

Pinal County Community Health Improvement Plan 2013



P I N A L ♦ C O U N T Y
Wide open opportunity

Table of Contents

INTRODUCTION	3
EXECUTIVE SUMMARY.....	5
PINAL COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN.....	6
Process.....	6
Methodology	7
Health Priorities.....	9
Future Work.....	10
ACKNOWLEDGEMENTS.....	11

Introduction

This report is a summary of the Pinal County CHIP activities conducted in 2013 and future plans for the developing a CHIP Work Plan. This is a working document created to complement the Pinal County 2012 Community Health Assessment (CHA) and will be updated at the culmination of the Pinal County CHA/CHIP process.

"A systematic examination of the health status indicators for a given population that is used to identify key problems and assets in a community. The ultimate goal of a community health assessment is to develop strategies to address the community's health needs and identified issues. A variety of tools and processes may be used to conduct a community health assessment; the essential ingredients are community engagement and collaborative participation."

-Public Health Accreditation Board

The Pinal County CHIP process has been modeled after the Public Health Accreditation Board (PHAB) Standards and Mobilizing for Action through Planning and Partnership (MAPP) process developed by the National Association of County and City Health Officials (NACCHO). The CHIP is a comprehensive and collaborative process facilitated by Pinal County Public Health Services District (PCPHSD) in partnership with Arizona Department of Health Services and health care providers throughout Pinal County.

After completing a Pinal County CHA in 2012 and establishing health priorities, the next step in the process is to develop a Pinal County CHIP Work Plan. Based on the CHA findings, the CHIP Steering Committee will organize and communicate with community leaders (agencies, organizations, etc.), develop a system for sharing data/information among agencies, organizations, etc., and identify community resources and method for disseminating information to the public. The following framework, developed by the Steering Committee, will guide the CHIP process.

CHIP Framework

The CHIP will begin with educating the new Pinal County Board of Supervisors on the findings of the CHA. Next, the Steering Committee, with the aid of community partners and stakeholders, will identify resources for each health priority. Participants in the CHIP process will include members of the Steering Committee, Pinal County Public Health Advisory Board, and other community health leaders and members with an interest in any of the health priorities.

The Steering Committee will be responsible for the identification of measurable and feasible objectives and identifying resources to address each health priority's goals. Specifically, the CHIP team will address the following questions:

- *Why is the health priority important?*
- *Who is the target population?*
- *What are feasible short-term and long-term health priority goals that can be measured? What are the process measures and outcome measures?*
- *Who are potential partners?*
- *What/who are the available resources to accomplish the health priority's goal?*

Executive Summary

Our Vision

The mission of the Pinal County Public Health Services District is to provide disease prevention, health promotion and nutrition services to the residents of Pinal County so they can live healthy and productive lives.

Summary

In 2012-2013 Pinal County Public Health Services District, in partnership with Arizona Department of Health Services, Casa Grande Regional Medical Center, and Sun Life Family Health Center, conducted a Community Health Assessment to determine public health priorities for Pinal County. This process included over 800 community members and stakeholders, who participated in surveys, focus groups, and community meetings throughout Pinal County between September 2012-March 2013.

Utilizing the Mobilizing for Action through Planning and Partnership (MAPP) framework as a guide, quantitative and qualitative data were analyzed and two main health priorities were identified as the basis to develop a Pinal County Community Health Improvement Plan:

- 1) Obesity
- 2) Substance Abuse

The next step in the Pinal CHA/CHIP process is to develop a CHIP Work Plan, which will identify key community resources and stakeholders and implement strategies to impact the two public health strategic priorities. The next CHIP meeting will be held in October 2013, which will serve as an introduction to the CHA/CHIP process and an overview of the Pinal community health status and priorities for the newly elected Board of Supervisors. As we begin to develop a CHIP Work Plan, we intend to have more focused discussions with stakeholders on obesity, diabetes, substance abuse, and worksite wellness initiatives and form task forces around these issues. Future public meetings will be held with the Pinal County Board of Supervisors, Public Health Advisory Board, and a broader coalition of community partners and stakeholders to discuss the final Pinal County CHA/CHIP Report that will be developed as a result of the CHA activities and CHIP meetings.

Pinal County Community Health Improvement Plan

Process

Pinal County Public Health Services District (PCPHSD) modeled its CHA/CHIP after the MAPP process developed by NACCHO. MAPP is a community-driven strategic planning process for improving community health that is generally facilitated by public health leaders. This framework is designed to help communities collect local health data and information, apply strategic thinking to prioritize local public health issues, and identify resources to address these priorities.

The MAPP framework involves six steps: organizing, visioning, assessments, strategic issues, goals/strategies, and action cycle. MAPP as an interactive, community-based process can improve the efficiency, effectiveness, and ultimately the performance of local public health systems.

Using MAPP as a guide, PCPHSD implemented the CHA/CHIP following these steps:

1. Convened a team of PCPHSD staff, known as the Steering Committee, to develop and plan the CHA, and met with the local hospital and community health center who were conducting similar CHA processes;
2. Collected and analyzed health data about the community that included secondary data, community member and stakeholder surveys, and facilitated group discussions with community health leaders and stakeholders;
3. Identified and convened a group of community leaders and stakeholders, including the Pinal County Public Health Advisory Board, Casa Grande Regional Medical Center (CGRMC), Sun Life Family Health Center (SLFHC), and other local organizations, coalitions, and community leaders;
4. Shared and reviewed findings from collected community health data with the Pinal County Public Health Advisory Board and other community leaders and stakeholders, including focus groups conducted throughout Pinal County;
5. Worked with community leaders and stakeholders to identify community health priorities; and
6. Developed a CHIP to address the highest health priorities.

Methodology

Community Health Improvement Plan Meetings

The Pinal County CHIP will be a long-term plan to address the community health issues identified by the CHA conducted in 2012. The mission of the Pinal CHIP will be to describe how PCPHSD and community partners will work together to improve the health of Pinal County residents. Throughout the CHA process, PCPHSD convened with partners and stakeholders, including SLFHC and CGRMC, to host a Joint Priority Setting Meeting in October 25, 2012. Building on the results from Joint Priority Setting Meeting, PCPHSD hosted an initial CHIP meeting on March 13, 2013 with a broad coalition of local community members and stakeholders to review the findings and summary of results of the CHA and discuss health priorities and action items to address Pinal County's highest health needs. The agenda of the first CHIP meeting is included in the Appendix of this document. A total of 33 community health leaders and stakeholders from 18 organizations throughout Pinal County listed below participated in the first CHIP meeting:

- *Arizona Health Education Center (AHEC)*
- *Banner Ironwood Medical Center*
- *Casa Grande Alliance*
- *Casa Grande Regional Medical Center*
- *Community Action Human Resources*
- *First Things First*
- *Gila River Health Care*
- *LifeNet Air Methods*
- *MASH Coalition*
- *Native Air*
- *Nami National Alliance*
- *Pinal County Public Health Services District*
- *Pinal/Gila Community Child Services*
- *Sun Life Family Health Center*
- *UA Expanded Food and Nutrition Education Program (EFNEP)*
- *UA Extension*
- *UA SNAP Ed*
- *University of Arizona*

The process used to set community health priorities in the Joint Priority Setting Meeting included identifying key partners, bringing them together, presenting a wide-array of issues identified in the CHA, and narrowing down the issues with structured discussion and voting. In the initial CHIP meeting, the health priorities discussed in more detail are outlined in the section below.

The next CHIP meeting will be held in October 2013, which will serve as an introduction to the CHA/CHIP process and an overview of the Pinal community health status and priorities for the newly elected Board of Supervisors. As we begin to develop a CHIP Work Plan, we intend to have more focused discussions with stakeholders on obesity, diabetes, and worksite wellness initiatives and form task forces around these issues.

Future public meetings will be held with the Pinal County Board of Supervisors, Public Health Advisory Board, and a broader coalition of community partners and stakeholders to discuss the final Pinal County CHA/CHIP Report that will be developed as a result of the CHA activities and CHIP meetings.

CHIP Work Plan

The next steps in the Pinal CHIP process will be to create a comprehensive CHIP Work Plan. The Pinal CHIP Work Plan will be a long-term, systematic effort to address the health problems identified in the 2012-2013 CHA survey, focus groups, analysis, and community meetings. The detailed CHIP process will address complex health issues, roles, and common goals and objectives throughout the community, and serve as a basis for building relationships and promoting collaboration. The CHIP Work Plan will include a comprehensive list of the health priorities or “winnable battles” set by Pinal community members and stakeholders, evaluate and direct the use of existing resources, set goals to measure progress towards community improvement, and develop and implement projects and programs to address priority health issues on a countywide basis. The detailed plan will reflect the results of this collaborative planning process including significant involvement by a variety of community partners. Collaboration with the Pinal County Board of Supervisors and community partners and stakeholders will be a critical component in the success of executing the CHIP Work Plan countywide.

The Pinal CHA and CHIP will serve as justification for support of certain public health initiatives, as part of funding proposals, and to attract other resources to build programs that improve the overall quality of life of the community. Our partners and other healthcare providers in our community, including local hospitals, behavioral health providers, educational or human service agencies, may also use the CHIP to prioritize existing activities and set new health priorities.

Though PCPHSD is limited by its mission as to what social and health determinants it can impact, the goal of the CHIP Work Plan is to identify resources and key partners throughout Pinal County to expand our influence through collaboration and have a greater impact on our community.

Health Priorities

The Pinal 2012 CHA includes a summary of the top health factors, behaviors, reasons for not seeking health care, health care services, and accident prevention measures identified by PCPHSD survey participants in Pinal County. The top 2 community health priorities identified through the collaborative CHA/CHIP process include:

Health Priority Area #1: Obesity

Obesity was selected as a priority area due to its increasing prevalence and relation to many other diseases and chronic conditions which severely impact health, economic conditions, and overall quality of life in Pinal County. The following data support the need to address obesity and related diseases such as diabetes in Pinal County:

- 29.8% of Pinal County adults are obese ¹
- Obesity among 2-5 year old WIC participants in Arizona has increased from 12.0% in 2004 to 14.5% in 2011 in Arizona ²
- Obesity among adolescents has increased from 11.2% in 2003 to 13.1% in 2009 in Arizona ³
- Obesity is a risk factor for breast cancer, heart disease, and diabetes
- 22.7 deaths/100,000 population age adjusted death rate due to diabetes in Pinal County in 2011 ⁴
- 115.8 deaths/100,000 population age adjusted death rate due to coronary heart disease in Pinal County in 2011 ⁴

Health Priority Area #2: Substance Abuse

Substance abuse was selected as a priority area due to its socioeconomic impact on Pinal County residents, including teens. The following data demonstrates the need to address substance abuse, including tobacco and alcohol use, in Pinal County:

- 34.5% teens who smoke or have used tobacco ⁴
- 26.3% teens who use alcohol ⁴
- 12.5% teens who use marijuana ⁴
- 1.1% teens have used methamphetamines ⁴

¹ Centers for Disease Control and Prevention: National Diabetes Surveillance System and Behavioral Risk Factor Surveillance System: Data derived from 2007-2010 surveys. Available online at: <http://www.cdc.gov/BRFSS/>

² WIC Pediatric Nutrition Surveillance Survey: Data derived from 2004-2011 surveys. Available online at: <http://www.azdhs.gov/phs/bnp/nupao/Obesity.htm>

³ Centers for Disease Control and Prevention: National Youth Risk Behavior Surveillance System: Data derived from 2003-2009 surveys. Available online at: <http://www.cdc.gov/healthyyouth/yrbs/data/index.htm>

⁴ Arizona Health Matters: Healthy People 2020 Tracker. Data derived from U.S. Census Bureau, Arizona Department of Health Services and Arizona Youth Survey. Available online at: <http://www.arizonahealthmatters.org/modules.php?op=modload&name=NS-Indicator&file=indicator&iid=7211333>

Future Work

The next CHIP meeting will be held in October 2013, which will serve as an introduction to the CHA/CHIP process and an overview of the Pinal community health status and priorities for the newly elected Board of Supervisors. As we begin to develop a CHIP Work Plan, we intend to have more focused discussions with stakeholders on obesity, diabetes, substance abuse, and work-site wellness initiatives and form task forces around these issues. Future public meetings will be held with the Pinal County Board of Supervisors, Public Health Advisory Board, and a broader coalition of community partners and stakeholders to discuss the final Pinal County CHA/CHIP Report that will be developed as a result of the CHA activities and CHIP meetings.

The final CHA/CHIP Report and resulting CHIP Work Plan will include informative quotes from community meeting participants in addition to identify the following for each health priority:

- Why is the health priority important?
- Who is the target population?
- What are feasible short-term and long-term health priority goals that can be measured? What are the process measures and outcome measures?
- Who are potential partners?
- What/who are the available resources to accomplish the health priority's goal?

The CHIP Work Plan will consider the following objectives:

- ❖ Establish easier access to resources that support healthier lifestyles
- ❖ Engage and coordinate community resources to improve the community's health status
- ❖ Develop a community-wide data collection, analysis, and dissemination system to help track and monitor determinants of health
- ❖ Promote health education and health literacy, especially among populations of need
- ❖ Work together to advocate for policy change to continue to promote healthy communities
- ❖ Align local goals with state and national standards when applicable

Acknowledgements

Pinal County would like to thank Sun Life Family Health Center and Casa Grande Regional Medical Center for the outstanding service that they provide to the residents of Pinal County's communities, as well as sharing their CHA survey and focus group data and hosting the Joint Priority Setting Meeting.