



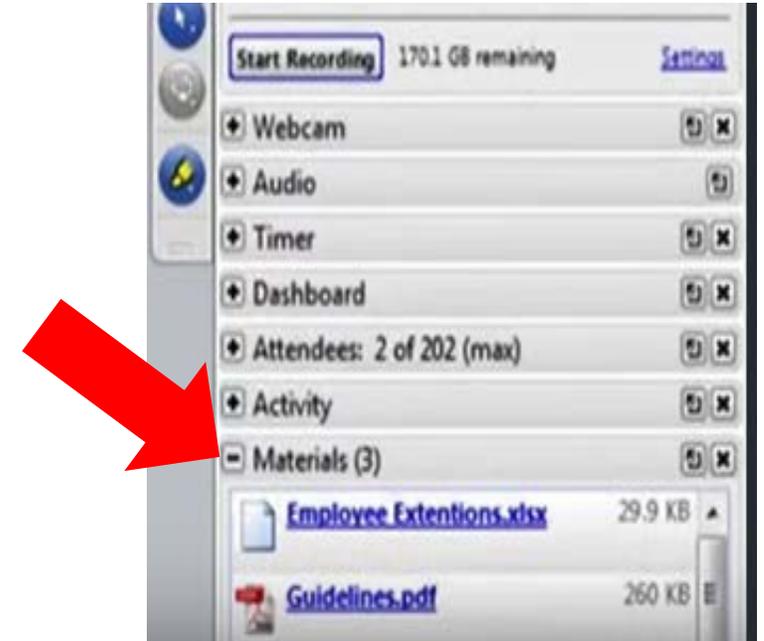
Developing a Community Health Improvement Plan: Experience of Calaveras County

Office of Oral Health, Evaluation Team

April 24, 2019

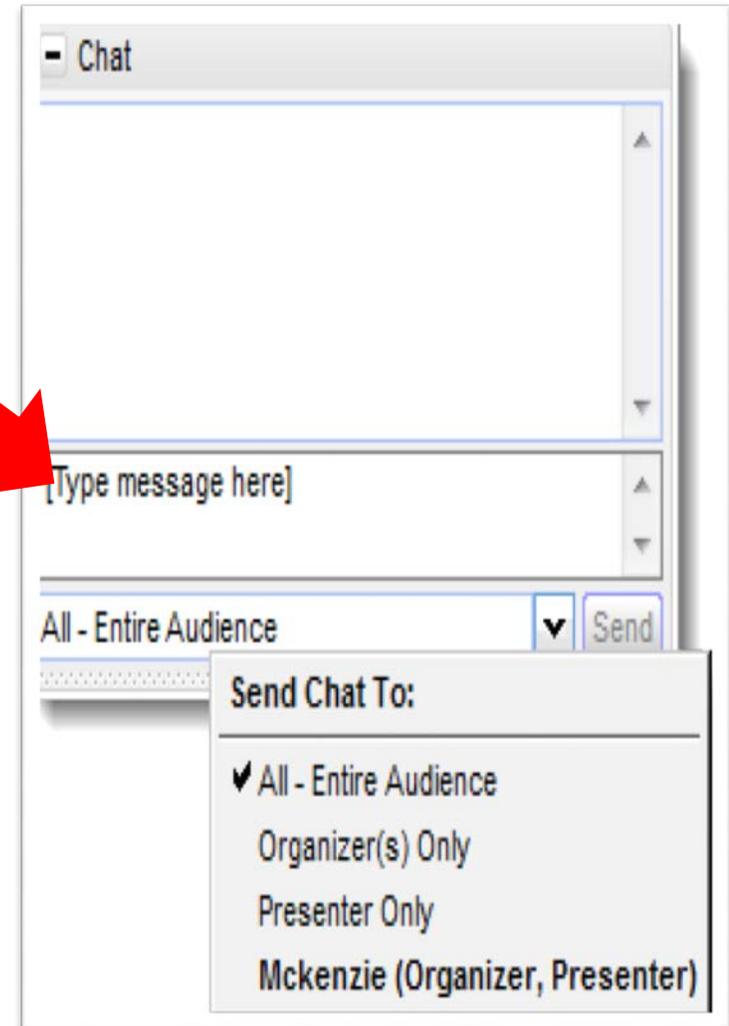
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Your questions are encouraged

- Questions, and comments are encouraged throughout the presentation.
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- Questions will be answered at the end of the webinar in the order of their receipt.



Objectives



- ✓ During today's webinar, the speakers will discuss:
 - Community Health Improvement Plan (CHIP)
 - Definitions of Community Health/needs Assessment, CHIP and Strategic Plan
 - Essential elements in presenting a CHIP
 - The aspects that the OOH considers critical in a CHIP
 - Alignment with State OHP objectives
 - SMART Objectives
 - Prioritizing prevention/intervention areas
 - Calaveras County's experience in developing a CHIP
 - Oral Health community needs assessment
 - Oral Health Improvement plan development
 - Innovatively address themes and nuances in the CHIP



Today's Speakers

- ✓ Dr. Jayanth Kumar
California State Dental Director

- ✓ Kelsey Holmes
Health Education Specialist
Calaveras Health and Human Services Agency



Community Health Assessment ^{1,2}

- ✓ 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 (CHA) is to develop strategies to address the community's health needs and identified issues.
- ✓ Community engagement and collaborative participation are essential to conducting a CHA.
- ✓ CHA is synonymous with Community Needs Assessment

1. Bilton, M. (2011). Community health needs assessment. *Trustee*. 64(9), 21-24.

2. Durch J.S., Bailey L.A., & Stoto M.A. (1997). *Improving Health in the Community: A Role for Performance Monitoring*. Washington, DC: National Academy Press. 6



Community Health Improvement Plan (CHIP) ^{3,4}

- ✓ *A long-term, systematic* effort to address public health problems based on the results of CHA/CNA activities and the community health improvement process.
- ✓ CHIP is used to set priorities and coordinate target resources among community partners and governmental agencies.
- ✓ CHIP is critical for developing policies and defining actions to target efforts that promote health.
- ✓ CHIP should define the vision and address strengths, weaknesses, challenges and opportunities that exist in the community

Strategic Plan⁴

- ✓ Results from a *deliberate decision-making* process and defines where an organization is going.

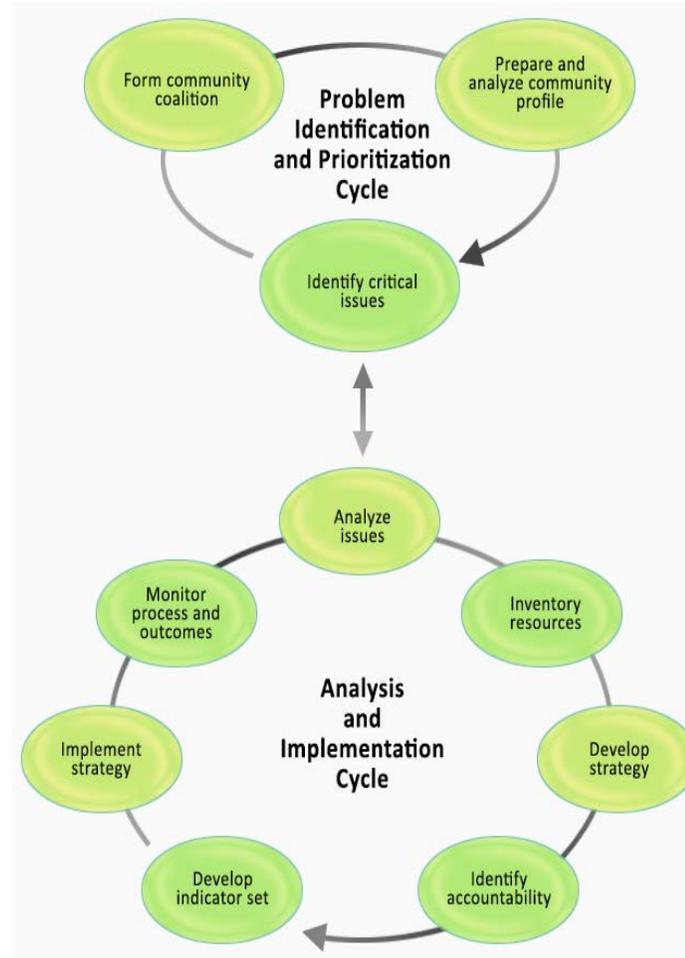
- ✓ A Strategic plan
 - sets the direction for the organization through a common understanding of the mission, vision, goals and objectives

 - provides a template for all the employees and stakeholders to make decisions that move the organization forward

Local Oral Health Program: Scope of Work Objectives

First Steps:

- Engage the community
- Conduct needs assessment
- Identify assets and resources
- Develop a local oral health improvement plan/
Strategic Plan



Next Steps:

- Inform, educate and mobilize
- Convene, coordinate, collaborate
- Implement policies and programs
- Conduct surveillance and evaluation



Essential Elements in presenting the CHIP ^{3,4}

1. Executive summary

2. Description of CHIP process

- a) Individuals & organizations involved
- b) Community vision/mission statement
- c) How CHA/CNA was conducted and used in developing CHIP
- d) How priorities, goals, strategies & objectives were selected based on CHA/CNA

3. Priorities

- a) Description of each priority area
- b) CHA/CNA data that inform each priority area
- c) Goals, strategies, & objectives for each priority areas
- d) Individuals & organizations involved in achieving goals & objectives



Essential Elements of a CHIP (continued)

4. Summary and next steps

5. Additionally, CHIP should have:

- SMART Goals and Objectives
- Strategies that address goals and objectives
- Time line
- Performance measures
- Responsible organizations/persons/partners identified
- A process for monitoring progress on work plan implementation
- Plans to monitor action plans

-
3. Community Health Assessment and Improvement Planning. National Association of City and County Health Officials (NACCHO)
<https://www.naccho.org/programs/public-health-infrastructure/performance-improvement/community-health-assessment>
 4. [The IOM's CHIP](https://ctb.ku.edu/en/table-of-contents/overview/models-for-community-health-and-development/chip/main). Community Tool Box.
<https://ctb.ku.edu/en/table-of-contents/overview/models-for-community-health-and-development/chip/main>



Alignment of State Oral Health Plan (SOHP) objectives with County CHIP objectives (examples)

SOHP Objective	County CHIP Objective
Goal 1: Objective 1.A. Reduce the proportion of children with dental caries experience and untreated caries	By 2023, reduce the percentage of children (0 -12 years) with dental caries experience and untreated decay by 10%
Goal 2: Objective 2.B. Increase the percentage of Medi-Cal enrolled children ages 1-20 who received a preventive dental visit	By 2023, increase the number of Denti-Cal recipients ages 1-20 years that have seen the dentist in the past year from 43% to 60%
Goal 3: Objective 3.F. Increase the number and capacity of FQHCs that provide dental services	By 2022, expand dental services in the FQHC by contracting with private dentists from 5% to 15%
Goal 4: Objective 4.C. Increase the number of LHDs(city/county) and FQHCs using social media to promote oral health	By 2021, increase the number of FQHCs using social media messaging to create awareness on CWF, TCP, SSBs, etc. in the county by 10% by 2022.
Goal 5: Objective 5.B. Gather, analyze, and use data to guide oral health needs assessment, policy, development, and assurance functions	By 2020, develop and implement an oral health surveillance system (disease prevention, coverage, utilization and outcomes) and report data regularly

SOHP Priority Areas for Prevention and Intervention

- ✓ School based Sealant Programs
- ✓ Community Water Fluoridation
- ✓ Kindergarten Oral Health Assessment
- ✓ Third grade Survey
- ✓ Oral Health Promotion/ Education

- ✓ Integration of Medical and Dental
- ✓ Access and Utilization
- ✓ Oral Health Workforce and Capacity
- ✓ Coordination and Policy
- ✓ Data and Evaluation

CHIP Implementation

- ✓ Implementing a CHIP is different for each community

- ✓ Steps for CHIP implementation include:
 - Assemble a broad based inclusive, participatory coalition or coordinating council to guide the CHIP process
 - Develop a strategic plan and action plans to carry out CHIP.
 - Agree on who will be accountable for which parts of the plan.
 - Work out how accountability will be monitored.
 - Implement your strategies.
 - Monitor both the process and the outcomes of your effort.
 - Maintain your gains.
 - Start the cycle again, with another issue.

CALAVERAS ORAL HEALTH IMPROVEMENT PLAN

The step by step process



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Outline

- Calaveras County
- Oral Health Community Needs Assessment
 - Components
 - Major Findings
- Oral Health Improvement Plan
 - Plan Development
 - Key Elements
 - Goal and Objectives
 - Process
 - Challenges and Successes
- Questions

Calaveras County

Calaveras County is located in California, nestled between the Sacramento Valley and the Sierra Mountains in the heart of the gold country.

- Population
 - Estimated population of 45,670 people (2017)
 - 45 people/mile
- Demographics
 - Average age is 49 years old
 - 27% over the age of 64
 - 92% White, 1% African American, 2% Asian, 2% American Indian/ Alaskan-Native , 12% Hispanic or Latino and 4% two or more races
 - 93% spoke English at home
- Economy
 - Medium household income was \$54,800
 - 13% of people facing poverty
 - 21% of children were shown to live in poverty
 - 54.3% of children were eligible for the free or reduced school lunch program
- Health
 - Premature death, child mortality, diabetes, adult obesity, household food insecurity and tobacco use rates were all above the state rates.

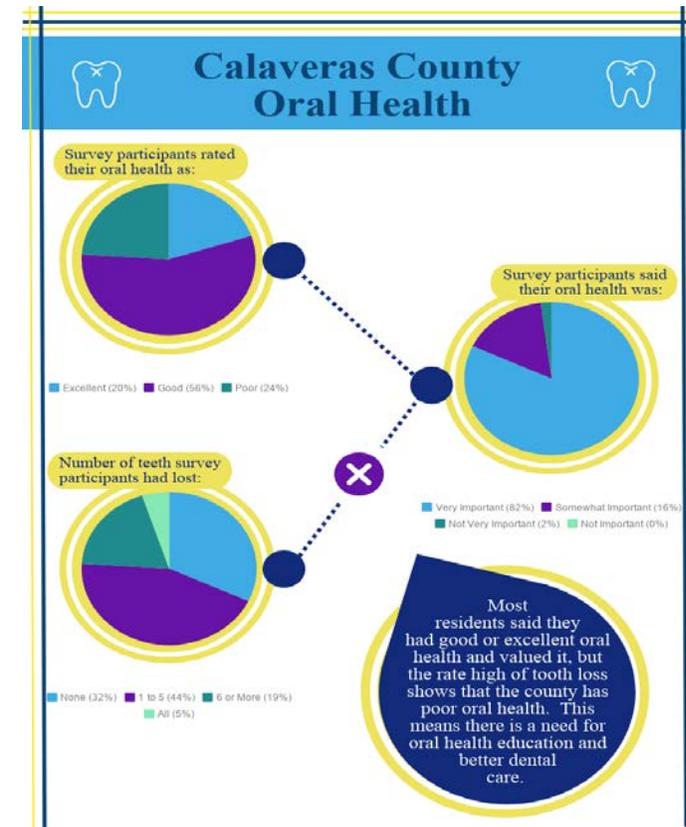


Oral Health Needs Assessment

- Secondary data
 - Limited county-specific oral health data
 - Dental desert
 - High rates of oral health issues
- Community asset mapping
 - Limited resources
- Primary data
 - Key informant interviews
 - Community surveys

Findings from the Community Needs Assessment

- Need for more oral health education
- Need for better access to dental care
 - Major barriers included: cost, lack of a dental home, fear of the dentist and transportation
- A cultural feeling of hopelessness around oral health due to the historic lack of attention on oral health and access to dental care
- Calaveras County had 68% of tooth loss for people over the age of 14 compared to the reported state rate of 36% in adults ages 18-64 and 68% in people over the age of 65.



What? How? Who?

- What is important when addressing oral health?
 - Guiding principles
- How to choose?
 - Priority Setting
 - What is the priority?
 - Prioritization activity
- How to address the needs?
 - Brainstorming activity
 - Grouping activity
- How feasible is the activity?
 - Who would be involved?
 - What would be the timeline required to achieve the activity?
 - How would the activity be measured?
- Check
 - How does the activity incorporate the guiding principles?
 - How does it reach the priority population?



Goals and Objectives

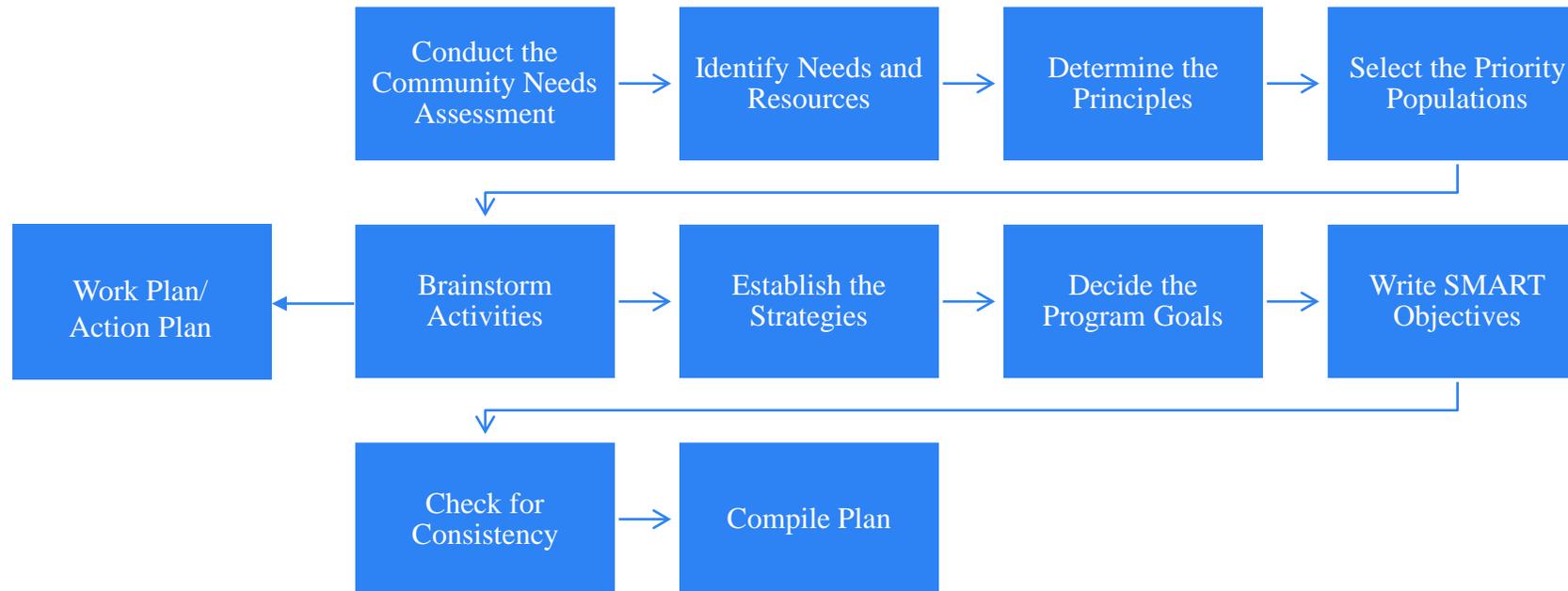
- Local and state incorporation
 - Goal 1: Improve the oral health of Californians by addressing determinants of health and promote healthy habits and population-based prevention interventions to attain healthier status in communities.
 - Objective 1.A: Reduce the proportion of children with dental caries experience and untreated caries.
 - Objective 1.B: Reduce the proportion of adults who have ever had a permanent tooth extracted because of dental caries or periodontal disease.
 - Objective 1.C: Increase the proportion of the California population served by community water systems with optimally fluoridated water.
 - Objective 1.D: Increase the percentage of patients who receive evidenced-based tobacco cessation counseling and other cessation aids in dental care settings.
- SMART Goals
 - Specific, measurable, achievable, realistic, and time bound

<https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/CDCB/Pages/OralHealthProgram/OralHealthProgram.aspx>

Oral Health Improvement Plan

- Executive Summary
- Background
 - Information from the Community Needs Assessment
- Methods
 - How the plan was developed
- Guiding principles
 - Ideas and concepts that are integrated into every activity of the program
- Goals and objectives
 - The collective intended achievement of the program activities
- Strategies
 - How to achieve the goals and objectives
- Priority populations
 - The populations the program will focus on
- Partners
 - Who was involved in the creation of the plan
- References

Process



Challenges and Successes

- Challenges
 - Scheduling
 - Limited resources
 - Different levels of familiarity with public health practices
- Successes
 - Needs Assessment was helpful
 - Activities helped make decisions
 - Finished the plan

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Questions?

- Please type any questions in the chat box, and include the speaker's name if applicable.
- Any additional questions can be emailed to DentalDirector@cdph.ca.gov
kholmes@co.calaveras.ca.us



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