

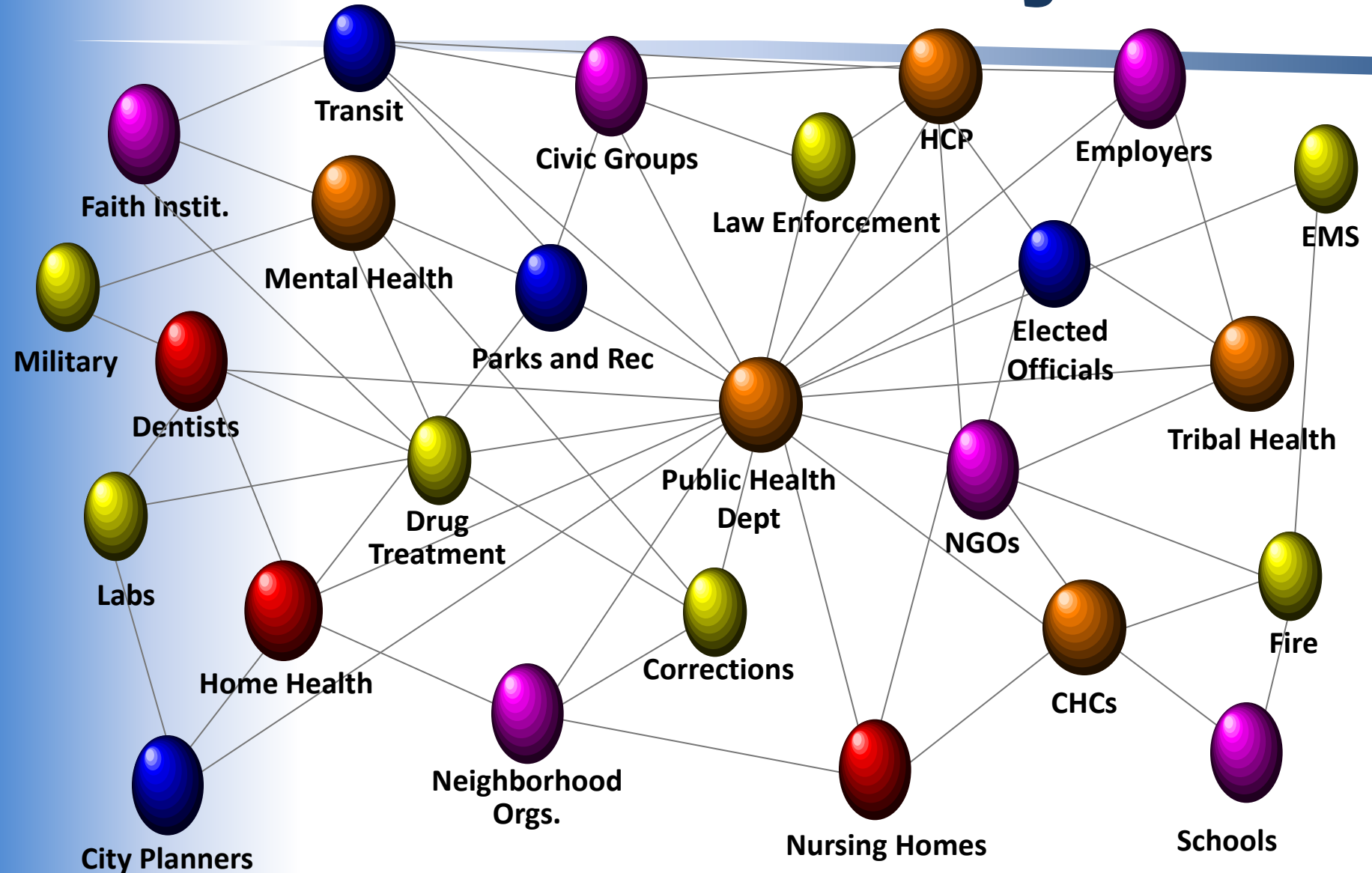


Community by Community approach

Lake County Health Department
and Community Health Center

- Mobilizing for Action through Planning and Partnerships
- Community-driven strategic planning process for improving community health
- Interactive process that improves:
 - Efficiency
 - Effectiveness
 - Performance of local public health systems

Local Public Health System



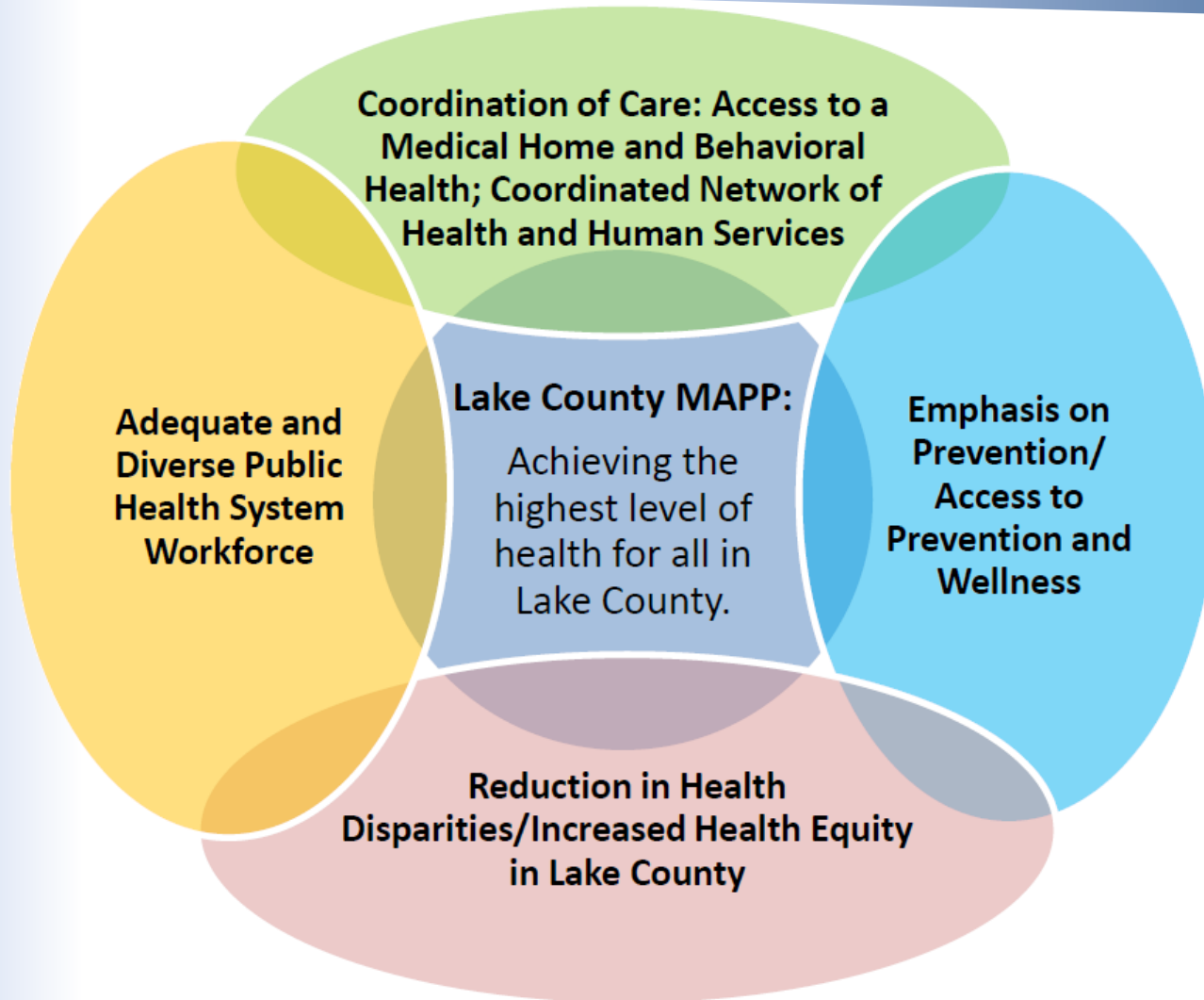
MAPP Process

- Formed steering committee of community leaders from different disciplines
 - Non Profit Organizations
 - Academia
 - Hospitals
 - Forest Preserve
 - Regional Office of Education
 - Private Industry
 - Environmental Groups

MAPP Outputs

- 4 Assessments
 - Community Health Status
 - Community Themes and Strengths
 - Local Public Health System
 - Forces of Change
- 423 pages
- Hundreds of data tables
- 1 ½ years of work

Strategic Priorities



MAPP Action Teams

- 4 Action teams, 1 for each priority
 - 15 members each
 - 43 different agencies
- Took strategic priorities and formed measurable objectives

Why all that work?

- Intent is for communities to take action
 - Not to simply gather data
- Implementation by community
 - Driven from within
 - Guided by Steering Committee
 - Helped by Health Department
- Collaboration

Roles

Steering Committee

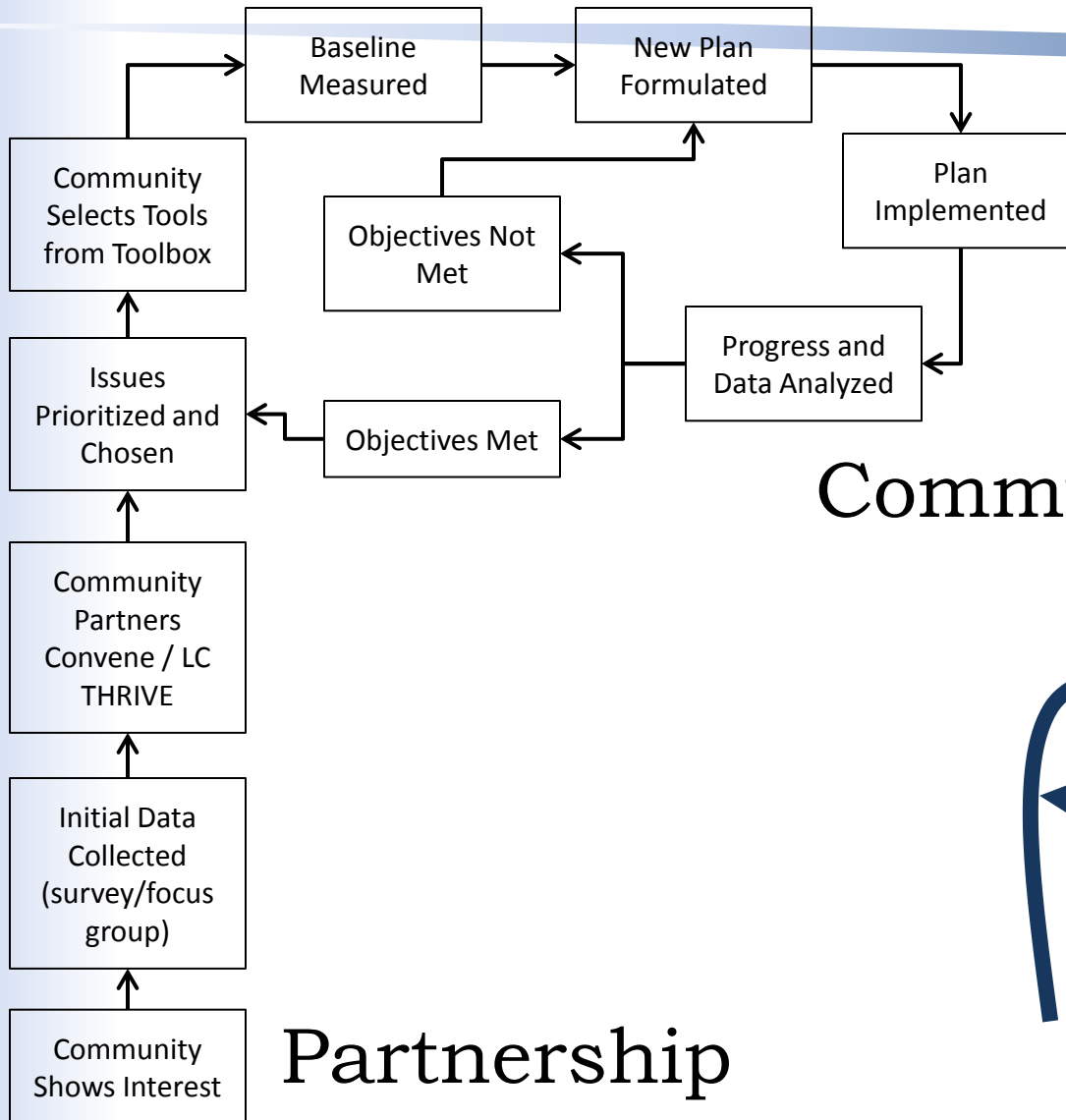
- Forces of change
- Organize communities
- Get the right people together
- Champion causes

LC Health Department

- Facilitator
- Assessments
- Data analyses
- Training on tool usage

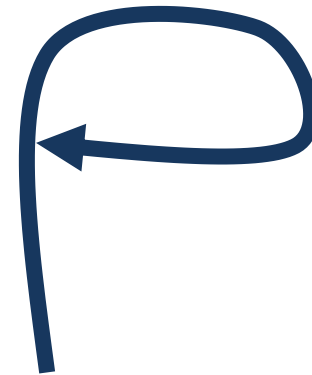


Community Health Planning - P



Community Action

Partnership



Community

- Any area that works together for a common cause
 - Not just city, zip code, county
- A social group of any size whose members reside in a specific locality
 - City
 - Coalition
 - Education Group

Community Example

- Round Lake
 - Data showed a lack of transportation and health insurance
 - High school is on Academic Watch Status
 - 67% of the 12th graders reported using alcohol in the past year
- Clinic being built in school to provide
 - Medical care
 - Physicals, immunizations, dental, injury/illnesses
 - Mental health and substance abuse counseling

School Based Health Center

- School Based Health Center
 - Round Lake High School
 - Healthcare Foundation of Northern Lake County
 - Mano a Mano
 - Lake County Health Department

Education

- A different type of community
 - Not geographic
- This group works together for a common cause

Education Cluster

- Affordable Care Act will offer access to insurance for many who don't have it
 - Cause an increase of patients
 - Same number/decreasing amount of health workers
- There is a need to increase the public health workforce

Education Cluster

- Collaboration to attract workers to the health field
 - More affordable
 - Easier pathway
 - Keep graduates local
- Partners from all levels
 - Regional Office of Education
 - Community College
 - University
 - Medical School
 - Hospital

Education Cluster

- Pathways to health careers
 - Shorter
 - 3 years for pre-med undergraduate
 - Smoother Transitions
 - From community college to university
 - From university to medical school
 - Clearer
 - Health specific curriculum at a younger age
 - Easier
 - Recruit locally

Data Driven Processes

- Accurate, timely data is necessary
 - Need to know what is actually going on
 - No hunches allowed
- Helps narrow down focus
- Can see trends
- Identify previously unknown problems

What is Data?

- Factual information used as a basis for reasoning, discussion, or calculation
- Information that helps you paint a clear picture of the problem you are trying to address in YOUR community
- Proof that there is a problem
 - And proof that the problem is worth solving

Local Data

- YOUR community
 - ...Is unique
 - ...Cannot be described with county or state data
 - ...Has nuances that may be difficult to measure
- Local data
 - Gives insight
 - Delve deeper
 - Irreplaceable

Example

- North Chicago Community Days
 - City of North Chicago
 - Community Unit School District #187
 - Foss Park District
 - Abbott Laboratories
 - Lake County Health Department



North Chicago Community Days

- Survey created to inquire about:
 - Health insurance status
 - Top health concerns
 - Barriers to healthy food
- 105 respondents
 - 59 North Chicago residents

Results

- Public Health Buzzword:
Food Desert
 - Impoverished area
 - No fresh fruits or vegetables
 - No access to a grocery store
- North Chicago is a food desert

Results

- How would you rate and rank these health-related issues, regarding the level of concern to the community:
 - Tobacco Use/Smoking
 - Other Drug Use
 - Healthy Eating
 - Physical Activity
 - Community Safety
 - School Dropout
 - Alcohol Use/Drinking

Results

- How would you rate and rank these health-related issues, regarding the level of concern to the community:

Rank	Health Concern	Response		Percent
		Very Concerned/ Concerned	Total Responses	
1	Community Safety	42	50	84.0
2	School Dropout Rate	35	42	83.3
3	Healthy Eating	41	52	78.8
4	Other Drug Use	29	38	76.3
5	Tobacco	33	46	71.7
6	Physical Activity	33	46	71.7
7	Alcohol Use/ Drinking	30	44	68.2

LCHD/CHC, "Health Highway Survey", August 4-5, 2012

Local Data

- Is there a food desert in North Chicago?
 - Yes
- Is it the *biggest* concern for these North Chicago residents?
 - No

How to Prioritize

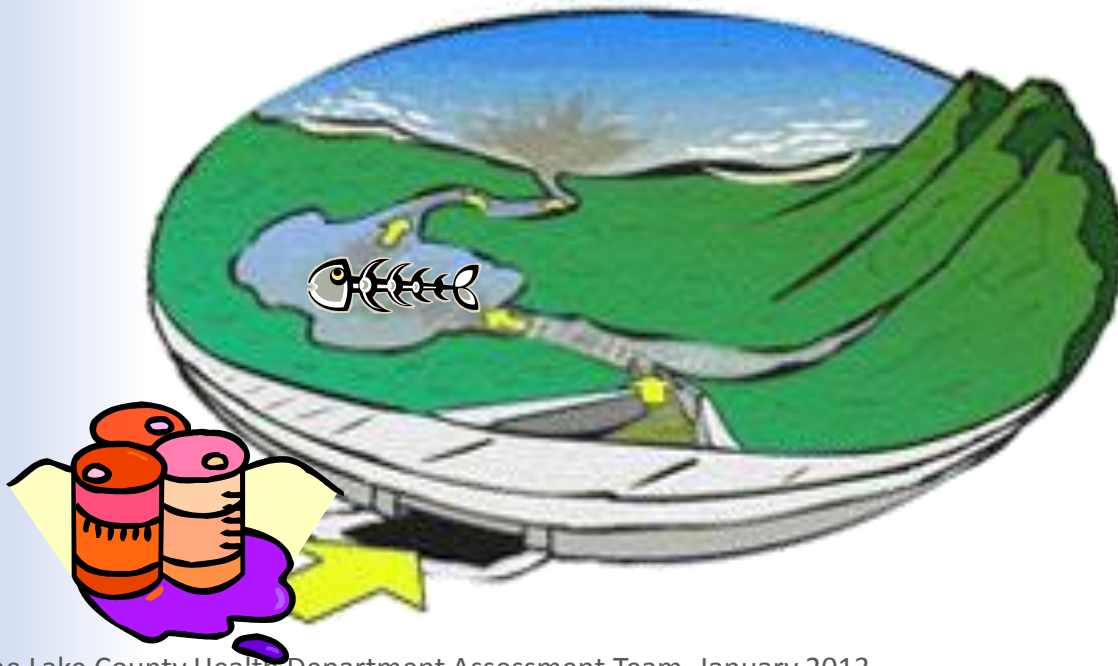
- THRIVE Tool
 - Community **T**ool for **H**ealth & **R**esilience
In **V**ulnerable **E**nvironments

THRIVE

- An assessment tool used to prioritize community needs
 - Areas of need
- Exposures and behaviors affect health outcomes
- Utilizes upstream thinking to get at the root of issues, not the symptoms

Example – Upstream Thinking

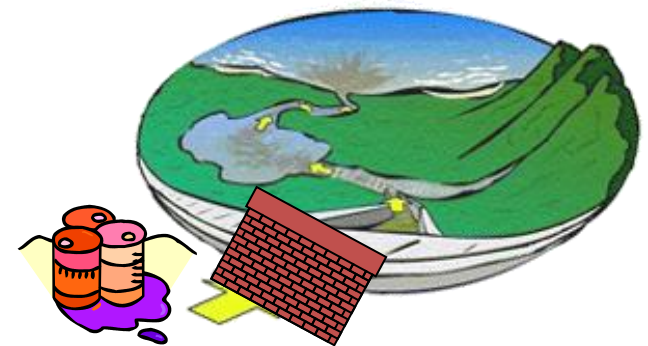
Pollution is the seeping into the lake via the storm drain. This is causing fish to die and contaminating drinking water. What is the best way to save the fish and clean up the lake?



Example – Upstream Thinking

What is the best way to save the fish and clean up the lake?

- Build a wall



Example – Upstream Thinking

What is the best way to save the fish and clean up the lake?

- Build a wall
- Clean up the pollution



Example – Upstream Thinking

What is the best way to save the fish and clean up the lake?

- Build a wall
- Clean up the pollution
- Remove the pollution at its source



Example – Upstream Thinking

What is the best way to save the fish and clean up the lake?

- Build a wall
- Clean up the pollution
- Remove the pollution at its source

Why not move all the fish out of the lake?

Why not continually treat the downstream water?



Link Exposures to Outcomes

Diet &
Activity
Patterns



Tobacco



Alcohol
& Drugs



Heart Disease

Cancer

Stroke

Type 2 Diabetes

Injuries and
Violence

THRIVE Factors

LCHD Modified Factors

- Education
- Living wages and local wealth
- What's sold and how it's promoted
- Look, feel and safety
- Parks and open space
- Getting around / Transportation / Access
- Housing

Example

- Wauconda Coalition
 - Met several times to discuss perceptions
 1. Obesity
 2. Drug/Alcohol Prevention
 - Gathered data
 - Each coalition member brought focused data

Wauconda Coalition

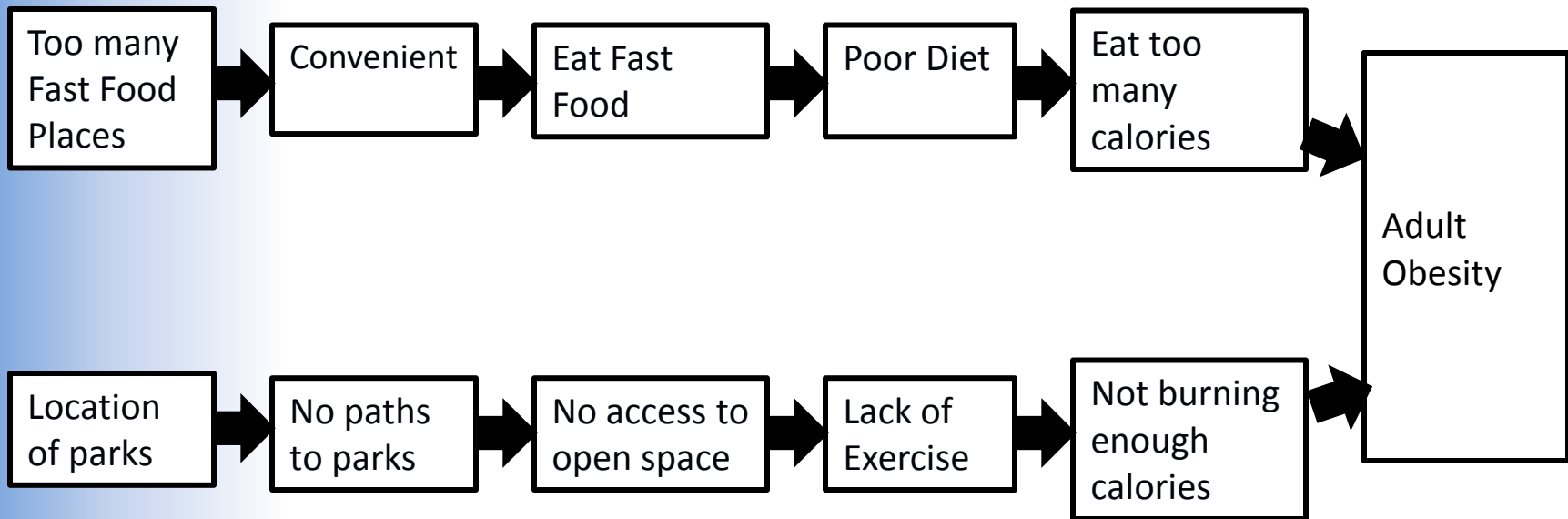
- Local Data – Adult Obesity

		Village of Wauconda	City of Lake Forest	Lake County
<i>Fast Food</i>				
	Percent of Food Permit Facilities	55.1%	46.2%	74.6%
	Percent of Schools within ¼ mile	66.7%	26.1%	49.4%

<i>Parks and Open Space</i>		Village of Wauconda		City of Lake Forest		Lake County	
		Number	Rate	Number	Rate	Number	Rate
<i>Parks</i>							
	Total	17	124.97/ 100,000	12	61.70/ 100,000	687	101.45/ 100,000
	Within ¼ mile of a school	4	23.5%	4	33.3%	194	38.1%

Wauconda Coalition

- Local Data – Adult Obesity



Make the Strategy Fit the Data (not the other way around)

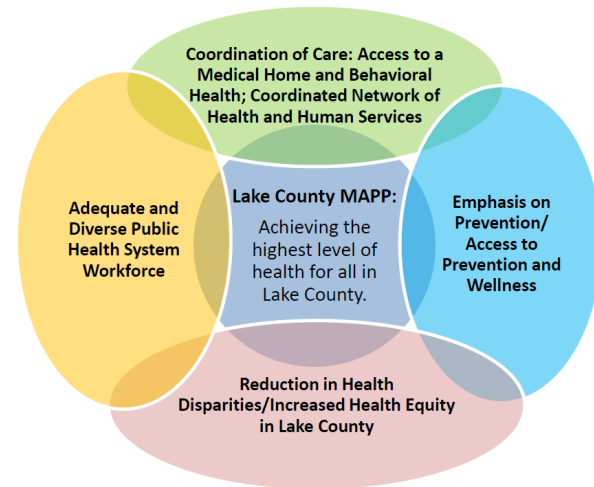
- SMART Objectives

- **S**pecific
- **M**easurable
- **A**ction Oriented
- **R**ealistic
- **T**ime Sensitive

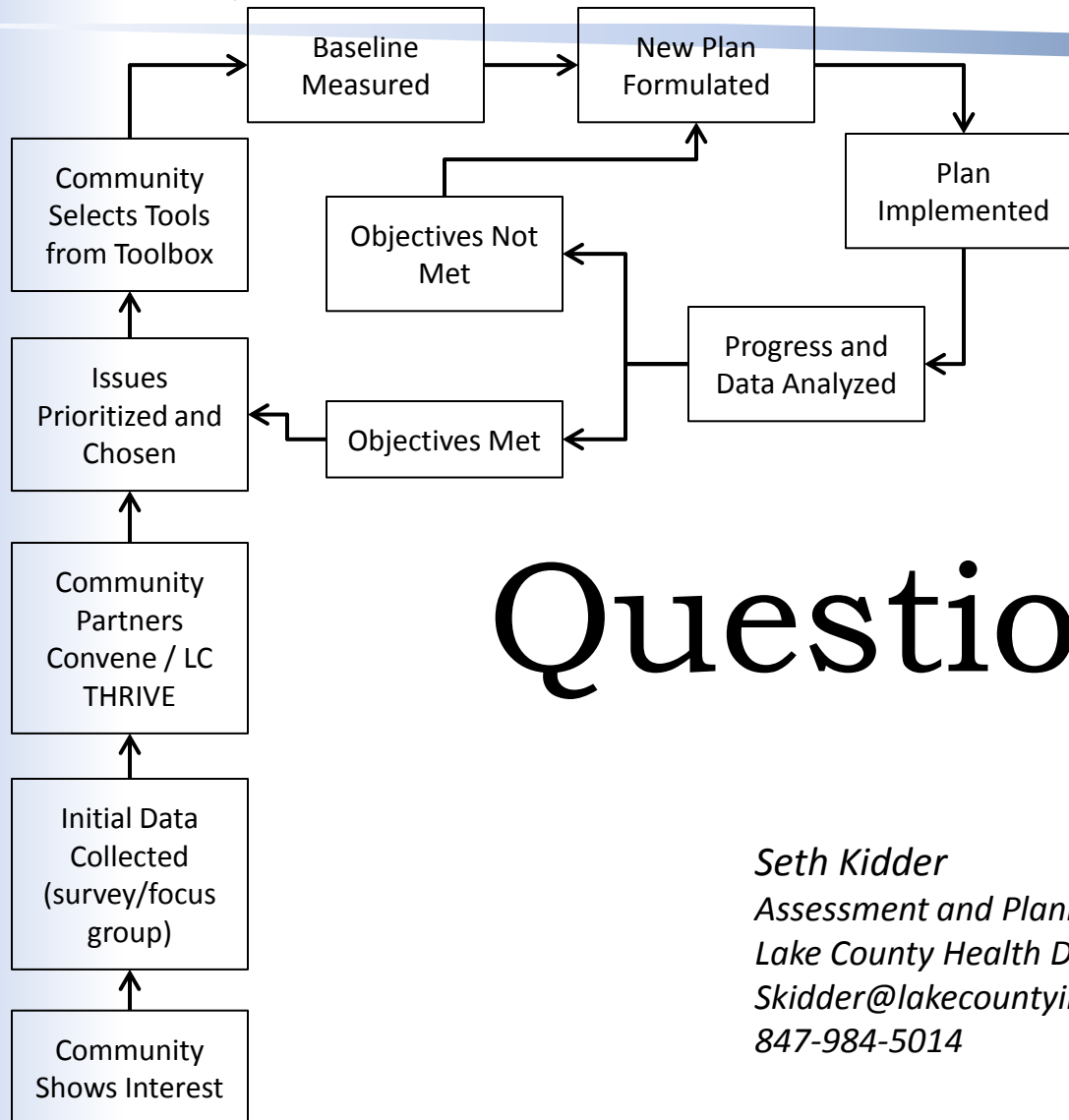
- By October 2013, we will reduce the prevalence of obesity in our community by 5%.

Community by Community

- Change should come from within the community
- Issues should be
 - Valuable
 - Necessary
 - Important
- Solutions should align with the 4 MAPP strategic issues



Whole Process



Questions?

Seth Kidder
Assessment and Planning Coordinator
Lake County Health Department
Skidder@lakecountyil.gov
847-984-5014