



2019

**McDowell County
Community Health
Improvement Plan
(CHIP)**



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Written by Yanet Cisneros for the Foothills Health District
09/09/2019



2019 Community Health Improvement Plan (CHIP) - McDowell County



The 2018 Community Health Assessment priority areas are:

- **Mental Health and Suicide Prevention**
- **Substance Abuse Including Tobacco**

The following CHIP Scorecard was created and submitted **September 9th, 2019** in order to meet the requirements for the **McDowell County** Long and/ or Short Term Community Health Improvement Plans.

Clear Impact Scorecard™ is a strategy and performance management software that is accessible through a web browser and designed to support collaboration both inside and outside organizations. WNC Healthy Impact is using Clear Impact Scorecard™ to support the development of electronic CHIPs, SOTCH Reports and Hospital Implementation Strategy scorecards in communities across the region.

Scorecard helps communities organize their community health improvement efforts:

- Develop and communicate shared vision
- Define clear measures of progress
- Share data internally or with partners
- Simplify the way you collect, monitor and report data on your results

The following resources were used/reviewed in order to complete the CHIP:

- [WNC Healthy Impact](#)
- WNC Healthy Impact Data Workbook - [Click Here to Upload](#)
- [NC DHHS CHA Tools](#)
- [NC DHHS County Health Data Book](#)
- [NC DHHS/ DPH CHA Data Tools](#)
- Healthy North Carolina 2020: A Better State of Health
- Healthy People 2020
- CDC The Community Guide
- County Health Rankings - What Works for Health

Mental Health and Suicide Prevention - Long Term CHIP

R **Mental Health** People in McDowell County are healthy, resilient and thriving.

Most Recent Period	Current Actual Value	Current Trend	Baseline % Change
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Alignment

Mental health and substance abuse and the related result of healthy, resilient and thriving people in McDowell County is aligned with the following [Healthy NC 2020 Focus Areas/ Objectives](#).

- Reduce the suicide rate (per 100,000 population)
- Decrease the average number of poor mental health days among adults in the past 30 days.

Experience and Importance

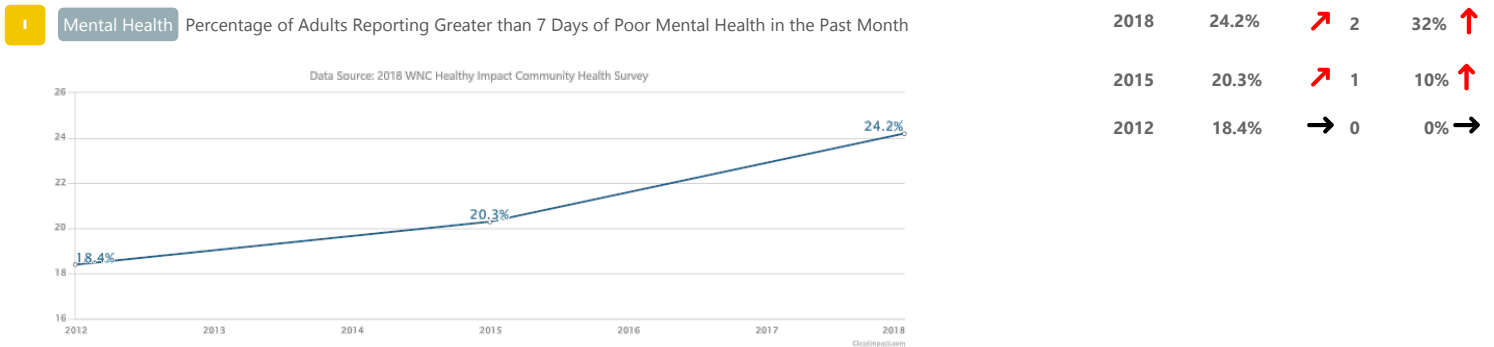
How would we experience healthy, resilient and thriving adults in our community?

When this result is achieved, we will see happy, active, and strong families. Children and adults alike will develop and nurture healthy relationships with others and will be connected and involved in their communities. Access to care will also be achieved and anyone who needs behavioral health services is able to obtain it. There will be higher utilization of parks, greenways and trails, which are well maintained and vibrant.

What information led to the selection of this health issue and related result?

Mental Health and Suicide Prevention was selected because it affects many different areas of an individual's wellbeing including their physical health. A healthy community encompasses all aspects of health and although much progress has been made in this area, many local leaders agree that much is still to be done. Supporting data of this health priority includes the increased percentage of adults reporting more than 7 days of poor mental health, dissatisfaction with life and not having received mental health care or counseling.

Additionally, there were 42 suicides during 2012-2016 with a rate of 18.2, which is much higher than the state rate of 12.9. Mental health is also believed to be a contributor to other unhealthy behaviors and lifestyle choices including substance abuse.



Story Behind the Indicator

The "Story Behind the Curve" helps us understand why the data on mental health and suicide is the way that it is in our community. When we understand the root causes of our community problems, we have a better chance of finding the right solutions, together.

What's Helping? *These are the positive forces at work in our community and beyond that influence this issue in our community.*

- Accessibility of mental health services through VAYA and RHA Prevention Services.
- Licensed clinicians available at Mission McDowell Hospital.
- Attention to mental health issues at a national level.
- Grassroots efforts to reduce the stigma around mental health.
- Collaboration of community agencies.

What's Hurting? *These are the negative forces at work in our community and beyond that influence this issue in our community.*

- Limited mental health providers and resources for people with needs not related to substance use.
- Lack of consumer knowledge in terms of not knowing what is available.
- There is not a coordinated method for disseminating information.
- Transportation barriers.
- Lack of funding to assist the uninsured.

Partners With A Role To Play

Partners in our Community Health Improvement Process:

- Foothills Health District

- McDowell County Health Coalition
- WNC Healthy Impact

Partners with a Role in Helping Our Community Do Better on This Issue:

- McDowell County Health Coalition
- Mission McDowell Hospital
- McDowell Access to Care & Health (MATCH)
- McDowell Mental Health Task Force

Strategies Considered & Process

The following actions have been identified by our partners and community members as ideas for what can work for our community to make a difference on mental health and suicide prevention.

Actions and Approaches Identified by Our Partners *These are actions and approaches that our partners think can make a difference on mental health and suicide prevention.*

- Provide community education/training opportunities.
- Raise awareness about available resources.
- Encourage clinicians to screen all patients for behavioral health.
- Incorporate health education (holistic approach - whole person, including their physical, mental, and emotional health) into health fairs at various settings.

What is Currently Working in Our Community *These are actions and approaches that are currently in place in our community to make a difference on mental health and suicide prevention.*

- Brandy's Project - peer support program.
- Community Care Paramedic.
- Crisis Management - VAYA Health, RHA Prevention Services.
- Outpatient counseling for a variety of individual, couple, and family emotional/spiritual health issues provided by CareNet Counseling.
- Availability of a Social Worker at McDowell County High School.

Evidence-Based Strategies *These are actions and approaches that have been shown to make a difference on mental health and suicide prevention.*

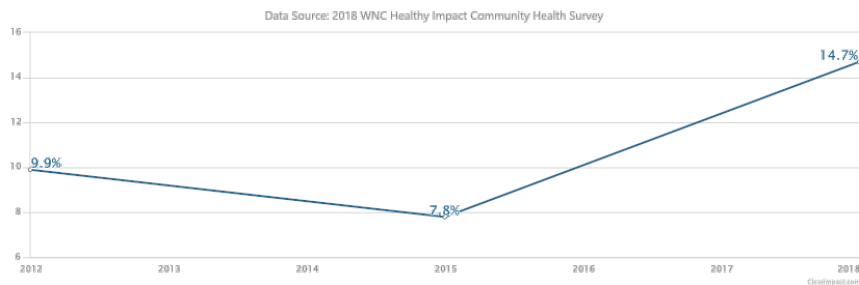
Name of Strategy Reviewed	Level of Intervention
Know what community resources exist	Individual and community
Mental health professionals working at schools should have specific training in child and adolescent mental health	Organizational; Individual

What Community Members Most Affected by Mental Health Say *These are the actions and approaches recommended by members of our community who are most affected by mental health.*

- McDowell County needs to be more effective in disseminating information to the public.
- Raise awareness in the community about what resources are available to help address mental health.
- Work with employers so that they can better help their employees who need mental health services.
- Improve the transportation system so that community members can have access to care.
- Educate community agency workers on how to better help people with mental health issues when the signs are recognized.

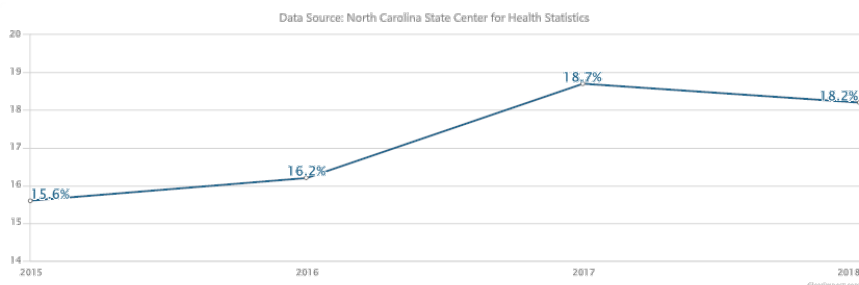
I **Mental Health** Percentage of Adults Reporting They Did Not Get Mental Health Care or Counseling that was Needed in the Past Year

2018	14.7%	↗ 1	48% ↗
2015	7.8%	↘ 1	-21% ↘
2012	9.9%	→ 0	0% →



I **Mental Health** Suicide Mortality Rate

2018	18.2%	↘ 1	17% ↗
2017	18.7%	↗ 2	20% ↗
2016	16.2%	↗ 1	4% ↗
2015	15.6%	→ 0	0% →



Narrative

Data retrieved in 2018 is for data during aggregate years of 2012 - 2016.
 Data retrieved in 2017 is for data during aggregate years of 2011 - 2015.
 Data retrieved in 2016 is for data during aggregate years of 2010 - 2014.
 Data retrieved in 2015 is for data during aggregate years of 2009 - 2013.
 Data Source: North Carolina State Center for Health Statistics

P **Mental Health** Raise awareness of mental health services by implementing a community-wide messaging campaign.

Time Period	Current Actual Value	Current Trend	Baseline % Change
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What Is It?

Raising awareness about what community resources exist was identified as an action that when - combined with other actions in our community - has a reasonable chance of making a difference in mental health and suicide prevention in our community. This is an ongoing intervention in our community, but based on community feedback, this effort needs improvement. Although many community partners tirelessly work on this issue, the message is not being delivered to the community in its entirety. This campaign will serve to publicize ways to access mental health services including crisis services outside of emergency departments and encourage community members to seek help for mental health problems.

The priority population/customers for this intervention are individuals; children, adults and families alike. The intervention aims to make a difference at the individual/interpersonal behavior level. Implementation will take place in community/public setting. Raising awareness about what community resources exist would include the implementation of a community-wide messaging campaign through diverse communications tools such as resource lists, signage, newspaper articles/ads, social media messaging and publicity on community partner websites and community boards at local businesses.

Additionally, this intervention will also include surveys that will be completed by community members. Insight will be gained as to what kinds of additional improvements should be made in the county to continue to raise awareness of mental health services as well as to the reach and success, or lack there of, of the messaging campaign.

According to Healthy North Carolina 2020: men are almost four times as likely to commit suicide as women (19.9 versus 5.6 suicides per 100,000 population in 2008). Whites have higher suicide rates than African Americans and individuals of other racial/ethnic groups. Suicide rates in the western part of the state are higher than in the Piedmont or eastern parts of the state (17.6 versus 11.4 and 12.2 suicides per 100,000 population, respectively, in 2008). Also, females report more poor mental health days in the previous 30 days than men (4.0 versus 2.8 days in 2008). Hispanics report having the fewest poor mental health days (2.2 days), compared with non-Hispanic whites (3.4 days) and non-Hispanic African Americans (3.8 days), whereas American Indians report the most poor mental health days (5.8 days) (2008).

Further, efforts to improve a person's mental health is essential as suicide is the second leading cause of death for age group 20-39 in McDowell County. Between 2006 and 2017, the number of McDowell County residents served by an Area Mental Health Program steadily increased from 1,492 to 2,286 (a 53.2% increase) and during 2012-2016 there were 42 reported suicides. In 2018, 16.3% of McDowell County adults indicated they are dissatisfied with life. This is more than double the rate in 2012 (7.9%) and that of 2015 (7.4%). This rate is also higher than that of the WNC region (10.5%).

By utilizing diverse avenues for disseminating information, our intervention aims to reach folks of all races, economic statuses, and educational backgrounds as well as those with or without internet service.

Partners

The partners for this intervention include:

Agency	Person	Role
Foothills Health District	Healthy Communities Coordinator	Lead and Support.
McDowell Health Coalition	Coalition members	Support

Work Plan

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Community research to identify all available mental health and crisis management community resources local and in the surrounding area	Staff time Ability to travel the county, if needed	Foothills Health District in collaboration with the McDowell Health Coalition	May 31, 2020
Identify other partners to participate in the campaign including grantors (to help disseminate information, and help absorb any costs, etc.)	Staff time	Foothills Health District in collaboration with the McDowell Health Coalition	December 31, 2020
Develop a community-wide messaging campaign plan. The plan will include messaging strategy, media outlets (newspapers, magazines, radio, television, and the Internet), and print material development.	Staff time	Foothills Health District in collaboration with the McDowell Health Coalition	June 30, 2021
Implement a community-wide messaging campaign describing available resources in the community	Staff time Print materials Social media platforms Ability to travel the county Volunteers Funds for print material	Foothills Health District in collaboration with the McDowell Health Coalition	January 31, 2022
Survey of community members to measure reach of the messaging campaign - Will survey community members in many settings to assess reach (example: mail surveys, grocery stores, faith communities, health fairs, community forums, etc.) Gather other information related to reach of the messaging campaign via social media (example: track Facebook performance)	Staff time Volunteers Ability to travel the county Printing of surveys Writing tools Funding for printing costs Postage costs	Foothills Health District in collaboration with the McDowell Health Coalition	July 31, 2022
Analyze survey results	Staff time Volunteers	Foothills Health District in collaboration with the McDowell Health Coalition	December 31, 2022
Obtain data from mental health service providers to measure change in utilization of mental health services	Staff time Volunteers	Foothills Health District in collaboration with the McDowell Health Coalition	June 30, 2023
Modify/identify new strategies to raise awareness of mental health services and identify best methods for disseminating information.	Staff time	Foothills Health District in collaboration with the McDowell Health Coalition	December 31, 2023

Evaluation & Sustainability

Evaluation Plan:

We plan to evaluate the impact of this intervention through the use of Results-Based Accountability™ to monitor specific performance measures. We will be monitoring How Much, How Well and/or Better Off Performance Measures. Our evaluation activities will be tracked via surveys mentioned in the Work Plan table, above.

Sustainability Plan:

The following is our sustainability plan for the intervention:

- Sustainability Component:
 - Communicate with and engage diverse community populations, leaders and organizations.
 - Increase community awareness on the issue and demonstrate the value of the intervention to funders and other key stakeholders

PM	Mental Health	Percentage change in the number of folks utilizing local mental health services	-	-	-	-
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PM	Mental Health	Percentage of community members reached by the community-wide messaging campaign	-	-	-	-
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P	Mental Health	Provide McDowell County Schools faculty and staff, and child care workers with an evidence-based mental health program and suicide prevention gatekeeper training.	Time Period	Current Actual Value	Current Trend	Baseline % Change
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What Is It?

Providing McDowell County Schools faculty and staff and child care workers with an evidence-based mental health program and suicide prevention gatekeeper training was identified as an action that - when combined with other actions in our community - has a reasonable chance of making a difference in mental health and suicide prevention in our community. This is an ongoing program in our community. Evidence-based programs and trainings such as Mental Health First Aid, Question Persuade Refer (QPR), and the like, have been offered in McDowell county over the last few years; however, it seems as though this intervention has not reached its maximum potential and should be expanded to a new target population to be more effective.

It is recognized that it is equally as important to offer youth-focused training to people who interact regularly with young people, specifically making Youth Mental Health First Aid trainings available to parents, family members, caregivers, teachers, school staff, peers, neighbors, health and human services workers, and other caring citizens how to help an adolescent. This training gives one the tools to appropriately manage a situation where a young person is experiencing a mental health challenge or is in crisis. Similarly, QPR Gatekeeper Training for Suicide Prevention is designed to teach lay and professional "gatekeepers" the warning signs of a suicide crisis and how to respond. Gatekeepers can include anyone who is strategically positioned to recognize and refer someone at risk of suicide.

According to Healthy North Carolina 2020, Men are almost four times as likely to commit suicide as women (19.9 versus 5.6 suicides per 100,000 population in 2008). Whites have higher suicide rates than African Americans and individuals of other racial/ethnic groups. The NC Office of State Budget and Management describes that in 2017 the total population of McDowell County was 46,171. The majority of residents are White (92.8%) with minorities represented as follows: Black or African American (3.9%), Hispanic or Latino (7.0%), Asian and Pacific Islander (0.9%), and American Indian/Alaska Native (1.0%).

Additionally, Healthy People 2020 states that approximately 20% of U.S. children and adolescents are affected by mental health disorders during their lifetime. Often, symptoms of anxiety disorders emerge by age 6, behavior disorders by age 11, mood disorders by age 13, and substance use disorders by age 15. Also, 15% of high school students have seriously considered suicide, and 7% have attempted to take their own life. Mental health disorders among children and adolescents can lead to school failure, alcohol or other drug abuse, family discord, violence, and suicide.

Partners

The partners for this intervention include:

Agency	Person	Role
Foothills Health District	Healthy Communities Coordi	Lead
McDowell County Health Coalition	All members	Collaborate and support
McDowell County Schools	Students, parents, faculty, and staff	Represent target population

Work Plan

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Ensure community buy-in to provide programs/trainings. Talk to the County School faculty and staff, local law enforcement (School Resource Officers), child care personnel, etc.	Staff time Ability to travel around the County	Foothills Health District in collaboration with the McDowell Health Coalition	January 31, 2020
Seek and secure funding to provide mental health programs and/or gatekeeper training. Talk to funders and grantors.	Staff time Access to internet, email, and phone	Foothills Health District in collaboration with the McDowell Health Coalition	July 31, 2020
Once funding is secured, plan several opportunities to provide training and/or deliver the mental health program to the target population. Include logistics such as place, time, food to be provided, technical equipment, writing utensils etc.	Staff time	Foothills Health District in collaboration with the McDowell Health Coalition	January 31, 2021
Invite attendees, promote the trainings and implement several training opportunities throughout the county.	Staff time Print materials Promotional materials Funding for: print costs, training venue/location, refreshments/food, training materials, writing instruments, Technical equipment	Foothills Health District in collaboration with the McDowell Health Coalition	January 31, 2022
Survey training participants on their perception of the value of the skills learned and evaluation of the trainings/programs in terms of when they were offered, locations, persons invited to attend and who else should be invited.	Staff time Surveys	Foothills Health District in collaboration with the McDowell Health Coalition	July 31, 2022
Analyze survey results	Staff time	Foothills Health District in collaboration with the McDowell Health Coalition	December 31, 2022
Implement suggestions made by participants and modify efforts, if necessary, to engage diverse sectors of the target population.	Staff time	Foothills Health District in collaboration with the McDowell Health	June 2023

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
		Coalition	

Evaluation & Sustainability

Evaluation Plan:

We plan to evaluate the impact of this intervention through the use of Results-Based Accountability™ to monitor specific performance measures. We will be monitoring How Much, How Well and/or Better Off Performance Measures. Our evaluation activities will be tracked in the Work Plan table, above.

Sustainability Plan:

The following is our sustainability plan for [insert program type]:

- Sustainability Component:
 - Use program performance measures to ensure ongoing effectiveness and demonstrate successes to funders and other key stakeholders.
 - Communicate and engage diverse community leaders and organizations.
 - Identify champions who strongly support the program.
 - Establish a consistent financial base for the program.

PM	Mental Health	Number of schools that participated in a mental health program or training	-	-	-	-
PM	Mental Health	Percentage of persons who report a valued skill was learned or valuable knowledge obtained because of the provided mental health program or training	-	-	-	-
PM	Mental Health	Number of persons who participated in a mental health program or training	-	-	-	-

Substance Use Including Tobacco - Long Term CHIP

R	Substance Use	People in McDowell County feel supported and are connected to care.	Most Recent Period	Current Actual Value	Current Trend	Baseline % Change
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Alignment

Substance abuse including tobacco and the related result people in McDowell County are connected to care is aligned with the following Healthy NC 2020 Focus Areas/ Objectives.

- Reduce the percentage of individuals aged 12 years and older reporting any illicit drug use in the past 30 days
- Decrease the percentage of high school students reporting current use of any tobacco product

Experience and Importance

How would we experience people in recovery from substance abuse being connected to care in our community?

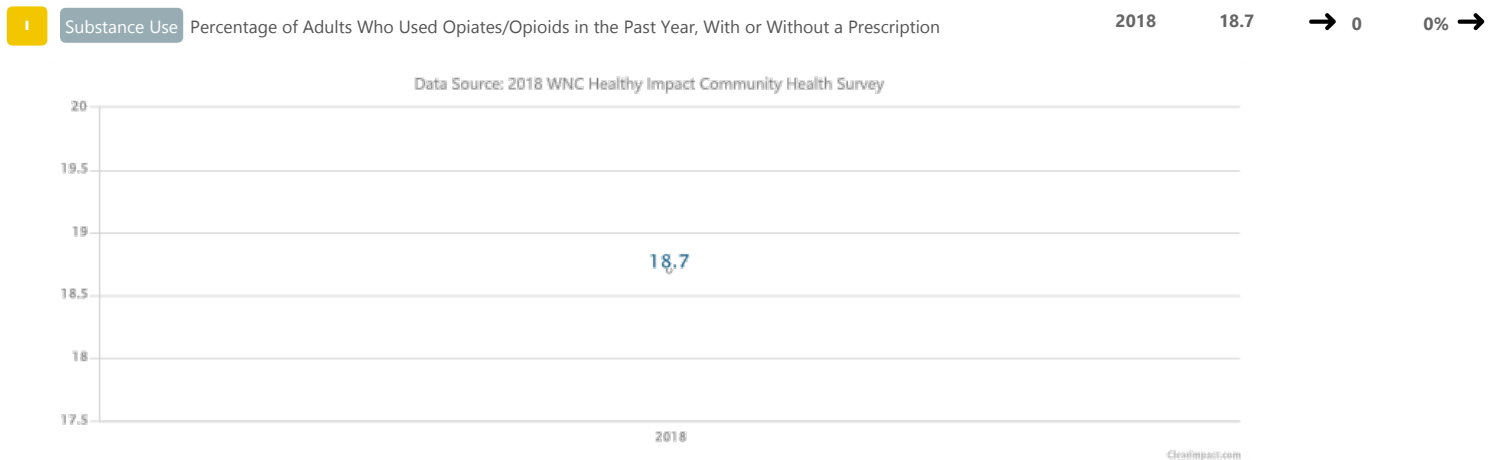
When this result is achieved, we will see many more healthy, joyful and active people in their communities with higher utilization of parks, greenways and trails, which are clean, tobacco-free and vibrant. Children will be united with their families and a decrease in foster care will be seen. Working adults will also have the opportunity to obtain steady and better paying jobs, which will also allow for safe and stable housing.

What information led to the selection of this health issue and related result?

Healthy People 2020 explains that several biological, social, environmental, psychological, and genetic factors are associated with substance abuse. These factors can include gender, race and ethnicity, age, income level, educational attainment, and sexual orientation. In 2009, people age 18 to 25 had the highest rates of current drug use of any age group, at 21.2%. This is largely driven by the widespread use of marijuana among this age group (18.1%).

Although cancer is the leading cause of death overall for McDowell County residents, unintentional injuries are the leading cause of death for young adults ages 20-39. The rate of unintentional injuries has steadily increased since 2009 and is significantly higher than the state rate. Of the 26 unintentional poisoning deaths in the county during 2009-2013, 96% were due to medication or drug overdoses – significantly higher than both the WNC and state averages.

Substance abuse emerged as a health priority during the 2015 Community Health Assessment. During the 2018 Community Health Assessment, the community decided to expand this health priority to include tobacco. According to Healthy People 2020, individuals with less education and those with lower incomes are more likely to smoke. People with less than a high school education are three times as likely to smoke as college graduates (30.9% versus 10.1% in 2009), and those with higher incomes are less likely to smoke (10.4% among those making \$75,000 or more versus 29.4% among those making less than \$15,000 in 2009). People who smoke die approximately 13 to 14 years earlier than people who do not smoke.



Story Behind the Indicator

The "Story Behind the Curve" helps us understand why the data on substance and tobacco use is the way that it is in our community. When we understand the root causes of our community problems, we have a better chance of finding the right solutions, together.

What's Helping? *These are the positive forces at work in our community and beyond that influence this issue in our community.*

- Heightened community awareness that substance use is a problem
- Substance abuse education
- Collaboration among multiple stakeholders and community agencies
- The adult substance abuse subcommittee is working on reducing stigma and promoting recovery
- The youth substance abuse subcommittee is addressing youth prevention
- Annual recovery rallies in Marion
- Brandy's Project - peer support program

What's Hurting? *These are the negative forces at work in our community and beyond that influence this issue in our community.*

- Limited availability of services and local resources
- Easy access to drugs

- Isolation of individuals in rural communities
- Lack of affordable treatment options that are easily accessible
- The need for safe housing for people with an addictive history with environments conducive to recovery
- Transportation barriers

Partners With A Role To Play

Partners in our Community Health Improvement Process:

- Foothills Health District
- McDowell County Health Coalition
- WNC Healthy Impact

Partners with a Role in Helping Our Community Do Better on This Issue:

- McDowell County Health Coalition
- Mission McDowell Hospital
- McDowell Access to Care & Health (MATCH)
- Adult and Youth Substance Abuse Subcommittees

Strategies Considered & Process

The following actions have been identified by our partners community members as ideas for what can work for our community to make a difference on substance abuse and tobacco use.

Actions and Approaches Identified by Our Partners *These are actions and approaches that our partners think can make a difference on substance abuse and tobacco use..*

- Raise awareness of resources available
- Bring services to clients in settings they are already comfortable in
- Leverage the Workforce Wellness program to encourage employers to support recovery for their employees
- Create more discrete ways to access help
- Build trusting relationships with individuals who need recovery services and/or treatment

What is Currently Working in Our Community *These are actions and approaches that are currently in place in our community to make a difference on substance abuse and tobacco use.*

- Brandy's Project - peer support program
- Substance abuse prevention work being done by the subcommittee
- Peer Group Connections at McDowell High School
- Work being done by the Re-entry Council to address the barriers faced by individuals re-integrating into the community after having served time
- Merchant education regarding tobacco products

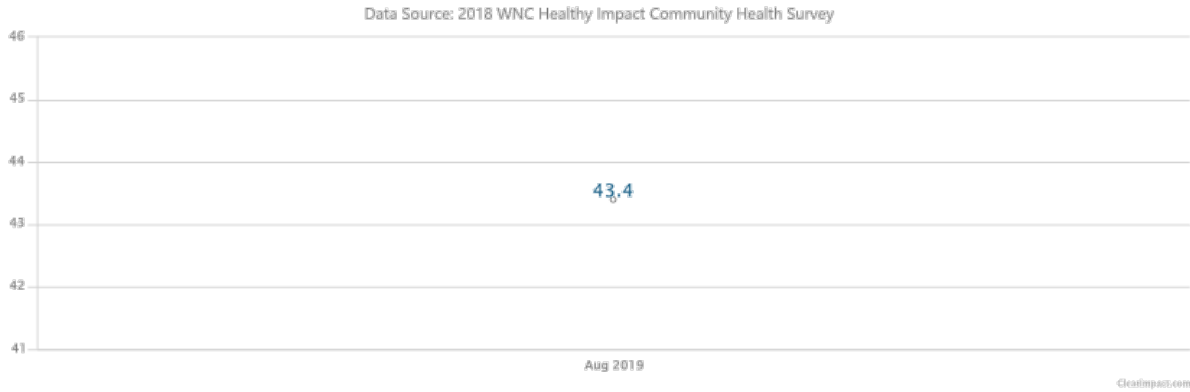
Evidence-Based Strategies *These are actions and approaches that have been shown to make a difference on substance abuse and tobacco use.*

Name of Strategy Reviewed	Level of Intervention
Combat stigma against seeking help for substance abuse	Individual/interpersonal behavior; Organizational; Worksites
Implement evidence-based healthful living curricula in schools	Organizational; Schools, child care

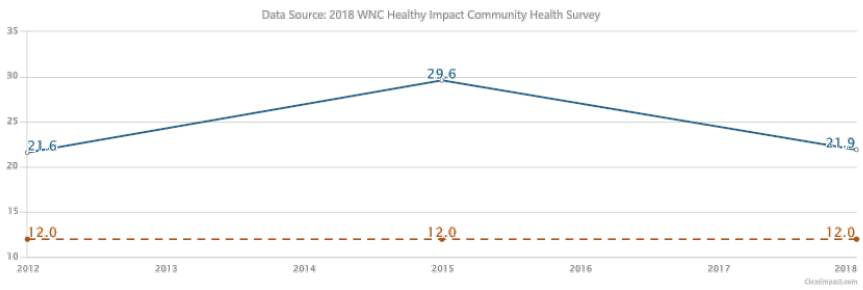
What Community Members Most Affected by Substance Abuse Including Tobacco Say These are the actions and approaches recommended by members of our community who are most affected by substance abuse and tobacco use

- Increase substance abuse awareness and education in terms of addiction being a disease that requires treatment
- Being connected to resources and treatment is imperative
- Peer support is extremely valuable in helping individuals achieve recovery

I Substance Use Percentage of Adults Who's Life Has Been Negatively Affected by Substance Abuse (by Self or Someone Else) Aug 2019 43.4 → 0 0% →



I Tobacco Prevalence of Current Smokers 2018 21.9 ↓ 1 1% ↑



Year	Value	Change	Target	% Change
2018	21.9	↓ 1	12.0	1% ↑
2015	29.6	↑ 1	12.0	37% ↑
2012	21.6	→ 0	12.0	0% →

Narrative

Data Source: 2018 WNC Healthy Impact Community Health Survey

Healthy People 2020 target: 12.0% or lower

P Substance Use Combat stigma against seeking help for substance abuse.

Time Period	Current Actual Value	Current Trend	Baseline % Change
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What Is It?

Combating the stigma against seeking help for substance abuse was identified as an action that - when combined with other actions in our community - has a reasonable chance of making a difference in substance abuse in our community. This is an ongoing program in our community. Worksite Wellness has gained heightened interest by community leaders and employers alike, but the focus has been geared more towards managing weight, chronic diseases and tobacco cessation. With the increased recognition of substance use disorder, incorporating support for treatment and recovery services for substance abuse into worksite wellness has become vital.

The priority population/customers for this intervention are working adults, and the intervention aims to make a difference at the individual/interpersonal behavior, organizational/policy, and environmental change level. Implementation will take place in worksites. Manufacturing is the largest sector of employment in McDowell County with over 6,100 employees followed by retail trade and health care and social assistance (1,858 and 1,447 respectively).

According to Healthy North Carolina 2020, young adults aged 18-25 years are more likely to report illicit drug use than people of other ages (19.5% versus 9.8% for those aged 12-17 and 5.6% for those aged 26 and older in 2007-2008). In McDowell County when looking at the leading causes of death by age group, other unintentional injuries is ranked number one as the leading cause of death followed by suicide and cancer, all sites, for young adults ages 20-39.

Moreover, substance abuse has adverse consequences for families, communities, and society. People who suffer from abuse or dependence are at risk for premature death, comorbid health conditions, injuries and disabilities. Nearly half (43.4%) of McDowell County residents indicated that their life has been negatively affected by substance abuse (by self or someone else) and 23.8% have experienced household substance abuse prior to age 18, an Adverse Childhood Experience.

Partners

The partners for this [insert program type] include:

Agency	Person	Role
Foothills Health District	Yanet Cisneros	Support
McDowell County Health Coalition	All members	Support
Workforce Wellness Program - Isothermal Planning and Development Commission	Program Director	Lead

Work Plan

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Identify worksites already participating in the Workforce Wellness program	Staff time	Workforce Wellness Program Director in collaboration	December 31, 2019
Explore worksite's willingness to encourage employees to seek help for substance use disorder and create the first cohort of worksites.	Staff time	Workforce Wellness Program Director in collaboration with the Foothills Health District and McDowell Health Coalition	July 31, 2020
Utilize an assessment tool to better understand the extent to which employers have implemented evidence-based health promotion interventions in their worksites.	Staff time Assessment tool (i.e. CDC Scorecard)	Workforce Wellness Program Director	January 31, 2021
Utilize an assessment tool to better understand the gaps in health promotion interventions experienced by employees at their worksite.	Staff time Assessment tool (ex: employee survey)	Workforce Wellness Program Director in collaboration with the Foothills Health District and McDowell Health Coalition	July 31, 2021
Analyze the employer and employee assessments.	Staff time	Workforce Wellness Program Director in collaboration with the Foothills Health District and McDowell Health Coalition	October 31, 2021
Provide worksites with community resource lists, educational materials, technical assistance, information about local training opportunities, etc. to best help employees obtain the help they need and improve worksite health promotion interventions.	Staff time Print material and funding for print material.	Workforce Wellness Program Director in collaboration with the Foothills Health District	January 31, 2023
Ask employers and employees to complete surveys once the program has been completed with each worksite to obtain data for evaluation	Staff time	Workforce Wellness Program Director in collaboration	April 31,

Activity has been completed with each worksite to obtain data for evaluation purposes.	Resources Needed Print surveys	Agency/Person Responsible Director in collaborations with the Foothills Health District	Target Completion Date 2023
Analyze the data provided by the surveys.	Staff time Tracking system of survey data	Workforce Wellness Program Director in collaborations with the Foothills Health District	August 31, 2023
Identify new worksites in the county that are interested in this same intervention, create a 2nd cohort and start the process over again.	Staff time	Workforce Wellness Program Director in collaborations with the Opioid Implementation Taskforce	January 31, 2024

Evaluation & Sustainability

Evaluation Plan:

We plan to evaluate the impact of this intervention through the use of Results-Based Accountability™ to monitor specific performance measures. We will be monitoring How Much, How Well and/or Better Off Performance Measures. Our evaluation activities will be tracked in the Work Plan table, above.

Sustainability Plan:

The following is our sustainability plan:

- Sustainability Component:
 - Use program performance measures to ensure ongoing effectiveness and demonstrate successes to funders and other key stakeholders.
 - Communicate and engage diverse community leaders and organizations.
 - Identify champions who strongly support the program.

PM	Substance Use	Number of employees who report confidence and ability to access substance abuse help because of the Workforce Wellness program	-	-	-	-
PM	Substance Use	Number of Work-sites who participated in a Workforce Wellness program	-	-	-	-
PM	Substance Use	Number of employees who participated in a Workforce Wellness program and focused on substance abuse	-	-	-	-

P	Tobacco	Stay up-to-date on evidence-based clinical preventive screenings, counseling, and treatment guidelines.	Time Period	Current Actual Value	Current Trend	Baseline % Change
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What Is It?

Advocating for community members to stay up to date on evidence-based clinical preventive screenings, counseling and treatment guidelines was identified as an action that - when combined with other actions in our community - has a reasonable chance of making a difference in substance abuse and tobacco use in our community. This is an ongoing program in our community that has demonstrated that raising awareness on key issues is instrumental to the wellbeing of a community; however, in McDowell County, it has been proven that disseminating information across the county to the different regions and different population groups is difficult. This intervention needs a more concentrated approach.

This intervention will include a mass media campaign to communicate to the general public about the importance of clinical preventive screenings, counseling and treatment, especially for individuals who are current or former smokers. The campaign will utilize diverse media outlets such as newspapers, magazines, radio, television, and the internet. By utilizing diverse avenues for disseminating information, our intervention aims to reach folks of all economic statuses and educational backgrounds as well as those with or without internet service. Additionally, health education will be incorporated at health fairs and other community events to include a portion on the importance of clinical preventive screenings, counseling and treatment.

The priority population/customers for this intervention are current smokers, and the intervention aims to make a difference at the individual/interpersonal behavior level. Implementation will take place in the community/public setting.

Healthy North Carolina 2020 reveals that an estimated 13,000 North Carolinians aged 35 years of older died from a smoking-related cause each year during 2005-2009. North Carolina has the 14th highest smoking prevalence in the nation. Although overall smoking rates among adults in the state have dropped in the past decade, North Carolina still lags behind the national average. In McDowell County 21.9% of residents are current smokers, greater than the Healthy People 2020 target of 12% or lower. More residents in McDowell county are smokers than that of the WNC region (19.0%), the state (17.9%) and the country (16.3%). Further, 9.7% of residents use smokeless tobacco – again, greater than the Healthy People 2020 target of 0.3% or lower, and significantly higher than that of all comparator jurisdictions. Also, the newer phenomena of e-cigarettes has reached a new height and currently 5.4% of McDowell County residents are e-cigarette users. Finally, 14.0% of residents surveyed indicate that they have breathed someone else’s cigarette smoke at work in the past week.

Moreover, individuals with less education and those with lower incomes are more likely to smoke. People with less than a high school education are three times as likely to smoke as college graduates and those with higher incomes are less likely to smoke (10.4% among those making \$75,000 or more versus 29.4% among those making less than \$15,000 in 2009). Among the total population age 25 and older, McDowell County has a 35.2% high school graduation rate, 21.9% some college with no degree and 14.6% who have a bachelor’s degree or higher. The U.S. Census Bureau shows that in 2016 the median family income was \$45,431 and the per capita income was \$19,233. Lastly, 20.0% of the total population is below poverty level, which is higher than both the WNC region (16.5%) and the state (16.8%).

Partners

The partners for this [insert program type] include:

Agency	Person	Role
Foothills Health District	Yanet Cisneros	Lead, Support
McDowell Health Coalition	Members	Support
Mission McDowell Hospital	Community Connections	Support
McDowell Access to Care & Health	Team	Support

Work Plan

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Community research to identify all available screenings, counselings, treatments, and other resources - including free and low-cost.	Staff time Ability to travel the county, if needed	Foothills Health District	March 31, 2020
Identify community partners who would like to be part of the planning phase and development of promotional materials	Staff time	Foothills Health District	July 31, 2020
Seek and secure funding for promotional materials, printing cost, etc. This may be through community stakeholders, grants, etc.	Staff time Internet Access	Foothills Health District in collaboration with other community partners as they are identified	January 31, 2021
Develop printed materials	Staff time Funding for print and designing costs	Foothills Health District in collaboration with other community partners as they are identified	April 30, 2021
Implement a community-wide messaging campaign	Staff time Promotional materials Social media platforms Ability to travel the county Volunteers	Foothills Health District in collaboration with other community partners as they are identified	December 31, 2021

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
	Funding for media costs such as ads, brochures, billboards, etc.		
Survey community members in many settings to assess reach of messaging campaign (example: mail surveys, grocery stores, faith communities, health fairs, etc.)	Staff time Volunteers Ability to travel the county Printing of surveys Writing tools	Foothills Health District in collaboration with other community partners as they are identified	June 30, 2022
Gather other information related to reach of the messaging campaign via social media (example: track Facebook performance)	Staff time	Various collaborating agencies	September 31, 2022
Analyze surveys	Staff time Volunteers	Various collaborating agencies	January 31, 2023
Modify/identify new strategies to advocate for current/former smokers to obtain clinical preventive screenings, counseling and treatment.	Staff time	Various collaborating agencies	July 31, 2023
Continuously incorporate health education at health fairs and other community events where there is interaction with the public.	Staff time	Various collaborating agencies	July 31, 2023
Continuously promote QuitLine NC	Staff time Promotional materials Funding for printing costs associated with promotional materials	Various collaborating agencies	July 31, 2023

Evaluation & Sustainability

Evaluation Plan:

We plan to evaluate the impact of this program through the use of Results-Based Accountability™ to monitor specific performance measures. We will be monitoring How Much, How Well and/or Better Off Performance Measures. Our evaluation activities will be tracked in the Work Plan table, above.

Sustainability Plan:

The following is our sustainability plan for the intervention:

- Sustainability Component:
 - Communicate and engage diverse community leaders and organizations,
 - Identifying champions who strongly support the intervention

PM	Tobacco	Percentage of community members reached by community-wide messaging campaign	-	-	-	-
PM	Tobacco	Number of people who received health information at health fairs regarding tobacco related preventive screenings, counseling and treatment	-	-	-	-
PM	Tobacco	Increase in number of participants utilizing QuitLine NC	-	-	-	-

