



# Macomb County Community Health Assessment Kickoff



# What is a Community Health Assessment?

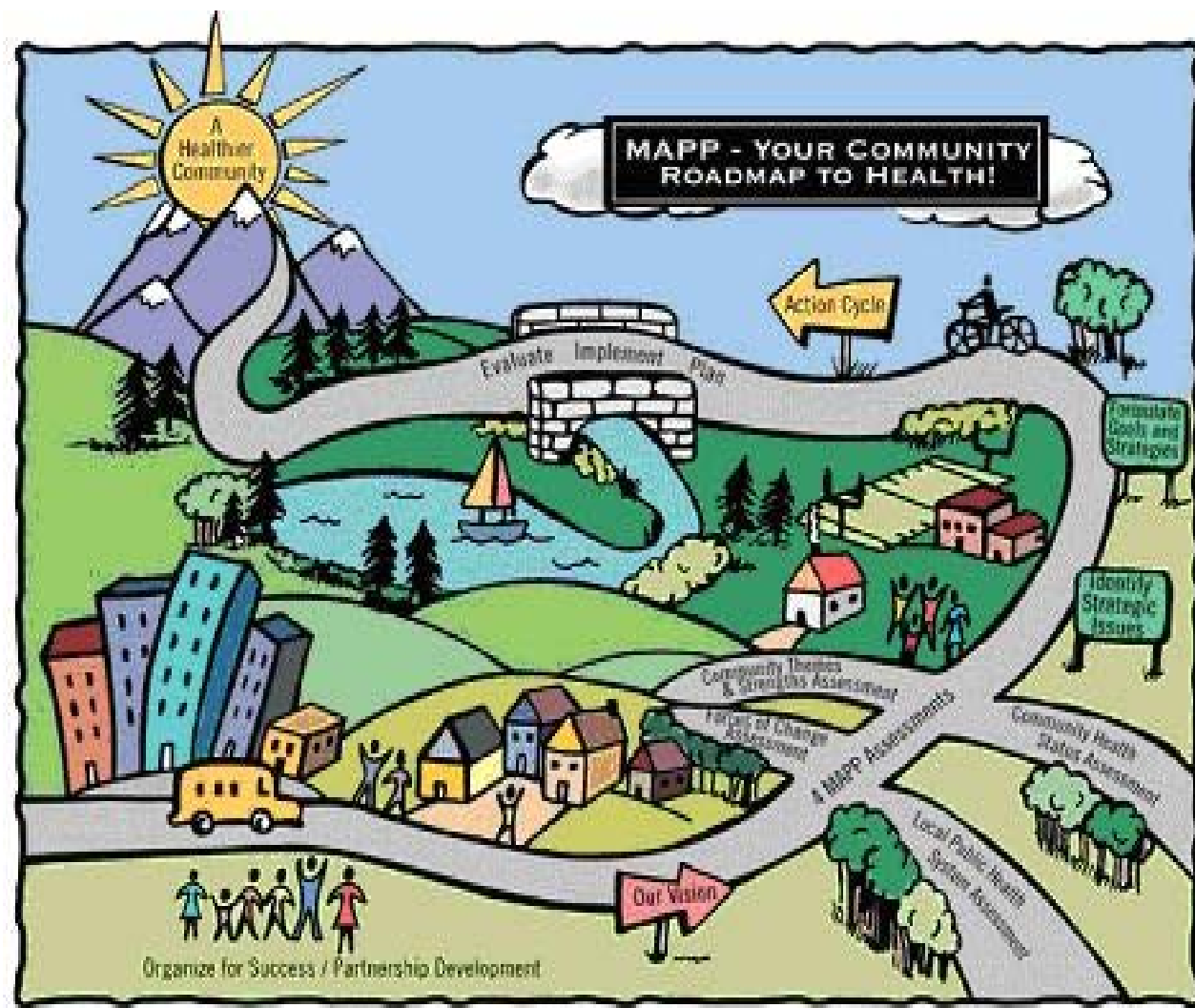
- A Community Health Assessment (CHA):
  - ✓ Uses quantitative and qualitative methods
  - ✓ Systematically collect and analyze data
  - ✓ Understand health within a specific community



# Why Conduct a Community Health Assessment?

The ultimate goal is to develop strategies to:

1. Address community's health needs
2. Better prioritize public health issues in Macomb County
3. Identify resources and implement strategies to address priority issues



# The Process

- There are many templates for performing a CHA
- Macomb County is using the Mobilizing for Action through Planning and Partnerships (MAPP) framework
- Developed by the National Association of County and City Health Officials (NACCHO)



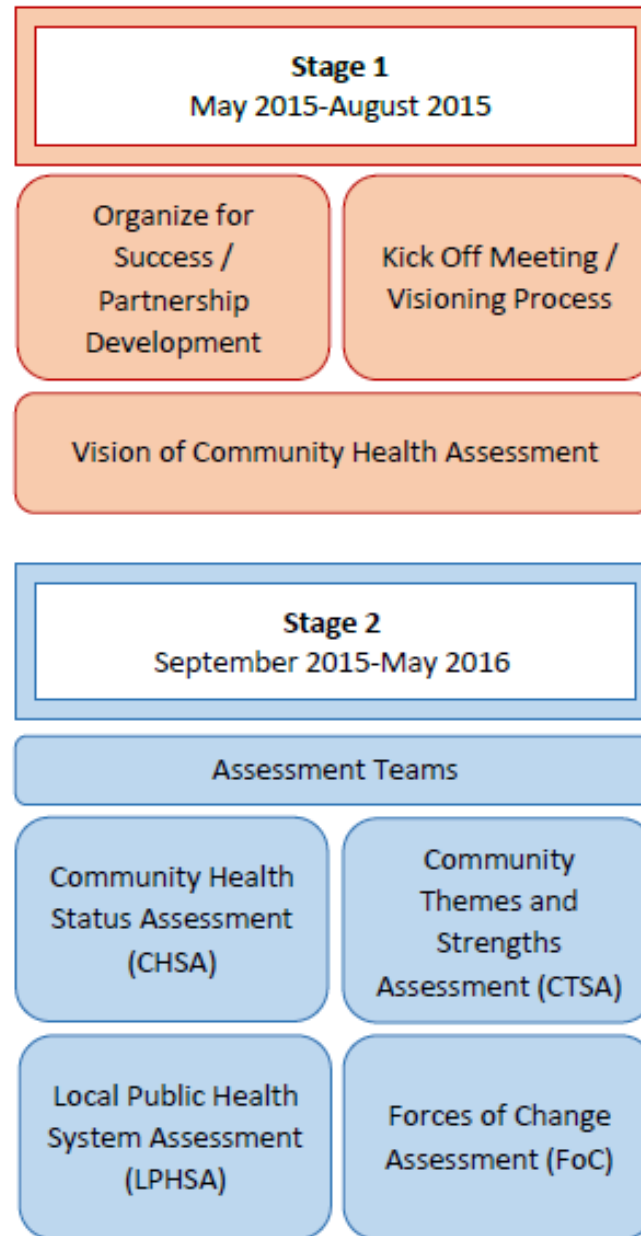


# The MAPP Process

- Community-driven strategic planning process
- Helps communities prioritize public health issues and identify resources to address them
- MAPP is an interactive process that improves local public health systems



# Macomb County Community Health Assessment Planning Process



## Macomb County Community Health Assessment



The Macomb County Community Health Assessment models the Mobilizing for Action for Planning and Partnerships (MAPP) framework, a model developed by the National Association of County and City health Officials (NACCHO), for a planned approach to improve health and quality of life.

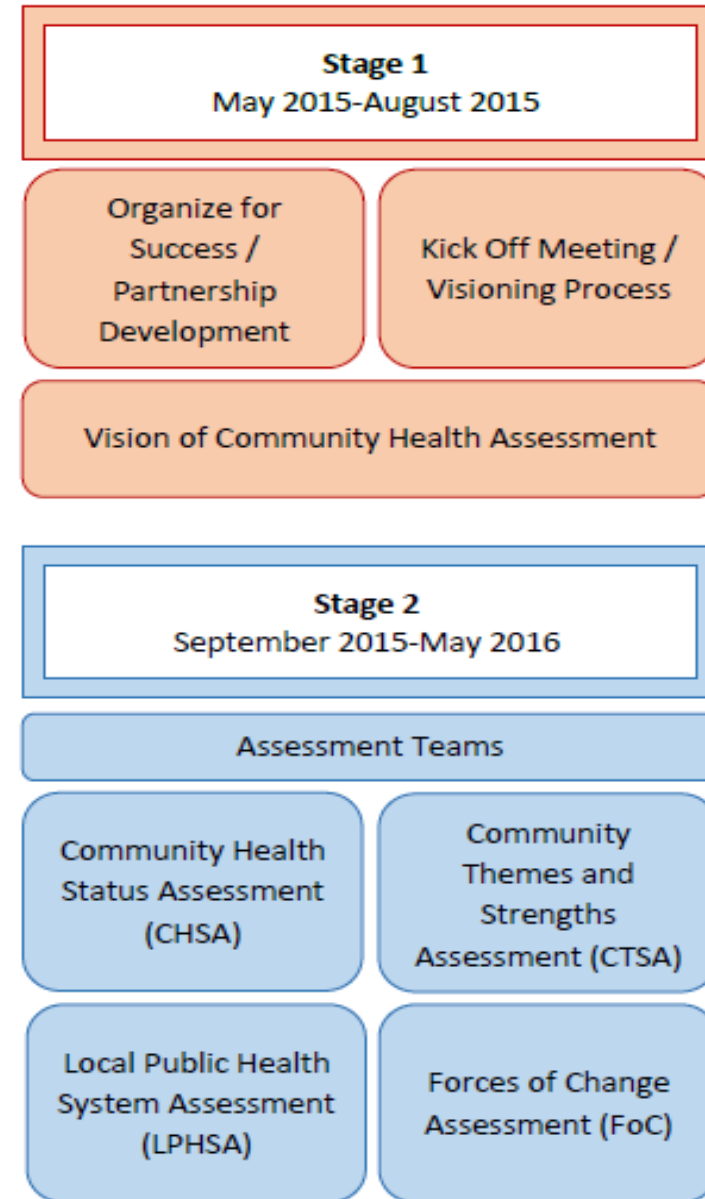
# Timeline

- **Stage 1**

- May 2015 – August 2015
- Organizing for success
- Partnership development

- **Stage 2**

- September 2015 – May 2016
- Assessments
  - CTSA
  - CHSA
  - FOC
  - LPHSA



# Timeline

- **Stage 3**

- June 2016 – October 2016
- Identify issues
- Formulate goals

- **Stage 4**

- November 2016 – February 2017
- Action planning
- Community Health Improvement Plan





# Community Health Improvement Plan (CHIP)

- CHIP:
  - ✓ Long-term, systematic effort to address public health problems
  - ✓ Based on CHA results and improvement process
- Can be used by many groups in collaboration to set priorities and coordinate and target resources to support each organization's mission



# Examples of CHA-CHIP Success

- Minneapolis Department of Health & Family Support, MN
  - ✓ Collecting better data
  - ✓ Collaboration between HD, Hospitals, providers to increase resource availability
  - ✓ Pilot projects linking patients to care sooner
- Cobb-Douglas Health District, GA
  - ✓ New partnerships and resources
  - ✓ PH added to strategic planning group for transportation
  - ✓ More organizations coming on board
  - ✓ Obesity focus and project development



# Examples of CHA-CHIP Success

- Florida Department of Health in Seminole County, FL
  - ✓ Reduced health disparities
  - ✓ Identified gaps in the community
- Wichita County Public Health District, TX
  - ✓ Acquired better understanding of different programs and organizations region wide
  - ✓ Producing better, more effective work
  - ✓ Established new partnerships, collaborations and resources



# Themes of CHA-CHIP Success

- New collaborations and partnerships
- Better understanding of what others do
- Policy changes
- Development of grant funded programs
- More data and resources
- Better work performance
- Improved communities



# Why do we need your participation?

- Ensure the community receives announcements and updates through a broad spectrum of community mechanisms
  - ✓Media
  - ✓Word of mouth
- Share information pertaining to assessment teams with organizations and community members







# **Assessment Teams**

**Community Health Status Assessment (CHSA)**

**Community Themes and Strengths Assessment (CTSA)**

**Forces of Change (FoC) Assessment**

**Local Public Health System Assessment (LPHSA)**

# Assessment Teams

- Community Health Status Assessment (CHSA)
  - Provides quantitative information on community health conditions
  - Data is collected from secondary sources such as
    - ✓ US Census
    - ✓ Health Department
    - ✓ MDHHS
    - ✓ CDC
    - ✓ County Health Rankings



# Assessment Teams

- Community Themes & Strengths Assessment (CTSA)
  - Identifies assets and issues that are important to community members
  - This assessment provides qualitative data by gathering
    - ✓ Thoughts
    - ✓ Opinions
    - ✓ Perceptions
  - Data is collected through two main forms: Surveys & Focus groups



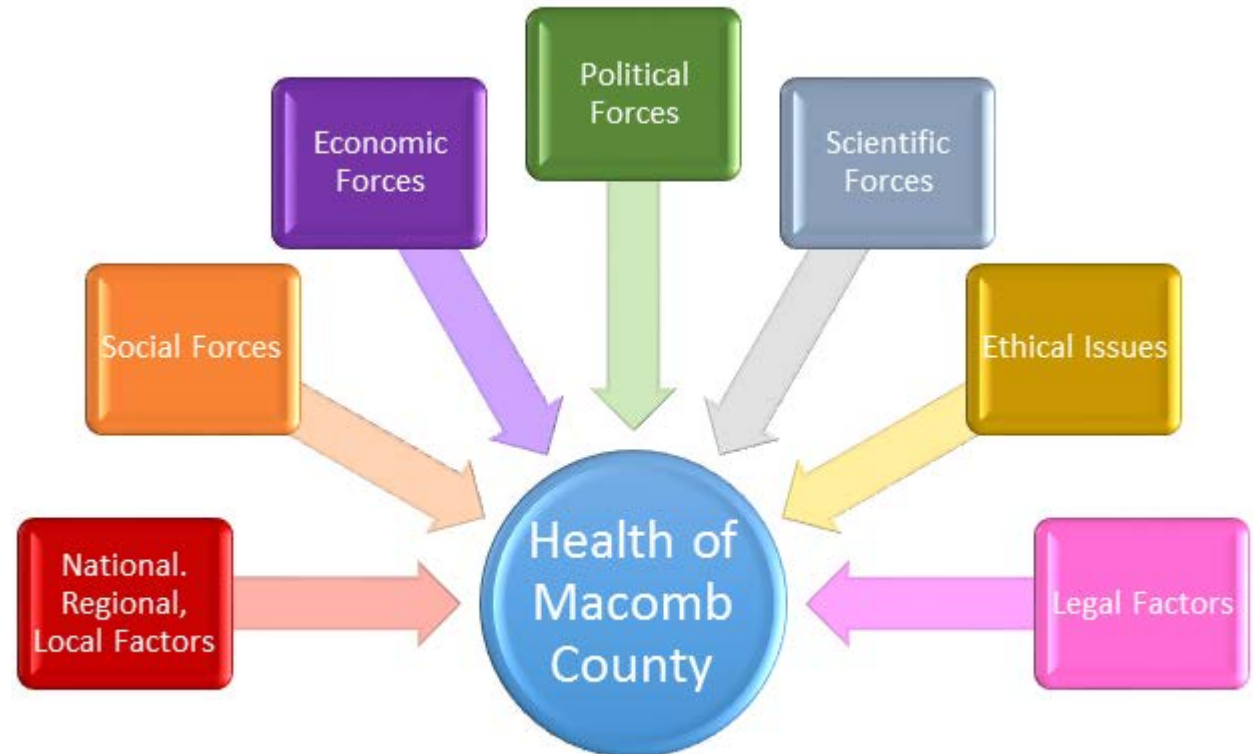
# Assessment Teams

- Forces of Change Assessment (FoC)

- Identifies forces that may affect a community

- Types include:

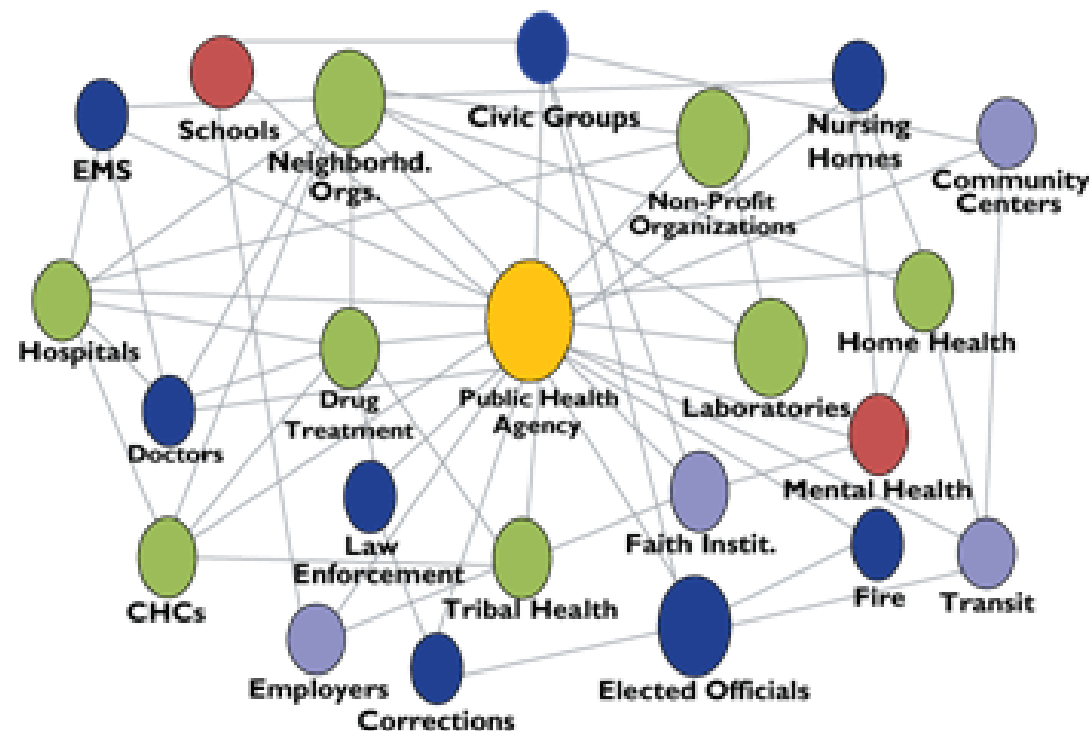
- ✓ Social
- ✓ Economic
- ✓ Political
- ✓ Scientific
- ✓ Ethical
- ✓ Legal factors





# Assessment Teams

- Local Public Health System Assessment (LPHSA)
  - Measures how well different local public health system partners work together to deliver the essential public health services



# Selecting an Assessment Team

- Community Health Status

- Have an interest in data
- Have access to data
- Examples:
  - ✓ Hospitals
  - ✓ Epidemiologists
  - ✓ Clinics
  - ✓ Universities
  - ✓ Human service organizations
  - ✓ Public policy organizations



human services

# Selecting an Assessment Team

- Community Themes & Strengths
  - Have relationships with community members and organizations
  - Can identify hard to reach populations
  - Examples:
    - ✓ Community organizations
    - ✓ Minority organizations
    - ✓ Schools
    - ✓ Nonprofits
    - ✓ Health clinics
    - ✓ Volunteers
    - ✓ Youth groups
    - ✓ Churches



# Selecting an Assessment Team

- Forces of Change

- Individuals and organization who have knowledge about trends, events and factors that affect health
- Examples:
  - ✓ Elected officials
  - ✓ Agency directors
  - ✓ Business leaders
  - ✓ Grassroot organizations
  - ✓ Long standing residents
  - ✓ Community leaders



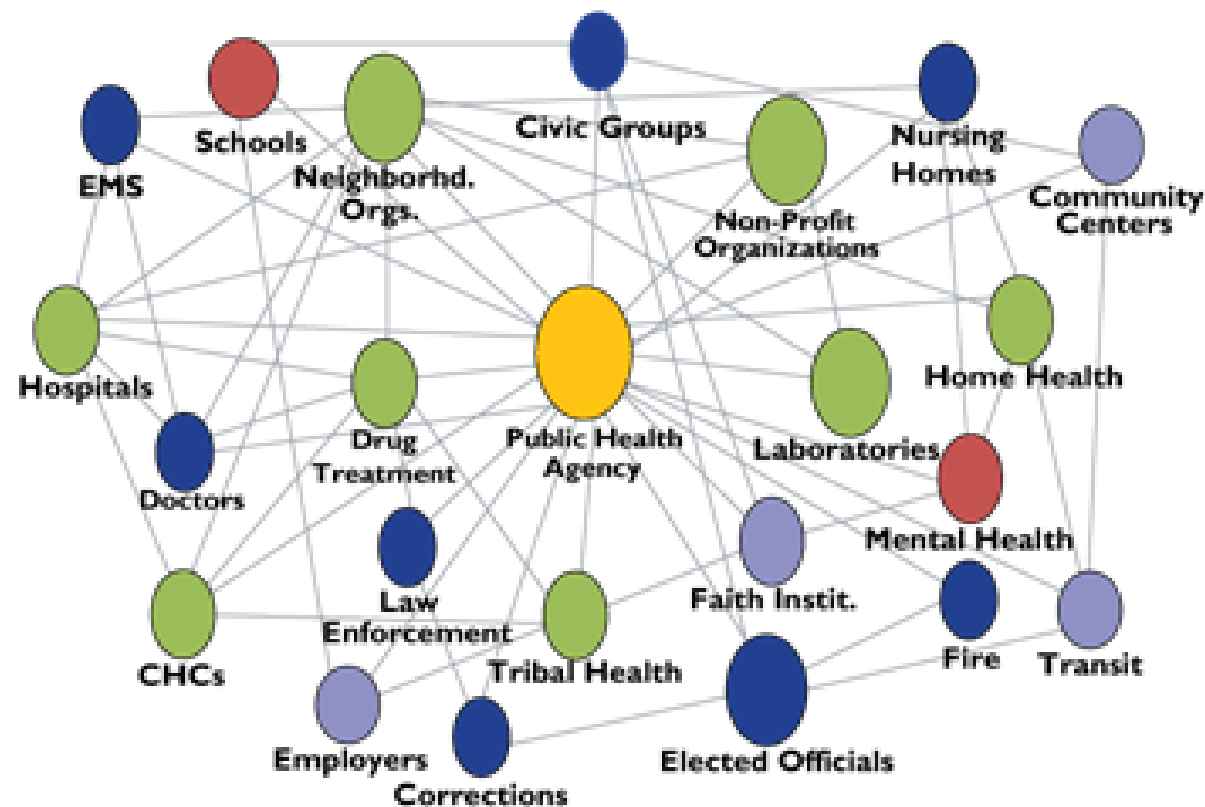
# Selecting an Assessment Team

- Local Public Health System

- Local health leaders that identify with the Essential Public Health Services

- Examples:

- ✓ Epidemiologists
- ✓ Health workers
- ✓ State health organizations
- ✓ Health educators
- ✓ Schools
- ✓ Community organizations
- ✓ Elected officials
- ✓ Health directors
- ✓ Service providers





# Next Up

## Community Visioning Process

How do we make  
the impossible  
possible?



# Community Visioning Process

- Determine a focus, purpose, and direction for the CHA process
- Create a shared vision and value statements for the process





# Visioning Questions

1. What are the important characteristics of a healthy community?
2. What will a healthy Macomb County look like in 2025?
3. Who is responsible for keeping Macomb County healthy?
4. What community values promote a healthy community?

# Circulate through Assessment Teams

- Meet with each assessment team table
- Gain better understanding of process



# Assessment Team Selection

- Please select assessment teams; provide contact information
- Regroup to wrap up the Kickoff Meeting





# Wrap Up and Closing

- Thank you!
- Assessment Team Leads will follow up with you via email to plan for your upcoming meetings

