

Community Health Improvement Plan – Short Term (1-3 years)



Priority: Substance Abuse

Alignment: Substance Abuse (Underaged Drinking and Opioid Use)

CHA/CHNA Year: 2018

LHD: Onslow County Health Department

Result 1: What result do you want?		Increase of 4 percent, youth and adult participation in Onslow County Health Department (OCHD) and Community Health Needs Assessment (CHAT) team initiatives and activities focused on Substance Abuse.			
What does it look like when you achieve this result?		Increased education to the military community, youth and parents on substance abuse to include underage drinking, smoking and vaping.			
Why is this important?		Onslow County believes that by educating the parents and youth and providing awareness, programs, and information to the community that we will empower Onslow County to make better choices for their health.			
What partners will address this priority?		Onslow Memorial Hospital (OMH), Coastal Coalition for Substance Abuse Prevention (CCSAP), Onslow County Sheriff Department, Jacksonville Police Department, and Onslow County Extension Office.			
How will you measure success?		Onslow County Health Department will use social media engagement and statistics along with surveys to measure success of initiatives and programs.			
List each strategy/intervention, partners, measures, and level					
Result 1	Name of Strategy/Intervention	Responsible Partners	Outcome (s) (What will you measure and report in the SOTCH?)	Output(s) (What you will do and report in the SOTCH?)	Level of Intervention
1.1	Red Ribbon Week	CCSAP and Community Prevention Services	OCHD will measure the participation of Onslow County Schools that hosted Red Ribbon Week events.	OCHD will provide additional educational material to share with the students and actively engage and participate in Red Ribbon Week activities to show support.	First Intervention

1.2	Sticker Shock Campaign	CCSAP, Community Prevention Services	CCSAP and Community Prevention Services will measure of products with awareness sticker and the number of local alcohol distributors that agree to partner	In this project, the community, youth and alcohol retailers collaborate to combat minors gaining access to alcohol by someone over the age of 21. Stickers are placed on alcoholic beverages informing purchasers of the penalties associated with buying alcohol for minors.	First Intervention
1.3	Social Media Substance Abuse Campaign	Onslow County Health Department, OMH, and CCSAP	OCHD and partners will measure social media analytics from Facebook and Twitter on posts that provide information on substance abuse.	OCHD will conduct a social media campaign in collaboration with OMH and CCSAP. These agencies will post branded and targeted information on the substance abuse problem in Onslow County. We will utilize statistics from NC Detect and the Department of Health & Human Services websites.	First Intervention
1.4	Substance Abuse National Night Out Survey	Onslow County Health Department	OCHD will measure attendee's knowledge of the drug problem in Onslow County that will be reported in the SOTCH.	OCHD surveyed National Night Out attendees and asked questions about drugs in the community. Over 300 attendees were surveyed and received a cooling towel for their participation in the survey.	First Intervention
1.5	Alcohol Purchase Retail Surveys	Community Prevention Services, CCSAP	OCHD will coordinate with partners to measure the number of stores that were surveyed and then re-survey stores who failed to ask for proper identification.	OCHD will work as a supporting partner and as members of CCSAP to contribute any time and resources that will be needed for this initiative.	First Intervention
1.6	Conduct Vaping Round Table Discussion with Jacksonville Youth Council	Onslow County Health Department	OCHD will measure the attendance of the meeting	OCHD will partner with Naval Medical Center Camp Lejeune, Jacksonville Youth Council, and	Second Intervention

			as well as participation on the topic.	Jacksonville Police Department to host a round table discussion on the hazards of vaping.	
1.7	Empowering Youth & Families Program (EYFP)	Onslow County Extension	OC Extension will measure the program attendance and metrics from pre/ post program survey.	This program focuses on opioid prevention education for youth ages 10-14 and their caregivers along with education to improve parenting skills and family relationships. OCHD will assist in program marketing and provide referrals to program along with attending facilitator training offered by NC State.	Third Intervention
1.8					
1.9					
Add rows as needed					
Result 2: What result do you want?			An increase of educational materials accessible to the community through social media and community partners. A decrease in opioid overdoses in Onslow County, along with a reduction in physician prescriptions of opioids for pain relief.		
What does it look like when you achieve this result?			An educated community on the opioid epidemic in Onslow County. Residents know where their local med-drop locations are and are aware of resources in their community to assist themselves, friends or family members in need.		
Why is this important?			Since 2016, OCHD's funding priorities have been geared towards opioid-related programs. Onslow County has spearheaded fifteen short-term opioid crisis response interventions in less than 3 years. Time and resources that could be used elsewhere have been invested in combating the opioid crisis in our community.		
What partners will address this priority?			Onslow Memorial Hospital (OMH), Jacksonville Police Department (JPD), Coastal Coalition for Substance Abuse Prevention (CCSAP), Onslow County Sheriff Department, Onslow County Extension, Safe Kids, and Realo Pharmacy.		
How will you measure success?			Onslow County Health Department will use social media engagement and statistics along with surveys to measure success of initiatives and programs.		

List each strategy/intervention, partners, measures, and level					
Result 2	Name of Strategy/Intervention	Responsible Partners	Outcome (s) (What will you measure and report in the SOTCH?)	Output(s) (What you will do and report in the SOTCH?)	Level of Intervention
2.1	Social Media Opioid Awareness Campaign	OCHD	OCHD will measure the likes, engagement and reach of Opioid Awareness social media posts.	OCHD has and will continue to post on social media regularly on the opioid epidemic in an effort to raise awareness and provide education for the prevention and reduction of opioid use and misuse in our community.	First Intervention
2.2	Opioid PSA	OCHD	OCHD's Strategic Opioid Advanced Response (SOAR) team will lead the agency in creating a branded and local PSA. This PSA will provide the community with statistics and information of the Opioid problem in Onslow County.	OCHD will feature several agencies that provide services and resources to the target population. OCHD will place advertising buys on digital platforms such as Facebook, Google and retarget Onslow County browsers to an OCHD landing page created for resources and services. OCHD will report the stats from each platform the PSA is advertised on.	First Intervention
2.3	Project Med-Drop	Safe Kids, CCSAP, OMH and JPD	OCHD will measure the amount of substances that were properly disposed of during scheduled med-drop events in April and October.	OCHD along with Safe Kids, CCSAP, OMH, and JPD will promote med-drop days in April and October and work various med-drop locations throughout Jacksonville.	Second Intervention
2.4	Education for Local Physicians	Onslow Memorial Hospital	Hold at least one CME event for local physicians/providers focused on alternatives to addressing the opioid epidemic in our community	The number of attendees at the event(s) and pertinent feedback from the attendees	Third Intervention
2.5					

2.6					
2.7					
2.8					
2.9					
Add rows as needed					

Instructions:

- Add new section(s) if more than two results and number accordingly
- Add more rows if more than 9 interventions are needed and number accordingly.
- Level of Intervention: Individual, Organizational, or Policy

Instructions for use of this form can be found on the DHHS/DPH website: <https://publichealth.nc.gov/lhd/>