

# 2013-2020 Community Action Plan

CareLink of Jackson  
Jackson, Michigan

**CareLink** *of Jackson*  
A community-owned specialty hospital

Created in collaboration with



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## About the Health Improvement Organization

The Health Improvement Organization Coordinating Council, founded by Allegiance Health, is a collaborative of community stakeholders, of which CareLink is a member, committed to improving the health status of the community through an integrated health improvement infrastructure that addresses Jackson's priority health issues. The HIO Coordinating Council serves as the stakeholder planning committee for Allegiance's Board HIO Committee, Jackson County's Healthy Community initiative, the United Way of Jackson County's Community Solutions Team on Health, and the 'Health Strand' of the Jackson 2020 initiative. The scope of responsibility includes monitoring community level indicators, identifying specific health priorities, and developing community action plans to address common goals.

## Collective Impact

Collective Impact is an evidence-based model of how diverse organizations can work together effectively to solve complex social problems. In the Collective Impact model, a backbone organization is needed to facilitate and oversee the collective impact initiative in the community. The backbone organization requires a dedicated staff that can plan, manage, and support the initiative through ongoing facilitation, technology and communications support, data collection and reporting, and administrative details needed for the initiative to function smoothly.

Allegiance Health, the system that CareLink belongs to, supports the backbone organization of the Health Improvement Organization. This team is housed within the Department of Prevention and Community Health. Through Allegiance's support, the backbone organization staff pursues six common activities to support and facilitate collective impact:

1. Guide vision and strategy
2. Support aligned activities
3. Establish shared measurement practices
4. Build public will
5. Advance policy
6. Mobilize funding

The goals, objectives, and strategies detailed in the HIO Community Action Plan serve as a guide for CareLink of Jackson, Allegiance Health, Jackson Health Network and the other participating organizations. Due to strong alignment of community health goals, leadership across Jackson's health and human service continuum have committed to the successful implementation of the HIO Community Action Plan. CareLink of Jackson, Allegiance Health, the Jackson County Health Department, United Way of Jackson County, as well as 35 other community organizations, have each devoted significant human and/or financial resources to this process to date and are committed to these efforts over the long term. Successful implementation of the plan can only be achieved through the combined activities of various stakeholder groups. Everyone involved in the work will focus their various strengths, resources, areas of expertise and target populations to achieving specific strategies of the action plan.

## The Plan/Process

The Health Improvement Organization's work over the past year has culminated in the creation of a new HIO Community Action Plan, which includes goals, objectives and strategies to address the needs in Jackson County based on the following data-driven processes:

- Collection and review of data on local disease and risk prevalence, access barriers, health experience and disparities
- Collection and review of data from the 2008 and 2011 Community Health Assessments
- Evaluation of existing strategies, gaps and best practice approaches
- Input from target populations on the usefulness of proposed strategies

In this model, community stakeholders worked to develop and complete a Community Health Assessment for Jackson County. This assessment aligns efforts among community partners and creates a more strategic framework for local health improvement activities. The most recent Community Health Assessment was conducted from May 2011 to July 2011. A total of 1150 Jackson County residents ages 18 and older responded to a 180 question phone survey asking about their health status, insurance coverage, personal health habits and health care experiences. Below are some selected findings from the 2011 Community Health Assessment. Additional findings are presented throughout the document.

- Only 12% of Jackson County residents know the national guidelines for physical activity and nutrition.
- Approximately 22% of all Jackson County residents smoke cigarettes. Among residents who live in the City of Jackson, the percent increases to 35%. Both rates are higher than the State of Michigan rate of 20% (2009). Among those less than or equal to 60, 27% smoke as compared to 9.9% of those over 60.
- Only 54% of Jackson County residents meet the national guidelines for physical activity. Just 31% meet the national guidelines for fruit and vegetable consumption. A greater proportion of those 60 and older consume at least five fruits and vegetables a day.

After reviewing the data, priority health issues were identified and a plan was created detailing the ways that organizations and community members can address these issues to improve the health of Jackson County. This included feedback from several community-based focus groups that targeted parents, government officials, employers and other community residents.

The Community Action Plan's detailed strategies are built on evidence-based activities and input from experts within each respective field. In an effort to combine resources and promote collaboration, these experts were brought together into groups respective to their fields of practice or interests. These groups are referred to as Health Action Teams (HATs). The Health Action Teams were created in response to specific areas of concern or areas in need of enhancement in the community. These priority areas set the basis for the goals of the Community Action Plan. Ultimately, Health Action Teams were responsible for the creation of the objectives and strategies detailed within the Community Action Plan. Using process and outcomes measures, each Health Action Team is responsible for monitoring and evaluating the success of their strategies. While there are many strategies that each HAT has dedicated its' efforts to working on, only those strategies that CareLink is championing are included in this report.

## Current Health Improvement Organization Partners

AARP of Michigan  
Allegiance Health  
AstraZeneca  
AWARE, Inc.  
Community Action Agency  
CareLink of Jackson  
Catholic Charities of Jackson  
Center for Family Health  
Community Members  
Family Service & Children's Aid  
Fitness Council of Jackson  
Great Lakes Industry, Inc.  
Green Market at Allegiance Health  
Jackson Chamber of Commerce  
Jackson City Parks and Recreation  
Jackson Community College  
Jackson Community Foundation  
Jackson County Administration  
Jackson County Youth Center  
Jackson County Health Department  
Jackson County Intermediate School District  
Jackson District Library  
Jackson Health Network  
Jackson TV  
Jackson 2020  
Juvenile Justice Coalition  
LifeWays  
Marriage Matters  
Michigan State University Extension  
Meridian Health Plan  
Michigan Purchasers Health Alliance  
Partnership Park Downtown Neighborhood Association  
United Way of Jackson County  
YMCA of Jackson County  
YMCA Storer Camps

## Strategic Action Plan

### Goal One: Improve the knowledge, attitudes and behaviors of residents of Jackson County related to behavioral health, physical activity, nutrition, and smoke-free lifestyles

The focus of this goal reflects a desire to improve the health literacy of Jackson residents related to public health messages, improve local perception of opportunities to participate in healthy lifestyles, and increase residents' self-efficacy and belief that they can achieve health improvements.

#### Relevant Community Health Assessment statistics

- Endocrine, nutritional and metabolic system and respiratory related illnesses are among both the top discharge rates at CareLink and the top rates of preventable hospitalizations in Jackson County among those 65 and older

Objectives	Source	Current	Target
<b>1.1:</b> Increase by at least 10% the proportion of Jackson adults who understand the national guidelines for recommended physical activity and nutrition	Community Health Assessment	12.4%	13.6%
<b>1.2:</b> Increase by at least 10% the proportion of Jackson adults who have a positive perception of Jackson residents' access to opportunities for physical activity	Community Health Assessment	72.5%	79.8%
<b>1.3:</b> Increase by at least 10% the proportion of Jackson adults who have a positive perception of Jackson residents' access to opportunities for healthy eating	Community Health Assessment	83.2%	91.5%
<b>1.6:</b> Establish baseline and increase by at least 10% the proportion of Jackson adults who identify community resources for smoking cessation	TBD	TBD	TBD

### Goal 2: Reduce the obesity rate amongst Jackson County residents to be at or lower than the national average

Obesity is a national epidemic. Seven out of ten Jackson residents are overweight or obese. Additionally, the obesity rate for Jackson County (37%) is greater than the State of Michigan rate (32%) and the United States rate (36%).

Being obese can lead to negative health consequences such as heart disease, type 2 diabetes, high blood pressure, and osteoarthritis. To reduce the prevalence of obesity, the HIO strives to create and implement policy, system and environmental changes that support and sustain overall health improvement for all Jackson County residents.

#### Relevant Community Health Assessment statistics

- Only 54% of Jackson County residents meet the national guidelines for physical activity
- The percentage of obese Jackson County residents (37%), is greater than that of the State of Michigan (32%)

Objectives	Source	Current	Target
2.5: Increase by 10% the proportion of Jackson adults who meet federal recommendations for physical activity	Community Health Assessment	53.8%	59.2%
2.6: Increase by 10% the quality and availability of physical activity opportunities in Jackson County	National Citizen Survey	48.0%	52.8%
	Community Health Assessment	72.5%	79.8%
	Community Health Assessment	24.8%	27.3%
2.7: Increase by 10% the utilization of opportunities for physical activity in Jackson County	National Citizen Survey	50.0%	55.0%
	National Citizen Survey	40.0%	44.0%
	National Citizen Survey	85.0%	93.5%
	Community Health Assessment	32.1%	35.3%
	Community Health Assessment	30.2%	33.2%

### Goal 3: Reduce smoking rate and secondhand smoke exposure in Jackson County

Smoking cigarettes has devastating effects on the health of those who choose to smoke, as well as individuals who passively inhale secondhand smoke. The smoke produced by the end of a cigarette, pipe, or cigar that is inhaled as secondhand smoke has thousands of chemical substances, several of which are known to cause cancer in humans and animals. For individuals with asthma, exposure to cigarette smoke can trigger asthma episodes and increase the severity of attacks. Additionally, smokers have an increased risk of heart disease and stroke compared to non-smokers.

#### Relevant Community Health Assessment statistics

- Approximately 35% of city residents reported smoking compared to 22% of Jackson County residents
- Among residents who do smoke in Jackson, 51% report stopping for one day or longer within the past 12 months in an attempt to quit smoking

Objectives	Source	Current	Target
3.4: Increase by 10% the proportion of smokers who report receiving advice from their provider to quit	Community Health Assessment	61.1%	67.2%

## Strategies

## Champions

1.g: Promote healthy lifestyle support and self-management programs

- Jackson Health Network
- CareLink of Jackson

2.m: Support worksites in implementing physical activity friendly policies and practices

- Allegiance Health
- CareLink of Jackson

3.c: Work with providers to implement evidence based tobacco use treatment model policies that support consistent screening and effective referrals for patients and families in need of services for prevention/lifestyle management

- Allegiance Health
- Jackson Health Network
- CareLink of Jackson



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