The Community Guide for Community Health Centers

May 12, 2014
Agenda for Today’s Webinar

• Don Weaver, Associate Medical Officer, Clinical Affairs, National Association of Community Health Centers
• Ron Bialek, President, Public Health Foundation
• Shawna Mercer, Chief, Community Guide Branch, Centers for Disease Control and Prevention
• Myra Pinckney, Case Manager/Outreach Coordinator, St. James-Santee Family Health Center, Inc.
Webinar Highlights

During the webinar, participants will learn the following:

- *The Community Guide* complements the US Preventive Services Task Force recommendations
- *The Community Guide* has been used by one health center to improve breast and cervical screening rates
- *The Community Guide* is useful as a shared evidence-base and toolkit for health centers working in partnership with local or state health departments and other public health initiatives
Webinar Highlights

During the webinar, participants will learn that *The Community Guide* can be useful for:

- Adopting evidence-based strategies to improve the health of individuals and populations
- Promoting partnerships between practitioners and government, community, business, and voluntary organizations to plan and implement effective strategies in multiple health topics
- Combining information on what has worked with knowledge of a local community and healthcare system to design interventions that are tailored to local needs and realities
The Community Guide for Community Health Centers:
An Introduction to Community Health Centers

May 12, 2014

Donald L. Weaver, M.D.
Associate Medical Officer
National Association of Community Health Centers
America’s Voice for Community Health Care

The National Association of Community Health Centers (NACHC) represents Community and Migrant Health Centers, as well as Health Care for the Homeless and Public Housing Primary Care Programs and other community-based health centers.

Founded in 1971, NACHC is a nonprofit advocacy organization providing education, training and technical assistance to health centers in support of their mission to provide quality health care to medically underserved populations.
The NACHC Mission

To promote the provision of high quality, comprehensive and affordable health care that is coordinated, culturally and linguistically competent, and community directed for all medically underserved populations.
Community Health Centers At A Glance

Health Centers

Section 330 of the Public Health Service Act

- Community Health Centers
- Migrant Health Centers
- Health Care for the Homeless Program
- Primary Care in Public Housing Health Centers
Community Health Centers At a Glance

Health Center Fundamentals

• Located in or serve a high need community (designated Medically Underserved Area or Population).

• Governed by a community board composed of a majority (51% or more) of health center patients who represent the population served.

• Provide comprehensive primary health care services as well as supportive services (education, translation and transportation, etc.) that promote access to health care.

• Provide services available to all with fees adjusted based on ability to pay.

• Meet other performance and accountability requirements regarding administrative, clinical, and financial operations.
Community Health Centers at a Glance

- **1,200+ Health Center Organizations and 9,000+ Locations**
- **153,000 Employees**
- **88.3 Million Annual Patient Visits**
- **22.3 Million Patients Currently Served**


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Community Health Centers at a Glance

**SERVING THE NATION’S MOST VULNERABLE:**

- **1 of 7 Medicaid Beneficiaries**
- **1 of 7 Rural Americans**
- **1 of 5 Low Income, Uninsured Persons**


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For more information, email research@nachc.com
Community Oriented Primary Care is Our Foundation
The Community Guide Supports the Triple Aim

Graphic Source: http://nneacc.com/
The Community Guide Supports the Patient-Centered Medical Home

Change Concepts for Medical Home Transformation

1. Laying the Foundation
   - Engaged Leadership

2. Building Relationships
   - Empanelment
   - Continuous and Team-Based Healing Relationships

3. Changing Care Delivery
   - Care Coordination
   - Enhanced Access
   - Patient-Centered Interactions
   - Organized, Evidence-Based Care

4. Reducing Barriers to Care
   - Quality Improvement Strategy

Integration of Primary Care and Public Health

The Health Neighborhood

Care Team

Resources

National Association of Community Health Centers
http://www.nachc.com

Primary Care Associations
http://www.nachc.com/nachc-pca-listing.cfm

Health Center Controlled Networks
http://www.hrsa.gov/healthit/networkguide

Find a Health Center
http://findahealthcenter.hrsa.gov/Search_HCC.aspx
**PHF Mission:**
We improve the public’s health by strengthening the quality and performance of public health practice

[www.phf.org](http://www.phf.org)
Public Health Foundation: Helping Communities Achieve Better Results

Performance Management/Quality Improvement (PM/QI)
- Turning hard work into better results
- Developing quality improvement tools
- Helping people use PM/QI tools and methods
- Expanding the evidence-base
- Integrating science into practice

Workforce Development
- Fostering academic/practice linkages
- Developing core competencies
- Delivering, tracking, and evaluating training
- Developing and tailoring training
The Community Guide: Identifying Effective, Evidence-Based Programs, Services, and Policies to Help Community Health Centers Meet the Needs of Medically Underserved Populations

Shawna L. Mercer, MSc, PhD, Chief
Community Guide Branch
Health Improvement Planning Steps

Planning & Assessment
What’s the problem?

Setting Objectives
What do we want to achieve?

Selecting Interventions
What works?

Implementing
How do we do it?

Evaluating
Did it work? How well?
What is the Value of Using Evidence-Based Approaches?
What is Evidence?

“The available body of facts or information indicating whether a belief is true or valid.”

What is Evidence in Public Health?

- Personal experience
- Word of mouth
- Program evaluation
- An intervention research study
  - Systematic reviews of multiple research studies and program evaluations

Practice-based  Research-based
Why Use an Evidence-Based Approach?

- Allows for scarce resources to be used wisely
- Shortens the time that it takes to develop a program or policy
- Funders are requiring more accountability
The Community Guide: An Important Evidence Base for Public Health
The Community Guide

• Systematic reviews
  – Analyze all available evidence on the **effectiveness** of community-based programs, services, and policies in public health
  – Assess the **economic benefit** of all effective programs, services, policies
  – Highlight critical **evidence gaps**

• Evidence-based findings and recommendations
  – About the effectiveness of these programs, services, and policies
  – Help inform decision making
  – Developed by the Community Preventive Services Task Force (Task Force)

[www.thecommunityguide.org]
Community Preventive Services Task Force

- A non-federal, independent, rotating panel
- Internationally renowned experts in public health research, practice, and policy
- Nomination process includes broad input from throughout public health and healthcare
- Members are appointed by CDC Director
- Serve without compensation
  - CDC provides scientific, technical and administrative support for the Task Force
Community Preventive Services

• Informational, Educational
  – Education programs when used alone—in increasing use of child safety seats
  – Community-wide campaigns—in increasing physical activity

• Behavioral, Social
  – Behavioral (abstinence education, and comprehensive risk reduction) interventions—in reducing risky sexual behavior and HIV, other sexually transmitted infections, and pregnancy among youth
  – Cognitive behavior therapy—in reducing psychological harm among children and adolescents following traumatic events
Community Preventive Services

• Environmental, Policy
  – Tenant-based rental assistance programs— in reducing exposure to crimes against person and property and decreases in neighborhood social disorder
  – Smoking bans and restrictions in reducing exposure to environmental tobacco smoke

• Health System
  – Disease management programs— in improving diabetes control
  – Client reminder and recall systems— in increasing vaccination coverage

☞ All: Guide to Community Preventive Services
## 225 Task Force Findings

### The Environment

#### Health Equity/Social Environment

### Settings

<table>
<thead>
<tr>
<th>States</th>
<th>Worksites</th>
<th>Healthcare system</th>
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<tr>
<td>Communities</td>
<td>Schools</td>
<td>Organizations</td>
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### Risk Behaviors

- Tobacco Use
- Alcohol Abuse/Misuse
- Other Substance Abuse
- Poor Nutrition
- Inadequate Physical Activity
- Unhealthy Sexual Behaviors

### Specific Conditions

- Vaccine-Preventable Disease
- Pregnancy Outcomes
- Violence
- Motor Vehicle Injuries
- Depression/Mental Health
- Cancer
- Diabetes
- Oral Health
- Obesity
- Asthma
- Cardiovascular disease

Current reviews
Community Guide: How is it Used?

• To inform decision making around:
  – Practice
  – Policy making
  – Research
  – Funding for research and programs

• It provides menus of options
User Involvement in The Community Guide

• Official Liaisons
  – 30+ federal agency and organizational
    ▪ NIH, AHRQ, VA, all US Armed Forces, etc.
    ▪ Organizations supporting state and local public health agencies
    ▪ Physician, nurse, public health, other organizations
  – Roles
    ▪ Provide input into prioritization of topics, reviews, Task Force findings and recommendations
    ▪ Serve on, recommend participants for review teams
    ▪ Participate in dissemination and translation of Task Force findings, especially to their constituents

• Participants on individual systematic reviews
The Task Force Seeks to Answer Key Questions about Interventions

• Do they work?
• How well?
• For whom?
• Under what circumstance are they appropriate (applicability)?
• What do they cost?
• Do they provide value?
• Are there barriers to their use?
• Are there any harms?
• Are there any unanticipated outcomes?
Findings of the Task Force

- **Recommend**
  - Strong Evidence
  - Sufficient Evidence

- **Recommend against**
  - Strong Evidence
  - Sufficient Evidence

- **Insufficient evidence to recommend for or against**
What Does Insufficient Evidence Mean?

- This does NOT mean that the intervention does not work

- Insufficient evidence means that additional research is needed to determine whether or not the intervention is effective
  - In some cases there are not enough studies to draw firm conclusions
  - In other cases, the available studies have inconsistent findings
If “Insufficient Evidence,” then what?

- If the intervention is currently being used
  - May want to continue using it if there are no associated harms
  - May choose to stop due to issues such as cost

- If the intervention is not being used
  - May not want to begin using it
  - May choose to cite the IE finding in your funding proposal

- Consider:
  - Are there better documented alternatives reaching the same goals?
  - If you undertake a practice-based innovation: Collect sufficient data so your experience can contribute to the evidence base!
What to Do with a Recommendation

“Even if it is evidence-based, it is not certainty.”

McGinnis and Foege

- Not a cookbook or a one-size-fits-all solution

- Users must combine scientific information (e.g., effectiveness, cost) with other information (e.g., needs, values, capacities, resources, preferences)
How Can You Use the Community Guide?

- In support of programs and services:
  - Plan and evaluate programs
  - Strengthen applications for programmatic funding
  - Justify program support/funding
  - Plan/modify systems
  - Learn what magnitude of effect might be possible from implementation of specific programs
  - Inform interface with the health care system to support delivery of effective clinical services
How Can You Use the Community Guide?

- In support of policy:
  - Identify policies, laws for which there is evidence of their effectiveness in achieving important public health outcomes
  - Learn what magnitude of effect might be possible from implementation of specific policies
  - Inform interface with governmental agencies, organizations, and other stakeholders in support of:
    - Health policies
    - Policies in other sectors
The Community Guide is a free resource to help you choose programs and policies to improve health and prevent disease in your community. Systematic reviews are used to answer these questions:

- Which program and policy interventions have been proven effective?
- Are there effective interventions that are right for my community?
- What might effective interventions cost; what is the likely return on investment?

Learn more about The Community Guide, collaborators involved in its development and dissemination, and methods used to conduct the systematic reviews.
Thank you!

Shawna Mercer, MSc, PhD
smercer@cdc.gov
BLACK CORALS PROJECT: Breast & Cervical Cancer Screening Promotion in Rural SC

St. James-Santee Family Health Center, Inc
McClellanville, SC
Myra Pinckney, LPC, RN
St. James-Santee Family Health Center

• Four sites in rural South Carolina
  – Charleston County (1)
  – Georgetown County (3)
  – PCMH recognition (Level 1)
  – *5th location will open June 2014 (Georgetown)

• Client population:
  – Predominantly low income and uninsured
  – 70% African American
Project Objectives
Address Needs of the Community

• Increase awareness of breast and cervical cancer rates in African American women

• Increase cancer knowledge

• Health promotion in rural communities
Ancillary Project Staff

- Nurses
- Appointment schedulers
- Health center transportation (van drivers)
- Volunteers
## Community Partners

### Local Churches
- Bethel AME Church
- Charity Missionary Baptist Church
- Ebenezer Missionary Baptist Church
- Emmanuel Apostolic Church
- Family Ties Fellowship Group
- Friendship AME Church
- Greater St. Paul AME Church
- Greater Zion AME Church
- Life Center Cathedral Church
- Morris Brown AME Church
- Olive Branch AME Church
- Sons of Allen
- Union AME Church

### Local Businesses
- Berkeley Electric Cooperative
- BG’s Beauty Salon
- Buckshot’s Restaurant

### Media
- WCBD TV
- WCSC TV
- WGTN radio
- WJNI radio
- WWWZ radio
Discovery of *The Community Guide*

- Funding opportunity -- Sept 2008-- Morehouse School of Medicine (Drs. John Wingfield and Roy Reese)

- Evidence-based interventions were a requirement
Cancer Screening Strategies
(The Community Guide)

Client-oriented interventions:
-- One-on-one education/group education
-- Client reminders
-- Incentives

Provider-oriented interventions:
-- Red folders
-- Screening prompts

Small media and multimedia interventions
Additional Strategies

Reducing structural barriers:
  --transportation
  --same-day appointments

Reducing client out-of-pocket costs
  --Best Chance Network
  --Susan G. Komen Lowcountry Chapter
  --Access Health (Georgetown County)
Evaluation

• Pre- and post-test scores on questionnaire

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<tr>
<th></th>
<th>Pre-Test (September 2010)</th>
<th>Re-Test (September 2011)</th>
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<tbody>
<tr>
<td>N</td>
<td>110</td>
<td>110</td>
</tr>
<tr>
<td>Percentage</td>
<td>60%</td>
<td>90%</td>
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Evaluation

![Bar chart comparing Pap smear and Mammogram in 2008 and 2009. The chart shows a significant increase in both tests from 2008 to 2009.](image-url)
Replicability

Core interventions:
1. client reminders & recall
2. one-on-one education
3. referral tracking
4. care coordination
5. community outreach

Core implementation components:
1. small and multimedia promotion
2. electronic health records
3. staff and volunteer trainings
4. adequate staffing
5. community partnerships for sustainability
Other Uses of the Community Guide

• Mental health – depression case management

• Diabetes – care coordination

• Excessive alcohol consumption – SBIRT
Challenges & Barriers
Challenges

• Fragmentation of care for uninsured patients

• Referral tracking & obtaining reports

• Cost of services for young, uninsured women

• Sustainability
Contact Information

Myra Pinckney, LPC, RN
St. James-Santee Family Health Center, Inc
Email: mpinckney@stjamessanteefhc.com
## Relevant Resources

### Evidence-based Resources for Improving Community Health

- *Guide to Community Preventive Services*
  [www.thecommunityguide.org/index.html](http://www.thecommunityguide.org/index.html)
- Stories and Webinars on uses of the *Guide to Community Preventive Services* [www.phf.org/communityguide](http://www.phf.org/communityguide)
- Partners in Information Access for the Public Health Workforce [phpartners.org/](http://phpartners.org/)

### TRAIN – the nation’s premier learning management network for public health

- Over 780,000 registered learners
- Over 29,000 training programs
- Nearly 4,000 providers of training
- A FREE resource for public health and healthcare professionals [www.train.org/](http://www.train.org/)

### Learning Resource Center – where public health, healthcare, and allied health professionals find high quality training materials at an affordable price

- Comprehensive selection of public health quality improvement publications
- Many consumer-oriented health education publications
- Search for publications by CDC’s Winnable Battles and many other public health topics [bookstore.phf.org/](http://bookstore.phf.org/)