

Durham County Community Health Improvement Plan

Date Created: August 2018

Date Reviewed/Updated:

PRIORITY AREA(S): Obesity, Diabetes, & Food Access
GOAL 1: Culture that promotes social support and health.

PERFORMANCE MEASURES		
How We Will Know We are Making a Difference		
Short Term Indicators (1-2 years)	Source	Frequency
Sales of school meals (increase)	Durham Public Schools (DPS)	Annual (review by quarter)
Self-reported soda consumption of Durham County residents, including youth (High school student baseline: 76%; target: 70%)	2015 Youth Risk Behavior Survey	Every 2 years
Long Term Indicators (5-10 years)	Source	Frequency
Amount of secure and sustainable funding for DPS School Nutrition Services (increase from current amount; needs to be collected)	DPS	Annual
Number of soda vending machines in hospitals, County buildings (decrease from current number; needs to be collected)	Durham County, Duke Health - observation	Annual

ALIGNMENT WITH STATE/NATIONAL PRIORITIES- Indicator on diabetes/diabetes and fruit & veg consumption		
Healthy NC	Healthy People 2020	National Prevention Strategy
Improve health status and life expectancy	Increase the proportion of schools that don't offer or sell calorically sweetened beverages to students	Implement and enforce policies that increase the availability of healthy foods, including in a la carte lines, school stores, vending machines, and fundraisers
Offer high-quality physical education and healthy foods and beverages	Increase the contribution of fruits to the diets of the population aged 2 years and older	Eliminate high-calorie, low-nutrition drinks from vending machines, cafeterias, and school stores and provide greater access to water
Decrease the percentage of adults with diabetes	Increase the contribution of total vegetables to the diets of the population aged 2 years and older	

OBJECTIVE #1: Shift the culture and narrative around DPS school meals to be more positive and encourage purchase and consumption.

BACKGROUND ON STRATEGY

Source: Competitive Pricing for Healthy Foods <http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/competitive-pricing-for-healthy-foods>

Evidence Base: Scientifically supported. Recommended by Robert Wood Johnson Foundation County Health Rankings

PSE Change: (Y/N): Type (circle): Policy/System/Environment	Work Across Partnership Committees (Y/N): If yes, which committee(s)?	Health Equity Impact Tool Used (Y/N): Government Alliance on Racial Equity (GARE) Racial Equity Tool Worksheet
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ACTION PLAN

Priorities for Action	Target Date	Lead Person/Organization or Committee	Expected Outcome
Set up meeting with DPS Nutrition Director to identify specific needs	10/31/2018	Durham County Department of Public Health (DCoDPH); DPS; American Heart Association; Obesity Diabetes and Food Access (ODAFa) school meals workgroup	DPS Nutrition needs identified
Collect data on school meal participation and assess what data is available	1/2/2019	Durham County Department of Public Health (DCoDPH); DPS	Data available to analyze services and gaps in data identified
Identify barriers/perceptions about school meal participation	3/1/2019	ODAFa school meals workgroup	Barriers and perceptions about school meals identified
Identify partners and organizations working on school meals	5/1/2019	ODAFa school meals workgroup	Partners and organizations doing work identified
Build partnership with stakeholders, organizations and community members to support school meals	9/1/2019	ODAFa school meals workgroup	Strong relationships with stakeholders and community members; different perspectives considered
Plan next steps with relevant stakeholders and community members on DPS school meal messaging/campaign	3/1/2020	ODAFa school meals; community members	Messaging/campaign plan
Identify funding sources for school meals messaging/campaign	3/1/2020	ODAFa school meals workgroup	Funding sources identified
Apply for messaging/campaign funding	5/1/2020	ODAFa school meals workgroup	Grant application(s); support from businesses

Use racial equity tool to analyze strategy	5/1/2020	ODAFa school meals workgroup; community members	Racial equity lens used
Implement DPS school meal messaging/campaign	8/1/2020	ODAFa school meals workgroup; DPS; community members	More students participate in school meals; increase in quality of food

DESCRIBE PLANS FOR EVALUATION

Purpose: Identify changes in attitudes and behavior related to school lunches
Method: In-person Intercept surveys at DPS during lunch time for elementary students
Target Population: DPS students **Frequency:** student surveys 2x/year

OBJECTIVE #2: Shift the culture and narrative in Durham County to support an understanding of unhealthy foods and the companies that sell them.

BACKGROUND ON STRATEGY

Source: Mass media campaigns against tobacco use (use same concept for sugar sweetened beverages) <http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/mass-media-campaigns-against-tobacco-use>; A city-wide mass media campaign to increase the public awareness of diabetes https://health.mo.gov/data/InterventionMICA/Diabetes/index_5.html

Evidence Base: Scientifically supported. Recommended by Robert Wood Johnson Foundation County Health Rankings; Evidence supports the effectiveness of this strategy. Recommended by Missouri Department of Health and Senior Services

PSE Change: (Y/N): Type (circle): Policy/System/Environment	Work Across Partnership Committees (Y/N): If yes, which committee(s)? Access to Care committee for CHW strategy	Health Equity Impact Tool Used (Y/N): Government Alliance on Racial Equity (GARE) Racial Equity Tool Worksheet
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ACTION PLAN

Priorities for Action	Target Date	Lead Person/Organization	Expected Outcome
Hold Story Circles with community members to gather information on sugar sweetened beverage consumption behaviors	9/30/2018	ODAFa workgroup, Sugar Smart	Conversations with community members to inform strategy
Contract with community organizer Stephanie Perry to facilitate and plan marketing campaign	10/1/2018	DCoDPH	Community organizer to lead process
Analyze Story Circle data to identify common themes and develop report	12/31/2018	Stephanie Perry	Story Circle data
Identify funding sources for marketing campaign	3/1/2019	ODAFa workgroup, Sugar Smart	Potential funding sources
Develop recommendations and next steps for marketing campaign	5/31/2019	Stephanie Perry	Next steps for campaign
Apply for funding	9/1/2019	ODAFa workgroup, Sugar Smart	Funds for campaign

Create a social marketing campaign to educate parents about marketing practices of sugar sweetened beverage companies	12/1/2019	ODaFA workgroup, Sugar Smart	Media campaign
Implement marketing campaign	3/1/2020	ODaFA workgroup, Sugar Smart	Change the culture to change policy around sugar sweetened beverages, funding
Partner with Access to Care committee to support Community Health Workers (CHWs)	12/1/2018	ODaFA committee	Consistent training for all CHWs

DESCRIBE PLANS FOR EVALUATION

Purpose: To measure reach and impact of narrative shift around healthy and unhealthy foods

Method: Focus groups, resident surveys in-person and online

Target Population: Neighborhoods in which >50% of residents' income is at least 100% of the FPL and/or >50% of residents are Black/African-American or Hispanic/Latinx; specific neighborhoods not yet identified

Frequency: Every two years

DESCRIBE PLANS FOR SUSTAINABILITY

- ODaFA workgroups will identify sources of continuation funding before grants end
- Seek out partnerships with businesses and corporations to continue efforts
- Build strong partnerships so work will continue even if a partner reduces their role

GOAL 2: Infrastructure conducive to physical activity

PERFORMANCE MEASURES

How We Will Know We are Making a Difference

Short Term Indicators (1-2 years)	Source	Frequency
Number of new Healthy Mile Trails created by July 1, 2020, with a target of 4.	Partnership for a Healthy Durham	Annual
Long Term Indicators (5-10 years)	Source	Frequency
Percentage of adults with diabetes (baseline: 14.1%, target: 13.5%) by July 1, 2022.	2017 CHA	Every three years
Percentage of adults meeting CDC aerobic recommendations (baseline: 61%; target: 62%)	2017 CHA	Every three years

ALIGNMENT WITH STATE/NATIONAL PRIORITIES

Healthy NC	Healthy People 2020	National Prevention Strategy
Increase the percentage of adults getting the recommended amount of physical activity	Decrease the percentage of adults with diabetes	Encourage community design and development that supports physical activity
	Increase average life expectancy	Facilitate access to safe, accessible, and affordable places for physical activity
	Reduce the proportion of adults who engage in no leisure-time physical activity	An active lifestyle that includes regular aerobic exercise and resistance training to prevent the development of diabetes and to improve the management of blood glucose for those already diagnosed with diabetes (both Type 1 and 2)- American Diabetes Association

OBJECTIVE #1: Increase utilization and support of existing infrastructure around physical activity and nutrition

BACKGROUND ON STRATEGY

Source: Places for physical activity <http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/places-for-physical-activity>

Evidence Base: Scientifically supported. Recommended by Robert Wood Johnson Foundation County Health Rankings

PSE Change: (Y/N): Type (circle): Policy/System/Environment	Work Across Partnership Committees (Y/N): If yes, which committee(s)?	Health Equity Impact Tool Used (Y/N):
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ACTION PLAN

Priorities for Action	Target Date	Lead Person/Organization or Committee	Expected Outcome
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Collect data on current usage of Durham County parks and trails, include paved walkways in parks	12/31/2018	Durham Parks and Recreation (DPR); ODaFA physical activity workgroup	Park and trail use data
Collect data on historical policies and practices related to park and trail location/usage	12/31/2018	Durham Parks and Recreation (DPR); ODaFA physical activity workgroup; Varisce Alston- Public Ally	Potential barriers to park and trail use in Durham
Conduct an analysis of data collected	4/1/2019	Durham Parks and Recreation (DPR); ODaFA physical activity workgroup;	Analyzed data of trends, historical policies and practices
Identify barriers to parks and trails usage such as accessibility based on data collected	6/1/2019	Durham Parks and Recreation (DPR); ODaFA physical activity workgroup; community members	Barriers identified
Identify community leads for walking meetings in neighborhoods, meet based on the needs of community members	8/1/2019	Durham Parks and Recreation (DPR); ODaFA physical activity workgroup; community members	Community members taking the lead
Prioritize parks and trails to address; focus on trails with significant barriers	10/1/2019	Durham Parks and Recreation (DPR); ODaFA physical activity workgroup; community members	Number of parks and trails to address
Create action steps to improve usage of prioritized parks and trails	12/1/2020	Durham Parks and Recreation (DPR); ODaFA physical activity workgroup; community members	Action steps
Use racial equity tool to analyze strategy	2/1/2020	Durham Parks and Recreation (DPR); ODaFA physical activity workgroup;	Racial equity lens used
Implement action steps on prioritized parks and trails	5/1/2020	Durham Parks and Recreation (DPR); ODaFA physical activity workgroup;	Increase in parks and trails usage; Increased physical activity among Durham County residents
Hire community members to serve as trail leads for five existing Healthy Mile Trails	12/31/2018	Durham County Department of Public Health	Community-based trail leads

Develop Healthy Mile Trail marketing materials	3/1/2019	Durham County Department of Public Health; ODaFA physical activity workgroup	Set of Healthy Mile Trail marketing materials
Work with Duke students to evaluate existing Healthy Mile trails	4/30/2019	Durham County Department of Public Health; Duke University; ODaFA physical activity workgroup	Evaluation of Healthy Mile Trails
Analyze Healthy Mile Trail evaluation results	4/30/2019	Durham County Department of Public Health; Duke University; ODaFA physical activity workgroup	Evaluation results
Support Healthy Mile Trail leads and communities to encourage activities and events	5/31/2019	Durham County Department of Public Health; Duke University; ODaFA physical activity workgroup	Activities and events on Healthy Mile Trails
Use racial equity tool to analyze strategy	7/1/2019	ODaFA physical activity workgroup	Racial equity lens used
Adapt Healthy Mile Trail development process based on evaluation results	7/1/2019	ODaFA physical activity workgroup	Change in Healthy Mile Trail practices
Identify four new locations for Healthy Mile Trails	9/1/2019	ODaFA physical activity workgroup; community members	Locations for new Healthy Mile Trails
Work with community members in creating new Healthy Mile Trail areas on creation and planning Healthy Mile trail kickoffs	7/1/2020	ODaFA physical activity workgroup; community members	Four new Healthy Mile Trails
Support Healthy Mile Trail communities to encourage activities and events (ongoing)	7/1/2021	ODaFA physical activity workgroup; community members	Active Healthy Mile Trails; increase physical activity among Durham County residents

DESCRIBE PLANS FOR EVALUATION

Purpose: Identify awareness and use of existing Healthy Mile Trails and barriers to use for residents who live near a HMT

Method: Door to door resident surveys

Target Population: Residents who live within .25 miles of each HMT

Frequency: Biennial

DESCRIBE PLANS FOR SUSTAINABILITY

- The ODaFA physical activity workgroup will build strong relationships with community members to ensure the continuation of Healthy Mile Trail efforts
- The ODaFA physical activity workgroup will provide technical assistance and support for Healthy Mile Trails but neighborhoods will take the lead
- The ODaFA physical activity workgroup will work with DPR to ensure sustainability of changes to parks and trails practices

GOAL 3: All residents have access to fresh and healthy foods

PERFORMANCE MEASURES

How We Will Know We are Making a Difference

Short Term Indicators (1-2 years)	Source	Frequency
Fruit and vegetable sales at Bull City Bucks sites (increase from current amount)	Reinvestment Partners	Annual
Long Term Indicators (5-10 years)	Source	Frequency
Percentage of Durham County residents who report consuming fruits and vegetables 5+ times daily (baseline: 12.4%; target: 15%)	2017 CHA	Biennial/every 3 years

ALIGNMENT WITH STATE/NATIONAL PRIORITIES- Indicator on diabetes/diabetes and fruit & veg consumption

Healthy NC	Healthy People 2020	National Prevention Strategy
Improve health status and life expectancy	Increase the contribution of fruits to the diets of the population aged 2 years and older	Increase access to healthy and affordable foods in communities.
Decrease the percentage of adults with diabetes	Increase the contribution of total vegetables to the diets of the population aged 2 years and older	

OBJECTIVE #1: Increase utilization of existing access and resources to fruits and vegetables (e.g., Double Bucks, SNAP)

BACKGROUND ON STRATEGY

Source: WIC & Senior Farmers' Market Nutrition Programs <http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/wic-senior-farmers-market-nutrition-programs>; Farmer's Markets <http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/farmers-markets>

Evidence Base: Some evidence. Recommended by Robert Wood Johnson Foundation County Health Rankings

PSE Change: (Y/N): Type (circle): Policy/System/Environment	Work Across Partnership Committees (Y/N): If yes, which committee(s)?	Health Equity Impact Tool Used (Y/N):
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ACTION PLAN

Priorities for Action	Target Date	Lead Person/Organization or Committee	Expected Outcome
Assess and identify data sources needed	12/31/2018	ODaFA food access workgroup	Sources and type of data needed
Collect data on current usage of current nutrition programs	3/1/2019	Reinvestment Partners; DCoDPH; ODaFA food access workgroup	Nutrition program use data
Analyze nutrition program data	6/1/2019	ODaFA food access workgroup; Durham County Department of Public Health	Outcomes by race and ethnicity
Identify barriers to nutrition program usage based on data collected	11/1/2019	ODaFA food access workgroup	Barriers identified
Identify strategies to increase awareness of nutrition programs in Durham County, including addressing barriers	5/31/2019	ODaFA food access workgroup; community members; nutrition program partners	Strategies to increase awareness
Use racial equity tool to analyze strategy	5/31/2019	ODaFA food access workgroup; community members; nutrition program partners	Racial equity lens used
Implement action steps to increase awareness of nutrition program (ongoing)	9/1/2019	ODaFA food access workgroup; community members; nutrition program partners	Increase in usage of nutrition programs; Increased fruit and vegetable intake among Durham County residents

DESCRIBE PLANS FOR EVALUATION

Purpose: Identify barriers to fruit and vegetable access and consumption; measure sales and consumption of fruit and vegetables to determine impact of strategies on access and consumption
Method: Secondary data analysis, intercept surveys
Target Population: Durham County residents who are eligible to receive SNAP benefits (enrolled or in the process of enrolling)
Frequency: Annual

DESCRIBE PLANS FOR SUSTAINABILITY

- The ODaFA food access workgroup will build strong relationships with community members to ensure the continuation of nutrition program awareness efforts