

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: Adolescent Pregnancy Prevention</p> <p>Was this issue described in your county's most recent Community Health Assessment? (please answer "yes" or "no") Yes Teen pregnancy ranked 8th of 37 issues among respondents to the community survey; 30% stated it was a major problem, 23% a moderate problem, and 16% a minor problem. Teen pregnancy was also the 8th ranked issue among responders to the key informant survey with 37% considering it a major problem, 46% a moderate problem and 11% a minor problem.</p> <p>List other sources of information about this priority issue: State Center for Health Statistics: Cleveland County ranked 34th of 100 counties in NC for its teen pregnancy rate (girls 10-19) in 2000 with 273 babies born to teen mothers. In 2001 253 teens became pregnant; of those 83 or 32.8% were repeat pregnancies 224 teens became pregnant in 2003; 60% of these teens were white, 40% minority. The 1999-2003 pregnancy rate for girls 15-17 is 41.3 for the state and 49.5 for Cleveland County. The Minority Health Council ranked teen pregnancy as 8th of 15 health issues affecting the minority communities of Cleveland County.</p>	<p>By: 2010</p> <p>Objective: By 2010 ensure a teen pregnancy rate equal to or lower than that of North Carolina.</p> <p>Original Baseline: Rate of 110.4 for girls ages 15-19 for Cleveland County versus 91.1 for the state of North Carolina.</p> <p>Date and source of original baseline data: State Center for Health Statistics 1999</p> <p>Updated information (Continuing Objective only): Teens ages 15-19 2003 pregnancy rate 66.5 for Cleveland County vs. 61.0 for North Carolina; rate for ages 15-19 minority teens in Cleveland County is 100.6 vs. state rate of 83.0</p> <p>Date and source of updated information: State Center for Health Statistics 2003</p>	<p>Local population(s) experiencing disparities in relation to this local objective: Low-income, African-American and Latino teens</p> <p>Describe the local population(s) that will benefit: African-American and Latino communities, low income communities</p> <p>Total number in population: 13,883 ages 10-19 in Cleveland County , 27% minority</p> <p>Number you plan to reach: Estimated 1000 students ages 10-19 through various programs and services, both male and female; secondary audience includes parents/guardians of teens and school/agency staff who work directly with teens</p>

NC 2010 FOCUS AREA AND HEALTH OBJECTIVE ADDRESSED

<p>Focus Area: Responsible Sexual Behavior</p> <p>Health Objective: Increase the proportion of adolescents who abstain from sexual intercourse. Increase the proportion of adolescents who use condoms, if currently sexually active. Reduce the rate of unplanned pregnancies in adolescent females ages 10-19.</p>

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 populations, out Partnership will actively recruit members to the Youth Resource Council and the HOPE Team (Health Outreach	Currently there are African-American members of the Youth Resource Council and the HOPE Team; some of these individuals represent low-income teens as well. The		

<p>through Peer Education) who represent African-American and Latino teens and low-income teens.</p>	<p>Partnership is working through the Minority Health Council to identify and recruit representatives from the Latino communities to participate in the Youth Resource Council and HOPE Team activities.</p>		
<p>Maintain and expand the Youth Resource Council as the primary advocate for responsible sexual behavior among teens in Cleveland County effective 2001 and ongoing throughout this project. Council members represent service providers who focus on teens across Cleveland County, various middle and high school staff members, parents of teens and teens themselves. HOPE Team members are recruited directly from the four high schools in the county and are not at all shy about voicing their beliefs about adolescent pregnancy prevention, HIV-AIDS, and sexually transmitted infections.</p>	<p>The Alliance for Health Board of Directors has designated the Youth Resource Council as the appropriate community body to advocate for teen pregnancy prevention through the promotion of healthy attitudes, behaviors and choices. Two members of the Board of Directors are assigned to serve on this Council. Current members of the Youth Resource Council will continue to recruit interested community volunteers to serve on this body, especially in leadership roles. Designated members from the HOPE Team (Health Outreach through Peer Education) will serve as the youth representatives on the Council. The Alliance for Health Executive Director will provide technical assistance in strategic planning, program development, resource development and membership recruitment to the Youth Resource Council.</p>	<p>The Youth Resource Council usually meets at the Cleveland County Health Department on the first Thursday of each month. Times vary in order to accommodate members' schedules.</p>	<p>Progress: The Youth Resource Council meets monthly and provides minutes of all meetings and activities to its members. A strategic planning session will be held in June 2005 to review accomplishments and select focus areas for the coming year. The Youth Resource Council was recognized as a Four-Star Council by the Adolescent Pregnancy Prevention Coalition of North Carolina at its Annual Symposium on May 4, 2005. Process measures: # meetings held, # participants attending; # special events and activities Outcome measures: changes in attitudes toward adolescent pregnancy prevention, HIV-AIDS and STIs among Council and HOPE Team members; ability to recruit additional members to serve on Council and HOPE Team</p>
<p>Maintain and expand sponsorship of the HOPE Team (Health Outreach through Peer Education) to educate middle and high school students, selected college students and their parents about issues of HIV-AIDS, sexually transmitted infections and adolescent pregnancy effective 2001 and ongoing throughout this project.</p>	<p>The Cleveland County Health Department Abstinence Educator takes primary responsibility to recruit, train, schedule and supervise HOPE Team members. The Alliance for Health Executive Director will provide technical assistance in training, marketing and evaluating HOPE Team activities as well as assistance in resource development, especially grant writing. The Youth Resource Council members regularly review and evaluate HOPE Team activities and provide assistance in marketing their programs in the community. Members of the HOPE Team provide educational programs to a minimum of 350+ individuals ages 12-19 in various community settings.</p>	<p>The HOPE Team is trained over a weekend usually at the Cleveland County Health Department. Regular meetings of the HOPE Team also occur at the Health Department. Presentations in the community occur at various sites, especially within the faith communities.</p>	<p>Progress: The HOPE Team was initiated through a grant from the Regional HIV-AIDS Consortium. The team currently has 30 members drawn from three of the four high schools in the county and has presented information to approximately 300 individuals to date this year. Process measures: # presentations, # audience members, # presenters at each event Outcome measures: The HOPE Team uses a simple pre and post-test to measure audience reaction to its messages.</p>
<p>Maintain and expand the Wise Guys male responsibility program to middle and high school athletes at the middle and high schools in Cleveland County beginning in September 2004 through December 2007. Participation will be maintained at Shelby High School, adding a mentoring component at Shelby Middle School using graduates of the High School program. Expansion will occur in at least one additional high school in FY 2005-06; additional expansion to the two remaining high schools will occur as funding is available.</p>	<p>The Cleveland County Health Department Health Education staff will provide the training to high school coaches and athletes using the Wise Guys curriculum. Parent permission will be obtained for all participants. The Alliance for Health Executive Director will provide technical assistance in resource development to maintain and expand the program. Second year funding for 2005-06 has been received from the Adolescent Pregnancy Prevention Coalition of North Carolina in the amount of \$10,000.00. Cleveland County Schools will provide sites for training and support from athletic staff, time in the weekly school schedule and input from staff on the training materials. Students will voluntarily participate in the Wise Guys program. Health Department Health Education staff will develop and implement the mentoring component using high school students to work with middle school athletes using Wise Guys materials</p>	<p>Training for coaches and school staff will occur during the summer months at a site in Cleveland County. The Wise Guys curriculum will be continued at Shelby High School and an additional school will be added in 2005-06; schools must compete for</p>	<p>Progress: The first session of Wise Guys was held in fall 2004 at Shelby High school with 28 members of the varsity football team participating. Process measures: # students participating; # student-mentor matches; # presentations; # schools involved; # athletic staff trained in Wise Guys curriculum Outcome measures: Staff used evaluation tools (pre and post tests) provided by the Wise Guys curriculum to evaluate the results of the program. These tests measure changes in knowledge about sexuality, attitudes about sexuality and male responsibility, and behaviors. They</p>

	and activities.	the opportunity to have this program.	will continue to use this material as the program is expanded in 2005-06.
Conduct a Teen-to-Teen survey in August-September 2005 to determine teen responses to sexuality issues. The purpose of this survey is to determine teen reactions to the current abstinence curriculum, identify additional interest areas, determine their perceptions of sexual activity among teens in the community and identify appropriate times/formats for educational information to be offered to them.	<p>Members of the Youth Resource Council will develop a simple, 25-question survey, including the questions on sexuality now included in the Youth Risk Behavior Survey for comparison purposes.</p> <p>Members of the Youth Resource Council and HOPE Team will be trained to administer the survey to participating high school students at Cleveland Mall on Friday and Saturday nights during August and September and at additional events in the county, such as the Cleveland County Fair. Participation will be voluntary. Students will receive incentives (drawings for movie tickets, ride tickets for the fair, etc.) to encourage their participation.</p> <p>An independent data analyst will be recruited to compile the survey results for presentation to the public in October 2005 as a part of Let's Talk Month.</p> <p>The Alliance for Health Executive Director will provide technical assistance in developing the survey, secure printing support and lend assistance in identifying a data analyst. The Alliance Executive Director will also assist in preparing the information for release to the community.</p>	The survey will occur at Cleveland Mall during August and September 2005. Cleveland County Fair during September-October 2005. Data analysis will be done off-site by an independent contractor to assure objectivity.	<p>Progress: A CIRCLE grant for student-led research has been applied for to support this project.</p> <p>Survey development will occur in June-July with implementation in August and September.</p> <p>Process measures: # students who participate in the survey</p> <p>Outcome measures: first hand information from teens about adolescent pregnancy prevention, sexually transmitted infections and HIV-AIDS – this data will be used to plan or revise current programming for these issues</p>
Maintain and expand the Red Plaid Ribbon campaign to celebrate May as Adolescent Pregnancy Prevention Month and to encourage community awareness about teen pregnancy by distributing ribbons to the four high schools and selected agencies and organizations who work with adolescents in Cleveland County. This activity will occur in April annually in order to have the ribbons ready for distribution the first week of May.	<p>Youth Resource Council members will cut, pin and distribute ribbons on cards to selected sites.</p> <p>The Cleveland County Health Department Abstinence Educator will provide the card stock printed with a pregnancy prevention message.</p> <p>The Alliance for Health Executive Director will provide technical assistance in marketing and resource development for this campaign.</p> <p>The HOPE Team will provide assistance in distributing the ribbons at the four high schools in the county.</p>	Distribution of the ribbons will occur at four high schools and agencies/organizations who work with adolescents.	<p>Progress: 2005 represents the third year of the ribbon campaign with four schools and four organizations participating this year. 5000 ribbons and informational cards were distributed on May 4, 2005.</p> <p>Process measures: # ribbons/cards distributed; # schools/organizations participating; # specific announcements made at schools regarding pregnancy prevention; # participants involved in distribution of ribbons/cards</p> <p>Outcome measures: changes in attitudes and behaviors regarding information about adolescent pregnancy in Cleveland County – for example, this year all four high schools were willing to participate in this event</p>
The Youth Resource Council will raise awareness about teen pregnancy by sponsoring a poster/essay contest in spring 2006 open to high school students. Students must use selected facts/myths about adolescent pregnancy in their chosen media and winners will be announced as part of May's celebration of Adolescent Pregnancy Prevention Month.	<p>The Youth Resource Council members will develop the contest rules and provide assistance in developing modest prize money for winners.</p> <p>The Youth Resource Council and HOPE Team members will recruit judges to review the entries and select the winners.</p> <p>The Alliance for Health Executive Director will provide technical assistance in marketing the contest and resource development for prizes.</p> <p>The Abstinence Educator will provide the facts/myths to be used in the contest entries.</p> <p>The School Health Advisory Council will review the facts/myths and approve the contest for students.</p>	Primary sites will be the four high schools in Cleveland County. Prize winners may be announced at a Live After Five event in Uptown Shelby.	<p>Progress: Preliminary plans were developed in 2005 for this contest but were not implemented due to a lack of time to work with school personnel about the contest. The plan is to move ahead with this endeavor and meet with the School Health Advisory Council in fall 2005 to ensure a smooth implementation in spring 2006.</p> <p>Process measures: # students participating in the contest; # awards made</p> <p>Outcome measures: degree of willingness of schools to encourage participation in the contest;</p>

<p>The Youth Resource Council will make a presentation on adolescent pregnancy prevention and responsible sexual behavior to the Minority Health Council at its October 2005 meeting as well as presenting a workshop at the Minority Health Conference scheduled for October 15, 2005. A Community Resource Card will be produced to identify services around adolescent pregnancy prevention and responsible sexual behavior for the African-American and Latino communities.</p>	<p>Youth Resource Council members will develop and present a program to the Minority Health Council on adolescent pregnancy and responsible sexual behavior. HOPE Team members will assist in developing and presenting this program to the Minority Health Council. Youth Resource Council and HOPE Team members will also present a workshop on adolescent pregnancy at the Minority Health Conference. The Alliance for Health Executive Director will assist Youth Resource Council members and HOPE Team members in developing a community resource card about adolescent pregnancy prevention and responsible sexual behavior.</p>	<p>The Minority Health Council meets on the first Monday of each month at 6:00 p.m. at the Cleveland County Health Department. The Minority Health Conference is scheduled for October 15, 2005; the site has not yet been determined.</p>	<p>Progress: Minority Health Council members ranked teen pregnancy as 8th among 15 health issues they identified as critical in the minority community. This presentation is scheduled for the October meeting of the Minority Health Council which is also Let's Talk Month. Process measures: # participants attending this presentation; # Youth Resource Council and HOPE Team members presenting information; # participants in workshop; # resource cards distributed in community Outcome measures: pre and post test for Minority Health Council members and participants at Minority Health Conference workshop to measure changes in attitudes regarding adolescent pregnancy prevention and responsible sexual behavior.</p>
<p>Reports to the media, both print and local cable access, will be produced specifically to raise awareness about Let's Talk Month in October, Adolescent Pregnancy Prevention Month in May and Wise Guys graduation ceremonies annually.</p>	<p>Specific press releases on Youth Resource Council, Wise Guys, and HOPE Team activities will be prepared and forwarded to local media by the Alliance for Health Executive Director on a timely basis.</p>	<p>Print media include the Shelby Star, Shelby Shopper and Kings Mountain Herald. Cable access includes Channel 19, Channel 33 and Channel 9.</p>	<p>Progress: Samples of media coverage are included in the application. Process measures: # articles printed; # cable programs/announcements broadcast Outcome measures: % change in willingness of media outlets to provide coverage for adolescent pregnancy prevention and responsible sexual behavior events</p>