



# Community Health Action Plan 2014

*Designed to address Community Health Assessment priorities*

**County:** Chatham      **Partnership, if applicable:** Chatham Health Alliance      **Period Covered:** 2015-2017

## LOCAL PRIORITY ISSUE

- Priority issue: Access to Mental Health Services (Includes substance abuse prevention)
- 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): 2017
- Objective: Increase the percentage of residents who know where to refer someone for mental health/substance abuse services by 20%.
- Original Baseline: Mental Health: 38% (Goal: 46%); Substance Abuse: 41% (Goal: 49%)
- Date and source of original baseline data: 2014 CHOS
- 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: This is an issue for all Chatham residents in need of mental health services, with low-income, minority, Hispanic; predominantly western Chatham residents with Medicaid or no insurance at heightened risk; Chatham School students experiencing bullying; residents at risk of prescription drug overdose
- Total number of persons in the local disparity population(s): 7,500; 3000 students
- Number you plan to reach with the interventions in this action plan: 5,440; 3,000 students

## 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 checked="" 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 checked="" type="checkbox"/> Mental Health                                    |  |
| <input type="checkbox"/> Environmental Health            | <input type="checkbox"/> Oral Health   |  |
- **List HEALTHY NC 2020 Objective:** (List the Healthy NC 2020 objective(s) that align with your local community objective.)  
REDUCE THE SUICIDE RATE (per 100,000 residents)

## RESEARCH REGARDING WHAT HAS WORKED ELSEWHERE\*

| Intervention  | Describe the evidence of effectiveness (type of evaluation, outcomes)  | Source  |
|---|--|---|
| Steps to Respect: A Bullying Prevention Program                               | 2.9 on SAMHSA scale (out of 5); Experimental design with limited impact on many outcome measures, such as bullying behaviors. No effect size given.            | <a href="http://www.nrepp.samhsa.gov/ViewIntervention.aspx?id=336">http://www.nrepp.samhsa.gov/ViewIntervention.aspx?id=336</a>   |
| Project Lazarus   | Project Lazarus has shown promise in Wilkes County, NC, where OD deaths decreased 69% from 2009-2011. There has not been a rigorous evaluation of the program. | <a href="http://projectlazarus.org/project-lazarus-results-wilkes-county">http://projectlazarus.org/project-lazarus-results-wilkes-county</a>                                       |
| National Alliance on Mental Illness (NAMI) Family-to-Family Education Program | Sound evidence, though effect sizes not provided; experimental study design that has been replicated many times  | <a href="http://www.nrepp.samhsa.gov/ViewIntervention.aspx?id=315#std682">http://www.nrepp.samhsa.gov/ViewIntervention.aspx?id=315#std682</a>                                       |
| Healthy IDEAS (Identifying Depression, Empowering                             | Evidence-based program that integrates depression awareness and management   | <a href="http://careforelders.org/(X(1)S(dt1wrmww3441frujc44exmt))/default.aspx?menugroup=h">http://careforelders.org/(X(1)S(dt1wrmww3441frujc44exmt))/default.aspx?menugroup=h</a> |

|                         |   |   |
|-------------------------|---|---|
| Activities for Seniors) | into existing case management services provided to older adults. Healthy <i>IDEAS</i> ensures older adults get the help they need to manage symptoms of depression and live full lives through screening, educating, linking, and empowering. | <a href="#">ealthyideas&amp;AspxAutoDetectCookieSupport=1</a> |
|-------------------------|---|---|

**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  |
|--|--|---|
| <b>Bullying Prevention Task Force Programs</b> | Chatham County Schools   | <ul style="list-style-type: none"> <li>The task force conducts a bullying survey every 2 years and has led several initiatives to prevent bullying</li> </ul>               |
| <b>Prescription Drug Drop-off boxes</b>        | Chatham Drug Free, Sheriff's Office, Pittsboro Police Dept., Siler City Police Dept. | <ul style="list-style-type: none"> <li>Permanent boxes are posted and drop off events take place regularly. At one event, 3.5 pounds of medication was collected</li> </ul> |

*(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   |
|---|---|---|
| Engaged community with a growing understanding of these issues and the gaps in access to care and knowledge of available services | Chatham Drug Free<br>Cardinal Innovations<br>Mental Health Subcommittee<br>Mental Health Access Group | This will allow us to connect to local communities and gain buy in. |

*(Insert rows as needed)*

| <b>INTERVENTIONS:<br/>SETTING, &amp; TIMEFRAME</b><br>Each plan will need a minimum of one intervention for each of the three sections below  | <b>COMMUNITY PARTNERS'<br/>Roles and Responsibilities</b>   | <b>PLAN HOW YOU WILL EVALUATE<br/>EFFECTIVENESS</b>   |
|---|---|---|
| <b>INDIVIDUAL CHANGE INTERVENTIONS</b><br><br><b>Intervention:</b> ___ Develop a strategic media plan to raise awareness, both among providers/agencies and the public, of how to access mental health services in Chatham County and availability of specific services<br><br><b>Intervention:</b><br>___X___ new ___ ongoing ___ completed<br><br><b>Setting:</b> Multiple, see right<br><br><b>Start Date – End Date (mm/yy):</b> 7/2015-ongoing<br><br><b>Level of Intervention - change in:</b><br>___X___ Individuals ___ Policy &/or Environment | <b>Lead Agency:</b> <u>Cardinal Innovations/Trinity</u><br><b>Role:</b> <u>Provider</u><br><br><b>Partners:</b> <u>Medical providers/private doctors, Chatham Hospital, Health department, Chatham County Schools Council on Aging (Meals on Wheels), DSS, Hispanic Liaison, Meals on Wheels, Visitors Bureau, El Futuro, FVRC</u><br><b>Role:</b> <u>Marketing</u><br><br>All partners will work together to promote services in the county through a multimedia, multipronged (language, medium) campaign. Includes billboards, buses, web, social media, churches, mental health month, crisis hotline | <b>1. Quantify what you will do</b><br>The exact number and type of ads has not yet been determined. However, the partners listed to the left will all share information with their clients<br><br><b>2. Expected outcomes:</b><br>Increase the percent of residents who know where to refer someone for mental health/substance abuse services by 20% by 2017. |

|   |   |  |
|---|---|--|
|   | awareness, and awareness among medical providers. It will be important to keep this information current, especially availability of services  |  |
| <b>INTERVENTIONS SPECIFICALLY TARGETING HEALTH DISPARITIES</b>  |   |  |
| <p><b>Intervention:</b> <input type="checkbox"/> Implement social media bullying prevention initiatives among school-aged children <input type="checkbox"/></p> <p>Intervention:<br/><input type="checkbox"/> new <input checked="" type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: Chatham County Schools<br/>Start Date – End Date (mm/yy): Ongoing</p>  | <p>Lead Agency: <u>Chatham County Schools</u><br/>Role: <u>Coordinator of programs</u></p> <p>Partners: <u>Bullying Prevention Task Force: School Counselors</u><br/>Role: <u>Design and implement project</u></p> <p>Marketed through flyers and information given to students</p>   | <p><b>1. Quantify what you will do</b><br/>Implement program with all 4,000 elementary school students</p> <p><b>2. Expected outcomes:</b><br/>Reduce percent of students who report being bullied by 10%<br/>Baseline: TBD (2015 Bullying Survey)</p>   |
| <b>POLICY OR ENVIRONMENTAL CHANGE INTERVENTIONS</b>   |   |  |
| <p><b>Intervention:</b> Implement Project Lazarus Project in Chatham County</p> <p>Intervention:<br/><input checked="" type="checkbox"/> new <input type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: Chatham County Public Health Department, medical clinics</p> <p>Start Date – End Date (mm/yy): 7/2015-8/2015</p>   | <p>Lead Agency: <u>Health Department</u><br/>Role: <u>Project Lead, Naloxone dispenser</u></p> <p>Partners: <u>Chatham Drug Free, Chatham Cares Pharmacy, Piedmont Health Services, Sheriff's Office, Chatham Recovery Center, Therapeutic Alternatives</u><br/>Role: <u>Partner organizations</u></p> <p>Project Lazarus team will develop a marketing plan once funding is secured</p>  | <p><b>1. Quantify what you will do</b><br/>Dispense 124 Naloxone kits to caretakers of those at risk</p> <p><b>2. Expected outcomes</b><br/>Reduce ED visit rate due to unintentional medicine or drug overdose by 5%<br/>Baseline: 0.70 ED visits per 1,000 person-years (2012 NC DETECT)</p> |
| <b>INDIVIDUAL CHANGE INTERVENTIONS</b>  |   |  |
| <p><b>Intervention:</b> Introduce Healthy IDEAS to major informal and formal contacts for older adults in Chatham County, including Council on Aging, Social Services, Health Department, long-term care facilities, continuing care retirement communities, faith communities, Cardinal/Trinity, etc.</p> <p>Intervention:<br/><input checked="" type="checkbox"/> new <input type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: Multiple, see above</p> <p>Start Date – End Date (mm/yy): 1/20/16-ongoing</p> <p>Level of Intervention - change in:<br/><input checked="" type="checkbox"/> Individuals <input checked="" type="checkbox"/> Policy &amp;/or Environment</p> | <p>Lead Agency: <u>Council on Aging in cooperation with UNC School of Nursing</u></p> <p>Role: <u>Community Partnership awareness and interest-building, with logistic arrangements for training and coaching</u></p> <p>Partners: <u>State's Geriatric and Adult Specialty Teams, Youth Mental Health First Aid Corps</u></p> <p>Role: <u>Provide some training, coaching, technical assistance</u></p> <p>Marketed through presentations to potential community partners; publicity through the established Chatham Health Alliance and the Chatham/Orange Community Resource Connections</p> | <p><b>3. Quantify what you will do</b><br/>Document the number of contacts made with potential community partners; the number of partners and their participants trained</p> <p><b>4. Expected outcomes:</b><br/>Increase in seniors who are participating in Healthy IDEAS</p>                |

**Wish List (Prioritized interventions that may be pursued in the future)**

- Cognitive Behavioral Intervention for Trauma in Schools (CBITS)- <https://cbitsprogram.org/>
- National Alliance on Mental Illness (NAMI) Family-to-Family Education Program or similar peer-to-peer education program