

Gratiot County Community
Health Improvement Plan
2013-2015



LIVEWELL
GRATIOT

Gratiot County, united in a culture of healthy living.

Community Health Improvement Plan (CHIP) Summary

Live Well Gratiot is pleased to present the 2013-2015 Community Health Improvement Plan (CHIP) for Gratiot County. This CHIP was developed by over 40 member organizations and individuals who represent a broad spectrum of the community and subscribe to a broad definition of health.

The CHIP was developed by the members representing Live Well Gratiot using health data, community input and each member's professional expertise. The population health status of Gratiot County was obtained by conducting a community health assessment, which was then developed into the Community Health Profile report. This provided the necessary information for Live Well Gratiot members to examine and identify health issues that will be addressed in the 2013-2015 Community Health Improvement Plan cycle.

The members identified four issues as health priorities. They are:

- Obesity
- Tobacco Use
- Alcohol & Drug Use
- Access to Care

Goals and objectives relating to these issues as well as intervention strategies, barriers and resources comprise the community health improvement plan. These strategies, which were determined to have the greatest likelihood of success, will be implemented and monitored by individuals and groups committed to improving the health concerned with that particular health issue. The selected groups will convene on a regular basis over this 3 year cycle to ensure that progress is being made on the identified issue.

The CHIP process is an ambitious and bold effort at community engagement for a common good. No single organization has the depth of resources needed to raise community health to an optimal level. The CHIP process is based on the idea that through collaboration, we as a community can accomplish more and have a great impact on the health of our community members. The CHIP was developed in alignment with State Priorities described in the Michigan's Health and Wellness 4 X 4 Plan and National Priorities included in Healthy People 2020.

LWG Priority Area – OBESITY

Goal: REDUCE OBESITY RATES IN GRATIOT COUNTY ADULTS AND YOUTH

Sources for Evidenced-Based Strategies: The Guide to Community Based Services (The Community Guide)

Target Audience: Gratiot County Adults and Youth

Baseline Measures:

- A higher proportion of Gratiot County adults than Michigan adults are obese (32.7% vs. 30.9%).
- A higher proportion of Gratiot County high school students than Michigan students are obese (18.6% vs. 12.1%).
- A slightly lower proportion of Gratiot County adults than Michigan adults are sedentary (23.8% vs. 24.1%).
- A higher proportion of Gratiot County students than Michigan students were physically active for at least 60 minutes per day on five of the past seven days (56.4% vs. 46.8%).
- A higher proportion of Gratiot County adults than Michigan adults did not consume the recommended servings of fruits and vegetables (91.1% vs. 77.8%).

Baseline Data Source: Behavioral Risk Factor Surveillance Survey (2008-2010); Michigan Profile for Healthy Youth (2011-12)

Champion(s): Healthy Children’s Initiative, Gratiot Collaborative Council

Measurable Objectives: In 3 years...

- 1) Decrease the percentage of Gratiot County adults that are obese by 3% (32.7% to 29.7%).
- 2) Decrease the percentage of Gratiot County high school students that are obese by 3% (18.6% to 15.6%).
- 3) Decrease the percentage of Gratiot County adults that are sedentary by 5% (23.8% to 18.8%).
- 4) Increase the percentage of Gratiot County students that are physically active for at least 60 minutes per day on five of the past seven days by 5% (from 56.4% to 61.4%).
- 5) Decrease the percentage of Gratiot County adults that do not consume the recommended servings of fruits and vegetables by 5% (91.1% to 86.1%).

Barriers	Intervention Strategies (evidence-based)	Expected Outcomes
- Funding - Widespread marketing of less healthy foods	Strategy #1: Implement a Community-Wide Campaign to Increase Physical Activity a. Enhance social support interventions in community settings (setting up a buddy system to support physical activity;	Campaign will be implemented.

	<p>making contracts with others to complete specified level of physical activity; create network of walking groups or other type of activity groups to provide friendship and support)</p> <p>b. Create Winter Warm Up event – promotes winter walking and walking clubs (consider partnering with Play Makers)</p> <p>c. Develop Live Well Gratiot App (Mobile phone based intervention to promote/track physical activity)</p> <p><i>The Community Guide recommends community wide campaigns to increase physical activity - large-scale, multicomponent campaigns that deliver messages by using TV, radio, newspaper and inserts. Include other components – community challenge; health fairs, work site wellness, community events.</i></p> <p>Strategy #2: Enhance places for physical activity and combine with informational outreach</p> <p>a. Develop trailhead signage – length of trail, estimated time to travel trail, parking information</p> <p><i>The Community Guide recommends creation of or enhanced access to places for physical activity combined with informational outreach activities.</i></p> <p>Strategy #3: Enhance local farmer’s markets</p> <p>a. Increase partnerships between local farmers and community (year round farmers market, Farm to School and Farm to Work initiatives, etc.)</p> <p>b. Improve access to farmers market products to those receiving food assistance</p> <p><i>The Community Guide recommends efforts to increase access to farmers markets through worksites.</i></p> <p>Strategy #4: Engage city officials to adopt a Complete Streets ordinance/policy (policies that support the design of accessible and safe streets that encourage physical activity in small geographic areas) in two communities.</p> <p><i>The Community Guide recommends Complete Streets policy implementation http://www.thecommunityguide.org/pa/index.html</i></p>	<p>Signage will be developed and informational outreach campaign will be completed.</p> <p>Initiatives to enhancing access to local farmer’s markets will be implemented.</p> <p>Two communities will adopt a Complete Streets ordinance/policy.</p>
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LWG Priority Area – TOBACCO USE

Goal: REDUCE USE OF TOBACCO PRODUCTS BY GRATIOT COUNTY ADULTS AND YOUTH

Sources for Evidenced-Based Strategies: The Guide to Community Based Services (The Community Guide); Centers for Disease Control’s “Best Practices for Comprehensive Tobacco Control”; Michigan Department of Community Health Work Plan,

Target Audience: Gratiot County Adults and Youth

Baseline Measure: A higher proportion of Gratiot County adults than Michigan adults smoke (27% vs. 19.8%).
A lower proportion of Gratiot County high school youth than Michigan youth smoke (13.2% to 18.8%).

Baseline Data Source: Behavioral Risk Factor Surveillance Survey (2008-2010); Michigan Profile for Healthy Youth (2011-12)

Champion(s): Gratiot County Substance Abuse Coalition (GCSAC), Tobacco Free Gratiot

Measurable Objectives: In 3 years....

- 1) Decrease the percentage of Gratiot County adults that smoke by 3% (27% to 24%).
- 2) Decrease the percentage of Gratiot County high school youth that smoke by 3% (13.2% to 10.2%)

Barriers	Intervention Strategies (evidence-based)	Expected Outcomes
- Funding	<p>Strategy #1: Support the continuation of tobacco vendor education and tobacco compliance checks</p> <p>Strategy #2: Support the continuation of annual SYNAR checks</p> <p>Strategy #3: Raise awareness of the State’s Tobacco Quitline and available smart phone applications that support smoking cessation</p> <ul style="list-style-type: none"> a. Promote use of the Quitline through targeted referrals, distribution & posting of informational materials (target promotions to organizations that work with medically underserved such as Medicaid, FQHCs, CMH, shelters, substance abuse treatment Center, etc.) 	<p>Checks will be completed.</p> <p>Checks will be completed</p> <p>Awareness campaign will be completed and number of calls from Gratiot County residents to the Quitline will have increased.</p>

b. Produce communications to broader community (radio spots, print ads, newsletter articles, PSAs) promoting the Quitline.

c. Continue to promote the Quitline fax referral program to health care professionals.

Centers for Disease Control's "Best Practices for Comprehensive Tobacco Control" recommends local media campaign to support statewide initiative; Includes: social marketing, local sponsorships, other grassroots efforts

http://www.cdc.gov/tobacco/stateandcommunity/best_practices/index.htm

Strategy #4: Implement smoke free policies/ordinances in public parks and beaches throughout Gratiot County

a. Obtain baseline data from localities regarding the number of outdoor smoke-free parks and beaches in their areas.

b. Educate local elected officials about the benefits of smoke-free beaches, parks, outdoor malls, amphitheaters, community events and festivals.

c. Encourage and offer assistance to localities and businesses wishing to develop and implement smoke-free parks and beaches policies.

This work is also consistent with Michigan Dept. of Community Health work plan; www.michigan.gov/tobacco and Objective and Strategies through Tobacco Free Michigan, 5YR Strategic Plan for Tobacco Use Prevention and Reduction 2008-2013; www.tobaccofreemichigan.org

Strategy #5: Through working with organizations/worksites, encourage workers to go smoke-free at work and home

a. Promote smoke-free policies to reduce worksite tobacco use (employer-based)

b. Create incentives & competitions to reduce smoking and combine with other interventions (employer-based)

c. Create/provide smoking cessation toolkit for employers

The Community Guide recommends employer-based Smoke-free policies to reduce tobacco use as well as incentives & competitions to reduce smoking combined with other interventions

<http://www.thecommunityguide.org/tobacco/index.html>

Smoke Free policies/ordinances will be implemented in public parks and beaches.

Gratiot County employers will be engaged and implement strategies.

Strategy #6: Utilize "Above the Influence" programs within schools

Programs will be implemented.

LWG Priority Area – ALCOHOL & DRUG USE

Goal: REDUCE USE AND ABUSE OF ALCOHOL AND DRUGS BY GRATIOT COUNTY ADULTS AND YOUTH

Sources for Evidenced-Based Strategies: Office of National Drug Control Policy, Substance Abuse and Mental Health Services Administration (SAMSHA)

Target Audience: Gratiot County Adults and Youth

Baseline Measure: A similar proportion of Gratiot County than Michigan adults report binge drinking (17% vs. 16.9%).
A lower proportion of Gratiot County high school youth than Michigan youth report that they had at least one drink of alcohol during the past 30 days (21.6% to 37%).
A lower proportion of Gratiot County youth than Michigan youth report that they had used Marijuana during the past 30 days (11.5% to 20.7%).

Baseline Data Source: Behavioral Risk Factor Surveillance Survey (2008-2010); Michigan Profile for Healthy Youth (2011-12)

Champion(s): Gratiot County Substance Abuse Coalition (GCSAC)

Measurable Objectives: In 3 years....

- 1) Decrease the percentage of Gratiot County adults that binge drinking by 3% (17% vs. 14%).
- 2) Decrease the percentage of Gratiot County high school youth that have had at least one drink of alcohol during the past 30 days by 3% (21.6% to 18.6%).
- 3) Decrease the percentage of Gratiot County high school youth that have used Marijuana during the past 30 days by 3% (11.5% to 8.5%).

Barriers

Intervention Strategies (evidence-based)

Expected Outcomes

- Funding

Strategy #1: Engage School leaders in substance abuse prevention activities targeting youth.
SAMHSA recommends programs such as Keepin It Real (part of D.A.R.E. curriculum)
<http://www.nrepp.samhsa.gov/ViewIntervention.aspx?id=43>
and Start Taking Alcohol Seriously (STARS).
<http://www.nrepp.samhsa.gov/ViewIntervention.aspx?id=133>

School leaders will be engaged

	<p>Strategy #2: Support the current media campaign targeting youth regarding prevention of underage drinking.</p> <p>Strategy #3: Support the continuation of alcohol Compliance Checks in Gratiot County.</p> <p>Strategy #4: Increase the number of medication drop-off sites in the county from 2 to 3 and promote the locations <i>Office of National Drug Control Policy recommends Medication Drop Off Programs</i> http://www.whitehouse.gov/sites/default/files/ondcp/2012_ndcs.pdf</p> <p>Strategy #5: Promote the use of ‘screening, brief intervention and referral for alcohol, tobacco and drugs’. Screening could/should be done at multiple providers (e.g. primary care, MMDHD, CMH, COA, Child Advocacy, other human service agencies).</p>	<p>Media Campaign is completed.</p> <p>Checks are completed.</p> <p>An additional drop-off site is implemented.</p> <p>Information is provided to multiple providers.</p>
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LWG Priority Area – ACCESS TO / UTILIZATION OF HEALTH SERVICES

Goal: IMPROVE ACCESS TO HEALTH CARE SERVICES FOR GRATIOT COUNTY RESIDENTS

Sources for Evidenced-Based Strategies: Agency for Healthcare Research and Quality (AHRQ)

Target Audience: Gratiot County Adults

Baseline Measure:

- A higher proportion of Gratiot County adults (age 18-64) than Michigan adults are without health insurance (21.6% vs. 16.2%).
- A higher proportion of Gratiot County adults than Michigan adults have no personal doctor (16.4% vs. 13.4%).
- A higher proportion of Gratiot County adults than Michigan adults reported there was a time in the past year when they needed to see a doctor but could not (15.4% vs. 13.9%).
- 13.1% of Gratiot County adults reported there was a time in the past year when they needed to see a dentist but could not. (results not available for Michigan).
- 18.9% of Gratiot County adults reported there was a time during the past year when they needed a prescription filled, but could not do so because of the cost. (results not available for Michigan).

Baseline Data Source: Behavioral Risk Factor Surveillance Survey (2008-2010);

Champion(s): Mid-Michigan Health Plan (MMHP) Board, Gratiot County Mental Health, MidMichigan Medical Center-Gratiot

Measurable Objectives: In 3 years....

- 1) Decrease the percentage of Gratiot County adults without health insurance by 5% (21.6% to 16.6%).
- 2) Decrease the percentage of Gratiot County adults that have no personal doctor by 5% (16.4% to 11.4%).
- 3) Decrease the percentage of Gratiot County adults that need to see a doctor but cannot by 5% (15.4% to 10.4%).
- 4) Decrease the percentage of Gratiot County adults who need to see a dentist but cannot by 5% (13.1% to 8.1%).
- 5) Decrease the percentage of Gratiot County adults who need a prescription filled but cannot by 5% (18.9% to 13.9%)

Barriers

Intervention Strategies (evidence-based)

Expected Outcomes

<p>- Funding</p>	<p>Strategy #1: Implement a navigation system to connect at-risk individuals to health care and community based services (e.g. community health worker program or a community hub model to improve access to care for at-risk populations) <i>AHRQ recommends the use of health navigators in the Pathways Hub Model.</i></p> <p>Strategy #2: Promote existing information repositories available</p> <ol style="list-style-type: none">1. 2-1-12. Masonic Pathways call line3. MMMC-Gratiot Health Line4. 8-Cap Resource Directory <p>Strategy #3: Support initiatives that enhance public transportation (eg. Establishment of a Regional Transportation Authority, voucher system)</p> <p>Strategy #4: Support the establishment and sustainability of the Free Clinic</p> <p>Strategy #5: In support of the recognition that mental health is an important component of overall health, promote the National Anti-Stigma Campaign locally <i>SAMHSA recommends a social marketing approach to reducing stigma.</i> www.store.samhsa.gov/shin/content/SMA06-4176/SMA06-4176.pdf</p>	
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