



Healthy People Healthy Bay

Partnering for a Healthy Bay County

Community Health Improvement Plan

August 2013



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Introduction

The Bay County Health Department, along with its many partners, is pleased to present the 2013 Community Health Improvement Plan (CHIP). The CHIP is possible because of all the hard work and support from the Health People Healthy Bay (HPHB) Coalition. Health People Healthy Bay is a community collaborative comprised of several multidisciplinary organizations. The organizations came together throughout several months to review the findings from the 2012 Community Health Assessment and create a plan to address the health priorities for Bay County.

This document summarizes the identified health priorities and outlines the plan for improving the health of Bay County residents. The first section describes the demographics of Bay County. Bay County not only has an aging community, but is also experiencing a cultural shift. When looking at population change among race/ethnicity, Bay County is experiencing an increase in the African American and Hispanic or Latino Population.

The next section focuses on the health assessment process and the County Health Rankings. The health assessment was completed using information through a variety of methods, which include a phone survey conducted among 505 Bay County residents chosen at random, a web based survey, focus groups and existing data sources. One such data source is the County Health Rankings. The County Health Rankings measure the health of nearly every county in the nation and the determinants of health beyond medical care.

The final section describes the CHIP process and explains Bay County's Community Health Improvement Plan. In this section the health priorities are identified. The health assessment data is provided for each health priority and the strategies and desired outcomes are identified.

The next phase of the health improvement plan is the implementation phase. To successfully improve the health and well-being of Bay County, it is important to continue to work together. As the implementation phase comes to fruition, HPHB will continue to meet regularly to ensure the strategies and activities of the plan are completed.

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About Healthy People Healthy Bay

Healthy People Healthy Bay (HPHB) is a coalition of local community organizations dedicated to improving the health of Bay County residents. The Healthy People Healthy Bay mission is *“to continually evaluate the health status of Bay County residents and create opportunities to improve their overall health.”*

Healthy People Healthy Bay was formed following the completion of the Bay County Community Health Assessment (CHA). Results from the assessment indicated the need to bring together a diverse group of people to address specific needs that have a direct impact on the health of an individual.

Healthy People Healthy Bay Partners

Bay County Health Department
Bay Health Plan
Pinconning Area Schools
Essexville Public Schools
Great Start Collaborative
Sacred Heart Rehabilitation
Bay County Division on Aging
Girls on the Run
Bay County Prevention Network

McLaren Bay Region
Bay Arenac Behavioral Health Association
Bay Area Community Foundation
Neighborhood Resource Center
Bay County Public School Academy
CAN Council Great Lakes Bay Region
Dow Bay Area Family YMCA
Bay County Recreation
Bay Area Human Services Collaborative Council

Acknowledgments

The Bay County Community Health Assessment and Community Health Improvement Plan could not have been possible without the support and meaningful participation of multiple organizations throughout Bay County. Special thanks go to the Healthy People Health Bay Leadership Team and work groups represented by the above partnering organizations.

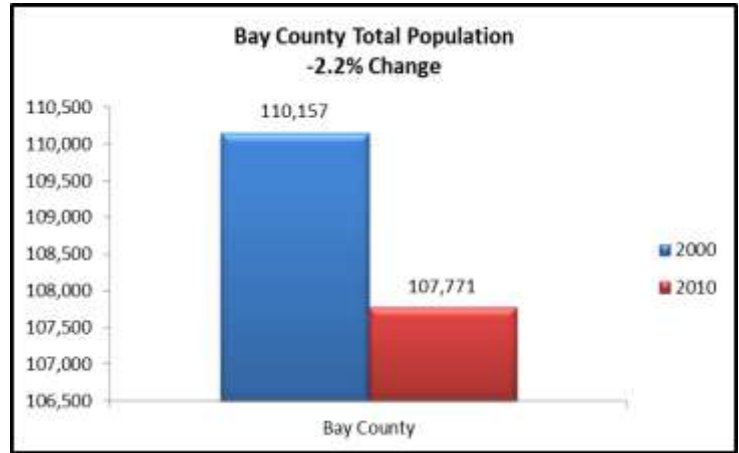
Funding for the Community Health Assessment and Community Health Improvement Plan was provided by:

Bay Area Community Foundation
University of Michigan Public Health Training Center
McLaren Bay Region
Bay Health Plan
Bay Arenac Behavioral Health Association

Bay County Demographics

Over the last 10 years, Bay County has seen a steady decline in population. However, Bay County is experiencing an aging population with the greatest percentage of increase occurring among the 55 to 74 year age group.

Graph 1.0: Bay County Total Population



Source: 2000 and 2010 US Census www.census.gov

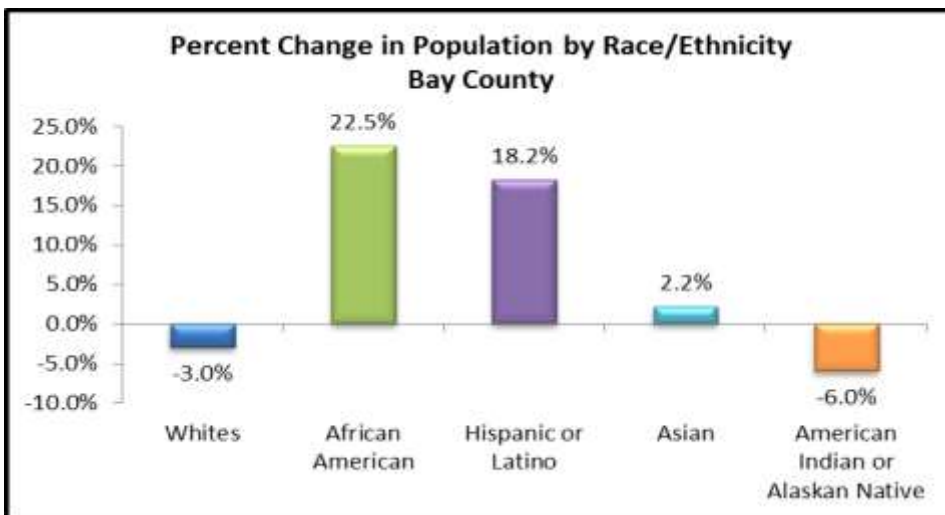
Table 1: Percent Population Change in Bay County by Age Group

Percent Population Change in Bay County by Age Group								
Under 18 years	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75-84 years	85 + years
↓ 11%	↓ .05%	↓ 9%	↓ 25%	↑ 5%	↑ 39%	↑ 14%	↓ 7%	↑ 30%

Note: there was a slight increase (1.2%) among the 20-24 year age group

Source: 2000 and 2010 US Census www.census.gov

Graph 1.1: Percent Population Change in Bay County by Race/Ethnicity



Significant increases have also occurred among the African American and Hispanic/Latino population.

Source: 2000 and 2010 US Census www.census.gov

Bay County Demographics

Table 2: Bay County Age Groups and Sex

Age Groups	2000			2010		
	Both Sexes	Male	Female	Both Sexes	Male	Female
Total Population	110,157	53,517	56,640	107,771	52,751	55,020
Under 18 years	26,946	13,854	13,092	23,952	12,362	11,590
18 – 24 years	9,154	4,551	4,603	9,149	4,701	4,448
25 – 34 years	13,513	6,785	6,728	12,294	6,125	6,169
35 – 44 years	17,541	8,649	8,892	13,098	6,626	6,472
45 – 54 years	16,052	8,030	8,022	16,829	8,234	8,595
55 – 64 years	10,781	5,242	5,539	14,942	7,306	7,636
65 – 74 years	8,048	3,590	4,458	9,169	4,322	4,847
75 – 84 years	6,024	2,235	3,789	5,607	2,274	3,333
85 years and over	2,098	581	1,517	2,731	801	1,930

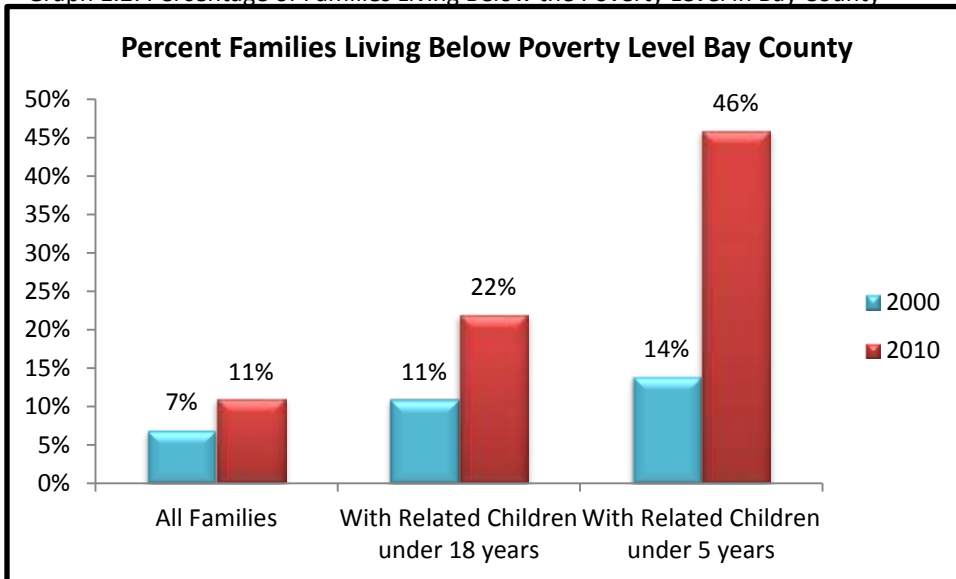
Source: 2000 and 2010 US Census; www.census.gov

Table 3: 2010 Percent Unemployment, Percent College Graduates, and Median Income

Percent Unemployed	Bachelor’s Degree or Higher (>25 yrs.)	Median Household Income
10.3%	25%	\$48,451

Source: 2000 and 2010 US Census; www.census.gov

Graph 1.2: Percentage of Families Living Below the Poverty Level in Bay County



Source: 2000 and 2010 US Census; www.census.gov

50% of Bay County students receive free or reduced price hot lunch

The Community Health Assessment Process

Background

The Bay County Health Department was created over seventy years ago to meet the public health needs and expectations of all citizens in Bay County. In an effort to continue to assess the health needs of the community, in April of 2012, the Bay County Health Department, through a collaborative effort with McLaren Bay Region, Bay Health Plan and Bay Arenac Behavioral Health, completed a county-wide Community Health Assessment.

Purpose

The goals of the CHA are to (1) determine the health status of Bay County residents and assess the capacity of the public health infrastructure, (2) identify gaps in programs and services that are needed within the community, and (3) improve existing programs and services to better serve Bay County residents. The CHA included a phone survey, review of existing data, a web-based survey and three focus groups. Through the health assessment, priority health concerns were identified and subsequently became the focus of the Community Health Improvement Plan (CHIP).

Methodology

Review of Existing Data

The Bay County Health Department collected existing data from various sources, including the Michigan Department of Community Health, the Michigan Behavioral Risk Factor Survey and the United States Census. Existing data for this survey included demographics, employment, poverty, morbidity, and mortality, among others. Statistics and data reported are represented on the county level and whenever pertinent the information is compared with state figures. The report can be found on the Bay County Health Department web-page at <http://www.baycounty-mi.gov/Health/Bay-County-Community-Health-Assessment.aspx>.

Phone Survey

In addition to compiling existing data, a phone survey was created and administered to 505 Bay County Residents. The focus of the phone survey was on health care. Survey questions were on topics regarding knowledge of health care services, access to health care, health insurance coverage, behavioral health, and preventive care, among others. The phone survey can be found on the Bay County Health Department web-page at <http://www.baycounty-mi.gov/Health/Bay-County-Community-Health-Assessment.aspx>.

Web-Based Survey

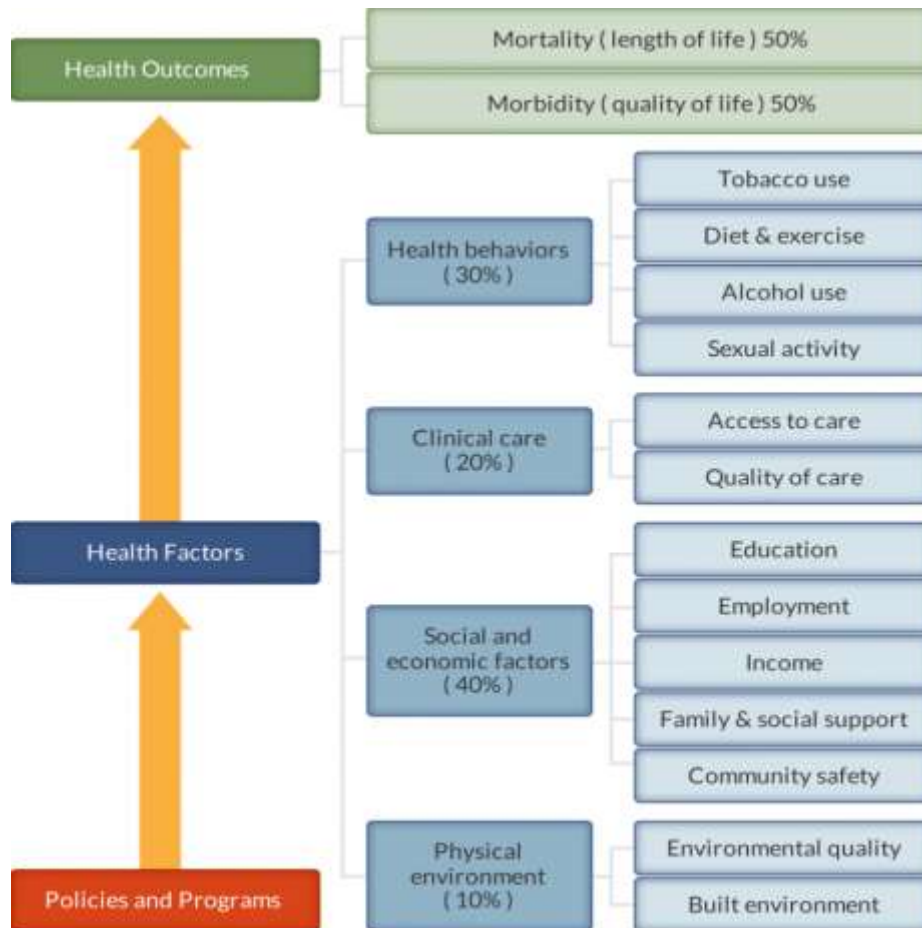
In addition to the phone survey, the Health Department created a web-based survey. A link for the web-based survey was created and shared with community partners who helped recruit participants to complete the survey. While the web-based survey did not yield statistically significant data, information gathered still helped capture useful data regarding individual perceptions on the health of the Bay County community. The web-based survey can be found on the Bay County Health Department web-page at <http://www.baycounty-mi.gov/Health/Bay-County-Community-Health-Assessment.aspx>.

Focus Groups

Focus groups were also used to capture community input. For the purpose of this assessment, the Health Department conducted three focus groups with distinctly different populations. The goal of each focus group was to gather information about how Bay County citizens feel about and view their community and the health care issues that surround it. The groups of participants included parents, uninsured adults, and school personnel. The results of the focus groups can be found on the Bay County Health Department web-page at <http://www.baycounty-mi.gov/Health/Bay-County-Community-Health-Assessment.aspx>.

County Health Rankings:

The *County Health Rankings & Roadmaps* program is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute. The *County Health Rankings* show the rank of the health of nearly every county in the nation and illustrate that much of what affects health occurs outside of the doctor’s office. The *Rankings* help counties understand what influences the health of residents and how long they will live (County Health Rankings, <http://www.countyhealthrankings.org/about-project>). The *Rankings* are based on a model of population health that emphasizes the many factors that, if improved, can help make communities healthier places to live, learn, work and play.



County Health Rankings model ©2012 UWPHI

Figure 1: Model of Population Health Used by the University of Wisconsin’s Population health Institute. Source: www.countyhealthrankings.org

Overall, Bay County ranked 53 out of 82 counties. The following table illustrates the breakdown in rankings among the different measures that affect health.

Table 4: Bay County, County Health Rankings, Source: www.countyhealthrankings.org

2011 County Health Rankings							
Health Outcomes	Morbidity	Mortality	Health Factors	Healthy Behaviors	Clinical Care	Social & Emotional Factors	Physical Environment
46	47	48	49	62	63	31	61

2012 County Health Rankings							
Health Outcomes	Morbidity	Mortality	Health Factors	Healthy Behaviors	Clinical Care	Social & Emotional Factors	Physical Environment
54	50	53	53	64	58	32	75

2013 County Health Rankings							
Health Outcomes	Morbidity	Mortality	Health Factors	Healthy Behaviors	Clinical Care	Social & Emotional Factors	Physical Environment
53	52	54	52	70	60	32	59

Figure 1 on page 9 shows the factors that are used to determine the score for each category listed above. The factors measured by the County Health Rankings in which Bay County is focusing on include clinical care, healthy behaviors, morbidity and mortality. Clinical Care focuses on access to care and quality of care issues; healthy behaviors address tobacco use, alcohol use, diet and exercise, and high-risk related behaviors; morbidity addresses quality of life issues (ie. chronic diseases) and mortality addresses length of life. All of these categories are included in the Bay County Community Health Improvement Plan in one or more of the Health Priorities. Focusing efforts on these areas will improve the health of Bay County.

Community Health Improvement Plan Process

Purpose:

As a result of the Community Health Assessment (CHA), Healthy People Healthy Bay was formed to create a plan to address the health issues in Bay County. From the CHA, four health priority areas were identified with certain focus areas for each one. The Community Health Improvement Plan (CHIP) outlines the goals and objectives for each health priority area.

Structure

To provide oversight and decision-making for the CHIP, a Leadership Team was formed within Healthy People Healthy Bay comprised of representation from various community organizations. Additionally, work groups were formed to create work plans for each health priority area. These work plans consist of long-term goals and objectives, and provides a framework for completing the plan.

Bay County Health Priority Areas

1. Access to Care: This work group focuses on assisting residents in establishing a medical home, obtaining health insurance and establishing a system of common intake and referral.

2. Behavioral Health: The focus of this workgroup is on creating a work plan dedicated to improving mental health among adults and youth, and increasing resiliency in youth.

3. Children's Health: The focus of this work group is on creating a work plan dedicated to reducing obesity, chronic disease and abuse and neglect in children.

4. Chronic Diseases: This work group's focus is on preventing and managing chronic disease in older adults.

A community forum was held to present the data obtained from the CHA and begin the process of the health improvement plan. Participants had the opportunity to discuss the health priority areas and provide feedback on where the focus should be directed. At the end of the forum, community members decided which work group they wanted to participate in.

In February, we held the first work group meeting. Each health priority area work group was represented at the meeting. The purpose of this meeting was to provide the structure of the workgroups and layout of the work plan. The workgroups met once a month through June to complete the plans.

The following pages summarize the findings from the CHA and correlates them with the four health priority areas. Each priority area is also represented in the County Health Rankings.

Community Health Improvement Plan

Access to Care:

Table 5: Access to Care Information

Health Care Providers	Number
Number of Primary Care Physicians (PCP) to Bay County residents (Source: 2012 County Health Rankings)	1:2,339
Number of Mental Health Providers to Bay County residents (Source: 2012 County Health Rankings)	1:8,227
Receiving Health Care	
Percent of adults NOT receiving regular dental care (Source: 2012 Phone Survey)	43%
Percent of Children NOT receiving regular dental care (Source: 2012 Phone Survey)	26%
Percent of children NOT seeing a pediatrician annually (Source: 2012 Phone Survey)	22%
Percent of adults not receiving a yearly blood pressure screening (Source: 2012 Phone Survey)	38%
Percent of adults not receiving a yearly cholesterol screening (Source: 2012 Phone Survey)	50%
Health Insurance	
Percent of adults without health insurance (Source: 2012 Phone Survey)	15%
Percent of children without health insurance (Source: 2010 American Communities Survey)	3.8%

What Bay County residents are saying in regards to getting preventive medical care:

“It’s usually work-related...With everything always being open till 5 o’clock and you work till 5 it makes it a little bit difficult.”

“I’m one of them people that fall right in the crack. I don’t qualify for My Child, I don’t qualify for Medicaid and I don’t have insurance.”

“Maybe you do have health insurance but the deductible is so much.”

“I really think that it sort of like wanes off. When a baby’s born then the doctor’s office makes sure you come in every, you know three weeks, six weeks, twelve weeks ... then as the child gets older and older it’s just sort of like, okay you’re good, you’re not sick today and then we don’t reschedule one for next year or six months and pretty soon it’s you’re only coming when you’re sick.”

Priority Area 1: Access to Care

Access to health care, whether it is due to lack of physicians, lack of health insurance or just not getting annual preventive care is unquestionably an issue for Bay County Residents. Having only 1 primary care physician for every 2,339 residents, which is 73% higher than the national average, is helping to account for the large percentage of adults and children not receiving regular dental and preventive care. Other factors include inconvenient hours for doctors’ offices, transportation and cost. Table 6 outlines the strategies and outcomes for addressing access to care in Bay County.

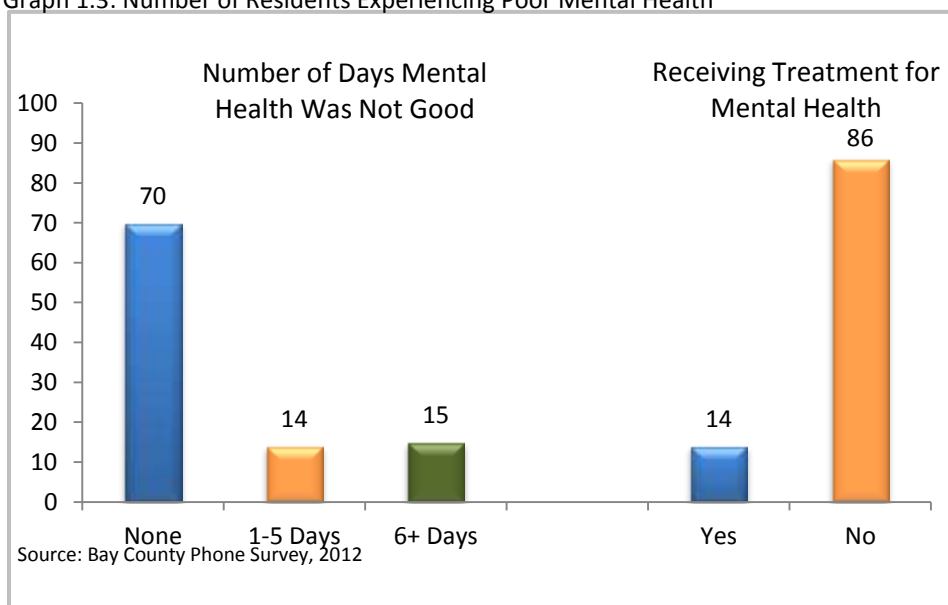
Table 6: Access to Care Work Plan: Problems, Strategies and Outcomes

Goal: Increase access to health care among Bay County residents.		
Problem	Strategies	Outcome
<p>Bay County is severely lacking in primary care physicians with a ratio of 1 for every 2,339 residents.</p> <p>Bay County is lacking mental health professionals with a ratio of 1 for every 8,277 residents.</p> <p>43% of adults and 26% of children are NOT receiving dental care.</p> <p>22 percent of children are NOT seeing a pediatrician regularly.</p> <p>Roughly 40% of men and 30% of women surveyed are not receiving annual physical exams.</p>	<ol style="list-style-type: none"> 1. Provide education to consumers and health and human services providers on health plans, Medicaid and the new exchange program. 2. Provide outreach and enrollment opportunities to consumers. 3. Determine the health care needs of the community. 4. Integrate Behavioral Health, Physical Health and Dental Health. 5. Develop Opportunities for primary care. 6. Develop and implement a system of common intake and referral for low and moderate income residents. 	<p>Provide education, awareness and facilitate opportunities to increase access to health care so that 90% of the adult population is enrolled in a health insurance plan per Affordable Care Act guidelines by 2018.</p> <p>Develop a network of Primary Care Providers in Bay County so that no less than 75% of adults and 85% of children are connected to a “medical home” by 2018</p> <p>Develop and implement a system of common intake and referral for low and moderate income residents in Bay County by 2018.</p>

Behavioral Health:

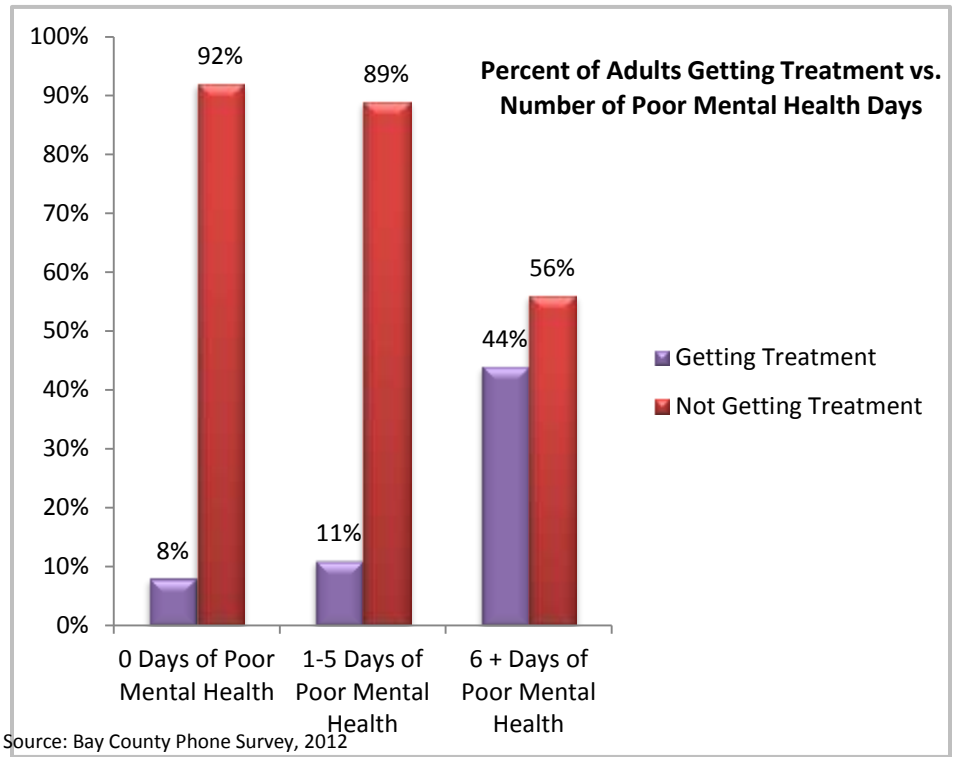
Mental Health:

Graph 1.3: Number of Residents Experiencing Poor Mental Health



29% of Bay County adults report their mental health was not good on 1 or more days during the last 30 days at the time the survey was taken. Yet only 14% are receiving treatment. As indicated in table 5, Bay County is lacking in mental health providers. As of 2012, Bay County had 1 mental health provider for every 8,277 patients. During a focus group, one resident stated, “From everyone I have talked to, this area is lacking a severe amount of psychologists, psychiatrists.”

Graph 1.4: Number of Residents Receiving Treatment for Poor Mental Health



Graph 1.4 further breaks down the percent of people receiving treatment for poor mental health. While those who report poor mental health on 6 or more days in the last 30 days, at the time the survey was taken, increases substantially from those that experience poor mental health on 1-5 days, still under 50% are receiving treatment.

Substance Use: Alcohol

Table 6 shows a steady decline in the percent of adults reporting heavy and binge drinking over the last 5 years. Even so, it is important to continue efforts to reduce alcohol consumption among adults or these numbers are likely to increase.

Table 7: Adult Alcohol Consumption

Adult Alcohol Consumption		
	Report Heavy Drinking	Report Binge Drinking
MBRFSS 2005-2007	8.4%	25.6%
MBRFSS 2006-2008	8.2%	23.6%
MBRFSS 2007-2009	4.3%	17.1%
MBRFSS 2008-2010	4.3%	16.3%

Source: Michigan Behavioral Risk Factor Surveillance Survey 2005-2010

Alcohol continues to be an issue for Bay County. 36.7% of 7th graders report having ever had a drink of alcohol. This number increases substantially as youth get older. While only 3.7% of 7th graders report having had a 5 or more drinks in the past month, it increases to 32% of 11th graders.

Table 8: Youth Alcohol Use

Youth Alcohol Use			
	7 th Grade	9 th Grade	11 th Grade
Students who ever drank	36.7%	64.4%	82.4%
Students who have ever been drunk	15.7%	45.8%	69.3%
% Students who had 5 or more drinks in the past month	3.7%	12.8%	32.3%

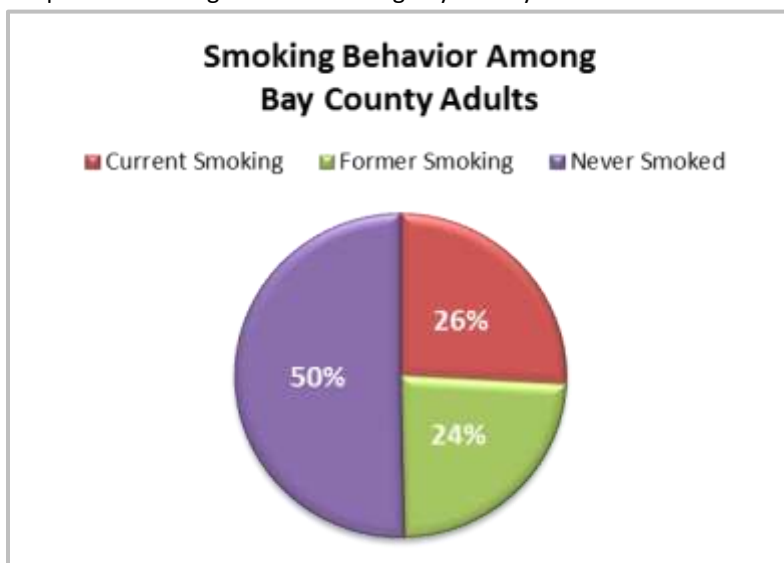
Source: Michigan Profile for Healthy Youth Survey- 2010

Substance Use: Tobacco

Table 9: Tobacco Use among Youth

Youth Tobacco Use				
	Middle School- Ever Smoked	Middle School- Smoked on 1 + days in last 30	High School- Ever Smoked	High School- Smoked on 1 + days in last 30
Michigan Profile for Healthy Youth (MiPHY) 2008	10%	6%	71%	39%
Michigan Profile for Healthy Youth (MiPHY) 2010	5%	3%	69%	39%

Graph 1.5: Smoking Behavior Among Bay County Adults



While smoking among middle school students has decreased by 50%, smoking behaviors among high school students have remained unchanged. When looking at adult smoking, 26% of adults are current smokers. This is higher than the Michigan Average of 19% (Michigan Department of Community Health). Persons who begin to smoke prior to age 21 are more likely to continue to smoke through their adulthood.

Priority Area 2: Behavioral Health

The focus of Behavioral Health is on creating a work plan dedicated to improving mental health among adults and youth, and increasing resiliency in youth. Behavioral health encompasses more than just mental health issues. Behavioral health also consists of substance use, and physical health. As such, the CHIP will address all three areas throughout the work plan. In the Behavioral health sections, the CHIP will address mental health and substance use. The CHA clearly shows that many adults are suffering from poor mental health, yet they are not seeking help. This could be due to a severe lack of psychologists and mental health professionals in Bay County, the cost of getting treatment, or the stigma that remains surrounding mental health. The other component to Behavioral health is increasing resiliency among youth. Substance use and bullying will be addressed through prevention and character education programs.

Table 10: Behavioral Health Work Plan: Problems, Strategies and Outcomes

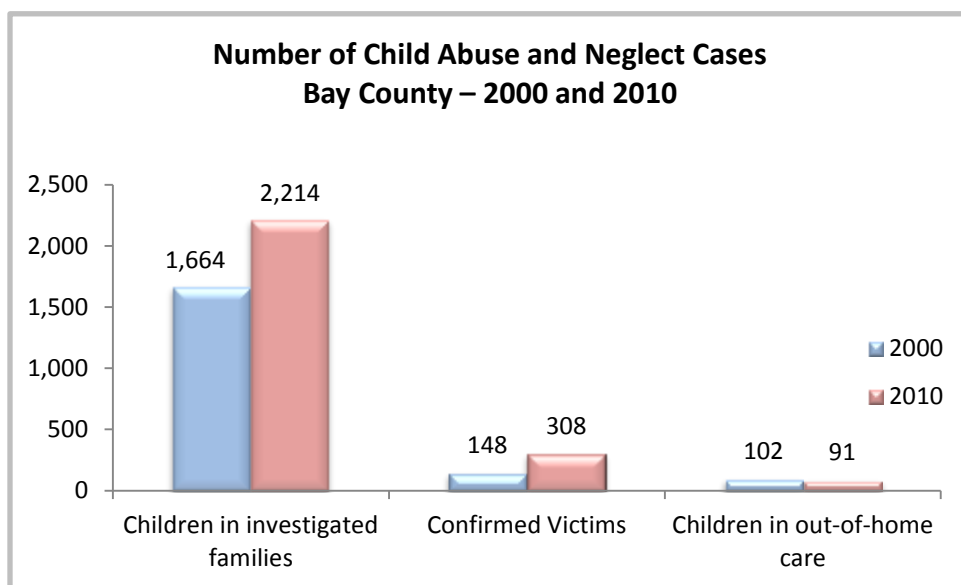
Goal: Improve the well-being and resiliency of Bay County residents.		
Problem	Strategies	Outcomes
<p>Many adults are experiencing poor mental health, yet they are not getting help.</p> <p>Bay County lacks mental health providers</p> <p>The number of youth participating in substance use remains unchanged.</p>	<ol style="list-style-type: none"> 1. Educate the community on methods to improve their behavioral health. 2. Increase resources available to the community 3. Promote and implement programs, services and initiatives that address resiliency skills. 4. Increase the level of emotional intelligence amongst Bay County youth. 5. Increase the means for schools and youth serving organizations to identify at-risk youth. 	<p>Decrease by 10% the number of survey respondents stating that their mental health is not good by December 2018.</p> <p>Increase by 10% the number of youth who report improved behavioral health and increased resiliency by December 2018.</p>

Children’s Health

Child Abuse and Neglect:

In 2010, the number of children that were with families that were investigated for child abuse and neglect increased by 33% over the last 10 years. Additionally, the rate of confirmed victims of child abuse and neglect increased by 108%. Given this information, it is easy to see that child abuse and neglect are major issues in Bay County. Child abuse has a great amount of future ramifications not only on the individual level, but also on community health level.

Graph 1.6: Number of Child Abuse and Neglect Cases



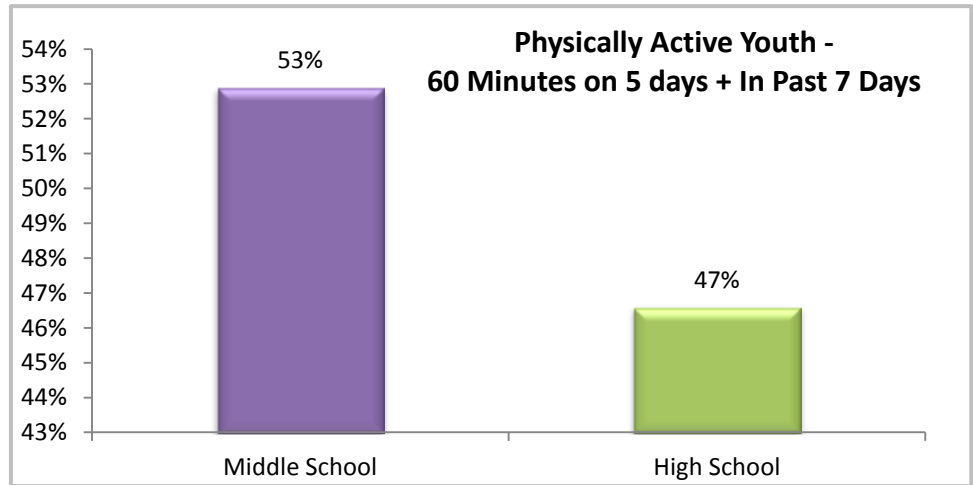
Source: Michigan League for Human Services, 2011 Kids Count Data Center, Trends in Child Well-Being

Physical Activity:

Roughly half of middle and high school students report being physically active for the recommended 60 minutes on 5 days in the past 7 days.

Table 11 shows that about 4 in 10 middle school students and almost 5 in 10 high school students are overweight. Table 12 speaks to the eating habits of youth.

Graph 1.7: Percent of Physically Active Youth



Source: Michigan Profile for Healthy Youth Survey- 2010

Table 11: Percent Overweight and Obese Youth

Percent of Overweight and Obese Youth				
	Overweight		Obese	
	2007-2008	2009-2010	2007-2008	2009-2010
Middle School	43%	42%	14%	15%
High School	47%	44%	16%	16%

Source: Michigan Profile for Healthy Youth Survey- 2008 and 2010

Table 12: Youth Nutrition Information

Youth Nutrition Information			
	7 th Grade	9 th Grade	11 th Grade
% Students who ate 5+ servings of fruits and vegetables per day	32%	32%	30%
% Students who drank 3+ glasses of milk	26%	21%	21%
% students who drank a can, bottle or glass of soda/pop 1+ times a day	37%	40%	38%
% students who had breakfast every day	42%	35%	30%

Source: Michigan Profile for Healthy Youth Survey- 2010

Priority Area 3: Children’s Health

As mentioned above, child abuse has a great amount of future ramifications not only on the individual level, but also on the community health level. No matter the type of abuse, it can affect a child’s resiliency, eating habits, weight, self-esteem, substance use and mental health, all of which can lead to unhealthy behaviors in adulthood. The focus of this work group is on creating a work plan dedicated to reducing obesity, chronic disease and abuse and neglect in children.

Table 13: Children’s Health Work Plan: Problems, Strategies and Outcomes

Goal 1: Reduce obesity and chronic disease among youth. Goal 2: Decrease the number of reported child abuse and neglect among Bay County children.		
Problem	Strategies	Outcomes
<p>Only half of middle school and 4 in 10 high school students are participating in the recommended amount of physical activity.</p> <p>Roughly, 50% of middle and high school students are overweight.</p> <p>The majority of youth are not getting the recommended number of servings of fruits and vegetables.</p> <p>The number of confirmed victims of child abuse has increased substantially.</p>	<ol style="list-style-type: none"> 1. Educate youth on the importance of physical activity. 2. Educate youth on low cost physical activity opportunities. 3. Educate parents and youth on the importance of healthy meals. 4. Promote the wellbeing and resiliency of children. 5. Provide abuse and neglect prevention and education programs to parents and youth. 	<p>Increase by 20% the amount of youth participating in meaningful physical activity and proper nutrition by 2018.</p> <p>Reduce by 50% the reported number of abused and neglected children from the baseline by December 2018.</p>

**Chronic Disease:
Morbidity and Mortality:**

Graph 1.8: Number of Diagnoses for Hospitalizations

Heart Disease	2616
Injury/Poisoning	1719
Newborns/Neonates	1240
Females w/Deliveries	1155
Psychosis	756
Osteoarthritis	554
Infectious/Parasitic Disease	502
Cancer	473
Chronic Bronchitis	447
Cerebrovascular Disease	427

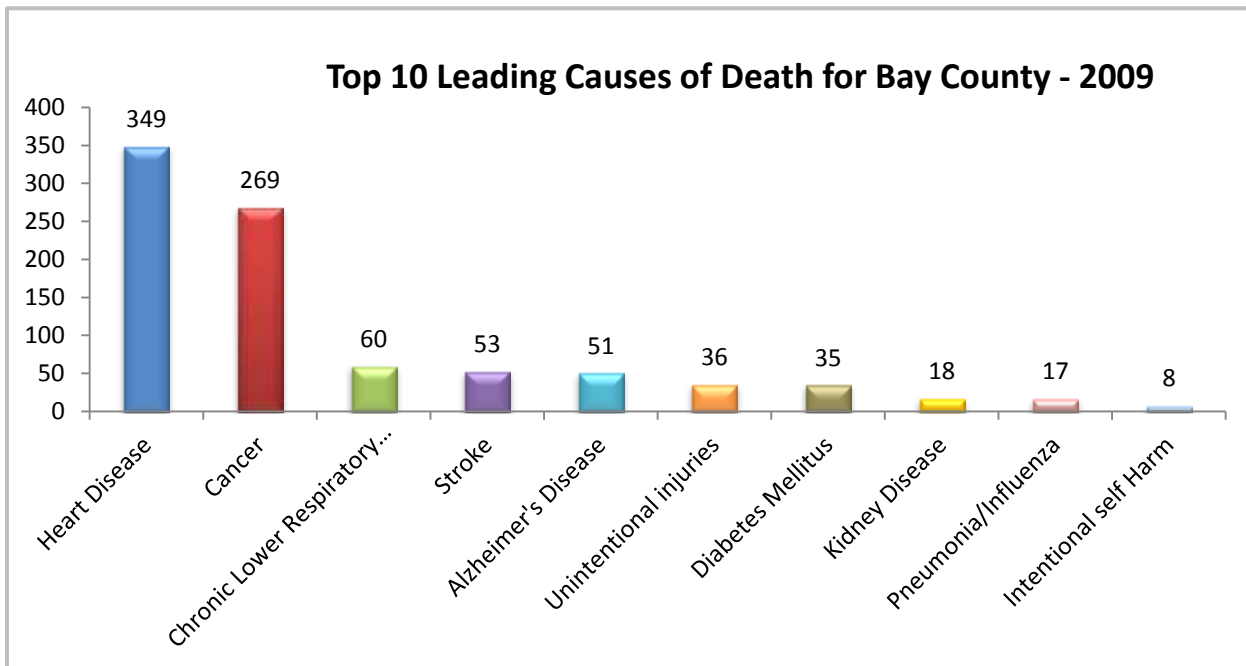
Graph 1.9: Leading In-Patient Hospitalizations

• 18 and under		• Ages 19 – 44	
• Newborns & Neonates	1,240	• Females with Deliveries	1,120
• Injury and Poisoning	97	• Psychosis	388
• Pneumonia	76	• Injury & Poisoning	344
• Psychosis	52	• Intervertebral Disc Disorder	100
• Asthma	52	• Heart Disease	95
• Ages 45-64		• Ages 65 +	
• Heart Disease	666	• Heart Disease	1,843
• Injury & Poisoning	515	• Injury & Poisoning	762
• Osteoarthritis & Allied Disorders	230	• Osteoarthritis & Allied Disorders	762
• Cancer	199	• Cerebrovascular Diseases	279
• Chest Pain	189	• Chronic Bronchitis	258

Michigan Department of Community Health - 2009

Source: Michigan Department of Community Health Vital Statistics Section

Graph 1.10: Top 10 Leading Causes of Death

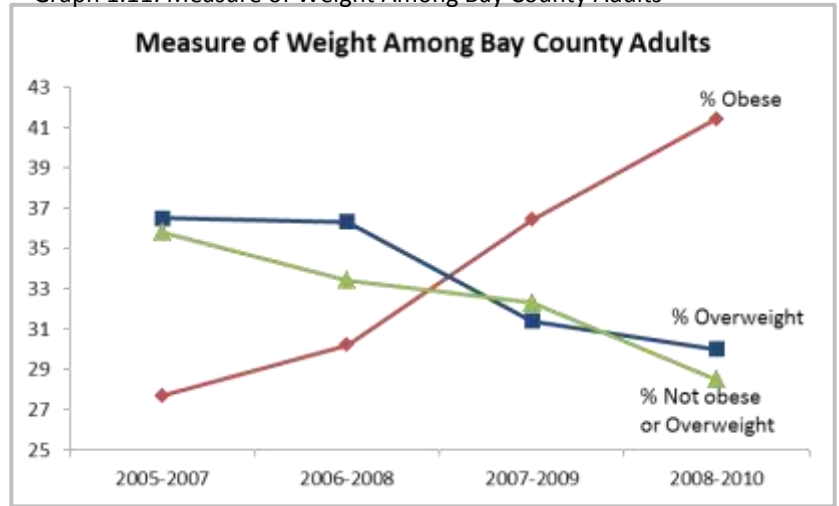


Source: Michigan Department of Community Health Vital Statistics Section

Health Behaviors - Diet and Exercise

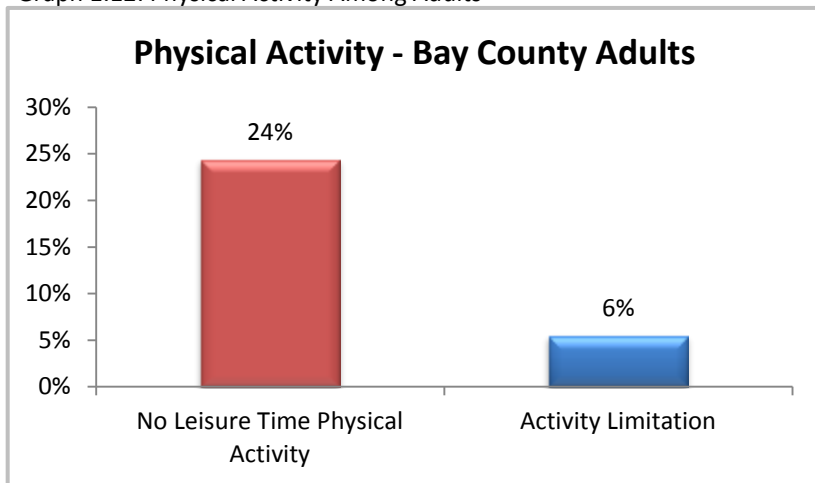
While there has not been an increase in obesity among youth, obesity is steadily increasing among Bay County Adults. There are many indicators that can contribute to this increase.

Graph 1.11: Measure of Weight Among Bay County Adults



Source: Michigan Behavioral Risk Factor Surveillance Report, 2010

Graph 1.12: Physical Activity Among Adults



Graph 1.12 shows that 24% of Bay County Adults are not participating in leisure time physical activity. Only 6% have some sort of limitation that prevents them from being physically active.

Source: Michigan Behavioral Risk Factor Surveillance Report, 2010

Priority Area 4: Chronic Disease

Heart disease was the number one cause of hospitalizations for Bay County in 2009. It was also the number one cause of death followed closely by cancer. Heart Disease, Cancer and Chronic Lower Respiratory Disease have consistently been at the forefront for causes of death. Bay County is also experiencing an increase in deaths due complications from Alzheimer’s Disease. This is especially important during health improvement planning as Bay County has an aging population. Diabetes and Kidney Disease are other chronic diseases worth mentioning as our population continues to become overweight and obese.

Table 14: Chronic Disease Work Plan: Problems, Strategies and Outcomes

Goal: Reduce the number of adults who develop chronic diseases.		
Problem	Strategies	Outcome
<p>In 2009, there were 2,616 hospital diagnoses for Heart Disease in Bay County.</p> <p>Heart Disease accounts for 2,204 in-patient hospitalizations for persons age 19 and over.</p> <p>Heart Disease, Cancer, Chronic Lower Respiratory Disease, Diabetes and Kidney Disease are of the top 10 leading causes of death.</p>	<ol style="list-style-type: none"> 1. Provide education to individuals on identifying and preventing chronic disease. 2. Provide education to individuals on ways to better manage chronic diseases. 3. Develop additional community-based partnerships. 	<p>Increase by 20% the number of adults participating in chronic disease prevention and management programs by December 2018.</p> <p>Reduce by 10% the number of adults who develop chronic disease by December 2018.</p>

Moving Ahead

Next Steps

The completion of the Bay County Community Health Improvement Plan is only the beginning of improving the health of the community. The next step is to begin development and execution of the initiatives identified in the plan. This requires continued collaboration among the diverse groups of people and organizations within the community. The work groups that developed the work plan for each priority will continue to meet at least bi-monthly to ensure plan objectives are being met. Evaluation measures for each project or initiative will be developed to measure if the strategies outlined in the plan are effectively meeting the stated objectives. Additionally, the Health People Healthy Bay Leadership Team will continue to provide oversight and direction to the workgroups. Continual collaboration through Healthy People Healthy Bay will assist in accomplishing the goals set forth in this plan and ultimately reach its mission to *“continually evaluate the health status of Bay County residents and create opportunities to improve their overall health.”*