



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: **Adult Obesity**
- 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 rate of obesity and overweight (BMI >25) among adults in Onslow County by 2% (from 61.3% to 59.3%)
- Original Baseline:
Percentage of Onslow County adults who are overweight / obese (BMI>25) is 61.3%.
Percentage of low income (household income < \$50,000) Onslow County adults who are overweight / obese (BMI>25) is 57.5%.
- Date and source of original baseline data: 2010 BRFSS Survey Results (Derived Variables and Risk Factors) Onslow County, NC. <http://www.schs.state.nc.us/schs/brfss/2010/onsl/rf2.html>
- 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:
Low-income adults in Onslow County earning less than \$50,000.
- Total number of persons in the local disparity population(s):
Population of Individuals living below the poverty line in Onslow County is 25,290 individuals
<http://quickfacts.census.gov/qfd/states/37/37133.html>
- Number you plan to reach with the interventions in this action plan:
Number planned to reach is estimated at 14,542 persons over the next three years.
(57.5% of 25,290 lower income individuals are overweight/obese)

HEALTHY NC 2020 FOCUS AREA ADDRESSED: Check **one** Healthy NC 2020 focus area:

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

- **List HEALTHY NC 2020 Objective:** (Detailed information at <http://publichealth.nc.gov/hnc2020/> website)

Objective 4: Increase the percentage of adults who are neither overweight nor obese.

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
Generation Fit	Youth who participate in Generation Fit "take part in community service projects that promote more physical activity and healthier eating among their friends and families, and in their schools and communities." The program centers around five types of activities that focus on promoting healthier food choices in the school cafeteria, improving eating and exercise habits, and using the power of teamwork to make positive changes.	http://www.knackonline.org/information/evidence-based-programs.php
CATCH (Coordinated Approach to Child Health)	This program is designed for after-school youth groups and community recreation programs and has a large base of scientific evidence to support its effectiveness in teaching healthy activity to adolescents and younger kids. CATCH consists of classroom curricula for third through fifth grades, parental involvement programs, CATCH PE, the Eat Smart foodservice program and CATCH Kids Club (K-8th grade after-school participants). The emphasis in the curricula is on making healthy food choices through skills training.	http://www.knackonline.org/information/evidence-based-programs.php
Stanford University Chronic Disease Self Management program (CDSMP) and Diabetes Self Management Program (DSMP) American Diabetes Association Recognized Diabetes Self Management Education	Subjects, who took the Program, when compared to those who did not, demonstrated significant improvements in exercise, cognitive symptom management, and communication with physicians, self-reported general health, health distress, and fatigue, disability, and social/role activities limitations. They also spent fewer days in the hospital, and there was also a trend toward fewer outpatient visits and hospitalizations. These data yield a cost to savings ratio of approximately 1:4. Many of these results persist for as long as three years.	http://patienteducation.stanford.edu/programs/cdsmp.html http://patienteducation.stanford.edu/programs/diabeteseng.html

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
Eat Smart, Move More, Weigh Less	NC Cooperative Extension & Onslow County Parks and Recreation (with program support from Onslow County Health Department)	Currently holding two ongoing classes in the community with two more scheduled to begin in April and May.
Weight Wise	Health Promotions, Camp Lejeune MCB	Ongoing classes

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
Onslow County Farmer's Market	NC Cooperative Extension	Increasing accessibility to healthy options The Farmer's Market is opened every Saturday from 8am – till 1600. Farmer's market will open two other smaller locations in the county.
Community Transformation Grant	Region 8 CTG counties of Onslow; Bladen, Pender, Columbus, New Hanover, Duplin; and Robeson;	The grant supports public health efforts in local communities to reduce chronic diseases, promote healthier lifestyles, reduce health disparities, and control health care spending. CTG es on three priority areas across the eight county regions: tobacco-free living; active living and healthy eating; and evidence-based quality clinical and other preventive services, specifically prevention and control of high blood pressure and high cholesterol.
Feast Down East Southeastern North Carolina Food Systems Program	Southeastern North Carolina Food Systems Program is a non-profit grassroots organization.	Feast Down East helps expand local and regional markets and provides the link between farmer and buyer through several programs, The Farm to Chef Program; the farm to School Program; The farm to Institution Program; the feast down east processing and distribution program; the Resourceful Farmer Support Program; and the Buy local food campaign.
Lighten Up Onslow	Onslow Memorial Hospital	Lighten Up Onslow is a weight loss challenge that encourages people to develop support teams to assist them in adopting healthy eating and exercise habits.

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: Increase awareness and utilization of healthy food resources among low-income, county residents in Onslow County.</p> <p>Intervention: __XX__ new __ ongoing __ completed</p> <p>Setting: Onslow County</p> <p>Start Date – End Date (mm/yy): July 2013 - Jun 2015</p> <p>Level of Intervention - change in: <u> X </u> Individuals __ Policy &/or Environment</p>	<p>Lead Agency: <u>Onslow County Health Department</u> will increase awareness and utilization of healthy food choices (such as the Farmer's Market, soup kitchens, WIC, etc) among low-income residents through the development of a written and electronic asset map depicting the locations and contact information healthy food resources.</p> <p>List other agencies and what they plan to do. <u>Onslow County Government / Administration:</u> Provide funding for data collection and analysis of low-income, healthy food resources.</p> <p><u>Various Agencies / Organizations providing low-income health food options (example: Farmer's Market, soup kitchen, WIC, Food Stamps, Meals on Wheels, etc):</u> Provide information for community database on how to access the healthy food resource provided by their respective agency / organization.</p> <p><u>Health & Human Service Support Agencies:</u> Distribute hard copies of asset map to clients and post electronic version of asset map on their respective web site.</p> <p>Include how you're marketing the intervention:</p> <ul style="list-style-type: none"> • Oral presentations on Healthy Food Asset Map at county Human Services meeting, governmental department head meetings, various board meetings, etc. • Press Release • G-10 Public TV Interview 	<p>1. Quantify what you will do</p> <ul style="list-style-type: none"> • Research existing county resources for health food options for low income residents. • Contact existing resources to determine essential information regarding the resource and how residents can access the resource • Organize collected information into a searchable database. • Contract with graphic artists to create an asset map with pictorial icons depicting locations of low-income, healthy food resources in county. • Contract with IT specialists to create electronic, web based format of asset map with scroll over "hot buttons" that include detailed info on the food resource. • Promote utilization and distribution of hard copy and electronic versions of asset map. <p>2. Expected outcomes: Explain how this will help reach the local community objective</p> <ul style="list-style-type: none"> • Asset map of healthy food options in the county will increase the awareness and utilization of these resources. • Due to the transient nature of our large military community, many residents are unaware of existing healthy food resources available to them in our county; knowledge of these healthy food resources will increase utilization. • Asset maps are easy to read and understand, appealing to low-literacy and non-native speakers. <p>Evidence:</p> <ul style="list-style-type: none"> • Numbers of healthy food asset maps distributed will be tracked. • Numbers of agencies agreeing to distribute health food asset maps will be tracked. • Utilization of Farmer's Market by low income WIC participants will be assessed.

INDIVIDUAL CHANGE INTERVENTIONS		
<p>Intervention: Worksite wellness</p> <p>Intervention: <input checked="" type="checkbox"/> new <input type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: Community Based</p> <p>Start Date – End Date (mm/yy): July 2013 - Jun 2015</p> <p>Level of Intervention - change in: <input checked="" type="checkbox"/> Individuals <input type="checkbox"/> Policy &/or Environment</p>	<p>Lead agency: <u>Onslow County Health Department:</u></p> <ul style="list-style-type: none"> • Conduct baseline assessment of existing employee wellness programs provided by major employers in Onslow County. • Survey major employers in the county to determine their future interest in developing a worksite wellness program for their organization. • In collaboration with community partners, expand Eat Smart, Move More, Weigh Less class to at least one new Onslow County business / employer. <p>Partner agencies: <u>Onslow County Government / Administration:</u> Provide funding for data collection and analysis of major employer's interest in worksite wellness.</p> <p><u>Cooperative Extension:</u> Provide trainer for Eat Smart, Move More, Weigh Less classes.</p> <p><u>Major Employers in County:</u> Participate in survey data collection regarding their organization's interest in worksite wellness programs. Host Eat Smart, Move More, Weigh Less classes for their employees.</p> <p>Include how you're marketing the intervention:</p> <ul style="list-style-type: none"> • Oral presentations on the value of Employee Wellness programs to Chamber of Commerce and administrators of major employers in the county. • Follow-up emails to major employers. • Website announcements. • Flyers. 	<p>Quantify what you will do</p> <ul style="list-style-type: none"> • Survey major employees in county to determine their organization's current participation in and/or future interest in a worksite wellness program. • Compile Worksite Wellness Programs offered in the county into a comprehensive database that can be used to target employers for future worksite wellness offerings. • Contact organizations in the county to offer Eat Smart, Move More, Weigh Less classes to their employees through either on-line or instructor led classes (15 classes per series). <p>Expected outcomes:</p> <ul style="list-style-type: none"> • Development of a comprehensive database of current worksite wellness programs in the county. • Completed survey of major employers indicating their future interest in developing a worksite wellness program for their organization. • Expand Eat Smart, Move More, Weigh Less classes to additional business / organization. <p>Evidence:</p> <ul style="list-style-type: none"> • County wide database of worksite wellness programs provided by major employers in the county. • Eat Smart, Move More, Weigh Less class attendance rosters

POLICY OR ENVIRONMENTAL CHANGE INTERVENTIONS		
<p>Intervention: Development of a comprehensive county government policy on breastfeeding that is in compliance with the NCGS 14-190.9 (HB 1143) and that encourages and supports breastfeeding among local county governmental employees.</p> <p>Intervention: <input checked="" type="checkbox"/> new <input type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: Onslow County Government agencies</p> <p>Start Date – End Date (mm/yy): July 2013 - Jun 2015</p> <p>Level of Intervention - change in: <input type="checkbox"/> Individuals <input checked="" type="checkbox"/> Policy &/or Environment</p>	<p>The lead agencies: <u>Onslow County Health Department:</u></p> <ul style="list-style-type: none"> • Provide education to county administrative staff and County Commissioners on legal requirements for employers regarding breastfeeding. • Provide draft county policy on breastfeeding for consideration of adoption by County Commissioners. <p><u>Onslow County Human Resources:</u></p> <ul style="list-style-type: none"> • Review proposed county policy on Breastfeeding. • Present county policy on Breastfeeding to County Commissioners for adoption. • Educate department heads on breastfeeding policy and ensure consistent application of the policy. <p>List other agencies and what they plan to do:</p> <ul style="list-style-type: none"> • County Commissioners will approve the policy. • County Department heads will ensure application of the policy within their respective department. <p>Include how you're marketing the intervention: Department Flyers, emails, posters, meetings.</p>	<p>Quantify what you will do:</p> <ul style="list-style-type: none"> • The Health Department will advise and assist in development and implementation of the breastfeeding policy. • The Health Department will loan breastfeeding equipment and provide guidance on use of the equipment to new mothers electing to breastfeed. • The Health Department will provide educational literature and classes on the importance of breastfeeding for both mother and baby to county employees. <p>Expected outcomes: Increase the number of county employees who initiate and sustain breastfeeding after returning to work.</p> <p>Evidence:</p> <ul style="list-style-type: none"> • The number of county employees attending breastfeeding classes will be monitored. • The number of times that breastfeeding equipment is loaned will be tracked.

(Insert rows as needed)