



The ideas of health education and health promotion go hand in hand with all facets of public health practice. Communities that are educated in healthy behavior, know where to access healthy resources, and can easily access those resources are the most successful. As the community health rankings suggest, there are stark differences in the health of populations in regions where these basic building blocks are prioritized. To become one of the healthiest communities, Muskegon must continue to concentrate on avoiding unhealthy behaviors; viewing healthcare as well-care versus sick-care; making education accessible, reducing poverty; and caring for the physical environment, assuring clean air, access to healthy foods, and resources for physical activity.

Jill Montgomery Keast
Public Health Education Supervisor

Staff and Roles

Provision of services and activities related to reducing exposure to tobacco, increasing food safety in area food service establishments, creating environments for healthy lifestyle changes, and identification and communication of community health resources through use of geographic information systems, media, presentation, and referral.

Public Health Education Supervisor

Jill Montgomery Keast, MPA

Public Health Educators

Jon Demol, BSW, CPS-R

Jenna Blamer, BS, CPS-R

Clinic Clerk

Julie Henley

Public Health Improvement Specialist

Dori Peters, BS

Poppy Hernandez, BA, CPS-R

Basis for Program

According to the Public Health Code, a local health department shall plan, implement, and evaluate health education through the provision of expert technical assistance, or financial support, or both (MCL 333.2433). Health education is defined (MCL 333.2237) as the dimension of health care that directs attention of individuals to their health behavior with the goal of enabling the individuals to make reasoned decisions about their own health practices and those within the various communities in which the individuals live, work, and play.

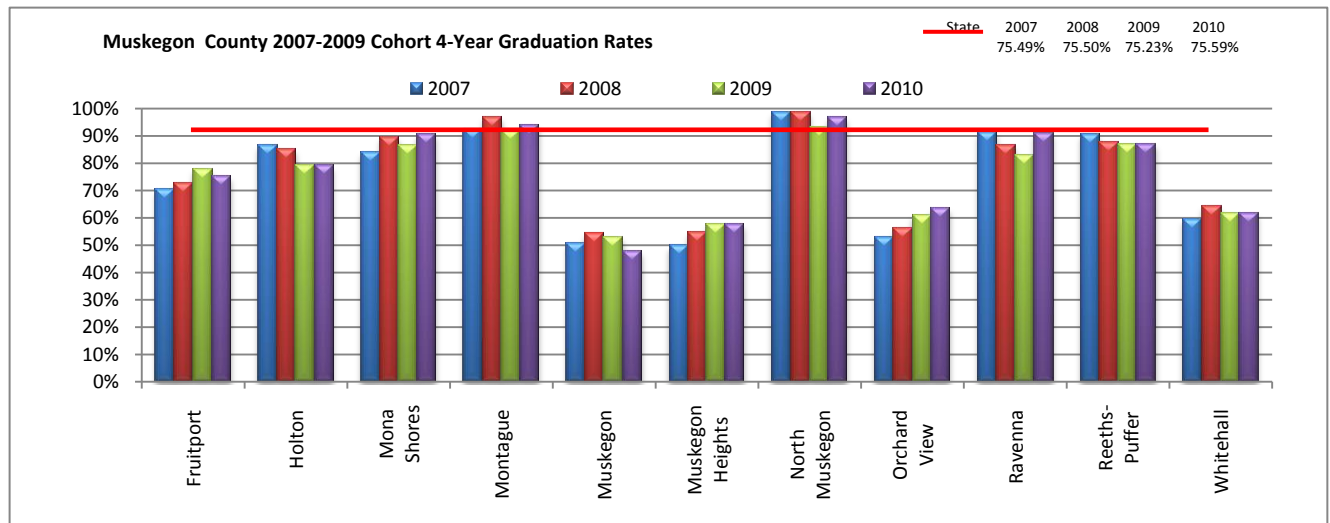
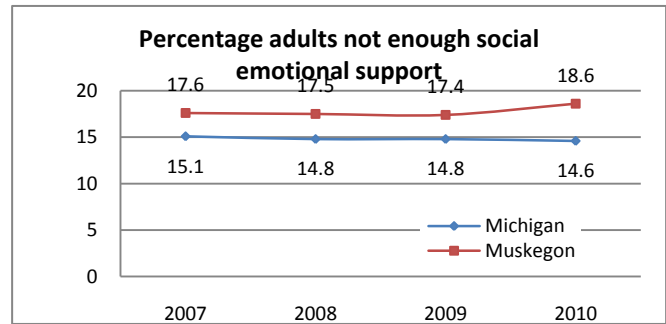
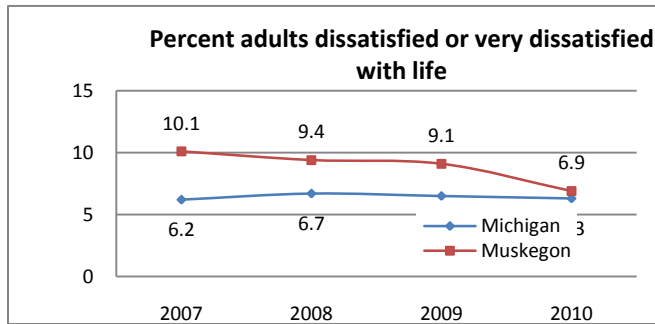
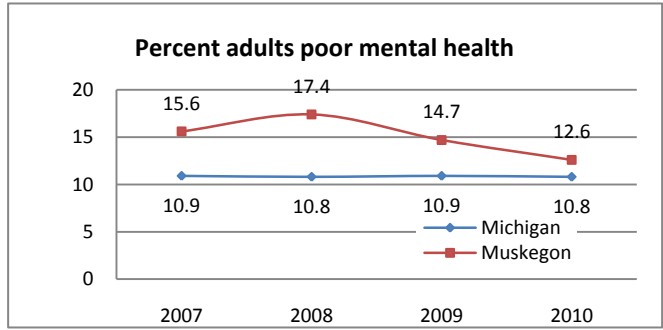
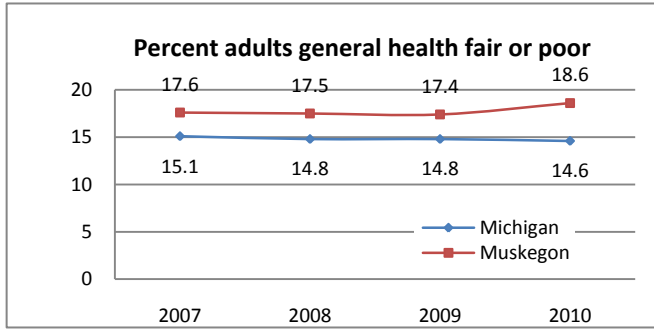
The basic components of reasoned health decision-making education include the acquisition of accurate, unbiased, authoritative knowledge; efficacy of early prevention; disease detection and control; nutritional practices; detection and control of environmental hazards; alternative health practices and the consequences of each; and the affective assessment of an individual's own beliefs on health outcomes.

The Michigan Department of Community Health exercises overall leadership in recognizing the importance of public health education objectives in the planning, developing, and carrying out of public health programs; encourages local health departments to give priority to community health education activities as an essential part of local health programs; develops and apply standards for the evaluation of public health education activities; and collects and disseminate information about public health education activities and research.

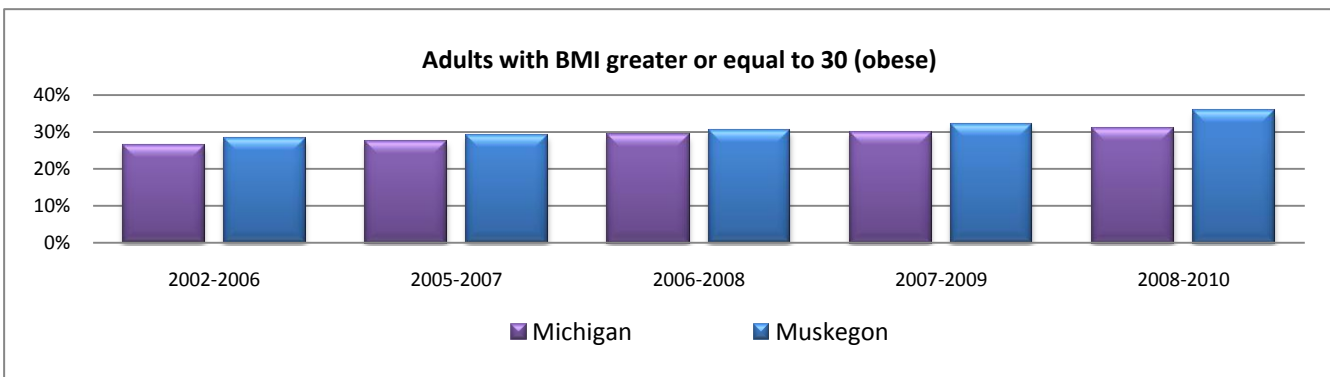
Purpose of the Program

Health education and health promotion provides the resources for a local health department to maintain compliance with the Michigan Public Health Code, and more importantly, meet the Public Health - Muskegon County mission of health promotion, disease prevention, and environmental health protection. In order to do this, health education and promotion can and does offer a myriad of programs and activities that are designed to improve the quality of life, prevent the onset of disease, and protect the health of Muskegon residents.

Community Data



Center for Educational Performance and Information



Community Value

ServSafe®

The Michigan Department of Agriculture requires food service establishments to have at least one manager on site that has been certified through an approved food service safety course. Health education and promotion provides ServSafe® training to assist area food establishments in meeting this requirement. In FY 2011, Health Education and Promotion provided ServSafe® training to 65 restaurant manager and food service workers. Of students taking the class, 56 (85%) passed the ServSafe® exam with an average passing score of 88%.

Community Garden Collaborative Support

Health Education and Promotion provides coordination for a large community garden located at the County's South Government Complex that is managed by local community volunteers. Established in 2003, this garden provides plots for 14 area residents and community organizations. In addition to providing food for their own tables, participants often donate produce to others in need.

PHMC has also played an important role in coordinating sustainability of neighborhood and community gardens throughout the County. All gardens are overseen by local champions that understand the importance of providing nutritious food and building the sense of community in their own communities. Currently, 12 Muskegon County community gardens regularly participate in collaborative meetings and activities.

Website

Health Education and Promotion manages the PHMC website located at www.muskegonhealth.net. The site contains information about a local public health services and resources, health data and statistical reports, educational and training opportunities, public health advisories and more. During Fiscal Year 2011, the program began using Google Analytics to track website traffic to be used for improving the quality of the site. The top 5 pages with the most traffic on the website during Fiscal Year 2011 were Tuberculosis, Vector Control, Services, Phone Directory, and Dog Licensing.

Communications

News coverage is coordinated by the Health Education and Promotion program. During Fiscal Year 2011, over 70 news stories involving PHMC were covered. The top 5 topics covered by the local news media included public health assessment data, food service sanitation related actions, water and sewage related events, flu vaccinations, and the worksite smoking ban.

Quality Assurance & Continuous Quality Improvement

The responsibility of reporting on the status of quality assurance activities for all programs was added to the Health Education and Promotion program during Fiscal Year 2011. In addition, Health Education and Promotion also provides technical assistance to all other programs for conducting and documenting continuous quality improvement projects.

Geographic Information Services (GIS)

Health Education and Promotion also provides staff and community organizations data analysis support through application of GIS software. Maps generated are used in grant applications, community needs presentations, financial planning sessions, environmental protection projects, infrastructure planning, and program need assessment and staffing assignment projects. In 2011, GIS support was provided to Hackley Community Care, Muskegon Community Health Project, Mercy Health Community Benefit steering committee, PHMC epidemiology, Laketon Township, Grand Valley State University, and Lakeshore Coordinating Council.

Community Project Planning and Implementation Committee Activities

In addition to regular programming activities, the Health Education and Promotion staff often provides technical assistance in special project planning and implementation projects around the community. In FY2011, Health Education and Promotion assisted in the expansion of the MiPHY (Michigan Profile for Healthy Youth) risky behavior survey tool; provided population health based input into the Muskegon Area Intermediate School District's Coordinated School Health Program Plan; gave guidance on best practices to assure sustainability of the sharps disposal program for Lakeshore Health Network and Mercy Health; provided Safe Kids expertise on community water safety best practices in their successful effort to resurrect the Muskegon County Water Safety Task Force; and provided statistic support for Access Health's Healthy on the Shore; and Muskegon Community Health Project's Health Disparities Reduction Coalition.

Upcoming Year

The most critical challenge for the upcoming year is going to be addressing the increasing need for health education in the Muskegon community with increasingly limited resources. Socioeconomic conditions continue to hamper growth and sustainability of community efforts to increase access to prevention resources. Collaborative energy is needed more than ever. This will require PHMC health education and promotion staff to think more creatively, work more openly, and act more collectively than ever before.

Fiscal Year 2011 Financial Information (Unaudited)

Revenues:	FY 2011 Actual	FY 2011 Percentage
Intergovernmental Revenue	\$0	0.00%
Cigarette Tax	\$16,029	8.39%
Medicaid	\$0	0.00%
Fees	\$15,901	8.32%
Local Grants	\$0	0.00%
Transfers In	\$159,127	83.29%
Total Revenues	\$191,057	100.00%
Expenditures		
Program Salaries/Fringes	\$141,168	73.89%
Other Program Expenditures	\$49,889	26.11%
Total Expenditures	\$191,057	100.00%

