

Connecting, Sustaining, and Deepening Community Partnerships and Community Health Assessments in a Post-COVID Era



**Health
Department**

MPHHC 2023

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Health Department

What will you learn today:

How we used our community knowledge,
and built it into our health assessment work,
and built it into our community outreach/engagement work.

We hope you will pick up ideas, strategies, techniques.

What do we have in common?

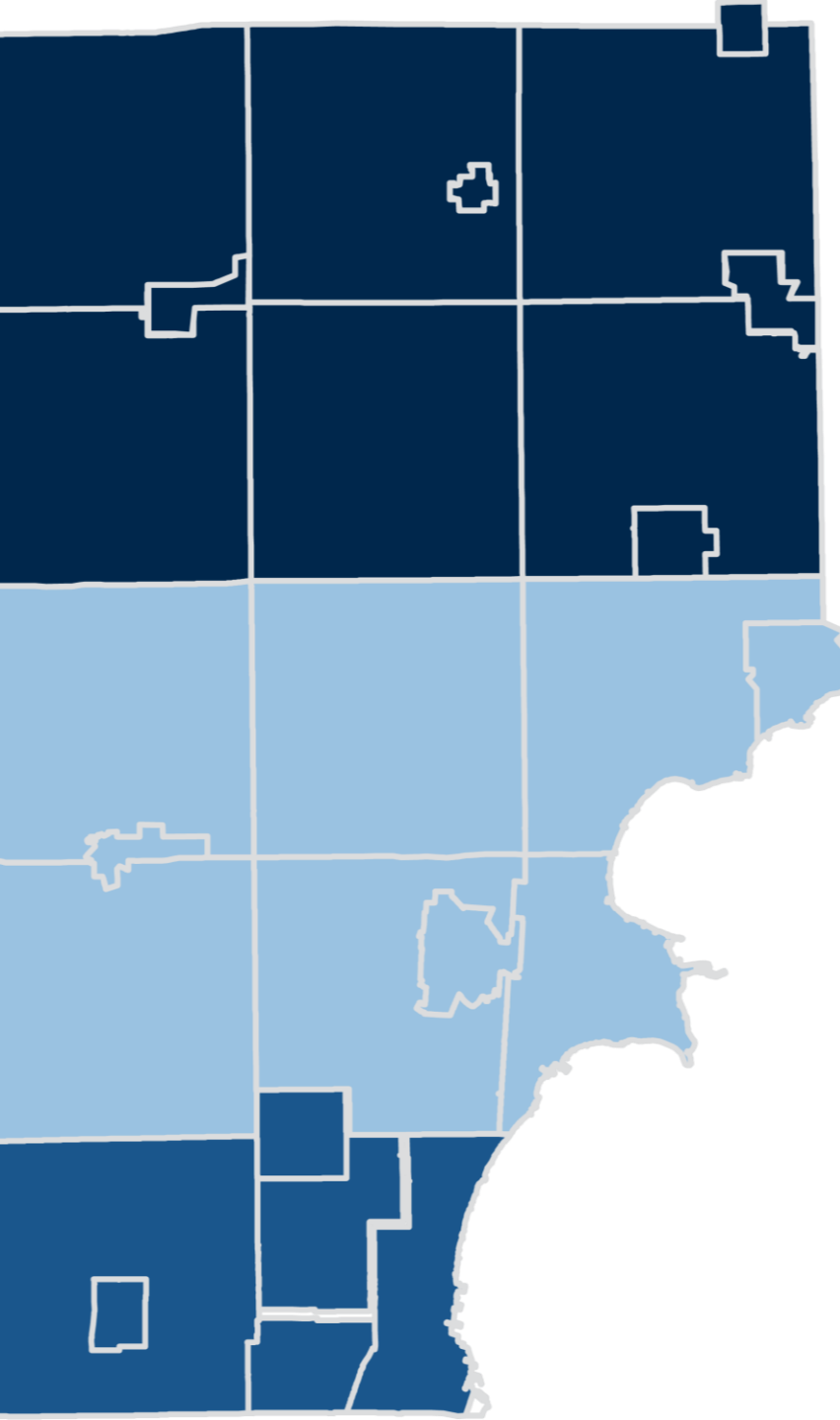
Both MCHD and WCHD are focused on reaching at risk and marginalized populations within our communities, identifying disparities and inequities, and improving the Social Determinants of Health within our jurisdictions.

--Community Health Assessments

--How COVID influenced both our CHA/CHIP and Community Outreach work

KAHOOT Break:

Who is in the room?



About Macomb County Health Department

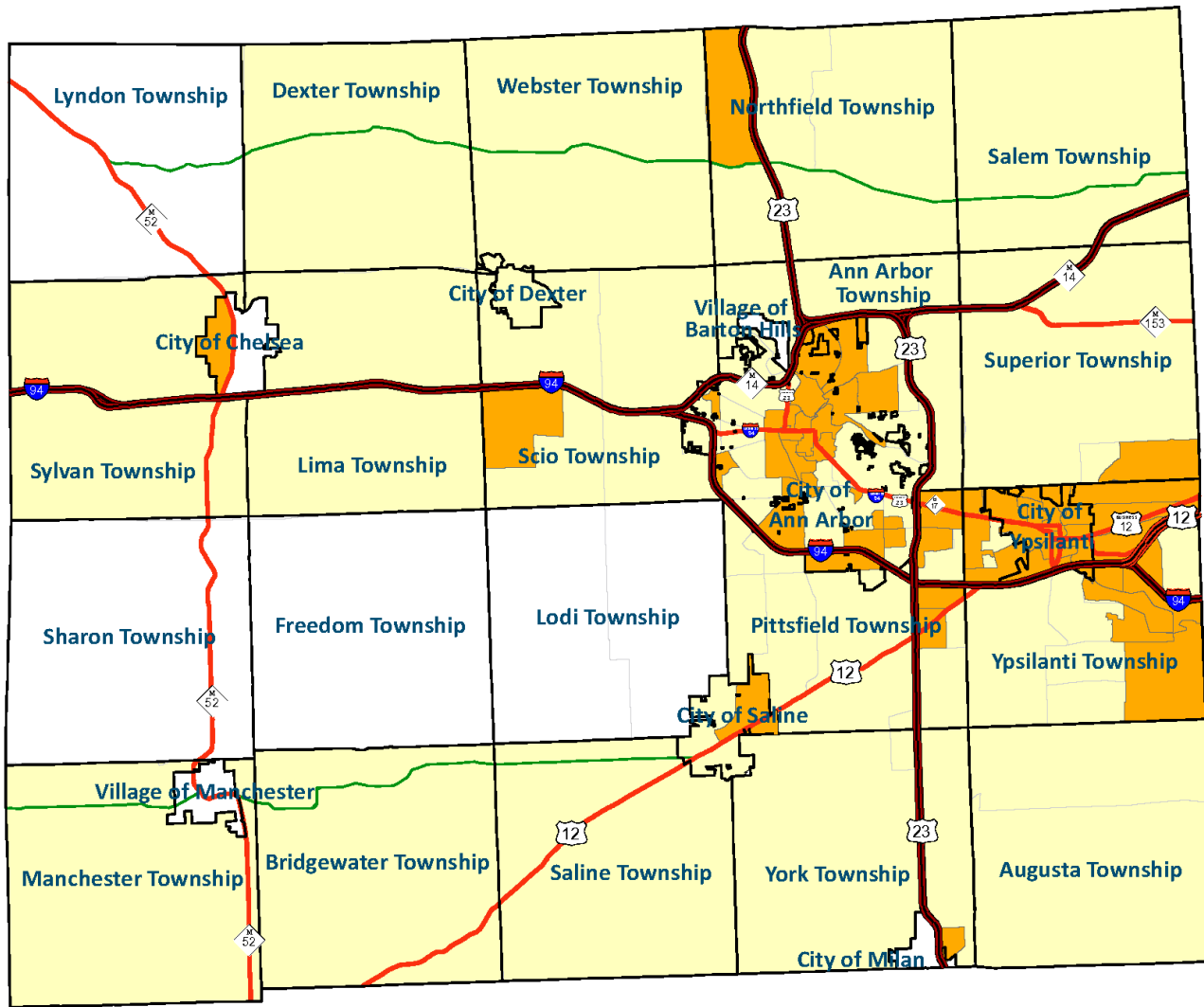
27 individual municipalities in Macomb County

Total population: 876,792 residents

Three MCHD service locations

Approximately 250 employees





About Washtenaw County Health Department

Serves Ann Arbor, Ypsilanti and surrounding area

28 Municipalities

Total population: 366,376

Two major universities: University of Michigan and Eastern Michigan University

Health department staff: approximately 120



Before and After COVID



Lessons Learned From COVID-19 Response About the Community

- COVID-19 impacted communities unevenly
disparate impact on certain communities
- Enhanced focus on health equity
- The importance of knowing your county
- Relationship building is the key to this work
- Need flexibility to meet people where they are at
One Size Doesn't Fit All



Staff turnover



Preserving institutional knowledge



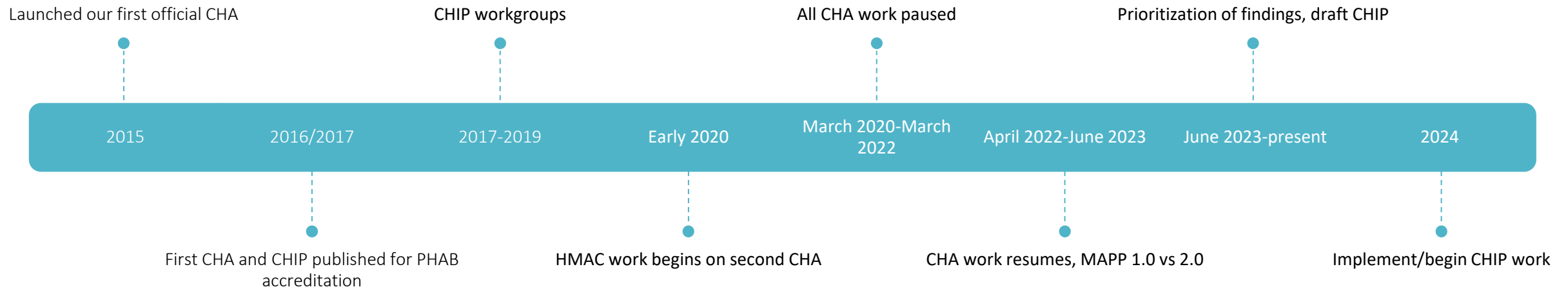
Simplifying what we are doing



Recognizing missing community voices

Health Department Struggles and Opportunities During COVID-19

MCHD: Community Assessment Overview





Chronic Disease and Healthy
Lifestyles



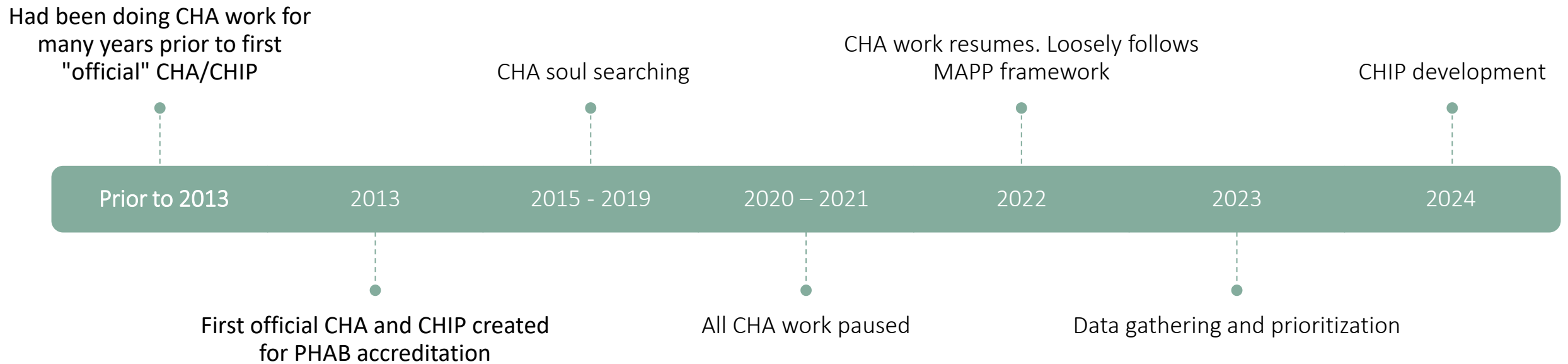
Behavior Health and Substance
Use



Built Environment/Social
Determinants of Health

Macomb's Projected CHA Priorities

WCHD: Community Assessment Overview





Healthcare Access and
Navigation



Mental Health



Housing

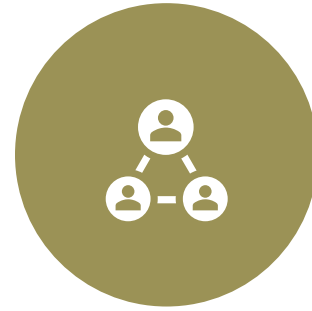
Washtenaw's Projected CHA Priorities



SHIFTED FOCUS OF
SURVEY QUESTIONS



PAPER SURVEYS



EMPHASIS ON SHARING
RESULTS BACK



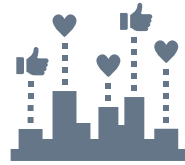
SIMPLIFY THE PROCESS

How we met our community where they're at:
engagement approaches for our CHA process

Simplified Process After COVID

Both Macomb and Washtenaw found the MAPP 2.0 framework overly complex.

Adapted the framework to:



Align with what worked organically in our community



Align with limited staff capacity

CHA Survey Questions

Before Pandemic

- **Washtenaw:**
 - Questions based on BRFSS
 - Focused on individual health
- **Macomb:**
 - BRFSS
 - Did not align with CDC standardized response categories

After Pandemic

- Shift focus to community health
- Don't ask questions we already have data on
- Focus on lived experience
- Focus on SDOH & health equity
- Macomb: Align with Census/ACS metrics

MCHD CHA Survey Questions

Washtenaw and Macomb's Questions Are Startlingly Similar!

MCHD Community Engagement:

Two Key Questions

What would make you healthier?

What is stopping you from getting it?

Community section: focus on quality of life and access, community strengths and needs

MCHD Data Collection

Where/How did we distribute survey

Online links, QR code, paper surveys

8000 surveys (original goal), 6243 (final count)

How to get different voices?

Jimmy John's Stadium (semi-pro baseball)

Blood drives at libraries

Health fairs

Flu/COVID vaccine clinics

Schools (PTA meetings, fairs, students)

KAHOOT Break:

What do you think your community member's top needs are?

MCHD: Our community wants...

Which would improve quality of life in your community – overall respondents

- Better paying jobs/strong economy
- Access to affordable, healthy food
- Less violence or crime*
- Access to affordable housing for everyone
- Clean environment
 - **Most people think they live in safe communities (90%)*

Marginalized or underserved populations

- Access to affordable, healthy food
- Access to affordable housing for everyone
- Access to healthcare services/screenings
- Access to mental health & substance use services
- Better paying jobs/stronger economy

WCHD: Our community wants...

Access to/help
navigating
healthcare

Access to mental
health services

Access to affordable
housing

Access to affordable
childcare

Access to healthy,
affordable food

Better
jobs/improved
career readiness

Access to substance
use care

Access to
affordable,
convenient public
transportation



What do you do when your CHIP priorities are not traditional health topics?

WCHD: Healthy Neighborhoods Team

Responds to community needs around:

- Healthcare access and navigation
- Access to healthy foods
- Affordable housing
- And more

Questions?

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