



SAXUM

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COMMUNITY HEALTH NEEDS ASSESSMENT (CHNA) QUALITATIVE RESEARCH

2016 REPORT OF FINDINGS

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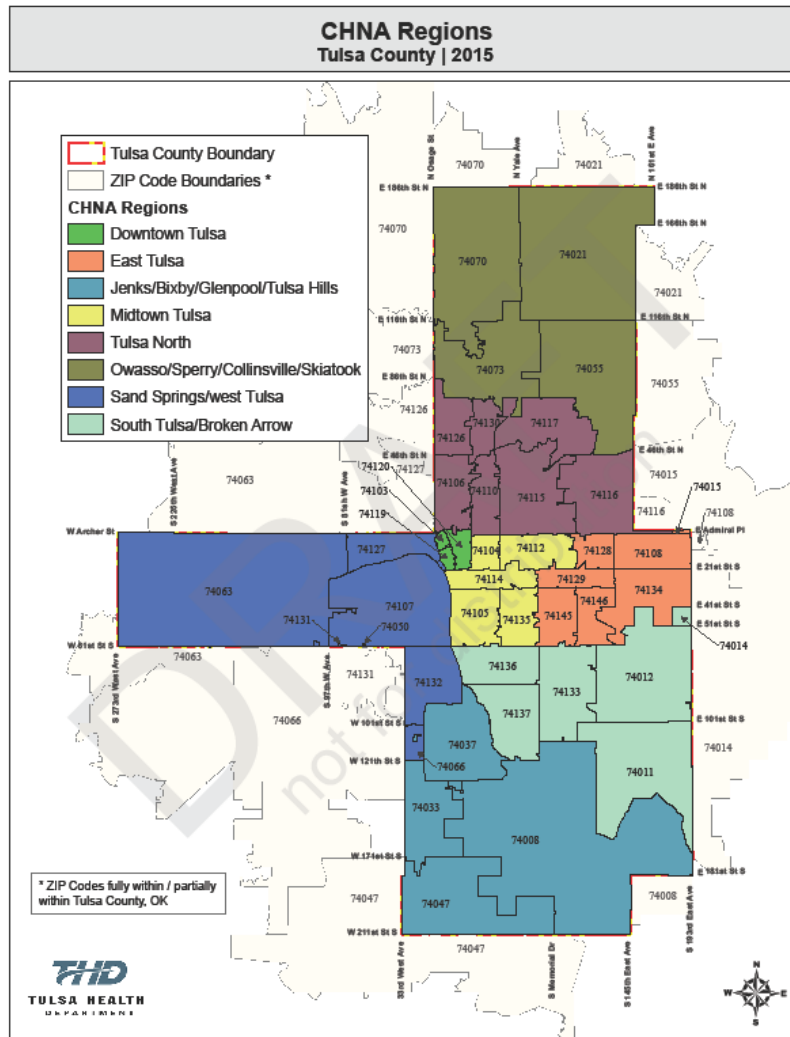
OBJECTIVES

- ▶ Determine top community health concerns
- ▶ Identify perceptions of barriers to addressing community health concerns
- ▶ Assess awareness of community resources availability

METHODOLOGY

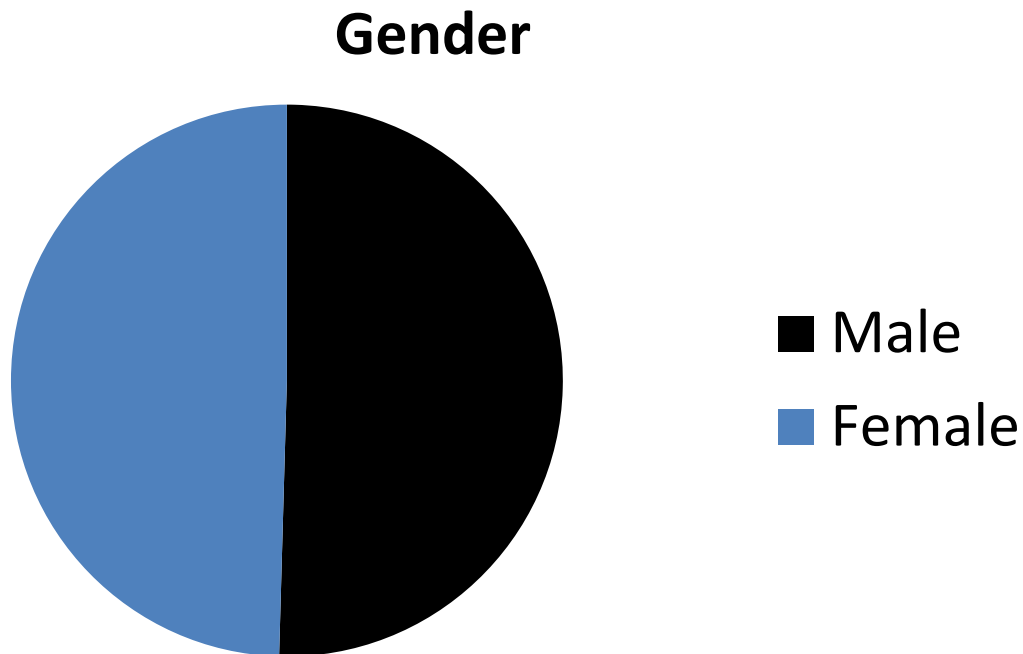
- ▶ Sixteen (16) 1 ½ hour focus group sessions were conducted between April 11-28, 2016.
- ▶ Two focus group sessions were conducted for each of the eight (8) CHNA regions
- ▶ Respondents were recruited by a third party vendor via telephone and e-mail by zip code. For each group, 8 respondents were recruited in planning for 6-8 to attend each session.
- ▶ Respondent requirements included a mix of gender, age, race and ethnicity and household income levels.
- ▶ Each participant was provided a \$100 Visa gift card

CHNA REGIONS



FOCUS GROUP PARTICIPANTS

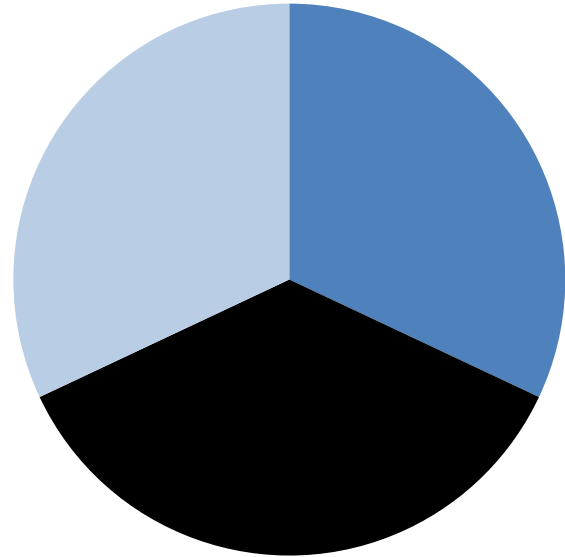
119 total
participants



FOCUS GROUP PARTICIPANTS

119 total participants

Age Ranges

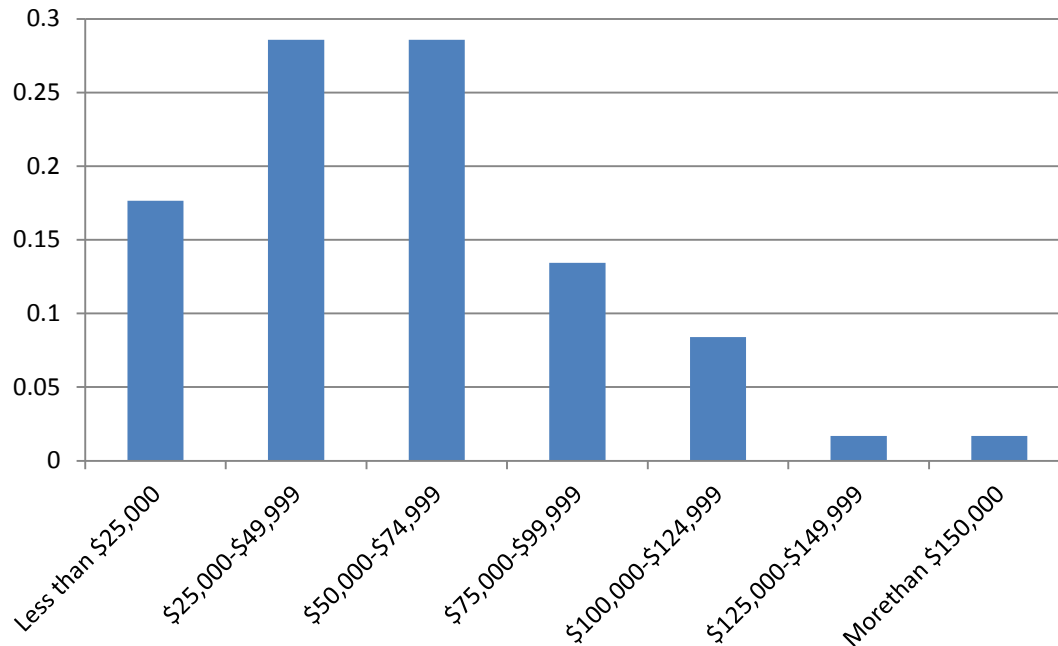


- 18-39
- 40-60
- Over 61

FOCUS GROUP PARTICIPANTS

119 total participants

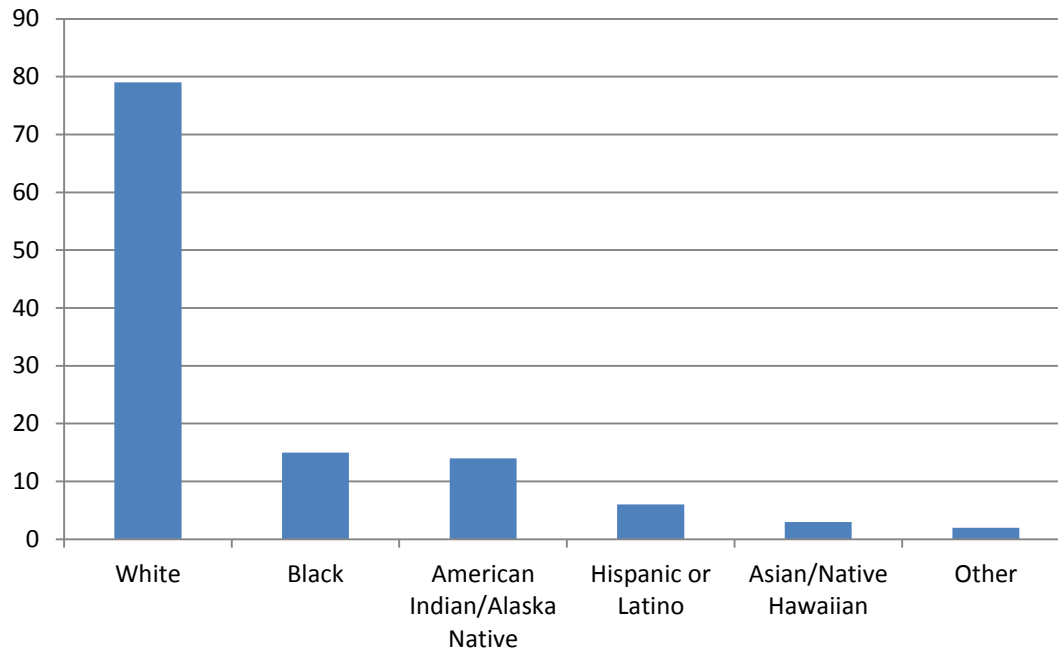
Household Income



FOCUS GROUP PARTICIPANTS

119 total participants

Race & Ethnicity



CURRENT LOCAL AND NATIONAL ENVIRONMENT

- ▶ Tulsa County Sheriff Stanley Glanz recently stepped down as sheriff after being charged with two misdemeanors
- ▶ Volunteer Reserve Sheriff Deputy Robert Bates was charged with second-degree manslaughter of an unarmed suspect
- ▶ Heightened media attention on education, child abuse, elderly care and mental health during Oklahoma legislative session
- ▶ State budget crisis
- ▶ Affordable Care Act
- ▶ Presidential election year
- ▶ National Veterans Administration scandal
- ▶ Zika virus concern
- ▶ Martin Shkreli raised the price of an HIV treatment drug over 5,000%

TOP HEALTH CONCERNS

AFFORDABILITY & ACCESS TO QUALITY HEALTHCARE

- ▶ Top health concern almost universally
- ▶ Rising insurance costs
- ▶ Insurance companies viewed as enemy number one – primary source of overall healthcare access and quality decline
- ▶ Pharmaceutical companies are a close second for blame on rising costs
- ▶ High deductibles are barrier to seeking preventive treatment

AFFORDABILITY & ACCESS TO QUALITY HEALTHCARE

- ▶ Question what true cost of service is and who benefits from perceived inflated charges
- ▶ Medical system does not allow for diagnosis of underlying causes of disease only treatment with prescription medications
- ▶ Complex and challenging system to navigate for both insured and uninsured
- ▶ Feelings of no control over their own healthcare choices

AFFORDABILITY & ACCESS TO QUALITY HEALTHCARE QUOTES

- ▶ “The cost of healthcare and prescription drugs spirals up and spirals up but our income doesn’t spiral up.” - Bob
- ▶ “The price for medical care and insurance is ridiculous unless you make money. If you make enough to qualify for Medicaid, nobody can live on that kind of income.”- Talyssa

AFFORDABILITY & ACCESS TO QUALITY HEALTHCARE QUOTES

- ▶ “People don’t take insurance because they know they can go to the hospital and get care without even paying anything.” – Dennis
- ▶ “I’ve scheduled MRIs before to where it is \$2,400 but if you pay cash today, it will be \$300.”- Linda

OBESITY AND LINK TO CHRONIC DISEASES

- ▶ Respondents had a very high awareness of the link between obesity and chronic diseases
- ▶ Often use the word obesity to describe overall poor health issues
- ▶ Concern for all generations
- ▶ Quality of U.S. food – U.S. products have ingredients other countries have banned
- ▶ Confusion about best nutrition plan and how to implement it (beyond no soda and increase in fruit & vegetable consumption)

OBESITY AND LINK TO CHRONIC DISEASES

- ▶ Desire for simplified health education
- ▶ Understand (and have experienced) proper nutrition and physical activity often results in reduction of prescription medicine use
- ▶ Believe mental health can be connected to nutrition and physical activity
- ▶ Stress and anxiety lead to overeating
- ▶ Early onset of chronic diseases in children

OBESITY AND LINK TO CHRONIC DISEASES QUOTES

- ▶ “Lower income communities just get the food stamps but not the tools that they need to meal plan and budget and actually prepare healthy meals for their families.”- Aisha
- ▶ “The worst thing you can do is eat refined carbohydrates without protein and fat because it causes blood pressure to spike, causes cravings then causes diabetes.”- Thomas

OBESITY AND LINK TO CHRONIC DISEASES QUOTES

- ▶ “We’ve gotten so far from the basics of food such as the nuts and seeds and we spread that to our children.”- Aisha
- ▶ “There are certain countries that do not allow certain ingredients into their products and there is a reason for that.” – Cathy
- ▶ “Because healthcare costs keep climbing, you see more obesity which creates larger problems in the future.”- Shameka

MENTAL HEALTH SERVICES

- ▶ Lack of mental health service providers
- ▶ Concerns about affordability of mental health services
- ▶ Easy, quick access to mental health services in crisis situations
- ▶ High concern about homeless and veteran populations receiving mental health services
- ▶ Treatment for mental health illnesses seen as prevention of alcohol and drug abuse

MENTAL HEALTH SERVICES QUOTES

- ▶ “As a society, there should be more education on mental health especially among the young crowd with the rise of mental health.”- Talyssa
- ▶ “Without mental health facilities, the mentally ill are roaming around but have nowhere to go.”- Clint
- ▶ “A lot of people don’t even realize that they have mental health issues and then with the stigma associated, people don’t know how to cope.”- Ebony

ELDERLY CARE

- ▶ Nursing home closures
- ▶ Aging population will continue to increase
- ▶ Lack of transportation services for the elderly
- ▶ Lack of patient advocates
- ▶ Understanding their medications and potentially harmful interactions of multiple medications
- ▶ Challenge navigating new technologies

ELDERLY CARE

- ▶ “There is such a discrepancy in quality for the retirement homes in the area.” - Terry
- ▶ “So many people have life happen and their savings were gone and now they can’t get healthcare living on \$800 per month.”- Linda
- ▶ “We don’t do enough as a society to protect the elderly.”- John
- ▶ “You spend so much of your life working and plan for retirement but we end up not being able to retire in order to take care of family.”- Dana

LACK OF HEALTH EDUCATION

- ▶ Nutrition – food labels, low fat, fat free, calories or fat grams
- ▶ Free/affordable exercise programs available in the community
- ▶ Consequences of poor health choices on future health – untreated blood pressure, tobacco usage, overweight
- ▶ How to care for yourself in different stages of life
- ▶ School-based health education

LACK OF HEALTH EDUCATION

- ▶ “We have to take a personal responsibility with our health to learn from our doctor.”- Delores
- ▶ “Misinformation is a big thing. I grew up trusting my government that they wouldn’t sell me something that was bad for me.”- Dana
- ▶ “Your body reacts differently to different foods so knowing what you are putting into your body is important.” –Becca

BARRIERS

BARRIERS

- ▶ Corporate greed of insurance and pharmaceutical companies
- ▶ Government policy (Affordable Care Act)
- ▶ High number of uninsured/underinsured
- ▶ Family structure
- ▶ Fast-paced, over-scheduled lifestyles
- ▶ Culture that lacks compassion and care

BARRIERS

- ▶ Lack of easily accessible walking and biking paths
- ▶ Affordability of nutritious foods
- ▶ School-based health education
- ▶ High level of poverty
- ▶ State budget cuts to education and critical healthcare services

COMMUNITY RESOURCES

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- ▶ Overwhelming majority could not identify more than a few community resources even if they had referenced accessing local resources for assistance.
- ▶ Resources most cited included:
 - Family & Children's Services
 - Tulsa Health Department
 - DHS
 - Primary care physician
 - Food Bank of Eastern Oklahoma
 - Churches and Catholic Charities specifically

CONCERNS BY REGION

DOWNTOWN TULSA

- ▶ Top 5 Health Concerns
 - ▶ Obesity
 - ▶ Mental health services
 - ▶ Insurance cost
 - ▶ Cardiac health
 - ▶ Diabetes
- ▶ Unique concerns not as prevalent in other regions: homeless and assistance for veterans

MIDTOWN TULSA

- ▶ Top 5 Health Concerns
 - ▶ Insurance cost
 - ▶ Chronic diseases (cancer, diabetes, heart)
 - ▶ Obesity
 - ▶ Elderly care
 - ▶ Child health
- ▶ Unique concerns not as prevalent in other regions: services for special needs children and dental care.

TULSA NORTH

- ▶ Top 5 Health Concerns
 - ▶ Insurance cost and lack of insurance
 - ▶ Access to medical providers
 - ▶ Transportation
 - ▶ Prescription drug abuse
 - ▶ Lack of health education
- ▶ Unique concerns not as prevalent in other regions: transportation and stray pets/dilapidated homes.

EAST TULSA

- ▶ Top 5 Health Concerns
 - ▶ Obesity and nutrition education
 - ▶ Healthcare costs
 - ▶ Lack of exercise due to no walking paths/sidewalks
 - ▶ Mental health services
 - ▶ Elderly care
- ▶ Unique concerns not as prevalent in other regions: prescription drug abuse and violence.

SAND SPRINGS/ WEST TULSA

- ▶ Top 5 Health Concerns
 - ▶ Food and water safety
 - ▶ Obesity
 - ▶ Affordable healthcare
 - ▶ Cancer and diabetes
 - ▶ Health education on alcohol and drug abuse
- ▶ Unique concerns not as prevalent in other regions: food and water safety and mosquito-borne illnesses.

SOUTH TULSA/ BROKEN ARROW

- ▶ Top 5 Health Concerns
 - ▶ Obesity
 - ▶ Smoking
 - ▶ Chronic diseases (diabetes, cancer, heart)
 - ▶ Lack of physical activity in children
 - ▶ Affordability of healthcare
- ▶ Unique concerns not as prevalent in other regions: non-vaccinated children and mosquito-borne illnesses.

JENKS/BIXBY/ GLENPOOL/ TULSA HILLS

- ▶ Top 5 Health Concerns
 - ▶ Affordability of healthcare
 - ▶ Obesity
 - ▶ Water quality
 - ▶ Mental health services
 - ▶ Access to hospitals (distance)
- ▶ Unique concerns not as prevalent in other regions: air quality and drunk drivers.

**OWASSO/
SPERRY/
COLLINSVILLE/
SKIATOOK**

- ▶ Top 5 Health Concerns
 - ▶ Access to quality hospitals (distance)
 - ▶ Lack of physical activity resources/locations
 - ▶ Elderly care
 - ▶ Lack of access to specialty care (distance)
 - ▶ Limited healthcare provider choices in the area
- ▶ Unique concerns not as prevalent in other regions: smoking/vaping and lack of sidewalks.

KEY INSIGHTS

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- ▶ Affordability of healthcare, obesity and mental health services are top of mind across the board and generate the most passionate opinions
- ▶ Insurance companies perceived to be the main reason for rising healthcare costs with pharmaceutical companies a close second
- ▶ Strong understanding of obesity connection to chronic diseases

KEY INSIGHTS

- ▶ Two distinct groups were most vocal about importance of good nutrition – millennial mothers and Baby Boomer generation
- ▶ High awareness and concern about lack of access to timely and quality mental health services
- ▶ Perceive elderly care to be an ongoing crisis with no end in sight

KEY INSIGHTS

- ▶ Desire for simplified health education on living a healthy lifestyle
- ▶ Extremely low awareness of community health resources
- ▶ There is a general concern about over-use of prescription medications but strongest in East Tulsa
- ▶ Transportation concern is primarily isolated to Tulsa North

QUESTIONS?

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THANK YOU