Women's Heart Health, Comments from Service Providers in Kent County
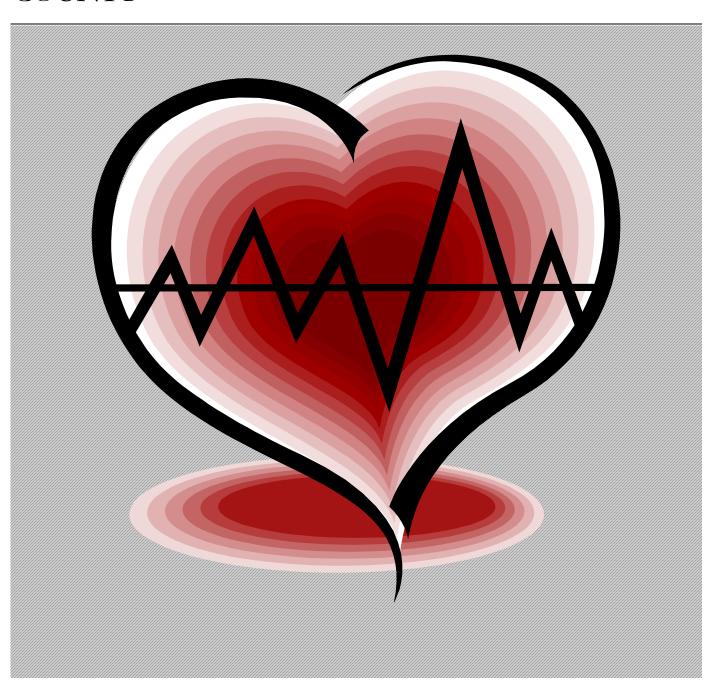
Community Research Institute-Johnson Center

WOMEN'S HEART HEALTH

COMMENTS FROM SERVICE PROVIDERS IN KENT COUNTY

About this Supplement

This document serves as a supplement to Kent County's Women's Heart Health Directory. The directory was designed to assist individuals and families in accessing the services available in our community. This supplement is a place to share the results of conversations with service providers that took place while gathering directory information.

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Program Access Points

When participants were asked, "What are the access points for your program", a wide range of answers were given. After examining responses, 8 major themes were identified. In addition to the eight specific access points and their corresponding sub-categories, a few miscellaneous answers have been listed.

Points of Access

	Definition	Frequency
Marketing/Media Ads	Marketing or advertising efforts disseminated through media outlets like newspapers, magazines, TV, radio, phone book, newsletters and church bulletins. Examples include On the Town, Grand Rapids Press, East Grand Rapids Cadence, Forest Hills Advance, El Vocero, and Women's Lifestyle Magazine.	67
Word of Mouth	--	61
Mailers/Flyers/Brochures	Print resources such as flyers, brochures, or postcards that are distributed to potential or recurring clients via direct mail or in person.	45
Website/Internet	Organization's website or other Internet listing.	42
Referrals	--	36
Networking	Contact with individuals or organizations that could lead to increased participation in programs. Includes recruiting, indirect referrals, etc.	19
Newsletter	Includes school newsletters	14
Walk-ins	--	2

Miscellaneous Access Points

- Promotional materials available through the organization itself or related agencies
- Past experience with this or related programs
- Calls to the agency or hotline
- Signage or location of program
- Trade expo
- Contracts
- Through Avon
- Presentations, seminars, public sessions

- Give-a-ways
- Best checks
- Brochures sent to appropriate agencies who then redistribute them to clients that may be eligible
- WIC coupons
- Entire classes participate
- Teachers help identify at-risk kids; Kids can sign-up if they're interested
- Food pantries

- Libraries
- United Way's 2-1-1
- Charity auctions
- Outreach
- Posters
- Senior Millage
- Guide to healthy living
- Community gathering points
- When signing up for membership
- Annual advertised open house

Barriers to Participation

Respondents were also asked what barriers, if any, there were to participation in their programs. Some programs said that they did not have barriers, while others had numerous obstacles to participation. Answers were coded by theme and arranged into 12 main categories. The most frequent barriers cited were cost and lack of knowledge about the program or services offered. Answers that did not fit in one of the 12 categories are listed separately.

Barriers to Participation

	Definition
Cost	The cost of participating in the program may be prohibitive for people.
Lack of Knowledge about Program	Lack of knowledge about the services or misconceptions about the program offered.
Lack of Interest/Motivation/Desire	Insufficient interest, motivation, desire to meet requirements of program participation.
Lack of Transportation	Potential clients do not have a way to get to the program.
Time	Time of day the program is offered, as well as potential personal scheduling conflicts.
Program Location	Location where program is offered is out-of-the-way, inaccessible to potential participants, or is difficult to locate.
Third Party Dependence	Access to the program depends on outside factors such as parental permission, physician referral, or insurance coverage.
Limited Program Capacity	Program has limited enrollment due to funding, organizational capacity, or other reasons.
Health Restrictions or Requirements	Programs that are restricted to those with a specific health condition; programs that require certain physical ability.
Fear/Intimidation	Afraid or intimidated by expectations of the program.
Age	Participants must be a certain age.
Technology	Program requires computer literacy or Internet access to participate.

Miscellaneous Barriers to Participation

- Insurance carriers limit amount of service.
- Larger events limit access to facilities for others.
- Companies must sign up for employees to access.
- Must be existing clients/patients
- Medical clearance from primary care physician.
- Physicians do not know about services and, consequently, do not refer patients.
- Parents' permission for individual students and school's willingness to participate.
- If students are not involved in LOOP afterschool program, they cannot participate.
- Must fast for 12 hours prior to appointment, drink plenty of water, and take medications as directed.
- Eligibility to participate in program and the cost of services are based on income, family size, age, an insurance coverage.
- Stigma associated with mental illness.
- Sometimes in the Latino community, parents may be too protective of their daughters to allow them to participate, or the children may have responsibilities at home.
- Employer groups that have less than a 100 people are not eligible.
- Programs offered at church and people refuse to participate because of religious beliefs.
- Trouble finding child care.
- Reaching outside the school when making referrals.
- Building trusting relationships.
- Weather, insects.
- Lost license, family denial, and stigma.
- Transience of students.

Funding

Participants were asked what sources of funding supported their programs. Answers were grouped into four main categories: nonprofit, government, and private sources, and earned revenue. Some responses did not fit into any of these four categories and were categorized as "Other".

Nonprofit Sources

- Area Agency on Aging
- Churches
- Grand Rapids Community Foundation
- In-kind assistance from Neighborhood Associations
- Fellowship Club
- Grants
- Hospitals
- Michigan State University Extension
- Network 180
- Salvation Army
- Senior Meals on Wheels
- Spectrum Health
- Spectrum Health's Healthier Communities
- United Way
- Weed and Seed
- YMCA Strong Kids Campaign

Private Sources

- Client fees
- "Pass the basket"
- Blue Cross/Blue Shield Grant
- Corporate sponsorship
- Donations
- Employers
- Inside sources generated in the club
- Insurance
- Insurance companies
- Priority Health
- Private benefactor
- Privately-owned company

Government Sources

- Caledonia School System
- City of Grand Rapids general fund
- City of Walker
- District
- FEMA
- Forest Hills Public Schools
- General fund from tax dollars
- Grand Rapids Public Schools
- Kent County
- Kent County Millage/Senior MIllage
- Township Millage (Ada)
- Medicaid
- Medicare
- Michigan Parks and Recreation, Township funds
- Older Americans Act
- Other School Districts
- Porter Hills
- State and federal funds
- State and federal grants
- Township's Parks and Recreation Department
- USDA funds distributed by the Department of Human Services
- USDA funds through the Department of Community Health and then WIC

Earned Revenue

- Aromatherapy oils
- Books
- Tapes
- Clothing
- DVDs
- Yoga mats
- Materials
- Nutrition products

Other

- Annual events
- Handling fees that agencies give out
- Matching from partners
- Research studies
- Totally self-supporting
- Worksite Funding
- YMCA campaign

GAPS

What gaps are there in Kent County when it comes to the delivery of services and resources in this field?

Funding
- City funding cuts—GR city parks and recreation service gaps
- Insurance often does not cover substance abuse treatment.
- Medicare does not fund/reimburse detox services
- No insurance coverage for individual nutrition consultations
- Pantries do not have enough money to buy healthy food for those in need
- Lack of money to fund after-school healthy living awareness programs

Outreach to special populations
- Low income families can't access services due to financial constraints
- Children that come from poor backgrounds
- People living between Kent and Lansing
- The GLBT Community
- Overweight people—places where they can go work out and not feel out of place
- Socio-economic needs create disparities
- The Hispanic population is not involved enough
- Health care for the uninsured
- People that have a different cultural understanding
- People with disabilities are often not targeted by programs.
- Seniors
- Individuals with criminal records

Programming Strategies & Resources
- Extra attention to issues like family dynamics
- Reaching into the schools
- Specialized programming such as pediatric nutrition
- Specialty care for children that accept Medicaid
- More nutrition based services to compliment athletic performance training
- Nutrition classes and information
- Senior centers
- Effective long term and low cost programming
- A need for few places that do personal training in people's homes
- Qualified providers for alternative options
- Qualified staff that speak other languages
- Program expansion
- More access to detox.
- A lot more families than resources
- Access to transportation for those that are poor
- Transportation for seniors and disabled

- Lack of school nurses to coordinate things
- Not enough Support Groups for such initiatives
- More health classes such as aerobics and Pilates

Awareness /Information Dissemination
- A coordinated database so that service providers can communicate with each other
- Not enough medical referrals
- People lack information
- Programs are not publicized well enough
- Lack of patient awareness
- Lack of overall marketing and education of the general public about the importance of consistent physical activity.
- Misguided conceptions of what some physical activities are—some people fell that yoga will conflict with their faith.

Responses also mention a couple of times about the need of collaboration between different agencies and the fact that people and agencies lack the motivation to lead a healthy life, exercise and eat right.

Supports

What is the main thing that is needed in Kent County to support effective initiatives in this field?

Consumer Education/Marketing
- Education about the effectiveness of different services such as hypnosis or yoga
- Patient awareness
- Education about nutrition and healthy lifestyle
- Education in schools about food and nutrition
- Increased marketing and educational health campaigns—trying to create a trend towards a healthy lifestyle.
- Public acceptance of methadone clinics
- County emphasis on weight loss and exercise
- Advertising through physician offices

Leadership
- Support for local networks
- Collaboration to avoid redundancy of services
- Coordination of services
- Qualified staff to administer programs
- Passion and Commitment
- Willingness to serve the underserved
- Diversity of background
- Spanish speaking
- Health prevention orientation

Funding
- Federal and state
- Funding for NADA Centers
- Incentive and funding from employers to pay for part of the cost
- Free strips to test blood sugars for people who do not have insurance
- Free insulin supplies for those that do not have insurance
- Funding for additional facilities
- Additional funding for local clinics for seniors
- Re-implement Gerontology Network

Public Policy/ Regulations
- Incorporate in school curriculum basic fitness ed classes
- Kent County Senior Mileage
- Less red tape
- Health care /insurance reform—affordable care
- Voucher system for health care to help lower competition in the field

Opportunities

What are some especially promising windows of opportunity that might be pursued in this field?

Collaboration/Working Together/Outreach
- Collaboration— between community agencies such as schools and gyms
- Organizations partnering among themselves such as the Girl and Boy Scouts or the Alliance for Health
- Students working with wellness policy programs to support coordinated school health projects
- More information available through public forums
- Community engagement

Programming
- Expanding on existing programs that are successful
- Corporate fitness and workplace wellness programs
- Residential/Local wellness programs
- Free of charge nutrition and healthy eating education
- Diversity of targeted population
- Bi-lingual and bi-cultural staff training
- Family focused programs
- Targeting the elderly and youth with sedentary life-style
- Classes on how to read food labels

Funding
- Foundation support through grants
- More state funded programs
- Communities pursuing grants to support initiatives
- Funds that will support mobile pantry distribution in inner city neighborhoods
- New facilities for heart health
- Medicare funding for some detox services

Public Policy/Regulations
- School emphasis on nutrition classes vs. physical fitness

Innovations
- Assessing past programs and proving efficiency
- Combining programs based on existing evidence
- Alternative treatments and new medication
- Correlating nutrition and stress management and how the two work together
- Using social network as a motivator for fitness participation
- Health prevention vs. treatment