FY 2020- 2022 Community Health Improvement Plan (CHIP) 7.18.19

Daniel Coulter, MPH
Jean-Marie Kelly, MPH
Community Health Improvement Process Overview

- **Community Health Needs Assessment (CHNA):**
  - Examines the health and socio-economic factors that impact Cecil County
  - Identifies key health issues and the resources needed to address them

- **Community Health Improvement Plan (CHIP):**
  - Long-term, systematic plan to address health issues identified through the FY 2019 CHNA, in order to improve the health of our community
Community Health Improvement Process

- Cecil County CHNA & CHIP completed on a three year cycle

- Meets requirements for:
  - Tax-exempt Hospital – Community Benefit
  - Health Department Accreditation
Benefits

• Comprehensive profile of the health of Cecil County

• Shows us where we should focus resources

• Supports collaboration & strengthens partnerships

• Provides a baseline for improvement
CHIP Process

Selection of Health Priorities

Strategic Planning

Implementation, Monitoring & Evaluation
Selecting the Health Priorities

- Community input was gathered, compiled and shared with CHAC membership
  - Fifteen (15) health issues rose to the top from the survey, focus groups, and interviews

- CHAC members were asked to vote on their top 3 priorities (out of the 15)
  - Dotmocracy Method

- CHNA Planning Team then prioritized health issues that had received both public support and CHAC membership support
  - Hanlon Method
## Selecting the Health Priorities

<table>
<thead>
<tr>
<th>Rank</th>
<th>Health Issue</th>
<th>% Survey Respondents</th>
<th>Focus Group &amp; Interview Mentions</th>
<th>CHAC Votes</th>
<th>Priority Score (Using Hanlon Method)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Substance Abuse</td>
<td>75.3%</td>
<td>11</td>
<td>31</td>
<td>160</td>
</tr>
<tr>
<td>2</td>
<td>Mental Health</td>
<td>37.7%</td>
<td>10</td>
<td>24</td>
<td>158</td>
</tr>
<tr>
<td>3</td>
<td>Homelessness</td>
<td>32.9%</td>
<td>7</td>
<td>10</td>
<td>103</td>
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<tr>
<td>4</td>
<td>Access to Health Services</td>
<td>18.9%</td>
<td>11</td>
<td>11</td>
<td>119</td>
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<tr>
<td>5</td>
<td>Poverty</td>
<td>15.7%</td>
<td>7</td>
<td>2</td>
<td>Not Scored</td>
</tr>
<tr>
<td>6</td>
<td>Obesity</td>
<td>14.2%</td>
<td>3</td>
<td>5</td>
<td>118</td>
</tr>
<tr>
<td>7</td>
<td>Affordable Housing</td>
<td>13.9%</td>
<td>1</td>
<td>2</td>
<td>Not Scored</td>
</tr>
<tr>
<td>8</td>
<td>Child Abuse and Neglect</td>
<td>13.5%</td>
<td>0</td>
<td>1</td>
<td>Not Scored</td>
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<tr>
<td>9</td>
<td>Dental Health</td>
<td>10.9%</td>
<td>3</td>
<td>10</td>
<td>144</td>
</tr>
<tr>
<td>10</td>
<td>Cancer</td>
<td>10.7%</td>
<td>7</td>
<td>8</td>
<td>208</td>
</tr>
<tr>
<td>11</td>
<td>Violent Crime</td>
<td>7.9%</td>
<td>0</td>
<td>0</td>
<td>Not Scored</td>
</tr>
<tr>
<td>12</td>
<td>Unemployment</td>
<td>6.8%</td>
<td>4</td>
<td>0</td>
<td>Not Scored</td>
</tr>
<tr>
<td>13</td>
<td>Childhood Trauma</td>
<td>5.9%</td>
<td>1</td>
<td>14</td>
<td>150</td>
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<tr>
<td>14</td>
<td>Educational Attainment</td>
<td>5.6%</td>
<td>2</td>
<td>0</td>
<td>Not Scored</td>
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<tr>
<td>15</td>
<td>Diabetes</td>
<td>5.0%</td>
<td>5</td>
<td>1</td>
<td>Not Scored</td>
</tr>
</tbody>
</table>
CHIP Priorities

• Behavioral Health
  ▫ Substance Abuse
  ▫ Mental Health

• Cancer
  ▫ Lung Cancer

• Childhood Trauma
CHIP Process

Selection of Health Priorities  
Strategic Planning  
Implementation, Monitoring & Evaluation
Strategic Planning

• During past CHIPs, we brought everyone together through CHAC and created MANY strategies
  ▫ Goals and objectives were then assigned to a Task Force to carry out

• This time around, we asked a different question...
  ▫ Can we work directly with groups already working in each priority area to come up with ways to support and enhance their efforts?

• **New Goal:** CHAC aligns efforts with established groups, and enhances these efforts by providing feasible, actionable supports
Partners

• **Substance Use**
  ▫ Drug and Alcohol Abuse Council
  ▫ Cecil County Drug Free Communities Coalition
  ▫ Opioid Misuse Prevention Program

• **Mental Health**
  ▫ Cecil County Mental Health Core Service Agency Advisory Council

• **Cancer**
  ▫ Cecil County Cancer Task Force
  ▫ Union Hospital Cancer Program

• **Childhood Trauma**
  ▫ Local Management Board’s Childhood Trauma Subcommittee
Behavioral Health Work Plan

Goal 1

• Prevent the initiation of substance use among youth and support youth in treatment and recovery

  ▫ **Objective**: By June 30, 2022, **increase** protective factors to reduce the prevalence of substance use among Cecil County public high school students **by 5%**
  
  • **Baseline** (2016 YRBS):
    • Alcohol use in the past 30 days: 31.1%
    • Marijuana use in the past 30 days: 20.9%
    • Prescription Drug Use (ever): 13.3%
Strategies

• Expand youth prevention activities for grades 3-12

• Provide ongoing support for Youth Leadership Summit Activities

• Expand Drug Free Cecil Youth Coalition efforts

• Hire a youth advisor to coordinate Drug Free Cecil youth efforts

• Increase protective factors and community resilience

• Expand support mechanisms for youth in recovery

• Explore the development of a drop-in community recovery center

• Explore the development of an adolescent clubhouse

• Identify and engage with youth who have SUDs
Behavioral Health Work Plan

Goal 2

- Increase recovery support capacity in Cecil County

  - **Objective:** By June 30, 2022, **increase** total peer recovery support contacts **by 5%**
    - **Baseline** (CCHD ADRC): 5090 contacts made in FY 2018

  - **Objective:** By June 30, 2022, **increase** the number of individuals trained annually in overdose response **by 10%**
    - **Baseline** (CCHD ADRC): 751 individuals trained in FY 2018
Strategies

• Expand peer recovery support capacity

• Increase community access to Narcan

• Increase recovery support for individuals transitioning from prison or jail back into the community

• Research anti-stigma initiatives

• Implement an anti-stigma awareness campaign
Behavioral Health Work Plan

Goal 3

• Provide support for individuals with behavioral health conditions re-entering the community

  □ **Objective:** By June 30, 2020, **develop** a plan to support re-entry for individuals transitioning from jail with mental health disorders

  □ **Objective:** By June 30, 2022, **increase** the percentage of individuals with substance use disorders re-entering the community who enter treatment or after-care programs
Strategies

• Form a workgroup to pursue re-entry planning
• Research evidence-based re-entry programs
• Seek funding to support re-entry initiatives
• Expand treatment and re-entry aftercare programs
• Partner with the CCHD Addictions Services and Core Service Agency to address co-occurring disorders
Behavioral Health Work Plan

Goal 4

- Integrate Behavioral Health Services in Cecil County to improve outcomes for individuals with co-occurring disorders

  ▪ **Objective:** By June 30, 2020, *form* a committee to pursue the expansion of behavioral health integration in Cecil County

  ▪ **Objective:** By June 30, 2021, *develop* a joint Behavioral Health Plan for Cecil County
Strategies

• Form a behavioral health committee made up of stakeholders from the mental health and substance use disorder fields

• Hold joint Council meetings to align efforts

• Develop and submit a joint Behavioral Health Plan for Cecil County

• Engage and educate stakeholders and the community on co-occurring disorders and Behavioral Health Integration
Behavioral Health Key Indicators

- Prevalence of Youth Substance Use
- Drug-induced Death Rate
- Rate of ED Visits Related to Substance Use Disorders (SUDs)
- Rate of ED Visits Related to MH Conditions
- Prevalence of Depression among Youth
- Suicide Death Rate
Cancer Work Plan
Goal 1

• Reduce cancer mortality in Cecil County
  ▫ **Objective:** By June 30, 2022, **increase** the number of individuals receiving low-dose lung cancer CT screenings **by 5%** in order to increase awareness for lung cancer prevention
  • **Baseline** (UH Cancer Program): 556 people screened in CY16-18
Strategies

- Reduce cancer mortality in Cecil County
  - **Objective:** By June 30, 2022, increase the number of individuals receiving low-dose lung cancer CT screenings by 5% in order to increase awareness for lung cancer prevention
    - **Baseline** (UH Cancer Program): 556 people screened in CY16-18

- Support and engage the community (incl. Community groups, faith-based organizations, and businesses) in promoting lung cancer prevention efforts
- Provide advertising and media support for health promotions related to the availability of prevention services in the community
- Engage the community on lung cancer prevention efforts via social media and other educational and/or advocacy outlets
Cancer Key Indicators

- Cancer Incidence Rate
- Cancer Mortality Rate
- Lung Cancer Incidence Rate
- Lung Cancer Mortality Rate
- Prevalence of Smoking
Childhood Trauma Work Plan

Goal 1

• Increase education opportunities for the community on childhood trauma

  ▫ **Objective:** By June 30, 2022, **hold** at least 6 events to educate the community about childhood trauma
Strategies

• Hold screenings of the documentary “Resilience: The Biology of Stress & Science of Hope”

• Hold community forums related to childhood trauma

• Hold trainings related to childhood trauma

• Change social norms to support parents and positive parenting

• Partner with youth serving organizations on child abuse prevention awareness and education

• Participate in the National Child Abuse awareness “Pinwheels for Prevention” campaign

• Train community leaders to act as advocates and spread information on childhood trauma in their communities
Childhood Trauma Work Plan

Goal 2

- Educate and empower health care providers to recognize and treat the effects of childhood trauma

  ▪ **Objective:** By June 30, 2020, *create* and *distribute* a survey to assess current knowledge of childhood trauma and training needs of health care providers in Cecil County

  ▪ **Objective:** By June 30, 2022, *identify* and *hold* at least 2 childhood trauma related trainings for medical professionals
Strategies

- Research and develop a survey tool
- Obtain list of physicians and distribute survey
- Analyze survey results to determine training needs
- Identify training resources for physicians and other health care providers
- Utilize evidence-based materials to educate physicians on trauma-informed care
Childhood Trauma Work Plan

Goal 3

• Enhance parenting skills to promote healthy child development

  ▫ **Objective:** By June 30 2021, research evidence-based home visiting programs and determine the feasibility of implementing a program in Cecil County
Strategies

• Support the creation of evidence-based home visiting programs, such as Healthy Families America program in Cecil County
Childhood Trauma Key Indicators

- Prevalence of ACEs
- Child maltreatment incidence rate
- Domestic violence incidence rate
CHIP Process

Selection of Health Priorities

Strategic Planning

Implementation, Monitoring & Evaluation
CHIP Implementation

- Implementation will be led by the partner groups with support from the Health Department, Union Hospital, and CHAC

- CHAC Co-chairs will provide technical and data support, monitor progress, and communicate with broader CHAC membership when additional support is needed

- Anyone with interest in volunteering to carry out CHIP activities may contact Dan Coulter or Jean-Mari Kelly
CHIP Activity Tracking

CHIP Priority: Childhood Trauma

**CHIP Goal:** Increase education opportunities for the community on childhood trauma

**CHIP (long term) Objective:** By June 30, 2022, hold at least 6 events to educate the community about childhood trauma.

**CHIP Strategies:**

<table>
<thead>
<tr>
<th>CHIP Task Communication Log</th>
<th>Community Updates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tasks</strong></td>
<td><strong>Person(s) Responsible</strong></td>
</tr>
<tr>
<td>July-December 2019</td>
<td></td>
</tr>
<tr>
<td>Example: Discuss topics and format of event</td>
<td>Daniel Coulter (DC)</td>
</tr>
<tr>
<td>Example: Determine budget for event</td>
<td>DC</td>
</tr>
<tr>
<td>Example: Contact organizations/venues about hosting the forum</td>
<td>DC</td>
</tr>
<tr>
<td>Example: Contact SMEs to serve on panel for event</td>
<td>DC</td>
</tr>
<tr>
<td>Example: Create and disseminate advertising materials</td>
<td>DC</td>
</tr>
<tr>
<td>January-June 2020</td>
<td></td>
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CHIP Reporting & Evaluation

• Reports submitted semi-annually to CHAC co-chairs and presented at CHAC meetings
  ▫ The CHIP Activity Tracking Log should be used to streamline the reporting process

• Evaluation is an ongoing process
  ▫ The CHIP is intentionally designed to be flexible
  ▫ CHAC co-chairs will provide routine data updates on key indicators of success to workgroups
  ▫ CHIP workgroups should routinely review and revise work plans as needed
For More Information

- Cecil County Health Department - Community Health Advisory Committee
  - [http://cecilcountyhealth.org/about/community-health-advisory-committee/](http://cecilcountyhealth.org/about/community-health-advisory-committee/)

- Union Hospital of Cecil County - Community Benefit