



2015

Annual Report

February 2016

Executive Summary

The Ozarks Wellness Network (OWN it) was established as a community coalition as a result of the Community Health Assessment (CHA) processes completed through Skaggs Regional Medical Center and the Taney County Health Department (TCHD) with assistance from community partners. From these efforts, it was recognized that there was a need to establish a community coalition that will organize and align efforts in the community to address community health priorities. The Community Health Improvement Plan (CHIP) identified priorities, goals, and objectives that community partners would work together to address. These efforts would eliminate duplication, focus energies, and allow for coordinated efforts to seek grants and develop programs. The health priorities identified in late 2012 were:

- Unhealthy body weight due to poor nutrition
- Substance Abuse and Tobacco Use
- Child and Family Safety
- Mental Health
- Access to Care

The OWN it coalition was officially announced to the community in June 2013. However, initiatives among community partners who were involved with the CHA and CHIP processes were already underway. By the end of 2013, a substantial amount of work had been accomplished. A total of eight action teams had been established to focus on community health priorities. These action teams include: senior health, dental health, mental health, healthcare access (access to care), unhealthy body weight (healthy lifestyles), substance abuse including tobacco, food insecurity (food security), and child and family safety.

In 2014 significant successes were achieved by the coalition through community initiatives and grant awards. These successes have had a significant impact in the community and demonstrate the potential of what can be achieved through OWN it and increased community collaboration. During 2015, OWN it continued formalizing its organizational structure and action teams. Initiatives implemented during this time included:

- Established organization By-laws, established board of directors, elected officers, and established membership dues.
- Finalized and submitted the OWN it Coalition's 501c3 application.
- Provided information regarding OWN it action team events during 12 At-Your-Service radio spots. Topics included a wide range of information and highlighted one action team per month.
- Maintained the OWN it website (OzarksWellnessNetwork.org) and Facebook page.

History

The Ozarks Wellness Network (OWN it) was established as a community coalition as a result of the Community Health Assessment (CHA) processes with Skaggs Regional Medical Center and the Taney County Health Department (TCHD). From these efforts, community partners recognized the need to establish a community coalition that would organize and align efforts in the community to address community health priorities. The Community Health Improvement Plan (CHIP) identified priorities, goals, and objectives that the community partners would work together to address. These efforts would eliminate duplication, focus energies, and allow for coordinated efforts to seek grants and develop programs.

The efforts of the community partners began in late 2012 focusing on organizing partners in the community, seeking grants, and formalizing the coalition. Cox Medical Center Branson, formerly Skaggs Regional Medical Center, contributed a significant level of resources to support the coalition and its development. Through the early part of 2013, the most active partners in the coalition, worked together to formalize the structure of the coalition and to initiate early action team development. The goal of the coalition is to encourage a healthy community by aligning wellness initiatives. By integrating initiatives, organizations can limit the duplication of services and programs. Additionally, forming partnerships also provides infrastructure for collaborative grant funded initiatives.

By June of 2013, the coalition was positioned to begin raising awareness in the community of the efforts of the coalition and to begin promoting the name of the Ozarks Wellness Network, OWN it. The community event in June 2013 included eleven community organizations and three community leaders, including William Mahoney, CEO of Cox Medical Center Branson; Jim Berry, Taney County Health Department; and Angela Ford, Stone County Health Department. The event was promoted and held at the Branson Landing to highlight the coalition and community partners.

By the end of 2013, a total of eight action teams had been established to focus on community health priorities. A steering committee was also established to provide guidance to the community coalition. The steering committee members included the integral members who were instrumental in establishing the coalition and representatives from the larger OWN it coalition. Steering committee members included representatives from: Cox Medical Center Branson, Skaggs Foundation, Taney County Health Department, Stone County Health Department, Christian Action Ministries (CAM), Lakes Area Child Advocacy Center (LACAC), Jesus Was Homeless, and the Eastern Taney County Senior Center. The steering committee was instrumental in formalizing the coalition, developing a branding strategy, establishing agency expectations and strategy to coordinate efforts, providing training, and orientation to new members, and setting meetings. By the end of 2014, the steering committee became the Board of Directors established through the Ozarks Wellness Network by-laws and the approval of the articles of incorporation with the State of Missouri.

This report is intended to provide an overview of the accomplishments of the OWN it coalition to detail the tremendous progress that has been made in the communities of Stone and Taney Counties, as well as to demonstrate the success and recognize the accomplishments of the coalition in 2015.

2015 Coalition Updates

In 2015, a total of 28 community agencies and individuals became formal members of the Own it coalition. These member agencies were required to become engaged in at least one action team to assist with achieving the goals and objectives identified by the action team. A total of eight action teams continued to focus on community health priorities. These action teams include: Senior Health Action Team, Dental Health Action Team, Mental Health Action Team, Access to Care Action Team, Healthy Lifestyles Action Team, Substance Abuse (Including Tobacco) Action Team, Food Security Action Team, and Child and Family Safety Action Team.

2015 Action Teams Results

Access to Care Team

Mission: To assess needs, prioritize services, collaborate with community resources and align bridging activities to provide access to healthcare and support services for Stone and Taney Counties

Vision: All Stone and Taney Counties will have access to Healthcare and Support services

Accomplishments:

- Access to Care Team received \$155, 473 in funding over a 3 year period, beginning November 2014 through December 2017. Funded through the Skaggs Foundation the grant provides four *Meet the Doc* events, two each in Stone and Taney Counties. Through these four events a total of 114 uninsured individuals were provided information, appointments and vouchers for basic medical and dental services to increase their access to healthcare and establish a medical home.
- The *Meet the Doc* hosted at the following locations.
 - Lifesong United Methodist Church, Stone County - 21 served
 - Stone County Drug Court, Stone County - 22 served
 - Bridge of Faith, Taney County - 33 served
 - Hollister School District, Taney County - 38 served
 - Total Medical Vouchers: 57
 - Total Dental Vouchers: 82
- Jesus Was Homeless provided four *Meet the Doc* events in the Branson area. Preliminary analysis by JWH indicates that their *Meet the Doc* events have reported a savings of approximately \$600,000 in ER visits.
- Jesus was Homeless Survey Data analyzed.
- Access to Care Report completed and presented to the community. These priorities helped guide Action Team strategic planning.

Child and Family Safety Action Team

Mission: The Child and Family Safety Action Team strives to increase the awareness of safety issues with children and families in Stone and Taney Counties.

2015 Goals:

1. Participate in one event per quarter to promote bicycle, ATC, and horse helmet safety, car seat safety, safe sleep and water safety.
2. Develop and submit one press release per quarter on Child and Family safety related topics.

3. Participate as needed in monthly OWN it KRZK “At Your Service” radio segment.
4. Review the Child Death Review annually as a team.

Accomplishments:

- Completed Child Abuse and Neglect Community Readiness Assessment Report indicating the community needed to increase awareness of the issue of child maltreatment.
- Hosted community partner forum regarding the issues of Child Abuse and Neglect in Taney and Stone Counties.
- Represented child and family safety at six events in 2015
 - Safe and Sounds Days
 - Cajun Days
 - Healthy Families Celebrate Families
 - Reeds Spring School Readiness Fair
 - OACAC Winter Safety Class
 - Crane Boiler Fest
- Submitted four press releases to local media representing the issue of child and family safety.
- Healthy Bundles program implemented at the Stone County Health Department to provide parenting skills to high risk families. Nine families currently served in 2015.

Dental Health Action Team

- Facilitated collaborative efforts and meetings of area partners to assess and address the dental health needs in Taney and Stone Counties.
- OWN it partners continued collaboration with Cox Medical Center Branson as part of \$450,000 MFH Grant which provides for increasing accessible dental services at Faith Community Health Center, Tri-Lakes Healthcare, and Jordan Valley Community Health Center for uninsured dental patients. Primarily those presenting in the Emergency Department.
- Combined the Dental Health Action Team with the Access to Care Action Team to maximize resources.

Food Security Action Team

Mission: To help the food vulnerable populations in Stone and Stone Counties acquire fresh, healthy, and affordable food.

2015 Goals:

1. Implementation of 11 community gardens in Stone & Taney Counties
2. Development of a pilot food co-op at the Salvation Army, Branson site
3. Nutrition education at garden sites and food co-op location
4. Incorporate The Taney County Food Policy Board into Food Security Action Team

Accomplishments:

- Food Security Action Team worked with community partners to establish 12 Community gardens in Taney and Stone Counties.
 - 1,082 people served through the community gardens
 - 1,914 pounds grown and distributed to vulnerable populations

- One garden event held to celebrate food day, community garden successes, and the Hometown Hero Award to Jim Lawson.
- OWN it members secured \$39,798 in funding through the Healthy Eating and Active Living (HEAL) grant through the Missouri Department of Health and Senior Services for the establishment of the community gardens.
- Additional 500 pounds of produce donated to the Food Security Action Team was distributed through the Salvation Army Food Pantry.
- Action Team secured over \$96,694 in funding over 2 years through a USDA grant to develop and implement a “Grow the Grower” program. This program will provide professional development for local producers to strengthen their businesses and increase local sources of fresh produce.

Healthy Lifestyles Action Team (formerly unhealthy bodyweight)

Mission: With a unified passion and creativity we motivate and empower our local community to adopt healthy lifestyles through collaborative cause-driven initiatives.

Values: Collaboration, healthy lifestyles, empowering potential, creativity, education, and positive change

2015 Goals:

1. Complete Community Asset Assessment
2. Identify secondary populations and organizations affecting health
3. Research best practice and identify what works
4. Undertake a cohesive community initiative including a marketing component
5. Maintain a toolkit database

Accomplishments:

Grow Healthy

- The evaluation of the SPARK training indicated that the program is being used and participants are accessing additional information and webinars available on the SPARK website. The program will reach 1300 kids in the year following the training.
- Two Chef Days conducted in the Crane and Forsyth schools and four Chef Days conducted at the Boys & Girls Clubs were well received by the students and staff. Initial responses indicate that the students enjoyed the delivery of the message and many tried some new foods and/or food combinations.
- The field trip to the College of the Ozarks farm tied the food based activities together for the students.
- The Grow Healthy Conference was evaluated and it indicated that participants gained knowledge from the speakers and activities. In addition, the participants felt the conference was interesting, relevant and provided useful information.
- The second year of Grow Healthy will provide additional opportunities to reinforce the nutrition component of the grant through Chef Days, farm visits and kids Iron Chef competitions.
- 2,097 people impacted overall, and a media impact of approximately 40,525 people reached.

HEAL Grant-MOve Smart

- Seven daycares become MOve Smart Certified and increased physical activity standards.

- 178 preschool aged children were directly impacted through the program.
- The team has shifted focus from the MOve Smart program to the 12345 Fit-Tastic program as part of the 2016 HEAL grant.
- This messaging focuses on healthy lifestyles utilizing five core messages to promote healthy habits. These messages will be shared through partnerships, promotion, and events in 2016.

Staying Fit

- The purpose of the grant was to study the effectiveness of the on-line Staying Fit curriculum in middle school student. The on-line curriculum had limited effectiveness in achieving weight, behavior, or psychosocial changes. After the study culminated, the program was tailored to meet the needs of the schools having limited access to technology. Hollister accepted the interactive version. Left-over funds were used to purchase new PE equipment for the students. The grant ended December 2015.
- Healthy Lifestyles team continued the Staying Fit program instruction at Reeds Spring and Hollister Middle Schools which directly impacted 1,200 children.

Mental Health Action Team

Mission: To build a viable and sustainable mental health sector across Stone and Taney Counties to promote the value and outcomes delivered by community-managed health services, based on a philosophy of acceptance, recovery and social inclusion.

2015 Goals: To create a complete an accessible list of mental health providers in Stone and Taney Counties.

Accomplishments:

- The Mental Health Action Team was involved in one community workshop:
 - Mental Health Action Team coordinated Youth Mental Health First Aid Training through Community Partnership of the Ozarks. Over 25 community members completed this training.
- The SOAR program continued with additional trained counselors in Stone and Taney Counties. These counselors continue to provide EMDR therapy to clients and address mental health issues related to traumatic events. This program is being funded through a Skaggs Foundation grant provided to Missouri State University Ozarks Public Health Institute. OPHI continues to partner with OWN it as an active member.
 - A total of 158 adults and children were served during the years of 2014 and 2015 in Stone and Taney Counties.
 - 127 additional children indirectly impacted through the programs.
 - A total of 1035.5 hours of EMDR therapy was provided in 2014 and 2015.
- The SOAR program is a two year grant through the Skaggs Foundation providing \$131,688.41 towards the initiative.

Senior Health Action Team

2015 Goals:

1. Increase access to dental care for seniors
2. Decrease food insecurity among seniors

3. Increase access to healthcare among seniors
4. Increase participation on the Senior Action Team

The team has identified that many other action teams are addressing the needs identified in the Senior Action Team goals. It has been decided that the best course of action is to provide representation on other teams to ensure the senior population is accounted for in the planning and implementation of all action team initiatives.

Substance Abuse (Including Tobacco) Action Team

- In collaboration with the Alcohol and Drug Abuse Prevention Team (ADAPT) and Tri-Lakes Clean Air Alliance (TLCAA) provided community education regarding City of Branson Smoke-free ordinance implementation phase effective July 2015.
- Participated in Meet the Doc events and distributed medication lock boxes and information about Cox Medical Center Branson tobacco cessation program.

Marketing Report

The Missouri State University Marketing Class selected OWN it for a marketing project. Several OWN it board members visited the class and provided information regarding OWN it, the communities of Stone and Taney Counties, and the challenges encountered in the area. The marketing class sought input regarding OWN it's mission, vision, and values as they worked on developing marketing plans. Based on this work, the OWN it Marketing Committee considered the results and selected various strategies to improve OWN it branding, website, use of social media, print materials, and fundraising.

Conclusions

Overall, in 2015, several of the OWN it coalition initiatives have been very successful while other action teams have struggled for a variety of reasons. Challenges facing the OWN it Board of Directors include turnover in board and Action Team leadership positions, fundraising, and increasing Action Team and general membership. Challenges facing the Action Teams include:

- Maintaining and engaging team members
- Identifying best-practices
- Strategic planning
- Grant writing

In a short period of time, some significant successes have been achieved through Own it. These successes have had a significant impact in the community and demonstrate the potential of what can be achieved with increased community collaboration. Coalition development continues into 2016 as the anticipated 501c3 status has been filed, but not received to date.