



CAPITAL AREA
HealthAlliance

*21st Anniversary
Annual Meeting Program & Report*

December 18, 2014

*Hannah Community Center
East Lansing, Michigan*

*Working together
to empower our community
to achieve better health*



Welcome and thank you for joining us today for the 21st Anniversary of the Capital Area Health Alliance. The Alliance was incorporated in 1993 as a coalition of organizations, businesses, health care professionals, and volunteers from Clinton, Eaton, and Ingham counties to facilitate improvements in healthy living, access, quality, and cost, in health resources in the tri-county area. This year, the work of the Alliance has enabled accomplishments such as:

- ◆ The **Capital Area Community Nursing Network's** celebration of Nurses Week with a continuing education program. This committee has highlighted nursing practice and workforce issues and expanded available nursing teaching and learning opportunities.
- ◆ The **Capital Area Physician Experience (CAPE)** sponsored its 6th "Dine Around" to introduce MSU medical students to local physicians to enhance recruitment and retention of physicians. In spring of 2015, CAPE will offer a speaker panel on regional activities to recruit physicians.
- ◆ The **End-of-Life Care Committee** has been addressing issues associated with best practices and opportunities for interdisciplinary integration for end-of-life issues and is planning a symposium for spring 2015.
- ◆ The **Healthy Lifestyles Committee (HLC)** was renewed for funding for the 2015 Michigan Health and Wellness 4 x 4 Grant. Through the 4 x 4 grant, the HLC is working to increase access to physical activity opportunities, work with local restaurants to highlight healthy menu items, and engage worksites to adopt new policies related to health and wellness.
- ◆ The **Mental Health Partnership Council** worked to advocate for availability and equality for mental health patients. This year, hundreds of people attended presentations dealing with numerous mental health issues.
- ◆ The creation of the **Healthcare Workforce Committee**, approved by the Board of Directors and designed to address the number, availability and mix of care providers as well as understand the best practices that serve to enhance the healthcare workforce and health in the Capital Area.

This morning's activities will include the presentation of the 11th annual *Community Service Awards*, 7th annual *Nursing Excellence Award*, 4th annual *Physician Recruitment and Retention Leadership Award*, and a 2nd annual *Healthy Lifestyles/Choosing Health!® Advancement Award*, all presented to individuals and organizations who helped to further the mission, goals, and values of the Alliance.

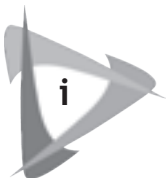
And, we'll hear our guest speaker, **Melanie Brim**, who will help us understand the changing health care workforce and the development of innovative programs to ensure that every Michigan community has access to health care professionals. We hope this is a valuable experience for you.

The strength of the Alliance is the people who contribute their time, talents, resources, and expertise in order to make a difference in our community. If you would like more information about the Alliance, to be placed on our mailing list, or to become a part of the ongoing work for the health of our community, please visit our website at CapitalAreaHealthAlliance.org, "like" us on Facebook, and contact us at 517-347-3377 or CAHealthAlliance@aol.com.

With my appreciation and best regards,

A handwritten signature in black ink, appearing to read 'Margherita P. Clark'.

Margherita P. Clark, RN, MSN, GNP
Chairperson, Capital Area Health Alliance Board of Directors





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December 18, 2014 • Hannah Community Center

Agenda

1. **Call to Order** Valerie Glesnes-Anderson
2. **Welcome** Margie Clark
3. **Thanks to Platinum Annual Meeting Sponsors**
 - Capital Area Health Alliance
 - Community Partners in Health
 - Lansing Community College
 - The Leona Group, LLC
 - Michigan Fitness Foundation
 - Sparrow Michigan Athletic Club
4. **Board of Directors & Activity/Committee Acknowledgments** Margie Clark
5. **Guest Speaker Introduction** Valerie Glesnes-Anderson
 - Melanie Brim
6. **Presentation of Service Awards**
 - Nursing Excellence Award** Margie Clark

<i>Nominees:</i> <ul style="list-style-type: none"> • Bridget Burns-King • Missy Hinkle • Angela Stornant and Julie Murray 	<i>Honoree:</i> <ul style="list-style-type: none"> • Lori Pincumbe
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 - Physician Recruitment & Retention Leadership Award** Margie Clark

<i>Honoree:</i> <ul style="list-style-type: none"> • Larry F. Rawsthorne 	
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 - Healthy Lifestyles/Choosing Health![®] Advancement Award** Maureen Hillary

<i>Organizational nominees:</i> <ul style="list-style-type: none"> • Michigan Trails & Greenways Alliance • Sparrow Clinton Hospital Foundation 	<i>Organizational honoree:</i> <ul style="list-style-type: none"> • Capital Area Center for Independent Living
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 - Healthy Lifestyles/Choosing Health![®] Advancement Award** Maureen Hillary

<i>Individual nominees:</i> <ul style="list-style-type: none"> • Craig Parks • Casey Thompson • Cindy Zerbe 	<i>Joint individual honorees:</i> <ul style="list-style-type: none"> • Wally Elchaer • The Hewitt & Weinert Families
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 - Community Service & Corporate Responsibility Awards** Valerie Glesnes-Anderson

<i>Organizational honoree:</i> <ul style="list-style-type: none"> • Michigan Department of Community Health 	
<i>Individual nominees:</i> <ul style="list-style-type: none"> • Wendy Briggs • Elizabeth Hertel • Mental Health First Aid for Youth & Adults • Pam Miklavcic • Gary Owen • Marsha Rappley 	<i>Individual honoree:</i> <ul style="list-style-type: none"> • George Mansour
7. **Door Prize Drawings** Natalie Gottschalk
8. **Adjournment** Margie Clark



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Board of Directors and Supporting Organizations

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Hayes Green Beach Memorial Hospital

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Robert Sheehan
*Community Mental Health Authority of
Clinton, Eaton, and Ingham Counties*

Gordon White, Jr.
DHR International

Linda S. Vail
Ingham County Health Department

Emeritus

Larry Leatherwood
Management Consultant

Please join us in thanking Office Manager Natalie Gottschalk for her excellent work and heartfelt dedication to the Alliance.

Guest Speaker

Melanie Brim

President & CEO, Michigan Health Council

Melanie Brim is the President and CEO of the Michigan Health Council (MHC), an Okemos, Michigan-based 501(c)(3) non-profit focused on building health professional capacity by creating products and services in education, practice, data, and teamwork. As President, Ms. Brim convenes individuals and organizations across academia, health systems, and associations to ensure Michigan's families can access the right types of healthcare providers, at the right times, and in the right places.



Some of her recent work includes building Michigan nursing's Action Coalition to advance the Campaign for Action, which seeks to transform healthcare in Michigan with nurses at the heart of efforts to improve health outcomes for Michigan's population. Other initiatives of the Health Council include inter-professional collaborative practice facilitation and training, the Michigan Center for Nursing, Michigan Health Occupation Students of America (HOSA), and data analysis and research in innovations in primary care. MHC continues to advance its two signature software tools: Medical Opportunities recruiting service and ACEMAPP clinical rotation management system.

Ms. Brim also provided executive leadership for Michigan's State Innovation Model Design Award from the Centers for Medicare & Medicaid Services to accelerate the transformation of healthcare delivery and payment systems in Michigan. Additionally, her roles as a Deputy Director at the Department of Community Health included leadership in health planning, health policy, and access to care programs, as well as managing workforce development activities, the Certificate of Need Program, and the Office of the Chief Nurse Executive.

A member of the Capital Area Health Alliance Board of Directors, Melanie has also served as the Director, Bureau of Health Professions, and managed the licensing and regulation functions for over 400,000 health professionals, representing 37 professions and 25 regulatory boards. Her clinical management experience includes work with the Michigan Department of Corrections, St. Mary's Health Services, and the Grand Rapids Home for Veterans, where she served in high-level administrative roles managing primary and specialty care in both inpatient and outpatient settings. Ms. Brim has provided and continues to provide leadership to Michigan's state and local public health systems, constantly working to improve the Greater Lansing Area.



Principles and Values

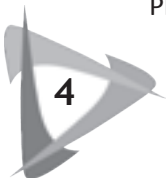
The principles and values of the Capital Area Health Alliance reflect the spirit, deep compassion and committed volunteerism that are basic characteristics of the Capital Area community.

- 1 CAHA believes that the **collaboration of member stakeholders** can significantly improve the access, quality, and cost effectiveness of health care in the tri-county area.
- 2 CAHA believes the **integration of diverse sectors** of our community is necessary for a healthy community due to the complex nature of health care challenges and the health care system.
- 3 CAHA believes that **our health is in our hands**; that members of our community must **understand their own responsibility in ensuring their health and be empowered to achieve healthy living** through health care education and access to the highest quality, cost effective resources.
- 4 CAHA believes it is necessary to **invest in the health care of each other** to enhance the well-being of our entire community.
- 5 CAHA will strive to create an **environment that is inclusive** of multiple stakeholders to bring groups together.
- 6 CAHA will work to **build trust and mutual commitment** to collaborative relationships among stakeholders.
- 7 CAHA will be a **convening body** committed to bring together groups, organizations, professionals and volunteers.
- 8 CAHA believes we must be responsible **stewards of our community's health resources**.

Yes! I wish to become a member of the Capital Area Health Alliance.

Name _____
Title _____
Organization _____
Address _____
City/State/Zip _____
Telephone _____ Fax _____
Email address _____

Please email your response to CAHealthAlliance@aol.com or fax to (517) 347-3387.





Alliance Activities & Committees

The work of the Capital Area Health Alliance is carried on through the Board meetings, committees, taskforces, and activities that embody its commitment to collaboration. The Alliance is a coalition of organizations, businesses, health care professionals, and other volunteers from Clinton, Eaton, and Ingham counties, working together to empower our community to achieve better health. If you would like to participate in any of these activities or committees, please call the Alliance at 517-347-3377.

Capital Area Community Nursing Network (CACNN)

Committee Sponsor—Lansing Community College
Committee Chairperson—Margie Clark, MSN, RN, GNP

The Capital Area Community Nursing Network (CACNN) serves as a resource and advises the Alliance Board of Directors on topics related to nursing, nursing care as well as community health issues and serves as a resource in identifying area challenges and issues facing nursing. CACNN collaborates as a group in identifying solutions for these issues through community-based initiatives. The committee provides a unique perspective on current nursing topics such as clinical nursing education, scope of practice issues, and workforce shortages.

CACNN membership reflects the community and includes representatives from local health systems, the Schools of Nursing and other nursing related professionals throughout the Capital Area as well as workforce representatives. CACNN is committed to the mission of the Capital Area Health Alliance to work together as nurses to empower our community to achieve better health.

Mission Statement. The Capital Area Community Nursing Network (CACNN) collaborates with community, academia, home-, and health-based agencies to identify solutions through community-based initiatives for challenges facing nursing.

Strategic Goals

- Goal 1: Nurses should achieve higher levels of education and training through an improved education system that promotes seamless academic progression.
- Goal 2: Create sustainable partnerships with other health professions and community organizations to ensure a safe and quality healthcare for residents of the Capital Area.
- Goal 3: Use workforce data to promote workforce planning and effective policy making.
- Goal 4: Nurses should practice to the full extent of their education and training.
- Goal 5: Encourage nurse representation on all local committees and other state and community boards.

2014 Accomplishments

- Increased membership base to include wider community and healthcare organizations.
- Established a work group to develop next steps from 2012 symposium on cancer screening of underserved populations.
- Convening a work group to increase knowledge around breast health and related issues. Maureen Hillary, Chief Nursing Officer at Hayes Green Beach Hospital, is leading this work in the Charlotte community. Through the CACNN Committee she will replicate her model in 2015 for the greater Lansing community.
- Collaborated with the current McLaren Greater Lansing Nurse Honor Guard to establish and promote a regional honor guard for the Capital Area Nurses Honor Guard. In 2014 the Nursing Honor Guard team of McLaren Healthcare provided a memorial service at 12 funerals honoring nurses in the greater Lansing area including Grand Rapids.
- Promoted and solicited nominations for the Seventh Annual Nursing Excellence Award.
- Participated in all CAHA *Choosing Health!*® wellness initiatives throughout the year held within the community.
- Sponsored CACNN Sixth Annual Nurses Week Celebration including a continuing education program on pain management.

- Recommended the formation of a workforce committee to CAHA Executive Board. Committee will convene in 2015.

For further information about the Capital Area Community Nursing Network, contact Margie Clark at clarkm@star.lcc.edu or 517-483-1210.

Capital Area Physician's Experience (CAPE)

Committee Sponsor—Capital Area Health Alliance

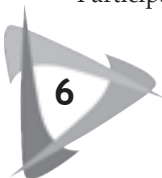
The purpose of this committee is to profile the tri-counties' physician population, document physician need, project shortages for the Capital Area, and strategize regional physician workforce planning with the stated goal of attracting and retaining physicians to the Capital Area. CAPE is a coalition effort among the Capital Area Health Alliance (CAHA), Ingham County Medical Society (ICMS), Michigan Osteopathic Association (MOA), Graduate Medical Education Institute (GMEI), the Michigan Health Council (MHC), Michigan State University College of Osteopathic Medicine, Michigan State University Health Team, Sparrow Health System, McLaren Greater Lansing, Hayes Green Beach Memorial Hospital, and Mid-Michigan Physicians.

Initiatives based on the strategic plan for 2014-2015 include:

- *Let's Walk & Talk with a Doctor*
- CAPE Annual Medical Student Networking Dinner
- Physician Recruitment and Retention Leadership Award
- Spring symposium on regional activities to recruit physicians
- Strategic planning on recruitment for specific specialty practices

With CAPE as the steering committee, the Capital Area Health Alliance launched its new initiative, *Let's Walk & Talk with a Doctor (LWTD)*. The program is an extension of the *Let's Walk* initiative, which encourages community members to engage in regular physical activity throughout the calendar year. Members are encouraged to make use of the many parks and trails in the area, which are featured in the Alliance's Capital Area Parks & Trails Brochure. As part of the program, the Alliance facilitates monthly walks where attendees have the opportunity to talk with "mentor physicians" on the benefits of physical activity while walking with the physician through one of the showcased parks or trails. In August 2014, the *LWTD* launch was held at Hawk Island Park. The event began with a Good Form Walking Clinic, followed by a physician-led discussion by Dr. Hend Azhary and Dr. Farhan Bhatti on the many benefits of physical activity on health. The physicians then led the group of attendees for a walk around the park. A second *LWTD* event was held in October at Hunter Park, with Dr. John Strandmark as the mentor physician. A newly appointed AmeriCorps member, Amina Bahloul, will be coordinating the *LWTD* initiative by organizing events as well as encouraging local physician offices to prescribe walking for their patients and distributing CAHA's 2014 **Capital Area Parks & Trails** brochure. Monthly *LWTD* events have been scheduled for January-September 2015 throughout the Tri-county area and can be found on the Capital Area Health Alliance website and Facebook page.

In March 2014, CAPE hosted a symposium called "Physician Shortage in an Era of Health Reform," which focused on events leading to physician shortages, the effect of health reform on the physician workplace, and retention and recruitment of physicians both in the Capital Area as well as nationally. The presentation was made by Jeremy Schultz of Merritt Hawkins and was followed by a question-and-answer session. Physicians, physician recruiters,



and professionals with a wide variety of ties to the healthcare field participated in the symposium.

On November 11th, 2014, CAPE hosted its Sixth Annual Medical Student Networking Dinner and Dine Around Event at the Eagle Eye Golf Club. The event was open to all regional medical students who enjoyed a buffet dinner and were joined by practicing physicians from various medical specialties. At the beginning of the evening, students heard personal accounts from Dr. Kyle Snell and Dr. Shimia Isaac, previous Dine Around attendees, on how the same event six years ago helped guide them through selecting a specialty and impacted their decision to practice in the Capital Area. Afterward, each "Physician Mentor" hosted a roundtable discussion regarding their professional and personal experiences as a physician practicing in the Greater Lansing Area. Using a "speed dating" format, students had the opportunity to rotate six times among various physician discussions about career choices and the benefits of living and working in the Capital Area. The event is highly valued by the students, who recognize the importance of networking with positive mentors who promote the merits of a medical career. A number of students had attended the Dine Around in previous years. This year over 85 students and their significant others attended the event. Twenty-three doctors participated as Physician Mentors.

A survey of past Annual Medical Student Networking Dinner attendees was conducted in June 2014. Key findings included:

- 100% of respondents would recommend the Medical Student Networking Event to other medical students and/or attend again themselves.
- 80% indicated that they learned information about Greater Lansing Area that positively influenced their thinking about continuing to work or study in the area.

To learn more about CAPE and future meeting dates, contact the Capital Area Health Alliance at **517-347-3377** or email CAHealthAlliance@aol.com.

End-of-Life Care Committee

Committee Chairpersons—Linda M. Peterson, MD, McLaren Greater Lansing, and JoAnn McFall, LMSW, Michigan State University School of Social Work

The End-of-Life Care Committee aims to promote collaborative efforts:

- To educate about the medical, psychological and social dynamics associated with end-of-life care
- To educate professionals and the public about end-of-life decision-making
- To support best and promising professional practices with regard to individuals and families experiencing end-of-life challenges and choices

This committee disseminates information and engages in educational initiatives to promote knowledge about advanced directives and other planning processes associated with end-of-life decision-making. The committee also promotes interdisciplinary continuing education and supports a continuum of care for individuals and families.

Membership includes a range of health care professionals, including physicians, nurses and social workers, attorneys as well as other professionals representing hospitals, acute care, hospice organizations, other mental health and family support providers, laypersons and consumers, university faculty and researchers, and members of the faith community.

In 2014, the committee started working on a new development in end-of-life care. New emphasis is being put on payment for Advanced Directive consultations to physicians and/or nurses and other medical professionals. When Michigan expanded Medicaid coverage, the enabling legislation states that enrollees should have Advanced Directives. The American Medical Association is encouraging the federal government to provide Advanced Directive consultation fees in its Medicare reimbursement. Other insurers such as Blue Cross Blue Shield are also considering Advanced Directive consultation reimbursement. The prospect of consultation reimbursement should be a real boon to the goal of having each person in the community complete an Advanced Directive.

Because of these new developments, the End-of-Life Care Committee is considering development of a symposium for 2015 that will address the ramifications of Advanced Directive consultation reimbursement and what steps the community should assume to take advantage of this payment improvement.

If you are interested in participating in the End-of-Life Care Committee, please contact the Alliance at **(517) 347-3377**.

Healthcare Workforce Committee

*Committee Sponsor—Lansing Community College
Committee Leadership—Jeanette Klemczak, RN, and
Chad Borodychuk*

The Capital Area Health Alliance has heard numerous discussions about how the region needs to have an ongoing dialogue regarding the Tri-County area's healthcare workforce, and how we can or will respond to the inevitable change that is coming to the area through issues like the Affordable Care Act's expanded coverage, new models of care – like accountable care organizations, and an aging population. Current assumptions are that demand for adult primary care services alone will grow by roughly 14% from 2013 to 2015. In response to these extremely significant issues, the Alliance devoted its 2014 Annual Meeting to Changing Healthcare Workforce issues by having a keynote address on the topic presented by Melanie Brim, President and CEO of the Michigan Health Council.

As a community we need to address the number, availability and mix of care providers or face long wait times, reduced access to care, and decreases in patients' quality of life. We also need to understand the different expectations that are now part of the healthcare workers' responsibilities and/or a healthcare employers' obligations. These issues fit perfectly in the Alliance agenda, and with support of Tri-County healthcare workforce professionals, the Board of Directors has voted to create a standing committee that will address these issues and bring the findings of that committee to the Alliance Board and the community at large.

Next steps. At this time, the Business & Community Institute (BCI) of Lansing Community College (LCC) will sponsor this committee. Jeanette Klemczak, RN, former Chief Nursing Officer for the State of Michigan, and Chad Borodychuk from LCC's BCI, serve as leadership of the committee.

The committee will be designed to provide an avenue for communication and collaboration among Capital Area healthcare organizations, educators and partners to capture the most useful, effective and innovative workforce development tools to support high quality healthcare and to support the development of healthcare workforce excellence in the Tri-County area. HWC will become a standing committee of the Alliance.

Continued on next page



The Alliance is a natural candidate for HWC because the Alliance is actively involved in the improvement of cost, quality, access, and healthy lifestyles for the Capital Area. These Alliance goals are accomplished through the work of seven standing committees that address issues such as physician recruitment and retention, nursing practice, and mental health.

Key Principles of the Healthcare Workforce Committee

- Healthcare Workforce Committee (HWC) will be a committee of the Capital Area Health Alliance.
- The Alliance will serve as the fiduciary for HWC.
- Activities of HWC will be reported to the Board of Directors of the Alliance on a routine basis for approval.
- General functions for HWC, associated with ongoing activities, will be guided by the HWC and reported to the Alliance Board of Directors for approval.
- For HWC meetings, HWC leadership will be responsible for meeting content, arranging for topics to be considered, and speakers to present.
- The Alliance will work with HWC to integrate HWC's agenda into the activities of the other CAHA initiatives.
 - New opportunities related to Healthcare Employee initiatives will be shared with HWC when those opportunities come to the attention of the Alliance.
 - Other Alliance committees will be informed about the work of HWC and will be encouraged to share thoughts and opportunities with the HWC committee.
- The annual accomplishments of HWC will be shared with the Capital Area through a report at the Annual Meeting of the Alliance.
- The Alliance will create a HWC/CAHA webpage for HWC.

Further description of the HWC's role and functions will be worked out once the committee is meeting. That description will be brought to the Alliance Board of Directors for approval. If you are interested in being a part of the Healthcare Workforce Committee, contact the Alliance at 517-347-3377 or email CAHealthAlliance@aol.com.

Healthy Lifestyles/Choosing Health![®] Committee (HLC)

For the past 13 years, the Healthy Lifestyles Committee (HLC) has been developing and supporting programs to promote health and wellness in the Tri-County area as well as providing the advisory framework for the *Choosing Health![®]* campaign. The HLC includes representatives of organizations throughout the Capital Area who are dedicated to promoting healthy lifestyles and well-being. Membership on the HLC is open to the public and meets monthly on the second Wednesday of each month at 9:00 am at the Michigan Osteopathic Association, Okemos. The committee reports its activities to the CAHA Board of Directors.

Choosing Health![®] the Movement. *Choosing Health![®]* is a year-round campaign designed to provide opportunities for all sectors of Mid-Michigan's Capital Area to learn about and use existing programs to achieve healthy lifestyles. In their monthly meetings, committee members focus efforts on establishing the movement throughout the Tri-County area. The *Choosing Health![®]* campaign, comprised of over 100 Resource Partners, focuses on:

- Encouraging physical activity
 - Increasing healthy eating
 - Preventing substance abuse and tobacco use
 - Promoting mental health
- Incorporating Michigan's 4 x 4 Plan

2014 Michigan Health & Wellness 4 x 4 Plan Grant. The Capital Area Health Alliance and its partners, including the Ingham County, Barry Eaton and Mid-Michigan District Health Departments, implemented the 2014 MI Health & Wellness 4 x 4 Plan Grant funded by the Michigan Department of Community Health (MDCH). The HLC is the steering body for all 4 x 4 grant activities. The 2014 4 x 4 grant goals include:

- Increase the availability of healthy food options, especially for low income/low access communities.
- Increase access to, and utilization of, places where people can be physically active in safe and enjoyable ways with an emphasis on walking.
- Increase physical activity that fits into people's daily routines, emphasizing social networks and supportive relationships.

2014 Choosing Health![®] and MI 4 x 4 Plan Activities and Accomplishments:

Winter Warm Up Kick-off and Choosing Health![®] Rally—January 18, 2014, Lansing Mall, Lansing. The Winter Rally was the fifth *Choosing Health![®]* Rally organized by HLC. The goal of the rally was to showcase resources in the Tri-County area promoting access to healthy food and physical activity opportunities available during the winter. New this year, the Winter Rally and the kickoff for the Winter Warm Up (WWU) were joined together for increased participation and visibility. (The Winter Warm Up is facilitated by Community Partners in Health). The 2014 kickoff attendance increased by 25% over the 2013 kickoff. Additionally, the goal was to help increase participation in the WWU 9-week series. Cumulative attendance at the weekly events increased from 689 in 2013 to 1,453 in 2014.

Rally features. The *Choosing Health![®]* Winter rally brought together over 400 community members to learn about healthy living and resources available throughout the Tri-County. Rally activities included: 31 displays by community organizations promoting their healthy lifestyles programs and engaging potential participants; Taste of Health, featuring free samples of healthy eating options from Houlihan's, Olga's Kitchen, Subway and Sultan's; Children's Activities presented by Lansing Parks & Recreation and Lansing City Market; Health Assessments provided by Hayes Green Beach Memorial Hospital; Health Reform 101 presented by Blue Cross Blue Shield of Michigan; Winter Warm-Up & Blues Community Challenge Kick-Off Program with keynote speaker Judi Brown Clarke; Kick-Off Walk; TV, radio and newspaper rally specific interviews & coverage; 19,500+ rally flyers distributed throughout the Tri-County.

Tri-County Parks Leadership Meeting: Promoting Our Parks & Trails to Boost Active Lifestyles. On February 6, a facilitated parks leadership event was held to develop a strategy to increase access to, and utilization of, parks for the use of physical activity. Over 48 park leaders from the Tri-County were in attendance. Jan Urban-Lurain facilitated the event, focusing on two questions: what has worked to attract people to the parks, and what can be done in the next 7 months to get people into the parks and trails to be physically active. The top strategy that emerged from the Parks Leadership Event was creating an updated Capital Area Parks and Trails Brochure.

2014 Capital Area Parks & Trails Brochure. To create and promote the new brochure, CAHA has worked in partnership with Michigan Trails & Greenways Alliance, Heart of Michigan (Tri-County Parks Leadership Group), Tri-County Regional Planning Commission and the Greater Lansing Convention & Business Bureau. Additionally, a brochure task force was formed



from Tri-County park leaders. The task force developed criteria for which parks and trails should be included in the brochure and advised all aspects of brochure development based on task force members' extensive knowledge of area parks and trails. The end product, the Capital Area Parks & Trails Brochure, is a directory of 36 destination parks and trails to help people know about the active living opportunities available in our parks and trails. The brochure, currently being widely distributed throughout the Tri-County, is small enough to fit into brochure holders but large enough to offer a directional map which depicts the location of parks and trails and also has descriptions of the parks and trails. In addition, the brochure offers links to websites, including to the Greater Lansing Convention & Visitors Bureau website, that give further information to assist people on their healthy activity quests. The brochure has been enthusiastically embraced by the Tri-County community, and 25 organizations have become brochure sponsors.

Eaton County Parks *Choosing Health!*® Walking Society.

The *Choosing Health!*® Walking Society, established in Feb of 2014, is a year round outdoor walking program highlighting parks and trails in Eaton County. Occurring the first Sunday of every month, the goal is for more individuals to learn about and have the opportunity to increase their physical activity by using the walking trails in Eaton County Parks. For the first reporting cycle, 8 guided walks were held in a variety of parks with a cumulative attendance of 251 (unique participants = 145, returning participants = 106).

Destination Walking Signs. The goal of the Destination Walking Signs is to inspire Greater Lansing about all the fantastic destinations in our community that are in reach through walking, as well as demonstrate a convenient way to incorporate physical activity into a daily routine (walking manages stress, strengthens the heart, increases stamina, boosts creativity and more). The walking signs raise awareness of how easy it is to walk to a great location (such as a park or farmer's market) by indicating the walking time from where the sign is placed to the desired location. Smartphone users can also scan the QR code on each sign to receive walking directions. Sixty signs were placed throughout Charlotte, Dewitt, Dimondale, East Lansing and Lansing.

Let's Walk & Talk with a Doctor Kick-off. The Capital Area Parks & Trails brochure is the launch pad for CAHA's newest initiative, *Let's Walk & Talk with a Doctor* (LWTD). LWTD events will be held in parks and trails featured in the brochure and will provide a means for participants to hear a local physician discuss the benefits of being physically active and connect with the physician while walking. The first walk was held at Hawk Island in August with Dr. Hend Azhary, MSU Family Health Center and Dr. Farhan Bhatti, final year of residency, Sparrow Hospital presenting on the benefits of physical activity and walking with participants. A second walk was held at Hunter Park in October, in collaboration with the Allen Neighborhood Center's Market Walk. Dr. John Strandmark, Corporate Medical Director, Hospice & Palliative Care, Grace Hospice, was the mentor physician at this walk.

***Choosing Health!*® Restaurant Initiative.** A HLC subcommittee was formed to shape the development of the *Choosing Health!*® Restaurant Initiative. The committee chose to use the National Restaurant Association's (NRA) Healthy Dining Finder nutrition criteria in order to tap into a recognized and approved nutritional standard that can be used to analyze restaurant menus. Committee members included Wally Elchaer, restaurant owner, who provided advice from the perspective of a small restaurant

owner; Deb Dillon, Dietician, Hayes Green Beach Memorial Hospital and Janine Sinno, Health Analyst, Ingham County Health Department.

Two locally owned restaurants were engaged in making healthy menu changes, Orleans Fresh Fish & BBQ in Lansing and The Gavel in Charlotte. The dietician met with the owners of both restaurants to analyze their menus using the NRA's nutrition criteria. Next the dietician suggested healthier versions of current menu options and created completely new entrees. The healthy changes Orleans made includes an entire new menu called the "Leaner" Side of Orleans; implementation of different method of preparation, substituting baked or grilled for fried; smaller serving sizes of select side items and new side items such as baked sweet potato fries, baked onion rings, veggie medley and black bean and herb quinoa side dish. Displays with the new healthy menu have been placed on each table, as well as copies of the new menu are at the front of the restaurant. The healthy changes that The Gavel made includes replacing bread sticks with whole wheat pita sticks; adding fruit to all kids meals; removing soda from all kids meals; reducing cheese on entree salads and adding a black bean and herb quinoa side dish. A triangular display has been placed on every table prominently displaying the healthy kids' menu items, the healthy adult entrees and the healthy side items and beverages.

In order to have pertinent information upon which to build the *Choosing Health!*® Restaurant Initiative in the future, 600 surveys were sent out in the spring to local restaurants to ascertain their willingness and capacity to make healthy changes. Forty-two surveys were completed and returned. The HLC will use the valuable information gathered to determine how to best effectively work with local restaurants to make healthy changes to their menu offerings in 2015.

Healthy Snacks Promotion – Walgreens. The goal was to work with at least one commercial retail store to identify, label and promote healthy food choices. Walgreen store manager Craig Parks stepped up to partner with CAHA on this goal, choosing to promote his store's healthy snacks. An inventory of food items in the Grand Ledge Walgreens was done to identify items that met the following healthy snack criteria: low fat dairy products, 100% juice, nuts with less than 200 milligrams of sodium per serving, baked potato chips, 100% whole grain cereal, canned fruit in 100% juice, 100% whole wheat bread with at least 2 grams of fiber per slice and dried fruit with no added sugar. Three marketing techniques are being utilized to promote the healthy snacks: a *Choosing Health!*® sign has been placed in the entrance to the store listing all the available healthy snack items; an end cap display has been put up with all the healthy items on it, and signs have been placed on the shelves where the snacks are located throughout the store. The Walgreens manager is tracking the progress of healthy snacks sales within his store in an effort to determine and implement more efficient means of healthy snack promotions as well as making it easier for customers to make healthy decisions while buying snacks at Walgreens.

Cooking from the Pantry Cookbook. As it can be challenging to feed a family healthy meals on a tight budget and with many in our community seeking assistance from a food pantry either on an occasional or regular basis, this cookbook is intended to help people make the most out of foods that can be found at a local food pantry (recipes were developed by the Greater Pittsburgh Community Food Bank and reprinted with their permission). Over 13,400 cookbooks have been distributed to 59 organizations throughout the



Tri-County, with a focus on distributing to food pantries and an estimated reach of 78,500 residents. An electronic version of the cookbook can be downloaded from the CAHA website, www.choosinghealth-caha.org/pantry_cookbook.php.

Spring Choosing Health![®] Rally. The Spring Rally brought over 350 community members to learn about healthy living resources available throughout the Tri-County during the spring and summer. The rally was held in partnership with Lansing Parks & Recreation and was held at Gier Community Center. Rally participants filled out a pre-survey the day of the event, and were emailed a post-survey three months later to ask, among other things, had they gotten connected to a new healthy lifestyles program as a result of the Spring Rally. Rally features included over 25 community organizations displaying their healthy lifestyles programs; Taste of Health, featuring samples of healthy options from Houlihan's and Olga's Kitchen; Children's Activities including batting cages and climbing wall; Fitness Class Demos presented by Lansing Parks & Recreation including Zumba and Karate; Good Form Walking Clinic presented by Playmakers; Healthy Michigan Enrollment presented by School-Community Health Alliance of Michigan; TV interview and coverage and 11,600+ rally flyers distributed throughout the Capital Area.

Choosing Health![®] and 4 x 4 Plan Multi-Media Promotional Campaign:

- **Print media:** Coverage provided by *Charlotte Weekly*, *City Pulse*, *Delta-Waerly Community News*, *Eaton Rapids Weekly*, *Grand Ledge Independent*, *Greater Lansing Business Monthly* & *Lansing State Journal*. Estimated Reach: 187,051+
- **Broadcast media:** Coverage provided by CAMTV, HOMTV, WILX News Channel 10, WLNZ 89.9, City Pulse on the Air (89 FM), Fox 47 News & Michigan Business Network.com. Estimated Reach: 142,000+
- **Social media:** Coverage provided by the CAHA website, Facebook, and Twitter pages and coalition partners' social media outlets. Estimated Reach: 79,000+

Creating a Culture of Healthy Lifestyles 2015 – November 19, 2014. The process of getting community leaders together to discuss how healthy lifestyles can become the norm for the Capital Area was started 5 years ago. Since that time, the process has grown to include over 100 community organizations, the trademarked brand *Choosing Health![®]* that is being adopted throughout the region, over \$500,000 in grants and in-kind contributions, numerous events to inform the community about available healthy living resources and outreach via print, broadcast and social media that has reached hundreds of thousands of area residents promoting physical activity, healthy eating and the State of Michigan's 4 x 4 plan. The November 19 event, attended by over 65 community leaders, provided the opportunity to exchange information and ideas about successful healthy lifestyle programs and resources, build new connections, hear about the healthy initiatives accomplished by the HLC in 2014 and show participants how to get connected with *Choosing Health![®]* activities.

HLC Activities Planned for 2015:

Implementation of the 2015 MI Health and Wellness 4 x 4 Plan Grant. The Capital Area Health Alliance was awarded a third year of funding for the MI Health & Wellness 4 x 4 Plan grant. The 2015 objectives are:

- Increase access to physical activity opportunities and awareness of area parks and trails that can be used for physical activity, especially for low-opportunity communities.

- Help locally owned restaurants identify, highlight and promote menu items that are consistent with the Dietary Guidelines for Americans, emphasizing items low in calories and/or low sodium.
- Engage work sites to adopt at least one new policy or environmental change strategy that increases availability of healthy foods and/or access to physical activity and/or breastfeeding friendly practices.

2015 Winter Warm Up Kick-off and Choosing Health![®] Rally
January 24 at the Lansing Mall, 9:30 am to noon

2015 Spring/Summer Choosing Health![®] Rally
May 2 at Fenner Nature Center, 1 to 4 pm

Let's Walk & Talk with a Doctor monthly walks
In collaboration with the Walking in our Community Series

Mental Health Partnership Council (MHPC)

Committee Sponsor—Community Mental Health Authority of Clinton, Eaton, Ingham Counties
Committee Chairpersons—Robert Sheehan, Pamela Stants

The Capital Area Health Alliance Mental Health Partnership Council promotes wellness of both behavioral and physical health (the whole person). The committee provides resources for quality and accessibility of behavior and physical health services within the community and offers educational events and information to increase awareness and reduce stigma attached to illness.

The Council does not take the place of the governing bodies nor customer services/complaint and grievance offices of CMH or any other organization. Rather it is meant to be a venue in which a range of issues—often complex and difficult issues—will be discussed and proposals for action and further discussion generated.

In 2014, the Council had activities to provide information on the whole person and decrease the stigma associated with Mental Illness. Robert Sheehan also shared, with the council, the nature of funding developments that would be affecting the provision of Mental Health Care like the Dual Eligible process where individuals who receive full Medicaid benefits as well as benefits from Medicare might have to adjust the way care is obtained. The Council also discussed current initiatives and activities in the region, including the Mental Health Court, which was featured in the *City Pulse*; the 50th Annual Community Event on March 22, 2014, which had about 500 people in attendance; the Walk a Mile in My Shoes 10th Anniversary Rally at the Capitol on May 14, 2014; and a free Mental Health First Aid program to train lay people how to take care of someone experiencing a mental health or addictions challenge or who is in crisis, before a professional is able to step in. Mr. Sheehan also discussed the Healthy Michigan enrollment campaign and the budget cuts in the field of mental health that are being made to fund Healthy Michigan.

Current active members of the council include: Sparrow Behavioral Health, Tri County Office on Aging, Peckham Industries, Lansing Community College—Human Services, Lansing Community College—School of Nursing, NAMI—Lansing, United Way, Ingham County Health Department, Rainbow Homes, Michigan Protection & Advocacy, Hope Network, Co-Dependency Support Group, Center for Independent Living, and United Cerebral Palsy. For more information about the Mental Health Partnership Council, please call the Alliance at **517-347-3377**.





Service Award Nominees & Honorees

Each year the Capital Area Health Alliance has the extraordinary pleasure of recognizing the service that is offered to this community by some of our fellow citizens in Service Awards. This year we have some exceptional nominees that are divided into five categories: Nursing Excellence, Physician Recruitment and Retention, Healthy Lifestyles & *Choosing Health!*® Advancement, and Community Service for Individuals and Organizations. Please join us in congratulating these colleagues who have contributed so much to the health of our community.

Capital Area Community Nursing Network
Nursing Excellence Award

2014 Nominees

Bridget Burns-King, RN, NP

Bridget Burns works tirelessly to give back to the community in her efforts to specifically better the lives of women who are often overlooked due to their financial, socioeconomic, or racial status. It is a passion of Bridget's to advocate for and represent patients who can often be overlooked or can be difficult to work with for a variety of explanations. Bridget serves as an inspiration to all she works with as she constantly strives to devote her time to others without asking for any form of recognition.

In order to more deeply foster change, Bridget has been using her Masters of Nursing degree to promote preventative health, family planning, and long acting reversible contraceptives as a Nurse Practitioner. Bridget works with staff and administrators to research and make available various forms of birth control. Bridget's work and attitude acts as an example to her peers of what it means to be there for your patients.

Missy Hinkle, BSN, RN, CCEMT-P, CEN

Missy Hinkle provides excellent patient and family centered care based on the latest evidence-based nursing research. Missy was instrumental in developing Sparrow Health System's hypothermia protocol by creating a team of caregivers who developed a system wide protocol to treat post cardiac arrest patients. This protocol has been successfully implemented at Sparrow and has sparked an interest from Sparrow affiliates in how they can begin the process at their facility before transfer to Sparrow for more definitive care.

Missy is an exceptional caregiver who is always seeking to improve her performance, her role, her department's role, and her profession through research and the use of evidence-based practice. This desire to learn is evident in her practice as she incorporates new knowledge and skills in her nursing practice. Missy also inspires her peers to learn and grow professionally through mentoring and is always happy to assist her peers if needed. Missy's dedication to the nursing profession is evident in her work. When she takes on a project, she makes sure to produce quality work that seeks to improve patient outcomes. Missy is a great role model within the nursing profession.

Capital Area Community Nursing Network
Nursing Excellence Award

2014 Nominees

**Angela Stornant, RN,
and Julie Murray, RN**

Angela Stornant and Julie Murray serve as co-leaders of the Nurses Honor Guard, founded by the McLaren Greater Lansing Nurses and later joined by the Capital Area Health Alliance's Capital Area Community Nursing Network (CACNN). Angie and Julie are well-respected representatives in the community as professional nurse leaders who work closely with families in the critical care arena and dedicate time and effort to leadership roles.

The Nurses of McLaren Greater Lansing consistently present a respectful ceremony, offering a presence at individual services in response to each individual request. Each nurse takes great pride under the direction of Angie and Julie, wearing traditional white nursing uniforms, caps, capes, and standing guard at the nurse's casket, simply providing a presence in support of a fellow nurse. Angie dedicated time and effort to developing the group and maintains order, while Julie also provides support as a co-organizer. It is an honor to participate in these ceremonies and to learn about the life of the nurse, meet the family, and pay tribute – none of which would be possible without the continued efforts of organizational skills, compassionate caring and dedication of Angie Stornant and Julie Murray of the Nurses Honor Guard.

2014 Honoree

Lori Pincumbe, BS, ADN, RN

Lori Pincumbe is described by her students and colleagues as the “unsung” hero of the nursing community at Lansing Community College. She works tirelessly for her students and her profession. Lori is always available to those seeking guidance and goes above and beyond the call of duty to make sure she is there for everyone in the community by devoting herself wholeheartedly to all her projects and students.

Her students and colleagues similarly testify that Lori always gives “200%” in all that she does. Lori encourages all of her students and speaks highly of the wonders of the Greater Lansing Community and the benefits to devoting your time and efforts to the area. Through her students and her work, Lori is able to constantly better the community. She is a community member that is giving back to the well-being of this community through her own personal work as well as the impression and passion she instills in her students who also benefit the Greater Lansing Community.

Physician Recruitment & Retention Leadership Award

2014 Honoree

Larry F. Rawsthorne, MD, FCCP

Dr. Rawsthorne came to Lansing in 1980 for his Pulmonary Fellowship after completing training in Internal Medicine at the Medical College of Wisconsin and Medical School at the University of Michigan. He joined the Sparrow Hospital Medical Staff as a Pulmonary and Critical Care Medicine Specialist in 1984 and has practiced at Sparrow ever since. Currently, he practices as an intensivist in Sparrow's Intensive Care Units (ICUs). He has also served as Sparrow's Senior Vice President of Medical Affairs and as Vice President of Medical Services at Physicians Health Plan (PHP) of Mid-Michigan. His numerous positions over the years have contributed significantly to the medical community, and he has frequently participated in Capital Area Health Alliance initiatives.

In his past positions as Senior Vice President of Medical Affairs (Sparrow) and Vice President of Medical Services (PHP), Dr. Rawsthorne was directly involved with recruiting physicians to the community. He is always willing to meet with potential candidates and shares his experience of the benefits of being a member of the Lansing medical community and also raising a family in the area. He has been involved in academics for the majority of his medical career as an Assistant Professor of Medicine and a Clinical Instructor in the Department of Medicine, College of Human Medicine, at Michigan State University. His service to the medical community also includes past Vice President and President of the Michigan Thoracic Society and Chairman of the Department of Medicine and Chief of Staff at Sparrow Hospital.

Over the years, Dr. Rawsthorne has graciously devoted his time and knowledge to medical students, residents and fellow colleagues in the Lansing area. He has also provided exceptional care to patients in the community as a practicing Pulmonologist for several years with Pulmonary and Critical Care Consultants and most recently with Sparrow Medical Group- Critical Care. Beyond his medical contributions to the community Dr. Rawsthorne is always willing to take time out of his schedule to talk with physician, residents and medical students on why Lansing is a great place to live and practice medicine.

Healthy Lifestyles & Choosing Health!® Advancement Award

2014 Organizational Nominees

Michigan Trails & Greenways Alliance

The Michigan Trails & Greenways Alliance (MTGA) is a statewide advocate for spaces that promote walking, biking, and experiencing the outdoors. They encourage people to move and be active and provide safe spaces for alternate non-motorized transportation, reducing dependency on vehicles. MTGA works hard to make trails and greenways known to the community, and it works with parks departments across the state to maximize these great resources. MTGA Executive Director Nancy Krupiarz and MTGA Assistant Director Barry Culham were crucial in the development of CAHA's 2014 Capital Area Parks and Trails Brochure. Nancy gave strategic direction to the overall development and specific insight as to which trails the brochure should highlight. Barry contributed significant hours of graphic map design, translating the trails into something visually appealing and understandable. The tireless work of The Michigan Trails and Greenways Alliance has helped substantially to promote healthy activity in the community.

Sparrow Clinton Hospital Foundation

The Sparrow Clinton Hospital Foundation initiated the Clinton County Obesity Prevention Initiative in 2010. Since that time, the Initiative has installed indoor fitness trails in all local elementary schools, established free monthly family fitness activities, and organized a county-wide event to promote healthy eating and active living, with an attendance of over 1,200. In continuing the initiative, a "We Can" luncheon was held to empower local organizations, schools and churches; child care providers were given training on nutrition and activity; and nutrition education was provided at the county's food distribution sites. In 2014, seven grants were given to local school districts to help fund change in healthy eating and activity. The Sparrow Clinton Hospital Foundation has been a catalyst for obesity prevention. The Foundation is engaging community organizations and schools in taking action as well as making community members more aware of the problem of obesity and how to prevent it.

Healthy Lifestyles & Choosing Health!® Advancement Award

2014 Organizational Honoree

Capital Area Center for Independent Living

The Capital Area Center for Independent Living (CACIL) is a crucial asset to enabling people to live more independent, active and socially-connected lives in the Tri-County area. CACIL was an essential partner in the Capital Area Health Alliance's development of the 2014 Capital Area Parks and Trails Brochure. Alexis Schneider, Certified Rehabilitation Counselor at CACIL, asked for the brochure development to be more ability minded. She noted that people with disabilities can be intimidated to utilize parks and trails if they do not know if they can physically access them. Alexis believed the brochure could be an excellent resource to help people with disabilities know which parks are physically accessible, as well as which specific amenities within that park are physically accessible. CACIL staff and volunteers spent hours visiting parks throughout the Tri-County, testing amenities for accessibility. CACIL's contributions elevated the Capital Area Parks and Trails Brochure project to be a more universal healthy lifestyle resource. This, in turn, will help people with disabilities to have the opportunity to access and enjoy area parks.

Healthy Lifestyles & Choosing Health!® Advancement Award

2014 Individual Nominees

Craig Parks

Craig Parks, Walgreens Community Leader and Grand Ledge Store Manager, has been working to improve the health of his community by making the healthy snacks offered at Walgreens more accessible. He has accomplished this by labeling healthy snacks on the shelves, putting up endcaps displaying the snacks and posting *Choosing Health!*® signs promoting the healthy snacks. Craig has been tracking the sales of healthy snacks within his store in an effort to determine and implement more efficient means of healthy snack promotions. He also is interested in continuing this work beyond his own Walgreens store. Craig serves on the Alliance's Healthy Lifestyles Committee, where he offers pertinent advice from the commercial sector. Through his energy, enthusiasm and initiation, Craig is making it easier for customers to make healthy decisions while at Walgreens.

Casey Thompson

Casey Thompson, Executive Director of the Downtown YMCA Wellness Center, has been instrumental in the YMCA's commitment to combatting childhood obesity and chronic diseases impacting adults and seniors. Casey has helped pave the way for the YMCA to partner and collaborate with local and statewide agencies on community healthy living initiatives. A Y-run physical education program at Lansing's Cumberland Elementary; a family-focused fitness and nutrition program called "Activate Oak Park"; afterschool programming with a focus on healthy habits in the Lansing schools (funded by a \$50,000 MDCH grant); and the launch of the YMCA of Lansing's diabetes prevention program, are all part of Casey's work. Casey's energy and dedication has helped the YMCA of Lansing strengthen its commitment to serving at-risk members of our community through new programming that improves health and well-being.

Cindy Zerbe

Cindy Zerbe has been working tirelessly to improve her own personal health as well as inspire healthy living lifestyles for her fellow community members. Cindy organized a Weight Watchers group at a local Grand Ledge Public School, in which she has helped her fellow members realize the meaning of perseverance. The members of this Weight Watchers group speak highly of Cindy, as she serves as an incredible example for all of their personal efforts to live a healthier lifestyle. As a grandmother, she is active and fit with boundless energy. Cindy's enthusiasm is contagious, and her life and attitude have inspired countless people in the Greater Lansing community to engage in healthy living.

Healthy Lifestyles & Choosing Health!® Advancement Award

2014 Joint Individual Honorees

In recognition of the launch of the Choosing Health!® Restaurant Initiative

Wally Elchaer **Orleans Fresh Fish & Bar-B-Que**

Orleans Fresh Fish & Bar-B-Que owner Wally Elchaer is energetic and passionate about health, both on a personal and community level. Due to his concern for the health of the greater community, Wally got involved with the CAHA *Choosing Health!®* Restaurant Initiative. Through the partners in this initiative, including Deb Dillon, a registered dietician from Hayes Green Beach Memorial Hospital, Wally created a brand new menu called “The Leaner Side of Orleans,” in which all of the menu items meet the National Restaurant Association’s healthy menu options guidelines. Wally is willing to take risks, dedicating precious time to develop and promote healthy eating options for his customers. As Wally primarily serves customers who use EBT bridge cards (food stamps), he is helping to make healthy eating a reality for all income levels. Wally is a true asset to the Greater Lansing Community.

The Hewitt & Weinert Families **The Gavel Restaurant**

This past year, The Gavel Restaurant, owned by Justin Weinert and Nicole Hewitt-Weinert, began looking for ways to create healthier menu options for their customers. Due to this interest, The Gavel was an ideal candidate to participate in the CAHA *Choosing Health!®* Restaurant Initiative. Through the work of Deb Dillon, a registered dietician from ALIVE and Hayes Green Beach Memorial Hospital, their menu was assessed and recommendations were made for healthier menu options following the National Restaurant Association’s nutritional criteria. This initiative resulted in a new “ALIVE Inspired” healthy menu that has a variety of healthy options for both children and adults. These healthy menu items, including a variety of healthy entrees, sides, and beverages, are now prominently displayed on all the tables in the restaurant. The Gavel and the Hewitt and Weinert families are helping to make healthy eating options in Charlotte a reality.

Community Service & Corporate Responsibility Award

2014 Honoree

Michigan Department of Community Health

This year the Board of Directors of the Capital Area Health Alliance has chosen the Michigan Department of Community Health to be the recipient of the Alliance's *Community Service and Corporate Responsibility Award*. When one thinks of a health department, it is not uncommon to think of disease prevention, professional licensure, statistics and data, public safety and environmental health, but in this state MDCH works to "protect, preserve, and promote the health and safety of the people of Michigan with particular attention to providing for the needs of vulnerable and under-served populations," and it has fulfilled this mission by partnering with numerous organizations, including the Capital Area Health Alliance.

In 2006, MDCH partnered with Alliance members to create the Capital Area Regional Health Information Organization, which is now part of a statewide health information exchange called Great Lakes Health Connect. In starting this initiative for the state of Michigan, MDCH not only funded community activities, like granting the Alliance over \$2,000,000, it also developed a Health Information Technology commission that promulgated policy and intention for the state, which guided the activities of local communities and made the state of Michigan one of the most advanced states in the country for using electronic health information.

Most recently, the Alliance has been partnering with MDCH in its plan to create a healthier Michigan through its 4 x 4 plan. The Alliance has been the recipient of over \$400,000 in state grants to implement local plans that match MDCH's statewide goals. As true partners in this process, we have been able to depend on the advice of the Department's experts in various areas and known the support of those professionals in working to achieve our mutual objectives. Through these grants, the Alliance has reached hundreds of thousands of people with the messages and programs associated with healthy living and seen how those messages have affected the thinking, activities and health of people in this community.

One of MDCH's most recent accomplishments was to advocate for and achieve the expansion of Michigan Medicaid through the Affordable Care Act. Working with a skeptical legislature, MDCH was able to gain approval for the expansion, now called "Healthy Michigan," and implement a program that in the short months of its existence has far exceeded expectations for performance.

As of December 10, 2014, Healthy Michigan has enrolled 481,863 people in its new and expanded Medicaid plan, surpassing its total multi-year enrollment goal in eight months. When the state started accepting applications in April, officials estimated that the plan would enroll 322,000 people in its first year and eventually enroll 470,000 people. The plan has enrolled 481,863 eligible Michiganders since April, exceeding all expectations by July of 2014. Gov. Rick Snyder praised the achievement:

"We launched the Healthy Michigan Plan because it was the right thing to do for the health of our residents and the strength of our economy," Snyder said. "Today, nearly a half-million previously uninsured residents have access to the health resources they need to lead healthy, productive lives and to keep Michigan moving forward."

Far from just expanding coverage, the Healthy Michigan Plan reformed the state's Medicaid plan by adding requirements that focus on health improvements and preventative care. According to the Michigan Department of Community Health, the plan has provided 241,000 primary care visits, 74,000 preventive care visits, 22,900 mammograms, and 10,900 colonoscopies since its April inception.¹

Because of these achievements and numerous others, and plans for the future of Michigan's health, the Capital Area Health Alliance would like to thank the Michigan Department of Community Health for its contribution to the Tri-County Area and present them with the Alliance's 2014 *Community Service and Corporate Responsibility Award*.

¹Mlive, Emily Lawler | elawler@mlive.com

Community Service Award

2014 Individual Nominees

Wendy Briggs

Wendy Briggs serves as the Life Enrichment Director at the Holt Senior Care and Rehab Center. With her degree in psychology, along with her multiple certifications qualifying her as a Dementia Practitioner, Wendy has used her role as Director to not only care for the center and its community members, but also to pursue her passion for working with patients and families of patients with dementia and Alzheimer's.

As a result of her passion, Wendy became involved with the Alzheimer's Association and has worked tirelessly to help the association raise thousands of dollars over the years. Her work, in addition to the time she devotes to her job as Life Enrichment Director, includes organizing fundraising events, hosting support groups, and traveling around the tri-county area speaking on and spreading awareness of issues surrounding Alzheimer's and dementia. Her recent lecture and workshop titles included: Early Stage Alzheimer's, Mid Stage Alzheimer's and Late Stage Alzheimer's, Know the 10 Warning Signs, Holidays and Dementia, HBO Alzheimer's Series, Understanding Alzheimer's, and Conversations of Dementia. Wendy Briggs is serving as a true advocate for the populations facing issues surrounding dementia and Alzheimer's in the Greater Lansing Area.

Elizabeth Hertel

In 2013, Elizabeth Hertel was appointed as the Senior Assistant for Policy and Planning with the Michigan Department of Community Health (MDCH), and in April 2014, was appointed as MDCH's Director of Health Policy and Innovation. In this role, Elizabeth examines state and federal policy issues, serves as a health policy resource on emerging issues, and works on special projects for the Department. Prior to that, Elizabeth served as a Senior Policy Analyst for the Republican Policy Office in the Michigan House of Representatives, as a Policy Analyst for Blue Cross Blue Shield, and as a consultant for Public Sector Consultants. Elizabeth has been contributing toward the health care of the Greater Lansing Area through her professional roles for a number of years.

Elizabeth played an active role in the passage of House Bill 4714, which allowed for Medicaid expansion in the State of Michigan to more than 477,000 Michigan residents. The federal funds Michigan received for this expansion are expected to help Michigan reduce uncompensated care costs; save our state an estimated \$300 million; save taxpayers millions in future Medicaid expenses; and bring an estimated \$1.9 to \$2 billion in new revenue to our state over a ten-year period, for a total of over \$20.5 billion worth of new revenue for Michigan. This bill's passage—which wouldn't have been possible without strong, dedicated activists like Elizabeth—is helping to ensure that citizens throughout Michigan have access to much-needed healthcare services.

Community Service Award

2014 Individual Nominees

Mental Health First Aid for Youth & Adults

Rebecca West, Janet Maki, Mark Phillips, James Geisen, Matt Wojak, Terri Henrizi, Stacey Smith, Julie Barron, Paul Duff, and Abby Perry have all been trained in Mental Health First Aid for Youth and Adults. They have taught over 40 classes in 2014 alone, and they will teach 7 more by Dec. 31st. They have trained over a 1,000 people in Eaton, Ingham and Clinton Counties, which includes health care workers, teachers, nurses, social workers, public safety, military, community members and social work students at MSU.

This group, of which nine are employees of the Community Mental Health Authority of Clinton, Eaton, Ingham Counties (CMHA-CEI) and one, Terri, is from the Association of Children's Mental Health, is working to give people the tools to help others who may be having a mental health crisis. This has helped with reducing stigma in the community. It has informed people who might not have the knowledge of how to help someone who is experiencing a crisis. Professional help is not always on hand, so they help people to be a bridge to getting the help they need. People with mental health problems often do not seek help, so these individuals help to equip ordinary people to assist them.

Rebecca, Janet, Mark, James, Matt, Terri, Stacey, Julie, Paul, and Abby have taken time out of their work schedule to help those in our community become better equipped to help those in a mental health crisis or in need of assistance. For these individuals, aiding those who wish to help others is a priority beyond their regular work day. The work that they are doing is deeply needed in our community.

Pam Miklavcic, PhD

Over the past five years, first as director of the Children's Health Initiative at MSU, then as founder of The Davies Project for Mid-Michigan Children, Dr. Pam Miklavcic has personally financed and invested hours of time into improving access to subspecialty care for children in the Lansing area. The Davies Project provides community-based, non-medical support to local families with seriously infirmed children. Its first goal is to help families by providing rides to subspecialty appointments—the main focus for the first few years. Over time, it will provide other help, like long-term tutoring, access to a support hotline, and participation in adopt-a-family programs.

The Davies Project grew out of Dr. Miklavcic's work with the Children's Health Initiative. As Director, she brought the community's attention to the need for MSU and Sparrow Hospital to work together to co-locate the subspecialty clinics, so families could take their children to one easy-to-reach location for their treatments, tests, and appointments. By focusing on transportation as the project's first goal, Davies Project volunteers supply rides while building relationships with families. Both interventions will encourage appointment compliance while helping families break through the significant isolation they experience when caring for a chronically ill child. Dr. Miklavcic has made, and continues to work for, substantive, significant improvements in the quality of pediatric health care in our community.

Community Service Award

2014 Individual Nominees

Gary Owen

Gary Owen has contributed 35 years of service to the Capital Area, not just performing a job, but providing “needed” services to the people that need it most. In his role as a Prevention Specialist, Gary has worked tirelessly to advocate for policy and best practices that keep substances out of the hands of youth to prevent future addictions. Prevention is tiring work; it takes a tireless person to see this work through and not get discouraged.

For over 35 years, Gary Owen has served as an educator, a career development coordinator, and a Prevention Specialist for Eaton Regional Education Service Agency (RESA). Gary currently serves as the Clinton County Coalition Coordinator. For the past decade, Gary has advocated for safe youth, strong families, and engaged communities. Gary has provided resources and training in the areas of substance abuse, recovery, teen and youth sexual health, vulnerable adults, and educators.

In addition to substance use disorder prevention, Gary is a skilled facilitator in Crisis Prevention Intervention, which trains teachers and school staff in de-escalation techniques to reduce negative behaviors and conflicts in schools, preventing small conflicts from growing into larger ones and keeping youth more engaged in the learning process. This training has been provided to hundreds of teachers in the Clinton, Eaton, and Ingham County area. Gary will be retiring in the spring of 2015. He has taught us about the importance of small steps toward change, the importance of supporting people recovering from addiction, and the connections between child welfare, families, and vulnerable adults.

Marsha Rappley, MD

Dr. Marsha Rappley, Dean of the Michigan State University College of Human Medicine, demonstrates through her leadership and as a practicing pediatrician a commitment to the health and well-being of all residents of the Greater Lansing Area. Marsha started her medical career as a caregiver for the elderly, then as a Licensed Practical Nurse, a Registered Nurse, a Pediatric Physician, and now as the Dean of one of the top medical schools in the country. The College trains future physicians not only in the science of medicine, but also in the importance of participation in community activities. Many graduates of the College of Human Medicine remain in the community following graduation to either continue their graduate medical education as residents or following their residency as practicing physician, researchers, and faculty members.

During Dr. Rappley’s tenure as Dean, research and research funding has increased, the College is educating more future physicians, outreach activities in the community have increased, and jobs have been created in the community. The Dean continually supports involvement by faculty, staff and students in community service activities including, but not limited to, organizing and presenting the annual Teddy Bear Picnic for children and families, participating in the Blue Cross Blue Shield of Michigan Capital Area Advisory Committee, service to the Ingham Change Initiative, involvement with the Power of We Consortium, and participation in the Capital Area Health Alliance, Green and Healthy Homes, Big Brothers and Big Sisters, Care Free Medical Clinic, and many other organizations. Students have a service learning requirement for graduation, which encourages them to volunteer their time and talents to organizations in the Greater Lansing Area. Dr. Rappley is so highly respected by her peers that she currently serves as the Chair of the Council of Deans for the American Association of Medical Colleges.



Community Service Award

2014 Individual Honoree

George Mansour, PhD

George Mansour's leadership, volunteerism, dedication, and genuine concern for social justice and the needs of the Hispanic community have led to outstanding contributions to health and health care for the Greater Lansing Area. As President of the Board of the Lansing Latino Health Alliance (LLHA), George works with an all-volunteer board whose mission is to improve the health status of Latinos in the Lansing area. In this position, George has lobbied for expanded representation of Hispanics in the Behavior Risk Factor Surveillance System for the Lansing tri-county area, overseen the publication of the first Bilingual Health Information & Resource Guidebook for the Greater Lansing Area in 2010, worked with Sparrow and McLaren Health Systems to provide presentations on important health issues such as the Affordable Care Act and Healthy Hispanics, and enabled LLHA to become one of the initial community agencies to participate in the Ingham County Health Department's Ingham Pathways to Better Health initiative in 2013.

George's passion and commitment to the Hispanic community extend beyond his role with the LLHA. George has also served as a consultant to Imperial Clinical Research Services, ensuring that informed consent materials for clinical trials and pharmaceutical information that have been prepared in Spanish for Hispanic patients are linguistically and culturally appropriate. He provides similar services to Voices for Health. In addition, since 2005, he has annually taught "Healthcare interviewing of Spanish Speaking Patients" to both nursing and medical students at Michigan State University. George represents the quiet, unseen power that exists behind strong personal values and convictions dedicated to improving the human condition; the power and commitment necessary to really make a difference. His actions have furthered the mission and vision of the LLHA and, in a very short period, have laid a foundation for deeper community collaborations to benefit the health and health care of the Greater Lansing area.



CAPITAL AREA
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21st Anniversary Annual Meeting Program & Report

Notes



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21st Anniversary Annual Meeting Program & Report





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www.asapprinting.net



The Capital Area Health Alliance
would like to express special thanks
to our partner,

ASAP Printing,

for donating and producing 7,000
copies of the *Cooking from the
Pantry* cookbook and this year's
Annual Meeting Program & Report
and table tents.



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The Capital Area Health Alliance and the *Choosing Health!*[®] movement are pleased to announce that the Capital Area Health Alliance has been chosen by the Michigan Department of Community Health to continue promotion of the Michigan Health and Wellness 4 x 4 Plan!

The Michigan Health & Wellness 4 x 4 Plan

is a collaborative effort to....

- Create healthier communities
- Expand prevention activities
- Empower people to make healthy choices

The Capital Area Health Alliance, through its *Choosing Health!*[®] initiative, is working with the 4 x 4 Plan to increase access to healthy food options and access to places where people can be physically active in safe and enjoyable ways.

For more information on the 4 x 4 Plan and how your organization can get involved, contact the Capital Area Health Alliance at 517-347-3377 or email cahealthalliance@aol.com.





Community
 MENTAL HEALTH
 CLINTON • EATON • INGHAM



Congratulations to the
Capital Area Health Alliance
 for another successful year

The CAHA Mental Health Partnership Council
 Brings Community Educational Events in
 2015!



The depth and breadth of our network means we have the experience, resources and connections to initiate industry-leading advances in health information exchange. We proactively look for solutions to head off problems.



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Community Partners in Health

Winter Warm Up Kickoff & Choosing Health!® Rally

Saturday, January 24, 2015

9:30 AM – 12:00 NOON

Lansing Mall, Macy's Wing
5330 W. Saginaw Highway, Lansing



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Featuring the Blues Community Challenge



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The *Choosing Health!*® campaign,
facilitated by Capital Area Health Alliance, is
committed to:

- ◆ Encouraging physical activity
- ◆ Developing healthy eating habits
- ◆ Preventing substance abuse and tobacco use
- ◆ Promoting mental health
- ◆ Using Michigan's 4 x 4 Plan



SCHEDULE

9:30 AM – 11:30 AM

Children's Fun Activities

By YMCA

Easy Comfort Food Demo

By MSU Extension

Taste of Health

Sample healthy eating options from area restaurants

Healthy Lifestyle Displays

Visit displays and demonstrations from area organizations
working to make Healthy Lifestyle Resources
available to the community

Mental Health Resources

By Community Mental Health

FIT Check

Includes balance testing, flexibility, body composition
and blood pressure

By Hayes Green Beach Memorial Hospital

11:30 AM – 12:00 NOON

Winter Warm Up & Blues Community Challenge Kick-off

Healthy Champions Introductions

Door Prize Drawing

Walk in the Mall



For more information, contact the **Capital Area Health Alliance**
(517) 347-3377 • CAHealthAlliance@aol.com • www.CAHealthAlliance.org



~ACCESS TO CARE IS OUR GOAL~



The Ingham Health Plan provides a basic health benefit as a safety net coverage to uninsured Ingham County residents who have an income under \$28,000 per year (1 person), and are not eligible for any other health programs. Contact the Ingham Health Plan for more information on enrollment and benefits.



CareHub is a no-cost service connecting mid-Michigan individuals and families to the right community programs such as referrals or access to care, such as doctors, counselors, medication assistance, clothing, food, housing, prenatal care, parent-child activities, family planning and developmental screening.



IHP DENTAL PLAN



Beginning in 2015, Ingham Health Plan will offer a Delta Dental Benefit to any Ingham County resident without dental coverage with the same income guidelines required for the Ingham Health Plan. You do NOT need to have the Ingham Health Plan to qualify. Services such as cleanings, x-ray, dental exam and simple fillings are free.

1-866-291-8691

www.inghamhealthplancorp.org

Let's Walk!

The Capital Area Health Alliance is placing **Destination Walking Signs** throughout the **Tri-County Area** to **boost walkability** and **promote healthy lifestyles.**



To place a sign, please contact CAHA at (517) 347-3377 or CAHealthAlliance@aol.com

www.CapitalAreaHealthAlliance.org

Congratulations to the Capital Area Health Alliance on another successful year.



Michigan Health Council

building workforce capacity for all Michigan communities

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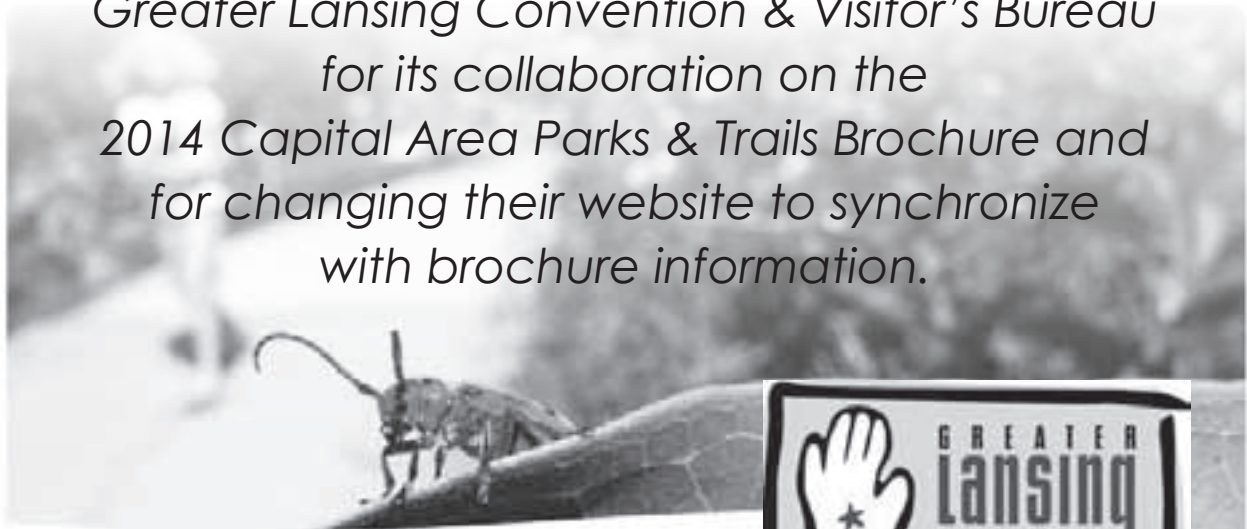
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THANK YOU to the
Greater Lansing Convention & Visitor's Bureau
for its collaboration on the
2014 Capital Area Parks & Trails Brochure and
for changing their website to synchronize
with brochure information.



Please explore:

<http://www.lansing.org/visitor/things-to-do/parks-gardens/>

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Happy Healthy Holidays

From the Michigan Fitness Foundation and the
Governor's Council on Physical Fitness, Health and Sports



Thank You to the Capital Area Health Alliance for being a valued partner in our mission to improve lives and strengthen communities by promoting healthy eating and active living.



Be part of the Governor's Fitness Awards on April 25 at Ford Field.

Do you know a person, community or organization whose commitment to wellness inspires others on the path to better health? Nominate them for a Governor's Fitness Award by January 23, 2015!

Learn more about the Governor's Fitness Awards at michiganfitness.org/gfa

**MICHIGAN
FITNESS
FOUNDATION**

CAPE

Capital Area Physician Experience



*Let's Walk
and Talk with a Doctor*

Facilitated by the Capital Area Health Alliance

The Capital Area Health Alliance is pleased to welcome **AMINA BAHLOUL**, AmeriCorps Member, who joins the Alliance as Project Coordinator for the *Let's Walk & Talk with a Doctor* (LWTD) initiative.

Ms. Bahloul will be planning LWTD events and working with area physician offices to prescribe walking for their patients and distributing CAHA's 2014 Capital Area Parks & Trails brochure. This initiative is sponsored by the Alliance's Capital Area Physician Experience (CAPE) committee.



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IT'S WHAT WE

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Moving Ingham County towards Better Health!



Department Core Values

Servant Leadership – Accountability – Respect for Others – Continuous Mutual Learning – Health Equity



Let's Walk!

Michigan's Capital Area has over 150 Parks and Trails for use by anyone who seeks the serenity of nature, the excitement of recreation, or a walk in the woods beside a river or lake. The new **2014 Capital Area Parks & Trails Brochure**, created by the Capital Area Health Alliance and its key partners, highlights 36 destination parks and trails throughout Clinton, Eaton, and Ingham counties.

If your organization is interested in distributing Parks & Trails brochures, please contact the Alliance at (517) 347-3377 or CAHealthAlliance@aol.com.

Let's Walk and Talk with a Doctor

Facilitated by the **Capital Area Health Alliance**

Thank you

to

Hend Azhary, MD
Farhan Bhatti, MD
Maude Guerin, MD
John Strandmark, MD

for participating as Mentor Physicians at the
Let's Walk & Talk with a Doctor
events.



If you are interested in participating in one of the upcoming walks,
please contact the Capital Area Health Alliance
at CAHealthAlliance@aol.com.

Let's Walk and Talk with a Doctor

Facilitated by the **Capital Area Health Alliance**



2015 Walking in Our Community Series



The Capital Area Health Alliance is pleased to announce monthly *Let's Walk & Talk with a Doctor* (LWTD) events. Come meet, walk and talk with local physicians while learning about all the great benefits of being physically active.



For more information, call **517-347-3377** or visit **CapitalAreaHealthAlliance.org**

Calendar of Monthly Events

January 31st | Saturday | 1:00-2:00 pm

Westside YMCA at 3700 Old Lansing Rd., Lansing Charter Twp., in partnership with the Winter Warm Up Series

February 21st | Saturday | 10:00-11:00 am

Lansing Mall, Macy's Wing at 5330 W. Saginaw Hwy., Lansing, in partnership with the Winter Warm Up Series

March 22nd | Sunday | 1:00 pm

Hawk Island Park at 1601 E. Cavanaugh Rd., Lansing, in partnership with the Winter Warm Up Celebration

April 18th | Saturday | 10:00-11:00 am

Valhalla Park at 4000 Keller Rd., Holt

May 2nd | Saturday | 2:00-3:00 pm

Fenner Nature Center at 202 E. Mount Hope Ave., Lansing, in partnership with the *Choosing Health!* Spring Rally

June 6th | Saturday | 10:00-11:00 am

Brenke Fish Ladder/ Lansing River Trail at E. Grand River Ave., Lansing, in partnership with NorthWest Initiative

July TBA | 7:00-8:00 pm

CIS Trail in St. Johns

August 18th | Tuesday | 7:00-8:00 pm

Benjamin Davis Park/ South Lansing Pathway at 5614 Pleasant Grove Rd., Lansing, in partnership with the South Lansing Community Development Association

September 26th | Saturday | 10:00-11:00 am

ALIVE at 800 Lawrence, Charlotte, in partnership with the Family Health & Fitness Day





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**The Capital Area Health Alliance
would like to welcome its newest member organization**



and thank them for joining the Alliance.



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