



KANSAS RURAL  
HEALTH WORKS

# Neodesha Rural Health Works

John Leatherman, K-State Research and Extension

Jane Faubion, KDHE Office of Local & Rural Health

Chris Tilden, KDHE Office of Local & Rural Health

Chad Austin, Kansas Hospital Association

**Sponsored by Kansas Rural Health Options Project**

# Program Agenda

- Overview – progress to date
- Community concerns revisited
- Community data highlights
- Community health care survey
- Health care services directory
- Next meeting date

# Program Overview

- Help foster sustainable rural community health care system
- Community-driven process
- 5-6 one-hour working meetings over 4-5 months
- Emphasis is on development of information products
  - Economic impact of health care system
  - Health services directory
  - Community health care survey
  - Data and information reports
- Summary meeting at conclusion
  - Discuss tentative action plan at the final formal KRHW meeting



## The Importance of the Health Care Sector to the Economies of Neodesha and Wilson County

Kansas Rural Health Options Project  
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**Katie Morris**, *Extension Assistant*  
**Casey Cook**, *Research Assistant*  
**John Leatherman**, *Director*



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# Importance of Health Care Sector

- Health services and rural development
  - Major U.S. Growth Sector
  - Business location concern
  - Retiree location factor
- 601 direct employment - 818 total employment
- \$25 million income annually - \$31.2 million total income

# Preliminary Community Concerns

- What are the major health-related concerns in Neodesha?
  - Closure of the nursing home
  - Pending retirement of the dentist
  - Drug and alcohol addiction – prevention and treatment
  - Loss of health insurance & associated preventive care
  - Use of hospital emergency room for health care
  - Child abuse and protection

# Preliminary Community Concerns

- What needs to be done to improve the local health care system?
  - Availability of a walk-in health clinic as an alternative to the emergency room
  - Strengthen the overall economic viability of rural communities

# Preliminary Community Concerns

- What should be the over-arching health care goals of the community?
  - Improve overall access to health services
  - Sustain the viability of the local hospital
  - Recruit another nursing home to keep the local elderly nearby

# Preliminary Community Concerns

- What are the greatest barriers to achieving health care goals?
  - Difficulty of recruiting visiting specialists
  - Cost and financing of health services
  - Awareness and access to available health resources
  - Cost of pharmaceuticals for lower income persons

# Data Fact Sheets

- Seeking issues/needs in secondary data
- Economic & demographic data
  - data echoes information in impact report
  - declining total population
  - remaining population aging
  - nearly 44% of population lives alone
  - 17% of HH live on <\$15,000
  - transfer income increasingly important
  - poverty typically above state average

# Data Fact Sheets

- Health & behavioral data
  - may be over-supplied with nursing facility beds – community-based alternatives?
  - youth tobacco use/binge drinking 15% to 20%
  - child immunizations only about 50%
  - 20% newborns < than adequate prenatal care
  - 17 teenage out-of-wedlock births in 2006
  - government services important to many

# Data Fact Sheets

- Crime data
  - long-term crime incidence rising
  - number of adults/juveniles arrested increasing
- Education data
  - long-term enrollment decline
  - dropout rate trending lower
  - most other trends are positive
- Traffic data
  - generally stable overall trends
  - 15% of crashes w. injury/death, no seatbelt

# Overall Conclusions from Data

- Population trends and income levels are creating challenges
- Accessing state/federal assistance is essential
- Community-based services for those elderly, alone
- Improvement in preventable problems – neonatal care, teen tobacco/alcohol use, teen pregnancies, immunization rates

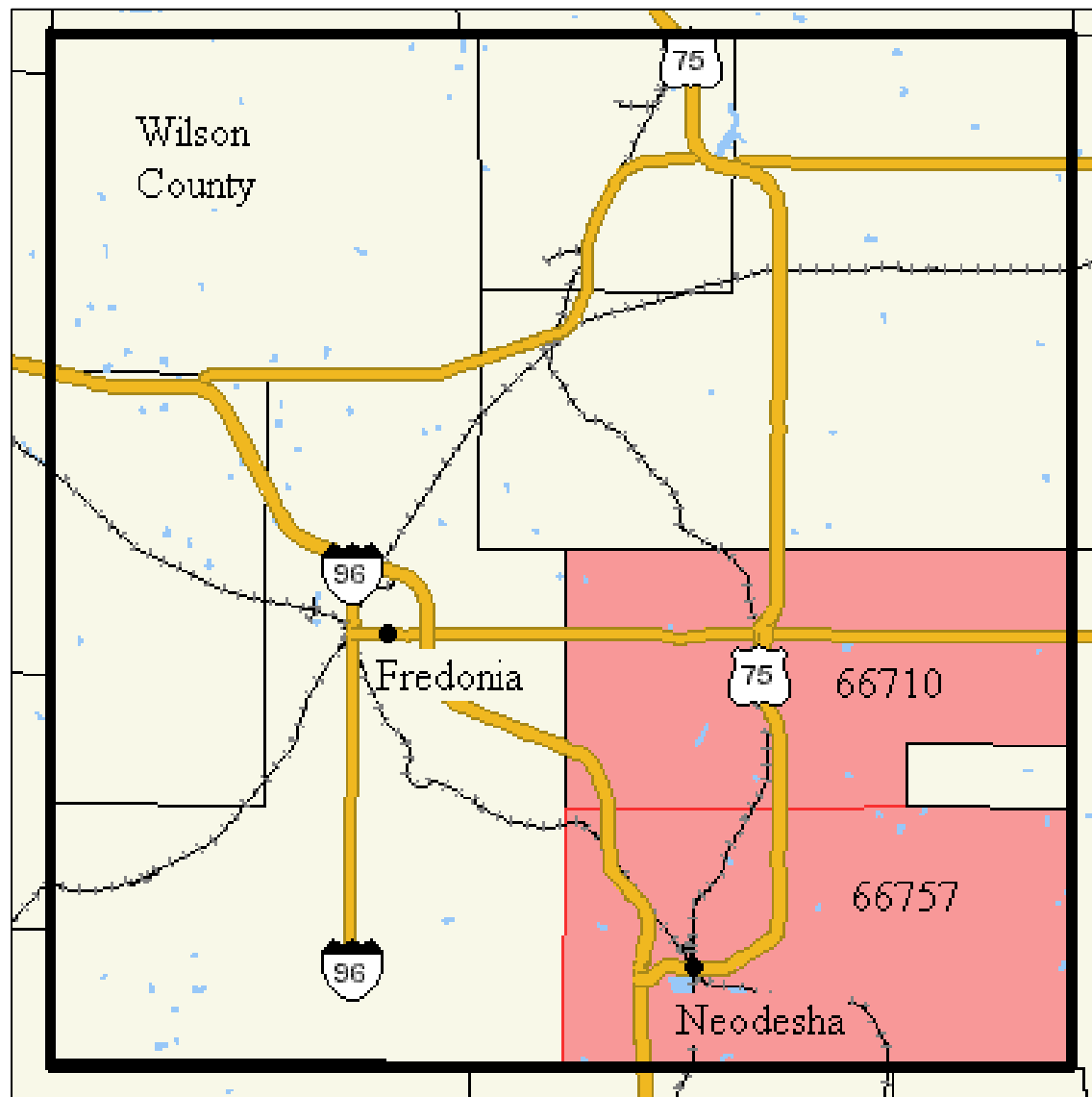
Reactions, discussion?

# Community Survey

- Calling between 6-9 p.m.
  - Docking Institute, Fort Hays State University
  - Random selection until 200 responses seeking representative sample of the population
  - Limit to 10 minutes or less
- Beginning April 6



# Neodesha Health Market Area



# Survey Questions

- Location information and demographics
- Local health provider usage and satisfaction
- Location of health providers
- Hospital usage and satisfaction
- Insurance coverage – questionable information
- Information/education on health topics

# Your Questions

- Preliminary list of issues
  - Hispanic population, immunizations, hospital community relations, communication networks
- Data and information sheets
  - Accessing state/federal assistance; community-based services; preventable problems – neonatal care, teen tobacco/alcohol use, teen pregnancies, immunization rates

# Survey Publicity

- Need volunteers to step up
  - Newspaper article, ad; local cable, radio PSAs; posters; flyers
  - Your ideas?
- Sample resource material
- Marketing timeline

# Health Services Directory

- Overview
- Sponsorship
- Contents
- Completeness, accuracy
- Service detail, e.g. hospital; county health & aging services; others?
- Prevention & wellness programs/services?
- Draft posted at [www.krhw.net](http://www.krhw.net)

# Meeting Schedule

- Introduction/economic impact March 2
- Data fact sheets/survey March 25
- Finalize survey/directory April 1
- Survey results April 29
- Summary meeting May 20

# Next Meeting

- Overview and progress
- Finalize survey
- Survey promotion strategy
  - Report from Publicity Committee
- Last call for health care directory changes