

Eastern Oregon Coordinated Care Organization

# Community Health Improvement Plan 2025-2029



**eocco**

EASTERN OREGON  
COORDINATED CARE  
ORGANIZATION

# Acknowledgement

Thank you to everyone who joined the virtual meetings and shared feedback on the Community Health Improvement Plan priority sessions. Your ideas and personal experiences are essential in creating a plan that reflects what our communities need and want.

We also deeply appreciate the Eastern Oregon Coordinated Care Organization (EOCCO) Community Advisory Council (CAC) members. Your dedication to community engagement and leadership in the prioritization process has been invaluable.

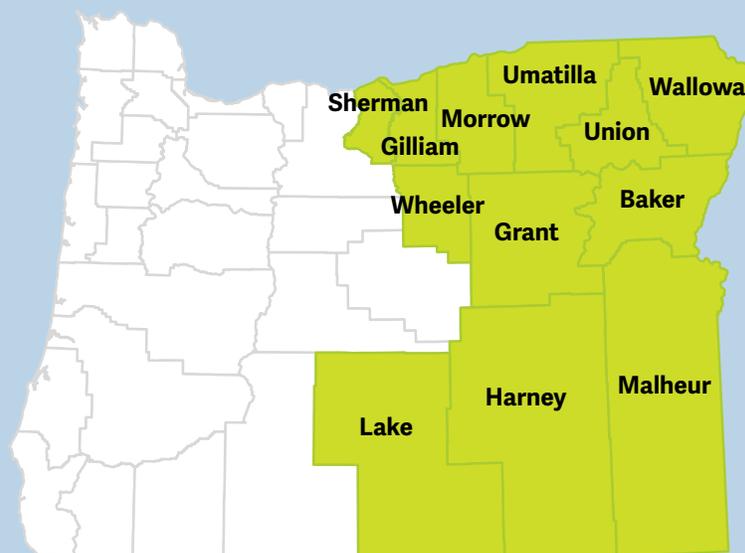
A special thanks to the EOCCO Board for your continued support and guidance. Your leadership inspires and strengthens our shared goal of building a healthier Eastern Oregon. Your input has been important in shaping this plan. We look forward to working together to bring these strategies to life and improve health across our region.



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## EOCCO Service Area



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# Introduction

The Community Health Improvement Plan (CHIP) is a guide to improving health and well-being for people in the Eastern Oregon Coordinated Care Organization (EOCCO) service area. It focuses on addressing unique health challenges and reducing disparities in our communities by fostering partnerships with local groups, healthcare providers, and residents.

The CHIP takes a big-picture view of health, looking beyond healthcare access to factors like education, jobs, and living conditions. By using culturally responsive and community-driven strategies, the plan aims to help individuals and families take charge of their health and improve their quality of life.

This plan is based on a detailed assessment of community health needs, using data and community feedback to identify key priority areas. Clear goals and proven strategies will guide our efforts, in line with the Oregon Health Authority's vision for health equity and better outcomes.

Through the CHIP, we aim for a healthier Eastern Oregon where everyone has the chance to thrive, and health gaps are reduced. We invite community members and partners to join us in this important work.



# Planning Process

Creating the Community Health Improvement Plan (CHIP) starts with a Community Health Assessment (CHA). This involves collecting data to understand the health needs and challenges in the community. Input is gathered through surveys, focus groups, and public forums to include many voices.

Once the data is collected, it is analyzed to find key health areas to focus on. These priorities are shared with the community for feedback, so people can help shape the plan. After gathering input, the EOCCO Community Advisory Council (CAC) reviews the priorities. The CAC offers ideas to refine them further.

The final priorities are sent to the EOCCO Board for review and approval. This process ensures the CHIP reflects the community's goals and has support from both the CAC and the EOCCO Board. By working together, the plan aims to create meaningful health improvements for everyone in Eastern Oregon.



## CHIP Process

Below is a graphic that helps outline the steps taken in order to complete the CHIP.



# Letter from the EOCCO CAC

To Our Community,

As the Community Advisory Council (CAC) for the Eastern Oregon Coordinated Care Organization (EOCCO), we are proud to present our Community Health Improvement Plan (CHIP) for 2025-2029.

This CHIP is a carefully crafted and purpose-driven response to the needs identified in our 2024 Community Health Assessment (CHA). It prioritizes the concerns raised by our communities and members, with the goal of advancing our communities towards health equity over the next five years.

The Community Advisory Council (CAC) proudly represents all EOCCO communities and Oregon Health Plan (OHP) members within the EOCCO service area. We are dedicated to ensuring that the voices of OHP members and the community are central to EOCCO's planning, operations, and initiatives. We are dedicated to identifying, advising on, and recommending promising and culturally responsive best practices, strategic initiatives, and investments that foster health and wellness across all 12 EOCCO counties. By working collaboratively with EOCCO's Board of Directors, we aim to ensure that this plan effectively guides strategic planning and drives investments that enhance community health.

Both the CAC and EOCCO are committed to achieving health equity for our members through openness, innovation, and collaboration with partners and communities. Furthermore, we pledge to stay actively engaged with the community and our members throughout the duration of this five-year CHIP.

Our hope is that this CHIP encourages even more collaborations, integrations, and investments across our region, leading to positive impacts for our communities.

*Chanel Kelly*

Chanel Kelly, Chair, EOCCO Member

*Maurice Bronson*

Maurice Bronson, Co-Chair, CTUIR  
EOCCO Community Advisory Council

# Priority Areas

## Social Determinants of Health



Focus on improving Social Determinants of Health for EOCCO members by enhancing access to education, housing, nutritious food, and healthcare. This also means building strong community networks and addressing inequities.

### Goal One: Improve access to nutritious food

- Expand the Frontier Veggie Rx program to support members facing food insecurity. By 2026, EOCCO plans to bring this program to at least two more counties in the service area. To measure the program's impact, track the number of participants and assess changes in food security levels among those enrolled.
- Continue backing community-led efforts to reduce hunger and improve nutrition across the region over the next five years. Establish partnerships with local organizations to identify specific hunger reduction initiatives and monitor their effectiveness through regular assessments and feedback from community members.

### Goal Two: Improve housing access

- Fund at least three housing-related projects each year through programs like Supporting Health for All through REinvestment (SHARE). To evaluate the effectiveness of these projects, track the number of individuals served.
- Host housing summits every other year and hold regular housing coalition meetings to improve collaboration among stakeholders and focus on sharing the requirements for the Health-Related Social Needs Housing benefits. Gather feedback from participants after each summit and meeting to ensure that discussions are relevant and productive, and to track the progress of initiatives launched as a result.
- By 2026, create a training for screening and referral on Social Determinants of Health for Traditional Health Workers, Community Health Workers, clinicians, peers, and community-based organizations. Assess the effectiveness of this training through participant feedback and track the number of referrals made as a result of the training.



Make it easier for members to access services by improving communication, creating simple digital tools, and offering personalized support to help people understand and use available resources.

## **Goal One: Educate EOCCO members on new benefits and/or updates to healthcare services offered**

- Offer educational sessions twice a year to explain new benefits and updates to healthcare services.
- Work with Regional Outreach Coordinators and attend monthly community meetings to help members and those serving members understand Oregon Health Plan (OHP) eligibility and benefits over the next five years. Establish clear communication channels to share insights and address member questions effectively.
- Create at least two short videos in both English and Spanish explaining how to access EOCCO benefits by the end of 2027. Track viewership and engagement metrics to assess the reach and effectiveness of these videos.
- Design flyers by the end of 2025 that explain how to connect with a Traditional Health Worker and the services they provide. Evaluate the distribution process and gather feedback on the clarity and usefulness of the flyers.
- Implement a member feedback survey following each training session to gather insights and evaluate the effectiveness of the training. This feedback will be used to make necessary adjustments and improvements to future educational offerings. Analyze survey results to identify areas for enhancement and ensure that member needs are met.

## **Goal Two: Use local partnerships to spread awareness**

- Continue to hold monthly or bi-monthly Local Community Health Partnership meetings in each EOCCO county to share updates, gather member input, and offer training opportunities. Collect feedback from participants after each meeting to assess the effectiveness of the discussions and adjust future agendas accordingly.
- Attend at least 10 community events or health fairs annually to provide educational materials, help uninsured individuals learn about services, and collect feedback.



Focus on building a stronger healthcare workforce by offering training, mentorship, and access to continuing education to close skill gaps and support career growth.

## **Goal One: Invest in workforce development for Traditional Health Workers, Community Health Workers, clinicians, peers, and community-based organizations**

- Partner with Eastern Oregon learning institutions to provide scholarships for individuals entering behavioral health or healthcare fields, continuing this support over the next five years.
- Expand healthcare job opportunities in Eastern Oregon by maintaining and enhancing the Eastern Oregon Behavioral Health Careers (EOBHC) website over the next five years. Track website engagement metrics and gather feedback from users to assess the effectiveness of the resources provided.

## **Goal Two: Provide training to support workforce development**

- Offer at least three OHA-approved continuing education units (CEUs) for Traditional Health Workers to ensure recertification and an adequate, educated workforce every year. Evaluate the effectiveness of these CEUs by collecting participant feedback and track recertification rates to ensure that the training meets the workforce's needs.
- Increase the number of Personal Health Navigators in the EOCCO service area by 50% by 2029. To support this goal, develop recruitment strategies and partnerships with local organizations that can assist in identifying and training potential Navigators. Regularly assess the impact of this increase on community health outcomes.
- Host at least one OHA-approved Cultural Competence Education Training each year for Traditional Health Workers, Community Health Workers, clinicians, peers, and community-based organizations. Gather feedback from participants to improve future sessions and ensure that the training effectively addresses the diverse needs of the community.

# Older Adult Supports



Improve healthcare and resources for older adults by making medical services easier to access and building community programs that meet their unique health and wellness needs.

## **Goal One: Provide workforce training for older adults in the EOCCO service area**

- Host at least four advanced care planning workshops annually for the next five years.
- Offer yearly geriatric behavioral health competency training to the EOCCO workforce to enhance care for older adults.

## **Goal Two: Support Older Adults and their caregivers**

- Provide ongoing Complex Care Consultations for older adults with multiple health issues to improve access to care and health outcomes over the next five years.
- Offer two annual support series focused on understanding grief and dementia over the next five years.
- Promote and facilitate monthly support groups across the EOCCO service area throughout the next five years.

# Educational Opportunities for Members and Healthcare Providers



Expand learning opportunities for EOCCO members and healthcare providers by offering training programs, accessible courses, and spaces for knowledge sharing and professional growth.

## **Goal One: Invest in Peer employees, EOCCO members, and healthcare providers**

- Host an annual peer conference in Eastern Oregon for the next five years to highlight career opportunities and the value of lived experiences in entry-level behavioral health roles. Evaluate the impact of the conference through participant feedback and track the number of attendees.
- Offer bi-annual Diversity, Equity, and Inclusion training for peers, members, and healthcare providers across Eastern Oregon for the next five years.
- Hold an annual meeting to discuss the need for the development of or improvement to existing School Based Health Care networks with school superintendents, in-school system of care staff, teachers, parents, and students to ensure comprehensive and inclusive feedback.
- In areas with no School Based Health Care, EOCCO will provide opportunities, twice per year, for engagement of schools and health care facilities. EOCCO will obtain perspectives from teachers, parents, and students to ensure comprehensive and inclusive feedback is received.

## **Goal Two: Provide training for healthcare providers**

- Host a yearly benefits training for Traditional Health Workers and healthcare providers to improve understanding of benefits and CCO resources.
- Create a provider education page on the EOCCO website by the end of 2025, including resources on cultural competency, implicit bias, and trauma-informed care. Monitor webpage traffic and gather user feedback to evaluate the usefulness and accessibility of the resources provided.



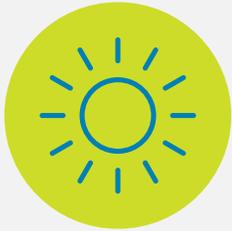
Improve language access for EOCCO members to help them understand medical information and communicate effectively with healthcare providers.

**Goal One: Ensure EOCCO members have access to materials and services in their language by healthcare providers who understand unique culture differences.**

- Create a process to review and update translated materials regularly by 2026. Establish a timeline for reviews and ensure that feedback from EOCCO members guides updates to remain relevant and accurate.
- Share clear information on how EOCCO members can access language services by 2026. Evaluate the effectiveness of this distribution by tracking member engagement and feedback on the accessibility and usefulness of the information provided.

**Goal Two: Continue to collaborate and educate healthcare providers about language access services**

- Partner with community organizations to translate EOCCO materials into preferred languages over the next five years.
- Offer at least one healthcare interpreter training program each year for people in the Eastern Oregon service area.



Focus on giving EOCCO members access to recreational facilities, community spaces, and services like Climate, Housing, and Nutrition benefits under Health-Related Social Needs.

## **Goal One: Create healthier environments**

- Expand the use of Frontier Veggie Rx over the next five years to teach members about food resources, how to apply for them, and where to find healthy foods in their community. Track participation rates and gather feedback to assess the impact on food resource utilization among EOCCO members.
- Plan and promote an annual “Get Outdoors Day” by 2027 to encourage members to explore local outdoor spaces. Evaluate the success of this day through community partner engagement and participant feedback to enhance future activities.
- Support local, county, and state initiatives to improve water and air quality by partnering in education, sharing learning materials, and distributing resources over the next five years.

## **Goal Two: Use grants to support healthy environments**

- Use Health-Related Social Needs funds over the next five years to provide items like air conditioners, air purifiers, heaters, backup power, and mini-refrigerators to improve safety and comfort.
- Partner with Local Community Health Partnerships and the EOCCO Community Advisory Council to teach members about qualifications for Health-Related Social Needs over the next five years.
- Prioritize SHARE grant applications that promote accessible outdoor spaces, such as playgrounds, parks, sidewalks, pools, green spaces, or educational programs, over the next five years.



Improve health and well-being of children, youth, and families in the EOCCO region through integrated preventive care services by fostering collaboration.

## **Goal One: Support Kindergarten Readiness through Early Health Screenings and Developmental Support**

- Collaborate with Early Learning Hubs, Early Learning Councils, and school health providers to ensure that all children receive comprehensive health screenings (e.g., vision, hearing, dental, and developmental) before entering kindergarten, identifying any early health concerns that could affect their readiness.
- Provide oral health screenings through Advantage Dental and ODS at early childcare centers.
- Raise community awareness about the link between good health and school readiness, encouraging early health check-ups and the importance of preventive care for children entering kindergarten.
- Offer 20 multi-week series and 25 one time parenting sessions both virtual and in-person in English & Spanish.

## **Goal Two: Empower youth through education and leadership opportunities that emphasize health, well-being, and community engagement**

- Provide oral health screenings through Advantage Dental and ODS at K-12 schools.
- Develop targeted outreach strategies to recruit youth from diverse backgrounds, including those from rural areas, communities of color, and underrepresented groups, to participate in the EOCCO Community Advisory Council.
- Ensure that there is a clear pathway for youth to apply and get involved in the council, including youth-friendly application processes and mentorship from current members.
- Offer 20 multi-week series and 25 one time parenting sessions both virtual and in-person for teens in both English and Spanish.
- Host youth-focused events (e.g., town halls, listening sessions) where young people can share their experiences and ideas with council members and engage in discussions about health priorities.

# Appendix 1: Acronyms used

<b>CAC</b>	Community Advisory Council
<b>CCO</b>	Coordinated Care Organization
<b>CHA</b>	Community Health Assessment
<b>CHIP</b>	Community Health Improvement Plan
<b>EOCCO</b>	Eastern Oregon Coordinated Care Organization
<b>LCHP</b>	Local Community Health Partnerships
<b>OHA</b>	Oregon Health Authority
<b>OHP</b>	Oregon Health Plan
<b>SHARE</b>	Supporting Health for All through ReInvestment