

Kirby Hospital

Community Health Needs Assessment



Fall 2010 Progress Report

Prepared by: Breanne Williamson, Community Health Intern

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KIRBY HOSPITAL

COMMUNITY HEALTH NEEDS ASSESSMENT

Progress Statement: End of 2010

This document is a brief report of the progress that has been made and work that has been completed on the Kirby Hospital Community Health Needs Assessment. The assessment process began with research and interviews in September of 2010 and will continue until all work is completed. General conclusions have been made after key informant interviews and preliminary research were conducted. The following is an explanation of the assessment, the steps completed, brief summaries, conclusions, and future plans regarding Kirby Hospital's community health needs assessment.

Introduction and Purpose of Kirby Hospital's Community Health Needs Assessment

Kirby Hospital is in the process of conducting a Community Health Needs Assessment for the hospital's service area, as required by the Patient Protection and Affordable Care Act (PPACA), more specifically under Code Section 501(r). Conducting the assessment is a requirement that helps to ensure tax-exempt hospitals are providing the community with charitable services. A Community Health Needs Assessment will be conducted every three years in order to better address and improve the health of the communities Kirby Hospital serves. Once the priority health needs and issues are defined, an implementation plan will be developed to act on in order to best meet the needs of the community. The assessment represents the broad interests of the communities, which includes opinions from local officials, community members, and healthcare providers. A summary of the assessment will be made available to the public.

Objectives

- Produce a Community Needs Health Assessment required by the PPACA
- Allow the community to give their opinions and insights about health needs
- Identify priority needs in the surrounding communities
- Develop an implementation plan to address the community's needs
- Publish the report to the community and update them on progress

Background

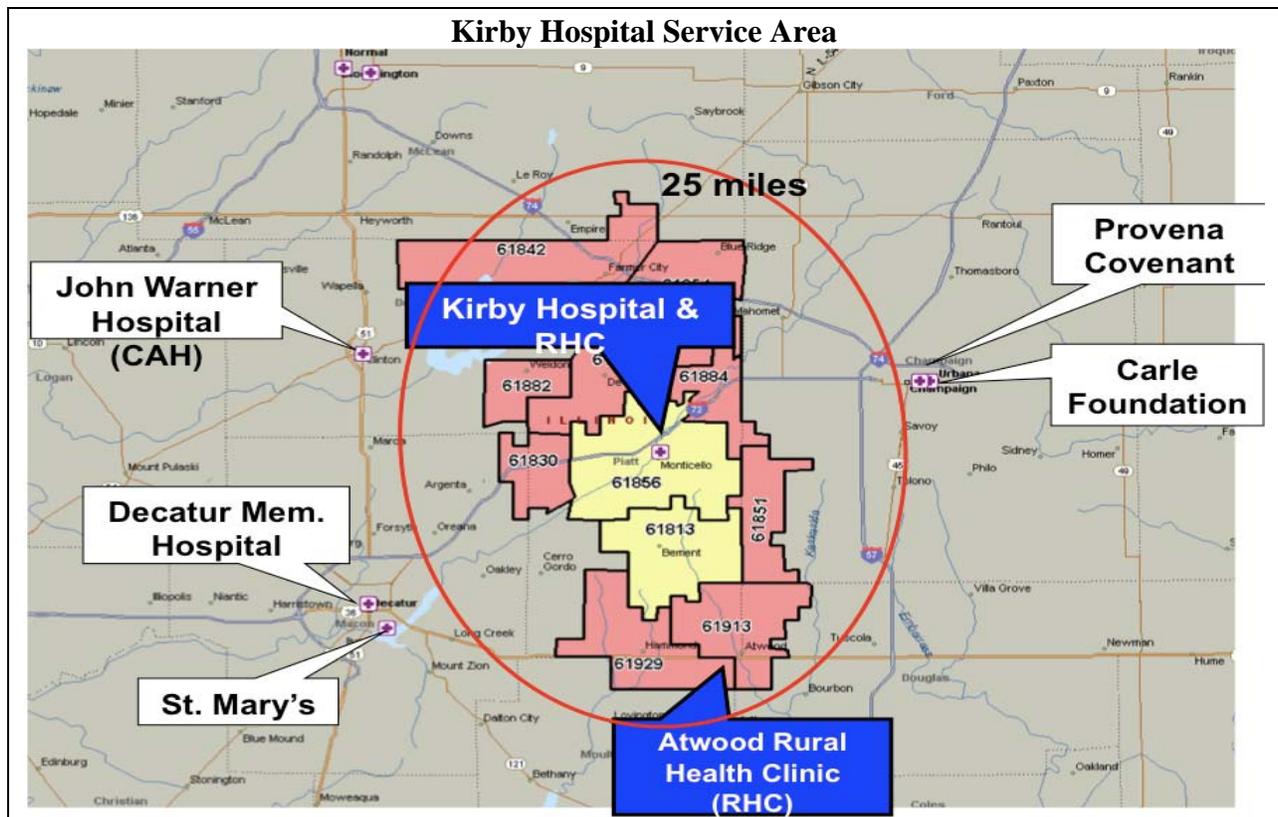
The community health needs assessment was delegated to a hired community health intern who is a community health student at the University of Illinois. Under the CEO and Case Manager's supervision and guidance, the intern did research, conducted interviews, and put together information to form the assessment. This beginning process was mainly done during the fall of 2010.

Preliminary research was done on how to conduct a community health needs assessment. One barrier in this process is there are no published guidelines for how to conduct a health needs assessment or what exactly needs to be covered in the assessment. The most apparent guidelines seem to be: that there must be input from community members, the assessment must be available to the public and include an implementation strategy. The report can be modified once more guidelines are published. Given these suggestions, a general outline of a community health needs assessment was made.

Kirby Hospital is a Critical Access Hospital with 16 beds and primarily serves Piatt County and surrounding areas near Decatur and Champaign. The hospital is a tax-exempt 501(c)(3) not-for-profit organization. Kirby Hospital is a full service acute care hospital. It consists of an emergency and urgent care department, inpatient services, therapy services, health education, and surgical unit. It also offers the services of diagnostic imaging, laboratory, cardiopulmonary care, pharmacy, nutrition, medical records, ambulance, primary care physicians and visiting physician specialists, and sleep lab.

Service Area: As previously mentioned, Kirby Hospital primarily serves Piatt County. Piatt County includes the villages of Atwood, Bement, Cerro Gordo, Cisco, De Land, Hammond, Mansfield, and White Heath. It also serves surrounding areas near Decatur and Champaign. The Hospital may not be the primary healthcare choice of some areas because of larger institutions that are also located nearby.

Kirby Hospital has one affiliated clinic that is located in Atwood. Atwood is approximately 24 miles away from the hospital. There is also another physician in Cerro Gordo, but is not affiliated with the clinic. Carle Foundation Hospital has a family practice physician clinic in Monticello with four physicians and a nurse practitioner. Besides the previously mentioned places, there are not many other options for comprehensive health care in Piatt County. Most of the counties consist of a primarily Caucasian population. Individuals who live in these areas either work in town or commute to surrounding bigger towns and cities. The rural locations have an impact on most towns regarding transportation, access, and types of healthcare desired.



Kirby Hospital’s Mission and Vision Statements

Mission Statement:

The John and Mary E. Kirby Hospital is committed to a “Tradition of Caring” through progressive hospital, outpatient, and specialty services provided in a convenient and compassionate setting to the people we serve, regardless of their ability to pay.

Vision Statement:

Kirby Hospital will be the preferred provider of primary care in our area providing affordable and accessible quality health care delivered using innovative technology and networking with other health care organizations.

Kirby Hospital will play to its strengths as a provider of convenient and high-quality primary care, outpatient diagnostic, and therapeutic services. It will also complement these services with an expanding array of visiting specialty medical surgical services that make it possible for patients to access as much care as possible, locally.

Kirby Hospital will pursue strategic business alliances with regional health care systems in Champaign-Urbana and Decatur when these relationships provide a clear mutual benefit and improve the health status of residents in the Kirby service area.

Process of Finding Information

First, preliminary research was done in order to find out more information about Kirby Hospital and the area that it serves. The Kirby Hospital website was used as a source as well as various other reports. Demographic information was also sought out in order to get a further understanding of the towns in Piatt County. The background and statistical information about specific towns will be used to support or emphasize certain points brought up in key informant interviews. Community members and officials were contacted to gather opinions and insights about local health concerns and issues. These community members and officials will be referred to as “key informants” throughout the assessment. The conclusions of the assessment will be mostly from the key informants’ responses and community surveys. Short interviews will be conducted with the key informants to find out their view on community health needs. After conclusions are made from key informant interviews a general survey will be developed in order to seek information directly from the community. Surveys will be administered to people in Piatt County. Data from the surveys will be collected and inferences will be made. Conclusions will be drawn from key informant interviews, community surveys, and demographic information to further identify the most common and pressing community health needs. Once the issues are defined, the hospital will develop an implementation strategy to address and improve the health needs.

Identifying Key Informants

Certain individuals were identified as “key informants” if they have a large impact on their community and know broad health information and opinions from the general population. The list of key informants was narrowed down to mainly town mayors, school superintendents, health officials, and Kirby employees. To further identify more key informants and get a more thorough assessment, the interviewees were asked if they had any suggestions of who else could be interviewed. External key informants are considered individuals who are members or officials in the community served by Kirby Hospital. External informants include mayors, superintendents, external health officials, etc. Internal key informants are any individuals employed by the hospital who may have special knowledge of the community’s specific health needs. Internal informants include a family practice physician, physician assistant, nurse practitioner, hospital risk manager, hospital case manager, and the hospital’s emergency department director.

For key informant interviews, individuals were asked general questions about their opinions of health needs in the area they live or work in, in order to get a better overall “picture” of their community’s health. These interviews were kept open ended so that the informant could volunteer any input and opinions they felt necessary to share. Some interviews were longer than others depending on the role and knowledge of the individual concerning the health in their community.

Key Informant Questions

The following is a list of questions that were presented to the **external** key informants. Open-ended discussion resulted from the topics that were brought up.

- How would you rate the community as a “healthy community”?
Very unhealthy, unhealthy, somewhat healthy, healthy, very healthy.
In your response consider the following: access, cost, availability, quality, options.
- What are the major health issues in your community?
- Are all of these being addressed thoroughly?
- Are there any special populations that you feel need specific services?
- Is there anything that you see being a barrier between the community and access to healthcare?
- Are there any community groups or organizations that you feel need or would like a say in this assessment process?
- Are there any services not being offered that you see a need for?
- Are there any other health services that you are working with?
- Are you (your organization) putting a lot of money or resources in healthcare right now?

The following is a list of questions that were presented to the **internal** key informants, and open-ended discussion resulted from the topics that were brought up.

- How would you rate the community as a “healthy community”?
Very unhealthy, unhealthy, somewhat healthy, healthy, very healthy.
In your response consider the following: access, cost, availability, quality, options.
- What are the major health issues that you deal with?
- Do you think this reflects the community’s health?
- Are there any special populations that need specific services?
- Are there any organizations in the community that you feel should have a say in this assessment
- What is the best way to survey the community?
- Are there any services that are not being offered that should be?
- Have you had any complaints/requests about specific needs?
- Do you have any comments or concerns about the assessment?
- What services could make your job easier or lessen the strain on your workers?

List of Key Informants

NAME	POSITION/AFFILIATION
External	
Stephanie Beever	Carle Foundation Hospital
Karla Bradley	Piatt County Nursing Home Administrator
Chris Corrie	Mayor of Monticello
Jim Donaldson	ESDA Coordinator
Julie Glawe	Faith In Action
Sue Lochbaum	Piatt County Mental Health Center
Lisa Olsen	Piattran
Dave Remmert	DeWitt/Piatt County Public Health Department
Ron Wallace	Atwood Village President
Vic Zimmerman	Monticello Superintendent
Internal	
Gayla Hislope	Kirby Hospital Risk Manager
Dr. Will Lanker	Carle Physician Group
Laurie Lee	Rural Health Clinic Physician Assistant
Angela Russell	Kirby Hospital Case Manager
Amber Oberheim	Nurse Practitioner
Wayne Mathews	Physician Assistant/ Emergency Department Director

Most Common Themes from Key Informant Interviews

Geriatric Population
Lack of Personal Motivation and Responsibility

Other Themes from Interviews

Access
Chronic Disease
Cohesive Care
Cost
Health Education
Heart Health
Low Income
Mental Health
Nutrition
Post Health
Respiratory Health
SES: Socioeconomic Status
Smoking
Society's Attitude
Special Populations
Special Services
Support Groups
Transitional Living

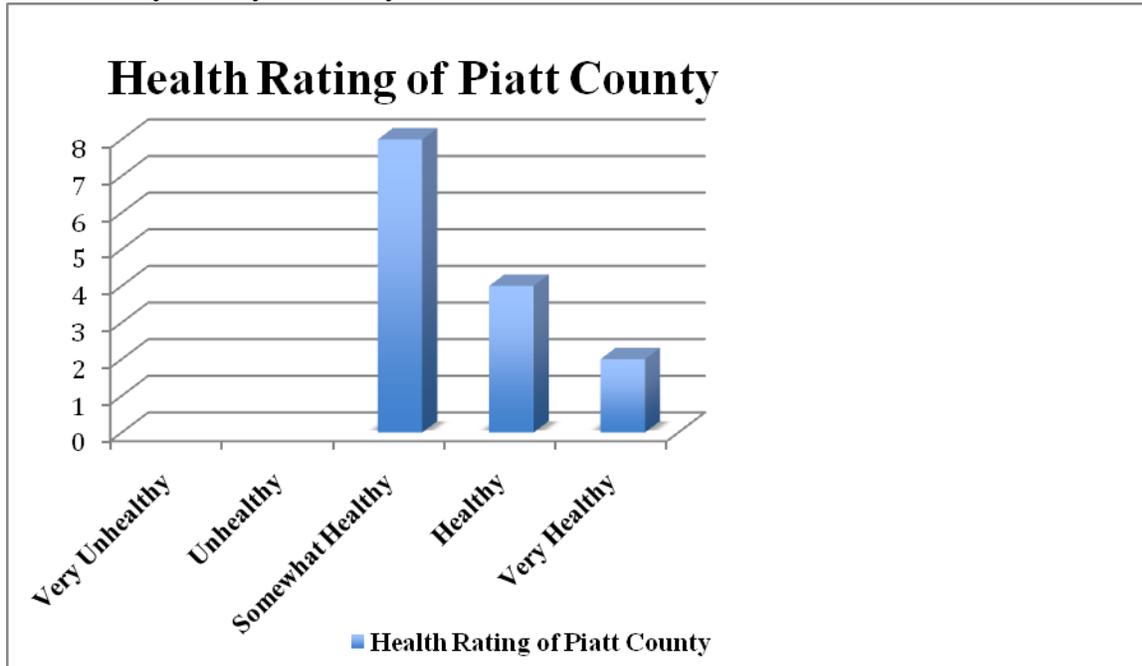
Several health themes kept reappearing in key informant interviews. The tables above list the health issues that people brought up during interviews. In the following paragraphs the information from the key informant interviews is summarized and further explained in how it relates to the community. Some health themes do not have their own paragraphs depending on how much they were discussed or if they related to another problem.

Statistics about specific health issues are referenced to support the information found in key informant interviews. These statistics are originally from the Behavioral Risk Factor Surveillance System (BRFSS) 2007-2009 County Prevalence Data or the Illinois Project for Local Assessment of Needs (IPLAN) 2004-2006 and 2007-2009 Data.

Health Rating

The first question in all key informant interviews was “How would you rank the overall health of Piatt County? Consider access, cost, availability, quality and options when choosing your response.” The following chart shows the results of this question. The majority of key informants viewed Kirby’s service area, Piatt County, as a somewhat healthy community.

However, some view the county as healthy and even very healthy, no one reported the county to be unhealthy or very unhealthy.



Most Common Themes

Geriatric Population

The geriatric population was brought up in most interviews. There were some mixed feelings about the overall health status of this population but the majority said the elderly population is doing fine and are considered healthy. Informants said that there are adequate services for this large population. An issue that was mentioned was how many people in this population might not have enough money to spend on their healthcare. Cost is a major concern in treating the elderly. Faith In Action and community members are stepping in to assist where they can to address this issue. Gaining access to services was reported to be a bit difficult because of all of the steps (and all of the people) one needs to go through to make sure an individual will get treated. Lack of transportation was not reported as a major issue but still a factor that might prevent some from receiving healthcare. Piattran, a public transportation service for the county, helps out with the need for services needed in the county in addition to the hospital ambulance which people utilize. It is more of a problem when individuals are referred to seek services outside of Piatt County. There are good programs in place to address the geriatric population, but the elderly may lack the knowledge on how to utilize the programs and information to their benefit. Even though key informants consider the geriatric population healthy there are still major health concerns that come with aging.

Besides the difficulties of the normal aging process, chronic illnesses were reported to be a major concern with the elderly, especially in nursing homes. One key informant who works in the county nursing home said that the concern is because people are not developing one chronic disease, they are developing multiple, which makes it more difficult and more expensive to treat. Falls and unintentional injuries are other things that negatively affect the health of the elderly. Because this population tends to be frail, falls and injuries seem to affect them very strongly. An

aspect of emotional and social wellness that is reported to be negatively affecting people in the elderly population is how people may be fearful to receive certain services and too prideful to seek them out. These issues may be more common if the individual does not have a strong support system going through the process with them. A key informant suggested that more and affordable in-home services for the elderly would be very beneficial in possibly reducing the issues stated above and improving the overall wellness of the elderly individual.

According to the IPLAN data system, individuals who are 65 years or older make up 15% of the population of Piatt County (2000). This is a substantial percentage of the population that has specific health needs and should be addressed accordingly. A key informant who works with bringing services to the elderly suggested that there might be a small disconnect between how healthcare is now and what the older generation is used to. This generation is more or less used to the doctor taking care of everything concerning doctor visits, but now one must be more of an advocate for their own health to ensure they are receiving the most appropriate services and are being treated comprehensively. A concern is how elderly individuals may not remember how to have a good office visit for the time allotted and how to put together their own medical record. Like many people, elderly may come to the doctor wanting a quick fix when a longer treatment process is what is realistic. Honest communication, partnership, and responsibility are needed in order to ensure the geriatric population receives the best healthcare.

Lack of Personal Motivation and Responsibility

Many key informants mentioned the lack of personal motivation and responsibility as major factors hindering one's capability of being healthy. Many informants ranked the community as 'somewhat healthy' instead of 'healthy' because of individual responsibility concerning health care. There are adequate services offered to address many health needs in the community such as wellness and educational services but the issue is getting the information out to people who really need it but may not actively seek it out. This also applies to health education; it is available but not always taken advantage of. Other organizations such as public health services, Carle Hospital, and the American Heart Association even partner with or assist Kirby in promoting health education. The community, as well as the American society in general, tends to be more reactive about healthcare instead of proactive which would be more beneficial. Health education and information is offered but the overall mindset of the community needs to be modified so individuals make the choice to take responsibility for their self instead of expecting a public service to. This issue also plays into people's personal lifestyles and habits such as nutrition, exercise, and smoking.

Nutrition and Weight

Proper nutrition and personal weight habits are an overarching concern for Piatt County. According to the Illinois' BRFSS, 37% of Piatt County is considered overweight and 25.3% is considered obese (2007-2009). The statistics alone are an alarming sign that weight management and practices are a real issue in the community. Key informants reported obesity as a major potential cause of death but also as the most preventable. In a key informant's opinion, individuals allow food to control them and lose control of their eating habits and weight. This major problem of obesity also increases medical problems such as diabetes, sedentary lifestyles, high cholesterol and hypertension. Diabetes especially is a rising concern amongst the population. According to the Illinois BRFSS, people told they had diabetes increased from 7.9% in 2004-2006 to 12.9% in 2007-2009. Education about this disease could be beneficial

considering how current lifestyles have affected and increased diabetes prevalence. Services that might be effective in reducing the overall problem of obesity and weight gain are nutrition education, counseling, and exercise programs. Weight loss programs are available to the community and have been successful, but again it is individual motivation and responsibility to seek out these services. Key informants suggest that eating habits can be associated with typical American lifestyle. The availability of fast food in Piatt County is a contributing factor to why people might neglect appropriate nutrition. Informants mentioned how the number of fast food places and restaurants in Piatt County could allow for a potential over-consumption of fast-food products and less healthy diets. The overconsumption of fast food is reported to affect all ages, not just adolescents, however it is causing problems to start in younger ages. Individuals in Piatt County might be falling victim to the concept of instant gratification which helps explain the over consumption of fast food and lack of commitment to an exercise program. Informants suggest that more healthy options for adults and children would be beneficial in broadening and improving the diets of individuals in the community. One key informant suggested that because Piatt County is a relatively small community there is greater opportunity to effectively address these public issues.

Other Themes Mentioned

Access to Healthcare

Equal access to healthcare was a topic mentioned by a few key informants. Like mentioned above, access to certain services may be more difficult because of all of the steps one must go through to receive services. These ‘steps’ include (but are not limited to) insurance, financial services, hospitals, private health services, and transportation. Transportation was mentioned as a barrier to access of healthcare and is also explained in the Geriatric population paragraph. However, the public transportation service, Piattran, has limited hours and is not always able to transport someone who has an immediate or non-emergent need. Piatt county residents have access to services in their county and also are able to seek services from surrounding areas such as Champaign and Decatur. The description of Piatt County as a rural county can give more of an explanation for why there may be other barriers to access. Piatt County has easier access to primary care and specialists because of Kirby. Another specific issue with access is ability to receive care in a timely fashion. Some key informants reported complaints from community members about the busyness of health services in the community. This is a good thing in that services are being utilized but a factor suggesting that there might need to be more services available. Specific complaints include (but are not limited to) long lines at doctor offices, difficulty to schedule an appointment because doctor is booked, and high demand of open spots at a nursing home. Some community members have to seek healthcare outside of the area because their insurance does not cover local services. A key informant associated with a larger hospital suggested there is room for improvement in regards to access, especially with expanding access to types of screening, convenient care, and special care. Using ‘telemedicine’, educational programs, and raising awareness are all feasible ways to improve access to healthcare in Piatt County.

Cost in Relation to Access

Many times the difficulty of access is associated with the inability to afford care. However, some informants believe this is not a major issue because even if the individual cannot pay, something or someone will cover their costs. There are services like Kirby Care and Faith In

Action, which can assist in finding people the best options. Kirby Care is for patients with the inability to pay for services received and have no health insurance or are under-insured. This service operates on a sliding scale and offers discounted care to people who cannot afford it which includes low-income families and working poor people. A population of interest concerning access is people of low to middle income. Many times these people have jobs without health insurance benefits and thus may not receive needed care. People in this situation may wait until absolutely necessary to seek healthcare because of money, which could jeopardize their health. Key informants suggested that there are more and more services becoming available to the public, but the services are less affordable, which in result decreases access. Even though the majority of the population is able to afford basic health care there is still a portion of the population for which the affordability of basic health care is a major concern. According to Illinois' BRFSS county data from 2007-2009, 6.2% of Piatt County could not afford a doctor's visit and 6.3% could not afford medicine when necessary because of cost.

Mental Health

The increasing rate of mental health problems and concern was mentioned by a few key informants and elaborated on by a few informants that are more knowledgeable in the field of mental health. Mental health issues are often overlooked because of the negative stigma surrounding the topic. Some informants suggest that the increase of mental health concern may be because of the poor economy and money issues.

Luckily Piatt County has its own Mental Health Center, which greatly helps in addressing the mental health needs of the community. The Piatt County Mental Health Center (PCMHC) offers services concerning outpatient counseling, substance abuse, psychiatry, community support, developmental disabilities, respite programs, and vocational programs. Because Piatt County is a smaller community all of the previous services are available under one roof. People who receive services from the PCMHC are not usually referred from Kirby but if they are it is usually by the Emergency Department. A special new concern regarding mental health is about a subpopulation in Piatt County considered the 'working well.' This term was used in reference to people who are employed but do not have health insurance and do not make enough money to cover some expensive but necessary mental health services. More people have been seeking therapy and counseling because of how the economy has affected their life condition.

The PCMHC does their best to address all populations. Key informants stated that they are seeing a rise in depression amongst the elderly, loss of supervision and control of young children, a small increase in domestic violence and sex offenders, but substance abuse has stayed the same. Requests from the community include more mental health education and education about bullying in schools. There are also extra services offered including disability services for young children and early intervention. A specific extra service that would be helpful specifically to the PCMHC would be to have a locked unit for mental health issues, which would encourage a safer environment for patients and employees. Other key informants mentioned that having a stationed psychiatrist would be beneficial, right now there is a consulting psychiatrist and appointments must be scheduled. However, having a mental health counselor available to the community has been very beneficial.

Post-Health

One key informant emphasized the importance of people knowing what to do after a health condition. Pertaining to health education, the informant believes that education needs to

be increased to those who undergo certain medical conditions to ensure their health improves. This type of education would help the community understand how to act after health issues; what resources to turn to, what questions to ask, what medicine to look for, what activities to stay away from, etc. Every aspect of healthcare must work together to make sure people receive this type of education.

Other Themes

The following topics were themes that came up in key informant interviews once or twice and should be considered important community health needs. A few key informants mentioned specific services that are not offered but have been requested or discussed by the community. The following were mentioned as potentially being helpful to have in the community; an oncologist, a cardiologist, grief support groups, respiratory therapy, more dental care, and pharmacy options. Attention to respiratory infections would be beneficial due to the rural type of community Piatt County is; people are seasonally exposed to grain dust and other substances in the air as well as smoke and other pollutants. A cardiologist would be helpful in addressing the community's issues concerning heart health. The following were mentioned as current health issues in the community; heart disease, hypertension, high cholesterol, heart attacks, and high stress affecting heart conditions. Pain Management and Dialysis are services that have been requested by people in the community to increase convenience instead of seeking services in Decatur or Champaign.

Key informants also suggested that the following special populations should be considered when developing extra health services; farming population, young mothers, low-income youth, low-income families, people with disabilities, and the elderly. Specific health concerns with youth include alcohol and substance abuse, unintentional injuries, and nutritional habits.

Affordable and accessible dental care was mentioned as a request. According to Illinois' BRFS 10.5% of Piatt County could not afford to see a dentist between 2007 and 2009. The DeWitt-Piatt Bi-County Health Department has worked to expand on dental services and develop a public dental clinic to relieve some of the need from the community. People have consulted informants about having more pharmacists in the area so they do not need to travel elsewhere. Many of the extra services mentioned in interviews and brought up from the public regard the convenience of services. Services may be offered in the surrounding area or elsewhere in the state but people ultimately want the services where they are convenient. One key informant mentioned improving the cohesiveness of care between hospitals and health services utilized by people in the area. The informant suggested that the services align their practices with each other so that patients and community members get the most efficient, effective, and consistent care if they have to seek care at multiple places.

Positive Things Being Done

IPLAN

Piatt County's health department, DeWitt-Piatt Bi-County Health Department, has gone through the extensive IPLAN process in order to meet their individual county community health needs. IPLAN stands for the Illinois Project for Local Assessment of Needs. IPLAN is a community health planning and assessment process that is conducted by county health departments every five years. Elements of IPLAN include: an organizational capacity assessment, a community

health needs assessment and a community health plan that focuses on at least 3 priority health issues (Illinois Department of Public Health). It has been very helpful to have these documents to reference to when looking for general health information about the service area. Not only does this inform the public of what health priorities their county is focusing on, it shows what the county will do to address these. By addressing these determined priorities the public health departments help to relieve some of the responsibility that would be taken by the hospital.

Piattran

Piattran is the public transportation system that serves Piatt County. Piattran can be used by anyone but serves many children and elderly people, people who need to seek certain services but have no means of transportation. The majority reasons for use of Piattran are for vocational, medical, and extra-curricular (children) purposes. Many key informants brought up this service as being extremely helpful in bringing people to health services and relieving the burden on family and friends who would offer transportation if Piattran was not available.

Faith In Action

Faith In Action is an organization that was brought up many times in key informant interviews as being extremely helpful in finding services and providing extra help that is not always available through one organization. Faith In Action is a volunteer outreach organization that offers services such as transportation, grant building, caring casseroles, grocery store trips, respite care, and home help. This organization helps with the elderly community and people with disabilities. It shows how strong the community is and how people can come together to help others who may not be able to help themselves and relieve other services in the county.

Good Health in Schools

Most key informants have positive things to say about the health in the schools of Piatt-County. Of course there are seasonal sicknesses that are spread in the schools but vaccines are offered and measures are taken to ensure better health. There is positive health education being implemented in the schools, which could curb some of the issues the adult population struggles with.

Partnership with Carle

A few key informants discussed their approval of Kirby's work and partnership with Carle. Carle Foundation Hospital is a large hospital in Champaign, Illinois about 20 miles away from Kirby Hospital.

Positive Opinion of Kirby Hospital

Most informants mentioned how they personally and on the behalf of the community appreciate all of the work that Kirby Hospital has done for the community. The services are of high quality and are very convenient. The external key informants mentioned how helpful and great the hospital is and how the area would not be the same with out it. Kirby is known throughout the area for offering excellent and quality care. The Kirby-affiliated clinic in Atwood was also complimented in key informant interviews as being very successful and helpful in the community. The hospital is recognized as greatly improving and sustaining Piatt County's overall health.

Auxiliary

Kirby Hospital Auxiliary is a group made up of over 200 volunteers that support Kirby Hospital offering their volunteer services to raise money and give back to the community. The volunteers operate a gift shop and donate the profit back to the hospital to improve services and equipment. Kirby Hospital Auxiliary has been an important group in Piatt County, they have accomplished the following in the past 40 years: raised \$540,000 to purchase medical equipment, put in 98,000 hours of volunteer work, awarded 344 scholarships (value ~ \$350,000) and donated \$27,000 for family sleep areas in the inpatient rooms and a healing garden.

Potential Barriers in Assessment

Issues with interviews

As stated previously in identifying key informants, individuals who are considered key informants have a variety of backgrounds and occupations. Some individuals are very familiar with healthcare and the medical field and some individuals do not know many specifics about the subject of health or healthcare. These differences could possibly create a bias in the information gathered from the interviews because all external informants were asked similar questions. This might also be an explanation for the amount of difference in responses. Another factor that should be considered with the interviews is; whenever the interviewer gave options for a response the interviewee was more likely to choose those responses and then elaborate on them. The interviewer did not intend to suggest certain answers, just prompt the interviewee if they were not exactly sure of the question being asked.

Lack of guidelines

There are no published guidelines for conducting this federally required health needs assessment or what exactly needs to be covered in the assessment. Since there are no published guidelines of what exactly needs to be included in the assessment, a general outline was formed through researching other hospitals' published health needs assessments and creating a unique format appropriate for Kirby Hospital. Changes will be made accordingly if guidelines are produced.

Lack of Public Knowledge of a Community Health Needs Assessment

Many people, especially the general public, are unaware of what a community health needs assessment is. This was a small obstacle when conducting key informant interviews and may also be an issue when surveying the community. The interviewer always began the interview with a brief explanation of what the assessment is; but, depending on the person's background in healthcare, they might not have really understood what their opinions and information was being collected for. This also applied when contacting key informants because some were not interested in participating in an interview since they were not completely aware what the project was. However, a descriptive letter was sent to them explaining why they would be contacted.

Explanation of Survey

In order to get a comprehensive community health needs assessment, information needs to be sought directly from the community. Key informants provide a good base to define general problems or problems that they observe but it is necessary to seek community residents' opinions since it is the community members that the hospital serves. They should know first hand, by experience, what the hospital does and does not do well. The best way to do this is a survey. After speaking with a few key informants, conducting a general and less personally invasive survey was suggested. It was suggested to ask broad questions about overall community health instead of questions about an individual's personal health. It was also suggested to have a shorter and more concise survey because people are more likely to respond. It is difficult to get people to take the time and respond to a survey, even if they really do have an opinion about the subject. However, any community insight at all will assist the hospital in assessing needs and knowing what the community desires from the hospital. The method of surveying is still being discussed in order to ensure the highest and most accurate response rate.

Survey

(Example of the Kirby Hospital Community Survey)

Notice: If you would rather fill out the survey online it is available on Kirby Hospital's website: <http://www.kirbyhospital.org>. If an online survey is not ideal for you we would appreciate if you would fill out this paper survey.

Explanation: By completing this survey you will be helping Kirby Hospital in gathering information for our community health needs assessment. This assessment will allow us to better address and improve the health of the community we serve. Please be honest in your survey responses. **Any information that you provide us with will be kept anonymous and grouped with other community members' answers.** You must be over the age of 18 to participate in this survey. This information will be used solely for the purpose of the assessment.

- 1) Age (Please Circle One): 18-34 35-64 65+
- 2) Zip Code: _____
- 3) How would you rate the community as a 'healthy community'? Consider access, cost, availability quality and options when selecting your response.
- a. Very unhealthy b. Unhealthy c. Somewhat healthy d. Healthy e. Very healthy

Of the factors mentioned above, please rate how much of an effect each has on health. (1 having the least affect, 5 having the most affect)

Access _____ Cost _____ Availability _____
Quality _____ Options _____

- 4) How would you describe your health? (Circle one please)
- a. Excellent b. Good c. Fair d. Poor
- 5) Where do you go for routine healthcare needs?
- a. Piatt County b. Champaign/Urbana c. Decatur d. Other (please specify)
- _____

- 6) Is there anything that prevents you from seeking or receiving health services? Explain.
- _____
- _____

7) Are you satisfied with the health services being offered in your area? (Circle one please)

- a. Yes b. Mostly c. Somewhat c. No

8) What health services do you see a need for in your community?

9) What are the major health issues in your community? (Please circle three)

- | | |
|-----------------------------|--|
| 1) Aging problems | 10) Respiratory/lung disease |
| 2) Cancers | 11) Suicide |
| 3) Diabetes | 12) Teenage pregnancy |
| 4) Domestic violence | 13) Other; |
| 5) Heart disease and stroke | Please Specify _____ |
| 6) High blood pressure | 14) Access to care |
| 7) Infectious diseases | 15) Specialty services needed but not offered; |
| 8) Mental health problems | Please Specify _____ |
| 9) Obesity | |

10) What are your top three personal health issues that you face today?

1. _____ 2. _____ 3. _____

11) In your opinion, what services can be expanded or improved by Kirby Hospital?

12) What organizations can Kirby Hospital work with in order to better meet your needs?

13) What is your primary source of healthcare information?

- a. Internet b. Public health services c. Media (newspapers/TV) d. My healthcare provider
e. Public Library f. Telephone (health helpline) g. Friends/family
h. Other _____

14) Overall, how would you rank Kirby Hospital's ability to meet your and the community healthcare needs?

- a. Excellent b. Good c. Adequate d. Does Not

15) Any extra comments/concerns?

What the community health needs assessment will include

The community health needs assessment for Kirby Hospital will include demographic information, general health statistics, key findings from key informant interviews and community surveys, priority health issues, and an implementation plan. The findings from the community survey and the actual survey itself will be included in the report. In the full report, background information, demographics, and methodology will be described and explained in full. Information from resources such as the U.S. Census Bureau, BRFSS, IPLAN data system, Healthy People 2010 and others will be used to produce a more in-depth and explanatory report.

Plans for Completion

Progress will be continued when the IRS produces more guidelines so an accurate assessment can be finished and published. The surveys that were developed and finalized during Fall 2010 should be sent out to community members sometime in early 2011 or Spring 2011 and returned in a timely fashion. This will allow for the surveys to be sent back to the hospital and ready for review when more guidelines are published so work can be continued and completed. The surveys should then be reviewed, recorded, and compiled to produce a report of the community's overall health needs, opinions, and concerns. If possible, focus groups in the main service area of Kirby Hospital could get more thorough information and input from the community. Conclusions about the community health needs of Kirby's service area will be made using

survey findings, key informant interviews, and demographic information. The hospital will define main health priorities using this information and develop an implementation strategy.

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