

CHIP 2020-2022 PURPOSE

The results of the 2019 CHNA, compounded by the stark realities of COVID-19, have urged Bronson to focus efforts upstream to acknowledge the root causes of behaviors, death, and disease. As a result, there was shared desire and urgency to build community trust in our 2020-2022 CHIP.

As Southwest and Southcentral Michigan's only children's hospital, we recognize the responsibility and opportunity to build this trust from the start.

This CHIP serves as a first step for a systematic approach to use community voice, data, and engagement to understand and address the needs of our mothers, babies, and families.



"For Bronson to live up to our mission, we must first acknowledge that racism is not just a problem for African Americans. Racism is everyone's problem because it erodes the very fabric of our society."

-Bill Manns, CEO Bronson Healthcare Group

Fact: Social, economic, and structural inequities negatively impact health outcomes of families in our communities



PROBLEM: There are racial/ethnic disparities in maternal and infant health outcomes driven, in part, by inequities in health care access (defined by the lack of trust) in health care systems. Bronson commits to engage and build trust with family supports to eliminate racial/ethnic disparities among mothers and babies across our region (Van Buren, Kalamazoo, Calhoun).

Long-Term Community Outcome:

Improve Maternal and Infant Health Outcomes

Bronson’s Priority: Eliminate racial/ethnic disparities in a family’s perinatal experience and clinical outcomes across income levels, measured by: Patient satisfaction and clinical (TBD) scores

1. Establish community engagement & social demographic data infrastructure
2. Improve patients’ connection to community resources (e.g. food supports, perinatal mental health screening)
3. Improve Social Determinants of Health (SDoH) screening collection and referral process for babies and expecting families
4. Expand intercultural development and quality improvement
5. Develop and deliver culturally appropriate birth education and nutrition resources
6. Expand evidence based models (e.g., centering pregnancy, community healthcare workers, strong father programs, and breast feeding initiatives)

Bronson’s Priority: Eliminate racial/ethnic disparities in our workforce at every level to support strong families, measured by: Employee satisfaction and diversity data

1. Establish community engagement & social demographic data infrastructure
2. Expand intercultural development and quality improvement
3. Create career pathways to build opportunities for strong families
4. Create internal lattices/opportunities to build wealth for strong families
5. Policies/Governance/Leadership to support the health and well-being of families at work

*BHG Board Community Health Committee Approved July 2020. Scope of initiatives may shift pending available resources in 2021.

