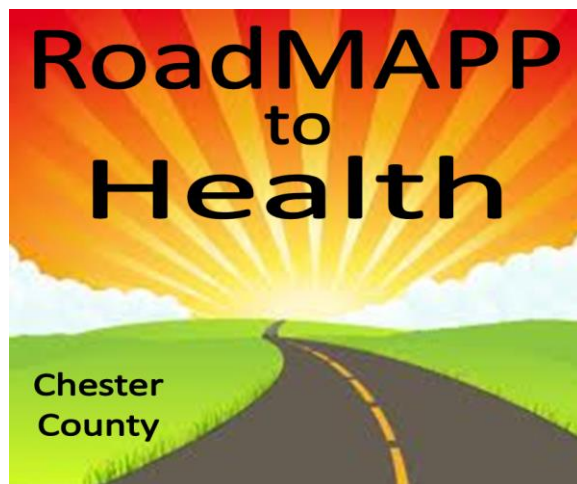


# COMMUNITY HEALTH IMPROVEMENT PLAN

2014-2019

Chester County, Pennsylvania



Thank you to all of the RoadMAPP to Health partners who contributed to Community Health Assessment process and the development of the Community Health Improvement Plan.

Photo Sources:  
Chester County Planning Commission  
Microsoft Office Image Gallery

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## EXECUTIVE SUMMARY

Chester County is a great place to live and, by many measures, we are a healthy county. However, members of the community began to ask how we could improve the health of our county. Many individuals, agencies, and organizations have worked for decades to promote health in Chester County, and we recognized that coordinating our efforts could make more of an impact on the health of our community.

**RoadMAPP to Health Goal:**  
To better serve the people of Chester County by collaborating with organizations that take action, make an impact, and work to improve health and quality of life throughout the county

Chester County utilized the Mobilizing for Action through Planning and Partnership (MAPP) process as the model for this health improvement initiative, named RoadMAPP to Health. The results of the assessments were published in 2013 in the RoadMAPP to Health: Community Health Assessment Summary Report. The Assessment Summary Report provides information about the assessment process and findings. The assessment findings were the foundation for identifying and prioritizing the health issues in Chester County, resulting in the development of this Community Health Improvement Plan (CHIP).

The health priorities that Chester County community partners have focused on include:

- Priority 1: Cultural Competence and Health Disparities
- Priority 2: Coordinated Behavioral and Physical Health
- Priority 3 Awareness of Community Resources
- Priority 4: Individual Health Management and Disease Prevention
- Priority 5: Safe and Healthy Environments

Each priority is equally important in improving Chester County’s health and well-being. Individual organizations in Chester County do not have the necessary depth of resources to widely improve community health; however, by working together towards common goals, everyone can contribute to making a positive collective impact on health issues in Chester County. Each priority has goals, objectives, and key strategies that will be implemented to promote health throughout Chester County. The plan will be evaluated annually to assure that RoadMAPP to Health activities continually evolve to meet the current needs of the community. Regular reports on CHIP activities and accomplishments will be shared with partners and community members.

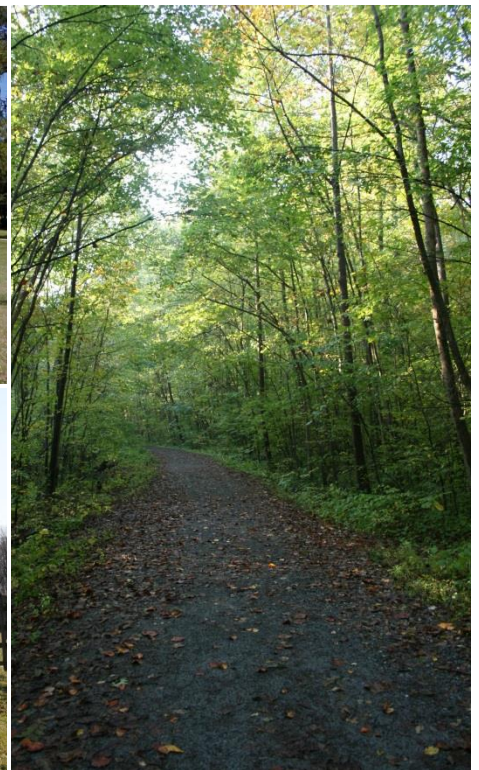


## COMMUNITY HEALTH IMPROVEMENT PLAN



The Community Health Improvement Plan, developed by the RoadMAPP to Health partners, is an action-oriented plan. The intention of the plan is to bring community organizations and stakeholders together to work in partnership towards common goals that will have a positive impact on the overall health in Chester County. The plan consists of the five health priorities and the respective goals, objectives, and key strategies. This plan was created to address the concerns identified through the Community Health Assessment process.

The implementation activities, time frames, key partners, and evaluation methods are part of a detailed five year action plan for each priority that spans from 2014 to 2019. The success of the plan's implementation depends on the support and commitment of all who contribute to impacting health outcomes in Chester County.



## Priority 1: Cultural Competence and Health Disparities

### Overview

Chester County providers recognize the challenge of addressing the health care needs of an increasingly diverse population, with varying cultural characteristics and health challenges. Cultural competency is critical for delivering appropriate health services, achieving positive health outcomes, and reducing health disparities. Cultural competency in Chester County health



care is defined as the ability of systems to provide effective health and wellness care to individuals with diverse values, beliefs and behaviors, including tailoring delivery to meet individuals' social, cultural, and linguistic needs<sup>1</sup>. Culture refers to integrated patterns of human behavior that include the language, thoughts, communications, actions, customs, beliefs, values, and institutions of racial, ethnic, religious, or social groups. Competence implies having the capacity to function effectively as an individual and an organization within the context of the cultural beliefs, behaviors, and needs presented by consumers and their communities.



Chester County aims to provide effective, equitable, understandable, and respectful quality care and services that are responsive to diverse cultural health beliefs and practices, preferred languages, health literacy, and other communication needs<sup>2</sup>. Implementing a framework for cultural competence in a system or organization enables professionals to function more effectively in understanding the health information and health care of the diverse populations they serve. Providing health education and treatment in a culturally competent manner has real implications for community health. It influences an individual's desire to seek treatment for health concerns, impacting prenatal care participation and early disease detection. A culturally competent health care system can help ensure that infants are born healthy and that years of healthy adult life are not lost.



<sup>1</sup> "Cultural Competency in Health Care: A community discussion leading to policy and practice recommendations for Chester County organizations and systems of Care". RoadMAPP to Health Cultural Competency Team. 2014.

<sup>2</sup> Adapted from the National Standards for Culturally and Linguistically Appropriate Services (CLAS) in Health and Health Care, Office of Minority Health

**Goal 1.1:**

**Provide effective, equitable, understandable, and respectful quality care and services that are responsive to diverse cultural health beliefs and practices, preferred languages, health literacy, and other communication needs**

Objective 1.1.1

Advance positive health equity and outcomes in the Chester County community by raising the awareness and meaning of cultural competency

Key Strategies

- Prepare a vision statement for a culturally competent Chester County
- Define “cultural competency” for Chester County
- Identify attributes of organizations and individuals that contribute to the development of cultural competency

Objective 1.1.2

Advance positive health equity and outcomes in the Chester County community by adopting a set of actionable recommendations to build the ability to interact within health institutions, networks, and systems of care

Key Strategies

- Develop a set of actionable recommendations that can be adopted by a variety of organizations
- Socialize the definition of cultural competency and recommendations for action
- Seek organizational commitment to cultural competency and select key recommendations to adopt
- Track progress and monitor success of adopting cultural competency key recommendations
- Establish recognition and awards program for organizations adopting and advancing cultural competency initiatives

**Goal 1.2:**

**Reduce health disparities within Chester County**

Objective 1.2.1

Reduce birth disparities by increasing access to early and adequate prenatal care to women living in Chester County

Key Strategies

- Develop partnerships among organizations providing prenatal services to share best practices, adopt protocols that ensure efficient and seamless transitions in care for those patients that move between the organizations’ programs, and expand hours of operation

## Priority 2: Coordinated Behavioral and Physical Health

### Overview

To achieve personal and community health, the prevention and treatment of both behavioral and physical health conditions must be addressed concurrently. Many individuals have both behavioral and physical health conditions that require care at the same time. Effective management of physical health conditions is essential to the successful care for mental health concerns as individuals return to wellness. In 2006, a report issued by the National Association of State Mental Health Program Directors cited research showing that adults with serious mental illness (SMI) die, on average, 25 years earlier than the general population, and that the rates of



illness and death in this population have been on the rise<sup>3</sup>. The premature deaths in this population are mostly due to preventable medical conditions such as diabetes or cardiovascular, respiratory, or infectious diseases<sup>4</sup>. With the appropriate combination of behavioral and physical health services, overall health outcomes in individuals and the overall community can be improved. In addition to increased health care costs, disjointed physical and behavioral health care systems often result in inappropriate provision of care or gaps in care<sup>5</sup>.

There are many promising models for improving the coordination between physical and behavioral health. Currently, a Chester County behavioral health provider, Community Care, is participating in a study led by University of Pittsburg Medical Center and funded by the Patient-Centered Outcomes Research Institute (PCORI). The study, Optimizing Behavioral Health Homes by Focusing on Outcomes that Matter Most for Adults with Serious Mental Illness, is comparing the effectiveness of two models:

- Provider supported integrated care: Registered nurses on staff at participating facilities continuously work with patients on coordinating their care, enhancing communications between providers, and providing patient wellness support and education
- Self-directed care: Registered nurses provide tools, education, and resources during the initial visit that activate patients to be more informed and effective managers of their health and health care

The study's findings will guide Chester County's continued efforts to improve coordination between behavioral and physical health services in Chester County.

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<sup>3</sup> Parks J et al., Mortality and Morbidity in People with Serious Mental Illness, National Association of State Mental Health Program Directors, October 2006. [http://www.dsamh.utah.gov/docs/mortality-morbidity\\_nasmhpd.pdf](http://www.dsamh.utah.gov/docs/mortality-morbidity_nasmhpd.pdf)

<sup>4</sup> "About SAMHSA's Wellness Efforts." *Wellness Home*. N.p., n.d. Web. 15 Oct. 2014. <<http://www.promoteacceptance.samhsa.gov/10by10/default.aspx>>.

<sup>5</sup> Nardone, Mike, Sherry Snyder, and Julia Paradise. "Integrating Physical and Behavioral Health Care: Promising Medicaid Models." *Integrating Physical and Behavioral Health Care: Promising Medicaid Models*. N.p., n.d. Web. 15 Oct. 2014. <<http://kff.org/medicaid/issue-brief/integrating-physical-and-behavioral-health-care-promising-medicaid-models/>>.



**Goal 2.1:**

**Improve behavioral and physical health through a well coordinated network of services that enables providers to adequately identify and address both behavioral and physical health issues**

**Objective 2.1.1**

Identify actionable recommendations that advance the coordination of services addressing individuals' physical and behavioral health needs

**Key Strategies**

- Develop a set of actionable recommendations for enhancing behavioral health provider capacity to address physical health and wellness
- Promote study findings and recommendations for action to behavioral health and physical health providers
- Seek opportunities for behavioral health and physical health providers to adopt and operationalize recommendations for action
- Assess success of adopting recommendations for action by behavioral health and physical health providers



## Priority 3: Awareness of Community Resources

### Overview

For residents to utilize Chester County's many services and resources that improve community health and quality of life, they need to know what those resources are and how to access them. Information and referral services aim to identify an individual's needs and link them to the most appropriate services and providers. Information and referral agencies and systems utilize a database of community programs and services. They disseminate information to consumers in multiple ways, including in-person, online, and over the phone.



Comprehensive information and referral services contribute to the effective delivery of health and human services, helping people in every community.

The information and referral agencies currently serving Chester County include: Human Services, Inc. (West Chester), La Comunidad Hispana (Kennett Square), Maternal and Child Health Consortium (Coatesville), Oxford Neighborhood Services (Oxford), and Phoenixville Area Community Services (Phoenixville). Refer Web is a web-based resource database maintained by the Chester County Department of Human Services. 2-1-1 is a phone-based and web-based information and referral resource powered by United Way. Many communities within Chester County also produce their own resource guides. Despite the abundance of resources, individuals are often unaware or confused about where to seek the information or help that they need.



**Goal 3.1:  
Increase awareness of and education about available health and social services among residents throughout Chester County**

Objective 3.1.1

Expand provider participation in existing information and referral resources in Chester County

Key Strategies

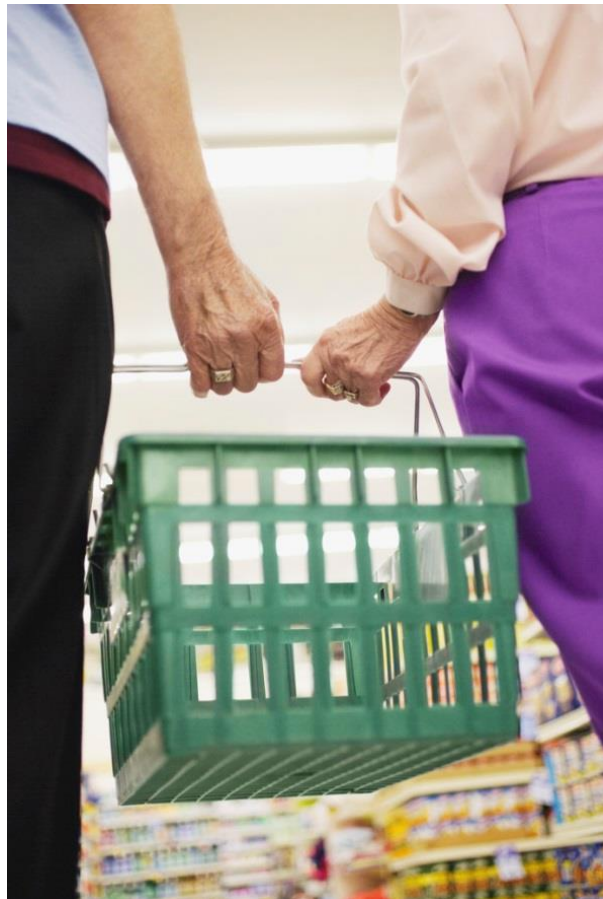
- Expand provider participation in Chester County’s Refer Web and 2-1-1

Objective 3.1.2

Increase efforts to effectively promote available health and social services throughout Chester County

Key Strategies

- Enhance promotion of the available services offered to residents throughout Chester County



## Priority 4: Individual Health Management and Disease Prevention

### Overview

Wellness and prevention are an important focus for improving community health and quality of life in Chester County. Nearly one out of every two adults in America has at least one chronic illness, many of which are preventable<sup>6</sup>. Furthermore, according to the Centers for Disease Control and Prevention (CDC), seven out of ten deaths among Americans each year are from chronic disease like cancer and heart disease<sup>7</sup>.

Individual health management begins with education and leads to actions in individuals to promote long and healthy lives. Educational and community-based programs play a key role in preventing disease and injury, improving health, and enhancing quality of life<sup>8</sup>. Health and quality of life are dependent on many factors in the community beyond health and medical care systems; community engagement is critical to build and sustain healthy communities. To achieve the vision of a healthy community, the community must be an active partner in changing the conditions for health<sup>9</sup>.

*ACTIVATE Chester County*<sup>10</sup> leads the community in advocating for programs, policies, and a physical environment that encourage physical activity and healthy eating to promote wellness and quality of life for Chester County residents. *ACTIVATE* is a collaboration among hospitals, health and recreation organizations, school districts, municipalities, and YMCAs across Chester County that are working to reduce obesity rates in Chester County by promoting the message: Move More, Eat Smart, Create a Supportive Environment. *ACTIVATE* groups set the community direction, inspire others to get involved, and serve as a catalyst for community action.



<sup>6</sup> "National Prevention Strategy: America's Plan for Better Health and Wellness." *Centers for Disease Control and Prevention*. Centers for Disease Control and Prevention, 17 Jan. 2014. Web. 15 Oct. 2014. <<http://www.cdc.gov/features/preventionstrategy/>>.

<sup>7</sup> "National Prevention Strategy: America's Plan for Better Health and Wellness." *Centers for Disease Control and Prevention*.

<sup>8</sup> "Educational and Community-Based Programs". *Healthy People 2020*. Web 1 Dec 2014. <<https://www.healthypeople.gov/2020/topics-objectives/topic/educational-and-community-based-programs>>

<sup>9</sup> Institute of Medicine. *The future of the public's health in the 21st century*. Washington: National Academies Press; 2003.

<sup>10</sup> "ACTIVATE Chester County." *ACTIVATE Home*. N.p., n.d. Web. 15 Oct. 2014. <<http://www.ymcabwv.org/activate-chester-county>>.

**Goal 4.1:**

**Strengthen the capacity for local *ACTIVATE Chester County* initiatives to initiate and sustain promising practices that encourage and support moving more, eating smart, and creating supportive environments**

Objective 4.1.1

Increase opportunities for local *ACTIVATE Chester County* initiatives to seek and receive support for educating, mobilizing, and sustaining communities toward individual health management

Key Strategies

- Build a county-wide framework for a supportive structure that provides opportunities for local *ACTIVATE Chester County* initiatives to be connected to resources; share successes/challenges and strategies; and engage in enrichment activities
- Raise public awareness about *ACTIVATE Chester County*



**ACTIVATE**  
**Chester County**  
*A Community Health Initiative*

## Priority 5: Safe and Healthy Environments

### Overview

Health and wellness are influenced by the environment, including places where county residents live, work, and play. Despite being one of the wealthiest counties in the state and country, not everyone in Chester County has a safe and healthy place to live and work. The community environment, including homes, schools,



worksites, parks, and streets, can be transformed to make healthy choices easy and accessible for all<sup>11</sup>. Community design, transportation systems, agricultural activities, and safe and affordable housing are all examples of environmental conditions, beyond the scope of traditional healthcare, that have significant impacts on health<sup>12</sup>. Creating a healthy and safe physical environment for everyone begins with developing and implementing policies, partnerships, and practices that support community health. Our

community leaders can provide direction and inspiration for creating healthy communities, while bringing together critical partnerships and resources to ensure the success of the communities they serve.

Community leaders are also responsible for protecting communities in times of disaster by effective planning and building community resilience. Community resilience is defined as the sustained ability of communities to withstand and recover from adversity<sup>10</sup>. Resilient communities include healthy individuals and families with access to health care, both physical and behavioral, and with the knowledge and resources to care for themselves and others in both routine and emergency situations. Enhanced resilience is critical to mitigating vulnerabilities, reducing negative health consequences, and rapidly restoring community functioning<sup>13</sup>.



All members of the community have an opportunity to contribute to improving health in Chester County. Health is not just an outcome for communities; health contributes to success in other areas, including education and workforce. While public health practitioners have a unique role to play in improving community health, non-health sectors are responsible for many social and environmental conditions that impact overall health and well-being<sup>11</sup>. Increased collaboration across sectors and support from community leaders is essential to promote health in all aspects of the community and residents' lives.

<sup>11</sup>National Prevention Council, "Strategic Direction of Healthy and Safe Community Environments," National Prevention Strategy: America's Plan for Better Health and Wellness, (U.S. Department of Health and Human Services, 2011), <http://www.surgeongeneral.gov/initiatives/prevention/strategy/report.pdf>.

<sup>12</sup> *Health in All Policies: Strategies to Promote Innovative Leadership*. Rep. Association of State and Territorial Health Officials, 2013. Web. 3 Dec. 2014. <<http://www.astho.org/Programs/Prevention/Implementing-the-National-Prevention-Strategy/HiAP-Toolkit/>>.

<sup>13</sup> "Community Resilience." *Public Health Emergency*. U.S. Department of Health and Human Services, 18 Dec. 2012. Web. 03 Dec. 2014. <<http://www.phe.gov/Preparedness/planning/abc/Pages/community-resilience.aspx>>.

**Goal 5.1:****Strengthen environmental supports that promote health and safety**Objective 5.1.1

Provide a broad range of services that address the housing and workforce needs of Chester County residents

Key Strategies

- Ensure Chester County's low and moderate income households have safe, secure, quality housing options
- Provide workforce services that support self-sustaining employment

Objective 5.1.2

Enhance existing infrastructure that supports healthier and safer communities

Key Strategies

- Improve mobility and access through increased transportation choices, and increased access to safe parks and trails
- Enhance emergency call dispatching such that residents and visitors continue to receive rapid emergency call receipt, appropriate interim assistance, and swift and accurate dispatch
- Provide training opportunities to emergency management, emergency medical services, law enforcement, and fire emergency personnel
- Update and exercise emergency plans that ensure safety and security for natural or human-caused events
- Implement standards that reduce stormwater runoff and improve the water quality of Chester County's streams and groundwater resources
- Ensure residents have access to safe and healthy food



## APPENDICES

### Appendix I: RoadMAPP to Health Partners

#### Overview

The RoadMAPP to Health Partnership is comprised of community leaders and volunteers from various organizations in Chester County. The time, expertise, and effort that these individuals and organizations put forward are the foundation of RoadMAPP to Health’s success. Participation is open to interested individuals from across all sectors of the community. All partners have equal responsibility of identifying, leveraging, and mobilizing resources.

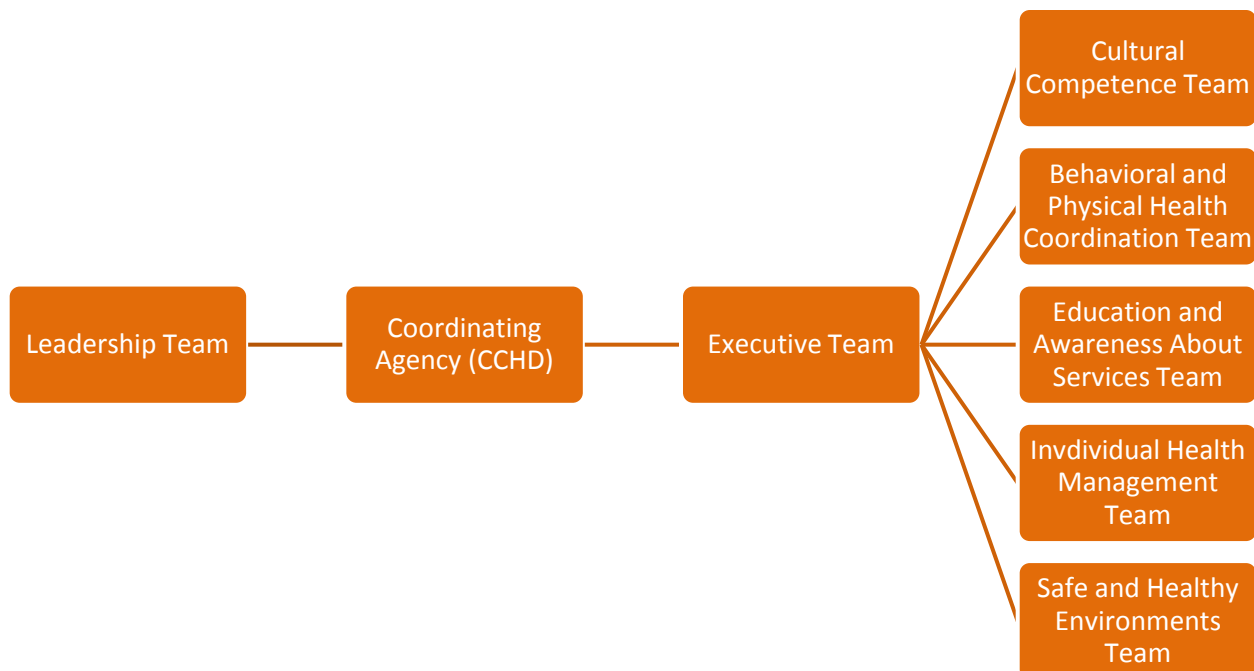
RoadMAPP to Health partners are committed to the health and well-being of Chester County. Through the development of a Community Health Improvement Plan, the Partnership will implement strategies and collaborate with ongoing health initiatives within the community.

The RoadMAPP Leadership Team provides governance and structure for RoadMAPP to Health. It ensures the implementation of a continuous assessment and planning cycle, and provides support to the partnership at all levels to help move their initiatives forward.

The Coordinating Agency, Chester County Health Department, is responsible for providing planning, organizing, and facilitating support to the Leadership, Executive, and Health Priority Teams.

The RoadMAPP Executive Team provides oversight and general direction for all RoadMAPP activities. The team leads and manages the comprehensive implementation of the CHIP.

The Health Priority teams are the champions for their specific health priorities. Each team is responsible for recruiting partners, defining action plans, planning activities, and tracking progress on their goals in the CHIP.





## Appendix II: Priority Action Plans

### Priority 1: Cultural Competence and Health Disparities

**Goal 1.1:**

**Provide effective, equitable, understandable, and respectful quality care and services that are responsive to diverse cultural health beliefs and practices, preferred languages, health literacy, and other communication needs**

<b>Objective 1.1.1: Advance positive health equity and outcomes in the Chester County community by raising the awareness and meaning of cultural competency</b>			
Key Strategy	Measure	Baseline	Target
Prepare a vision statement for a culturally competent Chester County	Existence of vision statement	2014 Baseline: 0	2014: Complete
Define “cultural competency” for Chester County	Existence of definition of cultural competency for Chester County	2014 Baseline: 0	2014: Complete
Identify attributes of organizations and individuals that contribute to the development of cultural competency	Existence of attributes of organizations and individuals that contribute to the development of cultural competency	2014 Baseline: 0	2014: Complete
Activity	Anticipated Product/Result	Lead	Target Date

<b>Objective 1.1.2: Advance positive health equity and outcomes in the Chester County community by adopting a set of actionable recommendations to build the ability to interact within health institutions, networks, and systems of care.</b>			
Key Strategy	Measure	Baseline	Target
Develop a set of actionable recommendations that can be adopted by a variety of organizations	Existence of set of actionable recommendations for a variety of organizations	2014 Baseline: 0	2014: Complete
Socialize the definition of cultural competency and recommendations for action	Number of community groups/organizations presented cultural competency findings, definition and recommendations	2014 Baseline: 0	2014: TBD 2015: + TBD 2016: + TBD

	Existence of cultural competency report and recommendations accessible on web	2014 Baseline: 0	2014: Complete
Seek organizational commitment to cultural competency and select key recommendations to adopt	Number of organizations with expressed commitment to cultural competency	2014 Baseline: 0	2014: TBD 2015: + TBD 2016: + TBD
	Number of key recommendations adopted	2014 Baseline: 0	2014: TBD 2015: + TBD 2016: + TBD
Track progress and monitor success of adopting cultural competency key recommendations	Existence of mechanism to track progress and monitor success	2014 Baseline: 0	2015: Complete
	Number of organizations reporting progress and success	2014 Baseline: 0	2015: TBD 2016: + TBD 2017: + TBD
Establish recognition and awards program for organizations adopting and advancing cultural competency initiatives	Existence of recognition and awards program for organizations adopting and advancing cultural competency initiatives	2014 Baseline: 0	2015: Complete
<b>Activity</b>	<b>Anticipated Product/Result</b>	<b>Lead</b>	<b>Target Date</b>

**Goal 1.2:**

**Reduce health disparities within Chester County**

<b>Objective 1.2.1: Reduce birth disparities by increasing access to early and adequate prenatal care to women living in Chester County</b>			
<b>Key Strategy</b>	<b>Measure</b>	<b>Baseline</b>	<b>Target</b>
Develop partnerships among organizations providing prenatal services to share best practices, adopt protocols that ensure efficient and seamless transitions in care for those patients that move between the organizations' programs, and expand hours of operation.	Number of new partnerships established	2013 Baseline: 0	2015: 1 2017: + 2
	Number of prenatal care organizations with increased days and hours of operation for prenatal care services	2013 Baseline: 0	2015: 1 2017: + 2

Activity	Anticipated Product/Result	Lead	Target Date

**Priority 2: Coordinated Behavioral and Physical Health**

**Goal 2.1:**

**Improve behavioral and physical health through a well coordinated network of services that enables providers to adequately identify and address both behavioral and physical health issues**

<b>Objective 2.1.1: Identify actionable recommendations that advance the coordination of services addressing individuals’ physical and behavioral health needs</b>			
Key Strategy	Measure	Baseline	Target
Develop a set of actionable recommendations for enhancing behavioral health provider capacity to address physical health and wellness.	Completion of PCORI Optimal Health study	2014 Baseline: 0	2016: Complete
	Existence of findings report with set of actionable recommendations	2014 Baseline: 0	2016: Complete
Promote study findings and recommendations for action to behavioral health and physical health providers	Number of community groups/organizations presented study findings and recommendations	2014 Baseline: 0	2017: TBD
	Existence of study report and recommendations accessible on web	2014 Baseline: 0	2017: Complete
Seek opportunities for behavioral health and physical health providers to adopt and operationalize recommendations for action	Number of providers with expressed commitment to adopt recommendations	2014 Baseline: 0	2018: TBD
	Number of key recommendations adopted	2014 Baseline: 0	2018: TBD
Assess success of adopting recommendations for action by behavioral health and physical health providers	Existence of mechanism to track progress and monitor success	2014 Baseline: 0	2019: TBD
	Number of organizations with reported success	2014 Baseline: 0	2019: TBD
Activity	Anticipated Product/Result	Lead	Target Date

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**Priority 3: Awareness of Community Resources**

**Goal 3.1:**

Increase awareness of and education about available health and social services among residents throughout Chester County

<b>Objective 3.1.1: Expand provider participation in existing information and referral resources in Chester County</b>			
<b>Key Strategy</b>	<b>Measure</b>	<b>Baseline</b>	<b>Target</b>
Expand provider participation in Chester County's Refer Web and 2-1-1	Existence of improved enrollment process for Chester County's Refer Web and 2-1-1 such that organizations do not have to enroll in both systems separately	2013 Baseline: 0	2015: Complete
	Number of provider-focused outreach activities presenting information about Refer Web/2-1-1	2013 Baseline: 2	2015: 6 2016: + 8 2018: + 10
	Number of new providers participating in Chester County's Refer Web/2-1-1	2013 Baseline: 992	2017: 20 2019: + 20
	Average percent of agencies participating in the annual update of information in Chester County's Refer Web/2-1-1	2013 Baseline: 44.6% in Refer Web	2017: + 3% 2019: + 2%
<b>Activity</b>	<b>Anticipated Product/Result</b>	<b>Lead</b>	<b>Target Date</b>

<b>Objective 3.1.2: Increase efforts to effectively promote available health and social services throughout Chester County</b>			
<b>Key Strategy</b>	<b>Measure</b>	<b>Baseline</b>	<b>Target</b>
Enhance promotion of the available services offered to residents throughout Chester County	Number of community outreach activities promoting available health and social services	2013 Baseline: 0	2016: 165 2018: + 10
	Number of Chester County health and human service organizations actively promoting an affiliation with	2013 Baseline: 0	2015: 20 2017: + 10

	Refer Web/2-1-1		2019: + 10
	Number of unique users accessing the Refer Web website	2013 Baseline: 6,125	2015: + 600 2017: + 500 2019: + 350
<b>Activity</b>	<b>Anticipated Product/Result</b>	<b>Lead</b>	<b>Target Date</b>

**Priority 4: Individual Health Management and Disease Prevention**

**Goal 4.1:**

**Strengthen the capacity for local *ACTIVATE Chester County* initiatives to initiate and sustain promising practices that encourage and support moving more, eating smart, and creating supportive environments.**

**Objective 4.1.1: Increase opportunities for local *ACTIVATE Chester County* initiatives to seek and receive support for educating, mobilizing, and sustaining communities toward individual health management**

Key Strategy	Measure	Baseline	Target
Build a county-wide framework for a supportive structure that provides opportunities for local <i>ACTIVATE Chester County</i> initiatives to be connected to resources; share successes/challenges and strategies; and engage in enrichment activities	Existence of a team with a defined structure that serves to support and guide local <i>ACTIVATE Chester County</i> initiatives	2013 Baseline: 0	2014: Complete
	Number of enrichment activities attended by local <i>ACTIVATE Chester County</i> initiatives	2013 Baseline: 0	2015: 2 2016: 2 2017: 2
	Number of networking sessions attended by local <i>ACTIVATE Chester County</i> initiatives	2013 Baseline: 0	2015: 1 2016: 2 2017: 2
Raise public awareness about <i>ACTIVATE Chester County</i>	Existence of plan and infrastructure for maintaining a website with timely and comprehensive information about <i>ACTIVATE Chester County</i>	2013 Baseline: 0	2014: Complete
	Number of presentations delivered about <i>ACTIVATE Chester County</i> as a movement – its goal, message,	2013 Baseline: 0	2015: 2 2016: 2

	successes and opportunities for involvement		2017: 2
	Number of events multiple <i>ACTIVATE Chester County</i> initiatives participate in collaboratively	2013 Baseline: 0	2015: 1 2016: 2 2017: 2
	Establishment of a new local <i>ACTIVATE Chester County</i> initiative	2013 Baseline: 0	2018: 1
<b>Activity</b>	<b>Anticipated Product/Result</b>	<b>Lead</b>	<b>Target Date</b>

**Priority 5: Safe and Healthy Environments**

**Goal 5.1:**

**Strengthen environmental supports that promote health and safety**

<b>Objective 5.1.1: Provide a broad range of services that address the housing and workforce needs of Chester County residents</b>			
<b>Key Strategy</b>	<b>Measure</b>	<b>Baseline</b>	<b>Target</b>
Ensure Chester County’s low and moderate income households have safe, secure, quality housing options.	Percent decrease in the number of people experiencing homelessness	2013 Baseline: 942 people	2017: 3% decrease
	Percent increase in safe, secure, quality homes as a result of more low and moderate income homeowners and renters receiving home renovation and new construction assistance or first-time homebuyer assistance	2013 Baseline: 149	2017: 1% increase
	Percent of low and moderate income households that benefit from infrastructure investments and neighborhood improvements	2013 Baseline: 2,659	2014: 8% 2017: 10%
	Percent of assessed dwelling units with improved living conditions as a result of a Healthy Home Assessment	2013 Baseline: N/A	2014: 50% 2015: 50% 2016: 50%
Provide workforce services that support self-	Percent of job seekers who receive workforce	2013 Baseline: 73.9%	2014: 77%

sustaining employment	training who are placed into and retain employment for six months		2017: 77%
<b>Activity</b>	<b>Anticipated Product/Result</b>	<b>Lead</b>	<b>Target Date</b>

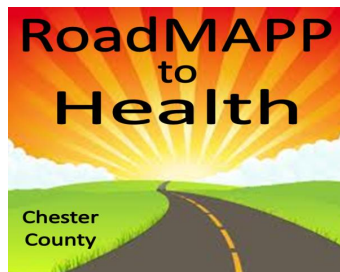
<b>Objective 5.1.2: Enhance existing infrastructure that supports healthier and safer communities</b>			
<b>Key Strategy</b>	<b>Measure</b>	<b>Baseline</b>	<b>Target</b>
Improve mobility and access through increased transportation choices, and increased access to safe parks and trails	Percent increase in residents using means other than a single occupant vehicle (such as walking, biking, carpooling, or transit) for transportation to work	2012 Baseline: 48,266 residents	2015: 3% increase 2016: 3% increase 2017: 3% increase 2018: 3% increase 2019: 3% increase
	Percent of time County parks and trails are available during times requested by park visitors	2013 Baseline: 60%	2017: 70%
	Percent increase in open park land including trails for park visitors to use	2013 Baseline: 25 miles of trail	2015: 3% increase
	Percent of time parks and trails will be patrolled while open to the public	2013 Baseline: 70%	2014: 80% 2017: 80%
Enhance emergency call dispatching such that residents and visitors continue to receive rapid emergency call receipt, appropriate interim assistance, and swift and accurate dispatch	Percentage of 9-1-1 calls received that are dispatched within two minutes	2013 Baseline: 90%	2017: 90%
	Existence of a 9-1-1 text messaging system available to County residents and visitors	2013 Baseline: 0	2017: Complete
Provide training opportunities to emergency management, emergency medical services, law enforcement, and fire emergency personnel	Number of trainings provided at the Chester County Public Training Campus	2013 Baseline: N/A	2019: 500
Update and exercise emergency plans that ensure safety and security for natural or human-caused events	Percentage of County-produced emergency plans that are current	2013 Baseline: 100%	2015: 100%
	Percentage of municipalities participating in trainings and exercises that prepares them to respond to and recover from emergencies	2013: N/A	2015: 50%
Implement standards that reduce stormwater runoff	Percentage of municipalities that adopt stormwater	2014 Baseline: 100%	2015: 100%

and improve the water quality of Chester County’s streams and groundwater resources	design standards to improve stream quality by reducing stormwater and pollutant runoff from new development consistent with approved PA Act 167 Stormwater Plans		
Ensure residents have access to safe and healthy food	Percent of regulated establishments in compliance within the initial or first follow-up inspection	2013 Baseline: 95%	2014: 95% 2015: 95% 2016: 95% 2017: 95% 2018: 95% 2019: 95%
<b>Activity</b>	<b>Anticipated Product/Result</b>	<b>Lead</b>	<b>Target Date</b>



### Appendix III: Summary of Document Changes

Date	Summary of Changes
December 2014	Document Published



The Community Health Improvement Plan, prepared and presented by Chester County's RoadMAPP to Health Partnership, reflects the contributions of many of the participating groups and individuals, but does not necessarily reflect the position of any particular organization or individual.

To learn more about RoadMAPP to Health in Chester County, visit [www.chesco.org/Roadmapp](http://www.chesco.org/Roadmapp)