

# Michigan Strategic Opportunities for Rural Health Improvement One Year Later

12<sup>th</sup> Annual Rural Health Conference

---

---

---

---

---

---

---

---

## The Process...

- MCRH Board approved January 2007
- Core Workgroup
- Advisory Group (met nine times)
- Reviewed health indicators
- Delphi survey
- Visited six communities
- Identified three areas
- Issue Workgroups met in October 2007

---

---

---

---

---

---

---

---

## The Process...

The Issue Workgroups developed measurable objectives and strategies to address:

- Recruitment & Retention of Health Care Providers
- Access to Care
- Healthy Lifestyles

---

---

---

---

---

---

---

---

## April 2008

- The Plan was presented to 125 people at the 11th Annual Rural Health Conference in Mt. Pleasant, Michigan.
- Rep Bill Huizenga, Rep Dick Ball, Rep John Espinoza, Rep Bruce Caswell and Eric Freidman from Congressman Dave Camp's office reacted to the Plan.

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

### April cont.

- The Plan was presented and distributed to the Small and Rural Hospital Council of the MHA.
- MCRH staff was interviewed by 1300 WOOD Radio in Grand Rapids and Michigan Public Radio in East Lansing.
- The Plan was mailed to all 35 rural legislators (10 senate and 25 house).

---

---

---

---

---

---

---

---

### May 2008

- The MCRH staff visited nearly all the rural house and senate members to discuss the Plan and discuss funding a Healthy Lifestyles grant program.
- MCRH staff was interviewed by the Cadillac Newspaper.

---

---

---

---

---

---

---

---

### June 2008

- Staff from the MCRH and the MDCH re-visited the original six communities that provided information to create the Plan. Those communities are: Hillsdale, Fremont, Sandusky, Cheboygan, Sault Ste Marie, and Manistique
- MCRH staff was interviewed by Traverse City TV 7 & 4.

---

---

---

---

---

---

---

---

### July 2008

- Senator Kahn, the MCRH and the MDCH create the Healthy Lifestyles Community Matching Grant Program. Twelve rural communities received a \$5,000 matching grant to address any of the 12 objectives and 3 goals in the HL section. The twelve participating communities: Ontonagon, Cheboygan, Eaton Rapids, Fremont, Alma, Newberry, Hillsdale, St Ignace, Sandusky, Manistique, Pigeon, and Sault Ste Marie.
- MCRH staff present and distribute the Plan to the Geriatric Sub-committee of the Oral Health Coalition.

---

---

---

---

---

---

---

---

### August 2008

- Rose Young (Midwest Alliance for Telehealth and Technology Resources - MATTeR) begins publishing monthly articles in the *CAH Chronicle* and *Rural Health Quarterly* regarding telehealth (Objective C-4 and C-5 in Access and Availability to Health Care).
- The MSU-COM OsteoChamps Program director, Margaret Aguwua, begins publishing a series of articles in the *CAH Chronicle* and *Rural Health Quarterly* about the OsteoChamps Program (Objective C-3 in R/ R of Health Care Providers).

---

---

---

---

---

---

---

---

### September 2008

The MCRH, the Michigan Pharmacists Association and the Michigan Registered Dental Hygienists Association agreed to partner to provide educational contact hours for both associations members (addressing Objective B-1 in Recruitment and Retention of Health Care Providers).

---

---

---

---

---

---

---

---

## October 2008

- The Blue Cross/Blue Shield Social Mission Department agrees to extend the Healthy Lifestyles Matching Community Grant program to an additional 12 rural communities. The communities are:
- Iron River (Iron County Community Hospital)
- Laurium (Aspirus Keweenaw Hospital)
- L'Anse (Baraga County Memorial Hospital)
- Munising (Munising Memorial Hospital)
- Gladwin (Mid Michigan Gladwin Hospital)
- Sheridan (Sheridan Community Hospital)
- Cass City (Hills & Dales General Hospital)
- Harbor Beach (Harbor Beach Community Hospital)
- Marlette (Marlette Regional Hospital)
- Deckerville (Deckerville Community Hospital)
- Allegan (Allegan General Hospital)
- Ishpeming (Bell Hospital)

---

---

---

---

---

---

---

---

## Healthy Lifestyles Grants

- Eaton Rapids: After school "Kids Club" (B-4 & C-2)
- Manistique: After school FUN Steps program (B-1)
- Alma: Implement a screening program that identifies 7<sup>th</sup> graders who are at-risk for obesity and related health issues (A-2)

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

## Scheurer



---

---

---

---

---

---

---

---

### Healthy Lifestyles Grant Program Midterm Report February 2009 St Ignace

- The planning phase is complete; the three day event will take place from April 23-25, 2009.

#### Straits Area Health Expo Events

- Straits Area Health Expo will feature interactive, educational, and fun health and wellness promotion.
- Sunset walk.
- At the elementary and Middle School: Keynote speakers, information session with teachers, school assembly and a walk with students.
- Mackinac Straits Hospital: Hospital luncheon seminar and Train the Trainer Workshop.
- Mackinac Island School: seminar and community walk.
- Little Bear East: sunrise walk and Women's Expo.

---

---

---

---

---

---

---

---

### Healthy Lifestyles Grant Program Midterm Report February 2009 Manistique

- Implemented the first FUN Steps program in early January; it is a 10-week program.
- They intend to start another FUN Steps program when school resumes in the fall of 2009.
- To date they only have pre-program data as the first FUN Steps program has not yet ended when the mid-term reports were due.



---

---

---

---

---

---

---

---

# Rural Health Profile Update

---

---

---

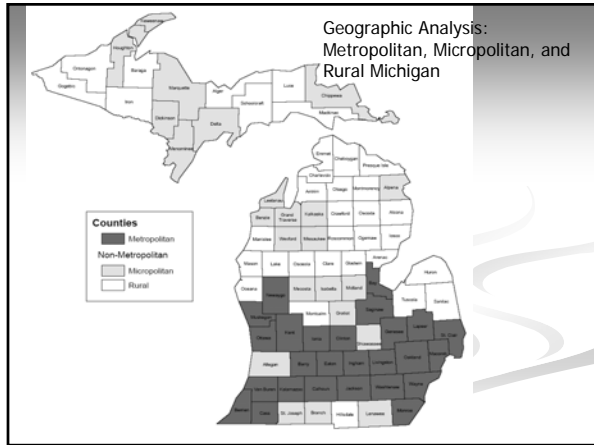
---

---

---

---

---



---

---

---

---

---

---

---

---

# Health Indicators Update

---

---

---

---

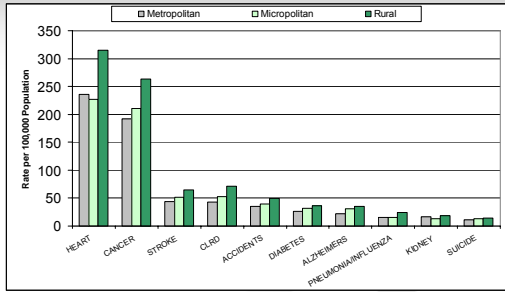
---

---

---

---

Crude Death Rates for Michigan's 10 Leading Causes of Death in Metropolitan, Micropolitan, and Rural Areas, 2007




---

---

---

---

---

---

---

---

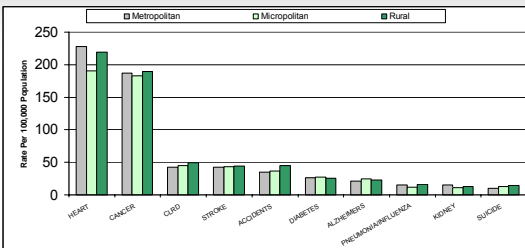
---

---

---

---

Age-Adjusted Death Rates for Michigan's 10 Leading Causes of Death in Metropolitan, Micropolitan, and Rural Areas, 2007




---

---

---

---

---

---

---

---

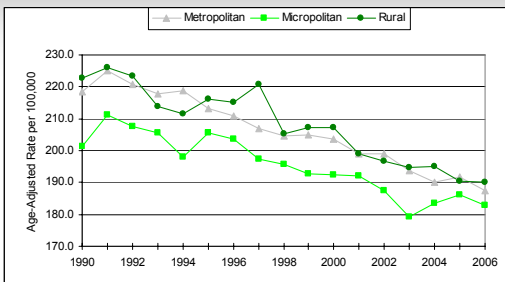
---

---

---

---

Age-Adjusted Cancer Incidence Rates by Metropolitan, Micropolitan and Rural Areas, 1990 - 2006




---

---

---

---

---

---

---

---

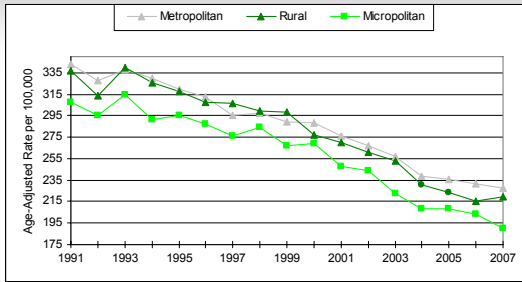
---

---

---

---

Age-Adjusted Heart Disease Death Rate by Metropolitan, Micropolitan and Rural Areas, 1991 - 2007




---

---

---

---

---

---

---

---

---

---

---

---

BRFS Indicators Update

---

---

---

---

---

---

---

---

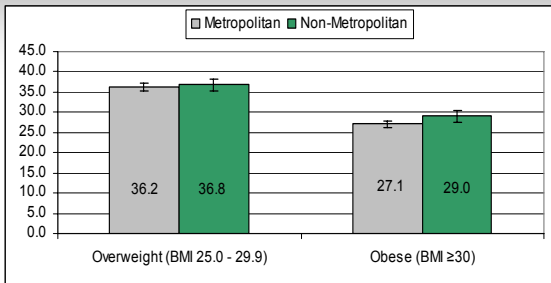
---

---

---

---

Overweight and Obesity Prevalence  
2005-2007 BRFS




---

---

---

---

---

---

---

---

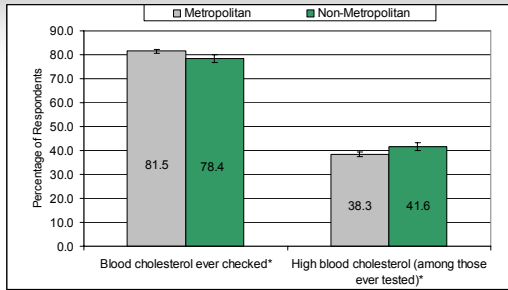
---

---

---

---

### Prevalence Estimates of Blood Cholesterol Screening and Risk Factors 2003, 2005, 2007 BRFS




---

---

---

---

---

---

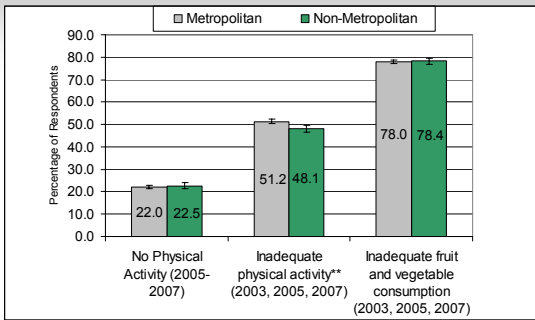
---

---

---

---

### Prevalence Estimates of Selected Diet and Exercises Behaviors 2003-2007, BRFS




---

---

---

---

---

---

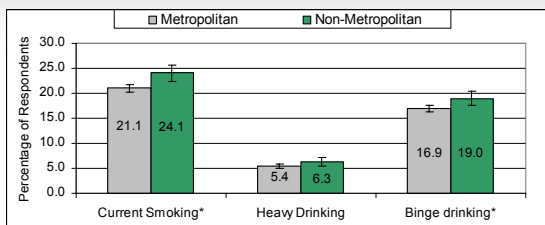
---

---

---

---

### Prevalence Estimates of Selected Poor Health Behaviors 2005-2007 BRFS




---

---

---

---

---

---

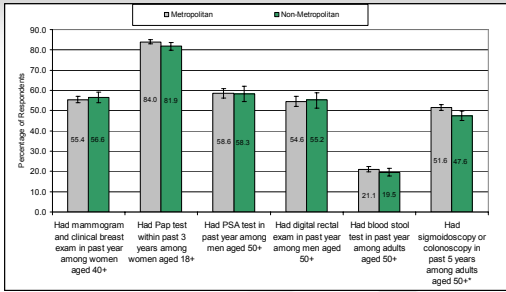
---

---

---

---

Prevalence Estimates of Selected Cancer Screening Indicators by Metropolitan, Micropolitan, and Rural Areas  
2002, 2004 and 2006 BRFS




---

---

---

---

---

---

---

---

---

---

---

---

## Rural Health Workforce Update

---

---

---

---

---

---

---

---

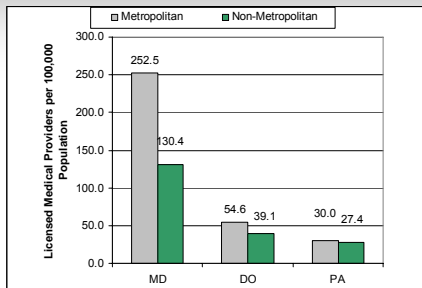
---

---

---

---

Number of Licensed Physicians and Physicians Assistants per 100,000 Population in Rural and Non-Rural Areas of Michigan, 2009




---

---

---

---

---

---

---

---

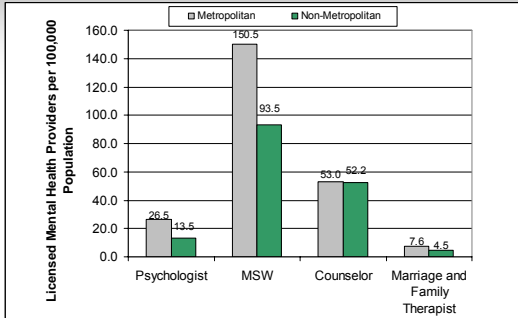
---

---

---

---

Number of Licensed Mental Health Providers (Non-Psychiatrists) per 100,000 Population in Rural and Non-Rural Areas of Michigan, 2009




---

---

---

---

---

---

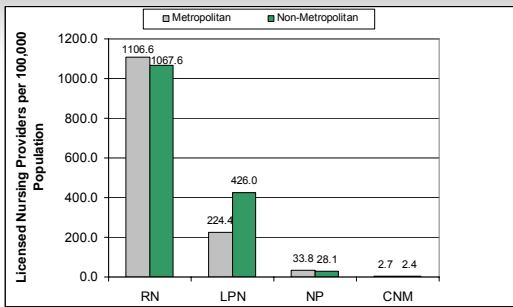
---

---

---

---

Number of Licensed Nurses and Nurse Practitioners per 100,000 Population in Rural and Non-Rural Areas of Michigan, 2009




---

---

---

---

---

---

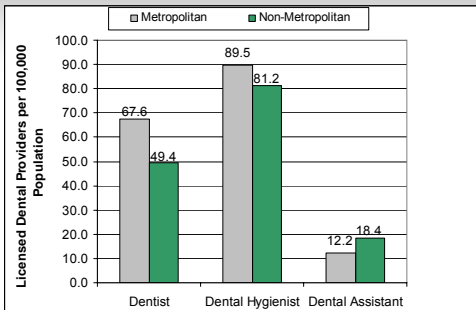
---

---

---

---

Number of Licensed Dental Providers per 100,000 Population in Rural and Non-Rural Areas of Michigan, 2009




---

---

---

---

---

---

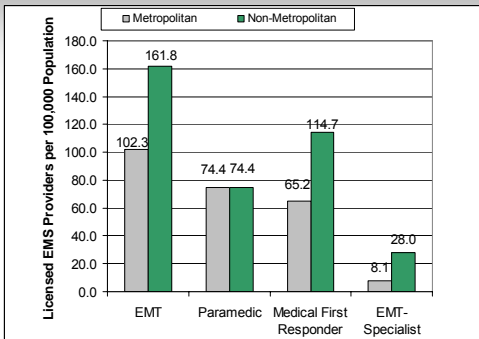
---

---

---

---

Number of Licensed EMS Workers per 100,000 Population in Rural and Non-Rural Areas of Michigan, 2009




---

---

---

---

---

---

---

---

---

---

**BCBS Social Mission Department**  
**“Guidelines to Successful Physician Retention”**

November 2008

Goal: to acquire information to create a manual that emphasizes the most important physician retention issues.

The question(s): why have physicians remained in their rural practices? What keeps them there?

Process: using recruiter and physician focus groups, telephone surveys, and questionnaires.

---

---

---

---

---

---

---

---

---

---

**BCBS Social Mission Department**  
**“Guidelines to Successful Physician Retention”**

The manual will provide an introduction, key findings, application of the findings to a retention plan, comparative approaches, tools and examples of retention plans, government programs, and other resources.

---

---

---

---

---

---

---

---

---

---

## Implementing MI-SORHI Through Conferences & Partnerships

- OsteoChamps
- Health Occupation Students of America
- PA 161 (dental access)
- MSU Dept of Psychiatry-telepsych
- State Loan Repayment-NHSC
- “Practice Michigan” campaign
- “Guide to Retaining Physicians”

---

---

---

---

---

---

---

---

## Questions

Lonnie Barnett  
(517) 241-2963  
[barnettl@michigan.gov](mailto:barnettl@michigan.gov)

John Barnas  
(517) 432-9216  
[barnas@msu.edu](mailto:barnas@msu.edu)

For the MI-SORHI Plan and Rural Health Profile data:  
[www.mcrh.msu.edu](http://www.mcrh.msu.edu)

---

---

---

---

---

---

---

---