



Macomb County
Community Health
Improvement Plan
2017–2020
Summary Report



Health
Department

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Table of Contents

3 Introduction

4 Priority Areas

5-8 Workgroup Highlights

9 Community Health Assessment 2020

10 Partner Organizations

12 Additional Information



Introduction

The Macomb County Health Department is pleased to present the 2020 Annual Report for the county's current Community Health Improvement Plan (CHIP). This plan, originally published in 2017, outlined goals and objectives within four areas that were identified by collection of community partners. The selection of these priority areas and the respective goals and objectives were based on the results from the 2016 Community Health Assessment (CHA), which included the review of health statistics for Macomb County, multiple meetings with community-serving organizations, and months of community data collection by means of surveys and focus groups.

Since the publishing of the CHIP in 2017, corresponding workgroups met to work on these goals and objectives in each of the priority areas: Chronic Disease & Healthy Lifestyle, Behavioral Health, Access to Services, and Social Determinants of Equity.

Annual reports were published in both 2018 and 2019 that reviewed the progress made in accomplishing the CHIP goals and objectives during each year. As a result of the COVID-19 pandemic, the CHIP workgroups were unable to meet for the overwhelming majority of 2020. Accordingly, this report serves as a 2017-2020 summary of the achievements and efforts made under the 2017 CHIP and will turn a new leaf for future CHIP work to take place. Sustainability plans for ongoing CHIP initiatives and preparations for the forthcoming CHIP will be established when the Health Department and community partners have the capacity to resume this work.

In addition to the summary of workgroup progress, this report will also provide information about the 2020 CHA and list the various partner organizations who have committed their time to implement the progress seen in this report. The work of all of the community partners who have participated in these CHIP workgroups over the past few years is valued and appreciated, and the Health Department is looking forward to returning to this work in partnership with the individuals and organizations who work to improve the health of Macomb County.

For more information about the priority areas in this report, and to read the 2016 CHA and 2017 CHIP in their entirety, you can go to cha.macombgov.org. Additionally, the Health Department maintains a CHIP scorecard, which serves as a live report card of the work being done in accordance with the CHIP. To track this progress, you can find the scorecard [here](#).

Priority Areas



Chronic Disease and Healthy Lifestyle

Low rates of chronic disease and increased engagement in healthy lifestyle behaviors are two related goals for Macomb County. In the 2016 Community Health Assessment, residents indicated that chronic diseases such as obesity, cancer, diabetes, and heart disease were important and needed to be addressed. Furthermore, data on health outcomes and health behaviors show that Macomb County is lagging behind state averages and national benchmarks with regards to chronic disease and healthy lifestyle behaviors. As such, this workgroup focuses on engaging residents in physical activity and preventing chronic conditions like obesity and diabetes.



Behavioral Health

Behavioral health is often used as an umbrella term, referring to mental, behavioral or addictive disorders. It includes the promotion of well-being as well as the prevention and intervention in substance abuse or mental health conditions. When asked to identify health concerns other than chronic disease, residents identified mental health and substance abuse as top priorities. To improve behavioral health in the county, the workgroup focuses on making resources more accessible to residents, mental health training, and tobacco use prevention.



Access to Services

Access to various health-related services was a prominent and recurring theme in the results of the 2016 Community Health Assessment. In focus groups and survey responses, residents identified access to affordable healthy food, access to housing, access to healthcare, and access to jobs as factors that, if increased, would improve their health and quality of life. To address these concerns, this workgroup primarily focuses on improving healthy food access in schools, increasing the utilization of oral health services, and increasing knowledge around health insurance options and changes.



Social Determinants of Equity

This workgroup was formed in order to address the social determinants that result in health inequities in Macomb County. One of these determinants is the degree to which healthcare and public health services are appropriate for all residents and populations. In order to ensure that services provided in Macomb County are accessible for everyone, this workgroup has focused on training staff in Culturally and Linguistically Appropriate Services (CLAS).

Chronic Disease & Healthy Lifestyle

GOAL: Promote health and reduce chronic disease risk in Macomb County.

- **Objective 1:** Reduce the proportion of Macomb County adults who engage in no leisure-time physical activity from 30% to 25% by 2021.
- **Objective 2:** Reduce the proportion of adults who are considered obese/overweight based on BMI from 33.1% to 30% by 2021.

In 2018, the Chronic Disease and Healthy Lifestyle Workgroup launched Move More Macomb (movemoremacomb.org), an initiative to promote physical activity and opportunities to be physically active in Macomb County. Alongside this initiative, the health department activated a Twitter account ([@MCHDHealth](https://twitter.com/MCHDHealth)) to increase health promotion and education around physical activity.

The workgroup also created the Tools for Healthy Schools Guide to share information regarding three programs—Healthy School Action Tools, Fuel Up to Play 60, and Smarter Lunchrooms—with schools in Macomb County. These programs use evidence-based strategies to increase physical activity and healthy eating among school-aged youth, and this guide explains how schools can utilize these programs.

In 2019, Move More Macomb was promoted at 14 events in the county, in addition to promotion with community partners, and received a National Association of Counties (NACo) award. Over the course of 2019, the Move More Macomb website had over 8300 unique webpage visits and over 9200 total webpage visits. In addition, The Tools for Healthy Schools Guide was also shared with over 100 schools in Macomb and St. Clair counties, and the workgroup completed a physical activity survey with older adults to understand how and where they engage in physical activity in Macomb County.

In 2020, the workgroup discussed plans to expand the promotion and utilization of Move More Macomb. At the start of the COVID-19 pandemic and subsequent Stay Home, Stay Safe executive order, additional content and resources for staying physically active at home were added to the Move More Macomb website. Webpage visit trends were almost identical to those in 2019, with over 8300 unique and over 9300 total webpage visits.

Both Move More Macomb and the Tools for Healthy Schools Guide will continue outside of the current workgroup, and the partner organizations involved will develop plans to sustain these projects moving forward.

103
Tools for Healthy Schools guides distributed

392
physical activity surveys completed with older adults

8300+
unique webpage visits on Move More Macomb in both 2019 and 2020

Behavioral Health

GOAL: Improve behavioral health for all residents by expanding access to prevention, intervention, and treatment services.

- **Objective 1:** Increase early identification of behavioral health risk factors by 2021.
- **Objective 2:** Increase awareness of public health behavioral services by 2021.
- **Objective 3:** Decrease the percentage of Macomb County residents who use tobacco from 21.4% to 18% by 2021.

In 2018, the Behavioral Health Workgroup promoted Mental Health First Aid and Question, Persuade, and Refer (QPR) trainings to community members, partner organizations, and Macomb County employees. These curricula provide training in the identification and basic response to behavioral health risk factors for those who are not trained mental health professionals.

In addition, the group worked on the development of the Resource Map for Behavioral Health Services. This [interactive map](#) identifies and provides information for behavioral health and related services in Macomb County and the surrounding area. The map was officially launched in May 2019, including over 650 resources. The map was promoted at community coalition and government meetings, and info cards were shared with partner organizations, at community events, and on social media.

Also in 2019, the workgroup developed a Health Insurance Resource Guide to assist residents in understanding their health insurance options and further promoted Mental Health First Aid and Narcan trainings in Macomb County. The latter training educates attendees about opioid overdose and how to administer Narcan, an opioid overdose reversal medication.

In 2020, the workgroup performed a holistic review of the Resource Map for Behavioral Health Services, including the website format, user interface, literacy, and resources on the map. The group discussed ways to promote the map through various organizations and outlets in the county and to evaluate the map's effectiveness. Over the course of the year, the map had over 300 unique website visits.

The implementation of Resource Map updates were delayed to the COVID-19 pandemic, but partners will be engaged to regularly update, revise, and maintain this resource in the future.

664

unique resources
in the Behavioral
Health Resource
Map

302

unique website
visits in 2020

10+

community
presentations of
the Resource Map

Access to Services

GOAL: Increase knowledge of Macomb County resources and services.

- **Objective 1:** Increase consumption of the daily recommended servings of fruit and vegetables daily by 5% from baseline (43% fruits, 25.9% vegetables) for children, adolescents, and adults by 2021 through educational programs and resources.
- **Objective 2:** Improve the community's capacity to obtain, process, and understand basic health information and services needed to make appropriate health care decisions and engage in health-promoting behaviors by 2021.
- **Objective 3:** Improve the capacity and utilization of affordable, preventive, and integrated oral health services for underserved populations in Macomb County by 2021.

In 2018, the Access to Services Workgroup developed the Farm to School Directory, which provides produce and contact information of local farmers to schools in order to increase local, fresh produce in schools cafeterias. That year, five farms agreed to participate in the directory; in 2019, through additional outreach, the total increased to 11 farms participating in the directory. Some schools shared stories of using the directory to purchase from local farmers for specific meals or events, like Apple Crunch Day.

11
farms participating
in the Farm to
School Directory

Additionally, the workgroup conducted an oral health survey in 2018 to better identify and understand barriers to dental service access as well as gaps in knowledge of such services. The survey led to the first comprehensive review and revision of the Macomb County Oral Health Coalition's goals and objectives since forming in 2015. The Oral Health Coalition has worked to disseminate information on where residents can access low-cost or free dental care and has established partnerships with food pantries and faith-based institutions in the county to share this information.

448
oral health
surveys
completed

In 2020, the workgroup brainstormed ways to develop a resource detailing the various food assistance currencies accepted at individual farmers markets in Macomb County. In addition, the group discussed methods of sharing health insurance enrollment information for those receiving services at the health department and partner organizations.

401
event attendees
educated on low-
cost dental care

Moving forward, partner organizations will work to develop expansion, evaluation, and sustainability plans for the Farm to School Directory to continue to improve healthy food access for school-aged youth.

Social Determinants of Equity

GOAL: Ensure health care services are culturally and linguistically appropriate.

- **Objective 1:** Train 100% of Health Department staff in cultural competency and cultural humility by 2021.
- **Objective 2:** Devise a collective strategy to assess and increase levels of health literacy among Macomb County Health Department staff, as well as increase staff's ability to address low health literacy and bridge knowledge gaps by 2021.

After meeting with community partners, the workgroup decided to focus efforts internally at the health department—particularly on workforce training and education around cultural humility. In 2018, 20 trainings were identified that would be feasible for MCHD staff to complete; these trainings were then reduced to the three that were most feasible and appropriate for MCHD and were incorporated into the Workforce Development Plan.

In 2019, the Macomb County Health Department (MCHD) implemented a Culturally and Linguistically Appropriate Services policy, which ensures that all programs and services are designed, implemented, evaluated and delivered in a manner that advances health equity, improves quality, and eliminates disparities in health and health care. With this policy and the training identified by the workgroup, 86% of MCHD staff completed training on CLAS in during 2019.

In the future, the health department plans to utilize this work as a starting point in order to further increase workforce training and knowledge around health equity and social determinants of health.

20

CLAS trainings
identified for
MCHD staff

86%

of MCHD staff
trained in CLAS

Community Health Assessment 2020

In 2020, the Macomb County Health Department, in collaboration with community partners, launched Healthy Macomb—a new name for the partnership of organizations committed to CHA and CHIP work in Macomb County. The two central objectives of this partnership are to regularly:

1. Conduct a Community Health Assessment to gather input from residents and identify priority health issues in Macomb County; and
2. Create and carry out a Community Health Improvement Plan to address these concerns over the coming years.

The shift to Healthy Macomb is intended to streamline CHA and CHIP work in the county for community partners and residents. In addition, as the Macomb County Health Department continues to facilitate the health assessment process, its central goal is to improve upon the previous CHA and CHIP by being more inclusive, focusing on health equity and social justice, and prioritizing data-driven solutions.

The Macomb County Health Department published the first CHA in 2016 and the first CHIP in 2017, and the department initiated a second CHA in January 2020. While the Healthy Macomb Advisory Committee and Community Themes and Strengths Assessment Team were able to accomplish significant portions of this assessment—including a county-wide Community Health Survey—this assessment was put on an indefinite pause due to the COVID-19 response activities at the Macomb County Health Department and partner organizations. Once the Health Department and the Healthy Macomb Advisory Committee are confident in their ability to return these assessment activities, the advisory committee will reconvene to determine next steps.

If you have any questions or would like to be involved in the Healthy Macomb partnership, reach out to Jay Cutler at jacob.cutler@macombgov.org.



Partner Organizations 2017-2020

ACCESS

Affirmations

Alliance Health

American Autoimmune Related Diseases Association

American Heart Association

Ascension Southeast Michigan

Beaumont Health

CARE of Southeastern Michigan

Chaldean Community Foundation

Clinton-Macomb Public Library

Community First Health Centers

Congressman Sander Levin's Office

Delta Dental of Michigan

Easterseals

Greater Detroit Area Health Council

Families Against Narcotics

Harbor Oaks Hospital

Henry Ford Health System

Immanuel Lutheran Church

Judson Center

Macomb Children's Healthcare Access Program (*now Kids' Health Connections*)

Macomb Community Action

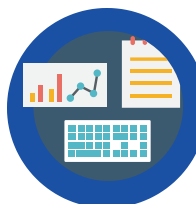
Macomb Community College

Macomb County Community Mental Health

Partner Organizations 2017-2020

Macomb County EMS Medical Control Authority
Macomb County Health Department
Macomb County Human Services Coordinating Body
Macomb County Office of the County Executive
Macomb County Office of Substance Abuse
Macomb County Planning and Economic Development
Macomb County Veterans Services
Macomb Dental Society
Macomb Family Services
Macomb Intermediate School District
Martha T. Berry Medical Care Facility
McLaren Medical Group
Michigan State University Extension
Molina Healthcare
MyCare Health Center
My Pregnancy Coach
National Kidney Foundation of Michigan
Oakland County Health Division
Oakland University
Operation Rx (*now Macomb Partnership for Overdose Prevention*)
Sacred Heart Rehabilitation Center
SMART
Sterling Heights Parks and Recreation
United Way for Southeastern Michigan

Additional Information



RESOURCES

Interested in finding the resources mentioned in this report, such as the **Farm to School Directory** or the **Resource Map for Behavioral Health Services**? Visit cha.macomb.gov/cha-resources.

GET INVOLVED



Want to get involved? Contact the Office of Health Planning at healthplanning@macombgov.org or view the workgroup meeting schedule on our website at cha.macombgov.org/cha-newsroom.



TRACK PROGRESS

View the entire Community Health Assessment and Community Health Improvement Plan on our website at cha.macombgov.org, and track workgroup progress on the live CHIP scorecard [here](#).

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