THEProject 2016 – Competition Scenario

Project Title:
Chronic Disease Prevention and Health Promotion for Michigan Children

Design and create an implementation plan to promote health and prevent and control major chronic diseases such as asthma, diabetes and obesity and their risk factors for children in Michigan. Your plan should provide a way to provide high quality medical care to children whom otherwise could not access it and should result in the reduction of school absenteeism, increased physical activity and keeping kids out of the Emergency Room (ER) and address the other requirements below.

Project Sponsor:
Spectrum Health

Project Scenario:
Asthma, Obesity and Type 2 Diabetes among the youth has been on the rise for several years. The economic costs when chronic diseases develop in young people are significant in terms of future wages lost from disability and premature death, and direct healthcare costs. Changing this trend would be one of the foundations for Michigan’s economic transformation as well as overall quality of life. Put a plan together to improve and maintain the health and wellness of
individuals as it relates to chronic disease for youth age 5 – 18. The focus should be on identifying, proactively managing and instituting incentives for the management of healthy lifestyle in the maintenance of these chronic diseases. We will need to identify a county in Michigan. We have been given no budget limitation. Each team will need to investigate census data and forecast the population data for the county and based on the research put a plan together to address each focus area. Prevention now will change the individual’s and the communities’ long-term cost of health care.

Main Requirements -

- Choose a county in Michigan.
- Define what you will deliver to your customers.
- Identify how you will deliver your solution/product to your customer.
- Measurement should include projections:
  - Funding mechanism to maintain the program
    - Private Business (insurance/medical systems)
    - Local-state-federal
    - Non-Profits (food banks)
    - Local Businesses (farm to table)
• Creative national retailers (Athletics, retailers, fitness, gaming, social)
• Metrics for a reduction in school absenteeism; (could be forecast)
• Metrics for ER visits of young patients; (could be forecast)
• Projection of how the reduction of ER and hospitalization can save the local healthcare system money over the next 10 years.
• Provide solution, with cost (per person), that describes incentives for our youth to be healthy and develop healthy habits when habits are forming