

# COOS COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN PROGRESS REPORT

July 2021 through June 2022

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## Coos County Community Health Improvement Plan July 2021- June 2022 Coos CHP Progress Report

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#### Introduction

The Coos County Community Health Improvement Plan (CHP) is a community-level plan with broad strategies to address significant health issues in Coos County to improve the health of individuals, families, and the community at large. It is implemented by a collective group of cross-sector individuals who make up the Coos Community Health Improvement Plan (CHP) steering committee. CHP has a leadership team and multiple workgroups that meet regularly to address the priority areas outlined in the CHP. Advanced Health is the sole Coordinated Care Organization (CCO) involved in the Coos County CHP, as it is the only CCO that serves Coos County.

The current CHP was developed in 2019 based on the 2018 Community Health Assessment (CHA). The CHA and the CHP were developed by a collaboration of many organizations from multiple sectors and several community members. The collaborative included representatives from Advanced Health, public health, hospitals, federally qualified health centers, tribal health services, oral health professionals, community action, school districts, addiction and mental health organizations, early learning and parenting groups, social and human service, and Community and Economic Development organizations.

The priority areas and high-level strategies were chosen with community and organization input and informed by data in the CHA.

The high-level, broad priority areas of the CHP are:

- 1. Individuals and Families
- 2. Health Equity
- 3. Access and Capacity, and
- 4. Community Outreach and Engagement

Within each of these broad priority areas, the Community Health Improvement Plan has further identified specific areas of focus, including high-level strategies as well as more specific strategic goals. These specific areas of focus are:

- 1. Adversity, Trauma, and Toxic Stress
- 2. Prevention
- 3. Housing and Homelessness
- 4. Food and Nutrition
- 5. Transportation
- 6. Economic Stability
- 7. Access and Integration of Services
- 8. Behavioral Health and Addictions
- 9. Coordination, Collaboration, and Communication

Throughout the report, we have included relevant population health indicators to give a sense of improvement or worsening of the outcome shown within the measurement period.

To indicate the overall outcome of measures included in this report, we have used the colored symbols below:

Indicates positive increase (improvement of outcome)
Indicates positive decline (improvement in outcome)
Indicates negative decline (worsening of outcome)
Indicates negative increase (worsening of outcome)

**Time Period:** This progress report will highlight Advanced Health CHP activities from July 1, 2021, through June 30, 2022.

#### Priority Area 1: Individuals and Families – Adversity, Trauma, and Toxic Stress

Adversity, Trauma, and Toxic Stress is a priority area of the Coos County Community Health Improvement Plan (CHP). The focus includes abuse and neglect, living in poverty, incarceration, family separation, and exposure to racism and discrimination. Experiences such as these have lifelong negative effects on the health of individuals and families. The Coos County Community Health Assessment (CHA) highlighted the following data points for Coos County:

- Nearly 1 in 4 youth in Coos County report being intentionally hit or physically hurt by an adult.
- Child abuse reports are trending upward.
- Coos County is the 5<sup>th</sup> highest county in the state for the number of children in foster care. Which is down from previous measurements of 3<sup>rd</sup>.
- 21% of the youth in the county are considered disconnected.

#### Changes in community health priorities, goals, strategies, resources, or assets

Training and other large group events were put on hold for several months during the initial stages of the Covid 19 pandemic. To comply with pandemic social distancing protocol and to ensure the safety of our community members, adjustments in specific strategies were made. For example, training structure and material developed for in-person instruction were revisited and revised to be able to conduct in a live, virtual setting. In addition, some local programs created new ways to reach their goals given the restrictions and issues caused by the pandemic. One new initiative developed is the My Neighbor program by Every Child.

#### Strategies and Goals – Adversity, Trauma, and Toxic Stress

#### High-level Strategy:

• Support efforts to mitigate trauma and increase resilience

#### Strategic Goals:

- Train community members on Adverse Childhood Experiences (ACEs) and the NEAR (Neuroscience, Epigenetics, ACEs, Resilience) sciences to prevent childhood adverse experiences and build resilience in individuals and community-wide
- Build a highly trauma-informed system of education that increases the success of our students while providing support for all stakeholders
- Increase the number of certified foster families in Coos County to address the shortage of available foster families and the inability to meet children's needs in foster care.

#### **Contributing Partners**

South Coast Together, a community collaborative formed in 2017 by Advanced Health, focuses on fostering resilience in Coos and Curry Counties by engaging community members as agents of change in preventing the accumulation of Adverse Childhood Experiences (ACEs) and building resilience in children, adolescents, and families. In 2020, South Coast Together's backbone agency transitioned from Advanced Health to the South Coast Education Service District (SCESD). SCESD serves all 10 school districts within Advanced Health's service area of Coos and Curry Counties. Though the Backbone agency has changed Advanced Health is still very involved and provides financial support for this program.

Every Child Coos program stemmed from The Contingent (formally doing business as Portland Leadership Foundation) that launched the Every Child Oregon initiative in 2013. Every Child Oregon connects caring community members with vulnerable children and families to provide support in partnership with the Oregon Department of Human Services (ODHS) and other community organizations to solve Oregon's foster care crisis. In 2019, Advanced Health began funding Every Child Coos to help provide a consistent director for the program and encourage the program to meet its goals of increasing the number of certified foster families through recruiting and retaining efforts. Since 2019, Advanced Health has financially supported Every

Child Coos through their fiscal agent, United Way of Southwestern Oregon, who has brought local leadership and support to the Every Child program.

#### Projects and efforts supported by Advanced Health and Coos County's Community Health Improvement Plan

#### 1. ACEs Training

With the Covid-19 pandemic still a factor throughout much of 2021 and into early 2022, South Coast Together continued to offer their in-person ACEs training to live, virtual training to be able to hold training during the pandemic. The result was that individuals from broader ranges were able to participate that may not have been able to because of transportation issues. In 2022 as we emerge from pandemic restrictions, ACEs training will continue to be offered virtually as well as in person. The increase in participants virtually and the ability to reach individuals that would normally not be able to attend has demonstrated the need to continue to make virtual classes available. Advanced Health has supported this effort through participation on the South Coast Together steering committee, annual funding agreements, and staff time support.

#### 2. The Help That Helps Guide

Advanced Health supported, both financially and with staff time, South Coast Together in the development of a "What Helps" guide for parents and others with infographics and plain language to present foundational information about the importance of building resilience and strategies for doing so. Much to South Coast Together's delight, both Rob Anda, MD, and Laura Porter of ACE Interface agreed to edit the guide. The guide was finalized in December of 2021 and went out for distribution in January 2022. The first live presentation for the Help that Helps Café was held in March of 2022. The Guide was translated into Spanish, the second most spoken language in Coos County, and was released in March 2022. Translation efforts into Mandarin and Korean have also started. South Coast Together plans to sell this guide as a means of sustainable production. They have already received a great deal of interest from other traumainformed training groups across the nation that would like to use the guide. There is such high demand for the guide that a second printing is planned already, and will start in June 2022. Advanced Health has sponsored this project by funding the initial printing, as well as staff time to present to classes.

#### 3. Trauma-informed Education System

The Coos Community Health Improvement Plan supports the South Coast Education Services District, which partnered with the University of Oregon/Oregon Research School Network, in building a Social Emotional Learning/Trauma-Informed School District. Students face many adversities, including economic hardship, sexual assault, physical violence, and exposure to intimate partner violence. These hardships negatively impact student learning and school success. Fifty skills trainers and school staff in all 10 school districts in Coos and Curry Counties underwent training to create a traumainformed school. The training focused on social/emotional development, practical tools for school personnel and parents to use, and created an avenue to support youth. Their goals include improved attendance, reduction of disciplinary referrals, and improved grades and graduation rates.

#### 4. My Neighbor

The My Neighbor program is Every Child Oregon's response to Covid-19 needs that was implemented in 2020 by Every Child Coos. Systems and networks meant to serve foster children and foster families are challenged and taxed by growing needs caused by school closures, economic hardships, and a limited pool of foster homes. My Neighbor mobilizes community assets to respond to the emergency needs of foster families and children in care. My Neighbor tracks tangible need requests, such as groceries, school items, and other supplies. Every Child staff, with the help of communities, put together flash boxes of supplies and responds to the emergency requests, meeting the emergency needs. Additionally, Every Child established The Neighborhood Fund for meeting the emergency needs of foster families that the community is unable to meet.

#### Measurement 1: Adverse Childhood Experiences (ACEs) Training

Metric/indicator description: Number of ACE Trainings by South Coast Together Trainers in Coos County

Key Data Point	Baseline 2019	2020	2021	2022 YTD	Outcome
Training	41	18	40	30	1
Participants	512	No data	No data	313	

Data source: South Coast Together training attendance system

The largest number of participants at a single training: 47

The lowest number of participants at a single training: 4

Data show that the training provided by the South Coast Together Training Team decreased significantly from 2019 to 2020 due to the initial Covid-19 pandemic response, however 2021 saw a significant increase in training, comparable to pre-pandemic levels. As of June 2022, the total number of training events (30) and participants (>300) in 2022 are on track to surpass the previous 2019 baseline.

The South Coast Together worked to modify their training so that it could be delivered in a virtual environment. Virtual training has allowed individuals that live outside the North Bend and Coos Bay population centers in more rural areas to attend on a more regular basis. With a

move back to in-person meetings more training are being presented, however virtual classes will continue because of the increase in attendance.

#### Measurement 2: Percent of 8<sup>th</sup> and 11<sup>th</sup> Grade Students Bullied

Metric/indicator description: The percent of 8<sup>th</sup> grade and 11<sup>th</sup>-grade students in Coos County who have been bullied at school (or on the way to/from school) for any reason in the last 30 days. The most recent survey also included students that have also experienced being or feeling bullied online (including text messages, social media sites, and other forms of electronic communication).

Key Data Points	Baseline Measurement (2017)	Previous Measurement (2019)	Most current (2020)	Outcome
8 <sup>th</sup> -grade students	34.8%	39%	* 20.2%	Ļ
8 <sup>th</sup> grade students: Online Bullying	NA	NA	* 15.4%	
11 <sup>th</sup> -grade students	27.9%	25%	* 13.9 %	Ļ
11 <sup>th</sup> grade students: Online bullying	NA	NA	* 8.4%	

Data source: Oregon Healthy Teens Survey, 2017 and 2019<sup>i</sup>, \*Oregon Student Health Survey2020<sup>ii</sup>

In 2020 the data source changed from Oregon Healthy Teens Survey to Oregon Student Health Survey. The data from 2020 was made available in April 2022. We are using the most recent data available for these measurements. The two surveys presented similar questions to students, however with the modifications to the survey tool and the potential changes in how or if the survey was offered to students in 2020 due to the pandemic response, 2019 and 2020 should be compared with caution. Another area of concern in the accuracy of the data is that the survey is optional for school districts to administer, so the results may not reflect results of the entire population.

#### Measurement 3: Children in Foster Care - DHS

Metric/indicator description: Number of Children Experiencing at least one day in Foster Care in Coos County.

Key Data Point	Baseline Measurement 2018	2019	2020	Most recent 2021	Outcome
Number of Children who spent at least one day in Foster Care	422	337	288	218	↓

Data source: 2020- Child Welfare Data Book,<sup>iii</sup> Count of Children in Foster Care <sup>iv</sup>

In 2016, Coos County was the 3<sup>rd</sup> highest county in Oregon as far as the number of children in foster care. Recent data show a decrease in the number of children who experienced at least one day in foster care from 422 children in 2018 to 337 children in 2019, 288 in 2020, and 218 in 2021.

#### **Challenges and Barriers**

The Covid 19 pandemic put the county in a state of emergency and increased the need for essential services resulting in the foster care staff involved in the Adversity, Trauma, and Toxic Stress priority area initiatives being pulled away from daily work and immediately started to address emergency needs. With most children going back to in-person instruction for the 2021/22 school year the expectation was more incidents of abuse and neglect would be identified by mandatory reporters, however the data shows there continues to be a drop in children in foster care denoting a reduction in incidents. The South Coast Together ACEs trainers stopped doing in-person training for many months; schools were tasked with developing distance learning curricula and systems, rather than conducting ongoing training; and the pandemic caused increased stress and burden on our foster families, children in care, and community members overall.

#### On the Horizon

As the State continues to emerge from pandemic responses and recovery work continues, the work for each of these initiatives has resumed. Although the pandemic increased the volume of traumatic stress community-wide, it also allowed our communities to build resilience by supporting one another, sharing resources, and working together. We want to build off what we have learned: how we overcame barriers in our work due to the pandemic, how we collaborated to help each other, and what lessons we have learned to help us with any future emergency. Our work addressing adversity, trauma, and toxic stress is in higher demand now than ever before.

The South Coast Together Training Team is focused on scheduling more training. The team has already almost provided more training opportunities this year (as of June 2022) than they did in all of 2020, with many more already scheduled in the second half of the year. The SCESD has committed to training all ten (10) school districts, in their coverage area, to receive the ACEs training at the beginning of the 2022/23 school year.

#### Priority Area 2: Individuals and Families – Prevention

Prevention efforts contribute to overall well-being and include screening, education, and other activities to address health behaviors. The Coos County CHA noted the following:

- Coos County has a high burden of Hepatitis C virus which is related to risk factors such as using street drugs, multiple sex partners, blood exposure, and injection drug use
- Obesity rates are higher in Coos County than the state average and are trending up, over 30% of the county is considered to be obese
- The leading causes of death in Coos County are cancer and heart disease

#### Changes in community health priorities, goals, strategies, resources, or assets

Prevention efforts across the county were slowed in 2020 and 2021 due to the pandemic. Regular, routine screenings and immunizations for healthcare patients resumed in late 2020 when safety measures, such as mask-wearing and social distancing, were implemented at medical clinics and facilities.

In 2021 with the release of covid vaccines, prevention efforts shifted. Advance Health, sponsored organizations such as Coos Health and Wellness, and the waterfall clinic to provide mobile vaccination clinics and incentives, such as gift cards, to encourage the population to receive vaccinations. These efforts continued into 2022. Advanced Health and community partners continue to encourage county residents to vaccinate for preventative efforts.

<ul> <li>High-level Strategy:         <ul> <li>Support individual prevention services, including but not limited to chronic disease, healthy behaviors, early detection, and screening</li> </ul> </li> <li>Strategic Goals:         <ul> <li>Increase awareness of:                 <ul> <li>The importance of immunizations</li> <li>The misuse of opioids</li> <li>Prescription medication.</li> <li>Local and online resources to improve intake of fruits and vegetables.</li> <li>Support local health and wellness programs</li> </ul> </li> </ul> </li> </ul>	Strategies and Goals – Prevention
healthy behaviors, early detection, and screening         Strategic Goals:         • Increase awareness of:         • The importance of immunizations         • The misuse of opioids         • Prescription medication.         • Local and online resources to improve intake of fruits and vegetables.	High-level Strategy:
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	<ul> <li>Prescription medication.</li> </ul>
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	<ul> <li>Support local health and wellness programs</li> </ul>

#### **Contributing Partners**

Prevention work is widespread throughout Coos County with the healthcare providers and facilities outreaching community members and working collaboratively with area non-profits and social groups, including religious communities and homeless service organizations. Local Federally Qualified Health Centers increased their capacity to provide mobile services that are focused on preventive care. Medical preventative partners include:

- Advantage Dental
- Southern Coos Hospital and Health Center
- Coos Health and Wellness
- The Waterfall Clinic
- Fearsome clinic

Non-Medical preventative partners include:

- OHSU extension
- Coos Head Co-op
- HIV alliance
- Citizens who care
- The Nancy Devereux Center
- Front Street Community Bike Works

All of which are supported either in part or entirely by Advanced Health in various projects throughout the community. Contributing partners to the regional prevention efforts span far and wide.

#### Projects and efforts supported by Advanced Health and Coos County's Community Health Improvement Plan

#### 1. Preventive Education and Awareness Projects

Advanced Health supported efforts both by OHSU extension to provide education about preventative alternatives such as the Pea Podcast. The Podcast gives ideas for healthy living, through informative walk-throughs of healthy eating alternatives. Similarly, the Coos Head Co-op features the BEET, a monthly Newsletter, and "Cooking with Jamar", a monthly Zoom cooking class to educate individuals on how to cook with fresh fruits and vegetables.

Coos Community Health Improvement Plan supports Southern Coos Hospital and Health Center by developing and implementing a preventive educational and awareness project that includes coordinated messaging and community education on immunizations, and the misuse of opioids and prescription medications.

The immunization awareness campaigns include education on the importance of vaccines for all ages, as well as which vaccines are important for target populations,

where they can receive them, and how to access health insurance or discounted services. In 2021 the focus of Immunizations moved from a focus mainly on Flu to COVID vaccinations. As the threat from COVID-19 lessens, the immunization awareness campaign will once again shift focus to target children and families with messaging on childhood immunizations and flu vaccines; teenagers and young adults with messaging on HPV and flu vaccines; adults with messaging on flu vaccines; and seniors with messaging on flu and pneumonia vaccines.

The substance misuse campaign includes marketing material for the Police Department Drug Take-Back Programs, where and how to access treatment including via telehealth, and the three A's of intervention strategies, "**Ask** about RX use and watch for signs of potential abuse; **Advise** about proper medicine use; and, **Assist** people who may be experiencing challenges with RX abuse". Coordinated messaging amongst partners incorporates key messages such as:

- The physical and psychological realities of prescription drug abuse and addiction are devastating and can ruin a student's future aspirations
- There is a connection between abusing prescription medications and combining them with alcohol and over-the-counter (OTC) medications
- When taking as-directed, prescription medications are safe, but when not taken as directed or shared with others, the consequences can be extremely serious and life-threatening
- Proper medication storage helps to ensure that teens and family members are kept safe, and safe medicine disposal is an essential prevention strategy that impacts individuals and the environment

The substance misuse awareness campaign targets youth and families with messaging on the physical and psychological realities of prescription drug abuse, the dangers of misuse, and the importance of proper disposal; and adults and seniors on the importance of proper use and disposal.

#### 2. HIV Alliance Needle Take-Back Project

The HIV needle take-back project is focused on infection and overdose related illness and hospitalization prevention. At the six-month report, the HIV Alliance distributed 7,040 sterile syringes (140% of goal) and 4,386 used syringes have been collected and safely destroyed (88% of Goal). An added 168,000 used syringes have been collected from community drop boxes in Coos County. 210 syringe exchange encounters have been made with 92 unduplicated clients. 268 doses of Naloxone have been distributed; clients report four overdose reversals using Naloxone through this distribution. 31 HIV tests, 30 HCV tests, and 1 syphilis test had a positive classification, 100% of those individuals were newly diagnosed and connected with local medical treatment. Unhoused individuals accessing syringe exchange services have been provided with immediate shelter, food, and other basic needs as available and needed. Wound care support was provided at syringe exchanges and is now regarded as highly needed as part of the exchange process. Every wound care kit that was offered has been accepted.

#### 3. Nutrition Resource Booklets

Cancer is the number one cause of death in Coos County. Studies show that intake of fruits and vegetables can reduce the incidence, severity, and morbidity of cancer. According to the 2018 Community Health Assessment, less than 15% of Coos County residents eat the minimum 5 fruits and vegetables per day.

The Wellness Education for CAncer Nutrition (WE CAN) cancer study, funded by OHSU Knight Cancer Institute, is designed to determine best practices to help cancer survivors improve treatment outcomes in Coos County. In the first year of funding, WE-CAN conducted a community-wide assessment of the 10 key healthcare sites across the county to determine the extent to which nutrition education/support was being included in inpatient treatment plans. Results of the surveys identified gaps in nutrition education, services, and resources for both medical professionals and patients across Coos County; exacerbated by a paucity of Registered Dietitians and support staff to implement nutrition education programs.

The Community Health Improvement Plan's Food and Nutrition Group worked collaboratively with Oregon State University, OHSU Knight Cancer Institute, and the Bay Area Cancer Center to create a 52+ page nutrition resource booklet to be printed and distributed to 30 sites across Coos County. The nutrition resource booklet guides patients and their families to fresh produce, education, cooking classes, and other community resources designed to increase the intake of fruits, vegetables, and other plant foods.

The nutrition resource booklet aligns with the Food & Nutrition Group's 3 data points from the CHA: 1) increase child and adult access to fruits and vegetables, 2) increase child and adult intake of fruits and vegetables, and 3) decrease adult consumption of sugar-sweetened beverages.

The Nutrition Resource Guide was printed and began distribution in July 2021.

#### 4. Health and Wellness Program

Community Health Improvement Plan continued to work with the Advanced Health Active Living Program, sponsored by Advanced Health, which provides free access to walking groups, swimming pools, exercise classes, and weight loss classes for all Coos County residents.

#### 5. A1C-ya-later project

Advanced health sponsored the A1C-Ya-later diabetes awareness and management class. This class was an 8-week diabetes management course that helped individuals with diabetes better manage their A1C numbers, to help prevent future issues usually related to A1-C numbers being above 7% such as neuropathy and retinopathy.

#### 6. Postpartum yoga and music classes

The postpartum yoga and music classes help new mothers deal with postpartum depression through yoga, meditation, and music.

#### Measurement 1: Immunized 2-Year-Old Children

Metric/indicator description: Percent of two-year-old children (24 to 35 months of age) residing in Coos County that is up to date on immunizations.

(Note: Fully immunized with 4 doses of DTaP, 3 doses IPV, 1 dose MMR, 3 doses Hib, 3 doses HepB, 1 dose Varicella)

Key Data Point	Baseline	2019	2020	Most current	Outcome
	Measurement			2021	
	(2018)				
Percent of Two-	67%	83.8%	75.6%	66.4%	_
Year-Old					
Children up to					$\bullet$
date on					•
Immunizations					

Data Source: 2021 Quality Incentive Measure update FY 2021, OHA 12-month rolling dashboard: CY 2021 (published 4/29/22)

Immunization data for Coos County shows that there is an increase in the number of two-yearold children who are fully immunized from 2018 to 2020. However, in 2021 there was a significant decrease in childhood immunizations. Many children turning two in 2021 had their immunization series interrupted or delayed in 2020 and 2021 due to pandemic response.

#### Measurement 2: Percent of well-child visits for Coos County (age 3-6)

Metric/indicator description: the percent of children ages 3-6 that have received well-child check-ups in Coos County.

Key Data Point	Baseline Measurement 2019	2020	Most current 2021	Outcome
Well Child Visits Age 3-6	71.2%	84.2%	76.1%	↓

Data Source: 2021 Quality Incentive Measure update FY 2021, OHA 12-month rolling dashboard: CY 2021 (published 4/29/22)

The percentage of children receiving well-child visits ages 3-6 has decreased from 2020 numbers. The percentage of children over the baseline is up, this indicates an overall increasing trend in well-child visits.

## Measurement 3: Percent of Coos County Residents who have been fully vaccinated for Covid 19 –

Metric/indicator description: The percent of adult residents in Coos County who have received at least one dose of Covid 19 vaccine

Key Data Point	Goal	Previous Measurement June 2021	Current Measurement June 2022	Outcome
Coos County residents vaccinated for Covid 19	80%	56.5%	72.9%	1

Data Source: OHA Covid-19 vaccine metrics dashboard online

Although Coos County has not yet met the goal of 80% vaccination, there is a daily steady incline that is expected to continue. Covid booster shots are continued to be offered in clinics, pharmacies, and mobile medical locations. Coos County is currently in the low-risk category and is on track to remain low-risk.

#### **Challenges and Barriers**

Vaccine hesitancy has been a challenge as well as reaching populations living in outlying areas. Ongoing community education is much needed around the safety and benefits of immunizations. Coordinated efforts among cross-sector community organizations were necessary to reach unhoused populations, people in outlying rural areas, and people who are wary and hesitant to receive vaccinations. Mobile service vans were utilized, and several socially distanced vaccine clinics were held throughout the county.

#### On the Horizon

Many new partnerships were formed as service organizations came together to align priorities, share resources, and address the crisis caused by the pandemic in the region. The priority became to meet the basic needs, such as food and shelter, of the population, while also planning and implementing upstream interventions such as Covid 19 vaccinations.

CHP is looking back over the past year to learn and share how challenges were overcome and what type of planning is needed to become more prepared for pandemics in the future. This type of work aligns well with our overall preventive efforts in the county as well as working together to build resilience.

#### **Priority Area 3: Health Equity – Housing and Homelessness**

The **Health Equity** focus area is vast and covers many areas where inequities and gaps have been identified. In addition, the organizations that make up the Community Health Improvement Plan have worked together to bring training to our region on diversity, equity, and inclusion; trauma-informed practices and organizations; cultural sensitivity, health literacy, Culturally and Linguistically Appropriate Services (CLAS), as well as many other related pieces of training. These trainings increase knowledge, thereby increasing awareness to help identify current disparities and allow organizations to strive for equity within their organization as well as throughout the services they provide.

Advanced Health helped form the South Coast Equity Coalition and actively served on the planning committee for the 1<sup>st</sup> Annual South Coast Diversity Conference held in 2019 with over 300 people in attendance. The 2<sup>nd</sup> South Coast Diversity Conference was held in April 2022. Advance Health was a fiscal sponsor for this event that had over 250 participants attending virtually from throughout the region.

Advanced Health is working diligently to fully implement Culturally and Linguistically Appropriate Services (CLAS) Standards as our organizational structure. Advanced Health has employed a Health Equity Policy Analyst to help in the progress of implementing the CLAS structure in our organization. Other equity-related initiatives involve ongoing training for our staff and provider network, continued work to address identified disparities, as well as continued support to community coalitions and collaborative groups focused on equity work.

The Community Health Improvement Plan, the collaborative group implementing the Coos County CHP, offers support to the South Coast Diversity Conference Planning Committee, South Coast Equity Coalition, Coos Hispanic Leadership Council, South Coast Pride, and several other diversity, equity, and inclusion-focused groups.

Focus groups and surveys conducted during the 2018 Community Health Assessment (CHA) identified **Housing and Homelessness** as a significant concerns in Coos County. A couple of data points reported in the CHA are:

- The number of homeless students in the district is increasing and trending up
- 37% of the population in the county are cost-burdened or are experiencing housing problems such as overcrowding or incomplete facilities

#### Changes in community health priorities, goals, strategies, resources, or assets

Shelter, temporary housing, and permanent housing needs increased significantly during 2020-2022 due to the Covid 19 pandemic's effect on the economy. Coos County's unemployment rate skyrocketed as employees were laid off and small businesses were closing. This caused renters to be unable to afford to pay their rent and caused landlords to get behind in mortgage payments, as we have seen nationwide. The federal government and state legislature addressed this crisis by setting up funds designated to help with rental assistance and financial assistance to qualifying renters and landlords.

The focus of the Community Health Improvement Plan for the past year has been to address the housing crisis and to provide shelter to those in immediate need.

#### Strategies and Goals – Housing and Homelessness

#### High-level Strategy:

• Increase housing availability, increase the quality and safety of housing, and support projects that address homelessness

#### Strategic Goals:

- Support fundraising efforts for the housing development fund for Coos County
- Increase access to services and supplies that are vital to those who are currently unhoused

#### **Contributing Partners**

Advanced Health, South Coast Ruralhealth Integrated Provider Team (SCRIPT), and Coos County Action Team developed the Coos Housing Access Program (CHAP) Housing Trust Fund.

The Nancy Devereux Center works collaboratively with Advanced Health, Coos Health and Wellness, ADAPT, and Bay Area First Step to help individuals experiencing homelessness access substance abuse treatment. They also work with Oregon Coast Community Action (ORCCA) in assessing client needs as well as Bay Area Hospital, Waterfall Community Health Center, Coast Community Health Center, Oregon Department of Human Services, United Methodist Church, as well as many other community agencies.

#### Projects and efforts supported by Advanced Health and Coos County's Community Health Improvement Plan

#### 1. The Coos Waffle Project

The Coos Waffle Project provides free meals to food insecure residents in Coos Bay/ North Bend. The majority of the clients are homeless and in need of meals. This project is a collaborative effort between Advanced Health, the Devereux Center, the United Way of Southwest Oregon, and the Coquille Tribal Foundation.

#### 2. Coos Housing Access Program Housing Trust Fund

The Coos Housing Access Program (CHAP) was organized to create and administer a Housing Trust Fund that can raise money and secure property to be used for the development of affordable and workforce housing. CHAP initially generates funds through board-directed fund-raising, higher-order grant development, charitable trusts, and land donations, and then distributes these funds or real property to entities that will oversee construction or renovation in the form of grants, loans, revolving loan funds, or other mechanisms as determined by the Board of Directors. *Affordable Housing* is defined as *housing that is attainable for households in Coos County earning less than 60% of Area Median Income (AMI) which is \$49,445 per 2021 numbers from Census.gov.* In other words, the CHAP is seeking to develop affordable housing options for families with incomes as low as \$29,667 per year. The ultimate goal is to create housing that will be owned by the occupant, rather than tenant housing. [*Workforce Housing* is defined as *housing that is attainable for Area Median Income (AMI).*]

Over the past three years, the Coos Housing Action Team (HAT) generated \$85,000 in contributions and grant resources that were used to retain consultants to develop a *Coos Housing Needs Assessment Study* and a *Coos Housing Plan*. The assessment and planning documents were widely received, and have been adopted by Coos County and most of the cities within Coos County. One of the critical steps identified in the *Coos Housing Plan* was the creation of a non-profit housing trust fund. Under the leadership of the Coos Housing Action Team (HAT), and with support provided by Advanced Health and South Coast Ruralhealth Integrated Provider Team (SCRIPT, an Oregon not-for-profit corporation), the housing trust fund was created and incorporated as a nonprofit entity under the name, *Coos Housing Access Program*, or CHAP.

The CHAP's most important work is to complete its internal infrastructure (board recruitment and training) and engage in sufficient community awareness regarding the housing needs, conditions, and shortages in Coos County.

The Community Health Improvement Plan supports the CHAP and increases community awareness by funding the development of marketing and educational material, public presentations, a website, and a speakers' forum, which in turn lays the groundwork for essential fund-raising success. The goals of the marketing program are to increase community stakeholder awareness of the compelling housing issues that must be confronted through a rigorous, aggressive and targeted fund-development (fundraising) campaign.

The marketing program has begun, and we are looking forward to continuing to support the CHAP in their vital work for our community.

#### 3. Services for the Homeless

The Nancy Devereux Center serves the homeless and extremely low-income in Coos County. Their direct client services include providing clothing, laundry, prescription expenses and pick-up, food bags, backpacks, tents, and tarps. Advanced Health is an annual funder of The Nancy Devereux Center. The Devereux Center experienced a significant increase in demand for its services over the last 2 years. The Center's clientele depends on the Center's services to meet their basic daily needs.

With financial backing from Advanced Health through the SHARE Initiative and a land donation from the City of Coos Bay, ORCCA (Oregon Coast Community Action) and the Devereux Center were able to establish the Coal Bank Village. The Coal Bank Village is a pallet housing compound that houses 19 houseless individuals. Advanced Health has reserved the use of two shelters for clients of the Intensive Care Coordination team that need care while recovering from serious medical issues. In addition, Advanced Health has sponsored a shower for residents of the village.

#### Measurement 1: Homeless Students by District

Metric/indicator description: The percent of K-12 enrolled students who are homeless, by district, in Coos County.

Key Data	Baseline		Previous		Current		Outcome
Point	Measurem	ent	(2019-2020	D)	2020-2021	L	
	(2017-2018	3)					
Percent of	Bandon:	1.72%	Bandon:		Bandon	4.33%	
Enrolled	Coos Bay:	11.37%	Coos Bay:	13.85%	Coos Bay	9.7%	-
Students	Coquille:	5.32%	Coquille:	6.91%	Coquille	4.2%	<b>•</b>
who are	Myrtle	6.96%	Myrtle	8.70%	Myrtle	10%	
Homeless by	Pt:		Pt:		Pt.		-
District in	North	2.22%	North	2.66%	North	2.2%	
Coos County	Bend:		Bend:		Bend		
	Powers:	8.94%	Powers:	4.46%	Powers		

Data source: Oregon Department of Education, McKinney-Vento data, 2017-2018, 2019-2020. OED Regular Attenders 2020-2021,

The Percent of enrolled students experiencing homelessness increased for Bandon and Myrtle point school districts but decreased in Coos Bay, Coquille, and North Bend. The numbers for the Powers school district were not available.

Advanced Health granted \$5,000 to every school (22 in total) in Coos County (\$110,000 total) to help purchase needed supplies (clothing, coats, shoes, blankets, etc.) for students facing homelessness.

#### Projects:

The ARK project in Coos Bay provides a clothing closet to youth in need, youth experiencing homelessness, and those in the LGBTQ+ community.

The Coos Drop in North Bend provides a location for youth to go after school hours. The Coos Drop offers tutoring for teens to help them succeed in school. Both Coos Bay and North Bend school districts provide after-school bus services for teens to the location.

#### **Measurement 2: Homeless Point in Time Count**

Metric/indicator description: Number of Homeless Individuals in Coos County included in the Point in Time Homeless Count

Key Data Point	Baseline Measurement (2018)	2019	2020- 21	Most current 2022	Outcome
Number of Homeless Individuals	940	1299	Not available	392*	•

*Data source: Oregon Coast Community Action (ORCCA), Homeless Point in Time Report, 2018, 2019, 2022* 

\*This number is felt to be inaccurate due to a change over in the planning and implementation of the study. Nothing currently shows a decrease in homelessness except this PIT count. All other indicators show an increase in services

#### **Challenges and Barriers**

Coos County continues to have a high need for shelter, affordable housing, low-income housing, working-class housing, as well as available market-rate housing. Transitional housing capacity is also a need as well as permanent supportive housing.

#### On the Horizon

Churches and non-profit organizations have created and continue to create Homeless Camps. The Community Health Improvement Plan and the Advanced Health Community Advisory Council (CAC) continue to support these and other efforts to meet immediate needs for shelter, as well as the long-term, sustainable efforts of the Coos Housing Action Program. Local cities are working to identify additional locations for pallet housing.

#### Priority Area 4: Health Equity – Food and Nutrition

Food insecurity is a significant issue in Coos County with 1 in 4 children food insecure. Overall, Coos County experiences more food insecurity than the state as a whole. A few data points that show this is:

• Less than 15% of the adults in the community consume at least 5 servings of fruits and vegetables a day, compared to 20% in the state as a whole

- One in four children under the age of 18 are food insecure
- Soda consumption is higher in adults in Coos County than the state average

#### Changes in community health priorities, goals, strategies, resources, or assets

Access to food became one of our top needs throughout our community once schools closed and public transportation halted in 2020 due to the Covid 19 pandemic. Almost half of all students, and many of their families, rely on meals provided by schools. Most schools in Coos County are title 1 which means they qualify for free or reduced-cost meals for all children.

The schools began producing sack lunches and had their bus drivers deliver food to students and their families several times per week. The local Food Share was bringing and providing 10 times as much food per month than they normally would meet the increased demand. Service organizations for low-income and homeless ramped up their food supplies and distribution to help feed the hungry. Collaborative groups made up of community agencies and clinics were formed to organize efforts. Medical clinics expedited the process of implementing food pharmacies and some clinics began mobile operations to help bring services to people in need.

#### Strategies and Goals – Food and Nutrition

#### High-level Strategy:

• Support efforts to decrease food insecurity and increase the availability of healthy, nutritious food for all ages

#### Strategic Goals:

- Support mobile units that address social determinants of health
- Support the development and implementation of Food Pharmacies at each major health care clinic in Coos County
- Increase community awareness of recommended nutrition for the Prevention of Disease (POD)

#### **Contributing Partners**

The Federally Qualified Health Centers in Coos County, Waterfall Community Health Center, and Coast Community Health Center are leading the way with mobile screening units deployed to outlying areas. The Food Share and local Food Pantries work with local medical clinics and hospitals to develop and implement Food Pharmacies.

The CHP Food and Nutrition Group is made up of representatives of several community organizations, such as Oregon State University (OSU) Extension Services, Waterfall Community Health Center, Oregon Department of Human Services, Advanced Health, Advanced Health Community Advisory Council (CAC) consumer members, Coos Health and Wellness, Coos Head Food Co-op, Coos County Friends of Public Health, as well as others.

#### **Efforts and Progress Made**

#### 1. Mobile Social Determinant of Health (SDH) Units

Local clinics launched mobile units that screen for social determinants of health in outlying regions of our county where transportation to services is limited. Advanced Health supported the distribution of healthy food and clothing as well as other items to meet people's basic needs. The development of mobile units has improved access to services.

#### 2. Food Pharmacies

The Oregon Coast Community Action (ORCCA) Food Share Program worked tirelessly to meet the increase in demand during the pandemic. In partnership with Coos Community Health Improvement Plan and the Food Share program, over 20,000 pounds of produce valued at \$50,000 was distributed. Several clinics (Waterfall, Bay Clinic) launched Food Pharmacies within their medical clinic. These food pharmacies (Farmacies) allow patients easy access to fresh vegetables and fruits as well as other healthy items that are free of charge to patients who have been prescribed access by their health care provider. Waterfall reported that over 30 families were assisted through their Farmacy program. Volunteers contributed over 170 hours to produce distribution, garden construction, and garden care.

#### 3. Increase Community Awareness of nutrition for the prevention of disease

#### • Healthy Bytes Initiative

The Healthy Bytes Initiative, established in 2017 through the Food & Nutrition Group (FNG), was designed to unite community partners to share the same nutrition information at the same time across the county. Residents would see the messaging in different locations which reinforces nutrition education and potentially could lead to better food choices.

The Healthy Bytes Initiative (HBI) focuses on helping residents improve their intake offruits, vegetables, and other healthy foods. Content has been developed by a Registered Dietitian with Oregon State University Extension, and is focused on one healthy food per month. Outreach materials include an 11x17 poster, table tents, 2-sided handout with recipes, 6-10 PowerPoint slides for sharing in waiting rooms and lobbies, and a short article for publication in newsletters or e-blasts. Healthy Bite has created a Facebook page as well as a page on the Advanced Health website. Materials are available digitally for free and are circulated with support from Advanced Health, Coos Head Food Co-op, and OSU Extension. More than 50 foods have been highlighted through this initiative, with more created each month.

#### • Pea Podcast Project

Established in late 2020, this project was designed to provide nutrition outreach using digital media during the COVID pandemic. Dietetic interns through OSU Extension and medical/pharmaceutical students from OHSU Campus for Rural Health contributed short videos, cooking demos, infographics, articles, and other tools to help residents increase their intake of fruits and vegetables.

In 2021, FNG engaged 24 medical/pharmacy students and 3 dietetic interns in creating 14 resources for the FNG website, which is hosted by Coos Head Food Coop. The project continues through 2022.

#### • Nutrition Resource Guides

OSU Extension/FNG received a CHIP grant for \$3,000 to assist with the printing of the Nutrition Resource Guides. Although these were shared digitally, OSU Extension contracted with Myrtle Point Printing to print 3500 guides which were distributed to 27 Coos agencies and partners. FNG gets many requests for written resources (handouts, HBI posters, Food Hero recipes, etc) which partners print onsite for their clients when possible.

#### • Nutrition Education Classes and Webinars

In 2021, OSU Extension provided 17 nutrition classes during COVID, 14 virtual online, and 3 in-person, provided a keynote at a local conference (virtual), contributed to 2 health fair events, and created 12 months of Health Bytes initiative materials. Archived webinars are available on the Coos Extension website. https://extension.oregonstate.edu/coos/healthy-families-communities

Natural Grocers is involved in community outreach, providing classes for Coos Bay and North Bend libraries and other sites.

Coos Head Food Co-op has partnered with the Coos Bay Public Library to offer Cooking with the Co-op classes virtually. Foods for the cook-along are provided to participants through grant funding.

#### • Improving Options for Nutrition Referrals

OSU Extension provided an opportunity for residents to participate in a Health Coach Certification Course. Community partners sent multiple employees to the training. We now have several certified health coaches available to meet with clients, most of whom are also FNG members. Advanced Health began a pilot diabetes education and health coaching program beginning early 2022 using health coaches. However, other health agencies are not yet taking advantage of these services.

CHW contracts with a registered dietitian outside Coos County for their WIC program. Rosa Atencio, the WIC coordinator, and FNG member is currently enrolled in the dietetics program to complete her degree to fill this slot locally.

Cheryl O'Dell from Natural Grocers provides free, individual coaching sessions for those who sign up in advance.

#### • SNAP-Ed

SNAP education through OSU Extension provides nutrition education and obesity prevention programming to limited-income families. SNAP-Ed faculty and program assistants work in partnerships with schools, community organizations, and local coalitions like FNG. SNAP-Ed is collaborating with the Waterfall clinic and the ARK project at Marshfield to hold a nutrition series to be conducted virtually and open to all residents. Other partners include the Coos Bay Farmers' Market, Coast Community Health Center, food banks, the Coquille Tribe, summer camps, and after-school programs.

Allison Harris, OSU Extension SNAP-Ed, supplied Plan, Shop, Save, Cook workshops for Waterfall Clinic and Coast Community Health, and the ARK project. The ARK project also delivers budget-conscious nutrition-based lunches to at-risk and homeless youth, including hot meals and recipes from FoodHero.org (SNAP-Ed with OSU Extension). Allison also partners with Master Gardener volunteers to support GROW This!, an Oregon garden challenge through Food Hero. Grant funds purchased grow bags and seeds for individuals and families to grow their own vegetables.

#### OSU Extension Volunteer Programs

OSU Extension has 2 volunteer programs that contribute to healthy eating and food safety. The Master Food Preserver volunteers hold monthly workshops about food preservation. The Master Gardener volunteers supply a plant clinic and expertise in container gardening for residents. Both programs have a presence at the Coos Bay Farmers' Market.

The Master Gardeners also host a plant sale every spring encouraging residents to grow their own food inexpensively and year-round

**Measurement 1: 8<sup>th</sup> and 11<sup>th</sup> Graders Who Eat 5 or More Servings of Fruits/Vegetables a Day** Metric/indicator description: Teens who ate 5 or more servings of fruits and vegetables per day for the past 12 months

Key Data Point	Baseline Measurement (2017)	(2019)	Current Measure 2020	Outcome
8 <sup>th</sup> graders	22.7%	18%	19.5%	1
11 <sup>th</sup> graders	17.7%	10%	7.7%	↓

Data source: Oregon Healthy Teens Survey, 2017, 2019; 2020 Oregon Student Health Survey

The percentage of students who eat the recommended 5 or more servings of fruits and vegetables a day increased for 8<sup>th</sup> graders but decreased for 11<sup>th</sup>-grade students.

#### **Challenges and Barriers**

Food needs in Coos County increased 10-fold during the pandemic. Many families were struggling to provide enough food for their families. Over half the students in Coos County schools rely on meals provided by the schools for their nutrition. Medical facilities formed Food Pharmacies to try to address the need. Most social and human service agencies also created and delivered food boxes to families. Emergency Covid 19 relief funding also focused on food and delivery of food.

#### On the Horizon

- Community Education Initiative The Community Health Improvement Plan Food and Nutrition Group, which focuses on addressing food and nutrition deficits, is developing a community education initiative called Peapodcasts. The focus of the podcasts is to engage residents using written, audio, and video platforms to present nutrition information focused on increasing the intake of fruits and vegetables for the Prevention of Disease (POD).
- 2. Health Coach Network The creation of a Health Coach Network has been launched. About forty individuals completed training to become Health Coaches and many of those are currently becoming nationally certified. Community Health Improvement Plan plans to continue to support the Health Coach Network and integrate it into the wholeperson care model. Advanced Health is interested in working with the Health Coach Network as part of our health and wellness program, Active Living, and as a possible resource for flexible funding and care management and intensive care coordination teams.

#### **Priority Area 5: Health Equity – Transportation**

Transportation and limited public transit systems remain an issue in Coos County, particularly for those with limited resources. The most affected are low-income individuals and families, people with disabilities, and older adults. Transportation was a consistent concern in the CHA focus groups and surveys and data on transportation was listed as a gap and priority for future data collection.

#### Changes in community health priorities, goals, strategies, resources, or assets

The transportation issues in the county were significantly magnified when the Covid 19 crisis hit as public and school transportation halted for several weeks and then began back up with very limited capacity due to safety regulations. This put an increased burden on the limited transportation system and created barriers for people to access services.

#### Strategies and Goals – Transportation

#### High-level Strategy:

• Support efforts to increase transportation options

#### Strategic Goals:

• Support local transportation options for high-risk populations

#### **Contributing Partners**

Community Health Improvement Plan works with The Nancy Devereux Center, Coos Health and Wellness, ADAPT, Bay Area First Step, Harmony Methodist Church, Bay Cities Brokerage, YellowCab, and Advanced Health to provide transportation for the homeless in Coos County. Additionally, Community Health Improvement Plan works with Bay Area Enterprises to provide transportation to and from work sites for people with disabilities who otherwise would not have transportation.

#### Projects and efforts supported by Advanced Health and Coos County's Community Health Improvement Plan

#### 1. Front Street Community Bike Works

CHP sponsored the Front Street Community Bike Works (FSCBW) to provide restored bikes to low-income, homes, youth, and underserved individuals with transportation needs.

Because of grant money provided by Advanced Health, Front Street Community Bike Works was able to hire 6 part-time bike mechanics who teach proper bike maintenance. Three bikes are restored monthly and provided free of charge to members of our community.

#### 2. Bay Cities Brokerage

Advanced Health uses Bay Cities Brokerage for member non-emergent medical transportation. Through Bay Cities Brokerage OHP members can arrange for medical appointment rides around Coos County and to out of the area medical appointments.

#### 3. Transportation for Homeless

The Nancy Devereux Center is a non-profit organization that provides services to the unhoused. Services provided include meals, showers, laundry facilities, case management, housing assistance, and referrals for substance use treatment and other resources. The Devereux Center recently acquired a van to help with transportation needs, such as bringing people to the center to access services from the homeless camp at Harmony Methodist Church in Coos Bay. However, they lacked funds to pay for transportation costs, such as insurance, staffing, fuel, and repairs/maintenance. Community Health Improvement Plan supports The Devereux

Center with funding to aid with the transportation needs. In addition to their van, The Devereux Center also utilizes Bay Cities Brokerage and local taxi services.

#### 4. Transportation for Persons with Disabilities

Bay Area Enterprises provides multiple services including one-on-one job coaching and job development for persons with disabilities, including persons with I/DD, mental health, mobility impairment, veterans with service-connected disabilities, and the blind/deaf population. Their goal is long-term employment for their clients. They have placements throughout Coos county in a large variety of different employment settings providing countless services to the community. In addition to job placement, Bay Area Enterprises helps to break down barriers to employment for their clients.

Transportation was identified as a huge barrier for Bay Area Enterprise clients to access employment given the fact that public transportation was closed-down due to the Covid 19 pandemic and Bay Area Enterprises did not have any means to provide additional transportation for their clients. Community Health Improvement Plan provided funding to allow Bay Area Enterprises to purchase two vehicles so that they could provide consistent and reliable transportation to their clients allowing them to help their clients retain employment during the crisis, as well as meet their goals of long-term employment.

#### Measurement 1: Means of Transportation to Work

Metric/indicator description: Number of Coos County workers utilizing Transportation to Work for residents 16 years of age and over.

Key Data Point	Measurement
Total Workers	22,840
Public Transportation (excluding	122
taxis)	
Car, Truck, Van	21,252
Walking	925
Taxi, Motorcycle, Bicycle	541
Railroad, Ferry Boat	66
Bus	56

Data source: US Census Bureau; American Community Survey, 2018

Coos County lacks public transportation, and it is evident by the chart above that shows the means that workers use to get to their jobs. 122 workers out of a total of 22,840, less than 1%, use public transportation to get to work.

As we gather current data on the means of transportation, we will be able to see changes and trends.

#### **Challenges and Barriers**

Coos County is a rural region where most residents rely on their own form of transportation. The area has advocated via legislation for funding to build the infrastructure needed for a regional transportation system and will continue to do so.

#### On the Horizon

The Community Health Improvement Plan plans to continue to support local transportation efforts to increase transportation options for high-needs populations. Ride share has not been available in Coos County. With a Coos Bay City council decision on May 25, 2022, Ride share is going to be available to residents. This can help lower transportation costs for residents and increase their ability to obtain employment and attend medical appointments.

#### Priority Area 6: Health Equity – Economic Stability

Coos County has lower average and median incomes than the state while poverty levels are higher in the county compared to state levels. Economic data points from the CHA include:

- 1 in 3 children in Coos County are living in poverty, higher than state percentages
- The percentage of people living in poverty in the county is higher than state percentages, ranging from 18-20%

#### Changes in community health priorities, goals, strategies, resources, or assets

The issues identified in the CHA related to economic stability were magnified during the past year as the Covid 19 pandemic caused high rates of unemployment resulting in increased families struggling with extremely low income and poverty. Basic needs skyrocketed and service organizations worked tirelessly to care for the community.

#### Strategies and Goals – Economic Stability

#### High-level Strategies:

• Support workforce development and employment programs

#### Strategic Goals:

- Support local Traditional Health Worker training to help meet hiring needs and expand health care services throughout Coos County
- Support local employment programs targeting high-need populations
- Support local non-profit organization capacity building to increase social services to the community

#### **Contributing Partners**

Advanced Health worked with Southwestern Oregon Community College and Southern Oregon Workforce Investment Board (SOWIB) to bring Community Health Worker training to Coos County to meet the local hiring needs as well as expand services and improve access to care coordination services.

Community Health Improvement Plan supported the Bay Area Enterprises work program for people with disabilities.

#### Projects and efforts supported by Advanced Health and Coos County's Community Health Improvement Plan

#### 1. Child Care Consortium

A task force has been formed to address the shortage of child care options in the county. Coos County is in what is considered a "childcare desert" meaning we have a shortage of childcare providers in the area due to a lack of trained workforce. Members include; Child Care Resource and Referral Care Connections, South Coast Regional Early Learning Hub, SOWIB, Wild Rivers Coast Alliance, The Ford Family Foundation, South Coast Business (SCBEC), Independent consultant Heidi McGowin, South Coast Head Start, and the Small Business Development Center (SBDC). The child care accelerator project, identified in the 'on the horizon' section, is the main focus of this task force. This task force was formed to supply Child Care Certifications. This certification supplies the necessary education and certification to work in the heavily regulated childcare service industry, therefore, helping individuals obtain employment in this industry. Secondary benefits of the certification, with more childcare workers this allows caregivers that, by necessity, must stay with children to obtain employment outside the home. This Certification is just getting underway but has produced 9 certified Childcare professionals to date. Advanced Health is a funder of the program.

#### 2. Sub Pool

The sub-pool pilot project is up and running. The first cohort of 10 new subs completed training and are now qualified to sub in area child care programs. Recruitment came from the providers who are part of the Shared Service Alliance. All 10 people engaged fully in every day of training. The participation incentive is key to engagement. Some of these new subs have expressed interest in the child care accelerator program as well. Due to the success of the first cohort, the CCR&R will provide sub-pool training again during the summer.

#### 3. Traditional Health Worker Training

Advanced Health has sponsored several terms of Community Health Worker training, open to community members at no cost, to quickly increase the number of certified Traditional Health Workers in the service area to meet the hiring needs of Advanced Health, provider network organizations, and local community-based organizations.

Before this program, the only options to attend a Traditional Health Worker training program were out of the area, making it unfeasible for most community members who were interested in obtaining certification. The THW program through SOWIB has graduated 150 individuals, most of which are working in this field.

#### 4. Employment Support for People with Disabilities

Bay Area Enterprises provides supported employment services to people with disabilities. Community Health Improvement Plan provided funding to Bay Area Enterprises to allow the purchase of two vehicles for their program. In addition to providing safe transportation for clients to/from their worksites during the pandemic, the vehicles ensure Bay Area Enterprises' ability to decrease absenteeism and improve long-term employment capabilities.

#### 5. Non-profit Capacity Building

Advanced Health supported local non-profit organizations in building their capacity which would allow them to better meet their strategic goals, many of which are to address social determinants of health needs in the county. United Way of Southwestern Oregon was one such non-profit that has taken a significant role within the Community Health Improvement Plan to improve the health of Coos County.

#### **Measurement 1: Unemployment Rate**

Metric/indicator description: Coos County Unemployment Rate

Key Data Point	Baseline Measurement (2018)	2020	2021	Current 2022	Outcome
Unemployment Rate	5.3%	11.3%	7.40%	5.0%	

Data source: State of Oregon Employment Department May 2022

Coos County's unemployment rate was 5.3% in 2018; 5.10% in 2019, 11.30% in 2020, 7.40% in 2021, and is currently sitting at 5%. Unemployment has shown a steady decline since 2020. This is good news, and we will continue to monitor the unemployment rate in our region.

#### Measurement 2: Median Household Income

Metric/indicator description: Coos County Median Household Income

Key Data Point	Baseline Measurement (2018)	2019	2021	Outcome
Median Household Income	\$43,308	\$45, 051	\$49,445	1

Data source: Census.Gov July 2021

The median income of Coos County residents is slowly inclining, which shows improvement in the economy. Showing a 9.75% increase in median income since 2019. Even with the increase Coos County still lags behind the State of Oregon's median income which sits at \$67,058.

#### **Measurement 3: Persons Living in Poverty**

Metric/indicator description: Percent of Persons Living in Poverty in Coos County

Key Data Point	Baseline Measurement (2018)	(2019)	Current Measurement 2021	Outcome
Persons Living in Poverty	17.1%	17.9%	15.4%	

Data source: Census.gov July 2021

The percentage of persons living in poverty has decreased in Coos County according to Census.gov. this is a significant and positive decrease in this metric.

#### **Challenges and Barriers**

A large impact on poverty and economic stability in Coos County is a lack of a trained workforce. Coos County is not able to recruit larger employers with living wage jobs due to technical skills not found in the community.

#### On the Horizon

Child Care Accelerator: Planning for this project is underway. There is a growing list of interested participants. Due to the lack of child care and start-up funding availability, the participation incentive is being seen as a way to jump-start their business. We originally had this program slated to begin in the spring, however, partner capacity has created delays. This project will launch in August and recruitment has begun.

The formation of a Relief Nursery is in process, and this is very exciting given that our community has not had one in Coos County for several years. A Relief Nursery offers therapeutic care in the early learning environment which has been shown to have a significant impact on addressing young children's mental health needs.

The Community Health Improvement Plan is tracking data on economic stability and looking at ways to outreach populations that face the most challenges. Advanced Health is fortunate to work with programs that offer specialized support to an array of populations.

Recruit HIPPO is a creative program that helps high school students obtain work experience via internships and volunteer opportunities. Bay Area Enterprises specializes in supportive employment for people with disabilities. Southwest Oregon Workforce Investment Board works collaboratively with the local community college and businesses to help train residents to meet the workforce demands. These are just a few examples of services available to our community members to help them gain and retain employment.

As we learn what the impacts of the pandemic have been on our region, Community Health Improvement Plan will be better informed and able to focus on effective ways to help.

#### **Priority Area 7: Access and Capacity – Access and Integration of Services**

All people (100%) in Coos County are considered to be living in a health service shortage area. Trouble finding a provider was listed often as a barrier to care in the 2018 CHA focus groups and surveys. Access has increased since 2004 but continues to be a challenge. Data points from the CHA include:

- Over 62% of the entire county population is enrolled in public insurance (Medicaid, VA, or Medicare)
- Coos County is considered a medially under-served area and a health professional shortage area for dental and mental health providers

#### Changes in community health priorities, goals, strategies, resources, or assets

The Covid 19 pandemic forced access to care and services to become a significant priority in the county. Our strategic goals included education, outreach, and mobile units, but we further modified the goals to meet our needs during this pandemic. Thereby, making Telehealth, Covid 19 Vaccines, and Mobile Outreach top priorities.

#### Strategies and Goals – Access and Integration of Services

#### High-level Strategies:

- Support efforts to increase access to health services
- Support continued integration of services across physical, behavioral health, and oral health services

#### Strategic Goals:

- Increase access to care by developing new and expanding current Telehealth programs
- Increase awareness of the benefits of the Covid 19 vaccines and improve access to the vaccines for all people of Coos County
- Increase access to the social determinant of health screening and supply distribution

#### **Contributing Partners**

Community Health Improvement Plan works with all public health and clinical providers, including hospitals, urgent care centers, pharmacies, transportation services, local tribes, social and human services agencies, community action, education, and more to ensure quality access and services are available to our community.

#### Projects and efforts supported by Advanced Health and Coos County's Community Health Improvement Plan

#### 1. Covid 19 Community Education and Vaccine Rollout

Advanced Health sponsored a local community education campaign about COVID-19, public health precautions, signs and symptoms, what to do, where to go to get tested, and how to reach out for help with the social determinant of health resources. Avenues of communication included print, radio, and multimedia. Languages included English and Spanish.

Additionally, Advanced Health participated in the local work teams that managed the Covid 19 Vaccine rollout. The first vaccine POD (point of distribution) was held in December 2020 and continues into 2022. Initially, Bay Area Hospital led the way, but eventually, Coos Health & Wellness, the local public health authority, became the vaccine hub and coordinator. In addition to Advanced Health, there are many partner organizations and volunteers who are helping including Bay Cities Ambulance, Bay Clinic, Coast Community Health, Coos Bay Fire Department, Coos Health & Wellness, Coquille Indian Tribe, Coquille Valley Hospital, Confederated Tribes of Coos, Lower Umpqua, and Siuslaw Indians (CTCLUSI), North Bend Medical Center, Nova Urgent Care, Southern Coos Hospital, and Waterfall Health Clinic. Many pharmacies also support vaccine distribution in Coos County including Bi-Mart, Broadway Pharmacy, Fred Meyer, Rite Aid, Safeway, Walmart, and Walgreens. There are 21 total locations in Coos County where people can get vaccinated. All three Covid 19 vaccines are available: Moderna, Pfizer, and Johnson & Johnson.

The vaccine work teams monitor the demographic data of those who have been vaccinated and are outreaching specific populations who have lower numbers of vaccinations. Partners in this equity work are Advanced Health, Bay Cities Brokerage (have been driving to people who cannot come in, and administering vaccines), and the Nancy Devereux Center which has been hosting vaccine clinics for the homeless (using Johnson & Johnson vaccine).

To date, 63.6% of people in Coos County have been vaccinated and the county remains at low risk.

#### 2. Mobile Patient Outreach -

Coos County Federally Qualified Health Centers (FQHC) developed and further expanded mobile outreach efforts allowing patients increased access to services. Advanced Health purchased an RV that has been used to go to locations such as rural communities, schools, and shopping centers to provide immunizations and provide information to the public that is not able to go to medical facilities. supported FQHC mobile outreach programs that offered services in remote areas of Coos County where access to clinical

and social services is limited. The mobile outreach teams began conducting screenings for social determinants of health, such as food and clothing needs. Advanced Health helped to fund the distribution of healthy food and clothing as well as other items of basic need.

Mobile outreach services are expected to continue and become an expected part of the health care delivery system in Coos County.

#### Measurement 1: 8<sup>th</sup> and 11<sup>th</sup> Graders who Received Dental Care

*Metric/indicator description:* Percent of 8<sup>th</sup> and 11<sup>th</sup> graders who went to a dentist, or dental hygienist for a check-up, exam, teeth cleaning, or other dental work in the reporting year

Key Data Point	Baseline Measurement (2017)	2019	Most recent Data 2020	Outcome
8 <sup>th</sup> graders	62.7%	85%	88.6%	1
11 <sup>th</sup> graders	73.6%	73%	74.5%	1

Data source: Oregon Student Health Survey, Coos County, 2020

The Oregon Student Health Survey shows improvement in the percent of 8<sup>th</sup> graders who accessed dental care during 2020. The percentage of 11<sup>th</sup> graders who accessed dental care increased in 2020

These measurements show the results of improved outreach methods by oral health providers in Coos County. The integration of services with all school districts that allow dental hygienists to come into the schools, as well as the use of mobile dental vans to reach people living in outlying areas have improved access to care for youth.

#### **Challenges and Barriers**

There remain limitations to oral health care for the adult population in Coos County due to provider shortages. Advanced Health continues to contract with nearly 100% of the available healthcare providers in the area but access issues surface from time to time and tend to come up regarding psychiatric, mental health, oral health as well as other specialty care.

#### On the Horizon

Advanced Health is currently studying access to oral health care in our service area of Coos and Curry Counties. Oral Healthcare providers have been added to our network in Curry County, improving access substantially in that region, and we are now learning more about access to oral health providers in Coos County and examining options on how to improve access to care.

This will be an initiative on the horizon and hopefully one that can come to fruition in the next year.

Advanced Health supports county-wide healthcare provider recruiting and supports the efforts of our local hospitals and clinics. Collaborative opportunities have been identified and are being pursued. Advanced Health is committed to continuously striving for improved access to care for our members as well as the entire community.

Telehealth is now a common mode of treatment, and we would like to see telehealth continue to expand availability and access to services regularly.

Advanced Health will continue to promote Covid 19 vaccinations and work with community partner organizations to make sure that all people in our county have access to vaccines.

Community Health Improvement Plan plans to gather stories of "resilience" in our community and share them. What were some of the challenges that we faced? How did we overcome these challenges? What have we learned? We will continue to work on being prepared for pandemic situations in the future.

#### **Priority Area 8: Access and Capacity – Behavioral Health and Addictions**

Behavioral health, depression, suicide, and substance abuse were top concerns in the 2018 CHA focus groups and surveys of community members. The CHA data points include:

- The suicide rate for all ages has been on a solid increase trend since 2000 and is considerably higher than the state rate
- Coos County has higher rates of binge drinking, opioid prescribing rates, and increased illicit drug use compared to state rates
- Tobacco use in Coos County is higher than in neighboring counties and the state

#### Changes in community health priorities, goals, strategies, resources, or assets

The stress and trauma of the Covid 19 pandemic significantly increased the need for emotional support and addiction treatment for our population, especially high-risk individuals. Implementation of telehealth, outreach programs, prescription delivery, and other types of services that lend well to social distancing became vital in our need to care for our community. The recognition of the importance of smaller, more specialized, community efforts was made by Community Health Improvement Plan which decided to support local efforts to address gaps in services.

Historically, the Community Health Improvement Plan has supported a local Out of the Darkness Suicide Awareness Walk, which could not happen this year due to social event restrictions put in place for pandemic health safety. We look forward to holding safe community events in the future.

# Strategies and Goals – Behavioral Health and Addictions High-level Strategy: Improve access, integration, and delivery of behavioral health and addiction services Strategic Goals: Develop and implement the recovery-based program(s) that break down barriers to living sober lifestyles Increase the number of or expand the reach of behavioral health and addiction outreach programs to address barriers to care Address the gaps in care by providing customized, gender affirmation support to transitioned-age youth who identify as LGBTQQ+. Increase the scope of behavioral health services available to youth

#### **Contributing Partners**

Many community agencies work together to provide appropriate behavioral health care in a timely fashion to Coos County residents. Advanced Health works with Coos Health and Wellness, medical clinics, federally qualified health centers, hospitals, addiction treatment facilities, Youth ERA, and our outpatient behavioral health network of providers. Additionally, care management, intensive care coordination, and system of care programs integrate to provide whole-person, wraparound care.

Community Health Improvement Plan works with all these community partners as well as smaller groups, such as Fitness for Recovery and the Queers and Allies Program, to help address the existing gaps in care and services. Our local community college and United Way of Southwestern Oregon serve as backbone agencies to some of the smaller, specialized programs.

#### Projects and efforts supported by Advanced Health and Coos County's Community Health Improvement Plan

#### 1. Behavioral Unit Support

Recently Bay area hospital announced they were shutting down the acute psychiatric unit (APU). The APU at the hospital is an essential part of our community health care ecosystem. This unit supports patients from Coos and surrounding counties. After the announcement, Advanced Health worked with the hospital, and other community organizations, to keep the unit open.

#### 2. Physical Activity to Support Recovery

Fitness for Recovery is a volunteer-based sober active community in the Coos Bay area. Fitness for Recovery seeks to use community connection and physical fitness to allow those in recovery from drug and alcohol addictions to heal, build strength in themselves, and connect with others who also live a sober lifestyle. This happens through access to free fitness classes and special events for anyone who has at least 48 hours of continuous sobriety. Through its existence and as part of its mission, Fitness for Recovery aims to decrease the stigma of sobriety in its membership and the community at large.

With a focus on breaking down barriers to living sober lifestyles and increasing access to substance use treatment, Community Health Improvement Plan supports Fitness for Recovery by providing portable equipment to enhance fitness classes. Portable equipment allows classes to be held in various settings, such as outdoors, to align with safety protocols during the Covid 19 pandemic, but also to also diversification of classes in the area.

#### 3. Behavioral Health Outreach Care Packages

Bay Clinic developed an outreach program specifically targeted at Coos County residents without means of housing for behavioral health and addiction services. The outreach program is designed to break down barriers to care by having behavioral health professionals be the ones to conduct the outreach. Community Health Improvement Plan supports the outreach program by providing care packages (that include items for comfort and well-being) for the Bay Clinic professionals to give out while doing outreach.

#### 4. Queers and Allies Program – Gender Affirmation Support Services

The Queers and Allies Program (Q&A), with support from their fiscal agent, United Way of Southwestern Oregon, and the Oregon Association of Suicide Prevention is a volunteer-led group that provides support for youth, ages 13-24, who identify as Lesbian, Gay, Bisexual, Transgender, Queer, or Questioning (LGBTQQ+). Q & A started mentoring youth five years ago and helped them to find work and housing, as well as help, navigate how to be "out" in the community. Additionally, they helped the youth connect to behavioral health professionals who provide gender-affirming care. The need for tangible resources to support the gender affirmation work pushed the Q & A group to broaden their scope of how they support the youth to meet their goals while also building resilience.

Community Health Improvement Plan supports Q & A in establishing a Gender Affirmation Closet, creating a website and web internship, and providing supports such as travel and lodging reimbursement for out-of-area travel to access gender affirmation health care. Along with that, help with voice coaching and hair removal are offered, which are costly services that are not typically covered by health insurance. Community Health Improvement Plan believes that services, such as the ones offered by Q & A, make a positive impact on this high-risk population by providing customized support and breaking down barriers.

#### 5. Art Therapy for Youth

Transition-aged youth represent a unique population. Historically, traditional systems have struggled to engage youth and young adults successfully, which has resulted in young people falling through the cracks and entering our systems as adults with higher costs and more unique needs.

In 2017, Youth ERA, a consumer-run 501c (3), opened the Coos Drop that serves hundreds of transitioned-age youths, ages 14-25, by providing wraparound services, one-on-one peer support, crisis response, safe space, and support groups. The Drop Model harnesses the power of the youth voice, technology, innovation, and health promotion practices and produces positive outcomes. It is a culturally responsive and immersive space that offers peer support services.

Staff at the Coos Drop are state-certified youth peer support specialists who are experientially credentialed by their life journeys. The peer support they provide encompasses a wide array of activities and supportive interactions based on shared lived experiences (i.e., foster care, juvenile justice, mental health, trauma, grief, oppression). The youth peer support specialists offer youth a level of understanding, validation, and acceptance that they do not often find with traditional providers.

Youth in Coos County faced unprecedented challenges in 2020 and 2021 during the COVID-19 pandemic. Coos Drop staff worked to provide safe, socially distanced opportunities for support and connection including virtual groups, events, and training. Youth especially struggled with feeling isolated and in need of positive outlets and activities to cope with the extra stressors brought on by 2020.

Community Health Improvement Plan supported Youth ERA and the Coos Drop by providing funding to expand their services and develop Art Therapy Groups. These groups cultivate a creative and supportive virtual space for youth to express themselves, develop positive coping skills, and build healthy relationships. The program can transition to in-person once social distance restrictions lift.

Coos Drop currently has 404 registered youth members who now have access to Art Therapy Groups.

#### Measurement 1: 8th and 11th Graders Who Considered Suicide

*Metric/indicator description:* Percent of 8<sup>th</sup> and 11<sup>th</sup> graders who seriously considered attempting suicide during the reporting year.

Key Data Point	Baseline Measurement (2017)	2019	2020	Outcome
8 <sup>th</sup> graders	21.1%	24%	14.4%	•
11 <sup>th</sup> graders	20.3%	29.9%	16.5%	•

Data source: Oregon Healthy Teens Report, Coos County, 2017 and 2019, Oregon Student Health Survey 2020

In 2020 the data source changed from Oregon Healthy Teens Survey to Oregon Student Health Survey. The data from 2020 was made available in April 2022. We are using the most recent data available for these measurements. The two surveys presented similar questions to students, however with the modifications to the survey tool and the potential changes in how or if the survey was offered to students in 2020 due to the pandemic response, 2019 and 2020 should be compared with caution. Another area of concern in the accuracy of the data is that the survey is optional for school districts to administer, so the results may not reflect results of the entire population. The results of the most recent survey show a potential decline in percentage of students considering suicide.

#### Measurement 2: 8th and 11th Graders with Unmet Mental Health Care Needs

*Metric/indicator description:* Percent of 8<sup>th</sup> and 11<sup>th</sup> graders with unmet emotional or mental health care needs during the reporting year.

Key Data Point	Baseline	Current	2022	Outcome
	Measurement	Measurement		
	(2017)	(2019)		
8 <sup>th</sup> graders	18.7%	24%	No longer	
			available	
11 <sup>th</sup> graders	21.8%	29.9%	No longer	
			available	

Data source: Oregon Healthy Teens Report, Coos County, 2017 and 2019.

The Oregon Healthy Teens Survey shows a continued increase in unmet emotional or mental health care needs by our 8<sup>th</sup> and 11<sup>th</sup> graders. With the switch to the Oregon Student Health Survey, this statistic is no longer available. The 2019 report is the last available measurement. Due to the change in reports, there is no new data for this measure. We are still focusing on the Mental health of youth in our community and support such organizations as the Coastal Center, ADAPT, and Kairos mental health organizations. The FEARsome clinic, supported by Advanced Health, provides mental health assessments for children entering the foster care system.

#### **Challenges and Barriers**

Positive improvements to our behavioral health care delivery system have continued to be underway. Advanced Health continues to recruit and expand the behavioral health provider network and has grown the System of Care wraparound program, as well as developed a team of Traditional Health Workers to provide Intensive Care Coordination.

Network clinics have added Behavioral Health Specialists into the primary care treatment setting and have been very successful in fully operating the patient-centered primary care home model. Clinics, hospitals, and health plans have increased the capacity of care management and coordination services, and this is helping provide more support to patients.

Psychiatric care, especially child psychiatry, is limited in our rural areas. Strong referral processes are in place and telehealth abilities offer improved access to psychiatric services.

Challenges and barriers remain that we are a small, rural region. Providers have opportunities to thrive here, but there are limitations in the rural lifestyle that does not fit everyone. The capacity and types of services available are limited yet growing. Advanced Health continues to lead in the behavioral health arena and works closely with our partners: public health, addiction treatment services, hospitals, clinics, and local providers to advance the programs and services forward.

#### On the Horizon

Continued growth and integration of behavioral health services in the county will occur over the next several years.

## Priority Area 9: Community Outreach and Engagement - Coordination, Collaboration, and Communication

Improving coordination, collaboration, and communication to improve the efficacy of services and health outcomes in Coos County was frequently a recommendation from CHA focus groups and community meetings. Without one central location where community-wide information is available, the area has struggled with widespread knowledge of available resources and events. This leads to inefficiencies and delayed engagement of community members.

#### Changes in community health priorities, goals, strategies, resources, or assets

The closing of our region due to the Covid 19 pandemic hampered our abilities to fully implement our proposed programs and activities. Our priorities and goals remain the same. Our strategies were modified to meet social distancing protocol, and our resources, mainly staffing,

were depleted with most people needing to contribute significant amounts of their time to address pandemic needs, leaving little time for our collective work.

#### Strategies and Goals – Coordination, Collaboration, and Communication

#### High-level Strategy:

• Increase coordination, collaboration, and communication between organizations working toward improving the health of the community

#### Strategic Goals:

- Promote community access to healthcare services by creating and managing a community website
- Increase community-wide awareness by publishing a community health newsletter at least once quarterly

#### **Contributing Partners**

United Way of Southwestern Oregon, with support from the Ford Family Foundation and Advanced Health, developed and manages a community-owned website. The Community Health Improvement Plan C3 Workgroup members develop and publish a local community health newsletter.

#### Projects and efforts supported by Advanced Health and Coos County's Community Health Improvement Plan

#### 1. South Coast Equity Coalition

The South Coast Equity Coalition, supported by Advanced Health has applied for a State Regional Health Equity Coalition (RHEC) grant. Advanced Health contributed to the funding of staff to ensure the project will be properly supported by the community. The RHEC will fund a collaborative effort for outreach in our community designed to identify the needs of marginalized populations, ensuring they receive the health care they need.

#### 2. Community Website

United Way of Southwestern Oregon oversees and manages the community-owned website, South Coast Oregon Connects. This website is available to all residents of Coos County and helps promote access to healthcare services by providing a community directory, community calendar, news blog, press release feature, and highlights of local community projects.

Community Health Improvement Plan supports South Coast Oregon Connects by funding a part-time contractor to provide oversight and fiscal management of the website. The Ford Family Foundation provided start-up funds for the prior development of the website.

#### 3. Coordination, Collaboration, and Communication (C3) Workgroup

The Community Health Improvement Plan C3 Workgroup maintains a community newsletter, social media page (Facebook), and web pages to support the distribution of information throughout the county. Increasing awareness spurs improved access to services, better coordination, and increased collaboration among community partners. The C3 workgroup is made up of Community Health Improvement Plan members from multiple sectors who have come together to improve the health of Coos County residents. Although impacted by the pandemic, the C3 Workgroup was able to publish newsletters each quarter for the past year.

#### 4. South Coast Funders

South Coast funders is a collaboration of granting and funding agencies that meet quarterly to discuss grant opportunities. This group aims to determine the best fit for the grant money being requested. This also allows the organizations to determine if multiple organizations are working on the same project to help combine efforts.

#### 5. Coos Hispanic Allies

The Coos Hispanic Allies is focused on health equity in the county. The allies reach out to the Hispanic population to help identify needs, translate materials, and inform the groups of events in the community.

## Measurement 1: Number of new visitors and returning visitors to the community-owned website, South Coast Oregon Connects

Metric/indicator description: Total number of new visitors and the total number of return visitors to the South Coast Oregon Connects website from January 2022 – March 2022 (Q1 2022).

Baseline Data	Baseline	End of Q1 2021	Current	Outcome
Date	Measurement		Measurement	
	(January 2021)		Q1 2022	
Number of New	145	254	1408	
Visitors				
Number of	9	22	127	
Returning				
Visitors				

Data source: South Coast Oregon Connects website utilization data

The Part-time project manager funded by Advanced Health stepped down in the fall of 2021, however with a push for social media engagement in the area you can see the traffic on the website has started to increase at an amazing rate.

#### **Challenges and Barriers**

As with many local efforts since March 2020, the pandemic caused challenges in the work to meet our goals in this priority area. Although committees remained intact, many were pressed for time and unable to assist with projects. In-person meetings, visits to local organizations, table events, and personal outreach were not possible and other attempts were less effective. This restricted the number of volunteers we were able to recruit and the amount of collaboration and coordination that could occur. Although many community partners shifted their events to hold them virtually, there seems to be fatigue regarding online events developing. Regardless, projects that could move forward did (but likely to a lesser extent), such as the Coos Healthier newsletter, The Community Link, social media, and community website engagement.

#### On the Horizon

Advanced Health is working with Unite.US and Connect Oregon to better coordinate and collaborate with the medical facilities in the county. We are looking at a soft rollout in Q3 2022.

## Alignment with the State Health Improvement Plan (SHIP), Healthier Together Oregon

Healthier Together Oregon	Community Health Improvement Plan
SHIP Priority, 2020-2024	Coos CHIP Priority, 2019-2022
Adversity, Trauma, and Toxic Stress	Adversity, Trauma, and Toxic Stress
Behavioral Health (including mental health and substance abuse)	Behavioral Health and Addictions
Economic drivers of health (including issues	Housing and Homelessness
related to housing, a living wage, food	Food and Nutrition
security, and transportation)	Transportation
	Economic Stability
Institutional Bias	Health Equity focus area
Preventive Health Care (access to)	Prevention

#### **Community Health Improvement Plan Partners**

ADAPT

Advanced Health

Advanced Health Community Advisory Council (CAC)

Advantage Dental

Bandon Police Department Drug Take-Back Program

Bay Area Enterprises

Bay Area First Step

**Bay Area Hospital** 

Bay Cities Brokerage

**Bay Clinic** 

Confederated Tribes of Coos, Lower Umpqua, and Siuslaw Indians

Coos Bay Fire Department

Coos Bay Library

Coos Bay School District

Coast Community Health Center

Coos County Housing Authority

Coos County Friends of Public Health

Coos Head Food Co-op

Coos Health and Wellness

Coos Hispanic Leadership Council

Coos Housing Access Program

**Coquille Indian Tribe** 

**Coquille Valley Hospital** 

Every Child Coos

Fitness for Recovery

Harmony Methodist Church

North Bend Medical Center

North Bend Public Library

North Bend School District

Nova Urgent Care

Oregon Coast Community Action

Oregon Department of Human Services

**Oregon Health Authority** 

Oregon Health & Sciences University

Oregon State University Extension

Pharmacies: Bi-Mart, Fred Meyer, Rite Aid, Safeway, Walmart, Walgreens

Queers and Allies Group

Recruit HIPPO

South Coast Diversity Planning Committee

South Coast Head Start

South Coast Educational Service District

South Coast Equity Coalition

South Coast Regional Early Learning Hub

South Coast Together

Southwest Oregon Workforce Investment Board

Southwestern Oregon Community College

Southern Coos Hospital and Health Center

The Nancy Devereux Center

United Way of Southwestern Oregon

Waterfall Community Health Center

YellowCab

Youth ERA

<sup>&</sup>lt;u>Https://www.oregon.gov/oha/PH/BIRTHDEATHCERTIFICATES/SURVEYS/OREGONHEALTHYTEENS/Documents/2019</u> /County/Coos%20County%20Profile%20Report.pdf

https://www.oregon.gov/oha/PH/BIRTHDEATHCERTIFICATES/SURVEYS/Documents/SHS/2020/Reports/County/Co os%20County.pdf

https://www.oregon.gov/dhs/CHILDREN/CHILD-ABUSE/Documents/2020-Child-Welfare-Data-Book.pdf, Pg 33

<sup>&</sup>lt;sup>iv</sup> <u>https://rom.socwel.ku.edu/OREGON\_public/AllViews.aspx?R=6104</u>