



Stark County Community Health Improvement Plan 2023-2024 Evaluation Report

The Stark County Community Health Needs Assessment (CHNA) Advisory Committee transitioned into the fourth assessment cycle in 2022. The new cycle was implemented with a unique approach. Thrive at Work, a consulting firm, facilitated a series of community conversations and work sessions to draw on strength-focused community building and collective impact methodologies. Community stakeholders and members were engaged in discussion around the mental health needs and the social conditions impacting the community. The conversations helped guide the development of a shared vision, core beliefs and a community roadmap for positive health outcomes.

Shared Vision: “Everyone struggles. No one struggles alone.”

Core Beliefs:

- All people can be well and joyful.
- Individual and community health are connected.
- Everyone should be connected to community and digital infrastructures.
- Collaborations are vital to our success.
- Mental health care is health care and is more than avoiding crisis.

A framework of 10 strategies were narrowed down from the numerous ideas identified through the community conversations and work sessions. At the 2023 Health Improvement Summit, over 120 participants voted on the five strategies to be included within the 2023-2025 Community Health Improvement Plan (CHIP):

1. No cell phone usage in schools.
2. Funding to address non-treatment barriers when accessing behavioral health.
3. Behavioral health supports for school district staff.
4. Formalized partnerships among behavioral health providers and medical/urgent care facilities.
5. Digital technology platform to unify health and human services.

In the fall of 2023, community agencies were identified to lead efforts and oversee the development, implementation and evaluation for each of the CHIP Implementation Workgroups. Throughout 2024, the workgroups finalized action plans, researched initiatives, and developed and implemented surveys to gather baseline data.

In 2024, the CHNA Advisory Committee began utilizing the Clear Impact Performance Management Software System to collect, organize, analyze and share CHIP outcomes. Clear Impact is an easy-to-use web-based system provided by the Ohio Department of Health, to simplify data collection, standardize reporting, measure progress and improve performance on a local level.

Priority Area #1: Access to Care

Goal #1

Unify health and human services to address the complexities and disparities that social drivers have on health outcomes of individuals and communities as a whole.

Strategy

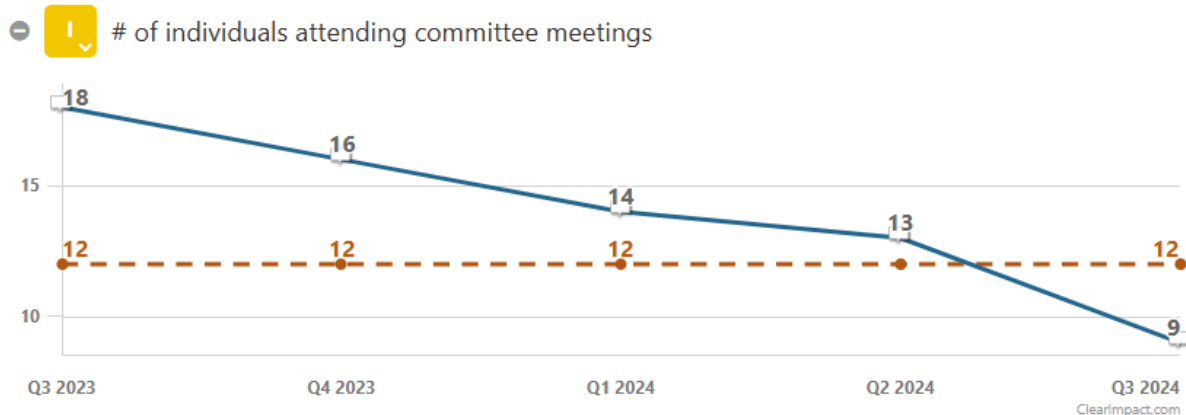
Develop digital technology platform to unify health and human services.

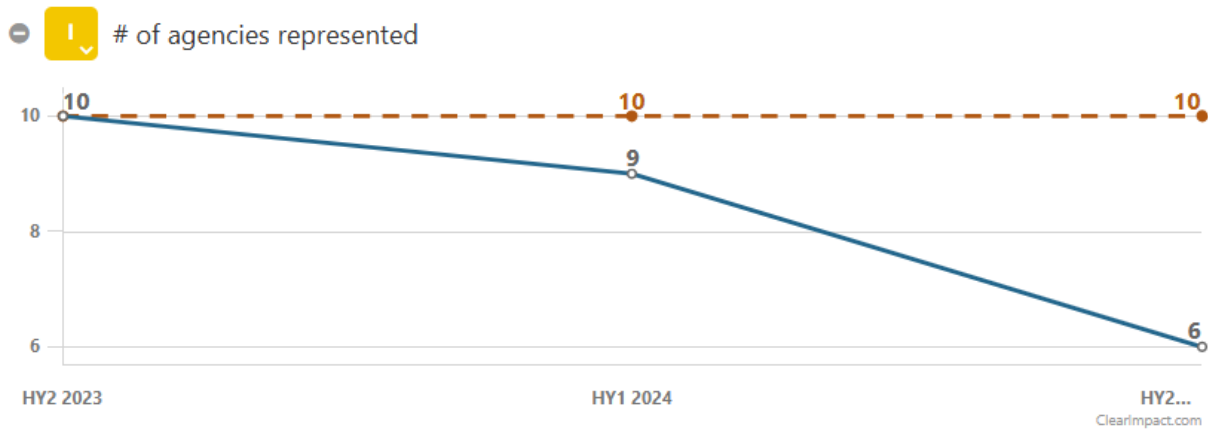
Lead Agency

Behavioral Health Collaborative: Led by Dr. Anju Mader, this collaborative aims to address socioeconomic barriers to access and create and implement targeted interventions to increase access entry points throughout the community.

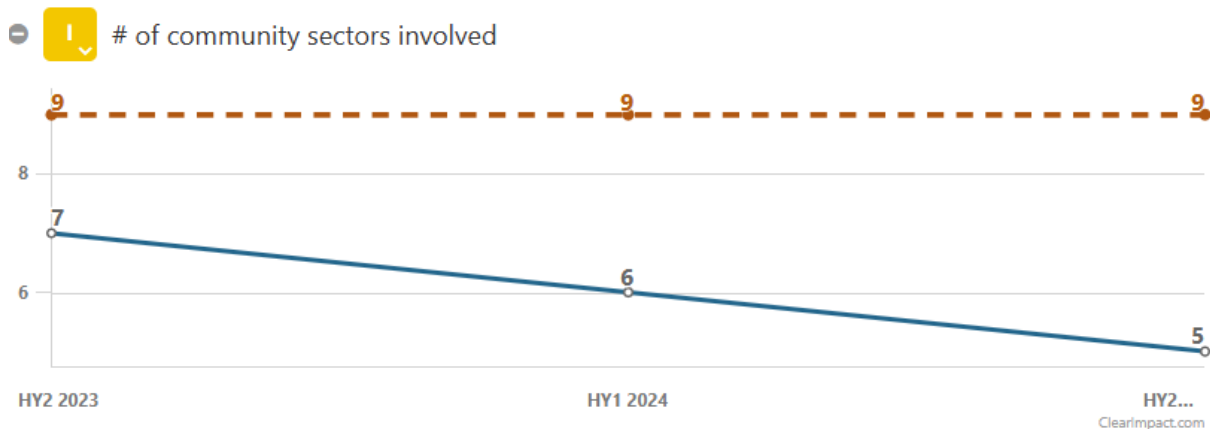
Many communities, states, and regions are turning to social information exchange networks (SIEN) to coordinate large-scale, complex efforts to address the social determinants of health in a holistic, data-driven way. SIENs are systems of healthcare and service providers who use a common technology platform to share data and make efficient, closed loop referrals among participating providers.

Locally, a group of stakeholders were assembled to determine the feasibility and need to create a SIEN for Stark County. The SIEN workgroup consists of 17 members representing 11 agencies; Stark County Auditor, Canton City Public Health, Stark Community Foundation, United Way of Greater Stark County, Aultman Hospital/Health Foundation, Stark County Educational Services Center, Stark Mental Health Addiction and Recovery (StarkMHAR), North Canton Medical Foundation, Stark County Health Department, Sisters of Charity Foundation, and the City of Canton.





The workgroup includes seven sectors; political, public health, funders, healthcare, mental health, education, and community member.



The workgroup met three times in 2023, to determine capacity and readiness of the community to fund a SIEN. In 2024, the workgroup met seven times to provide additional information about platforms options, examples from other projects, budget projections and to identify local, statewide and federal support. As part of the process, Ohio University's Voinovich School of Leadership and Public Service was contracted to conduct a [Social Return on Investment \(SROI\) analysis](#) based on a set of assumptions about the likely trajectory of a Stark County SIEN. The researchers concluded that for every \$1 invested in a Stark County SIEN, between \$0.91 and \$1.51 worth of social value is likely to be created in the first year of implementation. By Year 5 this ratio will increase to \$11.55 and \$17.35 worth of social value for every \$1 invested. By Year 5, a Stark County SIEN could create between \$31 million and \$45 million worth of social value. This report provided the basis to continue efforts to develop a SIEN in Stark County.

Plans for 2025 include securing funding for the 3 year budget and launch the SIEN by mid-year.

Goal #2

Improve patient access to behavioral health care and identify funding sources to reduce barriers.

Strategy

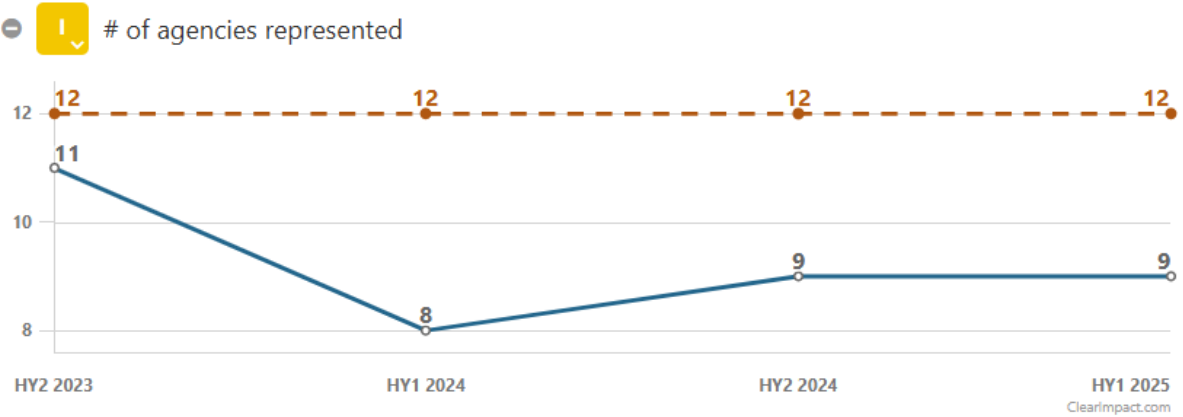
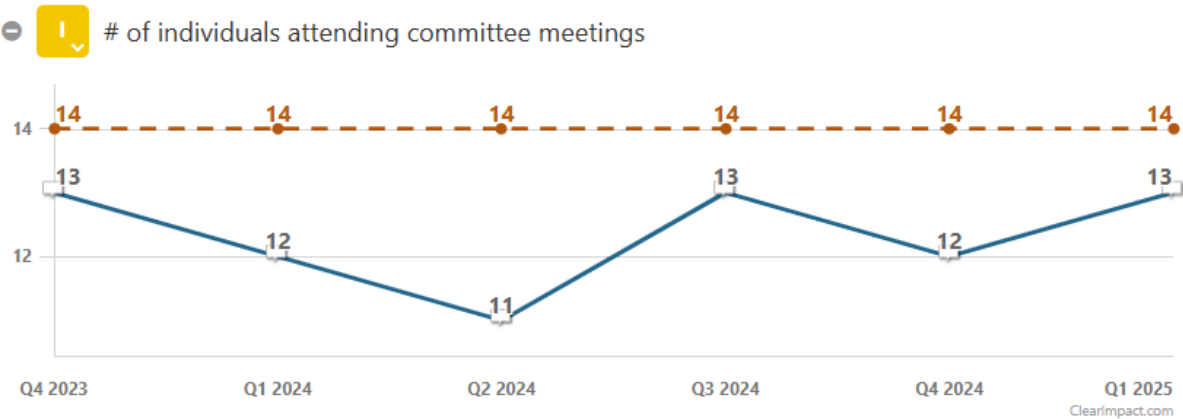
Reduce non-treatment barriers to improve behavioral health access.

Lead Agencies

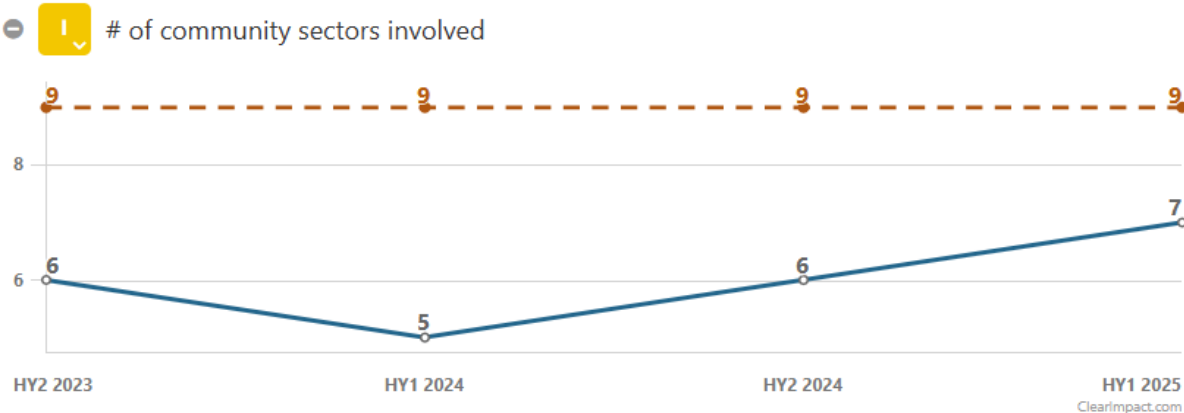
Access Health Stark County: connects underserved residents to a coordinated system of care and community resources to help manage chronic diseases, reduce infant mortality rates and achieve optimal health outcomes.

Aultman Health Foundation: a not-for-profit healthcare organization leading the community to improved health by providing the highest quality care with close to home comfort with an immense amount of experience, knowledge and compassion.

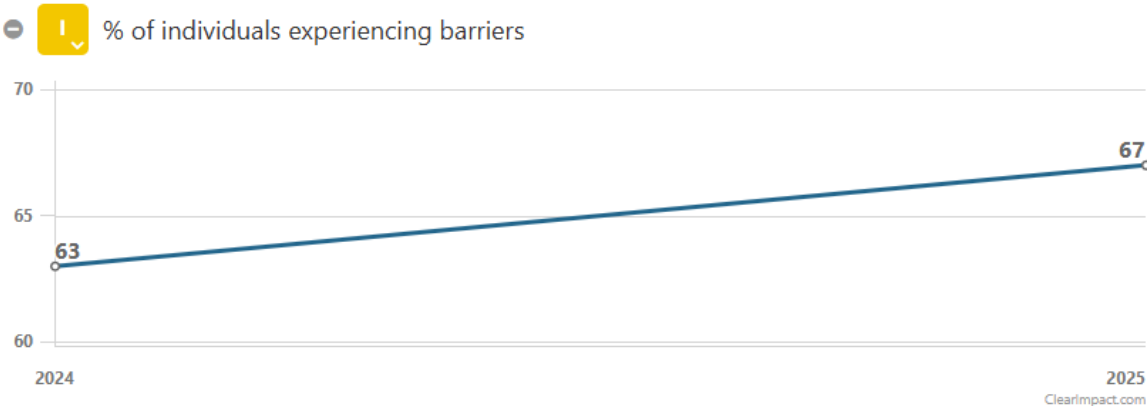
The Behavioral Health Access Workgroup consists of 19 members from 12 different agencies; Access Health Stark County, AultCare/Aultman Health Foundation, Stark County Health Department, StarkMHAR, The Ohio State University Extension, Alliance Family Health Center, Sisters of Charity Foundation, Massillon City Health Department, United Way of Greater Stark County, and Margaret B. Shipley Child Health Clinic.



The workgroup includes six different sectors; public health, healthcare, community organizations, mental health, education, and funders.



The workgroup met twice in 2023 to develop a plan with measurable objectives, action steps and specific indicators. Throughout 2024, the workgroup met six times to finalize the action plan and develop a survey to identify social barriers within the community around transportation, housing, food insecurity, utility costs and health literacy. The survey was administered via hard copy directly to clients of Access Health Stark County, Aultman Generations, Stark County Health Department, Massillon City Health Department, and Alliance Family Health Center. Survey data was entered into an online system and analyzed by the Center for Marketing & Opinion Research (CMOR). A total of 137 surveys were completed; respondents were Stark County residents, at least 18 years of age and currently receiving services.



The plans for 2025 focus on addressing the leading barriers—transportation, housing, and food insecurity. This workgroup will facilitate an open discussion with stakeholders, community partners, and agencies representing vulnerable populations to collaboratively explore solutions for each of these key issues.

Priority Area #2: Mental Health

Goal #1

Improve patient care coordination among behavioral health providers and medical offices/urgent care centers.

Strategy

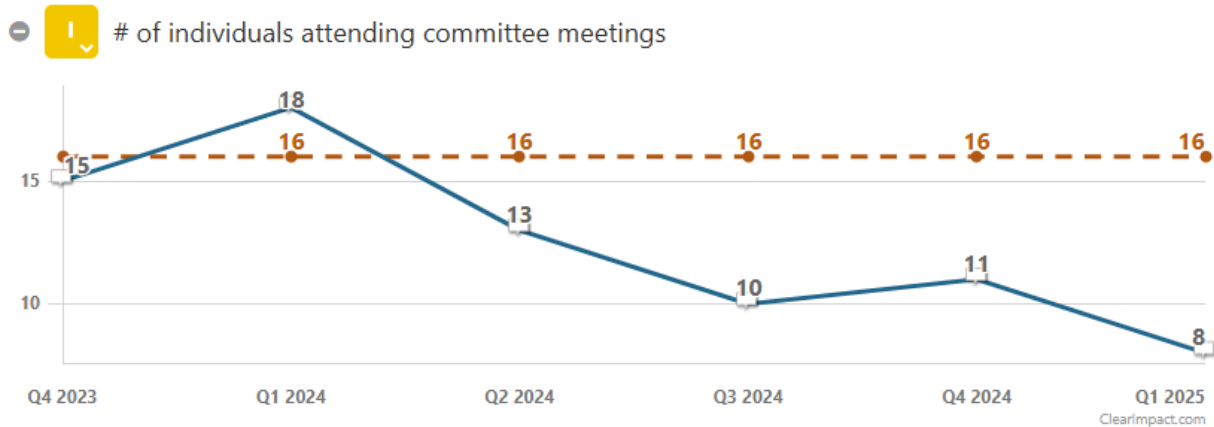
Increase formalized partnerships between behavioral health providers and medical offices/urgent care centers.

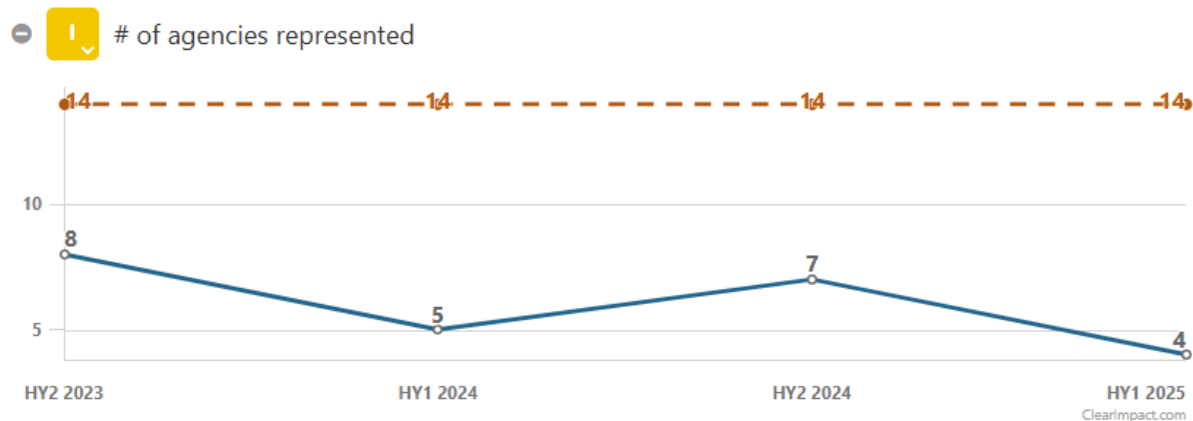
Lead Agencies

Alliance Family Health Center: a non-profit dedicated to quality, patient-centered care who believes every person should have access to affordable health care.

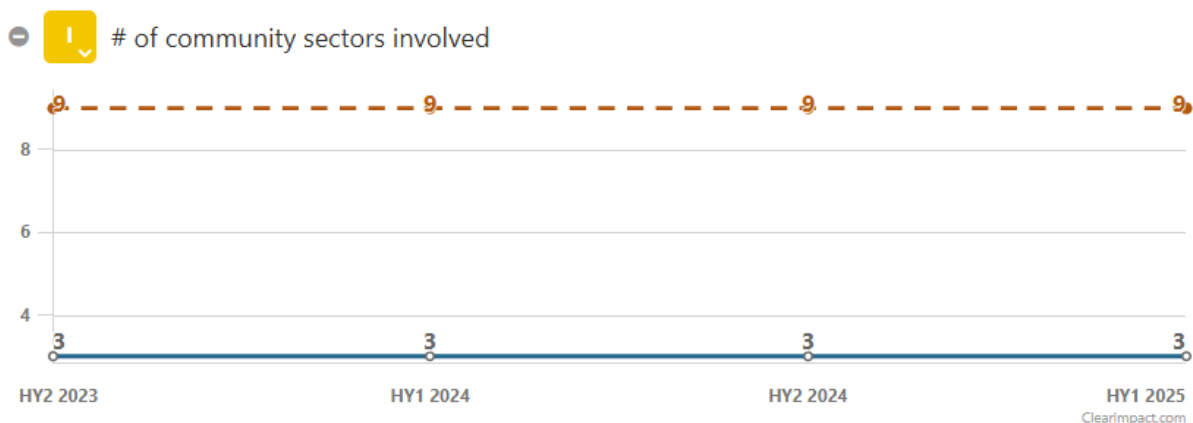
Lifecare Family Health & Dental Center: an FQHC providing high quality, comprehensive, affordable health services to all persons regardless of ability to pay and health insurance status.

The Formalized Partnership Workgroup consists of 22 members from 14 different agencies; Alliance Family Health Center, Stark County Health Department, Lifecare Family Health & Dental Center, Ohio Guidestone, Alliance City Health Department, Cleveland Clinic, StarkMHAR, CommQuest Services, NAMI Stark County, Aultman Health Foundation, Margaret B Shipley Child Health Clinic, Access Health Stark County, North Canton Medical Foundation, and Jackson Township Fire Department.





The workgroup includes three sectors; healthcare, public health, and mental health.



The workgroup met three times in 2023 to develop a plan with measurable objectives, action steps and specific indicators. Throughout 2024, the workgroup met eight times to develop a survey to gather baseline data surrounding existing formalized partnerships between behavioral health and primary care providers. The survey identified the current number of formalized partnerships and potential engagement opportunities to enhance those current partnerships or to establish new partnerships. A total of 20 surveys were completed.

The plans for 2025 are to meet with interested behavioral health and primary care providers to discuss challenges and gaps, support specific agency needs by providing training, tools and resources, and make needed connections to promote good working relationships among community partners.

The School-Based Initiative Workgroup covers two goals and addresses two strategies.

Goal #2

Increase digital wellness and safety for parents and youth.

Strategy

Increase safe electronic device education to decrease electronic bullying, increase youth stress management skills and sleep, and increase parent behaviors around electronic device management.

Goal #3

Improve behavioral health support for school staff within school districts.

Strategy

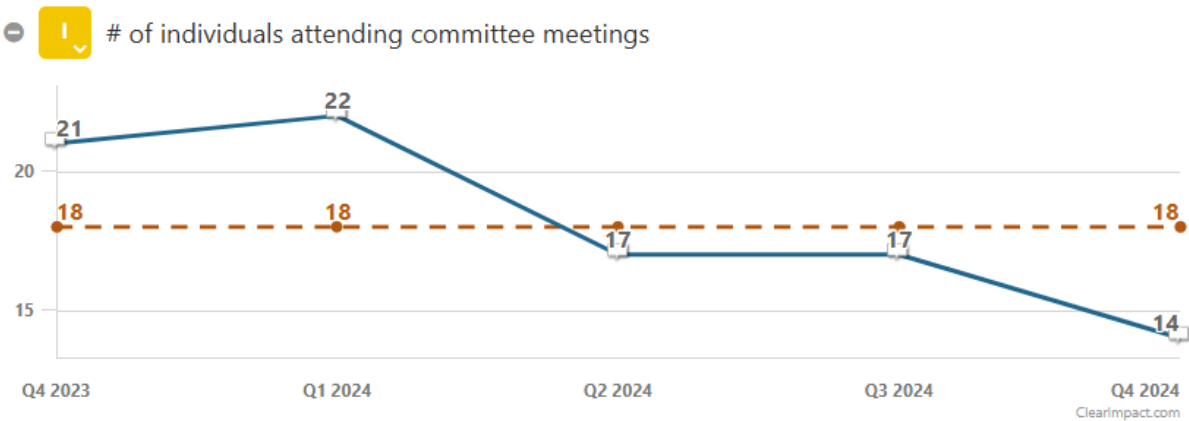
Expand behavioral health support within school districts to improve mental cognition and reduce classroom stress.

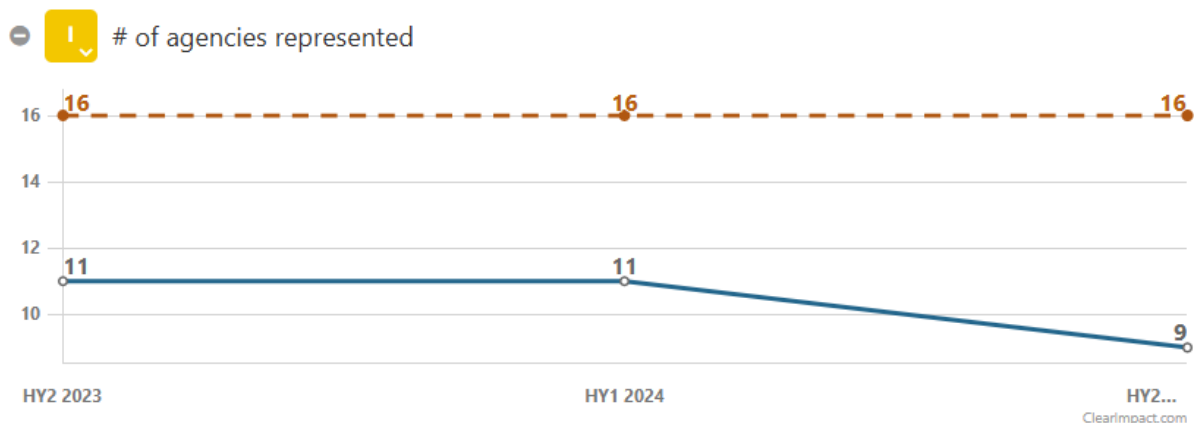
Lead Agencies

Stark County Health Department: an accredited health department serving the public health needs of over 250,000 residents through leadership, quality service and community partnerships.

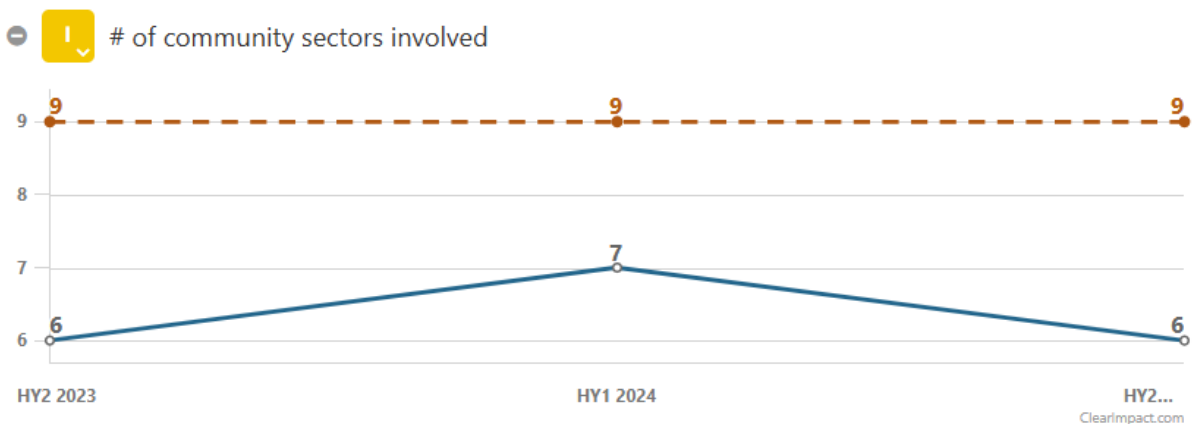
Stark County Educational Service Center: dedicated to providing quality educational programs, support, and services to increase and enhance learning opportunities for all students.

The School-Based Initiative Workgroup consists of 25 members from 16 different agencies; Stark County Educational Service Center, Stark County Health Department, Aultman Hospital, Stark County Prosecutor, StarkMHAR, Sisters of Charity, Massillon City Health Department, United Way of Greater Stark County, Ohio Guidestone, Stark Community Foundation, Alliance City Schools, Canton City School, Beacon Charitable Pharmacy, The Ohio State University Extension, and CommQuest.



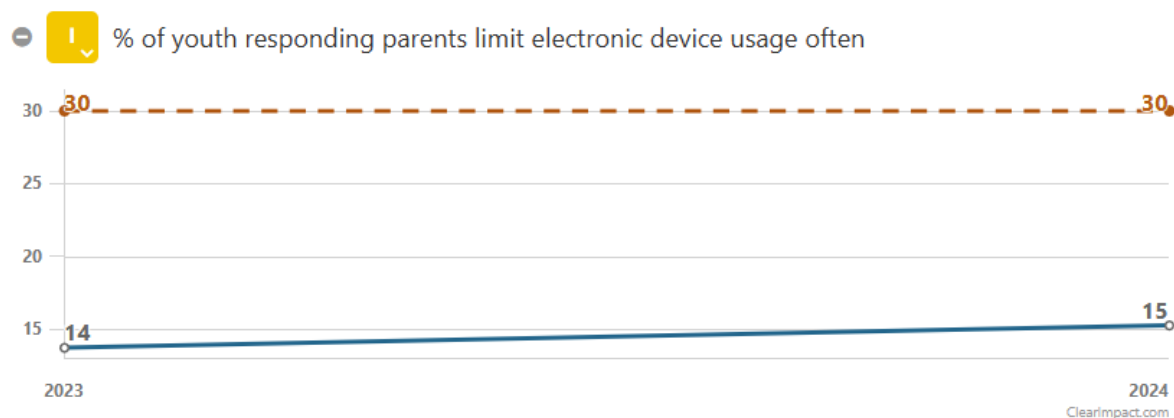
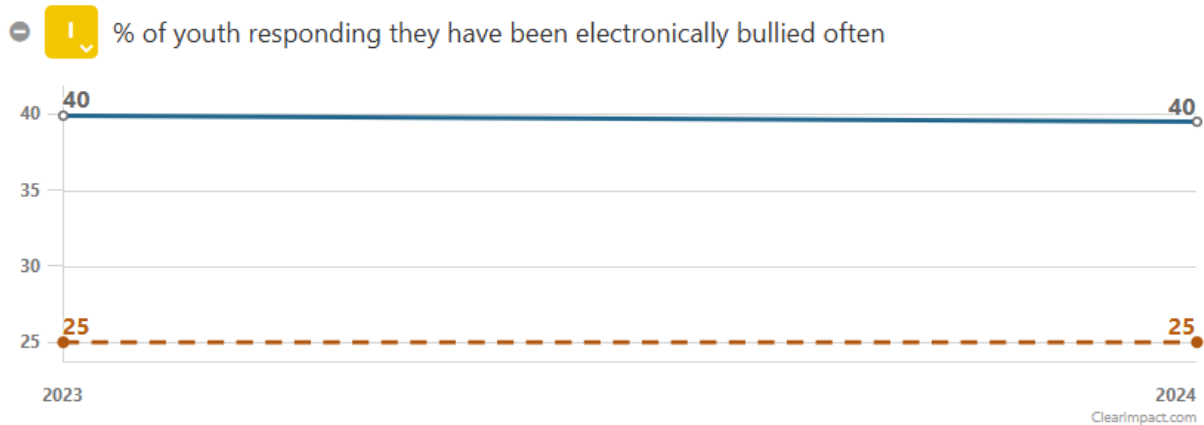


The workgroup includes seven sectors; education, public health, healthcare, political, mental health, funders and community members.



The workgroup met three times in 2023 to develop a plan with measurable objectives, action steps, and specific indicators. During this time, they also began researching existing resources and baseline data related to digital wellness and safety, as well as identifying current behavioral health supports available to school personnel. Throughout 2024, the workgroup convened nine times to identify target groups and create tailored marketing and messaging for youth, parents, and the broader community on digital wellness. Additionally, they worked to identify interested school districts and developed a survey to assess the behavioral health needs of school personnel.

The workgroup utilized the Ohio Healthy Youth Environment Survey (OHYes!) from 2022-2023 and 2023-2024 school years to track indicators for the digital wellness and safety goal. OHYes! is administered to middle and high school students on a regular basis.



Digital wellness and safety resources were identified through the [Digital Wellness Lab of Boston Children's Hospital](#). A speaker from the Digital Wellness Lab presented at the 2024 Health Improvement Summit. Several meetings were held with high school and college level education and tech programs and with local marketing professionals to gather feedback on the direction of the digital wellness and safety campaign. A contract with a local marketing consultant, HomePlace Creative, was secured.

The plan for 2025 is for HomePlace Creative to develop a marketing plan with identified tactics and branding messaging. The marketing plan will be shared with a variety of community partners to implement throughout the community.

For strategy #2, the workgroup met with interested school districts and created a survey utilizing the [Ohio School Wellness Initiative Manual](#) to gather baseline data for the behavioral health supports goal. The survey identified specific behavioral health needs and interests of school personnel. A total of 332 surveys were completed by participants from the following four districts and schools: Canton Local, Minerva Local, Osnaburg Local, and Patrick Elementary (Canton City Schools).

The plan for 2025 is to have a Kent State University Masters of Public Health student develop quarterly mental health wellness newsletters. The newsletters will incorporate survey data and address the specific needs identified within each school district's survey results.