

# Community Health Improvement Plan - 2020

## SECTION I.

**COUNTY/DISTRICT HEALTH DEPARTMENT:** Cleveland County Health Department

**CHA/CHNA YEAR:** 2019

**PRIORITY:** Teen Births – pages 10-11, pages 38-46, in 2019 Community Health Assessment

**HNC 2030 ALIGNMENT INDICATOR(S):** Number of births to girls aged 15-19 per 1,000 population

Percent of women who receive pregnancy-related health care services during the first trimester of a pregnancy

Rate of infant deaths per 1,000 live births

**SCORECARD URL (optional):**

SECTION II	Long-Term Plan – 5 – 7 years
<b>Step 1: What quality of life conditions do you want for the children, adults, and families in your community?</b>	Youth in Cleveland County choose to postpone sexual activity and parenthood until they are physically, emotionally, socially and economically mature enough to understand the responsibilities of having a family. All babies born in Cleveland County are born healthy and live in caring and healthy homes. Communities in the county support healthy choices for family planning and have equitable access to high quality, affordable reproductive health services.
<b>Step 2: What does it look like when you achieve this result?</b>	There is a reduction in both the teen pregnancy and teen birth rates in the county leading to a stronger family support structure for all residents of the county. Female residents will access prenatal care early in the pregnancy resulting in healthier mothers, healthier babies and reductions in infant mortality, premature babies and low birthweight babies delivered in the county.
<b>Step 3: How can you measure these quality of life conditions?</b>	Changes in the rates of teen pregnancy among girls aged 15-19, changes in the rates of teen births to girls aged 15-19, reductions in the number of low birthweight babies delivered in the county, reduction in the number of premature babies in the county, increase in access to early prenatal care and reduction in infant mortality especially in the African-American population
<b>Step 4: How are you doing on the most important measures of this (these) condition(s) in our community?</b>	Teen pregnancy rate in 2018 was 34.5 per 1000 girls aged 15-19 years; teen birth rate in 2018 was 30.4 per 1000 girls aged 15-19 years; 64.1% of all mothers in the county received prenatal care services during the first trimester; 10.8% of babies born in the county in 2018 were preterm (less than 37 weeks); 10.6% of babies born in 2018 weighed 2,500 grams or less; infant

	mortality rate in 2018 was 9.5 deaths per 1000 live births with 7.2% rate for non-Hispanic whites and 14.9% for non-Hispanic African-American babies
<b>Step 5: Who are the partners that have a role to play in doing better?</b>	Cleveland County Public Health Center especially prenatal clinic, family planning clinic, Nurse Family Partnership program, school-based health centers, health education; Shelby Women's Care and other family physician practices; Atrium-Cleveland and Atrium-Kings Mountain in labor-delivery units; Cleveland County Schools and charter/private schools; faith communities; health and human service agencies; athletic programs in the county; Strong Teens Youth Council; youth and families
<b>Step 6: What works to do better, including no cost and low-cost ideas?</b>	Comprehensive messaging campaign to prevent, reduce, delay choice to engage in sexual activity targeted to youth ages 15-19 and young adults ages 20-25; community education on pre-conception planning taught in collaboration with basic parenting classes; enhanced messaging around availability of services for prenatal care in the county; outreach to faith communities offering medically accurate reproductive health and safety education components to youth and young adults

**Step 7: What do you propose to do? In the section that follows, list and describe each strategy/intervention/action you plan to take.**

#	Strategy/Intervention/Action Name & Brief Description	Responsible Partners	Performance Measures: How much will you do?	Performance Measures How well will you do it?	Performance Measures Is anybody better off?	Level(s) of Intervention:
						<ul style="list-style-type: none"> <li>• Individual</li> <li>• Organization</li> <li>• Agency</li> <li>• Institution</li> <li>• Policy</li> </ul>
1	Maintain/enhance medically-accurate, culturally appropriate comprehensive reproductive health and safety educational programming delivered through health and physical education classes in Cleveland County Schools (Strong Teens Life Skills based on <i>Making Proud Choices</i> )	CCPHC health educators certified in curriculum CCPHC clinical staff as needed CCS administrators CCSD health and physical education teachers Nc Teen Pregnancy Prevention Initiative staff Teen Pregnancy Prevention Coalition members	# schools served # students enrolled in classes Total # of sessions delivered at each participating site # Pre- and post-tests complete by participants and entered into EZTPPI data base for evaluation purposes	# students who reach threshold (75% of classes attended) % of students completing both pre- and post-tests % students completing satisfaction survey % of students surveyed who report being abstinent at pre- and post-test # schools maintaining use of reproductive health classes	% students indicating increase in knowledge supporting prevention of pregnancy and/or STIs % students reporting increase in attitudes and beliefs supporting the delay of sexual activity for prevention of pregnancy and/or STIs % students indicating increase in attitudes and beliefs supporting condom use for	Individual Organization Agency Policy

					prevention of pregnancy and/or STIs	
2	Identify/engage in opportunities to deliver reproductive health and safety education to youth and young adults in traditional and non-traditional settings in Cleveland County	CCPHC health educators CCPHC clinical staff as needed Nc Teen Pregnancy Prevention Initiative staff Teen Pregnancy Prevention Coalition members Health and human service agencies Faith communities Juvenile Justice Services	# sites identified # sites served with programming Average number of sessions provided at each site # youth and young adults participating in education, including evaluation	% youth and young adults who complete specified number of sessions at each site # sites issuing invitations for repeat programming % youth and young adults who complete a pre- and post-test % youth and young adults who report being abstinent at pre- and post-test	% youth/young adults indicating increase in knowledge supporting prevention of pregnancy and/or STIs % youth/young adults reporting increase in attitudes and beliefs supporting the delay of sexual activity for prevention of pregnancy and/or STIs % youth/young adults indicating increase in attitudes and beliefs supporting condom use for prevention of pregnancy and/or STIs	Individual Organization Agency Policy
3	Maintain/enhance the work of the Teen Pregnancy Prevention Coalition to address multiple issues associated with teen pregnancy and teen births	CCPHC health education staff Teen Pregnancy Prevention Coalition members NC Teen Pregnancy Prevention Initiative staff Alliance for Health in CC, Inc. Community volunteers	# members recruited for TPPC # TPPC meetings held each year # TPPC special events sponsored annually # TPPC work groups established to address specific issues related to pregnancy prevention and teen births	% members who actively attend TPPC meetings % members who engage in TPPC-sponsored special events % TPPC members who engage in work groups to support specific issues and strategies	% of members who actively serve on TPPC for multiple years % of members who contribute time and funds to support TPPC special events % of work groups results on specific issues related to pregnancy prevention and teen births	Individual Organization Agency Policy
4	Maintain/enhance the work of the Strong Teens Youth Council to engage youth and parents in messaging about reproductive health issues	CCPHC health education staff Cleveland Early College High School administrators NC TPPI staff	# members recruited annually to participate in Strong Teens Youth Council # meetings of Youth Council held annually	% members who actively attend Youth Council meetings % members who engage in Youth Council special events	% of youth who respond positively to Youth Council special events by attendance and satisfaction surveys	Individual Organization Agency Policy

		Alliance for Health in CC Board of Directors Students enrolled at Cleveland Early College High School	including summer months # special events sponsored by or supported by Youth Council members # social media messages created/distributed by Youth Council members # print media messages created/distributed by Youth Council members	# hits associated with Youth Council social media messages # members who serve on Youth Council multiple years while enrolled at Cleveland Early College High School	% youth who actively seek membership in Youth Council	
5	Maintain/enhance services delivered through the Cleveland County Public Health Center Prenatal Clinic including increasing early access to prenatal care and classes on pregnancy-related topics	CCPHC Prenatal Clinic staff Health and human service agencies CCPHC health education staff	# patients enrolled in Prenatal Clinic # patients attending classes offered by Prenatal Clinic # prenatal patients securing dental care	% prenatal patients seeking care during first trimester of pregnancy % prenatal patients seeking care during second trimester of pregnancy	% patients who return to prenatal clinic for care during the first trimester of subsequent pregnancies	Individual Agency
		CCPHC Dental Clinic staff CCPHC Pharmacy staff Teen Pregnancy Prevention Coalition Public Health Board of Cleveland County Alliance for Health Board of Directors	# prenatal patients enrolled in supportive services (ex: NFP or pregnancy care management) # messages developed and delivered regarding prenatal services in print and social media	% prenatal patients who obtain dental care services at CCPHC % prenatal patients who successfully complete classes offered by clinic % prenatal patients who successfully deliver healthy babies	% patients who return to prenatal clinic for care during the second trimester of subsequent pregnancies % patients reporting improved birth outcomes % patients who comply with post-partum recommendations at CCPHC	
6	Maintain/enhance services delivered through the Cleveland County Public Health Center Family Planning Clinic including preconception and reproductive life planning	CCPHC Family Planning Clinic staff CCPHC prenatal clinic staff CCPHC health education staff	# patients served by family planning clinic # outreach activities provided by family planning clinic staff	% patients who use family planning services over a 12-month period % patients who complete reproductive life plans	% patients who report no unintended pregnancies % patients who maintain use of long acting reversible	Individual Agency

		CCPHC school health staff Health and human service agencies Teen Pregnancy Prevention Coalition Public Health Board of Cleveland County	# family planning print messages developed and distributed # family planning social media messages developed and distributed # patients offered support for reproductive life plans and/or preconception education # patients offered access to long-acting reversible contraceptives	% patients who complete preconception educational programming % patients who accept long acting reversible contraceptives	contraceptives over the life of the device	
7	Engage faith communities, especially through the Faith/Community Nurse Program, to deliver messages about preconception and reproductive life planning and to encourage early prenatal care	Faith Communities Faith/Community Nurse Program CCPHC staff, including health education Teen Pregnancy Prevention Coalition Minority Health Council Alliance for Health Board of Directors Health and human service agencies	# faith communities identified for outreach # faith communities engaged in outreach # print messages developed/distributed for outreach # social media messages developed/distributed for outreach	% identified faith communities participating in outreach activities % faith communities using print and social media messages for outreach to congregants	% of individuals reporting engagement with faith communities regarding preconception and reproductive life planning as well as early prenatal care % increase in improved birth outcomes and maternal health	Individual Agency Policy
8	Maintain/enhance Nurse-Family Partnership, CMHRP (Case Management for High Risk Pregnancies) and other home visiting programs to serve low-income, high risk mothers during pregnancy and after delivery	Nurse Family Partnership staff CCPHC staff Public Health Board of Cleveland County Alliance for Health Board of Directors	# individuals served in any home visiting program # healthy babies delivered to participants in home visiting program # staff trained in specific home visiting programs	# individuals who complete the intended duration of the program # babies who complete the intended duration of the program # trained staff retained after 12 months to	% decrease in babies delivered as pre-term % decrease in babies delivered as low birthweight % change in infant mortality ration	Individual Agency

		Referral sources from health and human service agencies Private Providers		continue program operation	% increase in individuals seeking care in first trimester of pregnancy	
9	Design and deliver community messaging campaign regarding issues around teen pregnancy, teen births, access to care and healthy mothers/babies using multiple media formats	CCPHC staff, especially health education Public Health Board of Cleveland County Alliance for Health Board of Directors Teen Pregnancy Prevention Coalition Strong Teens Youth Council Print and social media outlets CC Schools Health and human service agencies	# issues identified for inclusion in campaign # messages developed for each specific issue # delivery streams identified and utilized	% messages perceived as positive measured by consumer satisfaction surveys % outlets willing to participate in community messaging campaign	% reduction in teen pregnancy rate % reduction in teen birth rate % increase in healthy birth outcomes	Individual Organization Agency Institution Policy
10	Explore the potential for innovative programming such as Centering Pregnancy cohorts and/or using community healthy workers to support pregnancy prevention and prenatal care services in targeted communities	CCPHC staff DHHS Maternal and Child Health consultants Public Health Board of Cleveland County	# model programs researched for implementation in Cleveland County # criteria selected for choosing programs for implementation # programs selected for implementation (timeline, budget, staffing, community acceptance, etc.)	% of programs evaluated % of programs selected for implementation % of successful outcomes identified for first 18 months of operation	% increase in healthy birth outcomes % increase in utilization of CCPHC prenatal services % reduction in unintended pregnancies	Individual Agency
11	Explore opportunities for telehealth services delivered to female residents for pregnancy prevention, prenatal care and supportive	CCPHC staff Public Health Board of Cleveland County	# services identified for delivery through telehealth # services delivered initially via telehealth	% patients served through telehealth over a 12-month period	% increase in reporting improved access to care % increase in healthy birth outcomes	Individual Agency Institution Policy

services after delivery including physical, social and behavioral needs	Atrium HealthCare – Cleveland and Kings Mountain Partners Behavioral Health MCO	# telehealth service delivery options identified as functional and cost-effective	% patients receiving supportive services via telehealth  % patients receiving preventative services via telehealth	% decrease in teen pregnancies and teen births	
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**SECTION III**


Date of initial plan: November, 2020


How/where is this plan shared publicly? Presented to the Public Health Board of Cleveland County, 11/10/2020; presented to Alliance for health Board of Directors, 12/3/2020; posted on Cleveland County Public Health Center web site, 11/12/2020; copies distributed to name partners via email 11/12/2020


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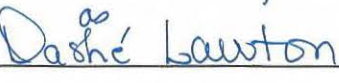
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