



Community Health Action Plan 2011

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

County: Mecklenburg Partnership, if applicable: Mecklenburg Healthy Carolinians Period Covered: 2011 – 2013

LOCAL PRIORITY ISSUE

- Priority issue: Healthy Environment: Healthy Places Supporting Healthy People
- 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): 2013
- Objective (specific, measurable, achievable, realistic, time-lined change in health status of population): Improve environmental factors that contribute to healthy lifestyle choices. To achieve this, Mecklenburg County will implement 7 of the 12 strategies listed in the CDC Community Transformation Grant. (Healthy People 2020 Goal: Promote health for all through a healthy environment.)
- Original Baseline: Progress towards meeting this objective will be measured by the number of strategies detailed in the CDC Community Transformation Grant implemented in Mecklenburg County. Of the 12 strategies listed, 3 are currently being implemented/are in place.
- Date and source of original baseline data: CDC Community Transformation Grant: Strategic Direction 5: Healthy and Safe Physical Environment
- Updated information (For continuing objective only): N/A
- Date and source of updated information: N/A

POPULATION(S)

- Describe the local population(s) experiencing disparities related to this local community objective: All Mecklenburg County residents are equally impacted by the environmental conditions.
- Total number of persons in the local disparity population(s): 913,639
- Number you plan to reach with the interventions in this action plan: 913,639

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 type="checkbox"/> STDs/Unintended Pregnancy | <input type="checkbox"/> Mental Health | |
| <input checked="" 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 air monitor sites meeting the current ozone standard of 0.075 ppm.

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
Currently researching evidence-based interventions that address this objective		

(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

(Insert rows as needed)

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
Bicycle Advisory Group	Mayor Foxx	Support for urban street design guidelines
Democratic National Convention, 2012	Multiple agencies, community organizations, elected officials	Hosting the DNC will provide a timeline and impetus for implementing active transportation policies and support systems
Lynx Light Rail	Charlotte Department of Transportation	Presence of light rail system and proposed expansion will help improve air quality as well as provide more opportunities for active transportation.

(Insert rows as needed)

The Healthy Weight, Healthy Child Initiative's publication ***Blueprint for a Healthier Generation, 2020: Interventions for Promoting Active Living & Supporting Healthy Eating for Mecklenburg County Youth*** represents the most comprehensive action plan our community has ever created. This "blueprint" is the end-product of a year-long planning grant from the Kate B. Reynolds Charitable Trust. This planning process began with a small leadership team with representatives from Charlotte Mecklenburg Schools, Mecklenburg Healthy Carolinians, the Mecklenburg County Health Department, and Carolinas HealthCare System. The leadership team then built a steering committee with representatives from the following domains: Academia, Business, Community Based Organization, Faith Community, Government/Elected Officials, Health Care Providers, Media, Pre-School Aged Organizations, Race/Ethnicity Based Organizations, and School Aged Organizations. In addition, ***The Blueprint*** was officially endorsed by the county Health Director, a county Commissioner, the Mayor, and the Superintendent of CMS.

The plan is comprised of 13 goals addressing active living and healthy eating. These goals are 4 tiered, targeting various levels from interventions to policies. The 4 tiers are (1) Environmental Policy Change (change at county or city level, laws/regulations/ordinances), (2) Institutional Policy Change (change at institutional level, schools, hospitals, etc.), (3) Public Awareness (target messaging), (4) Targeted Community/Environmental Programs (traditional interventions/programs/activities within specific communities or with specific populations).

The 13 goals are as follows:

Promoting Active Living

- Goal 1: Affordable Options for Physical Activity
- Goal 2: Built Environment and Resources for Physical Activity
- Goal 3: Community and Neighborhood Safety
- Goal 4: Public Awareness and Education about Physical Activity
- Goal 5: School, Preschool, and Child Care Environments for Physical Activity
- Goal 6: Sedentary Lifestyles
- Goal 7: Transportation

Supporting Healthy Eating

- Goal 8: Affordable Options for Healthy Eating
- Goal 9: Breastfeeding
- Goal 10: Built Environment and Resources for Healthy Eating



Goal 11: Public Awareness and Education about Healthy Eating
 Goal 12: School, Preschool, and Child Care Environments for Healthy Eating
 Goal 13: Societal Norms and Pressures about Healthy Eating



The Blueprint details and prioritizes specific strategies for achieving each of these 13 goals; a total of 29 strategies are listed in the plan. These goals and strategies were developed with a community based participatory research approach. The project coordinator conducted several focus groups with various populations, conducted key informant interviews, and also conducted a literature review of evidence-based practices that promote active living and support healthy eating.

Mecklenburg Healthy Carolinians, among many other community organizations, has adopted **The Blueprint** as our “official action plan for addressing the prevention of chronic disease/reducing obesity.

To access the full plan, including executive summary, visit the link below:

http://charmec.org/mecklenburg/county/HealthDepartment/hwhc/Documents/HWHC_Blueprint.pdf

The information in the following chart represents a sample of strategies listed in **The Blueprint**

INTERVENTIONS: SETTING, & TIMEFRAME	COMMUNITY PARTNERS' Roles and Responsibilities	PLAN HOW YOU WILL EVALUATE EFFECTIVENESS
INTERVENTIONS SPECIFICALLY TARGETING HEALTH DISPARITIES		
<p>Intervention: Trips for Kids</p> <p>Intervention: ___ new ___X___ ongoing ___ completed</p> <p>Setting: various sites throughout the county</p> <p>Start Date – End Date (mm/yy): 1999 – ongoing</p> <p>Level of Intervention - change in: ___X___ Individuals ___ Policy &/or Environment</p>	<p>Lead Agency: Trips for Kids Role: Run and fund TFK program, promote, collect bicycles, hold training sessions, organize events.</p> <p>Partner: Various Community Service Organizations Role: Promote Program, refer kids</p> <p>Partner: Charlotte Mecklenburg Police Department Role: Establish community relationships in areas where TFK kids live</p> <p>Partner: Cycling Clubs Role: Provide education and organize trips</p> <p>Partner: Bike shops Role: Donate supplies, hold repair clinics, educate kids on maintenance</p> <p>Partner: Safe Kids Role: Safety education, helmets</p> <p>Include how you're marketing the intervention:</p> <p>Referrals through other agencies, Police Athletic League, promotion at community cycling events, website, word of mouth, active solicitation</p>	<p>1. Quantify what you will do: (# classes & participants, policy change, built environment change, etc.)</p> <p>Trips for Kids is a program that reaches out to low-income and minority kids in the Charlotte Mecklenburg region. The purpose is to expose these kids to cycling as lifetime activity. Kids learn about using bikes as transportation, safety, rules of the road, and proper bicycle maintenance. After completing the TFK program, each child receives a bike and helmet free of charge.</p> <p>2. Expected outcomes: Explain how this will help reach the local community objective (what evidence do you have that this intervention will get you there?)</p> <p>The overarching goals of TFK are to focus on fostering a sense of respect, teamwork, honesty, ability to overcome challenges, safety, community service, and healthy lifestyle among low-income, minority, and other underserved youth populations. TFK will encourage physical activity among under-served children in the county. Ultimately these kids will report increased levels of physical activity, understanding of active transportation/rules of the road and ideally adopt a healthier lifestyle as the get older and engage in active transportation.</p>
INDIVIDUAL CHANGE INTERVENTIONS		
<p>Intervention: Safe Routes to School</p>	<p>The lead agency is Mecklenburg County Health Department and it</p>	<p>1. Quantify what you will do (# classes, # participants, etc.)</p>

<p>Intervention: ___ new ___X___ ongoing ___ completed</p> <p>Setting: CMS Schools</p> <p>Start Date – End Date (mm/yy): 2007 - ongoing</p>	<p>will work with schools to establish walking programs and set up pedestrian/cyclist safety assemblies</p> <p>List other agencies and what they plan to do: CMS: promote walk days, dedicate time to walking, host assemblies Charlotte Department of Transportation: Create walking maps, provide pedestrian/cyclist information Safe Kids: Offer safety assemblies Charlotte Mecklenburg Police Dept: Provide crossing guards, train crossing guards</p> <p>Include how you're marketing the intervention:</p> <p>Promotion among school staff, websites, press coverage, flyers, word of mouth, active solicitation of new schools</p>	<p>Coordinator works with schools (either through staff or parent contacts) to establish a walking/biking program. Programs begin with Walk to School Event and may grow to weekly or monthly events. Schools are encouraged to host a safety assembly to teach students the proper rules of the road for pedestrians, cyclists, and drivers. The ultimate goal is for the schools to adopt and sustain walking programs with their own staff and/or volunteers.</p> <p>2. Expected outcomes: Explain how this will help reach the local community objective (what evidence do you have that this intervention will get you there?)</p> <p>The long term goal is for walking and other forms of transportation to become normative behavior and established as part of a healthy lifestyle. Schools conduct transportation surveys to determine how many children are walking to school. As an unintended consequence families may begin to embrace active transportation as well. This may be reflected in county BRFS data (active transportation question).</p>
<p>Intervention: Air Quality Program</p> <p>Intervention: ___ new ___X___ ongoing ___ completed</p> <p>Setting: Mecklenburg County</p> <p>Start Date – End Date (mm/yy): annual on-going program</p>	<p>The lead agency is Mecklenburg County Land Use and Environmental Services Agency (LUESA) and it will continue to operate the Air Quality Program including:</p> <ul style="list-style-type: none"> • Issuing daily Air Quality Forecast and email/ news Alerts for Air Quality Action Days • Publish Annual Green Vehicle Guide • Administer Smoking Vehicle Program • Sponsor Don't Drive Days • Administer Gas Cap Replacement Program • Provide Electric Lawnmower and GRADE+ grants <p>List other agencies and what they plan to do:</p> <p>Charlotte Area Transit System:</p> <ul style="list-style-type: none"> • Offer alternate modes of transportation (via bus and rail line public transportation) • Offer rideshare programs (carpool, vanpool) <p>Mecklenburg County Health Department:</p> <ul style="list-style-type: none"> • Promote programs and activities, display ozone action flags. 	<p>1. Quantify what you will do (# classes, # participants, etc.)</p> <p>Efforts of the air quality program serve to educate the public about air quality, the sources of pollution, and easy ways to reduce activities that negatively impact air quality.</p> <p>2. Expected outcomes: Explain how this will help reach the local community objective (what evidence do you have that this intervention will get you there?)</p> <p>Each of the projects within this program produces identifiable metrics with regard to tons/year of air quality pollutants. Additionally, Mecklenburg County LUESA monitors and reports a variety of data and data trends available to the public at http://charmec.org/mecklenburg/county/AirQuality/Pages/default.aspx and found within the State of the Environment Report found at http://charmec.org/mecklenburg/county/LUESA/Pages/SOER%202010.aspx</p>

	<p>Include how you're marketing the intervention: Websites, radio and news alerts, education events, grant programs, community partners</p>	
<p>POLICY OR ENVIRONMENTAL CHANGE INTERVENTIONS</p>		
<p>Intervention: Air Quality</p> <p>Intervention: ___ new ___x_ ongoing ___ completed</p> <p>Setting: Mecklenburg County</p> <p>Start Date – End Date (mm/yy): Annual on-going program</p>	<p>The lead agency is Mecklenburg County and it will continue implementation of the Sustainable Community strategic focus area specifically regarding:</p> <ul style="list-style-type: none"> • Park and Recreation capital expenditures and Open Space ratios that include greenways, • Transit Proximity policy making parks, greenways, and libraries accessible to transit, • Environmental Quality Index goals for improvement of air quality, stream water quality and solid waste management throughout the County, and • Environmental Leadership Policy regarding the County's efforts to be an environmental stewardship leader and model for the community – including each of the priority areas listed in this document <p>List other agencies and what they plan to do:</p> <p>City of Charlotte:</p> <ul style="list-style-type: none"> • Implementation of the Environment Focus Area strategic plan specifically regarding: • Promote long-term reduction in ozone-causing emissions in the Community • Reduce ozone-causing emissions from City fleets (including CATS) <p>Clean Air Carolinas:</p> <ul style="list-style-type: none"> • Host educational events regarding air quality • Advocate for policy and legislative measures to improve air quality • Continue Clear the Air for Kids campaign • Continue NC Clean Diesel program • Continue Medical Office Air Awareness Program 	<p>1. Quantify what you will do (policy change, change to built environment, etc.)</p> <p>Sustainable Community Focus Area includes Park and Rec. capital expenditures, policy regarding transit proximity to greenways, parks, libraries, goals for improving air quality, water quality and solid waste management, and leadership policies for these strategies.</p> <p>Annual review of policy goals within Sustainable Community focus area to include programs addressing air quality, recreation, and food / nutrition programs included herein.</p> <p>Progress toward annual goals is quantified and reported for each program.</p> <p>2. Expected outcomes: Explain how this will help reach the local community objective (what evidence do you have that this intervention will get you there?)</p> <p>Each policy produces a variety of efforts that are evaluated for effectiveness and an annual basis. When goals are reached we will see improved air quality, increased use of public transportation, increased reporting of active transportation, improved water quality and possibly fewer asthma related hospital admissions</p>

	<p>Include how you're marketing the intervention: Specific programs are marketed through tv, billboards, county mailings; data is available in county annual reports, on county website</p>	
<p>Intervention: Urban Street Design Guidelines (USDG)</p> <p>Intervention: ___ new <u>x</u> ongoing ___ completed</p> <p>Setting: Mecklenburg County</p> <p>Start Date – End Date (mm/yy): Annual on-going program</p>	<p>The lead agency is City of Charlotte Department of Transportation and it has developed and will implement the guidelines</p> <p>List other agencies and what they plan to do:</p> <p>Town of Davidson:</p> <ul style="list-style-type: none"> • Implement Bicycle Master Plan <p>Mecklenburg Union Metropolitan Planning Organization:</p> <ul style="list-style-type: none"> • Bicycle and Pedestrian Prioritization Process Adoption <p>Charlotte Area Bicycle Alliance:</p> <ul style="list-style-type: none"> • Advocate, educate, and build partnerships toward public policy for bicycle infrastructure and safety <p>Include how you're marketing the intervention: Guidelines are available on CDOT website, discussed at community events like annual public health forum, City Council Meetings, County Commission meetings, local NPR station WFAE</p>	<p>1. Quantify what you will do (policy change, change to built environment, etc.)</p> <p>USDG is a comprehensive implementation tool for planning and designing streets and for providing viable transportation choices. It is intended to create "complete" streets--streets that provide capacity and mobility for motorists, while also being safer and more comfortable for pedestrians, cyclists, and neighborhood residents.</p> <p>2. Expected outcomes: Explain how this will help reach the local community objective (what evidence do you have that this intervention will get you there?)</p> <p>Complete streets are critical to improving active transportation as they provide opportunities for safe walking and cycling. Increasing active transportation can improve air quality and can reduce obesity. We will see evidence of complete streets by assessing miles of sidewalk, pedestrian/cyclist injuries, and self-reported active transportation. To date, the following projects have been completed using the USDG: 8 new thoroughfares, 10 streetscape projects, 9 road conversions, 11 rebuilt intersections, and 15 sidewalk projects</p>
<p>Intervention: Food Assessment, Phase I</p> <p>Intervention: X new ___ ongoing ___ completed</p> <p>Setting: All census block groups in Mecklenburg County</p> <p>Start Date – End Date (mm/yy): June 2010 to July 2011</p>	<p>The lead agency is the Charlotte Mecklenburg Food Policy Council and it will provide study oversight and leadership.</p> <p>List other agencies and what they plan to do:</p> <p>UNC Charlotte: conduct study, collect data, analyze results, evaluate findings</p> <p>MCHD: Provide data and statistical information, develop policy recommendations based on findings</p> <p>Food Policy Council: make recommendations to elected officials</p> <p>Mecklenburg County GIS: Provide maps</p> <p>Include how you're marketing the intervention: Food Policy Council meetings, City Council and County Commission presentations, websites, community events, brochuresMedia press</p>	<p>1. Quantify what you will do</p> <p>The study looked at the availability of full service food stores (ie not corner/convenience stores) within census block groups (CBG) to determine if there were "food deserts" in Mecklenburg County. Next the researchers examined the rates of premature death from heart disease and diabetes within these food deserts and compared them to areas with better access to healthy foods. A total of 60 CBG were designated as food deserts with a total population of about 73,000 residents. The median income for these residents is \$31,000 one third receiving SNAP benefits (food stamps).</p> <p>2. Expected outcomes:</p> <p>This information will help inform policy and improve access to health foods in our community. There are efforts being made to incentivize full service grocery stores to open in these food deserts as well as establish farmers' markets in these areas. As a result of</p>

	releases to publicize findings	this study, researchers and advocates have helped 4 local farmers' markets are now set up to accept SNAP benefits as valid payment. The long term goal is to have improved food access so that all residents have the opportunity to make healthy affordable food choices.
<p>Intervention: Food Assessment, Phase II</p> <p>Intervention: _X_ new ___ ongoing ___ completed</p> <p>Setting: Mecklenburg County</p> <p>Start Date – End Date (mm/yy): Annual on-going program</p>	<p>The lead agency is Charlotte Mecklenburg Food Policy Council and it will continue to act as the primary community advocate for food policy in Mecklenburg County</p> <p>List other agencies and what they plan to do:</p> <p>City of Charlotte Planning Department:</p> <ul style="list-style-type: none"> • Adopt appropriate zoning ordinances regarding farmers markets <p>Mecklenburg County Environmental Leadership Team:</p> <ul style="list-style-type: none"> • Develop vending policy for County facilities to require nutritional foods and beverages • Partner with Charlotte Mecklenburg Schools to coordinate food policy <p>Include how you're marketing the intervention:</p> <p>Once data is collected and analyzed, results will be available on county website, released through media outlets</p>	<p>1. Quantify what you will do (policy change, change to built environment, etc.)</p> <p>The second phase of this study will examine the attitudes and beliefs of individuals living in food deserts to determine if increasing access to healthy foods will increase consumption. In addition, this phase will look at the prevalence of fast food restaurants in the identified food deserts and health outcomes.</p> <p>2. Expected outcomes: Explain how this will help reach the local community objective (what evidence do you have that this intervention will get you there?)</p> <p>Data is not yet available. Partners will use data to help inform policies regarding zoning and targeting interventions to address health disparities.</p>

(Insert rows as needed)