

# COMMUNITY HEALTH ACTION PLAN

## IDENTIFYING INFORMATION

County: Cleveland	Partnership: Alliance for Health in Cleveland County, Inc.	Period Covered: 2005-2010
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<b>LOCAL PRIORITY ISSUE</b>	<b>LOCAL COMMUNITY OBJECTIVE</b>	<b>POPULATION(S)</b>
<p><b>Local priority issue:</b> Alcohol, Tobacco and Other Drugs</p> <p><b>Was this issue described in your county’s most recent Community Health Assessment? (please answer “yes” or “no”)</b>  <b>Yes</b>                      Drug abuse ranked 7<sup>th</sup> and alcohol abuse ranked 9<sup>th</sup> among community responders; drug abuse ranked 7<sup>th</sup> and alcohol abuse ranked 12<sup>th</sup> in the responders to the key informant survey.</p> <p><b>List other sources of information about this priority issue:</b>                      2002 Student View survey results reveal that 44% of students in 1996 indicated alcohol use compared to 38% in 1999 and 41% in 2002. Student View survey results indicate that 54% used cigarettes in 1996 compared to 44% in 1999 and 43% in 2002 and that 24% used smokeless tobacco in 1996 compared to 20% in 1999 and 22% in 2002. Illegal drug use showed marijuana use went from 26% in 1996 to 18% in 1999 and 21% in 2002. The Johnson Institute Student View Survey was used to gather this information and data can be compared to national norms. The Minority Health Council named substance abuse as the 10<sup>th</sup> most important issue of the 15 health issues identified by the minority community.</p> <p>Best data available is student data; adult information is harder to capture. For example, in the Community Assessment, when asked if alcohol abuse was a major issue in the specific household survey, only 3% indicated that it was a major issue, 3% indicated a moderate issue, 9% indicated a minor issue and 84% indicated that it was not at all an issue in their own households. Methamphetamine use is on the rise in Cleveland County among adults with four labs “busted” by April, 2005; according to law enforcement officials, crack and cocaine remain the drug of choice in the minority community.</p>	<p><b>By:</b> 2010</p> <p><b>Objective:</b> Reduce the grades 6-12 student rate of alcohol, tobacco and other drug use by 20% by 2010.</p> <p><b>Original Baseline:</b> 67% reported no use in 1997.</p> <p><b>Date and source of original baseline data:</b> 1997 results from the Student View Survey in Cleveland County</p> <p><b>Updated information (Continuing Objective only):</b> 57% of males and 57% of females surveyed in 2002 indicated no use of alcohol, tobacco or other drugs in the Student View Survey compared to 54% of females and 47% of males in 1996 and 58% of females and 55% of males in 1999.</p> <p><b>Date and source of updated information:</b> 2002 Student View Results published by Community Organization for Drug Abuse Prevention in Cleveland County.</p>	<p><b>Local population(s) experiencing disparities in relation to this local objective:</b> African –American and Latino communities, especially alcohol in the Latino communities; low-income households</p> <p><b>Describe the local population(s) that will benefit:</b> African American and Latino communities; low income households; senior adults; students especially in middle and high schools</p> <p><b>Total number in population:</b>                      13,883 ages 10-19 in Cleveland County;                      Total population in Cleveland County is 97,548; each resident potentially impacted by alcohol, tobacco and other drugs</p> <p><b>Number you plan to reach:</b>                      1000+ students in elementary school with Red Ribbon campaign                      1000+ students in middle and high schools with ATOD educational programs                      300+ senior adults with information on prescription medications                      500+ in faith communities                      500+ in minority communities</p>

## NC 2010 FOCUS AREA AND HEALTH OBJECTIVE ADDRESSED

**Focus Area: Substance Abuse (Youth), Tobacco Use**

**Health Objective:** Reduce the percentage of high school students who consumed alcohol within the past 30 days.  
 Reduce the percentage of high school students who use marijuana in the past 30 days.  
 Reduce tobacco use by middle school students, grades 6 through 8.  
 Reduce tobacco use by high school students, grades 9 through 12.  
 Decrease the percentage of children who begin to smoke before age 11.  
 Reduce tobacco use (cigarette smoking) by adults.

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, our Partnership will actively recruit additional members to the Substance Abuse Prevention Coalition from the African-American and Latino communities and from low-income households.			
Maintain and expand the Substance Abuse Prevention Coalition as the primary advocacy group to reduce alcohol, tobacco and other drug use in Cleveland County and to provide leadership in providing education/prevention programs to residents.	Members of the Substance Abuse Prevention Coalition will provide leadership and advocacy for reduction of ATOD use and enhancement of ATOD education/prevention programs. Members will continue to identify and recruit additional Coalition members, including DARE leadership in the county. The Alliance for Health will provide technical assistance in membership and resource development as well as strategic planning to support the work of the Coalition.	The Coalition will meet bimonthly at the Cleveland County Health Department on the fourth Wednesday at noon.	Progress: Regular minutes are provided to each member and additional materials are distributed as needed. Minutes will be posted on the Alliance website once it is operational. Process measures: # meetings; # members attending; # new members recruited Outcome measures: increased participation in Coalition meetings and special events
Maintain and expand the annual Red Ribbon Campaign in October annually to support safe and drug-free communities. This campaign began in 2003 and will continue throughout this project period.	Secure resources from local insurance agents to provide ribbons for this campaign. A grant from Youth United Way has already been secured to provide support for the 2005 Red Ribbon Campaign. Members of the Coalition will develop and implement a comprehensive distribution plan for ribbons, including schools, churches, law enforcement and the medical community. The Alliance for Health Executive Director will provide technical assistance in marketing the Red Ribbon Campaign and appropriate materials for the media.	The fourth week of October is usually designated as Red Ribbon Week. Ribbons will be distributed throughout the county.	Progress: Limited campaigns were undertaken in 2003 and 2004 with some degree of success. Process measures: # ribbons distributed; # agencies/organizations participating; amount of resources developed to fund this activity Outcome measures: increased community awareness of Red Ribbon Week and reasons for celebration
Collaborate with <u>The Shelby Star</u> , law enforcement and Cleveland County Schools to sponsor an essay contest for Red Ribbon Week beginning in FY 2005-06.	Cleveland County Schools staff will design the criteria for the essay contest and distribute information to the classrooms. Law enforcement officials and <u>The Shelby Star</u> will provide judges for the competition and publish the award-winning essays. The Alliance for Health Executive Director will provide technical assistance in marketing the contest and developing resources for prizes.	Cleveland County Schools classrooms	Progress: There was an essay contest this year; the plan is to increase the visibility of the contest and increase the number of participants each succeeding year. Process measures: # participants in the contest; # schools represented Outcome measures: increased community awareness about Red Ribbon celebration
Collaborate with Cleveland County Schools, the Cleveland County Health Department and the Community Organization for Drug Abuse Prevention to conduct the Student Survey in November 2005 in order to maintain the three year cycle of comprehensive data collection regarding student use of alcohol, tobacco and other drugs.	Collaborate to form a Steering Committee to provide oversight to the survey process and ensure participation by Cleveland County Schools. Collaborate with CCHD and CODAP to secure resources for the survey and data analysis; the Alliance for Health Executive Director will provide technical assistance in resource development to fund the survey. Present survey history and justification to the School Health	Middle and High Schools in Cleveland County	Progress: This will be the fourth time to use the Student Survey in Cleveland County; it is critical to maintain this schedule of work to develop a comprehensive data base with which to evaluate the results of ATOD programming in school settings and in community organizations.

	<p>Advisory Council for approval prior to administration of the survey.</p> <p>Involve the Substance Abuse Prevention Coalition members with CCHD and CODAP staff in administering the survey to Cleveland County Schools students.</p> <p>The Alliance for Health Executive Director will assist CODAP and CCHD in presenting the results of the 2005 survey to the community.</p>		<p>Process measures: # students participating; # schools involved</p> <p>Outcome measures: changes in student-reported alcohol, tobacco and drug use compared to previous survey results</p>
<p>Collaborate with the Cleveland County Health Department and the Cleveland County Schools to develop and submit a grant proposal for Teen Tobacco Use Prevention and Cessation to the Health and Wellness Trust Fund Commission in March 2005.</p>	<p>The Alliance for Health Executive Director and the Director of Health Education/Health Promotion/CODAP Services will collaborate to prepare a grant proposal for submission. The proposal will fund 9<sup>th</sup> grade booster classes for the Toward No Tobacco curriculum as well as smoking cessation classes, voluntary and involuntary, for students in the Cleveland County Schools.</p>	<p>Proposal was prepared in the Alliance office.</p>	<p>Progress: Proposal was submitted on March 28, 2005.</p> <p>Outcome: Pending notification of proposal status</p>
<p>Initiate and maintain a legislative advocacy program to track local, state and federal legislation affecting alcohol, tobacco and other drug prevention, education and treatment issues.</p>	<p>Members of the Coalition will follow proposed legislation and advocate for passage upon comprehensive study of the proposed legislation.</p>	<p>General Assembly and Alliance office</p>	<p>Progress: Members voted to support passage of House Bill 286 to increase the excise tax on cigarettes and other tobacco products, House Bill 76 to amend the law concerning smoking in public places and to prohibit smoking in restaurants and Senate Bill 686 Meth Lab Prevention Act.</p> <p>Process measures: # items of legislation passed; # contacts with legislators</p> <p>Outcome measures: changes in attitude concerning alcohol, tobacco and other drugs as issues defined by legislative actions</p>
<p>Provide technical assistance to businesses, industries, agencies, and organizations wishing to develop and implement a 100% Tobacco-Free Policy beginning in FY 2005-06.</p>	<p>The Substance Abuse Prevention Coalition members will assist in offering this service to entities in the community.</p> <p>The Alliance for Health Executive Director will collaborate with CODAP and the Cleveland County Health Department to maintain a file of "model policies" available for review and/or implementation.</p>	<p>Policy file will be in the Alliance for Health Office.</p>	<p>Progress: In September 2004, the Alliance collaborated with the Cleveland County Health Department to advocate for passage of a 100% Tobacco-Free Campus Policy adopted by the Cleveland County Board of Education and effective July 1, 2005. As of July 10, 2005, the building and grounds of the Cleveland County Health Department will be smoke-free.</p> <p>Process measures: # requests for assistance; # policies implemented</p> <p>Outcome measures: degree of acceptance of tobacco-free policies by employees and consumers</p>
<p>Provide at least one workshop annually beginning October 2004 for senior adults relevant to the appropriate use of prescription and over-the-counter medications.</p>	<p>Members of the Coalition will schedule and plan such workshops, recruiting pharmacists to speak and securing an appropriate facility.</p> <p>The Alliance for Health Executive Director will assist with marketing the event and providing resources to sponsor the event.</p>	<p>Potential sites include the Senior Centers in Shelby and Kings Mountain, congregate meal sites and churches across Cleveland County.</p>	<p>Progress: A pilot workshop was held in October 2004 to determine the interest level for this workshop; 60+ older adults attended the event at the Senior Center in Shelby.</p> <p>Process measures: # participants; # presenters; # presentations</p> <p>Outcome measures: changes in use of prescription medications – proper use and storage as measured in pre and post tests</p>

<p>Develop and implement community presentations on recognition of illegal drugs appropriate for Parent-Teacher Organizations and the faith community beginning in FY 2005-06.</p>	<p>Secure programs resources with staff from law enforcement agencies in the county to make the community presentations. The Substance Abuse Prevention Coalition will develop a list of potential audiences and begin marketing the presentations. The Alliance for Health Executive Director will provide technical assistance with marketing, scheduling and evaluation of these programs.</p>	<p>Schools and churches throughout Cleveland County</p>	<p>Progress: A pilot program is scheduled for the last week of May, 2005, to test the content and format of the presentation. Process measures: # presentations; # participants Outcome measures: increased recognition of illegal drugs by participants as measured in pre and post tests</p>
<p>Provide the Minority Health Council with a presentation on ATOD issues as part of their education series in 2005 and annually thereafter to update them on changing information. Provide a Community Resource Card on this topic for distribution in the minority communities.</p>	<p>Develop a panel of providers of substance abuse treatment and educational programs to make the presentation to the Council. The Alliance for Health Executive Director will assist with securing panel members and developing the Community Resource Card.</p>	<p>The Minority Health Council meets on the 1<sup>st</sup> Monday of each month at the Cleveland County Health Department.</p>	<p>Progress: Minority Council members heard a presentation on Methamphetamines and Meth Labs by Lt. Joel Shores of the Cleveland County Sheriff's Office at their April meeting. This presentation was also the feature of the Alliance General Partners meeting in September 2004. Process measures: # participants; # presentations Outcome measures: increased knowledge of substance abuse services as well as knowledge about specific drugs</p>