ALLEGAN COUNTY
CHIP
2019
COMMUNITY HEALTH IMPROVEMENT PLAN
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 Behaviors (30%)

Clinical Care (20%)

Social & Economic Factors (40%)

Physical Environment (10%)

Tobacco Use
Diet & Exercise
Alcohol & Drug Use
Sexual Activity
Access to Care
Quality of Care
Education
Employment
Income
Family & Social Support
Community Safety
Air & Water Quality
Housing & Transit

Source: County Health Rankings Model (2014), University of Wisconsin Public Health Institute.
THE HISTORY
WHERE WE’VE BEEN

2014 HEALTH INDICATORS
Access to Care
Diet & Exercise
Family & Social Support

WHAT WE’VE DONE

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
**PROGRESS**
**TIMELINE OF EVENTS**

**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
2019 HEALTH PRIORITIES

ACCESS TO CARE

GOAL: To improve access to care in Allegan County

DIET & EXERCISE

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 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 WHERE WE WANT TO BE

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**=An error was found in this data, and corrected data is not currently available.
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