

2023 - 2025

BARRY COUNTY

COMMUNITY HEALTH
IMPROVEMENT PLAN (CHIP)



PREPARED BY:



Barry-Eaton District
Health Department

Be Active • Be Safe • Be Healthy

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EXECUTIVE SUMMARY

THE COMMUNITY HEALTH IMPROVEMENT PLAN (CHIP)

is a guiding document which supports active engagement by community members and organizations in improving the health of Barry County. It is intended to be a framework for measurable change in addressing the needs identified in the previous community health needs assessment.

This 2023 to 2025 plan is based on the 2022 Barry County Community Health Needs Assessment (CHNA). A copy of this assessment can be accessed at: <https://barrycountychna.weebly.com/>.

The CHIP is the responsibility of the Barry-Eaton District Health Department (BEDHD) and is required by the Public Health Accreditation Board. The CHIP reflects the results of a collaborative planning process between BEDHD and the community. It is a commitment by the community to improve the health of Barry County by advocating for and directing resources towards health priorities.

The Barry County Community Health Assessment Steering Committee is responsible for advancing the community health improvement process. The health priorities were chosen based on feedback from community members, community organizations, and key stakeholders. The data from the 2022 CHNA informed these conversations and was kept at the center of the development of the strategies found in the CHIP.

The CHIP is an action-oriented plan outlining the priority community health issues (based on the community health assessment findings and community member and partner input) and how these issues will be addressed, including strategies and measures, to ultimately improve the health of a community. The CHIP is developed through the community health improvement process.

HEALTH PRIORITY AREAS FOR BARRY COUNTY 2023-2025 ARE:

Mental Health Needs and Access



Safe and Affordable Housing



Health Care Access and Quality



Substance Misuse



Social Connection and Capital



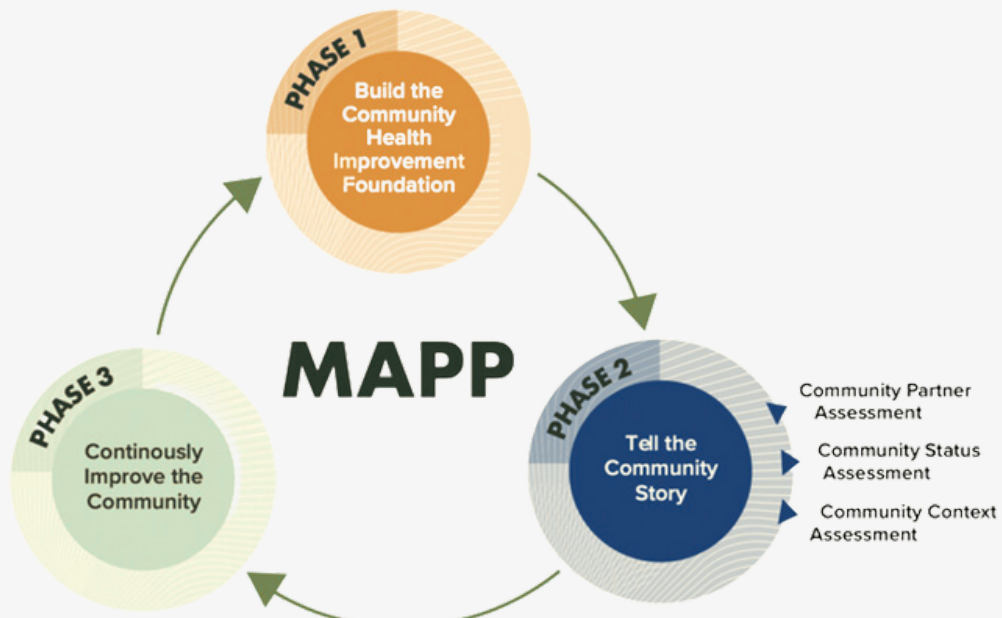
MAPP 2.0 PROCESS

The Steering Committee utilized the **MAPP** model created by the National Association of County and City Health Officials (NACCHO). **Mobilizing for Action through Planning and Partnerships (MAPP)** is a community-driven strategic planning process for improving community health²⁷. Facilitated by public health leaders, this framework helps communities apply strategic thinking to prioritize public health issues and identify resources to address them. MAPP is not an agency-focused assessment process; rather, it is an interactive process that can improve the efficiency, effectiveness, and ultimately the performance of local public health systems. Public health systems can be defined as all public, private, and voluntary entities that contribute to the public's health and well-being throughout the community.

The CHIP involves Phase 3 of the MAPP process, Continuously Improve the Community. This phase provides a framework to prioritize health issues, and develop shared goals, long-term measures, data-driven action, and create a structure to monitor and evaluate the impact on CHIP priorities. The MAPP 2.0 process will be used for the 2023 Barry County CHIP and will be implemented during the whole cycle moving forward.

QUESTIONS & COMMENTS REGARDING THE CHIP CAN BE SENT TO:

Sydney Nicholl
SNicholl@bedhd.org



OVERVIEW OF PROCESS FOR DETERMINING PRIORITY AREAS

In November 2021, BEDHD hosted a virtual community “data preview.” During this event, findings from the assessment were reviewed by members of the steering and advisory committees, Corewell Health staff, and other individuals living or working in Barry County. BEDHD promoted the meeting on their website, social media, and by emailing individuals on the project’s contact list.

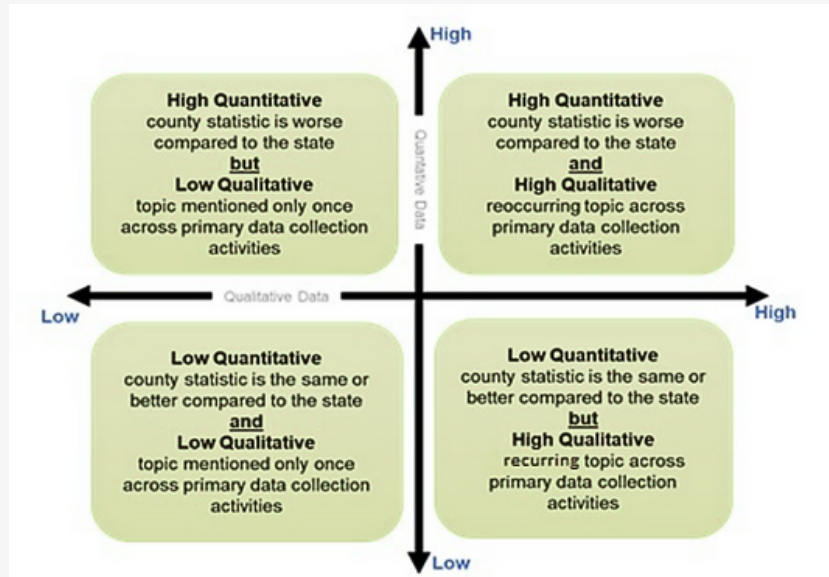
BEDHD highlighted assessment data that:

- Were categorized as high quantitative and high qualitative using the health needs matrix (see page 6)
- Showed significant change, whether positive or negative
- Were unexpected
- Varied when compared to the region, state or national data
- Included past Barry County community priorities from previous assessments

In addition to presenting quantitative measures, findings from the community and health care provider surveys, asset mapping surveys, focus groups involving underserved populations, and county leadership and key stakeholder interviews were presented. Interspersed throughout the presentation were short, facilitated questions about the data, and health department staff led the group in a brief conversation about the underlying factors that may be present. The audience could request additional data to clarify or better understand a presented health issue during this event.

HEALTH NEEDS MATRIX

The indicators and themes identified as High Quantitative/High Qualitative were highlighted in the data preview event along with those with positive or negative trends and emerging needs. The workgroup and Steering Committee used a facilitated discussion to collectively combine the quantitative indicators into a set of health issues to be used in the prioritization event.



To assess health status in Barry County, demographic, socioeconomic, health behavior, and health outcomes information for the CHNA was obtained from publicly available secondary data sources. To gather feedback directly from the people of Barry County, three surveys, one leadership focus group, and several community focus group interviews were conducted to provide additional context along with the secondary data sources. These meetings brought the conclusion of indicators and priority areas for the 2022 CHNA.

After the data were collected and shared with the community, five significant health needs were prioritized and included in the CHNA.

SIGNIFICANT HEALTH NEEDS PRIORITIZATION

Community prioritization of significant health needs data used a weighted criteria approach. The criteria and associated weights were discussed and approved by the Steering Committee (Table 1). The category groupings were voted on in each of the four criteria areas. After the vote, each category rank was entered into the weighted prioritization matrix.

The sum of the participants' ranks for each health issue was multiplied by the weight of each criterion, creating four scores per health issue. These four scores were combined into one final overall score and was then used to rank the health priorities. The five issues with the lowest score would be the five significant health needs.

Table 1: List of Prioritization Criteria and Weights

Criteria	Weight
Seriousness (<i>How Serious is the Issue?</i>)	4
Control (<i>How Much Control Do We Have To Affect the Health Issue?</i>)	3
Capacity (<i>What Is Our Ability, as a Community, To Act on a Health Issue?</i>)	2
Catalytic (<i>How Much Does This Issue Affect Other Health Issues?</i>)	1

COMMUNITY SURVEY

The Barry County Community Survey was a web-based, convenience-sample survey of Barry County residents between June and July 2021. The survey aimed to collect information on community-identified needs, quality of life, health literacy, and early pandemic experience from adults who live and work in Barry County. There were 404 respondents to the community survey. The survey was distributed via social media by BEDHD, Corewell Health, and through the traditional networks of health and human service organizations.

Barry County Community Survey Key Findings

- Affordable and accessible health care is a hallmark of a healthy community, but there are still problems with accessibility.
- The lack of availability of affordable behavioral health services and substance misuse were the top concerns among respondents.
- Many respondents agreed that addressing social issues in the community was important.
- Most respondents felt they had the means and ability to access what they needed to maintain or improve their health.

LEADERSHIP/KEY STAKEHOLDER FOCUS GROUP

On Oct. 1, 2021, local leaders from various sectors met to discuss the state of health in Barry County. The meeting was held virtually. The discussion was facilitated by BEDHD staff members who asked a series of questions to spark conversation around community health and barriers to health that community members may experience. Fourteen individuals participated in the key stakeholder focus group.

Barry County Leadership/Key Stakeholder Discussion Key Findings

- Health care providers are scarce, particularly mental and behavioral health providers.
- The availability of safe and affordable housing is low. This scarcity impacts a variety of individuals, from underserved residents to providers being recruited by health and social service organizations.
- Individuals and families without broadband internet access are facing obstacles that limit their ability to access health care and public resources.
- Although resources are limited, services are available for residents who need them.

PRIORITY HEALTH ISSUE #1: MENTAL HEALTH NEEDS & ACCESS

ASSETS/RESOURCES

Include:

- Barry County Community Mental Health Association (BCCMHA)
- Pine Rest
- Corewell Health
- Referring clients to mental health providers
- Tele-behavioral health in schools
- Suicide prevention
- Community Health Workers (CHW)

CHALLENGES/BARRIERS

Include:

- Limited providers
- Funding
- Cost and access
- Affordability
- Transportation
- Providers
- Financial awareness

COLLABORATIVE PARTNERSHIPS

The Barry Community Resource Network (BCRN) is a state-endorsed community collaborative organized to improve the quality of life for all residents of Barry County. BCRN collaborates to identify and respond to community needs. The vision of the BCRN is a partnership building a healthy community.

The active members of this community collaborative include Department of Health and Human Services, Barry County United Way, Barry County Cares, Manna's Market, Thornapple Valley Church, Commission on Aging, Orangeville Community Outreach, Cherry Health, BEDHD, BCCMHA, Barry County Substance Abuse Task Force (BCSATF), Suicide Prevention Lifeline, Trauma Resources, Family Support Center, Community Action, Barry ISD, Barry County Sheriff's Department, Early On Great Start Collaborative, YMCA, Hastings Area Schools, Delton Schools, Green Gables Haven Community Shelter, Habitat for Humanity Barry County, Family Promise, Barry County Transit, Red Cross Medical Transportation, Veteran's Affairs, 211, and Smart 911.



MENTAL HEALTH NEEDS & ACCESS OVERVIEW

Survey results revealed nearly one in five community members identified access to behavioral health services as a factor defining a healthy community. Over 29% of community members surveyed identified that lack of affordable access to behavioral health services negatively impacts their community. Over one in two respondents indicated increased stress, depression, and anxiety as a concern impacting community members' family or household related to the COVID-19 pandemic. In addition, mental health needs and access was the #1 health issue identified in the 2022 Community Health Needs Assessment by stakeholders and community partners. Barry County Leadership and stakeholders also noted that healthcare providers are scarce, particularly mental and behavioral health providers.

The #1 community resource that patients were referred to by providers was community mental health services (66.7%). Experiencing poor mental health can have any number of causes including experiencing trauma, violence, bullying, and having a chronic disease or disability¹⁰. Mental distress can negatively impact activities of daily life and, in the case of those with a disability or chronic condition, ongoing management of their condition¹¹.

Mental illnesses are among the most common health conditions in the United States (U.S.). About half of people in the U.S. will be diagnosed with a mental health disorder at some point in their life¹². Many factors contribute to the risk of mental illness including, but not limited to, adverse childhood experiences, experiences related to chronic medical conditions, alcohol, drug use, or feelings of loneliness or isolation¹⁴. Depression in particular increases the risk for diabetes, heart disease, and stroke¹⁴. Additionally, chronic conditions can increase the risk for mental illness¹⁴.

We define adults not having good mental health as adults who reported their mental health was not good for 14 or more days in the previous month. In Barry County, 14.4% of adults reported not having good mental health in the 2017-2019 surveying year. Some populations are disproportionately affected by these conditions. Individuals with a household income less than \$25,000 were more likely to have poor mental health (32.9%) compared to other income levels. Females in Barry County were almost twice as likely to report not having good mental health in comparison to males. The highest percentage of poor mental health was seen among adults aged 18 to 24 years (25.5%). The percentage of residents with poor mental health has been increasing from 2012 to 2018 for Barry County residents.

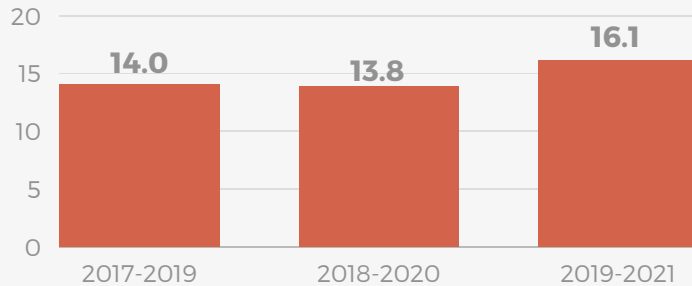
From 2018 to 2020, the population-to-mental health provider ratio was much higher in Barry County (821 residents per one mental health provider) compared to Michigan (355 residents per one mental health provider)¹⁵. However, since 2018, the population to one mental health provider ratio has improved in Barry County (from 1,082 in 2018 to 821 in 2020)¹⁵.

Healthy People 2030 focuses on addressing prevention, screening assessment, and treatment of mental disorders and behavioral conditions. The aim is to improve the health and quality of life for people affected by these conditions. It is estimated that only half of all people with mental disorders get the treatment they need¹³. Therefore, many community organizations will be working towards connecting residents to necessary treatment and services to help people get the emotional, social, and community support they need.



MENTAL HEALTH NEEDS & ACCESS DATA

Three-year Age-Adjusted Rates of Suicides in Barry County, Suicides per 100,000 population



(Michigan Death Certificate Registries, 2017-2021)

14.4% of adults reported not having good mental health in the 2017-2019 surveying year.

(Barry County BRFSS, 2017-2019)

From 2018 to 2020, the mental health provider to resident ratio was much **higher** in Barry County compared to Michigan ratios.

Barry County: 821 residents to 1 mental health provider
Michigan: 355 residents to 1 mental health provider

(Area Health Resources Files Data Downloads | 2020-2021 County Level Data, United States Health Resources & Services Administration, Bureau of Health Workforce)

WHAT WE'RE GOING TO DO ABOUT IT:

Result 1: All community members have access to mental health supports and know how to use them through 2025

Indicator(s):

- Decrease % of adults with poor mental health
- Increase population to mental health provider ratio
- Decrease suicide rate in Barry County

MENTAL HEALTH NEEDS & ACCESS

Result: All community members have access to mental health supports and know how to use them through 2025

Indicator(s):

- Decrease % of adults with poor mental health
- Improve the population to mental health provider ratio
- Decrease suicide rate in Barry County

STRATEGIES	TIMEFRAME	STRATEGY LEAD	PERFORMANCE MEASURES
Increase awareness of/access to mental health services and programs available at BCCMHA through media campaigns focusing on access and availability of behavioral health services, recovery, and support; outreach in community with resources/access information; community promotion, and community education/trainings.	December 2025	BCCMHA	BCCMHA Internal reports indicating increases in access calls, intakes, persons served, people trained in MHFA/YMHFA, etc.
Increase awareness of mental health resources in Barry County by distributing mental health resources within Barry County schools and assisting with connecting children to providers through Health Resource Advocate (HRA) program.	September 2024	BEDHD - HRAs	Number of materials distributed.
Increase awareness of depression and anxiety in Barry County by conducting screening questions during CHW and Women, Infant, and Children (WIC) client calls for depression and anxiety to be able to refer them to mental health providers.	December 2025	BEDHD - CHWs and WIC	Number of screenings conducted.
Increase referrals to mental health providers through referring clients to mental health providers from depression and anxiety screening.	December 2025	BEDHD - CHWs and WIC	Number of referrals.

PRIORITY HEALTH ISSUE #2: SAFE & AFFORDABLE HOUSING

ASSETS/RESOURCES

Include:

- 211
- United Way
- Community Health Workers
- McKinney Vento for schools
- Community Foundations
- Local government
- Barry County Cares
- Green Gables
- Family Promise
- Housing availability
- Barry County Chamber of Commerce & Economic Development Alliance

CHALLENGES/BARRIERS

Include:

- Lack of affordable housing
- Housing availability
- Lack of safe housing options
- Large capital investment needed
- Length of time for projects to come to fruition
- Housing vouchers

COLLABORATIVE PARTNERSHIPS

The Barry County Continuum of Care (CoC)/Local Planning Body (LPB) is a group that meets monthly to discuss all things related to housing and the needs in the community. The group discusses updates, grant opportunities, housing statistics, rental opportunities, and much more. Barry County United Way leads the group and its members include all organizations that work in the housing field.

SAFE & AFFORDABLE HOUSING OVERVIEW

Survey results revealed one in five community members identified affordable housing as a factor defining a healthy community. In the Barry County Community Survey, 10.5% of residents identified homelessness as a problem impacting Barry County. In addition, affordable housing was the #2 health issue identified in the 2022 Community Health Needs Assessment by stakeholders and community partners. Barry County Leadership and stakeholders noted that the availability of safe and affordable housing is low and that scarcity impacts a variety of individuals from underserved residents to providers being recruited by health and social service organizations.

Households are considered to be cost-burdened if they spend more than 30% of their income on housing and severely cost-burdened if they spend more than 50 percent of their income on housing¹. Households in either category have less funds each month for necessities such as food, utilities, health care, and transportation¹. Access to housing, housing instability, and housing conditions can affect health outcomes². Studies found that people who were homeless had an increased risk of premature death and that newly homeless individuals experienced more chronic diseases^{3,4}. Additionally, housing instability has been associated with children more likely to have chronic conditions and poor physical health⁵. Children from low-income households are at a greater risk for being exposed to lead. Many homes in low-income areas are found to have been built before 1978, the time before the use of lead paint was banned⁶.

ALICE is defined as Asset Limited, Income Constrained, Employed. Households that earn more than the federal poverty level, but less than the basic cost of living in the county. Despite struggling to make ends meet, ALICE households do not qualify for public assistance. In 2021, 31% of Barry County households lived below the ALICE threshold and in poverty²⁸.

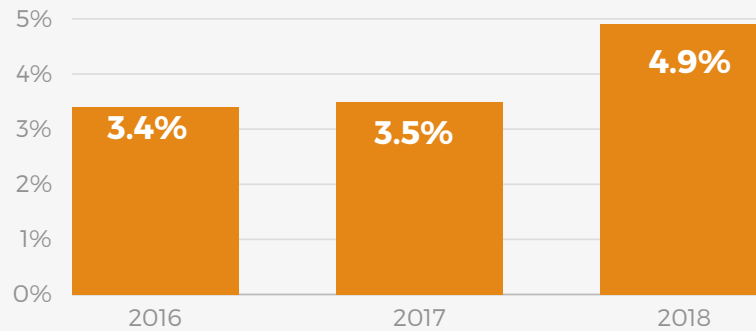
The percentage of households that spend more than 30% of their income on housing was lower in Barry County than in Michigan across the three, rolling five-year periods. From 2013-2017 to 2015-2019, the percentage of households that spent more than 30% of their income on housing declined in Barry County (from 23.0% to 17.1%) and in Michigan (from 28.3% to 26.8%)⁷.

Healthy People 2030 says policies that make housing more affordable are necessary to improve health and reduce the risk of homelessness. Addressing this issue as a community in Barry County will benefit residents and ensure people stay safe and healthy at home.

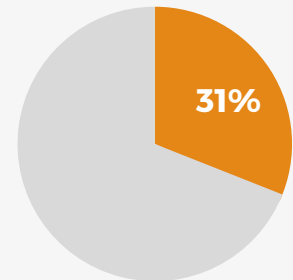


SAFE & AFFORDABLE HOUSING DATA

Percentage of Children 6 Years and Younger with Elevated Blood Lead Levels in Barry County.



(MiTracking, 2016-2018)



From 2019 to 2021, the percent of households under ALICE threshold increased from **19%** to **22%**.

(Barry County United For ALICE Report, 2021)

31% of households in Barry County are below the ALICE Threshold or in poverty.

WHAT WE'RE GOING TO DO ABOUT IT:

Result 1: All community members have access to a safe, stable, and healthy place to live through 2025

Indicator(s):

- Reduce the proportion of families that spend more than 30 percent of income on housing.
- Reduce the % of homes that are under ALICE threshold.
- Reduce the % of homes that are below the federal poverty level.

SAFE & AFFORDABLE HOUSING

Result: All community members have access to a safe, stable, and healthy place to live through 2025

Indicator(s):

- Reduce the proportion of families that spend more than 30 percent of income on housing.
- Reduce the % of homes that are under ALICE threshold.
- Reduce the % of homes that are below the federal poverty level.

STRATEGIES	TIMEFRAME	STRATEGY LEAD	PERFORMANCE MEASURES
Advocate and connect with state and local officials/agencies for the development of affordable housing units.	December 2025	Barry County United Way	Number of additional housing units available.
Provide housing resources and education for individuals and families seeking stable affordable housing.	December 2025	Barry County United Way	Number of individuals who successfully locate housing with or without assistance.
Collaborate with the County Housing Committee to express the type of housing units needed for the community.	December 2025	Barry County United Way	Number of affordable housing units added.
Assist households facing housing insecurity, either financially or with additional case management and resource referrals.	December 2025	Barry County United Way	Number of households able to maintain current housing, even if considered “over housed”.
Increase housing stability in Barry County by using the CHW’s and Connections program to connect residents to housing resources through Good Health = Good Housing Program.	December 2025	BEDHD	Number of connections made and funds spent.
Increase CHW housing connections to resources in Barry County through CHWs making connections to housing resources for clients in need.	December 2025	BEDHD-CHWs	Number of referrals made.

PRIORITY HEALTH ISSUE #3: HEALTH CARE ACCESS & QUALITY

ASSETS/RESOURCES

Include:

- Telehealth
- Oral health screenings for kindergarteners
- MI Bridges
- Community Health Workers
- Corewell Health - Pennock
- Cherry Health
- Barry Community Health Center
- BCCMHA
- Sports
- Medical doctors in Barry County

CHALLENGES/BARRIERS

Include:

- Funding
- Cost of Healthcare
- Number of providers
- Limited access to providers
- Long commute to specialists
- Poor internet
- Aging population with mobility challenges
- Awareness of programs
- Financial resources
- Overcoming stigma
- Number of providers
- Waitlists to become new patient

COLLABORATIVE PARTNERSHIPS

The Barry Community Resource Network (BCRN) is a state-endorsed community collaborative organized to improve the quality of life for all residents of Barry County. BCRN collaborates to identify and respond to community needs. The vision of the BCRN is a partnership building a healthy community.

The active members of this community collaborative include Department of Health and Human Services, Barry County United Way, Barry County Cares, Manna's Market, Thornapple Valley Church, Commission on Aging, Orangeville Community Outreach, Cherry Health, Barry-Eaton District Health Department, BCCMHA, BCSATF, Suicide Prevention Lifeline, Trauma Resources, Family Support Center, Community Action, Barry ISD, Barry County Sheriff's Department, Early On Great Start Collaborative, YMCA, Hastings Area Schools, Delton Schools, Green Gables Haven Community Shelter, Habitat for Humanity Barry County, Family Promise, Barry County Transit, Red Cross Medical Transportation, Veteran's Affairs, 211, and Smart 911.

HEALTHCARE ACCESS & QUALITY OVERVIEW

Survey results revealed that community members identified affordable healthcare (32.3%) and access to healthcare (31.1%) as factors defining a healthy community. In the Barry County Community Survey, one in four residents identified lack of access to healthcare as a problem impacting Barry County. In addition, healthcare access and quality was the #3 health issue identified in the 2022 Community Health Needs Assessment by stakeholders and community partners. Barry County Leadership and stakeholders also noted that individuals and families without broadband internet access face obstacles that not only obstruct their ability to go about normal daily activities safely, but also limit their ability to access healthcare and public resources.

Individuals without a primary care provider (PCP) don't always get the recommended healthcare services including preventative health screenings. Other barriers to healthcare services include transportation, living too far away from providers, and insurance coverage. Individuals without adequate healthcare coverage are less likely to receive preventative services for chronic conditions including diabetes, cancer, and cardiovascular disease^{24,25}. Children without health coverage are less likely to receive treatment for chronic conditions such as asthma²⁴. They are also less likely to receive preventative care such as dental, immunizations, and milestone visits²⁴. Under-resourced communities may also be impacted by decreased access to healthcare personnel. Physician shortages may impact patient experiences including wait times and delayed care²⁶.

In Barry County, 11.9% of adults reported not having a primary care provider. This is lower than the state of Michigan, reporting that 14.5% of adult residents do not have a PCP. Over one in four Barry County residents aged 25 to 34 years reported not having a PCP. It was also found that 17.1% of adult males in Barry County reported not having a PCP versus only 6.5% of females. Lastly, as income increased the percentage of adults with no PCP decreased. Barry County (9.7%) had more adults reporting that they could not see a doctor when they needed to due to costs than Michigan (7.9%) in the preceding 12 months of the survey. Non-Hispanic White people were almost half as likely to report that they could not see a doctor when needed compared to all other races and ethnicities. It was reported that 45.7% of adult residents with a household income of less than \$25,000 had no dental care within the past 12 months of the survey.

Healthy People 2030 states that expanding access to health services and access to affordable health insurance is an important step towards reducing health disparities²³. They also stress that economic, social, cultural, and geographic barriers to healthcare must also be considered within communities when addressing healthcare access and quality²³.

HEALTHCARE ACCESS & QUALITY DATA

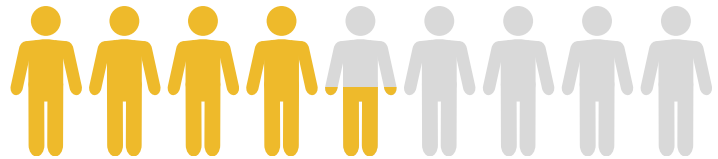
Over **1 in 4** Barry County residents aged 25 to 34 years reported NOT having a PCP.



11.9% of adults reported not having a primary care provider (PCP) in Barry County.



45.7% of adult residents with a household income of less than \$25,000 had no dental care within the past 12 months of the survey.



(Barry County BRFSS, 2017-2019)

WHAT WE'RE GOING TO DO ABOUT IT:

Result 1: All community members have access to healthcare services through 2025

Indicator(s):

- Increase the % of adults reporting they have any kind of health care coverage.

Result 2: All community members have access to prevention and treatment programs by 2025

Indicator(s):

- Decrease % of adults with an income of less than \$25,000 with no dental care in past 12 months.
- Decrease the % of adults reporting they do not have a primary care provider.

HEALTH CARE ACCESS & QUALITY

Result: All community members have access to healthcare services through 2025

Indicator(s):

- Increase the % of Adults reporting they have any kind of health care coverage.

STRATEGIES	TIMEFRAME	STRATEGY LEAD	PERFORMANCE MEASURES
Increase the number of days Veteran’s Service Officers (VSOs) are available to meet with Veterans in our community. From 1 VSO, 2 times a month to 2 VSOs 2 times a week, every week.	December 2025	BCUW - Veteran’s Affairs (VA)	Number of Veterans with access to care and health care coverage through the VA.
Increase awareness of the Pact Act, which expands and extends eligibility for VA health care for Veterans with toxic exposures and Veterans of the Vietnam era, Gulf War era, and Post 9/11 era.	December 2025	BCUW - Veteran’s Affairs	Number of Veterans with access to care and health care coverage through the VA.
Help Veterans who need health care see if they’re eligible by filling out a 10-10EZ form to take to the VA.	December 2025	BCUW - Veteran’s Affairs	Number of Veterans with access to care and health care coverage through the VA.
Increase disability accessibility in the clinic through fidget toys, disability resources, and separate rooms for children to use when they have an appointment for immunizations and have a disability.	December 2024	BEDHD - Children’s Special Health Care Services (CSHCS)	Number of disability-friendly resources available to clients in need.
Assist with MI Bridges applications to help clients understand and submit their information and connect clients with health care through marketplace.	December 2025	BEDHD - CHWs	Number of MI Bridges applications submitted.
Secure stable funding for CHW program in Barry County through a contract with priority health to form a partnership to allow billing for CHW program.	December 2025	BEDHD	Partnership/ contract established.

HEALTH CARE ACCESS & QUALITY (CONT.)

STRATEGIES	TIMEFRAME	STRATEGY LEAD	PERFORMANCE MEASURES
Increase Medicaid outreach within BEDHD in Barry County through Medicaid QI project.	December 2025	BEDHD	Number of Medicaid applications submitted.

Result: All community members have access to prevention and treatment programs through 2025

Indicator(s):

- Decrease % of adults with an income of less than \$25,000 with no dental care in past 12 months.
- Decrease the % of adults reporting they do not have a primary care provider.

STRATEGIES	TIMEFRAME	STRATEGY LEAD	PERFORMANCE MEASURES
PATH for chronic conditions: Classes to help with barriers to wellness for those who struggle with chronic conditions.	January 2023 - current	Corewell Health	Number of participants in PATH class and number of individuals on waiting list.
Matter of Balance Fall Prevention: Classes offered with education to help with balance. Strength exercises for seniors to lower fall risk increase strength. Balance and confidence to help remain independent and mobile.	June 2023 - current	Corewell Health	Number of participants in Matter of Balance class and number of individuals on waiting list.
Increase internal referrals to CHW program by promoting the CHW program and providing information and resources to all clients seen at BEDHD.	December 2025	BEDHD	Number of internal referrals.
Increase primary care provider connections in Barry County by connecting clients to a PCP through CHWs.	December 2025	BEDHD	% of connections clients connected to a PCP.

PRIORITY HEALTH ISSUE #4: SUBSTANCE MISUSE

ASSETS/RESOURCES

Include:

- BCSATF
- BCCMHA
- My Life - My Quit resources
- Quitlink resources
- Narcan
 - Narcan distribution
- CHWs
- Connecting clients to services
- School-based education
- School resources
- Pine Rest
- Medication lock boxes

CHALLENGES/BARRIERS

Include:

- Affordable long-term treatment
- Transition housing
- Post-treatment support
- Funding
- Youth treatment referral process
- Youth linkage to cessation resources
- Long term treatment that is affordable
- Lack of substance use treatment providers
- Community stigma

COLLABORATIVE PARTNERSHIPS

The Barry County Substance Abuse Task Force (BCSATF) is a community coalition that prevents substance abuse in Barry County. Over 30 members work together to address the problems and issues that substance abuse causes, while also collaborating to bring change to how our residents think and behave in everyday situations. BCSATF membership is strong and dedicated with representation from law enforcement to parents and health and human service agencies. The mission is to prevent, reduce, and address the consequences of existing and emerging substance use and abuse issues through collaborative efforts for youth and adults in our community.

The active members of this coalition include Barry Community Foundation--Youth Advisory Council, Barry Community Resource Network, Barry County Adult Drug Court, Barry County Adult Probation and Parole, Barry County Central Dispatch, Barry County Chamber of Commerce, Barry County Commission On Aging, BCCMHA, Barry County Department of Human Services, Barry County Emergency Management, Barry County Habitat for Humanity, Barry County Prosecuting Attorney's Office, Barry County Sheriff's Department, Barry County Transit, Barry County, Trial Court--Family Division and Juvenile Drug Court, Barry County United Way and Volunteer Center, BEDHD, Barry Intermediate School District, Cherry Street Health Services, City of Hastings Community Development, City of Hastings Police Department, Family Support Center of Barry County, Grace Lutheran Church, Hastings Area Schools, Hastings Fire Department, Hastings Kiwanis, Hungry Howie's--Hastings, Michigan State Police, Middleville Pharmacy Care, Parents, Corewell Health, South West Enforcement Team, Southwest Michigan Behavioral Health, Thornapple Kellogg Schools, Volunteers, WBCH, Woodgrove Parish, and Youth.

SUBSTANCE MISUSE OVERVIEW

Over one-third of community members surveyed identified that alcohol and drug issues negatively impact their community. About 12% of respondents indicated increased substance misuse as a concern impacting community members' families or households related to the COVID-19 pandemic. In addition, substance misuse was the #4 health issue identified in the 2022 Community Health Needs Assessment by stakeholders and community partners.

Substance misuse is defined as the use of illegal drugs and the inappropriate use of legal or prescription substances such as alcohol, tobacco, and opioids. Cigarette smoking contributes to multiple diseases and premature death. Smoking can increase the risk of various cancers, cardiovascular disease, respiratory conditions, low birth weight, and other adverse health outcomes. Binge drinking can have serious risks including injuries, violence, and chronic diseases including high blood pressure, stroke, and heart disease⁸. Drug overdose deaths are a national public health emergency and there are various harm reduction methods and evidence-based treatments that could help reduce fatal and nonfatal overdoses. Although there are evidence-based treatments out there, this does not always mean all residents in Barry County have access to them. Another consequence of substance misuse is an increased incidence of violent crimes and a lack of safety in a community, which affects the health of others who may not use or misuse substances.

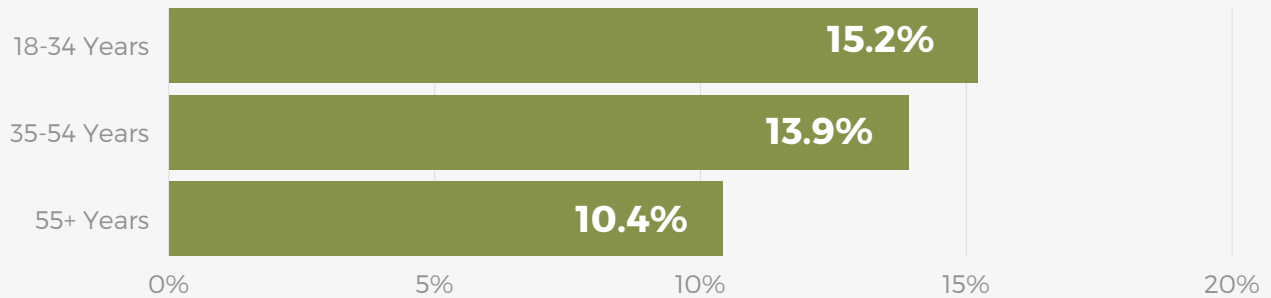
In the 2017-2019 BRFSS, 15.2% of adults between the ages of 18 to 34 years reported engaging in binge drinking within the past 30 days. Males were four times as likely as females to binge drink. Among adults in Barry County from 2017 to 2019, 10.2% reported using marijuana in the past 30 days. The percentage of adults in Barry County using marijuana in the past 30 days was highest in the 18-24 age group (30.5%) compared to the other age groups. The percentage of high school students reporting using marijuana during the past 30 days in Barry County increased from 14.1% to 16.7% between 2015-2016 and 2017-2018. 49% of individuals with less than a high school education reported smoking.

Between 2017 and 2019, 49% of individuals with a household income less than \$25,000 reported smoking. Most residents who have used e-cigarettes stated they did so to either try to quit smoking (43.1%) or to provide a less harmful alternative to smoking (25.8%). 15.1% reported using e-cigarettes or vaping devices on some or all days in the last month during the 2017-2019 survey period.

Healthy People 2030 says strategies to prevent substance misuse, including access to treatment, can reduce drug and alcohol misuse, related health problems, and deaths⁹. Substance misuse addressed as a community will benefit residents in gaining access to necessary treatment and resources that will work to prevent or treat substance misuse disorder.

SUBSTANCE MISUSE DATA

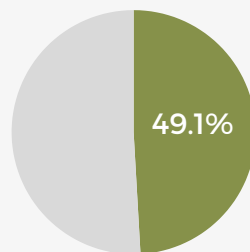
Percentage of adults who binge drank in the past month by age.



(Barry County BRFSS, 2017-2019)

Between 2017 and 2019, **49.1%** of individuals with household income less than \$25,000 reported smoking.

(Barry County BRFSS, 2017-2019)



Males were **4x** as likely as females to binge drink.

(Barry County BRFSS, 2017-2019)

WHAT WE'RE GOING TO DO ABOUT IT:

Result 1: All community members have access to services and harm reduction resources through 2025

Indicator(s):

- Reduce the % of adults smoking in Barry County.
 - Targeted towards individuals with less than a high school education and household income less than \$25,000.
- Decrease number of overdose fatalities in Barry County.
- Reduce the % of adults aged 18 to 34 who report binge drinking within the past 30 days.

SUBSTANCE MISUSE

Result: All community members have access to services and harm reduction resources through 2025

Indicator(s):

- Reduce the % of adults smoking in Barry County.
 - Targeted towards individuals with less than a high school education and household income less than \$25,000.
- Decrease number of overdose fatalities in Barry County.
- Reduce the % of adults aged 18 to 34 who report binge drinking within the past 30 days.

STRATEGIES	TIMEFRAME	STRATEGY LEAD	PERFORMANCE MEASURES
Increase awareness of substance use in Barry County through CHWs completing Screening, Brief Intervention and Referral to Treatment (SBIRT) training to identify individuals who use alcohol and other drugs (substances) at risky levels.	December 2025	BEDHD – CHWs	Number of individuals identified through SBIRT.
Increase awareness of overdoses in Barry County by creating annual overdose reports for Barry County.	December 2025	BEDHD – Epidemiologist	Number of overdose reports created.
Increase awareness of Narcan use in Barry County by providing education on Narcan through social media and promoting free Narcan available from BEDHD clinic.	December 2025	BEDHD	Number of social media posts and Narcan picked up from clinic.
Increase the awareness of nicotine use in Barry County by promoting mylife-myquit resources in the community in order to increase calls and decrease nicotine use in youth.	December 2025	BEDHD	Number of resources distributed.
Increase awareness of secondhand smoke prevalence in Barry County by promoting Quitlink resources and providing education on secondhand smoke exposure.	December 2025	BEDHD	Number of resources distributed or education sessions held.

SUBSTANCE MISUSE (CONT.)

STRATEGIES	TIMEFRAME	STRATEGY LEAD	PERFORMANCE MEASURES
Increase awareness of risks of nicotine and cannabis use, for all populations, with special focus on preventing and decreasing youth use through media campaigns, community outreach, community workshops/trainings, and evidence-based education programs.	December 2025	Barry County Substance Abuse Task Force and all members	Outcomes monitoring done monthly, number of people served, increased referrals, etc.
Continue to work with the community to prevent opioid use, opioid overdose, and other substance use concerns (methamphetamine) through media campaigns, community outreach, community workshops/trainings, evidence-based education programs; overdose prevention education, workgroup meetings, and needs assessments.	December 2025	Barry County Substance Abuse Task Force and all members	Outcomes monitoring done monthly, number of people served, increased referrals, Narcan kits distributed, etc.
Promotion of recovery and community supports through media campaigns, community outreach, and community workshops/training.	December 2025	Barry County Substance Abuse Task Force and all members	Outcomes monitoring done monthly, number of people served, increased referrals, etc.
Assist with nicotine misuse in our communities through weekly individual support appointments, education, and communication with PCP's nicotine replacement therapy recommendation. Free App called Clickotine for patients.	March 2019 - current	Corewell Health - Stacey Youngs, Tobacco Treatment Specialist	Number of patients referred and continued awareness.

PRIORITY HEALTH ISSUE #5: SOCIAL CONNECTION AND CAPITAL

ASSETS/RESOURCES

Include:

- Several Coalitions
- Baby Café
- School Fairs
- Community Health Fairs
- YMCA for the youth and offering camps, summer programs for youth
- Community meals
- Food pantry
- Local schools
- B.Healthy Food Council
- Blue Zones
- Corewell Health - Pennock
- YMCA of Barry County
- Barry County Parks
- Trail Association
- Thornapple Area Parks and Recreation
- Barry-Eaton District Health Department
- Commission on Aging
- Programs for teens and young adults

CHALLENGES/BARRIERS

Include:

- Transportation
- Engagement of residents
- Staffing events
- Limited financial and staffing resources

COLLABORATIVE PARTNERSHIPS

The Barry Community Resource Network (BCRN) is a state-endorsed community collaborative organized to improve the quality of life for all residents of Barry County. BCRN collaborates to identify and respond to community needs. The vision of the BCRN is a partnership building a healthy community.

The active members of this community collaborative include Department of Health and Human Services, Barry County United Way, Barry County Cares, Manna's Market, Thornapple Valley Church, Commission on Aging, Orangeville Community Outreach, Cherry Health, BEDHD, BCCMHA, BCSATF, Suicide Prevention Lifeline, Trauma Resources, Family Support Center, Community Action, Barry ISD, Barry County Sheriff's Department, Early On Great Start Collaborative, YMCA, Hastings Area Schools, Delton Schools, Green Gables Haven Community Shelter, Habitat for Humanity Barry County, Family Promise, Barry County Transit, Red Cross Medical Transportation, Barry County, Veteran's Affairs, 211, and Smart 911.

SOCIAL CONNECTION & CAPITAL OVERVIEW

Survey results revealed that community members identified good schools (22.8%), low crime/safe neighborhoods (13.8%), religious/spiritual values (7.0%), and community involvement (6.0%) as factors defining a healthy community. In addition, social connection was the #5 health issue identified in the 2022 Community Health Needs Assessment by stakeholders and community partners.

Social connection and capital are how strongly residents feel they are connected to their community. People with an increased sense of security, belonging, and trust in their community tend to have better health. People who do not feel connected to their community or other support structures may be less likely to act in healthy ways or work with others to promote well-being for all.

Healthy People 2030 defines social and community context as the “connection between characteristics of the contexts within which people live, learn, work, and play and their health and well-being.”²⁰. People with an increased sense of security, belonging, and trust in their community are found to have better health. People who do not feel connected are less inclined to act in healthy ways or work with others to promote well-being for all²¹. Health benefits of social connection include, but are not limited to, preventing serious illness and outcomes like heart disease, stroke, dementia, depression, and anxiety²². Non-parent adults who are positive and supportive can contribute to an adolescent's self-esteem, problem-solving behavior, and overall resilience (16,17). Research has shown that adolescents with positive support from non-parental adults have a better attitude toward school, increased academic achievements, and fewer behavioral and emotional problems^{16,17}.

To track social connection of Barry County adolescents, the Michigan Profile for Healthy Youth (MiPHY) survey collects information on adolescents who know adults in the neighborhood they could talk to about something important. During the 2017-2018 school year, 58.8% of middle school students and 53.5% of high school students reported knowing an adult other than their parents they could talk to about something important in their neighborhood¹⁸.

According to Healthy People 2030, adolescents who have an adult to confide in are less likely to take part in risky behaviors¹⁹. It is important to take action in preventing these behaviors as many are linked to chronic health issues. Evidence has shown that mentoring programs are effective at improving behavioral, social, emotional, and academic outcomes in adolescents¹⁹. Additionally, individuals with stable and supportive relationships are more likely to make healthy choices. It is important to improve overall social connection in Barry County to promote health, trust, safety, and resilience for current and future generations²².

SOCIAL CONNECTION & CAPITAL DATA

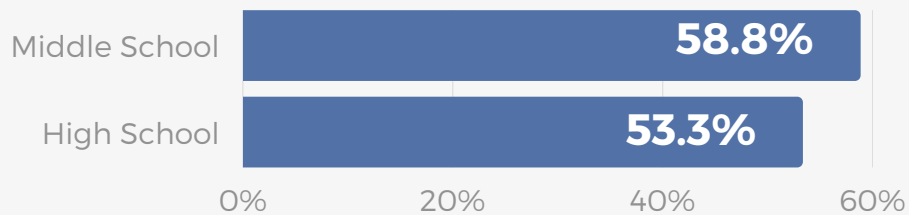
Adolescents who have an adult to confide in are less likely to take part in risky behaviors.

(Healthy People 2030)

Mentoring programs are **effective** at improving behavioral, social, emotional, and academic outcomes in adolescents.

(Healthy People 2030)

Percentage of students who report knowing an adult other than their parents they could talk to about something important in their neighborhood.



(Barry County MiPHY, 2017-2018)

WHAT WE'RE GOING TO DO ABOUT IT:

Result 1: All community members are provided opportunities and access to enhance aspects of their life through 2025

Indicator(s):

- Increase the % of middle and high school students who report knowing an adult other than their parents they could talk to about something important in their neighborhood.

Result 2: All community members have opportunities to be involved in physical activity and nutrition programs through 2025

Indicator(s):

- Increase utilization of new or existing programs in Barry County aimed to improve social connection and capital.

SOCIAL CONNECTION & CAPITAL

Result: All community members are provided opportunities and access to enhance aspects of their life through 2025

Indicator(s):

- Increase the % of middle and high school students who report knowing an adult other than their parents they could talk to about something important in their neighborhood.

STRATEGIES	TIMEFRAME	STRATEGY LEAD	PERFORMANCE MEASURES
Promote opportunities for youth to be involved in healthy, recreational sports and camp programs. Provide youth sports, summer camps, literacy and healthy eating outreach, and childcare.	Annual program calendar that supports our vision	YMCA of Barry County	Number of enrollments in programs, donor contributions, and family testimonials.
Provide sustainable, inclusive practices to our community and participants, have inclusive facilities and programs, restorative justice training, and open dialogue with our community.	Annual program calendar that supports our vision	YMCA of Barry County	Number of enrollments in programs, donor contributions, and family testimonials.
Year-long enrollment open to all student 18+ and past their original graduation year. Offering class sessions, study materials, and testing to assist students in obtaining their GED or HSD.	December 2025	Community Action Agency - Adult Education Program (Kris Brown)	Number of assessment tests distributed, GED tests, HSD classes completed, and number of graduates.
Offering services for income qualifying individuals and households with weatherizing homes, utility bill assistance, and non-perishable food items.	December 2025	Community Action Agency - Intake Program (Laura Jones)	Data base system reports on number of individuals/households served in each area.

SOCIAL CONNECTION & CAPITAL (CONT.)

STRATEGIES	TIMEFRAME	STRATEGY LEAD	PERFORMANCE MEASURES
Year-long enrollment for children birth-5 years old. Offering age appropriate curriculum, activities, and socialization in a classroom environment. Encouraging family engagement.	December 2025	Community Action Agency - Head Start and Early Head Start Programs (Michelle Slaughter)	Number of full enrollments, program completed transitions, and achieving individually set goals.
Increase awareness of BEDHD programs and services in Barry County by attending community events, health fairs, and Kindergarten round-ups to promote services and programs.	December 2025	BEDHD	Number of events attended
Improve connection to lactation support for breastfeeding moms in Barry County by providing education to baby café attendees on breastfeeding and nutrition for moms and babies.	December 2025	BEDHD	Number of Baby Café events held
Provide support to residents experiencing perinatal depression in Barry County through a support group with Family Support Center.	December 2025	BEDHD and Family Support Center	Number of support groups held
Increase connections to community resources for parents in Barry County through parent resource event at schools to inform parents of BEDHD programs, Medicaid assistance, and other resources.	December 2025	BEDHD - HRAs	Number of events held and number of attendees

SOCIAL CONNECTION & CAPITAL (CONT.)

Result: All community members have opportunities to be involved in physical activity and nutrition programs through 2025

Indicator(s):

- Increase utilization of new or existing programs in Barry County aimed to improve social connection and capital.

STRATEGIES	TIMEFRAME	STRATEGY LEAD	PERFORMANCE MEASURES
Integrate the newly established B.Healthy Food Council into the community, and establish long-term responsibility of food systems programming.	December 2025	B. Healthy Food Council	B.Healthy Food Council will hold bi-monthly meetings each year with a minimum of six meetings each year. The Council will develop a strategic plan.
Develop and utilize resources within the B.Healthy Food Council to create messaging and marketing materials that encourage healthy food behavior, and utilize partnerships to spread awareness and messaging at community events throughout the county.	December 2025	B. Healthy Food Council	The Council will also attend at least four community events with at least one at a school/youth event with full display, marketing, and educational display.
Community Food Center planning to ensure incorporation of a Hometown Up-and-Coming Business (HUB) incubator space, aggregator space, and a community kitchen. Community Food Center will become the activity center for healthy food access and community engagement.	January 2024	Blue Zones Activate Barry County	Finalized construction documentation, operational plan, as well as kick off a capital campaign established for the Community Food Center.
Pedestrian connectivity planning in and around proposed senior living campus at Thornapple Manor/McKeown Bridge Road Park. Stakeholder collaboration with Thornapple Manor, Commission on Aging, Barry County Parks Commission, and Barry County Road Commission.	March 2024	Blue Zones Activate Barry County	Stakeholders from Thornapple Manor, Commission on Aging, and County Parks Commission approve pedestrian connectivity plan for the new senior campus.

SOCIAL CONNECTION & CAPITAL (CONT.)

STRATEGIES	TIMEFRAME	STRATEGY LEAD	PERFORMANCE MEASURES
<p>Adopt the Barry County Trails Master Plan into the Barry County-Wide Masterplan and promote the adoption of the plan by all municipalities along Paul Henry Thornapple trail spine route.</p>	<p>September 2024</p>	<p>Blue Zones Activate Barry County</p>	<p>Trails Master Plan will be adopted into the Barry County Master Plan and municipalities along route pass resolution supporting the trail master plan.</p>
<p>Establish walking groups in partnership with Corewell Health Pennock Wellness Center for 10 weeks in June, July, and August.</p>	<p>Fall 2024</p>	<p>Blue Zones Activate Barry County</p>	<p>Walking groups will be established in Middleville, Nashville, Delton and Hastings.</p>

BARRY COUNTY COMMUNITY HEALTH NEEDS ASSESSMENT (CHNA) ADVISORY COMMITTEE

Tracy Beachnau, Sheryl Overmire Barry County

Jennifer Heinzman Barry County Chamber & Economic Development Alliance

Tammy Pennington Barry County Commission on Aging

Rich Thiemkey, Kristyn Kostelec, Liz Lenz Barry County Community Mental Health Authority

Laurel McCamman, Diane Slocum Barry-Eaton District Health Department

Lani Forbes Barry County United Way

Allison Troyer-Wiswell Blue Zones

Amy Beck, MD Bright Start Pediatrics

Julia McMillen Calhoun ISD

Robert Schirmer, MD Citizen / Barry-Eaton District Health Department Former Medical Director (retired)

Kristina Mann Community Action Agency – South Central Michigan

Kyle Corlett Delton-Kellogg Schools

Martha Ports Family Promise of Barry County

Bill Mattson Family Support Center

Laurie DeDecker Healing in America Midwest

Jayne Flanigan Manna's Market

Danielle Gritters, Cassandre Larrieux Corewell Health Healthier Communities

Marsha Bassett, Janine Dalman, Angela Ditmer, Roxanne Gaiski, Bernard

Jore, Rhonda Lundquist, Erin Meleca, Amy Poholski, MD, Emily Welker

Corewell Health Pennock

Lorena Frederick, Carrie McCormick, Deb Timmerman State of Michigan

Donald Haney Thornapple Manor

Gina McMahan YMCA of Barry County

BARRY COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN (CHIP) STEERING COMMITTEE

Lani Forbes, Morgan Johnson Barry County United Way

Ambre Terhaar, Bernard Jore Corewell Health

Stacey Youngs, Emily Flessner Corewell Health Healthier Communities

Rich Thiemkey, Liz Lenz Barry County Community Mental Health Authority &
Substance Abuse Task Force

Sydney Nicholl, Aurelia Hocquard, Milea Burgstahler Barry-Eaton District
Health Department

Catherine Getty Blue Zones & Barry County Commissioner

Rich Franklin Barry ISD

LeAnn Busson Barry County Great Start Collaborative

Kristina Mann Community Action Agency - South Central MI

Rhonda Lundquist Corewell, Delton-Kellogg Schools

Gina McMahon YMCA of Barry County



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