



**Children's Health Technical
Advisory Committee**

July 12, 2023

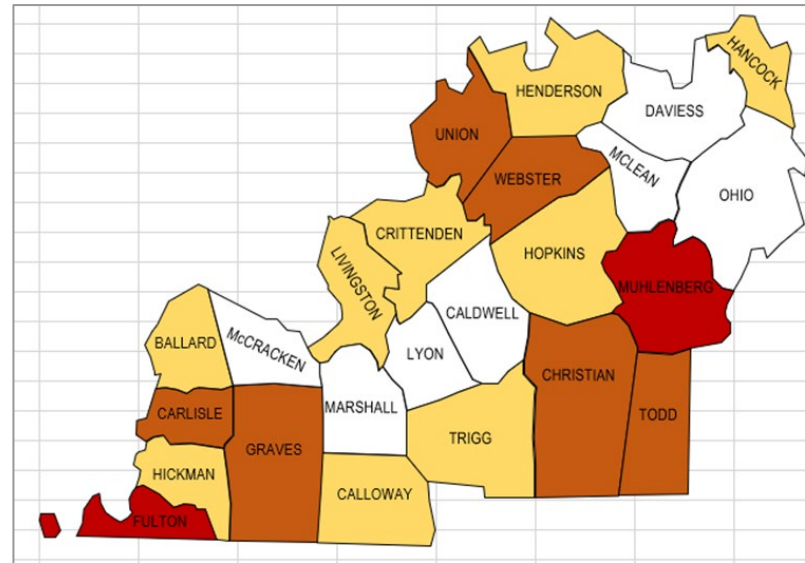


Addressing Homelessness

Using Data to Drive SDOH Response

Need	Socioeconomic** Low Counties	Membership Numbers
Highest	Fulton^	1022
Medium	Muhlenberg	4804
Low	Carlisle	794
	Graves	5613
	Christian	3681
	Todd	809
	Union	1834
	Webster	1511
	Hickman	612
	Ballard	1066
	Calloway	3996
	Trigg	1052
	Livingston	1151
	Crittenden	1247
	Hopkins	4817
	Henderson	5215
	Hancock	1228

**poverty, unemployment, income, and education



It starts with data – identifying the SDOH needs by location

SDOH Need	County	Organizations (Program Examples)
Quality Of Housing	Fulton	Fulton Housing Authority 201 N Highland Dr. Fulton, KY 270-472-1115
Crime and Violence*	Fulton	Merryman House - Domestic Violence Assistance 201 Highland Dr. Fulton, KY 270-472-1115
Environmental Conditions	Muhlenberg	Pennyrile Allied Community Services 518 Hopkinsville St. Greenville, KY 270-338-5080 Garden Seed program; Weatherization program
Access to Primary Care	Graves	Mayfield - tornado care needs Graves County Health Department 416 Central Ave, Mayfield, KY
Discrimination*	Calloway	Murray State University Critical Race Training program 102 Curris Center Murray, KY 270-809-3741
Civic Participation*	Graves	Mayfield - tornado relief
Incarceration*	Webster	Webster County Detention Center - Vaccination 141 N. Stegal St. Dixon, KY
Language and Literacy	Todd	Migrant Education - Todd County Schools https://www.todd.kyschools.us/apps/pages/index.jsp?uREC_ID=1593139&type=d&pREC_ID=1719899
Enrollment In Higher Education^	Trigg	Trigg County Adult Education Center 202 Main St. Cadiz, KY 270-522-2211

- WellCare connects our members with resources that assist them with everything from housing to transportation to food assistance, paving a path toward better health and independence.
- These resources can be accessed through our [community partnerships](#) or by calling our [Community Connections Help Line](#) (launched in 2014).
- Created our own database to identify needs, including food insecurity
- [Most comprehensive database](#) that exists in Kentucky, we not only use internal resources but gather data from public/external resources as well



17,573 community members in Kentucky received **41,596** social service referrals through the Community Connections Model.



CY 2021 WellCare completed **1,708** community activities, reaching **48,707** community stakeholders.

Top Referrals

1. COVID-19 Assistance (rent/food/utilities)
2. Food Assistance
3. Financial Assistance
4. Transportation
5. Dental Assistance

Hotel Inc.

- WellCare was a founding partner (and remains a partner) with Hotel Inc. since 2016
- Hotel Inc's homeless outreach program and street medicine program provides resources such as the following to help individuals get back on their feet



- Not having a safe or stable home environment can make caring for yourself or your family 10X harder
- Example = a mother struggling with drug addiction lived in her car while her children lived with relatives
 - A community mental health center (CMHC) referred her to Hotel, Inc
 - By progressing through a variety of programs offered via WellCare and Hotel Inc, this mother was able to move into Hotel Inc's Respite and Transition House, where she was then able to reunite with her children as she continued her recovery
 - Over a year later, she was still living with her children, in recovery—and living in her own home
- Additionally, the program has seen:
 - 23% reduction in ER visits
 - 18% reduction in flu related visits
 - 67% reduction in inpatient admissions
 - 100% reduction in readmissions

Welcome House

- Welcome House helps transition individuals from housing uncertainty to housing stability
- They have a variety of many programs to address needs such as:
 - members w/a severe mental illness or disability
 - Families
 - Women and children's shelters
 - Veterans' shelters
 - Various support (financial education/budgeting, employment support, referrals to other community resources, access to medical care, food, hygiene supplies) for individuals experiencing homeless OR at-risk of homelessness

Impact Analysis

- **22%** of WellCare members who went to Welcome House found and maintained housing
- **48%** subsequently visited a primary care physician
- **43%** reduction in inpatient visits
- **33%** reduction in ER visits

Care Management Team Addressing Homelessness

Housing for Homeless

- CMs engage w/members to connect w/stable housing and address associated health inequities

Refugee Assistance

- CMs specifically dedicated to helping refugees
- CMs identify, outreach, and assist refugees w/navigating healthcare system
- We provide translators (phone or in person) for PCP appointments

Project Release

- Outreach members being released from prison
- Assist individuals in reconnecting w/society and work w/parole officers
- Also track member appointments and outcomes



Addressing Food Insecurity

Examples of Addressing Food Insecurity



Fulton County Farmer's Market

- In 2022 WellCare partnered with the Purchase District Health Department to provide free produce during a kickoff event for the brand new Farmer's Market in Fulton County
- The overarching goals were to promote local fresh food in a food desert area and engage community members to support the new Farmers Market.
- "Some people have never been to a farmer's market, and they don't realize how good fresh food tastes. When they experience locally-sourced food they become more connected with where the food comes from, and they feel more connected to their community." Sarah Story, Health Educator with the Purchase District Health Department [Fulton Farmer's Market Article 1](#)

Florence Christian Church Food Pantry

- In 2022 WellCare gave a grant to Florence Christian Church for their food pantry as well as to provide new showers and laundry facility assistance to unhoused in Northern Kentucky [Florence Christian Church article](#)

Help Office of Owensboro

- Two consecutive years WellCare has issued grant funds for their social service programs including emergency aid for clothing, food, and rent/utilities

Owen County NKCAC Emergency Food Pantry

- Recently WellCare sponsored/shopped/supplied food for emergency meal packages to last for an entire year

Water into Wine

- WellCare gave a grant to Magoffin County's Wine Food Pantry supporting its Going Green Initiative
- Water Into Wine is trying to reduce their carbon footprint by converting their heating source to bottled gas and increase food sustainability by establishing a community garden

Examples of Addressing Food Insecurity (Continued)

God's Outreach Food Bank (Madison County)

- WellCare just issued a grant to God's Outreach of Madison County which recently expanded into Estill County and is exploring expanding to Rockcastle County
- They provide consistent access to supplemental and emergency food services, supplemental food for Senior adults, and school backpack programs for weekend supplemental food
- They serve approximately 2,500 families a month

Black Soil Kentucky <https://www.blacksoilky.com/about>

- WellCare launched partnership with Black Soil Kentucky in late 2020
- Mission – reconnect black Kentuckians w/agricultural heritage
- Connects black farmers, growers, producers across KY with urban families to promote healthy living, healthy food consumption
- Providing seasonally fresh food including:
 - Fresh Food for Moms initiative
 - Meal Preparation
 - Delivered meals, curbside pick-up, community pick-up sites
- Payment options include WIC Farmers Market Nutrition Vouchers, Senior Farmers Market Nutrition Vouchers, SNAP/EBT, and Fresh Rx for Moms

FreshRx for Moms <https://cfaky.org/freshrx/>

- WellCare launched in 2018 in partnership with the Community Farmers Markets (CFM) and the Community Farm Alliance (CFA)
- Produce “prescription” to provide fresh, Kentucky-grown produce for Mothers on Medicaid
- Nutrition education/advice from on-site dietitians, seasonal recipes, cooking kits
- Expanded in 2022, now operation in Allen, Barren, Fayette, Franklin, Jefferson, Kenton, Letcher, Menifee, and Warren Counties

Examples of Addressing Food Insecurity (Continued)

Need More Acres <https://needmoreacres.com/about/>

- Food = medicine
- Provides fresh, healthy food plus prepares meals and educates on how to prepare meals (operates in Allen, Barren, Warren, and Simpson Counties but purchases farm products from many more KY counties)
- Includes medically-tailored meals:
 - Children w/special dietary needs
 - 40 weeks of fresh food meal kits for pregnant women (launched May 9, 2022)
- Provides food infrastructure
- MANY pilot projects
 - Partnership with Hotel Inc (another community partner WellCare supports)
 - In Bowling Green, pilot project primarily serving refugees
- WellCare also funds farmers as part of this initiative (not just consumers)
- Payment options include WIC Farmers Market Nutrition Vouchers, Senior Farmers Market Nutrition Vouchers, SNAP/EBT, and Fresh Rx for Moms

