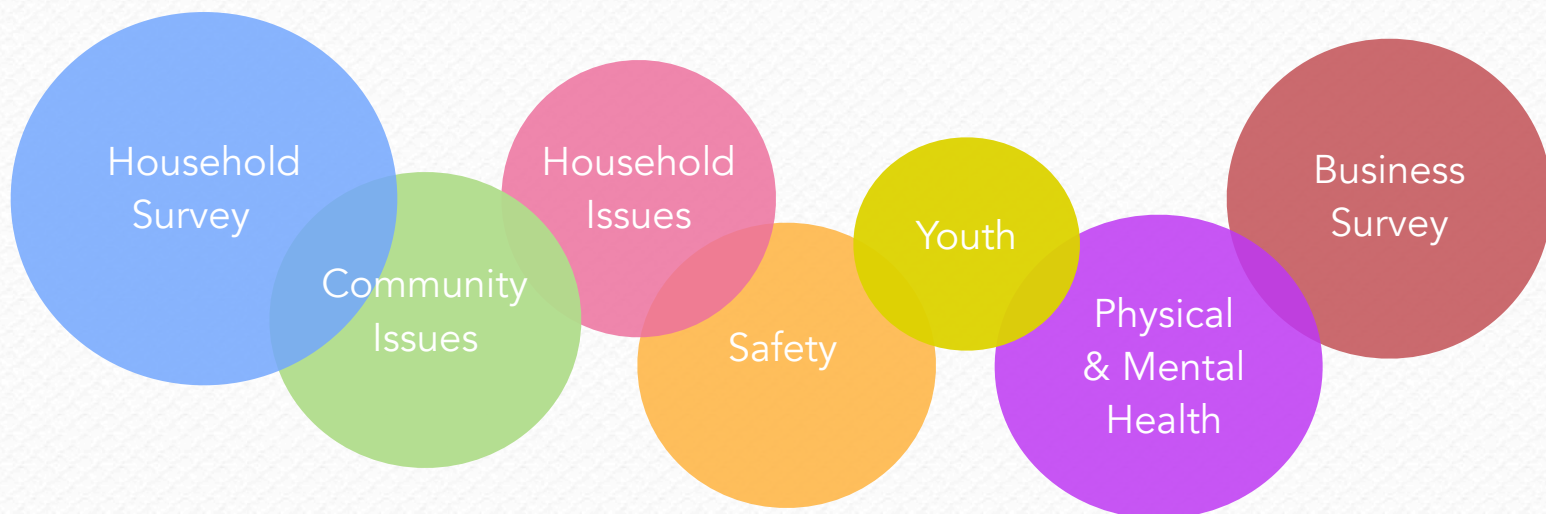


# Knox County

## Community Health Assessment 2014 Executive Summary



The Knox County Community Health Assessment Partnership commissioned a research and assessment project -- the 2014 Knox County Community Health Assessment -- which is a follow up to the 2011 Community Health Assessment. This project aims to gather and update data and information from a variety of community sources and use this information to continue to improve health and community services in Knox County. Two different surveys were administered to various subsets of the population throughout Knox County. With a desire to gather information from a broad base of Knox County residents and business owners, two 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.

## Data Collection



The household survey was designed to assess the issues that are facing Knox County residents and to identify where there have been changes in issues, or perceptions of issues, since the 2011 survey was completed. The 2014 survey was completed by 1,095 community members of Knox County, Ohio and included questions on community strengths, support services, physical and mental health issues, financial, safety, health and housing issues, educational issues, and issues facing youth.

Prevention Team Parent Survey  
2013 PRIDE Youth Survey  
Interchurch Data  
Pathways of Central Ohio Hotline  
County Health Rankings and Roadmaps  
Salvation Army Statistical Reports 2014  
2012 Ohio Statewide Transit Needs Study

The 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. The 60 respondents included both Chamber member and non-member businesses and included information on strengths and positive reactions to conducting business in Knox County, immediate and long-term concerns, and future plans for business operation.

# Knox County Strengths



The 2014 assessment gathered information on perceived strengths in Knox County and sought to understand what residents and business owners like and dislike about living in Knox County. Respondents were asked to rate several indicators of community togetherness.

Ninety-two percent (92%) of respondents enjoy living in Knox County and are proud of their community and 89% of respondents believe that residents are willing to help each other out in the community.

In addition to feeling close to other residents in their communities, respondents believe that they have an opportunity to make an impact in their community. The majority (64%) reported that they have 'much' or 'some' opportunity and this is demonstrated, in part, by the large number of Knox County residents who are engaged in civic and volunteer activities. Fifty-five percent (55%) of Knox County residents reported an affiliation with a religious group, church or organization, and 21.9% reported volunteering with their church or religious group.

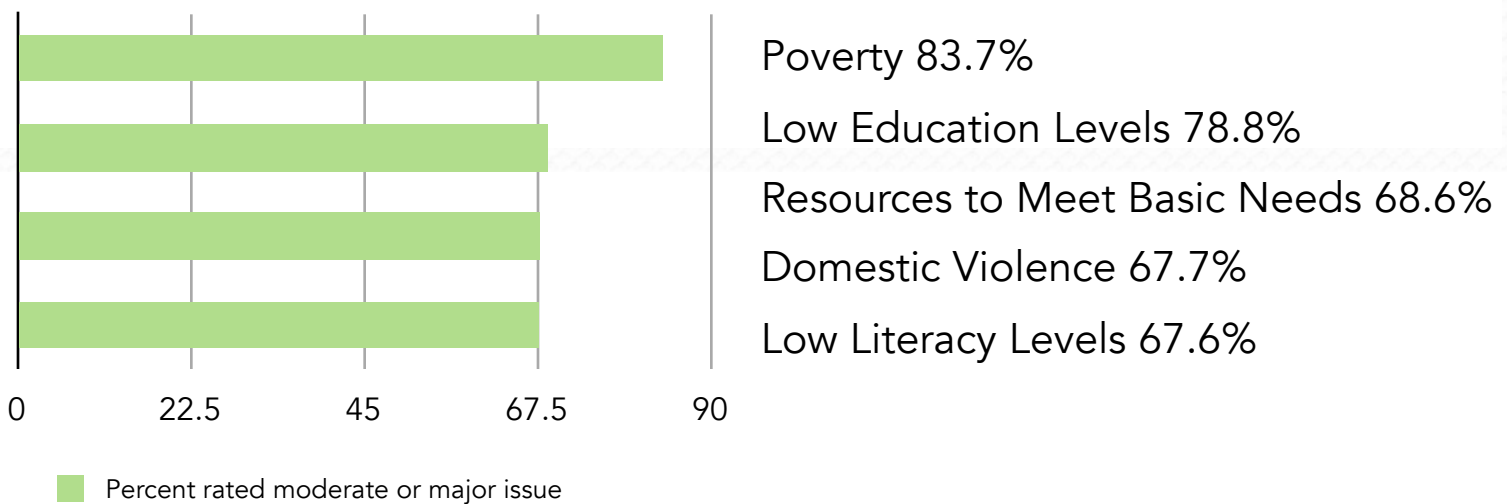
## TOP 10 THINGS I LIKE ABOUT KNOX COUNTY

- Community
- Small Town
- Parks
- Rural
- Beautiful
- Family
- Friendly People
- Country
- Bike Path
- Safe

"I like the rural sensibility and the willingness of people to help each other regardless of class ... Of course the natural beauty of the area is what really drew us to Knox County."

-Household Survey Participant

## Perception of Community Issues: Top 5



The majority of household survey respondents believe that Knox County is an inclusive community that is accepting of people of all races (69.5%) and income levels (76.9%).

The participants were asked to rate the following issues: poverty, low educational levels, low literacy levels, resources to meet families' basic needs, seat belt usage, motor vehicle accidents, availability of exercise resources or fitness opportunities, domestic violence, sexual violence, human trafficking, littering, water pollution, air pollution, proper land use (zoning, building), and lack of building codes.

# Household Survey

## Key Findings & Summary

The questions on the household assessment were designed to gauge resident's perceptions of issues impacting the community, as well as further understand the issues that are impacting individual households in Knox County. The questions that were posed asked respondents to rate their perception of how various community issues, physical and mental health issues, and financial/income issues impact Knox County, and then respondents were asked to consider how these issues impact their household. The 2014 assessment also included a section that asked respondents to report on opinions related to issues impacting youth in the community.

The household respondent population is substantially more educated, overall, than the general population of Knox County, with 40.2% of respondents earning a bachelor's degree or above compared with 20.4% of the total county population. As would be expected, there is a statistically significant correlation between education level and income with higher levels of education positively correlated with higher income levels. For example, 47% of respondents with a post-graduate degree had income levels over \$100,000, whereas only 2.5% respondents with a high school education earned more than \$100,000.

Of the  
1,095  
household survey  
respondents  
78%  
were female and  
77%  
had higher levels of  
education than most  
Knox County residents.

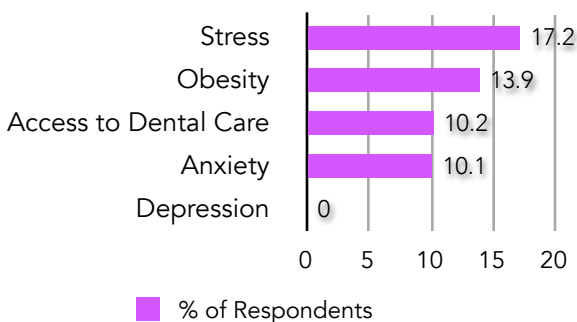
## Perceptions of Knox County Residents

The household survey was designed to assess the perceptions Knox County residents have regarding issues in the community and issues in their home. There are vast differences between the ratings of issues in the community vs. issues in the home -- with obesity being the only issue that was present as a top five issue in the household and the community. Among issues impacting youth in the community, respondents identified: alcohol/drug abuse (53.5%), unhealthy food choices (49.9%), obesity (48%), mental health issues (44.3%), and teen pregnancy/parenting (42.2%) as the top five concerns. Distracted driving (65.5%), misuse/overuse of technology (55.5%), lack of parent involvement (54.2%), bullying/cyberbullying (46.1%), and child abuse/neglect (39%) led the list of top safety issues facing youth.

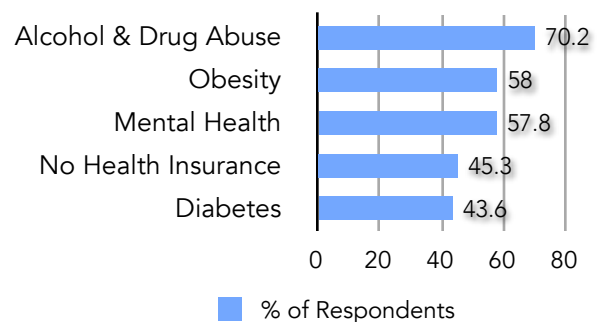
Respondents were asked to assess physical and mental health issues - both in their home and the community. Significant variances were present based upon household income with the lowest earners reporting the greatest number of health issues, the least access to healthcare providers, and the greatest need for community support services.

As resident's  
**INCOME**  
increased ↑  
**HEALTH RATINGS & ACCESS TO HEALTHCARE SERVICES**  
increased ↑

Top Household Health Issues: % Major Issues



Top Community Health Issues: % Major Issues



# Business Survey

## Key Findings & Summary

The business survey was designed to gather information on the social, economic, and health issues that impact the county from an infrastructure and economic perspective. The questions solicited feedback on areas of immediate concern as well as anticipated needs and goals for the future. The business survey posed questions to respondents regarding their overall impressions of Knox County as a place to do business.

The 60 respondents who completed the business survey represent a variety of business types including: retail (42%), healthcare (14%), manufacturing (14%), non-profit (8%), food service (8%), government (8%), and construction (3%). Sixty-nine percent (69%) of respondents indicate that the composition of their staff is fewer than 20 employees and 61% own their place of business.

Business respondents had positive statements about the county as a place to do business, the availability of community resources, and their planned growth and expansion in the community; however, most expressed concerns about the quality of the Knox County workforce related to skill level, work ethic, availability, and stability.

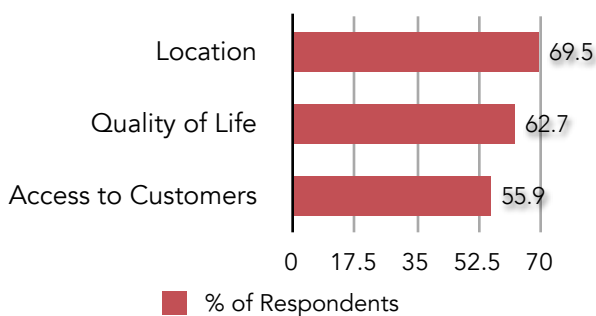
“We need a dependable workforce with basic computer skills and at least a high school education. We also need young professionals that appreciate the lifestyle here and that want to raise families here. Employees need access to transportation and affordable housing.”

-Business Survey Respondent

## Perceptions of the Knox County Business Community

The majority (76%) of respondents believe Knox County is a good or excellent place to do business and more than 90% would recommend Knox County to others as a venue for business. Respondents also reported their 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, and access to consumers.

Top Reasons for Doing Business in Knox County



Business survey respondents rated most community services (roads/highways/freeways, water and sewer, natural gas services, telecom services, high-speed internet access, electrical services, air transportation, professional services, snow and ice removal) as

**GOOD**

with the exception of street and sidewalk cleaning and street repairs which were rated

**AVERAGE.**

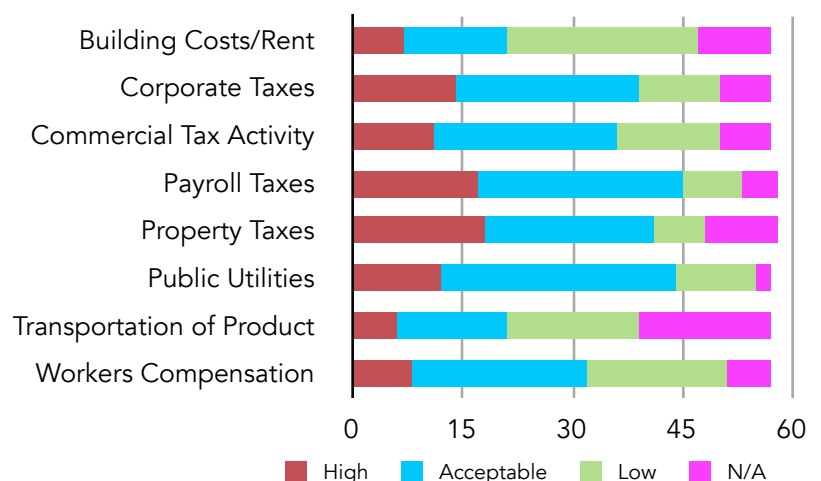
Business survey respondents rated the availability of community resources as average or good, with the following ratings:

**GOOD:** fire protection, law enforcement, health care services, school system.

**AVERAGE:** public transportation, child care services, shopping, recreation, restaurants, hotel and conference facilities.

Forty-five percent (45%) of survey respondents plan to modernize or expand their business, buildings, or equipment.

Financial Issues Impacting Businesses in Knox County



# 2015 Community Health Improvement Plan Update

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Julie Miller, RN, MSN, Knox County Health Commissioner

The Knox Health Planning Partnership (KHPP), formerly the Knox County Community Health Assessment Partnership, designed the 2014 community health assessment to obtain data and gather information on a variety of community issues as a way to identify community strengths and areas of concern. The community partners behind this most recent assessment made special effort to gain a clearer understanding of the strengths, struggles and perceptions of various groups of residents in the Knox County on key issues impacting their daily lives. The reliance on multiple sources of data obtained through the survey offers depth in terms of the quality of information gathered.

The household and business surveys provided information specific to each subgroup defining their key concerns and strengths individually. This information is extremely valuable and will be result in development and implementation of a 2015 Community Health Improvement Plan (CHIP). The CHIP will provide specific goals, strategies and timelines for addressing the priority issues identified through the assessment process. The KHPP anticipates that the 2015 CHIP will include and continue the majority of the successful strategies implemented in the 2012 CHIP addressing the top 3 priorities of alcohol, drug and tobacco use, mental health issues, and childhood obesity.

The 2012 CHIP focused on the priorities and the strategies to address those priorities. These items were identified by KHPP members through the analysis of the top ten (10) issues identified by the assessment respondents, local secondary data (current reality), and the consideration of the issues identified that were feasible for implementation. This document enabled the KHPP to measure the progress made towards addressing the three (3) priorities identified.

Positive outcomes of the 2012 CHIP include but are not limited to: development of the "Get Healthy Knox" wellness campaign (Facebook page, healthy living tips, coalition working on wellness issues) and utilization of the 5-2-1-0 healthy lifestyle and Crunch Out Obesity school-based programs; a community organizational survey that assessed parent education/support initiatives currently being provided in Knox County and a survey of parents assessed interest, needs, barriers, parenting practices regarding parent education and support.

The CHIP, based on all findings, will serve as the foundation for a community-wide effort to improve the health and well-being of all Knox County residents. The work of the KHPP has already served as a mechanism to bring community members together in an effort to improve the safety and cohesiveness already perceived as positive attributes in Knox County.

Thank you to all Knox County residents and businesses who participated in this assessment effort.

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# In Appreciation

A special thanks to the involved community members and stakeholders who helped support the 2014 Knox County Community Health Assessment

The 2014 survey findings confirm the priority areas of focus in the Knox County Community Health Improvement Plan and provide stakeholders with further information on how to best approach these topics. The data collected across the household and business surveys reveal potential areas where focused resources and programming could prove beneficial. Based on the findings, recommendations include the creation of community wide efforts to increase the health and wellbeing of Knox County residents, particularly as it relates to mental health/stress management, tobacco/substance use, and healthy eating/obesity. Focused attention to lower income residents can help mitigate the consistent disparities that are present in access to health care, health outcomes, support services, and quality of life, and provide all residents with the support that they need to experience good health and feel safe and valued.

## 2014 Community Health Assessment Funders

Alcohol & Drug Freedom Center	Knox County Head Start
Behavioral Healthcare Partners	Knox County Job & Family Services
Community Foundation of Mount Vernon & Knox County	Mental Health & Recovery for Licking & Knox Counties
Knox County Board of Health	New Directions Domestic Violence Shelter
Knox County Chamber of Commerce	Sanctuary Community Action- Danville
Knox Community Hospital	United Way of Knox County

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Supervisor, Kno-Ho-Co Health Services

Janet Chandler  
Evaluation Coordinator, Mental Health & Recovery  
for Licking & Knox Counties

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Knox County Chamber of Commerce

Larry Hall  
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Joy Harris  
Director, Interchurch Social Services

Matt Hellman, Executive Director, New Directions,  
The Domestic Abuse Shelter and Rape Crisis  
Center of Knox County

Joann Kerr  
Health Educator, Knox County Health Department

Richard Mavis  
Mayor, City of Mount Vernon

Barb Mickley  
Director, Sanctuary Community Action - Danville

Julie Miller  
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Department

Jen Odenweller  
Executive Director, United Way

Steve Oster  
Superintendent, Knox County Board of  
Developmental Disabilities

Pam Palm  
Public Information Officer, Knox County Health  
Department

Lee Rhoades  
Member, Knox County Board of Health

Jana Shira  
Administrator, Children's Services

Kay Spergel  
Executive Director, Mental Health & Recovery for  
Licking & Knox Counties

Peg Tazewell  
Executive Director, Knox County Head Start

Jennifer Turnes  
Senior Vice President and Chief Operating Officer,  
Behavioral Health Care Partners

Sandra Walker  
Dean, Health Programs - Central Ohio Technical  
College

Bruce White  
CEO, Knox Community Hospital

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