

Healthy Montcalm CHIP for period Jan 2016 through Dec 2018 (3 years)

A. Priority Health Issue: **Prevention and Wellness**

Goal: <i>Reduce the prevalence of obesity for adults and youth of Montcalm County</i>				
Objective 1: provide community members with information and tools to make healthy choices				
Baseline Measure - Obesity: Adults Not Eating Fruits and Vegetables = 72% (BRFS), Youth Physical Activity 11 th grd. = 55% (MiPHY)			2018 Adult Goal = 65% 2018 Youth Goal = 60%	
Strategy	Projected Activity(ies)	Champion & Potential Partners	Milestone(s) / Timeline [Output]	Performance Measure [Outcome]
1) Educate providers, parents and caregivers regarding childhood obesity prevention, and 2) Provide health care providers with a tool to educate parents on childhood obesity	• Activity 1: Conduct a messaging campaign with nutritional materials. Highlight <i>Ounce of Prevention</i> Program for physicians and parents.	Great Start	Annual and ongoing campaign due to changes in staff/providers from year to year.	Number of parents and physicians reached, reported quarterly.
	• Activity 2: Campaign targeting local food pantries regarding healthy food options and alternatives (e.g. information about farmer's markets that accept Bridge cards, how to cook, community gardens.)	Great Start, MSU Extension	Outreach materials assembled.	Outreach to 100% of food pantries in each of three years.
Provide opportunities for people to cook and eat healthy food.	• Activity 1: <i>Tasty Tuesdays</i>	United Lifestyles	Complete 2 classes / year	6 classes completed by 6-30-18
	• Activity 2: <i>Be Healthy</i> . 8 week healthy lifestyles program with Registered Dietitians and a Certified Personal Trainer.	United Lifestyles	Complete 2 educational programs/year	6 classes completed by 6-30-18
	Activity 3: <i>Cooking Matters</i> . Six lessons on nutrition and cooking.	MSUE/United Lifestyles	Schedule established	60 participants
Support (affordable) family-centric fitness programs in community settings	• Activity 1: Promote free/low cost physical activities for parents and young children.	Great Start	Leverage monthly playgroups	10 per year

Enhance access to places for physical activity / walkable communities and encourage use	• Activity 1: search for grant funding opportunities to support this strategy, possibly related to the Community Health Innovation Region	Healthy Montcalm	Areas of interest identified. Funding opportunity identified. Establish partnership with Kent County if CHIR funded.	Outcome?
	• Activity 2:			
	• Activity 3:			
Activity programs for older adults in group settings	• Activity 1: Provide Matter of Balance class to seniors	United Lifestyles	Complete two Matter of Balance classes annually through 6-30-18	Complete six Matter of Balance classes by 6-30-18
	• Activity 2: (COA input)	COA, ?	?	?
	• Activity 3:			

B. Priority Health Issue: Mental Health Advocacy

Goal: Increase access to mental health services through advocacy and education				
Objective 1: Educate community partners				
Objective 2: Increase BH/SUD referrals				
Baseline Measure: People who couldn't do normal activities because of poor mental health: 5.3%		2018 Goal = 4%		
Strategy	Projected Activity(ies)	Champion & Potential Partners	Milestone(s) / Timeline [Output]	Performance Measure [Outcome]
Early intervention instruction in community settings	Activity 1: Train community members in Mental Health First Aid	MCN	250, 125, 125 trained (yr. 1, 2, 3)	Increased referrals to MCN
Increase the number of referrals for mental health and substance use disorders.	Activity 1: Educate community and providers on referral process & availability of services	MCN	Establish baseline. Educational materials assembled.	MCN to see increased referrals from PCPs and community sources
Promote 'no wrong door' access to care concerning mental health and substance abuse	Activity 1: Integrate behavioral health with Primary Care (including SHUK and MMDHD)	MCN	ED and PA projects are sustainable	Improved physical health for mental health clients
	Activity 2: Enhance the primary care team in outpatient clinics through the implementation of non-traditional roles, such as behavioral specialists	Spectrum Health U/K	a. 2 members by 6/30/16 b. 4 members by 6/30/17 c. 6 members by 6/30/18	Increase behavioral health specialists/services by at least 6 in primary care settings by 6-30-18.

C. Priority Health Issue: Substance Abuse Prevention

Goal: Reduce tobacco, alcohol and other drug use				
Objective 1: to empower prevention initiatives designed to lower tobacco, alcohol and other drug use, with an emphasis on youth				
Objective 2: to empower recovery initiatives designed to support individuals in recovery, along with their families				
Baseline Measure: 11 th grade tobacco use: 15%, 11 th grade alcohol use 31%			2018 Tobacco Goal = 12%	
			2018 Alcohol Goal = 25%	
Strategy	Projected Activity(ies)	Champion & Potential Partners	Milestone(s) / Timeline [Output]	Performance Measure [Outcome]
Support programs designed to empower youth with prevention messaging	Activity 1: Support HS Leadership Teams	Cherry Health Promotion Services	Leadership teams marketed through MAISD.	Increase # of schools participating
	Activity 2: Provide <i>Project Save Our Children</i> to 9th grade students in MAISD schools	SH United Lifestyles	Complete PSOC education to 90% of all 9 th grade students in MAISD annually, 2016-2018.	Completed PSOC education to 90% of all 9 th grade students in MAISD yearly, 2016-2018.
	Activity 3: Reestablish a strong YOUTHINK Coalition	MCN, MMDHD, Great Start	6 th year funding obtained. Sector representatives re-established to carry out Action Plan.	Youth use of alcohol and prescription medications continues to decline.
Regulate e-cigarettes (vaping)	Activity 1: Develop local ordinance in partnership with neighboring health departments	MMDHD	Action by Board of Health and County Commissioners	Pass Ordinance
Increase parental awareness and skills to address tobacco, alcohol and drug use	Activity 1: Distribute information/host demonstrations at Great Start and other community events.	Great Start	Materials assembled	Info distributed at 2 large events each year; provide info as requested
	Activity 2: Monthly IMFAN forums	IMFAN	Monthly forums established that are responsive to community	Attendance, 50 per month
	Activity 3: Explore Narcan education and distribution initiative	MCN, SHU/K, MMDHD	Establish prescriber	Count utilization

Support/advocate for recovery initiatives. Support existing coalitions.	Activity 1: Montcalm RISC offer technical assistance that supports coalition growth	HM, RISC	Needs assessed and gaps identified	Support (technical or promotional) being provided
	Activity 2: Explore networking/ collaboration opportunities between HM and SAAC	HM, SAAC	XXX	Outcome?
	Activity 3:			
County drug and sharps disposal programs	Activity 1: Sharps Disposal Program	MMDHD, SH United Lifestyles, YOUTHINK	Continue to market	Increase # of sharps containers collected.
	Activity 2: Drug Disposal Program	MDCMC	Continue to market	Increase amount of Rx drugs collected over baseline 2015
	Activity 3:			
Support prevention initiatives that reduce access to alcohol and tobacco by youth	Activity 1: Alcohol compliance checks	YOUTHINK	Establish schedule	Alcohol non-compliance offenses no greater than 14%.
	Activity 2: Tobacco compliance checks	YOUTHINK	Establish schedule	Tobacco non-compliance offenses no greater than 10%.
	Activity 3:			

D. Priority Health Issue: Access to Care

Goal: Increase access/utilization of primary and preventive health services				
Objective 1: Increase access by implementing and promoting the utilization of preventive health services				
Objective 2: Increase access to care by implementing and promoting telehealth services				
Baseline Measure: People who delayed health care: 15%			2018 Goal = 12%	
Strategy	Projected Activity(ies)	Champion & Potential Partners	Milestone(s) / Timeline [Output]	Performance Measure [Outcome]
Sustain the Pathways Community Health Workers program (care coordination model) serving at-risk populations	Activity 1: Get contracts with Medicaid Health Plans to ensure the financial sustainability of the CHWs.	MMDHD	Contracts signed with McLaren 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.
Increase the number of primary care providers, especially accepting Medicaid and Medicare	Activity 1: Increase the number of primary care providers in outpatient clinics accepting all insurances including Medicaid and Medicare	Spectrum Health U/K, SCH	SHUK: Increase by 1 provider by 6-30-16 Increase by additional 1 provider by 6-30-17 Increase by additional 1 provider by 6-30-18 [SCH – same milestones]	SHUK: At least 3 new providers accept Medicaid/Medicare by 6-30-18 [SCH – same milestones]
Expand health insurance enrollment outreach	Activity 1: incorporate the <i>Get It, Keep It, Use It</i> marketing toolkit through Mid-State Health Network	MCN	Toolkit available to HM	Outcome?
	Activity 2: MMDHD and DHHS continue to enroll eligible people	MMDHD, DHHS	Establish baseline	100% of eligible people are enrolled when they present

Expand telehealth communication technology	Activity 1: Use technology to overcome transportation barriers by using telemedicine visits from provider to home or provider to service location.	Spectrum Health U/K, SCH	SHUK: Increase utilization by 10% annually through 6/30/18. SCH: program initiation year 1, increase utilization 10% years 2 and 3	SHUK: Telehealth communication increased by 30% by 6-30-18 SCH: Telehealth communication increased by 20

E. Priority Health Issue: Child & Family Health

Goal: <i>Strengthen early family development and support, especially as it relates to health for children and youth</i>				
Objective 1: Inform and educate young families and the community about family development				
Objective 2: Expand opportunities for comprehensive health activities in schools and other care settings				
Baseline Measure:		2018 Goal = ____ 2018 Goal = ____		
Strategy	Projected Activity(ies)	Champion & Potential Partners	Milestone(s) / Timeline [Output]	Performance Measure [Outcome]
Sustain/increase awareness of early childhood home visiting programs and preschools with family support services	Activity 1: Promote preschool enrollment and high quality childcare.	Great Start	Identify new/innovative marketing concept	Implement in 2017-18
	Activity 2: Advocate for additional evidence based home visiting opportunities & funding in Montcalm County.	Great Start		Increased percent of families who need services receive them
	Activity 3: Participate in pilot of regional perinatal system of care project	MMDHD	Complete feasibility study with Prosperity Region 4 partners	If feasible, new program implemented
Promote school-based health promotion activities that could include: <ul style="list-style-type: none"> • Nutrition • Physical Activity • Mental Health • School Violence • Reproductive Health 	• Activity 1: Implement evidenced based programming to support healthy eating in GSRP classrooms.	Great Start, MSUE	Viable program identified	Implement in all 8 GSRP's in three years.
	• Activity 2: Implement healthy school lunch/snacks initiative	Montcalm County School Wellness committee, MSUE	Implement one healthy school lunch/snacks initiative by 6-30-18	Complete one healthy school lunch/snacks initiative by 6-30-18
	• Activity 3: Explore recess interventions to positively impact physical activity in elementary schools	Montcalm County School Wellness Committee	Investigate a feasible model by 6-30-17 Develop the model by 6-30-18	Model is developed by 6-30-18
Sustain/increase awareness about group-based parenting programs <i>[consider programs that support</i>	Activity 1: Maintain <i>Nurturing Fathers'</i> Program (Steven J Bavolek) support activities: class, home visiting, and social media campaign.	Great Start	Resources maintained	Enrollment goal met

<i>father involvement, divorced families, foster parents, new mothers]</i>	Activity 2: Maintain Parent Coalition in Montcalm County.	Great Start	Resources maintained	Membership goal met
	Activity 3: Increase partnerships in implementation of <i>Love and Logic</i> parenting classes.	Great Start	Additional partnerships identified	Enrollment increased
	Activity 4: Promote maternal depression screening protocol with OBGYNs and Pediatricians.	Great Start	Outreach materials developed	Increase in referrals
Integration of social, emotional and physical health during early stages of family development through greater participation of local providers/physicians	Activity 1: Promote the value of <i>Connections</i> (ASQ – Ages & Stages Ques.) to all families.	Great Start	Promotion strategy strengthened	Families understand age appropriate development and use it in parenting
	Activity 2: Promote <i>Strengthening Families'</i> Protective Factors Framework in GSRP and Great Start Newsletters.	Great Start	Present at MHSC	Partners understand the Framework and use it in their work.
	Activity 3: Continue dental support in homes, preschools and child care settings.	Great Start	Resources maintained	Number of children with a dental home increased
Mentoring programs to reduce delinquency [Ask MHSC for ideas]	Activity 1:			
	Activity 2:			
	Activity 3:			