

Priority Area:  
**Chronic Disease and Healthy Lifestyle**

Goal: Promote health and reduce chronic disease risk in Macomb County	
Objective 1: Reduce the proportion of Macomb County adults who engage in no leisure-time physical activity from 30% percent to 25% percent by 2021	
Actions:	Measures:
Educate school systems on physical activity requirements	# of participating schools
Provide seniors with opportunities for increased physical activity in social settings	# of senior centers and community centers that offer senior physical activity programming % increase in physical activity among participating seniors
Work with organizations to focus on the importance of physical activity standards	# of organizations implementing physical activity standards
Develop and implement public education efforts to highlight opportunities to incorporate physical activity into daily activities	# of workshops held to highlight opportunities # of local centers participating in public education efforts
Promote the use of social media to share group physical activity opportunities for adults	Establish 1 central social media page to share and promote opportunities (# of opportunities) Establish Health Department Twitter account
Develop a resource to help community members find physical activity opportunities available for all fitness levels, ages, and cost	Resource developed and distributed to community partners and clients.
Increase community awareness of chronic disease and risk factors to empower individuals to take control of their health	# of social media posts about chronic disease and risk factors # of discussions that facilitate community member participation and dialogue on social media # of health fairs attended discussing chronic disease and risk factors and increase empowerment
Objective 2: Reduce the proportion of adults who are considered obese/overweight based on BMI from 33.1% percent to 30% percent by 2021	
Actions:	Measures:
Increase awareness of health-related concerns due to overweight and obesity through health promotion campaigns	# of health promotion campaigns
Increase DPP participant weight loss to 5-7%	Initial DPP participant weight loss % change in DPP participants weight loss

Priority Area:  
**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.	
Actions:	Measures:
Identify and implement Mental Health First Aid Training	# of training partners identified # trainings delivered on Mental Health First Aid # of individuals trained
Establish train-the-trainer programs between county offices	# of trainers trained # of County Offices participating
Objective 2: Increase awareness of public health behavioral services by 2021.	
Actions:	Measures:
Create a map of behavioral health service providers	Behavioral service map created
Ensure residents are able to find resources and services	# of resources available to residents # of behavioral health service locations in Macomb County
Develop a plan to support families for whom English is a second language	# of established resources available with multiple language translations
Promote existing Behavioral Health services through PSA's, and other education campaigns	# of PSAs created and administered # of education campaigns deployed
Identify barriers to accessing behavioral health services via survey	# of surveys returned
Promote Narcan kit pickups	# of agencies educated
Increase drug drop off locations	# of drug drop off locations # of agencies educated on locations
Objective 3: Decrease number of Macomb County residents who use cigarettes from 21.4% to 18% by 2021.	
Actions:	Measures:
Increase awareness of health related concerns associated with tobacco and nicotine/e-cigarette products, benefits of quitting via PSAs and health fair attendance	# of PSAs launched # of health fairs attended to promote cessation
Implement evidence based smoking cessation program	Evidence based program implemented

Priority Area:  
**Access to Services**

Goal: Increase knowledge of Macomb County resources and services	
Objective 1: Increase access to and consumption of the daily recommended servings of fruits and vegetables daily by 5% from baseline (43% fruits, 25.9% vegetables) for children, adolescents, and adults by 2021 through educational programs and resources.	
Actions:	Measures:
Facilitate the implementation of point of sale signage and other marketing methods at retail and food establishments to promote consumption of healthy foods versus less healthy foods	# of retailers meeting a set of health promoting guidelines # of stores participating in the Corner Store Initiative program # of healthy food outlets that are operational
Engage faith based organizations to implement Healthy Eating Guidelines	# of faith based organizations that follow healthy eating guidelines
Identify gaps and opportunities for improving healthy and affordable food options	# of locations where access to fresh food is limited
Expand existing education and incentive programs for low income families	Map and inventory of existing programs developed
Increase healthy food options available at food banks, school cafeterias and after school programs	# of food banks, cafeterias and after-school programs that adopt updated healthier food options
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.	
Actions:	Measures:
Promote community awareness and understanding of the availability of various types of health insurance coverage	# of workshops offered to promote awareness and understanding of health insurance coverage
Objective 3: Improve coordination of referrals and services in Macomb County Health and Community Service agencies by 2021.	
Actions:	Measures:
Investigate possibility of one central resource providing information on referrals and services in MC	# of agencies surveyed to evaluate participation in central information service
Establish a baseline for current referrals in Macomb County	# of current referrals occurring between Community Service Agencies
Objective 4: Improve capacity and utilization of affordable, preventive and integrated oral health services for underserved populations in Macomb County by 2021.	
Actions:	Measures:
Survey current available resources for target population	# of current resources that realistically serve target population
Use social media and electronic resources to promote and broadcast available options to underserved populations	# of posts about oral health services
Identify areas frequented by underserved populations and distribute informative literature (churches, clubs etc.)	# of locations identified # of items distributed (brochures, flyers?)

Priority Area:  
**Social Determinants of Equity**

Goal: Ensure health care services are culturally and linguistically appropriate	
Objective 1: Train 100% of Health Department staff in cultural competency, cultural humility and equity by 2021.	
Actions:	Measures:
Identify online/in person training opportunities	# of online/in-person training opportunities
Identify staff to complete training	# of staff completed training
Establish baseline knowledge for employees of HCS to be trained	# of employees associated with partner organizations that will be trained
Objective 2: Devise a collective strategy to assess understanding of health literacy among Macomb County Health Department staff, as well as increase staffs' ability to address low health literacy and bridge knowledge gaps by 2021.	
Actions:	Measures:
Establish a health literacy committee	Health Literacy committee created # of members on committee
Create toolkit for health providers on how to better address health literacy	# of components included in the toolkit
Create health literacy brochures	Developed health literacy brochures
Distribute health literacy brochures	# health literacy brochures distributed
Identify baseline for health literacy among MC residents	# of MC residents with established baseline for health literacy
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 by 2021.	
Actions:	Measures:
Identify Right Connection distribution points	# of RC distribution points identified
Determine host sufficiency of Right Connection	Confirmation of host sufficiency for RC
Distribute Right Connection via alternate methods/new organizations	Distribution of RC
Monitor foot traffic to RC website from baseline to target date	% increase of traffic between baseline and target date