



Monmouth County Department of Public Health



2024 Community Health Improvement Plan (CHIP)

Prepared by:



*A New Jersey Certified
Small Business and WBE*



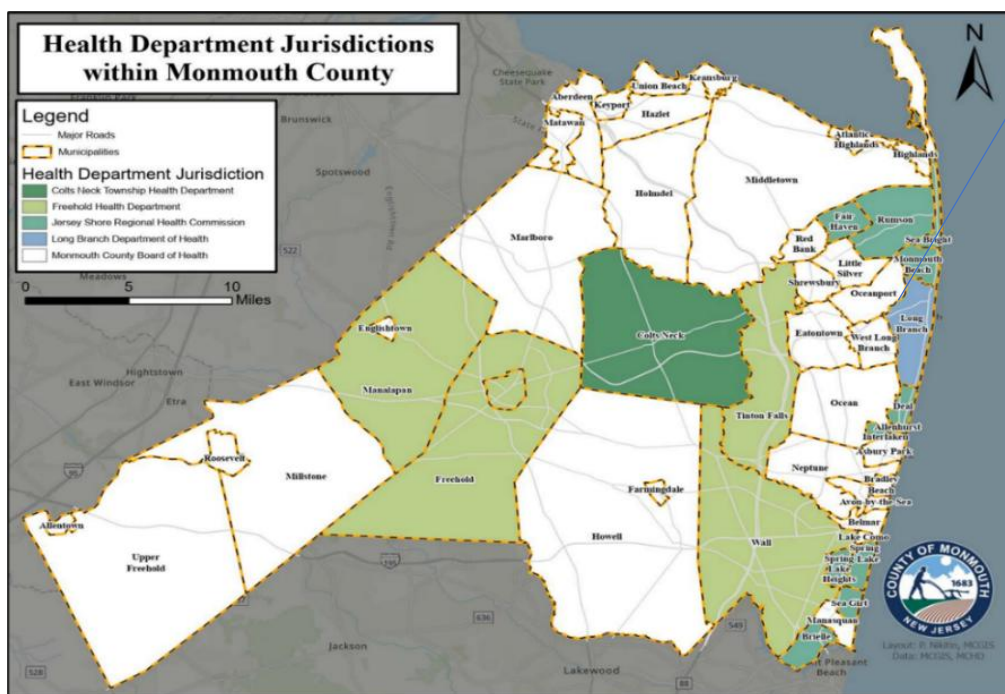
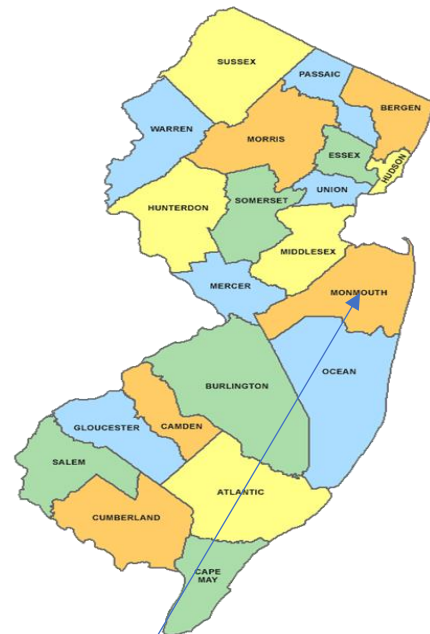
What is a Community Health Improvement Plan (CHIP)

A CHIP helps organizations move from data to action to address health priorities identified in the Community Health Assessment (CHA). The CHIP serves as a guide for strategic planning and a tool by which to measure impact by detailing goals, objectives, strategies, and action steps over the five-year reporting timeframe. Anchoring initiatives and community activities to measurable objectives, the CHIP creates a framework for measuring the impact of collective action towards community health.

What is the Monmouth County Health Department?

The Monmouth County Health Department (MCHD) is one of six health departments in Monmouth County. 26 of Monmouth County’s 53 municipalities participate in the Monmouth County Board of Health System. The Monmouth County Board of Health, established in 1978, is composed of 9 citizen members who are appointed by the Monmouth County Board of Chosen Commissioners. **Christopher P. Merkel, M.P.H.**, is the Public Health Coordinator and Health Officer, and **Susan M. Kiley**, is the Commissioner Liaison to the Monmouth County Board of Health.

The Monmouth County Health Department is vital to the overall health and well-being of Monmouth County residents. In the time since the onset of the COVID-19 pandemic, residents have grown in their understanding of who public health is and the services they offer. Monmouth County Health Department has been proactive and strategic in its partnerships, particularly with the development and implementation of Monmouth County ACTS (Assisting Community Through Services) Hubs, lending a public health perspective to teams working to actively engage resident needs, including Early Childhood Success, Housing and Homelessness, Positive Youth Development, Behavioral Health, Successful Aging, and Financial Empowerment.



Monmouth County Health Department Mission Statement: To empower residents of Monmouth County to achieve an optimal quality of environment and health.

Monmouth County Health Department Vision: To stand at the forefront of public health, to identify health disparities and forge innovative health solutions, and to advocate for, protect and improve our community and environment.



The Health Improvement Coalition of Monmouth County (HICMC)

The Health Improvement Coalition of Monmouth County (HICMC) began in 2005 as dozens of community agencies, organizations, and concerned citizens met to articulate a shared vision for the residents of Monmouth County and improve the health and quality of life. The vision, “a model community committed to empowering all residents to achieve optimum health,” has been the guiding force of the coalition. Since 2005, the HICMC has collaborated to complete a comprehensive Community Health Assessment (CHA) and a Community Health Improvement Plan (CHIP) for Monmouth County.



In 2023, the HICMC - formally comprised of the Monmouth County Health Department, Colts Neck Health Department, Freehold Area Health Department, Jersey Shore Regional Health Commission, Long Branch Health Department, and the Middletown Health Department, began collaborating to create this Community Health Assessment (CHA) in alignment with the Public Health Accreditation Board (PHAB) recommendation for public health departments.



Foundational Public Health Services

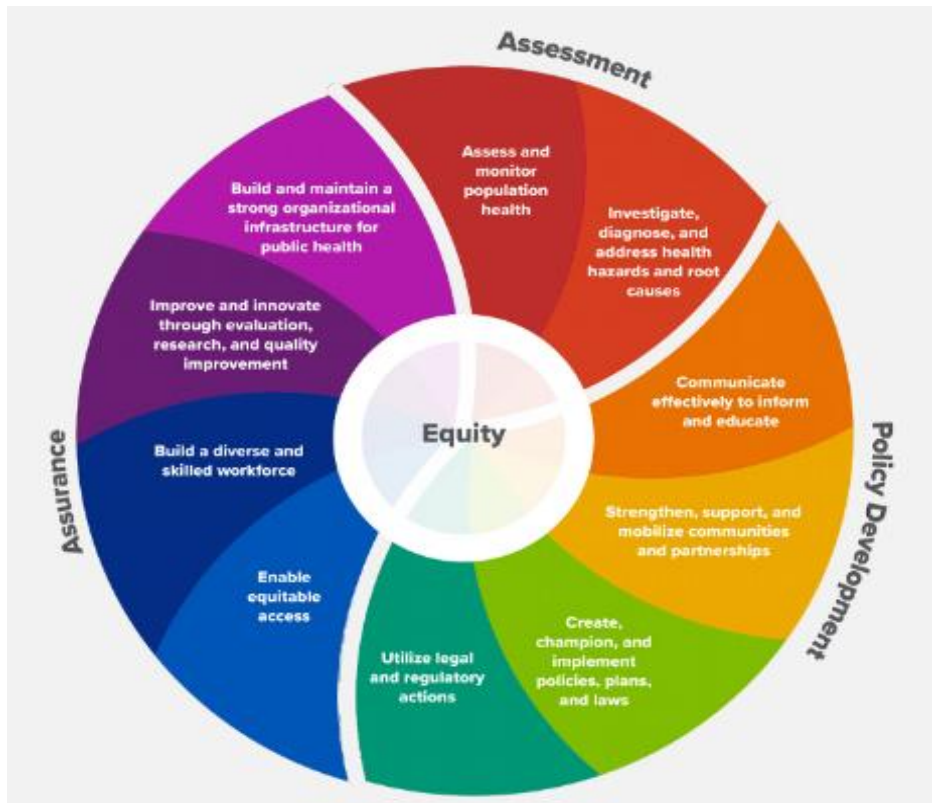


February 2022



The 10 Essential Public Health Services

The Monmouth County Public Health Department aligns with the [10 Essential Public Health Services](#) created by the Public Health National Center for Innovations and the de Beaumont Foundation, as recognized by the CDC and others as the framework for public health to protect and promote the health of all people in all communities. Centered in Equity, the key directions include Assessment, Assurance and Policy Development.



- ESSENTIAL PUBLIC HEALTH SERVICE #1**
Assess and monitor population health status, factors that influence health, and community needs and assets
- ESSENTIAL PUBLIC HEALTH SERVICE #2**
Investigate, diagnose, and address health problems and hazards affecting the population
- ESSENTIAL PUBLIC HEALTH SERVICE #3**
Communicate effectively to inform and educate people about health, factors that influence it, and how to improve it
- ESSENTIAL PUBLIC HEALTH SERVICE #4**
Strengthen, support, and mobilize communities and partnerships to improve health
- ESSENTIAL PUBLIC HEALTH SERVICE #5**
Create, champion, and implement policies, plans, and laws that impact health
- ESSENTIAL PUBLIC HEALTH SERVICE #6**
Utilize legal and regulatory actions designed to improve and protect the public's health
- ESSENTIAL PUBLIC HEALTH SERVICE #7**
Assure an effective system that enables equitable access to the individual services and care needed to be healthy
- ESSENTIAL PUBLIC HEALTH SERVICE #8**
Build and support a diverse and skilled public health workforce
- ESSENTIAL PUBLIC HEALTH SERVICE #9**
Improve and innovate public health functions through ongoing evaluation, research, and continuous quality improvement
- ESSENTIAL PUBLIC HEALTH SERVICE #10**
Build and maintain a strong organizational infrastructure for public health

The 10 Essential Public Health Services provide a framework for public health to protect and promote the health of all people in all communities. To achieve equity, the Essential Public Health Services actively promote policies, systems, and overall community conditions that enable optimal health for all and seek to remove systemic and structural barriers that have resulted in health inequities. Such barriers include poverty, racism, gender discrimination, ableism, and other forms of oppression. Everyone should have a fair and just opportunity to achieve optimal health and well-being.

Created 2020



The connection between our communities and our health

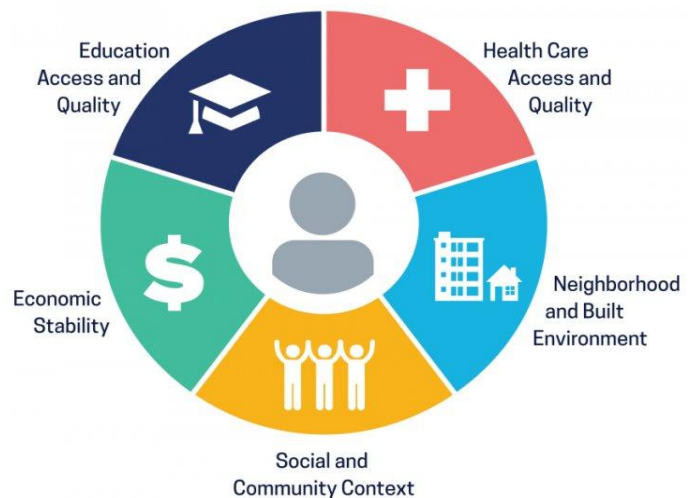
By focusing on removing barriers and creating vital resource connections, we can work towards building communities where all people have access to the choices and tools necessary to live their healthiest lives. One step in this process of advancing health equity is to identify and address disparities in the Social Drivers of Health.



Credit: Robert Wood Johnson Foundation

Social Drivers of Health

Social drivers of health (SDoH) are the conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health and quality of life outcomes. SDoH are grouped into five domains that include factors such as access to health care, safe neighborhoods transportation options, nutritious food, and quality education. The quality and availability of these elements impact the array of healthy living choices available to people and can be measured in rates of disease and length of life. Addressing social determinants of health is a primary approach to achieving health equity.



Lessons Learned (2019-2024)

The COVID -19 pandemic has created unprecedented challenges for people across Monmouth County —and the world— and has demanded rapid and robust response from healthcare, social services, government, businesses, families, and individuals. COVID-19 exacerbated existing disparities within the health and social service systems and exposed long-standing inequities in power and socioeconomic opportunities within our society. In response to this unprecedented event, partners across Monmouth County stepped up to respond, collaborate, and engage with each other, working together to create, build and grow collaborations such as Monmouth ACTS which has increased connections, reduced duplication and better serves people across Monmouth County. The 2023-24 Community Needs Assessment and CHIP process builds upon that shared experience and momentum.



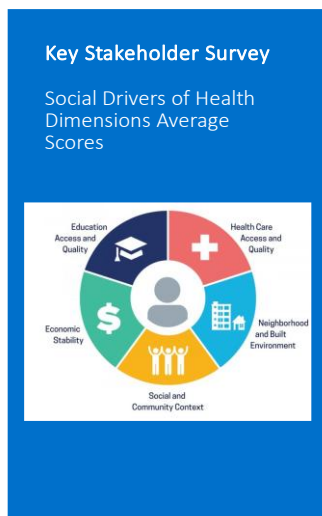
CHIP Steering Committee

The CHIP process began with the in person Community Forum hosted by the HICMC on June 27, 2024. The CHIP Steering Committee met monthly and included the following representatives:

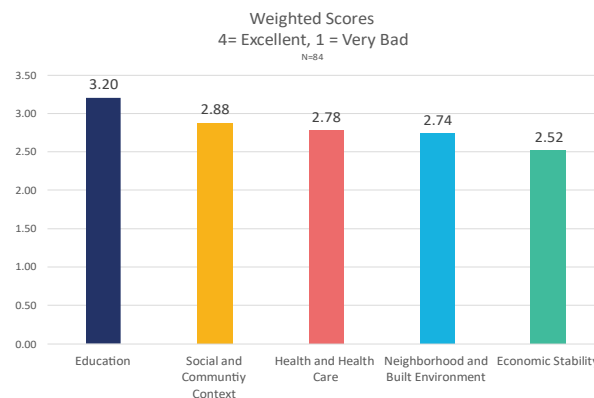
Michael Balka	Jersey Shore Regional Health Commission
Enrico Cabredo	Monmouth County Health Department
Richard DeBenedetto	Middletown Health Department
Tom Frank	Colts Neck Health Department
Kelsey Grenus	Freehold Area Health Department
Margy Jahn	Freehold Area Health Department
Michael Kowal	Long Branch Health Department
Stacy Krause	Middletown Health Department
Christopher Merkel	Monmouth County Health Department
Brett Nance	Freehold Area Health Department
Sarina Brady	VNA NJ
Suzy Dyer	Parker Health
Genny Gavin	VNA NJ CHC
Ellynn Kahle	Monmouth County Board of Health
Joseph Metani	The Arc of Monmouth
Colleen Nelson	VNA NJ
Beatriz Oesterheld	CARC NJ
Kim Simers	Centra State
Abby Thompson	Monmouth Medical Center
Desiree Whyte	Monmouth NJ

2024 Community Health Assessment

The 2024 Monmouth County Community Health Assessment was conducted in accordance with the methods and recommendations of MAPP 2.0 (Mobilizing Action through Partnership and Planning) and aligns with PHAB (Public Health Advisory Board) requirements. The 2024 Community Health Assessment included a wide range of health indicators and indexes that identify disparities in outcomes and some of the root causes of underlying inequities. Community participation was solicited throughout the process, including multiple public presentations, 15 Key Informant interviews, a Key Stakeholder survey which reached 122 respondents, and six focus groups that included 31 Monmouth County residents representing diverse perspectives and ideas. The feedback gathered “In Your Words,” allowed the quantitative data collected to be interpreted through **health equity** lens – working towards equitable outcomes for all people - and a focus on the **social drivers of health**. The Key Stakeholder Survey respondents ranked the social drivers of health dimensions in Monmouth County in this order. the social drivers of health dimensions in Monmouth County in this order.



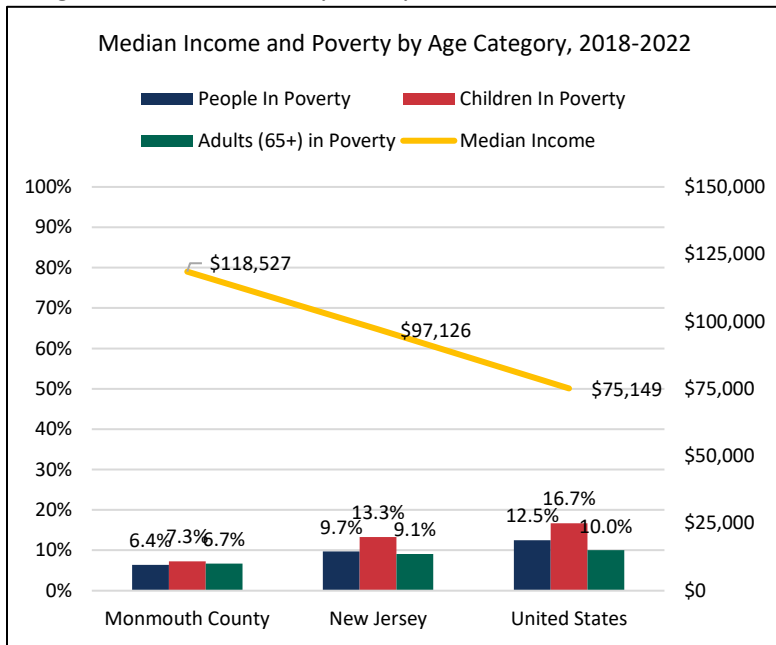
Thinking of Monmouth County as a whole, RATE the following Social Drivers of Health Dimensions on a scale of 1-4 (n=84)





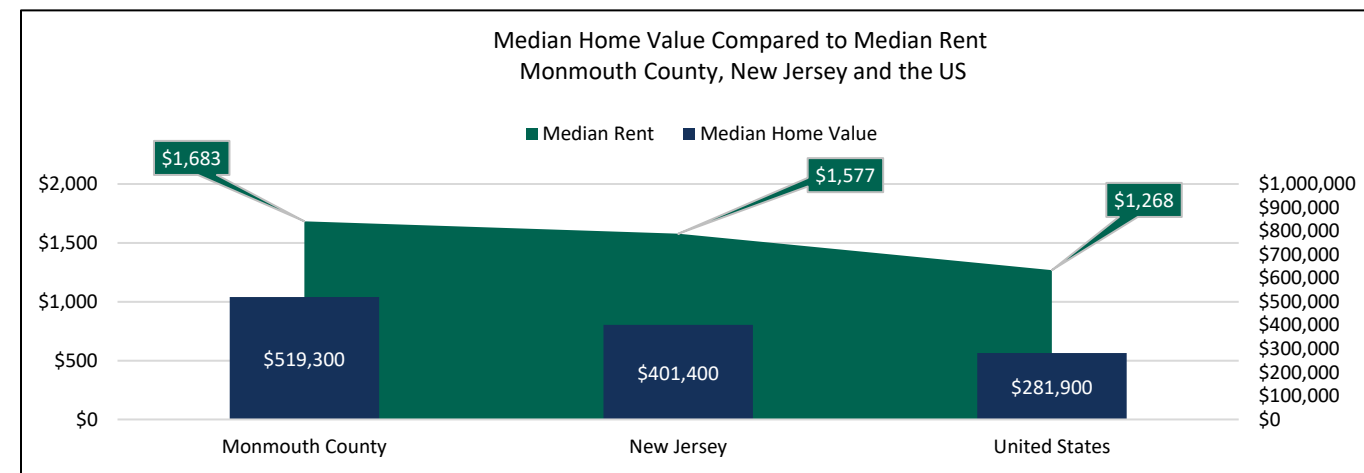
Who Lives in Monmouth County?

The lessons learned from this collective action to confront the inequities in opportunity, access, education, and trust revealed by COVID-19 have been integrated into every priority set out in this report. Identifying the barriers to health and longevity, as well as the gaps in services most impacted by the COVID-19 experience are essential to creating effective strategies for health improvement. While fewer than 10% of Monmouth households are below the poverty level, more than 1 in 5 working households do not make enough money to cover all of their basic needs given the cost of living in Monmouth County. Many of these families earn too much money to qualify for many supportive services.



Source: US Census Bureau, American Community Survey

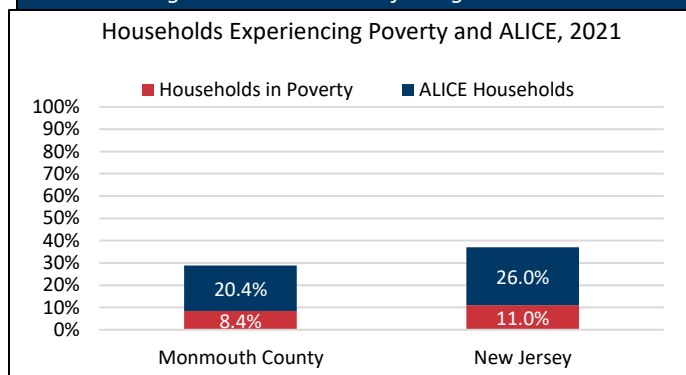
Housing is very expensive in Monmouth County. The Median Home value in Monmouth County is nearly double the US Median, and the median rent is higher than the New Jersey median, already higher than most other places. In addition to the expense of rent or a mortgage, 1 in 3 homeowners and **more than half** of renters live in homes with at least one HUD documented housing problem.



Source: US Census Bureau, American Community Survey

ALICE (Asset Limited Income Constrained Employed)

The ALICE Index measures the proportion of working households who do not earn enough to meet all of their basic needs given the local cost of living.

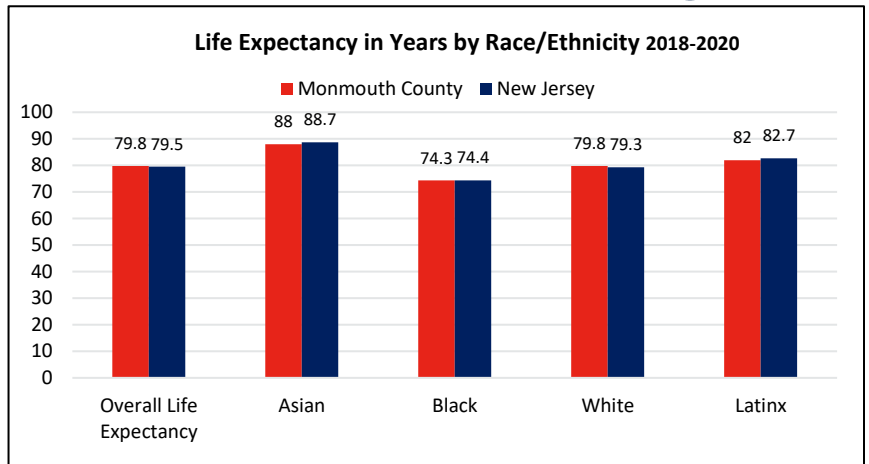


Source: United for ALICE

While there is a relatively low proportion of Monmouth County residents who live below the federal poverty level, roughly 1 in 5 households do not have the financial resources to make ends meet despite having a job, also known as ALICE.

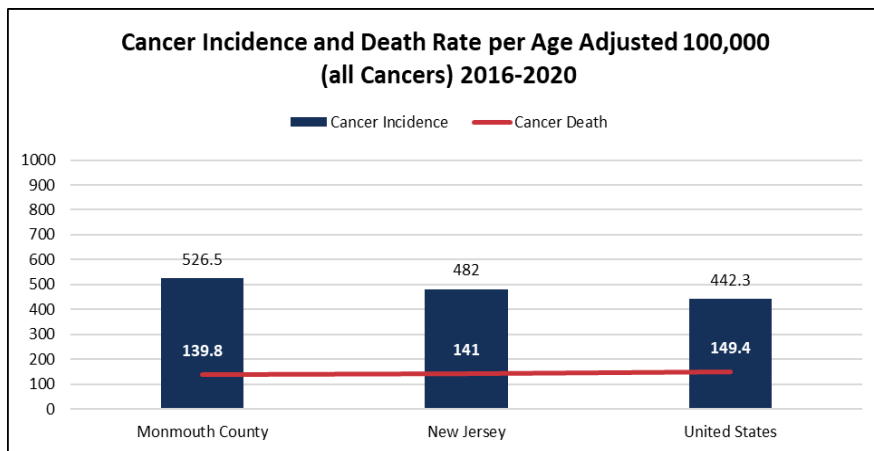


The leading causes of death among all populations in the US and in Monmouth County continue to be chronic diseases such as heart disease, cancer, diabetes, and chronic lower respiratory diseases. Life expectancy is considered an overall measure of health and social equity within a community. Housing quality and affordability, environmental conditions, employment, education, transportation, food security, and experiences of racism and other discrimination, all impact quality and length of life.



Source: National Vital Statistics System

Overall life expectancy in Monmouth County is similar to New Jersey; however, not everyone lives a long life. There is a 14-year difference in life expectancy by race in Monmouth County (74.3 years for Black/African Americans compared to 88.0 years for Asians).

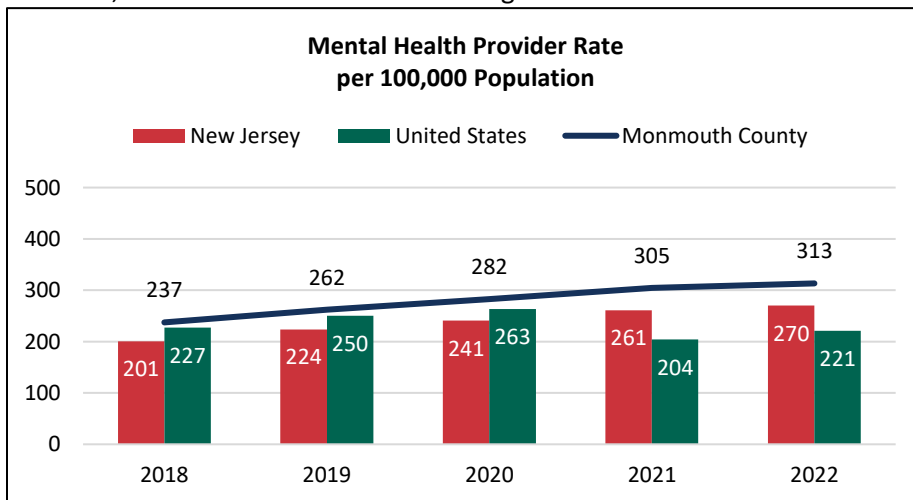


Monmouth County has a greater incidence but a lower death rate from all cancers than New Jersey or the US. This suggests that cancers are being identified early and treated effectively.

"You go the doctor and they're like 'don't be stressed'...my stress [around housing/finances] causes my diabetes to [act up]; my pills don't work; I'm trying to be strong because I don't want my kids to be afraid."

Source: Centers for Disease Control and Prevention

There are more mental health providers per capita in Monmouth County compared to New Jersey and the nation, and the rates are increasing; however, the demand for care remains high.



"You could find them 20 [new] counselors and probably within a few months [your schedules would] probably be filled already."

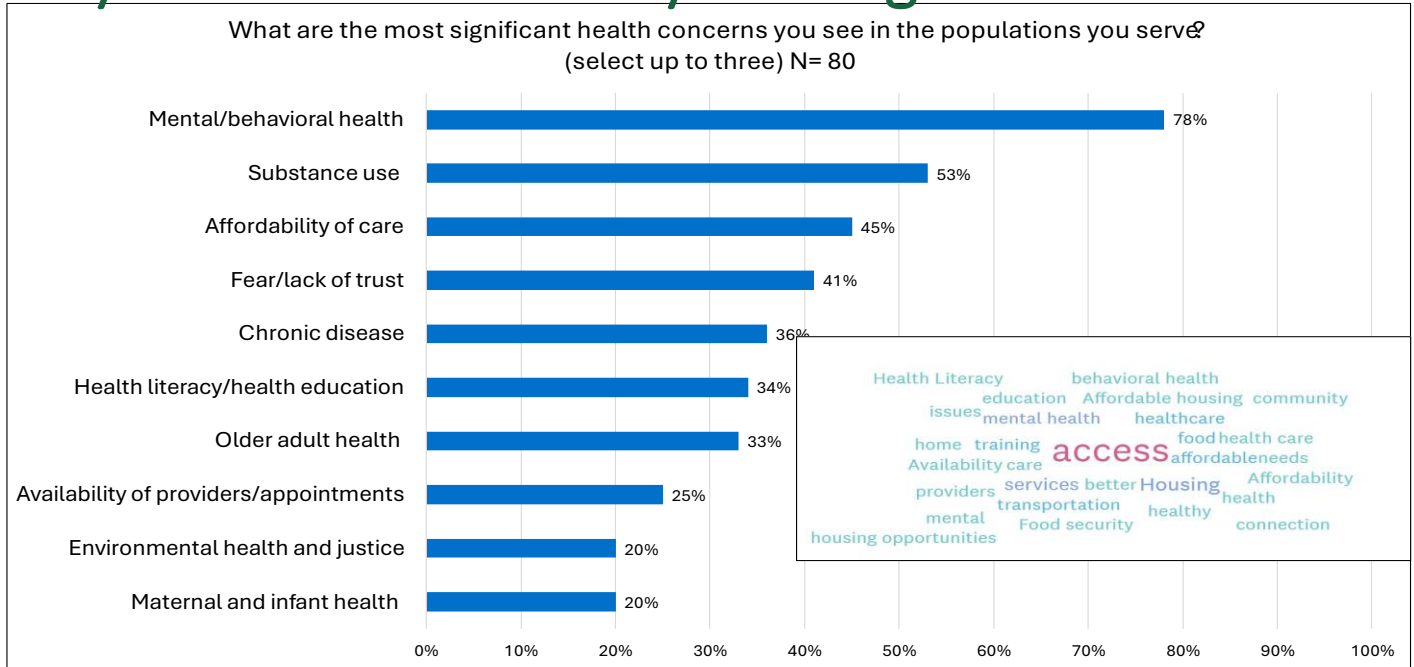
"In 40 years this is the worst I've seen for hiring... pushing for staff to go back in the field meant a lot of people left for places where they could stay remote."

Source: Centers for Medicare and Medicaid Services



When 122 Key Stakeholders were asked in a survey to choose the most significant health concerns they see in the population(s) they serve, Mental Health, Substance Use, Affordability of Care, Fear/lack of trust and Chronic disease were selected by the most respondents.

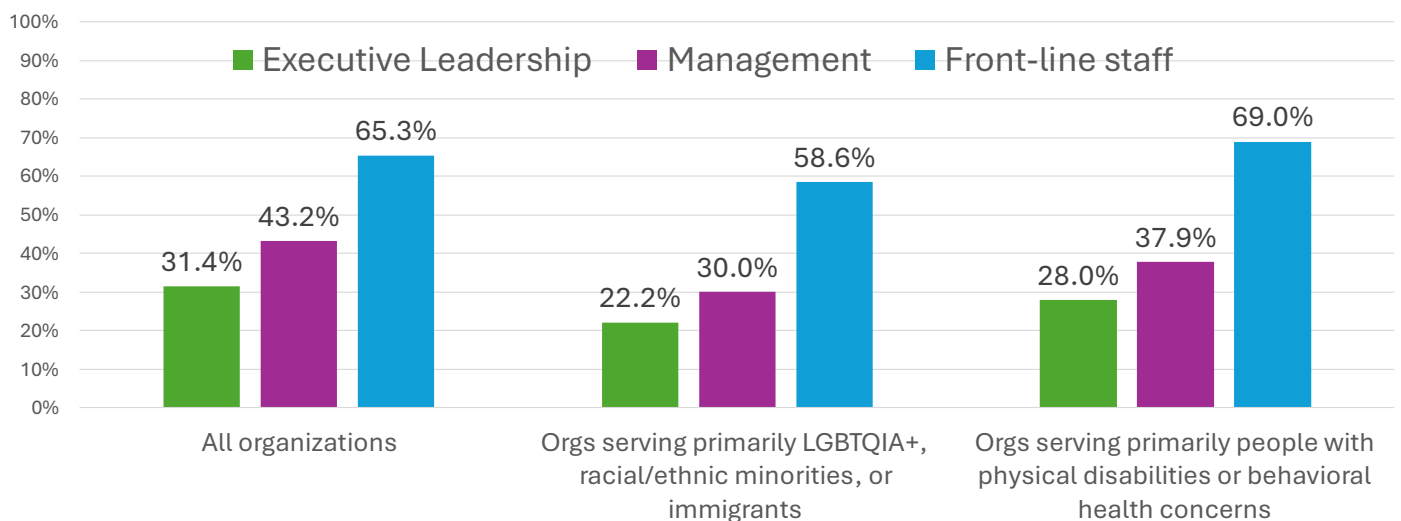
Key Stakeholder Survey Findings



Key Stakeholder Survey Findings (n=122)

Representation Matters on the front lines and in decision-making roles

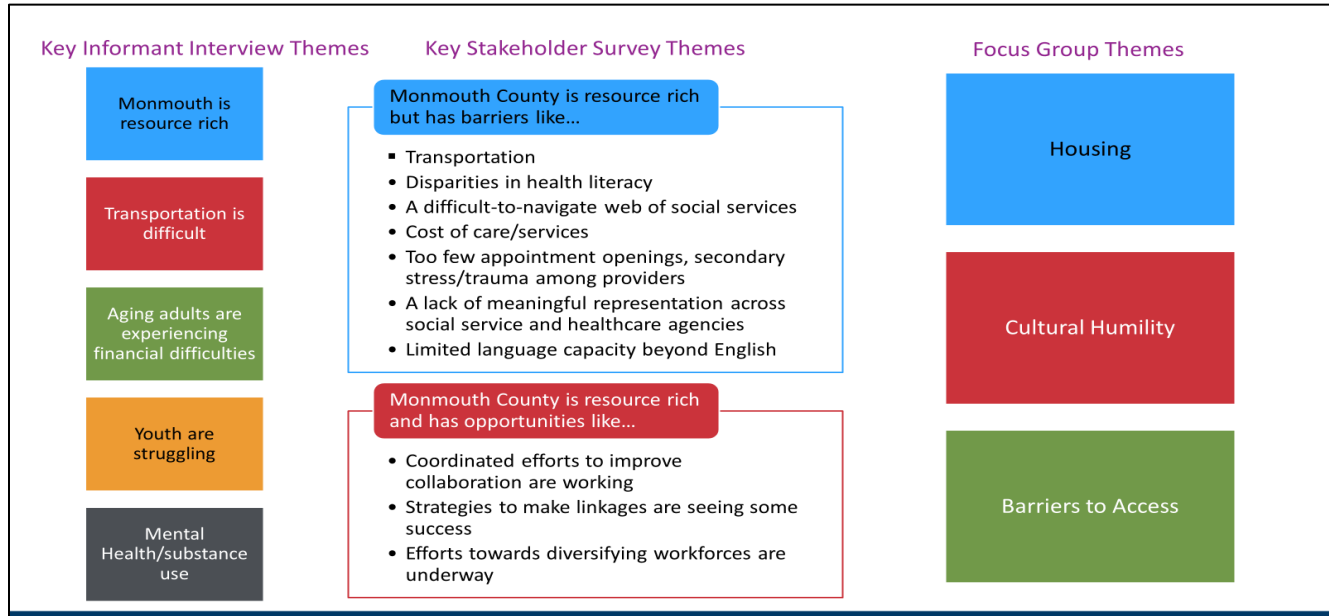
Does your organization reflect the race, gender and language of population you serve in its... "YES"





Cross Cutting Themes

Interviews, a Key Stakeholder Survey and Focus Groups were conducted gathering feedback and data from diverse individuals from Monmouth County. Analysis of the responses resulted in these cross-cutting themes.



Community Health Implementation Plan (CHIP)

The intent of the Monmouth County CHIP is to serve as a roadmap for an inclusive and collaborative response to our community’s stated needs and expectations. This CHIP is designed in alignment with the MAPP (Mobilizing Action for Planning and Participation) 2.0 towards Public Health Accreditation standards. Created as a living document, this plan should be updated and modified as internal and external factors change, including emerging needs, availability of resources, partnerships, and policies. The goals, objectives, and strategies included here build on and leverage prior success while simultaneously adjusting strategies and actions as obstacles are encountered.



Mobilizing Action through Planning and Partnerships MAPP

A community-driven strategic planning process to improve public health and achieve health equity



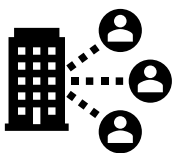
MAPP Foundational Principles :





Determining Community Priorities

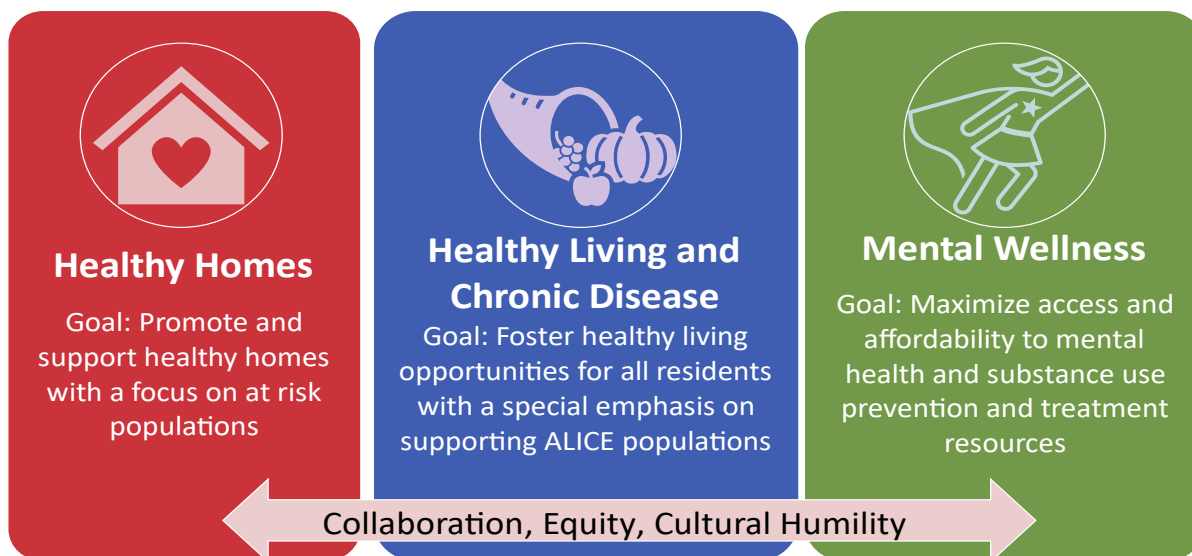
In 2023-2024, HICMC partners, Monmouth County Department of Health, worked alongside the 35th Street Consulting team to update statistical data, engage key stakeholders, and conduct Focus Groups and a Community Forum to better understand the health needs and challenges of the community. From this process, the following specific health needs were confirmed as priorities and will be the focus of the 2024-2028 CHIP. Using an equity lens, the themes identified above represent the following priority areas for collective action for the Monmouth County Health Department and the HICMC partners, as detailed in the 2024 Community Needs Assessment.



Equity Approach:

- Achieve equitable outcomes for all residents by challenging structural and institutional inequities
- Leverage collaboration to counteract social drivers of health
- Change processes and policies to reimagine equitable distribution of services

2024 HICMC CHIP Priorities



In developing its CHIP, Monmouth County Department of Health and its partners look to enhance connections between community partners, families, and individuals as a key strategy undergirding all the priority areas. By leveraging public health’s cross-cutting and multidisciplinary roles across all of Monmouth County, Monmouth County Public Health Department is committed to seeking opportunities to serve as a convener and connector of resources and people to target underlying disparities in social determinants of health that contribute to priority area issues. This strategy is consistent with an upstream health promotion approach to build healthier communities for all people now and in the future.

Dissemination to the Public

Monmouth County Health Department reviewed and approved the CHIP report and the priority areas on [date]. Following approval, the report was made available to the public via the Monmouth County Health Department website at <https://www.visitmonmouth.com/Page.aspx?Id=1932>. For more information, feedback, or comments, please email [email address].



Prioritized Health Needs: Healthy Homes

Priority Area	Goal	Objectives	Community Needs	Disparities & Root Causes	Essential Public Health Services
Healthy Homes	Promote and support healthy homes, with a focus on at-risk populations	1. Increase referral resources for environmental complaints related to public health issues in homes and ensure timely response each year.	<p>➔ More than half (52.3%) of renters are “cost-burdened,” leading to widening disparities in who is able to experience the stability of homeownership and create generational wealth for their families.</p> <p>➔ “There is immense need here as well consolidated into pockets of poverty. Housing security is a major concern in our area.”</p>	<p>➔ This means that first-time home ownership is especially out-of-reach for many Monmouth County residents, leaving them as perpetual renters, and much more vulnerable to being priced out at annual lease renewals due to changes in the market, as well as to unresponsive landlords.</p>	<p>#1 Assess and monitor population health status, factors that influence health, and community needs and assets.</p> <p>#2 Investigate, diagnose, and address health problems and hazards affecting the population</p> <p>#3 Communicate effectively to inform and educate people about health, factors that influence it, and how to improve it</p> <p>#4 Strengthen, support, and mobilize communities and partnerships to improve health</p> <p>#5 Create, champion, and implement policies, plans and laws that impact health</p> <p>#6 Utilize legal and regulatory actions designed to improve and protect the public’s health</p> <p>#7 Assure an effective system that enables equitable access to the individual services and care needed to be healthy</p> <p>#8 Build and support a diverse and skilled public health workforce</p>
		2. Expand access to Healthy Homes materials and resources for residents through regularly training partners who make home visits and conduct community outreach.	<p>➔ 57.7% of Monmouth County homes were built before 1980, increasing risks for lead, mold, repairs.</p>	<p>➔ Nearly 1 in 3 homeowners and half of all renters across Monmouth County have documented housing problems that meet the HUD standards of distressed housing .</p>	
		3. Expand the utilization of available resources to improve healthy, safe and affordable housing by including diverse partners in housing and health related collaboratives each year.	<p>➔ “The lack of housing is staggering and a crisis at the moment, without stable housing we will continue to see a decline in other human services.”</p>	<p>➔ “The county needs to provide more affordable housing to keep the community safe and healthy.”</p> <p>➔ “More programs or grants should be made available for developers willing to create and/or renovate affordable housing.”</p>	





Monmouth Priority Area: Healthy Homes			
Goal:	Promote and support healthy homes with a focus on at risk populations		
Objectives:	Strategies	Initiatives/ Actions	Collaborative Partners
Success is:	<i>We will work towards equity by:</i>	<i>These activities demonstrate how stakeholders are engaged:</i>	<i>These are the partners involved:</i>
1. Increase referral resources for environmental complaints related to public health issues in homes and ensure timely response each year.	<ul style="list-style-type: none"> ▶ Ensuring timely response to environmental complaints related to public health concerns in homes . 	<ul style="list-style-type: none"> ▶ Ensuring timely response to environmental complaints related to public health issues in homes 	Monmouth County HICMC Partners Warm Line Monmouth County ACTS Housing Hub partners
	<ul style="list-style-type: none"> ▶ Encouraging engagement in the Monmouth ACTS Housing Hub to ensure up -to-date information about affordable housing, home repair, utility assistance, and related resources is available. 	<ul style="list-style-type: none"> ▶ Linking residents to resources for affordable housing and home repair programs/options 	
2. Expand access to Healthy Homes materials and resources for residents through regularly training partners who make home visits and conduct community outreach.	<ul style="list-style-type: none"> ▶ Increasing availably of “Healthy Homes” materials and concepts to other programs/staff/partners who make home visits. 	<ul style="list-style-type: none"> ▶ Including “Healthy Homes” materials in all public health home visits 	Monmouth County HICMC Partners Monmouth County ACTS diverse partners
		<ul style="list-style-type: none"> ▶ Utilizing health educators to educate diverse program partners about “Healthy Homes” materials and make them available 	





Prioritized Health Needs: Healthy Living (Chronic Disease)

Priority Area	Goal	Objectives	Community Needs	Disparities & Root Causes	Essential Public Health Services
Healthy Living (Chronic Disease)	Foster healthy living opportunities for all residents, with a special emphasis on supporting ALICE populations.	1. Expand the frequency and types of locations for preventative screening opportunities for chronic disease by 10% each year.	➔ There are opportunities to apply the screening and treatment strategies that have been effective across many population groups to <i>all</i> people across Monmouth County towards an overall more equitable life expectancy.	➔ There is a 14-year difference in life expectancy by race in Monmouth County (74.3 years for Black/African Americans and 88.0 years for Asians in Monmouth County)	<p>#1 Assess and monitor population health status, factors that influence health, and community needs and assets.</p> <p>#2 Investigate, diagnose, and address health problems and hazards affecting the population</p> <p>#3 Communicate effectively to inform and educate people about health, factors that influence it, and how to improve it</p> <p>#4 Strengthen, support, and mobilize communities and partnerships to improve health</p> <p>#5 Create, champion, and implement policies, plans and laws that impact health</p> <p>#6 Utilize legal and regulatory actions designed to improve and protect the public’s health</p> <p>#7 Assure an effective system that enables equitable access to the individual services and care needed to be healthy</p> <p>#8 Build and support a diverse and skilled public health workforce</p>
		2. Improve response to the specific needs of diverse communities regarding healthy living activities by increasing the use of tools such as informational meetings, informal focus groups, surveys, and community meetings.	➔ “I wish organizations would do more staff education that’s just not a ten -minute shot bullet on a little screen of a little video. I wish that also would come out of their buildings and get in the trenches and get on the ground and see how people actually live and see what their issues actually are Ask them what they really need.”	➔ “Give me a presentation so I can then go to community leaders and other organizations say, ‘hey, this is important. This is why it’s important and we love to get you to participate.’ So, instead of hearing it from somebody from the health center or health department, they hear it from me and other community leaders.”	
		3. Leverage community partnerships to explore creative ways to increase the availability of fresh produce each season.	➔ Anecdotally, public service providers believe that exorbitant housing costs have led community members to “pantry shop” in order to make room in the budget to keep a roof over their family’s head.	➔ There are several communities across Monmouth County that have 50% or more of their populations with both limited food access and low income.	
		4. Improve connections to care after screening events through leveraging partnerships and strengthening referral networks on an ongoing basis.	➔ Increased tracking using the same or aligned platforms for screening, referrals, connection to care and services among more partners to increase access, improve outcomes and reduce duplication.	➔ “Planned meetings ongoing to share programming/resources/updates, which will mitigate the duplication of efforts and hopefully keep vulnerable people from falling through the cracks.”	





Monmouth Priority Area: Healthy Living (Chronic Disease)			
Goal:	Foster healthy living opportunities for all residents, with a special emphasis on supporting ALICE populations.		
Objectives:	Strategies	Initiatives/Actions	Collaborative Partners
Success is:	<i>We will work towards equity by:</i>	<i>These activities demonstrate how stakeholders are engaged:</i>	<i>These are the partners involved:</i>
1. Expand the frequency and types of locations for preventative screening opportunities for chronic disease by 10% each year.	<ul style="list-style-type: none"> ▶ Expanding locations, frequency, and messaging for chronic disease screening opportunities, such as in the community, or at businesses where ALICE population works . 	<ul style="list-style-type: none"> ▶ Encouraging health promotion education and services at community events 	Monmouth County HICMC Partners Healthcare partners
2. Improve response to the specific needs of diverse communities regarding healthy living activities by increasing the use of tools such as informational meetings, informal focus groups, surveys, and community meetings.	<ul style="list-style-type: none"> ▶ Leveraging diverse partners and staff to improve messaging, strategies regarding healthy eating, healthy living, and chronic disease to be better aligned with food restrictions, dietary preferences, cultural activities, etc. for diverse audiences . 	<ul style="list-style-type: none"> ▶ Identifying diverse community champions who can help reframe, tailor, and deliver clear messages about healthy living, diet, chronic disease, etc . 	Monmouth County HICMC Partners Healthcare partners Human Services
3. Leverage community partnerships to explore creative ways to increase the availability of fresh produce each season.	<ul style="list-style-type: none"> ▶ Exploring partners and ways to include “Food as Medicine” as a strategy to increase healthy food availability . 	<ul style="list-style-type: none"> ▶ Exploring opportunities to increase access to existing farmer's markets (days, times, transportation), as well as new locations in areas underserved by grocery stores 	Monmouth County HICMC Partners VNA Healthcare partners Human Services WIC
4. Improve connections to care after screening events through leveraging partnerships and strengthening referral networks on an ongoing basis.	<ul style="list-style-type: none"> ▶ Improving the referral process and increasing successful referrals to Monmouth ACTS . 	<ul style="list-style-type: none"> ▶ Leveraging local trusted people, places, and methods to expand prevention outreach and services for diverse populations. 	Monmouth County HICMC Partners Healthcare partners Monmouth County ACTS
	<ul style="list-style-type: none"> ▶ Advocating for the development of a Health/Healthcare Hub. 	<ul style="list-style-type: none"> ▶ Identifying, promoting, and utilizing Monmouth ACTS Hubs and other existing tools to make referrals, build partnerships 	





Prioritized Health Needs: Mental Wellness

Priority Area	Goal	Objectives	Community Needs	Disparities & Root Causes	Essential Public Health Services
Mental Wellness: Build Community Resilience: Behavioral Health, Substance Use and Adverse Childhood Experiences (ACES)	Maximize access to and affordability of mental health and substance use prevention and treatment resources	1. Maximize utilization of Opioid Settlement dollars through ongoing coordination with municipalities and County Drug Alliances.	<ul style="list-style-type: none"> ➔ “A lot of groups/agencies did not know what else was there. They knew what they did, and they knew there were other people competing for certain contracts, but they didn't know what other information was available.” ➔ “I think that if other organizations are willing to reach out in communities, to find people like me and other organizations like ours, then it would benefit them because then there's more of a direct line to services.” 	<ul style="list-style-type: none"> ➔ “We have clinicians that we can send into the schools, but the schools still send kids to the ER; we're not doing a good job of utilizing the services that we have to avoid traumatizing children even more.” ➔ Anecdotally, LGBTQIA+ youth are struggling both in school environments and with rejection at home. ➔ Around 13% of adults over 65 live alone in Monmouth County 	<p>#1 Assess and monitor population health status, factors that influence health, and community needs and assets.</p> <p>#2 Investigate, diagnose, and address health problems and hazards affecting the population</p> <p>#3 Communicate effectively to inform and educate people about health, factors that influence it, and how to improve it</p> <p>#4 Strengthen, support, and mobilize communities and partnerships to improve health</p> <p>#5 Create, champion, and implement policies, plans and laws that impact health</p> <p>#7 Assure an effective system that enables equitable access to the individual services and care needed to be healthy</p> <p>#8 Build and support a diverse and skilled public health workforce</p>
		2. Increase coordination of health care partners through expanding existing public health collaborative or integrating as part of Monmouth ACTS by 2026.	<ul style="list-style-type: none"> ➔ “Better organization and effort by region within Monmouth County to service people in need - break down the silo mentality” ➔ “A clear action plan, clear outcomes, timelines, you name it, to really hold us accountable and make sure we are actually moving towards like the common good.” 	<ul style="list-style-type: none"> ➔ “If public health, across the board, worked to increase social opportunities for community members (clubs, events, activities where people can connect with one another), I think that would help with regards to ‘Social Community Context.’ I feel that in suburban/rural areas, it's a struggle to connect with the wider community.” 	
		3. Share and create diverse materials to improve messaging about mental health/substance use regarding “mental health is health care” each year.	<ul style="list-style-type: none"> ➔ “In 2021, roughly 1 in 5 Monmouth County adults have been diagnosed with depression, slightly more than in New Jersey or the US.” ➔ “Religious community is hungry for training on how to incorporate training on mental health in their community.” 	<ul style="list-style-type: none"> ➔ “Monmouth County is extremely segregated. They don't even realize how segregated they are. Health disparities are real and the people in my community – I was speaking of Black and brown – people don't always have the advantages, the knowledge, the awareness or the interconnection. The segregation of resources, economic resources, those are some of the major issues.” 	





Monmouth Priority Area: Mental Wellness			
Goal:	Maximize access and affordability to mental health and substance use prevention and treatment resources		
Objectives:	Strategies	Initiatives/ Actions	Collaborative Partners
Success is:	<i>We will work towards equity by:</i>	<i>These activities demonstrate how stakeholders are engaged:</i>	<i>These are the partners involved:</i>
2. Increase coordination of health care partners through expanding existing public health collaborative or integrating as part of Monmouth ACTS by 2026.	▶ Providing support (materials, letters of support, sharing messages, etc.) towards the inclusion and establishment of a Health/Health Care Hub.	▶ Supporting programs to increase awareness of signs and symptoms of behavioral health (e.g., Mental Health First Aid)	Monmouth County HICMC Partners Free Clinic FQHCs Acute Care Hospitals
3. Share and create diverse materials to improve messaging about mental health/substance use regarding “mental health is health care” each year.	▶ Promoting systems-level approaches to improve connections and referrals, and reduce barriers to accessing existing resources.	▶ Leveraging partnerships to share coordinated, affirming messages about mental health and substance use	HICMC Partners Free Clinic FQHCs Acute Care Hospitals Health/Health Care Hub



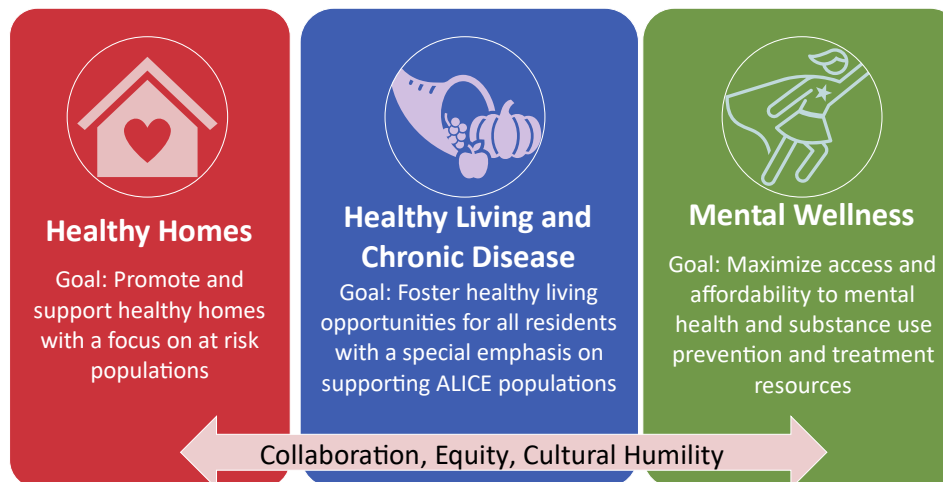


Alignment with New Jersey State Health Improvement Plan

New Jersey State Health Improvement Plan Priorities

- Health Equity
- Mental Health and Substance Use
- Nutrition, Physical Activity and Chronic Disease
- Birth Outcomes
- Immunizations
- Alignment of State and Local Health Improvement Planning

2024 HICMC CHIP Priorities



Our research partner



A New Jersey Certified WBE and SBE

www.35thStreetConsulting.com

A New Jersey certified Small Business Enterprise (SBE) and Woman Owned Business Enterprise (WBE), **35th Street Consulting** specializes in transforming data into action that advances health and social equity through practical strategies. Our multidisciplinary team partners with healthcare, government, nonprofits and others to engage the people they serve to use data to direct funding and action towards policies and programs that achieve realistic, measurable improvements in creating healthy communities for all.

