



Genesee County Health Department

Floyd J. McCree Courts and Human Services Center

630 S. Saginaw St.

Flint, Michigan 48502

(810) 257-3612

<http://www.gchd.us>

Robert M. Pestronk, MPH
Health Officer

Gary K. Johnson, MD, MPH
Medical Director

Genesee County Health Department



2003-2007 Strategic Plan

✦ Updated May 2005 ✦

Our Vision:

Better Life Through Better Health

Our Mission:

The mission of the Genesee County Health Department is.....to improve the quality of life in Genesee County by preventing disease, promoting health and protecting the environment through activities consistent with our assessment, policy development and assurance responsibilities.

Our Values:

Responsibility: to the public we serve; to the government of which we are a part; and to our staff, who carry out the mission with which we are charged.

Excellence: in all areas of our involvement and among those we encounter and serve.

Benevolence: in our treatment of the public and our staff, with dignity, respect, cultural competency, equality and confidentiality, encouraging personal responsibility in decision-making and action.

Efficiency: through convenient, customer-focused, cost-effective services.

Cooperation: in work with community members and staff to resolve problems and build trust to create a future based on our community's strengths.

Positive Attitude: in approach to and expectations for our work, colleagues, and community.

Our Impact Measures:

Infant mortality reduction, especially the racial disparity, from the 2000 baseline rates

	Overall			African American			White			Healthy People 2010 Goal
	Genesee County		Michigan	Genesee County		Michigan	Genesee County		Michigan	
	2000	2003	2003	2000	2003	2003	2000	2003	2003	
Infant Mortality	12.3	11.3	8.5	21.7	22.7	17.5	8.4	7.5	6.7	4.5

Rate per 1,000 Live Births. Source: GCHD and MDCH.

Chronic disease mortality reduction, especially the racial disparity, from the 2000 baseline rates

	Overall			African American			White			Healthy People 2010 Goal
	Genesee County		Michigan	Genesee County		Michigan	Genesee County		Michigan	
	2000	2003	2003	2000	2003	2003	2000	2003	2003	
Heart Disease	314.2	286.5	252.4	376.1	353.2	349.9	306.4	273.1	241.0	166
Cancer	226.9	206.0	192.0	311.9	201.7	232.7	211.9	207.4	187.8	159.9
Stroke	77.1	73.8	52.9	101.3	109.5	65.6	73.4	66.8	51.1	48
Diabetes	41.1	29.5	25.8	62.7	47.2	38.4	37.5	25.5	24.2	45

Rate per 100,000 population. Source: GCHD and MDCH.

Communicable disease reduction, especially the racial disparity, from the 2000 baseline rates.

	Overall			African American			White			Healthy People 2010 Goal
	Genesee County		Michigan	Genesee County		Michigan	Genesee County		Michigan	
	2000	2003	2003	2000	2003	2003	2000	2003	2003	
Gonorrhea	324.9	413.7	138.5	597.7	490.4	445.6	18.9	25.8	14.1	19
Chlamydia	362.0	578.5	323.3	414.2	346.3	672.0	40.8	49.2	71.4	N/A
Tuberculosis	2.5	1.6	2.4	6.8	5.6	6.9	4*	0	1.2	1.0

Rate per 100,000 population. *=Number of Cases, Rate Cannot be Calculated. Source: GCHD and MDCH. Note: Studies have shown that surveillance data tends to overrepresent STDs in racial and ethnic groups that are more likely to receive STD services from public-sector STD clinics where timely and complete illness reporting is generally the rule.

Community Indicators (continued)	Genesee County 2002	Healthy People 2010 Goal	State of Michigan
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Fostering of communication and community mobilization

• Percent of Local Public Health System (LPHS) survey respondents who believe the LPHS in Genesee County substantially or fully <i>informs, educates, and empowers people about their health issues</i>	55.7%	N/A	N/A
• Percent of Local Public Health System (LPHS) survey respondents who believe the LPHS in Genesee County substantially or fully <i>mobilizes community partnerships to identify and solve health problems</i>	51.7%	N/A	N/A

Enhanced surveillance

• Percent of Local Public Health System (LPHS) survey respondents who believe the LPHS in Genesee County substantially or fully <i>monitors health status to identify community health problems</i>	56.6%	N/A	N/A
• Percent of Local Public Health System (LPHS) survey respondents who believe the LPHS in Genesee County substantially or fully <i>diagnoses and investigates health problems and health hazards in the community</i>	55.6%	N/A	N/A

Departmental Indicators

Improved communication processes

- Perception by staff that internal communication has improved, as measured by employee survey

Enhanced workplace aesthetics

- Perception by staff that workplace aesthetics have improved, as measured by employee survey

HIPAA compliance

- Deadlines met for implementation

Customer satisfaction measurement

- Overall customer satisfaction >90% in >90% of program areas

Accreditation

- Accreditation with commendation achieved in 2003 review

Our Goal:

To improve the health status of Genesee County residents, with particular attention to reducing racial health disparities, through key prevention and intervention strategies.

Our Community Strategies:

- **Alcohol and other drug abuse** prevention and treatment
- **Tobacco use** prevention
- **Obesity** reduction
- **Physical activity** promotion
- Promotion of **healthy nutrition**
- Improved **access to health care**
- Reduction of exposure to **harmful environmental agents**
- **Violence and abuse** prevention
- Fostering of **communication** and **community mobilization**
- Enhanced **surveillance**

Our Departmental Strategies:

- Improve internal **communication** processes.
- Enhance workplace **aesthetics**.
- Ensure compliance with the privacy, security and billing transaction rules of the **Health Insurance Portability and Accountability Act** of 1996.
- Conduct **customer satisfaction** measurement as part of continuous quality improvement.
- Again achieve **Accreditation with Commendation** by the Michigan Local Public Health Accreditation Program.

Our Intermediate Outcome Measures

	Genesee County 2003	Healthy People 2010 Goal	State of Michigan 2003	Genesee County 2003	Healthy People 2010 Goal	State of Michigan 2003
Community Indicators						
Alcohol and drug abuse prevention and treatment						
• Percent of all adults who had 5 or more alcoholic drinks on an occasion in the past 30 days	14.4%	6%	19.1%	• Percent of adults (18-64 years) who have health care coverage of some kind	85%	N/A 87.3%
• Drug-induced deaths (age-adjusted per 100,000 population)	9.6	1.0	10.4	• Percent of households with children (0-17 years) where the children have any type of health care coverage	94.4%	N/A N/A
• Alcohol-related motor vehicle crash injuries (per 100,000 population)	122.4	65.0	88.7	• Percent of adults reporting their general health to be fair or poor	20.6%	N/A 15.1%
• Alcohol-related motor vehicle crash deaths (per 100,000 population)	5.9	4.8	4.0	• Percent of black women who enter prenatal care in the first trimester	70.7%	90% 70.2%
• Percent of Genesee County WIC enrollees who report alcohol consumption during pregnancy	11%*	N/A	6.7%*	• Percent (average) of children 19 months, but not yet 36 months of age who are fully immunized	51.6%**	80% 46.5%**
Tobacco use prevention						
• Percent of adults who smoke cigarettes	26.8%	12%	25.8%	Reduction of exposure to harmful environmental agents		
• Percent of adults who smoke who received health care in the last year who were advised by a health professional to quit smoking	18.3%	N/A	N/A	• Number of outbreaks of infections caused by foodborne bacteria	16†	33 232†
• Percent of WIC recipients who smoke during pregnancy	32%*	N/A	31.5%*	• Number of waterborne disease outbreaks arising from community drinking water systems	0	2 N/A
Obesity reduction						
• Percent of adults who are overweight (BMI \geq 25 and <30)	37.5%	N/A	36.6%	• Percent of persons served by community water systems who receive a supply of drinking water that meets the regulations of the Safe Drinking Water Act	100%	95% 99%
• Percent of adults who are obese (BMI \geq 30)	25.3%	15%	25.4%	• Number of septic system repair permits issued	78	N/A N/A
Physical activity promotion						
• Percent of adults who engage in moderate to vigorous exercise for at least 10 minutes at least 3 times per week	58%	N/A	87.6%	• Percent of restaurants that are smoke-free	12.9%	N/A N/A
Promotion of healthy nutrition						
• Percent of adults who consume 2 or more servings of fruit a day	32.4%	N/A	29.5%	• Hospitalizations with principle diagnosis of asthma among children under 5 years (per 10,000 population under age 5)	66.0	25 51.1
• Percent of adults who consume 1 or more servings of green salad a day	24.8%	N/A	17.9%	Violence and abuse prevention		
• Number of area restaurants receiving "Healthy Lifestyle Award"	10	N/A	N/A	• Homicides (age-adjusted per 100,000 population)	7.4	3.0 6.4
• Percent of women in WIC who initiate breastfeeding	31%*	N/A	45%*	• Suicides (age-adjusted per 100,000 population)	9.8	5.0 10.0
				• Percent of adults who report very or somewhat fearful about crime in their neighborhood	27.1%	N/A N/A
				• Percent of people reporting involvement in one or more activities to improve their neighborhood or take care of a local problem	72.2%	N/A N/A
				• Rate of confirmed victims of child abuse or neglect (per 1,000)	20.2	N/A 10.4

*Note: Most recent data available is from the year 2000. **Note: Genesee County and State of Michigan immunization rates are not comparable to the Healthy People 2010 rates due to different data collection methods. †Note: Data is for 2003 Fiscal Year, not Calendar Year.

Note: Any questions about data sources may be directed to Community Health Analyst, Genesee County Health Department.