



University Hospitals

UH Conneaut Medical Center
UH Geneva Medical Center
Ashtabula County, Ohio

2023-2025

Community Health Implementation Strategy



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Adoption by the Board

University Hospitals adopted the UH Conneaut Medical Center and UH Geneva Medical Center Community Health Implementation Strategy on March 21, 2023.

Community Health Implementation Strategy Availability

The Implementation Strategy can be found on University Hospitals' website at www.UHhospitals.org/CHNA-IS or a hard copy can be mailed upon request at CommunityBenefit@UHhospitals.org.

Written Comments

Individuals are encouraged to submit written comments, questions or other feedback about the University Hospitals Conneaut Medical Center and University Hospitals Geneva Medical Center Implementation Strategy to CommunityBenefit@UHhospitals.org. Please make sure to include the name of the UH facility that you are commenting about and, if possible, a reference to the appropriate section within the Implementation Strategy.



Introduction

In 2022, University Hospitals Ashtabula Medical Center conducted a joint community health needs assessment (a “CHNA”) with the Ashtabula County Health Department and the associated Ashtabula County Community Health Partners. The CHNA was compliant with the requirements of Treas. Reg. §1.501(r) (“Section 501(r)”) and Ohio Revised Code (“ORC”) 3701.981. The 2022 CHNA serves as the foundation for developing an Implementation Strategy (“IS”) to address those needs that, (a) UH Conneaut and UH Geneva determined they are able to meet in whole or in part; (b) are otherwise part of UH’s mission; and (c) are not met (or are not adequately met) by other programs and services in the county. This IS identifies the means through which UH Conneaut and UH Geneva plans to address a number of the needs that are consistent with the hospital’s charitable mission as part of its community benefit programs. Likewise, UH Conneaut and UH Geneva are addressing some of these needs simply by providing care to all, regardless of ability to pay, every day. UH Conneaut and UH Geneva anticipates that the strategies may change and therefore, a flexible approach is best suited for the development of its response to the 2022 CHNA. For example, certain community health needs may become more pronounced and require changes to the initiatives identified by UH Conneaut and UH Geneva in the IS. More specifically, since this IS was done in conjunction with the 2022 Ashtabula County Community Health Improvement Plan (Appendix A), other community organizations will be addressing certain needs.




In addition, UH Conneaut and UH Geneva worked together to align both its CHNA and IS with state plans. Ohio state law (ORC 3701.981) mandates that all hospitals must collaborate with their local health departments on community health assessments (a “CHA”) and community health improvement plans (a “CHIP”). Additionally, local hospitals must align with the Ohio State Health Assessment (an “SHA”) and Ohio State Health Improvement Plan (an “SHIP”). This requires alignment of the CHNA and IS process timeline, indicators, and strategies. This local alignment must take place by October 2020.


NOTE: This symbol  will be used throughout the report when a priority, indicator, or strategy directly aligns with the 2020-2022 SHIP.

This aligned approach has resulted in less duplication, increased collaboration and sharing of resources. This report serves as the 2023-2025 UH Ashtabula Medical Center Community Health Implementation Strategy which aligns with the 2022 Ashtabula County Community Health Improvement Plan and meets the state of Ohio’s October 1, 2020 deadline. This IS meets all the requirements set forth in Section 501(r).

The Ashtabula County Health Department, on behalf of the Ashtabula County Community Health Assessment Committee (includes UH Conneaut Medical Center and UH Geneva Medical Center), hired Illuminology to conduct the community health planning process which yielded the strategies outlined in this report as well as the aligned Ashtabula County Community Health Improvement Plan (“CHIP”). This report more clearly delineates the commitments made by UH Conneaut and Geneva Medical Center.

University Hospitals Conneaut Medical Center and University Hospitals Geneva Medical Center is working with other partners in Ashtabula County to address the following priorities which were identified in the 2022 UH Ashtabula CHNA:

1. Mental Health, Substance Use and Addiction 
2. Access to Care 
3. Depression and Anxiety Prevention and Treatment 



Additionally, UH Conneaut and UH Geneva Medical Centers will work collaboratively with other partners to address Healthcare System and Access, Social Determinants of Health, and Health Equity which were identified as a cross-cutting factors undergirding all three priorities.

Hospital Mission Statement

As a wholly owned subsidiary of University Hospitals, UH Conneaut and Geneva Medical Centers are committed to supporting the UH mission, “To Heal. To Teach. To Discover.” (the “Mission”), by providing a wide range of community benefits including clinical services, medical education and research. UH is an integrated delivery system and thus can provide benefits by coordinating within and among various entities (“UH System”).

Community Served by the Hospital

The community has been defined as Ashtabula County. In 2021, majority (90.8%) of University Hospitals Conneaut and (73.9%) University Hospitals Geneva Medical Center’s discharges were residents of Ashtabula County. In addition, University Hospitals collaborates with multiple stakeholders, most of which provide services at the county level. In looking at the community population served by the hospital facilities and Ashtabula County as a whole, it was clear that all of the facilities and partnering organizations involved in the collaborative assessment define their community to be the same. Defining the community as such also allows the hospitals to more readily collaborate with public health partners for both Community Health Assessments and health improvement planning.

Alignment with Local and State Standards

Community Partners

The IS was done in collaboration with various agencies and service-providers within Ashtabula County. In 2022, the Ashtabula County Community Health Assessment Committee reviewed many data sources concerning the health and social challenges that Ashtabula County residents are facing. They determined priority issues which, if addressed, could improve future outcomes; determined gaps in current programming and policies; examined best practices and solutions; and determined specific strategies to address identified priority issues.



Ashtabula County Community Health Partners:

- 4H Extension Office
- A-Tech horticulture
- Master Gardener Program
- Star Beacon
- Gazette
- APMC
- NP Wellness schools, including Ashtabula
- City's Dragon Empowerment Center and Right Track after school programs
- Jefferson Village Community Center
- Pymatuning Schools
- YMCA
- Andover Methodist Church
- Grand Valley High School
- Community AIDS Network
- Chambers of Commerce
- Ohio State University
- Cooperative Extension – Ashtabula County
- MHRBS
- Lake Area Recovery Center
- Signature Health
- Ashtabula County Juvenile Court,
- Ashtabula County Community Action Agency
- Ashtabula County Educational Service Center
- Community Counseling Center of Ashtabula County
- Lake Erie Correctional Center

The community health improvement process was facilitated by Illuminology.

Priority Health Needs




Reminder: This symbol  will be used throughout the report when a priority, indicator, or strategy directly aligns with the 2020-2022 SHIP.

Priorities:

1. Obesity 
2. Access to Care 
3. Depression & Anxiety Prevention and Treatment 

Cross-Cutting Factors:

The Ohio SHIP contains strategies that are referred to as cross-cutting. This means that cross-cutting strategies have an impact on all selected priority areas. Certain priorities identified in the 2022 CHNA also fit within the following cross-cutting areas:

1. Healthcare system and access 
2. Social determinants of health 
3. Health equity 

Significant Health Needs Not Being Addressed by the Hospital

UH Conneaut and Geneva Medical Centers are implementing strategies in collaboration with other partners in Ashtabula County for all three priorities identified in the 2022 CHNA. However, the following strategies will not be directly addressed by UH Conneaut and Geneva Medical Centers as part of its Implementation Strategy because other county partners have agreed to take the lead based on their core expertise, prior experience and/or availability of existing resources (see full list of Ashtabula County's strategies in Appendix A). Additionally, some strategies are not included in this IS because they do not meet the IRS definition of a non-profit hospital "community benefit" but are still addressed by the UH System. More specifically, they are required or expected of all hospitals based on licensure or accreditation, are a routine standard of clinical care or primarily benefit the organization rather than the community. Community outreach staff from UH Conneaut and Geneva Medical Center remain engaged as thought-leaders on all the strategies as needed.

Chronic Disease

- Establish baselines and provide outreach and education on prevention, treatment, and follow-up with providers and community mem

Maternal, Infant, and Child Health (renamed Family, Pregnancy, Infant, and Child Health)

- Home visiting programs that begin prenatally
- Tracking prenatal care visits and deliveries in Ashtabula County
- Increase WIC participation
- Address the need for affordable and reliable childcare in Ashtabula County



Mental Health, Substance Use, and Addiction

- Raise awareness of loss support groups and connect to resources for “traditional” loss and for all loss
- Identify and evaluate data available for suicide deaths and suicide attempts in Ashtabula County
- Engage faith communities and other local groups to provide programming and support throughout Ashtabula County
- Remove barriers to mental health and addiction services
- Address the needs of individuals in crisis

Strategies

Strategies to Address Health Needs

The strategies listed on the following pages are done in alignment with the Ashtabula County Community Health Improvement Plan (Appendix A). They reflect the specific tactics that UH Conneaut and Geneva Medical Centers will implement to address the identified priorities and achieve the anticipated county level outcomes.



University Hospitals
Conneaut Medical Center
Geneva Medical Center

University Hospitals Conneaut and Geneva Medical Centers

CHNA Priority: Access to Care 

Strategy 1: Conducting healthcare assessments.

Goal: Increase the number of Ashtabula residents who have insurance who are under the age of 65.

Objective: By December 31, 2025, conduct one collaborative assessment of access to health care.

Action Steps:

Years 1-3:

- Convene partners to assess access to care (including, at a minimum, primary care and behavioral health providers).
- Host meeting(s) to identify data available on populations who lack access or experience barriers (data could be from the CHNA, surveys, ED/ER visits, etc.) and data on the availability and gaps in services (e.g., the number and geographic distribution of providers, or patient/provider ratios).
- Collect data and host meeting(s) to draw conclusions about the causes of barriers to access to care (e.g., transportation or other social or structural determinants of health) and emerging issues (e.g., changes in the availability of services or providers, or reimbursement/insurance, legislative, or other changes) which could include conducting a SWOT/SOAR or Forces of Change Assessment.
- Draft Access to Care Assessment Report specifically addressing access to primary care and behavioral health, which includes: An evaluation of access to care strategies implemented by gathering data directly from those experiencing barriers; populations who lack access or experience barriers; an assessment of the availability and gaps in services; conclusions drawn about the causes of barriers; and emerging issues related to access to care.
- Review Access to Care Assessment Report findings with partners and identify 1-2 strategies that could be implemented related to achieving policy changes or additional resources to facilitate access.

***Anticipated measurable outcome(s):**

- Increase the number of insured Ashtabula residents under 65

Indicator(s) used to measure progress:

- Percent of adults, ages 19-64, who are uninsured (ACS, 1-year estimates)
- Percent living in a primary care health professional shortage area (HRSA, as compiled by KFF)
- Percent living in a mental health professional shortage area (HRSA, as compiled by KFF)

Collaboration and Partnerships: Country Neighbor, Discounted Health Care- Lake Co Free Clinic, Health Departments of Ashtabula County, Ohio Asthma, Patient Assistance Programs for Rx Assistance-Sanofi, State Road Occupational Medical Facility

*Outcomes are based on a variety of tactics occurring among the Ashtabula County Community Health partners to achieve the anticipated results at the county level.

University Hospitals Conneaut and Geneva Medical Centers

CHNA Priority: Access to Care 

Strategy 2: Increase the availability of providers, based on geographic gaps identified in the Southern quadrant and among specialty care providers, including labor and delivery.

Goal: Increase the number of Ashtabula residents who have insurance who are under the age of 65.

Objective: By December 31, 2025, increase the percent of Ashtabula County residents who have health insurance by 2% (targeting those between the ages of 18-65).

Action Steps:

Years 1-3:

- Identify under/uninsured individuals, including those who are un/under-employed and not receiving employer sponsored benefits, the Chamber of Commerce to identify the County's largest employers who do not offer health insurance, and/or small business associations to identify self-employed and un/under-employed individuals who are uninsured.
- Identify insurance enrollment/navigators/case managers available in Ashtabula County who are available to provide insurance enrollment assistance and eligibility criteria.
- Work with insurance companies to create transparency in out of pocket, copay, and other medical expenditures to prevent individuals from not seeking care due to costs.
- Develop a program to integrate mobile insurance registration within EMS, targeting the Southern portion of the County.

***Anticipated measurable outcome(s):**

- Increase the number of insured Ashtabula residents under 65

Indicator(s) used to measure progress:

- Percent of adults, ages 19-64, who are uninsured (ACS, 1-year estimates)
- Percent living in a primary care health professional shortage area (HRSA, as compiled by KFF)
- Percent living in a mental health professional shortage area (HRSA, as compiled by KFF)

Collaboration and Partnerships: Country Neighbor, Discounted Health Care- Lake Co Free Clinic, Health Departments of Ashtabula County, Ohio Asthma, Patient Assistance Programs for Rx Assistance-Sanofi, State Road Occupational Medical Facility

*Outcomes are based on a variety of tactics occurring among the Ashtabula County Community Health partners to achieve the anticipated results at the county level.

University Hospitals Conneaut and Geneva Medical Centers

CHNA Priority: Access to Care 

Strategy 3: Expand access and coordination of care.

Goal: Increase the number of Ashtabula residents who have insurance who are under the age of 65.

Objective: By December 31, 2025, implement at least two multi-sector strategies to expand access and coordination of community services available to support the needs of the whole pers.

Action Steps:

Years 1-3:

- Identify for comparison, nurse advocate programs successfully implemented in other communities which assist with insurance enrollment, navigation, and cost transparency.
- Meet with social service and health care providers and establish signed Memoranda of Understanding (MOUs) to link or coordinate care. The MOUs will list activities, responsibilities, scopes of work, and timelines to integrate social services and health care.
- Advocate for legislation to expand affordability, coverage, or cost transparency to increase access, focusing on preventative care and barriers faced among the working poor.

***Anticipated measurable outcome(s):**

- Increase the number of insured Ashtabula residents under 65

Indicator(s) used to measure progress:

- Percent of adults, ages 19-64, who are uninsured (ACS, 1-year estimates)
- Percent living in a primary care health professional shortage area (HRSA, as compiled by KFF)
- Percent living in a mental health professional shortage area (HRSA, as compiled by KFF)

Collaboration and Partnerships: Country Neighbor, Discounted Health Care- Lake Co Free Clinic, Health Departments of Ashtabula County, Ohio Asthma, Patient Assistance Programs for Rx Assistance-Sanofi, State Road Occupational Medical Facility

*Outcomes are based on a variety of tactics occurring among the Ashtabula County Community Health partners to achieve the anticipated results at the county level.

University Hospitals Conneaut and Geneva Medical Centers

CHNA Priority: Access to Care 

Strategy 4: Increase access to broadband and telehealth services.

Goal: Increase the number of Ashtabula residents who have insurance who are under the age of 65.

Objective: By December 31, 2025, increase utilization of telehealth services by 15% to promote preventative care.

Action Steps:

Years 1-3:

- Assess telehealth options available based on insurance coverage/provider to determine if there are gaps in service eligibility or coverage.
- Meet with insurance providers to explore options to expand telehealth service coverage.
- Promote the Affordable Connectivity Program (ACP) by advertising in churches, senior centers, public housing, lobbies and other public places to increase broadband access among 6,800 households in Ashtabula County (targeting the Southern portion).
- Develop and promote a directory/tri-fold of available telehealth services and providers based on insurance provider and instructional materials to assist individuals in using telehealth services.
- Circulate the tri-fold and informational materials on how to access tele-health services through 211, ACP services providers and community health centers (such as, the resource center in Conneaut) by providing information to those gaining access to broadband.
- Host educational session(s) for individuals on how to access telehealth and record sessions to post links to Healthy Ashtabula County partner pages for community members to access for future viewing.
- Embed community health resource centers to conduct preliminary screenings (e.g., blood pressure, blood sugar, O₂ (oxygen) levels, etc.) prior to telehealth visits with telehealth technology available to assist those without computers or who are less tech-savvy (locations include: Andover library, SCAD, community centers, etc.).

***Anticipated measurable outcome(s):**

- Increase the number of insured Ashtabula residents under 65

Indicator(s) used to measure progress:

- Percent of adults, ages 19-64, who are uninsured (ACS, 1-year estimates)
- Percent living in a primary care health professional shortage area (HRSA, as compiled by KFF)
- Percent living in a mental health professional shortage area (HRSA, as compiled by KFF)

Collaboration and Partnerships: Country Neighbor, Discounted Health Care- Lake Co Free Clinic, Health Departments of Ashtabula County, Ohio Asthma, Patient Assistance Programs for Rx Assistance-Sanofi, State Road Occupational Medical Facility

*Outcomes are based on a variety of tactics occurring among the Ashtabula County Community Health partners to achieve the anticipated results at the county level.



Community Collaborators

This IS was commissioned by University Hospitals in collaboration with the 2023-2025 Ashtabula County Community Health Improvement Plan process and the associated county partners; see Community Health Assessment Committee listed on page 5 of this report.

Qualifications of Consulting Company

Ashtabula County Health Department and University Hospitals Conneaut and Geneva Medical Center commissioned Illuminology.

Contact Information

For more information about the Implementation Plan, please contact:

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2023-2025 Ashtabula County Community Health Improvement Plan Strategies

2023-2025 CHIP Workplan

Preface

The following pages reflect 2023-2025 CHIP Workplans for each priority area. Healthy Ashtabula County has developed a standardized approach to the implementation of health promotion campaigns. Where appropriate, campaigns for which the standardized approach will be used are indicated with an asterisk (*). The approach includes the following steps:

- Develop a community wide physical activity campaign containing health promotion messages on health risks (e.g., high blood pressure or high cholesterol) by:
- Gathering research considering evidence-based or promising practice articles on successful campaigns or obesity initiatives.
- Meet with community members to incorporate community voice before launching the campaign- ask the community or those directly impacted by obesity what would be helpful or work to address obesity; have them review and provide input on messages before launching campaign.
- Add messaging about what action members of the public should or should not take and why actions should be taken.
- Consider cultural humility and linguistic competence by applying the National Standards for Culturally and Linguistically Appropriate Services in Health and Healthcare.
- Use multiple modes to communicate campaign messages (e.g., PSAs, billboards, social media, websites, etc.).

CHIP Workplan Icon Key

Icons within the dashboard reflect alignment to state and national priorities, as well as evidence based practices, as follows:



Aligned to the Ohio SHIP

HP2030

Hi-5

CHC

Aligned to national priorities:

- HP2030
- CDC's Hi-5
- **Creating Healthy Communities (CHC)**



Scientifically-based practice likely to reduce disparities, according to the RWJF and University of Wisconsin's "What Works for Health" evidence-based review tool



Associated with an accreditation requirement of the Public Health Accreditation Board (PHAB) among local health departments



Addresses a policy recommendation, aimed at alleviating causes of health inequities.

2023-2025 CHIP Workplan



Prevent Obesity and Chronic Conditions by Promoting Nutrition and Physical Activity

Consideration of social determinants of health or health inequities: The 2022 CHNA revealed that the likelihood of a variety of chronic diseases (e.g., coronary heart disease, diabetes, COPD) increased as household income decreased or as age increased. Members acknowledged that all individuals may not have equal access to information regarding how to prevent chronic disease, healthy eating and physical activity, especially among sub-populations such as children, older adults, and those with lower household incomes.


Indicator(s) to measure impact:

- % of youth who report consuming 0 servings of fruits or vegetables per day (Baseline: 12.8; 2022 CHNA)
- % of adults who report consuming 0 servings of vegetables per day (Baseline: 5%, 2019 CHNA)
- % of youth who did not participate in at least 60 minutes of physical activity
- Ashtabula County Obesity Rate


Objective 1: By 2026, increase the percent of children ages 3-17 who eat 5 or more servings of fruits and vegetables per day by 2%.

Strategies	Timeline	Partners
Form a committee to examine policies, such as Good Food Here (from the Ohio Food and Beverage Guidelines Toolkit) and engage local resources (local farmers, 4H, etc.) to develop a program for healthy food taste testing and recipe cards in local grocery stores.  	2/15/23 (committee formed) 3/31/23 (hold 1st meeting)	4H extension office, A-Tech horticulture, Master Gardner Program, Ashtabula County Educational Service Center, HDAC
Develop a community permaculture for free fruits and vegetables working with schools and community members (possibly, integrating Veggie U and community gardening in school curricula). CHC	12/21/23	

Objective 2: By 2026, increase child physical activity of 5 or more days per week by 2%.

Strategies	Timeline	Partners
Develop a community wide physical activity campaign containing health promotion messages on health risks * 	6/1/23	Star Beacon, Gazette, ACMC, UH, Radio Stations, Ashtabula County Educational Service Center, HDAC, Ashtabula City's Dragon Empowerment Center and Right Track after school programs
Address school programs to increase physical activity (e.g., in the classroom, recess, or study hall periods) among middle and high schools. Hi-5	8/31/23	

Objective 3: By 2026, reduce the overall adult obesity rate of the county by 3%.

Strategies	Timeline	Partners
Create or partner with non-profit organizations to create fitness and nutritional support/educational activities for residents that include online and in-person options for exercise and healthy eating lifestyles.	2/28/23	Jefferson Village Community Center, Planet Fitness, Premier Fitness, SNAP Fitness, Ashtabula County Educational Service Center YMCA, and Andover Methodist Church
Engage local fitness centers and schools to honor a 30- or 60-day free exercise subscription to the entire community.	2/28/23	
Develop a community wide physical activity campaign containing health promotion messages on health risks (e.g., high blood pressure or high cholesterol). * 	3/31/23	



Access to Care

Consideration of social determinants of health or health inequities: According to the 2022 CHNA, individuals of lower SES were more likely to experience barriers to care associated with lack of employment (and therefore, employer-based health coverage), those who lacked a personal vehicle to travel to/from medical appointments, those not seeking care due to fears of copays or out-of-pocket costs. Individuals uninsured tended to be under the age of 65 (ineligible for Medicare). In terms of the availability of providers, geographic gaps were identified in the Southern quadrant and among specialty care providers, including labor and delivery.

Indicator(s) to measure impact:

- % of adults, ages 19-64, who are uninsured (ACS, 1-year estimates)
- % living in a primary care health professional shortage area (HRSA, as compiled by KFF)
- % living in a mental health professional shortage area (HRSA, as compiled by KFF)

Objective 1: By 2026, conduct one collaborative assessment of access to health care in Ashtabula County.

Strategies	Timeline	Partners
Convene partners to assess access to care (including, at a minimum, primary care and behavioral health providers). (P)	1/31/23	Access to Care Committee
Host meeting(s) to identify data available on populations who lack access or experience barriers (data could be from the CHNA, surveys, ED/ER visits, etc.) and data on the availability and gaps in services (e.g. the number and geographic distribution of providers, or patient/provider ratios). (P)	3/31/23	
Collect data and host meeting(s) to draw conclusions about the causes of barriers to access to care (e.g., transportation or other social or structural determinants of health) and emerging issues (e.g., changes in the availability of services or providers, or reimbursement/insurance, legislative, or other changes) which could include conducting a SWOT/SOAR or Forces of Change Assessment. (P)	4/28/23	
Draft Access to Care Assessment Report specifically addressing access to primary care and behavioral health, which includes: An evaluation of access to care strategies implemented by gathering data directly from those experiencing barriers; populations who lack access or experience barriers; an assessment of the availability and gaps in services; conclusions drawn about the causes of barriers; and emerging issues related to access to care.	6/30/23	
Review Access to Care Assessment Report findings with partners and identify 1-2 strategies that could be implemented related to achieving policy changes or additional resources to facilitate access. (P) (G)	8/31/23	






Objective 2: By 2026, increase the percent of Ashtabula County residents who have health insurance by 2% (targeting those between the ages of 18-65). HP2030 

Strategies	Timeline	Partners
Identify under/uninsured individuals, including those who are un/under-employed and not receiving employer sponsored benefits, the Chamber of Commerce to identify the County's largest employers who do not offer health insurance, and/or small business associations to identify self-employed and un/under-employed individuals who are uninsured. (P)	10/31/23	Access to Care Committee, Chambers of Commerce, Small business associations, employers, insurance providers
Identify insurance enrollment/navigators/case managers available in Ashtabula County who are available to provide insurance enrollment assistance and eligibility criteria.	11/30/23	
Work with insurance companies to create transparency in out of pocket, copay, and other medical expenditures to prevent individuals from not seeking care due to costs.	1/31/24	
Develop a program to integrate mobile insurance registration within EMS, targeting the Southern portion of the County.	1/31/24	






Access to Health Care

Objective 3: By 2026, implement at least two multi-sector strategies to expand access and coordination of community services available to support the needs of the whole person.

Strategies	Timeline	Partners
Identify for comparison, nurse advocate programs successfully implemented in other communities which assist with insurance enrollment, navigation, and cost transparency. 	12/31/23	Access to care committee, health and social service providers, 211
Meet with social service and health care providers and establish signed Memoranda of Understanding (MOUs) to link or coordinate care. The MOUs will list activities, responsibilities, scopes of work, and timelines to integrate social services and health care.  	1/31/24	
Advocate for legislation to expand affordability, coverage, or cost transparency to increase access, focusing on preventative care and barriers faced among the working poor.  	12/31/25	

Objective 4: By 2026, increase utilization of telehealth services by 15% to promote preventative care. **HP2030**

Strategies	Timeline	Partners
Assess telehealth options available based on insurance coverage/provider to determine if there are gaps in service eligibility or coverage. 	10/31/23	Access to care committee, 211, ACP, health and social service providers
Meet with insurance providers to explore options to expand telehealth service coverage. 	11/30/23	
Promote the Affordable Connectivity Program (ACP) by advertising in churches, senior centers, public housing, lobbies and other public places to increase broadband access among 6,800 households in Ashtabula County (targeting the Southern portion).	12/31/23	
Develop and promote a directory/tri-fold of available telehealth services and providers based on insurance provider and instructional materials to assist individuals in using telehealth services.	12/31/23	
Circulate the tri-fold and informational materials on how to access tele-health services through 211, ACP services providers and community health centers (such as, the resource center in Conneaut) by providing information to those gaining access to broadband.	12/31/25	
Host educational session(s) for individuals on how to access telehealth and record sessions to post links to Healthy Ashtabula County partner pages for community members to access for future viewing.	12/31/25	
Embed community health resource centers to conduct preliminary screenings (e.g., blood pressure, blood sugar, O2 (oxygen) levels, etc.) prior to telehealth visits with telehealth technology available to assist those without computers or who are less tech-savvy (locations include: Andover library, SCAD, community centers, etc.). 	12/31/25	



Prevent and promote treatment of depression and anxiety across the lifespan

Consideration of social determinants of health or health inequities and vulnerable populations: The work group discussed social isolation, poverty, and lack of prison re-entry programs as social factors that contribute to substance abuse and addiction. This is especially true for low SES residents, while it was noted that mental health issues, including depression and anxiety are non-discriminatory spanning across SES groups.

Indicator(s) to measure impact:

- % of youth, ages 12-17, who experienced a major depressive episode within the past year (NSDUH)
- % of adults, ages 18 and older, who experienced a major depressive episode within the past year (NSDUH)
- # of deaths due to unintentional drug overdose, per 100,000 population (age adjusted) (ODH Vital Statistics)

Objective 1: By 2026, implement an anti-stigma mental health awareness, informational and educational campaign.

Strategies	Timeline	Partners
Form a workgroup to address causes/stigmas preventing individuals from seeking care based on the results of our Rural County Stigma Survey completed in November 2021.	1/31/23	MHR SB, Lake Area Recovery Center, Signature Health, Ashtabula County Juvenile Court, ACCAA, Ashtabula County Educational Service Center, Community Counseling Center, Lake Erie Correctional, HDAC
Engage with those with lived experience/impacted/special populations who do not seek care due to stigma to develop several anti-stigma messages/slogans/phrases.	4/28/23	
Integrate anti-stigma messages/slogans/phrases into promotional messages (e.g., social media, billboards, videos/PSAs, etc.) into Healthy Ashtabula County's campaign.	5/31/23	
Implement anti-stigma campaign using multiple modes (e.g., social media, web, PSAs, billboards, etc.) to the public and targeting healthcare and criminal justice settings.*	6/30/23-12/31/25	

Objective 2: By 2026, enhance linkage to treatment for engagement and retention from hospitals to treatment providers. **HP2030**

Strategies	Timeline	Partners
Develop strategies to embed linkages to behavioral health care treatment and retention from hospitals to treatment providers.	12/31/24	MHR SB, Lake Area Recovery Center, Signature Health, ACCAA, Ashtabula County Educational Service Center, Community Counseling Center, HDAC
Work with hospitals and treatment providers to embed linkages (implement the strategies developed).	12/31/25	

Objective 3: By 2026, raise awareness among health and social service providers about mental health to focus on meeting the needs of the whole person through four strategies. **HP2030**

Strategies	Timeline	Partners
Expand the number of non-behavioral health and social services providers trained in Mental Health First Aid, trauma-informed care or Question, Persuade, and Refer (QPR).	12/31/25	MHR SB, Lake Area Recovery Center, Signature Health, ACCAA, Ashtabula County Educational Service Center, Community Counseling Center, HDAC
Develop a tip sheet for providers (targeting primary care) to use to help them ask about and screen for mental health among clients (e.g., PHQ-9 or ACEs questionnaires, SBIRT).	3/31/23	
Circulate the tip sheet developed among providers (e.g., embedding within EHRs/EMRs, websites, and/or social media).	6/30/23	
Utilize county-wide partnerships to enhance the distribution of Mental Health and SUB Treatment Resource Manuals.	8/31/23	
Provide monthly newsletters to Healthy Ashtabula County Partners that includes local resources, events and other helpful information.	2/31/25	



Strengthen and Sustain Healthy Ashtabula County

Objective 1: By 2024, establish a health equity coalition. P

Strategies	Timeline	Partners
Form a cross-sector coalition to advance equity engaging, at a minimum, the health sector, non-health sector, and community members representing historically excluded or marginalized populations.	12/31/23	Equity Coalition
Establish a shared purpose and priorities for the committee, including, how data or data findings will be shared, a decision-making process which includes community involvement, and a common way of assessing progress towards outcomes either in the CHIP or other equity initiatives.	3/31/23	
Identify strategies to advance equity and methods to sustain the coalition.	6/30/23	
Examine the Healthy Ashtabula County membership through a "health equity lens" to ensure representation from community members or organizations that represent populations disproportionately affected by conditions contributing to poorer health outcomes, by: <ul style="list-style-type: none"> • Identifying ways to strategically recruit new members based on health equity considerations, priority areas (obesity, depression/anxiety, and access to care), resource needs and policy-setting. • Encouraging community engagement by implementing at least one strategy to eliminate barriers to participation among community members, consistent with an adopted community engagement model or framework. • Exploring options to retain existing members, such as, hosting meetings in locations or day/hours most convenient for members or eliminating barriers to participation (for example, hosting meetings in a virtual environment or childcare arrangements). 	12/31/25	

Objective 2: By 2026, implement at least two strategies to increase awareness and use of the Health Ashtabula County partnership, CHNA, and CHIP.

Strategies	Timeline	Partners
Develop a concise roadshow presentation or video synopsis of CHNA data and CHIP strategies.	12/31/23	Infrastructure coalition/workgroup
Identify whether relationships could be built with other sectors (e.g., schools to support data collection or implementation of CHIP strategies or business community or All In Ashtabula County) to support or offset current infrastructure related needs of the group.	6/30/24	
Present the roadshow presentation to civic organizations (e.g., Kiwanis, 4H, etc.), businesses (e.g., Chambers of commerce), schools/universities (e.g., A-Tech and others) and/or circulate the Healthy Ashtabula County video through web and social media outlets to raise awareness about the purpose, goals, and ways to get involved with Healthy Ashtabula County.	6/30/24	
Explore opportunities to submit a joint funding proposals to support the CHIP's implementation, including whether a 501(c)(3) status foundation or agency could support going after new or diverse funding opportunities.	12/31/24	
Determine the feasibility and resourcing (time and money) of a Healthy Ashtabula County website and/or expanding use of social media (e.g., cross-posting among partners or creating a #HealthyAshtabula hashtag).	12/31/24	