

# Onslow County Community Health Implementation Plan 2021-2024



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# ONslow COUNTY COMMUNITY HEALTH IMPLEMENTATION PLAN 2021-2024

In 2021, OCHD and OMH conducted a Community Health Needs Assessment (CHNA) and identified five priorities to address areas of concern within our community. This Community Health Improvement Scorecard describes the work being completed by OCHD, OMH, and community partners to help address the five priorities identified in the 2021 CHNA.

For each priority, this Scorecard includes:

- **Results Statements** (a description of where we would like to be)
- **Indicators** (local or Healthy NC 2030 indicators)
- **Programs** (activities or strategies chosen to address priority areas)
- **Performance Measures** (measures that show how programs are making an impact)

## DATA AND EVALUATION

### RESULT

All community partners have access to data they need to enhance decision-making and to share information to better serve all people in Onslow County.

### WHY IS THIS IMPORTANT?

Individual agencies can sometimes face limited data availability or lack visibility of what other agencies are doing across the community. Improved data sharing and evaluation capabilities among community partners would enable more informed decision-making. This CHIP will support the implementation of other CHIPs by consistently improving the visibility of community indicators, providing enhanced prioritization and development of public health programming. Consistent tracking and sharing of community indicators will provide greater visibility to OCHD and community partners to direct limited resources to public health areas of need. OCHD and OMH will work with community partners through our Community Health Advisory Team (CHAT) and Strategic Opioid Advanced Response (SOAR) to carry out this CHIP.

## PROGRAM: COLLECTIVE IMPACT FRAMEWORK

### PARTNERS

Community Health Advisory Team (CHAT)

### WHAT WE DO

Agencies across Onslow County are doing good work. These efforts can be enhanced when community partners collaborate and work together to improve the health of Onslow County's population. The Collective Impact Framework encourages community agencies to develop a shared purpose and unified goals. Adopting this framework for CHAT will streamline efforts to effectively assess needs, measure success, and evaluate programs outlined in the CHIPs.

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## WHO WE SERVE

CHAT

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## HOW WE IMPACT

Working in silos and limited data sharing can hamper efforts made by individual community partners to improve the community's health. Developing shared goals and using the framework to coordinate our efforts will improve the effectiveness of implementing our CHIPs. CHAT adopting the Collective Impact Framework will enable our community partners to better align interventions already in the community and to share additional knowledge and resources to improve programming. Increased data sharing will also enable CHAT members to develop new strategies and increase collaborative efforts to serve Onslow County.

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## PERFORMANCE MEASURE

- Number of CHAT members participating in Collective Impact Framework training (How Much).

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## PROGRAM: SHARED DATA DASHBOARD

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## PARTNERS

Community Health Advisory Team (CHAT), Strategic Opioid Advance Response Team (SOAR), Onslow County Health Department (OCHD), Onslow Memorial Hospital (OMH), Community Partners

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## WHAT WE DO

OCHD and OMH will identify, track, and visualize key community indicators highlighting the overall health of the community (substance use, chronic diseases, access to care, etc.). This shared data dashboard will be a centralized location for community partners to reference to identify trends in the community's health. Establishing this shared platform can assist OCHD, OMH, and community partners with applying for grants and developing needed services for the community. A dashboard can also improve visibility as well as tracking of CHIPs and other data that CHAT members can utilize for improving services, interventions, and decision-making.

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## WHO WE SERVE

CHAT, SOAR, Community Partners

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## HOW WE IMPACT

A major component of improved data and evaluation among community agencies is to have increased awareness of what work is already being done and the effectiveness of ongoing interventions. Developing a shared data dashboard will allow OCHD and OMH to have better visibility of problems in our community and to better share data and tools with our partners. A shared platform will make it easier to make informed decisions, identify potential gaps, and improve accountability. It will also enable us to better communicate the status of CHIPs.

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## PERFORMANCE MEASURE

- Number of community indicators tracked on the shared data dashboard (How Much).

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## PROGRAM: HEALTH DISPARITIES DASHBOARD

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## PARTNERS

Onslow Memorial Hospital (OMH)

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## WHAT WE DO

OMH will conduct an evaluation and develop a dashboard to illustrate disparities and health outcomes as they relate to top health issues at OMH.

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## WHO WE SERVE

Community Partners

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## HOW WE IMPACT

Collecting data will assist community partners with grant writing and knowing what areas in the community need more targeted assistance.

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## PERFORMANCE MEASURE

- Select measure of focus.
- Created dashboard that shows measures layered by demographic factors.
- Determine team members who will be responsible for reviewing/reporting on the dashboard data.
- Dashboard and data shared with leadership on a regular cadence.

## MENTAL AND BEHAVIORAL HEALTH

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### RESULT

All people in Onslow County have access of substance use prevention and mental/behavioral health resources available in the community.

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### WHY IS THIS IMPORTANT?

Adverse Childhood Experiences (ACEs), substance use, and mental/behavioral health problems are major concerns for Onslow County. The prevalence of poor outcomes such as lack of mental/behavioral health treatment, opioid use/death, child abuse, and juvenile crime shows the need of additional support in this area, especially in prevention services. In FY 2021-2022, 1610 child protective cases were assessed and of those, 333 cases of child maltreatment were found. During the April 2021 – March 2022 timeframe, there were 255 children in foster care (Onslow County DSS Data, April 2021 – March 2022).

Substance use overdoses continue impacting people living in Onslow County. In 2021, 76.5% of drug overdose deaths in Onslow County involved illicit opioids (NCDHHS Opioid Dashboard, 2021). Additionally, in 2021, Onslow County had 111.1 drug overdose emergency department visits per 100,000 residents (NCDHHS Opioid Dashboard, 2021).

Onslow County has a variety of resources dedicated to address mental/behavioral health and substance abuse across the community. Yet, 47.6% of Onslow County survey respondents chose mental/behavioral health as a top health behavior that people in the community needed more information (2021 CHNA Community Survey). Improving awareness and access to these resources will help ongoing prevention efforts.

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## INDICATORS

- Adverse Childhood Experiences Total (FHLI-NC, HNC2030)
- Adult Tobacco Use Total (FHLI-NC, HNC2030)
- Binge or Heavy Drinking Total (FHLI-NC, HNC2030)
- Drug Poisoning Deaths Total per 100,000 population (FHLI-NC, HNC2030)
- Self-Harm Total (FHLI-NC, HNC2030)
- Child Protective Cases Assessed by Onslow County DSS
- Substance Use Emergency Department Visits in Onslow County

## PROGRAM: ADVERSE CHILDHOOD EXPERIENCES (ACES) TRAINING

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### PARTNERS

Parenting Education Empathy Rapport and Services (PEERS), Turning Adversity into Success for Children in Onslow (TASCO), Onslow County Health Department (OCHD), Onslow Memorial Hospital (OMH), Community Partners

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### WHAT WE DO

Adverse Childhood Experiences (ACEs) can be classified as negative experiences that take place during childhood and/or teenage years such as (but not limited to) neglect, witnessing suicide or violence, abuse, and bullying, in addition to any other traumatic events that may occur (CDC). Children and/or teenagers that experience ACEs can have a greater risk of developing negative health conditions such as chronic health problems or mental illness in their adult years (CDC). Onslow County PEERS Family Development Center and Onslow County TASCO offer training to increase awareness on the impact of Adverse Childhood Experiences (ACEs), and provides support services to help families and children in Onslow County. For more information on Onslow County PEERS Family Development Center, please visit: <https://www.onslowcountync.gov/1858/PEERS>. For more information on Onslow County TASCO, please visit: <https://tasco-onslow.hub.arcgis.com/>.

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### WHO WE SERVE

Families and Children

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### HOW WE IMPACT

ACEs training helps participants identify children in need, understand the impact of ACEs, identify risk and protective factors, and locate resources to help those impacted by ACEs. Increased awareness of ACEs (and protective factors) will enable participants to better serve their communities and identify opportunities to improve the lives of children in Onslow County.

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### PERFORMANCE MEASURE

Percent of training participants with increased knowledge on ACEs (pre/post test)

## PROGRAM: PREVENTION SPECIALIST REFERRALS

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### PARTNERS

Onslow County Department of Social Services (OCDSS), Methodist Home for Children Prevention Specialists, Onslow County Health Department (OCHD), Community Partners

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#### WHAT WE DO

OCHD partners with Methodist Home for Children Prevention Specialists to refer patients who are uninsured, and/or do not qualify for OCHD care management services but require additional support. This support may come in many forms, including food pantry services, mental/behavioral health referrals, substance use treatment and recovery referrals, transportation, and affordable health services.

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#### WHO WE SERVE

OCHD patients who do not qualify for OCHD care management services and/or are uninsured.

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#### HOW WE IMPACT

Patients who may be struggling with mental/behavioral health or substance abuse often need additional support. The additional support for OCHD clients that a prevention specialist would offer will bridge the gap to improve accessibility to available community resources when they may not otherwise receive support.

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#### PERFORMANCE MEASURE

- Number of patients referred to the Methodist Home for Children's prevention specialist (How Much).

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#### PROGRAM: OVERDOSE FATALITY REVIEW (OFR)

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#### PARTNERS

Onslow County Community Paramedics, Healthcare Community Partners, Mental/Behavioral Health Partners, Law Enforcement Powers, Onslow County Health Department (OCHD), Onslow Memorial Hospital (OMH)

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#### WHAT WE DO

OCHD leads the county's Overdose Fatality Review (OFR) Team alongside OMH, numerous county, city, and healthcare partners. The OFR Team reviews substance use overdose deaths in Onslow County to determine what services individuals accessed prior to their death. A death review (also referred to as a "case review") examines a decedent's life cycle in terms of drug use history, comorbidity, major health events, social-emotional trauma (including adverse childhood experiences), encounters with law enforcement and criminal justice system, treatment history, and other factors including local conditions to facilitate a deeper understanding of the missed opportunities for prevention and intervention that may have prevented an overdose death. Blending input from public health, public safety, providers, and the community, the OFR Team seeks to identify trends in substance use overdose deaths and make recommendations on how to prevent future overdose deaths.

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#### WHO WE SERVE

Stakeholders and people in Onslow County affected by substance abuse.

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#### HOW WE IMPACT

OFR Team reviews and identifies trends in substance use overdose deaths. Identification of trends allows the OFR team to make recommendations to other community organizations serving people seeking services and to allow for targeted messaging to at-risk individuals and groups.

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## PERFORMANCE MEASURES

Number of recommendations proposed to reduce substance use overdose deaths.

### PROGRAM: OPERATION MEDICINE DROP

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## PARTNERS

Jacksonville Police Department, Onslow Memorial Hospital (OMH)

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## WHAT WE DO

Many people have expired or unwanted medication cluttering their medicine cabinet that they don't know how to get rid of. Operation Medicine Drop is the safest and easiest way to dispose of unwanted medication. The Jacksonville Center for Public Safety houses a permanent drop box for medication. Stop by the Department at 200 Marine Blvd. during regular business hours, 8-5 PM, Monday-Friday to utilize the drop box. Periodically, Jacksonville Public Safety will assist in organizing an "Operation Medicine Drop" event at various locations in the City where citizens may get rid of their unused medicine. By using Operation Medicine Drop to dispose of unwanted medication, you are helping to protect our community. Flushing medicines down the toilet or pouring them into the sink can be dangerous for humans, animals, and the environment. We will make sure this medicine is disposed of properly and that it will not be used by others. Drop-off is free and anonymous.

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## WHO WE SERVE

People in Onslow County with unwanted medicines.

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## HOW WE IMPACT

This program removes unwanted and unsafe medicines from the community.

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## PERFORMANCE MEASURE

- Number (in pounds) of drugs collected (How Much).

### PROGRAM: MENTAL HEALTH/SUBSTANCE USE DISORDER SCREENING AND REFERRAL

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## PARTNERS

Onslow County Community Paramedics, Onslow Memorial Hospital (OMH)

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## WHAT WE DO

Onslow Memorial Hospital screens every Emergency Department patient for mental health wellness checks and/or substance abuse treatment assistance if needed or desired by the patient.



If a patient with opioid substance use disorder needs and wants assistance, a community paramedic will visit them and dose them with methadone (if indicated) until they can receive treatment in a facility.

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## WHO WE SERVE

OMH Emergency Department Patients

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## HOW WE IMPACT

Patients who are struggling with mental health and/or substance related concerns can receive assistance and/or referrals from OMH staff and Community Paramedics.

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## PERFORMANCE MEASURE

- Number of referred patients that receive services (How Much).

## HEALTH EQUITIES AND HEALTH DISPARITIES

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### RESULT

All people in Onslow County have resources and health care services to achieve equitable health outcomes.

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### WHY IS THIS IMPORTANT?

Health behaviors and the prevalence of risk factors among various subpopulations have major impacts on health outcomes. Risk factors such as tobacco, obesity, poverty, and other factors significantly increase the likelihood of achieving poorer health outcomes.

The 2022 Robert Wood Johnson (RWJ) County Health Rankings show Onslow County has having an adult smoking rate of 19%. According to the Centers for Disease Control and Prevention, the commercial tobacco industry uses tailored marketing and advertising to target some groups and communities, including people with low socioeconomic status. For example, current tobacco use prevalence is higher among adults who were uninsured, enrolled in Medicaid, or had some other public insurance compared to adults with private insurance or Medicare only. Referrals to QuitlineNC, a free cessation service, from July 2021 through May 2022 came heavily from media commercials (41%) and friends/family (35%). Only 12% of referrals to QuitlineNC came from medical professionals (SOURCE).

The Food Bank of Central and Eastern North Carolina estimates in 2018-2019, 14.6% of people living in Onslow County were food insecure and 20.3% of children under the age of 18 in Onslow County experienced food insecurity during this same period. According to the Food Research and Action Center (2022), people experiencing food insecurity are vulnerable to obesity and poor nutrition and many diet-related diseases, such as diabetes and heart disease, have been associated with food insecurity.

The 2022 RWJ County Health Rankings show Onslow County ranked 76th (1 – best, 100 – worst) in NC for mammography screenings and 86th in NC for flu vaccinations. It is crucial for all people in Onslow County to have access to needed community resources and health services, including preventative care for them to achieve optimal and equitable health outcomes.

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## INDICATORS

- Adult Tobacco Use Total (FHLI-NC, HNC2030)

- Youth Tobacco Use (High School) Total (FHLI-NC, HNC2030)
- Youth Tobacco Use (Middle School) Total (FHLI-NC, HNC2030)
- County Health Ranking Map – Limited Access to Healthy Foods
- RWJ County Health Rankings, Mammography Screening & Flu Vaccinations Rankings

## PROGRAM: QUITLINE NC

### PARTNERS

Healthcare Providers, QuitlineNC, NC Division of Public Health, Onslow County Health Department (OCHD), Onslow Memorial Hospital (OMH), Community Partners

### WHAT WE DO

QuitlineNC provides free cessation services to any North Carolina resident who needs help quitting commercial tobacco use, which includes all tobacco products offered for sale, not tobacco used for sacred and traditional ceremonies by many American Indian tribes and communities. Quit Coaching is available in different forms, which can be used separately or together, to help any tobacco user give up tobacco. OCHD will establish agreements with healthcare providers and community partners serving Historically Marginally Populations (HMPs) to refer individuals to QuitlineNC for tobacco cessation.

### WHO WE SERVE

Adults who use tobacco products.

### HOW WE IMPACT

By improving QuitlineNC referral networks, healthcare providers and community partners serving HMPs across Onslow County will be able to refer more patients for tobacco cessation services. This will ensure historically marginalized populations have equitable access to resources to reduce tobacco use, especially among high-risk populations.

### PERFORMANCE MEASURE

- Number of individuals referred to QuitlineNC by healthcare providers and community partners (How Much).
- Number of providers and partners who refer patients to QuitlineNC (How Much).

## PROGRAM: CATCH MY BREATH

### PARTNERS

NC Division of Public Health, Coordinated Approach to Child Health (CATCH), Parenting Education Empathy Rapport and Support (PEERS), Onslow County Health Department (OCHD), Community Partners

### WHAT WE DO

Catch My Breath is a class developed by Coordinated Approach to Child Health (CATCH) that focuses on youth tobacco use prevention. OCHD will train staff to deliver the class in the community targeting the youth population in Onslow County.

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#### WHO WE SERVE

Onslow County Youth

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#### HOW WE IMPACT

Youth tobacco use is a major problem that can lead to continued tobacco use into adulthood and poor health outcomes. Increasing the amount of Catch My Breath trainings will strengthen tobacco prevention efforts, especially for youth in high-risk populations.

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#### PERFORMANCE MEASURE

- Number of participants completing Catch My Breath trainings (How Much).
- Number of Catch My Breath participants indicating intention to abstain from tobacco use (pre/post-test) (How Much).

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### PROGRAM: FOOD SECURITY ASSESSMENT

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#### PARTNERS

NC Cooperative Extension, Jacksonville/Onslow Chamber of Commerce, Onslow County Health Department (OCHD), Onslow Memorial Hospital (OMH), Community Partners – Retail Food Outlets and Businesses

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#### WHAT WE DO

Conducting a community food security assessment will measure strengths and weaknesses of the local food system. Completion of the Food Security Assessment will influence the decision-making process for programs and policies that affect food security within Onslow County.

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#### WHO WE SERVE

All people living in Onslow County.

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#### HOW WE IMPACT

Conducting a food security assessment will allow OCHD to determine the locations and incidence of food deserts in Onslow County and help inform future intervention efforts.

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#### PERFORMANCE MEASURE

- Number of focus groups held (How Much).
- Number of focus groups participants (How Much).

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### PROGRAM: PREVENTATIVE SCREENINGS

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#### PARTNERS

Caring Community Clinic, Goshen Medical Center, Onslow County Health Department (OCHD), Onslow Memorial Hospital (OMH), Community Partners

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#### WHAT WE DO

OCHD and OMH aim to increase awareness of and promote importance of preventative screenings taking place throughout the community via social media platforms.

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#### WHO WE SERVE

All people in Onslow County.

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#### HOW WE IMPACT

Promoting, sharing, and distributing information regarding affordable preventative screenings to increase accessibility and awareness of services with the goal of identifying chronic diseases and cancers in the beginning stages, and or prevent chronic diseases in general.

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#### PERFORMANCE MEASURE

- Number of social media posts that OCHD publishes to announce prevention screenings in the community (How Much).
- Number of social media posts that OMH publishes to announce prevention screenings in the community (How Much).

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#### PROGRAM: "WHAT'S YOUR NEXT 10?"

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#### PARTNERS

Onslow County Health Department (OCHD), Onslow Memorial Hospital (OMH), Community Partners

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#### WHAT WE DO

OMH and OCHD seek to provide opportunities for the community to receive free stroke screenings, blood pressure screenings, and education to encourage participants to commit to their next 10 steps.

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#### WHO WE SERVE

All people in Onslow County.

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#### HOW WE IMPACT

Providing free health screenings and education will allow participants to have an increased awareness and understanding of their personal health and behaviors that impact health outcomes.

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#### PERFORMANCE MEASURE

- Number of "What's Your Next 10?" outcomes (How Much).
- Number of community members attending "What's Your Next 10?" outreaches (How Much).

## PROGRAM: HEALTH DISPARITIES DASHBOARD

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### PARTNERS

Onslow Memorial Hospital (OMH)

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### WHAT WE DO

OMH will develop and share a dashboard to illustrate disparities and health outcomes as they relate to top health issues at OMH.

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### WHO WE SERVE

OMH Patients

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### HOW WE IMPACT

Sharing data with community partners will assist in knowing what areas in the community need more targeted assistance.

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### PERFORMANCE MEASURE

- Dashboard and discussion held on improvement opportunities during at least two CHAT meetings during year 2 of the CHIP.

## HEALTHY LIVING

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### RESULT

All people in Onslow County have access and increased awareness of community resources needed to ensure healthy living.

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### WHY IS THIS IMPORTANT?

Health behaviors and risk factors have a major impact on an individual's ability to achieve better health outcomes. Onslow County residents should utilize resources available in the community to help increase healthy behaviors and reduce their risk factors. Residents should also have access to needed health services. Onslow County data shows that chronic conditions and other health-related topics such as breastfeeding, nutrition, and access to affordable health services are still priority issues for the county.

Leading causes of death in Onslow County include: cancer, heart disease, chronic lower respiratory diseases, cerebrovascular diseases, and diabetes (NC State Center for Health Statistics, 2019). Making healthy choices like eating healthy, avoiding too much alcohol, getting regular physical activity, and practicing good sleep habits can help reduce the likelihood of getting a chronic disease.

Getting a head start on health can help prevent chronic disease and these healthy behaviors are easier to start in childhood and adolescent years. For infants, breastfeeding can help provide short- and long-term protection against illnesses and diseases such as asthma, obesity, type-1 diabetes, and sudden infant death syndrome (SIDS) (CDC, 2021). As of July 2022, Onslow County estimates 35.1% of infants receiving WIC benefits are breastfed with a goal of reaching 40% of infants breastfeeding.

An area of concern in Onslow County includes the teen birth rate. The 2022 County Health Rankings show Onslow County as 99th for teen birth rate (1 – best, 100 – worst). Teen pregnancies have immediate and long-lasting costs for teen parents and their children. CDC data (2021) links teen pregnancies and births to higher school dropout rates among girls and their children are also at higher risk of lower educational attainment.

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## INDICATORS

- Teen Birth Rate Total (FHLI-NC, HNC2030)
- Life Expectancy Total (FHLI-NC, HNC2030)
- Leading Causes of Death for Onslow County

## PROGRAM: FAITHFUL FAMILIES

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### PARTNERS

NC Cooperative Extension, Onslow County Faith-Based Communities, Onslow County Health Department (OCHD)

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### WHAT WE DO

Faithful Families is an evidence-based intervention program that connects with faith-based communities to promote healthy living among individuals, families, and local communities. By providing nine sessions consisting of nutrition, meal preparation, food safety, and physical activity education, participants can make informed changes to their health behaviors and improve their overall health. Faith communities and organizations are important health advocates, and through Faithful Families, can support community health improvement and work to decrease health disparities.

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### WHO WE SERVE

Faith-based communities and families in Onslow County of any faith or religious tradition.

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### HOW WE IMPACT

Faithful Families provides education and aids in skill development for participants related to improved dietary intake, food safety practices, improved food resource management practices, and increased daily physical activity. This program provides additional support to families and seeks to develop skills and knowledge to enable them to improve health behaviors.

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### PERFORMANCE MEASURE

- Number of participants in the program that went to 50% or more of the sessions (How Much).
- Percentage of participants indicating increased healthy behaviors (pre/post-tests) (Better Off).

## PROGRAM: BREASTFEEDING-FRIENDLY DESIGNATIONS

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### PARTNERS

Special Supplemental Nutrition Program for Women, Infants, and Children (WIC, OCHD), Onslow County Health Department (OCHD), Onslow Memorial Hospital (OMH), Community Partners

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## WHAT WE DO

OCHD is working toward increasing the number of facilities that are awarded and/or designated as breastfeeding friendly. In turn, these actions will promote and support breastfeeding in our community.

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## WHO WE SERVE

Women and children who breastfeed in Onslow County.

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## HOW WE IMPACT

Breastfeeding improves the likelihood of infants achieving better health outcomes and provides a host of health benefits for mother and baby. OCHD will collaborate with community partners to improve breastfeeding rates through improving community access and support for nursing mothers and babies. By increasing the number of local businesses and partners who are designated as being breastfeeding friendly, more mothers will have access to supportive environments and be encouraged to breastfeed.

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## PERFORMANCE MEASURE

- Number of businesses and organizations submitting applications for breastfeeding-friendly designation (How Much).
- Number of businesses and organizations to obtain breastfeeding-friendly designation award (How Much).

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## PROGRAM: WOMEN'S AND CHILDREN'S HEALTH SERVICES

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## PARTNERS

Special Supplemental Nutrition Program for Women, Infants, and Children (WIC, OCHD), Onslow County Health Department Clinical Services, Goshen Medical Center, Onslow County Department of Social Services (DSS),

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## WHAT WE DO

OCHD offers a wide variety of preventative health services for the community. Services pertaining to women's and children's health include Maternal Health, WIC, Family Planning, Child Health, Immunizations, and Breast and Cervical Cancer Control Program (BCCCP). Services are offered to individuals with private insurance, Medicaid, and those who are uninsured, and a sliding-fee scale helps to ensure that health services are low-cost.

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## WHO WE SERVE

Women and children in Onslow County.

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## HOW WE IMPACT

Improved awareness and utilization of OCHD preventative services to support women's and children's health will improve population health, especially the health of women and children. Increased utilization of preventative services will improve health outcomes and lower health risks.

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## PERFORMANCE MEASURE

- Number of OCHD referrals to PEERS Family Development (How Much).
- WIC Participation Numbers (How Well).

- Percent of engagements with the social media post regarding available prevention screenings (How Much).

## PROGRAM: JULIE'S PINK WARRIOR PROJECT

### PARTNERS

Onslow Memorial Hospital (OMH), Onslow Imaging Center for Women

### WHAT WE DO

The Julie's Pink Warrior Project is in honor of Julie Zerkle, a breast cancer warrior who was passionate about supporting individuals with the same disease. The proceeds of Julie's Pink Warrior Project will help provide screening 3D mammograms for the underinsured and the uninsured at Onslow Imaging Center for Women.

### WHO WE SERVE

Underinsured and uninsured women in Onslow County

### HOW WE IMPACT

Julie's Pink Warrior Project provides 3-D mammograms to women to help detect breast cancer.

### PERFORMANCE MEASURE

- Number of women who receive screening mammograms (How Much).

## PROGRAM: UNDERSTANDING BREASTFEEDING CLASS

### PARTNERS

Onslow Memorial Hospital (OMH)

### WHAT WE DO

Understanding Breastfeeding is an introductory class offered by Onslow Memorial Hospital intended for expectant families looking for more information regarding breastfeeding. Topics covered will include a brief overview of breastfeeding, its benefits, and how to be successful with breastfeeding. This class will allow expectant families the opportunity to interact with our IBCLC (International Board Certified Lactation Consultant) prior to delivery.

### WHO WE SERVE

Expectant families in Onslow County at any point in their pregnancy.

### HOW WE IMPACT

By providing education to expectant families on the benefits of breastfeeding, families are better prepared to understand the importance of breastfeeding their children. Participants will also be made aware of community resources for breastfeeding support.



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## PERFORMANCE MEASURE

- Number of participants in class (How Much).

## PROGRAM: HEALTHY FOR LIFE

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## PARTNERS

American Heart Association, NC Cooperative Extension, Onslow County Health Department (OCHD, Onslow Memorial Hospital (OMH), Community Partners

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## WHAT WE DO

OCHD offers Healthy for Life, an evidence-based nutrition program developed by the American Heart Association (AHA), to individuals and families in the community. The program consists of 4 classes over an 8-week period that offers healthy cooking demonstrations, shopping skills presentations, nutrition, and heart health workshops. Healthy for Life encourages and empowers Onslow County residents to make healthy food, nutrition, and lifestyle choices.

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## WHO WE SERVE

Communities with a moderate to high level of vulnerability as defined by the CDC's Social Vulnerability Index.

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## HOW WE IMPACT

Healthy for Life equips individuals and families with new skills to apply to their life like healthy cooking, shopping tips, increasing well-being tips, gardening and more. These new skills will impact participants as well as individuals around them to change their food and health attitudes as well as behaviors, which will help them develop healthier habits and achieve better health outcomes.

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## PERFORMANCE MEASURE

- Number of HFL Participants (How Much).
- Percent of participants indicating healthier nutrition behaviors (pre/post-tests) (Better Off).

## PHYSICAL ACTIVITY AND EXERCISE

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## RESULT

All people in Onslow County have access to and awareness of affordable opportunities to increase physical activity.

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## WHY IS THIS IMPORTANT?

Physical activity and the availability of spaces/opportunities to be physically active can have a huge impact on the health of a community. Physical activity reduces the risk of chronic conditions such as cardiovascular disease, type 2 diabetes, many types of cancer, depression/anxiety, and dementia. By promoting and developing events and programs that encourage physical activity, Onslow County will increase physical activity opportunities for residents to improve their health.

According to 2022 County Health Rankings, Onslow County is ranked 47th out of 100 counties (1 – best, 100 – worst) for adult obesity. 35% of adults ages 18 and older report a body mass index (BMI) equal to or greater than 30kg/m<sup>2</sup> (age-adjusted). In 2019, 32.5% of males and 34% of females were considered obese in Onslow County (CDC, US Diabetes Surveillance System).

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## INDICATORS

- County Health Ranking Map – Access to Exercise Opportunities (HNC2030)
- County Health Rankings – Adult Obesity (CHR)
- Age-Adjusted Diabetes Death Rates per 100,000 residents

## PROGRAM: DIABETES PREVENTION PROGRAM

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### PARTNERS

Centers for Disease Control and Prevention (CDC), Faith-Based Communities, Onslow County Health Department (OCHD), Community Partners

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### WHAT WE DO

OCHD offers a CDC-accredited Diabetes Prevention Program to individuals who are at risk for developing type 2 diabetes prediabetic range, have had gestational diabetes, or score a 5 or higher on the CDC risk test. The focus of this 1-year, evidence-based lifestyle change program is to provide nutrition and physical activity-centered lessons. DPP encourages individuals to develop skills in achieving healthier lifestyles to decrease the risk of type 2 diabetes by losing 5-7% of their body weight and engaging in an average of 150 minutes of weekly physical activity.

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### WHO WE SERVE

Adults who are at risk of developing type 2 diabetes.

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### HOW WE IMPACT

Obesity and type 2 diabetes increase the risk for a variety of health complications and poor health outcomes. Delivering DPP for individuals at risk of developing type 2 diabetes will improve their overall health by encouraging healthy lifestyle changes and decrease their risk. OCHD will promote DPP in various ways to increase awareness of its benefits and recruit people living in Onslow to participate.

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## PERFORMANCE MEASURE

- Number of participants that average 150 minutes of physical activity a week (How Much).
- Number of participants enrolled in the program annually (How Much).

## PROGRAM: PHYSICAL ACTIVITY OPPORTUNITIES

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### PARTNERS

Onslow County Parks and Recreation, Jacksonville Recreation and Parks, Senior Services, Onslow County Health Department (OCHD), Onslow Memorial Hospital (OMH), Community Partners

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#### WHAT WE DO

OCHD and OMH will partner with Onslow Parks and Rec, Onslow Senior Services, and other community partners to promote affordable physical activity opportunities throughout the county via social media. By increasing the awareness of affordable physical activity opportunities, more residents will be likely to take advantage of accessible ways to engage in healthy behaviors and improve their health.

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#### WHO WE SERVE

All people in Onslow County.

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#### HOW WE IMPACT

Increasing awareness of affordable physical activity opportunities will increase knowledge and participation in the programs that are available to the people of Onslow County. Engaging with the community in this way will increase utilization of available resources and help community members achieve better health outcomes through increased physical activity.

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#### PERFORMANCE MEASURE

- Number of posts that are shared on OCHD social media platforms.
- Percentage of engagements that the social media physical activity posts receive.

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#### PROGRAM: HEALTH EDUCATION AT COMMUNITY EVENTS

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#### PARTNERS

Onslow Memorial Hospital (OMH)

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#### WHAT WE DO

OMH will provide education on safe physical therapy/exercise practices at community events.

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#### WHO WE SERVE

All people in Onslow County.

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#### HOW WE IMPACT

Increasing awareness of safe practices while exercising and how to properly stretch before and after working out.

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#### PERFORMANCE MEASURE

- Number of participants receiving education (How Much).