

COMMUNITY ACTION PLAN

Division of Public Health NC Department of Health & Human Services AGENCY: Granville-Vance District Health Department PREPARED BY: Jackie Sergent PHONE: 919-693-2141 E-MAIL: jackiesergent@yahoo.com	PROGRAM(S): Health Promotion
FOR PERIOD COVERING: 1 July, 2002 TO 30 June, 2003	

Healthy Carolinians 2010 Health Objective Addressed

**Increase the proportion of adults eating 5 or more servings of fruits and vegetables each day.
 Increase the percent of middle and high school students who eat any fruit or fruit juice on a given day.**

LOCAL COMMUNITY OBJECTIVE Number 1

Is this a policy and/or environmental change objective?
 yes
 no

By 6/2003, increase by at least 2 the number of elementary, middle, or high schools that offer fruit juice and water for sale to students and staff in school vending machines.

This Objective's: Target Population : 2 schools
 Estimated Size: 2,000
 Targeted Health Disparities Population: Hispanic, AfAm
 Estimated Size: 1,120

STRATEGIES & STEPS	TARGET GROUP	SETTING (channel)	COMMUNITY PARTNERS---THEIR ROLES & RESPONSIBILITIES
Strategy 1: Survey schools and work with vendors. Step 1: By 8/31/2002, survey by telephone at least 10 schools in Vance and Granville Counties re: interest in participating in the Winner's Circle Program by offering juice as a drink choice in school vending machines, and labeling machines accordingly.	Granville and Vance County Schools Administrators	School	Schools administrators will respond to survey. HP Coordinator has not yet had opportunity to gather community partners. There is no local LPAN, Healthy Carolinians, or CVH group. However, it is estimated that the greater need for support will be for the work with the vendors rather than the schools.
2: By 8/31/02, discuss concept with Child Nutrition Directors.	County School Child Nutrition Directors	School	Nutrition Directors will offer feedback re: concept and be encouraged to promote to decision-makers.
3: By 10/31/02, follow up with all those surveyed to answer any questions about program, and to distribute examples of labels if requested.	County School Administrators	School	School Administrators will review requested support material.
4: By 11/30/02, identify at least 2 schools that have agreed to participate.	County Schools & administration	School	School administration will provide contact information for drink machine suppliers and garner the support of the vendors.
5: By 2/28/03, make initial contact with vendors re: stocking machines with at least 1 type of vendor's brand of juice, and keeping price in line with other items for sale.	Drink Machine Vendors	Community	School representatives will encourage vendor cooperation.
6: By 5/31/03, secure cooperation of vendors of drink machines in	Vendors	Community	School representatives will encourage participation of vendors.

STRATEGIES & STEPS Strategy 1: Survey schools and work with vendors. at least 2 different schools.	TARGET GROUP	SETTING (channel)	COMMUNITY PARTNERS---THEIR ROLES & RESPONSIBILITIES
7: BY 6/30/03, label stocked machines with appropriate Winner's Circle Labels.	Machines	School	Vendors, School reps agree to label machines.

Healthy Carolinians 2010 Objective Addressed

**Increase the proportion of adults eating 5 or more servings of fruits and vegetables each day.
Increase the percent of middle and high school students who eat any fruit or fruit juice on a given day.
Increase the percent of middle and high school students who eat any vegetables on a given day.
Decrease the percent of middle and high school students who eat high fat meats on a given day.**

Local Community Objective Number 2

Is this a policy and/or environmental objective?
 yes
 no

By 6/30/2003, increase by at least 2 the number of restaurants in Vance and Granville Counties that participate in the Winner's Circle Program.

This Objective's: Target Population : Restaurant Goers
 Estimated Size: ~1500
 Targeted Health Disparities Population: African American
 Estimated Size: ~900

STRATEGIES & STEPS Strategy 1: Work with interested restaurants and analyze menus to determine Winner's Circle eligibility.	TARGET GROUP	SETTING (channel)	COMMUNITY PARTNERS---THEIR ROLES & RESPONSIBILITIES
Step 1: By 7/30/02, review surveys returned from previous Heart Healthy restaurant survey to determine those restaurants interested in having heart healthy choices on their menu.	District Restaurants	Community	Environmental Health Specialists administer survey once per year and solicit responses to cover letter inquiring about further interest in heart healthy menu items.
2: By 9/30/02, solicit partners among community agencies.	Hospitals, Cooperative Ext.	Community	To be determined!
3: By 10/31/02, contact restaurants with positive responses to explain and determine interest in Winner's Circle Program.	District Restaurants	Community	Restaurant owners/managers will respond to telephone contacts. No other community partners yet.
4: By 11/30/02, follow-up with face to face visit to further explain program to those interested and obtain commitment to participate.	District Restaurants	Community	Restaurant owners/managers will work with HP Coordinator. No other partners yet.
5: By 12/31/02, obtain menu and recipe information from those committed.	District Restaurants	Community	Restaurant owners/managers will provide menu and obtain recipe information from kitchen staff.
6: By 3/31/03, analyze potentially eligible recipes, then identify those meeting guidelines.	Menu items	Community	HP Coordinator and nutrition program staff will analyze recipes.
7: By 4/30/03, provide appropriate labeling materials to restaurants	District	Community	HP Coordinator and possible partners will distribute labeling materials.

to advertise Winner's Circle Program and menu items.	Restaurants	
8: By 6/30/03, publicize names of restaurants that are participating in the Winner's Circle Program.	Local papers and radio stations	Community HP Coordinator will write articles for papers and interview for radio station.

Healthy Carolinians 2010 Objective Addressed

**Increase the proportion of adults eating 5 or more servings of fruits and vegetables each day.
 Increase the percent of middle and high school students who eat any fruit or fruit juice on a given day.
 Increase the percent of middle and high school students who eat any vegetables on a given day.
 Decrease the percent of middle and high school students who eat high fat meats on a given day.**

Local Community Objective Number 3

Is this a policy and/or environmental objective?
 yes
 no

By 6/30/03 increase, by at least 2, the number of district restaurants that would like to be become Winner's Circle Restaurants during fiscal year 2003-04.

This Objective's: Target Population : District Restaurant Goers
 Estimated Size: ~1500
 Targeted Health Disparities Population: AfAm, Hispanic
 Estimated Size: ~900

STRATEGIES & STEPS	TARGET GROUP	SETTING (channel)	COMMUNITY PARTNERS---THEIR ROLES & RESPONSIBILITIES
Strategy 1: Administer 2nd annual Start With Your Heart Restaurant Survey Step 1: By 7/31/02, determine survey schedule.	Envir Health Staff	Health Dept	Environmental Health Staff will determine with HP Coordinator plan for administering survey.
2: By 12/31/02, survey at least 90% of district restaurants and foodstands in health district.	District restaurants and foodstands	Community	Environmental Health Staff will administer survey during 1 st or 2 nd quarter of SFY 02-03.
3: By 1/31/03, tabulate results of survey	Restaurant Surveys Restaurants etc	Health Dept	NA. HP Coordinator will tabulate results.
4: By 5/30/03, follow-up with positive responders to question on survey about interest in assistance with labeling of healthy items. Provide additional info as necessary.	Community partners	Community	HP Coordinator will f/u by telephone.
5: By 6/30/03, discuss amount of interest with community partners (hopefully garnered by 9/30/02—see above objective) and determine plan for upcoming year.	Local papers, radio station.	Community	HP Coordinator, Community Partners will plan growth.
6: By 6/30/03, publicize results of restaurant survey		Community	HP Coordinator will write article for papers and interview for radio station.

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Increase the percent of middle and high school students who eat any fruit or fruit juice on a given day.**

Local Community Objective Number 4

Is this a policy and/or environmental objective?
 yes
 no

By 6/30/03, encourage at least 2 churches to adopt a policy to offer juice and water at all functions where food is served.

This Objective's: Target Population : 2 church congregations
 Estimated Size: ~500
 Targeted Health Disparities Population: African American
 Estimated Size: ~500

STRATEGIES & STEPS	TARGET GROUP	SETTING (channel)	COMMUNITY PARTNERS---THEIR ROLES & RESPONSIBILITIES
<p>Strategy 1: Educate churches on the benefits of policies that support health without major expense.</p> <p>Step 1: By 6/30/03, agree to requests for presence at church-based health activities provided that 1 topic to be discussed must be <i>How the Church Can Further Promote Its Members' Health</i>.</p> <p>2: By 6/30/03, present above topic to at least 2 different AfAM churches in district.</p>	<p>Church Congregations</p> <p>Church congregations</p>	<p>Faith</p> <p>Faith</p>	<p>Contact people at district churches will work with HP Coordinator on program setup.</p> <p>HP Coordinator will present topic.</p>
<p>3: By 6/30/03, encourage church and pastor to commit to one of the following: Form a health committee. Serve juice and water at all functions with food.</p>	<p>Church Congregation and pastor</p>	<p>Faith</p>	<p>HP Coordinator, pastor, and interested congregates will work on desired plan.</p>
<p>4: By 9/30/02 develop follow-up, eval tool to be used with church group. Administer tool within 1 month of contact with church.</p>	<p>Pastors</p>	<p>Faith</p>	<p>HP Coordinator will develop and administer tool.</p>
<p>5: By 6/30/03, publicize positive results if churches agreeable.</p>	<p>Local papers and radio station.</p>	<p>Community</p>	<p>HP Coordinator will write article and interview.</p>

Healthy Carolinians 2010 Health Objective Addressed

Increase the proportion of adults eating 5 or more servings of fruits and vegetables each day.

**LOCAL COMMUNITY OBJECTIVE
Number 5**

Is this a policy and/or environmental change objective?
 yes
 no

By 6/2003, increase by at least 2 the number of worksites that offer fruit juice and water for sale to employees in workplace vending machines.

This Objective's: Target Population : 2 worksites
 Estimated Size: ~1,000

Targeted Health Disparities Population: Hispanic, AfAm
 Estimated Size: ~600

STRATEGIES & STEPS	TARGET GROUP	SETTING (channel)	COMMUNITY PARTNERS---THEIR ROLES & RESPONSIBILITIES
<p>Strategy 1: Survey worksites and work with vendors.</p> <p>Step 1: By 9/30/2002, survey by telephone at least 4 worksites in Vance and Granville Counties re: interest in participating in the Winner's Circle Program by offering juice as a drink choice in on-site vending machines, and labeling machines accordingly.</p>	Granville and Vance County Worksites	Worksite	Worksite contact will notify HP Coordinator about appropriate person to contact.
<p>2: By 10/31/02, follow up with all those surveyed to answer any questions about program, and to distribute examples of labels if requested.</p>	Worksite Administrators	Worksite	Administrators will review requested support material.
<p>3: By 11/30/02, identify at least 2 worksites that have agreed to participate.</p>	Worksites	Worksite	Administration will provide contact information for drink machine suppliers and garner the support of the vendors.
<p>4: By 3/31/03, make initial contact with vendors re: stocking machines with at least 1 type of vendor's brand of juice, and keeping price in line with other items for sale.</p>	Drink Machine Vendors	Community	Worksite representatives will encourage vendor cooperation.
<p>5: By 5/31/03, secure cooperation of vendors of drink machines in at least 2 different worksites.</p>	Vendors	Community	Worksite representatives will encourage participation of vendors.
<p>7: BY 6/30/03, label stocked machines with appropriate Winner's Circle Labels.</p>	Machines	Worksite	Vendors, worksite reps agree to label machines.
<p>7: BY 6/30/03, publicize results if worksites interested.</p>	Local papers and radio station	Community	HP Coordinator or worksite HR rep writes article and interview.

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Increase the proportion of adults eating 5 or more servings of fruits and vegetables each day. Increase the percent of middle and high school students who eat any fruit or fruit juice on a given day.

**Local Community Objective
Number 6**

Is this a policy and/or environmental objective?
 yes
 no

By 6/30/03 encourage at least 1 district store to allow at least one of its drink machines to be labeled as containing Winner's Circle items.

This Objective's: Target Population : District shoppers
 Estimated Size: ~2000
 Targeted Health Disparities Population: African American
 Estimated Size: ~1200

STRATEGIES & STEPS	TARGET GROUP	SETTING (channel)	COMMUNITY PARTNERS---THEIR ROLES & RESPONSIBILITIES
Strategy 1: Survey stores and work with vendors. Step 1: By 9.30.02, determine local stores that have juice in their drink machines or check out line coolers.	Stores	Community	HP Coordinator will do.
2: By 11/30/02, schedule appointment with management to discuss Winner's Circle concept and pricing standards for soda versus juice.	Store Management	Community	HP Coordinator will do.
3: By 11/30/02, encourage equalized pricing if possibly feasible.	Store Management	Community	HP Coordinator will do.
4: By 2/28/03, secure agreement of store management and vendor to label at least one machine with Winner's Circle labels.	Store Management	Community	Store management will support HP Coordinator in garnering acquiescence of vendor.
5: By 3/31/03, label machine(s).	Machines	Community	HP Coordinator will do.
6. Publicize results if store management interested.	Local papers and radio station.	Community	HP Coordinator or store HR rep will write article and interview.

Healthy Carolinians 2010 Objective Addressed

**Reduce tobacco use by high school students, grades 9-12.
Reduce tobacco use (cigarette smoking) by adults.**

Local Community Objective Number 7

Is this a policy and/or environmental objective?
 yes
 no

By 6/30/03, create the opportunity for residents to choose smoke-free dining and recreation in the district.

This Objective's: Target Population : Restaurant goers
 Estimated Size: ?
 Targeted Health Disparities Population: AfAm, Hispanic
 Estimated Size: ~35% of total

STRATEGIES & STEPS	TARGET GROUP	SETTING (channel)	COMMUNITY PARTNERS---THEIR ROLES & RESPONSIBILITIES
Strategy 1: Produce Smoke Free Dining and Entertainment Guide Step 1: By 7/31/02, compile list of Smoke Free establishments using 2001 Restaurant Survey as major resource.	Restaurants and entertainment venues	Community	HP Coordinator will do.
2: By 9/30/02, contact smoke free establishments re: interest in being advertised in guide.	Same	Community	HP Coordinator will do.
3: By 1/31/03, develop, print, and distribute guide.	Consumers	Community	Local printer will work with HP Coordinator on design and printing. Chamber of Commerce, Cooperative Extension, and local libraries will be initial distribution sites.
4. By 6/30/03, publicize guide upon completion.	Local papers and radio station.	Community	HP Coordinator will write article and interview.
Strategy 2: Administer 2nd annual Start with Your Heart Restaurant Survey.			
Step 1: By 7/31/02, determine survey schedule.	Envir Health Staff	Health Dept	Environmental Health Staff will determine with HP Coordinator plan for administering survey.
2: By 12/31/02, survey at least 90% of district restaurants and foodstands in health district.	District restaurants and foodstands	Community	Environmental Health Staff will administer survey during 1 st or 2 nd quarter of SFY 02-03.
3: By 1/31/03, tabulate results of survey	Restaurant Surveys	Health Dept	NA. HP Coordinator will tabulate results.
4: By 5/30/03, follow-up with positive responders to question on survey about interest in assistance with smoke-free dining standards. Ask about and being listed in smoke free dining guide.	Restaurants etc	Community	HP Coordinator will fu by telephone.
5: By 5/30/03, tally additional smoke-free restaurants.	Surveys	Health Dept	HP Coordinator will do.
6: By 6/30/03, complete list of 2002 additions to smoke free guide.	Restaurants etc	Community	HP Coordinator and printer will determine best approach to additions..

