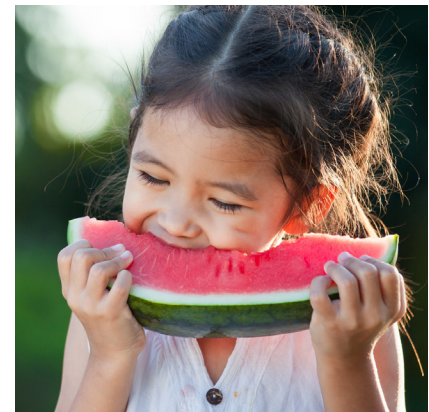
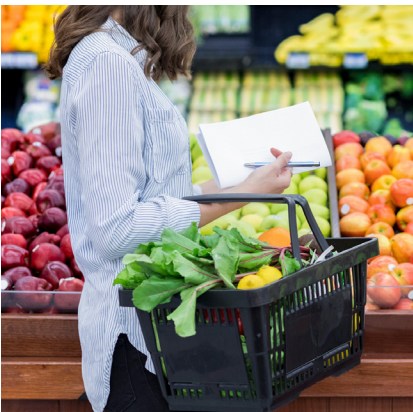
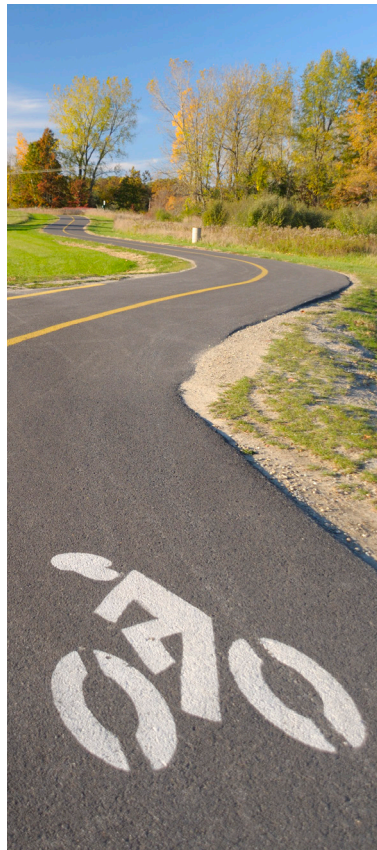


Macomb County Community Health Improvement Plan

2018 Annual Report



Health
Department



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Introduction

The Macomb County Health Department is pleased to present the 2018 Community Health Improvement Plan (CHIP) Annual Report. The CHIP is a community-driven, strategic and measurable work plan. It defines how community partners across sectors will come together to address priority health issues identified through a comprehensive assessment of local data. In coordination with local hospitals, community stakeholders, and partner organizations, more than 30 diverse Macomb County community organizations identified four priority areas for the CHIP. The priority areas identified for Macomb County are:

- Chronic Disease and Healthy Lifestyle
- Behavioral Health
- Access to Services
- Social Determinants of Equity

Outlined in this report are the goals, objectives, actions and measures for addressing the four priority areas identified in the 2016 Community Health Assessment. Also included in this report is a list of key community partner organizations and agencies that have committed to the successful implementation of the strategies included within the CHIP.

The 2017 CHIP and 2016 CHA can be viewed in its entirety by visiting cha.macombgov.org. The Health Department maintains scorecards to serve as a live report card of the work being done in accordance with the CHIP. You can find the CHIP scorecard at <https://embed.resultsscorecard.com/Scorecard/Embed/25953>.

An Overview of the Priority Areas



Chronic Disease and Healthy Lifestyle

A decrease in chronic disease and an increase in healthy lifestyle behaviors is essential to a healthy community. Chronic disease and a healthy lifestyle can often be viewed as having an inverse relationship and the rise of healthy lifestyle education and application within a community could result in a decrease of chronic disease (obesity, diabetes, heart disease and cancer). Results from the Community Health Survey demonstrated that chronic disease continues to be a top priority amongst survey respondents. Results from the CHA also indicated a need for improvement when compared to the state and national benchmarks in chronic diseases and healthy behaviors.



Behavioral Health

Behavioral health is often used as an umbrella term, and refers to mental, behavioral or addictive disorders. It includes not only promotion of well-being, but also includes prevention and intervention in substance abuse or other addictions. When asked to identify health concerns other than chronic disease survey respondents identified mental health as a priority (53.2%). When combined with drug/substance abuse, the behavioral health priority area was deemed absolutely essential to creating a healthier community.



Access to Services

Access to many different health-related services was a prominent and recurring theme during completion of the Community Health Assessment. Increased access to affordable healthy food, access to housing, access to healthcare, and access to more jobs were selected as priority areas that would increase the quality of life for residents, as well as improve overall health for Macomb County. Utilizing results obtained from the CTSA team and completed surveys and data from the CHA, Access to Services was summarized as a central theme with a focus on increasing knowledge and utilization of services that are already available in Macomb County.



Social Determinants of Equity

The conditions in which residents live explain why some Macomb County residents are healthier than others. Health is affected by social and economic opportunities in our communities, workplaces and environment. These can be called Social Determinants of Equity. Addressing Social Determinants of Equity was selected as a priority area in our Community Health Assessment. The most basic of goals can be established to ensure that all services are accessible to the entire population of Macomb County and that these services are culturally and linguistically appropriate.

Priority Areas

Chronic Disease and Healthy Lifestyles

GOAL: Promote health and reduce chronic disease risk in Macomb County

Objective 1: By 2021 reduce the proportion of Macomb County adults who engage in no leisure-time physical activity from 30% to 25%.

Objective 2: By 2021 reduce the proportion of adults who are considered obese/overweight based on BMI from 33.1% to 30%.



HIGHLIGHTS AND ACCOMPLISHMENTS

The Macomb County Health Department Twitter account, [@MCHDHealth](https://twitter.com/MCHDHealth), was established, to share and discuss information related to the Community Health Improvement Plan objectives. Through the development of the Twitter account, the Health Department has been able to share physical activity opportunities and information about the importance of physical activity and chronic disease prevention. By utilizing social media to share and discuss health promotion materials, information can be easily distributed and accessed by Macomb County residents. So far, the account has shared over **400 Tweets**.

The workgroup launched **Move More Macomb**, an initiative and website at MoveMoreMacomb.org, to increase physical activity. Move More Macomb was created to help community members find **physical activity opportunities for all fitness levels, ages, and costs**. Residents can visit the website to find out what to know, and where to go to be physically active in Macomb County.

In addition, '**Tools for Healthy Schools**' was developed to introduce schools to three programs: Healthy School Action Tools, Fuel Up to Play 60, and Smarter Lunchrooms. Each program uses evidence based strategies to improve physical activity and healthy eating outcomes, and the overall school health environment. The guide connects schools with resources, explains why the programs work, how they work, and how schools can get started.

NEXT STEPS

The workgroup is currently implementing a **physical activity survey of older adults** (60 years of age and older). Once the survey distribution has ended, the results will be used to determine what barriers prevent older adults from being active. The results will also be used to better understand where and how older adults are already engaging in physical activity and to identify strategies to combat barriers to physical activity.

In addition, the workgroup will also be focusing efforts on creating a toolkit for promoting **physical activity in the workplace** in 2019 and will compile resources to be added to a new 'At Work' tab for the Move More Macomb website.



Priority Areas

Behavioral Health



GOAL: Improve behavioral health for all residents by expanding access to prevention, intervention and treatment services.

Objective 1: Increase early identification of behavioral health risk factors by 2021.

Objective 2: Increase awareness of public health behavioral services by 2021.

Objective 3: By 2021 decrease the percentage of Macomb County residents who use tobacco from 21.4% to 18%.

HIGHLIGHTS AND ACCOMPLISHMENTS

Early identification of warning signs of mental illness can certainly expedite treatment and result in a healthier community. During our first year, the workgroup focused on increasing early identification of behavioral health risk factors. The workgroup addressed early identification of behavioral health risk factors through the promotion of **Mental Health First Aid** and **Question, Persuade, and Refer** (QPR) trainings. In addition to promoting trainings to community partners and residents, the workgroup focused on training employees internally by offering trainings at all Macomb County government offices.

During our first year, the Behavioral Health workgroup also focused on increasing awareness of behavioral health services. This was addressed through the development of a **resource map** that identifies behavioral health services in Macomb County. The resource map has been created and will be shared with the Behavioral Health Workgroup to be disseminated to community partners and organizations for distribution throughout the community. The resource map highlights the many behavioral health services available in Macomb County and brings attention to the importance of receiving care for behavioral health.

NEXT STEPS

The workgroup will focus on promoting **Narcan educational sessions** and **drug drop off locations** in 2019. In addition, the workgroup will continue to promote Mental Health First Aid trainings and the Behavioral Health Services resource map. Finally, the workgroup will partner with the Macomb County Tobacco Prevention Coalition to better address tobacco use and cessation.

Priority Areas

Access to Services



GOAL: Increase knowledge of Macomb County resources and services.

Objective 1: Increase consumption of the daily recommended servings of fruit and vegetables daily by 5% from baseline (43% fruits, 25.9% vegetables) for children, adolescents and adults by 2021 through educational programs and resources.

Objective 2: Improve the community's capacity to obtain, process, and understand basic health information and services needed to make appropriate health care decisions and engage in health promoting behaviors by 2021.

Objective 3: Improve capacity and utilization of affordable, preventive and integrated oral health services for underserved populations in Macomb County by 2021.

HIGHLIGHTS AND ACCOMPLISHMENTS

During our first year, the workgroup focused on increasing healthy eating with youth in our community. The workgroup worked to identify schools to partner with to implement Smarter Lunchrooms. The Smarter Lunchrooms Movement is a nationwide movement based on proven strategies for nudging students to select and eat the healthiest foods in the school lunchroom. These efforts led to the development of the **Tools for Healthy Schools** guide.

The workgroup also addressed healthy eating in schools by beginning the development of a **Farm to School Directory**. The Farm to School directory will provide schools with contact and produce information from farms who are interested in selling to schools. This year, **5 farms** agreed to participate in the directory. Farm to School programs enrich communities and increase farmers' revenues by providing a local market. Farm to School programs allow farmers to supply schools with fresh fruits and vegetables and provide students with a fresh, healthy meal.

The workgroup also conducted an **oral health survey**. This targeted survey of Macomb County residents was designed to better understand why people do not access dental services and to determine if they know of low cost resources. The survey specifically targeted Medicaid populations and those for whom English is a second language and a total of **448 responses were received**. The results will be used to better promote oral health services and to educate residents on what services are available and what Medicaid coverage includes.

NEXT STEPS

The workgroup will focus on developing, expanding, and publishing the **Farm to School Directory** in 2019. The workgroup will work with schools to implement programs, including Smarter Lunchrooms, and provide support to schools to complete the scorecard and implement changes. Additionally, the workgroup will develop **social media posts** to promote oral health services.

Priority Areas

Social Determinants of Equity



GOAL: Ensure health care services are culturally and linguistically appropriate.

Objective 1: By 2021, train 100% of Health Department staff in cultural competency and cultural humility.

Objective 2: Devise a collective strategy to assess and increase levels of health literacy among Macomb County Health Department staff, as well as increase staff's ability to address low health literacy and bridge knowledge gaps by 2021.

HIGHLIGHT AND ACCOMPLISHMENTS

During our first year, the Social Determinants of Equity workgroup underwent major changes. After meeting with our community partners and stakeholders, the workgroup decided that this group would be most effective if it were to meet internally and to initially focus efforts on Macomb County Health Department staff. While the goals and objectives align with the same priority, the focus is now to work at an **internal capacity**. Objective 1 was modified to train 100% of Health Department staff in cultural competency, cultural humility, and equity. Training staff will ensure that Department staff are familiar with CLAS (Culturally and Linguistically Appropriate Services) standards health care services are culturally and linguistically appropriate at an internal level before focusing on other organizations.

During our first year, we also focused on the identification of trainings for staff to complete. Through the committee, **20 trainings were identified**. Of these trainings, six were determined to be valuable and applicable to Macomb County Health Department staff. Three of the six trainings were identified as best matches for the agency during the 2019-2021 time frame, and will be incorporated into the agency Workforce Development Plan for completion.

Following the restructuring of this workgroup, our next step was to create an **internal Health Literacy committee**. The development of an internal Health Literacy committee allowed us to discuss the goals and track progress of the workgroup, similar to our regular CHIP meetings. In an effort to align with the strategic plan, during the first year, the committee reviewed existing plans for culturally and linguistically appropriate services and identified additional plans related to social determinants of equity.

NEXT STEPS

The workgroup will focus on the development of a **Health Literacy toolkit** for internal and external use in 2019. The workgroup will also create Culturally and Linguistically Appropriate Services guidelines for the Health Department in order to evaluate our services.

Workgroup Highlights

Our workgroups have surpassed expectations for year one and we are on track for the five-year goals outlined in our Community Health Improvement Plan. We have highlighted some of our major achievements from each of the priority areas below.

448

Oral Health surveys completed by Macomb County residents

1,600

promotional materials distributed to residents to promote Move More Macomb

5

local farms participating in Farm to School Directory

20

CLAS trainings identified for MCHD employees

135+

Behavioral Health Services Identified for a Resource Map

Our Partners

ACCESS

Ascension (St. John Providence)

Affirmations

American Heart Association

Beaumont Hospital

CARE

Chaldean Community Foundation

Community First Health Centers

Community Mental Health

Congressman Levin's Office

Easter Seals

Families Against Narcotics

Greater Detroit Area Health Council

Harbor Oaks Hospital

Henry Ford Macomb Hospital

Human Services Coordinating Body

Immanuel Lutheran

Judson Center

Macomb Community Action

Macomb Community College

Macomb Children's Healthcare Access Program

Macomb County Planning and Economic Development

Macomb Dental Society

Macomb EMS

Macomb Family Services

Macomb Library for the Blind

Macomb Intermediate School District

Martha T Berry

Macomb County Office of Substance Abuse

McLaren Hospital

Michigan State University Extension

Molina Healthcare

MyCare Health Center

MyPregnancyCoach

Office of the County Executive

Oakland County Health Division

OperationRX

Sterling Heights Parks and Recreation

SMART Bus

United Way

Veterans Services





RESOURCES

Interested in finding the resources mentioned in this report, such as the **Tools for Healthy Schools Guide**, **Behavioral Health Resources Map**, and more? Email us at healthplanning@macombgov.org.

GET INVOLVED



Want to get involved? View the workgroup meeting schedule on our website at cha.macombgov.org or send us an email at healthplanning@macombgov.org.



TRACK PROGRESS

View the entire Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP) on our website at cha.macombgov.org.

Track our progress on the CHIP in real time at:

<http://app.clearimpact.com/Scorecard/Embed/25953>



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