



Community Health Improvement Plan

One Marion: A Community Health and Wellness Plan for All

MARION COUNTY 2012

What is a Community Health Improvement Plan (CHIP)?

Throughout 2012, the Marion County Community Health Improvement Plan (CHIP) Steering Committee and a Core Community Support Team (CCST) of more than 50 diverse community partners came together to develop Marion County's health needs assessment and ultimately form a CHIP for the County. The Public Health Accreditation Board (PHAB) defines CHIP as:

"...a long-term, systematic effort to address health problems on the basis of the results of assessment activities and the community health improvement process. This plan is used collaboratively by community partners to set priorities and coordinate and target resources. A CHIP is critical for developing policies and defining actions to target efforts that promote health."

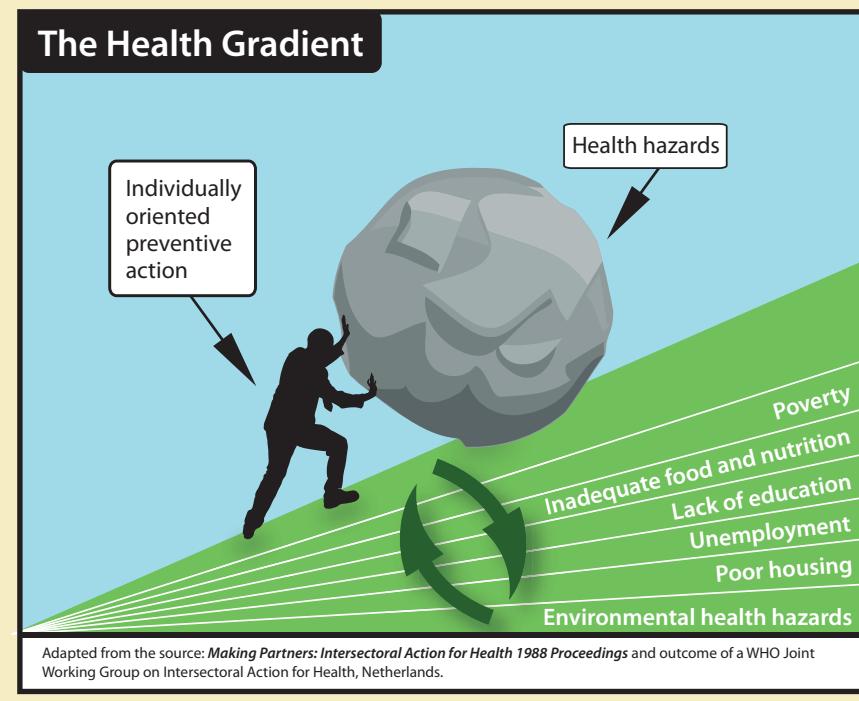
Marion County's CHIP is formulated to do the following:

- Prioritize health issues which impact residents.

- Develop goals, measurable objectives and implementation strategies to address top health priorities.
- Provide a road map for incorporating plan goals and strategies into day-to-day activities and policies of community partners.
- Inform the development of benchmarks for review of progress on goals, objectives and strategies.

The underlying concept of the need for a CHIP is articulated in the Health Gradient graphic below. The individual is often powerless to overcome health hazards alone and a community effort, spelled out by a community's CHIP, is warranted to overcome issues that magnify health hazards such as poverty; inadequate food and nutrition; lack of education; unemployment; poor housing; and environmental health hazards.

The Health Gradient



Marion County Community Health Improvement Plan

The Marion County Community Health Improvement Plan (CHIP)

(CHIP) has three over arching goals and five identified strategies to achieve these goals. Unlike many strategic plans, each individual strategy is not tied to a specific goal, but rather all three of these goals are interrelated so the strategies work together to achieve the end state to which these goals collectively aspire. In short, all strategies will contribute to each goal.

Goals

GOAL 1 Create community partnerships and infrastructure necessary to address the impact of social determinants on community health.

GOAL 2 Incorporate the impact on health outcomes and overall community health when planning for community initiatives and setting policy in all social domains: economic, social, physical and service environments.

GOAL 3 Create a fully informed community that is aware of the personal and societal costs of personal health behaviors and decisions, as well as the personal and societal costs of policy decisions relating to community health.

Strategies and Objectives

Strategy A Develop an ongoing collaborative of diverse constituencies, not just those in the health sector, to address social determinants of health.

Objective A.1 The collaborative will be formed and fully functional by May 2013.

Strategy B Develop a unified community message and focus in communicating personal health issues, behaviors and their costs to the public and conduct a coordinated campaign to inform the public on these issues.

Objective B.1 By August 2013, implement a community campaign to inform the public on personal health issues, behaviors and their costs to individuals and the public.

Strategy C Develop a unified community message and focus in communicating community health issues and policies to policy makers and community leaders and conduct regular coordinated campaigns to inform these constituencies on the true costs of these community health issues and policies.

Objective C.1 By August 2013, implement an initial campaign, as part of an ongoing strategy, to inform policy makers and community leaders on the true costs of community health issues and health policies.

Strategy D Enhance or develop a central source for community health resources information and referral (for both patients/users and providers) and community protocols for use, and market this system in a unified fashion.

Objective D.1 By November 2013, the collaborative partnership will fully integrate the community health information and referral system utilizing existing community information and referral resources (i.e. 211 and information and referral systems of collaborative partners).

Strategy E Create a joint campaign that informs and educates the public on how and when to use which community health resources (for improved navigation, lower system costs and better outcomes).

Objective E.1 By November 2013, the collaborative partnership will implement a community education campaign on how to best navigate and utilize community health resources.



Call to Action

Robert Wood Johnson's 2010 portfolio about vulnerable populations, *A New Way to Talk about the Social Determinants of Health*, states:

"...No institution alone can restore a healthy America that nurtures families and communities. That will require leadership, and a partnership of business, government and civic and religious institutions."

In this respect, Marion County and the health challenges its citizens face are no different. The Core Community Support Team who fostered the MAPP needs assessment and the CHIP Steering Committee realize that the first step in this community health improvement plan is to formulate community partnerships, infrastructure and collaboration with a shared vision of:

- Increasing the visibility of public health and an understanding of what truly is the "local public health system."
- Encouraging the business community and employers to take a leadership role in the health of their employees and the communities in which they live.
- Anticipating and managing change.
- Building a stronger local public health infrastructure.
- Engaging the community and creating community ownership for community health issues.
- Creating a healthier community, better quality of life and healthier lives for all in Marion County.

Marion County Community Health Improvement Plan Steering Committee

Ginger Carroll, FACHE, Chief Executive Officer
West Marion Community Hospital
Ocala Health

Kerrie Jones Clark, Chief Executive Officer
Heart of Florida Health Center

Timothy S. Dean
Dean Law Firm, LLC

Jeff Feller, Chief Executive Officer
WellFlorida Council

Nathan Grossman, MD, Director
Marion County Health Department

Dyer Michell, President
Access to Healthcare, Inc.

Gina Peebles, Director
Marion County Parks and Recreation

Mary Ellen Poe, Chief Executive Officer
Hospice of Marion County and Its Affiliated Companies, Inc.

Charles R. Powell, Chief Executive Officer
The Centers

Maureen Quinlan, President
United Way of Marion County

Mike Robertson, V.P. Strategic Planning & Marketing
Munroe Regional Medical Center

Suzanne Santangelo, Director of Marketing
Ocala Health

Loretha Tolbert-Rich, Chief Executive Officer of Ocala Community Care
Marion County Sheriff's Office

Participating Agencies



United Way
of Marion County



1785 NW 80th Blvd., Gainesville, FL 32605
Phone: 352-313-6500 Email: info@wellflorida.org
Web: www.wellflorida.org