VISION:

Healthy People in
Healthy Communities
Chippewa
Mackinac
Emmet
Charlevoix
Antrim
Otsego
Montmorency
Alpena
Cheboygan
Presque Isle

10 Counties assessed in the Community Health Assessment and Improvement Initiative
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

<table>
<thead>
<tr>
<th>Counties</th>
<th>Coronary Heart Disease Deaths</th>
<th>Cancer Deaths</th>
<th>Stroke Deaths</th>
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</thead>
<tbody>
<tr>
<td>ANTRIM</td>
<td>200</td>
<td>150</td>
<td>50</td>
</tr>
<tr>
<td>CHARLEVOIX</td>
<td>180</td>
<td>120</td>
<td>40</td>
</tr>
<tr>
<td>EMMET</td>
<td>160</td>
<td>110</td>
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<tr>
<td>OTSEGO</td>
<td>140</td>
<td>90</td>
<td>20</td>
</tr>
<tr>
<td>MONTMORENCY</td>
<td>120</td>
<td>70</td>
<td>10</td>
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<tr>
<td>ALPENA</td>
<td>100</td>
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<td>5</td>
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<td>CHEBOYGAN</td>
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<tr>
<td>MICHIGAN</td>
<td>150</td>
<td>100</td>
<td>10</td>
</tr>
</tbody>
</table>
## Five Most Important Health Problems

Percentages determined by Health Care Providers

### Source: Healthy Community Survey

<table>
<thead>
<tr>
<th>Health Problem</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Obesity</td>
<td>67.6%</td>
</tr>
<tr>
<td>Alcohol and Drug Issues</td>
<td>46.3%</td>
</tr>
<tr>
<td>Lack of Physical Activity</td>
<td>39.8%</td>
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<tr>
<td>Mental Health Issues</td>
<td>31.5%</td>
</tr>
<tr>
<td>Tobacco Use</td>
<td>30.6%</td>
</tr>
</tbody>
</table>

## Important Health Problems

- **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:** Behavioral Risk Factor Surveillance Study

- **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

### Other Key Issues
- **Tobacco Use**
- **Mental Health Issues**
- **Lack of Physical Activity**
- **Alcohol and Drug Issues**
- **Obesity**

### Data Source
- **Antrim, Charlevoix, Emmet, Otsego, Montmorency, Alpena, Cheboygan, Presque Isle, Chippewa, Mackinac**
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 pursing 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.

 McLAREN NORTHERN MICHIGAN STRATEGY, PROGRAMS, AND SERVICES
  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.

 McLAREN NORTHERN MICHIGAN STRATEGY, PROGRAMS, AND SERVICES
  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.

 McLAREN NORTHERN MICHIGAN STRATEGY, PROGRAMS, AND SERVICES
  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.