

Cowley County



COMMUNITY HEALTH IMPROVEMENT PLAN 2025 – 2028

PREPARED BY RISE COWLEY
WITH SUPPORT FROM THE
WSU COMMUNITY ENGAGEMENT INSTITUTE



COMMUNITY
ENGAGEMENT
INSTITUTE

Table of Contents

Acknowledgements	2
Background	3
Health and Health-Related Factors in Cowley County	4
Guiding Frameworks	7
Local CHIP Planning Structure	8
CHIP Planning Timeline and Activities	9
CHIP Process	10
2025-2028 Cowley CHIP Cross-Cutting Factors and Priorities	12
Substance Use and Misuse	15
Housing	18
Healthcare Access	21
Food & Nutrition	24
Transitioning from Strategy to Implementation	28
Communicating Success and Creating Opportunities for Involvement	30
William Newton Hospital Partnership	31



Acknowledgements

Thank you to the community members and organizations that generously shared their time, expertise, ideas, and support during the CHIP planning process. This work is part of *HealthCounts in Cowley County*, a countywide effort to gather input from residents about health and wellness and create a shared plan for improving community health. Visit this link for more about the *Healthcounts Cowley County* initiative: <https://risecowley.org/rise-in-the-community/healthcounts/>



2025-2028 Cowley CHIP Planning Partners

<ul style="list-style-type: none"> • Residents of Cowley County • Arkansas City Area Chamber of Commerce • Arkansas City Public Library • City-Cowley County Health Department • City of Burden • Community Health Center in Cowley County • Cowley College • Cowley County Economic Development Partnership • Dexter Schools • Four County Mental Health • Kansas Department of Health & Environment • Kansas Health Foundation • K-State Research & Extension – Cowley County 	<ul style="list-style-type: none"> • KU School of Medicine – Wichita • Legacy Regional Community Foundation • RISE Cowley • SCK Health • Southwestern College • Udall Public Library • United Methodist Health Ministry Fund • SCK Health • William Newton Hospital • William Newton Healthcare Foundation • Winfield Area Chamber of Commerce • Winfield Public Library • Wichita State University Community Engagement Institute
--	---

Background

The 2025-2028 Cowley County Community Health Improvement Plan (CHIP) was a collaborative effort to transform the findings from the 2024 Cowley County Community Health Needs Assessment (CHNA) into actionable steps to improve health and well-being in Cowley County. This process involved bringing together local organizations, community members, and others to address key health priorities.

The Local CHIP Planning Team guided the process to ensure it aligned with community needs and available resources. CHIP Priority Leads – local leaders for each priority area – played key roles in shaping and advancing action plans for each priority area. Staff from Wichita State University’s Community Engagement Institute (CEI) served as a facilitation partner, supporting the planning process and helping keep planning activities focused and productive. Most importantly, community members contributed their experiences and insights, ensuring the CHIP reflects real needs and relevant strategies.

Next, the CHIP effort will move into the implementation phase, where community partners, organizations, and residents will work together to implement the action plans. Progress will be tracked over time, with ongoing opportunities for community input and collaboration to ensure the strategies remain effective and responsive to local needs.



2024 Cowley County Community Health Needs Assessment

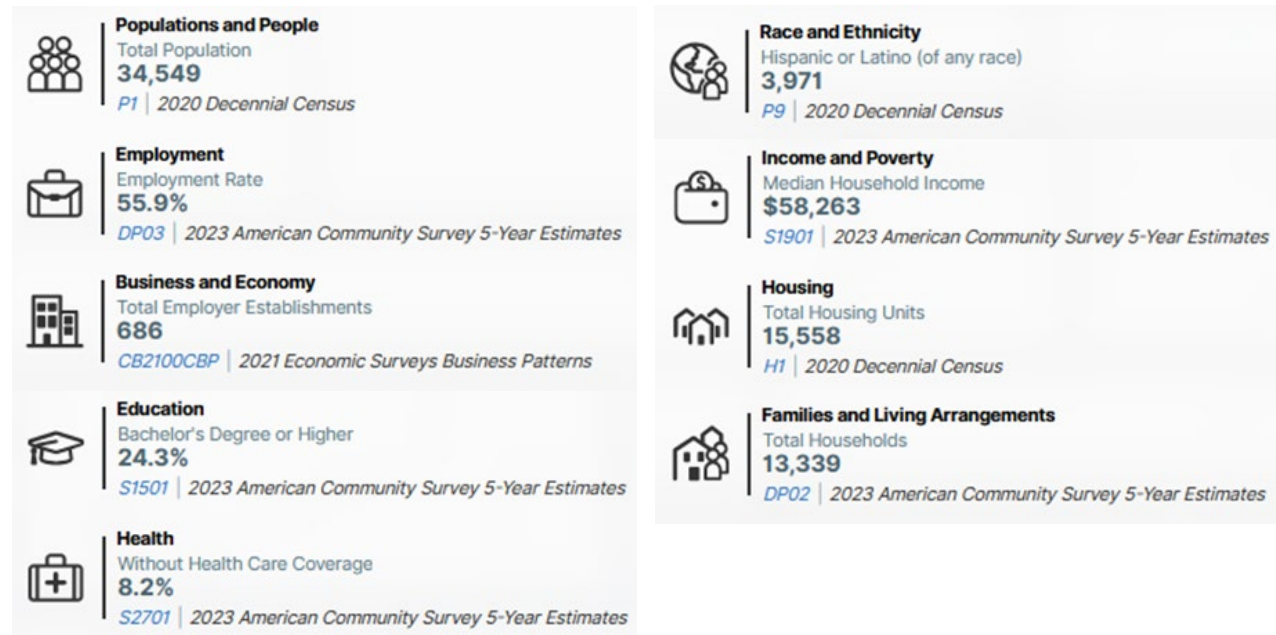
The findings of the 2024 Cowley County Community Health Needs Assessment served as a roadmap for the community to develop the 2025-2028 CHIP. The 2024 CHNA used a data-driven approach to identify the most pressing health needs in Cowley County through a community survey, community forums, and secondary data analysis.

The 2024 CHNA can be found at this link: <https://bit.ly/CowleyCountyCHNA2024>

Health and Health-Related Factors in Cowley County

Demographic Profile

A demographic profile of Cowley County, based on data from the U.S. Census Bureau, provides context for understanding the community's health needs and priorities.



Source: U.S. Census Bureau. (2025). *Cowley County, Kansas*. Retrieved April 2, 2025, from https://data.census.gov/profile/Cowley_County,_Kansas?g=050XX00US20035

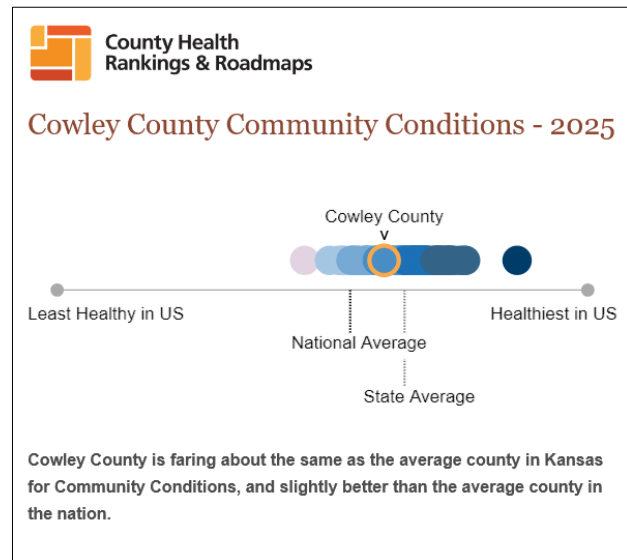
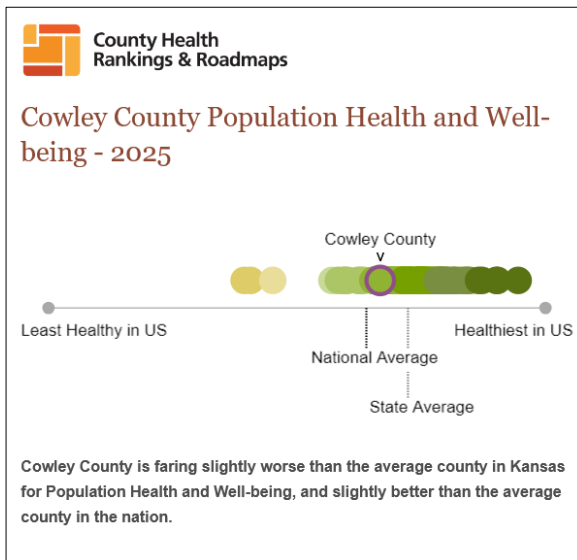
County Health Rankings and Roadmaps

The annual County Health Rankings and Roadmaps data release provides insights into population health and the community conditions that shape it. Information from the 2025 data release is included here.

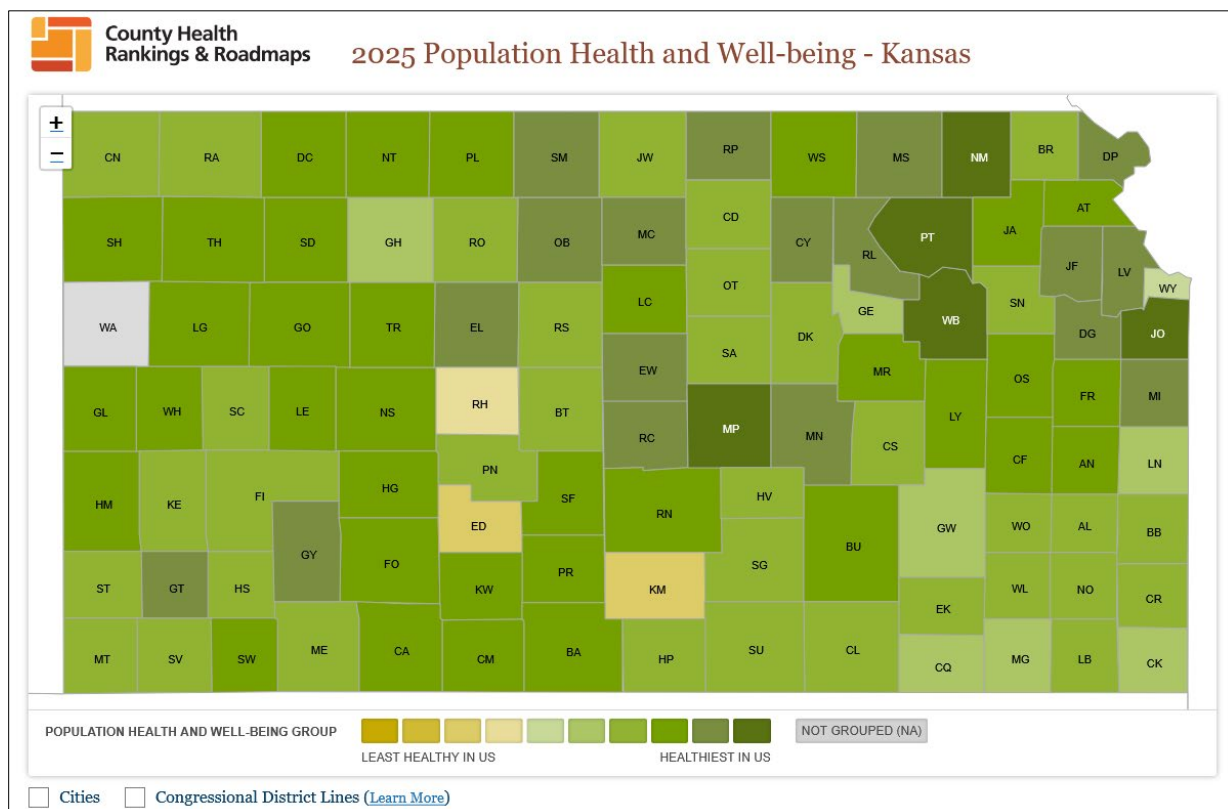
Population Health and Well-Being is something we create as a society, not something an individual can attain in a clinic or be responsible for alone. Health is more than being free from disease and pain; health is the ability to thrive. Well-being covers both quality of life and the ability of people and communities to contribute to the world. Population health involves optimal physical, mental, spiritual and social well-being.

Community Conditions include the social and economic factors, physical environment and health infrastructure in which people are born, live, learn, work, play, worship and age. Community conditions are also referred to as the social determinants of health.

County Health Rankings information for Cowley County is shown here:



County Health Rankings information for Kansas (by county) is shown here:



Source: APA (7th edition): Beckman, W. J., Sterkhova, V., Cole, S., Cink, K., Wu, A. S., & Lin, W.-C. (2025). *Cowley County 2025 County Health Rankings in Kansas*. Kansas Health Institute. Retrieved April 2, 2025, from <https://www.khi.org/wp-content/uploads/2025/03/Cowley-County-2025-County-Health-Rankings-in-Kansas.pdf>

Additional Community Data and Information

Below are several links providing key information and resources related to community health.

US Census Bureau County Profile

About: *Data Profiles* have the most frequently requested social, economic, housing, and demographic *data*. Each of these four subject areas is a separate *data profile*.

More info: https://data.census.gov/profile/Cowley_County,_Kansas?g=050XX00US20035

County Health Rankings and Roadmaps

About: CHR&R is committed to creating resources and tools that support community-led efforts to accurately diagnose core problems, understand and account for historical context and implement evidence-informed solutions. CHR&R provides a snapshot of the health of nearly every county in the nation.

More info: <https://www.countyhealthrankings.org/health-data/kansas/cowley?year=2025>

Kansas Health Institute 2025 County Health Rankings County Profiles

About: To support state and local health improvement efforts, the Kansas Health Institute has produced individual county profiles that include a five-year comparison of County Health Rankings data and the “drivers,” or measures with the greatest impact, on the health grouping of each county.

More info: <https://www.khi.org/wp-content/uploads/2025/03/Cowley-County-2025-County-Health-Rankings-in-Kansas.pdf>

Kansas Health Matters

About: The *Kansas Health Matters* website brings community health-related statistical data, local resources and a wealth of information to one, accessible, user-friendly location.

More info: <https://www.kansashealthmatters.org/>

Guiding Frameworks

The Local CHIP Planning Team designed the process to bring organizations and sectors together. They used the ACHI and Collective Impact models to guide this work, believing that strong partnerships lead to effective and lasting improvements in community health.

ACHI Assessment and Planning Framework

The Cowley County CHNA and CHIP were guided by the Association for Community Health Improvement (ACHI) Assessment and Planning Framework, a nine-step process designed to help communities identify and address local health priorities. This framework (see image to the right) provided a systematic approach to data collection, stakeholder engagement, and action planning.

Source: American Hospital Association (AHA) / Association for Community Health Improvement (ACHI). *Community Health Assessment Toolkit*. Chicago, IL: Health Research & Educational Trust; 2017. Available at: www.aha.org/achi



Collective Impact Model

The Collective Impact Model also informed the CHIP planning process, ensuring that multiple communities and sectors worked together toward shared goals. *Collective impact brings people together in a structured way to achieve social change.*

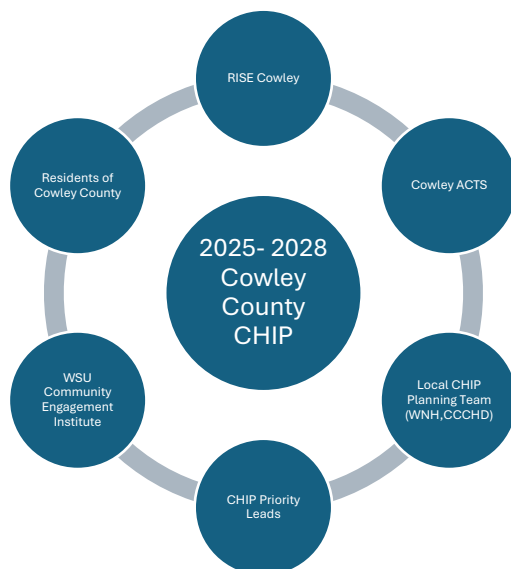
This table describes the five conditions of Collective Impact.

It starts with a common agenda	It establishes shared measurement	It fosters mutually reinforcing activities	It encourages continuous communications	And it has a strong backbone
This means coming together to collectively define the problem and create a shared vision to solve it.	That means tracking progress in the same way, allowing for continuous learning and accountability.	That means integrating the participants' many different activities to maximize the end result.	That means building trust and strengthening relationships.	That means having a team dedicated to aligning and coordinating the work of the group.

Source: Collective Impact Forum. (n.d.). What is collective impact? Retrieved from <https://collectiveimpactforum.org/what-is-collective-impact/>

Local CHIP Planning Team Structure

The 2025-2028 Cowley County CHIP was developed through collaboration among various organizations and individuals living in Cowley County. The illustration below outlines the key partnerships and the structure that supported the planning and facilitation of CHIP activities.



This table lists the CHIP Planning Team partners and describes their roles.

Partner	CHIP Planning Role
RISE Cowley	Supported the CHIP process by fostering collaboration across health-focused initiatives and engaging coalition members.
Cowley ACTS	Encouraged participation from local stakeholders and community members throughout CHIP activities.
CHIP Planning Team	William Newton Hospital and City-Cowley County Health Department planned and guided the CHIP process.
CHIP Priority Leads	Four County Mental Health Center, K-State Research and Extension, and Cowley County Economic Development Partnership, City-Cowley County Health Department, and William Newton Hospital contributed ideas and facilitate outreach to develop action plans.
WSU CEI	Partnered with the CHIP Planning Team to coordinate, support, and facilitate each phase of the CHIP process.
Cowley County Residents	Shared their experiences and ideas to ensure the CHIP action plans reflect local needs and priorities.

CHIP Planning Timeline and Activities

The 2024 Cowley County CHNA report was published in December 2024. RISE Cowley, along with the CHIP Planning Team, began planning efforts for the 2025-2028 Cowley County CHIP in early 2025. Their goal was to complete the planning activities and develop a final CHIP report in April 2025. Implementation of the plan is set to begin in the spring and summer of 2025, immediately following the report's completion.

This table summarizes key dates and activities for the CHIP process and describes each.

Dates	CHIP Activity	CHIP Activity Description
February 2025	Pre-work, Including Planning, Visioning, and Organizing	Established CHIP Priorities & Cross-Cutting Factors based on the unmet health needs identified in the 2024 CHNA. Identified lead organizations and individuals for each CHIP priority area responsible for advancing the work, overseeing implementation, and ensuring progress, with a proven record in community initiatives, with readiness to undertake transformational efforts over the next 1 to 3 years.
February 2025	Cowley County CHIP Virtual Kick-Off	Presented the CHIP timeline, relationship to CHNA and vision for CHIP implementation. Discussed and gathered community input to share the CHIP priority issues, Goals, and initial action plans.
February and March 2025	Cowley County CHIP Priority Virtual Meetings	Participants discussed the scope and possible impact of the priority area to establish a shared understanding. Participants reviewed and refined draft action plans for each goal, identified gaps, and brainstormed strategies. Participants provided feedback related to what's needed for a successful community-mobilized effort, communication, and tracking progress.
March 2025	Cowley County CHIP Community Planning Sessions	The CHIP Planning Sessions took place in Ark City and Winfield. During these sessions, participants reviewed the CHIP Action Plans that were developed with input from the CHNA and CHIP Priority Virtual Planning meetings. They were encouraged to share their recommendations to enhance the proposed strategies and activities, ensuring that these aligned with community needs and personal experiences.

CHIP Process

The Local CHIP Planning Team adopted a CHIP planning process based on two key resources: the Kansas Health Institute's Community Health Improvement Planning Handbook (2015) and the ACHI community health improvement process. The KHI CHIP Handbook refers to a nine-step approach for developing a comprehensive CHIP. Key steps from the 2025-2028 Cowley County CHIP are detailed below, in alignment with the nine-step framework provided by KHI. The KHI and ACHI CHIP frameworks focus on the entire population's health, collaborative partnerships, community engagement, evidence-based practices, and addressing social determinants of health.

This table provides a date and description for each step of the CHIP planning process.

Step	Description	Dates
Step 1: Set Priorities	The 2024 Cowley County CHNA identified the community's most significant unmet health needs through a community survey, community forums, and secondary data collection. Unmet health needs identified in the CHNA informed the selection of health priorities for the CHIP. During the Kickoff, consensus on the identified Priorities was sought and achieved.	February 2025
Step 2: Set Goals	Initial goals for each priority were identified in the CHNA, with additional goals developed by Priority Leads. Based on community feedback, at least one new goal was added per priority during each Priority Virtual Meeting	February and March 2025
Step 3: Set Objectives and Outcome Measures	Priority Leads and the Planning Team drafted objectives and measures. Feedback shared during the Kick-Off and Priority Virtual Meetings led to further refinement. Staff at WSU Community Engagement Institute made final adjustments.	February and March 25
Step 4: Identify Assets, Strengths, Current Efforts, and Resources	Information about strengths, assets, etc. was first gathered through the CHNA. Additional input was collected during the Kick-Off event, Priority Meetings, and Community Meetings.	Mid-2024 thru March 2025
Step 5: Identify Evidence-Based Intervention Strategies	Priority Leads, the CHIP Planning Team, WSU CEI, partners from community organizations, and community members identified timely, relevant strategies for inclusion in the CHIP action plans.	January – April 2025

CHIP Process Continued

This table provides a date and description for each step of the CHIP planning process.

Step	Description	Dates
Step 5b: Identify Barriers and Adapt Intervention Strategies	Initial strategies were proposed at the Kick-Off, where participants shared feedback and ideas for improvement. Additional input from Priority Meetings and Community Meetings helped refine and adapt strategies to better reflect local context, needs, and opportunities.	February – March 2025
Step 6: Compose Action Plan	WSU CEI provided an action plan template incorporating priorities, objectives, and strategies from the CHNA. The CHIP Planning Team and Priority Leads refined each action plan prior to the Kickoff. The plans were reviewed and improved during the Kickoff, Priority Meetings, and Community Meetings. The Priority Leads, CHIP Planning Team, and WSU CEI completed the final edits.	February – April 2025
Step 7: Produce the CHIP Document	WSU CEI created the 2025-2028 Cowley County CHIP report with contributions from the CHIP Planning Team, and CHIP Priority Leads during March and April of 2025.	March – April 2025
Step 8: Release and Disseminate the CHIP	The CHIP Report will be shared with the community in the spring of 2025. It will be available on partner websites, and partners will promote the report through various communication channels and in-person meetings.	April – June 2025
Step 9: Implementation and Monitoring	Implementation and monitoring are collaborative efforts. RISE Cowley will act as the steering committee, with support from the City-Cowley County Health Department. Various lead agencies, coalitions, action teams, and individuals will contribute to a successful implementation.	April 2025 – April 2028

2025-2028 Cowley CHIP Cross-Cutting Factors and Priorities

Cross-Cutting Factors

Cross-cutting factors are underlying issues that impact multiple health issues. The 2024 CHNA identified **transportation** (access and cost) and **resource coordination** as cross-cutting factors impacting overall health and well-being.

- **Transportation:** Increased access to help residents get to/from healthcare appointments, obtain food, & utilize support & safety-net services
- **Resource Coordination:** enhance the impact of existing resources by expanding education/awareness and increasing the utilization of referral systems.

The RISE Cowley Resource Directory was recognized during several CHIP planning meetings as a community strength. Although it was considered an asset, some community members were unaware of its availability. CHIP partners will focus on promoting and continuously improving the directory to improve resource coordination and ensure that both community members and service providers can easily access needed information. The table below summarizes the planned next steps to achieve this goal.

Who?	Will do what?	How often?
RISE Cowley	Collaborate with Winfield Public Library to update the RISE Cowley Resource Directory, ensuring it has current information, resources, and contact details.	At least annually
RISE Cowley	Explore the feasibility of pooling resources to fund a part-time communications or social media manager, ensuring ongoing and coordinated outreach regarding CHIP activities.	By July 15, 2025.
RISE Cowley	Ensure the RISE Cowley Resource Directory is distributed to all RISE Cowley members and start tracking the names of organizations and key contacts who receive the directory.	At least annually
CHIP Stakeholders	Actively share feedback (e.g., stakeholder survey) to RISE Cowley about RISE Cowley Resource Directory success stories and ideas for improvement.	At least annually

Transportation was consistently mentioned throughout the CHIP planning process as a key barrier to accessing services and resources. Community members and partners highlighted the need for more reliable, affordable, and coordinated transportation options. As a result, transportation-related goals and strategies were included across multiple CHIP Priority Action Plans, recognizing their broad impact on health care access, food security, housing stability, and substance use treatment.

Community Health Priorities

The 2024 Cowley County CHNA identified key unmet health needs through a community survey, community forums, and secondary data collection. These findings informed the selection of the CHIP priorities.

The Cowley County CHIP Priorities and Goals are summarized in this table.

Substance Use and Misuse	Housing
<ul style="list-style-type: none"> Goal 1: Make substance use treatment and recovery services easier to access. Goal 2: Strengthen community support for people in recovery. Goal 3: Increase substance use prevention efforts in schools. 	<ul style="list-style-type: none"> Goal 1: Improve safety and affordability of housing in Cowley County. Goal 2: Expand awareness of programs to keep homes safe and healthy. Goal 3: Expand access to short-term, emergency, and transitional housing.
Healthcare Access	Food and Nutrition
<ul style="list-style-type: none"> Goal 1: Improve accessibility of medical facilities and services by reducing transportation barriers. Goal 2: Provide assistance for individuals experiencing health disparities to navigate the healthcare system and safety-net agencies. Goal 3: Expand access to healthcare providers within Cowley County. 	<ul style="list-style-type: none"> Goal 1: Promote nutrition and wellness through school-based initiatives. Goal 2: Promote nutrition and wellness in healthcare settings. Goal 3: Support and expand local food systems; specifically, production, distribution, and recovery. Goal 4: Expand education and resource coordination related to food and nutrition in the community.

Efforts to Strengthen Youth and Child Services

Youth and child services emerged as an unmet health need in the 2024 CHNA but was not selected as a priority for the CHIP. This identified need will be the focus of a new community effort.

Legacy, a Regional Community Foundation, addresses community issues by acting as a catalyst for action and providing resources. In 2023, it hosted community conversations through a Charles S. Mott Foundation grant, resulting in the Cowley ACTS initiative,

focusing on Childcare, Health, Housing, and Resource Optimization. The 2024 Cowley County Community Health Needs Assessment prioritized enhancing Youth & Child Services, which Cowley ACTS has taken on.

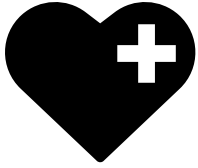
Legacy is forming a new 501(c)3 nonprofit, Cowley County Early Childhood Collaborative Inc., to foster public-private partnerships aimed at optimizing resources for children and families. Preliminary goals include:

1. Advancing partnerships to address childcare shortages for infants and young children.
2. Raising community awareness about the importance of quality childcare.
3. Improving communication within the early childhood community for better resource sharing.
4. Streamlining information for families on developmentally appropriate practices and health supports.



2025-2028 Cowley CHIP Action Plan Summaries

CHIP Priority Action Plan summaries on the following pages provide details, including Priorities, Goals, Objectives, and Strategies for each Health Priority. RISE Cowley, City-Cowley County Health Department, and CHIP Priority Leads will maintain editable action plans.



GOAL 1: Make substance use treatment and recovery services easier to access

OBJECTIVE 1.1

Increase the types of treatment options available for patients with substance use disorder in the community.

- **Strategy 1:** Increase the availability of inpatient care for patients with a dual diagnosis
- **Strategy 2:** Increase awareness of existing providers who treat patients with a dual diagnosis
- **Strategy 3:** Increase the number of mental health providers who treat substance use disorders, including alcohol and tobacco
- **Strategy 4:** Identify programs and/or services that might benefit from local county/city settlement funds.



GOAL 2: Strengthen community support for people in recovery

OBJECTIVE 2.1

Increase access to substance use treatment and recovery services.

- **Strategy 1:** Advocate for opportunities to provide funding and for care for uninsured
- **Strategy 2:** Increase voluntary participation in SUD treatment and supportive recovery activities
- **Strategy 3:** Conduct community-level and/or organization-level activities to address stigma around SUD

OBJECTIVE 2.2

Identify and reduce the demand and supply of illicit substances in Cowley County

- **Strategy 1:** Build stronger collaboration with law enforcement to support strategies to reduce access to illicit substances



GOAL 3: Increase substance use prevention efforts in schools

OBJECTIVE 3.1

Increase the amount of substance use prevention interventions in schools in Cowley County.

- **Strategy 1:** Strengthen partnerships between schools and community-based organizations to create coordinated responses for students struggling with substance use.
- **Strategy 2:** Expand SUD prevention training for school staff

CHIP PRIORITY: *Housing*



GOAL 1: Improve safety and affordability of housing in Cowley County.

OBJECTIVE 1.1

Increase the number of potential homebuyers participating in home-buyer education opportunities.

- **Strategy 1:** Provide education and resources to current and future home buyers so they are well-informed on what is needed to successfully own and maintain homes (e.g. financing, ownership, maintenance, budgeting, etc.).

CHIP PRIORITY: *Housing*



GOAL 2: Expand awareness of programs to keep homes safe and healthy.

OBJECTIVE 2.1

Increase the number of people participating in available safe and healthy home programs in Cowley County.

- **Strategy 1:** Compile and distribute information about existing resources to address safe and healthy homes.
- **Strategy 2:** Provide assistance and education for repairs to make housing safe.

CHIP PRIORITY: *Housing*



GOAL 3: Expand access to short-term, emergency, and transitional housing.

OBJECTIVE 3.1

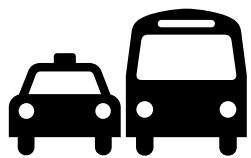
Improve accessibility to accurate information about existing short-term, emergency and transitional housing options in Cowley County.

- **Strategy 1:** Create an accessible, up-to-date platform with information on short-term, emergency and transitional housing options in the county.

OBJECTIVE 3.2

Increase the availability and capacity of housing options in Cowley County.

- **Strategy 1:** Increase the availability and capacity of housing options through collaboration with private and public stakeholders



GOAL 1: Improve accessibility of medical facilities and services by reducing transportation barriers.

OBJECTIVE 1.1

Increase the utilization of non-emergency medical transportation services by Cowley County residents by 2027 from X to Y.

- **Strategy 1:** Conduct an assessment of current infrastructure and transportation for non-emergency and emergency healthcare needs.
- **Strategy 2:** Increase Cowley County Medicaid recipients' use of non-emergency medical transportation services.
- **Strategy 3:** Conduct an awareness campaign to inform the public about healthcare-related transportation resources through healthcare providers, local media, and community outreach programs.



GOAL 2: Provide assistance for individuals experiencing health disparities to navigate the healthcare system and safety-net agencies.

OBJECTIVE 2.1

Increase the number of CHWs employed or actively involved in healthcare and social service organizations in Cowley County from NUMBER to NUMBER by DATE.

- **Strategy 1:** Explore the use of CHWs within a hospital setting
- **Strategy 2:** Evaluate additional capacity for CHWs within Cowley County

OBJECTIVE 2.2

Increase the number of community referrals made through UniteUs by NUMBER or PERCENT by DATE.

- **Strategy 1:** Reconvene Working Together group with a focus on energizing and coordinating Unite Us partners/users
- **Strategy 2:** Enhance the Unite Us network within Cowley County to increase referrals and active organizations.

**GOAL 3:** Expand access to healthcare providers within Cowley County.**OBJECTIVE 3.1**

Increase the percent of Cowley County residents who have a person they think of as their personal doctor or healthcare provider from X to Y.

- **Strategy 1:** Update the countywide physician labor force assessment to identify redundancies, gaps, and unmet needs in the medical provider workforce
- **Strategy 2:** Expand existing physician recruitment activities among healthcare providers
- **Strategy 3:** Optimize models (PCP & specialty care) across the county to expand access and better align with patient needs
- **Strategy 4:** Identify needs that could be met by expanded telehealth infrastructure and promote utilization for populations of focus

OBJECTIVE 3.2

Promote health care as a career path for students in Cowley County.

- **Strategy 1:** Implement a “high school through medical school” initiative to retain talent
- **Strategy 2:** Expand healthcare career paths and programming among local schools



GOAL 1: Promote nutrition and wellness through school-based initiatives

OBJECTIVE 1.1

Increase consumption of healthy foods by youth (specifically fruits and vegetables).

- **Strategy 1:** Implement healthy food experiences in schools



GOAL 2: Promote nutrition and wellness in healthcare settings.

OBJECTIVE 2.1

Increase the number of healthcare settings using “Food is Medicine” practices.

- **Strategy 1:** Explore policy options within health care environments.
- **Strategy 2:** Expand systems to promote patient knowledge about, access to and consumption of healthy foods.
- **Strategy 3:** Connect hospital and clinic patients with locally-grown food.



GOAL 3: Support and expand local food systems; specifically, production, distribution, and recovery.

OBJECTIVE 3.1

Increase the number and variety of opportunities related to local food production.

- **Strategy 1:** Conduct a Local Food System Assessment to provide baseline data for CHNA/CHIP implementation.
- **Strategy 2:** Support systems & environments that produce locally grown food.

OBJECTIVE 3.2

Increase number and variety of opportunities related to food recovery.

- **Strategy 1:** Promote systems & environments that influence food recovery.

OBJECTIVE 3.3

Support local food pantries.

- **Strategy 1:** Strengthen existing food pantries by supporting policy and program changes for healthy options.



GOAL 4: Expand education and resource coordination related to food and nutrition in the community.

OBJECTIVE 4.1

Increase awareness of food and nutrition resources and use of safety-net resources

- **Strategy 1:** Promote use of RISE Cowley Resource Directory
- **Strategy 2:** Provide assistance for people to apply for SNAP and Sun Bucks.

Transitioning from Strategy to Implementation

The Cowley County CHIP for 2025-2028 includes actionable strategies across four priority areas. CHIP stakeholders will start implementing strategies as we shift from planning to implementation. An organizational structure for CHIP implementation was created during planning to increase the chances of successfully implementing the CHIP strategies.

The CHIP implementation structure was shaped by the CHIP Planning Team with input from the community, including feedback gathered during the CHIP Kick-Off, Priority Virtual Meetings, and Community Meetings. Community members emphasized the importance of building on existing structures, organizations, and coalitions, encouraging an approach that avoids creating new meetings and instead strengthens what's already in place.

CHIP Steering Committee and Backbone Support

- **RISE Cowley**, serving as the CHIP Steering Committee, will:
 - Provide overall guidance for CHIP implementation
 - Lead communication efforts
 - Track progress and identify needs
 - Bring together partners from different sectors to support shared understanding and alignment
- **City-Cowley County Health Department**, serving as the CHIP backbone support organization, will:
 - Provide staff time and technical guidance to Priority Leads, coalitions, committees, and action teams
 - Support planning and implementation of CHIP strategies
 - Assist with evaluation efforts
 - Help ensure the long-term sustainability of CHIP activities

CHIP Priority Partners and Roles

The table on page 11 outlines a community-led structure for CHIP Implementation. The table outlines roles and responsibilities for: 1) CHIP Priority Lead Agencies, 2) Coalitions, Committees, and Action Teams, and 3) Partner Organizations.

The table on page eleven will be further developed over time. RISE Cowley and/or City-Cowley County Health Department will maintain a current version of this table, including additional Partner Organizations.

This table outlines roles and responsibilities for: 1) CHIP Priority Lead Agencies, 2) Coalitions, Committees, and Action Teams, and 3) Partner Organizations.

Food and Nutrition	Healthcare Access	Housing	Substance Use and Misuse
Lead Agencies: Priority Area Lead Organizations will be key in developing CHIP Action Plans, driving the work forward, overseeing implementation, and ensuring progress.			
Kansas State Research and Extension	William Newton Hospital	Cowley County Economic Development Partnership	Four County Mental Health
Coalitions, Committees, and Action Teams: Convenes regularly to plan and coordinate efforts to implement CHIP Priority Action Plans. Monitors and reports progress.			
<ul style="list-style-type: none"> RISE Cowley Cowley ACTS 	<ul style="list-style-type: none"> Cowley ACTS RISE Cowley Unite Us Working Group TBD (possible recruiting team) 	<ul style="list-style-type: none"> Cowley ACTS 	<ul style="list-style-type: none"> Cowley ACTS RISE Cowley
Partner Organizations: Groups already doing work related to the CHIP priority area and helping lead or support efforts to carry out the plan.			
Food and Nutrition	Healthcare Access	Housing	Substance Use and Misuse
<ul style="list-style-type: none"> Cowley County Extension Master Gardeners Amy Jo McWhirt (Office of Rural Prosperity, Rural Champion through September 2025) 	<ul style="list-style-type: none"> City-Cowley County Health Department CHCCC SCK Health HOSA 	<ul style="list-style-type: none"> Cowley House of Hope Habitat for Humanity Cowley County Housing Authority Winfield Housing Authority Cowley County Government City of Arkansas City City of Winfield City of Burden City of Dexter 	<ul style="list-style-type: none"> Preferred Family Healthcare Cowley County Drug Court Program

Communicating Success and Creating Opportunities for Involvement

Cowley CHIP stakeholders, including RISE Cowley, the City-Cowley County Health Department, and various CHIP priority individuals and organizations, will collaborate on communication and engagement efforts. This work involves implementing CHIP communication strategies to celebrate successes and keep partners informed while also promoting community involvement in CHIP action plan strategies. As requested through community meetings and other channels, this effort should encompass meaningful and culturally sensitive communication.

This table outlines what's needed to support communication and engagement activities:

Who?	Will do what?	How often?
CHIP Priority Leads City-Cowley County LHD	Summarize the achievements, challenges, and lessons learned from the implementation of strategies over the past year for each priority area.	Each year, submissions are due by July 15 and January 15.
RISE Cowley City-Cowley County LHD	Include language on websites, emails, and other platforms that instructs the community on how to receive updates and participate in CHIP activities.	By July 15, 2025, and then continue to review annually thereafter.
RISE Cowley City-Cowley County LHD	Promote CHIP-related activities, including “real people and real stories,” through social media, e-mail blasts, newsletters, and other platforms to raise awareness of “small victories”, upcoming events, and more.	At least two times each month.
RISE Cowley City-Cowley County LHD	Engage with at least four media partners each year to promote CHIP activities and expand reach through radio and social media.	One meeting will be held each quarter.
RISE Cowley City-Cowley County LHD	Encourage deeper reflection and partnership development to ensure communication strategies and content are culturally sensitive and driven by the community.	Document success and learning in CHIP annual report
William Newton Hospital City-Cowley County LHD	Compile and develop an annual CHIP report summarizing progress, highlighting key accomplishments, and documenting community impact across all priority areas.	Annually, by January 31.
RISE Cowley City-Cowley County LHD	Establish MOUs or letters of agreement between RISE Cowley and all CHIP priority lead organizations, as well as CHIP coalitions, action teams, and committees.	By December 31, 2025, and as needed.

William Newton Hospital Partnership

Role of William Newton Hospital in Community Health Improvement Activities

In accordance with IRS requirements for nonprofit hospitals under the Affordable Care Act, William Newton Hospital (WNH) is required to conduct a Community Health Needs Assessment (CHNA) and develop an implementation strategy every three years. This necessitates WNH's involvement in both the CHNA and ongoing CHIP efforts.

As active members of the Local CHIP Planning Team, WNH staff contributed to the development of the CHIP framework and continued to support both planning and implementation efforts. WNH staff provided essential backbone support and leadership for the 2024 Cowley County CHNA, ensuring that partnerships, data collection, analysis, and reporting aligned with community priorities. Their involvement ensures continuity between assessment, planning, and action phases.

During CHIP implementation, WNH staff will take on additional roles, including:

- Serving as the Healthcare Access Priority Lead
- Participating in Coalitions, Committees, and Action Teams
- Offering information, support and leadership for areas of expertise
- Supporting community outreach, providing meeting space, and communication

WNH staff will be directly involved in the following CHIP priorities and strategies:

Priority: Food and Nutrition

Strategy	Role and Responsibility	Committed Resources
Explore policy options within healthcare environments	<p>Promote the “health in all policies” model with the Hi-C tool or an alternative in Cowley County healthcare settings.</p> <p>Promote the adoption of “Food is Medicine” policies and programs.</p>	Staff time (hospital leadership)

Priority: Food and Nutrition Continued

Strategy	Role and Responsibility	Committed Resources
Expand systems to promote patient knowledge about, access to and consumption of healthy foods.	Survey providers and staff regarding interest in “Food is Medicine” programs.	Staff time (hospital leadership, other providers, and staff)

Priority: Healthcare Access

Strategy	Role and Responsibility	Committed Resources
Conduct an assessment of current infrastructure and transportation for non-emergency and emergency healthcare needs.	Active participation in transportation assessment including provision of staff time and information relevant to the assessment.	Staff time (hospital leadership)
Increase Cowley County Medicaid recipients’ use of non-emergency medical transportation services.	Participate in RISE Cowley meetings and activities related to this strategy.	Staff time (hospital leadership)
Conduct an awareness campaign to inform the public about healthcare-related transportation resources through healthcare providers, local media, and community outreach programs .	Participate in RISE Cowley meetings and activities related to this strategy.	Staff time (hospital leadership)
Explore the use of CHWs within a hospital setting	Provide leadership to an assessment of hospital-based CHW model	Staff time (hospital leadership)
Evaluate additional capacity for CHWs within Cowley County	Participate in RISE Cowley meetings and activities related to this strategy.	Staff time (hospital leadership)
Reconvene Working Together group with a focus on energizing and coordinating Unite Us partners/users	Leadership and coordination to guide this Strategy.	Staff time (hospital leadership)

Priority: Healthcare Access Continued

Strategy	Role and Responsibility	Committed Resources
Expand existing physician recruitment activities among healthcare providers	Participate in RISE Cowley meetings and activities related to this strategy.	Staff time (hospital leadership)
Optimize models (PCP & specialty care) across the county to expand access and better align with patient needs	Leadership and coordination to guide this Strategy.	Staff time (hospital leadership)
Identify needs that could be met by expanded telehealth infrastructure and promote utilization for populations of focus	Leadership and coordination to guide this Strategy.	Staff time (hospital leadership)
Implement a “high school through medical school” initiative to retain talent	Participate in RISE Cowley meetings and activities related to this strategy.	Staff time (hospital leadership)
Expand healthcare career paths and programming among local schools	Participate in RISE Cowley meetings and activities related to this strategy.	Staff time (hospital leadership)