



Washington County Community Health Improvement Plan

Phase VI Action Plan

On July 24th, 2012 the MAPP Steering committee presented the results of the Strategic Issues, Strategic Alternatives including the barriers and implementation activities developed by both WC:OC and St. Croix Valley Healthy Communities to the WC:OC Board of Directors.

Present were: Eleody Libby, Jane Blackwood, Anne Perry, Mike Edwards, Janet Robertson, Theresa Brown, Holly DeYoung, Angela Fochesato, Barbara Drisko, Sara McConnell, Betsy Fitzgerald, Judy East

BOD reviewed the Strategic Issues from both community meetings. They reviewed the process of each site determined the strategic issues. Collectively there are 6 strategic issues identified by the two sites. The BOD determined following three Strategic Goals as priorities based on the number of votes made by the members of the key stakeholder committee indicating a higher number of participants viewing one strategy as more of a concern over another strategy. In addition to honoring the process by which the key stakeholder completed, all Strategic Goals, with the expectation of portions of the healthy homes, can be merged and addressed under the three goals selected by the committee. Washington County: One Community Health Coalition determined substance abuse as the priority issue to address over the next four years.

Goal #1: All Washington County residents will have access to a full continuum of affordable health care services.

Goal #2 Washington County residents will have access to healthy lifestyle options.

Goal #3 Washington County will reduce/prevent/manage substance abuse.

The MAPP Steering Committee met on September 6th of 2012 to develop the prioritization process that would lead to the identification of strategic alternatives and implementation activities for the final Community Health Improvement Plan.

Committee Members present: Angela F. Holly D., Marianne M., Michael E., Eleody L., Sara M.

The group reviewed the requirements for phase 6 completion from the MAPP resource guide.

The committee determined the best way to identify specific, measurable strategies that could be achieved within the four-year time frame was to develop a prioritization tool which could be accessed on-line and could be completed by all participants that have participated in the MAPP process. The committee decided to utilize the assessment tool, survey monkey, to prioritize the strategic issues and implementation activities.

The committee reviewed the twelve Strategy Alternatives to avoid duplication of language and to ensure survey participants would have a clear understanding of each strategy. The committee developed a timeframe for survey administration, language to clarify the process that was included in each survey and identified a meeting date to review the survey results. Over the period of three weeks, the two surveys were administered. Invitation to completed the survey was promoted through WC:OC list serve (over 125 individuals), the complete list of past participants (over 120 individuals), through facebook (670 “likes”) and partnering organizations media channels.

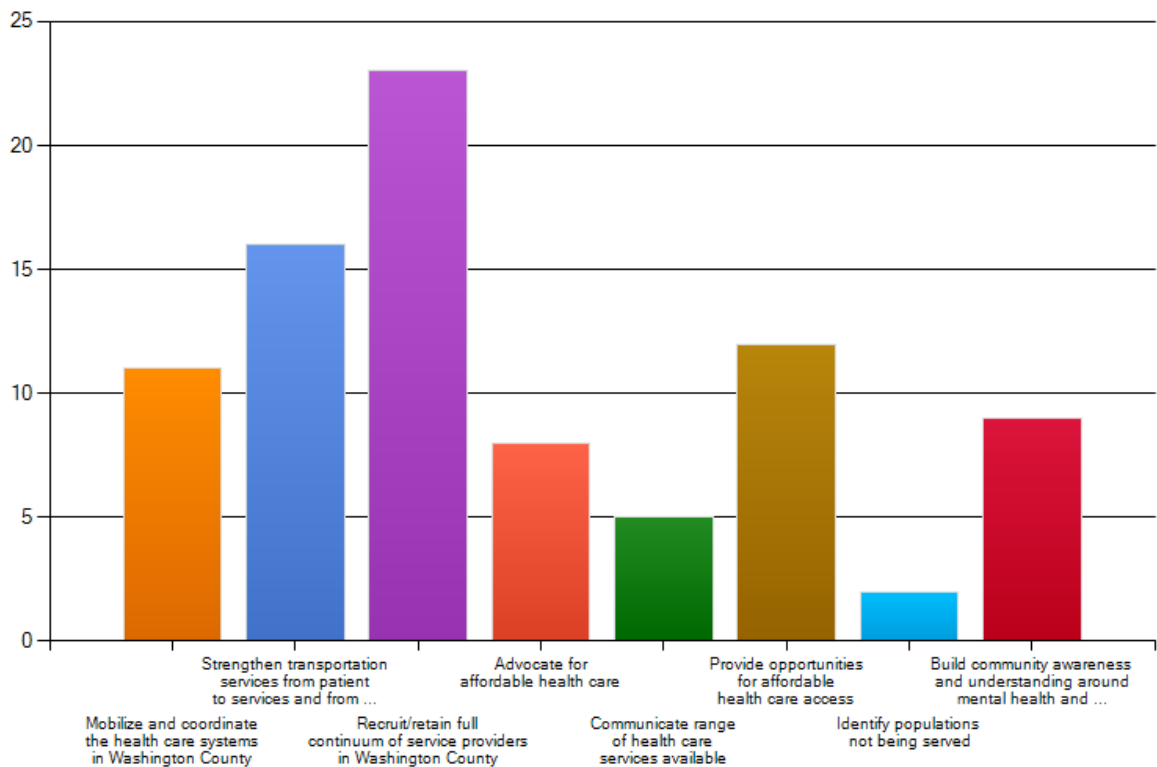
The strategic alternatives developed for each strategic issue were included in the first survey monkey assessment tool and delivered via email to all past participants with a note to encourage participants to forward to colleges and peer organizations to increase participation. Forty-Three persons representing organizations throughout Washington County completed the survey. The two strategic alternatives from each Strategic Issue with the most votes were selected for the second survey which was administered to prioritize implementation activities.

The following are the results derived from the question requesting priorities regarding access to affordable health care.

53.5% of the respondents indicated that recruiting/retaining full continuum of service providers in Washington County is a priority

37.2% of the respondents indicated that strengthening transportation services from patient to services and from services to patients is a priority

Please select the top TWO priorities you feel will have the greatest impact within Washington County to achieve the following goal: All Washington County residents will have access to a full continuum of affordable health care services.

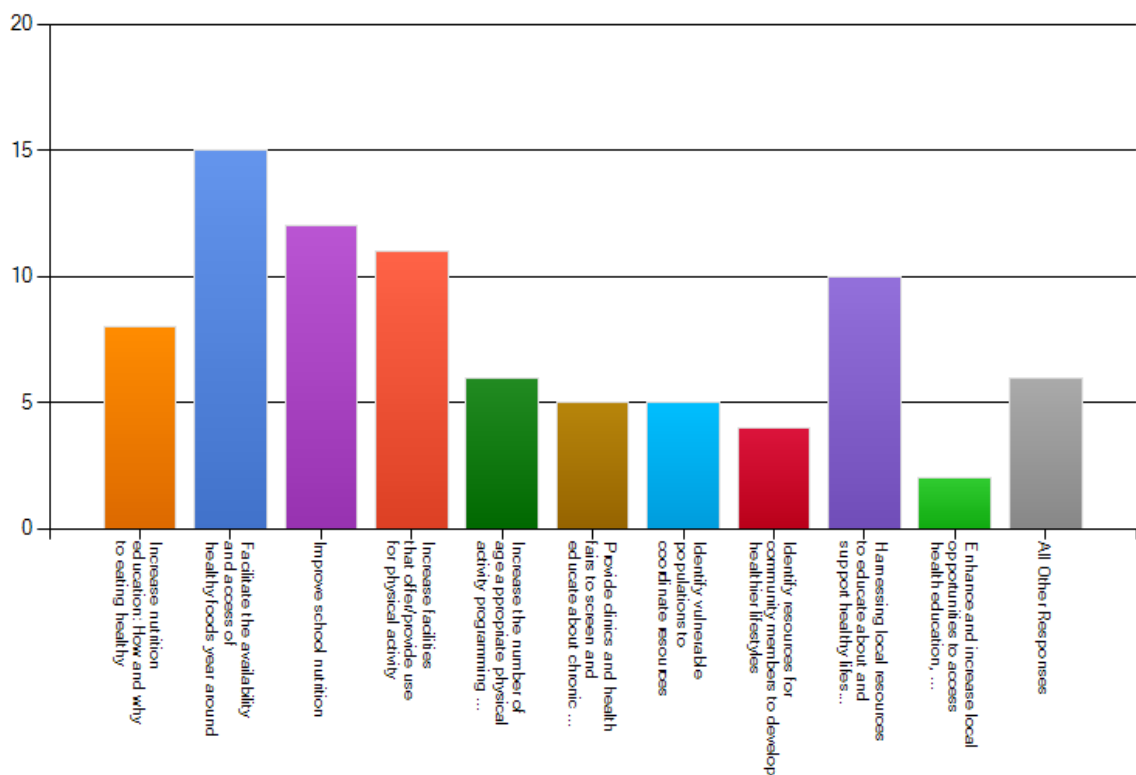


The following are the results derived from the question requesting priorities regarding access to healthy lifestyle options.

35.7% of the respondents indicated that facilitating the availability and access of healthy foods year around is a priority

28.6% of the respondents indicated that improving school nutrition is a priority.

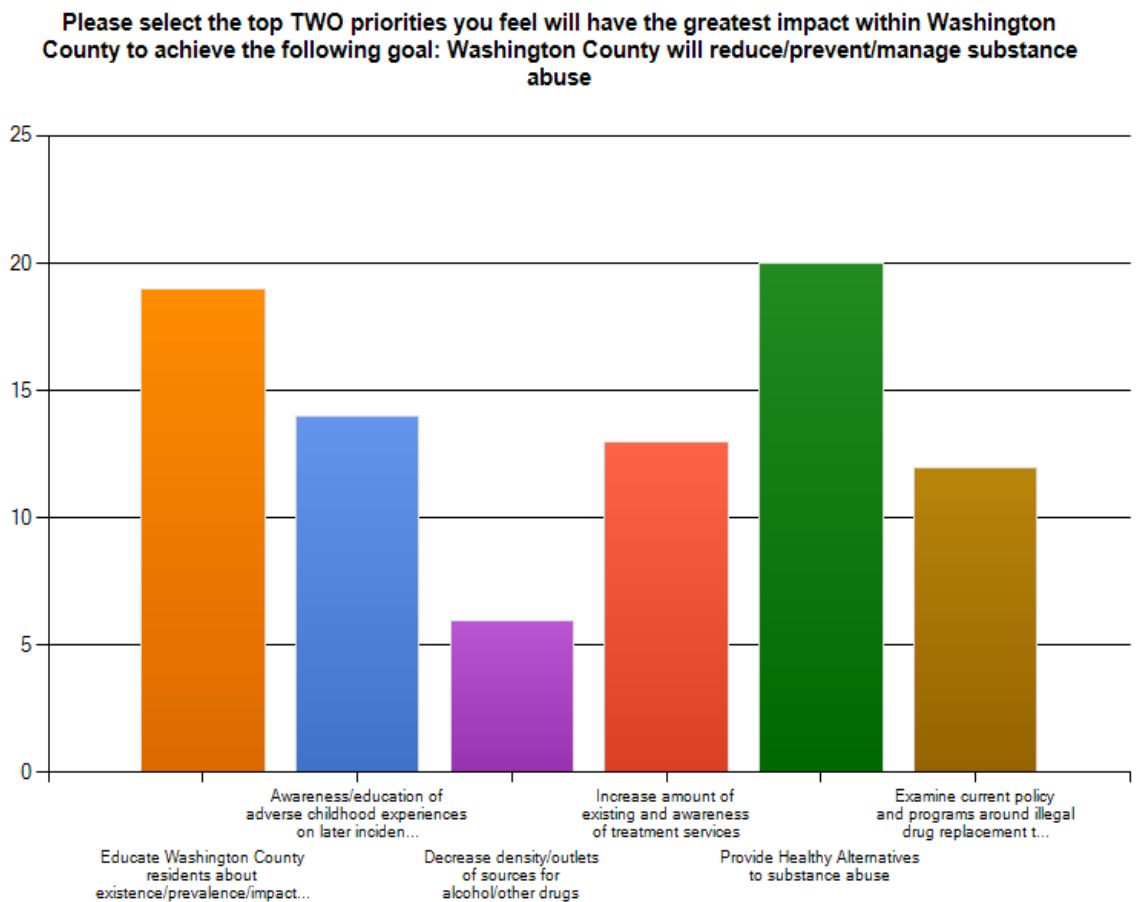
Please select the top TWO priorities you feel will have the greatest impact within Washington County to achieve the following goal: Washington County residents will have access to healthy lifestyle options



The following are the results derived from the question requesting priorities regarding reducing/preventing/managing substance abuse.

47.6% of the respondents indicated that providing healthy alternatives to substance abuse is a priority

45.2% of the respondents indicated that educating Washington County residents about existence/prevalence/impacts/prevention of substance abuse is a priority.



The MAPP Steering Committee met via conference call on September 19, 2012 to review the results of the survey and discuss the outcomes. The group determined that the top two responses in the access to healthy lifestyle section were identical in intent which is to increase availability and access to healthy foods. The committee decided to combine the two priorities using the following language: Facilitate year around availability and access of healthy foods within community and school.

The committee then reviewed the next priority as determined by responses. The third and fourth most selected strategies were:

Increase facilities that offer/provide use for physical activity 26.2%

Harnessing local resources to educate about and support healthy lifestyles 23.8%

The committee concluded that the strategy, *Increase facilities that offer/provide use for physical activity* would be considered an activity under the strategy, *Harnessing local resources to educate about and support healthy lifestyles*. Therefore, the committee voted to include the latter strategy within the Community Health Plan.

WC:OC release the second survey utilizing identical communication channels as the first survey.

The intent was to identify the two most important implementation or *alternative* strategies developed during the Phase V, Goals and Strategies key stakeholder meeting.

Forty-three participants completed the second survey and identified the most important activities for implementation.

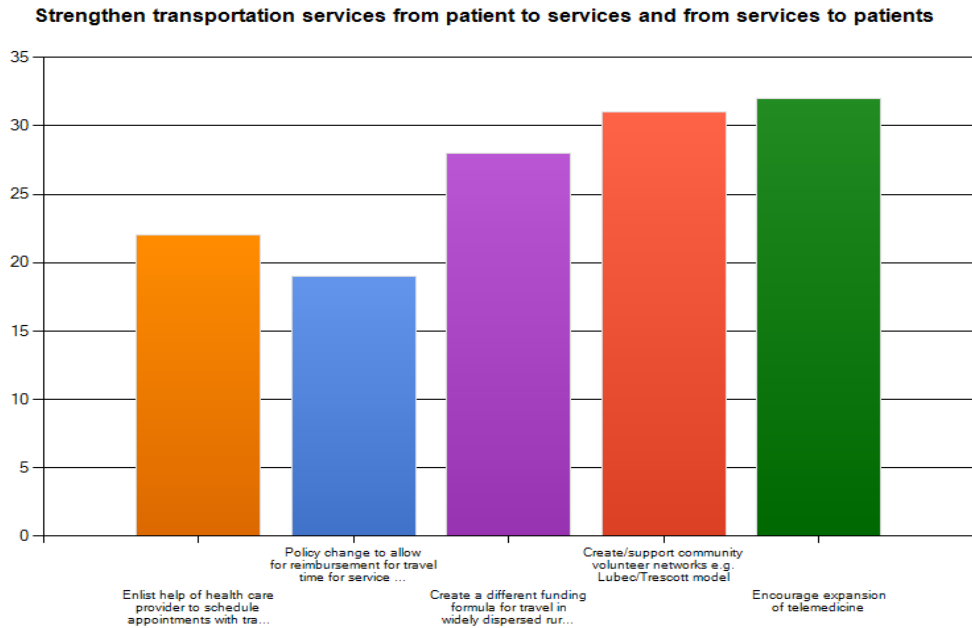
The following are the results derived from the question requesting priorities for

Goal #1: All Washington County residents will have access to a full continuum of affordable health care services.

Strategy #1: Strengthen transportation services from patient to services and services to patients

74.4% of the respondents indicated that encouraging expansion of telemedicine is a priority.

72.1% of the respondents indicated that creating/supporting community volunteer networks e.g. Lubec/Trescott model is a priority.



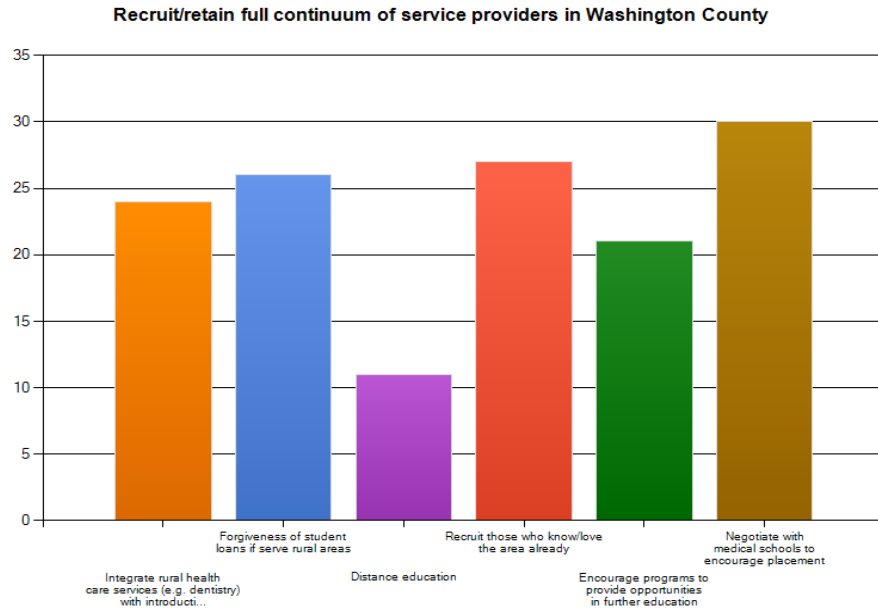
The following are the results derived from the question requesting priorities for

Goal #1: All Washington County residents will have access to a full continuum of affordable health care services.

Strategy #2: Recruit/retain full continuum of service providers in Washington County.

68.9% of the respondents indicated that negotiating with medical schools to encourage placement is a priority.

62.8% of the respondents indicated that recruiting those who know/love the area already is a priority.



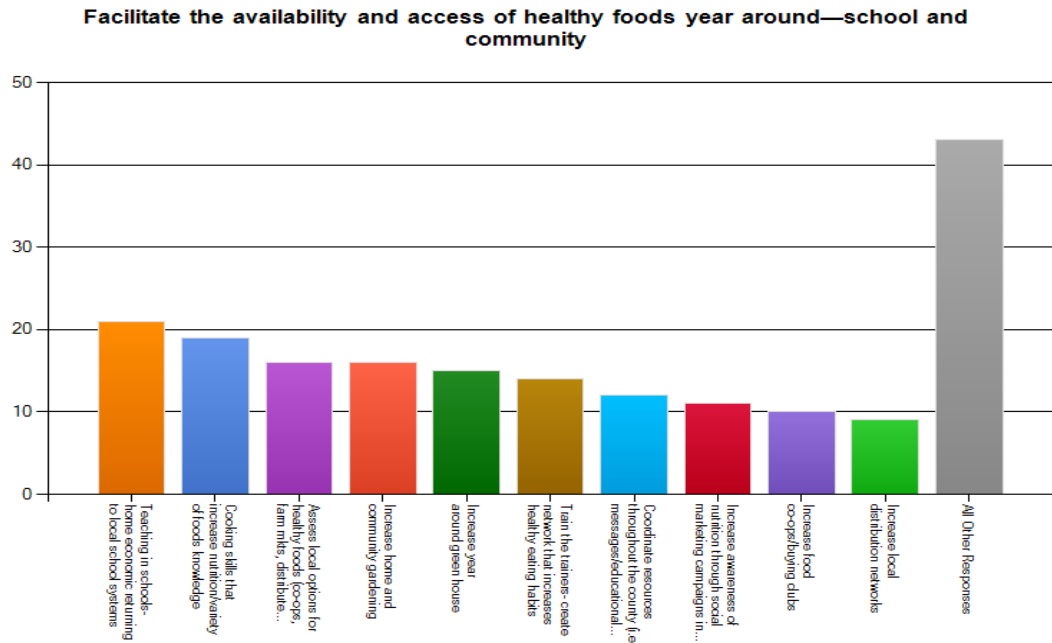
The following are the results derived from the question requesting priorities regarding

Goal #2 Washington County residents will have access to healthy lifestyle options.

Strategy #1: Facilitate year around availability and access of healthy foods within community and school

53.8% of the respondents indicated that teaching in schools- home economic returning to local school systems is a priority.

48.7 of the respondents indicated that cooking skills that increase nutrition/variety of foods knowledge is priority.



The following are the results derived from the question requesting priorities regarding

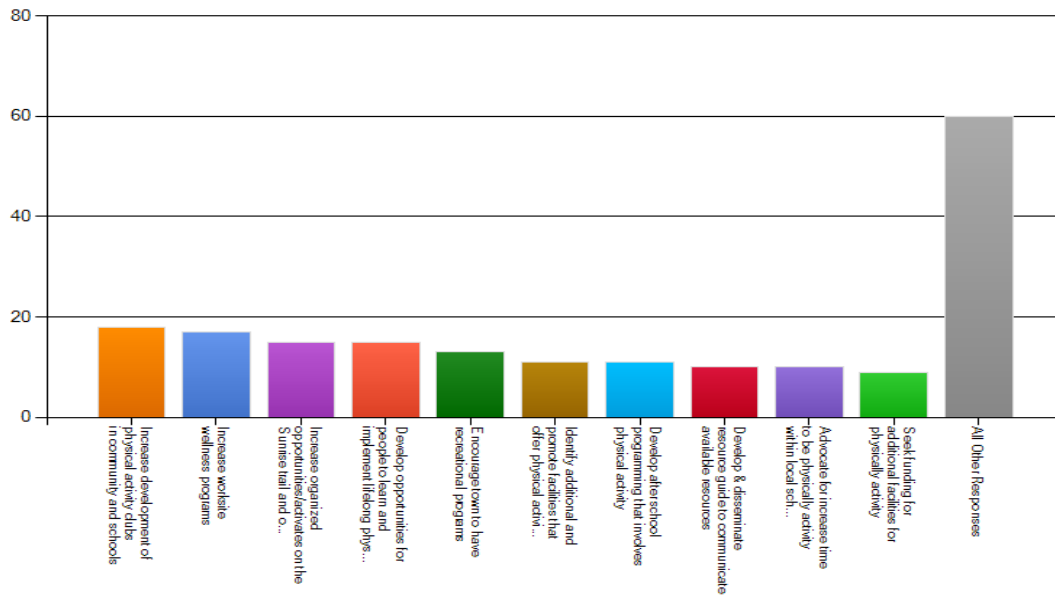
Goal #2 Washington County residents will have access to healthy lifestyle options.

Strategy #2: Harness and expand local resources to educate and support healthy lifestyles
 The following are the results derived from the question requesting priorities regarding

46.2% of the respondents indicated that increasing development of physical activity clubs in community and schools is a priority.

43.6% of the respondent indicated that increasing worksite wellness programs is a priority

Harness and expand local resources to educate and support healthy lifestyles



The following are the results derived from the question requesting priorities regarding

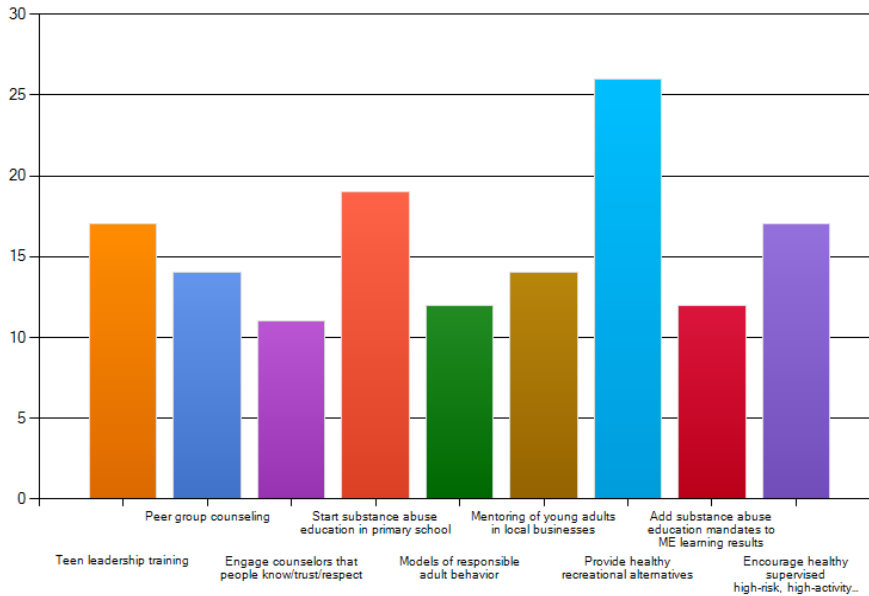
Goal #3 Washington County will reduce/prevent/manage substance abuse.

Strategy #1: Educate Washington County residents about existence/prevalence/impacts/prevention of substance abuse.

63.4% of the respondents indicated that providing healthy recreational alternatives is a priority.

46.3% of the respondents indicated that starting substance abuse education in primary school is a priority.

Educate Washington County residents about existence/prevalence/impacts/prevention of substance abuse



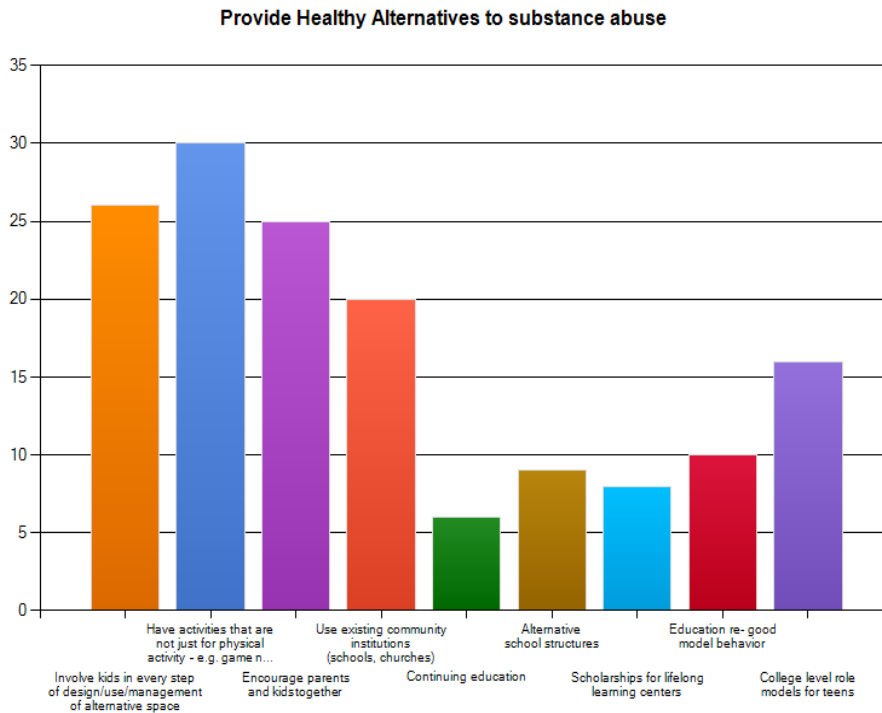
The following are the results derived from the question requesting priorities regarding

Goal #3 Washington County will reduce/prevent/manage substance abuse.

Strategy #2: Provide healthy alternatives to substance abuse

73.2% of the respondents indicated that having activities that are not just for physical activity – e.g. game nights is a priority.

63.4% of the respondents indicated that involving kids in every step of design/use/management of alternative space is a priority.



On October 22, 2012, the MAPP Steering committee met to review the results from the second survey administered in order to achieve strategy implementation priorities.

Present were: Eleody Libby, Jane Blackwood, Anne Perry, Mike Edwards, Janet Robertson, Holly DeYoung, Angela Fochesato, Sara McConnell, Betsy Fitzgerald

The committee reviewed the results of the survey and discussed each implementation strategy identified through the survey process and to ensure all strategies developed were

considered SMART (Specific, Measurable, Attainable, Relevant, Time-bound) objectives based on the SMART criteria. The following is a summary of the discussion and decision in regards to each of the sections within the survey.

Goal #1: All Washington County residents will have access to a full continuum of affordable health care services.

The group discussed the outcomes of the first strategy. They determined that the implementation activities identified were not duplicated within the survey options and based on the barriers identified in phase 5 of this process were achievable.

Strategy #1: Strengthen transportation services from patient to services and services to patients

Implementation: Encourage expansion of telemedicine

Implementation: Create/support community volunteer networks

The group discussed the outcomes of the second strategy. They determined the implementation activity, *recruiting those who know/love the area already* would be extremely difficult to identify and measure. The next action strategy, *integrate rural health care services with introduction to region/community* would help to achieve the overarching goal that will provide the full continuum of service providers in Washington County.

Strategy #2: Recruit/retain full continuum of service providers in Washington County.

Implementation: Negotiate with medical schools to encourage placement

Implementation: Integrate rural health care services (e.g. dentistry) with introduction to region/community

Goal #2 Washington County residents will have access to healthy lifestyle options.

The group discussed the outcomes of the first strategy. The implementation activities that were provided within the survey were closely related in intent and purpose. Most of the implementation activities were content specific. For example the identified through the MAPP process and had the highest number of votes (53.8% of the respondents indicated that teaching in schools- home economic returning to local school systems and 48.7 of the respondents indicated that cooking skills that increase nutrition/variety of foods knowledge) are specific activities that will help reach the goal to increase knowledge of understanding good nutrition. This educational priority falls under the strategy of developing an infrastructure that will coordinate resources throughout the county which received a lower voter count but the committee feels better represents the intent of the goals.

Strategy #1: Facilitate year around availability and access of healthy foods within community and school

Implementation: Increase local options for healthy foods (co-ops, farm mkts, distributors, greenhouses etc)

Implementation: Develop infrastructure that will coordinate resources throughout the county (i.e. messages/educational opportunities, access, etc)

Similarly, combining like responses into one implementation strategy lead the committee to the alter the implementation strategy from, *increasing development of physical activity clubs in community and schools* to develop opportunities for people to learn and implement lifelong physical activity skills and knowledge of healthy lifestyles

Strategy #2: Harness and expand local resources to educate and support healthy lifestyles

Implementation: Develop opportunities for people to learn and implement lifelong physical activity skills and knowledge of healthy lifestyles

Implementation: Increase worksite wellness programs

Goal #3 Washington County will reduce/prevent/manage substance abuse.

Following the same process used to review implementation strategies for Goal #1 and Goal #2, the committee made the following determination for Goal #3.

The committee reviewed Strategy #1: Educate Washington County residents about existence/prevalence/ impacts/prevention of substance abuse responses (below).

63.4% of the respondents indicated that providing healthy recreational alternatives is a priority.

46.3% of the respondents indicated that starting substance abuse education in primary school is a priority.

They determined that the providing healthy recreational alternatives priority was a strategy that was better linked to the second strategy within this goal and that the response to educate youth in primary school was an activity that is considered a best practice prevention strategy. The third implementation strategy that was selected through the prioritizing process was to develop teen leadership. The committee developed the implementation activity below based on the determination the two implementation strategies selected by the committee would serve all the activities and that the second strategy listed in the substance goal below was better suited as the implementation strategies of leadership and healthy lifestyles related to youth on a more personal level.

Strategy #1: Educate Washington County residents about existence/prevalence/ impacts/prevention of substance abuse.

Implementation: Provide substance abuse information and education to all aspects of the community using existing community institutions

Implementation: Implement substance abuse education and prevention strategies in educational institutions and within community at large

Strategy #2: Provide healthy alternatives to substance abuse

73.2% of the respondents indicated that having activities that are not just for physical activity – e.g. game nights is a priority.

63.4% of the respondents indicated that involving kids in every step of design/use/management of alternative space is a priority.

The committee used the similar reasoning to develop the final implementation strategies. The activities that were selected fall under the implementation activities identified by the committee. Again, the implementation strategies selected does not represent the strategies with the highest votes as chosen through the survey prioritization process, the committee determined the strategies were a better representation of all activates listed.

Implementation: Link community with youth to develop positive mentoring and leadership opportunities

Implementation: Develop opportunities for youth to experience healthy recreational opportunities that include positive role modeling from adults and community

Below are the final results from the prioritization process.

Goal #1: All Washington County residents will have access to a full continuum of affordable health care services.

Strategy #1: Strengthen transportation services from patient to services and services to patients

Implementation: Encourage expansion of telemedicine

Implementation: Create/support community volunteer networks

Strategy #2: Recruit/retain full continuum of service providers in Washington County.

Implementation: Negotiate with medical schools to encourage placement

Implementation: Integrate rural health care services (e.g. dentistry) with introduction to region/community

Goal #2 Washington County residents will have access to healthy lifestyle options.

Strategy #1: Facilitate year around availability and access of healthy foods within community and school

Implementation: Increase local options for healthy foods (co-ops, farm mkts, distributors, greenhouses etc)

Implementation: Develop infrastructure that will coordinate resources throughout the county (i.e. messages/educational opportunities, access, etc)

Strategy #2: Harness and expand local resources to educate and support healthy lifestyles

Implementation: Develop opportunities for people to learn and implement lifelong physical activity skills and knowledge of healthy lifestyles

Implementation: Increase worksite wellness programs

Goal #3 Washington County will reduce/prevent/manage substance abuse.

Strategy #1: Educate Washington County residents about existence/prevalence/impacts/prevention of substance abuse.

Implementation: Provide substance abuse information and education to all aspects of the community using existing community institutions

Implementation: Implement substance abuse education and prevention strategies in educational institutions and within community at large

Strategy #2: Provide healthy alternatives to substance abuse

Implementation: Link community with youth to develop positive mentoring and leadership opportunities

Implementation: Develop opportunities for youth to experience healthy recreational opportunities that include positive role modeling from adults and community

The committee then reviewed each outcome objective to develop SMART (Specific, Measurable, Attainable, Relevant, Time-bound) objectives. Consideration of attainable measures for each outcome included conversation of our rural area, economic resources and impact, social capital, and capacity of evaluation for benchmarks. The following is the result of the committees work.

Goal #1: All Washington County residents will have access to a full continuum of affordable health care services

Strategy #1: Strengthen transportation services from patient to services and services to patients

Outcome Objective #1: By 2016, increase to 25% the number of providers that routinely promote and access local transportation and other services that increase healthcare access services on behalf of their patients.

Strategy #2: Recruit/retain full continuum of service providers in Washington County.

Outcome Objective #2: By 2016, increase the number of service providers by 10%

Goal #2 Washington County residents will have access to healthy lifestyle options

Strategy #1: Facilitate year around availability and access of healthy foods within community and school

Outcome Objective #1: By 2016, increase by 15% the number of organizations providing healthy food choices and access

Strategy #2: Harness and expand local resources to educate and support healthy lifestyles

Outcome Objective #2: By 2016, increase by 15% the number of organizations providing resources and supporting healthy lifestyle options

Goal #3 Washington County will reduce/prevent/manage substance abuse

Strategy #1: Educate Washington County residents about existence/prevalence/impacts/prevention of substance abuse

Outcome Objective #1: By 2016, increase by 20% the number of Washington County residents that understand the existence/prevalence/impacts/prevention of substance abuse.

Strategy #2: Provide healthy alternatives to substance abuse

Outcome Objective #2: By 2016, increase by 10% the number of organizations providing healthy alternative to substance abuse

The MAPP Committee reconvened on January 8, 2013 to review the Strategic Outcomes.

Present were: Michael Edwards, Anne Perry, Eleody Libby, Sara McConnell, Angela Fochesato

Committee reviewed examples of MAPP plans and reviewed the Outcome Objectives determined by the group in October 2012. The committee determined that the measures identified would be difficult to measure as they were based on percentages. All outcomes were reviewed and an actual attainable number was linked to each outcome. Consideration of attainable measures for each outcome included conversation of our rural area, economic resources and impact, social capital, and capacity of evaluation for benchmarks. The following is the result of the committees work.

Goal #1: All Washington County residents will have access to a full continuum of affordable health care services.

Strategy #1: Strengthen transportation services from patient to services and services to patients.

Outcome Objective #1: By 2016, 4 providers will routinely promote and access local transportation and other services that increase healthcare access services on behalf of their patients.

Strategy #2: Recruit/retain full continuum of service providers in Washington County.

Outcome Objective #2: By 2016, increase the number of service providers by 2.

Goal #2 Washington County residents will have access to healthy lifestyle options.

Strategy #1: Facilitate year around availability and access of healthy foods within community and school

Outcome Objective #1: By 2016, 4 organizations will provide access to healthy food choices

Strategy #2: Harness and expand local resources to educate and support healthy lifestyles

Outcome Objective #2: By 2016, increase by 15 organizations will coordinate and provide resources and activity support healthy lifestyle options

Goal #3 Washington County will reduce/prevent/manage substance abuse.

Strategy #1: Educate Washington County residents about existence/prevalence/impacts/prevention of substance abuse.

Outcome Objective #1: By 2016, 10 Washington County community members, organizations and businesses will understand and promote the existence/prevalence/impacts/prevention of substance abuse.

Community Strategy #2: Provide healthy alternatives to substance abuse

Outcome Objective #2: By 2016, 5 organizations, schools and businesses and civic organizations providing healthy alternative to substance abuse.



Washington County: One Community Health Improvement Plan

Goal #1: All Washington County residents will have access to a full continuum of affordable health care services.

Outcome Objective #1: By 2016, 4 providers will routinely promote and access local transportation and other services that increase healthcare access services on behalf of their patients.

Strategy #1: Strengthen transportation services from patient to services and services to patients

Implementation: Encourage expansion of telemedicine

Implementation: Create/support community volunteer networks

Outcome Objective #2: By 2016, increase the number of service providers by 2.

Strategy #2: Recruit/retain full continuum of service providers in Washington County.

Implementation: Negotiate with medical schools to encourage placement

Implementation: Integrate rural health care services (e.g. dentistry) with introduction to region/community

Goal #2 Washington County residents will have access to healthy lifestyle options.

Outcome Objective #1: By 2016, 4 organizations will provide access to healthy food choices

Strategy #1: Facilitate year around availability and access of healthy foods within community and school

Implementation: Increase local options for healthy foods (co-ops, farm mkts, distributors, greenhouses etc)

Implementation: Develop infrastructure that will coordinate resources throughout the county (i.e. messages/educational opportunities, access, etc)

Outcome Objective #2: By 2016, increase by 15 organizations will coordinate and provide resources and activity support healthy lifestyle options

Strategy #2: Harness and expand local resources to educate and support healthy lifestyles

Implementation: Develop opportunities for people to learn and implement lifelong physical activity skills and knowledge of healthy lifestyles
Implementation: Increase worksite wellness programs

Goal #3 Washington County will reduce/prevent/manage substance abuse.

Outcome Objective #1: By 2016, 10 Washington County community members, organizations and businesses will understand and promote the existence/prevalence/impacts/prevention of substance abuse.

Strategy #1: Educate Washington County residents about existence/prevalence/impacts/prevention of substance abuse.

Implementation: Provide substance abuse information and education to all aspects of the community using existing community institutions

Implementation: Implement substance abuse education and prevention strategies in educational institutions and within community at large

Outcome Objective #2: By 2016, 5 organizations, schools and businesses and civic organizations providing healthy alternative to substance abuse.

Strategy #2: Provide healthy alternatives to substance abuse

Implementation: Link community with youth to develop positive mentoring and leadership opportunities

Implementation: Develop opportunities for youth to experience healthy recreational opportunities that include positive role modeling from adults and community