



**Communities
Transforming**

For a healthier North Carolina

North Carolina Community Transformation Grant Project



Tobacco Free Living



Active Living



Healthy Eating

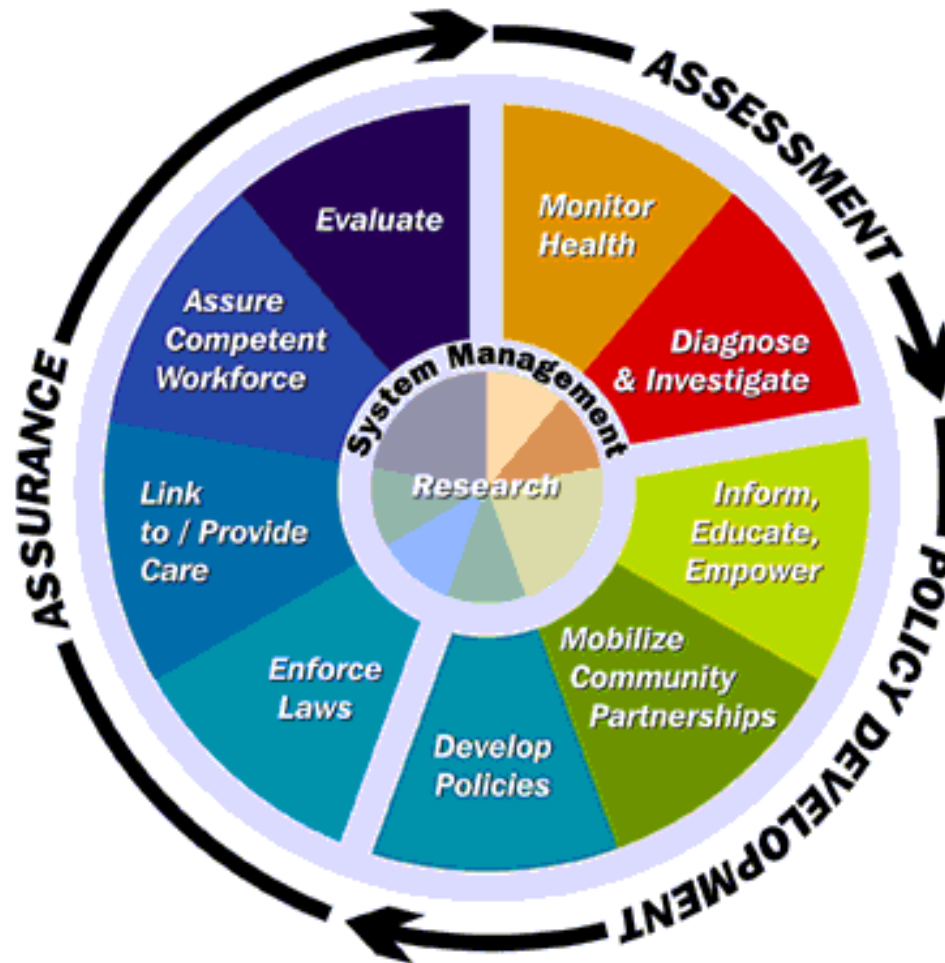


Clinical Preventive
Services

Public Health 101

Sharon Nelson, Tish Singletary
August 15, 2014

What does Public Health Mean to You?



Chronic Disease and Injury Section

- 5 branches, representing 16 programs addressing leading causes of death in North Carolina
- Collaborates with local partners to reduce death and disabilities through efforts in 4 key areas:

GATHERING,
ANALYZING AND
DISSEMINATING DATA

SUPPORTING
HEALTHFUL
BEHAVIORS

IMPROVING
DELIVERY OF
CLINICAL
PREVENTIVE
SERVICES

IMPROVING
COMMUNITY
CLINICAL LINKAGES

Public Health Data Sources

- Community Health Assessment (CHA)
- Health Impact Assessment (HIA)
- County Health Rankings

Community Health Assessment (CHA)

- Systematic collection, analysis and dissemination of information about the health of the community.
- Conducted every 4 years
- Required by the Consolidated Agreement between NC Division of Public Health and county health departments as part of the Accreditation Process

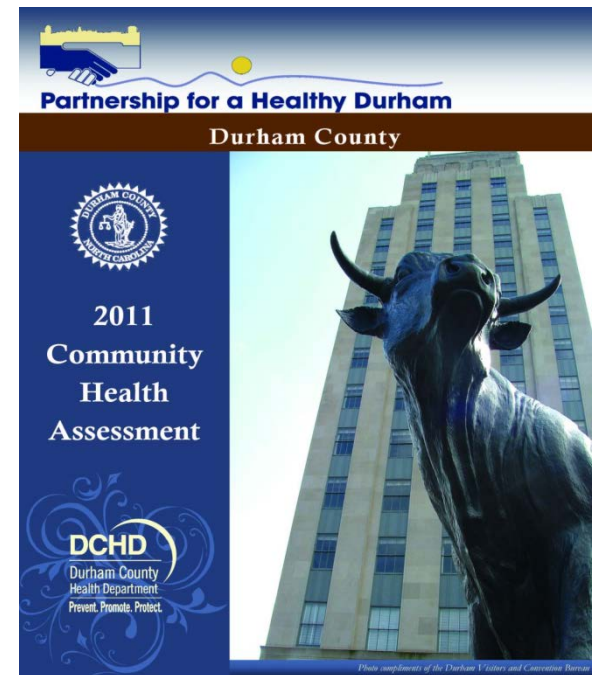
Community Health Assessment Process

Phase 1: Establish a CHA Team

Phase 2: Collect Primary Data

Phase 3: Collect Secondary Data

Phase 4: Analyze and Interpret Data



Community Health Assessment Process

Phase 5: Determine Health Priorities

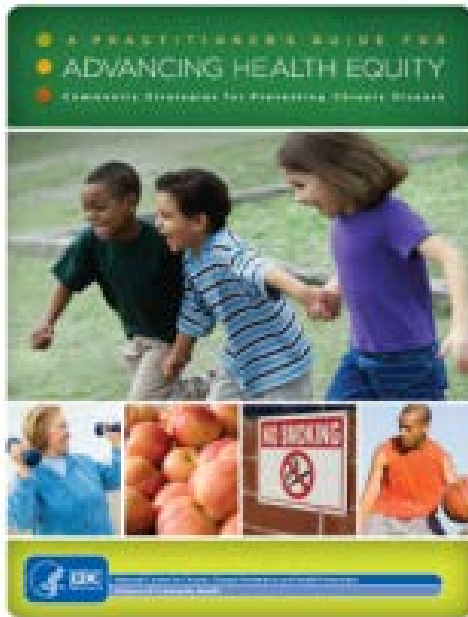
Phase 6: Create the CHA Report

Phase 7: Disseminate CHA Report

<http://publichealth.nc.gov/lhd/cha/reports.asp>

Phase 8: Develop Community Health Action Plan

Community Health Action Plan



- Designed to address Community Health Assessment priorities
- Includes strategies for addressing health equity and health disparities
- Considers methods of community engagement

Community Health Action Plan

- Local Priority Issue
- Local Community Objective
- Population(s)
- HEALTHY NC 2020 Focus Area Addressed

<ul style="list-style-type: none"> ___ Tobacco Use ___ Physical Activity and Nutrition ___ Substance Abuse ___ STDs/Unintended Pregnancy ___ Environmental Health 	<ul style="list-style-type: none"> ___ Social Determinants of Health (Poverty, Education, Housing) ___ Maternal and Infant Health ___ Injury ___ Mental Health ___ Oral Health 	<ul style="list-style-type: none"> ___ Infectious Diseases/ Food-Borne Illness ___ Chronic Disease (Diabetes, Colorectal Cancer, Cardiovascular Disease) ___ Cross-cutting (Life Expectancy, Uninsured, Adult Obesity)
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- HEALTHY NC 2020 Objective

Community Health Action Plan

- Research Regarding what has Worked Elsewhere
- What Interventions are Already Addressing this Issue in your Community?
- What Relevant Community Strengths and Assets Might Help Address this Priority Issue?

INTERVENTIONS: SETTING, & TIMEFRAME	COMMUNITY PARTNERS' Roles and Responsibilities	PLAN HOW YOU WILL EVALUATE EFFECTIVENESS
INTERVENTIONS SPECIFICALLY TARGETING HEALTH DISPARITIES		
INDIVIDUAL CHANGE INTERVENTIONS		
POLICY OR ENVIRONMENTAL CHANGE INTERVENTIONS		

State of the County's Health Report

- Done annually in the three interim years between CHA in order to:
 - Track priority issues identified in the Community Health Assessment
 - Identify emerging issues
 - Highlight new initiatives

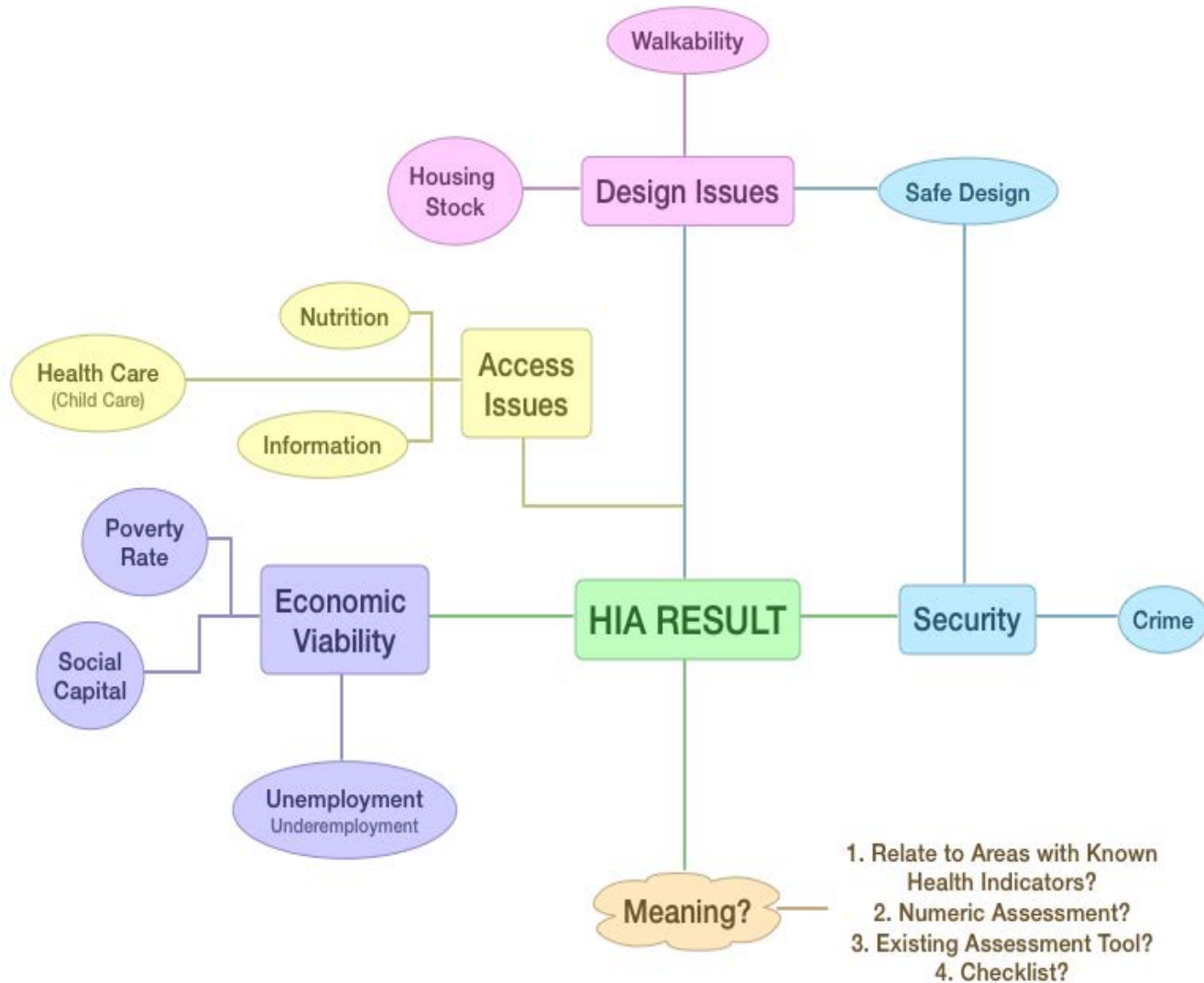
Health Impact Assessments

“ A systematic process that uses an array of data sources and analytic methods, and considers input from stakeholders to determine the potential effects of a proposed policy, plan, program, or project on the health of a population and the distribution of those effects within the population. HIA provides recommendations on monitoring and managing those effects.”

Major steps for conducting HIAs

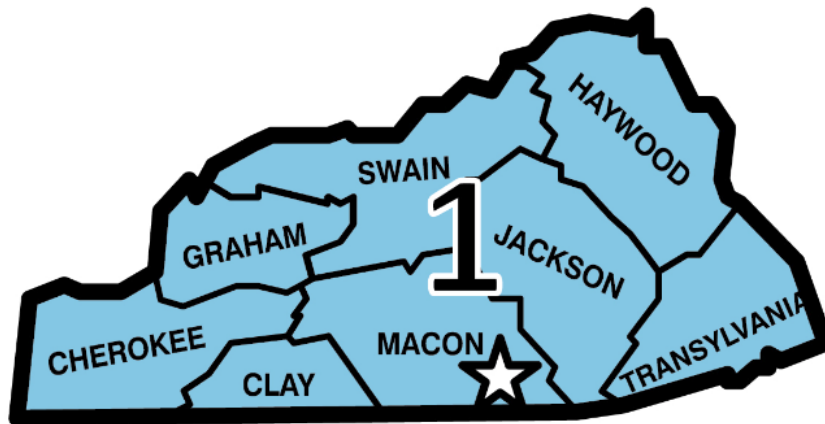
- Screening
- Scoping
- Assessing risks and benefits
- Developing recommendations
- Reporting
- Monitoring and evaluating

Simple Model of HIA Evaluation Tool Structure



Current CTG HIA Studies

Region 1 - MountainElements



Current CTG HIA Studies

Region 5 – North Durham County Farmers Market



Public Health

100 Years of Service ★ 1913-2013



Durham County wants to know how to make it easier for residents of Northern Durham (North of I-85) to buy local foods. Please help us by taking this survey.

Davidson Design For Life

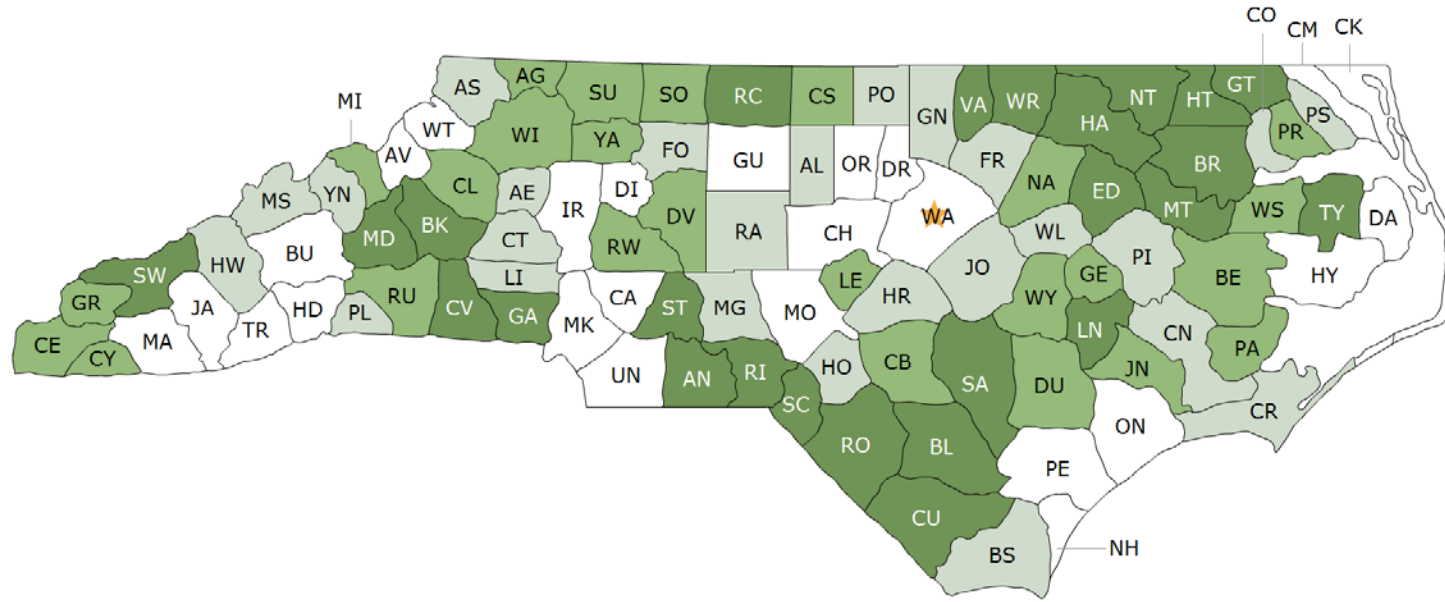
www.townofdavidson.org/DD4L

*Davidson Design
for Life*



County Health Rankings and Roadmaps

2014 Health Outcomes - North Carolina



Rank 1-25 Rank 26-50 Rank 51-75 Rank 76-100

County Health Rankings & Roadmaps
Building a Culture of Health, County by County
A Robert Wood Johnson Foundation program

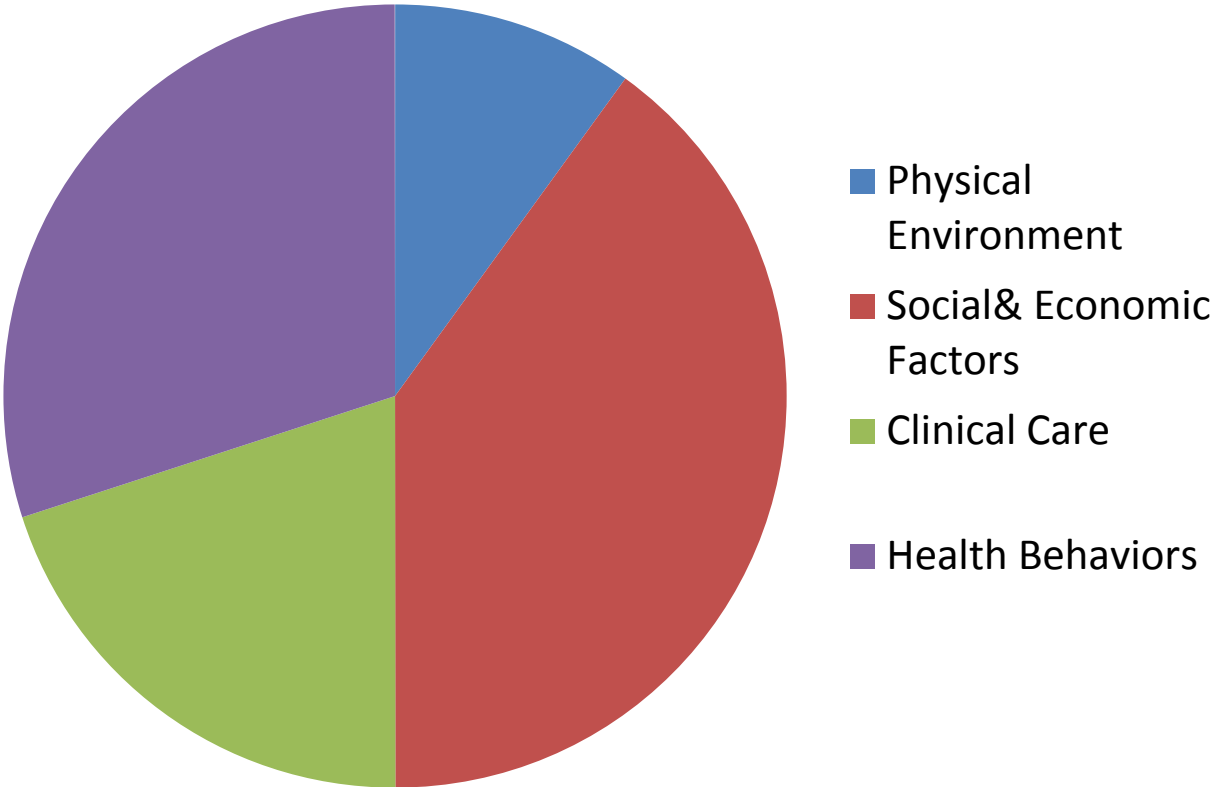


www.countyhealthrankings.org



County Health Ranking Data Elements

Health Outcomes Data Elements



Additional Data Sources

- US Census for all things demographic
- AARPP
- NC Department of Transportation
- Housing and Urban Development
- Federal Highways Association
- Local senior centers
- Local surveys

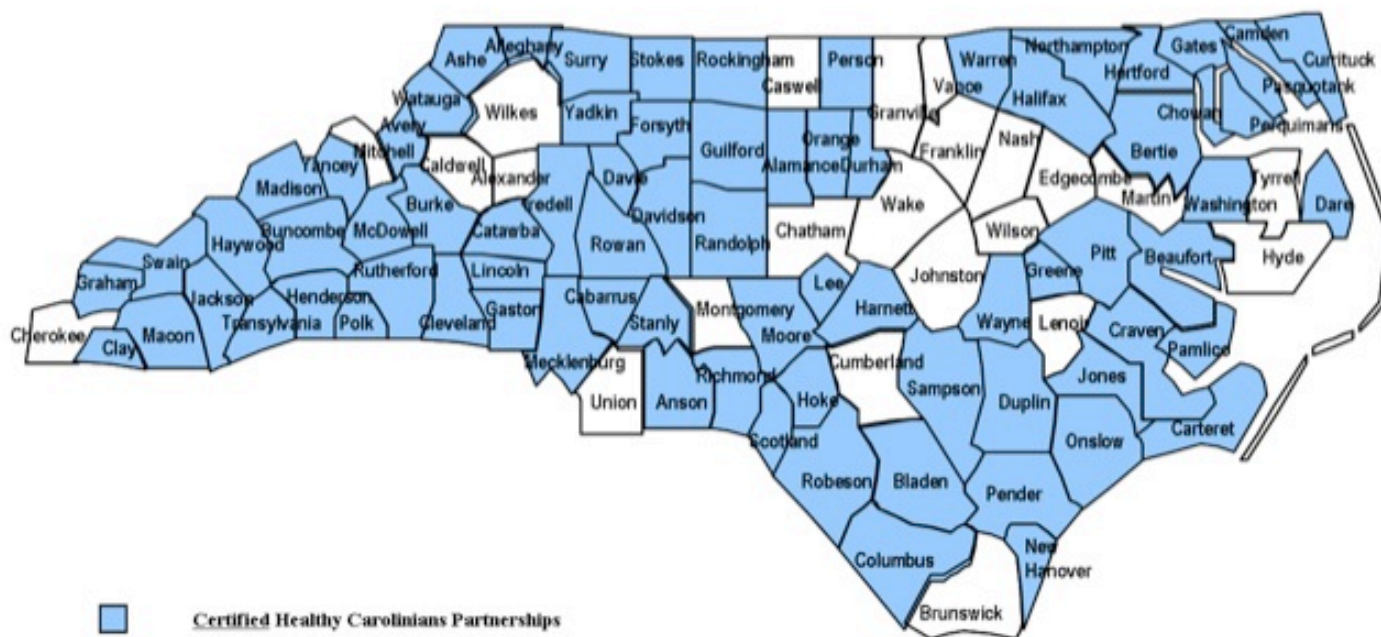
Partnership Opportunities

- Healthy Carolinians
- ESMM Coalitions
- ASSIST Coalitions
- Local Food Policy Councils

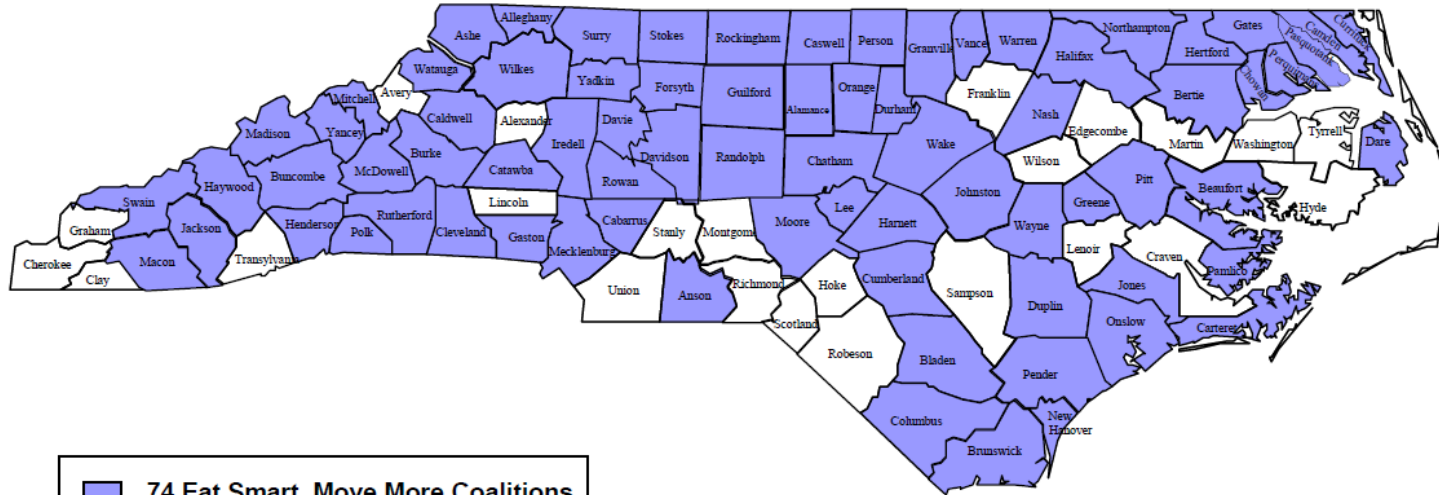
2011


Healthy Carolinians Certified Partnerships

72 partnerships serving 77 counties



**Eat Smart
Move More**
COALITIONS



 74 Eat Smart, Move More Coalitions representing 74 counties



**Community & Clinical
CONNECTIONS**
**for Prevention & Health
Branch**
NORTH CAROLINA
DIVISION OF PUBLIC HEALTH

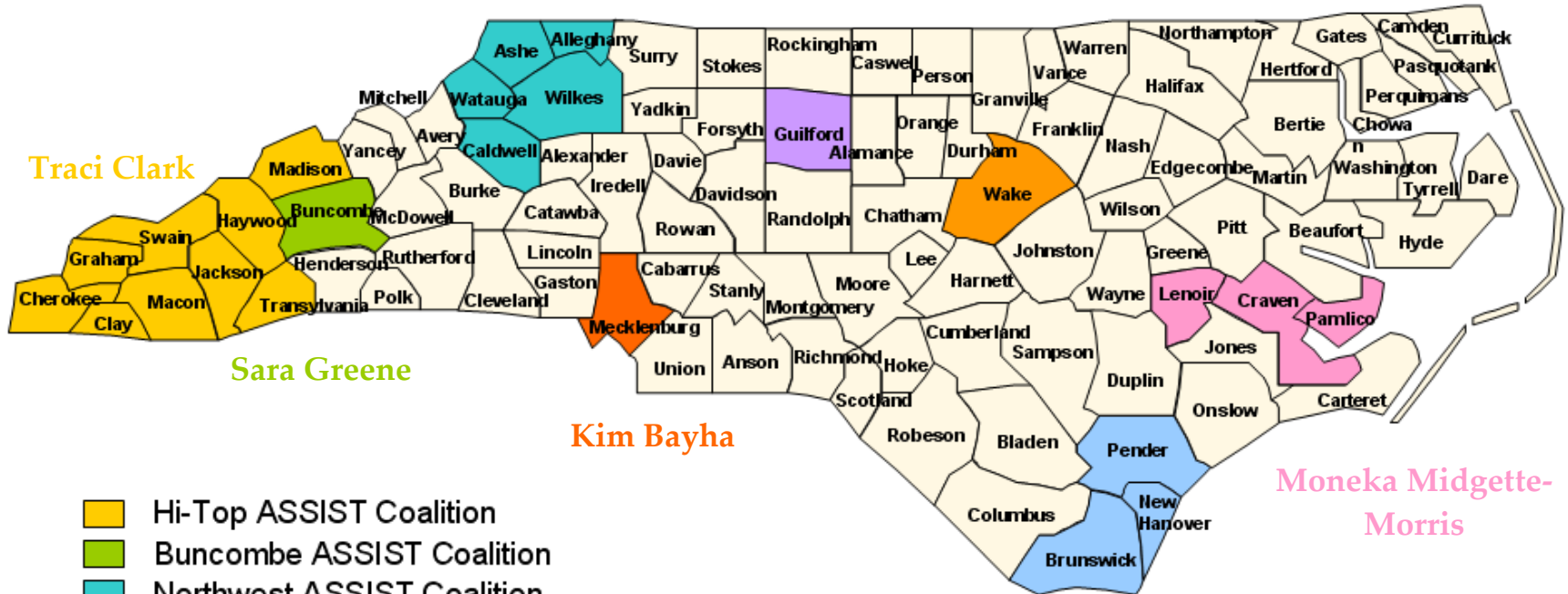
Tobacco Prevention and Control Branch (TPCB)

TPCB (CDC) funded Coalitions 2014

David Willard

Mary Gillett

Michelle Mulvihill



Traci Clark

Sara Greene

Kim Bayha

Regina Penna

Moneka Midgette-Morris

- Hi-Top ASSIST Coalition
- Buncombe ASSIST Coalition
- Northwest ASSIST Coalition
- Mecklenburg ASSIST Coalition
- Guilford County ASSIST Coalition
- Wake County ASSIST Coalition
- New Hanover/Brunswick/Pender Coalition
- Craven/Pamlico/Lenoir ASSIST Coalition

Local Food Advisory Councils

www.ncagr.gov/localfood/LocalCouncils.htm

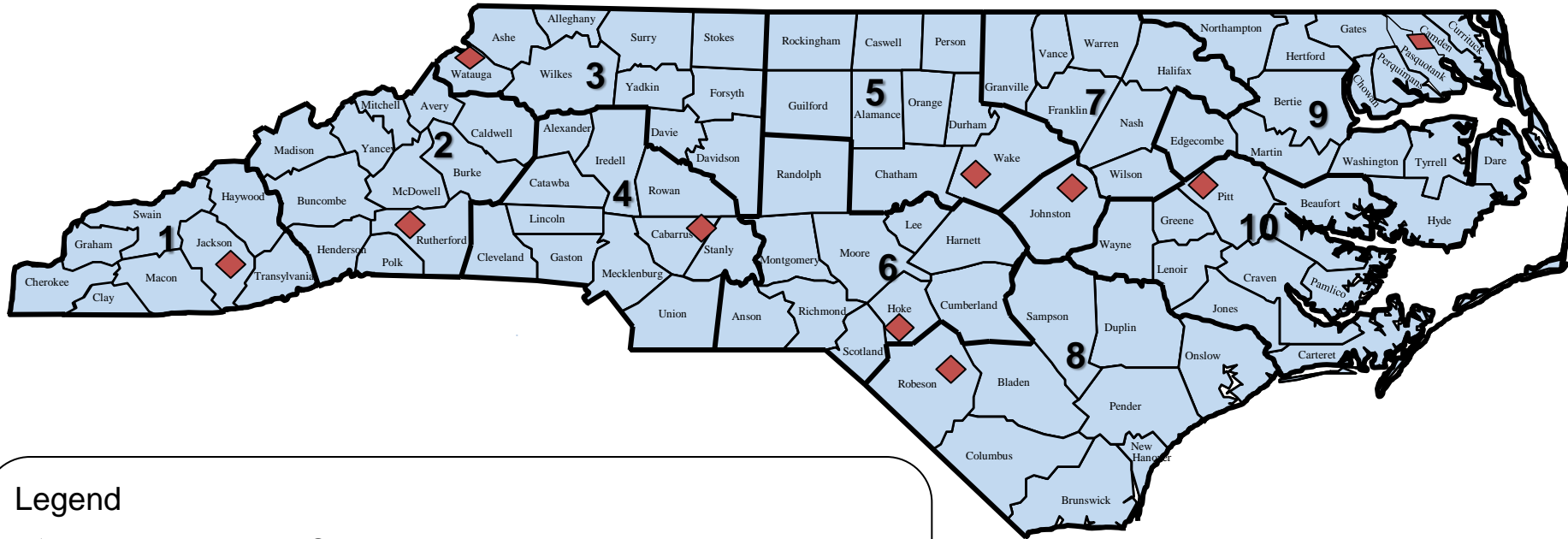
Local Health Department Contacts

- Healthy Communities Coordinators
- Active Routes to School Coordinators
- KBR Catalyst Coordinators
- Project ASSIST Coordinators
- Safe Kids Coalitions

Healthy Communities

- Providing access to nutritious foods.
- Improving safe options for active transportation.
- Promoting tobacco free facilities.
- Supporting diabetes management programs.
- Providing evidence-based practices and interventions for violence and injury prevention.

Active Routes to School Regions



Legend

- ◆ Active Routes To School Lead Health Departments
- Counties
- Regions

Last updated: 06/23/14

Region	Counties	Coordinator
1	Cherokee, Clay, Graham, Haywood, Jackson*, Macon, Swain, Transylvania	TBA
2	Avery, Buncombe, Burke, Caldwell, Henderson, Madison, McDowell, Mitchell, Polk, Rutherford*, Yancey	Mary Smith ctcbrpm@gmail.com Office: 828-669-1997 Cell: 828-925-0140
3	Alleghany, Ashe, Davidson, Davie, Forsyth, Stokes, Surry, Watauga*, Wilkes, Yadkin	Clint Cresawn Clint.Cresawn@apphealth.com Office: (828) 264-4995 ext. 134
4	Alexander, Cabarrus*, Catawba, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Rowan, Stanly, Union	George Berger GABerger@Cabarrushealth.org Office: 704-920-1270 Cell: 704-941-7322
5	Alamance, Caswell, Chatham, Durham, Guilford, Orange, Person, Rockingham, Wake*	Jennifer Delcourt Jennifer.Delcourt@wakegov.com Office: 919-212-8465 Cell: 919-610-5760
6	Anson, Cumberland, Harnett, Hoke*, Lee, Montgomery, Moore, Randolph, Richmond, Scotland	Rebekah West RWest@hokehealth.org Cell: 910-985-7388
7	Franklin, Granville, Halifax, Johnston*, Nash, Vance, Warren, Wilson	TBA
8	Bladen, Brunswick, Columbus, Duplin, New Hanover, Onslow, Pender, Robeson*, Sampson	Shahnee Haire Shahnee.Haire@hth.co.roberson.nc.us Office: 910-671-6233
9	Bertie, Camden, Chowan, Currituck, Dare, Edgecombe, Gates, Hertford, Hyde, Martin, Northampton, Pasquotank*, Perquimans, Tyrrell, Washington	Leah Mayo MarieL.Mayo@arhs-nc.org Cell: 252-506-2327
10	Beaufort, Carteret, Craven, Greene, Jones, Lenoir, Pamlico, Pitt*, Wayne	Stefanie Keen Stefanie.Keen@vidanthealth.com Office: 252-847-1402 Cell: 252-412-9992

Active Routes to School Project Manager: Danielle Hewson Danielle.Hewson@dhhs.nc.gov 919.707.5219

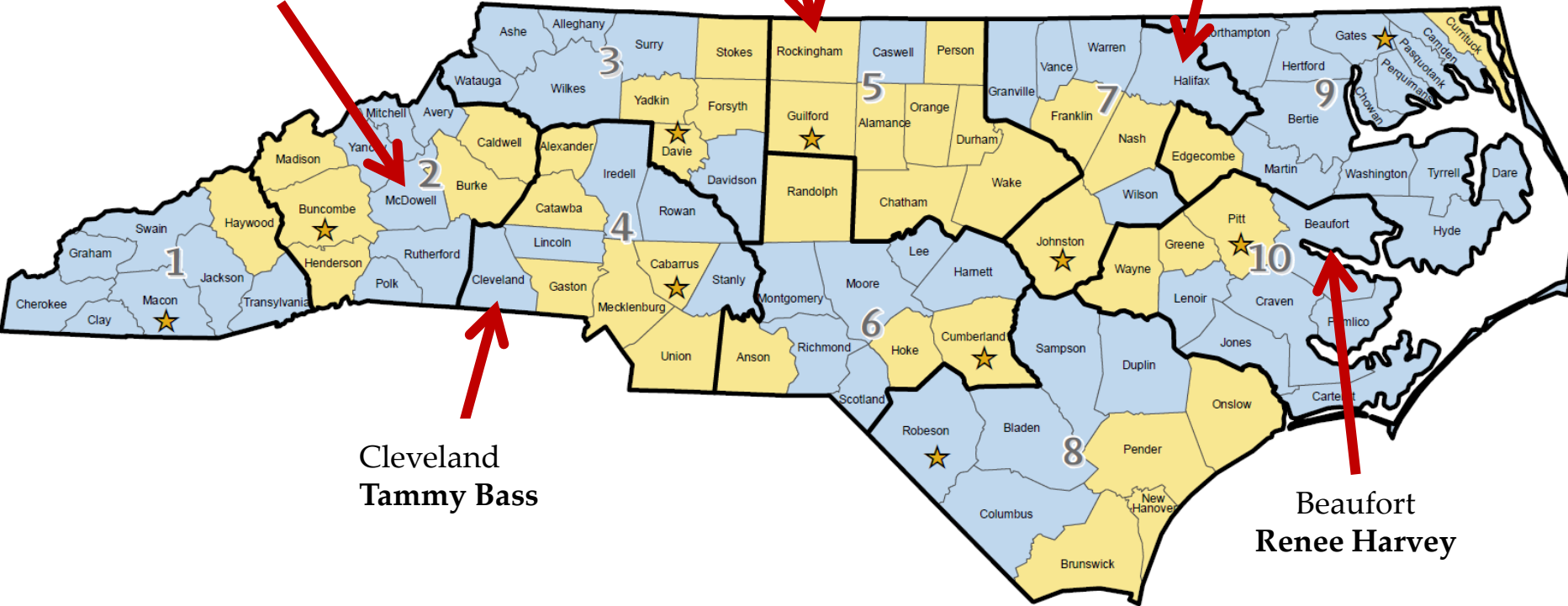


Community Transformation Catalyst

McDowell
Sheree Hughes

Rockingham
Joey Peele

Halifax
Victoria Chetty



Cleveland
Tammy Bass

Beaufort
Renee Harvey

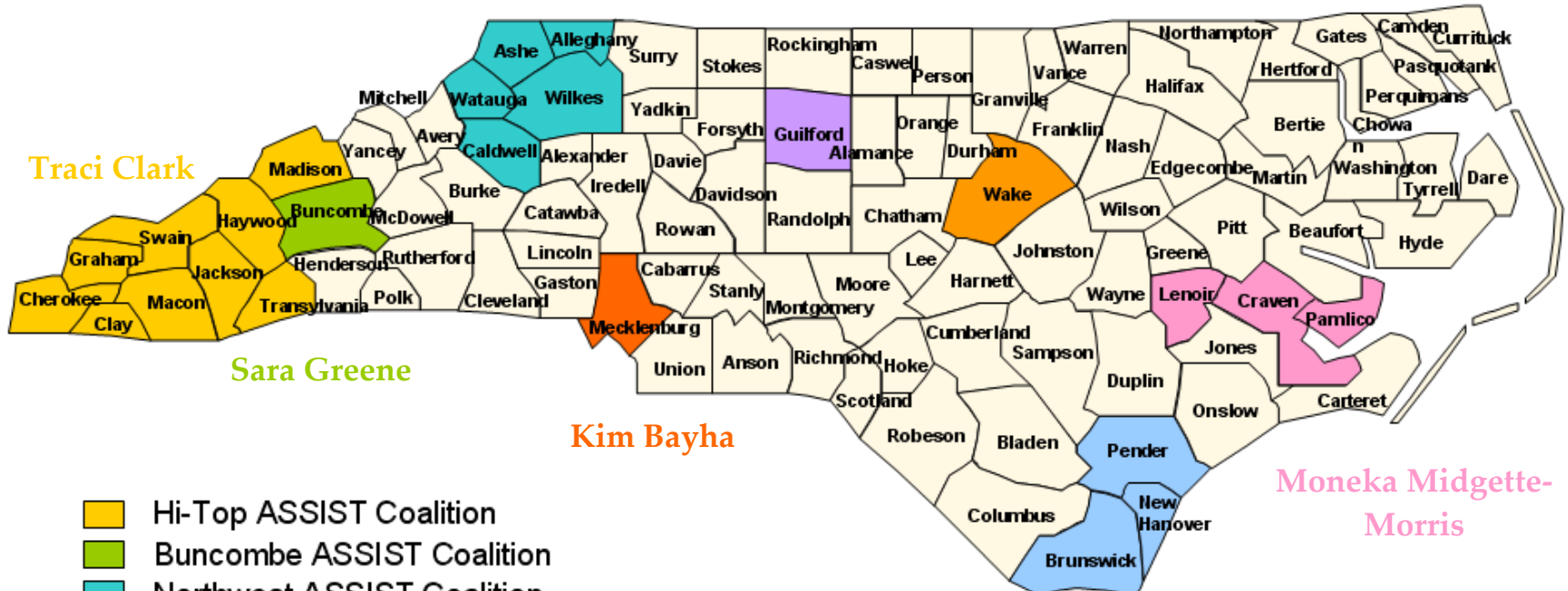
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Planning and Public Health Partnerships




Planning and Public Health Resources

NC Community Transformation Grant Project Region 5




**Health in Planning:
A Regional Report to
Encourage Healthy Environments**


BY DESIGN

**A REGIONAL PLAN
FOR ACTIVE LIVING
INFRASTRUCTURE
FOR NORTHWEST
NORTH CAROLINA**


Northwest Partnership for Public Health Region 3
- A Regional Collaboration of Local Public Health Departments -
Alleghany ● Ashe ● Davidson ● Davie ● Forsyth ● Stokes ● Surry ● Watauga ● Wilkes ● Yadkin



North Carolina Guide to Incorporating
Health Considerations
into Comprehensive Plans




FOCUS




**Health & Wellness Gap Analysis:
A Regional Assessment of Health Disparities**


April 2014



**An Assessment of Health Disparities:
*Perquimans County Health & Wellness Gap Analysis***




Perquimans County, NC



Active Living Resource Guide

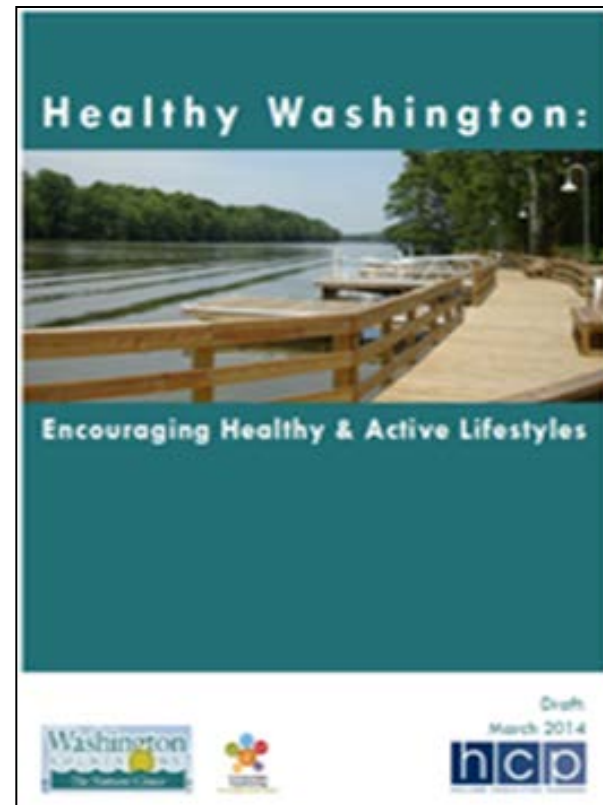
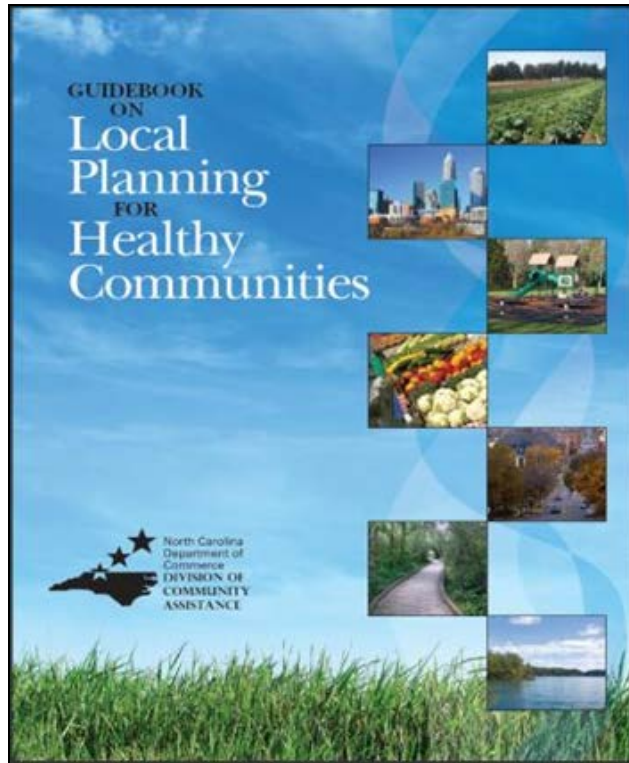
**Comprehensive Plan Sample
Language and Best Practices**



Prepared For:
Albemarle Regional Health Services (ARHS)
Community Transformation Grant Project (CTG) Project

Prepared By:
Larry Moulton
CTG Planning Consultant
Under Contract by the Albemarle Commission

Planning and Public Health Resources



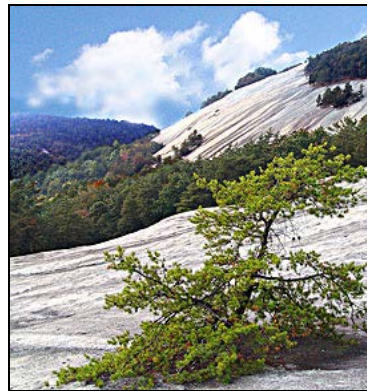
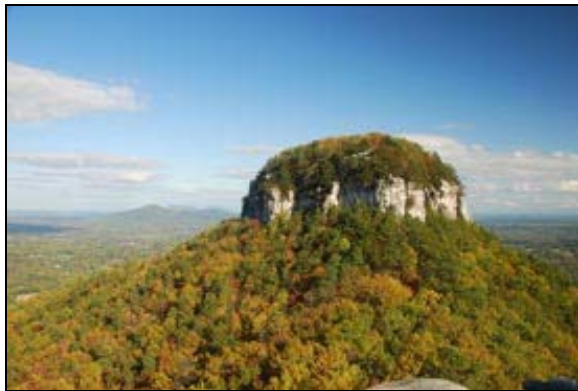
Examples of Planning Projects



Lake Santeetlah Loop Trail R1

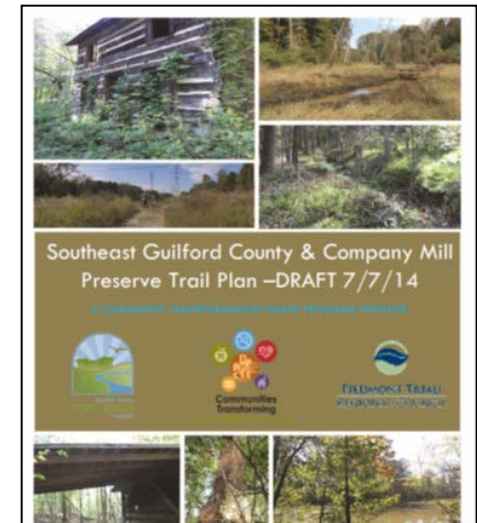
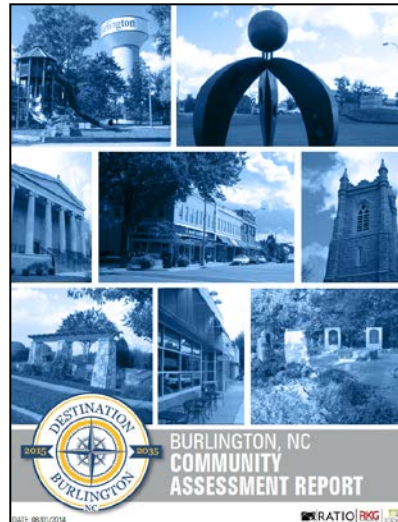
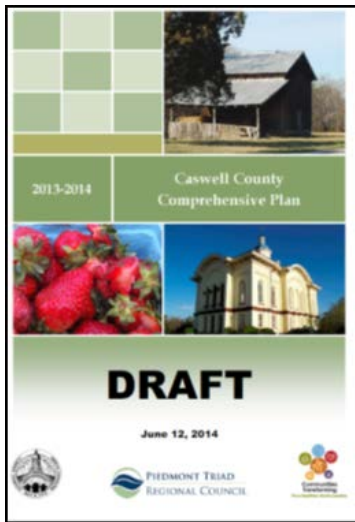
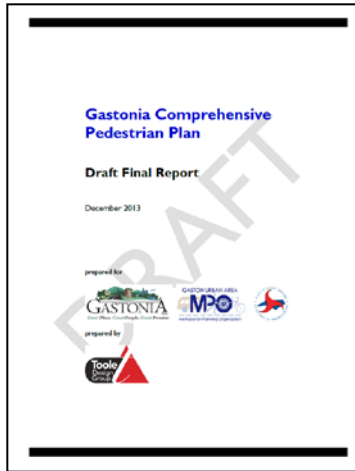


**Davie Co. Master plans
Greenways and Blueways R3**



Stone Mountain to Pilot Mountain Trail R3

Examples of Planning Projects



Caswell Co. Comprehensive Plan, Burlington City Comprehensive Plan, SE Guilford Co. Trail Plan R5

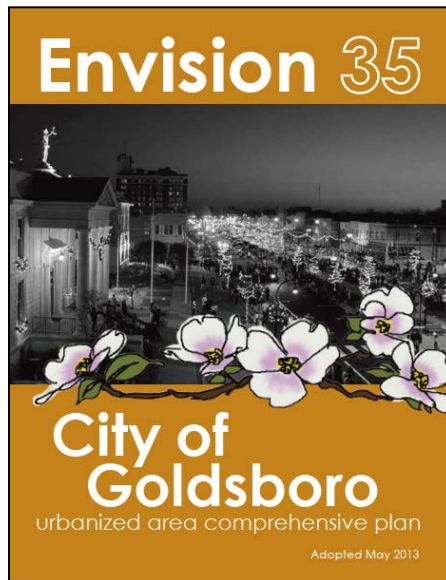
Examples of Planning Projects



Martin Co. Comprehensive Plan R9



Hyde Co. Master Parks and Recreation Plan R9



[City of Goldsboro Comprehensive Plan R10](#)



**Town of Snow Hill
Comprehensive Plan R10**

Community Health Funding

Partnership in Community Health

- Improved community designs to make streets safe for pedestrians, bicyclists, and public transit users (e.g., neighborhood slow zones, community-wide traffic calming)
- Joint use agreements (e.g., school grounds open to the public during off hours)

Community Health Funding

Partnership in Community Health

- Increase availability of local farmers' fruits and vegetables via farmer distribution agreements with public and private organizations
- Increase availability of healthy foods in communities, including working with community partners to incentivize new grocery store development, expanding farmers markets, small store initiatives, mobile vending carts, and restaurant initiatives

Community Health Funding

Racial and Ethnic Approaches to Community Health

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Community Health Funding

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Community Health Funding

State and Local Public Health Actions to Prevent Obesity, Diabetes, and Heart Disease and Stroke

- Develop and/or implement transportation and community plans that promote walking
- Increase healthier food access and sales in retail venues and community venues

Questions?

Thank you

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Tish Singletary, CTG Lead Project Consultant
tish.singletary@dhhs.nc.gov