Madison County
Public Health
Prevent. Promote. Protect.

A PESTEL analysis is a framework or tool used to present the macro-environmental factors that may have a profound impact on a community's health. The factors include:

- **P**olitical
- **E**conomic
- **S**ocial
- **T**echnological/Scientific
- **E**nvironmental
- **L**egal/Ethical

The factors below were articulated by a group of health and human services industry leaders in Madison County on March 1, 2019 in a brainstorming compression planning session at Madison Health.

P	E	S	T	E	L
Factors					
• Social media platforms keep changing. • Different modes of communication are used by different age groups • There's an increasing demand for resources as the population grows	• Workforce—high turnover and gaps in skill sets that employers demand versus the skills that people have • Less local ownership of companies equates to less community engagement and/or investment	• Aging Population and an increasing need for services. • The waiting list for senior care is growing. • Quality of care for the elderly • The social aspect of recreational drug use; normalized use of risky substances • The continual change in drug of choice • Parents are increasingly involved in opioid abuse and the severity of abuse is increasing	• Internet access and cell service improvements; text messaging health reminders and health information • Teledoc/ telehealth trends	• The community and the nation are at the crossroads of prevention/health promotion and individual health choices • Sedentary lifestyles are on the rise	• Access to Medicaid is in place but people still don't know how to access insurance coverage. • The community and the nation are at the crossroads of prevention/health promotion and individual health choices • Integration of physical and mental health care, especially in regard to addiction. • Mental disorders and addiction issues are affecting youth at younger ages.
Impacts					
• The community's health is affected by how it gets health information. As media platforms change and age group media preferences persist, health and human services professionals have to allocate human and other capital to stay abreast. • The increasing demand for resources in the County, due to population growth pockets, will impact service delivery and require public health to understand health disparities by geography, and health services gaps and barriers.	• The community needs to explore and respond to the barriers to employment such as lack of transportation, need for quality child care, and living wage issues prevalent in some industries that put a strain on social services and households.	• Cost of long-term care and few people carry long term health care insurance puts more pressure on the system • Government regulations that restrict facilities from taking Medicaid patients is a federal policy issue • Lack of sufficient workforce to provide care to older adults • Legalization of marijuana and the health care and workforce implications; could lead to increased crimes of violence • Does create the need & opportunities for regional resources to join forces • Schools are currently overwhelmed by student needs • Public perception is impacted by normalization of marijuana use • Grandparents raising grandchildren	• The impact of these technological changes can benefit rural health service delivery. However, Computer literacy is important because so many services are offered via computers. • Factors that may affect the adoption of telehealth include concerns over equipment or technology, concerns over service change, ease-of-use, and knowledge of the benefits of telehealth, access to care, cost, and privacy.	• Education does not appear to be sufficient to cause people to make behavioral health changes. Therefore, gaps and barriers need to be identified, especially where there are neighborhoods and populations experiencing health disparities. • Transportation problems have health impacts as they result in no shows • What evidence based programming may help, especially with populations experiencing health disparities? • Are brief interventions and motivational interviewing widely carried out in Madison County?	• A lack of health insurance creates barriers for people to access the resources that Madison County does have • The ACS extends the impact of the Mental Health Parity and Addiction Equity Act (MHPAEA) so that many health plans must offer coverage for mental health or substance use disorders with at least an equal level of benefits as the plans offer for the treatment of physical health problems.