



# 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 Healthcare
- 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: Reduce the percentage of residents who needed to see a doctor but could not due to cost in the past twelve months by 10%.
- Original Baseline: 11%
- 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: Low-income, minority, Hispanic; predominantly western Chatham residents
- Total number of persons in the local disparity population(s): 7,500
- Number you plan to reach with the interventions in this action plan: 407 through Health Insurance Marketplace enrollment; 1,846 through marketing of safety net services; 805 through medical transportation services

## 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:** (List the Healthy NC 2020 objective(s) that align with your local community objective.)  
REDUCE THE PERCENTAGE OF NON-ELDERLY UNINSURED INDIVIDUALS

## RESEARCH REGARDING WHAT HAS WORKED ELSEWHERE\*

Intervention	Describe the evidence of effectiveness (type of evaluation, outcomes)	Source
Increase health insurance coverage through health insurance marketplace	Well-established link between access to navigators/CACs and enrollment in insurance through Marketplace	<a href="http://kff.org/report-section/survey-of-health-insurance-marketplace-assister-programs-section-1/">http://kff.org/report-section/survey-of-health-insurance-marketplace-assister-programs-section-1/</a>
Provide funding to support school-based and school-linked health services	NCIOM recommends additional funding for school-based health services. Level of evidence is unclear	Healthy Foundations for Healthy Youth: A Report of the NCIOM Task Force on Adolescent Health
Simplify the eligibility and enrollment process for public insurance programs	From the Healthy 2020 report. Limited evidence	<a href="https://kaiserfamilyfoundation.files.wordpress.com/2013/01/8068_es.pdf">https://kaiserfamilyfoundation.files.wordpress.com/2013/01/8068_es.pdf</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
Increasing enrollment in Marketplace through navigators and CACs	Piedmont Health, Legal Aid	3893 residents enrolled in last enrollment period

(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
Chatham County uninsured residents	Safety net providers, navigators and CACs	Organizations can work together to enroll in insurance plans and provide care to those who fall through cracks

(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
<b>INTERVENTIONS SPECIFICALLY TARGETING HEALTH DISPARITIES</b>		
<p><b>Intervention:</b> <input type="checkbox"/> Promote and coordinate enrollment services for the Health Insurance Marketplace _____</p> <p>Intervention: <input type="checkbox"/> new <input checked="" type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: Various locations across county (clinics, library, Legal Aid, community centers)</p> <p>Start Date – End Date (mm/yy): 10/2013-ongoing</p> <p>Level of Intervention - change in: <input checked="" type="checkbox"/> Individuals <input type="checkbox"/> Policy &amp;/or Environment</p>	<p>Lead Agency: <u>Piedmont Health Services</u> Role: <u>Navigator</u></p> <p>Partners: <u>Legal Aid, NC</u> Role: <u>Navigator</u></p> <p>Partners: <u>Certified Application Counselors</u> Role: <u>Enrollment assistance</u></p> <p>Partners: <u>DSS, Chatham Hospital, health department, Hispanic Liaison</u> Role: <u>Promotion of services</u></p> <p>All partners will work together to market enrollment services in the county, including with existing clients and others who do not have health insurance, through a multimedia campaign</p>	<p><b>1. Quantify what you will do</b> During 2016 enrollment period, 4,100 Chatham County residents will enroll in health insurance through the Marketplace. 2017- 4,300 Baseline: 3893 (2015); 2488 (2014), HHS plan selection data by zip code</p> <p><b>2. Expected outcomes:</b> Reduce the percentage of Chatham County adult residents age 19-64 who are uninsured by 10% by 2017. Baseline: 18% (2014 CHOS)</p>
<b>INDIVIDUAL CHANGE INTERVENTIONS</b>		
<p><b>Intervention:</b> Plan and implement a coordinated marketing and educational campaign of safety net provider services for primary care for uninsured residents</p> <p>Intervention: <input checked="" type="checkbox"/> new <input type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: Various locations across county and online media</p> <p>Start Date – End Date (mm/yy): 7/2015-5/2017</p>	<p>Lead Agency: <u>Health Department</u> Role: <u>Coordinating agency</u></p> <p>Partner: <u>Piedmont Health Services</u> Role: <u>Safety net provider</u></p> <p>Partners: <u>Hispanic Liaison, CACs, Chatham Hospitals; Chamber of Commerce</u> Role: <u>Assist with marketing</u></p> <p>This project will focus on at risk populations, including employees of</p>	<p><b>1. Quantify what you will do</b> (# classes, # participants, etc.) Current focus on 1,846 who do not qualify for Medicaid without expansion (NCMedicaidExpansion.com)</p> <p><b>2. Expected outcomes:</b> Reduce number of patients who utilize hospital ED for routine services</p>

	local businesses with <50 staff	
<b>POLICY OR ENVIRONMENTAL CHANGE INTERVENTIONS</b>		
<p><b>Intervention:</b> _Conduct a needs assessment to identify gaps (geographical, trust, cost) and opportunities in medical transportation and conduct a media campaign to promote available services_____</p> <p>Intervention:  <input checked="" type="checkbox"/> new <input type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: Chatham County</p> <p>Start Date – End Date (mm/yy): 8/2015-12/2016</p>	<p>Lead Agency: <u>Chatham Transit</u>  Role: <u>Public transportation lead</u></p> <p>Partners: Faith-based organizations  Town of Siler City  Galloway Ridge  CCPHD  Chatham Hospital  Piedmont Health Services  Hispanic Liaison  Council on Aging  DSS  Cardinal Innovations  Role: Assess and promote services</p> <p>Marketing strategy TBD</p>	<p><b>1. Quantify what you will do</b>  Conduct a needs assessment on medical transportation and implement coordinated marketing strategy of transportation services</p> <p><b>2. Expected outcomes:</b>  5% increase in medical transportation trips provided by Chatham Transit by December, 2016  Baseline: 16,100 medical trips (2013, Chatham Transit)</p>

*(Insert rows as needed)*