





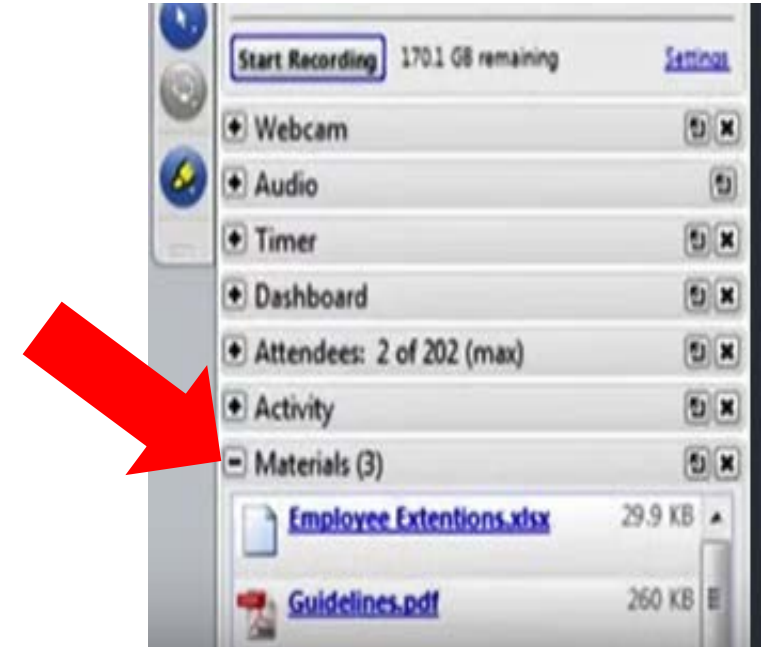
# Developing a Community Health Improvement Plan: Experience of Calaveras County

Office of Oral Health, Evaluation Team

April 24, 2019

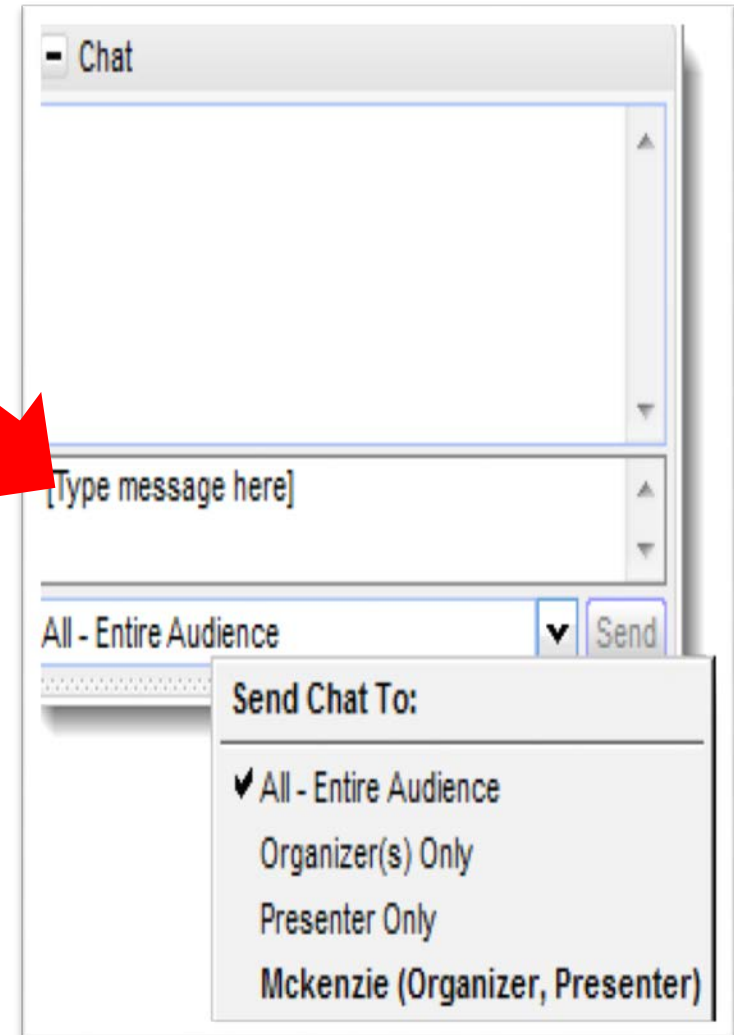
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- There will be a short evaluation survey for all webinar attendees at the completion of the webinar.



# Your questions are encouraged

- Questions, and comments are encouraged throughout the presentation.
- Use the **Chat pane** of the Control Panel on the right side of your screen to type in your question and click **Send**
- 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 <sup>1,2</sup>

- ✓ 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) <sup>3,4</sup>

- ✓ *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 Plan<sup>4</sup>

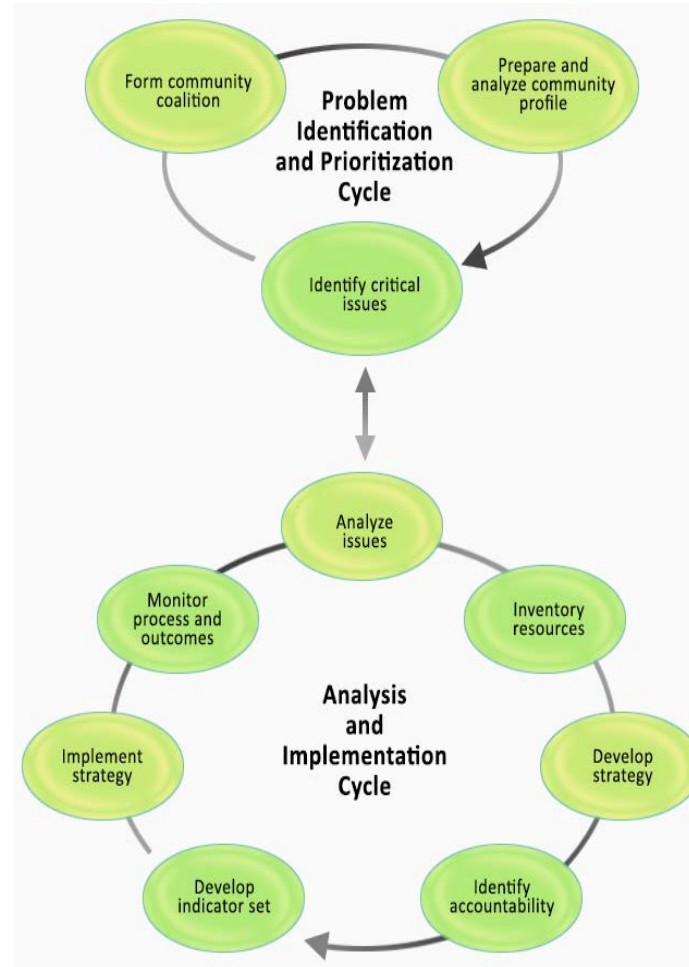
- ✓ Results from a *deliberate decision-making* process and defines where an organization is going.
  
- ✓ A Strategic plan
  - sets the direction for the organization through a common understanding of the mission, vision, goals and objectives
  
  - provides a template for all the employees and stakeholders 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 <sup>3,4</sup>

## 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

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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](#). 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
<p><b>Goal 1: Objective 1.A.</b> Reduce the proportion of children with dental caries experience and untreated caries</p>	<p>By 2023, reduce the percentage of children (0 -12 years) with dental caries experience and untreated decay by 10%</p>
<p><b>Goal 2: Objective 2.B.</b> Increase the percentage of Medi-Cal enrolled children ages 1-20 who received a preventive dental visit</p>	<p>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%</p>
<p><b>Goal 3: Objective 3.F.</b> Increase the number and capacity of FQHCs that provide dental services</p>	<p>By 2022, expand dental services in the FQHC by contracting with private dentists from 5% to 15%</p>
<p><b>Goal 4: Objective 4.C.</b> Increase the number of LHDs(city/county) and FQHCs using social media to promote oral health</p>	<p>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.</p>
<p><b>Goal 5: Objective 5.B.</b> Gather, analyze, and use data to guide oral health needs assessment, policy, development, and assurance functions</p>	<p>By 2020, develop and implement an oral health surveillance system (disease prevention, coverage, utilization and outcomes) and report data regularly</p>

# 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

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The step by step process



Kelsey Holmes, MPH  
Calaveras Oral Health Project Director  
Calaveras County  
Health and Human Services Agency,  
Public Health Division

# 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.

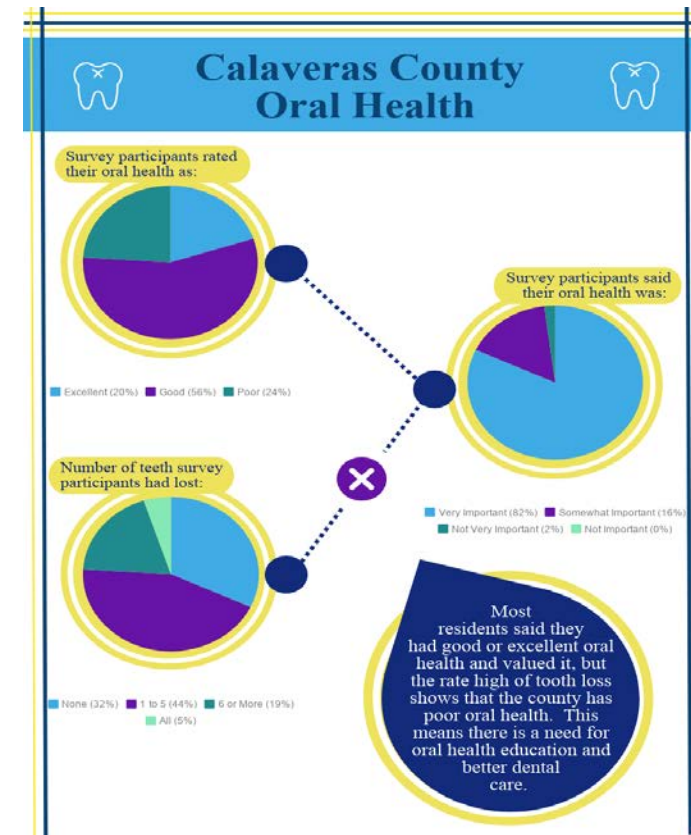


# Oral Health Needs Assessment

- 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

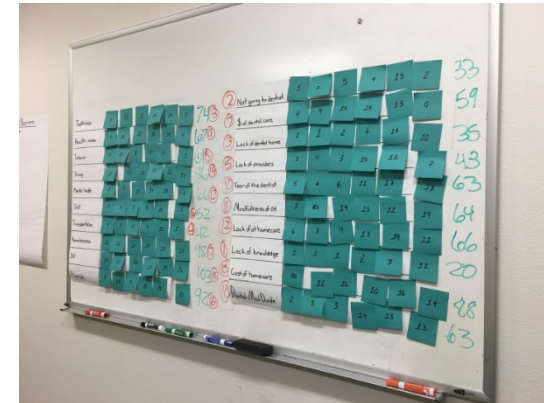
# Findings from the Community Needs Assessment

- 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

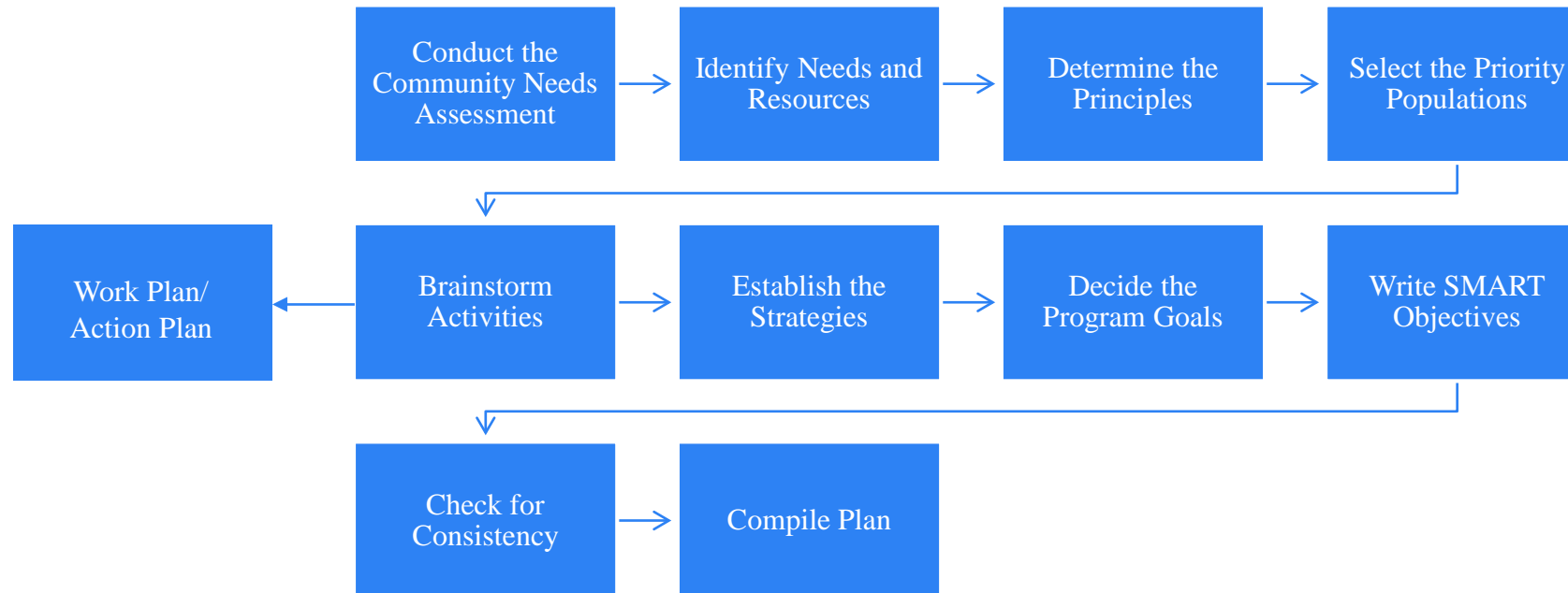
- Local and state incorporation
  - Goal 1: Improve the oral health of Californians by addressing determinants of health and promote healthy habits and population-based prevention interventions to attain healthier status in communities.
    - Objective 1.A: Reduce the proportion of children with dental 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](mailto:DentalDirector@cdph.ca.gov)  
[kholmes@co.calaveras.ca.us](mailto:kholmes@co.calaveras.ca.us)



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