

Community Health Improvement Plan – Short Term (1-3 years)

Priority: Substance Abuse

Alignment: Substance Abuse (Underaged Drinking and Opioid Use)

CHA/CHNA Year: 2018

LHD: Onslow County Health Department



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| Result 1: What result do you want? | | | Increase of 4 percent, youth and adult participation in Onslow County Health Department (OCHD) and Community Health Needs Assessment (CHAT) team initiatives and activities focused on Substance Abuse. | | |
| What does it look like when you achieve this result? | | | Increased education to the military community, youth and parents on substance abuse to include underage drinking, smoking and vaping. | | |
| Why is this important? | | | Onslow County believes that by educating the parents and youth and providing awareness, programs, and information to the community that we will empower Onslow County to make better choices for their health. | | |
| What partners will address this priority? | | | Onslow Memorial Hospital (OMH), Coastal Coalition for Substance Abuse Prevention (CCSAP), Onslow County Sheriff Department, Jacksonville Police Department, and Onslow County Extension Office. | | |
| How will you measure success? | | | Onslow County Health Department will use social media engagement and statistics along with surveys to measure success of initiatives and programs. | | |
| List each strategy/intervention, partners, measures, and level | | | | | |
| Result 1 | Name of Strategy/Intervention | Responsible Partners | Outcome (s) (What will you measure and report in the SOTCH?) | Output(s) (What you will do and report in the SOTCH?) | Level of Intervention |
| 1.1 | Red Ribbon Week | CCSAP and Community Prevention Services | OCHD will measure the participation of Onslow County Schools that hosted Red Ribbon Week events. | OCHD will provide additional educational material to share with the students and actively engage and participate in Red Ribbon Week activities to show support. | First Intervention |

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| 1.2 | Sticker Shock Campaign | CCSAP, Community Prevention Services | CCSAP and Community Prevention Services will measure of products with awareness sticker and the number of local alcohol distributors that agree to partner | In this project, the community, youth and alcohol retailers collaborate to combat minors gaining access to alcohol by someone over the age of 21. Stickers are placed on alcoholic beverages informing purchasers of the penalties associated with buying alcohol for minors. | First Intervention |
| 1.3 | Social Media Substance Abuse Campaign | Onslow County Health Department, OMH, and CCSAP | OCHD and partners will measure social media analytics from Facebook and Twitter on posts that provide information on substance abuse. | OCHD will conduct a social media campaign in collaboration with OMH and CCSAP. These agencies will post branded and targeted information on the substance abuse problem in Onslow County. We will utilize statistics from NC Detect and the Department of Health & Human Services websites. | First Intervention |
| 1.4 | Substance Abuse National Night Out Survey | Onslow County Health Department | OCHD will measure attendee's knowledge of the drug problem in Onslow County that will be reported in the SOTCH. | OCHD surveyed National Night Out attendees and asked questions about drugs in the community. Over 300 attendees were surveyed and received a cooling towel for their participation in the survey. | First Intervention |
| 1.5 | Alcohol Purchase Retail Surveys | Community Prevention Services, CCSAP | OCHD will coordinate with partners to measure the number of stores that were surveyed and then re-survey stores who failed to ask for proper identification. | OCHD will work as a supporting partner and as members of CCSAP to contribute any time and resources that will be needed for this initiative. | First Intervention |
| 1.6 | Conduct Vaping Round Table Discussion with Jacksonville Youth Council | Onslow County Health Department | OCHD will measure the attendance of the meeting | OCHD will partner with Naval Medical Center Camp Lejeune, Jacksonville Youth Council, and | Second Intervention |

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| | | | as well as participation on the topic. | Jacksonville Police Department to host a round table discussion on the hazards of vaping. | |
| 1.7 | Empowering Youth & Families Program (EYFP) | Onslow County Extension | OC Extension will measure the program attendance and metrics from pre/ post program survey. | This program focuses on opioid prevention education for youth ages 10-14 and their caregivers along with education to improve parenting skills and family relationships. OCHD will assist in program marketing and provide referrals to program along with attending facilitator training offered by NC State. | Third Intervention |
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| Add rows as needed | | | | | |
| Result 2: What result do you want? | | | An increase of educational materials accessible to the community through social media and community partners. A decrease in opioid overdoses in Onslow County, along with a reduction in physician prescriptions of opioids for pain relief. | | |
| What does it look like when you achieve this result? | | | An educated community on the opioid epidemic in Onslow County. Residents know where their local med-drop locations are and are aware of resources in their community to assist themselves, friends or family members in need. | | |
| Why is this important? | | | Since 2016, OCHD's funding priorities have been geared towards opioid-related programs. Onslow County has spearheaded fifteen short-term opioid crisis response interventions in less than 3 years. Time and resources that could be used elsewhere have been invested in combating the opioid crisis in our community. | | |
| What partners will address this priority? | | | Onslow Memorial Hospital (OMH), Jacksonville Police Department (JPD), Coastal Coalition for Substance Abuse Prevention (CCSAP), Onslow County Sheriff Department, Onslow County Extension, Safe Kids, and Realo Pharmacy. | | |
| How will you measure success? | | | Onslow County Health Department will use social media engagement and statistics along with surveys to measure success of initiatives and programs. | | |

| List each strategy/intervention, partners, measures, and level | | | | | |
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| Result 2 | Name of Strategy/Intervention | Responsible Partners | Outcome (s) (What will you measure and report in the SOTCH?) | Output(s) (What you will do and report in the SOTCH?) | Level of Intervention |
| 2.1 | Social Media Opioid Awareness Campaign | OCHD | OCHD will measure the likes, engagement and reach of Opioid Awareness social media posts. | OCHD has and will continue to post on social media regularly on the opioid epidemic in an effort to raise awareness and provide education for the prevention and reduction of opioid use and misuse in our community. | First Intervention |
| 2.2 | Opioid PSA | OCHD | OCHD's Strategic Opioid Advanced Response (SOAR) team will lead the agency in creating a branded and local PSA. This PSA will provide the community with statistics and information of the Opioid problem in Onslow County. | OCHD will feature several agencies that provide services and resources to the target population. OCHD will place advertising buys on digital platforms such as Facebook, Google and retarget Onslow County browsers to an OCHD landing page created for resources and services. OCHD will report the stats from each platform the PSA is advertised on. | First Intervention |
| 2.3 | Project Med-Drop | Safe Kids, CCSAP, OMH and JPD | OCHD will measure the amount of substances that were properly disposed of during scheduled med-drop events in April and October. | OCHD along with Safe Kids, CCSAP, OMH, and JPD will promote med-drop days in April and October and work various med-drop locations throughout Jacksonville. | Second Intervention |
| 2.4 | Education for Local Physicians | Onslow Memorial Hospital | Hold at least one CME event for local physicians/providers focused on alternatives to addressing the opioid epidemic in our community | The number of attendees at the event(s) and pertinent feedback from the attendees | Third Intervention |
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Instructions:

- Add new section(s) if more than two results and number accordingly
- Add more rows if more than 9 interventions are needed and number accordingly.
- Level of Intervention: Individual, Organizational, or Policy

Instructions for use of this form can be found on the DHHS/DPH website: <https://publichealth.nc.gov/lhd/>

Community Health Improvement Plan – Long Term (1-3 years)

Priority: Chronic Diseases

Alignment: Diabetes, Kidney Disease, and Respiratory Disease

CHA/CHNA Year: 2018

LHD: Onslow County Health Department



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| Result 1: What result do you want? | | | Reduce Chronic Kidney Disease and Respiratory Disease both by 2% in Onslow County, which is comparable to the U.S. average. This will be achieved through regular education on social media and through partner collaboration with Onslow Memorial Hospital and Realo Discount Drugs, as well as awareness at special events, to include, Octoberfest, Senior Expo, etc. | | |
| What does it look like when you achieve this result? | | | A reduction of Emergency Department visits for Kidney Disease and medication prescription due to the increase in education and awareness. An increase COPD Emergency Kits provided to residents. | | |
| Why is this important? | | | The Center for Disease Control has identified that many Chronic Diseases are caused by risk behaviors to include, tobacco use, poor nutrition, and lack of physical. By educating the community through social media, at outreach events, providing educational classes and free physical fitness opportunities, we can assist in guiding and encouraging the community to make healthier lifestyle choices. | | |
| What partners will address this priority? | | | Onslow County Health Department (OCHD), Onslow Memorial Hospital (OMH), Realo Discount Drugs, NC DHHS Division of Public Health, Oral Health Section, Senior Services and Onslow County Home Health & Hospice. | | |
| How will you measure success? | | | Onslow County Health Department will use social media engagement and statistics along with surveys to measure success of initiatives and programs. | | |
| List each strategy/intervention, partners, measures, and level | | | | | |
| Result 1 | Name of Strategy/Intervention | Responsible Partners | Outcome (s) (What will you measure and report in the SOTCH?) | Output(s) (What you will do and report in the SOTCH?) | Level of Intervention |

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| 1.1 | Social Media Chronic Diseases Campaign | Onslow County Health Department | OCHD will post regular information on Facebook and Twitter on Chronic Disease prevention and maintenance. OCHS will measure social media analytics from Facebook and Twitter on posts to gauge popularity of each topic and what interests the community has. | OCHD will conduct a social media campaign in collaboration with OMH and Realo Discount Drugs. These agencies will post branded and targeted information on various Chronic Disease, to include Diabetes, Respiratory, Arthritis and Kidney Disease. We will utilize statistics from NC Detect and the Department of Health & Human Services websites to create branded educational material to be shared. | First Intervention |
| 1.2 | "What's your next 10?" | OCHD, OMH, Realo Discount Drugs, DHHS | OCHD will measure the events the group will participate in throughout the year, as well as the participants that were screened. Each participant will receive a pre-survey and at the end of the year a post survey. | OCHD will partner with other community groups and attend events to provide an in person educational campaign along with health screens to focus on participant goals. Participants will be encouraged to set goals that they have for the next 10 years, 10 meals or 10 miles, etc. | Second Intervention |
| 1.3 | COPD Emergency Action Plan/Kits and Education | Realo Discount Drugs, OMH, OCHD | Grants received. Number of recipients of the education and kits. | Apply for a grant to support purchasing COPD emergency kits. Provide education along with the kits for community members with COPD. | Second Intervention |
| 1.4 | Second Saturday Step Up | OCHD | OCHD will measure participation at events throughout the year as well as provide social media surveys to followers to get them involved in the planning efforts. | OCHD will partner with local agencies such as Senior Services, Onslow Memorial Hospital, local gyms, Parks & Recreation Center etc. to provide free monthly or quarterly events for the community. These events will focus on physical activity as well as health education specific to Chronic Disease and Weight & Nutrition. | Third Intervention |
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| Add rows as needed | | | | | |
| Result 2: What result do you want? | | | Reduce Diabetes in both Medicare population and General population by 3% which is comparable to the U.S. average. This will be achieved through regular education on social media, Diabetes Prevention Program and Diabetes Self-Management classes, nutrition education and exercise events. | | |
| What does it look like when you achieve this result? | | | Increased education to the Medicare population, minority groups, and all Onslow County residents on programs and services available to them. | | |
| Why is this important? | | | A reduction in diabetes will lead to a reduction in other Chronic Disease or risk of diseases that clients may have. | | |
| What partners will address this priority? | | | Onslow County Health Department, Onslow County Home Health & Hospice, Senior Services and Onslow Memorial Hospital. | | |
| How will you measure success? | | | Success will be measured in surveys and participation in classes. | | |
| List each strategy/intervention, partners, measures, and level | | | | | |
| Result 2 | Name of Strategy/Intervention | Responsible Partners | Outcome (s) (What will you measure and report in the SOTCH?) | Output(s) (What you will do and report in the SOTCH?) | Level of Intervention |
| 2.1 | Diabetes Prevention Program | OCHD | OCHD will measure class participation through surveys, as well as weight loss, blood glucose measurements, and HbA1c levels. | OCHD will host yearly classes to help prevent or delay diabetes. | Third Intervention |
| 2.2 | Diabetes Self-Management | OCHD | OCHD will measure class participation through surveys, as well as weight loss, blood glucose measurements, and HbA1c levels. | OCHD will host classes to empower diabetics with the information needed to live with the disease. | Third Intervention |

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