

A woman with a large backpack and a young girl are standing on a wooden boardwalk, looking out over a vast, green, marshy landscape. The woman is wearing a blue tank top and khaki shorts, and the girl is wearing a pink shirt and light blue shorts. They are both smiling and looking towards the right. The background is a soft-focus view of a marsh with tall grasses and a body of water under a clear blue sky.

HEALTH PROJECT

A COMMUNITY BENEFIT MINISTRY OF  MERCY HEALTH

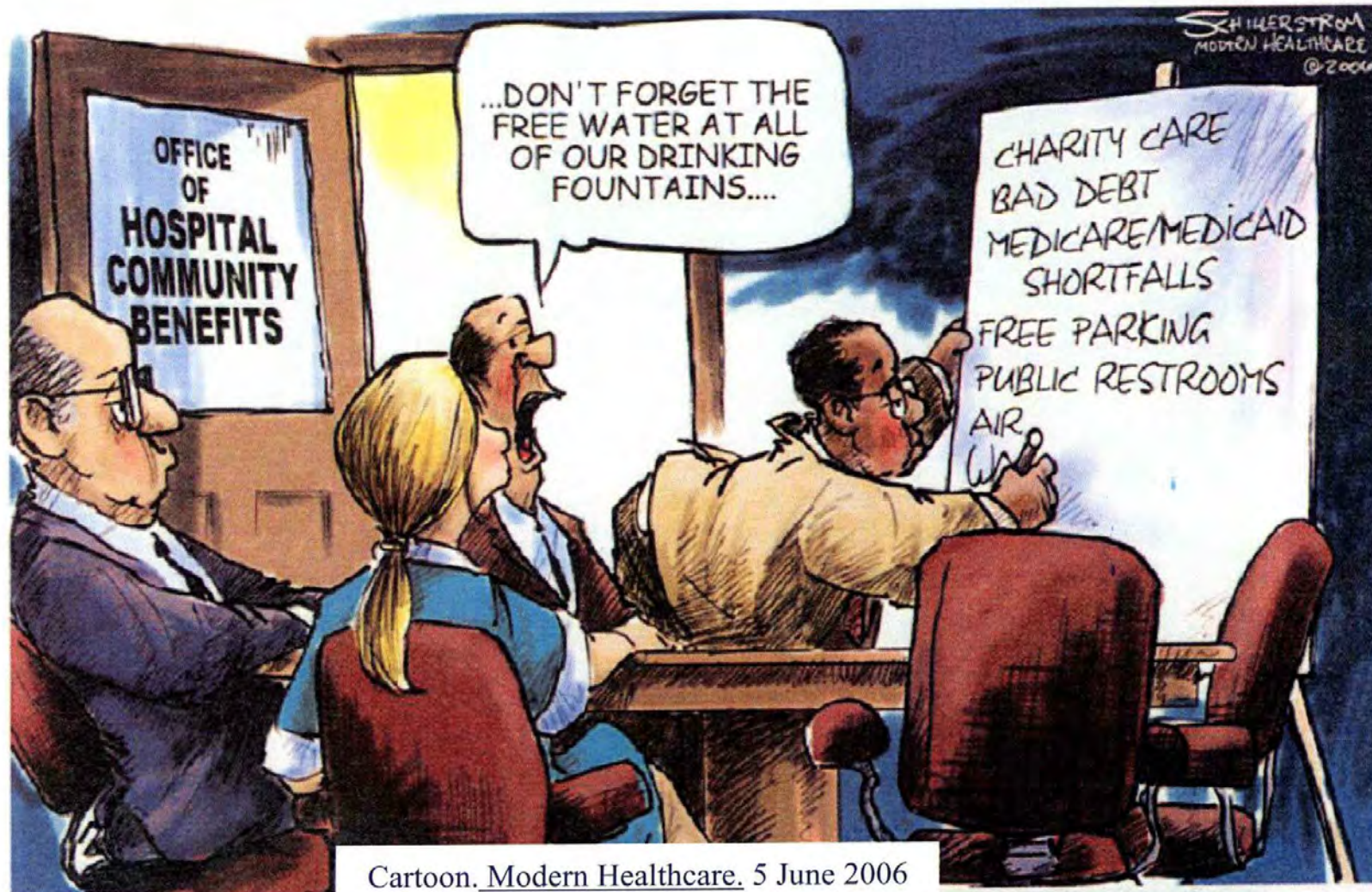
HEALTH PROJECT

Hospitals, Community Benefit and the
Coalition Connection

Laura Fitzpatrick



Opinions Editorials



Cartoon. Modern Healthcare. 5 June 2006

New Medical Center

FULLY OPEN
LATE 2019

Our new medical center is the largest construction project in the history of the Muskegon area. The economic impact analysis* considers the short-term effect of the project, from start to completion.

*Based on the Regional Industrial Multiplier System II (RIMS II) economic input-output model, developed by the Bureau of Economic Analysis (BEA)



Regional economy impact is estimated to result in:



\$278 million
spent in Muskegon area

\$75 million in earnings



1,600+
short-term jobs

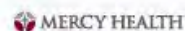
**\$155 million in added
value to the regional
economy**



MERCY HEALTH MUSKEGON SPECIALIZED SERVICES

Allergy Immunology
 Anticoagulation
 Bariatric Surgery
 Behavioral Health
 Bladder Clinic
 Birth Center with in-house laborists
 and anesthesiologists 24/7
 Cardiac Device Clinic
 Cardiology, including interventional
 cardiology and pacemakers
 Cardiothoracic/Open Heart Surgery
 Cardiovascular Surgery
 Comprehensive Breast Center
 Congestive Heart Failure (CHF) Clinic
 Coumadin Clinic
 Critical Care Medicine
 Dermatology
 Diabetes Education
 Emergency & Urgent Care
 Endoscopy, including endoscopic ultrasound
 Ear, Nose, Throat (ENT)
 Gastroenterology
 General surgery
 Geriatrics
 Gynecology
 Healthcare Equipment
 Hepatitis C Clinic
 Home Healthcare
 Hospice
 Hyperbaric Oxygen Therapy
 Imaging, including CT, MRI and Nuclear Medicine
 Infectious Disease
 Infusion Services
 In-house internal medicine physicians 24/7
 Laboratory
 McClees HIV Clinic
 Memory Clinic
 Mercy Health Management

Mercy Heart Center
 Nephrology
 Neurology
 Neurosurgery
 Occupational Medicine
 Oncology, including radiation and
 medical oncology
 Ophthalmology
 Orthopedic Surgery
 Osteopathic Manipulative Medicine
 Pain Clinic
 Palliative care
 Pathology
 Pediatrics
 Pharmacy
 Physical Medicine and Rehabilitation
 Primary Care – Family Medicine, Internal Medicine
 and Internal Medicine/Pediatric Physicians and
 Advanced Practice Professionals
 ProMed Ambulance
 Pulmonary Medicine
 Rehabilitation
 Rheumatology
 Sleep Center
 Special Care Nursery
 Spine Services
 Sports Medicine & Athletic Performance Training
 Stroke Care
 Thoracic Surgery
 Trauma Care (Level II trauma center)
 Urogynecologic Surgery
 Urology
 Vascular Surgery, including endovascular surgery
 Wound Care



imagine. build.
TRANSFORM
 advancing our community's health care

MERCY HEALTH REGIONAL MAP



SHELBY
 Lakeshore Campus

MUSKEGON
 General Campus
 Hackley Campus
 Mercy Campus
 Johnson Family
 Cancer Center

NORTON SHORES
 Lakes Village

ROCKFORD
 Rockford Campus

GRAND RAPIDS
 Saint Mary's
 Campus

Hauenstein
 Neuroscience
 Center
 Lacks Cancer
 Center
 Wege Institute for
 Mind, Body and
 Spirit

BYRON CENTER
 Southwest Campus

Mercy Health - Our Commitment to Community

- ❑ Work to improve the health of the broader community
- ❑ Coordinate or provide services for the poor and underserved



Mercy Health - Community Benefit Investment - \$23 Million

- ❑ **Financial Assistance - \$3 million plus**
- ❑ **Community Health Improvement**
 - ❑ Coalitions
 - ❑ Athletic Trainers In Every School District
 - ❑ SafeKids West Michigan
 - ❑ Multiple non profits supported with Grants
- ❑ **Outreach**
 - ❑ Community Events & Health Fairs
 - ❑ Wheels of Mercy
- ❑ **Enrollment**
 - ❑ Health Coverage
 - ❑ Financial Assistance Program
 - ❑ Pharmaceutical Access + Medicare Counseling
- ❑ **Care Coordination**
 - ❑ Pathways Community Hub Model
 - ❑ Community Health Workers

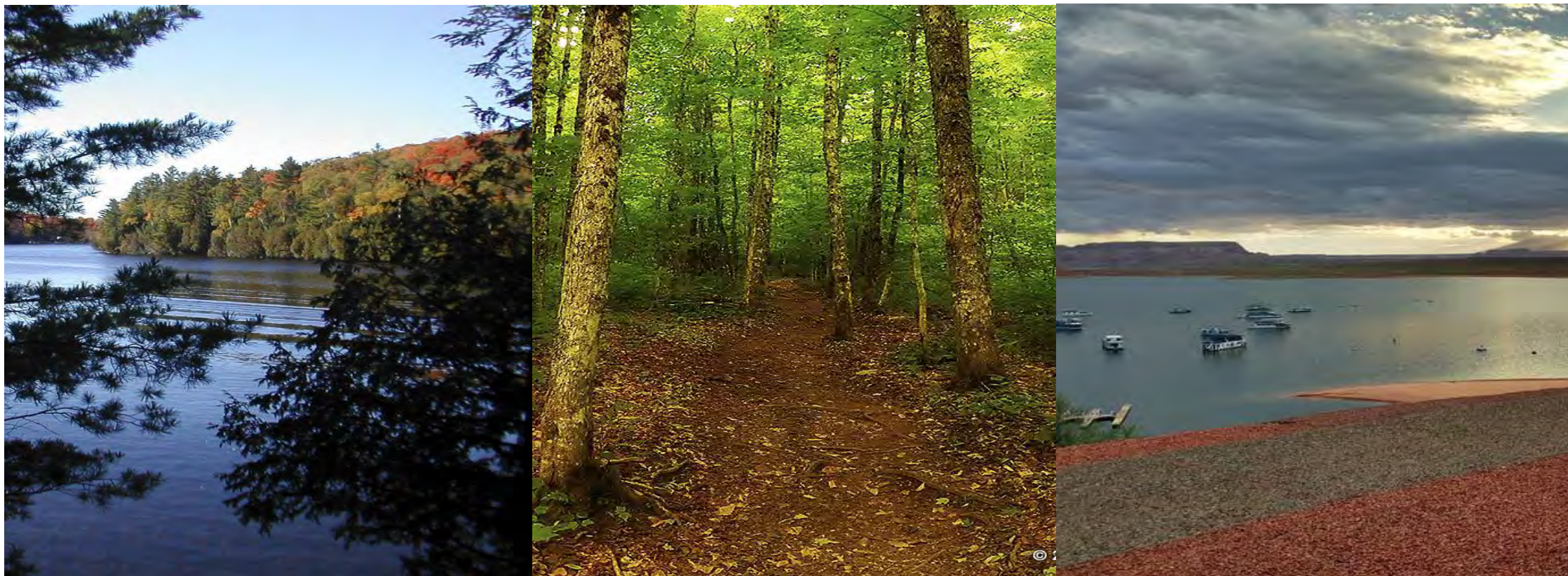


Mercy Health - Health Project History

Health Project launched in 1993

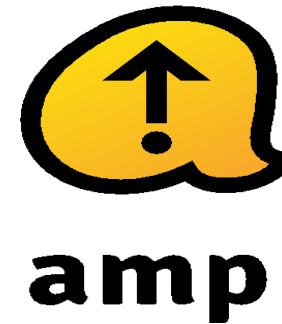
- ❑ W. K. Kellogg Foundation partnership to mobilize community around health;
 - ❑ Improve community health status
 - ❑ Extend coverage and access to care –
 - ❑ Address disparities within communities
- ❑ Acquired by Mercy Health in 2008 – 2010
- ❑ Functions as external Community Benefit Office for Mercy Health.
- ❑ Offers direct enrollment services for pharmacy access, Medicaid, Food Assistance, Financial Aid – Mercy, Social Security, Lions Club.
- ❑ Acts as convener for multiple community health improvement groups in Muskegon – Over 26 groups in 25 years – 475 leaders.
- ❑ Founding Member of Communities Joined in Action (CJA)





Community Health Needs Assessment

Hearing from our community about what we need and deciding how to respond

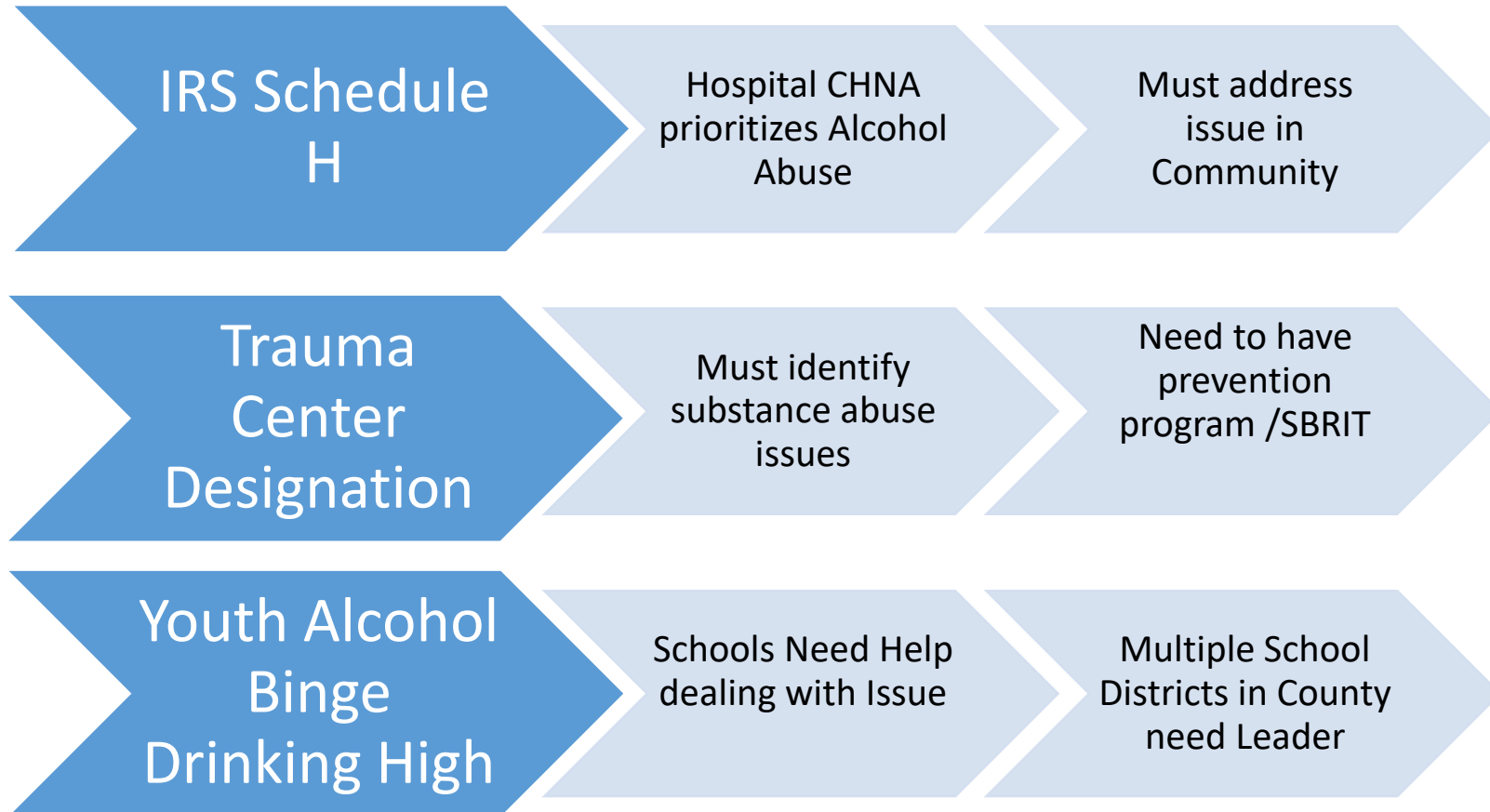


How Do they Work?

- ❑ Convening community around an identified issue
- ❑ Governance Structure and Strategic Framework
- ❑ Staffing & Fiduciary Management
- ❑ Membership Recruitment
- ❑ Data-driven decision-making
- ❑ Action Planning
- ❑ Provide resources for implementation



Putting it All Together for Your Community



Strategic Prevention Framework



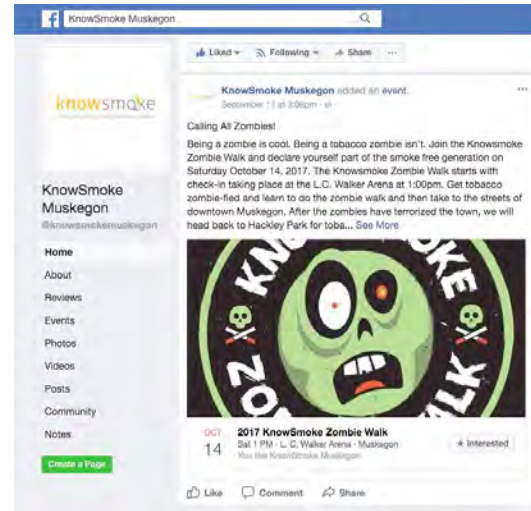
Capacity and Branding

- Recruit members and dynamic leader champions.
- Form team and elect leadership
- Initial meetings establish vision, values, and mission.
- What is the story and elevator pitch of the group.
- Bring in media partner for branding.
- Websites / Templates/ Outreach Kits
- Social Media
- Newsletter





Website



Facebook Ads



Posters & Flyers



T-shirts



Stickers





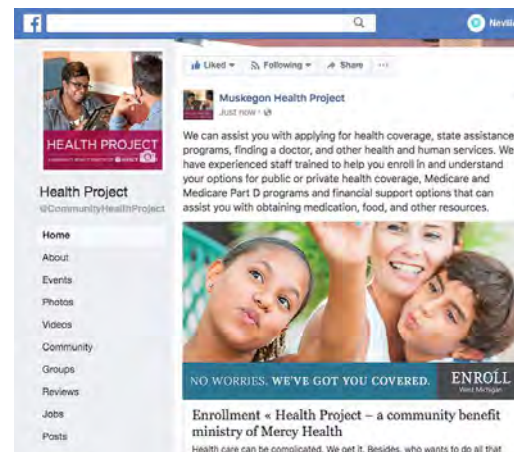
Website



Rack Card



Bus Ads



Facebook Ads



Billboards



Website

what every **person** should know about

MEDICAL MARIJUANA

some fast facts on what it means for your community

education & youth

- 1 in 6 who start use in adolescence become addicted.
- Since legalization, Colorado youth rank #1 in use nationally.
- The top two school violations in Colorado are possession (53%) and being under the influence during school hours (45%).

public health

- Emergency Department rates increased 49% in Colorado following legalization.
- Hospital rates increased 52% in Colorado following legalization.
- Since legalization, 1 in 6 Colorado infants test positive for marijuana. This is more than double compared to prior to legalization.

public safety

- Marijuana-related traffic deaths increased 62% in the first year and 48% in a three-year average following recreational legalization in Colorado.
- 8,701 reported property and violent crimes increase since legalization (56%).
- "Denver is losing visitors and valuable convention business as a result of these overall safety (or perception of safety) issues." - VISIT DENVER report

economics & business

- Marijuana-related tax revenues from the sale of recreational and medical marijuana accounts for only about 0.5 percent of Colorado's total statewide budget (FY2016).
- As of January 2016, there were 424 retail marijuana stores in the state of Colorado compared to 322 Starbucks and 202 McDonald's.
- In Muskegon County, 51% of businesses surveyed said legalization would affect business. 75% oppose legalization.

Know the law on Medical Marijuana:

As of December 20, 2016 if you have a medical marijuana card, marijuana infused edibles are now legal and the State of Michigan has now begun the process of creating a licensing structure that will commercialize the medical marijuana industry. This includes growing, processing, transporting, dispensing, and testing marijuana used for medical purposes.

You have the power to decide if marijuana is right for Muskegon.

68% of local jurisdictions in Colorado have already banned medical and recreational marijuana businesses.

A COALITION OF THE HEALTH PROJECT
A COMMITMENT TO THE HEALTH OF MICHIGAN
amp
alliance for marijuana prevention
565 W. Western Avenue, Muskegon, MI 49440 | mchp.org | P: 231.672.3201 P: 231.672.8407 Toll-Free: 1.866.671.4819

what every **business** should know about

MARIJUANA

some fast facts on the effects of drug use

attendance

Studies have linked workers' marijuana smoking with increased absences, tardiness, accidents, workers compensation claims, and job turnover. (drugabuse.org)

productivity

Drug abusers are less productive on the job and far more likely to miss work. (McLeanInsurance.com)

medical costs

Medical costs for substance abusers typically run 300% more than those of other employees. (McLeanInsurance.com)

accidents

Substance abusers are almost 4 times more likely to be involved in workplace accidents. (NIDA)

employment pool

Many employers have problems filling positions because applicants cannot pass drug tests. (Join Together)

employers say no

Three-fourths (76%) of employers report that they would not support legalization of recreational marijuana use. (2015 Muskegon County Business Survey)

make no mistake ... it's still a dangerous drug.
The American Medical Association considers cannabis a "dangerous drug" that should not be legalized for either recreational or medical use.

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what every **doctor** should know about

MARIJUANA

some fast facts on the effects of drug use

10x the potency

Edibles such as cookies and chocolates made from THC concentrates are typically ten times more potent than traditional joints. (Poison Control Center)

check their brain

Marijuana affects the developing brain leading to an average of 8 point decrease in IQ in adults who used marijuana as teens. (NIDA)

marijuana potency

THC, the psychoactive ingredient in marijuana has increased from an average of 1% (1970) up to 30% (2013). (Join Together)

mental health

Marijuana increases the risk of psychosis and is associated with chronic psychotic disorders such as schizophrenia. (NIDA)

a whopping 33%

33% of Michigan teens have tried marijuana - soon to surpass cigarette smoking at 35.8%. (2013 YRBS)

drugged driving

Marijuana can cause more car accidents than any other illicit drug. (National Highway Traffic Safety Association)

make no mistake ... it's still a dangerous drug
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what every **educator** should know about

MARIJUANA

some fast facts on the effects of drug use

one in six

Teens who use marijuana become addicted. (NIDA)

check their brain

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10x the potency

Edibles such as cookies and chocolates made from THC concentrates are typically ten times more potent than traditional joints. (Poison Control Center)

perception

As perception of harm decreases, teen marijuana use increases. (Monitoring the Future Survey)

short-term memory

Marijuana can cause short-term memory problems which can last for days or weeks. (NIDA)

easy to conceal

Marijuana concentrates (Butane hash oil) can be odorless and used in vaporizing pens.

school performance

A teen that uses marijuana is much more likely to report failing grades. (SAMHSA)

marijuana potency

THC, the psychoactive ingredient in marijuana has increased from an average of 1% (1970) up to 30% (2013). (Join Together)

marijuana use in the last thirty days
7% of 8th graders, 18% of tenth graders and 23% of 12th graders have used marijuana in the past month. (Monitoring the Future Survey)

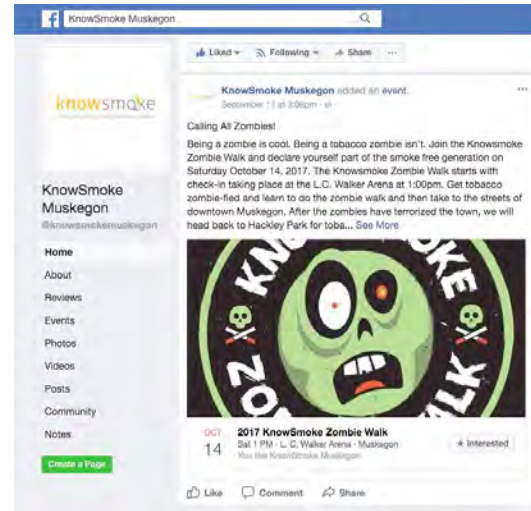
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Infographic Flyers





Website



Facebook Ads



Posters & Flyers



T-shirts

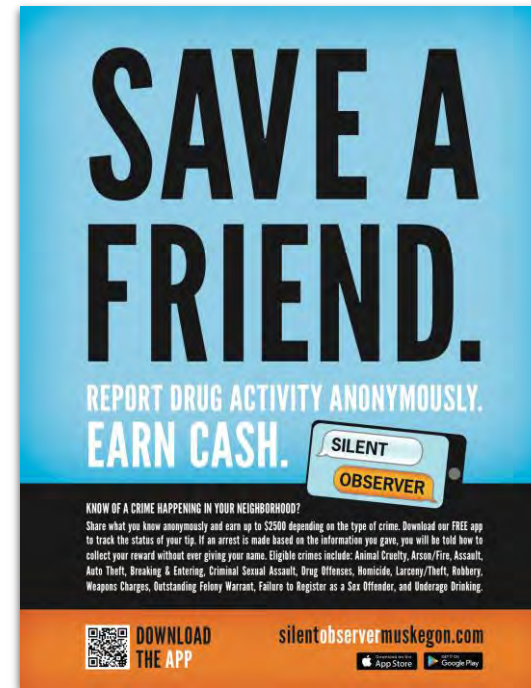


Stickers

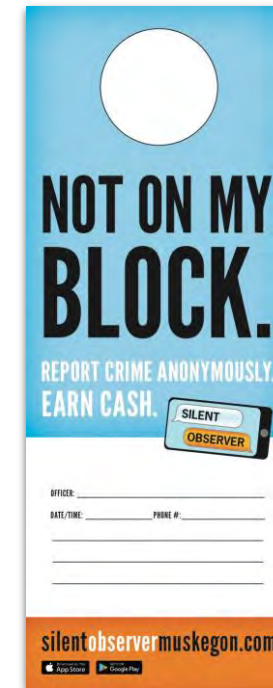




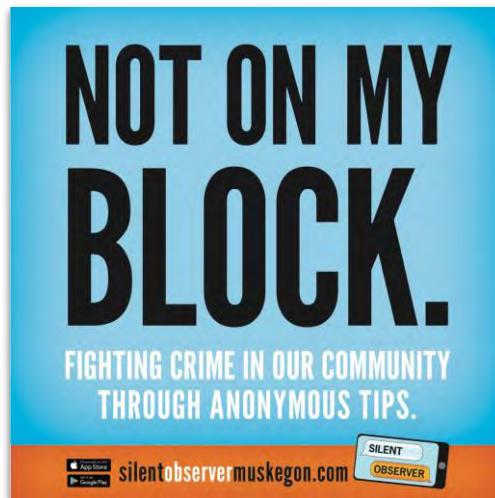
Billboards



Posters & Flyers



Community Door Hangers



Business Window Decals



Facebook Ads



Bus Ads



Business Cards





Medication Disposal Event

MAMDP Take Back Event

April 27, 2019

- Norton Shores Fire Department
- Starts at 9 a.m. – 1 p.m.
- Taking Back - Medications, Sharps, etc.
- Over 300 vehicles every event
- Over 35,000 pounds collected since 2010
- Mercy Health Pharmacists
- City helps with venue, fire department, police department, volunteer greeting.

Coalition for a Drug Free Muskegon

- **Founded in 2004**, Muskegon received 10 years of DFC funding ending in 2015. Currently has support from Lakeshore Regional Entity (LRE), SAMSHA/ Partnership for Success III and Mercy Health - \$110,000 per year from hospital.
- **Annual budget** of \$180,000, approximately 50% is staff; 10% admin; 15% is capacity building, and 35% of funding is used for community use in implementing strategies.
- **Leverages** \$100,000 + from other community members annually.
- **48 organization** with **95 active members** from the 12 sectors.



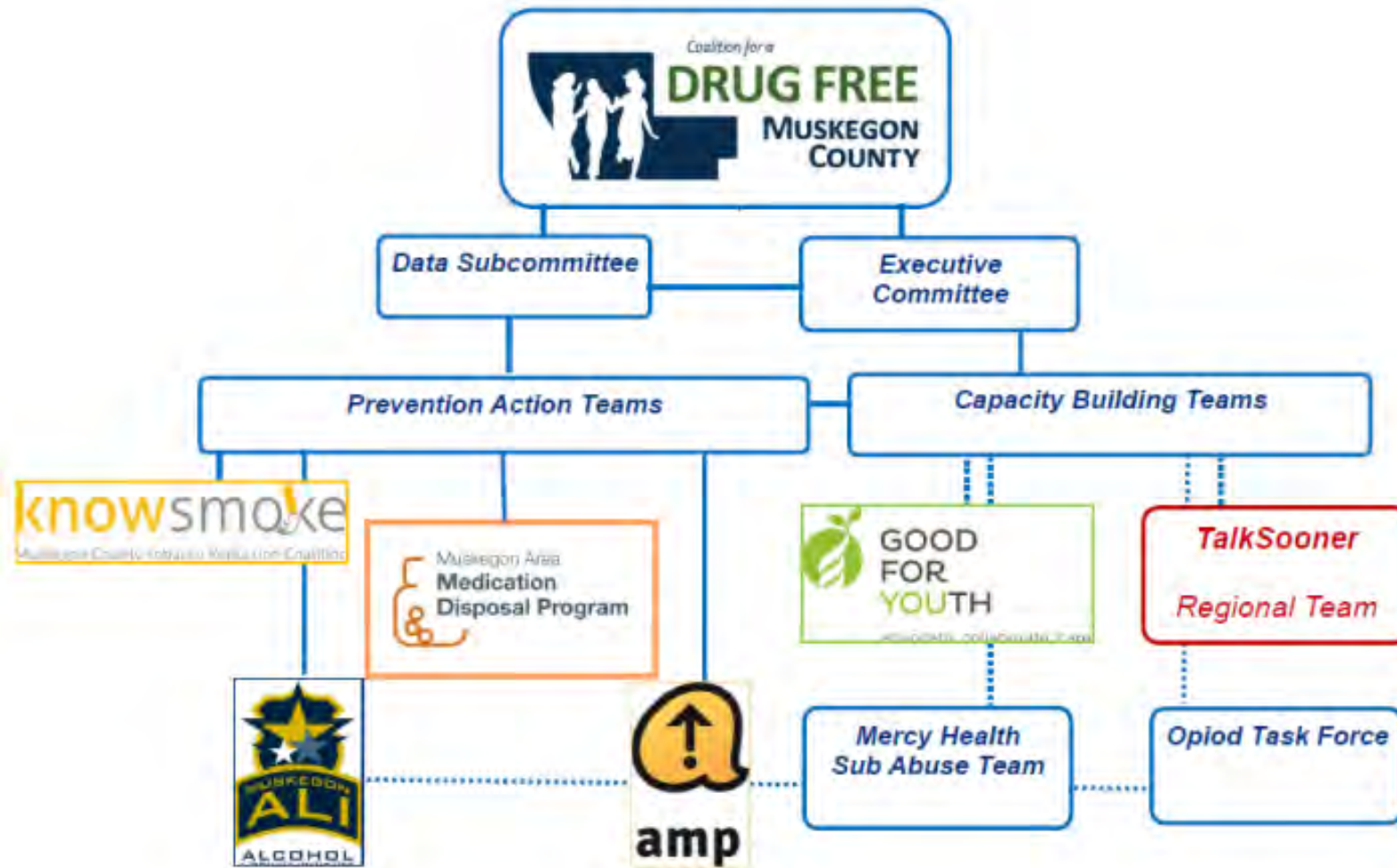
Coalition members with Senator Stabenow presenting check from Office of National Drug Control Policy

Recognition

- ❑ 2015 CADCA Got Outcomes – Coalition of the Year
- ❑ Several State Awards – MADD, Michigan Dept. Of Ed.
- ❑ Featured in 2015 National Drug Control Strategy
- ❑ Office of National Drug Control Policy – Best Practice
- ❑ Obama White House Visited Muskegon during National Prevention Week



DFC Structure



Data Committee

- ❑ Over sees data collection, analysis, development, and
- ❑ Strategic Planning - Better Access to Data
- ❑ Miphy – All schools and one parochial.
- ❑ CORE – MCC and Baker College
- ❑ Traffic Crash, courts, mortality, hospital and opioid overdose data, RAAPS – Teen Health Data,

Uses Data To Drive Action in Community Continually

Data-Driven Planning Process

- ❑ Assess Local Data – 20 sources of data
- ❑ Long Term Strategic Planning – Every 4-5 Years
- ❑ Logic Models -
- ❑ Set Up Evaluation
- ❑ Action and strategy plans by subcommittees
- ❑ Strategies also have to pay attention to data elements – No oooh Shiney!



Structure of Each Collaborative

- ❑ All groups have staff and volunteer Chairs of action teams
- ❑ Meets monthly
- ❑ **Strategic Planning completed ever 3-4 years**
 - ❑ Sent to subcommittees for Action Planning – Annual Approval Required
 - ❑ Budget must match plans with outcomes measurements
- ❑ **Coalition Evaluation - Completed**
 - ❑ Website & Member communication and outreach
 - ❑ Data, Outcomes & Evaluation
 - ❑ Financial Transparency & Priorities
 - ❑ Coordination and Maximizing Resources

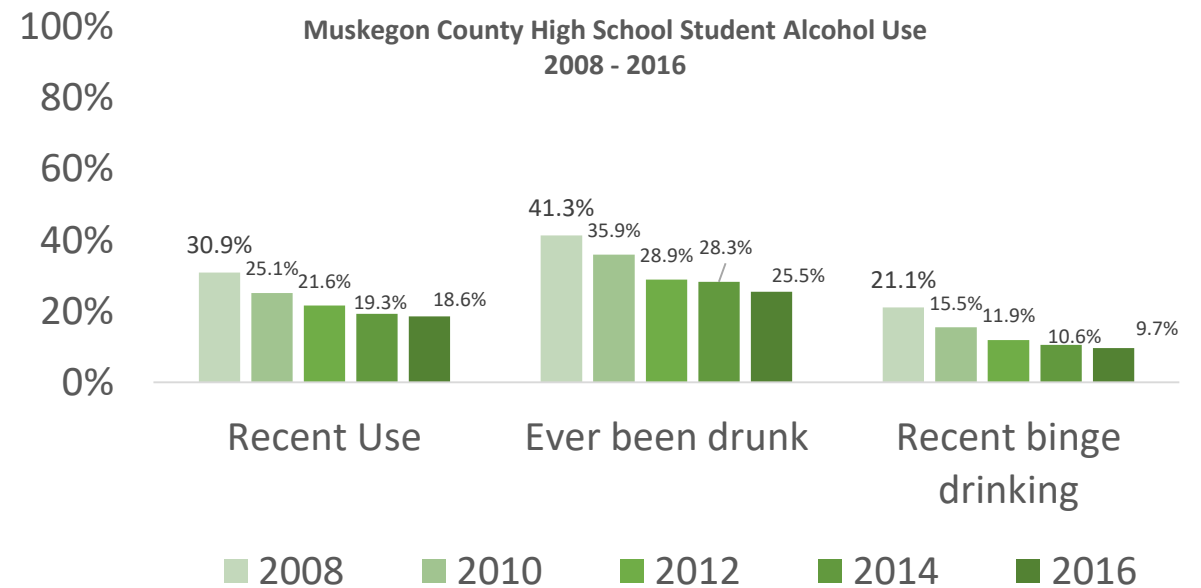
Implementation Action Teams

- ❑ Annual Action Plan
- ❑ Budget for Plan
- ❑ Multiple Strategies – Member Driven & Involved
 - ❑ Education
 - ❑ Awareness
 - ❑ Events
 - ❑ Policy
- ❑ Evaluation a must.
- ❑ Staff is backbone with logistics, meetings, funding, contracts & media



Evaluate Data and Beyond!

- Are we going in the right direction?
- What else do we look at?
- What are we missing?
- What mid-course corrections do we need to take?
- Look at the resources and action plan again.



Health Project Coalition Impact

- ▣ Thousands of people enrolled in coverage
- ▣ 51 % reduction in teen binge drinking
- ▣ 45% reduction in teen smoking
- ▣ Over 36,000 pounds of unused medications collected
- ▣ Increased cultural competency capacity within the community
- ▣ Increased utilization of Advance Directives
- ▣ Advocating for Good Public Health Policy – local, state, and Federal
- ▣ Brought over \$ 3.5 million in grants to Muskegon to leverage with local resources



History

- Data showed Pervasive Drinking in Muskegon “Beer Tent Capital”, Youth drinking data more than state.
- Triple Fatal Car Accident in 2017
- Grant Funding at Health Project
- Formed in December 2008
- Strong leadership and accountability
- Coordinates law enforcement & prevention efforts on alcohol.
- Members from 25 organizations including law enforcement, substance abuse agencies, wholesaler, distributor, colleges, schools, and the hospital.
- Data lead to multiple strategies for education, awareness, retailers, teens, schools.

Muskegon Alcohol Liability Initiative



<http://www.muskegonali.org/#About>



Muskegon ALI Activities

- County-wide FaceTheBook Contest
 - Billboard Contest
 - Poster Contest
- Alcohol Collegiate Awareness Week
- Binge Effects
- Party Patrol
- Prom Support
- Compliance Checks
- Ride with Pride – Now expanded to 7 school districts
- Graduation activities – safe proms

DATA DRIVEN STRATEGIES

Too many retailers are willing to sell alcohol to minors in Muskegon

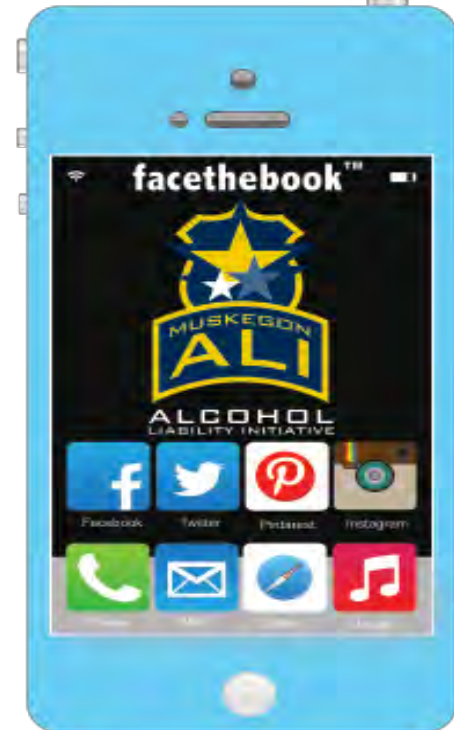
- ❖ Educate 280 alcohol retailers on alcohol beverage issues and compliance annually.
- ❖ Enhanced enforcement compliance of alcohol retailers
- ❖ Advocate for local ordinances that strengthen special use license language – Beer Tents
- ❖ Became active with Michigan's Liquor Control Issues to monitor and advocate for policy changes at the state level.



Youth did not know the consequences of drinking

- ❖ Enhanced law enforcement for party patrols and response teams.
- ❖ Educate high school youth about legal consequences of purchasing alcohol through campaigns.
- ❖ Utilize youth to drive social media and education of peers.

FACETHEBOOK Muskegon





WWW.MuskegonAli.org




Retailer Education



Ride with Pride School Banners


Social Media – Facethebook Muskegon

Page Inbox **21** Notifications **44** Insights Publishing Tools Promotions Settings Help ▾




Facethebook
Muskegon
@facethebookmuskegon

Home
About
Events
Photos



Boost Your Post for \$20
Your post is one of the most engaging posts on your Page. Boost it to get more reactions, comments, and shares.

Boost Post






82% OF HIGH SCHOOLERS ARE NOT CURRENTLY DRINKING ALCOHOL. APPLE Juice



POST DETAILS

Facethebook Muskegon added 3 new photos.
Published by Rachel McCoy · 7 · May 11 at 9:53am · 🌐

Congrats to the Middle School Poster Contest winner, Brayden! Muskegon ALI members celebrated the middle school winner of the FaceTheBook Poster Contest with a pizza party and swag bag. Thank you Brayden for educating your classmates on the dangers of underage drinking!



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 5,800 people.

1,284 people reached

Boost Post

👍 Verna Wambaugh-Davis, Ivan Morris and 8 others 1 Share

Like Comment Share 🌐

Performance for Your Post

1,284 People Reached

43 Reactions, Comments & Shares

39	9	30
Like	On Post	On Shares
3	1	2
Love	On Post	On Shares
0	0	0
Comments	On Post	On Shares
1	1	0
Shares	On Post	On Shares

219 Post Clicks

108	0	111
Photo Views	Link Clicks	Other Clicks

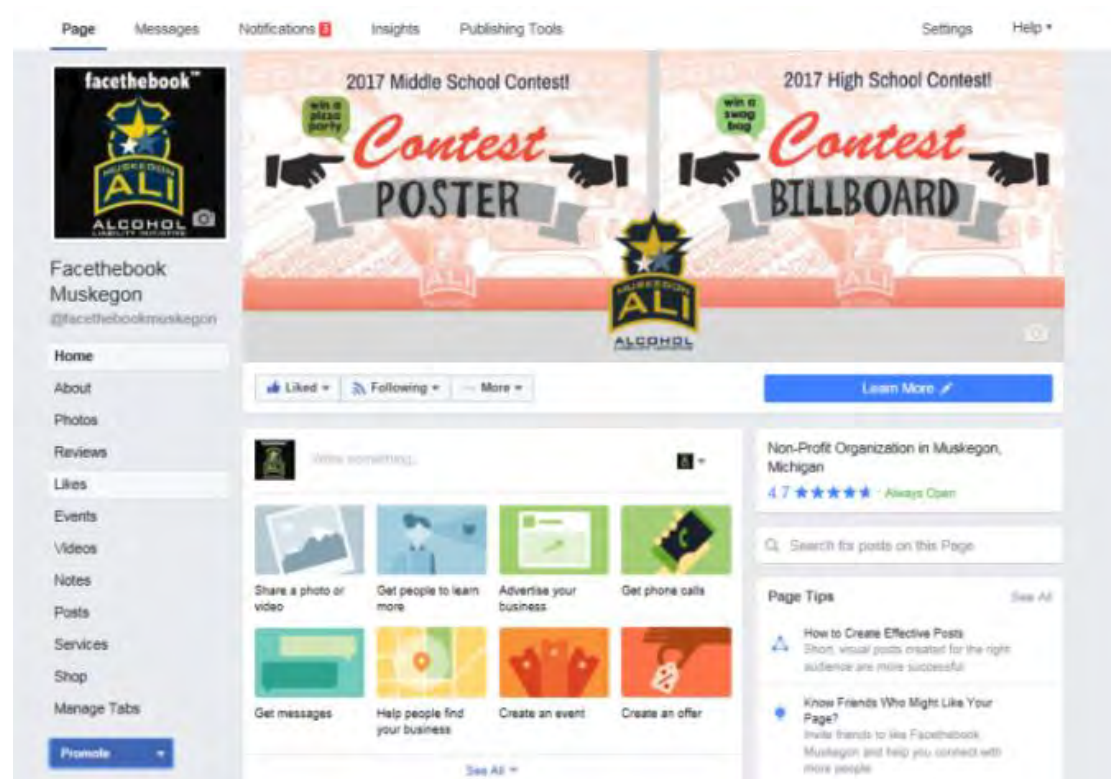
NEGATIVE FEEDBACK

0	0
Hide Post	Hide All Posts
0	0
Report as Spam	Unlike Page

Reported stats may be delayed from what appears on posts



High School & Middle School Billboard and PSA Contests



High School Billboard Winner 2018

Law Enforcement is Engaged with Youth and Community



Collegiate Alcohol Awareness Week – October



ride with pride

SAILORS

- ❖ Incentive Based Positive Reinforcement Program that aligns with School Districts – Multi Tiered Systems of Support
- ❖ Positive Reinforcement
- ❖ Prevention Campaigns with Multiple Organization
- ❖ Embeds Law Enforcement Within Schools
- ❖ Local Businesses Joyfully Contribute to Program!





ride with pride

Safe Driving and Positive Behavior Pledge

I, _____, do hereby pledge to abstain from unhealthy and unsafe behaviors such as underage drinking, drunk driving, and distracted driving. I understand that consuming alcohol or any other controlled substances impairs my ability to make good decisions and to drive safely. I also understand that texting while driving impairs my ability to drive safely and puts myself and others at risk of serious injury or death.

I agree to encourage my peers to refrain from underage drinking, driving while intoxicated, and distracted driving.

By signing this contract I agree to adhere to the terms and conditions listed below:

1. I pledge to not drink alcoholic beverages and drive
2. I pledge to not text while drive
3. I pledge to not participate in any form of alcohol drinking parties
4. I pledge to not get into a vehicle with a driver that has consumed alcoholic beverages
5. I pledge to not consume any un-prescribed controlled substances
6. I pledge to wear my seatbelt whenever riding in a vehicle or driving a vehicle
7. I pledge to encourage others to wear seatbelts when riding in or driving a vehicle
8. I pledge that I will not be convicted of any traffic or alcohol related offenses
9. I pledge to not be involved in any disciplinary actions at school
10. I pledge to follow the Mona Shores High School Positive Behavior Matrix
11. I pledge to have no negative contacts with police
12. I pledge to remain enrolled as a student
13. If I win the car, I am solely responsible to provide the proper insurance and may be responsible for tax, title and license. I release Mona Shores Public Schools, Norton Shores Police Department, and/or any sponsor of the Ride with Pride Program from any further financial commitments.
14. If I am selected as a finalist to win the car, Mona Shores High School and/or Norton Shores Police Department will obtain permission from my parent or guardian to participate

Final contestants will be entered into a random drawing held in Spring, 2014 to win a car or moped. I agree to have my name entered for final screening for which school and law enforcement officials will approve the final contestants. Participants must have a valid driver's license by April 30, 2014 to be eligible to win the car. All other participants will be eligible to win a moped. Any participant with an invalid or suspended license will not be eligible for either the moped or the car. I understand I will be disqualified from the contest if I violate any of the terms and conditions listed above. By signing this pledge, I agree to allow law enforcement or school officials to randomly check my compliance in the above listed terms and conditions. I understand I will be disqualified from this contest if law enforcement or school officials find that I have violated any of the above. One entry per student and the pledge form must be turned in by October 25, 2013 to the counseling office in order to be considered.

Name (Print Full Name) _____

Student Signature _____ Today's Date _____

Parent Signature _____ Today's Date _____

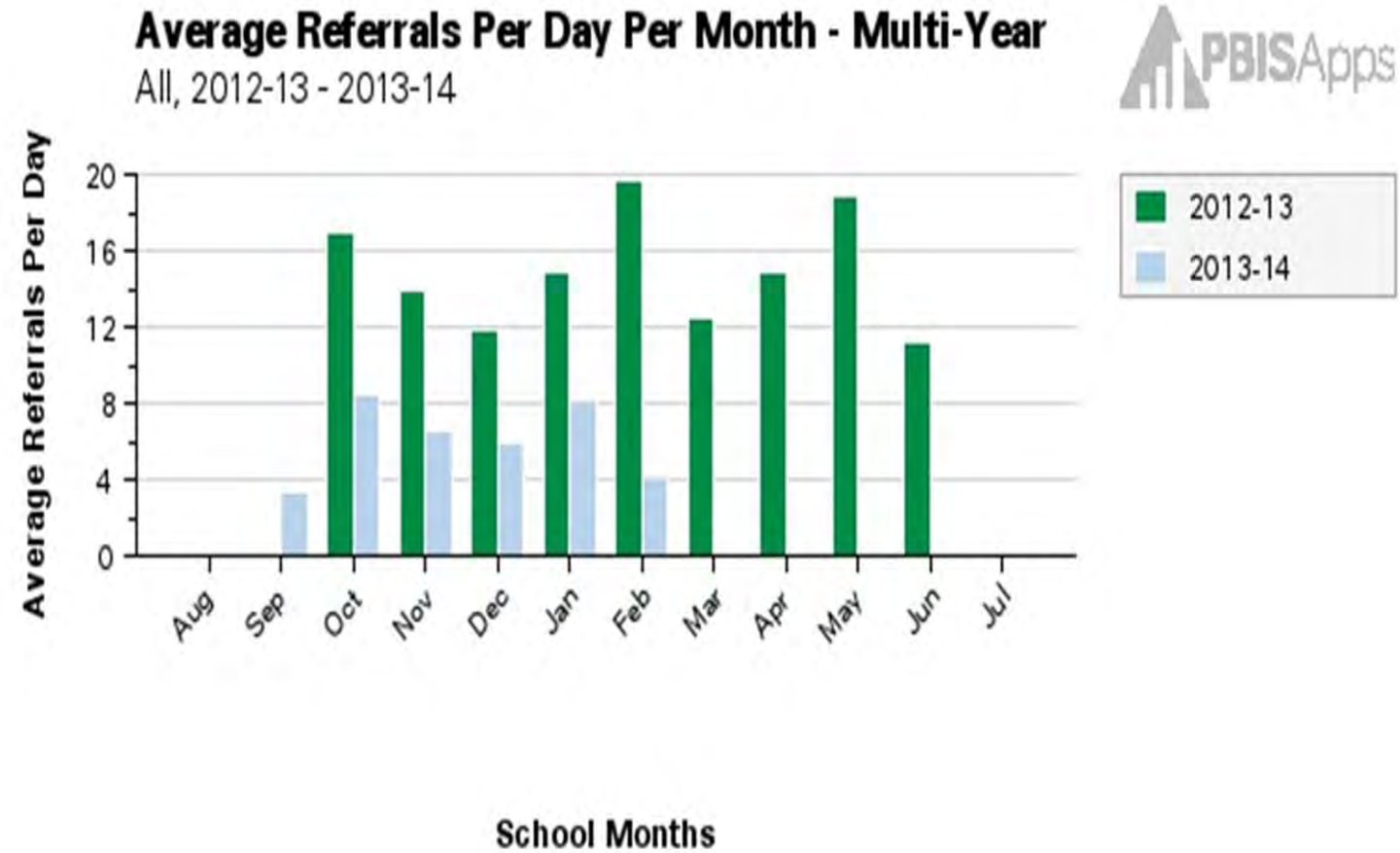
SAILORS **ride with pride**

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- I pledge to follow the Mona Shores High School Positive Behavior Matrix

SAILORS ride with pride



Ride With Pride Results



Coalition Policy Outcomes

- ❑ **Advocating for Good Public Health Policy – local and state**
 - ❑ Smokefree Workplaces – Bars and Restaurants
 - ❑ Multiple ordinances for alcohol events
 - ❑ Youth E-Vaping Ordinances
 - ❑ Changes to prescribing opioids
 - ❑ Working on Tobacco 21
 - ❑ Awareness on issues of Marijuana legalization
 - ❑ Members of Congress, state legislatures and city and county commissioners at our meetings.

Funding – Federal Drug Free Communities

Drug Free Communities Support Program

- ❑ Established in 1997 – Funds backbone for Substance Use Disorder Coalitions for Youth
- ❑ \$125,000 / year for up to 10 Years!
- ❑ One to One Match
- ❑ Must Use Strategic Prevention Framework (SPF)
- ❑ Must be existing collaborative for six months.
- ❑ Rigorous Application – Switching from SAMSHA to ONDCP
- ❑ Application – Any Day Now!

Funding – Hospitals

- ❑ Hospitals Community Health Needs Assessments – 3 Year Cycle
- ❑ Must File an Implementation Plan of Priorities
- ❑ Community Building / Coalition work counts
- ❑ Prevention always identified
- ❑ Emerging excitement about Social Determinants of Health
- ❑ System Wide Priorities Emerging for Local Hospitals
 - ❑ Trinity – Obesity, Tobacco Use & Social Determinants of Health

Find out more about Community Benefit

- ❑ American Hospital Association (AHA-ACHI)
 - ❑ Association for Community Health Improvement
- ❑ Catholic Health Association (CHA)
 - ❑ Community Benefit 101
- ❑ Community Commons



Let's Keep the Conversation Going



LIKE and **FOLLOW** us on Facebook

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- **AMP Muskegon** – www.ampmuskegon.org and follow us on Facebook at /ampmuskegon
- **Knowsmoke Muskegon** – www.knowsmokemuskegon.org and follow us on Facebook at /knowsmokemuskegon
 - Instagram/knowsmokezombiewalk
 - SnapChat/knowsmokezombiewalk
- **Muskegon Area Medication Disposal Program** – www.mamdp.com and follow us on Facebook at/MuskegonAreaMedicationDisposalProgram



Let's Keep the Conversation Going



LIKE us on Facebook -



Laura Fitzpatrick, 231.672.3207 | Fitzpalm@mercyhealth.com

Manager, Community Health Improvement, Mercy Health

