

**Community
Health
Improvement
Plan**

Update



October 2015 - September 2016

Poverty

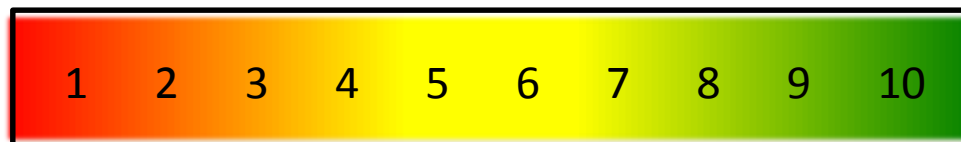
Goal #1: Reduce the number of unintended pregnancies to HP2020 goal of 46%

Objective A: By September 30, 2018, increase public knowledge and skills related to avoiding an unintended pregnancy through one social media campaign, one community education program in each county, and one school based education campaign in each county

Strategy	Partner	County
Beforeplay.org campaign and events to reduce unintended pregnancy and improve sexual health launched.	DHD#10, FSU	All
Funding received from the Michigan Health Endowment Fund for a community wide initiative in reducing rates of teen pregnancy. The Community Foundation was awarded \$103,000 to work with Live Well coalition members to develop and implement a collaborative teen pregnancy prevention campaign.	DHD#10	Newaygo, Lake, Oceana



Progress:



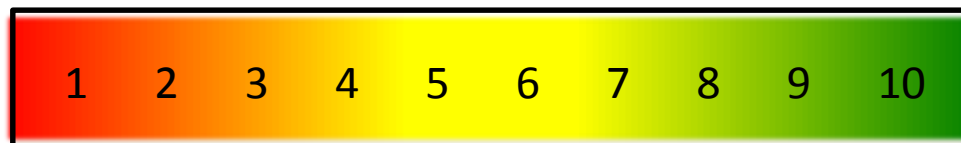
Poverty

Goal #1: Reduce the number of unintended pregnancies to HP2020 goal of 46%

Objective B: By September 30, 2016, provide evidence based school programming targeting risk reduction education to two school districts within the health jurisdiction

Strategy	Partner	County
Safer Choices, Fourth R, Positive Peer Relationships, Life Skills Training, and other evidence-based programs provided to reduce unintended pregnancies and risk behaviors	Schools, Kalkaska Memorial Health Center, DHD#10	Crawford, Kalkaska, Lake, Oceana, Newaygo, Wexford
School based health centers provide in clinic, classroom education, school health fairs and assemblies based on at-risk needs and prevention	Family Health Care	Lake, Oceana, and Newaygo

Progress:



Poverty

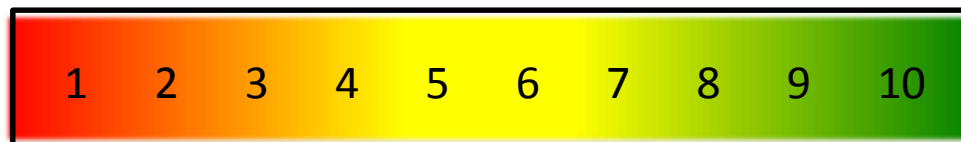
Goal #2: Collaborate with community partners to reduce poverty

Objective: By September 30, 2018, assure that each coalition develops and provides an annual education program on cultural poverty

Strategy	Partner	County
Crawford AuSable Schools hosted Ruby Payne for a workshop on cultural poverty.	Schools; DHD#10, Chronic Disease Prevention Coalition	Crawford
Bridges Out of Poverty workshop was held	Northwest Michigan Chronic Disease Prevention Coalition	All



Progress:



Poverty

Goal #3: Increase the number of residents in the health jurisdiction with health insurance

Objective: By January 1, 2014, develop a community based system of education, outreach, and enrollment to assist residents with access to enrollment for Medicaid and other health insurance

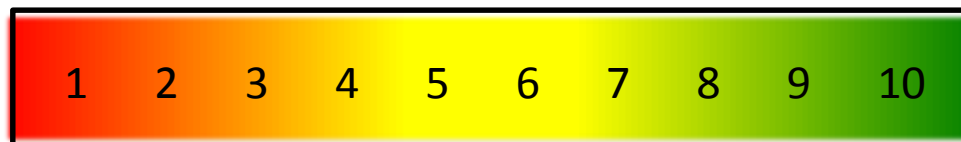
Baseline in 2012: 80% of residents in the health jurisdiction with health insurance

March, 2015: 91% of the residents in the health jurisdiction had health insurance

December, 2015: 90% of the residents in the health jurisdiction had health insurance

Strategy	Partner	County
Marketplace and Medicaid enrollment assistance and events are provided to patients and community members	Kalkaska Memorial Health Center, Baldwin Family Health Care, Spectrum Health Ludington	Kalkaska, Lake, Mason
An outreach team has been established to provide outreach and education on insurance options under the ACA through a wide variety of community events and provides enrollment assistance	DHD#10	All

Progress:



Access to Preventive Care

Goal #1: Increase immunization compliance within the health jurisdiction

Objective A: By September 30, 2018, increase the number of adolescents, age 13-17 years, immunized for HPV within the health jurisdiction by 10% annually

2012 Baseline: 27.8% for females; 1.9% for males **December 2015:** 40.4% for females; 27.1% males

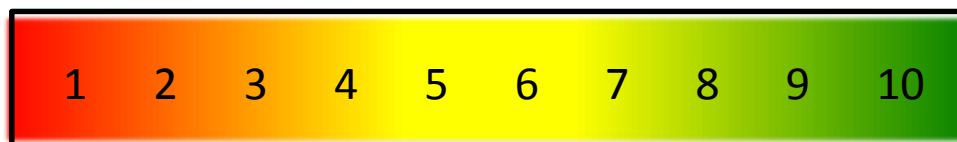
September 2016: 42.0% for females; 31.0% for males

2018 Goal: 36.1% for females and 2.3% for males

Strategy	Partner	County
HPV education for students and parents at school-based health centers; monthly posts on Facebook	School based health clinics, Kalkaska Memorial Health Center Teen Clinic	Kalkaska, Lake, Newaygo, Wexford
Provider offices partnered with the HPV Protect Me program and sweepstakes	Providers	All
Media campaign	Immunization Grant Project	All
MCIR report is reviewed during adolescent wellness clinic visits	Adolescent wellness centers	Crawford, Kalkaska, Oceana, Wexford



Progress:



Access to Preventive Care

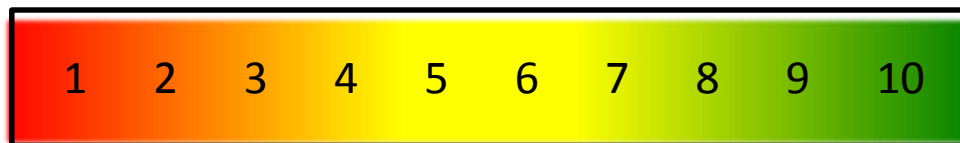
Goal #1: Increase immunization compliance within the health jurisdiction

Objective B: By September 30, 2018, increase and maintain the percent of children within the health jurisdiction age 19-36 months who receive the recommended dose of DTaP, Polio, MMR, Hib, Hepatitis B, Varicella, and Pneumococcal Conjugate Vaccines at 80% **Baseline 2012:** 79% in the health jurisdiction. Immunization rate as of **December, 2015:** 75.1% **September, 2016:** 75%

Strategy	Partner	County
Through the MALPH Immunization Grant, DHD#10 staff provided quarterly recalls, and bi-monthly follow up calls for pediatric clients	DHD#10, MALPH	All
The benefits of age appropriate immunization information is included in Welcome Baby Packets distributed to expectant parents through the local OB GYN offices.	Great Start Collaborative	Manistee
A news release and print ad about the importance of vaccinations was distributed	Kalkaska Memorial Health Center	Kalkaska
The Healthcare Based Regional Work Group worked on determining new methods for a pilot reminder/recall system. A second grant for Cross Jurisdictional Sharing was applied to in order to explore the possibility of developing a centralized reminder/recall system on a regional basis.	DHD#10	All



Progress:



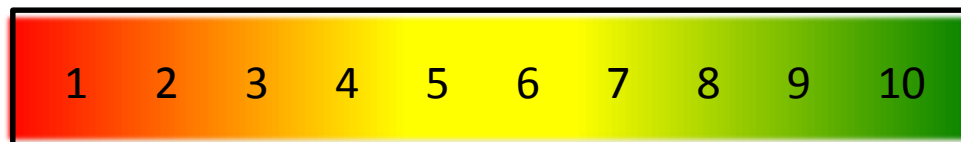
Access to Preventive Care

Goal #2: Assure access is available for health care services for eligible residents

Objective A: By January 1, 2014, implement an STD clinic within the health jurisdiction

Strategy	Partner	County
STD testing, education, care, and follow-up	Family Health Care	Lake, Newaygo, Wexford
STI testing and on-site treatment for chlamydia and gonorrhea	Teen Health Center	Kalkaska

Progress:



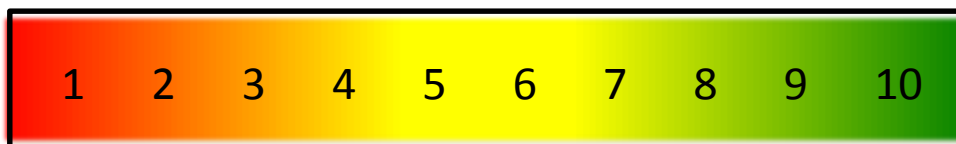
Access to Preventive Care

Goal #2: Assure access is available for health care services for eligible residents

Objective B: By September 30, 2018, in collaboration with other community partners, implement at least one new school-based adolescent health center within the health jurisdiction

Strategy	Partner	County
An expansion grant was used for dental work, nutrition and exercise programming.	Teen Health Center	Kalkaska
DHD #10 secured FY SNAP-Ed funding to partner with schools to implement Coordinated School Health programming to improve nutrition and physical activity.	DHD#10, schools	Kalkaska, Mecosta, Manistee, Oceana, Wexford

Progress:



Access to Preventive Care

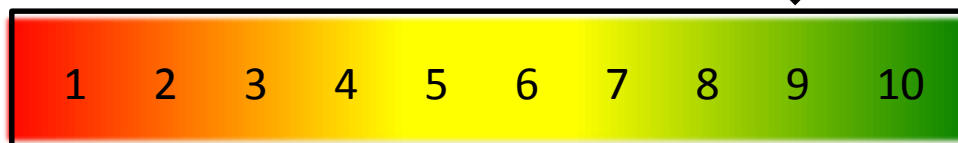
Goal #2: Assure access is available for health care services for eligible residents

Objective C: By September 30, 2018 assure collaboration with community partners to provide one preventive health screening in each county

Strategy	Partner	County
Northwest Michigan Chronic Disease Prevention Coalition has developed a workplan to include increased preventive health screenings.		All
Maintain funding for quality department to assure preventive and chronic care needs of patients are addressed	Family Health Care	Lake, Newaygo
Blood pressure self-monitoring program was implemented	Cadillac YMCA, DHD#10	Wexford
Supported efforts of Northern Michigan Diabetes Initiative	DHD#10, Munson affiliated hospitals	Crawford, Kalkaska, Manistee, Missaukee, Wexford
Health screenings provided and/or promoted	West Shore Medical Center, Spectrum Health, Great Start Collaborative	Lake, Manistee, Mason, Newaygo, Oceana



Progress:



Access to Preventive Care

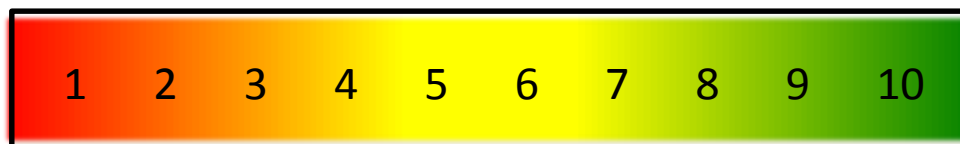
Goal #3: Improve oral health for children

Objective: By September 30, 2018, provide oral health screenings to 50% of the schools within the health jurisdiction

Strategy	Partner	County
Outreach staff participated in community events with MCDC to provide displays and dental health information	DHD#10; MCDC	All
Implementation of WIC Oral Screening/Flouride Varnish Program	DHD#10	All
Preschool dental health education provided to 452 children	DHD#10	All



Progress:



Promotion of Healthy Lifestyles and Behavior

Goal #1: Increase the awareness of the importance of personal responsibility towards health

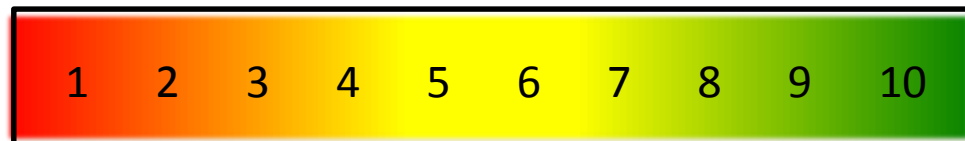
Objective A: By September 30, 2018, reduce the percentage of adults within the health jurisdiction reporting being overweight or obese by 5%.

2012 Baseline: 70.2%. **2018 Goal:** 66.7%. **2014 Rate:** 68.9% **2016 Rate:** 69.5%

Strategy	Partner	County
Activities conducted include: Education at clinic sites Issue briefs on chronic disease Individual weight control programs Diabetes PATH program Nutrition education classes Food truck event Worksite screenings/programs Diabetes prevention classes/support Press releases Nutrition labeling in grocery stores Funding for school salad bar	DHD#10, Family Health Care, Schools, Worksites, MSU Extension, Area Agency on Aging, YMCA, Adolescent Wellness Centers, Clinics, Healthy Families of Oceana County, Farmers Markets, Munson Healthcare Grayling Hospital, Munson Healthcare Cadillac Hospital, Kalkaska Memorial Health Center, Spectrum Health Gerber Memorial, Great Start Collaborative, Michigan Health Endowment Fund, Worksites, National Diabetes Prevention Initiative, Grocery Stores, Local parks and villages	All
Live Well Campaign promoted to community and providers and integrated into public health programs and community coalitions		All



Progress:



Promotion of Healthy Lifestyles and Behavior

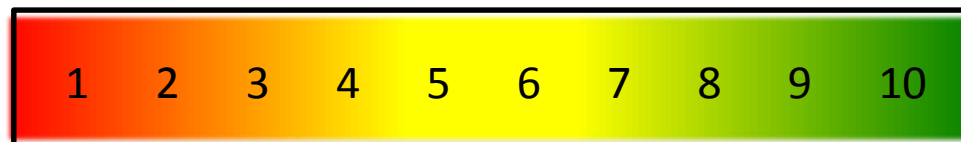
Goal #1: Increase the awareness of the importance of personal responsibility towards health

Objective B: By September 30, 2018, decrease the percentage of adults in the health jurisdiction who report engaging in no leisure time physical activity by 5%.

2012 Baseline: 26.1%. **2018 Goal:** 24.8% **2014 Status:** 25.0% **2016 Status:** 24.0%

Strategy	Partner	County
Physical activity was promoted through playgroups, recreation programs, informational materials, expos, walking clubs, fitness clubs in schools, Mayor's Fit City Challenge, and implementing the Coordinated Approach to Child Health (CATCH) curriculum	Great Start Collaborative, Recreation Associations, Live Well Newaygo County, YMCA, Crawford Health Improvement Committee, Schools, MSU Extension, Spectrum Health Ludington, Spectrum Health Gerber	All
Chronic Disease Prevention Funding provided to coalitions from Tencon Health Plan was used for increasing physical activity opportunities	Local coalitions	Crawford, Missaukee, Oceana

Progress:



Promotion of Healthy Lifestyles and Behavior

Goal #2: Reduce infant mortality within the health jurisdiction

Objective A: By September 30, 2018, increase breast feeding initiation rate to 80% and 6 month duration rate to 18%.

Baseline: Initiation rate is 76% and duration rate is 15%. MDCH, October 2013

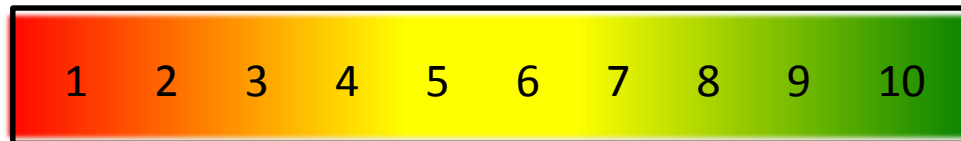
September, 2015: Breast feeding initiation rate is 75.8% and duration rate is 16.5%

September, 2016: Breast feeding initiation rate is 76% and duration rate is 18.7%

Strategy	Partner	County
Active participation in breast feeding coalitions and providing breast feeding support groups	DHD#10, Spectrum Gerber Hospital, Kalkaska Memorial Health Center, physician offices	Kalkaska, Manistee, Newaygo
Provide community education and resources	DHD#10, Great Start Collaborative, Family Health Care	All
Michigan WIC Coffective Initiative implemented by DHD#10	DHD#10, Michigan WIC, Spectrum Health Gerber	All



Progress:



Promotion of Healthy Lifestyles and Behavior

Goal #2: Reduce infant mortality within the health jurisdiction

Objective B: By September 30, 2018, assure that 80% of the pregnant women covered by Medicaid within the health jurisdiction will be enrolled in the Maternal and Infant Health Program

Baseline: In 2013, 55.0% of the pregnant women covered by Medicaid were enrolled in the Maternal and Infant Health Program

Strategy

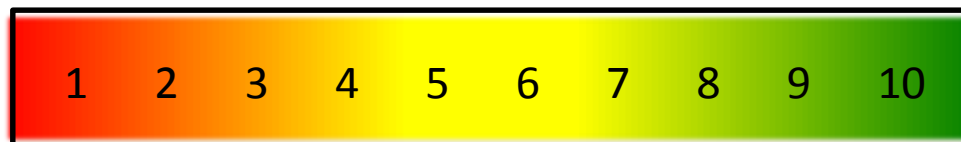
Partner

County

Strategy	Partner	County



Progress:



Promotion of Healthy Lifestyles and Behavior

Goal #3: Decrease tobacco usage within the health jurisdiction

Objective A: By September 30, 2018, decrease the number of pregnant women who smoke by 3%

2012 Baseline: 30.1%

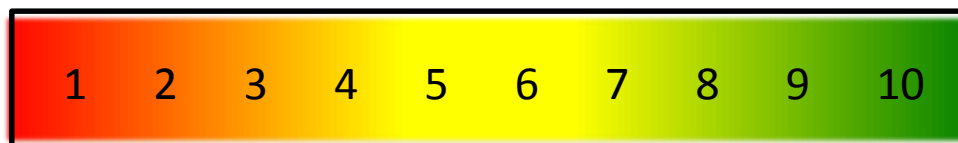
2018 Goal: 29.2%

2014 Status: 31.3%

2016 Status: 27.1%

Strategy	Partner	County
Tobacco cessation information provided to pregnant women and health care providers, including the benefits of Nicotine Replacement Therapy for pregnant women who smoke	DHD#10, Great Start Collaborative, Council of the Young Child, Northern Michigan Regional Perinatal Group, Family Health Care, health care providers, collaborative members, pharmacies	All
Through the DHD#10 Comprehensive Cancer Control Grant Program, a workshop was provided by Mayo Clinic Nicotine Dependence Education Program	DHD#10, Mayo Clinic	All

Progress:



Promotion of Healthy Lifestyles and Behavior

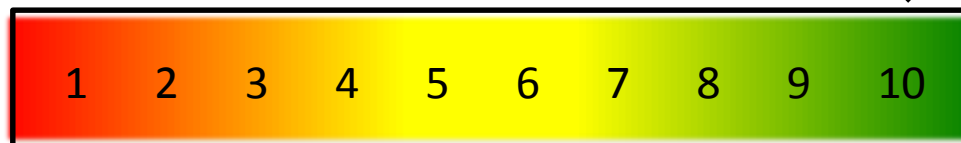
Goal #3: Decrease tobacco usage within the health jurisdiction

Objective B: By September 30, 2018, decrease the number of people smoking in the health jurisdiction by 3%

2012 Baseline: 25.3% **2018 Goal:** 24.6%. **2014 Current:** 26.9% **2016 Current:** 23.5%

Strategy	Partner	County
Local tobacco cessation resources have been promoted and distributed	DHD#10, MI Tobacco Quitline, Hospitals, Coalitions, community agencies	All
Breathe Well, a tobacco prevention coalition has been established	Spectrum Health Gerber Memorial	Newaygo
Newaygo County Partners in Prevention and Recovery have a tobacco workgroup focused on youth smokeless tobacco and marketing cessation resources	Newaygo County Partners in Prevention and Recovery	Newaygo
Tobacco-free play areas resolution approved by the City of Manistee and signage installed. Village of Walkerville adopted a tobacco-free parks resolution.	City of Manistee, Village of Walkerville, local coalitions	Manistee, Oceana

Progress:



Creation and Maintenance of Healthy Communities

Goal #1: Increase access to healthy foods

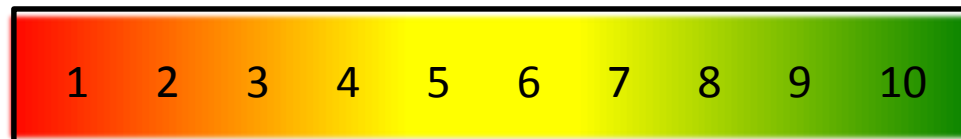
Objective A: By September 30, 2018, increase the number of community gardens and gardening initiatives within the DHD#10 health jurisdiction by ten

Baseline: 12 known **2015:** 16 **2016:** 16

Strategy	Partner	County
Promote community gardens, providing technical assistance, and providing garden plots to at risk clients	DHD#10 WISEWOMAN program, Wexford Housing Commission, 3 rd Day Farm	Missaukee, Wexford, Oceana
Support Farm to school initiative	Live Well Newaygo, DHD#10, Food and Farming Network	Kalkaska, Manistee, Missaukee, Newaygo, Oceana, Wexford
Promote the Live Well Campaign using Tencon Health Plan funding to implement policy, systems, and environmental changes to increase access to healthy eating	Live Well Kalkaska County, food pantries, farmers markets, and community gardens	Kalkaska, Lake, Manistee, Wexford
Michigan Health Endowment Fund awarded \$100,000 to DHD#10 to increase access to healthy foods	Live Well Campaign, DHD10	Kalkaska, Manistee



Progress:



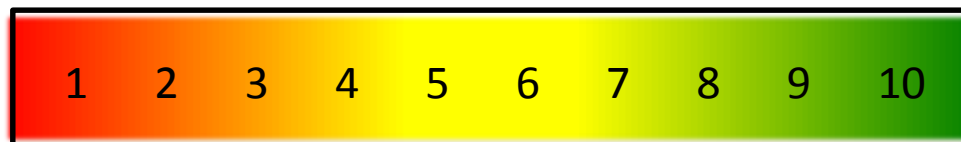
Creation and Maintenance of Healthy Communities

Goal #1: Increase access to healthy foods

Objective B: By September 30, 2016, implement one new food policy council within the health jurisdiction

Strategy	Partner	County
Lake County Food Policy Council worked with the Bread of Life Food pantry to receive funding for expansion	Lake County Food Council	Lake
The Food Policy Council offered food safety training for community food pantries provided by MSUE, workshops were held, and a farmers market feasibility study was conducted	MSU Extension, food pantries, farmers markets	Lake

Progress:



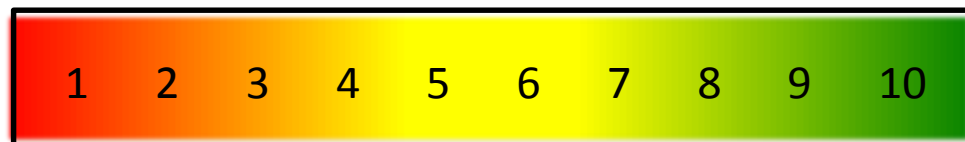
Creation and Maintenance of Healthy Communities

Goal #2: Increase opportunities for physical activity

Objective: By September 30, 2017, increase the number of new venues or policies supporting physical activity within the health jurisdiction by ten

Strategy	Partner	County
Grayling Elementary School offers indoor walking for the public.	Grayling Elementary School	Crawford
The Crawford County Health Improvement Committee is planning to implement mapping and signage for one mile lunch loops	Crawford County Health Improvement Council, Community Foundation	Crawford

Progress:



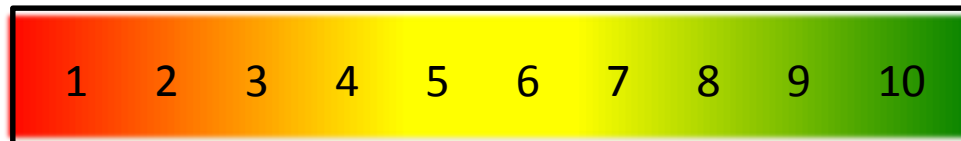
Creation and Maintenance of Healthy Communities

Goal #3: Engage partners in creating healthier communities

Objective A: By September 15, 2015, assure that one community health coalition exists in all 10 counties of the health jurisdiction

Strategy	Partner	County
Community Health Coalitions exist in all ten counties within the health jurisdiction	Coalition members	All
The newest coalitions were in Kalkaska, Mason, and Mecosta counties	DHD#10	Kalkaska, Mason, Mecosta
Northwest Michigan Chronic Disease Prevention Coalition reviewed goals, conducted strategic planning, and prioritized strategies	Coalition members	All

Progress:



Creation and Maintenance of Healthy Communities

Goal #3: Engage partners in creating healthier communities

Objective B: By December 31, 2017, host two community health summits to update community stakeholders on CHIP process

Strategy

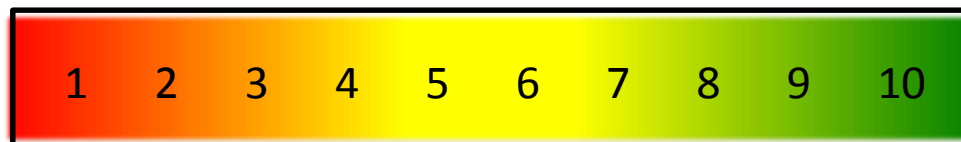
Partner

County

This effort is currently on hold and will be re-evaluated in FY2016



Progress:



Creation and Maintenance of Healthy Communities

Goal #4: Assure high environmental quality within the health jurisdiction

Objective A: By September 30, 2018, increase the percentage of homes with approved new/replacement wells within the health jurisdiction by 2% annually

2012 Baseline: 27%

2018 Goal: 30.4%

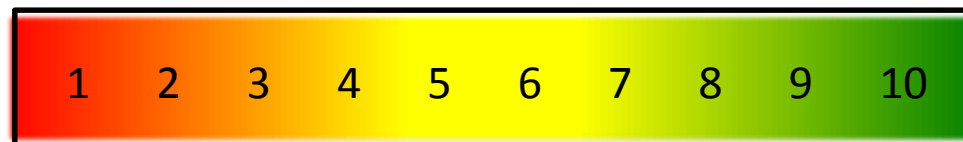
2014 status: 30%

2015 status: 30%

2016 status: 32%

Strategy	Partner	County

Progress:



Creation and Maintenance of Healthy Communities

Goal #4: Assure high environmental quality within the health jurisdiction

Objective B: By September 30, 2018, implement at least one tobacco free policy targeting parks and beaches within the health jurisdiction

Strategy	Partner	County
Walkerville THRIVES met with the Walkerville Village Council. The council approved the installation of “Smoke Free/Tobacco Free” signs within all village parks.	Healthy Families of Oceana County Walkerville THRIVES, Village Council	Oceana
Coalition members partnered with the Manistee County Great Start to advocate for tobacco free play areas	Live Well Manistee, Great Start Collaborative	Manistee
Partnering with MDHHS and Tobacco Free Michigan to advocate for Tobacco 21 and educate about benefits of tobacco prevention policies	Michigan Department of Health and Human Services, Tobacco Free Michigan, local representatives	All



Progress:

