



Community Health Action Plan 2011

Designed to address Community Health Assessment priorities and to meet Healthy Carolinians Re/Certification requirements

County: Cleveland
Period Covered: 2011-2015

Partnership, if applicable: Alliance for Health in Cleveland County, Inc.

LOCAL PRIORITY ISSUE

- Priority issue: Physical Activity and Nutrition – 3rd highest priority in the 2011 Community Assessment
- Was this issue identified as a priority in your county's most recent CHA? Yes No

LOCAL COMMUNITY OBJECTIVE Please check one: New Ongoing (was addressed in previous Action Plan)

- By (year): 2015
- Objective: By 2015 reduce the percentage of children and adolescents considered overweight or obese by 10% using a comprehensive community initiative.
By 2015 increase the percentage of adults in Cleveland County who are physically active and consume five or more servings of fruits and vegetables daily.
- Original Baseline: 2007 data showed that 18.4% of children ages 2-4 were at risk of overweight and 14.1% were overweight; 16.7% of children ages 5-11 were at risk of overweight and 20.9% were overweight; 17.7% of children ages 12-18 were at risk of overweight and 21.8% were overweight
- Date and source of original baseline data: North Carolina Nutrition and Physical Activity Surveillance system, Division of Public Health, 2007
- Updated information: 14.5% of children in Cleveland County ages 2-18 were overweight and 23.3% were classified as obese in 2009; 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 averaged sedentary time daily of 285.2 minutes; in the same survey students indicated that they watched television an average of 3.3 hours per day and played video or computer games 2.85 hours per day. 2009-10 CHAMPS 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 the previous twelve months that their children were overweight; 13.2% of 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 Behavior Risk Factor Surveillance system indicated that 63.2% of adults in the Piedmont region had a body mass index great than 25.0 which classifies them as overweight or obese
- Date and source of updated information: 2009 Physical Activity and Nutrition Branch of the North Carolina Division of Public Health; 2010 Eat Smart Move More Community Grant Survey results; 2009-10 Child Health Assessment and Monitoring Program; 2011 Behavior Risk Factor Surveillance System, Piedmont Region Data

POPULATION(S)

- Describe the local population(s) experiencing disparities related to this local community objective: Children and adolescents; African-American and Hispanic-Latino communities; low-income families
- Total number of persons in the local disparity population(s): 6,232 children ages 5-9, 6,641 children ages 10-14, and 7,305 children ages 15-19; 58.6% of students enrolled in Cleveland County Schools were eligible for free or reduced lunch in the 2010-2011 academic year; approximately 20,302 county residents are minority; 24,371 individuals received food assistance from the Department of Social Services in FY 2011-12
 - Number you plan to reach with the interventions in this action plan: 15% of students enrolled in Cleveland County Schools; minimum of twenty minority faith communities; 1000 low income individuals served through DSS and locally sponsored food banks, soup kitchens

HEALTHY NC 2020 FOCUS AREA ADDRESSED

Check **one** Healthy NC 2020 focus area: (Which objective below most closely aligns with your local community objective?)

- | | | |
|---|--|--|
| <input type="checkbox"/> Tobacco Use | <input type="checkbox"/> Social Determinants of Health (Poverty, Education, Housing) | <input type="checkbox"/> Infectious Diseases/ Food-Borne Illness |
| <input checked="" type="checkbox"/> Physical Activity and Nutrition | <input type="checkbox"/> Maternal and Infant Health | <input type="checkbox"/> Chronic Disease (Diabetes, Colorectal Cancer, Cardiovascular Disease) |
| <input type="checkbox"/> Substance Abuse | <input type="checkbox"/> Injury | <input type="checkbox"/> Cross-cutting (Life Expectancy, Uninsured, Adult Obesity) |
| <input type="checkbox"/> STDs/Unintended Pregnancy | <input type="checkbox"/> Mental Health | |
| <input type="checkbox"/> Environmental Health | <input type="checkbox"/> Oral Health | |

HEALTHY NC 2020 Objective(s) that most closely match your local community objective include:

- 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 fruits and vegetables per day.

RESEARCH RE. WHAT HAS WORKED ELSEWHERE*

List the 3-5 evidence-based interventions (proven to effectively address this priority issue) that seem the most suitable for your community and/or target group. *Training and information are available from DPH. Contact your regional consultant about how to access them.

Intervention	Describe the evidence of effectiveness (type of evaluation, outcomes)	Source
Take 10! – an evidence based program that integrates physical activity, nutrition and health concepts with academic lessons in elementary school classrooms, positively impacting students and teachers	Research has been completed in Delaware, Kentucky and Tennessee showing students enrolled in Take 10! Had higher rates of fitness than students in unstructured programs; in Tennessee Take 10! Was implemented in 9000 classrooms with the prevalence of overweight and obesity among the state’s children dropping from 40.9% to 39.0% over a three year period	ILSI Research Foundation
Color Me Healthy! – a program developed to reach children ages four and five with fun, interactive learning opportunities on physical activity and healthy eating; designed to stimulate all of the senses; uses color, music and exploration of the sense	Recognized with the 2005 Nemours Vision Award for excellence in Child Health Promotion and Disease Prevention 2003 Dannon Institute Award for Excellence in Community Nutrition	North Carolina Cooperative Extension Service partnering with Eat Smart Move More North Carolina
10K-A-Day – moves participants from an average of 2000-4000 steps each day to 10,000 steps a day	Participants wear step counters and log daily steps at end of each day in four week cycles; may be organized into teams rather than participating as individuals; outcomes include control weight, reduce disease risk, increase energy, enhance mood and improve sleep	Health Enhancement Systems

(Insert rows as needed)

WHAT INTERVENTIONS ARE ALREADY ADDRESSING THIS ISSUE IN YOUR COMMUNITY?

Are any interventions/organizations currently addressing this issue? Yes No If so, please list below.

Intervention	Lead Agency	Progress to Date
Eat Smart Move More Coalition of Cleveland County	Cleveland County Health Department with 24 partner members	Meets bi-monthly to serve as a community forum addressing environmental and policy changes regarding healthy eating and physical activity; emerged from 2008-2010 ACHIEVE initiative
Foothills Farmers Market	Foothills Farmers' Market Board of Directors; CCHD and Alliance have designated seats on this board	Market operates April-October in downtown Shelby; seasonal markets (June – August) operate at satellite locations – Cleveland County Health Department and Town of Boiling Springs; provide locally grown fruits, vegetables, meats and dairy products and
Step One Challenge	Cleveland County Health Department	County-wide walking contest held annually since 2005; involves teams of 3 – 6 individuals who walk for six weeks and record their steps; since inception approximately 6000 individuals have participated in the contest, with most participants reporting an increased level of physical activity
Color Me Healthy and Be Active Kids Club	Cleveland County Health Department in collaboration with NC Cooperative Extension Service and Child Care Connections of Cleveland County	Programs offered to licensed and regulated child care facilities to reach the preschool population to assist students in selecting healthy foods at meals and snack time as well as to include physical activity programming on a daily basis.
Walking Routes	Cleveland County Health Department and ESMM Coalition	1, 2, and 3 mile routes have been identified and marked in the City of Shelby and City of Kings Mountain; routes under development for Town of Boiling Springs and Town of Fallston in upper Cleveland County; route development targeted for Lawndale and Grover areas in 2013
Girls on the Run Program	Cleveland County Family YMCA with support from the Eat Smart Move More Coalition and the Alliance for Health	Ten week program designed for girls ages 9-13 with volunteer coaches trained and supervised by YMCA staff; meets at targeted elementary schools; girls participate in two 5K runs during the program and also receive weekly character building lessons at each meeting

WHAT RELEVANT COMMUNITY STRENGTHS AND ASSETS MIGHT HELP ADDRESS THIS PRIORITY ISSUE?

Community, neighborhood, and/or demographic group	Individual, civic group, organization, business, facility, etc. connected to this group	How this asset might help
African-Americans, Hispanic/Latino residents of Cleveland County	Minority Health Council, minority faith communities, Faith and Community Nurse Program	Provide access to minority individuals for education/prevention programming regarding healthy food choices and physical activity; support policy changes in faith communities and local organizations

		to support healthy food choices and increased physical activity
General population of Cleveland County	Eat Smart Move More Coalition	Provide public awareness about healthy food choices and physical activity; support initiatives designed to reach these goals through advocacy for policy changes in school system and businesses
General Population of Cleveland County	Alliance for Health in Cleveland County	Highlight healthy eating and physical activity initiatives at each of the five partner meetings held annually to keep agencies updated on emerging activities

INTERVENTIONS: SETTING, & TIMEFRAME	COMMUNITY PARTNERS' Roles and Responsibilities	PLAN HOW YOU WILL EVALUATE EFFECTIVENESS
INTERVENTIONS SPECIFICALLY TARGETING HEALTH DISPARITIES		
<p>Intervention: <u>Simple Cooking with Heart</u></p> <p>Intervention: <input type="checkbox"/> new <input checked="" type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: Minority communities in Cleveland County</p> <p>Start Date – End Date: July 2012 – June 2015</p> <p>Level of Intervention - change in: <input checked="" type="checkbox"/> Individuals <input type="checkbox"/> Policy &/or Environment</p>	<p>Lead Agency: <u>Cleveland County Health Department Health Education Unit</u> Role: <u>Distribute and collect Simple Cooking with Heart Kits to minority individuals and groups as a teaching tool to support healthy food choices; conduct evaluation on use of the kits and provide incentives for participants</u></p> <p>Partners: <u>American Heart Association, Charlotte office</u> Role: <u>Provision of Simple Cooking with Heart Kits including nutrition information, recipes and shopping bags/aprons for participants</u></p> <p>Partners: <u>Minority Health Council</u> Role: <u>Assist in identification of potential participants, encourage use of kits among faith community groups in the county</u></p> <p>Intervention marketed through Minority Health Council events, ESMM community events, outreach encounters at faith community sites</p>	<p>1. Quantify what you will do Distribution of minimum of 35 kits annually for use by individuals and groups as a stimulus for making healthy food choices</p> <p>2- Expected outcomes: Provides information on nutrition, conversion of “unhealthy” food items to healthier choices, provides recipes and incentives to participants to model these choices at congregate settings in the minority community</p>
INDIVIDUAL CHANGE INTERVENTIONS		
<p>Intervention: <u>Step One Challenge</u></p> <p>Intervention: <input type="checkbox"/> new <input checked="" type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: Cleveland County</p> <p>Start Date – End Date: September 15 – October 27, 2012; dates selected annually</p>	<p>The lead agency is <u>the Cleveland County Health Department</u> and it will <u>develop, manage, and evaluate the annual walking contest, making changes as needed to enhance participation for individuals.</u></p> <p>List other agencies and what they plan to do: Collaborating sponsors include the Alliance for Health in Cleveland County and the Cleveland County HealthCare System. Additional sponsors emerge annually – for example, with the addition of a 5K walk/fun run in 2012, Shelby Savings Bank is the major sponsor of this part of the event. Churches and businesses across the county are encouraged to develop teams and promote internal</p>	<p>1. Quantify what you will do Project 1000 participants annually in the event; in 2012 project 100+ runners in the initial 5K event</p> <p>2- Expected outcomes: Based on reporting from previous participants, anticipated outcome is increased levels of physical activity. Contest is modeled on 10,000 steps per day goal; using teams encourages individuals who may refuse to walk as an individual to participate</p>

	<p>competition as well as county-wide competition.</p> <p>The intervention is marketed through print and cable access media, paid advertisements, CCHD and collaborating agency web sites as well as at community outreach events.</p>	
<p>Intervention: <u>Foothills Farmers Market</u></p> <p>Intervention: __ new __X__ ongoing __ completed</p> <p>Setting: Cleveland County</p> <p>Start Date – End Date: July 2012 – June 2015</p>	<p>The lead agency is the <u>Foothills Farmers' Market and it's Board of Directors</u> and it will <u>organize and operate three market sites in Cleveland County to promote locally grown fruits, vegetables, meats and dairy products at affordable prices for consumers in the county. The market will also sponsor educational events at market sites to promote good nutrition.</u></p> <p>List other agencies and what they plan to do: Cleveland County Health Department and Alliance for Health will manage the satellite market site at the Cleveland County Health Department to encourage healthy food choices among their employees, patients and family members. The Alliance for Health uses vouchers for the Farmers' Market as incentives for participation in Alliance events and/or initiatives.</p> <p>Intervention is marketed through temporary and permanent signage, newsletters, web sites, and posters, brochures and bumper stickers.</p>	<p>1. Quantify what you will do – Operate three market sites in Cleveland County, main site April through October and satellite sites June – August; CCHD site has market potential to reach 3,000 individuals working/living in the targeted area</p> <p>2. Expected outcomes: Provide access to locally grown produce, meats and dairy products to consumers; develop and sustain the local agricultural community; provide opportunities for nutrition education at market sites</p>
<p>Intervention: <u>Walking Route Development</u></p> <p>Intervention: __ new __X__ ongoing __ completed</p> <p>Setting: Identified locations in Cleveland County</p> <p>Start Date – End Date: July 2012 – June 2015</p>	<p>The lead agency is <u>the Eat Smart Move More Coalition of Cleveland County in collaboration with the Cleveland County Health Department</u> and it will <u>identify, map and mark safe walking routes throughout Cleveland County.</u></p> <p>List other agencies and what they plan to do: City of Shelby planning department for assistance in producing signage, Cleveland County planning department for technical assistance in mapping routes, local municipal officials for assistance in locating routes easily accessible to residents</p> <p>Intervention is marketed through production and distribution of walking route maps for each selected site; routes are posted on county web site as well and maps for all routes are available at</p>	<p>1. Quantify what you will do Two additional routes developed annually through 2015</p> <p>2. Expected outcomes: Residents will have access to safe, well-lit walking routes in multiple locations throughout the county to enhance potential for increased levels of physical activity</p>

<p>Intervention: <u>Network of School-Church-Community Gardens</u></p> <p>Intervention: <input checked="" type="checkbox"/> new <input type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: Targeted sites in Cleveland County where schools have ongoing relationships with faith communities</p> <p>Start Date – End Date: September 2012 – June 2013</p>	<p>selected agencies and organizations in the county</p> <p>The lead agency is <u>the Cleveland County Health Department Health Education Unit</u> and it will <u>select three to five pilot sites where schools and faith communities will collaborate to develop and implement community gardens on school sites. Curriculum components will be offered to students at the selected sites; produce will be available for students during the school year and for use in faith community activities during the summer months.</u></p> <p>List other agencies and what they plan to do: Eat Smart Move More Coalition of Cleveland County will support development of the gardens and assist in advocating for development at targeted school sites.</p> <p>Master Gardeners Program in Cleveland County sponsored by NC Cooperative Extension Service will provide technical assistance for garden development and volunteer hours for maintenance of gardens.</p> <p>Intervention will be marketed through school and church newsletters and school and agency web sites.</p>	<p>1. Quantify what you will do Three to five pilot sites will be selected and developed for this intervention; individuals affected depends upon the school site enrollment and individuals involved from the local faith communities.</p> <p>2. Expected outcomes: Intervention is funded through a state ESMM Community Grant ; anticipated outcomes include availability of fresh produce for use in schools and faith communities; potentially produce could be sent home with designated students and/or used in church events or feeding programs; schools will have access to supplementary nutrition lessons based upon the garden projects; potential for increased consumption of fresh produce among students and community residents</p>
<p>POLICY OR ENVIRONMENTAL CHANGE INTERVENTIONS</p>		
<p>Intervention: <u>Joint Use Facility Policy Development</u></p> <p>Intervention: <input checked="" type="checkbox"/> new <input type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: Cleveland County</p> <p>Start Date – End Date: August 2012 – June 2015</p>	<p>The lead agency is <u>the Cleveland County Health Department</u> and it will <u>negotiate a joint use facility policy with Cleveland County Schools which will serve as a model for future expansion of other facilities in the county. The policy will allow county residents access to walking tracks and outdoor facilities located on the campuses of the 29 Cleveland County School sites.</u></p> <p>List other agencies and what they plan to do: Eat Smart Move More Coalition will advocate with school administrators and policy makers for adoption of this policy.</p> <p>Alliance for Health will assist in providing signage outlining joint use policies.</p> <p>Cleveland County Schools will negotiate joint use policy and publicize such policies with school administrators, parents and students.</p> <p>The intervention will be marketed with permanent signage at school sites, school newsletters and web sites, CCHD and county web site, and print and local cable access media.</p>	<p>1. Quantify what you will do – Informal agreements regarding joint use of outdoor facilities such as tracks and walking trails were put in place as early as the late 1990s when Cleveland County had three school systems. Signage was provided but is no longer visible at the original sites; administrators and coaches have changed as well. A new formal written policy regarding joint use of school facilities amenable to Cleveland County Schools and other entities is overdue; negotiations will open in August 2012 to begin development of this policy targeting the tracks at the four middle and four high schools as well as walking tracks at several elementary schools.</p> <p>2. Expected outcomes: This policy will provide additional access to facilities for increasing physical activity levels to residents of Cleveland County. Schools are situated throughout the county and are recognized as meeting places for residents, especially in the more rural areas. Easy, well-publicized access to facilities is essential to increasing the physical activity levels of the general population.</p>

<p>Intervention: <u>Regional Community Transformation Project</u></p> <p>Intervention: _X_ new ___ ongoing ___ completed</p> <p>Setting: Region IV</p> <p>Start Date – End Date: October 2011 through September 2016</p>	<p>The lead agency is <u>the Cabarrus Health Alliance</u> and it will <u>provide oversight and direction to all activities associated with the North Carolina Community Transformation Project.</u></p> <p>List other agencies and what they plan to do: Participating counties include Cleveland, Gaston, Lincoln, Mecklenburg, Alexander, Catawba, Iredell, Rowan, Stanley and Union.</p> <p>Intervention will be marketed under the direction of a Communications Coordinator housed at Cabarrus Health Alliance and in collaboration with the North Carolina Community Transformation Project.</p>	<p>1. Quantify what you will do – project will focus on five-year investments to reduce chronic disease, improve health status, reduce health disparities and control health care spending; goals, objectives, strategies and action steps are under development in the region.</p> <p>2. Expected outcomes: - outcomes established by the CDC for Community Transformation Projects include a reduction in death and disability due to tobacco use by 5%, a reduction in the rate of obesity through nutrition and physical activity interventions by 5% and a reduction in death and disability due to heart disease and stroke by 5%.</p>
<p>Intervention: <u>KBR Community Transformation Catalyst Initiative</u></p> <p>Intervention: _X_ new ___ ongoing ___ completed</p> <p>Setting: Cleveland County</p> <p>Start Date – End Date: May 2012 – December 2013; potential for funding stretches to five years</p>	<p>The lead agency is <u>NC Public Health Foundation</u> and it will <u>employ and supervise a local coordinator to support transformational change to improve health and quality of life through healthy eating and active living in Cleveland County.</u></p> <p>List other agencies and what they plan to do: NC Cooperative Extension Service will house the local coordinator; other agencies involved in planning include the Cleveland County Health Department, Cleveland County HealthCare System, Cleveland Community College, Cleveland County Family YMCA, United Way of Cleveland County, Cleveland County Schools, Cleveland County Manager, City Manager Shelby, Cleveland County Chamber, Minority Health Council and Gardner-Webb University. Participating agencies are awaiting direction as to their involvement.</p> <p>Marketing interventions are under development; will be provided by the local coordinator and the NC Public Health Foundation.</p>	<p>1. Quantify what you will do this initiative will engage communities to create places where healthier choices are easier to make. Efforts may include developing comprehensive plans that address the health of the community, promoting community use of facilities for physical activity and increasing access to fresh produce through the community.</p> <p>2. Expected outcomes: outcomes for the project are under development and will be approved and evaluated by a local steering committee</p>