



## **Nursing Services TAC – 8/15/24**

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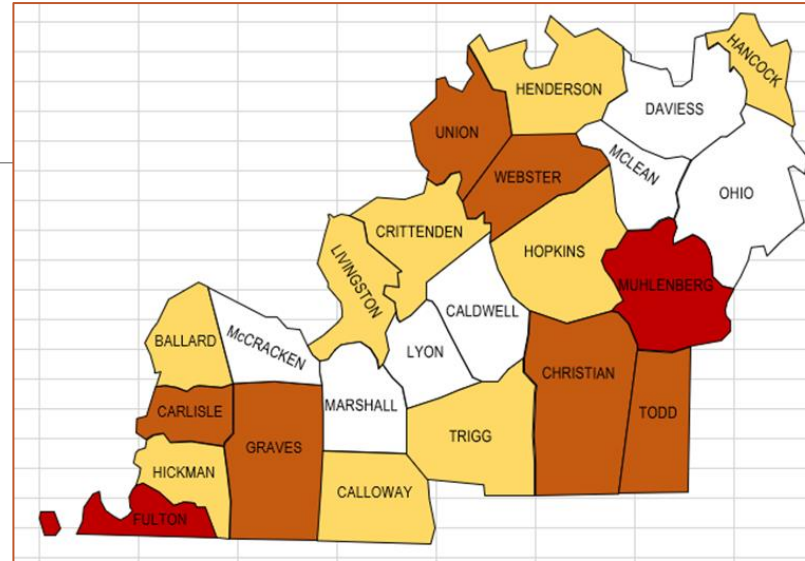
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# Services to Address Physical and Social Determinants of Health (SDOH)

# Using Data to Drive SDOH Response

Need	Socioeconomic** Low Counties	Membership Numbers
<b>Highest</b>	Fulton^	1022
<b>Medium</b>	Muhlenberg	4804
<b>Low</b>	Carlisle	794
	Graves	5613
	Christian	3681
	Todd	809
	Union	1834
	Webster	1511
	Hickman	612
	Ballard	1066
	Calloway	3996
	Trigg	1052
	Livingston	1151
	Crittenden	1247
	Hopkins	4817
	Henderson	5215
	Hancock	1228

\*\*poverty, unemployment, income, and education



SDOH Need	County	Organizations (Program Examples)
Quality Of Housing	Fulton	Fulton Housing Authority 201 N Highland Dr. Fulton, KY 270-472-1115
Crime and Violence*	Fulton	Merryman House - Domestic Violence Assistance 201 Highland Dr. Fulton, KY 270-472-1115
Environmental Conditions	Muhlenberg	Pennyrile Allied Community Services 518 Hopkinsville St. Greenville, KY 270-338-5080 Garden Seed program; Weatherization program
Access to Primary Care	Graves	Mayfield - tornado care needs Graves County Health Department 416 Central Ave, Mayfield, KY
Discrimination*	Calloway	Murray State University Critical Race Training program 102 Curris Center Murray, KY 270-809-3741
Civic Participation*	Graves	Mayfield - tornado relief
Incarceration*	Webster	Webster County Detention Center - Vaccination 141 N. Stegal St. Dixon, KY
Language and Literacy	Todd	Migrant Education - Todd County Schools <a href="https://www.todd.kyschools.us/apps/pages/index.jsp?uREC_ID=1593139&amp;type=d&amp;pREC_ID=1719899">https://www.todd.kyschools.us/apps/pages/index.jsp?uREC_ID=1593139&amp;type=d&amp;pREC_ID=1719899</a>
Enrollment In Higher Education^	Trigg	Trigg County Adult Education Center 202 Main St. Cadiz, KY 270-522-2211

It starts with data – identifying the SDOH needs by location

- WellCare connects our members with resources that assist them with everything from housing to transportation to food assistance, paving a path toward better health and independence
- These resources can be accessed through our [community partnerships](#) or by calling our [Community Connections Help Line](#) (launched in 2014)
- Created our own database to identify needs
- [Most comprehensive database](#) that exists in Kentucky, we not only use internal resources but gather data from public/external resources as well

## Top Referrals

1. Support Services
2. Food Assistance
3. Utility Assistance
4. Medication Assistance
5. Housing

# Examples of SDOH Services



## Hotel Inc. (Bowling Green)

- Not having a safe or stable home environment can make caring for yourself or your family ten times harder
- WellCare is a founding partner (2016) with Hotel Inc (in Bowling Green) to address everyday issues faced by homeless people in Kentucky, and to help provide members with essential resources (food, transitional housing, street medicine, financial assistance, skills) to help them get on their feet
- Outcomes –
  - **67%** reduction in inpatient visits
  - **100%** reduction in readmissions
  - **23%** reduction in ER visits

## Welcome House (Northern KY)

- Welcome House helps transition individuals from housing uncertainty to housing stability
- They have a variety of many programs to address needs such as:
  - members w/a severe mental illness or disability
  - Families
  - Women and children's shelters
  - Veterans' shelters
  - Various support (financial education/budgeting, employment support, referrals to other community resources, access to medical care, food, hygiene supplies) for individuals experiencing homeless OR at-risk of homelessness
- Outcomes –
  - **43%** reduction in inpatient visits
  - **33%** reduction in ER visits

## Water into Wine

- WellCare gave a grant to Magoffin County's Wine Food Pantry supporting its Going Green Initiative
- Water Into Wine is trying to reduce their carbon footprint by converting their heating source to bottled gas and increase food sustainability by establishing a community garden
- Outcomes –
  - **50%** reduction in inpatient visits
  - **61%** reduction in ER visits

## Community Impact Councils (CICs)

WellCare has formed collaborative assemblies of community/civic leaders – **Community Impact Councils** - representing a broad spectrum of stakeholders to identify and improve health issues at the community level

- The CICs are rooted in local communities and include individuals with strong connections to the community and who are willing to own community projects
- We provide a data driven structure for CICs
  - Identifying needs and resources to better address social determinants of health
  - This helps communities who may be understaffed/overwhelmed and lack resources to address community issues

## Fulton County Childcare Desert CIC

- No childcare options existed
- Closest option was 30 miles away
- WellCare donated money to help with construction of a new facility and a church-based daycare located in South Fulton, TN is pursuing a second location

## Anti-Vaping and Tobacco Prevention CIC

- On 10/25/22, over 100 middle and high school students in Northern Kentucky attended a youth summit at NKU offering education, resources, mental health awareness, and prevention related to vaping and tobacco use
- > 60 community agencies contributed to the event/projects which have impacted more than 8 counties/communities

## Deaf and Hard of Hearing (DHH) CIC

- Facilitating access to community outreach, health education, and self-advocacy trainings for DHH individuals
- Sharing best practices with medical providers on equal access to care for DHH patients
- Partnered with the Kentucky Office of Community Health Workers to ensure that certification processes are American Sign Language (ASL) accessible

# Examples of SDOH Services (continued)



## Fulton County Farmer's Market

- In 2022 WellCare partnered with the Purchase District Health Department to provide free produce during a kickoff event for the brand new Farmer's Market in Fulton County (attached)
- The overarching goals were to promote local fresh food in a food desert area and engage community members to support the new Farmers Market.
- "Some people have never been to a farmer's market, and they don't realize how good fresh food tastes. When they experience locally-sourced food they become more connected with where the food comes from, and they feel more connected to their community." Sarah Story, Health Educator with the Purchase District Health Department [Fulton Farmer's Market Article 1](#)

## CAReS (Ashland, KY)

- WellCare's grant to CAReS is used for –
  - Housing referrals
  - Utility assistance
  - Rent assistance
  - Food pantry/emergency food assistance
  - Prescription drug assistance
  - Birth certificates
  - ID card assistance
  - Baby care items
  - Case management
- Outcomes –
  - **11%** reduction in inpatient visits
  - **88%** reduction in readmissions
  - **19%** reduction in professional visits

## God's Outreach Food Bank (Madison County)

- WellCare just issued a grant to God's Outreach of Madison County which recently expanded into Estill County and is exploring expanding to Rockcastle County
- They provide consistent access to supplemental and emergency food services, supplemental food for Senior adults, and school backpack programs for weekend supplemental food
- They serve approximately 2,500 families a month

## Owen County NKCAC Emergency Food Pantry

- Recently WellCare sponsored/shopped/supplied food for emergency meal packages to last for an entire year

## Florence Christian Church Food Pantry

- In 2022 WellCare gave a grant to Florence Christian Church for their food pantry as well as to provide new showers and laundry facility assistance to unhoused in Northern Kentucky [Florence Christian Church article](#)

## Help Office of Owensboro

- Two consecutive years WellCare has issued grant funds for their social service programs including emergency aid for clothing, food, and rent/utilities

# Examples of SDOH Services (continued)



## Black Soil Kentucky

<https://www.blacksoilky.com/about>

- WellCare launched partnership with Black Soil Kentucky in late 2020
- Mission – reconnect black Kentuckians w/agricultural heritage
- Connects black farmers, growers, producers across KY with urban families to promote healthy living, healthy food consumption
- Providing seasonally fresh food including:
  - Fresh Food for Moms initiative
  - Meal Preparation
  - Delivered meals, curbside pick-up, community pick-up sites
- Payment options include WIC Farmers Market Nutrition Vouchers, Senior Farmers Market Nutrition Vouchers, SNAP/EBT, and Fresh Rx for Moms

## FreshRx for Moms

<https://cfaky.org/freshrx/>

- WellCare launched in 2018 in partnership with the Community Farmers Markets (CFM) and the Community Farm Alliance (CFA)
- Produce “prescription” to provide fresh, Kentucky-grown produce for Mothers on Medicaid
- Nutrition education/advice from on-site dietitians, seasonal recipes, cooking kits
- Expanded in 2022, now operation in Allen, Barren, Fayette, Franklin, Jefferson, Kenton, Letcher, Menifee, and Warren Counties

## Need More Acres

<https://needmoreacres.com/about/>

- Food = medicine
- Provides fresh, healthy food plus prepares meals and educates on how to prepare meals (operates in Allen, Barren, Warren, and Simpson Counties but purchases farm products from many more KY counties)
- Includes medically-tailored meals:
  - Children w/special dietary needs
  - 40 weeks of fresh food meal kits for pregnant women (launched May 9, 2022)
- Provides food infrastructure
- MANY pilot projects
  - Partnership with Hotel Inc (another community partner WellCare supports)
    - In Bowling Green, pilot project primarily serving refugees
- WellCare also funds farmers as part of this initiative (not just consumers)
- Payment options include WIC Farmers Market Nutrition Vouchers, Senior Farmers Market Nutrition Vouchers, SNAP/EBT, and Fresh Rx for Moms