

Community Health Action Plan 2016 (year)

County: Cleveland

Period Covered: 2016-18

Partnership/Health Steering Committee, if applicable: Alliance for Health in Cleveland County, Inc.; Eat Smart Move More Coalition

Community Health Priority identified in the most recent CHA: Physical Activity and Nutrition

Local Community Objective: (Working description/name of community objective) **PAN Initiative for Cleveland County**

(check one): New Ongoing (addressed in previous Action Plan)

- **Baseline Data:** (State measure/numerical value. Include date and source of current information): 14.5% of children in Cleveland County ages 2-18 were overweight and 23.3% were classified as obese in 2009 – data from 2009 Physical Activity and Nutrition Branch of the North Carolina Division of Public Health; 2010 survey of children ages 9-14 revealed that participating students spent an average of 28 minutes daily in moderate to vigorous physical activity compared to an average sedentary time of 3.3 hours per day; same group of children played video or computer games 2.85 hours per day – data from 2010 Eat Smart Move More Community Grant Survey results; grant ended 2012 with no additional results reported; 2009-10 CHAMPS (Child Health Assessment and Monitoring Program) data indicated that a minimum of 25% of children ages 2-17 years of age were overweight or obese yet 93.9% of parents responded that no health professionals had told them during previous twelve months that their children were overweight; 13.2% of 2011 CHA respondents (all over 18 years of age) indicated that they never got 30 minutes of physical activity on a daily basis; 11.0% of CHA respondents indicated that they ate five or more servings of fruits and vegetables on a daily basis; data from the 2011 Behavior Risk Factor Surveillance System for the Piedmont Region indicated that 63.2% of adults in the region had a body mass index greater than 25.0 which classifies them as overweight or obese
- **For continuing objective provide the updated information:** (State measure/numerical value. Include date and source of current information): 12.0% of 2-4 year olds in Cleveland County were classified as overweight (>=85th to <95th percentile) and 12.1% were classified as obese (>=95th percentile) in the 2012 NC Nutrition and Physical Activity Surveillance System using data from public health-sponsored WIC clinics compared to 14.9% classified as overweight and 14.5% as obese state-wide; no data was presented in the 2012 PAN survey for school-age children; 2012 CHAMPS (Child Health Assessment and Monitoring Program) data presented on a state-wide basis indicated 19.1% of children were overweight and 17.3% were obese; data analysis showed 7.6% of 6th – 8th grade students and 18.5% of 9th – 12th grade students were overweight or obese; 93.2% of parents indicated that no health professionals had told them during the previous twelve months that their children were overweight; 2012 CHAMPS survey indicated that 5.6% of children under 18 spent less than one hour daily using any combination of TV, DVD, video game, computer, cell phone or other hand held electronic device, 43.8% from one to two hours daily, 32.4% from two to four hours daily and 17.2% four or more hours daily; 2015 CHA respondents indicated that 33.2% of children in their homes spend one to four hours daily on electronic devices and on 4.4% spent from five to nine hours daily; 21.46% of 2015 CHA respondents indicated that they never got at least 30 minutes of physical activity on a daily basis; 11.5% of 2015 CHA respondents reported eating five or more servings of fruits and vegetables on a daily basis; data published by the Community & Clinical Connections for Prevention and Health Branch of the North Carolina Division of Public Health in July 2014 indicated that from 49.1% - 52.2% of Cleveland County residents did not meet the aerobic physical activity recommendations for 30 minutes daily compared to 53.2% for the state as a whole; that same data indicated that between 83.2% and 85.5% of Cleveland County residents did not consume five or more servings fruits or vegetables or beans daily compared to 86.3% for the state; finally finally, between 57.8% and 62.6% of residents were overweight or obese compared to 65.1% for the state from the same report; comparable data was

reported in the 2016 County Health Rankings showing 32% of the adult population of the county as obese, 30% as physically inactive and 6.0% of the population having limited access to healthy foods defined as the percentage of population who are low-income and do not live close to a grocery store); 2016 County Health Rankings also indicated that 19% of the population of Cleveland County suffers from food insecurity defined as lacking adequate access to food

- **Healthy NC 2020 Objective** that most closely aligns with focus area chosen below: Increase the percentage of high school students who are neither overweight nor obese; increase the percentage of adults getting the recommended amount of physical activity; increase the percentage of adults who consume five or more servings of fruits and vegetables per day.

Population(s)

- I. **Describe the local target population that will be impacted by this community objective:** Children ages birth to five in Cleveland County (5,627) who are enrolled in licensed and regulated child care facilities; adults ages 25-64 numbering 50,592 or 51.5% of the population of the county – 77.4% are white (39,158) and 21.8% (11,029) are black/African-American
 - A. **Total number of persons in the target population specific to this action plan:** 2,051 children ages birth to five enrolled in licensed and regulated child care facilities (excluding Head Start, Early Start and NC-Pre-K classrooms; adults 25-64 years of age in the county
 - B. **Total number of persons in the target population to be reached by this action plan:** 40% (820) of children enrolled in licensed and regulated centers by the Healthy Child Care Facility Recognition strategy; 10% of adults ages 25-64 (5,059) enrolled in the strategies targeting the adult population
 - C. **Calculate the impact of this action plan:**

(Total # in B divided by total # in A) X 100% = 11.2% of the target population reached by the action plan.)

Healthy North Carolina 2020 Focus Area Addressed: Each of the two CHA priorities selected for submission must have a corresponding *Healthy NC 2020* focus area that aligns with your local community objectives.

- **Check below the applicable Healthy NC 2020 focus area(s) for this action plan.**

For more detailed information and explanation of each focus area, please visit the following websites:

<http://publichealth.nc.gov/hnc2020/foesummary.htm> AND <http://publichealth.nc.gov/hnc2020/>

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| <input type="checkbox"/> Tobacco Use | <input type="checkbox"/> Maternal & Infant Health | <input type="checkbox"/> Social Determinants of Health |
| <input checked="" type="checkbox"/> Physical Activity & Nutrition | <input type="checkbox"/> Substance Abuse | <input type="checkbox"/> Environmental Health |
| <input type="checkbox"/> Injury | <input type="checkbox"/> Mental Health | <input type="checkbox"/> Chronic Disease |
| <input type="checkbox"/> Sexually Transmitted Diseases/Unintended Pregnancy | <input type="checkbox"/> Infectious Disease/Foodborne Illness | <input type="checkbox"/> Cross-cutting |
| | <input type="checkbox"/> Oral Health | |

Selection of Strategy/Intervention Table

- *Complete this table for all strategies/interventions that you plan to implement.*
- *At least two of the three selected community health priorities must be from the 13 Healthy North Carolina 2020 (HNC 2020) focus areas. For these 2 priorities, there must be 2 evidence based strategies (EBS) for each action plan. (Insert rows as needed if you choose more than 2 EBS.)*

Strategy/Intervention(s)	Strategy/Intervention Goal(s)	Implementation Venue(s)	Resources Utilized/Needed for Implementation
<p>Name of Intervention: Healthy Child Care Facility Recognition</p> <p>Community Strengths/Assets: collaboration between Child Care Connections and Cleveland County Public Health Center to address healthy food choices and enhancement of physical activity interaction; oversight provided by Eat Smart Move More Coalition</p>	<p>S.M.A.R.T Goals:</p> <p>Specific: A health educator from the Cleveland County Public Health Center and a technical assistance specialist from Child Care Connections will work with a minimum of five licensed and regulated child care centers and homes annually to improve food choices, increase levels of physical activity and improve policies for the individual center/home. Each participating facility will receive training in the Color Me Healthy and Be Active! curricula, receive either a physical activity kit or nutrition education kit as an incentive for participation, be recognized annually at the Child Care Connections awards event and receive one raised garden bed for use with enrolled children.</p> <p>Measureable: Each participating facility will complete a year-long study of the selected indicators and develop policies and procedures to support this recognition.</p> <p>Attainable: Each participating facility will participate in the Child Care Connections Quality Sustainability program to ensure adherence to the benchmarks established for each facility.</p> <p>Relevant: Changes made in food choices and physical activity at an earlier age are more likely to be accepted and maintained throughout life.</p> <p>Time-bound: A minimum of five new facilities shall participate in the recognition program annually</p>	<p>Target Population(s): Children ages birth to five enrolled in licensed and regulated child care facilities in Cleveland County</p> <p>Venue: Licensed and regulated child care facilities in Cleveland County</p>	<p>Resources Needed: Health educator and Child Care Connections staff member to coordinate program, monitor facility progress, teach Color Me Healthy and Be Active!, order materials, and coordinate building of raised garden beds</p> <p>Supplies: curriculum for Color Me Healthy and Be Active!, incentives for participating facilities</p> <p>Funding: Support for salaries for positions, purchase of incentives</p> <p>In-Kind: Office and storage space for health educator and materials, access to copier, IT support</p>

<p>Name of Intervention: School Community Gardens</p> <p>Community Strengths/Assets: Active oversight by Eat Smart Move More Coalition, support from Cleveland County Schools for garden space and on-site coordinator, willing volunteers from Master Gardener program to support maintenance of garden plots</p>	<p>S.M.A.R.T Goals:</p> <p>Specific: Build and maintain permanent raised garden beds at school sites across the county to teach students about process of raising food and healthy food choices; CCPHC will contract with a community coordinator to manage program at schools wishing to participate; participating schools provided with <u>Got Veggies!</u> curriculum for classroom use</p> <p>Measureable: Success measured in pounds produced at each garden site from basic spring-summer-fall vegetables; produce distributed to students to take home OR distributed to community agencies for use in feeding programs</p> <p>Attainable: Permanent beds constructed on template using concrete blocks and clean composted soil; easily replicated and maintained; produce distribution managed through school administrators or program coordinator</p> <p>Relevant: 6% of county's population does not have access to healthy foods; produce goes to families at school sites whose children are on free or reduced lunch program</p> <p>Time-Bound: Intervention operates year round</p>	<p>Target Population(s): Students enrolled in Cleveland County Schools and family members</p> <p>Venue: Schools may choose to participate in the program – currently have 12 sites across the county</p>	<p>Resources Needed: Program coordinator contracted with Alliance for Health in Cleveland County; materials to build and maintain beds; materials for planting (seeds and plants) most often provided in-kind by local farmers; Funding to pay contract coordinator provided by Alliance for Health Cleveland County Public Health Center provides staff support from health education unit to monitor gardens and record outcomes annually</p>
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<p>Name of Intervention: Step One Challenge</p> <p>Community Strengths/Assets: Walking program offered free of charge to county residents; requires investment of time among participants and good walking shoes; modeled on 10,000 steps a day program to enhance physical activity levels among county residents; combines walking with teams and a 5K/Fun Run event to enhance interest in higher levels of physical activity</p>	<p>S.M.A.R.T Goals:</p> <p>Specific: The Step One Challenge is a county-wide walking contest offered to all county residents age 12 and over. Participants walk for six weeks in teams of 3-6 people and record their steps. For a fee, participants may run in a 5K event which serves as the kick-off to the walking contest.</p> <p>Measureable: Participant walking logs are turned in to team captains at the close of the six-week period. Teams having the highest average number of steps are declared winners and offered prizes.</p> <p>Attainable: There is no fee to participate in the walking contest and pedometers are provided to each participant.</p> <p>Relevant: The contest is designed to involve individuals in an easily accessible physical activity – to encourage more residents of the county to be physically active at least 30 minutes daily.</p> <p>Time-Bound: The contest is held in late summer-early fall annually and lasts for six weeks.</p>	<p>Target Population(s): Adults ages 25-64 in Cleveland County</p> <p>Venue: Participants may walk at a place of their own choosing in the county as long as they record their steps.</p>	<p>Resources Needed:</p> <p>A health education specialist to coordinate the contest – register teams, prepare team packets and distribute them, replace pedometers that malfunction, record contest results and report to the public. CCPHC staff also organize and carry out the 5K/Fun Run event.</p> <p>Supplies needed: pedometers for participants in the walking contest, registration materials, prizes for 5K/Fun Run and for walking contest team winners</p> <p>In-kind support provided by CCPHC in staff time and access to copiers/computers; IT support for race registration and team records</p>
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<p>Name of Intervention: Teaching Kitchen Nutrition Classes</p> <p>Community Strengths/Assets: Teaching kitchen for Cleveland County Public Health Center provided by the Alliance for Health in Cleveland County; collaboration with nutritionists in WIC program to develop and implement classes on nutrition/cooking topics; support from Alliance for Health for cooking-related incentives and purchase of ingredients for each class; support from NC Cooperative Extension Service for assistance in implementing classes</p>	<p>S.M.A.R.T Goals:</p> <p>Measureable: Cleveland County Public Health Center health educators and WIC staff will develop and implement a series of monthly basic nutrition/cooking classes offered in the Teaching Kitchen on site for individuals enrolled in public health programs. Each class will serve 10 individuals for a minimum of 45 minutes on topics selected by participants.</p> <p>Measurable: Class logs will be maintained to assess the number of participants served and the topics covered; satisfaction surveys will be used to evaluate the classes.</p> <p>Attainable: WIC participants are the primary topic of this intervention serving 701 adults and 1,381 children. With classes pre-scheduled to coincide with WIC appointments it is feasible to project serving a minimum of 150 participants annually.</p> <p>Relevant: 6% of the county's population does not have easy access to healthy food options and many rely on the fast food establishments in the county to feed their families. It is critical to teach basic cooking and nutrition skills to a high-risk population to improve food choices.</p> <p>Time-Bound: Classes are under development currently using information from potential participants surveyed by WIC staff. Classes will begin no later than November 2016 and run monthly with evaluation occurring at each class.</p>	<p>Target Population(s): Adults enrolled in the WIC program at the Cleveland County Public Health Center – potential base of 701 adults</p> <p>Venue: Alliance for Health Teaching Kitchen at the Cleveland County Public Health Center</p>	<p>Resources Needed: Health Educator and Nutritionist from the Cleveland County Public Health Center to plan, implement and evaluate nutrition/cooking classes; Supplies for classes – food and incentives for participants; Support from the Alliance for Health for food purchases, provision of incentives, basic supplies for kitchen</p> <p>In-kind support from CCPHC for health educator and nutritionist, office space, access to copier and IT support</p>
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<p>Name of Intervention: CDC Worksite Health ScoreCard</p> <p>Community Strengths/Assets: Collaboration with worksites of all sizes to assess current options and potential for improving/enhancing worksite wellness; ability to work with any size business; access to business/industry data base from Cleveland County Chamber; ability to impact health and wellness programs without requiring massive inputs of financial resources</p>	<p>S.M.A.R.T Goals:</p> <p>Measureable: Cleveland County Public Health Center health educators will conduct at least two events annually using the CDC Worksite Health ScoreCard to measure the status and impact of worksite health and wellness programs. Health educators will collaborate with participating business to develop baseline measures on 16 indicators and make recommendations for improvement</p> <p>Measurable: Worksite Health Scorecard measures status on 16 benchmarks – conducted annually to mark changes/improvements in health and wellness programs</p> <p>Attainable: Easily conducted with worksites of all sizes; does not require funding to implement improvements but supports policy changes in the worksite</p> <p>Relevant: Impacts employees at the worksite where they are most easily reached; provides basic information on health and wellness issues, especially chronic disease</p> <p>Time-Bound: A minimum of two and a maximum of four assessments will be conducted annually with recommendations provided after analyzing the benchmark scores</p>	<p>Target Population(s): Businesses of all sizes</p> <p>Venue: Cleveland County, NC</p>	<p>Resources Needed: Cleveland County Public Health Center will provide health educators to conduct and evaluate the results of the CDC Worksite Health ScoreCard and make recommendations to the participating partner; Supplies include copies of the ScoreCard, recommendations and resource lists for the businesses</p> <p>Funding from the Healthy Communities program to conduct the assessments</p> <p>Cleveland County Public Health Center provides staff, office space, access to copier and computer, IT support</p>
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Interventions Specifically Addressing Chosen Health Priority *(Insert rows as needed.)*

<u>INTERVENTIONS: SETTING, & TIMEFRAME</u>	<u>LEVEL OF INTERVENTION CHANGE</u>	<u>COMMUNITY PARTNERS' Roles and Responsibilities</u>	<u>PLAN HOW YOU WILL EVALUATE EFFECTIVENESS</u>
<p>Intervention: Healthy Child Care Facility Recognition</p> <p><input type="checkbox"/> New <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Completed</p> <p>Setting: Licensed and regulated child care facilities in Cleveland County</p> <p>Target population: Children ages birth to five enrolled in licensed and regulated child care facilities in Cleveland County</p> <p>New Target Population: <input type="checkbox"/> Y <input checked="" type="checkbox"/> N</p> <p>Start Date – End Date (mm/yy): July 2016 – June, 2018</p> <p>Targets health disparities: <input checked="" type="checkbox"/> Y <input type="checkbox"/> N</p>	<p><input checked="" type="checkbox"/> Individual/Interpersonal Behavior</p> <p><input checked="" type="checkbox"/> Organizational/Policy</p> <p><input type="checkbox"/> Environmental Change</p>	<p>Lead Agency: Cleveland County Public Health Center</p> <p>Role: provide health educator to coordinate program activities</p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p>Target population representative: Tina Williams</p> <p>Role: Technical Assistance Specialist from Child Care Connections to assist in selection of facilities, implementation and evaluation of intervention</p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p>Partners: Eat Smart Move More Coalition members</p> <p>Role: Administrative oversight for initiative; policy review when appropriate; assistance in marketing intervention</p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p>How you market the intervention: Marketed through Child Care Connections bi-monthly newsletter to all child care facilities in Cleveland County – tied to Quality Sustainability</p>	<p>Expected outcomes: At least five licensed and regulated child care facilities will participate in the initiative annually and will improve/adopt policies supporting healthy food choices, enhanced physical activity opportunities, and tobacco-free environments; each participating facility will train on the Color Me Healthy and Be Active! curricula; each participating facility will receive either a physical activity kit or nutrition education kit for use in their classrooms as well as the opportunity for a raised garden bed to teach children and staff about growing vegetables</p> <p>Anticipated barriers: Any potential barriers? <input checked="" type="checkbox"/> Y <input type="checkbox"/> N If yes, explain how intervention will be adapted: Potential barrier may be enlisting the full support of the staff of participating facilities – adaptation for participation will come from center owners and directors as well as Child Care Connections staff</p> <p>List anticipated intervention team members: Health educators from Cleveland County Public Health Center, technical assistance specialist from Child Care Connections, contracted garden coordinator funded by Alliance for Health, Eat Smart Move More Coalition members</p> <p>Do intervention team members need additional training? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N If yes, list training plan: _____</p> <p>Quantify what you will do: Intervention will be provided to a minimum of five licensed and regulated child care facilities on an annual basis with specific programming and policy development assistance provided by intervention team members; participating facilities will receive incentives and recognition for their participation</p> <p>List how agency will monitor intervention activities and feedback from participants/stakeholders: Health educator and technical assistance specialist will make monthly visits to participating centers for observation and review of training logs, policies, signage, etc. Participating facilities will complete an annual survey to measure satisfaction with the assistance provided and suggestions for intervention improvement</p>

		<p>Project of Child Care Connections; marketed through Eat Smart Move More Coalition members whose children attend child care facilities; posted on Cleveland County Public Health Center web site</p>	<p>Evaluation: Please provide plan for evaluating intervention: Part of evaluation provided by Child Care Connections as part of the Quality Sustainability program; evaluation includes monitoring of policy development and implementation, staff training completed, use of incentive materials in the classroom, classroom observations</p>
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Interventions Specifically Addressing Chosen Health Priority *(Insert rows as needed.)*

<u>INTERVENTIONS: SETTING, & TIMEFRAME</u>	<u>LEVEL OF INTERVENTION CHANGE</u>	<u>COMMUNITY PARTNERS' Roles and Responsibilities</u>	<u>PLAN HOW YOU WILL EVALUATE EFFECTIVENESS</u>
<p>Intervention: School Community Gardens</p> <p><input type="checkbox"/> New <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Completed</p> <p>Setting: Public schools in Cleveland County</p> <p>Target population: Students enrolled in the 29 public school sites in Cleveland County</p> <p>New Target Population: <input type="checkbox"/> Y <input checked="" type="checkbox"/> N</p> <p>Start Date – End Date (mm/yy): July, 2016 – June, 2018</p> <p>Targets health disparities: <input checked="" type="checkbox"/> Y <input type="checkbox"/> N</p>	<p><input checked="" type="checkbox"/> Individual/Interpersonal Behavior</p> <p><input checked="" type="checkbox"/> Organizational/Policy</p> <p><input checked="" type="checkbox"/> Environmental Change</p>	<p>Lead Agency: Alliance for Health in Cleveland County, Inc.</p> <p>Role: Provide funding for contract project coordinator; purchase materials and supplies when needed</p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p>Target population representative: Julie Weathers</p> <p>Role: Community coordinator for garden project – liaison to school administrators; responsible for building and maintenance of gardens</p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p>Partners: Cleveland County Schools staff</p> <p>Role: Designated liaison at each school having a school-community garden to monitor garden upkeep and gather produce as needed</p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p>Partners: Eat Smart Move More Coalition members</p> <p>Role: Support for garden project in provision of oversight,</p>	<p>Expected outcomes: Raised bed gardens will be developed and maintained at a minimum of 18 of 29 potential school sites in Cleveland County; each school will have from three to six permanent raised beds; each school will receive a copy of the Got Veggies! curriculum for classroom use; contract project coordinator will build and assist in planting and maintaining beds on a three-season basis; produce will be distributed to students as deemed appropriate by school administrators; excessive produce will be distributed to community agencies for feeding programs</p> <p>Anticipated barriers: Any potential barriers? <input checked="" type="checkbox"/> Y <input type="checkbox"/> N If yes, explain how intervention will be adapted: Weather may be a barrier – gardens equipped with rain barrel collection systems and access to water, but drought may impact production and participation; failure to identify a school liaison may be a barrier – potentially if the school has a volunteer bank, a liaison may be identified</p> <p>List anticipated intervention team members: Alliance for Health board members, Foothills Farmers’ Market board members, Cleveland County Schools staff and students, Eat Smart Move More Coalition members</p> <p>Do intervention team members need additional training? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N If yes, list training plan: _____</p> <p>Quantify what you will do: School community gardens consisting of from three to six permanent raised beds will be developed at a minimum of 18 school sites throughout Cleveland County; gardens will be planted spring, summer and fall with winter being a time for soil replenishment and maintaining beds; produce will be distributed to students and/or community agencies for feeding programs</p> <p>List how agency will monitor intervention activities and feedback from participants/stakeholders: Project coordinator will report to Alliance for Health board of directors and members of Eat Smart Move More Coalition on gardens built, maintained, produce grown and distributed; schools will complete</p>

		<p>assistance in marketing, provision of plants and seed</p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p>Partners: Master Gardeners of Cleveland County</p> <p>Role: Provision of labor for building and maintaining gardens</p> <p><input checked="" type="checkbox"/> New partner <input type="checkbox"/> Established partner</p> <p>How you market the intervention: First marketed directly to individual school principals, then to school staff to identify a liaison as a contact person; marketed to school web site, Alliance for Health publications, coalition members, Cleveland County Public Health Center web site; linked to Foothills Farmers' Market program for collaboration in distribution of excessive produce</p>	<p>annual surveys to measure distribution of produce to students, value added to classroom instruction and overall satisfaction with program</p> <p>Evaluation: Please provide plan for evaluating intervention: Evaluation includes pounds of produce grown and distributed, results of school surveys with staff</p>
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Interventions Specifically Addressing Chosen Health Priority *(Insert rows as needed.)*

<u>INTERVENTIONS: SETTING, & TIMEFRAME</u>	<u>LEVEL OF INTERVENTION CHANGE</u>	<u>COMMUNITY PARTNERS' Roles and Responsibilities</u>	<u>PLAN HOW YOU WILL EVALUATE EFFECTIVENESS</u>
<p>Intervention: Step One Challenge</p> <p><input type="checkbox"/> New <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Completed</p> <p>Setting: Cleveland County, North Carolina</p> <p>Target population: Adults 25-64 years of age</p> <p>New Target Population: <input type="checkbox"/> Y <input checked="" type="checkbox"/> N</p> <p>Start Date – End Date (mm/yy): July, 2016 – June, 2018</p> <p>Targets health disparities: <input checked="" type="checkbox"/> Y <input type="checkbox"/> N</p>	<p><input checked="" type="checkbox"/> Individual/Interpersonal Behavior</p> <p><input checked="" type="checkbox"/> Organizational/Policy</p> <p><input type="checkbox"/> Environmental Change</p>	<p>Lead Agency: Cleveland County Public Health Center health education unit</p> <p>Role: Plan, organize, implement and evaluate the Step One Challenge, a six-week long county-wide walking contest</p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p>Target population representative: Tyler McDaniel</p> <p>Role: Coordinator of the Step One Challenge, organizer of the 5K/Fun Run race to kick off the contest</p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p>Partners: Various partners from the business community in Cleveland County</p> <p>Role: Financial sponsorship for pedometers, printing, race medals, timing contract, and participant awards</p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p>How you market the intervention: Marketed through print media – brochures and</p>	<p>Expected outcomes: Between 750 and 1,000 individuals annually will register to participate in the six-week free walking contest; individuals will compete on teams of 3-6 participants with the team averaging the highest number of steps declared the winner; 5K race to kick off the walking contest with projected 65+ participants annually; Fun Run for children under age 8 with participation medals; anticipated that participants will recognize the ease of walking to enhance levels of physical activity</p> <p>Anticipated barriers: Any potential barriers? <input checked="" type="checkbox"/> Y <input type="checkbox"/> N If yes, explain how intervention will be adapted: Potential barriers include competition from other walking events/programs and races in the county – intervention will be evaluated annually for participation numbers and cost effectiveness</p> <p>List anticipated intervention team members: Cleveland County health educators and various business sponsors</p> <p>Do intervention team members need additional training? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N If yes, list training plan: _____</p> <p>Quantify what you will do: Annual free six-week walking contest open to county residents walking on teams of 3-6 individuals; prizes awarded to teams with highest average number of steps; plan for 750-1000 individuals annually to participate; annual 5K race and fun run to kick off walking contest</p> <p>List how agency will monitor intervention activities and feedback from participants/stakeholders: Participants receive electronic survey 10-12 weeks after close of contest to determine if they have maintained enhanced walking levels; race participants surveyed after race through electronic survey to determine satisfaction with race operation, course, prizes, etc.</p> <p>Evaluation: Please provide plan for evaluating intervention: Evaluation through SurveyMonkey distribution for both walking contest and 5K race to determine satisfaction with both activities and to</p>

		<p>posters, advertisements in print media; Face Book and Twitter postings, web site www.steponechallenge.org; Cleveland County Public Health Center web site; Cleveland County official web site</p>	<p>determine if participants have maintained enhanced levels of activity through walking</p>
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Interventions Specifically Addressing Chosen Health Priority *(Insert rows as needed.)*

<u>INTERVENTIONS: SETTING, & TIMEFRAME</u>	<u>LEVEL OF INTERVENTION CHANGE</u>	<u>COMMUNITY PARTNERS' Roles and Responsibilities</u>	<u>PLAN HOW YOU WILL EVALUATE EFFECTIVENESS</u>
<p>Intervention: Teaching Kitchen Cooking and Nutrition Classes</p> <p><input checked="" type="checkbox"/> New <input type="checkbox"/> Ongoing <input type="checkbox"/> Completed</p> <p>Setting: Teaching Kitchen in the Cleveland County Public Health Center</p> <p>Target population: Adults participants in the WIC program at the Cleveland County Public Health Center</p> <p>New Target Population: <input checked="" type="checkbox"/> Y <input type="checkbox"/> N</p> <p>Start Date – End Date (mm/yy): November, 2016 – June, 2018</p> <p>Targets health disparities: <input checked="" type="checkbox"/> Y <input type="checkbox"/> N</p>	<p><input checked="" type="checkbox"/> Individual/Interpersonal Behavior</p> <p><input type="checkbox"/> Organizational/Policy</p> <p><input type="checkbox"/> Environmental Change</p>	<p>Lead Agency: Cleveland County Public Health Center health education unit</p> <p>Role: Provide health educator to develop and implement a series of monthly basic cooking and nutrition classes offered on-site at CCPHC</p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p>Target population representative: Erica Rutledge, RD with WIC Program</p> <p>Role: Work with health educator to develop and implement monthly classes; assist in identifying target population; provide feedback from participants to adapt the intervention as needed</p> <p><input checked="" type="checkbox"/> New partner <input type="checkbox"/> Established partner</p> <p>Partners: Alliance for Health in Cleveland County, Inc.</p> <p>Role: Provided funding to furnish the Teaching Kitchen; ongoing support for purchase of materials for classes and incentives for participants</p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p>	<p>Expected outcomes: Monthly classes will provide simple recipes using WIC-approved products and other healthy food choices; participants will learn basic cooking techniques and basic nutritional principles; participants will assist in preparation of food during class and share in the results of their work</p> <p>Anticipated barriers: Any potential barriers? <input checked="" type="checkbox"/> Y <input type="checkbox"/> N If yes, explain how intervention will be adapted: Potential barriers may include initial reluctance to participate – intervention will be offered at times when WIC appointments are scheduled to reduce the number of trips to the facility for the classes; also classes offered during the day when most WIC participants are available</p> <p>List anticipated intervention team members: Staff from Health Education unit, staff from WIC program</p> <p>Do intervention team members need additional training? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N If yes, list training plan: _____</p> <p>Quantify what you will do: Monthly classes featuring basic cooking techniques and nutrition information will be offered to WIC adult participants; class size limited to ten participants, usually lasting up to 45 minutes each; participants will prepare and share results of simple recipes for healthy food preparation, bag of incentives including simple kitchen tools from Alliance for Health</p> <p>List how agency will monitor intervention activities and feedback from participants/stakeholders: Participants will evaluate each class at conclusion – What did they learn? Can they replicate this recipe at home? How will their family members react to healthier food choices? – these are some of the questions that may be asked. Class rosters will track participation numbers in the event that the class should be repeated or a topic may be dropped from consideration.</p> <p>Evaluation: Please provide plan for evaluating intervention: Participant surveys at the conclusion of each class will be the primary</p>

		<p>How you market the intervention: Marketed through surveys distributed to participants in the WIC program and Child Health Clinic at the Cleveland County Health Department; once established and underway, will be posted on CCPHC web site and electronic message boards in the facility</p>	<p>evaluation tool to measure lessons learned, understanding of the selected nutrition topic of the class, potential to prepare healthier food for family members. Health educator will track program participation (numbers), approval ratings for various topics, and cost of each class to adapt the intervention as needed.</p>
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<u>INTERVENTIONS: SETTING, & TIMEFRAME</u>	<u>LEVEL OF INTERVENTION CHANGE</u>	<u>COMMUNITY PARTNERS' Roles and Responsibilities</u>	<u>PLAN HOW YOU WILL EVALUATE EFFECTIVENESS</u>
<p>Intervention: CDC Worksite Health ScoreCard</p> <p><input checked="" type="checkbox"/> New <input type="checkbox"/> Ongoing <input type="checkbox"/> Completed</p> <p>Setting: Cleveland County, North Carolina</p> <p>Target population: Business/industry with employee wellness programming</p> <p>New Target Population: <input checked="" type="checkbox"/> Y <input type="checkbox"/> N</p> <p>Start Date – End Date (mm/yy): July, 2016 – June, 2018</p> <p>Targets health disparities: <input checked="" type="checkbox"/> Y <input type="checkbox"/> N</p>	<p><input checked="" type="checkbox"/> Individual/Interpersonal Behavior</p> <p><input checked="" type="checkbox"/> Organizational/Policy</p> <p><input checked="" type="checkbox"/> Environmental Change</p>	<p>Lead Agency: Cleveland County Public Health Center Health Education unit</p> <p>Role: Provide health educators to complete CDC Worksite Health ScoreCard with selected businesses and industries in the county</p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p>Target population representative: Joyce King</p> <p>Role: Coordinate recruitment and scheduling of worksites to participate in the intervention; review results of ScoreCard and prepare recommendations for participating businesses and industries</p> <p><input type="checkbox"/> New partner <input checked="" type="checkbox"/> Established partner</p> <p>Partners: Businesses and industries in Cleveland County with employee wellness programs</p> <p>Role: Complete the Worksite ScoreCard and review recommendations to enhance or improve employee wellness programming</p> <p><input checked="" type="checkbox"/> New partner <input type="checkbox"/> Established partner</p>	<p>Expected outcomes: A minimum of two and a maximum of four worksites will complete the CDC Worksite Health ScoreCard and use the results from the 16 indicators to improve employee wellness programs</p> <p>Anticipated barriers: Any potential barriers? <input checked="" type="checkbox"/> Y <input type="checkbox"/> N If yes, explain how intervention will be adapted: Potential barrier may be reluctance of business/industry to participate for fear of additional costs – marketing materials and contact information must emphasize that any recommendations that may come from the ScoreCard results will be prioritized under each benchmark with a potential cost recorded</p> <p>List anticipated intervention team members: Health educators to conduct the ScoreCard; Alliance for Health members to assist in marketing the program</p> <p>Do intervention team members need additional training? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N If yes, list training plan: _____</p> <p>Quantify what you will do: A minimum of two and a maximum of four worksites in the county will complete the CDC Worksite Health ScoreCard and respond to recommendations developed to improve benchmark measures for 16 indicators that will be developed by a team of health educators, bearing in mind that each recommendation should be appropriate for the size of the worksite and cost effective</p> <p>List how agency will monitor intervention activities and feedback from participants/stakeholders: Health educators will log each contact with business and industry to schedule the ScoreCard assessment, score the assessment, develop and present recommendations based on the benchmarks revealed in the assessment. Participants will update the ScoreCard annually to measure improvements in employee wellness programming.</p> <p>Evaluation: Please provide plan for evaluating intervention: Annual evaluation includes tracking number of participants in the intervention,</p>

		<p>How you market the intervention: Marketed through Healthy Communities program at Cleveland County Public Health Center, Alliance for Health Board of Directors and members partners and Cleveland County Chamber; posted on CCPHC web site, Chamber web-site, Cleveland County official web site</p>	<p>ScoreCard results for each participant, recommendations for each participant, and annual updates of the ScoreCard to measure changes in employee wellness programming.</p>
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