

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

Priority: Chronic Diseases

Alignment: Diabetes, Kidney Disease, and Respiratory Disease

CHA/CHNA Year: 2018

LHD: Onslow County Health Department



Result 1: What result do you want?		Reduce Chronic Kidney Disease and Respiratory Disease both by 2% in Onslow County, which is comparable to the U.S. average. This will be achieved through regular education on social media and through partner collaboration with Onslow Memorial Hospital and Realo Discount Drugs, as well as awareness at special events, to include, Octoberfest, Senior Expo, etc.			
What does it look like when you achieve this result?		A reduction of Emergency Department visits for Kidney Disease and medication prescription due to the increase in education and awareness. An increase COPD Emergency Kits provided to residents.			
Why is this important?		The Center for Disease Control has identified that many Chronic Diseases are caused by risk behaviors to include, tobacco use, poor nutrition, and lack of physical. By educating the community through social media, at outreach events, providing educational classes and free physical fitness opportunities, we can assist in guiding and encouraging the community to make healthier lifestyle choices.			
What partners will address this priority?		Onslow County Health Department (OCHD), Onslow Memorial Hospital (OMH), Realo Discount Drugs, NC DHHS Division of Public Health, Oral Health Section, Senior Services and Onslow County Home Health & Hospice.			
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	Social Media Chronic Diseases Campaign	Onslow County Health Department	OCHD will post regular information on Facebook and Twitter on Chronic Disease prevention and maintenance. OCHS will measure social media analytics from Facebook and Twitter on posts to gauge popularity of each topic and what interests the community has.	OCHD will conduct a social media campaign in collaboration with OMH and Realo Discount Drugs. These agencies will post branded and targeted information on various Chronic Disease, to include Diabetes, Respiratory, Arthritis and Kidney Disease. We will utilize statistics from NC Detect and the Department of Health & Human Services websites to create branded educational material to be shared.	First Intervention
1.2	“What’s your next 10?”	OCHD, OMH, Realo Discount Drugs, DHHS	OCHD will measure the events the group will participate in throughout the year, as well as the participants that were screened. Each participant will receive a pre-survey and at the end of the year a post survey.	OCHD will partner with other community groups and attend events to provide an in person educational campaign along with health screens to focus on participant goals. Participants will be encouraged to set goals that they have for the next 10 years, 10 meals or 10 miles, etc.	Second Intervention
1.3	COPD Emergency Action Plan/Kits and Education	Realo Discount Drugs, OMH, OCHD	Grants received. Number of recipients of the education and kits.	Apply for a grant to support purchasing COPD emergency kits. Provide education along with the kits for community members with COPD.	Second Intervention
1.4	Second Saturday Step Up	OCHD	OCHD will measure participation at events throughout the year as well as provide social media surveys to followers to get them involved in the planning efforts.	OCHD will partner will local agencies such as Senior Services, Onslow Memorial Hospital, local gyms, Parks & Recreation Center etc. to provide free monthly or quarterly events for the community. These events will focus on physical activity as well as health education specific to Chronic Disease and Weight & Nutrition.	Third Intervention
1.5					

1.6					
1.7					
1.8					
Add rows as needed					
Result 2: What result do you want?			Reduce Diabetes in both Medicare population and General population by 3% which is comparable to the U.S. average. This will be achieved through regular education on social media, Diabetes Prevention Program and Diabetes Self-Management classes, nutrition education and exercise events.		
What does it look like when you achieve this result?			Increased education to the Medicare population, minority groups, and all Onslow County residents on programs and services available to them.		
Why is this important?			A reduction in diabetes will lead to a reduction in other Chronic Disease or risk of diseases that clients may have.		
What partners will address this priority?			Onslow County Health Department, Onslow County Home Health & Hospice, Senior Services and Onslow Memorial Hospital.		
How will you measure success?			Success will be measured in surveys and participation in classes.		
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	Diabetes Prevention Program	OCHD	OCHD will measure class participation through surveys, as well as weight loss, blood glucose measurements, and HbA1c levels.	OCHD will host yearly classes to help prevent or delay diabetes.	Third Intervention
2.2	Diabetes Self-Management	OCHD	OCHD will measure class participation through surveys, as well as weight loss, blood glucose measurements, and HbA1c levels.	OCHD will host classes to empower diabetics with the information needed to live with the disease.	Third Intervention

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/>