

COMMUNITY HEALTH ACTION PLAN

IDENTIFYING INFORMATION

County: Cleveland	Partnership: Alliance for Health in Cleveland County, Inc.	Period Covered: 2005-2010
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LOCAL PRIORITY ISSUE	LOCAL COMMUNITY OBJECTIVE	POPULATION(S)
<p>Local priority issue: Heart Disease and Stroke</p> <p>Was this issue described in your county's most recent Community Health Assessment? (please answer "yes" or "no") Yes</p> <p>List other sources of information about this priority issue: State Center for Health Statistics: 1999-2003 Leading Cause of Death total all ages in Cleveland County was diseases of the heart; ranked 4th in the 20-39 years age group, 2nd in the 40-64 years and 1st in the 65-84 years and 85+ years age groups; 2003 hospital charges for cardiovascular & circulatory diseases in Cleveland County (2,867 cases) totaled \$58,034,755; 1999-2003 age-adjusted death rate for diseases of the heart was 284.1 per 100,000 compared to the state rate of 243.2; the rate for cerebrovascular disease was 66.8 per 100,00 compared to the state rate of 70.7</p>	<p>By: 2010</p> <p>Objective: By 2010 reduce the heart disease death rate to equal or be lower than the state rate.</p> <p>Original Baseline: 274.7 heart disease deaths per 100,000</p> <p>Date and source of original baseline data: 1996-1998, State Center for Health Statistics</p> <p>Updated information (Continuing Objective only): Current Cleveland County death rate 284.1 per 100,000</p> <p>Date and source of updated information: 1999-2003, North Carolina Center for Health Statistics</p>	<p>Local population(s) experiencing disparities in relation to this local objective: African-American and Latino populations, low income populations, older adults</p> <p>Describe the local population(s) that will benefit: African-American and Latino communities, low-income communities, older adults</p> <p>Total number in population: 51,467 ages 25-64; 21% minority 13,064 ages 65+; 14.3% minority</p> <p>Number you plan to reach: Estimated 1000+ in faith communities; Estimated 500+ in minority communities; Estimated 500+ ages 65+</p>

NC 2010 FOCUS AREA AND HEALTH OBJECTIVE ADDRESSED

<p>Focus Area: Heart Disease and Stroke</p> <p>Health Objective: Reduce heart disease death rates. Reduce stroke death rates.</p>

INTERVENTIONS/TIMEFRAME (insert extra rows as needed)	COMMUNITY PARTNERS Roles and Responsibilities	SETTING(S)	EVALUATION PLAN & PROGRESS TO DATE
<p>In order to secure the active involvement of the priority populations, our Partnership will recruit additional members representing the African-American, Latino and low income communities as well as older adults to the Cardiovascular Advisory Committee.</p>			
<p>Maintain and expand the Cardiovascular Advisory Committee that provides direction to the cardiovascular initiative by meeting quarterly and reviewing program accomplishments and new program issues beginning in 2002 and continuing through this project.</p>	<p>Members of the Cardiovascular Advisory Committee are drawn from participating faith communities and supporting organizations and agencies and meet quarterly. The Alliance for Health Executive Director will provide technical assistance in membership development and resource development to sustain the programs of this initiative.</p>	<p>The Committee meets at the Cleveland County Health Department during the last week of March, June, September</p>	<p>Progress: Minutes of this Advisory Committee were not kept until fall 2004 but have been compiled since then. Process measures: # meetings; # participants; amount of resources raised to support activities Outcome measures: changes in attitude toward cardiovascular disease among</p>

		and December.	Committee members; recognition of activities that can reduce rate of heart disease and stroke (physical activity, nutrition, stress reduction, hypertension)
Maintain and expand the twelve health promotion teams established to support improved nutrition and physical activity among their congregations beginning in 2002 and continuing throughout this project.	The Cardiovascular Health Coordinator at the Cleveland County Health Department serves as the primary staff support to these health promotion teams. She provides information, regular training and support for special events such as health fairs to the teams. She also produces a monthly newsletter for the health promotion teams. The Alliance for Health Executive Director will provide technical assistance in program development, evaluation and resource development for this initiative.	Activities occur at the twelve sites currently with health promotion teams: Mt. Zion Baptist Church; Mt. Calvary Baptist Church; Crestview Baptist Church; Bethany Hispanic Baptist Church; Green Bethel Missionary Baptist Church; Boiling Springs Methodist Church; Boiling Springs Baptist Church; Ebenezer Missionary Baptist Church; People's Baptist Church; Friendship United Methodist Church; Shiloh Baptist Church; Corinth Baptist Church;	Progress: Teams regularly provide walking logs completed by their membership and sponsor special events such as a Heart Healthy Valentine's Supper and St. Patrick's Day celebration. Process measures: walking logs completed monthly by churches; # participants at each church; # special events at each church; # newsletters distributed; # bulletin boards provided for churches Outcome measures: changes in church policy regarding food for suppers and snacks for Vacation Bible School, etc.; changes in policy regarding use of Family Life Centers for physical activity
Implement the "Search Your Heart" curriculum developed for African-American churches by the American Heart Association in at least five congregations in FY 2005-06.	The Alliance for Health Executive Director will search for resources to assist minority congregations to purchase the curriculum. The American Heart Association in collaboration with the Cardiovascular Advisory Committee will provide training to minority congregations in the delivery of this curriculum. At least five African-American congregations will participate in the "Search Your Heart" program.	Five African-American congregations will participate in central training and take the curriculum back to their congregations.	Progress: The Minority Health Council has endorsed this program and supports its implementation in the African-American communities of Cleveland County. Representatives of the American Heart Association are scheduled to meet with the Alliance for Health Executive Director and the Cardiovascular Health Coordinator to begin planning this training. Process measures: # churches trained; # individuals trained; # activities implemented Outcome measures: changes in attitudes toward heart disease and stroke as measured in pre and post tests; changes in food choices; changes in levels of physical activity
Develop and publish a comprehensive county map of walking tracks and parks safe for regular walking programs in FY 2005-06.	The Cardiovascular Advisory Committee will compile a list of walking tracks, times open to the public and directions to the sites. The Alliance for Health Executive Director will recruit technical assistance in developing the map and text format for this publication and secure resources for printing. The Cardiovascular Advisory Committee and the 12 health promotion teams will develop and implement a distribution plan for this map throughout the county.	Visits to potential sites for the map will be made across the county. Mapping and text work will be carried out at the Alliance for Health office.	Progress: Some preliminary work has been done on a comparable map in the City of Shelby by a Girl Scout working on her Gold Award. There is a need to expand the map to cover the entire county. The maps would be available at county offices, chamber offices, banks, utility offices, schools and churches throughout the community.

			<p>Process measures: # maps distributed; # distribution sites</p> <p>Outcome measures: increase in activity at available walking trails measured by observation</p>
<p>Provide one comprehensive Stroke Education Workshop to the community at large during May annually to mark Stroke Prevention Month beginning in 2005.</p>	<p>The Cardiovascular Health Coordinator will schedule a community-wide stroke education event during May. The Cardiovascular Advisory Committee will assist in recruiting presenters, securing a facility and planning the event.</p> <p>The Alliance for Health Executive Director will provide technical assistance in marketing the event and securing resources for the event.</p>	<p>The event will be held at a community facility such as a Senior Center</p>	<p>Progress: The first Stroke Prevention Workshop, "Strike Out Stroke," is scheduled for May 19, 2005 at the Senior Center in Shelby.</p> <p>Process measures: # participants in the workshop</p> <p>Outcome measures: change in attitudes about stroke as measured in pre and post tests; increased knowledge about preventive factors which can be controlled by individuals such as physical activity and diet</p>
<p>Provide a program on cardiovascular disease to the Minority Health Council and repeat the information at a workshop during the Minority Health Conference scheduled for October 2005. Prepare a Community Resource Card on this topic for distribution in the minority communities of Cleveland County.</p>	<p>Dr. Ian Stamp, local physician, Regina Fleenor from the American Heart Association and Meredith Morehead from Care Solutions CVD Case Management presented a program on cardiovascular disease and services available locally.</p> <p>The Alliance for Health Executive Director and the Cardiovascular Health Coordinator produced a resource card on cardiovascular disease.</p>	<p>The Minority Health Council heard this program in February 2005 at the Cleveland County Health Department.</p>	<p>Progress: The program was well-received by Council members in February 2005 and served as a model for other issue-oriented programming scheduled for the remainder of the year.</p> <p>Process measures: # participants attending the presentation; # resource cards distributed</p> <p>Outcome measures: changes in attitude concerning controllable factors in heart disease such as obesity, diet, stress, and hypertension</p>
<p>Collaborate with the Spirit of Women initiative sponsored by Cleveland Regional Medical Center to provide a special program on women and heart disease annually beginning February 2006 and continuing through the project period.</p>	<p>Collaborate with Paula Vess, Spirit of Women Coordinator, and the Cardiovascular Health Coordinator to plan an event similar to "Go Red" day focusing on heart disease in women.</p> <p>The Alliance for Health Executive Director will provide technical assistance for the event and work to develop sponsors for the event.</p>	<p>T. R. Harris Conference Center at Cleveland Regional Medical Center</p>	<p>Progress: Spirit of Women sponsored an event on their own this year and wish to collaborate in the coming years to expand their market.</p> <p>Process measures: # participants; # events</p> <p>Outcome measures: changes in attitude about women and heart disease as measured in pre and post tests</p>
<p>Collaborate with the Parish Nurse Ministry of Cleveland County to provide expanded cholesterol screenings and blood pressure checks at events sponsored by the parish nurses across the county beginning in FY 2005-06.</p>	<p>Work with 16 parish nurses in various congregations to ensure that blood pressure checks at minimum and cholesterol screenings if possible are available annually to congregation members.</p> <p>The Alliance for Health Executive Director will provide technical assistance in marketing the events and securing resources to support the events.</p>	<p>Parish Nurse congregations across the county</p>	<p>Progress: Parish nurses sponsor health fairs in their congregations on a regular basis and assist each other in securing resources to provide blood pressure checks and other screening services.</p> <p>Process measures: # individuals screened for blood pressure and cholesterol; # screening events held; # parish nurses involved</p> <p>Outcome measures: changes in attitudes and behaviors regarding blood pressure and cholesterol results as measured in pre and post testing of participants in screening</p>

<p>Seek regular coverage in print and cable media concerning heart disease and stroke related information beginning in January 2005.</p>	<p>The Alliance for Health Executive Director will provide technical assistance in preparing press releases about heart disease and stroke events, information, and current data to the print and cable outlets in the county.</p>	<p><u>Shelby Star</u>, <u>Shelby Shopper</u> and <u>Kings Mountain Herald</u> for print media; Channel 33, 19 and 9 for local access cable</p>	<p>Progress: The Alliance for Health Executive Director is currently in conversation with print media about introducing this information in a regular column format. Process measures: # articles published, # cable broadcasts implemented Outcome measures: changes in attitudes and behaviors among community members about heart disease and stroke; increased willingness of media to include such information in publications</p>
<p>Collaborate with the Cleveland County Health Promotion Coordinator to revise the WIN (Wellness for Individuals Now) program offered to business and industry to make it more attractive to potential consumers.</p>	<p>Cleveland County Health Promotion Coordinator will review previous WIN materials and analyze cost structure. Alliance for Health Executive Director will provide technical assistance in reviewing current county economic data, analyzing potential consumers, and potential cost structure. Health Promotion Coordinator and Alliance Executive Director will develop new marketing materials, new program structure and new cost structure. Alliance for Health Board of Directors will assist in marketing newly revamped program to business and industry in the county.</p>	<p>Program revision will occur at Alliance for Health offices.</p>	<p>Progress: WIN was the first venture of the Alliance for Health and provided much of the earned income for the Alliance budget in FY 2004-05. There were four major businesses that participated, paying a monthly fee for each employee. Health assessments were provided for each employee and subsequent programs were developed from the results of these assessments. However, the economic downturn in Cleveland County caused many businesses to postpone participation in WIN. Process measures: # businesses recruited to participate; # employees enrolled; Outcome measures: change in employee attitudes about health prevention program as measured by pre and post tests</p>