

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: Jackie.sergent@ncmail.net	PROGRAM(S): Health Promotion FOR PERIOD COVERING: July 1, 2004 TO June 30, 2005
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North Carolina 2010 Health Objective Addressed

*Increase the proportion of middle and high school students who eat any fruit or 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,
 Reduce the percent of children and adolescents who are overweight or obese.*

LOCAL COMMUNITY OBJECTIVE Number 1

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

By 6/30/05, increase by at least one, the number of schools in the Granville County School System that participate in the Winner's Circle Program.

This Objective's Target Population : Granville County youth in school
 Estimated Size: 8500
 Targeted Health Disparities Population: Af Am, Latino
 Estimated Size: 510 and 2975 respectively

STRATEGIES & Steps	TARGET GROUP	SETTING (channel)	COMMUNITY PARTNERS---ROLES & RESPONSIBILITIES
Strategy 1: Solidify Partnership Step 1: By 7/31/04, meet with Child Nutrition Services Director to discuss approach. Step 2: By 8/31/04, meet with Granville Co SHAC to present idea.	Granville County Schools Granville County Schools	Schools	HP Coordinator and CNFS Director will work on approach together.
Step 3: By 8/31/04, meet with LiveWell Granville Health Promotion Workgroup to present idea. Strategy 2: Identify schools to target with Winner's Circle Program.	HP Workgroup Granville County Schools	Schools	HP Coordinator and CNFS Director will determine how to present to G Co SHAC
Step 1: By 9/30/04, identify schools in the GCS system in which to administer the School Health Index.	Granville County Schools	Community	HP Coordinator will present agreed upon plan to HP Workgroup and solicit support. If support offered, workgroup will determine roles and responsibilities of members.
Step 2: By 12/31/04 combine results of the SHI with what the CNFS Director knows about the schools to determine which school makes the best candidate for Winner's Circle.	Granville County Schools	Schools	HP Coordinator and CNFS Director will work with Granville Co SHAC to determine which schools to target. SHAC will communicate with leadership in the schools about completing SHI. School leadership will allocate responsibility of completing various segments of SHI to school staff, as well as encourage parent involvement.
Strategy 3: Implement menu analysis. Step 1: By 1/31/05, review menu and recipe information (may include a la carte and snack item) from CNFS.	Granville County Schools	Schools	Schools/Staff involved with SHI's will complete process and present findings to SHAC. CNFS Director will review results and present her thoughts on implementing Winner's Circle with respect to the food service perspective and the issues surrounding individual schools.
	Granville County Schools	Schools, Health care.	HP Coordinator and CNFS Director will review menu items to identify ones most likely to meet guidelines.

STRATEGIES & Steps	TARGET GROUP	SETTING (channel)	COMMUNITY PARTNERS----ROLES & RESPONSIBILITIES
Step 2: By 3/31/05, analyze potentially eligible recipes and identify those meeting Winner's Circle guidelines.	Granville County Schools	Schools, Health care, Community	HP Coordinator and CNFS Director and identified partners via HP workgroup and CNFS Staff will review recipes to identify Winner's Circle items.
Strategy 4: Promote Winner's Circle Status	Granville County Schools	Schools	CNFS Director will contact school principal(s).
Step 1: By 1/31/05, contact principal(s) of identified school(s) to discuss program and solicit support.	Granville County Schools, PTO's	Schools	CNFS Director and school principal(s) will identify best way to approach PTO(s). HP Coordinator will provide support prn.
Step 2: By 2/28/05, contact PTO reps for selected school(s) to discuss program and solicit support.	Granville County Schools	Schools	HP Coordinator and CNFS Director and identified partners via HP workgroup and CNFS Staff will identify Winner's Circle items best suited for taste test promotion.
Step 3: By 4/30/05, identify WC items best suited to taste tests at kick-off for students and staff.	Granville County Schools	Schools	HP Coordinator and CNFS Director will determine where signage is needed. HP Coordinator will provide Winner's Circle labels. HP Coordinator and CNFS Director will determine whether any custom signage needs to be created; if so, HP Coordinator will provide e-version of logo.
Step 4: By 4/30/05, provide appropriate labeling materials for sneeze guard, and other appropriate areas.	Granville County Schools	Schools	School principal(s), PTO(s), with support of the CNFS Director and HP Coordinator, will determine the best way to promote WC to parents.
Step 5: By 4/30/05, promote WC to parents via communiqués from school(s) and/or PTO(s). NB-if accomplishing the former steps pushes the kick-off, and hence its publicity, too late in the year, this step might be postponed until the beginning of the next school year. Step 2: By May 2005, arrange Winner's Circle kick-off and promote via mass media and taste tests. NB-if accomplishing the former steps pushes the kick-off too close to the end of the school year, the kick-off will be postponed until the beginning of the next school year which will start August 2005.	Granville County Schools, PTO's parents Granville County Schools	Schools, Community	GC SHAC, including the HP Coordinator and CNFS Director, will determine member roles and responsibilities for kick-off and publicity.

Healthy Carolinians 2010 Objective Addressed

Reduce the proportion of adults who are overweight or obese, and/or
Reduce the proportion of adults (18 years and older) who engage in no leisure time activity, and/or
Increase the proportion of adults eating 5 or more servings of fruits and vegetables each day, and/or
Reduce tobacco use (cigarette smoking) by adults.

Local Community Objective Number 2

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

By 6/30/05, implement at least one environmental or policy change at M. R. Williams, Inc in Henderson, NC.

This Objective's: Target Population : MR Williams' staff
 Estimated Size: ?

Targeted Health Disparities Population: ?
 Estimated Size: ?

STRATEGIES & Steps	TARGET GROUP	SETTING (channel)	COMMUNITY PARTNERS---THEIR ROLES & RESPONSIBILITIES
STRATEGY 1: Identify change to implement			
Step 1: By 7/31/04, meet with HR Director to discuss concept of environmental and policy change.	Worksite Management	Worksite	Completed 3/31/04. Spoke at Henderson-Vance Chamber of Commerce on environmental and policy change in the work place, and the benefits to employee health and the "bottom line." Discussed specific examples of change opportunities. Subsequently, HR Director spoke with management who is interested in several options.
Step 2: By 7/31/04, evaluate feasibility of 1) establishing a wellness committee, 2) training a facilitator to offer Fresh Start Smoking Cessation Classes, 3) Implementing a wellness incentive program for staff.	Worksite management	Worksite	HR Director will work with MR Williams' management to determine which of the programs the company wants to implement. HR Director and HP Coordinator will identify
STRATEGY 2: Implement change			
Step 1: By 8/31/04, determine resources needed to implement change.	Worksite management	Worksite	HR Director and HP Coordinator will determine resources needed.
Step 2: By 8/31/04, determine roles and responsibilities of stakeholders.	Worksite		HR Director will determine roles and responsibilities of HR Williams' staff. HP Coordinator will provide and training needed to implement any or all of the three options.
Step 3: By 8/31/04, determine start date of change.	Worksite Employees	Worksite	HR Director and HP Coordinator will determine start date.
STRATEGY 3: Promote change			
Step 1: By 4/30/05, explain and promote change to MR Williams' supervisors	Worksite supervisors	Worksite	HR Director and upper management will promote change to supervisors.
Step 2: By 5/31/05 explain and promote change to MR Williams' staff.	Worksite employees	Worksite	HR Director and supervisors will promote change to employees.
Step 3: By 6/30/05, publicize change via mass media.	General Public	Community	HR Director and HP Coordinator will publicize change via media.

Healthy Carolinians 2010 Objective Addressed

*Reduce the proportion of adults who are overweight or obese.
Increase the proportion of adults eating five or more servings of fruits and vegetables each day.*

Local Community Objective Number 3

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

By 6/30/05, promote Winner's Circle qualified snacks by M. R. Williams' sales staff to their vendors.

This Objective's Target Population:
 Convenience stores and other vendors that buy MR Williams wholesale products.
 Estimated Size: ?

Targeted Health Disparities Population: ?
 Estimated Size: ?

STRATEGIES & Steps	TARGET GROUP	SETTING (channel)	COMMUNITY PARTNERS---THEIR ROLES & RESPONSIBILITIES
STRATEGY 1: Assess feasibility of creating Winner's Circle qualified product line Step 1: By 7/31/04, solicit input from state Winner's Circle program Step 2: By 8/31/04, review MR Williams' product line to determine what items might be appropriate to feature.	State WC Program MR Williams' food distributor	Health care Community	HP Coordinator obtain input from state coordinator about ways to implement concept and about what support WC program can offer. HR Director and HP Coordinator will review MR Williams' product line.
STRATEGY 2: Determine marketing plan for Winner's Circle product line Step 1: By 9/30/04, determine product grouping and placement plans. Step 2: By 10/30/04, determine point of purchase advertising plan. Step 3: By 12/31/04, promote product line to sales team.	MR Williams' food distributor MR Williams' food distributor MR Williams' food distributor	Community Community Community	Sales department will determine product grouping and placement. HP Coordinator will offer support only if needed. HP Coordinator will work with sales and advertising department to create appropriate signage for "end cap" and other displays. HP Coordinator will provide access to WC logo materials. MR Williams' sales managers will explain and promote product line to salespeople.
STRATEGY 3: Distribute product line Step 1: By 1/31/05, promote product line to vendors.	Convenience and other stores Convenience and other stores	Community Community	MR Williams' sales people will promote WC product line to vendors. MR Williams' sales people will set up WC displays.
STRATEGY 4: Evaluate product line Step 1: By 4/30/05, assess sales of WC items. Step 2: By 6/30/05, determine whether to continue promotion of WC items as a specialty group, and if so, whether to continue to do so in same manner.	Convenience and other stores MR Williams food distributor	Community Community	Sales force will track sales of WC products. MR Williams management will evaluate effectiveness of distribution line and method.

Healthy Carolinians 2010 Objective Addressed

**Reduce the proportion of adults who are overweight or obese
Reduce the proportion of adults (18 years and older) who engage in no leisure time activity**

Local Community Objective Number 4

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

By 6/30/05, increase by at least one the number of district African American churches that establishes a wellness committee or a walking path for its members.

This Objective's: Target Population :
 Estimated Size: 300
 Targeted Health Disparities Population: AfAm
 Estimated Size: 300

STRATEGIES & Steps	TARGET GROUP	SETTING (channel)	COMMUNITY PARTNERS---THEIR ROLES & RESPONSIBILITIES
STRATEGY 1: Determine the church			Completed 3/04 – Spring Street Missionary Baptist Church, Henderson, NC
STRATEGY 2: Determine the strategy to promote walking. Step 1: By 7/31/04, meet with church representative to discuss measuring a walking path on the church grounds and establishing a wellness committee to promote wellness activities such as walking. Step 2: By 8/31/04, measure possible walking paths, and discuss options with church representative. Step 3: By 9/30/04, choose walking path option to promote, determine whether wellness committee will be formed, or whether walking will be promoted by pastor and signage.	Church representative and/or pastor Church rep and/or pastor Church pastor	Faith Faith Faith	HP Coordinator will meet with church representative/s to discuss step 1 items. HP Coordinator will measure path options. Church pastor will determine what is best policy to follow.
STRATEGY 3: Promote walking path to congregation Step 1: By 10/31/04, post signage, mark path as appropriate Step 2: By 10/31/04, advertise through church bulletin and announcements. Step 3: By 11.30.04, if wellness committee has been formed, consider additional methods for committee to promote walking on path.	Church members Church members Church members	Faith Faith Faith	HP Coordinator will create signage and support church efforts if path needs to be marked in any way. Church rep will advertise walking promotion through bulletin and announcements. If formed, wellness Committee will investigate ways to promote walking to members. HP Coordinator will support committee via church rep in this process.
STRATEGY 4: Evaluate success of program Step 1: By 10/31/04, determine baseline activity level of congregants through a simple survey. Step 2: By 4/3005, determine follow-up level of activity of congregant through a simple survey.	Church members Church members	Faith Faith	HP Coordinator will work with church rep to administer survey. HP Coordinator will work with church rep to administer survey.

Healthy Carolinians 2010 Objective Addressed

**Reduce the proportion of adults who are overweight or obese, and/or
Reduce the proportion of adults (18 years and older) who engage in no leisure time activity, and/or
Increase the proportion of adults eating 5 or more servings of fruits and vegetables each day, and/or
Reduce tobacco use (cigarette smoking) by adults.**

Local Community Objective Number 5

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

By 6/30/05, implement and maintain a wellness incentive program at Granville-Vance District Health Dept (GVDHD).

This Objective's Target Population : GVDHD staff
 Estimated Size: 91 non-contract employees

Targeted Health Disparities Population: NA
 Estimated Size: NA

STRATEGIES & Steps	TARGET GROUP	SETTING (channel)	COMMUNITY PARTNERS--THEIR ROLES & RESPONSIBILITIES
STRATEGY 1: Determine the intervention	GVDHD Wellness Committee	Worksite	Completed 3/04 – Wellness Committee agreed to develop concept of "Walk Across NC!" with employees earning incentive prizes along the route, and a final prize at completion of the route. GVDHD Admin Staff agreed to support and suggested adding in rewards for quitting smoking, weight loss, and other health behaviors. Nursing supervisor promoted concept of baseline HRA and follow-up HRA in 1 year to assess results.
STRATEGY 2: Implement the intervention	GVDHD Wellness Committee	Worksite	Completed 4/04 – 1498 mile walking path with 28 stops developed. Wellness Committee solicited prizes from cities along the route. Health and Finance Dir's agreed to \$100 gift certificate to each completer, as well as baseline and follow-up HRA (a potential ~\$12000 investment). Wellness committee developed rules for participation, earning miles (it will take most participants at least 1 year to complete course with regular physical activity in their routine), and credit for other healthy behaviors. Fitness challenge kick-off April 1-2; 82% of staff signed up to participate by end of 1 st week.
STRATEGY 3: Maintain participant involvement in the intervention			
Step 1: Ongoing – Develop on-going strategies to maintain excitement.	GVDHD Wellness Committee, GVDHD Staff	Worksite	Wellness committee will meet at least monthly to review progress and explore new options. Monthly special activities to earn extra credit will be one venue. Regular drawings for prizes will be another. Rewarding participation at 6 months may be another. Admin Staff will offer support and input, as well as encourage staff participation.
Step 2: Ongoing – Implement motivational strategies.	GVDHD Wellness Committee, GVDHD Staff	Worksite	Wellness committee will be responsible for implementing strategies and securing admin support, or other resources, for same as needed.
STRATEGY 4: Publicize the intervention			
Step 1: Ongoing – Publicize intervention regularly in-house to staff.	GVDHD Wellness Committee, GVDHD Staff	Worksite	GVDHD Wellness committee will announce progress with challenge at monthly staff meetings. Aggregate miles for each county will be posted on framed map with walking route in each county.
Step 2: By 7/1/04, publicize intervention to community	Media	Community	HP Coordinator will publicize intervention (and bennies of environmental change in the workplace to promote employee wellness) through mass media after GVDHD has experienced it for 3 months. As intervention progresses, HP Coordinator will publicize it further if results continue to be positive.

<p>STRATEGY 5: Evaluate the intervention</p> <p>Step 1: Completed – Baseline HRA's, including lipids, BG, BP, and weight for height, will be offered to all employees, regardless of contract status at start of intervention.</p>	GVDHD Staff	Worksite	<p>Lab tech and one nurse in each county will be responsible for drawing employee blood for analysis at local hospital lab. Participating employees will complete personal health risk questionnaire. GVDHD will cover cost of blood analyses. Granville County Adult Health lead nurse will process HRA's, print out and deliver individual risk reports, and print out group report for GCDHD management.</p>
<p>Step 2: By 4/30/05, follow-up HRA's will be completed.</p>	GVDHD Staff	Worksite	<p>Lab tech and one nurse in each county will be responsible for drawing employee blood for analysis at local hospital lab. Participating employees will complete personal health risk questionnaire. GVDHD will cover cost of blood analyses. Granville County Adult Health lead nurse will process HRA's, print out and deliver individual risk reports, and print out group report for GVDHD admin staff.</p>
<p>Step 3: By 6/30/05, HRA results will be combined with wellness committee and admin staff impressions to determine whether program should be continued, and if so, if it should maintain the same format.</p>	GVDHD Staff, Wellness Committee, and admin staff	Worksite	<p>HP Coordinator and Adult Health Nurse will compare results of initial and follow-up group profiles. HP Coordinator will present results to Wellness Committee for discussion. HP Coordinator will present results and wellness committee opinion to admin staff.</p>

Healthy Carolinians 2010 Objective Addressed

Reduce the percent of children and adolescents who are overweight and obese.

Local Community Objective Number 6

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

By 6/30/05, increase by at least one the number of schools in the Granville-Vance Health District that adopt a policy to limit the sale of sodas and low quality snacks to students.

This Objective's: Target Population : Granville and Vance Counties schools age youth
 Estimated Size: ~17000

Targeted Health Disparities Population: AfAm and Latino
 Estimated Size: 6800 and 1020 respectively

STRATEGIES & Steps	TARGET GROUP	SETTING (channel)	COMMUNITY PARTNERS--THEIR ROLES & RESPONSIBILITIES
STRATEGY 1: Secure Board of Health Endorsement			Completed 4/1/04
STRATEGY 2: Develop BOH position statement on sodas and snacks in schools			
Step 1: By 7/31/04, research literature to determine best bases for statement.	GVDHD BOH	Healthcare	HP Coordinator will research literature for support information. HP Coordinator will consult with regional consultant for input re: same.
Step 2: By 8/31/04, draft statement and present to BOH	GVDHD BOH	Healthcare	HP Coordinator will draft statement. HP Coordinator or Health Director will present to BOH.
Step 3: By 9/30/04, finalize BOH position statement.	GVDHD BOH	Healthcare	HP Coordinator will use feedback from BOH and health director to finalize statement and submit for approval.
STRATEGY 3: Publicize BOH position statement			
Step 1: By 12/31/04, present position statement to at least one Board of Education in the Health District	Board of Education	Schools	GVDHD BOH will choose representative/s to present statement to BOE.
Step 2: By 1/31/05, present position statement to at least 1 SHAC in the Health District.	SHAC	Schools	HP Coordinator will present statement to local SHAC/s.
Step 3: By 2/28/05, release position statement to the local papers if it has not already been so via coverage of the BOE meetings.	Media	Community	HP Coordinator will release statement to local media if it has not already been covered through normal coverage of BOE meetings.
STRATEGY 4: Promote adoption of policy			
Step 1: By 2/28/05, assess response of BOE and SHAC to position statement.	BOE, SHAC	Schools	HP Coordinator will assess response of SHAC members to position statement. HP Coordinator and/or BOH members will assess response of BOE.
Step 2: By 3/31/05, identify allies on the BOE and SHAC. Solicit support for developing policy based upon position statement.	BOE, SHAC	Schools	HP Coordinator, health director, and BOH members will identify known allies on BOE/SHAC and encourage support for developing policy to limit sale of sodas and low quality snacks.
Step 3: By 4/30/04, work with allies to assess best approach to elicit support from PTO's and parents.	BOE, SHAC, BOH	Schools, Community	HP Coordinator and identified allies will assess the best way to access parental resources and support.
Step 3: By 5/31/05, draft policy limiting sale of soda and low quality snacks to students in at least one district school (for the upcoming school year).	BOE, SHAC	Schools	HP Coordinator will offer support to draft policy should the BOE decide to implement one. Based upon recently completed SHI's, the SHAC will recommend at least one schools to target, should the BOE not want to issue a district wide policy.
STRATEGY 5: Publicize policy			
Step 1: By 6/30/05 policy will be publicized to appropriate school staff.			BOE, school administration will publicize policy to school staff.
Step 2: By 6/30/05, policy will be publicized to local community.	Media	Community	BOE will determine best way to publicize policy. HP Coordinator will offer to support.