



KANSAS RURAL HEALTH WORKS

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Rural Health Works

- National program to help foster sustainable rural health care systems
 - Training in 38 states
 - Active programs in 30 states
 - Supported by Office of Rural Health Policy & Medicare Rural Hospital Flexibility (FLEX) program
 - Sponsored in Kansas by the Kansas Rural Health Options Project
 - Introduced in Kansas by Your Demand

KRHW Objectives

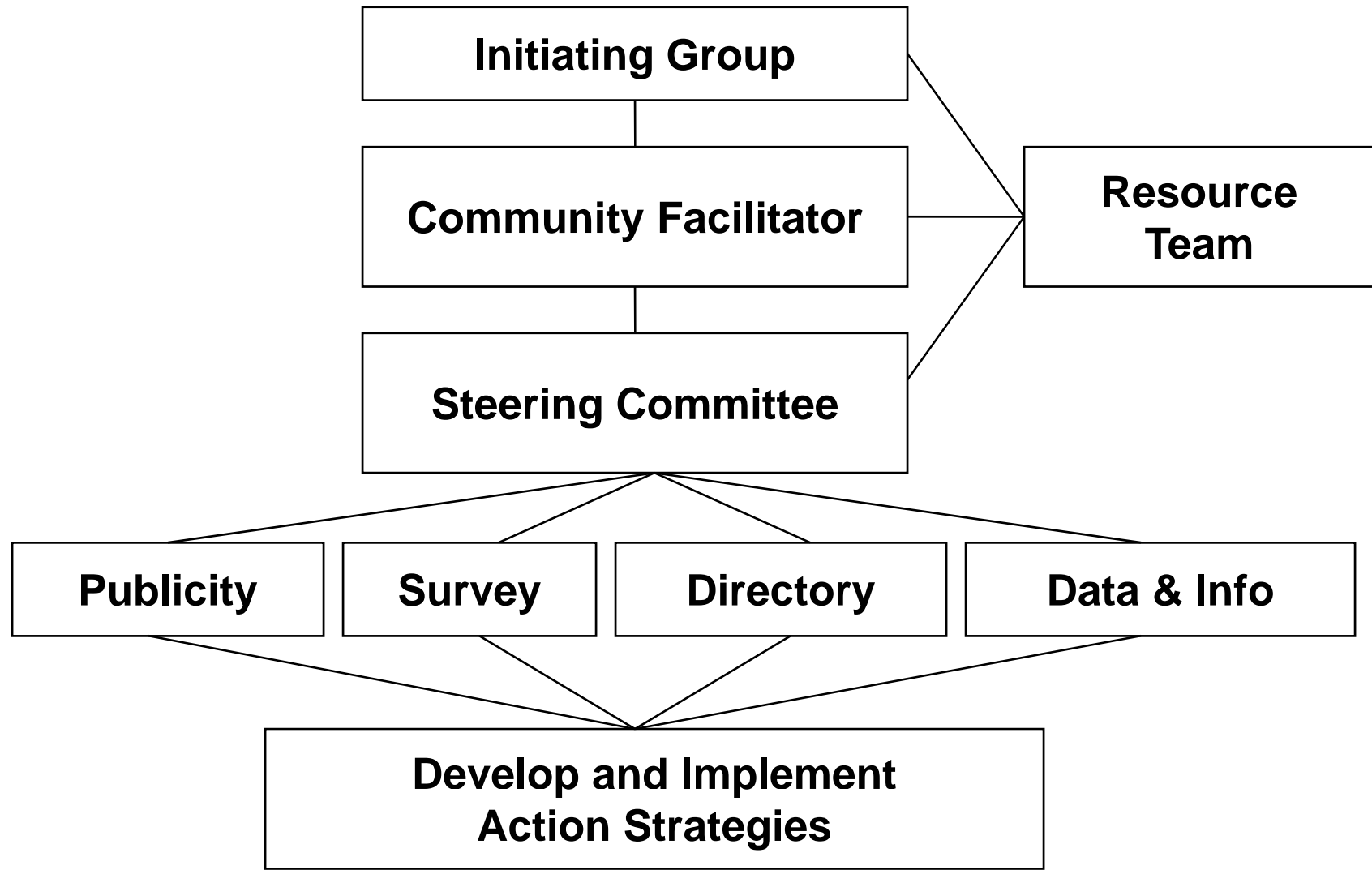
- Foster sustainable local health care system
- Increase awareness of health care importance
- Assess local perceptions of current health care services
- Identify current health care assets
- Identify unmet health care needs and services
- Identify key issues in the community
- Mobilize the community if issues emerge
- Action planning for new community initiatives

Community-Driven Process

- Community-based, not driven by hospital or health care provider
- Local people solving local problems
- Community provides energy and commitment, with input from health care providers
- Community leaders represent the broader public interest



KRHW Community Engagement Process





KANSAS RURAL HEALTHWORKS

Cloud County Rural Health Works

Health and Behavioral Data

Introduction

Kansas Rural Health Works (KRHW) is dedicated to helping rural communities build affordable and sustainable local health care systems. Health care is important to seniors, young families and companies. But rural health care systems are facing many challenges: hospitals are closing services have been cut, doctors won't come to the area or they don't stay. Medication and Medicaid payments are too low. Rural residents can't navigate their local health care system. KRHW provides the tools. Local visionary leadership puts these tools to work. KRHW helps communities build health care delivery systems. Sponsored by the Kansas Rural Health Options Project with funding from the Office of Rural Health Policy, Health Resources and Services Administration.

Health and Behavioral Data Summary

Following are a variety of data and statistics about health and behavioral characteristics in Cloud County that may have implications for local health care needs. The data is reported by county.

Cloud County Health Market Area


ZIP codes within the Cloud County Health Area. Source: Claritas, Inc. 2006.

- The occupancy rate of available nursing and assisted living beds is about 50 percent, suggesting an over-supply of beds.
- The rate of substantiated child abuse and neglect in Cloud County is higher than the state average.
- Across most of the state/Medicaid funded service categories, there appears to be an increasing local trend in the number served, possibly indicating increasing economic need.
- While the rate of births to school age mothers is below the Kansas average, the rates of infant mortality and childhood death exceed or exceed the state.
- About 14 percent of live births in 2004 were to mothers with less than a high school education, and about 13 percent of live births came to term with inadequate prenatal care.
- Most patients to the Cloud County Health Center come from the immediate vicinity of Concordia. Less than half of the Cloud County residents needing hospital care come to Concordia to obtain it.

The Importance of the Health Care Sector to the Economy of Cloud County

Kansas Rural Health Options Project
October 2006

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In cooperation with:

Office of
Local Government
K-State Research and Extension
and **KSTATE**
Kansas State University

Cloud County Health Services Directory

Kansas Rural Health Options Project
May 2007

Cindi Browne, Research Assistant
John Leatherman, Director



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Kansas State University

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Cloud County Health Care Telephone Survey Results

Kansas Rural Health Options Project
July 2007

Cindi Browne, Research Assistant
John Leatherman, Director



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Criteria for Participation

- Open to non-metro counties
- Requires local invitation
- The community is the expert
 - We provide information – you decide priorities
- Must be broad-based
 - Local health care is a community-wide concern
- Need a local facilitator
 - Key community person who makes it happen

Initiating Group

- Typically 5-6 people to help identify key people and local issues
- Sponsors the program and solicits participation and support
- Sets program schedule
- Helps keep program momentum

Resource Team

- Office of Local and Rural Health
- Kansas Hospital Association
- Office of Local Government

- Meeting facilitation services and technical assistance for information resources

Community Facilitator

- Essential local contact
 - Local leadership role in keeping the program on track
 - Works with resource team
 - Sends out local invitations, arrange meetings, distributes publicity
 - Cultivates local leadership

Steering Committee

- Broad-based community leaders
 - Hospital and health care professionals
 - County Health Dept. & Extension
 - Municipal, civic & social organization leaders
 - Chamber of Commerce
 - Health care system “critics”
- Participate in working sessions, review and discuss findings

Community Meetings

- 5-6 meetings over 4-5 months
- One hour working meeting over lunch
 - Starts and ends on time
- Kickoff meeting
 - Economic impact of health care: health care is key to community economic viability
 - Roadmap of KRHW process

Working Meetings

- Data and Information
 - Reviews available community economic, health, social and demographic data, interpreting local health care issues/needs
- Health Care Directory
 - Inventory of local health care resources
- Health Care Survey
 - Local market health care needs and behaviors

Review Session

- Summarize data and findings
- Steering committee identifies top issues
- Steering committee identifies short- and long-term goals

Action Meeting

- Final formal meeting
- After investigation of issues and available resources
- Steering committee develops a tentative action strategy
- Determines how to proceed

Planning versus Engagement

- Emphasis on community engagement, not health care planning
- Emphasis on information resources
- Issues often emerge in reviewing information products
- If issues emerge, we'll try to help; if not, community has free useful information resources

Follow Up & Support

- Resource team will assist community initiatives as it's able
- Emphasis is not to create an indefinite process
- Potential to assist with business/service feasibility studies

Kansas Rural Health Works

- Support a limited number of communities per round
- No cost to you – supported by KRHOP
- Local co-sponsorship benefits the program
 - Free lunch
 - Health care directory

Republic County, Kansas

- Survey found citizens lacked knowledge about available services for substance, elder, and child abuse; knowledge of available health services
- Implemented media campaign
- Hospital programs featured weekly in local paper
- Econ. Development director uses information to engage prospective businesses
- Community to update directory

Sherman County, Kansas

- Improved signage directing to hospital
- Improving awareness of local services
- Billboards along interstate

Stafford County, Kansas

- Issue was funding for hospital
- Used RHW information for community education
- Public vote to reorganize hospital as a county hospital passed easily

Cloud County, Kansas

- Updating and upgrading local hospital needed
- Organizing a community education and outreach effort to support hospital effort seeking public support

Osborne County, Kansas

- Grant for First Responder recruitment & training
- Youth/adult drug and alcohol education
- Assisted living feasibility
- Public education to access existing health-related educational materials
- At the same time, public vote to continue county sales tax for the hospital passed easily.

Is Your Community Ready?

- Is there a sense of vision?
- Is there a local need?
- Is the leadership in place?
- Is there a willingness/ability to bring people together?
- Is a community facilitator available?
- Is there commitment to sustain the process?

Review Eligibility Criteria

- Non-metro counties
- Your invitation
- Your commitment to assist
- Help facilitate broad-based participation
- Ensure community facilitator

KRHW Contacts

- John Leatherman – K-State Research and Extension
- Chris Tilden – KDHE Office of Local and Rural Health
- Chad Austin – Kansas Hospital Association

Learn More: www.krhw.net



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Welcome to Kansas Rural Health Works, a resource dedicated to helping rural communities build affordable and sustainable local health care systems.

The organization and delivery of health care services have undergone rapid evolution in recent years. For many Americans, the cost of services and access to care are important issues. This certainty is true in many rural areas where communities have struggled to maintain affordable, quality health care systems. As economic forces and technical advances continue to change health care, it is more important than ever for rural community leaders and health care providers to work together to ensure affordable, sustainable health care systems. In an effort to provide useful information resources to rural community and health care leaders, the Kansas Rural Health Options Project (KRHOP) has teamed with the Office of Local Government, a unit of the Department of Agricultural Economics and K-State Research and Extension.



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Closing Thoughts

- KRHW is an opportunity to promote local health care awareness and planning, not simply PR
- Your feedback to KHA, OLRH
- Contact me if questions
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- Questions?