FORCES OF CHANGE ASSESSMENT

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Assessment Methodology

The FOCA team met four times to brainstorm forces, trends, factors and events that answer the questions:

- What is occurring or might occur that affects the health of our community or the local public health system and
- What specific threats or opportunities are generated by these occurrences?

The FOCA team utilized the following process to complete the assessment:

1) Review of the Forces of Change Assessment
2) Forces of Change categories were revealed to assessment team
3) Brainstorming session of forces of change that fall into the specific categories, or forces of change that may fit in an additional category (1 meeting)
4) Committee members evaluated each force of change and identified potential threats and opportunities for the community and local public health system. (3 meetings)
5) Assessment team members then selected the most prominent forces of change that had been discussed in the prior meetings. Survey Monkey was also used to gather additional votes from individuals who could not attend during the voting process
6) The forces of change with the most votes were ranked as the most prominent forces and submitted to the Steering Committee for review for the Community Health Improvement Plan

Executive Summary

After brainstorming, discussion and voting the FOCA team was able to identify eight priority forces to present to the Steering Committee. These eight priority issues are:

- Growing Aging Population
- Violence
- Growing Immigrant Population
- Increased Disease/Chronic Disease
- Increased Substance Abuse
- Cost of Healthcare
- Cost of Education
- Climate Change

These eight priority areas will be discussed in further detail on the following pages. For each priority issue that has been identified, the related threats and opportunities that have been identified are listed.

Following the list of identified forces and their matching threats and opportunities is the full summary of voted on forces from the initial brainstorming session, along with the amount of vote each of these forces received.

Priority Forces of Change

GROWING AGING POPULATION	
Threats Posed to the Community	**Opportunities Created for the Community**
- Higher healthcare costs - Less kids for the schools/decrease in population - Alzheimer's will have a large effect on this population - Strains on caregivers (parents caring for kids and parents) - Aging in place - Economics and Social Security	- More volunteerism - Encore careers - Stable neighborhoods - Aging in place - Create individuals/volunteers to visit seniors - Need for home help program

VIOLENCE	
Threats Posed to the Community	**Opportunities Created for the Community**
- Perception of fear - Large crowds - Desensitized to violence - Value of life is less - Lack of reinforcement that it's wrong - Core values being compromised on what we teach our children - Media sensationalizes violence - Is becoming more like entertainment	- Mental health services - Opportunity for education on violence - Find ways to instill values in youth - Collaboration on all fronts to make a difference

COST OF HEALTHCARE	
Threats Posed to the Community	**Opportunities Created for the Community**
- Less access to medications - Increase of ER visits vs. primary/preventive care - Making choices of healthcare versus dinner	- Identify programs that help with payments for bills - Provide education to talk about true healthcare costs - Providing education to address healthcare programs for prevention - Utilizing the Right Connection pamphlet - Utilizing more Community Health Workers - Better connections with nonprofits and community health centers to identify and address health needs - Opportunity for more FQHCs in Macomb County

GROWING IMMIGRANT POPULATION/DEMOGRAPHIC CHANGES	
Threats Posed to the Community	**Opportunities Created for the Community**
• Lack of immigration services • Services not provided in enough languages (nearly 177 different languages spoken in Macomb County Schools) • Less students in school districts • More immigrant students in schools • Lack of medical professionals that speak the languages • Lack of interpreters • Gender bias	• Increased diversity in community • Get more bilingual individuals working in the organizations/state/schools/etc. • Opportunity to create a welcoming group to Macomb County • Immigrants are good workers – more likely to hold a job • Healthcare organization can partner with ECBO's • Utilize ONE Macomb more in the county for educational opportunities • Neighborhood stabilization for immigrant populations • Tap into more faith based organizations • Need for more ESL programs in schools • Cultural diversity programs – opportunity for more events in schools and communities

INCREASED DISEASE/CHRONIC DISEASE	
Threats Posed to the Community	**Opportunities Created for the Community**
• Chronic disease utilizes a lot of resources (doctors, time, costs) • Hard to get PCPs to refer clients • Perspective shifting to wellness • Emergency room admissions • These are long term concerns (not things that can change overnight) • Less physical activity among youth • Shortened recess • Lack of physical activity in schools • Access to healthy food	• Opportunity to provide more education and opportunities in the community (diabetes programs, etc.) • Evidence based curriculums • Opportunity to change verbiage to positive versus negative presentation • Opportunities for education on mental health

COST OF EDUCATION	
Threats Posed to the Community	**Opportunities Created for the Community**
• Reduced opportunity for low and middle income families to graduate college • Less educated society	• Identifying scholarship opportunities • Making more lists of local scholarships • Making a centralized scholarship program • Identifying job opportunities for high school scholarships • Push for more dual enrolled students

INCREASED SUBSTANCE ABUSE	
Threats Posed to the Community • Increase in drug deaths • Increase in drug use • Rise in prescription drug use • Increase in multiple drug use • Increase in driving crashes • Low perception of risk • Prenatal use creates long term damage and cost to society • Increase in crime • Increase in dropout and expulsion rates • Increase in health care needs • Not enough services available for substance abuse	**Opportunities Created for Community** • Education for parents • Education for providers • Opportunity to provide more resources and opportunities for providers to make better referrals • Opportunity Rx community based programming

CLIMATE CHANGE / NATURAL RESOURCES, GREEN INITIATIVES, AIR POLLUTION	
Threats Posed to the Community • Introduction of new diseases • Chronic respiratory illness • Asthma increases/concerns • Concerns about homelessness and severe weather alerts • How to address individuals with handicaps in times of severe weather	**Opportunities Created for the Community** • Resilient Macomb Project • Create a coalition to address climate change • Education opportunity in schools especially with younger kids • Public Works – ENV educations – utilize more frequently • LEED Design education in schools • Community education groups to address recycling

Prioritization of Forces Results of Voting/All brainstorming

Social	
Growing Aging Population	14
Violence	13
Growing Immigrant Population/Demographic	13
Homelessness	6
Transportation	4
Health Related	
Increased Disease/Chronic Disease	12
Increased Substance abuse	11
Health System Changes	6
Prenatal Care	4
E Cigarettes	3
Economic	
Cost of Healthcare	11
Cost of Education	10
Lower Employment	7
Environmental	
Climate Change	10
Flood/Flood Concerns	1
Technological	
Social Media	8
Increased use of tech for activities	7
Electronic Health Records	6
Legal	
Immigration Issues	6
Open Carry / Weapons	5
Education	
School Safety	6
Schools of Choice	1
Scientific	
Vaccines	6
Other	
Built Environment	4

Appendix: Summary of Forces of Change Brainstorming

Macomb County Community Health Assessment
Forces of Change Subcommittee Brainstorming Results

Forces of Change (Trend, Events, Factors)	Threats Posed to the Community	Opportunities Created for the Community
Social		
Homelessness	● Increase causes more homeless students ● Definition of homeless (leaving their home because of mold, flooding, etc) ● Hard to find people who keep moving around/can't address health issues when they aren't in the same place all the time ● Mental health issues are a portion of the homeless population ● Lack of data - threat	● Creating stability for students ● Transportation Services can be improved/better opportunities for transportation ● Title 1 Funding for transportation ● Provision of funding for more transportation ● Creating more partnerships to find funding to address homelessness in the community ● Loss of family homes - possibility to find more family homes - improve the system, be able to track individuals ● Database creation of homeless population and services provided/identification of homeless families (who are they/where are they) ● Finding more resources to address the issue in Macomb County ● Program creation for education and address the literacy levels/budgeting programs/etc. ● Bridges out of Poverty
Growing Aging Population	● Higher healthcare costs ● Less kids for the schools/decrease in population ● Alzheimer's will have a large effect on this population ● Strains on caregivers (parents caring for kids and parents) ● Aging in place ● Economics and Social Security	● More volunteerism ● Encore careers ● Stable Neighborhoods ● Aging in place ● Create individuals/volunteers to visit seniors ● Need for home help program
Growing Immigrant Population/ Demographic Changes (People moving out of county/state)	● Lack of immigration services ● Services not provided in enough languages - many years ago over 177 languages ● Less Students in school districts ● More immigrant students in schools ● Lack of medical professionals that speak that language	● Increased diversity in community ● Get more bilingual individuals working in the organizations/state/schools/etc. ● Opportunity to create a welcoming group to Macomb County ● Immigrants are good workers - more likely to hold a job. ● Healthcare organizations can partner with ECBO's.

	● Lack of interpreters ● Gender bias	● Utilize ONE Macomb more in the county for educational opportunities ● Neighborhood stabilization for immigrant populations ● Tap into more faith based organizations ● Need for more ESL programs in school ● Cultural diversity programs - opportunity for more events in schools and communities
Transportation	● Isolation-not required to go outside because of the living situations now ● Lack of ability to get to health services ● Lack of ability to go outside of specific areas (i.e., only go to senior center in one location) ● Reliability (definition: bus, car, gas, shared ride) ● Curb to curb is not affordable ● Lack of education on availability of resources	● Access to recreation and Community Centers ● Opportunities to build stronger communities ● EMS agencies used for transportation/different level of service being provided ● Medicare provide transportation services (long term) ● Use of technology - can agencies purchase technology to help with transportation ● Curb to curb is available - better way to find it?
Violence	● Perception of Fear ● Large Crowds ● Desensitized to violence ● Value of life is less ● Lack of reinforcement that it's wrong ● Core values being compromised on what we teach our children ● Media sensationalizes violence ● Is becoming more like entertainment	● Mental health services ● Opportunity for education on violence ● Find ways to instill values in youth ● Collaboration on all fronts to make a difference
Economic		
Lower Employment	● Low income /Increased Poverty ● Increased Commute times ● Decreased federal budgets and funding ● Technology taking jobs ● Individuals not trained on finances ● Lack of opportunity for middle aged folks ● Lack of programs with Michigan Prisoner Re-Entry	● Opportunity for educational opportunities and certifications ● Increased partnerships with schools - internship opportunities ● College sponsorships ● Businesses creating partnerships with schools ● Career Technological Education opportunities are increasing - get the community ● Education/employment days at schools ● Refocus on different training opportunities ● Make a commitment to livable wages ● Financial literacy education ● Older adults re-enter workforce in different ways to share education/experience/opportunities/volunteerism ● Mentoring opportunities

Cost of education	● Reduced opportunity for low and middle income families to graduate college ● Less educated society	● Identifying scholarship opportunities ● Making more lists of local scholarships ● Making a centralized scholarship program ● Identifying job opportunities for high school scholarships ● Push for more dual enrolled students
Cost of healthcare	● Less access to medications ● Increase of ER visits vs primary/preventive care ● Making choices of healthcare versus dinner	● Identify programs that help with payment for for bills ● Provide education to talk about true healthcare costs ● Providing education to address health care programs for prevention ● Utilizing the Right Connection pamphlet ● Using the community paramedic group ● Utilizing more Community Health Workers ● Better connections with nonprofits and community health centers to identify and address health needs ● Opportunity for more FQHCs in Macomb County
Technology		
Increased use in technology for activities	● Leads to misinformation in regards to health ● Parenting Techniques	● Opportunity for more mobile websites (i.e. Health Department) ● Opportunity for training in health education ● Opportunity for health department to provide certified websites on health topics/provide accurate health listings/health education sites/resources ● Opportunity to use technology for more program updates and better outreach - tie this into other programs other organizations ● Opportunity to change BRFSS
Social Media	● Cyber bullying ● Expectations leading to stress (response time) ● Lack of community involvement ● Decreased family support ● Lack of connectedness between person to person ● Disconnect on social media - not everyone uses it	● Having legitimate sources send out information through social medias ● Utilizing social media and online resources to provide more live chat options ● Using social media to remind people to check their health records/patient portals ● Schools already use portals for parents to check on children's grades - good opportunity to expand this into other organizations
Electronic Health Records	● Each provider/hospital uses different EHR system ● Hard to link people on EHR systems without a SSN ● There's an age difference and not all users can use the patient portals	● More organizations using EHR ● Education process on using these systems and portals ● Opportunity for doctors/hospitals/clinics to actually create accounts for people to use the portals instead of having the people do it themselves ● Utilizing school portals to better do outreach and education consumers in the community about upcoming things in the county (i.e., flu shots, checking your health records)
Scientific		

Vaccine	- Increase in Vaccine preventable Disease - Vaccination Waiver - Is the vaccine waiver the best use of the health department's time	- Increase in Vaccine of preventable Disease (??) - Opportunities for grant opportunities to educate on immunizations
Legal		
Immigration Issues	- Populations that are functionally disenfranchised - Lack of services provided for these - Lack of trust in communities	- Opportunity for cultural changes and diversity - Opportunity to provide multicultural/multilingual services out in the field - Opportunity to build trust in the communities - Opportunity to train service providers on differences in immigration status - Providing id cards for undocumented individuals
Open Carry/Weapons	- Increase opportunity for misuse/death/injury - Increase in crime rates - Increase in opportunity for youth access - Making a constitutional change is a difficult and long process - Violence is desensitized - Open carry/concealed weapons in schools a concern	- Provide mental health screening before purchases - Opportunity to address mental health issues - Parental education and school youth education on health, stress, and opportunities - Providing more in work office videos about office safety and how to evacuate if needed
Health Related		
Health System Changes	- Immigrants not covered - Increase of health insurance coverage - Rise in medication costs - Lack of use in insurance - Lack of Healthcare Providers - Health education - Access to healthcare - lack of interpretation available regarding health system changes - services are being reduced that are provided by hospitals	Coverage to Care
Increased Disease/Chronic Disease - Diabetes - Depression - Food allergies - Obesity	- Chronic diseases suck up a lot of the resources (doctors, time, costs) - Hard to get PCPs to refer clients - Perspective shifting to wellness - Emergency room admissions - These are long term concerns (not things that can change overnight) - Less physical activity among youth - Shortened Recess - Lack of physical activity in schools - Access to healthy food	- Opportunity to provide more education and opportunities in the community (diabetes programs, etc) - Evidence based curriculums - Opportunity to change verbiage to positive versus negative presentation - Opportunities for education on mental health

Increased Substance Abuse ● Marijuana Laws	● Increase Drug Deaths ● Increase in Drug Use ● Rise in prescription abuse ● Increase in poly drug use ● Increase in Driving crashes ● Low perception of risk ● Prenatal use creates long term damage and cost to society ● Increase in Crime ● Increase in dropout and expulsion rates ● Increase in health care needs ● Not enough services available for substance abuse	● Education for parents ● Education for providers ● Opportunity to provide more resources and opportunities for providers to make better referrals ● Opportunity Rx community based programming
E-cigarettes	● Increase in teen nicotine use ● Also used for THC and synthetic drugs as well as nicotine ● Increase use in public areas ● increase in nicotine poisoning in children and elderly because there's no safety cap	● Opportunity to push for more legislation as a 'tobacco product' ● Needs to be more education about e-cigarettes ● Health department/steering committee can write a letter in support of education and legislation
Prenatal Care	● Access to prenatal care ● Increase in Preterm birth rate	● Utilize a MIHP program more frequently ● More referrals to WIC program in Macomb County ● Increased collaboration
Environmental		
Climate Change ● Natural Resources ● Green initiatives ● Air pollution	● Introduction of new diseases ● Chronic respiratory illness ● Asthma increases/concerns ● Concerns about homelessness and severe weather alerts (?) ● How to address individuals with handicaps in times during severe weather (i.e., deaf individuals during tornado siren)	● Resilient Macomb Project ● Create a coalition to address climate change ● Education opportunity in schools especially with younger kids ● Public Works - ENV educators - utilize more frequently ● LEAD design education in schools ● Community education groups to address recycling
Flood/Flood Concerns	● Mental health plays a huge role in this ● Destruction of entire homes in Macomb County ● Pollution concerns - in home and in local water supplies ● Soil erosion ● Safety issues	● Social assistance call lines to address issues and/or mental health issues caused by flood ● More education about flooding ● More education about not putting materials in the storm drain ● Improving infrastructure (bad roads, bad systems under the roads)
Schools of choice	● Lack of community connections ● Reduced funding for low SES districts ● "have nots" have less	● Can bring diversity to the schools (sometimes) ● Consolidation of school districts ● Access to healthcare services

School Safety	● Funding diversion from possibly more needed resources to be put into school safety funding (i.e., funds from textbook purchases)	● Maintain school drills/increase school drills ● Finding a way to better educate and prepare students for issues - especially something like Active Shooter - don't just do the drill but prepare students on how to address the mental implications ● Parent education on safety training ● Continuing to have strong partnerships with local police ● Increased opportunity for communication with schools and parents (notification systems, phone calls, etc)
Other		
Built Environment	● Building Construction not conducive to children ● Road Conditions ● Neighborhood Safety ● Lack of Sidewalks	● More LEED design ● Planning for communities (i.e., planning committees, etc) ● Planning for green space

Community Members Who Participated

Advantage Health Center
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Beaumont Health System
Julie Kitchen

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Great Start Macomb
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