



KILLBUCK/GLENMONT FOCUS GROUP REPORT

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PURPOSE

The purpose of this focus group was to gather opinions from residents of Killbuck and Glenmont on the greatest health needs in those areas. Killbuck and Glenmont are small villages in Holmes County, Ohio and were identified by the Partners for a Healthier Holmes County group during the CHA process as areas of the county that experience health inequity due to several factors including socioeconomic status and access to care issues.

During the 2020 CHA process, Holmes County General Health District (HCGHD) attempted to conduct a focus group with Killbuck and Glenmont residents; however, no participants registered for the focus group at the time. This was attributed to factors related to the COVID-19 pandemic. At that time, in-person meetings were not allowed; therefore, the focus groups had to be conducted virtually which likely limited participation as many areas in Holmes County have issues with broadband internet access. Additionally, due to the pandemic, public health was struggling to maintain trust within local communities; another factor that likely resulted in a lack of participation.

Throughout the focus groups that were able to be conducted virtually in 2020 (older adult focus group and LGBTQ+ focus group), common themes from participants included health inequity concerns within the Killbuck and Glenmont areas specifically.

Based on these factors, it was evident that additional data collection and analysis needed to be completed in Killbuck and Glenmont to gain perspective from that population on the greatest health needs facing Holmes County and those areas in particular. As a result, the HCGHD worked to organize a focus group in March of 2022 for Killbuck and Glenmont residents.

METHODS

Data Collection

The data collected for this focus group were both quantitative and qualitative in nature. Quantitative data was collected via a demographic survey which included questions on the following topics:

- Age
- Gender
- Race and Ethnicity
- Village of residence (Killbuck or Glenmont) and length of residence
- Current health status
- Source of health insurance
- Household income
- Number of people living in home
- Educational attainment
- Health concerns in Holmes County

Qualitative data was collected using a focus group discussion guide which included 8 open ended questions:

- What do you think are the greatest health needs in Holmes County?
- How would you rank these health problems in order of greatest importance?

- Do you think these problems are unique to Holmes County?
- Do you think these problems are unique to a particular Holmes County community?
- What do you think are potential solutions?
- What factors do you think are contributing to these health problems?
- Based on the problems you identified, what do you think Holmes County General Health District can do to help address these problems?
- Based on the problems you identified, what do you think you can do to help address these problems?

Participation

Community feedback was solicited in two ways. First, an in-person focus group was organized by the Holmes County General Health District (HCGHD) for March 30, 2022 at 5:30pm at the fire station in Killbuck. A \$25 Visa gift card was offered as an incentive for participation. The group was limited to 15 persons and pre-registration was required. Requirements to participate in the focus group included being a resident of either Killbuck or Glenmont, and participants had to be at least 18 years of age. The focus group was advertised for several weeks prior to the event date and 16 people pre-registered for the focus group. Each registration was confirmed with a follow-up email and a subsequent reminder notice was emailed to those who registered two days prior to the event date. On the date of the focus group, one (1) person was present to participate. The individual completed the demographic survey and responded to the discussion guide questions as asked by the focus group moderator. With the participants consent, the discussion was recorded and transcribed at a later date. The recording was destroyed after transcription was completed.

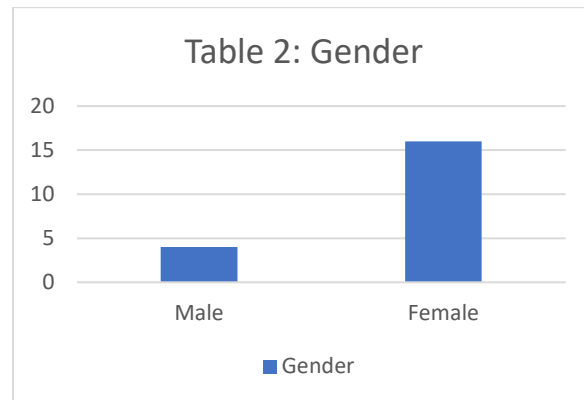
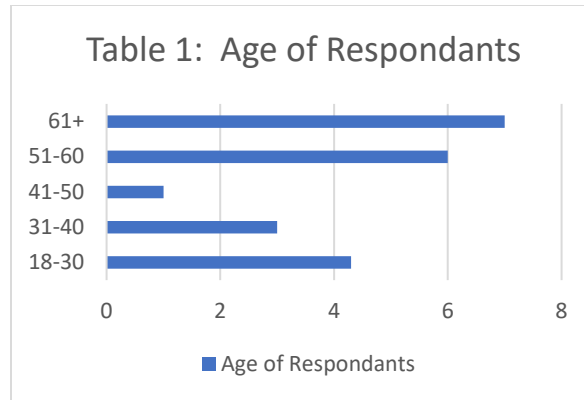
In an effort to solicit additional feedback from the target population, the HCGHD created an online survey using Survey Monkey. The questions on the survey included both the demographic questions as well as the open-ended questions from the focus group discussion guide. The survey link was distributed to community partners for distribution to their clientele who were Killbuck/Glenmont residents, and was posted on the HCGHD Facebook page and website. The survey was active from March 31, 2022 through April 8, 2022. It was advertised that one (1) person who submitted a completed survey would be randomly chosen to win a \$25 Visa gift card.

RESULTS

In total, 20 responses were analyzed for this report. Nineteen (19) responses were generated through the online survey via Survey Monkey. One (1) response was generated by the in-person focus group on March 30, 2022.

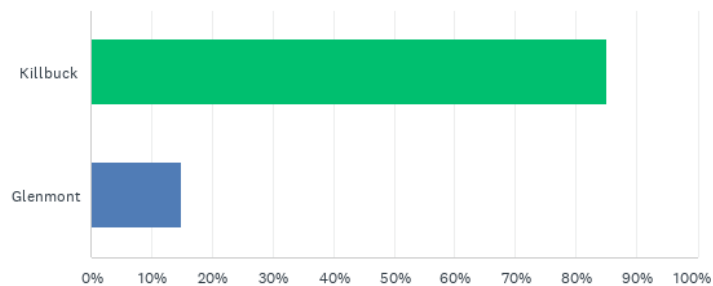
Demographics

Table 1 illustrates the age breakdown of survey participants. The majority of respondents were over the age of 51. Eighty percent (80%) of survey respondents were female (see Table 2). In terms of race and ethnicity all survey respondents were Caucasian. The majority (94%) of participants identified as non-Hispanic or Latino.



Most of the respondents who completed this survey were from the village of Killbuck (85%). The remaining 15% of respondents were from Glenmont (Table 3).

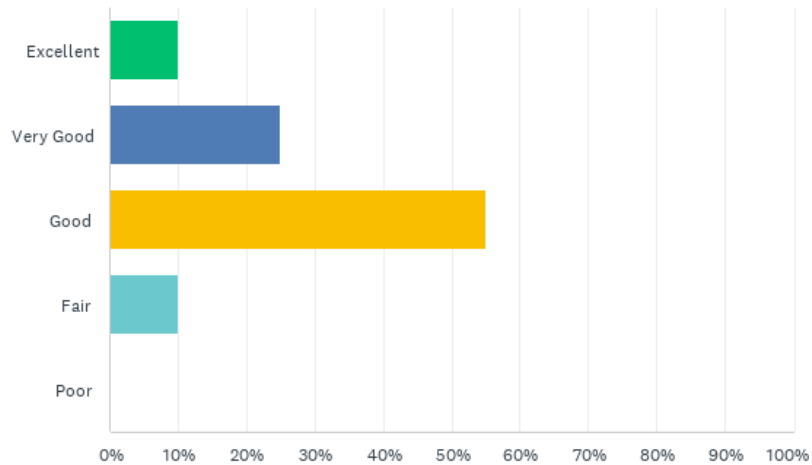
Table 3: Village of Residence



Health Status

Seventy-five (75%) of survey respondents rated their health as in “very good” or “good” condition (Table 4). No one who completed the survey rated their health as “poor”.

Table 4: Health Status



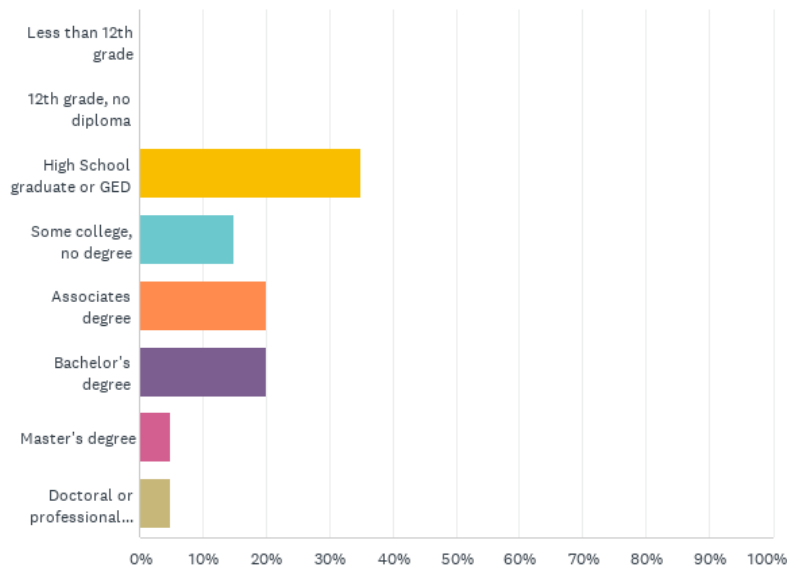
Health Care Coverage

All individuals who completed the survey reported having some sort of health care coverage. The majority of respondents cited that they carry coverage through a plan that is purchased through their employer. Other health care coverage sources included Medicare, Medicaid, Church fund, and Humana.

Educational Attainment

Half (50%) of the individuals who completed this survey reported having an associate's degree or higher (see Table 5).

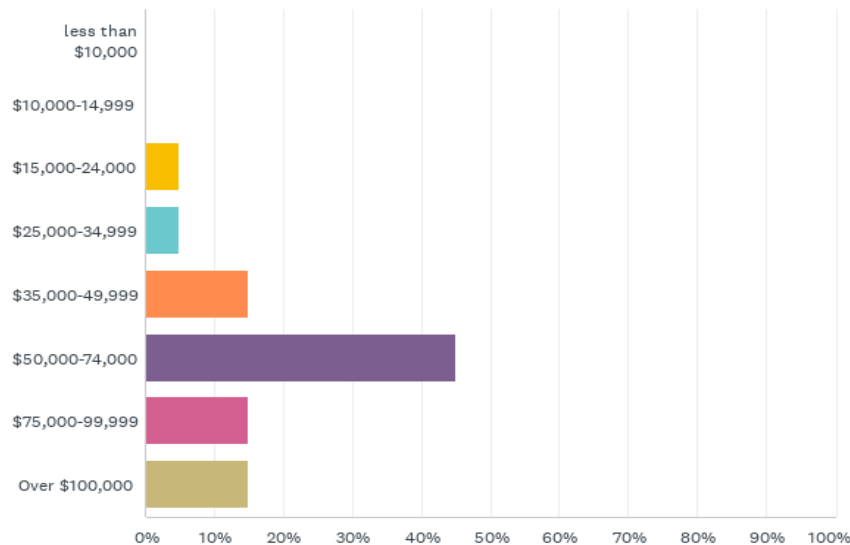
Table 5: Highest Level of Education Completed



Income Status

Seventy-five percent (75%) of individuals who completed this survey reported that their total household income was above \$50,000 annually; with the majority of those (60%) having an income between \$50,000-74,000 (see table 6).

Table 6: Annual Household income



Greatest Health Concerns in Holmes County

The following health related issues were cited by survey respondents as the top health concerns in Holmes County:

- Adults Not Physically Active (75%)
- Access to a mental health provider (70%)
- Lack of broadband internet (55%)
- Persons in the workforce with health insurance (40%)
- Lack of recreation and fitness facilities (40%)
- Access to a primary care physician (30%)
- Women over 18 years of age not receiving a pap smear (30%)
- Lack of colonoscopy screenings among those 50 and older (30%)
- Women not receiving a mammogram (25%)
- Schizophrenia/psychotic disorders (25%)
- Lack of SNAP-authorized food stores (25%)
- Households without access to a vehicle (25%)

When asked to rank these health needs in order of importance, 20% of respondents ranked obesity as the top health concern in Holmes County. Fifteen percent (15%) of those stated healthcare access issues as the most important health issue facing Holmes County. Other top concerns included mental

health, lack of health screenings (mammograms, pap smears), and limited facilities available for adults to be active.

Survey respondents were asked whether they felt that the health problems they identified were unique to Holmes County or any particular parts of Holmes County:

“Yes, there aren’t many PCP’s and cancer care doctors in our rural community. Those that need this specialized care, end up having to go to bigger areas such as Wooster and Cleveland.”

“I do think they are unique to Holmes County especially for the medical problems. Young women are not getting the education they need to ask for a Pap smear and when they do they are often met with judgement for no reason. With this being such a conservative county it makes it difficult to seek help and attention for these issues”.

“Yes the smaller communities do not have doctors, dentists, and chiropractors in town where people could walk to see them”.

“Low income unable to afford healthy food or cost to fitness club”.

“No, but there are not healthy choices, restaurants, reasonably priced gyms and activities for teens and adults”.

“For adults not physically active, I think that is becoming a nationwide and statewide problem. I have read survey’s where United States is one of the most obese countries in the world.....Crossfit is becoming more popular these days. That is helping. As far as outdoor stuff, other than the trail there is not an opportunity for hiking. Can go kayaking and canoeing but you have to travel a bit to do it; whereas it would be nice to take off down Killbuck creek but it is near impossible to do that. I think that is being addressed. As far as outdoor activities, there is not a lot of those. The Disc golf course is a cool thing, but not sure how much physical activity is involved in it.”

“No. East and West Holmes are both lacking in services and ease of accessing available services”.

Survey respondents were asked what are potential solutions to the health concerns they identified:

“More information in schools for pap smears and more information about mental health in general. Also doctors encouraging young women to get pap smears and asking questions about mental health”

“Support quality grocery stores and transportation, better access to mental health facilities”.

“More options – hikes on trails, turn more people on to the public land that we do have around here and develop that some to do a nature hike through it, or whatever. A lot of public land here in Killbuck are swampy areas so it’s hard to do. Some of the other areas – like in Wayne County there are a lot of areas to hike. I think something like that would be advantageous.”

Survey respondents were asked what they believed to be contributing factors to the health problems they identified:

“I think as far as Holmes County, we might be more lower income. A lot of Dollar Stores are popping up everywhere; Walmart. A lot of people on food stamps – you see them buying the

processed food. It seems that those folks that maybe are unemployed more, want to get more for their money. Produce is expensive. I don't think a lot of times people can afford to buy a bunch of produce and make a good meal for themselves so they resort to easy stuff that is ready made. It's not the lack of options, I don't think, because we have Harvey's Market and now there's going to be another one in Berlin, so it's not like we don't have the options. It's just steering people in that direction."

"We live in a rural community, no public transportation, our grocery carts are filled with processed foods"

"Holmes County I'm guessing has an average income in the lower middle class, we have a high Amish population with a completely different education system and belief system, and have hardly anywhere to shop and eat"

"I think stress also is contributing to the problem. Stressful situations cause cortisol levels to rise which in turn causes weight gain. I think everyone seems frazzled anymore".

"Very much the social aspect that these are uncomfortable subjects that no one wants to talk about."

"Indifference in Holmes County is a big issue. People are saying, it's good enough for me. It's hard to get these people around here excited about anything".

"A lot of people have gotten used to eating a lot of processed food...don't eat a lot of good food for them anymore. Not sure if it's socioeconomic or not. I think it's just the way families are these days. People are in a hurry to get home after work and sometimes they don't feel like making meals so they throw a frozen pizza in the oven or something like that or macaroni and cheese. I feel like that is happening a lot and is contributing to obesity and health issues for a lot of people. Seems to happen more in areas like this because more affluent people, some of them, have people that cook for them and stuff like that – rich people. As a whole society I think we are seeing more of that."

Survey respondents were asked what the Holmes County Health Department could do to address the health concerns identified:

"Work with other agencies – like the park district to see what options there are to acquire land. I think they have done a good job on the trail. They are making it really nice. Glenmont down to Brinkhaven is awesome. Work with other agencies to open up other opportunities like that maybe would be good for more exercise. A lot of people don't want to go to the gym, they want to do free stuff, so getting out and walking is one of the best free things you can do."

"Ask health care professionals if they would be willing to go to a satellite office in the smaller communities"

"Free in person or online workouts"

"Provide health and fitness gyms"

"A health van that visits West Holmes to provide blood pressure readings and other non-invasive tests would be great!"

“Town hall meetings at different times of day again with a carrot to attract them – possible personal stories?”

“Add indoor availability of exercise and weight training for seniors to use during the winter month.”

CONCLUSIONS

Findings from this focus group/survey align with the results of the 2020 CHA which showed that limited access to primary care and mental health providers and limited opportunities for recreational options were among the top health concerns in Holmes County. Residents surveyed and interviewed from Killbuck and Glenmont affirmed these same concerns within their communities.

Based on the community feedback received from this survey, Holmes County community and business leaders may consider implementation of the following strategies in areas of the County that experience health inequities, such as access to care and limited health resources.

- Establish satellite offices for primary care and behavioral health; or utilize mobile units to offer services like check-ups and assessments.
- Place free outdoor exercise equipment along trails and parks; similar to the exercise equipment at Deer Run Park in Millersburg.
- Provide education/free classes to the community on healthy eating habits; advertise and promote simple, healthy, and affordable recipe options.
- Work with grocers and farmers to offer more access to fruits and vegetables in areas where health disparities exist.

Several limitations should be considered when interpreting the results of this focus group/survey. First, the majority of individuals who participated in this data collection effort were from Killbuck. Only 3 out of the 20 participants (15%) were from Glenmont. Additional focus groups or surveys should be conducted in the future specifically with residents of Glenmont in order to accurately draw conclusions about health needs within that community. Secondly, the majority of responses collected for this report were via an online survey, therefore, follow-up and clarification questions could not be asked.