



2024 St. Joseph County, Michigan CHNA Implementation Strategy ***Adopted by the Hospital Board in April 2024***

Implementation strategies align with Beacon Health System's mission and values aiming for 1) providing information to and enhance skills of patients, practitioners and the community; 2) improving equitable access to health and wellness; 3) leveraging incentives for long-term behavioral change; and 4) improving and strengthening the social and healthcare systems.

This implementation strategy is in response to the Community Health Needs Assessment (CHNA) conducted in 2022-23 by the Branch-Hillsdale-St. Joseph Department of Health.

The CHNA began in late 2022 and the work concluded on the Community Health Improvement Plan (CHIP) with final presentations to collaborative groups in each of the three-county service area for the Branch-Hillsdale-St. Joseph Department of Health in June 2023. The Vice President of Nursing from Three Rivers Health was a key partner in the process as a representative. The CHIP has 3 priority areas; maternal and child health, mental health, and advocacy.

Below is the work plan Beacon Health System supports in partnership with the Branch-Hillsdale-St. Joseph Department of Health and other community partners. These focus on maternal and child health and mental health. For the mental health objectives in the CHIP, raising awareness about Pivotal, the Certified Community Behavioral Health Clinic (CCHBC) in St. Joseph, Michigan, needs improvement. Pivotal states they have not launched an awareness campaign before due to a lack of funding. Beacon will fund a marketing campaign to help raise awareness that all residents can access behavioral health services at Pivotal, which will in turn increase mental health care access for St. Joseph County residents.

The other priority area, maternal and child health, seeks to improve knowledge and use of the Women, Infant and Children's (WIC) program in St. Joseph County, Michigan. The work plan below provides detail on we will increase knowledge through sharing information with new birth parents, developing a marketing campaign to strengthen awareness of WIC, provide incentives when currently enrolled families need to recertify in the program, and promoting breastfeeding with support groups and items that support breastfeeding. A USDA 2023 report showed that only about 51% of those eligible actually participate in WIC, a program that is vital to the health and well-being of nearly half our nation's babies along with millions of young children up to age 5 and their mothers.

PRIORITY AREA: MATERNAL AND CHILD HEALTH

Goal : Reduce Maternal Risk Factors	Logic: Increases in maternal risk factors, like HBP or diabetes, require clinical intervention	Outcome Measure: Low Birth Weight and Infant Mortality Rates do not increase	Responsible: Health Department and Great Start Collaborative
New Strategy: Strategy 4: Increase number of families recertified in the WIC program	Families who enroll in WIC services fail to complete the re-certification program or to utilize their benefits	Number of re-certifications completed	WIC Program Staff, Health Education and Promotion
Objective 1	Partner with Great Start Collaborative and Child Abuse Awareness Network to provide Baby Bags for new families in St. Joseph County who deliver at Beacon Three Rivers Health, Bronson, and Borgess Hospitals	Number of bags distributed and contact information received	GSC/CAN Staff
Objective 2	Develop marketing campaign for social media, streaming services, newsprint and radio, for WIC and IMMZ services	Number of marketing placements	HEP staff
Objective 3	Provide incentives for families to recertify in the WIC program	Number of families re-certified	WIC program staff
Objective 4	Partner with Beacon Three Rivers Health to promote and host breastfeeding peer support group. Providing breastfeeding items to moms (nursing bras, breast pumps, ect.)	Number of support group participants	Breast Feeding Peer and BTRH L&D

PRIORITY AREA: MENTAL HEALTH

Goal: Increase the proportion of people receiving needed mental health care .	Logic: Better access to treatment can stop the growth in suicides and overdose	Outcome Measure : Suicide and overdoses stop increasing .	Responsible : Health Department, Community Mental Health and collaboratives
NEW OBJECTIVE: Increase number of patients receiving services from the CCBHC	Community members do not have awareness of the expanded services offered at the CCBHC	Increase the number of individuals seeking care at the CCBHC	Pivotal, Collaborative, and Health Department
Objective 1	Develop marketing campaign with social media, radio, print, and streaming ads promoting CCBHC services	Number of marketing placements	Pivotal and HEP staff