

Action Plans

2011 Community Health Assessment Institute

Jean Caldwell Regional Consultant

Northeastern North Carolina

252-749-4793 jean.caldwell@dhhs.nc.gov

February 11, 2011

Overview

- Leading up to Action Plans
- A Word About Objectives
- Action Plan Specifics
- Leading a Team through Action Planning
- Practice! Practice! Practice!

Leading up to Action Plans

- **Community Health Assessment**
 - Overall local priority issues identified
- **Other Community Issues**
 - Continuing issues
 - Other significant issues
- **Healthy Carolinians Partnership**
 - Reviews and selects its priority issues
 - Plans how to address these issues

Action Plan

- Plan of action stating a health outcome you want to accomplish AND describing who will do what, where and by when, to achieve the objective
- It starts with your
Local Community Objective!

A word about Objectives...

- They explain how much of what will be accomplished by when
- Local Community Objective - the main health outcome you expect to achieve
 - Make it a SMART objective:
 - Specific
 - Measurable
 - Achievable
 - Relevant
 - Time bound

SMART objectives are:

- Specific

- Use specific, action verbs
- What exactly are we going to do for whom?

Ex: Reduce the percentage of middle school students who smoke...

SMART objectives are:

- Measurable

- A specific change is expected
- Can information about the change be collected, detected or obtained?

Ex: Reduce the percentage of middle school students who smoke from 22.7% to 15%...

SMART objectives are:

- Achievable

- Can we get it done with the resources (time, money, staff, community climate ...)

Ex: Reduce the percentage of middle school students who smoke from 22.7% to 15%...

SMART objectives are:

- Relevant

- Is the objective important...does it make a difference?
- Is it relevant to the vision, mission, priorities?

Ex: Reduce the percentage of middle school students who smoke from 22.7% to 15%...

SMART objectives are:

- Time bound

- Is there a specific and reasonable time frame for completing the objective?

Ex: Reduce the percentage of middle school students who smoke from 22.7% to 15% by 2012.

Relevant/Achievable Matrix

		Relevant	
		High	Low
Achievable	High	Aim here	Consider
	Low	Consider	Don't go here

Leading A Team Through Action Planning

Why Do We Need Action Plans ?

Identify Risk Factors For Each Health Priority

Health Issue

Risk Factor

High Infant Mortality

No/Little Prenatal Care

No Transportation

Care not affordable

Care not culturally sensitive

High % Teen Moms

High % Teen Moms who are high school dropouts

Identify Risk Factors For Each Health Priority

Health Issue

Risk Factor

Teen Violence

High drop out rate

Violent Family environment

Drugs/Alcohol

No employment opportunities

Few teen entertainment venues

Who Do You Recruit For Your Action Team ?

- Priority Population
- Stakeholders
- Movers & Shakers
- Those with passion/skills/time
- Those involved in the CHA in some way

Agenda for Initial Meeting

- Introductions
- Identify the priority issue
- What are the sources of information
- Identify root causes of issue (drill down)
- Identify existing programs/services that address the issue
- Identify gaps in existing services
- Lead discussion on who is affected the most by this health problem. What population should be targeted?

Agenda for Initial Meeting (con't)

- Lead discussion and brainstorm about what can be done: Recognize what changes you want to bring about.

- Address the health issue from multiple angles and levels
- Balance short-term successes and long-term lasting change
- Learn what has worked in other counties

Homework

- **After Initial Action Team Meeting.....**

**Research Evidence-Based Interventions
(proven practices)**

**Review other sources of information
about this priority problem**

Subsequent AP Meetings

- Introductions
- Review progress to date (homework)
- Review and evaluate interventions suggested from initial meeting.

Is there a good chance for success?

Are the resources available ?

Is it collaborative ?

Is there a balance of interventions

Action Plan Form - 2011

- www.healthycarolinians.org
- Community Health Assessment
- CHA Resources
- Action Plan Template (pdf/word)

Healthy Carolinians Action Plan 2008

County: Cabarrus Partnership: Healthy Cabarrus Period Covered: 2010-2014

Local Priority issue:

- Priority Issue: Teen Tobacco Use
- Identified in most recent Community Assessment? _yes _no

Local Community Objective: _New _Ongoing

- By: 2012
- Objective: Reduce the % of Cabarrus County middle school students who smoke from 22.7% to 15%.
- Original Baseline: 2009 - 22.7% of Cabarrus Middle School students smoke
- Date and Source of original baseline: Cabarrus Youth Risk Behavior Survey, 2009
- Updated Information: (for continuing objective)
- Date and Source of Updated Information:

Healthy Carolinians Action Plan 2008

County: Cabarrus Partnership: **Healthy Cabarrus** Period Covered: 2006-2012

Local Priority issue:

- Priority Issue: **Teen Tobacco Use**
- Identified in most recent Community Assessment? X_yes ___no

Local Community Objective: ___New XOngoing

- By: **2012**
- Objective: **Reduce the % of middle school students who smoke from 24% to 15%.**
- Original Baseline: **2003 - 24% of Cabarrus Middle School students smoke**
- Date and Source of original baseline: **Cabarrus Youth Risk Behavior Survey, 2003**
- Updated Information: (for continuing objective) 2007 - 22.7% of middle school students smoke
- Date and Source of Updated Information - Cabarrus Youth Risk Behavior Survey 2007

Healthy Carolinians Action Plan 2008

Population(s)

- Local population experiencing disparity:
Low-income teens, Hispanic teens
- Local population that will benefit:
All Cabarrus County middle school students
- Total # in population: 4000
- # to be reached: 2000

Healthy NC Focus Area Addressed

Check one Healthy NC 2020 focus area below)

- | | |
|--|--|
| <input type="checkbox"/> Tobacco Use | <input type="checkbox"/> Maternal and Infant Health |
| <input type="checkbox"/> Physical Activity & Nutrition | <input type="checkbox"/> Injury |
| <input type="checkbox"/> Substance Abuse | <input type="checkbox"/> Mental Health |
| <input type="checkbox"/> STD's/Unintended Pregnancies | <input type="checkbox"/> Infectious Disease/Food-borne illness |
| <input type="checkbox"/> Environmental Health | <input type="checkbox"/> Oral Health |
| <input checked="" type="checkbox"/> Health Promotion | <input type="checkbox"/> Chronic Disease (diabetes/colorectal cancer/cardiovascular disease) |
| <input type="checkbox"/> Social Determinants of Health | <input type="checkbox"/> Cross-cutting (Life expectancy, uninsured, adult obesity) |

Need 2 focus areas!

Healthy NC 2020 Objective that most closely match your local community objective.

NC 2020 Health Objective: *Decrease the percent of high school youth currently using tobacco.*

Evidence-Based Interventions

- What EBI's have effectively addressed this priority issue?
- What local activities are currently addressing this priority issue:
- What local assets might help address this priority issue?

Evidence-Based Interventions

- What EBI's have effectively addressed this priority issue?
- What local activities are currently addressing this priority issue:
- What local assets might help address this priority issue?

Healthy Carolinians Action Plan 2011

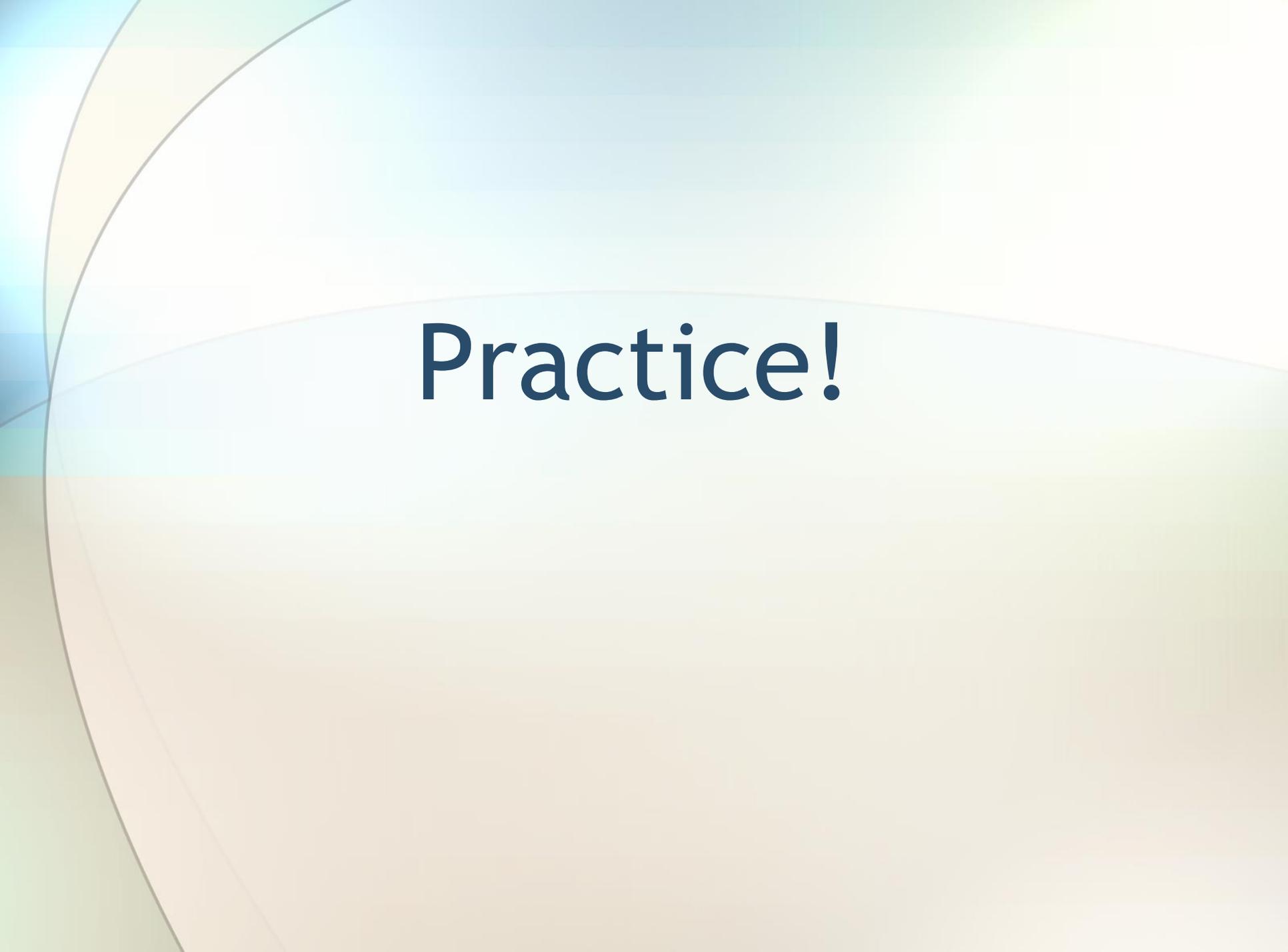
INTERVENTIONS SPECIFICALLY ADDRESSING DISPARITY GROUPS	COMMUNITY PARTNERS' Roles and Responsibilities	EVALUATION MEASURES
<p>Intervention: Offer cessation services to "at risk students" free of charge.</p> <p>Intervention: New</p> <p>Setting: School</p> <p>Start: 8/15/2011</p> <p>Level of Intervention: Individual/System</p>	<p>Lead agency: Cabarrus Health Alliance Teen Tobacco Prevention Program coordinates</p> <p>Other agencies:</p> <ul style="list-style-type: none"> -Healthy Cabarrus Teen Task Force promote participation in community and schools; -Hospital respiratory therapists to offer screenings -Healthy Cabarrus devotes two news columns per year to teen tobacco prevention 	<p>Quantify what you will do</p> <p>Expected outcomes:</p> <p>Explain how this will help reach the local community objective (what evidence do you have that this intervention will get you there?)</p>

Healthy Carolinians Action Plan 2010

Individual Change Interventions	COMMUNITY PARTNERS' Roles and Responsibilities	EVALUATION MEASURES
<p>2. Intervention: Implement TNT curriculum in 6th grade health/PE classes at four middle schools.</p> <p>Setting: Schools</p> <p>Start Date - End Date 9/1/08 – 6/1/09</p>	<p>Lead agency: Cabarrus Health Alliance Teen Tobacco Prevention Program coordinates all activities related to this intervention</p> <p>Other agencies:</p> <ul style="list-style-type: none"> • School System Administration reviews and approves curriculum and training • Cabarrus County Middle Schools – agree to participate, send teachers for training, implement curriculum 	<p>1. Quantify what you will do (# of classes, # of participants)</p> <p># of schools will volunteer to participant</p> <p># of teachers trained</p> <p># of students participating in classes</p> <p>1. Quantify the expected health outcomes</p> <p>4 middle schools will adopt tobacco education into curriculum & fewer students will report using tobacco products.</p>

Healthy Carolinians Action Plan 2010

Policy or Environmental Change Interventions	COMMUNITY PARTNERS' Roles and Responsibilities	EVALUATION MEASURES
<p>3. Intervention: Establish school based student TRU Clubs at four middle schools to involve students in tobacco education and prevention.</p> <p>Setting: Schools</p> <p>Start Date - End Date (9/1/08 – 6/1/09)</p>	<p>Lead agency: Cabarrus Health Alliance Teen Tobacco Prevention Program coordinates all activities related to this intervention</p> <p>Other agencies:</p> <ul style="list-style-type: none"> • Healthy Cabarrus Teen Task Force mentors students • Middle School teachers serve as club facilitators • 	<p>1. Quantify what you will do (# of clubs established, # of participants, etc)</p> <p># of schools establishing TRU clubs</p> <p># of students participating</p> <p># of tobacco prevention activities</p> <p>1. Quantify the expected health outcomes.</p> <p>Fewer students reporting use of tobacco products</p>



Practice!