WNCHEALTHYIMPACT

Madison

Mission Hospital and
Madison County Health Department
In partnership with the Madison County Health Consortium

Community Health Priorities & Key Strategies

Chronic Disease
- Decrease exposure to second-hand smoke and other tobacco products
- Increase access to lifestyle change programs/ worksite wellness programs for individuals with chronic disease

Mental Health/Substance Abuse
- Improve connectivity to mental health/substance abuse services in Madison County

Child Health
- Increase healthy snacks in elementary schools
- Decrease overweight and obesity in children by use of positive health messaging (*5-2-1 Almost None*)
- Increase dental education/screenings/fluoride applications for preschool age children

Spotlight on Success

Madison County has a high rate of mother's who smoke while pregnant. The Madison County Health Department is the only provider of prenatal care in Madison County. Through partnership between Madison County Health Department and Mission Health the health department has been able to hire a tobacco cessation counselor. The counselor offers tobacco cessation services to all pregnant women in the prenatal clinic and provides tobacco education to the middle and high school through health education classes and school assemblies. In addition, the health department and other community partners have implemented a county wide tobacco awareness campaign called Madison@Heart. The goal of Madison@Heart is to advocate for tobacco policy change through bringing awareness to the danger secondhand smoke exposure poses to people with heart disease. This campaign resonates well in our community since heart disease is the second leading cause of death. The campaign is currently being replicated in McDowell and Henderson counties and a toolkit based on the campaign has been developed by Region 2 Community Transformation Grant Project.

For more information on community health improvement in Madison County, visit:

www.wnchealthyimpact.com

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