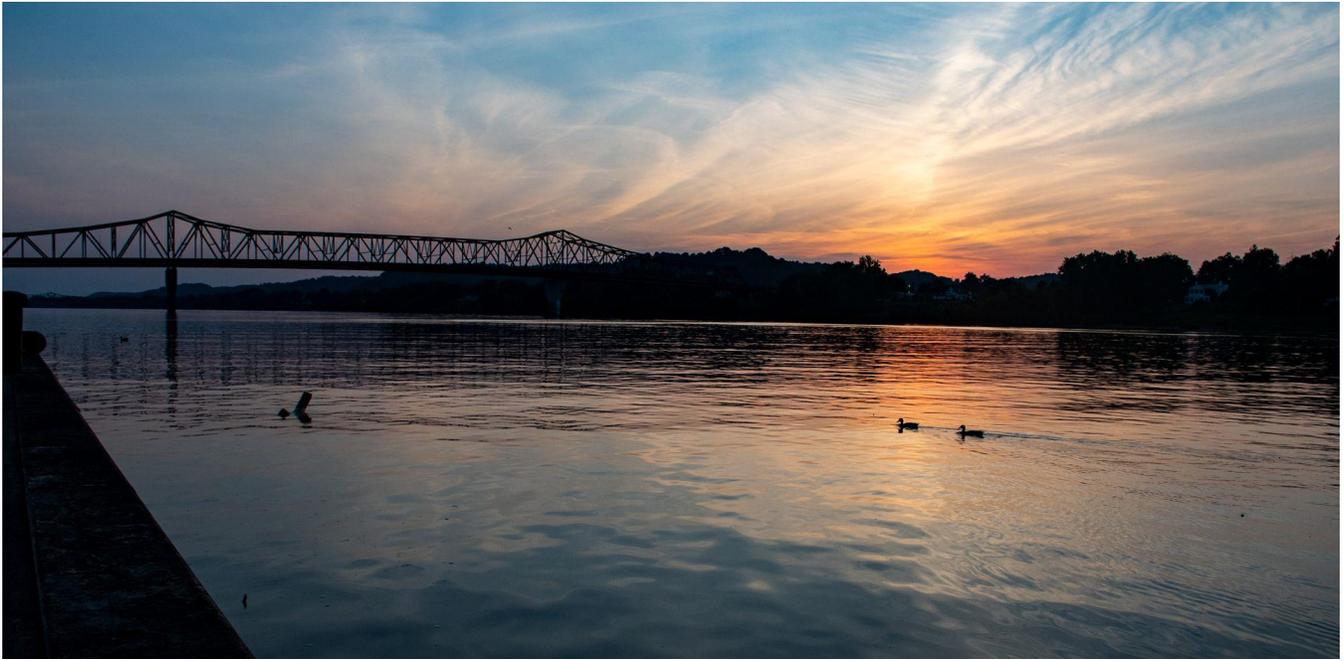




*Serving residents of the City of Huntington
and Cabell County West Virginia*

2024-2028 Community Health Improvement Plan





What is a Community Health Improvement Plan (CHIP)

A CHIP helps organizations move from data to action to address health priorities identified in the Community Health Assessment (CHA). The CHIP serves as a guide for strategic planning and a tool by which to measure impact by detailing goals, objectives, strategies, and action steps over the five-year reporting timeframe. Anchoring initiatives and community activities to measurable objectives, the CHIP creates a framework for measuring the impact of collective action towards community health.

Community Input

Like the CHA, the CHIP reflects input from diverse stakeholders and helps to foster collaboration among community agencies. Community representatives provided input to define and recommend solutions to health challenges in our community. This input provided diverse perspectives on health trends and helped us better understand lived experiences of populations that experience barriers to health and well-being.

Workgroups comprised of representatives from community-based organizations were formed for each of the priority health needs identified by the CHA process. Workgroup members helped form CHIP goals and objectives and offered recommendations for actionable and impactful strategies.

Determining Priority Health Needs

Through the CHA research and engagement of community representatives, the following areas were confirmed as the most pressing health needs affecting Cabell County residents. These priorities will be the focus of the 2024-2028 CHIP:



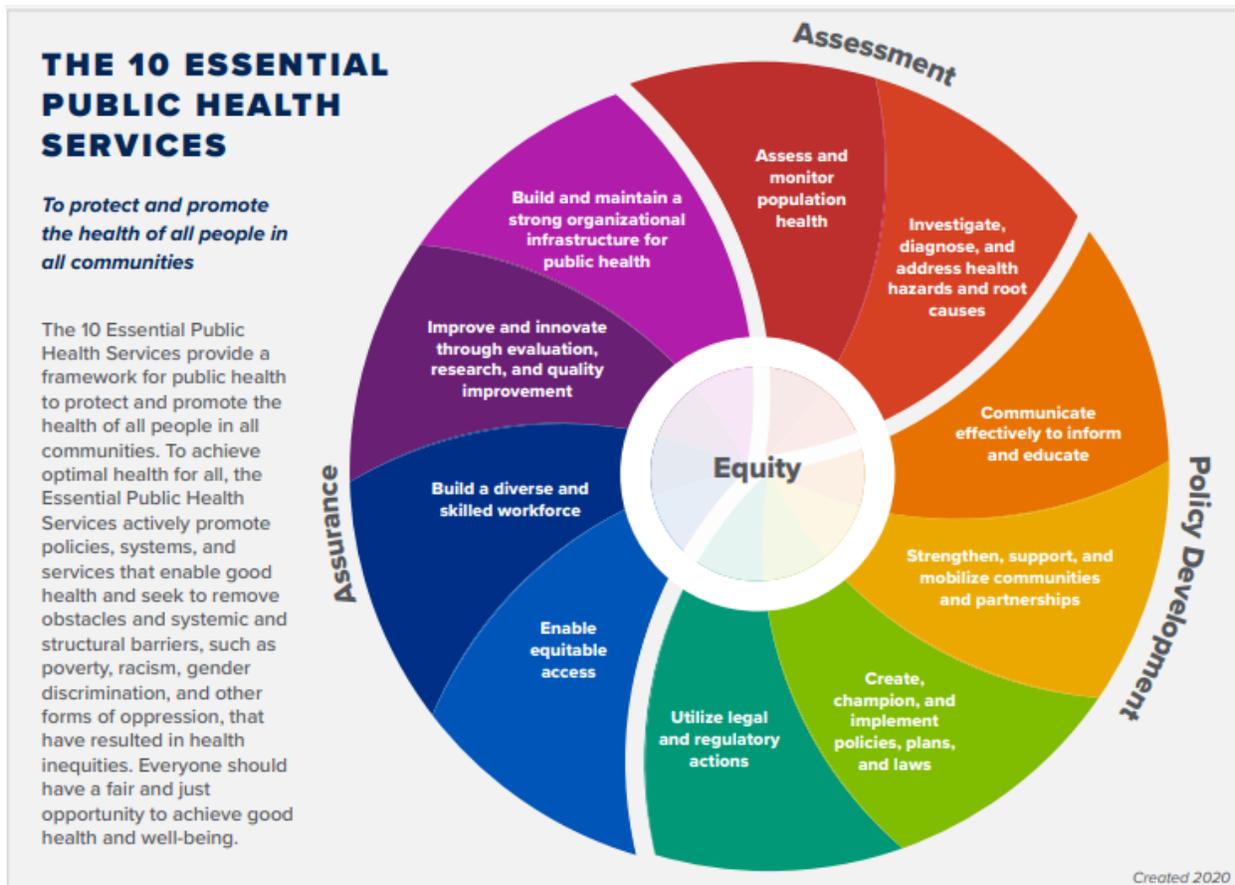
In developing its CHIP, CHHD sought to target underlying disparities in social drivers of health that contribute to priority area issues. Social drivers of health are environmental and living conditions, such as income, education, social support, and physical infrastructure, that affect a wide range of health risks



and outcomes and are widely accepted to contribute to at least 50% of a person’s health profile. Addressing social drivers of health factors is consistent with an upstream health promotion approach to build healthier communities for all people now and in the future.

Maintaining Engagement and Tracking Progress

Cabell-Huntington Health Department is nationally accredited by the Public Health Accreditation Board and is one of only two health departments in West Virginia that are so accredited. As an accredited health department, CHHD’s services are aligned with the 10 Essential Public Health Services, a framework recognized by the CDC and others as the standard for public health to protect and promote the health of all people, and rooted in the principles of Assessment, Assurance, and Policy Development. Acting in accordance with these principles, CHHD promotes community conditions that enable good health, pursues community partnerships to collectively address needs, and seeks to continuously evaluate community progress.



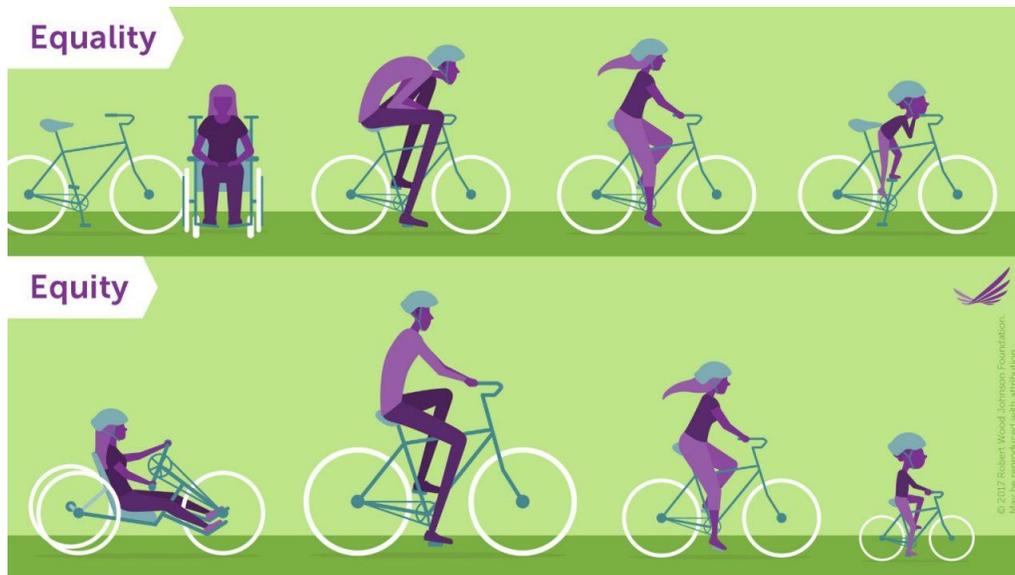
Cabell-Huntington Health Department convened community workgroups for each of the identified priority needs. Workgroup members helped develop the CHIP, including metrics to monitor community health activities and progress. The health department will continue to convene workgroups and participate in community-wide coalitions to review progress toward the CHIP goals and to determine whether any changes in objectives are required.



Advancing Health Equity

Health challenges and disparities do not impact all people equally. Rather, certain structural and systemic issues, such as unequal access to physical or financial resources, contribute to higher levels of disease burden and worse health outcomes for some populations.

Achieving optimal health for all people requires committed and sustained action to provide fair and just opportunity regardless of race, ethnicity, disability, sexual orientation, gender identity, socioeconomic status, preferred language, and geography. These actions are key to advancing equitable health outcomes for residents and improving our community's overall health and well-being.



A key measure of optimal and equitable health within a community is life expectancy and lifespan variations across different populations. Life expectancy measures how long a person can expect to live and is the culmination of living conditions, physical health, mental health, economic security, and the general experience of residents within their community. Achieving equitable life expectancy means that our community offers the opportunity, resources, and tools that residents need at all stages of life. This understanding informed the CHA process and was the cornerstone for the development of the CHIP.



Defining Our Community's Priority Needs

Priority Area	Goals	Objectives	Community Needs	Disparities & Root Causes	Existing Community Assets*
Equitable Life Expectancy	Achieve equitable life expectancy for all people in Cabell-Huntington.	Improve access to prevention programs and services for diverse and vulnerable populations.	Cabell County's overall HRSA Unmet Need Score (UNS) of 69 indicates above average unmet need for primary and preventive services, based on reported social drivers of health and health status. UNS values range from 0 to 100, where 100 would indicate the greatest need.	When analyzed by zip code, there is a 50+ point range between the lowest and highest UNS in Cabell County, emphasizing a wide range of differences in unmet need. The City of Huntington (zip codes 25701, 25702, 25703) has the highest need, a finding that is rooted in significant socioeconomic disadvantage experienced by city residents.	<ul style="list-style-type: none"> • A.D. Lewis Community Center • Black Pastors Association • Cabell County Community Services Organization • Cabell County Family Resource Network • Cabell County Libraries • Cabell-Huntington Health Department • Churches • Ebenezer Medical Outreach • Fairfield Community Development Corporation • Faith Health Appalachia • First Choice Health • Herald-Dispatch • Hospice of Huntington • Huntington YMCA • Huntington's Kitchen • Lily's Place • Marshall Health Network • Marshall Medical Outreach • NAACP of Huntington • Neighborhood Associations • Prichard Project • Project Hope for Women & Children • Senior centers • Team for WV Children • The Wild Ramp • Tri-State Transit Authority • Valley Health Systems, Inc. • Woodlands Retirement Community • WV Perinatal Partnership
		Reduce prevalence and mortality rates due to chronic disease.	Cabell County has an average life expectancy of 71.3 years, 3 years lower than the state average. When analyzed by census tract, average life expectancy varies widely across the county, including a 20-year difference (62.3 vs. 82.2 years) between areas with lowest and highest life expectancy.	Lower average life expectancy in Cabell County reflects higher prevalence and death due to physical and behavioral health conditions and the underlying social drivers that limit access to equitable health resources. Huntington residents have lower life expectancy relative to other county residents.	
		Reduce the infant mortality rate.	The infant death rate for Cabell County (9.4 per 1,000 live births) exceeds state (7.6) and national (5.4) benchmarks.	Infant deaths occur more frequently in Cabell County despite more pregnant people receiving prenatal care. This finding emphasizes the role of social drivers of health, more so than healthcare access. Nationally, Black birthing people are more likely to experience infant death, reflecting broad health and social inequities.	
		Reduce chronic disease prevalence and increase access to support and services for residents aged 65 or older.	Across Cabell County, more than half of older adult Medicare beneficiaries reported 3+ chronic conditions. More older adults also experience disability and/or live alone, potentially affecting disease management efforts.	Older adult residents of Cabell County are more likely to live in the outskirts of the county. Providing adequate supports and services will be challenging in these predominantly rural communities.	

*Not intended to be an all-encompassing list of the many health and human service providers within Cabell County. CHHD continuously seeks new community partnerships; please contact us to learn more about the CHIP.



Priority Area	Goals	Objectives	Community Needs	Disparities & Root Causes	Existing Community Assets*
Community Resilience	Foster community building opportunities to mitigate the impact of traumatic events and promote wellness, recovery, and resilience.	Reduce disparities in mental health and well-being.	Consistent with West Virginia overall and exceeding national averages, 1 in 5 Cabell County adults report having chronically poor mental health and nearly 30% report having been diagnosed with depression. The suicide death rate, while on par with the statewide rate, is more than 25% higher than the national rate.	From 2020 to 2023 (partial year), suicide and intentional self-inflicted injury accounted for 22% of all behavioral health-related ED visits to any WV hospital by Cabell County residents. Young adults aged 18-34 comprised the largest proportion of patients, followed by youth aged 10-17. The number of ED visits by youth aged 10-17 more than doubled from 2020 (64) to 2022 (134).	<ul style="list-style-type: none"> • A.D. Lewis Community Center • Big Brothers Big Sisters • Black Pastors Association • Cabell County Libraries • Cabell County Schools • Churches • City of Huntington • Coalfield Development • CONTACT Huntington • Fairfield Community Development Corporation • Faith Health Appalachia • Goodwill Industries of Huntington • Huntington Area Development Council • Huntington Chamber of Commerce • Huntington City Mission • Huntington Convention and Visitors Bureau • Huntington Municipal Development Authority • Huntington Museum of Art • Marshall Health Network • Mission Tri-State • Neighborhood Institute (Cabell) • Other City representatives: Barboursville, Milton • Pretera • RenewAll • YMCA
		Increase workforce participation and opportunities for living wage employment.	In 2020, West Virginia had a labor force participation rate of 55%, the lowest in the nation. The median income in Cabell County is lower than statewide and national median incomes. Roughly 1 in 4 people countywide are experiencing poverty.	Workforce participation challenges in WV have roots in lower education and training outcomes, limited opportunities for economic mobility, poor health outcomes, childcare barriers, among others. The median income in Huntington is roughly half of the national median income and 1 in 3 people in Huntington are experiencing poverty.	
		Increase opportunities for engagement and connectivity among groups and individuals within the community.	Social connection can help drive resilience and build sense of community, key factors for health and wellbeing. According to community stakeholders, it is also key to attracting and retaining young people and promoting future orientation and preparedness for youth.	The opioid epidemic had a significant negative impact on Cabell County, leaving in its wake individuals, families, organizations, and an entire community to determine how to promote and achieve health and wellness across the lifespan. Building resilience and sense of community is integral to these efforts.	

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Priority Area	Goals	Objectives	Community Needs	Disparities & Root Causes	Existing Community Assets*
Substance Use & Recovery	Reduce substance use and support recovery for individuals and our community.	Reduce disparities in substance use disorder prevalence and mortality rates.	Cabell County has a drug overdose death rate that is as much as seven times higher than other West Virginia counties in the region.	The COVID-19 pandemic disrupted successful initiatives to address the opioid epidemic, leading to more deaths in 2020 and 2021. Fentanyl overdoses accounted for 81% of all fatal drug overdoses in 2021. According to community stakeholders, the chemistry of fentanyl can encourage more frequent use, creating a smaller window of opportunity to interject addiction services.	<ul style="list-style-type: none"> • Cabell County EMS/QRT • Cabell-Huntington Health Department • First Steps; Harmony House WV • Help4WV • Huntington City Mission • Jobs in Hope • Lily's Place • Marshall Health Network • Marshall University • Mayor's Council on Public Health and Drug Control Policy • Mission Tri-State • OVP Health • Police Departments • Prestera • Prevention Empowerment Partnership • PROACT • Project Hope for Women & Children • Recovery Point
		Increase access to and capacity of substance use disorder services.	Cabell County is seen as a leader in providing addiction care. This status has brought more people to the area seeking services.	Existing behavioral health service capacity does not meet demand. The number of non-Cabell County residents seeking quality care in the community has contributed to a shortage of services for Cabell County residents.	
		Increase access to recovery-oriented care and recovery support systems.	Community services and support are needed to help individuals maintain their recovery and successfully participate as citizens of Cabell County (e.g., transportation, employment). Appropriate regulation of recovery care providers (e.g., certified recovery homes) are needed to ensure quality service delivery.	Stigma and misperception regarding recovery efforts contribute to a deficit of services. Some county residents expressed frustration over the resources dedicated to individuals with opioid use disorder, presenting an opportunity for community awareness and education regarding recovery initiatives. Other barriers include a deficit of peer recovery workers due to lack of competitive pay and barriers to certification (2-year process after drug abstinence).	

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Priority Area	Goals	Objectives	Community Needs	Disparities & Root Causes	Existing Community Assets*
Healthy Built Environment	Increase access to housing, food, and transportation for people across Cabell County.	Reduce the proportion of households that spend more than 30% of income on housing.	Fewer people in Cabell County rent their home, but nearly 60% of renters are cost burdened (spend 30% or more of income on housing) compared to 49% of renters nationwide. This finding suggests that rental costs in Cabell County, while lower than the national median, are not proportionate to incomes, and contribute to financial stress for many households	Roughly half of the people who live in Huntington rent their home compared to one-quarter of people statewide, and nearly two-thirds of renters pay more than 30% of their income on housing. Across Huntington and Cabell County in 2022, 235 individuals were experiencing homelessness.	<ul style="list-style-type: none"> • Cabell County Schools • Churches • City of Huntington • Facing Hunger Foodbank • Fairfield Community Development Corporation • Faith Health Appalachia • Greater Huntington Parks • Huntington Chamber of Commerce Non-Profit Roundtable • McGuire Realty Company • Mountwest Technical College • Neighborhood Associations • Rotary Clubs: Barboursville, Huntington, Milton • The Wild Ramp • Tri-State Transit Authority • United Way of the River Cities
		Increase complete streets designs within Huntington that connect key destinations with options for people of all ages, pedestrians, cyclists, commuters, and people who use public transit.	Community stakeholders shared perceptions of the scarcity of reliable public transportation and safe sidewalk and bike lane options for residents. These factors, combined with an area that is more rural, make it more difficult to access community resources.	Lack of transportation options affects workforce participation and access to physical and behavioral healthcare services, other priority areas.	
		Increase available programs and venues for fresh and affordable foods, including mobile and community-based resources.	Across Cabell County in 2021, nearly 13% of residents were estimated to be food insecure. The percentage of children who experienced food insecurity was higher at nearly 15%, although the proportion has declined rapidly, due in part to policies like universal free school breakfast and lunch.	Disparities in food access exist for individuals with low incomes. In the southeast portion of Huntington (western portion of zip code 25705), as much as 70%-75% of the population is both low income and does not live close to a grocery store.	

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Priority Area: Equitable Life Expectancy

Goal: Achieve equitable life expectancy for all people in Cabell-Huntington.

- ▶ **Objective:** Improve access to prevention programs and services for diverse and vulnerable populations.
 - ▶ **Strategies:**
 - Promote sliding fee programs for individuals without health insurance and/or with low incomes.
 - Encourage community-based access to early screening and detection services and health promotion programming.
 - Promote mobile and community-based services that bring care to residents.

- ▶ **Objective:** Reduce prevalence and mortality rates due to chronic disease.
 - ▶ **Strategies:**
 - Increase collection of Race Ethnicity and Language (REaL), Sexual Orientation and Gender Identity (SOGI), zip code, and other demographic data to better understand and address disparities.
 - Seek out community partnerships and strategic opportunities to coordinate referrals and collectively address social drivers of health barriers.
 - Promote self-monitoring and self-management tools and programs to empower individuals to manage their condition(s).

- ▶ **Objective:** Reduce the infant mortality rate.
 - ▶ **Strategies:**
 - Increase collection of Race Ethnicity and Language (REaL), Sexual Orientation and Gender Identity (SOGI), zip code, and other demographic data to better understand and address disparities.
 - Strengthen economic and social support for people before, during, and after pregnancy.
 - Promote inclusive and welcoming care settings that honor diversity and reflect the community.

- ▶ **Objective:** Reduce chronic disease prevalence and increase access to support and services for residents aged 65 or older.
 - ▶ **Strategies:**
 - Partner with aging services providers to support engagement and social connectivity opportunities.
 - Expand remote access to senior wellness services.
 - Seek out community partnerships and strategic opportunities to coordinate referrals and collectively address social drivers of health barriers.



Priority Area: Community Resilience

Goal: Foster community building opportunities to mitigate the impact of traumatic events and promote wellness, recovery, and resilience.

- ▶ **Objective:** Reduce disparities in mental health and well-being.
 - ▶ **Strategies:**
 - Increase collection of Race Ethnicity and Language (REaL), Sexual Orientation and Gender Identity (SOGI), zip code, and other demographic data to better understand and address disparities.
 - Strengthen community initiatives that foster youth resilience.
 - Promote trauma sensitive training, mindfulness, and chaplaincy services in clinical and community settings to support whole-person care.
 - Raise community awareness of behavioral health.

- ▶ **Objective:** Increase workforce participation and opportunities for living wage employment.
 - ▶ **Strategies:**
 - Advocate for incentives for agencies to achieve staff diversity benchmarks.
 - Advocate for wage analyses and economic policies to improve income inequality.
 - Generate clear and incentivized pathways to mental health provider careers for diverse people.
 - Share best practices for employee wellness.
 - Promote available supports for employees to address existing social drivers of health barriers, health needs, and other emerging concerns.

- ▶ **Objective:** Increase opportunities for engagement and connectivity among groups and individuals within the community.
 - ▶ **Strategies:**
 - Create opportunities for inclusion of diverse voices and people with lived experience in planning and providing health improvement activities.
 - Partner with community agencies to support engagement and social connectivity opportunities.
 - Strengthen community partnerships to promote awareness of services, coordinate care and referrals, and integrate behavioral and physical health services.
 - Advocate for service delivery shortages and gaps and seek out strategic opportunities to develop or augment care.



Priority Area: Substance Use & Recovery

Goal: Reduce substance use and support recovery for individuals and our community.

- ▶ **Objective:** Reduce disparities in substance use disorder prevalence and mortality rates.
 - ▶ **Strategies:**
 - Increase collection of Race Ethnicity and Language (REaL), Sexual Orientation and Gender Identity (SOGI), zip code, and other demographic data to better understand and address disparities.
 - Promote systems-level approaches to reduce the immediate physical, behavioral, and social needs of children and youth adversely affected by substance use.
 - Raise community awareness of substance use disorder, including the need for recovery efforts.
 - Support evidence-based prevention and early intervention efforts and sharing of best practices.

- ▶ **Objective:** Increase access to and capacity of substance use disorder services.
 - ▶ **Strategies:**
 - Provide community-based training and response options (e.g., Narcan distribution and classes, medication take-back).
 - Sustain and expand comprehensive harm reduction services, as needed.
 - Strengthen community partnerships to coordinate care and referrals and integrate behavioral and physical health services.
 - Advocate for service delivery shortages and gaps and seek out strategic opportunities to develop or augment care.
 - Explore solutions for mobile and community-based services to address transportation and other barriers to service delivery.

- ▶ **Objective:** Increase access to recovery-oriented care and recovery support systems.
 - ▶ **Strategies:**
 - Strengthen comprehensive, wrap-around social supports for individuals in recovery.
 - Strengthen resiliency efforts for children and families of individuals in recovery to minimize adverse childhood and family experiences.
 - Create opportunities for inclusion of diverse voices and people with lived experience in planning and providing health improvement activities.
 - Promote access to peer recovery coaches and supports (e.g., support groups).



Priority Area: Healthy Built Environment

Goal: Increase access to housing, food, and transportation for people across Cabell County.

- ▶ **Objective:** Reduce the proportion of households that spend more than 30% of income on housing.
 - ▶ **Strategies:**
 - Support quality housing initiatives as part of the City of Huntington 2025 Comprehensive Plan.
 - Assist residents to maintain their home.
 - Promote fair housing practices to help correct impediments to homeownership for people of color and disinvestment in select neighborhoods.

- ▶ **Objective:** Increase complete streets designs within Huntington that connect key destinations with options for people of all ages, pedestrians, cyclists, commuters, and people who use public transit.
 - ▶ **Strategies:**
 - Explore carpool and rideshare programs for individuals without personal transportation.
 - Support transportation initiatives as part of the City of Huntington 2025 Comprehensive Plan.
 - Support active transportation for school-aged children.
 - Incentivize physical infrastructure (e.g., bike parking) or social supports (e.g., walking groups) that promote active transportation at workplaces.

- ▶ **Objective:** Increase available programs and venues for fresh and affordable foods, including mobile and community-based resources.
 - ▶ **Strategies:**
 - Support access to community gardens.
 - Partner with community gathering sites to explore food delivery and/or mobile or pop-up food sites.
 - Support existing farmer's markets and explore new market locations in underserved areas.
 - Advocate for grocery store businesses in food desert locations.

Dissemination to the Public

The Cabell-Huntington Board of Health reviewed and approved the CHA report and the priority areas on February 28, 2024. The supporting 2024-2028 CHIP was reviewed and approved by the Cabell-Huntington Board of Health on June 26, 2024. Following approval, the reports were made available to the public via the CHHD website at <https://cabellhealth.org/>. For more information, feedback, or comments, please email Elizabeth Adkins at Elizabeth.Adkins@chhdwv.gov.