

**Agenda Item Number:**

**ORANGE COUNTY BOARD OF HEALTH  
AGENDA ITEM SUMMARY**

**Meeting Date:** September 15, 2016

**Agenda Item Subject:** 2016-2019 Healthy Carolinians Community Action Plans

**Attachment(s):** 2016 Community Action Plans for Mental Health & Substance Abuse; 2016 Community Action Plans for Social Determinants of Health; 2016 Community Action Plans for Physical Activity & Nutrition

**Staff or Board Member Reporting:** Ashley Mercer

**Purpose:**  Action  
 Information only  
 Information with possible action

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**Summary Information:** Accreditation requires the local Board of Health to approve community action plans that address health related goals. Each subcommittee of Healthy Carolinians created individual action plans to address the recommendations suggested by community members during the 2015 Community Health Assessment data collection process.

Each set of action plans involves 3-4 interventions, which will be led by each subcommittee of Healthy Carolinians, in partnership with multiple community partnering agencies/organizations with the goal to accomplish each intervention over the four year time span.

**Recommended Action:**  Approve  
 Approve & forward to Board of Commissioners for action  
 Approve & forward to \_\_\_\_\_  
 Accept as information  
 Revise & schedule for future action  
 Other (detail):



# Community Health Action Plan 2016

County: Orange

Period Covered: 2016-2019

Partnership/Health Steering Committee, if applicable: Healthy Carolinians of Orange County

Community Health Priority identified in the most recent CHA: Social Determinants of Health with priority around Access and Poverty

Local Community Objective: *(Working description/name of community objective)*

1. Increase awareness and access to local county resources to those who live and work in Orange County, as it pertains to medical, dental and mental health care.
2. Identify safety net providers to serve as medical homes for the under/uninsured.
3. Encourage and support partner agencies to pilot a transportation access improvement activity

(check one):  **New**  **Ongoing** *(addressed in previous Action Plan)*

■ **Baseline Data:** *(State measure/numerical value. Include date and source of current information):*

- Orange County has a poverty rate of 16.8% (American Community Survey, (2010-2014). Retrieved from [http://factfinder.census.gov/faces/nav/jsf/pages/community\\_facts.xhtml#none](http://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml#none)).
- 19% of Orange County residents, between the ages of 18 to 64 years, are considered to be living below the federal poverty level (Small Area Health Insurance Estimates, (2013). Retrieved from <http://www.census.gov/did/www/sahie/>).
- 15.3% (approximately 21,000) of Orange County residents between 0-64 years of age were uninsured (Small Area Health Insurance Estimates, (2013). Retrieved from <http://www.census.gov/did/www/sahie/>).
- 3,000 individuals in Orange County with no vehicle live outside the walkable/ridable coverage area to medical clinics.
- Almost half of Limited English Proficiency (LEP) adults have nine years or less of education, and 64% do not have a high school degree (Orange County Literacy Council (2016). Retrieved from <http://orangeliteracy.org/why-literacy/>).

■ **For continuing objective provide the updated information:** *(State measure/numerical value. Include date and source of current information):*

■ **Healthy NC 2020 Objective** that most closely aligns with focus area chosen below:

- *Social Determinants of Health* – Decrease the percentage of individuals living in poverty

**Population(s)**

**I. Describe the local target population that will be impacted by this community objective:**

- *Limited English Proficient* - 16% of Orange County residents are considered low English Proficiency/Non-English language speakers and speak a language other than English in their homes, with 37.4% speaking English “less than very well”.
- *Lower income* –16.8% (approximately 23,590) of Orange County residents are living below the federal poverty level.
- *Rural Orange County* - 28.5% of the county population
- *Underinsured and/or uninsured adults* – 15.3% (approximately 21,480) of Orange County residents 0-64 years of age are uninsured.
- *Orange County residents with no vehicle* – 3,000 individuals with no vehicle live outside of the walkable/ridable coverage area to medical clinics.

**A. Total number of persons in the target population specific to this action plan:** 140,420

**B. Total number of persons in the target population to be reached by this action plan:** 107,560

**C. Calculate the impact of this action plan:**

(Total # in B divided by total # in A) X 100% =76.5% of the target population reached by the action plan.)

**Healthy North Carolina 2020 Focus Area Addressed:** Each of the two CHA priorities selected for submission must have a corresponding *Healthy NC 2020* focus area that aligns with your local community objectives.

**■ Check below the applicable Healthy NC 2020 focus area(s) for this action plan.**

*For more detailed information and explanation of each focus area, please visit the following websites:*

<http://publichealth.nc.gov/hnc2020/foesummary.htm> AND <http://publichealth.nc.gov/hnc2020/>

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|---|---|---|
| <input type="checkbox"/> Tobacco Use  | <input type="checkbox"/> Maternal & Infant Health             | <input checked="" type="checkbox"/> Social Determinants of Health |
| <input type="checkbox"/> Physical Activity & Nutrition                      | <input type="checkbox"/> Substance Abuse                      | <input type="checkbox"/> Environmental Health                     |
| <input type="checkbox"/> Injury   | <input type="checkbox"/> Mental Health                        | <input type="checkbox"/> Chronic Disease                          |
| <input type="checkbox"/> Sexually Transmitted Diseases/Unintended Pregnancy | <input type="checkbox"/> Infectious Disease/Foodborne Illness | <input type="checkbox"/> Cross-cutting                            |
|   | <input type="checkbox"/> Oral Health                          |   |

**Selection of Strategy/Intervention Table**

- Complete this table for all strategies/interventions that you plan to implement.
- At least two of the three selected community health priorities must be from the 13 Healthy North Carolina 2020 (HNC 2020) focus areas. For these 2 priorities, there must be 2 evidence based strategies (EBS) for each action plan. (Insert rows as needed if you choose more than 2 EBS.)

| Strategy/Intervention(s)                                 | Strategy/Intervention Goal(s) | Implementation Venue(s)             | Resources Utilized/Needed for Implementation |
|--|-------------------------------|-------------------------------------|--|
| Name of Intervention:<br><br>Community Strengths/Assets: | S.M.A.R.T Goals:              | Target Population(s):<br><br>Venue: | Resources Needed:                            |
| Name of Intervention:<br><br>Community Strengths/Assets: | S.M.A.R.T Goals:              | Target Population(s):<br><br>Venue: | Resources Needed:                            |

**Interventions Specifically Addressing Chosen Health Priority** *(Insert rows as needed.)*

| <u>INTERVENTIONS:<br/>SETTING, &amp; TIMEFRAME</u>   | <u>LEVEL OF<br/>INTERVENTION CHANGE</u>   | <u>COMMUNITY PARTNERS'<br/>Roles and Responsibilities</u>  | <u>PLAN HOW YOU WILL EVALUATE EFFECTIVENESS</u>  |
|--|---|--|--|
| <p>Intervention: Increase awareness and access to local county resources to those who live and work in Orange County, as it pertains to medical, dental and mental health care.</p> <p><input checked="" type="checkbox"/> New <input type="checkbox"/> Ongoing <input type="checkbox"/> Completed</p> <p>Setting: Orange County</p> <p>Target population: Anyone who lives and works in Orange County</p> <p>Start Date – End Date (mm/yy):<br/>September 2016 – March 2019</p> <p>Targets health disparities:<br/><input checked="" type="checkbox"/> Y <input type="checkbox"/> N</p> | <p><input checked="" type="checkbox"/> Individual / Interpersonal Behavior</p> <p><input checked="" type="checkbox"/> Organizational/Policy</p> <p><input checked="" type="checkbox"/> Environmental Change</p> | <p>Lead Agency: Healthy Carolinians of Orange County, Access Committee</p> <p>Role: By March 2019, the Access committee will partner with United Way/NC211 and encourage local agencies/organizations to enroll in and stay active in United Way/NC211, while encouraging residents to utilize NC211 as a comprehensive resource for all medical, dental and mental health needs.</p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p>Target population representative:</p> <ul style="list-style-type: none"> <li>• Cardinal Innovations Healthcare Solutions</li> <li>• Bridging the Gap CDC</li> <li>• Chapel Hill Carrboro City Schools</li> <li>• County medical facilities</li> <li>• Faith based organizations</li> <li>• Family Success Alliance</li> <li>• Head Start/Early Head Start</li> <li>• Immigrant &amp; Refugee Health Coalition</li> <li>• Latino Health Coalition</li> <li>• Local non-profit organizations</li> <li>• Local Public Libraries</li> <li>• Orange County Department of Social Services</li> <li>• Orange County Department on Aging</li> <li>• Orange County Health Department</li> <li>• Orange County Schools</li> <li>• Piedmont Health Services</li> <li>• Project EngAGE</li> <li>• Public Health Reserve Corp</li> <li>• UNC Health Care</li> </ul> <p>Role: Assist in the promotion and encouragement of United Way/NC211 utilization</p> | <p>Expected outcomes:</p> <ul style="list-style-type: none"> <li>• Increase the number of appropriate agencies and organizations utilizing and enrolling in NC211 as a resource by 5%.</li> <li>• Increase the number of residents utilizing NC211 by 5%.</li> </ul> <p>Anticipated barriers: Any potential barriers?<br/><input checked="" type="checkbox"/> Y <input type="checkbox"/> N</p> <p>If yes, explain how intervention will be adapted:</p> <ul style="list-style-type: none"> <li>• Collaborate with NC211 Strategy Director to establish baseline data regarding agency/provider participation and utilization.</li> <li>• Encourage agencies/organizations to designate a liaison/employee to enroll in and maintain their NC211 listing.</li> <li>• Coordinate with local public libraries and agencies, with public computers, to provide NC211 access.</li> </ul> <p>List anticipated intervention team members:</p> <ul style="list-style-type: none"> <li>• Healthy Carolinians Access Committee: <ul style="list-style-type: none"> <li>○ Cardinal Innovations Healthcare Solutions</li> <li>○ Chapel Hill Carrboro City Schools</li> <li>○ Chapel Hill Police Department</li> <li>○ County Residents</li> <li>○ Freedom House Recovery Center</li> <li>○ Orange County Department on Aging</li> <li>○ Orange County Head Start/Early Head Start</li> <li>○ Orange County Health Department</li> <li>○ Piedmont Health Services</li> <li>○ UNC Family Medicine</li> <li>○ UNC Health Care</li> <li>○ United Way/NC211 Strategy Director</li> </ul> </li> </ul> <p><b>Do intervention team members need additional</b></p> |

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|  |  | <p>among their clients; input and maintain agency/organization information in United Way/NC211.</p> <p><input checked="" type="checkbox"/>New partner <input checked="" type="checkbox"/>Established partner</p> <p><b>Partners:</b></p> <ul style="list-style-type: none"> <li>• Cardinal Innovations Healthcare Solutions</li> <li>• Family Success Alliance</li> <li>• Head Start/Early Head Start</li> <li>• Healthy Carolinians Access committee</li> <li>• Immigrant &amp; Refugee Health Coalition</li> <li>• Latino Health Coalition</li> <li>• Local Media</li> <li>• Local non-profit organizations</li> <li>• Local Public Libraries</li> <li>• Orange County Department of Social Services</li> <li>• Orange County Department on Aging</li> <li>• Orange County Health Department</li> <li>• Piedmont Health Services</li> <li>• Project EngAGE</li> <li>• Public Health Reserve Corp</li> <li>• UNC Health Care</li> <li>• United Way/NC211</li> </ul> <p><b>Role:</b> Promote United Way/NC211 and encourage local agencies, organizations and residents to utilize and support United Way/NC211 to serve as a reference to those who live and work in Orange County; provide data on utilization by county agencies/organizations.</p> <p><input checked="" type="checkbox"/>New partner <input checked="" type="checkbox"/>Established partner</p> <p><b>How you market the intervention:</b></p> <ul style="list-style-type: none"> <li>• Social media, earned media, newsletters, websites, email listservs, bulletins, word of mouth, United Way/NC211 collateral materials</li> </ul> | <p><b>training?</b> <input checked="" type="checkbox"/>Y <input type="checkbox"/>N</p> <p><b>If yes, list training plan:</b> Representative(s) from NC211 to provide an in-service to intervention team members.</p> <p><b>Quantify what you will do:</b></p> <ul style="list-style-type: none"> <li>• Secure a United Way/NC211 representative to serve on the Access committee.</li> <li>• Work with NC211 Strategy Director to establish baseline data and tracking of agency activities (listing, updates, etc.) and resident resource inquiry by zip code and health need.</li> <li>• Promote NC211 through the committee and existing networks by conducting an awareness campaign to include written and face-to-face trainings with agencies and residents.</li> <li>• Track promotional efforts to Orange County residents and providers.</li> </ul> <p><b>List how agency will monitor intervention activities and feedback from participants/stakeholders:</b></p> <ul style="list-style-type: none"> <li>• Monthly committee meetings</li> <li>• Partners will monitor real time needs data on <a href="http://www.211Counts.org">www.211Counts.org</a> dashboards and identify gaps in service</li> <li>• Receive provider/agency utilization data from NC211, bi-annually.</li> </ul> <p><b>Evaluation:</b></p> <p><b>Please provide plan for evaluating intervention:</b></p> <ul style="list-style-type: none"> <li>• Compare baseline data from NC211 to activity/utilization data that is received bi-annually (change over time).</li> <li>• Track and compare promotional efforts to both providers and residents alongside call volume, type, and web traffic.</li> <li>• Track survey results on utilization of NC211 from target population representatives.</li> </ul> |
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| <b><u>INTERVENTIONS:<br/>SETTING, &amp; TIMEFRAME</u></b>  | <b><u>LEVEL OF<br/>INTERVENTION CHANGE</u></b>  | <b><u>COMMUNITY PARTNERS'<br/>Roles and Responsibilities</u></b>   | <b><u>PLAN HOW YOU WILL EVALUATE EFFECTIVENESS</u></b>   |
|--|---|--|--|
| <p><b>Intervention:</b> Identify safety net providers and encourage and promote them to serve as a medical home to the uninsured.</p> <p><input checked="" type="checkbox"/> <b>New</b>   <input type="checkbox"/> <b>Ongoing</b>   <input type="checkbox"/> <b>Completed</b></p> <p><b>Setting:</b> Orange County</p> <p><b>Target population:</b> uninsured, seniors, individuals newly moved to Orange County</p> <p><b>Start Date – End Date (mm/yy):</b><br/>September 2016 – March 2019</p> <p><b>Targets health disparities:</b><br/><input checked="" type="checkbox"/> Y   <input type="checkbox"/> N</p> | <p><input checked="" type="checkbox"/> <b>Individual/Interpersonal Behavior</b></p> <p><input type="checkbox"/> <b>Organizational/Policy</b></p> <p><input checked="" type="checkbox"/> <b>Environmental Change</b></p> | <p><b>Lead Agency:</b> Healthy Carolinians of Orange County, Access Committee</p> <p><b>Role:</b> By March 2019, the Access committee will have identified local medical providers that can provide care to the designated target population and establish a campaign to encourage and educate uninsured residents on the importance of establishing a medical home.</p> <p><input type="checkbox"/> New partner   <input checked="" type="checkbox"/> Established partner</p> <p><b>Target population representative:</b></p> <ul style="list-style-type: none"> <li>• Cardinal Innovations Healthcare Solutions</li> <li>• Chapel Hill Carrboro City Schools</li> <li>• County Medical Providers</li> <li>• Family Success Alliance</li> <li>• Head Start/Early Head Start</li> <li>• Immigrant &amp; Refugee Health Coalition</li> <li>• Inter Faith Council Clinic</li> <li>• Latino Health Coalition</li> <li>• Orange County Department of Social Services</li> <li>• Orange County Department on Aging</li> <li>• Orange County Health Department</li> <li>• Orange County Schools</li> <li>• Piedmont Health Services</li> <li>• UNC Health Care</li> </ul> <p><b>Role:</b> Assist in planning, implementation and evaluation of a county-wide community media campaign around choosing a medical home;</p> <p><input checked="" type="checkbox"/> New partner   <input checked="" type="checkbox"/> Established partner</p> <p><b>Partners:</b></p> <ul style="list-style-type: none"> <li>• Cardinal Innovations Healthcare Solutions</li> <li>• Health Communications Intern</li> </ul> | <p><b>Expected outcomes:</b></p> <ul style="list-style-type: none"> <li>• Identify potential safety net providers and available medical homes for the target population.</li> <li>• 5 target population representatives will promote “establishing a medical home” campaign within their agency/organization.</li> </ul> <p><b>Anticipated barriers:</b> Any potential barriers?<br/><input checked="" type="checkbox"/> Y   <input type="checkbox"/> N</p> <p><b>If yes, explain how intervention will be adapted:</b></p> <ul style="list-style-type: none"> <li>• Work with designated agencies to address the financial burden serving the uninsured and agree to share the burden by way of written agreements.</li> <li>• Utilize the partnership with NC211 to direct uninsured residents to identified safety net providers.</li> </ul> <p><b>List anticipated intervention team members:</b></p> <ul style="list-style-type: none"> <li>• Healthy Carolinians Access Committee: <ul style="list-style-type: none"> <li>○ Cardinal Innovations Healthcare Solutions</li> <li>○ Chapel Hill Carrboro City Schools</li> <li>○ Chapel Hill Police Department</li> <li>○ County Residents</li> <li>○ Freedom House Recovery Center</li> <li>○ Orange County Department on Aging</li> <li>○ Orange County Head Start/Early Head Start</li> <li>○ Orange County Health Department</li> <li>○ Piedmont Health Services</li> <li>○ UNC Health Care</li> <li>○ United Way/NC211</li> </ul> </li> </ul> <p><b>Do intervention team members need additional training?</b></p> |

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|  |  | <ul style="list-style-type: none"> <li>• Healthy Carolinians Access Committee</li> <li>• Piedmont Health Services</li> <li>• UNC Family Medicine</li> <li>• UNC Healthcare</li> <li>• United Way/NC211</li> </ul> <p><b>Role:</b> Promote United Way/NC211 and encourage local agencies, organizations and residents to utilize and support United Way/NC211 to serve as a reference to those who live and work in Orange County; provide data on utilization by county agencies/organizations.</p> <p><input checked="" type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p><b>How you market the intervention:</b></p> <ul style="list-style-type: none"> <li>• Social media, earned media, websites, word of mouth newsletters, bulletins, training demonstrations, etc.</li> </ul> | <p><input type="checkbox"/> Y <input checked="" type="checkbox"/> N</p> <p><b>If yes, list training plan:</b></p> <p><b>Quantify what you will do:</b></p> <ul style="list-style-type: none"> <li>• Work with the Health Department, Cardinal Innovations, Piedmont Health and UNC Healthcare to determine their ability to serve the target population and establish written agreements, as needed.</li> <li>• Educate target population and advocates on the benefits of establishing a medical home through written and face-to-face trainings.</li> <li>• Work with NC211 to establish a protocol that directs uninsured residents to identified safety net providers.</li> </ul> <p><b>List how agency will monitor intervention activities and feedback from participants/stakeholders:</b></p> <ul style="list-style-type: none"> <li>• Monthly committee meetings</li> <li>• Monitor various forms of media (e.g. social, earned) for evidence of campaign activities.</li> <li>• Work with safety net providers to track the number of uninsured residents establishing medical homes.</li> </ul> <p><b>Evaluation:</b></p> <p><b>Please provide plan for evaluating intervention:</b></p> <ul style="list-style-type: none"> <li>• Coordinate with the 5 target population representatives to ensure the promotion of the “establishing a medical home” campaign within their agency/organization and track outcomes (number of uninsured establishing medical homes, number of promotional activities).</li> <li>• Receive call reports from NC211 Strategic Director on the number and disposition of uninsured callers seeking health care.</li> </ul> |
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| <u>INTERVENTIONS:<br/>SETTING, &amp; TIMEFRAME</u>   | <u>LEVEL OF INTERVENTION<br/>CHANGE</u>  | <u>COMMUNITY PARTNERS'<br/>Roles and Responsibilities</u>   | <u>PLAN HOW YOU WILL EVALUATE<br/>EFFECTIVENESS</u>   |
|--|--|---|---|
| <p><b>Intervention:</b> Support partner agencies to pilot transportation access improvement activity within their agency.</p> <p><input type="checkbox"/> New <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Completed</p> <p><b>Setting:</b> Orange County, Northern Orange County</p> <p><b>Target population:</b> low-income residents, seniors, and non-English speaking</p> <p><b>Start Date – End Date (mm/yy):</b><br/>September 2016 – March 2019</p> <p><b>Targets health disparities:</b><br/><input checked="" type="checkbox"/> Y <input type="checkbox"/> N</p> | <p><input checked="" type="checkbox"/> Individual/Interpersonal Behavior</p> <p><input type="checkbox"/> Organizational/Policy</p> <p><input checked="" type="checkbox"/> Environmental Change</p> | <p><b>Lead Agency:</b> Healthy Carolinians of Orange County, Access Committee</p> <p><b>Role:</b> By March 2019, the Access committee will produce a transportation access improvement activity guide and recruit 5 partner agencies to adopt one or more activities listed within the guide.</p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p><b>Target population representative:</b></p> <ul style="list-style-type: none"> <li>• Cardinal Innovations Healthcare Solutions</li> <li>• Chapel Hill Carrboro City Schools</li> <li>• Chapel Hill Transit</li> <li>• County Medical Providers</li> <li>• Family Success Alliance</li> <li>• Head Start/Early Head Start</li> <li>• Immigrant &amp; Refugee Health Coalition</li> <li>• Latino Health Coalition</li> <li>• Orange County Department of Social Services</li> <li>• Orange County Department on Aging</li> <li>• Orange County Health Department</li> <li>• Orange County Schools</li> <li>• Orange Public Transportation</li> <li>• Piedmont Health Services</li> <li>• Triangle Transit</li> <li>• UNC Health Care</li> </ul> <p><b>Role:</b> Participate in piloting one or more transportation access improvement activities within their specific agency/organization.</p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p><b>Partners:</b></p> <ul style="list-style-type: none"> <li>• Cardinal Innovations Healthcare Solutions</li> </ul> | <p><b>Expected outcomes:</b></p> <ul style="list-style-type: none"> <li>• 5 target population representatives will adopt one or more transportation access improvement activities within their agency/organization.</li> <li>• Train 5 partner agency representatives on activities listed within the transportation access improvement activity guide.</li> </ul> <p><b>Anticipated barriers:</b> Any potential barriers?<br/><input checked="" type="checkbox"/> Y <input type="checkbox"/> N</p> <p><b>If yes, explain how intervention will be adapted:</b></p> <ul style="list-style-type: none"> <li>• Coordinate transportation training and demonstrations with local transit partners and partnering agencies/organizations.</li> </ul> <p><b>List anticipated intervention team members:</b></p> <ul style="list-style-type: none"> <li>• Healthy Carolinians Access Committee: <ul style="list-style-type: none"> <li>○ Cardinal Innovations Healthcare Solutions</li> <li>○ Chapel Hill Carrboro City Schools</li> <li>○ Chapel Hill Police Department</li> <li>○ County Residents</li> <li>○ Freedom House Recovery Center</li> <li>○ Orange County Department on Aging</li> <li>○ Orange County Head Start/Early Head Start</li> <li>○ Orange County Health Department</li> <li>○ Piedmont Health Services</li> <li>○ UNC Health Care</li> </ul> </li> </ul> <p><b>Do intervention team members need additional training?</b><br/><input checked="" type="checkbox"/> Y <input type="checkbox"/> N</p> <p><b>If yes, list training plan:</b></p> <ul style="list-style-type: none"> <li>• Trainings around use of public and medical</li> </ul> |

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|  |  | <ul style="list-style-type: none"> <li>• Chapel Hill Transit</li> <li>• Health Communications Intern</li> <li>• Healthy Carolinians Access Committee</li> <li>• Local Media</li> <li>• Orange County Department on Aging</li> <li>• Orange Public Transportation</li> <li>• Piedmont Health Services</li> <li>• Public Health Reserve Corp</li> <li>• Triangle Transit</li> <li>• UNC Family Medicine</li> </ul> <p><b>Role:</b> Designate a point person and implement one or more transportation access improvement activities within their agency/organization; encourage transportation identification (how to access) on agency materials and websites.</p> <p><input checked="" type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p><b>How you market the intervention:</b></p> <ul style="list-style-type: none"> <li>• Co-promotion with local transit and target population representatives, social media, earned media, websites, word of mouth newsletters, bulletins, training demonstrations, etc.</li> </ul> | <p>transportation systems.</p> <p><b>Quantify what you will do:</b></p> <ul style="list-style-type: none"> <li>• Produce and provide a transportation access improvement activity guide to partners.</li> <li>• Recruit 5 agencies/organizations and track their initiatives and progress.</li> <li>• Train the partner agency representatives on transportation access improvement activity guide.</li> </ul> <p><b>List how agency will monitor intervention activities and feedback from participants/stakeholders:</b></p> <ul style="list-style-type: none"> <li>• Monthly committee meeting</li> <li>• Distribute partner surveys to obtain implementation efforts on Access Improvement strategies and barriers experienced (if any).</li> </ul> <p><b>Evaluation:</b><br/> <b>Please provide plan for evaluating intervention:</b></p> <ul style="list-style-type: none"> <li>• Track partner surveys on implementation of improvement activities and barriers experienced (if any).</li> <li>• Conduct satisfaction surveys during transportation trainings/demonstrations.</li> </ul> |
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# Community Health Action Plan 2016

**County:** Orange

**Period Covered:** 2016-2019

**Partnership/Health Steering Committee, if applicable:** Healthy Carolinians of Orange County

**Community Health Priority identified in the most recent CHA:** Mental Health & Substance Abuse

**Local Community Objective:** *(Working description/name of community objective)*

1. Decrease tobacco use among youth as it relates to e-cigarettes.
2. Reduce prescription drug overdose, increase and encourage use of the Controlled Substances Reporting System (CSRS) and increase and encourage use of prescription drug lock boxes
3. Suicide Prevention Social Marketing/Media Campaign

(check one):  **New**  **Ongoing** *(addressed in previous Action Plan)*

**■ Baseline Data:** *(State measure/numerical value. Include date and source of current information):*

- Orange County has had an average of 17 suicide deaths per year, creating an age-adjusted 5 year suicide rate is 10.4 suicides per 100,000 people (NC State Center for Health Statistics, (2010-2014). Retrieved from <http://www.schs.state.nc.us/data/county.cfm>).
- 51% of female and 39% of male Orange County suicide victims were characterized as being currently depressed when they completed suicide. (NC DETECT. (2013). Retrieved from <http://www.ncdetect.org/>).
- Females (23%) are more likely to attempt suicide when compared to males (16%); however males are more likely to complete suicide, than females. (NC Injury and Violence Prevention Branch. Retrieved from <http://www.injuryfreenc.ncdhhs.gov/DataSurveillance/index.htm>).
- In Orange County, approximately 17 people, of all ages, die per year due to poisoning, and approximately 10 of those die from narcotic drug overdose. (NC Injury and Violence Prevention Branch. (2013). Retrieved from <http://www.injuryfreenc.ncdhhs.gov/DataSurveillance/index.htm>).
- Orange County has a drug overdose mortality rate of 5.7, which is lower than our peers (9.7), NC (12.3) and the US (14.6). (NC Injury Prevention Branch. (2014). Retrieved from <http://www.injuryfreenc.ncdhhs.gov/DataSurveillance/index.htm>).
- Orange County's prescription opioid overdose mortality rate is 3.6 per 100,000 people, which is lower than NC (8.0) and the US (5.3). (NC Injury Prevention Branch. (2013). Retrieved from <http://www.injuryfreenc.ncdhhs.gov/DataSurveillance/index.htm>).
- While cigarette smoke is decreasing among NC youth, overall tobacco use is increasing, driven in large part by use of e-cigarettes and hookah. (Youth Risk Behavior Survey, (2015). Retrieved from <http://www.cdc.gov/healthyyouth/data/yrbs/index.htm>).

- Almost 4 out of 10 high school students in Orange County have tried an e-cigarette, and about 2 out of 10 high school students currently use them. (Youth Risk Behavior Survey, (2015). Retrieved from <http://www.cdc.gov/healthyyouth/data/yrbs/index.htm>).
- In 2014, more than two-thirds of middle and high school students were exposed to e-cigarette ads in retail stores, on the internet, in magazines and newspapers, and on TV or in the movies (Singh T., et.al. (2016) United States, 2014, MMWR. 64(52):1403-8).

■ **For continuing objective provide the updated information:** *(State measure/numerical value. Include date and source of current information):*

■ **Healthy NC 2020 Objective** that most closely aligns with focus area chosen below:

- *Mental Health:* Reduce the suicide rate (per 100,000 population);
- *Tobacco Use:* Decrease the percentage of high school students reporting current use of any tobacco product
- *Injury and Violence:* Reduce the unintentional poisoning mortality rate (per 100,000 populations)

### Population(s)

**I. Describe the local target population that will be impacted by this community objective:**

- *Children under 5 yrs.* – 6,890 total children 5 years of age and younger.
- *Youth and Teenagers* – 20,538 youth 10 years – 19 years of age.
- *Medical Providers* – 1,446 total physicians
- *Licensed Child Care Facilities* – 400 licensed child care providers within 95 child care facilities.

**A. Total number of persons in the target population specific to this action plan:** 140,420

**B. Total number of persons in the target population to be reached by this action plan:** 28,874

**C. Calculate the impact of this action plan:**

**(Total # in B divided by total # in A) X 100% = 20.5% of the target population reached by the action plan.)**

**Healthy North Carolina 2020 Focus Area Addressed:** Each of the two CHA priorities selected for submission must have a corresponding *Healthy NC 2020* focus area that aligns with your local community objectives.

■ **Check below the applicable Healthy NC 2020 focus area(s) for this action plan.**

*For more detailed information and explanation of each focus area, please visit the following websites:*

<http://publichealth.nc.gov/hnc2020/foesummary.htm> AND <http://publichealth.nc.gov/hnc2020/>

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Tobacco Use  | <input type="checkbox"/> Maternal & Infant Health             | <input type="checkbox"/> Social Determinants of Health |
| <input type="checkbox"/> Physical Activity & Nutrition                      | <input checked="" type="checkbox"/> Substance Abuse           | <input type="checkbox"/> Environmental Health          |
| <input type="checkbox"/> Injury   | <input checked="" type="checkbox"/> Mental Health             | <input type="checkbox"/> Chronic Disease               |
| <input type="checkbox"/> Sexually Transmitted Diseases/Unintended Pregnancy | <input type="checkbox"/> Infectious Disease/Foodborne Illness | <input type="checkbox"/> Cross-cutting                 |
|   | <input type="checkbox"/> Oral Health                          |  |

**Selection of Strategy/Intervention Table**

- Complete this table for all strategies/interventions that you plan to implement.
- At least two of the three selected community health priorities must be from the 13 Healthy North Carolina 2020 (HNC 2020) focus areas. For these 2 priorities, there must be 2 evidence based strategies (EBS) for each action plan. (Insert rows as needed if you choose more than 2 EBS.)

| Strategy/Intervention(s)   | Strategy/Intervention Goal(s)  | Implementation Venue(s)   | Resources Utilized/Needed for Implementation  |
|--|--|---|---|
| <p><b>Name of Intervention:</b> It's OK to Ask!</p> <p><b>Community Strengths/Assets:</b></p> <ul style="list-style-type: none"> <li>• Support from NC Division of Public Health's Injury and Violence Prevention Branch</li> <li>• NAMI Orange County</li> <li>• Close to 20 agencies committed to and supportive of suicide prevention</li> </ul>  | <p><b>S.M.A.R.T Goals:</b> By March 2019, the MH&amp;SA committee will create a suicide prevention campaign to encourage residents to access 911, the Suicide Prevention Lifeline, and Cardinal Access line as sources of intervention, treatment and referral.</p>                  | <p><b>Target Population(s):</b><br/>Orange County residents</p> <p><b>Venue:</b> Orange County</p>                    | <p><b>Resources Needed:</b></p> <ul style="list-style-type: none"> <li>• Local Media</li> <li>• Chapel Hill Transit</li> <li>• Personnel – Healthy Carolinians Coordinator</li> <li>• A Better Image Printing</li> <li>• NC Injury &amp; Violence Prevention Branch Support</li> </ul>          |
| <p><b>Name of Intervention:</b> Project Lazarus/Naloxone</p> <p><b>Community Strengths/Assets:</b></p> <ul style="list-style-type: none"> <li>• The first Health Dept. to have a standing order</li> <li>• Local law enforcement trained and carrying Naloxone</li> <li>• Orange Partnership for Alcohol &amp; Drug Free Youth educating and distributing prescription lock boxes free to community members.</li> <li>• \$15,000 NAACHO award awarded to the Public Health Reserve Corp to supply and distribute free Naloxone and lock boxes to community members.</li> </ul> | <p><b>S.M.A.R.T Goals:</b> By March 2019, the MH&amp;SA committee will work with the Orange County Health Department and the Orange Partnership for Alcohol and Drug Free Youth to distribute 300 Naloxone kits and 400 prescription drug lock boxes to Orange County residents.</p> | <p><b>Target Population(s):</b><br/>Orange County residents, Medical Providers</p> <p><b>Venue:</b> Orange County</p> | <p><b>Resources Needed:</b></p> <ul style="list-style-type: none"> <li>• Personnel – Healthy Carolinians Coordinator</li> <li>• Prescription Lock Boxes</li> <li>• Naloxone</li> <li>• Educational Materials</li> <li>• Medical Providers</li> <li>• UNC Student Interns/Involvement</li> </ul> |

**Interventions Specifically Addressing Chosen Health Priority** *(Insert rows as needed.)*

| <u>INTERVENTIONS:<br/>SETTING, &amp; TIMEFRAME</u>  | <u>LEVEL OF INTERVENTION<br/>CHANGE</u>   | <u>COMMUNITY PARTNERS'<br/>Roles and Responsibilities</u>   | <u>PLAN HOW YOU WILL EVALUATE EFFECTIVENESS</u>   |
|---|---|---|---|
| <p><b>Intervention:</b> Decrease tobacco use among Orange County youth related to e-cigarettes.</p> <p><input checked="" type="checkbox"/> <b>New</b> <input type="checkbox"/> <b>Ongoing</b> <input type="checkbox"/> <b>Completed</b></p> <p><b>Setting:</b> Orange County</p> <p><b>Target population:</b> Teenagers and youth; and those who live and work in Orange County</p> <p><b>New Target Population:</b><br/><input type="checkbox"/> Y <input checked="" type="checkbox"/> N</p> <p><b>Start Date – End Date (mm/yy):</b><br/>September 2016 – March 2019</p> <p><b>Targets health disparities:</b><br/><input checked="" type="checkbox"/> Y <input type="checkbox"/> N</p> | <p><input checked="" type="checkbox"/> <b>Individual/Interpersonal Behavior</b></p> <p><input type="checkbox"/> <b>Organizational/Policy</b></p> <p><input checked="" type="checkbox"/> <b>Environmental Change</b></p> | <p><b>Lead Agency:</b> Healthy Carolinians of Orange County, MH&amp;SA Committee</p> <p><b>Role:</b> By March 2019, the MH&amp;SA committee will determine youth consumption of e-cigarettes and advocate including e-cigarettes in the already existing point-of-sale compliance checks, and educate and present information on e-cigarettes to school administration to encourage enforcement for the already implemented 100% tobacco free school policies.</p> <p><input type="checkbox"/> <b>New partner</b> <input checked="" type="checkbox"/> <b>Established partner</b></p> <p><b>Target population representative:</b></p> <ul style="list-style-type: none"> <li>• Chapel Hill Carrboro City Schools</li> <li>• Insight Human Services</li> <li>• Orange County Emergency Services</li> <li>• Orange County Health Department</li> <li>• Orange County Law Enforcement</li> <li>• Orange County municipalities – Chapel Hill, Carrboro, Hillsborough</li> <li>• Orange County Schools</li> <li>• Orange Partnership for Alcohol &amp; Drug Free Youth</li> <li>• UNC Chapel Hill</li> <li>• Youth Tobacco Reality Unfiltered (TRU)</li> </ul> <p><b>Role:</b> Assist with education on tobacco prevention and use of e-cigarettes; support and advocate including e-cigarettes in the already existing point-of-sale compliance checks;</p> <p><input checked="" type="checkbox"/> <b>New partner</b> <input checked="" type="checkbox"/> <b>Established partner</b></p> | <p><b>Expected outcomes:</b></p> <ul style="list-style-type: none"> <li>• Stabilize and/or limit the rise of tobacco use among youth as it relates to e-cigarettes.</li> <li>• Present to school administration staff to encourage enforcement for the already implemented 100% tobacco free school policies.</li> </ul> <p><b>Anticipated barriers:</b> Any potential barriers? <input checked="" type="checkbox"/> Y <input type="checkbox"/> N<br/><b>If yes, explain how intervention will be adapted:</b></p> <ul style="list-style-type: none"> <li>• Maintain lines of communication with school staff and build relationships with administration to encourage enforcement of the already existing 100% tobacco free school policy.</li> <li>• Coordinate with the Health Department’s Health Informatics Manager and designated school staff, to stay informed on youth data trends related to e-cigarette and tobacco use.</li> </ul> <p><b>List anticipated intervention team members:</b></p> <ul style="list-style-type: none"> <li>• Healthy Carolinians MH&amp;SA Committee: <ul style="list-style-type: none"> <li>○ Cardinal Innovations Healthcare Solutions</li> <li>○ Chapel Hill Carrboro City Schools</li> <li>○ Chapel Hill Police Department</li> <li>○ Compeer</li> <li>○ County Residents</li> <li>○ Freedom House Recovery Center</li> <li>○ Insight Human Services</li> <li>○ NAMI Orange County</li> <li>○ NC Division of Public Health’s Injury and Violence Prevention Branch</li> <li>○ Orange County Department on Aging</li> <li>○ Orange County Emergency Services</li> <li>○ Orange County Health Department</li> <li>○ Orange Partnership for Alcohol &amp; Drug Free Youth</li> <li>○ Piedmont Health Services</li> <li>○ UNC Chapel Hill</li> <li>○ UNC Health Care</li> </ul> </li> </ul> |

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|--|--|---|---|
|  |  | <p><b>Partners:</b></p> <ul style="list-style-type: none"> <li>• Chapel Hill Carrboro City Schools</li> <li>• Healthy Carolinians MH&amp;SA committee</li> <li>• Insight Human Services</li> <li>• Orange County Emergency Services</li> <li>• Orange County Health Department</li> <li>• Orange County Law Enforcement</li> <li>• Orange County Schools</li> <li>• Orange Partnership for Alcohol &amp; Drug Free Youth</li> <li>• Youth Tobacco Reality Unfiltered (TRU) Clubs</li> </ul> <p><b>Role:</b> Monitor and collect youth data related to tobacco use; educate youth of the harmful effects of e-cigarettes and tobacco; work with law enforcement to encourage e-cigarettes in the already existing point-of-sale compliance checks; encourage enforcement for the already implemented 100% tobacco free school policies to include e-cigarettes.</p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p><b>How you market the intervention:</b></p> <ul style="list-style-type: none"> <li>• Co-promotion with the school systems and target population representatives, Social Media, Websites, Newsletters, Earned Media, Bulletins, Word of Mouth</li> </ul> | <p><b>Do intervention team members need additional training?</b><br/> <input type="checkbox"/> Y <input checked="" type="checkbox"/> N</p> <p><b>If yes, list training plan:</b></p> <ul style="list-style-type: none"> <li>• Trainings on e-cigarettes as new information arises or as needed.</li> </ul> <p><b>Quantify what you will do:</b></p> <ul style="list-style-type: none"> <li>• Annually monitor and collect data from the Youth Risk Behavior Survey (or equivalent) on youth consumption and usage of e-cigarettes and tobacco.</li> <li>• Encourage local law enforcement and advocate including e-cigarettes in the already existing point-of-sale compliance checks.</li> <li>• Work with TRU clubs to educate youth on the harmful effects of e-cigarettes and tobacco.</li> <li>• Educate and present information on e-cigarettes to school administration to encourage enforcement for the already implemented 100% tobacco free school policies.</li> </ul> <p><b>List how agency will monitor intervention activities and feedback from participants/stakeholders:</b></p> <ul style="list-style-type: none"> <li>• Monthly committee meetings</li> <li>• Monitor YRBS (or equivalent) data as it is regularly updated and released.</li> </ul> <p><b>Evaluation:</b><br/> <b>Please provide plan for evaluating intervention:</b></p> <ul style="list-style-type: none"> <li>• Analyze YRBS (or equivalent) data, to determine youth tobacco consumption.</li> <li>• Track progress on enforcement of already existing 100% tobacco free schools</li> <li>• Track progress on inclusion of e-cigarettes in already existing point-of-sale compliance checks.</li> </ul> |
|--|--|---|---|

| <b><u>INTERVENTIONS:<br/>SETTING, &amp; TIMEFRAME</u></b>   | <b><u>LEVEL OF INTERVENTION<br/>CHANGE</u></b>  | <b><u>COMMUNITY PARTNERS'<br/>Roles and Responsibilities</u></b>  | <b><u>PLAN HOW YOU WILL EVALUATE EFFECTIVENESS</u></b>   |
|---|---|---|--|
| <p><b>Intervention:</b> Reduce prescription drug overdose, increase and encourage use of the Controlled Substances Reporting System (CSRS); and increase and encourage use of prescription drug lock boxes among Orange County residents.</p> <p><input checked="" type="checkbox"/> <b>New</b> <input checked="" type="checkbox"/> <b>Ongoing</b> <input type="checkbox"/> <b>Completed</b></p> <p><b>Setting:</b> Orange County</p> <p><b>Target population:</b> Orange County Residents, Medical Providers</p> <p><b>New Target Population:</b><br/><input type="checkbox"/> Y <input checked="" type="checkbox"/> N</p> <p><b>Start Date – End Date (mm/yy):</b><br/>September 2016 – March 2019</p> <p><b>Targets health disparities:</b><br/><input checked="" type="checkbox"/> Y <input type="checkbox"/> N</p> | <p><input checked="" type="checkbox"/> <b>Individual/Interpersonal Behavior</b></p> <p><input type="checkbox"/> <b>Organizational/Policy</b></p> <p><input checked="" type="checkbox"/> <b>Environmental Change</b></p> | <p><b>Lead Agency:</b> Healthy Carolinians of Orange County, MH&amp;SA Committee</p> <p><b>Role:</b> By March 2019 the MH&amp;SA committee will work with the Orange County Health Department and the Orange Partnership for Alcohol and Drug Free Youth to distribute 300 Naloxone kits and 400 prescription drug lock boxes to Orange County residents; while also working with local providers to establish baseline CSRS utilization among local enrolled providers over time.</p> <p><input type="checkbox"/> <b>New partner</b> <input checked="" type="checkbox"/> <b>Established partner</b></p> <p><b>Target population representative:</b></p> <ul style="list-style-type: none"> <li>• Chapel Hill Carrboro City Schools</li> <li>• Compeer</li> <li>• Freedom House Recovery Center</li> <li>• Insight Human Services</li> <li>• NAMI Orange County</li> <li>• Orange County Department on Aging</li> <li>• Orange County Emergency Services</li> <li>• Orange County Health Department</li> <li>• Orange County Law Enforcement</li> <li>• Orange County municipalities – Chapel Hill, Carrboro, Hillsborough</li> <li>• Orange County Schools</li> <li>• Orange Partnership for Alcohol &amp; Drug Free Youth</li> <li>• Piedmont Health Services</li> <li>• Public Health Medical Reserve Corp</li> <li>• UNC Chapel Hill</li> </ul> <p><b>Role:</b> Assist with encouraging use of and promoting education on Naloxone (Narcan); recruit UNC Pharmacy students to assist in</p> | <p><b>Expected outcomes:</b></p> <ul style="list-style-type: none"> <li>• Support and provide 300 naloxone kits to Orange County residents.</li> <li>• Support and provide 400 prescription lock boxes to at-risk families.</li> <li>• Establish baseline CSRS utilization among local enrolled providers over time.</li> </ul> <p><b>Anticipated barriers:</b> Any potential barriers? <input checked="" type="checkbox"/> Y <input type="checkbox"/> N<br/><b>If yes, explain how intervention will be adapted:</b></p> <ul style="list-style-type: none"> <li>• While current CSRS utilization data is unavailable, the committee will work with NC CSRS Program Coordinator to be notified of system capability of utilization tracking by 2019.</li> <li>• Due to lack of awareness, work with student groups, such as Pharmacy students at UNC, to make contact with medical providers to increase enrollment and utilization with the CSRS.</li> </ul> <p><b>List anticipated intervention team members:</b></p> <ul style="list-style-type: none"> <li>• Healthy Carolinians MH&amp;SA Committee: <ul style="list-style-type: none"> <li>○ Cardinal Innovations Healthcare Solutions</li> <li>○ Chapel Hill Carrboro City Schools</li> <li>○ Chapel Hill Police Department</li> <li>○ Compeer</li> <li>○ County Residents</li> <li>○ Freedom House Recovery Center</li> <li>○ Insight Human Services</li> <li>○ NAMI Orange County</li> <li>○ NC Division of Public Health’s Injury and Violence Prevention Branch</li> <li>○ Orange County Department on Aging</li> <li>○ Orange County Emergency Services</li> <li>○ Orange County Health Department</li> <li>○ Orange Partnership for Alcohol &amp; Drug Free Youth</li> <li>○ Piedmont Health Services</li> <li>○ UNC Chapel Hill</li> </ul> </li> </ul> |

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|  |  | <p>CSRS utilization increase; partner with existing committee's/coalitions to provide prescription drug lock boxes to at-risk populations.</p> <p><input checked="" type="checkbox"/>New partner <input checked="" type="checkbox"/>Established partner</p> <p><b>Partners:</b></p> <ul style="list-style-type: none"> <li>• Freedom House Recovery Center</li> <li>• Healthy Carolinians MH&amp;SA committee</li> <li>• Medical Providers</li> <li>• MH&amp;SA Committee Members</li> <li>• NAMI Orange County</li> <li>• NC Division of Mental Health, Developmental Disabilities and Substance Abuse Services</li> <li>• NC Division of Public Health's Injury and Violence Prevention Branch</li> <li>• Orange County Emergency Services</li> <li>• Orange County Health Department</li> <li>• Orange County Law Enforcement</li> <li>• Orange Partnership for Alcohol &amp; Drug Free Youth</li> <li>• Public Health Medical Reserve Corp.</li> <li>• UNC Health Care</li> <li>• UNC Pharmacy Students</li> </ul> <p><b>Role:</b> Encourage use of, educate on and provide Naloxone and prescription drug lock boxes to Orange County residents; educate and encourage providers to regularly utilize CSRS; provide data on CSRS utilization.</p> <p><input type="checkbox"/>New partner <input checked="" type="checkbox"/>Established partner</p> <p><b>How you market the intervention:</b></p> <ul style="list-style-type: none"> <li>• Social Media, Websites, Newsletters, Earned Media, Bulletins, Word of Mouth, Email listservs,</li> </ul> | <ul style="list-style-type: none"> <li>○ UNC Health Care</li> </ul> <p><b>Do intervention team members need additional training?</b><br/> <input checked="" type="checkbox"/>Y <input type="checkbox"/>N</p> <p><b>If yes, list training plan:</b></p> <ul style="list-style-type: none"> <li>• Education and training for the CSRS; Education and training for Naloxone.</li> </ul> <p><b>Quantify what you will do:</b></p> <ul style="list-style-type: none"> <li>• Work with UNC students to encourage local enrolled medical providers to increase utilization of the CSRS and work with NC CSRS Program Coordinator to be notified of system capability of utilization tracking.</li> <li>• Partner with and support the Public Health Reserve Corp and Orange Partnership for Alcohol Drug Free Youth to distribute prescription lock boxes to Orange County families.</li> <li>• Partner and support the Orange County Health Department and the Public Health Reserve Corp to educate on and distribute Naloxone to Orange County residents.</li> </ul> <p><b>List how agency will monitor intervention activities and feedback from participants/stakeholders:</b></p> <ul style="list-style-type: none"> <li>• Monthly committee meetings</li> <li>• Feedback and communication with UNC students.</li> <li>• Feedback and communication with Orange Partnership for Alcohol and Drug Free Youth, Public Health Reserve Corp and the Orange County Health Department on distribution and tracking efforts.</li> <li>• Communication with NC CSRS Program Coordinator on CSRS tracking and data.</li> </ul> <p><b>Evaluation:</b><br/> <b>Please provide plan for evaluating intervention:</b></p> <ul style="list-style-type: none"> <li>• Track the distribution of prescription lock boxes and Naloxone kits dispersed to county residents and families.</li> <li>• Monitor and track UNC student outreach activities towards local medical providers.</li> </ul> |
|--|--|---|--|

| <u>INTERVENTIONS:<br/>SETTING, &amp; TIMEFRAME</u>   | <u>LEVEL OF INTERVENTION<br/>CHANGE</u>   | <u>COMMUNITY PARTNERS'<br/>Roles and Responsibilities</u>   | <u>PLAN HOW YOU WILL EVALUATE EFFECTIVENESS</u>   |
|--|---|---|---|
| <p><b>Intervention:</b> Suicide Prevention Social Marketing/Media Campaign</p> <p><input type="checkbox"/> <b>New</b> <input checked="" type="checkbox"/> <b>Ongoing</b> <input type="checkbox"/> <b>Completed</b></p> <p><b>Setting:</b> Orange County</p> <p><b>Target population:</b> Orange County residents</p> <p><b>New Target Population:</b><br/><input type="checkbox"/> Y <input checked="" type="checkbox"/> N</p> <p><b>Start Date – End Date (mm/yy):</b><br/>September 2016 – March 2019</p> <p><b>Targets health disparities:</b><br/><input checked="" type="checkbox"/> Y <input type="checkbox"/> N</p> | <p><input checked="" type="checkbox"/> <b>Individual/Interpersonal Behavior</b></p> <p><input type="checkbox"/> <b>Organizational/Policy</b></p> <p><input checked="" type="checkbox"/> <b>Environmental Change</b></p> | <p><b>Lead Agency:</b> Healthy Carolinians of Orange County, MH&amp;SA Committee</p> <p><b>Role:</b> By March 2019, the MH&amp;SA committee will create a suicide prevention campaign to encourage residents to access 911, the Suicide Prevention Lifeline, and Cardinal Access line as sources of intervention, treatment and referral.</p> <p><input type="checkbox"/> <b>New partner</b> <input checked="" type="checkbox"/> <b>Established partner</b></p> <p><b>Target population representative:</b></p> <ul style="list-style-type: none"> <li>• Cardinal Innovations Healthcare</li> <li>• Chapel Hill Carrboro City Schools</li> <li>• Compeer</li> <li>• County Law Enforcement</li> <li>• Faith Connections</li> <li>• Freedom House Recovery Center</li> <li>• Insight Human Services</li> <li>• NAMI Orange County</li> <li>• Orange County Department on Aging</li> <li>• Orange County Emergency Services</li> <li>• Orange County Health Department</li> <li>• Orange County Schools</li> <li>• Orange Partnership for Alcohol &amp; Drug Free Youth</li> <li>• Piedmont Health Services</li> <li>• Stigma Free Carolina</li> <li>• UNC Health Care</li> </ul> <p><b>Role:</b> Assist in development of campaign; provide information on county referral resources and services available; help distribute campaign messaging, materials and resources to Orange County residents.</p> <p><input type="checkbox"/> <b>New partner</b> <input checked="" type="checkbox"/> <b>Established partner</b></p> | <p><b>Expected outcomes:</b></p> <ul style="list-style-type: none"> <li>• Increased 911, Suicide Prevention Lifeline, and Cardinal Access line referral sources for those identified at-risk of suicide.</li> <li>• Decrease the rate and number of suicides and number of attempts due to early intervention and referral services.</li> </ul> <p><b>Anticipated barriers:</b> Any potential barriers? <input checked="" type="checkbox"/> Y <input type="checkbox"/> N<br/><b>If yes, explain how intervention will be adapted:</b></p> <ul style="list-style-type: none"> <li>• Partner with target population representatives to receive data from various referral sources (e.g. 911, suicide lifeline, Cardinal, etc.)</li> <li>• Coordinate and work with Orange County’s multiple law enforcement agencies to obtain referral and intake data that will best measure referrals.</li> </ul> <p><b>List anticipated intervention team members:</b></p> <ul style="list-style-type: none"> <li>• Healthy Carolinians MH&amp;SA Committee: <ul style="list-style-type: none"> <li>○ Cardinal Innovations Healthcare Solutions</li> <li>○ Chapel Hill Carrboro City Schools</li> <li>○ Chapel Hill Police Department</li> <li>○ Compeer</li> <li>○ County Residents</li> <li>○ Freedom House Recovery Center</li> <li>○ Insight Human Services</li> <li>○ NAMI Orange County</li> <li>○ NC Division of Public Health’s Injury and Violence Prevention Branch</li> <li>○ Orange County Department on Aging</li> <li>○ Orange County Emergency Services</li> <li>○ Orange County Health Department</li> <li>○ Orange Partnership for Alcohol &amp; Drug Free Youth</li> <li>○ Piedmont Health Services</li> <li>○ UNC Chapel Hill</li> <li>○ UNC Health Care</li> </ul> </li> </ul> <p><b>Do intervention team members need additional training?</b></p> |

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|--|--|--|---|
|  |  | <p><b>Partners:</b></p> <ul style="list-style-type: none"> <li>• Cardinal Innovations Healthcare</li> <li>• Chapel Hill Carrboro City Schools</li> <li>• Department on Aging</li> <li>• Faith Based Organizations</li> <li>• Faith Connections</li> <li>• Freedom House Recovery Center</li> <li>• Health Department</li> <li>• Healthy Carolinians MH&amp;SA Committee</li> <li>• Media</li> <li>• MH&amp;SA Committee Members</li> <li>• NAMI Orange County</li> <li>• NC Division of Public Health's Injury and Violence Prevention Branch</li> <li>• Orange County EMS</li> <li>• Orange County Law Enforcement</li> <li>• Orange County Schools</li> <li>• Suicide Prevention Lifeline</li> <li>• UNC Hospital and ED</li> <li>• UNC Injury Prevention Research Center</li> <li>• UNC Public Safety</li> </ul> <p><b>Role:</b> Assist in development and promotion of campaign; provide information on county referral resources and services available; provide and share data and information from referral sources.</p> <p><input checked="" type="checkbox"/>New partner <input checked="" type="checkbox"/>Established partner</p> <p><b>How you market the intervention:</b></p> <ul style="list-style-type: none"> <li>• Social Media, newsletters, websites, email listservs, earned media, word of mouth, county transportation, etc.</li> </ul> | <p><input checked="" type="checkbox"/>Y <input type="checkbox"/>N</p> <p><b>If yes, list training plan:</b></p> <ul style="list-style-type: none"> <li>• Suicide prevention and education trainings for Mental Health First Aid (MHFA) and Question, Persuade, Refer (QPR).</li> </ul> <p><b>Quantify what you will do:</b></p> <ul style="list-style-type: none"> <li>• Research existing suicide prevention campaigns to obtain ideas and suggestions to adapt to Orange County.</li> <li>• Contact Suicide Prevention Lifeline representatives to determine if trackable data is attainable from Orange County residents.</li> <li>• Contact and work with the Suicide Prevention Lifeline, Law Enforcement, and Cardinal Innovations to determine and track the number of calls received from Orange County.</li> <li>• Work with the Health Department and the Injury Prevention Branch to obtain and track county level data related to suicide attempts and completions.</li> </ul> <p><b>List how agency will monitor intervention activities and feedback from participants/stakeholders:</b></p> <ul style="list-style-type: none"> <li>• Monthly committee meetings</li> <li>• Through regular contact and follow-up with law enforcement, Suicide Prevention Lifeline, the Health Department, county suicide prevention efforts and other groups that collect data or work in the area of suicide prevention.</li> </ul> <p><b>Evaluation:</b><br/><b>Please provide plan for evaluating intervention:</b></p> <ul style="list-style-type: none"> <li>• Track and obtain incoming data from the Suicide Prevention Lifeline to determine how often assistance and resources are provided to Orange County residents.</li> <li>• Annually review county level data on the number of completed suicides and suicide related injuries/attempts.</li> </ul> |
|--|--|--|---|



# Community Health Action Plan 2016

**County:** Orange County

**Period Covered:** 2016-2019

**Partnership/Health Steering Committee, if applicable:** Healthy Carolinians of Orange County

**Community Health Priority identified in the most recent CHA:** Physical Activity & Nutrition

**Local Community Objective:** *(Working description/name of community objective)*

1. Increase the number of physical activity opportunities available to rural Elementary and Middle School families by promoting and recruiting for 10 existing Girls on the Run programs.
2. Increase the number of healthy food options provided to rural and low-income students and families, enrolled with Orange County Schools, by providing bags of fresh fruits and vegetables to 200 eligible students.
3. Increase knowledge and influence behavior change related to eating smart and moving more by encouraging 10 agency partners to promote a county-wide, consistent messaging campaign that will distribute messages through a variety of established channels and media, over 6-months.
4. Increase the number of healthy eating opportunities available to Orange County students and adults by supporting and advocating for 3 Share our Strength's Cooking Matters educational classes per year, in addition to other nutrition education curriculums.

(check one):  **New**     **Ongoing** *(addressed in previous Action Plan)*

■ **Baseline Data:** *(State measure/numerical value. Include date and source of current information):*

- 43% of Orange County adults did not meet aerobic nor strengthening guidelines. (Behavioral Risk Factor Surveillance Survey, (2011). Retrieved from [http://www.cdc.gov/brfss/annual\\_data/annual\\_2011.htm](http://www.cdc.gov/brfss/annual_data/annual_2011.htm)).
- 1 in 5 adults, in Orange County, are obese. (Behavioral Risk Factor Surveillance Survey, (2011). Retrieved from [http://www.cdc.gov/brfss/annual\\_data/annual\\_2011.htm](http://www.cdc.gov/brfss/annual_data/annual_2011.htm)).
- 45% of Orange County high schoolers do not eat one or more servings of fruits and vegetables a day. (Youth Risk Behavior Surveillance Survey, (2011). Retrieved from <http://www.cdc.gov/healthyyouth/data/topics/npao.htm>).
- 75.4% of Orange County adults do not eat 5+ fruits or vegetables a day. (Behavioral Risk Factor Surveillance Survey, (2011). Retrieved from [http://www.cdc.gov/brfss/annual\\_data/annual\\_2011.htm](http://www.cdc.gov/brfss/annual_data/annual_2011.htm)).
- 42.2% of students in Orange County Schools are enrolled in the Free and Reduced meal program (North Carolina Department of Public Instruction, (2015), Division of Financial and Business Services. "Free & Reduced Meal Application Data." Available online at: <http://www.ncpublicschools.org/fbs/resources/data/>.)
- Out of 7,454 total students enrolled within Orange County Schools, over 1/3 (over 2,700) of them are considered Economically Disadvantaged. (North Carolina Department of Public Instruction, (2015), Division of Financial and Business Services. "Free & Reduced Meal Application Data." Available online at: <http://www.ncpublicschools.org/fbs/resources/data/>.)

- **For continuing objective provide the updated information:** *(State measure/numerical value. Include date and source of current information):*
- **Healthy NC 2020 Objective** that most closely aligns with focus area chosen below:
  - *Physical Activity & Nutrition:*
    - Increase the percentage of adults getting/meeting CDC Aerobic Recommendations
    - Increase the percentage of high school students who are neither overweight nor obese
    - Increase the percentage of adults who consume fruit one or more times per day.
    - Increase the percentage of adults who consume vegetables one or more times a day.

**Population(s)**

**I. Describe the local target population that will be impacted by this community objective:**

- *Lower Income* – 15% of low income youth, under 19 years of age, are uninsured in Orange County. Approximately 23,590 (16.8%) Orange County residents are living below the federal poverty level, with the highest age group being among those 18 to 64 years.
- *Rural Orange County* - 28.5% of the county population
- *Students on free/reduced lunch in Orange County Schools*- 42.2%
- *Underinsured and/or uninsured adults*- Approximately 21,480 (15.3%) Orange County residents 0-64 years of age are uninsured.

**A. Total number of persons in the target population specific to this action plan:** 24,640

**B. Total number of persons in the target population to be reached by this action plan:** 3,860

**C. Calculate the impact of this action plan:**

**(Total # in B divided by total # in A) X 100% = 15.7% of the target population reached by the action plan.)**

**Healthy North Carolina 2020 Focus Area Addressed:** Each of the two CHA priorities selected for submission must have a corresponding *Healthy NC 2020* focus area that aligns with your local community objectives.

- **Check below the applicable Healthy NC 2020 focus area(s) for this action plan.**

*For more detailed information and explanation of each focus area, please visit the following websites:*

<http://publichealth.nc.gov/hnc2020/foesummary.htm> AND <http://publichealth.nc.gov/hnc2020/>

- Tobacco Use
- Physical Activity & Nutrition
- Injury
- Sexually Transmitted Diseases/Unintended Pregnancy

- Maternal & Infant Health
- Substance Abuse
- Mental Health
- Infectious Disease/Foodborne Illness
- Oral Health

- Social Determinants of Health
- Environmental Health
- Chronic Disease
- Cross-cutting

**Selection of Strategy/Intervention Table**

- Complete this table for all strategies/interventions that you plan to implement.
- At least two of the three selected community health priorities must be from the 13 Healthy North Carolina 2020 (HNC 2020) focus areas. For these 2 priorities, there must be 2 evidence based strategies (EBS) for each action plan. (Insert rows as needed if you choose more than 2 EBS.)

| Strategy/Intervention(s)  | Strategy/Intervention Goal(s)   | Implementation Venue(s)  | Resources Utilized/Needed for Implementation   |
|---|---|--|--|
| <p><b>Name of Intervention:</b> Eat Smart Move More Consistent Messaging Campaign</p> <p><b>Community Strengths/Assets:</b></p> <ul style="list-style-type: none"> <li>• 2011 ESMM OC Toolkit</li> </ul>  | <p><b>S.M.A.R.T Goals:</b> By March 2019, the Physical Activity &amp; Nutrition Committee will increase knowledge and influence behavior change related to eating smart and moving more by encouraging 10 agency partners to promote a county-wide, consistent messaging campaign that will distribute messages through a variety of established channels and media, over 6-months.</p> | <p><b>Target Population(s):</b> Low-income families and residents</p> <p><b>Venue:</b> Orange County organizations, businesses, hospital and local government.</p>   | <p><b>Resources Needed:</b></p> <ul style="list-style-type: none"> <li>• Agency Partners</li> <li>• Personnel: Healthy Carolinians Coordinator</li> <li>• Updated ESMM OC Consistent Messaging Campaign Toolkit</li> <li>• Evaluation Plan</li> <li>• Media Support</li> </ul>   |
| <p><b>Name of Intervention:</b> Share our Strength’s Cooking Matters/Nutrition Education</p> <p><b>Community Strengths/Assets:</b></p> <ul style="list-style-type: none"> <li>• Chapel Hill Carrboro City Schools</li> <li>• Head Start/Early Head Start</li> <li>• Inter-Faith Food Shuttle</li> <li>• Orange County Cooperative Extension/EFNEP</li> <li>• Orange County Food Council</li> <li>• Orange County Health Department</li> <li>• Orange County Schools</li> <li>• SNAP-ED UNC</li> <li>• UNC Healthcare</li> <li>• UNC Wellness</li> </ul> | <p><b>S.M.A.R.T Goals:</b> By March 2019, the Physical Activity &amp; Nutrition Committee will support and advocate for 3 Share our Strength’s Cooking Matters educational classes per year, in addition to other nutrition education curriculums.</p>  | <p><b>Target Population(s):</b> Low-income adults and families in Orange County.</p> <p><b>Venue:</b> UNC Healthcare, Hillsborough Campus, Cooperative Extension/EFNEP, and Community Partner Locations/Agencies</p> | <p><b>Resources Needed:</b></p> <ul style="list-style-type: none"> <li>• Trained Nutrition Education Instructors</li> <li>• Facility Space</li> <li>• Support Materials/Supplies</li> <li>• Recruitment &amp; Promotion</li> <li>• Personnel</li> <li>• Transportation Support</li> <li>• Evaluation Plan</li> <li>• UNC Healthcare</li> </ul> |

**Interventions Specifically Addressing Chosen Health Priority** *(Insert rows as needed.)*

| <u>INTERVENTIONS:<br/>SETTING, &amp; TIMEFRAME</u>   | <u>LEVEL OF<br/>INTERVENTION CHANGE</u>  | <u>COMMUNITY PARTNERS'<br/>Roles and Responsibilities</u>   | <u>PLAN HOW YOU WILL EVALUATE<br/>EFFECTIVENESS</u>  |
|--|--|---|--|
| <p><b>Intervention:</b> Eat Smart Move More Consistent Messaging Campaign (ESMM OC)</p> <p><input type="checkbox"/> New <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Completed</p> <p><b>Setting:</b> Orange County – within businesses, organizations, hospitals and local government agencies.</p> <p><b>Target population:</b> Those who live and work in Orange County</p> <p><b>New Target Population:</b> <input type="checkbox"/> Y <input checked="" type="checkbox"/> N</p> <p><b>Start Date – End Date (mm/yy):</b><br/>September 2016 – March 2019</p> <p><b>Targets health disparities:</b> <input checked="" type="checkbox"/> Y <input type="checkbox"/> N</p> | <p><input type="checkbox"/> Individual / Interpersonal Behavior</p> <p><input checked="" type="checkbox"/> Organizational/Policy</p> <p><input checked="" type="checkbox"/> Environmental Change</p> | <p><b>Lead Agency:</b> Healthy Carolinians of Orange County Physical Activity &amp; Nutrition Committee</p> <p><b>Role:</b> By March 2019, the Physical Activity &amp; Nutrition Committee will increase knowledge and influence behavior change related to eating smart and moving more by encouraging 10 agency partners to promote a county-wide, consistent messaging campaign that will distribute messages through a variety of established channels and media, over 6-months.</p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p><b>Target population representative:</b></p> <ul style="list-style-type: none"> <li>• Chapel Hill - Carrboro YMCA</li> <li>• Chapel Hill Carrboro City Schools</li> <li>• Head Start/Early Head Start</li> <li>• Local Law Enforcement</li> <li>• Orange County Cooperative Extension</li> <li>• Orange County Department of Social Services</li> <li>• Orange County Department on Aging</li> <li>• Orange County Health Department</li> <li>• Orange County Schools</li> <li>• Parks and Recreation – Hillsborough, Carrboro, Chapel Hill</li> <li>• Piedmont Health Services</li> <li>• Planet Fitness</li> <li>• Sportsplex</li> <li>• The Family Success Alliance</li> <li>• UNC Healthcare</li> <li>• UNC Wellness Center</li> </ul> <p><b>Role:</b> Offer support and resources to the people they serve to encourage individuals to be more active and make healthier food choices.</p> | <p><b>Expected outcomes:</b></p> <ul style="list-style-type: none"> <li>• Encourage 10 partners (new and returning) to adopt and actively participate in the county-wide messaging campaign, and promote the six ESMM OC messages, 3 diverse ways over 6 months.</li> <li>• Reach 3,000 families during the 6-month campaign period.</li> <li>• Members of the committee will produce 6 media messages during the 6-month period.</li> <li>• 50 people will visit the HCOC website during the course of the campaign.</li> </ul> <p><b>Anticipated barriers:</b> Any potential barriers?<br/><input checked="" type="checkbox"/> Y <input type="checkbox"/> N</p> <p><b>If yes, explain how intervention will be adapted:</b></p> <ul style="list-style-type: none"> <li>• Momentum could potentially be lost with participating partners. If so, encourage consistent participation by providing previously designed messages.</li> </ul> <p><b>List anticipated intervention team members:</b></p> <ul style="list-style-type: none"> <li>• Chapel Hill Carrboro City Schools</li> <li>• County Residents</li> <li>• Head Start/Early Head Start</li> <li>• Orange County Cooperative Extension</li> <li>• Orange County Department on Aging</li> <li>• Orange County Health Department</li> <li>• Orange County Schools</li> <li>• Parks and Recreation – Orange County, Carrboro, Chapel Hill</li> <li>• SNAP-ED UNC</li> <li>• UNC Healthcare</li> <li>• UNC Wellness</li> </ul> <p><b>Do intervention team members need additional training?</b></p> |

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|  |  | <p><input checked="" type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p><b>Partners:</b></p> <ul style="list-style-type: none"> <li>• Chapel Hill - Carrboro YMCA</li> <li>• Chapel Hill Carrboro Chamber of Commerce</li> <li>• Child Care Centers</li> <li>• Head Start/Early Head Start</li> <li>• Local Media</li> <li>• No Kid Hungry</li> <li>• Orange County Cooperative Extension</li> <li>• Orange County Department of Social Services</li> <li>• Orange County Department on Aging</li> <li>• Orange County Health Department</li> <li>• Orange County Schools</li> <li>• Parks and Recreation – Hillsborough, Carrboro, Chapel Hill</li> <li>• Physical Activity &amp; Nutrition Committee Members</li> <li>• Piedmont Health Services</li> <li>• Planet Fitness</li> <li>• PORCH</li> <li>• Sportsplex</li> <li>• TABLE</li> <li>• The Family Success Alliance</li> <li>• UNC Health Promotion Disease Prevention</li> <li>• UNC Healthcare</li> <li>• UNC Wellness Center</li> </ul> <p><b>Role:</b> Incorporate and promote ESMM OC messaging within their agency/organization; participate in ESMM OC trainings; respond to partner survey on participation efforts and outcomes; Evaluate effectiveness.</p> <p><input checked="" type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p><b>How you market the intervention:</b> social media, earned media, flyers, newsletters, websites, word of mouth, email listservs, etc.</p> | <p><input checked="" type="checkbox"/> Y <input type="checkbox"/> N</p> <p><b>If yes, list training plan:</b> Training on the ESMM OC Consistent Messaging Campaign.</p> <p><b>Quantify what you will do:</b></p> <ul style="list-style-type: none"> <li>• Recruit 10 committed partners (old and new) to implement Eat Smart Move More Orange County.</li> <li>• Hold trainings for partners on messaging and tools needed for implementation.</li> <li>• Survey to monitor, track and evaluate monthly participation of partners.</li> <li>• Create and produce 6 media messages, written by committee members, and submit/share them through local media channels.</li> <li>• Determine HCOC website visits after the 6-months by tracking and evaluating website activity.</li> </ul> <p><b>List how agency will monitor intervention activities and feedback from participants/stakeholders:</b></p> <ul style="list-style-type: none"> <li>• Monthly committee meeting</li> <li>• Administration and review of partner surveys</li> </ul> <p><b>Evaluation:</b><br/> <b>Please provide plan for evaluating intervention:</b></p> <ul style="list-style-type: none"> <li>• Administer monthly surveys to participating partners to determine estimated reach of county residents.</li> <li>• Produced evidence of media messages created and displayed through various media outlets.</li> <li>• Track monthly website visits to determine traffic on the HCOC website, over the 6-months.</li> </ul> |
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| <b><u>INTERVENTIONS:<br/>SETTING, &amp; TIMEFRAME</u></b>   | <b><u>LEVEL OF<br/>INTERVENTION CHANGE</u></b>   | <b><u>COMMUNITY PARTNERS'<br/>Roles and Responsibilities</u></b>  | <b><u>PLAN HOW YOU WILL EVALUATE<br/>EFFECTIVENESS</u></b>  |
|---|--|---|---|
| <p>Intervention: Share our Strengths Cooking Matters</p> <p><input checked="" type="checkbox"/> New <input type="checkbox"/> Ongoing <input type="checkbox"/> Completed</p> <p>Setting: Orange County</p> <p>Target population: Low-income adults and families</p> <p>New Target Population: <input type="checkbox"/> Y <input checked="" type="checkbox"/> N</p> <p>Start Date – End Date (mm/yy):<br/>September 2016 – March 2019</p> <p>Targets health disparities: <input checked="" type="checkbox"/> Y <input type="checkbox"/> N</p> | <p><input checked="" type="checkbox"/> Individual/Interpersonal Behavior</p> <p><input type="checkbox"/> Organizational/Policy</p> <p><input checked="" type="checkbox"/> Environmental Change</p> | <p>Lead Agency: Healthy Carolinians of Orange County Physical Activity &amp; Nutrition Committee</p> <p>Role: By March 2019, the Physical Activity &amp; Nutrition Committee will support and advocate for 3 Share our Strength’s Cooking Matters educational classes per year, in addition to other nutrition education curriculums in support of UNC Healthcare and Cooperative Extension.</p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p>Target population representative:</p> <ul style="list-style-type: none"> <li>• Chapel Hill Carrboro City Schools</li> <li>• Chapel Hill Housing</li> <li>• Faith Community</li> <li>• Family Success Alliance</li> <li>• Head Start/Early Head Start</li> <li>• Local Food Pantries</li> <li>• Neighborhood Associations</li> <li>• Orange County Department of Social Services</li> <li>• Orange County Department on Aging</li> <li>• Orange County Health Department</li> <li>• Orange County Schools</li> <li>• Piedmont Health Services</li> <li>• UNC Healthcare</li> </ul> <p>Role: Promote and encourage adults and families to participate in community based nutrition education opportunities.</p> <p><input checked="" type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p>Partners:</p> <ul style="list-style-type: none"> <li>• Inter-Faith Food Shuttle</li> <li>• Orange County Cooperative Extension</li> <li>• Orange County Health Department</li> <li>• Physical Activity &amp; Nutrition Committee</li> </ul> | <p><b>Expected outcomes:</b></p> <ul style="list-style-type: none"> <li>• Support UNC Healthcare and Cooperative Extension and advocate Share our Strength’s Cooking Matters educational courses to 400 Orange County adults.</li> <li>• Support UNC Center for Health Promotion &amp; Disease Prevention and advocate Share our Strength’s Cooking Matters educational courses to 100 adolescents.</li> </ul> <p><b>Anticipated barriers:</b> Any potential barriers?<br/><input checked="" type="checkbox"/> Y <input type="checkbox"/> N</p> <p><b>If yes, explain how intervention will be adapted:</b></p> <ul style="list-style-type: none"> <li>• In the event that the designated numbers of participants among the target audiences for each course are not met, activities around recruitment will need to be re-assessed.</li> <li>• In the event of transportation barriers to and from the courses, the committee will work to address transportation efforts with Healthy Carolinians’ Access Committee, and local transportation professionals.</li> </ul> <p><b>List anticipated intervention team members:</b></p> <ul style="list-style-type: none"> <li>• Chapel Hill Carrboro City Schools</li> <li>• County Residents</li> <li>• Head Start/Early Head Start</li> <li>• Orange County Cooperative Extension</li> <li>• Orange County Department on Aging</li> <li>• Orange County Health Department</li> <li>• Orange County Schools</li> <li>• Parks and Recreation – Orange County, Carrboro, Chapel Hill</li> <li>• SNAP-ED UNC</li> <li>• UNC Healthcare</li> <li>• UNC Wellness</li> </ul> <p><b>Do intervention team members need additional</b></p> |

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|  |  | <p>Members</p> <ul style="list-style-type: none"> <li>• SNAP-ED UNC</li> <li>• UNC Healthcare</li> </ul> <p><b>Role:</b> Educate and facilitate provision of community based nutrition education opportunities; Evaluate effectiveness</p> <p><input checked="" type="checkbox"/> <b>New partner</b> <input checked="" type="checkbox"/> <b>Established partner</b></p> <p><b>How you market the intervention:</b> social media, earned media, flyers, newsletters, websites, bulletin inserts, word of mouth, email listservs, direct mail, etc.</p> | <p><b>training?</b><br/> <input type="checkbox"/> Y <input checked="" type="checkbox"/> N<br/> If yes, list training plan: _____</p> <p><b>Quantify what you will do:</b></p> <ul style="list-style-type: none"> <li>• Promote and recruit adult participants for Cooking Matters, sponsored by UNC Healthcare, to accommodate 3 classes per year that will hold a maximum of 15 participants.</li> <li>• Promote and recruit 400 adult for Nutrition Education classes that are being sponsored by community partners, annually.</li> </ul> <p><b>List how agency will monitor intervention activities and feedback from participants/stakeholders:</b></p> <ul style="list-style-type: none"> <li>• Monthly Committee Meetings</li> <li>• Interactions with UNC Healthcare, EFNEP, UNC Center for Health Promotion &amp; Disease Prevention nutrition education Coordinators.</li> </ul> <p><b>Evaluation:</b><br/> <b>Please provide plan for evaluating intervention:</b></p> <ul style="list-style-type: none"> <li>• Through UNC Healthcare, EFNEP, and Share our Strength's Cooking Matters, evaluations will be completed on adult participants by way of pre and post-tests at the end of each course.</li> <li>• Through UNC Center for Health Promotion &amp; Disease Prevention and Share our Strength's Cooking Matters, evaluations will be completed on adolescent participants by way of pre and post-tests at the end of each course.</li> </ul> |
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| <u>INTERVENTIONS:<br/>SETTING, &amp; TIMEFRAME</u>  | <u>LEVEL OF INTERVENTION<br/>CHANGE</u>  | <u>COMMUNITY PARTNERS'<br/>Roles and Responsibilities</u>   | <u>PLAN HOW YOU WILL EVALUATE<br/>EFFECTIVENESS</u>  |
|---|--|---|--|
| <p>Intervention: Girls on the Run Triangle</p> <p><input checked="" type="checkbox"/> New   <input type="checkbox"/> Ongoing   <input type="checkbox"/> Completed</p> <p>Setting: Orange County</p> <p>Target population: Elementary and Middle School aged girls in Orange County Schools</p> <p>New Target Population: <input type="checkbox"/> Y   <input checked="" type="checkbox"/> N</p> <p>Start Date – End Date (mm/yy):<br/>September 2016 – March 2019</p> <p>Targets health disparities: <input checked="" type="checkbox"/> Y   <input type="checkbox"/> N</p> | <p><input checked="" type="checkbox"/> Individual/Interpersonal Behavior</p> <p><input type="checkbox"/> Organizational/Policy</p> <p><input checked="" type="checkbox"/> Environmental Change</p> | <p>Lead Agency: Healthy Carolinians of Orange County Physical Activity &amp; Nutrition Committee</p> <p>Role: By March 2019, the Physical Activity &amp; Nutrition committee will promote and recruit Elementary and Middle school aged girls to participate in ongoing Girls on the Run programs, sponsored by UNC Healthcare.</p> <p><input type="checkbox"/> New partner   <input checked="" type="checkbox"/> Established partner</p> <p>Target population representative:</p> <ul style="list-style-type: none"> <li>• Chapel Hill Carrboro City Schools</li> <li>• Chapel Hill Housing</li> <li>• Faith Community</li> <li>• Family Success Alliance</li> <li>• Head Start/Early Head Start</li> <li>• Local Food Pantries</li> <li>• Neighborhood Associations</li> <li>• Orange County Department of Social Services</li> <li>• Orange County Department on Aging</li> <li>• Orange County Health Department</li> <li>• Orange County Schools</li> <li>• Piedmont Health Services</li> <li>• UNC Healthcare</li> </ul> <p>Role: Promote and recruit Elementary and Middle school aged girls to participate in ongoing Girls on the Run programs, being sponsored by UNC Healthcare.</p> <p><input checked="" type="checkbox"/> New partner   <input checked="" type="checkbox"/> Established partner</p> <p>Partners:</p> <ul style="list-style-type: none"> <li>• Girls on the Run Triangle</li> </ul> | <p>Expected outcomes:</p> <ul style="list-style-type: none"> <li>• Increase the number of physical activity opportunities available to rural Elementary and Middle School families by promoting and recruiting for Girls on the Run program.</li> <li>• To see the number of participants who participated in the programs to also participate in the Girls on the Run 5k that is held at the end of each year.</li> <li>• To have 10% of the active Physical Activity &amp; Nutrition Committee members participate in the Girls on the Run 5K at the end of the first year.</li> </ul> <p>Anticipated barriers: Any potential barriers?<br/><input checked="" type="checkbox"/> Y   <input type="checkbox"/> N</p> <p>If yes, explain how intervention will be adapted:</p> <ul style="list-style-type: none"> <li>• With scholarships being provided to 60% of participants, the Physical Activity &amp; Nutrition committee can offer assistance financially, to the other 40%, or solicit sponsors in order to assist those participants who may experience financial barriers.</li> <li>• With the programs being hosted at UNC Healthcare, the committee, Orange County Schools and UNC Healthcare staff can discuss transportation options for those parents who have schedule conflicts or barriers to getting their students to the hospital during the designated times.</li> </ul> <p>List anticipated intervention team members:</p> <ul style="list-style-type: none"> <li>• Chapel Hill Carrboro City Schools</li> <li>• County Residents</li> <li>• Head Start/Early Head Start</li> <li>• Orange County Cooperative Extension</li> <li>• Orange County Department on Aging</li> </ul> |

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|  |  | <ul style="list-style-type: none"> <li>• Orange County Health Department</li> <li>• Orange County Schools</li> <li>• Orange Transit</li> <li>• UNC Healthcare</li> </ul> <p><b>Role:</b> Provide education and physical activity opportunities to designated girls in the Girls on the Run Program; Assist in financial support; provide transportation; Evaluate effectiveness</p> <p><input checked="" type="checkbox"/> <b>New partner</b><br/> <input checked="" type="checkbox"/> <b>Established partner</b></p> <p><b>How you market the intervention:</b> social media, earned media, flyers, newsletters, websites, bulletin inserts, word of mouth, email listservs, direct mail, etc.</p> | <ul style="list-style-type: none"> <li>• Orange County Health Department</li> <li>• Orange County Schools</li> <li>• Parks and Recreation – Orange County, Carrboro, Chapel Hill</li> <li>• SNAP-ED UNC</li> <li>• UNC Healthcare</li> <li>• UNC Wellness</li> </ul> <p><b>Do intervention team members need additional training?</b><br/> <input type="checkbox"/> Y <input checked="" type="checkbox"/> N<br/> <b>If yes, list training plan:</b> _____</p> <p><b>Quantify what you will do:</b></p> <ul style="list-style-type: none"> <li>• Promote and recruit Elementary &amp; Middle School participants for Girls on the Run Triangle, sponsored by UNC Healthcare.</li> </ul> <p><b>List how agency will monitor intervention activities and feedback from participants/stakeholders:</b></p> <ul style="list-style-type: none"> <li>• Monthly Committee Meetings</li> <li>• Interactions with UNC Healthcare Girls on the Run Coordinator</li> </ul> <p><b>Evaluation:</b><br/> <b>Please provide plan for evaluating intervention:</b></p> <ul style="list-style-type: none"> <li>• Through UNC Healthcare and Girls on the Run Triangle, evaluations will be completed on student participants by way of pre and post-tests at the end of each year.</li> </ul> |
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| <u>INTERVENTIONS:<br/>SETTING, &amp; TIMEFRAME</u>   | <u>LEVEL OF INTERVENTION<br/>CHANGE</u>  | <u>COMMUNITY PARTNERS'<br/>Roles and Responsibilities</u>  | <u>PLAN HOW YOU WILL EVALUATE<br/>EFFECTIVENESS</u>   |
|--|--|--|---|
| <p>Intervention: Produce Bags</p> <p><input checked="" type="checkbox"/> New <input type="checkbox"/> Ongoing <input type="checkbox"/> Completed</p> <p>Setting: Orange County</p> <p>Target population: Low-income adults and families</p> <p>New Target Population: <input type="checkbox"/> Y <input checked="" type="checkbox"/> N</p> <p>Start Date – End Date (mm/yy):<br/>September 2016 – March 2019</p> <p>Targets health disparities: <input checked="" type="checkbox"/> Y <input type="checkbox"/> N</p> | <p><input checked="" type="checkbox"/> Individual/Interpersonal Behavior</p> <p><input type="checkbox"/> Organizational/Policy</p> <p><input checked="" type="checkbox"/> Environmental Change</p> | <p>Lead Agency: Healthy Carolinians of Orange County Physical Activity &amp; Nutrition Committee</p> <p>Role: By March 2019, the Physical Activity &amp; Nutrition committee will partner with Orange County Schools to provide fresh fruits and vegetables to 200 students.</p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p>Target population representative:</p> <ul style="list-style-type: none"> <li>• Family Success Alliance</li> <li>• Farm to Preschool</li> <li>• Head Start/Early Head Start</li> <li>• Interfaith Council</li> <li>• Local Food Pantries</li> <li>• Orange County Department of Social Services</li> <li>• Orange County Health Department</li> <li>• Orange County Schools</li> <li>• Parks and Recreation (Hillsborough)</li> <li>• UNC Healthcare</li> <li>• Weaver Street Market</li> </ul> <p>Role: Promote and encourage adults and families to participate in community based nutrition education opportunities.</p> <p><input checked="" type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p>Partners:</p> <ul style="list-style-type: none"> <li>• Head Start/Early Head Start</li> <li>• Orange Congregations in Mission</li> <li>• Orange County Cooperative Extension</li> <li>• Orange County Food Council</li> <li>• Orange County Health Department</li> <li>• Orange County Schools</li> </ul> | <p><b>Expected outcomes:</b></p> <ul style="list-style-type: none"> <li>• Provide fresh fruits and vegetables to 200 students enrolled in Orange County Schools</li> </ul> <p><b>Anticipated barriers:</b> Any potential barriers?<br/><input checked="" type="checkbox"/> Y <input type="checkbox"/> N</p> <p><b>If yes, explain how intervention will be adapted:</b></p> <ul style="list-style-type: none"> <li>• With resources being limited in Northern Orange County, the availability and liability to provide produce may be questionable, which may cause utilizing resources in other parts of the county and/or out of county.</li> <li>• With students being involved, working with School Board Members, Administrators and parents will need to be priority and they will need to be involved and supportive.</li> </ul> <p><b>List anticipated intervention team members:</b></p> <ul style="list-style-type: none"> <li>• Chapel Hill Carrboro City Schools</li> <li>• County Residents</li> <li>• Head Start/Early Head Start</li> <li>• Orange County Cooperative Extension</li> <li>• Orange County Department on Aging</li> <li>• Orange County Health Department</li> <li>• Orange County Schools</li> <li>• Parks and Recreation – Orange County, Carrboro, Chapel Hill</li> <li>• SNAP-ED UNC</li> <li>• UNC Healthcare</li> <li>• UNC Wellness</li> </ul> <p><b>Do intervention team members need additional training?</b> <input type="checkbox"/> Y <input checked="" type="checkbox"/> N<br/>If yes, list training plan: _____</p> <p><b>Quantify what you will do:</b></p> <ul style="list-style-type: none"> <li>• Work closely with Orange County School staff to</li> </ul> |

|  |  |   |   |
|--|--|---|---|
|  |  | <ul style="list-style-type: none"> <li>• Physical Activity &amp; Nutrition Committee Members</li> <li>• UNC Healthcare</li> </ul> <p><b>Role:</b> Work with eligible students and families to provide them weekly bags of fresh fruits and vegetables; supply fresh fruits and vegetables to be dispersed to eligible students and families; evaluate effectiveness;</p> <p><input checked="" type="checkbox"/>New partner <input checked="" type="checkbox"/>Established partner</p> <p><b>How you market the intervention:</b> OCS parent lists, social media, earned media, flyers, newsletters, websites, bulletin inserts, word of mouth, email listservs, direct mail, etc.</p> | <p>assist in providing weekly produce bags to students and families.</p> <ul style="list-style-type: none"> <li>• Work with local produce suppliers and agencies to provide fresh fruits and vegetables to students within Orange County Schools.</li> </ul> <p><b>List how agency will monitor intervention activities and feedback from participants/stakeholders:</b></p> <ul style="list-style-type: none"> <li>• Monthly Committee Meeting</li> <li>• Regular communication with Orange County School staff, administrators, and those involved in the project.</li> </ul> <p><b>Evaluation:</b><br/><b>Please provide plan for evaluating intervention:</b></p> <ul style="list-style-type: none"> <li>• Track the number of students receiving produce bags.</li> <li>• Track and maintain records of where the produce distribution and its frequency.</li> </ul> |
|--|--|---|---|

# Board of Health Meeting

September 28, 2016

Healthy Carolinians Community Action Plans



# 2016-2019 HCOC Action Plans

- 3 Areas of Priority:

1. Social Determinants of Health with priority around Access and Poverty
2. Mental Health & Substance Abuse
3. Physical Activity & Nutrition

Insert County Logo here

**Community Health Action Plan** \_\_\_\_\_ (year)

County: \_\_\_\_\_ Period Covered: \_\_\_\_\_

Partnership/Health Steering Committee, if applicable: \_\_\_\_\_

Community Health Priority Identified in the most recent CHA: \_\_\_\_\_

Local Community Objective: (Working description/name of community objective) \_\_\_\_\_  
(check one):  New  Ongoing (addressed in previous Action Plan)

Baseline Data: (State measure/numerical value. Include date and source of current information): \_\_\_\_\_  
 For continuing objective provide the updated information: (State measure/numerical value. Include date and source of current information): \_\_\_\_\_  
 Healthy NC 2020 Objective that most closely aligns with focus area chosen below: \_\_\_\_\_

Population(s)

I. Describe the local target population that will be impacted by this community objective: \_\_\_\_\_

A. Total number of persons in the target population specific to this action plan: \_\_\_\_\_

B. Total number of persons in the target population to be reached by this action plan: \_\_\_\_\_

C. Calculate the impact of this action plan:  
(Total # in B divided by total # in A) X 100% = \_\_\_\_\_ of the target population reached by the action plan.)

Healthy North Carolina 2020 Focus Area Addressed: Each of the two CHA priorities selected for submission must have a corresponding Healthy NC 2020 focus area that aligns with your local community objectives.

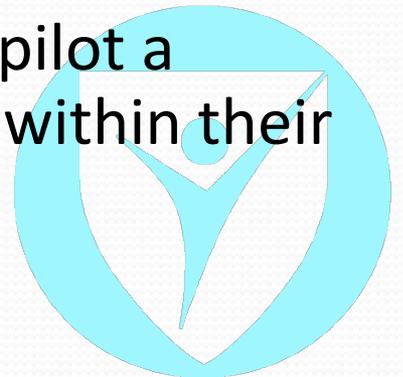
Check below the applicable Healthy NC 2020 focus area(s) for this action plan.  
For more detailed information and explanation of each focus area, please visit the following websites:  
<http://publichealth.nc.gov/hnc2020/foesummary.htm> AND <http://publichealth.nc.gov/hnc2020/>

|   |   |  |
|---|---|--|
| <input type="checkbox"/> Tobacco Use  | <input type="checkbox"/> Maternal & Infant Health             | <input type="checkbox"/> Social Determinants of Health |
| <input type="checkbox"/> Physical Activity & Nutrition                      | <input type="checkbox"/> Substance Abuse                      | <input type="checkbox"/> Environmental Health          |
| <input type="checkbox"/> Injury   | <input type="checkbox"/> Mental Health                        | <input type="checkbox"/> Chronic Disease               |
| <input type="checkbox"/> Sexually Transmitted Diseases/Unintended Pregnancy | <input type="checkbox"/> Infectious Disease/Foodborne Illness | <input type="checkbox"/> Cross-cutting                 |
|   | <input type="checkbox"/> Oral Health                          |  |

CHA Action Plan Form - Revised: 8/10/16

# Social Determinants of Health

1. Increase awareness and access to local county resources to those who live and work in Orange County, as it pertains to medical, dental and mental health care.
2. Identify safety net providers to serve as medical homes for the under/uninsured.
3. Encourage and support partner agencies to pilot a transportation access improvement activity within their agency.



# Intervention 1

**Intervention:** Increase awareness and access to local county resources to those who live and work in Orange County, as it pertains to medical, dental and mental health care.

**Setting:** Orange County

**Target population:** Anyone who lives and works in Orange County

**Start Date – End Date (mm/yy):**  
September 2016 – March 2019



**Goal:**

By March 2019, the Access committee will partner with United Way/NC211 and encourage local agencies/organizations to enroll in and stay active in United Way/NC211, while encouraging residents to utilize NC211 as a comprehensive resource for all medical, dental and mental health needs.

**Quantify what you will do: (Strategies):**

- Secure a United Way/NC211 representative to serve on the Access committee.
- Work with NC211 Strategy Director to establish baseline data and tracking of agency activities (listing, updates, etc.) and resident resource inquiry by zip code and health need.
- Promote NC211 through the committee and existing networks by conducting an awareness campaign to include written and face-to-face trainings with agencies and residents.
- Track promotional efforts to Orange County residents and providers.

**Expected Outcomes:**

- Increase the number of appropriate agencies and organizations utilizing and enrolling in NC211 as a resource by 5%.
- Increase the number of residents utilizing NC211 by 5%.

**Evaluating intervention:**

- Compare baseline data from NC211 to activity/utilization data that is received bi-annually (change over time).
- Track and compare promotional efforts to both providers and residents alongside call volume, type, and web traffic.
- Track survey results on utilization of NC211 from target population representatives.



# Intervention 2:

**Intervention:** Identify safety net providers and encourage and promote them to serve as a medical home to the uninsured.

**Setting:** Orange County

**Target population:** uninsured, seniors, individuals newly moved to Orange County

**Start Date – End Date (mm/yy):**  
September 2016 – March 2019



**Goal:**

By March 2019, the Access committee will have identified local medical providers that can provide care to the designated target population and establish a campaign to encourage and educate uninsured residents on the importance of establishing a medical home.

**Quantify what you will do: (Strategies):**

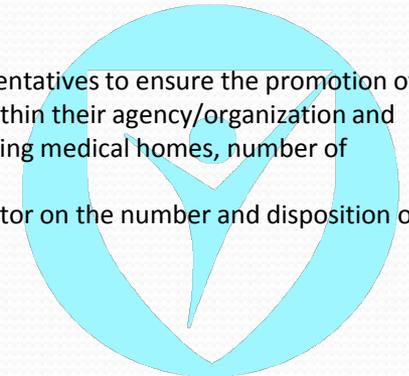
- Work with the Health Department, Cardinal Innovations, Piedmont Health and UNC Healthcare to determine their ability to serve the target population and establish written agreements, as needed.
- Educate target population and advocates on the benefits of establishing a medical home through written and face-to-face trainings.
- Work with NC211 to establish a protocol that directs uninsured residents to identified safety net providers.

**Expected Outcomes:**

- Identify potential safety net providers and available medical homes for the target population.
- 5 target population representatives will promote “establishing a medical home” campaign within their agency/organization.

**Evaluating intervention:**

- Coordinate with the 5 target population representatives to ensure the promotion of the “establishing a medical home” campaign within their agency/organization and track outcomes (number of uninsured establishing medical homes, number of promotional activities).
- Receive call reports from NC211 Strategic Director on the number and disposition of uninsured callers seeking health care.



# Intervention #3:

**Intervention:** Support partner agencies to pilot transportation access improvement activity within their agency.

**Setting:** Orange County, Northern Orange County

**Target population:** low-income residents, seniors, and non-English speaking

**Start Date – End Date (mm/yy):**  
September 2016 – March 2019



**Goal:**

By March 2019, the Access committee will produce a transportation access improvement activity guide and recruit 5 partner agencies to adopt one or more activities listed within the guide.

**Quantify what you will do (Strategies):**

- Produce and provide a transportation access improvement activity guide/plan to partners.
- Recruit 5 agencies/organizations and track their initiatives and progress.
- Train the partner agency representatives on being transportation liaisons.

**Expected Outcomes:**

- 5 target population representatives will adopt one or more transportation access improvement activities within their agency/organization.
- Train 5 partner agency representatives on activities listed within the transportation access improvement activity guide.

**Evaluating intervention:**

- 5 target population representatives will adopt a transportation access improvement activity within their agency/organization.
- Conduct satisfaction surveys during transportation trainings/demonstrations.
- Track partner surveys on implementation strategies and barriers experienced (if any).



# Mental Health & Substance Abuse

1. Decrease tobacco use among youth as it relates to e-cigarettes.
2. Reduce prescription drug overdose, increase and encourage use of the Controlled Substances Reporting System (CSRS) and increase and encourage use of prescription drug lock boxes
3. Suicide Prevention Social Marketing/Media Campaign



# Intervention #1

**Intervention:** Decrease tobacco use among Orange County youth related to e-cigarettes.

**Setting:** Orange County

**Target population:** Teenagers and youth; and those who live and work in Orange County

**Start Date – End Date (mm/yy):**  
September 2016 – March 2019



**Goal:**

By March 2019, the MH&SA committee will determine youth consumption of e-cigarettes and advocate including e-cigarettes in the already existing point-of-sale compliance checks, and educate and present information on e-cigarettes to school administration to encourage enforcement for the already implemented 100% tobacco free school policies

**Quantify what you will do (Strategies):**

- Annually monitor and collect data from the Youth Risk Behavior Survey (or equivalent) on youth consumption and usage of e-cigarettes and tobacco.
- Encourage local law enforcement and advocate including e-cigarettes in the already existing point-of-sale compliance checks.
- Work with TRU clubs to educate youth on the harmful effects of e-cigarettes and tobacco.
- Educate and present information on e-cigarettes to school administration to encourage enforcement for the already implemented 100% tobacco free school policies.

**Expected Outcomes:**

- Stabilize and/or limit the rise of tobacco use among youth as it relates to e-cigarettes.
- Present to school administration staff to encourage enforcement for the already implemented 100% tobacco free school policies.

**Evaluating intervention:**

- Analyze YRBS (or equivalent) data, to determine youth tobacco consumption.
- Track progress on enforcement of already existing 100% tobacco free schools
- Track progress on inclusion of e-cigarettes in already existing point-of-sale compliance checks.



# Intervention #2

**Intervention:** Reduce prescription drug overdose, increase and encourage use of the Controlled Substances Reporting System (CSRS); and increase and encourage use of prescription drug lock boxes among Orange County residents.

**Setting:** Orange County

**Target population:** Orange County Residents, Medical Providers

**Start Date – End Date (mm/yy):**  
September 2016 – March 2019



**Goal:**

By March 2019 the MH&SA committee will work with the Orange County Health Department and the Orange Partnership for Alcohol and Drug Free Youth to distribute 300 Naloxone kits and 400 prescription drug lock boxes to Orange County residents; while also working with local providers to establish baseline CSRS utilization among local enrolled providers over time.

**Quantify what you will do (Strategies):**

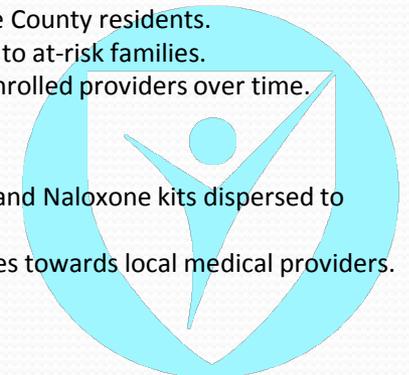
- Work with UNC students to encourage local enrolled medical providers to increase utilization of the CSRS and work with NC CSRS Program Coordinator to be notified of system capability of utilization tracking.
- Partner with and support the Public Health Reserve Corp and Orange Partnership for Alcohol Drug Free Youth to distribute prescription lock boxes to Orange County families.
- Partner and support the Orange County Health Department and the Public Health Reserve Corp to educate on and distribute Naloxone to Orange County residents.

**Expected Outcomes:**

- Support and provide 300 naloxone kits to Orange County residents.
- Support and provide 400 prescription lock boxes to at-risk families.
- Establish baseline CSRS utilization among local enrolled providers over time.

**Evaluating intervention:**

- Track the distribution of prescription lock boxes and Naloxone kits dispersed to county residents and families.
- Monitor and track UNC student outreach activities towards local medical providers.



# Intervention #3

**Intervention:** Suicide Prevention Social Marketing/Media Campaign

**Setting:** Orange County

**Target population:** Orange County residents

**Start Date – End Date (mm/yy):**  
September 2016 – March 2019



**Goal:**

By March 2019, the MH&SA committee will create a suicide prevention campaign to encourage residents to access 911, the Suicide Prevention Lifeline, and Cardinal Access line as sources of intervention, treatment and referral.

**Quantify what you will do (Strategies):**

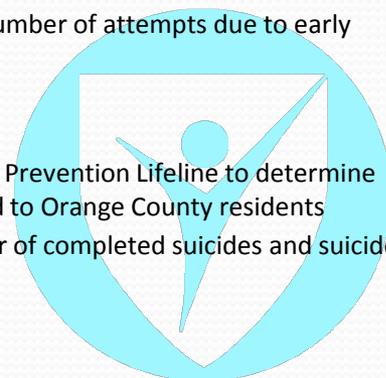
- Research existing suicide prevention campaigns to obtain ideas and suggestions to adapt to Orange County.
- Contact Suicide Prevention Lifeline representatives to determine if trackable data is attainable from Orange County residents.
- Contact and work with the Suicide Prevention Lifeline, Law Enforcement, and Cardinal Innovations to determine and track the number of calls received from Orange County.
- Work with the Health Department and the Injury Prevention Branch to obtain and track county level data related to suicide attempts and completions.

**Expected Outcomes:**

- Increased 911, Suicide Prevention Lifeline, and Cardinal Access line referral sources for those identified at-risk of suicide.
- Decrease the rate and number of suicides and number of attempts due to early intervention and referral services.

**Evaluating intervention:**

- Track and obtain incoming data from the Suicide Prevention Lifeline to determine how often assistance and resources are provided to Orange County residents
- Annually review county level data on the number of completed suicides and suicide related injuries/attempts.



# Physical Activity & Nutrition

1. Increase knowledge and influence behavior change related to eating smart and moving more by encouraging 10 agency partners to promote a county-wide, consistent messaging campaign that will distribute messages through a variety of established channels and media, over 6-months.
2. Increase the number of healthy eating opportunities available to Orange County students and adults by supporting and advocating for 3 Share our Strength's Cooking Matters educational classes per year, in addition to other nutrition education curriculums.
3. Increase the number of physical activity opportunities available to rural Elementary and Middle School families by promoting and recruiting for 10 existing Girls on the Run programs.
4. Increase the number of healthy food options provided to rural and low-income students and families, enrolled with Orange County Schools, by providing bags of fresh fruits and vegetables to 200 eligible students.



# Intervention #1

**Intervention:** Eat Smart Move More Consistent Messaging Campaign (ESMM OC)

**Setting:** Orange County – within businesses, organizations, hospitals and local government agencies.

**Target population:** Those who live and work in Orange County

**Start Date – End Date (mm/yy):**  
September 2016 – March 2019



**Goal:**

By March 2019, the Physical Activity & Nutrition Committee will increase knowledge and influence behavior change related to eating smart and moving more by encouraging 10 agency partners to promote a county-wide, consistent messaging campaign that will distribute messages through a variety of established channels and media, over 6-months.

**Quantify what you will do (Strategies):**

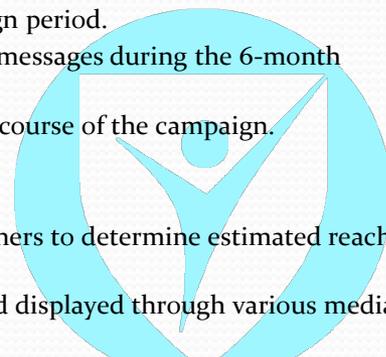
- Recruit 10 committed partners (old and new) to implement Eat Smart Move More Orange County.
- Hold trainings for partners on messaging and tools needed for implementation.
- Survey to monitor, track and evaluate monthly participation of partners.
- Create and produce 6 media messages, written by committee members, and submit/share them through local media channels.
- Determine HCOC website visits after the 6-months by tracking and evaluating website activity.

**Expected Outcomes:**

- Encourage 10 partners (new and returning) to adopt and actively participate in the county-wide messaging campaign, and promote the six ESMM OC messages, 3 diverse ways over 6 months.
- Reach 3,000 families during the 6-month campaign period.
- Members of the committee will produce 6 media messages during the 6-month period.
- 50 people will visit the HCOC website during the course of the campaign.

**Evaluating intervention:**

- Administer monthly surveys to participating partners to determine estimated reach of county residents.
- Produced evidence of media messages created and displayed through various media outlets.
- Track monthly website visits to determine traffic on the HCOC website, over the 6-months.



# Intervention #2

**Intervention:** Share our Strengths Cooking Matters

**Setting:** Orange County

**Target population:** Low-income adults and families

**Start Date – End Date (mm/yy):**

September 2016 – March 2019



Inter-Faith Food Shuttle

SHARE OUR STRENGTH'S  
**COOKING MATTERS**  
NO KID HUNGRY

UNC HEALTH CARE  
HILLSBOROUGH CAMPUS

**Free Cooking Classes**

Learn how to shop for and prepare healthy, delicious foods on a budget

**Next Class**  
Cooking Matters for FAMILIES

**Where**  
UNC Hillsborough  
430 Waterstone Drive  
Hillsborough, NC

**When**  
Every Thursday  
October 6<sup>th</sup> – Nov. 10<sup>th</sup>  
6 pm – 8 pm

**To SIGN-UP please contact:**  
Monica Oliver  
984-215-2003  
[Monica.oliver@unchealth.unc.edu](mailto:Monica.oliver@unchealth.unc.edu)

Cooking Matters® is a cooking-based nutrition education program that empowers kids, adults, and families with skills, knowledge, and confidence to plan and create nutritious meals on a limited budget. Courses are taught by professional chefs and nutritionists.

**Cooking Matters participants receive:**

- Meal planning and cooking instruction
- Lessons on nutrition and healthy living
- An in-class meal or snack
- **FREE** take-home groceries to practice skills learned in class at home
- Cooking Matters Curriculum & Recipe Book

**Goal:**

By March 2019, the Physical Activity & Nutrition Committee will support and advocate for 3 Share our Strength's Cooking Matters educational classes per year, in addition to other nutrition education curriculums in support of UNC Healthcare and Cooperative Extension.

**Quantify what you will do (Strategies):**

- Promote and recruit adult participants for Cooking Matters, sponsored by UNC Healthcare, to accommodate 3 classes per year that will hold a maximum of 15 participants.
- Promote and recruit 400 adult for Nutrition Education classes that are being sponsored by community partners, annually.

**Expected Outcomes:**

- Support UNC Healthcare and Cooperative Extension and advocate Share our Strength's Cooking Matters educational courses to 400 Orange County adults.
- Support UNC Center for Health Promotion & Disease Prevention and advocate Share our Strength's Cooking Matters educational courses to 100 adolescents.

**Evaluating intervention:**

- Through UNC Healthcare, EFNEP, and Share our Strength's Cooking Matters, evaluations will be completed on adult participants by way of pre and post-tests at the end of each course.
- Through UNC Center for Health Promotion & Disease Prevention and Share our Strength's Cooking Matters, evaluations will be completed on adolescent participants by way of pre and post-tests at the end of each course.



# Intervention #3

**Intervention:** Girls on the Run Triangle

**Setting:** Orange County

**Target population:** Elementary and Middle School aged girls in Orange County Schools

**Start Date – End Date (mm/yy):**  
September 2016 – March 2019



The flyer features three photos of girls at the top, each with a label: 'joyful', 'healthy', and 'confident'. Below the photos is the title 'Girls on the Run IS SO MUCH FUN!' and the subtitle 'What is Girls on the Run?'. The main text describes the program as a life-changing character development program for girls in 3rd-5th grade, combining lessons to enhance self-esteem, promote positive and useful problem-solving strategies, and foster healthy relationships with developmentally-appropriate training for a 5k event. It lists benefits such as physical stretching, mental, social, and emotional growth, and achieving limitless potential. Registration costs include curriculum materials, entry in the end of season 5k, program and event t-shirts, water bottle and finisher medal. The flyer also mentions a scholarship program and provides contact information for registration and more details.

**Goal:**

By March 2019, the Physical Activity & Nutrition committee will promote and recruit Elementary and Middle school aged girls to participate in ongoing Girls on the Run programs, sponsored by UNC Healthcare.

**Quantify what you will do (Strategies):**

- Promote and recruit Elementary & Middle School participants for Girls on the Run Triangle, sponsored by UNC Healthcare.

**Expected Outcomes:**

- Increase the number of physical activity opportunities available to rural Elementary and Middle School families by promoting and recruiting for Girls on the Run program.
- To see the number of participants who participated in the programs to also participate in the Girls on the Run 5k that is held at the end of each year.
- To have 10% of the active Physical Activity & Nutrition Committee members participate in the Girls on the Run 5K at the end of the first year.

**Evaluating intervention:**

- Through UNC Healthcare and Girls on the Run Triangle, evaluations will be completed on student participants by way of pre and post-tests at the end of each year.



# Intervention #4

**Intervention:** Produce Bags

**Setting:** Orange County

**Target population:** Low-income adults and families

**Start Date - End Date (mm/yy):**  
September 2016 - March 2019



**Goal:**

By March 2019, the Physical Activity & Nutrition committee will partner with Orange County Schools to provide fresh fruits and vegetables to 200 students.

**Quantify what you will do (Strategies):**

- Work closely with Orange County School staff to assist in providing weekly produce bags to students and families.
- Work with local produce suppliers and agencies to provide fresh fruits and vegetables to students within Orange County Schools.

**Expected Outcomes:**

- Provide fresh fruits and vegetables to 200 students enrolled in Orange County Schools

**Evaluating intervention:**

- Track the number of students receiving produce bags.
- Track and maintain records of where the produce distribution and its frequency.



# HCOC aligning with BOH Strategies

