

A Strategic Vision-based Publication of
the Greater Flint Health Coalition

HEALTHY FLINT & GENESEE COUNTY

2020

A community where all residents realize positive health outcomes through the practice of healthy lifestyles, while having access to the best and most cost effective health & medical care.

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LETTER FROM THE CHAIR, GREATER FLINT HEALTH COALITION

Dear Fellow Genesee County Resident:

Flint and Genesee County is rich in history as the birthplace of General Motors and the historic United Auto Workers “Sit Down Strike” of 1936-37. Today, our home has many strengths, including three top quality medical centers, a collection of universities and colleges that educate over 33,000 students per year, a cultural center rich in the arts, and a downtown that is transforming into a modern hub of business and consumer activity. This collection of assets provides the basis from which we can transform our region into one focused on health and wellness for all.



This report, entitled *Healthy Flint & Genesee County 2020*, is meant to describe the health-related priorities of our community as we embark on a shared journey to create a healthy community in the years to come.

Health status is a factor that impacts every aspect of our community. To improve health requires a shared approach and participation by all, not just our health care or medical providers. As we strive to create a healthy community, the participation, support, and resources of government, business, education, labor unions, the faith community, media, philanthropy, and grassroots community groups and nonprofits must work together to develop and implement meaningful solutions that improve health for all residents.

As Chair of the Greater Flint Health Coalition, the leader for collaborative health status and healthcare efforts in Genesee County since 1996, I ask every agency in city and county government, every business or organization, and every faith-based or neighborhood group leader to get involved with the Coalition. This will be a shared journey to develop the policies, practices, programs, and environments needed to create and support good health, and with your input and participation we can achieve real transformation that benefits each and every Flint and Genesee County resident.

I thank you for reading *Healthy Flint & Genesee County 2020* to learn more about our plans for the community and to consider where your involvement will make the biggest difference for you, your family, and your community.

Sincerely,

Deborah Cherry

Chair, Greater Flint Health Coalition

LETTER FROM THE PRESIDENT & CEO, GREATER FLINT HEALTH COALITION

Dear Fellow Genesee County Resident:

The Greater Flint Health Coalition is an organization that was established in the early 1990s to aid the community's diverse populations and leadership in working together, across sectors, to improve the health of Flint and Genesee County residents, while improving access to high quality, cost effective medical care for all. Nationally, the Greater Flint Health Coalition is recognized as a model "collective impact" organization, serving a neutral community role that supports participation from members of the community's public health, healthcare, government, business, education, insurer, labor, and grassroots community sectors to come together to develop effective policies, programs, and solutions to our community's health status and healthcare challenges.



Healthy Flint & Genesee County 2020 seeks to be absolutely clear on two points:

First, health status is determined by multiple factors. To improve health, we must do much more than simply provide high quality healthcare. We must transform our environments – from our cities and towns to each and every neighborhood – into places that promote and support healthy behaviors and the practice of healthy, active lifestyles. While we must ensure every citizen has access to quality medical care when they need it, we must also increase prevention and education efforts for all, while improving social and economic factors that include a top quality education for every child, employment opportunities for every worker, reductions in poverty, and improvements in safety and the physical environment.

Second, no one person, organization, or institution can make this community a healthier place by working alone. Eliminating silos and building bridges to improved collaboration at all levels, across sectors, is our only hope for transforming into a healthy community to live, learn, work, and play.

Healthy Flint & Genesee County 2020 outlines 12 priority areas for improving health in Flint and Genesee County, as established by the Greater Flint Health Coalition's *2020 Strategic Business Plan*. Today, the fact is that a significant portion of Flint and Genesee County residents – adults, children, and the elderly – do not consistently practice positive health behaviors, and are often too sick or die too young. The Coalition wants to change this, and we must do more – now. In these priority areas, we outline the challenge in front of our community, and progressive action steps to create positive change that provides each resident with the support, resources, and environment to practice a healthy lifestyle and live a long, healthy, and happy life.

We hope you will join the Greater Flint Health Coalition in this shared journey.

Sincerely,

Kirk D. Smith

President & CEO, Greater Flint Health Coalition

OVERVIEW – GREATER FLINT HEALTH COALITION

Established in 1996 as Flint and Genesee County's neutral convener for health status improvement and health care based collaborations, the power of partnership lies at the heart of the Greater Flint Health Coalition (GFHC). Today, the GFHC exists as a broad cross-sector collaboration between Flint and Genesee County's leadership in public health, physicians, hospitals, health insurers, safety-net providers, business, education, community-based organizations, government, policymakers, foundations, labor, media, and committed citizens.

With over 15 years as the community's neutral convener and backbone support organization to community, public health, and health care stakeholders, the GFHC's diverse network of collaborators work together to achieve true collective impact to improve the health status of Flint and Genesee County residents by establishing a common health agenda, shared measurement systems, mutually reinforcing health activities, and continuous communication amongst all who are concerned about the well-being of our community and its residents.



Although Flint and Genesee County boasts a dynamic past, a dedicated workforce, and good people, today health problems persist. In 2010, the first-ever nationwide County Health Rankings study ranked Genesee County 78 of 82 ranked Michigan counties in health outcomes (morbidity and mortality), and 81 of 82 counties in overall health factors, which included a Michigan ranking of 82 of 82 in health behaviors such as physical activity, nutrition, and smoking. Many still lack access to quality health care, struggle with unhealthy habits and lifestyles, or are impacted by inequities in the multi-factor social determinants of health. The incidence of preventable chronic illness — obesity, diabetes, hypertension, and heart disease, for example — is unacceptably high. And pronounced racial disparities in our community's health statistics continue to cause concern.

A truly strategic, collaborative approach across sectors will be the only path to health status improvement in our community, and together the GFHC, its member organizations, and a diverse collective of community-based partners has aligned and committed to build the roadmap to address the community's health challenges. With vision, leadership, wisdom, a cooperative spirit, and a firm belief in the future of Flint and Genesee County, the Greater Flint Health Coalition is working to build a better, healthier community.

FRAMEWORK FOR HEALTH IMPROVEMENT

Healthy Flint & Genesee County 2020 is a strategic vision based publication of the Greater Flint Health Coalition, an outcome of the newly adopted Greater Flint Health Coalition *2020 Strategic Business Plan*, which outlines a collective impact roadmap to improve health status in Flint and Genesee County. This report is targeted for the consumption of the general public, and is intended to inform our citizens of the comprehensive health status improvement agenda for the Flint and Genesee County community as agreed to by the Directors of the Greater Flint

Health Coalition. This report details areas of priority and focus in which we can collectively have the most significant impact to improve health and the quality of life, reduce morbidity and mortality, and support the economic and social revitalization of the places in which we live, learn, work, and play. We are hopeful that as you read this report, you will consider ways you can support and participate in these efforts to expand not only our collective impact, but our depth of reach and success.

Our Mission

Improve the health status of our residents. Improve the quality and cost effectiveness of the health care system in our community.

Our Vision

A healthy Flint and Genesee County community practicing healthy lifestyles with access to the best and most cost effective health and medical care.

Our Core Values

Consensus, Collaboration, Fairness, Integrity, Continuous Improvement, Innovation, and Public Participation

Our Strategic Focus Areas

- Health Improvement
- Access & Environment
- Quality & Innovation
- Cost & Resource Planning
- Sector Workforce Development
- Racial Disparities & Health Equity

Priority Areas

Healthy Flint & Genesee County 2020 details key priority areas of action via collaborative efforts that are required to achieve meaningful improvements in our community's individual and collective health and well-being:

1. **Promote Improved Health Behaviors**
2. **Be Tobacco & Smoke Free**
3. **Commit to Fit! to Reduce & Prevent Obesity**
4. **Focus on Our Future: Promote Healthy Children & Adolescents**
5. **Promote Access to High Quality Health Care for All**
6. **Improve Diabetes Support, Identification, & Prevention**
7. **Promote Heart Health**
8. **Create Coordinated Children's Healthcare Access**
9. **Develop a Community System for Advance Care Planning**
10. **Create, Redesign, & Expand Health Promoting Environments**
11. **Develop a Skilled, Diverse Healthcare Workforce**
12. **Collaboratively Monitor Health Data to Measure Our Progress**



In this publication, we detail the rationale behind each priority area's importance to our community, how action in these areas can and will lead to targeted improvements, and how leading indicators will be monitored to measure progress and long-term improvement.

FRAMEWORK FOR HEALTH IMPROVEMENT

C o n t i n u e d

The Factors Affecting Health

Health is a complex issue. There is no single factor that determines whether a person is or is not healthy. Health is a result of our behaviors and personal choices, our individual genetic predisposition to disease, the environment and the community in which we live, the clinical care we receive and have access to, social and economic factors such as (but not limited to) our income, education, and employment level, and the policies and practices of our health care, public health, and prevention systems. These interconnected factors that impact individual and community-wide health outcomes are critical considerations as we develop programs, policies, and practices so that all Flint and Genesee County residents can live long, disease-free, productive lives regardless of race, gender, or socio-economic status.



Partnerships & Collaboration

Given the many health determinants at an individual and community level, the Greater Flint Health Coalition has strategically implemented a *Collective Impact* approach to improve the health status of Flint and Genesee County residents. Partnerships are the key to any collective impact strategy, which requires the commitment of a diverse group of important stakeholders from different community sectors to a common agenda for addressing a challenge – in our case, improving a community's health status. This approach recognizes that no one organization or entity can solve community health challenges by working alone; this is the reason the Greater Flint Health Coalition exists.



Together, since 1996, the Greater Flint Health Coalition has brought together leadership and subject matter experts from all sectors – public health, health care, physicians, business, education, government agencies, elected officials and policymakers, organized labor, health insurers, community-based organizations, nonprofit agencies, media, the faith-based community, and residents. The success of *Healthy Flint & Genesee County 2020* to make our community a healthy place to live, learn, work, and play will depend on these established partnerships, as well as new ones.

To become a partner, contact us at gfhc@flint.org to express your area of interest.

HEALTHY FLINT & GENESEE COUNTY 2020: PRIORITY AREAS

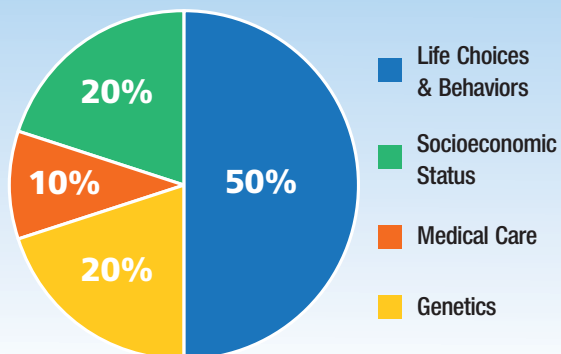
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PROMOTE IMPROVED HEALTH BEHAVIORS

In 2013, Genesee County was ranked 77 of 82 Michigan counties relative to the practice of healthy behaviors. Research shows that individual health behaviors account for approximately 50 percent of an individual's health status.

Health behaviors refer to the choices we as individuals make every day. For example, are we physically active or do we exercise? Do we eat healthy, fresh foods? Do we smoke, use tobacco, or drink alcohol excessively? Do we participate in unsafe sexual practices? Do we drink fresh water at recommended levels? Do we get enough sleep?

FACTORS AFFECTING HEALTH



Extensive research shows us that 1) a large proportion of diseases and disorders are preventable, and 2) modifiable health risk factors are precursors to increased morbidity and mortality rates. Furthermore, many modifiable health risks are associated with increased healthcare costs – even over short periods of time. Rising healthcare costs not only impact individuals, they present a burden for employers and businesses, and can limit economic development opportunities.

For Flint and Genesee County, the potential impact of changing behaviors is huge. The Centers for Disease Control

and Prevention estimates that if tobacco use, poor diet, and physical inactivity were eliminated, 80 percent of heart disease and stroke, 80 percent of Type 2 diabetes, and 40 percent of cancer would be prevented. In addition to these individual impacts of improved health behaviors, employees would be more productive in their jobs, students would learn better in school, and the community would be a more attractive place for new businesses to locate.



A collective approach to promoting improved health behaviors at the individual level, as well as at the community, employer, school, church, and neighborhood levels can result in tremendous positive change for Flint and Genesee County.

GOAL: Decrease the percent of residents who report the practice of a sedentary lifestyle via program development and health behavior improvement education efforts at the community, workplace, and school levels.

PERCENT OF GENESEE COUNTY ADULTS AGE 20 AND OVER REPORTING NO LEISURE TIME PHYSICAL ACTIVITY

PHYSICAL INACTIVITY	2009
Genesee County	30%
State of Michigan	25%
National Benchmark (90th Percentile)	21%

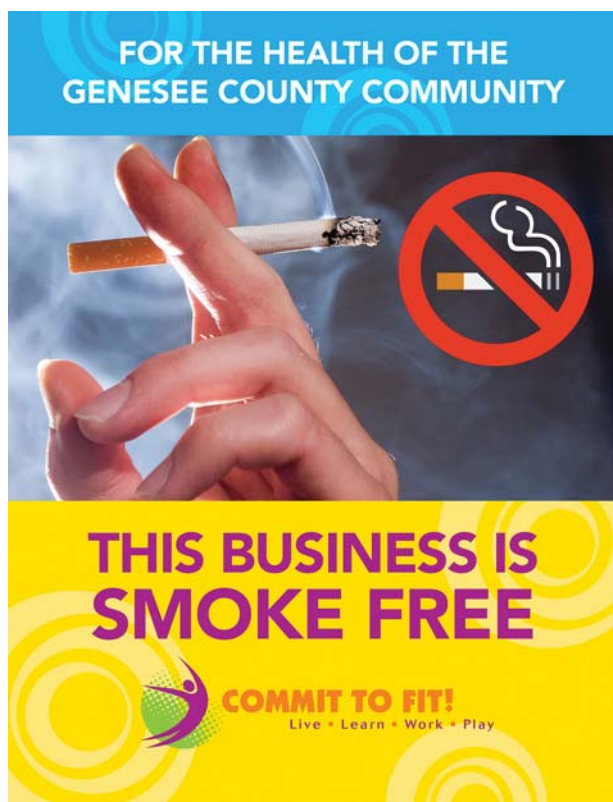
Source: CDC Behavioral Risk Factor Surveillance System & data from the U.S. Census Bureau's Population Estimates Program

HEALTHY FLINT & GENESEE COUNTY 2020: PRIORITY AREAS

2

BE TOBACCO & SMOKE FREE

Smoking remains the leading cause of preventable death and disease in the United States, killing more than 443,000 American men and women each year. Cigarette smoking costs the nation \$96 billion in direct medical costs and \$97 billion



in lost productivity each year. More than 8 million Americans are living with a smoking-related disease, and every day over 1,000 youth under 18 become daily smokers. Not surprisingly, nearly 70 percent of smokers say they want to quit, and half make a serious attempt to quit each year.

In Genesee County, 23 percent of adults smoke, higher than state and national averages despite decades of effort and progress to eliminate this preventable public health problem.

Smoking will lead to heart attack, stroke, cancer, or chronic lung disease. It is associated with preterm births and low birth weight babies. Equally important is the harmful health impacts of secondhand smoke to nonsmokers. Despite efforts to the contrary, no tobacco products are safe to consume – period.

While many businesses and organizations in Flint & Genesee County have gone “smoke free” due to either regulatory requirements or by choice, an expanded community-wide emphasis on efforts to increase smoke-free environments (i.e. campuses, facilities, parks, employers, etc.) through policy change will save lives and improve the quality of life for smokers and nonsmokers alike. Furthermore, by providing support, smoking cessation programs, and resources to those 70 percent of smokers that indicate they want to quit, our community has the potential for improved health outcomes and a reduction of tobacco use among local residents, workers, and youth.

GOAL: Decrease the percent of residents who report they are a current smoker or tobacco user through policy change, the expansion of smoke-free environments, and the use of smoking cessation programs and supportive services.

PERCENT OF GENESEE COUNTY ADULTS THAT REPORT SMOKING MORE THAN 100 CIGARETTES (IN THEIR LIFETIME) AND CURRENTLY SMOKING

SMOKING PREVALENCE	2005-11
Genesee County	23%
State of Michigan	20%
National Benchmark (90th Percentile)	13%

Source: CDC Behavioral Risk Factor Surveillance System

HEALTHY FLINT & GENESEE COUNTY 2020: PRIORITY AREAS

3

COMMIT TO FIT! TO REDUCE & PREVENT OBESITY

While obesity is recognized as a serious public health issue in the United States, the rate in Flint and Genesee County is significantly greater than state and national averages. As of 2011, 71 percent of Genesee County residents are either obese or overweight. Obesity negatively impacts an individual's quality of life and it is linked to a lengthy list of often preventable health conditions, including diabetes, cardiovascular disease, high blood pressure (hypertension), and stroke. To reduce and prevent obesity will require changes in personal health habits, including practicing recommended physical activity levels on a daily basis, and improving nutrition, such as increasing access to and consumption of fresh fruits and vegetables.



Furthermore, from a community and economic perspective, obesity-related health costs totaled \$3.1 billion statewide in 2008, a figure that is expected to increase to \$12.5 billion statewide by 2018. As we attempt to redevelop and diversify our community both socially and economically, the high cost factor created by obesity will prevent the growth and development opportunities in this community unless there is focused intervention by leaders from all sectors.

Offering community members educational opportunities to learn how to practice healthy habits, as well as providing free activities and resources to be safe and active is a major goal of Commit to Fit!, a shared community-wide approach

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and message to bring the community together to improve our individual and collective health behaviors. Commit to Fit! materials (both print and interactive at www.commit2fit.com), resources, and programs are free to all Genesee County residents, businesses, faith-based groups, and schools and are currently being offered by over 300 local partner organizations. In addition to Commit to Fit!, an increased emphasis on redesigning our environments to make it easy for people to make healthier choices where they live, learn, work, and play will enable the healthy lifestyles we all should strive to build, together.

GOAL: Decrease the percent of adults who are obese or overweight through supportive program development and positive changes to the physical environment, as well as healthy food access.

PERCENT OF GENESEE COUNTY ADULTS (18+) WHO ARE OBESE OR OVERWEIGHT [BMI = Body Mass Index]

OBESE OR OVERWEIGHT	2011
Obese % [BMI 30.0 or higher]	36%
Overweight % [BMI 25.0 – 29.9]	35%
Combined Obese & Overweight %	71%

Source: CDC Behavioral Risk Factor Surveillance System & Michigan Behavioral Risk Factor Surveillance System

HEALTHY FLINT & GENESEE COUNTY 2020: PRIORITY AREAS

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FOCUS ON OUR FUTURE: PROMOTE HEALTHY CHILDREN & ADOLESCENTS

A child that is healthy will learn better. In turn, one's education level will affect his or her health and well-being for a lifetime. Evidence has linked parental education with the health of one's child. And, education levels have been observed to positively influence a variety of social and psychological factors, such as one's sense of personal control and social standing, each leading to higher self-reported health status.



Opportunities include physical education, gym class, and recess.

Relative to healthy eating, children that participate in both school lunch and breakfast may consume up to 50 percent of their daily calories at school, making it an ideal place to promote a healthier diet and provide healthy food options.

There are endless opportunities to promote healthy lifestyles and behaviors for our children and adolescents. Local schools and early child care centers each possess a tremendous opportunity to have an impact through the type of food offered to students and the amount of physical activity required as a minimum standard.

Regarding school physical education, due to a combination of funding cuts, an increased focus on core academic subjects, and added pressures of standardized testing, daily physical education is rare in schools. Nationwide, only 4 percent of elementary schools, 8 percent of middle schools, and 2 percent of high schools provide daily physical education for all students. Evidence shows that increasing physical education can improve grades, test scores, and student behavior.

One such initiative that aims to address these areas of opportunity is the *Project Healthy Schools & Commit to Fit! Partnership Program*, launched as a middle-school program designed to reduce childhood obesity and its long-term consequences through education, environmental change, and measurement. The program emphasizes five simple goals: 1) eat more fruits and vegetables; 2) be physically active at least 150 minutes each week; 3) eat less fast and fatty foods; 4) choose better beverages; and 5) spend less mindless time in front of a screen.

GOAL: Improve high school graduation rates for Genesee County children, while emphasizing coordinated improvements to minimum physical education and nutrition requirements at all area schools.



PERCENT OF NINTH GRADE STUDENTS THAT GRADUATE IN FOUR YEARS

HIGH SCHOOL GRADUATION RATE	2009-10
Flint	54.6%
Genesee County	71.0%
State of Michigan	74.6%

Source: State of Michigan Center for Educational Performance and Information

HEALTHY FLINT & GENESEE COUNTY 2020: PRIORITY AREAS

5

PROMOTE ACCESS TO HIGH QUALITY HEALTH CARE FOR ALL

When the Patient Protection and Affordable Care Act was signed into law in March 2010, the nation experienced the most significant government expansion of the U.S. healthcare system since the passage of Medicare and Medicaid in 1965. While the Affordable Care Act will significantly increase the number of Americans living with health insurance coverage, this law will unfortunately not provide insurance coverage to all citizens as is the case in most industrialized nations in the world.

While a lack of health insurance coverage is a significant barrier to accessing needed health care services, uninsured individuals also experience more adverse health outcomes (physically, mentally, and financially) than insured individuals. For example, individuals without insurance are less likely to receive preventive and diagnostic health care services, are more often diagnosed at a later disease stage, and, on average, receive less treatment for their condition than insured individuals. Overall, the Institute of Medicine reports that the nation's uninsured population has a 25 percent higher mortality rate than the insured population.

Aiding the residents of Flint and Genesee County with securing coverage of a basic and essential nature is a critical step to promoting access to high quality health care for all residents. This will require businesses, healthcare providers, insurers, and community organizations to come together to help residents 1) determine what public insurance or coverage programs they are eligible for (including Medicare, Medicaid, MICHild, or Genesee Health Plan), and 2) navigate future health insurance exchange marketplaces as individuals are mandated to purchase insurance coverage.

However, access to high quality health care means more than just having health insurance. Efforts to provide adults and children with a "medical home" can offset many of the issues that result from delaying care when needed that can often



lead to unnecessary hospitalization. Connecting residents to available preventive and behavioral health services can have a significant impact on improving health outcomes. Working together at a policy level to increase the amount of primary care physicians located in Genesee County also is a critical area of emphasis.

GOAL: Increase the percent of residents with healthcare coverage of a basic and essential nature.

PERCENT OF GENESEE COUNTY RESIDENTS UNDER AGE 65 WITHOUT HEALTH INSURANCE

UNINSURED	2010
Genesee County	12%
State of Michigan	14%
National Benchmark (90th Percentile)	11%

Source: U.S. Census Bureau's Small Area Health Insurance Estimates Program

HEALTHY FLINT & GENESEE COUNTY 2020: PRIORITY AREAS

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IMPROVE DIABETES SUPPORT, IDENTIFICATION, & PREVENTION

Between 1980 and 2009, the number of Americans with diabetes has more than tripled. While diabetes is commonly known as one of the leading causes of death and disability, it is *the* leading cause of kidney failure, blindness, and lower-limb amputation, and one of the most common causes of heart disease and stroke. Furthermore, obesity is readily accepted as a precursor to diabetes (80 to 90 percent of diagnosed type II diabetics are also obese).



In Genesee County, the rate of adults with diagnosed diabetes (10.6 percent) is significantly higher than state and national averages. Furthermore, local mortality rates due to diabetes mellitus (35.7 per 100,000 population) exhibit a significant health disparity in mortality rates between white (32.5) and African American (51.4) that must be reduced.

Evidence-based programs at the clinical and community level are key to reversing the growing epidemic of diabetes prevalence. Such efforts have been shown to reduce the severity of medical complications associated with diabetes, as well as prevent or delay diabetes from developing in the first place.

One such strategy to managing diabetes that has shown significant local impact is a growing clinical approach to patient centered diabetes care known as group visits (or “shared medical appointments”). Group visits increase patient access to care, education, and support. With group visits, patients are offered a one-on-one medical evaluation within a group educational session that emphasizes self-management behaviors. Typically a group visit involves 7 to 12 patients with a common diagnosis meeting for a 1 ½ to 2 hour medical appointment with a physician, medical staff, and guest experts. Family members also support patients.

While diabetes group visit use is a local priority, this model can also be used in the treatment of other chronic conditions such as asthma, heart failure, chronic pain, and obesity.

GOAL: Increase supportive programming at the clinical and community level to improve disease management, health outcomes, and quality of life for diabetics.

PERCENT OF GENESEE COUNTY ADULTS WITH DIAGNOSED DIABETES (Age Adjusted Percentage)

DIAGNOSED DIABETES	2009
Genesee County	10.6%
State of Michigan	9.0%
United States	8.3%

Source: CDC Diabetes Public Health Resource

HEALTHY FLINT & GENESEE COUNTY 2020: PRIORITY AREAS

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PROMOTE HEART HEALTH

In Flint and Genesee County, cardiovascular disease is the leading cause of death, as is the case in Michigan and the United States as well. However, Genesee County mortality due to heart disease (240.0 per 100,000 population) is greater than Michigan averages (204.2), with a significant health disparity exhibited between heart disease mortality in whites (231.1) compared to African Americans (270.0).

Cardiovascular disease is often the result of risk factors like high blood pressure, physical inactivity, smoking or tobacco use, being obese or overweight, or an unhealthy diet high in cholesterol. Social and economic factors can also contribute – including stress (possibly due to employment or lack thereof and/or poverty), excessive alcohol use, or living in an environment with excessive rates of violent crime.



Collaborative, clinical and community-based efforts can have an impact on reducing these risk factors that influence heart health. Commit to Fit! is one such effort, promoting “99 Ways to Better Health” as well as the Genesee County Medical Society’s “The 14 Things You Need To Know To Reduce Illness and Death.” The purpose of these activities is to increase levels of physical activity, improve diets, and reduce tobacco use, all of which will promote heart health of residents in the long-term. For more information, visit www.commit2fit.com.

GOAL: Encourage and support the adoption of safe, evidence-based, best practice guidelines for cardiovascular disease treatment and prevention, including community-based efforts targeted at reducing cardiovascular disease risk factors such as smoking, obesity, physical inactivity, and poor diet.



MORTALITY RATE FOR CARDIOVASCULAR DISEASE IN GENESEE COUNTY (Age Adjusted Percentage, rates per 100,000 population)

HEART DISEASE MORTALITY	2010
All Races – Total	240.0
All Races – Male	312.7
All Races – Female	188.7
White – Total	231.1
White – Male	298.1
White – Female	183.2
African American – Total	270.0
African American – Male	384.3
African American – Female	194.4

Source: 2010 Michigan Resident Death File, Division of Vital Records & Health Statistics, Michigan Department of Community Health

HEALTHY FLINT & GENESEE COUNTY 2020: PRIORITY AREAS

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CREATE COORDINATED CHILDREN'S HEALTHCARE ACCESS

In Genesee County, nearly 50 percent of children are insured by Medicaid. Studies have shown that Michigan children with public or no health insurance have poorer health outcomes than privately insured children, including higher hospitalization rates, significantly higher rates of respiratory illnesses, and more visits to the emergency room.



As a part of the Greater Flint Health Coalition's *2020 Strategic Business Plan*, the Genesee County Children's Healthcare Access Program (Genesee CHAP) is envisioned as a new, collaborative, community-based family centered medical home program. It is intended to improve the health of Flint and Genesee County children on Medicaid, while better utilizing and linking existing community resources and decreasing costs.

As Genesee CHAP completes a 2013 planning and design stage, implementation and operation of this transformative model for children's healthcare access and care will begin in subsequent years.

Specifically, Genesee CHAP will work on three levels or strategies: the family level, the healthcare provider level, and the healthcare system level. The family level strategies include parent education, home-based education and case management, care coordination and referrals to existing community resources. Interpretation and same day/next day transportation services also are provided as needed. The provider level strategies include the provision of technical assistance and opportunities to learn about best practices and share information. The system level strategies focus on increasing access to primary care by partnering with Medicaid health plans to enhance Medicaid reimbursement and provide incentives for physicians to increase access by expanding office hours and increasing the overall number of primary care slots available in a community for children on Medicaid.

As this new service is provided to the community in coming years, Genesee CHAP will place special emphasis on well child visits, immunizations, asthma, and obesity for children in Flint and Genesee County.

GOAL: Increase the number of Medicaid eligible children in Flint and Genesee County reporting they have regular access to preventive and clinical care at a primary "medical home."

GENESEE COUNTY CHILDREN INSURED BY MEDICAID

Total Genesee County Children	52,673
Enrolled in Medicaid	
Percent of All Genesee County	48.4%
Children Insured by Medicaid	

Source: State of Michigan Green Book Report on Key Program Statistics, Department of Human Services, 2012

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DEVELOP A COMMUNITY SYSTEM FOR ADVANCE CARE PLANNING

The Patient Self-Determination Act guarantees patients the right to accept or refuse healthcare treatment and to complete advance medical directives.

However, despite patients' rights to determine their future care, research has shown that advance care planning is not commonly or consistently initiated or completed by patients – both when they are healthy or chronically ill.

Studies completed by the Agency for Healthcare Research and Quality (AHRQ) have shown increased satisfaction with healthcare experiences when patients age 65 and older (and their families) discuss advance care planning and directives with their doctor. Patients who talk with their families or physicians about their preferences for end-of-life care:

- Had less fear and anxiety.
- Felt they had more ability to influence and direct their medical care.
- Believed that their physicians had a better understanding of their wishes.
- Indicated a greater understanding and comfort level than they had before.

With an aging population in Flint and Genesee County (34.9 percent of residents are 50 or older as of 2011, compared to just 29 percent in 2005), advance care planning presents an opportunity to give patients not only a better healthcare experience, but better care outcomes.

Advance Care Planning is a process by which individuals create a plan (also known as an advance directive) outlining their choices for future medical care for a possible or probable health event. Advance directives include the designation of a healthcare agent or proxy and specific instructions geared toward the person's stage of health.



The Advance Care Planning process ensures the person creating the plan: 1) understands their health choices or options available to them relative to possible future medical situations; 2) has time to reflect

on their own personal goals, values and beliefs; and 3) is able to discuss their choices and plans with those who might have to carry them out, such as one's spouse, family, or other loved ones.

Beginning in 2013, Greater Flint Health Coalition partners – including Genesys Health System, Hurley Medical Center, McLaren Flint, HealthPlus of Michigan, Blue Cross Blue Shield of Michigan, the United Auto Workers (UAW), Genesee County Medical Society and a number of other community stakeholders will develop a community-wide system and training process for Advance Care Planning.

GOAL: Increase the number of Flint & Genesee County residents with documented advance care directives completed and available in their patient medical record.



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CREATE, REDESIGN, & EXPAND HEALTH PROMOTING ENVIRONMENTS

Our health is largely influenced by the choices we make for ourselves and our families. But the conditions in the community where we live, learn, work, and play also have an important role in our ability to make healthy choices. Research shows that communities with smoke-free air laws, access to healthy foods, quality affordable housing, good schools, and safe places to be active are healthier than those without such resources. In fact, the economic, social and physical environments that surround us can have a much greater impact on our health than how often we go to the doctor's office.

WHERE WE LIVE AND WHERE WE PLAY

Environmental and policy strategies promoting physical activity and improved nutrition are important to consider because they provide a benefit to all people exposed to an environment and reinforce positive and healthy behaviors. If we can successfully address issues of safety, public transit, and blight in ways that create safe, comfortable places to live and play then our



residents will be provided with more opportunities to make healthy choices about their physical activity and their diets. Current evidence notes that urban design and land use policies can be effective in increasing levels of physical activity and improving health, and collaborative efforts to promote these types of policies will have long-term impacts. Efforts like the City of Flint Master Plan, Flint Police Department community safety initiatives, the provision of free Commit to Fit! health and fitness classes, and ongoing policy and advocacy work are a step in the right direction.

WHERE WE LEARN

Children, adolescents, and young adult students spend significant time in school and college environments. By ensuring these environments promote and provide opportunities for physical activity and availability of healthy foods, our children and students are more likely to make healthy choices, both now and into the future, as healthy children often become healthy adults. Project Healthy Schools and Commit to Fit! are two efforts (of many) working with local schools and colleges to address environmental changes critical to promote good health behaviors in Flint and Genesee County.

WHERE WE WORK

Businesses are uniquely positioned to improve the health of employees. It is well-documented that workplace wellness programs provide significant benefits to employees while also reducing medical costs. Effective workplace interventions include various components such as health risk assessments, health education programs, nutrition and smoking cessation classes, financial incentives or discounts for employees, and campaigns or competitions to increase fitness activities and healthy lifestyles. Commit to Fit! works with local employers to provide free resources and opportunities that help workplaces promote health and wellness.

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DEVELOP A SKILLED, DIVERSE HEALTHCARE WORKFORCE

Having a job is important to your health. Unemployed people tend to experience worse health status and higher mortality rates than people who are employed. Furthermore, unemployment has been linked to an increase in poor health behaviors, including those related to diet, exercise frequency, and consumption of alcohol and tobacco. In addition, because employer-sponsored health insurance is the most common source of coverage in the U.S., unemployment is also a factor that can limit a person's access to health care services of a basic and essential nature.



The healthcare industry is growing in Flint and Genesee County. A once strong manufacturing region, today health care and social services are the county's top employment sectors. Locally, direct and indirect jobs within the healthcare industry have increased 36 percent since 2004. This is also the case in Michigan as a whole. As the state's largest private sector employers, Michigan's hospitals, physician offices, nursing homes and other health care-related companies employ 555,400 workers, a 1.6 percent increase from 2009, according to the Michigan Health & Hospital Association.

Developing a skilled healthcare workforce is not only important to ensure we provide Flint and Genesee County residents with access to high quality, cost effective healthcare, it's one of many factors that affect health we are focused on improving at the Greater Flint Health Coalition. Since 2002, the GFHC has operated the Flint Healthcare Employment Opportunities (FHEO) Program. The FHEO Program is a healthcare sector workforce development program available to all residents of Genesee County with special emphasis on individuals who live within the Renewal Community of the City of Flint. The FHEO Program's partner organizations – including the major hospitals and healthcare employers as well as the county's colleges and training institutions – work together to assist residents with training and education for future healthcare careers, a shared success by helping participants find sustainable careers while helping meet the needs of local healthcare employers.

The FHEO Program supports training for a number of high demand, high growth healthcare careers. To date, over 600 community residents have completed the FHEO Program, providing each the skills to succeed in a sustainable career path, while also improving their health. For more information, visit www.gfhc.org/fheo.



HEALTHY FLINT & GENESEE COUNTY 2020: PRIORITY AREAS

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COLLABORATIVELY MONITOR HEALTH DATA TO MEASURE OUR PROGRESS

The Greater Flint Health Coalition's emphasis on a *collective impact* approach to improving the health of Flint and Genesee County recognizes that no one organization or entity can solve community health challenges by working alone. With collaborative relationships that have existed across community sectors for nearly 20 years, as well as new partnerships forming regularly, the commitment to collaborate in this community is strong. To move partnerships to action, a community must also work together to identify needs, resources, strengths, and weaknesses.



outcomes, healthcare access and utilization, quality of care, and social, economic, environmental, and population-based indicators.

The GFHC's Community Data Scorecard is an available dashboard of public and private data designed to measure the ongoing changes and impacts of the many factors that affect health, so in response community partners can identify and develop programs, policies, and practices to improve the health status of the residents of Flint and Genesee County. Today, this scorecard includes over 300 metrics, trended annually, to allow for collective planning, action, and evaluation that results in *collective impact*.

Data is important. It can serve to identify areas of need, new opportunities to improve public health & healthcare service, or the different factors that affect health. It can serve to outline the potential impacts of new or proposed community or health policy. It can evaluate whether programmatic or policy efforts are having an impact to improve health outcomes or the conditions a community requires to provide residents with an opportunity to practice healthy lifestyles.

For over 10 years, the Greater Flint Health Coalition has convened a diverse group of community partners to collect, organize, analyze, and trend data related to community and public health



GENESEE COUNTY - HEALTH STATISTICS IN BRIEF

Monitoring the health of Flint and Genesee County residents is critical to determining the initiatives and interventions necessary to improve the health of the community as well as to evaluate current programs. Below is a brief snapshot of the current health of the community related to Health Outcomes, Health Behaviors, Clinical Care, Social & Economic Factors, and the Physical Environment. This baseline data snapshot is provided courtesy of the *County Health Rankings*. Statistics include measures for Genesee County, the State of Michigan, and a National Benchmark as well as Genesee County's State Rank throughout the various health measures (note that this "State Rank" is out of a total of 82 Michigan Counties that provided data).

FOCUS AREA	MEASURE	GENESEE COUNTY	MICHIGAN	NATIONAL BENCHMARK	SOURCE
HEALTH OUTCOMES (STATE RANK OF 80)					
Mortality (State Rank: 79)	Premature death (years of potential life lost before age 75 per 100,000 population)	9,009	7,254	N/A	National Center for Health Statistics
Morbidity (State Rank: 81)	Poor or fair health (percent of adults reporting fair or poor health)	18%	14%	10%	Behavioral Risk Factor Surveillance System
	Poor physical health days (average number in past 30 days)	4.2	3.5	2.6	Behavioral Risk Factor Surveillance System
	Poor mental health days (average number in past 30 days)	4.1	3.7	2.3	Behavioral Risk Factor Surveillance System
	Low birthweight (percent of live births with weight < 2500 grams)	10.20%	8.40%	6.00%	National Center for Health Statistics
HEALTH BEHAVIORS (STATE RANK OF 77)					
Tobacco Use (State Rank: 60)	Adult smoking (percent of adults that smoke)	23%	20%	13%	Behavioral Risk Factor Surveillance System
Diet and Exercise (State Rank: 78)	Adult obesity (percent of adults that report a BMI ≥ 30)	36%	32%	25%	National Center for Chronic Disease Prevention and Health Promotion, Division of Diabetes Translation
	Physical inactivity (percent of adults that report no leisure time physical activity)	30%	25%	21%	National Center for Chronic Disease Prevention and Health Promotion, Division of Diabetes Translation
Alcohol Use (State Rank: 20)	Excessive drinking (percent of adults who report heavy or binge drinking)	16%	19%	7%	Behavioral Risk Factor Surveillance System
	Motor vehicle crash deaths (per 100,000 population)	13	11	10	National Center for Health Statistics
Sexual Activity (State Rank: 78)	Sexually transmitted infections (chlamydia rate per 100,000 population)	666	500	92	National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention
	Teen birth rate (per 1,000 females ages 15-19)	46	32	21	National Center for Health Statistics
	HIV prevalence rate (per 100,000 residents)	136	164	N/A	National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention
CLINICAL CARE (STATE RANK OF 18)					
Access to Care (State Rank: 10)	Uninsured (percent of population < age 65 without health insurance)	12%	14%	11%	Small Area Health Insurance Estimates
	Ratio of population to primary care physicians	1,093:1	1,271:1	1,067:1	HRSA Area Resource File
	Ratio of population to dentists	1,759:1	1,626:1	1,516:1	HRSA Area Resource File
	Uninsured Adults (percent of adult population)	16%	18%	N/A	Small Area Health Insurance Estimates
	Could not see doctor due to cost	14%	13%	N/A	Behavioral Risk Factor Surveillance System
Quality of Care (State Rank: 43)	Preventable hospital stays (rate per 1,000 Medicare enrollees)	65	70	47	Dartmouth Atlas of Health Care
	Diabetic screening (percent of diabetics that receive HbA1c screening)	86%	86%	90%	Dartmouth Atlas of Health Care
	Mammography screening (percent of females that receive screening)	70%	67%	73%	Dartmouth Atlas of Health Care

GENESEE COUNTY - HEALTH STATISTICS IN BRIEF

(Continued)

FOCUS AREA	MEASURE	GENESEE COUNTY	MICHIGAN	NATIONAL BENCHMARK	SOURCE
HEALTH OUTCOMES (STATE RANK OF 80)					
Education (State Rank: 56)	High school graduation (percent of ninth grade cohort that graduates in 4 years)	72%	74%	N/A	State sources and the National Center for Education Statistics
	Some college (Percent of adults aged 25-44 years with some post-secondary education)	62%	64%	70%	American Community Survey, 5-year estimates
Employment (State Rank: 40)	Unemployment rate (percent of population age 16+ unemployed)	10.90%	10.30%	5.00%	Bureau of Labor Statistics
Income (State Rank: 66)	Median household income	\$40,854	\$45,931	N/A	Small Area Income and Poverty Estimates
	Children in poverty (percent of children under age 18 in poverty)	31%	25%	14%	Small Area Income and Poverty Estimates
	Children eligible for free lunch	48%	41%	N/A	National Center for Education Statistics
Family and Social Support (State Rank: 80)	Inadequate social support (percent of adults without social/emotional support)	24%	20%	14%	Behavioral Risk Factor Surveillance System
	Percent of children that live in single-parent household	41%	33 %	20%	American Community Survey, 5-year estimates
Community Safety (State Rank: 80)	Violent crime rate (per 100,000 population)	783	497	66	Uniform Crime Reporting, Federal Bureau of Investigation
	Homicide Rate (per 100,000 population)	12	7	N/A	National Center for Health Statistics
PHYSICAL ENVIRONMENT (STATE RANK OF 76)					
Environmental Quality (State Rank: 54)	Daily fine particulate matter (average daily measure in micrograms per cubic meter)	10.8	9.9	8.8	CDC WONDER Environmental data
	Drinking water safety (percent of population exposed to water exceeding a violation limit in the past year)	0%	1%	0%	Safe Drinking Water Information System
Built Environment (State Rank: 80)	Access to recreational facilities (rate per 100,000 population)	7	9	16	County Business Patterns
	Limited access to health foods (percent of population who lives in poverty and more than 1 or 10 miles from a grocery store)	9%	6%	1%	USDA Food Environment Atlas
	Fast food restaurants (percent of all restaurants that are fast food)	56%	49%	27%	County Business Patterns
	Access to Parks	30%	37%	N/A	Environmental Public Health Tracking Network

NOTE: "N/A" references data that is either Not Applicable or Not Available.

For additional information, detail, or explanation regarding these health statistics, please contact the Greater Flint Health Coalition at gfhc@flint.org.

HEALTHY FLINT & GENESEE COUNTY 2020: SOURCES

This report includes data and research findings from a number of sources we would like to acknowledge:

- Agency for Healthcare Research and Quality
- American Community Survey
- America's Health Rankings
- Centers for Disease Control and Prevention (CDC)
 - Behavioral Risk Factor Surveillance System
 - Diabetes Public Health Resource
- County Health Rankings
- Dartmouth Atlas of Health Care
- Greater Flint Health Coalition: County Health Rankings Action Plan
- Greater Flint Health Coalition: 2012 Community Data Scorecard
- Health Resources & Services Administration (HRSA) Area Resource File
- Institute of Medicine
- Michigan Department of Community Health
 - Division of Vital Records & Health Statistics
 - Michigan Behavioral Risk Factor Surveillance System
 - Michigan Resident Death File
- Michigan Department of Technology, Management, & Budget's Bureau of Labor Market Information & Strategic Initiatives
- Michigan Health & Hospital Association
- National Center for Chronic Disease Prevention and Health Promotion, Division of Diabetes Translation
- Robert Wood Johnson Foundation
- State of Michigan Center for Educational Performance and Information
- State of Michigan Green Book Report on Key Program Statistics, Department of Human Services
- U.S. Census Bureau
 - Population Estimates Program
 - Small Area Health Insurance Estimates Program
- University of Wisconsin Population Health Institute
- The Weight of the Nation, a presentation of HBO and the Institute of Medicine
- "Collective Impact" by John Kania & Mark Kramer (as published in the Stanford Social Innovation Review)
- Cover photo courtesy of Flint & Genesee Chamber of Commerce

For additional information, please contact the Greater Flint Health Coalition via email at gfhc@flint.org.

HEALTHY FLINT & GENESEE COUNTY 2020: CONTACT INFORMATION & HOW TO BECOME A PARTNER

Contact & Partnership Information:

For more information on the priority areas of this report or to get involved as a new partner, please contact Greater Flint Health Coalition.

The complete Greater Flint Health Coalition 2020 Strategic Business Plan is available online at www.gfhc.org/2020

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Acknowledgements:

Thank you to the over 500 community members and institutional partners that are actively engaged in more than 20 coalitions convened within the neutral structure of the Greater Flint Health Coalition. In addition, thank you to the more than 300 community organizations that are actively engaging Flint and Genesee County residents and workers in our shared community-wide campaign to improve health behaviors and health status – Commit to Fit!



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To Be Named

General Motors Corporation

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