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2022 Progress Report

COMMUNITY HEALTH  
IMPROVEMENT PLAN

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# Introduction

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On behalf of Yamhill Community Care, this report details the priorities, progress, metrics, process, and barriers for its 2019-2024 Community Health Improvement Plan. Contact:

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## Executive Summary

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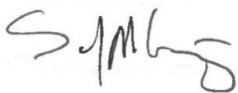
Yamhill Community Care (YCCO) has always been reliant on local feedback. YCCO is committed to understanding and reducing health disparities, promoting prevention practices, continuous quality improvement, and engaging with the Community Advisory Council and the community at large. The YCCO Community Health Improvement Plan represents a collaborative, listening-first process. It evolves as the community changes and is designed to be responsive to local need.

The Community Advisory Council is responsible for oversight of the CHIP. The Health Plan Operations Department is accountable for this deliverable. The overall goal of the YCCO CHIP is to improve wellness within the YCCO service area in collaboration with local partners, using a trauma-informed and equity lens. The six priority areas of the CHIP are as follows:

Oral health	Behavioral health
Children and families	Access to care
Trauma reduction and resiliency	Social determinants of health

The strategies to address the priority areas within the plan include initiatives to strengthen community partnerships and increase community awareness of both programs and prevention practices, as well as projects to connect community members to nutritious food, increase access to health care and health related services, and offer supports to children and families.

Regards,



Seamus McCarthy, PhD  
President & CEO, Yamhill Community Care



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# Plan Background

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## Community Health Improvement Plan Vision

*Our healthy community is accessible and inclusive, has diverse resources, and focuses on social determinants of health and trauma-informed care. Our healthy community provides and promotes regular preventative care, in partnership with medical providers, to support healthy families and individuals.*

**Health Equity Commitment:** YCCO has adopted OHA's Health Equity Committee 2019 definition of Health Equity:

*Oregon will have established a health system that creates health equity when all people can reach their full health potential and well-being and are not disadvantaged by their race, ethnicity, language, disability, gender, gender identity, sexual orientation, social class, intersections among these communities or identities, or other socially determined circumstances.*

*Achieving health equity requires the ongoing collaboration of all regions and sectors of the state, including tribal governments to address:*

- *The equitable distribution or redistribution of resources and power; and*
- *Recognizing, reconciling, and rectifying historical and contemporary injustices.*

### **YCCO has committed to the following:**

- fostering staff and committee understanding of equity's value, meaning, and impact in their everyday work and offering regular training, education, and support to elevate diverse voices
- gathering and analyzing available information about the people it serves, using demographics and disparities to inform decisions and resource allocation
- regular review of policies, procedures, and practices resulting in continuous, intentional improvement
- enhancing outreach and engagement through the Community Advisory Council, member feedback, and local listening sessions to ensure all perspectives are valued

**YCCO Vision:** *A unified healthy community that celebrates physical, mental, emotional, spiritual, and social well-being.*

**YCCO Mission:** *Working together to improve the quality of life and health of Yamhill Community Care Organization members by coordination effective care.*

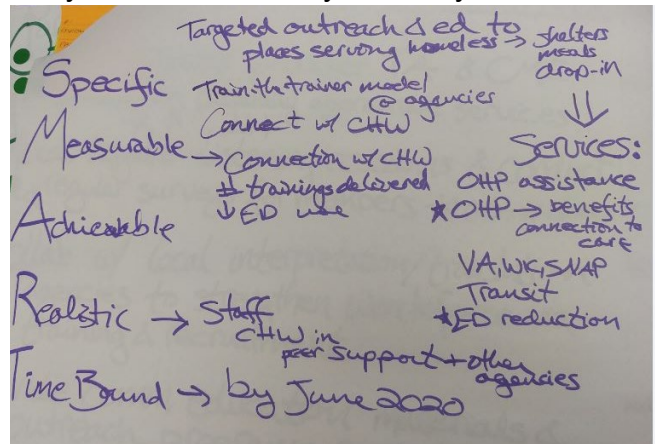


# COMMUNITY HEALTH IMPROVEMENT PLAN PROCESS

## Reference documents attached:

*YCCO CHIP Dashboard, YCCO CHIP 2021 Questionnaire, YCCO Progress Report Presentation*

The key focus of creating Yamhill Community Care’s 2019 Community Health Assessment and Improvement Plan process was including the voice of the community. The MAPP (Mobilizing for Action through Planning and Partnership) process and a strong collaborative partnership with Yamhill County Public Health shaped the development of the priorities. Stakeholder feedback was an integral part of shaping the final priorities and strategies and included focus groups in the communities served, incentivized surveys, and Community Advisory Council guidance. Many strategies were formed from focus group ideas and innovative suggestions at CAC meetings. They were designed to be SMART (Specific, Measurable, Achievable, Realistic, and Time-Bound), with some emphasis on “achievable” within the current environment and known resources. **The image included shows part of the process during an in-person focus group to develop the 2019 CHIP.**



Over the course of the CHIP’s implementation, the focus on community-led decision making has remained, but the needs and the lens has shifted. First, to address COVID. Second, to prioritize a clearer understanding of impact on different community demographics and equitable distribution of resource. As more data has become available to understand the YCCO member population and its needs, YCCO is able to shift strategies to become more tailored to those who need, and want, additional support.

The review process included an application of an equity lens, both through a Community Conversation feedback session and by applying the Multnomah County Equity and Empowerment Lens 5Ps system, considering impact based on people, place, power, process, and purpose.



## COLLABORATION AND PARTNERSHIP

While the 2019 CHIP and CHA are not fully shared, they are the result of ongoing, collaborative partnerships and aligned strategies.

**The workgroup closely involved in the creation and drafting of the 2019 CHA and CHIP included the following:**

CHIP Planning Group	
Newberg Children’s Clinic	Virginia Garcia
Housing Authority of Yamhill County	Project ABLE Peer Support
Capitol Dental Care	AmeriCorps VISTA
Yamhill County Public Health	YCCO Community Advisory Council

This group provided feedback on the process, as well as strategy feasibility and impact. With the CAC, this group conducted elements of the MAPP process, including identifying barriers and considering outcome measures. This group’s diversity was integral to understanding how strategies might be implemented and how they may be received.

**The CHIP is by nature highly collaborative and relies on a broad range of resource. However, a few responsible parties listed in the CHIP are key drivers of the work:**

CHIP Responsible Parties	
Capitol Dental	FamilyCore Leadership Team
Traditional Health Worker partners	Yamhill Early Learning Hub
Oral Health Coalition	Community Advisory Council
Yamhill County Public Health	Continuing Medical Education Workgroup
Yamhill County School Districts	Community Prevention & Wellness Committee

**YCCO consistently seeks, and partners with diverse partners to inform, guide, and implement community-based interventions, prioritizing representation from each sector:**

Agency Categories Represented	
Physical health	Tribes
Dental health	Education
Behavioral Health	Social services
Traditional Health Work	Hospitals
Relief Nurseries	School health providers
Local public health authority	Business community
Local government	Community members
Health care interpreters	Culturally specific organization
Early Learning Hub	State government



Yamhill Community Care formed a CHA/CHIP Steering Committee after its 2021 Community Conversations to vet current CHIP strategies and identify considerations for the 2022 CHA.

**Currently, the committee includes representation from the following:**

CHIP/CHA Steering Committee	
Furniture bank	Latinx DACA recipient
Housing and food security nonprofit – youth outreach	Support for families with children experiencing disabilities
LGBTQ+ student	Post-prison re-entry and housing
Higher education	Traditional health work

Per Community Advisory Council recommendation, the committee consists of compensated representatives from different organizations and backgrounds. The CAC wanted to prioritize representation from youth and people with or caregivers of people with disabilities, as well as the LGBTQ+ population and non-English speakers. While no LEP individuals were able to be recruited, the committee did have one Spanish speaker who was instrumental in reviewing Spanish-language materials. YCCO acknowledges that this group is not fully representative of the community, nor do its members speak for all of those who share their identity or background, but the group did bring diverse perspectives and strong opinions.

Based on the 2021 Community Conversations, YCCO furthered CHIP strategies through three main bodies: the CAC CHIP funds, the Community Prevention and Wellness Committee, and the Traditional Health Worker Liaison workplan. While the CHIP Priority Areas and Objectives were validated by the group as continuing to be relevant, a few areas were identified as priorities, namely **navigation supports, substance use/mental health, and housing**. Second, YCCO performed a review of the CHIP progress based on the dashboard with the CAC and CPW, and identified those areas highlighted red or delayed as priorities for funding. Both groups noted **substance use** as delayed areas of focus and ensured allotted program funding was directed toward those strategies.

The CAC gave feedback that highlighting the barriers of organizational transitions was helpful, as their agencies had seen lots of staff turnover and reorganization, which impacted the work. CAC members also highlighted the successes of expanded WellRide and suggested emphasizing that in the report and in the community.

**For more detail on engagement, see attached [YCCO CHIP Questionnaire](#).**



# Improving Community Health

The YCCO CHIP has six priorities.

CHIP Strategies addressed are referenced in **orange** in the following format:

Priority Area #.Objective #.Strategy #

e.g. **Strategy 4.2.1** = Priority Area 4 Access to Care, Objective 2, Strategy 1



## PRIORITY 1: ORAL HEALTH

In 2021, rates of engagement with oral health care stayed lower than average, but strong efforts from Capitol Dental Care in partnership with YCCO connected people with needed services, especially children.

<b>Member Input and Impact</b>	
<p><b>Purpose</b> – To ensure comprehensive wellness, including oral health</p> <p><b>People</b> – Oral health impacts individuals’ mental and physical health</p>	<p><b>Place</b> – Fluoridation is geographic</p> <p><b>Power</b> – Trauma-informed oral health care is vital</p> <p><b>Process</b> – How can we help people feel safer getting oral health care?</p>

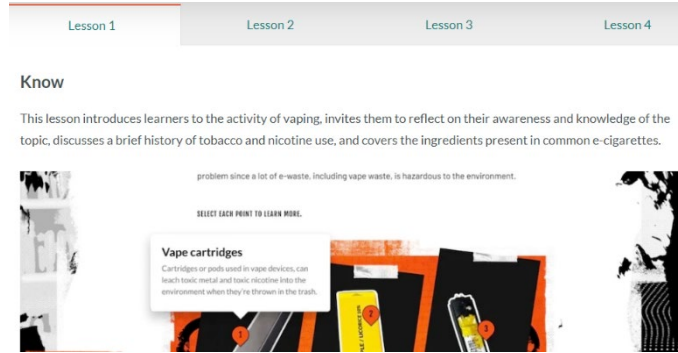
### Program Highlights

- YCCO supported Capitol Dental in a campaign to ensure children and families had access to oral health supplies, even during a time of decreased oral health visits. Capitol purchased dental supply and education kits in English and Spanish and distributed over 2800 to schools, community events, and through community outreach agencies. **CHIP Strategies 1.1.1, 1.1.2, 1.2.1**





- After analysis of current CHIP strategies and progress, YCCO determined that substance use and tobacco use were delayed. Additionally, the assessment of oral health curricula in schools showed that Capitol Dental offered oral health education, but it was limited in tobacco use information, and no formal tobacco prevention lesson plan was used with students. In virtual classrooms, the Capitol education program paused. In response to these issues, YCCO partnered with Willamina School District to offer an online vaping and tobacco prevention curriculum from the Truth Initiative to middle and high schoolers (selected because of student listening sessions). YCCO shared this free curriculum with the district and will follow up to determine if curriculum remains in use. [CHIP Strategy 1.5.1](#)



## PRIORITY 2: BEHAVIORAL HEALTH

Behavioral health has been highlighted repeatedly in sessions to review current CHIP strategies and in the development of the next collaborative CHA. Rates of substance use have been increasing since the pandemic, and providers and teachers alike report concerns with tobacco and drug use. YCCO focused efforts on CHIP strategies to address these concerns and improve education about available services.

<b>Member Input and Impact</b>	
<p><b>Purpose</b> – To create an environment that promotes positive mental wellness</p> <p><b>People</b> – Mental illness and substance use are stigmatized</p>	<p><b>Place</b> – Access to care can depend on geography</p> <p><b>Power</b> – Many providers don't look like their patients and many services are involuntary</p> <p><b>Process</b> – How can we ensure safe and accepting spaces are made available to both prevent and provide mental health supports?</p>

### Program Highlights

- YCCO conducted intensive research into existing tobacco prevention materials, in partnership with Yamhill County and Grand Ronde Tribe TPEP Coordinators. Two incentivized focus groups were held with 25 students (~10% of the HS population) to gather feedback on two online prevention curricula and a series of promotional materials. YCCO distributed clickable materials to students to determine the most appropriate campaign. A short online curriculum and Real Cost campaigns were identified as the most effective, but students indicated that school-directed classroom



Content	Prevention?	Vaping?	Modern?	Appealing?	Youth Audience?	Native-Specific?	Spanish Available?
ASPIRE	✓	✓	✓	✓	✓		✓
Vaping: Know the Truth	✓	✓	✓	✓	✓		
Stay True to You	✓	✓	✓	✓	✓		✓
Keep Tobacco Sacred	✓		✓	✓	Somewhat	✓	
The Real Cost	✓	✓	✓	Somewhat	✓		✓
CDC Infographics	✓	✓	✓	✓	✓		
SWAT		✓	✓	✓	✓		
Smoke Free Oregon		✓	✓	✓	✓	✓	✓

implementation would be best. The Willamina Health Teacher implemented curriculum addition for middle school and high school programs and YCCO held follow-up focus group to determine effectiveness. Students reported difficulties navigating lessons on their phones; YCCO will continue to explore better mobile and social media options for prevention promotion and encourage continued addition of prevention curricula yearly.

**CHIP Strategy 2**

- The YCCO-supported Needle Exchange Program had continued success during the pandemic. There were 109 instances of needle exchange support provided in 2021-2, and of those more than half reporting being unsheltered or homeless. Fifty seven were referred to peer services. 100% were referred to services of any kind. Most individuals received hygiene kits, hard reduction kits, or sharps containers. From 1/1/22 to June 2022, 7062 needles were turned in and 6161 clean needles were given to participants.

**CHIP Strategy 2.3.5**

## PRIORITY 3: CHILDREN AND FAMILIES

<b>Member Input and Impact</b>	
<p><b>Purpose</b> – To help children thrive  <b>People</b> – Family and caregiver structures are diverse and have diverse needs</p>	<p><b>Place</b> – Geography defines services, school, and available resource  <b>Power</b> – How can we grant children agency and voice in their own care?  <b>Process</b> – How can we meet families where they are in ways they can trust?</p>



## Program Highlights

- YCCO supported Creating Opportunities to purchase, create, and deliver sensory kits for families of children experiencing disabilities and to YCCO member families. This project was borne of a specific CAC member desire to set aside grant funds for families and caregivers of children with disabilities. After CAC and a CHIP trauma-informed care workgroup review, Creating Opportunities was selected as the partner best able to reach these families and create developmentally appropriate kits. Kits were distributed to 180 families across the service area. **CHIP Strategy 3.2.1**
- The Nutrition Oregon Campaign was formed early in 2021 to develop initiatives addressing nutrition in Yamhill County. YCCO has been part of the leadership team from the beginning, and the Campaign has developed three key strategies, supported by workgroups, to address the needs identified in a robust needs assessment conducted in the last two quarters of 2021. While other strategies were identified, the group currently is focused on the CHIP-aligned goals of providing nutrition education to Latinas, reducing the stigma of accessing food assistance, and reducing transportation barriers to healthy foods. The group is exploring innovative programs like Abuela, Mama, y Yo (AMY) Curriculum, which combines cooking classes with nutrition education; a DoorDash partnership to get healthy food into more rural areas; and Double Up Food Bucks, which stretches SNAP benefits when used for produce purchases. While none of these programs have been implemented as of this report, the NOC Campaign workgroups meet monthly and continue to make programmatic progress. **CHIP Strategy 3.3.3**



## PRIORITY 4: ACCESS TO CARE

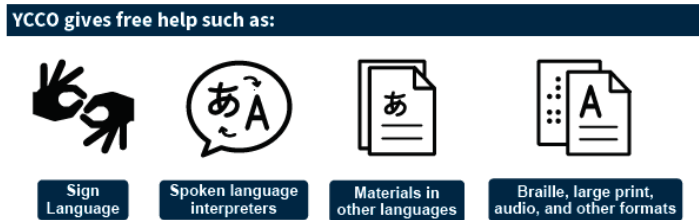
Access to care in the context of this CHIP means both whether an individual can get the care they need, but also that the care received is the right care.

<b>Member Input and Impact</b>	
<p><b>Purpose</b> – To offer the right care in the right way</p> <p><b>People</b> – People with different identities perceive, receive, and need care differently</p>	<p><b>Place</b> – Place matters in demographics</p> <p><b>Power</b> – Data cannot capture the whole story; community input must be integrated</p> <p><b>Process</b> – How can we meet needs in the ways people want them met?</p>



## Program Highlights

- The Community Advisory Council has continually advocated for short, readable materials sharing basic information about the YCCO health plan, and over the end of 2021 formed a subcommittee to collaboratively develop a Member FAQ, based on the frequently asked questions to Customer Service and most common website visits. This FAQ was shared with every YCCO member household with the Annual Member Letter, and included information about accessing care, changing providers, and getting in touch with YCCO Customer Service. **CHIP Strategies 4.1.1, 6.3.3**
- YCCO also prioritizes access to culturally and linguistically appropriate care, and so created a Provider and a Member Language Access Toolkit. Both documents are designed to support the seamless provision of appropriate language services in a clinic setting. The provider-facing document includes information about contractual requirements for offering a certified or qualified medical interpreter to all patients with a language need and for coding these encounters appropriately. The member toolkit includes information about members' rights to language services and tools for self-advocacy in a healthcare setting. **CHIP Strategy 4.1.1, 4.2.1**



## PRIORITY 5: TRAUMA REDUCTION AND RESILIENCE

Yamhill Community Care has been a leader in convening and educating people about trauma and resiliency, but in a new period of widespread pandemic trauma, is stepping back to reconsider how to convene and support the community. In 2021, YCCO invested in and explored responsive, investigative projects and programs to build TIC infrastructure, and looks forward to continuing trauma-informed care in a mindful way.

<b>Member Input and Impact</b>	
<p><b>Purpose</b> – To create a stable and nurturing community</p> <p><b>People</b> – Trauma’s impact does not define an individual’s personhood</p>	<p><b>Place</b> – Availability of resources can be the difference in averting a crisis</p> <p><b>Power</b> – Trauma-informed practices reduce hierarchy and creates safety</p> <p><b>Process</b> – How can we prevent trauma while emphasizing resilience?</p>

## Program Highlights

- In response to concerns about child abuse and neglect, especially within the Yamhill County foster system, Yamhill County Health and Human Services, Lutheran



Community Services, and YCCO partnered to support a Family Well-Being Council. This council meets regularly to build strategies for preventing abuse and neglect and addressing risk before it becomes an issues. In collaboration with Provoking Hope (a local peer support agency), Juliette’s House (a child abuse response center), and DHS, the Council is attempting to connect with families who have received domestic violence or substance abuse citations from the DA to support them. The group is also testing a referral platform for out-of-county families to ensure smooth transition and maintain family Wrap services. **CHIP Strategy 5.3**

- In an effort to address the direct and vicarious trauma experienced by first responders, as well as improve the experience of those receiving services or interventions from first responders, YCCO supports a Responder Life Peer Support program, which trains agency champions to offer peer support to their colleagues around mental health concerns. Currently, six local agencies, including two police departments, have been engaged and are in stages of developing policies and training staff. **CHIP Strategy 5.3**

## PRIORITY 6: SOCIAL DETERMINANTS OF HEALTH AND EQUITY

At the time this CHIP was created, highlighting the social determinants of health seemed innovative. YCCO now is exploring ways to better track and monitor the social determinants of health, and integrate them within healthcare and other services.

<b>Member Input and Impact</b>	
<b>Purpose</b> – <i>To improve the foundations of health</i>	<b>Place</b> – <i>Location is a key definer of health</i>
<b>People</b> – <i>Health priorities cannot be met until basic needs are met</i>	<b>Power</b> – <i>Resource distribution results in inequity</i>
	<b>Process</b> – <i>How will we ensure we understand disparities so that we can address them best?</i>

### Program Highlights

- YCCO has supported and grown its local Traditional Health Worker workforce, through recruitment and certification as well as workforce development and support. YCCO supported the Yamhill Valley Community Doulas to mentor four new community doulas and deliver community education services. YCCO also supported multiple THW agencies to train Traditional Health Workers needing certification. Finally, a Mindfulness course was offered for local THWs, supporting them in avoiding burnout or risking their own mental health in their direct service work. Thirty THWs participated in the course, with survey responses showing increased knowledge of self-efficacy and relaxation. **CHIP Strategy 6.3.3, 6.3.5**



- YCCO supports the Yamhill Valley Community Doula Program, which offers community education and outreach events for families. YCCO works closely with partners to promote and advertise their services and ensure awareness of opportunities to improve wellness, including social well-being, like through the pictured Perinatal Peer Support Group, to connect parents with one another, a key need identified in Early Learning Hub surveys. **CHIP Strategy 6.3.4, 6.3.5**



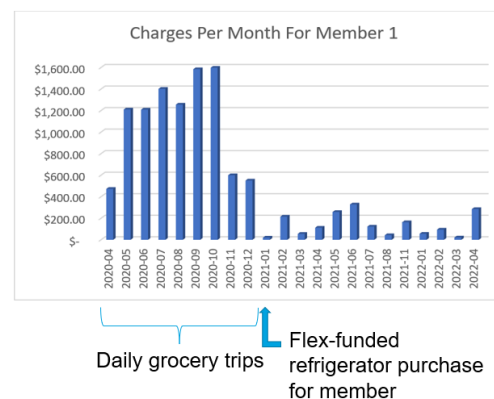
**For more specific information about equity- and disparity-focused CHIP strategies, see attached YCCO CHIP Questionnaire.**

## Implementation

### ADAPTING TO CHANGES

Finally, overall YCCO strategy shifts warranted CHIP strategy shifts to keep alignment. In 2019, a priority need identified was transportation. The Community Advisory Council emphasized this need and developed a specific strategy to get travel vouchers out into the community. YCCO implemented a travel voucher program in various iterations, including sharing batches with local organizations to disseminate and report on, distributing vouchers to individuals through Service Integration Team requests, and pairing voucher access with community programs like nutrition education or doctor’s appointments. However, after reviewing reports and evaluating the administrative burden of these programs, it was determined that there were not clear and visible outcomes associated with these programs outside of fulfilling immediate needs.

Part of the COVID response for YCCO was expanding its NEMT WellRide program to add trips to non-medical needs, like the grocery store and DHS, to allowable rides. This program also meets relatively immediate needs, but because it’s operated through WellRide, it allows YCCO to monitor trip location and frequency and understand if a root cause issue for a member can be addressed. In one example, a member was making frequent trips to the grocery store. This high utilization of WellRide was noted, and a CHW contacted the member and determined they did not have a fridge. A flex fund purchase later, this person’s trips decreased drastically and



quality of life improved. While travel vouchers were a key pilot strategy, YCCO identified a more effective method of supporting transportation for members.

Finally, some measures for a strategy's success changed, even if the strategy itself did not. See "Measuring Success" below for more detail.

## MEASURING SUCCESS

YCCO focused on 2021-2 measurements of success in three main ways: demographic data, streamlining reporting, and identifying consistent and relevant metrics. First, YCCO has established a series of systems to break down YCCO membership and grant reporting into REALD (and, if possible, SOGI) demographics. For YCCO members, a regular Excel report is now available on the CIM platform, offering ongoing updates on YCCO member demographics, allowing staff to see fluctuations over time and use this to compare to staff and committee makeup and consider impact on community programs.

For grantees, YCCO continues to refine reporting processes and support recipients in collecting and sharing aggregated demographic data. Reporting templates are consistent across CBI, THW support, SHARE, Community Prevention and Wellness, and other grant-funded programs, and all include requests for demographic data collection if possible.

### 2022 YCCO grant reporting template

Fill in this template according to the reporting timeline listed in your contract, using the Activities listed in Exhibit A.

If your project includes fewer objectives than the objective slots given, skip those questions.

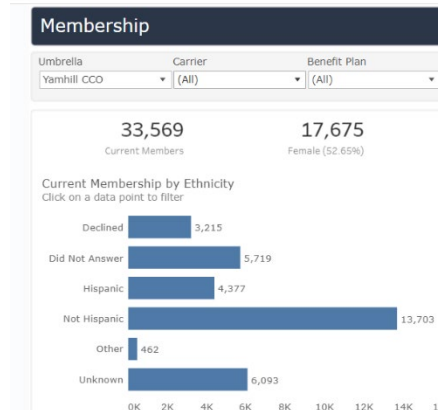
*Do not include any individual-level data or personal health information.* Do share aggregated demographic information for program participants. If your grant warrants submission of member-level information for care coordination purposes, please email to your grant contact with "SECURE" in the subject line.

understand realistic reporting mechanisms, especially to find those that align with other reports and existing documentation. This is to ensure timely and accurate reporting as well as ease the burden on CBOs and partners.

Finally, YCCO continues to review the CHIP metrics and refine them according to the most relevant data, and to align with other organizational measures. In one scenario, a success measure based on a YCCO incentive metric became more difficult to track when that metric was retired (dental sealants). Thus, YCCO continually adjusts to reflect the focus of the community, instead of tracking measures that may no longer be relevant or reflect success according to current community need.

**For more detailed metrics, data baselines and updates, data source, and narrative progress toward each objective, see attached [CHIP Dashboard](#).**

Analytics Reports



YCCO is able to compare reports more effectively and monitor grant outcomes based on a series of deliverables listed in each agreement. Grant recipients can complete a simple SurveyMonkey form for each report, instead of managing attachments and emails. YCCO has also been working with partners more closely to



## A COLLABORATIVE PROCESS

YCCO continues to work closely with partners to implement social and clinical strategies to improve health in the community. YCCO has established formal partnerships with Yamhill County Public Health and Providence Newberg Hospital to undergo a new Community Health Assessment, and has been engaging a wide range of community partners, with the goal of strengthening relationships and continuing to build an ongoing feedback loop between YCCO and the community it serves. While the CHA is in development, YCCO will keep prioritizing its validated current CHIP strategies and monitoring progress and success.

