

Knox County Health Assessment Partnership

The Knox County Health Assessment Partnership is comprised of representatives from the following agencies:

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| Alcohol & Drug Freedom Center | Knox County Chamber of Commerce | Mental Health & Recovery of Knox & Licking Counties |
| City of Mount Vernon | Knox County Health Department | Mount Vernon Nazarene University |
| Knox County Commissioners | Knox County Head Start | New Directions Domestic Abuse Shelter |
| Kno-Ho-Co Ashland Community Action | Knox Community Hospital | Sanctuary Community Action |
| Knox County Board of Developmental Disabilities | Knox County Dept. Job & Family Services | United Way of Knox County |

Community Health Improvement Plan

The Knox County Health Assessment Partnership designed this survey to obtain data and information on a variety of community issues as a way to identify community strengths and areas of concern. The leaders behind the current surveys made special effort to gain a clearer understanding of the strengths, struggles, and perceptions of various groups of residents in Knox County on key issues impacting their daily lives. The reliance on multiple sources of data offers depth in terms of the quality of information gathered.

The household, key informant, and business surveys, provided information specific to each subgroup defining their key concerns and strengths individually. This information is valuable and is part of an important process that will result in development and implementation of a county-wide community health improvement plan (CHIP). A CHIP will provide for specific goals, strategies and timelines for addressing each of the elements of focus or priority areas identified through the assessment process.

In constructing a community health improvement plan, members of the Community Health Assessment Partnership collected additional qualitative and quantitative data on the top 11 issues identified by survey respondents. This additional data provided a deeper understanding of the current status or reality of the issues as opposed to the perceptions shared by survey respondents. For example, the “reality” for Knox County regarding radon gas is that Knox County is currently ranked as the #2 county in the State with high radon gas levels in residential homes. The perception of household survey respondents does not indicate that they perceive radon gas as a “major” issue, even though research has proven radon gas may cause lung cancer and that Knox County has an increased number of homes testing high for the gas.

The top elements of focus for the CHIP were selected by the Community Health Assessment Partnership members after reviewing and discussing all survey responses and the additional qualitative and quantitative data obtained. The process of selection included identification of issues that could not or should not be addressed by the health-focused Partnership, such as poverty and unemployment, but were identified as issues needing to be addressed by another concerted community-wide effort. After careful consideration, the issues of alcohol, drug and tobacco use, mental health and obesity were selected as the top three (3) elements of focus.

Currently the Partnership is working through three separate work teams to develop goals and strategies to address the top three (3) elements of focus. Each work team has a “team captain” and “team coach” who are coordinating the efforts to provide specific goals and strategies for each element by the end of the year – December 2012. The goals and strategies will not duplicate activities already in place in the community addressing the identified concerns but will enhance the efforts currently in place by providing additional program ideas and resources.

The CHIP, based on all findings, will hopefully serve as the foundation and/or impetus for a community wide effort to improve the health and well-being of all Knox County residents. It may also serve as a mechanism to bring community members together in an effort to improve the safety and cohesiveness already perceived as positive attributes of Knox County.

Thank you to all Knox County residents and businesses who participated in this assessment effort. Watch for CHIP updates on knoxhealth.com.

For more information on Knox County’s Community Health Improvement Plan, contact the Knox County Health Department at 740-392-2200 or chip@knoxhealth.com. To view the full assessment report, visit the websites of our health assessment funders:



knoxcommhosp.org



uwayknox.org



knoxhealth.com

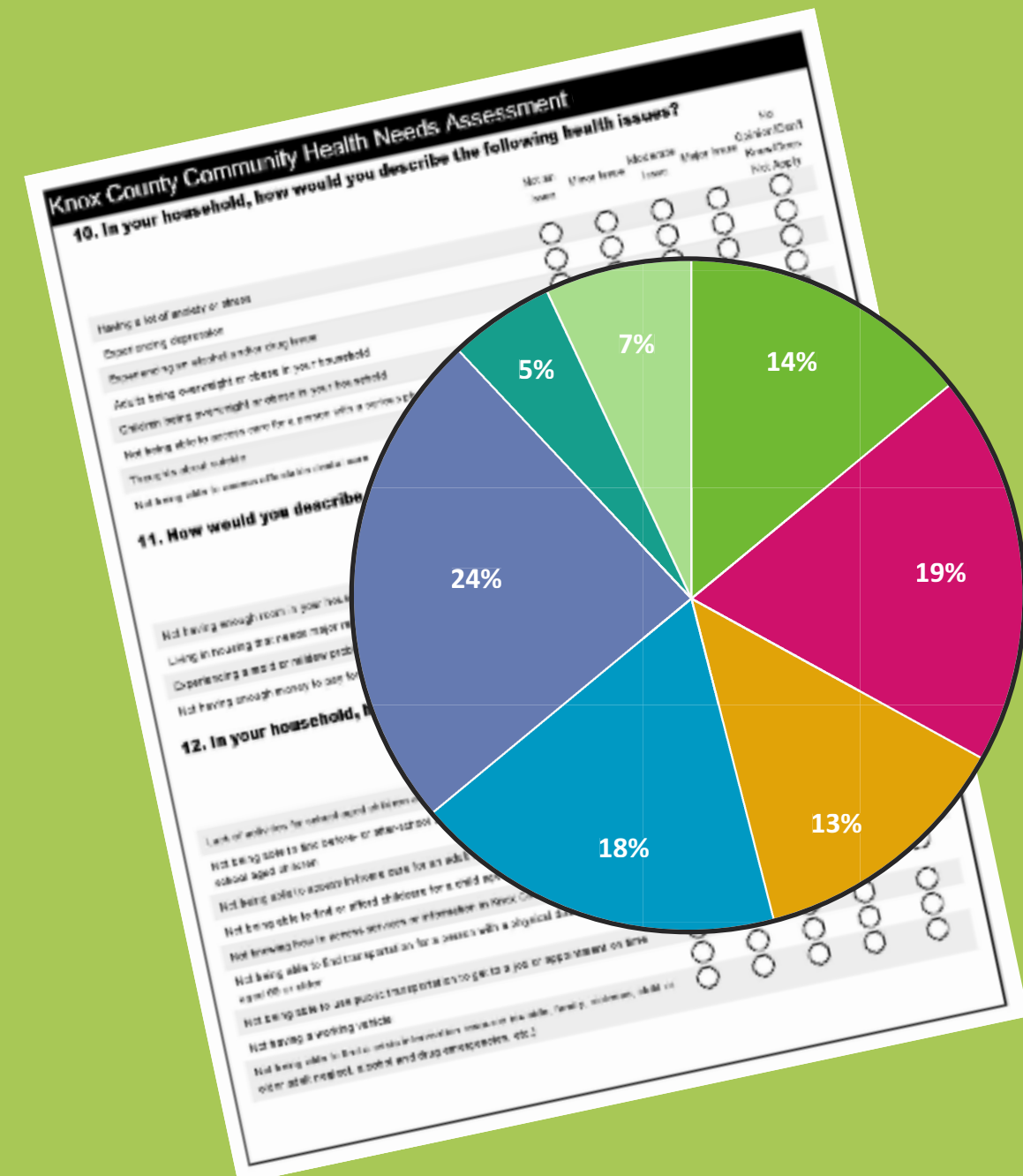


communitymhrb.org

2011

Knox County

COMMUNITY HEALTH ASSESSMENT



Key Findings

Data Collection

Seeking to update community information and create a path for stronger community outcomes, the Knox County Community Health Assessment Partnership was created representing diverse community stakeholders (see back page). The 2011 Knox County Community Health Assessment gathered data and information from a variety of community sources in order to complete a plan to improve community health-related outcomes in Knox County.

Who was surveyed and how

Three different surveys were administered to various subsets of the population throughout the county. With a desire to gather information from a broad base of Knox County residents, business owners and leaders, and community stakeholders, three similar --but specialized-- surveys were disseminated through various means. The surveys included both quantitative and qualitative data including 'yes/no' questions, rating scales, and opportunities for open-ended responses.

The Knox County Community Assessment Household Survey was distributed in several ways in order to increase the response rate. Identical surveys were mailed to 2,000 residents, offered online, distributed to emergency assistance providers, and were available for completion at various community events. Information gathered includes:

- Basic demographic and descriptive data
- Participant ratings of various community strengths and areas of concern
- Opinions about community issues
- Support services and resources in Knox County
- Concerns related to health, medical, and mental health issues

The Knox County Key Informant Survey was aimed at community leaders, heads of area organizations, and those determined to have an important viewpoint of Knox County's needs and resources.

1,178
Knox County
Survey Respondents
Participated:

955 Household Surveys
118 Key Informant Surveys
105 Business Surveys

Your Opinion Matters!

In the next few days, 2,000 Knox County households will receive by mail a Community Health Survey.

Plus, during the next few weeks, the survey will be available at different events and several local agencies.

Or any Knox County resident can take the survey online by going to www.knoxcommhosp.org

Thank you!
Knox County Community Health Assessment Partnership

Please take a moment to complete a survey. Your opinion will help determine future programs and services in Knox County.



Participants were mainly invited to take the survey through an electronic mailing while some hard copies were mailed with an invitation to participate. Some paper forms were distributed during community meetings. Information gathered includes:

- Basic demographic and descriptive data
- Participant ratings of various community strengths and areas of concern
- Ratings of economic, environmental, and leisure issues
- Concerns related to health, medical and mental health issues
- Community issues in need of attention

The Knox County Community Assessment Business Survey was conducted through the Knox County Chamber of Commerce. Utilizing a selective electronic mailing list, targeted area business leaders were invited by the Chamber to complete the survey. Respondents included both Chamber member and non-member businesses. Information gathered includes:

- Basic demographics and descriptive data on local businesses
- Strengths and positive reactions to conducting business in Knox County
- Immediate and long-term concerns
- Future plans for business operation

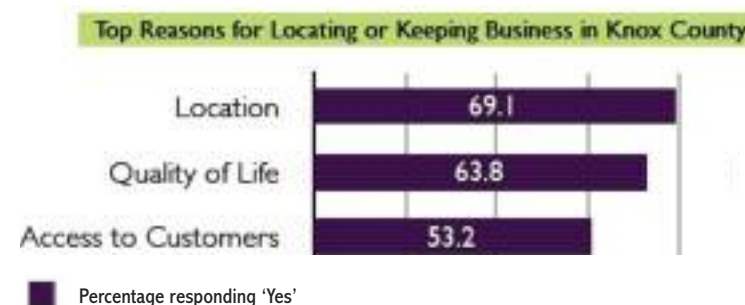
Additionally, various forms of secondary data were examined and included throughout the report.

Business Survey

The 105 respondents of the Business Survey represent a variety of business types including retail (24.3%), healthcare (23%), manufacturing (14.9%), non-profit (14.9%), food service (8.1%), government (6.8%), construction (5.4%), and other (2.6%). Most (74.3%) have been in business in Knox County for over 10 years and an additional 10% have been in business for five to ten years. Half of the survey respondents are affiliated with companies with 10 or fewer employees. Nearly two-thirds of Knox County business operators own their own place of business.

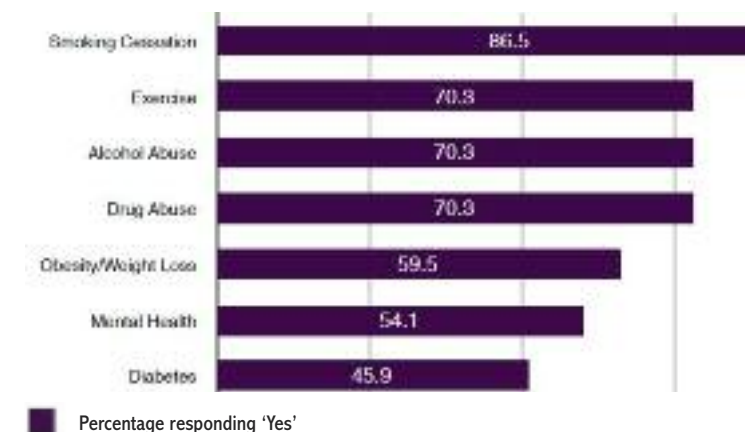
Community Strengths

The business survey posed questions to 105 respondents regarding their overall impressions of Knox County as a place to do business.



Services, Benefits for Employees

Regarding benefits, the most commonly provided services related to health and wellness of employees include smoking cessation programs, exercise, support for issues with drugs and alcohol, obesity/weight loss programs, and diabetes. This data is based on the limited number of participants who answered this question (n=37). It is possible that employers who did not offer these services skipped this question. These programs are based on issues such as heart related problems, cancer, and lung disease. These health concerns have been identified by the Knox County Health Department as leading causes of death for residents. Further, 29% of adults struggle with obesity and 21% with excessive drinking.



Availability of Community Services

Public services provided in Knox County received various ratings from business owners and operators. Four community resources received the rating 'good' as the most frequently endorsed. These include:

- Fire Protection
- Health Care Services (EMS, hospitals, clinics)
- School System
- Law Enforcement Protection

Future Plans for Knox County Businesses

Category	Excellent	Good	Average	Poor	Very Poor
Public Transportation	6.5%	22.6%	34.4%	31.2%	5.0%
Fire Protection	30.2%	44.8%	25.0%	0%	0%
Law Enforcement Protection	26.8%	39.2%	26.8%	7.2%	0%
Health Care Services (EMS, hospitals, clinics)	25.5%	31.9%	30.9%	9.6%	2.1%
School System	15.6%	45.8%	35.4%	3.1%	0%
Child Care Services	5.6%	35.6%	48.9%	7.8%	2.2%
Shopping	3.2%	25.3%	42.1%	29.5%	0%
Recreation/Cultural Activities/Entertainment	9.6%	33.0%	35.1%	21.3%	1.1%
Restaurants	3.2%	29.5%	42.1%	24.2%	1.1%
Hotel Facilities	5.3%	24.5%	53.2%	16.0%	1.1%
Conference Facilities	6.4%	27.7%	40.4%	23.4%	2.1%

Respondents rated the need for additional training and expertise as an area of concern for local businesses. Most (57.6%) plan to modernize or expand their present business, building(s), and/or equipment. Over 40% who plan to expand, desire to add a department, division, or business, and about one-third plan to add new office space.

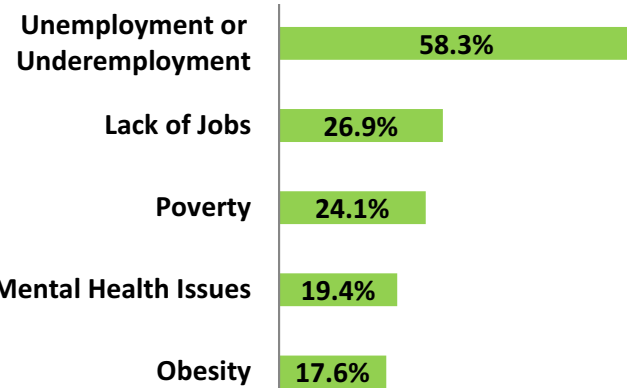
In identifying training needs for local businesses, customer service (62.7%), computer (56%), managerial (54.7%) and professional (49.3%) were the top needs identified. General training (44%), social media (30.7%), specialized (16%), equipment operation (14.7) and mechanical (13.3%) were other areas identified in the survey.

Key Informant Survey

The Knox County Key Informant Survey was aimed at community leaders, heads of area organizations, and those determined to have an important viewpoint of Knox County's needs and resources.

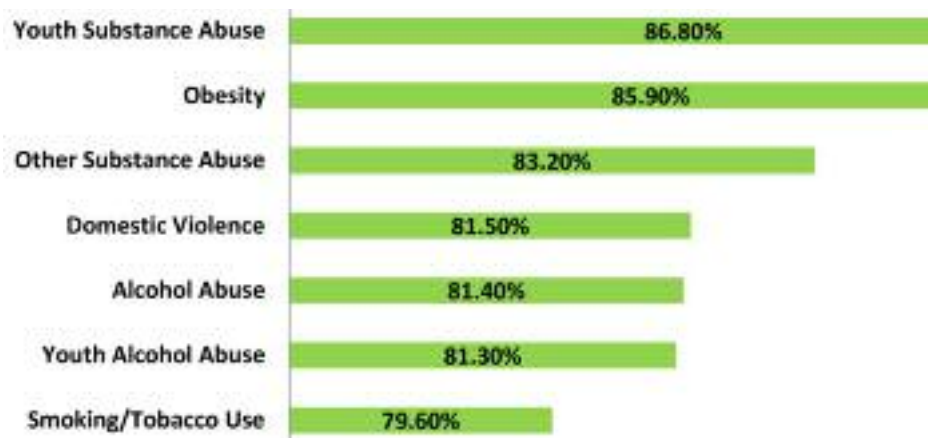
The Key Informant sample is comprised of 118 individuals from a variety of different occupational areas including administrative or managerial, professional, technical, sales, administrative support, service, industrial, healthcare, non-profit, agricultural, retired and homemakers. The majority of the key informants belong to one of five occupational areas: Executive, Administrative, Managerial (48.6%); Professional (32.4%); Non-profit (16.2%); Retired (14.3%); and Health Care (12.4%). Please note that respondents may be counted more than once in the previous criteria.

Key informants identified these community issues most seriously in need of attention



% of respondents who reported issue as a "major" or "moderate" issue

Key informants identified these top issues in terms of health and mental health



Affordable Housing



Source: 2011-12 PCSAO Factbook, 10th Edition

Data Sources

- County Health Rankings and Roadmaps, 2010 Ohio Family Health Survey, 2009
- County Health Rankings and Roadmaps, 2010
- Pride Survey, 2011
- County Health Rankings and Roadmaps, 2010 Ohio Family Health Survey, 2009
- Pride Survey, 2011
- Pride Survey, 2011
- Pride Survey, 2011
- County Health Rankings and Roadmaps, 2010
- US Census Bureau: State and County Quick Facts, 2006-2010
- County Health Rankings and Roadmaps, 2010
- Knox County Health Department Vital Statistics, 2010 HHS Community Health Status Report, 2009
- Ohio Department of Health, Ohio Diabetes Fact Sheet, 2010
- Ohio Radon Information, 2011
- County Health Rankings, 2011
- Knox County Health Department Vital Statistics, 2011
- Knox County Health Department Vital Statistics, 2011
- Knox County Health Department, 2010
- Pride Survey, Spring 2011
- ODADAS, data compilation, Ohio State Board of Pharmacy, 2008-2010
- Family Violence in Knox County, Columbus, OH: Health Policy Institute of Ohio; 2010
- Family Violence in Knox County, Columbus, OH: Health Policy Institute of Ohio; 2010
- Children's Defense Fund-Ohio, Ohio KIDS COUNT 2010 Data Book
- Knox County Community Health Assessment, 2011 Household Survey

Knox County Strengths



Household

Regarding community issues, this survey gathered information on perceived strengths in Knox County. Respondents were asked to rate several indicators of community togetherness using a four-point Likert scale ranging from 1 (strongly agree), 2 (somewhat agree), 3 (somewhat disagree), and 4 (strongly disagree).

The data indicate that the top five strengths reported by community members include:

- The presence of positive community interactions/events
- Collaboration toward shared goals
- Trustworthiness
- An atmosphere that draws different people together
- Safety

When examining the percentages of respondents who either "somewhat agreed" or "strongly agreed" together, the data indicate that over 75% of respondents hold a perception of an active community with shared goals.

Key Informant

For this portion of the survey, 118 key informants rated several community strengths on a five-point scale with options ranging from strongly agree to strongly disagree, with the inclusion of a "no opinion" response.

Overall, a majority of key informants rated the county as very favorable in several areas with responses generally "strongly" or "somewhat" agreeing with a variety of statements about community strengths.

This suggests the perception of a positive community where people support one another and come together to work with one another on common goals and projects.

Specifically, over 96% agreed or strongly agreed that Knox County "is a community where people come together to help each other out when they have a problem".

Almost 96% agreed or strongly agreed that the county is a safe community and 93% reported that the community is one where "people gather together formally and informally".

In addition, almost 90% of respondents perceive the community as one where "people come together to work on shared goals".

Business

The business survey posed questions to respondents regarding their overall impressions of Knox County as a place to do business and the strengths and challenges they faced doing business in the county. Of the 105 responses, the majority rated Knox County as a favorable place to do business.

Specifically, 21.4% rated it as 'excellent,' 44.7% as 'good' and 31.1% as 'average.' Less than 3% rated it as 'poor'. Over 90% reported that they would recommend it to others as a venue for their businesses.

Additional questions solicited feedback on the top reasons for locating or keeping businesses in the county. The results indicate that Knox County offers business operators a high quality of life, favorable location, access to consumers, and a secure environment.

Additionally, the majority of business survey respondents rate the availability of community services (water and sewer, natural gas, telecom, internet, electrical, etc.) as 'good' and fire protection, law enforcement, health care services, and the school system as 'excellent' or 'good'.

Household Survey

Perceptions and Facts

The household survey was designed to assess the issues that Knox County residents face. It was completed by 955 community members. The household survey was distributed via mail to area residents, offered as an online survey that was open to the public, passed out in hard copy form at emergency assistance providers, and distributed at various community events.

Thirty-five to 54 year olds represent 27.7% of the population of Knox County and represent 37.8% of household survey respondents. The majority of respondents were more than 35 years of age. Respondents in this survey provided information on family income by selecting the range that best described their total family income. While only 7.3% of Knox County residents fall into the lowest income category 'less than \$10,000', double the percentage (14.9%) completed the household survey. The largest number of respondents (28.5%) reported an income of \$50,000-\$99,999.

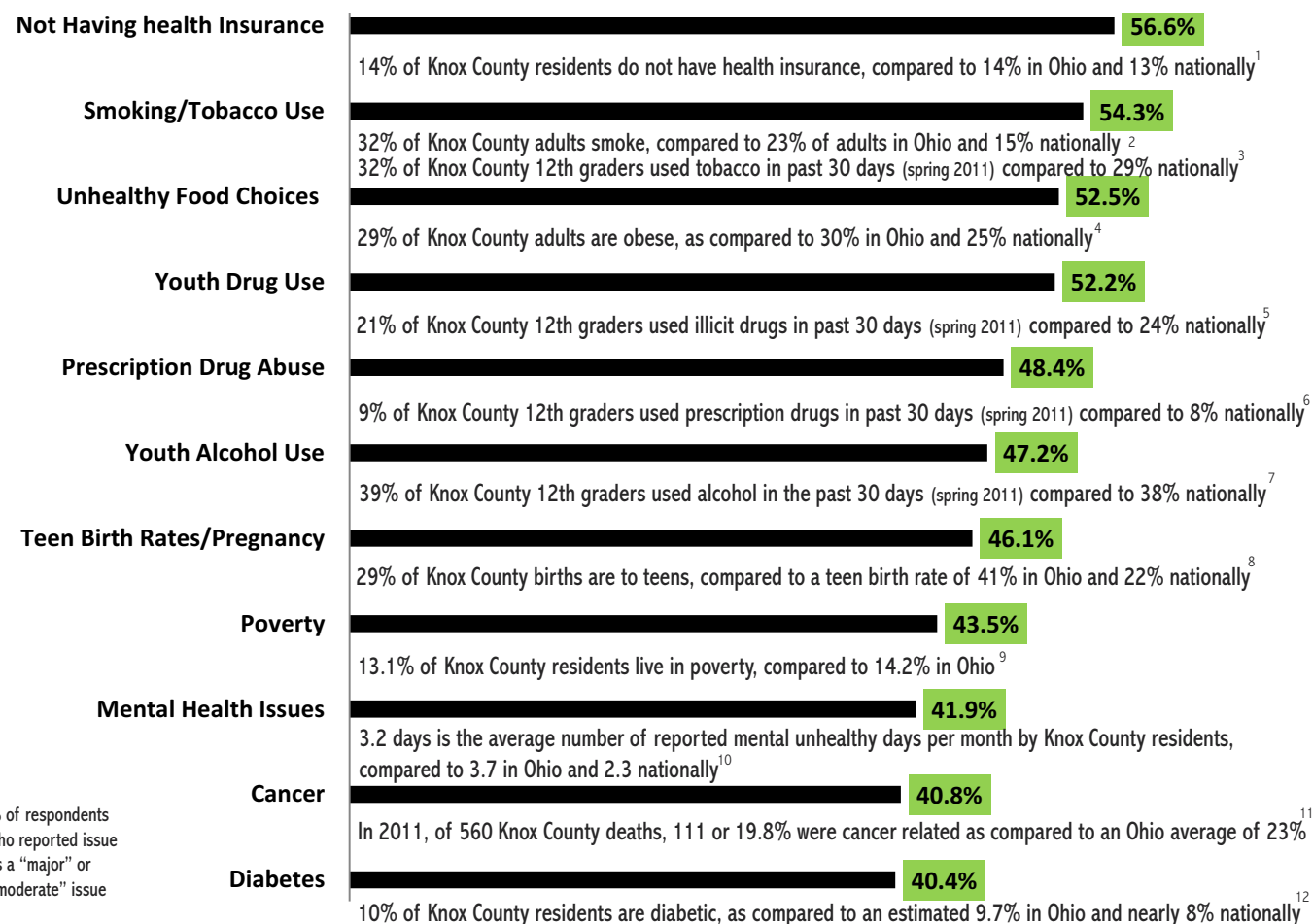
Community Strengths Reported

With regard to perceived strengths in Knox County, more than 75% of respondents (n=930-948) perceive Knox County to be an active community with shared goals. The top five strengths reported by community members include:

- The presence of positive community interactions/events
- An atmosphere that draws different people together
- Safety
- Collaboration toward shared goals
- Trustworthiness

Top Health Issues Reported by Knox County Residents with important local, state and national data

(n=863-927)



 % of respondents who reported issue as a "major" or "moderate" issue

County Demographics*

	Knox County	Ohio
Population, 2010	60,921	11,536,504
Population % change, 2000 to 2010	11.8%	1.6%
Median Annual Household Income, 2006-2010	\$45,655	\$47,358
Percentage Caucasian	96.7%	82.7%
High School Graduate or Higher	87.5%	87.4%
Bachelor's Degree or Higher **	19%	24%
Persons Per Square Mile	115.9	282.3
Unemployment Rate ***	8.7%	8.6%

* US Census Bureau, State and County Quick Facts from 2010 Census
 ** Percentage of persons age 25+, 2006-2010
 *** ODJFS Civilian Labor Force Estimates, January 2012

Parents and students have different perceptions

In similar questions regarding communication about the 'harmful use of tobacco, alcohol or marijuana,' parents taking the household survey and middle and high school students taking the annual PRIDE survey responded very differently:

	Household Survey	Student Survey
Parents never or seldom talk about harmful effects of ...	12%	39%
Parents sometimes talk about harmful effects of ...	26%	33%
Parents talk often or a lot about harmful effects of ...	62%	28%

According to PRIDE results, parents don't talk as often to their children as they get older. Percentage of students who report their parents would feel it was wrong or very wrong for them to use:

	6th grade students	12th grade students
Tobacco	96%	77%
Alcohol	90%	61%
Marijuana	97%	88%

PRIDE Survey, 2012

Did you know...

- About one in two of Ohio homes has enough radon to pose a large risk to the occupants' health over many years of exposure? The average indoor radon level of Knox County is about 20 times greater than the national average.¹³
- 19% of Knox County residents under age 18 live in poverty, as compared to 19% in Ohio and 11% nationally?¹⁴
- In Knox County the #1 cause of death in 2011 was "heart related"? Of 560 deaths, 184 (33%) were because of heart related disease.¹⁵
- 27% of babies born in Knox County in 2011 (105 of 384 births) were born to mothers who smoked while pregnant?¹⁶
- In 2010, 25% of Knox County children, ages birth to 12 years old, had not obtained all of their childhood vaccinations?¹⁷
- 25% of Knox County middle and high school students reported thinking about committing suicide? (Spring 2011)¹⁸
- Knox County residents get more prescriptions per capita for stimulants and Oxycodone than the Ohio average?¹⁹
- It is estimated that 460-600 Knox County adults are physically abused by a current or former intimate partner each year?²⁰
- It is estimated that 470-600 senior citizens in Knox County are abused, neglected, or financially exploited each year?²¹
- 558 reports of child abuse and neglect were filed in 2009? That breaks down to 59 cases of physical abuse; 99 cases of neglect; 60 reports of sexual abuse; 22 cases of emotional maltreatment; and 318 reports of families in need of services.²²
- 71.3% of Knox County household survey respondents (645) reported doing volunteer work, as compared to 26.8% nationwide?²³