

# Community Health Action Plan 2016

County: Randolph

Period Covered: 2016-2019

Partnership/Health Steering Committee, if applicable: Healthy Randolph Steering Committee

Community Health Priority identified in the most recent CHA: Tobacco Use

Local Community Objective: (Working description/name of community objective):  New  Ongoing (addressed in previous Action Plan)

- **Baseline Data:** (State measure/numerical value. Include date and source of current information): In 2011, 26.9% of Randolph County residents were current smokers. Also in 2011, Randolph County's mortality rate for lung cancer was 62.7. (NC State Center for Health Statistics, 2011)
- **For continuing objective provide the updated information:** (State measure/numerical value. Include date and source of current information): The adult smoking rate for Randolph County in 2015 was 23.4. Also in 2014, lung cancer mortality rate for Randolph County was 58.0. (NC State Center for Health Statistics, 2010-2014)
- **Healthy NC 2020 Objective** that most closely aligns with focus area chosen below: Decrease the percentage of adults who are current smokers; Decrease the percentage of people exposed to secondhand smoke in the workplace in the past seven days

## Population(s)

### I. Describe the local target population that will be impacted by this community objective:

- i. African Americans are more likely to be current smokers than whites
- ii. Males are more likely to use tobacco products than females
- iii. Persons with a general education degree (GED) have a higher rate of smoking than those with a Bachelor's degree or higher
- iv. Cigarette smoking is higher among person living below the poverty level than those living at or above the level

A. **Total number of persons in the target population specific to this action plan:** Roughly, 33,462 people within Randolph County are current smokers.

B. **Total number of persons in the target population to be reached by this action plan:** Approximately 50,000 residents will be reached by the interventions in this action plan.

C. **Calculate the impact of this action plan:**

(Total # in B divided by total # in A) X 100% = 66.9% of the target population reached by the action plan.)

**Healthy North Carolina 2020 Focus Area Addressed:** Each of the two CHA priorities selected for submission must have a corresponding *Healthy NC 2020* focus area that aligns with your local community objectives.

- **Check below the applicable Healthy NC 2020 focus area(s) for this action plan.**

For more detailed information and explanation of each focus area, please visit the following websites:

<http://publichealth.nc.gov/hnc2020/foesummary.htm> AND <http://publichealth.nc.gov/hnc2020/>

- Tobacco Use
- Physical Activity & Nutrition
- Injury
- Sexually Transmitted Diseases/Unintended Pregnancy

- Maternal & Infant Health
- Substance Abuse
- Mental Health
- Infectious Disease/Foodborne Illness
- Oral Health

- Social Determinants of Health
- Environmental Health
- Chronic Disease
- Cross-cutting

**Selection of Strategy/Intervention Table**

- Complete this table for all strategies/interventions that you plan to implement.
- At least two of the three selected community health priorities must be from the 13 Healthy North Carolina 2020 (HNC 2020) focus areas. For these 2 priorities, there must be 2 evidence based strategies (EBS) for each action plan. (Insert rows as needed if you choose more than 2 EBS.)

Strategy/Intervention(s)	Strategy/Intervention Goal(s)	Implementation Venue(s)	Resources Utilized/Needed for Implementation
<p>Name of Intervention: QuitSmart Tobacco Cessation Program</p> <p>Community Strengths/Assets: Currently have 12 trained QuitSmart facilitators with grant funding to offer additional trainings.</p>	<p>S.M.A.R.T Goals: By September 2019, increase access to QuitSmart to residents by offering 12 new classes through the hospital and government agencies.</p>	<p>Target Population(s): Current tobacco users.</p> <p>Venue: Randolph Hospital, Health Department, Randolph County Office Building</p>	<p>Resources Needed: QuitSmart supplies, tobacco replacement therapy.</p>
<p>Name of Intervention: Tobacco-Free Youth Recreation (TBYR)</p> <p>Community Strengths/Assets: Collaboration among partners</p>	<p>S.M.A.R.T Goals: By September 2019, decrease the number of residents affected by second-hand smoke by increasing number of smoking/tobacco free policies on government grounds and agencies.</p>	<p>Target Population(s): Current tobacco users and those grounds that currently allowing tobacco use</p> <p>Venue: Randolph County Government agencies, child care centers</p>	<p>Resources Needed: Signage, marketing supplies</p>

Interventions Specifically Addressing Chosen Health Priority (Insert rows as needed.)

<u>INTERVENTIONS: SETTING, &amp; TIMEFRAME</u>	<u>LEVEL OF INTERVENTION CHANGE</u>	<u>COMMUNITY PARTNERS' Roles and Responsibilities</u>	<u>PLAN HOW YOU WILL EVALUATE EFFECTIVENESS</u>
<p><b>Intervention:</b> QuitSmart Smoking Cessation Program</p> <p><input type="checkbox"/> <b>New</b> <input checked="" type="checkbox"/> <b>Ongoing</b> <input type="checkbox"/> <b>Completed</b></p> <p><b>Setting:</b> Community</p> <p><b>Target population:</b> Current tobacco users</p> <p><b>New Target Population:</b> <input type="checkbox"/> Y <input checked="" type="checkbox"/> N</p> <p><b>Start Date – End Date (mm/yy):</b> 10/16-09/19</p> <p><b>Targets health disparities:</b> <input checked="" type="checkbox"/> Y <input type="checkbox"/> N</p>	<p><input checked="" type="checkbox"/> <b>Individual/Interpersonal Behavior</b></p> <p><input type="checkbox"/> <b>Organizational/Policy</b></p> <p><input type="checkbox"/> <b>Environmental Change</b></p>	<p><b>Lead Agency:</b> Randolph Hospital</p> <p><b>Role:</b> Coordinate the QuitSmart Program throughout the county</p> <p><input type="checkbox"/> <b>New partner</b> <input checked="" type="checkbox"/> <b>Established partner</b></p> <p><b>Target population representative:</b> Emily Martin</p> <p><b>Role:</b> Work with CHC Better Health clients to promote and coordinate QuitSmart classes</p> <p><input checked="" type="checkbox"/> <b>New partner</b> <input type="checkbox"/> <b>Established partner</b></p> <p><b>Partners:</b> Health Department and Cooperative Extension</p> <p><b>Role:</b> Assist the hospital with facilitation of the QuitSmart Program</p> <p><input type="checkbox"/> <b>New partner</b> <input checked="" type="checkbox"/> <b>Established partner</b></p> <p><b>Partners:</b> Private physician offices, Urgent care providers, OBGYN offices, Health Department,</p>	<p><b>Expected outcomes:</b></p> <ul style="list-style-type: none"> <li>Decrease the number of Randolph County residents who smoke</li> <li>Decrease the number of residents who are exposed to secondhand smoke</li> </ul> <p><b>Anticipated barriers:</b> Any potential barriers? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N If yes, explain how intervention will be adapted:</p> <p><b>List anticipated intervention team members:</b> Randolph Hospital, Health Department, Cooperative Extension, RC Government Wellness Coordinator</p> <p><b>Do intervention team members need additional training?</b> <input type="checkbox"/> Y <input checked="" type="checkbox"/> N If yes, list training plan: _____</p> <p><b>Quantify what you will do:</b> Provide at least 12 QuitSmart Programs (four per year for three years) for county residents.</p> <p><b>List how agency will monitor intervention activities and feedback from participants/stakeholders:</b> Staff from each agency listed above will facilitate the QuitSmart Programs, therefore, monitoring success/failure for each participant.</p> <p><b>Evaluation:</b> <b>Please provide plan for evaluating intervention:</b> QuitSmart participants will be contacted three, six and 12 months after completion of the Program to determine success rate.</p>

		<p>Randolph Family Health Care at MERCÉ, worksites, churches, etc.</p> <p><b>Role:</b></p> <ul style="list-style-type: none"> <li>• Refer clients, employees and/or congregations to the Quit Smart Program</li> <li>• Provide information on the dangers of smoking and the importance of quitting</li> <li>• Provide space to conduct the classes</li> </ul> <p><input type="checkbox"/> <b>New partner</b>  <input checked="" type="checkbox"/> <b>Established partner</b></p> <p><b>How you market the intervention:</b> Flyers promoting the cessation program will be distributed to all medical providers, worksites, and churches within the county. Additional promotion will be displayed on the health department's and Randolph Hospital's websites, the health department's Facebook page. Churches and worksites will be given information for church bulletins and pay check stuffers.</p>	
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<p><b>Intervention:</b> Tobacco- Free Youth Recreation (TFYR) - Smoke/tobacco-free policies</p> <p><input type="checkbox"/> <b>New</b> <input checked="" type="checkbox"/> <b>Ongoing</b> <input type="checkbox"/> <b>Completed</b></p> <p><b>Setting:</b> Community</p> <p><b>Target population:</b> Current tobacco users and those grounds that currently allowing tobacco use</p> <p><b>New Target Population:</b> <input type="checkbox"/>Y <input checked="" type="checkbox"/>N</p> <p><b>Start Date – End Date (mm/yy):</b> 10/16-09/19</p> <p><b>Targets health disparities:</b> <input checked="" type="checkbox"/>Y <input type="checkbox"/>N</p>	<p><input type="checkbox"/> <b>Individual/Interpersonal Behavior</b></p> <p><input checked="" type="checkbox"/> <b>Organizational/Policy</b></p> <p><input checked="" type="checkbox"/> <b>Environmental Change</b></p>	<p><b>Lead Agency:</b> Health Department</p> <p><b>Role:</b></p> <ul style="list-style-type: none"> <li>• Coordinate efforts with local municipalities and the appropriate agencies within Randolph County to increase and strengthen smoke/tobacco-free policies.</li> <li>• Create ordinance awareness cards to inform the public of the new adopted/implemented policies.</li> <li>• Provide proper smoke/tobacco-free signage.</li> </ul> <p><input type="checkbox"/> <b>New partner</b> <input checked="" type="checkbox"/> <b>Established partner</b></p> <p><b>Target population representative:</b> Sam Varner</p> <p><b>Role:</b> Assist with coordination of the QuitSmart Program; Promote the program with Randolph County employees</p> <p><input type="checkbox"/> <b>New partner</b> <input checked="" type="checkbox"/> <b>Established partner</b></p> <p><b>Partners:</b> Partnership for Children, RC Wellness</p>	<p><b>Expected outcomes:</b></p> <ul style="list-style-type: none"> <li>• Decrease the number of Randolph County residents who smoke</li> <li>• Decrease the number of residents who are exposed to secondhand smoke</li> </ul> <p><b>Anticipated barriers:</b> Any potential barriers? <input checked="" type="checkbox"/>Y <input type="checkbox"/>N If yes, explain how intervention will be adapted: Potential barriers include managers/owners not willing to change or adopt new smoke/tobacco-free policies. However, special emphasis will be set for proper education and the advocating for the importance of such policies.</p> <p><b>List anticipated intervention team members:</b> Health Department, Randolph Hospital, Cooperative Extension, RC Government Wellness Coordinator, Partnership for Children</p> <p><b>Do intervention team members need additional training?</b> <input type="checkbox"/>Y <input checked="" type="checkbox"/>N If yes, list training plan: _____</p> <p><b>Quantify what you will do:</b></p> <ul style="list-style-type: none"> <li>• Increase/implement at least ten tobacco-free outdoor policies on governmental grounds</li> <li>• Increase/implement tobacco-free policies within county businesses and industries</li> <li>• Strengthen/implement at least four smoke-free indoor policies within the county's municipalities</li> <li>• Work with restaurant/bar owners to include E-cigarettes in their existing smoke-free policies</li> </ul> <p><b>List how agency will monitor intervention activities and feedback from participants/stakeholders:</b> The intervention team will meet to coordinate which agencies to reach out to regarding adoption of new policies. This team is comprised of the individuals who will help such agencies with the implementation and promotion of newly adopted policies.</p>
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