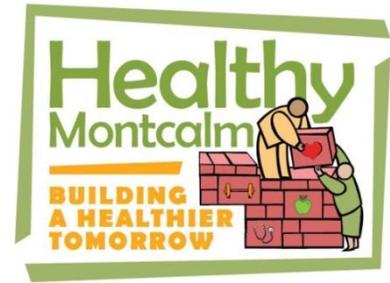


Healthy Montcalm Progress Report 2018



Healthy Montcalm is a countywide initiative focused on improving the health and quality of life of Montcalm County residents. Through a community health assessment process utilizing current health data and input from community partners, a community health improvement plan (CHIP) was developed as a framework for action. The *Healthy Montcalm* CHIP recently completed the second three-year cycle of a process that began in 2011. Five priorities were identified for the 2016-2018 CHIP, including: Prevention and Wellness, Mental Health Advocacy, Substance Abuse Prevention, Access to Care and Child & Family Health. This annual report focuses on the achievements and challenges of the final year of the 2016-2018 CHIP.

The Mid-Michigan District Health Department (MMDHD) would like to thank and recognize the community partners who routinely met to review and implement the CHIP during the past year. This steering committee included: the Mid-Michigan District Health Department, Spectrum Health United Lifestyles, Sheridan Hospital, the Montcalm Prevention Collaborative, Montcalm Care Network, Cherry Health Promotion Services, the Montcalm County Great Start Collaborative, MSU Extension, and the Greenville Area Community Foundation. An advisory group represented by the Montcalm Human Services Coalition provided valuable input into the selection of health priorities and adoption of the plan.

This report describes the activities and progress for the identified health priorities in the *Healthy Montcalm* CHIP from January 2018 through December 2018. The CHIP is an evolving document, recognizing that time alters the strategies and activities that are achievable. It also allows for new strategies and activities to be considered and acted upon, based on changing trends and community needs.

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):
 - Provided parent education on healthy nutrition through: a Facebook campaign, myplate.gov information given at events, National Childhood Obesity Awareness Month information via the Parent Coalition newsletter, and collaboration with MSU Extension by teaching healthy meal preparation at a parent coalition meeting.
 - Promoted low cost physical activity opportunities for young families by:
 - Increasing awareness of the county playgroups and parks via flyers, the MCGSC website and Facebook posts.
 - Holding a Parent University program including Family Yoga and Tae Kwon Do.
 - Providing monthly playgroup meetings and activities.

- MSU Extension (MSUE):
 - Shared flyers with food and baby pantries to promote farmers' markets that accept SNAP and Double-Up Food Buck benefits.
 - Offered healthy recipes, such as vegetable stir-fry, with local food pantries.
 - Taught nutrition programs including *Senior Project Fresh* and *Cooking Matters*.
 - Taught a Healthy Harvest nutrition series, focusing on vegetable growing, in collaboration with Spectrum Health United Lifestyles.
- Spectrum Health United Lifestyles (SHUL):
 - Offered a series of healthy eating classes in collaboration with MSU Extension, partnering with local organizations including Randy's House, Heartland Clubhouse and MIWorks!
- Sheridan Hospital:
 - Offered ongoing senior exercise classes through the hospital's rehabilitation department. Attendance ranged from 9-16 participants per session.
- Healthy Montcalm Food Summit Committee:
 - Explored opportunities to develop a countywide food hub by:
 - Engaging food system experts from across the state, including Grow Benzie, the Washtenaw Food Policy Council and Cherry Capital foods.
 - Utilized a \$46,000 grant from the Greenville Area Community Foundation to conduct a feasibility study and develop a business plan that would focus on connecting produce growers with food buyers. A buyer event was then scheduled for January 10, 2019 at the Four Seasons Marketplace in Edmore.

Priority Area: Mental Health Advocacy

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

- The Montcalm Care Network (MCN):
 - Trained 121 people in Mental Health First Aid throughout the year.
 - Enhanced referral opportunities for mental health and substance use disorder services by sharing brochures and coordinating care through communication with primary care providers.
 - Participated in the Spectrum Health community health needs assessment process, with the goal of improving mental health services in schools.
- MSU Extension:
 - Sponsored the workshop *Communicating with Farmers Under Stress*, in collaboration with MCN, the Montcalm Suicide Prevention Coalition and Montcalm Community College.

Priority Area: Substance Abuse Prevention

Goal – Reduce tobacco, alcohol and other drug use.

- Cherry Health Promotion Services (CHPS):
 - Expanded *Project Success* to five county school districts. The program promotes youth leadership around substance abuse prevention issues.

- Worked in collaboration with Ionia-Montcalm Families Against Narcotics (IMFAN), which held monthly meetings in both Ionia and Greenville to support families impacted by substance use addiction.
- The Montcalm Prevention Collaborative (MPC):
 - The Medication Disposal Team worked in collaboration with the Montcalm County Sheriff's Department to collect unused and expired medications at five designated sites. Drug Take Back events were held in Carson City in April and Edmore in October.
 - The Youth Leadership Team conducted a Sticker Shock Campaign to generate awareness about the risks of underage drinking, in partnership with the Montcalm County Sheriff's Department.
 - Provided tobacco vendor education to every vendor countywide.
 - Tobacco non-compliance and non-synar checks had four sales out of 48 checks, indicating a 8.16% sale rate.
 - Synar state-wide tobacco survey checks had zero sales from three checks, for the eighth straight year.
 - In collaboration with MSUE, Eaton County RESA and the Mid-State Health Network, offered the workshop *Alternatives and Complimentary Approaches to Chronic Pain for Opioid Use Prevention* in March 2018. A total of 36 participated.
 - Formed a Vaping Team to address the youth e-cigarette epidemic, specifically at Greenville Public Schools (GPS).
 - Led by Spectrum Health United Lifestyles, team members included: MMDHD, MPC, Cherry Health Promotion Services, Greenville Area Community Foundation, Youth Leadership, GPS staff and law enforcement.
 - The team focused on policy changes, staff interventions, teaching a curriculum in vaping cessation, engaging student leaders, developing video clips, and pursuing a countywide ordinance.
- The Montcalm Care Network (MCN):
 - Distributed 93 NARCAN kits throughout the county.
 - Worked in collaboration with the Michigan State Police to increase jail staff knowledge of vulnerable populations.
- Spectrum Health United Lifestyles (SHUL):
 - Established three sharps disposal sites, at Lakeview Family Medicine, Belding Family Medicine and Convenient Care in Greenville. Sharps containers totaling 240 were exchanged in 2018.
- MMDHD collected a total of 350 sharps containers during 2018.
- The Montcalm County Great Start Collaborative (MCGSC):
 - Shared information on the risks of smoking while pregnant at the annual Community Baby Shower held during the We Care for Kids Council Family Fun Day event in April.
 - Shared Facebook and newsletter posts regarding the risks of second hand vaping.
 - Provided Information on the risks of marijuana use in 600 dental health bags distributed at the MCC Village Trick or Treating event.

Priority Area: Access to Care

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

- Mid-Michigan District Health Department:
 - Through the Pathways to Better Health program, community health workers continued to provide services to at-risk residents, averaging 23 clients and 46 visits per quarter.
- Spectrum Health United Memorial:
 - Fulfilled a goal to increase the number of primary care providers and increased the number of patient visits to the Convenient Care location in Greenville.
 - Telehealth services exceeded expectations in providing services to over 1,180 MedNow patients, showing an increase in growth of over 54% from the prior year.
- Sheridan Community Hospital:
 - Received a \$284,105 grant under the 2018 Distance Learning & Telemedicine program administered by the Rural Utilities Service.
- Montcalm-Ionia United Way:
 - Vista volunteers trained 26 community agency representatives to assist with MiBridges applications (MDHHS), helping residents to access partner agencies through a navigation process.
 - Re-established the 2-1-1 System in Montcalm County to provide referrals to community services.

Priority Area: Child and Family Health

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

- The Montcalm County Great Start Collaborative (MCGSC):
 - Provided a Joint Recruitment Application and program information on the Great Start website, in monthly newsletters and in Facebook posts. The importance of preschool, quality child care and Early Head Start programs was featured.
 - Supported healthy eating by incorporating SNAP into Great Start Readiness (GSRP) and Head Start programs, serving 401 students in the 2017-18 school year. In the 2018-19 school year, over 425 students were served.
 - Increased partnerships by teaching *Love & Logic* parenting classes in Lakeview, Crystal, Greenville and Howard City.
 - Promoted maternal depression screening protocols by partnering with Spectrum Health, sharing the information in newsletters, on Facebook, and at events.
 - Promoted enrollment in “Connections,” which provides child developmental assessments (ASQ’s). This was in collaboration with WIC, MSUE, the Community Baby Shower and the annual Early Childhood Conference.
 - Promoted the “Strengthening Families” protective factors framework through the GSRP and Great Start newsletters.
 - Provided dental supplies and information through GSRP, Little People Land, at Parent Coalition meetings, in summer parade good bags, and at the MCC Heritage Village Trick or Treat event.

- MSU Extension:
 - Worked with Central Montcalm Schools to provide nutrition education programs to over 300 elementary school students.
 - Provided nutrition information to 65 youth at local libraries and the Edmore Farmers' Market.
 - Worked with Central Montcalm Middle School to:
 - Participate in a day long *Fuel Up to Play 60* training at Ford Field, promoting a healthy school environment.
 - Obtain a *Fuel Up to Play 60* grant, which would build a GaGa Ball Pit and purchase a Wii dance program to promote physical activity before school and during lunch breaks.

Planning for the next *Healthy Montcalm* community health assessment process (Cycle 3) will begin in early 2019. This process will involve the analysis of county and state health data, community input from the Montcalm Human Services Coalition, which serves as the advisory group, and the ongoing work of the steering committee. *Healthy Montcalm* will continue to monitor the progress of its initiatives, adapt to changing trends and strive to improve the health outcomes of Montcalm County residents, so that they might reach their full health potential.

For more information on Community Health Assessment and *Healthy Montcalm*, contact:

- Cheryl Thelen, Health Educator, MMDHD, at (989)831-3634, or cthelen@mmdhd.org
- Rex Hoyt, Data Analyst, MMDHD, at (989)831-3627, or rhoyt@mmdhd.org
- Or visit www.mmdhd.org

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