

# Community Health Improvement Project

Presented By: Joel Strasz

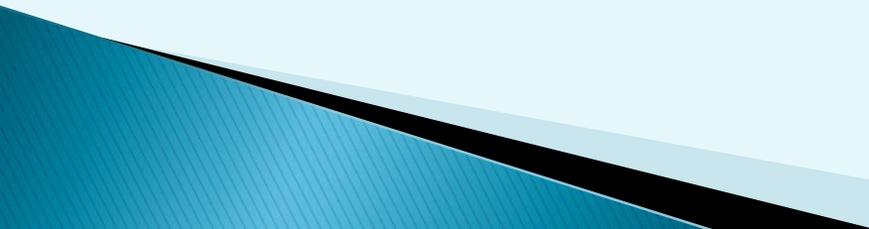
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# Partners

- ▶ Bay County Health Department
- ▶ McLaren Bay Region
- ▶ Bay Health Plan
- ▶ Bay Arenac Behavioral Health

Bay County Phone Survey and Focus Groups conducted by Lake  
Research Partners



# Agenda

- ▶ Results from the Community Health Assessment
- ▶ Community Health Improvement Plan
- ▶ Current and Future Opportunities
- ▶ Questions

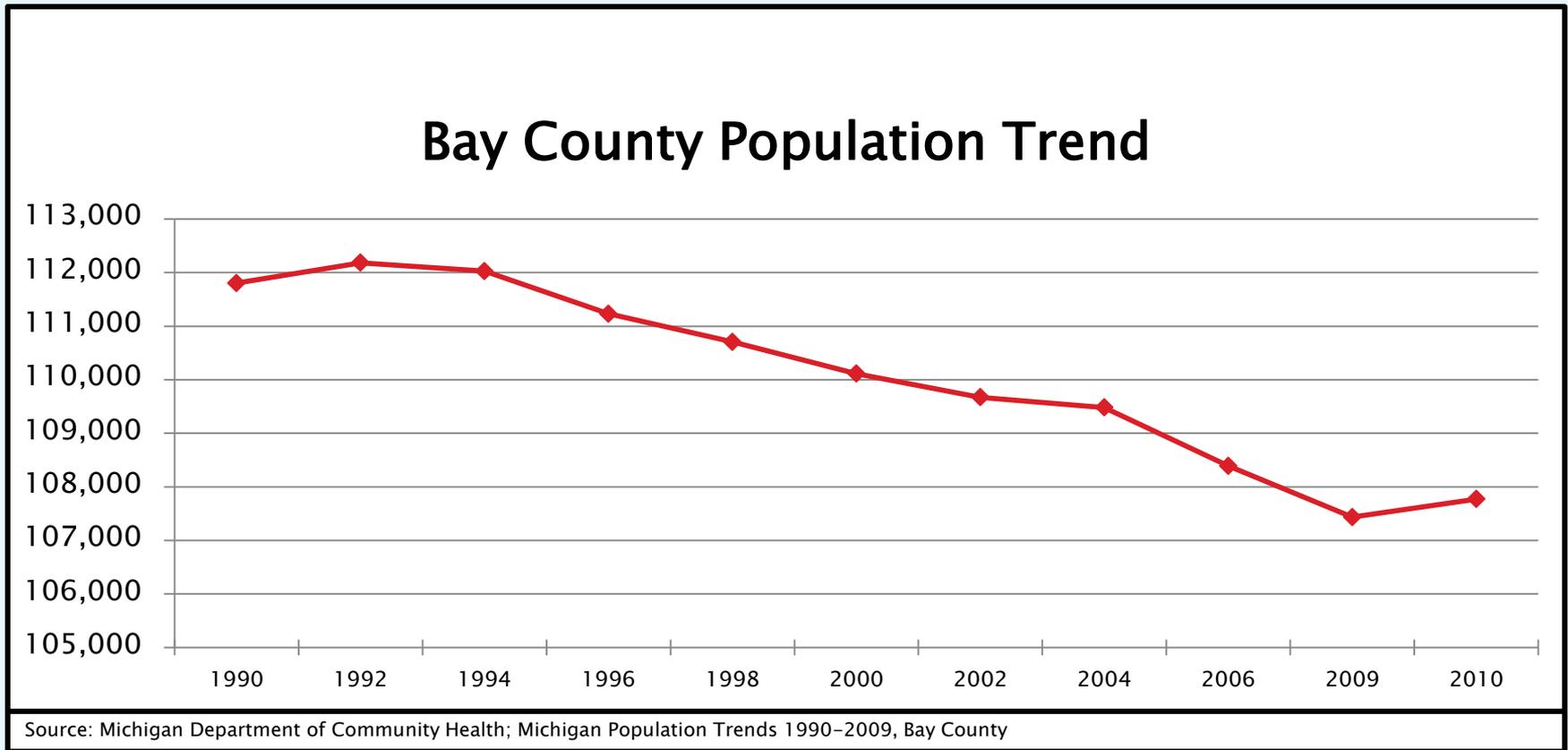
# Population and Demographic Trends

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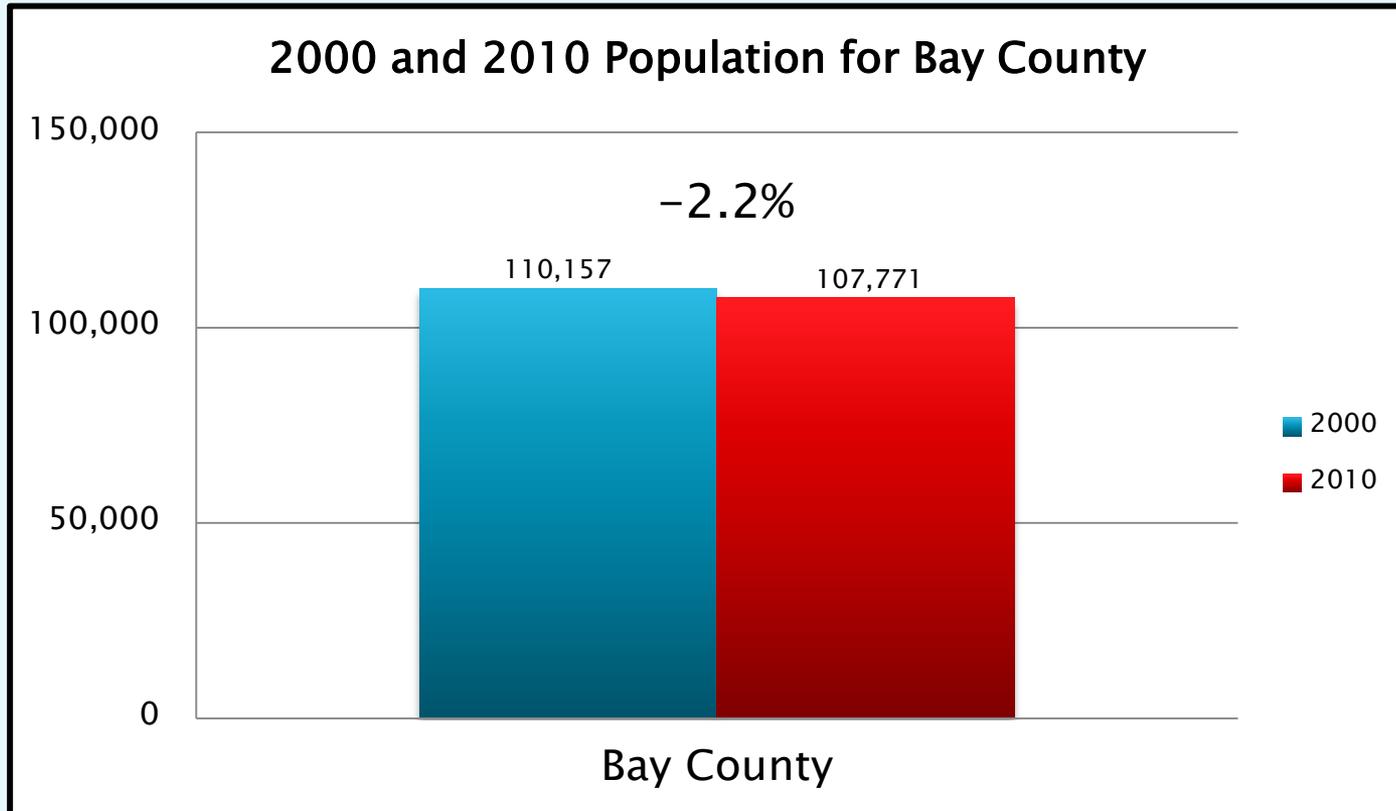
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# Population Trends

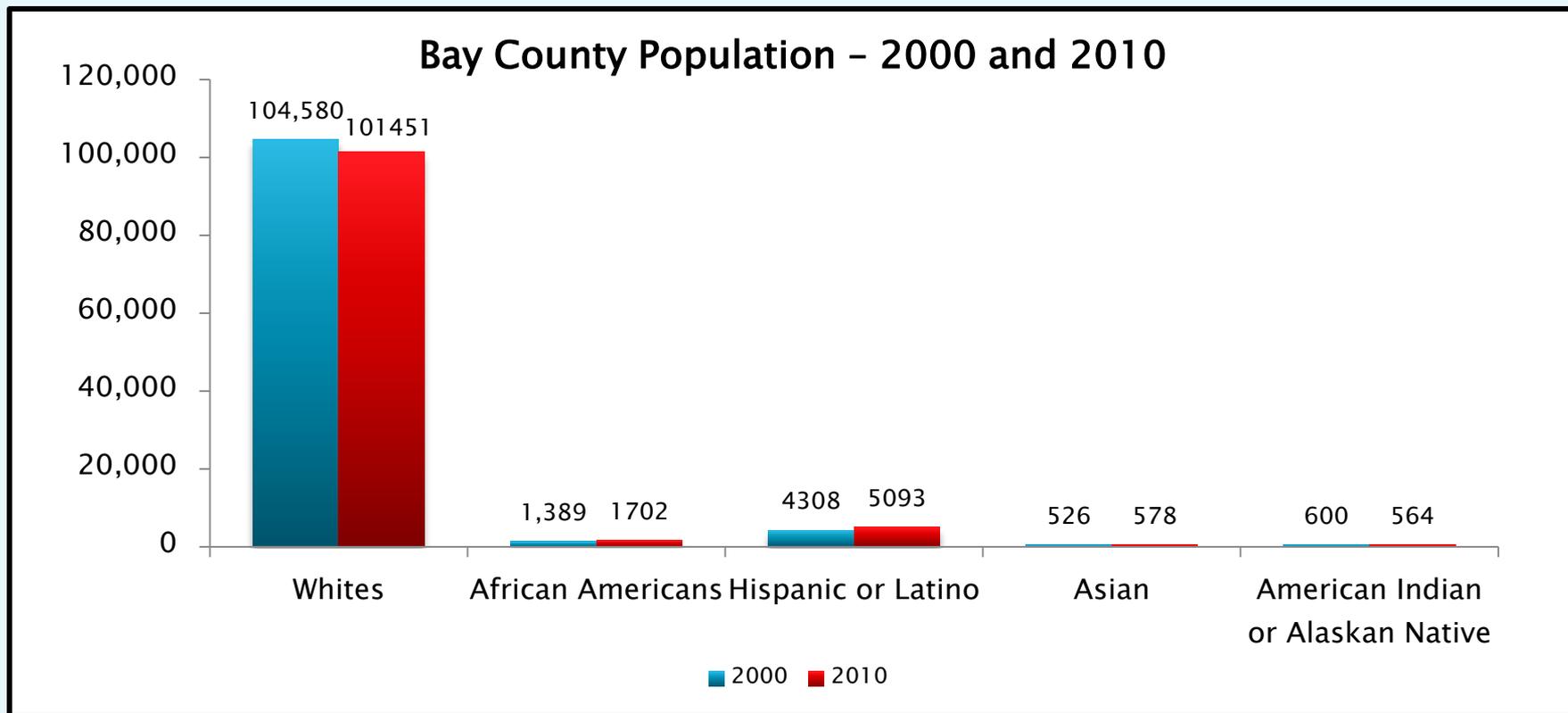


# Population Trends: Percent Loss



Source: U.S. Census 2000; 2010

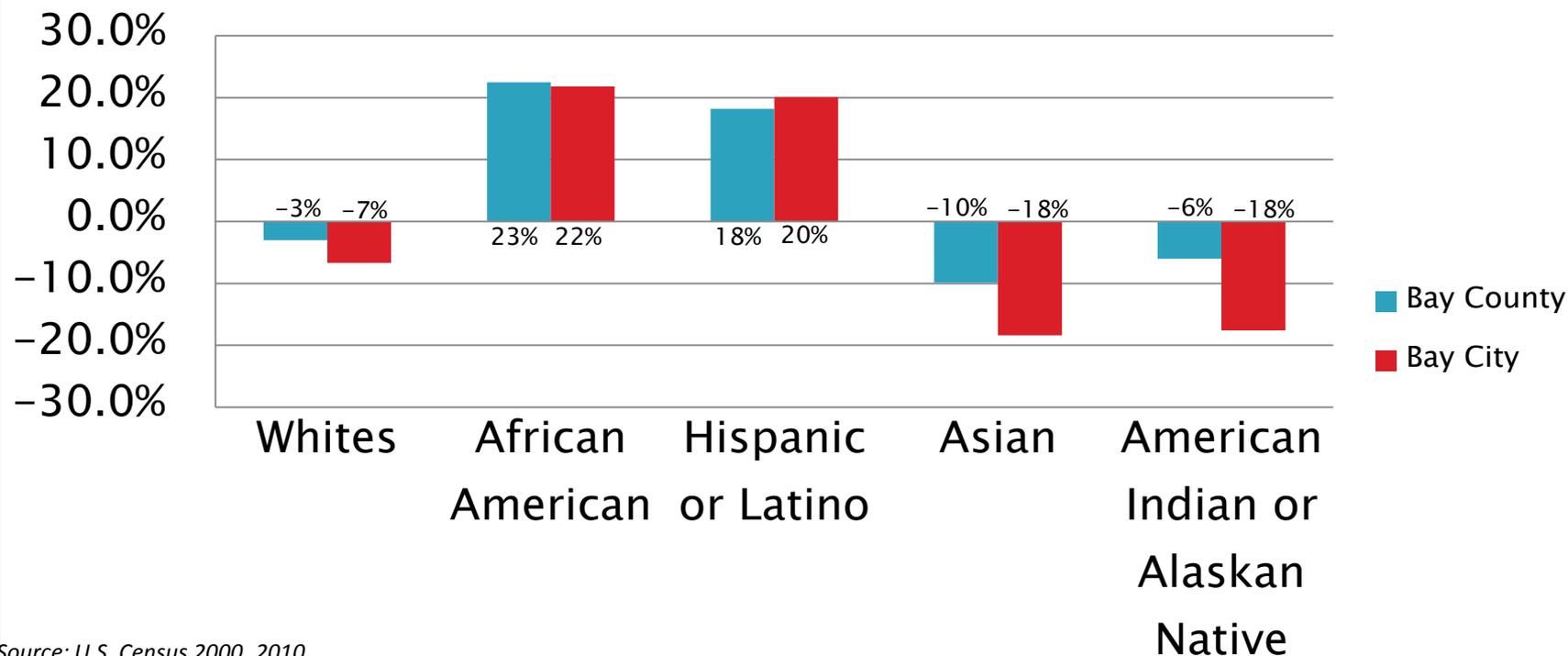
# Population Trends: Race/Ethnicity



Source: U.S. Census 2000, 2010

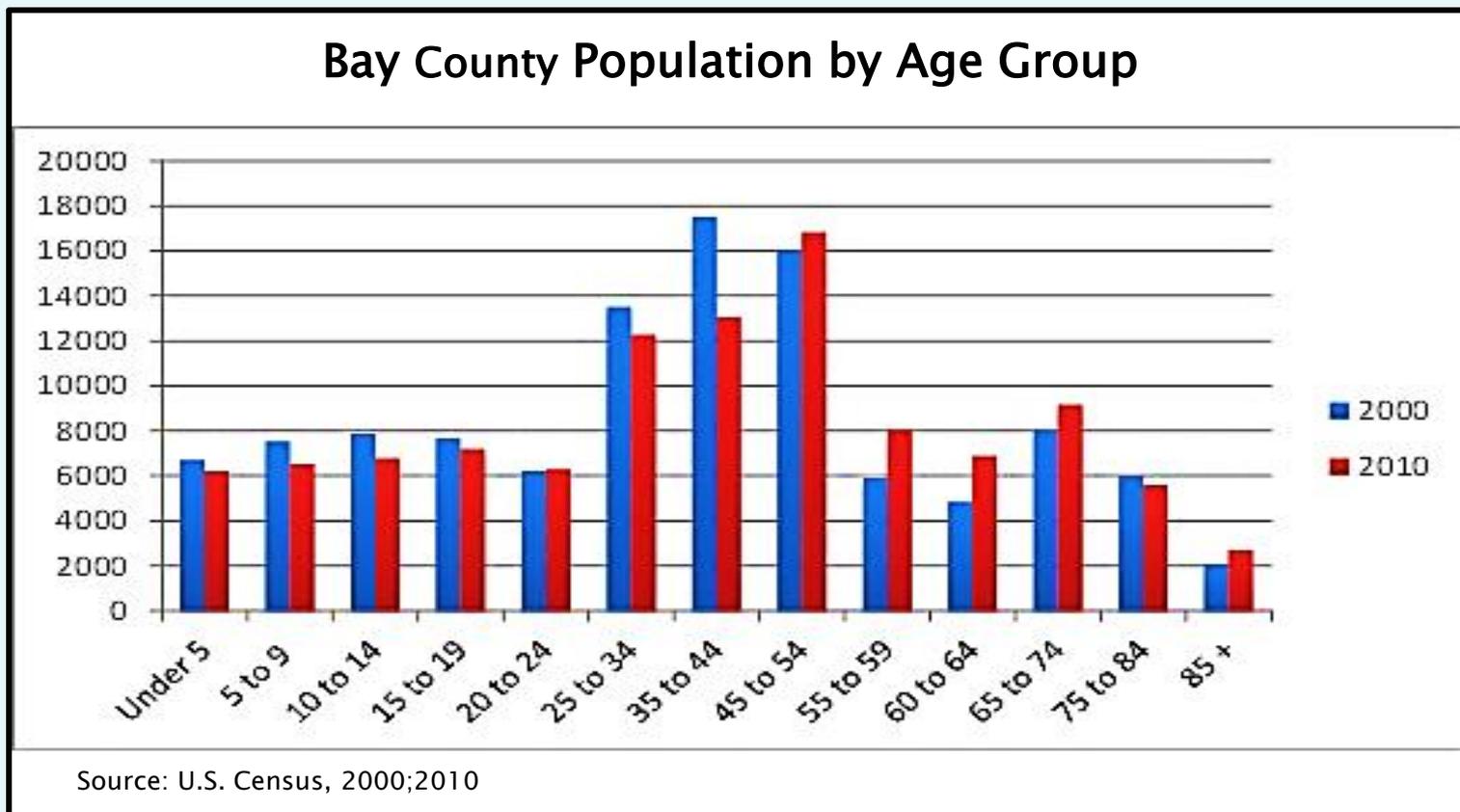
# Population Change

## Percent Change in Population by Race/ Ethnicity– 2000 to 2010

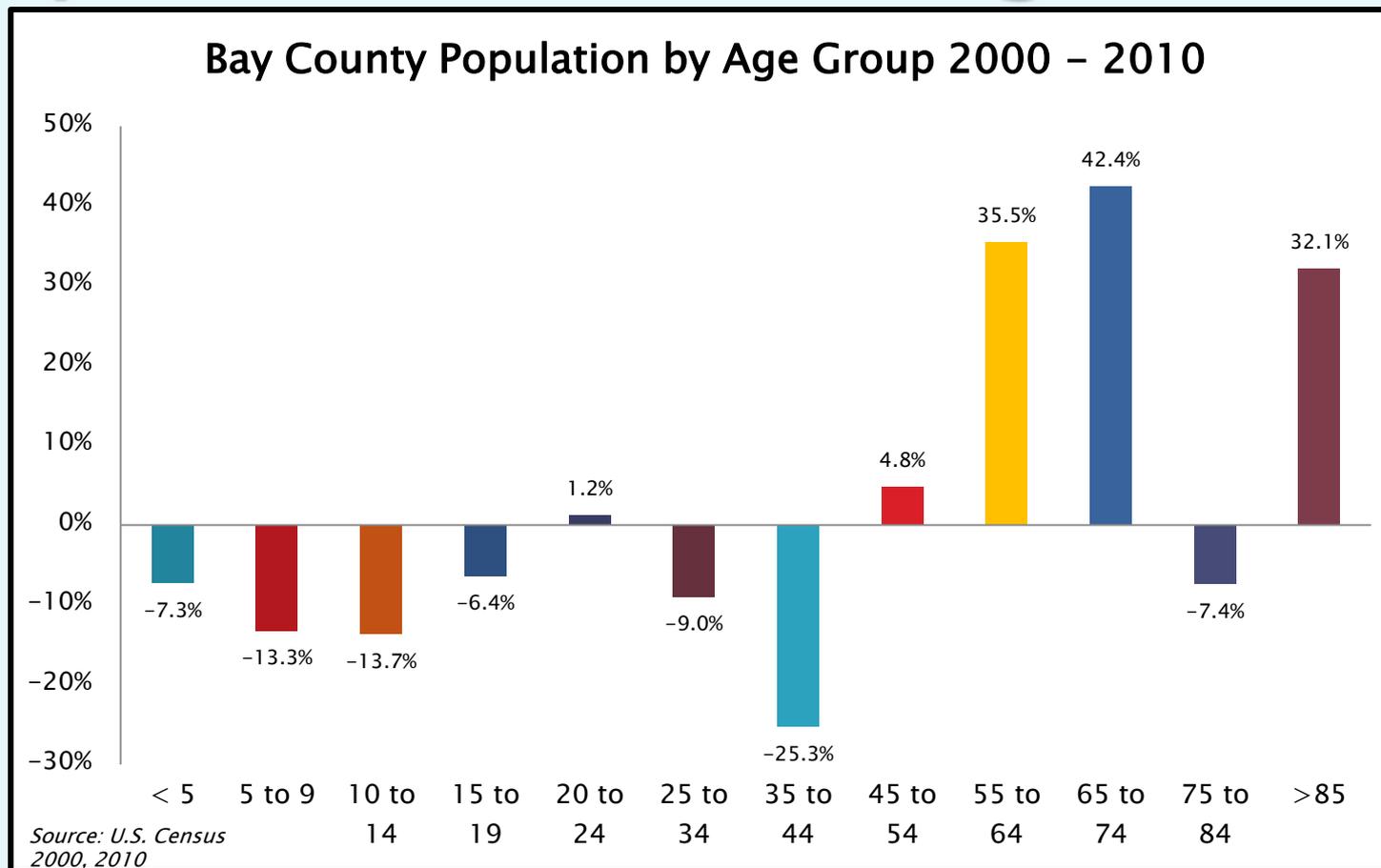


Source: U.S. Census 2000, 2010

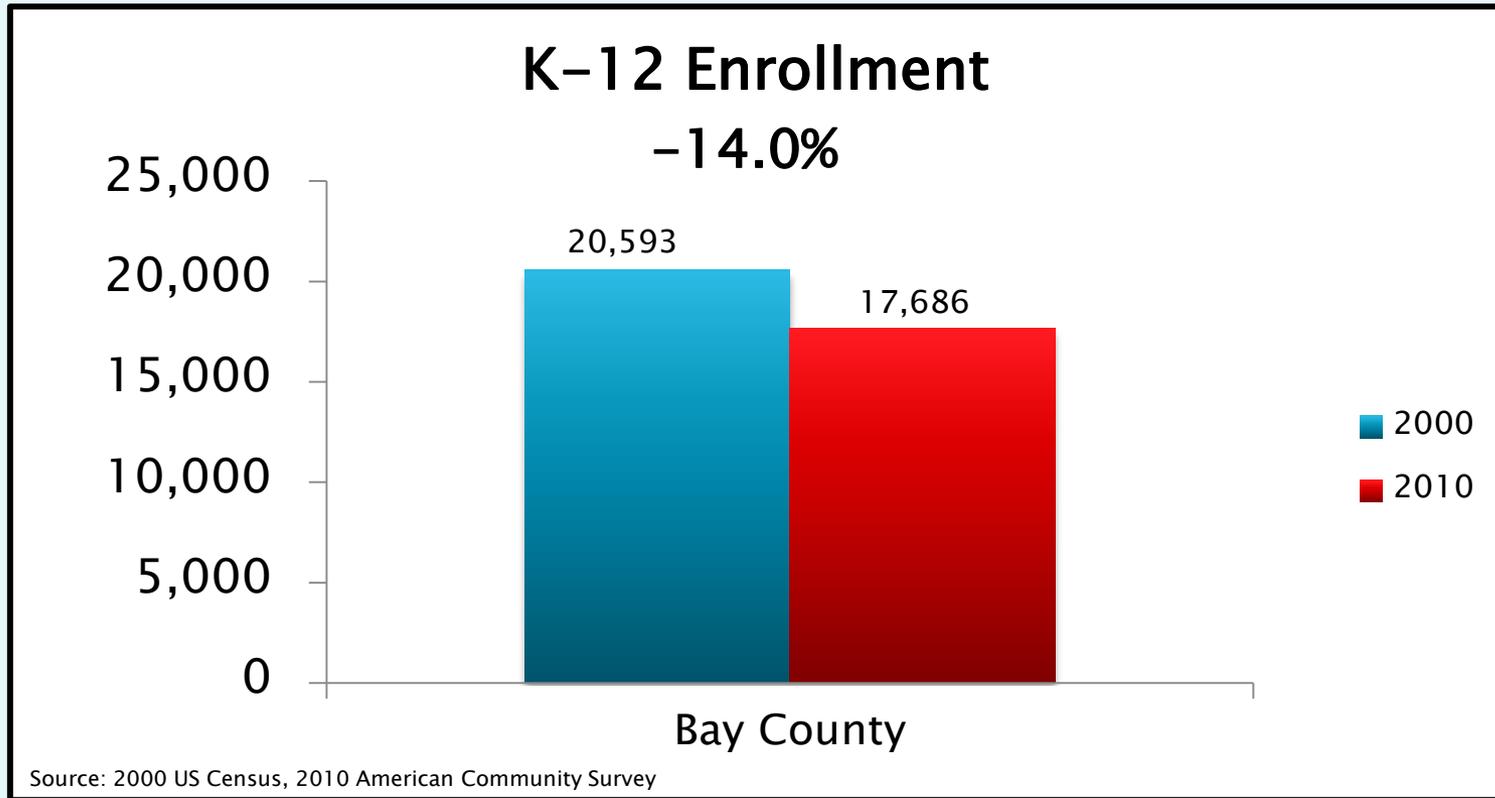
# Population Trends: Age



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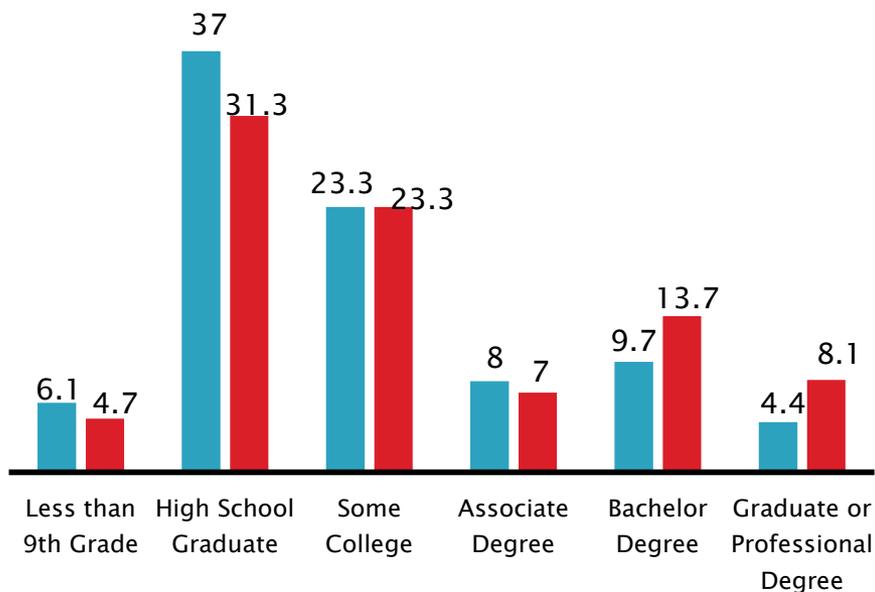
# Educational Attainment



# Educational Attainment

Percent Bay County and Michigan Residents >25: 2000

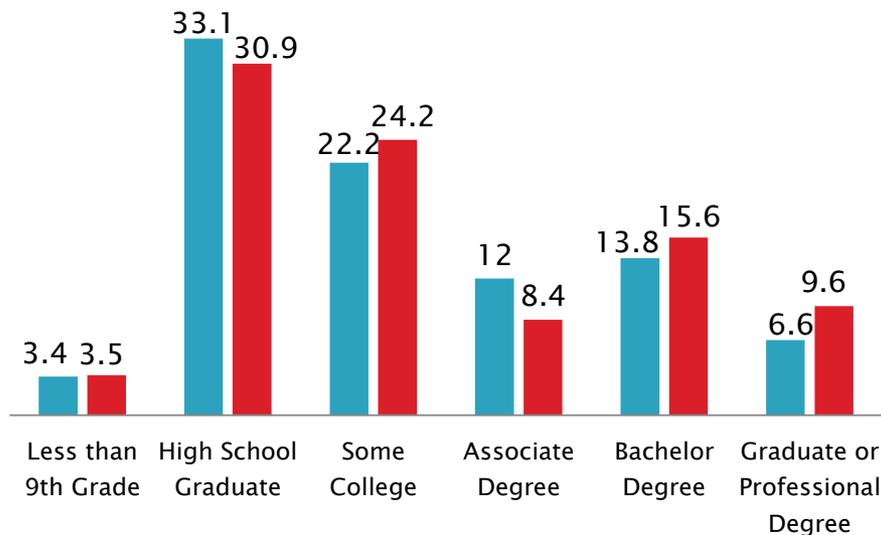
■ Bay County ■ Michigan



Source: 2000 US Census

Percent Bay County and Michigan Residents >25: 2010

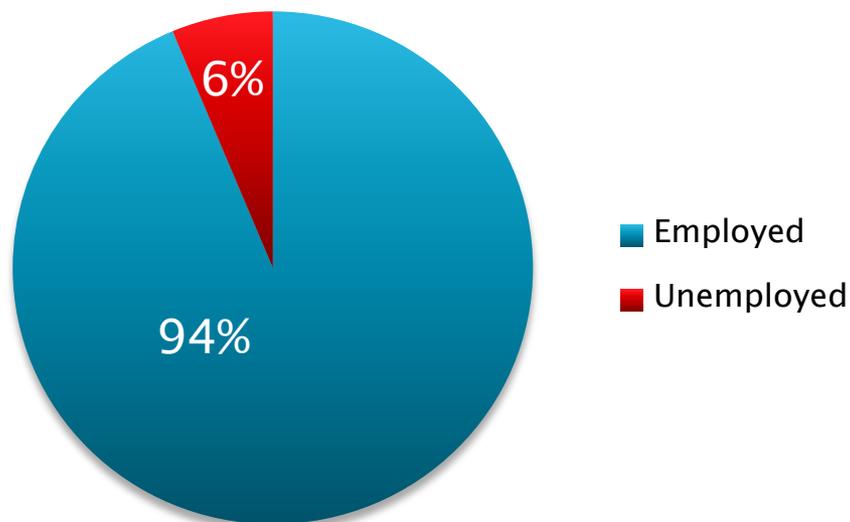
■ Bay County ■ Michigan



Source: 2010 American Community Survey

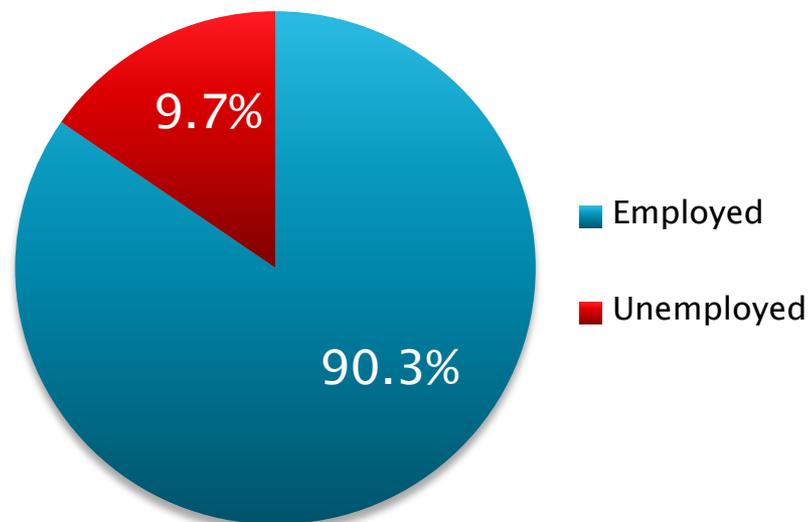
# Employment: Characteristics

## Employment in Bay County 2000



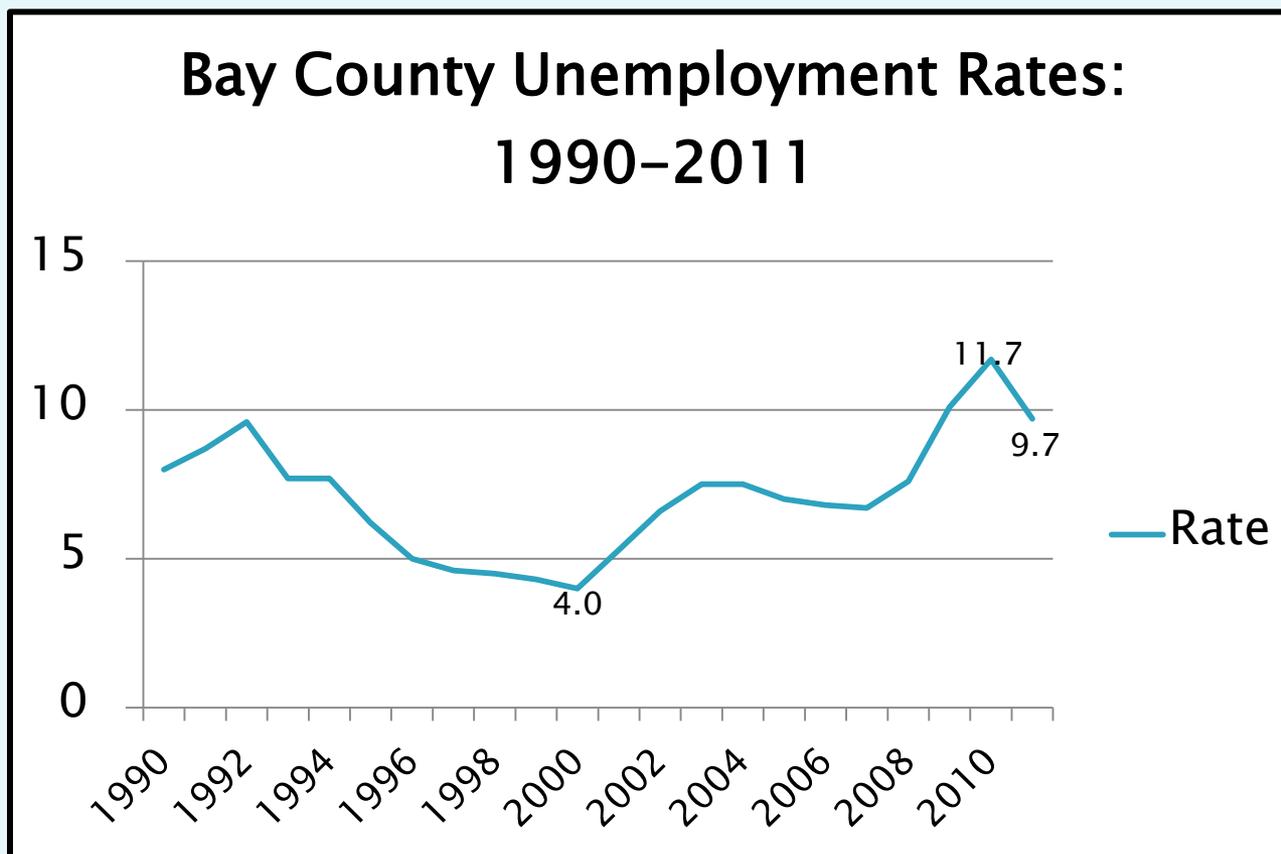
Source: 2000 US Census, 2010 American Community Survey

## Employment in Bay County 2011



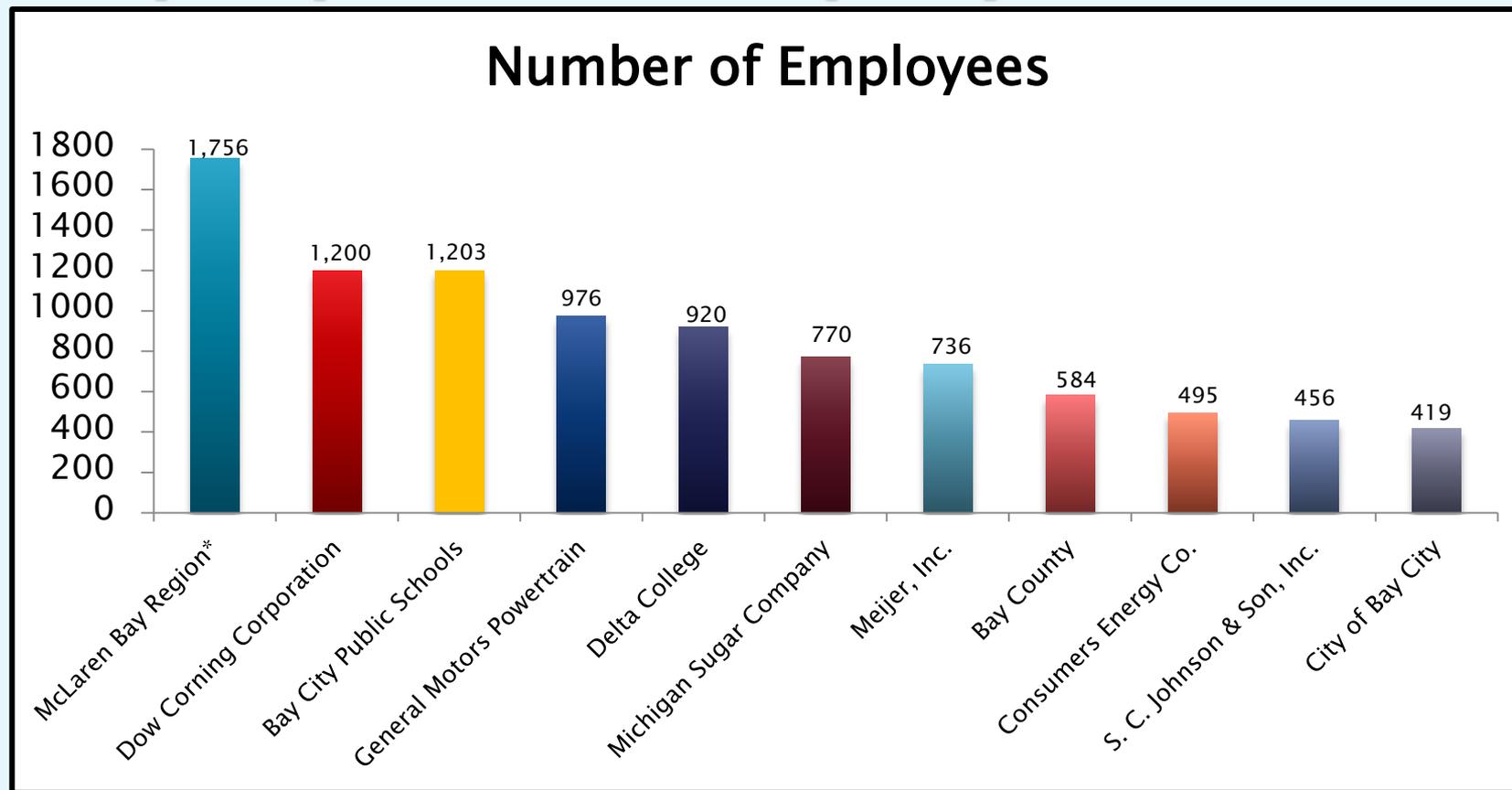
Source: 2011 Bureau of Labor Statistics

# Unemployment—By Year



Source: Bureau of Labor Statistics

# Employment: Employers



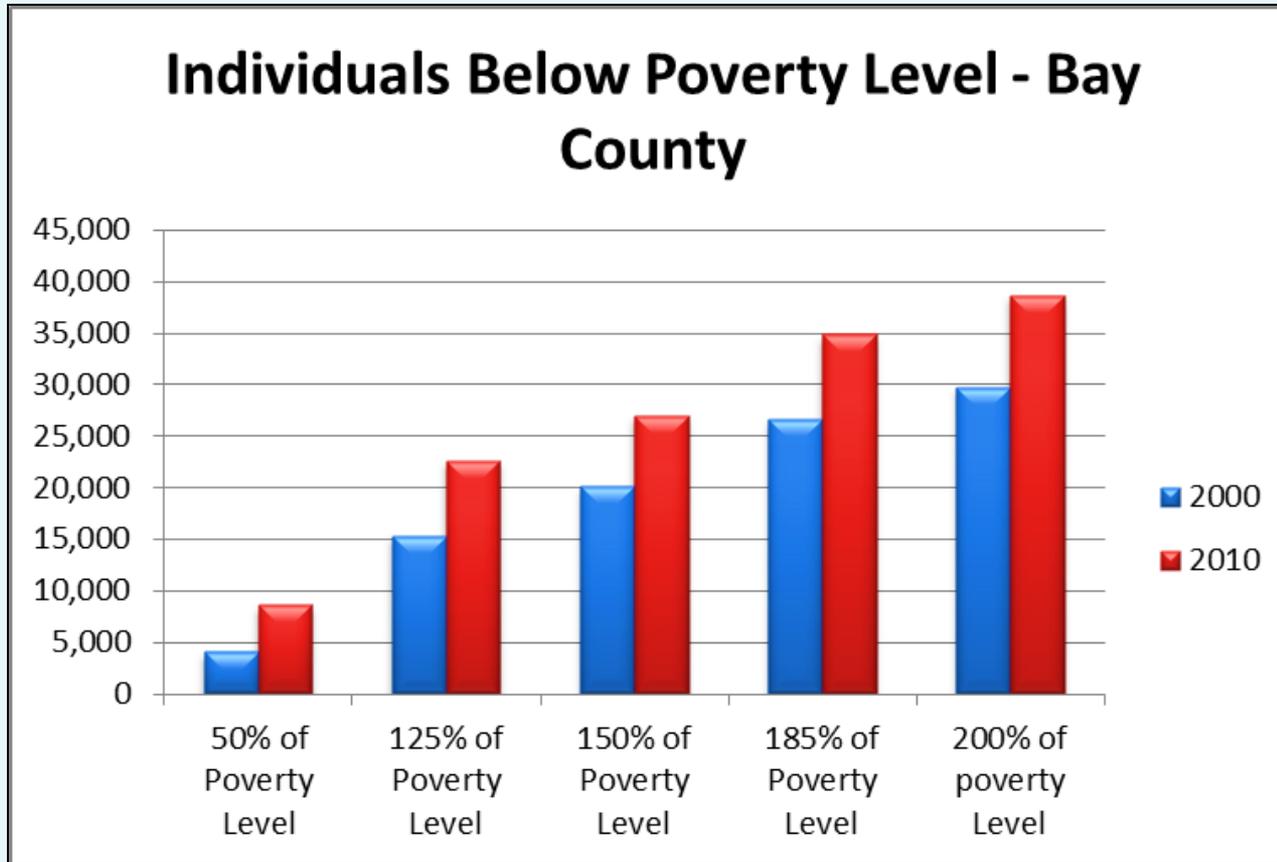
Source: Bay Area Chamber of Commerce  
\* Formerly Bay Regional Medical Center

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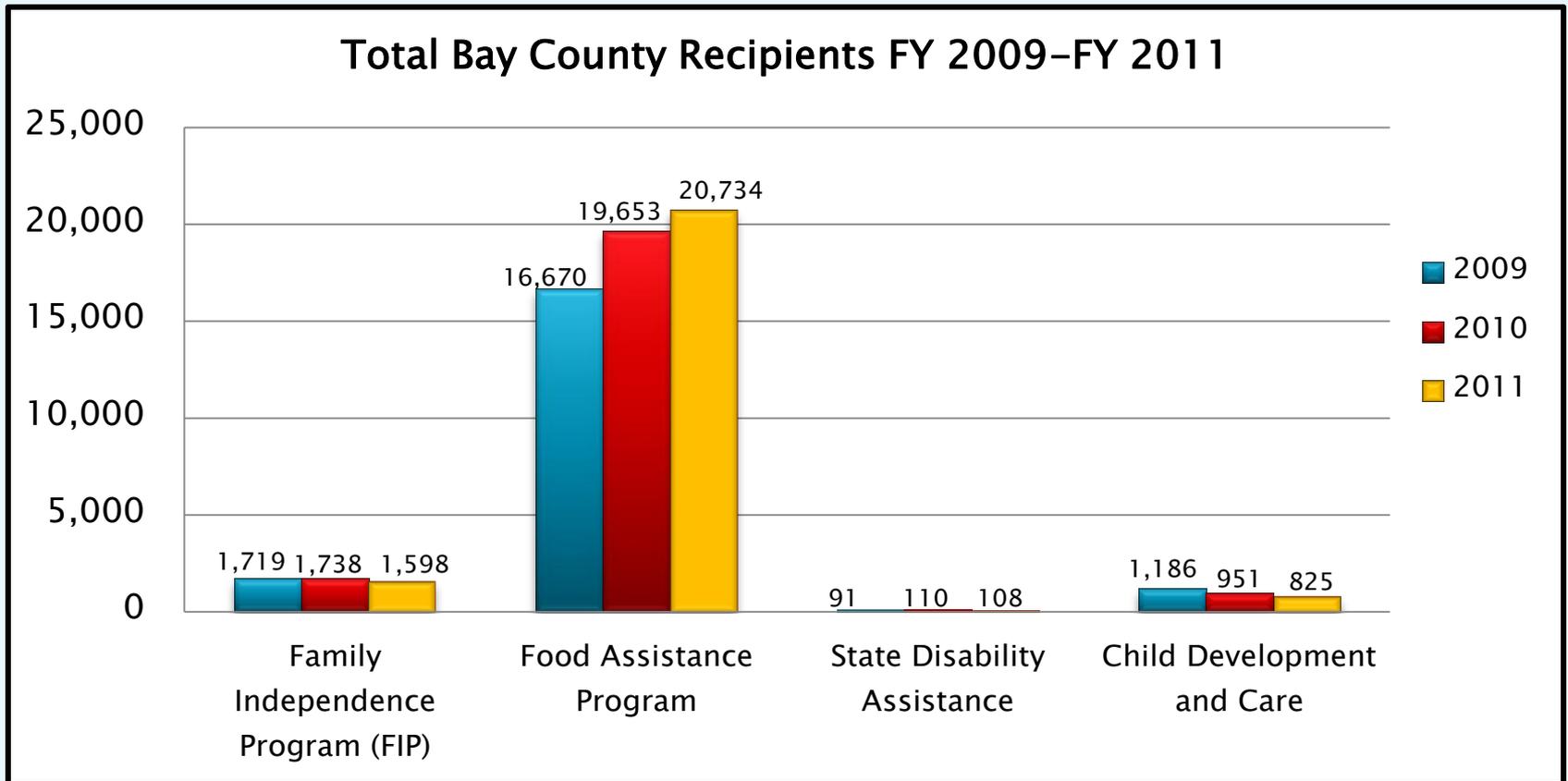


# Poverty Levels in Bay County



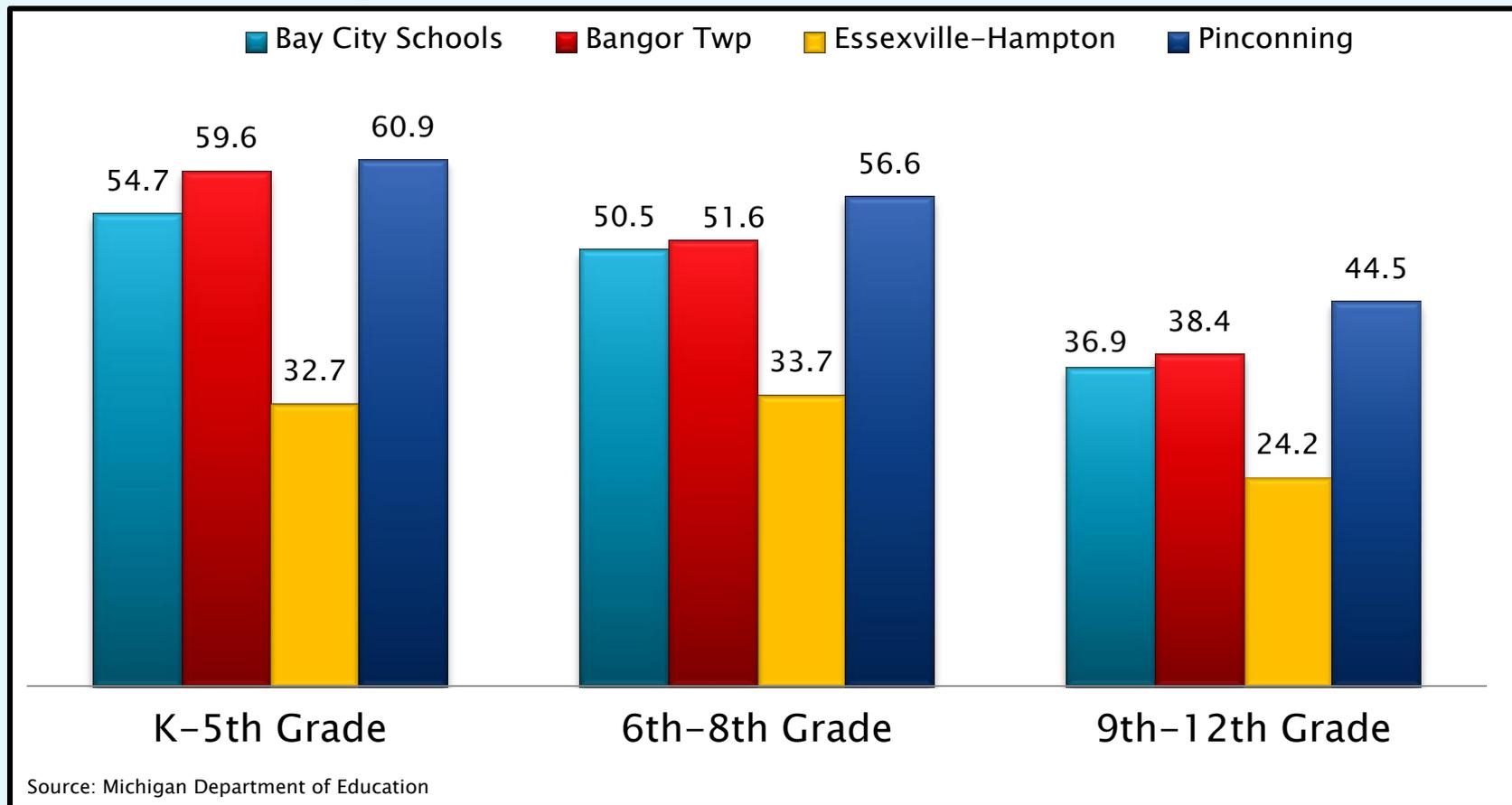
Source: US Census for Poverty Levels in Bay County, 2000, 2010

# Public Assistance



Source: Michigan Department of Human Services, Trend Reports

# Percent Free & Reduced Hot Lunch by Grade



# School Diets

- ▶ “They (schools) say that it’s healthy food, they’re like oh we just have a well-balanced diet but they’re giving them pizza like once or twice a week.”

–*Mother*

- ▶ “Well it starts with being at school for one thing. They’re taking away all their recesses, they don’t have the recesses like we did when we were kids so they took that away. They feed them all that unhealthy fattening food. I mean we’re not really showing our kids much. And then a lot of times parents are too scared to let their kids run around and play because of what media shows all the time.”

–*Mother*

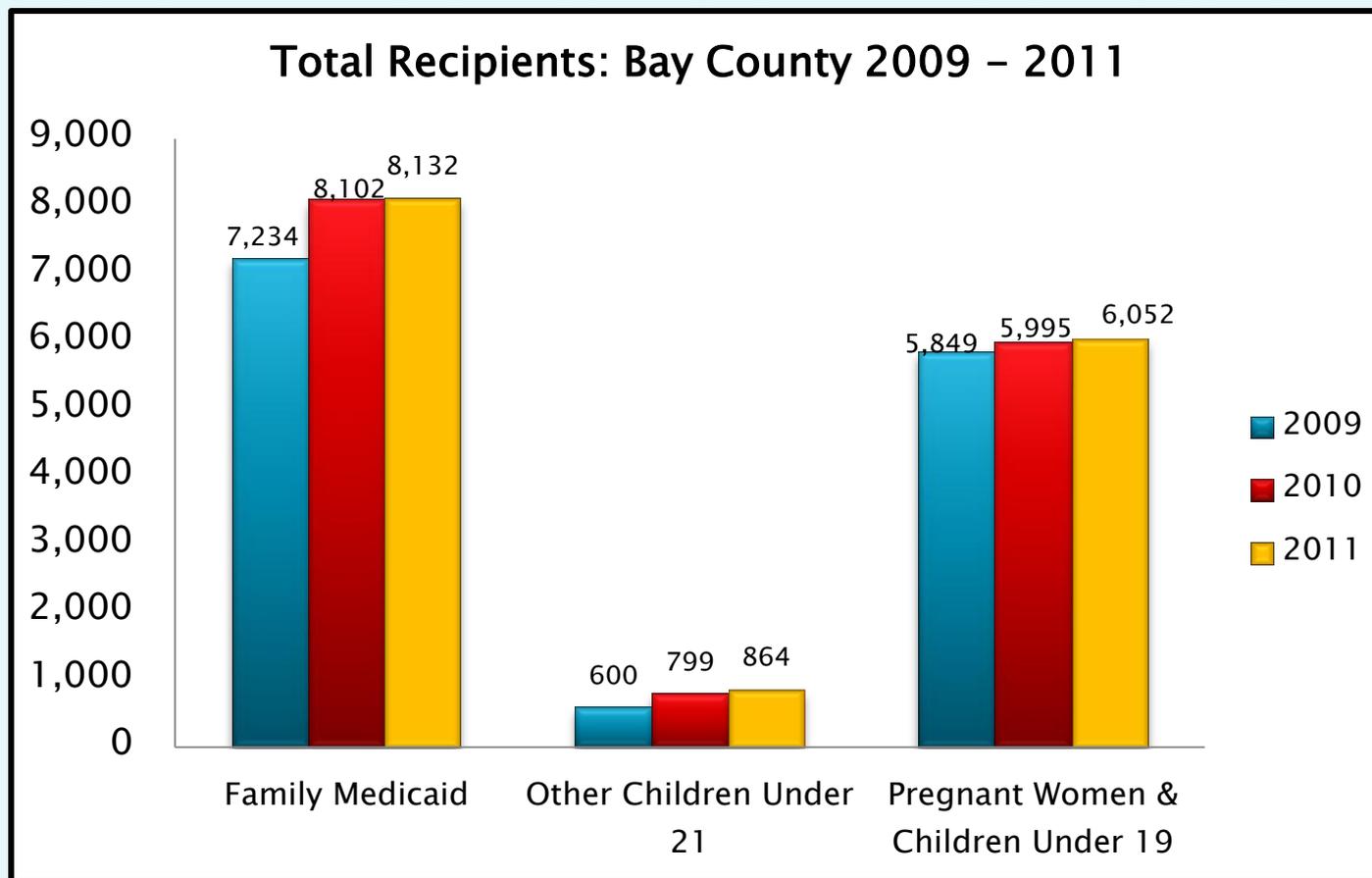
# Health Insurance Coverage

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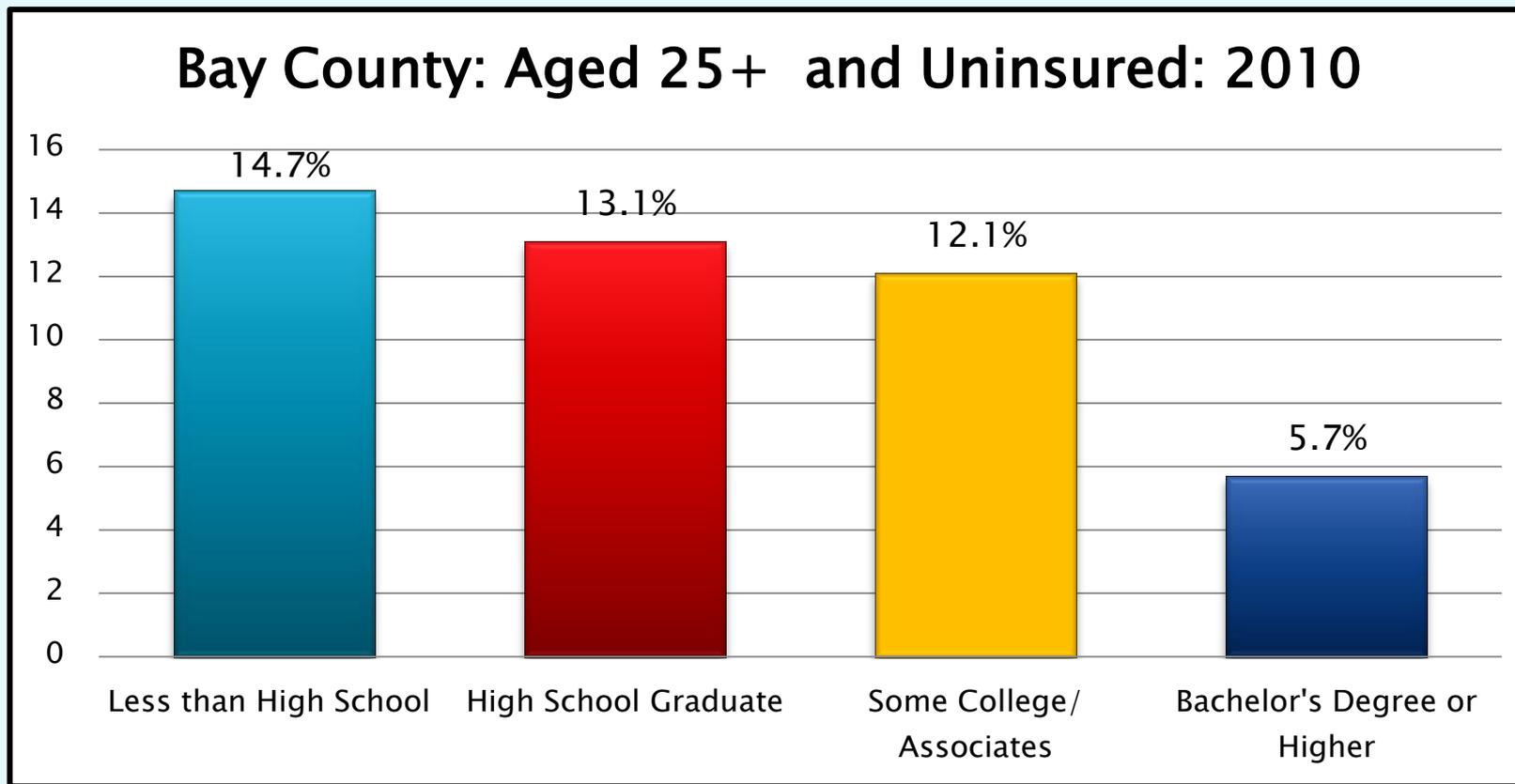


# Health Insurance: Medicaid



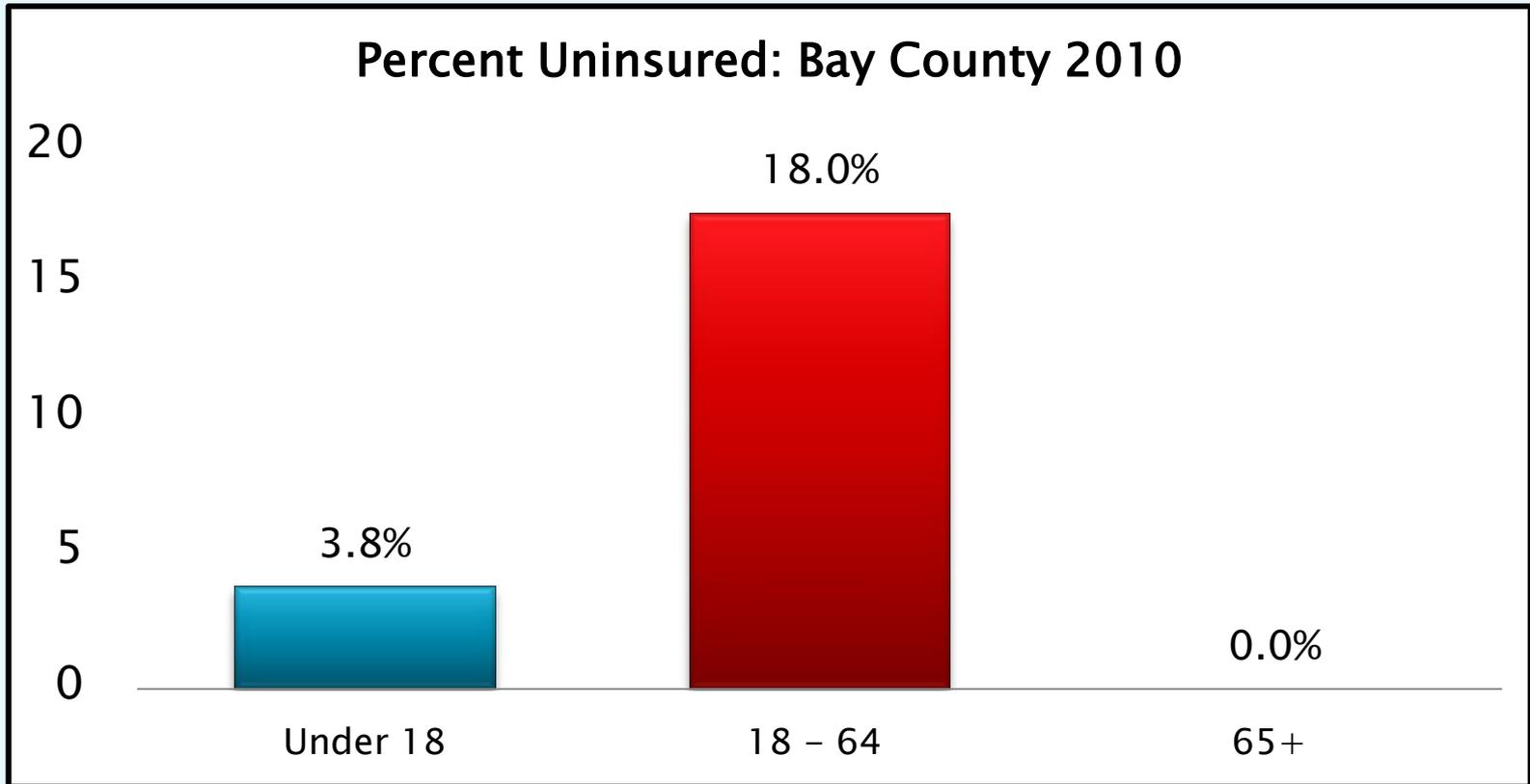
Source: Michigan Department of Human Services, Trend Reports

# Health Insurance Coverage



Source: 2010 American Community Survey

# Health Insurance Coverage



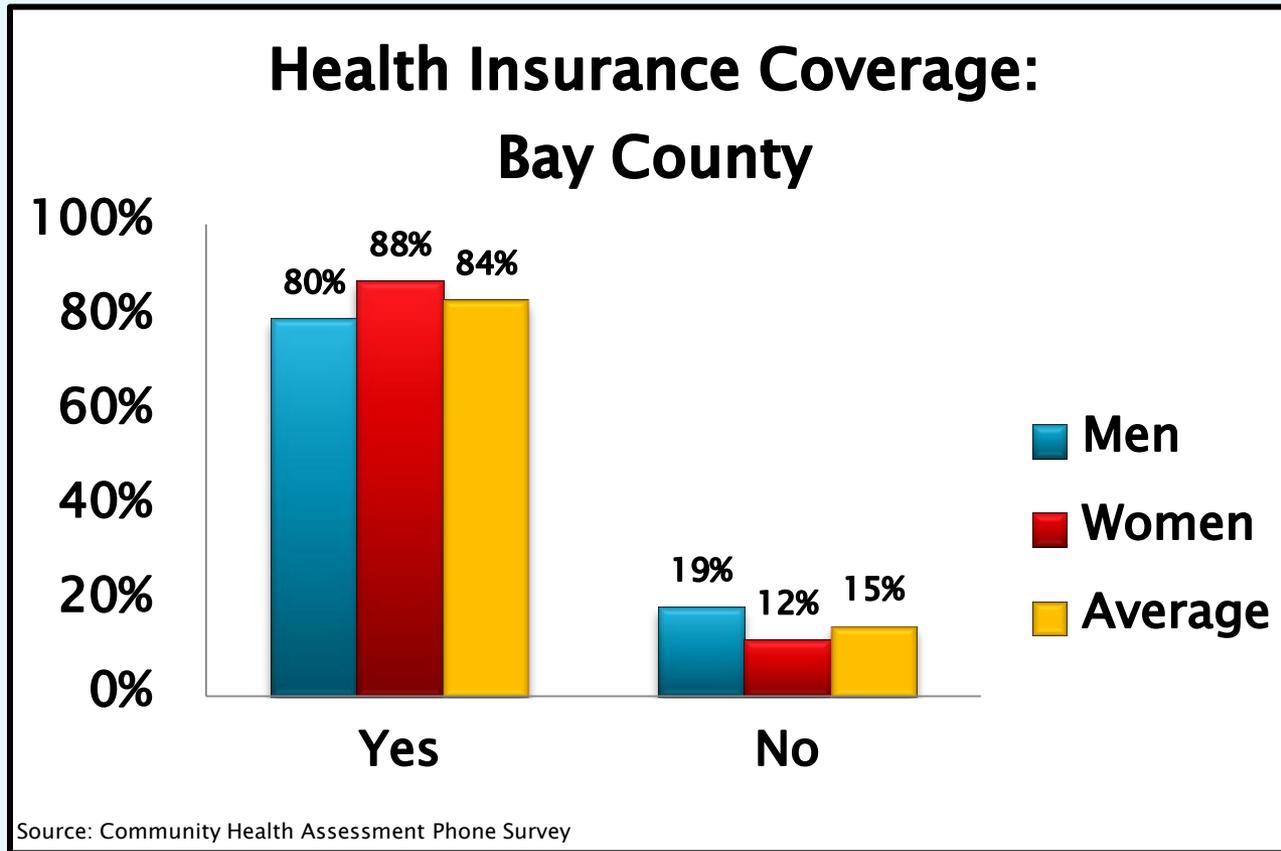
Source: 2010 American Community Survey

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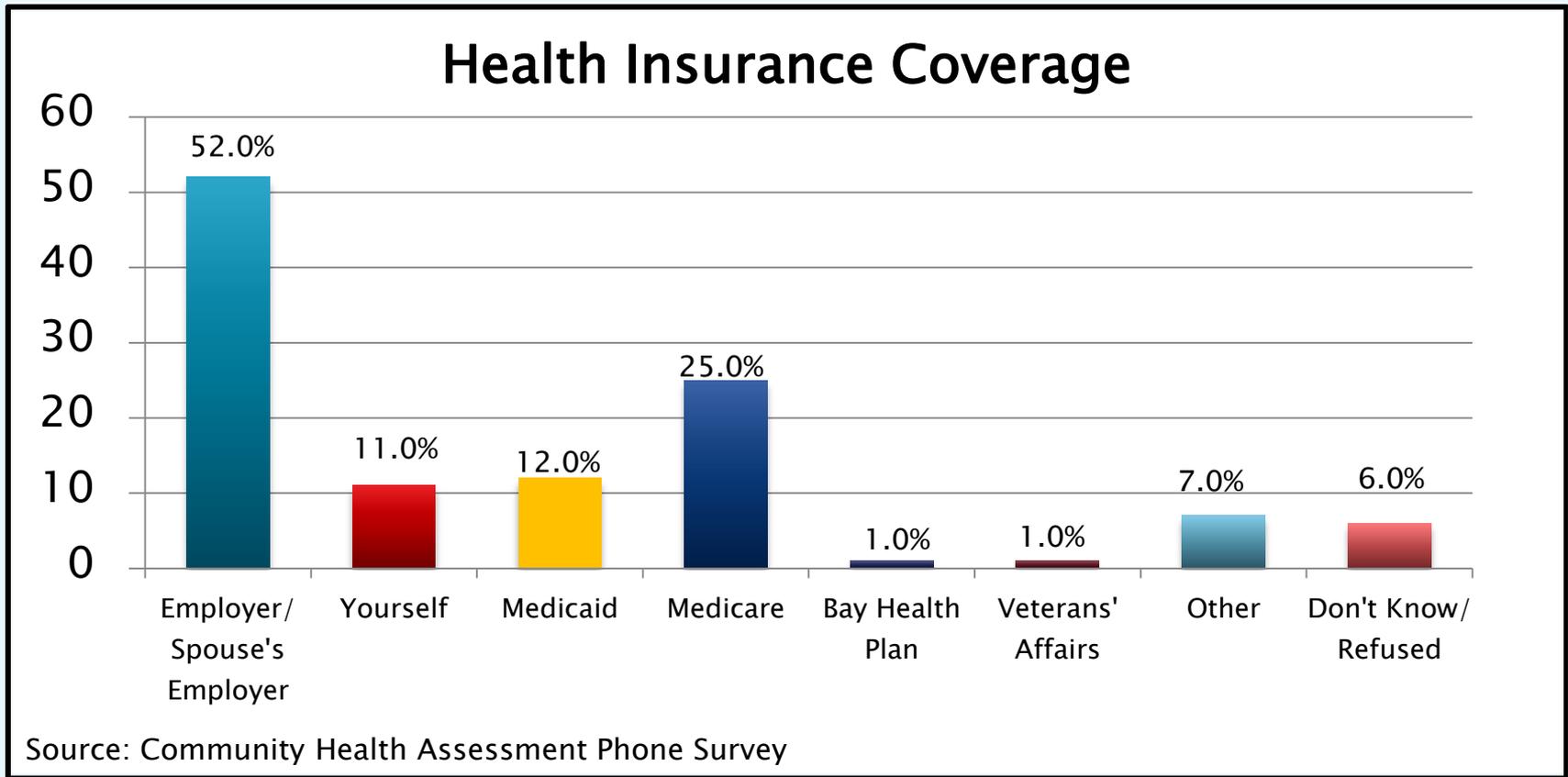
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# Health Insurance: Phone Survey



# Coverage of Bay County



# Barriers to Preventative Care

- ▶ “Cost, if you don’t have health insurance or maybe even transportation.”

*– Mother*

- ▶ “Maybe you do have health insurance but the deductible is so much.”

*– Father*

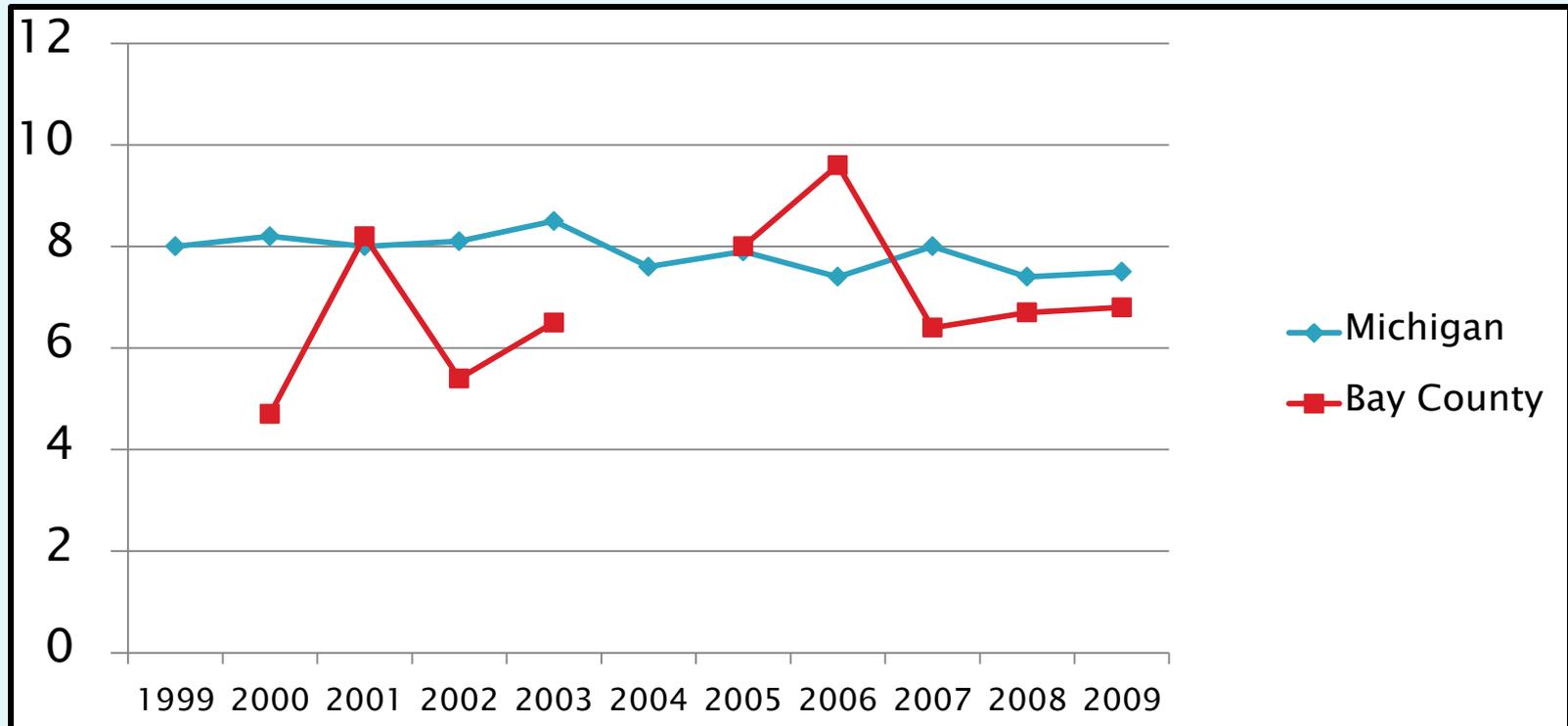
# Maternal and Infant Health

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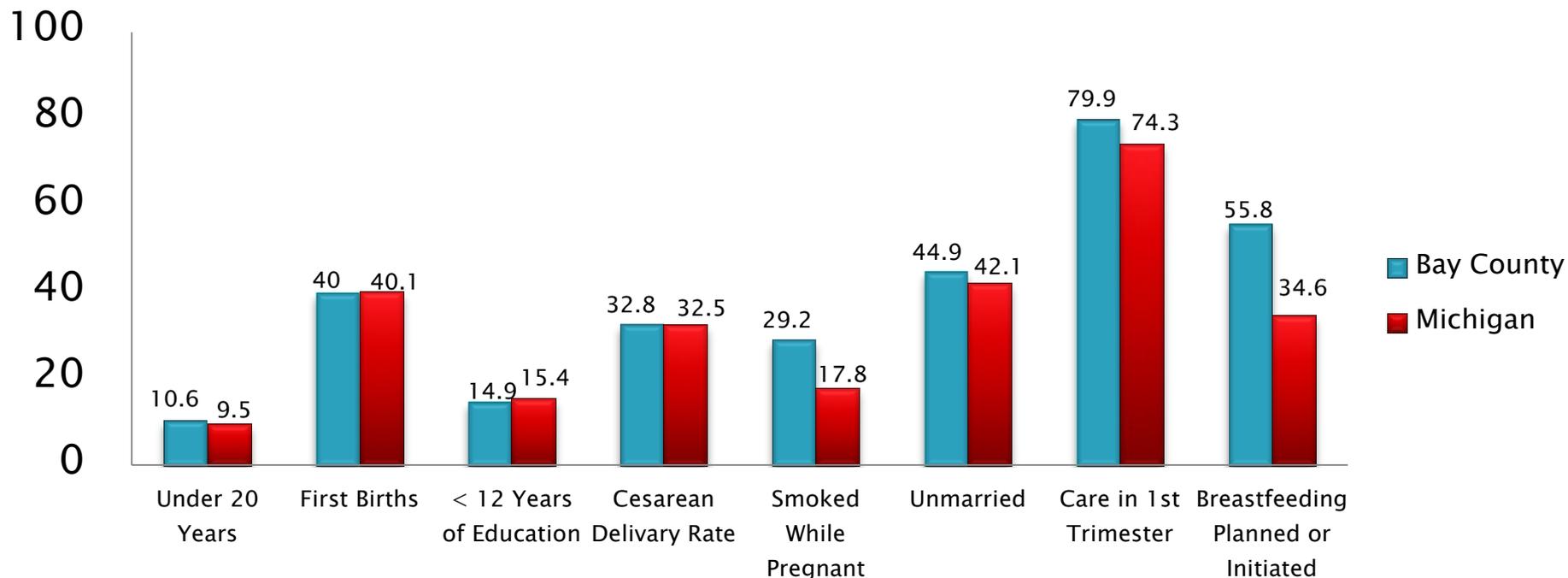
# Infant Death Rates Per 1,000 – Single Year



Source: Michigan Department of Community Health, Vital Statistics, Community Health Information, Infant Mortality Trends by County and State

# Maternal Characteristics

## Maternal Characteristics as a Percent of Live Births: 2010

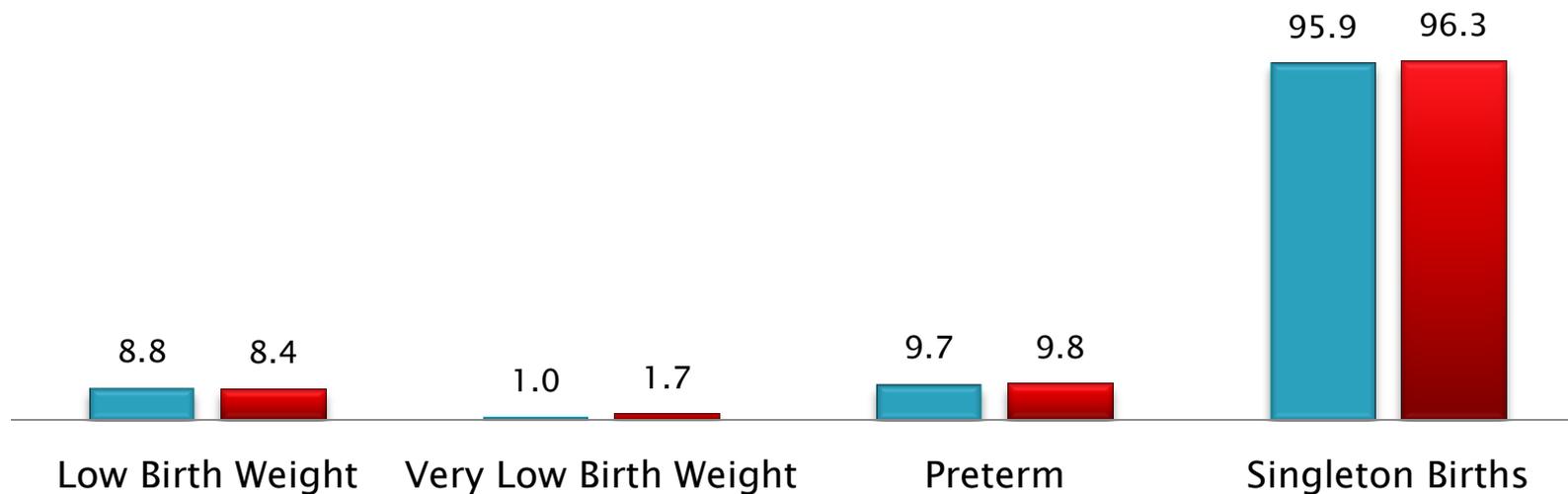


Source: Michigan Department of Community Health, Community Health Information, Natality, Selected Characteristics.

# Infant Characteristics

## Infant Characteristics as a Percent of Live Births Bay County and Michigan 2009

■ Bay County ■ Michigan



Source: Michigan Department of Community Health, Community Health Information, Natality, Selected Characteristics

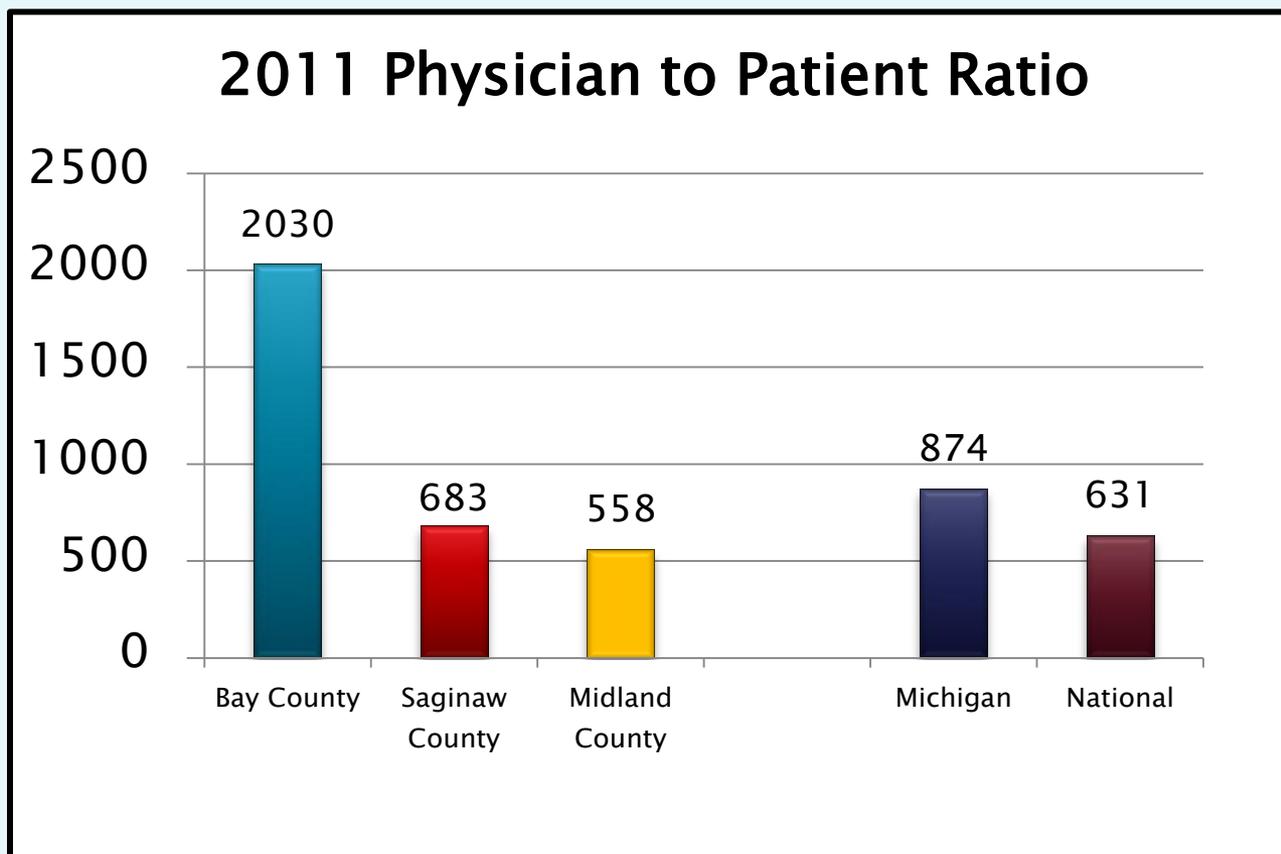
# The ER and Hospitalization

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# Physician to Patient Ratio



County Healthy Rankings, 2011

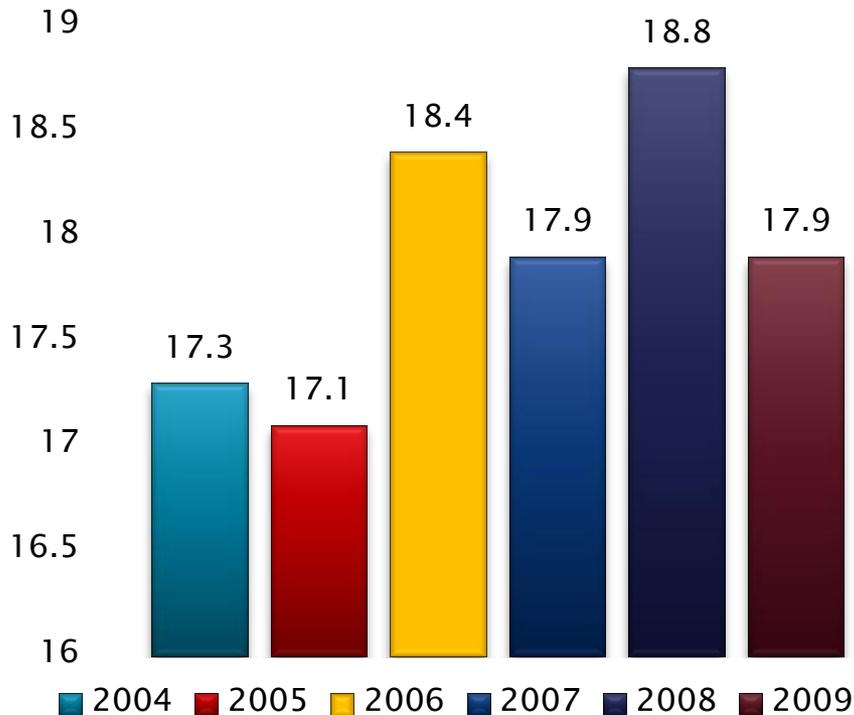
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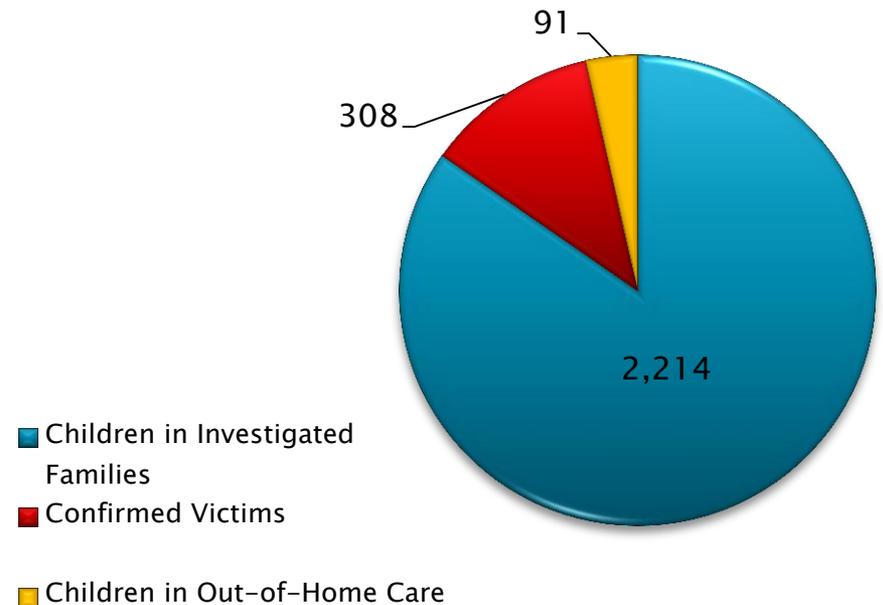
# Child Health Indicators

Percentage of Children Aged 0–17 Living in Poverty: Bay County



Source: Michigan League for Human Services, 2011 Kids Count Data Center

Numbers of Child Abuse and Neglect: Bay County 2010



Source: Michigan League for Human Services, 2011, Kids Count Data Center, Trends in Child Well-Being

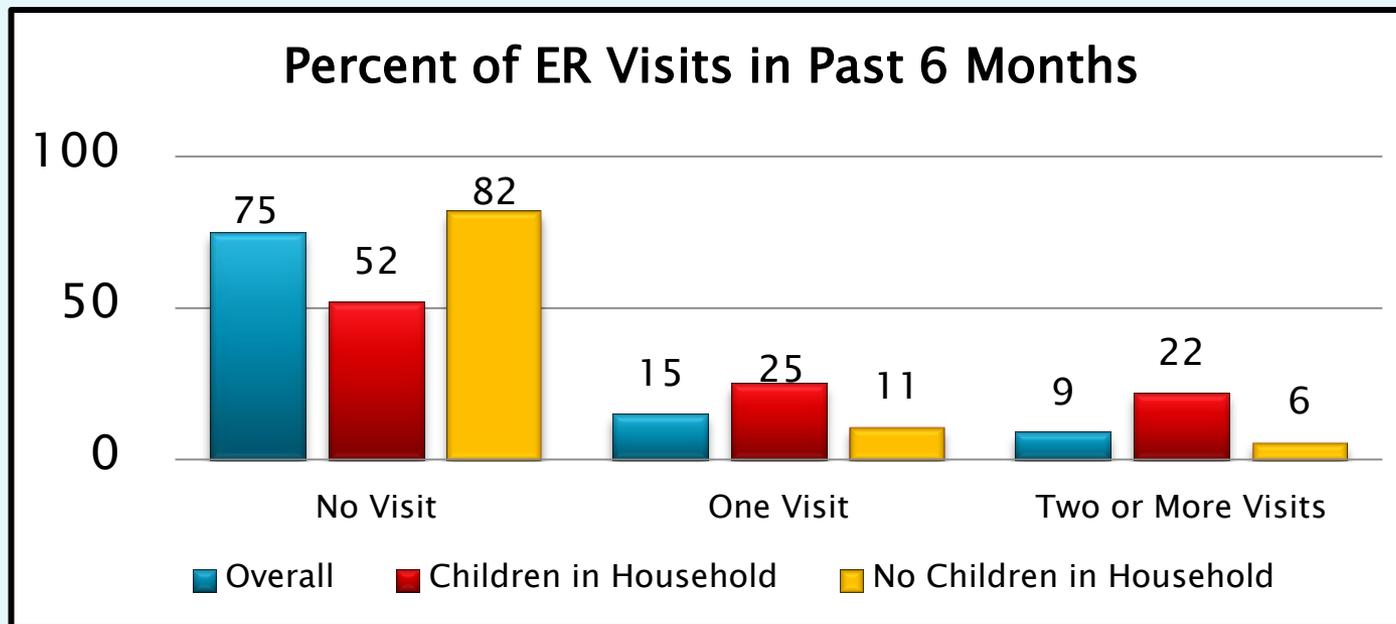
# Preventive Care Decreases As Children Age

- ▶ “I really think that it sort of like wanes off. When a baby’s born then the doctor’s office makes sure you come in every, you know three weeks, six weeks, twelve weeks... then as the child gets older and older it’s just sort of like, okay you’re good, you’re not sick today and then we don’t reschedule one for next year or six months and pretty soon it’s you’re only coming when you’re sick.”

– *Woman*

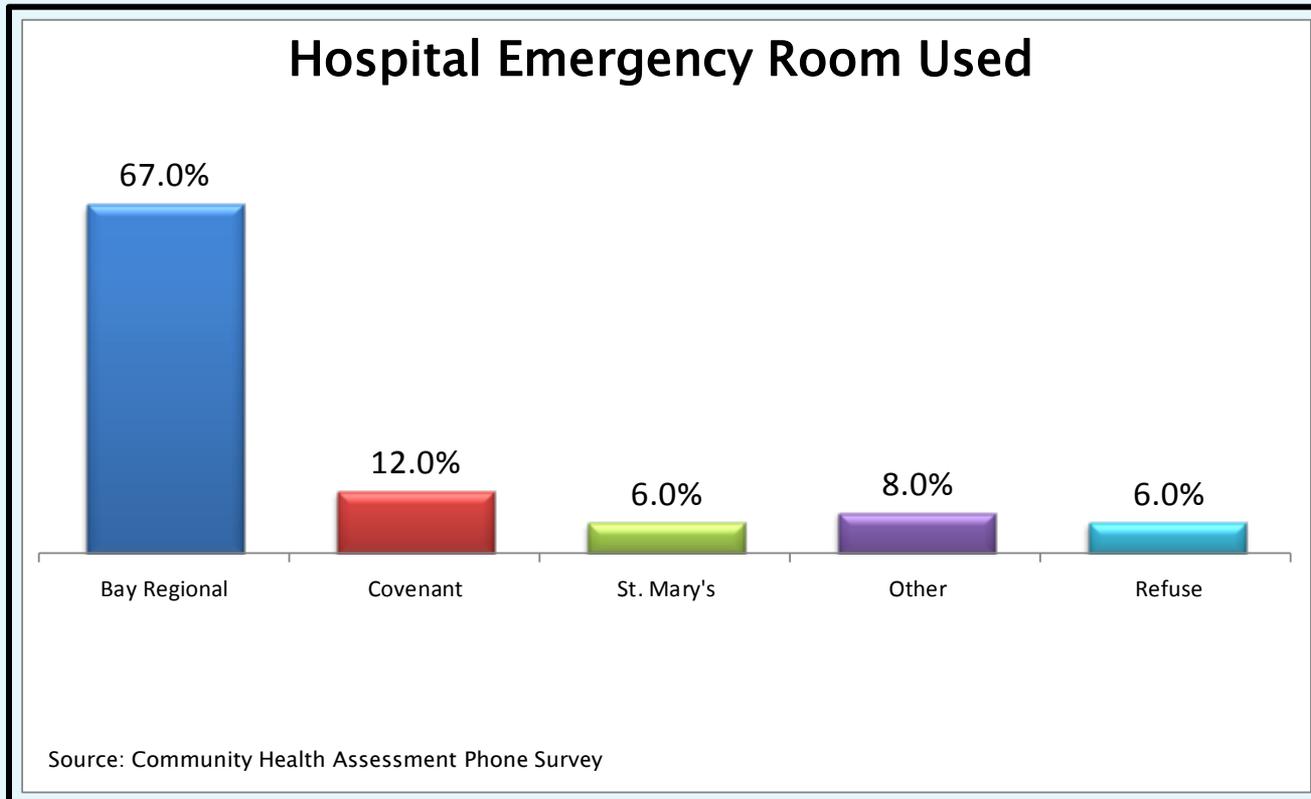
# Emergency Room Visits

- Among residents with children, of the 505 surveyed, nearly half have been to the Emergency Room within the past 6 months, including 22% who have been twice or more.

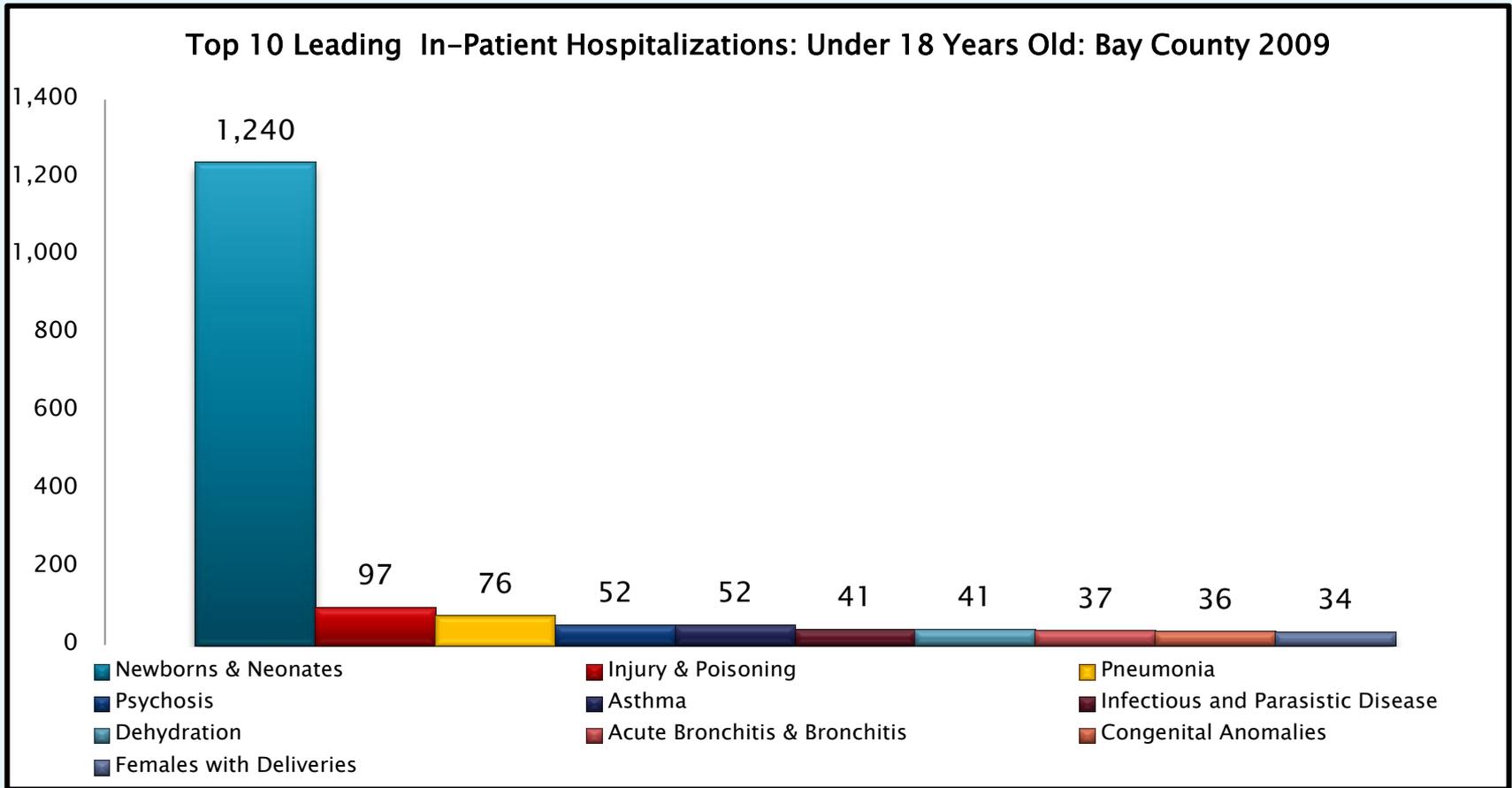


Source: Community Health Assessment Phone Survey

# Which Emergency Room

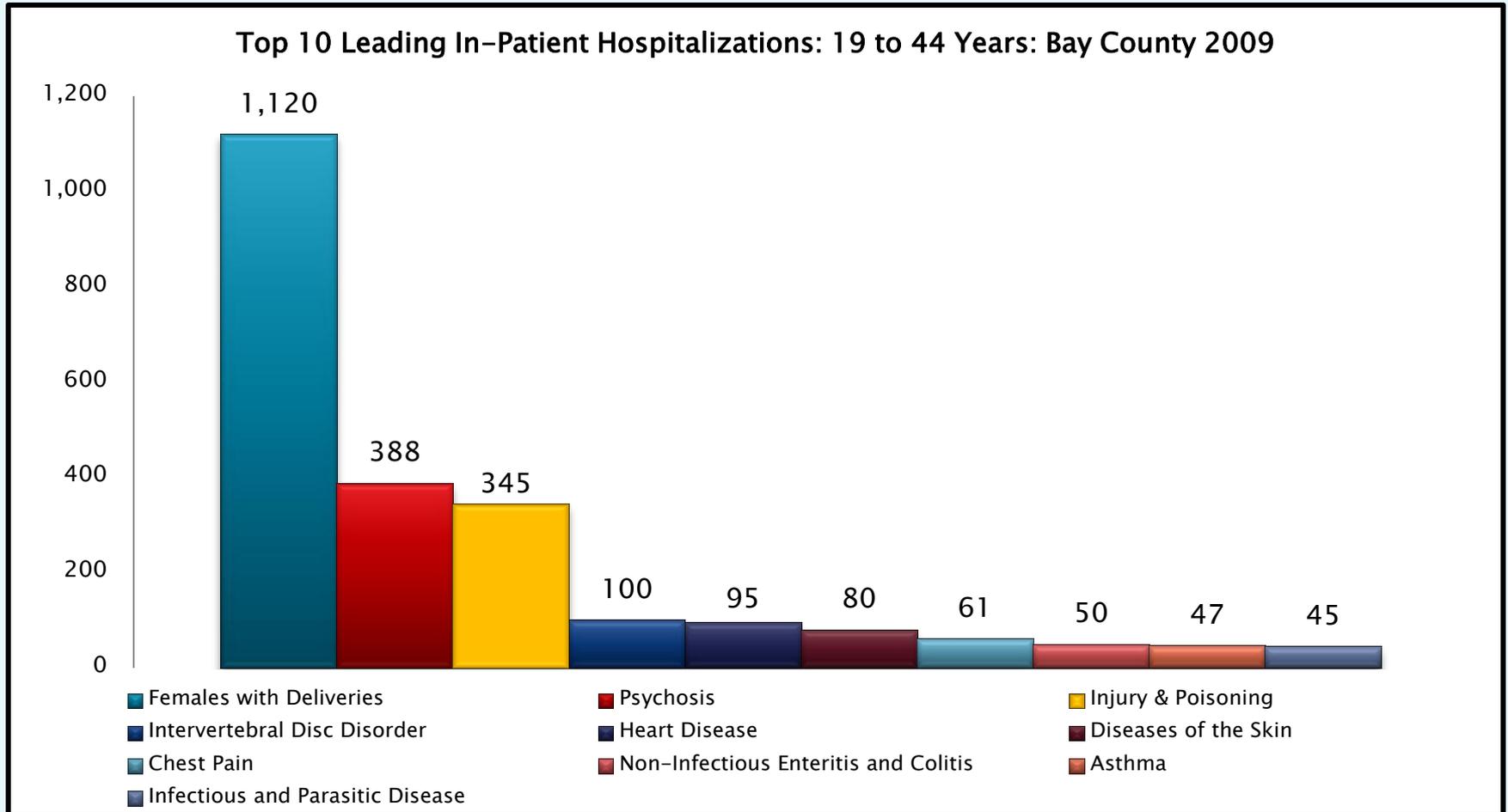


# Leading Causes of In-Patient Hospitalization



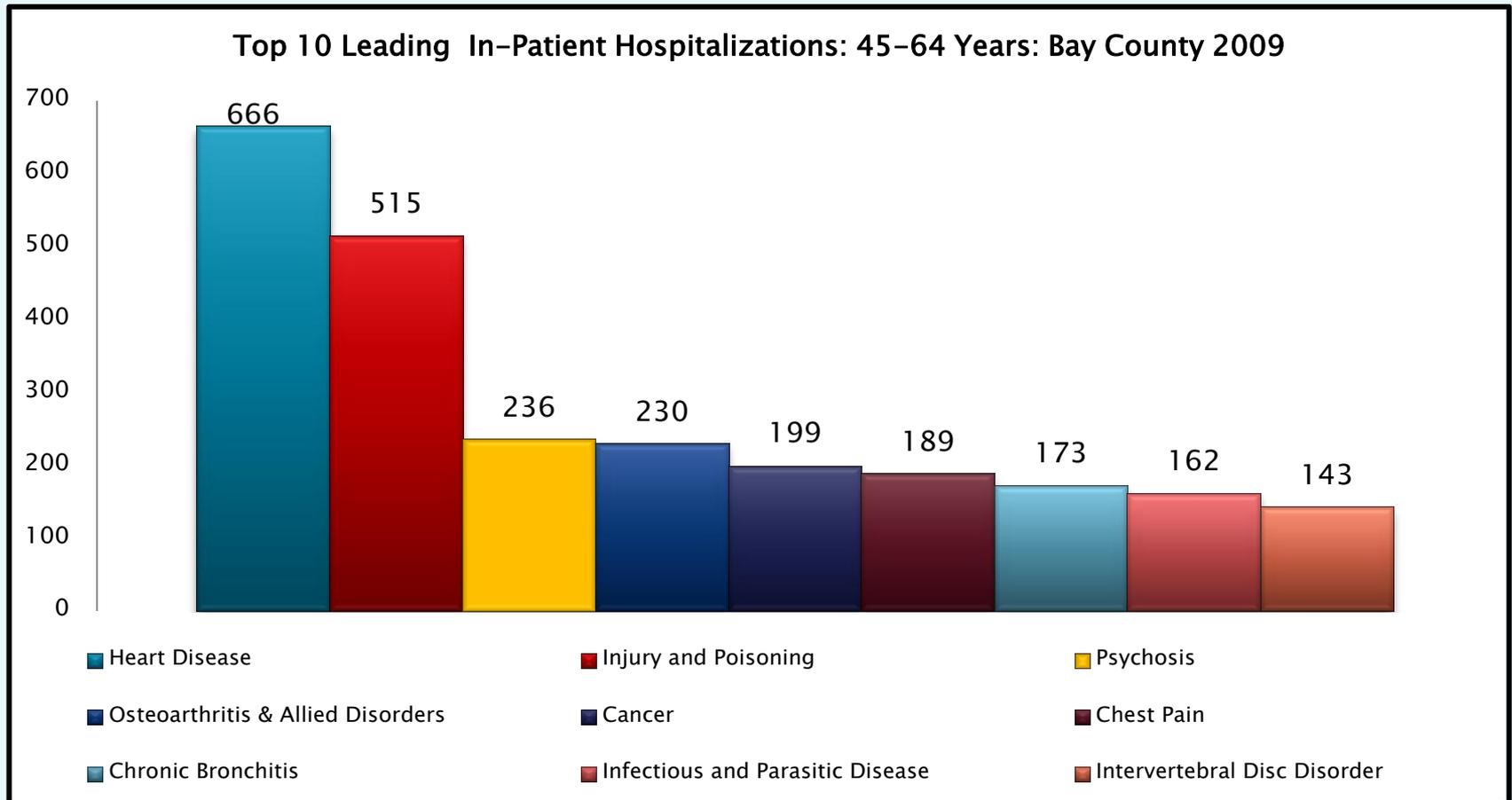
Source: Michigan Department of Community Health, Health Care Statistics, 2009

# Leading Causes of In-Patient Hospitalization



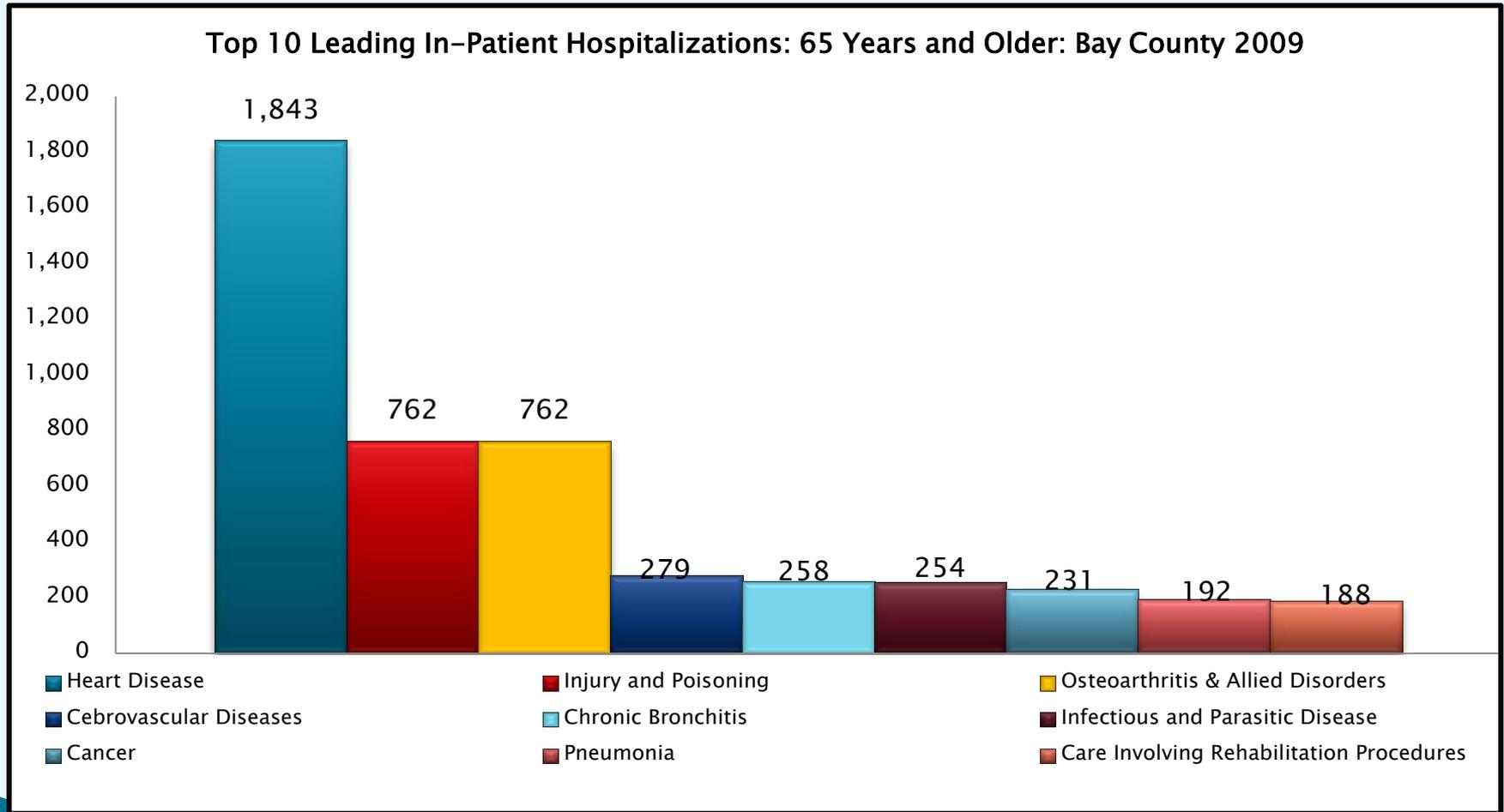
Source: Michigan Department of Community Health, Health Care Statistics, 2009

# Leading Causes of In-Patient Hospitalization



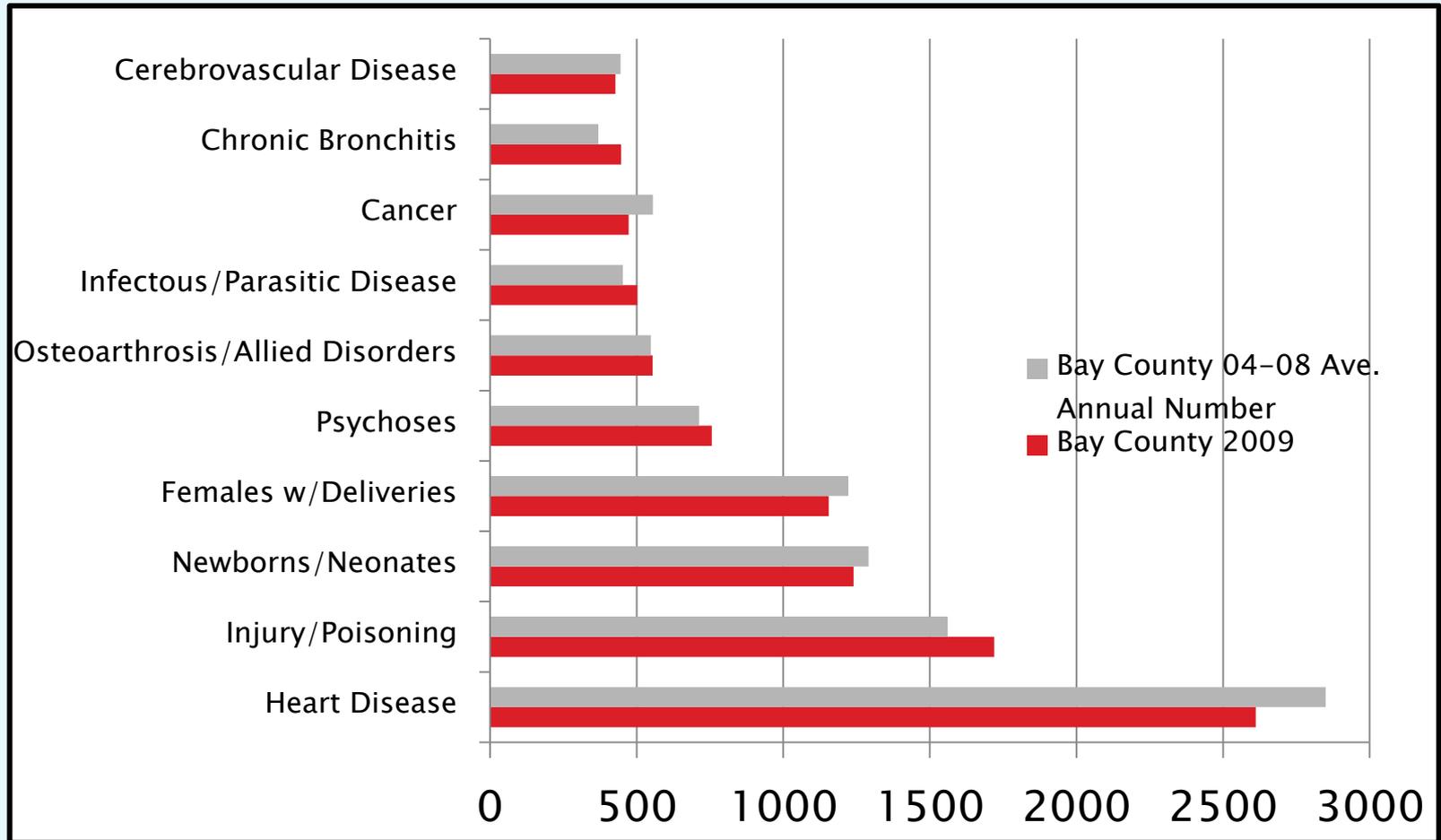
Source: Michigan Department of Community Health, Health Care Statistics, 2009

# Leading Causes of In-Patient Hospitalization

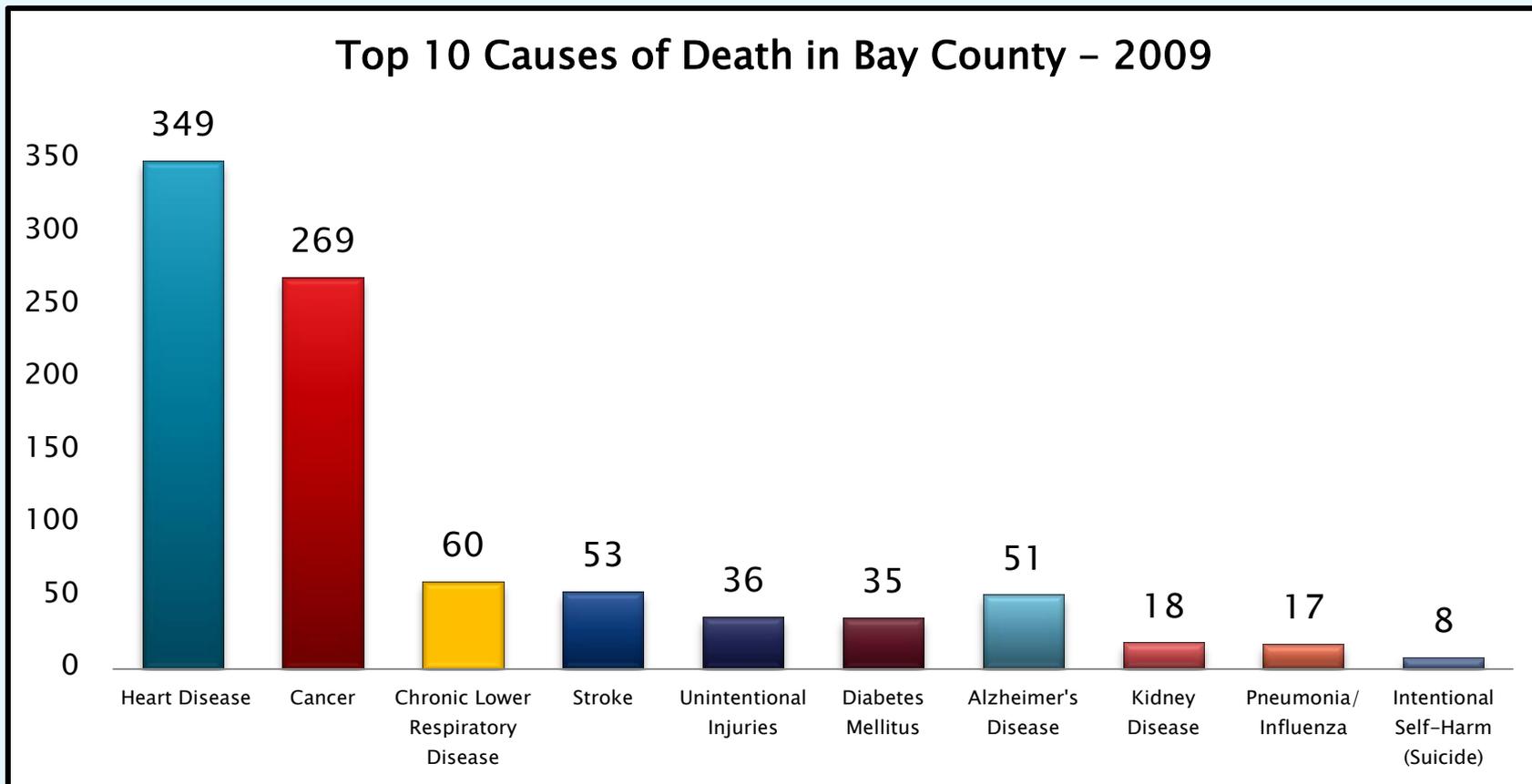


Source: Michigan Department of Community Health, Health Care Statistics, 2009

# Top 10 Diagnoses for In-Patient Hospitalizations



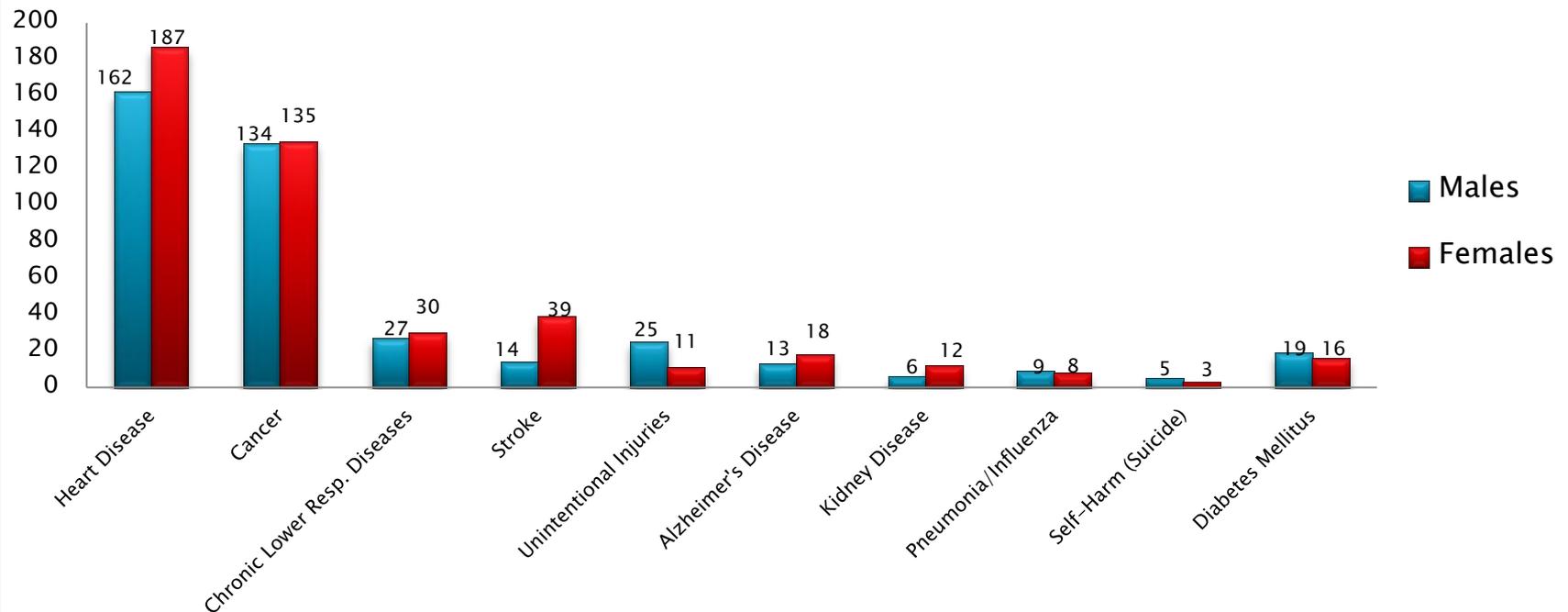
# Leading Causes of Death



Source: Michigan Department of Community Health, Vital Statistics

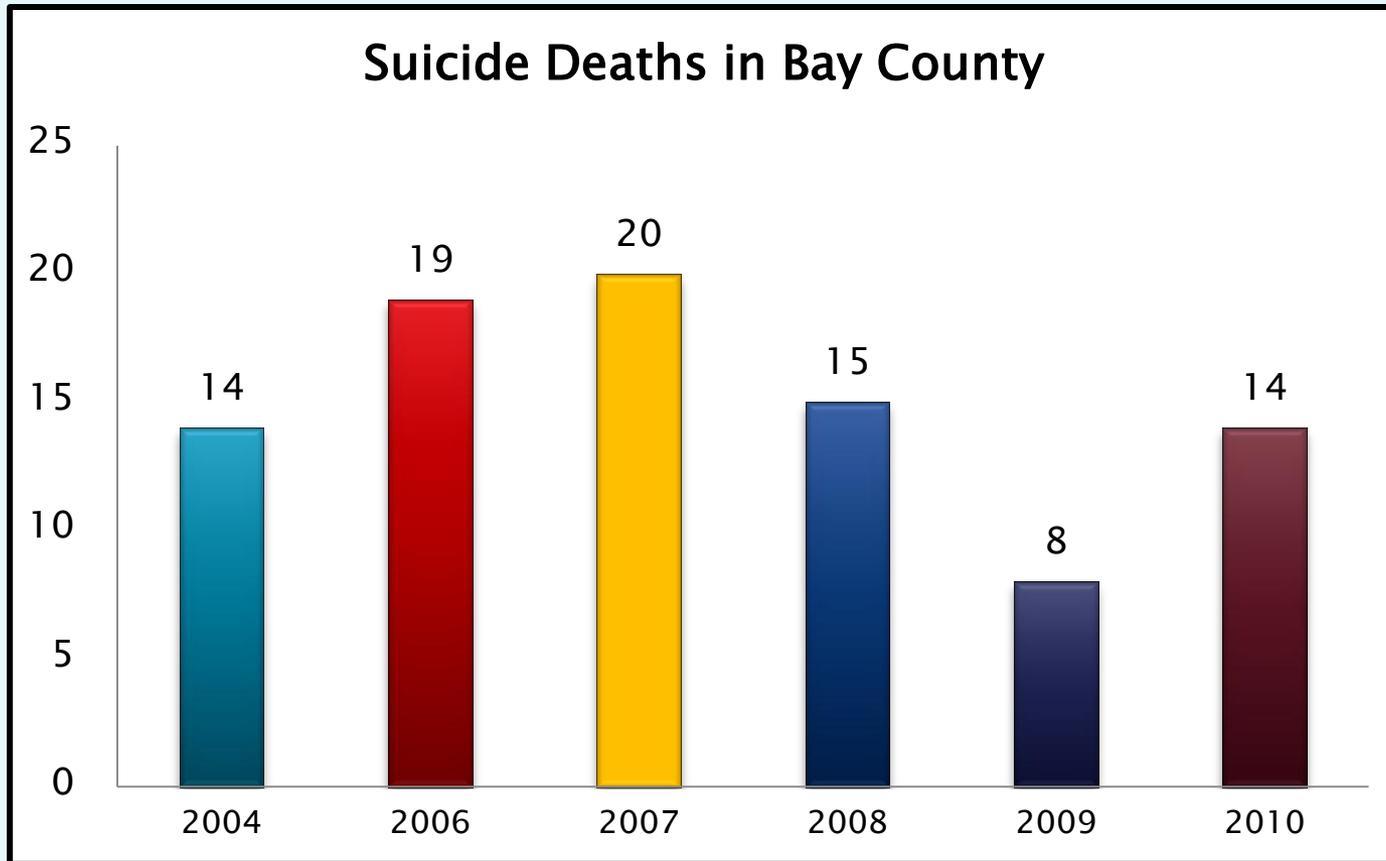
# Leading Causes of Death by Gender

Numbers for Top 10 Leading Causes of Death:  
Bay County – 2009



Source: Michigan Department of Community Health, Vital Statistics

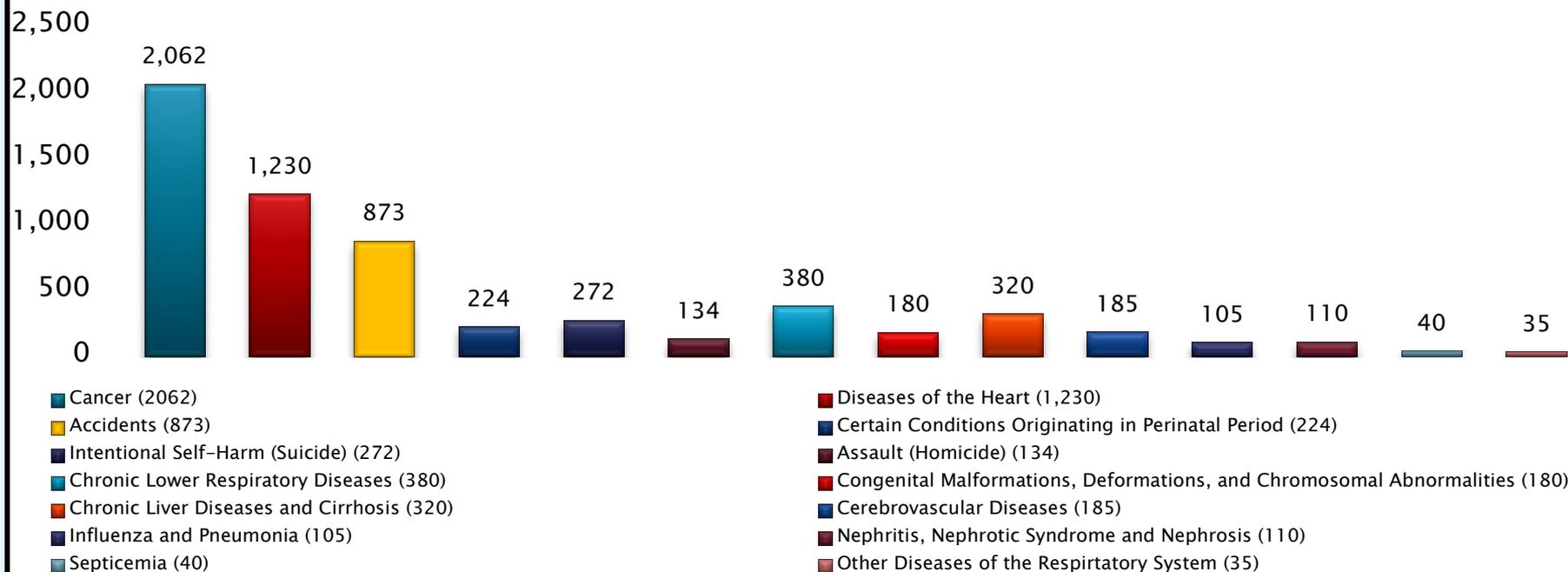
# Suicide Deaths



Source: Michigan Department of Community Health, Vital Statistics

# Potential Life Lost

Years of Potential Life Lost – Male and Female Below Age 75 Due to Selected Causes of Death: Bay County 2009



Source: Michigan Department of Community Health, Vital Statistics

Note: The number of years of potential life lost is calculated as the number of years between the age at death and 75 years of age for persons dying before their 7<sup>th</sup> year.

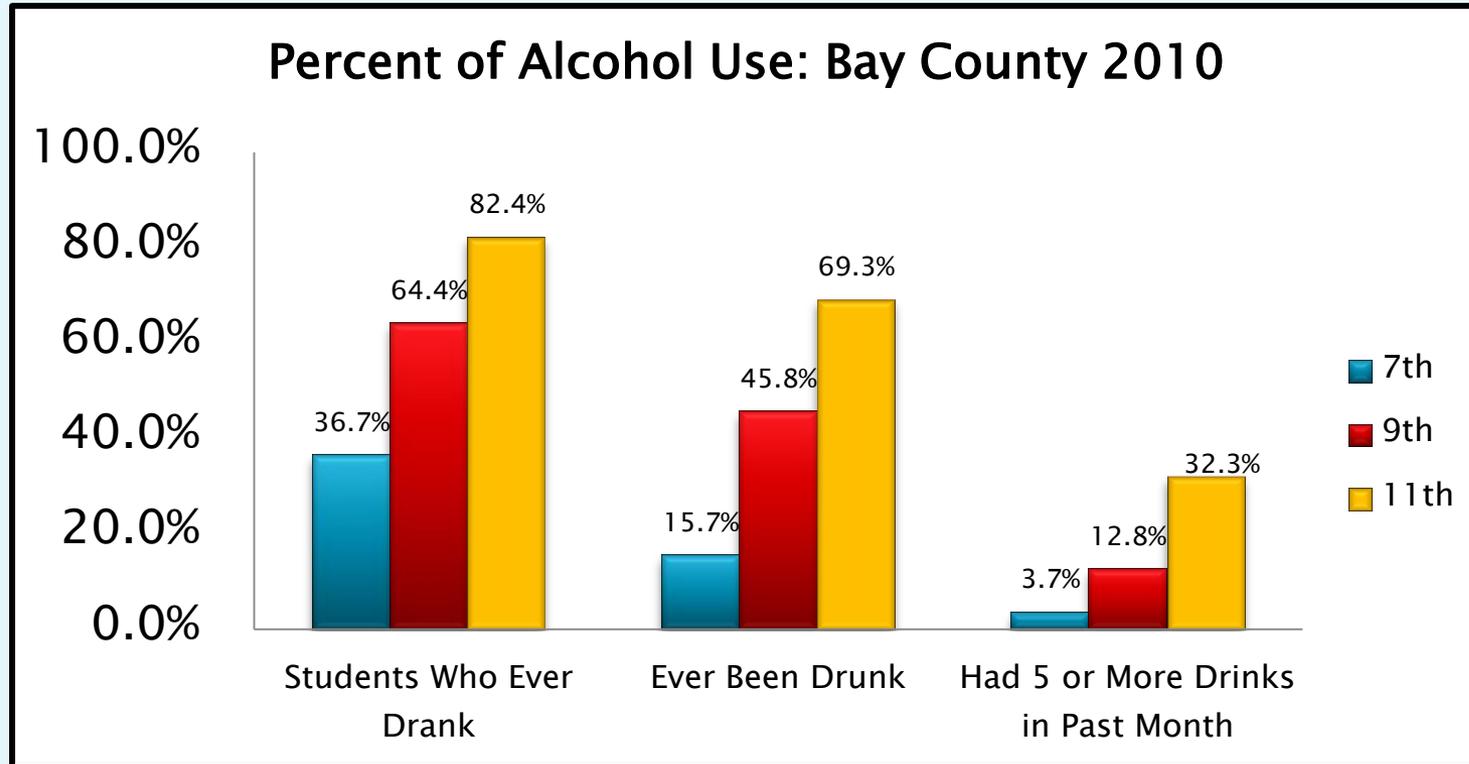
# Substance Use and Mental Health

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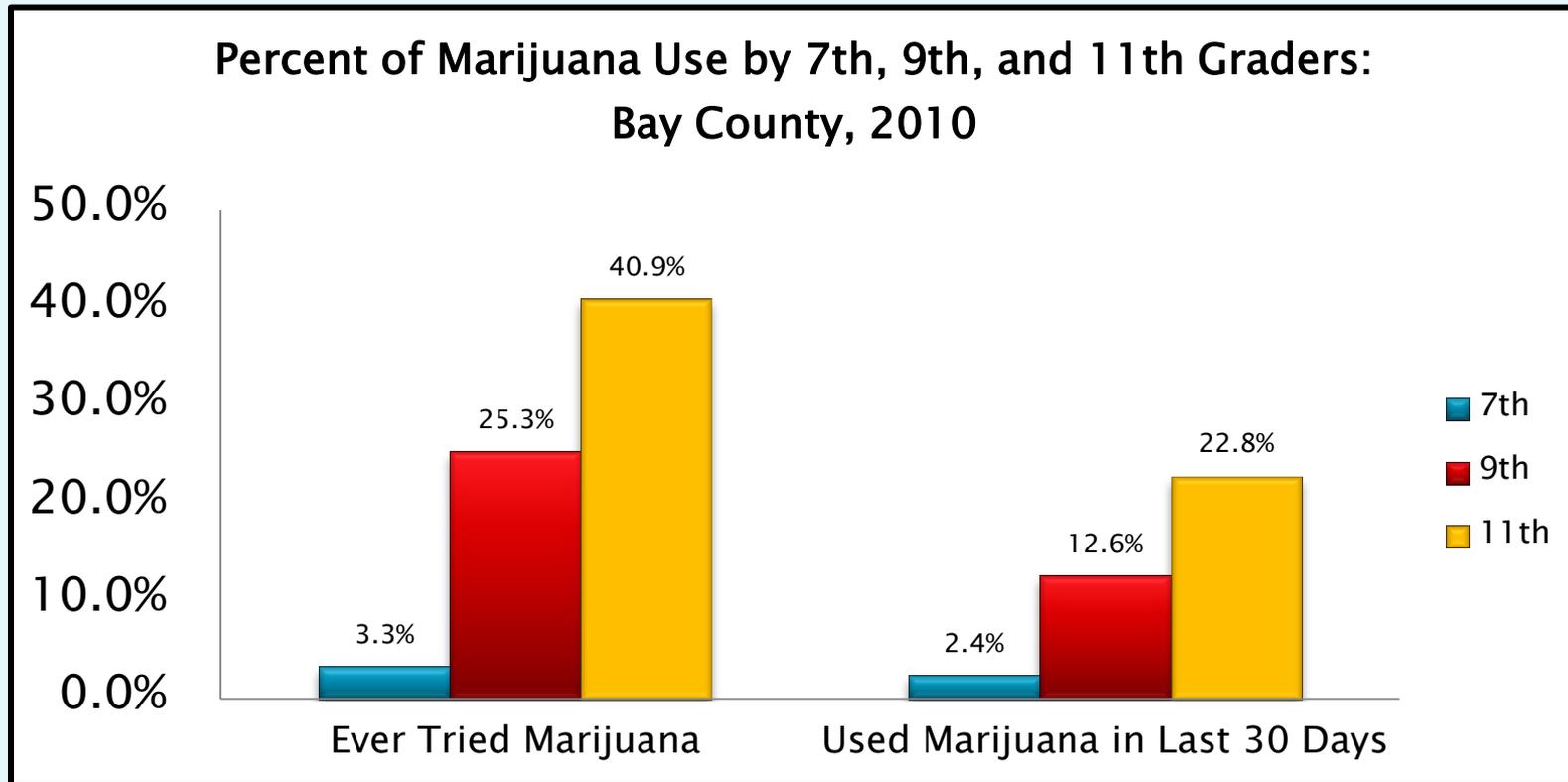


# Substance Use: 7<sup>th</sup>, 9<sup>th</sup>, & 11<sup>th</sup>



Source: Michigan Profile for Healthy Youth Survey , 2010

# Marijuana Use: 7<sup>th</sup>, 9<sup>th</sup>, & 11<sup>th</sup>

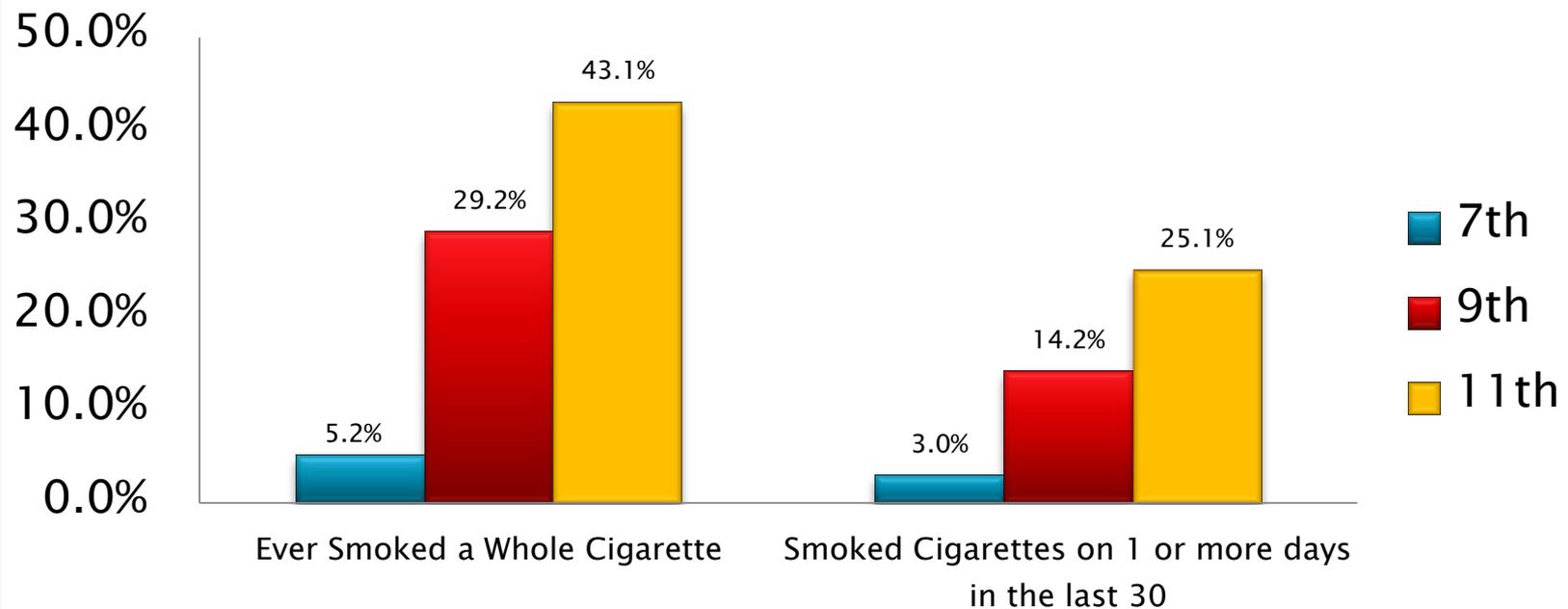


Source: Michigan Profile for Healthy Youth Survey, 2010

Note: Middle school percentages are based on "ever used" and high school are based on use in the past 30 days

# Tobacco Use: 7<sup>th</sup>, 9<sup>th</sup>, & 11<sup>th</sup>

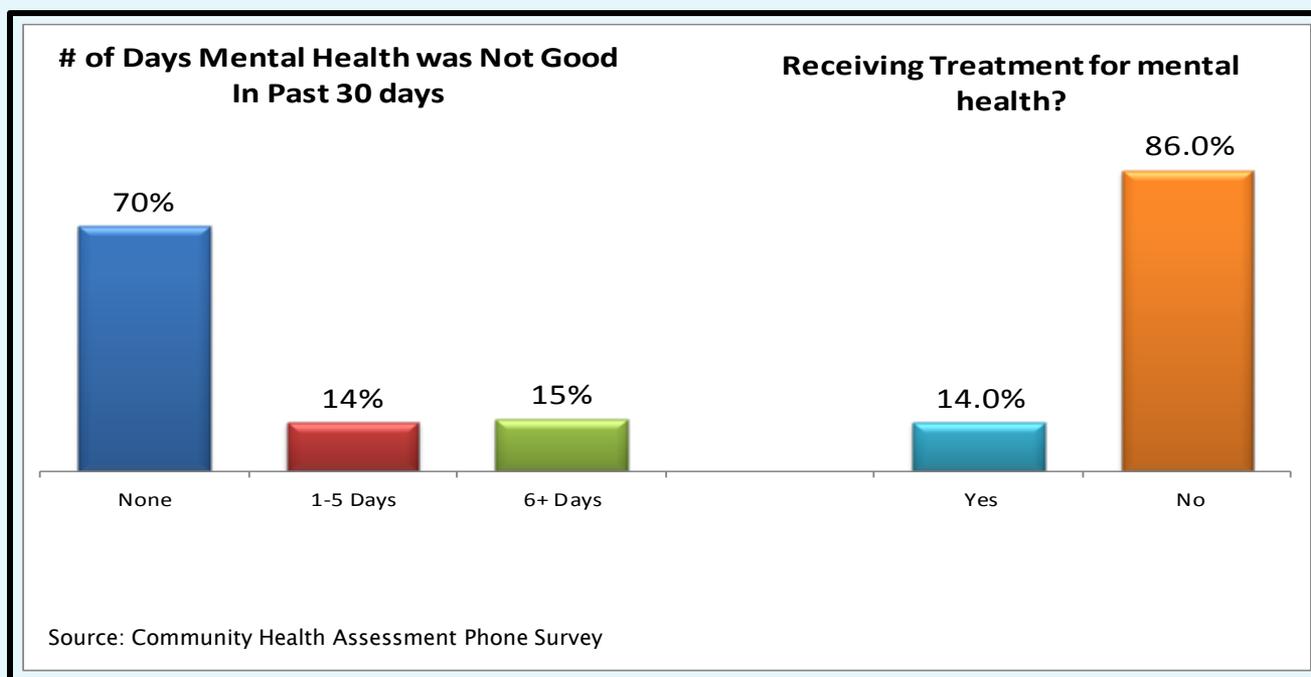
Percent of Tobacco Use by 7<sup>th</sup>, 9<sup>th</sup>, and 11<sup>th</sup> Graders:  
Bay County, 2010



Source: Michigan Profile for Healthy Youth Survey , 2010

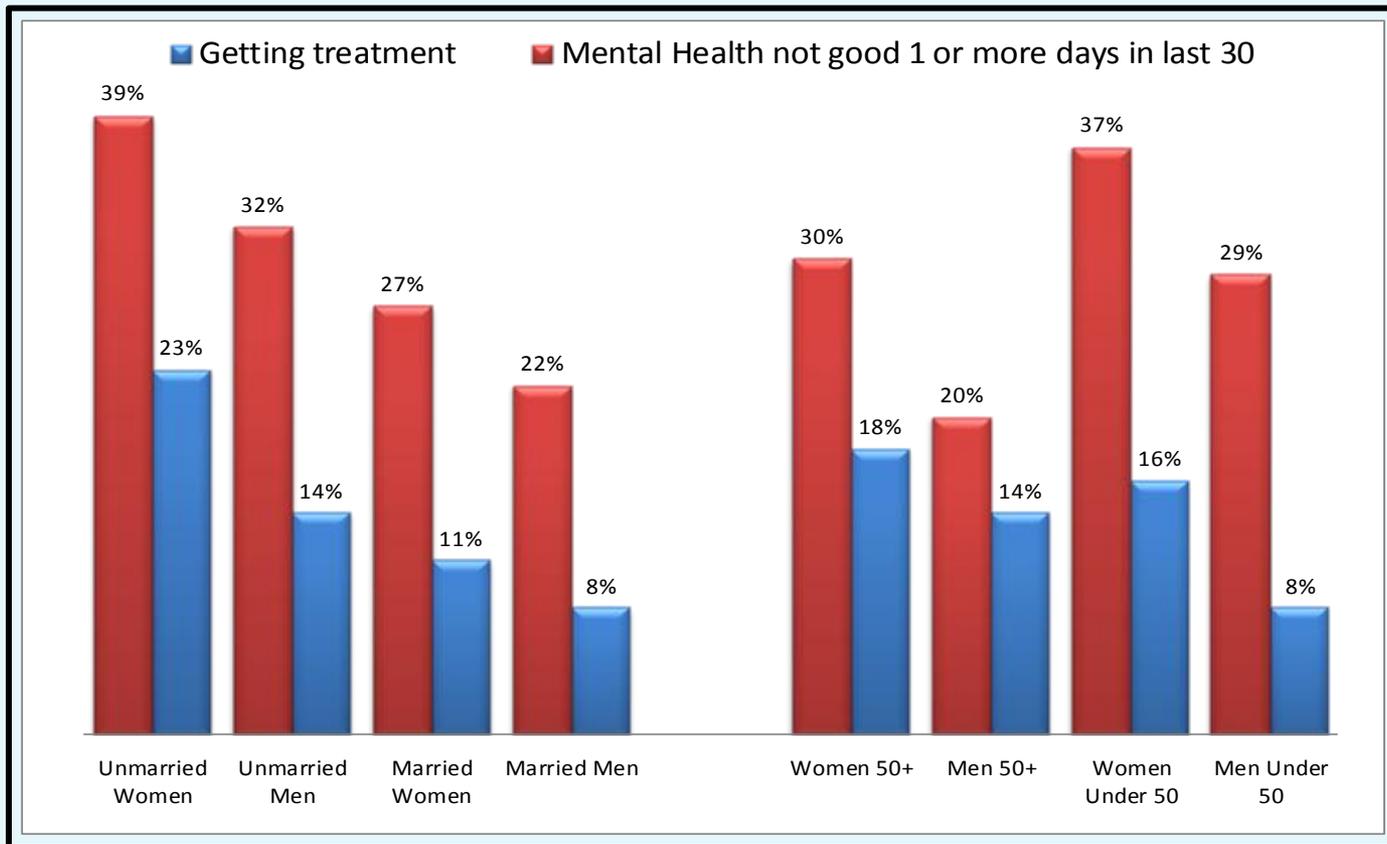
# Mental Health

Nearly 3 in 10 residents say their mental health has been not good at least 1 day in the last 30, including 15% who say 6 or more days. Just 14% say they are receiving treatment for mental health.



# Mental Health

Nearly 4 in 10 women under 50 say their mental health has not been good at least 1 day in the past 30, while only 16% of women under 50 have received any treatment for mental health.

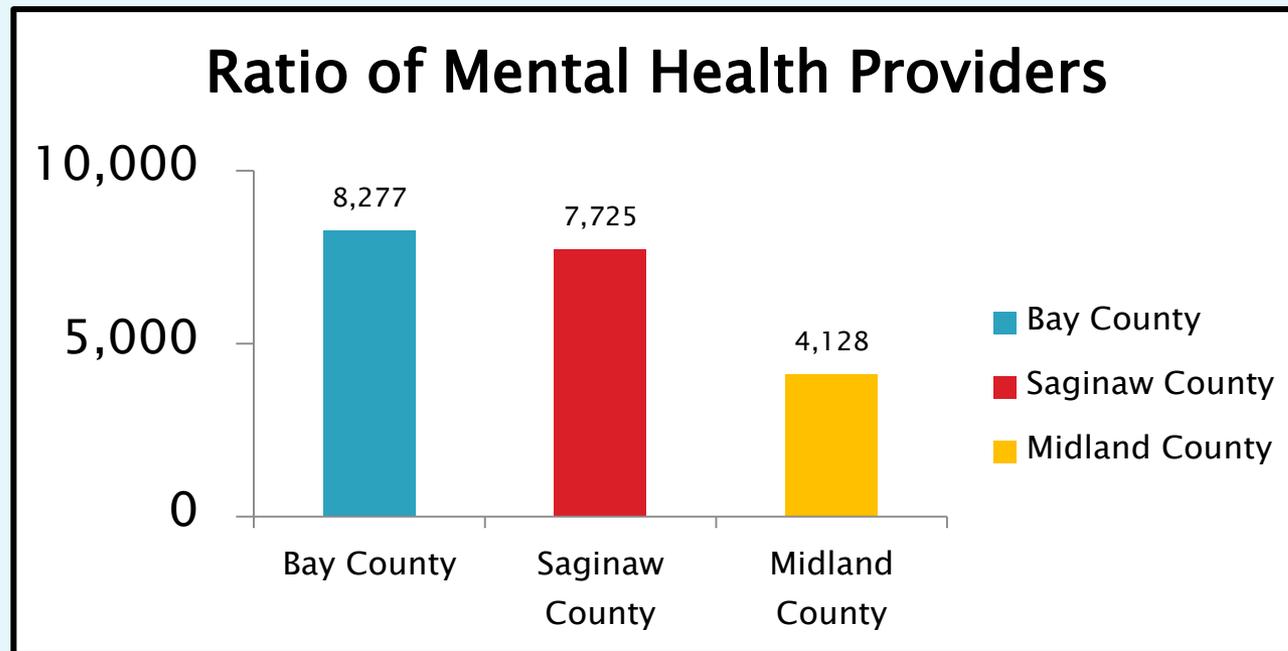


Source: Community Health Assessment Phone Survey

# Lack of Providers

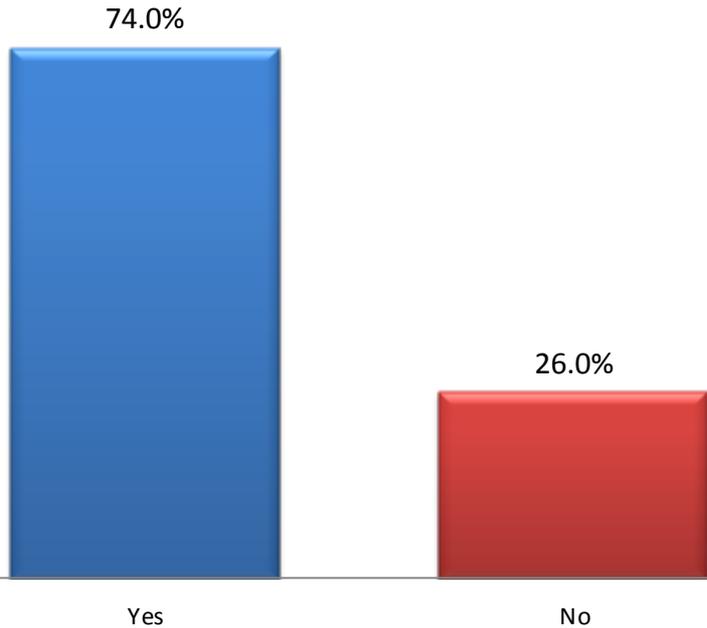
- ▶ “From everyone I have talked to, this area is lacking a severe amount of psychologists, psychiatrists.”

–*Mother*



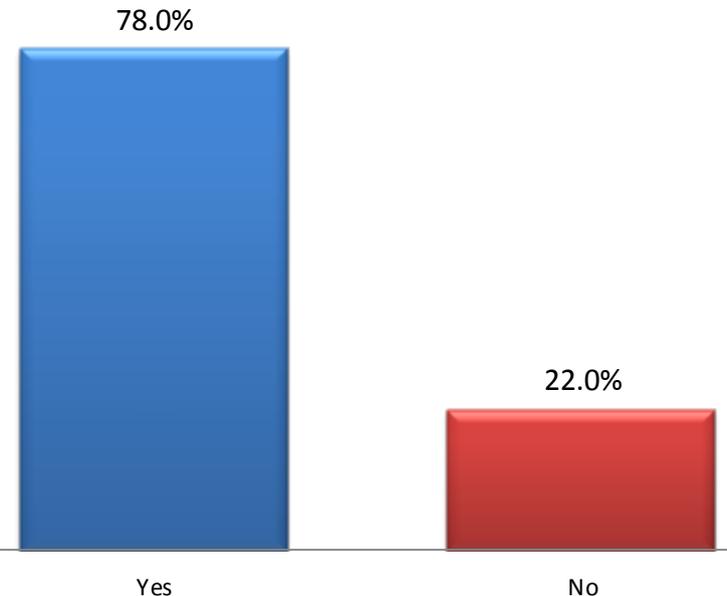
# Child Dental and Pediatrician Visits

Dental Visit For Child With Past 12 Months– Among Those With Children



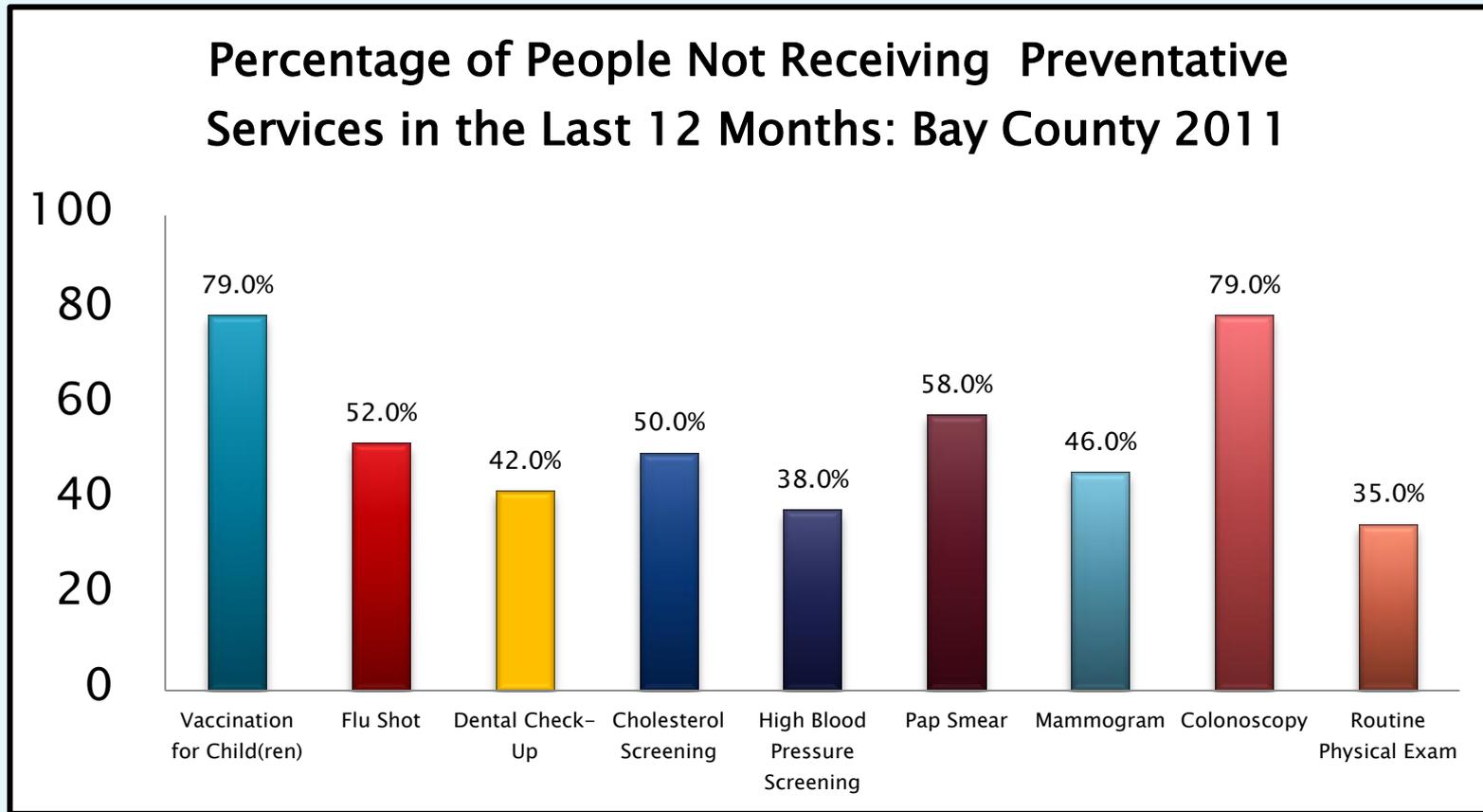
Source: Community Health Assessment Phone Survey, 2011

Annual Pediatrician Checkups– Among Those With Children



Source: Community Health Assessment Phone Survey, 2011

# Not Receiving Preventative Services



Source: Community Health Assessment Phone Survey, 2011

# Public Health Interventions

- ▶ “I always thought the Health Department should come to the school for immunizations.”  
– *Teacher/Administrator*
- ▶ “I think the successes we’ve had, when we try alone as a school we fail and when the health department does an initiative, no offense, but they fail. But whenever we work together then it works. So that’s where we have the captive audience, you guys have the services. So come to our place and let’s work together on this.”  
– *Teacher/Administrator*

# Community Input

- ▶ *“What is your most important health care need?”*
  - Access to Affordable Medicine/Care (17.6%)
  - Prevention/ Wellness (15.2%)
  - Education (8.8%)
  - Mental Health (4.8%)
- ▶ *“What other services would you like to see provided locally?”*
  - Increased Physician Services (23.7%)
  - Access to Affordable Dental Services (21.1%)
  - Preventative Services (18.4%)
  - Mental Health Services (10.5%)

Source: Web survey from the Community Health Assessment

# Looking to the Future

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# Health Improvement Plan

- ▶ The Obvious
  - Heart Disease, Cancer, Diabetes, Injuries
- ▶ Prevention is the Key
  - Building Services vs. Bringing Services to the Community
  - Where is the Community? Schools, Churches, Not For Profit Organizations, etc.
  - More Education
  - Looking at Health Differently

# Grant Opportunities

- ▶ Robert Wood Johnson Foundation
  - Roadmaps to Health Community Grant

# Questions?

## Community Health Improvement Project

Partners: Bay County Health Department, McLaren Bay Region, Bay Arenac Behavioral Health, & Bay Health Plan

Presented By: Joel Strasz

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