



**2017**  
**YEAR IN**  
**REVIEW**

**ECHO**

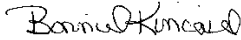
Energizing Connections for Healthier Oakland







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



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



Leigh-Anne Stafford  
Oakland County Health Division  
Health Officer



This was a year of growth and evolution for Energizing Connections for Healthier Oakland (ECHO). ECHO's action teams continued growing as they collaborated to implement the ECHO Community Health Improvement Plan (CHIP). Over the past 12 months, ECHO teams learned more about the assets and needs that exist in Oakland County, building on the knowledge gained through the comprehensive ECHO Community Health Assessment (CHA).

Each action team moved forward using the ECHO Core Principles as a guide. The teams are now promoting resource awareness; addressing social determinants of health; striving for affordable and easily accessed services; and building upon the strong partnership base that exists in this community.

The ECHO network has grown to over 90 organizations. ECHO welcomed new partners to the Steering Committee and action teams, infusing our process with fresh ideas and connections. Internally, Oakland County Health Division (OCHD) commits staff to support ECHO and its work. OCHD leadership has also evolved, with Leigh-Anne Stafford now serving as Health Officer.

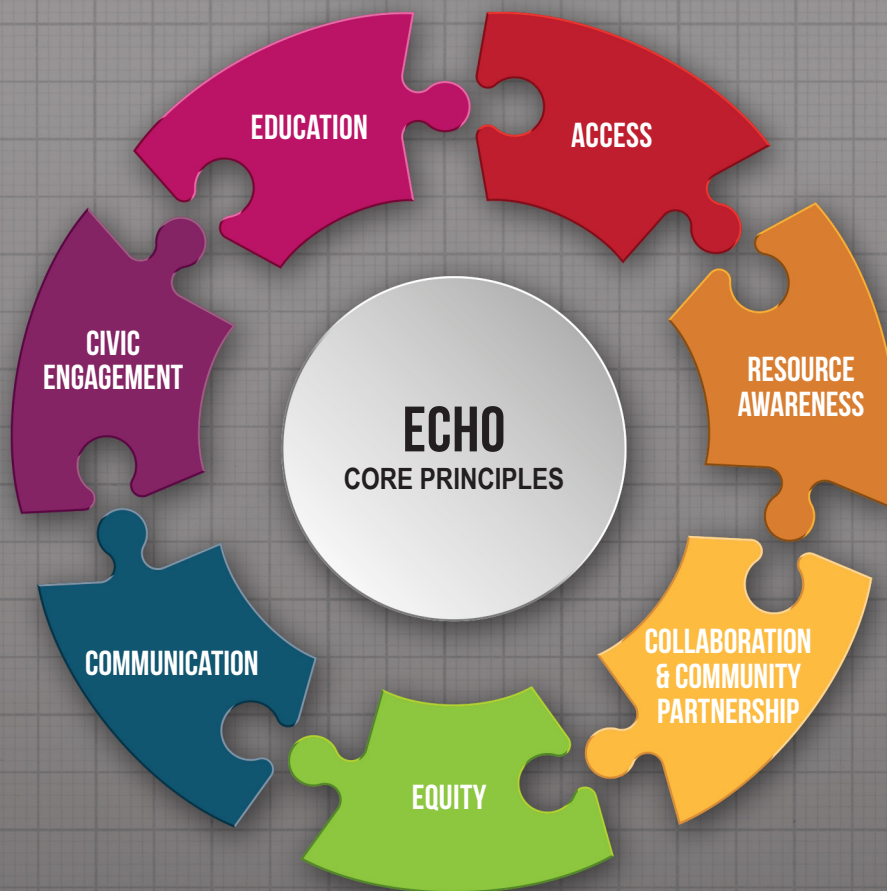
Notable highlights from 2017 include compiling food resources by the Oakland County Food Policy Council, major progress on a gap analysis by the Access to Care Workgroup, and laying the groundwork for a prescription for health pilot by the Active Living Network. ECHO looks forward to building upon these successes and incorporating new strategies that will benefit partners working together to improve our community's health.

ECHO is strong because of its many partners, their continued engagement, as well as their organizational commitment to support the CHIP. We thank each of you for your continued support and dedication to ECHO.

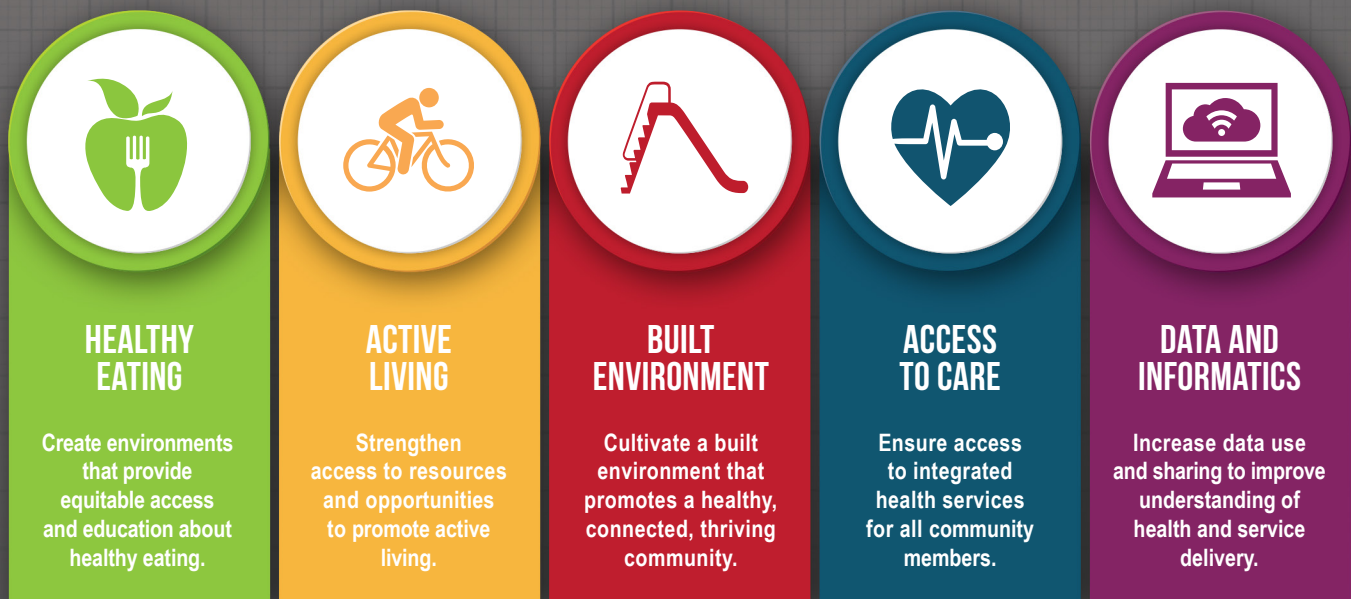
## BACKGROUND



Oakland County Executive L. Brooks Patterson, over the last 25 years, has focused on ensuring Oakland County remains one of the best places to live, work, play, and raise a family. Oakland County Health Division organized Energizing Connections for Healthier Oakland (ECHO), a community health improvement initiative, in 2014 to promote active, healthy communities. ECHO partners with organizations and members throughout the county to fulfill its vision of ***“Healthy people connected to a thriving community.”***



## ECHO STRATEGIC ISSUES







## ACTION TEAMS: MOVING HEALTH FORWARD

ECHO Action Teams drive sustainable partnerships and activities that influence health improvement. In the past year, the four teams have built new initiatives and strengthened ongoing efforts.

### ACTIVE LIVING NETWORK

Increasing physical activity among Oakland County youth and older adults is a priority for the Active Living Network. During the summer 2017, Training and Treatment Innovations (TTI), co-hosted youth focus groups to get feedback on activities of interest and their preferences for receiving health or program information. Available youth recreation programming was identified and will soon be included in the ECHO Service Directory. Targeted marketing methods will be used to better communicate about these opportunities to youth, such as social media and working with youth champions. Free and low-cost older adult activities and wellness resources were identified and will also be added to the Service Directory. Active Living Network will engage the older adult community to develop the best way to promote these resources.

### UPCOMING ACTIVITIES:

- Promote innovative worksite wellness programs
- Gather and promote free and low-cost physical activity opportunities
- Plan a Prescription for Health pilot in Oakland County





## ACCESS TO CARE WORKGROUP

In 2017, the Access to Care Workgroup completed a three-part gap analysis to identify barriers and needs related to accessing health and other services, which was modeled after a study by the Colorado Health Institute. The workgroup gathered existing data related to health insurance status, physician and other provider access, health care utilization, and socioeconomic indicators. An Access to Care Community Survey was disseminated in Oakland County, resulting in over 1,500 responses. Local agency and organization staff were also surveyed to determine client needs.

### UPCOMING ACTIVITIES:

- Develop toolkits or other resources that address needs identified from the gap analysis
  - Release report summarizing needs and opportunities discovered during the gap analysis
- 

## FOOD POLICY COUNCIL

Oakland County Food Policy Council (OCFPC) works to increase consumption, accessibility, and affordability of healthy foods throughout Oakland County. In 2017, OCFPC identified organizations within the local food system and conducted asset mapping of healthy eating resources in Oakland County. Results were used to develop a food resource directory, available in the ECHO Service Directory. In addition, OCFPC is conducting a food system assessment, including a survey launched in February 2018. OCFPC was awarded a \$6,000 grant by the Michigan Local Food Council Network. The grant funds a consultant to support the Council's development, operations, and policy focus moving forward.

### UPCOMING ACTIVITIES:

- Complete a food system assessment and report for Oakland County
  - Promote the food resource directory
  - Work with consultant to advance OCFPC structure and select policy priorities
- 

## HEALTH INFORMATICS WORKGROUP

The Health Informatics Workgroup began 2017 by identifying health concerns or questions to target. The social determinants of health and their impact on disease burden was determined the top priority area. The Health Informatics Workgroup will focus on monitoring data in the CHA and identify and track program measures from the ECHO CHIP.

### UPCOMING ACTIVITIES:

- Recruit additional members with expertise on performance measures, evaluation, needs assessment, or data visualization
- Identify, monitor, and share program measures in the ECHO CHIP





# ECHO PARTNE

ECHO partners continue to provide innovative programs that al  
a great impact on the health and



## BEAUMONT'S FARMERS MARKET

Beaumont Hospital, Royal Oak

The availability of alternative food outlets is imperative to ensure access to healthy foods. Beaumont Hospital started a farmer's market in 2008 at their Royal Oak hospital. Farmers at the market serve about 1,000 people, with 30 vendors each week in the summer season. Beaumont recently expanded healthy and affordable options at their market. One example is adding local, healthy food trucks on market days, making it a hub for hospital staff, patients, and the public to eat and shop for local produce. The market hosts a yearly winter market each December to provide healthy produce during the off season and expanded to over 45 vendors in 2017. Manager Eileen Miskiewicz credits its success to the unique enriching experiences offered by partnering with Healthy Oakland Partnership and Michigan Farmers Market Association.



## COME OUT & PLAY IN FERNDALE

Ferndale Parks & Recreation

Ferndale Parks and Recreation department hosted Come Out & Play events during the Summer, 2017 to promote physical activity. Innovative park activities were offered and upcoming programming was discussed. Activities included:

- Capoeira: Blend of martial arts, body expression, dance, music, and movement
- Strongman Competition Training: Introduction to the sport of "Strongman"
- Hula Hoop Fitness: Different hula hoop techniques were taught
- Geocaching: Participants use navigational techniques to hide and seek containers called "geocaches"



## REMOTE SPECIALIST VISITING PROVIDERS

St. Joseph Mercy Oakland

St. Joseph Mercy Oakland (SJMO) hospital partnered with Star EMS to expand its Remote Specialist Visiting Providers (RSVP) program to Pontiac. Expansion of this nationally award-winning program follows a successful pilot in 2015 with the Bloomfield Township Fire Department.

Under guidance of the Oakland County Medical Control Authority, SJMO now partners with these two EMS agencies to offer free visits to patients at high risk for re-admission. Specially-trained paramedics, outfitted with secure HIPAA-compliant technology, visit recently discharged patients at home. They perform a thorough in-person examination and connect the patient to a SJMO clinician by video conference.

The visit also covers medication reconciliation, testing vital signs, reviewing discharge instructions, and scheduling a follow-up visit with a primary care physician or specialist. Paramedics also conduct a home safety assessment, checking such items as smoke and carbon monoxide detectors, trip hazards, fire extinguishers, and lighting throughout the patient's home. Average RSVP visits last 30 to 45 minutes.





# R HIGHLIGHTS

align with and compliment the ECHO CHIP. Together we can make  
d well-being of Oakland County.

## INCORPORATING SOCIAL DETERMINANTS OF HEALTH INTO PRIMARY CARE

MedNetOne

MedNetOne's community outreach includes the CDC-approved diabetes prevention program and other programs emphasizing a healthy lifestyle. MedNetOne, a healthcare management organization, offers care teams led by care managers that include registered dietitians, exercise specialists, nurses, pharmacists, certified diabetes educators, and community health workers. Teams work with patients at their physician's practice or in a community setting.

A guiding principle of MedNetOne's community programs is adapting care and resources based on the social determinants of health, including a client's economic status, education, employment, and physical environment. One example is a pharmacist who discovered a patient not taking medications as prescribed, due to lack of money for food or rent. This prevented compliance with instructions like "Do not take on an empty stomach," or "Should I pay for shelter or medication?". Within 24 hours, the pharmacist linked this patient to assistance, ultimately increasing their ability to follow their prescription.



## FARM TO SCHOOL DIRECTORY

Healthy Oakland Partnership

Healthy Oakland Partnership's (HOP) mission is to increase and promote healthy eating and physical activity. Promoting Farm to School programs is a primary focus of HOP's Youth Team. These programs link communities with local, healthy food by changing food purchasing and education practices in schools. In 2017, a Farm to School Directory was created and distributed to all 28 Oakland County public school Food Service Directors to connect them to area farmers. The directory includes information about purchasing directly from farmers, such as a produce list, costs, and delivery charges, is included. HOP is adding more farmers and expanding to a Farm to Institution Directory for use by healthcare systems, local governments, and more.



## HEALTHY PONTIAC, WE CAN! / OAKLAND COUNTY SHERIFF'S OFFICE

Oakland County Sheriff Police Athletic League

Regular exercise reduces the risk of developing chronic diseases like diabetes or heart disease. Children and young adults need daily physical activity. Since 2016, Healthy Pontiac, We Can! has partnered with Oakland County Sheriff's Office to host Police Athletic Leagues (PAL) for Pontiac youth. PAL provides free sports programming, including basketball, soccer, baseball, flag football, and cheer/dance/tumbling. Over 350 children participated in PAL's Summer 2017 leagues. Youth are also able to participate in PAL "pop-up" sports at United Way's Meet Up & Eat Up sites. The pop-up sites reach youth unable to participate in traditional leagues. In 2017, 141 pop-up sessions were held, totaling more than 800 hours of physical activity.





# DATA DRIVES HEALTH IMPROVEMENT

ECHO empowers partners with the information they need to make informed decisions and plans. Health status in Oakland County is continuously monitored by updating existing data, identifying new data sources, and collecting original survey data. The ECHO Dashboard remains current by updating or adding new data. Visit the ECHO Dashboard at [www.oakgov.com/ECHODashboard](http://www.oakgov.com/ECHODashboard).

**1.4% OF OAKLAND COUNTY'S POPULATION<sup>1</sup>  
WALK OR BIKE TO WORK**



**86% OF COMMUTERS DRIVE  
ALONE TO WORK**

**ADULTS AGE 65 AND  
OLDER WILL INCREASE BY<sup>2</sup>**



**92%  
= IN =  
2045**

**OAKLAND COUNTY HAS MORE<sup>3</sup>  
FAST-FOOD RESTAURANTS  
PER 100,000 RESIDENTS**

**85.8  
OAKLAND  
COUNTY**

**68.9  
MICHIGAN**

**74.6  
UNITED  
STATES**





## OAKLAND COUNTY STUDENTS<sup>4</sup> REPORTING REGULAR PHYSICAL ACTIVITY:

**37%**  
AFRICAN  
AMERICAN

**59%**  
CAUCASIAN

**40%**  
HISPANIC/  
LATINO



**13% OF OAKLAND COUNTY RESIDENTS<sup>5</sup>  
HAVE LIMITED OR UNCERTAIN ACCESS  
.....TO ENOUGH FOOD.....**

## ACCESS TO CARE COMMUNITY SURVEY RESPONDENTS REPORT DELAYING:

SEEING A  
MEDICAL  
PROVIDER [ **33%**

DENTAL CARE  
IN THE PAST  
12 MONTHS [ **28%**



1. US Census Bureau, American Community Survey. 2011-15 • 2. Southeast Michigan Council of Governments. *Sustaining and Stabilizing: The Economic and Demographic Outlook for Southeast Michigan through 2045* • 3. US Census Bureau, County Business Patterns. Additional data analysis by CARES. 2015  
4. Michigan Profile for Healthy Youth 2016-2017 • 5. Feeding America. *Hunger in America 2014*



## ECHO PARTNERS

### ACCESS

Aetna Better Health of Michigan

Affirmations

All Saints' Episcopal Church

American Cancer Society

American Heart Association

Area Agency on Aging 1-B

Auburn Hills Senior Services

Baldwin Center

Beaumont Health System

Blue Cross Complete

CarePatrol of Oakland County

Centro Multicultural La Familia

City of Novi Older Adult Services

Common Ground

Community Housing Network

Community Network Services

Crittenton Hospital

Dr. Gary Burnstein  
Community Health Clinic

Easterseals Michigan

Ecology Center

EHM Senior Solutions

Envision Health

Ferndale Family Pharmacy

Ferndale Parks & Recreation

Forgotten Harvest

Healthy Pontiac, We Can!

Henry Ford Health System

Henry Ford West Bloomfield Hospital

Huron-Clinton Metroparks

Huron Valley Recreation and  
Community Education

Jewish Family Services

JVS Detroit

Kadima Mental Health Services

Kidz Kare Rochester

Macomb County Health Department

McLaren Oakland Foundation

McLaren Physician Partners

MedNetOne Health Solutions

Meridian

Metro Health Foundation

Michigan Department of Corrections

Michigan Department of  
Health & Human Services

MPRO

National Kidney Foundation of Michigan

Rochester Area Neighborhood House

Oakland Community Health Network

Oakland County Board of Commissioners

Oakland County Child Care Council

Oakland County Economic Development  
and Community Affairs

Oakland County Health Division

Oakland County Medical Control Authority

Oakland County Medical Society

Oakland County Moms

Oakland County Michigan State  
University Extension

Oakland County Parks & Recreation

Oakland County Veterans' Services

Oakland County Youth Assistance

Oakland Family Services

Oakland Home Care

Oakland Integrated Healthcare Network

Oakland Literacy Council

Oakland Livingston  
Human Service Agency

Oakland Primary Health Services

Oakland Schools

Oakland University

Oakland University  
William Beaumont School of Medicine

Optimized RCM

Pontiac SUN TimeBank

Southeastern Michigan Council  
of Governments

Southeastern Michigan  
Health Association

SMART

South Lyon Area Recreation Authority

St. Joseph Mercy Oakland

TD AutoFinance

Training & Treatment  
Innovations Inc. (TTI)

Walgreens

Waterford Parks & Recreation

Charter Township of White Lake

North Oakland Family YMCA

YMCA of Metropolitan Detroit

For more information about ECHO or to join an action team, reach us at:

**[oakgov.com/ECHO](http://oakgov.com/ECHO) or [echo@oakgov.com](mailto:echo@oakgov.com)**





# GROWTH IS NEVER BY MERE CHANCE

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# IT IS THE RESULT OF FORCES WORKING TOGETHER

*James Cash Penney*

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 2017 a successful year for ECHO and continuing to support the important work of improving health in Oakland County.





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A LITTLE  
**PROGRESS**  
EACH DAY

//////////  
ADDS  
UP TO **BIG**  
//////////  
**RESULTS**