

KENT COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN 2018-2021



LETTER TO THE COMMUNITY

July 19, 2019

Dear Community Residents and Leaders:

In keeping with the goal of improving community health through community action, it is our pleasure to present the 2018 Kent County Community Health Improvement Plan.

This report is the result of a formal community health needs assessment and improvement planning effort and reflects more than 24 months of collaborative work with agency partners, community stakeholders, and input from community residents to establish a plan of action for addressing priority health issues that are plaguing the health and wellbeing of our community's residents.

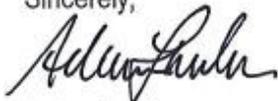
Using the Mobilizing for Action through Planning and Partnerships (MAPP) framework as our guide, a comprehensive assessment of our community's health needs and opportunities have been identified and documented. Data from the 2017 Community Health Needs Assessment was used to prioritize key health issues for inclusion in the Community Health Improvement Plan.

Through this effort we commit to regularly tracking and measuring our processes and outcomes to evaluate and improve our planning efforts. We are also committed to developing data-driven targets and timely policies founded on evidence-based interventions supported by research and/or practice. Most importantly, we are driven to see that this report is available to and positively impacts the lives of all who live, work, learn, and play within Kent County.

We are grateful to the more than 50 partner organizations and stakeholders across many sectors that have been involved at one or more phases of this MAPP process, and look forward to their continued support as the plan is implemented and successes recorded. A special thank you to the Community Health Advisory Committee (CHAC) for providing support, oversight, and for serving in an accountability capacity as we begin implementing the strategies included within the plan.

Though the challenges in our community are many, so are the opportunities and assets available to us. We invite you to use this plan to better inform your knowledge of the work that is currently underway to address the key health priorities within the community. This is a community plan and only through community involvement, commitment, and resource sharing will we be able to accomplish the lofty goals and objectives that have been set. While some strategies have been put to action, others are in the beginning stages of development. We encourage you, your organization, and your network of partners to join the movement of improving the health and wellbeing for all in Kent County.

Sincerely,



Adam London
Administrative Health Officer
Kent County Health Department



Emily Brieve
Kent County Commissioner
Chair, Community Health Advisory Committee

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EXECUTIVE SUMMARY

Following the release of the 2017 Kent County Community Health Needs Assessment (CHNA), the Kent County Health Department (KCHD) and Healthy Kent (an initiative of KCHD) convened partner agencies to initiate the process of developing the Community Health Improvement Plan (CHIP). A CHIP is a community-wide strategic plan that helps set priorities or areas of focus for community health improvement efforts using the CHNA results as a guide. Community Health Improvement Plans are community-driven and rely on engaging partner organizations, agencies, and community residents to develop, support, and implement the plan. A CHIP is intended to serve as a vision for the health of a community and provides a framework for the community to use in making that vision a reality.

Kent County Community Health Improvement Plans are created and published every three years. Previous plans and annual progress reports can be accessed at <https://accesskent.com/Health/CHNA/reports.htm>. The current CHIP was developed and implemented through partnerships with more than 50 community organizations and partners.

In early 2018, Healthy Kent facilitated a community input process to determine priority areas for the current CHIP cycle. The process involved reviewing the 2017 CHNA results of the community health survey, in which nearly 5,000 residents voiced their opinion on the health problems most affecting their neighborhood or community. The ten most frequently reported health concerns were then listed in an electronic survey that was shared with stakeholders and community members. Respondents were asked to select four health issues the community should prioritize during the 2018-2021 CHIP. More than 800 individuals participated in priority selection and the final list of health priorities were shared with partners and the community at the Healthy Kent Winter Summit on February 13, 2018.

Workgroups were formed around each of the priority health issues, which are highlighted in the table below.

PRIORITY HEALTH ISSUES	GOALS
Mental Health	<ol style="list-style-type: none"> 1. Decrease stigma associated with mental health issues by increasing community awareness about mental health conditions. 2. Improve navigation and referral services for persons seeking mental health services in Kent County.
Healthy Eating, Active Living (HEAL)	<ol style="list-style-type: none"> 1. Increase the proportion of Kent County residents who are at a healthy weight (as defined as having a body mass index [BMI] between 18.5 and 24.9). 2. Develop a childhood BMI data collection process to gain baseline data for children age 4-18 years old in Kent County.
Substance Use Disorder (SUD)	<ol style="list-style-type: none"> 1. Identify existing resources addressing stigma reduction. 2. Collaborate with the media to reduce stigmatization while reporting SUD stories. 3. Increase access to stigma reduction resources for all people in Kent County. 4. Support existing stigma reduction efforts in Kent County.

The process of developing the CHIP accounted for existing efforts and activities in the community, identified gaps, engaged stakeholders, and ensured consensus for action. Successful implementation of the CHIP includes commitment to action by organizations and residents throughout Kent County. Achievement of the goals for health improvement will be regularly monitored through quarterly Kent County Community Health Advisory Committee updates and annual progress reports. The CHIP will be reviewed and revised regularly by Kent County Health Department staff, Priority Workgroups, and members of the Kent County Community Health Advisory Committee.

ABOUT COMMUNITY HEALTH IMPROVEMENT PLANS

WHAT IS A COMMUNITY HEALTH IMPROVEMENT PLAN (CHIP)?

A Community Health Improvement Plan, or CHIP, is an action-oriented strategic plan that focuses on select health issues within a community. CHIPs detail how these issues will be collaboratively addressed, including strategies and measures of success to ultimately improve community health outcomes. CHIPs are created through collaborative and inclusive planning processes that engage partner agencies, organizations, and the residents of the community to develop, support, and implement the plan. A completed CHIP should serve as the vision for health within the boundaries of the community or jurisdiction covered and provide a framework for organizations to use when leveraging resources, engaging partners, and identifying priorities and strategies for communitywide health improvements.

HOW TO USE A CHIP

A CHIP is designed to be a broad, strategic framework for community health and should be a living document that is modified and adjusted as necessary to address changing community conditions, availability of resources, and other factors that could negatively or positively influence the likelihood of successful plan implementation. CHIPs are written in such a way that any organization can find a meaningful and impactful role to play.

Community groups and sectors including but not limited to: private and nonprofit organizations, government agencies, academic institutions, community and faith-based organizations, and residents can become involved in CHIP efforts to improve the health and quality of life for those who live, learn, work and play in Kent County. You are encouraged to review the priorities, goals, and objectives, reflect on the suggested interventions and strategies, and consider how you and your organization can join this collaborative call to action.

THE CONNECTION TO THE 2017 KENT COUNTY COMMUNITY HEALTH NEEDS ASSESSMENT (CHNA)

The first comprehensive CHNA for Kent County was completed in 2011. With funding support from local health systems and the Kent County Health Department, the Michigan Public Health Institute was hired to complete the assessment. In 2013, the Kent County Health Department hired a full-time epidemiologist to focus on planning and conducting future CHNAs to be completed every three years.

The 2017 assessment process included a synthesis of existing quantitative data on social, economic, and health indicators for the City of Grand Rapids, Kent County, Michigan, and the United States. Comparisons across the different geographies were drawn, where possible, and assessments against national benchmarks set through Healthy People 2020 were reported. Quantitative data was compiled, analyzed, and reported from multiple data sources including the US Census, Centers for Disease Control and Prevention, County Health Rankings, Michigan Department of Health and Human Services, other state departments, Kent County Health Department, and many others.

The 2017 CHNA also included public health disease surveillance data, vital statistics, and socioeconomic data, among other indicators. Self-reported health behavior data was compiled from large, population-based health surveys like the Michigan Profile for Healthy Youth, the Youth Risk Behavior Survey, and the Behavior Risk Factor Surveillance Survey (BRFSS) conducted in Kent County. When possible, data was reported by select demographic characteristics (including age, gender, race, household income and education) to help identify disparities and inequities that may exist to inform CHIP development for Kent County.

To fully understand the needs of the community, additional data was collected through three methods: 1) community input cards, 2) photovoice, and 3) a community health survey. The community input cards were collected from a variety of stakeholders who attended *A Healthy Community for All: Health in All Policies* event. Attendees were asked, “*What do you think is the most pressing health concern in Kent County today?*” and responses were captured through electronic polling. Additionally, mothers participating in home visiting programs contributed their opinions on

what in the community helps them and their families stay healthy, and what makes it hard to stay healthy. Photovoice was another method used to gather community input. Participants were provided cameras to take photos in their communities in response to the same questions about what helps and what makes it hard to stay healthy. Together, these processes reached more than 250 people. The community health survey was distributed electronically through Qualtrics and in paper form through partner agency networks and outreach events. The survey asked respondents to select up to five health problems they believe most affect their neighborhood or community from a designated list. Respondents were also asked for their opinions and perceptions on other socioeconomic factors affecting health, such as employment, access to health care, and neighborhood safety. More than 4,800 Kent County residents participated in the community health survey.

The final assessment report, 2017 CHNA, serves as a living document that will guide future community discussions and planning for the Kent County Health Department, health system partners, and the community at-large. Findings from the 2017 Kent County CHNA were used to support and narrow the priority health issues of focus in this CHIP.

THE CYCLE OF ASSESSMENT TO ACTION

In conjunction with the release of the 2017 Kent County CHNA, a community-driven process was used to help narrow the list of key priority health issues in Kent County. This was a multi-layered prioritization process that involved input from partner organizations, as well as members of the public. The process for identifying priority issues began with the review of findings from the community health survey.

The ten most frequently reported health concerns from nearly 5,000 respondents were listed in an electronic survey, in which stakeholders and community members were asked to vote for the four health concerns the community should prioritize during the 2018-2021 CHIP. More than 800 individuals responded to the Priority Selection Survey between January 18–30, 2018. The final list of priority health issues was then shared with partners and the community at the 2018 Healthy Kent Winter Summit. The priorities include:



*As the CHIP process began, community partners opted to merge the obesity and poor nutrition topics into one workgroup — Healthy Eating, Active Living (HEAL) — as many of the resources and stakeholders involved with addressing one would likely be involved with addressing the other.

DEVELOPMENT OF THE KENT COUNTY CHIP



Source: NACCHO

THE FRAMEWORK

Following the release of the 2017 Kent County CHNA, community partners embarked on a process to develop a corresponding improvement plan. The framework used to guide CHIP development was Mobilizing for Action through Planning and Partnerships (MAPP). MAPP is a process that has been widely used in communities across the nation for community health improvement planning and was developed and endorsed by the National Association of County and City Health Officials (NACCHO). It is also specifically referenced by the Public Health Accreditation Board (PHAB) in guidance documents as a model practice for community health improvement planning efforts.

Kent County Health Department (KCHD) staff facilitated the CHIP process and engaged the Kent County Community Health Advisory Committee (CHAC) to serve as the oversight body for the process. CHAC serves in an advisory capacity and provides input targeted toward specific health issues identified by

KCHD). CHAC membership always includes representation from the following sectors:

- Kent County Board of Commissioners (2)
- Member At-Large (1)
- Faith-Based Organization (1)
- Community-Based Organization (2)
- Healthcare Providers (3)
- Kent Intermediate School District (1)
- Kent County Department of Health and Human Services (1)

KCHD staff convened three Priority Workgroups to determine goals, objectives, strategies, and lead partners for each of the priority health issues. The Priority Workgroups also had broad representation from relevant community agencies, organizations, and community representatives.

DEVELOPMENT OF THE CHIP

The three Priority Workgroups were co-facilitated by a KCHD staff person and a community co-lead from a local organization. The Workgroups met as frequently as necessary between June 2018 and March 2019 to develop goals, measurable objectives, identify evidence-based strategies, and determine lead agencies for each selected strategy. Workgroup co-leads for each of the priority health issues presented preliminary plans for the CHIP to the Kent County CHAC in November 2018. Throughout the CHIP process, Workgroup participants engaged additional stakeholders and groups, where appropriate, to solicit input and feedback on proposed goals, objectives, and

strategies. Efforts were made to identify and coordinate with existing improvement activities and programs to avoid duplication and to strengthen and highlight existing endeavors occurring within Kent County related to mental health, obesity and poor nutrition, and substance use disorder.

The CHIP plans were shared with the Kent County Community Health Advisory Committee in April of 2019 for their review and support.

POLICY CHANGES FOR SUCCESS: HEALTH IN ALL POLICIES (HiAP)

The Kent County Health Department is committed to the adoption of a Health in All Policies (HiAP) approach to ensure that health is a key consideration in decision-making across sectors and policy areas at the local level, particularly when it comes to policy issues or decisions affecting the identified health priorities discussed in this CHIP. The goal of HiAP is to ensure that decisionmakers are informed about the health, equity, and sustainability consequences of various policy options during the policy development process.

The five key elements of a HiAP approach include:

1. Promotion of health, equity, and sustainability.
2. Support of intersectoral collaboration.
3. Benefit of multiple partners.
4. Engagement of stakeholders.
5. Creation of structural or process change.

To incorporate the HiAP framework into the current improvement plan cycle, KCHD will engage with CHIP Workgroups in HiAP learning labs and equity learning opportunities with the goal of increasing awareness of HiAP among community partners in Kent County.

COMMUNITY-IDENTIFIED KENT COUNTY HEALTH PRIORITIES

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Sustainable community change is achieved by awareness and understanding of the present situation, having a clearly defined vision and plan, and knowing whether efforts impact population health. Community health indicators tell the story about where a community is in relation to its vision. After analysis of the 2017 Kent County CHNA, Healthy People 2020 objectives, and community input data collected from residents, KCHD confirmed mental health, healthy eating active living, and substance use disorder as Priority Health Issues for the 2018-2021 CHIP.

RELATIONSHIP BETWEEN KENT COUNTY CHIP AND NATIONAL EFFORTS

Aligning local efforts with those at the national level are imperative for success and lasting community health improvements. In Kent County, the community identified the same health issues as priorities for action that have been deemed priorities by the United States federal government through the National Prevention Strategy and Healthy People 2020.

NATIONAL PRIORITIES

National Prevention Strategy

The National Prevention Strategy was released in 2011 and aims to guide the nation in the most effective and achievable means for improving health and well-being. The Strategy envisions a prevention-oriented society where all sectors recognize the value of health for individuals, families, and society and work together to achieve better health for Americans.

Within the National Prevention Strategy, there are seven Priorities that provide evidence-based recommendations that are most likely to reduce the burden of leading causes of preventable death and major illness. The Priorities are designed to improve health and wellness for the entire U.S. population, including those groups disproportionately affected by disease and injury. The seven Priorities include:



All three of Kent County's Priority Health Issues coincide with the Priorities set through the National Prevention Strategy. For more information on the Priorities set through the National Prevention Strategy, please visit <https://www.hhs.gov/sites/default/files/disease-prevention-wellness-report.pdf>.

Healthy People 2020

Healthy People 2020 provides a comprehensive set of 10-year national goals and objectives for improving the health of all Americans. The overall Healthy People 2020 initiative includes 42 topic areas and more than 1,200 objectives. However, a smaller set of objectives, called Leading Health Indicators have been selected to communicate high-priority health issues and actions that can be taken to address them. The Leading Health Indicators include:

- Access to Health Services
- Clinical Preventive Services
- Environmental Quality
- Injury and Violence
- Maternal, Infant, and Child Health
- Mental Health
- Nutrition, Physical Activity, and Obesity
- Oral Health
- Reproductive and Sexual Health
- Social Determinants
- Substance Abuse
- Tobacco

All three of Kent County's priority health issues coincide with the Leading Health Indicators focused on by Healthy People 2020. For more information about the Leading Health Indicators, please visit <http://www.healthypeople.gov/2020/Leading-Health-Indicators>.

KENT COUNTY GOALS, OBJECTIVES, STRATEGIES AND KEY PARTNERS

The following pages outline the goals for each Priority Health Issue and detail the corresponding objectives, strategic activities, and persons/agencies involved in accomplishing each goal. Plans will be reviewed annually for opportunities to promote health equity and policy change using the HiAP framework.

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Substance Use Disorder (SUD)	<ol style="list-style-type: none">1. Identify existing resources addressing stigma reduction.2. Collaborate with the media to reduce stigmatization while reporting SUD stories.3. Increase access to stigma reduction resources for all people in Kent County.4. Support existing stigma reduction efforts in Kent County.

PRIORITY AREA ONE: MENTAL HEALTH



PRIORITY AREA ONE: MENTAL HEALTH

An individual's health is dependent on more than just physical well-being. Mental health status can be a large contributing factor when it comes to overall health because the two are so closely connected. Mental health issues themselves can cause alterations in normal thinking, mood, and behavior and are commonly associated with distress or impaired functioning. However, mental health conditions can also contribute to a host of other health concerns, like disability, pain, or death and can make it challenging – sometimes even impossible – for an individual to adhere to prescribed treatment protocols for other acute and chronic conditions.

Mental health issues can range from mild to severe, and affect everyone, regardless of age, race, ethnicity, gender, household income, or education level. In Kent County, 13.4% of all adults reported having had 14 or more poor mental health days within the past 30 days in 2017. However, data indicate that mental health conditions affect some population subgroups in Kent County more disproportionately than others. Females, people with a household income of less than \$25,000 and individuals between the ages of 18 and 24 reported having 14 or more poor mental health days more frequently than others in the community.

Suicide is the eighth leading cause of death among Kent County residents, with 10.5 deaths per 100,000 in 2015. Since 2012, there has been a steady increase in the number of suicide deaths in Kent County, with a jump from 69 in 2012 to 86 in 2016. Deaths attributed to suicide are of great concern, but even more staggering are the number of suicide attempts that do not result in death, but rather in survivals. It is expected that for every completed suicide, there are at least 25 attempts at suicide where the individual survives.

Though effective treatment and counseling are available for most mental health conditions, access to mental healthcare services and stigma associated with having a mental health illness are often significant barriers to addressing these conditions. Hence, the burden of mental health conditions and suicide on the communities in Kent County persists.

GOAL 1**Decrease Stigma Associated with Mental Health Issues by Creating Community Awareness about Mental Health Conditions.****OBJECTIVE 1**

Provide Adult Mental Health First Aid (MHFA) trainings to 200 Kent County residents per year.

Activities	Persons/Agencies Responsible
1. Promote MHFA trainings being provided	Kent County Health Department (KCHD), Mental Health (MH) Foundation, network180
2. Offer classes in neighborhoods identified as having poor mental health days on the BRFSS	

TRACKING PROGRESS

Activity Tracking Form (Healthy Kent Suicide Prevention Coalition)

OBJECTIVE 2

Provide Youth Mental Health First Aid (MHFA) trainings to 200 Kent County residents per year.

Activities	Persons/Agencies Responsible
1. Promote MHFA trainings offered through Project AWARE	KCHD, KISD Project AWARE, MH Foundation
2. Offer classes in neighborhoods identified as having poor mental health days on the BRFSS	

TRACKING PROGRESS

Activity Tracking Form

OBJECTIVE 3

Provide Question, Persuade, and Refer (QPR) trainings to 500 Kent County residents per year.

Activities	Persons/Agencies Responsible
Promote QPR classes being offered in the community.	KCHD, network180, Spectrum Health Medical Group, Hope Network, MH Foundation

TRACKING PROGRESS

Activity Tracking Form

OBJECTIVE 4

Provide mental health education to 100 Spanish-speaking and Refugee adults in Kent County per year.

Activities	Persons/Agencies Responsible
1. Create a plan for reaching special populations with mental health education	Mental Health Workgroup Members, Subcommittee on Special Populations, Healthy Kent Suicide Prevention Coalition
2. Identify champions in the selected community to help promote the mental health education classes	
3. Translate the Mental Health Crisis brochure into several languages	
4. Hold 10 mental health education sessions in the Spanish-speaking and refugee communities.	

TRACKING PROGRESS

- Minutes of meetings
- Number of educational sessions held and number of participants
- Survey to measure increased knowledge of resources

OBJECTIVE 5

By July 2019, train 5 mental health agency teams on Zero Suicide.

Activities	Persons/Agencies Responsible
Hold a Zero Suicide Academy in Kent County	Kent County Behavioral Health Convening

TRACKING PROGRESS

Activity Tracking Form

OBJECTIVE 6

By December 2020, implement be nice. in 20 churches, 20 workplaces, and 50 Kent County schools

Activities	Persons/Agencies Responsible
Recruit and sign up be nice. sites at churches, businesses, and schools	Mental Health Foundation, Mental Health CHIP Workgroup Members

TRACKING PROGRESS

Activity Tracking Form

OBJECTIVE 7

By December 2020, provide Live Laugh Love mental health education in 5 middle and senior high schools.

Activities	Persons/Agencies Responsible
Offer Live Laugh Love to middle schools and high schools	Mental Health Foundation, KCHD

TRACKING PROGRESS

Activity Tracking Form

OBJECTIVE 8

By December 2020, attend 10 community events to provide mental health resources and information.

Activities	Persons/Agencies Responsible
Work with Community Health Improvement Plan (CHIP) partners to attend community events	Mental Health Foundation, Healthy Kent Suicide Prevention Coalition, Pine Rest, Forest View, network180

TRACKING PROGRESS

Activity Tracking Form

OBJECTIVE 9

Provide 20 be nice. Action Hours per year to Kent County residents.

Activities	Persons/Agencies Responsible
1. Identify locations to offer the Action Hours	Mental Health Foundation, Mental Health CHIP Workgroup Members
2. Promote the community be nice. Action Hours as they are scheduled	

TRACKING PROGRESS

- Mental Health CHIP Workgroup meeting minutes
- Activity Tracking Form

GOAL 2**Improve Navigation and Referral Services for Persons Seeking Mental Health Services in Kent County.****OBJECTIVE 1**

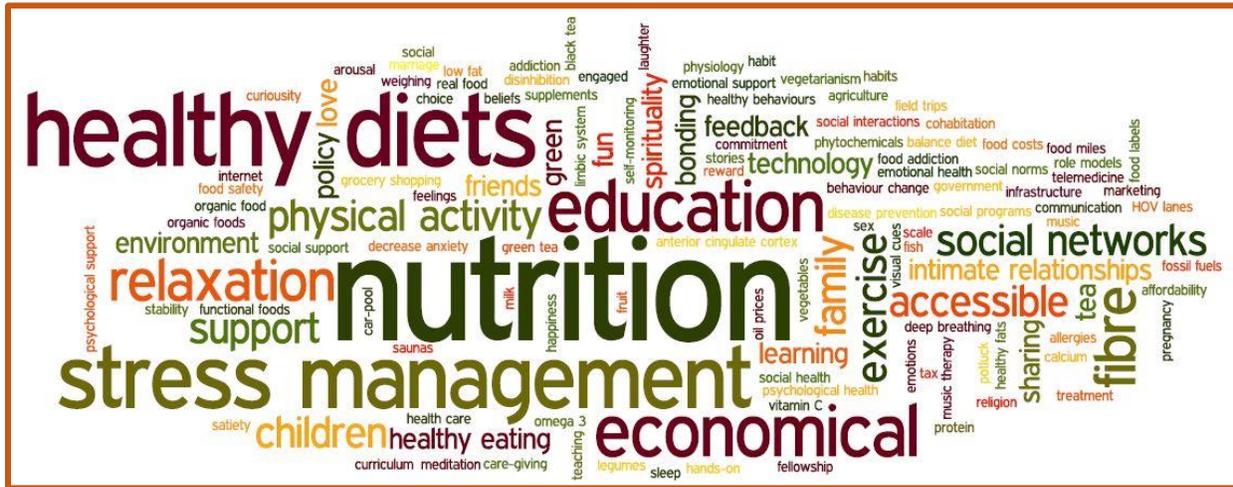
By December 2020, create mechanisms to assist Kent County residents seeking access to mental health services.

Activities	Persons/Agencies Responsible
1. Create a brochure on Crisis Navigation for families/friends experiencing a mental health crisis	
2. Work with 211 to update the mental health services listed in their database	Mental Health Foundation, KCHD, Mental Health CHIP Workgroup Members
3. Write grant proposals for funding to enhance the MIRecovery.info website with mental health resources	

TRACKING PROGRESS

- Number of brochures printed
- Number of brochures distributed
- Number of websites hosting the brochure
- Meeting minutes
- Number of grants applied for

PRIORITY AREA TWO: HEALTHY EATING ACTIVE LIVING



PRIORITY AREA TWO: HEALTHY EATING ACTIVE LIVING

There is strong scientific evidence that supports the benefits of eating a healthful diet and participating in regular physical activity. A healthy diet is generally described as consumption of nutrient-dense foods within and across all the food groups, with special focus on whole grains, fruits, vegetables, low-fat or fat-free dairy products, and lean meats and other sources of protein. The U.S. Department of Health and Human Services has set guidelines for physical activity for children, adolescents, adults, and older adults that recommend the quantity and type of physical activity that is ideal for each population subgroup. Achieving the recommended quantity of physical activity and eating a healthy and balanced diet can help improve health and prevent development of serious chronic conditions.

Though we know that these behaviors, coupled, can lead to positive health outcomes, a large segment of the Kent County population is classified as overweight, obese, and physically inactive. According to the 2014 Kent County CHNA, 64.7% of Kent County adults are considered overweight or obese. Among youth, 26.3% of middle schoolers and 28.3% of high schoolers are considered overweight or obese. Additionally, almost 20% of Kent County adults have no form of leisure-time physical activity, and only 58.6% of middle schoolers and 52.0% of high schoolers achieve the federal physical activity guidelines in Kent County.

A subset of Kent County residents experience food insecurity. Food security is defined by the U.S. Department of Agriculture as “access by all people at all times to enough food for an active, healthy life.” Food insecurity, then, refers to reports of reduced quality, variety, or desirability of diet and/or disrupted eating patterns sometimes due to reduced food intake. Persons living in households with food insecurity may have trouble achieving optimal nutrition and may suffer from insufficient caloric intake due to food unavailability.

In Kent County, more than 13% of the general population lives in a food insecure home. This equates to more than 77,000 people within our community struggling to meet adequate caloric and nutrient intake at any given time.

Residents and service agencies within Kent County have identified weight management and the achievement of optimal nutrition for all as key priority issues because of the current state of these concerns in our community.

GOAL 1 Increase the Proportion of Kent County Residents Who Are at a Healthy Weight*.

[* Healthy weight is defined by the Centers for Disease Control and Prevention as a having a body mass index (BMI) between 18.5 and 24.9.]

OBJECTIVE 1 By December 2020, increase the proportion of Kent County residents who consume the recommended number of servings of fruits and vegetables by 5%.

Activities	Persons/Agencies Responsible
1. Get Real Campaign promoting eat more every day	
2. Adoption of CDC Federal Food Service guidelines in Pre-K Ready Start schools	HEAL Taskforce and participating member campaigns (American Heart Association), KISD/Great Start Readiness, Veggie Van Sites/farmers' markets in high need area
3. Increase access, availability, and affordability of fresh fruit and vegetables	

TRACKING PROGRESS

- BRFSS
- MIPHY
- Voice Kent

OBJECTIVE 2 By April 2019, develop and market a Healthy Vending Challenge in Kent County.

Activities	Persons/Agencies Responsible
Create toolkit and marketing materials, include on Health Connect website.	HEAL Taskforce and Mercy Health

TRACKING PROGRESS

- Website materials

OBJECTIVE 3 By December 2020, increase the proportion of Kent County residents who meet recommended amounts of physical activity (PA) weekly.

Activities	Persons/Agencies Responsible
1. Get Real Campaign promoting more activity every day	
2. Design and promote 'Elevate your rate' resource card with Well Design Studio	HEAL Taskforce and participating member campaigns (American Heart Association), West Michigan Trails and Greenways Coalition, Grand Rapids City Parks and Recreation, Godfrey-Lee School staff
3. Develop a Regional Wayfinding Guide for PA navigation	
4. Connect residents with 10-minute Walk to a Park in HOPE Zones	
5. Create safe routes to school in Godfrey-Lee for students in grades 6-12 through walking audits, signs, and promotional materials	

TRACKING PROGRESS

- BRFSS
- MIPHY
- Voice Kent

- Quarterly communications tracking form
- Signs and promotional materials

GOAL 2

Develop a childhood BMI data collection process to gain baseline data for children age 4-18 in Kent County.

OBJECTIVE 1

By December 2018, conduct research for data collection and create process for annual data.

Activities	Persons/Agencies Responsible
1. Explore available processes internally and externally	KCHD staff (Jill Myer, Rachel Jantz, Leslie Griswold, Maris Brummel)
2. Work with DeVos Children’s Hospital Research group to formulate process	
3. Submit data request letter to DeVos Children’s special projects committee	
4. Request Spectrum to complete KCHD Data Use Agreement	
5. Receive secure data and create database	
6. Begin data review and report out	

TRACKING PROGRESS

- Completed MDHHS IRB
- Finalized data request letter
- Data collection process approved by KCHD Material Review Committee (MRC)
- Secured data review approved by KCHD IT
- Signed Data Use Agreement
- Populated database
- Annual report

While Kent County's adult smoking rate is 15.4%, which is lower than the rate reported for the State of Michigan and the United States, tobacco use is still a concern for specific population subgroups. People between the ages of 25-34 and 45-54, males, African Americans, Hispanic/Latinos, people with an educational attainment of some college or less, and people who have a household income below \$35,000 are most likely to use tobacco products. Additionally, almost 6% of Kent County high schoolers smoke cigarettes and 8.3% use some form of tobacco.

Substance use disorder is a complex issue that ranges in severity and can impact the lives of not only those who use the substances but the community as a whole. For these reasons, and others, Kent County leaders have cited substance use disorder as a concern that should be addressed collaboratively, and through a variety of means spanning prevention, treatment, and recovery.

GOAL 1 Identify Existing Resources Addressing Stigma Reduction							
OBJECTIVE 1	By October 2018, create a Google Form to use as a storage location for stigma reduction resources.						
	<table border="1"> <thead> <tr> <th>Activities</th> <th>Persons/Agencies Responsible</th> </tr> </thead> <tbody> <tr> <td>1. Make the form</td> <td>Brian Keeley</td> </tr> </tbody> </table>	Activities	Persons/Agencies Responsible	1. Make the form	Brian Keeley		
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1. Make the form	Brian Keeley						
TRACKING METHODS Link to completed form							
OBJECTIVE 2	By November 2018, create criteria for SUD CHIP members to use when collecting stigma reduction resources.						
	<table border="1"> <thead> <tr> <th>Activities</th> <th>Persons/Agencies Responsible</th> </tr> </thead> <tbody> <tr> <td>1. Conduct research for guidelines or criteria for materials review</td> <td rowspan="3">SUD CHIP Workgroup</td> </tr> <tr> <td>2. Develop list of most important items to include in the review</td> </tr> <tr> <td>3. Create a review form</td> </tr> </tbody> </table>	Activities	Persons/Agencies Responsible	1. Conduct research for guidelines or criteria for materials review	SUD CHIP Workgroup	2. Develop list of most important items to include in the review	3. Create a review form
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3. Create a review form							
TRACKING METHODS <ul style="list-style-type: none"> • Samples of guidelines • Meeting notes documenting group discussion on what to include • Completed review form 							
OBJECTIVE 3	By February 2019, identify a minimum of 40 stigma reduction resources.						
	<table border="1"> <thead> <tr> <th>Activities</th> <th>Persons/Agencies Responsible</th> </tr> </thead> <tbody> <tr> <td>1. Identify and collect a variety of stigma reduction resources</td> <td>SUD CHIP Workgroup</td> </tr> </tbody> </table>	Activities	Persons/Agencies Responsible	1. Identify and collect a variety of stigma reduction resources	SUD CHIP Workgroup		
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1. Identify and collect a variety of stigma reduction resources	SUD CHIP Workgroup						
TRACKING METHODS Copy of Google form containing recommended stigma reduction resources							
OBJECTIVE 4	By February 2019, have a minimum of four people recruited to serve on the stigma reduction resources review board.						
	<table border="1"> <thead> <tr> <th>Activities</th> <th>Persons/Agencies Responsible</th> </tr> </thead> <tbody> <tr> <td>1. Recruit people from the community to review materials.</td> <td>SUD CHIP Workgroup</td> </tr> </tbody> </table>	Activities	Persons/Agencies Responsible	1. Recruit people from the community to review materials.	SUD CHIP Workgroup		
Activities	Persons/Agencies Responsible						
1. Recruit people from the community to review materials.	SUD CHIP Workgroup						
TRACKING METHODS List of committed names							

OBJECTIVE 5	By August 2019, establish a library with a minimum of 20 stigma reduction resources that have been assessed and categorized.	
	Activities	Persons/Agencies Responsible
	1. Assess submitted resources for relevance	Review Team SUD CHIP Workgroup
	2. Categorize relevant resources	
	3. Develop a listing of resources for distribution in the community	

TRACKING METHODS
List of vetted resources including a summary and how to access them

OBJECTIVE 6	By September 2019, hold a presentation session to review stigma reduction resources.	
	Activities	Persons/Agencies Responsible
	1. Recruit individuals to discuss selected resources	SUD CHIP Workgroup
	2. Schedule a presentation	
	3. Develop a marketing flyer to promote the presentation	
	4. Distribute flyer to SUD CHIP members and other interested people	

TRACKING METHODS

- Meeting notes documenting the information was provided
- Copy of the presentation

GOAL 2 Collaborate with the Media to Reduce Stigmatization while Reporting SUD stories

OBJECTIVE 1	By October 2019, develop a stigma reduction resource guide specific to Kent County/West Michigan.	
	Activities	Persons/Agencies Responsible
	1. Assess submitted resources for relevance	SUD CHIP Workgroup
	2. Categorize relevant resources	
	3. Develop a listing of resources for distribution in the community	

TRACKING METHODS

- List of vetted resources including a summary and how to access them

OBJECTIVE 2	By November 2019, organize a meeting with members of the media to discuss the resource guide.	
	Activities	Persons/Agencies Responsible
	1. Talk to Steve Kelso (KCHD) to determine the best way to engage members of the media	SUD CHIP Workgroup
	2. Develop an invitation to distribute to media outlets	

TRACKING METHODS

- Meeting appointment with Steve Kelso
- Copy of invitation
- Agenda/materials distributed at meeting
- Copy of resource guide

OBJECTIVE 3 By December 2019, explore the possibility of creating an award to recognize destigmatizing media coverage/stories.

Activities	Persons/Agencies Responsible
1. Investigate availability of local media awards	SUD CHIP Workgroup
2. Conduct research for award guidelines or criteria	
3. Develop award criteria and selection process	
4. Design award	
5. Accept nominations	
6. Name aware winners	

TRACKING METHODS

- Sample of guidelines
- Meeting notes documenting group discussion on what to include
- Completed award criteria/selection process documents
- Finished award design
- Completed nomination packet
- Press release with winner's names

GOAL 3 Increase Access to Stigma Reduction Resources for All People in Kent County.

OBJECTIVE 1 By February 2020, identify three methods to increase access to stigma reduction resources for people in Kent County.

Activities	Persons/Agencies Responsible
1. Develop social/digital media plan	SUD CHIP Workgroup
2. Create a public service announcement (PSA) script	
3. Distribute PSA script to local high schools and public access television channels	

TRACKING METHODS

- Completed social/digital media plan
- Completed PSA script
- List of local high schools and public access television channels

OBJECTIVE 2 By November 2019, identify a minimum of three audiences in which to share stigma reduction messages to people in Kent County.

Activities	Persons/Agencies Responsible
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	<ol style="list-style-type: none"> 1. Identify the best methods to reach those audiences 2. Meet with members of the target audience to education them about the resource list 	SUD CHIP Workgroup
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TRACKING METHODS

- Notes summarizing the methods discussed
- Flyer, agenda, or handout for the meeting

GOAL 4 Support Existing Stigma Reduction Efforts in Kent County.

OBJECTIVE 1

By June 2020, partner/collaborate with other organizations to disseminate materials.

	Activities	Persons/Agencies Responsible
	<ol style="list-style-type: none"> 1. Identify organizations that may have an interest in sharing stigma reduction resources 2. Contact/meet with organizations to discuss their interest in sharing stigma reduction resources 3. Share resources with partner organizations to disseminate including on their social media platforms 	SUD CHIP Workgroup

TRACKING METHODS

- List of organizations
- Appointments and notes from organization meetings
- List of materials shared with organizations

OBJECTIVE 2

By April 2020, identify organizations already using stigma reduction materials/resources.

	Activities	Persons/Agencies Responsible
	<ol style="list-style-type: none"> 1. Survey local organizations to determine if they are using stigma reduction materials 	SUD CHIP Workgroup

TRACKING METHODS

- Create survey
- Disseminate survey
- Analyze survey result

ARE YOU THE MISSING PARTNER? HOW TO USE THE KENT COUNTY CHIP

PART 1: GENERAL LEVELS OF ACTION

WHAT CAN YOU DO AS A RESIDENT OF KENT COUNTY?

Become an Educator!

Educate your family, friends, and coworkers about important public health issues. Inform everyone about the possibilities outlined in this plan. The Kent County Community Health Improvement Plan is for all of us to use together. That is how we can make the biggest impact.

Take Action and Get Involved!

Every effort makes a difference toward improving the health of our community. You have the ability to inspire change, whether that is holding community meetings or engaging your neighbors in a walking club.

Here are some simple ideas on how you can get involved to make a difference in Kent County:

- Pick up the phone and start making some calls. Perhaps you are passionate about reducing obesity and improving access to healthy food or physical activities in your community. Look through this report, identify key contacts, and start reaching out. Find out what you can do to support the agencies that are involved in making sure this plan gets carried out.
- Maybe neighborhood safety is most important to you and your family. Attend your neighborhood watch meeting or if your neighborhood does not have an established neighborhood watch, visit a nearby meeting and get the information you need to establish your own watch.
- Engage in learning opportunities associated with *Health in All Policies* to ensure policy and decision-makers are sufficiently informed about the health, equity, and sustainability consequences of various policy options during the policy development process.

The Kent County CHIP was not designed to sit on a shelf in the offices of agencies involved in developing and supporting the plan. This guide should be in the hands of people living, working, learning, and playing in every community within Kent County.

WHAT CAN YOU DO AS AN ORGANIZER, AGENCY, OR PARTNER?

Listen!

Review the Kent County CHIP and see how much of your strategic planning reflects the desires of the community being served.

Innovate and Partner

Maybe you can address some of the interventions discussed in the guide; maybe you already are working on some of the pieces but need a partner to help complete or enhance the program. Use the CHIP to identify key resources and to think about which agencies you can engage with to successfully implement the interventions in this plan.

Take Action and Get Involved!

- Engage in learning opportunities associated with *Health in All Policies* to ensure policy and decision-makers are sufficiently informed about the health, equity, and sustainability consequences of various policy options during the policy development process.

PART 2: SUGGESTIONS BY COMMUNITY SECTOR

The Kent County CHIP is not a plan solely for use by the public health department or agencies involved in the CHIP's development. Rather, it is a plan for the entire public health system – all institutions with a stake in influencing and/or

ensuring the health of Kent County residents. The efforts of organizations and individuals from numerous sectors of the community will be necessary to achieve long-term CHIP goals. Suggestions for how different sectors of the community can use the CHIP are offered below:

Healthcare Systems

- Plan for hospital community benefits initiatives.
- Incorporate recommendations into organizational strategic planning.
- Lead your organization and the healthcare industry in responding to the health needs of the community.
- Help target dollars and resources into community health.

Healthcare Professionals

- Identify important health issues and barriers that exist for your clients and use recommended practices to make changes.
- Share the information in this plan with your colleagues.
- Lead your peers in advocating for actions that will improve the health of the community.

Health Plans

- Educate employers and other health coverage purchasers about the benefits of preventative healthcare and responding specifically to the health needs of the community.

Legislators and Policy Makers

- Understand and promote priority health issues in the community.
- Adopt policies that align with health improvement needs and recommendations in this plan.

Governmental Agencies

- Understand and promote priority health issues in the community.
- Identify barriers to health in the community and make plans for action.
- Invest in programs, services, and policy changes that will improve the determinants of health in the community.

Community Planning and Transportation Agencies

- Identify health challenges and recommendations in this plan that relate to community planning and development.
- Work with health officials and government agencies to employ the recommendations in the course of planning and building areas of new and re-development.

Employers

- Understand priority health issues and recommendations in this plan and how they apply to your workforce.
- Change your work environment and augment your benefits plans to support healthier employees.
- Educate your management team and employees about the link between employee health and work productivity.

Community-Based Organizations

- Understand and promote priority health issues among the audiences and stakeholders you serve.
- Align activities and outreach efforts with health improvement needs and recommendations in this plan.
- Advocate for changes that improve health when interacting with policy makers and legislative officials.

Faith-Based Organizations

- Understand and promote priority health issues among the community members you serve.
- Talk to your congregation about the importance of wellness and connect them with resources.

- Create opportunities for your organization and its congregation to take action to support the recommendations in this plan.

Philanthropy

- Understand and promote priority health issues among the communities you serve.
- Support the health issues and recommendations in this plan when consideration allocation of funding resources.

Child and Adolescent Education

- Understand and promote priority health issues and recommendations in this plan and incorporate them as educational lessons in health science, social studies, and other subjects.
- Create opportunities to take action at schools to support the recommendations in this plan that impact students, faculty, and parents.

Higher Education

- Understand and promote priority health issues and recommendations in this plan when designing research studies or projects with the community.
- Incorporate the health priorities, barriers, and solutions as educational lessons for students in health, science, education, sociology, and community service projects.
- Create opportunities to take action at institutions to support the recommendations in this plan that impact students, faculty and staff.

Tell Us About Your Efforts!

How do you or your organization use the recommendations and information in this plan? Please contact us to share your story.

Kent County Health Department

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Grand Rapids, MI 49503

P (616)-632-7281

F (616)-632-7083

<https://accesskent.com/Health/CHNA/default.htm>

ACKNOWLEDGEMENTS

A great success of the process used to develop this CHIP was the involvement and commitment across many community sectors and the non-traditional collaborations that were cultivated or strengthened as a result of this year-long journey. While the Kent County Health Department hosted the 2018 CHIP process, numerous organizations serving populations throughout Kent County were involved in the development of goals, objectives, and strategies for improving health status.

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Betsy Melton	Kent County Commissioner
Lisa Lowery	Health Care Provider
Lori Pearl-Kraus	Health Care Provider
Mark Swan	Health Care Provider
Andy Johnston	Member-at-Large (Grand Rapids Chamber of Commerce)
Ron Koehler	Kent Intermediate School District
Savator Selden-Johnson	Department of Health and Human Services
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Steve Alsum ²	Community-Based Organization (Grand Rapids Red Project)
Lisa Knight ³	Community-Based Organization (Grand Rapids Urban League)
Christopher Stemler ³	Faith-Based Organization

² Members of the 2018-2019 CHAC

³ Members of the 2019-2020 CHAC