

Adams County Medical Foundation, Inc.

Adams County Health and Wellness Coalition

Adams County, Ohio

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Ohio's SPF-PFS Initiative – Data Mini-Grantees: Community-Based Process Pre-Community Coalition Action Theory (Pre-CCAT)

Ohio's SPF-PFS Evidence-Based Practices Workgroup (EBP) requires that all SPF-PFS funded communities implement a strategic plan using the CSAP prevention strategy of a Community-Based Process. They want to ensure that the community-based work will be sustained in communities beyond the life cycle of SPF-PFS funding. A strong community-based approach is essential for implementation, sustainability, and community support for prevention. The responses below describe the community group who supports implementation of the prevention strategies in this community. They are in the pre-developmental stage of having a more comprehensive Community Coalition Action Theory process, as outlined by Butterfoss & Kegler (2002).

Community Context

Adams County is a designated distressed, rural, Appalachian county that borders the Ohio River in the southern portion of the state of Ohio and has an estimated population of 27,907. The population is predominantly Caucasian (97.3%) with 1.4% of the county identifying as multiracial. A small percentage (1.0%) of the county reports being of Hispanic or Latino origin. English is the predominant language. Among residents above 25 years of age, 78.2% have a high school diploma and 10.9% have a Bachelor's degree or higher. Both the high school graduation rate and the percentage of higher education degrees in the county are lower than those found across Ohio (89.5% and 26.7%, respectively).

Economy. The five-year median household income (2012-2016) in Adams County is \$34,709, which is considerably lower than the state median of \$50,674. The five-year estimates for the percentage of the county residents below the Federal Poverty Level is 20.2%, which is above the state estimate of 14.6%. Adams County ranks 88th in both negative health outcomes and health factors in the state of Ohio based on the Robert Wood Johnson's Health Rankings.

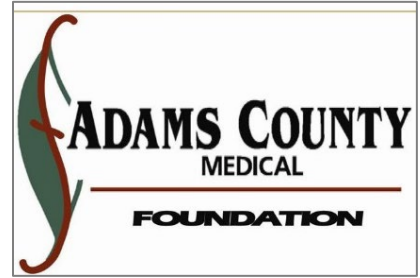
Other Contextual Information. Adams County residents are culturally Appalachian. Families generally include multiple generations living together and sharing resources. They resent people perceived as "outsiders" who try to fix communities without understanding their dynamics or the people who are involved. Effective community and cultural change is slow, which requires persistence and patience while engaging grassroots support. Trusted institutions are the schools and the faith communities. Residents typically do not readily assume leadership roles, but with outreach and personal interaction they will readily offer to assist.

There is inequality in the county and in the villages with a distinct divide between haves and have nots. Many people see poverty as a lifestyle choice and are steeped in a faith-based prosperity ideology. They do not understand the lack of resources and challenges that lead to poverty and that result in generational poverty.

Lead Agency or Convener Group

The Adams County Medical Foundation (ACMF) is the backbone organization for the SPF-PFS initiative in Adams County. The ACMF provides overall management of the initiative.

Mission and Vision. The mission of the Foundation is to provide financial support to the Adams County Regional Medical Center and to other health-related endeavors to ensure premium health care program and service availability to the residents of the Adams County region. The Foundation’s vision is, inspiring a culture of giving for the health of our community.

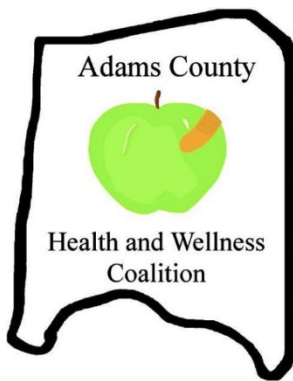


Service Area/Population. The Foundation’s service area is primarily Adams County. It also extends into surrounding counties, Highland and Brown, where it partners with the Adams-Brown Diabetes Education Coalition.

Coalition Membership and Prevention Data Committee (PDC)

The Adams County Health and Wellness Coalition is most closely connected with the Adams County SPF-PFS efforts. The Foundation’s executive director is an active member of the coalition and provides monthly updates on the Adams County SPF-PFS initiative. Many members of the coalition serve on the PDC. The Health and Wellness Coalition will be adopting the underage drinking initiative into the Coalition’s goals.

Members Representative of Community. The Adams County Health & Wellness Coalition has an active membership committee that seeks to involve all individuals and agencies connected to health & wellness. The Foundation is implementing Appalachia Cares, an on-line portal, to engage volunteers within our coalitions.



To ensure the voices of the priority population are heard, the Coalition has reviewed the OHYES! data and held focus groups with both parents and youth. Plans are underway to involve both parents and youth with the strategic plan efforts.

PDC Guidance. The Adams County PDC was instrumental in reviewing the OHYES! data and deciding on the priority problem of practice. Members of the PDC were assigned key roles in interviews to determine community readiness and in conducting the youth and adult focus groups. The PDC will be involved in determining the strategic direction of the underage drinking campaign and help determine sustainability of the initiative.

Structures

Bylaws and 501c3 Status. Both the Adams County Medical Foundation and the Adams County Health & Wellness Coalition have by-laws in place. The Adams County Medical Foundation is a 501c3 organization and the Adams County Health & Wellness Coalition is under the Foundation’s fiscal management.

Coalition’s Mission and Vision Statement. The Adams County Health and Wellness Coalition’s Vision is “Thriving Communities – Healthy People – Safe Environment” and the Mission Statement is “Protect and improve the health and wellness of all people in Adams County through collaborative partnerships that implement sustainable strategies for health promotion and disease prevention.”

Synergy

Pooled Resources. The Foundation, the Health & Wellness Coalition, and the Drug-Free Adams County Coalition actively pursue public and private funds, grants, and foundation dollars with partners to engage in substance abuse prevention. All three organizations have grant writers within their organizations. The Foundation holds an annual Gala, which is their primary fundraising event. The Health & Wellness Coalition hosts an annual event, Hike for Health, to raise operational funds.

Networks. The SPF-PFS work has brought about a closer working relationship with both of the counties school districts, particularly with the superintendents and the principals. We now have schools with formal agreements to administer the OHYES! survey. We have increased both formal and informal meetings and overall communications. Also, a stronger relationship with the Adams County Health Department has occurred from the SPF-PFS work.

Assessment and Planning. Both organizations are sharing data and working together on projects and grants. As a result of the focus group work, parents are becoming aware of the underage drinking issue verses the ongoing concern about the opioid crisis.

Community Capacity

Implementation of Strategies. Many community leaders have engaged with and been supportive of the SPF-PFS effort. Early advocates include school personnel, healthcare professionals, parents and law enforcement. The Adams County community is becoming aware of the value of using the SPF-PFS process to inform decision making. There is also an increase in human resources and in the ways people can become engaged. The SPF-PFS data are being used to access funding opportunities. At least one funding request resulted in the Foundation implementing an online portal that brings together organizations and people uniting organizations and needed volunteers throughout a six-county region that will have long-term community impact.

Community Change Outcomes. Use of alcohol by youth under the age of 18 is an issue in Adams County Ohio. The Prevention Data Committee compared data from the 2017 OHYES! Survey and found high percentages of 30 day use along with low percentages of family communication around alcohol use. The percentages of use are higher than state or national levels.

Community Capacity. Prior to implementing the SPF-PFS process, a strong Adams County community connection existed within the health and wellness sector. The Adams County Medical Foundation serves as the fiscal agent for the three Adams County Coalitions; the Adams County Health and Wellness Coalition, the Adams-Brown Diabetes Coalition, and the Drug-Free Adams County Coalition. Many members serve on more than one coalition resulting in strong collaborative efforts. The Executive Director of the Foundation is also an active leader in the Adams County Health & Wellness Coalition and meets with the other coalitions from time-to-time. This coalition relationship allowed the Foundation to quickly identify key members for the PDC for this initiative.

Health and Social Outcomes. As a result of the SPF-PFS project, community connectedness increased with both of Adams County's school districts, the parents involved in the listening sessions, and community leaders involved in the readiness level interviews. As a result of sharing the results of the data, other organizations have become interested in the issue of Underage Drinking and have implemented some projects outside the scope of this project. With this being said, more work is needed to reach out to the larger Adams County community.