

***The Community Guide* for Community Health Centers**

May 12, 2014



NATIONAL ASSOCIATION OF
Community Health Centers



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



NATIONAL ASSOCIATION OF
Community Health Centers



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



NATIONAL ASSOCIATION OF
Community Health Centers





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



NATIONAL ASSOCIATION OF

Community Health Centers



America's Voice for Community Health Care



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.



NATIONAL ASSOCIATION OF
Community Health Centers

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

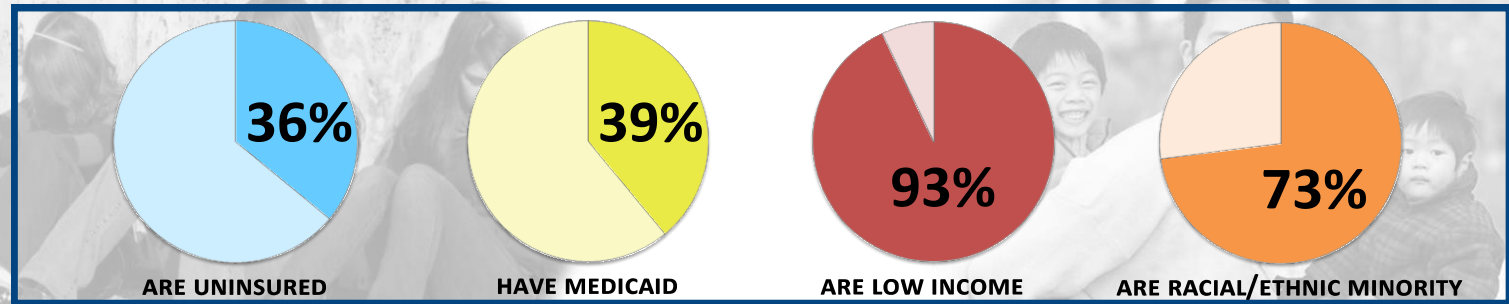
153,000
EMPLOYEES*

88.3 MILLION
ANNUAL PATIENT VISITS

22.3 MILLION
PATIENTS
CURRENTLY
SERVED

Sources: NACHC, 2013. Based on 2011 Uniform Data System (to which all federally-funded health centers must report), estimates from survey data of non-federally funded health centers (health center “look-alikes”), estimates for annual patient growth, U.S. Census Bureau 2010 data, and Kaiser Family Foundation (State Health Facts Online, www.statehealthfacts.org).

Community Health Centers at a Glance



SERVING THE NATION'S MOST VULNERABLE:



1 OF 7 MEDICAID BENEFICIARIES



1 OF 5 LOW INCOME, UNINSURED PERSONS



1 OF 7 RURAL AMERICANS

Sources: NACHC, 2013. Based on 2011 Uniform Data System (to which all federally-funded health centers must report), estimates from survey data of non-federally funded health centers (health center “look-alikes”), estimates for annual patient growth, U.S. Census Bureau 2010 data, and Kaiser Family Foundation (State Health Facts Online, www.statehealthfacts.org).

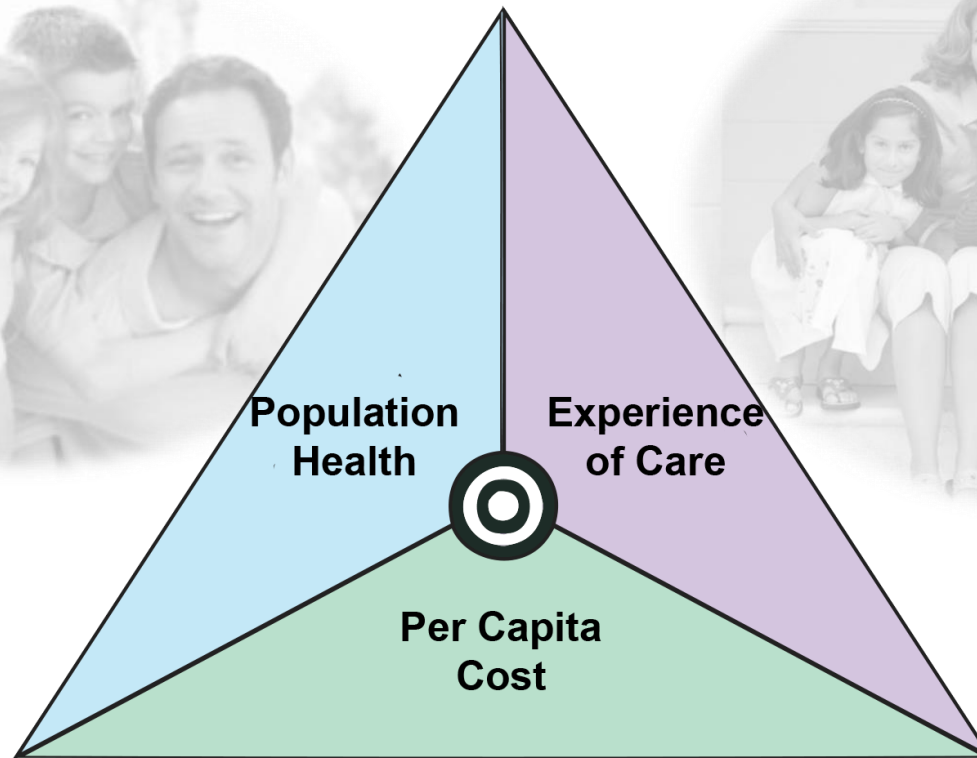
The Community Guide Supports Community Health Center Goals



**Community Oriented Primary Care
is
Our Foundation**



The Community Guide Supports the Triple Aim



IHI Triple Aim

The Community Guide Supports the Patient-Centered Medical Home

Change Concepts for Medical Home Transformation



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>



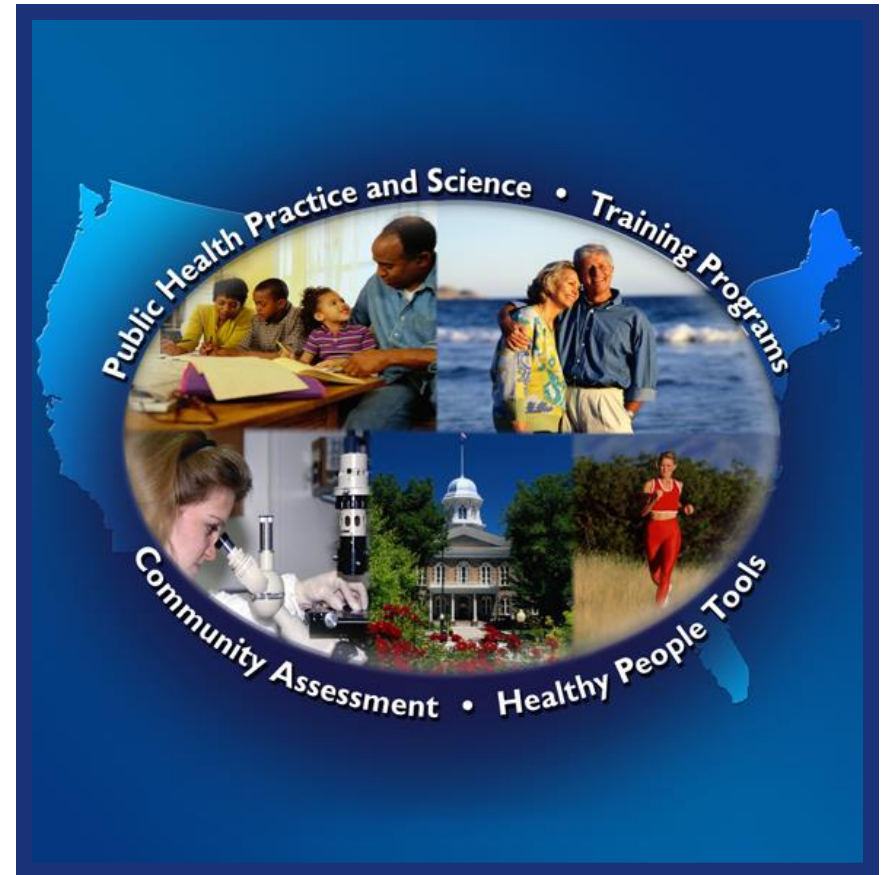
Find a Health Center

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



***Healthy Practices
Healthy People
Healthy Places***



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

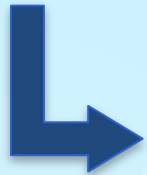


The Community Guide: Identifying Effective, Evidence-Based Programs, Services, and Policies to Help Community Health Centers Meet the Needs of Medically Underserved Populations

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?

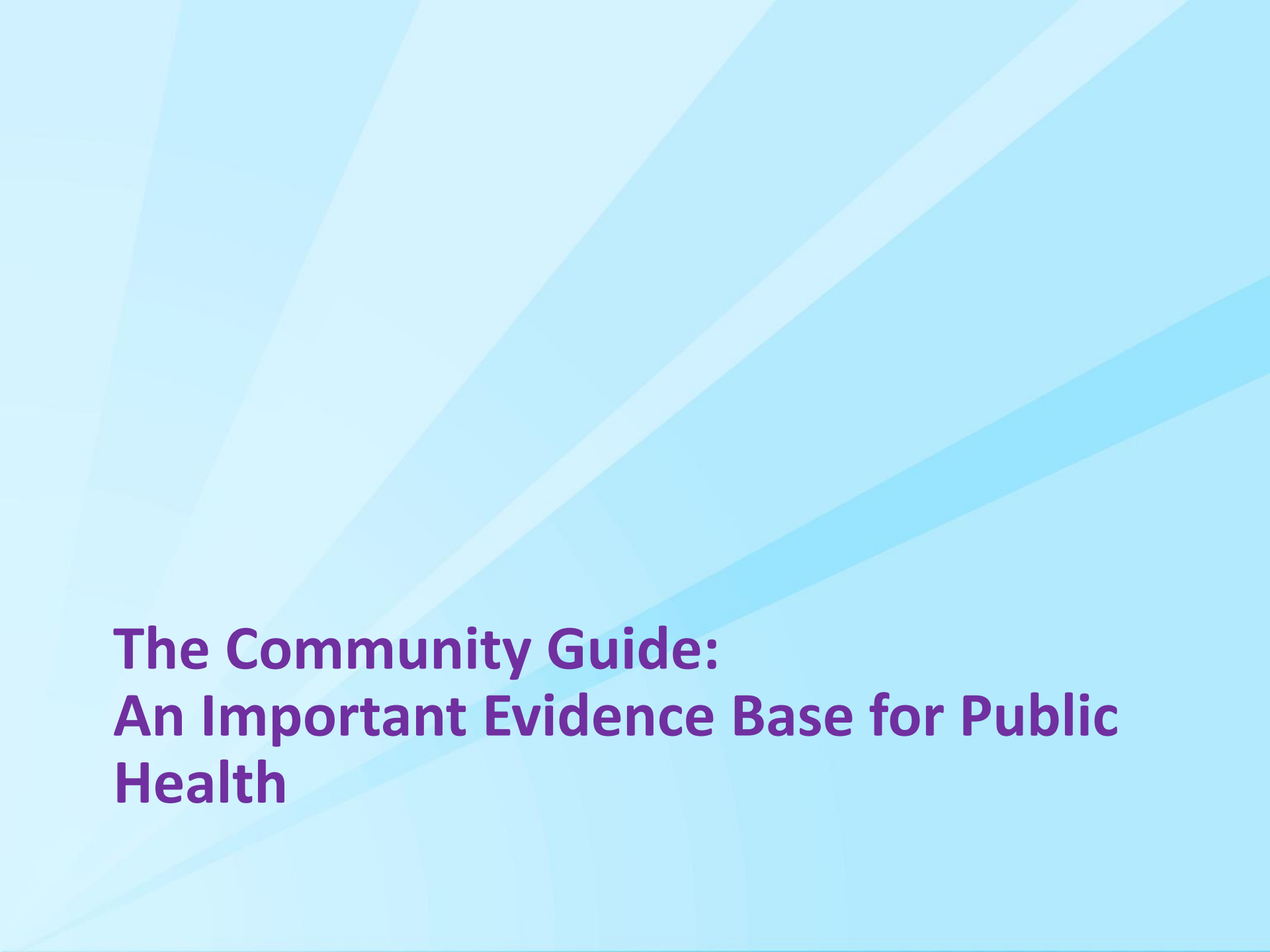
“The available body of facts or information indicating whether a belief is true or valid.”

What is Evidence in Public Health?



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

States
Communities

Worksites
Schools

Healthcare system
Organizations

Risk Behaviors

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

Current reviews

Specific Conditions

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

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


www.thecommunityguide.org

The Guide to Community Preventive Services
THE COMMUNITY GUIDE
What Works to Promote Health

Community Preventive Services Task Force

Search

Home **Task Force Findings** Topics Use The Community Guide Methods Resources News About Us



Clinical Decision-Support Systems Can Help Improve Provider Practices

Task Force recommends clinical decision-support systems to improve provider practices related to prevention of cardiovascular disease.

1 2 3 4


Task Force

2014 Meetings
February 26–27
June 18–19
October 29–30

2015–2016 Meetings

Annual Reports to Congress

Text Size: [S](#) [M](#) [L](#) [XL](#)

 **Get Email Updates**

Submit your email address to get updates on The Community Guide topics of interest.

Your email address [Submit](#)

[What's this?](#)

Topics

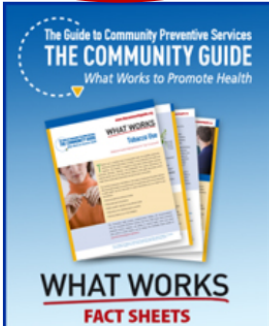
Adolescent Health	Diabetes	Motor Vehicle Injury	Social Environment
Alcohol - Excessive Consumption	Emergency Preparedness	Nutrition	Tobacco
Asthma	Health Communication	Obesity	Vaccination
Birth Defects	Health Equity	Oral Health	Violence
Cancer	HIV/AIDS, STIs, Pregnancy	Physical Activity	Worksite
Cardiovascular Disease	Mental Health		

What is The Community Guide?


The Guide to Community Preventive Services 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.



WHAT WORKS
FACT SHEETS



THE COMMUNITY GUIDE
What Works to Promote Health

LEARN HOW COMMUNITIES ARE WORKING TO PROTECT AND IMPROVE HEALTH

In Action



Thank you!

Shawna Mercer, MSc, PhD

smercercdc@gmail.com





**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

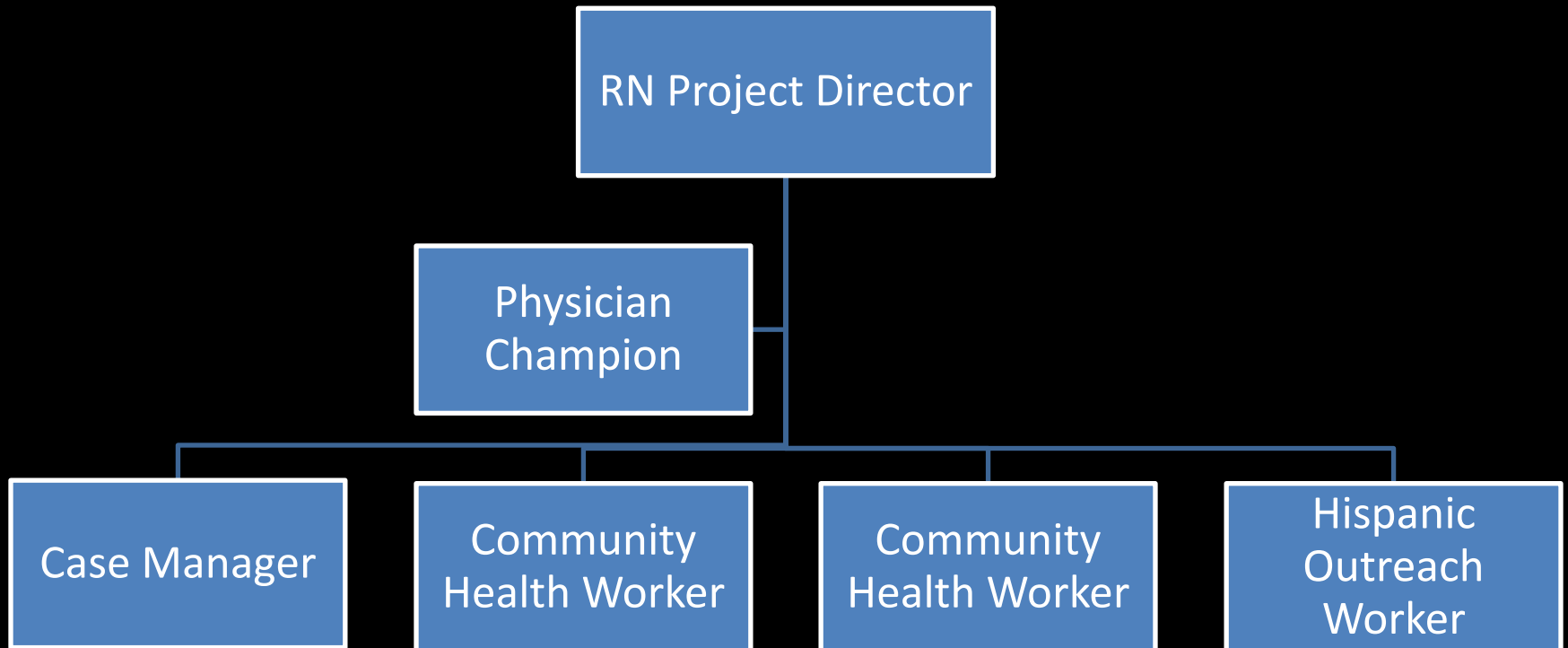
Project Objectives



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

Outreach Department at Health Center



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
WGTV radio
WJVI radio
WWVZ 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)

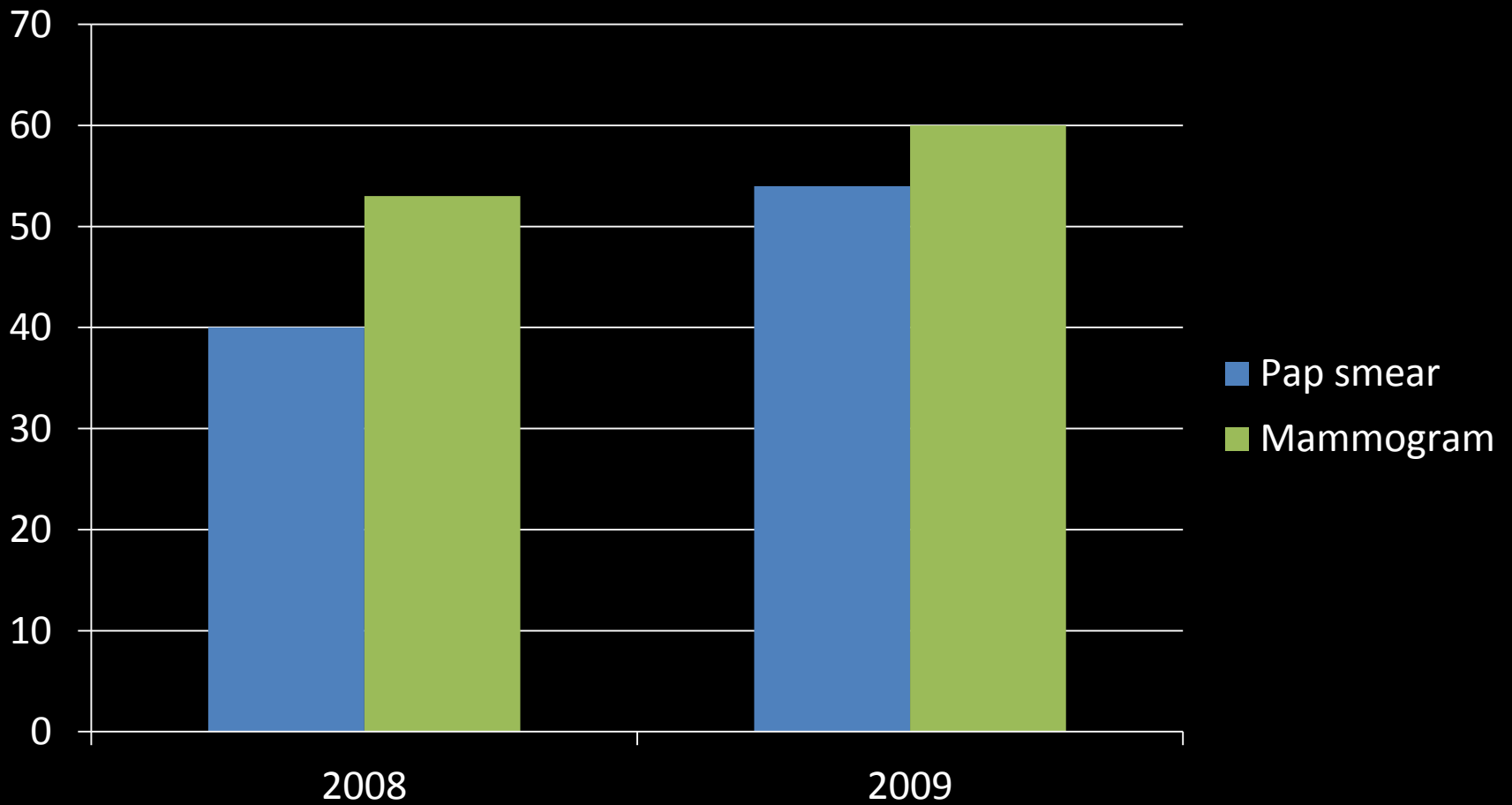
Evaluation

- Pre- and post-test scores on questionnaire

Pre-Test (September 2010)	Re-Test (September 2011)
N=110	N=110
60%	90%



Evaluation



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@stjamesanteefhc.com



BLACK CORALS PROJECT



Q & A



Don Weaver



Shawna Mercer



Myra Pinckney



Ron Bialek



Ashley Barrington

Relevant Resources

Evidence-based Resources for Improving Community Health

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

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/

