



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: Preventing Chronic Disease through Healthy Behaviors: Reducing Tobacco Use
- 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): Reduce rates of tobacco use among adults and youth by 10%
- Original Baseline: Adults: 17.9% (current smokers); Youth grades 9-12: 18.0%
- Date and source of original baseline data: Adults: BRFSS, 2006; Youth: YRBS, 2007
- Updated information (For continuing objective only): Adults: 16.8% (current smokers); Youth grades 9-12: 13.0%
- Date and source of updated information: Adults: BRFSS, 2009; Youth: YRBS, 2009

POPULATION(S)

- Describe the local population(s) experiencing disparities related to this local community objective: Males, low income, no college
- Total number of persons in the local disparity population(s): Adults: 19% of men report smoking (vs. 14% of women), 20% smoking rate among persons making less than \$50,000/year (vs. 13% for those making more than that), 24% smoking rate among residents that are not college graduates (vs. 13% among graduates). Youth: White and Hispanic teens are two times more likely to report having recently smoked cigarettes than black teens.
- Number you plan to reach with the interventions in this action plan: All smokers in Mecklenburg County, Adults: ~113,000; Youth: ~12,000

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 checked="" 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 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 adults who are current smokers.

Decrease the percentage of high school students who report current use of any tobacco product.

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
Quit Smoking Program	Self-help/skill development with regard to cessation, and social support, over 1,000 individuals successfully quit smoking	http://www.ottawaheart.ca/patients_family/quit-smoking-program.htm
Not On Tobacco	10 50-minute cessation sessions for youth smokers. Over 150,000 participants. Evaluation showed cessation rate of 8.1% versus 2.2% among students receiving just a brief intervention	http://nrepp.samhsa.gov/ViewIntervention.aspx?id=49
Family Matters	Family education program to prevent tobacco use and alcohol use among youth 12-14. Youth in this program had 16.4% lower smoking initiation rate than youth in control group.	http://nrepp.samhsa.gov/ViewIntervention.aspx?id=7

(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
Quitline	Mecklenburg County Health Department	See below

(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
Smoke Free Mecklenburg	Community volunteers, adult and youth	Strong network, raise awareness, ability to lobby for policy change
Health and Wellness Trust Fund	3 positions dedicated to tobacco use prevention	Increased education and advocacy efforts
Board of County Commissioners	Commissioners	Ability to enact smoke free policies

(Insert rows as needed)

INTERVENTIONS: SETTING, & TIMEFRAME	COMMUNITY PARTNERS' Roles and Responsibilities	PLAN HOW YOU WILL EVALUATE EFFECTIVENESS
<p>INTERVENTIONS SPECIFICALLY TARGETING HEALTH DISPARITIES</p> <p>Intervention: Use of the tobacco Quitline.</p> <p>Intervention: ___ new ___X___ ongoing ___ completed</p> <p>Setting: Various, individuals call from their own phone</p> <p>Start Date – End Date (mm/yy): 2004 – ongoing</p> <p>Level of Intervention - change in: ___X___ Individuals ___ Policy &/or Environment</p>	<p>Lead Agency: Mecklenburg County Health Department Project ASSIST</p> <p>Role: Reach out to healthcare professionals catering for low income members of the community and community centers for populations, where there are disparities in tobacco use, urging them to promote the Quitline.</p> <p>Partners: Working Toward Wellness</p> <p>Role: Identify blue collar worksites where the Quitline can be promoted</p> <p>Partners: Faith-based community, Clinics that cater for low income members of the community e.g. Mecklenburg County Health</p>	<p>1. Quantify what you will do (# classes & participants, policy change, built environment change, etc.) Promote the Quitline in healthcare facilities, worksites, churches and community centers for populations where there are disparities in tobacco use</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?) Increase the number of Mecklenburg County residents using the Quitline in efforts to quit tobacco use and reduce tobacco use disparities. Eventually</p>

	<p>Department clinics, Bethesda clinic Role: Promote the Quitline to their patients Include how you're marketing the intervention Distribute English and Spanish brochures, business cards and posters promoting the Quitline, run paid media ads promoting Quitline; use earned media to highlight benefits of using the Quitline</p>	<p>this would lead to reduction in tobacco-use prevalence and disparities in Mecklenburg County. We will get monthly figures of Mecklenburg residents using the Quitline from the NC Prevention and Control Branch. The U.S. Department of Human Services of Health Human services' Clinical Practice Guideline <i>Treating Tobacco Use and Dependence</i> recommend telephone Quitline counseling as an effective in helping people quit tobacco use and urges the promotion of Quitline use.</p>
<p>Intervention: Healthcare professionals use of 5As in cessation counseling of tobacco users</p> <p>Intervention: __ new __X__ ongoing __ completed</p> <p>Setting: Health care, doctor's offices, clinics</p> <p>Start Date – End Date (mm/yy): 2008 – ongoing</p> <p>Level of Intervention - change in: __X__ Individuals __ Policy &/or Environment</p>	<p>Lead Agency: Community Care Partners of Greater Mecklenburg Role: Will use 5A's counseling in dealings with low-income members of the society. Partners: Mecklenburg County Health Department Project ASSIST Role: Offer 5As training to Healthcare professionals</p> <p>Partners: Faith-based community, Clinics that serve low income members of the community / Safety Net Clinics Role: will use the 5A's in counseling tobacco users Include how you're marketing the intervention Send out emails and make calls offering 5As training to health centers that cater for populations where there are disparities in tobacco use.</p>	<p>1. Quantify what you will do (# classes & participants, policy change, built environment change, etc.) Train more healthcare professionals, catering for populations where there are disparities in tobacco use, on using 5A's in tobacco cessation counseling.</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?) Increase the number of healthcare professionals using 5A's in counseling tobacco-using patients. The U.S. Department of Human Services of Health Human services' Clinical Practice Guideline <i>Treating Tobacco Use and Dependence</i> concluded that counseling of tobacco users using the 5A's is effective.</p>
<p>Intervention: Tobacco-free/smoke-free policies at blue collar worksites. Intervention: __ new __X__ ongoing __ completed</p> <p>Setting: "Blue collar" worksites</p> <p>Start Date – End Date (mm/yy): 2009 – ongoing</p> <p>Level of Intervention - change in: __ Individuals __X__ Policy &/or Environment</p>	<p>Lead Agency: Working Toward Wellness Role: identify blue collar worksites that still allow smoking</p> <p>Partners: Mecklenburg County Health Department Project ASSIST Role: will collaborate with partners to identify blue collar worksites that still allow tobacco use and educate them on the benefits of going tobacco-free/smoke-free</p> <p>Partners: Carolinas Healthcare System's Corporate Health department Role: identify blue collar worksites</p>	<p>1. Quantify what you will do (# classes & participants, policy change, built environment change, etc.) Work with blue collar worksites so they adopt smoke-free/tobacco-free policies</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?) According to the Surgeon General Report, the adoption of smoke-free/tobacco-free policies would help in reducing the number of people exposed to secondhand smoke at worksites and may lead to some</p>

	<p>that still allow smoking</p> <p>Include how you're marketing the intervention</p> <p>Highlight dangers of secondhand smoke and tobacco use in the media, worksite events, and community events, giving out brochures and through Project ASSIST website.</p>	<p>tobacco users quitting.</p>
<p>Intervention: Blue Collar Worksite insurance coverage for cessation medications</p> <p>Intervention: <input type="checkbox"/> new <input checked="" type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: "Blue collar" worksites</p> <p>Start Date – End Date (mm/yy): 2009 – ongoing</p> <p>Level of Intervention - change in: <input checked="" type="checkbox"/> Individuals <input type="checkbox"/> Policy &/or Environment</p>	<p>Lead Agency: Mecklenburg County Health Department Project ASSIST</p> <p>Role: Will educate employers on the importance of Health Insurance coverage for tobacco use treatment</p> <p>Partners: Working Toward Wellness Toward Wellness</p> <p>Role: Will help identify worksites open to providing insurance coverage for cessation medications to employees</p> <p>Partners: NC Tobacco Prevention and Control Branch</p> <p>Role: Provide guidance and material on encouraging health insurance coverage for tobacco use treatment</p> <p>Include how you're marketing the intervention</p> <p>Distribute brochures with information on benefits of health insurance coverage for tobacco use treatment at community events and directly to employers and put information on Project ASSIST website.</p>	<ol style="list-style-type: none"> 1. Quantify what you will do (# classes & participants, policy change, built environment change, etc.) Educate blue collar employers on the importance of Health Insurance coverage for tobacco use treatment 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?) Increase the number of employers offering Health Insurance coverage for tobacco use treatment. The U.S. Department of Human Services of Health Human services' Clinical Practice Guideline <i>Treating Tobacco Use and Dependence</i> stipulates the use of medications as yielding higher quitting success rates.
INDIVIDUAL CHANGE INTERVENTIONS		
<p>Intervention: Use of the tobacco Quitline.</p> <p>Intervention: <input type="checkbox"/> new <input checked="" type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: : Various, individuals call from their own phone</p> <p>Start Date – End Date (mm/yy): 2004 - ongoing</p>	<p>The lead agency is Mecklenburg County Health Department and it will reach out to healthcare professionals and urge them to promote the Quitline. It will also promote the Quitline to the general community</p> <p>List other agencies and what they plan to do: NC Tobacco Prevention and Control Branch, American Cancer Society, Smoke Free Mecklenburg, YMCA, Carolinas Healthcare System, Presbyterian Hospital and Working Toward Wellness will promote the use of the Quitline and provide information to tobacco users</p> <p>Include how you're marketing the intervention</p> <p>Outreach to physicians and dentists offices with Quitline material; distribute Quitline brochures, cards and posters to local businesses for distribution among employees; print Quitline materials for distribution and distribute at community events; run paid media ads promoting Quitline; use earned media to highlight</p>	<ol style="list-style-type: none"> 1. Quantify what you will do (# classes, # participants, etc.) Promote the Quitline in healthcare facilities, worksites and community 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?) Increase the number of Mecklenburg County residents using the Quitline in efforts to quit tobacco use. Eventually this would lead to reduction in tobacco-use prevalence in Mecklenburg County. We will get monthly figures of Mecklenburg residents using the Quitline from the NC Prevention and Control Branch. The BRFSS data will also show help in showing tobacco use prevalence in the county. The U.S. Department of Human Services of Health Human services' Clinical Practice Guideline <i>Treating Tobacco Use and Dependence</i> recommend telephone Quitline counseling as effective in helping people quit tobacco use and urges the promotion of Quitline use.

	<p>benefits of using the Quitline, put information on health department and Project ASSIST websites</p>	
<p>Intervention: Healthcare professionals use of 5As in cessation counseling of tobacco users</p> <p>Intervention: __ new __X__ ongoing __ completed</p> <p>Setting: Health care, doctor's offices, clinics</p> <p>Start Date – End Date (mm/yy): 2008 – ongoing</p>	<p>The lead agency is Mecklenburg County Health Department Project ASSIST and it will offer 5As training to Healthcare professionals.</p> <p>List other agencies and what they plan to do: Carolinas Healthcare System, Community Care Partners of Greater Mecklenburg and YMCA will use the 5A's in counseling tobacco users. The NC Tobacco Prevention and Control Branch will provide guidance on conducting the trainings</p> <p>Include how you're marketing the intervention Publicize the availability of the training through health-related publications, health department websites and reach out to healthcare professionals at their different events.</p>	<ol style="list-style-type: none"> 1. Quantify what you will do (# classes, # participants, etc.) Train more healthcare professionals on using 5A's in tobacco cessation counseling. 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?) Increase the number of healthcare professionals using 5A's in counseling patients. The U.S. Department of Human Services of Health Human services' Clinical Practice Guideline <i>Treating Tobacco Use and Dependence</i> concluded that counseling of tobacco users using the 5A's is effective.
<p>Intervention: Worksite insurance coverage for cessation medications</p> <p>Intervention: __ new __X__ ongoing __ completed</p> <p>Setting: Worksites</p> <p>Start Date – End Date (mm/yy): 2009 – ongoing</p>	<p>The lead agency is Mecklenburg County Health Department Project ASSIST and it will educate employers on the importance of Health Insurance coverage for tobacco use treatment</p> <p>List other agencies and what they plan to do: Working Toward Wellness Toward Wellness team will help identify worksites open to providing insurance coverage for cessation medications to employees. NC Tobacco Prevention and Control Branch will provide guidance and material on encouraging Health Insurance coverage for tobacco use treatment</p> <p>Include how you're marketing the intervention Distribute brochures with information on benefits of health insurance coverage for tobacco use treatment at community events and directly to employers, put information on Project ASSIST websites</p>	<ol style="list-style-type: none"> 1. Quantify what you will do (# classes, # participants, etc.) Educate employers on the importance of Health Insurance coverage for tobacco use treatment 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?) Increase the number of employers offering Health Insurance coverage for tobacco use treatment. The U.S. Department of Human Services of Health Human services' Clinical Practice Guideline <i>Treating Tobacco Use and Dependence</i> stipulates the use of medications as yielding higher quitting success rates.
<p>Intervention: TRU Clubs at Middle and High Schools along with TRU projects within the community.</p>	<p>The lead agency is Health and Wellness Trust Fund and it will provide financial support, set program goals and objectives.</p>	<ol style="list-style-type: none"> 3. Quantify what you will do (# classes, # participants, etc.) 10 schools meet 2x month to engage youth in tobacco use prevention

<p>Intervention: ___ new ___X___ ongoing ___ completed</p> <p>Setting: Charlotte Mecklenburg Scholl System</p> <p>Start Date – End Date (mm/yy):</p>	<p>List other agencies and what they plan to do: Mecklenburg County Health Department: provide staff to carry out training, media, materials to groups CMS: volunteer advisors to serve schools, have substance abuse staff to provide technical assistance; Meck. Co. Public Service and Information: create media and other messages; Anuvia: collaborate on community events that prevent substance abuse, including tobacco use. Substance Abuse Prevention Services: collaborate on community events that prevent substance abuse, including tobacco use.</p> <p>Include how you're marketing the intervention: TRU advertisements on TV, marketing to schools by posters, announcements, word of mouth.</p>	<p>activities</p> <p>4. Expected outcomes: Explain how this will help reach the local community objective (what evidence do you have that this intervention will get you there?) Increased education on the dangers of tobacco will help to decrease youth use and continue on our downward trend of teen tobacco use.</p>
POLICY OR ENVIRONMENTAL CHANGE INTERVENTIONS		
<p>Intervention: Tobacco-free/smoke-free policies at private worksites.</p> <p>Intervention: ___ new ___X___ ongoing ___ completed</p> <p>Setting: worksites</p> <p>Start Date – End Date (mm/yy): 2008 – ongoing</p>	<p>The lead agency is Mecklenburg County Health Department Project ASSIST and it will collaborate with partners to identify worksites that still allow tobacco use and educate them on the benefits of going tobacco-free/smoke-free</p> <p>List other agencies and what they plan to do: Working Toward Wellness and Carolinas Healthcare System's Corporate Health will help identify worksites that still allow tobacco use. NC Tobacco Prevention and Control Branch will provide technical support in strategy development.</p> <p>Include how you're marketing the intervention: Highlight dangers of secondhand smoke and tobacco use in the media, worksite events, and community events, giving out brochures and through Project ASSIST website.</p>	<p>1. Quantify what you will do (policy change, change to built environment, etc.) Work with private worksites so they adopt smoke-free/tobacco-free policies</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?) According to the Surgeon General Report, the adoption of smoke-free/tobacco-free policies would help in reducing the number of people exposed to secondhand smoke at worksites and may lead to some tobacco users quitting.</p>
<p>Intervention: Smoke-free/ tobacco-free policies for grounds around government buildings</p> <p>Intervention: ___ new ___X___ ongoing ___ completed</p> <p>Setting: local government</p> <p>Start Date – End Date (mm/yy): 2010 - ongoing</p>	<p>The lead agency is Mecklenburg County Health Department Project ASSIST and it will collaborate with other local government entities to have tobacco-free/smoke-free policies passed for grounds around government buildings.</p> <p>List other agencies and what they plan to do: Working Toward Wellness team and Smoke Free Mecklenburg will help in advocacy efforts. NC Tobacco Prevention and Control Branch will provide technical support in strategy development.</p> <p>Include how you're marketing the intervention</p>	<p>1. Quantify what you will do (policy change, change to built environment, etc.) Encourage local government authorities to adopt smoke-free/tobacco-free policies for grounds around government buildings.</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?)The adoption of smoke-free/tobacco-free policies would help in reducing the number of people exposed to secondhand smoke at worksites around government buildings and also reduce exposure to smoking as a behavior making it less socially</p>

	Highlight dangers of secondhand smoke and tobacco use in the media, worksite events, community events, and through Project ASSIST website	acceptable.
<p>Intervention: _ Smoke-free/ tobacco-free policies for parks</p> <p>Intervention: ___ new __X_ ongoing ___ completed</p> <p>Setting: Mecklenburg County Parks</p> <p>Start Date – End Date (mm/yy): 2010 – ongoing</p>	<p>The lead agency is Mecklenburg County Health Department Project ASSIST and it will collaborate with citizens’ groups to educate elected officials on the need to smoke-free/tobacco-free policy for parks.</p> <p>List other agencies and what they plan to do: Smoke Free Mecklenburg and Working Toward Wellness team will help in advocacy efforts. NC Tobacco Prevention and Control Branch will provide technical support in strategy development.</p> <p>Include how you’re marketing the intervention Highlight dangers of secondhand smoke and tobacco use in the media, worksite events, community events, and through Project ASSIST website.</p>	<p>1. Quantify what you will do (policy change, change to built environment, etc.) Encourage local government authorities to adopt smoke-free/tobacco-free policies for parks.</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?)The adoption of smoke-free/tobacco-free policies would help in reducing the number of people exposed to secondhand smoke at parks, and also reduce exposure to smoking as a behavior making it less socially acceptable.</p>
<p>Intervention: Project TNT (Towards No Tobacco)</p> <p>Intervention: ___ new _x_ ongoing ___ completed</p> <p>Setting: CMS middle and high schools</p> <p>Start Date – End Date (mm/yy): 01/11 - current</p>	<p>The lead agency is Charlotte Mecklenburg Schools and it will make curriculum available to middle and high school health teachers to increase tobacco prevention education in schools</p> <p>List other agencies and what they plan to do: MCHD supports this curriculum and offers supplies/materials that may be needed to complete lessons; videos, tar jar, ads, etc.</p> <p>Include how you’re marketing the intervention – marketing is done through CMS</p>	<p>1. Quantify what you will do (policy change, change to built environment, etc.) – students in middle and high school health will increase tobacco prevention education in health class.</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?) An increase in tobacco prevention education will help decrease youth use rates as measured in the YRBS and the Youth Drug Survey.</p>
<p>Intervention: CMS 100% tobacco free schools policy</p> <p>Intervention: ___ new ___ ongoing _X_ completed</p> <p>Setting: All CMS facilities</p> <p>Start Date – End Date (mm/yy): School system adopted policy in 2005 but it became state law in 2008.</p>	<p>The lead agency is Charlotte Mecklenburg Schools and it will have a policy stating all school grounds are 100% tobacco free.</p> <p>List other agencies and what they plan to do: MCHD helps supply / fund “Tobacco Free School” signage for all CMS facilities</p> <p>Include how you’re marketing the intervention: signs let public know about tobacco free campus policy</p>	<p>1. Quantify what you will do (policy change, change to built environment, etc.) Decrease secondhand smoke on school grounds and de-normalize tobacco use</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?) All CMS grounds are 100% tobacco free</p>

(Insert rows as needed)