# 2016-2019 Lane County Regional Community Health Improvement Plan (CHIP) Implementation Plan Summary

## CHIP Goals
- Increase economic and social opportunities that promote healthy behaviors.
- Increase healthy behaviors to improve health and well-being.

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| Support economic development through investing in workforce strategies that provide sustainable **family wage jobs** in our communities. | • Increase the number of living wage jobs.  
• Increase the median household income. | • Advocate for policies that attract new businesses that offer living wage jobs throughout Lane County.  
• Identify the broader criteria to advocate for in order to attract living wage jobs, including child/family friendly, comprehensive wellness plans and policies (i.e. Health in All Policies). |
| Encourage a range of safe and affordable **housing** opportunities, including the development of integrated and supportive housing. | • Decrease the proportion of low-income households that spend more than 30% on housing.  
• Increase the number of supportive housing units (integrating behavioral health and primary care services).  
• Increase the number of services (e.g. nutrition, employment/training, physical activity, screening/healthcare) provided in supportive housing units. | • Advocate for policies that support affordable housing and housing units with wrap around services & programs that promote healthy living.  
• Increase education and cross-sector & community member involvement as it relates to the three CHIP housing objectives.  
• Advocate for state funding sources for more permanent supportive housing & alignment.  
• Expand programs & services (i.e. food & nutrition classes) provided for low-income populations, including in/near subsidized housing. |
| Promote availability of affordable **healthy food** and beverages in every community. | • Increase the percent of our collective food budget that is spent on foods grown, raised, and processed in our communities.  
• Increase the proportion of the population that lives within close proximity to healthy food retail outlet.  
• Increase the proportion of adults and youth that consume at least five fruits/veggies per day. | • Re-establish a strong Food Policy Council with cross-sector support/participation and emphasis on:  
• Development of a fresh food financing initiative.  
• Increase in the number of local institutions (schools, hospitals, other large settings, etc) purchasing and using local foods & healthier foods.  
• Advocate for policies and government spending to support existing food & nutrition programs & services provided for low-income populations, including in/near subsidized housing: SNAP & Double Up Food Bucks; school, community, & housing gardens; etc.  
• Expand programs & services provided for low-income populations, including in/near subsidized housing: gardens and food/nutrition classes. |
| Encourage the implementation of programs to promote positive early childhood development and safe/nurturing environments. | • Increase the proportion of children who are ready for school in the following domains of healthy development: social-emotional development, approaches to learning, language, and cognitive development. | • Promote & support expansion of evidence-based early childhood development programs:
  - Parenting education (online and in-person) (i.e. Triple P, KITS) and community-wide strength-based messaging around parenting programs.
  - Social emotional development in preschool, childcare, & other early childhood programs (i.e. Good Behavior Game, CATCH, KITS).
  - Trauma-informed care & programs that address/prevent ACEs (i.e. Home visiting, nurse family partnership, early Head Start).
• Promote & support expansion (capacity & reach) of the LaneKids Parenting Hub and Family Resource Centers to provide coordination of service providers and available services/ supports. |
| Support the implementation of evidence-based preventive screening and referral policies and services by physical, behavioral, and oral healthcare and social service providers. | • Increase the availability of integrated primary care and behavioral health services, including School Based Health Centers (SBHCs).  
• Increase the number of individuals who receive screenings/referrals/services: Developmental screenings; SBIRT screenings; Well-care visits; Dental care visits; Tobacco cessation advising; Effective contraceptive use. | • Advocate for visionary policies to increase integration (dental, behavioral, and physical healthcare (systems integration and patient-centered) in a variety of settings, including SBHCs and other Safety Net Clinics, subsidized housing and other settings.
  - Identify opportunities & barriers to service agreements & info sharing.
  - Identify settings/facilities where integrated services can be offered.
  - Identify opportunities/resources that would increase services & integration.
• Promote screening for tobacco, early childhood development, SBIRT, depression, food insecurity, effective contraceptive use (LARC), & 1 Key Question. Promote services for well-care visits, oral health, & pre-conception counseling.
  - Focus on internal provider protocol development and quality improvement activities workflow analysis to improve reliability of application.
  - Emphasis on screening to referral.
  - Potential clinical settings: School Based Health Centers, FQHCs, other Safety Net Clinics, subsidized housing, & during home visiting. |
| Encourage organizations across multiple sectors to integrate health criteria into decision making, as appropriate. | • Increase the # of organizations across a range of sectors that formally adopt a “health in all policies” approach to decision making.
• Increase the number of policies that support tobacco- and smoke-free environments and address the main drivers of youth tobacco use. | **Health in All Policies (HiAP):**
• Develop and conduct a HiAP information survey. Analyze organization’s priorities & level of health criteria integration. Disseminate survey findings.
• Develop a HiAP toolkit. Educate about HiAP share the toolkit.
• Help with HiAP implementation. Follow-up assessment after HiAP implementation
**Tobacco Prevention:**
• Educate partners about effective tobacco prev policies affecting their communities.
• Distribute information to partners about the benefits of tobacco-free campuses. Advocate within own organization for tobacco-free campus policy. Advocate for TF Lane County worksites, TF Trillium providers, 100% TF LCC.
• Collaborate to hold and/or attend public meetings to gather input on community
| Strengthen cross-sector collaborations and align resources to improve the physical, behavioral, and oral health and well-being of our communities | **Support** for tobacco prevention policies. Advocate for effective policies.  
- Collaborate on public information campaign(s) to raise awareness.  
- Advocate within own organization for creating a system for screening for tobacco use and referring to a quit resource.  

| **Strengthen cross-sector collaborations and align resources to improve the physical, behavioral, and oral health and well-being of our communities** |  
| - Increase the number of entities across a range of sectors contributing (e.g. staff, financial, other resources) to the CHIP.  
- Increase the dollars to support common agenda goals.  
- Establish a shared measurement system for the CHIP.  
- Improve the performance of the local public health system in delivering the ten Essential Public Health Services.  

| **Equity** |  
| - Regularly review CHIP activities to ensure the equity lens is being applied.  
- Host quarterly equity-topic cross-sector community education events.  
- Identify ways to engage rural communities in the work.  

| **Resource and Grant Development** |  
| - Identify resource needs; Develop a comprehensive development strategy to increase the funding to support the shared CHIP goals.  
- Identify and apply for infrastructure, innovation, and technology grants/funding intended to improve the cross-sector collaboration and coordination in the work.  
- Identify where the funds of participating organizations are going toward community benefit and investment. Work together to align community benefit and investment around CHIP implementations.  

| **Marketing, Communications, & Engagement** |  
| - Create a marketing & communication plan; Create a CHIP business plan/playbook  
- Ongoing implementation of the marketing, communication, & engagement plan; report on progress.  
- Create a toolkit for organizations about how they can get involved in the CHIP & communicate progress. Develop a CHIP Letter of Support.  
- Identify key missing orgs/sectors and recruit participation/support. Invite collaboration between existing initiatives on activities that promote the CHIP and ensure strategic alignment in order to avoid duplication and maximize impact.  
- Increase the support of CHIP-related rural initiatives/ committees (i.e. Be Your Best Cottage Grove, Siuslaw Vision Keepers, etc.).  

| **Community Resource Inventory & Mapping** |  
| - Inventory the community resource inventories.  
- Develop a resource inventory and mapping plan.  
- Map existing social and economic opportunities programs/services (jobs, housing, food). Map availability of early childhood development programs and healthcare screenings/services/ referrals, how they are promoted/accessed, & provider capacity.  

| **Data Dashboard** |  
| - Research & create a data dashboard plan.  
- Develop the data dashboard; ongoing monitoring, evaluating, and updating.  
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