

Community Health Action Plan 2013

Designed to address Community Health Assessment priorities

County: Rockingham County

Partnership, if applicable: Rockingham County Healthy Carolinians Partnership

Period Covered: 2013 – 2017

LOCAL PRIORITY ISSUE

- Priority issue: **Physical Activity and Nutrition**
- 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 as Obesity)

- By (year): **2017**
- Objective (specific, measurable, achievable, realistic, time-lined change in health status of population):
 - **Our goal is to help increase the amount of residents in the Piedmont Region who met the physical activity recommendation set by the state, by 5% (46.3% to 51.3%) by 2017.**
 - **Our goal is to help increase the percentage of residents in the Piedmont Region who consume the recommended 5 or more fruits and vegetables daily by 5% (21.2% to 26.2)%.**
- Original Baseline: **The percentage of overweight people in the Piedmont region is 37.3% compared to 37% in North Carolina and obesity in the Piedmont region is 22.6% compared to 24% in North Carolina.**
- Date and source of original baseline data: **BRFSS 2004 Weight Control Results for Piedmont North Carolina**
- Updated information (For continuing objective only): **In the Piedmont Region of North Carolina (which includes Rockingham County), 46.3% of residents meet the physical activity recommendations set by the state, whereas 12.2% are physically inactive. Only 21.2% of residents in the Piedmont Region consume the recommended five or more fruits and vegetables per day. The lack of physical activity and nutrition contributes to an obesity rate of 33% for adults ages 20 and older in Rockingham County and 35.4% of children who are overweight.**
- Date and source of updated information: **NC State Center for Health Statistics, 2010;**

POPULATION(S)

- Describe the local population(s) experiencing disparities related to this local community objective:
African Americans tend to experience higher rates of obesity than other ethnic populations
- Total number of persons in the local disparity population(s):
Rockingham County has a population of 93,643, of that 18.9% are African Americans and 24.5% are 0-19 years of age. (US Census, 2010)
- Number you plan to reach with the interventions in this action plan:
10% of the 49,380 residents in Rockingham County who are 20-59 years of age

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 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.) (Detailed information can be found at publichealth.nc.gov/hnc2020/ website)

- ❖ **Increase the percentage of high school student who are neither overweight nor obese**
- ❖ **Increase the percentage of adults getting the recommended amount of physical activity**
- ❖ **Increase the percentage of adults who report they consume fruits and vegetables five or more times 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
CDC's Lean Works	Using evidence-based research from <u>Community Guide Recommendations and promising practices</u> , the CDC's Division of Nutrition Physical Activity and Obesity developed CDC's LEAN Works! to help employers respond to the current obesity epidemic. The website will help guide them in planning, building, promoting, and assessing an obesity prevention and control program.	http://www.cdc.gov/leanworks/
Energizer Program	Energizers are classroom based physical activities that help teachers integrate physical activity with academic concepts. These are short (about 10 minute) activities that classroom teachers can use to provide physical activity to children in accordance with the request from the North Carolina State Board of Education's Healthy Active Children Policy.	http://www.eatsmartmovemorenc.com/Energizers/Middle.html
Cambridge Fitness Buddies	Local health departments are challenged by the issues of obesity and inactivity in their communities. Cambridge Fitness Buddies: A Social Support Model for Getting a Community Active, a free, 10 week program utilizing social support to encourage physical activity.	https://eweb.naccho.org/eweb/dynamicpage.aspx?webcode=mpview&customerkey=ED24BE2F-02BF-48E2-B1F2-E004A4F452D1&am1_key=C9FD1B3C-36C6-405C-AA49-6ECEBD62D685&am2_key=C38954AA-21EF-48BD-98C6-951CE2BF9C67&pt=5

(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
GO FAR	Rockingham County Partnership for Children	Go Out For a Run (GO FAR) is a 10-week running and fitness program developed in 2003 in response to the growing epidemic of childhood obesity. The program combines weekly discussions and activities about goal setting and good character with the use of physical activity and education on healthy eating to empower children to make better choices at an early age. GO FAR began in Rockingham County in 2011. There were 11 schools/afterschool programs that participated. The program ended with a fun run for ages 3 to 7 which had 30 participants and a 5K run in which 199 participants finished. In 2012 there were 40 participants in the fun run and 350 finishers in the 5K. In 2013 there were 440 finishers in the 5K run and over 100 in the fun run.
Exercise Science Lab	Rockingham County Schools	The goals of the exercise science labs are to offer a variety of fitness, sports, leisure, and adventure to all students, implement a standard based curriculum, provide a safe and encouraging learning environment, utilize individual assessments, incorporate current technology, and extend PE beyond the walls of the gymnasium. This program began March 2013 in one high school in the county. There are plans to expand this program into two more high schools in the 2013/2014 school year and in the last remaining high school in the 2014/2015 school year.
SPARK Curriculum	Rockingham County Schools	SPARK is a research-based curriculum used in grades K-12. The curriculum is designed to increase the percentage of students attaining 50% or more of moderate-to-vigorous physical activity a day in physical education. Implemented in 2010 in K-8 grades. In 2013/2014 this curriculum will be expanded to all county high schools.
HOPSports	Rockingham County Schools	HOPSports Training System is a multi-media, technology driven, standards-compliant and skills-based program. This program began in Spring 2013 in one elementary, one middle school, and one high school. The program will add four more sites during the 2013-2014 school year and then continue to add in the years to come.
Spirit of Golf in School Program	Rockingham County Schools	The multi-media, multi station Spirit of Golf in School Program allows for physical education classes to provide a real golf experience to all students in their schools in or outdoors. The program began in Spring 2013 in one elementary, one middle, and one high school. The program will be added to three additional schools each school year.

Fuel Up and Play 60	Rockingham County Schools	Fuel Up and Play 60 is funded by the National Dairy Council and NFL, empowers students to take charge in making small, everyday changes in physical activity and nutrition at school. This program began during the 2011/2012 school year in five elementary schools and will be expanding to other schools in the system in the coming years.
Socci	Rockingham County Schools	Socci is an individual fitness activity, social game, and a competitive sport which combines elements of soccer, basketball, and hackysack. This program began in March 2013 in 14 elementary, middle, and high schools and will be expanded in the coming years.
Living Healthy and Living Healthy with Diabetes	Rockingham County Department of Public Health	Living Healthy is an evidence-based program designed for individuals with chronic diseases including arthritis, chronic pain, and heart disease. The highly engaging workshops take place once a week for six weeks. Each session is 2½ hours long, and all workshops are facilitated by two trained leaders. Participants will learn: techniques for overcoming their chronic condition, medication management, communication skills, healthy eating guidelines, exercise tips and more. Living Healthy with Diabetes has the same core concepts as Living Healthy except participants will learn information specific to enhancing the treatment of diabetes and related issues. Particular emphasis is placed on proper physical activity and nutrition.
Rockingham County Community Gardens	Cooperative Extension	The Rockingham Community Garden Program seeks to offer guidance and share resources with those seeking to have a garden in the county. This intervention began in the Spring of 2010. Through mini grants, 20 community gardens have been established.

(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
Employers	Rockingham County Schools, Rockingham County Government, Rockingham Community College, Morehead Hospital, City of Reidsville	The mentioned organizations will be able to implement and promote physical activity and nutrition programs within their workplace, ultimately reaching a large group of people.
Churches	Over 200 churches located in Rockingham County	The multitude of churches in Rockingham County will allow for a vast array of avenues to promote physical activity and nutrition programs.
Community Programs/Agencies	Community Transformation Grant Project, Trail Ways and Pathways Committee,	The mentioned community programs are additional avenues that can promote various

	Town of Stoneville, Community Transformation Catalyst Program, Rockingham County Healthy Carolinians Partnership, Cooperative Extension, Rockingham County Department of Public Health, Department of Economic Development and Tourism, and Farmer's Markets	physical activity and nutrition programs regarding topics such as policy and environmental change, trails, and community resources. The Town of Stoneville is currently updating their land use plan.
Foundations	Reidsville Area Foundation	The Reidsville Area Foundation provides financial support to programs and initiatives which improve the health, wellness, education, and quality of life of Rockingham County citizens.
Agencies that partner with Rockingham County	Dan River Basin Association and Piedmont Local Food	The mentioned agencies provide Rockingham County residents opportunities for physical activity and nutrition through trails and pathways work as well as local farmers.

(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: African American Churches – Eat Smart Move More</p> <p>Intervention: ___ new <input checked="" type="checkbox"/> ongoing ___ completed</p> <p>Setting: African American Churches</p> <p>Start Date – End Date (mm/yy): Ongoing</p> <p>Level of Intervention - change in: <input checked="" type="checkbox"/> Individuals <input checked="" type="checkbox"/> Policy &/or Environment</p>	<p>Lead Agency: Rockingham County Department of Public Health Role: Provide participating churches with the resources and technical support to implement and sustain the program</p> <p>Partners: <u>Rockingham County Healthy Carolinians Partnership – LPAN Workgroup</u></p> <p>Role: Assist with implementation, increase collaborative opportunities for partnerships with the churches, and assist with promotion of program</p> <p>Partners: African American Churches</p> <p>Role: Gain support from pastor of the church, identify a wellness coordinator, build financial support, involve the congregation, plan programs, and evaluate effectiveness of intervention</p> <p>Include how you're marketing the intervention: Promote through church newsletters, posters, bulletin boards, and informational sessions</p>	<p>1. Quantify what you will do:</p> <ul style="list-style-type: none"> • Create a list of churches that have had this program and provide technical support or re-training if needed. • Identify a minimum of two churches each year that would be interested in beginning the program (the number of participants will depend on the size of the congregation) • Technical Assistance includes: help churches establish a health and wellness ministry, write and/or evaluate health policies for the church, help develop programs for the congregation, and help identifying funding sources. <p>2. Expected outcomes:</p> <ul style="list-style-type: none"> • Increase in church members who regularly exercise • Increase in church members who eat the recommended daily amount of fruits and vegetables • Improve health outcomes in the areas of diabetes, obesity, and chronic disease

INDIVIDUAL CHANGE INTERVENTIONS		
<p>Intervention: Faithful Families Eat Smart Move More</p> <p>Intervention: <input checked="" type="checkbox"/> new ___ ongoing ___ completed</p> <p>Setting: Churches within Rockingham County</p> <p>Start Date Fall 2013 End Date July 2017</p>	<p>The lead agency is Rockingham County Department of Public Health and it will <u>identify and provide technical assistance for intervention at churches throughout the county.</u></p> <p>List other agencies and what they plan to do:</p> <ul style="list-style-type: none"> ❖ Churches throughout the county – establish a coordinator and implement intervention within their congregation <p>Include how you're marketing the intervention:</p> <p>Promote through church newsletters, posters, bulletin boards, and informational sessions</p>	<p>1. Quantify what you will do:</p> <ul style="list-style-type: none"> • Identify a minimum of two churches per year who is interested in implementing the intervention within their congregation • Technical Assistance includes: help churches establish a health and wellness ministry, write and/or evaluate health policies for the church, help develop programs for the congregation, and help identifying funding sources. <p>2. Expected outcomes:</p> <ul style="list-style-type: none"> • Increased physical activity by church members • Increase the recommended daily amount of fruits and vegetables intake
<p>Intervention: Physical Activity and Nutrition Website</p> <p>Intervention: <input checked="" type="checkbox"/> new ___ ongoing ___ completed</p> <p>Setting: Online/Community</p> <p>Start Date May 2013 End Date July 2017</p>	<p>The lead agency is Rockingham County Health Care Alliance and it will <u>provide the space on their website to list all resources in Rockingham County in which residents can engage in physical activity and healthy eating.</u></p> <p>List other agencies and what they plan to do:</p> <ul style="list-style-type: none"> ❖ Community Transformation Catalyst – create and monitor the physical activity and healthy eating portion of the website ❖ LPAN Workgroup – assist with identification of resources, provide promotion, and regular updates to the website <p>Include how you're marketing the intervention</p> <p>Rockingham County Healthcare Alliance members will be informed of the changes to the website and encouraged to periodically view the website for updates, Rockingham County Healthy Carolinians will promote the Alliance website through their quarterly Newsletter. Individual partners will be asked to promote the website and resources within their facility/business</p>	<p>1. Quantify what you will do:</p> <ul style="list-style-type: none"> • Will be updated quarterly <p>2. Expected outcomes:</p> <ul style="list-style-type: none"> • Increased awareness of physical activity facilities/opportunities and healthy eating venues that will ultimately lead to increased use of physical activity facilities and healthy eating venues
<p>Intervention: Chronic Disease and Diabetes Self-Management Programs</p> <p>Intervention: ___ new ___ ongoing <input checked="" type="checkbox"/> completed</p>	<p>The lead agency is the Rockingham County Department of Public Health and it will <u>coordinate and implement the CDSMP and DSMP program throughout the county.</u></p> <p>List other agencies and what they plan to do:</p>	<p>1. Quantify what you will do:</p> <ul style="list-style-type: none"> • Conduct a minimum of two class sessions per year • Enroll between 6-15 for each session • The 2 ½ hour class will be held weekly for six weeks

<p>Setting: Community</p> <p>Start Date October 2012 End Date July 2017</p>	<ul style="list-style-type: none"> ❖ Rockingham County Department of Public Health – Clinics – refer clients in need of self-management skills to the program ❖ Free Clinic of Rockingham County – refer clients to the program ❖ Rockingham County Caregivers – help in the implementation of the program by conducting classes ❖ Rockingham County Center for Active Retirement – help in the implementation of the program by conducting classes <p>Include how you're marketing the intervention</p> <p>Referral forms at doctors' offices, flyers within clinical and community settings, promote within the Rockingham County Healthy Carolinians Newsletter, promote on the Rockingham County Health Department website and Facebook page, provide media announcement</p>	<ul style="list-style-type: none"> • Two lay leaders will work together to conduct each class • Follow up with participants at 3, 6, and 12 month intervals <p>2. Expected outcomes:</p> <ul style="list-style-type: none"> • Increased self-efficacy of participants in managing their chronic disease or diabetes • Increased self-management of participants with their chronic disease or diabetes • Improved health status of participants
<p>Intervention: Eat Smart, Move More, Weigh Less</p> <p>Intervention: <u> X </u> new ___ ongoing ___ completed</p> <p>Setting: Worksites</p> <p>Start Date Summer 2013 End Date July 2017</p>	<p>The lead agency is the <u>Rockingham County Department of Public Health</u> and it will <u>implement the intervention to worksites throughout the county.</u></p> <p>List other agencies and what they plan to do:</p> <ul style="list-style-type: none"> ❖ Rockingham County Healthy Carolinians LPAN Workgroup – help promote and implement the intervention <p>Include how you're marketing the intervention</p> <p>Flyers and brochures will be posted at worksites, promote within the Rockingham County Healthy Carolinians Newsletter</p>	<p>1. Quantify what you will do</p> <ul style="list-style-type: none"> • Recruit a minimum of two worksites to participate in the program a year • Each session will be 15 – 19 weeks longs • Each meeting will last between 45-60 minutes • Recruit a minimum of ten people per session • Provide lessons each week on different topics that will teach participants how to maintain or lose weight • Provide participants with an Eat Smart, Move More, Weigh Less Magazine, an Eat Smart, Move More, Weigh Less Journal • Implement the Maintain, Don't Gain Holiday Challenge for each session <p>2. Expected outcomes:</p> <ul style="list-style-type: none"> • Increased physical activity among employees • Increase healthy eating among employees • Improved health status among employees
<p>Intervention: Get Active Rockingham</p> <p>Intervention: <u> X </u> new ___ ongoing ___ completed</p>	<p>The lead agency is the <u>Rockingham County Department of Public Health</u> and it will <u>coordinate and provide technical support and instruction to partners.</u></p>	<p>1. Quantify what you will do</p> <ul style="list-style-type: none"> • Participants will track physical activity in increments of 10 minutes daily. • Participants will track whether

<p>Setting: Community</p> <p>Start Date July 2013 End Date July 2017</p>	<p>List other agencies and what they plan to do:</p> <ul style="list-style-type: none"> ❖ Each of the following partners will recruit participants for the Get Active Rockingham Initiative, provide packets of information and other resources as needed for participants, monitor needs of participants, and report participant progress to Rockingham County Department of Public Health: <ul style="list-style-type: none"> ○ Eden, Reidsville, and Madison-Mayodan YMCAs ○ Eden Boys and Girls Club ○ Madison-Mayodan, Eden, and Reidsville Parks and Recs/Center Centers ○ Arbor Ridge Assisted Living Facility ○ Hidden Valley Retirement Community ○ Eden Estates Assisted Living ○ Carolina House Assisted Living ○ Areas churches <p>Include how you're marketing the intervention</p> <p>Flyers, social media advertisement, news media, Healthy Carolinians Newsletter, radio broadcasts</p>	<p>physical activity they engage in is either light, moderate, or vigorous on a daily basis</p> <ul style="list-style-type: none"> • Get Active Rockingham will be evaluated through the progress the participants has made in the amount of time they engage in physical activity and the activity level <p>2. Expected outcomes:</p> <ul style="list-style-type: none"> • Increase in physical activity
<p>Intervention: Western Rockingham Farmer's Market</p> <p>Intervention: <u> X </u> new ___ ongoing ___ completed</p> <p>Setting: Community</p> <p>Start Date October 2012 End Date July 2017</p>	<p>The lead agency is the Madison Merchants and it will <u>coordinate efforts to secure location, farmers, and community support for a new farmer's market in western Rockingham County.</u></p> <p>List other agencies and what they plan to do:</p> <ul style="list-style-type: none"> ❖ Rockingham County Department of Public Health – provide technical support as needed to establish market ❖ Town of Mayodan – collaborating to establish a satellite location in the town of Mayodan ❖ Community Transformation Grant Project – provide technical support and supplies for the market ❖ Community Transformation Catalyst Project – provide technical support for the establishment of the market <p>Include how you're marketing the intervention</p> <p>Flyers, earned media (newspapers, radio, etc.), social media, All in 4 Health website and other web media.</p>	<p>1. Quantify what you will do</p> <ul style="list-style-type: none"> • Establish one new primary farmer's market with at least one satellite location that will service western Rockingham County. <p>2. Expected outcomes:</p> <ul style="list-style-type: none"> ▲ Increase consumption of fresh fruits and vegetables among residents in Rockingham County ▲ Increase awareness of local food options

<p>Intervention: Community Screening Event</p> <p>Intervention: <input checked="" type="checkbox"/> new ___ ongoing ___ completed</p> <p>Setting: Community</p> <p>Start Date Spring 2014 End Date July 2017</p>	<p>The lead agency is Annie Penn Hospital and it will <u>coordinate the implementation of the screening events and work with community partners.</u></p> <p>List other agencies and what they plan to do:</p> <ul style="list-style-type: none"> ❖ Morehead Memorial Hospital – help with event planning, staff volunteers, and provide equipment ❖ Rockingham County Department of Public Health – help with event planning and participation in the screening event ❖ Free Clinic – help with event planning and participation in the screening event ❖ Rockingham County Healthcare Alliance – screen and enroll eligible clients in the Care Connect system ❖ Various community agencies/businesses/organizations – participate at the screening event <p>Include how you're marketing the intervention</p> <p>Flyers, social media advertisement, news media, Healthy Carolinians Newsletter, radio broadcasts</p>	<p>3. Quantify what you will do</p> <ul style="list-style-type: none"> • Annually host the Community Screening Event which will provide diabetic screening in addition to other wellness assessments <p>4. Expected outcomes:</p> <ul style="list-style-type: none"> • Increase awareness of diabetes and/or other chronic diseases • Increased awareness of chronic disease management resources • Increased access to healthcare
POLICY OR ENVIRONMENTAL CHANGE INTERVENTIONS		
<p>Intervention: Rockingham County Diabetes Task Force</p> <p>Intervention: <input checked="" type="checkbox"/> new ___ ongoing ___ completed</p> <p>Setting: Community</p> <p>Start Date 2014 End Date 2016</p>	<p>The lead agency is Annie Penn Hospital and it will <u>recruit members for the Task Force and monitor activities, initiatives, and material developed by the Task Force.</u></p> <p>List other agencies and what they plan to do:</p> <ul style="list-style-type: none"> ❖ Rockingham County Department of Public Health and Morehead Memorial Hospital will assist with the development of standardized care and provide Diabetes Self-Management Program classes (DSMP). ❖ Free Clinic of Rockingham County, Carolina Apothecary and the faith community will assist development of standardized care and refer clients to DSMP classes. <p>Include how you're marketing the intervention</p> <p>Brochures and/or information cards, participating partner websites, resource guides, community presentations</p>	<p>1. Quantify what you will do</p> <ul style="list-style-type: none"> • Create a countywide standard of care for diabetes patients. • Host an annual collaborative community event offering screenings and education. • Develop and disseminate a comprehensive diabetes resource guide <p>2. Expected outcomes:</p> <ul style="list-style-type: none"> • Improved standard of care • Increased number of diabetes patients who participates in the DSMP • Increased self-efficacy in patients managing their diabetes

(Insert rows as needed)