

Put it **ALL** Together  
Tell the **STORY**

Then **ACTION!**

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2012 CHA Institute



# Why tell the CHA story!

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CHA and SOTCH gives:

- County residents **valuable facts, figures, and opinions** about the county
- County residents an **opportunity to participate** in community action and to give feedback on information collected
- Other agencies and organizations information they can use for program planning, grants, etc.

**A comprehensive CHA = effective community health strategies**

# Getting Started

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- **Collect and report the data** (beware of statistical or technical language for lay audiences)
- **Gather community feedback** through
  - Community meetings
  - Written comments
- **Compare community responses** with secondary data
- Match or **group related strengths and problems**

# Put it Together into a CHA

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## ● Introduction

- Describe the **composition** of your CHA Team and how they were recruited
- Include a chart or **listing of the Team**, who they represent, and what committees they worked on
- Describe briefly **how the Team worked** including key partnerships
- Describe briefly the **committee/subcommittee structure** and their responsibilities

# Putting it Together

## ◎ **Brief picture of the community**

- **Geographic** - Describe the area—list county boundaries; include small area and county maps that describe roads, land features, development patterns, residential settlements, commercial locations, health facilities, and other key structures/facilities
- **Historical** - Describe how the county was founded, traditions and practices and community stories (legends, beliefs, old wives tales)
- **Demographic** - Describe the population (age, sex, race /ethnicity, urban vs. rural, year-round vs. seasonal ). Use maps, charts, and/or graphs to identify clusters or document growth along with a narrative

*Data sources: US Census, SHC County Health Data Book, local convention and visitors' bureau, N.C. Department of Commerce, Employment Security Commissions*

# Health

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## ● **Health Information**

- Health, function, well-being (health status / healthy days, disabilities, need for care/assistance,
- Prescription medication,
- Mental health and substance abuse estimates

*Data sources: BRFSS, US Census, community health opinion survey, SAMHSA National Survey on Drug Use and Health*

## ● **Health care**

- Insurance coverage rates,
- Hospital use,
- Barriers to access to healthcare
- Satisfaction with healthcare)

*Data sources: BRFSS, SHC County Health Data Book, community health opinion survey, Sheps Center for Health Services Research*

# Health (Continued)

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## ◎ **Morbidity and Mortality**

- Leading causes of death
- Infant mortality
- Chronic disease rates (cancer, heart disease, diabetes, asthma)
- Infectious disease rates

*Data sources: SHC County Health Data Book, BRFSS, N.C. Communicable Disease Control Branch*

# Individuals

## ◎ **Social Determinants of Health**

- Education – attainment rates, dropout rates
- Families – child maltreatment and domestic violence rates, family
- Neighborhoods – organizations, facilities, unique identities, growth
- Crime /Intentional Injuries

*Data sources: N.C. Department of Public Instruction, Census, Department of Social Services, N.C. Council for Women, BABYBook, Community health opinion survey, N.C. State Bureau of Investigation, BRFSS*

## ◎ **Prosperity**

- Income /Poverty Levels, Employment Rates, Homeownership Rates
- Social Services Usage (Medicaid, Work First, Subsidies, Food Stamps)

*Data sources: Census, N.C. Department of Commerce, Employment Securities Commission, Department of Social Services, N.C. State Data Center*

# Individuals (Continued)

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## ◎ **Individual Behavior**

- Substance Use (tobacco, alcohol, illicit drugs)
- Overweight /Obesity Rates - Physical Activity and Nutrition
- Health Screenings
- Family Planning – (contraception, pregnancy/abortion/fertility rates)
- Motor Vehicle Injuries (seat belt usage, drinking and driving)

*Data sources: BRFSS, County health data book, community health opinion survey*

# Community

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## ⦿ **Physical Environment**

- Pollution - Indoor and outdoor air quality
- Lead
- Water quality
- Transportation options

*Data sources: BRFSS, Department of Environmental Health, Environmental Defense Fund Scorecard*

## ⦿ **Community Concerns/Priorities**

- Procedures for choosing community's health priorities
- Data summary of community priority concerns
- List priorities
- Narrative discussion of priorities

## ⦿ **Community Health Resources**

# Words of Caution

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- ◉ Avoid jargon
- ◉ Reference acronyms the first time used
- ◉ Use short paragraphs in narrative
- ◉ Use tables/charts to show data
- ◉ Explain tables/charts with a paragraph
- ◉ Streamline the document
- ◉ Cite data source including data

# Tell the CHA Story

- **Executive Summary** (2 to 4 printed pages)

- Short description of CHA process
- Brief summary of health information
- Review of priorities

**WHO**  
**WHAT**

- **CHA Document** (Limited number printed)

- Detailed description of the CHA process *HOW*
- Detailed description of the **important** health information
- Discussion of how the priorities were established
- Details on priorities selection

**WHY**

*Present CHA to Board of Health for Approval*

**WHEN**

**HOW**

# Publicize the CHA Story

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- ◎ **Press Conference** - Release CHA for the public
  - Invite Board of Health Members, All stakeholders, County/City officials, Legislative representatives, TV, radio, printed media
- ◎ **Executive Summary**
  - Brochures/ handouts for meetings
  - Inserts into information packets for local elected leaders, stakeholders and local paper
  - Mailings to community members
  - County, Health Department, partners web sites
- ◎ **CHA Document** (Print limited # of copies)
  - Health Department and Partner Agencies
  - Loaner copy and/or CD for Health Department, public library
- ◎ **Multimedia Presentation**

# Putting it together into a SOTCH

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State of the County Report is much smaller.

Use to:

- Review priorities
- Describe **yearly progress** on priorities
- Review current morbidity and mortality
- Highlight changes in county data
- Discuss new and/or emerging issues

Publicize the same as the CHA to keep residents up to date on health issues.

# Choosing Health Priorities

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- Community input is vital to the prioritization process
- County's resources must be considered
- Realistically consider how likely each health priority is to change
- Assess economic, social, cultural, and political influences
- Avoid duplication of effort between agencies and organizations

# Begin the Priority Process

(Hanlon & Pickett, 1990)

- **Rate all selected health problems** (CHA Guide has worksheet)
  - **Magnitude**: How many persons does the problem affect, either actually or potentially?
  - **Seriousness of the Consequences**: What degree of disability or premature death occurs because of the problem? What are the potential burdens to your community, such as economic or social burdens?
  - **Feasibility of Correcting**: Is the problem amenable to interventions? What technology, knowledge, or resources are necessary to effect a change? Is the problem preventable?

# Set Priorities

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## ◎ **Identify Risk Factors**

- Lifestyles
- Environment
- Health care system

## ◎ **Identify Community Resources**

- Use the Health Resources Inventory
- Match Needs to Resources

# Next Step

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## ◉ **Develop Evidence-based Interventions and Prevention Activities for each Priority**

- Individual-based interventions
- Community-based interventions
- System-based interventions

(List evidence-based intervention research on  
Community Health Action Plan)

## ◉ **Set SMART Objectives**

# SMART Objectives

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- **Specific** - Objectives should specify what you want to achieve
- **Measurable** – how to know if objectives are met
- **Achievable** – Can they be achieved/attained
- **Realistic** – Can they be achieved with resources
- **Time** – Define time period for achieving them

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# **Complete the Community Health Action Plan and submit**

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**Link local objectives to Healthy NC 2020 Objectives**

**Must have minimum of 2 objectives from different focus areas.**

# Community Health Action Plan

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Insert County Logo



## Community Health Action Plan \_\_\_\_ (yr)

*Designed to address Community Health Assessment priorities*

County:

Partnership, if applicable:

Period Covered:

### LOCAL PRIORITY ISSUE

- Priority issue:
- 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):
- Objective (specific, measurable, achievable, realistic, time-lined change in health status of population)
- Original Baseline:
- Date and source of original baseline data:
- Updated information (For continuing objective only):
- Date and source of updated information:

### POPULATION(S)

- Describe the local population(s) experiencing disparities related to this local community objective:
- Total number of persons in the local disparity population(s):
- Number you plan to reach with the interventions in this action plan:

### HEALTHY NC 2020 FOCUS AREA ADDRESSED

- |                                                          |                                                                                      |                                                                                                |
|----------------------------------------------------------|--------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| <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 type="checkbox"/> Environmental Health            | <input type="checkbox"/> Oral Health                                                 |                                                                                                |

- Check one Healthy NC 2020 focus area: (Which objective below most closely aligns with your local community objective?)
- List HEALTHY NC 2020 Objective: (Detailed information can be found at <http://publichealth.nc.gov/hnc2020/> website)

### 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

*(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

*(Insert rows as needed)*

INTERVENTIONS: SETTING, & TIMEFRAME	COMMUNITY PARTNERS' Roles and Responsibilities	PLAN HOW YOU WILL EVALUATE EFFECTIVENESS
<b>INTERVENTIONS SPECIFICALLY TARGETING HEALTH DISPARITIES</b>		
Intervention: _____ Intervention: _____ ___ new ___ ongoing ___ completed Setting: _____ Start Date – End Date (mm/yy): _____ Level of Intervention - change in: ___ Individuals ___ Policy &/or Environment	Lead Agency: _____ Role: _____ Partners: _____ Role: _____ Partners: _____ Role: _____ Include how you're marketing the intervention	1. Quantify what you will do (# classes & participants, policy change, built environment change, etc.)  2. <b>Expected outcomes:</b> Explain how this will help reach the local community objective (what evidence do you have that this intervention will get you there?)
<b>INDIVIDUAL CHANGE INTERVENTIONS</b>		
Intervention: _____ Intervention: _____ ___ new ___ ongoing ___ completed Setting: _____ Start Date – End Date (mm/yy): _____	The lead agency is _____ and it will _____  List other agencies and what they plan to do:  Include how you're marketing the intervention	1. Quantify what you will do (# classes, # participants, etc.)  2. <b>Expected outcomes:</b> Explain how this will help reach the local community objective (what evidence do you have that this intervention will get you there?)
<b>POLICY OR ENVIRONMENTAL CHANGE INTERVENTIONS</b>		
Intervention: _____ Intervention: _____ ___ new ___ ongoing ___ completed Setting: _____ Start Date – End Date (mm/yy): _____	The lead agency is _____ and it will _____  List other agencies and what they plan to do:  Include how you're marketing the intervention	1. Quantify what you will do (policy change, change to built environment, etc.)  2. <b>Expected outcomes:</b> Explain how this will help reach the local community objective (what evidence do you have that this intervention will get you there?)

*(Insert rows as needed)*

# 2012 CHA Process and Time Line

State CHA Institute  
2/23/12

CHA documents due in Raleigh by (1<sup>st</sup> Monday in December 2012). Submit one original to Raleigh and one electronic copy.

Action plans on CHA priority topics due in Raleigh by First Friday in June 2013

Technical Assistance provided by nurse consultants via phone and email

CHA documents and action plans reviewed by DPH in June - July 2013

DPH sends health department CHA feedback letter and accreditation checklist by 7/31/13

**CHA meets accreditation standards:**  
Health department files letter and accreditation checklist for future accreditation site visit

Health department submits standard SOTCH to Raleigh by 12/3/12

**CHA does not meet accreditation standards:**  
Health department must call \_\_\_\_\_ to develop corrective action plan as stated in their CHA letter

Health department incorporates corrective action plan into SOTCH and submits to Raleigh by 12/3/12

DPH reviews SOTCH, sends health department letter noting whether all accreditation standards met by 3/31/13

Health department files letter and accreditation checklist for future accreditation site visit

**Send CHA and SOTCH documents to:**  
Joy Reed  
Division of Public Health, NC DHHS  
1916 Mail Service Center  
Raleigh, NC 27699-1916

Time for ACTION

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Community members  
working together for  
better health.