



# Community Health Action Plan 2012

Designed to address Community Health Assessment priorities

County: Jackson  
Period Covered: 2012-2016

Partnership, if applicable: Healthy Carolinians of Jackson County

## LOCAL PRIORITY ISSUE

- Priority issue: Substance Abuse
- 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)  
Reduce the percentage of 12-19 year old students that report the use of illicit drugs, alcohol, and tobacco in the past 30 days by 5%.
- Original Baseline: 1.7% of 7<sup>th</sup> graders, 19.4% of 9<sup>th</sup> graders, and 26.7% of 11<sup>th</sup> graders reported using tobacco monthly. 1.7% of 7<sup>th</sup> graders, 26.7% of 9<sup>th</sup> graders, and 32.9% of 11<sup>th</sup> graders reported using alcohol monthly. 1.7% of 7<sup>th</sup> graders, 15.2% of 9<sup>th</sup> graders, and 19.3% of 11<sup>th</sup> graders reported using marijuana monthly.
- Date and source of original baseline data: PRIDE survey 2008, Jackson County Schools
- 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: Students in grades 7-12 (12-19 year olds)
- Total number of persons in the local disparity population(s): Approximately 4500 according to the 2010 Census Data.
- Number you plan to reach with the interventions in this action plan: 1000 students

## 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 type="checkbox"/> Physical Activity and Nutrition | <input type="checkbox"/> Maternal and Infant Health                                  | <input type="checkbox"/> Chronic Disease (Diabetes, Colorectal Cancer, Cardiovascular Disease) |
| <input checked="" 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: (Which objective below most closely aligns with your local community objective?)
  - List **HEALTHY NC 2020 Objective:** (Detailed information can be found at <http://publichealth.nc.gov/hnc2020/> website)

**Objective 1:** Reduce the percentage of high school students who had alcohol on one or more of the past 30 days.  
**Objective 3:** Reduce the percentage of individuals aged 12 years and older reporting any illicit drug use in the past 30 days.

## 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
<b>D.A.R.E Drug Abuse Resistance Education Program</b>	D.A.R.E is a highly acclaimed program that gives kids the skills they need to avoid involvement in drugs, gangs, and violence. The program is a police officer-led series of classroom lessons that teaches children from kindergarten through 12th grade how to resist peer pressure and live productive drug and violence-free lives. The success of the D.A.R.E. program has been documented in numerous research studies.	<b>The Official D.A.R.E website</b> <a href="http://www.dare.com/home/default.asp">http://www.dare.com/home/default.asp</a>
<b>Project Alert</b>	Project ALERT administrators have benefited from these measurable results: <ul style="list-style-type: none"> <li>• 40% drop in students already experimenting with cigarettes in becoming regular smokers</li> <li>• 24% lower alcohol misuse score</li> <li>• 20% reduction of highest-risk early drinkers</li> <li>• 20 to 25% decrease in cigarette use during the past month</li> <li>• 33 to 55% decrease in regular and heavy usage of cigarettes</li> <li>• 60% decrease in current marijuana use</li> </ul> Project ALERT is also proud to be the recipient of near-perfect scores on the US government's own review process, the NREPP (National Registry of Evidence based Programs and Practices).	<a href="http://www.projectalert.com/">http://www.projectalert.com/</a>
<b>Media Detective</b>	Media Detective is a media literacy education program for 3rd- to 5th-grade students. The goal of the program is to prevent or delay the onset of underage alcohol and tobacco use by enhancing the critical thinking skills of students so they become adept in deconstructing media messages, particularly those related to alcohol and tobacco products, and by encouraging healthy beliefs and attitudes about abstaining from alcohol and tobacco use. Outcomes: 1: Media deconstruction skills for alcohol 2: Understanding of persuasive intent of advertising 3: Interest in alcohol-branded merchandise 4: Intentions to use alcohol and tobacco 5: Self-efficacy related to drinking and smoking behaviors	<b>SAMHSA'S National Registry of Evidence Based Programs and Practices</b> <a href="http://nrepp.samhsa.gov/">http://nrepp.samhsa.gov/</a>
<b>Alcohol EDU for High School</b>	AlcoholEdu for High School is an online, interactive, alcohol education and prevention course designed to increase alcohol-related knowledge, discourage acceptance of underage drinking, and prevent or decrease alcohol use and its related negative consequences. Outcomes: 1: Current alcohol use and intention to change drinking status 2: Acceptance of underage drinking/drunkenness 3: Knowledge about alcohol 4: Riding in a car with a driver who has been drinking	<b>SAMHSA'S National Registry of Evidence Based Programs and Practices</b> <a href="http://nrepp.samhsa.gov/">http://nrepp.samhsa.gov/</a>

	<p>5: Perceived ability to limit drinking AlcoholEdu for High School has been used in 185 public and private high schools across the United States in geographically, economically, and demographically diverse districts and has reached nearly 35,000 students. Student outcomes have been measured in more than 85% of these high schools. The course is also being implemented in an American high school in the European Union.</p>	
<p><b>PRIME for Life</b></p>	<p>PRIME for Life is an alcohol and drug program for people of all ages, designed to gently but powerfully challenge common beliefs and attitudes that directly contribute to high-risk alcohol and drug use. The program goals are to reduce the risk for health problems and impairment problems by increasing abstinence, delaying initial use, and decreasing high risk use. PRIME For Life's intervention component focuses on self-assessment to help people understand and accept the need for change. Intensive prevention services, counseling, or treatment may be necessary to support these changes. For those who already need treatment, the program serves as pre-treatment and support for abstinence.</p> <p>PRIME For Life has been used for young people ages 13-20 who are already engaged in high-risk drinking or drug use or who are in a group that is likely to begin making choices that increase risk for problems. Youth throughout the country are taught the curriculum through juvenile justice systems, underage DUI programs, court diversion, school student assistance, and similar programs. The program is taught system wide in Alaska, Kentucky, and South Dakota.</p>	<p><a href="http://www.primeforlife.org">http://www.primeforlife.org</a></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
<b>Sobriety Check Points</b>	Law Enforcement: Sheriff's Department and State Highway Patrol	<b>116 check points from 2011-2012</b>
<b>Project Alert</b>	Mountain Projects Incorporated	<b>151 student participants from 2011-2012</b>
<b>Western North Carolina Teen Institute (Students Against Negative Decisions Groups)</b>	Mountain Projects Incorporated	<b>75 student participants</b>
<b>Alcohol-Wise</b>	Western Carolina University	<b>6296 students reached since 2008</b>
<b>Prescription Drug Take Back Events and Permanent Prescription Drug Drop Off Box</b>	Jackson County Sheriff's Office	<b>Started take back events in 2008; 6 events have been held in the last 4 years with an average of 2-2 ½ pounds of medication collected at each event. Permanent Drop Off</b>

		Box installed at the Sheriff's Office in the Fall of 2011.
Prescription Drug Abuse Lunch and Learn	Healthy Carolinians of Jackson County, Substance Abuse Action Team	1 Lunch and Learn held in 2011; 55 attended

**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	Sheriff's Department, Department of Social Services, Health Department	Policy change, educational resources, programming support
State Government	Smoky Mountain Center, Jackson County Schools, Highway Patrol	SMC-programming support, educational resources JCPS-Positive Behavior Intervention and Support, access to students, programming support Highway Patrol- enforcement, support
North Carolina National Guard	Counter Drug Task Force, Drug Demand Reduction	Educational resources, programming support, and partner.
Mountain Project Incorporated	Western North Carolina Teen Institute	Programming support, educational resources, partner, and access to student groups.
Western Carolina University	Department of Judicial Affairs	Partner, educational resources.
Mental Health	Jackson County Psychological Services, Appalachian Community Services, Mountain Youth Resources- Barium Springs.	Partner, treatment services.

INTERVENTIONS: SETTING, & TIMEFRAME	COMMUNITY PARTNERS' Roles and Responsibilities	PLAN HOW YOU WILL EVALUATE EFFECTIVENESS
<b>INTERVENTIONS SPECIFICALLY TARGETING HEALTH DISPARITIES</b>		
<p><b>Intervention:</b> Implement Evidence-Based Substance Abuse Curriculums in the 6<sup>th</sup>, 7<sup>th</sup>, and 8<sup>th</sup> grades in Jackson County Schools.</p> <p>Intervention:  <input checked="" type="checkbox"/> new   <input type="checkbox"/> ongoing   <input type="checkbox"/> completed</p> <p>Setting: School</p> <p>Start Date – End Date (mm/yy): 07/12-05/16</p> <p>Level of Intervention - change in:  <input checked="" type="checkbox"/> Individuals   <input type="checkbox"/> Policy &amp;/or Environment</p>	<p>Lead Agency: Mountain Projects Role: Training leaders, technical assistance, and program follow-up.</p> <p>Partners: Jackson County Schools Role: Provide locations for classes, leaders, and participants.</p> <p>Partners: Smoky Mountain Center Role: Resource for curriculums</p> <p>Intervention will be marketed to each school with permission from the School Superintendent. Flyers, brochures, and newsletters will be used for marketing.</p>	<p><b>1. Quantify what you will do</b> Curriculums will be implemented in 2 Jackson County Schools each year through Guidance/Enrichment class. 2 classes will be held at each school, with 20 participants per class. (80 total participants each year) Eventually all 6 Jackson County Schools will offer the curriculum twice per year.</p> <p><b>2. Expected outcomes:</b> By educating the target population, for 3 consecutive years, on the risks and consequences associated with substance use we will see a decrease in the number of students using substances and an increase in the numbers of students who perceive substance use as harmful.</p>
<b>INDIVIDUAL CHANGE INTERVENTIONS</b>		
<p><b>Intervention:</b> Set up a referral system for Prime for Life.</p> <p>Intervention:  <input checked="" type="checkbox"/> new   <input type="checkbox"/> ongoing   <input type="checkbox"/> completed</p> <p>Setting: Community</p>	<p>The lead agencies are <u>Smoky Mountain Center Prevention Services</u> and <u>Mountain Projects</u> and they will <u>be responsible for holding Prime for Life classes, training program leaders, and marketing the program.</u></p>	<p><b>1. Quantify what you will do</b> The 5 partner agencies receive education on the Prime for Life program and learn how to refer participants to the program. 1 class program will be held every 6 weeks, with a total of ~15 participants</p>

<p>Start Date – End Date (mm/yy): 07/12-06/16</p>	<p>List other agencies and what they plan to do: Jackson County Schools, local Pediatrician offices, the Health Department, Department of Social Services, and Juvenile Courts will understand the program and the expectations, as well as how to refer participants to the program.</p> <p>Intervention will be marketed through pamphlets, word of mouth contact, and a forum for local attorneys, and press release to the local newspapers.</p>	<p>a year.</p> <p><b>2. Expected outcomes:</b> Each of the 5 partners will use the referral system to refer appropriate participants to the Prime for Life program. By intervening early with individuals there will be a decrease in substance use among those individuals. Individuals will be followed up with 90 days after completing the program.</p>
<b>POLICY OR ENVIRONMENTAL CHANGE INTERVENTIONS</b>		
<p><b>Intervention:</b> Policy for Tobacco Use only in designated areas in county Parks and Public Places.</p> <p>Intervention: <u> X </u> new ___ ongoing ___ completed</p> <p>Setting: Parks and Public Places</p> <p>Start Date – End Date (mm/yy): 07/12-06/13</p>	<p>The lead agency is <u>the Jackson County Health Department</u> and it will <u>provide resources for writing the policy, assist in educating county leaders and the community.</u></p> <p>List other agencies and what they plan to do: <u>Community Transformation Grant:</u> resource for assisting in writing the policy, assist in educating county leaders and the community. <u>MedWest Hospital:</u> assist with educating county leaders and community. <u>Jackson County Park and Recreation Department:</u> assist in educating county leaders and the community, and help enforce policy.</p> <p>Intervention will be marked through a public input forum, press releases to the local newspapers, presentations to the county Commissioners (by Students Against Negative Decisions groups), and signage.</p>	<p><b>1. Quantify what you will do</b> Countywide policy change— Tobacco Use only in designated areas in parks and public places.</p> <p><b>2. Expected outcomes:</b> Because tobacco use will be limited to certain areas of county parks, youth will have limited exposure to the unhealthy behavior and negative consequences related to tobacco use.</p> <p>Compliance with the policy will:</p> <ul style="list-style-type: none"> <li>• Limit the amount of tobacco use by individuals in public areas.</li> <li>• Decrease exposure to second hand smoke for park activities.</li> <li>• Increase in number of county residents engaging in utilizing the park system.</li> <li>• Decrease in youth exposure to use of tobacco products.</li> </ul>