



Community Health Action Plan 2016

Designed to address Community Health Assessment priorities (Form updated Jan. 2016)

Three priorities identified during the 2015 CHA process are required to be addressed. Each priority should have a separate "Community Health Action Plan". Action plans are due by the first Monday in September following the March submission of the CHA, per consolidated agreement.

County: Jackson Period Covered: 2016-2018

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

Community Health Priority identified in the most recent CHA: Injury & Substance Abuse Prevention

Local Community Objective: Injury & Substance Abuse Prevention

New X Ongoing

Baseline Data:

- 2008 Past 30-Day Use of Alcohol (PRIDE): 26.7% of Jackson County 9th graders indicated using alcohol in the past 30 days
- 2012 Cigarette Use Percentage Among Adults (PRC Community Health Survey): 26% of adults smoke cigarettes
- 2012 Smokeless Tobacco Use Percentage Among Adults (PRC Community Health Survey): 6% of adults use smokeless tobacco
- 2010 Unintentional Poisoning Mortality (NC SCHS): 16.7 per 100,000 died as a result of an unintentional poisoning
- 2012 Percentage of Residents Who Have Fallen in the Last Year (PRC Community Health Survey): 22.9% of Jackson County residents have fallen in the past year

For continuing objective provide the updated information:

- 2013 Past 30-Day Use of Alcohol (PRIDE): 21.9% of Jackson County 9th graders indicated using alcohol in the past 30 days
- 2015 Cigarette Use Percentage Among Adults (PRC Community Health Survey): 22% of adults smoke cigarettes
- 2015 Smokeless Tobacco Use Percentage Among Adults (PRC Community Health Survey): 4% of adults use smokeless tobacco
- 2012 Unintentional Poisoning Mortality (NC SCHS): 17.7 per 100,000 died as a result of an unintentional poisoning
- 2015 Percentage of Residents Who Have Fallen in the Last Year (PRC Community Health Survey): 37.8% of Jackson County residents have fallen in the past year
- Healthy NC 2020 Objective that most closely aligns with focus area chosen below: Injury, Substance Abuse,
 Tobacco Use

Population(s)

- I. Describe the local population at risk for health problems related to this local community objective: All residents in Jackson County can benefit from strategies that focus on injury and substance abuse prevention.
 Older adults, age 65+ years, are at greater risk for not only falling but dying from a fall-related injury. Minorities (like Native Americans) and white males are at greater risk of both substance abuse and overdose. Anyone who has a history of substance abuse, history of chronic pain, or is living with mental health problems is also an atrisk population for this behavior. Finally, low-income residents are at greater risk for all unintentional injuries. Three main populations will be targeted in this Action Plan—youth age 5 to 18 years (alcohol), adults age 18 years and older (tobacco and unintentional poisoning), and adults age 65 years and older (falls).
- II. Describe the target population specific to this action plan:
 - A. Total number of persons in the target population specific to this action plan: 41,265
 - B. Total number of persons in the target population to be reached by this action plan:
 - a. Tobacco & Unintentional Poisonings: 34,209

b. Alcohol: 4,952c. Falls: 7,304

C. Calculate the impact of this action plan:

a. Tobacco & Unintentional Poisonings: 82.9%

b. Alcohol: <u>12%</u>c. Falls: 17.7%

Pregnancy

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 http://publichealth.nc.gov/hnc2020/ **⊠** Tobacco Use Social Determinants of Health Maternal & Infant Health Physical Activity & Nutrition Substance Abuse ■ Environmental Health **⊠** Injury Mental Health Chronic Disease Sexually Transmitted Infectious Disease/Foodborne Cross-cutting Diseases/Unintended Illness

Oral Health

Evidence Based Strategy/Intervention (EBS) Table: Researching effective strategies/intervention

| Evidence Based Strategies Used with Like Population(s) | Strategy/Intervention Goal(s) | Implementation Venue(s) | Resources Utilized/Needed for Implementation |
|--|--|----------------------------|--|
| Name of Intervention: National Public Health | S.M.A.R.T Goals: | Target | Resources Needed: |
| Improvement Initiative- New Mexico Department of | To improve health and agency business process and to | Population(s): | RBA training for |
| Public Health | improve performance and quality of internal and external | Agency- New | trainers, coaches, |
| | services by the end of year 4 (2013) | Mexico | workshops for agency |
| RBA is an evidence-based planning, monitoring, | | Department of | leaders and managers |
| evaluation, and continuous improvement framework | To build quality and performance improvement | Health; | and key community |
| that focused on results for communities and | competencies by providing 2 RBA trainings for trainers and | Population of | partners; Access to |
| individuals. | coaches and workshops for agency leaders and managers | New Mexico | Scorecard |
| | and key community partners by the end of year 3 (2012) | (2.087 million) | |
| Source: HC Healthy Improvement APP (IMAPP); | | | |
| http://www.ncimapp.org/resources/6-plan/ | To identify a minimum for 2 program and system | Venue: New | |
| | performance improvement opportunities, apply the RBA | Mexico | |
| Community Strengths/Assets: External funding source | Performance Accountability process, and implement and | Department of | |
| (CDC); Collaboration and support from the University | track performance using appropriate data to evaluate and | Health | |
| of New Mexico School of Medicine Public Health | sustain improvement by the end of year 3 (2012) | | |
| Program; Collaboration & support from the New | | | |
| Mexico Public Health Training Center | To develop, publish, update, and promote public access to | | |
| | the Scorecard by the end of year 3 (2012) | | |
| Name of Intervention: Alcohol and tobacco | S.M.A.R.T Goals: | Target | Resources Needed: |
| prevention media campaigns | To decrease the prevalence of tobacco use | Population(s): | Media campaigns; |
| | | Tobacco users | Relationship with |
| Source: Healthy NC 2020 EB Strategies; Guide to | To increase cessation and use of available services as | and susceptible | media to promote |
| Community Preventative Services; | Quitlines | teens | campaigns; Funds to |
| http://www.thecommunityguide.org/tobacco/massre | | | run campaigns; Social |
| ach.html | To decrease initiation of tobacco use among young people | Venue: Community | media accounts |
| Community Strengths/Assets: Good campaigns | To decrease the percentage of adult smokers in a | | |
| available through CDC's Media Campaign Resource | community by 1% by the next CHA cycle | | |
| Center; Expertise available at local, state, and | deministry by the next difficultion | | |
| national level | To release messages to the media annually | | |

| Name of Intervention: Tobacco-free policies | S.M.A.R.T Goals: To reduce exposure to secondhand smoke | Target Population(s): | Resources Needed: Community support; |
|---|--|-----------------------|---|
| Source: Healthy NC 2020 EB Strategies; CDC | To reduce exposure to seconditate smoke | The community | Stakeholder support, |
| Community Guide; | To increase the number of tobacco users who quit | at large | Data; Sample policies |
| http://www.thecommunityguide.org/tobacco/smokef | | | , |
| reepolicies.html | To decrease the percentage of adult smokers in a | Venue: | |
| | community by 1% by the next CHA cycle | Workplaces and | |
| Community Strengths/Assets: Expertise available at | | public places | |
| local, state, and national level; Interested coalitions in | To adopt 1 new policy annually | | |
| tobacco free policy work | | | |
| Name of Intervention: Project Lazarus | S.M.A.R.T Goals: | Target | Resources Needed: |
| | To reduce the unintentional poisoning mortality rate to 16 | Population(s): | Project Lazarus print |
| Source: Healthy NC 2020 EB Strategies; Pain Med. | per 100,000 by the next CHA cycle | Patients with | material; Training on |
| 2011 Jun; 12 Suppl 2:S77-85. Doi: 10.1111/j.1526- | | pain- | naloxone use; |
| 4637.2011.01128.x. Project Lazarus: community- | To hold monthly coalition meetings | management | Naloxone kits to |
| based overdose prevention in rural North Carolina. | | prescriptions | distribute; Educational |
| Albert S, Brason FW 2 nd , Sanford CK, Dasgupta N, | To offer 2 community presentations throughout Jackson | and their | campaign materials; |
| Graham J, Lovette B; | County annually | families; | Lockboxes |
| http://www.cdc.gov/mmwr/preview/mmwrhtml/mm | | providers; | |
| <u>6106a1.htm</u> | To promote Project Lazarus and the Mobile Crisis Unit | hospital EDs; | |
| Community Character Assats, Community and Ition in | Services annually | communities | |
| Community Strengths/Assets: Current coalition in | To host 2 Operation Medicine Dren events annually | Vanua | |
| place; Connections with providers, law enforcement, and more | To host 3 Operation Medicine Drop events annually | Venue: Physicians' | |
| and more | To outfit up to 3 law enforcement agencies with naloxone | offices; patients' | |
| | by 2018 | homes; EDs; | |
| | by 2010 | community; | |
| | | health | |
| | | department | |
| Name of Intervention: Tai Chi Moving for Better | S.M.A.R.T Goals: | Target | Resources Needed: |
| Balance | To reduce the unintentional falls mortality rate | Population(s): | Trained leaders; |
| | , , | Older adults | Curricula; Educational |
| Source: Healthy NC 2020 EB Strategies; | To lead 2 Tai Chi Moving for Better Balance programs | | materials; Balance |
| www.cdc.gov/HomeandRecreationalSafety/Falls/com | annually | Venue: | equipment; |
| pendium/1.4_tai_chi.html | | Community | Promotional materials |
| | To train 10 participants per program | setting like a | Revised July 2015 |
| Community Strengths/Assets: Active program in | | Senior Center | , |
| place in the community; Standing relationship with | | | |
| Senior Center | | | |

Interventions Specifically Addressing Chosen Health Priority

| interventions Specifically Addressing | • | | |
|---------------------------------------|------------------------|---|---|
| <u>INTERVENTIONS:</u> | <u>LEVEL OF</u> | COMMUNITY PARTNERS' | PLAN HOW YOU WILL EVALUATE |
| SETTING, & TIMEFRAME | INTERVENTION CHANGE | Roles and Responsibilities | EFFECTIVENESS |
| Intervention: Results Based | | Lead Agency: JCDPH | Expected outcomes : Injury & Substance Abuse Prevention |
| Accountability (RBA) approach to | Individual/ | | (ISAP) Action Team members understand and can articulate |
| collaborative action planning | Interpersonal Behavior | Role: Convener/facilitator | the difference between population and performance |
| process | Organizational/Policy | New partner Established | accountability; ISAP Action Team members can talk about their program performance and how it contributes to |
| New Ongoing Completed | | partner | population indicators; ISAP Action Team members can use |
| New Digoling Dompleted | Environmental Change | | RBA in their own work; ISAP Action Team members use |
| | | Target population representative: | Results Scorecard to track program performance |
| Setting: Jackson County | | Kae Livesy | Results Scorecard to track program performance |
| Department of Public Health | | Role: Implement RBA principles | Anny notontial harriage 2 MV DN |
| (JCDPH) | | in programmatic activities | Any potential barriers? Y N If yes, explain how intervention will be adapted: Learning |
| | | in programmatic activities | 1 |
| Target population: Injury Prevention | | New partner Established | curve as agencies implement new principles; Gaining support from internal leadership and community at large |
| & Substance Abuse Action Team | | partner | Tront internal leadership and community at large |
| members | | | List anticipated project staff: Melissa McKnight, Jo Bradley, |
| | | Partners: Healthy Carolinians of | Kae Livesy, WCU nursing students |
| Start Date – End Date (mm/yy): Mar | | Jackson County, Western | Rue Livesy, wee harsing students |
| 2016- Dec 2018 | | Carolina University (WCU) | Does project staff need additional training? ☐Y ☒N |
| Targets health disparities: Y N | | Nursing Department | If yes, list training plan: |
| rargets health dispartites. | | Role: Provide support in RBA | |
| | | implementation, provide access | Quantify what you will do: |
| RBA Summary: JCDPH held a | | to students to update RBA | How Much Did We Do: Attend 1 or more training and/or |
| Community Meeting, sharing the | | scorecard | coaching session with WNC Healthy Impact RBA consultants; |
| RBA Basics and completing the | | Scorecard | Introduce RBA ideas to the ISAP Action Team; Utilize Results |
| Whole Distance Exercise. From | | New partner Established | Scorecard to develop a publically available e-CHIP |
| there, Action Teams developed | | partner | How Well Did We Do It: % of ISAP Action Team members who |
| based on interest and health | | 1 | have been exposed to RBA; % of ISAP Action Team members |
| priorities. Each Action Team | | Include how you're marketing the intervention: Individual | who have participated in a Whole Distance Exercise |
| completed the Whole Distance | | conversations with Injury | |
| Exercise. Action Teams meet | | Prevention & Substance Abuse | List how agency will monitor intervention activities and |
| monthly to determine which | | Action Team leadership; | feedback from participants/stakeholders: RBA will be |
| strategies to implement, which | | Integrate RBA basic ideas into | monitored in the web-based platform, Results Scorecard. |
| performance indicators to track, | | regular meetings; RBA 101 | Feedback will be gathered from participants/members via an |
| and how to communicate this | | trainings for leadership and/or | annual "Collaborative Group Member Survey" and will be |
| information to the public. Using | | c. d.i.iiigo for fedderonip difd/of | displayed under Story Behind the Curve for the intervention |

| the RBA framework, each Action | members | using the RBA approach. |
|---|---------|---|
| Team focuses in on three questions | | |
| per strategy/program: How much | | Evaluation |
| did we do? How well did we do it? | | Are you using an existing evaluation? ☐Y ☒N |
| did we do? How well did we do it? Is anyone better off? | | Are you using an existing evaluation? \(\sum \) \(\sum \) \(\sum \) If no, please provide plan for evaluating intervention: JCDPH plans on using RBA, a planning, monitoring, evaluation, and continuous improvement framework that focused on results for communities and individuals. Performance measures for interventions will be identified and regularly monitored to document the quantity, quality, and participant impact of the intervention. We will track: How much did we do? How well did we do it? Is anyone better off? |
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| INTERVENTIONS: SETTING, & TIMEFRAME | LEVEL OF INTERVENTION CHANGE | COMMUNITY PARTNERS' Roles and Responsibilities | PLAN HOW YOU WILL EVALUATE EFFECTIVENESS |
|--|------------------------------------|--|--|
| Intervention: Alcohol and tobacco prevention media campaigns | Individual/ Interpersonal Behavior | Lead Agency: JCDPH | Expected outcomes : Increased education on the addictiveness and harms of tobacco use and the harms of exposure to SHS; |
| New Ongoing Completed | Organizational/Policy | Role: Develop or release packaged media campaigns; Compile list of prevention | Decreased prevalence of smokers/smokeless tobacco users; Increase in tobacco cessation program numbers; More parents and children talking about underage drinking; Less traffic |
| Setting: Community | Environmental Change | activities into a calendar | accidents due drinking |
| Target population: Tobacco and alcohol users; Susceptible teens; | | New partner Established partner | Anticipated barriers: Any potential barriers? ☐Y ☒N If yes, explain how intervention will be adapted: N/A |
| Community at large, age 5 years and up | | Target population representative: Tobin Lee, Tobacco Prevention Manager | List anticipated project staff: Melissa McKnight, Patti Tiberi, Tobin Lee |
| Start Date – End Date (mm/yy): Jan 2016- Dec 2018 | | at MountainWise, and Patti Tiberi, Prevention Specialist at Mountain Projects | Does project staff need additional training? ☐Y ☒N If yes, list training plan: |
| Targets health disparities: Y N | | Role: Support media campaign | Quantify what you will do: How Much Did We Do: Release tobacco and alcohol media messages quarterly (focus on e-cigs, Talk It Out NC, and |
| | | New partner Established partner | QuitlineNC); Offer tobacco cessation program 2 times a year to assist those who are ready to quit |
| | | Partners: Safe Kids Jackson County, Law enforcement, TPCB, ABC Commission, Smoky Mountain MCO | How Well Did We Do It: Reach of media messages; % tobacco cessation program participants who were satisfied with the program; % tobacco cessation program participants who would recommend the program Is Anyone Better Off: % of tobacco cessation program |
| | | Role: Support media campaign | participants who quit |
| | | New partner Established partner | List how agency will monitor intervention activities and feedback from participants/stakeholders: Through word-of-mouth; Willingness for media to print press releases; Number of registrants in tobacco cessation program; End of tobacco |
| | | Include how you're marketing the intervention: Press | cessation program surveys |
| | | releases, billboards, student activities, social media | Evaluation: Are you using an existing evaluation? Y N |

| | If no, please provide plan for evaluating intervention: JCDPH plans on using RBA, a planning, monitoring, evaluation, and continuous improvement framework that focused on results for communities and individuals. Performance measures for interventions will be identified and regularly monitored to document the quantity, quality, and participant impact of the intervention. We will track: How much did we do? How well did we do it? Is anyone better off? |
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| INTERVENTIONS: SETTING, & TIMEFRAME | LEVEL OF INTERVENTION CHANGE | COMMUNITY PARTNERS' Roles and Responsibilities | PLAN HOW YOU WILL EVALUATE EFFECTIVENESS |
|--|---|--|--|
| Intervention: Tobacco free policies (adoption and enforcement) New Ongoing Completed | Individual/ Interpersonal Behavior | Role: Lead data collection, guide making the case for | Expected outcomes : Fewer residents are exposed to SHS; More tobacco free policies that extend to workplaces; Greater enforcement of existing policies |
| Setting: Community | Organizational/Policy Environmental Change | policy, seek out potential organizations to adopt policies | Anticipated barriers: Any potential barriers? ☑Y ☐N If yes, explain how intervention will be adapted: Explain that smoking is not a right but a privilege; Pair policy with education |
| Target population: Adults, age 18 years and older; Community; Disparate workers and public | | New partner Established partner | List anticipated project staff: Tobin Lee, Melissa McKnight |
| exposed to SHS in the workplace and public places | | Target population representative: Tobin Lee, | Does project staff need additional training? ☐Y ☒N If yes, list training plan: |
| Start Date – End Date (mm/yy): Jan 2016- Dec 2018 | | Tobacco Prevention Manager at MountainWise | Quantify what you will do: How Much Did We Do: One new policy will be adopted annually; Quarterly promotion of cessation resources (like tobacco |
| Targets health disparities: ⊠Y ☐N | | Role: Serve as a liaison with public | cessation programs & QuitlineNC) and policies in place; Offer tobacco cessation program 2 times a year to assist those who are |
| | | New partner Established partner | ready to quit How Well Did We Do It: % of community members who feel the policy is beneficial; Reach of media messages; % tobacco |
| | | Partners: JCDPH, Smoky Mountain MCO, Mountain Projects, Harris Regional Hospital, Law enforcement | cessation program participants who were satisfied with the program; % tobacco cessation program participants who would recommend the program Is Anyone Better Off: % of community members aware of new policy; % of tobacco cessation program participants who quit |
| | | Role: Promote policies, provide cessation classes | List how agency will monitor intervention activities and feedback from participants/stakeholders: Through word-of- |
| | | New partner Established partner | mouth; Willingness for media to print press releases; Number of registrants in tobacco cessation program; End of tobacco cessation program surveys |
| | | Include how you're marketing the intervention: Press releases, radio | Evaluation: Are you using an existing evaluation? \(\sum_Y \sum_N \) |
| | | | If no, please provide plan for evaluating intervention: JCDPH |

| | plans on using RBA, a planning, monitoring, evaluation, and continuous improvement framework that focused on results for communities and individuals. Performance measures for interventions will be identified and regularly monitored to document the quantity, quality, and participant impact of the intervention. We will track: How much did we do? How well did we do it? Is anyone better off? |
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| <u>INTERVENTIONS:</u> SETTING, & TIMEFRAME | LEVEL OF INTERVENTION CHANGE | COMMUNITY PARTNERS' Roles and Responsibilities | PLAN HOW YOU WILL EVALUATE EFFECTIVENESS |
|---|---|--|--|
| Intervention: Project Lazarus | ☑ Individual/ | Lead Agency: JCDPH | Expected outcomes : Greater awareness about unintentional poisonings/overdose; Increase in knowledge about where to |
| ☐ New ☐ Ongoing ☐ Completed | Interpersonal Behavior | Role: Host agency for project, provide resources | turn to for help and for resources such as the permanent drop box and naloxone |
| Target population: Adults, age 18 years and older; Patients with pain management prescriptions and their families; Providers who prescribe pain-management medications; Hospitals and EDs Start Date – End Date (mm/yy): Jan 2016- Dec 2018 Targets health disparities: Y | Organizational/Policy Environmental Change | New partner Established partner Target population representative: Kate Glance, Community Outreach Specialist at Smoky Mountain MCO Role: Support through access to target pop, referral source New partner Established partner Partners: Law enforcement, Local providers (pharmacies, dentists, veterinarians), Safe Kids Jackson County, Harris Regional Hospital, WCU | Any potential barriers? Y N If yes, explain how intervention will be adapted: Work to reduce the stigma around drug use List anticipated project staff: Melissa McKnight, Patti Tiberi, Charles Easton, Kate Glance Does project staff need additional training? Y N If yes, list training plan: Y N If yes, list training yes, list training? Y N If yes, list training yes, list training? Y N If yes, list training yes, list training? Y N If yes, list training yes, list training? Y N If yes, list training yes, list training? Y N If yes, list training yes, list training yes, list training? Y N If yes, list training yes, list training? Y N If yes, list training yes, list training? Y N If yes, list training yes, list training yes, list training? Y N I |
| | | Role: Support project implementation New partner Established partner | Is Anyone Better Off: # of community members who are aware of Project Lazarus and the Mobile Crisis Services; # of community members who know where to take unused/unwanted medication; # of community members who know how to access naloxone |
| | | Include how you're marketing the intervention: Mass media, website, community presentations | List how agency will monitor intervention activities and feedback from participants/stakeholders: Through individual conversations; Post-presentation/education session surveys Evaluation: Are you using an existing evaluation? Y |

| | If no, please provide plan for evaluating intervention: JCDPH plans on using RBA, a planning, monitoring, evaluation, and continuous improvement framework that focused on results for communities and individuals. Performance measures for interventions will be identified and regularly monitored to document the quantity, quality, and participant impact of the intervention. We will track: How much did we do? How well did we do it? Is anyone better off? |
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| INTERVENTIONS: SETTING, & TIMEFRAME | LEVEL OF INTERVENTION CHANGE | COMMUNITY PARTNERS' Roles and Responsibilities | PLAN HOW YOU WILL EVALUATE EFFECTIVENESS |
|---|------------------------------|---|---|
| Intervention: Balance Classes like Tai Chi for Moving Better Balance, Get | Individual/ Interpersonal | Lead Agency: Jackson County Department on Aging | Expected outcomes: Fewer older adults experiencing falls |
| Some Balance in Your Lift, Arthritis | Behavior | Department on Aging | Anticipated barriers: Any potential barriers? ☐Y ☒N |
| Exercise Foundation Program, Walk with Ease | Organizational/Policy | Role: Host and lead classes; Recruit participants | If yes, explain how intervention will be adapted: N/A |
| ☐ New ☐ Ongoing ☐ Completed | Environmental Change | New partner Established partner | List anticipated project staff: Laura Rodi, Lindsi Cauley, Melissa McKnight, Curt Collins |
| Setting: Department on Aging | | Target population | Does project staff need additional training? ☐Y ☒N If yes, list training plan: |
| Target population: Older adults, age 65 years and older, with identified fall risks | | representative: Laura Rodi, Senior Center Wellness Manager | Quantify what you will do: Host 2 classes annually of each balance class (Tai Chi for Better Balance, Get Some Balance in Your Life, Arthritis Foundation Exercise Program, & Walk With |
| Start Date – End Date (mm/yy): Jan 2016- Dec 2018 | | Role: Promote program; Participate in program | Ease) |
| Targets health disparities: XY N | | New partner Established partner | List how agency will monitor intervention activities and feedback from participants/stakeholders: Using fidelity requirements of each program; Asking for feedback from participants |
| | | Partners: JCDPH, WCU, Area | participants |
| | | Agency on Aging, Harris Regional Hospital | Evaluation: Are you using an existing evaluation? XY N |
| | | Role: Lead classes, recruit participants, promote classes | If no, please provide plan for evaluating intervention: |
| | | New partner Established partner | |
| | | Include how you're marketing the intervention: Flyers, Senior Center calendar, Radio, Demo classes | |