Plan
Identify an opportunity and Plan for Improvement

1. Getting Started

Public health and health care providers must develop innovative partnerships to achieve success to help improve the health and quality of lives in Marquette County. The health assessment is required for local health departments in Michigan through the Michigan Dept of Community Health's Accreditation Program. Marquette General Health System and Bell Hospital are required to conduct a community health assessment every three years as part of their non-profit status.

2. Assemble the Team

The Marquette County Community Health Assessment Steering Team is made of community members who are part of the ACHIEVE Team (Action Communities for Health Innovation and EnVironmental changE), and representatives of the two area hospitals and health department.

3. Examine the Current Approach

The group began meeting in August 2010 to plan how the Community Health Assessment would be completed. Monthly meetings took place to review data and procedures. The Assessment and Prioritization phase was completed by January, 2012 and included the County Health Rankings and 75 Critical Health Indicator documents. The Improvement phase completed at the end of March, 2012.

4. Identify Potential Solutions

The Community Health Assessment is done by working with community members to identify, collect, analyze, and disseminate information on community assets, strengths, resources, and needs. It is important to not only assess the data, but also bring community members together to analyze the data to begin the improvement process. This was accomplished by:

- Regional CHA meeting in August, 2011.
- County Health Ranking Meeting in March 2012.
- Community Prioritization Session on Nov. 9, 2012
- Marquette County Health Dept Strategic CHA Planning

Community Opinion Surveys were completed online by 941 Marquette County residents to find out what residents think are the top health priorities and concerns. The Community Health Assessment Team reviewed the results in December, 2011. The top three health issues identified by the Community work session and the community online surveys are:

- Obesity Prevention
- Substance Abuse Prevention / Tobacco use reduction
- Access to Health Resources

5. Develop an Improvement Theory

Step 1: Values are the fundamental principles and beliefs that guide a community-driven planning process. Because visioning is done at the beginning of the CHAI process, it offers a useful mechanism for convening the community and building enthusiasm for the process, setting the stage for planning, and providing a common framework throughout subsequent phases.

Step 2: Complete a Critical Health Indicator Data Publication and widely distribute it. Conduct the CHA community vision/priority setting process: Community visioning: A broad-based process with 40 to 100 participants. The full group will begin by listing what does a healthy Marquette County mean to you? And what are the important characteristics of a healthy community for all who live, work, and play here? The full group will review the past/current health status data and list any surprises both how well the county is doing or how poorly. The last Health priorities listed in 2001 were: Access to Care; Substance Abuse Prevention and Chronic Disease Prevention.

Step 3: This information was to be presented to the community during release of the County Health Rankings. Local community leaders and residents were to be surveyed on their opinions of health priorities based on a review of regional and local critical health indicator data sets. A local CHA team led by our regional medical institution (MGH) was to review data and list priorities and strategies. Data that evolved from the community sessions, CHA review team, and the critical health data was to be presented to the Marquette County Board of Health and the Marquette County Family Coordinating Council to review priorities and endorse the top three priorities.

CHA Mission: “To continually assess the state of the population’s health in Marquette County while developing and implementing a comprehensive plan to improve physical, mental and social wellbeing of the community.”

ACHIEVE Mission: “Making the Healthy Choice the Easy Choice”

Vision: “The culture of wellness promoted by health care organizations flows to the community supporting smoking and the lack of a push to stop smoking is the most prevalent reason people seek medical care - smoking related illnesses. - 2011 Marquette County Community Survey Response
6. Test the Theory

**Step 1:** For a demographic population description, we utilized 2010 census data, Kid’s Count, and local Chamber of Commerce data. For health characteristics we used chronic disease mortality trends, and BRFS data trends. For a historical health perspective a review of past newspaper articles have led to an on-going series of health stories in the county from its inception.

www.mnnnow.com/mm_archive_folder/08/0804/back_then.html

**Step 2:** Community presentations to review health data:
- County Health Ranking Release (each year)
- Regional Community Health Assessment Review
- Community Leader Community Health Assessment and Prioritization Review
- Community Internet Survey (941 responses)
- Board of Health and MFCC Review of data and endorsement of priorities.

The Community Leader session was attended by 45 people who were led through an interactive process. Participants in small groups discussed:
1. What does a healthy Marquette County mean to you? Have we made progress?
2. Why do you think these indicators rose to the top of the list in the full group session?
3. What do you feel are the reasons behind the data (either good or bad)?
4. Small group Results/Reporting Group Session to Large Group. Full group votes with colored dots placed on each participants top three health priorities. Vote totals are tabulated with full group discussion on health issues with the highest rankings.

The ACHIEVE Team was tasked with conducting a CHANGE tool analysis of the community environment/policies that support chronic disease prevention strategies.

**Step 3:** The results identified during the CHA process as the most problematic/challenging issues were obesity, access to health care, substance abuse and mental health. The top two priorities will be: Obesity and tobacco reduction.

7. Study the Results

The prioritizations of obesity and tobacco reduction have been among the top two health issues identified during the process. Past and current strategies have been identified to improve both measures to reduce chronic disease by 5% by 2020.

![Comparison of Adult Smoking Rates](chart)

8. Standardize the Improvement or Develop New Theory

1. The ACHIEVE Team meets monthly to identify and conduct strategies to reduce obesity and tobacco.
2. The CHA Team meets quarterly to update data.
3. The MCHD Public Health Team meets monthly to quantify strategies to reduce obesity and tobacco.

9. Establish Future Plans

1. Continue to conduct yearly County Health Ranking Community meetings
2. Continue to search grant opportunities that support obesity and tobacco reduction.

10. Summation

Fred Benzie, Health Officer for the Health Department, “it’s been several years since the community has completed a community health assessment. The goal of the assessment is to guide our plans for the years ahead. By working together with our health care partners, Marquette County can continue to be a community where residents are healthy, safe, and have a high quality of life.

“I know I need to Exercise, and eat healthy. Especially to lose weight 40-50 pounds would be great. My guess is I could come off medication for high blood pressure, diabetes, and depression.”

-2011 Marquette County Community Survey Response

Marquette County Board of Health Adoption of Community Health Priorities:

The Marquette County Board of Health upon review of the community health data and the results of the community health assessment sessions and survey endorse the following three community health priorities as health issues in which the Marquette County Health Department will work with the community to improve over the next three years: Obesity, Substance Abuse including tobacco use, and Access to Health Resources.

- Dale Moilanen, Board Chair