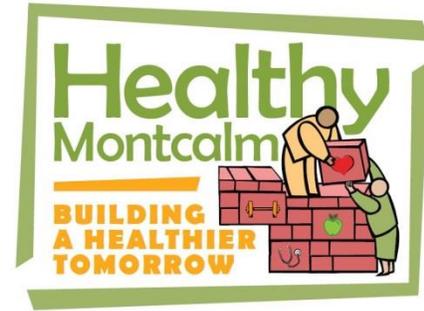


Healthy Montcalm Progress Report 2016



Healthy Montcalm is a countywide initiative that began in 2011, in response to legislation associated with the Affordable Care Act. The ACA required non-profit hospitals to conduct a comprehensive community health assessment (CHA) that would result in the development of a community health improvement plan (CHIP). Working together with community partners, the Mid-Michigan District Health Department (MMDHD) along with the three Montcalm County health systems (Carson City, Spectrum Health United/Kelsey, Sheridan Hospital) and the Federally Qualified Health Center (Cherry Street – Montcalm Area Health Center), the CHA process was achieved, resulting in a health improvement plan for Montcalm County.

Having completed the first three year cycle for 2012-2015, members of Healthy Montcalm revisited the existing CHIP in late 2015 to identify new health priorities for the next three year cycle. This was accomplished by utilizing current data and soliciting input from community partners. In the first year of the second cycle, a steering committee comprised of staff from the Mid-Michigan District Health Department, Spectrum Health United Memorial Hospital, Sheridan Hospital, YOUTHINK Montcalm (now Montcalm Prevention Collaborative), Cherry Health Prevention Services, the Montcalm County Great Start Collaborative, the Greenville Community Foundation and the Montcalm Care Network provided oversight and led the CHA process. An advisory committee consisting of members of the Montcalm Human Services Collaborative (MHSC) was available to provide community input and advocacy.

This report represents activities that have taken place during Year 1 of Cycle 2 (January 2016 – December 2016) of the Healthy Montcalm CHIP. The Progress Reports for years 2012 through 2015 can be accessed at: <http://www.mmdhd.org/healthassessment.html>. The Healthy Montcalm CHIP and CHA can also be found at the same internet link.

Priority Area: Prevention and Wellness

Goal – Reduce the prevalence of obesity for adults and youth in Montcalm County.

- The Montcalm County Great Start Collaborative (MCGSC) promoted *Ounce of Prevention* on their website. This is a curriculum that educates parents on good nutrition and physical activity for their children, and provides educational tools for both parents and physicians to use. *Ounce of Prevention* is also highlighted in the MCGSC newsletter and Facebook page. In 2016, the MCGSC newsletter reached 1,380 households and over 500 views on Facebook.

- The MCGSC and MSU Extension (MSUE) conducted outreach by providing all county pantries with information on healthy eating habits, food preparation information, farm market locations, *Ounce of Prevention* information, Bridge Card signups and acceptance flyers. Outreach was also provided to the seven libraries in the county.
- MSU Extension assisted an Edmore food truck in providing 92 families with information on Project Fresh/Market Fresh benefits, how to use benefits at Farmers' Markets, food storage and other food related resources.
- Spectrum Health United Lifestyles (UL) offered "Be Healthy", an 8-week healthy lifestyles program led by a Registered Dietitian and a Certified Personal Trainer. Two classes served 21 participants.
- MSUE and UL collaborated to offer *Cooking Matters* and *Eat Healthy Be Active* classes for adults. During 2016, these programs served 23 residents.
- MSUE provided nutrition and physical activity education to 234 adults and 271 youth via presentations at Project Fresh sites, White Pine and Tamarack Libraries, farmers' markets and food truck sites.
- MCGSC offered ongoing parent coalition playgroups at local schools and parks throughout the year. A collaboration with the Montcalm Care Network (MCN), "Exercise With Me!" was not well attended, but will be revisited next year.
- Family Fun Day, a We Care for Kids Council (WCFK) annual event, provided 411 attendees with opportunities for physical activity such as swimming, along with educational information on Ounce of Prevention, My Plate, Safe Sleep, parenting support and information on community resources.
- Healthy Montcalm sought grant funding to enhance physical activity and walking opportunities in the county. A grant request was submitted to the Michigan Health Endowment fund, but was ultimately not awarded.
- UL offered "Matter of Balance" classes, which provided physical activity for older adults in a group setting. In 2016, nine classes were completed.

Priority Area: Mental Health Advocacy

Goal – Increase access to mental health services through advocacy and education.

- The Montcalm Care Network (MCN) began offering Mental Health First Aid training classes in January of 2016, and continues to offer the classes on a monthly basis.
- The MCN provides outreach to increase the number of referrals for both mental health and substance use disorder services. This is accomplished through relationship building with community partners, social media, and the development of a NAMI chapter in the county (National Alliance on Mental Illness).
- The MCN promoted "no wrong door" to improve access to care for mental health and substance abuse services. This was accomplished through collaboration with MMDHD to house a physician's assistant at the MCN and by meeting on a regular basis with Spectrum Health United/Kelsey Hospitals to address the issue of high Emergency Department usage.
- Spectrum Health United Memorial and Kelsey Hospitals added eight social workers and case managers to their group practices to expand behavioral health care to patients.

Priority Area: Substance Abuse Prevention

Goal – Reduce tobacco, alcohol and other drug use.

- Cherry Health Promotion Services (CHPS) offered *Project Success*. CHPS worked with Montabella, Greenville, and Lakeview Schools to develop high school leadership teams, in which high school students mentored younger students in substance avoidance skills. A facilitator was hired to lead the program.
- Spectrum Health United Lifestyles (UL) offered the *Safe Drive Program*, in which 9th grade students learned the risks of driving under the influence. The program reached 1,072 students.
- YOUTHINK Montcalm (now Montcalm Prevention Collaborative) worked to reorganize the coalition, and received funding to sustain its initiatives for years 6-10 of the Drug Free Communities Grant.
- MMDHD utilized online Food and Drug Administration (FDA) resources to develop a presentation on the deeming rules that went into effect in August 2016 for Electronic Nicotine Delivery Systems (ENDS). A presentation was made to the Board of Health.
- CHPS and MMDHD staff worked to develop an informational flyer for tobacco vendor management to educate them on the new FDA deeming rules for ENDS.
- CHPS and MMDHD staff updated “Read-the-Red” cards for retail clerks who sell tobacco products, to include ENDS. CHPS staff distributed these cards to retail establishments countywide.
- MCGSC provided educational materials at events throughout the year, including the WCFK Family Fun Day, Carson City Frontier Days, the county 4H Fair, the Montcalm Community College holiday event and the annual *Planting Seeds for the Future* early childhood conference.
- Monthly Ionia/Montcalm Families Against Narcotics (I/MFAN) educational forums began in January of 2016 to support families and communities dealing with substance abuse issues. The meetings were well received and continued through the year, with attendance ranging from 25-55 participants.
- In January 2016, MCN staff met with county agencies to discuss Narcan distribution, as a means to combat opioid overdoses. Grant funding was pursued to purchase supplies. MCN purchased 280 injection and 50 nasal Narcan doses for distribution.
- MCN, in collaboration with the Grand Rapids Red Project, conducted a Naloxone training for area agencies.
- UL collected 502 sharps containers during the year. MMDHD collected 93 containers.
- The Montcalm Drug Disposal Program collected 860 pounds of prescription medications during the year. A Drug Take Back Event was held on April 30th.
- CHPS and the Montcalm Prevention Collaborative (MPC) worked to conduct alcohol compliance checks with area vendors.
- CHPS and MPC worked to complete vendor education to 85% of the tobacco vendors in the county. Nineteen tobacco compliance checks were completed in collaboration with law enforcement. Three sales were made for a 15.79% rate. The non-sale rate was 84.21%.

Priority Area: Access to Care

Goal – Increase access/utilization of primary and preventive health services.

- MMDHD’s effort to work with Medicaid Health Plans (MHP) in developing contracts for payment of services and client referrals presented a challenge. This was due to the uncertainty of the future of the Affordable Care Act and the MHP’s desire to keep costs low. Referrals to community health workers were affected.
- Spectrum Health added five providers to the United and Kelsey hospital systems, all accepting Medicaid and Medicare.
- Sheridan Hospital hired an in-house recruiter to recruit primary care physicians, physicians’ assistants and nurse practitioners. One practitioner was added to staff.
- Montcalm Care Network promoted the Healthy Michigan Plan through radio, social media, and community events.
- MMDHD surveyed uninsured clients to determine the percentage of clients not receiving enrollment assistance. This figure fell from 48% to 29% during the course of the year.
- Spectrum Health completed over 1,000 *MedNow* tele-health visits, far exceeding the 130 anticipated visits for the year.

Priority Area: Child and Family Health

Goal – Strengthen early family development and support, especially as it relates to health for children and youth.

- MCGSC promoted its preschool program and quality child care by providing information to all county food pantries, school districts, licensed childcare providers, newsletter recipients, and Family Fun Day participants. Over 390 children completed the Great Start Readiness Program in the 2015-16 school year.
- MCGSC implemented the SNAP Ed curriculum into all GRSP classrooms in the Montcalm Area ISD. Approximately 454 preschool students and their parents participated. (Supplemental Nutrition Assistance Program).
- MSUE provided SNAP-Ed nutrition classes to 254 Central Montcalm Upper Elementary Students, in which students and parents learned about increasing fruit and vegetable consumption and increasing physical activity. Students also participated activities such as “Snack Like a Super Hero Night” to learn about creating healthy snacks.
- MSUE implemented a “Fuel Up to Play 60” program at Central Montcalm Upper Elementary School including nutrition activities such as: a “school wellness investigation” to help increase fruit and vegetable consumption.
- Grant funds from Fuel Up to Play 60 were used to purchase equipment to enhance the 100 Mile Club initiative at CMUE. Students were challenged to run/walk over 850 miles. Grant funds were also received to make playground improvements and enhance nutrition signage in the cafeteria. Over 490 students were impacted.
- A team of students and teacher at Carson City Schools worked to create a “Smarter Lunchroom” scorecard, enhancing the lunchroom environment to make it more inviting,

and impacting over 680 students. The elementary school utilized Fuel Up to Play 60 funds to enhance a community garden, impacting 267 students.

- The Nurturing Fathers program engaged five fathers in increasing parenting skills during the first quarter, but was discontinued in the second quarter due to funding issues.
- The Great Start Parent Coalition met routinely to provide activities and educational topics for parents. There were 38 active members in the group. Promoting social emotional health was a priority for the coalition.
- MCGSC sought partnerships to enhance participation in *Love and Logic* parenting classes. Alpha Family Services, Early On and WCFK have been strong partners.
- MCGSC worked with Spectrum Health to develop a website and other resources for women who struggle with depression, with the goal of promoting the resources through OB-GYN and pediatrician offices.
- MCGSC served over 480 children through community awareness events such as kindergarten roundups and the WCFK Family Fun Day Event. A presentation was made at the Early Childhood Conference “Planting the Seed.” There were 17 enrollments in the “Connections” program, which provided ASQ developmental assessments for young children.
- MCGSC promoted the “Strengthening Families” Protective Factors Framework through monthly newsletters, reaching 1,485 households.
- MCGSC promoted dental health awareness through parent coalition education, distribution of toothbrushes and toothpaste in GRSP classrooms, and dental kits being provided to 50 families at the WCFK Family Fun Day event. Delta Dental provided 600 toothbrushes, toothpaste and materials to be passed out to GSRP classrooms.

In today’s environment of shrinking budgets, optimizing talent and vision of collaborative partners is crucial to community health improvement. We believe health is a part of everything and to improve health and solve complex community problems, we must work together. Thank you to our community partners who have participated in this process.

Montcalm County is an empowered community, where people are engaged in leading healthy, active lives.