



Katherine Shaw Bethea Hospital Community Health Needs Assessment & Implementation Strategy



Community Health Needs Assessment Population & Key Demographics



KSB Hospital serves Lee County, a rural county in northwestern Illinois 100 miles west of Chicago and 45 miles southwest of Rockford. According to the U.S. Census Bureau, the 2010 population of Lee County was 36,031. Lee County was selected as the community for the basis of this assessment because it is the location of KSB Hospital, six satellite clinics, and more than 2/3 of the primary service area of KSB Hospital.

The communities shown below comprise the KSB Hospital primary service area (PSA) in Lee County. This area saw a population decline of 0.13% between 2000 and 2010, a period during which the state grew by 3.3%.

<i>US Census Bureau</i>	2000	2010	Change
Lee County	36,062	35,215	-2.35%
61006 Ashton, IL	1,910	1,759	-7.91%
61021 Dixon, IL	23,360	23,745	1.65%
61031 Franklin Grove, IL	1,750	1,656	-5.37%
61042 Harmon, IL	578	527	-8.82%
61057 Nachusa, IL	63	168	166.67%
61058 Nelson, IL	163	170	4.29%
61310 Amboy, IL	4,163	3,970	-4.64%
61324 Eldena, IL	107	109	1.87%
61331 Lee Center, IL	51	55	7.84%
61367 Sublette, IL	920	864	-6.09%
KSB PSA in Lee County	33,065	33,023	-0.13%

Dixon is the county seat and the largest community in Lee County with a population of 15,733. Lee County race and ethnicity shows 88.3% white, not Hispanic; 4.8% black; 5% Hispanic; with the remaining 1.9% American Indian and Alaska Native, Asian, or persons reporting two or more races.

Lee County covers 725 square miles. Public transportation is available through the [Lee/Ogle Transportation System](#) and private cab companies.

According to the Illinois Department of Employment Security, the 2010 annual average unemployment rate for Lee County was 11.0%, comparable to Northwest Illinois overall and slightly higher than the state average of 10.3%.

With a median household income of \$46,901, Lee County is lower than the state average of \$53,974. Lee County per capita income is \$24,411, below the state average of \$28,469. However, the proportion of Lee County residents, 10.5%, living below the federal poverty level is lower than the state average of 13.3%. The survey instrument used for this study was based largely on the Lee County Illinois Project for Local Assessment of Need (IPLAN), the Centers for Disease Control and Prevention (BRFSS) Behavioral Risk Factor Surveillance System, Northern Illinois Market Facts, and the 2010 Illinois Census Bureau Report. The IPLAN was an especially valuable tool used as a starting point for this assessment. The IPLAN is a periodic update of local healthcare needs, and representatives of KSB Hospital have always been a part of the IPLAN team. The IPLAN was used as a source of accurate, timely data and as a report on how other healthcare providers are also working to meet needs of the community.

The ZIP Codes defined as the KSB Hospital primary service area in Lee County are 61006, 61021, 61031, 61042, 61057, 61310, 61324, 61331, and 61367.

Community Health Needs Assessment Community Education Levels



Residents of Lee County lag behind state and national rates for achievement of a Bachelor's degree or a graduate/professional degree, and exceed the state and national rates for lower educational achievement checkpoints.

<i>U of I Health Systems Research</i>	Lee County	Illinois	USA
Less than 9th Grade	5.1	6.0	6.2
Some high school, no diploma	9.2	7.8	8.7
High school diploma or GED	36.4	27.9	2.9
Some college, no degree	24.7	20.8	20.6
Associate degree	9.1	7.3	7.5
Bachelor's degree	10.6	18.9	17.6
Graduate or professional degree	4.4	11.4	10.3

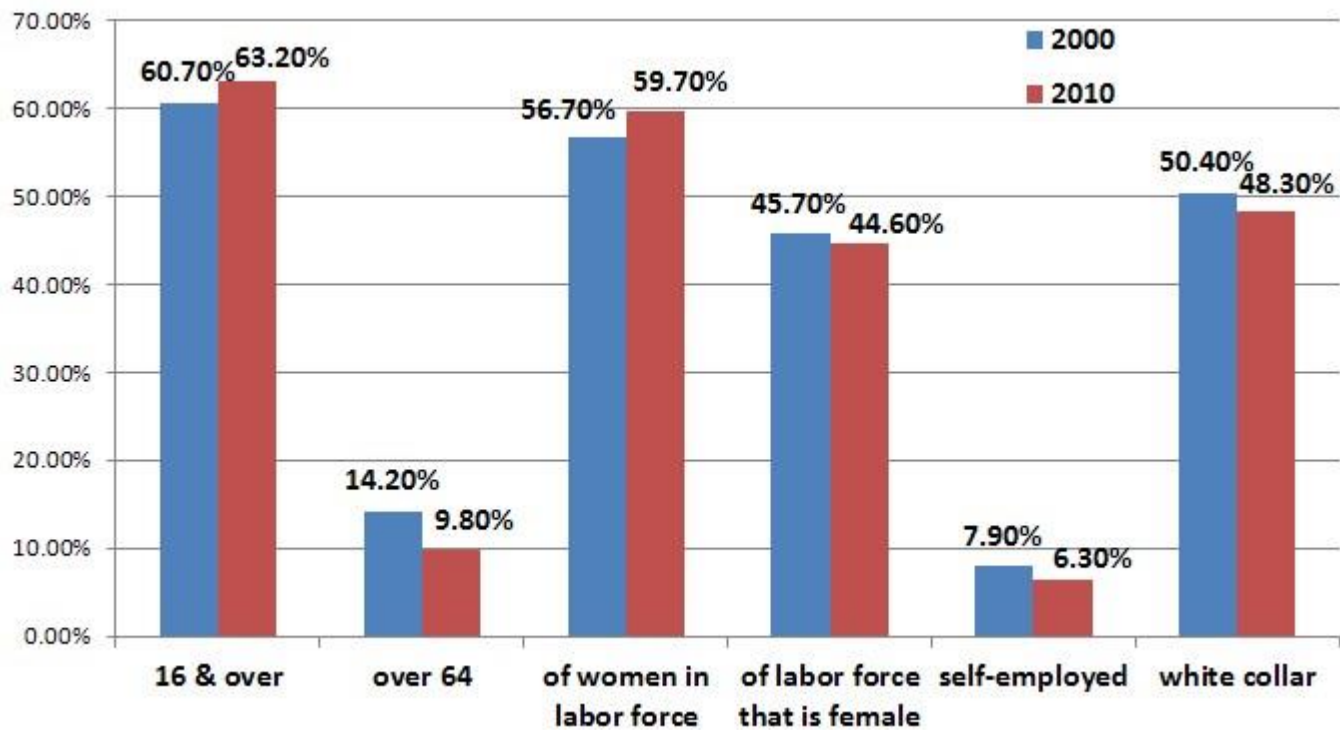
Community Health Needs Assessment Workforce Characteristics



The Lee County workforce can be categorized by industry and compared to state and national workforce characteristics. Notably, the data shows a higher than average rate of agriculture and manufacturing employees than the state or national rates. Predictably, the lower levels of educational attainment in Lee County correlate with lower rates of employment in finance, professional, scientific, and related industries.

<i>U of I Health Systems Research</i>		Lee County	Illinois	USA
Employed Population	17,249	100.00%	100.00%	100.00%
Agriculture, forestry, fishing, hunting, mining	517	3.00%	1.10%	1.90%
Construction	936	5.40%	6.00%	7.10%
Manufacturing	3,406	19.70%	13.00%	11.00%
Wholesale trade	561	3.30%	3.40%	3.10%
Retail trade	1,969	11.40%	10.80%	11.50%
Transportation, warehousing, utilities	1,066	6.20%	5.90%	5.10%
Information	262	1.50%	2.30%	2.40%
Finance, insurance, real estate, rental & leasing	581	3.40%	7.80%	7.00%
Professional, scientific, management, administrative, waste management	1,052	6.10%	10.80%	10.40%
Education, health care, social assistance	4,262	24.70%	21.60%	22.10%
Arts, entertainment, recreation, accommodation	1,133	6.60%	8.60%	8.90%
Other services, except public administration	750	4.30%	4.80%	4.90%
Public administration	754	4.40%	3.80%	4.80%

Similar characteristics to the employment by industry chart are apparent as we look at the composition of the Lee County civilian labor force, as shown by the data from the University of Illinois Health Systems Research.

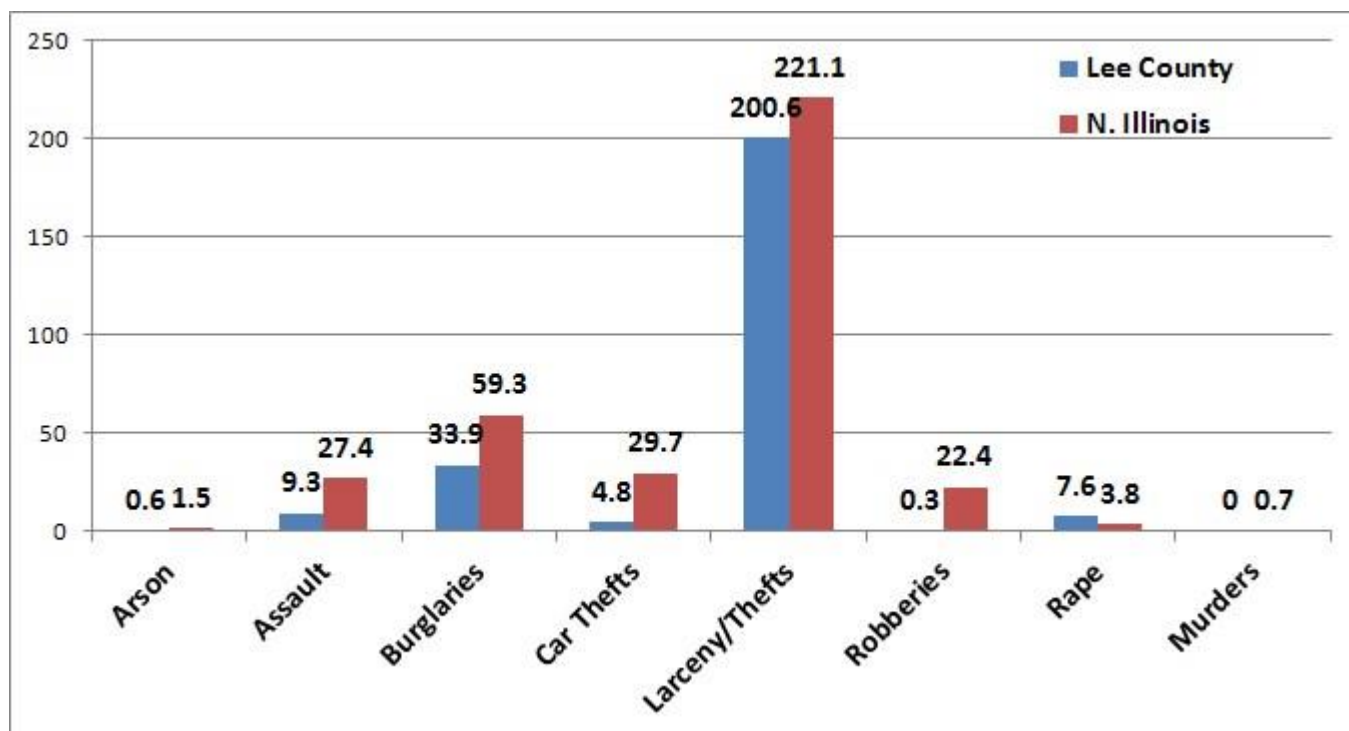


The unemployment rate has historically been higher than both the state rate and the national rate. The rate reached a generational high level of 14% in January 2010 and has fallen slowly since then.

Community Health Needs Assessment Criminal Activity



Lee County enjoys a lower than average crime rate, with few exceptions. Below is a comparison of reported criminal activity, in cases per 10,000 population, compared to Northern Illinois as a whole, as shown in data from the University of Illinois Health Systems Research.



Community Health Needs Assessment Recreation & Leisure



Lee County residents enjoy many options for leisure and recreation. From state parks to youth sports, a host of activities and programs are available to all ages, during all seasons.

The beautiful landscape of Lee County can be seen firsthand in dozens of city parks, four nearby state parks, three golf courses, and two popular rivers for fishermen and boaters.

The Dixon Park District manages 25 areas with an broad range of amenities and services. Sports facilities provide for baseball, softball, soccer, football, hockey, basketball, and tennis. A trail system attracts walkers, cyclists, runners, horseback riding, and snowmobilers. Several parks also include swing sets, playgrounds, boat launches, and park shelters. Unique park offerings include a dog park, a nature learning center, hunting grounds, historical markers, and a children's splash pad.

Dixon youth have many choices for sports participation. The Dixon Park District, the Dixon Family YMCA, and traveling teams offer a wide variety of sports, age groups, and seasons. In addition to competitive sports, the

Dixon Park District and the YMCA also offer swimming, golf, and tennis lessons and many fitness classes. Runners in Lee County can participate in several organized races throughout the county. Dixon, Amboy, and Ashton all play host to annual 5k or 10k races. Many community organizations also host fundraising and awareness walks that engage diverse populations.

In addition, sports teams and physical education are offered through all schools in Lee County.

In Amboy, Lee County's second largest community, three city parks offer soccer fields, baseball diamonds, playgrounds, walking paths, and picnic shelters. Amboy youth may also participate in Teen Turf, a community youth organization with sports, games, education, and after-school events.

Community Health Needs Assessment Reconciliation of Data & Prioritization of Needs



The purpose of the KSB Hospital Community Health Needs Assessment (CHNA) is to comply with the Patient Protection & Affordable Care Act, which calls for all 501(c)3 hospitals to conduct a community health needs assessment. This assessment will serve as a guide for planning and implementation of health and wellness initiatives that will allow the hospital and its collaborating partners to best serve the health needs of the community.

Primary source information was collected during a local tour on May 8, 2013, and from four focus groups, on May 17 and 20, 2013, comprised of representatives including the Lee County Health Department, faith-based organizations, University of Illinois Extension, KSB Hospital, local schools, a historical society, and business owners, students, and senior citizens.

All four focus groups identified a vast need for wellness and health education in our community. There was repetition among the focus groups regarding adult and childhood obesity, tobacco use and prevention as concerns impacting our region. The positive news during the assessment was that many wellness and health programs exist and don't need to be re-created. We have many systems in place, though we need to make these programs more accessible throughout the community. Primary and secondary data emphasized the need to address the issues of obesity, smoking prevention, and improving community awareness of existing services.

The areas of need identified below are those which were consistently identified as community health priorities. These needs are identifiable in primary data from local tours and focus groups and in the secondary data of the IPLAN, BRFSS, Census data, and other secondary sources.

The IPLAN, a secondary source for this CHNA, was a significant and valuable resource. Representatives from KSB Hospital participated on a multidisciplinary team in surveying the health needs of Lee County and in creating the IPLAN. During the IPLAN process, the team used the Hanlon Method of health problem priority setting. Those results helped KSB Hospital create this CHNA.

Community Health Needs Assessment Obesity Education & Prevention



Obesity was identified as a significant concern by nearly every source. In Lee County 27% of residents are obese (BMI >30kg) and more than 60% are either overweight (BMI is >25kg) or obese. The state of Illinois has the tenth highest rate of obese and overweight children at 34.9%. Nationally, the rate of obesity in children aged 2-19 has more than tripled since 2000.

In partnership with the Lee County Health Department, the Dixon Family YMCA, and other local agencies we intend to improve cooperation, identify access to affordable healthy foods, explore the concept of “community gardens”, advertise affordable exercise opportunities, and continue to provide free educational programs to local students, seniors, corporations, low-income residents, intellectually disabled, the homeless, and the terminally ill.

Data and discussion indicated that a barrier exists because of insufficient community awareness of the above mentioned programs.

The steering committee recommends improved advertising of the availability of health and wellness programs and promoting participation in these programs.

The intervention plan is to provide health and wellness information and a list of upcoming programs to the Lee County Probation Department, the Lee County Health Department, the Dixon PADS Homeless Shelter, local Chambers of Commerce, senior centers, agencies serving the developmentally disabled and their caretakers, local public aid offices, and faith based communities. The steering committee also recommended increased presence on websites and social media, using existing Facebook pages, Twitter profiles, and websites of participating organizations.

This information will include affordable healthy foods in community gardens and farmers market, safe areas for physical activity, and free educational programs. We will use education material from the CDC, University of Illinois Extension, and the Lee County Health Department.

Collaborative efforts will take place during bi-annual meetings of stakeholders. KSB Hospital will host the biannual informational sessions with providers to evaluate and re-examine the progress of education. Additionally, most of the stakeholders are members of the PHLC – Partnership for a Healthy Lee County and meet monthly.

Goals

- Reverse the progression of obesity in adults and children in Lee County by 2016 using the national benchmark of 25% as a baseline

Objectives

- Increase the proportion of adults/children who have access to healthy foods
- Increase the number of adults who participate in Operation Move to Win
- Increase the number of adults and children who participate in physical activities

Implementation Strategies

- Increase nutrition and wellness education to the at risk population through programs like: Jump with Jill, a nutritional rock show for school children; Operation Move to Win, a weight loss competition with educational videos and resources for participants;
- Continue to promote health improvement programs for adults and students
- Continue our alliance with the Partnership for a Healthy Lee County (PHLC) to provide complementary health and wellness education on a community level
- Continue to engage key leaders for at risk populations and provide strategies to promote healthy lifestyles and behavior modification
- Continue to partner with key health agencies to provide education and promote physical activity
- Partner with key leaders to promote and advertise affordable health, wellness, and physical activities through social media and marketing techniques to at risk populations, using partnerships with the Dixon Family YMCA wellness center, and the Lee County Health Department's We Choose Health Grant Worksite Wellness program
- Continue to promote and partner with key leaders regarding the awareness of the currently available resources

Community Health Needs Assessment Prevention & Treatment of Tobacco Use



Tobacco use has been linked to many health conditions such as cancer, heart disease, stroke, respiratory disease, and birth defects. The CDC says more deaths are caused each year by tobacco use than by HIV, illegal drug use, alcohol use, motor vehicle injuries, suicides, and murders combined. The CDC considers tobacco use to be the leading preventable cause of death in the United States.

According to the 2011 County Health Rankings, 26% of Lee County adults currently smoke. Of greater concern, according to 2006 IPLAN data, 19.1% of mothers smoked during their pregnancy, compared to 8.6% of expecting mothers in Illinois.

Collaboration between health care providers will improve community education and help prevent tobacco use among youths and adults, with special attention given to at-risk populations. Through joint efforts, local providers will conduct social marketing campaigns against tobacco use, provide or enhance tobacco prevention education in schools, and promote smoking cessation services. Progress made by these collaborative efforts will be monitored during bi-annual meetings of stakeholders. Healthcare providers and community partners will be invited to informational sessions on the Illinois Tobacco Free Communities Program hosted by KSB Hospital.

Goals

- Reduce the percentage of adults who are smokers from 26% to 23% by 2016

- Reduce the percentage of pregnant women who use tobacco products from 19.1% to 15% by 2016

Objectives

- Increase awareness of smoking cessation resources available

Implementation Strategies

- Continue our alliance with the Partnership for a Healthy Lee County (PHLC) to provide complementary health and wellness education on a community level
- Continue to work with the Lee County Health Department with the We Choose Health Grant
- Continue to provide Illinois Tobacco Free Communities information to our at risk population which includes but not limited to probation, homeless shelters, YWCA, and YMCA
- Provide more Smoke Free information during our Operation Move to Win Program
- Coordinate Smoke Free classes in the School Systems
- Refer to Freedom from Smoking clinics
- Collaborate with local agencies on a social marketing campaign against tobacco use
- Share the Illinois Tobacco Quit Line (866-784-8937) with patients and clients of local healthcare providers

Community Health Needs Assessment Improving Community Awareness



While there was satisfaction among all four focus groups of the health and wellness programs, medical services, and availability of public transportation, it was clear that more can be done to promote these programs throughout the community. We will work more collaboratively with local organizations to meet these needs by sharing information on social media, local websites, and in places serving at-risk populations, like the probation department, the Lee County Health Department, local homeless shelters and food pantries, and substance abuse counseling centers.

Stakeholders will meet twice a year at KSB Hospital to discuss progress toward health goals and information sharing goals. Additionally, most key stakeholders participate in the PHLC – Partnership for a Healthy Lee County which allows for monthly discussion and networking across organizations.

Goal

- Share more wellness information with the students, senior citizens, and at-risk populations
- Increase awareness of health services from KSB Hospital and other providers

Objectives

- Leverage internet and social media opportunities through cross promotional posts and event invitation sharing
- Increase the range of health, wellness and prevention messages

Implementation Strategies

- Develop partnerships with key partners to increase education through social media
- Education and preventative health opportunities will be made available to the public through social media, organizational websites, text messages, and emails
- Purchase targeted Facebook advertising to reach specific ages, locations, and other demographic groups
- Sponsor the KSB Wellness Center at the Dixon Family YMCA to fund a lease of modern exercise equipment and purchase advertisements to promote the newly accessible resources in the KSB Wellness Center
- Share promotional brochures and information cards within the KSB Wellness Center with information on other health services available in the community from KSB Hospital and other providers
- Share information about KSB Hospital programs and services in Welcome Wagon packets for those who move in to Dixon or Polo

Community Health Needs Assessment Areas Not Directly Addressed



Obesity, tobacco use, and community outreach have been identified in this assessment as priorities; other needs will be addressed by other providers or addressed in the future.

Alcohol and Drug Abuse

This need is not directly addressed by KSB Hospital because other community health providers are implementing strategies to reduce alcohol and drug abuse. With a goal of reducing binge drinking, the Lee County Health Department plans to conduct social media outreach campaigns to educate residents on the adverse effects of excessive alcohol consumption and the dangers of binge drinking. Working with law enforcement officials and local alcohol vendors, another effort is underway to prevent minors from illegally obtaining alcohol. KSB Hospital assists Sinnissippi Centers, the Lee County Health Department, Alcoholics Anonymous, Lutheran Social Services of Illinois, and other partners in providing mental health, substance abuse and addiction programs.

Mental Health

This need is not directly addressed by KSB Hospital because the 2011 IPLAN identified the need to improve access to mental health services. Working with Sinnissippi Centers and other community partners, KSB Hospital is an active participant in serving the mental health needs of the community. The IPLAN implementation strategies include researching the use of telemedicine for psychiatric services, improving mental health screenings in emergency room settings, and training law enforcement, teachers, clergy and other community leaders to identify the warning signs of mental illness. Sinnissippi Centers will soon occupy an office suite in KSB Town Square Centre Clinic in downtown Dixon to improve access to clinical psychology services in an integrated health clinic.

Public Transportation

This need is not directly addressed by KSB Hospital because it involves a significant non-healthcare strategy. However, KSB will continue to cooperate with the Lee-Ogle Transportation System and other community

partners to provide public transportation throughout our service area. Public transportation is available to the general public, regardless of age or socioeconomic status. KSB Hospital promotes the use of public transportation by including a telephone number and description of services on every webpage for the ten different KSB service locations. The information is also promoted in mobile webpages for the respective

Community Health Needs Assessment KSB Hospital Locations & Providers



locations.

Locations

[KSB Center for Health Services - Amboy Clinic](#)

[KSB Hospital - Ashton Family Health Center](#)

[KSB Commerce Towers Clinic](#)

[KSB Edwards Clinic](#)

[KSB Eye & Vision Center](#)

[KSB Hospital](#)

[KSB Hospital - Mt. Morris Clinic](#)

[KSB Center for Health Services - Oregon Clinic](#)

[KSB Center for Health Services - Polo Clinic](#)

[KSB Town Square Centre Clinic](#)

Healthcare Professionals

[Providers](#) - an online directory of physicians and mid-level providers searchable by name or specialty. The directory includes contact information, educational background, and board certification status for members of the KSB Hospital Medical Staff.

Community Health Needs Assessment Community Health Resources



- [Lee County Health Department](#)
- [LSSI Substance Abuse Counseling](#)
- [Sinnissippi Centers, Inc.](#)
- [YWCA of the Sauk Valley](#)
- [Lutheran Social Services of Illinois](#)
- [Amboy Rehab & Nursing Care](#)
- [Dixon Health Care & Rehabilitation Center](#)
- [Franklin Grove Health Care Center](#)
- [Heritage Square](#)
- [Liberty Court Assisted Living](#)
- [Lee County Council on Aging](#)
- [Alcoholics Anonymous \(A.A.\)](#)

- Alliances Counseling Services
- Alzheimer's Association- Rock River Office
- Hospice of the Rock River Valley
- Pincrest Terrace - Alzheimer's Unit and Assessment Center
- The Meadows of Franklin Grove
- Home of Hope Cancer Wellness Center
- Northern Illinois Cancer Treatment Center □ American Cancer Society, Rockford Regional

Office

- Community Coordinated Child Care (4-C)

- Lee / Ogle Regional Office of Education
- Lee / Whiteside Diabetes Association
- American Red Cross - Lee County Unit
- Leydig Center
- Amboy Food Pantry at St. Patrick's Church
- Dixon Food Pantry
- Meals on Wheels
- Loaves And Fishes at St. Patrick's Church, Dixon
- Dixon PADS Homeless Shelter
- Shining Star Children's Advocacy Center
- Lee County Sheriff

Community Health Needs Assessment Steering Committee & Participants



- Court-Appointed Specialized Advocates (CASA)
- Tri-County Opportunities Council
- Department of Rehabilitation Services,

Sterling Office

- Lee County Special Education Association
- Jack Mabley Developmental Center
- Northwest Illinois Special Olympics
- Kreider Services
- Sauk Valley Community College

- Franklin Grove Police
- Dixon Police
- Amboy Police
- Lee County State's Attorney
- Lee County Veterans Assistance Commission
- VFW Post 540 Horace F. Ortt Post

Steering Committee

E. William LeFevre, Chairman, KSB Hospital Board of Directors & President, Franklin Grove Bank **Debbie Kelly**, Director, Northwest Illinois Special Olympics*

Cathy Ferguson, Administrator, Lee County Health Department*

Hana Hinkle, Assistant Director of Rural Health Workforce Development, The National Center for Rural Health Professions

Kathy Spellman, IEMA Staff Development Specialist **John**

Varga, Sheriff, Lee County

Susan Gould, M.D., KSB Emergency Department Medical Director

Anita Dunphy, RN, Nursing Coordinator, KSB Hospital **Jean**

Spohn, Principal, St. Mary's School

Woody Lenox, IS Technical Supervisor, KSB Hospital & Past School Board Member, Dixon #170* **Linda**

Clemen, RN, Chief Nursing Officer, KSB Hospital

Janis Ormond, MSN, DNP Student

Carrie Grobe, Wellness Dietitian, KSB Hospital

Christine Scheffler, Community Wellness Coordinator, KSB Hospital

Franklin Grove Focus Group, May 17, 2013 facilitated by: Christine Scheffler,
Community Wellness Coordinator, KSB Hospital
Lynn Asp, Director of Lincoln Highway Historical Society
Janis Ormond, MSN, DNP Student
Residents of Franklin Grove

Amboy Focus Group, May 20, 2013 facilitated by: Christine Scheffler,
Community Wellness Coordinator, KSB Hospital
Andrew Full, Dean of Students, Amboy Middle School
Janice McCoy, Family Life Educator, University of Illinois Extension
Colin Baker, D.C., Green River Chiropractic & Amboy Chamber of Commerce President
Janis Ormond, MSN, DNP Student

Amboy Middle School Survey, May 20, 2013
Joyce Schwamberger, Principal, Amboy Middle School
237 students of Amboy Middle School

Dixon Focus Group, May 17, 2013
facilitated by: Christine Scheffler, Community Wellness Coordinator, KSB Hospital
Carrie Grobe, Wellness Dietitian, KSB Hospital
Janice McCoy, Family Life Educator, University of Illinois Extension
Eric Hoffman, Director, Camp Reynoldswood*
Tamara Fane, Director, Bright Beginnings Day Care*
Sue Bennett, RN, Dixon Public Schools
Janis Ormond, MSN, DNP Student
Cathy Ferguson, Administrator, Lee County Health Department*

* - Representative of medically underserved, low-income, or minority populations within the community
Individuals from the Lee County Health Department have significant experience working with otherwise medically underserved populations. Individuals from the public schools understand and work with low-income student populations. Bright Beginnings Day Care and Camp Reynoldswood both serve a community with low-income and minority members and are good representatives of those community interests.

Community Health Needs Assessment Closing Remarks & Availability of Report



The KSB Hospital community health needs assessment was conducted in 2013, in accordance with IRS guidelines.

KSB Hospital is grateful to the steering committee members, the focus group participants, the health care professionals and staff of KSB Hospital, and the citizens who offered their considerate participation to complete this assessment.

Special thanks go to the Lee County Health Department for the expertise, data, and IPLAN information shared at every stage of the process.

The 2013 KSB Community Health Needs Assessment was submitted to the administration and board of directors in October 2013.

This report is widely available to the public, free of charge, on www.ksbhospital.com, and printed copies are available upon request at KSB Hospital, 403 E First St, Dixon, IL 61021