

2014-2018 Monterey County Community Health Improvement Plan

Plan for FY 2015-16



Taking Action for a Healthy Future

The public health system in Monterey County used the Mobilizing for Action through Planning and Partnerships (MAPP) framework to produce two key planning documents, the **2014 Community Health Assessment** which highlighted health concerns and disparities in the county and the **2014-2018 Monterey County Community Health Improvement Plan** or (CHIP).

The CHIP's vision is for community members to work in partnership with agencies and organizations to improve and sustain health through shared leadership, strategic planning, meaningful community engagement, and coordinated action. This is to be accomplished by focusing on **equity, prevention, partnership, and policy** across three key strategic priorities:

- 1) **Empower the community** to improve health through programs, policies, and activities;
- 2) **Enhance** community health and safety by emphasizing **prevention**; and
- 3) **Ensure access** to culturally and linguistically appropriate, customer-friendly, quality health services.

To address the major health concerns and disparities in the county, the CHIP has an Action Plan which summarizes important community strategies, stakeholders, goals, and measures of progress.

Where are we now?

Considerable effort has occurred in the first year since the plan was developed. Initially the plan provided examples of partners. Now specific initiatives have been identified as leading particular strategies. The attached matrix highlights the upcoming fiscal year plans for various initiatives as aligned with key strategies and the three initiatives.

Importantly, United Way of Monterey County, through its Impact Monterey County and Champions of Change initiatives, have adopted the CHIP objectives for their long-range collective impact efforts, as indicated in the Crosswalk between CHIP/Strategic Initiatives and IMC Priorities, which is a part of this report.

For more information please contact:

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Community Health Improvement Plan for Monterey County Action Plan Matrix – UPDATE FY14-15 and Plans for FY15-16

Initiative 1: Empower the community to improve health through programs, policies, and activities

Objectives	Strategies	Indicator Goals	Baseline Data (source) and Target*	Lead Initiatives	FY14-15 Status of Collective Efforts	Plans for FY15-16
Decrease obesity & diabetes	<ul style="list-style-type: none"> Promote active living & healthy eating Increase access to healthy foods 	↓ adult BMI ≥30 ↓ child and teen BMI ≥85 th percentile ↓ adult diabetes diagnosis	<ul style="list-style-type: none"> Adult obesity: 25.1% (2011-12 CHIS) Target: improve on baseline Teen at-risk or overweight/obese: 42.9% (2011-12 CHIS) Target: Teens ages 12-19, considered obese: 16.1% Adult diabetes diagnosis: 9.7% (2011-12 CHIS) Target: Adult diabetes diagnosis: 7.2/1,000 	Safety Net Integration Council Diabetes Collaborative Impact Monterey County	<ul style="list-style-type: none"> Safety net developing health information exchange, assessing community-clinical linkages, and developing plans for tracking diabetes and blood pressure through implementing more evidence-based practices for Electronic Health Records, team-based care, use of National Diabetes Prevention Program, use of Community Health Workers Diabetes Collaborative of three hospitals investigating how develop diabetes education classes and case management supports Impact Monterey County produced summary of community aspirations and beginning development of strategic imperatives 	<ul style="list-style-type: none"> Continue with development of Health Information Exchange Initiatives developing a data dashboard and also a vision map for developing a shared data measurement system Diabetes collaborative will explore expansion of National Diabetes Prevention Program Impact Monterey County exploring how it can morph with Champions for Change to be receptacle of overarching vision and mission under which several initiatives can be aligned while supporting their specific goals
Decrease births to teens	<ul style="list-style-type: none"> Increase youth empowerment and healthy relationship training for youth Promote safe sex practices & resources 	↓ births to teens ages 15-19 years	<ul style="list-style-type: none"> Teens ages 15-19: 52.5/1,000 (2008-10 AVSS) Target: improve on baseline 	Girls' Health in Girls' Hands Bright Futures	<ul style="list-style-type: none"> GHGH developed sustainability plan; took youth social and emotional health support resolution to Board of Supervisors Bright Futures developing Leadership Council 	<ul style="list-style-type: none"> GHGH will transition to Health Department and continue seeking further funding for sustainability Bright Futures _____
Decrease sexually transmitted infections	<ul style="list-style-type: none"> Promote safe sex practices & resources Promote affordable screening 	↓ gonorrhea infection rates	<ul style="list-style-type: none"> 194/100,000 population (2013) Target: 175/100,000 population 	Girls' Health in Girls' Hands	<ul style="list-style-type: none"> GHGH developed sustainability plan; took youth social and emotional health support resolution to Board of Supervisors 	<ul style="list-style-type: none"> GHGH will transition to Health Department and continue seeking further funding for sustainability
Decrease heart disease	<ul style="list-style-type: none"> Promote active living & healthy eating Increase access to healthy foods Promote affordable screening 	↓ heart disease diagnosis	<ul style="list-style-type: none"> Adult heart disease diagnosis: 7.5% (2011-12) Target: improve on baseline 	Safety Net Integration Council Diabetes Collaborative	<ul style="list-style-type: none"> Safety net developing health information exchange, assessing community-clinical linkages and developing plans for tracking diabetes and blood pressure through implementing more evidence-based practices for Electronic Health Records, team-based care, use of National Diabetes Prevention Program Hospital Diabetes Collaborative investigating how develop diabetes education classes and case management supports 	<ul style="list-style-type: none"> Continue with development of Health Information Exchange Initiatives developing a data dashboard and also a vision map for developing a shared data measurement system Diabetes collaborative will explore expansion of National Diabetes Prevention Program

Objectives	Strategies	Indicator Goals	Baseline Data (source) and Target*	Lead Initiatives	FY14-15 Status of Collective Efforts	Plans for FY15-16
Decrease asthma	<ul style="list-style-type: none"> Promote healthy indoor and outdoor air quality 	<ul style="list-style-type: none"> ↓ asthma diagnosis (CHIS) ↓ environmental factors that contribute to asthma ↓ tobacco use 	<ul style="list-style-type: none"> Ever diagnosed with asthma: 10.6% (2011-12) Target: improve on baseline 	<ul style="list-style-type: none"> HiAP Monterey County Tobacco Coalition Monterey Bay Unified Air Pollution Control 	<ul style="list-style-type: none"> Five city collaborative working on Active Transportation Program infrastructure improvements and seeking grant funding for Safe Routes to Schools and Active Transportation Plans. 	<ul style="list-style-type: none"> Safe Routes to Schools to be developed in six cities (dependent on funding)
Decrease fetal and infant mortality	<ul style="list-style-type: none"> Promote early access to prenatal care 	<ul style="list-style-type: none"> ↓ fetal mortality rate (California Department of Public Health) ↓ infant mortality rate (CDPH) 	<ul style="list-style-type: none"> Fetal mortality rate: 4.1/1,000 (2008-10). Target: improve on baseline Infant mortality rate: 4.6/1,000 (2008-10) Target: improve on baseline 	<ul style="list-style-type: none"> Birth Network of Monterey County 	<ul style="list-style-type: none"> ECDI has one community action team planning strategies for indicators that are linked to this indicator and Policy Advocacy Network advocated for prenatal-related bills 	<ul style="list-style-type: none"> ECDI Policy Advocacy Network will be developed and may advocate for key legislation

*Targets are identical or closest-related to baseline data, and are sourced from Healthy People 2020.

Initiative 2: Enhance community health and safety by emphasizing prevention.

Objectives	Strategies	Indicator Data	Baseline Data (source) and Target*	Lead Initiatives	FY14-15 Status of Collective Efforts	Plans for FY15-16
<p>Decrease bullying, violent injury, and homicide; Increase gang prevention strategies</p>	<ul style="list-style-type: none"> Expand anti-bullying education and policies in schools Expand pro-social skill building and activities Inventory/assess county-operated gang prevention programs 	<p>↓ bullying among 7th graders ↓ violent crime rate ↓ homicide rate</p>	<ul style="list-style-type: none"> Bullied: 41.5% (2008-10 CHKS) Target: bullied, grades 9-12: 17.9% Violent crime rate: 488.1/100,000 (2009 CDOJ) Target: Physical assault rate: 19.2/1,000 Homicide rate: 10.2/100,000 (2008-10 CDPH) Target: Homicide rate: 5.5/100,000 	<p>Monterey County Gang Violence Prevention Initiative Seaside Blue Ribbon Panel Four Cities for Peace CASP Girls' Health in Girls' Hands STRYVE</p>	<ul style="list-style-type: none"> County matching federal funds to roll out PBIS in 15 south county schools (Fall 2015); federal dollars obtained to support PBIS in 29 Salinas City schools (September 2014) 4 Salinas schools implement Olweus, bullying prevention program (August 2015) Common indicators chosen by County and CASP violence reduction initiatives (June 2015) Violence-related Indicator data updates posted on CASP dashboard and violent crime and violent assault rates down significantly in Salinas from 2009-13 (February 2015) Bullying in schools report (May 2015) 20 city and county staff attend Governing for Racial Equity conference (June 2015) MCGVRP has begun to engage community members with lived experience to inform the initiative's Action Plan and process for identifying effective strategies and potential policy recommendations. Partnership with City of Salinas, Health Department, and Center for Community Advocacy implement Crime Prevention Through Environmental Design strategy with city policies and promotores trainings Board of Supervisors passes resolution brought to them by young women as part of GHGH to support girls social and emotional health (May 2015) 	<ul style="list-style-type: none"> Violence reduction initiatives and ECDI will conduct public health awareness campaign Violence reduction initiatives will be part of several initiative work to produce common data dashboard Olweus and PBIS will continue to expand GHGH girls may develop advocacy campaign related to bullying prevention

Objectives	Strategies	Indicator Data	Baseline Data (source) and Target*	Lead Initiatives	FY14-15 Status of Collective Efforts	Plans for FY15-16
Increase literacy & education levels	<ul style="list-style-type: none"> Expand early childhood development & school readiness Restore GED programs 	<ul style="list-style-type: none"> ↑ third grade reading levels ↑ high school graduation rates ↑ maternal education 	<ul style="list-style-type: none"> Preschool attendance in the year prior to kindergarten: 59% of children Target: improve on baseline Third grade students scoring proficient or higher on English Language Arts CST: 33% (2013 CDE) Target: improve on baseline High school graduation rate: 79.1% (2011-12 CDE). Target: improve on baseline 	<ul style="list-style-type: none"> Building Healthy Communities Bright Futures Early Childhood Development Initiative 	<ul style="list-style-type: none"> ECDI has five community action teams planning strategies, all five picked literacy as key area of focus Bright Futures identify indicators and develop Leadership Council (August 2015) 	<ul style="list-style-type: none"> Literacy-related public health media campaign will launch ECDI and Bright Futures will continue to work conjointly and be part of large collaboration between several initiatives to produce data dashboard and explore developing shared data measurement ECDI community action teams will implement first strategies
Decrease poverty	<ul style="list-style-type: none"> Provide more skill-building opportunities Provide GED preparation supports Provide living wage jobs Reduce dropout rates Increase family supports Increase licensed child care slots 	<ul style="list-style-type: none"> ↓ poverty rates 	<ul style="list-style-type: none"> Residents living at up to 200% of the federal poverty level: 40.4% (2012 US Census) Target: improve on baseline High school graduation rate: 79% (2013 CDE) Target: improve on baseline Licensed child care slots in centers and homes: 9,997 (2013 KidsData.org) Target: improve on baseline 	<ul style="list-style-type: none"> Coalition of Homeless Services Providers Impact Monterey County HiAP Salinas Building Healthy Communities 	<ul style="list-style-type: none"> 2015 Homeless Census (June 2015) Housing brief (July 2015) Affordable housing supports in comment letters for Housing Element for City of Salinas (June 2015) Inventory of homeless services created (June 2015) Collaborative developing strategies to address homelessness Impact Monterey County developing strategic imperatives for county based on aspirations assessment Champions for Change (initiatives' collaborative) developing data dashboard for all initiatives and exploring data sharing agreements (August 2015) Behavioral Health with partners is promoting employment opportunities for youth and re-entry clients 	<ul style="list-style-type: none"> Impact Monterey County will explore options for supporting economic-related initiatives Collaboratives will implement strategies to reduce homelessness

Objectives	Strategies	Indicator Data	Baseline Data (source) and Target*	Lead Initiatives	FY14-15 Status of Collective Efforts	Plans for FY15-16
Increase affordable health screening	<ul style="list-style-type: none"> Increase access to affordable health and dental care 	<ul style="list-style-type: none"> ↑ mammogram screenings ↑ pap test ↑ sigmoidoscopy, colonoscopy or FOBT ↑ PSA test 	<ul style="list-style-type: none"> Mammogram screening in last two years, women ages 30 and over: 62.4% (2011-12 CHIS) Target: improve on baseline Pap test in last 3 years, adult women: 87.9% (2007 CHIS) Target: Pap test in last 3 years, adult women: 93.0% Sigmoidoscopy, adults 50 and over: 77.1% (2009 CHIS) Target: improve on baseline PSA test in past year, men 40 and over: 34.5% Target: improve on baseline 	<p>Outreach and Enrollment Collaborative Safety Net Integration Council</p>	<ul style="list-style-type: none"> Over 1,400 residents enrolled through innovative outreach efforts in Medi-Cal in 2015 2 safety net clinics expanded 	<ul style="list-style-type: none"> Renovations completed for Seaside clinic Develop retention-related activities with community partners Continue with development of Health Information Exchange
Decrease drug, tobacco, & alcohol use	<ul style="list-style-type: none"> Expand retail tobacco license program Expand smoking bans in multi-unit housing and public spaces Decrease youth exposure to tobacco and alcohol marketing 	<ul style="list-style-type: none"> ↓ eleventh grade students using marijuana in past month ↓ current smokers ↓ binge drinking 	<ul style="list-style-type: none"> Marijuana use in past month, eleventh grade students: 23.2% (2008-10 CHKS) Target: Marijuana use in past month, adolescents ages 12-17: 6.0% Current smokers: 10.1% (2011-12 CHIS) Target: improve on baseline Binge drinking in past year, adults: 34.1% (2011-12 CHIS) Target: Binge drinking in past year, adults: 24.4% 	<p>Monterey County Collaborates (Coalition for a Tobacco-Free Monterey County) Monterey County Behavioral Health Healthy Stores for Healthy Communities??</p>	<ul style="list-style-type: none"> Adult and Juvenile Drug Courts continued and funds received to start DUI Court Cities of Monterey and Salinas pass Tobacco Retail License ordinances Cost of Smoking Report distributed Over 1,000 multi-unit housing units are now 100% smoke free Hartnell College adopted smoke free campus policy Social host ordinance being prepared for first reading and conducting outreach and engagement 	<ul style="list-style-type: none"> Implement 2015 – 2018 Alcohol and Drug Prevention and Treatment Strategic Plan Continue with efforts to expand and/or support Tobacco Retail License ordinances and smoke-free policies Continue with efforts to expand and/or support social host ordinance development
Decrease unintentional injury & death	<ul style="list-style-type: none"> Expand Safe Routes to School program Increase field sobriety checks Continue and expand gang prevention activities 	<ul style="list-style-type: none"> ↓ unintentional injury and mortality rates (CDPH) ↑ safety programs ↑ afterschool & recreation programs 	<ul style="list-style-type: none"> Unintentional injury mortality rates: 29.4/100,000 (2008-2010 CDPH) Target: improve on baseline 	<p>HiAP South County HiAP Seaside</p>	<ul style="list-style-type: none"> Five city/3 agency HiAP collaborative working on Active Transportation Plan infrastructure improvements and seeking grant funding for Safe Routes to Schools 	<ul style="list-style-type: none"> Implement Active Transportation Plan proposal if grant funding received
Decrease environmentally-related illness and injury	<ul style="list-style-type: none"> Improve asthma self-management education Reduce exposure to pesticides 	<ul style="list-style-type: none"> ↓ asthma symptoms (among those diagnosed with asthma) ↓ decrease pesticide-related illness and injury 	<ul style="list-style-type: none"> Asthma diagnosis: 90.6% of population diagnosed with asthma (2009+2011-12 CHIS) Target: improve on baseline Illness or injury probably or definitely related to pesticide use: 79 cases in FY 2010-2011 (CalPIQ). Target: improve on baseline 	<p>Working to identify an initiative for this objective.</p>	<ul style="list-style-type: none"> State pesticides and schools report presented to schools; hosted state public meeting on potential regulation changes 	<ul style="list-style-type: none"> Conduct health impact reviews for building projects in relation to agricultural land

*Targets are identical or closest-related to baseline data, and are sourced from Healthy People 2020.

Initiative 3: Ensure access to culturally and linguistically appropriate, customer-friendly, quality health services.

Objectives	Strategies	Indicator Data	Baseline Data (source) and Target*	Lead Initiatives	FY14-15 Status of Collective Efforts	Plans for FY15-16
Increase access to health care	<ul style="list-style-type: none"> ACA enrollment assistance 	<ul style="list-style-type: none"> ↑ insured population ↑ usual source of care ↓ Emergency room use for non-emergencies 	<ul style="list-style-type: none"> Currently insured: 81.7% (2011-12 CHIS) Target: Currently insured: 100.0% Usual source of care: 77.7% (2011-12 CHIS) Target: Usual source of care: 95.0% Avoidable ER use: 56% of all visits (2010 NPP) Target: improve on baseline 	Outreach and Enrollment Collaborative Safety Net Integration Council	<ul style="list-style-type: none"> Over 1,400 residents enrolled through innovative and collaborative outreach efforts in Medi-Cal in 2015 Two safety net clinics expanded 	<ul style="list-style-type: none"> Renovations completed for Seaside clinic Develop retention-related activities with community partners Continue with development of Health Information Exchange
Increase mental health services	<ul style="list-style-type: none"> Integrate mental health services into more primary care clinics and schools 	<ul style="list-style-type: none"> ↑ access to mental health services 	<ul style="list-style-type: none"> Had difficulties getting mental health care: 3.8% (2005 CHIS) Target: improve on baseline 	Safety Net Integration Council	<ul style="list-style-type: none"> Three new integrated clinics Restructure of Behavioral Health to provide access to all regardless of immigration status 	<ul style="list-style-type: none"> Continue to expand integrated services with other clinic expansions
Increase dental care	<ul style="list-style-type: none"> Strategy to be determined 	<ul style="list-style-type: none"> ↑ dental care providers 	<ul style="list-style-type: none"> Dentist to population ratio: 69.4/100,000 (2013 Dept Consumer Affairs) Target: improve on baseline 	Safety-net clinics Community Oral Health Services	<ul style="list-style-type: none"> Health Department initiated contact with SPLG and CSUS to provide dental services 	<ul style="list-style-type: none"> Continue to explore options for dental service expansions for safety net
Increase access to culturally appropriate health education and care	<ul style="list-style-type: none"> Support further development of local access improvement strategies 	<ul style="list-style-type: none"> ↑ services in multiple languages through native speakers and interpreters ↑ mental health service penetration rates 	<ul style="list-style-type: none"> Baseline data and target to be determined 	Natividad Medical Center Mental Health Commission	<ul style="list-style-type: none"> NMC Interpreter program expanded services Access Division for Behavioral Health Bureau created (July 2015) Cultural Humility and Competence staff at Health Department (July 2015) 	<ul style="list-style-type: none"> Develop Health Department Cultural Humility and Competence Plan Support NMC interpreter program

*Targets are identical or closest-related to baseline data, and are sourced from Healthy People 2020.

Contributors and Reviewers to Action Plan Update completed 9/13/15:

Reviewer	Collaborative or Initiative	Agency or Organization
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Review Dates:

Year	Update Dates	Completed
FY14-15	August 22 – September 9, 2015	September 13th, 2015

Crosswalk between MCHD CHIP/Strategic Initiatives and Impact Monterey County (United Way Initiative) Priorities

Impact Monterey County Priority	Impact Monterey County Sub-priority	MCHD Strategic Plan Initiatives and CHIP Alignment			
		Initiative 1: Empower people	Initiative 2: Enhance Health & Safety w/ Prevention	Initiative 3: Ensure health Access	HiAP
People are economically self-sufficient, with opportunities for more prosperity	Local industry is more diversified and offers high demand, high wage jobs				x
	Well paying jobs that employ local residents are available throughout the county				x
	Quality housing is affordable, accessible, and available throughout the county				x
	Local workers improve their knowledge and skills to improve their employability				x
	Quality childcare is affordable, accessible and available throughout the county		x	x	x
	Quality transportation is affordable, accessible, and available throughout the county				x
People's educational achievement supports career aspirations and lifelong learning	Children and youth are physically, emotionally, socially and academically prepared to learn	x			x
	High quality education is accessible throughout the county				x
	High quality & affordable education for early childhood, college and career training is accessible throughout the county				x
	Children and youth are supported to reach grade-level proficiency in each grade				x
	People have support to pursue their own and their children's education goals	x			
	Parents, caregivers and youth have support, skills, & knowledge to navigate education systems	x			
	Parents and caregivers have support to develop parenting skills	x			

Impact Monterey County Priority	Impact Monterey County Sub-priority	MCHD Strategic Plan Initiatives and CHIP Alignment			
		Initiative 1: Empower people	Initiative 1: Empower people	Initiative 1: Empower people	Initiative 1: Empower people
People are mentally and physically healthy	Affordable health and mental health services are accessible throughout the county			x	
	Health and mental health services can be accessed quickly and conveniently			x	
	People choose healthy eating, active living and drug free lives		x		x
	Built and natural environments are designed & cared for to support healthy living		x		x
	Information and resources empower people to live healthy lives	x			x
People are safe	People feel safe throughout Monterey County		x		
	People are protected from crime or abuse	x			x
	Social ties within neighborhoods are strengthened	x	x		x
	The community promotes peace and equity	x	x		
	Neighborhoods are safe places to live, work, and play	x	x		x