



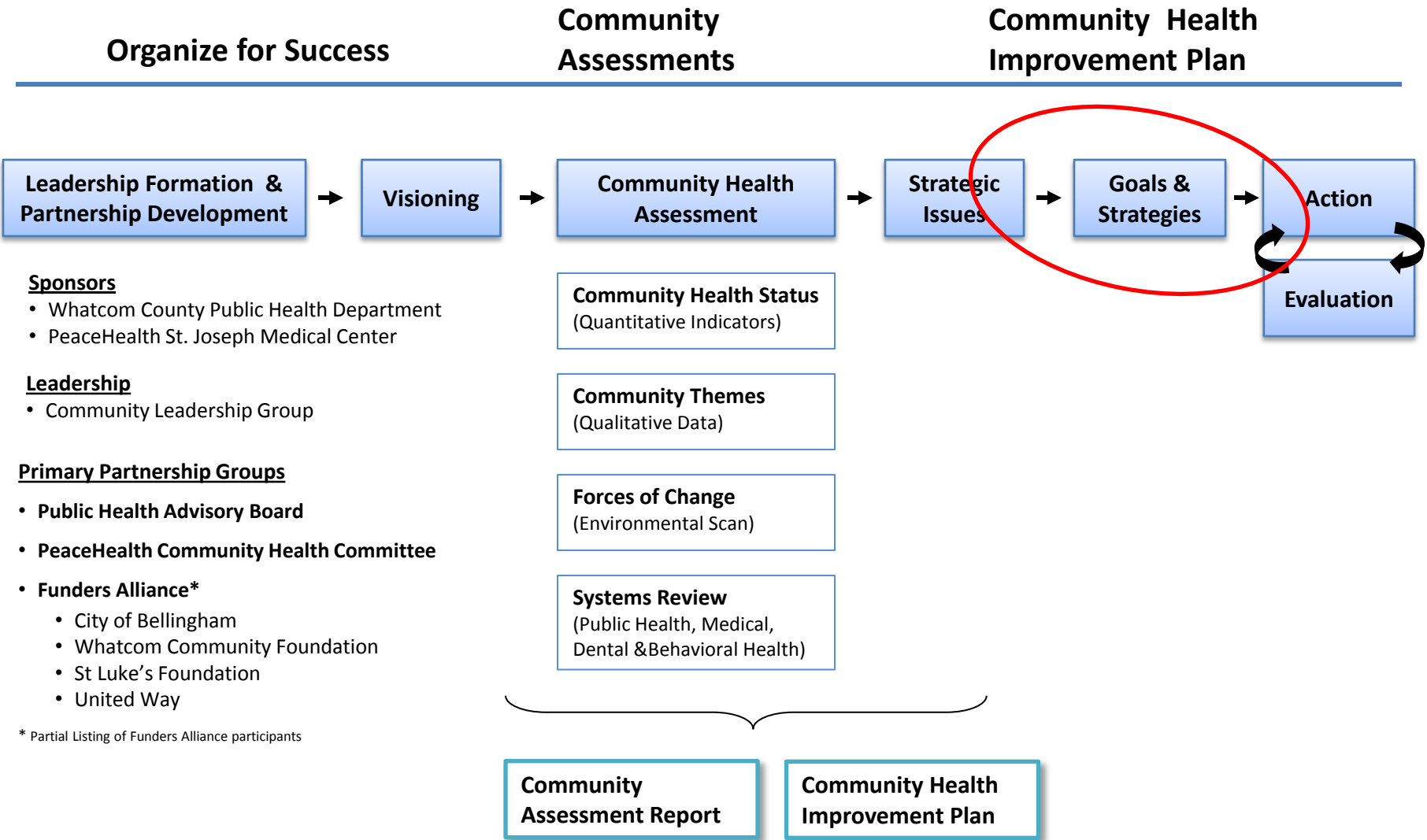
Whatcom County Community Health Improvement Plan Update

March, 2013

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Mobilizing for Action through Partnerships and Planning ~ (MAPP) Process



* Partial Listing of Funders Alliance participants

CHIP Big Picture

- **Primary Goal:**
 - Improve health for all Whatcom County residents, especially vulnerable groups and populations with poor health outcomes
- **Implementation Priorities:**
 - Focus on **substance abuse**
 - Community-based leadership and “**voice**”
 - Build on **current efforts** to improve community health

Call for Community Response

Strategic Priorities	Assessment Findings	
Healthy Child, Youth and Family Development	<ul style="list-style-type: none"> • Income and education are directly related to health outcomes. • Childhood adverse events have a significant impact on health and well being. • Whatcom County has high rates of childhood abuse and lower rates of high school graduation. 	Substance Abuse
Healthy and Active Living in Neighborhoods and Communities	<p>Research shows that people in more rural areas and lower income city neighborhoods have:</p> <ul style="list-style-type: none"> • Less access to healthy foods • Fewer safe places to be physically active, e.g. ride a bike or walk. • More exposure to tobacco smoke and tobacco products. 	
Health Care for Vulnerable Populations	<ul style="list-style-type: none"> • Primary care capacity in Whatcom County is insufficient. • There are more effective ways to provide care for high utilizing patients with complex chronic conditions. • People of certain ethnic groups do not feel welcomed into our health care system. 	

Goals that Inspire

Strategic Priorities	Goals
Support Healthy Child, Youth and Family Development	<ul style="list-style-type: none">▪ All families are strong, stable and supported from the start▪ All children enter school safe, healthy and ready to learn▪ All youth graduate from high school prepared for bright healthy futures
Promote Healthy and Active Living in Neighborhoods and Communities	<ul style="list-style-type: none">▪ All people live in safe, healthy and affordable homes▪ All people feel safe and connected to their neighbors and to their community▪ All people have opportunities to adopt healthy active lifestyles in their neighborhoods or communities
Ensure Health Care for Vulnerable Populations	<ul style="list-style-type: none">▪ All people have access to essential health care services▪ All children, adults and seniors with complex needs receive supports that optimize outcomes▪ All people feel welcomed into the health care system and are satisfied with their health care system experiences

Substance Abuse Key Issue

Strategic Priorities	Substance abuse
Healthy Child, Youth & Family Development	<ul style="list-style-type: none"><li data-bbox="774 529 1707 579">▪ Impact on children and family wellbeing
Healthy & Active Living in Neighborhoods & Communities	<ul style="list-style-type: none"><li data-bbox="774 779 1731 829">▪ Crime rates and effect on neighborhoods
Health Care for Vulnerable Populations	<ul style="list-style-type: none"><li data-bbox="774 1033 1306 1083">▪ Treatment availability

Respect for “Voice”

Strategic Priorities	People with Interest
Healthy Child, Youth & Family Development	<ul style="list-style-type: none">▪ Young families, particularly families with lower incomes▪ Families who are part of non-majority racial and ethnic groups▪ Single parents, particularly single mothers living in poverty
Healthy & Active Living in Neighborhoods & Communities	<ul style="list-style-type: none">▪ People living in rural areas of the county▪ Lower income Bellingham neighborhoods
Health Care for Vulnerable Populations	<ul style="list-style-type: none">▪ People who are uninsured or under-insured, or have Medicaid coverage▪ People with chronic health conditions requiring ongoing and intensive engagement with health care system.▪ Non-English speaking populations; people who are part of non-majority racial and ethnic groups

Building on Current Work

Strategic Priorities	Leading Organizations and Coalitions
Healthy Child, Youth & Family Development	<ul style="list-style-type: none">▪ Opportunity Council/Early Learning and Family Support Services▪ United Way of Whatcom County▪ Whatcom County Health Department▪ Whatcom Family and Community Network▪ Whatcom Early Learning Alliance▪ School Districts and Higher Education (e.g, Bellingham Public Schools/WWU Woodring College of Education)
Healthy & Active Living in Neighborhoods & Communities	<ul style="list-style-type: none">▪ Whatcom County Health Department▪ City of Bellingham▪ Opportunity Council/Housing Center
Health Care for Vulnerable Populations	<ul style="list-style-type: none">▪ Whatcom Alliance for Healthcare Advancement (WAHA)▪ PeaceHealth St. Joseph Medical Center▪ Interfaith Community Health Center

Strategic Priority 1: Supporting Healthy Child, Youth and Family Development

Goals	Outcome Measures (Proposed)	Proposed Initiatives and Actions
<p>All families are strong, stable and supported from the start</p>	<p>↓ % Families with young children living in poverty</p> <p>↓% Households in which children have 3 or more adverse childhood experiences (ACES)</p>	<ul style="list-style-type: none"> Develop cohesive system of services and supports for new parents/emerging families, including targeted health and social services for at-risk families (i.e., nurse home visitation, mental health counseling, housing case management, financial literacy)
<p>All children enter school safe, healthy and ready to learn</p>	<p>↑ % Children who meet kindergarten school readiness standards (all domains)</p>	<ul style="list-style-type: none"> Expand availability and access to high quality early learning opportunities and developmental supports for at-risk children
<p>All youth graduate from high school prepared for bright healthy futures</p>	<p>↑% Youth who graduate from high school on-time</p>	<ul style="list-style-type: none"> Implement evidence-based approaches in schools and other settings to respond compassionately to children and youth who have experienced adverse events (ACEs) or have other challenges to success

Supporting Healthy Child, Youth and Family Development

Goals/
Focus
Areas

Enhance family functioning and reduce adverse childhood experiences

- Increase family economic stability and ability to meet basic needs
- Identify and address parental mental health, substance use and interpersonal violence issues
- Increase positive parenting and healthy family relationship skills

Optimize early childhood development and school readiness

- Increase parental support for children's learning and development
- Identify and address child behavioral and developmental issues
- Increase child connection to positive high quality early learning environments

Improve educational achievement and attainment

- Increase parental educational attainment and vocational skills
- Identify and address youth mental health and developmental issues that impact learning
- Increase positive youth connection to family, friends, school and community

Employment
↓
Income
↓
Better Opportunities for Personal and Family Health

↓
-Improve health
-Reduce disparities

Life Course Stage

Emerging families:
Pregnant mothers/new parents

Young children:
0-6 years

Youth/young adults:
Middle and high school

Key Measures

↓ # and % of children who experience abuse/neglect (high ACEs)

↑ # and % children who meet kindergarten readiness standards

↑ # and % youth who graduate from high school

↓ # and % families living in poverty

Strategic Priority 2: Promoting Healthy & Active Living in Neighborhoods and Communities

Goals	Outcome Measures (Proposed)	Proposed Initiatives and Actions
<p>All people live in safe, healthy and affordable homes</p>	<p>↑% People who report no housing related problems (cost, inadequate facilities, homelessness)</p>	<ul style="list-style-type: none"> ▪ Advocate for ongoing development or refurbishing of affordable housing and supportive housing units within close proximity to healthy community amenities
<p>All people feel safe and connected to their neighbors and to their community</p>	<p>↑% People who feel safe walking in their neighborhood</p> <p>↑% People who report knowing their neighbors</p>	<ul style="list-style-type: none"> ▪ Complete GIS mapping project relating health amenities to geography ▪ Develop place-based projects to improve safety, social connections, and advance healthy living opportunities in targeted communities.
<p>All people have opportunities to adopt healthy active lifestyles in their neighborhoods or communities</p>	<p>↑% People that live within ½ mile of healthy community amenities (transit, grocery store, park/play area, walking path/trail)</p>	<ul style="list-style-type: none"> ▪ Incorporate “healthy living” perspective in community design and planning including transportation, economic development, and housing plans

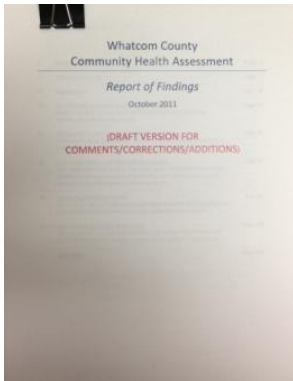
Strategic Priority 3: Ensuring Health Care for Vulnerable Populations

Goals	Outcome Measures (Proposed)	Proposed Initiatives and Actions
<p>All people have access to essential health care services</p>	<p>↓% of people who are treated in the ED who do not have health insurance coverage</p> <p>↑ %Adults with preventive dental visit in past year</p>	<ul style="list-style-type: none"> ▪ Expand access to health insurance coverage/financial support ▪ Expand primary care, oral health and behavioral health capacity, particularly for underserved populations
<p>All children, adults and seniors with complex health needs receive supports that optimize outcomes</p>	<p>↓ # and rate of avoidable Emergency Dept (ED) visits and hospitalizations</p> <p>↑ %Children/adults with complex health needs who receive care in Medical Home</p>	<ul style="list-style-type: none"> ▪ Develop community response to high-utilizing patients with complex needs, (e.g. “hot spotter” primary care clinics and centralized case management with access to substance specialists) ▪ Pilot new ways of integrating mental health and chemical dependency treatment with primary care
<p>All people feel welcomed into the health care system and are satisfied with their system experiences</p>	<p>↑%People who report satisfaction/perception of high quality care</p>	<ul style="list-style-type: none"> ▪ Implement system-wide cultural sensitivity training and review of organizational practices

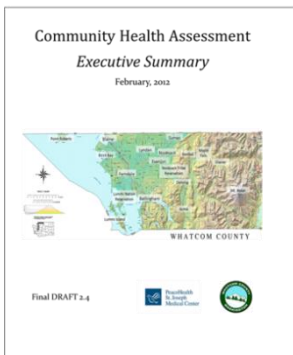


Next Steps # 1

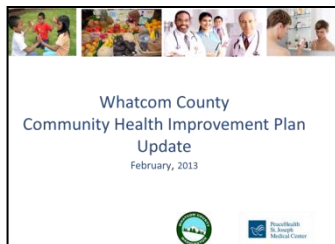
Complete Documents, Create Community Collateral



- CHA Source Document



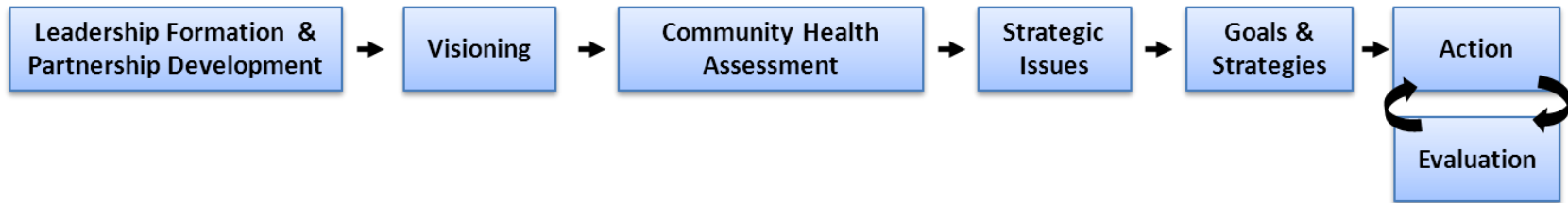
- CHA Executive Summary



- CHIP

- *CHIP User's Guide*
- Presentation templates
- Web presence

Acknowledgements



ASSESSMENT & PLANNING

Project Funded by:

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Special Advisors

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Whatcom County Public Health Advisory Board
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IMPLEMENTATION

Sponsors and Funders to Date (3/2013)

