

Office of Healthy Carolinians / Health Education

Community Health Action Plan 2009

County: Haywood	Partnership: Healthy Haywood	Period Covered: 2009-2012
Designed to address	Community Health Assessment priorities and to meet Hea	althy Carolinians Re/Certification requirements

LO • •	CAL PRIORITY ISSUE Priority issue: Substance Abuse Was this issue identified as a priority in your county's most recent CHA? _x_ Yes No LOCAL COMMUNITY OBJECTIVE - Please check one: _x_ New Ongoing
By • •	(year): 2009 - 2012 Objective: Reduce the percentage of Haywood County high school students who used tobacco to 30%. Reduce the percentage of Haywood County middle school students who used tobacco to 8%. Original Baseline: Haywood County HS students who used tobacco – 38.4%. Haywood County Middle School students who use tobacco – 10.0% Date and source of original baseline data: Above data is from 2005 North Carolina Tobacco Youth Survey taken from Haywood County Survey. 2007 rates below:
	2007 Western Region Middle School Tobacco Rates 9.8% currently use any tobacco product (White = 9.3%, Black = 9.4%, Hispanic = 4.0%) 4.5% currently smoke cigarettes (Male = 4.1%, Female = 5.0%) 3.6% currently use smokeless tobacco (Male = 6.2%, Female = 1.0%)
	2007 Western Region High School Tobacco Rates 33.2% of students currently use any tobacco product (Male = 43.6%, Female = 22.4%) 22.6% currently smoke cigarettes (White = 23.3%, Black = 17.2%, Hispanic = 19.1%) 15.3% currently use smokeless tobacco (Male = 25.6%, Female = 4.7%)
•	Updated information (For continuing objective only): n/a Date and source of updated information: n/a
PO •	PULATION(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 X Community Health Infant Mortality Older Adult Health Disability Infectious Diseases Oral Health

Tobacco

Reduce tobacco use* by middle school students, grades 6 through 8.

Target: 8.0 percent.

X Other - Please Describe: Substance Abuse

Baseline, 1999: 18.4 percent of adolescents, grades 6 through 8, used tobacco products.

Reduce tobacco use* by high school students, grades 9 through 12.

Target: 19.1 percent.

Baseline, 1999: 38.3 percent of students, grades 9 through 12, used tobacco products.

INTERVENTIONS, SETTING, & TIMEFRAME	COMMUNITY PARTNERS' Roles and Responsibilities	EVALUATION MEASURES
Marketing Activities related to this community objective: • Website • E-mail • Flyers/brochures • Newspapers • Radio	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	 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. A mass distribution list has been created and used to Fitness Challenge participants who have an e-mail address to inform about ongoing Fitness activities throughout the community 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 substance abuse 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
Intervention: Provide lunch and learn to law enforcement, probation officers, nurses, school representatives and churches who offer addiction focused programs	Lead agency is <u>Haywood County</u> <u>Health Dept.</u> This agency will be the main coordinator of all attending, recruit speakers, and create a resource list based on those who attended.	Intervention: _X_NewOngoingCompleted For New and Ongoing Interventions: Quantify what you will do (# classes, # participants, etc.) Goal: provide event twice a year
Setting: Community 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)	Other agencies: Mountain Top Healthcare will help find credible testimonial or medical professional to present and MD recommendations on topic of focus Law enforcement will provide a speaker Churches will provide a speaker School nurses will proved a speaker School representatives will provide a speaker	Quantify the expected health outcomes (changes in participant's behavior or health status, policies implemented, etc.) • With evaluation survey at the end of the lunch and learn, 75% of the attendees will respond that the event was useful and will collaborate with those who attended. • Treatment providers will become more informed of other services in the community and be able to collaborate more • Those present will become more informed and educated about the topic
2. Intervention: Provide evidence based substance abuse prevention programs to youth 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	Lead agency is Smoky Mountain Prevention Services This agency will contract with providers to teach the program Other agencies: • Mountain Projects will help find the programs and teach the program • HCHD will help find existing groups to give presentation to • 30 th Judicial Alliance will teach positive parenting	of focus Intervention: _x_NewOngoingCompleted For New and Ongoing Interventions: Quantify what you will do (# classes, # participants, etc.) • Will provide at least two programs per year. Quantify the expected health outcomes (changes in participant's behavior or health status, policies implemented, etc.) • Over the course of 4 years, 30 youth will have participated in the programs

(community or population based)		
System-change Intervention		Goal: Youth will become more
(change in policy, law, structure, or entire		educated through these programs and make better choices about substance
organization)		abuse.
Intervention: TATU (Teens Against Tobacco Use): High school students will	Lead agency is <u>Haywood County</u> Health Department.	Intervention:New _x_OngoingCompleted
teach 5 th grade students tobacco		For New and Ongoing Interventions: Quantify what you will do (# classes, #
education classes	This agency will coordinate the presentations with the schools, plan	participants, etc.)
	and present training to students, support students during	Goal is to train a minimum of 10
	presentations	students Goal is to present to all 5 th grade
Setting: Community	Other agencies:	students in Haywood County
Start Date – End Date (mm/yy): 1999 – Current/Ongoing	Health and Wellness Trust Fund will provide financial and	Quantify the expected health outcomes
	technical support	(changes in participant's behavior or health status, policies implemented, etc.)
Level of Intervention: _X Individual-change Intervention		
(individual or participant based)		Tobacco rates will decrease by 5% (based on the baseline survey)
Community-change Intervention		completed in spring 2009)
(community or population based)		(Refer to evaluation methods mentioned in the evaluation section of
System-change Intervention		intervention #3)
(change in policy, law, structure, or entire		Students will choose not to smoke.
organization)		 Students will choose not to smoke. Students will become educated about
		the negative consequences of tobacco
		on the body Students will share this information with
		a family member when they go home
		and may encourage them to quit using tobacco
		For Ongoing and Completed
		Interventions - Progress to Date: Quantify what you have done (# classes, # participants, etc.)
		Approx. 650 5 th grade students are see the program each year
		Quantify the health outcomes achieved
		(changes in participant's behavior or health status, policies implemented, etc.)
		Students will be encouraged not to use tobacco.
		Students will become educated about
		the negative consequences of tobacco on the body
		Students will share this information with
		a family member when they go home and may encourage them not to use
TARILO: D		tobacco.
4. Intervention : TABU 21– Provide peer taught alcohol education programs to after	Lead agency is <u>Haywood County</u> <u>Haywood County Schools and</u>	Intervention:New _x_OngoingCompleted
school, summer camps, and drivers	Haywood County Health Dept.	For New and Ongoing Interventions: Quantify what you will do (# classes, #
education	These agencies will collaborate to	Quantify what you will do (# classes, # participants, etc.)
	provide training to schools. Health	,
	Dept. will provide training and Schools offer venue and audience to	Goal: To train at least 10 new students between all three high schools each year.
Setting: Community	train (cadet teachers) and help with	
Start Date – End Date (mm/yy):	scheduling.	Goal: To present to all nine elementary

10/2003 - ongoing schools and middle schools at least once Other Agencies: per year Schools will allow training to Level of Intervention: Goal: To present to drivers education take place during cadet __x_ Individual-change Intervention classes at least 2 times/year teaching classes and allow (individual or participant based) students to teach lesson to Community-change Intervention youth ranging in ages between $5^{th} - 9^{th}$ grade Quantify the expected health outcomes (changes in participant's behavior or health (community or population based) status, policies implemented, etc.) System-change Intervention (change in policy, law, structure, or entire Students will be encouraged not to use organization) alcohol. Students will become educated about the negative consequences of alcohol on the body if abused and used before the age of 21 Students will share this information with a family member when they go home and may encourage them to drink more responsibly. For Ongoing and Completed Interventions - Progress to Date: Quantify what you have done (# classes, # participants, etc.) Twenty-five teens have been trained since December 2003. The group has presented to approximately 300 people since January 2004. This year (2005-2006), 90 students were reached through 3 presentations in the Drivers' Education program. Next year's goal is to reach all the classes. A dinner was held for TABU 21 participants and their parents to elicit support and advocacy from parents. Six students and 8 parents attended in January 2006. 2006 - 2007 Students to see the program: 427 Adults to see the program: 54 Students trained: 6 2007 - 2008 Students to see the program: 163 Adults to see the program: approx. 10 Students trained: 40 students Quantify the health outcomes achieved (changes in participant's behavior or health status, policies implemented, etc.) Alcohol rates will decrease by 5% (based on the baseline survey completed in spring 2009) (Refer to evaluation methods mentioned below) We are in the process of conducting a survey of 9th, 10th 11th & 12th grade students at four high schools to be surveyed on a yearly basis about a variety of substances abuse questions

and plan to have at least 80% return

the questionnaire.

5. Intervention: Host Healthy Living Mini Camps to provide substance abuse prevention education 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)	Lead agency is Smoky Mountain Prevention Services This agency will contract with providers to teach the substance abuse programs Other agencies: Pigeon Community Development Center, which serves the African American community, will be the pilot location for mini camps.	Intervention: _x_NewOngoingCompleted For New and Ongoing Interventions: Quantify what you will do (# classes, # participants, etc.) Provide healthy mini camps to at least one summer camps Goal is to reach at least 25 youth Quantify the expected health outcomes (changes in participant's behavior or health status, policies implemented, etc.) Maintain 80% attendance throughout the week of the camp Goal is that after experiencing program, youth will make healthier choices: choose not to smoke, consume alcohol until 21, wear sunscreen, live healthier, exercise more and reduce stress. Secondary Goal: take information
6 Intervention: Support community	Load agency is Mountain Ton	home and share with family Intervention: _x_NewOngoingCompleted
6. Intervention: Support community efforts to establish a new Suboxone Tx Setting: Community	Lead agency is Mountain Top Healthcare. This agency will coordinate the training and will make contacts with doctors to explore interested doctors to be trained.	For New and Ongoing Interventions: Quantify what you will do (# classes, # participants, etc.)
Start Date – End Date (mm/yy): June 2009 – June 2012 Level of Intervention:	Other agencies: Once certified, Mountain Area Recovery will begin receiving patients.	 Goal: One training in a four year period Train at least two doctors Quantify the expected health outcomes (changes in participant's behavior or health
_x Individual-change Intervention (individual or participant based)	Once certified, Hazelwood Family Medicine begin receiving patients.	status, policies implemented, etc.)
_x Community-change Intervention (community or population based) System-change Intervention (change in policy, law, structure, or entire		4 Doctors will be certified in recovery tx – able to help more patients in need
organization)		
7. Intervention: Provide Merchant Education to local businesses regarding laws and show support to those currently adhering to the laws regarding alcohol and tobacco	Lead agency is Health & Wellness Trust Fund. This agency will help coordinate /connect with ALE & ATF to help teach and provide some funding for food	Intervention: _x_NewOngoingCompleted For New and Ongoing Interventions: Quantify what you will do (# classes, # participants, etc.)
Setting: Community Start Date – End Date (mm/yy): 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)	Other agencies: Haywood County Health Dept./Healthy Haywood will help coordinate the venue for event and provide some funding for food Smoky Mountain Center Prevention will help organize and promote	Goal: to provide at least two events within a four year period Goal: to have at least 15 merchants attend the event Quantify the expected health outcomes (changes in participant's behavior or health status, policies implemented, etc.) Tobacco sale rates in Haywood County will decrease by 5% Merchants will be recognized for their support All merchants will be more educated about the current laws and consequences

8. Intervention: Create a resource list of Lead agency is Smoky Mountain Intervention: _X_New __Ongoing __Completed all substance abuse support interventions Prevention Services. This agency For New and Ongoing Interventions: and distribute to the community in print will help compile list based on Quantify what you will do (# classes, # and website form. attendance at lunch and learn participants, etc.) (Intervention #1) Info. will be posted on at least three Other agencies: Haywood County Health Dept. websites in the county Info. will be sent to three newspapers will put info. on website and Setting: Community help distribute the list./info. for publishing Haywood Community Info. will be send via e-mail to Healthy Start Date - End Date (mm/yy): June 2009 - June 2011 Connections will put list on their Haywood member list to use and pass along Level of Intervention: Resource guide will be update and Individual-change Intervention redistributed at least twice a year (individual or participant based) (corresponding with lunch and learn) X Community-change Intervention (community or population based) Quantify the expected health outcomes System-change Intervention (changes in participant's behavior or health (change in policy, law, structure, or entire status, policies implemented, etc.) organization) Resource list will be distributed to two additional places each year The community will be more aware of Sub. Abuse resources in the community 9. Intervention: Coordinate dialogue to Lead agency is Haywood County Intervention: _X_New __Ongoing __Completed promote the recognition and recording of Health Department. This agency will For New and Ongoing Interventions: more accurate and thorough data about contact emergency rooms, law Quantify what you will do (# classes. # the scope of substance abuse disorders in enforcement, and medical participants, etc.) Haywood County. examiners to document their current process for collecting data for Will contact at least three sources for Setting: Community overdoses and substance abuse data related deaths. Start Date - End Date (mm/yy): Quantify the expected health outcomes June 2009 - June 2011 Other agencies: (changes in participant's behavior or health Meridian Behavior Health, status, policies implemented, etc.) Level of Intervention: Emergency room directors/staff, Individual-change Intervention and law enforcement will (individual or participant based) 4 different agencies will be represented participate in the discussion. _X__ Community-change Intervention during the discussion (community or population based) _X__ System-change Intervention Agencies mentioned may record statistics differently to have more (change in policy, law, structure, or entire accurate data about substance abuse organization) Bring more awareness to the community about true statistics regarding substance abuse Intervention: _X_New __Ongoing __Completed 10. Intervention: Develop a policy to Lead agency is Haywood County administer Alternative to Suspension Schools. This agency will support For New and Ongoing Interventions: (ATS) program for students who get the Alternative to Suspension Quantify what you will do (# classes, # caught using tobacco and Not On program and adopt as a policy. participants, etc.) NOT will be supported by schools by Tobacco (NOT) for students who voluntarily want to quit. allowing students who voluntarily GOAL: want to guit the opportunity to be Will hold one N.O.T session per year part of the program. Goal in N.O.T. – 5 students per year Setting: Schools Other agencies: Goal: ATS program will reach at least Health & Wellness Trust Fund 10 students per year Start Date - End Date (mm/yy): will help provide funding training Goal: within a four year period, less June 2009 - June 2011 for N.O.T (Not On Tobacco) and students will be using on school A.T.S. (Alternative to campus, so each year, less students Level of Intervention: Suspension) and can help will be enrolled in the program X_ Individual-change Intervention coordinate the programs and (individual or participant based) write grants to request extra Quantify the expected health outcomes

Community-change Intervention (community or population based)X_ System-change Intervention (change in policy, law, structure, or entire organization)	funding.	 (changes in participant's behavior or health status, policies implemented, etc.) 2 students will quit using tobacco as are result of the classes Fewer youth will use tobacco Youth will be more educated about the effects of tobacco on the body
11. Intervention: Provide Community forum to increase awareness and provide education about various substance abuse topics Setting: Community 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)	Lead agency is Smoky Mountain Center. This agency will coordinate and organize the event/venue/speakers etc. Other agencies: Law enforcement will be a speaker at the event Haywood Regional Hospital will be a speaker A school system representative will be a speaker TRU (Tobacco Reality Unfiltered) youth will speak at the event Healthy Haywood will help promote the event NC Spit Tobacco will be a guest speaker	Intervention: _X_NewOngoingCompleted For New and Ongoing Interventions: Quantify what you will do (# classes, # participants, etc.) Provide a forum twice a year Goal: at least 25 people attend the event Quantify the expected health outcomes (changes in participant's behavior or health status, policies implemented, etc.) 80% of the people who attend the forum will complete and evaluation survey and respond that they will be able to use he information offered during the event Community will be more informed about the substance abuse topics of focus Community will be more informed of resources in the community and what is already being done to work on the problem.