ETMC Jacksonville Community Health Needs Assessment
Executive Summary

As a part of the mission of care of East Texas Medical Center Jacksonville, the hospital conducted a Community Health Needs Assessment (CHNA) in 2012-13, with the goal of advancing community benefits planning and better meeting the needs of specific populations.

Definition of the Community Served
ETMC Jacksonville is an inpatient hospital serving the needs of Cherokee County (population 53,047), which includes the cities of Alto, Jacksonville, Reklaw, Rusk, Troup and Wells. Approximately 80% of the patients admitted to ETMC Jacksonville come from Cherokee County, with the remainder primarily from contiguous counties. Key demographic statistics include:

- Approximately 15% of the Cherokee County residents are age 65 and older, higher than the state average of 11%.
- Average per capita income for Cherokee County was $17,230 in 2010, significantly below the Texas average of $24,870.
- The unemployment rate in Cherokee County in 2011 was 8.9%, higher than the state average of 7.9%. A total of 28% of Cherokee County residents are uninsured, and 25% live in poverty.

The CHNA: Process and Methods
ETMC Jacksonville undertakes a major Community Health Needs Assessment every three years. The most recent process began in early 2012, as representatives from the community were identified for personal interviews based on specific roles/expertise, such as family health, mental health, seniors’ services and outreach to special populations. The following organizations were represented in the interviews held at ETMC Jacksonville on Feb. 15-16:

- Jacksonville Economic Development Corporation
- Crisis Center of Anderson and Cherokee Counties
- Jacksonville Police Department
- The Chaparral Center, Alto
- Austin Bank
- Our Lady of Sorrows
- Cherokee County Health Department
- HOPE

The interview task force included the administrator from ETMC Jacksonville, as well as members of the ETMC Regional Healthcare System's CHNA team. In addition to the Jacksonville-based interviews, persons from the Texas Department of State Health Services 4/5 North, Northeast Texas Public Health District, the East Texas Food Bank and the East Texas Council of Governments – Agency on Aging were interviewed by the CHNA project team in Tyler, Texas in July 2012. These additional sessions provided a regional perspective to health-related needs in the East Texas territory served by the ETMC system.
Selection of Interviewees
The interview planning process involved consideration of persons/organizations that could best represent the community, including minority populations and those segments that are medically underserved. The variety of organizations interviewed was instrumental to the depth of information gathered and the success of the project.

Significant Health Needs Identified
Each person interviewed was asked a series of standard questions, with further discussion on areas and populations specific to their community role and perspective. From their responses — as well as substantial data from state and local resources — the following health needs were identified:

Areas of greatest concern:
- Lack of mental health resources
- Aging populations across East Texas, and the resulting increased healthcare needs
- Seniors’ access to healthcare in rural areas
- Family and lifestyle issues: shorter life expectancy in East Texas due to a perfect storm of smoking, poverty, low education, lower rates of exercise, poor nutrition and lack of healthcare access
- Lack of life skills among teens/young adults

Specific areas of healthcare concern for Jacksonville/Cherokee County include:
- Health services needed: primary care physicians and specialists
- Mental health services
- Elder care
- Health education; understandable materials
- Information on how to access medical services/use of appropriate resources
- Emergency department: SANE nurse for sexual assault victims
- Need for all health services in Alto, Texas

A study of Cherokee County health data identified the following areas of concern, based on rankings worse than the Texas average: Natality – teen pregnancy, prenatal care in first trimester; Mortality – heart disease, stroke, lung cancer, chronic lower respiratory disease.

In addition to healthcare needs, the CHNA process revealed areas of concern regarding other community issues. These included: language barriers for Hispanic population, substance abuse (drugs/meth/alcohol), domestic violence and sexual assault, poor nutrition/childhood and adult obesity, teen pregnancy, STDs, tobacco use, public transportation, poverty, education and life skills courses, youth education programs.

Addressing Significant Health Needs
The CHNA process employed by ETMC Jacksonville was of great importance in identifying the community’s need to better understand the resources available through the hospital, its clinics and related services. This includes greater collaboration with the agencies and organizations that participated in the interview process, as well as others. In 2013, ETMC Jacksonville will begin a series of dialogue meetings that continue the CHNA process and provide organizations with a platform for distributing information, aligning goals and ultimately better meeting the health and community needs identified. In addition, the hospital is acting on the information gleaned through the CHNA process by evaluating its programs and piloting new projects as part of its ongoing community benefits planning.
1. Background information about your organization, your roles within the community and your connection (if any) with ETMC.

2. What do you think are the greatest areas of healthcare need or concern in Cherokee County? In surrounding counties? What community needs has your own organization identified?
   - Healthcare needs
   - Greatest priority
   - How identified
   - Availability of other community needs assessments

3. What do you think are the biggest obstacles to obtaining care within Cherokee County? Within surrounding counties?

4. How would you rate the availability/accessibility of hospital services in Cherokee County? In surrounding counties? What additional services do you think are needed?

5. How would you rate the availability/accessibility of primary care physician services in Cherokee County? In surrounding counties? Are additional primary care physicians needed?

6. How would you rate the availability/accessibility of specialist physician services in Cherokee County and the region? Are additional specialists needed?

7. What are the greatest needs in terms of healthcare and access to healthcare among:
   - Seniors population?
   - Minority populations?
   - The poor and working poor?

8. What do you think are the greatest lifestyle concerns among residents of the East Texas service area? Examples: obesity, smoking, diabetes, teen pregnancy, etc.

9. Aside from healthcare-specific needs, what other challenges currently face your community and county? Examples: lack of public transportation, school system issues, growing poverty rate, illiteracy, lack of public parks and recreation, etc.

10. What is your perception of ETMC’s current efforts to address community health care needs?

11. How can/should ETMC work with the community to help address needs identified?
Community Profile

Cherokee County is located in the ETMC South Region, also encompassing Houston and Trinity counties.

Approximately 15% of the 53,047 Cherokee County residents are age 65 and older, higher than the state average of 11%.

Per capita household income for Cherokee County was $17,230 in 2010, 30% below the Texas average of $24,870.

The unemployment rate in Cherokee County in 2011 was 8.9%, higher than the state average of 7.9%. Almost 28% of Cherokee County residents are uninsured, and 25% live in poverty, making it one of the poorest counties in the area.
Maternal, Infant and Child Health

There were 758 babies delivered by Cherokee County mothers in 2010.

The county reported the second lowest rate of timely prenatal care among other counties in the broader ETMC Service Area.

Cherokee County also reported higher than average rates of women who smoke during pregnancy, teen pregnancy and confirmed cases of child abuse and neglect.

Personal Responsibility

Based on the ongoing Behavioral Risk Factor Surveillance Survey (BRFSS), residents of East Texas (Public Health Region 4/5N encompassing the ETMC Service Area, but excluding Smith County) have significantly higher rates of smoking, exercise less and are more likely to have high blood pressure and high blood cholesterol levels.

Surprisingly, the rate of women age 40 and older in East Texas who did NOT obtain a mammogram in the last 2 years is 1.2 times the state average.
Incidence/Prevalence of Disease

The BRFSS also indicates that East Texas residents have significantly higher rates of diagnosed diabetes, cardiovascular and cerebrovascular disease and asthma.

There are an estimated 4,483 adults in Cherokee County living with diagnosed diabetes. Another 13,185 adults are estimated to have pre-diabetes.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>PHR 4/5N w/o Smith 2010</th>
<th>PHR 4/5N Texas 2010</th>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diagnosed Diabetes, Age 18+</td>
<td>12%</td>
<td>10%</td>
<td>1.21</td>
</tr>
<tr>
<td>Cardiovascular Disease</td>
<td>13%</td>
<td>8%</td>
<td>1.76</td>
</tr>
<tr>
<td>Had a Stroke</td>
<td>4%</td>
<td>3%</td>
<td>1.30</td>
</tr>
<tr>
<td>Asthma</td>
<td>11%</td>
<td>7%</td>
<td>1.51</td>
</tr>
</tbody>
</table>

Better than Average
About Average
Poorer than Average

Injury/Illness

The rate of hospital admissions due to unintentional falls among Cherokee County residents is almost double the state average.

Cherokee County residents also have high rates of hospital admission for CHF, pneumonia, COPD and urinary tract infections that are potentially preventable.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Cherokee County 2010</th>
<th>6-Year Trend</th>
<th>South Region</th>
<th>Texas 2010</th>
<th>Cherokee/Texas Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unintentional Falls/100,000</td>
<td>302.9</td>
<td>NA</td>
<td>260.0</td>
<td>155.0</td>
<td>1.95</td>
</tr>
<tr>
<td>Motor Vehicle Accidents/100,000</td>
<td>70.8</td>
<td>NA</td>
<td>104.0</td>
<td>75.4</td>
<td>0.94</td>
</tr>
<tr>
<td>Potentially Preventable</td>
<td>22.9</td>
<td></td>
<td></td>
<td></td>
<td>1.76</td>
</tr>
<tr>
<td>Hospitalizations/1,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Congestive Heart Failure</td>
<td>5.1</td>
<td>5.3</td>
<td>2.9</td>
<td></td>
<td>1.76</td>
</tr>
<tr>
<td>Bacterial Pneumonia</td>
<td>5.1</td>
<td>5.0</td>
<td>2.5</td>
<td></td>
<td>2.04</td>
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<tr>
<td>COPD</td>
<td>2.8</td>
<td>3.8</td>
<td>1.7</td>
<td></td>
<td>1.65</td>
</tr>
<tr>
<td>UTI</td>
<td>3.1</td>
<td>3.1</td>
<td>1.9</td>
<td></td>
<td>1.63</td>
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</tbody>
</table>

Improved
Eroded
Neutral
Better than Average
About Average
Poorer than Average
**Mortality**

Cherokee County mortality rates for all causes, cardiovascular disease, cancer and cerebrovascular diseases are higher than the state averages.

The mortality rates for all causes and for cancer also appear to be increasing.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Cherokee County</th>
<th>South Region</th>
<th>Texas</th>
<th>Cherokee/Texas Ratio</th>
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</thead>
<tbody>
<tr>
<td>All Causes</td>
<td>893.3</td>
<td>950.9</td>
<td>781.2</td>
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<tr>
<td>Cardiovascular Disease/100,000</td>
<td>244.4</td>
<td>231.6</td>
<td>186.7</td>
<td>1.31</td>
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<tr>
<td>Cancer/100,000</td>
<td>220.3</td>
<td>213.1</td>
<td>167.6</td>
<td>1.31</td>
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<tr>
<td>Cerebrovascular Disease/100,000</td>
<td>61.4</td>
<td>55.8</td>
<td>45.8</td>
<td>1.34</td>
</tr>
</tbody>
</table>

**Availability of Healthcare Services**

The ratios of healthcare providers in Cherokee County are low, impacting access to care.

Cherokee County is federally designated as a Medically Underserved Area (MUA) and is also designated as a Health Professional Shortage Area (HPSA) for mental health.