Cover Missouri Community Health Literacy Program

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The Cover Missouri Coalition
A project of the Missouri Foundation for Health

- Promote quality, affordable health coverage for every Missourian
- Lower the rate of uninsured Missourians to 5% by 2018
- Improve the health insurance literacy of Missourians
What is the pilot community project?

A Cover Missouri sponsored community health project to:
• Support the community’s knowledge about health and health care
• Help people make informed choices for their family’s health

Goal: engage the community around health and health insurance through strategies that lower barriers to health

MEET COMMUNITIES WHERE THEY ARE …
INFUSE HEALTH LITERACY
Our planning process

**Phase 1: Early planning**
- Select 4 communities based on criteria and decision-tree
- Identify tracking and evaluation measures

**Phase 2: Community organization**
- Staff assigned to communities
- Identify and engage key stakeholders, and organize planning meeting

**Phase 3: Community assessment**
- Interview key stakeholders and partners
- Present findings and identify community priorities

**Phase 4: Strategic activity planning**
- Develop program activities to address health priorities
- Coordinate and implement activities
How we chose communities

In each MFH service region, we identified communities with:

- 16% or more uninsured
- 18% or more below Federal Poverty Level (FPL)
- MFH priority populations
- Existing relationships

Then, we invited communities to take part in the project.
# Community demographics

<table>
<thead>
<tr>
<th></th>
<th>Hannibal</th>
<th>Monett</th>
<th>Poplar Bluff</th>
<th>Salem</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Population</strong></td>
<td>17,717</td>
<td>8,957</td>
<td>17,195</td>
<td>4,976</td>
</tr>
<tr>
<td><strong>Race</strong></td>
<td>88.8% White</td>
<td>74.6% White</td>
<td>85.5% White</td>
<td>96% White</td>
</tr>
<tr>
<td></td>
<td>7.1% Black</td>
<td>0.02% Black</td>
<td>10.7% Black</td>
<td>0.5% Black</td>
</tr>
<tr>
<td></td>
<td>2.4% Hispanic</td>
<td>23.5% Hispanic</td>
<td>2.2% Hispanic</td>
<td>1.7% Hispanic</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td>82.4% high school degree or higher</td>
<td>28% have at least some high school</td>
<td>78.9% high school degree or higher</td>
<td>28% have at least some high school</td>
</tr>
<tr>
<td><strong>Uninsured rate (for county)</strong></td>
<td>16%</td>
<td>22%</td>
<td>17%</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Poverty rate</strong></td>
<td>22.3%</td>
<td>28%</td>
<td>27.7%</td>
<td>33.3%</td>
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</tbody>
</table>
What we offered …

Meetings and interviews with partners

Media and awareness

Created and shared resources

Events and programs

Health and health literacy trainings

Dedicated staff
Community partnerships

Monett
- Community Resource Council
- Monett R-I School District

Poplar Bluff
- Butler County Regional Medical Center
- Chamber of Commerce
- SCMCA

Hannibal
- Hannibal Regional Hospital
- CoxHealth
- EFCO

Salem
- NorthEast Independent Living Services
- North East Action Corporation
- Missouri Foundation for Healthy Schools Healthy Communities
- Your Community Health Center
- Healthy Dent County
Hannibal: Key findings

- Lack of community awareness about existing health resources
- Lack of coordination of health and social service resources
- Lack of knowledge about health insurance and the Marketplace
- Unclear health care materials, such as discharge instructions
- Mental health, particularly among teens
Hannibal: Key activities

Johego resource directory
- Smartphone application to connect the community with the services they need: food banks, shelters, health centers, etc.

Cooking demonstration with United States Coast Guard (USCG) chef, Laura Short
- Career opportunity presentation and cooking demonstration for teens
- Easy make-ahead meals, healthy cooking presentations
Hannibal: Lessons learned

Successes

• Technology can help bridge barriers to creating a unified resource directory
• Presentations, such as Chef Laura, add value and exposure to existing programs
• Collaboration of community resources will improve the health of the community

Notes for next time:

• Our leading health concerns are mental health services, substance misuse, and insurance coverage, as well as obesity and preventive health

Source: Hannibal Regional Healthcare System 2016 Community Needs Assessment
Monett: Key findings

- Tobacco use
- Obesity and diabetes
- Cardiovascular disease
- Motivating the community to be more active
- Drug use, including opioid addiction
- Dental and vision services in the Latino population
Monett: Key activities

Monett on the Move
• Community walk twice a month
• Walks for different fitness levels (20, 30, and 40-minute walks)
• Health insurance booth and Farmers’ Market participation

Trainings
• Health insurance literacy training for the Monett School district
• Health insurance literacy training for EFCO employees
Monett: Lessons learned

Successes:
• Face-to-face meetings and texting are effective tools for building relationships
• Finding the social nodes is key to learning about the community norms and culture

Notes for next time:
• Advertising for events like the Monett on the Move walk should be targeted toward several audiences to increase turnout, such as the Latino and Hmong communities
Poplar Bluff: Key findings

- Smoking
- Obesity
- Heart disease
- High poverty rates
- Drug abuse
- Lack of access to fresh fruits and vegetables
- Lack of transportation
- Lack of knowledge about and distrust towards health insurance and “Obamacare”
- Struggle to recruit specialty doctors to area
Poplar Bluff: Key activities

**Poplar Bluff Wellness Fair**
- Provided health screenings (muscle, joints, and bones; vision and dental; blood pressure and cholesterol)
- Healthy Poplar Bluff giveaways and 3 FitBit fitness trackers

**Wolf Creek Trail Run**
- Trail run to raise money for an all-inclusive playground project
- Provided $20 vouchers to the Farmers’ Market to every participant
Poplar Bluff: Lessons learned

Successes:

• Healthy Poplar Bluff has helped facilitate coordination among partners and organizations in the community
• Trust is incredibly important – our work these past couple of months will set us up well for Year 2

Notes for next time:

• Community partners have already discussed health issues to focus on in Year 2:
  • All-inclusive playground and trail connections
  • Heroin and prescription drug abuse
  • Smoking
Salem: Key findings

- Food insecurity
- Poor nutrition
- Lack of physical activity
- Overuse of the emergency room for oral health issues
- High rates of teenage pregnancy
- Smoking
- Heart disease
- High rates of poverty
- Alcohol and drug abuse
- Lack of transportation
- Lack of knowledge about health insurance
- Obesity
Salem: Key activities

Smile Mobile visit
• Provided services to 7 children and 20 adults
• Health needs assessed: oral health care, overuse of the emergency room

Cooking demonstration with United States Coast Guard (USCG) chef, Laura Short
• Healthy cooking on a budget
• Easy make-ahead meals, healthy cooking presentations
Salem: Lessons learned

Successes:
• Smile Mobile and the partnership with Your Community Health Center
• Free cooking classes are a great benefit for community members – both teens and adults

Notes for next time:
• When deciding the best use for the grant funds, a smaller group of individuals (4-6) would be more efficient than a large group (15-20)
Take away messages

• Community is multi-layered
  • No one person is the gatekeeper for all
  • Lots of conversations, continuing, as projects and relationships evolve

• Building sustainable relationships takes time and respect
  • Flexibility is a core competency

• Our agendas don’t always look the same…and we don’t always talk about key issues exactly the same way
Get in touch

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