

# Midland County: Community Health Improvement Plan

## Background:

The Midland County Health and Human Services Council, which promotes the welfare of the community through systems level planning, collaboration, and promotion of health and human services, houses the Community Health Assessment & Improvement Committee (CHAI). The CHAI Committee is responsible for developing and evaluating assessments of community need; developing plans to meet those needs; and recommending implementation steps to the Council.

The CHAI Committee is taking the lead on putting together a community health improvement plan. CHAI is working with MiHIA and with the Community Advancement Network, an organization committed to helping the region's nonprofits by providing quality capacity building and organizational support services, to utilize a consultant to assist in putting together a plan. A capacity-building grant was provided to MiHIA through the operations committee of the Community Advancement Network to fund this work. This particular grant was funded by the Midland Area Community Foundation. The team is at the initial stages of reviewing all the national and local data and determining the highest priority areas for the health improvement plan.

## Previous Communication Strategies to Key Audience

Working with the Health and Human Services Council, CHAI has communicated with key audiences through summits which provide information to key stakeholders as well as the general population. In addition, Health and Human Services has produced a community report card in the past to highlight key needs and initiatives underway.

## Participating Partners:

Reg Health Dir, Dow Chemical; Exec Dir, Senior Services/Midland County Council on Aging; Program Dir, Community Mental Health for Central MI; Exe Dir, United Way Midland County; Exec Dir, 211 NE Michigan; Dir, Midland County Health Dept; Community Health Manager, MidMich Health; Pres/CEO, Midland Community Foundation; Retired MMC, Sim Patient Central Michigan University; Exec Dir, Shelter House; Soc Serv Prog Mngr, Midland & Clare County DHS; CEO, Family & Children's Services; Nurse Practitioner, MidMich Health; Exec Dir, Greater Midland Community Center; Exec Dir, Midland's Open Door, Superintendent, Bullock Creek Schools; Dir, Great Start Collaborative; PCMH Coach/Population Health Coord, MidMichigan Health; Midland County Commissioner; WIC Coord, MidMichigan Community Action; System/Safety & Security Dir, Northwood University; Pastor, Midland Reform Church; Pres, The Legacy Center; Exec Dir, Disability Network

## Baseline Summary:

Initial review of the data sources showed Midland having higher than average health rankings and rating near the top in Michigan. Midland shows a higher than average household income, a younger population and far more recreational facilities than the surrounding counties. The overweight and obesity rates are increasing while the tobacco use is declining. After reviewing the trends in the data sources, the team is now beginning to identify their key priority areas. Currently the common themes showing up in the data include: Substance Abuse, Poverty, Transportation, Obesity, Later Life Quality, Economic Equality, Tobacco Cessation, and Personal Resiliency/Stress Management.

## Process:



The process mirrors the National Quality Forum's *Improving Population Health by Working with Communities Action Guide*.

## Initial Data Measurement:

The state and local BRFSS data, County Health Rankings, American Community Survey and Service Utilization Data from various agencies.

## Selected Key Priority Areas:

1. Later In Life Quality
2. Substance Abuse/Tobacco
3. Obesity/Inactivity

The areas of poverty, access to care (transportation) and stress management will be kept in the plan as areas that can be impacted by the tactics and strategies selected in the key priority areas.