



Community Health Action Plan 2013-2015

6/5/13

Designed to address Community Health Assessment priorities

County: **Onslow**

Partnership: **Onslow County CHIP Inc**

Period Covered: **FY 12/13 – FY 14/15**

LOCAL PRIORITY ISSUE

- Priority issue: **Tobacco Use**
- Was this issue identified as a priority in your county's most recent CHA? Yes No

LOCAL COMMUNITY OBJECTIVE Please check one: new Ongoing (was addressed in previous Action Plan)

- By (year): **2015**
- Objective (specific, measurable, achievable, realistic, time-lined change in health status of population):
Reduce the number of Onslow County residents who use tobacco products by 2%.
- Original Baseline:
 - Approximately 27%, or 1 in 4, Onslow County residents use tobacco which is significantly higher than the state's percentage of tobacco users at 22%.
- Date and source of original baseline data:
SCHS 2010 BRFSS Survey Results; County Health Rankings & Roadmaps 2011; OCHD 2012 CHA Survey.
- Updated information (For continuing objective only):
- Date and source of updated information:

POPULATION(S)

- Describe the local population(s) experiencing disparities related to this local community objective:
The local population experiencing tobacco related disparities includes low-income pregnant women receiving prenatal care through the health department.
- Total number of persons in the local disparity population(s):
 - The 2010 NC Pregnancy Nutrition Surveillance System reported between CY 2002 and CY09 reported that an average of 10% of the women having live births smoked during pregnancy.
 - During CY 2012, North Carolina Vital Records reflected 4,110 births occurred in Onslow County; *approximately 411 Onslow County women smoked during their pregnancy.*
 - Of these total births, approximately 25% (1,028) were to Medicaid mothers (NC Health Statistics Pocket Guide – 2009); *approximately 103 Onslow County women on Medicaid smoked during their pregnancy.*
 - Of these total births, approximately 17% (699) were to mothers receiving prenatal care at the health department (NC Health Statistics Pocket Guide – 2009); *approximately 70 Onslow County women who received prenatal care through the Onslow County Health Department smoked during their pregnancy.*
 - Number you plan to reach with the interventions in this action plan:
70 women who smoke that receive prenatal care through the Onslow County Health Department

HEALTHY NC 2020 FOCUS AREA ADDRESSED

- Check **one** Healthy NC 2020 focus area:

- | | | |
|--|--|--|
| <input checked="" type="checkbox"/> Tobacco Use | <input type="checkbox"/> Social Determinants of Health (Poverty, Education, Housing) | <input type="checkbox"/> Infectious Diseases/ Food-Borne Illness |
| <input type="checkbox"/> Physical Activity and Nutrition | <input type="checkbox"/> Maternal and Infant Health | <input type="checkbox"/> Chronic Disease (Diabetes, Colorectal Cancer, Cardiovascular Disease) |
| <input type="checkbox"/> Substance Abuse | <input type="checkbox"/> Injury | <input type="checkbox"/> Cross-cutting (Life Expectancy, Uninsured, Adult Obesity) |
| <input type="checkbox"/> STDs/Unintended Pregnancy | <input type="checkbox"/> Mental Health | |
| <input type="checkbox"/> Environmental Health | <input type="checkbox"/> Oral Health | |

Objective 1. Decrease the percentage of adults who are current smokers.

RESEARCH REGARDING WHAT HAS WORKED ELSEWHERE*

List the 3-5 evidence-based interventions (proven to effectively address this priority issue) that seem the most suitable for your community and/or target group. *Training and information are available from DPH. Contact your regional consultant about how to access them.

Intervention	Describe the evidence of effectiveness (type of evaluation, outcomes)	Source
Commit to Quit	<p>Commit to Quit was designed to test the efficacy of vigorous-intensity physical activity as an aid to smoking cessation for women. The rationale is that participation in regular physical activity among female smokers may aid in cessation efforts both by serving as an alternative to smoking and by reducing the weight gain associated with smoking cessation.</p> <p>Commit to Quit includes a group-based, 12-session smoking cessation program and a personalized, prescribed exercise program consisting of three sessions per week.</p>	<p>http://66.240.150.14/intervention/163/view-eng.html</p>
Forever Free	<p>Forever Free is a program to prevent smoking relapse. It is focused on ex-smokers, and involves 8 brochures being sent to the participants' home (either all at once or over time). A study found that those who had all 8 brochures mailed to them over time, or all at once, had lower rates of smoking relapse than those who had minimum contact.</p>	<p>http://66.240.150.14/intervention/809/view-eng.html</p>
Project Toward No Tobacco Use (TNT)	<p>Project Toward No Tobacco Use (TNT) is a comprehensive, classroom-based curriculum designed to prevent or reduce tobacco use in youth 10 to 15 years old in grades five through ten. Upon completion of this program, students will be able to describe the course of tobacco addiction, the consequences of using tobacco, and the prevalence of tobacco use among peers. Delivered in 10 core and 2 booster lessons, TNT is proven effective at helping youth to:</p> <ul style="list-style-type: none"> - Resist tobacco use and advocate no tobacco use - Demonstrate effective communication, refusal, and cognitive coping skills - Identify how the media and advertisers influence youth to use tobacco products - Identify methods for building their own self esteem - Describe strategies for advocating no tobacco use <p>Project TNT is designed to counteract several different causes of tobacco use simultaneously because the behavior is determined by multiple causes. This comprehensive approach works well for a wide variety of youth who may have different risk factors influencing their tobacco use.</p>	<p>http://66.240.150.14/intervention/155/view-eng.html</p>

(Insert rows as needed)

WHAT INTERVENTIONS ARE ALREADY ADDRESSING THIS ISSUE IN YOUR COMMUNITY?

Are any interventions/organizations currently addressing this issue? Yes ___ No ___ If so, please list below.

Intervention	Lead Agency	Progress to Date
Tobacco Cessation Program	Health Promotions & Wellness Naval Hosp Camp Lejeune MCB	Ongoing classes
Quitline NC	NC Department of Health and Human Services	http://www.quitlinenc.com
Smoking Cessation Classes	County Employees Safety and Wellness Committee	Ongoing classes

(Insert rows as needed)

WHAT RELEVANT COMMUNITY STRENGTHS AND ASSETS MIGHT HELP ADDRESS THIS PRIORITY ISSUE?

Community, neighborhood, and/or demographic group	Individual, civic group, organization, business, facility, etc. connected to this group	How this asset might help
Onslow County	CHIP Inc Community Health Improvement Process	Onslow County CHIP Inc is a certified 501c (3) non-profit agency promoting healthy lifestyles at home, at work and in the community! http://www.onslowchip.org
Community Transformation Grant Project	Community Transformation Grant Region 8	Staff members are actively supporting Tobacco Free Living interventions on a regional basis and will lend local support also.
USMC	Health Promotions & Wellness Naval Hosp Camp Lejeune MCB	TBD
Onslow County	Community Prevention Services, Inc.	Smoking Cessation Classes
Board of County Commissioners	Commissioners	Ability to Ability to enact smoke free policies

(Insert rows as needed)

INTERVENTIONS: SETTING, & TIMEFRAME Each plan will need a minimum of one intervention for each of the three sections below	COMMUNITY PARTNERS' Roles and Responsibilities	PLAN HOW YOU WILL EVALUATE EFFECTIVENESS
INTERVENTIONS SPECIFICALLY TARGETING HEALTH DISPARITIES		
<p>Intervention: Decrease tobacco use among low-income pregnant women receiving prenatal care through the Onslow County Health Department.</p> <p>Intervention: <input checked="" type="checkbox"/>_X_ new <input type="checkbox"/>_ongoing <input type="checkbox"/>_completed</p> <p>Setting: Onslow County Health Department, Onslow Memorial Hospital, and county OB Provider Offices.</p> <p>Start Date – End Date: July 1, 2013 – June 30, 2015</p> <p>Level of Intervention - change in: <input checked="" type="checkbox"/>_X_ Individuals <input checked="" type="checkbox"/>_X_ Policy &/or Environment</p>	<p>Lead Agency: <u>Onslow County Health Department</u> will implement a comprehensive, community wide, smoking cessation initiative targeting low-income pregnant women. Initiative will include 5 A's training of health department, hospital, and private OB office staff, targeted messaging, reinforcing print communication, and billboard advertisement.</p> <p>Partners Agencies <u>Onslow Memorial Hospital</u> will participate in smoking cessation training for their postpartum staff and will provide targeted smoking cessation counseling to postpartum women. <u>Private OB Offices</u> will participate in smoking cessation training for their postpartum staff and will provide targeted smoking cessation counseling to postpartum women. <u>Community Prevention Services, Inc.</u> will offer Smoking Cessation Classes to pregnant and postpartum women. <u>Quitline NC</u> will offer individual support to pregnant and postpartum women desiring smoking cessation.</p> <p>Marketing: Bill boards; educational literature and brochures, clinic posters, agency website; Google application that can be downloaded to a smart phone; individualized counseling.</p>	<p>1. Quantify what you will do:</p> <ul style="list-style-type: none"> o Conduct baseline "Smoking History Survey" to determine the number of low-income pregnant women receiving prenatal care through the Health Department that are currently smoking, recently quit, or live with a smoker. o Identify patients who smoke, recently quit, or live with a smoker through utilization of chart stickers. o Develop an agency policy on smoking cessation counseling that offers extended or augmented interventions that exceeds minimal advice to quit and is provided throughout the course of pregnancy. o Train agency staff on the 5 A counseling method, agency policy, targeted messaging, and documentation tools. o Provide extended and targeted 5A counseling, specific for discipline to all pregnant women who are smoking, who have recently quit smoking, or who live with a smoker. o Use CO2 meter to reinforce the health effects of smoking or exposure to secondhand smoke. o Train hospital and private OB office staff on the 5A counseling method and office protocols to support smoking cessation efforts among pregnant women. <p>2. Expected outcomes: Reduce the number of pregnant women who smoke during pregnancy by 2%.</p> <p>3. Evidence:</p> <ul style="list-style-type: none"> o Pre- and post-intervention survey results. o Approved agency policy on smoking cessation. o Class rosters of health professionals completing smoking cessation counseling training. o Patient counts of smoking cessation counseling sessions provided.

INDIVIDUAL CHANGE INTERVENTIONS		
<p>Intervention: “Tackle Tobacco” public information campaign to educate high school students and their families on Onslow County Schools’ smoking policy.</p> <p>Intervention: <input checked="" type="checkbox"/>_X_ new <input type="checkbox"/>_ongoing <input type="checkbox"/>_completed</p> <p>Setting: High schools in Onslow County</p> <p>Start Date – End Date: July 1, 2013 – June 30, 2015</p> <p>Level of Intervention - change in: <input checked="" type="checkbox"/>_X_ Individuals <input type="checkbox"/>_X_ Policy &/or Environment</p>	<p>Lead Agency: <u>Onslow County Health Department</u> will implement a public information campaign (“Tackle Tobacco”) to educate high school students, their families, and the general public on the Onslow County School policy prohibiting the use of tobacco products on school grounds.</p> <p>Partners: <u>High schools in Onslow County</u> will partners with High School Booster Clubs to support posting banners informing the public of the smoking policy, permit cheerleaders to throw foam footballs imprinted with the smoking policy into the stands, make targeted announcements regarding the smoking policy during football games, and encourage school faculty and students to wear “No Smoking Section” t-shirts during sporting events.</p> <p>Marketing: Vinyl banners, imprinted foam footballs and t-shirts, public announcements during games.</p>	<p>Quantify what you will do:</p> <ul style="list-style-type: none"> • Meet with area high school principals to elicit their participation in the “Tackle Tobacco” initiative. • Purchase vinyl banners, foam footballs, and t-shirts imprinted with anti-tobacco messaging and school policy prohibiting tobacco use on school grounds. • Develop scripted announcements educating fans of tobacco free school policy for airing during football games. • Distribute banners, footballs, t-shirts, and announcement scripts to area high schools. <p>Expected outcomes:</p> <ul style="list-style-type: none"> • Decrease the incidence of violations of school policy on tobacco free grounds and athletic events. • Decrease the exposure to second hand smoke at athletic events. <p>Evidence:</p> <ul style="list-style-type: none"> • Interviews with school staff regarding incidence of school smoking policy violations. • Viewing of posted banners at school.
POLICY OR ENVIRONMENTAL CHANGE INTERVENTIONS		
<p>Intervention: Expansion of existing local government tobacco free policy to include grounds surrounding county buildings and development of new workplace tobacco free policies.</p> <p>Intervention: <input checked="" type="checkbox"/>_X_ new <input type="checkbox"/>_ongoing <input type="checkbox"/>_completed</p> <p>Setting: Onslow County governmental buildings and grounds</p> <p>Start Date – End Date (mm/yy): July 1, 2013 – June 30, 2015</p> <p>Level of Intervention - change in: <input type="checkbox"/>_Individuals <input checked="" type="checkbox"/>_X_ Policy &/or Environment</p>	<p>Lead Agency: <u>Onslow County Health Department</u> will collaborate with Onslow County Government Administration and other local organizations to adopt new and/or expand existing tobacco free policies</p> <p>Other agencies : <u>Onslow County Government</u> will develop and adopt an expanded tobacco policy that prohibits tobacco use on the grounds of governmental buildings.</p> <p><u>Working Toward Wellness and Carolinas Healthcare System’s Corporate Health</u> will help identify worksites that do not have tobacco free policies.</p> <p><u>NC Tobacco Prevention and Control Branch</u> will provide technical support in strategy development.</p> <p><u>Other County Businesses / Organizations</u> will adopt new and/or expand their existing tobacco free policies.</p> <p>Marketing: 1:1 Meetings with county admin and area businesses. Mailed educational literature on benefits of tobacco free policy adoption to area businesses. Website postings.</p>	<p>Quantify what you will do:</p> <ul style="list-style-type: none"> • Contact major employers in the county to determine their existing policies on tobacco use and their interest in adopting new or enhanced tobacco free policies. • Educate local government authorities and area business leaders on the benefits of tobacco free policies. • Draft sample tobacco free policies for private worksites for their consideration in adopting. • Provide tobacco free signage to assist businesses adopting tobacco free policies to educate their visitors regarding the policy. <p>Expected outcomes: Adoption of workplace tobacco free policies encourages current users to quit. Adoption of workplace tobacco free policies reduces exposure to second hand smoke by employees and visitors to the business. Decreasing exposure to people smoking makes tobacco use less socially acceptable.</p> <p>Evidence: Adoption of policies for tobacco free buildings and grounds by local county government and by other area businesses.</p>