  - Everyone on the Coalition should be involved in one specific project that they are passionate about
- Honor the Mission
  - Remember why the coalition started (or why you got involved in the first place)
- Consistency is Key
  - Meeting reminders, minutes, days/times



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***THANK  
YOU***

**Jessica Browning**  
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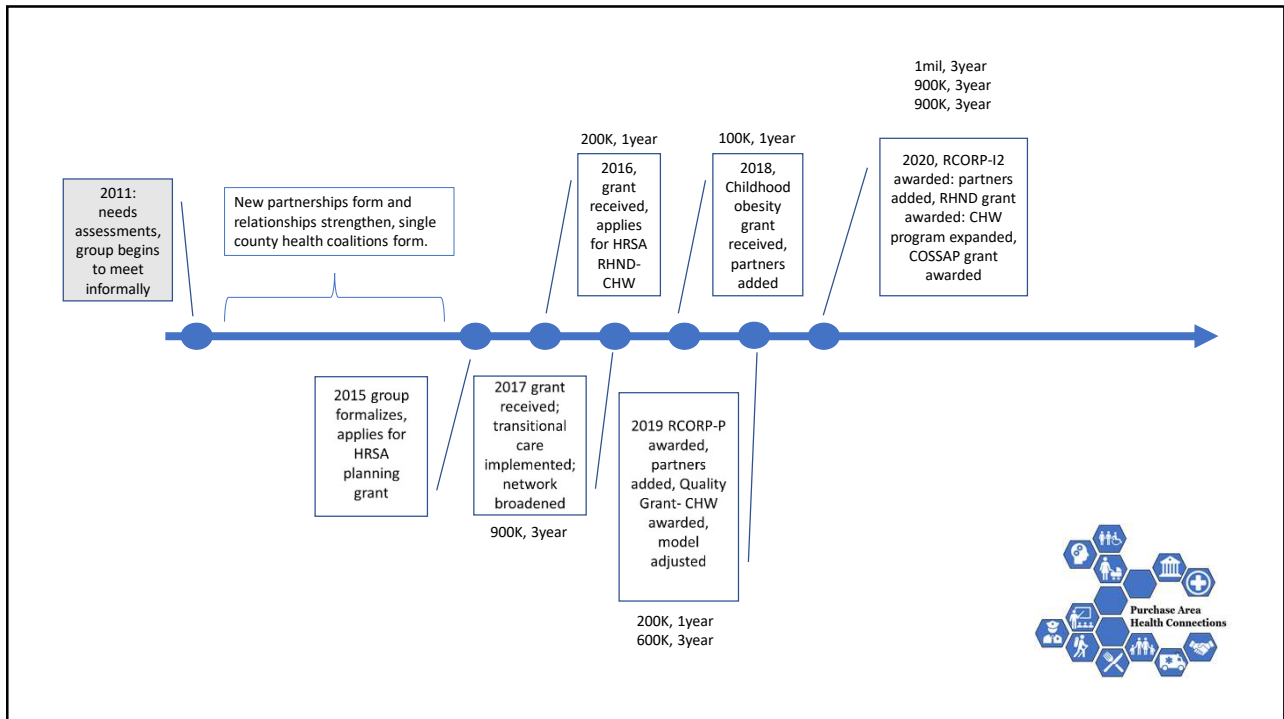




## Purchase Area Health Connections

Kaitlyn Krolikowski, MPH  
Network Director  
Purchase Area Health Connections  
Purchase District Health Department  
[www.purchasehealthconnections.com](http://www.purchasehealthconnections.com)

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## Two largest initiatives

Transitional Care Team

Opioid Taskforce

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## Lessons Learned

-  Align
-  Assess
-  Communicate
-  Promote
-  Find the right people
-  Boots on the ground

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Thank you!

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