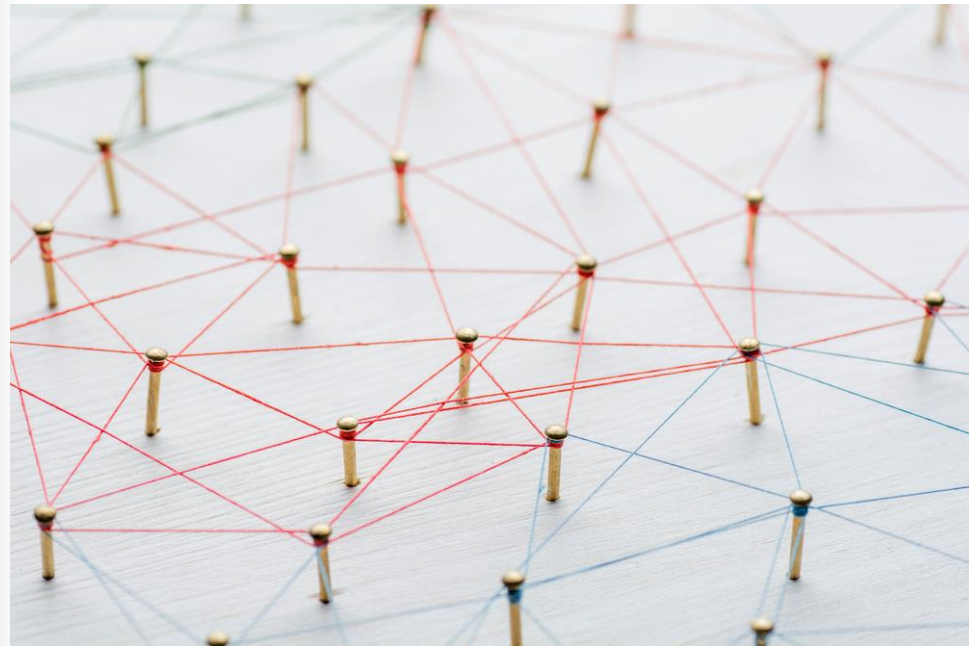


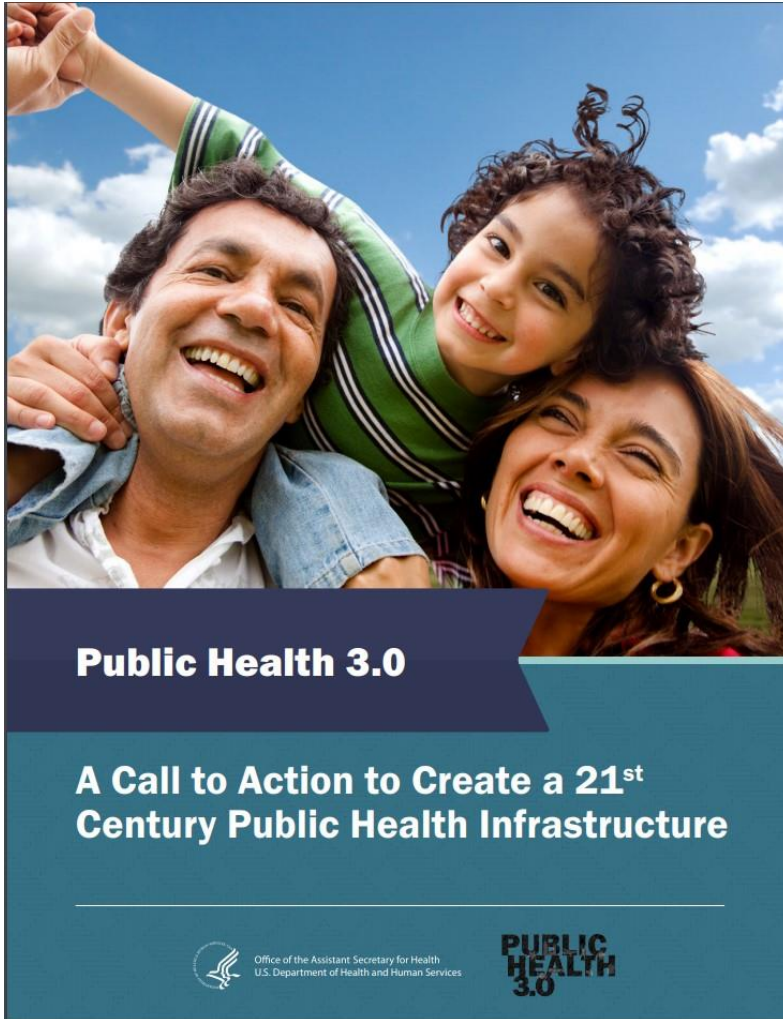
Harnessing Data and Collaboration to Implement Public Health 3.0 in Oakland County



Presentation Objectives

1. Enhance understanding of Public Health 3.0
2. Describe ways OCHD has institutionalized Public Health 3.0
3. Provide recommendations on how to be a Chief Health Strategist in your community
4. Provide recommendations and resources to enhance collaboration and partner engagement

Public Health 3.0



- Model for building healthier communities
- Call to Action released by Health and Human Services in 2016

Public Health 3.0

- New era of enhanced and broadened public health practice that goes beyond traditional public department services
- Cross sector collaboration is an integral component
- 5 recommendations to help achieve Public Health 3.0

Chief Health Strategist

Drives local public health transformation and brings together community members and partner organizations for collective impact on social determinants of health.

Structured Cross-Sector Partnerships

Public health departments should engage with community stakeholders—from both the public and private sectors—to form vibrant, structured, cross-sector partnerships that foster shared funding, services, governance, and collective action.

Health Department Accreditation

Public Health Accreditation Board (PHAB)
Accreditation for public health departments
should be strengthened to ensure that every
person in the United States is served by
nationally accredited health departments.

Actionable Data

- Timely, reliable, detailed ,and actionable data should be made accessible to communities throughout the country
- Clear metrics to document success in public health practice developed

Enhanced Funding Sources

- Funding for public health should be enhanced and modified
- Innovative funding models should be explored to expand financial support for Public Health 3.0–style initiatives.

OCHD Strategic Plan



OCHD Strategic Plan Practical Vision

By 2020, OCHD will be a dynamic, evolving public health leader that is data-informed, connected, and engaged in innovative practices and solutions to create an equitable, healthy community.

OCHD Strategic Priorities

- Strengthening Organizational Excellence
- Achieving an Equitable, Healthy Community
- Transforming Public Health

Transform Public Health

Goals

- Adapt Public Health infrastructure to anticipate and meet changing community needs
- Enhance capacity to assess and monitor community health status through increased data collection, analysis, and reporting
- Develop and leverage partnerships and resources to implement a Public Health 3.0 model at OCHD

Transform Public Health

- GOAL: Adapt Public Health Infrastructure to Anticipate and Meet Changing Community Needs
 - Develop agency business plan
 - Review and analyze agency organizational structure
 - Develop agency IT plan
 - Train agency staff on Health in All Policies

Transform Public Health

- GOAL: Enhance Capacity to Assess and Monitor Community Health Status through Increased Data Collection, Analysis, and Reporting
 - Complete agency data inventory
 - Develop OCHD data team
 - Create OCHD data plan

Transform Public Health

- GOAL: Develop and Leverage Partnerships and Resources to Implement a Public Health 3.0 Model at OCHD
 - Strengthen relationships with non-traditional partners and community stakeholders
 - Collaborate with partners and community stakeholders to increase knowledge and support of Health in All Policies
 - Provide trainings and resources to OCHD staff on community engagement, capacity, and coalition building

Strengthening Organizational Excellence

GOAL: Achieve National Accreditation as a Demonstration of and Commitment to Organizational Excellence



*Advancing
public health
performance*

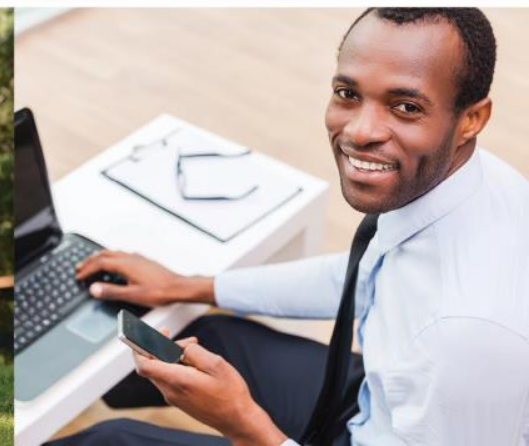
OCHD Examples of Public Health 3.0





ECHO

Energizing Connections for Healthier Oakland



ECHO Vision



**“HEALTHY PEOPLE
CONNECTED TO A THRIVING COMMUNITY”**

ENERGIZING CONNECTIONS
FOR HEALTHIER OAKLAND



Strategic Issues



Healthy Eating



Active Living



Built Environment



Access To Care



Data & Informatics

ECHO Action Teams



FOOD POLICY COUNCIL 

 **ACTIVE LIVING NETWORK**

**ACCESS
TO CARE** 
WORKGROUP

HEALTH INFORMATICS WORKGROUP 

ENERGIZING CONNECTIONS
FOR HEALTHIER OAKLAND

ECHO Outcomes



Food System Assessment Survey February-April 2018

2,430 Responses (May 1st)

Addresses:

Food Access
Food Security
Healthy Eating



1. What is the zip code (five-digit) where you live? _____

2. Indicate the number of people in your household in each age group that you purchase food for regularly.
____ 0 - 5 years ____ 6 - 17 years ____ 18 - 25 years ____ 26 - 64 years ____ 65 and older

3. On a weekly basis, where do you get most of the food prepared at home? (Check all that apply)
☐ Church, charity, food pantry ☐ Gas station, convenience store, or dollar store
☐ Community garden ☐ Grocery store, super center, warehouse club
☐ Home delivery (Schwan's, Amazon, etc.) ☐ Farmers' market, farm stand, or Community Supported Agriculture program (CSA)
☐ Other _____

4. What are the main reasons for getting food from these sources? (Check up to 3)
☐ Easy/Habit ☐ Healthy food ☐ Location ☐ Price ☐ Quality
☐ Other (please specify) _____

5. Where do you eat away from home? (Check all that apply)
☐ Cafeteria (including school, workplace, or hospital cafeterias) ☐ Fast food restaurant ☐ Family or friends ☐ Restaurant or diner
☐ Church or faith organizations ☐ Community centers or organizations (including senior congregational meals)
☐ Other _____ ☐ N/A

6. How satisfied are you with healthy food that is currently available in your community?

	Extremely satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Extremely dissatisfied
Access (it is easy to get healthy food)					
Price (amount I pay for healthy food)					
Quality (healthy food at the store looks & tastes good)					
Variety (many choices of healthy food)					

7. How do you usually get to the store to buy or receive food?
☐ Drive own car ☐ Home delivery ☐ Public transportation ☐ Ride with someone else
☐ Taxi, Uber, other paid service ☐ Walk or bike ☐ Other (please specify) _____

8. How far do you usually travel to buy food?
☐ Less than 1 mile ☐ 1 - 5 miles ☐ 6 - 10 miles ☐ More than 10 miles

9. On most days how many servings of:

	0	1	2	3	4	5 or more	N/A
Fruits do you eat? (One medium apple, orange, or banana; half cup chopped fruit, or about the size of a small fist)							
Veggies do you eat? (One cup leafy veggies, half cup raw/cooked veggies, or about the size of a small fist)							
Whole grains do you eat? (One cup of ready-to-eat cereal; half cup of cooked cereal; pasta or rice; a slice of bread)							

10. What makes it difficult for you to eat fruits and veggies each day? (Check all that apply)
☐ Don't have utensils or cooking equipment to prepare ☐ Don't know how to prepare fruits and vegetables ☐ They're too expensive
☐ Don't like fruits or vegetables ☐ Lack of time to prepare meals at home ☐ Store doesn't have them
☐ Lack transportation to buy affordable produce ☐ Poor-quality fresh fruits and veggies where I shop ☐ Nothing
☐ Other _____

ECHO Outcomes



FREE & LOW COST MEDICAL SERVICES



DISCLAIMER - Call first for income requirements and availability

LOW COST HEALTH CENTERS

Provider Name	Address	City	Phone
WP - KEYS Grace Academy ■	27321 Hampden St, Room 202	Madison Heights	(248) 965-9900
WP - Northwest Health Center ■	21040 Greenfield Rd	Oak Park	(248) 967-6500
OIH-N - Family Medicine Center ■	461 W Huron St, Ste 107	Pontiac	(248) 857-7432
OIH-N - Jump Start Center ■	196 Cesar E Chavez Ave	Pontiac	(248) 462-7100
OIH-N - Baldwin Center ■	1701 Baldwin Ave	Pontiac	(248) 724-7600
OIH-N - Orchard Lake Center ■ *	114 Orchard Lake Rd	Pontiac	(248) 724-7600
WP - Henderson Clinic ■	44405 Woodward Ave, Ste H-13	Pontiac	(248) 858-3126
WP - Pontiac Medical Center ■ *	46156 Woodward Ave, Ste A	Pontiac	(248) 897-0900
Covenant Community Care ■ *	27776 Woodward Ave	Royal Oak	(248) 556-4900
OIH-N - Plum Hollow Center ■ *	22200 W 9 Mile Rd	Southfield	(248) 724-7600
Greenfield Health Center	23077 Greenfield Rd Ste 400	Southfield	(313) 822-9801
OIH-N - Summit Center ■	279 Summit Dr	Waterford	(248) 724-7600

FREE CLINICS

Provider Name	Address	City	Phone
Fern Care Free Clinic, Inc. ■	459 E. 9 Mile Rd	Ferndale	(248) 677-2273
MAPI Clinic *	28235 Southfield	Lathrup Village	(248) 333-0840
Gary Burnstein Community Health Clinic *	45580 Woodward Ave	Pontiac	(248) 309-3752
Mercy Place Clinic ■	55 Clinton St	Pontiac	(248) 333-0840
McLaren Oakland Children's Clinic *	673 Martin Luther King Blvd	Pontiac	(248) 334-0024
Dermhouse (Dermatology)	29425 Northwestern Hwy, Ste 202	Southfield	(248) 219-7007

Legend

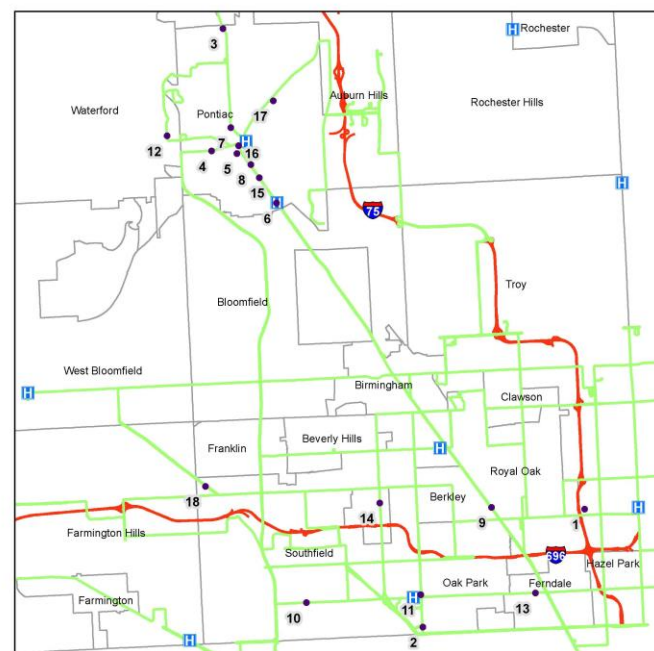
Language Services ■
Weekend/Night Hours *
WP = The Wellness Plan
OIH-N = Oakland Integrated Health Network

◀ MAP ON BACK ▶

For more information, visit www.oakgov.com/ECHO

Source: HRSA Updated: July 2018

Free or Low Cost Medical Services Oakland County, Michigan



Legend

- Free or Low Cost Medical Services
 - Hospitals
 - SMART Bus Route (866) 962-3615
 - Highway
 - Municipal District Boundary
- 1 KEYS Grace Academy
 - 2 Northwest Health Center
 - 3 Baldwin Center
 - 4 OIH-N
 - 5 Orchard Lake Center
 - 6 Henderson Clinic
 - 7 Jump Start Center
 - 8 Pontiac Medical Center
 - 9 Covenant Community Care
 - 10 Plum Hollow Center
 - 11 Greenfield Health Center
 - 12 Summit Center
 - 13 Fern Care Free Clinic
 - 14 MAPI Clinic
 - 15 Burnstein Clinic
 - 16 Mercy Place Clinic
 - 17 McLaren Children's Clinic
 - 18 Dermhouse (Dermatology)



Map Author: Dan Muncy
Oakland County Health Division
1200 N. Telegraph Road, Bldg 34E
Pontiac, MI 48341
<http://www.oakgov.com/health>

ENERGIZING CONNECTIONS FOR HEALTHIER OAKLAND

Focusing on Social Determinants of Health



Healthy Pontiac, We Can!



36% OF COMMUTERS
WALK TO WORK
LEAVING THE CAR-DEPENDENT CITY
WITH A WALKING SCORE OF



UP TO **30%** OF
COMMUTERS TAKE
PUBLIC TRANSIT
TO WORK



18.1% OF PONTIAC
HOUSEHOLDS
ARE WITHOUT VEHICLES



MANY LOW INCOME HOUSEHOLDS
LIVE MORE THAN A
 $\frac{1}{2}$ MILE FROM A SUPERMARKET



UP TO **8%**
OF
COMMUTERS
BIKE TO WORK



31.1% OF TRAFFIC FATALITIES
INVOLVE PEDESTRIANS, &
4.9% INVOLVE CYCLISTS
(EACH ARE TWICE MICHIGAN'S AVERAGE)



Where we started • Where we are now

June 2016: A broad vision to increase access to essential community supports and revitalize transit spaces.

December: 2017 A portfolio of investable transportation related projects and future pipeline projects engaged.

Invest Health has been instrumental in moving forward initiatives that improve transportation for better health



Bus Stop

Improving Transit Stops

Bus stop improvements at key locations showcase new design standards improving ADA accessibility, image and safety.

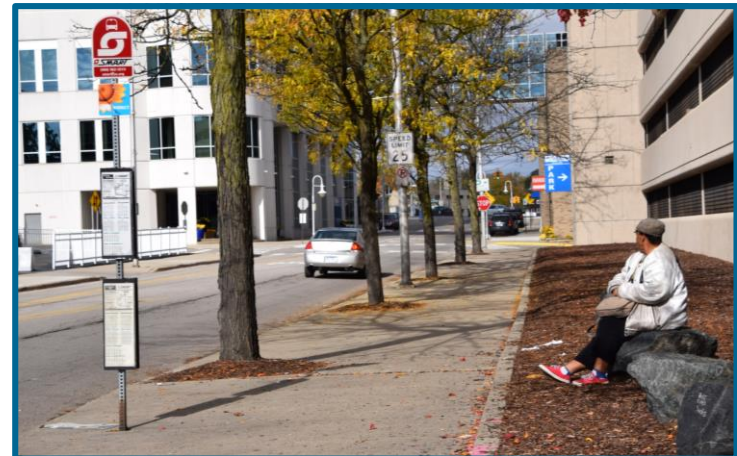
Amenities installed include:

- Concrete boarding pads
- Shelter with solar lighting
- Benches
- Trash cans
- Wayfinding signage

Investment can create additional enhancements



Upgrades at 3 of 5 improved bus stops began Nov. 2017. Project completion early Dec. 2017





Pick Up Pontiac

Maintaining Transit Stops

A new marketing campaign encourages residents and visitors to reduce litter at bus transit stops, downtown and community locations such as city parks.



Pick Up Pontiac artful trash can covers beautify transit stops/public spaces and keep areas litter free





Complete streets

Transforming Streets/Sidewalks

The newly adopted Complete Streets Pontiac Plan creates safer walking and biking corridors that aim to:

- Reduce traffic fatalities involving pedestrians/cyclists
- Encourage active transportation
- Lessen chronic disease risk factors

www.walkbike.info/pontiac

Leveraged funding pipelines will continue implementation of Complete Street strategies



Newly installed bike lanes-October 2017

What We Heard



The people of Pontiac are tired of their town being a drive through city!



It's too hard to walk/bike in the winter because no one clears the snow!

Mobility

- Sidewalk gaps along major streets
- Poor sidewalk and street pavement condition
- Snow and ice on sidewalks
- Clinton River Trail surface in poor condition

Personal Safety

- Stray dogs, overgrown vegetation, street lights

Traffic Safety

- Unsafe road crossings, faded pavement markings, signal timings
- No bike facilities on busy roads
- Motorists blocking crosswalks, speeding, not yielding to pedestrians
- People walking in the road

Sidewalk Cleanup

14 Volunteers from
Healthy Pontiac, We Can!
cleared 0.25 miles of sidewalk
around Micah 6 Community



Before

After



Bike Rack Installation



**38 Bike Racks
25 Locations
Pontiac, MI**



**Special Thanks
for
bike rack
installation:
General Motors
Powertrain World
Headquarters
&
Team #GMCares**



Healthy Pontiac, We Can!

made possible by funding from the Centers for Disease Control and Prevention

Homeless Healthcare Collaboration

Vision: To improve the health and well-being of persons experiencing homelessness in Oakland County.

Mission: Connecting community and health care organizations to coordinate resources for persons experiencing homelessness.

Homeless Healthcare Collaboration

- ID Task Force – Homeless verification letter for Secretary of State pilot
- Hospital Discharge Task Force – Assisted with creating the Hope Recuperative Care Center
- Hospital Transition Workgroup – Educates ED doctors about services and resources for homeless clients

Lessons Learned – Chief Health Strategist

- Develop common messages and marketing materials
- Find ways to empower partners to take ownership
- Focus on your sphere of influence
 - Educate about health impacts and advocate for policy or systems change
 - Provide expertise, data, and evidence-based solutions
- Frustrating – a lot of momentum relies on partners
- Celebrate small wins
- Coalitions/collaborations go through cycles – use tools and evaluation to refocus energy

Collaboration Resources and Tools



Community Coalition Assessment Tool (CCAT)

- Coalition strength and function is essential to successful and sustainable, policy, environment, and systems change initiatives.
- Brief online survey completed by your coalition members. Results will help coalitions determine strengths and areas for growth.

Community Coalition Assessment Tool (CCAT)

- Benefits include:
 - Data for evaluation
 - Greater accountability
 - Ability to respond to ongoing turn over and other changes
 - Discussion generator for coalition improvement
- Available at <http://mihealthtools.org>

Collaboration Multiplier

Phase II: Collaboration Multiplier Analysis		
Collaborator 1		Collaborator 3
Expertise:		Expertise:
Desired Outcomes:		Desired Outcomes:
Key Strategies:		Key Strategies:
Collaborator 2		Collaborator 4
Expertise:		Expertise:
Desired Outcomes:		Desired Outcomes:
Key Strategies:		Key Strategies:

Systems Approaches for Healthy Communities Training

- Web-based, professional development program is designed for organizations whose work focuses on health promotion
- Five online modules
- Examples of systems-thinking including the Social-Ecological Model, Spectrum of Prevention, and PSE concepts.
- Strategies and tools for strengthening engagement, communicating with partners, and understanding community context

Data Resources

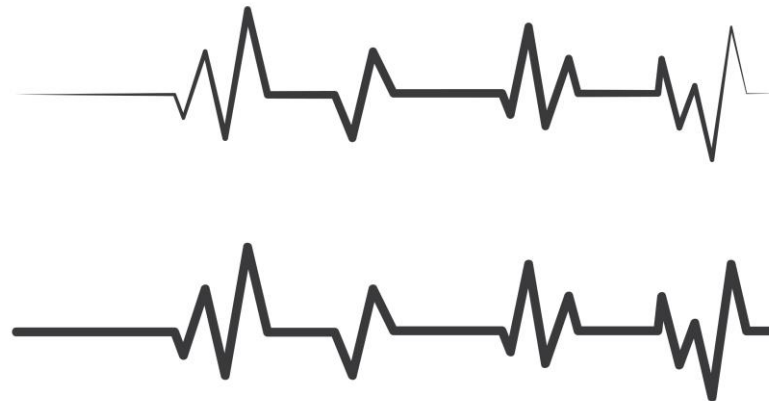


Local Data Sources

- U.S. Small-area Life Expectancy Estimates Project
 - Estimates of life expectancy at birth for most of the census tracts in the United States for the period 2010-2015
 - National Center for Health Statistics
- Community Commons/CARES Engagement Network

Life Expectancy Variation in Oakland County

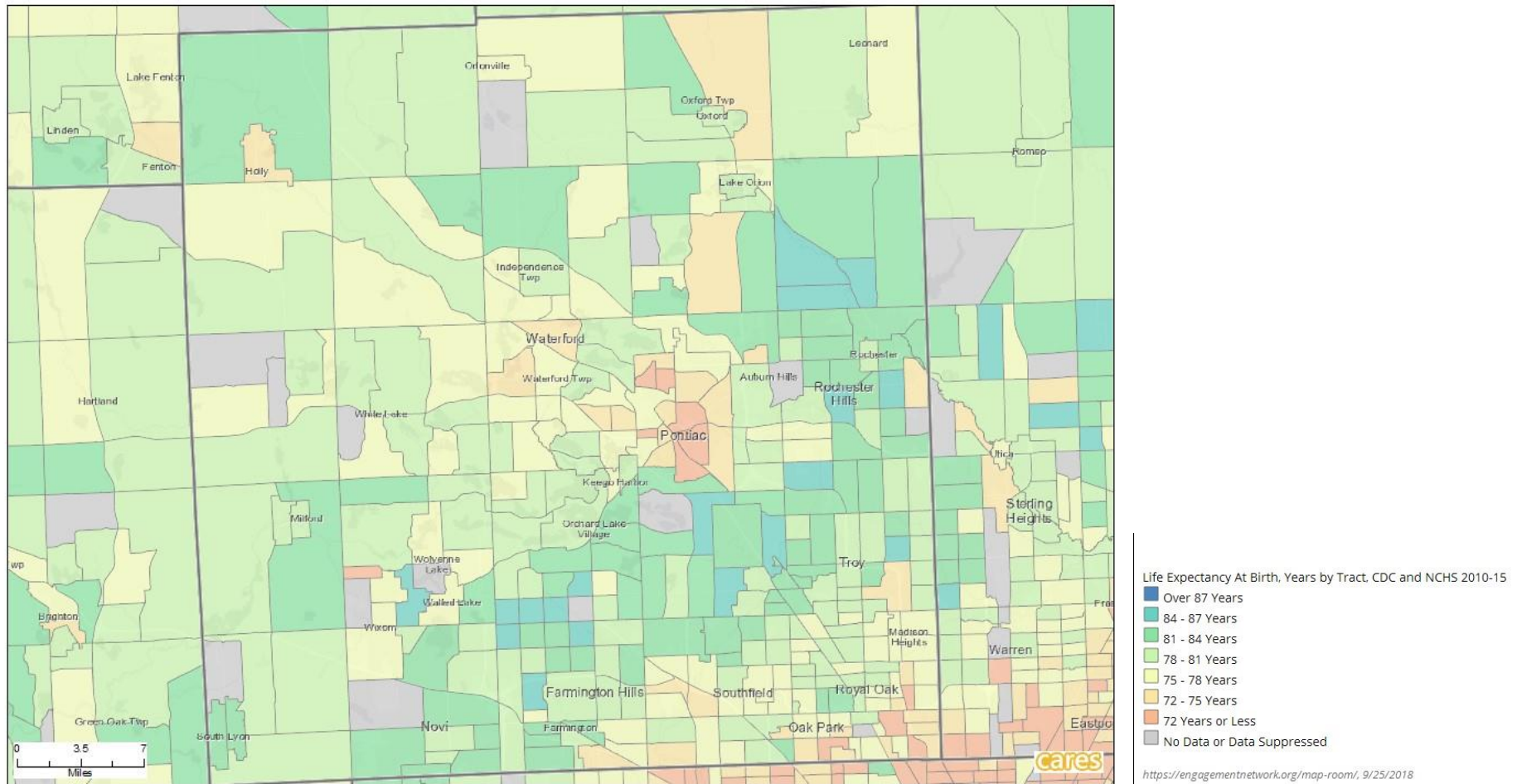
Pontiac – Census Tract 26125142200 – **65.7 years**



Troy— Census Tract 26125197200 – **86.8 years**

Life Expectancy Variation in Oakland County

Life Expectancy - Oakland County



Data Resources—Network of Care



Energizing
Connections
for Healthier Oakland

ECHO: Who Are We?

Stay informed about the work of ECHO steering committee and assessment teams....

[Read more >>](#)

ECHO: Who Are We?

Community Calendar



Change Language

Large Print

Community Calendar

Social Networking

Community Health Data

See how your area compares to the state and the national target.

Filter by Priority:



County Health Rankings

Mobilizing Action Toward Community Health

SPONSORS



Data Resources—Network of Care

Oakland County Michigan ACS Data by ZIP Code

What Impacts Poverty Levels?	Demographics Information	Poverty Levels	Income Measurements	Education & Employment	Access to Health Insurance	Transportation
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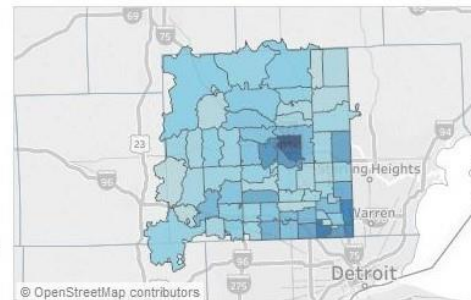


WHAT IMPACTS POVERTY LEVELS IN OAKLAND COUNTY?

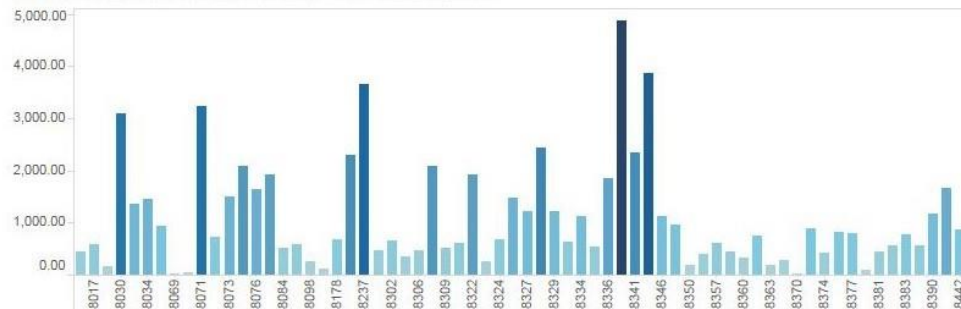
The following maps and charts use zip code level data from the US Census Bureau's American Community Survey.

Looking at the data, we can see patterns of how education, employment, access to health insurance and other factors impact poverty.

MAPPING POVERTY LEVELS IN OAKLAND COUNTY



NUMBER OF PEOPLE AT 50-99% OF FEDERAL POVERTY LEVEL BY ZIP CODE



Data source: American Community Survey 2015 5-Year Estimates (2012-2016) from <http://factfinder2.census.gov>

+ a b l e a u

← → ↶ 8% ↷ []



HEALTH DIVISION

North Oakland Health Center

1200 N. Telegraph Rd
Pontiac, MI 48341
Phone: 248.858.1280

South Oakland Health Center

27725 Greenfield Rd
Southfield, MI 48076
Phone: 248.424.7000

NURSE ON CALL PUBLIC HEALTH INFORMATION

800.848.5533 NOC@OAKGOV.COM

OAKGOV.COM/HEALTH



@PUBLICHEALTHOC



The Oakland County Health Division will not deny participation in its programs based on race, sex, religion, national origin, age or disability. State and federal eligibility requirements apply for certain programs.