



Community Health Action Plan 2014-2017

*Designed to address Community Health Assessment priorities (Form updated July 2015) Two priorities identified during the 2014 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.***

<http://publichealth.nc.gov/employees/forms/contracts/agreementAddenda/FY15ConsolidatedAgmt.pdf>

County: Appalachian District (Alleghany, Ashe, and Watauga Counties) **Period Covered:** July 1, 2015 – June 30, 2017

Partnership/Health Steering Committee, if applicable: Watauga Vision Council, Ashe Health Alliance, Alleghany Health Advisory Council (Note: Each of these Partnerships/Health Steering Committees are made up of and include a multitude of agencies in each community)

Community Health Priority identified in the most recent CHA: Substance Use and Abuse

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

- Objective 1 (Ongoing): By June 30, 2017, increase the community policy, practice, and environmental changes to support prevention of substance misuse and abuse by youth and adults from 0 to 6.
- Objective 2 (Ongoing): By June 30, 2017, reduce the percentage of high school students who had alcohol on one or more of the past 30 days.

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

- According to the 2009-2013 NC State Center for Health Statistics, there were 32 deaths due to poisoning and most were unintentional and related to narcotics.
- According to the 2014-15 CHA, 59% of community members noted that prescription drug misuse/abuse is the 2nd substance use and abuse concern and 46% noted alcohol as the 3rd substance use and abuse concern in Ashe County.
- **Ashe Data:** According to the data detailed in the Substance Abuse section of the 2014-15 CHA, we note that community members pointed out their top 3 substance abuse concerns as methamphetamine use (80%), prescription drug misuse or abuse (60%), alcohol use (46%), and tobacco use (43%). Ranked slightly lower, were driving after using drugs or alcohol (25%) and marijuana use (25%).
- **Alleghany Data:** According to the data detailed in the Substance Abuse section of the 2014-15 CHA, we note that community members pointed out their top substance abuse concerns as prescription drug misuse or abuse (69%), alcohol use (59%), methamphetamine use (56%), and tobacco use (48%).
- **Watauga Data:** According to the data detailed in the Substance Abuse section of the 2014-15 CHA, we note that community members pointed out their top 3 substance abuse concerns as methamphetamine use (60%), prescription drug misuse or abuse (60%), alcohol use (56%), and tobacco use (48%). Ranked slightly lower, marijuana use (27%), and driving after using drugs or alcohol (26%).
- Alcohol use also warrants additional review since it is linked to 7% of all crashes compared to 4.9% in NC and 5.5% in Macon County. In NC, 28% of all fatal crashes were related to alcohol in 2013, and 0% were alcohol related in Ashe County for 2012 and 2013, but in prior years, it ranged from 25% to 67% (UNC HSRC, 2013).

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

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

- Reduce the unintentional poisoning mortality rate.
- Reduce the percentage of high school students who had alcohol on one or more of the past 30 days.

Population(s)

I. Describe the local population at risk for health problems related to this local community objective: (Examples of factors placing populations at risk for disparities include race, ethnicity, gender, age, income, insurance status, and geographical location.)

A. Low socioeconomic populations, children, adolescents, key populations, LGBTQ, status of family, environmental risk factors include accessibility and availability of prescription drugs and alcohol products, alcohol advertising and promotion, perceptions that alcohol use is normative, use and approval of use by peers and siblings, and lack of parental involvement. Those with chronic pain are more likely to be at risk for substance use and abuse, including prescription medication

II. Describe the target population specific to this action plan:

- A. Total number of persons in the target population specific to this action plan:
- a. Ashe County: 3,167 (total enrollment in Ashe County Schools)
 - b. Alleghany County: 1,392 (total enrollment in Alleghany County Schools)
 - c. Watauga County: 4,551 (4,380 enrolled in Watauga County Schools and 171 enrolled in Two Rivers Charter School)
- B. Total number of persons in the target population to be reached by this action plan: 2,278
- a. Ashe County: 792
 - b. Alleghany County: 348
 - c. Watauga County: 1,138
- C. Calculate the impact of this action plan:
- a. 25% of each approximate target population will be impacted by this 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>

<http://publichealth.nc.gov/hnc2020/>

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|---|---|--|
| <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 checked="" 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 | |

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

List 3-5 evidence-based interventions (proven to effectively address this priority issue) that seem the most suitable for your community and/or target group.

Evidence Based Strategies Used with Like Population(s) <i>(Include source)</i>	Strategy/Intervention Goal(s)	Implementation Venue(s)	Resources Utilized/Needed for Implementation
<p>Name of Intervention: Project Lazarus Source – Project Lazarus http://www.projectlazarus.org/</p> <p>Community Strengths/Assets: Ability to work across multiple sectors and communicate the same message throughout the community of the importance of prescription medication safety</p>	<p>S.M.A.R.T Goals: By June 30, 2017, the Project Lazarus initiatives will work with various agencies to establish two additional permanent drop box locations, work with law enforcement to supply two police departments with Naloxone for each officer, purchase and distribute 100 lock boxes, coordinate three media messages to promote prescription medication safety, work with the school system to educate 3,000 students on prescription medication safety, work with prescribers to adopt two more practices and policies for safe prescribing/appropriate use of opioids.</p>	<p>Target Population(s): School system, hospital, law enforcement, prescribers, residents of Ashe County</p> <p>Venue: schools, hospital, law enforcement agencies, media, pain clinics, health department, treatment facilities, Access Care of the Blue Ridge, etc.</p>	<p>Resources Needed:</p> <ul style="list-style-type: none"> Staffing needs to coordinate the various aspects of implementation Participation and coordination from multiple sectors in the community to send the same message of prescription medication safety Budget to purchase lock boxes, media, and printing Education/Training for law enforcement carrying and administering Naloxone
<p>Name of Intervention: Talk It Up, Lock It Up campaign to encourage parents and adults in the community to secure and monitor alcohol in their home Source – NC Preventing Underage Drinking http://www.ncpud.org/about/</p> <p>Community Strengths/Assets: Knowledgeable stakeholders to coordinate campaign (Western Youth Network)</p>	<p>S.M.A.R.T Goals: By June 30, 2017, 500 school aged kids will have heard of and participated in activities related to Talk It Up, Lock It Up.</p>	<p>Target Population(s): Parents and Adults in the Appalachian District</p> <p>Venue: schools and neighborhoods</p>	<p>Resources Needed:</p> <ul style="list-style-type: none"> Western Youth Network Development and implementation of media messages
<p>Name of Intervention: Healthful Living Curricula and Media Ready and Project Venture Source – SAMHSA National Registry of Evidence-Based Programs and Practices http://www.samhsa.gov/</p> <p>Community Strengths/Assets: Western Youth Network provides substance abuse prevention programs in the App District—both in the school setting and afterschool.</p>	<p>S.M.A.R.T Goals: By June 30, 2017, 2,000 students will be reached with substance abuse prevention messages through evidence-based healthful living curricula, in addition to routine youth prevention programs being offered by Western Youth Network.</p>	<p>Target Population(s): School aged kids</p> <p>Venue: Schools and afterschool programs</p>	<p>Resources Needed:</p> <ul style="list-style-type: none"> Western Youth Network Willingness of school system

Interventions Specifically Addressing Chosen Health Priority

<u>INTERVENTIONS: SETTING, & TIMEFRAME</u>	<u>LEVEL OF INTERVENTION CHANGE</u>	<u>COMMUNITY PARTNERS' Roles and Responsibilities</u>	<u>PLAN HOW YOU WILL EVALUATE EFFECTIVENESS</u>
<p>Intervention #1: <u>Project Lazarus</u></p> <p><input checked="" type="checkbox"/> New <input type="checkbox"/> Ongoing <input type="checkbox"/> Completed</p> <p>Setting: <u>Alleghany, Ashe and Watauga County Communities</u></p> <p>Target population: <u>School system, hospital, law enforcement, prescribers, residents of each county</u></p> <p>Start Date – End Date (mm/yy): <u>July 1, 2015 – June 30, 2017</u></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 checked="" type="checkbox"/> Organizational/Policy</p> <p><input checked="" type="checkbox"/> Environmental Change</p>	<p>Lead Agency: <u>Appalachian District Health Department in conjunction with community agencies</u></p> <p>Role: <u>Lead efforts in organizing Project Lazarus initiatives and implementing objectives</u></p> <p><input type="checkbox"/> New partner <input type="checkbox"/> Established partner</p> <p>Target population representative: _____</p> <p>Role: <u>Assist in interventions and leverage partnerships to achieve goal</u></p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p>Partners: <u>Project Lazarus</u></p> <p>Role: <u>Provide training, technical assistance to community partners</u></p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p>Include how you're marketing the intervention: <u>consistent messaging with print & electronic media</u></p>	<p>Expected outcomes: <u>Increased awareness of prescription medication safety practices, reduced mortality rates due to unintentional poisonings</u></p> <p>Anticipated barriers: Any potential barriers? <input checked="" type="checkbox"/> Y <input type="checkbox"/> N If yes, explain how intervention will be adapted: Barriers will include staff capacity to carry forth objectives, willingness of community agencies/partners – will address by clear communication and dedication to achievable goals</p> <p>List anticipated project staff: <u>Health Promotion Staff (App District Health Department), Ashe Memorial/Ashe Health Alliance Staff</u></p> <p>Does project staff need additional training? <input checked="" type="checkbox"/> Y <input type="checkbox"/> N If yes, list training plan: <u>Training needed for safe prescribing practices, evidence based interventions</u></p> <p>Quantify what you will do: <u>Establish at least one additional permanent drop box, distribute additional lock boxes, educate and encourage development of policies for safe medication prescribing, educate students of the importance of safe medication use</u></p> <p>List how agency will monitor intervention activities and feedback from participants/stakeholders: <u>Will continually meet and dialogue with participants/stakeholders and develop a strategic plan for intervention activities. Will continue to keep community coalitions/agencies informed and engaged.</u></p> <p>Evaluation: Are you using an existing evaluation? <input checked="" type="checkbox"/> Y <input type="checkbox"/> N If no, please provide plan for evaluating intervention: _____</p>

<p>Intervention #2: <u>Talk It Up, Lock It Up Campaign</u></p> <p><input checked="" type="checkbox"/> New <input type="checkbox"/> Ongoing <input type="checkbox"/> Completed</p> <p>Setting: <u>Alleghany, Ashe and Watauga County Communities</u></p> <p>Target population: <u>Parents and adults in each county</u></p> <p>Start Date – End Date (mm/yy): <u>July 1, 2015 – June 30, 2017</u></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 type="checkbox"/> Environmental Change</p>	<p>Lead Agency: <u>Western Youth Network</u></p> <p>Role: <u>Lead efforts in organizing campaign initiatives and implementing objectives</u></p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p>Target population representative:</p> <p>Role: _____</p> <p><input type="checkbox"/> New partner <input type="checkbox"/> Established partner</p> <p>Partners: <u>School Health Advisory Councils</u></p> <p>Role: <u>Provide support for implementation of curriculum</u></p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p>Include how you're marketing the intervention: <u>consistent messaging with print & electronic media</u></p>	<p>Expected outcomes: <u>Increased number of parents and adults in the community securing and monitoring alcohol in their home</u></p> <p>Anticipated barriers: Any potential barriers? <input checked="" type="checkbox"/> Y <input type="checkbox"/> N If yes, explain how intervention will be adapted:</p> <p>List anticipated project staff: <u>Western Youth Network Staff</u></p> <p>Does project staff need additional training? <input checked="" type="checkbox"/> Y <input type="checkbox"/> N If yes, list training plan: <u>Training needed for additional information and best practices of campaign</u></p> <p>Quantify what you will do: <u>Host 4 community tables that will work to educate parents and adults of the importance of locking up alcohol and creating a safe environment in the home. Host a communication plan to provide awareness of the importance of locking up alcohol.</u></p> <p>List how agency will monitor intervention activities and feedback from participants/stakeholders: <u>Will continually meet and dialogue with participants/stakeholders and develop a strategic plan for intervention activities. Will continue to keep community coalition members informed and engaged.</u></p> <p>Evaluation: Are you using an existing evaluation? <input checked="" type="checkbox"/> Y <input type="checkbox"/> N If no, please provide plan for evaluating intervention: _____</p>
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<p>Intervention #3: <u>Healthful Living Curricula and Media Ready and Project Venture (substance abuse prevention programs delivered by Western Youth Network)</u></p> <p><input checked="" type="checkbox"/> New <input type="checkbox"/> Ongoing <input type="checkbox"/> Completed</p> <p>Setting: <u>Appalachian District</u></p> <p>Target population: <u>Alleghany, Ashe and Watauga County Schools' students</u></p> <p>Start Date – End Date (mm/yy): <u>July 1, 2015 – June 30, 2017</u></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 type="checkbox"/> Environmental Change</p>	<p>Lead Agency: <u>Western Youth Network & School System</u></p> <p>Role: <u>Lead efforts in organizing delivering of curricula</u></p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p>Target population representative:</p> <p>Role: <u>Alleghany, Ashe and Watauga County Schools</u></p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p>Partners: <u>App District Health Department</u></p> <p>Role: <u>Assist in organization and coordination when necessary</u></p> <p><input type="checkbox"/> New partner <input type="checkbox"/> Established partner (N/A)</p> <p>Include how you're marketing the intervention: <u>Intervention will be with school system so marketing will not be needed</u></p>	<p>Expected outcomes: <u>Students increase knowledge of substance misuse and abuse</u></p> <p>Anticipated barriers: Any potential barriers? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N If yes, explain how intervention will be adapted:</p> <p>List anticipated project staff: <u>Western Youth Network staff, Health Department staff</u></p> <p>Does project staff need additional training? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N If yes, list training plan:</p> <p>Quantify what you will do: <u>Western Youth Network and the school system will educate students on substance misuse and abuse, while increasing students' protective factors. They will do this by providing 2 teachers with evidence based curriculum to be delivered in the school setting. This will approximately reach 500 middle school and elementary school students.</u></p> <p>List how agency will monitor intervention activities and feedback from participants/stakeholders: <u>Will continually meet and dialogue with participants/stakeholders</u></p> <p>Evaluation: Are you using an existing evaluation? <input checked="" type="checkbox"/> Y <input type="checkbox"/> N If no, please provide plan for evaluating intervention: _____</p>
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