

# 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><b>Local priority issue: Overweight and Obesity</b></p> <p><b>Was this issue described in your county's most recent Community Health Assessment? (please answer "yes" or "no")</b> Yes – as a primary cause of cardiovascular disease, diabetes and asthma</p> <p><b>List other sources of information about this priority issue:</b>  <u>Promoting Healthy Eating and Physical Activity: Creating Awareness, Advocacy and Action</u> – Cleveland County Task Force on Overweight/Obese Children in Cleveland County, Report, May 2004                      In Cleveland County, 12.7% of children 2-18 years of age are at risk for overweight (&gt;+85<sup>th</sup> to &lt;95<sup>th</sup> percentile) – NC-NPASS, 2003                      In Cleveland County, 17.2% of children 2-18 years of age are overweight (&gt;=95<sup>th</sup> percentile) – NC-NPASS, 2003                      102 at-risk, low-income middle school students screened spring 2003 found 20.6% at risk for overweight and 37.3% obese; 10% had not participated in 20 minutes of physical activity for the preceding week – Alliance Survey of CIS-enrolled students in CHAMPS Program</p>	<p><b>By:</b> 2010</p> <p><b>Objective:</b> Reduce by 15% the number of children and adolescents who are overweight or obese through a comprehensive community prevention-education initiative focusing on improved nutrition and increased physical activity through multi-level community interventions.</p> <p><b>Original Baseline:</b> 10.4% of children ages 2-4 years of age are at risk for overweight and 12.5% are overweight                      13.6% of children ages 5-11 years of age are at risk for overweight and 22.6% are overweight                      17.5% of children 12-18 years of age are at risk for overweight and 23.3% are overweight</p> <p><b>Date and source of original baseline data:</b> Data for Cleveland County from the North Carolina-Nutrition and Physical activity Surveillance System, 2003</p> <p><b>Updated information (Continuing Objective only):</b></p> <p><b>Date and source of updated information:</b></p>	<p><b>Local population(s) experiencing disparities in relation to this local objective:</b> Children, African-American and Latino communities, low-income</p> <p><b>Describe the local population(s) that will benefit:</b> Children, African-American and Latino communities, low-income</p> <p><b>Total number in population:</b> 20,568 children ages 0 – 18, 29% minority                      11,593 households certified for Medicaid (15,835 individuals)</p> <p><b>Number you plan to reach:</b>                      Estimated 200 children ages 2 – 4 annually                      Estimated 7500 children ages 5 – 10 by end of three year period                      Estimated 100 children ages 11-14 annually                      Estimated 100+ family members of targeted children (Parent, possibly siblings)</p>

### NC 2010 FOCUS AREA AND HEALTH OBJECTIVE ADDRESSED

<p><b>Focus Area:</b> Overweight and Obesity</p> <p><b>Health Objective:</b> Reduce the percent of children and adolescents who are overweight or obese.                      Reduce the proportion of adults who are obese.                      Increase the proportion of adults who are at a healthy weight.</p>
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INTERVENTIONS/TIMEFRAME (insert extra rows as needed)	COMMUNITY PARTNERS Roles and Responsibilities	SETTING(S)	EVALUATION PLAN & PROGRESS TO DATE
In order to secure the active involvement of the priority population(s), our Partnership will actively recruit members of the African-American and Latino communities to serve on the Fit Together/Obesity Advisory Council and ensure that low-income families are involved in planning, implementing and evaluating activities of the Fit Together Initiative.	Members will be recruited specifically to represent the minority communities; the Minority Health Council will assist in identifying and recruiting Latino members for the Fit Together/Obesity Advisory Council. Family members of students at Elizabeth Elementary School, the pilot school for the project, will also be recruited to serve on the Council		

<p>By July 2004 establish, in collaboration with the Cleveland County Health Department as agent for Fit Together Grant, an advisory council to provide direction for overweight and obesity initiatives in Cleveland County and to serve as the official work group on overweight and obesity for the Alliance for Health. This advisory council will use the county strategic plan to address overweight/obesity issues: <u>Promoting Healthy Eating and Physical Activity: Creating Awareness, Advocacy and Action.</u></p>	<p>Cleveland County Health Department serves as project manager for Fit Together grant. Alliance for Health serves as Healthy Carolinians Task Force for Cleveland County and coordinates prevention/education programs for overweight/obesity. Community volunteers provide time and direction to Advisory Council in promoting grant components and selecting additional programs as well as functioning as the office work group for this issue.</p>	<p>Council meetings are held every other month on the second Tuesday of the month at noon at the Cleveland County Health Department or at school sites around the county.</p>	<p>Progress: This Advisory Council began meeting in August 2004 and meets every other month to oversee the Fit Together Grant and to serve as the county focal point for programs and services around overweight and obesity. Council members are provided minutes of each meeting and are encouraged to attend the General Partners meetings of the Alliance for Health. Process measures: # meetings per year, # members attending, # members involved in specific activities of the Fit Together Initiative Outcome measures: % change in Advisory Council members attitudes and knowledge about obesity/overweight issues</p>
<p>Between January 2005 and June 2007 implement the Take 10! Curriculum in grades K-3 in all elementary schools in Cleveland County.</p>	<p>Cleveland County Schools – elementary schools administrative staff, teachers, and support personnel as individuals responsible for implementation in K-3 classrooms. Fit Together Project Coordinator to manage training and data collection on implementation and maintenance of program. ISLI to provide evaluation of Take 10! results in elementary classrooms</p>	<p>Elizabeth Elementary School serves as the pilot school for FY 2004-05. Seven additional schools will be added in 2005-06 and the remaining schools will become involved in 2006-07. Currently waiting for schools to assist in selecting next seven sites – may be based on application process, test scores, reports from school nurses, willingness of school staff to participate, etc.</p>	<p>Progress: Using Fit Together grant funds, evaluation of Take 10! results will be collected and analyzed by ISLI measuring changes in behavior, satisfaction with program, attitudes toward physical activity and nutrition. Initial data to be reported at Advisory Council meeting scheduled for June 28k, 2005. Project Coordinator for Fit Together also participates in a cohort study involving 100 3<sup>rd</sup> grade students to measure changes in height, weight and BMI while participating in Take 10! programs. Data is reported to Evaluation Analysts at East Carolina University; initial data to be reported at Fit Together Conference scheduled for October 2005. Parents complete a physical activity and nutrition survey for participating students twice a year during the project. Project Coordinator collects data and reports to East Carolina University.</p>
<p>Between January 2005 and June 2007 establish plans to engage families in increasing physical activity levels and improving nutrition through programming at school sites.</p>	<p>Fit Together Project Coordinator will identify schools for participation, selecting those with Winner's Circle in their cafeterias and those with strong faculty support of Take 10!. School administrative staff will coordinate with Parent-Teacher Organizations to plan at least one annual family event involving physical activity and nutrition information such as an annual Field Day with healthy snacks. Advisory Council members will participate in planning and evaluating events.</p>	<p>Elizabeth Elementary School will serve as pilot for this activity in 2005-06; additional school sites will be added as interest requires.</p>	<p>Progress: Elizabeth Elementary staff have already planned their annual field day for spring 2005 to involve families of students. Staff have modeled good physical activity by engaging in exercise and walking programs at school, using the walking track on site. Process measures: # children participating in Field Day; # families participating in Field Day; variety of physical activities implemented for Field Day Outcome measures: changes in attitudes toward physical activities by students, staff, parents measured by observations and anecdotal evidence</p>

<p>Between October 2004 and June 2007 establish nine additional Health Promotion Teams in selected faith communities to engage congregations in increasing physical activity, improving nutrition and implementing policy changes to reduce overweight/obesity.</p>	<p>Three faith communities will be added annually beginning in 2004-05; first congregations are St. Peter Missionary Baptist Church in Grover, Poplar Springs Baptist Church in the Crest community and Aldersgate United Methodist Church in the City of Shelby. Churches must complete an interest inventory to be considered for selection and must represent geographic, ethnic and denominational diversity. (Seven churches have already indicated interest for the 2005-06 year). Staff from the NC Cooperative Extension Service, Cleveland County Health Department and Fit Together Project will provide basic training in developing a health promotion team, sponsoring programs to support increased physical activity and improved nutrition, and technical assistance in developing church-wide policies to support the improved nutrition and physical activity.</p>	<p>St. Peter Missionary Baptist Church; Poplar Springs Baptist Church; Aldersgate United Methodist Church Cooperative Extension Services offices</p>	<p>Progress: Training for the three new churches was completed in April 2005 and the three teams are now involved in planning a calendar of activities for their congregations. Representatives from these congregations will join those from other churches to plan an annual event celebrating nutrition and physical activity. Process measures: # people participating in training events; # health promotion team activities planned, scheduled, implemented; # churches participating in annual event Outcome measures: changes in church policies re: food for church suppers, special events; changes in churches opening Family Life Centers for additional hours for exercise</p>
<p>Between January 2005 and June 2007 identify a minimum of five child care centers and two family care homes annually to participate in a physical activity-improved nutrition initiative using the Be Active! And Color Me Healthy Curricula. Enroll staff at selected centers and homes in the 10,000 Step Program to encourage increased physical activity and positive role modeling for participating children and families.</p> <p>This intervention is multi-step and written as one item to emphasize the interconnectedness of this activity. There are components for both staff, children and family members in this intervention. The staff intervention was developed specifically to introduce improved role models for the children served in these centers and homes.</p>	<p>Child Care Connections will assist in selecting participants for this initiative and supporting their efforts through training and quality enhancement opportunities. Cleveland County Child Care Health Consultant will assist in selecting participants and monitoring progress toward established goals. Fit Together Project Manager will provide oversight for initiative, schedule training, provide educational materials and manage data collection. Alliance for Health will serve as fiscal agent for material incentives provided to participating centers and homes. Contract trainer will provide the Color Me Health and Be Active! Curricula to selected child care centers and homes. Trainer will also provide evaluation materials on center and home participation and follow-through. Participating centers and homes will participate in Be Active Kids Club Day at Shelby Parks and Recreation led by Fit Together and Alliance for Health including morning physical activities and healthy lunch. Participating centers/homes staff will be recognized at Annual Child Care Providers Banquet on May 17, 2005.</p>	<p>Five child care centers; Two family care homes; Shelby City Park; Providers Banquet at Cleveland Community College</p>	<p>Progress: Seven child care centers and family care homes have received Be Active! Training; seven centers and homes participated in Be Active Kids Club Day at Shelby City Park on May 11 (116 children, 37 staff, 10 parents); centers and homes recognized at Child Care Providers Annual Banquet with awards for participation; Process measures: Trainer for the centers and homes will develop and implement comprehensive evaluations, including parent surveys, to evaluate scope of including Be Active! and Color Me Healthy in center/home lessons. Center/home staff will complete 10,000 Step logs to measure participation rates and increased physical activity Outcome measures: changes in policies regarding inclusion of physical activities in daily schedule for centers and homes; changes in policies regarding nutritional content of meals and snacks; changes in staff attitudes toward physical activity measured by participating in 10000 Step programs</p>
<p>Between January 2005 and July 2007 implement a series of Lunch and Learn activities at business and industry sites throughout Cleveland County focusing on physical activity and improve nutrition as tools to educate/prevent chronic diseases associated with overweight and obesity.</p>	<p>Fit Together project manager will identify businesses and industries for participation in Lunch and Learn series, manage schedules and provide evaluation. CCHD Health Education staff will provide presentations for Lunch and Learn series. Additional presenters will be recruited from Alliance for Health partners as required by specific topics.</p>	<p>Various business and industry sites throughout Cleveland County</p>	<p>Progress: To date, five participating businesses have initiated Lunch and Learn programs for their employees: Shelby Star, Child Care Connections, Cleveland Home Health Agency, Clyde A. Short Co. and City of Shelby. Preferred topics are nutrition, exercise, weight loss and stress reduction. Process measures: # Lunch and Learn sessions delivered, # participants in each session, # topics covered Outcome measures: % change in attitudes toward physical activity and nutrition of participants measured by pre and post tests; % change in company</p>

			policy to encourage employee physical activity (time to walk, assistance in paying for YMCA memberships, company exercise programs, etc.)
Between January 2005 and June 2007 implement a comprehensive social marketing initiative to raise community awareness about overweight/obesity issues.	Fit Together Project Coordinator will develop and implement comprehensive social marketing program including regular programs on local cable access channel. Alliance for Health Executive Director and Marketing Committee will provide technical assistance in developing and implementing this program, including access to web site and inclusion of this topic in community presentations.	Print media involvement through <u>Shelby Star</u> , <u>Shelby Shopper</u> and <u>Kings Mountain Herald</u> ; local cable access through Channel 19, Channel 33 and Channel 9	Progress: Initial programs completed for local cable access on Fit Together grant award and implementation of Take 10!; Print media involved through collaboration with columns from YMCA and Cooperative Extension Office; Articles included in Child Care Connections newsletter for distribution to staff and parents Process measures: # of print media articles; # of broadcasts delivered Outcome measures: % change in community attitudes toward overweight/obesity issues such as support to remove vending machines from schools or to replace items in vending machines with nutritious snacks
Between January 2004 and December 2006 initiate a comprehensive program to address overweight/obesity issues in pre-adolescents enrolled in middle schools in Cleveland County. Entry into this program will be by physician referral. Provide an individual fitness prescription plan for improved physical activity and nutrition for participants that includes nutrition education, physical activity classes, and psychosocial counseling. This fitness prescription will be overseen by local physicians with contract specialists providing nutritional counseling, psychosocial counseling and fitness activities. This program will serve 100 students identified as overweight or at risk of becoming overweight over a two year period..	Carolinas Community Health Institute provided funding for this program to serve 100 students over a two year period. Medical oversight of the activity provided by Patricia Pitcher, MD and Jonathon Brownlee, MD of the Shelby Children's Clinic and Martin Stallings, MD of Kings Mountain Pediatrics Alliance for Health serves as the administrator for activities and contracts Cleveland Counseling Associations, PA will provide psychosocial counseling for participants. Nutrition services will be provided on a contractual basis to participants and family members (required for parents to attend). Physical activity programs will be provided to participants through contracts with Cleveland County Family YMCA and Shelby Parks and Recreation.	Projected sites are the YMCA locations in Shelby, Kings Mountain and Boiling Springs as well as Shelby City Park;	Progress: A work group derived from the Advisory Council is currently developing the structure for this program. To date a curriculum has been selected – ShapeDown developed by the University of California Medical School; criteria for participation, referral forms, fitness prescription forms and parent contracts have been developed and are awaiting legal review. Project that the first class of participants will be enrolled in July 2005. Process measures: # students participating, # students who complete fitness prescription; #family members who participate in program activities. Outcome measures: Evaluation of participant progress will occur at six month intervals overseen by physicians; physicians will measure changes in weight, BMI, attitudes, behaviors, compliance with prescription, progress toward goals.
In calendar year 2005 and annually thereafter provide a presentation on overweight/obesity issues to the Minority Health Council at a regular monthly meeting. Develop and implement a Community Resource Card for distribution in the African American and Latino communities identifying resources to address this issue. Provide a workshop on overweight/obesity at the Minority Health Conference scheduled for October 15, 2005.	Fit Together Project Coordinator will identify and recruit speakers for the Minority Health Council program. Alliance for Health Executive Director will work with Fit Together Project Coordinator and Advisory Council members to identify and list resources for Community Resource Card. Fit Together Advisory Council will provide technical assistance in planning and implementing a workshop on overweight/obesity issues for the Minority Health Conference.	Minority Health Council meetings are held on the first Monday of each month at 6:00 p.m. at the Cleveland County Health Department.	Progress: The Minority Health Council is composed of 40+ representatives of the African-American and Latino communities in Cleveland County. Their purpose is to reduce health disparities by educating their communities about specific health issues and the resources available to them in Cleveland County. The primary means of communicating this information is the Community Resource Card. Process measures: # participants who attend presentation; # participants who attend specific workshop; # resource cards distributed in communities.

			Outcome measures: % change in attitudes and behaviors about overweight and obesity as measured by pre and post tests
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