

Office of Healthy Carolinians / Health Education

### **Community Health Action Plan 2009**

Design	ed to address Communit	y Health Assessme	ent priorities and to me	et Healthy Carolinians Re/Certification requirements
County	/: Haywood	Partnership:	Healthy Haywood	Period Covered: 2003-2012
• Pri	PRIORITY ISSUE ority issue: Mental Hea as this issue identified as		ounty's most recent Ch	HA? _ <b>X</b> _ Yes No
		IVE - Please check	cone: New X_ Or	ngoing (was addressed in previous Action Plan)
<ul> <li>Ok</li> <li>Co</li> <li>Or</li> <li>Da</li> <li>Up</li> </ul>	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			
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<ul><li>Yo</li><li>To</li></ul>	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)			
• Ch	O FOCUS AREA AND Noteck one NC 2010 focus one Access to Health Care Chronic Disease Community Health Disability	area: Environmen Health Prom Infant Morta	tal Health In otion _X_l lity O	
_	_ Other - Please Describe	e:		
• NC	<ul> <li>2010 Health Objective</li> <li>Increase the protection</li> <li>treatment.</li> </ul>		ts, over the age of	65, with mental illness who receive

**Target:** 14,566 adults over age 65 with mental illness will receive treatment.

Division of Mental Health/Developmental Disabilities /Substance Abuse Services.

Baseline, July 1998-June 1999: 12,666 adults with mental illnesses received treatment from

INTERVENTIONS, SETTING, &	COMMUNITY PARTNERS'	EVALUATION MEASURES
Marketing Activities related to this community objective:	Roles and Responsibilities  Lead agency is Haywood County Health Dept. 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.  Other agencies:  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.  REACH: October - Domestic Violence Awareness Month NAMI: October - Mental Illness awareness month Smoky Mountain Mental Health: May - Mental Health: May - Mental Health	Progress to date in marketing these interventions:  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
1. Intervention: Implement evidenced based screening tools (Healthy Ideas) for depression in various populations and make referrals  Setting: Community  Start Date – End Date (mm/yy): June 2009-June 2011  Level of Intervention: _x Individual-change Intervention (individual or participant based) Community-change Intervention (community or population based)x_ System-change Intervention (change in policy, law, structure, or entire organization)	awareness month  Lead agency is Department of Social Services This agency will do:  Implement pilot program within current structure and facilitate and coordinate trainings.  Other agencies:  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.  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.	Intervention: _x_NewOngoingCompleted  For New and Ongoing Interventions: Quantify what you will do (# classes, # participants, etc.)  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 form the above programs mentioned will be screened.  Quantify the expected health outcomes (changes in participant's behavior or health status, policies implemented, etc.)  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
2. <b>Intervention</b> : Provide anxiety and depression awareness information for distribution to schools to be seen by youth.	Lead agency is KARE (Kids Advocacy Resource Effort) This agency will find and purchase posters	Intervention: _x_NewOngoingCompleted  For New and Ongoing Interventions: Quantify what you will do (# classes, # participants, etc.)

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Setting: Community  Start Date – End Date (mm/yy): June 2009 – June 2012  Level of Intervention: _X Individual-change Intervention (individual or participant based) Community-change Intervention (community or population based) System-change Intervention (change in policy, law, structure, or entire organization)  3. Intervention: Promote a Mental Health	Other agencies:  School nurses will hang positive posters with this message up in their school clinic.  Lead agency is: HCHD	Posters will be hung in at least 10 Haywood County Schools  Quantify the expected health outcomes (changes in participant's behavior or health status, policies implemented, etc.)      Youth will become more aware and educated about anxiety and depression, know how to seek help, and be able to identify the signs.  Intervention: _x_New _Ongoing _Completed
awareness campaign throughout the community by publishing healthy articles  Setting: Community  Start Date – End Date (mm/yy): June 2009 – June 2011  Level of Intervention: _X Individual-change Intervention (individual or participant based) Community-change Intervention (community or population based) System-change Intervention (change in policy, law, structure, or entire organization)	<ul> <li>This agency will do:         <ul> <li>Recruit members to write articles, coordinate the article edits with public information officer and director, send final article to the newspaper</li> </ul> </li> <li>Other agencies:         <ul> <li>Dr. Dunn a psychotherapist at the Center for Living Enrichment will write an article on sleep disorders</li> </ul> </li> <li>Barbara Brennen, a private psychologist? will write an article</li> <li>CNC Access Sylva will write an article</li> <li>REACH will write an article on domestic violence</li> <li>NAMI will write an article on Mental Illness Awareness Month</li> <li>The Mountaineer will print the articles</li> </ul>	For New and Ongoing Interventions: Quantify what you will do (# classes, # participants, etc.)  • Healthy articles will appear 4x's per year in the paper  Quantify the expected health outcomes (changes in participant's behavior or health status, policies implemented, etc.)  • 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
4. Intervention: Provide resources to enable outreach for the faith based community regarding mental health issues.  Setting: Community  Start Date – End Date (mm/yy): June 2009 – June 2012  Level of Intervention: _X Individual-change Intervention (individual or participant based) _X_ Community-change Intervention (community or population based) System-change Intervention (change in policy, law, structure, or entire organization)	Lead agency is Haywood County Health Department. This agency along with Mental Health team will develop a mailing list of all faith based groups within the community. A letter and phone call will be made to network with local churches to engage them in MH outreach  Other agencies:  Smoky Mountain Mental Health to coordinate the gathering of packet/resource list of all MH services in the community to distribute to churches  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	Intervention: _x_NewOngoingCompleted  For New and Ongoing Interventions: Quantify what you will do (# classes, # participants, etc.)  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  Quantify the expected health outcomes (changes in participant's behavior or health status, policies implemented, etc.)  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

5. Intervention: Provide a community discussion about providing resources (education and tools) for families of divorce through the legal system  Setting: Community  Start Date – End Date (mm/yy): June 2009 – June 2012  Level of Intervention: Individual-change Intervention (individual or participant based) _X_ Community or population based)	Lead agency is CNC Access Sylva This agency will coordinate the meeting/agenda/speakers.  Other agencies: Local lawyers to attend meeting and represent legal perspective Dr. Barrett to attend meeting to offer incite to what classes could be provided	Intervention: _x_NewOngoingCompleted  For New and Ongoing Interventions: Quantify what you will do (# classes, # participants, etc.)  At least one meeting will be held to explore the possibility and begin discussion about incorporating this into the judicial system.  Quantify the expected health outcomes (changes in participant's behavior or health status, policies implemented, etc.)  At least 5 community members will attend meeting  Parents and children of divorce will have support to help them cope better with their
_X System-change Intervention (change in policy, law, structure, or entire organization)		new family changes.
6. Intervention: Set up booths for MH at various health fairs.	The lead agency is Smoky Mountain Mental Health. They will do: Provide literature and list of resources for the event	Intervention:NewOngoingCompleted  For New and Ongoing Interventions: Quantify what you will do (# classes, # participants, etc.)
Setting: Community	Other Agencies	At least three health fairs annually
Start Date – End Date (mm/yy): June 2009 – June 2012  Level of Intervention: Individual-change Intervention (individual or participant based)X_ Community-change Intervention (community or population based) System-change Intervention (change in policy, law, structure, or entire organization)  7. Intervention: Coordinate presentations	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  The lead agency is Smoky Mental	Quantify the expected health outcomes (changes in participant's behavior or health status, policies implemented, etc.)  • 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  Intervention: _X_NewOngoingCompleted
by a known community member who has experienced a mental health crisis	Health Center. They will do:  Recruit speaker	For New and Ongoing Interventions: Quantify what you will do (# classes, # participants, etc.)
Setting: Community  Start Date – End Date (mm/yy): June 2009 – June 2012  Level of Intervention:X_ Individual-change Intervention (individual or participant based) Community-change Intervention (community or population based) System-change Intervention	Other Agencies	<ul> <li>Will do at least two presentations to the community in a four year period</li> <li>Quantify the expected health outcomes (changes in participant's behavior or health status, policies implemented, etc.)</li> <li>15 people will attend the presentation</li> <li>Bring awareness and education about mental health to those attending the presentation</li> </ul>
(change in policy, law, structure, or entire organization)		

# Interventions from previous action plan that WILL NOT continue on the new action plan.

1. Intervention: Recruit representatives from Meridian and/or Smoky Mountain Mental Health to serve on the mental health action team (May 2005).

Setting: Community

Start Date – End Date May 2005

Level of Intervention:

- \_\_\_\_ Individual-change Intervention (individual or participant based)
- \_\_X\_ Community-change Intervention (community or population based)
- \_\_\_\_ System-change Intervention (change in policy, law, structure, or entire organization)

2. **Intervention**: The mental health action team will take steps to decrease the negative stigma associated with mental health services.

Setting: Community

Start Date – End Date 2005 - 2006

Level of Intervention:

- \_X\_\_ Individual-change Intervention (individual or participant based)
- \_\_\_ Community-change Intervention (community or population based)
- \_\_\_\_ System-change Intervention (change in policy, law, structure, or entire organization)

3. **Intervention**: Provide support and resources for Hispanic women in Haywood County

Setting: Community

Start Date – End Date 2005 - 2007

Level of Intervention:

\_\_\_\_ Individual-change Intervention
(individual or participant based)
\_X\_\_ Community-change Intervention
(community or population based)
\_\_\_ System-change Intervention
(change in policy, law, structure, or entire organization)

#### **Community Partners:**

Smoky Mountain Mental Health and/or Meridian will provide a representative to the mental health action team of Healthy Haywood.

Intervention: \_\_New \_\_Ongoing \_X\_Completed

## For Ongoing and Completed Interventions - Progress to Date:

 Two representatives from Smoky Mountain Health now serve on the Mental Health Action Team.

Quantify the health outcomes achieved (changes in participant's behavior or health status, policies implemented, etc.)

 Representatives from Meridian and /or Smoky Mountain Mental Health will serve on the action team.

#### **Community Partners:**

Representative from Smoky Mountain Mental Health Services and /or Meridian will work with the Mental Health Action Team to create a public awareness campaign to counter the negative stigma associated with mental health services in our area. The campaign will include a media piece, public forums, speaking engagements and workshops in local churches, schools and community development centers. Example: A workshop for teachers on depression in children with be offered at a local elementary school. This workshop will provide information on the signs and symptoms of depression in children, identify resources for the teachers within the school and the community.

#### **Community Partners:**

Manos Latinas, a support group for Hispanic women will continue to meet for an additional year with financial support from a KB Reynolds grant acquired by Healthy Haywood and under the leadership of Norma Brown, interpreter from Haywood County Schools. Referrals will come from Latino organizations associated with MOSIAC, United Methodist and Catholic Churches in Haywood.

Intervention: \_\_New \_\_Ongoing X\_Completed

#### Progress to Date:

- Mental Health representatives will speak at two sixth grade orientation nights to give parents information about normal/abnormal development in adolescents and how to seek help from mental health professionals if needed. Approx. 450 parents expected on August 22, 2006.
- Workshop was held for 52 teachers on depression in children and how to work with and refer the families for help on November 14, 2005. Four speakers gave information on depression in children ages 9-11, adolescents and teens, and how to avoid caregiver burnout. Pre and post tests all showed increase in knowledge gained.

Intervention: \_\_New \_\_Ongoing \_X\_Completed

#### Progress to Date:

- Manos Latinas completed their last meeting December 2007
- More than 12 women had developed a very strong leadership that inspired them to volunteer at their churches, schools, take English classes, be co-leaders of the Girls Scout troop, learn to drive, find jobs and to help other women with information and resources
- Strong collaborations were built during this process with Region A Partnership of Children, Haywood County School System, KARE, (which initiated its Parents as Teachers programs with most of Manos Latinas members or their referrals)

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4. Intervention: During 2006 –2008, Establish opportunities for parents to talk with their child/children about	Community Partners: Representatives from Smoky Mountain Mental Health, KARE,	<ul> <li>Healthy Haywood supported the first Latino Fitness Challenge component</li> <li>Pigeon Community Development Center, (the Latino participation on summer programs started thanks to the support of Manos Latinas moms)</li> <li>By December 2007, with strong programs like Parents as Teachers, an interpreter on Head Start staff, a bilingual staff at ESL program in Haywood Schools and the programs offered by Alianza para el Bienestar Familiar, the goal of Manos Latinas of identifying resources and empowering Latino women to use them to reduced isolation and to help them to recuperate their role as educators and best advocate for their children was achieved</li> <li>One former Manos Latinas mom currently represents the Head Start Policy Council at Mountain Projects</li> <li>Four others have become the heart of the Institute for Human Development and are also members of the Institute Steering Committee.</li> <li>Their commitment and energy has allowed the Institute to serve over 60 participants with English classes</li> <li>They also have helped to organize events for the community such as informative workshops and several fund raisers.</li> <li>Progress to Date:</li> <li>Due to lack of funding for print and having challenges getting the restaurants to change</li> </ul>
mental health related topics.  Setting: Community  Start Date – End Date (mm/yy):  Level of Intervention:  Individual-change Intervention (individual or participant based)	REACH will work with two local pizzerias to include "talking points" for parents on the inside of a pizza box that is delivered to their home and available at the restaurant. These points will allow the parent(s) to begin a dialogue with their child/children about sensitive topics such as; substance use/abuse, relationships, peer pressure, etc.	their boxes, the group decided to abandon the project.
X_ Community-change Intervention (community or population based) System-change Intervention (change in policy, law, structure, or entire organization)	Mental Health Action Team members and the representatives mentioned above will work with a local family therapist to establish these talking points.	
	Implementation of this initiative will coincide with national "TV Turn-Off" week. Parents will be encouraged to participate in a variety of activities that encourage dialogue. A survey will be available with the talking point for feed back to the team.	
5. Intervention: Increase the public's awareness of the signs of abuse	Community Partners: Mental Health Action team will	Intervention:New _X_OngoingCompleted
(physical, emotional & sexual) in Haywood County	partner with KARE (Kids Advocacy Resource Effort) to provide information and	Progress to Date: Offered training in "Safe Sanctuaries" – a
Setting: Community	education to the faith-based community about abuse.	program which offers education information and prevention on child abuse and neglect.
Start Date – End Date		Help churches develop safety policies for their

2006-2010		church – ongoing.
Level of Intervention: Individual-change Intervention (individual or participant based)X Community-change Intervention (community or population based) System-change Intervention (change in policy, law, structure, or entire organization)		Recognizing and responding to child abuse and neglect – currently a workshop that is offered.  Offer an "appropriate and inappropriate" workshop for children in daycares and churches.  Circle of parents - single parent group and parents of preschoolers group – information offered if they request the information due to the nature of agenda which is parent led.
		Also help families with referrals – offered to community at large on the KARE website.
6. <b>Intervention</b> : Publish parenting articles in The Enterprise Mountaineer	Community Partners: Parent Educator from KARE will	Intervention:New _X_OngoingCompleted
Setting: Community  Start Date – End Date 2005 - Current	partner with the Mental Health Action team to establish topics for articles related to parenting, as well as write the articles for publication (when applicable).	Progress to Date: Collaboration with KARE has been established. KARE writer has had X articles published this year related to positive parenting. (2005)
Level of Intervention: Individual-change Intervention (individual or participant based) _X Community-change Intervention (community or population based) System-change Intervention		Parenting articles are currently being published monthly in the local newspaper.
(change in policy, law, structure, or entire organization)		
7. Intervention: Establish a comprehensive resource number that can be utilized by the public for crisis situations (2005-2010).  Setting: Community  Start Date – End Date 2005 - Current	Community Partners: Mental Health Action Team Members will partner with Haywood County Emergency Services, Haywood County Commissioners and the United Way to research existing services in surrounding counties and explore funding opportunities for	Intervention:New _X_OngoingCompleted  Progress to Date: Shared interest with United Way to bring this service to Haywood County  211 service was established in Haywood County in 2006.
Level of Intervention:	this endeavor.	211 is still currently being used.
Individual-change Intervention (individual or participant based) — Community-change Intervention (community or population based) — X_ System-change Intervention (change in policy, law, structure, or entire organization)		
8. Intervention: Establish a "Resource Card or Wheel" for the Latino population (2005-2006).  Setting: Community  Start Date – End Date 2005-2007  Level of Intervention:X_ Individual-change Intervention (individual or participant based)	Community Partners: Latino Network, MOSAIC and Manos Latinas will work with the Mental Health Action Team to designate which resource card/wheel is best to translate for the Latino population.	Intervention:NewOngoing _X_Completed  Progress to Date:  "Resource Wheel" has already been created by SPARK, Family Support and the Haywood County Family Advocates and it is in Spanish.  Even though this was already done, the team still wanted to make sure the resources were available so rather than creating our own version of what's

(community or population based) System-change Intervention (change in policy, law, structure, or entire organization)		see if they need the resources and were able to get in contact and send the packets to 4 different organizations who work with the Latino population. In the packets was the
oning organization,		Haywood Community Connections Resource guide in English and Spanish. We also included a recently published informational brochure created by Smart Start.
9. Intervention: Create a key chain for middle and high school students that includes emergency numbers for Haywood County (2006-2007).  Setting: Community  Start Date – End Date 2005-2008  Level of Intervention: Individual-change Intervention (individual or participant based) Community-change Intervention (community or population based)X_ System-change Intervention (change in policy, law, structure, or	Community Partners: Teens from Haywood County Youth Council and TABU 21 will collaborate with the mental health action team to create the key chain. Key chain will be distributed through middle and high schools by the school health nurses and social workers. Key chains will also be available through TABU 21 presentations and health fairs in the community	Intervention:NewOngoing _X_Completed  Progress to Date: Key chain was designed by the team and has a suicide hotline on one side and "Don't Drink and Drive" message on the other side. Funding was found by action team member and 400 key chains were printed and distributed during TABU 21 (teens against booze under 21) presentations throughout 2006-2008.
entire organization)  10. Intervention: Inform new parents of the signs and symptoms of postpartum depression (2006).  Setting: Community  Start Date – End Date 2005 - ongoing  Level of Intervention:  Individual-change Intervention (individual or participant based)X Community-change Intervention (community or population based) System-change Intervention (change in policy, law, structure, or entire organization)	Community Partners: Childbirth Educators from Haywood County Health Department, Haywood Regional Hospital and the representative from Smoky Mountain will work with the mental health action team to create a brochure about the signs and symptoms of postpartum depression and where to receive help in Haywood County.	Intervention:New _X_Ongoing _X_Completed  Progress to Date: Brochure was completed by Mental Health Action team in 2006 and is currently being distributed to WIC moms at the Haywood County Health Department and throughout the community