Community Health Improvement Plan
At A Glance - 2019

**Nutrition and Chronic Disease**

**GOAL:** Improve health outcomes in Bay County residents through healthy eating and chronic disease management

**OBJECTIVES:**
- Increase the consumption of the daily recommended servings of fruits and vegetables for children, adolescents and adults.
- Decrease the number of people in Bay County who are diagnosed with chronic diseases

**STRATEGIES:**
- Educate parents and youth on how to incorporate healthy eating into busy schedules.
- Provide opportunities for parents and youth to learn how to prepare quick, easy and healthy meals and snacks.
- Provide opportunities for families to learn how to meal plan and prepare foods in advances.
- Promote existing nutrition and food access programs and services to the community.
- Offer chronic disease prevention and self-management programs to the community.
- Promote the use of self-evaluation checks (My Life Check) for risk of cardiovascular disease.
- Participate in national health observances (Great American Smoke Out, Nutrition Month, Breastfeeding month etc.)

**Behavioral Health/Substance Use**

**BEHAVIORAL HEALTH GOAL:** Increase the number of people who are referred to behavioral health specialists and receive care.

**SUBSTANCE USE GOAL:** Reduce Substance use to protect the health, safety and quality of life of the community.

**OBJECTIVES:**
- Increase physician and resident knowledge about Adverse Childhood Experiences and how to refer patients to services.
- Improve the coordination among agencies/entities working toward improving the mental and physical health of our community.
- Increase the proportion of youth who perceive great or moderate risk associated with vaping and marijuana
- Decrease the number of youth vaping and using marijuana

**STRATEGIES:**
- Provide ACEs training and awareness for physicians and residents
- Explore the ability to integrate physical and mental health care services
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✓ Provide physician offices with a resource guide/tool kit (electronic or hard copy) with information they can provide to patients.
✓ Participate in national health observances (Mental Health Month, Suicide Prevention Month etc.)
✓ Provide education and information on the health effects of vaping and using marijuana.
✓ Provided education and information for parents on harm reduction and the health effects of using marijuana.

**Infant Mortality**

**GOAL:** Decrease the number of infant deaths in Bay County.

**OBJECTIVE:**
✓ Increase the number of parents using safer sleep methods when putting their infants down for a nap or at bedtime.
✓ Increase the number of moms seeking pre and postnatal care

**STRATEGY:**
✓ Implement smoking cessation programs for pregnant women.
✓ Provide smoking cessation resources for women of childbearing age.
✓ Promote maternal health programs and services in the community.
✓ Improve access to pre and postnatal care for income limited pregnant women.
✓ Improve coordination among agencies/entities working toward reducing infant mortality.
✓ Provide education and messaging to women and men about the importance of prenatal care and safer sleep methods.

**Access to Care**

**GOAL:** Increase access to and utilization of health care services.

**OBJECTIVE:**
✓ Increase the proportion of people who have health insurance
✓ Increase the proportion of people who are accessing preventive medical, dental and mental health care services.

**STRATEGY**
✓ Promote/Market existing health and wellness programs/screenings
✓ Improve/continue the coordination of care among health care agencies.
✓ Provide outreach and education about health insurance and health care services.
✓ Inform the community about how to access health insurance and health care services/resources.
✓ Develop a system to better assess population health improvement.