



*As you review the accomplishments outlined in this narrative report, we invite you to explore the accompanying presentation, **by clicking the image above**. The slideshow provides a deeper visual story of the work completed, highlighting the partners, programs, and community moments that brought the 2023–2025 CHIP to life and lay the foundation for the 2026–2028 CHIP.*

Overview of 2023 CHIP Priority Areas

The 2023 CHIP established priority areas based on local Community Health Assessment (CHA) data, partner input, and the Hanlon prioritization method. The four priority areas were:

1. **Education & Literacy**
2. **Health Behaviors**
3. **Housing & Homelessness**
4. **Behavioral Health**

Each area included goals, objectives, lead agencies, and indicators to evaluate progress.



Notable Success Stories

- MCLS achieved a 200% increase in engagement in Year 1
- Y on the Fly became a model mobile youth program
- 16-unit housing project applied for \$1 million in foundational funding
- Youth anti-vaping video shown in movie theaters
- CHW program doubled capacity

Summary Table of Objectives & Final Status 2023-2025

KEY ✓ Objective Achieved/ On Going
 ▲ Partially Achieved/ On Going
 ✗ Not Achieved

CHIP Priority	Objective	Final Status
Education & Literacy	Increase kindergarten readiness & 3rd grade reading by 5% by 2025	▲ Progress made, upward trends reported
	Improve adult literacy by 5% through re-established tutoring	✓ Strong progress, expanded programs
	Increase MCLS engagement with underserved by 10%	✓ Exceeded (200% increase in Year 1)
Health Behaviors	Provide nutrition education to 10% of residents	✓ Expanded programs, new staff
	Increase participation in active living programs by 20%	▲ Significant expansion; still growing
	Provide tobacco education to 40% of youth	▲ Education expanded annually
	Increase CHW enrollment by 25%	✓ Achieved (nearly doubled caseload)
	Increase demand for nutritious foods (SNAP/WIC)	▲ Mixed due to federal changes
	Improve food pantry access by 15%	✓ FreshTrak successful
	Expand produce prescription utilization by 10%	▲ Grant ended; alternative supports added
	Document unused foods for repurposing	✓ Program expanded successfully
	Add 16 affordable rental units	▲ Funding secured; project ongoing
	Increase Section 8 voucher usage by 2%	✓ 3% increase before federal cuts
Housing & Homelessness	Create process for housing funding connections	✓ Completed in 2023
	Implement independent living evaluation tool	▲ Tool identified; being promoted
	Assess service gaps	✓ Completed
	Increase off-site supportive services by 10%	▲ Expanded, ongoing
	Reduce stigma of homelessness	▲ Strong progress, ongoing
	Conduct annual Point in Time Count	✓ Completed each year
	Increase mental health media outreach by 5%	▲ Process developed, campaigns in progress
	Increase advocacy for support groups	✓ Multiple new groups established
Behavioral Health	Increase mobile/satellite behavioral health services	▲ Expanded stops; work continues
	Increase appointment follow-through by 20%	▲ 7% improvement documented
	Document workforce shortages	✓ Data collection finalized

PRIORITY AREA 1: EDUCATION & LITERACY



Objective 1: Increase kindergarten readiness & 3rd grade reading by 5% by 2025

Lead Agency: Muskingum County Library System & Literacy Council

Year 1 Accomplishments

- Kindergarten Readiness Guide developed with schools
- Reading level metrics achieved (Flesch 88%; 3rd grade level)
- Outreach completed at schools, preschools, clinics
- Brain Fuse tutoring app promoted countywide

Year 2 Accomplishments

- Literacy in Action initiative expanded
- Teacher/afterschool evaluation system added with positive feedback
- \$10,000 raised through community partnership
- Community Scavenger Hunt launched with 30+ families

Year 3 Accomplishments

- Enterprise Muskingum convened strategic planning session
- Charter development underway for 2026 CHIP Education Priority
- Tobacco prevention education added for children in partnership with Rambo Memorial



Success Callout

Zanesville City Schools reported improvements in both kindergarten readiness and 3rd grade reading — a first since pre-pandemic assessments.



Objective 2: Improve adult literacy by 5% by re-establishing adult tutoring programs

Year 1–3 Accomplishments

- Mid-East CTC CARES program re-established and expanded offerings
- Enrollment and graduation rates significantly increased
- Evening hours and additional class times to begin in 2025



Success Callout

Adult tutoring program fully re-established and growing, including services for English language learners.



Objective 3: Increase MCLS community engagement with underserved populations by 10%

Year 1–3 Accomplishments

- 200% increase in engagement in 2023 alone
- Adult Literacy Specialist hired
- New programs: Adulting 101, New(s) Reader Circle, Northstar Digital Literacy
- Hotspot lending program expanded digital equity
- 200+ adults assessed for literacy needs
- Outreach in health improvement zones
- Renovations underway at John McIntire branch
- Mini library established in Colony Square Mall
- Reading Festival expanded and rebranded



Success Callout

MCLS exceeded its goal by more than 20x, reaching the county's highest-ever engagement levels among underserved groups.

PRIORITY AREA 2: HEALTH BEHAVIORS



Objective 1: Provide nutrition education to 10% of residents

Year 1–3 Accomplishments

- Education delivered at Head Start, civic groups, senior centers, and more
- Programs doubled in reach by Year 2
- Creating Healthy Communities grant awarded
- OSU Extension staffing transition handled smoothly



Success Callout

“Make It in a Mug,” a local nutrition program, expanded into multiple counties.



Objective 2: Increase participation in active living programs by 20%

Year 1–3 Accomplishments

- Y on the Fly launched, serving 160+ youth in first 3 months
- Outreach expanded to more neighborhoods
- Tobacco prevention built into physical activity engagement
- Funding secured for staffing and equipment



Success Callout

Y on the Fly became one of the county’s most demanded mobile youth programs.



Objective 3: Provide education on harms of tobacco/vaping to 40% of youth

Year 1–3 Accomplishments

- Education delivered across multiple school systems
- Juvenile court partnership formed for intervention program
- Truth ads, photo voice projects, and clean-up events initiated



Success Callout

Youth-created anti-vaping video aired at Cinemark Theatres: “Don’t Be a Cloud Chaser, Be a Dream Chaser.”



Objective 4: Increase Community Health Worker (CHW) engagement by 25%

Final Status: Achieved

- Caseload doubled from 55 to ~100 clients
 - New CHW added
 - Funding secured from United Way of MPM
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Objective 5: Increase consumer demand for nutritious food (SNAP/WIC)

Progress

- Benefits fluctuated due to federal policy changes
 - WIC fruit/vegetable redemption increased, meeting CHIP intent
 - SNAP benefits were limited in November 2025 due to federal shutdown
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Objective 6: Improve food pantry access by 15%

Final Status: Achieved

- FreshTrak introduced
 - Households served increased
 - New pantry (Grace Pantry) launched
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Objective 7: Expand produce prescription utilization

Progress

- Grant ended; MVHC shifted to gift cards
- Food pharmacy model developed with United Way & Genesis



Objective 8: Document unused foods for repurposing

Final Status: Achieved

- Foodworks expanded operations
 - Flash freezer acquired (first in county)
 - 10-year anniversary celebrated
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PRIORITY AREA 3: HOUSING & HOMELESSNESS



Objective 1: Add 16 affordable housing units by 2025

Progress

- MHRS applied for funding (\$1M)
 - Architectural planning completed
 - Project continues despite leadership changes
 - Change in scope of project into developing a community center rather than the 16-affordable housing units.
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Objective 2: Increase Section 8 voucher utilization by 2%

Final Status: Achieved (3% increase)

- Landlord education expanded
 - Ready-to-Rent programs launched for youth
 - Section 8 vouchers impacted by federal budget reductions; however, ZMHA adjusted for the current financial climate and kept offering vouchers with their spring sign up.
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Objective 3: Create process to identify housing funding

Final Status: Completed in 2023



Objective 4: Independent Living Evaluation Tool

Progress

- Tool identified (AllWell model)
 - Promotion and adoption ongoing
 - AllWell services are mobilized; example, Salvation Army, Respite Center (until it closed), and other agencies serving the vulnerable population.
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Objective 5: Assess service gaps

Final Status: Completed

- Housing, transportation, and case management identified as major needs
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Objective 6: Increase off-site supportive services by 10%

Progress

- Mobile services expanded via Salvation Army, VA, MVHC, Project Ready
 - Resource guide collaboration in development
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Objective 7: Reduce stigma of homelessness

Progress

- Weekly outreach increased engagement
 - Vulnerable individuals attended advisory meetings
 - Advocated for their needs which helped community partners tailor their services based on population need
 - Literacy for a Change program launched for youth
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Objective 8: Conduct annual Point in Time Count

Final Status: Completed annually

PRIORITY AREA 4: BEHAVIORAL HEALTH

▲ Objective 1: Increase mental health media presence by 5%

Progress

- Collective Impact formed leadership
 - Social media collaboration process created
 - Campaign materials created by partners in Collective Impact
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✓ Objective 2: Increase advocacy for support groups

Final Status: Achieved

- Multiple new groups launched (Women Empower Hour, WAR, Parent Café, Family Support, etc.)
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▲ Objective 3: Increase mobile/satellite mental health services

Progress

- Expanded outreach sites
 - Salvation Army, TruLight, Respite Center, Muskingum County Library System, and health department
 - Mobile services integrated with housing support
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▲ Objective 4: Increase appointment follow-through by 20%

Progress

- 7% increase achieved
 - Reminders and peer support improved outcomes
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Objective 5: Document behavioral health workforce shortages

Final Status: Completed

- New statewide data collection system identified
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Recommendations for 2026 CHIP Cycle

1. Formalize multi-agency data-sharing schedules
2. Strengthen sustainability for food systems strategies
3. Expand early childhood literacy to support Enterprise Muskingum
4. Continue to invest in mobile services for BH and primary care
5. Increase focus on workforce pipeline development
6. Integrate evaluation tools across housing providers
7. Build stronger youth engagement across all priority areas