

**Feather River Hospital  
Community Health Needs Assessment  
2013**

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## Executive Summary

The 2013 Community Health Needs Assessment conducted by Feather River Hospital (FRH) is a window in to the health needs and factors in our community and will help to guide community health improvement efforts for the next three years. The Patient Protection and Affordable Care Act (ACA) requires non-profit hospitals to conduct a community health needs assessment (CHNA) every three years and adopt an implementation strategy to meet the needs identified by the CHNA.

FRH works to understand community needs by ongoing strategic partnerships with the Town of Paradise and community service organizations with many Feather River Hospital leaders participating in these groups.

The Community Health Needs Assessment is Feather River Hospital's principal tool for understanding the emerging or unmet needs of its community. There are currently three sources of data for the Community Needs Assessment on which the goals and outcomes of this report are based.

- Existing Data
  - <http://assessment.communitycommons.org>
  - <http://www.countyhealthrankings.org>
  - <http://www.chna.org>
  - <http://www.healthindicators.gov>
- Community Health Focus Groups—focus groups were held by each organization participating in the Community Health Survey listed below with a third party moderator. The focus groups were comprised of community members at large and also key leaders in the community such as local government, religious and community service organizations. The moderator took all feedback and established a report showing the expressed needs of our communities
- Community Health Survey – Completed in 2013 with the Cooperation of) Biggs-Gridley Hospital (Gridley), Butte County Department of Health(Butte County) Enloe Hospital (Chico), and Feather River Hospital (Paradise). The Survey was compiled by representatives from each organization. The survey was then made public on each organizations website, at hospital locations, at focus groups sessions and community events such as Farmers Market. Local TV and newspaper media also encouraged people to complete a survey. Surveys where noted so the group could track what sources they were coming from. Data was compiled and then each organization was tasked to analyze the data for their respected area.

Through the process of the community needs assessment, our community has identified the following high-priority areas:

- 1) Access to Healthcare:
  - Number of primary care physicians available (taking new patients)
  - Costs/Insurance
  - Transportation
  - Knowledge of Services Available
- 2) Overall health concerns facing Paradise residents:
  - Obesity
  - Heart disease
  - Diabetes
  - Drug/ Alcohol Use
  - Mental Health

**Our Mission**

To share God's love by providing physical, mental and spiritual healing.

**Our Support**

The Feather River Hospital (FRH) Governing Board supports the organization's efforts to meet the needs of the community.

The Community Benefits Committee gives direction to the community benefits provided by FRH. The staff participates in the evaluation of community needs and issues, planning of interventions, and evaluation of results.

**Our Governing Board**

The Governing Board of Feather River Hospital consists of Adventist Health corporate leaders, leadership from the Seventh-day Adventist Church, as well as local community leaders including physicians and other community members.

The Governing Board is involved in the planning process of the hospital. Our community is at the heart of our strategic plan.

**Community Benefits Staff**

The Marketing Department at Feather River Hospital is responsible for community benefit efforts led by Eden Davis the Community Outreach and Media Coordinator.

## **Introduction**

The following report is the Community Health Needs Assessment for Paradise, CA and Butte County. This assessment is a window in to the health needs and factors in our community and will help to guide community health improvement efforts for the next three years. The Patient Protection and Affordable Care Act (ACA) requires non-profit hospitals to conduct a community health needs assessment (CHNA) every three years and adopt an implementation strategy to meet the needs identified by the CHNA.

This CHNA brings together a variety of health status information that will benefit the community and:

1. Increases knowledge of community health needs and resources.
2. Creates a common understanding of the priorities of the community's health needs.
3. Enhances relationships and mutual understanding between and among stakeholders.
4. Provides a basis upon which community stakeholders can make decisions about how they can contribute to improving the health of the community.
5. Provides rationale for current and potential funders to support efforts to improve the health of the community.
6. Creates opportunities for collaboration in delivery of services to the community.
7. Provides guidance to the hospital for how it can align its services and community benefit programs to best meet needs.

## **Oversight**

Feather River Hospital utilizes employees from a variety of its services especially those who have a strong connection with the community to guide community outreach goals along with the Senior Administration team. This is supplemented by strategic partnerships with the Town of Paradise and community service organizations with many Feather River Hospital leaders participating in these groups. Increased cooperation among our community service organizations, the Butte County Department of Health and other health providers will be a key to the improvement of community health in our area.

## **Our Hospital and Services**

Feather River Hospital is a 100 bed, not-for-profit, faith-based facility, offering a full range of inpatient, outpatient and emergency services. Operating in the Paradise, CA for more than 60 years, FRH employs more than 1300 community members, has a medical staff of 180 physicians, and more than 450 volunteers. FRH is known for providing compassionate quality medical care, with employees who are dedicated to living out the hospital's mission of showing the love of Christ through whole-person care comprised of physical, mental and spiritual healing.

FRH is part of Adventist Health, a faith-based, not-for-profit integrated health care delivery system serving communities in California, Hawaii, Oregon and Washington. Our workforce of 28,900 includes more than 21,200 employees; 4,500 medical staff physicians; and 3,200 volunteers. Founded on Seventh-day Adventist health values, Adventist Health provides compassionate care in 19 hospitals, more than 180 clinics (hospital-based, rural health and physician clinics), 14 home care agencies, seven hospice agencies and four joint-venture retirement centers.

Key services for FRH include 24-hour emergency services, community health education, imaging, intensive care, home health, obstetrics, rehabilitation, rural health clinic, sleep center and surgical services. Specifically, we offer:

Feather River Health Center (provider-based rural health clinic)

- Behavioral Health
- ENT
- Healthy Mothers
- Neurology
- Ob/Gyn
- Orthopedics
- Pediatrics
- Pediatric Dental
- Primary Care
- Physical Therapy
- Surgery – General
- WIC
- Birth Day Place
- Cardiology
  - Cardiac Cath Lab
  - Diagnostic Services
  - Cardiac Rehabilitation Program
- Community Wellness
- Diabetes Education
- ENT Services
- Emergency Department – 24/7 Physician on Duty
- Home Care Services
  - Home Health Care
  - Home Medical Supplies
- Hospice Care
  - In-patient Hospice House
- Imaging and Diagnostics
  - MRI
  - CT Scan
  - X-ray
  - Nuclear Medicine
  - Digital Mammography
  - Ultrasound
- Laboratory
- Lifeline – Medical Alert Service
- Neurology
- Nutritional Services
  - Meals on Wheels
- Pharmacy (In and Outpatient)
- Pediatrics
- Rehabilitation Services
  - Occupational therapy
  - Physical therapy
  - Speech therapy
- Sleep Lab

Surgical Services  
Women's Health  
    Obstetrics  
    Gynecology  
    Women's Imaging

**Service Area**

Counties: Butte County

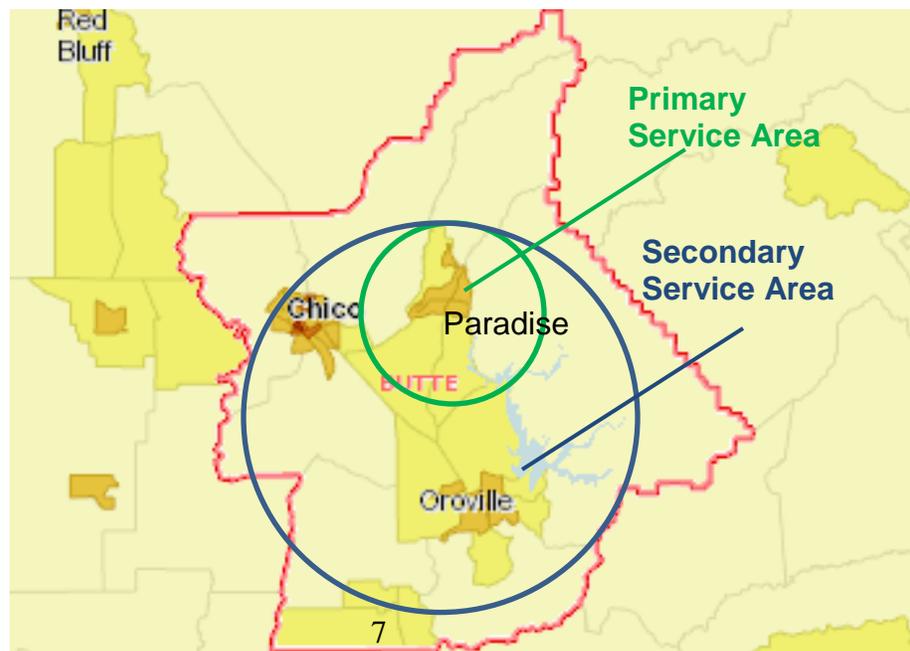
Major Town: Paradise & Magalia

Our location: **Paradise** is an incorporated town in Butte County, in the northwest foothills of California's Central Valley, in the Sierra. The town is considered part of the Chico Metropolitan Area. The population was 26,249 as of 2011 down from 26,408 at the 2000 census. Paradise is 10 miles (16 km) east of Chico and 85 miles (137 km) north of Sacramento

Geography: The town of Paradise is spread out on a wide ridge which rises between deep canyons on either side. These canyons are formed by the west branch of the Feather River to the east, and Butte Creek to the west. The Paradise area extends northwards from Paradise to include the unincorporated town of Magalia and smaller communities such as Stirling City to the far north. There is

Transportation: There are not many options for transportation within Paradise other than driving an automobile. The Paradise/Magalia area is served by the "B line" Butte County Transit. Butte Community College also runs bus service for students. The Paradise Memorial Trail is a paved pedestrian and bicycle path which runs through town on the path of the former railroad tracks leading up the ridge. However, aside from points along this path, the very hilly terrain of the town, coupled with the large spacing of commercial areas and large land area make Paradise difficult to navigate on foot or on a bicycle, in addition to the lack of sidewalks.

**Service Area Map**



## Methodology

The Community Health Needs Assessment is Feather River Hospital's principal tool for understanding the emerging or unmet needs of its community. There are currently four sources of data for the Community Needs Assessment on which the goals and outcomes of this report are based.

- Existing Data
  - <http://assessment.communitycommons.org>
  - <http://www.countyhealthrankings.org>
  - <http://www.chna.org>
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## Priority Areas

Through the process of the community needs assessment, our community has identified the following high-priority areas:

- 3) Access to Healthcare:
  - Number of primary care physicians available (taking new patients)
  - Costs/Insurance
  - Transportation
  - Knowledge of Services Available
- 4) Overall health concerns facing Paradise residents:
  - Obesity
  - Heart disease
  - Diabetes
  - Drug/ Alcohol Use
  - Mental Health

## Indicators that Contribute to Priority Areas

**Fruit and vegetable consumption:** this indicator reports the percentage of adults aged 18 and older who self-reported consuming less than 5 servings of fruits and vegetables each day. This indicator is relevant because current behaviors are determinants of future health, and because unhealthy eating

habits may illustrate a cause of significant health issues, such as obesity and diabetes. Around 76% of adults in Butte County did not consume the recommended 5 servings a day.

**Tobacco usage:** this indicator reports the percentage of adults aged 18 and older who self-report currently smoking cigarettes some days or every day. This indicator is relevant because tobacco use is linked to leading causes of death such as cancer and cardiovascular disease. In Butte County nearly 19% of respondents smoked compared to the nation at 13%.

**Diabetes Prevalence:** this indicator reports the percentage of adults aged 20 and older who have ever been told by a doctor that they have diabetes. This indicator is relevant because diabetes is a prevalent problem in the US; it may indicate an unhealthy lifestyle and puts individuals at risk for further health issues. Butte County is at 9%.

**Heart Disease Prevalence:** this indicator reports the percentage of adults aged 18 and older who have ever been told by a doctor that they have coronary heart disease or angina. This indicator is relevant because coronary heart disease is a leading cause of death in the US and is also related to high blood pressure, high cholesterol, and heart attacks. More than 5% of adults in Butte County have been diagnosed with cardiovascular disease compared to the state average 3%.

**Obesity (adult):** this indicator reports the percentage of adults aged 20 and older who self-report that they have a body Mass Index greater than 30.0(obese). This indicator is relevant because excess weight is a prevalent problem in the US; it indicates an unhealthy lifestyle and puts individuals at risk for further health issues. In Butte County the percentage of fast food restaurants is much higher at 54% than state(48%) or national(27%) percentages with 7% of the population having limited access to healthy foods in comparison to state(3%) and National(1%) levels. In Butte County 25% of adults are obese compared to 24% in the state.

**Ratio of Primary Care Physicians:** this indicator reports that there is a ratio of 1497:1 for primary care physicians compared to the state average of 1341:1. Access to physicians was an area of concern noted in the Community Health Survey performed and Focus Group discussion.

**Socioeconomic:** The median household income in Butte County is reported at more than \$16,000 less than the state median and almost \$9000 less than the national median.

**Data (See Attached)**

Community Health Survey Results

Focus Group Results

County Health Data