



# 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: 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): 2017
- Objective (specific, measurable, achievable, realistic, time-lined change in health status of population):
  - Objective 1: Increase the percentage of middle school students who ate vegetables three or more times per day from 9.8% to 10.7% by March 31, 2017.
  - Objective 2: Increase the percentage of adults who reported doing 30 minutes of physical activity three or more days in the last 7 days from 70% to 73.5% by March 31, 2017.
- Original Baseline:
  - Objective 1: Baseline: 9.8%;Target: 10.7% (10% change)
  - Objective 2: Baseline: 70%;Target: 73.5% (5% change)
- Date and source of original baseline data:
  - Objective 1: 2014 Chatham Youth Health Behavior Survey
  - Objective 2: 2014 Community Health Opinion 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: Low-socioeconomic, minority, elderly, Hispanic; Western Chatham
- Total number of persons in the local disparity population(s): 7,500
- Number you plan to reach with the interventions in this action plan: 205 youth through the YMCA; 66,000 (comprehensive planning)

## 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 checked="" 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 Health00016                  | <input type="checkbox"/> Oral Health   |  |

- **List HEALTHY NC 2020 Objective:** (List the Healthy NC 2020 objective(s) that align with your local community objective.) (Detailed information can be found at [publichealth.nc.gov/hnc2020/](http://publichealth.nc.gov/hnc2020/) website)
  - Objective 2: Increase the percentage of adults getting the recommended amount of physical activity.
  - Objective 3: Increase the percentage of adults who consume five or more servings of fruits and vegetables per day.

## 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
Safe Routes to Schools	Multiple studies have provided strong evidence that Safe Routes to Schools increases physical activity among students, as well as improves overall health and academic achievement.	<a href="http://www.publichealthmap.org/tool/#detail/d6bf5e34-7166-e311-be30-782bcb63d3c5">http://www.publichealthmap.org/tool/#detail/d6bf5e34-7166-e311-be30-782bcb63d3c5</a> <a href="http://www.countyhealthrankings.org/policies/safe-routes-schools-srts">http://www.countyhealthrankings.org/policies/safe-routes-schools-srts</a>
Walking for Wellbeing	Randomized control trial. Measured step counts, self-reported physical activity, and positive affect. No significant differences between intervention and waitlist groups for outcome measures.	<a href="http://rtips.cancer.gov/rtips/programDetails.do?programId=16990213">http://rtips.cancer.gov/rtips/programDetails.do?programId=16990213</a>
OrganWise Guys	OrganWise Guys program is shown to have a statistically significant improvement in weight, waist circumference, BMI percentile, test scores, and blood pressure.	<a href="http://organwiseguys.com/research/">http://organwiseguys.com/research/</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
Eat Smart Move More Take Control	Cooperative Extension	Offered at no cost several times each year.
Chatham County Senior Games	Chatham County Council on Aging	Held annually in April. Connect to larger State Wide Senior Games in September.

#### 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
<ul style="list-style-type: none"> <li>- Strong local food culture, four farmers markets and a number of small community farms</li> <li>- Community and town parks</li> <li>- County-wide bike map</li> <li>- Strong partnership between Chatham County Public Health Department and Chatham County, Siler City, and Pittsboro Planning Departments</li> </ul>	Chatham Community Food Council Chatham County Public Health Department Chatham County Cooperative Extension Chatham County Council on Aging Piedmont Health Services Galloway Ridge Duke Center for Living Active Chatham YMCA Community gyms Siler City Parks and Recreation Pittsboro Parks and Recreation Chatham County Parks and Recreation Chatham County Planning Department Siler City Planning Department Pittsboro Planning Department	Broad community support and collaboration for interventions targeting obesity.

<b>INTERVENTIONS: SETTING, &amp; TIMEFRAME</b> Each plan will need a minimum of one intervention for each of the three sections below	<b>COMMUNITY PARTNERS' Roles and Responsibilities</b>	<b>PLAN HOW YOU WILL EVALUATE EFFECTIVENESS</b>
<b>INTERVENTIONS SPECIFICALLY TARGETING HEALTH DISPARITIES</b>		
<p><b>Intervention:</b> Implement the OrganWise Guys program as part of a multifaceted Intervention targeting healthy eating and physical activity</p> <p>Intervention:  <input checked="" type="checkbox"/> new <input type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: Summer camps and after school programs</p> <p>Start Date – End Date (mm/yy): 6/2015-9/2015, potential for future classes</p> <p>Level of Intervention - change in:  <input checked="" type="checkbox"/> Individuals <input type="checkbox"/> Policy &amp;/or Environment</p>	<p>Lead Agency: <u>Chatham YMCA</u>            Role: <u>Coordinator of Program</u></p> <p>Partners: <u>Siler City Parks and Recreation, Chatham County Schools, Chatham County Public Health Department, Hispanic Liaison</u>            Role: <u>Program assistance, resources, and support</u></p> <p>Marketing: <u>The Organ Wise Guys program will be taught during the summer of 2015 at YMCA summer camps. YMCA programs are advertised within the community and participating schools.</u></p>	<p><b>1. Quantify what you will do</b>            Implement the OrganWise guys program with 80 youth participating in the Chatham YMCA summer camp program and 125 youth in the after school program.</p> <p><b>2. Expected outcomes:</b> Among participants, increase the knowledge of the role that fruits and vegetables play in a healthy diet.</p>
<b>INDIVIDUAL CHANGE INTERVENTIONS</b>		
<p><b>Intervention:</b> Conduct referral program for nutrition/physical activity education programs</p> <p>Intervention:  <input checked="" type="checkbox"/> new <input type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: Various locations across the county</p> <p>Start Date – End Date (mm/yy): 7/2015-5/2017</p>	<p>Lead Agency: <u>Chatham Health Alliance</u></p> <p>Partners: <u>Agencies providing programs (Cooperative Extension, Chatham County Health Department, Council on Aging, Piedmont, etc.)</u>            Role: Continue to conduct education programs</p> <p>Partners: <u>Providers, Mental health providers, and community organizations</u>            Role: Use referral system to connect qualifying clients to programs</p> <p>Marketing: <u>Built into the creation of the referral system will be a plan for marketing all available programs to providers as well as potential clients, possibly incorporating incentives if available.</u></p>	<p><b>1. Quantify what you will do:</b> Hold meetings at least quarterly as a health alliance and Obesity Subcommittee to coordinate services and develop a plan to market existing services.</p> <p><b>2. Expected outcomes:</b> Increase participation in nutrition/physical activity education programs by 10%.</p>
<b>POLICY OR ENVIRONMENTAL CHANGE INTERVENTIONS</b>		
<p><b>Intervention:</b> Develop comprehensive community plans that include health considerations</p> <p>Intervention:  <input checked="" type="checkbox"/> new <input type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: County-wide</p> <p>Start Date – End Date (mm/yy): 7/2015-</p>	<p>Lead Agency: <u>Chatham County Public Health Department</u></p> <p>Partners: <u>Chatham County Planning Department, Siler City Parks and Recreation Department, Town of Goldston, Town of Siler City, Town of Pittsboro</u>            Role: Work closely to plan and</p>	<p><b>1. Quantify what you will do:</b> Complete at least 2 town/county plans that include health considerations</p> <p><b>2. Expected outcomes:</b> Increase the number of adults who reported doing 30 minutes of physical activity three or more days in the last 7 days from 70% to 73.5% by December 31, 2016.</p>

<p>6/2017</p>	<p>coordinate health considerations within comprehensive plans</p> <p>Marketing: <u>Internal marketing will be used to share information on the importance of health considerations in comprehensive plans with key stakeholders</u></p>	
<p><b>Intervention:</b> Support worksite wellness programs</p> <p>Intervention:  <u> X </u> new ___ ongoing ___ completed</p> <p>Setting: Worksites</p> <p>Start Date – End Date (mm/yy): 8/2015-7/-2017</p>	<p>Lead Agency: <u>Galloway Ridge</u></p> <p>Partners: <u>Cooperative Extension, YMCA, Piedmont Health Services, Chatham Hospital, Carolina Meadows, Chatham County</u></p> <p>Role: <u>Work closely with Galloway Ridge to facilitate health and wellness services and programs for employees of participating worksites</u></p> <p>Marketing: <u>Once developed, the information on the program will be shared with employers throughout Chatham County.</u></p>	<ol style="list-style-type: none"> <li>1. <b>Quantify what you will do:</b> Develop a program package for worksites wishing to implement wellness programs for their employees.</li> <li>2. <b>Expected outcomes:</b> Increase the number of worksites that have wellness programs by 3 by July 2017.</li> </ol>