

2015 CHIP Progress

2015
Ottawa County Community Health
Improvement Plan



2015 CHIP Overview

- In May-August 2015, Ottawa County developed its first Community Health Improvement Plan (CHIP)
- The most prevalent health issues according to the 2014 CHNA included:
 - Access to Health Care
 - Mental Health
 - Healthy Behaviors
- These became the 2015 CHIP Priority Areas.

Michigan Health Endowment Healthy Ottawa Fund (MHEHOF)

- The Grand Haven Area Community Foundation & the Community Foundation for the Holland/Zeeland Area awarded \$490,000 in grants from the MHEHOF.
- Funded programs:
 - focused on youth, seniors & other high-need groups.
 - demonstrated the most potential for addressing the 3 prevalent issues identified in the 2015 CHIP.
- Total funding by CHIP priority:
 - Access to Health: \$130,000 (HH & Love in Action)
 - Mental Health: \$110,000 (Wayne Elhart be nice. fund & TCM Counseling)
 - Healthy Behaviors: \$100,000 (Ottawa Food)
 - Covering all 3 priorities: \$150,000 (Pathways to Better Health)

Access To Health Care

- **Goal:** Increase access to a patient centered & community integrated system of care.
- **Objectives:**
 - ↑ the amount of adults who are confident navigating the health care system.
 - ↑ the amount of adults who report their general health is better than fair or poor.
- **Strategies:**
 - Implement **c**ommunity **h**ealth **w**orker (CHW) model
 - Increase care coordination
 - Increase health literacy

Access to Health Care

Implement CHW Models

- 3 Year Pilot: Pathways to Better Health (PBH)
 - To improve care coordination for individuals at highest risk for poor health outcomes
 - Evidence-based model to identify & address individual risk factors
 - CHWs assist adult Medicaid/Medicare beneficiaries with 2 or more chronic diseases & health/social service needs.
 - CHWs use a standard checklist to identify needs, assess progress, help reduce barriers & provide education /support.

Access to Health Care

Pathways to Better Health

- CHWs:
 - Meet with clients at their convenience (home/elsewhere).
 - Help clients set goals.
 - Help guide clients through the health care system.
 - Link clients to medical care based on their specific needs.
 - Help clients manage their health conditions and prescriptions.
 - Help clients reduce hospital and emergency room visits.
 - Link clients to community services and resources (transportation, housing, food, clothing employment and education).

Access to Health Care

Pathways to Better Health

- **Advisory Board**

- Community Mental Health of Ottawa County (CMH)
- Community SPOKE
- Greater Ottawa County United Way
- Holland Hospital (HH)
- North Ottawa Community Health System (NOCHS)
- Ottawa County Department of Public Health (OCDPH)
- Spectrum Health Zeeland Community Hospital (SHZCH)

Access to Health Care

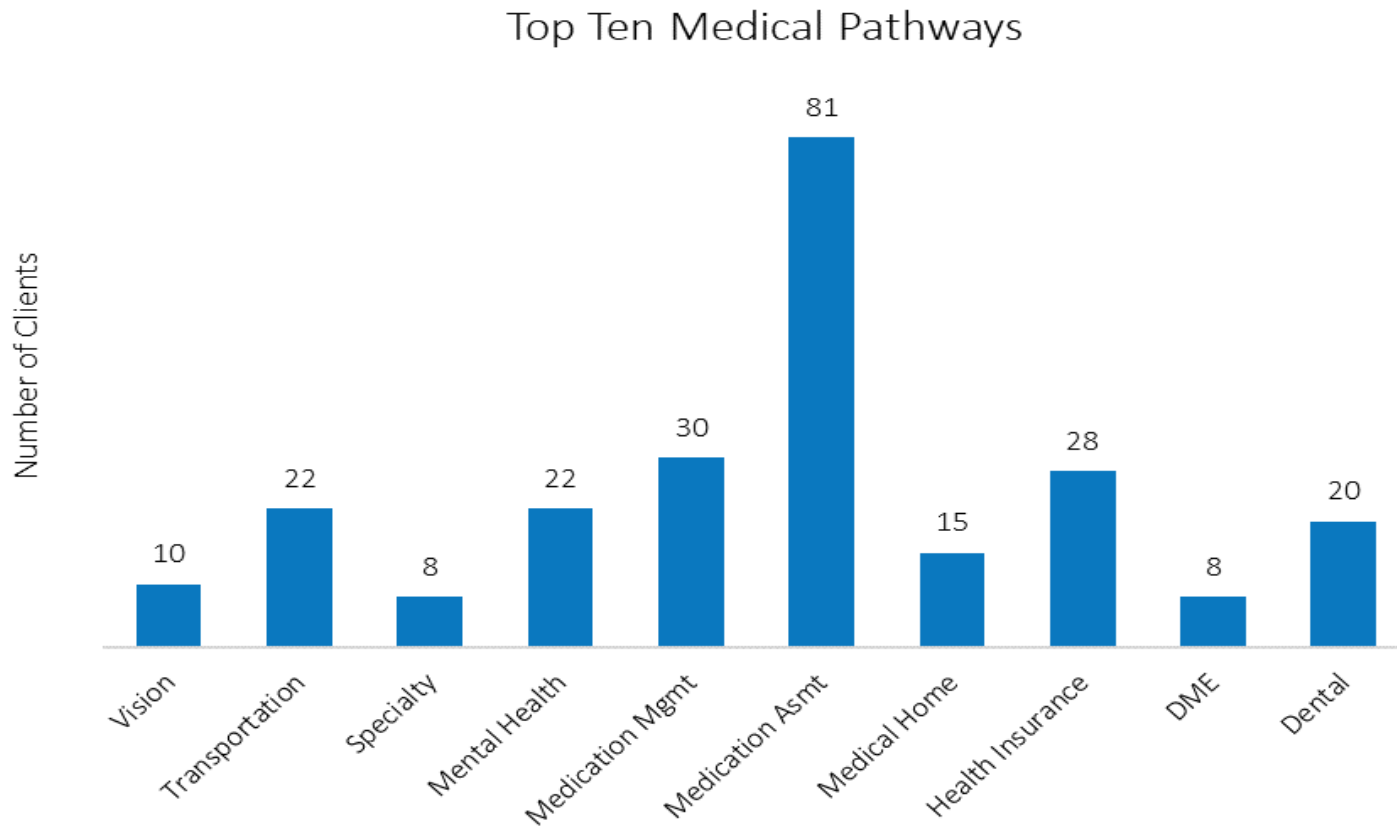
Pathways to Better Health

- 530 referrals
- 6 CHWs



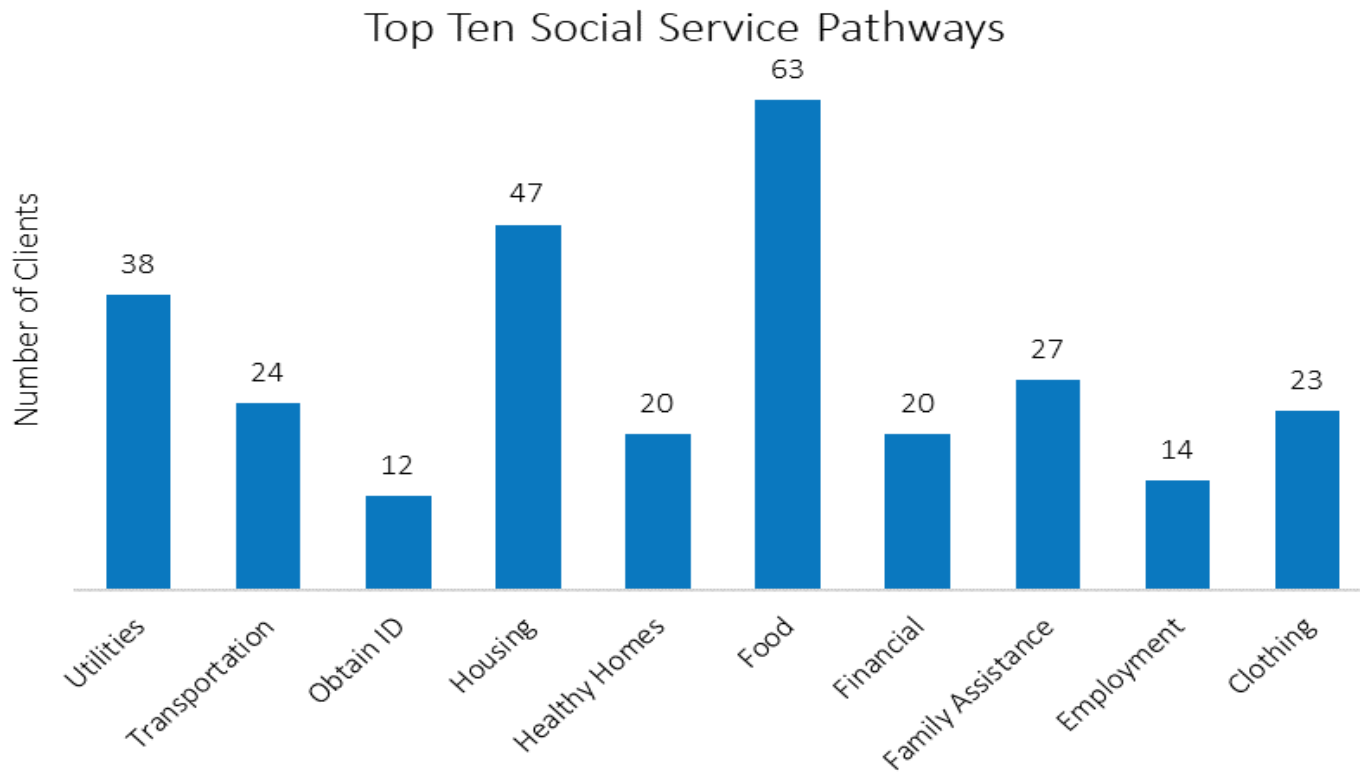
Access to Health Care

Pathways to Better Health- Year 1



Access to Health Care

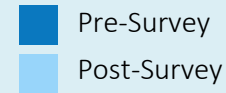
Pathways to Better Health- Year 1



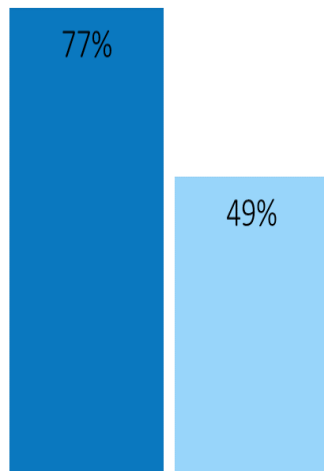
Access to Health Care

Pathways to Better Health- Year 1 Outcomes

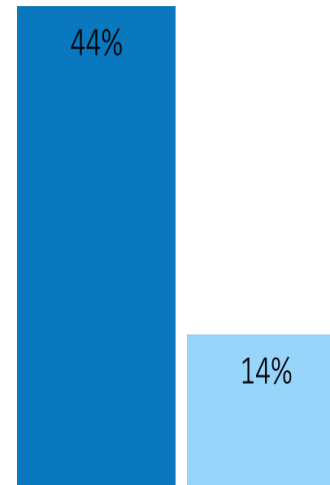
Client Evaluation



Client Indicated General Health was Fair/Poor



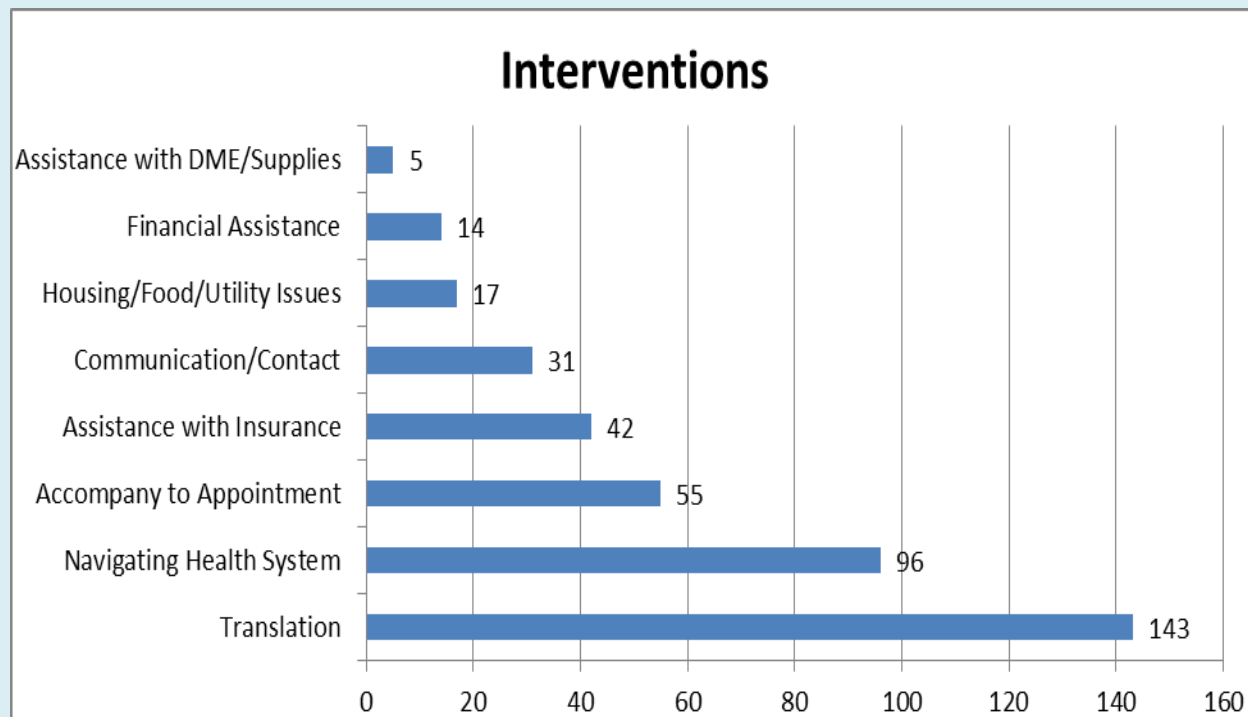
Client Not at All/Not Very Confident in Navigating the Healthcare System



Access to Health Care

Implement CHW Model

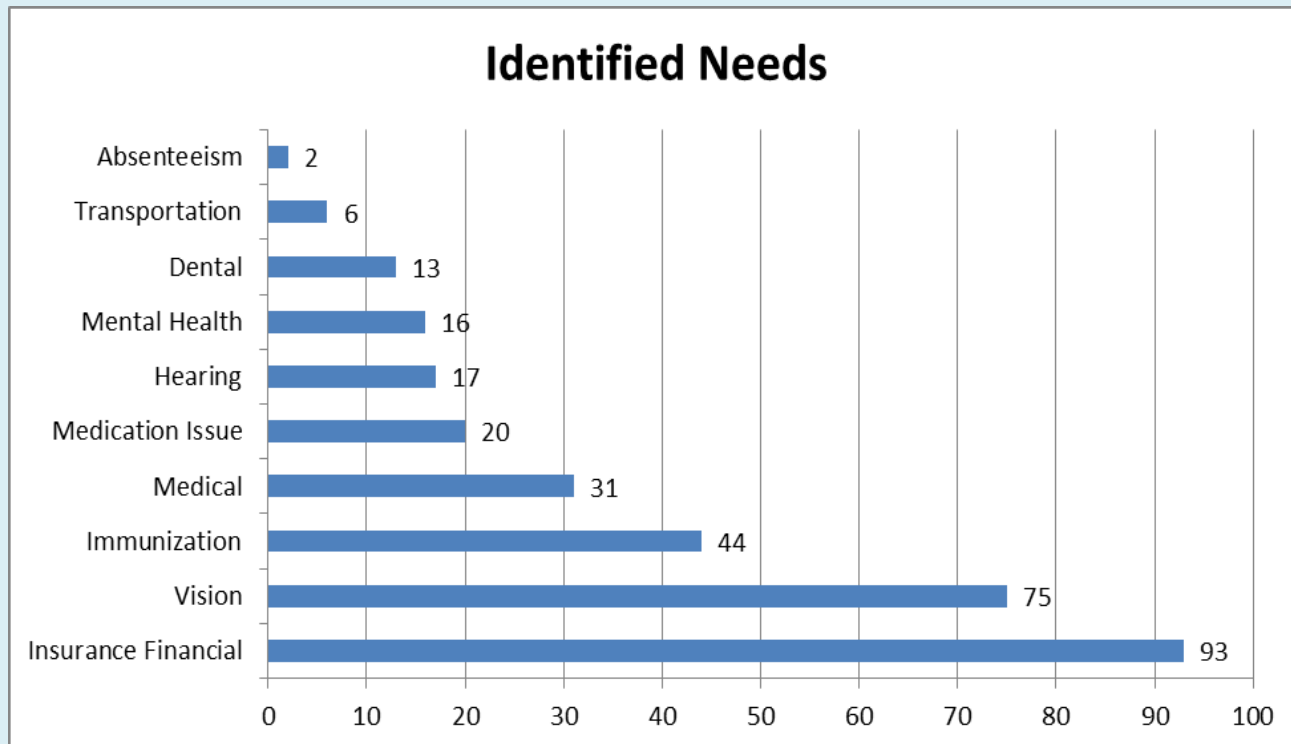
- Holland Hospital placed a CHW in their schools that have a school nurse. 753 student/family encounters



Access to Health Care

Implement CHW Model

- The school CHW identified the following needs during student/family encounters:



Access to Health Care

Increase Care Coordination

- North Ottawa Medical Group
 - Added 3 case managers.
- NOCHS collaboration with Mercy Health
 - ↑ access to primary & specialty care in northern OC.
- Ottawa Community Schools Network/Coopersville Public Schools
 - NOCHS providing training services, funding telemedicine program & other medical services.

Access to Health Care

Increase Care Coordination

- Love in Action Free Health Clinic
 - Expanded hours to more broadly meet the community's needs.
- Miles of Smiles collaboration with Holland Free Health Clinic
 - Providing dental services to low income, uninsured adults & Medicaid insured adults.

Access to Health Care

Increase Health Literacy

- Spectrum Health Zeeland Community Hospital
 - Provided marketplace education sessions. Financial counselors provided ~ 200 community members with information about the Affordable Care Act.
 - Conducted breast cancer awareness campaigns
 - Saw a 12.3% ↑ in screening mammograms over the baseline in 2014.

Mental Health

- **Goal:** Increase recognition & treatment of mental health conditions.
- **Objective:**
 - More people will seek & receive appropriate mental health (MH) treatment.
- **Strategies:**
 - Partner & promote the *be nice.* campaign.
 - Train primary point of contact people in MH.
 - Develop & distribute treatment resource materials.
 - Improve & promote existing resources.

Mental Health

be nice. campaign

- Schools

- 55,000 students in OAISD area received *be nice.* education
- 4,000 school staff trained
- Among students receiving training:
 - Understanding mental health increased from 30% to 85%
 - Retention of understanding symptoms of depression jumped from 36% to 60%

The "be nice." education program is one prevention initiative in my opinion that does make a difference. This is one of the most significant and dynamic processes I have come across in nearly 30 years in education."

- Todd Kamstra, ZPS Counselor

Mental Health

be nice. campaign

- Supervisors/HR Employees
 - Approximately 20 companies offered the *be nice.* training, impacting 5,000 employees
- Law Enforcement
 - All City of Holland & Ottawa County police officers received *be nice.* action plan training
- Faith Community Staff
 - Staff at Christ Memorial received *be nice.* training

Mental Health

Train Primary Points of Contact

- Mental Health First Aid trainings
 - Building Resilient Youth (BRY) provided 3 trainings.
 - CMH trained 185 people.
 - SHZCH hosts quarterly training sessions.
- QPR (Question, Persuade, Refer) trainings
 - BRY provided 18 QPR trainings.
 - CMH trained 73 people in QPR.
 - TCM provided 62 QPR trainings to 1,350 people.
 - All staff at Grand Haven Area Public Schools & Spring Lake Public Schools were trained in QPR.
- CMH trained 180 people on the topic of MH.

Mental Health

Develop & Distribute Treatment Resource Materials

- Treatment materials were developed & distributed to a listserv of over 25 agencies and to hundreds of organizations.
 - MH Crisis Warning Signs & Resource Guide
 - Training Resource Guide
 - MH Insurance Flow Chart

Mental Health

Improve & Promote Existing Resources

- TCM
 - Extended counseling & school services to the Holland/Zeeland area, & ↑ counseling/psychiatric services in the Tri-Cities.
- Beacon of Hope
 - New building to respond to the growing demand for no-cost counseling services for uninsured/ underinsured community members with mental health issues.
- SHZCH
 - Expanded hours for social workers in its ED.

Healthy Behaviors

- **Goal:** Promote consistent health behavior messages & decrease barriers to healthy living.
- **Objectives:**
 - ↑ F/V consumption
 - ↑ people who have enough to eat
 - ↑ people at a healthy weight
 - ↑ leisure time physical activity
- **Strategies:**
 - Support the efforts of Ottawa Food
 - Support the efforts of Shape Michigan

Healthy Behaviors

Ottawa Food

- A collaboration of 40 + local agencies & individuals that exists to ensure that all Ottawa County residents have access to healthy, local & affordable food choices.
- 3 Priority Areas:
 - Eliminate hunger
 - Encourage healthy eating
 - ↑ sourcing of local food



Healthy Behaviors

Ottawa Food

- Promote & Support “Meet Up & Eat Up”
 - Provides free, nutritious summer meals to children 18 & younger.
 - 68,850 meals served in 2017 in 5 different communities, including 2 new Ottawa Food sites.



Healthy Behaviors

Ottawa Food

- Prescription for Health
 - 50 participants received \$10 in tokens to purchase fresh local produce per visit to the farmers market—up to \$100 in a single market season.
 - Participants reported a 0.9 cup increase in daily F/V consumption, surpassing program goal.



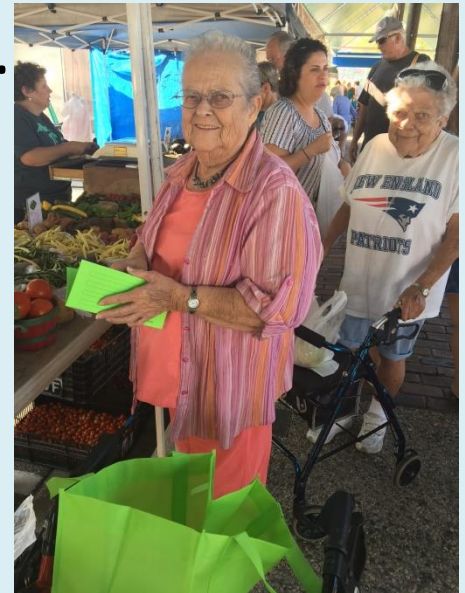
Healthy Behaviors

Ottawa Food

- Senior Project Fresh

- Provides qualifying older adults with \$20 vouchers to purchase unprocessed, MI-grown produce at authorized farmers markets/roadside stands in MI.
- OF distributed 375 vouchers in 2017.
- 75% redemption rate

Senior
Project FRESH
Market Fresh Food



Healthy Behaviors

Ottawa Food

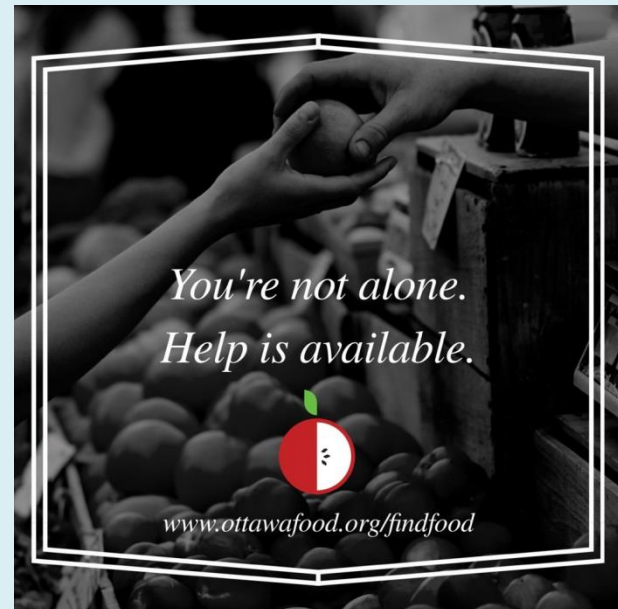
- 2017 CSA to Pantry
 - Connected 2 farmers with 2 local food pantries
 - 120 low-income households received fresh, local produce; 36 participated in cooking classes
- 2017 Produce Donation Programs
 - Grand Haven FM: 575#
 - Holland FM: Over 475#
 - U pick Donations: Over 300#



Healthy Behaviors

Ottawa Food

- Rebranding & Marketing Campaign (Burch Partners)
 - 20+ media placements for programs
 - 1 million+ media impressions
 - Raised awareness of Ottawa Food on radio, TV, print & online.



Healthy Behaviors Initiatives

- Shape Michigan - discontinued
- Community Kitchen Renovation
 - updated space which serves >200 meals/day & >75,000 meals/year to residents in need.
- Eighth Day Farm
 - A New Growth Center
- Ottawa County Parks & OCDPH
 - Step It Up! 286 fall program participants
 - 46 million steps taken
- SHZCH
 - piloting *Fit & Healthy Families* & *Healthy Me* programs
- NOCHS
 - free community health lectures on healthy lifestyles topics.



Collaboration

“There is power in collaboration. Just by coming together as a community of organizations committed to population health, we have leveraged more financial support, more services and more community benefit than we could have on our own.”

- *Lisa Stefanovsky*, Health Officer
Ottawa County Department of Public Health

Thank you!

Questions?

For questions, contact:

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2018



OTTAWA COUNTY

Community Health Improvement Plan (CHIP)





CHIP Facilitation





What is a CHIP?

A **community health improvement plan** (or CHIP) is a long-term, systematic effort to address public health problems based on the results of **community health assessment** activities and the **community health improvement process**.

- Center for Disease Control



Why a CHIP?

The problems and challenges we face as it relates to public health are simply too great for a single individual, organization, or even sector to solve alone.

Only through true collaboration can we meet the pressing and systemic needs as identified in the *Community Health Needs Assessment*



Top Health Priorities

1. Access to Health
2. Mental Health
3. Healthy Behaviors



2018 CHIP Process

1. Identification of top health priorities in Ottawa County
2. Determination of desired outcomes (metrics) for each health priority
3. Determination of most powerful and feasible root causes for each outcome
4. Naming of recommended strategies to influence change in outcomes
5. **** Possible agreement on collaborative implementation of recommended strategies*
6. Recording of individual organizations and community efforts aimed at influencing the desired outcomes
7. Finalize Plan and Implement
8. Periodic reconvening and updating on progress of CHIP



2018 CHIP Timeline

February 28th – CHIP Kickoff

March 22nd (8:30 – 10:30am) – Key Metrics / Root Causes

April 19th (8:30 – 10:30am) – Root Causes / Strategies

May 31st (8:30 – 10:30am) – Strategies / Action Plan

June/July – Finalize Plan

September/December – Implement Plan



Thank You!

For questions, contact:
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CHIP Advisory Council

