



Office of Healthy Carolinians / Health Education

Community Health Action Plan 2009

Designed to address Community Health Assessment priorities and to meet Healthy Carolinians Re/Certification requirements

County: Haywood **Partnership:** Healthy Haywood **Period Covered:** 2003-2012

LOCAL PRIORITY ISSUE

- Priority issue: **Mental Health**
- Was this issue identified as a priority in your county's most recent CHA? Yes No

LOCAL COMMUNITY OBJECTIVE - Please check one: New Ongoing (was addressed in previous Action Plan)

- By (year): 2012
- Objective (measurable, achievable change in health status of population) Reduce the suicide death rate in Haywood County from 21.0 to 14.28 per 100,000 (32%)
- Original Baseline 21.0 suicides per 100,000 per population
- Date and source of original baseline data: 2003 data from county data book, state center of health statistics
- Updated information (For continuing objective only): County rate = 18.1 per 100,000/State rate = 11.6
- Date and source of updated information: Based on Community Health Assessment report 2008
* Info. taken from years 2002-2006

POPULATION(S)

- Describe the local population(s) experiencing disparities related to this local community objective: Youth, Adolescents, Young Adults, Adults, Seniors, Latino Community, Economically Disadvantaged – Everyone in Haywood County
- Total number of persons in the local disparity population(s): 56,430 (taken from US census bureau)
- Number you plan to reach with the interventions in this Action Plan: 25% - approx. 14,108 (based on last action plan)

NC 2010 FOCUS AREA AND NC 2010 HEALTH OBJECTIVE ADDRESSED

- Check **one** NC 2010 focus area:
 - Access to Health Care Environmental Health Injury
 - Chronic Disease Health Promotion Mental Health
 - Community Health Infant Mortality Older Adult Health
 - Disability Infectious Diseases Oral Health

___ Other - Please Describe:

- **NC 2010 Health Objective:**
 - **Increase the proportion of adults, over the age of 65, with mental illness who receive treatment.**

Target: 14,566 adults over age 65 with mental illness will receive treatment.
Baseline, July 1998-June 1999: 12,666 adults with mental illnesses received treatment from Division of Mental Health/Developmental Disabilities /Substance Abuse Services.

INTERVENTIONS, SETTING, & TIMEFRAME	COMMUNITY PARTNERS' Roles and Responsibilities	EVALUATION MEASURES
<p>Marketing Activities related to this community objective:</p> <ul style="list-style-type: none"> • Website • E-mail • Flyers/brochures • Newspapers • Radio 	<p>Lead agency is <u>Haywood County Health Dept.</u> This agency will coordinate the way to disseminate information with action teams, write, co-write or edit press releases, update website, develop or co-develop flyers.</p> <p>Other agencies:</p> <ul style="list-style-type: none"> ▪ The Mountaineer will publish monthly mental health articles – rotating topics based on the expertise of those on the action team. ▪ The PEAK am 1400 will host a month radio talk with Healthy Carolinians Coordinator and sometimes member of an action team or community member ▪ Announce PSA's on local radio stations during mental health awareness months. <ul style="list-style-type: none"> • REACH: October - Domestic Violence Awareness Month • NAMI: October - Mental Illness awareness month • Smoky Mountain Mental Health: May - Mental Health awareness month 	<p>Progress to date in marketing these interventions:</p> <ul style="list-style-type: none"> • New website is currently in use and regularly updated as of Feb. 2, 2009 • All action teams are regularly updated through e-mail • Flyers/brochures are created for every event/project we are promoting and distributed throughout the community in a variety of ways • The three newspapers, Mountaineer, Asheville Citizen Times, and Smoky Mountain News are sent all press releases. This is also where mental health articles written by team members will be in the Mountaineer newspaper at least two times per year. • The two local AM stations, The PEAK am 1400 and WPTL AM 920 air recorded PSA's about the partnership and events we are trying to promote
<p>1. Intervention: Implement evidenced based screening tools (Healthy Ideas) for depression in various populations and make referrals</p> <p>Setting: Community</p> <p>Start Date – End Date (mm/yy): June 2009-June 2011</p> <p>Level of Intervention: <input checked="" type="checkbox"/> Individual-change Intervention (individual or participant based) <input type="checkbox"/> Community-change Intervention</p>	<p>Lead agency is Department of Social Services This agency will do:</p> <ul style="list-style-type: none"> ▪ Implement pilot program within current structure and facilitate and coordinate trainings. <p>Other agencies:</p> <ul style="list-style-type: none"> • Haywood Community Connections will work with local agencies to secure initial finding and be the liaison with the program developer ▪ Smoky Mountain Center will collaborate with lead agency to implement trainings. 	<p>Intervention: <input checked="" type="checkbox"/> New <input type="checkbox"/> Ongoing <input type="checkbox"/> Completed</p> <p>For New and Ongoing Interventions: Quantify what you will do (# classes, # participants, etc.)</p> <ul style="list-style-type: none"> • CAP (Community Alternative Program) and Special Assistance - Programs of Department of Social Services case managers will be trained to conduct assessments. • Majority of the clients from the above programs mentioned will be screened. <p>Quantify the expected health outcomes (changes in participant's behavior or health status, policies implemented, etc.)</p>

<p>(community or population based) <input type="checkbox"/> System-change Intervention (change in policy, law, structure, or entire organization)</p>	<ul style="list-style-type: none"> ▪ Healthy Haywood will help bring those involved with intervention together through mental health action team meetings and consider helping fund the training if Healthy Carolinians funding is available. 	<ul style="list-style-type: none"> • Healthy Ideas will be used 100% of the time by specified DSS case workers • Case workers can better identify those who are depressed and connect them with the resources they need to get help. • This screening tool will become part of the case workers questions during each visit; thus making this a policy change
<p>2. Intervention: Provide anxiety and depression awareness information for distribution to schools to be seen by youth.</p> <p>Setting: Community</p> <p>Start Date – End Date (mm/yy): June 2009 – June 2012</p> <p>Level of Intervention: <input checked="" type="checkbox"/> Individual-change Intervention (individual or participant based) <input type="checkbox"/> Community-change Intervention (communitiy or population based) <input type="checkbox"/> System-change Intervention (change in policy, law, structure, or entire organization)</p>	<p>Lead agency is <u>KARE</u> (Kids Advocacy Resource Effort) This agency will find and purchase posters</p> <p>Other agencies:</p> <ul style="list-style-type: none"> ▪ School nurses will hang positive posters with this message up in their school clinic. 	<p>Intervention: <input checked="" type="checkbox"/> New <input type="checkbox"/> Ongoing <input type="checkbox"/> Completed</p> <p>For New and Ongoing Interventions: Quantify what you will do (# classes, # participants, etc.)</p> <ul style="list-style-type: none"> • Posters will be hung in at least 10 Haywood County Schools <p>Quantify the expected health outcomes (changes in participant's behavior or health status, policies implemented, etc.)</p> <ul style="list-style-type: none"> • Youth will become more aware and educated about anxiety and depression, know how to seek help, and be able to identify the signs.
<p>3. Intervention: Promote a Mental Health awareness campaign throughout the community by publishing healthy articles</p> <p>Setting: Community</p> <p>Start Date – End Date (mm/yy): June 2009 – June 2011</p> <p>Level of Intervention: <input checked="" type="checkbox"/> Individual-change Intervention (individual or participant based) <input type="checkbox"/> Community-change Intervention (communitiy or population based) <input type="checkbox"/> System-change Intervention (change in policy, law, structure, or entire organization)</p>	<p>Lead agency is: HCHD This agency will do:</p> <ul style="list-style-type: none"> • Recruit members to write articles, coordinate the article edits with public information officer and director, send final article to the newspaper <p>Other agencies:</p> <ul style="list-style-type: none"> • Dr. Dunn a psychotherapist at the Center for Living Enrichment will write an article on sleep disorders • Barbara Brennon, a private psychologist? will write an article • CNC Access Sylva will write an article • REACH will write an article on domestic violence • NAMI will write an article on Mental Illness Awareness Month • The Mountaineer will print the articles 	<p>Intervention: <input checked="" type="checkbox"/> New <input type="checkbox"/> Ongoing <input type="checkbox"/> Completed</p> <p>For New and Ongoing Interventions: Quantify what you will do (# classes, # participants, etc.)</p> <ul style="list-style-type: none"> • Healthy articles will appear 4x's per year in the paper <p>Quantify the expected health outcomes (changes in participant's behavior or health status, policies implemented, etc.)</p> <ul style="list-style-type: none"> • Community will read the articles and be more aware and educated about various mental health topics • Negative mental health stigma could be reduced • Community will be more aware of mental health resources in the community
<p>4. Intervention: Provide resources to enable outreach for the faith based community regarding mental health issues.</p>	<p>Lead agency is Haywood County Health Department. This agency along with Mental Health team will develop a mailing list of all faith</p>	<p>Intervention: <input checked="" type="checkbox"/> New <input type="checkbox"/> Ongoing <input type="checkbox"/> Completed</p> <p>For New and Ongoing Interventions: Quantify what you will do (# classes, #</p>

<p>Setting: Community</p> <p>Start Date – End Date (mm/yy): June 2009 – June 2012</p> <p>Level of Intervention: <input checked="" type="checkbox"/> Individual-change Intervention (individual or participant based) <input checked="" type="checkbox"/> Community-change Intervention (community or population based) ___ System-change Intervention (change in policy, law, structure, or entire organization)</p>	<p>based groups within the community. A letter and phone call will be made to network with local churches to engage them in MH outreach</p> <p>Other agencies:</p> <ul style="list-style-type: none"> • Smoky Mountain Mental Health to coordinate the gathering of packet/resource list of all MH services in the community to distribute to churches ▪ Smoky Mountain Center will coordinate speaker and host a collaborative community forum to address MH issues for pastors at local churches ▪ REACH will also contact a speaker for the forum ▪ KARE will help find contacts with faith community 	<p>participants, etc.)</p> <ul style="list-style-type: none"> • Include at least 15 churches on the mailing list • Hold, at a minimum, two forums within a four year period with a goal of 10 people attending the forum <p>Quantify the expected health outcomes (changes in participant's behavior or health status, policies implemented, etc.)</p> <ul style="list-style-type: none"> • Distribute resource packet to at least 10 different agencies and churches ▪ Faith based communities will be able to serve their members regarding mental health issues
<p>5. Intervention: Provide a community discussion about providing resources (education and tools) for families of divorce through the legal system</p> <p>Setting: Community</p> <p>Start Date – End Date (mm/yy): June 2009 – June 2012</p> <p>Level of Intervention: ___ Individual-change Intervention (individual or participant based) <input checked="" type="checkbox"/> Community-change Intervention (community or population based) <input checked="" type="checkbox"/> System-change Intervention (change in policy, law, structure, or entire organization)</p>	<p>Lead agency is CNC Access Sylva This agency will coordinate the meeting/agenda/speakers.</p> <p>Other agencies:</p> <ul style="list-style-type: none"> ▪ Local lawyers to attend meeting and represent legal perspective ▪ Dr. Barrett to attend meeting to offer incite to what classes could be provided 	<p>Intervention: <input checked="" type="checkbox"/> New ___ Ongoing ___ Completed</p> <p><i>For New and Ongoing Interventions:</i> Quantify what you will do (# classes, # participants, etc.)</p> <ul style="list-style-type: none"> ▪ At least one meeting will be held to explore the possibility and begin discussion about incorporating this into the judicial system. <p>Quantify the expected health outcomes (changes in participant's behavior or health status, policies implemented, etc.)</p> <ul style="list-style-type: none"> ▪ At least 5 community members will attend meeting ▪ Parents and children of divorce will have support to help them cope better with their new family changes.
<p>6. Intervention: Set up booths for MH at various health fairs.</p> <p>Setting: Community</p> <p>Start Date – End Date (mm/yy): June 2009 – June 2012</p> <p>Level of Intervention: ___ Individual-change Intervention (individual or participant based) <input checked="" type="checkbox"/> Community-change Intervention (community or population based) ___ System-change Intervention (change in policy, law, structure, or entire organization)</p>	<p>The lead agency is Smoky Mountain Mental Health. They will do:</p> <ul style="list-style-type: none"> • Provide literature and list of resources for the event <p>Other Agencies</p> <ul style="list-style-type: none"> • Cooperative Extension will provide space for booth at County fair • HCC will provide space for booth at their health fair • Smoky Mountain Mental Health will provide space at the promotion of child mental health services during tax free weekend 	<p>Intervention: ___ New ___ Ongoing ___ Completed</p> <p><i>For New and Ongoing Interventions:</i> Quantify what you will do (# classes, # participants, etc.)</p> <ul style="list-style-type: none"> • At least three health fairs annually <p>Quantify the expected health outcomes (changes in participant's behavior or health status, policies implemented, etc.)</p> <ul style="list-style-type: none"> • At least 15 people at each health fair will collect information or have discussion about information with staff member at the booth ▪ Goal is to bring awareness to the community about each Mental Health topic

organization)		
<p>7. Intervention: Coordinate presentations by a known community member who has experienced a mental health crisis</p> <p>Setting: Community</p> <p>Start Date – End Date (mm/yy): June 2009 – June 2012</p> <p>Level of Intervention: <input checked="" type="checkbox"/> Individual-change Intervention (individual or participant based) <input type="checkbox"/> Community-change Intervention (community or population based) <input type="checkbox"/> System-change Intervention (change in policy, law, structure, or entire organization)</p>	<p>The lead agency is Smoky Mental Health Center. They will do:</p> <ul style="list-style-type: none"> Recruit speaker <p>Other Agencies</p> <ul style="list-style-type: none"> Healthy Haywood/HCHD will help coordinate, plan and promote the event. All members on Mental Health Action team will help with these tasks during monthly planning meetings 	<p>Intervention: <input type="checkbox"/>_X_ <input type="checkbox"/>_New <input type="checkbox"/>_Ongoing <input type="checkbox"/>_Completed</p> <p>For New and Ongoing Interventions: Quantify what you will do (# classes, # participants, etc.)</p> <ul style="list-style-type: none"> Will do at least two presentations to the community in a four year period <p>Quantify the expected health outcomes (changes in participant’s behavior or health status, policies implemented, etc.)</p> <ul style="list-style-type: none"> 15 people will attend the presentation Bring awareness and education about mental health to those attending the presentation
<p>8. Intervention: Provide education and resources to the homeless shelter staff and volunteers as well as the homeless community who access the shelter</p> <p>Setting: Community</p> <p>Start Date – End Date (Oct 2010 – Oct 2012)</p> <p>Level of Intervention: <input type="checkbox"/> Individual-change Intervention (individual or participant based) <input checked="" type="checkbox"/> Community-change Intervention (community or population based) <input type="checkbox"/> System-change Intervention (change in policy, law, structure, or entire organization)</p>	<p>The lead agency is the Haywood County Health Department They will do:</p> <ul style="list-style-type: none"> Compile and update resource list available to support the homeless Coordinate presentations to be given by community agencies based on needs/requests of homeless community Gather and display brochures at the shelter Bring awareness to the homelessness issue by coordinating the community <p>Other Agencies: REACH, Smoky Mountain Center, NAMI, Open Door, Community Kitchen, Meridian, KARE</p> <ul style="list-style-type: none"> Help disseminate resource list to community Help gather brochures and resources to hand out to homeless community Provide presentations to homeless community at the shelter based on requests/needs of the homeless All members on Mental Health Action team will help with these tasks during monthly planning meetings 	<p>Intervention: <input type="checkbox"/>_X_ <input type="checkbox"/>_New <input type="checkbox"/>_Ongoing <input type="checkbox"/>_Completed</p> <p>Note: Approved and added to action plan on Oct. 2010 (after recertification process) due to emerging issue the Mental Health Team felt needed to be addressed.</p> <p>For New and Ongoing Interventions: Quantify what you will do (# classes, # participants, etc.)</p> <ul style="list-style-type: none"> Compile and update resource list yearly During the first year, coordinate at least 3 presentations during the shelter season (November – April) to be given by community agencies. For each following year, the goal is to give 6 presentations during a 6 month period. Brochures will be displayed at the opening of the shelter each year, and updated monthly until it closes <p>Quantify the expected health outcomes (changes in participant’s behavior or health status, policies implemented, etc.)</p> <ul style="list-style-type: none"> Reach at least 10 homeless participants 3-6 presentations to be given