

COMMUNITY HEALTH IMPROVEMENT PLAN




**District Health
Department #10**
Healthy People, Healthy Communities

Progress Report

October 1, 2017 - March 31, 2018





The DHD #10 Community Health Improvement Plan was developed through a partnership between public health, healthcare systems, community organizations, community collaboratives and community coalition members engaged in chronic disease prevention, substance abuse, teen pregnancy prevention, and child abuse and neglect. This report documents progress made in the first six months since the plan was created.

This report documents progress achieved in goals and objectives identified by DHD #10 across the jurisdiction and progress made in each of the ten individual counties towards the top three health priorities identified by local community members in each county.

Targets and progress are monitored bi-annually through reporting gathered from local health coalition meetings and key partners and stakeholders. Progress on overall jurisdiction objectives is monitored through reports from various DHD#10 Division Directors and Program Managers.

Thank you to everyone who provided input for this report. It is important to celebrate the successes towards reaching the goals and objectives identified in the CHIP and to determine areas that we must focus on to make an impact on addressing health issues.

This report is updated bi-annually for the CHIP Steering Committee, Board of Health members, local coalition members, and Health Department staff. It is also distributed to the community at large.



JURISDICTION WIDE GOALS, OBJECTIVES AND STRATEGIES

Check Our Strategy Progress



Implemented



In Progress



Not Implemented

DHD#10: Environmental Health (EH)






Safe air, land, and water are fundamental to a healthy community environment. Implementing and enforcing environmental standards and regulations, monitoring pollution levels and human exposures, and considering the risks of pollution in decision making can all improve health and the quality of the environment.

Goal: Assure high environmental quality within the health jurisdiction

OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 30, 2020, increase the percentage of homes with approved wells within the health jurisdiction by 2% annually. (40% in 2016)			✓ 28% in 2017		
By September 30, 2020, implement annual educational campaigns related to environmental issues that pose a current health threat		✓			
PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018		
Educate the community, home owners, and well drillers on the importance of water testing	☹	Environmental Health Staff	Due to a significant increase in the number of septic and well permits issued and the limited number of staff many of the strategies were not implemented. The result was a decline in the percentage of approved wells from 40% in 2016 to 28% in 2017.		
Provide education and printed material on the benefits of water testing to clients at point of contact	☹	Environmental Health Staff	New educational material was provided for water testing but was poorly distributed.		
Provide water sampling kits at community home shows in the health jurisdiction	☹	Environmental Health Staff			
Educate the community on issues of environmental health concerns, using earned, paid and social media	😊	Environmental Health Staff, Health Promotion Staff	Efforts are on-going to have a GIS-based data base of contamination sites on the agency's website. A large amount of outreach was done on the groundwater contamination at Camp grayling (Crawford County). Public health news releases on radon were developed and distributed across the jurisdiction. Free radon testing kits were distributed in all counties.		






DHD#10: Maternal, Infant and Child Health - Maternal Smoking




Smoking during pregnancy is a cause of many health issues related to the health of the mother and the baby. These health risks include; early birth, miscarriage, low birthweight, heart defects in the baby, slowed brain growth in the baby, and risk of heart disease and stroke for the mother. Smoking after the child is born increases the child's risk of asthma, respiratory infections, ear infections, sudden infant death syndrome, irritability and behavior issues.

GOAL: Decrease the percent of pregnant women who smoke during pregnancy from 27.1% to 24.1%					
OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 30, 2020, increase the number of pregnant women in the health jurisdiction who participate in the SCRIPT Program from 0 to 30		 1 in Manistee 6 in Newaygo			
PLANNED STRATEGIES	Strategy Status	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018		
Promote the SCRIPT Program through WIC and MIHP to increase referrals		Health Promotion, WIC, MIHP staff	Health Promotion staff have been in discussion with WIC and MIHP Directors to determine best ways to implement the SCRIPT Program with clients. MIHP staff will be trained in SCRIPT at the May 2018 staff meeting. Provided a presentation to WIC staff regarding Maternal Smoking Survey results, comparing results of 2015 survey to Sept. 2017 survey. This survey was conducted with pregnant DHD#10 clients. We will use the results to revise our Maternal Smoking Reduction Action Plan.		
Partner with local hospitals and healthcare providers to increase referrals to the SCRIPT Program		DHD #10, Spectrum Health, Munson Healthcare, Northern Michigan Perinatal Smoking Workgroup	Through the NMCDPC Tobacco Prevention Task Force, collaborative planning has been implemented to promote the SCRIPT Program. Three TTS staff from Spectrum Health have been trained in SCRIPT and are promoting it with their healthcare providers. Spectrum Health Gerber provided a SCRIPT training to their OB providers and Spectrum Health staff on Oct. 18, 2017. Munson Healthcare Cadillac has an OB/GYN provider trained in SCRIPT. DHD#10 is partnering with Munson Healthcare Manistee to provide SCRIPT to their patients. Spectrum Health Gerber offered a free Quit Smoking class for new moms and moms to be in Newaygo County during the month of January 2018. This class was promoted on the Live Well website. SHGMH also developed a SCRIPT referral form to distribute to OB/GYN providers. The Northern Michigan Perinatal smoking workgroup received a grant from the March of Dimes to train healthcare providers in the SCRIPT Program. DHD #10 staff and Munson Healthcare Cadillac staff were trained and resources for offering the program were provided.		
Train DHD# 10 staff to implement the SCRIPT Program		Health Promotion, WIC, MIHP staff	Three DHD #10 staff have been trained in the SCRIPT program. A training for MIHP staff is being planned for May 11, 2018.		
Conduct a community-wide campaign to promote the SCRIPT Program and provide education regarding the health hazards of smoking while pregnant		DHD#10, Spectrum Health, Munson Healthcare, Northern Michigan Perinatal Smoking Workgroup	Maternal smoking packets with information about cessation resources have been developed and printed. Packets were distributed to Manistee OB/GYN office and WIC staff in December 2017. 1000 packets will be distributed across the jurisdiction in April and May, 2018. 111 Michigan Tobacco Quitline Pregnant and Smoking flyers were distributed in the DHD #10 jurisdiction to Pharmacies, dental offices, WIC, Great Start Collaboratives, Ferris State university, DHD #10 offices. 81 Quit Smoking for You and Your Baby brochures were distributed at Ferris State University, Great Start collaboratives, and DHD 10 offices. Posts were placed on DHD #10 Facebook and Live Well Facebook pages.		

DHD#10: Healthy Lifestyles - Obesity Prevention

According to Healthy People 2020, a number of factors affect a person's ability to eat a healthful diet, stay physically active, and achieve or maintain a healthy weight. The built environment has a critical impact on behaviors that influence health. For example, in many communities, there is nowhere to buy fresh fruit and vegetables, and no safe or appealing place to play or be active. These environmental factors are compounded by social and individual factors—gender, age, race and ethnicity, education level, socioeconomic status, and disability status—that influence nutrition, physical activity, and obesity. Addressing these factors is critically important to improving the nutrition and activity levels of all Americans; only then will progress be made against the Nation's obesity epidemic and its cascading impact on health.





GOAL: Decrease the percent of adults in DHD #10 jurisdiction who report being obese from 32.2% to 29.2%					
OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 30, 2020, increase the number of annual National Diabetes Prevention Program classes offered in the jurisdiction from 5 to 10		 There are 7 DPP classes being implemented in our DHD10 region during this reporting period. Wexford DHD10, Mecosta DHD10, Spectrum Manistee DHD10, Kalkaska KMHC, Lake MSUE, Newaygo National Kidney Foundation			
By September 30, 2020, increase the number of views annually, on the Live Well website from 6,584 to 9,500		 From October 1, 2017 to March 31, 2018 there were 4,567 LiveWell views			
By September 30, 2020, maintain active health coalitions in all 10 counties in the health jurisdiction					
By September 30, 2020, maintain the Northwest Michigan Chronic Disease Prevention Coalition					
PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018		
Work with the Northern Michigan Diabetes Prevention Collaborative to increase referrals to the National Diabetes Prevention Program		DHD #10, NMDPC	The Northern Michigan Diabetes Prevention Program Collaborative is a maintained Task Force of the NMCDPC focused on increasing awareness, access and participation in the DPP program. This task force promotes NDPP classes across the region through a link to mihealthyprograms.org and www.livewell4health.org. DHD #10 develops press releases and flyers to promote the NDPP.		

Promote and integrate the DHD #10 Live Well campaign into public health programs and all community coalitions throughout the jurisdiction		DHD #10, Nine Local Health Coalitions Serving 10 Counties, MDHHS, MHEF, Michigan Nutrition Network	<p>Wexford/Missaukee: The Live Well website is promoted on every monthly agenda for the Cadillac Area Health Coalition and members are encouraged to share events and services with DHD #10 to be placed on the website.</p> <p>Manistee: Live Well Manistee distributes a monthly press release on coalition activities. To date in FY2018, LWM has sent out 6 press releases with all of them being printed in the Manistee News Advocate.</p> <p>Mecosta and Mason Counties have changed the name of their coalitions to Live Well Mecosta County and Live Well Mason County.</p> <p>The NMCDPC has a page on the Live Well website and members are encouraged to send information to be placed on the website and to link with their agency websites. The Live Well logo and website address is included on all health promotion program materials that are developed and distributed to the public.</p>
Provide technical assistance to all local health coalitions in development of a coalition action plan, monitoring the plan, and evaluating the plan		DHD #10, Nine Local Health Coalitions Serving 10 Counties	<p>Wexford/Missaukee: The Cadillac Area Health Coalition is in the process of developing an action plan for 2018.</p> <p>Manistee: Live Well Manistee has a strategic plan which is monitored and updated bi-monthly.</p> <p>Mason: Coalition officially changed its name to Live Well Mason County and began working on an Action Plan.</p> <p>Newaygo: Live Well Newaygo has a strategic plan but is in the process of reviewing data sources to update the plan in May 2018.</p> <p>Oceana: The Health Bound Coalition began action planning in October 2017 and completed it in November. Two subcommittees were formed: The Healthy Families of Oceana County to focus on healthy lifestyles and a sub group to focus on diabetes prevention. The HFOC is working on creating an action plan to align with the CHIP.</p> <p>Mecosta: The coalition changed its name to Live Well Mecosta County. They are working on a strategic plan which will align with the DHD #10 CHIP objectives.</p>
Provide technical assistance in facilitation of the Northwest Michigan Chronic Disease Prevention coalition and task force groups		DHD #10, NMCDPC Member Agencies, HDNW MI	<p>NMCDPC met Nov. 2017, January 2018, and March 2018. Maintained connections with local coalitions in each county to determine representation on the regional CDPC, update on local initiatives related to chronic disease prevention, and determine needs of local coalitions. On January 5, 2018 -Reviewed Action Plan at full coalition meeting with input from members. The PSE Task force revised guidelines and developed an application for funding for local coalitions to implement PSE strategies to increase access to healthy foods, increase physical activity opportunities, and/or increase tobacco-free lifestyles. Tobacco Task Force group met in November 2017, January and March 2018. The group is working to promote the TTS program, the Michigan tobacco Quitline and the Script Program. The group is also working on developing and distributing educational materials for tobacco prevention. The Diabetes Prevention Task force is working to promote the National Diabetes prevention program in our counties. We have formed a new Live Well website and communications task force group and a worksite wellness task force group.</p>

DHD#10: Health Disparities - Reproductive/Sexual Health

Unintended pregnancy is associated with an increased risk of problems for the mom and baby. If a pregnancy is not planned before conception, a woman may not be in optimal health for childbearing. Women with an unintended pregnancy could delay prenatal care that may affect the health of the baby.

GOAL: Reduce the number of unintended pregnancies to HP 2020 goal of 46%; Decrease rates of Chlamydia in the DHD #10 jurisdiction					
OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 30, 2020, increase public knowledge and skills related to avoiding unintended pregnancy through one social media campaign and one school-based education campaign in each county		✓			
By September 30, 2020, provide evidence-based school programming targeting risk reduction education to 5 school districts within the health jurisdiction		✓ 3 School Districts			
By September 30, 2020, maintain STD clinics in all 10 counties in the health jurisdiction	✓				
By September 30, 2020, decrease chlamydia rates in the DHD 310 jurisdiction from 309.9/100,000 by 20% to 247.9/100,000		✓			
PLANNED STRATEGIES	Strategy Status	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018		
Implement the Beforeplay.org social media campaign to create awareness of good reproductive health and STD prevention	😊	DHD #10, Oceana County Schools	Beforeplay.org is actively running on Facebook and Instagram. Has been promoted via outreach efforts and Safer Choices in Hesperia/Walkerville. Also supported via Google AdWords Grant from GLC-SOPHE. (Paid ads to send sexual health keyword searches on google in Michigan/Colorado to Beforeplay.org). Press release went to all counties for February National Condom month.		
Provide school-based education programs targeting asset building and risk reduction	😊	Mark Petz, Fremont Area Community Foundation, DHD #10, Shelby Schools	The Teen Pregnancy Prevention grant funding from the Fremont Area Community foundation is coming to an end. Newaygo and Lake Counties still have funds available to purchase prevention curricula. So far Lake is the only county in which has purchased new curricula. Looking to re-distribute funds to agencies in which can carry on these efforts. DHD#10 proposed a plan Teen Pregnancy Prevention Workgroup to implement a proposed plan to increase programming in Lake and Newaygo Counties. The Teen Pregnancy Prevention Grant hosted Talk Early Talk Often parent education workshops to help guide parents in talking to their children about sex. Fremont, White Cloud, Hesperia, Newaygo, and Baldwin all hosted Talk Early Talk Often parent education workshops. Project Alert program was implemented in Shelby (7th graders) 3 classes, 9 sessions each. October, November and February. Safer Choices sexual health curriculum in Hesperia. 2 classes (about 65 students total) for 10 sessions, October 23- Nov 6. Safer Choices in Walkerville December 1 – 14, about 25 students for 10 sessions.		
Assess risk factors on all clients at each visit and provide education on chlamydia and its prevention	😊		DHD #10 staff discuss safe sex, conduct chlamydia testing with PAPS and treat any positive STI results		




Follow CDC STD screening recommendations			DHD #10 screens all female clients younger than 25 years, as well as older women with risk factors.
Treat all clients testing positive and their partners			DHD #10 clinics treat any positive STI results
Repeat testing on treated clients 12 weeks from the beginning of treatment			Appointments are made for follow up but clients frequently do not show up
Provide free condom distribution at all DHD #10 offices and at community sites			DHD #10 offers free condoms to all who visit for FP and STI clinics

DHD#10: Substance Use Disorders

Excessive alcohol use is a leading cause of preventable death. Prescription drug abuse is the nation's fastest growing drug problem. Marijuana use and prescription drug abuse among youth is on the rise. There are many effects from substance abuse on social conditions: family disruptions, financial problems, lost productivity, failure in school, domestic violence, child abuse, and crime.

GOAL: Ensure participation in a coalition in all ten counties to address opioid and prescription drug abuse

OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 30, 2020, partner with healthcare providers and hospitals to implement a regional training on how to treat patients using opioids and how to treat addiction to opioids and other controlled substances for healthcare providers who prescribe controlled substances		✓			
By September 30, 2020, increase availability of prescription drop-off bins from 27 to 37 across the health jurisdiction		✓ 32 Total			
By September 30, 2020, increase the number of communication venues that provide a public awareness campaign to inform the public of the dangers of drug abuse, how to safeguard and properly dispose of medicines, proper prescribing practices, and reducing the stigma of addiction from 10 to 20		✓ 9 DHD #10 website, Facebook, twitter Oceana County Coalition Facebook, Safe and Healthy Communities radio PSAs, social media, Leeward Initiative has its own Facebook page, SEA Manistee has its own Facebook page, MOCRUSA Facebook page			
PLANNED STRATEGIES	Strategy Status	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018		
Provide technical assistance to substance abuse coalitions in all ten counties in the jurisdiction	😊	DHD #10, Live Well Substance Free Kalkaska, SEA Manistee, Mecosta/Osceola Coalition to Reduce Underage Substance Abuse, Communities That Care Lake County, Leeward Initiative-Mason County, Headway and Breathewell Newaygo County, Safe and Healthy Communities – Wexford and Missaukee	DHD #10 staff are facilitating or are assigned to actively participate in a substance abuse prevention coalition in each county		

Increase awareness of prescription drug and opioid abuse among healthcare providers in the jurisdiction		Oceana County Substance Abuse Coalition	Promoted National Prescription Drug Take Back Day on the Oceana County Coalition Facebook page and promoted locations of take back bins
Partner with businesses and agencies to provide prescription drug drop off bins and implement take back events		DHD #10, Spectrum Health Ludington, Mason County Sheriff's Dept., MOCRUSA, Spectrum Health Big Rapids, Mercy Health	<p>Contacted Spectrum Health Ludington Hospital and Mason County Sheriff's Office about logistics/cost for hosting a medication and syringe take-back event in Mason County in 2018. New partnerships for the medication lock box project in Mason county were secured (Spectrum Health Cancer Center, The Health Project of Mercy Health Lakeshore). Trained staff at the Helth Project in March and plan to train providers at Spectrum Health in May.</p> <p>In Mecosta County in October 2017 MOCRUSA implemented a DEA Take Back – took back 775.3 lbs of drugs In January 2018. MOCRUSA implemented Take Back to Incinerator – 680 lbs of drugs. March 20 and 22, 2018 - Spectrum Health Take Back events at Reed City and Big Rapids hospitals – 63 people participated, 52 lbs of drugs collected, and 85 lbs of needles collected. Four Red Med prescription drop boxes were placed throughout Manistee County. They were placed at the Little River Band of Indians Tribal Police Headquarters, Manistee Police Dept., Manistee Co. Sheriff's Office, and Family Fare Supermarket</p> <p>Established periodic prescription drug collection sites in the following locations: Wexford County: Cadillac Senior Center (quarterly collections) and Harbor View Apts. (bi-monthly collections). Missaukee County: Merritt Golden Agers (one-time collection) and Jerry's Pharmacy (quarterly collections). Wexford County: Worked with Cadillac Police Department to provide them with information on a Rite Aid Grant Opportunity for them to secure a free disposal box (permanent location) Received free disposal box and installed on 1/11/18.</p>
Increase awareness in the communities of prescription drug and opioid abuse and knowledge of how to safely dispose of medications		DHD#10, Leeward Initiative, Connexion Point, Inc; Mason Co. Sheriff, Ludington Police, Mason Co. Parole/ Probation, MDHHS, Spectrum Health, West MI CMH, Mercy Health	<p>Planned community event with Leeward Initiative coalition and Connexion Point, Inc. in Mason county to educate the community about addiction and local resources for those in need of prevention or recovery support. Expansion of medication lock box project: partnered with local agencies (Sheriff's Dept., Ludington Police Dept., Mason Co. Parole/Probation, MDHHS, West MI CMH, Spectrum Health Cancer Center) to provide medication lock boxes to clients, along with information about safe disposal and the importance of locking up and properly disposing of medications. (November – April 2018). Partnered with Mercy Health to provide prescription lock boxes to residents of Oceana County. Included a 15-minute training with information about prescription drug abuse, the importance of locking up medications and proper disposal, and information on where disposal sites are located. Organized local speakers for coalition meetings in Oceana County to share about services available. Implemented a "Solving the Opioid Epidemic" event with about 70 participants. In Wexford and Missaukee Counties the Safe & Healthy Communities Coalition (SHC) is implementing the Monitor-Secure-Dispose prescription drug abuse prevention campaign (January – June 2018) Campaign components include:</p> <ol style="list-style-type: none"> 1. Radio PSA messages (840) 2. Brochures & Posters 3. Deterra™ Drug Deactivation Systems (Rx disposal bags) – 550 bags to those who are homebound or lacking transportation 4. Social media messages.

DHD#10: Access to Care - Adolescent Health Services

Some preventive services can be delivered effectively outside of traditional medical settings. Work site and school clinics can also provide convenient points of care for traditionally underserved populations. Regular and reliable access to health services can prevent disease and disability, detect and treat illnesses or other health conditions, reduce medical costs, increase quality of life and life expectancy.

A child experiencing mental health issues is more likely to have problems in school and is at greater risk of entering the criminal justice system. About one in five youths experience a mental, emotional, or behavior disorder at some point in their lifetime. Mental illnesses can affect anyone and are treatable. Without treatment, mental illnesses are associated with serious chronic diseases and conditions and may lead to disability, substance use disorders, homelessness, inappropriate incarceration, suicide and wasted lives.

GOAL: Expand access to care in adolescent health centers					
OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 30, 2020, provide dental care services in at least one school-based adolescent health center in the jurisdiction		✓			
By September 30, 2020, expand mental health counseling and/or healthcare to at least three additional schools in the health jurisdiction					✓
PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018		
Seek funding opportunities	☹️		Have sought opportunities but have not been successful in securing funding.		
Determine partners to assist with providing expanded services	😊	Lake City and Cadillac Schools, DHD #10	In the fall of 2017 a Mobile Dentist came to Cadillac Jr. High to provide dental cleanings. They used the WAWC extra exam room. Discussions are occurring regarding Lake City Schools expanding to provide Mental Health Services. DHD #10 staff have also had a conversation with Cadillac Area Public Schools superintendent about how to get Mental Health services in their elementary schools. No specific action has occurred at this time.		
Assist schools with conducting the Michigan Profile for Healthy youth (MiPHY) survey tool	😊	DHD #10, NMRE, MOCRUSA, Lake County CTC	Assisted McBain and Cadillac Schools with conducting the MiPHY. MOCRUSA assisted all schools in Mecosta County with completing the MiPHY.		
Maintain active participation in local coordinated school health initiatives	☹️				

DHD#10: Access to Care

Access to health services is important at every age. Having both a primary care provider and medical insurance can prevent illness by improving access to a range of recommended preventive services across the lifespan, from childhood vaccinations to screening tests for cancer and chronic diseases, such as diabetes and heart disease. Having a primary care provider and medical insurance also plays a vital role in finding health problems in their earliest, most treatable stages, and managing a person through the course of the disease. Lacking access to health services—even for just a short period—can lead to poor health outcomes over time.







One of the primary barriers to accessing health care is the high cost of medical insurance, and/or deductibles and co-pays. A lack of medical services in some communities, coupled with a shortage of primary care providers, also negatively affects people's ability to access health services. Living in a rural area itself is a social determinant of health. Geographic isolation, fewer transportation options and limited community resources compounds access barriers.




*Adapted from **Healthy People 2020** and the **National Prevention Strategy***

GOAL: Expand access to care in adolescent health centers					
OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By August 2017, implement the Community Connection HUB across 4 pilot counties (Kankaskas, Manistee, Wexford, and Missaukee) to assess social determinants of health within the Medicaid population, link beneficiaries to appropriate local resources, reduce barriers to improve access to primary care providers and increase preventative health measures	✓				
By June 2018, expand the Community Connections HUB to the remaining 6 counties within the health jurisdiction		✓			
By July 2018, and annually thereafter, develop a needs assessment based on gaps in services to address the social determinants of health in the jurisdiction					✓
PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018		
Utilize Community Connections Clinical/Community Linkages model	😊	NMCHIR, Healthcare providers, HSCBs In Each County	33 practices included in the CHIR/SIM region are screening for the SDOH. We are actively participating in weekly collaborative calls between the HUBs and PCMH's for process improvement. On-going and active participation in established HSCB's including those with concentration on the senior population, early childhood and behavioral health.		
Implement the HUB utilizing Community Health Workers	😊	DHD#10, NMCHIR, Healthcare Providers	Community Connections HUB Team and Central Intake fully operational and accepting referrals in all 10 counties. Assessing clients and families for SDOH and identifying pathways to guide our work and respond to their needs		
Pilot test the Hub project and then scale up	😊	DHD#10, Healthcare Providers	Community Connections HUB Team and Central Intake fully operational and accepting referrals in all 10 counties. Assessing clients and families for SDOH and identifying pathways to guide our work and respond to their needs		
Collect data for needs assessment	😞				

DHD#10: Immunizations

According to the Office of Disease Prevention and Health Promotion, people in the United States continue to get diseases that are vaccine preventable. Viral hepatitis, influenza, and tuberculosis (TB) remain among the leading causes of illness and death in the United States and account for substantial spending on the related consequences of infection.

GOAL: Increase immunization compliance within the health jurisdiction					
OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 2020, increase the percent of adolescents, age 13-17 years, immunized for HPV within the health jurisdiction by 5% annually (Baseline is 44% in 2017)		 46% (March 31, 2018)			
By September 2020, increase the percent of children within the health jurisdiction ages 24 – 36 months who receive the recommended dose of DTaP, Polio, MMR, Hib, Hepatitis B, varicella, and pneumonia conjugate vaccines to 80% (baseline in 2017 is 77%)					 77% (March 31, 2018)
PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018		
Integrate school-based clinics in each county as able			Positive lessons were learned from the school-based clinics DHD#10 held in conjunction with the MALPH Grant. With March 2018 policy revisions, the Imms Coordinator wrote language into a policy that encourages using Letters of Agreements when school-based clinics are scheduled. A sample LOA will be available for PHNs to use if they hold clinics.		
Provide education through e-mails, materials, and INE sessions at healthcare provider offices, with a focus on HPV vaccine as cancer prevention		Healthcare provider offices, DHD #10, MDHHS	Provided two registrations to each of 39 provider offices so that staff could attend the MDHHS Immunization conference. Fifty-four staff attended. 4 INE sessions have taken place in the jurisdiction, covering topics like Vaccines Across the Lifespan and Vaccine Administration Pain Management (both address HPV). PHNs forward all HPF-related emails from MDHHS to VFC and non-VFC provider offices, including those pertaining to educational webinars. HPV and adolescent immunization flyers were included with the 3/18 DHD#10 Oceana and Newaygo client recall letters (part of HPV Grant). Mailings went to 33 families in each county.		
Implement a social media campaign to increase awareness of the need for HPV vaccination		DHD #10, Michigan Cancer Consortium	HPV was the focus of January 2018 social media for DHD#10, in combination with Cervical Cancer Awareness Month. In addition, DHD#10 website had a colorful banner and posting. DHD #10 received funding from the MCC in February 2018 to host screenings of the documentary HPV: Someone you Love. Funding will be used to host screenings in community locations between April and September 2018. The aim is to increase awareness around the importance of receiving the HPV vaccination in parents and teens. Posts about HPV Vaccine placed on DHD #10 Facebook.		
Provide guidance to local health department nurses, clerks, and central schedulers, as well as healthcare providers in our jurisdiction to make a strong recommendation for HPV vaccination and childhood vaccines		DHD #10, Healthcare Provider Offices	The MALPH AFIX visit project provided incentives to VFC provider offices with the goal of increasing provider and staff participation in the AFIX visits and to see immunization rates increase 3 months after the initial visit due to increased participation. Visits were performed at 39 VFC sites.		

Partner with the Great Start Collaboratives to provide information on immunizations			We have not focused on a partnership with Great Start at this point, but it is a goal for the near future.
Complete monthly county-wide recalls			We are completing our monthly DHD#10 and county-wide recalls on a rotating schedule approved by the MDHHS Immunization Field Rep. We have a tracking tool designed by our Clerical Supervisor, and recently revised by Clerical Support Staff, in which county Clerical Support and PHNs can record reminder/recall/profile/response/returned letters/no-show call numbers
Integrate iVaccinate into DHD#10 social media plan			IVaccinate information was distributed to all providers in 2017 via VFC/AFIX site visits, and has been provided at the 4 INE sessions since October 2017.

COUNTY LEVEL GOALS, OBJECTIVES AND STRATEGIES

Using the process previously described, key stakeholders in each of the ten counties in the jurisdiction identified the top three health issues, strategies to impact these issues and objectives to measure the impact on the local level. These issues, strategies, and objectives are presented in the following section. Also included are Healthy People 2020 objectives, National Prevention Strategy recommendations, and strategies from statewide strategic plans that align with the objectives identified in each county.

To accomplish the health objectives in each county, policy changes are needed. Each county has identified the necessary policy changes and these are also outlined in the following section.

Check Our Strategy Progress



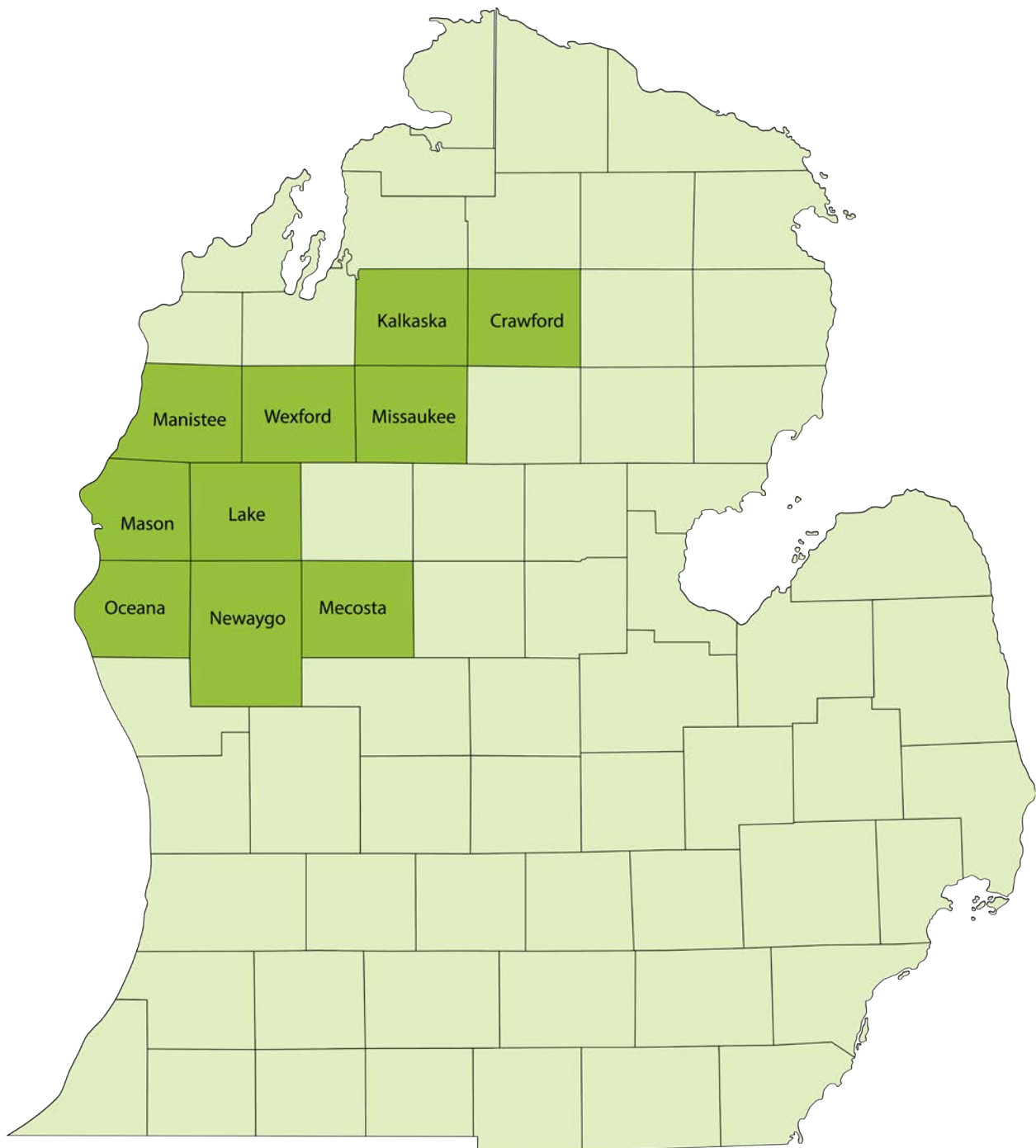
Implemented



In Progress

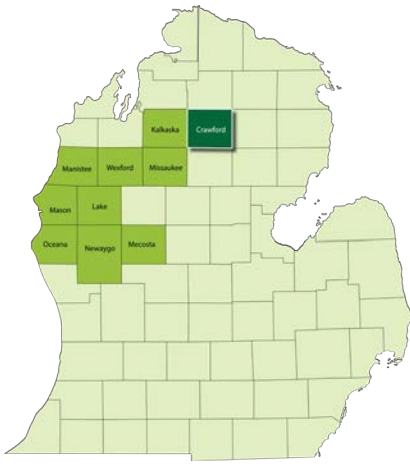


Not Implemented



CRAWFORD COUNTY

TOP 3 HEALTH ISSUES Identified by Key Stakeholders



**TOBACCO
USE**



**CHRONIC
DISEASE**






**HEALTHY
LIFESTYLES**

TOBACCO USE









OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 2020, increase the number of annual calls to the Quitline in Crawford County from 29 to 50			✓ 5 calls Oct. 1, 2017 – March 31, 2018		
By September 2020, increase the number of annual referrals to the DHD#10 Tobacco Treatment Specialists from 11 to 20		✓ 5 referrals Oct. 1, 2017– March 31, 2018			
By September 2020, increase the number of pregnant women who participate in the SCRIPT Tobacco Cessation Program from 0 to 30					✓
By September 2020, increase the number of communication venues that provide messages related to the health effects of tobacco use and exposure to secondhand smoke from 2 to 20		✓ 11 Venues: Munson Healthcare Grayling Hospital Cafeteria, Waiting Areas, Break Room, Employee Newsletter, Digital Bulletin Board, Crawford County Commission On Aging Facebook Page, DHD#10 Website, LiveWell Website, LiveWell Facebook, and LiveWell Twitter			

PLANNED STRATEGIES			
PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018
Promote the Michigan Tobacco Quitline and other cessation services and initiatives to reduce rates of adult tobacco use, maternal tobacco use, and tobacco use in households with children		DHD #10, Crawford Health Improvement Committee (CHIC), Crawford County Commission on Aging, Munson Healthcare Grayling	Distributed Michigan Tobacco Quitline materials and referral forms to CHIC members via paper and e-mail. Distributed DHD #10 Tobacco Cessation Resources Brochure and TTS referral forms to CHIC members via paper and e-mail. A TTS class was offered to Munson Healthcare Grayling Hospital employees in January 2018. Flyers were sent out and posted. No one registered for the class. Family Planning developed and distributed Quit Kits.
Align communication messages with health observance months		Munson Healthcare Grayling Hospital, City of Grayling, Grayling Parks and Recreation	A Tobacco-free Playground Resolution was passed for Grayling City Park in December 2017. Signage will be installed in the spring. Munson Healthcare Grayling Hospital used Great American Smokeout materials in November (table tents, press release, Banners, DHD#10 Resource flyers). These were used in the hospital cafeteria, waiting areas, employee break rooms, in an internal employee newsletter, and digital bulletin board. CC Commission on Aging promoted the Quitline in March for Kick Butts Day and in November posted Great American Smokeout materials. DHD#10 posted GASO and Kick Butts Day materials on the DHD#10 website.
Partner with dental offices for education and referrals			

CHRONIC DISEASE





OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 2020, develop, maintain, and distribute a Chronic Disease Prevention Resource Guide for Crawford County					
By September 2020, increase the number of communication venues where chronic disease prevention resources are promoted from 5 to 10		 7 Venues Munson Healthcare Grayling Hospital Facebook CC Commission on Aging Facebook MSU Extension, DHD#10 Website and Facebook, LiveWell Website and Facebook			



PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018
Connect community members with chronic disease to community resources (Community/Clinical Linkages)		MSU Extension, Commission on Aging, CHIC	MSU Extension implemented a 6 week Chronic Disease Prevention Self-Management Program in December 2017– January 2018. Also provided one time presentations January – March at other classes. Commission on Aging promotes Fitness after Fifty physical activity opportunities for seniors. Walking loops mapped and signed, brochures developed and promoted to the community and worksites.
Align communication messages with health observance months		Munson Healthcare Grayling, Crawford County Commission on Aging, DHD#10	Munson Healthcare promoted Heart Month in February, Great American Smokeout in November. CC Commission on Aging promoted Kick Butts Day in March and Great American Smokeout in November. DHD#10 website and twitter posted articles for GASO, Diabetes Month, Breast Cancer Awareness Month, Heart Month, Nutrition Month.
Update and distribute a community resource guide for chronic disease prevention programs			
Implement community events to promote resources related to chronic disease prevention		Crawford County Commission on Aging, Hanson Hills	CC Commission on Aging promotes physical activity programs at the senior sites and in the community on their Facebook page. 5K Run sponsored by River House in October.

HEALTHY LIFESTYLES



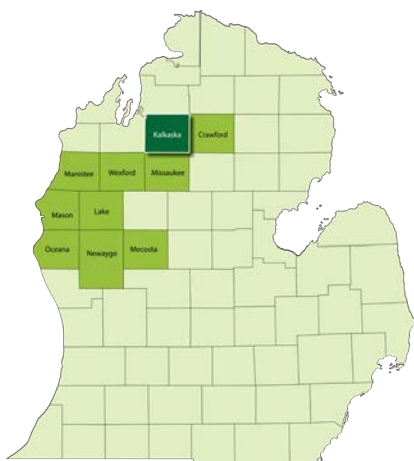
OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 2020, develop, maintain, and distribute a Healthy Eating Resource Guide for Crawford County					
By September 2020, increase the number of communication venues where healthy eating resources are promoted from 5 to 10	 16 Agencies Received Food Resource Guides to Distribute				

PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018
Increase awareness of local food and nutrition assistance available in Crawford County		Commission on Aging, CHIC, Crawford County Human Services Collaborative Body	The Crawford County Commission on Aging in partnership with the Crawford Health Improvement Committee developed a Food Resource Guide for Crawford County. The Guide was distributed to the Commission on Aging, DHD #10, Munson Healthcare Grayling, MSUE, Help Center Food Pantry, Crawford Ausable Schools, DHHS, United Methodist Church, City of Grayling, CMH, NEMCSA, Riverhouse Shelter, Southbranch Township, Beaver Creek Township, Grayling Township, and Chamber of Commerce. Brochures will be printed and replenished as needed. Completed Prescription for Health Program in Crawford County with 89 participants. Double Up Food Bucks at Family Fare was promoted by the CC HSCB e-mail list.

Align communication messages with health observance months		Munson Healthcare Grayling, Crawford County Commission on Aging, DHD#10	DHD 10 posted information for National Nutrition Month on the DHD 10 website and Facebook and the Live Well Facebook and twitter Crawford County Avalanche Facebook published article on Commission on Aging and nutrition.
Promote edible landscaping in communities			

KALKASKA COUNTY

TOP 3 HEALTH ISSUES Identified by Key Stakeholders



CHRONIC DISEASE



HEALTHY LIFESTYLES



TOBACCO USE

CHRONIC DISEASE



OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 2020, increase the number of participants completing the core sessions of the National Diabetes Prevention Program in Kalkaska County from 0 to 30		✓ 20 participants			




PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018
Collaborate with the Northern Michigan Diabetes Prevention Program Collaborative	😊	NMDPP Collaborative, State of Michigan, Priority Health	All DPP classes are posted on the State website www.mihealthyprograms.org Priority Health and other organizations are directing their clients to the site to find DPP classes in their area. NM DPP Collaborative met on October 30, 2017 and January 29, 2018 and will continue to meet quarterly via phone.
Partner with non-traditional agencies to reach vulnerable populations, i.e. Community Mental Health, Dept. of Health and Human Services	😊	Kalkaska Memorial Health Center, CMH	KMHC is hosting their second DPP cohort and has 20 participants enrolled including participants from CMH

HEALTHY LIFESTYLES







OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 2020, implement and measure strategies that are included in the Northern Michigan Community Health Innovation Region obesity prevention plan		✓			

PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018
Partner with Shape Up North to implement obesity prevention initiatives	😞		

Partner with the Northern Michigan Public Health Alliance to implement the Community Health Innovation Region Obesity Prevention Plan		NMCHIR	Several members of the Live Well Kalkaska Coalition attended the CHIR Able trainings to help develop the Obesity Plan. DHD #10 partnered with the Kalkaska Senior Center to implement obesity prevention initiatives. Walking loops were identified and a brochure was developed to promote the loops. A kiosk with a map of the loops will be installed in April. Implemented The Learning Kitchen nutrition education classes for 20 participants in January and February.
Partner with the Kalkaska Memorial Health Center to implement strategies included in the Munson Healthcare Obesity Prevention/Reduction Plan			
Increase communication among partner agencies to avoid duplication of efforts to increase collective impact		LiveWell Kalkaska County	Continue to facilitate Live Well Kalkaska County to increase collaboration in Kalkaska County

TOBACCO USE

OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 2020, decrease the percent of 9th and 11th grade students at Kalkaska County schools who report smoking in the past 30 days from 16.7% to 13.7%					

PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018
Partner with the Live Well Kalkaska Substance Free Coalition and the Kalkaska Memorial Teen Health Corner to provide tobacco prevention programming to youth			
Partner to promote the use of Towards No Tobacco curriculum for 6th grades students and the Fourth R Program for high school students		Kalkaska Memorial Teen Health Corner	Completed Towards No Tobacco curriculum for 42 6th grade students at Forest Area Community Schools in November 2017. Completed Towards No Tobacco curriculum for 101 6th grade students at Kalkaska Middle School in March 2018. In October 2017 and February 2018, completed 4th R curriculum with 7 sessions addressing substance abuse to health classes in 1st and 2nd semester at Kalkaska High School. Total 92 students between 5 classes. Overall, 86% had a positive attitude/behavior change, and 90% increased their refusal knowledge. In February 2018 -Completed 4th R curriculum with 7 sessions specific to substance abuse to health class at Forest Area Community Schools. Total 42 students. Overall 64% had a positive attitude/behavior change, and 64% increased their refusal knowledge.
Assist with planning and implementing youth driven tobacco prevention events for Great American Smokeout and Kick Butts Day			

LAKE COUNTY

TOP 3 HEALTH ISSUES Identified by Key Stakeholders



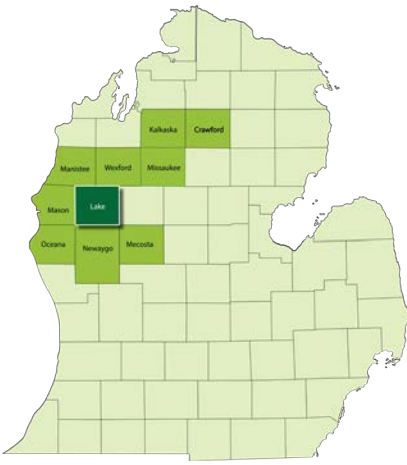
CHRONIC
DISEASE



ACCESS TO
HEALTH CARE



TOBACCO
USE



CHRONIC DISEASE



OBJECTIVES

Objective
Met

Moving in the
Right Direction

Moving in
the Wrong
Direction

No Change
Since Previous
Report

No
Progress

By September 2020, increase the number of participants completing the core sessions of the National Diabetes Prevention Program in Lake County from 0 to 50



5 participants in
post core classes
from the DPP
class starting in
July 2017

PLANNED STRATEGIES

Strategy
Progress

Responsible
Partners

Progress update:
October 1, 2017 - March 31, 2018

Implement evidence-based health education programs



MSU Extension,
DHD #10,
Spectrum Health
Reed City, Lake
County Food
Council

DPP class ongoing from July 2017 with 5 participants. DPP class began March 26 at MSU Extension. A DPP class is starting in May in Reed City. Diabetes support group is being considered in Lake County. A1c screenings were conducted by Spectrum Health Reed City at the Bread of Life Pantry in Baldwin. Lake County Food Council will support diabetes prevention and management education. Pam Daniels, Chronic Disease Prevention Educator with Michigan State University Extension presented information on how food pantries can provide helpful information to clients with diabetes or who may be pre-diabetic. Provided My Plate for people with diabetes handouts to the Food Pantry.

Increase data sharing among service providers



Focus on a month to promote diabetes prevention and self-management



ACCESS TO HEALTH CARE



OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 2020, increase the number of people using MedNow Telehealth in Lake County from 7 to 50		✓			



PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018
Implement and promote Telehealth/mobile health	😊	Spectrum Health, DHD#10	Spectrum Health staff attended a DHD#10 open house to promote the telehealth program now available at DHD#10, flyer developed to promote the kiosk at DHD#10
Increase data sharing among service providers	😞		
Form a task force aimed at increasing access to care and increasing infrastructure to provide care	😞		
Develop a sustainability plan to assure progress on objectives even without outside funding	😞		
Introduce potential healthcare professionals to all resources in the area	😞		

TOBACCO USE



OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 2020, increase the number of media outlets that promote tobacco cessation and tobacco prevention messages in Lake County from 0 - 10		✓ 6 venues DHD #10 website and Facebook, LiveWell website and Facebook, Spectrum Health Gerber, Lake County Roundtable E-mail List			

PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018
Implement a mass media campaign for tobacco use prevention	😊	Lake County Roundtable Members	Great American Smokeout materials sent to all Lake County roundtable members for distribution in the community and on media sites

Implement campaigns to promote nicotine dependence treatment programs		Spectrum Health, DHD #10	Spectrum Health is promoting their Tobacco Treatment specialist and other cessation services in Lake County. A brochure was developed and distributed. DHD#10 distributes cessation resources brochures and Michigan Tobacco Quitline materials, posts on DHD #10 website and Facebook and Live Well website and Facebook.
Target youth with prevention education through the Adolescent Health Center		DHD#10, Baldwin Community Schools	Middle School and High School prevention programs were delivered in Baldwin Community schools. 82 students participated. Tobacco prevention classes were offered at Baldwin Elementary school to 72 second – fourth graders.

MANISTEE COUNTY

TOP 3 HEALTH ISSUES Identified by Key Stakeholders



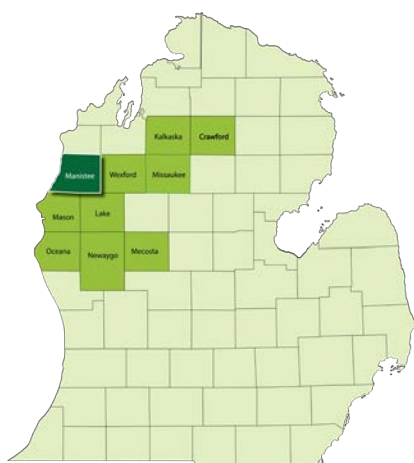
**HEALTHY
LIFESTYLES**



**SUBSTANCE
ABUSE**







**TOBACCO
USE**



HEALTHY LIFESTYLE



OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 2020, increase the number of communication venues where Live Well Manistee goals are promoted from 0 -10		 3 Live Well Website and Manistee News Advocate, HSCB Google Group			

PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018
Designate one or two members at each monthly meeting to write a news release to submit to the Manistee News Advocate		Live Well Manistee County, Manistee News Advocate	Press releases were developed and published October – February. Topics were Walking Benefits and Opportunities, DHD #10 Community Health Improvement Plan, Play Tobacco Free and the Great American Smokeout, Winter Activities, Healthy Meeting Resolution, Healthy Hearts March Press release promoting the DHD #10 Building Healthy Communities Grant funding.
Promote Live Well Manistee County events and activities on the Livewell4health.org website and Facebook page		LiveWell Manistee County	DPP was promoted on the LiveWell website
Support implementation of strategies included in the Munson Healthcare Obesity Prevention/Reduction Plan FY18- FY20		Manistee Commission on Aging, DHD#10	Through a MHEF grant DHD#10 worked with the Manistee Senior Center to implement obesity prevention initiatives. A Walking Loop was identified for mapping and signage. It was promoted with a brochure and a kiosk with map. Learning Kitchen Nutrition Education classes were implemented at the senior center.
Advocate for physical activity opportunities to be included in existing community events		LiveWell Manistee County	Snowshoe walk and kids outdoor games included in the Snowshoe Stampede to stomp out cancer

SUBSTANCE USE DISORDERS





OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 2020, one strategic plan for Substance Abuse Education (SEA) Manistee will be developed, using the Communities That Care model to collect data, complete a needs assessment, and prioritize goals and objectives to address substance abuse.		✓			
PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018		
Implement the Communities That Care Model	😊	SEA Manistee Members	Seven subgroups were formed within SEA Manistee to work on specific tasks: public relations, board maintenance, youth involvement, funding, resource assessment, data group, and adult services. Press release published in the Manistee news Advocate, October 26, 2017. Seven subgroups were formed within SEA Manistee to work on specific tasks: public relations, board maintenance, youth involvement, funding, resource assessment, data group, and adult services. Press release published in the Manistee news Advocate, October 26, 2017.		
Increase prescription drug disposal sites	😊	SEA Manistee Members	Four Red Med prescription drop boxes were placed throughout Manistee County. They were placed at the Little River Band of Indians Tribal Police Headquarters, Manistee Police Dept., Manistee Co. Sheriff's Office, and Family Fare Supermarket.		

TOBACCO USE

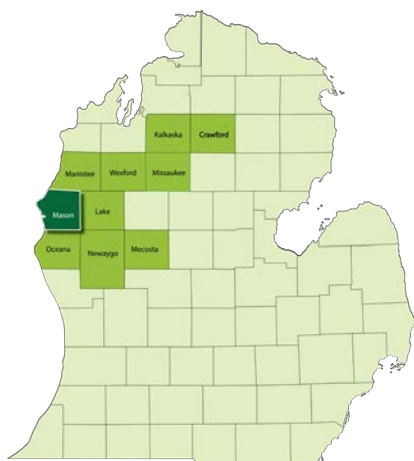


OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 2020, increase the number of tobacco-free recreation areas and playgrounds in Manistee county from 11 to 25		✓			
By September 2020, increase the number of annual referrals to tobacco cessation services from 48 to 75		✓ 7 referrals to the Quitline and 20 referrals to TTS			
PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018		
Educate the community and local government officials on the benefits of designating tobacco-free outdoor recreation area and playgrounds	😊	LiveWell Manistee County	Live well Manistee County voted to prioritize the expansion of tobacco-free parks in Manistee's rural communities in 2018. Play tobacco free Press Release published in Manistee News Advocate.		
Partner with Centra Wellness to provide training in tobacco dependence treatment	😞	DHD#10, Centra Wellness			

Promote the DHD #10 TTS services through distribution of tobacco cessation resources materials, displays of materials, promotion in social media, newsletter articles and community events		LiveWell Manistee County	Distributed Great American Smokeout materials at the Live Well Manistee County November meeting. Sharing of information regarding TTS services available at Live Well meetings. Northwest Michigan Health Services promoted Great American Smokeout and cessation services in their November newsletter "Stall Street Journal". Great American Smokeout materials were sent to HSCB google groups. DHD#10 promoted on Live Well Facebook page.
Promote the Michigan Tobacco Quitline services through distribution of Quitline materials, displays of materials, promotion in social media, newsletter articles and community events		LiveWell Manistee County	Quitline materials distributed to Munson Healthcare Manistee Hospital, Manistee Library, Bear Lake Library, Food pantries, DHD #10 lobby, WIC staff, and at flu clinic. Two press releases promoting the Quitline were distributed to the Manistee News Advocate. 20 maternal smoking packets were provided to the Manistee OB/GYN office in December. Promoted Quitline on DHD #10 Facebook page.

MASON COUNTY

TOP 3 HEALTH ISSUES Identified by Key Stakeholders



CHRONIC DISEASE



HEALTHY LIFESTYLES



SUBSTANCE ABUSE

CHRONIC DISEASE



OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 2020, increase the number of worksites in Mason County that offer worksite wellness programming from 3 to 10					✓
By September 2020, increase participation in the Fit Club School Wellness program in Mason county schools from 1600 to 2200					✓

PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018
Integrate health and wellness programming to where people already are (work and school)	😊	LiveWell Mason County	Identify worksites/schools that already implement worksite wellness programs. Identify agencies that deliver worksite wellness programs in Mason County
Promote resources for chronic disease prevention in the worksites	😞		
Conduct assessments for employees that include mental health and well being	😞		
Develop a Speakers bureau to provide presentations to worksites and schools	😞		

HEALTHY LIFESTYLE

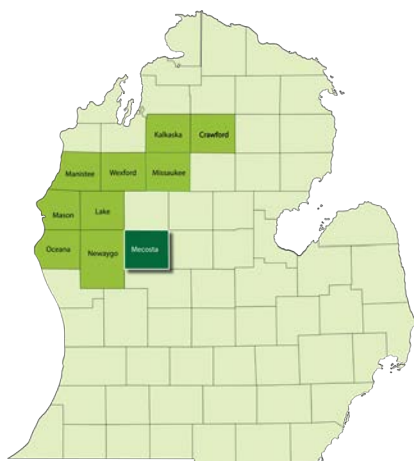


OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 2020, increase the number of participants in the Walk with Ease Program at senior centers in Mason County from 0 to 100		✓			
PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018		
Increase fitness opportunities for seniors	😊	Mason County Commission on Aging, DHD #10, Mason County Central Schools	Ludington and Scottville Senior Centers have implemented their Walk with Ease programs. Provided technical training and support to Tallman Senior Center. Scottville Walks was formed through the DHD #10 Michigan Health Endowment fund grant project. Walking loops were created with signage and maps, kiosk was installed, and brochures were developed and distributed. A community walking challenge was held in November. Press releases were published, Facebook and Live Well website and Scottville Senior newsletter communicated this project.		
Provide education on Walk with Ease to healthcare providers	😞				

SUBSTANCE USE DISORDERS



OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 2020, increase the percent of primary care providers who refer patients with chronic pain or injury to alternative or complementary treatment options by 50% (from 10% to 15%)		✓			
By September 2020, increase the percent of primary care providers that screen and refer persons with mental health struggles (including substance use issues) to appropriate services by 50% (from 10% to 15%)		✓			
PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018		
Provide support to physicians in implementing practices to a) educate patients on the proper use of and risks associated with opiates; b) offer alternative options for pain management; c) screen and refer for mental health issues and pain management	😊	Leeward Initiative	Assessment of existing screening/referral tools among area providers. List of treatment resources updated and distributed to contact list. Additional partners for medication lock box project secured.		
Expand the Leeward Coalition partners to include Department of Health and Human Services, Community Mental Health, Mercy Health, 211, etc.	😊	Leeward Initiative	Meeting with Board member of Spectrum Health and COVE to discuss coalition projects and support needed. Recovery Work Group Chair formulated task list for work group members.		



MECOSTA COUNTY

TOP 3 HEALTH ISSUES Identified by Key Stakeholders



**MATERNAL,
INFANT & CHILD
HEALTH**



**ACCESS TO
HEALTH CARE**



**SUBSTANCE
ABUSE**

MATERNAL INFANT & CHILD HEALTH



OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 2020, maintain the Girls on the Run Program at 9 school districts in Mecosta County		✓			
By September 2020, maintain the number of people reached through the healthy eating option booth at the Big Rapids Farmers Market (baseline to be determined)					✓
By September 2020, in partnership with schools and health coalition members, research feasibility of implementation of the "Let Me Run" program for boys		✓			

PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018
Develop and implement healthy eating and physical activity initiatives for youth	😊	Mecosta County Schools	Girls on the Run is currently in the start of the season – recruiting coaches and teams. Press release to recruit coaches went out in January. For "Let Me Run" program for boys: Contact has been made. In the process of scheduling a meeting to discuss implementation.
Increase membership in the Big Rapids Health Coalition to involve diverse sectors in the County	😊	LiveWell Mecosta County	Coalition changed the name to Live Well Mecosta County to expand the reach of the Coalition
Increase utilization of the www.livewell4health.org website	😞		

ACCESS TO HEALTH CARE





OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 2020, increase the number of annual referrals to the Tobacco Treatment Specialist Program from 16 to 30		✓ 12 referrals total			
By September 2020, increase the number of participants taking part in free or low-cost preventive health screenings in Mecosta County (baseline to be determined)		✓			
PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018		
Increase access to healthcare for under-insured	😊	Susan P. Wheatlake Cancer Center, Spectrum Health, ACS, DHD#10	Free Cancer Screenings were offered at Spectrum Health Reed City Hospital on October 13, 2017. Free screenings will be offered again in April		
Implement healthcare education programs	😊	DHD#10, Spectrum Health Big Rapids	DHD #10 and SHBR are offering Tobacco Cessation Services. 5 referrals were made to the TTS Program at DHD#10. 7 referrals were made to the TTS program at Spectrum Health.		

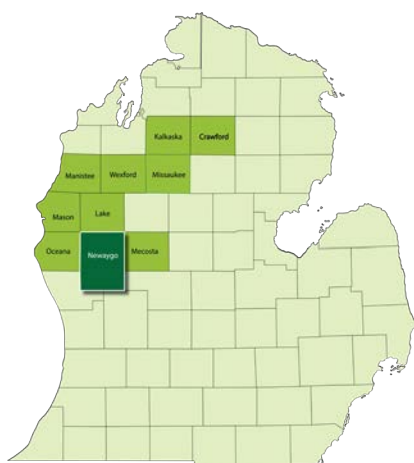
SUBSTANCE USE DISORDERS



OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 2020, decrease the percent of MIP violations in Mecosta County ages 17 and up by 5% each year (baseline 121)		✓			
By September 2020, decrease the rate of DUI offenses in Mecosta County each year from 72.5/10,000 licensed drivers (197) to 50.0/10,000 licensed drivers		✓			
By September 2020, in partnership with Spectrum Health, implement a training for health care providers regarding implementation of safe prescribing practices for controlled substances					✓
PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018		
Increase prevention and education programs	😊	MOCRUSA	Protecting You, Protecting Me, Project Alert, and Prime for Life educational programs taking place every week		
Implement sticker shock campaign to reduce underage access to alcohol in retail outlets in Mecosta County	😊	MOCRUSA	Sticker Shock window clings distributed to all tobacco and alcohol retailers		
Provide alcohol retailer education on laws forbidding alcohol sales to minors	😊	MOCRUSA	Retailer education packets delivered to all tobacco and alcohol retailers in Mecosta County		

Provide TIPS training to on-premise and off-premise alcohol retailers		MOCRUSA	TIPS training class held on March 26, 2018 with 10 participants representing 5 establishments
Conduct Prescription Drug Take Back Day events		MOCRUSA, Spectrum	October DEA Take Back – 775.3 lbs of drugs collected. January Take Back to incinerator – 680 lbs of drugs collected. Spectrum Health Medication and Needle Take Back events at Reed City and Big Rapids Hospitals – 63 people participated, 52 lbs of drugs collected and 85 lbs of needles collected.

NEWAYGO COUNTY



TOP 3 HEALTH ISSUES Identified by Key Stakeholders



ACCESS TO
HEALTH CARE



TOBACCO
USE



HEALTH
DISPARITIES

ACCESS TO HEALTH CARE







OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 2020, increase the number of students participating in the Coordinated Approach to Child Health (CATCH) Program in Newaygo County from 750 to 3,400		✓			
PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018		
Increase access to health programming for youth	😊	Spectrum Health Gerber memorial, MSU Extension	Expanded the CATCH Program to all 5 school districts in Newaygo county. Most recently added Daisybrook Elementary and Pathfinder Elementary in Fremont. Met with Big Jackson school district in rural NE Newaygo County. Spectrum Health Gerber has a health educator certified as a Master Trainer for the CATCH Program. Completed Smarter Lunchrooms in all 5 school districts. Created a CATCH promotional video.		
Monitor BMI and healthy weight through aggregate data for program evaluation	😊	Spectrum Health	Four of the five school districts are monitoring BMI for this program		

TOBACCO USE



OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 2020, increase the number of annual referrals to Tobacco Cessation Resources in Newaygo County from 72 to 120		✓			
By September 2020, increase the number of annual referrals of pregnant women to the SCRIPT tobacco cessation program from 0 to 20		✓			


PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018
Increase member engagement to expand the Breathe Well effort		Breathe Well Coalition Members	Breathe Well has a strategic plan and continues to seek out new partners
Partner with Connect True North and Community Mental Health to provide tobacco cessation resources		True North Community Mental Health	
Promote tobacco cessation services at community events		Breathe Well Coalition Members, Spectrum Health Gerber Memorial, DHD#10	<p>SHGM: General referrals and requests for information: 187 14 enrolled in Tobacco cessation program 3 have quit tobacco 8 are still in the program DHD #10: 8 referrals, 1 enrolled in program In November 2017, five Youth Advisory Council students from the White Cloud Schools participated in a planning committee to implement events for the Great American Smokeout. This project was funded by a grant from UnitedHealthcare awarded to DHD #10. November 2017 Great American Smokeout events for youth:</p> <ul style="list-style-type: none"> • 500 Be Smart, Don't Start coloring books and crayons and smokefree home/car pledge cards were distributed and went home with every elementary student at White Cloud Elementary school. • Every junior/senior high school student at White Cloud Schools received a "scenario" card in which they were designated a person who smokes or a person who uses chewing tobacco. The entire school heard announcements about the Great American Smokeout and tobacco facts over the PA system. • 950 students at White Cloud Schools were reached. <p>Newaygo County Pride students developed and recorded three unique radio ads to promote tobacco use prevention and tobacco cessation. These ads were aired on three radio stations from November 3 – November 15. The ads ran on the Big Rapids Radio Network which covers Mecosta and Newaygo Counties. Seventy ads ran on WYBR-FM, sixty-nine ads ran on WWBR-FM, and 70 ads ran on WBRN-AM.</p> <p>GASO community events:</p> <ul style="list-style-type: none"> • Community presentations were held in October and November which included a power point and discussion about the Great American Smokeout (GASO), how to prepare to quit, how to use the GASO as an incentive, and how to follow up after the GASO. Six presentations were held at the following locations, Hesperia Library, True North Mobile Food Pantry, Family Health Care in Grant, The Stream (2), Family Health Care in White Cloud. • A program was held at the Tamarac Center in Fremont on Nov. 13 with Dr. Burns, Psychologist, on tobacco cessation and Pa Lao, Naturopathic Doctor, on nutrition, relaxation and tobacco cessation. • 2,850 youth & families were reached for GASO via flyers sent home with all elementary students in every Newaygo County elementary school in their backpacks.

			<ul style="list-style-type: none"> 5 Articles were published in local news (Times Indicator & Near North Now) over 5 weeks prior to and after Great American Smoke Out; two ads were printed in Hi-Lites Shopping Guide for GASO presentations. Times Indicator serves more than 10,000 households; Hi-Lites is distributed to more than 20,000 homes and businesses, and Near North Now has over 1200 subscribers to the weekly newsletter. Analytics show they are reaching 7-15,000 unique views a week Two presentations were provided at healthcare provider offices to promote cessation services for Great American Smokeout <p>Breathe Well and DHD #10 Live Well promoted the "Every Try Counts" campaign from the FDA in December 2017. BreatheWell promoted Through with Chew in February and will begin a smokeless initiative with high school athletic coaches.</p>
Promote aternal smoking cessation through education and promotion of SCRIPT Program		Spectrum Health Gerber Memorial	<p>Spectrum Health Gerber has a SCRIPT trainer and provided a SCRIPT training for Spectrum Health Staff on Oct. 18.</p> <p>OB Patients who reported using tobacco or nicotine: 23</p> <p>4 came to consultation</p> <p>1 quit tobacco</p> <p>2 are still in the program</p> <p>Spectrum Health Cessation for pregnant women class promoted on DHD #10 10 Live Well Facebook page.</p>

HEALTH DISPARITIES

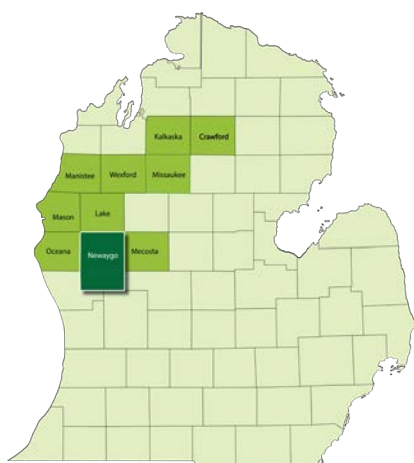


OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 2020, increase the number of high schools implementing Safer Choices or other evidence-based teen pregnancy prevention curriculums from 1 to 4		✓			
By September 2020, increase the number of educators/providers trained in evidence-based teen pregnancy prevention programs from 1 to 5		✓			

PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018
Implement evidence-based programs to decrease teen pregnancy		Newaygo County Teen Pregnancy Prevention Workgroup	<p>Grant funding is available to purchase prevention curriculums. DHD #10 has proposed a plan through the Teen Pregnancy Prevention workgroup to increase programming in Newaygo County.</p> <p>Grant funding paid to host Talk Early, Talk Often parent education workshop to help guide parents in talking to their children about sex. Fremont, White Cloud, Hesperia and Newaygo schools all hosted the Talk Early, Talk Often workshop.</p>

OCEANA COUNTY

TOP 3 HEALTH ISSUES Identified by Key Stakeholders



**ACCESS TO
HEALTH CARE**



**CHRONIC
DISEASE**



**HEALTHY
LIFESTYLES**

ACCESS TO HEALTH CARE



OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 2020, increase the number of agencies providing services in Spanish and developing resources translated into Spanish from (baseline to be determined)					✓
By September 2020, increase the number of bilingual community health workers in Oceana County (baseline to be determined)					✓

PLANNED STRATEGIES

Strategy Progress

Responsible Partners

**Progress update:
October 1, 2017 - March 31, 2018**

Ensure that healthcare resources are provided in Spanish and at an appropriate language level



Mercy Health

Mercy Health offered a 6 week Spanish Diabetes-PATH course beginning in March






Conduct a survey of agencies to determine services and materials provided in Spanish



CHRONIC DISEASE










OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 2020, increase the number of participants completing the core sessions of the National Diabetes Prevention Program in Oceana county from 0 to 30		✓			
By September 2020, increase the number of participants in the Diabetes Self-Management Programs (baseline to be determined)		✓			

PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018
Promote the NDPP through distribution of promotional materials, displays of materials, promotion in social media, news releases, newsletter articles and community events		Health Bound Coalition	A diabetes prevention and management subgroup has been formed within Health Bound to focus on diabetes prevention and self-management activities
Focus on a month to promote diabetes prevention			
Promote NDPP and PATH programs at the Free Clinic and the Farmers Market			
Promote the PATH Diabetes Self-Management Program		Health Bound Coalition, Mercy Health	A diabetes prevention and management subgroup has been formed within Health Bound to focus on diabetes prevention and self-management activities. Path Program in Spanish promoted and began in March 2018.
Focus on a month to promote diabetes self-management			

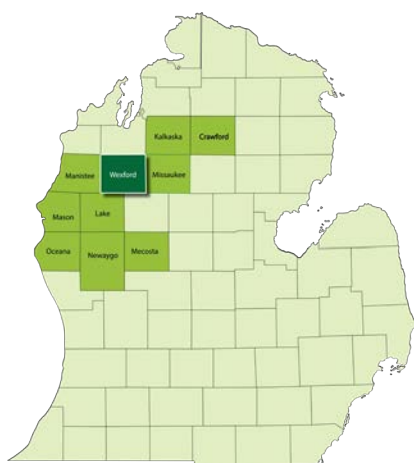
HEALTHY LIFESTYLE



OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 2020, increase the number of worksites that offer physical activity programming and/or opportunities for employees from 15 to 30					

PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018
Conduct walking groups for employers to encourage employees to walk on lunches and/or breaks			
Promote walking programs and places to walk			
Promote all physical activity opportunities and programs available in Oceana County		Lakeside Family Fitness	Lakeside Family Fitness implemented Winter Wellness 2018 with physical activity tracking, free Tai Chi classes, prizes, educational programs
Implement physical activity education programming at worksites			
Support and promote the DNR MiBigGreenGym program			
Expand membership in the Oceana HealthBound coalition		Healthy Families of Oceana County, Oceana HealthBound Coalition	HFOC moved under Health Bound as the Healthy Lifestyles/Obesity Reduction sub-group

WEXFORD & MISSAUKEE COUNTIES



TOP 3 HEALTH ISSUES Identified by Key Stakeholders



**HEALTHY
LIFESTYLES**



**MATERNAL,
INFANT & CHILD
HEALTH**



**CHRONIC
DISEASE**

HEALTHY LIFESTYLE




OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 2020, increase the number of worksites in Wexford and Missaukee Counties that offer worksite wellness programming from 27 to 33		✓			
PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018		
Promote and Implement comprehensive worksite wellness programs	😊	Cadillac Area Health Coalition Members	Business Toolkit for Great American Smokeout sent to all Cadillac Area Health Coalition members Conducted tobacco cessation program for Four Winns in Cadillac. 4 participants.		

MATERNAL INFANT & CHILD HEALTH







OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 2020, implement annual youth-driven social media campaigns using the Strengthening Families Protective Factors Framework to address childhood trauma issues for parents and young children		✓			
PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018		
Implement programs to address child abuse and neglect	😊	Wexford-Missaukee Child Protection Council	Introduction of child abuse prevention media campaign to Wexford-Missaukee Child Protection Council, topic discussion at local council meetings, preliminary radio ads discussed, and community education and awareness presentation on ACE's (Adverse Childhood Experiences) and film "Resilience" by the Michigan ACE's Initiative through TRUST (Trauma and Resilience Unified Support Team) of Wexford and Missaukee Counties.		

Implement programs to address childhood trauma		Wexford – Missaukee Child Protection Council	Child Protection Council's annual meeting featured a speaker on Understanding Teen Behavior and Trauma
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CHRONIC DISEASE



OBJECTIVES	Objective Met	Moving in the Right Direction	Moving in the Wrong Direction	No Change Since Previous Report	No Progress
By September 2020, increase the number of communication venues that post or publish messages related to obesity prevention from 0 to 50		✓ 4 agencies			
By September 2020, implement and measure strategies that are included in the Northern Michigan Community Health Innovation Region (CHIR) Strategic Plan					✓
By September 2020, implement and measure strategies that are included in the Munson Healthcare Obesity Prevention/Reduction Plan		✓			

PLANNED STRATEGIES	Strategy Progress	Responsible Partners	Progress update: October 1, 2017 - March 31, 2018
Implement a social media campaign that focuses on obesity prevention			
Partner with the Northern Michigan CHIR to implement the strategic plan to reduce obesity			
Partner with the Cadillac Area Health Coalition and Munson Healthcare Cadillac to implement the Obesity Prevention/Reduction Plan		Munson Healthcare Cadillac Hospital, Cadillac Area Health Coalition	Dr. James Whelan from Munson Healthcare is now Chair of the Cadillac Community Health Coalition. He is leading the Coalition's strategic planning process to align with the Munson Healthcare Obesity Prevention/Reduction Plan
Increase collaboration among community agencies to address the obesity issue		Munson Healthcare Cadillac, MSU Extension, Area Agency on Aging	MSU Extension implemented Cooking Matters for Families classes. Munson Healthcare Cadillac is expanding the Senior Fit Program to Missaukee County. DHD#10 implemented the Diabetes Prevention Program. Area Agency on Aging implemented the PATH Diabetes Self-Management Program in November 2017. Cadillac Area YMCA implemented and Coalition members promoted "Operation Roadblock" a fitness challenge program in Jan. and Feb. and the 12 Days of Fitness in December. Seventh Day Adventist Church has a chef that conducts free community cooking classes.
Increase healthy options in food pantries	