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Executive Summary

The Macomb County Health Department is pleased to present the 2017-2021 Community Health Improvement Plan (CHIP). 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

To develop our CHIP, community partners worked together to address identified health issues as well as identify conditions needed to support and improve health. Strong, effective partnerships are necessary for our community to create the conditions that will lead to improving the health and well-being of Macomb County residents and the health of our community.

The CHIP is a living document that will be implemented and monitored over a five year period and continuously assessed, evaluated and revised based on the evaluation results and feedback from our community partners and community members.

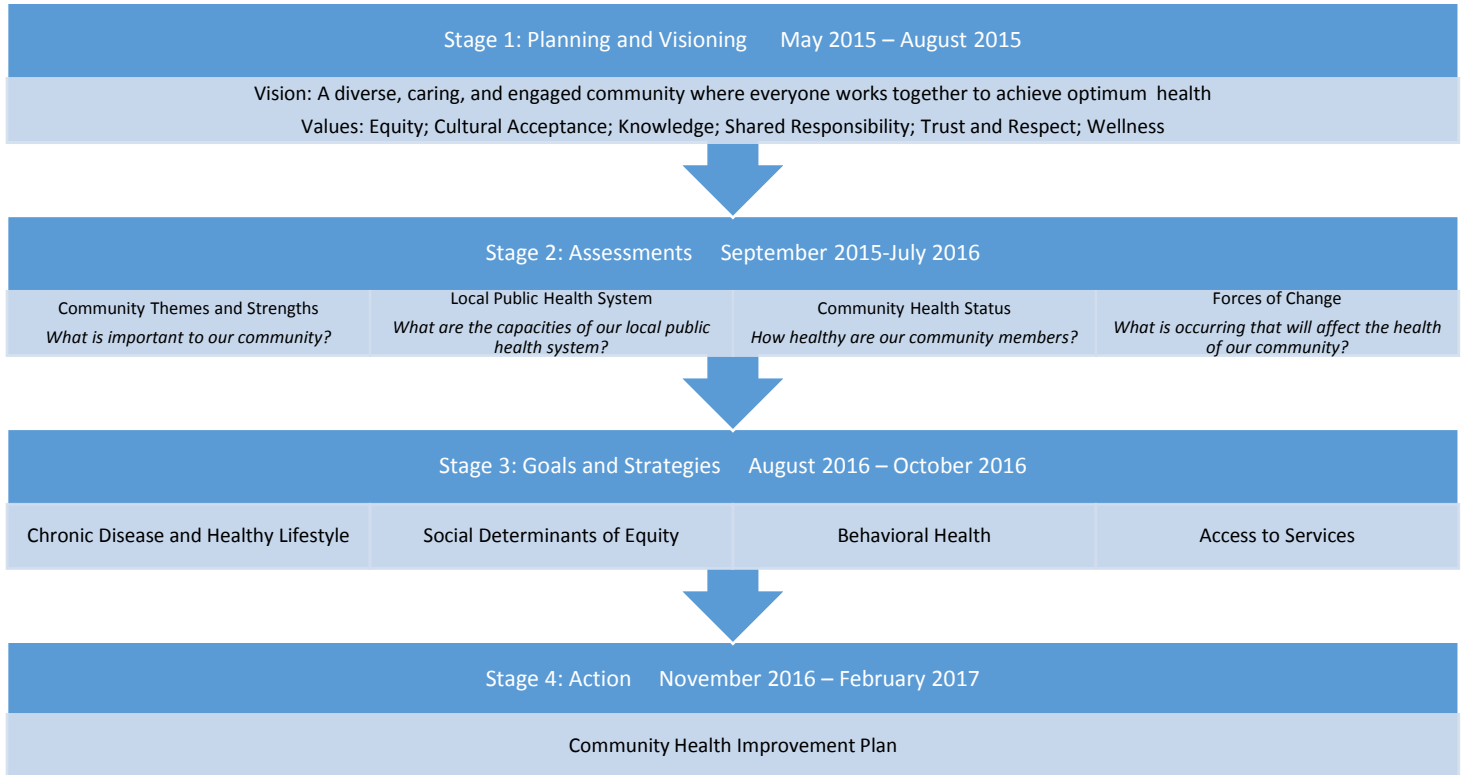
What is a Community Health Improvement Plan

A community health improvement plan (CHIP) is a long-term, systematic effort to address public health problems based on the results of community health assessment activities and the community health improvement process. A community health improvement plan provides guidance to the health department, community partners, stakeholders and residents on improving the health of the population within Macomb County. An improvement plan is critical for developing policies and defining actions to target efforts that promote health.

Process

Mobilizing for Action through Planning and Partnerships (MAPP) is a strategic approach to community health improvement. This tool helps communities improve health and quality of life through community-wide strategic planning. MAPP is generally led by multiple organizations and is completed with the input and participation of many individuals. Facilitated by public health leadership, MAPP provides a framework that helps communities prioritize public health issues, identify resources for addressing them, and develop, implement, and evaluate community health improvement plans.

Macomb County Health Department MAPP Process



Stage 1: Organizing for Success/Visioning

In July of 2015 the Macomb County Health Department began their Community Health Assessment with a kickoff meeting to provide information to community partners. During the kickoff, community partners answered four questions about the health status of Macomb County. These responses were used to identify a vision and community values.

The community values for the Macomb County Health Department Community Health Assessment are:

Equity: We value a community where everyone has a fair chance to lead a healthy life.

Cultural Acceptance: We value a community that promotes respect and diversity to all.

Knowledge: We value a community where residents have the knowledge and education to achieve and maintain healthy lifestyles.

Shared Responsibility: We value a community where residents take responsibility for their health and where health leaders provide support.

Trust and Respect: We value a community where trust and respect flourish.

Wellness: We value a community that promotes healthy behaviors to reduce disease and promote overall health

The vision for the Macomb County Health Department Community Health Assessment is:

A diverse, caring and engaged community where everyone works together to achieve optimum health.

Stage 2: Conducting Assessments

From the kickoff meeting, four assessment teams were formed to complete the four assessments in MAPP. These teams included:

Local Public Health System Assessment (LPHSA):

The Local Public Health System Assessment measured how well different partners work together to deliver essential services. This assessment used the National Public Health Performance Standards as the tool for analysis of services in Macomb County.

Forces of Change Assessment (FOCA):

The Forces of Change Assessment (FOCA) focused on identifying all the forces and associated opportunities and threats that can affect, either now or in the future, the community and local public health systems. Forces of Change identified forces that are or will be influencing the health and quality of life of the community. Forces can be trends, factors, or events. The FOCA considered the following categories of influence: Social, Economic, Political, Legal, Environmental, Technological, Scientific, Health Related, and Educational.

Community Health Status Assessment (CHSA):

The Community Health Status Assessment (CHSA) focused on gathering quantitative (numerical) data on health status, quality of life, and risk factors. CHSA identified areas of issue or concern in data and also found gaps in available data. This was used to ensure that the communities' specific health issues are addressed.

Community Themes and Strengths Assessment (CTSA):

The Community Themes and Strengths Assessment (CTSA) focused on gathering the thoughts, opinions, and perceptions of community members in order to better understand which issues are important to the community. Qualitative data was collected through the use of focus groups and a community wide survey.

Stage 3: Prioritizing Issues and Goals

After completing the four assessments, a steering committee reviewed themes and priorities that emerged from each of the four teams. From there, the steering committee decided on four priority areas:

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

The steering committee then worked to identify goals, objectives, actions and measures for each of these priorities areas which would be used to implement Community Health Improvement Plan (CHIP) activities.

Stage 4: Action The Macomb County Health Department will begin implementation of their CHIP in early 2017.

Key Findings

The four community health assessment teams each developed key findings from their assessment. These findings are as follows:

Forces of Change Assessment

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

Local Public Health Status Assessment

- Need for more integration among leaders of County programs and services
- Lack of knowledge about public health programs and services offered at agencies and partners in Macomb County
- The lack of knowledge at these partnering agencies directly correlates to the lack of knowledge within the resident of our community surrounding available public health programs and services.
- Essential Services to focus on:
 - Essential Service 1: Monitor health status to identify community health problems
 - Essential Service 3: Inform, educate, and empower people about health issues
 - Essential Service 4: Mobilize community partnerships and action to identify and solve health problems
 - Essential Service 7: Link people to needed personal health services and assure the provision of health care when otherwise unavailable
 - Essential Service 8: Assure competent public and personal health care workforce
 - Essential Service 9: Evaluate effectiveness, accessibility, and quality of personal and population-based health services

Community Themes and Strengths Assessment

- Access
Food, Healthcare, Housing, Jobs
- Chronic Disease
Obesity, Diabetes, Cancer, Heart Disease
- Mental Health
- Drug Abuse/Substance Abuse
- Communication and Education
- Safety/Built Environment

Community Health Status Assessment

- Chronic Disease
Heart Disease, High blood pressure, Cancer, Stroke
- Behavioral Risk Factors
Weight status, Physical activity, Tobacco use, Fruit and Vegetable Consumption, Drug Use
- Maternal and child health
Low birthweight, Infant mortality, Prenatal care, Pregnancy and tobacco use
- Access to Care
Healthcare Access, No Coverage, No selected provider

It was from these key findings that the Steering Committee was able to identify the four priority areas for the CHIP.

Priority Area:

Chronic Disease and Healthy Lifestyle

BACKGROUND: 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. Both Macomb County residents and supporting data confirms that chronic disease and a healthy lifestyle continue to be a major health concern for Macomb County.

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

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.

- The implementation of point of sale signage and other marketing methods at retail and food establishments will promote consumption of healthy foods versus less healthy foods. Collaboration with local retail and food establishments will yield a network of partners and stakeholders contributing to a healthier Macomb County.
- The engagement of faith-based organizations to implement Healthy Eating Guidelines will increase the amount of residents who are aware of and able to apply healthy eating guidelines.
- The identification of gaps and opportunities for improving healthy and affordable food options. By analyzing options for food we can identify the types of food offered all around the county and potentially identify where access to fresh food is limited or areas that could be deemed a food desert. A food desert is defined as an area with limited access to affordable and healthy food.

Objective 2: By 2021 reduce the proportion of Macomb County adults who engage in no leisure-time physical activity from 30% to 25%.

- Education of school systems on physical activity requirements will draw attention to the priority goal of reducing no-leisure time physical activity as well as set a measurable goal for students to increase their physical activity.
- The opportunity for increased physical activity for all residents in social settings will allow for an increase in leisure-time physical activity by way of participating senior and community centers.
- By working in collaboration with organizations like Recreation Authority of Roseville and Eastpointe, the YMCA and Warren Community Center, a central theme and focus can be developed emphasizing the importance of physical activity standards.
- Development of public education efforts such as workshops and expos will highlight opportunities to incorporate physical activity into daily activities.
- By utilizing social media to share and discuss physical activity opportunities for adults, information can be easily distributed and accessed. Through development of a Macomb County Health Department Twitter account, group physical activity information can be immediately circulated to all electronically connected adults.
- Using information obtained through the community health survey, a central resource will be developed to assist community members in finding physical activity opportunities available to all fitness levels, ages and monetary levels.

Objective 3: By 2021 reduce the proportion of adults who are considered obese/overweight based on BMI from 33.1% to 30%.

- By utilizing health promotion campaigns centered on overweight and obese health outcomes, an increase of awareness of these health-related concerns will allow for acknowledgment and education of the epidemic.
- Using the health department's collaboration with the diabetes prevention program, working to increase the weight loss of diabetes prevention program participants from 5% to 7% weight loss will contribute to objective of lowering the proportion of adults who are considered overweight or obese.

Priority Area: Behavioral Health

BACKGROUND: 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. By educating community partners on early identification of behavioral health conditions, increasing awareness of public health behavioral services and decreasing the number of tobacco-using Macomb County residents, behavioral health improvement will be brought to the forefront of health priority in Macomb County.

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.

- Early identification of warning signs of mental illness can certainly expedite treatment and result in a healthier community. Promotion and implementation of mental health first aid training by working with behavioral health partners will lead to a healthier community.
- By establishing train-the-trainer programs, these trainings can be disseminated between county offices.

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

- By working with community partners, behavioral health services can be identified and mapped to show areas of need.
- By ensuring adequate accessibility to available resources and services to residents, community stakeholders can be sure that residents are able to identify and locate services quickly and accurately.
- By working with community partners to create a database of support for families where English is their second language, the MCHD can guarantee that the availability of services is universally understood by county residents.
- Promotion of currently available programs and existing health services through public service announcements and other education campaigns will facilitate an increase in awareness of services offered in the county and eventually lead to an increased utilization of these services as well as a better understanding of which programs and services are in greatest demand.
- Designing and distributing a survey to identify residents' perceived barriers in behavioral health services will allow an analysis of barriers to behavioral health services and pave the way to removing these barriers. The more available the services are to the community, the more likely they are to be used and lead to greater overall behavioral health in Macomb County.
- Promotion of Narcan kit availability to local agencies. By educating agencies on the purpose and availability of Narcan, the number of heroin-related deaths can decrease via use of this overdose reversal drug.
- Increasing the number of prescription drug drop off locations can help to significantly lower the amount of unnecessary prescription drugs available for abuse in the homes of Macomb County. By increasing the number of drop off locations as well as educating agencies on the locations can significantly help to reduce the amount of prescription medicines available for abuse.

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

- By broadcasting awareness of health-related concerns associated with smoking and e-cigs, and stressing the benefits of quitting via public service announcements and health fair attendance, more community members can be reached and encouraged to cease smoking.
- Implementation of an evidence-based smoking cessation program will help to decrease the percentage of Macomb County residents who use tobacco.

Priority Area: Access to Services

BACKGROUND: Access to many different health-related services was a prominent and recurring theme during completion of the Community Health Assessment, specifically throughout the Community Themes and Strengths Assessment (CTSA) and the Forces of Change Assessment (FoCA). 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. Unique strategies must be developed and executed in order to capitalize on the community's strengths and to develop the areas where Access to Services can be improved. With the future of the Affordable Care Act uncertain, now more than ever, residents need education on health insurance and services accessible to them.

While Macomb County exceeds the benchmark in insured population as well as in the category of usual care provider selected, the county will continue to monitor these particular benchmarks and focus will remain on increasing knowledge of accessible resources and services.

GOAL: Increase knowledge of Macomb County resources and services.

Objective 1: Increase access to and awareness of affordable, healthy food and physical activity opportunities through educational programs and resources by 2021.

- An assessment of currently functioning educational programs can be mapped and inventoried to be sure to include availability to all residents of Macomb County (especially low-income).
- Increasing healthy food options available at food banks, school cafeterias, and after-school programs can not only increase the amount of healthy food consumed by Macomb County residents, it can aid in the food-selection process when residents and children are making food choices outside of food banks, school cafeterias, and after-school programs.

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.

- With potential repeal and/or changes that may be coming to the Affordable Care Act, the community will need to have reliable and informative resources. By promotion of community awareness and understanding of the availability of various types of health insurance coverage, this objective can be obtained.
- Increasing community awareness of chronic disease and risk factors can assist in empowering individuals to take control of their health.

Objective 3: Improve coordination of referrals and services in Macomb County Health and Community Service agencies by 2021.

- By investigating the possibility of a centralized resource for all agencies utilize will help increase knowledge of potential referrals and services offered in Macomb County.
- Establishing a baseline in the county for the current number of referrals for services will allow an assessment of the current level of coordination of referrals. This baseline assessment will also permit a realistic goal to be established leading to the improvement of coordination of referrals.

Objective 4: Improve capacity and utilization of affordable, preventive and integrated oral health services for underserved populations in Macomb County by 2021.

- The CTSA team discovered a focus area on oral hygiene by the non-English speaking population that responded to the survey.
- A survey and analysis of current available resources for underserved populations would allow an accurate assessment of strengths and weaknesses currently in affordable, preventive and integrated oral health services.
- Using social media and electronic resources available to our target population, available oral health services can be broadcast to underserved populations.
- Identification of areas frequented by our underserved and target populations can lead to targeted distribution of informative literature (churches, clubs, groups etc.).

Priority Area:

Social Determinants of Equity

BACKGROUND: 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. By collaboration with community stakeholders, these disparities can be identified and addressed. 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.

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

Objective 1: By 2021, train 50% of Health and Community Services staff in Macomb County Government sectors in cultural competency and cultural humility.

- The first step to completion of this objective will be to identify and discuss different online/in-person training opportunities to afford employees of the Macomb County Health Sector the best potential route for completion of training in cultural competency and cultural humility.
- Research into organizations qualified to complete training will allow for the best fit with MCHD and its employees.
- A baseline measurement of employees in partner organizations will facilitate an understanding of knowledge for employees in partner organizations to be trained.
- Share training tools with partner organization to implement within their agencies

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

- By establishing a health literacy committee, there can be a body that oversees and develops tools to assist on objective completion.
- Toolkit creation and development can aid health providers and community partners in better developing and addressing health literacy.
- Health literacy brochure creation and dissemination can raise awareness to an issue that health care providers may not be aware exist or may not know how to address.
- By establishing a baseline of knowledge on health literacy of Macomb County residents, identification of areas requiring improvement can be identified and improved.

GOAL: Establish resources that create social and physical environments that promote good health.

Objective 1: By 2021, improve utilization of The Right Connection by 20%.

- Identification of The Right Connection's online presence can aid in increased utilization of the service and the resources The Right Connection offers.
- Determine host sufficiency of The Right Connection.
- Identification of alternate methods and new organizations for distribution of The Right Connection can aid in increased utilization of the Right Connection.
- Monitoring the amount of website traffic to The Right Connection website from baseline to target date (September 2020) will yield results of utilization of The Right Connection.

CHIP Tracking Measures

CHRONIC DISEASE AND HEALTHY LIFESTYLE	
GOAL: Promote health and reduce chronic disease risk in Macomb County	
Objective 1 - Increase consumption of the daily recommended servings of fruits and vegetables daily for children, adolescents, and adults	5% reduction by 2021
Objective 2 - Reduce the proportion of Macomb County adults who engage in no leisure-time physical activity	5% reduction by 2021
Objective 3 - Reduce the proportion of adults who are considered obese/overweight based on BMI	3.1% reduction by 2021
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	Increase by 2021
Objective 2 - Increase awareness of public health behavioral services by 2021	Increase by 2021
Objective 3 - Decrease number of Macomb County residents who use cigarettes	3.4% reduction by 2021
ACCESS TO SERVICES	
Goal: Increase knowledge of Macomb County resources and services	
Objective 1 - Increase access to and awareness of affordable, healthy food and physical activity opportunities through educational programs and resources	Increased access by 2021
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	Improved capacity by 2021
Objective 3 - Improve coordination of referrals and services in Macomb County Health and Community Service agencies	Improved coordination by 2021
Objective 4 - Improve capacity and utilization of affordable, preventive and integrated oral health services for underserved populations in Macomb County	Improved capacity by 2021
SOCIAL DETERMINANTS OF EQUITY	
Goal: Ensure health care services are culturally and linguistically appropriate	
Objective 1 - Train 50% of Health and Community Services staff in Macomb County in cultural competency, cultural humility and equity	Staff trained by 2021
Objective 2 - Devise a collective strategy to assess and increase levels of health literacy among Macomb County residents, as well as increase health care providers' ability to address low health literacy and bridge knowledge gaps	Increase literacy by 2021
Goal: Establish resources that create social and physical environments that promote good health.	
Objective 1 - Improve utilization of the Right Connection by 20% from baseline	20% increase by 2021

The Macomb County Health Department would like to thank all the community partners who participated throughout the MAPP process. The Health Department would also like to individually recognize the staff members who worked on this process from beginning to end, through workgroup leadership and active participation in the CHA and CHIP.

Steering Committee Members

Madiha Tariq, ACCESS
Derek Ware, Advantage Health Center
Julie Kitchen, Beaumont Health System
Mike Baranowski, Community First Health Centers
Deb Murray, Henry Ford Health System
Monica Woodson, Macomb Children's Healthcare Access Program
Kristie King, Macomb Community Action
Rhonda Powell, Macomb Community Action
Megan Vinyard, Macomb Community College
Steve Gold, Macomb County Health and Community Services
Andrew Cox, Macomb County Health Department
Beth Olson, Macomb County Health Department
Bill Ridella, Macomb County Health Department
Cheryl Woods, Macomb County Health Department
Em Maier, Macomb County Health Department
Kevin Lokar, Macomb County Health Department
Krista Willette Macomb County Health Department
Maria Swiatkowski, Macomb County Health Department
Natalie Dean-Wood, Macomb County Health Department
Ricki Torsch, Macomb County Health Department
Susan Rhein, Macomb County Health Department
Whitney Litzner, Macomb County Health Department
Pam Lavers, Macomb County Office of the County Executive
Dave Borlas, Macomb County Oral Health Coalition
Liz Darga Macomb County Sheriff's Office
Kelly Isrow, Macomb Intermediate School District
Kevin Evans, Martha T Berry
Kelley Lovati, McLaren Macomb
Nicole Parker-Strobe, MDHHS
Rosemary Johnston, MDHHS
Valerie Nunn, MDHHS
Edward Scott, MSU Extension
Terry Gibb, MSU Extension
Charlene Hopkins, MyCare Health Center
Karen Wood, MyCare Health Center
Cynthia Taueg, St. John Providence Health System
Karen Beger, St. John Providence Health System
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Macomb County Health Department Staff Acknowledgements

Martha Brooks
Andrew Cox
Natalie Dean-Wood
Whitney Litzner
Erika Lojko
Kevin Lokar

Em Maier
Ashley Mascagni
Angela Prince-May
Susan Rhein
Bill Ridella
Niki Ross

Lillian Schreiber
Lauren Scipione
Maria Swiatkowski
Ricki Torsch
Krista Willette
Cheryl Woods

CHA Organizations/Partners

ACCESS
Advantage Health Centers
Beaumont Health System
CARE of Southeastern MI
Chesterfield Senior Center
Chippewa Valley Schools
Clinton River Watershed
Clinton Township Senior Center
Great Start Macomb
Henry Ford Health System
Judson Center
Macomb Community Action
Macomb County Community Mental Health
Macomb County Health Department

Macomb County Medical Control Authority
Macomb County Office of Substance Abuse
Macomb County Sheriff
Macomb County Veteran Services
Macomb Intermediate School District
McLaren Macomb
MDHHS
Mt. Clemens Lions
MyCare Health Center
Southeastern Michigan Health Association
St. Francis - St. Maximilian Parish
St. John Providence Hospital
Utica Community Schools
Welcome Mat Detroit