

2012

Marquette County

Community Health Assessment & Improvement Process



Developed by the

Marquette County Community Health Assessment Team:

Marquette County Health Department

Marquette General Health System

Bell Hospital

Marquette County ACHIEVE Team



This report is the culmination of extensive research and data analysis and provides an excellent summary of the process undertaken in 2011 and 2012 for the 2012 Marquette County Health Assessment and Improvement Process. There is a wealth of detailed information and data in the report with full data sources located in the background attachments. Please contact the Marquette County Health Department for the background documents listed below.

Final Report:

Marquette County Community Health Assessment & Improvement Process

Background Documents:

2011 Marquette County Health Survey

2011 Marquette County Community Organization/Leader Priority Session Results

2010 Marquette County Critical Health Indicators

2011 Marquette County Kids Count Data

2011 Marquette County Health Rankings

Acknowledgements:

The Marquette County Community Health Assessment Team wishes to thank all of the people and organizations that have made the 2012 Community Health Assessment report and process possible. Nearly 1,000 community residents and representatives from local organizations participated in the health assessment process in 2010-2012. Without them, the assessment would not be as meaningful.

March, 2012

Marquette County CHAI Report

Marquette County Health Department
184 US 41 E
Negaunee, MI 49866
www.mqthealth.org

Marquette General Health System
580 W. College Ave.
Marquette, MI 49855
www.mgh.org

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Executive Summary

What is the Community Health Assessment?

The purpose of the community health assessment is to identify what factors affect the health of a population and what resources are available within the community to address these factors. Like politics, all health issues are local. When we get sick, what we get sick from and potentially even when we die are often times contingent on our social environment. It's more than just having access to health insurance. Research is clear that many of the chronic diseases such as heart disease, diabetes, and cancer can be prevented in many cases. Public health and health care providers must develop innovative partnerships to achieve success to help improve the health and quality of lives in Marquette County.

The health assessment is also required for local health departments in Michigan through the Michigan Department of Community Health's Accreditation Program. Marquette General Health System and Bell Hospital are also required to conduct a community health assessment every three years as part of their non-profit status. It's in the best interest of the residents of Marquette County that all Health Organizations work together to improve the health of residents.

Community Health Assessment Steering Team

The Marquette County Community Health Assessment Steering Team is made of community members who are part of the ACHIEVE Team (Action Communities for Health Innovation and EnVironmental change), and representatives of the two area hospitals and local health department.

The group began meeting in August 2010 to plan how the Community Health Assessment would be completed. Monthly meetings took place to review data and procedures. The Assessment and Prioritization phase was completed by January, 2012 with the Improvement phase completed at the end of March 2012. All priority areas have current benchmarks established as well as intervention strategies identified accompanied by timelines that result in documented improvements by the end of the three year cycle.

How is the Community Health Assessment done?

The Community Health Assessment is done by working with community members to identify, collect, analyze, and disseminate information on community assets, strengths, resources, and needs. Data resources such as the Marquette County Health Rankings, Marquette County's 2010 Critical Health Indicators, have been printed and distributed to community members. Beginning on November 9th, 45 community organizations and leaders attended a work session to review the health status data and begin the process of prioritizing health concerns. In addition a Community Opinion Survey online was completed by 941 Marquette County residents to find out what residents think are the top health priorities and concerns. The Community Health Assessment Team reviewed the results in December, 2011. The top three health issues indentified by the Community work session and the community online survey are:

- Obesity Prevention
- Substance Abuse Prevention which includes tobacco use reduction
- Access to Health Resources

Next Steps

The priorities outlined in this report focus on helping all of our people stay healthy. Gathering a wealth of information, reviewing data, and setting Priorities are only the first steps. Now we begin the search for strategies that can push our community forward and reduce death and disease. Our health and well-being depend on it.

It is time to stop thinking of health as something we get at the doctor's office but instead as something that starts in our families, in our schools and workplaces, in our playgrounds and parks. The more you see the problem of health this way, the more opportunities you have to improve it. It's time we expand the way we think about health to include how to keep it, not just how to get it back.

Excerpt from Robert Wood Johnson Foundation:

A New Way to Talk about the Social Determinants of Health, 2010

Marquette County's 2012 – 2014 Health Priorities

After examining the data that was generated during the Community Health Assessment (CHA) process and listening to input from community members, three priority areas have been chosen by the Community Health Assessment Team and endorsed by the Marquette County Board of Health and the Marquette County Family Coordinating Council. By focusing on these three areas during 2012-2014, Marquette County residents and organizations will move forward toward our long-term goal of improving health.

PRIORITIES:

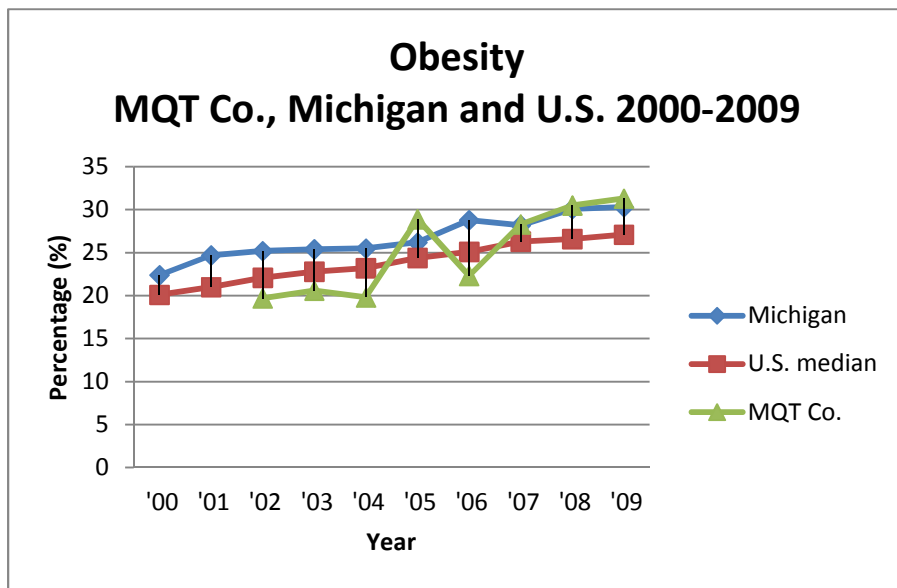
PROMOTE HEALTHY WEIGHTS THROUGH HEALTHY LIVING: OBESITY REDUCTION

Nearly eight out of every ten Marquette County adult residents are overweight or obese, as measured by a body mass index (BMI) of 25 or higher (Marquette County Critical Health indicators/MDCH Behavioral Risk Factor Survey System).

This rate continues to increase in Marquette County as it is in the State and nation. Of particular concern is the rise in obesity among children. Nearly one in three 8th, 10th, or 12th grade male students are overweight or obese as well as one in four female students. (GLCYD SEARCH Data, 2010).

Nearly 59% of respondents to the Marquette County Health Survey (November, 2011) listed obesity as a top threat to good health in the county. This was only slightly second in importance after substance abuse.

This “epidemic” of obesity is not just a biological issue but also an economic and lifestyle issue. It will require a focus on improvements of a healthier diet and increased physical activity as well as the promotion of a culture of healthy living supported by environmental improvements such as bike and pedestrian trails, parks, sidewalks. Increased attention to developing and sustaining these environmental supports is very important to be able to reverse the



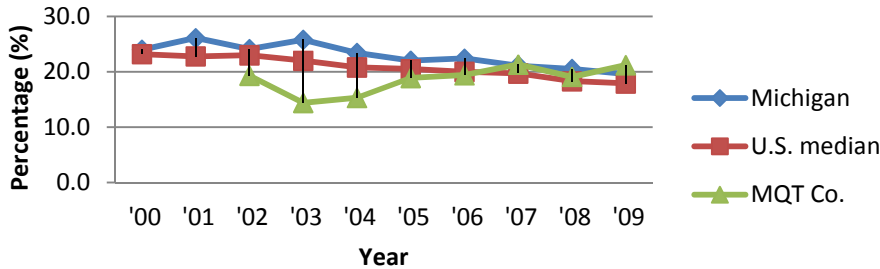
I know I need to Exercise, and eat healthy. Especially to lose weight 40-50 pounds would be great. My guess is I could come off medication for high blood pressure, diabetes and depression.
-2011 Marquette County Community Survey Response

causes of the epidemic. The 2010 and 2011 Marquette County Health Rankings also note that some Marquette County residents may not have daily access to fresh fruits and vegetables. This is a problem mostly in the far west and south parts of the county.

The ACHIEVE team in Marquette County is working on community nutrition and physical activity policies that work to make the “Healthy Choice the Easy Choice”. Farmer’s markets and community gardens have grown in popularity in recent years. Complete Streets, Safe Routes to School; non-motorized bike/pedestrian paths all work to make the environment in Marquette County more conducive for our residents to be able to incorporate physical activity into their daily lives.

Limited access to physical activity and 'quick' healthy food/snack choices, make it too easy to choose poorly.
-2011 Marquette County Community Survey Response

Current Smoking MQT Co., Michigan and United States 2000-2009



Marquette County than State averages.

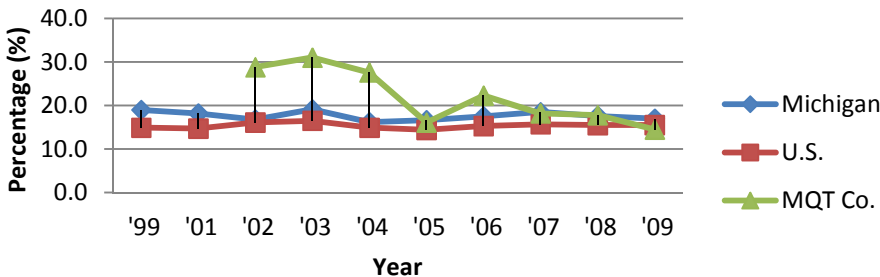
The rates after a short period of decline have risen from a low of 15% in 2003, which was well below state averages, to a current level at or slightly above the state average of 20%. The educational and media work thought to play a role in the decline was eliminated due to budget reductions in 2004. A system of cessation support needs to be developed as well as a return to the successful education and media programs that worked so well in the past.

SUBSTANCE PREVENTION ABUSE INCLUDING TOBACCO USE

Nearly one in five Marquette County adults smoke cigarettes (MCCHI, 2010). One in four births was to mothers who smoked and up to 53% of mothers on Medicaid smoke. Maternal smoking is a leading cause of low birth weight babies. Tobacco use is implicated in 30% of all heart disease and cancer deaths including 85% of all lung cancers. COPD is higher in

Smoking and the lack of a push to stop smoking is the most prevalent reason people seek medical care - smoking related illnesses. -2011 Marquette County Community Survey Response

Binge Drinking MQT Co., Michigan and U.S. 1999-2009



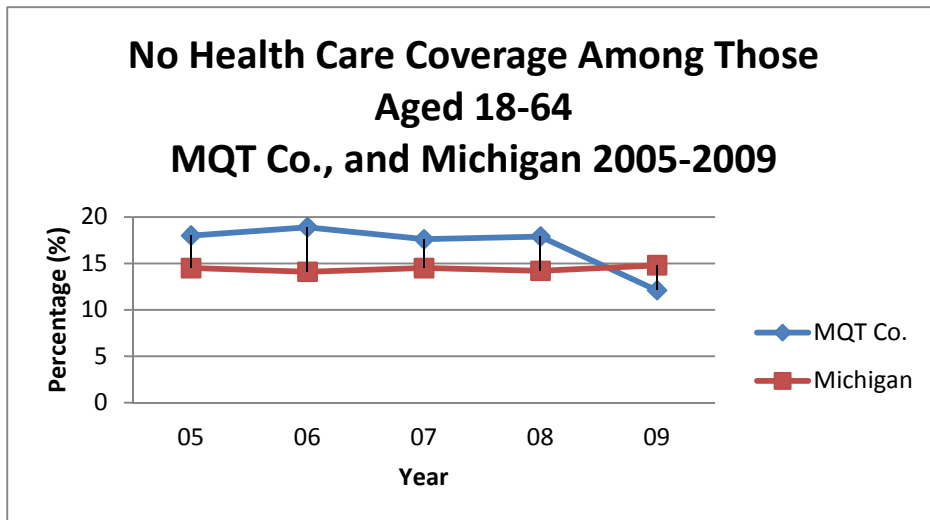
numbers are hard to quantify, yet we know from hospital emergency room reports that this is an important issue to address.

Currently, the Marquette County Substance Abuse Coalition (MC2) is promoting safe use and disposal of prescription drugs. The Marquette County Health Department continues to work with the local law enforcement officials to ban the sale of drug analog products.

There is good news in that substance abuse for both adults and youth continues to be on the decline...but this decline is from a level in which Marquette County exceeded the State's binge drinking rate by 30% in the late 1990's to a rate of less than 15% today. We are now slightly below the State rate. (MCCHI, 2010). There is a greater awareness of prescription drug abuse, drug analogs and crystal meth use in the population. These

We could use extra resources in our area for behavioral type problems including substance abuse/prescription drug abuse. -2011 Marquette County Community Survey Response

ACCESS TO HEALTH RESOURCES



The previous access to healthcare work in our community has had some success. A dental clinic for low income children has been successful along with the Marquette County Access to Care Clinic. There has been an improvement in healthcare coverage in the past few years. In addition, the percentage of adults who are up-to-date with age-appropriate screening services has improved for mammography, pap tests, colorectal screens, and

cholesterol screenings. According to the Centers for Disease Control and Prevention (CDC), 7 out of 10 deaths are due to chronic disease; heart disease, cancer, and stroke which account for more than 50% of all deaths each year. Preventative screenings can help catch chronic diseases at an earlier stage, which increases longevity with the disease and allows the patient to set up a plan with the provider to manage the disease on a long-term basis.

Community Health Assessment Meetings and Community Survey:

On August 2, 2011, the Michigan Department of Community Health conducted a regional community session to review regional and local responses to critical health issues. The table below outlines health issues comparing Marquette County to regional and state health statistics. The County had worse statistics in the area of heavy drinking, maternal smoking, fruit and vegetable intake, and obesity.

Issue	Marquette County compared to Mich.	Region 8 compared to Michigan	Region 8 compared to national targets
Access to healthcare	Better	Similar	Worse
Binge drinking	Similar	Similar	Better
Heavy Drinking	Worse	Worse	Worse
Fruit and vegetable intake	Worse	Worse	Worse
Gonorrhea and Chlamydia	Better	Better	Better
Hypertension (controlled)	Better	Better	Better
Infant Mortality	Better	Better	Better
Leading causes of death 1. Heart Disease 2. Cancer	1. Similar 2. Better	Similar	Not applicable
Mental health	Better	Better	Similar data not available
Obesity	Worse	Worse	Worse
Physical Activity	Better	Better	Better
Smoking	Similar	Better	Worse
Maternal Smoking	Worse	Worse	Worse
Teen pregnancy	Better	Better	Better

In November of 2011, 941 Marquette County residents completed a community health assessment survey. The following are the responses to two questions asking the respondents to rank health issues:

1. Which are the three MOST Critical Health and Safety Issues facing our County:

Substance Abuse	69.7%
Obesity	58.7%
Mental Health Problems	26.8%
Cancer	24.1%
Child Abuse/Neglect	19.9%

2. What are the three MOST Important attitudes or Behaviors that cause health problems in our County:

Alcohol Abuse	69.6%
Illegal Drug Abuse	47.6%
Poor Eating Habits	46.2%
Lack of Exercise	40.3%
Tobacco Use	20.9%

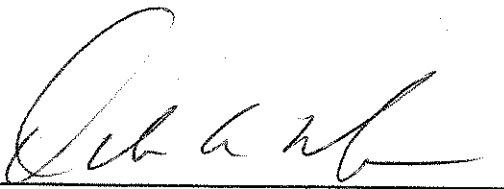
On November 9, 2011, 46 community organizations/leaders attended a community health needs session to identify the top three health issues along with strategies necessary to improve. They were identified as:

Obesity Prevention through nutrition education and increased physical activity
Tobacco Prevention
Access to Health Resources

Marquette County Board of Health Adoption of Community Health Priorities:

The Marquette County Board of Health, upon review of the community health data and the results of the community health assessment sessions and survey, endorse the following three community health priorities as health issues in which the Marquette County Health Department will work with the community to improve over the next three years:

- Obesity,
- Substance Abuse including Tobacco Use
- Access to Health Resources



Chair, Marquette County Board of Health

3/28/12

Date