

COMMUNITY HEALTH ASSESSMENT

AT A GLANCE

2013



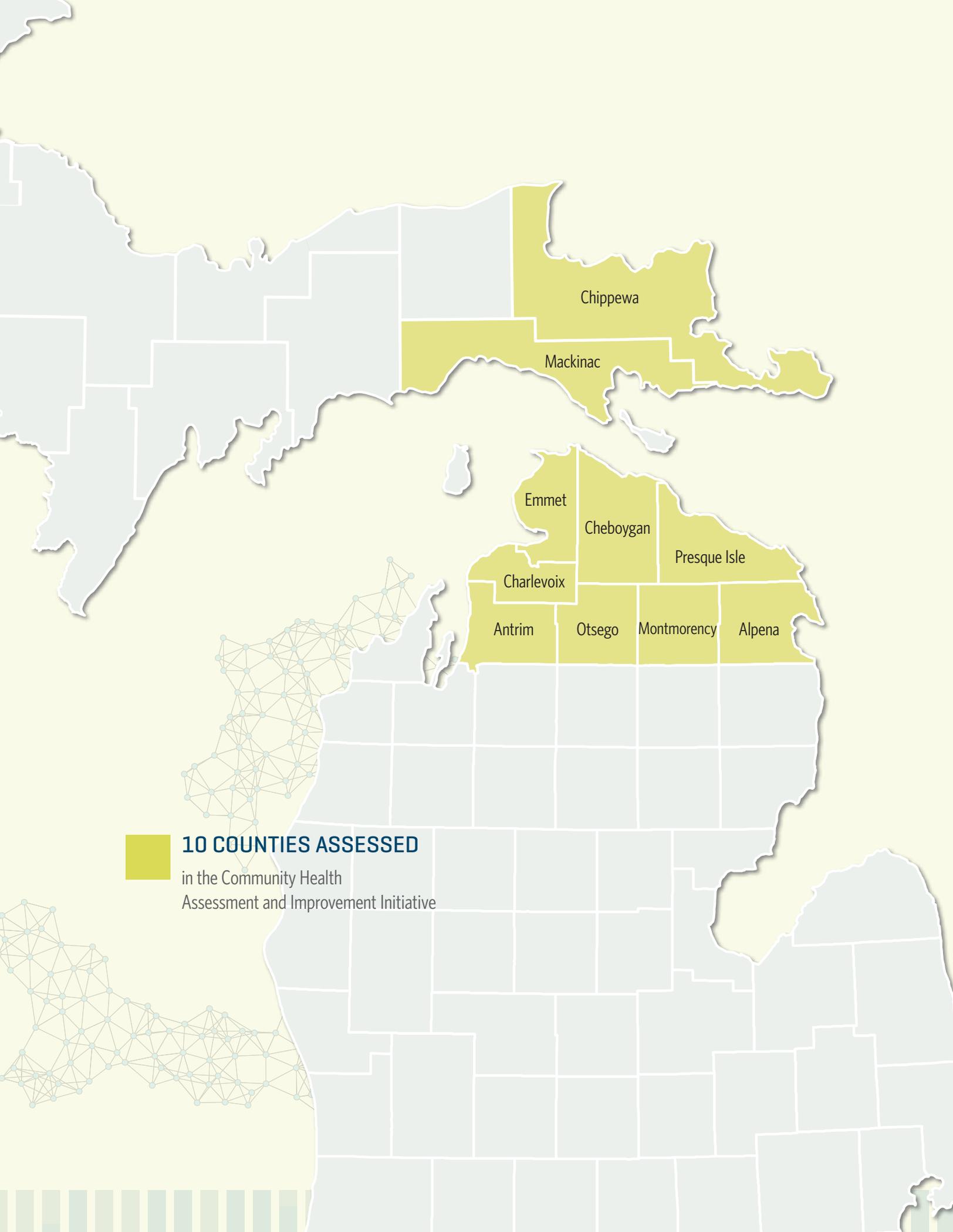
VISION:

Healthy People in
Healthy Communities



NORTHERN MICHIGAN

(800) 248-6777 | northernhealth.org



10 COUNTIES ASSESSED

in the Community Health
Assessment and Improvement Initiative

Chippewa

Mackinac

Emmet

Cheboygan

Presque Isle

Charlevoix

Antrim

Otsego

Montmorency

Alpena

Promoting Individual and Community Wellness, ONE RESIDENT AT A TIME

Health care is not a static entity; it must function well and fully, beyond clinical doors. To accomplish this, McLaren Northern Michigan takes a proactive approach to wellness and prevention:

- Focus on improving health and the quality of people's lives
- Support of healthy lifestyles
- Focus on prevention and wellness to reduce the leading causes of death such as heart disease, cancer, and stroke
- Promote preventive health care
- Empower people to take a more active role in their health
- Manage chronic disease

It supports programs and allocates funds where needed, it anticipates scientific and technological advances, and it promotes clinical advancement while providing compassionate care. In 2012, the Health Department of Northwest Michigan, in cooperation with McLaren Northern Michigan and other health-related organizations, conducted research across the region to assess community needs to help make informed decisions for the betterment of the communities it serves.

- 10 counties assessed
- More than 1,200 individuals participated
- Over 100 physicians and providers
- 22 focus groups
- Over 250 Health Indicators collected and analyzed

Community Partners: Preparing for a Healthier Region

In addition to the main initiative partners, more than 40 sectors of the community participated in collecting data for the Community Health Assessment and Implementation Plan.

- Health departments
- Area hospitals
- Mental health and substance abuse agencies
- Health care providers
- Businesses
- Health centers
- State, local, and tribal health
- Community and faith-based organizations
- Schools and colleges
- Senior centers
- Service clubs and organizations
- Health plans
- Public safety
- Community residents

Community Health Assessment and Improvement Initiative

The assessments were conducted within four categories:

- Community Health Status
- Public Health System Access
- Forces of Change
- Community Strengths

Community Health Profile: A LOOK AT THE RESULTS



Education and income are the common threads that indicate health and wellness in any population. Throughout northern Michigan, those in an unstable socio-economic position have the highest rates of health risk behaviors like obesity and smoking, and chronic disease.

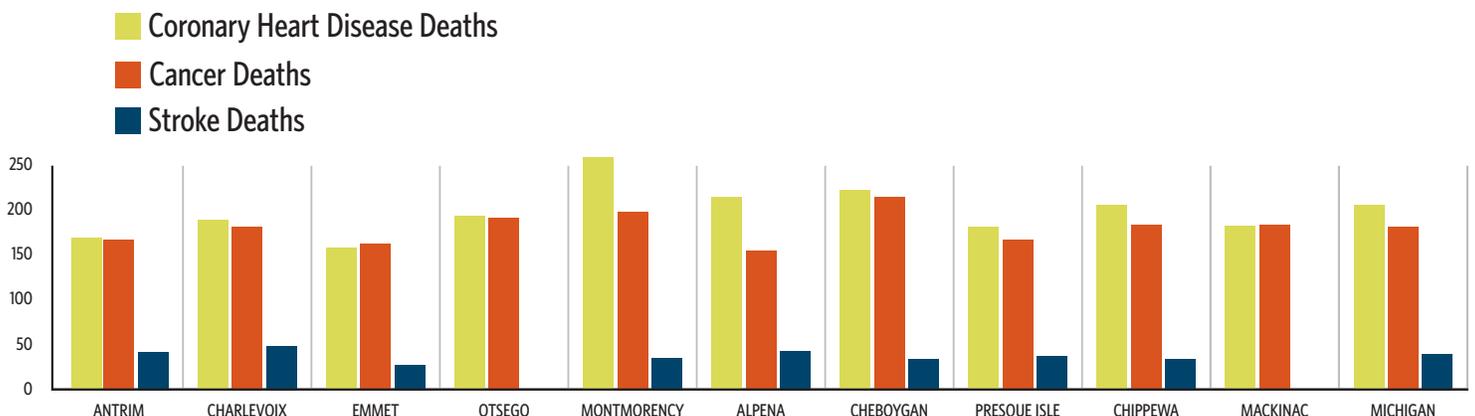
Coupled with health care risk factors, a significant proportion of northern Michigan residents experience geographic barriers to health care. Within the expansive region, health care providers are concentrated in population centers, such

as Petoskey, where hospitals operate. Many residents must travel long distances for appointments with primary care physicians and specialists. Several areas within the 10-county region are designated as “Health Professions Shortage Areas” for mental health and/or primary care, and the primary care provider-to-patient ratio exceeds the state rate of 1:874.

Meeting the needs of the entire population through education, access, and inclusion will strengthen the community as a whole. Read how McLaren Northern Michigan plans to use data accumulated to address needs in the article “Implementation Plan: Putting Statistics to Work.”

Leading Causes of Death/100,000 Residents

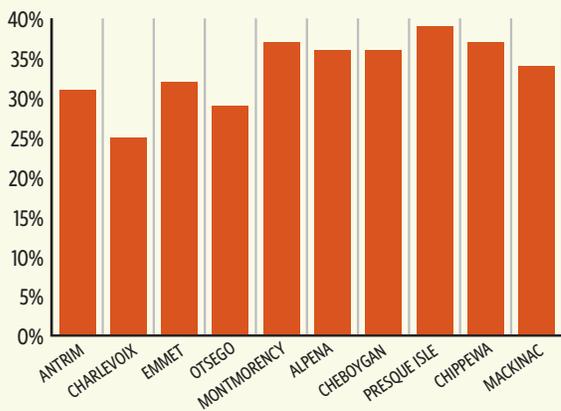
SOURCE: MICHIGAN DEPARTMENT OF COMMUNITY HEALTH



Five Most Important Health Problems

Percentages determined by Health Care Providers

SOURCE: HEALTHY COMMUNITY SURVEY



Pregnant Women who Smoke

Statewide Rate: 18%; Regional Rate: 34%

SOURCE: MICHIGAN DEPARTMENT OF COMMUNITY HEALTH

Adults with Diabetes

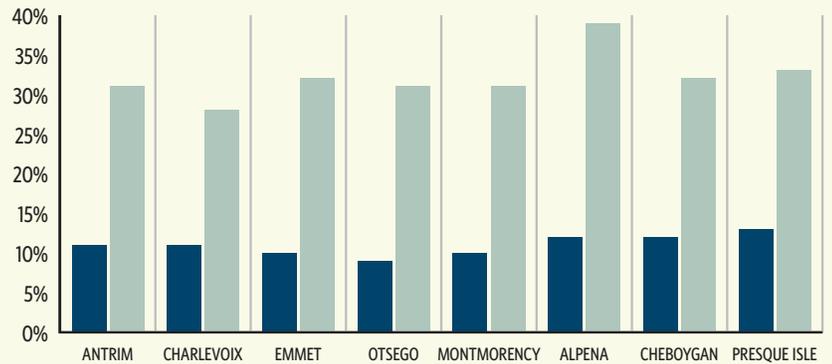
Statewide Rate: 10%; Regional Rate: 11%

SOURCE: MICHIGAN DEPARTMENT OF COMMUNITY HEALTH

Obese Adults

Statewide Rate: 32%; Regional Rate: 32%

SOURCE: BEHAVIORAL RISK FACTOR SURVEILLANCE STUDY



Adults Not Engaging in Leisure-Time Physical Activity

Statewide Rate: 25%; Regional Rate: 25%

SOURCE: BEHAVIORAL RISK FACTOR SURVEILLANCE STUDY

Adults who Binge Drink

Statewide Rate: 18%; Regional Rate: 23%

SOURCE: BEHAVIORAL RISK FACTOR SURVEILLANCE STUDY

Adults who Smoke

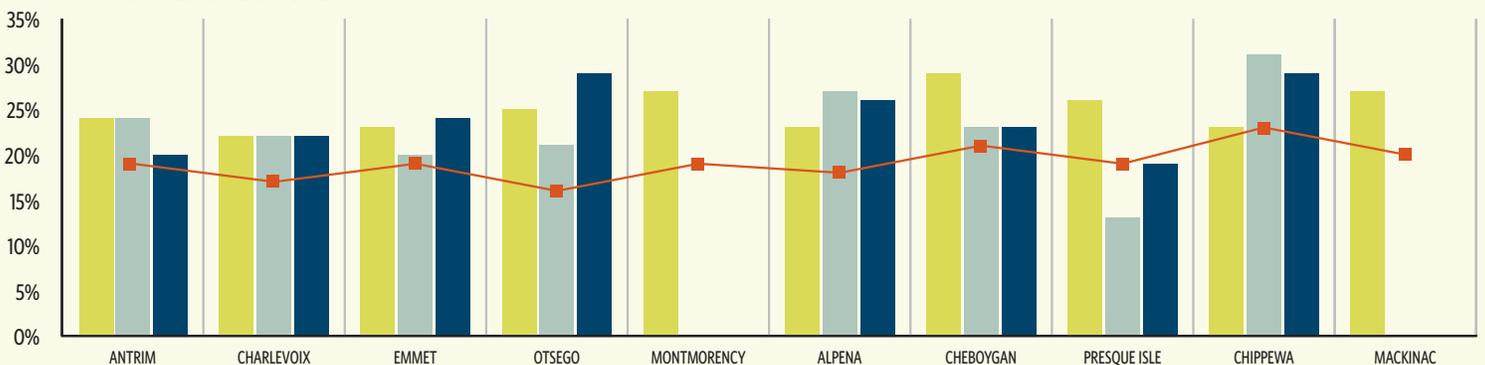
Statewide Rate: 21%; Regional Rate: 24%

SOURCE: BEHAVIORAL RISK FACTOR SURVEILLANCE STUDY

Uninsured Rate

Statewide Rate: 18%; Regional Rate: 19%

SOURCE: U.S. CENSUS BUREAU



Implementation Plan: PUTTING STATISTICS TO WORK



Numbers tell the story and inform the avenues for intervention. Comprehensive, evidence-based plans focus directly on areas of need, putting resources where they are needed most.

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, advisement from the McLaren Northern Michigan Community Advisory Councils, and a review of the hospital's existing community benefit activities.

The three major focus areas identified were:

- ❖ Obesity and chronic disease prevention
- ❖ Access to health care
- ❖ Substance abuse

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. On the facing page are the goals and strategies the hospital is pursuing to address the strategic issues identified in the assessment.

❖ Obesity and Chronic Disease Prevention

Promote health and reduce chronic disease through the consumption of healthy diets and achievement and maintenance of healthy body weights. Improve health, fitness, and quality of life through daily activity.

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- ❖ Michigan Hospital Association's Healthy Food Initiative
- ❖ Weight Management Program and support
- ❖ Nutrition and cooking classes
- ❖ Medical fitness
- ❖ Chronic disease management
- ❖ Healthy lifestyle program for children and families
- ❖ Fitness and aquatic classes
- ❖ Worksite wellness
- ❖ Education to primary care providers
- ❖ Collaboratives with schools, health departments, human service agencies, businesses, and payers

❖ Access to Health Care

Improve access to comprehensive quality health care, including primary care, mental health, and maternal and child health.

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- ❖ Primary care strategy
- ❖ Specialty clinics
- ❖ Perinatal regional planning
- ❖ Behavioral health regional planning
- ❖ Mental health referrals
- ❖ Telehealth
- ❖ Working relationships with health centers and health system/provider networks

❖ Substance Abuse Prevention and Treatment

Reduce substance abuse to protect the health, safety, and quality of life for the community. Reduce illness, disability, and death-related tobacco use and secondhand smoke.

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- ❖ Substance abuse/behavioral health regional planning
- ❖ Patient quit kits and Tobacco Cessation Program
- ❖ Youth-based tobacco education and prevention program
- ❖ Prescription drug recycle program
- ❖ Emergency Department referrals to substance abuse services
- ❖ Provide awareness and training
- ❖ Community collaboratives: Tobacco Coalition, Substance Abuse Free Environment (SAFE) Coalition, Tobacco-Free Environments

❖ Other McLaren Northern Michigan Programs and Services

- ❖ Health education classes, screenings, support services offered to enhance service lines including cardiology, cancer, and stroke
- ❖ Women and children services including childbirth education, breastfeeding program, and car seat safety





Key findings of the assessment,
including the quantitative and qualitative data,
and a copy of the assessment,
can be found at northernhealth.org/community
Northern Michigan 2012 Community Health Assessment.



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