The Healthy Allegan County Coalition (HACC) is a community collaborative working together and striving for healthier communities in which we live, learn, work and play. HACC was started in 2012 and consists of partners within the private and public sectors.

**What is a CHIP?**
A community health improvement process uses data from the Community Health Assessment (CHA) to identify priority issues, develop implementation strategies for action, and establish accountability to ensure measurable health improvement. The purpose of the Community Health Improvement Plan (CHIP) is to help our entire county track the strides we make towards a healthier community.

**Why is a CHIP important?**
The challenges and problems public health faces are also found within other sectors of the community. These are challenges and problems that cannot be faced alone and the community needs to collaborate to meet the needs identified in the 2017 CHA.

**What model is used?**
 Allegan County uses the County Health Rankings as the way to track our health outcomes. The County Health Rankings (2019) are based on a model of community health that emphasizes the many factors that influence how long and how well we live. The Rankings use more than 30 measures that help communities understand how healthy their residents are today (health outcomes) and what will impact their health in the future (health factors).
COUNTY HEALTH RANKINGS MODEL

Health Outcomes

- Length of Life (50%)
- Quality of Life (50%)

Health Factors

- Health Behaviors (30%)
  - Tobacco Use
  - Diet & Exercise
  - Alcohol & Drug Use
  - Sexual Activity

- Clinical Care (20%)
  - Access to Care
  - Quality of Care

Social & Economic Factors (40%)

- Education
- Employment
- Income
- Family & Social Support
- Community Safety
- Air & Water Quality
- Housing & Transit

Physical Environment (10%)

Policies and Programs

Source: County Health Rankings Model (2014), University of Wisconsin Public Health Institute.
Access to Care

- Created HACC website
- Completed a capacity assessment
- Key Stakeholders develop a plan to increase health services in Allegan County (in progress)

Diet & Exercise

- MyPlate campaign with all GRSP, HeadStart, and Play Groups
- Farmers’ Market brochures created & added to HACC website
- LEAN Curriculum in elementary schools
- Health Educator paired with local food pantries for healthy recipes and taste testing
- Walking trail maps for County parks and guided tours for walking, kayaking, and disc golf

Family & Social Support

- Trauma training curriculum implemented for community partners
- 211 Marketing Campaign

THE HISTORY

WHERE WE’VE BEEN

2014 HEALTH INDICATORS

Access to Care

Diet & Exercise

Family & Social Support

WHAT WE’VE DONE
PROGRESS
TIMELINE OF EVENTS

WHERE WE’RE GOING

2014
COMMUNITY HEALTH NEEDS ASSESSMENT
led by Allegan County Health Department and United Way

2015
COMMUNITY HEALTH IMPROVEMENT PLAN
developed by Allegan County Health Department and HACC

2016
HEALTH SERVICES CAPACITY ASSESSMENT
led by Allegan County Health Department

2017
COMMUNITY NEEDS ASSESSMENT
reframed to address health within all needs
led by United Way

2018
COMMUNITY CONVERSATIONS
led by Allegan County Multi-Agency Collaborative Council (MACC) and United Way

2019
COMMUNITY HEALTH IMPROVEMENT PLAN
led by Allegan County Health Department and developed with input from partners
Mobilizing for Action through Planning and Partnerships (MAPP)

MAPP is a community-driven strategic planning process for improving community health. Facilitated by public health leaders, this framework helps communities apply strategic thinking to prioritize public health issues and identify resources to address them.


**MAPP PHASES**

**PHASE 1**
Organize for Success and Partnership Development

**PHASE 2**
Visioning

**PHASE 3**
The Four Assessments

**PHASE 4**
Identify Strategic Issues

**PHASE 5**
Formulate Goals and Strategies

**PHASE 6**
Action Cycle
Putting our strategies into action

**PARTNERSHIPS**

Renewed Hope | Safe Harbor | Gun Lake Tribe
GOAL: To improve access to care in Allegan County

GOAL: To decrease obesity within Allegan County

WHAT’S DIFFERENT?

In 2019, the steering committee made the decision to eliminate “Family & Social Support” as a priority indicator. Social and Economic factors have the biggest impact on health outcomes (40% per the County Health Rankings Model). However, other community groups are working on these factors. Allegan County Multi-Agency Collaborative Council (MACC) is focusing on transportation action steps. Continuum of Care and Housing Solutions are working on housing. Allegan County Great Start’s Social Emotional work group is doing great things in the community. The HACC is focusing on the gaps present in the community.
OBJECTIVE 1: DECREASE BARRIERS TO A HEALTHY WELL BEING AND EFFECTIVELY PROMOTE HEALTHY BEHAVIOR MESSAGES

Resources around access to healthy foods and physical activity that currently exist within Allegan County are underused.

OBJECTIVE 2: INCREASE AWARENESS AND USE OF PHYSICAL ACTIVITY OPPORTUNITIES EXISTING IN ALLEGAN COUNTY

We want to be known for the excellent outdoor resources found within the County, including parks, trails, waterways, and bike trails.

PERFORMANCE MEASURES: WHERE WE’RE AT vs WHERE WE WANT TO BE

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**OBJECTIVE 1: IMPROVE NAVIGATION AND USE OF PREVENTATIVE SERVICES TO INCLUDE PRIMARY CARE, DENTAL, AND MENTAL HEALTH**

Many Allegan County residents do not know what preventative services are and why they are important. This could be due to lack of insurance, cultural barriers, and/or transportation/access issue.

**ROOT CAUSE 1:** Many individuals consume services during acute crisis

**ROOT CAUSE 2:** Complicated systems of care to include insurances

**ROOT CAUSE 3:** Lack of citizen survey/voice and data to drive planning

**OBJECTIVE 2: IMPROVE ACCESS USING ALTERNATIVE ACCESS TO CARE INFRASTRUCTURES**

We have limited transportation infrastructure for our size of county. Many densely populated areas are around county borders.

**ROOT CAUSE 1:** Limited transportation infrastructure

**ROOT CAUSE 2:** Stigma and limited provider availability for mental health specifically

**ROOT CAUSE 3:** Lack of citizen survey/voice and data to drive planning

**PERFORMANCE MEASURES: WHERE WE’RE AT**

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**WHERE WE WANT TO BE**

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**Mental Health Providers**

**U.S. Top Performers 2017**

**=An error was found in this data, and corrected data is not currently available.**
TOGETHER: HEALTHIER COMMUNITIES IN WHICH TO LIVE, LEARN, WORK AND PLAY

JOIN US AND MAKE A DIFFERENCE IN YOUR COMMUNITY
How do our community health priorities align with your work, hobbies or passion? Contact us to learn more about the Healthy Allegan County Coalition and Community Health Improvement Plan action steps. We’d love to have you!

contact: healthed@allegancounty.org