

Chatham Health Alliance

2016 YEAR END REPORT SUMMARY

2016 has been a landmark year for the Alliance. Working collaboratively, the Alliance has made great strides to implement action plans around the identified priority areas from the 2014 Community Health Assessment – Obesity, Access to Mental Health Services, and Access to Healthcare. In addition, work in 2016 has laid the foundation to ensure the Alliance will continue to serve as the backbone for efforts moving forward.

“The purpose of the Chatham Health Alliance is to bring both traditional and nontraditional partners together to work on all issues affecting health in Chatham County, with a focus on the health priorities identified in the Community Health Assessment – Obesity, Access to Mental Health Services, and Access to Healthcare. Members of the Alliance strive to share resources and work together to enhance existing efforts and achieve a greater collective impact than we would individually.”

2016 OVERVIEW

6 Alliance meetings

an average of

30

attendees per meeting

maintained contact with

130+

community members

added

38

new contacts to the listserv

70+

organizations represented



representing...
transportation
business
youth
safety
aging
education
nonprofit
faith
mental health
recreation
community
health
government
higher ed
... and more

6 active initiatives



3

subcommittees of the Alliance



Obesity



Access to Mental Health Services



Access to Healthcare

A focus for work in 2016 has been to grow and strengthen partnerships within and outside the Alliance.

Much of 2016's success can be attributed to the hard work and dedication of the Alliance's members. Maintaining a diverse and dedicated membership is the foundation of the Alliance and drives the Alliance's ability to truly impact health on a population level. In 2016, the Alliance maintained contact with over 130 members, an increase of 41% from the previous year.

In addition, the Alliance forged valuable connections with key external partners, those individuals, organizations, and agencies, while not a part of the Alliance directly, support or contribute to the Alliance's work in some way. These included local universities, businesses, other county coalitions, and state-level partners.

THANK YOU

The Alliance would like to say a special thanks to our 2016 Chair and Co-Chair for their leadership and dedication to the Alliance this year.

Dennis Streets

Alliance Chair

Executive Director,

Chatham County Council on Aging

Daisy Womble

Alliance Co-Chair

Community Member



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OBESITY

Funding and technical assistance through the Duke Endowment's Healthy People, Healthy Carolinas program enabled the Obesity Subcommittee to break ground on a number of new initiatives in 2016. Highlights include piloting the Exercise is Medicine program, working with the Chatham County Planning Department to incorporate health into the Chatham County Comprehensive Plan, and working with a team of students from UNC to develop a worksite wellness program.

ACCESS TO MENTAL HEALTH SERVICES

The Access to Mental Health Services subcommittee has focused on raising awareness of mental health services and developing programs to address substance abuse. The subcommittee developed resource guides of mental health services available in Chatham. Chatham County Sheriff's officers now carry Naloxone, which can reverse the effects of opioid overdose. The subcommittee also recruited a team of UNC students to conduct an assessment on opioid overdose in Chatham and work with schools on prevention efforts.



ACCESS TO HEALTHCARE

Throughout the year, the Access to Healthcare subcommittee explored ways to increase access to healthcare for individuals throughout the county, with a focus on underserved residents. This has included promoting the Health Insurance Marketplace and working with a team of students from UNC to complete a medical transportation needs assessment and develop a health resources infographic.

ALLIANCE FUNDING

In January 2016, the Alliance received \$450,000 as part of the initial group of counties in the Healthy People, Healthy Carolinas (HPHC) program, an initiative of The Duke Endowment. HPHC aims to improve community health and health outcomes, focusing specifically on nutrition, physical activity, and chronic disease prevention.



**Healthy People
Healthy Carolinas**

In September 2016, Chatham County was selected as one of 50 participants in the Healthiest Cities & Counties Challenge. As a member of the HealthyCommunity50, Chatham received \$10,000 and, at the conclusion of the Challenge, will be eligible to compete for additional funding.



LOOKING TO 2017

Building off of 2016's success, 2017 is looking to be another milestone year for the Alliance, with a focus on furthering partnerships. Identified early on as a need across the priority areas, the Alliance is working to create more and easier connections among organizations, agencies, and residents within the county. To kick-off these efforts, this spring the Access to Healthcare Subcommittee is planning an agency fair to increase awareness of services within the Alliance. Further, the launch of the Alliance's website and continued work with Chatham Connecting to develop an online resource directory will provide the basis for county-wide campaigns promoting services across the priority areas.



[www.chathamnc.org/
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Subcommittee Updates

2016
YEAR END REPORT

After the Alliance was formed in March 2015, three subcommittees were formed around each of the identified health priorities – Obesity, Access to Mental Health Services, and Access to Healthcare. The first task of the three subcommittees was to develop action plans to guide their work over the next three years. Below are the strategies identified in each of the three action plans. The following pages provide a more in-depth update on the progress for each of the strategies.

OBESITY

- Implement the OrganWise Guys program as part of a multifaceted intervention targeting healthy eating and active living.
- Conduct a referral program for nutrition/physical activity education programs.
- Develop comprehensive community plans that include health considerations.
- Support worksite wellness programs.

ACCESS TO MENTAL HEALTH SERVICES

- Develop a strategic media plan to raise awareness, both among providers/agencies and the public, of how to access mental health services in Chatham County and the availability of specific services.
- Implement social media bullying prevention initiatives among school-aged children.
- Implement overdose prevention measures.

ACCESS TO HEALTHCARE

- Promote and coordinate enrollment for the Health Insurance Marketplace.
- Plan and implement a coordinated marketing and education campaign of safety net provider services for primary care of uninsured residents.
- Conduct a needs assessment to identify gaps (geographical, trust, cost, etc.) and opportunities in medical transportation, and conduct a media campaign to promote available services.

OrganWise Guys

The OrganWise Guys program was implemented with 250 youth at the YMCA summer camp and afterschool programs as part of a multifaceted program targeting healthy eating and physical activity. Participants received nutrition education through the evidence-based intervention, OrganWise Guys, physical activity through regular YMCA programming, and healthy snacks. Among participants, there was a 90% increase in youth reporting receiving 2-3 servings of fruits and vegetables per day. The YMCA will continue to use components of OrganWise Guys in their programming.

Referral Network for Physical Activity Programs

A three month pilot of the Exercise is Medicine (EIM) was launched in October 2016 at Piedmont Health Services in Siler City. EIM aims to increase the number of people with access to opportunities for physical activity through clinical and community linkages by establishing an EIM Referral Network and training physicians to prescribe physical activity with referrals to network locations. A total of 33 locations agreed to be part of the EIM Referral Network, and 23 participants were enrolled in the pilot. At baseline, participants had an average Physical Activity Vital Signs (PAVS) of 35.7 minutes of physical activity per week (*CDC recommends a total of 150 minutes per week*) and an average BMI of 28 (*overweight 25-29.9*). The most common locations for referral were local parks (7) and neighborhoods (7), followed by gyms (3) and the YMCA (3). Follow-up will be completed to determine if participants filled their exercise prescription and to track changes in PAVS scores and BMI.

Planning in Public Health

Including public health in planning efforts is recommended by the American Public Health Association and HealthyPeople 2020 as a way of influencing the social, natural, and built environments that shape individual behaviors on a day-to-day basis. In 2016, the Obesity Subcommittee and Alliance at-large partnered with the Chatham County Planning Department to include health considerations in the Chatham County Comprehensive Plan, a document which will provide a 25-year vision for the growth of Chatham. Two meetings were held with the Alliance, and two focus groups were held with the Obesity Subcommittee for in-depth feedback around healthy eating and active living. In addition, food vendors in the County were surveyed to include information on healthy food access in the Comprehensive Plan. In total, 88 sites were surveyed, totaling 76 stores that received a score. 27 stores received a score of “healthy food vendors.”

Worksite Wellness

In the fall of 2016, the Obesity Subcommittee began working with a team of masters students in the Health Behavior program at the University of Chapel Hill Gillings School of Global Public Health to develop a worksite wellness program tailored to the needs of Chatham’s employers. During the fall, the students completed a needs assessment among Chatham employers and a literature review, identifying successful and evidence-based models. In the spring, the student team will compile this information into a complete program and will pilot the program in Chatham County. A working group of the Obesity Subcommittee was convened to support the work of the student team.

Raising Awareness of Mental Health Services

Barriers to accessing mental health services remain a challenge. To improve knowledge about resources available in Chatham County, a series of mental health services resource guides were developed. In addition to a general guide, guides specific to youth resources, women and families, and Spanish-language services are available on the health department website. To access these resources, visit: www.chathamnc.org/mentalhealth. The subcommittee also has regular updates at its meetings on new and revised services at different providers.

Social Media Bullying Prevention among School-Aged Children

Chatham County Schools leads initiatives to prevent and report instances of bullying among students. These efforts are coordinated by the Bullying Prevention Task Force. In 2015, a team of University of North Carolina at Chapel Hill students worked with Chatham County Schools to develop a bullying prevention initiative. The project focused on increasing parental awareness of and participation in the Bullying Prevention Task Force and reducing bullying behavior among students. The students pretested several ideas and materials to parents and presented their findings to Schools leadership, which has used these resources to inform their efforts to address bullying.

Opioid Overdose Prevention

The Mental Health Subcommittee has ramped up efforts to address the rising concern of prescription drug overdose. In Fall 2016, the Sheriff's Office partnered with other local law enforcement, the NC Harm Reduction Coalition, EMS staff, and the Chatham County Public Health Department to train officers to recognize and treat suspected opioid overdoses. Sheriff's officers now have access to Naloxone, a potentially life-saving medication that can temporarily halt the effects of an opioid overdose.

In addition to these efforts with law enforcement, a team of University of North Carolina at Chapel Hill Health Policy and Management students teamed up with the subcommittee to lead an assessment of opioid overdose in Chatham. Raising awareness among youth and parents on prescription drug misuse was found to be a priority. The team will continue these efforts in the Spring 2017, working with Chatham County Schools to design and implement an awareness campaign around opioid overdose, with a specific focus on mental health.

Chatham Drug Free continues to lead efforts to prevent prescription drug overdose, working with law enforcement to provide drop boxes for unwanted medications. The coalition also coordinates media campaigns on the dangers of prescription drug misuse and partners with Chatham Habitat for Humanity to include medication lock boxes in homes.

Health Insurance Marketplace Enrollment

In 2016 the Access to Healthcare subcommittee worked to promote and coordinate enrollment services for the Health Insurance Marketplace. Marketplace enrollment has continuously increased, with 2,488 residents enrolling through the marketplace in 2014, increasing to 3,893 in 2015, and 4,103 in 2016 (*source: www.cms.gov*). In addition, the percent of uninsured adults has continued to fall, from 15% uninsured in 2013 to 9% in 2016 (*source: www.enrollamerica.org*). The subcommittee will continue to promote navigator agencies and stay updated on upcoming policy changes that may impact access to health insurance.

Medical Transportation Needs Assessment

In December 2015, a team of undergraduate students from the Health Policy program at the University of North Carolina Gilling's School of Global Public Health completed a needs assessment to identify gaps and opportunities in medical transportation in Chatham County. In Spring 2016, the team continued their work by developing an infographic with health resources in the county. The information gathered by the student team and the infographic will be incorporated into the new Alliance website.

Marketing Campaign for Safety Net Services

A long term goal of the Access to Healthcare subcommittee is to plan and implement a coordinated marketing and educational campaign of safety net provider services for primary care of uninsured residents. The goal of this campaign is to reduce the number of emergency department visits for routine services among roughly 1,846 Chatham residents who do not qualify for Medicaid without the expansion (*source: NCmedicaidexpansion.com*). Chatham County Public Health Department and Piedmont Health Services are currently coordinating efforts to provide adult health services. Future efforts will look at Chatham Hospital Emergency Department numbers and explore ways to better collaborate across agencies.



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