



**United Way
of Greater Stark County**
Serving Stark and Carroll Counties

INVESTMENT PRIORITY INFORMATION SHEET

Given the disproportionate challenges and limited outcomes experienced by families of color, families living in areas of concentrated poverty or families living under the Asset Limited, Income Constrained, Employed (A.L.I.C.E.) threshold, United Way will focus its investments on addressing the root causes of poverty and structural racism, and closing racial and social disparities within the following priorities and strategies.

ACCESS TO HEALTH PRIORITY

Individuals and families have access to healthcare and improve their health.

Access to Health includes efforts to create healthy systems and environments (e.g. increasing health insurance/health care access, improving access to healthy food/nutrition programs, prenatal care).

Strategy One

Healthy Beginnings - Predominantly addresses ages 0-21

Strategy Two

Healthy Lives - Predominantly addresses age 22+

Why They're Important

Access to nutritious food, health care services and supports, and health insurance are essential to good health. Nutritious food promotes healthy child development, student success and healthy aging, and communities with good access to affordable, healthy food support improved health outcomes across the workforce and life course. Poor nutrition contributes to many of our greatest health challenges, including heart disease, diabetes, obesity and infant mortality.

Individuals with access to healthcare services and supports, on a timely basis, have better health outcomes, fewer health disparities and lower costs. Limited access to healthcare services can result in reduced health outcomes and potentially unnecessary complications, including premature death.

Lack of health insurance coverage is a significant barrier to accessing healthcare services. People without health insurance are less likely to have a primary care doctor and are more likely to go without care because of cost. Therefore, they often receive less preventative care, dental care, chronic disease management and behavioral health counseling.

Participant Demographic Reporting

Semi-annual reporting in e-Clmact software includes age, ethnicity, gender, household poverty level, race, veteran status, and zip code.

Indicator & Outcome Reporting

Semi-annual reporting in e-Clmact software requires at least one Required Indicator & Outcome. You must also report semi-annually on any additional measures you add to your proposal.

Up to 5 additional measures (**Program Specific Measures**) may be added to illustrate and document the impact of your program. Choose from the measures offered below or those required by other local funders or evaluators, like the Stark County Health Improvement Plan or Stark MHAR.

Required Indicator Choices – Select at least one

Number of individuals served participating in healthy food access and nutrition programs

Technical Definition: This indicator refers to the number of individuals participating in programs that provide healthy food for underserved communities which may include one or more of the following: food distribution programs to address hunger and food insecurity, nutrition education, and senior food assistance.

Number of individuals served with access to healthcare services and supports

Technical Definition: This indicator refers to the number of individuals obtaining entry into the health care system, identifying local care options, and finding a health care provider that the patient can communicate with and trust. Access includes providing flexible hours of operations, offering transportation, and eliminating or reducing the cost of services. Healthcare services and supports include any service contributing to overall improved health of individuals, prevention, and the diagnosis and/or treatment of illnesses. Healthcare services programs include but are not limited to:

- preventative health services and screening (e.g., body-mass index (BMI), cholesterol, blood pressure, blood sugar, immunizations),
- case management and/or care coordination (e.g., working with patients and stakeholders to meet an individual's and/or family's comprehensive health needs),
- oral/dental health,
- mental health treatment and counseling (e.g., adverse childhood experience awareness, trauma informed care, individual and group counseling, support services),
- substance abuse treatment (e.g. tobacco, alcohol and drug abuse counseling and rehabilitation),
- violence prevention and intervention (e.g., domestic child and sexual abuse counseling, youth violence),
- provision and support of family planning, maternity and other services that relate to human reproduction and sexual health (e.g. prenatal care, home visiting programs, breastfeeding programs, transportation), and
- services for people with physical disabilities.

Number of individuals enrolled or reenrolled in healthcare insurance

Technical Definition: This indicator refers to the number of individuals who secure healthcare insurance enrollment through public (Medicaid/Medicare) or private (employer-based/Marketplace) coverage. Health insurance coverage pays for medical and surgical expenses as determined by the insurance contract. The insurer will pay compensation either to the insured person or to the health service provider.

Required Outcome Choices – Select at least one

Percent of children/adults served who have increased their consumption of fruit or vegetables, and/or moved toward a healthy weight (BMI)

Technical Definition: For this indicator, healthy behaviors include eating healthier and moving toward a healthy weight

- *Eating Healthier* - A healthy diet for adults and children contains: fruits, vegetables, legumes (e.g. lentils, beans), nuts and whole grains (e.g. unprocessed maize, millet, oats, wheat, brown rice).
- *Healthy Weight* - The most common measure of healthy weight is a person's Body Mass Index (BMI). BMI is a ratio measure of how much an individual weighs divided by his/her height.

Percent of babies served who experience healthy birth outcomes (e.g. carried to full term, born at a healthy weight, and/or celebrate their 1st birthday)

Technical Definition: For our purposes, healthy birth outcomes refers to lowering rates of infant mortality, preterm births, and low birthweights

- *Infant mortality* – Infant mortality is the death of an infant before his or her first birthday.
- *Preterm birth* – Preterm is defined as babies born alive before 37 weeks of pregnancy are completed.
- *Healthy birthweight* – Birthweight of greater than 2,500 grams (5.5 pounds) is considered a healthy birthweight. A low birthweight baby can be born too small, too early, or both.

Percent of youth/adults served who avoid or reduce risky health behaviors (drug or alcohol abuse, nicotine/tobacco use, unprotected sexual activity or teen pregnancy, mental health crisis or suicide attempt)

Technical Definition: This indicator refers to children/adults who avoid or reduce risky behavior. The most commonly recognized risky behaviors among youth and adults include alcohol, drug, and tobacco use and unprotected sexual activity

- *Excessive or binge drinking of alcohol* is associated with a host of health problems and unintentional/intentional injuries.
- *Smoking harms many organs of the body and greatly affects a person's overall health, increasing risk of heart disease, stroke, cancer and many other debilitating conditions.*
- *Using illicit drugs* is linked to many harmful behaviors that can cause both short- and long-term health problems.
- *Unprotected sexual activities* can lead to unwanted pregnancies and/or sexually transmitted diseases.

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