

# 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: Physical Activity and Nutrition

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 2010, 72.3% of Randolph County residents were overweight and 28.8% were obese. In 2011, 25.7% of residents were obese. Also in 2011, only 10.3% of Randolph County adults reported eating five or more fruits or vegetables per day.
- **For continuing objective provide the updated information:** (State measure/numerical value. Include date and source of current information): Randolph County is one of eight counties in the Greensboro Region. According to the 2014 BRFSS, 65.2% of individuals had a BMI greater than 25. Results from the Randolph County Community Health Assessment showed that 42% of residents eat 3-5 servings of fruits or vegetables daily.
- **Healthy NC 2020 Objective** that most closely aligns with focus area chosen below: Increase the percentage of adults who consume five or more servings of fruits and vegetables per day.

## Population(s)

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

- i. In North Carolina, 2 out of 3 adults are overweight or obese
- ii. More than one-third of youth ages 6-19 are overweight or obese
- iii. Non-Hispanic blacks have the highest age-adjusted rates of obesity (48%), followed by Hispanics (43%), non-Hispanic whites (34%) and non-Hispanic Asians (11%)
- iv. Higher income women are less likely to be obese than low-income women

A. Total number of persons in the target population specific to this action plan: \_\_\_\_\_

B. Total number of persons in the target population to be reached by this action plan: \_\_\_\_\_

C. Calculate the impact of this action plan:

(Total # in B divided by total # in A) X 100% = \_\_\_\_\_ 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: Healthy Corner Store Initiative</p> <p>Community Strengths/Assets: Invested stakeholders, pre-made SNAP-Ed materials, grant funding.</p>	<p>S.M.A.R.T Goals: By September 2019, 10 corner stores will adapt at least 2 new healthy food items, thus increasing access to healthy food options for residents.</p>	<p>Target Population(s): 10 low-income communities</p> <p>Venue: Corner stores located mainly in food deserts</p>	<p>Resources Needed: Vendors, marketing materials</p>
<p>Name of Intervention: Supplemental Nutrition Assistance Education Program (SNAP-Ed)</p> <p>Community Strengths/Assets: Randolph County has a NC State Extension SNAP-Ed Coordinator on staff.</p>	<p>S.M.A.R.T Goals: By September 2019, 50% or more children participating in a 9-week SNAP-Ed program will increase willingness to taste fruits/vegetables and increase physical activity.</p> <p>By September 2019, 50% or more adults participating in SNAP-Ed programs will adopt positive nutrition behaviors.</p>	<p>Target Population(s): Asheboro City and Randolph County School Children in grades kindergarten, second &amp; third; adults</p> <p>Venue: Schools; faith-based settings</p>	<p>Resources Needed: SNAP-Ed Assistance Education Plan, handouts and other educational resources/materials</p>
<p>Name of Intervention: Faithful Families</p> <p>Community Strengths/Assets: Randolph Hospital has a trained facilitator on staff.</p>	<p>S.M.A.R.T Goals: By September 2019, 15 faith-based organizations will offer the Faithful Families curriculum to their congregations.</p>	<p>Target Population(s): Adults</p> <p>Venue: Faith-based settings</p>	<p>Resources Needed: Faithful Families curriculum, handouts and other educational resources/materials</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> Healthy Corner Store Initiative</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> County-wide</p> <p><b>Target population:</b> Low-income areas and those located within food deserts</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>• Complete an inventory of corner stores located in food deserts within the county</li> <li>• Conduct an assessment of “willingness” of store owners/managers to adopt and implement a healthy food and beverage policy</li> <li>• Identify types of food and beverage options for possible placement inside stores</li> <li>• Work with store owner/manager to discuss results of the assessment and develop work plan / goals for the store transition</li> <li>• Work with store owner/manager to implement transition plan</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> _____</p> <p><b>Role:</b> _____</p>	<p><b>Expected outcomes:</b></p> <ul style="list-style-type: none"> <li>• Increase the access to healthier food and beverage items to residents who live within a food desert.</li> <li>• Increase the percentage of adults consuming five or more servings of fruits and vegetables per day.</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: By-in from vendors and shoppers</p> <p><b>List anticipated intervention team members:</b> Health Department, Cooperative Extension and CHC Better Care / Randolph Hospital</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> Implement at least one healthy food and beverage policy in a convenient or corner store located within a food desert of Randolph County.</p> <p><b>List how agency will monitor intervention activities and feedback from participants/stakeholders:</b> Intervention will be monitored through sales of healthier food/beverage items.</p> <p><b>Evaluation:</b> <b>Please provide plan for evaluating intervention:</b> Pre/post-surveys will be used at participating stores and within targeted food deserts.</p>

		<p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p><b>Partners:</b> Cooperative Extension SNAP-Ed Coordinator</p> <p><b>Role:</b> Provide SNAP-Ed Program to target population</p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p><b>Partners:</b> CHC Better Care / Randolph Hospital</p> <p><b>Role:</b> Assist with marketing, collecting data and provide assistance for inventory and assessment</p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p><b>How you market the intervention:</b> Utilize local media outlets to recognize store for the effort and educate the public on new healthy food options.</p>	
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<p><b>Intervention:</b> Supplemental Nutrition Assistance Education Program (SNAP-Ed)</p> <p><input checked="" type="checkbox"/> <b>New</b> <input type="checkbox"/> <b>Ongoing</b> <input type="checkbox"/> <b>Completed</b></p> <p><b>Setting:</b> Schools and faith-based organizations</p> <p><b>Target population:</b> Students in kindergarten, second and third grades; adults</p> <p><b>New Target Population:</b> <input checked="" type="checkbox"/>Y <input 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 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> Cooperative Extension</p> <p><b>Role:</b> Facilitate SNAP-Ed programs throughout Randolph 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> Jennifer Morgan</p> <p><b>Role:</b> Organize / schedule SNAP-Ed programs</p> <p><input checked="" type="checkbox"/> <b>New partner</b> <input type="checkbox"/> <b>Established partner</b></p> <p><b>Partners:</b> Schools and faith-based organizations</p> <p><b>Role:</b> Participate and help coordinate SNAP-Ed programs</p> <p><input checked="" type="checkbox"/> <b>New partner</b> <input checked="" type="checkbox"/> <b>Established partner</b></p> <p><b>How you market the intervention:</b> SNAP-Ed Facilitator will work with both school systems to promote the SNAP-Ed programs. The Facilitator will also use flyers for promotion of the program throughout faith-based organizations</p>	<p><b>Expected outcomes:</b> Increase the percentage of adults consuming five or more servings of fruits and vegetables per day.</p> <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> Cooperative Extension, schools, faith-based organizations</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> Facilitate SNAP-Ed programs in a minimum of four elementary schools; and at least four adult programs</p> <p><b>List how agency will monitor intervention activities and feedback from participants/stakeholders:</b> Interventions will be monitored with parent and teacher feedback forms as well as mid-point program surveys.</p> <p><b>Evaluation:</b> <b>Please provide plan for evaluating intervention:</b> Evaluations will be completed by partners and teachers; pre/post surveys will be completed by students and adults participating in the programs.</p>
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<p><b>Intervention:</b> Faithful Families</p> <p><input checked="" type="checkbox"/> <b>New</b> <input type="checkbox"/> <b>Ongoing</b> <input type="checkbox"/> <b>Completed</b></p> <p><b>Setting:</b> Faith-based organizations</p> <p><b>Target population:</b> Adults</p> <p><b>New Target Population:</b> <input checked="" type="checkbox"/>Y <input 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 Hospitals Healthy Randolph Coordinator</p> <p><b>Role:</b> Facilitate Faithful Families</p> <p><input type="checkbox"/> <b>New partner</b> <input checked="" type="checkbox"/> <b>Established partner</b></p> <p><b>Target population representative:</b> Stephanie McClure</p> <p><b>Role:</b> Organize / schedule SNAP-Ed programs</p> <p><input type="checkbox"/> <b>New partner</b> <input checked="" type="checkbox"/> <b>Established partner</b></p> <p><b>Partners:</b> Faith-based organizations</p> <p><b>Role:</b> Participate and help coordinate Faithful Families programs</p> <p><input checked="" type="checkbox"/> <b>New partner</b> <input checked="" type="checkbox"/> <b>Established partner</b></p> <p><b>How you market the intervention:</b> Faithful Families Facilitator will use flyers for promotion of the program throughout faith-based organizations.</p>	<p><b>Expected outcomes:</b> Increase the percentage of adults consuming five or more servings of fruits and vegetables per day.</p> <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, Healthy Randolph Tenet II</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> 15 faith-based organizations will offer the Faithful Families curriculum to their congregations</p> <p><b>List how agency will monitor intervention activities and feedback from participants/stakeholders:</b> Interventions will be monitored with participant feedback forms as well as mid-point program surveys.</p> <p><b>Evaluation:</b> <b>Please provide plan for evaluating intervention:</b> Evaluations will be completed by participants.</p>
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