



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: Sexually Transmitted Disease and Unintended Pregnancy – 2nd highest priority 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)

- By (year): 2015
- Objective: By 2015, decrease the teen pregnancy rate in Cleveland County to a rate equal to or lower than the rate for North Carolina as a whole.
- By 2015 reduce the percentage of positive results for Chlamydia by 5% for individuals ages 15 – 24.
- Original Baseline: Teens ages 15-19 2007 pregnancy rate was 71.8 per 1000 (40th in state); teen white girls rate was 59.0 per 1000 compared to minority teens whose rate was 108.9 per 1000; teens ages 15-19 2008 pregnancy rate was 64.6 per 1000 (41st in state) compared to state rate of 58.6 per 1000; teen white girls rate was 51.0 per 1000 compared to minority girls with a rate of 103.8 per 1000
- Date and source of original baseline data: North Carolina Adolescent Pregnancy Prevention Coalition and NC State Center for Health Statistics
- Updated information : Teens ages 15-19 pregnancy rate in 2010 was 56.2 per 1000 compared to state rate of 49.7 per 1000; teen white girls rate was 43.9 per 1000 compared to minority girls rate of 88.2 per 1000; 356 cases of Chlamydia in 2008 with 52% of cases among African-Americans; 402 cases of Chlamydia in 2009 with 58% among African-Americans; 407 cases of Chlamydia in 2010 with 55% among African-Americans; of the 407 cases of Chlamydia, 82% were among individuals 15-24 years of age; 88% of all African American cases were ages 15-24
- Date and source of updated information: North Carolina Adolescent Pregnancy Prevention Campaign, 2010 and Communicable Disease Branch, NC Division of Public Health, 2008-2010 Reports

POPULATION(S)

- Describe the local population(s) experiencing disparities related to this local community objective: African-American and Hispanic-Latino youth ages 15-24; low-income teens impacted by unintended pregnancy
- Total number of persons in the local disparity population(s): 13,245 county residents are ages 15 – 24; 24% are African-American
 - Number you plan to reach with the interventions in this action plan: 100+ first-time mothers enrolled in the Nurse-Family Partnership Program; 60+ teen mothers enrolled in the Communities in Schools Teen Parent program; approximately 1200 7th graders, 1200 8th graders and 1,345 9th graders enrolled in reproductive health and safety classes through Cleveland County Schools; 10+ churches using the "Good Sex" curriculum with youth and parents/guardians

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 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 checked="" 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:

- Decrease the percentage of pregnancies that are unintended
- Reduce the percentage of positive results among individuals aged 15-24 tested for Chlamydia

RESEARCH RE. WHAT HAS WORKED ELSEWHERE*

Intervention	Describe the evidence of effectiveness (type of evaluation, outcomes)	Source
<p><u>Draw the Line/Respect the Line</u> – Comprehensive, research-evaluated curriculum promotes abstinence by providing students in grades 6, 7 and 8 with the knowledge and skills to prevent HIV, other STDs and pregnancy; uses 19 lessons spread among the three grade levels</p>	<p>19 ethnically diverse public middle schools in northern California were the setting for the research study; cohort of 2,829 sixth graders followed for 36 months using a cluster randomized trial; met the criteria for a high study rating; significant impacts on behavior changes for male participants, no statistically program impacts for girls on any outcomes</p>	<p>Office of Adolescent Health, US Department of Health and Human Services</p>
<p><u>Cuidate! (Take Care of Yourself)</u> – culturally tailored program designed specifically for Latino youth, an adaptation of the Be Proud! Be Responsible! program; emphasizes Latino cultural beliefs to frame abstinence and condom use as ways to prevent unwanted pregnancy and sexually transmitted diseases; designed for adolescents 13 to 18 years of age using six 1-hour program modules</p>	<p>Study setting was a Saturday program serving neighborhoods in northeast Philadelphia, PA involving 684 Latino adolescents; met the criteria for a high study rating; participants were less likely to report having had intercourse, fewer days of unprotected sex, more likely to use condoms consistently</p>	<p>Office of Adolescent Health, US Department of Health and Human Services</p>
<p><u>Making Proud Choices!</u> Uses eight one-hour modules to provide knowledge about HIV and STDs, unintended pregnancy and its consequences, condom use, problem-solving and negotiation skills, and contraceptive methods; developed for urban middle school students, adapted for use for 9th graders</p>	<p>Students drawn from three middle schools in low-income area of Philadelphia, PA; randomized control trial; met the criteria for a high study rating; outcome measures include frequencies of unprotected sexual intercourse, measures of condom use consistency, impacts on attitudes towards abstinence</p>	<p>Office of Adolescent Health, US Department of Health and Human Services</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
Draw the Line/Respect the Line offered to 7 th and 8 th grade students in Cleveland County Schools	Cleveland County Schools in collaboration with the Cleveland County Health Department	CCHD Health Educators train 7 th and 8 th grade physical education/health teachers to deliver this curriculum with fidelity; used in the 2010-2011 and 2011-12 academic years
Making Proud Choices! offered to all 9 th grade students in Cleveland County Schools	Cleveland County Schools in collaboration with the Cleveland County Health Department	CCHD Health Educators train 9 th grade physical education/health teachers to deliver this curriculum with fidelity; CCHD Health Educators deliver the curriculum module on STDs and FDA-approved contraceptive devices; used in the 2010-2011 and 2011-2012 academic years
Nurse Family Partnership providing services to first-time, low-income mothers in Cleveland County	Cleveland County Health Department with funding by the Kate B. Reynolds Charitable Trust and the Duke Endowment; Alliance for Health Board of Directors serves as the Community Advisory Board for this intervention	Since March 2009, the local NFP project has served 196 families, with 140 children and 21 graduates of the program to date
Teen Parent Program serving teen mothers in the Cleveland County Schools	Cleveland County Communities in Schools, Inc. – partner member of the Alliance for Health in Cleveland County	Two outreach workers serve 80+ pregnant and parenting teens enrolled in the Cleveland County Schools; provide support for educational requirements, housing, medical care, and family support services
Good Sex 2.0: A Whole-Person Approach to Teenage Sexuality and God	Health Education unit – Cleveland County Health Department	Health educators have trained eleven minority faith communities in the use of this seven-session curriculum; this curriculum was selected based upon the recommendation of a review committee drawn from Minority Health Council members; the curriculum is biblically based and includes data from social science and sexual research among adolescents.
Teen Pregnancy Prevention Coalition	Cleveland County Health Department; Cleveland County Board of Health; Alliance for Health in Cleveland County	Established in 2010 jointly by the Board of Health and Alliance for Health in Cleveland County, the coalition, composed of 25+ members drawn from across the community, serves as a forum for discussion on issues regarding sexuality for all ages; meets monthly and reviews programs providing information, education, prevention and treatment services

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
Cleveland County youth grades 7 - 9	Cleveland County Schools	Adopted comprehensive reproductive health and safety curricula for use in the 7 th , 8 th and 9 th grade health programs
African-American and Hispanic-Latino population	Minority Health Council	Provides access to minority faith communities and civic organizations to provide education/prevention programs around unintended pregnancies and sexually-transmitted diseases
Low-income mothers	Nurse Family Partnership – staff and volunteers	Provides comprehensive supports for first-time mothers during pregnancy and up to the second birthday of the child; focuses on developing economic and educational stability for the mother and reduces the potential for repeat pregnancies
General population of Cleveland County	Cleveland County Board of Health	Appointed the Cleveland County Task Force on Teen Pregnancy Prevention and accepted the task force report in June, 2010; supports the strategies identified by the task force to reduce teen pregnancies in the county; jointly sponsors the current Teen Pregnancy Prevention Coalition
General population of Cleveland County	Alliance for Health in Cleveland County, Inc.	Jointly sponsors the Teen Pregnancy Prevention Coalition ; provides funding for coalition projects and events; uses partner meetings to educate the community about the costs of unintended pregnancies
Cleveland County Residents ages 15-24	Teen Pregnancy Prevention coalition	Composed of health care providers and community members, the coalition serves as a forum to discuss programs and initiatives appropriate for Cleveland County and builds support for comprehensive reproductive health and safety programming

INTERVENTIONS: SETTING, & TIMEFRAME	COMMUNITY PARTNERS' Roles and Responsibilities	PLAN HOW YOU WILL EVALUATE EFFECTIVENESS
INTERVENTIONS SPECIFICALLY TARGETING HEALTH DISPARITIES		
<p>Intervention: <u>Sister to Sister: An HIV risk Reduction Intervention</u></p> <p>Intervention: <input checked="" type="checkbox"/> new <input type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: One-on-one or small group settings across Cleveland County</p> <p>Start Date – End Date: September 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>Western North Carolina AIDS Project</u> Role: <u>Provide training and technical assistance for implementation of project in Cleveland County; funded by TPPI grant</u></p> <p>Partners: <u>Cleveland County Health Department staff in family planning and health education</u> Role: <u>Assist in identifying individuals to serve as peer counselors and individuals who might benefit from program</u></p> <p>Partners :<u>Minority Health Council</u> Role: <u>Identification of potential sites for program delivery; identification of individuals for participation</u></p> <p>Intervention will be marketed through web site posting, brochures and rack cards posted in the community; bulletin inserts for the minority faith community;</p>	<p>1. Quantify what you will do Project training minimum of seven to ten individuals for program delivery; project minimum of 25 encounters annually either one-on-one or small group</p> <p>2- Expected outcomes: Greater proportion of condom use among participants; less unprotected intercourse; decrease in HIV-AIDS and STD infection rates</p>
INDIVIDUAL CHANGE INTERVENTIONS		
<p>Intervention: <u>Teen Outreach Program (TOP)</u></p> <p>Intervention: <input checked="" type="checkbox"/> new <input type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: Libraries, Churches, Boys and Girls Clubs</p> <p>Start Date – End Date: January 2013 – June 2015</p>	<p>The lead agency is <u>Cleveland County Health Department Health Education Unit</u> and it will <u>provide trained health educators to lead encounters using the TOP curriculum.</u></p> <p>List other agencies and what they plan to do: <u>Public libraries in the county (3), Boys and Girls Club of Cleveland County, faith communities across the county – provide access to groups of 8-15 middle and high school aged youth for program participation</u></p> <p>Intervention will be marketed through print and local cable access media, bulletin inserts for faith communities, Alliance for Health partners, posters/brochures in physician offices and pharmacy settings. Information will be posted on CCHD web site and links provided to other agency web sites in the county.</p>	<p>1. Quantify what you will do – Project minimum of four classes annually with 8-15 participants in each class – weekly program sessions, program includes 20 hours of community service learning</p> <p>2. Expected outcomes: Program topics include health behavior, life skill development and sense of purpose; service learning included in program to develop sense of giving back; research outcomes include decrease in school suspensions, decrease in academic course failure and decrease in pregnancy risk; evidence-based best practice program recognized by SAMHSA and OJJDP</p>

<p>Intervention: <u>Draw the Line, Respect the Line!</u></p> <p>Intervention: <input type="checkbox"/> new <input checked="" type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: 7th and 8th grade classrooms, Cleveland County Schools</p> <p>Start Date – End Date: September 2012 – June 2015</p>	<p>The lead agency is <u>Cleveland County Health Department Health Education Unit</u> and it will <u>provide updated annual training to 7th and 8th grade physical education teachers responsible for delivering the curriculum in the classroom.</u></p> <p>List other agencies and what they plan to do: Cleveland County Schools who provide curriculum in the classroom setting and partner with Health Department staff to select, implement and evaluate the program.</p> <p>Curriculum copies are available in each school library for review by parents; parents receive a passive consent for student participation prior to program delivery.</p>	<p>1. Quantify what you will do – Curriculum is provided in all 7th and 8th grade classes annually affecting approximately 2400 students based on annual enrollment</p> <p>2. Expected outcomes: Provides consistent and accurate information on reproductive health and safety in age-appropriate manner; meets requirements of NC Healthy Youth Act</p>
<p>Intervention: <u>Making Proud Choices</u></p> <p>Intervention: <input type="checkbox"/> new <input checked="" type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: 9th grade classrooms, Cleveland County Schools</p> <p>Start Date – End Date: September 2012 – June 2015</p>	<p>The lead agency is <u>Cleveland County Health Department Health Education Unit</u> and it will <u>provide updated annual training to 9th grade physical education teachers responsible for delivering the curriculum in the classroom. In addition CCHD health educators will deliver the 10th day class on STDS and FDA approved contraceptives for students participating in the class.</u></p> <p>List other agencies and what they plan to do: Cleveland County Schools who provide curriculum in the classroom setting and partner with Health Department staff to select, implement and evaluate the program.</p> <p>Curriculum copies are available in each school library for review by parents; parents receive a passive consent for student participation prior to program delivery</p>	<p>1. Quantify what you will do Curriculum is provided in all 9th grade health and physical education classes annually affecting approximately 1200 students based on annual enrollment</p> <p>2. Expected outcomes: Provides consistent and accurate information on reproductive health and safety in age-appropriate manner; meets requirements of NC Healthy Youth Act</p>
<p>Intervention: <u>Nurse Family Partnership Program</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: July 2012 – June 2015</p>	<p>The lead agency is <u>Cleveland County Health Department Nurse Family Partnership Unit</u> and it will <u>provide all components of the nationally recognized Nurse Family Partnership program to participants in Cleveland County.</u></p> <p>List other agencies and what they plan to do: DSS, CC Schools, Communities in Schools, faith communities, community individuals who make referrals to the program identifying potential participants and who provide ancillary services to program participants.</p> <p>Program is marketed through local and national print media, specially designed brochures, participation in community events, public speaking encounters.</p>	<p>1. Quantify what you will do – Program serves 100 first-time, low-income mothers at any given point in time; Nurse Family Home Visitors carry a case load of 25 maximum; program enrolls participants during pregnancy and follows the child up to two years of age</p> <p>2. Expected outcomes: Program provides comprehensive health, education, economic support to first time low income mothers; serves as a deterrent to repeat pregnancies; goal is to have healthy babies and build economic self-sufficiency for mothers</p>

<p>Intervention: <u>Teen Parent Program</u></p> <p>Intervention: ___ new <u>X</u> ongoing ___ completed</p> <p>Setting: Cleveland County Schools</p> <p>Start Date – End Date: July 2012 – June 2015</p>	<p>The lead agency is <u>Cleveland County Communities in Schools</u> and it will <u>provide two trained parent educators to work with pregnant and parenting teens enrolled in Cleveland County Schools to provide support for them during pregnancy and as teen moms.</u></p> <p>List other agencies and what they plan to do: Cleveland County Schools provide access to teens enrolled in school system; CCHD provides prenatal and family planning services to program participants</p> <p>Intervention is marketed through Communities in Schools, word of mouth by participants and family members, community outreach events and public speaking engagements</p>	<p>1. Quantify what you will do – program serves up to 45 teens per parent educator annually; case load varies based on school enrollment</p> <p>3. Expected outcomes: Program expectations focus on graduation for teen moms and enrollment in post-secondary education programs in order to increase potential for economic self-sufficiency in the future and to reduce repeat pregnancies</p>
<p>POLICY OR ENVIRONMENTAL CHANGE INTERVENTIONS</p>		
<p>Intervention: <u>Good Sex 2.0</u></p> <p>Intervention: ___ new <u>X</u> ongoing ___ completed</p> <p>Setting: Minority Faith Communities</p> <p>Start Date – End Date : July 2012 – June 2015</p>	<p>The lead agency is <u>Cleveland County Health Department Health Education Unit</u> and it will <u>train church teams to deliver the Good Sex curriculum with fidelity to youth and parent groups in congregations.</u></p> <p>List other agencies and what they plan to do: Minority faith communities who will use this curriculum with youth and parents; Minority Health Council who will promote this curriculum usage</p> <p>This intervention is marketed through members of the Minority Health Council making contacts with minority faith communities in the county. Follow-up is provided by individuals who currently use the curriculum in order to witness the utility of the curriculum and the age-appropriate, faith-based materials used in teaching.</p>	<p>1. Quantify what you will do – The expected policy change is that minority churches will see the delivery of this information as appropriate and needed within their communities and will adopt the curriculum for use with youth and parents. The curriculum was selected at the request of the Minority Health Council members who identified a specific need for a scripturally oriented curriculum to leverage pastors into seeing this topic as appropriate for their congregations.</p> <p>2. Expected outcomes: the teen pregnancy rate for minority girls ages 15-19 in Cleveland County is high and warrants specific interventions. The most efficient channel of communication in the county is through faith communities, even though some of the youth who are experimenting sexually are not involved in churches. Churches still represent the most efficient way of reaching minority youth but churches have to adopt a policy of providing the curriculum and supporting their youth for this to work.</p>