
2019-2024
COMMUNITY HEALTH
IMPROVEMENT PLAN



WHO WE ARE

COMMUNITY HEALTH ASSESSMENT 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.

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 coordinating effective care.

EXECUTIVE SUMMARY



The Yamhill Community Care (YCCO) Community Health Improvement Plan (CHIP) is a plan to address the health needs of YCCO members and the community as a whole. The plan was created by the YCCO Community Advisory Council (CAC). This group is made up of people who have experience with Oregon Health Plan. They guided the work of gathering information from the community, building the plan, and will oversee putting this plan into place. The CHIP was created based on the Community Health Assessment, which included national, state, and local data; YCCO member information; other local assessments; and community surveys and focus groups. There is a special focus on structural factors like housing, equity, and social supports. The CAC members worked with the community to prioritize the top health concerns and choose the best ways to address them.

This CHIP is designed to align with existing work in the community. It represents work that can realistically happen in the next five years. The goal is to make small, outcome-driven improvements. This will incite bigger changes to improve community-wide wellness.

This is a community plan, made for and by the community. People from across the county will meet to discuss progress toward the CHIP goals. This is a living document, continuously informed by and adapted to changing local needs and resources.

Sincerely,

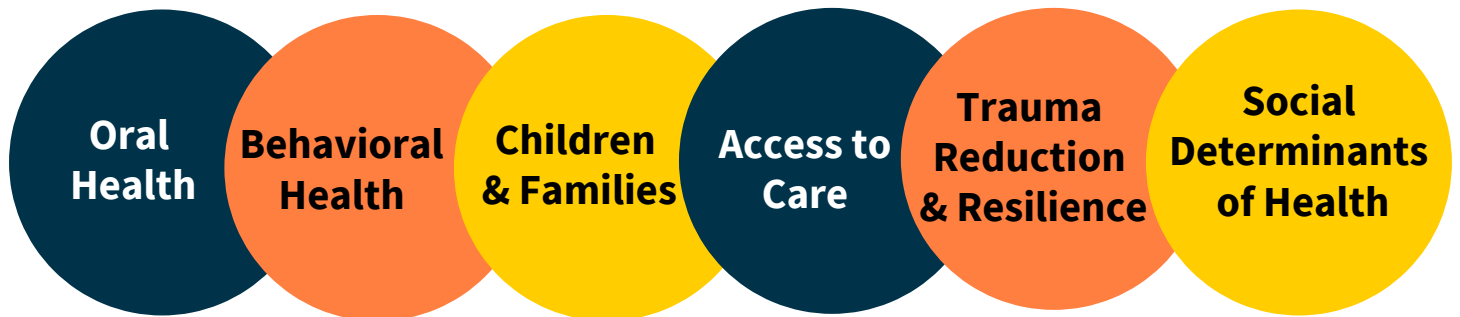
A handwritten signature in black ink, appearing to read 'Seamus McCarthy', with a stylized flourish at the end.

Seamus McCarthy, PhD

President/CEO, Yamhill Community Care

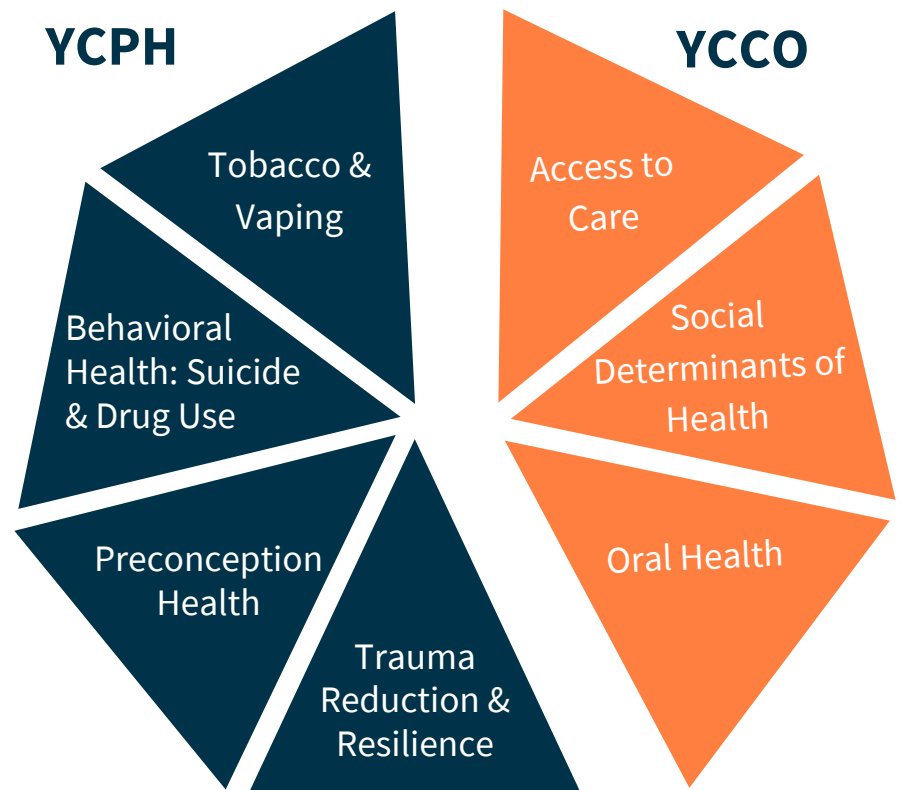
IDENTIFYING PRIORITY AREAS

The MAPP process, Mobilizing for Action through Planning and Partnerships, was used for the assessment. This process included a health status assessment, community survey, focus groups and environmental scan. Surveys and focus group questions were offered in both English and Spanish.



COMMUNITY COLLABORATION

Using the CHA as a foundation, the YCCO Community Advisory Council (CAC) took the lead on developing CHIP priority areas. In addition to referencing the CHA, the YCCO CHIP was informed by other local assessments including Yamhill County Public Health's CHIP. To the right shows how the two organization's priority areas align.



ORAL HEALTH

OBJECTIVE 1: INCREASE UNDERSTANDING OF ORAL HEALTH INSURANCE BENEFITS AND SELF CARE FOR MEMBERS

STRATEGY	MEASURE	DATE	LEAD
Coordinate and deliver school-based oral health education, for at least one grade level in each school district.	Increase the % of children in target schools who receive dental sealants by 6%	June 2021	YCCO & Capitol Dental
Provide regular dental education, assessments, and sealants for members through existing community events, distributing educational materials at one community event in each school district area per year.	Increase the % of children who receive dental sealants by 6%; reduce number of cavities in members by 2%	June 2021	YCCO & Capitol Dental

OBJECTIVE 2: INCREASE AVAILABILITY OF EDUCATIONAL MATERIALS, FOODS, AND SUPPLIES THAT PROMOTE ORAL HEALTH

STRATEGY	MEASURE	DATE	LEAD
Improve access to free dental supplies by distributing through local services agencies, especially in rural areas; establish regular dental supply deliveries in at least one service agency per town.	Increase the % of children who receive dental sealants by 6%; reduce number of cavities in members by 2%	June 2021	YCCO & Capitol Dental
Ensure access to healthy foods for key populations by funding programs like SNACK, VeggieRX, or community gardens.	Demonstrate increase in consumption of fruits and vegetables through participant surveys	March 2021	YCCO

ORAL HEALTH

OBJECTIVE 3: INCREASE THE NUMBER OF LOCATIONS MEMBERS CAN RECEIVE DENTAL SERVICES IN THE AREA

STRATEGY	MEASURE	DATE	LEAD
Partner with local peer support agencies and other agencies to improve access to dental care, strengthening referral pathways and holding one training.	Increase engagement with dental care for members involved with peer support by 1%; reduce number of cavities in members by 1%	June 2020	YCCO, Capitol Dental & peer support agencies
Partner with local Oral Health Coalition and Capitol Dental Care to explore tele-dentistry options in the community.	Increase the number of teledentistry tools and options available to the community	June 2023	YCCO & Capitol Dental

OBJECTIVE 4: IMPROVE REFERRAL PATHWAYS AND ORAL HEALTH INTEGRATION EFFORTS

STRATEGY	MEASURE	DATE	LEAD
Coordinate one oral health provider meet and greet event.	Demonstrate increase in knowledge of different fields and referral pathways	December 2020	Oral Health Coalition

ORAL HEALTH

OBJECTIVE 5: BY DECEMBER 2020, COORDINATE AND DELIVER AN EVIDENCED-BASED ORAL HEALTH CURRICULUM IN YAMHILL COUNTY SCHOOLS TO INCREASE ORAL HEALTH SELF-CARE

STRATEGY	MEASURE	DATE	LEAD
Conduct school assessment of current oral health curriculum.	Assessment of curriculum compiled	October 2019	YCPH
Distribute oral health supplies to schools within the community.	Reduce the rate of cavities in students receiving supplies by 2%	December 2021	YCCO
Adopt an oral health Granny's Wacky Prize for the PAX program.	Reduce the rate of cavities in students by 3%	July 2022	YCPH & school districts
Incorporate oral health components to one grade health curriculum.	Reduce the rate of cavities in students by 1%	September 2020	School districts
Adopt in-school fluoride or brushing routine in Kindergarten grade level in all rural school districts.	Reduce the rate of cavities in students in rural areas by 2%	September 2021	YCCO & school districts

BEHAVIORAL HEALTH

OBJECTIVE 1: INCREASE COMMUNITY ACCESS TO AND AWARENESS OF TOBACCO CESSATION RESOURCES

STRATEGY	MEASURE	DATE	LEAD
Promote Quitline through media outreach, training, and materials in YCCO clinics.	Increase rate of members attempting to quit using tobacco by 5%	December 2023	YCCO
Refer organizations to smoking cessation programs and facilitator trainings.	Increase rate of members attempting to quit using tobacco by 1%	June 2021	YCPH
Incorporate tobacco cessation referral and counseling into Home Visiting programs and trainings.	Increase rate of members who are parents attempting to quit using tobacco by 10%	December 2023	Home Visiting Network

OBJECTIVE 2: INCREASE COMMUNITY-WIDE EVIDENCE-BASED SUICIDE PREVENTION TRAININGS

STRATEGY	MEASURE	DATE	LEAD
Offer upskilling and additional training for 15 existing peer support specialists, volunteers, and mental health employees.	Demonstrate increase in knowledge for participants; increase rate of participants who advance in their field	December 2021	YCCO & YCPH
Improve promotion of suicide prevention services via print materials, social media, and other awareness activities.	Increase rate of people reporting suicidal ideation who do not complete suicide by 50%	June 2021	YCPH

BEHAVIORAL HEALTH

OBJECTIVE 3: INCREASE AWARENESS, EDUCATION AND UTILIZATION OF PAIN MANAGEMENT ALTERNATIVES AND PRESCRIPTION MANAGEMENT

STRATEGY	MEASURE	DATE	LEAD
Promote Prescription Drug Monitoring Program use among non-primary care providers	Reduce the number of patients receiving opioid prescriptions from multiple providers by 10%	November 2020	YCPH
Review benefit options and services for YCCO members.	Compile alternative pain management resource guide; increase the rate of members accessing alternative pain management by 5%	November 2023	YCCO & YCPH
Promote Oregon Pain Guidance practices to providers.	Reduce the rate of patients prescribed more than 50 MED by 1%	December 2020	YCPH
Host one annual Opioid Summit to update the provider community about best practices and available resources.	Reduce the rate of patients prescribed more than 50 MED; Demonstrate relevant information learned during Summit	November 2019	YCCO & YCPH
Support community needle exchange program.	Reduce new rates of Hepatitis C by 1%	December 2020	YCCO & YCPH

CHILDREN AND FAMILIES

OBJECTIVE 1: INCREASE EVIDENCE-BASED CARE MODELS THAT SUPPORT THE COMMUNITY IN REDUCING UNPLANNED PREGNANCIES AND ACHIEVING HEALTHY CHILD-RAISING

STRATEGY	MEASURE	DATE	LEAD
Work with peer support and other social service agencies to increase referrals to programs like Family CORE and encourage home visiting.	Increase the rate of children receiving well-visits by 6%; Increase the rate of post-partum well-visits by 6%	June 2021	Early Learning Hub
Conduct Family Wellbeing Assessment in all Maternal Medical Homes for all patients. Connect at-risk mothers to behaviorist and home visiting supports.	Increase the number of screenings delivered by 25%	June 2020	YCCO & CAC

OBJECTIVE 2: IMPLEMENT A REPRODUCTIVE HEALTH EDUCATION CAMPAIGN

STRATEGY	MEASURE	DATE	LEAD
Distribute multi-media health promotion on benefits, prenatal and postpartum care, traditional health worker and doula supports, and family supports.	Increase the rate of children receiving well-visits by 6%; Increase the rate of post-partum well-visits by 6%; decrease rate of post-partum depression by 2%	December 2021	YCCO & YCPH

CHILDREN AND FAMILIES

OBJECTIVE 3: INCREASE THE AVAILABILITY OF HEALTH-RELATED SERVICES AND SCREENINGS AT FAMILY-ORIENTED EVENTS AND ACTIVITIES

STRATEGY	MEASURE	DATE	LEAD
Provide dental/vision/hearing screenings at the annual Family Play Day outreach event and at Kinder Registration in three school districts.	Increase rate of dental screenings held in non-clinical settings by 10%; reduce rate of cavities in student by 2%	December 2021	Early Learning Hub
Partner with 4 rural libraries to conduct outreach to families of children 0-5 and connect them to school readiness, family support, and healthcare services	Increase the rate of children receiving well-visits by 6%; increase Kindergarten Assessment scores; increase rate of children from Spanish-speaking families receiving well-visits by 6%	June 2021	Early Learning Hub
Ensure access to healthy foods and physical activit for families by by funding programs like SNACK, VeggieRX, or community gardens.	Demonstrate increase in consumption of fruits and vegetables through participant surveys ; increase the number of families connected to health-related services by 10%	March 2021	YCCO

ACCESS TO CARE

OBJECTIVE 1: INCREASE COMMUNITY AWARENESS OF AVAILABLE SERVICES, RIGHTS, AND BENEFITS

STRATEGY	MEASURE	DATE	LEAD
Distribute health promotion materials and information through a wide range of media, sharing healthy living information and education, benefit and resource information, member rights and advocacy, and invitations to engage.	Increase engagement with primary care for people living in rural areas by 9%	June 2022	YCCO
Hold annual listening sessions and conduct surveys, in collaboration with clinics, to obtain feedback from patients, clients, and community members.	Increase the number of listening sessions held by 5 sessions per year	June 2022	YCCO & CAC

ACCESS TO CARE

OBJECTIVE 2: INCREASE CLINICAL BEST PRACTICES AROUND EQUITY, CULTURALLY AND LINGUISTICALLY APPROPRIATE CARE, AND TRAUMA-INFORMED ENVIRONMENTS.

STRATEGY	MEASURE	DATE	LEAD
Offer two equity-based provider technical assistance or education sessions focused on culturally and linguistically appropriate services for diverse populations.	Demonstrate increase in knowledge around cultural agility through training evaluation surveys; 6-month follow-up surveys	June 2021	YCCO CME committee
Collaborate with local interpretation and translation agencies to ensure quality language services and a strong workforce.	Reduce rate of clinical encounters where need for translation was not met	June 2022	YCCO

OBJECTIVE 3: IMPROVE AVAILABILITY OF MEDICAL CARE IN RURAL AREAS

STRATEGY	MEASURE	DATE	LEAD
Explore feasibility of mobile health clinic.	Increase rate of engagement for rural members by 3%	June 2021	YCCO
Expand telemedicine programs using tele-dentistry and teledermatology models.	Increase rate of engagement for rural members by 12%	June 2024	YCCO

TRAUMA AND RESILIENCY

OBJECTIVE 1: INCREASE PROTECTIVE FACTORS THAT SUPPORT AND DEVELOP PARENTAL RESILIENCE AND KNOWLEDGE OF CHILD DEVELOPMENT AND AVAILABLE RESOURCES

STRATEGY	MEASURE	DATE	LEAD
Promote parenting classes through Mid-Valley Parenting	Outcome survey results indicate parents experience improvement in knowledge of childhood education and confidence; Increase participation in parenting classes by 10%	June 2021	Early Learning Hub & Mid-Valley Parenting
Collaborate with Public Health to support Nurse-Family Partnership.	Increase the number of participants in nurse-family partnership by 5%	June 2021	YCPH

OBJECTIVE 2: INCREASE SOCIAL AND EMOTIONAL COMPETENCE AMONG CHILDREN

STRATEGY	MEASURE	DATE	LEAD
Fund and coordinate Good Behavior Game and Positive Family Supports and other evidence-based prevention programs.	Demonstrate increase in teacher implementation through survey results	December 2020	YCPH
Participate in middle-school focused restorative practice work groups.	Ensure 100% of school districts are represented at workgroups	May 2021	YCPH

TRAUMA AND RESILIENCY

OBJECTIVE 3: INCREASE THE NUMBER OF TRAUMA-INFORMED ORGANIZATIONS WITHIN THE COMMUNITY

STRATEGY	MEASURE	DATE	LEAD
Conduct one local multi-sector trauma-informed care assessment for 20 agencies.	Demonstrate increase in trauma-informed care delivery through agency surveys before and after training	October 2019	Early Learning Hub
Conduct local multi-sector trauma-informed care training, with 20 agencies.	Demonstrate increase in trauma-informed care delivery through agency surveys 6 months after training	April 2019	Early Learning Hub
Deliver one cross-sector trauma training focusing on historical and generational trauma.	Increase knowledge of generational trauma through post-training evaluation by 20%	December 2021	Early Learning Hub
Promote trauma-informed care training and practice to clinics through the Children's Champion program, with at least 5 clinics participating.	Increase confidence of caretakers in parenting through outcome surveys by 5%	December 2022	Early Learning Hub

SOCIAL DETERMINANTS OF HEALTH

OBJECTIVE 1: INCREASE THE NUMBER OF COMMUNITY MEMBERS WHO ARE CONNECTED TO STABLE HOUSING

STRATEGY	MEASURE	DATE	LEAD
Partner with the Housing Authority of Yamhill County to increase transparency of the housing voucher process.	Increase number of people in community who are able to acquire vouchers by 5% per year.	November 2019	CAC
Support individual housing needs through the Service Integration Teams' housing-specific fund, distributing \$12,000 in funding.	Double the number of people helped through SITs who are able to prevent eviction.	August 2020	YCCO

OBJECTIVE 2: DEVELOP SUSTAINABLE FINANCING STRATEGIES FOR PREVENTION AND POPULATION HEALTH PROGRAMS

STRATEGY	MEASURE	DATE	LEAD
Create, grow, and steward the Community Wellness Fund in order to support SDoH-related projects.	Reduce the number of behavioral referrals in each school district implementing a CPW-funded program by 10%.	June 2020	YCCO & CPW
Explore and implement data systems that allow feedback loop on non-clinical referrals, completing evaluation of viable programs and organizational interest.	Increase the number of referrals and closed-loop referrals with Family CORE and other social service programs by 25%.	June 2021	YCCO

SOCIAL DETERMINANTS OF HEALTH

OBJECTIVE 3: INCREASE NUMBER OF PEOPLE ACCESSING SOCIAL SUPPORT NETWORKS AND CONNECTIONS

STRATEGY	MEASURE	DATE	LEAD
Reach out to homeless population through peer support agencies, drop-in centers, shelters, food pantries, and other agencies.	Increase the rate of engagement with primary or dental care for people who are experiencing homelessness by 5%	June 2020	YCCO
Partner student athletes with seniors for physical activity and social connection.	Reduce the rate of hypertension in older adult members by 1%	June 2022	YCCO
Distribute Community Health Worker informational materials at one event in every school district per year.	Increase the rate of CHW engagement by 10% and retention by 5%	June 2020	YCCO
Partner with peer support to connect parents dealing with mental health challenges and addiction to services.	Increase rate of engagement with primary care for people using peer support	December 2019	YCCO
Work with Community Health Hub and other agencies to increase use of traditional health work & track outcomes.	Develop system to track outcomes within traditional health work; increase member engagement with THWs by 5%	December 2022	YCCO

OBJECTIVE 4: INCREASE THE NUMBER PEOPLE WITH ACCESS TO TRANSPORTATION FOR HEALTH AND SOCIAL NEEDS

STRATEGY	MEASURE	DATE	LEAD
Provide travel vouchers to agencies to facilitate transit to medical appointments, job interviews, and other family support functions.	Increase the number of people reporting barriers to services because of transportation in agency surveys by 10%	June 2021	Early Learning Hub

Yamhill Community Care will use the feedback and guidance of its Community Advisory Council to direct the work of the Community Health Improvement Plan.

Want more info? Contact Emily Johnson at ejohnson@yamhillcco.org or call 503-376-7428.

COMMUNITY PARTNERSHIP APPRECIATION

Capitol Dental
Children's Clinic Newberg
Champion Team
Chehalem Parks and Rec
Community Advisory Council
Community Prevention and Wellness Committee
Confederated Tribes of Grand Ronde Children and Family Services
Ford Family Foundation
Housing Authority of Yamhill County
Linfield College
Lutheran Community Services
McMinnville Free Clinic
Oral Health Coalition

Project ABLE
Providence Newberg Medical Center
Provoking Hope
Second Street Drop In Center
Service Integration Teams
United Way
Virginia Garcia Memorial Health Center
West Valley Visioning Project
Willamette Valley Cancer Foundation
Willamette Valley Medical Center
Yamhill County Family & Youth
Yamhill County Health & Human Services
Yamhill County Public Health
Yamhill County School Districts
YCCO Early Learning Council

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