

# 2016-2020 Community Action Plan

Henry Ford Allegiance Health CareLink  
Jackson, Michigan



Created in collaboration with



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## About the Health Improvement Organization

The Health Improvement Organization Coordinating Council, founded by Henry Ford Allegiance Health (HFAH), is a collaborative of community stakeholders, of which Henry Ford Allegiance 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 Henry Ford 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.

This strategic plan outlines how CareLink will address the priority health needs identified in the Community Health Needs Assessment (CHNA). Strategies are executed in collaboration with community partners using the Collective Impact framework. This sophisticated style of collaboration increases the efficiency of all organizations, including CareLink, in addressing the priority health needs of the population.

## 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.

Henry Ford Allegiance Health, the system that Henry Ford Allegiance 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 HFAH'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 Henry Ford Allegiance CareLink, Henry Ford 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. Henry Ford Allegiance CareLink, Henry Ford 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

CareLink's work with the Health Improvement Organization over the past year has culminated in a Community Action Plan, which includes goals, objectives and strategies to address the needs of CareLink's population 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 2008-2010, 2011-2013, and 2014-2016 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, CareLink worked with community stakeholders to develop and complete a Community Health Assessment for Jackson County residents ages 60 and older. This assessment aligns efforts among community partners and creates a more strategic framework for local health improvement activities. The most recent Community Health Assessment included a survey conducted from May 2014 to August 2014. A total of 1,205 Jackson County residents ages 18 and older responded to a 177 question phone survey asking about their health status, insurance coverage, personal health habits and health care experiences. From this total population, CareLink analyzed the subset of people age 60 and older. Below are some selected findings from the 2014 Community Health Assessment. Additional findings are presented throughout the document.

Among Jackson residents age 60 and older:

- Approximately 17% smoke cigarettes
- 25% report having used illegal prescription drugs within the past 30 days
- 19% report that they have used heroin within the past 30 days
- 36% are classified as obese, which is higher than the Michigan rate of 32%
- An additional 38% are classified as overweight

After reviewing the data, priority health issues were identified and the 2013-2020 CareLink Community Action Plan was created detailing the ways that organizations and community members can address these issues to improve the health. This included feedback from several community-based focus groups that targeted parents, government officials, employers and other community residents.

The CareLink 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 contribute to collaborative work across different agencies and sectors. These priority areas set the basis for the goals of the CareLink Community Action Plan. Using process and outcomes measures, CareLink is responsible for monitoring and evaluating the success of their strategies. While there are many strategies happening throughout Jackson County, only those strategies that Henry Ford Allegiance CareLink is championing are included in this report.

## Current Health Improvement Organization Partners

4th Circuit Court - Family Division  
AARP Michigan  
Arbor Hills Psychological Services  
Big Brothers Big Sisters of Jackson County  
Blackman Township  
Blackman-Leoni Township Public Safety  
Browns Advanced Care Pharmacy  
Henry Ford Allegiance Carelink  
Catholic Charities of Jackson  
Center for Family Health  
Central Michigan 211  
City of Jackson  
Community Action Agency  
Community Members  
DHHS  
DisAbility Connection  
Family Services & Children's Aid  
Food Bank of South Central Michigan  
Great Start Collaborative of Jackson County  
Henry Ford Allegiance Health  
Highfields  
Home of New Vision  
Integro  
Jackson Narcotics Enforcement Team  
Jackson City Police  
Jackson Community Foundation  
Jackson County Cradle to Career Education Network  
Jackson County Financial Stability Network  
Jackson County Health Department  
Jackson County ISD  
Jackson County Prosecutor's Office  
Jackson District Library  
Jackson Health Network  
Jackson Housing Commission  
Jackson YMCA  
LifeWays Community Mental Health  
March of Dimes  
Marriage Matters Jackson  
Meridian Health Plan  
Michigan Department of Health and Human Services  
Michigan Department of Transportation  
Michigan State Police  
Mid State Health Network  
MSU Extension  
Padbury & Padbury D.D.S.  
Planned Parenthood  
Region 2 Area Agency on Aging  
Segue  
South Central Michigan Works  
United Way of Jackson County  
Weatherwax Pharmacies  
Western Career Prep High School

## Strategic Action Plan

### Goal 1: 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, Carelink partners with the HIO to create and implement policy, system and environmental changes that support and sustain overall health improvement for Jackson County residents to prevent chronic disease.

#### Relevant Community Health Assessment statistics

- Only 28% of Jackson County residents meet the national guidelines for physical activity
- Only 10% of Jackson County residents meet the national guidelines for fruit and vegetable consumption

Objectives	Source	Current	Target
Increase by 10% the average daily fruit and vegetable consumption among Jackson adults	Community Health Assessment	2.71 servings	2.98 servings
Decrease by 10% the proportion of Jackson residents with low access to fresh foods	Community Health Assessment	12,000 residents	10,800 residents
Decrease by 10% the proportion of Jackson residents that report watching 5 or more hours of television daily	Community Health Assessment	24.7%	22.23
Increase by 10% the proportion of Jackson residents that feel sidewalks in their neighborhood are adequate	Community Health Assessment	70.8%	77.8%
Increase by 10% the proportion of Jackson residents that report using walking trails, bicycle paths, or bike trails	Community Health Assessment – Walking Trails	24.1%	26.5%
	Community Health Assessment – Bicycle paths or trails	17.0%	18.7%
Increase by 10% the proportion of Jackson residents that report obtaining physical activity information from a healthcare provider	Community Health Assessment	23.7%	26.1%

#### Strategy

Build provider competency to address nutrition/weight issues including training such as motivational interviewing and Exercise is Medicine

#### Champion

Henry Ford Allegiance Health CareLink

#### Strategic Partner

Jackson Health Network

## Goal 2: 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 36% of city residents reported smoking compared to 30% of Jackson County residents
- Among residents who do smoke in Jackson, 63% report stopping for one day or longer within the past 12 months in an attempt to quit smoking

Objectives	Current	Target
Increase by at least 10% the proportion of Jackson adults who identify resources for smoking cessation	50.4%	55.44%
Increase by 10% the proportion of smokers who report receiving advice from their provider to quit	67.8%	74.6%
Reduce by 10% the proportion of Jackson adults who report exposure to secondhand smoke	38.9%	35.0%

### Strategy

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

### Champion

Henry Ford Allegiance Health CareLink

### Strategic Partner

Henry Ford Allegiance Health  
Jackson County Health Department

### Goal 3: Decrease substance use initiation, dependence and abuse among Jackson County youth and adults

A comprehensive approach to health includes substance abuse prevention on the continuum of care. Substance abuse disorders impact the health of individuals, their families and their communities. Substance abuse prevention and early intervention strategies reduce the impact of behavioral health conditions in the community.

#### Relevant Community Health Assessment statistics

- Approximately 6% of residents reported ever taking a prescription pain reliever not prescribed or taken only for the experience or feeling it caused
- Among residents that report heroin use, about 5% report using heroin within the past 30 days

Objectives	Source	Current	Target
Decrease by 10% the proportion of Jackson County residents that use marijuana or hashish	CHA	17.9%	16.1%
Decrease by 10% the proportion of Jackson County residents that report ever using prescription pain relievers not prescribed or taken only for the feeling it caused	CHA	5.7%	5.1%
Decrease by 10% the proportion of Jackson County residents that report binge drinking	CHA	14.1%	12.7%

#### Strategy

Work with healthcare facilities countywide to implement appropriate prevention tools, for example, Screening, Brief Intervention and Referral Treatment (SBIRT)

#### Champion

Henry Ford Allegiance Health CareLink

#### Strategic Partner

Henry Ford Allegiance Health  
Jackson Health Network

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