

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

- By (year): **2017**
- Objective (specific, measurable, achievable, realistic, time-lined change in health status of population):
 - **Reduce the number of residents who smoke in Rockingham County by 5% (32.3% to 27.3%) by 2017.**
 - **Increase the number of policies implemented to reduce exposure to secondhand smoke by 2017.**
- Original Baseline: **32.3% of the population in Rockingham County report that they smoke every day or 'most' days compared to 19.8% of the population in North Carolina.**
- Date and source of original baseline data: **North Carolina State Center for Health Statistics, 2010**
- Updated information (For continuing objective only): **N/A**
- Date and source of updated information: **N/A**

POPULATION(S)

- Describe the local population(s) experiencing disparities related to this local community objective:
Rockingham County experiences a high percentage of women who smoke during pregnancy at 20.7% compared to North Carolina at 11.5% and the Healthy North Carolina 2020 objective which is set at 6.8%.
- Total number of persons in the local disparity population(s):
In 2011, 196 women reported smoking during pregnancy out of 886.
- Number you plan to reach with the interventions in this action plan:
19,665 residents in Rockingham County will be reached by the interventions in this action plan including women who report smoking while pregnant.

HEALTHY NC 2020 FOCUS AREA ADDRESSED

- Check **one** Healthy NC 2020 focus area:

- | | | |
|--|--|--|
| <input checked="" 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 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)
- ❖ **Decrease the percentage of adults who are current smokers**
- ❖ **Decrease the percentage of high school students reporting current use of any tobacco product**
- ❖ **Decrease the percentage of people exposed to secondhand smoke in the workplace in the past seven days**

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
Not on Tobacco	Not On Tobacco (N-O-T) is a school-based smoking cessation program designed for youth ages 14 to 19 who are daily smokers. N-O-T is based on social cognitive theory and incorporates training in self-management and stimulus control; social skills and social influence; stress management; relapse prevention; and techniques to manage nicotine withdrawal, weight, and family and peer pressure. The program consists of 50-minute group sessions conducted weekly for 10 consecutive weeks, plus four optional booster sessions.	http://nrepp.samhsa.gov/ViewIntervention.aspx?id=49
Provider reminder systems: tobacco cessation	Provider reminder systems for tobacco cessation include efforts to identify clients who use tobacco products and to prompt providers to discuss and/or advise clients about quitting. Expected Beneficial Outcomes include: increased access to cessation treatment, increased quit rates, reduced tobacco use	http://www.countyhealthrankings.org/program/provider-reminder-systems-tobacco-cessation
Strategies for Getting Elected Officials to Adopt a Smoke Free Park Policy	Tobacco-Free Youth Recreation (TFYR) mission is to assist recreational organizations and communities in their efforts to create a tobacco-free environment where they can promote and model tobacco-free lifestyles.	http://www.tobaccofreeparks.org/youth_stories.html

(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
Smoking Cessation Classes	Annie Penn Hospital	Approximately 10 years ago Annie Penn Hospital began offering smoking cessation classes. Accurate records are not kept on the program because attendance is quite low. The curriculum used is FreshStart a component of the American Cancer Society and the classes are offered every month.
TRU (Tobacco Reality Unfiltered)	Rockingham County Schools	The TRU group began in 2009 at the Rockingham County Early College High School and has since transitioned to Reidsville High School in 2010. The TRU group encourages community change in an effort to reduce the number of individuals who smoke/use tobacco or are exposed to secondhand smoke. There have been approximately 100 students involved in TRU's effort to advocate for smoke-free/tobacco free environments and to decrease the use of tobacco.

(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
Hospitals and Medical Providers	Annie Penn Hospital, Morehead Memorial Hospital, Safety Net Providers (Health Department, Free Clinic, Student Health Centers)	Referral site for patients to participate in smoking cessation classes and provides opportunities for providers and social workers to implement the 5 A's evidence-based intervention.
Churches	Over 200 churches located in Rockingham County	Serve as a site to conduct smoking cessation classes as well as promotion of other wellness initiatives.

(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: <u>FreshStart Smoking Cessation Class</u></p> <p>Intervention: <input checked="" type="checkbox"/> new ___ ongoing ___ completed</p> <p>Setting: Community</p> <p>Start Date August 2013 End Date June 2017</p> <p>Level of Intervention - change in: <input checked="" type="checkbox"/> Individuals ___ Policy &/or Environment</p>	<p>Lead Agency: <u>Rockingham County Department of Public Health</u></p> <p>Role: <u>Coordinate and implement the FreshStart Smoking Cessation Program throughout the county.</u></p> <p>Partners:</p> <ul style="list-style-type: none"> ❖ Rockingham County Medical Facilities – refer clients to the FreshStart Program ❖ OB/GYN – refer/encourage pregnant women who smoke to attend the FreshStart classes ❖ Rockingham County employers – Provide information to employees on smoking cessation encourage them to attend the FreshStart classes ❖ Rockingham County Healthy Carolinians LPAN Workgroup – promote and help implement the FreshStart Program ❖ Churches – provide information to the congregation on FreshStart classes and provide space to conduct classes <p>Include how you're marketing the intervention</p> <p>Flyers to physicians and county worksites to promote classes, Facebook promotion, Healthy Carolinians Newsletter, media promotion of classes, referral form system with county medical facilities, and information on Rockingham County and Health Department websites.</p>	<p>1. Quantify what you will do</p> <ul style="list-style-type: none"> • Implement at least four class sessions per year with a minimum of 10 people each session • Classes will be held weekly for four weeks • Provide NRTS (Nicotine Replacement Therapies – gum and patches) to 67 residents in Rockingham County <p>2. Expected outcomes:</p> <ul style="list-style-type: none"> • Decrease residents who smoke in Rockingham County • Decrease number of pregnant women who smoke in Rockingham County • Decrease number of residents in Rockingham County who are exposed to secondhand smoke

POLICY OR ENVIRONMENTAL CHANGE INTERVENTIONS		
<p>Intervention: Rockingham County Government Smoke-free/Tobacco Free Ordinance</p> <p>Intervention: ___ new <input checked="" type="checkbox"/> ongoing ___ completed</p> <p>Setting: Community</p> <p>Start Date January 1, 2013 End Date</p>	<p>The lead agency is <u>Rockingham County</u> and it will <u>work with the community to raise awareness of the new ordinance.</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 – Drafted ordinance and responsible for implementation and awareness/compliance of the ordinance ❖ Community Transformation Grant Project – Advocated for smoke-free government buildings in Rockingham County and funded signage for the ordinance <p>Include how you're marketing the intervention</p> <p>Signage Ordinance awareness cards and magnets</p>	<p>1. Quantify what you will do:</p> <ul style="list-style-type: none"> • Signage was placed outside of all occupied county owned buildings that states not smoking within 50 feet of the entrance of the building <p>2. Expected outcomes:</p> <ul style="list-style-type: none"> • Decreased exposure to secondhand smoke to visitors entering county owned buildings • Decreased tobacco use
<p>Intervention: Smoke-Free Policies</p> <p>Intervention: <input checked="" type="checkbox"/> new ___ ongoing ___ completed</p> <p>Setting: Community</p> <p>Start Date October 2013 End Date June 2017</p>	<p>The lead agency is <u>Rockingham County Department of Public Health</u> and it will <u>coordinate efforts to increase and strengthen smoke-free/tobacco free policies in Rockingham County.</u></p> <p>List other agencies and what they plan to do:</p> <ul style="list-style-type: none"> ❖ Multi-unit housing agencies – adopt and implement a smoke-free policy ❖ Parks and Recs – adopt and implement a smoke-free policy ❖ TRU Group – advocate for the development of new and/or strengthen existing smoke-free policies ❖ Rockingham County Healthy Carolinians LPAN Workgroup – provide technical assistance and serve as a liaison between community partners <p>Include how you're marketing the</p>	<p>1. Quantify what you will do:</p> <ul style="list-style-type: none"> • Distribute at least 300 ordinance awareness cards throughout Rockingham County government • Broadcast <i>Secondhand Sally</i> for a minimum of one week • Implement at least one new and/or strengthen at least one existing smoke-free/tobacco free policy <p>2. Expected outcomes:</p> <ul style="list-style-type: none"> • Decrease number of residents in Rockingham County who use tobacco products • Decrease number of residents in Rockingham County exposed to secondhand smoke

	intervention Broadcasting the <i>Secondhand Sally</i> commercial, presentations to City Council, circulation of ordinance awareness cards, earned media (press releases, letters to the editors), social media (Facebook, YouTube)	
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(Insert rows as needed)