



Community Health Action Plan 2011

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

County: Cleveland

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

Period Covered: 2011-2015

LOCAL PRIORITY ISSUE

- Priority issue: Substance Abuse Prevention – top priority health issue in 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)
Substance Abuse Prevention was previously addressed in a community health action plan ending 2010

- By (year): 2015
- Objective: By 2015 reduce the percentage of youth grades 9 – 12 who have used alcohol and illicit drugs by 10%.
By 2015 increase the number of community residents familiar with abuse of alcohol, prescription medications and over-the-counter medications by 15%.
- Original Baseline: 2009 - 10.1 % of 6th grade students, 45.1% of 9th grade students and 61.7% of 12 grade students had used alcohol in the past year; 1.6% of 6th grade students, 24.2% of 9th grade students and 28.9% of 12th grade students had used marijuana in the past year.
- Date and source of original baseline data: 2009 PRIDE Student Drug Use Survey conducted among 6th, 9th and 12th grade students enrolled in the Cleveland County Schools.
- Updated information: 9.3% of 6th grade students, 41.9% of 9th grade students and 63.9% of 12th grade students had used alcohol in the past year; 2.7% of 6th grade students, 28.6% of 9th grade students and 37.7% of 12th grade students had used marijuana in the past year; 10% of 9th grade students and 11.4% of 12th grade students reported abusing prescription medications during the past year; 7.6% of 9th grade students and 8.7% of 12th grade students reported misuse of over-the-counter medications in the past year; 17.8% of 9th grade students and 18% of 12th grade students reported using synthetic marijuana in the past year; Cleveland County reported an increase of fatal unintentional poisonings from 7 in 2004 to 20 in 2010; mortality rate from unintentional poisoning rose from 18.2 per 100,000 to 20.4 per 100,000 in 2010, Cleveland County reported 1832 Emergency Department visits related to unintentional poisoning in 2011; Cleveland County reported the outpatient prescription rate for controlled substances in 2010 was 253,396 per 100,000 population, ranking 5th in the state in 2009 and 4th in the state in 2010
- Date and source of updated information: 2012 PRIDE Student Drug Use Survey conducted among 6th, 9th and 12th grade students enrolled in the Cleveland County Schools; data on unintentional poisoning provided by Project Lazarus and drawn from the NC DHHS State Center for Health Statistics in October 2011 and the NC Controlled Substances Reporting System

POPULATION(S)

- Describe the local population(s) experiencing disparities related to this local community objective: Low-income households in the county (Cleveland County is a Tier 1 economically distressed county); African-American and Hispanic-Latino households in the county especially in regard to alcohol and marijuana use; youth, especially middle and high school youth, who are experimenting with alcohol and marijuana in larger numbers than previous years
- Total number of persons in the local disparity population(s): Population of Cleveland County (2010 Census) was 98,078; 20,302 or 20.7% were African-American; 2,746 or 2.8% identified as Hispanic-Latino; 6,641 youth were 10-14 years of age or 6.8% of the population; 7,305 were 15-19 years of age or 7.4% of the population; 5,940 or 6.1% were 20-24 years of age; 19.4% of all residents of Cleveland County live at or below federal poverty guidelines; per capita income in the county is \$20,156; household disposable income is \$35,029
 - Number you plan to reach with the interventions in this action plan: 3,000 students in middle and high schools with education/prevention programming and activities; minimum of 3000 county residents with information provided through the Chronic Pain Initiative; minimum of 1000 minority residents reached through church/civic health promotion teams

HEALTHY NC 2020 FOCUS AREA ADDRESSED

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

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| <input type="checkbox"/> Tobacco Use | <input type="checkbox"/> Social Determinants of Health (Poverty, Education, Housing) | <input type="checkbox"/> Infectious Diseases/ Food-Borne Illness |
| <input type="checkbox"/> Physical Activity and Nutrition | <input type="checkbox"/> Maternal and Infant Health | <input type="checkbox"/> Chronic Disease (Diabetes, Colorectal Cancer, Cardiovascular Disease) |
| <input checked="" 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:

- Reduce the percentage of high school students who had alcohol on one or more of the past 30 days.
- Reduce the percentage of individuals aged 12 years and older reporting any illicit drug use in the past 30 days.
- Reduce the unintentional poisoning mortality rate (per 100,000 population).

RESEARCH RE. WHAT HAS WORKED ELSEWHERE*

Intervention	Describe the evidence of effectiveness (type of evaluation, outcomes)	Source
<p><u>Drugs: True Stories</u> – multi-media intervention designed to prevent drug use among young people in grades 5 – 12 by positively changing the attitudes of youth and their parents/caregivers in regard to the use of drugs.</p>	<p>Implemented by more than 5000 middle and high school schools and youth, parenting, and substance abuse organizations in USA and Australia, Canada and Germany. Study showed face and predictive validity and appears to be culturally appropriate for a wide range of students. Approved as a universal prevention program for adolescents (13-17) and young adults (18 – 25)</p>	<p>SAMHSA’s National Registry of Evidence-Based Programs and Practices</p>
<p><u>Project Towards No Drug Abuse</u> – drug use prevention program packaged in twelve 40-minute interactive sessions focusing on helping students develop self-control and communication skills, acquire resources that help them resist drug use , improve decision-making strategies and develop motivation to not use drugs.</p>	<p>Implemented in 1,600 sites in 44 states; evaluations or experimental trials conducted in 88 sites with more than 8,500 youth involved; partially funded by the National Institutes of health; approved for universal and selective prevention programs for adolescents and young adults; outcome measures for alcohol and tobacco use, marijuana and “hard drug” use, risk of victimization and frequency of weapons carrying.</p>	<p>SAMHSA’s National Registry of Evidence-Based Programs and Practices</p>
<p><u>Too Good for Drugs</u> – school based program building on student resiliency, focusing on developing personal and interpersonal skills to resist peer pressures, goal setting, decision-making, bonding with others, having respect for self and others, managing emotions, effective communication and social interactions</p>	<p>Used in 3,500 school systems in the United States reaching 20 million students; approved as universal prevention program; outcome measures for intentions to use alcohol, tobacco, and marijuana and to engage in violence; risk and protective factors for substance use and violence, personal and prosocial behaviors</p>	<p>SAMHSA’s National Registry of Evidence-Based Programs and Practices</p>

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
SOBIR (Student Options Begin with Intervention and Recovery) – offered to students in violation of Cleveland County Schools substance abuse policies, designed to reduce out of school suspensions from ten to five days for participating students and to provide early intervention for students where treatment is not yet warranted	CODAP Services Unit of the Cleveland County Health Department	Serve approximately 60 middle and high school students annually; accepts referrals from school administrators as well as parents, clergy and community leaders; provides four sessions along with SASSI (Substance Abuse Subtle Screening Inventory) assessment for risk of chemical dependence with a trained CODAP Services staff member
Project Northland: Powerline is an evidence-based program provided to all 8 th grade middle school students in the Cleveland County Schools; five classroom encounters are provided by a trained CODAP staff member using this alcohol-prevention curriculum	CODAP Services Unit of the Cleveland County Health Department	Serves approximately 1,200 8 th grade students annually through five classroom encounters; program is evidenced-based and approved by SAMHSA's National Registry of Evidence-Based Programs and Practices
Life Skills: Developed locally using the evidence-based “Reconnecting Youth” curriculum and the Search Institute’s Inventory of 40 Developmental Assets, this program is provided to students enrolled in Turning Point Academy, the Cleveland County Schools alternative school; students are considered to be at high risk of chemical dependency, confirmed by their responses on the 2012 PRIDE Student Drug Use Survey	CODAP Services Unit of the Cleveland County Health Department; Faculty and staff of Turning Point Academy	Serves approximately 26 students annually who earn a health credit for this semester-long class
Operation Medicine Drop: five events scheduled annually across the county to provide residents with an opportunity to properly dispose of unused or outdated prescription and over-the-counter medications	Cleveland County Health Department Collaborating Partners: Alliance for Health in Cleveland County, CC Substance Abuse Prevention Coalition, ACCES (Accessing Cleveland County Elder Services), Safe Kids Coalition, Community Care of NC, Cleveland County Sheriff’s Office, Shelby Police Department, Kings Mountain Police Department	Five events held in 2011-12 at sites across the county; nine 55-gallon drums of medicines collected and disposed of properly; additional collection sites established at Cleveland County Sheriff’s Office (M-F, 9-4) and Shelby Police Department available 24/7, seven days a week
Substance Abuse Prevention Coalition of Cleveland County	Cleveland County Health Department CODAP Services Unit Alliance for Health in Cleveland County – joint sponsorship	Composed of community stakeholders this coalition has previously focused on youth substance abuse prevention activities and events such as Stick to the Law, the Institute to Prevent Underage Drinking and Teens Advocating Change. The Coalition will participate in the Chronic Pain Initiative and is the recipient of an NCCI grant for coalition development as a third cohort coalition.

PRIDE Student Drug Use Survey	Jointly sponsored by Cleveland County Health Department, Alliance for Health in Cleveland County and Pathways LME	A nationally normed student drug use survey has been conducted in Cleveland County every three years since 1996. In 2009 and 2012, the PRIDE Student Drug Use Survey was used in the 6 th , 9 th and 12 th grade classrooms across the county to identify trends in student drug use. In 2012 for the first time faculty and staff at ten middle and high school sites were also surveyed to determine their perceptions about student drug use. This information is used to modify substance abuse prevention/education programming and keep the community informed about changing trends in student use.
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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 of Cleveland County	Provides access to minority organizations and faith communities throughout Cleveland County; supports education/prevention programming and events
Youth in Cleveland County	Substance Abuse Prevention Coalition of Cleveland County	Provides targeted programming for youth activities such as the Student Institute on Underage Drinking, Stick to the Law project and the Think Again PSA Contest
General Population of Cleveland County	Carolinas Community Care Partnership (CCNC network serving Cleveland and Rutherford Counties)	Support for the Chronic Pain Initiative targeting the use/abuse of prescription pain medications through education of health care providers in the county; general education for patients in the network, their families and community members
Youth in Cleveland County	CODAP Services Unit	Episodic programs for residents focusing on substance abuse issues, offered to faith communities, civic organizations, etc. as requested

INTERVENTIONS: SETTING, & TIMEFRAME	COMMUNITY PARTNERS' Roles and Responsibilities	PLAN HOW YOU WILL EVALUATE EFFECTIVENESS
INTERVENTIONS SPECIFICALLY TARGETING HEALTH DISPARITIES		
<p>Intervention: <u>Drugs: True Stories</u></p> <p>Intervention: <input checked="" type="checkbox"/> new <input type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: Youth groups, churches, civic organizations, Boys and Girls Club, Communities in Schools</p> <p>Start Date – End Date: January 2013 – 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 CODAP Services Unit</u> Role: <u>Train health educators in program deliver – multi-media intervention designed to change attitudes of youth and parents/caregivers about using drugs.</u></p> <p>Partners: <u>Minority Faith Communities</u> Role: <u>Provide access to youth groups, support programming</u></p> <p>Partners: <u>Boys and Girls Club</u> Role: <u>Provide access to youth groups, support programming</u></p> <p>Partners: <u>Communities in Schools</u> Role: <u>Provide access to youth groups, support programming</u></p> <p>Intervention marketed on CCHD web site, through partner web sites, through partner staff, Minority Health Council, faith communities in print and cable access media formats</p>	<p>1. Quantify what you will do Multi-media intervention provided to youth in grades 5-12 in community settings; project minimum of six community program encounters annually with projected 15+ participants at each program site</p> <p>2- Expected outcomes: Program is culturally appropriate and, using multi-media, appeals to today's youth who must be entertained to be educated; program involves parents as well, approved as a universal prevention program by SAMHSA; expected outcomes include increased knowledge of drug use trends, results/costs of drug use, delayed or reduced experimentation with drugs and alcohol</p>
INDIVIDUAL CHANGE INTERVENTIONS		
<p>Intervention: <u>SOBIR – Student Options Begin with Intervention and Recovery</u></p> <p>Intervention: <input type="checkbox"/> new <input checked="" type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: Program is usually conducted at Cleveland County Health Department CODAP Services Unit; exceptions may be made in case of hardship at which time CODAP staff members will travel to participants</p> <p>Start Date – End Date: July 2012- June 2015</p>	<p>The lead agency is <u>Cleveland County Health Department CODAP Services Unit</u> staff and it will <u>provide the four session SOBIR program to students referred from schools, parents, or community agencies.</u></p> <p>List other agencies and what they plan to do: Cleveland County Schools will make referrals to SOBIR program; referrals may be made by health care providers and/or parents/caregivers</p> <p>Intervention is marketed at annual principal meetings conducted by Cleveland County Schools, at Alliance for Health partner meetings, at community events, print media developed for marketing to parents and public speaking engagements.</p>	<p>1. Quantify what you will do SOBIR projected to serve 60+ students annually during the academic year</p> <p>2- Expected outcomes: Outcome is to identify students at risk of chemical dependency and provide supports for youth/families to reduce, delay, prevent further substance abuse; program was designed as an intervention but does make referrals for treatment for students who show high risk of chemical dependency on SASSI</p>
<p>Intervention: <u>Project Northland Powerline</u></p> <p>Intervention: <input type="checkbox"/> new <input checked="" type="checkbox"/> ongoing <input type="checkbox"/> completed</p>	<p>The lead agency is <u>Cleveland County Health Department CODAP Services Unit</u> and it will <u>provide trained health educators to deliver the five-encounter curriculum to 8th</u></p>	<p>1. Quantify what you will do – Provide five classroom encounters to approximately 1,200 8th grade students annually in the Cleveland County Schools</p>

<p>Setting: Cleveland County Schools 8th grade classrooms</p> <p>Start Date – End Date: September 2012 – June 2015</p>	<p><u>grade students</u></p> <p>List other agencies and what they plan to do: Cleveland County Schools who provide access to 8th grade students</p> <p>Program is marketed in principal meetings held annually by CCS and by written program description to 8th grade health and physical education teachers</p>	<p>2.Expected outcomes: Program provides alcohol prevention curriculum to reduce, delay, prevent experimentation with alcohol, especially as students move from middle to high school; 2012 PRIDE Survey indicated a decrease in reported annual alcohol use among 9th graders from 45.1% in 2009 to 41.9% in 2012, lower than the national average of 44%</p>
<p>Intervention: Operation Medicine Drop</p> <p>Intervention: ___ new _X_ ongoing ___ completed</p> <p>Setting: Cleveland County</p> <p>Start Date – End Date: Events scheduled periodically throughout the county</p>	<p>The lead agency is <u>Cleveland County Substance Abuse Prevention Coalition</u> and it will <u>engage collaborating partners in sponsoring multiple Medicine Drop events throughout the county where residents may dispose of unused and out of date medications; the events also offer opportunities to provide residents with written materials about the abuse and misuse of medications.</u></p> <p>List other agencies and what they plan to do: Collaborating partners (listed in section on current interventions) provide staffing and locations for events, publicize events in their newsletters and web sites</p> <p>This intervention is marketed through posters and rack cards distributed throughout the county; posting on partner and CCHD web sites, print and local cable advertisements – events in 2011-12 were held in conjunction with drive through rabies clinics and hazardous household waste collection days publicized by the Cleveland County Health Department</p>	<p>1.Quantify what you will do - Minimum of three events annually- anticipate collection of two 55-gallon drums full of unused or out of date medications at each event- numbers collected registered by law enforcement agencies in the county with state officials</p> <p>2.Expected outcomes: Removes unused and out of date medications from residences in Cleveland County, reduces the potential for misuse of these medications especially by young people, reduces the availability of medications for sale</p>
<p>POLICY OR ENVIRONMENTAL CHANGE INTERVENTIONS</p>		
<p>Intervention: <u>Student Drug Use Survey</u></p> <p>Intervention: ___ new _X_ ongoing ___ completed</p> <p>Setting: 6th, 9th and 12th grade classrooms of Cleveland County Schools</p> <p>Start Date – End Date: March 2012; conducted again in March 2015</p>	<p>The lead agency is the <u>Cleveland County Health Department</u> and it will <u>conduct the student drug use survey using a nationally normed survey to determine trends in student drug use every three years.</u></p> <p>List other agencies and what they plan to do: Cleveland County Schools who provide access to students in the 6th, 9th and 12th grades ; Substance Abuse Prevention Coalition who will assist in publicizing results of survey and make recommendations regarding changes in substance abuse prevention programming</p> <p>Passive consents to participate are sent to parents prior to conducting the survey; survey data is analyzed and reports written by PRIDE Services; results are locally analyzed and prepared for distribution through CODAP staff; print and local cable access are</p>	<p>1. Quantify what you will do</p> <p>Based upon the results of this intervention, CCHD staff and Substance Abuse Prevention Coalition members will evaluate current programming and make recommendations for change as needed; advocacy for inclusion of substance abuse prevention educators into Cleveland County classrooms will be directed to Board of Education members and administrators from Cleveland County Schools; goal is to re-introduce substance abuse prevention education into 6th, 7th, 8th and 9th grade health and physical education classes for a comprehensive substance abuse education program.</p> <p>2. Expected outcomes: CCHD hopes to see the outcome of this intervention as inclusion of substance abuse prevention educators in classes as previously provided in CCS – educators were eliminated due</p>

	<p>used to market the results of this intervention to the community at large; public speaking encounters are also provided</p>	<p>to termination of Safe and Drug Free School funding in 2009 and 2012 survey results show an uptick in all categories of use except tobacco and alcohol – schools should see value in providing this education as a major policy shift</p>
<p>Intervention: <u>Cleveland County Chronic Pain Initiative</u></p> <p>Intervention: _X_ new ___ ongoing ___ completed</p> <p>Setting: Cleveland County</p> <p>Start Date – End Date: July 2012 – June 2015</p>	<p>The lead agency is <u>Carolinas Community Care Partnership, the CCNC network serving Cleveland and Rutherford counties</u> and it will <u>directly engage health care providers about the misuse and abuse of prescription medications in the county, provide educational programming to providers and offer technical assistance in policy development to providers.</u></p> <p>List other agencies and what they plan to do: Cleveland County Substance Abuse Prevention Coalition and Alliance for Health will collaboratively develop a community engagement initiative to educate all sectors of the community about the abuse and misuse of prescription and over the counter medications. Technical assistance for both phases of this initiative is being provided by a contract with Project Lazarus for training and media options as well as current data, data analysis and review of potential programs.</p> <p>Marketing this intervention is under development using the resources of Project Lazarus as consultant.</p>	<p>1. Quantify what you will do Policy changes are expected around proper prescribing of prescription medications especially for chronic pain for health care providers; policy changes are expected around proper disposal of unused and out of date prescription medications for families, health care providers, law enforcement in the county</p> <p>2. Expected outcomes: Expected outcomes include a reduction in improper prescribing of medications for chronic pain, reduction of improper use of medications and decrease availability of pain medications for illicit use in the county. Based upon the previous work of Project Lazarus, collaborating partners expect to develop a more educated community around the use of chronic pain medications.</p>