



# COMMUNITY HEALTH NEEDS ASSESSMENT IMPLEMENTATION STRATEGY PLAN

2020-2022



NORTHERN MICHIGAN

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## **Background**

McLaren Northern Michigan participated in a region wide Community Health Assessment called MiThrive. MiThrive was a collaboration of local health departments, hospitals, and community organizations working with local residents to improve health and wellbeing in the 31 counties of northern lower Michigan. Over 150 community partners participated, and input was received from over 3,000 residents.

Health sector partners included:

- McLaren Health Care
  - McLaren Central and McLaren Northern
- MidMichigan Health
- Munson Healthcare
- Northern Michigan Public Health Alliance
- Spectrum Health

Other community entities participated, including businesses, schools, human service agencies, health providers, tribal health, and faith based organizations.

The project was led by Carrie Field, Community Health Coordinator, Health Department of Northwest Michigan. The McLaren Northern Michigan lead was Tanya Janes, Manager of Community Health & Wellness.

## **Vision**

The vision of MiThrive is a vibrant, diverse, and caring community in which regional collaboration allows all people the ability to achieve optimum physical, mental, cultural, social, spiritual, and economic health and wellbeing.

## **Community Health Profile**

The focus of the Community Health Needs Assessment (CHNA) is to identify the community needs as they exist during the assessment period. Completed in September 2019, the project revolved around one central question: How do we improve health and quality of life in our communities? For the purpose of the assessment, the community is defined as the hospital's primary and secondary service area counties, including Alpena, Antrim, Charlevoix, Cheboygan, Chippewa, Emmet, Mackinac, Montmorency, Otsego, and Presque Isle. The target population of the assessment reflects an overall representation of the communities served by the hospital.

## **Method**

There were seven phases to MiThrive. The first four, Community Themes & Strengths Assessment, Community Health Status Assessment, Local Public Health System Assessment, and Forces of Change Assessment, evaluated the community by collecting data via mini client interviews, community input boards, gathering secondary data from reliable and reputable sources, community discussions, regional meetings, community survey, and health care provider survey.

Phase 5 prioritized the issues identified in the first four phases. Phase 6 formed goals and strategies for the prioritized issues, and Phase 7 was building the action plan, Community Health Improvement Plan, for carrying out the vision.

- More than 1,880 individuals participated in a community survey
- 468 physicians and health care providers participated in the health care survey; 58 of these providers identified themselves as being affiliated with McLaren Northern Michigan
- 24 community conversation meetings were held
- Regional meeting held; over 100 persons participated
- 190 health indicators, such as leading causes of death, disease rates, health risk behaviors, access to health care, were collected and analyzed

### **Regional Strategic Priorities**

The McLaren Northern Michigan priority identification and implementation plan was developed based on key findings in the Community Health Needs Assessment, alignment with the hospital's strategic plan, input from the hospital's Community Advisory Councils, and a review of the hospital's existing community benefit activities.

- **MENTAL HEALTH AND SUBSTANCE USE**
- **BASIC NEEDS**
- **LEADING CAUSES OF DEATH**

### **Implementation Plan**

McLaren Northern Michigan has a long standing history of collaboration with its community partners. The hospital will continue to collaborate on opportunities that arise to improve the health of the communities we serve. Below are the community health improvement goals and strategies to address the strategic issues identified in the assessment. The hospital is pursuing these internally as well as in partnership with MiThrive to achieve the greatest community impact on our actions.

## MENTAL HEALTH AND SUBSTANCE USE

**Strategic Issue:** Ensure a community that provides preventative and accessible mental health and substance abuse services.

**Goal:** Improve mental health and substance use through prevention and by ensuring access to appropriate, quality services and support.

### Strategies:

- Continuously educate and train primary care and emergency department providers on mental health and substance use screening, intervention, and treatment.
- Participate on Northern Michigan Opioid Response Consortium for a coordinated response to opioid use disorders.
- Continue collaborations with Federally Qualified Health Centers and North Country Community Mental Health for mental health services.
- Implement youth-based tobacco and nicotine education and prevention program, including vaping.
- Host collection drives around the community to properly dispose of sharps/needles and medications.
- Collaborate with community partners to promote community awareness and education to reduce alcohol and tobacco use in adolescence and adults.
- Participate on Children and Youth Behavioral Health Collaborative with efforts to place more behavioral health providers within the schools.
- Continue to offer tobacco cessation classes locally through Karmanos Cancer Institute.
- Participate in suicide prevention and awareness efforts through the local suicide prevention workgroup.
- Participate in substance use prevention and awareness efforts through SAFE in Northern Michigan.
- Identify and collaborate on advocacy opportunities to increase access and payment for behavioral health and substance use disorder services.
- Continue using Telehealth as an option for behavioral health services within the hospital.
- Continue the use of surgical blocks to decrease narcotic use and dependence in post-operative patients.
- Continue the practice for only prescribing limited amounts of narcotics, when prescribed, throughout the whole organization (inpatient, outpatient, emergency dept.), and validating narcotic and mood altering prescriptions through the MAP system.
- Continue to participate in the Community Health Innovation Region, which strives to improve population health.

## BASIC NEEDS

**Strategic Issue:** Address basic needs of living to create resiliency and promote equity.

**Goal:** Improve the connection and access to resources that assist with basic needs of living for those in our community.

### Strategies:

- Promote public transit options in the area, including but not limited to EmGo, Straits Regional Ride, and County Transit as a source of affordable transportation to McLaren Northern Michigan appointments, services, and programs.
- Place a community resource liaison at the John and Marnie Demmer Wellness Pavilion and Dialysis Center to assist patients with navigating community resources for basic needs.
- Continue to offer accessible and low cost fitness and nutrition classes through the John and Marnie Demmer Wellness Pavilion and Dialysis Center.
- Expand Prescription for Produce program in connection with Farmer's Markets.
- Continue to provide patient financial, transportation, lodging, pharmaceutical, and food assistance through partnership with McLaren Northern Michigan Foundation.
- Continue to provide scholarships based on financial need for health and wellness programs through partnership with McLaren Northern Michigan Foundation.
- Continue relationship with lodging establishments for stay discounts for out of the area family during hospitalizations.
- Continue to provide transportation services for Karmanos Cancer Institute patients traveling to Petoskey from Otsego County, Cheboygan County, and the Upper Peninsula for treatments.
- Explore using a common social determinates of health intake form in primary and outpatient settings for identifying needs among our patients.
- Continue to participate in community events such as Project Connect, health fairs, and expos giving out free information and education.
- Provide information on hospital's charity care policy and continue to provide charity donations.
- Continue to offer free and/or low cost health screenings.
- Maintain status as largest employer in Emmet County helping to provide livable wage and job opportunities to those who live and work here.
- Contribute information on McLaren Northern Michigan services and health and wellness offerings to the 211 information database.

## LEADING CAUSES OF DEATH

**Strategic Issue:** Reduce risks for leading causes of death.

**Goal:** Improve prevention and reduce health risks for chronic diseases and other leading causes of death.

**Strategies:**

- Deliver education programs to the community on proper nutrition, cooking, fitness, and related wellness programs.
- Offer chronic disease management programs including diabetes education and modifiable risk factors.
- Implement Healthy Lifestyle Program for children and their families.
- Collaborate with regional partners on community campaigns and events to reduce obesity and improve physical activity.
- Continue to offer free and/or low cost health screenings.
- Continue to offer accessible and low cost fitness and nutrition classes through the John and Marnie Demmer Wellness Pavilion and Dialysis Center.
- Expand Prescription for Produce program in connection with Farmer's Markets.
- Continue to participate in health fairs and expos giving out free information and education on reducing health risks.
- Inform patients and community how to access health care information and creditable resources including patient portal access and internet access.
- Contribute information on McLaren Northern Michigan services and health and wellness offerings to the 211 information database.
- Offer provider-led presentations on prevention of chronic disease throughout the community.
- Continue to participate in the Community Health Innovation Region, which strives to improve population health.
- Continue offering support groups and education for those with chronic disease.
- Advocate for policies, rules, and regulations that reduce health risks for the general public.

## **Reporting**

The implementation plan will be monitored to track outcomes of success and areas for improvement. These strategies and activities will be implemented and tracked in coordination with MiThrive and our other community partners. The plan and program metrics will be monitored and updated annually. The hospital reserves the right to amend this implementation strategy as circumstances warrant. For example, certain needs may become more pronounced and require enhancements. During the three year period other organizations in the community may decide to address certain needs, indicating that the hospital then should refocus its limited resources to best serve the community.

The hospital will report to the community on the Community Health Needs Assessment and the Community Health Improvement Plan. Key findings of the assessment, including quantitative and qualitative data, a copy of the assessment and a copy of the hospital's Improvement Plan can be found at [mclaren.org/northern](http://mclaren.org/northern). Information on the assessment and plan are reported to various boards, advisory groups, community, media, and other community stakeholders.

***This implementation strategy was reviewed and recommended for approval by the McLaren Northern Michigan Patient and Family Advisory Council on November 25, 2019. On January 28, 2020, the McLaren Northern Michigan Board of Trustees approved this implementation strategy.***