

# *Campbell County Health and Social Needs Assessment 2009*



## Vision 2015

Transforming Northern Kentucky Through  
Talent, Innovation and Contribution



**NORTHERN KENTUCKY  
INDEPENDENT DISTRICT  
HEALTH DEPARTMENT**

# Campbell County Health and Social Needs Assessment Report

2009  
Pat Dressman, Chair

The goal of the Vision 2015 Livable Communities is “Northern Kentucky will be recognized, both nationally and internationally, as a great place to live.”

One strategy to achieve this goal is to “conduct ongoing health and social assessments and implement a comprehensive regional approach to meet and fund those needs.”

Vision 2015 and the Northern Kentucky Health Department utilized the **Mobilizing for Action through Planning and Partnerships** strategic planning process. The MAPP Leadership Team was informed by four community assessments to update or revise the Master Health Plan for Northern Kentucky. This report presents the results of these assessments as they relate specifically to Campbell County.

The **Community Health Status** assessment evaluates health and social indicators and analyzes supporting local data. This assessment answers the questions: *“How healthy are our residents?”* and *“What does the health status of our community look like?”* The results of the Community Health Status Assessment provide an understanding of the community’s health status and ensure that the community’s priorities consider specific health status issues. This assessment was repeated in each county to develop county priorities.

The **Local Public Health System** assessment uses the National Public Health Performance Standards assessment of the

services provided by the community public health system. This assessment answers the questions: *“What are the components, activities, competencies, and capacities of our local public health system?”* and *“How are the Essential Services being provided to our community?”*

The Local Public Health System analysis focuses on the local public health system— all organizations and entities within the community that contribute to the public’s health. This assessment was a regional assessment that includes the organizations that serve Campbell County as well as other counties.

The **Community Themes and Strengths** assessment looks at the social and support assets of the community. The Community Themes and Strengths assessment answers the questions: *“What is important to our community?”* *“How is quality of life perceived in our community?”* and *“What assets do we have that can be used to improve community health?”* During this assessment, community thoughts, opinions, and concerns are gathered, providing insight into the issues of importance to the community. Feedback about quality of life in the community and community assets is also gathered. This information leads to a portrait of the community as seen through the eyes of its residents.

This assessment used a regional community survey. The results of this survey have been sorted by county to indicate Campbell County-specific concerns.

The **Forces of Change** assessment looks at the current social, economic and political trends in the community that will support or hinder the achievement of the Vision 2015 goals. During the Forces of Change assessment, participants answer the questions: *“What is occurring or might occur that affects the health of our community or the*

*local public health system?” and “What specific threats or opportunities are generated by these occurrences?”*

The Forces of Change assessment results in a comprehensive, but focused, list of key forces and describes their impacts. This assessment was a regional assessment, but the forces identified also impact Campbell County.

While many of the health and social needs of the Northern Kentucky regional area are the same, there are county and community differences at the local level.

To identify county specific issues, the Community Health Status assessment was repeated in each of the four counties served by the Northern Kentucky Health Department: Boone, Campbell, Grant and Kenton counties.

In addition, Three Rivers District Health Department conducted the MAPP process separately in each of the other four counties in the Northern Kentucky Area Development District. The combined assessments cover eight of the nine counties addressed by Vision 2015.

The first step in the MAPP process was to develop the vision to guide the process, **“Thriving people living healthy lifestyles in a vibrant community,”** and to identify **Community Values:**

- Responsible and healthy lifestyle choices
- Green space and recreation opportunities throughout our community
- Air, water and environmental quality
- Wellness initiatives in schools, the workplace, and the community at large
- Access to a healthcare system that encompasses wellness and sick care
- Technology and quality improvement practices for efficient and effective healthcare
- Resources for safety-net services

- Holistic approach to addressing health problems

**To achieve this vision:**

The **Community Health Status assessment** identified Campbell County’s priority health and social needs:

1. **Mental health and depression**
2. **Parenting skills and child care**
3. **Healthy living and healthy weight**
4. **Needs of the aging population**
5. **Transportation**

The health and social needs in Campbell County were identified in a county-wide assessment in 2006 and were re-prioritized in 2009 for this MAPP process. While the priorities have changed from the earlier assessment, the root causes and needs remain much the same.

1. **Mental health and depression:** Services were identified as the top need in Campbell County. This includes the need for more trained staff to provide those services. Specifically mentioned was the need for crisis stabilization services for children and adolescents. Additional services are needed for those with mental retardation and developmental disabilities. These services are especially needed for the elderly population and children with special needs.

Related needs are for respite care for the caregivers for those with mental retardation and developmental disabilities.

Much of the solution could be provided through increased funding. Additional funds are needed for case management, reduced wait time for counseling services, adult support services and infant stimulators. Funds are needed to hire

support for professional staff and to provide technology assistance for telemedicine and electronic medical records.

Issues not dependent on increased funding include better notification of available services and better communication among local government, the court system and mental health providers. Communication among local and state officials could also be improved.

**2. Parenting skills and child care:** Many of the needs of the children in Campbell County could be better met with improved parent education. This includes support for preschool programs and family and youth activities. A home safety assessment could reduce child injuries. A community task force or coalitions could help solve some of these problems.

Additional solutions include providing an adolescent center to keep children off the street, a Boys and Girls Club in rural areas and programs to strengthen families. Also encourage more volunteers, provide more awareness of free services, provide more recreational facilities for special needs children, supply more support for youth in foster care and provide better coordination of services among government, non-profit and private entities.

**3. Healthy living and healthy weight:** Needs include more childhood obesity education, availability of more healthy food choices, better utilization of WIC (Women, Infants and Child nutrition supplement program) vouchers and delivery of healthy food for the elderly population.

Some solutions include better coordination of educational programs, better paying jobs with benefits and

providing more meals to the inner city poor population, including breakfast and lunch programs.

**4. Needs of the aging population:**

Campbell County has an increasing elderly population that has amplified the need for personal care services and homemaker services for elderly. Prescription drugs for the elderly are a big need. An emerging issue is unsafe and unsanitary living conditions.

Some solutions include a service group willing to respond immediately to elder abuse emergencies, more funding for educational programs and better funding for health care.

**5. Transportation:** The greatest need is transportation for health services by those unable to drive or not near public transportation. This includes transportation for dialysis, affordable ambulance costs and transportation to hospital emergency rooms. Home food delivery and assistance for elderly residents to get to services are also needed.

Solutions include funding more transportation opportunities to get to services, medical appointments and shopping. A drug delivery service for elderly and disabled persons is also needed.

Other priorities needs identified in 2006 include access to primary care, substance abuse services and oral health services.

The **Local Public Health System assessment** identified weaknesses that will need to be addressed to effectively change the health and social needs of the community.

Those system weaknesses are:

	High Importance	Low Importance
High Satisfaction	<b>Strengths</b>	<b>Opportunities</b>
	Public libraries	Social interaction with neighbors
	Safety, in general	Overall education
	Violence, or threat of violence	Volunteerism with local organizations
	Preschool programs	Parks and natural areas
	Health care access and facilities	Participation in fundraising events
Low Satisfaction	<b>Weaknesses</b>	<b>Threats</b>
	Job opportunities	Vibrant business districts
	Stream, pond, and river quality	Community centers
	Local leaders response to concerns	Afterschool programs for youth
	Drug and alcohol abuse	Sidewalks
	Overall economy	Locally owned businesses

- Linking people to needed personal health services to assure the provision of health care when otherwise unavailable.
- Mobilizing community partnerships to identify and solve health problems and review of community partnerships and strategic alliances.

The **Community Themes and Strengths assessment** used a community survey to identify strengths, weaknesses, opportunities and threats in the community. The community rated a variety of indicators for importance and how satisfied they were with the outcomes.

Those issues rated highly important and high in satisfaction are community strengths; those rated high in importance but low in satisfaction are weaknesses. Items ranked low in importance, but high in satisfaction are opportunities and those ranked low in importance and low in satisfaction are potential threats.

Of the 1,875 responses to the survey, 306 reported living in Campbell County. In the

table above and listed below are indicators as reported by Campbell County residents.

## Discussion

The Quality of Life survey was a convenience survey and possibly has some bias in the results. Since one of the primary distribution points was the library system, it is not surprising that public libraries scored high.

Aside from the library system, the greatest strength in the county is the feeling of safety and the lack of violence. Preschool programs have a high level of satisfaction. Access to health care and facilities also scored high for satisfaction.

Community weaknesses included a variety of categories. Top is the overall economy and related lack of job opportunities in Campbell County. Drug and alcohol abuse was perceived as an issue. Another perception is that local leaders are not responsive to the concerns of the population. Finally, environmental issues related to streams, ponds and river quality was an important concern.

Several items related to social capital rated high for satisfaction but low in importance. These are areas that could be an opportunity to use more effectively. These opportunities include strong neighborhood communication, volunteers and fundraisers. The education system has a high level of satisfaction but is not rated as highly important. Parks and recreational opportunities are similarly rated.

The list of community threats are those issues rated as lowest in satisfaction, but also of low importance. The lack of importance may account for difficulties in improving these areas.

While the county specific open-ended questions were not a large enough sample to generalize, the regional analysis indicated that the economy and job opportunities were more regional while the environment, roads and housing issues were more neighborhood focused.

The most important issues in the immediate neighborhood were roads, crime and housing. Each of these categories had a variety of concerns. Roads included traffic, road conditions, parking and observation of traffic laws. Crime included a variety of conditions involving personal and property safety. Drug and alcohol abuse was mentioned in some areas.

While crime is a big concern, as noted above, there is not an immediate threat and most reported being satisfied with the level of crime and law enforcement in their neighborhood. The issue of housing includes the availability of affordable housing, the level of maintenance of property (especially from absentee landlords) and the high number of property foreclosures in the neighborhood.

One resident of Alexandria said, "It is a rural area, so there are no sidewalks. It is dangerous to take a walk." Another from the 41007 ZIP code cited, "lack of public water and other

services such as broadband internet and cable service," as the greatest need. A Newport resident cited, "access to low-cost fresh fruits and vegetables," as the greatest need.

Most of the concerns in the larger region related to the economy. First among these issues were employment and the shrinking availability of jobs. The economy in general was also a big concern.

Other areas of high concern were good schools, availability and affordability of health care and uncontrolled growth and development.

Items like sidewalks, social capital, infrastructure and availability of child care were seen as neighborhood issues; whereas economic and government issues were seen more as regional issues. See Attachment I for a complete listing of neighborhood concerns.

The **Forces of Change** assessment identified the most important forces affecting all of Northern Kentucky. They are:

1. **Rising health care costs** are making it harder for employers to provide insurance, and some are increasing the cost to the employees. Fewer people can afford insurance on their own. Related forces are increasing chronic diseases like dementia among seniors, diabetes, obesity and people improperly using hospital emergency rooms for ordinary medical needs.
2. **The current economic crisis** is creating an increase in the population living in poverty. There is a diminished capacity for government to fund programs and private funds are shrinking while people's needs are increasing. There is an increasing need for public transportation for certain populations such as seniors and those with special needs.

3. **Early childhood needs** are increasing like dental care, obesity and quality child care. Related forces are a lack of personal accountability for health and wellness and a culture promoting increasing obesity.
4. **New needs of the aging population** are increasing such as unemployment, health care and housing. Related forces include elder care and the growth of the senior citizen population. There is an increasing lack of providers in health care, particularly in certain specialties.

Many of the issues and risk factors identified specifically in Campbell County are common the Northern Kentucky region. Vision 2015 and the Health Department are organizing implementation teams to continue the development and implementation for regional strategies. Where there is overlap, Campbell County can contribute to the regional effort to achieve the vision of **“Thriving people living healthy lifestyles in a vibrant community.”**

Where identified issues are unique to Campbell County or where implementation at the local level is most effective, Campbell County might organize local implementation

## Next Steps

## Campbell County Stakeholders

*Pat Dressman, Chair*

*Facilitators: Alan Kalos, Louise Kent, William Lambeth*

Kim Adams  
Jay Austin  
Rosana Ayd  
Elizabeth Bernard  
Shannon Braun  
Dottie Buerger  
Marianne Burke  
Barbara Combs  
Ethal Cooper  
Nina Creech  
Richard Cullison  
Laurie Derks  
Judy Gerding  
Chris Goddard  
Gary Goetz  
Denise Govan  
Barbara Gunn  
Dawn Hayes  
Vickie Henderson  
Jane Herms  
Barbara Howard  
Barbara Jasper  
Bill Jones  
Katherine Keller  
Kathy Kiely  
Beth Lange  
Chris Lohrman  
John Metzger  
Dana Hadfield-Moran  
Amy Neal

Women’s Crisis Center  
Hilltop  
St. Vincent de Paul Community Pharmacy of Northern Kentucky  
New Perceptions, Inc.  
Catholic Social Services  
Transitions, Inc.  
Senior Services of Northern Kentucky  
Lifeline  
Visiting Nurses Association  
People Working Cooperatively  
Legal Aid  
Children’s Home of Northern Kentucky  
The Point  
HealthPoint Family Care  
NorthKey Community Care  
Brighton Center  
Senior Services of Northern Kentucky  
Women’s Crisis Center  
Northern Kentucky Children’s Advocacy Center  
Family Nurturing Center  
Redwood Rehabilitation Services  
New Perceptions  
Catholic Social Services  
National Alliance on Mental Illness  
Pregnancy Center  
Newport Independent Schools  
Volunteers of America  
NorthKey Community Care  
St. Elizabeth Healthcare  
United Way of Greater Cincinnati

## Campbell County Stakeholders (continued)

David Olds	Mental Health America of Northern Kentucky
Diane Pipes	Children's Home of Northern Kentucky
Jock Pitts	People Working Cooperatively
Missy Rittinger	St. Elizabeth Healthcare
John Ross	Diocesan Catholic Children's Home
Shane Ruffin	YMCA
Don Ruwe	Northern Kentucky Pharmacists Association
Paula Ruwe	Aging Place
Ken Schmidt	BAWAC Inc. Community Rehabilitation Center
Mike Schroth	CampLodge
Jim Simpson	Lifeline
Florence Tandy	Northern Kentucky Community Action Commission
Jacqueline Thomas	Salvation Army
Pam Thompson	BAWAC Inc. Community Rehabilitation Center
Anne Varnum	Northern Kentucky Area Development District
Tammy Weidinger	Brighton Center
Lisa West	Cardinal Hill of Northern Kentucky
Connie Wong	Holly Hill Children's Services
Linda Young	Welcome House

## Attachment I: Campbell County Neighborhood Priorities Quality of Life Survey Results

The responses below indicate the open ended question results from the Quality of Life survey. Question: *What do you feel is the single most important issue facing your neighborhood?*

Responses have been edited for spelling, punctuation, capitalization and readability but not content.

### 41001 Alexandria

Access to the AA Highway  
Accessibility to public water  
Affordable housing  
Air quality  
Business for basic needs are too far away (5 - 20 miles)  
Dilapidated Main Street

Drug abuse and crime  
Drugs  
Economy  
Education systems failing our youth  
Employment  
Growing population  
Growth  
Growth without sewer systems being connected  
It is a rural area, so there are no sidewalks. It is dangerous to take a walk  
Job retention  
Lack of commitment to community  
Lack of retail shopping  
Lack of social activities for adults  
Location  
Low expectations in

secondary schools  
Maintaining balance of green space and development  
Maintaining safe environment  
Need for public utilities  
Need more things for youth to do; a community center for adolescents  
Outdoor areas for children  
Property losing value  
Safety  
Sidewalks  
Street repair  
Teenage vandalism, i.e., unsupervised teens with nothing to do  
Traffic/speeders  
Unemployment and underemployment

**41001 Alexandria,  
Grant's Lick, Claryville**

Better roads  
Care of older neighbors  
Drugs and alcohol  
Economy in general  
Health care affordability  
Jobs  
Lack of community involvement  
Lack of planned growth  
Lack of quality jobs  
Lack of sidewalks  
Loss of income  
Loss of the sense of community and belonging  
More homes built and sold in our neighborhood  
Need for an additional local park that is well kept with all appropriate facilities and sports fields  
Property ownership  
Safety  
Speeding  
Street maintenance  
Taxes are too high  
Theft

**41007 California**

Community opportunities for rural areas  
Declining housing market  
Food  
I live in California, Kentucky which is different from most Campbell County areas  
Increased traffic volume  
Integration with the rest of Northern Kentucky  
Lack of public water and other services such as broadband internet and

cable service  
Not having bus service to my school  
Preservation of the rural community and green space; I live rurally - this survey so far has not accounted for anyone that does—biased. The entire community is important, not just subdivisions of people  
Road safety and maintenance  
Safety  
Short and long term impact of the current financial crisis—cuts to social service programs, families in crisis, child abuse increasing and more significant injuries  
Upkeep of roads  
Water line

**41059 Melbourne**

Affordable health care  
Drugs  
Lack of employment  
Loss of jobs  
Neighbor destroying roadway with expansion of property  
Pride in home ownership or of rental property  
Safety (we are a school)  
Traffic on a one lane road

**41071 Newport**

Access to available employment  
Crime  
Decent affordable housing  
Declining property values  
Drug and alcohol abuse

Drugs  
Drugs, poverty and crime  
Economy  
Education  
K-12 education  
Lack of city services  
Lack of reliable public transportation  
Loud and disruptive people (mostly renters)  
Need access to and low cost of fresh fruits and vegetables  
Parental support to their children  
Rental properties  
Resident involvement in neighborhood group  
Revitalization of historic housing stock  
Road conditions  
Safety  
Safety—robbery, guns found in residential yards  
Traffic  
Unsupervised 'tweens and teens  
Walkability

**41071 Other**

Affordable grocery (fresh produce)  
Animals loose—safety concern for aggressive dogs  
Crime  
Crime is moving into the neighborhood  
Current value of homes  
Declining tax revenue  
Drug and alcohol use and abuse  
Environmentalism

Health and nutrition information to low income families  
Home values plummeting  
Housing  
Keeping the streets safe  
Lack of recreational and park areas  
Lack of reliable public transportation.  
Littering  
Littering and pollution on the sides of the roads  
Mayor and council focuses too much on trivial items or items that don't need addressed, wasting our money  
Noisy, obnoxious people  
Parking for residents on my street. Not enough, street too narrow, noise from U.S 27  
Roads  
Safety  
Schools

#### **41073 Bellevue**

Cleaning up old houses and building up property value  
Handicap accessibility  
Homes that are affordable  
Keeping growth under control  
Keeping it as nice as it is  
Loud noise from cars racing up the street  
Low income health providers  
Noise  
Parking  
Repair in streets  
Too much going into new construction instead of existing

Too much low income rental property  
Traffic  
Vandalism

#### **41074 Dayton**

Lack of home ownership and pride of ownership  
Lack of importance regarding education by parents  
Noise  
Litter  
Quality of high school education  
Street thugs

#### **41075 Fort Thomas**

Air pollution  
Apathy  
Available jobs and scholarships to support tuition  
Being overrun by deer  
Better exposure to shopping  
Better sidewalks  
Closing of small businesses  
Crime  
Declining revenues  
Decreased home value  
Diversity, communication and friendliness  
Drug use amongst teens, preteens  
Drugs  
Easy access to a variety of shopping  
Economic security and affordable health care  
Economic survival  
Education from preschool to adult education  
Education level  
Elderly

Growth  
Home value  
Improving the environment  
Increased state funding for schools  
Jobs  
Keeping infrastructure up-to-date  
Keeping the children safe and happy  
Keeping the teenagers under control and making their parents responsible for watching them  
Lack of green spaces  
Lack of local businesses  
Lack of long-term public transportation strategy  
Lack of recreation areas  
Lack of restaurants  
Lack of upkeep of streets, homes  
Lack of vibrant business district  
Lack of widespread recycling effort  
Litter  
Local merchants needed: food, restaurants, merchants, etc.  
Loss of greenspace  
Loss of greenspace to irresponsible development  
Maintaining it as a desirable neighborhood  
Maintaining the high quality P-12 public schools  
Neighbors not keeping yards tidy  
Noise pollution  
Nuisance barking  
Poor economy could harm schools, housing and

infrastructure  
maintenance  
Poor street condition and  
polluted creek on our  
street  
Rising tax burdens  
Safety  
Safety and cleanliness  
Safety and crime—burglary  
and drug-related crime  
Safety from home invasions  
School funding for K-12  
Schools  
Sidewalks  
Speeding  
Speeding and  
inconsideration of  
walkers and bicyclists by  
drivers  
Thefts, home invasions  
Traffic flow  
Trash and litter  
Violence  
Will the city leave our street  
alone or make it a  
through street?

#### **41076 Cold Spring**

Access to fire hydrants  
Cost of living  
Elected leaders not being  
able to fix problems  
Enough businesses  
Environmental impact of  
development  
Expensive healthy food  
High taxes  
Increase in traffic  
Not family, child friendly  
place  
Job availability  
No sidewalks  
Property value going down  
Property values decreasing  
because of property not

being maintained  
Speeding  
Street in need of repair  
Traffic  
Vacant business sites

#### **41076 Highland Heights**

Affordable housing  
Beautification attempts  
Business development  
Community development  
Construction  
Economy  
Energy prices  
Expansion of Northern  
Kentucky University and  
how to accommodate  
the students who are  
attending  
High cost of living  
High taxes  
High volume of traffic  
Highland Heights City  
Counsel is far behind the  
times. They don't  
promote opportunity for  
the city unless it involves  
NKU, they need to take  
a look at Bellevue and  
their success.  
Improving the  
infrastructure—  
sidewalks, streets, etc.  
Lack of middle and high  
public schools in middle  
and northern Campbell  
County  
Lack of police protection  
Many homes, especially on  
my street, are older and  
have not been properly  
maintained  
More patrolling police  
NKU buying our houses  
Not everyone is a senior

citizen  
People who are in charge of  
the condo association  
Property values  
Quality of the streets  
Safety  
Sidewalks  
Social interaction  
Traffic  
Traffic at 471 and Route 27  
Traffic with the new arena  
Walking access around  
neighborhood

#### **41076 Other**

Air pollution  
Citizen involvement  
Community  
Community, university and  
business development  
trying to take over  
Crime  
Crime and drugs—there  
was a drug shooting in  
my apartment complex  
not long ago  
Decrease crime  
Drugs  
Economy  
Environment  
Environmentalism (energy  
efficiency, recycling, etc.)  
Fundraising events  
Housing in poor repair,  
storm damage not taken  
care of  
Housing value and real  
estate market decline  
Influx of untrained HUD  
families  
Job loss  
Job losses due to the  
current federal and state  
government  
mismanagement. We

have too many idealists and not enough realists in elected office. Idealism is what is bringing this country and state down	the youth and adult learning Need to install sewers Not a close place for families to ride bikes— Route 27 is so dangerous now	Public facilities Quiet hours in the dorms Rural area—no public transportation Safety Safety from robbery School systems—special education services Sidewalks Theft Traffic
Jobs Keeping crime out Keeping yards clean and clutter free Light pollution Losing space for our kids to play	Not having enough events to bring people together Over development People minding their own business (i.e. nosy neighbors)	<b>41085 Silver Grove</b> Crime Crime with young kids Drugs Foreclosure on homes Litter Neighbors not keeping their property clean, owning too many vehicles
Making sure the right people are in charge of our Home Owners' Association Mediocre school system Money Need better parks and more community centers for	People not watching their children Personal safety Pollution Potential for crime Properly financed schools and their quality of education	

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This document was produced for **Vision 2015** by the **Northern Kentucky Health Department** and the **MAPP Leadership Team**, August 2009

These assessment results, issues and strategies represent the collective work of the MAPP Leadership Team, committees, and retreat participants and do not necessarily reflect the opinion of the board of Vision 2015, the Northern Kentucky District Board of Health or any member organization.

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Retreat facilitation provided by Michael Glenn, Ed.D.; Web site: [www.mglenn-odx.com](http://www.mglenn-odx.com)

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to be involved in the implementation please contact:

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**Mobilizing for Action through Planning and Partnerships**, National Association of County and City Health Officials, [www.naccho.org/topics/infrastructure/mapp](http://www.naccho.org/topics/infrastructure/mapp)

**National Public Health Performance Standards Program**, Centers for Disease Control and Prevention, [www.cdc.gov/od/ocphp/nphpsp/](http://www.cdc.gov/od/ocphp/nphpsp/)