

# **HEALTHY COMMUNITY STRATEGIC PLAN**

## **ACTION STEPS**

### **VISION OF A HEALTHY COMMUNITY**

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Jackson County residents enjoy phenomenal health through affordable, accessible healthcare; a community commitment to wellness; and increased public recreation.

### **KEY CHALLENGES**

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1. The public does not take ownership and responsibility for a healthy community.
2. The public is resistant to changing lifestyle behaviors (e.g. diet, exercise, health care, etc.). We are not willing to change the norm.
3. The public does not have access to affordable healthcare.

### **STRATEGY**

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Facilitate a countywide Healthy Community Task Force to develop a long-term, comprehensive plan for improving the overall health of Jackson County residents.

### **GOAL**

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Build a healthy community by increasing access to affordable healthcare; Educating the public on the community health status and its importance; Promoting the adoption of a healthy lifestyle through personal choice and action.

## **HEALTHY COMMUNITY ACTION STEPS**

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1. Attend unveiling of Community Health Assessment (CHA) survey results.
2. Merge Healthy Community (HC) team with Health Improvement Organization (HIO) Coordinating Council.
3. Analyze survey results and other research data to identify community health needs.
4. Identify priorities for action.
5. Identify task force members to lead countywide initiatives.
6. HIO communicates their vision and clarifies member expectations/scope of work.
7. Develop and prioritize specific goals.
8. Develop a Comprehensive Health Plan to include timelines and budget.\*
9. Implement Comprehensive Health Plan.

## **COMPREHENSIVE HEALTH PLAN\* STRATEGIES TO EXPLORE**

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1. Market survey results to residents, businesses, stakeholders etc. on a countywide level to seek ownership / "buy-in"
2. Educate community on health care costs & how personal behaviors affect this
3. Educate residents on how to adopt a healthy lifestyle
4. Market 211 for access to affordable health care
5. Consider a navigation system to connect residents to Health Care for All
6. Seek financial incentives / disincentives to encourage residents to make healthy lifestyle choices
7. Open an additional Federally Qualified Health Plan
8. Increase utilization of family health clinic at Northeast School
9. Seek environmental changes to affect lifestyle behaviors ( i.e. countywide CIA Ordinance, safe biking routes, disincentives or increased health insurance costs )
10. Seek funding sources