



**BRIGHT**  
Coalition



*Barren River Initiative to Get Healthy Together*

**Community Health  
Assessment**

**2022-2025**

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# About BRIGHT

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The Barren River Initiative to Get Healthy Together (BRIGHT) Coalition is a non-profit health coalition that serves the 10-county Barren River region. These 10 counties include: Allen, Barren, Butler, Edmonson, Hart, Logan, Metcalfe, Monroe, Simpson, and Warren. The BRIGHT Coalition wants every resident in the Barren River Area Development District (BRADD) to have the best quality of life possible by ensuring a safe place to live, work, and play. Healthy individuals, families, and communities are the cornerstone of this vision. BRIGHT strives to create equal opportunities to be healthy with an emphasis on personal responsibility for health and wellness through collaboration among all stakeholders.

The BRIGHT Coalition formed in 2011 with seven community partners: Barren River District Health Department, Caverna Memorial Hospital, The Medical Center at Bowling Green, The Medical Center at Franklin, The Medical Center at Scottsville, Monroe County Medical Center, and TJ Samson Community Hospital. These stakeholders joined forces to answer the question, "How can leaders of South Central Kentucky's rural communities work together to improve our overall health status, strengthen the local economy, contribute to education successes, and improve the quality of life for all?". The BRIGHT coalition has since grown to over 47 organizations representing the ten counties in BRADD. The 2022-2025 Community Health Assessment (CHA) was conducted by the coalition to guide the community health improvement process for multiple organizations across the BRADD. This document details five priority health issues that BRIGHT selected after data analysis and utilized to develop a Community Health Improvement Plan (CHIP), included with the assessment.



*Within the BRADD region, people routinely cross county lines for work, shopping, family, and health care. As a regional coalition, BRIGHT partners have taken a systems approach to prevent health disparities, create a safe environment, and contribute to a higher quality of life for all residents.*

# BRIGHT Stakeholders

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These participating partners are invested in the Community Health Assessment (CHA), which serves as an outline for goals and objectives within and outside of the coalition. BRIGHT stakeholders come from public health, community health centers, hospitals, higher education, mental healthcare, local farms, public schools, privately owned businesses, non-profits, and more. BRIGHT is seeking to add even more stakeholders to this list! Anyone interested in joining BRIGHT's mission should visit [www.brightcoalition.org](http://www.brightcoalition.org) and fill out the contact form. BRIGHT is thankful for the participation of these entities and is excited for future collaboration as we strive to make the Barren River region a healthier place for all.

**Barren River District Health Department**

**Med Center Health**

**Fairview Community Health Center**

**WKU Department of Public Health**

**Barren River Area Development District (BRADD)**

**UK Healthcare**

**Humana**

**Bowling Green Independent School District**

**Allen County Health Department**

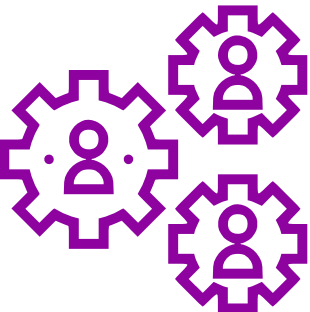
**Monroe County Health Department**

**Passport Health Plan**

**A Plus (A+) Family Healthcare**

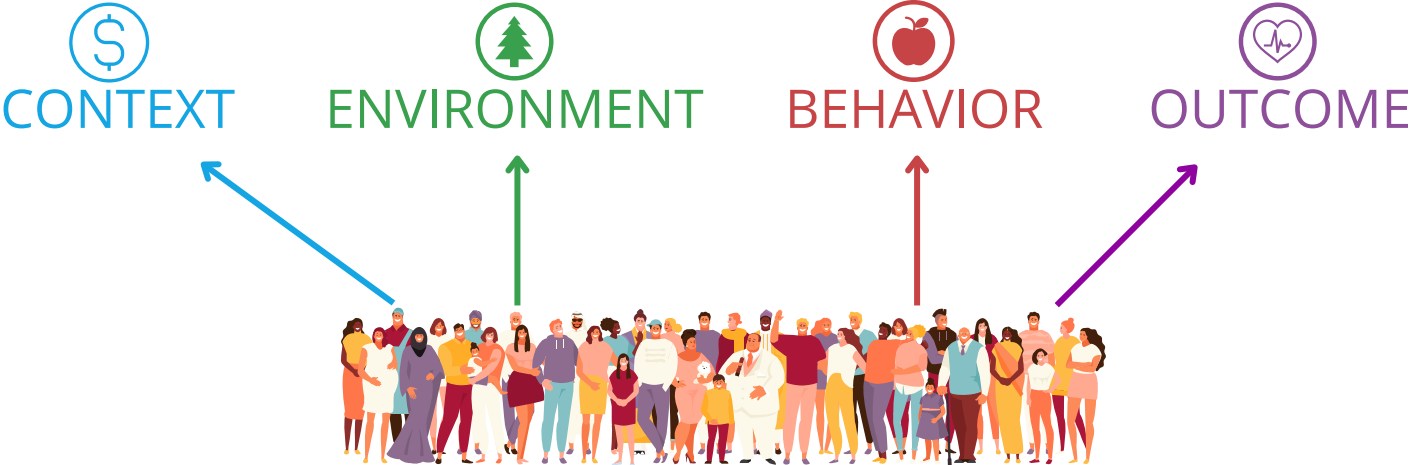
**City of Bowling Green**

**International Center of Kentucky**



# Community Health Assessment Framework

Every three years, the BRIGHT Coalition completes a CHA for the BRADD region, which entails surveying the community, collecting data, and analyzing results to see what the biggest issues or needs are for the community. The data can then be used to design programs, implement services, develop policies, allocate community resources, and more. Throughout this resource, we've spotlighted local data that gives insight into our social and economic **context**, physical **environment**, everyday **behaviors**, and health **outcomes**.



## BRIGHT's Priority Health Areas

Five **Priority Health Areas** were chosen by the coalition based on responses received from the 2022 Community Health Assessment Survey and local data. These priorities, along with our cross-cutting initiatives, will guide the coalition's work over the next three years. BRIGHT focuses on improving these areas to enrich the quality of life in the region.

- Tobacco Use
- Substance Use
- Diabetes
- Nutrition
- Physical Activity



# Community Health Assessment Framework

For the 2022 CHA and CHIP, the coalition is using the Community Health Assessment Toolkit. This toolkit provides a nine-step process, as seen below. Steps one through six are the process for the Community Health Assessment, while steps seven through nine focus on the Community Health Improvement Plan.



Source: Association for Community Health Improvement. (2017). Community Health Assessment Toolkit. Accessed at [www.healthycommunities.org/assesstoolkit](http://www.healthycommunities.org/assesstoolkit)

# Regional Demographics

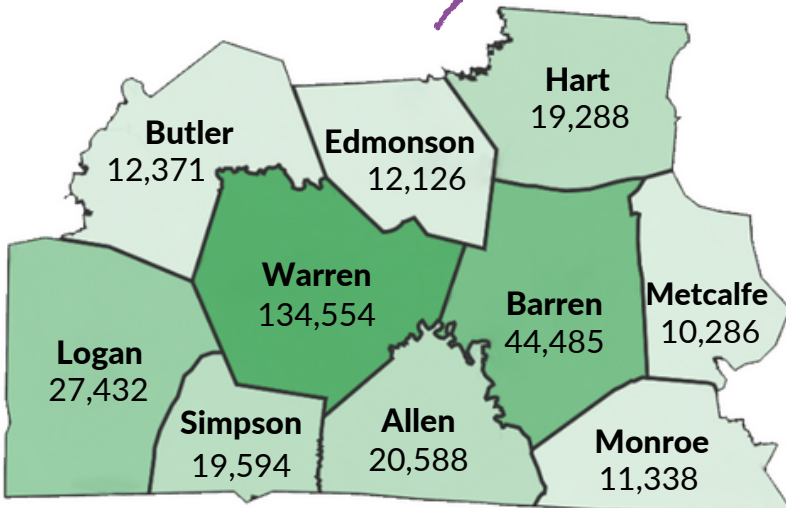
County Health Rankings measures the health of most counties in the nation and ranks them within states. Below are the rankings for BRADD's counties out of 120 Kentucky counties. Higher rankings indicate better health factors and outcomes, while lower rankings and the gaps between counties illustrate disparities in health outcomes and inequities in opportunities for healthy living.



## County Health Rankings 2022

15. Warren	56. Butler
31. Edmonson	57. Simpson
36. Barren	71. Metcalfe
40. Logan	80. Allen
50. Hart	84. Monroe

## Total Population



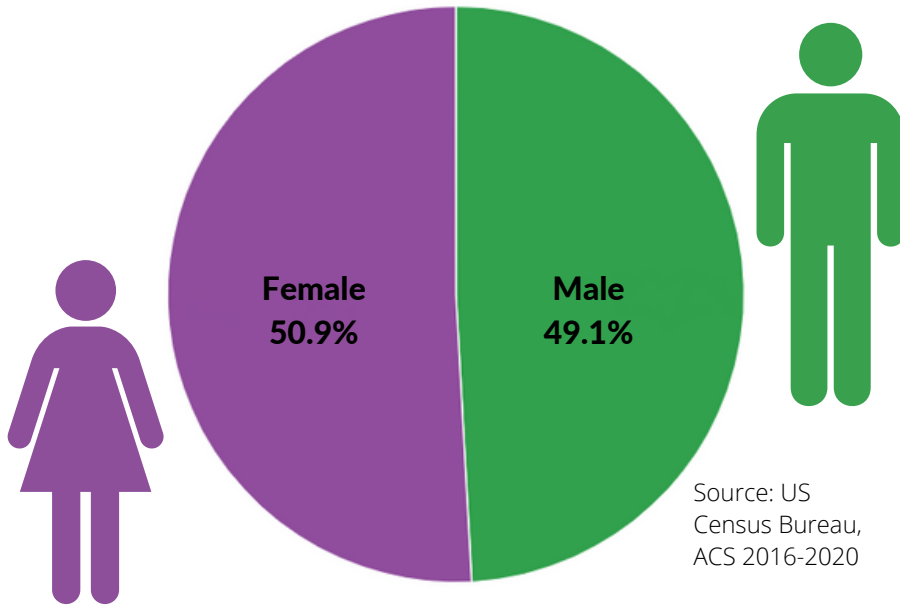
**312,062**

Source: US Census Bureau,  
Decennial Census 2020



# Regional Demographics

## Sex of Residents



## Percentage of Veterans (age 18+)

**7%** Source: US Census, ACS, 2016-2020

## Percentage of Population Living with a Disability

**17.2%** Source: US Census, ACS, 2016-2020

## Percentage of Uninsured Adults (age 19-64)

**9%** Source: US Census, ACS, 2016-2020

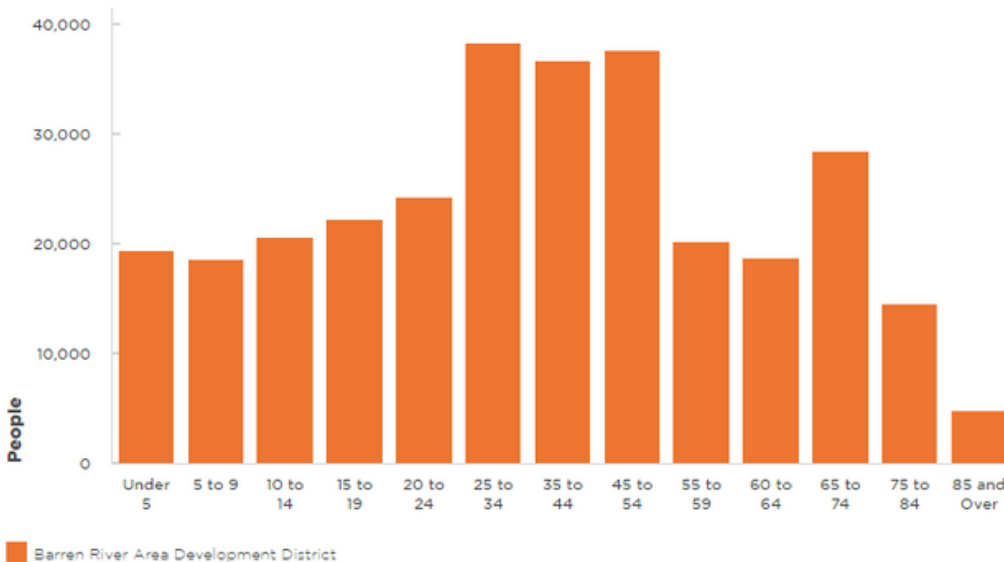
## Percentage of BRADD's Population Living in Poverty

**19%** Source: US Census, ACS, 2015-2019

## Median Household Income

**\$50,213** Source: US Census, ACS, 2015-2019

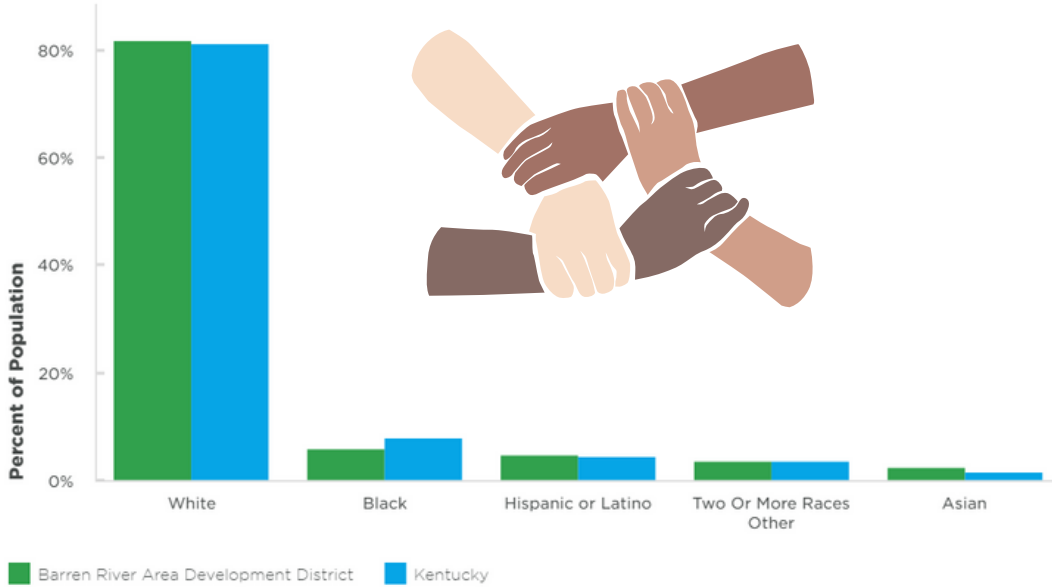
## Age of Residents





# Regional Demographics

## Race and Ethnicity (Comparison of Region & State)



## Low Income People With Low Access to Healthy Food (1 mile urban, 10 miles rural)

**12.6%** Source: USDA ERS, 2019

## Percentage of Adults Overweight or Obese

**70%** Source: BRFSS, 2017-2019

## Diabetes Prevalence

**12.6%** Source: CDC BRFSS PLACES, 2019

## Non-English Languages Spoken at Home



## Percentage of Adults Who Smoke

**25.2%** Source: CDC BRFSS PLACES, 2019

## Drug-Related Arrests

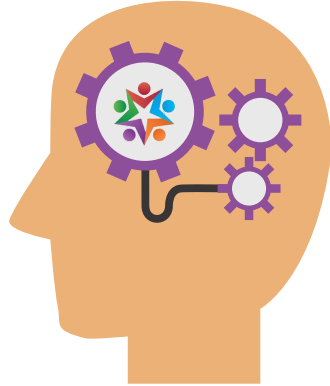
**2,616** kyhealthfacts.org, 2019  
(per 100,000 population)

# Regional Demographics



## Ratio of Resident to Mental Health Provider by County

- Allen 1,640:1
- Barren 620:1
- Butler 1,270:1
- Edmonson 1,750:1
- Hart 1,060:1
- Logan 1,830:1
- Metcalfe 1,120:1
- Monroe 1,510:1
- Simpson 1,100:1
- Warren 350:1



# 37.5%

of 2022 Community Health Assessment Survey respondents find it difficult to be physically active

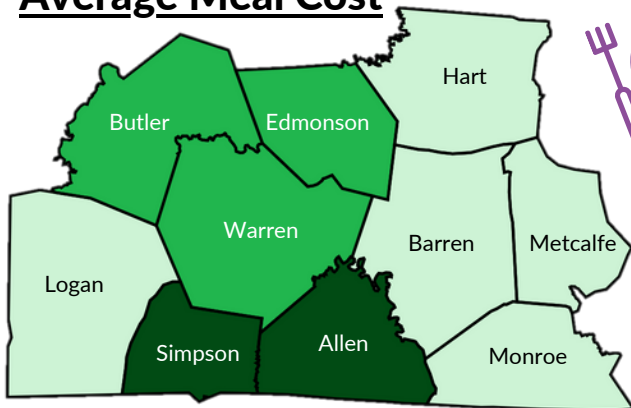
# #1

The number one reason as to why they find it difficult to be physically active was: "I work long hours" (46.7%)

View more community data on BRIGHT's Virtual CHA Dashboard. Aim smartphone camera at QR code below:



## Average Meal Cost



- \$2.65 - \$2.77
- \$2.78 - \$2.98
- \$2.99 - \$3.13



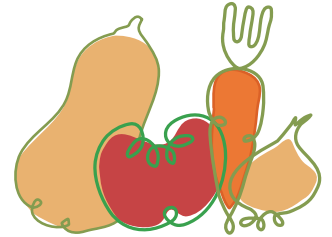
Sources: The average dollar amount spent on food per meal by food-secure individuals. 2019 data from Map the Meal Gap.

# Community Improvement Plan

**Nutrition** *Responsible Agencies: Barren River District Health Department, Med Center Health*

**Goal 1: Provide more access and opportunity for our residents to eat healthy.**

**Objective 1.1: Provide education to 10,000 BRADD residents per month on how to prepare healthy meals on a busy schedule and limited budget.**



**Strategy 1.1.1:** We will share quick and easy recipe videos to social media, especially ones that support Fresh RX users.

## Outcome measure(s)

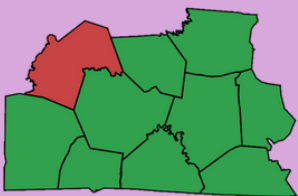
Percent of adults who consume five or more servings of fruits and vegetables per day (BRFSS from CDC and KY DPH)

	Allen	Barren	Butler	Edmonson	Hart	Logan	Metcalfe	Monroe	Simpson	Warren
<i>Baseline 2017-2019</i>	14%	12%	9%	4%	16%	8%	7%	12%	8%	11%
<i>Target by 2025</i>	19%	16%	12%	5%	21%	11%	9%	16%	11%	15%

**Objective 1.2:** Increase the acceptance of WIC as payment at community farmers' markets by 10% by 2025.

**Strategy 1.2.1:** We will encourage Butler County's Farmers' Market to accept WIC by helping them through the process.

**Strategy 1.2.2:** We will encourage farmers to sign up to accept WIC by highlighting the benefits and ease of process and supporting the process as needed.



## Outcome measures(s)

Number of BRADD counties with at least one farmers' market that accepts WIC

- Baseline in 2021: 9 counties
- Target by 2025: 10 counties

# Community Improvement Plan

**Goal 1: Provide more access and opportunity for our residents to eat healthy.**

**Objective 1.3: By 2025, provide three avenues through which residents are empowered to grow their own fresh fruits, vegetables, and herbs.**

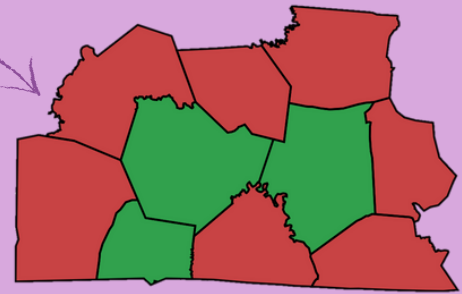
**Strategy 1.3.1:** We will set up and maintain seed libraries throughout the BRADD region.

**Strategy 1.3.2:** We will provide guides and tips on urban gardening techniques, especially in urban areas.

**Strategy 1.3.3:** We will establish and/or support community gardens in each county.

## Outcome measure(s)

- Counties with Community Gardens
  - Baseline in 2021: 3 counties (Barren, Simpson, Warren)
  - Target by 2025: 10 counties
- Counties with Seed Libraries
  - Baseline in 2021: 4 counties (Butler, Logan, Simpson, Warren)



**Spending time in nature is linked to both cognitive benefits and improvements in mood, mental health and emotional well-being!**

[www.apa.org](http://www.apa.org)



# Community Improvement Plan

## Physical Activity *Responsible Agencies: BRIGHT*

### Goal 2: Increase residents' daily physical activity.

**Objective 2.1:** Advocate for useful sidewalks in all 10 of our counties by 2025.

**Strategy 2.1.1:** We will advocate for policy to support clean and clear sidewalks.

**Strategy 2.1.2:** We will advocate for more sidewalks and crosswalks, especially in our rural counties.

**Objective 2.2:** Decrease the percent of BRADD residents who are physically inactive by 10% by 2025.

**Strategy 2.2.1:** We will create physical activity guides that highlight parks and their amenities, different types of physical activity, and more helpful information about physical activity opportunities in each county.

**Strategy 2.2.2:** We will host an annual BRIGHT physical activity challenge or event for BRADD residents.

#### Outcome measure(s)

- Physical Inactivity in Adults (County Health Rankings, uses CDC's US Diabetes Surveillance System, BRFSS, and US Census Bureau)
- Miles of Sidewalk from BRADD Transportation Dashboard



County	Baseline	Target
Allen	40%	36%
Barren	38%	34.2%
Butler	31%	27.9%
Edmonson	25%	22.5%
Hart	32%	28.8%
Logan	34%	30.6%
Metcalfe	32%	28.8%
Monroe	33%	29.7%
Simpson	29%	26.1%
Warren	24%	21.6%

# Community Improvement Plan

**Diabetes** *Responsible Agencies: Barren River District Health Department, Allen County Health Department, Med Center Health*

## Goal 3: Improve quality of life for BRADD residents with diabetes and prediabetes.

**Objective 3.1:** Increase education on prediabetes and diabetes among BRADD adults, reaching 10,000 people per year.

**Strategy 3.1.1:** We will run a community education campaign on prediabetes and diabetes, primarily thru social media.

**Strategy 3.1.2:** We will provide prediabetes classes to the public, quarterly.

**Strategy 3.1.3:** We will promote Diabetes Self-Management Education and Support (DSMES), Diabetes Prevention Programs (DPP), and Medical Nutrition Therapy (MNT) to BRADD residents.

**Objective 3.2:** Increase screenings for prediabetes and diabetes among BRADD adults by 10% each year.

**Strategy 3.2.1:** We will provide Diabetes Risk Assessment screenings to residents at various events and health fairs.

**Strategy 3.2.2:** Allen County Health Department will pilot a Diabetes Prevention Program with Monroe County Hospital.

**Outcome measure(s)**

Participation Rates

- Med Center
  - DSMES '21: 304
  - MNT '21: 340
- Allen Co. Health Dept.
  - DSMES '21: 4
  - DSMES Target: 10
  - DPP '21: 13
  - DPP Target: 10

**Outcome Measure(s)**

- Number of Diabetes Risk Assessments Completed by Barren River District Health Department's Diabetes program
  - Baseline in 2021: 0 screenings
  - Target by end of 2022: 10 screenings
  - Target by end of 2023: 11 screenings; 21 screenings total
  - Target by end of 2024: 12 screenings; 33 screenings total



# Community Improvement Plan

**Tobacco** *Responsible Agencies: Barren River District Health Department, Allen County Health Department, Med Center Health*

## Goal 4: Reduce rates of tobacco use across BRADD.

**Objective 4.1:** Reduce the rate of vaping among BRADD adolescents by 10% by 2025.

**Strategy 4.1.1:** We will help educate parents and guardians about the risk and appearance of vaping products.

**Strategy 4.1.2:** We will provide education through school events, classes, in-school flyers, health fairs, media, and social media on the dangers of tobacco use, with an extra focus on vaping.

**Strategy 4.1.3:** We will host an anti-vaping art competition for adolescent residents.

**Strategy 4.1.4:** We will help strengthen 100% tobacco-free schools. (See next page for outcome measures.)



### Outcome Measure(s)

- Past Year Vaping, 12th grade, 40+ times a month (KIP survey)

County	Baseline 2021	Target 2025
Barren	20%	18%
Butler	7%	6%
Caverna Ind.	43%	39%
Edmonson	9%	8%
Hart	23%	21%
Metcalf	26%	23%

- Juul/E-cig Usage Rates in Past 12 months, weekly use for 12th grade (Save Our Kids survey only BG/Warren Co)
  - Baseline in 2021: 8.1%
  - Target by 2025: 7.3%
- Perception of Harm as Moderate or Great Risk for 12th grade (Save Our Kids survey – only BG/Warren Co)
  - Baseline: 64.7% in 2021
  - Target: 71% by 2025

# Community Improvement Plan

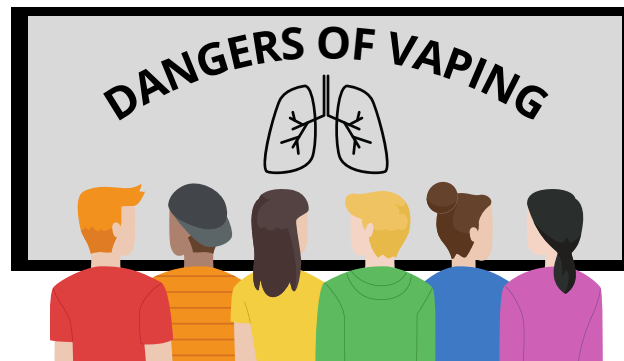
## Goal 4: Reduce rates of tobacco use across BRADD.

### Outcome Measure(s)

- Personal Disapproval for Vaping as “Very Wrong” for 12th grade (KIP survey)
- Perception of Harm as Moderate or Great Risk for 12th grade (Save Our Kids survey – only BG/Warren Co)
  - Baseline: 64.7% in 2021
  - Target: 71% by 2025
- Perception of Parental Disapproval for Vaping as “Very Wrong,” 12th grade (KIP survey)
- Art competition participation rates
  - Baseline from billboard competition: 52 entries
  - Target: 57 entries
- Number of students who have received school-based anti-tobacco use education (Barren River District Health Department's Tobacco Activity Report) – 10% increase per year
  - Baseline in 2021: 1,000 students
  - Target by end of 2025: 1,331 students

County	Baseline 2021	Target 2025
Barren	28%	31%
Butler	30%	33%
Caverna Ind.	13%	13%
Edmonson	23%	25%
Hart	32%	35%
Metcalfe	22%	24%

County	Baseline 2021	Target 2025
Barren	57%	63%
Butler	67%	74%
Caverna Ind.	34%	37-38%
Edmonson	53%	58%
Hart	58%	64%
Metcalfe	53%	58%





# Community Improvement Plan

## Goal 4: Reduce rates of tobacco use across BRADD.

**Objective 4.2:** Increase the number of BRADD residents who attend tobacco cessation counseling by 10%.

**Strategy 4.2.1:** We will provide cessation programming for school-aged tobacco users.

**Strategy 4.2.2:** We will offer 1:1 tobacco cessation services.

## Goal 5: Protect residents from second-hand smoke.

**Objective 5.1:** Have 5 smoke-free cities, towns, or counties in BRADD by 2025.

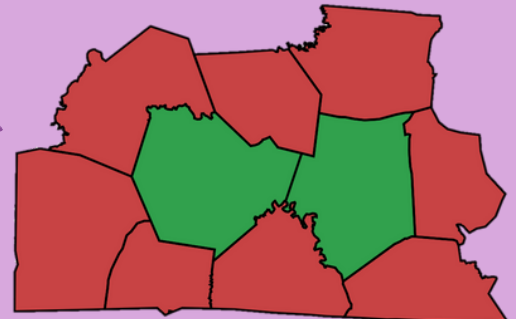
**Strategy 5.1.1:** We will advocate for a smoke-free ordinance in Scottsville, the county seat of Allen County.

**Strategy 5.1.2:** We will advocate for a smoke-free ordinance in Franklin, the county seat of Simpson County.

**Strategy 5.1.3:** We will run a media/social media campaign on the dangers of secondhand smoke.

### Outcome Measure(s)

- BRADD adults who smoke (mysidewalk – CDC BRFSS PLACES)
  - Baseline in 2019: 25.2% of adults
  - Target by 2025: 22.7% of adults
- N-O-T cessation program participation rates (BRDHD's Tobacco Activity Report)
  - Baseline: 0 in 2021
  - Target: 10 by 2025
- Town or cities with smoke-free ordinances
  - Baseline in 2021: 2 cities (Bowling Green, Glasgow)
  - Target by 2025: 5 cities/towns



# Community Improvement Plan

**Substance Use** *Responsible Agencies: Barren River District Health Department, UK Healthcare, LifeSkills, Allen County Health Department*

## Goal 6: Reduce overdose deaths in BRADD.

**Objective 6.1:** Increase the number of syringe services programs (SSP) in BRADD to 4 and 1 mobile unit by 2025.

**Strategy 6.1.1:** We will find suitable locations to run the mobile unit to increase SSP's reach in the community.

**Strategy 6.1.2:** We will get approval for SSP in 2 more cities/towns.

**Objective 6.2:** Have four more points of distribution for Naloxone across BRADD by 2025.

**Strategy 6.2.1:** We will advocate for a Nalox-Box in the community.

**Strategy 6.2.2:** We will distribute Naloxone in new SSP locations.

**Strategy 6.2.3:** We will provide education on how and when to use Naloxone.



### Outcome Measure(s)

- Number of SSP locations (CHFS SSP Map)
  - Baseline: 2 in 2021 (Warren Co, Barren Co)
  - Target: 5 by 2025
- Number of priority counties (CHFS SSP Map) with an SSP location
  - Baseline: 0 in 2021
  - Target: 1 by 2025
- Any Drug-Involved Fatal Overdose Rate (per 100,000 pop.) (UK's Injury Prevention and Research Center's Drug Overdose County Profiles)
- Number of Naloxone distribution points
  - Baseline: 2 in 2021 (Warren County Exchange, Barren County Exchange)
  - Target: 6 points of distribution by 2025

County	Baseline	Target
Allen	28.2	25.4
Barren	20.3	18.3
Butler	31.5	28.4
Edmonson	*	*
Hart	21.0	18.9
Logan	14.6	13.1
Metcalfe	39.8	35.8
Monroe	37.9	34.1
Simpson	21.5	19.4
Warren	18.6	16.7

10% change overall

\*Edmonson Co. data suppressed

# Community Improvement Plan

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## BRIGHT's Cross-Cutting Goals and Strategies

*Goal 7: Use a Health in All Policies (HiAP) approach, both in internal policies and in external policy advocacy.*

**Strategy 7.1:** Through an embedded project, WKU Public Health students will provide biannual policy fact sheets/updates.

*Goal 8: Support community projects and collaboration.*

**Strategy 8.1:** We will provide a mini-grant opportunity, open to projects in our communities that target one of our priority health issues.



## BRIGHT's Cross-Cutting Goals Initiatives

**Mental health** is a priority that we found substantially impacts and/or is impacted by our other priority areas; therefore, we chose to weave initiatives that benefit mental health into each of our goals instead of separate it entirely. We recognize that access to basic needs, like food and shelter, impacts the mental health of many of our residents, especially due to the hardships, complications, and insecurities caused by the COVID-19 pandemic.

**Health equity** is the vision that propels the BRIGHT Coalition forward; therefore, within each priority area we aim to take into account how the social determinants of health contribute to health disparities. We want to know how health issues and our local strategies affect vulnerable populations. Then we want to act to change the root causes of these health disparities and to increase access and opportunities for vulnerable populations. Working towards health equity may look like a program specifically designed for a vulnerable population, but it also may be making sure the services we already provide are accessible and inclusive.



**BRIGHT**  
C o a l i t i o n

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[www.brightcoalition.org](http://www.brightcoalition.org)*

**Follow us on social media!**



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