

HEALTH ISSUE: PREVENTIVE HEALTH SCREENING

(All CPS—Community Preventive Services?)

- ◆ **Adult Immunization**
- ◆ **Colonscopy**
- ◆ **Pap Test**

List existing Resources

Hospital
WGH and NHOH
Health Department?
Provider offices
Island Drug
Squadrons/Deployable Units—NAS Whidbey
Effective Marketing Ploys (Grocery Stores)

Potential Partnerships

Hospital
Health Department
Private Practitioners
Insurance Companies
Drug Companies?
Company Wellness Programs
Schools

Community-Based Models for Intervention

Flu Program (ICHHD/WGH/NHOH/Stores/Private Doctors)
Immunizations (childhood)
Blood Pressure Programs
Diabetes Testing
STD Programs

Barriers

Costs/Insurance Coverage
Memory
Vaccine Supply
Unpleasant

Opportunity for social marketing?

School Districts
Churches
Chambers of Commerce
Child Care/Pre-schools
Private Schools
Banks
Cultural Events (WICA, Playhouse, etc.)
Marinas
Government (City, County)
Health Clubs/Gyms/Community Swimming Pools
Gift of Preventive Health Check-Up (for family)

Measurable Outcomes/Evaluation Measures

Increase of #s of adults immunized/screened (HEDIS measures)
Decrease in adult incidence of communicable diseases reported (flu rate, pertussis)
Decrease in colon/cervical/breast cancers

Increase in early detection
Increase in successful treatment outcomes (due to early detection)
Healthy People 2010 goals
Decrease in diabetes related hospitalizations

Policy Implications

Getting out information
Universal coverage for screenings
Universal, affordable, health coverage
Insurance plans investing in preventive services
Better reporting of communicable disease (STDs)
Medical savings accounts

Health Action Team

HEALTH ISSUE:

EARLY CHILDHOOD INTERVENTION/PARENT SUPPORT & EDUCATION

- ♦ **Parent Support**
- ♦ **Parent Education**
- ♦ **Child Care Choices**

List existing Resources

F & FSC parenting classes
“Families that work”
“Fathers’ Network”
CAPF
National resources
Early Headstart
TLC
Success by six
New Parent Support Team (NAS)
Health Department
Catholic Community Services (Drug Rehab w ?)
Pediatricians
Harbor Haven/In a Pinch Crisis Nurseries
ECEAP (Skagit Valley College)
Head Start (SVC)
Libraries
School Districts
Hospital-Therapies
Child Care Resource and Referral (Opportunity Council)
CADA
Early Childhood Education/Training (SVC)
Grandparent Support (Model)
Healthy Baby (IHD)
Planned Parenthood

Potential Partnerships

Gates Foundation--\$\$
ICC
Western Washington University-Internships
Stewart Foundation
Paul Allen Foundation
Churches
Schools
YMCA
Youth Organizations
Mentoring organizations
First Steps
Readiness to Learn

Community-Based Models for Intervention

Reading to your children
Home visitation
Storytelling
Professional Enhancement for childcare providers
Helping mothers/dads stay home
Access to affordable housing
Living wage jobs

Respite care
Abstinence
Family/baby education in high schools—“flour sack”
Parent education with childcare
“Parent Trust” program
Increased access to higher education for parents
Access to health insurance, affordable
Community support for sexually active teens

Opportunity for social marketing?

TV and Video game turn off week/year
Family nights
Family eat together
Yes—prenatally, pre-prenatally, and right after the birth of a baby

Measurable Outcomes/Evaluation Measures

Readiness to Learn
Decrease in CPS referrals
Decrease in calls for domestic violence-police/sheriff data
Increase in readiness for school
Increase slots for infant childcare
Increase slots for emergent care
BRFSS questions
David Olds’ studies outcomes/parameters
CAL-SAFE Model (California Safe and Healthy Families)

Policy Implications

Decreasing costs of criminal justice
Supporting expanding education system funding to age 0
Allow one parent to stay home?
Expanded, paid, family leave

Health Action Team

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HEALTH ISSUE: MENTAL HEALTH SERVICES & RESOURCES

- ♦ **Child/Teen**
- ♦ **Uninsured**
- ♦ **Prevention**
- ♦ **Resources and gaps in resources**
- ♦ **Depression**

List existing Resources

Island Mental Health
Whidbey General Hospital
W.A.M. I. (Washington Association Mental Illness)
Families Group (national/local)
Counselors in the schools
MHAB
Child Study Team
Island County Mental Health Advisory Committee (Community MH)
Navy Hospital
Private counselors and practitioners
Milage (0.0125) for Mental Health
New Leaf
Existing psychiatrists (Dr. Rosen/Dr. Little)
CADA
CAPF
Family Resource Centers
Fleet and Family Support Center
Alzheimers and Assisted Living facilities
Physicians
Big Brothers/Big Sisters
Schools
Churches

Potential Partnerships

ICHHD Human Services
Law enforcement

Community-Based Models for Intervention

Organization-based and non-organization based
An advocate for every student (especially middle-school and high-school)
Depression screening and support, including postpartum depression
Power of Hope
Job training
Physical activity
Support groups
Education
P.I.E. ?
Increased counselors in schools
Medication management
Increase in after-school activities
Adult mentor/community support
“Natural helpers” program

Opportunity for social marketing?

YES!
Awareness-depression symptoms (target: seniors and school-age)

Friends/family support and education
“Attitudes” toward mental illness
Emotional IQ-attention towards developing this

Measurable Outcomes/Evaluation Measures

BRFSS

Insurance coverage changes

Youth behavior risk survey

Hospitalizations/institutionalizations

BEC depression scale

Decreased police calls for violent activities

Decreased suicides and suicide attempts

Increase in available beds for treatment

Decrease in CPS referrals

Policy Implications

Recruitment of psychiatrists (especially for children)

Insurance coverage for mental health services

Facilities for mental health services

Milage (0.0125) for MH facilities

HEALTH ISSUE: PHYSICAL ACTIVITY/CHRONIC DISEASE

- ♦ **Overweight**
- ♦ **Hypertension**
- ♦ **CVD**
- ♦ **Diabetes**
- ♦ **Depression**

List Existing Resources

Beaches/lakes
Golf courses
Tennis courts
HS tracks and gyms
Health Clubs (4)
Pool (public) and private
Community classes
School-based intramural/League
Park and Rec (north/south/camano)
Gardening Clubs

Potential Partnerships

Island County Physical Activity Coalition
Business Partnerships (Wellness programs)
Radio/Media
Robert Wood Johnson \$\$
Navy and NHOH
Whidbey General Hospital
Senior Center Camano
Transit systems
Doctors' offices

Community-Based Models for Intervention

Pedometer Program
Community/City Goal Setting (Incentive Programs)
Fit for America
"Mall" walks
"Playground in the Park"

Opportunity for social marketing?

Women 40-50's
Physician Support/Treatment
School "challenges"

Barriers

Childcare-lack of
Peer pressure (not cool)
Sidewalks-lack of availability
Cost of development
Safety (perceptions)
Proximity of gym/home
Demands of work
Time to exercise
Transportation (too far to bike, no car, no buses running)
Group-lack of

Measurable Outcomes/Evaluation Measures

BRFSS data

Regence data

Membership data

Facilities

Incidence of chronic disease, age-adjusted

Incidence of obesity

Policy Implications

County/city planning (bike lanes, sidewalks, stairwells)

P.E. requirements

Insurance plans invest in physical activity for subscribers

Health Action Team

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