



Community Health Improvement Plan

2017-2020



Introduction

Chester County is a great place to live and by many measures we are a healthy county. Chester County is ranked the healthiest county in Pennsylvania based on health outcomes and ranks second in the state for health factors; however, there are significant opportunities for improvement. Many individuals and organizations have worked for decades to promote health and wellness in Chester County, and by coordinating our efforts we can make a greater impact on the health of our community. The Roadmap to Health Partnership was formed in 2011 and continues to work together to make Chester County a healthy place to work, live, and play. The Chester County Health Department (CCHD) and Chester County Hospital (CCH) served as the leads for engaging many community stakeholders to participate in conducting a health assessment and developing a health improvement plan for the entire County. While the assessment and improvement plan was led by CCHD and CCH, they are supported and used by many community stakeholders seeking to have a positive impact on the health of the County.

Roadmap to Health aims to improve health for everyone in Chester County by collaborating with organizations that take action, make an impact, and work to improve health and quality of life throughout the county. To achieve our mission and vision, we work together to assess the health of our community, identify specific health priorities, and address those priorities through our Community Health Improvement Plan (CHIP). We have utilized the Mobilizing for Action through Planning and Partnership (MAPP) model as the foundation for this health improvement initiative; however, we continue to reflect on our experiences and adapt our processes to fit the evolving needs of our partnership.



Since the partnership was formed, many organizations and stakeholders in Chester County have worked together to address priorities identified for our community. After working with our CHIP for more than a year and updating our assessment data, we recognized that although our priorities have not changed, we needed to refocus our efforts and refresh our approach. The 2017 CHIP update aims to identify more specific areas of focus for each priority and for the organization to become less prescriptive in our approach to address the health priorities in our community.

The 2017 CHIP update is reflective of our shift away from a specific blueprint model towards a model that is innovative and open to emerging strategies. We want to build stronger partnerships to support each priority, learn and implement innovative and effective strategies to address them, and coordinate our efforts to improve health in our communities. Together, we can cultivate a culture of wellness for everyone in Chester County.

Priorities

After reflecting on the updated Community Health Assessment data and progress made on the original CHIP, it became evident that the Roadmap to Health priorities did not need to completely change, but would benefit from being streamlined. As a result, the five original priorities have been refocused into three: Wellness & Disease Prevention, Coordinated Behavioral and Physical Health, and Social, Environmental, & Economic Influences. The two remaining priorities from the original CHIP, focused on cultural competence, health equity, and resource awareness, have not been eliminated; instead, they have become the connecting themes between the other priorities (Figure 1). The concepts of cultural competence, health equity, and education and awareness are critical components to the success of any health-related work in the community and therefore should be considered in all Roadmap to Health intervention strategies.

The updated CHIP outlines a specific goal for each of the three priorities. Each goal includes information about the background, community partnerships, potential intervention strategies, and long term targets for improvement. Progress on the targets for improvement and relevant indicators that will be reflective of partnership activities will be reported annually.



Figure 1. The priorities are represented by the larger orange gears with the ultimate goal of a healthy Chester County in the center blue gear. The smaller green gears represent the common themes that connect the priorities.

Wellness & Disease Prevention

GOAL: PROMOTE A HEALTHY LIFESTYLE THROUGH INCREASED PHYSICAL ACTIVITY

Background

Physical activity can improve one's overall health and reduce the risk of developing chronic diseases such as type 2 diabetes, cancer, and cardiovascular disease. Exercise has immediate and long-term health benefits, but most importantly, regular activity can improve one's overall quality of life. This goal is focused on addressing obesity through implementing county-wide physical activity initiatives, programs, and platforms that engage all demographics of the community.

Potential Intervention Strategies

- Implement point-of-decision prompts
- Enhance stairwells to promote usage
- Support work-site wellness programs and policies
- Issue walking challenges throughout the community
- Utilize the Planning Commission to seek out opportunities for new parks and trails
- Launch an online social wellness site for activity tracking
- Work with health care providers to prescribe physical activity in community parks and trails as adjunctive treatment to reduce the need for medication
- Develop a template for school wellness policies
- Engage teachers to assign physical activity related homework
- Educate schools and parents about Safe Routes to School
- Partner with school administration and parents to start a walking school bus program
- Support schools with developing sustainable recess programs
- Encourage YMCAs and schools to promote after-school recreational activities
- Survey residents for recreational needs
- Implement family-based health program for overweight/obese children

Targets for Improvement

- Weight Status: Reduce the proportion of adults who are obese from 23% (2011-2013) to 20% by 2020 and reduce the proportion of children who are obese from 12% (2012-2013) to 10% by 2020.
- Exercise Regularly: Increase the percentage of adults who say they exercise regularly from 54% (2015) to 60% by 2020.
- Access to Physical Activity Opportunities: Increase the proportion of residents who have access to physical activity opportunities from 87% (2015) to 91% by 2020.

Coordinated Behavioral & Physical Health

GOAL: REDUCE THE ABUSE OF OPIOIDS

Background

Drug overdoses are the leading cause of accidental deaths in the United States. Prescription drugs cause more deaths than illegal drugs; opioids cause a higher percentage of overdose deaths than any other prescription drug. From 2014 to 2015, there was a 23% increase in the number of drug-related overdose deaths in Pennsylvania. Steps have been taken that will over time reduce the availability of opioids and the number of overdose deaths; however, this problem developed over a number of years and will not be resolved overnight. According to Health and Human Services (HHS), “prevention, treatment, research, and effective responses to rapidly reverse opioid overdoses are critical to fighting the epidemic”.

Potential Intervention Strategies

- Utilize a stakeholder groups with broad representation to inform, establish, and support effective overdose prevention strategies
- Develop and implement a comprehensive prevention plan
- Encourage the adoption of Prescribing Guidelines
- Support the use of the Prescription Drug Monitoring Program
- Increase public awareness of responsible medication disposal
- Further educate the community on overdose epidemic, response, and treatment
- Provide training concerning the facilitation and distribution of Narcan
- Advance guidelines on the co-prescription of naloxone with prescription opioids
- Establish and maintain additional linkage and warm hand off practices between physical and behavioral health providers and systems
- Identify and support outreach and intervention strategies to engage and retain individuals in treatment
- Ensure access to the full continuum and range of treatment resources
- Advance efforts to ensure access to recovery supports

Targets for Improvement

- Overdose deaths: Reduce the number of annual overdose deaths (105 deaths in 2016) by 2020.
- Opiate Prescribing: Increase the number of healthcare providers participating in the Prescription Drug Monitoring Program to 100% by 2020.

Social, Environmental, & Economic Influences

GOAL: IMPROVE EQUITY ACROSS SOCIAL AND STRUCTURAL DETERMINANTS OF HEALTH

Background

Everyone deserves an equal opportunity to make the choices that lead to good health. Research clearly shows that health is influenced by many factors, including socioeconomic status, education, environment, employment, social support networks, and access to health care. Creating a healthy and safe social and economic environment for everyone begins with developing and implementing policies, partnerships, and practices that support community health. While public health practitioners play a unique role in improving community health, other sectors that may not focus on health play critical roles in addressing many conditions that impact overall health and well-being.

Potential Intervention Strategies

- Employment training and support programs
- Promote a “Health in all policies” approach to community planning by integrating health criteria into decision making, where appropriate, across multiple sectors
- Promote opportunities for socialization in the community
- Support enrollment of eligible individuals into financial support programs
- Support education programs across the lifespan: early education to higher education
- Conduct home assessments and make modifications to ensure safe and healthy homes
- Increase access to nutritional food
- Provide centralized access points for services
- Develop more affordable and permanent housing options
- Provide comprehensive training services in finance, budgeting, employment, and life skills
- Utilize a stakeholder group with broad representation to inform, establish, and support effective homelessness prevention strategies
- Identify and promote literacy support opportunities during the summer, after school, medical visits, and in community-based settings
- Offer full day kindergarten

Targets for Improvement

- Health Insurance: Increase the percentage of adults with medical insurance from 90.3% (2014) to 100% in 2020 and children with medical insurance from 94.1 (2014) to 100% in 2020.
- Education: Increase percentage of students rating as proficient or higher on 4th grade reading level on PSSAs from 76.7% (2015) to 85% in 2020.
- Food Insecurity: Reduce the rate of household food insecurity from 8.62% (2014) to 6% by 2020.
- Housing: Prevent and end homelessness by 2022.