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# 2016 Community Health Needs Assessment

**MERCY HEALTH — LOURDES HOSPITAL, PADUCAH, KY**



A Catholic healthcare ministry serving Kentucky and Ohio



Caring together. **MERCYHEALTH**

Mercy Health's long-standing commitment to the community covers more than 150 years. This commitment has expanded and evolved through considerable thought and care in considering our communities' most pressing health needs. One avenue for examining these needs is through a periodic, comprehensive Community Health Needs Assessment (CHNA) for each Mercy hospital. The most recent assessments were completed by teams comprised of Mercy Health and community leaders. They include quantitative and qualitative data that guide both our community benefit and strategic planning.

The following document is a detailed CHNA for Mercy Health — Lourdes Hospital. Lourdes enjoys a 110-year history of compassionate care for people within its service area and currently operates as a part of Mercy Health, with sister hospitals in Kentucky and Ohio. Mercy Health operates with a strong focus on continuing the healing ministry of Jesus. With 359 licensed beds and 1,134 full-time staff in 2015, plus 503 part-time and PRN staff, Lourdes Hospital embraces its mission, values and promise with almost 1,300 total employees. Our

staff provide care through 59 different departments and units stretched across Lourdes Hospital, Lourdes Medical Pavilion and outpatient clinics.

The creation of a good CHNA is indeed the “right thing to do” when acting as stewards of a total patient revenue budget of approximately \$750 million. Lourdes Hospital provided an astounding \$34,029,521 in charitable care and unpaid costs in 2012, 2013 and 2014. In addition, Mercy Health contributes more than \$1 million per day in community benefit services as we carry out our long-standing mission of extending care to the poor and under-served.

Lourdes Hospital strives to meet the health needs of its community. Please read the document's introduction below to better understand the health needs that have been identified.

Written comments regarding the health needs that have been identified in the current CHNA should be directed to <https://www.mercy.com/global/about-us/contact-us>.

**Through our CHNA, Mercy Health has identified the greatest needs among each of our hospital's communities. This enables us to ensure our resources are directed appropriately toward outreach, prevention, education and wellness opportunities where the greatest impact can be realized.**

# Table of contents

<b>INTRODUCTION</b> .....	3
Community served by hospital .....	3
Information and data considered in identifying potential need .....	4
<b>PROCESS AND METHODS</b> .....	5
<b>Process for Gathering and Analyzing Data/Information</b> .....	5
1. External sources .....	5
2. Other sources .....	6
<b>Community Input</b> .....	6
1. Use of community input .....	6
2. Organizations providing input .....	7
<b>EXECUTIVE SUMMARY</b> .....	9
<b>Significant health needs</b> .....	9
1. Cancer treatment .....	9
2. Obesity and diabetes .....	9
3. Mental health .....	9
4. Substance abuse .....	10
<b>Prioritized health needs</b> .....	10
1. Cancer treatment .....	10
2. Obesity and diabetes .....	10
3. Mental health .....	10
4. Substance abuse .....	10
<b>Resources available</b> .....	11
<b>PROGRESS ON 2013 CHNA</b> .....	12

# Introduction

## COMMUNITY SERVED BY HOSPITAL

T.R. §1.501(r)-3(b)(1)(i) and (3)

Lourdes Hospital in Paducah, Ky. serves a population of more than 200,000 people in portions of at least three states. Approximately 89% of patients served reside within the Jackson Purchase area of western Kentucky.

Lourdes Hospital admitted more than 10,000 patients and processed more than 400,000 patient visits/procedures in 2014. While total admissions have trended down over the past three years, the total number of patient visits and outpatient registrations has increased. These patients represent 31 different counties in Kentucky, Tennessee and Illinois. 41% of patient discharges were residents of Paducah/McCracken County, KY. The other counties in the service area include Marshall, Graves, Livingston, Ballard and Calloway. Five of the six counties (excluding Calloway) examined for this CHNA are medically underserved areas (MUA).

A review of pertinent demographic data for the seven counties in Lourdes Hospital's service area reflected no significant shift from a similar examination three years ago. The hospital's service area continues to be:

- Primarily Caucasian
- Equally split between male and female
- Stable in its population base/trends
- Of modest economic means, with the median household income ranging from \$35,000 to \$45,000

## INFORMATION AND DATA CONSIDERED IN IDENTIFYING POTENTIAL NEED

T.R. §1.501(r)-3(b)(1)(ii) and (5)

Information and data sources: federal, state or local health or other departments or agencies; community input

Public health departments (T.R. §1.501(r)-3(b)(5)(i)(a))	Date of data/information
Graves County Health Department	Nov. 25, 2015
Marshall County Health Department	Feb. 2, 2015
Livingston County Health Department	Jan. 19, 2016
Purchase District Health Department	Dec. 7, 2015

At-risk populations (T.R. §1.501(r)-3(b)(5)(i)(b))	Date of data/information
Angels Community Clinic	Dec. 16, 2015
Ballard County's Family Focus Family Resource and Youth Service Center	Dec. 21, 2015
Ballard County Judge Executive	Dec. 21, 2015
Murray-Calloway County United Way	Jan. 19, 2016
Heartland CARES, Inc.	Dec. 3, 2015
Four Rivers Behavioral Health	Dec. 9, 2015
KentuckyCare	Dec. 11, 2015
Marshall County Hospital	Dec. 7, 2015
Mayfield-Graves County United Way	Dec. 9, 2015
Murray-Calloway County Hospital	Jan. 20, 2016
Paducah Cooperative Ministry	Feb. 2, 2016
Paducah Family Service Society	Dec. 9, 2015
United Way of Paducah-McCracken County	Dec. 7, 2015
Paducah/McCracken County Senior Center	Dec. 17, 2015 and Jan. 11, 2016
Purchase Area Development District (PADD) Agency on Aging	Dec. 14, 2015
Pennyrile Area Agency on Aging and Independent Living	Dec. 11, 2015
Pennyrile Area Development District (PeADD) workforce development division	Dec. 11, 2015
Pennyrile Allied Community Services	Jan. 8, 2016
PADD Commodity and Food Bank Coordinator	Nov. 24, 2015
Purchase Area Health Connections	Dec. 17, 2015
St. Nicholas Foundation	Dec. 17, 2015
West KY Allied Services	Dec. 17, 2015, Jan. 20, 2016 and Jan. 29, 2016

Additional sources of input (T.R. §1.501(r)-3(b)(5)(ii))	Date of data/information
Murray-Calloway County Needline	Jan. 28, 2016
Interracial Women's Group of Paducah	Jan. 19, 2016
Livingston County Mobilizing for Action through Planning and Partnerships (MAPP) community health improvement plan	Feb. 21, 2016
Marshall County Alliance for Substance Abuse Prevention	Feb. 1, 2016
West Kentucky Community and Technical College Ready to Work program	Jan. 8, 2016

# Process and methods

## PROCESS FOR GATHERING AND ANALYZING DATA/INFORMATION

T.R. §1.501(r)-3(b)(6)(ii)

### Process and methods to conduct the community health needs assessment:

T.R. §1.501(r)-3(b)(6)(ii)

Information for this CHNA came from a variety of primary and secondary research sources. Information and data was gathered by Comsult Associates, a consultant firm based out of Murray State University Campus. Hired by Lourdes Hospital, the firm also presented the final report to the hospital's board of directors and explained the process and resources.

Primary sources included: one-on-one interviews with numerous local stakeholders; a variety of local focus groups; and survey data gathered from individuals within the service area. Much of the secondary data was gathered from: the Foundation for a Healthy Kentucky, the Robert Wood Johnson Foundation, University of Wisconsin Population Health Institute, the Kids Count Data Center from the Annie E. Casey Foundation, Kentucky Office of Vital Statistics, U.S. Census Bureau, U.S. Centers for Disease Control and Prevention (CDC) and the United Way of Paducah-McCracken County's "Impact Poverty" study.

From November 2015 to February 2016, one-on-one interviews with more than 20 stakeholders and civic leaders/servants provided information about health needs and the healthcare situation in the Lourdes service region. The frequency of responses about perceived needs was often matched by the passion with which people spoke about those needs.

In January and February 2016, focus groups were held with participants who are generally considered "users" of various healthcare topics, rather than managers or professional healthcare stakeholders and leaders. This provided a different perspective on the significant healthcare needs of the community served by Lourdes Hospital.

Stakeholder interviewees and focus group attendees were asked "If you could give Lourdes leaders a wish list of things you would like them to do, what would you include?" Specific action items that were mentioned were documented and grouped by one of the following areas of emphasis: patient support, health education, mental health, dental health and other healthcare topics.

The survey was created by Lourdes Hospital's manager of market planning and analytics and was distributed electronically to: all Lourdes employees; local school district faculty and staff; West Kentucky Community and Technical College; local banks; local county and city government employees; and other organizations that play an active role in Purchase Area healthcare. Survey responses were recorded anonymously through an electronic survey website. The survey was distributed from Jan. 1, 2016 to March 16, 2016. The questions covered 35 healthcare topics and asked respondents to identify the areas most in need of increased attention. Respondents also were given an opportunity to provide written comments in response to the question "What can Lourdes do to better serve the health needs of our community/region?"

The data gathered from pertinent government/organizational websites, local chambers of commerce, health departments, social agencies and the Purchase Area Connections for Health Coalition provided ample data to create a "snapshot" of health challenges in Lourdes Hospital's geographic service region.

#### External sources

- American Association for Suicidology
- American Foundation for Suicide Prevention
- CDC
- Foundation for a Healthy Kentucky
- Kids Count Data Center from the Annie E. Casey Foundation
- Kentucky Office of Vital Statistics
- Kentuckyhealthfacts.org from Foundation for a Healthy Kentucky
- United Way of Paducah-McCracken County's "Impact Poverty" study
- Robert Wood Johnson Foundation
- University of Wisconsin Population Health Institute
- U.S. Census Bureau

## Other sources

- Kentucky Health News
- State Cancer Profiles from the National Cancer Institute

## Community input

T.R. §1.501(r)-3(b)(6)(iii)

No written comments were received on the previously completed CHNA.

The CHNA relied heavily on input from local residents and health-related organizations. One-on-one interviews with more than 20 stakeholders and civic leaders/servants provided important information about health needs and the healthcare situation in Lourdes Hospital's service region. Local and county health commissioners (or their delegates) identified critical health needs and community resources to meet these needs. Focus group participants provided input from a consumer perspective on various healthcare topics, including different insurance and payment options, prevalence of certain chronic diseases, perceptions of Lourdes Hospital and lack of information, services and support in the community. The one-on-one interviews with healthcare providers, managers and leaders combined with perceptions of potential consumers provide an excellent insight into how Lourdes Hospital can better serve its constituency.

The most frequently mentioned needs that surfaced in the one-on-one interviews included:

1. Dental care, including treatment and prevention
2. Health education and information
3. Mental illness
4. Partnerships with area health agencies and organizations
5. Obesity and diabetes

Focus-group feedback yielded the following insights and areas of concern:

1. Lack of Medicaid acceptance
2. Prevalence of diabetes
3. Generally strong perception of Lourdes Hospital's hospice, home health and emergency department
4. Lack of health education and information, specifically for mental/behavioral health services and obstetrics/gynecology services
5. Lack of healthcare support services

Approximately 377 usable responses were recorded on the Lourdes Hospital website survey. The survey was designed to learn more about the health behavior and practices among people within the Lourdes Hospital service region. Additionally, the survey asked respondents to prioritize those health-related issues that they believed were most in need of greater attention. Finally, the survey provided an opportunity for respondents to answer open-ended questions that related to their perception of challenges for Lourdes Hospital in the healthcare arena. The seven top choices in descending order are:

1. Cancer
2. Cost of healthcare
3. School drop-outs
4. Drug abuse
5. Mental health
6. Child abuse
7. Obesity/diabetes

After reviewing feedback received through the one-on-one interviews, focus groups and surveys, the hospital identified four areas that respondents thought merited greater attention from Lourdes Hospital in the completion of this Community Health Needs Assessment:

1. Cancer
2. Obesity and diabetes
3. Mental health
4. Substance abuse

Lourdes Hospital's board of directors elected to focus on these four areas, as opposed to all seven areas identified by the website survey, due to the alignment of Lourdes Hospital's strengths and resources and a desire to complement and not duplicate other community agency work. The board was taken by some of Western Kentucky's health numbers and felt it was in our community's best interest to focus on these four areas. The board also agreed it would be in the hospital's best interest to focus on areas where Lourdes Hospital would have more of an impact, and in the more populous counties being served: McCracken, Marshall and Graves. Other counties in the service area range anywhere from 40 to 60 miles away, due to the rural and less-populated nature of the region.

## Organizations providing input

Organization providing input	Nature and extent of input	Medically underserved, low-income or minority populations represented by organization
Angels Community Clinic	Participated in one-on-one stakeholder interviews	Uninsured working population
Ballard County's Family Focus Family Resource and Youth Service Center	Participated in one-on-one stakeholder interviews	Families and children
Ballard County Judge Executive	Participated in one-on-one stakeholder interviews	Community at-large
Graves County Health Department	Participated in one-on-one stakeholder interviews	Community at-large
Heartland CARES, Inc.	Participated in one-on-one stakeholder interviews	Individuals with HIV and AIDS
Four Rivers Behavioral Health	Participated in one-on-one stakeholder interviews	Individuals with mental illness
Interracial Women's Group of Paducah	Participated in focus group discussions	Women of racial and ethnic minorities
KentuckyCare	Participated in one-on-one stakeholder interviews	Many populations
Livingston County Health Department	Participated in one-on-one stakeholder interviews	Community at-large
Livingston County MAPP community health improvement plan	Participated in focus group discussions	Community at-large
Marshall County Alliance for Substance Abuse Prevention	Participated in focus group discussions	Individuals with substance abuse issues
Marshall County Health Department	Participated in one-on-one stakeholder interviews	Community at-large
Marshall County Hospital	Participated in one-on-one stakeholder interviews	Many populations
Mayfield-Graves County United Way	Participated in one-on-one stakeholder interviews	Low-income, uninsured, homeless and families and children
Murray-Calloway County United Way	Participated in one-on-one stakeholder interviews	Low-income, uninsured, homeless and families and children

## Organizations providing input ...continued

Organization providing input	Nature and extent of input	Medically underserved, low-income or minority populations represented by organization
Murray-Calloway County Hospital	Participated in one-on-one stakeholder interviews	Many populations
Murray-Calloway County Needline	Participated in focus group discussions	Low-income, uninsured, homeless and families and children
Paducah Cooperative Ministry	Participated in one-on-one stakeholder interviews	Low-income, uninsured and under-served community
Paducah Family Service Society	Participated in one-on-one stakeholder interviews	Families and children
PADD Agency on Aging	Participated in one-on-one stakeholder interviews	Elderly
Paducah/McCracken County Senior Center	Participated in focus group discussions and one-on-one stakeholder interviews	Senior citizens
Pennyrile Area Agency on Aging and Independent Living	Participated in one-on-one stakeholder interviews	Elderly and those with disabilities
PeADD workforce development division	Participated in one-on-one stakeholder interviews	Community at-large
Pennyrile Allied Community Services	Participated in one-on-one stakeholder interviews	Community at-large
Purchase Area Health Connections	Participated in one-on-one stakeholder interviews	Community at-large
Purchase District Health Department	Participated in one-on-one stakeholder interviews	Community at-large
United Way of Paducah-McCracken County	Participated in one-on-one stakeholder interviews	Low-income, uninsured, homeless and families and children
St. Nicholas Foundation	Participated in one-on-one stakeholder interviews	Low-income working community members
West KY Allied Services	Participated in one-on-one stakeholder interviews and focus group discussions	Low-income, homeless, elderly, uninsured and people with disabilities or mental illness
West Kentucky Community and Technical College Ready to Work program	Participated in focus group discussions	Adults

# Executive summary

## Significant health needs

T.R. §1.501(r)-3(b)(4)

### CANCER TREATMENT

#### Capacity and adequacy of service levels

- Kentucky has the highest cancer death rate in the country.
- In all recorded areas of Lourdes Hospital's service region, the cancer-related death rate is lower than the state as a whole.
- Many of the state's cancer-related deaths come from Eastern Kentucky, where smoking and coal mining are very prevalent.
- 28% of residents in Lourdes' service area are smokers. This rate has remained constant and is about the same as the state rate.

#### Current service providers

Lourdes Hospital and Mercy Health clinics and physician offices provide imaging and cancer-related services in McCracken and Marshall counties. Other programs and services are provided by Kentucky Cancer Program, Kentucky Cabinet for Health and Family Services, KentuckyOne Health, Kentucky Cancer Link, Purchase District Health Department, Baptist Health of Paducah and health coalitions throughout the region.

### OBESITY AND DIABETES

#### Capacity and adequacy of service levels

- 20% of residents in Ballard County have diabetes, which is almost double the state average (11%).
- From 2013 to 2016, the prevalence of adult obesity increased from 24% to 41% in McCracken County. During this same time, the state rate only increased from 27% to 32%.

- More than one in 10 adults in Kentucky has been diagnosed with diabetes. Poverty appears to be a significant risk factor, as 10.7% of residents above the poverty line have diabetes while 15.3% below the line have the disease.

#### Current service providers

Current service providers in the Lourdes Hospital service area include: Foundation for a Healthy Kentucky, Mercy Health Physicians, Baptist Health of Paducah and local government departments. Community education programs also are offered through local health departments, businesses, churches, schools and shelters.

### MENTAL HEALTH

#### Capacity and adequacy of service levels

- Suicide continues to be an extraordinary concern for Kentucky, the Jackson Purchase region and the entire Lourdes service area. There is a suicide in Kentucky every 12.5 hours.
- In 2014, suicide was the 10th leading cause of death in Kentucky. With a rate of 15.5 per 100,000 residents, the state ranked 19th in the country for suicides. The national rate was 12.6 per 100,000.
- Suicide is the second leading cause of death in the 15-to-34-year-old age group and the third leading cause of death in the 35-to-54-year-old age group.
- Graves County has the highest suicide rate in the Lourdes service region, with a rate of 30 per 100,000 residents.
- There are currently no suicide prevention hotlines in Jackson Purchase or the Lourdes service region.

#### Current service providers

Lourdes Hospital offers an inpatient adult and geriatric behavioral health program. There are eight suicide prevention hotlines in Kentucky. Additional service providers include Four Rivers Behavioral Health, American Foundation for Suicide Prevention and the Purchase District Health Department.

## SUBSTANCE ABUSE

### Capacity and adequacy of service levels

- With the exception of Marshall County, all counties in Lourdes Hospital's service area had rates of binge drinking (defined as consuming five or more drinks in one hour) that were lower than the state rate of 15%. Marshall County's rate was 16%.
- While drug arrests in Kentucky decreased from 1,430 per 100,000 residents to 1,265, both McCracken and Graves counties saw significant increases.

### Current service providers

Current services providers addressing the substance abuse needs of the community include the Purchase District Health Department, Paducah Lifeline Ministries, Purchase Area Sexual Assault and Child Advocacy Center (PASAC), local school districts and the Kentucky Agency for Substance Abuse Policy (KY-ASAP), which has local boards in Marshall and McCracken counties.

## Prioritization of health needs

Lourdes Hospital's board of directors elected to focus on four areas (cancer, obesity/diabetes, mental health and substance abuse) as opposed to all seven areas identified by the website survey. This was due to the alignment of Lourdes Hospital's strengths and resources and a desire to complement and not duplicate other community agency work. The board was taken by some of Western Kentucky's health numbers and felt it was in our community's best interest to focus on these four areas. The board also agreed it would be in the hospital's best interest to focus on areas where Lourdes Hospital would have more of an impact, and in the more populous counties that are being served: McCracken, Marshall and Graves. Other counties in the hospital's service area range anywhere from 40 to 60 miles away due to the rural and less-populated nature of the region.

## Prioritized health needs

Based on all of the above information and processes, the prioritized health needs of the community served by Lourdes Hospital are listed below.

### CANCER TREATMENT

Kentucky has the highest cancer death rate in the country. In order to increase early prevention, a need exists to enhance community opportunities for participation in educational programs and screenings that promote healthy living and awareness of cancer risk factors.

### OBESITY AND DIABETES

The prevalence of adult obesity increased by 17 percentage points (24% to 41%) in McCracken County while the state rate increased 5 percentage points (from 27% to 32%). A direct correlation exists between obesity and chronic illnesses, such as diabetes. There is a need to engage the community with exercise opportunities and educational programs that promote healthy living and its impact on chronic illness.

### MENTAL/BEHAVIORAL HEALTH

In 2014, suicide was the 10th leading cause of death in Kentucky. With a rate of 15.5 per 100,000 residents, the state ranked 19th in the country for suicides. The national rate was 12.6 per 100,000. Suicide is the second leading cause of death among 15-to-34-year-old Kentuckians and the third leading cause of death for those ages 35 to 54.

### SUBSTANCE ABUSE

With the exception of Marshall County, all counties in Lourdes Hospital's service area had rates of binge drinking (defined as consuming five or more drinks in one hour) that were lower than the state rate of 15%. Marshall County's rate was 16%. While drug arrests in Kentucky decreased from 1,430 per 100,000 residents to 1,265, both McCracken and Graves counties saw significant increases. The need for substance abuse awareness and prevention is prevalent throughout the community.

## Resources available

The existing healthcare facilities and other resources within the community that are available to meet the prioritized needs are listed below for each need:

### CANCER TREATMENT

Resources available to address the cancer needs of the community include Mercy Health — Lourdes Hospital, American Cancer Society, Kentucky Cancer Program, Kentucky Cabinet for Health and Family Services, KentuckyOne Health, Kentucky Cancer Link, Purchase District Health Department, Baptist Health of Paducah, Marshall County Health Department and health coalitions throughout the region.

### OBESITY AND DIABETES

Resources available to address the obesity and diabetes needs of the community include Foundation for a Healthy Kentucky, Mercy Health Physicians, Baptist Health of Paducah, Purchase District Health Department and local government departments. Community education programs also are offered through local health departments, businesses, churches, schools and shelters. Community collaborations, such as Walk With a Doc and Murray Calloway Wellness Consortium's Obesity Workgroup, also are planning to commit resources to this need.

### MENTAL HEALTH

Resources available to address the mental health needs of the community include Lourdes Hospital, eight suicide prevention hotlines in Kentucky, Four Rivers Behavioral Health, American Foundation for Suicide Prevention, Purchase District Health Department, Purchase Youth Village, Mountain Comprehensive Care Center, Child Watch Children's Advocacy Center, Inc., National Alliance on Mental Illness (NAMI), Suicide Awareness Voices of Education (SAVE) local chapter, American Foundation of Suicide Prevention and community coalition groups.

### SUBSTANCE ABUSE

Resources available to address the substance abuse needs of the community include Purchase District Health Department, Four Rivers Behavioral Health, Purchase Youth Village, Merryman House, Oscar Cross Boys and Girls Club of Paducah, Inc., Mountain Comprehensive Care Center, PASAC, KY-ASAP, Center Point Recovery Center, Paducah Lifeline Ministries, Marshall County Health Department and local school districts and community coalition groups.

# Progress on Health Priorities Identified in the 2013 Health Needs Assessment

## ACCESS TO PRIMARY CARE

Initiatives	Impact
Federally qualified health clinics (FQHC)	Lourdes Hospital established a cooperative effort with FQHCs and linked emergency department managers with FQHCs to ensure follow-up care.
St. Nicholas Foundation	The hospital increased support to St. Nicholas Foundation to aid in primary care, dental care and medication support.
Healthcare Education and Registration Training, Inc. (HEART)	The hospital increased its support for this community-based prescription-assistance program, helping 1,352 people through November 2015.
Community outreach, support and education	Lourdes Hospital initiated a discussion with the CincySmiles Foundation and Purchase Dental Society, focusing on dental services for Medicaid and uninsured adults. The hospital also subsidized two school-based health clinics through support from the Mercy Outreach Grant Program.

## CANCER: EARLY DETECTION

Initiatives	Impact
Mobile mammography services	The hospital provided biannual support for the University of Louisville Mobile Mammography van.
Kentucky Colon Cancer Screening Program	In collaboration with the Purchase District Health Department and Mercy Health’s gastroenterology department, the hospital participated in this population-based public health initiative that aims to increase awareness of screening for colorectal cancer.
Community outreach, support and education	Mercy Health hospitals continue to support and promote tobacco-free workplaces.

# Progress on Health Priorities Identified in the 2013 Health Needs Assessment

## INSUFFICIENT MENTAL/BEHAVIORAL HEALTH SERVICES

Initiatives	Impact
Behavioral health unit	The hospital added an adult and geriatric behavioral health unit to increase access to behavioral health services.
Behavioral health telemedicine program	The hospital continues to explore the opportunity to begin an adolescent behavioral health telemedicine program.

## OBESITY

Initiative	Impact
Community outreach, support and education	Lourdes Hospital instituted an after-school running program in cooperation with the Rehab Associates Foundation at United Way of Paducah-McCracken County. Twenty schools and more than 1,200 students participated. In addition, the hospital partnered with Baptist Health of Paducah and the city of Paducah to provide \$200,000 of a \$400,000 matching grant from the Foundation for a Healthy Kentucky to create a multi-use park focused on youth.