



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: Physical Activity
- 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 the percentage of adults in Jackson County getting at least 30 minutes of physical activity 5 or more days a week to 30%.
- Original Baseline: 25% of adults surveyed report to engage in physical activity for at least 30 minutes, 5 or more days a week.
- Date and source of original baseline data: 2011 Jackson County Community Health Opinion Survey
- Updated information (For continuing objective only):
- Date and source of updated information:

POPULATION(S)

- Describe the local population(s) experiencing disparities related to this local community objective: Low income adults; and senior citizens (50+).
- Total number of persons in the local disparity population(s): According to the 2010 Census, 19.7% (or approximately 793) of all adults (18+) in Jackson County has an income below the poverty level. There are 13,978 adults 50 and over living in Jackson County.
- Number you plan to reach with the interventions in this action plan: Approximately 1000

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 | |

- Check **one** Healthy NC 2020 focus area: **Physical Activity and Nutrition**
- **List HEALTHY NC 2020 Objective:** (Detailed information can be found at <http://publichealth.nc.gov/hnc2020/> website)

Objective 2: Increase the percentage of adults getting the recommended amount of physical activity.

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
Arthritis Foundation Exercise Program	<p>A low-impact physical activity program proven to reduce pain and decrease stiffness. Developed by the Arthritis Foundation, the Exercise Program uses movements created by physical therapists that address pain and fatigue while increasing strength. Studies show individuals attending the classes have experienced:</p> <ul style="list-style-type: none"> • Less pain • More confidence in their ability to continue activities • Increased social activity • Fewer doctor and emergency room visits 	<p>Arthritis Foundation website http://www.arthritis.org/exercise.php</p>
Matter of Balance	<p>A Matter of Balance: Managing Concerns About Falls is a program designed to reduce the fear of falling and increase activity levels among older adults. This nationally recognized program was developed at the Roybal Center at Boston University. Participants learn to:</p> <ul style="list-style-type: none"> • View falls as controllable • Set goals for increasing activity • Make changes to reduce fall risk at home • Exercise to increase strength and balance 	<p>MaineHealth's Partnership for Healthy Aging http://www.mainehealth.org/mh_body.cfm?id=432</p>
Living Healthy: Chronic Disease Self-Management	<p>Chronic Disease Self Management is an evidenced based program that community leaders are trained to lead. This program was designed and tested at Stanford University. This program is designed to teach people that struggle with chronic conditions or those who care for people with chronic conditions how to effectively manage and cope with their illness.</p>	<p>Stanford University http://patienteducation.stanford.edu/programs/cdsmp.html</p>
Arthritis Foundation Walk with Ease	<p>Walk With Ease is an exercise program that can reduce pain and improve overall health. In studies by the Thurston Arthritis Research Center and the Institute on Aging of the University of North Carolina, Walk With Ease was shown to reduce pain, increase balance and strength, and improve overall health.</p>	<p>Arthritis Foundation website http://www.arthritis.org/walk-with-ease.php</p>
Strong Women Strength Training Program	<p>A community based strength training program aimed at mid-life and older women. The benefits of strength training for older women have been studied extensively and include:</p> <ul style="list-style-type: none"> • Increased muscle mass and strength • Improved bone density and reduced risk for osteoporosis and related fractures • Reduced risk for diabetes, heart disease, arthritis, depression, and obesity • Improved self-confidence, sleep and vitality 	<p>Tufts University http://www.strongwomen.com/strongwomen-programs/strongwomen/</p>

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 (#'s are based on 2011 year)
Arthritis Foundation Exercise Program	Jackson County Senior Center and NC Cooperative Extension	42 participants
Arthritis Foundation Walk with Ease	Jackson County Senior Center	13 participants
Strong Women Stay Young	NC Cooperative Extension and Jackson County Department of Public Health	45 participants
Eat Smart Move More Weigh Less Program	NC Cooperative Extension	25 participants
Jackson County Get Fit Challenge	Jackson County Department of Public Health	700 participants
Jackson County Recreation Center	Jackson County Parks and Recreation Department	42,988 visits
Senior Games	Jackson County Parks and Recreation Department	85 participants

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
Jackson County Government	Health Department, Recreation and Parks Department, Senior Center, County Employee Wellness Program	Programming support, educational resources, policy change, fitness opportunities; potential committee members
State Government	Jackson County Public Schools, Western Carolina University	Recreational opportunities, policy change, and potential partner; potential committee members
Southwestern Commission	Area Agency on Aging	Partner for program support, ability to train program leaders; potential committee members
North Carolina Cooperative Extension	Jackson County Extension Agent, Family and Consumer Sciences	Partner for program support, educational resource; potential committee member
Get Fit Jackson County Committee	Local physician, Western Carolina University, Jackson County Government, Jackson County Schools, MedWest Hospital	Promote community fitness, strong network for communication and collaboration; potential committee members
Jackson County Greenways	Greenway committee, Community at large	Policy change and built environment

INTERVENTIONS: SETTING, & TIMEFRAME	COMMUNITY PARTNERS' Roles and Responsibilities	PLAN HOW YOU WILL EVALUATE EFFECTIVENESS
INTERVENTIONS SPECIFICALLY TARGETING HEALTH DISPARITIES		
<p>Intervention: Teach Arthritis Foundation Exercise Program</p> <p>Intervention: <input type="checkbox"/> new <input checked="" type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: Senior Center and community</p> <p>Start Date – End Date (mm/yy): Ongoing through 2016</p> <p>Level of Intervention - change in:</p>	<p>Lead Agency: <u>Jackson County Senior Center</u> Role: Host location for classes, recruit participants, teach classes</p> <p>Partners: <u>Southwestern Commission Area Agency on Aging</u> Role: Train more program leaders and teach class in community.</p> <p>Partners: <u>NC Cooperative Extension</u> Role: Teach class at the Cashiers</p>	<p>1. Quantify what you will do Three instructors trained. One class currently being taught at Cashiers Senior Center (9 participants) and one class currently being taught at East Sylva Church (12 participants). Plan to offer three classes at the Senior Center throughout the year with 12 participants in each class. Also plan to hold an AFEP training to train additional leaders throughout the county in hopes to expand program</p>

<p><u>X</u> Individuals ___ Policy &/or Environment</p>	<p>Senior Center and in the community.</p> <p>Intervention will be marketed through monthly Senior Center calendar, advertise through the Chamber of Commerce, Email, and Web Site: http://jpsc.jacksonnc.org, Flyers, brochures, Jacksonian newsletter, and advertisement with The Sylva Herald.</p>	<p>throughout the community</p> <p>2. Expected outcomes: This program will give adults and seniors in Jackson County an opportunity to increase the amount of physical activity they are getting and increase their confidence in their ability to exercise. Class meets for one hour twice a week for 8 weeks.</p>
<p>Intervention: <u>Offer/promote "Get Fit Jackson County"—county-wide Fitness Challenge</u></p> <p>Intervention: <u>X</u> new ___ ongoing ___ completed</p> <p>Setting: Community</p> <p>Start Date – End Date (mm/yy): 05/12-Ongoing</p> <p>Level of Intervention - change in: <u>X</u> Individuals ___ Policy &/or Environment</p>	<p>Lead Agency: <u>MedWest Hospital</u> Role: Technical support, promotions, host website, nutrition information, and handle finances.</p> <p>Partners: <u>Get Fit Jackson County Committee</u> Role: Plan, promote, implement, and evaluate the fitness challenge. Handle scoring, communication with participants, recruiting participants.</p> <p>Intervention will be marketed through MedWest website (www.getfitchallenge.org), articles in the Sylva Herald, flyers, PSA's on WWCU FM and WRGC radio stations, and emails to past participants and agency contacts.</p>	<p>1. Quantify what you will do This program promotes community/population fitness. Round 1 of the fitness challenge had 700 participants. It is our goal to increase this to 900 participants each Round. Two challenge rounds will be held each year; one in the Fall/Winter and the one in Spring/Summer. Challenge is open to all residents of Jackson County.</p> <p>2. Expected outcomes: By involving community leaders and others, we hope that interest will be become more widespread and fitness practices will increase. Because the format is a competition between teams, participants will be held accountable to other team members. Scoring is based on minutes of moderate to vigorous exercise.</p>
INDIVIDUAL CHANGE INTERVENTIONS		
<p>Intervention: <u>Teach Living Health Chronic Disease Self-Management Classes</u></p> <p>Intervention: ___ new <u>X</u> ongoing ___ completed</p> <p>Setting: Jackson County Senior Center and Community</p> <p>Start Date – End Date (mm/yy): 03/12-ongoing</p>	<p>The lead agency is <u>The Southwestern Area Agency on Aging</u> and it will <u>train trainers and provide books and CDs for classes.</u></p> <p>List other agencies and what they plan to do: <u>Jackson County Department of Public Health</u> will instruct classes, provide snacks, recruit participants, and assist with marketing. <u>Jackson County Senior Center</u> will instruct classes, host classes, provide class materials, recruit participants, and assist with marketing.</p> <p>This intervention will be marketed with flyers, emails, and advertisements in the Sylva Herald and Crossroads Chronicle.</p>	<p>1. Quantify what you will do (# classes, # participants, etc.) Two trained instructors per class. Will hold two class sessions per year. Will recruit 8-12 participants per class. One class currently being taught with 8 participants.</p> <p>2. Expected outcomes: Explain how this will help reach the local community objective (what evidence do you have that this intervention will get you there?) The goal of the program is to change health behavior and health status. Participants will improve eating habits, increase amount of exercise per week, take more time for them, as well as learn to advocate for themselves with their physicians.</p>
<p>Intervention: <u>Lead Strong Women Programs</u></p> <p>Intervention: ___ new <u>X</u> ongoing ___ completed</p> <p>Setting: Community Services Center</p> <p>Start Date – End Date (mm/yy): 01/11-ongoing</p>	<p>The lead agency is <u>NC Cooperative Extension</u> and it will <u>teach classes, recruit participants, and provide educational material.</u></p> <p>List other agencies and what they plan to do: Jackson County Department of Public Health will teach classes, recruit participants, and provide</p>	<p>1. Quantify what you will do (# classes, # participants, etc.) 3 classes already taught with 35 total participants. 2 instructors trained to lead the program. Classes will be taught 2 times a year. Class meets 2 times a week for 1 hour for 4 weeks; 12 participants per class. Classes held at the Jackson County Community Services Center.</p>

	<p>educational materials.</p> <p>Intervention will be marketed through flyers, blast emails, article to the Sylva Herald, and monthly Extension newsletter.</p>	<p>2. Expected outcomes:</p> <p>By participating in this strength training program participants will see improvement with balance, halt bone loss, trim and tighten, control weight, improve flexibility, see an increase in energy levels, and reduce their risk of chronic health problems.</p>
<p>Intervention: <u>Healthy Living Festival</u></p> <p>Intervention: ___ new <input checked="" type="checkbox"/> ongoing ___ completed</p> <p>Setting: Community Services Center</p> <p>Start Date – End Date (mm/yy): 05/10- ongoing</p>	<p>The lead agency is <u>Healthy Carolinians of Jackson County</u> and it will <u>be responsible for organizing and planning the festival, recruiting exhibitors, and advertising.</u></p> <p>List other agencies and what they plan to do: Jackson County Department of Public Health, Department on Aging, Recreation Department, and Department of Social Services; MedWest Hospital, Smoky Mountain Center, and Southwestern Area Agency on Aging will assist in organizing and planning the festival, recruiting volunteers, and promotion of the festival.</p> <p>Intervention will be marketed through flyers, blast emails, advertisements and articles to the Sylva Herald and Crossroads Chronicle, and banner/signs around the county.</p>	<p>1. Quantify what you will do (# classes, # participants, etc.) 1 festival per year in May. Will be held at the Recreation Center in Cullowhee. At least 150 participants will attend the festival each year. Festival will be open to all.</p> <p>2. Expected outcomes: Participants will receive free health screenings and educational materials. Participants will learn about physical activity opportunities and other health and wellness resources available to them in Jackson County.</p>
POLICY OR ENVIRONMENTAL CHANGE INTERVENTIONS		
<p>Intervention: <u>Monthly Physical Activity Committee Meetings</u></p> <p>Intervention: <input checked="" type="checkbox"/> new ___ ongoing ___ completed</p> <p>Setting:</p> <p>Start Date – End Date (mm/yy): 2009-Ongoing</p>	<p>The lead agency is <u>Healthy Carolinians of Jackson County</u> and it will <u>coordinate monthly meetings, send email reminders, and recruit new committee members.</u></p> <p>List other agencies and what they plan to do: Committee members include: Jackson County DSS, Jackson County Senior Center, MedWest Hospital, Jackson County Department of Public Health, Jackson County Parks and Recreation Dept., Southwestern Commission Area Agency on Aging, Smoky Mountain Center, and 30th Judicial Alliance. Committee Members will regularly attend meetings, actively participate in committee outreach activities, and assist to recruit new members.</p> <p>Jackson County Department on Aging will provide access to a meeting location.</p> <p>Intervention will be marketed through email and word of mouth.</p>	<p>1. Quantify what you will do (policy change, change to built environment, etc.)</p> <p>2. Expected outcomes:</p> <p>Monthly meetings will provide a place for information, resources, and current community activities to be shared with other agencies and organizations working to increase physical activity in adults.</p> <p>Committee will promote collaboration and reduce duplication in services regarding physical activity.</p>

<p>Intervention: <u>CATALYST Trail Project</u></p> <p>Intervention: <input checked="" type="checkbox"/> new <input type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: <u>Jackson County Department on Aging</u></p> <p>Start Date – End Date (mm/yy): 06/2012-Ongoing</p>	<p>The lead agency is <u>The Jackson County Parks and Recreation Department</u> and it will <u>oversee the construction of the trail, finances, trail maintenance, and policy agreements.</u></p> <p>List other agencies and what they plan to do: <u>Jackson County Senior Center:</u> implement trail programming, build local demand for more activity friendly environments, and develop a replicable model of programs for countywide use. <u>Jackson County Department of Public Health:</u> Promote new trail programs and events, implement family friendly trail program, and develop and distribute replicable model programs for countywide use.</p> <p>Intervention will be marketed through trail signage, maps, press releases and advertisement to the Sylva Herald and other local media, Chamber of Commerce, county website (www.jacksonnc.org), flyers, posters, presentations to community groups.</p>	<p>1. Quantify what you will do (policy change, change to built environment, etc.)</p> <p>Create a publicly accessible walking trail of at least ½ mile at the already existing Aging Complex in Webster as a catalyst for a countywide initiative to encourage active living, walking and cycling, and access to local recreation opportunities. Trail amenities will be installed on the new trail. Trail will be the first example of creating a policy for maintenance, security, and safety that can be used as a model for other trails built in Jackson County. Replicable programming materials will also be available for future use. 100 participants will utilize the self-directed programs implemented on the trail.</p> <p>2. Expected outcomes: This facility and expanded recreational access policies will address a significant need for additional physical activity opportunities and enhanced health and wellness for Jackson County residents.</p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------