

2017 – 2021 Cobb & Douglas Community Health Improvement Plan

Frequently Asked Questions

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What is a Community Health Improvement Plan (CHIP)?

- A Community Health Improvement Plan is a strategic plan, typically 3 to 5 years in length, designed to address the health issues identified in the Community Health Assessment (CHA) to ensure health improvements.

How were the health priorities identified?

- In 2016, following the national Mobilizing for Action Planning and Partnerships (MAPP) framework, Cobb & Douglas Public Health partnered with Kennesaw State University, Cobb2020 – A Partnership for a Healthier Cobb County (Cobb2020), and Live Healthy Douglas to conduct the Community Health Assessment (CHA). Based on the results of the CHA, community leaders and members came together to prioritize the health issues and determine appropriate goals and strategies for action. The 2017-2021 CHIP is broken down into several goals to address the strategic priorities which have carried over from the original 2012-2016 CHIP. Below is a list of each county’s strategic priorities and goals:

Cobb County

Strategic Priority 1: Healthy Lifestyles

- Goal 1.1: Tobacco Product use - *Reduce illness, disability and death related to tobacco product use and secondhand smoke exposure.*
- Goal 1.2: Physical Activity - *Improve health and the quality of life through daily physical activity.*
- Goal 1.3: Healthy Eating - *To promote health and reduce overweight and obesity through the consumption of healthy foods.*

Strategic Priority 2: Access to Health Services

- Goal 2.1: Access to Primary Care - *Increase access to quality primary health services for the underserved community.*
- Goal 2.2: Chronic Disease Management - *Increase access to local services that screen for and help control chronic conditions.*
- Goal 2.3: Infant Mortality - *Reduce infant mortality disparities through access to prenatal care.*
- Goal 2.4: Behavioral Health - *Improve access to appropriate, quality behavioral health services.*

Douglas County

Strategic Priority 1: Healthy Lifestyles

- Goal 1.1: Tobacco Product use - *Reduce illness, disability and death related to tobacco product use and secondhand smoke exposure.*
- Goal 1.2: Healthy Eating - *To promote health and reduce overweight and obesity through the consumption of healthy foods.*
- Goal 1.3: Youth Behavior – *Improve the health, safety, well-being, and mental and emotional development of youth (<10), adolescents (10-19), and young adults (20-24).*

Strategic Priority 2: Access to Health Services

- Goal 2.1: Access to Primary Care - *Increase access to quality primary health services for the underserved community.*
- Goal 2.2: Chronic Disease Management - *Increase access to local services that screen for and help control chronic conditions.*
- Goal 2.3: Mental/Behavioral Health - *Improve access to mental/behavioral health services.*

How will the CHIP be measured?

- To achieve CHIP goals, Cobb2020 and Live Healthy Douglas Implementation Teams are responsible for developing annual action plans consisting of SMART objectives, measures, targets, programs, activities, and interventions that will take place.
- A SMART objective is one that is Specific, Measurable, Attainable, Realistic and Time-Bound.

Who is overseeing this report?

- Cobb & Douglas Public Health and the Cobb2020 and Live Healthy Douglas Steering Committees are responsible for the creation and promotion of the CHIP Report.

How can I get involved in helping to achieve these goals?

- No matter who you are, you can help partner for a healthier community! Opportunities for involvement include:
 - **Steering Committees** – A cross-sector group of community leaders overseeing the strategic planning process within each county. Steering committee members are responsible for guiding, advising and bringing resources to both the CHA and CHIP.
 - **Implementation Teams** – Organizations and community members engaged in planning, facilitating and evaluating the initiatives of the partnership.
 - **Workgroups** – Individual teams dedicated to implementing the evidence-based initiatives highlighted within the county's CHIP. Workgroup members have community knowledge and a desire to advocate for a healthier county. The workgroups encourage businesses, churches, neighborhoods and families to do their part in supporting the goals and strategies in their own circle of influence.
- The Action Cycle is the next step in our process and involves three activities: Planning, Implementation, and Evaluation, each building on the previous in a continuous and interactive manner. To get involved in the Action Cycle, please contact us at info@cobb2020.com or info@healthydouglas.org.

Why should I get involved?

- Building a healthier community requires participation from all who work, live, learn or play in that community. Ownership and engagement is a vital part of the Action Cycle to ensure long term results toward a healthier community.

The CHIP uses some terms that I am unfamiliar with. For example, what is health equity?

- Healthy People 2020 defines health equity as the “attainment of the highest level of health for all people.” According to the Centers for Disease Control and Prevention (CDC), “health equity is achieved when every person has the opportunity to ‘attain his or her full health potential’ and no one is ‘disadvantaged from achieving this potential because of social position or other socially determined circumstances.’ Health inequities are reflected in differences in length of life; quality of life; rates of disease, disability, and death; severity of disease; and access to treatment.” The 2017-2021 CHIP takes an approach that recognizes the existence of health inequities and seeks to help Cobb and Douglas county residents make the choices that allow them to live a long, healthy life, regardless of their income, education or background.
- **Other related terms that may be confusing include:**
 - *Health disparities*- According to the CDC, health disparities are “preventable differences in the burden of disease, injury, violence, or opportunities to achieve optimal health that are experienced by socially disadvantaged populations.”
 - *Social determinants of health*- Healthy People 2020 defines social determinants of health as “conditions in the environments in which people live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks.”
 - *Food deserts*- Healthy People 2020 defines food deserts as “neighborhoods that lack access to stores where affordable, healthy food is readily available (such as full-service supermarkets and grocery stores).”
 - *Cultural humility*- Dr. Melanie Tervalon and Jann Murray-Garcia describe cultural humility as “a life-long commitment to self-evaluation and self-critique, redressing [or remedying] the power imbalances in the relationship between the patient and the health care professional, and developing mutually beneficial partnerships with communities on behalf of individuals and defined populations.” In other words, public health workers and health professionals must be willing to make genuine efforts to learn about the individual communities being served in order to understand how culture influences their health beliefs and health practices. This cultural influence will relate to how diverse populations obtain health care, ask questions about health, follow medical advice, take medications and practice healthy behaviors.

For more information, contact: info@cobb2020.com or info@healthydouglas.org.