



# Applying Needs Assessment Findings into Community Action in Western Oklahoma

**Meredith Scott, MS, CHES<sup>1</sup>, Stephanie DeBerry, MS, RDN, LD<sup>1</sup>,  
Michael Clark, MS<sup>1</sup>, Jason Felts MS<sup>2</sup>**

<sup>1</sup>OUHSC Hudson College of Public Health, Oklahoma Nutrition Information & Education (ONIE) Project <sup>2</sup>Oklahoma Foundation for Medical Quality

# Acknowledgement

- Katie Carlsen, ONIE Practicum Student
- Jayme Noble, OFMQ Coordinator
- Sandra Burchill, OFMQ Sr. Clinical Consultant
- Lindsey Wiley, OFMQ Executive Director

**Funding:** Rural Community Program through the Health Resources & Services Administration



# Western Oklahoma Wellness

**Vision Statement:** All residents in Western Oklahoma have access to affordable health care & healthy lifestyle choices

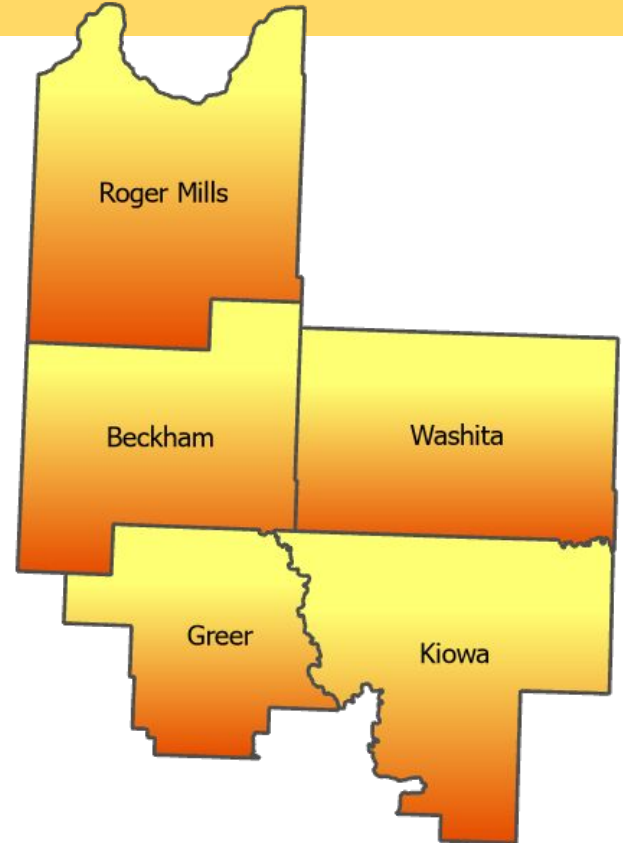
**Strategic Purpose Statement:** Advance rural health by aligning community resources for enhanced care coordination, provider education & health promotion to prevent disease & improve wellness.

**Service Area:** Beckham, Greer, Kiowa, Roger Mills, Washita



# Western OK Wellness Objectives

- Develop a diverse consortium to enhance the delivery of preventive health care services & implement sustainable programs covering Beckham, Greer, Kiowa, Roger Mills & Washita counties
- Increase the number of healthcare providers utilizing Health Information Technology for patient engagement, population health management & health information exchange to improve health care cost & access to care
- Improve rural health outcomes through the development of a regional diabetes prevention program & increased access to community healthy living programs



# Core Activities

- Establish & enhance *lifestyle change programs*
- Identify community needs & host “*Weeks of Wellness*” to progress health promotion
- Provide *technical assistance* to improve clinical workflow & population health management
- Deliver educational materials & resources to health care providers & patients



# Quality Improvement



- WOW provides technical assistance to health care providers
  - Preventive efforts
  - Workflow assessment
  - EHR measure evaluation
    - Population health management
  - Referral processes
  - Patient engagement
  - Clinical protocols

# WOW Continuing Education

- WOW provides continuing education to improve patient outcomes, provide updates on current evidence-based & promising practice & translate knowledge into practice
- Topics included:
  - The Impact of Obesity
  - Youth Onset Type 2 Diabetes
  - Chronic Kidney Disease
  - To Insulin & Beyond: Inpatient Glycemic Control
  - Making Healthy Choices Easier: Tools & Resources for Boosting Local Food Access & Nutrition Security

# Community Wellness Survey

Identify the health needs & community strengths of Western Oklahoma residents.





# Community Wellness Survey

- Initial Survey covered current service area
  - 5 counties in Western OK
- Approved by OU Institutional Review Board (IRB)
- Looks into access to food, physical activity & healthcare services
- Evaluates attitudes toward change & current health status



HELLO WESTERN OKLAHOMA RESIDENTS! THE OU  
HEALTH SCIENCES CENTER WANTS FEEDBACK  
ABOUT YOUR HEALTH & COMMUNITY RESOURCES.

**SCAN THE QR CODE TO  
COMPLETE THE 10-MINUTE  
SURVEY AND ENTER FOR A  
CHANCE TO WIN A GIFT CARD!**



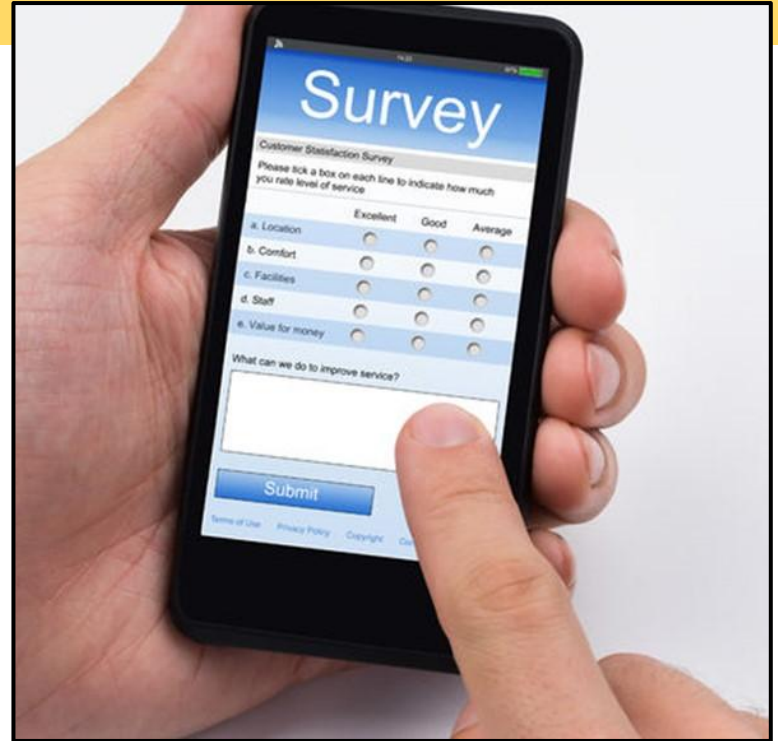
IRB NUMBER: 14745  
FOR QUESTIONS OR CONCERNS CALL: 405-271-2091

# Survey Development

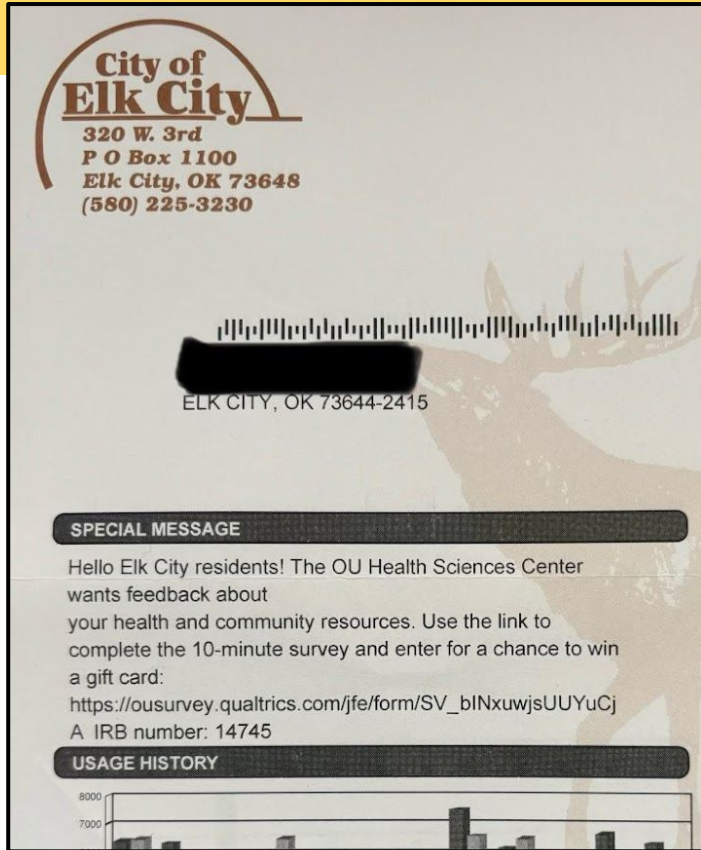
- Behavioral Risk Factor Surveillance System (BRFSS)
- San Luis Valley Community Health Survey
- National Health & Nutrition Examination Survey (NHANES)
- Perceived Health Competence Scale (PHCS)
- Barriers to Information Access Scale (BIAS)
- Brief Sense of Community Scale (BSCS)
- Additional questions to gauge survey respondents' interest in potential services

# Survey Development

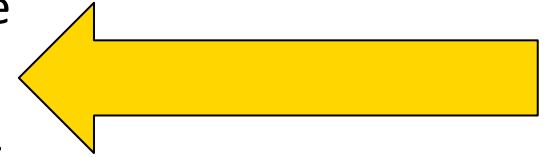
- Western Oklahoma Wellness Consortium members reviewed survey questions
- Length of time to take survey was tested to confirm it would take 5-10 minutes
- Survey was provided only online through a URL or QR code
- Reading level was assessed
- Mobile friendliness was assessed



# Recruitment



- Western Oklahoma Wellness Consortium
  - Sent survey to consortium members to help distribute
- Elk City Water Bill
- Community Events
  - Back to School Events
  - Health Fairs





# Champions

- Consortium Member
- City of Elk City
  - Matt Bradshaw, Elk City Program Manager
- City saw the survey as an opportunity to better understand their community
- City provided feedback on survey questions

# Elk City

- Beckham County seat
- Principal city in Western Oklahoma for services
  - Medical
  - Retail / Groceries
  - Entertainment
- City's priorities is to grow services that meet the needs of their community



ARROWHEAD  CENTER

# Survey Results

# Methods - Survey

- Online survey through qualtrics
- Survey ran for 3 months
  - August - October 2022
- 922 respondents completed the survey
- Respondents were asked for their zip code
  - County location was based off zip code response
  - Non oklahoma zips were removed from analysis
- Analysis performed in SPSS

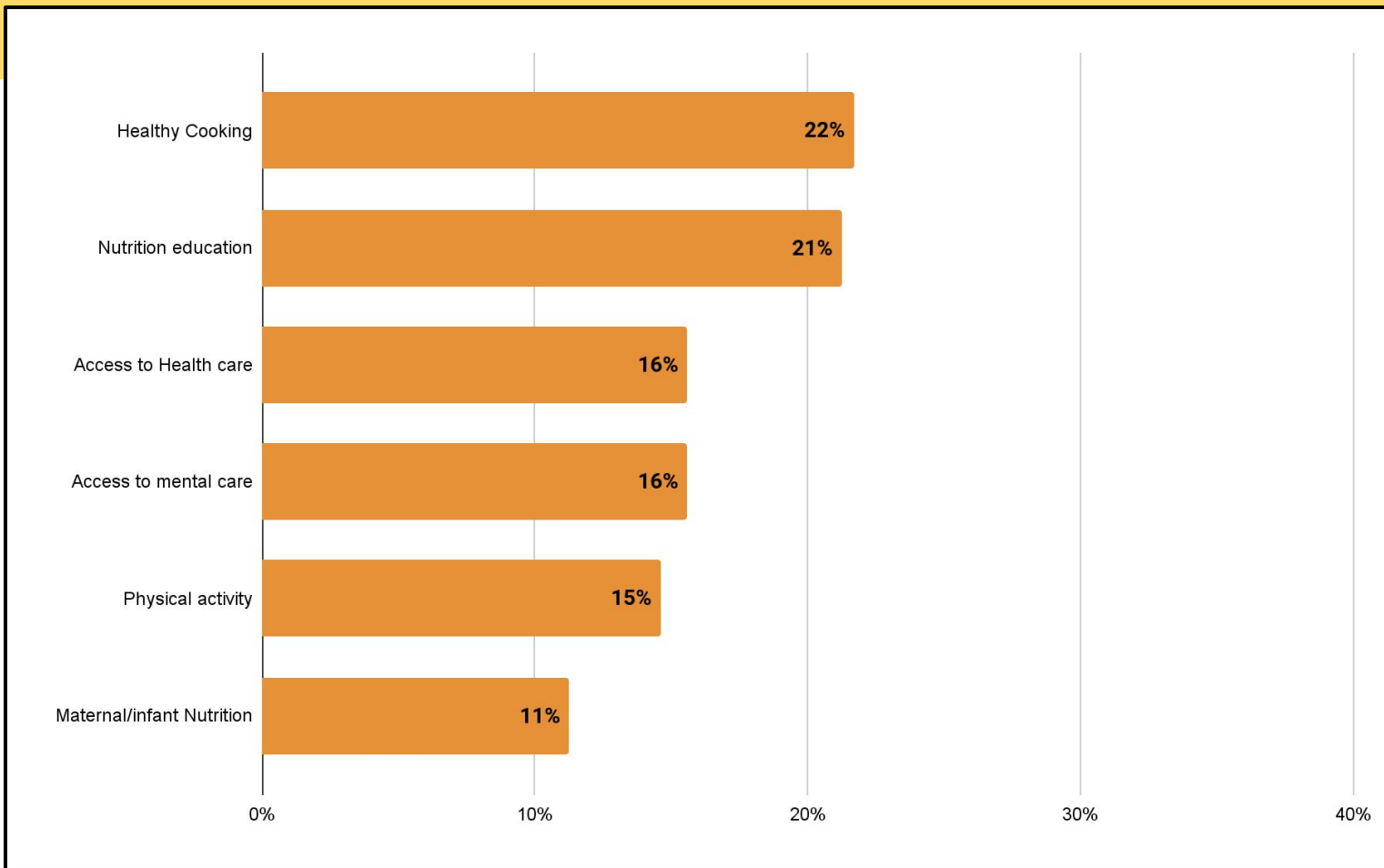
County	Frequency	Percentage
Beckham	284	31%
Greer	40	4%
Kiowa	59	6%
Roger Mills	43	5%
Washita	80	9%
Caddo	176	19%
Surrounding counties	238	26%



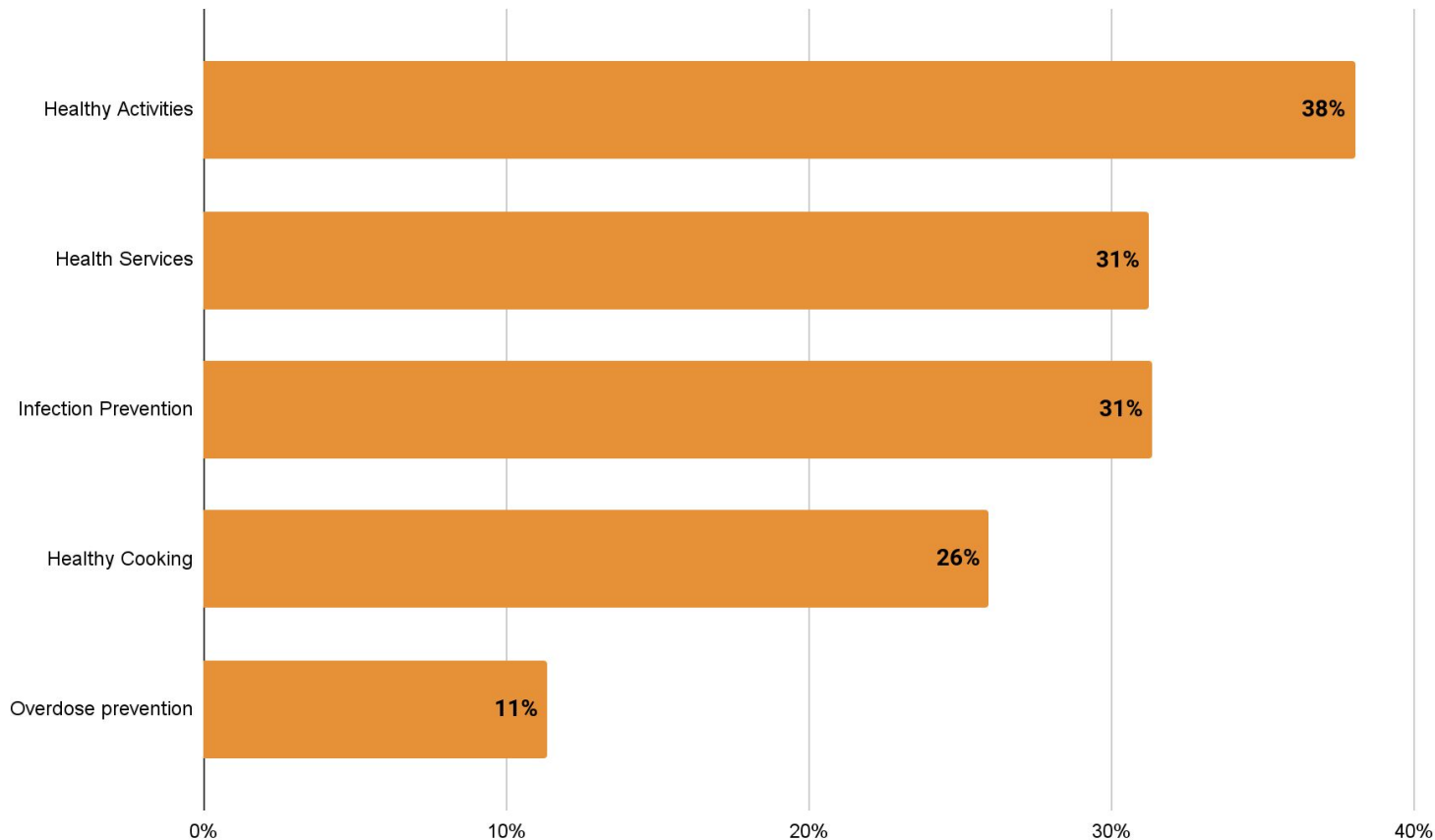
# Demographics - Survey vs State

		Survey	State			Survey	State
<b>Gender</b>	Male	45.5	49.9	<b>Ethnicity</b>	Non-Hispanic	86.0	63.4
	Female	54.4	50.1		Hispanic/Latino	14.0	12.1
<b>Age</b>	10-19	0.1	14.1	<b>Race</b>	American Indian	2.6	9.5
	20-29	20.9	13.7		Asian	4.9	2.6
	30-39	<b>56.1</b>	13.6		African American	<b>14.5</b>	7.9
	40-49	16.4	12.2		Native Hawaiian/ Other Pacific-Islander	1.5	0.3
	50-59	3.7	11.3		White	74.1	73
	60-69	1.7	11.6		Multiple	2.3	6.7
	70-79	1.1	7.7				

# Areas respondents felt they could benefit from education



# Free services respondents would be interested in utilizing

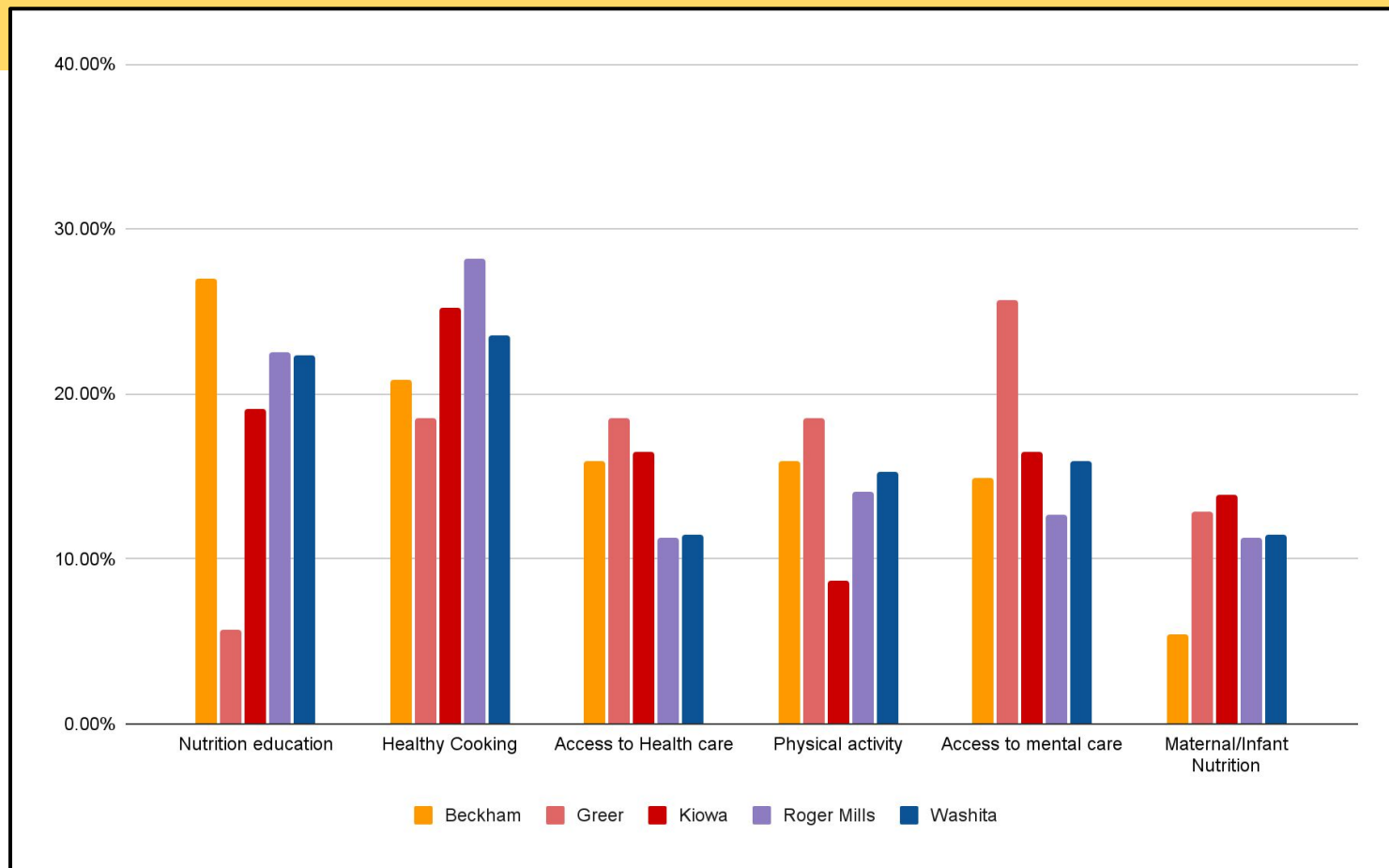


Health services:  
Lab testing, health  
care enrollment  
services

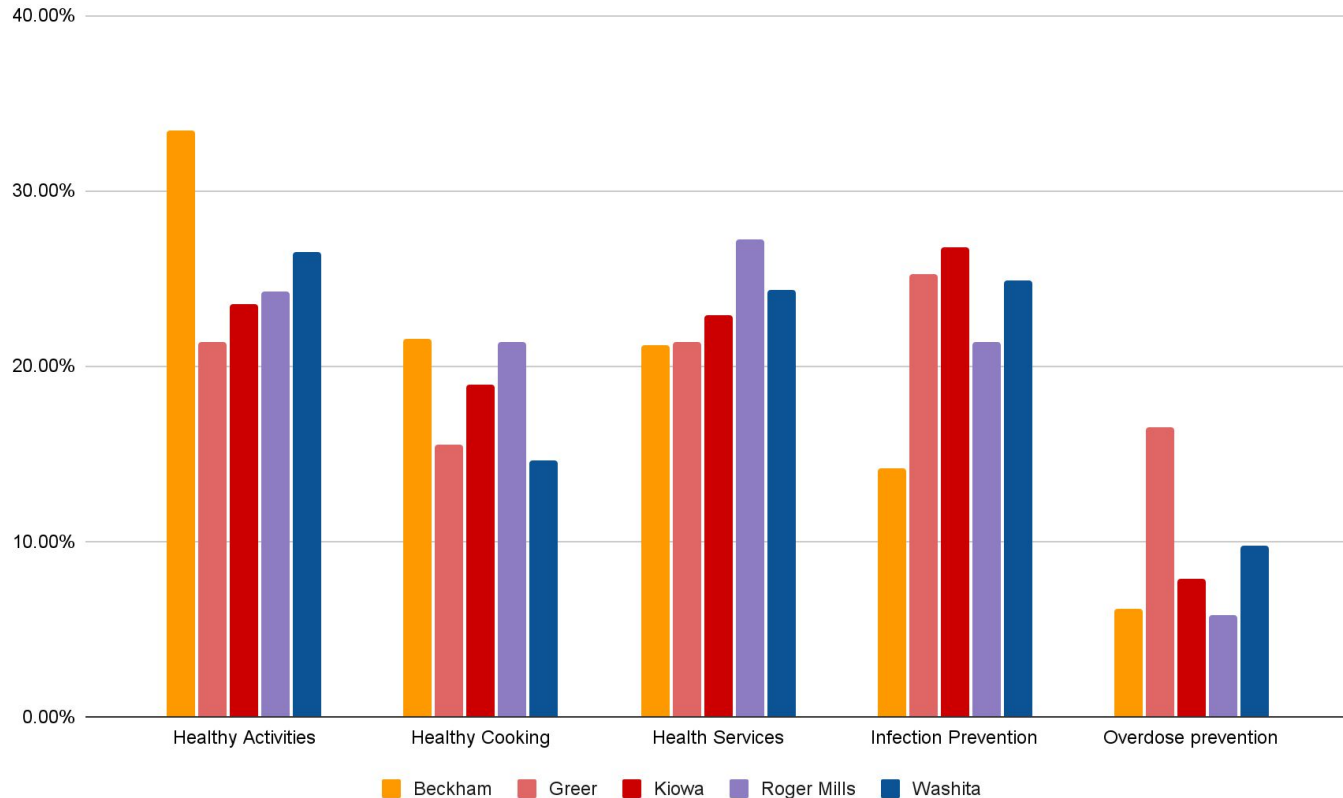
Infection  
prevention:  
Vaccines, Covid  
testing

Healthy  
activities:  
Non competitive &  
Family activities

# Areas respondents felt they could benefit from education by county



# Interest in free services in community by county



**Health services:**  
Lab testing, health care enrollment services

**Infection prevention:**  
Vaccines, Covid testing

**Healthy activities:**  
Non competitive & Family activities

# Results in Summary

- 81.4% of respondents have been screened for Diabetes
  - 86.3% have a PCP
  - 57.8% have been seen by their PCP in the last year
  - Only 7.7% of all respondents reported their health as fair or poor
- 
- Region overall feels that nutrition education & healthy activities are needed & would be utilized
- 
- When separated by individual counties Healthy activities & nutrition education are still priorities but smaller population county's needs are more infrastructure based & center around access & health services.



# **Applying Needs Assessment Findings into Community Action**

# Weeks of Wellness

- Collaborative effort
- Tailor events to each community's needs & wants
- Identify local stakeholders & champions
  - schools/educators, health departments, providers/hospitals, public figures
- Focus on local resources to engage community
  - Health fairs that highlight local resources
  - Opportunities for physical activity
  - Access to healthy foods
  - Center around established events
  - Offer preventive testing & education





# WOW Health Fairs

- Local resources
- Community organizations
- Family fun activities
  - Art stations
  - Games
  - Physical activity stations
  - Cooking demonstrations



# WOW Preventative Testing

- Partner with local organizations to provide preventative screenings
  - Blood pressure
  - Biometric scale readings
  - Lipid panel
  - HbA1c
- SWOSU conducts blood sugar testing to identify diabetes markers.



# WOW Cooking Demos

- Interactive demos
- Feature local produce
- Provide nutrition resources
  - Nutrition calendars
  - Easy, healthy recipes
  - Kitchen items to reinforce cooking skills & behaviors learned
  - Answer audience questions



# WOW Let's Get Moving Events

- Free family fun
- Physical activity
- Highlight local infrastructure





## Call for K-12 Art & Poetry Entries

1st, 2nd & 3rd place winners will receive their prizes on  
**NATIONAL RURAL HEALTH DAY! THURSDAY, NOVEMBER 16TH**

Location and time will be announced later.

### Submission Type

**Poetry:** Poems can be typed or written on a piece of paper neatly. Poems cannot exceed 28 lines

**Paper Art:** The artwork style is not limited. Feel free to use markers, crayons, pencils, paint, or collages. Paper size cannot exceed 11 inches x 17 inches

All art & poetry entries needs to include on back:

Submission's title, student name, school name, grade, phone & email, so we can contact winners.

This event is part of Washita County Western Oklahoma Wellness Initiative. Representatives of Western Oklahoma Wellness will pick up art & poetry at the schools on November 9th. Art will be displayed at Cordell Memorial Hospital.



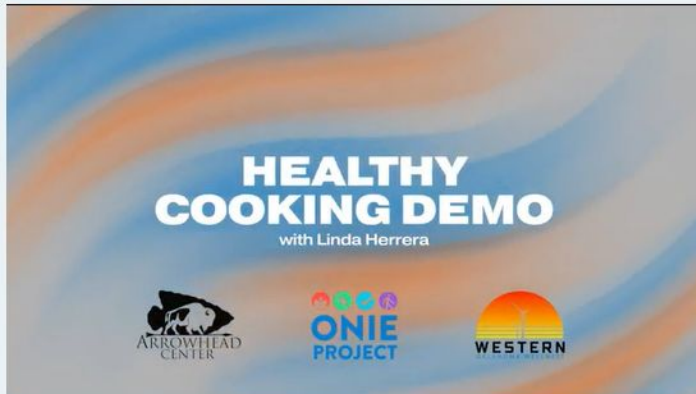
# WOW Art Competitions

Engaging with schools, children & parents

# WOW Social Media

- Healthy Cooking Demos

**Fuel made easy!**



**Sheet Pan Chicken Fajitas**



**Cilantro Lime Shrimp Bowl**

# Upcoming WOW Events

- **Nov 14th:** World Diabetes Day FREE CME/CEU
- **Nov 16th:** Rural Health Day Art Competition - Washita County, Cordell Memorial Hospital
- **Jan 18th:** Exercise & Cooking Demos - Beckham County, Elk City
- **Feb 7th:** Roger Mills County Community Health Fair
- Quarterly consortium meetings  
(4th Thursday of the 1st month of each quarter)
  - Jan 25th, 2024
  - April 25th, 2024
  - July 25th, 2024
  - Oct 24th, 2024



# Areas of Opportunity

- Identifying champions in each community
- Building capacity using local infrastructure
- Shared use agreements with local school & community facilities
- Because majority of respondents have a PCP & seek nutrition/health advice from their doctor, we see opportunity for program recruitment through clinics





# WOW Consortium Executive Committee



**Jason Felts**  
[jfelts@ofmq.com](mailto:jfelts@ofmq.com)

**Sandra Burchill**  
[sburchill@omfq.com](mailto:sburchill@omfq.com)

**Jayme Noble**  
[jnoble@ofmq.com](mailto:jnoble@ofmq.com)

**Meredith Scott-Kaliki**  
[meredith-scott@ouhsc.edu](mailto:meredith-scott@ouhsc.edu)

**Michael Clark**  
[michael-clark@ouhsc.edu](mailto:michael-clark@ouhsc.edu)

**Stephanie DeBerry**  
[stephanie-deberry@ouhsc.edu](mailto:stephanie-deberry@ouhsc.edu)

**Viki Castaneda**  
[viki-castaneda@ouhsc.edu](mailto:viki-castaneda@ouhsc.edu)

**Sarah Yount**  
[sarah.yount@swosu.edu](mailto:sarah.yount@swosu.edu)

**Heidi Macha**  
[heidi.macha@swosu.edu](mailto:heidi.macha@swosu.edu)