

# A LOT CAN HAPPEN IN A YEAR

**2016**  
YEAR IN REVIEW



**ECHO**

Energizing Connections for Healthier Oakland







Jaimie Clayton  
Oakland Family Services  
President/CEO  
ECHO Co-Chair



2016 was an eventful year for Energizing Connections for Healthier Oakland (ECHO). The first few months were spent finalizing the Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP) for public release. The CHA resulted from four assessment teams working to collect and compile data and information, painting a picture of health in Oakland County. This data formed the backbone for the CHIP, which was developed and approved by the ECHO Steering Committee. Both the CHIP and CHA are available online at [www.oakgov.com/ECHO](http://www.oakgov.com/ECHO).

The CHIP outlines goals, objective, and actions that can improve health through five strategic issues – Healthy Eating, Active Living, Built Environment, Access to Care, and Data and Informatics. As ECHO delves into the action phase, the CHIP provides a framework to guide activities moving forward.

Four ECHO action teams were organized with community partners to assist with implementing the CHIP and develop approaches that will influence health improvement. By working together to align strategic plans, build new programs, and strengthen ongoing services that complement the CHIP, we will advance our efforts within the changing landscape of the public health system.

These accomplishments mark a significant step towards achieving our vision of a healthy, connected, and thriving community. Together we can fulfill the ECHO vision and will move forward with strong momentum. We are looking forward to continuing this work in 2017 and for many years to come as we strive to make Oakland County the best place to live, work, and play!

Sincerely,  
Jaimie Clayton  
Bonnie Kincaid  
Kathy Forzley



Bonnie Kincaid  
Oakland County Medical Authority  
Executive Director  
ECHO Co-Chair



Kathy Forzley  
Oakland County Health Division  
Manager/Health Officer



## BACKGROUND

Oakland County Executive L. Brooks Patterson is dedicated to making Oakland County one of the best places to live, work, play, and raise a family over the last 24 years. This includes improving the quality of life through active and healthy communities. Oakland County Health Division also embraces this vision and organized Energizing Connections for Healthier Oakland (ECHO), a community health improvement initiative, in 2014. Since its inception, ECHO has partnered with community organizations and members throughout the county to fulfill its vision of **“Healthy people connected to a thriving community.”**



## A CALL TO ACTION

On June 23, 2016, ECHO hosted Connecting for Health: A Community Call to Action, where the Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP) were launched to the public. More than 145 community partners attended and heard representatives from the Prevention Institute in Oakland, California provide the keynote address, outlining community approaches to prevention, including working across sectors to improve health. These partners from diverse disciplines also joined together in a workshop to understand one another’s perspectives and identify strengths and gaps in their partnerships.

Participants received copies of the CHA and CHIP and began identifying ways to partner and make an impact on health in Oakland County. During the event, Kathy Forzley and Oakland County Health Division staff reviewed key data and presented the five Strategic Issues that form the backbone of the CHIP:



HEALTHY EATING



ACTIVE LIVING



BUILT ENVIRONMENT



ACCESS TO CARE



DATA & INFORMATICS

ECHO has now progressed into the action phase, engaging with and recruiting additional partners to begin implementing activities in the CHIP. ECHO began with a steering committee of 30 members and has grown to 151 participants from 88 organizations. Since the June launch, ECHO has added an additional 38 partner organizations.



The **Access to Care Workgroup** has identified programs and services designed to increase access to care, including health system navigators to assist with health insurance enrollment and accessing care. The workgroup is also aiming to increase the frequency of Mental Health First Aid training within the county to improve linkages to comprehensive health care.

**UPCOMING ACTIVITIES:**

- Cultivate the ECHO Service Directory as a tool to promote and share resources
- Complete a gap analysis to determine barriers to accessing services in Oakland County
- Pursue grant funding for developing a universal screening tool and a comprehensive referral system for health care and social needs.



The **Food Policy Council** has identified organizations working within the food system and initiated asset mapping of healthy eating resources in Oakland County. The council is working to increase consumption, accessibility, and affordability of healthy foods among county residents.

**UPCOMING ACTIVITIES:**

- Conduct a thorough assessment of the food system in Oakland County
- Promote and develop local resources to help people access healthy foods
- Prioritize the CHIP suggested actions for implementation and expansion



**ECHO ACTION TEAMS**

ECHO works with partners to plan, implement, and document the activities outlined in the CHIP. Organizations, businesses, and county residents are actively engaged in working across sectors to make an impact on health in Oakland County.

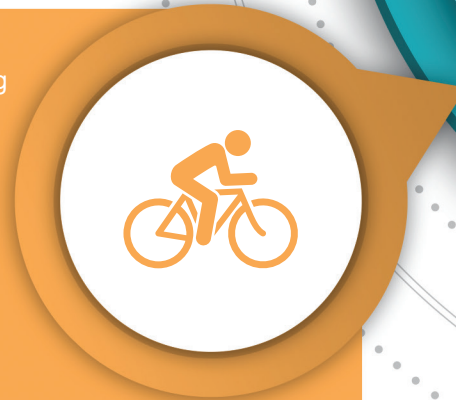
Four action teams launched in September 2016 to facilitate and oversee CHIP activities:

- Access to Care Workgroup
- Active Living Network
- Food Policy Council
- Health Informatics Workgroup

The **Active Living Network** is focused on identifying and promoting physical activity resources, such as older adult exercise programs, worksite wellness opportunities, and youth-focused initiatives in Oakland County. The network's primary focus is promoting these assets to residents and visitors as ways to increase physical activity.

**UPCOMING ACTIVITIES:**

- Create an inventory of physical activity opportunities in Oakland County
- Develop communication strategies to inform the community of available physical activity resources
- Engage the medical care system to improve referrals to available physical activity opportunities



The **Health Informatics Workgroup** is assessing opportunities to increase data sharing among partners. Members have identified priority questions about the health system for the group to explore further. The workgroup will also use meetings to troubleshoot technical issues related to health information technology and explore new software programs related to health information.

**UPCOMING ACTIVITIES:**

- Identify specific data needs that can expand opportunities to improve health
- Develop projects to increase data sharing between agencies and organizations around topics such as obesity and asthma prevalence





# ECHO PARTNER HIGHLIGHTS

One of ECHO's most significant roles is creating a comprehensive picture of ongoing efforts that are improving health and well-being in Oakland County. ECHO links organizations, people, and programs together, and strives to replicate successes and fill gaps where needed. An abundance of initiatives throughout Oakland County collectively demonstrate great impact toward health improvement. These are a few examples of community programs that align with and compliment the ECHO CHIP.

## INNOVATIVE INITIATIVE BOOSTS HEALTHY HOMES AND REINVESTS INTO THE COMMUNITY

Homes are a critical part of the built environment that can impact residents' health. Oakland Livingston Human Service Agency (OLHSA) has started Affordable Assistance, a social enterprise that offers home improvement services to low-income families. Money raised through these services is then reinvested to support OLHSA's programs. Through this venture, healthy home evaluations are conducted by building specialists who assess indoor air quality; mold issues; asthma contributors; lead, carbon monoxide, and drinking water quality levels; and home safety. The program also provides home energy evaluations and helps implement plans to improve energy use and efficiency, as well as check the health and safety of home venting systems and combustible appliances.



## CULTURAL COMPETENCY TRAININGS AIM TO ADVANCE HEALTH EQUITY

Enhancing individual-centered care and improving the delivery of culturally appropriate health and social services is a core principle of the ECHO CHIP. As part of a grant received by the Michigan Department of Health and Human Services, Centro Multicultural La Familia, a family service organization in Pontiac, hosted Cultural Competency Training for partner organizations. Participants assessed their organization's current policies and practices related to cultural and linguistic competence to help drive future improvements. The training helped attendees build awareness, knowledge, and skills about appropriate use of language services, building culturally competent community partnerships, and more.

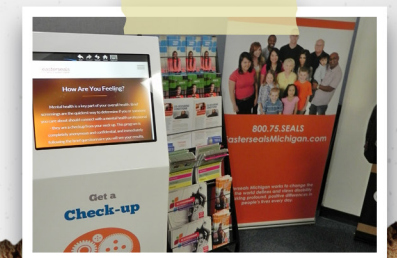


## NEW TECHNOLOGY EXPANDS MENTAL HEALTH CARE ACCESS & AWARENESS AT OAKLAND UNIVERSITY

Easterseals Michigan secured a grant award from the Ethel & James Flinn Foundation to bring the first Screening for Mental Health, Inc.'s MindKare Kiosk program to Michigan. The MindKare Kiosk uses an interactive touch screen display to provide users with quick, anonymous assessments of six mental health issues:

1. Generalized anxiety
2. Depression
3. Post-traumatic stress disorder
4. Bipolar disorder
5. Eating disorders
6. Substance use disorders

Students and visitors to Oakland University's campus not only have easy access to free assessments, but also connect to quality, local treatment centers and other resources. The freestanding kiosk is located in the entryway of the Kresge Library on the campus of Oakland University.



## IMPROVING RECREATIONAL TRAILS CREATES PHYSICAL ACTIVITY OPPORTUNITIES

Built environment improvements help create communities that are healthy, active, and well-connected. Partners from one Oakland County-based coalition, Healthy Pontiac, We Can!, work to ensure stretches of the 16-mile Clinton River Trail through Pontiac are maintained as a natural, local resource that inspires physical activity. Partners collaborated to create trail enhancements that include road crossing signs, wayfinding signage, trail pavement markings, bicycle racks, and bike fix-it stations. These changes improve awareness of the trail and provide residents with a free and safe way to be active in their community.



## WATERFORD SCHOOL DISTRICT ENCOURAGES IMPROVED STUDENT NUTRITION

The Waterford School District (WSD) actively promotes healthy eating in all of its schools, directly aligning with the CHIP's healthy eating objectives. WSD implemented a district-wide Farm to School program, created three school gardens, and partners with more than eight farmers to provide fresh produce to students. School gardens teach students how to grow, harvest, and prepare local produce. The gardens also provide produce for WSD's summer feeding program. Students take field trips to farms and markets where they interview farmers to further enhance learning. The district is widely respected for these healthy food service programs directed by Doreen Simonds, Michigan Food Service Director of the Year and 2016 School Nutrition Hero award winner.



## OAKLAND COUNTY FARMERS MARKET INCREASES HEALTHY FOOD ACCESS

The ECHO CHIP identifies farmers markets as critical access points for healthy food. The Oakland County Farmers Market participates in several food assistance programs to increase access to fresh, locally grown produce for low-income Oakland County residents. These programs include the Supplemental Nutrition Assistance Program (SNAP); Double Up Food Bucks; Women, Infants, and Children (WIC) Project Fresh; and Senior Market Fresh. Since 2013, total sales for these programs at the Oakland County Farmers Market have surpassed \$100,000. With farmers from 17 different counties, the increased market sales benefit not only Michigan residents and farmers, but also contribute to economies across the state.





Visit the ECHO Dashboard at [www.oakgov.com/ECHODashboard](http://www.oakgov.com/ECHODashboard)

## ECHO DASHBOARD & SERVICE DIRECTORY

ECHO hosts and manages the ECHO Dashboard and Service Directory as tools to provide more information about ECHO, support community initiatives, and promote data use for planning in Oakland County. The Dashboard allows agencies and organizations to assess needs, evaluate local impact, and refine strategies, while the Service Directory highlights and connects professionals to the many resources available in Oakland County.

Many updates to the ECHO Dashboard and Service Directory have occurred since Connecting for Health in June. New county-level data was added, and many indicators were updated with the most recent data available. The Service Directory is a dynamic resource with new partners being continually added.

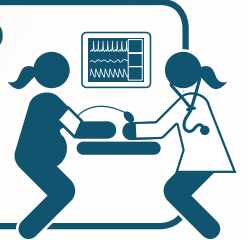
In 2017, an ECHO Dashboard sub-committee will be formed with members from each action team to enhance the Service Directory and include additional user-friendly resources. As the action teams identify and create more programs and resources to help the community, the Service Directory will be an important tool to link people to these opportunities. ECHO will sustain the Dashboard with the most relevant health data, allowing users to quickly navigate data and information.



**66%** OF OLDER ADULTS IN OAKLAND COUNTY HAD PREVENTABLE HOSPITAL ADMISSIONS  
(HIGHER THAN THE MICHIGAN AND UNITED STATES AVERAGE)

**78%**

OF WOMEN COUNTYWIDE RECEIVED ADEQUATE PRENATAL CARE  
.....  
ONLY 65% OF AFRICAN AMERICAN WOMEN AND 66% HISPANIC WOMEN HAD ADEQUATE PRENATAL CARE.



**1.35%** OF OAKLAND COUNTY'S POPULATION COMMUTES TO WORK BY **WALKING OR BIKING**  
(LOWER THAN MICHIGAN & UNITED STATES AVERAGES)



**JUST OVER 20%** OF OAKLAND COUNTY ADULTS REPORT **NO** LEISURE TIME PHYSICAL ACTIVITY



**MORE THAN 80%** OF OAKLAND COUNTY ADULTS EAT LESS THAN THE RECOMMENDED **5** SERVINGS OF FRUIT & VEGETABLES A DAY



**13.47%** OF COUNTY RESIDENTS EXPERIENCED FOOD INSECURITY SOMETIME IN THE LAST YEAR



**31.5%** OF PUBLIC SCHOOL STUDENTS ARE ELIGIBLE FOR **FREE** OR REDUCED LUNCH





## THE ROAD AHEAD

In 2017, ECHO will continue to build and update year one work plans for each strategic issue and share achievements with the Steering Committee. We will continue to ask partners to assist in documenting progress on the CHIP by collecting, reporting, and sharing data and information about CHIP-related community activities. We will keep working with partners to increase community engagement and knowledge about equity and health, as well as the impact that social, economic, and environmental factors have on health outcomes in Oakland County.

Look for new data to emerge from several action teams as we further investigate the barriers that hinder people from effectively navigating the health care system or making healthy food choices. ECHO will continue to create usable reports and data summaries about the most pressing health issues in our community. Communication with community members and key stakeholders is a top priority for the year ahead. ECHO will continue educating about the foundations for health and the critical work that our partnerships are achieving.

The foundation of ECHO is that no single entity or agency can achieve a healthier community on its own; more can be accomplished by partners working together toward a common goal of improving health. Thank you to our partners for making 2016 a successful year for ECHO and continuing to support the important work of improving health in Oakland County.

For more information about ECHO  
or to join an action team, reach us at:  
[oakgov.com/ECHO](http://oakgov.com/ECHO) or 248-858-0845

2017

## ECHO PARTNERS

\*New members  
since June launch

ACCESS	Gary Burnstein Community Clinic*	Oakland County Medical Society*
Aetna Better Health of Michigan*	HAVEN	Oakland County Moms*
Affirmations	Healthy Pontiac, We Can!	Oakland County Parks & Recreation
AIDS Partnership of Michigan	Henry Ford Health System	Oakland County Senior Advisory Council
Air MD	Hope Hospitality and Warming Center	Oakland County Veterans' Services
All Saints' Episcopal Church*	Huron Valley Recreation and Community Education*	Oakland County Youth Assistance
Alliance of Coalitions for Healthy Communities	Jewish Family Services*	Oakland Family Services
American Cancer Society*	Kidz Kare*	Oakland Home Care*
American Heart Association*	Lancaster Village Coop and Community Center	Oakland Integrated Healthcare Network
Area Agency on Aging 1-B	Macomb County Health Department*	Oakland Livingston Human Service Agency
Auburn Hills Senior Services*	McLaren Health Care	Oakland Primary Health Services
Baldwin Center	McLaren Oakland Children Health Services	Oakland Schools
Beaumont Health System	McLaren Physician Partners*	Oakland University
Blue Cross Complete*	Medical Network One*	Oakland University William Beaumont School of Medicine*
CarePatrol of Oakland County*	Meridian	Optimized RCM
Centro Multicultural La Familia	Metro Health Foundation*	Pontiac Southside Seventh Day Adventist Church
City of Novi Older Adult Services*	Michigan Department of Corrections*	Pontiac SUN TimeBank*
Clinton River Watershed Council	Michigan Department of Health & Human Services	Royal Oak Community Coalition*
Common Ground	Michigan State University Extension Oakland	SMART*
Community Housing Network	MPRO*	Southeastern Michigan Health Association
Community Network Services*	National Kidney Foundation of Michigan*	St Joeseph Mercy - Oakland
Coventry Cares of Michigan	Oakland County Board of Commissioners	St. John Providence Health System
Crittenton Hospital	Oakland County Child Care Council	TD AutoFinance*
Easterseals Michigan	Oakland County Community Mental Health Authority	Total Management Solutions
EHM Senior Solutions*	Oakland County Economic Development & Community Affairs	Training & Treatment Innovations Inc.*
Enroll America	Oakland County Health Division	Walgreens*
Envision Health*	Oakland County Homeland Security	Wilson Partners
Evangelical Homes*	Oakland County Human Resources	YMCA North Oakland*
FernCare Free Clinic	Oakland County Medical Control Authority	YMCA of Metro Detroit*
Ferndale Family Pharmacy*		



**COMING TOGETHER**  
—————→ **IS A** ←————  
**BEGINNING**

////////////////////////////////////  
**KEEPING TOGETHER**  
—————→ **IS** ←————  
**PROGRESS**

////////////////////////////////////  
**WORKING TOGETHER**  
**IS SUCCESS**

- Henry Ford, Sr.

