

ROBESON COUNTY HEALTH DEPARTMENT



2011-2013 Strategic Plan

Robeson County Health Department
460 Country Club Road • Lumberton, NC 28360 • 910-671-3200
William Smith- Health Director • Melissa Packer- Assistant Health Director

Robeson County Department of Public Health Strategic Action Plan 2011-2013

**Robeson County Department of Public Health
Strategic Plan 2011-2013**

Mission of Robeson County Health Department

Our mission is for all residents to achieve the highest level of health possible through our identification and reduction of health risks; detection, investigation and prevention of spread of the disease; promotion of healthy lifestyles and a safe and healthy environment; promotion of the availability and accessibility of health care services through the private sector; and the provision of quality health services to those in need.

Purpose of the Strategic Plan:

The strategic plan is essential for the Robeson County Health Department to function effectively and efficiently. The intent behind the strategic plan is to have a document that will bring focus and direction to the work of the health department. The strategic plan is directed at both the operations of the agency and its efforts to improve the health of the community. The strategic plan will be updated or revised on a regular basis and at least yearly.

Selection of Strategic Plan Goals and Objectives:

In 2006 the Robeson County Partnership for Community established a Community Health Assessment team that was comprised of individuals who represented areas of expertise from the 12 priority areas based upon the NC 2010 health objectives. Additionally, it included community representatives from the larger townships located in Robeson County. The Community Health Assessment team actively participated in the community health assessment process by providing input, developing a survey, and distributing it to various groups within Robeson County. Additionally, after all surveys were collected, tabulated and analyzed, the team reviewed the survey results and health statistics and identified priority health issues of concern for the county's residents. Priorities were selected based upon magnitude, seriousness of consequences and feasibility of correcting the problem. The Robeson County Health Department utilized the local health status data and information from the 2007 Community Health Assessment (CHA) to set the goals and objectives of the strategic plan. The goals and objectives of the plan correspond with priority health issues of the CHA; however, there are a few objectives that do not match a priority area. These goals and objectives are emerging health concerns that were identified after the CHA was completed and were included in the 2010 annual State of the County Health report. The Robeson County Health Department elected to make this document a 3 year plan so the agency's goals and objectives could sync with the new data obtained from 2011 Community Health Assessment. The first draft of this Strategic Plan was presented to the Board of Health members during the October 21, 2010 meeting. A second draft, along with the State of the County's Health Report and an introduction to the Healthy People 2020 objectives, was presented during the Annual Board of Health meeting held on November 18, 2010. Board Members were informed that input regarding the Strategic Plan would be welcomed thru the next scheduled Board of Health meeting on January 20, 2011.

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Robeson County Community Health Assessment Priority Areas

- Chronic Disease (Cardiovascular Disease, Cancer, Obesity & Diabetes)
- Health Promotion (Tobacco Prevention, Teen Pregnancy, Infant Mortality & Substance Abuse)
- Communicable Disease (HIV & Syphilis)
- Injury (Unintentional Motor Vehicle & Childhood Injuries)
- Access to Care (Health Insurance)

Robeson County Health Department Strategic Plan Goals

Goals	CHA Priority Area	Goal
1	Chronic Disease	Reduce the burden of chronic disease among the residents of Robeson County
2	Access to Care	Improve customer service and access to public health programs for the citizens of Robeson County
3	Health Promotion	Decrease infant mortality in Robeson County
4	Health Promotion	Reduce the health, social and economic impact of substance abuse in Robeson County
5	Health Promotion	Reduce the health, social and economic impact of teen pregnancy in Robeson County
6	Communicable Disease	Protect Robeson County residents from communicable disease and environmental health factors that could cause disease and injury
7	N/A-New	Improve quality dental care for Robeson County residents
8	N/A-New	Improve animal care services in Robeson County
9	Injury	Reduce unintentional injuries and deaths among residents in Robeson County

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Goal 1	Reduce the burden of chronic disease among the residents of Robeson County		
Objectives	<ul style="list-style-type: none"> • Increase the proportion of adults who have had their cholesterol checked within the preceding five years. • Increase the proportion of adults who have had their blood pressure measured within the last year. • Reduce the percent of children and adolescents who are overweight or obese. • Increase the proportion of women age 18 and older who have had a Pap test in the last 3 years. 		
Baseline Data	<ul style="list-style-type: none"> • Robeson County’s age adjusted diabetes death rate in the year 2007 was 52.7 per 100,000 as compared to the state at 23.8. • Robeson County’s age adjusted heart disease rate in the year 2007 was 258.0 per 100,000 as compared to the state at 196.5. • Robeson’s obesity rate in the year 2008 was 43.1 as compared to the state at 29.5. • Nutrition/WIC data collected during the period of December 1 2009 - June 30, 2010 indicates that 44% of WIC children are overweight or obese • Sparrow Project <ul style="list-style-type: none"> - In FY 2010 (July 1, 2009 to June 30, 2010) 1077 African American adults had their blood pressure checked through 17 health fairs/screenings. - The following data was compiled from the 240 member cohort. <ul style="list-style-type: none"> - In FY 2010 (July 1, 2009 to June 30, 2010) 51% maintained or lowered their blood pressure. - In FY 2010 (July 1, 2009 to June 30, 2010) 56% lost/maintained their weight. (total pounds lost=106.5 pounds). - In FY 2010 July, 2009-June, 2010) 92% made at least one healthier eating behavior. - In FY 2010 (July 1, 2009 to June 30, 2010) 59% increased their activity level. 		
CHA Priority	Obesity, Heart Disease, Cancer & Diabetes		
Activities	Lead Person	Partners	Time Frame
BodyWorks What: BodyWorks is an evidence-based toolkit and curriculum for parents/caregivers and teenagers that was developed as an obesity prevention initiative by the HHS Office on Women’s Health. It is a 10 session program that uses a train-the-trainer model	Health Education Director will conduct train-the-trainer workshops	Robeson County Partnership for Community Health	Grant received from the Office of Healthy Carolinians for FY 2010-2011 to implement BodyWorks. The Partnership for Community Health will seek additional funding after the grant period to continue the project.

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<p>Where: Robeson County</p> <p>Who: Members of the Robeson County Partnership for Community Health</p> <p>Why: To build capacity among partnership members in effort to reduce obesity rates among children and adolescents</p>			
<p>Sparrow Project</p> <p>What Is a HWTF 3-year grant funded 13 county regional evidence based CVD/Stroke education prevention program</p> <p>Who: At-risk African American adults</p> <p>Where: conducted through partnerships with local African-American churches.</p> <p>Why: CVD/Stroke prevention program</p>	<p>Sparrow Project Coordinator-coordinates implementation</p> <p>3 Health Education Specialists-provide workshop-based curriculum</p>	<p>Health Departments in the regions</p> <p>Cooperative Extension</p> <p>Healthy Carolinians Task Force</p> <p>health care providers</p> <p>hospitals</p> <p>businesses</p>	<p>FY 2009-2012</p>
<p>Health Promotion PAN (Physical Activity and Nutrition) activities</p> <p>What: Faithful Families Eating Smart and Moving More</p> <p>The FFESMM project is focused on partnering with limited-resource faith communities. The project utilizes trained lay leaders from the</p>	<p>Health Promotion Coordinator will coordinate, implement, and evaluate programs in relation to physical activity, and nutrition to develop policy change.</p>	<p>Cooperative Extension</p>	<p>2011- 2013</p> <p>Grant applied for and will be distributed 2011 to adopt policy and environmental changes that promote physical activity and nutrition.</p>

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<p>faith community. These lay leaders will promote the program, co-teach the 9 FFESMM sessions, and work with county team and faith community leadership to adopt at least one policy and environmental change at the faith community that promotes nutrition and/or physical activity.</p> <p>The training will provide skills and resources for county teams to:</p> <ol style="list-style-type: none"> 1. Recruit limited-resource faith communities 2. Train lay leaders from the faith community 3. Deliver 9 sessions co-taught by lay leaders 4. Partner with faith community to adopt policy and environmental changes 5. Share data from participant surveys and a completed project summary for each faith community with state staff <p><u>Who:</u> Faith Community</p> <p><u>Where:</u> Local Churches in Robeson County</p> <p><u>Why:</u> Obesity Prevention</p>			
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<p>Women Infant Children Program</p>	<p>Nutrition Program Director</p>	<p>Nutritionists and WIC Clerical Staff</p>	<p>2011- 2013</p>
<p>What – WIC is a supplemental nutrition program for Women, Infants and Children. The federal program is available for low-income pregnant, postpartum and breastfeeding women, infants and children until the age of five. The program provides a combination of nutrition education, supplemental foods, breastfeeding promotion and support, and referrals for health care.</p> <p>The United States Department of Agriculture (USDA) funds the WIC Program. The North Carolina Department of Health and Human Services, Division of Public Health, Women's and Children's Health Section, Nutrition Services Branch administers it. County health departments, community and rural health centers, and community action agencies provide the services.</p> <p>Who: Target Population – Pregnant and Postpartum Women, infants and children to age 5.</p> <p>Where: Robeson County</p>			

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<p><u>Why:</u> Preventing and improving nutrition related health problems.</p>			
<p>Nutrition Education</p> <p><u>What:</u> The goals of nutrition education are:</p> <ul style="list-style-type: none"> • To teach about the relationship between nutrition, physical activity and good health. • To improve the eating and physical activity habits as they relate to the participant’s nutritional risk. • To promote optimal use of the WIC Program’s supplemental foods, and other nutritious foods. • To provide nutrition education that is appropriate to an individual’s age, educational background, household situation, language, cultural and ethnic preferences, and nutritional needs. • Educate families about the 	<p>Nutrition Program Director</p>	<p>Nutritionists and WIC Clerical Staff</p>	<p>2011- 2013</p>

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<p>rate of childhood obesity</p> <p>Who: provided to all adults and, whenever possible, to children directly.</p> <p>Where: Robeson County</p> <p>Why: Preventing and improving nutrition related health problems</p>			
<p>Family Planning</p> <p>What: Title X is the only federal grant program dedicated solely to providing individuals with comprehensive family planning and related preventive health services.</p> <p>Where: Robeson County Health Department, UNC-Pembroke, Robeson Community College.</p> <p>Who: Priority is given to persons from low-income families.</p> <p>Why: Ensure Family Planning patients receive annual clinical breast examinations and pap tests (screenings for cervical and breast cancer)</p>	<p>Health Education Director will supervise the health education component.</p> <p>Women's Health Supervisor will direct the clinical services.</p>	<p>Public Health Nurses and Physician Extenders provide services at Robeson County Health Department and UNC Pembroke Student Health Services.</p>	<p>2011- 2013</p>

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Goal 2	Improve customer service and access to public health programs for the citizens of Robeson County		
Objectives	<ul style="list-style-type: none"> • Increase access to effective preventive care, primary care services, and health care providers • Improve access to quality clinical & preventive services 		
Baseline Data	<ul style="list-style-type: none"> • Robeson County’s estimated percentage of uninsured in the year 2005 was 15.1 for ages 0-17 as compared to the state at 12.4 • The percentages of medically indigent and uninsured patients served in our health department clinics include: 74% Child Health, 78% Dental, 56% Family Planning, 62 % Maternity & 71% Orthopedic 		
CHA Priority	Access to Care		
Activities	Lead Person	Partners	Time Frame
<p>Quality Improvement (QI) Project</p> <p>What:</p> <ol style="list-style-type: none"> 1. Develop interagency Quality Improvement Council in order to enhance communication among all providers and “spread” continuous QI as a method and practice. 2. Educate staff on the principles and practices of public health quality improvement 3. Evaluate and improve programs and interventions <p>Where: Robeson County Health Department</p> <p>Why: The Robeson County Health Department is committed to maintaining a climate of continuous quality improvement by employing staff who are consistently cognizant of strategies for enhancing workforce development, customer</p>	<p>Yulonda McLean, Melissa Packer, Beth Rowell, William Smith, Sharon Thames will:</p> <ul style="list-style-type: none"> - Select desired membership and conduct initial meeting (engage front line and senior leadership staff who will serve as “spread champions”) - Incorporate QI training into our new employee orientation, as well as required annual staff updates - Purchase QI training materials (using QI 101 grant funds) - Conduct patient flow analysis - Conduct case conferences - Solicit clients’ feedback through satisfaction surveys - Solicit staff feedback - Conduct PDSA cycles to 	<p>Members of Robeson County Health Department’s Management Team, UNC Chapel QI Team, QI Consultant for Robeson’s Team</p>	<p>2010- Ongoing</p>

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<p>service and service delivery, and health outcomes for our residents and communities.</p>	<p>test change ideas before implementation</p> <ul style="list-style-type: none"> - QI Council Updates will be provided at Management Team meetings, and meeting minutes will be electronically distributed to all staff. - Develop a quarterly newsletter, which will include updates regarding interagency QI initiatives. 		
<p>Child Health Plus Bus</p> <p>What: The Child Health Plus Bus is a mobile unit that provides culturally competent, clinically relevant, primary care to children ages 0 to 21 residing in Robeson County in our underserved communities.</p> <p>Where: Area schools and communities.</p> <p>Target Population: Underserved children in Robeson County</p> <p>Why: To increase access to care to traditionally underserved children ages 0 to 21. We will strive to attain optimal physical, mental, and social health and well-being of all infants,</p>	<p>Kim C. Leggett, RN Child Health/Home Health Nursing Sup. Aimee Howell, RN – program supervisor Lula Dinnerson – lab tech, bus driver & activity coordinator</p>	<p>Lumberton’s Children Clinic</p>	<p>2011- 2013</p>

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<p>children, adolescents, and young adults.</p>			
<p>Family Planning at UNCP & RCC</p> <p>What: Title X is the only federal grant program dedicated solely to providing individuals with comprehensive family planning and related preventive health services.</p> <p>Where: Robeson County Health Department, UNC-Pembroke & Robeson Community College</p> <p>Target Population: College Students</p> <p>Why: To make family planning services available to students at times and locations that are accessible.</p>	<p>Health Education Director will supervise the health education component.</p> <p>Women's Health Supervisor will direct the clinical services.</p>	<p>Public Health Nurses and Physician Extenders provide services at Robeson County Health Department and UNC Pembroke Student Health Services</p>	<p>2011- 2013</p>
<p>Adult Health Clinic</p> <p>The Robeson County Health Department will work to reestablish an Adult Health Clinic with the agency.</p>	<p>Health Director Robeson County Health Department/ Board of Health will develop a plan to address Adult Primary Care issues.</p>	<p>RCHD Management Team</p>	<p>2011- 2013</p>

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<p>Robeson/UNC Specialty</p> <p>What Located within the complex of the Robeson County Health Department, the Robeson/UNC Specialty Clinic is a partnership between the Robeson County Health Department and the UNC-Chapel Hill Department of Medicine. The clinic is staffed by a physician and nurse practitioner specializing in infectious diseases.</p> <p>Who: Persons living with HIV and AIDS. Residents of Robeson and surrounding counties are served in the clinic.</p> <p>Where Clinics are conducted each Tuesday and Thursday from 8:00 a.m. until 3:00 p.m. Appointments are required and can be scheduled by calling the Robeson County Health Department.</p> <p>Why: The clinic provides comprehensive care for persons living with HIV and AIDS.</p>	<p>UNC- Chapel Hill Physicians</p>	<p>Robeson County Health Department (Public Health Nurses, Clerical Staff, Lab, Nutritionist and Social Workers)</p>	<p>2011- 2013</p>
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Goal 3	Decrease infant mortality in Robeson County		
Objectives	<ul style="list-style-type: none"> • Reduce infant deaths within the first year of life. • Increase the proportion of pregnant women who receive prenatal care beginning in the first trimester of pregnancy. • Reduce the incidence of low birth weight 		
Baseline Data	<ul style="list-style-type: none"> • Diabetes Program - In FY 2009 2010 50 Robeson County Health Department Maternity patients were seen for Diabetes Self Management Education • Newborn Post Partum Home Visitation Program -NBPP (Smart Start funded) completed assessments on 100 non-Medicaid mothers and babies in 2008-2009. • NBPP – Medicaid recipients received 417 assessments in fiscal year 2009-2010 (provided by 2 nurses). • Infant mortality rate in 2009 = 13.6 per 1,000 live births • Pregnant women who received prenatal care beginning in first trimester = 1,490 • Number of Low birthweight (<2500 grams) in 2009 = 235 • Number of clients enrolled in Nurse Family Partnership= 99 		
CHA Priority	Infant Mortality		
Activities	Lead Person	Partners	Time Frame
<p>Nurse Family Partnership (NFP) Program</p> <p>What: Nurse Family Partnership (NFP) is an evidence-based, nurse home visiting program that improves the health, well being and self sufficiency of first-time, low-income parents and their children.</p> <p>Who: First-time, low-income parents and their children.</p> <p>Where: Robeson County</p> <p>Why:</p> <ul style="list-style-type: none"> • Improve pregnancy outcomes 	NFP Supervisor 4 Nurse Home Visitors	NFP Advisory Council	2011- 2013

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<p>by helping women engage in preventive health practices.</p> <ul style="list-style-type: none"> • Improve child health and development by helping parents provide responsible and competent care. • Improve economy self-sufficiency of the family by helping parents develop a vision for their own future, plan future pregnancies, continue their education and find work. 			
<p>Diabetes Program</p> <p>What: A Diabetes Self Management Education Program that is an American Diabetes Association Recognized Site</p> <p>Who: Pregnant women who attend the Robeson County Health Department Maternity Clinic</p> <p>Where: Robeson County Health Department</p> <p>Why: To reduce the number of large for gestational age babies and to prevent the occurrence of type II diabetes</p>	<p>Nutrition Program Director</p>	<p>Women’s Health RN’s & Registered Dietitians</p>	<p>2011- 2013</p>

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<p>Maternal Health</p> <p>What: The primary mission of the Maternal Health program is to ensure that all low income pregnant women have access to early and continuous prenatal and postpartum care. Services include pap smears, blood pressure, and height and weight measurements.</p> <p>Where: Robeson County Health Department</p> <p>Who: Priority is given to low-income pregnant women</p> <p>Why: Healthy pregnancies and positive birth outcomes.</p>	<p>Women's Health Supervisor will direct the clinical services.</p>	<p>Public Health Nurses and Physician Extenders provide services at Robeson County Health Department. Obstetricians and Nurse midwives employed by Southeastern Regional Medical Center provide high risk care and delivery.</p>	<p>2011- 2013</p>
<p>Home Visitation Programs</p> <p>What: The Newborn/Postpartum Home Visitation Program makes home visits within six weeks of the baby's hospital discharge. An assessment is done by a Registered nurse on the mom and the baby. The Nurse will address the physical, emotional, developmental, and the socio-economic status of the family. The nurse will guide parental education, implement interventions, and/or make</p>	<p>Kim C. Leggett, RN- Child Health/Home Health Nursing Sup. Aimee Howell, RN – Program Supervisor Valaria Britt, RN – home visitor Dorene Hardin, RN – home visitor</p>	<p>Robeson County Partnership for Children (Smart Start)</p>	<p>2011- 2013</p>

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referrals as necessary for infant’s or mother’s care needs.

Where: Homes of participating clients in Robeson County.

Target Population: Non-Medicaid mothers/ newborns are eligible for the Smart Start funded program,

Why: The Department of Health and Human Services (DHHS) recommends that every new mother and infant be visited by a newborn/postpartum visitation nurse. They consider this visit an integral part of the preventive healthcare system, which can help reduce infant mortality and morbidity and improve the health of new mothers and infants. The utilization of a primary medical home for regular check-ups and sick visits may help decrease the infant mortality rate. Because mothers and infants are discharged early, sometimes as soon as 24 hours after delivery, this visit becomes even more vital to the early assessment/diagnosis of abnormalities requiring early intervention by healthcare providers. DHHS states this visit can improve parent’s knowledge and skills, thus increasing their

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<p>self-confidence in parenting and enhancing parent/child relationships and child development. This visit provides a key mechanism for reaching families early with preventive services and anticipatory guidance.</p>			
<p>Homespun Nurturing Breastfeeding Program</p> <p>What: Homespun Nurturing Breastfeeding Program is an evidence based program which uses peer counselors to promote and support breastfeeding.</p> <p>Who: All families</p> <p>.</p> <p>Where: Robeson County</p> <p>Why: To encourage mothers to breastfeed and to provide support throughout their breastfeeding experience</p>	<p>Nutrition Program Director will supervise the program</p>	<p>Breastfeeding Coordinator, Breastfeeding Peer Counselors, Southeastern Regional Medical Center, and Robeson County Partnership for Children.</p>	<p>2011- 2013</p>

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Goal 4	Protect Robeson County residents from communicable disease and environmental health factors that could cause disease and injury		
Objectives	<ul style="list-style-type: none"> • Maintain vaccination coverage for children in Kindergarten-First grade. • Reduce the incidence of primary and secondary syphilis through collaboration with community partners. To conduct outreach, screening, and educational activities targeting populations at risk for syphilis. Conduct at least 10 testing/education events. (Syphilis Elimination Project) • Raise the community awareness of concern and awareness about HIV/AIDS through education, prevention and testing initiatives (Task Force). Conduct at least 2 testing and education events annually; one of which will be held on World Aids Day and or National HIV Testing Day. • Expand and integrate HIV and syphilis testing for high risk detainees in the Robeson County Detention Center. To reduce the number of persons diagnosed late in the course of HIV infections. • To increase by 5% the number of detainees who know their HIV status. (Jail Testing Program) • Increase by 5% the number of children ages 3 years through 6 years of age (Pre-kindergarten-First grade) who are immunized. • Increase by 5% the number of adults 65 years of age or older who are vaccinated annually against influenza. To conduct annual community flu vaccination clinics in collaboration with the Biggs Park Mall. • Decrease the proportion of critical item violations found in food, lodging and institutional facilities. • Reduce Environmental Risks in Schools and Child Care Settings 		
Baseline Data	<ul style="list-style-type: none"> • Syphilis Elimination Project conducted 16 community testing events FY 09-10. • 1,625 RCDC detainees were screened for HIV, FY 09-10. • 1,584 children, ages 3 years through 6 years of age, were immunized FY-09-10. • 1,308 adults, ages 65 and older, were vaccinated against influenza FY 09-10 		
CHA Priority	Infectious Disease		
Activities	Lead Person	Partners	Time Frame
<p>Syphilis Elimination Project</p> <p>What: The Health Department, along with partnering agencies, conducts syphilis and HIV testing and counseling in non-traditional sites.</p> <p>Who: High Risk Individuals for</p>	Karen Woodell	Syphilis/ HIV Task Force	2011- 2013

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<p>HIV and other STIs</p> <p>Why: The goals of this collaborative effort are as follows:</p> <ul style="list-style-type: none"> • To reduce primary and secondary syphilis through community involvement, surveillance, rapid outbreak response and health promotion. • To assess populations at risk for syphilis, factors that promote transmission, and barriers to treatment and prevention in high-risk areas. • Increase knowledge of HIV and syphilis test results. • To improve referrals to appropriate prevention and treatment services. • To increase HIV/STD education levels in the community. • To aid high-risk individuals in risk reduction efforts. • To identify and treat new cases of HIV and syphilis. • To assure treatment for inmates who test positive for syphilis and make referrals for HIV care services. • To provide safe sex kits for high-risk individuals. 			
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<ul style="list-style-type: none"> To conduct community outreach and screening for HIV and syphilis via mobile unit. 			
<p>Jail Testing Program</p> <p>What: To offer HIV and syphilis screenings for detention center inmates.</p> <p>Who: Inmates</p> <p>Where: in the Robeson County Jail</p> <p>Why: to screen high risk individuals for HIV and Syphilis and increase the number of individuals that know their status.</p>	<p>Karen Woodell/Jena Britt</p>	<p>Robeson County Detention Center</p>	<p>2011- 2013</p>
<p>Vaccinations</p> <p>What: The Robeson County Immunization program promotes public health through the identification and elimination of vaccine-preventable diseases. In 2001, the N.C. Immunization Branch incorporated an adult education component into the program to raise awareness of the agelessness of immunizations.</p> <p>Flu vaccines will be given annually during the flu season</p>	<p>Tracy Jones</p>	<p>Biggs Park Mall</p>	<p>2011- 2013</p>

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<p>(typically beginning in October and extending through Jan/Feb) until supplies are exhausted.</p> <p>Who: Vaccine availability, priority groups and clinic schedules are routinely announced through local media.</p> <p>Where: Robeson County</p> <p>Why: elimination of vaccine-preventable diseases and increase the number of individuals who receive flu vaccines.</p>			
<p>The Tuberculosis Program</p> <p>What: the Tuberculosis Program assists in disease prevention, health promotion, and community outreach. The program offers services including skin testing and chest x-rays along with follow up of abnormal test results.</p> <p>Who: TB medication is provided for patients with tuberculosis infection and tuberculosis disease.</p> <p>Where: Services are available at the Robeson County Health Department every weekday from 8:00 a.m. – 5:00 p.m. Monday-Thursday and from 8:00 a.m. - 11:30 a.m. on Friday</p>			

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<p><u>Why:</u> Tuberculosis Disease Prevention and Treatment.</p>			
<p><u>Smoke Free Restaurant Initiative-</u></p> <p><u>What:</u> Restaurants and bars in North Carolina and many lodging establishments are smoke-free, because of S.L 2009-27 (G.S. 130A-496), North Carolina’s Smoke-Free Restaurants and Bars Law.</p> <p><u>Who:</u> Restaurants</p> <p><u>Why:</u> Reduce exposure to second hand smoke and ensure restaurants are in compliance with the law.</p>	<p>Health Promotion Coordinator will provide technical assistance to restaurants and bars.</p>	<p>Robeson County Health Department</p>	<p>2011- 2013</p>
<p><u>Healthy Home Initiative</u></p> <p><u>What:</u> Implement a Healthy Home initiative</p> <p><u>Who:</u> Home Visitation Program participants</p> <p><u>Where:</u> Robeson County</p> <p><u>Why:</u> To identify health, safety,</p>	<p>Environmental Health</p>	<p>SAKE Kids Coalition Health Education County Planning Committee</p>	<p>2011- 2013</p>

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<p>and quality of life issues in the home environment and act to systemically eliminate or mitigate problems.</p>			
<p>Food Handling Class</p> <p>What: Food Handling classes & onsite education conducted by Environmental Health Specialists</p> <p>Who: Restaurants</p> <p>Where: Robeson County</p> <p>Why: Elimination of food borne illness.</p>	<p>Environmental Health Specialist will teach classes</p>	<p>Local Restaurants</p>	<p>2011- 2013</p>
<p>Tools for Schools</p> <p>What: Environmental Health Specialists will incorporate the Tools for Schools assessment when inspecting childcare centers.</p> <p>Who: Childcare Providers</p> <p>Where: Childcare Centers in Robeson County</p> <p>Why: To conduct inspections and identify potential environmental hazards in accordance with the US environmental protection agency's tools for school program.</p>	<p>Environmental Health Specialist</p>	<p>Local Daycare Centers</p>	<p>2011- 2013</p>

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Goal 5	Reduce the health and economic impact of unintended pregnancy in Robeson County		
Objectives	<ul style="list-style-type: none"> • Reduce the rate of unplanned pregnancies in adolescent female ages 10 to 19. • Ensure students receive comprehensive sexuality education in the public schools system. • Expand the availability of family planning for low-income families. • Increase Access to Family Planning Services. 		
Baseline Data	<ul style="list-style-type: none"> • 2009 Pregnancies to unwed teens ages 13 - 19 = 400 • Family Planning caseload 1,553 		
CHA Priority	Health Promotion		
Activities	Lead Person	Partners	Time Frame
<p>Teen Outreach Program (TOP)</p> <p>What: TOP serves 35 youth in the Maxton Community and has the following goals: 1) To promote young peoples' healthy behavior for successful achievement in school and attainment of their life-long goals; 2) To help young people acquire valuable life skills to develop the necessary competencies and capacities to grow into healthy self-sustaining adults and 3) To give young people a sense of purpose through authentic opportunities that allow them to contribute in meaningful ways to their communities.</p> <p>Goal- To expand TOP to additional communities</p>	Health Education Director will seek funding for expansion Teen Outreach Program Coordinator and Assistant	Teen Outreach Program Community Advisory Council	2011- 2013

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<p>Family Planning What: Title X is the only federal grant program dedicated solely to providing individuals with comprehensive family planning and related preventive health services. Where: Robeson County Health Department, UNC-Pembroke, Robeson Community College.</p> <p>Who: Priority is given to persons from low-income families.</p> <p>Why: Promote the Family Planning Waiver in an effort to expand the availability of family planning for low income families.</p>	<p>Health Education Director will supervise the health education component.</p> <p>Women's Health Supervisor will direct the clinical services.</p>	<p>Public Health Nurses and Physician Extenders provide services at Robeson County Health Department and UNC Pembroke Student Health Services.</p>	<p>FY 2010- 2013</p>
<p>School Health Advisory Council</p> <p>What: (SHAC) - the Robeson County Health Department will have continuous representation on the local School Health Advisory Council in effort to promote the reproductive health and safety education law. The Robeson County Health Department will establish and update annually a resource guide for health and safety services for teachers, students and parents.</p> <p>Who: Students</p> <p>Where: Public Schools of</p>	<p>Health Education Director, Health Promotion Coordinator will serve on the SHAC. Brittney Melvin will update Resource Guide</p>	<p>Members of the School Health Advisory Council</p>	<p>2011- 2013</p>

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<p>Robeson County PSRC</p> <p><u>Why:</u> to ensure the reproductive health and safety education law is being implemented in the PSRC.</p>			
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Goal 6	Improve Animal Care Services in Robeson County		
Objectives	Identify dedicated funding stream for animal control		
Baseline Data	<ul style="list-style-type: none"> The county pound takes in about 5,000 animals a year, and although adoptions have increased in recent years, about 45 percent of those animals end up being euthanized.(The Robesonian Newspaper-September 5, 2010) 		
CHA Priority	N/A		
Activities	Lead Person	Partners	Time Frame
<p>Veterinary Medical Care</p> <p>What: Provide routine veterinary medical care to animals at the animal shelter</p> <p>Who: Animals</p> <p>Where: Robeson County Shelter</p> <p>Why: To ensure animals receive the proper care and treatment.</p>	Shelter Manager	Local Vets Regional Shelters	FY 2013
<p>Animal Shelter</p> <p>What: Develop and build a site to place newly acquired animals in an effort to quarantine for disease control purposes</p> <p>Who: Animals</p> <p>Where:Robeson County Shelter</p> <p>Why: To ensure animals receive</p>	Shelter Manager	Local Vets	FY 2012

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the proper care and treatment.			
<p>Spay/Neuter Program</p> <p>What: RCHD will designate space for a representative from the Humane Society to register pet owners for the Spay /Neuter Program</p> <p>Who: low-income families with pets</p> <p>Where: Robeson County Health Department</p> <p>Why: To prevent over population of dogs/ cats.</p>	Humane Society	Robeson County Health Department	2011- 2013

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Goal 7	Reduce Unintentional Injuries and death among residents in Robeson County		
Objectives	<ul style="list-style-type: none"> • Prevent unintentional childhood injury • Reduce deaths caused by motor vehicle crashes 		
Baseline Data	<ul style="list-style-type: none"> • Robeson County’s age adjusted unintentional MVA injury death rate in the year 2007 was 64.8 per 100,000 as compared to the state at 19.9 • Robeson County’s child death rate in 2007 for ages 0-17 per 100,000 was 126.6 as compared to the state at 76.4 • From January 2010– September 2010, the Buckle UP program conducted 7 car seat clinics and distributed 131 car seats to families in need. 		
CHA Priority	Injury		
Activities	Lead Person	Partners	Time Frame
<p>SAFE Kids Coalition</p> <p>What: Safe Kids will educate families, provide safety devices to families in need and advocate for better laws to help keep children safe, healthy and out of the emergency room.</p> <p>Who:Families</p> <p>Where: Robeson County</p> <p>Why: Prevent unintentional injuries and child Deaths</p>	Whitney McFarland- Safe Kids Coordinator	Members of the Safe Kids Coalition	2011- 2013

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<p>Buckle Up Program</p> <p>What: will coordinate car seat clinics in Robeson County and purchase, distribute and install car seats for families in need. Additionally, provide education on the prior usage of car seats.</p> <p>Who: Families in need</p> <p>Where: Robeson County</p> <p>Why: Prevent unintentional MVA injuries and child deaths</p>	<p>Brittney Melvin- Buckle Up Coordinator</p>	<p>SRMC- Trauma Nurses Talk Tough (TNNT) will assist with car seat clinics and purchase car seats with funds received from seat belt violations.</p>	<p>2011- 2013</p>
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Goal 8	Improve Dental Care for Robeson County Residents		
Objectives	<ul style="list-style-type: none"> • Increase the proportion of children under age 19 at or below 200 percent of the Federal Poverty Level who received any preventive dental service during the past year. • Reduce tooth decay in preschool children. • Increase the proportion of adults who visited a dentist within the past year. 		
Baseline Data	<ul style="list-style-type: none"> • 9% of 5th graders with untreated tooth decay (NC CATCH-2007) • 35% of kindergartners with untreated tooth decay-(NC CATCH-2007) • 22% Medicaid eligible ages 0-5 receiving dental services -(NC CATCH-2006) • 33% Medicaid eligible ages 15-20 receiving dental services-(NC CATCH-2006) • 45% Medicaid eligible ages 6-14 receiving dental services-(NC CATCH-2006) 		
CHA Priority	N/A-New		
Activities	Lead Person	Partners	Time Frame
<p>Dental Education</p> <p>What: The Dental Outreach program provides dental education, screenings, assessments, and referrals for treatment.</p> <p>Who Robeson County residents</p> <p>Where: various community settings, including the public schools and daycare centers. The program also assists with providing dental treatment for inmates incarcerated at the Robeson County Detention Center.</p> <p>Why: Reduce tooth decay in preschool children and increase proportion of adults who visited a</p>	Teddy Stone-Dental Educator	PSRC, Robeson County Detention Center and Robeson Family Dentistry Plus	2011- 2013

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dentist within the past year.			
<p>Dental Care and Treatment</p> <p>What: Provide comprehensive dental care including dental health prevention education</p> <p>Who: for all patients served</p> <p>Where: Robeson County Family Dentistry</p> <p>Why: Reduce tooth decay in preschool children and increase proportion of adults who visited a dentist within the past year</p>	Robeson Family Dentistry Plus	Teddy Stone-Dental Educator	2011- 2013

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Goal 9	Reduce the health, social and economic impact of substance abuse in Robeson County		
Objectives	<ul style="list-style-type: none"> • Reduce the percentage of middle and high school students who have ever used any form of cocaine. • Reduce the percentage of high school students who consumed alcohol within the past 30 days. • Increase the proportion of adults in need of comprehensive substance abuse treatment who receive treatment. 		
Baseline Data	<ul style="list-style-type: none"> • Substance Abuse was identified as the number one health concern by Robeson county residents in the 2007 Community Health Assessment, as well as the previous assessments conducted in 2000 and 2003. • According to FBI arrest statistics 26% of all arrest in the year 2006 involved children less than 18 yrs of age. 16.8% were drug abuse violations. Close to 1,000 Robeson County teenagers need treatment for pain-killer addiction. 52% of 2009 Community Health Assessment Survey Respondents felt that substance abuse the “biggest health issue” in their community. • 2008 Substance Abuse Ages 12-17 (966), 18-25 (2,849) & 26+ (5,381) 		
CHA Priority	Health Promotion		
Activities	Lead Person	Partners	Time Frame
<p>Substance Abuse Coalition</p> <p>What: The coalition will cooperatively develop, coordinate and uniformly execute a prevention strategy to reduce the effects of substance abuse upon every individual in Robeson County. Our coalition intends to create a comprehensive, proactive county- wide initiative to address substance abuse, a problem identified in the 2007 and in two prior Community Health Assessments conducted by the Robeson County Partnership for Community Health. We are committed to raising awareness about the issue of substance abuse in Robeson County, the existence</p>	Substance Abuse Coordinator	Members of the Substance Abuse Coalition	2011- 2013

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<p>of a coalition of community partners working to prevent substance abuse, and the services offered by existing substance abuse providers Who: Robeson County Residents Where: Robeson County Why: Treatment and Prevention</p>			
<p>Synthetic Drugs What: Advocate for the removal of drug paraphernalia and synthetic drugs from local stores Who: Robeson County Residents Where: Robeson County Why: Prevent the abuse of substances.</p>	<p>Palmer Prevention will oversee the initiative</p>	<p>Board of Health Substance Abuse Coalition</p>	<p>2011- 2013</p>
<p>Family Court What: a program to help parents who abuse substances and as a result lost their children. The program helps the parents gain the necessary skills to become substance free and receive their children back into their care. The Robeson County Health Department will serve as a</p>	<p>Health Education Director will serve on the team</p>	<p>Members of the Family Court Team</p>	<p>2011- 2013</p>

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<p>member of the Family (Drug) Court Team. The Robeson County Health Department will serve as a resource for program participants.</p> <p>Who: Parents who abuse substances and as a result lose their children</p> <p>Where: Robeson County</p> <p>Why: To become substance free and receive their children back into their care.</p>			
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