

Discovery Phase

# Cleveland Heights

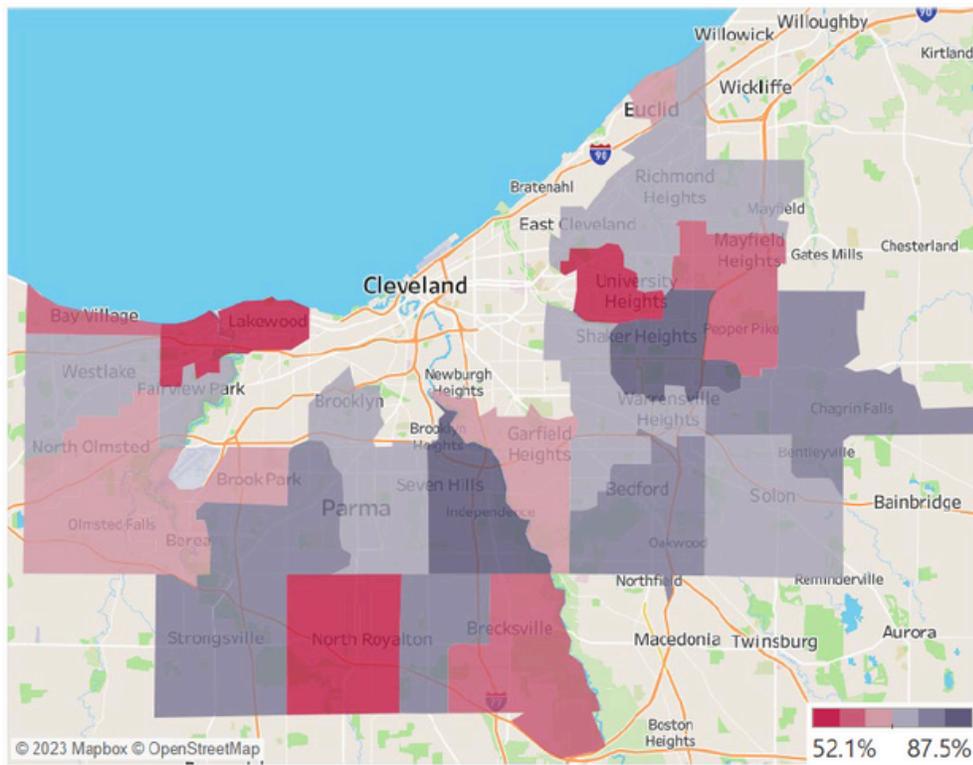




# Do families access well-child care?

Results from a community-engaged process to understand opportunities to make the lives of children in Cleveland Heights as healthy as possible.

# Well-Care Utilization by Children on Medicaid - Cuyahoga County



Westside Suburb	69.9%
Eastside Suburb	69.7%

Beachwood	44122	82.9%
Chagrin Falls	44022	81.5%
Bedford/Bedford Heights	44146	78.6%
Solon	44139	74.9%
Maple Heights	44137	73.3%
S. Euclid	44121	73.1%
Buckeye Shaker/Heights	44120	71.3%
E. Euclid	44132	70.8%
Richmond Heights/Mayfield Heights	44143	70.5%
Euclid - South	44117	70.4%
Lee Harvard/ Warrensville	44128	70.2%
East Cleveland	44112	70.2%
Garfield Heights	44125	69.6%
Euclid	44123	68.2%
Mayfield Heights/Pepper Pike	44124	61.7%
Cleveland Heights	44118	52.1%

% of Children ages 0-5

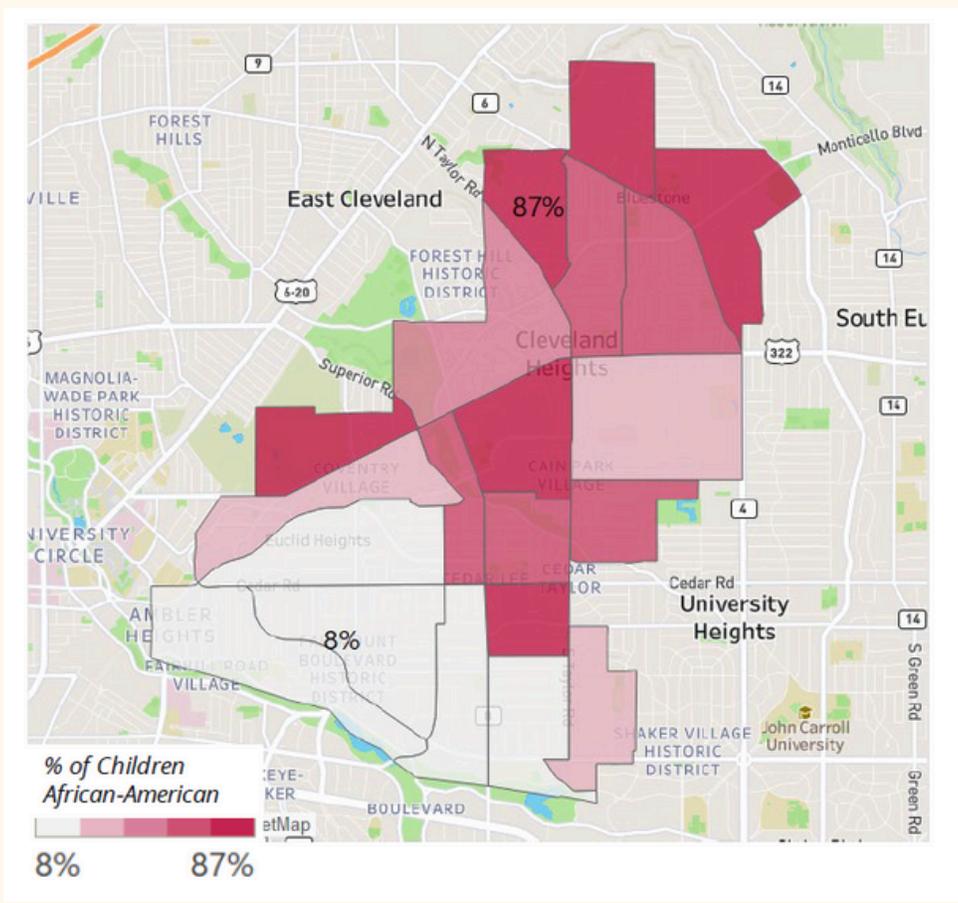
Solon	44139	37.3%
Bedford/Bedford Heights	44146	35.5%
Lee Harvard/ Warrensville	44128	35.2%
Beachwood	44122	35.2%
Buckeye Shaker/Heights	44120	34.6%
S. Euclid	44121	34.3%
Euclid	44123	34.3%
Maple Heights	44137	34.2%
Chagrin Falls	44022	33.0%
Garfield Heights	44125	29.5%
E. Euclid	44132	29.2%
Euclid - South	44117	28.8%
Richmond Heights/Mayfield Heights	44143	28.6%
Cleveland Heights	44118	28.4%
East Cleveland	44112	27.4%
Mayfield Heights/Pepper Pike	44124	24.5%

% of Children ages 6-13

Bedford/Bedford Heights	44146	38.5%
Maple Heights	44137	32.5%
Beachwood	44122	32.4%
Lee Harvard/ Warrensville	44128	32.1%
Cleveland Heights	44118	31.2%
Garfield Heights	44125	31.1%
Euclid	44123	29.8%
Buckeye Shaker/Heights	44120	29.5%
Solon	44139	29.4%
Richmond Heights/Mayfield Heights	44143	29.2%
S. Euclid	44121	28.9%
Euclid - South	44117	26.9%
Chagrin Falls	44022	26.1%
East Cleveland	44112	24.3%
E. Euclid	44132	24.1%
Mayfield Heights/Pepper Pike	44124	21.0%

% of Children ages 14-18

# Child Health Racial Disparities - City of Cleveland Heights

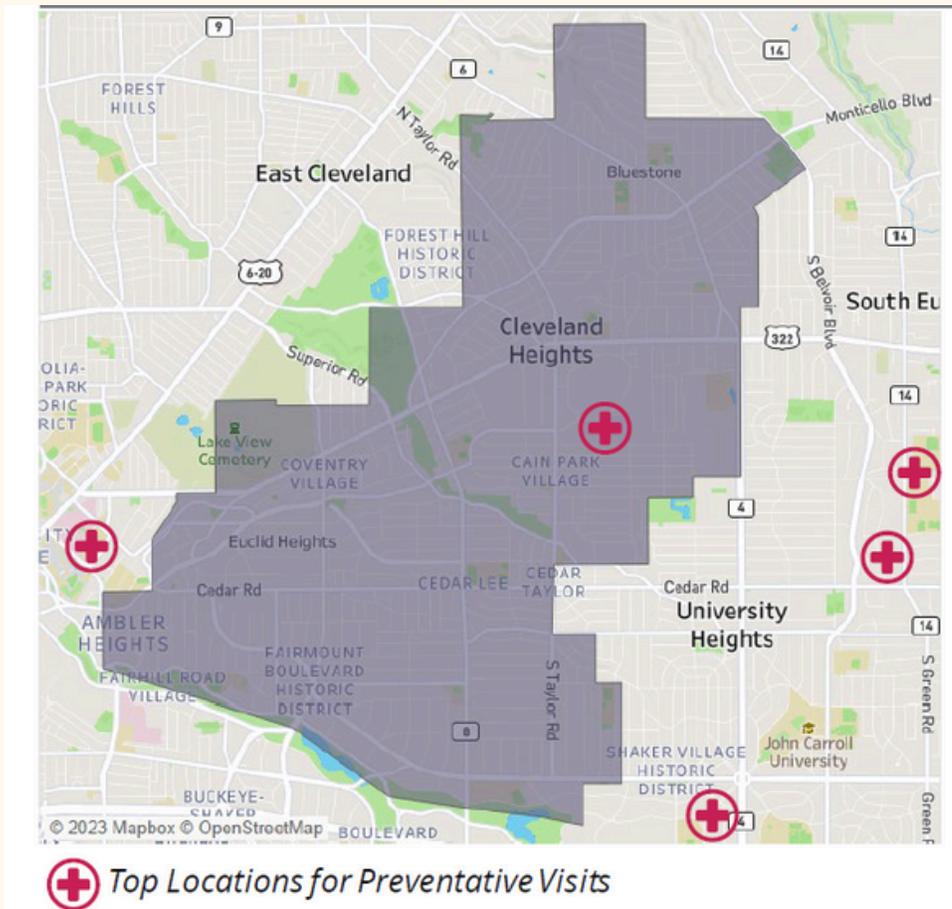


Ratio of Prevalence African-American and White Non-Hispanic Children, by Community

	Cleveland Heights	Rest of Cuyahoga County
Obese	2.55	1.72
EBLL (1-5)	2.51	1.93
Dx Asthma	2.21	1.75

Data Source: Better Health Partnership Children's Health Initiative

# Practice Sites and Clinical Rankings - City of Cleveland Heights



Children on Medicaid	5,105	
Children in BHP Practices with 2022 Visit	2,310	<b>ZIP Percentile</b>
% with 2022 WCV	35.3%	79
% Seen at FQHC	0.8%	68
% with Tobacco Exposure	14.8%	32
% ESL	1.4%	18
% Obese (6-18)	26.8%	37
% Elevated BP (3-18)	20.0%	37
% with Asthma	22.5%	39
% with 2022 Exacerbation	13.5%	78
% EBLI (1-5)	5.3%	67



## Why Cleveland Heights

Cleveland Heights is a racially and ethnically diverse city that would allow us to connect with parents, caregivers, and families with very different experiences and values around well-child care. We chose Cleveland Heights as our pilot community because, as an agency, we have long-lasting partnerships with various early childcare programs, healthcare providers, and community organizations. Coupled with the data, we also recognized that this is a community that could benefit from a deeper dive in to its relationship with well-child care.

## Our Approach

### **Survey**

To understand, from a broad perspective, the knowledge and attitudes of residents in the Cleveland Heights community toward well-child care for children ages 0-21.

### **Convenings**

To dive deeper with families and community residents on their lived experience of accessing well-child care for children through facilitated discussions.

### **Informal Conversations**

To engage with families and caregivers in their community spaces and have informal conversations about the value of and experience with accessing well-child care.

# Cleveland Heights Community Survey

Goal: Understand how families in Cleveland Heights access care from doctors to help increase how often children are attending well-child care visits. This survey was intended to also understand the broader community's knowledge and experience around well-care, and what might make it difficult for them to access well-child care.



The community survey was distributed twice through the City of Cleveland Heights e-news that is sent to residents on Fridays. In addition, the Literacy Cooperative emailed the Imagination Library families within the Cleveland Heights zip code.

“Working hours and no doctors around hinders me from taking my child to see the doctor for well-care.

- Resident, Cleveland Heights

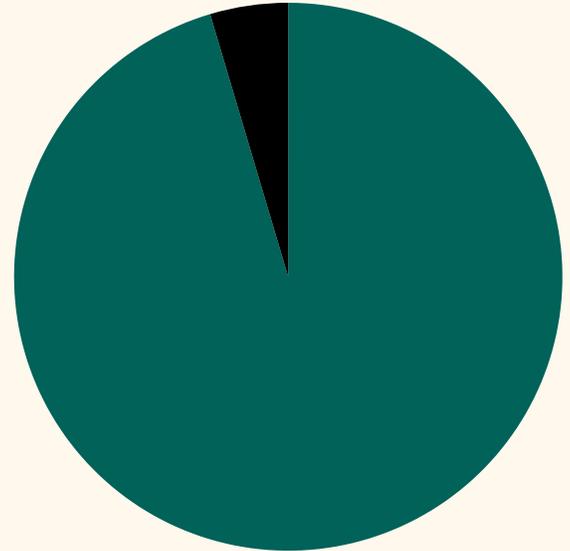


# The Response

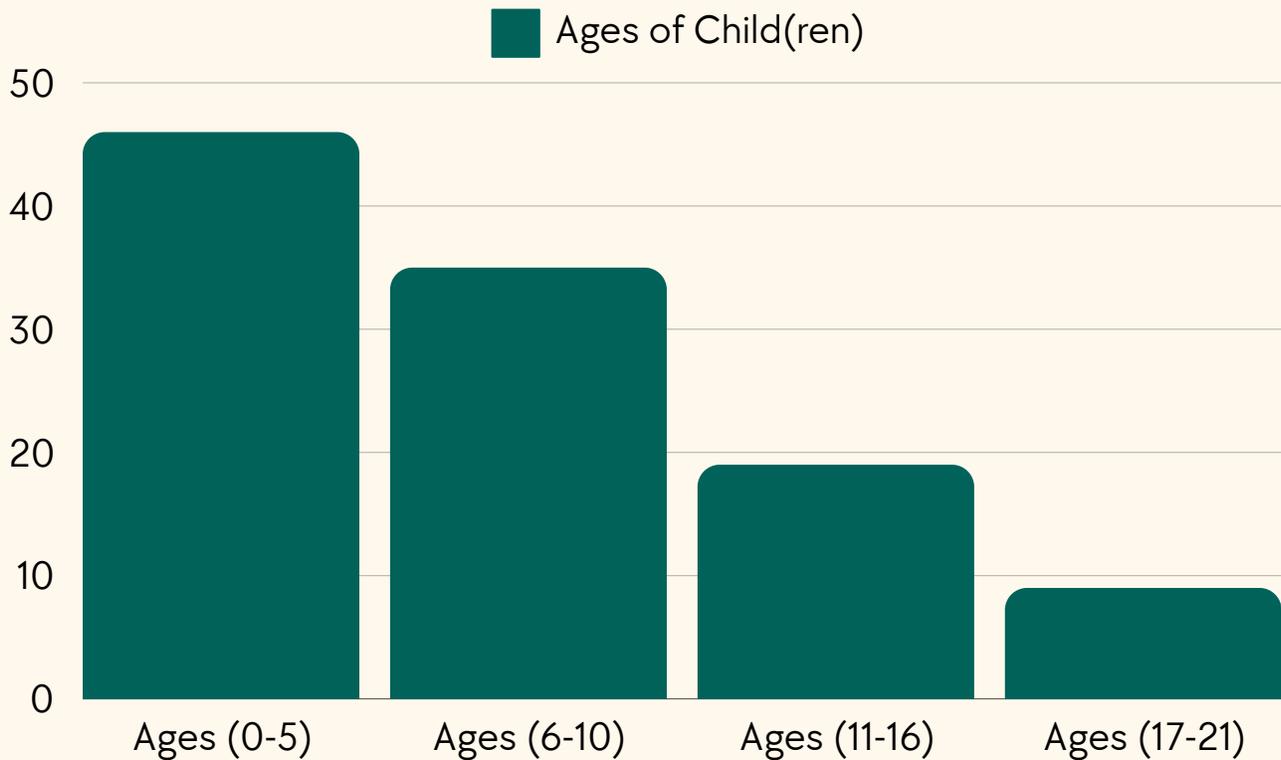
We received a total of 87 survey responses. 78 of those respondents are current residents of Cleveland Heights. 95.4% of respondents are parents or caregivers to children.

The bar chart below portrays the ages of youth being cared for by the respondents.

**Non-Parent/Caregiver to Child(ren)**  
**4.6%**



**Parent/Caregiver to Child(ren)**  
**95.4%**



# Challenges: Insurance and Finances

Insurance status was a highly reported burden for the Cleveland Heights community members in terms of accessing well-child care. Uninsured parents and caregivers struggle to afford well-child care for their children as medical appointments are limited to life-threatening or severe conditions.



43.5%

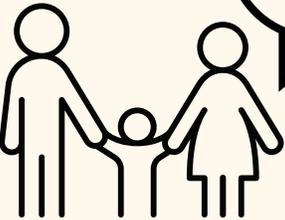
Of our respondents are on **Medicaid** or are **uninsured**.

If you do not take your child(ren) to see the doctor for well-child care visits, what is the #1 reason why?

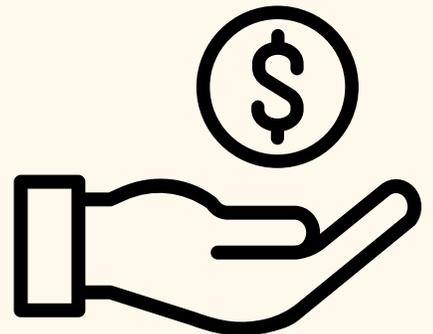


65.2%

Of our respondents reported that their #1 reason for not taking their children to the doctor for well-care is due to **cost** and **financial restraints**.

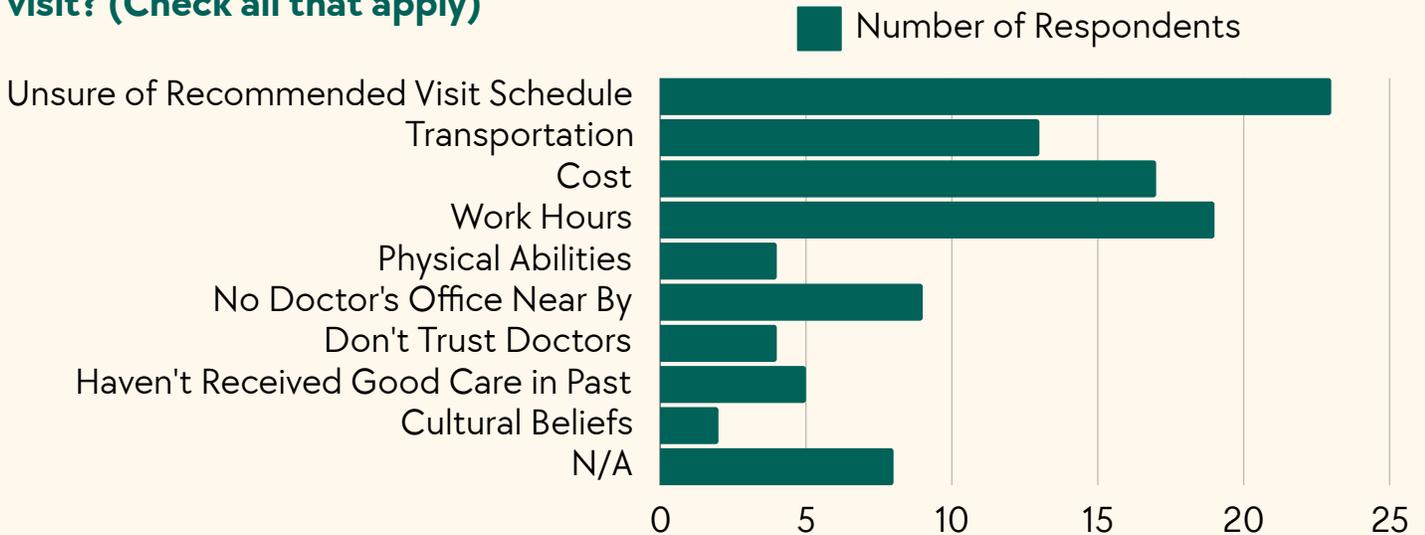


"Some parents can't afford to take time from work. Lack of transportation"  
-Survey Respondent



# Challenges: Awareness and Transportation

What keeps you from taking your child(ren) to see a doctor for a well-child care visit? (Check all that apply)



Based on the survey results, being unsure of the recommended visit schedule and lack of awareness about well-child care are two major factors contributing to Cleveland Heights community members lack of accessing regular well-child care.

45.3%

Of our respondents use **public transportation** or **walking/biking** as their **main** source of transportation.

We are looking at transportation means as a barrier to accessing regular well-child care. Transportation options like public transit, walking, biking, and even ride shares can be less reliable than private personal transportation options, creating challenges for families to receive consistent care.



# Voices from the Survey

We asked a few open-ended questions to allow survey respondents to provide their thoughts and opinions. **Here is what we heard...**

**What would make you want to take your child(ren) to their well-child care visit?**

**"I take my children to the doctor because their health and well-being is important, and I don't want them to be hesitant about seeking medical care, as needed, when they are older."**

**-Survey Respondent**

**"Accommodating hours"**

**-Survey Respondent**

**"Tracking growth and developmental milestones, Vaccinations and Protection from serious illnesses."**

**-Survey Respondent**

**"If I have the finance"**

**-Survey Respondent**

**"Peace of Mind: Regular well-child visits can provide parents with peace of mind, knowing that their child is receiving comprehensive medical care and attention from healthcare providers who specialize in pediatric care."**

**-Survey Respondent**

**"Having it automatically scheduled"**

**-Survey Respondent**

**Is there anything else you would like to tell us about your experience with well-child care visits?**

**"Lack of Awareness: Some parents may not fully understand the importance of well-child visits and the role they play in monitoring a child's growth, development, and overall health."**

**-Survey Respondent**

**"How to prepare for a well visit is great information to send out in advance."**

**-Survey Respondent**

**"Sender's Pediatrics is an amazing resource and care provider"**

**-Survey Respondent**

**"Time Constraints: Busy work schedules, lack of flexible hours, or other time-related challenges can make it difficult for parents to prioritize well-child care visits."**

**-Survey Respondent**

**"Consideration needs to be made for families with 4 to more children. There are a lot of appointments per year. To schedule and keep up with"**

**-Survey Respondent**

**"We maintain great communication with our healthcare provider"**

**-Survey Respondent**

# Cleveland Heights Community Convenings

**Goal: Engage in deeper conversations with families, residents, and partners in three key areas:**

- Benefits of well-child care:
  - What are the most important ways families and caregivers take care of their child's health?
  - What benefits to the visits to doctor's offices provide?
- Barriers to well-child care:
  - What is the most difficult thing about visit your child's doctor?
  - What fears exist around your child's health? Do you trust your doctor to address that fear?
- Improving well-child care visit rates:
  - What kind of information or conversations would make your doctor's visits better?
  - Who else do you trust when it comes to medical decisions? How do you feel that impacts your child's health?



"I wouldn't really know or follow the well-child care recommended visit schedule if my pediatrician didn't help us follow it"

- Resident, Cleveland Heights



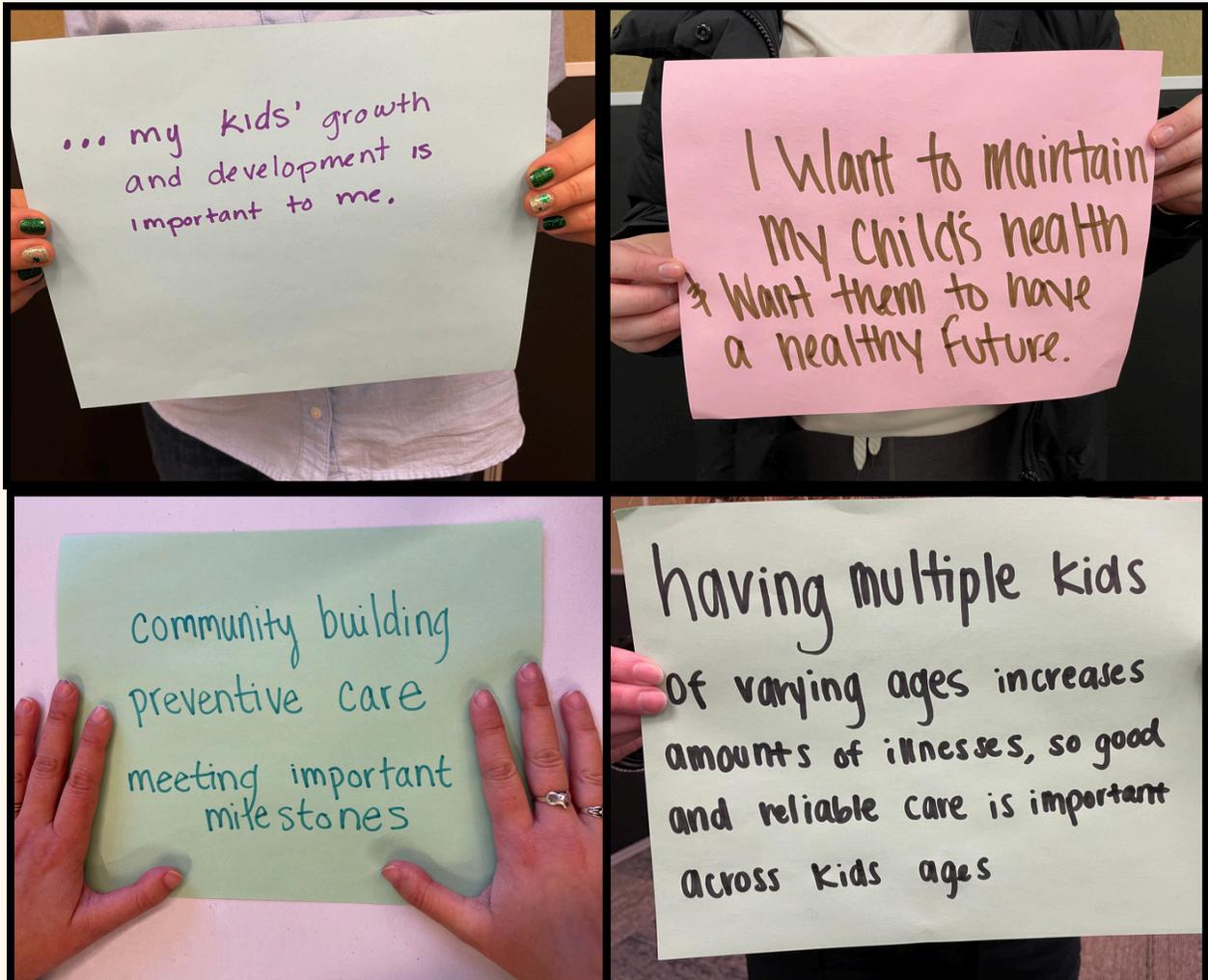
# Benefits of Well-Child Care

Participants in the community convenings provided us with feedback about their perceived benefits of well-child care and positive experiences with visits.

## Here is what we heard...

- Ability to track child's health and development
- Group well-child care visits
- Pediatricians scheduling the next visit at the time of the current appointment
- Financial assistance plans and discounted services
- Having the same doctor for all children in order to track family medical history
- Established relationships between the doctor and family
- Utilizing MyChart functions (i.e. scheduling, bills, visit reports, communication)

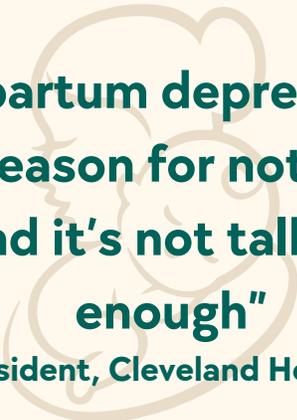
## "Well-child care is important to me because...."



# Barriers to Well-Child Care

Participants in the community convenings discussed struggles they have encountered when accessing well-child care. They also provided us with personal insights that affect their medical decisions for their child(ren). These responses gave us a broad picture of different challenges, ranging from political issues to post-partum depression, that affect families' views and experiences with well-child care.

**Here is what we heard...**



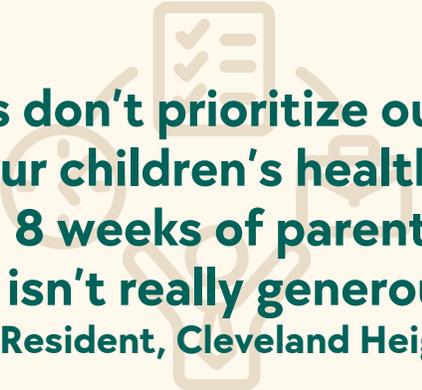
**"Post-partum depression is a major reason for not going to visits and it's not talked about enough"**

Resident, Cleveland Heights



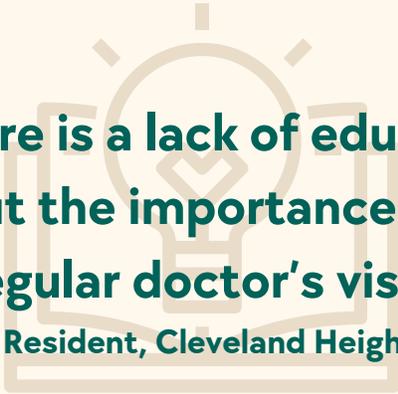
**"Other world and health issues and beliefs affect our trust in the medical system"**

Resident, Cleveland Heights



**"Jobs don't prioritize our health or our children's health in the U.S., 8 weeks of parental leave isn't really generous"**

Resident, Cleveland Heights



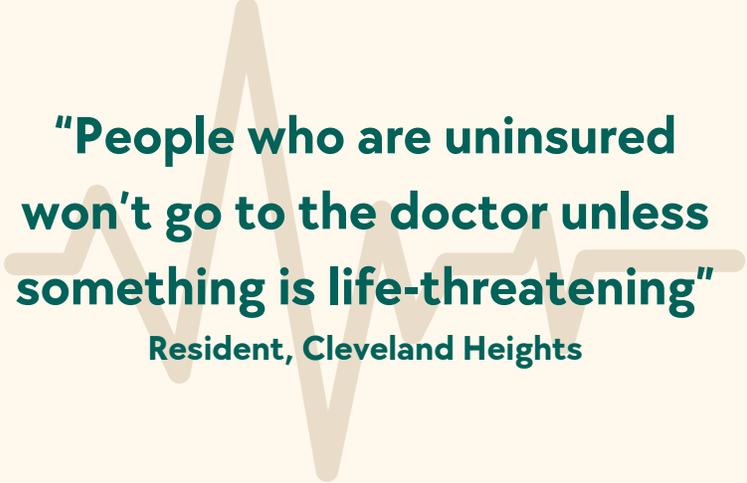
**"There is a lack of education about the importance of the regular doctor's visits"**

Resident, Cleveland Heights



**"I fear losing a trusted doctor or pediatrician because they are only temporary or transfer to a different office"**

Resident, Cleveland Heights



**"People who are uninsured won't go to the doctor unless something is life-threatening"**

Resident, Cleveland Heights

# Improving Well-Child Care Visit Rates

We asked parents and caregivers at the community convenings... What kind of information or conversations would make your doctor's visits better? And, who else do you trust when it comes to medical decisions? How do you feel that impacts your child's health?

**Here is what we heard....**

## Improvement Strategy Ideas Included

1. Resources and information about post-partum depression
2. Supporting efforts for new parents
3. Doctor "Office hours" that would allow parents and caregivers to communicate quick medical questions outside of a scheduled appointment
4. Protection measures for families to prevent spread of illness when a child in the 0-5 age range is sick and doesn't participate in formal childcare or school settings
5. Information about emerging infectious diseases

## Who Do Resident Trust for Guidance on their Child's Medical Decisions and Information?

1. The child's pediatrician or doctor
2. Family members with child care experience
3. Medical professionals that are friends and family
4. "Moms groups" on social media (i.e. Facebook)
5. Community members and social network
6. 24/7 Nurse Hotline



“Talking about arising diseases like Measles coming back, I have a 6-week old who can't get the vaccine yet, how do I protect them”

- Resident, Cleveland Heights

# Informal Conversations

Goal: To connect with families and caregivers during their everyday activities in their community and gather authentic information about their thoughts, opinions, and experiences with well-child care. We held these conversations at community centered locations in Cleveland Heights with the help of great partnerships.



The informal conversation structure was:

- A prompt
- An informal conversation. Examples of questions include: their perceived value of well-child care; Positive and negative experiences ; Accessibility of care; Any general feelings, thoughts, or opinions
- Survey QR code

“It is a lot to go to visits with many children, we have 6.”



- Resident, Cleveland Heights

# Informal Conversations

"Well-child care is important to me because..."

It is important For my child to have well-child care, because I want them to be provided the best information and care possible. I also realize that most medical issues are handled best with early detection, So if your child's well care is kept current, you have the best chance of keeping your child protected from harm and danger when it comes to their health.

Well child visits are critical checkins on our children. It's important we as parents and community can assess how our children are growing and developing!

well child visits help ensure relationships between pediatricians + families. They help ensure lines of communication are open. As a parent they help me to be informed and to ask questions about dev. milestones.

it keeps my children healthy! It helps with milestones + staying on track for vaccines.

It helps us w/ Job # 1 keeping this guy safe

It is extremely important that my children receives well care visits to catch/detect possible issues such as physical, cognitive, social-emotional delays as early as possible, in order to thrive to the fullest into their adolescence - teenage - adulthood

## Areas for Opportunity:

Well-child care positives included

- Many parents, families and caregivers are happy and have good relationships with their child(ren)'s pediatrician.
- It was fairly easy to find a pediatrician in the Cleveland Heights area.
- Emphasized the importance of regularly accessing well-child care for their child(ren) for their overall health, growth, and development.

## Things that Still Need to be Improved:

Struggles around well-child care included

- Scheduling appointments around working hours
- Navigating insurance
- Number of children who are being taken to regular visits
- Switching to different pediatricians
- Length of time it takes to get an appointment scheduled
- Having children at different pediatricians
- Getting ahold of doctors on the phone
- Not fully understanding well-child care

# Community Impact

The progress of the Discovery Phase went smoothly thanks to all of our new and existing partnerships in the Cleveland Heights community. We were able to build new connections, communicate with families and caregivers, and fully dive into their experiences with well-child care. The Cleveland Heights community members who contributed to our survey, community convenings, and informal conversations helped us emphasize their personal values and voices in our work.



## Next Steps

We look forward to working with the Better Health Partnership Northeast Ohio Children's Preventative Care QI Steering Committee on designing meaningful interventions that are responsive to the needs of children and families. As we take what we have heard into the Design Phase, we commit to centering our approach around the voices of the Cleveland Heights community.