

Goal: Reduce the number of adults who develop chronic diseases and slow the progression of existing chronic diseases

Objective 1: Increase by 20% the number of adults participating in chronic disease prevention and management programs by December 2018.

Strategy 1: Provide education to individuals on identifying and preventing chronic disease.

Activities	Outcome Measure	Time Line	Responsible Team Members	Completed
<p>S1.A Identify existing chronic disease activities and resources. (ie. screenings, programs)</p> <ul style="list-style-type: none"> ➤ Compile list of existing programs. ➤ Compile list of gaps/ needs for programs 	<p>Completed list of existing resources and gaps</p>	<p>March 2014</p>	<p>Lead – BCHD Key Partners – McLaren Bay Region, McLaren Bay Special Care, Heartland, Area Agency on Aging</p>	<p>Completed Partners completed a list of existing programs that address chronic diseases as well as gaps/needs for programs.</p>
<p>S1.B Promote existing programs and services</p> <ul style="list-style-type: none"> ➤ Refer clients/customers to programs that may be of interest or benefit ➤ Post promotional material on webpage and Facebook ➤ Promote programs/services at outreach events 	<p>Promotional Materials available on agency webpages</p> <p>Track number of referrals made and promotional materials distributed</p>	<p>December 2014</p>	<p>Key Partners – McLaren Bay Region, McLaren Bay Special Care, Heartland, Bay County Health Department, Area Agency on Aging</p>	<p>Ongoing The Bay County Health Department promotes programs, services and events on the website, Facebook and by posting/distributing flyers throughout the building.</p> <p>The Human Services Collaborative Council ensures that programs, services, and events are distributed to all human service agencies represented on the council.</p> <p>The Bay County Division on Aging, Department of Human Services and other community organizations promote programs, services and events through the distribution of flyers throughout their organizations.</p> <p>McLaren Bay Region and McLaren Bay Special Care promote community events through social media, webpage, PSA’s and flyer distribution.</p>

<p>S1.C Attend various outreach events providing information on chronic diseases</p>	<p>Number of outreach events attended</p> <p>Number of educational materials distributed</p>	<p>December 2014</p>	<p>Key Partners – McLaren Bay Region, McLaren Bay Special Care, Heartland, Bay County Health Department</p>	<p>Completed</p> <p>McLaren Bay Region & McLaren Bay Special Care attended 50 outreach events reaching at total of 8,664 participants.</p> <p>Bay County Health Department attended 14 community outreach events reaching a total of 2,225 participants in which information on Chronic Diseases was distributed.</p>
<p>S1.D Develop a media campaign/Outreach</p> <p>➤ News Releases, Facebook, PSA's</p>	<p>News Releases created and sent to media outlets</p> <p>Monthly Facebook posts</p>	<p>December 2014</p>	<p>Lead – BCHD</p> <p>Key Partners – McLaren Bay Region, McLaren Bay Special Care, Heartland, Bay County Health Department</p>	<p>Completed</p> <p>McLaren Bay Region distributed news releases and/or PSA's to media outlets and community organizations advertising McLaren Bay Region screenings, events and classes held throughout the year. Advertising was also done through the use of social media.</p>
<p>S1.E Implement chronic disease screenings throughout the year</p>	<p>Number of screenings held</p> <p>Collect aggregate data on participants</p>	<p>December 2014</p>	<p>Lead – McLaren Bay Region</p> <p>Key Partners – McLaren Bay Special Care</p>	<p>Completed</p> <p>15 health screenings were conducted throughout 2014. Screenings consisted of Heart Health and Stroke, Various Cancers, and Peripheral Vascular Disease.</p> <p>A total of 1,153 participants were reached (590 female and 563 male)</p>

Objective 1: Strategy 2

Goal: Reduce the number of adults who develop chronic diseases and slow the progression of existing chronic diseases

Objective 1: Increase by 20% the number of adults participating in chronic disease prevention and management programs by December 2018.

Strategy 2: Provide education to individuals on ways to better manage chronic diseases

Activities	Outcome Measure	Time Line	Responsible Team Members	Completed
<p>S2.A Identify existing chronic disease management programs.</p> <ul style="list-style-type: none"> ➤ Compile list of existing programs. ➤ Compile list of gaps/needs 	<p>Completed list of existing resources and gaps</p>	<p>March 2014</p>	<p>Key Partners – HSCC, McLaren Bay Region, McLaren Bay Special Care, Heartland, Bay County Health Department, Area Agency on Aging</p>	<p>Completed</p> <p>Partners completed a list of existing programs that address chronic diseases as well as gaps/needs for programs.</p>
<p>S2.B Promote existing programs and services</p> <ul style="list-style-type: none"> ➤ Refer clients/customers to programs that may be of interest or benefit ➤ Post promotional material on webpage and Facebook ➤ Promote programs/services at outreach events 	<p>Promotional Materials available on agency webpages</p> <p>Track number of referrals made and promotional materials distributed</p>	<p>December 2014</p>	<p>Key Partners – HSCC, McLaren Bay Region, McLaren Bay Special Care, Heartland, Bay County Health Department, Area Agency on Aging</p>	<p>Ongoing</p> <p>The Bay County Health Department promotes programs, services and events on the website, Facebook and by posting/distributing flyers throughout the building.</p> <p>The Human Services Collaborative Council ensures that programs, services, and events are distributed to all human service agencies represented on the council.</p> <p>The Bay County Division on Aging, Department of Human Services and other community organizations promote programs, services and events through the distribution of flyers throughout their organizations.</p> <p>McLaren Bay Region and McLaren Bay Special Care promote community events through social media, webpage, PSA’s and flyer distribution.</p>

<p>S2.C Attend various outreach events providing information on chronic disease programs</p>	<p>Number of outreach events attended</p> <p>Number of educational materials distributed</p>	<p>December 2014</p>	<p>Key Partners – McLaren Bay Region, McLaren Bay Special Care, Heartland, Bay County Health Department,</p>	<p>Completed</p> <p>McLaren Bay Region & McLaren Bay Special Care attended 50 outreach events reaching at total of 8,664 participants.</p> <p>Bay County Health Department attended 14 community outreach events reaching a total of 2,225 participants in which information on Chronic Diseases was distributed.</p>
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Objective 2: Strategy 1

Goal: Reduce the number of adults who develop chronic diseases and slow the progression of existing chronic diseases

Objective 2: Reduce by 10% the number of surveyed adults who say they are not participating in meaningful physical activity and proper nutrition by 2015.

Strategy 1: Identify, promote and provide low cost physical activity and nutrition programs

Activities	Outcome Measure	Time Line	Responsible Team Members	Completed
<p>S1.A Identify existing activities and resources.</p> <ul style="list-style-type: none"> ➤ Compile list of existing programs. ➤ Compile list of gaps/ needs for programs 	<p>Completed list of existing resources and gaps</p>	<p>March 2014</p>	<p>Lead – BCHD</p> <p>Key Partners – McLaren Bay Region, McLaren Bay Special Care, Heartland, DOA</p>	<p>Completed</p> <p>Partners completed a list of existing programs that address chronic diseases as well as gaps/needs for programs.</p>
<p>S1.B Promote existing programs and services</p> <ul style="list-style-type: none"> ➤ Refer clients/customers to programs that may be of interest or benefit ➤ Post promotional material on webpage and Facebook ➤ Promote programs/services at outreach events 	<p>Promotional Materials available on agency webpages</p> <p>Track number of referrals made and promotional materials distributed</p>	<p>December 2014</p>	<p>Key Partners – McLaren Bay Region, McLaren Bay Special Care, Heartland, DOA, BCHD</p>	<p>Ongoing</p> <p>The Bay County Health Department promotes programs, services and events on the website, Facebook and by posting/distributing flyers throughout the building.</p> <p>The Human Services Collaborative Council ensures that programs, services, and events are distributed to all human service agencies represented on the</p>

				<p>council.</p> <p>The Bay County Division on Aging, Department of Human Services and other community organizations promote programs, services and events through the distribution of flyers throughout their organizations.</p> <p>McLaren Bay Region and McLaren Bay Special Care promote community events through social media, webpage, PSA's and flyer distribution.</p>
<p>S1.C Provide/participate in family/community Events that incorporate interactive learning activities.</p>	<p>Number of outreach events attended</p> <p>Number of educational materials distributed</p>	<p>December 2014</p>	<p>Key Partners – McLaren Bay Region, McLaren Bay Special Care, Heartland, DOA, BCHD</p>	<p>Complete</p> <p>The Bay County Health Department held "Passport to Health" during National Public Health Week. Parents and children were given information on exercise and participated in a game to help children create a healthy meal. The BCHD also participated in the Halloween Health and Safety Fair and the Kids Block Party that promoted physical activity and healthy eating.</p> <p>McLaren Bay Region provided interactive learning opportunities at many of the outreach events they attended.</p> <p>The Division on Aging, in collaboration with the Bay County Community Center, held exercise programs for seniors 60+, with a total of 54 participants. Additionally, 20 participants attended an exercise program held twice a week for a year at the Riverside Senior Center. DOA also held the Senior Olympics which provides seniors the opportunity</p>

				to participate in many events that enable them to be physically active. 270 seniors participated in this event. DOA in collaboration McLaren Bay Region provided 4 osteoporosis exercise and education programs reaching 248 participants.
S1.D Develop a media campaign ➤ News Releases, Facebook, PSA's	News Releases created and sent to media outlets Monthly Facebook posts	December 2014	Lead – BCHD Key Partners – McLaren Bay Region, McLaren Bay Special Care, Heartland, DOA	Completed McLaren Bay Region distributed news releases and/or PSA's to media outlets and community organizations advertising McLaren Bay Region screenings, events and classes held throughout the year. Advertising was also done through the use of social media.
S1.E Cooking demos in conjunction with other community events	Number of cooking demos held Collect aggregate data on participants	December 2014	Lead – Division on Aging Key Partners – McLaren Bay Region, McLaren Bay Special Care, Heartland, DOA	Completed The Division on Aging conducted 3 cooking classes for a total of 75 participants.

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- Objective 1:** Increase by 20% the number of adults participating in chronic disease prevention and management programs by December 2018.
Objective 2: Reduce by 10% the number of surveyed adults who say they are not participating in meaningful physical activity and proper nutrition by 2015.
Strategy 3: Develop additional community-based partnerships.

Activities	Outcome Measure	Time Line	Responsible Team Members	Completed
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<p>S3.A Collaborate with HHSC to communicate need to work together to develop and facilitate needed programs /services ➤ Put Healthy People Healthy Bay on the HSCC meeting Agenda</p>	<p>HPHB representation at HSCC meetings</p>	<p>December 2014</p>	<p>Key Partners – HSCC, Bay County Health Department</p>	<p>Completed Healthy People Health Bay was been put on the agenda and updates are being provided.</p>
<p>S3.B Invite other community organizations to be part of HPHB Refer clients/customers to programs that may be of interest or benefit ➤ Continue to invite organizations to participate in Healthy People Healthy Bay</p>	<p>Increased representation within HPHB coalition</p>	<p>December 2014</p>	<p>Key Partners – HSCC, Bay County Health Department</p>	<p>Ongoing This has been a challenging task. Participation has decreased as the year went on. People are stretched in many different directions and as a result it has been difficult to have regularly scheduled meetings. A survey was sent out to everyone who has participated on a HPHB work group or the leadership team in September. The survey was created to gage participant’s involvement in HPHB and to garner information on how to make the coalition better/more useful to participants. This information will be used in 2015 as we begin the 2015 Community Health Assessment and improvement plan.</p>