

PLANNING FOR ACTION!

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THE LEARNER WILL BE ABLE TO...

Develop an action plan for the identified priority.

Select the community partner to lead the action plan.

Select appropriate evidence based strategies.

Utilize the action plan form.

Build in an evaluation component.

Review the 2016 CHA dates and process.



GETTING STARTED

Community Health Action Plan ____ (year)

Designed to address Community Health Assessment priorities (Form updated July 2015)

*Three priorities identified during the 2015/2016 CHA process are required to be addressed. Each priority should have a separate "Community Health Action Plan". Action plans are due by **the first Monday in September following the March submission of the CHA, per consolidated agreement.***

<http://publichealth.nc.gov/employees/forms/contracts/agreementAddenda/FY15ConsolidatedAqmt.pdf>

County: ____


Period Covered: ____

Partnership/Health Steering Committee, if applicable: ____

Community Health Priority identified in the most recent CHA: ____

Local Community Objective: *(Working description/name of community objective)*

(check one): ____ **New** ____ **Ongoing** *(addressed in previous Action Plan)*

- Baseline Data:** *(State measure/numerical value. Include date and source of current information):*
 - For continuing objective provide the updated information:** *(State measure/numerical value. Include date and source of current information):*
 - Healthy NC 2020 Objective** that most closely aligns with focus area chosen below:
- 

CHOOSING THE CHA PRIORITY

What data support this priority?

- Primary
- Secondary

The critical first step in writing the action plan is choosing and defining the priority.

The Health Department does not have to be the lead agency for every priority.

The most important community priority may be a social determinant of health as opposed to a health related priority.

DEFINING PARAMETERS

Population(s)

- I. Describe the local population at risk for health problems related to this local community objective: *(Examples of factors placing populations at risk for disparities include race, ethnicity, gender, age, income, insurance status, and geographical location.)*
- II. Describe the target population specific to this action plan:
 - A. Total number of persons in the target population specific to this action plan: _____
 - B. Total number of persons in the target population to be reached by this action plan: _____
 - C. Calculate the impact of this action plan:
(Total # in B divided by total # in A) X 100% = _____ of the target population reached by the action plan.)

LINKING LOCAL AND STATE EFFORTS

Healthy North Carolina 2020 Focus Area Addressed: Each of the two CHA priorities selected for submission must have a corresponding *Healthy NC 2020* focus area that aligns with your local community objectives.

■ **Check below the applicable Healthy NC 2020 focus area(s) for this action plan.**

For more detailed information and explanation of each focus area, please visit the following websites:

<http://publichealth.nc.gov/hnc2020/foesummary.htm>

<http://publichealth.nc.gov/hnc2020/>

- | | | |
|---|---|--|
| <input type="checkbox"/> Tobacco Use | <input type="checkbox"/> Maternal & Infant Health | <input type="checkbox"/> Social Determinants of Health |
| <input type="checkbox"/> Physical Activity & Nutrition | <input type="checkbox"/> Substance Abuse | <input type="checkbox"/> Environmental Health |
| <input type="checkbox"/> Injury | <input type="checkbox"/> Mental Health | <input type="checkbox"/> Chronic Disease |
| <input type="checkbox"/> Sexually Transmitted Diseases/Unintended Pregnancy | <input type="checkbox"/> Infectious Disease/Foodborne Illness | <input type="checkbox"/> Cross-cutting |
| | <input type="checkbox"/> Oral Health | |

PRIORITY ACTION PLAN

LOCAL PRIORITY


Chronic Disease Management

- Does the data support the choice?
- New or ongoing priority?
- How does it align with the 2020 Objectives?

TRANSLATED INTO ACTION PLAN

- All chronic disease?
- Which specific disease?
- Lead agency?
- Evidence based strategies chosen?
- Expected impact?
- Evaluation?

DETERMINING THE LEAD AGENCY


- Which agency has a vested interest in leading the strategies to meet the priority?
 - Who has the expertise for the strategies needed to meet the priority?
 - Which agency best articulates the related goals?
 - Will the agency provide the necessary structure to keep strategies on track?
- 

ADJUSTING EVIDENCE BASED STRATEGIES

Evidence Based Strategies Used with Like Population(s) <i>(Include source)</i>	Strategy/Intervention Goal(s)	Implementation Venue(s)	Resources Utilized/Needed for Implementation
Name of Intervention: Community Strengths/Assets:	S.M.A.R.T Goals:	Target Population(s): Venue:	Resources Needed:
Name of Intervention: Community Strengths/Assets:	S.M.A.R.T Goals:	Target Population(s): Venue:	Resources Needed:



USE THE FORM TO THINK THROUGH THE CHOICE OF STRATEGY

- **What is your target population?**
 - **Is the strategy chosen a “good fit” for that population?**
 - **What are the community’s strengths and or assets?**
 - **Is there an appropriate setting for the chosen strategy to take place?**
 - **Can the needed resources be found?**
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FIT THE STRATEGY TO YOUR JURISDICTION

Interpret the strategy so that it works for your target population in your jurisdiction.


- How will you offer the strategy to your target population?
 - Pinto Beans/corn bread vs escargot
 - Walking trail vs cross-fit
- Make the “language” familiar
- Offer incentives that truly invite participation
- Never advertise or offer what you can't provide

PREPPING EVIDENCE BASED STRATEGIES


Interventions Specifically Addressing Chosen Health Priority

<u>INTERVENTIONS: SETTING, & TIMEFRAME</u>	<u>LEVEL OF INTERVENTION CHANGE</u>	<u>COMMUNITY PARTNERS: Roles and Responsibilities</u>	<u>PLAN HOW YOU WILL EVALUATE EFFECTIVENESS</u>
Intervention: _____ <input type="checkbox"/> New <input type="checkbox"/> Ongoing <input type="checkbox"/> Completed Setting: _____ Target population: _____ Start Date – End Date (mm/yy): _____ Targets health disparities: <input type="checkbox"/> Y <input type="checkbox"/> N	<input type="checkbox"/> Individual/ Interpersonal Behavior <input type="checkbox"/> Organizational/Policy <input type="checkbox"/> Environmental Change	Lead Agency: _____ Role: _____ <input type="checkbox"/> New partner <input type="checkbox"/> Established partner Target population representative: _____ Role: _____ <input type="checkbox"/> New partner <input type="checkbox"/> Established partner Partners: _____ Role: _____ <input type="checkbox"/> New partner <input type="checkbox"/> Established partner Include how you're marketing the intervention: _____	Expected outcomes: _____ Anticipated barriers: Any potential barriers? <input type="checkbox"/> Y <input type="checkbox"/> N If yes, explain how intervention will be adapted: List anticipated project staff: _____ Does project staff need additional training? <input type="checkbox"/> Y <input type="checkbox"/> N If yes, list training plan: _____ Quantify what you will do: _____ List how agency will monitor intervention activities and feedback from participants/stakeholders: _____ Evaluation: Are you using an existing evaluation? <input type="checkbox"/> Y <input type="checkbox"/> N If no, please provide plan for evaluating intervention: _____

PREPPING EVIDENCE BASED STRATEGIES

- What barriers exist that will have to be breached to offer the strategy?
 - Will strategy staff need any additional training?
 - How will strategy progress be monitored and by whom?
 - How will strategy effectiveness be evaluated and by whom?
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THE EVALUATION PIECE

- Many evidence based strategies state how that strategy was evaluated. You may be able to “copy” that evaluation method.
 - If your goal was to have 100 persons attend an educational program and 75 attended then you met 75% of your goal.
 - Work with an evaluator to build in the method of evaluation for the strategy as it is being planned.
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RESOURCES

Community Health Assessment Guide Book

NC Division of Public Health

North Carolina Department of Health and Human
Services

<http://publichealth.nc.gov/lhd/cha/resources.htm>



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Appendices which house data resources, action plan, tools and definitions is located at <http://www.publichealth.nc.gov/lhd/cha>

General Implementation Resources	
Subject of Expertise:	Subject Matter Expert:
Coalition building - Convening Stakeholders	Joanne Rinker, <i>Sr. Director</i> joanne.rinker@centerforhealthync.org Center for Healthy North Carolina
Identifying Grant Opportunities - Grant Writing Training	
EBS identification and selection - Organization capacity evaluation/enhancement - EBS 101 Webinar	
Prevention programming	
Healthy NC Improvement App (IMAPP) is a comprehensive, user-friendly resource to help community partnerships select and implement evidence-based interventions (EBIs) to improve health in their communities.	Kerri Ward, <i>Program Manager</i> kerri.ward@phquality.org Center for Public Health Quality
Very comprehensive "Resource Center for Community Health Assessments and Community Health Improvement Plans" * <i>found under Programs</i>	National Association of County and City Health Officials (NACCHO) info@naccho.org 202-783-5550
Convening Stakeholders and Priority Area workgroups	Heather Gates

General Evaluation Resources	
Subject of Expertise:	Subject Matter Expert:
Return on Investment (ROI)	Center for Public Health Quality
Introduction to Evaluation (webinars) • Part 1 • Part 2	NC Institute for Public Health
Reports that provide awareness to public health issues and initiatives	Surgeon General's Report
Statistical and economic analysis on the US people and economy	Census Data
System of health-related telephone surveys that collect state data about U.S. residents regarding their health-related risk behaviors, chronic health conditions, and use of preventive services	CDC Behavioral Risk Factor Surveillance System James Cassell, <i>State Coordinator</i> NC DHHS State Center for Health Statistics Phone: 919-855-4485 Fax: 919-715-7899
Assesses behaviors in youth that impact their health now and in the future. Topics include violence, personal safety, physical activity, nutrition, mental health, tobacco, drugs and alcohol, protective factors and sexual behavior questions (for high school students only)	NC Youth Risk Behavior Survey
Access local data, to share data, to build reports and get information about your community	Community Commons
North Carolina's statewide syndromic surveillance	NC DETECT

Focus Area Resource List



REVIEW OF 2016 DATES/PROCESSES

2015 CHA due first Monday of March

- Please limit actual CHA to 50 pages
- Include as many appendices as needed
- Hard copy & electronic copy to Beth Murray

2015 Action Plans due first Monday of September

- Please use the new Community Action Plan form reviewed in this presentation.
- Hard copy & electronic copy to Beth Murray

CHA/CHNA UPDATES

- Healthy Weight Campaign
- New Regional CHAs/CHNAs approaches
- Stay tuned for : “ The Cost and Value of Community Health Assessments: Do Local Health Departments Get What They Pay For”/ research to be conducted by Kay Lovelace, PhD, MPH/ Associate Professor/ Department of Public Health Education/ UNC-G

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