

**Community Health Improvement Plan  
Interim Goals and Objectives – 2022/2023**

**Chronic Disease Improvement**

GOAL: Improve health outcomes in Bay County residents through better nutritional strategies and knowledge of chronic disease management

OBJECTIVES:

- Increase the percentage of children and adults who employ nutrition as a part of their lifestyle to prevent or correct risk factors for chronic disease by increasing the consumption of the daily recommended servings of fruits and vegetables.
- Decrease the number of people in Bay County who are diagnosed with chronic diseases

STRATEGIES:

- Increase the opportunities to educate parents and youth on how to incorporate healthy eating into busy schedules.
- Increase the knowledge for parents and youth to meal plan and prepare foods in advances by learning how to prepare quick, easy and healthy meals and snacks.
- Promote and increase access to existing nutrition and food access programs and services to the community.
- Offer chronic disease prevention and self-management programs to the community.
- Promote the use of self-evaluation checks (My Life Check/Teledoc) for risk of cardiovascular disease.
- Participate in national health observances (Great American Smoke Out, Nutrition Month, Breastfeeding month etc.)

**Behavioral Health/Substance Use**

BEHAVIORAL HEALTH GOAL: Increase the number of people who are able to access behavioral health specialists and receive care.

SUBSTANCE USE GOAL: Reduce the rates of substance use to protect the health, safety and quality of life of the community.

OBJECTIVES:

- Increase physician and resident knowledge about mental health/substance abuse screening and how to refer patients to local or telehealth services.
- Improve the coordination among agencies/entities working toward improving the mental and physical health of our community.
- Decrease the number of youth vaping and using marijuana
- Increase the number of persons who are able to obtain substance abuse treatment services

STRATEGIES:

- Provide ACEs training and awareness for on mental health/substance abuse screening in Electronic Medical Record templates
- Prove for more opportunities for interprofessional care, especially the ability to integrate physical and MH/SA services
- Provided education and information for parents on harm reduction and the health effects of substance abuse, especially opioids, marijuana and other substances.

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**Perinatal Health**

GOAL: Improve the number and rate of healthy birth opportunities in Bay County, especially with adequate prenatal care, health live births, reduction in infant and perinatal mortality.

OBJECTIVE:

- Increase the number of parents using safer sleep methods when putting their infants down for a nap or at bedtime.
- Improve the percentage of mothers seeking prenatal and postnatal care

STRATEGY:

- Work with providers and agencies to identify pregnancies no later than the first trimester
- Implement substance abuse treatment and smoking (tobacco) cessation programs for pregnant women.
- Promote maternal health programs and services in the community.
- Improve access to pre and post-natal care for income limited pregnant women.
- Improve coordination among agencies/entities working toward reducing infant
- Mortality amongst vulnerable populations.
- Provide education and messaging to women and men about the importance of prenatal care and safer sleep methods

**Access to Care**

GOAL: Increase access to and utilization of health care services by expanding the number of medical providers in Bay County.

OBJECTIVE:

- Reduce the ratio of Providers to the general population
- Increase the number of providers who accept Medicare and Medicaid
- Increase the proportion of people who have health insurance
- Increase the proportion of people who are accessing preventive medical, dental and mental health care services.

STRATEGY

- Review and apply for federal and state opportunities that can assist in the recruitment and placement of providers in the community
- Promote/Market existing health and wellness programs/screenings
- Improve/continue the coordination of care among health care agencies.
- Provide outreach and education regarding the acquisition and maintenance of health insurance and health care services.