

2018 COMMUNITY HEALTH NEEDS ASSESSMENT

KING'S DAUGHTERS MEDICAL CENTER

Table of Contents

Executive Summary	2
Introduction	3
Objectives.....	3
About KDMC.....	3
Methodology	4
Community Profile	5
Population.....	5
Age.....	6
Race/Ethnicity.....	6
Education.....	6
Employment/Income.....	6
Poverty Status.....	6
2015 Community Health Needs Assessment Impact	7
Identification of Health Needs	8
Physical Activity.....	8
Mental Illness.....	9
Access to Care/Prevention.....	9
Substance Abuse.....	10
Unaddressed Needs.....	10
Appendix A: Contacts	11
Appendix B: Community Resources	12
Appendix C: References	13

Executive Summary

The 2018 Community Health Needs Assessment was conducted on behalf of King's Daughters Medical Center in Brookhaven, MS. As mandated by the Patient Protection and Affordable Care Act, the purpose of the assessment is to identify the significant needs that exist within the hospital's service area and develop an implementation strategy to address the needs.

SERVICE AREA: LINCOLN COUNTY

The primary service area for the 2018 assessment was identified as Lincoln County, MS which is located in Southwest Mississippi, approximately 60 miles south of the state's capital of Jackson, MS. Although neighboring counties such as Lawrence and Pike utilize services at King's Daughters Medical Center, this assessment will highlight needs identified by Lincoln County residents, who make up over half of the hospital's patient population.

METHODOLOGY FOR IDENTIFYING HEALTH NEEDS

Secondary Data

The 2018 Community Health Needs Assessment was completed using data gathered from a variety of publicly available resources such as the CDC and the U.S. Census Bureau. Data collected from these sources was used to assist in identifying major issues of concern by comparing the county's performance in relation to the state and nation as well as looking at trending data over time.

Primary Data

Information for this assessment was also collected via interviews with community members who have broad understanding of the health needs of Lincoln County and represent the interest of the community. Input from individuals ranged from healthcare representatives to individual community members.

HEALTH NEEDS IDENTIFIED/PRIORITIZATION PROCESS

After identifying the health concerns of the community, King's Daughters Medical Center's Leadership Team convened to prioritize the findings based on a number of factors: existing programs, resources needed to address identified needs, and the ability to make an impact within the community. Additionally, the impact of the 2015 Community Health Needs Assessment was considered in deciding what the addressed concerns would be. After thorough evaluation, King's Daughters Medical Center's Leadership team grouped the identified needs into the following categories:

- Physical Activity
- Mental Illness
- Access to Care/Prevention
- Substance Abuse

The unaddressed needs of the 2018 assessment were determined to be transportation, the reduction of crime, and the lack of parental involvement in the lives of some children.

Introduction

Under Section 9007 of the Patient Protection and Affordable Care Act, non-profit hospitals are required to conduct a Community Health Needs Assessment once every three years. The purpose of the assessment is to identify the significant needs that are prominent in the community and develop strategies to assist in addressing those needs. Involving community input is a vital and required component in conducting the assessment as outlined in the governmental regulations. Other requirements include, but are not limited to, identifying the community served and outlining the methodology used to conduct the survey. Once the issues are identified, organizations are tasked with prioritizing which health concerns to address based on a number of factors, including the availability of community resources. An Implementation Strategy is then developed utilizing community and hospital feedback that will span the next three years at which point another assessment is completed.

OBJECTIVES

The completion of the 2018 Community Health Needs Assessment and Implementation Plan for Lincoln County, MS seeks to satisfy the following objectives:

- Profile the health status of Lincoln County by utilizing statistically valid information from reputable sources;
- Identify potential strategies for addressing identified health concerns;
- Minimize potential barriers that may hinder community health improvement;
- Increase public knowledge of health concerns and preventative measures;
- Develop a plan of action for achieving unmet needs or revamping existing services in relation to the identified health concerns;
- Fulfill regulatory requirements established by the government.

ABOUT KDMC

King's Daughters Medical Center is a 99-bed, non-profit acute care hospital that is located in Brookhaven, MS and provides services to a five-county area of over 100,000 people. As a nonprofit facility, we invest our resources in state-of-the-art technology, innovative equipment, quality medical professionals, and a first-class medical community of physicians. Over the years, King's Daughters Medical Center (KDMC), has continually expanded its range of services in response to the growing healthcare demands in the community. Currently, KDMC provides a full scope of quality health care services which include inpatient care, outpatient testing, surgical services, and emergent care, to name a few. King's Daughters Medical Center also provides an array of primary and specialty care services at one of its five medical clinics. Through the expansion of services and retention of quality medical professionals, KDMC is able to continually fulfill our vision of being recognized as a provider of quality health and wellness by accrediting organizations, our peers, and our community.



Methodology

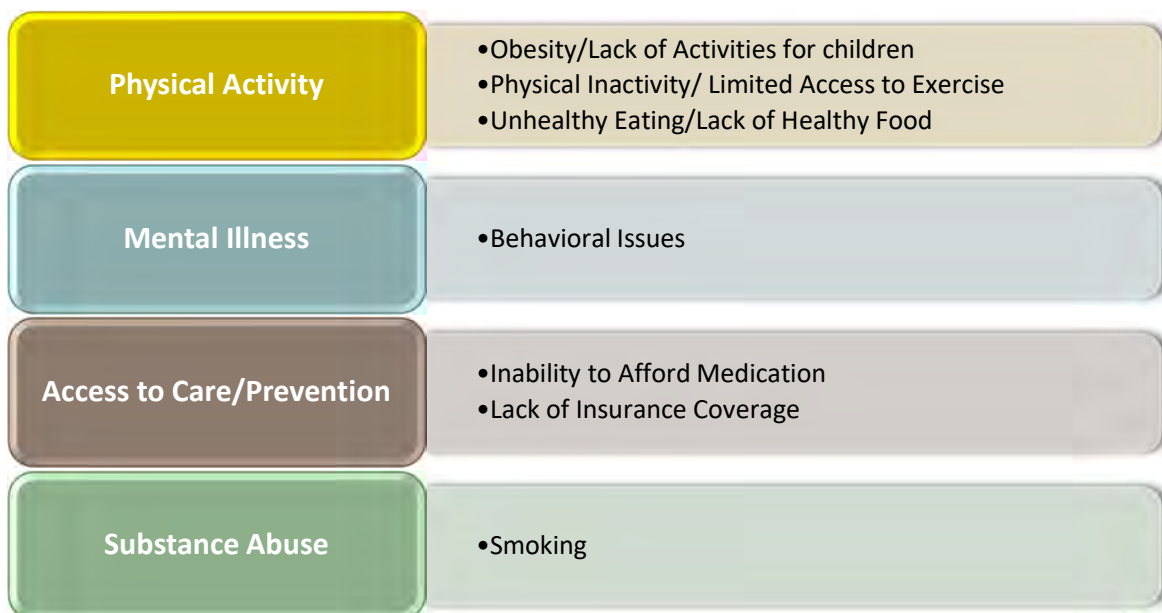
Secondary Data

Multiple secondary data sources were utilized for the completion of the 2018 Community Health Needs Assessment (See Appendix C). The collected data served as the foundation for the assessment as well as a comparative to the feedback collected from primary sources.

Primary Data

From March 2018 to May 2018, King's Daughters Medical Center solicited feedback for the 2018 assessment from various community representatives that had a general knowledge of the health concerns within the service area. Individuals were chosen based on their ability to identify primary health concerns of the populations with whom they work, as well as of the overall community. Participants were first contacted via phone, email, or personal visit to request their participation in the assessment. Once their participation was confirmed, interviews were conducted via one-on-one encounters and/or focus group studies that lasted approximately 15 to 30 minutes in length. During each interview, participants were given background information regarding the purpose of the assessment as well as information on health concerns that were deemed problematic based on secondary sources. From there, participants were encouraged to provide input on the issues they felt were concerning for the service area along with possible solutions that could be implemented to remedy the issue. The desired outcomes of each encounter were to validate information provided through secondary sources, identify any new health concerns, and identify barriers to improving outcomes (Appendix A: Contact List).

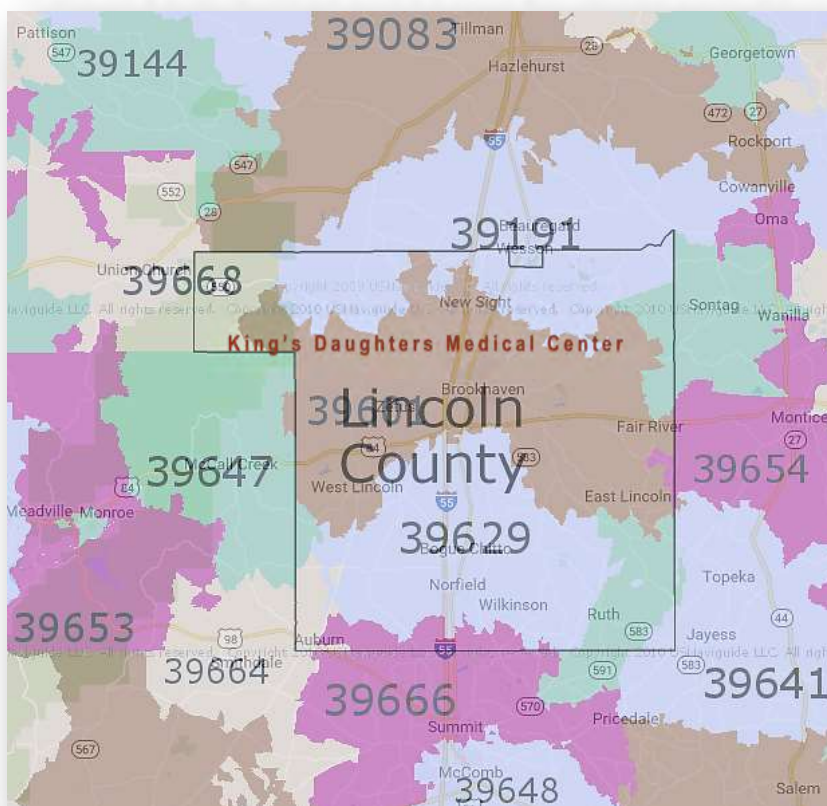
Once data from both secondary and primary sources was collected, KDMC's Leadership Team met to prioritize the findings of the assessment based on a number of factors: existing programs that address the identified needs, resources needed to address needs, health outcomes from the previous assessment, and the ability to make an impact within the community. Many of the identified issues were grouped together based on interrelated themes which further assisted in the prioritization process. Additionally, trending rates, when available, for the identified needs were compared to those of the state to help determine what the major focus areas were. Ultimately, the prioritized needs that would be addressed were grouped into the following categories:



Community Profile

COMMUNITY SERVED

For purposes of the 2018 Community Health Needs Assessment, King's Daughters Medical Center identified Lincoln County as its service area which is located in Southwest Mississippi. Lincoln County was identified as the primary service area due to approximately 59% of patients originating from here in the 2017. The identified region includes the communities of Brookhaven, Bogue Chitto, and East Lincoln. Adjacent counties to the service area are Copiah, Lawrence, Walthall, Pike, Amite, Franklin, and Jefferson.



Primary Service Area

39601-Brookhaven
39629-Bogue Chitto
39647-McCall Creek
39191-Wesson
39668-Union Church
39654-Monticello

Secondary Service Area

39083-Hazlehurst
39641-Jayess
39648-McComb
39653-Meadville
39666-Summit
39664-Smithdale

POPULATION

According to the 2017 US Census Bureau Quick Facts, Lincoln County had an estimated population of 34,347 which is roughly 1.18% of the state's overall population. Since the 2010 estimates, Lincoln County experienced a 1.5% decline in total population compared to the state's slight increase of 0.5%. Of the county's total, 52.4% were females and 47.6% were males.

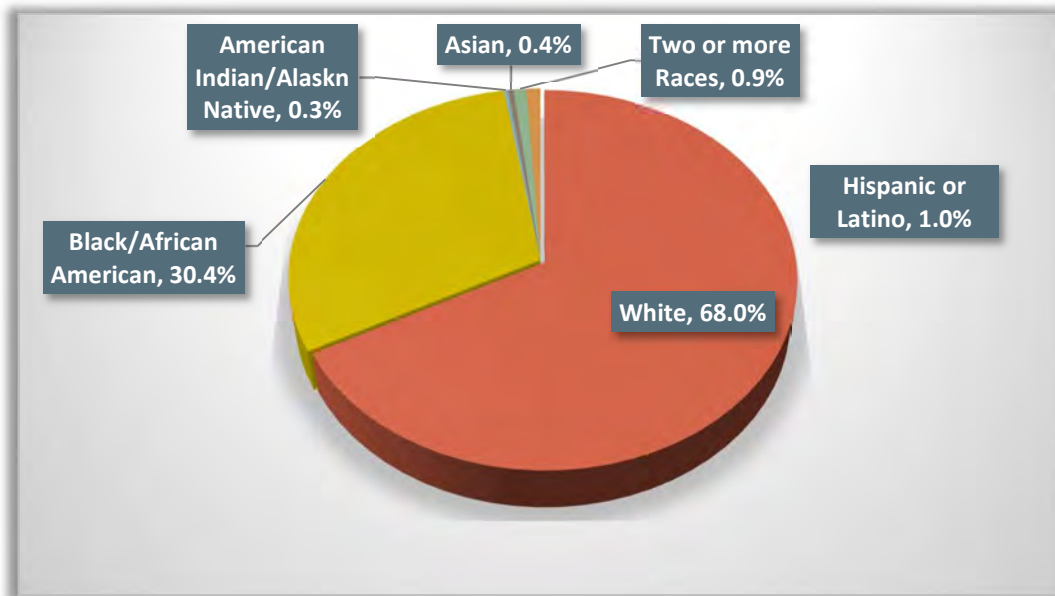
AGE

The most recent estimates revealed that Lincoln County's age distribution was relatively consistent with that of the state with similar percentages observed in the under 5 age group as well as in the 18 and under group. There was, however, slight variation in the 65 and above age group when compared to that of the state and nation. Within this group, Lincoln County had an observed rate of 16.8% compared to the state at 15.5% and nation (15.6%).

RACE/ETHNICITY

According to the 2017 population estimate provided by the U.S Census Bureau, Lincoln County has a predominantly white population, consisting of 68.0% of the total. The second largest racial group within Lincoln County, according to the 2017 estimate, is Black or African American, which accounted for 30.4% of the population. This racial group has remained relatively consistent with the previously reported figure where Blacks made up 30.7% of the population. The remainder of Lincoln County's population consists of smaller groups including: American Indian and Alaskan Native (0.3%), Asian (0.4%), and two or more races (0.9%). The Hispanic or Latino population within the county accounted for 1.0% of the total population.

Population by Race, Lincoln County, 2017



EDUCATION

Education is essential to consider when assessing the health of a particular community. Statistics show roughly 85.6% of residents age 25 and up have a high school degree which is higher compared to the state (83.0%). However, in comparing the percentage of individuals 25 and above with a Bachelor's degree or higher, only 14.8% had this distinction, which was considerably less than the state (21.0%) and nation (30.3%).

EMPLOYMENT/INCOME

Employment status is another important aspect to assess when considering the population health of individuals within a community. In 2017, 51.8% of residents age 16 and older were in the labor force which was 3.3% lower than the reported rate of 53.6% in the 2015 assessment. Moreover, Lincoln County's employment rate is considerably lower than the state (57.4%) and nation (63.1%). Consequently, the median household income for Lincoln County (\$36,250) was lower than the state (\$40,528) and nation (\$55,322).

POVERTY STATUS

According to the 2017 U.S. Census Bureau Quick Facts, the percentage of Lincoln County residents that live below the federal poverty level is relatively consistent (20.0%) with that of the state (20.8%). However, both the county and state percentages are significantly higher than the nation at 12.7%.

2015 Community Health Needs Assessment Impact

Following the 2015 Community Health Needs Assessment process, King’s Daughters Medical Center offered a number of activities and educational opportunities to help impact the identified needs. For instance, activities such as weight loss classes, health fairs, and diabetic support groups provided support to more than 6,500 people in the community. Other activities such as smoking cessation classes, birth education classes, the establishment of blood pressure ministries in churches, and free sports physicals provided reach to roughly 3,000 people. KDMC also increased the number of primary care providers in the clinics and increased the public’s awareness of available resources through interactive kiosks. The kiosks were placed throughout the community and allowed individuals to have even more access to education related to the health needs identified in 2015 and more. By the end of 2017, there were more than 10,000 views generated on various topics accessed through the kiosks (Figure 1). Increased access to education and health activities held throughout the years appeared to have had influence on some health indicators for Lincoln County.

When compared to the state, Lincoln County has made improvements in some of the needs that were previously identified in the 2015 Community Health Needs Assessment. For instance, there was noted improvement with teen pregnancy, low birth weight, and the percentage of individuals diagnosed with diabetes. Additionally, there was an observed improvement in the reported number of mental illness days in the county. There was, however, a number of areas where there was little or no improvement noted (see Figure 2). Moreover, the primary data collected during the 2018 Community Health Needs Assessment further confirmed the problematic issues that were identified by secondary data.

Figure 1: Kiosk Usage Summary Through December 2017

KIOSK USAGE SUMMARY-THROUGH DEC 2017	
CHNA	141
2015 CHNA Implementation	24
2015 KDMC CHNA	27
Providers	
Search from Home Screen	1804
Search by Practice Specialty	692
Search by Practice Location	594
Search by Last Name	1275
Content Library	1302
Video Library	
Back Pain	384
Breast Cancer	197
Breastfeeding	286
CPR	457
Dementia	208
Diabetes (Adult)	256
Diabetes (Juvenile)	153
Hypertension	236
Newborn Care	422
Obesity (Adult)	311
Obesity (Juvenile)	293
Prenatal Care	429
Smoking Cessation	234
Sodium Intake	223
Vaccines	249

Figure 1 illustrates the total number of views per accessed topic.

King’s Daughters Medical Center installed five interactive kiosks throughout the community to provide education on various health topics and provider specialties. By the end of 2017, there were over 10,000 views.

Figure 2: Lincoln County Health Ratings Scorecard, 2015-2018

	2015	2016	2017	2018
	LINCOLN	LINCOLN	LINCOLN	LINCOLN
Obesity*	37%	39%	39%	39%
Limited access to healthy foods	11%	11%	11%	12%
Lack of Physical Activity*	34%	34%	33%	35%
Access to Exercise opportunities	48%	48%	48%	47%
Adult Smoking	22%	20%	20%	21%
Teen Pregnancy*	58	56	51	41
Low Birth Weight*	12%	11%	11%	12%
Diabetes*	14%	13%	13%	13%
Mental Illness/Poor mental health days*	4.0	4.1	4.2	4.3
Mental Health Providers	3,481 to 1	3,480 to 1	3,150 to 1	2,880 to 1
Black/non-Hispanic Infant Mortality*	9.9	11.0	9.0	10.0
Lack of Primary Care*	2,908 to 1	2,320 to 1	2,170 to 1	1,920 to 1

**Need identified during 2015 CHNA survey process*

LEGEND

BETTER SAME WORSE

**COMPARED TO THE STATE*

Identification of Health Needs

PHYSICAL ACTIVITY

OBESITY

Consistent with the findings of the previous assessment, obesity was again identified as an area of concern for Lincoln County from both primary and secondary sources. In fact, the obesity rate for Lincoln County increased to 39% in 2018 which is a 5.4% increase than the reported rate of 37% in 2015. Coincidentally, the obesity rates increased for the state and nation as well, with higher rates observed among Black and Hispanic women. In Lincoln County, a lack of activities for kids was identified as a factor that contributed to the higher obesity rate.

PHYSICAL INACTIVITY/LIMITED ACCESS TO EXERCISE

Engaging in physical activity is a vital component in maintaining a healthy lifestyle and preventing adverse health conditions such as obesity, hypertension, and diabetes. Similar to previous assessments, physical inactivity was identified as an area of need from multiple primary sources as well as statistical information gathered via secondary sources. In fact, CDC statistics show that individuals residing in the southern states are less likely to engage in physical activity when compared to other regions. Rates remained unchanged for 2015 and 2016 where 34% of Lincoln County residents reported having no physical activity. A slight increase was noted in 2018 where there was an observed rate of 35%. Moreover, statistics show there is limited access to exercise opportunities when compared to the remainder of the state.

UNHEALTHY EATING/LACK OF HEALTHY FOOD CHOICES

Other identified health concerns that contribute to the obesity rate are unhealthy eating and a lack of healthy food choices. According to primary and secondary sources, these issues have been ongoing for not only Lincoln County, but also the entire state. Primary sources identify the abundance of fast food restaurants and the associated convenience as barriers to improving eating habits and obesity. Some sources believe interventions such as increasing outreach to underserved areas, providing more community walks, and enhancing the utilization of walking trails are some ways to improve the

identified issues. Additionally, the Supplemental Nutrition Assistance Program (SNAP) will enable its beneficiaries to receive extra fruits and vegetables under its Fresh Savings Program that is available at the local farmer's market.

KDMC'S CURRENT ATTENTION TO OBESITY, PHYSICAL INACTIVITY, and UNHEALTHY EATING

Currently, King's Daughters Medical Center offers education on health issues such as obesity through various community health fairs and educational classes that are offered. Such events allow the community to take advantage of free BMI measurements and receive education on preventative health issues. Feedback gathered during the 2015 Community Health Needs Assessment further indicated a need for education on health issues which led to the establishment of the interactive kiosks. Additionally, KDMC has continued to offer the T.O.P.S (Take Off Pounds Sensibly) weight loss class which has grown in participation over the past 3 years. King's Daughter's Medical Center has also provided education on healthy eating as well as portion plates to all 5th grade students within the county. Other interventions undertaken to address the identified issues include providing obesity focus groups, free sports physicals for students, and sponsoring healthy walks. Moreover, collaborations with other local organizations and services provided through the KDMC Fitness and Performance Center help to address the obesity and physical inactivity issues in the county.

MENTAL ILLNESS

According to statistics reported by County Health Rankings, the number of poor mental health days has been consistently better than the state; however, primary sources deemed mental illness as problematic for 2015 as well as 2018. Mental illness is the collective term used to identify a number of diagnosed mental disorders including depression, anxiety, and schizophrenia, to name a few. According to the CDC, mental illness is generally higher in the southeastern region of the United States, and is linked to lower healthcare utilization, increased risks of chronic diseases, and other adverse health outcomes.

During the 2018 assessment, primary sources emphasized mental illness as an area of concern for both adults and children of Lincoln County. According to some, the challenge to dealing with mental illness is that some are in denial and therefore, forgo treatment. For others, the lack of insurance coverage or finances makes it difficult to obtain the help needed. In local schools, some sources have stated mental illness and behavioral issues are problematic due to familial relations as well as a lack of things to do outside of school. Moreover, the counselor to student ratio poses an additional challenge to identifying and effectively treating the issue.

KDMC'S CURRENT ATTENTION TO MENTAL ILLNESS

In general, KDMC's expertise in treating mental illness has been limited due to the lack of resources. Individuals experiencing mental illness symptoms have been seen mainly in the emergency department where they were stabilized and transferred to other health facilities that specialize in this type of patient care. If possible, referrals to the local Region 8 facility were made for further evaluation of the patient. KDMC has, however, provided education to the public on various types of mental illness via the health encyclopedia that is located on interactive kiosks and the hospital's website.

ACCESS TO CARE/PREVENTION

Primary sources participating in the 2018 assessment identified with a lack of insurance coverage, and the inability to pay as other major issues for residents of Lincoln County, especially among those ineligible for Medicaid and Medicare. In fact, the 2017 Census Bureau estimates revealed that 14.3% of Lincoln County residents less than 65 years of age lacked insurance coverage. Consequentially, primary sources stated individuals are less likely to receive preventative care for chronic conditions such as diabetes or have the

finances to afford important medications. Moreover, access to care, or the availability of primary care physicians, has been considerably worse in Lincoln County, further complicating preventative efforts.

KDMC'S CURRENT ATTENTION TO NEEDS

Throughout the years, King's Daughters Medical Center has worked to improve access to care and preventative efforts for the residents of Lincoln County. During the 2015 assessment, the community identified a lack of primary care providers as an area of concern. To help remedy this need, King's Daughters Medical Center recruited and employed more primary health providers to its clinics. The hospital has also worked to increase the awareness of available resources such as provider specialties and chronic health conditions via the interactive kiosks. King's Daughters has also continued to provide weekly diabetic education classes and participate in free health fairs throughout the year where BMI screenings, glucose screenings, and blood pressure assessments are conducted. In fact, King's Daughters Medical Center established a Blood Pressure Ministry in the local churches as a result of the previous assessment. Other offerings throughout the year include flu shots, bone density screenings, healthy eating education, and free sports physicals, to name a few.

SUBSTANCE ABUSE/SMOKING

The term "substance abuse" is a health disorder that refers to the abuse of illegal or legal substances such as alcohol, marijuana, tobacco, and opiates. According to the Center on Addiction, 1 in 4 Americans who first smoked, drank, or used other drugs before the age of 18 has a substance abuse problem. In fact, substance abuse has gotten significantly worse through the years, causing the government to declare it as a national epidemic. The issue is just as significant in Lincoln County and the state as a whole, where one of the highest rates of prescription painkillers per capita was observed. Moreover, primary sources identify substance abuse as a contributing factor in the county's crime and premature death rates.

KDMC'S CURRENT ATTENTION TO SUBSTANCE ABUSE

Currently, King's Daughters Medical Center provides education on substance abuse and smoking via the interactive kiosks and hospital website. Additionally, the hospital offers smoking cessation classes free of charge to qualifying individuals as well as assistance in finding treatment for individuals suffering from substance abuse addiction. Moreover, the hospital's emergency department and clinics utilize the Prescription Monitoring Program (PMP) to prevent the overprescribing of narcotics to patients.

UNADDRESSED NEEDS

During the 2018 Community Health Needs Assessment, there were other significant needs identified by both primary and secondary data sources that were not selected as priorities by King's Daughters Medical Center. The needs identified but will not be addressed are lack of transportation, crime, and lack of parental involvement. Currently, there is a 5-county transportation system that is available for Medicaid recipients and KDMC's EMS provides transportation home at no charge for the indigent. Also, KDMC interacts with local churches and receives assistance in transporting patients without an EMS need. As for crime and lack of parental involvement, KDMC lacks the expertise and resources to manage those needs.

Appendix A: Community Health Needs Assessment Contact List

CONTACT	TITLE/ORGANIZATION
Eleanor Monroe	MDHS Economic Assistance, Lincoln County Director
Tyson Kirkland	ER Case Manager
Jan Thurman	KDMC Social Worker
Betty Ann Williams	United Methodist Church/Mission Mississippi
Susan Hood	United Methodist Church; Mission Mississippi
Denise Leggett	Counselor, Bogue Chitto School (K-12) Loyd Star Resident
Bogue Chitto Residents (Focus Group)	Residents (relative ages 72, 52,18,19,40)
Rhonda Slocumb	KDMC Clinical Educator
Brother James Durr	Brookhaven Outreach Ministries
Madeline England	Community Health Director for Southwest Mississippi
Rev. Eugene Edwards	Pastor, New Zion Union M.B. Church (Bogue Chitto)
Brenda Hall	Sta Home, Home Health Services
KDMC Willing Hearts Circle (focus group)	Community residents/Board Representatives
KDMC Clinic staff	Clinic managers
Wyunta Williams	KDMC Discharge Planning Nurse
Deloris Dixon	Accountant, Brookhaven Market Basket

Appendix B: Community Resources

COMMUNITY RESOURCES	
Southwest Council on Aging	Family Health Clinic
Division of Medicaid	WIC Program
MS Dept. of Human Services Food Stamp Program (SNAP)	Southwest MS Opportunity, Inc.
Lincoln County Health Department	Thrift Store and Food Pantry
Brookhaven Outreach Ministries	Southern Christian Services
Dolls House-Women's Shelter	
MENTAL HEALTH	
Region 8	
INSURANCE AND PRESCRIPTION	
MS Comprehensive Risk Pool	Discount Drug Card
Rx Outreach	MS Medicaid
MASH Program	KDMC Financial Assistance Program
KDMC SUPPORT GROUPS	
Diabetes Support Group	Smoking Cessation
CPR	Community Education Services
Obesity Classes	Wellness Works
First Aid Classes	Child Birth Classes/Breastfeeding Support
Blood Pressure Ministry	AARP Safe Driver Classes
OTHER RESOURCES	
School Nurses/Counselors	Information Hotlines
KDMC Clinics System	Community Parks/Walking trails
KDMC Fitness Center	KDMC Performance Center
Market Basket/Farmer's Market	Jimmy Furlow Senior Citizen Center
Five-County Public Transit	Lincoln County Sherriff's Office

Appendix C: References

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