

Healthy Montcalm

Progress Report for 2014-2015



In response to new legislation associated with the Affordable Care Act which requires non-profit hospitals to conduct a community health assessment, the Mid-Michigan District Health Department (MMDHD) approached 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) to suggest the partners work collectively to conduct a comprehensive community health assessment (CHA) and develop a community health improvement plan (CHIP). This initiative officially kicked off in March 2011 and was given the name Healthy Montcalm.

In the third year of the first CHIP, a steering committee comprised of staff from the Mid-Michigan District Health Department, Spectrum Health United and Kelsey Hospitals, Sheridan Hospital, Cherry Health Prevention Services, YOUTHINK Montcalm, the Montcalm County Great Start Collaborative, the Greenville Community Foundation and the Montcalm Center for Behavioral Health (now 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 convene to assure community input and advocacy.

This report represents activities that have taken place during Year III (October 2014 – September 2015) of the Healthy Montcalm CHIP. The Progress Reports for Years I & II 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.

Healthy Montcalm Timeline:



Priority Area: Access to Care

Goal 1 – Recruitment and retention of qualified primary care professionals.

- Spectrum Health: Following a primary care needs analysis, a recruitment strategy was developed to increase Spectrum’s primary care physicians for Greenville Family Medicine (GFM), Belding Family Medicine (BFM), and hospitalist services. Combined with the results of the Kelsey Hospital needs assessment, it was determined that Spectrum needed to recruit more healthcare providers. At a minimum, an additional 10% (3.8 full time providers) were needed overall. This goal was achieved through recruiting a family medicine physician for GFM and BFM. In addition, Spectrum added two Advanced Practice Providers (APPs) to the practice at each facility. An Obstetrics Physician and an APP were also recruited for Women’s Healthcare Services (OB/GYN).
- Spectrum Health: Spectrum Health United Hospital partnered with the Spectrum Health Medical Group (SHMG) to add three full-time hospitalists, enabling three SHMG physicians to spend more time in the SHMG Internal Medicine/Pediatrics practice.
- Spectrum Health’s Greenville Family Medicine, Belding Family Medicine and Women’s Healthcare Services now accept both Medicare and Medicaid.
- Spectrum Health has received state funding for an Adolescent Health Clinic opening in June of 2015. A business plan was completed that addresses provider needs in the Belding and Greenville Communities. Current recruitment includes two APP’s in Greenville, and one physician and two APP’s in Belding. Spectrum Health United Hospital is currently providing a part-time obstetrician to Sheridan Community Hospital, a non-Spectrum Health Facility.
- Sheridan Hospital’s recruitment of primary care physicians is ongoing. One physician retired in order to fill a hospitalist position. A new physician’s assistant has been hired to replace another PA who retired.

Goal 2 – Enhance care coordination and health outcomes of at-risk populations (via community hub model).

As a result of the implementation of the “Pathways to Better Health” program, a HUB project in coordination with the Ingham Health Plan, MMDHD was able to hire a community health worker (CHW) for Montcalm County in October of 2014. The role of the CHW is to provide case management services for at-risk residents who have two or more chronic health conditions. The ultimate goal is to enhance prevention and cost savings by increasing the number of individuals receiving care through primary care physicians and not through hospital emergency rooms. From October 2014 through September of 2015, 76 individuals were referred to the CHW and 69 individuals were enrolled in the Pathways to Better Health Program. The leading social pathways addressed were: food, utilities, family assistance, housing and financial needs. The leading medical referrals were: primary health care, specialty doctors, mental health, dental health, and vision.

Priority Area: Obesity

Goal 1 - Reduce the prevalence of obesity in children.

- Spectrum Health has a Baby Friendly Hospital designation, with the goal of increasing awareness of breastfeeding with all new patients who deliver at the Greenville location.

New mothers who have their OB care through Spectrum Health and through United Lifestyle's Maternal Infant Health Program (MIHP) receive breastfeeding education and support. A breastfeeding support group is available and has served 19 mothers. Breastfeeding initiation rates through Spectrum are averaging 85% on a monthly basis. The Welcome Baby Program conducted 233 visits with new mothers.

- United Lifestyles Spectrum Health offered "Rural Fit Kids 360", a healthy lifestyles program developed to fight childhood obesity. This comprehensive program combines education about nutrition, behavior and exercise with a wide variety of physical activities. The program is designed for kids and their parents and delivers positive outcomes. In this year of programming, RFK worked with 72 Montcalm County families with these outcomes noted:
 - a decrease in TV, video game and computer screen time, all days of the week
 - an increase in daily activity, all days of the week
 - a decrease in consumption of sugar sweetened beverages
 - an increase in fruit and vegetable intake
 - an increase in whole grain consumption
- The Montcalm Great Start Collaborative (MCGSC) continues to promote the Ounce of Prevention program, an evidence-based nutrition curriculum utilized by physicians to promote healthy eating and address the obesity issue. It is currently offered in eight physician's offices and has been shared with 27 physicians in Montcalm County. Materials are available online for physicians, agencies and parents to download as needed. A total of 123 individuals have accessed this information since it was made publically available.
- The MCGSC has increased efforts to include gross motor skills with all literacy activities. When a child gets moving the information is better retained. At weekly playgroups, gross motor activities are a key part of the lesson plan, teaching parent and child to learn through play for a healthier body and mind. Great Start also had a teacher present to the Parent Coalition about music and movement and how both increase a child's ability to learn.
- The Great Start parent coalition promotes healthy eating and activity through a monthly e-mail newsletter. Health and wellness information is provided on the coalition's Facebook page. The group hosts frequent events, such as "Cooking Matters", food preservation classes and breastfeeding supports in cooperation with MSU Extension and United Lifestyles (Spectrum Health). Events such as scavenger hunts, sledding, tricycle races, fitness challenge and winter playtime activities encourage family togetherness and healthy lifestyles. When participating in larger events this year, the MCGSC provided healthy snack options for families.
 - Attendance is steadily increasing at these events, classes and activities.
 - Newsletter recipients have grown from 898 in 2014 to 1,300 in 2015.
 - Facebook reach has extended from 331 in 2014 to 391 in 2015.
- In addition to Spectrum Health, breastfeeding is supported through many initiatives throughout the county:
 - The MCGSC distributes informational bookmarks highlighting the benefits to mom and baby. Information is found on the Great Start website, in letters to the editor, and through the promotion of Breastfeeding Awareness Month.

- The MCGSC received nominations and honored three organizations for their commitment to employees that are breastfeeding. EightCAP, Spectrum Hospital United and Montcalm Care Network each received a certificate, trophy and a copy of the nomination that was received.
- MMDHD has breastfeeding peer counselors on staff to provide education and support to new mothers in the Women Infant and Children's Program (WIC).
- Breastfeeding data from the Michigan Department of Community Health-WIC Program shows that MMDHD-Montcalm breastfeeding rates have grown from 49.2% to 83.1%.
- The Great Start Early Childhood Conference was held on September 19, 2015. Sessions included: "Understanding Food Allergies of Young Children, What Every Care Provider Must Know", "How to Make a Smart Choice with Your Health Insurance Plan", "Screen Time", "The Power of Knowledge-Navigating Life's Health Challenges", and "Developmentally Appropriate Materials". More than 200 were in attendance and received messages to take back to the children and families in their care.

Goal 2 - Reduce the prevalence of obesity in seniors through health and wellness programs and education.

- United Lifestyles offers the "Be Healthy Program" to help adults improve their overall health. Through consultation with a registered dietician and a certified personal trainer, participants develop a personalized program for eating healthier and becoming more physically active. Forty-one community members participated in this program.
- The Commission on Aging (COA) offers a "Healthy Eating for Successful Living" program. This is a six-week, evidence-based series utilizes My Pyramid guidelines to focus on heart and bone health nutrition strategies.
- In collaboration with the MSU Extension, the COA promotes Project Fresh, a summer nutrition education program that provides participants with coupons that can be used to purchase fresh fruits and vegetables at local farmer's markets. The COA also promotes the Double-Up Food Bucks program, which encourages those with Bridge Cards to utilize local farmer's markets.
- The COA offers "Matter of Balance," an evidence-based program that promotes physical activity and reducing the risk of falls.
- The COA promotes an ongoing chair yoga exercise program in Howard City.
- The Montcalm County Senior News lists opportunities for walking in area schools, churches and community centers. It also provides periodic news articles related to wellness.
- The Senior Meals Program, through the COA, serves 65,000 meals to seniors yearly. Seniors receiving meals are given educational fliers which include healthy living and eating tips.

Priority Area: Awareness of Community Resources

Goal 1 – Promote the importance of health prevention programs as it relates to health status/outcomes.

- A county-wide wellness committee, championed by United Lifestyles, formed with a representative from each school district. Surveys of district staff indicated that the greatest need of students was food availability. There was also a focus on staff wellness. The wellness team met five times during the 2014-2015 school year. The focus remains on nutritional needs of children and staff wellness. A grant was applied for through the Michigan Health Endowment Fund to fund the production of nutritional videos for the schools to help assist educators in their requirements of providing nutritional education in the classroom. This grant was not funded, and a new grant application was submitted to the Greenville Area Community Foundation (GACF) for consideration. Funds from the GACF were awarded to provide education and training for medical emergency response teams (MERT) as well as on-site immunization clinics in the seven county school districts. These services are ongoing.

Goal 2 – Increase awareness and utilization of charitable care at hospitals.

- Sheridan Hospital has restructured their charitable care program and continues to focus on sharing information with the community. With this outreach, business is increasing and the hospital is able to assist more patients who do not qualify for the Healthy Michigan Plan.

Goal 3 – Increase awareness of community resources, specifically the 2-1-1 system.

- 2-1-1, in partnership with Montcalm-Ionia United Way, fielded 1,854 calls from Montcalm County residents from October 2014 through September 2015. The top five referred agencies were: EightCap, Michigan Department of Health and Human Services, Have Mercy, Michigan State Housing Development Authority, and the Michigan Department of Military and Veteran Affairs. The leading referred services were: electrical assistance, food pantries, heating fuel payment assistance, child passenger safety seats, and specialized information and referrals.
- As a result of funding issues, the 2-1-1 service for Montcalm and Ionia Counties was suspended in January of 2016.

Priority Area: Substance Abuse

Goal: Reduce youth substance abuse.

- Project Save Our Children (PSOC), offered by United Lifestyles, is an alcohol and distracted driving program designed for nine grade students. A total of 1,842 students throughout the county were educated on the risks of distracted driving from October 2014 through September 2015.
- The Montcalm Medication Disposal Coalition, in coordination with YOUTHINK Montcalm, continues to partner with five county law enforcement sites to collect unused medication. Medications are disposed of at a certified waste facility in Kent County. In 2014-15, over 1,220 pounds of medications were collected and disposed of.

- Cherry Health Promotion Services (CHPS) provided Tobacco Vendor Education to 77 % of tobacco vendors throughout the county. A total of 69% of alcohol vendors were also visited.
- CHPS, with the assistance of law enforcement, conducted tobacco compliance checks with 27% of tobacco vendors throughout the county. Of those checked, 23% of tobacco vendors sold to minors.
- High School Leadership Teams, in which high school students provided prevention lessons to elementary students, was active in three school districts – Montabella, Lakeview and Greenville. This is an initiative of CHPS.

Priority Area: Mental Health

Goal: Improve Coordination of Mental Health Care Services by Increasing Awareness of Available Resources.

- The Montcalm Center for Behavioral Health (MCBH) promoted its Access Center in order to assist all individuals in the county with connecting to mental health services. MCBH has outreach staff in the courts, jail, schools, the Department of Health and Human Services, and MMDHD.
- MCBH's new Integrated Care Program conducted outreach to educate physicians on mental health needs and to increase referrals for mental health services. Outreach targeted both hospitals and physician's offices.
- MCBH shared resources with 2-1-1 to expand database information on county mental health services, housing, and healthcare provider referrals.
- MCBH conducts anti-stigma awareness countywide through billboards, art contests and social media.
- MCBH staff collaborates with the Montcalm County Suicide Prevention Council to increase awareness and encourage involvement with mental health services.

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.