



Community Health Action Plan 2012

Designed to address Community Health Assessment priorities

County: Jackson Partnership, if applicable: Healthy Carolinians of Jackson County Period Covered: 2012-2016

LOCAL PRIORITY ISSUE

- Priority issue: Healthy Eating
- Was this issue identified as a priority in your county's most recent CHA? Yes No

LOCAL COMMUNITY OBJECTIVE Please check one: New Ongoing (was addressed in previous Action Plan)

- By (year): 2016
- Objective (specific, measurable, achievable, realistic, time-lined change in health status of population)
Increase to 30% the percentage of Jackson County adults who consume 5 or more 1/2 cup servings of fruits and vegetables daily.
- Original Baseline:
21.6% of adults in North Carolina consume 5 or more 1/2 cup servings daily [Healthy NC 2020, NC IOM. 2010]
55.2% of adults in Jackson County consume 3-5 1/2 cup servings daily and 8.5% consume 6-8 1/2 cup servings daily [Jackson County Community Health Assessment, 2011];
- Date and source of original baseline data: Jackson County CHA; NC IOM
- Updated information (For continuing objective only): N/A
- Date and source of updated information: N/A

POPULATION(S)

- Describe the local population(s) experiencing disparities related to this local community objective: Low-income adults;
- Total number of persons in the local disparity population(s): 19.7% of Jackson County adults have income below poverty level [2010 Census]; 58% school-aged children eligible for free and reduced lunches [Jackson County Schools, 2012]
- Number you plan to reach with the interventions in this action plan: 2500

HEALTHY NC 2020 FOCUS AREA ADDRESSED

- | | | |
|---|--|--|
| <input type="checkbox"/> Tobacco Use | <input type="checkbox"/> Social Determinants of Health (Poverty, Education, Housing) | <input type="checkbox"/> Infectious Diseases/ Food-Borne Illness |
| <input checked="" type="checkbox"/> Physical Activity and Nutrition | <input type="checkbox"/> Maternal and Infant Health | <input type="checkbox"/> Chronic Disease (Diabetes, Colorectal Cancer, Cardiovascular Disease) |
| <input type="checkbox"/> Substance Abuse | <input type="checkbox"/> Injury | <input type="checkbox"/> Cross-cutting (Life Expectancy, Uninsured, Adult Obesity) |
| <input type="checkbox"/> STDs/Unintended Pregnancy | <input type="checkbox"/> Mental Health | |
| <input type="checkbox"/> Environmental Health | <input type="checkbox"/> Oral Health | |

"Objective 3: Percent of adults who report they consumed fruits and vegetables five or more times per day
Current: 21/6% (2007)
2020 Target: 30.0%"

RESEARCH RE. WHAT HAS WORKED ELSEWHERE*

List the 3-5 evidence-based interventions (proven to effectively address this priority issue) that seem the most suitable for your community and/or target group. *Training and information are available from DPH. Contact your regional consultant about how to access them.

Intervention	Describe the evidence of effectiveness (type of evaluation, outcomes)	Source
Eat Smart Move More Weigh Less	Outcomes: Average weight loss of 8.4 pounds, 92% reported increased confidence in their ability to eat healthy, and over 70% improved fruit and vegetable intake.	Eatsmartmovemorenc.com
Eat Smart Move More Fruit & Vegetable Challenge	The Fruit and Vegetables challenge encourages employees to eat more fruits and vegetables through a month-long challenge where participants compete to score points. The event helps employees learn how to include fruits and vegetables throughout their daily lives. There are step-by-step instructions on organizing the event. It also includes materials to use throughout the challenge. Out of 20 grant recipients, half reported increases in fruit and vegetable consumption among target population [CDC, 2012].	Eatsmartmovemorenc.com
Living Healthy: Chronic Disease Self-Management	Chronic Disease Self-Management is evidence-based programs that community lay leaders are trained to lead. This program teaches people with chronic disease or those who care for them how to effectively manage and cope with their diseases, to include optimal nutrition. Outcomes: significant improvements in self reported general health, fewer hospitalizations, hospital days, and outpatient visits.	http://patienteducation.Stanford.edu/programs/Cdsmp.htm .
5-2-1-almost none campaign	5-2-1 Almost None is a program by Nemours, a non-profit, for children to promote healthy lifestyles and decrease childhood overweight and obesity. 5 is for eating at least 5 fruits and vegetables a day, 2 is for limiting screen time to no more than 2 hours a day, 1 is for getting at least one hour of physical activity, and almost none stands for consuming almost none sugar-sweetened beverages. The program includes tips for each section and ways to encourage children to participate. Delaware outcomes 2006-2008: consumption of 5 servings of fruits and vegetables increased from 45.7 to 51.8%.	http://www.nemours.org/service/preventive/nhps/521an.html http://www.eatsmartmovemorenc.com/PediatricObesityTools/PediatricObesityTools.html

WHAT INTERVENTIONS ARE ALREADY ADDRESSING THIS ISSUE IN YOUR COMMUNITY?

Are any interventions/organizations currently addressing this issue? Yes No If so, please list below.

Intervention	Lead Agency	Progress to Date
Color Me Healthy, Fruit & Vegetable Challenge, Families Eating Smart/Moving More, Cooking classes ie Cook Smart, Eat Smart. Local Foods, Food preservation classes	NC Cooperative Extension	Color Me Healthy -- over 40 child care professionals trained; Fruit and Vegetable Challenge -- conducted 2 challenges -- 64 total participants; Families Eating Smart, Moving More--60 participants; Cook Smart, Eat Smart cooking series -- 2 with 16 participants; Good Cooks Series - monthly programs for last 2 years with over 250 participants.
No-cost Meals	The Community Table of Sylva	16,700 meals served in 2011; approximately 1/3 people -- 5,000 people
Education; Hydroponic lettuce/gardens/greenhouse at Smoky Mountain High School	Jackson County Schools	Started in 2008; impacts ~800 students/year
School-based gardens: Cullowhee Valley; Cooking classes and food tastings	Appalachian Sustainable Agriculture Project (ASAP)	Started in 2011; impacts ~400 K-5 th grade students/year
Community Gardens	The Community Table of Sylva; Full Spectrum Farms; Cashiers; churches ie: Sylva Baptist Church	1 ½ tons of produce and herbs grown for Community Table in 2011
Healthy Snack Competition	Jackson County Healthy Carolinians	75 entries received March 2012
Zone Health; Free- and reduced-lunch program	Jackson County Schools	Achieved "yellow" zone rating on Zone Health assessment;
Jackson County Employee Wellness Program	Jackson County Health Department, Jackson County Parks and Recreation Department, and Jackson County Senior Center	6 educational classes and 10 nutrition/physical activity challenges offered to ~380 employees in 2011-2012
Annual Healthy Living Festival	Jackson County Healthy Carolinians	Approximately 200 attendees 2011, 100 in 2012
Summer Feeding program	Jackson County Schools	Started in 2008 (3 summers); serve ~200 lunches/day
Produce distribution; "Back Pack project"	MANNA Foodbank	Started in 2007; distribute ~100 back packs weekly
Home Delivered Deals	Jackson County Department on Aging	230 people served; 24,000 meals 2011

WHAT RELEVANT COMMUNITY STRENGTHS AND ASSETS MIGHT HELP ADDRESS THIS PRIORITY ISSUE?

Community, neighborhood, and/or demographic group	Individual, civic group, organization, business, facility, etc. connected to this group	How this asset might help
NC Cooperative Extension	Family & Consumer Science Agent	Be committee member, share resources
Faith Community	Ron Allen, Midwest Chaplain	Provide contact information for faith community leaders
Farmers' Markets	Jackson County Farmer's Market, Jenny McPherson (Market Manager)	Provide information, outreach and educational opportunities
The Community Table of Sylva	Gabriel Finnegan	Be committee member, share information about donations, consumption of fruits & vegetables
Get Fit Challenge Committee	Anna Lippard, chair	Help promote fruit & vegetable consumption; be avenue for disseminating fruit & vegetable information to participants.
School Health Advisory Council	Jackson County Schools, Health Department, and Cooperative Extension, Western Carolina	Help promote fruit & vegetable consumption; be avenue for

	University, Midwest Hospital,	disseminating fruit & vegetable information to students and school staff.
MANNA Foodbank	Ella Kliger	Be committee member, share resources, disseminate information
Southwestern Community College Culinary Institute	Serita Davis	Provide assistance with and guidance for fruit & vegetable preparations
Western Carolina University	Dietetic Department; students, faculty	Provide assistance with and guidance for fruit & vegetable information, preparations, event planning and implementation
Appalachian Sustainable Agriculture Project	Emily Jackson and Anna Littman, Growing Minds Program at Cullowhee Valley School	Provide assistance with and guidance for fruit & vegetable information, preparations.
Community Gardens	Adam Bigelow and other community garden members	Be committee member, share resources and information.

INTERVENTIONS: SETTING, & TIMEFRAME	COMMUNITY PARTNERS' Roles and Responsibilities	PLAN HOW YOU WILL EVALUATE EFFECTIVENESS
INTERVENTIONS SPECIFICALLY TARGETING HEALTH DISPARITIES		
<p>Intervention: <u>Explore expansion of farmers' markets to mobile markets</u></p> <p>Intervention: <input checked="" type="checkbox"/> new <input type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: Community</p> <p>Start Date – End Date (mm/yy): 9/12 – 6/16</p> <p>Level of Intervention - change in: <input type="checkbox"/> Individuals <input checked="" type="checkbox"/> Policy &/or Environment</p>	<p>Lead Agency: Jackson County Healthy Carolinians Healthy Eating Action Team</p> <p>Role: Initiate, coordinate, and summarize discussions</p> <p>Partners: MANNA Foodbank; Jackson County Farmer's Market, Jenny McPherson; and Meals on Wheels, Karen Davis.</p> <p>Role: Provide expert advice on expansion of farmers' markets to additional locations, such as hospital and library parking lots, and organizations, such as the faith community and home delivered meals program.</p> <p>Partners: Jackson County Schools</p> <p>Role: Consider inclusion of farmers' markets into Summer Feeding Program.</p> <p>Intervention will be marketed through electronic, telephonic, and in-person discussions amongst potential partners.</p>	<p>1. Quantify what you will do Initiate discussions regarding the possibility of mobilizing existing farmers' markets to additional locales in order to effect environmental change</p> <p>2. Expected outcomes: Improving access to fresh produce for residents' living in rural locations; thereby increasing the possibility of purchasing and thus consuming fruits and vegetables.</p>
POLICY OR ENVIRONMENTAL CHANGE INTERVENTIONS		
<p>Intervention: <u>Develop marketing campaign that promotes the healthy eating action team message to increase fruit & vegetable consumption, to include logo and motto.</u></p> <p>Intervention: <input checked="" type="checkbox"/> new <input type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: Community; Healthy Carolinians Action Team</p>	<p>The lead agency is the Jackson County Healthy Carolinians Healthy Eating Action Team; and it will initiate and facilitate development of action team logo and motto</p> <p>List other agencies and what they plan to do: Medwest: may provide technical assistance, supplies.</p> <p>Southwestern Community College: may provide technical assistance, logo design, and supplies.</p> <p>Western Carolina University Communications Department: may provide technical assistance,</p>	<p>1. Quantify what you will do: Change to built environment: Conduct monthly meetings, consult marketing experts, create print and electronic formats of logo and motto and use on all action plan related efforts and materials</p> <p>2. Expected outcomes: Creation of a logo and motto for the team and its message. Branding is an effective</p>

<p>Start Date – End Date (mm/yy): 1/13-6/13</p>	<p>supplies.</p> <p>Intervention will be marketed through electronic, telephonic, and in-person discussions amongst potential partners</p>	<p>marketing tool used to increase recognition of message to consume fruits and vegetables as well as the existence and purpose of the healthy eating team.</p>
POLICY OR ENVIRONMENTAL CHANGE INTERVENTIONS		
<p>Intervention: <u>Pilot implementation of Meatless Monday campaign in one setting.</u></p> <p>Intervention: <input checked="" type="checkbox"/> new <input type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: Community; Various places where food is regularly served in Jackson County</p> <p>Start Date – End Date (mm/yy): 1/13-6/16</p>	<p>The lead agency is the Jackson County Healthy Carolinians Healthy Eating Action Team and it will identify potential locations for the pilot and advise cooperating agencies on use of Meatless Monday materials.</p> <p>List other agencies and what they plan to do: Summer feeding program; Home-delivered meals; The Community Table of Sylva; and/or Jackson County employee wellness program may consider implementing a pilot Meatless Monday campaign</p> <p>Intervention will be marketed through electronic, telephonic, and in-person discussions amongst potential partners; articles to the Sylva Herald, flyers, PSA's on the radio, website, etc.</p>	<p>1. Quantify what you will do: Change to built environment: Implement a pilot Meatless Monday campaign for at least 3 months in one food serving location.</p> <p>2. Expected outcomes: Increase use of plant-based meat alternatives by chefs and other food creation experts thereby increasing the knowledge regarding the health benefits of fruits & vegetables, increasing the awareness of creative fruit & vegetable preparation, allowing consumers to taste new recipes, and potentially increasing consumption of fruits and vegetables in residents' homes and workplaces.</p>
POLICY OR ENVIRONMENTAL CHANGE INTERVENTIONS		
<p>Intervention: <u>Pilot adoption of a healthy eating practice/policy requiring inclusion of at least one fruit or vegetable option at workplace hosted meetings/gatherings for one workplace [such as: county, hospital, schools, a business]</u></p> <p>Intervention: <input checked="" type="checkbox"/> new <input type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: A Jackson County worksite</p> <p>Start Date – End Date (mm/yy): 6/13-6/16</p>	<p>The lead agency is the Jackson County Healthy Carolinians Healthy Eating Action Team and it will identify potential locations for the pilot, provide a draft practice/policy, and advise cooperating agencies on proposal and implementation of practice/policy</p> <p>List other agencies and what they plan to do: Public agencies such as Prevention Partners and Eat Smart Move More NC will provide draft policies [ie ESMM's "Celebrations Guide"]. Potential agencies to adopt policy will assist with the drafting, adoption, and evaluation of a healthy eating practice/policy.</p> <p>Intervention will be marketed through electronic, telephonic, and in-person discussions amongst potential partners; sharing draft policies</p>	<p>1. Quantify what you will do: Policy change: Research and modify an existing healthy eating practice/policy [such as from NC Prevention Partners or Eat Smart Move More NC] and assist with the adoption and evaluation of such policy in one organization.</p> <p>2. Expected outcomes: A healthy eating practice/policy is adopted in one workplace setting; thereby ensuring that all workplace hosted meetings with food include fruit and vegetable options, potentially increasing the consumption of fruits and vegetables at work.</p>
POLICY OR ENVIRONMENTAL CHANGE INTERVENTIONS		
<p>Intervention: <u>Assess number and type of fruit and vegetable offerings/donations at home-delivered meals, faith community gatherings, community table/food donations.</u></p>	<p>The lead agency is Jackson County Healthy Carolinian's Healthy Eating Action Team and it will develop format for obtaining and categorizing information about donated foods.</p> <p>List other agencies and what they plan to do: 1. Home delivered meals program, Community Table administrators, will provide information.</p>	<p>1. Quantify what you will do: Potential change to built environment: Count and describe number of fruits and vegetables offered and/or donated over a 1 month period at least twice/year at participating agencies.</p>

<p>Intervention: <u>X</u> new ___ ongoing ___ completed</p> <p>Setting: Community; Jackson County services that provide low- and no-cost foods and the faith community.</p> <p>Start Date – End Date (mm/yy): 4/13-5/14</p>	<p>2. Faith communities may either provide information about fruit and vegetable offerings at social gatherings or allow team to assess food offerings.</p> <p>3. Body & Soul church guide, 5 to 9 a day program: provide resources.</p> <p>4. MANNA Foodbank, Ella Kliger: review data collection results and offer resources and guidance for future steps.</p> <p>Intervention will be marketed through electronic, telephonic, and in-person discussions amongst potential partners.</p>	<p>2. Expected outcomes: Obtain specific baseline data of fruit and vegetable availability in at least 1 agency serving low-income residents and at least 1 faith-based gathering in order to create appropriate actions plans, if necessary, and increase motivation to effect change.</p>
INDIVIDUAL CHANGE INTERVENTIONS		
<p>Intervention: <u>Promote “5-2-1-almost none” message to schools, workplaces, health care providers, and the community at large.</u></p> <p>Intervention: <u>X</u> new ___ ongoing ___ completed</p> <p>Setting: Schools, Community, Worksites</p> <p>Start Date – End Date (mm/yy): 6/12-6/16</p>	<p>The lead agency is the Jackson County Healthy Carolinian’s Healthy Eating Action Team and it will identify potential locations to display the “5-2-1-almost none” promotional materials and coordinate the distribution of such materials.</p> <p>List other agencies and what they plan to do: Get Fit Challenge committee: include “5-2-1-almost none” information in the summer 2012 challenge. Medwest: educate providers’ about “5-2-1-almost none”, distribute promotional material to display/share with clients, provide partnership with Melanie Batchelor, RD to help disseminate message. Jackson County Schools: may display promotional material in elementary schools</p> <p>Intervention will be marketed through flyers, websites, newspaper articles, and emails; using promotional material readily available from “5-2-1-almost none” developer.</p>	<p>1. Quantify what you will do: Distribute promotional materials to 25 healthcare providers, to include education about the campaign directly via email and indirectly via practice managers’ meetings; incorporate concepts in scoring for Get Fit Challenge; obtain and post promotional material in elementary schools, 3 workplaces, 3 community centers, and 2 organizations web pages.</p> <p>2. Expected outcomes: Provide direct promotion of eating fruits and vegetables [the “5” in “5-2-1-almost none”] by healthcare providers to individuals and families thereby potentially increasing consumption of fruits and vegetables; increased consumption of fruits and vegetables among Get Fit participants – measure average weekly team consumption from scoring documents, assess change in exit surveys; count number of promotional materials distributed by health care providers and placed in community locations.</p>
INDIVIDUAL CHANGE INTERVENTIONS		
<p>Intervention: <u>Promote consumption of a featured fruit/vegetable of the month via media [newspaper, Internet/social media, radio, ConnectEd, posters/billboards, etc]</u></p> <p>Intervention: <u>X</u> new ___ ongoing ___ completed</p>	<p>The lead agency is the Jackson County Healthy Carolinian’s Healthy Eating Action Team and it will identify the featured fruit or vegetable of the month as coordinate writing and publishing promotional article</p> <p>List other agencies and what they plan to do: <u>ASAP</u>: supply information and a fruit/vegetable of the month, <u>Cooperative Extension and the Produce Lady</u>: supply information and a fruit/vegetable of the month, <u>Jackson County Schools</u>: supply and post information</p>	<p>1. Quantify what you will do: Select one fruit or vegetable to be featured each month, create monthly schedule to include type of fruit/vegetable to be featured, individual[s] assigned to write promotional message, and media format[s] to distribute message.</p> <p>2. Expected outcomes: Assess completion of</p>

<p>Setting: Community</p> <p>Start Date – End Date (mm/yy): 09/12-6/16</p>	<p><u>Gabriel Finnegan:</u> write article[s] <u>Medwest:</u> supply information, write article[s], post information <u>WNC Healthy Kids:</u> Search for low- and no-cost material and educational support material</p> <p>Intervention will be marketed through electronic, telephonic, and in-person discussions amongst potential partners, and use available print material from public agencies such as Nemours.org.</p>	<p>schedule described above, measure number of places promotional material was distributed; Intervention will increase knowledge base regarding fruits and vegetables, highlighting items 'in season' which are more affordable and plentiful than 'off season' produce, thereby potentially increasing the consumption of fruits and vegetables amongst individuals.</p>
INDIVIDUAL CHANGE INTERVENTIONS		
<p>Intervention: <u>Promote use of community and family gardens.</u></p> <p>Intervention: <input checked="" type="checkbox"/> new ___ ongoing ___ completed</p> <p>Setting: Community</p> <p>Start Date – End Date (mm/yy): 05/13 – 05/16</p>	<p>The lead agency is <u>The Sylva Community Garden</u> and they will provide information and guidance regarding community gardens.</p> <p>List other agencies and what they plan to do: Cooperative Extension: provide family gardens and produce preservation information; Community Table: provide information; Jackson County Health Department: promote use of Cullowhee Community Garden (ESMM Community Grant).</p> <p>Intervention will be marketed through electronic, telephonic, and in-person discussions amongst potential partners; develop marketing campaign to include slogan and print and electronic promotional material to distribute to media outlets.</p>	<p>1. Quantify what you will do: Develop promotional campaign to include slogan such as "Each One Grow One [plant]" and print material to be distributed to media outlets and agencies including Jackson County Schools, Jackson County Health Department, the Community Table, NC Extension Office, Medwest Harris hospital, the library, and faith communities.</p> <p>2. Expected outcomes: Increase the use of community gardens and family gardens therefore increasing the availability of fruits and vegetables.</p>
INDIVIDUAL CHANGE INTERVENTIONS		
<p>Intervention: <u>Pilot a healthy foods of Jackson tasting event</u></p> <p>Intervention: <input checked="" type="checkbox"/> new ___ ongoing ___ completed</p> <p>Setting: Community</p> <p>Start Date – End Date (mm/yy): 07/12</p>	<p>The lead agency is Get Fit Challenge Committee and it will plan and implement the event.</p> <p>List other agencies and what they plan to do: Jim Hill, Jackson County Schools, and Gabriel Finnegan, Community Table: Coordinate participation of local restaurants.</p> <p>Intervention will be marketed through busing summer camp kids to event; email invitations to Get Fit Challenge participants, and advertise via newspaper and radio station to Jackson County residents.</p>	<p>1. Quantify what you will do: Hold a healthy foods of Jackson tasting event July 2012 featuring 10 local restaurants who will provide free samples to eligible Get Fit Jackson County participants [or for \$5 for the community at large]; conduct evaluation to include total participation [restaurants, participants] and how event will affect future healthy eating patterns amongst attendees.</p> <p>2. Expected outcomes: 50 participants will sample healthy foods from local restaurants, increasing their exposure to flavors of healthy foods and discovering creative ways to prepare healthy foods, to include fruits and vegetables.</p>

INDIVIDUAL CHANGE INTERVENTIONS		
<p>Intervention: <u>Pilot a fall fruit and vegetable festival featuring fruit and vegetable art contests, costumes, games, and/or tasting</u></p> <p>Intervention: <u>X</u> new ___ ongoing ___ completed</p> <p>Setting: Community</p> <p>Start Date – End Date (mm/yy): 07/12-10/14</p>	<p>The lead agency is Jackson County Healthy Carolinians; Midwest, Kathy Keogh and they will plan, implement, and evaluate the festival</p> <p>List other agencies and what they plan to do: Ceretta Davis, Culinary Arts Department at Southwestern Community College: assist with artistic components of the festival.</p> <p>Intervention will be marketed through electronic, telephonic, and in-person discussions amongst potential partners; develop marketing campaign to include slogan and print and electronic promotional material to distribute to media outlets.</p>	<p>1. Quantify what you will do: Hold one festival in the fall of 2014 that celebrates the visual as well as culinary beauty of fruits and vegetables through art contests, costumes, games, and/or tasting; develop judging rubric for contests; display entries and winning entries in public locations and media; conduct evaluation to include total participation, photographs of artistic displays, results of contests, and participant feedback.</p> <p>2. Expected outcomes: 50 people will participate in the festival, increasing their discovery of creative ways to prepare fruits and vegetables, increasing their exposure to fruit and vegetable flavors and recipes, and increasing the visual appeal of fruits and vegetables thereby improving the taste,</p>