
Building a Culture of Health: Community-Driven Approaches to Health Equity in Klamath County, Oregon



RACING FORWARD, SWINGING BIG
UNITED FOR PUBLIC HEALTH



Presenters

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Objectives



Demonstrate how CHA and MAPP 2.0 methodologies have been applied to identify and prioritize health needs in Klamath County.



Share strategies for engaging diverse community stakeholders in health improvement planning and implementation.



Highlight policy, systems, and environmental changes influenced by coalition efforts.



Discuss lessons learned and replicable practices for other rural communities seeking to improve health equity.

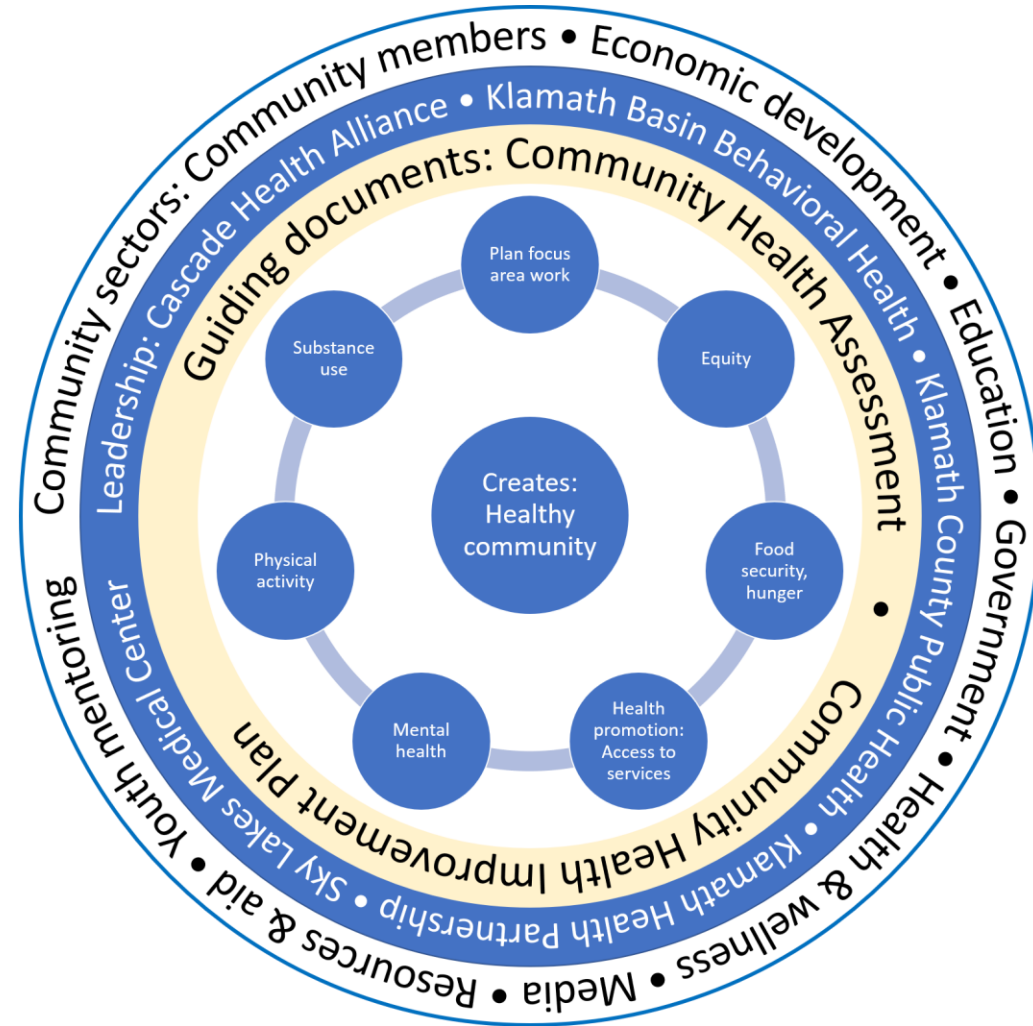
Healthy Klamath Network

Formed in 2012 in response to community health challenges

Multi-sector, community-driven coalition

Focused on long-term, sustainable change

Certified Blue Zones Community



Conduent Healthy Communities Institute



Who Is at the Table?

Local public health

Healthcare providers

Schools and early learning partners

Tribal entities

Community-based organizations

Government and business partners



Klamath County Public Health

Accountability ♦ Compassion ♦ Excellence
Integrity ♦ Respect





Community
HEALTH ASSESSMENT
2024



Provides a shared understanding
of community health

Combines data with community
voice

Guides strategic priority setting

MAPP 2.0 Process

Community Partner Assessment:

- Examines the ability of organizations and partners to work together to improve health and health equity.

Community Status Assessment:

- Provides a picture of the communities health.

Community Context Assessment:

- Provides a qualitative understanding of how people experience their community.

Engagement Methods

Community
listening
sessions

Surveys and
feedback tools

Workgroups led
by community
members

Focus on Social Determinants of Health

HealthyKlamath.org has public facing dashboards that bring data insights of the community directly to your fingertips.

Social Determinants



Health / Disabilities

Adults with Disability Living in Poverty



Health / Health Care Access & Quality

Medicare Healthcare Costs



Health / Health Information Technology

Households with an Internet Subscription

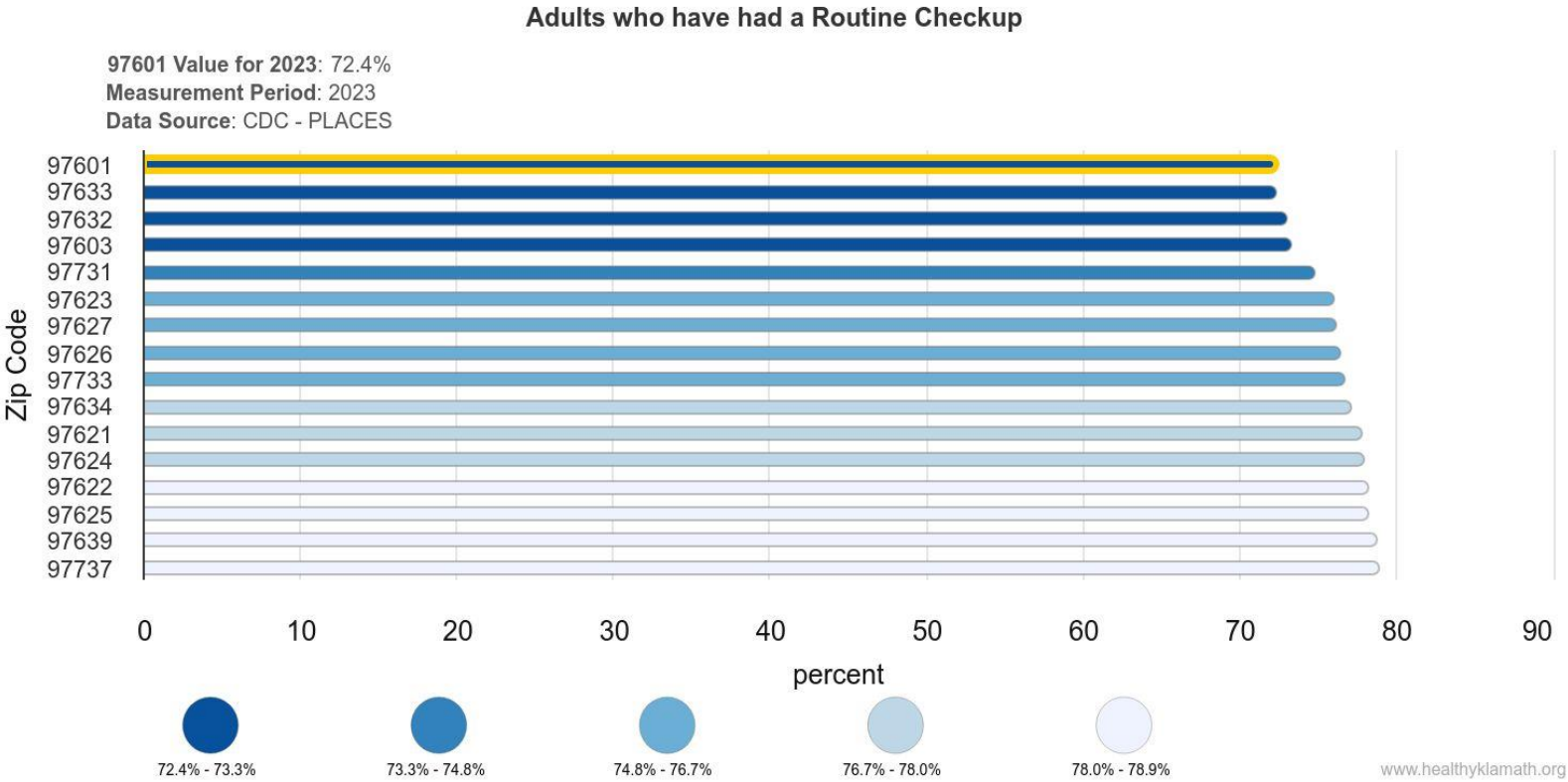


Persons with an Internet Subscription





Priority Area: Access to Services



Priority Area: Behavioral Health

HEALTH / MENTAL HEALTH & MENTAL DISORDERS INDICATOR

Poor Mental Health: 14+ Days ▾

18.7%

Location: Klamath

▾ Period: 2023

▾ Show Legend



In the worst 25% of OR Counties



In the worst 25% of U.S. Counties



Higher and worse than the US Value (15.6%)

Priority Area: Food Security

Food Insecurity Rate ▾

17.5%

Location: Klamath

Period: 2023

▾ Show: Rate

▾ Show Legend



In the worst 25% of OR Counties



In the second worst 25% of U.S. Counties



Higher and worse than the OR Value (14.2%)



Higher and worse than the US Value (14.5%)



Higher and worse than the prior value (16.4%)



Worsening over time

Priority Area: Physical Activity

Adults Engaging in Regular Physical Activity ▾

22.4%

Location: Klamath

Period: 2018-2021

▾ Target: HP 2030 Target

▾ Show Legend



In the second worst 25% of OR Counties



Higher and better than the prior value (20.2%)



Worsening over time



Does not meet HP 2030 Target (29.7%)

What does it measure?

This indicator shows the percentage of adults who participate in moderate or high intensity muscle-strengthening activities as well as at least 150 minutes of moderate physical activity, 75 minutes of vigorous physical activity, or an equivalent combination of moderate and vigorous aerobic activity per week.

Community Engagement Approach

- We engage community members at all levels, from stakeholders to service end users
- Healthy Klamath monthly newsletters on community engagement activities
- Community Calendar (updated every week)
- Giveback Day
- Vomo



Distribution Sites Winter 2026

Season will run January 8th – May 8th

The Klamath/Lake Counties Food Bank is partnering with the following distribution sites to provide fresh produce to area residents. Current site locations and times listed below:

Thursday

Chiloquin Care Program 225 Hwy 422 North, Chiloquin, OR 1st & 3rd 10:00 am - Until Out

Friday

YMCA 1221 Alameda Ave, Klamath Falls, OR 10:00 am - Until Out

Please keep in mind that produce offerings vary based on seasonal availability.

This institution is an equal opportunity provider. Rev. 12/29/2025

VISIT THE



Healthy Klamath Resource Market is a dedicated group of agencies providing outreach to help members in our community.



Klamath Falls- 2nd, 3rd, 4th, and 5th Thursday: January 8th, 15th, 22nd, and 29th inside the Thrive Church Warming Center 8:00 AM -10:00 AM
Klamath Falls- 2nd, 3rd, 4th, and 5th Thursday: January 8th, 15th, 22nd, and 29th in The Mission parking lot (NE corner) 11:00 AM-1:00 PM
Klamath Falls-Every Tuesday: January 6th, 13th, 20th, and 27th at the Courthouse (lawn) 2:00 PM-4:00 PM

Free Resources

Peer Support • Employment • Recovery Support
Transportation • Health • Food • And much more!



Call For Information: 541-883-2947
www.HealthyKlamathConnect.com



Policy, Systems, and Environmental Change

- Integration of health equity into local frameworks
- Tobacco Policy Changes
 - Raised age for Tobacco Sales to 21
- Focus on long-term sustainability through systemic changes



Measurable Impact

- 80% of partners take part in community-led initiatives
- Expanded access to resources in Spanish and English.
- 2018 recipient of Robert Wood Johnson Foundation's Culture of Health Prize for advancing health, opportunity, and equity for all
- Certified Blue Zones Project Community
- Foster G McGaw Award Finalist



Lessons Learned

- Authentic engagement takes time
- Flexibility is essential in rural communities
- Have succession plans in place
- Formalize agreement
- Have roles built into job descriptions



Replicable Practices

- Consistent network meetings and meeting minutes accessible to the public
- Shared workload through guided work groups
- Mapp 2.0 Methodology



Tools for Local Health Departments

- Practical CHA and MAPP 2.0 methodology
- Community engagement techniques
- Equity-focused planning strategies



Key Takeaways

- Community members are co-creators of solutions
- Equity-driven approaches improve outcomes
- Rural communities can drive meaningful change



Thank You