

Vision for a Healthy and Vibrant Community  
Community Update  
April 2011

**Background**

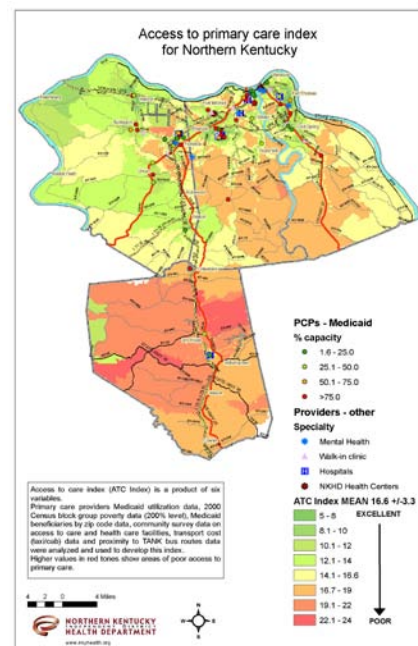
Vision 2015 calls for Northern Kentucky to be recognized for its livability for all residents and to “conduct ongoing health and social assessments and implement a comprehensive regional approach to meet and fund those needs.” In 2008, Vision 2015 and the Northern Kentucky Health Department began organizing for a new health and social needs assessment. The Northern Kentucky Health Department is nationally recognized for leadership in community assessment and planning. In the following two years more than 200 individuals, representing more than 160 regional organizations, completed a health and social needs assessment with help of the Cincinnati Children’s Hospital Medical Center and funding from the Foundation for a Healthy Kentucky. The *Vision for a Healthy and Vibrant Community* (VHVC) report is the result of this community planning effort.

Even before the VHVC document was published in January 2010, discussions began to identify how the community vision of “thriving people living healthy lifestyles in a vibrant community” would be achieved, particularly in a few key strategic focus areas identified during the assessment process: Access to Care and Healthy Lifestyles for adults and children. The assessment also called for continued collaboration between businesses, non-profits and local governments to achieve these broad goals. The Leadership Team/Ad-hoc Planning Committee began meeting in September 2009 to plan for the oversight of the plan’s implementation. In April 2010, the Northern Kentucky Chamber of Commerce signed a memorandum of agreement with Vision 2015 for the oversight of the VHVC implementation.

**Key Updates**

**Improving access to health care across the region**

- Development of an Access to Care Team comprised of leaders from all major health providers in Northern Kentucky: St. Elizabeth Healthcare, HealthPoint, Northern Kentucky Health Department, NorthKey and Cincinnati Children’s Hospital Medical Center as well as HealthCare Access Now, United Way and Vision 2015.
- Data was collected to better define the issue of access to health care in Northern Kentucky. An index was developed (see image at right) to determine the highly concentrated pockets of low income populations as well as local medical providers’ capacity to serve Medicaid recipients and/or the uninsured. We will continue to update this index as newer data becomes available and in response to local, state and national policy changes related to health care.
- The data indicated that Grant County has a high percentage of low income individuals and high percentage of Medicaid beneficiaries, combined with limited access to transportation. The data also confirmed, however, that medical providers in Grant County appear to have capacity to serve more Medicaid and/or uninsured patients.



- The Access to Care Team is working with health care and community leaders in Grant County to better understand use of the existing health care system and develop specific strategies to address potential provider/patient connectivity issues as well as other factors that may improve the overall health of Grant County residents.
- The Access to Care Team has also developed a preliminary set of community level indicators to monitor progress on this issue over time.
  - Percentage of population with primary care provider
  - Percentage of children having medical insurance through private, Medicaid or KCHIP
  - Percentage of avoidable Emergency Department visits (related to no medical home)
- A collaborative effort among the United Way of Greater Cincinnati Northern Kentucky and the Northern Kentucky Health Department increased KCHIP enrollment.
- The possibility of co-locating services such as primary care, preventive health, mental health and dental health has been discussed and considered. Feasibilities studies need to be initiated to determine if such arrangements are realistic and practical.

### Improving awareness and making *real* change in nutrition and physical activity choices affecting adult and children's health

- In April 2010, Cincinnati Children's Hospital Medical Center's Child Policy Research Center published the report *Child Health in Northern Kentucky* in conjunction with Vision 2015 and the Vision for a Healthy and Vibrant Community effort.
- In fall 2010, an inventory of community organizations and collaborations addressing obesity, nutrition and physical activity initiatives was compiled through the work of the implementation team and the Northern Kentucky regional chapter of the Partnership for a Fit Kentucky.
- Northern Kentucky has been selected as a pilot location for the enhanced Gallup student poll which measures hope, engagement, well being and health of students in grades five through twelve. Equipped with this data, parents, school districts, and community leaders can begin to drive public policy and build interventions to improve student success.

### Creating a collaborative effort between businesses, government and non-profit sectors to achieve our health-related goals in the most effective and coordinated way possible

- All of the VHVC implementation efforts have involved collaborative effort among businesses, government and non-profit sectors. This collaboration is assured by the implementation oversight provided by the Northern Kentucky Chamber of Commerce (business), facilitation of the process by the Northern Kentucky Health Department (governmental sector) and leadership by Vision 2015 and the United Way (non-profits).
- In February 2011, United Way released the community's **Bold Goals** for Income, Education and Health along with Agenda 360, Vision 2015, Northern Kentucky Education Council, the Strive Partnership, Southwest Ohio Regional Workforce Investment Board, the Health Improvement Collaborative, Health Care Access Now and other community partners. These Bold Goals represent a system-wide approach to large-scale change, going beyond just one population or group; they represent a community-based approach to achievement. Under the Health framework of helping individuals live quality lives and achieve maximum health and independence, two specific goals are 1.) By 2020, at least 70% of the community will report having excellent or very good health and 2.) By 2020, at least 95% of the community will report having a usual place to go for medical care.