

FY 2023- 2025 Community Health Improvement Plan (CHIP) 1.19.23

Daniel Coulter, MPH
Director of Health Planning,
Cecil County Health Department



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 2022 CHNA, in order to improve the health of our community

Community Health Improvement Process

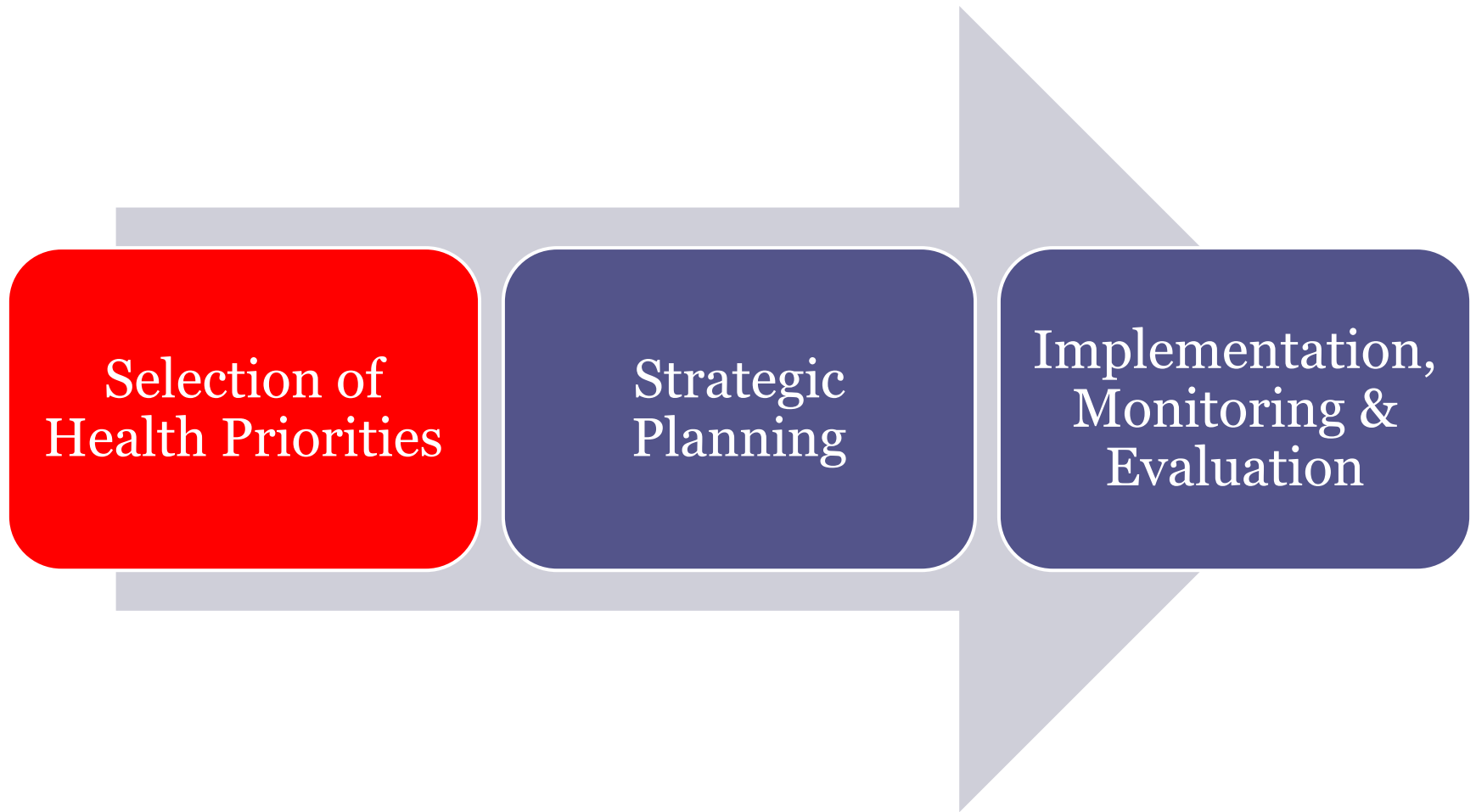
- Cecil County CHNA & CHIP completed on a three year cycle
- Meets requirements for:
 - Tax-exempt Hospital – Community Benefit
 - Health Department Accreditation



Benefits

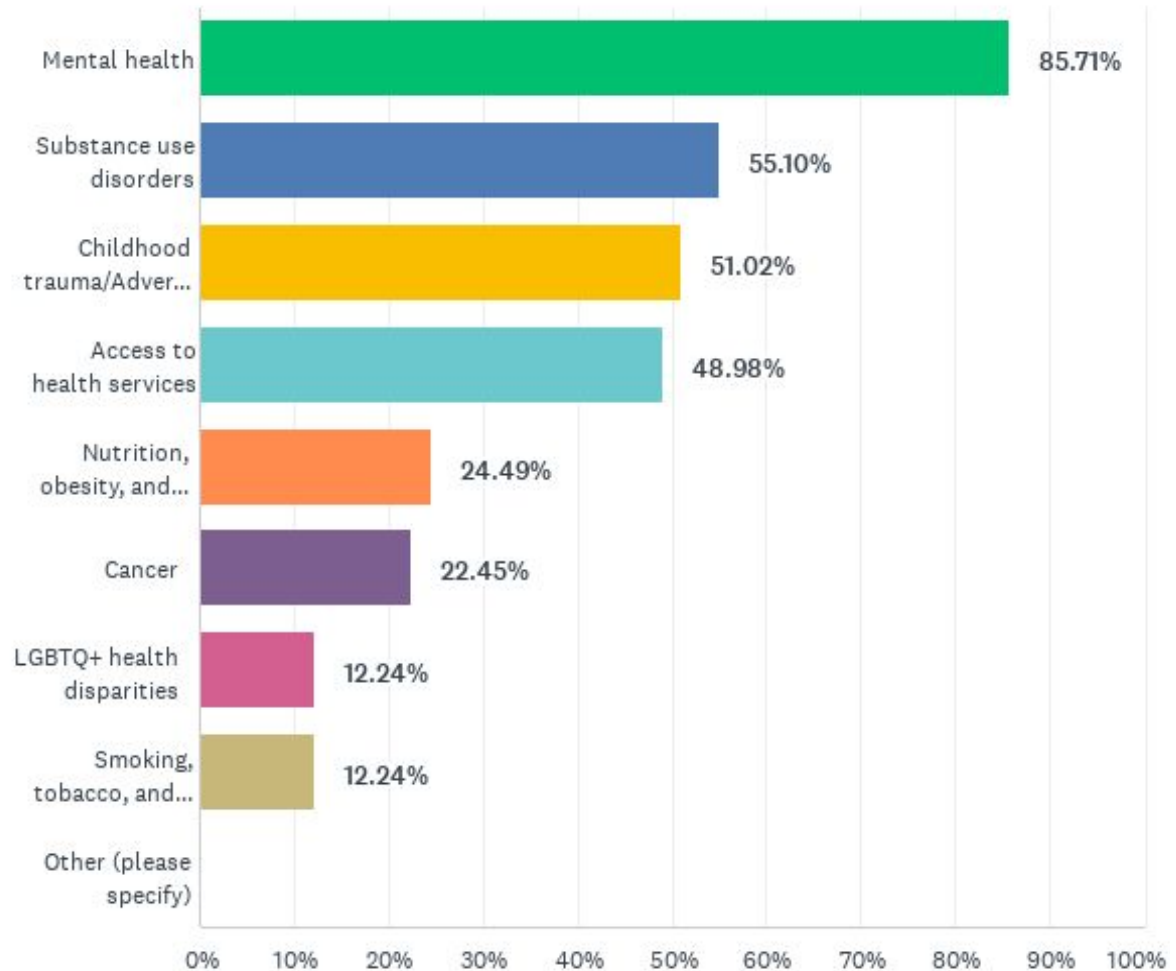
- Comprehensive profile of the health of Cecil County
- Shows us where we should focus resources
- Supports collaboration & strengthens partnerships
- Provides a baseline for improvement

CHIP Process



CHIP Priority Voting

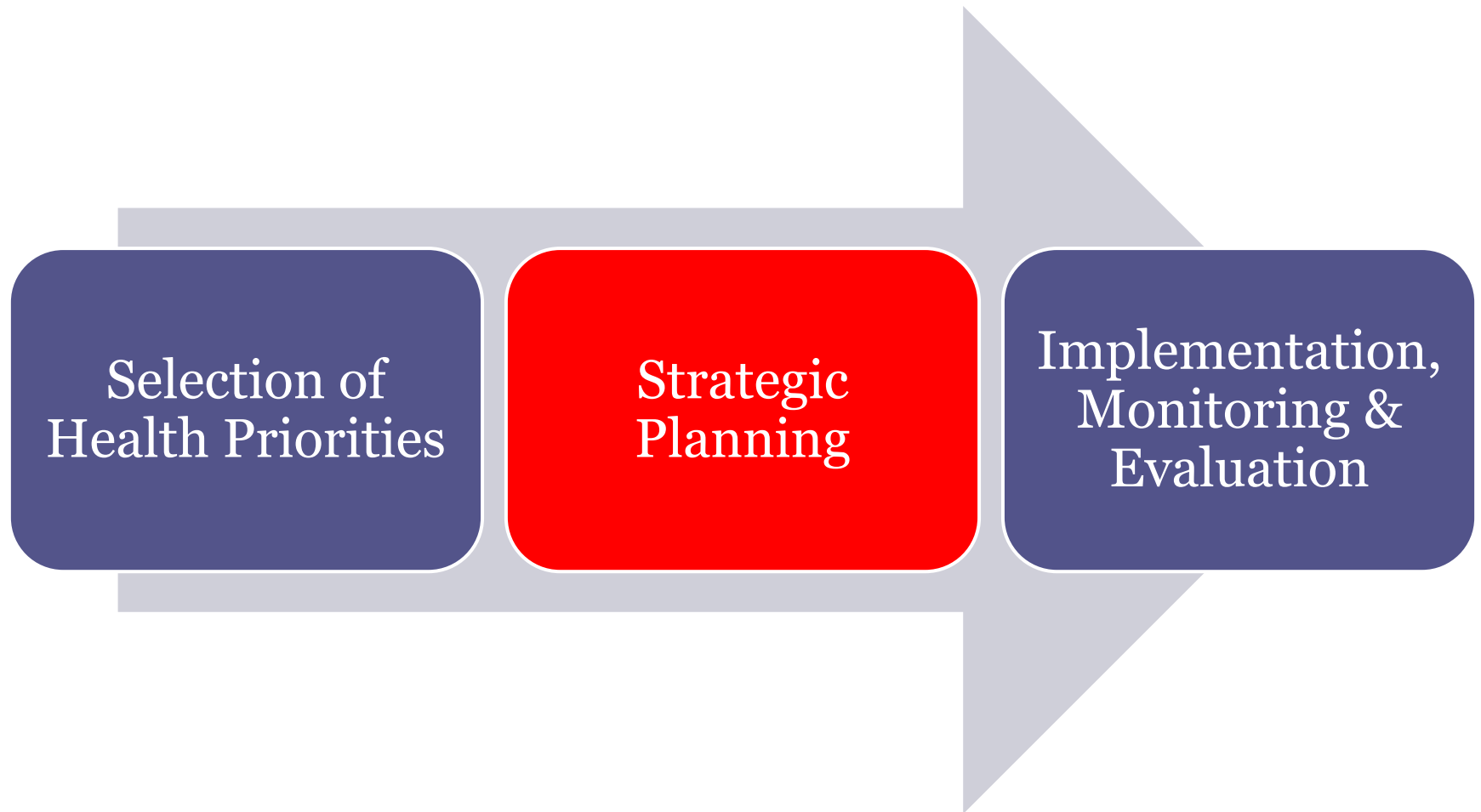
- CHAC members were asked to vote on the top 3 health priorities in the county
- We received 49 votes
- Health priorities receiving at least 25% of the vote would be considered for inclusion.



CHIP Priorities

- Mental Health
 - Childhood Trauma
- Substance Use Disorders
- Access to Health Services

CHIP Process



Strategic Planning

- Work with established task forces, councils, and committees to develop work plans; establish new work groups where necessary
- Align efforts for collective impact

Partners

- **Mental Health**
 - Behavioral Health Advisory Council
 - Local Management Board- Trauma Subcommittee
- **Substance Use Disorders**
 - Behavioral Health Advisory Council
- **Access to Health Services**
 - Access to Health Services Workgroup
 - Behavioral Health Advisory Council
 - Cancer Task Force
 - Healthy Lifestyles Task Force

Mental Health & Substance Use Disorders Work Plan (Draft)

Goal 1

- Promote the value of behavioral health wellness and prevention efforts.
 - **Objective 1:** Increase social-emotional learning opportunities.
 - **Objective 2:** Prioritize mental health wellness opportunities.

Strategies

- Train a critical mass of community stakeholders in an evidence-based Mental Health First Aid type of training (1)
- Make evidence-based mental health training broadly available to government agencies (e.g. CCPS, CCHD, DCS, DSS, CCSO, municipal governments and law enforcement agencies), community-based organizations and county businesses (1)
- Increase mental health wellness opportunities (2)
- Increase opportunities for alternative activities to reduce negative social influences that contribute to mental health, wellness and substance use (2)

Mental Health & Substance Use Disorders Work Plan (Draft)

Goal 2

- Decrease stigma related to behavioral health disorders.
 - **Objective 1:** Increase understanding of behavioral health disorders as legitimate health conditions.
 - **Objective 2:** Develop messaging that addresses specific reasons stigma exists in Cecil County.
 - **Objective 3:** Celebrate successes of those living with behavioral health disorders.

Strategies

- Increase understanding of substance use disorder and recovery (1)
- Increase understanding of different treatment pathways (1)
- Perform needs assessment activities (surveys, focus groups, KI interviews, etc.) to understand stigma in Cecil County (2)
- Promote opportunities to communicate that treatment is effective, and that “people can and do recover” from substance use disorders (3)
- Provide opportunities for a discussion on recovery, resilience, and coping skills (3)
- Provide support and instruction for individuals and/or their families living with mental health conditions to share their life stories to provide hope to others (3)
- Increase number of individuals certified or trained as mental health and substance use disorder peers (3)

Mental Health & Substance Use Disorders Work Plan (Draft)

Goal 3

- Increase awareness of behavioral health needs in the community.
 - **Objective 1:** Increase awareness of signs and symptoms of behavioral health concerns.
 - **Objective 2:** Increase awareness of behavioral health resources.

Strategies

- Increase knowledge and awareness of mental health, signs and symptoms of mental illness, and available resources (1)
- Develop programming that teaches tools for emotional regulation and stress management while simultaneously offering opportunities for relationship building and interpersonal connection (1)
- Elevate community awareness of existing portals / create new entry points to behavioral health treatment and recovery support resources (2)
- Increase the county's awareness, access to, and understanding of local, regional and on-line support services through literacy-level appropriate communications and access to vetted resources (2)
- Elevate community awareness on how to identify and respond to an overdose (2)
- Increase public awareness of suicide prevention to reduce suicide attempts and fatalities in Cecil County (2)

Mental Health & Substance Use Disorders Work Plan (Draft)

Goal 4

- Increase collaboration among community partners to address the behavioral health needs in the community.
 - **Objective 1:** Coordinate public communications efforts among partner organizations.
 - **Objective 2:** Coordinate data collection and evaluation efforts.
 - **Objective 3:** Increase community outreach and advocacy.

Strategies

- Develop a comprehensive data management and program evaluation system to inform services and track outcomes (2)
- Assess the current Recovery Oriented System of Care (ROSC) and related supports available for individuals and families affected by behavioral health disorder (2)
- Enlarge advocate base of those involved in behavioral health initiatives (3)
- Increase outreach and reduce barriers to involvement in behavioral health efforts (3)
- Increase collaboration among local behavioral health providers to improve service to the community (3)
- Collaborate with local providers, consumers and advocacy groups to identify gaps, and develop strategies to improve quality of care and access to services (3)
- Increase implementation of locally appropriate and evidence-based strategies to reduce overdose fatality and increase community participation in these strategies (3)
- Train a critical mass of community stakeholders in an evidence-based Mental Health First Aid type of training (3)

Access to Health Services Work Plan (Draft)

Goal 1

- Improve access to behavioral health services to increase the number of individuals receiving services and reduce health disparities.
 - **Objective 1:** Increase capacity and availability of services.
 - **Objective 2:** Assure equitable access to care.
 - **Objective 3:** Implement workforce development strategies to recruit and retain behavioral health professionals in Cecil County.

Strategies

- Improve access to in-county behavioral health crisis response and inpatient services, especially for individuals in need of medication for opioid use disorder (MOUD) (1)
- Establish satellite support service locations to increase access, reduce transportation burdens, normalize the need for family support and reduce scheduling pressures at provider offices (1)
- Develop policies and programs that incentivize existing providers to offer services in Cecil County (1)
- Ensure that individuals have access to the full continuum of behavioral health services regardless of insurance status (2)
- Enhance and integrate the local behavioral health crisis response system to divert individuals from the criminal justice system and non-essential emergency room visits (2)
- Identify underserved populations within the behavioral health system (2)
- Identify behavioral health needs of children and adolescents (2)
- Develop a formal mechanism to attract and retain a talented and professional behavioral health workforce (3)
- Develop specific strategies to increase the number of young people in Cecil County pursuing behavioral health careers (3)

Access to Health Services Work Plan (Draft)

Goal 2

- Increase access to transportation services for Cecil County residents receiving health services.
 - **Objective 1:** Compile a resource directory of available transportation resources in Cecil County.
 - **Objective 2:** Research model transportation programs and funding opportunities to expand transportation resources.

Strategies

- Identify available free and low-cost transportation resources in Cecil County (1)
- Ensure resource directory is accessible to the public and providers through platforms such as Find Help and Unite Us (1)
- Market transportation resource directory available to the public (1)
- Provide onboarding to Cecil County providers on available resources in the county (1)
- Identify model transportation programs in similar counties (2)
- Identify funding opportunities to expand transportation resources (2)

Access to Health Services Work Plan (Draft)

Goal 3

- Increase access to cancer screening services in Cecil County.
 - **Objective 1:** Craft and implement public outreach materials to promote cancer screenings, with a focus on Low Dose Computed Tomography (LDCT), and other prevention activities.
 - **Objective 2:** Work with providers to understand and address barriers to patient referral and screening.

Strategies

- Work with the Cancer Task Force to develop educational and outreach materials (1)
- Analyze provider survey results to determine barriers to patient referral and patient screening (2)
- Develop strategies to assist providers with making referrals and reduce barriers to patient screening (2)

Access to Health Services Work Plan (Draft)

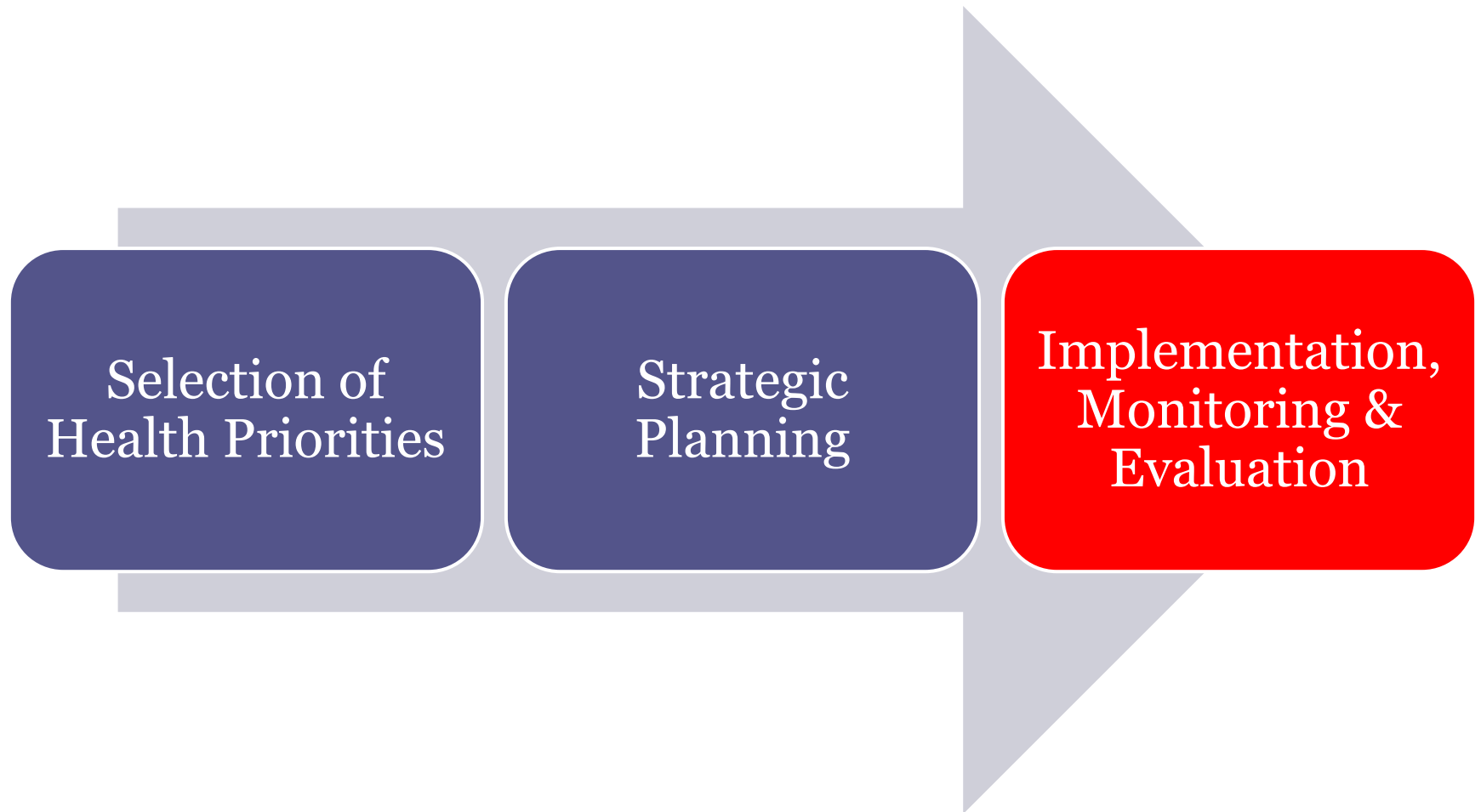
Goal 4

- Increase access to diabetes prevention and management resources.
 - **Objective 1:** Increase referrals to, and enrollment in diabetes prevention and management resources.

Strategies

- Examine current provider referral processes and make changes where necessary for new EHR system(s) (1)
- Educate providers on the availability of programs and the referral process (1)
- Provide follow-up for patients that are referred to programs, but do not enroll to determine barriers (1)

CHIP Process



CHIP Implementation

- Implementation will be led by work groups identified previously with support provided by CHAC
- CCHD will provide technical and data support, monitor progress, and communicate with broader CHAC membership when additional support is needed

CHIP Activity Tracking



CHIP Priority: Childhood Trauma

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

Short Term Objectives: Example: By December 31, 2023 hold a community forum on Adverse Childhood Experiences (ACEs) with atleast 50 people in attendance.

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

CHIP Strategies:

CHIP Task Communication Log

Task	Person(s) Responsible	Action Taken	Benchmark Date	Date Completed
July - December 2014				
Example: Develop report and launch of form	Donna Carter, JG	Report card developed and administrative training set [link]	9/30/14	9/30/14
Example: Develop budget for event	JG			
Example: Contact organizations/business about hosting the event	JG			
Example: Contact other health care providers to meet	JG			
Example: Create and disseminate educational materials	JG			
January - June 2015				

Community Updates

Example: Only 1 school (50%) released information about community happening activities when speaking with your school JG

CHIP Reporting & Evaluation

- Reports submitted semi-annually to CHAC and presented at CHAC meetings
 - The CHIP Activity Tracking Logs may be used to streamline the reporting process
- Evaluation is an ongoing process
 - The CHIP is intentionally designed to be flexible
 - Data updates on indicators of success will be shared with workgroups
 - 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/>