

Community Health Improvement Plan

Updated: 10/7/11

VISION

To ensure all Lake County residents will be the healthiest they can be at every stage of life.

LEADERSHIP/OVERSIGHT

- 1.) Establish ACHIEVE Wellness Lake County as the county-wide oversight body of Community Health Improvement Plan (CHIP).
- 2.) Establish target ad hoc Task Forces, and agency leads/content area experts to steer the implementation of the Community Health Improvement Plan (CHIP).

Childhood and Adult Obesity - Lake County General Health District

Behavioral Health - ADAMHS

Aging Problems - Council on Aging

POLICY DEVELOPMENT

- 1.) Work collaboratively among the members of the ACHIEVE Wellness Lake County membership to advocate for Local and State policies that positively impact health.
- 2.) Develop an on-going community health assessment and data system to collect, evaluate, and utilize community health data to educate policy makers and leaders in Lake County.
- 3.) Provide technical support and recommendations to state and federal policy makers regarding health and wellness.
- 4.) Create a new mechanism to monitor, coordinate, and communicate the development of health promotion and prevention programs among Lake County providers (public and private).

AGING PROBLEMS

Goal:

1. Increase socialization, education, and opportunities to enhance quality of life for both seniors and their caregivers.

Objectives:

1.1. Involve seniors in helping implement CHIP.

Strategies:

1.1a. Conduct focus groups at senior centers, retirement centers, condo associations, etc.

to participate in planning/implementation of CHIP.

1.1b. Recruit seniors to volunteer at local events & RSVP to support CHIP.

1.1c. Establish quarterly meetings for ideas on how seniors can help in the community.

1.1d. Work with seniors to understand common health issues so they can act as mentors to residents.

Objectives:

1.2. Market the Council on Aging programs more broadly and effectively.

Strategies:

1.2a. Increase awareness of existing senior programs at places they frequent i.e. grocery stores, churches, senior centers, Lake Tran, etc.

1.2b. Establish low-cost transportation to and from events and programs for seniors.

Objectives:

1.3. Expand "gatekeeper" activities to help reach isolated seniors.

Strategies:

1.3a. Develop marketing partnerships with the Council on Aging.

1.3b. Utilize Meals on Wheels, RSVP, and senior centers to help distribute resource information to seniors.

AGING PROBLEMS

Objectives:

1.4. Publicize eligibility requirements to help seniors see if they qualify for social and community services.

Strategies:

- 1.4a. Work with Lakeland Community College & Lake Erie College to start a program for seniors to audit classes.
- 1.4b. Offer information sessions on Medicare and care giving.
- 1.4c. Work with the faith-based communities to enhance health education & prevention intervention distribution.
- 1.4d. Approach finance companies to have them work with seniors on financial planning, retirement issues, insurance, etc.
- 1.4e. Increase awareness of the services offered through the Ohio Benefit Bank.

Goal:

2. Increase communication between partners.

Objectives:

2.1. Establish and/or enhance a monthly meeting between all service providers i.e. Council on Aging, Senior Centers, etc.

Strategies:

- 2.1a. Identify task force leads or existing group and provide leadership/support.
- 2.1b. Identify goals of CHIP that align with Council on Aging and distribute.

Objectives:

2.2. Create a monthly newsletter that all partners are designated one page to fill.

Strategies:

- 2.2a. Establish an editor.
- 2.2b. Establish a distribution list and mechanism to distribute.

BEHAVIORAL HEALTH

Goal:

1. Decrease stigma and increase awareness as it relates to behavioral health issues.

1.1a. Increase materials in churches, schools, etc. to raise awareness about the severity of mental illness and addiction.

1.1b. Increase awareness and understanding about behavioral health issues and that they are just as non-discriminate as chronic disease and cancer via postings at popular gathering places.

1.1c. Work with local TV channels about airing a commercial on behavioral health awareness.

1.1d. Tie HIPPA and confidentiality laws into the educational material used.

1.2a. Develop different curriculums for different age levels.

1.2b. Work with authorities to develop a curriculum that can be used in a class-like setting.

1.2c. Continue to approach schools to offer classes/lessons on signs and symptoms of behavioral health & provide them with the material.

1.2d. Teach students how to appropriately respond to behavioral health issues and where to direct friends and acquaintances for help.

1.2e. Relay the message that behavioral health is a problem that affects all ages.

1.2f. Encourage schools to offer behavioral health and addiction education to all students before the age of 18.

1.3a. Distribute information to small businesses throughout the county via fliers, posters, bill-boards, and commercials.

1.3b. Establish a working relationship with Lake County Chambers of Commerce and COSE.

1.3c. Develop a system to ensure all informational material at all locations is up-to-date and "in-stock" throughout Lake County.

Goal:

3. Increase impact on high-risk population.

3.1a. Establish a current provider and program resource list.

3.1b. Continue to encourage the use of Lake County 211, a resource information line that offers an automated database of community services or the opportunity to speak with an information and referral specialist.

BEHAVIORAL HEALTH

3.2a. Offer opportunities for screenings for behavioral health issues/depression/substance abuse by medical care givers, medical homes, and community centers.

3.2b. Ask primary care physicians to perform screenings at yearly physicals.

3.2c. Work with skilled nursing to screen patients upon admission and prior to discharge.

3.2d. Treat behavioral health issues as you would chronic or infectious disease in hospitals, medical settings, etc.

3.3a. Work with agencies that serve at-risk families (social services) to promote education and awareness on behavioral health issues.

OBESITY

Goal:

1. Reduce senior, adult, and childhood obesity for Lake County to become the lowest prevalence in Ohio.

Objectives:

1.1. Establish a county-wide referral, education, & treatment system.

Strategies:

1.1a. Develop a central intake and referral system for Lake County.

Goal:

2. Increase program offerings.

Objectives:

2.1. Increase utilization of 10,000 steps programs.

Strategies:

2.1a. Establish a virtual walking program to individual community members, community programs, and businesses.

2.1b. Expand walking opportunities in non-traditional areas i.e. school gyms.

2.1c. Create a general walking log so participants can keep track of their physical activity.

Objectives:

2.2. Expand the adoption of B Fit corporate challenges among Lake County employers.

Strategies:

2.2a. Create a competition that can accommodate all business types.

2.2b. Research local runs/walks and sign up as groups to compete.

2.2c. Sponsor and establish a JUST RUN 5k for children and families.

2.2d. Establish an indoor triathlon program utilizing a row machine, stationary bike, and treadmill and a facilitator.

Objectives:

2.3. Develop a network of all programs and resources offered at the LCGHD and other community partners on the ACHIEVE website.

Strategies:

2.3a. Collaborate with local indoor fitness facilities to secure a discounted rate for memberships.

2.3b. Post a list/comparison of physical activities vs. sedentary activities on the website.

Goal:

3. Improve access to healthy foods.

Objectives:

3.1. Increase the awareness of farmers' markets in the communities.

OBESITY

Strategies:

- 3.1a. Post signs where people convene, i.e. churches, community centers, parks, schools, worksites, libraries.
- 3.1b. Develop educational campaigns to help community members understand the importance/benefits of buying produce from farmers' markets.
- 3.1c. Expand the ACHIEVE (OSU) nutritional program county-wide with farmers' market incentives.

Objectives:

- 3.2. Encourage community members to purchase healthier foods at the grocery store.

Strategies:

- 3.2a. Encourage community members to take advantage of virtual grocery store tours.
- 3.2b. Increase awareness & utilization of consumer education programs such as the "GO!" label on foods at Heinen's.
- 3.2c. Educate the public on how food is utilized by the body.
- 3.2d. Offer education and hands-on sessions on cooking healthy.

Objectives:

- 3.3. Increase availability of healthier food and beverage choices in grocery stores, markets, schools, day care, convenient stores, and vending machines across all geographic regions.

Strategies:

- 3.3a. Improve availability of mechanisms for purchasing foods from farms.
- 3.3b. Work to discourage the consumption of sugar-sweetened and artificially sweetened beverages through education.

Objectives:

- 3.4. Increase the support for breastfeeding.

Strategies:

- 3.4a. Initiate and maintain partnerships with maternity staff and lactation consultants at Lake County hospitals.
- 3.4b. Bring awareness and advertise for current and developing breastfeeding support groups in the community.
- 3.4c. Allow areas and breaks for breastfeeding at community events and places of employment.

OBESITY

3.4d. Decrease marketing of infant formula within the community or conduct marketing for infant formula in a way that minimizes negative impacts on exclusive breastfeeding.

Goal:

4. Enable 100% of schools in Lake County to participate in the Farm to School program.

Objectives:

4.1. Offer a county-wide Farm to School conference for all schools to attend.

Objectives:

4.2. Establish a mentorship program for those who are less familiar with the Farm to School program.

Goal:

5. Encourage physical education in schools at every grade level.

Objectives:

5.1. Promote the increase in the amount of physical activity and physical education programs in schools.

Strategies:

5.1a. Increase opportunities for extracurricular physical activity.

5.1b. Reduce screen time in day cares as well as the child's home.

5.1c. Increase the opportunities for individual, lifelong physical activities.

Goal:

6. Enhance the built environment.

Objectives:

6.1. Improve availability and access to recreational facilities, parks, and trails.

Strategies:

6.1a. Zone for mixed use of development.

Objectives:

6.2. Support active transportation; walking, running, biking, etc.

Strategies:

6.2a. Promote biking and walking to destinations less than two miles from home.

6.2b. Improve access to public transportation to and from health, wellness, and medical facilities.

6.2c. Increase the amount of bus stops near community-based wellness services.

Objectives:

6.3. Enhance personal safety in areas where persons are or could be physically active.

Strategies:

6.3a. Shift the cultural norms of Lake County to a more active, pedestrian friendly environment.

OBESITY

6.3b. Increase the amount of lighting in places where physical activity can take place.

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POLICIES

Goal:

1.) 100% tobacco free school campuses, businesses, community centers, and parks.

Objectives:

1.1. Encourage the adoption of 100% tobacco free policies at all school campuses.

1.2. Encourage the adoption of 100% tobacco free policies at all small employers.
recreation facilities).

Goal:

2.) Increase safety and access to physical activity.

Objective:

2.1. Increase the adoption of zoning, planning, and development of policies that support complete street concepts.

Strategy:

member.

pedestrians.

2.1c. Create linkages from bike paths and parks to existing recreational areas and housing developments.

Community Health Improvement Plan

AGING PROBLEMS

Partners:

AARP (groups alike)
Case managers, gatekeepers
Comfort Keepers
Council on Aging
Financial/Tax Advisor
Fire Chiefs
Hospice
Hospitals
Primary Care Physicians
RSVP Volunteers
Senior Centers
United Way Lake County

BEHAVIORAL HEALTH

Partners:

ADAMHS Board and Providers
Chambers of Commerce
Churches
Colleges
Employers/Businesses
Free Clinic
Lake County General Health District
Lake Health
Schools
Social Service Agencies

OBESITY

Partners:

ACHIEVE Wellness Lake County
Churches
Cleveland Clinic
Crossroads
Family Planning
Lake County Free Clinic
Lake County General Health District
Lake Health
Lake Metroparks
Local Businesses (Curves, Fitworks, Weight Watchers)
Local Government
Primary Care Physicians
Schools
Social Service Agencies
YMCA