

## LWG CHIP for period March 2016 to March 2019 (3 years)

### A. Priority Health Issue: **Obesity**

<b>Goal:</b> <i>Reduce the prevalence of obesity for adults and youth of Gratiot County</i>				
<b>Objective:</b> provide community members with information and tools to make healthy choices				
<b>Baseline Measure - Obesity:</b> Gratiot Adults less than recommended fruits/veg = 64% (BRFS), Gratiot Youth Physical Activity 11 <sup>th</sup> grd. = 50.3% (MiPHY)			2018 Adult Goal = 60%, 2018 Youth Goal = 55%,	
Strategy	Projected Activity(ies)	Champion & Potential Partners	Milestone(s) / Timeline [output]	Performance Measure [outcome]
Build social support for physical activity in community settings (e.g., build social networks that support behavior change in the community) <i>[And incorporate existing fitness facilities/ opportunities]</i>	• Activity 1: Develop/Promote local walking groups	MMMC-G, MMDHD	Build inventory of places to walk, track attendance if formal group developed	Up-to-date inventory created.
	• Activity 2: Develop community calendar of fitness activity opportunities	MMMC-G, MMDHD	Chamber of Commerce website calendar includes activities	Calendar in use and up-to-date.
	• Activity 3: Seek grant funding to develop or support a community-based walking team program (consider re-submitting CV grant or proposal specifically to build/support walking groups)	MMDHD <i>Build on any existing groups?</i> MSUE has walking groups at Masonic Pathways. Walking groups at Alma College. Walking group at HIS Place (Alma First Church of God). Safe Routes to School program - Alma Elementary School	Sources of funding identified and proposal developed	Proposal submitted.
Enhance access to places for physical activity and combine with informational outreach (alter local environment to create new or improved places for activity). <i>[valuable strategy to have in place for future funding opportunities]</i>	• Activity 1: Explore funding opportunities or collaborate with other local grant seeker related to enhancing access.	MMDHD (consider State Innovation Model grant opportunity)	Sources of funding identified and proposal developed	Proposal submitted.
	• Activity 2:			
	• Activity 3:			

Prescription for physical activity from PCP	• Action 1: MMMC-G to explore feasibility of 'Exercise is Medicine' program with Midland campus	MMMC-G	Identify list of interested partners. Define how referrals would be made.	Referrals begin by June 2018.
	• Activity 2:			
	• Activity 3:			
Support school wellness teams, focusing on both staff and students	• Action 1: Convene school wellness teams or meet individually to learn what each district is doing to address obesity (nutrition, physical activity)	MSUE, MMDHD	Inventory of school wellness team capacity, plans, accomplishments	Event for wellness teams scheduled.
	• Activity 2: Promote MiHIA school excellence award	MMDHD, MMMC-G	Identify school or schools to nominate.	School district application submission
	• Activity 3:			
Support youth after-school (extracurricular) activities providing physical activity	• Action 1: Support Girls on the Run by encouraging adult involvement (coaches)	MSUE, GOTR, MMDHD	Identify pool of potential coaches.	Sufficient number of coaches to support program enrollees
	• Activity 2: Support Girls on the Run by expanding youth scholarships for running shoes	MSUE, GOTR, MMDHD	Identify potential funding source or fund raising strategy.	Request for funding submitted.
	• Activity 3:			
Screen time interventions for children (time away from TV and other sedentary screen activities)	• Activity 1: Identify opportunities locally <i>[Ideally suited for Great Start activities]</i>	LWG St. Comm., Great Start?	Group identifies screen-time interventions that can be implemented locally.	Champion identified for at least one local strategy.
	• Activity 2:			
	• Activity 3:			

**B. Priority Health Issue: Mental Health**

<b>Goal:</b> Reduce the prevalence of untreated mental health disorders				
<b>Objective:</b> Support local partners in expanding awareness of local resources				
<b>Baseline Measure:</b> People who couldn't do normal activities because of poor mental health: 3.6% (BRFS)		2018 Goal = 3.0%,		
Strategy	Projected Activity(ies)	Champion & Potential Partners	Milestone(s) / Timeline [output]	Performance Measure [outcome]
Integrate behavioral health into primary care practice (and other settings)	Activity 1: Continue co-location in PCP settings and expand where possible. Integrate behavioral health into pediatrician office.	GCCMH, IHC committee, and pediatrician office	Monitor caseloads in PCP settings. Identify expansion sites.	Monitor counts of people seen in co-location sites.
	Activity 2:			
	Activity 3:			
Increase awareness of mental health services and market Healthy Michigan Plan to increase enrollment and utilization of benefits	Activity 1: Continue to work with Mid-State Health Network with marketing Healthy Michigan Plan.	GCCMH	Work with MSHN timelines	Monitor Healthy Michigan enrollment.
	Activity 2: Utilize social media as a marketing tool to increase awareness of mental health services. Examples: Facebook and web site development.	GCCMH	Group creates simple social media strategy.	Strategy implemented.
	Activity 3: Explore additional methods LWG can assist in promoting services	GCCMH, LWG	Raise issue with GCC.	Document discussion and ideas generated. Action items brought back to LWG.
Promote "no wrong door" access to care concerning mental health and substance abuse	Activity 1: Create greater inter-agency awareness of "no wrong door" approach to service access	GCCMH, SA coalition	Policy began Oct. 1 <sup>st</sup> 2015. Identify need for training materials and sites for distribution.	Document distribution of materials and # of individuals calling for services.
	Activity 2: Work with local providers to increase awareness.	GCCMH, LWG	Identify providers likely to benefit from education about "no wrong door".	Educational outreach conducted and documented.

	Activity 3: Expand awareness to individuals within the local community of Gratiot county.	GCCMH, LWG	Document distribution of materials.	Document distribution of materials or other methods (e.g., billboards).
Increased collaboration between hospitals, behavioral health and Medicaid health plans to reduce ER recidivism.	Activity 1: Convene local stakeholders to assess Emergency Department visits to help reduce ED recidivism.	GCCMH, MMMC-Gratiot, MMDHD	Work with MMMC-G and Health Plans to get ED data. Identify activities that should impact visits.	Utilize collective impact approach to reduce over utilization.
	Activity 2:			
	Activity 3:			
Promote locally the national mental health anti-stigma campaign	Activity 1: Explore partnership with Alma College to reduce mental health stigma.	GCCMH, Alma College	Discussion with Health faculty and students.	Student projects implemented.
	Activity 2:			
Early intervention instruction in community settings	Activity 1: Provide Mental Health First Aid training	GCCMH,	Increase the number of individuals trained.	Count trainings and # people trained.
	Activity 2: Promote community wellness activities	GCCMH, LWG	Group creates simple social media strategy that identifies wellness options.	Document participation in activities.

**C. Priority Health Issue: Substance Use & Abuse**

<b>Goal:</b> Reduce alcohol, tobacco and other drug use				
<b>Objective:</b> Empower prevention initiatives...				
<b>Baseline Measure:</b> 11 <sup>th</sup> grade tobacco use: 13.2% 11 <sup>th</sup> grade alcohol use: 31.7%			2018 Tobacco Goal = 10% 2018 Alcohol Goal = 26%	
Strategy	Projected Activity(ies)	Champion & Potential Partners	Milestone(s) / Timeline [output]	Performance Measure [outcome]
Utilize "Above the Influence" campaign/program within schools.	Activity 1: Support/promote A.T.I. Art Show at Alma College	GCSAC,	Group creates simple social media strategy to promote event.	Student art is shown. Monitor # attendees and student participation
	Activity 2: Support A.T.I. Awareness Nights at after-school events	GSSAC,	Group creates simple social media strategy to promote events	Monitor attendance at events.
	Activity 3: Support A.T.I. Sticker Shock to educate local vendors ("Read the Red" campaign)	GCSAC,	Support GSAC creating Sticker Shock activities.	Document activities. Monitor # compliance violations.
Engage school leaders in substance abuse prevention activities targeting youth.	Activity 1: Expand the Early ID program to recognize signs of risky behavior	GCSAC, GCCMH	Identify school districts that can participate.	Expanded number of participating school districts (currently Alma, Ithaca, St Louis)
	Activity 2: Support all 6 school districts in participating in MiPHY	GCSAC, MMDHD	MiPHY survey 2015-16, 2017-18	Data available to the community. Monitor # districts participating.
	Activity 3:			
Mentoring program for at-risk youth/adolescents.	Activity 1: Support the It's All About Being A Teen program	GCSAC,	Identify school district candidates for participation.	Expanded number of participating school districts (currently St Louis HS)
	Activity 2: Fulton Alternative Ed. Mentoring	GCSAC, Alma College interns	Group identifies options for recruitment.	Increased number of mentors available for students, # hours volunteered.
	Activity 3: Explore A.T.I. High School students mentoring Middle School youth	GCSAC,	Discussion with High School students.	# students participating, staff satisfaction

Reduce maternal (prenatal and postnatal) smoking	Activity 1: Promote education provided through MIHP, WIC, Fulton Adult Ed., etc.	MMDHD, GCSAC	Convene tobacco prevention providers to assess maternal smoking in Gratiot County and investigate “collective impact” approach.	Prevention providers identify how their program contributes to “collective impact”. Monitor smoking trends.
	Activity 2: Promote Michigan Quit Line	MMDHD, GCSAC	Group creates simple strategy to promote Quit Line. e.g. social media, billboards.	Strategy completed by 2019, monitor # Gratiot County residents using service.
	Activity 3:			

**D. Priority Health Issue: Utilization of Health Services**

<b>Goal:</b> Increase utilization of preventive health services				
<b>Objective:</b> Provide the community with resources that enhance the timely utilization of health services				
<b>Baseline Measure:</b> Adults who delayed health care: 12%			2018 Goal = 9%	
<b>Strategy</b>	<b>Projected Activity(ies)</b>	<b>Champion &amp; Potential Partners</b>	<b>Milestone(s) / Timeline [output]</b>	<b>Performance Measure [outcome]</b>
Support initiatives that enhance public transportation	Activity 1: Team with ACS to start volunteer driving program (oncology appt. only)	MMMC-G, Alma Transportation Center, American Cancer Society	Volunteers recruited for 'Road to Recovery' transp. program	Count number of riders
	Activity 2: Add City of Alma bus service routes to websites and educate on bus schedules	Alma Transportation Center	Buses run to St Louis, Breckenridge and Ithaca.	Maps are on websites
	Activity 3: Participate in campaign to publicize the public transportation initiative	Alma Transportation Center	Materials distributed to clients of human service organizations	Work with Alma Transportation Center to establish ridership goal. Measure progress.
	Activity 4: Identify ongoing sources of financial support for public transportation	Gratiot Collaborative Council	Return on investment analysis	Community supports new routes
Promote existing (health) information repositories	Activity 1: Inform community members on available insurance and payment options	Trained navigators in community	Assess materials currently in use and identify how to improve it.	Materials are created and distributed.
	Activity 2: Connect people to services : Health Care staff at community events, nurse navigators, discharge planners	Trained navigators in community	Identify key community events	Participation in community events documented.
	Activity 3: Promote MidMichigan Health Line	MMMC-G, LWG	Promotional method identified.	# of users (Gratiot County)
Sustain community hub (care coordination model) to serve at-risk populations	Activity 1: Get contracts with Medicaid Health Plans to ensure the financial sustainability of the CHWs.	MMDHD	Contracts signed with Meridian and Priority.	CHW project covers 80% of costs by July 1, 2017.
	Activity 2: Report outcomes to ensure ongoing health plan support.	MMDHD	Work with Ingham Health Plan Corporation to develop reporting capability.	Reports become available by July 1, 2017.
	Activity 3: Monitor referrals to ensure high level community participation.	MMDHD	Ongoing. Conduct quarterly assessments.	Quarterly assessments conducted.

Improve Health Literacy (improve patient-provider communication)	Activity 1: Expand use of printed discharge instructions	ED, Urgent Care, physician offices	Identify providers not using printed discharge instructions. Identify how printed instructions could be created.	Count of number of location adopting printed discharge instructions.
	Activity 2: Expand post-discharge informational handouts regarding diagnosis	MMMC-G	Conduct gap analysis of diagnoses most frequently needing additional information	Handouts created and in use.
	Activity 3: Promote Choosing Wisely campaign for patient self-advocacy	MMMC-G	Obtain Choosing Wisely materials	Materials are placed in provider offices
Integrate primary care services into behavioral health	Activity 1: Expand use of brief Mental Health Questionnaire in physician offices	MMMC-G, MMDHD	Identify offices that are willing to implement brief questionnaire. Provide training to offices willing to implement brief questionnaire.	Monitor # of referrals.
	Activity 2: Screen ER visits/admissions to identify risk and make referrals?	MMMC-G,	Identify process for screening. Create mechanism for capturing data from screenings.	Monitor # of screenings.
	Activity 3: Explore feasibility of placing PA in CMH	MMMC-G, GCCMH	Identify capacity to bill for PA services in CMH, how clinical supervision would be implemented, employer for PA. Hire and implement program.	After one year PA physical health services are sustainable by billing.
Support Pathways to Prosperity DHHS program	Activity 1: Explore feasibility of placing DHHS worker in other agencies	MMMC-G, LWG	Schedule discussion with DHHS. Identify issues worker could help address. Identify sites and place workers.	Sites report improvements in issues identified after hosting DHHS worker.
	Activity 2:			
Expand Telemedicine communication technology	Activity 1: Implement/expand telemedicine at MMC-G	MMMC-G	Identify possible community sites for telemedicine	Collect counts of patients utilizing telemedicine.
	Activity 2:			