Introduction

The 2016-2020 Brunswick County Health Services Strategic Plan describes our county’s public health priorities and the plan to address them. Results from the 2015 Community Health Assessment, 2016 Action Plans and data from the North Carolina Center for Health Statistics were utilized to determine these priorities. Members of the Brunswick County Health Services Management Team and Community Health Action Plan Team members met to deliberate on these findings and plan our approach to address identified health priorities. The success in addressing health priorities will be dependent upon Brunswick County Health Services continued commitment to providing quality services to the public while collaborating with various community partners.

This plan is too great for one agency so it relies on the collaboration of many community partners. These partners include but are not limited to hospitals, healthcare providers, schools, churches and faith based groups, county agencies, and individual concerned citizens. In some instances, the health department will be the lead agency; in others we will play a more supportive role. Regardless of the structure, a primary function of our department is to serve as a catalyst to stimulate action in the community to effectively and appropriately address public health concerns that may jeopardize our community’s health and limit our potential to address those concerns.
Public Health Core Health Functions
(Reference: NC Division of Public Health)

Brunswick County Health Services plays an invaluable role in the protection and improvement of the public’s health in Brunswick County. The three core public health functions are assessment, policy development, and assurance. These core functions are implemented through collaborative relationships with public and private entities, elected and appointed officials, communities, as well as residents of Brunswick County. The following ten essential health services are the framework for these core health functions.

Assessment

- Diagnose and investigate health problems and health hazards in the community.
- Monitor community health status to identify health problems.

Policy Development

- Develop plans and policies that support individual and community health efforts.
- Inform, educate, and empower people about health issues.
- Mobilize community partnerships to identify and solve health problems.

Assurance

- Link people to needed personal health services and assure the provision of health care when otherwise not available.
- Enforce laws and regulations that protect health and ensure safety.
- Assure a competent public health and personal health care workforce.
- Evaluate effectiveness, accessibility, and adequacy of personal and population-based health services.
- Research for new insights and innovative solutions to health problems.
Mission

The mission of Brunswick County Health Services is to preserve, protect, and improve the health of the community. This mission is accomplished through the collection and dissemination of health information, education, and service programs aimed at the prevention of disease, protection of the environment and improvement of the quality of life for our citizens.

Vision

Brunswick County Health Services assures the health and safety of our future generations and envisions an agency that strives to meet the following guiding principles:

- Health Department maintains Local Health Department Accreditation Standards, as defined in policies and protocols are maintained by all programs
- Service deliverables and expansion are driven by community need
- Improved efficiency is attained in all divisions
- Health Department recruits, develops and retains a well-qualified, diverse workforce
- Public image of Health Department is positive
- Quality of services is assured through implementation of the quality assurance plan
- Residents experience improved health outcomes and quality of life
- Health Department is accountable to the public in fiscal responsibility and service delivery
- Efforts are conducted through improved internal collaboration and communication
- Health Department is considered to be an employer of choice
- Expanded service availability
- Physical facilities are available or in planning stage to address growing community needs and support newest technologies
- Funding is available to support and improve our programs
- Best practices, as recognized by the public health community are utilized in service provision
- Department is capable of providing a comprehensive response to Public Health Emergencies

Values

Accountability
Customer Service
Trust
Dignity
Respect
Environment
Integrity is Paramount
Professionalism
Safety
Stewardship of Public Resources
Teamwork
## SWOT Assessment

<table>
<thead>
<tr>
<th>Internal Attributes of Organization</th>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Core Public Health Focus</td>
<td>• Limited health services for men</td>
</tr>
<tr>
<td></td>
<td>• Community based services</td>
<td>• Lack of public knowledge of services</td>
</tr>
<tr>
<td></td>
<td>• Strong partnerships and collaborations</td>
<td>• Limited transportation available</td>
</tr>
<tr>
<td></td>
<td>• Competent well trained staff</td>
<td>• Quality Assurance Plan – not implemented</td>
</tr>
<tr>
<td></td>
<td>• Solid county funding support for public health</td>
<td>• Building appearance</td>
</tr>
<tr>
<td></td>
<td>• Dismantling Racism process</td>
<td>• Lack of Community presence</td>
</tr>
<tr>
<td></td>
<td>• Support for continuing education for employees</td>
<td>• Privacy/confidentiality concerns</td>
</tr>
<tr>
<td></td>
<td>• Comprehensive clinical services</td>
<td>• Adult primary clinic closed</td>
</tr>
<tr>
<td></td>
<td>• Comprehensive programs, Animal Control through Primary Care</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Innovative approaches</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Technology used to improve services</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Access to bilingual staff</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Grant funding – allows innovation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Wide range of services “one stop shop”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Excellent Flu outreach</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Communicable Disease Reporting (Zika, Ebola, Flu, etc)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>External Attributes of Environment</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Collaborations</td>
<td>• Stigma of “health department”</td>
</tr>
<tr>
<td></td>
<td>• Outreach/Increasing knowledge base</td>
<td>• Funding</td>
</tr>
<tr>
<td></td>
<td>• Marketing/Advertising of services</td>
<td>• Current Clinic Space</td>
</tr>
<tr>
<td></td>
<td>• Improved Staff Communication</td>
<td>• Prescription Pills/Opiates/Opioids</td>
</tr>
<tr>
<td></td>
<td>• Decrease wait times for clients</td>
<td>• Lack of resources for indoor air quality</td>
</tr>
<tr>
<td></td>
<td>• Utilization of Mobile Health Unit</td>
<td>• Bilingual staff</td>
</tr>
<tr>
<td></td>
<td>• Improved Customer Service</td>
<td>• Nutrition – community level services</td>
</tr>
</tbody>
</table>
**Strategic Goals**

Goal 1 *
To improve the health status and prevent premature death for all residents of Brunswick County including reducing the rate of accidental death/overdose and alcohol related traffic crashes.

Goal 2 *
To improve public services and programs and increase collaboration among health care providers leading to improved patient care, particularly mental health services in an effort to decrease the suicide rate.

Goal 3 *
Increase public awareness of public health programs and services in Brunswick County especially related to chronic diseases, such as diabetes.

Goal 4 *
Maximize effort to help eliminate health disparities by promoting healthy lifestyle’s included healthy eating and increased physical activity.

Goal 5
To safeguard life, promote human health and protect the environment through the practice of modern environmental science, the use of technology, rules and public education.

Goal 6
Maintain a competent public health workforce.
* Address Community Health Assessment Priorities

**Community Health Assessment 2015**
Brunswick County Health Services, in collaboration with community members, conducted a community health assessment to identify health priorities for Brunswick County. Focus Groups, a community survey and analysis of secondary data were all used in defining the Health Priorities. A full copy of the community health assessment can be found on the departments’ webpage at [www.BrunswickCountyNC.gov/health](http://www.BrunswickCountyNC.gov/health).
Community Health Action Plan 2016

Designed to address Community Health Assessment priorities (Form updated Jan. 2016)
Three priorities identified during the 2015 CHA process are required to be addressed. Each priority should have a separate “Community Health Action Plan”. Action plans are due by the first Monday in September following the March submission of the CHA, per consolidated agreement.

County: Brunswick Period Covered: 2016-2019

Partnership/Health Steering Committee, if applicable: Brunswick County

Community Health Priority identified in the most recent CHA: Accidental Injury/Death

Local Community Objective: By June 2019, Brunswick County will reduce the rate of accidental drug and medication overdose to 12.8 from the current rate of 16.8 (per 100,000 residents).

(check one): __X__ New _____ Ongoing (addressed in previous Action Plan)

- **Baseline Data:** (State measure/numerical value. Include date and source of current information): In 2014, the death rate per 100,000 residents for unintentional medication and drug overdose was 16.8, compared to the NC rate of 9.7 (NC DETECT). In 2014, controlled substances were dispensed at a rate of 263.2 prescriptions per 200 residents, compared to the statewide rate of 201. Opioids were dispensed at a rate of 109.1 prescriptions per 100 residents, compared to the statewide rate of 79.7 (CSRS registration data, Division of Mental Health, Developmental Disability and Substance Abuse Services). Unintentional injury, including poisonings but excluding motor vehicle accidents, was the 5th leading cause of death in Brunswick County in 2014. From 2009-2013, the death rate from unintentional injuries (age-adjusted per 100,000 residents) was 44.3 in Brunswick County compared to the statewide rate of 29.3 (NC SCHS Key Indicators).

- For continuing objective provide the updated information: (State measure/numerical value. Include date and source of current information):

- **Healthy NC 2020 Objective** that most closely aligns with focus area chosen below: Reduce the unintentional poisoning mortality rate from 11.0 in 2008 to 9.9 (per 100,000 population).

Population(s)

I. **Describe the local population at risk for health problems related to this local community objective:** (Examples of factors placing populations at risk for disparities include race, ethnicity, gender, age, income, insurance status, and geographical location.) Unintentional injuries are a substantial contributor to premature deaths. Deaths from unintentional injury are more likely to occur in young people. Nationwide, unintentional injury was the leading cause of death in individuals aged 1-44 years in 2014. Unintentional poisonings, specifically, were the leading cause of injury deaths in individuals aged 25-64 (CDC Injury Prevention and Control: Data & Statistics).

II. **Describe the target population specific to this action plan:**

A. **Total number of persons in the target population specific to this action plan:** In 2014, Brunswick County’s population estimate was 118,836 (US Census). These interventions will target heroin and other substance users, residents prescribed controlled substances, and prescription providers. The number of heroin poisoning deaths in Brunswick County increased from just 1 death in 2010 to 10 deaths in 2013 (NC DHHS Poisoning Data). However, from August 1st 2013 to July 16th 2016, there have been 65 documented reversals from Naloxone distributed by the North Carolina Harm Reduction Coalition in Brunswick County (NCHRC Naloxone and OD Prevention), and the number of heroin poisoning deaths decreased to 5 in 2014 (NC DHHS Poisoning Data). According to a 2013 impact evaluation of the NC Controlled Substance Reporting System published through the Department of Health and Human Services, approximately 25% of the North Carolina...
population is prescribed controlled substances, which would equal approximately 30,000 people in Brunswick County. There are 312 prescription providers in Brunswick County (Coastal Horizons Brunswick Coalition Data Sheet). This total number of prescription providers and Brunswick County residents at risk of medication or drug overdose equals a target population of approximately 30,500.

B. **Total number of persons in the target population to be reached by this action plan:** We estimate 1,000 Brunswick County residents and 250 providers to be impacted by this action plan.

C. **Calculate the impact of this action plan:**

\[
\text{(Total \# in B divided by total \# in A)} \times 100\% = 4\% \text{ of the target population reached by the action plan.}
\]

**Healthy North Carolina 2020 Focus Area Addressed:** Each of the two CHA priorities selected for submission must have a corresponding *Healthy NC 2020* focus area that aligns with your local community objectives.

- **Check below the applicable Healthy NC 2020 focus area(s) for this action plan.**

For more detailed information and explanation of each focus area, please visit the following websites:

- [http://publichealth.nc.gov/hnc2020/foesummary.htm](http://publichealth.nc.gov/hnc2020/foesummary.htm)

- [Tobacco Use](#)
- [Physical Activity & Nutrition](#)
- [Injury](#)
- [Sexually Transmitted Diseases/Unintended Pregnancy](#)
- [Maternal & Infant Health](#)
- [Substance Abuse](#)
- [Mental Health](#)
- [Infectious Disease/Foodborne Illness](#)
- [Social Determinants of Health](#)
- [Environmental Health](#)
- [Chronic Disease](#)
- [Cross-cutting](#)
**Evidence Based Strategy/Intervention (EBS) Table:** Researching effective strategies/interventions

List 3-5 evidence-based interventions (proven to effectively address this priority issue) that seem the most suitable for your community and/or target group.

<table>
<thead>
<tr>
<th>Evidence Based Strategies Used with Like Population(s) (Include source)</th>
<th>Strategy/Intervention Goal(s)</th>
<th>Implementation Venue(s)</th>
<th>Resources Utilized/Needed for Implementation</th>
</tr>
</thead>
</table>
S: Currently, Brunswick County has 6 permanent collection boxes and 3 take-back events per year for unused medications, totaling 9 opportunities for safe medication disposal.  
M: Brunswick County will establish one additional opportunity for safe medication disposal in a region of the county where the current locations may not be easily-accessible to residents.  
A: Coastal Horizons will collaborate with local law enforcement agencies and hospitals to ensure that these organizations have the personnel and equipment required to establish a new collection box or take-back event.  
R: The rate of unintentional medication and drug overdose is 16.8, which is well above the statewide rate of 9.7. Opioids are dispensed at a higher rate in Brunswick County than statewide as well.  
T: This new safe medication disposal location will be established by June 2019. | **Target Population(s):** All Brunswick County residents with expired or leftover medications  
**Venue:** Brunswick County Sheriff’s Office in Bolivia; satellite offices in Calabash and Leland; Boiling Springs Lakes, Ocean Isle and Leland Police Departments; Dosher Memorial Hospital (Operation Medicine Drop) and Novant Health Brunswick Medical Center | **Resources Needed:**  
Personnel—staff vs. contract? Law enforcement officials and pharmacists, as well as volunteers for take-back events sponsored by Dosher and Novant hospitals  
Training? Safe medication handling  
Permit or license fees? DEA-registered controlled substance permit  
Durable supplies—tables, chairs, stanchions, etc.? Collection boxes and materials to facilitate take-back events  
Equipment? $400-$800 for each collection box  
Other? Cost of medication disposal varies  
Partnering agencies: Brunswick County Sheriff’s Office, local police departments, and hospitals |
| **Community Strengths/Assets:** A strong partnership with the Brunswick County Sheriff’s Office, local police departments, and hospitals; Partnership for Success Coalition; North Carolina Harm Reduction Coalition; Brunswick Community College; Cape Fear Coalition for a Drug-Free Tomorrow | **Name of Intervention:** Community-based overdose education and naloxone distribution (OEND) [http://publichealth.nc.gov/lhd/docs/NC-LHD-NaloxoneToolkit-08-19-2015-FINAL.pdf](http://publichealth.nc.gov/lhd/docs/NC-LHD-NaloxoneToolkit-08-19-2015-FINAL.pdf) | **S.M.A.R.T Goals:**  
S: Brunswick County law enforcement and EMS currently carry Naloxone, which is the reversal agent for heroin and other opioid overdoses. Coastal Horizons distributes kits to their clients and friends/families of individuals who may be at risk of an overdose.  
M: Brunswick County will distribute 500 Naloxone kits to law enforcement, EMS, and community members.  
A: Coastal Horizons will coordinate the distribution of the Naloxone kits, ensuring that education about | **Target Population(s):** Substance users and their families/friends  
**Venue:** Local law enforcement agencies, EMS, and community-based distribution sites | **Resources Needed:**  
Personnel—staff vs. contract? Law enforcement officials; EMS; mental health providers through Coastal Horizons; staff or volunteers to distribute kits  
Training? Overdose prevention and response training  
Participant supplies for intervention activities? Approx. $10 per kit through NCHRC (Ziploc bag with an external pouch; printed prescription ¼ sheet, black and white; tri-fold printed brochure, |
<p>| Harm Reduction Coalition; 911 Good Samaritan and Naloxone Access Law for Overdoses | how to use the kits and prevent/respond to an overdose is included. They will record the number of kits distributed and reversals documented. <strong>R:</strong> Southeastern NC is one of the leading locations for heroin use in the United States. The rate of unintentional medication and drug overdose is 16.8, which is well above the statewide rate of 9.7. <strong>T:</strong> 500 Naloxone kits will be distributed from September 2016 to June 2019. | black and white; 2 IM syringes; 2 naloxone vials (0.4 mg/mL each); UV protective zip lock bag to store naloxone vials) Partnering agencies: Coastal Horizons, local law enforcement agencies, and EMS |</p>
<table>
<thead>
<tr>
<th>Name of Intervention:</th>
<th>Controlled Substance Reporting System (CSRS)</th>
<th>S.M.A.R.T. Goals:</th>
<th>Target Population(s):</th>
<th>Resources Needed:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><a href="http://www.ncdhhs.gov/providers/provider-info/mental-health/nc-controlled-substances-reporting-system">http://www.ncdhhs.gov/providers/provider-info/mental-health/nc-controlled-substances-reporting-system</a></td>
<td>S: in 2014, 159 of 312 prescription providers (51%) in Brunswick County were registered with the CSRS, which allows providers to share information about controlled substances prescribed to their patients.</td>
<td>Brunswick County residents who are prescribed controlled substances</td>
<td>Personnel—staff or contract? Healthcare providers and NC DHHS staff to maintain registry</td>
</tr>
<tr>
<td>Community Strengths/Assets:</td>
<td>A strong partnership with healthcare providers in the community; Partnership for Success Coalition; North Carolina Harm Reduction Coalition</td>
<td>M: Brunswick County will have 250 prescription providers (80%) in Brunswick County registered with the CSRS.</td>
<td>Venue: Brunswick County healthcare facilities that prescribe opioids, including Novant Health Brunswick Medical Center and Dosher Memorial Hospital</td>
<td>Training? HIPPA training to protect privacy and confidentiality of registered patients</td>
</tr>
<tr>
<td></td>
<td>A: The Commission for Mental Health, Developmental Disabilities and Substance Abuse Services through the NC Department of Health and Human Services manages the system. BCHS has a strong partnership with the major health systems and local healthcare providers in the county.</td>
<td>R: Controlled substances are dispensed at a higher rate in Brunswick County (263.2 per 200 residents) than statewide (201 per 200 residents).</td>
<td>Equipment? Computers with access to the CSRS database</td>
<td></td>
</tr>
<tr>
<td></td>
<td>T: By June 2019, 250 prescription providers will be registered with the CSRS.</td>
<td></td>
<td>Partnering agencies: Novant Health Brunswick Medical Center, Dosher Memorial Hospital, and local healthcare facilities</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name of Intervention:</th>
<th>Medication Safety Program, such as Up and Away and Out of Sight</th>
<th>S.M.A.R.T Goals:</th>
<th>Target Population(s):</th>
<th>Resources Needed:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><a href="http://www.cdc.gov/medicationsafety/">http://www.cdc.gov/medicationsafety/</a></td>
<td>S: The Care Coordination for Children program through Brunswick County Health Services protects children from birth to age 5 in high-risk situations. Utilizing lock boxes for medication storage prevents children from accessing these medications, therefore reducing their risk of accidental overdose.</td>
<td>Brunswick County residents who have been prescribed controlled substances and have children in the home who could accidentally overdose on these medications</td>
<td>Personnel—staff or contract? CC4C program staff at BCHS</td>
</tr>
<tr>
<td>Community Strengths/Assets:</td>
<td>Care Coordination for Children (CC4C) program and a strong partnership with Coastal Horizons</td>
<td>M: CC4C program staff will distribute 250 medication lock boxes to families who keep medications in their home.</td>
<td>Venue: Brunswick County Health Services and in the community through CC4C home visits</td>
<td>Contracts with other agencies or facilities? Coastal Horizons, through which the grant for the lock boxes is funded</td>
</tr>
<tr>
<td></td>
<td>A: The lock boxes are provided by a grant through Coastal Horizons.</td>
<td>R: Unintentional injuries are more likely to occur in young people and is the leading cause of death in children.</td>
<td>Participan supplies for intervention activities? Lock boxes (free through grant)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>T: 250 medication lock boxes will be distributed from September 2016 to June 2019.</td>
<td></td>
<td>Partnering agencies: Coastal Horizons</td>
<td></td>
</tr>
</tbody>
</table>
### Interventions Specifically Addressing Chosen Health Priority

<table>
<thead>
<tr>
<th>INTERVENTIONS: SETTING, &amp; TIMEFRAME</th>
<th>LEVEL OF INTERVENTION CHANGE</th>
<th>COMMUNITY PARTNERS’ Roles and Responsibilities</th>
<th>PLAN HOW YOU WILL EVALUATE EFFECTIVENESS</th>
</tr>
</thead>
</table>
| **Intervention:** Medication disposal collection boxes located at various sites throughout the county | ☑ Individual/ Interpersonal Behavior | **Lead Agency:** Brunswick County Sheriff’s Office  
Role: The Brunswick County Sheriff’s Office will coordinate with local collection sites to maintain upkeep of the boxes and ensure proper medication disposal. | Expected outcomes: The availability of medication collection boxes and take-back events will encourage residents to properly dispose of their expired or leftover medications, reducing the risk for others to misuse these medications. |
| ☑ New  ❌ Ongoing  ❌ Completed | ☐ Organizational/Policy  
☐ Environmental Change | **Target population representative:** Coastal Horizons  
Role: Coastal Horizons will spread awareness of the collection boxes/events and encourage clients to properly dispose of their medications. | **Anticipated barriers:** Any potential barriers? ☑ Y ☐ N  
If yes, explain how intervention will be adapted: Residents who do not live in close proximity to a collection box or take-back event may not be willing to travel long distances, and some residents may be hesitant to go to a law enforcement agency. More collection boxes and events should be located at diverse locations throughout the county. |
| Setting: Brunswick County Sheriff’s Office, local police departments, and hospitals  
Target population: All residents with expired or leftover medications  
Start Date – End Date (mm/yy): 07/09-Ongoing | ☑ New partner  
☒ Established partner | **Partners:** Local police departments  
Role: Local police departments are responsible for maintaining the collection boxes at their sites. | List anticipated project staff: Brunswick County law enforcement, pharmacists, volunteers, and BCHS staff |
| ☐ New partner  
☒ Established partner | **Partners:** Dosher Memorial Hospital and Novant Health Brunswick Medical Center | | **Does project staff need additional training?** ☑ Y ☐ N  
If yes, list training plan: Staff responsible for emptying the collection boxes and separating/disposing of the medications should be trained on safe medication handling practices. |
| ☐ New partner  
☒ Established partner | | **Quantify what you will do:** Law enforcement officials will maintain upkeep of the collection boxes and ensure proper medication disposal. Law enforcement officials, pharmacists, and volunteers will facilitate the take-back events through each hospital. The medications will be separated from their packaging, sorted by type of medication (controlled/non-controlled), and disposed of by incineration. Brunswick County Health Services will assist in raising awareness of the collection boxes/events and the importance of safely discarding unused medications. | List how agency will monitor intervention activities and |
| ☑ Y ☒ N | | | |

Revised July 2015
Role: The hospitals are responsible for organizing and facilitating the medication take-back events.

- New partner
- Established partner

Include how you’re marketing the intervention: The Brunswick County Sheriff’s Office and Brunswick County Health Services will promote the collection boxes/events through the media by radio PSAs; newspaper ads in the Brunswick Deacon, State Port Pilot, North Brunswick Magazine, and South Brunswick Magazine; ads on pharmacy prescription bags; community organization boards; billboards; magnets; the Coastal Horizons and Brunswick Coalition webpages; and posters in pediatric offices and pharmacies. BCHS will include the importance of safe medication disposal in their health promotion activities.

Evaluation:
- Are you using an existing evaluation? Y
- If no, please provide plan for evaluating intervention:

  Each site will record the amount of medication disposed (by weight) in each collection box and at each event. BCHS will communicate with residents to evaluate the benefit of the collection boxes/events and seek suggestions for improvement.

Intervention: Naloxone kit distribution to community organizations and members

- New
- Ongoing
- Completed

Setting: Local law enforcement agencies, EMS, and community-based distribution sites

Individual/Interpersonal Behavior

Organizational/Policy

Environmental Change

Lead Agency: North Carolina Harm Reduction Coalition (NCHRC)

Role: The NCHRC will provide the kits to be distributed to law enforcement, EMS, Coastal Horizons, and community members. They will also train these agencies on how to use the kits.

- New partner
- Established partner

Expected outcomes: The availability of Naloxone will reduce the number of opioid overdoses in Brunswick County. From August 1st, 2013 to July 16th, 2016, the NCHRC has documented 65 reversals from Naloxone distributed in Brunswick County.

Anticipated barriers: Any potential barriers? Y

If yes, explain how intervention will be adapted: It may be difficult to reach each person at risk of an overdose, as these individuals and their families may not seek help due to the stigma associated with substance use. The 911 Good Samaritan and Naloxone Access Law for Overdoses protects...
<table>
<thead>
<tr>
<th><strong>Target population:</strong> Substance users and their families/friends</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Start Date – End Date (mm/yy):</strong> 2015-Ongoing</td>
</tr>
<tr>
<td><strong>Targets health disparities:</strong> Y N</td>
</tr>
<tr>
<td>Due to the large area of Brunswick County, many residents live far from emergency treatment centers. In the case of an overdose, the availability of Naloxone will allow more time for the individual to reach an emergency treatment center, therefore targeting this regional disparity.</td>
</tr>
<tr>
<td><strong>Target population representative:</strong> Coastal Horizons</td>
</tr>
<tr>
<td><strong>Role:</strong> Coastal Horizons will provide Naloxone kits and training to their clients undergoing treatment.</td>
</tr>
<tr>
<td>New partner Established partner</td>
</tr>
<tr>
<td><strong>Partners:</strong> Local law enforcement</td>
</tr>
<tr>
<td><strong>Role:</strong> Trained officials will carry Naloxone kits in the event that they are called to respond to an overdose.</td>
</tr>
<tr>
<td>New partner Established partner</td>
</tr>
<tr>
<td><strong>Partners:</strong> Emergency Medical Services</td>
</tr>
<tr>
<td><strong>Role:</strong> Trained officials will carry Naloxone kits in the event that they are called to respond to an overdose.</td>
</tr>
<tr>
<td>New partner Established partner</td>
</tr>
<tr>
<td><strong>Include how you’re marketing the intervention:</strong> The NCHRC will collaborate with BCHS to assess the needs of the community. They will work together to provide Naloxone kits to agencies that focus on substance abuse, as well as the families/friends of individuals who may be at risk of an overdose.</td>
</tr>
<tr>
<td><strong>List anticipated project staff:</strong> North Carolina Harm Reduction Coalition, local law enforcement, EMS, and Brunswick County Health Services</td>
</tr>
<tr>
<td><strong>Does project staff need additional training?</strong> Y N</td>
</tr>
<tr>
<td>If yes, list training plan: Those who will be administering Naloxone will need overdose prevention and response training provided through the NCHRC.</td>
</tr>
<tr>
<td><strong>Quantify what you will do:</strong> The NCHRC will provide Naloxone kits and training to Coastal Horizons, local law enforcement, and EMS. Coastal Horizons will distribute the kits to their clients undergoing treatment. Local law enforcement and EMS will carry the kits in the event that they are called to respond to an overdose. Brunswick County Health Services will work with the NCHRC to identify and provide kits to the families and friends of individuals who may be at risk of an overdose.</td>
</tr>
<tr>
<td><strong>List how agency will monitor intervention activities and feedback from participants/stakeholders:</strong> The NCHRC and BCHS will collect data from each agency that carries or distributes Naloxone kits. This data will include the</td>
</tr>
<tr>
<td><strong>Evaluation:</strong> Are you using an existing evaluation? Y N</td>
</tr>
<tr>
<td>If no, please provide plan for evaluating intervention: The NCHRC and BCHS will collect data from each agency that carries or distributes Naloxone kits. This data will include the</td>
</tr>
<tr>
<td>Intervention: Controlled Substance Reporting System (CSRS)</td>
</tr>
<tr>
<td>---</td>
</tr>
<tr>
<td>New  ❑ Ongoing  ❑ Completed</td>
</tr>
<tr>
<td>Setting: Healthcare facilities that prescribe controlled substances</td>
</tr>
<tr>
<td>Target population: Prescription prescribers</td>
</tr>
<tr>
<td>Start Date – End Date (mm/yy): 2007-Ongoing</td>
</tr>
<tr>
<td>Targets health disparities: ❑ Y  ❑ N</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Partners: Local prescription providers</td>
</tr>
<tr>
<td>Role: Providers are responsible for consulting and updating the database each time they prescribe a controlled substance.</td>
</tr>
<tr>
<td>New partner</td>
</tr>
<tr>
<td>Include how you’re marketing the intervention: Brunswick County Health Services will approach the major health systems and independent prescription providers in the community to promote the importance of the database and encourage each provider to join.</td>
</tr>
<tr>
<td>Evaluation:</td>
</tr>
<tr>
<td>Are you using an existing evaluation?</td>
</tr>
<tr>
<td>N</td>
</tr>
<tr>
<td>If no, please provide plan for evaluating intervention: Brunswick County Health Services will monitor the number of providers registered with CSRS, how often providers use the system, and how many controlled substances are prescribed during the span of this intervention. BCHS will communicate with providers to receive feedback about the value of the database and any concerns that they may have.</td>
</tr>
<tr>
<td><strong>Intervention:</strong> Medication lock box distribution to families in Brunswick County</td>
</tr>
<tr>
<td>---------------------------------------------------------------</td>
</tr>
<tr>
<td>□ New  □ Ongoing  □ Completed</td>
</tr>
<tr>
<td><strong>Setting:</strong> Brunswick County Health Services and homes visited through the Care Coordination for Children program</td>
</tr>
<tr>
<td><strong>Target population:</strong> Brunswick County residents who have been prescribed controlled substances and have children in the home who could accidentally overdose on these medications</td>
</tr>
<tr>
<td><strong>Start Date – End Date (mm/yy):</strong> 06/16-Ongoing</td>
</tr>
<tr>
<td><strong>Targets health disparities:</strong> □ Y  □ N</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Lead Agency:</strong> Brunswick County Health Services</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Role:</strong> BCHS will provide the CC4C program with lock boxes to distribute in their clinics or through home visits in the community.</td>
</tr>
<tr>
<td>□ New partner  □ Established partner</td>
</tr>
<tr>
<td><strong>Target population representative:</strong> Care Coordination for Children</td>
</tr>
<tr>
<td><strong>Role:</strong> CC4C program staff will distribute medication lock boxes to individuals who keep controlled substances, as these medications may pose a risk of accidental overdose to children in the home. The role of CC4Cs is to protect children from birth to age 5 in high-risk situations.</td>
</tr>
<tr>
<td>□ New partner  □ Established partner</td>
</tr>
<tr>
<td><strong>Partners:</strong> Coastal Horizons</td>
</tr>
<tr>
<td><strong>Role:</strong> Coastal Horizons will provide the grant-funded lock boxes to BCHS.</td>
</tr>
<tr>
<td>□ New partner  □ Established partner</td>
</tr>
</tbody>
</table>

| **Expected outcomes:** The use of personal medication lock boxes will protect children or other at-risk individuals from accessing controlled substances, which will reduce the rate of accidental overdoses from these medications. |
| **Anticipated barriers:** Any potential barriers? □ Y  □ N |
| If yes, explain how intervention will be adapted: Education is also required with this intervention. In addition to distributing the lock boxes, staff must provide instructions on safe medication storage, such as storing the boxes high and disposing of unused medications. |
| **List anticipated project staff:** CC4C program staff |
| **Does project staff need additional training?** □ Y  □ N |
| If yes, list training plan: |

| **Quantify what you will do:** Through the grant funded by Coastal Horizons, BCHS has been provided medication lock boxes that the CC4C staff will distribute to the families of high-risk children in the program. The boxes will be distributed in the BCHS clinics and during home visits conducted through the CC4C program. The project staff will also provide instructions on how to use the lock boxes and further education about safe medication storage. |

| **List how agency will monitor intervention activities and feedback from participants/stakeholders:** Coastal Horizons will work together with BCHS to ensure that the CC4C program is supplied with medication lock boxes and will assist in identifying families who may benefit from having one in their home. Coastal Horizons will also ensure that the project staff is informed about safe medication storage and how to properly use the lock boxes. |

| **Evaluation:** Are you using an existing evaluation? □ Y  □ N |
| are therefore at risk of accidental overdose. CC4C staff will provide their families with lock boxes and education about the importance of safe medication storage. | If no, please provide plan for evaluating intervention: BCHS and Coastal Horizons will monitor the number of medication lock boxes distributed, basic information about the family receiving the box to identify any health disparities, and whether the boxes were distributed in the clinic or through home visits to help maximize efficiency. BCHS will ask for feedback from families who have received lock boxes to determine their benefit to community members and if further instructions or education should be provided when they are distributed. |
Community Health Action Plan 2016

Designed to address Community Health Assessment priorities (Form updated Jan. 2016)

Three priorities identified during the 2015 CHA process are required to be addressed. Each priority should have a separate “Community Health Action Plan”. Action plans are due by the first Monday in September following the March submission of the CHA, per consolidated agreement.

County: Brunswick

Period Covered: 2016-2019

Partnership/Health Steering Committee, if applicable: Brunswick County

Community Health Priority identified in the most recent CHA: Chronic Disease

Local Community Objective: By June 2019, Brunswick County will reduce the percentage of adults with diabetes to 10% from the current baseline of 11.4%. By June 2019, Brunswick County will reduce the percentage of adults who are obese to 27% from the current baseline of 29%.

(check one): ___ New ___ X ___ Ongoing (addressed in previous Action Plan)

Baseline Data: (State measure/numerical value. Include date and source of current information): In 2014, diabetes was the 6th leading cause of death in Brunswick County, accounting for 3.3% of all deaths (NC SCHS). Between 2009 and 2013, the age-adjusted diabetes death rate was 15.7, which is below the state-wide rate of 21.7 (NC SCHS Statistics and Reports). In the 2015 CHA Community Health Opinion Survey, when asked, “What health screenings or education/ information services are needed in your community?” 55% responded with “Cholesterol/Blood Pressure/Diabetes.” The percentage of adults who are obese in Brunswick County (29%) is consistent with the statewide range of 21%-40%. This finding is also consistent with low levels of leisure time physical activity (20.5%) in Brunswick County. Since 2004 when it was 22.7%, Brunswick County’s obesity rate has been steadily rising (Brunswick County 2015 Community Health Assessment).

For continuing objective provide the updated information: (State measure/numerical value. Include date and source of current information): The diabetes death rate has declined from 21.9 between 2004-2008 to 15.7 between 2009-2013 (NC SCHS Statistics and Reports).

Healthy NC 2020 Objective that most closely aligns with focus area chosen below:

- Decrease the percentage of adults with diabetes from 9.6% in 2009 to 8.6%.
- Increase the percentage of adults who consume five or more servings of fruits and vegetables per day from 20.6% in 2009 to 29.3%.

Population(s)

I. Describe the local population at risk for health problems related to this local community objective: (Examples of factors placing populations at risk for disparities include race, ethnicity, gender, age, income, insurance status, and geographical location.) Individuals who are diagnosed with diabetes in North Carolina are more likely to be overweight or obese and are more likely to have two or more chronic diseases (NC SCHS Behavioral Risk Factor Surveillance System, 2014). Minority and low-income individuals are at an increased risk of being overweight or obese (NC SCHS BRFSS, 2010).

II. Describe the target population specific to this action plan:

A. Total number of persons in the target population specific to this action plan: Of Brunswick County’s 118,836 projected residents in 2014 (US Census), 11.4% or approximately 13,500 have diabetes. The weight-related interventions included in this plan are primarily preventative measures targeting low-income populations. According the US Census in 2015, 16.1% of Brunswick County residents live in poverty, which...
nears 20,000 residents. The total number of residents with diabetes and low-income residents at risk of obesity equals a target population of approximately 33,500.

B. Total number of persons in the target population to be reached by this action plan: We estimate 1,000 Brunswick County residents to be impacted by this action plan.

C. Calculate the impact of this action plan:

(Total # in B divided by total # in A) X 100% = 3% of the target population reached by the action plan.)

**Healthy North Carolina 2020 Focus Area Addressed:** Each of the two CHA priorities selected for submission must have a corresponding Healthy NC 2020 focus area that aligns with your local community objectives.

- Check below the applicable Healthy NC 2020 focus area(s) for this action plan.

For more detailed information and explanation of each focus area, please visit the following websites:
- [http://publichealth.nc.gov/hnc2020/foesummary.htm](http://publichealth.nc.gov/hnc2020/foesummary.htm)

- Tobacco Use
- Physical Activity & Nutrition
- Injury
- Sexually Transmitted Diseases/Unintended Pregnancy
- Maternal & Infant Health
- Substance Abuse
- Mental Health
- Infectious Disease/Foodborne Illness
- Oral Health
- Social Determinants of Health
- Environmental Health
- Chronic Disease
- Cross-cutting
### Evidence Based Strategy/Intervention (EBS) Table:

**Evidence Based Strategies Used with Like Population(s)**

<table>
<thead>
<tr>
<th>Name of Intervention</th>
<th>Strategy/Intervention Goal(s)</th>
<th>Implementation Venue(s)</th>
<th>Resources Utilized/Needed for Implementation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Diabetes Smart Program</strong>&lt;br&gt;<a href="http://www.ncimapp.org/tool/#detail/0667e9b0-0bed-e311-8258-782bcb63d3c5">http://www.ncimapp.org/tool/#detail/0667e9b0-0bed-e311-8258-782bcb63d3c5</a></td>
<td><strong>S.M.A.R.T Goals:</strong>&lt;br&gt;S: Diabetes Smart is a ten-hour self-management program, divided into three sessions, hosted at Brunswick County Health Services for individuals diagnosed with diabetes or pre-diabetes.&lt;br&gt;M: BCHS will have 100 new participants enroll in the Diabetes Smart program.&lt;br&gt;A: BCHS staff is strengthening their relationships with the major health systems in the county and building partnerships new healthcare providers to increase the number of referrals to the program.&lt;br&gt;R: 11.4% of adults in Brunswick County have been diagnosed with diabetes, compared to the statewide percentage of 9.6%.&lt;br&gt;T: 100 new participants will enroll in the program between September 2016 and June 2019.</td>
<td><strong>Target Population(s):</strong>&lt;br&gt;Brunswick County residents with diabetes&lt;br&gt;Venue: Brunswick County Health Services</td>
<td><strong>Resources Needed:</strong>&lt;br&gt;<strong>Personnel—staff or contract?</strong> Registered nurses (RNs), dieters (RDs), and certified diabetes educators (CDEs)&lt;br&gt;<strong>Training?</strong> Nursing/nutrition/pharmacy license or Master’s degree in health education; 15 CCUs/year to teach in Diabetes Smart&lt;br&gt;Contracts with other agencies or facilities? Local healthcare facilities; Novant Health Brunswick Medical Center&lt;br&gt;<strong>Permit or license fees?</strong> Annual state fee to maintain certification&lt;br&gt;Participant supplies for intervention activities?&lt;br&gt;<strong>Educational and health promotional materials provided by the state or purchased through BCHS</strong>&lt;br&gt;Durable supplies (tables, chairs, stanchions, etc.)&lt;br&gt;<strong>Overhead projector</strong>&lt;br&gt;<strong>Food/Beverage costs?</strong> Healthy snacks and lunch with a carbohydrate-counting menu are provided</td>
</tr>
<tr>
<td><strong>Faithful Families, Expanded Food Nutrition Educator Program, SNAP-Ed (Supplemental Nutrition Assistance Program-Education)</strong>&lt;br&gt;<a href="https://brunswick.ces.ncsu.edu/">https://brunswick.ces.ncsu.edu/</a></td>
<td><strong>S.M.A.R.T Goals:</strong> In collaboration with Cooperative Extension, Brunswick County will establish these community-based programs throughout the region to promote resourceful healthy eating and nutrition. These programs will teach participants preventative measures to reduce their risk of obesity, diabetes, and other related chronic diseases.</td>
<td><strong>Target Population(s):</strong>&lt;br&gt;Churches, K-12 students, families, and seniors; limited resource audiences; citizens who are eligible to receive SNAP benefits; schools and senior centers with at least 50% of</td>
<td><strong>Resources Needed:</strong>&lt;br&gt;<strong>Personnel—staff or contract?</strong> Cooperative Extension staff and Brunswick County Health Services staff&lt;br&gt;<strong>Training?</strong> Program-dependent curriculum training (Faithful Families, EFNEP, or SNAP-Ed)&lt;br&gt;<strong>Food/Beverage costs?</strong> Dependent upon class size, location, class, etc.&lt;br&gt;<strong>Equipment?</strong> Kitchen/cooking equipment and educational materials</td>
</tr>
<tr>
<td>churches, schools, senior centers, and other community groups; collaborations with Cooperative Extension staff and Brunswick County Health Services educators allow for a wider range of education.</td>
<td>their population eligible to receive SNAP benefits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Venue: Jessie Mae Monroe Elementary School; Supply Elementary School; Shoreline Baptist Church; Cedar Grove and Piney Grove communities; Brunswick Senior Resources Inc. (BSRI)</td>
<td>Partnering agencies: Brunswick County Cooperative Extension, Brunswick Senior Resources Incorporated, Brunswick County Schools, NC Cooperative Extension Services, NCSU, and NC A&amp;T</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Name of Intervention: Remarkable You  [https://www.novanthealth.org/home/about-us/remarkable-you.aspx](https://www.novanthealth.org/home/about-us/remarkable-you.aspx) | S.M.A.R.T Goals: Early detection of pre-diabetes and diabetes will increase in Brunswick County, allowing residents to adopt healthy lifestyle changes to reduce their risk of developing diabetes, if pre-diabetic, or complications from the condition. Remarkable You staff will consult with each patient one-on-one to make a plan of action for their health after the screening takes place. | Target Population(s): Brunswick County residents who have limited resources and limited access to medical care |
| Community Strengths/Assets: Large county with a high percentage of pre-diabetic and diabetic community members. Opportunities for partnerships with other local non-profit and healthcare entities. | Venue: Community sites and events, such as health fairs, church gatherings, and grocery stores | Resources Needed: |
| | | Personnel—staff or contract? Novant Health staff and volunteers; interpreters depending on population |
| | | Training? Appropriate training in the health field |
| | | Participant supplies for intervention activities? Educational handouts |
| | | Durable supplies (tables, chairs, stanchions, etc.) Tables, chairs, and screens for each station |
| | | Equipment? Hemoglobin A1C machines, scales, stadiometers, stethoscopes, blood pressure cuffs, gauze, band aids, pipettes, needles, sharps containers, and HIPPA-compliant containers for patient information |
### Interventions Specifically Addressing Chosen Health Priority

<table>
<thead>
<tr>
<th>INTERVENTIONS: SETTING, &amp; TIMEFRAME</th>
<th>LEVEL OF INTERVENTION CHANGE</th>
<th>COMMUNITY PARTNERS’ Roles and Responsibilities</th>
<th>PLAN HOW YOU WILL EVALUATE EFFECTIVENESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intervention: Diabetes Smart</td>
<td>□ Individual/Interpersonal Behavior</td>
<td>Lead Agency: Brunswick County Health Services</td>
<td></td>
</tr>
<tr>
<td>□ New  □ Ongoing  □ Completed</td>
<td>□ Organizational/Policy</td>
<td>Role: Brunswick County Health Services staff, including a Certified Diabetes Educator (CDE) and Registered Dietician (RD), will host each session and teach the lessons according to ADA standards.</td>
<td></td>
</tr>
<tr>
<td>Setting: Brunswick County Health Services</td>
<td>□ Environmental Change</td>
<td>□ New partner  □ Established partner</td>
<td></td>
</tr>
<tr>
<td>Target population: Individuals who are pre-diabetic or have diabetes</td>
<td>Target population representative: American Diabetes Association</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Start Date – End Date (mm/year): 09/2007-Ongoing</td>
<td>Role: The ADA will represent individuals diagnosed with diabetes by ensuring that BCHS is adhering to ADA standards and guidelines throughout the program.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Targets health disparities: □ Y □ N</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Most insurance policies, including Medicare and Medicaid, will cover the cost of this program, allowing individuals who may not be able to afford formal diabetes education to have hands-on experience in diabetes self-management.</td>
<td>□ New partner  □ Established partner</td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ New partner  □ Established partner</td>
<td>Partners: Brunswick County Cooperative Extension</td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ New partner  □ Established partner</td>
<td>Role: Cooperative Extension staff will lead a cooking class for</td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ New partner  □ Established partner</td>
<td>Expected outcomes: The Brunswick County diabetes death rate will decrease as more individuals who have been diagnosed with diabetes learn how to manage their care. The diabetes prevalence rate will also decrease as individuals who are pre-diabetic learn to how to reduce their risk of developing diabetes through physical activity, nutrition, and healthy lifestyle changes.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ New partner  □ Established partner</td>
<td>Anticipated barriers: Any potential barriers? □ Y □ N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ New partner  □ Established partner</td>
<td>If yes, explain how intervention will be adapted: BCHS has seen a decrease in diabetes referrals. The program staff members are targeting new healthcare providers and strengthening their partnerships with hospitals and agencies, such as Coastal Horizons, to increase referrals and participants in the program.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ New partner  □ Established partner</td>
<td>List anticipated project staff: BCHS staff: Diana Jones, CDE, and Patricia Ellis, RD</td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ New partner  □ Established partner</td>
<td>Does project staff need additional training? □ Y □ N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ New partner  □ Established partner</td>
<td>If yes, list training plan: 15 CCUs to teach in Diabetes Smart</td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ New partner  □ Established partner</td>
<td>Quantify what you will do: BCHS will facilitate 3 sessions in the program. The first session is a one-hour individual assessment; the second is a six-hour educational group session with light exercise and a healthy lunch included; and the third is a three-hour follow-up session which includes a cooking class at</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Participants enrolled in the program during the third session.
- [ ] New partner
- [x] Established partner

**Partners:** Local healthcare providers

**Role:** Healthcare providers will refer patients to the Diabetes Smart program at BCHS.

- [ ] New partner
- [x] Established partner

**Include how you’re marketing the intervention:** BCHS will market the Diabetes Smart program through flyers and posters in healthcare facilities to reach patients; emails, phone calls, faxes, and personal visits to reach healthcare providers; and health fairs to reach the community.

---

**Intervention:** Brunswick County Health Fair and Water Fun Run event, including free health screenings

- [x] New
- [ ] Ongoing
- [ ] Completed

**Setting:** Brunswick County Health and Human Services

**Target population:** All Brunswick

**Lead Agency:** Brunswick County Health Services

**Role:** BCHS will organize and provide free health screenings and services to the public, such as blood pressure and glucose checks.

- [x] New partner
- [ ] Established partner

**Expected outcomes:** The annual health fair will reduce the rate of chronic disease by providing free health screenings, resources, and information about maintaining a healthy lifestyle. It will also increase community awareness of health services provided throughout Brunswick County.

**Anticipated barriers:** Any potential barriers? [ ] Y [x] N

If yes, explain how intervention will be adapted:

**List anticipated project staff:** Brunswick County Health Services; Brunswick County Sheriff’s Office; local EMS and fire departments; community health

---

**Cooperative Extension.**

**List how agency will monitor intervention activities and feedback from participants/stakeholders:** All patient information is recorded in a web-based program called Chronicle. BCHS also utilizes CureMD for billing and auditing. Participants are asked to complete an evaluation at the end of the second session.

**Evaluation:**

Are you using an existing evaluation? [x] Y [ ] N

If no, please provide plan for evaluating intervention:
County residents

Start Date – End Date (mm/year): 06/2016-Ongoing annually

Targets health disparities: ☒Y ☐N

Health information and screenings are provided to the community at no cost to increase awareness and resource availability for those with limited ability to afford or access healthcare.

<table>
<thead>
<tr>
<th>Role: BCHS will advocate for the health of Brunswick County residents. They will encourage their patients and community members to receive screenings and seek resources to achieve and maintain personal health and wellness.</th>
</tr>
</thead>
<tbody>
<tr>
<td>New partner</td>
</tr>
<tr>
<td>Established partner</td>
</tr>
<tr>
<td>Partners: ECU Dental School</td>
</tr>
<tr>
<td>Role: The ECU Dental School will provide free dental screenings to the public.</td>
</tr>
<tr>
<td>New partner</td>
</tr>
<tr>
<td>Established partner</td>
</tr>
<tr>
<td>Partners: Bolivia, Shallotte, and Southport Lions Club</td>
</tr>
<tr>
<td>Role: The Lions Club will provide free vision screenings to the public.</td>
</tr>
<tr>
<td>New partner</td>
</tr>
<tr>
<td>Established partner</td>
</tr>
<tr>
<td>Partners: Local health and wellness vendors</td>
</tr>
<tr>
<td>Role: These partners will provide resources and information about the services offered through their company or agency.</td>
</tr>
</tbody>
</table>

Does project staff need additional training? ☒Y ☐N

If yes, list training plan: Individuals and organizations conducting the screenings will require training specific to the services they provide.

Quantify what you will do: Brunswick County Health Services will continue to be the lead agency in hosting this annual event. BCHS will coordinate with health and wellness organizations/vendors to provide free screenings, resources, and information to community members on how to reduce their risk of chronic disease. Law enforcement, EMS, and fire departments will conduct safety demonstrations. BCHS will arrange activities for children and families to ensure that the health fair is a fun and educational event for the entire county.

List how agency will monitor intervention activities and feedback from participants/stakeholders:

Brunswick County Health Services will record the number of participants that take part in the free health screenings and refer individuals to appropriate services as needed. Continued collaboration and feedback will be requested from health and wellness vendors, agency partners, and staff in ensuring the effectiveness of this annual event.

Evaluation:

Are you using an existing evaluation? ☒Y ☐N

If no, please provide plan for evaluating intervention:
<table>
<thead>
<tr>
<th>New partner</th>
<th>Established partner</th>
</tr>
</thead>
</table>

**Include how you’re marketing the intervention:** BCHS will market the health fair through flyers distributed to schools, childcare facilities, and other community sites throughout the county; radio, social media, and news advertisements; and collaboration among community partners to share information about this annual event.
Community Health Action Plan 2016

Designed to address Community Health Assessment priorities (Form updated Jan. 2016)
Three priorities identified during the 2015 CHA process are required to be addressed. Each priority should have a separate “Community Health Action Plan”. Action plans are due by the first Monday in September following the March submission of the CHA, per consolidated agreement.

County: Brunswick
Period Covered: 2016-2019

Partnership/Health Steering Committee, if applicable: Brunswick County

Community Health Priority identified in the most recent CHA: Mental Health

Local Community Objective: By June 2019, Brunswick County will reduce the suicide rate to 12.0 from the current rate of 14.7 (age-adjusted per 100,000 residents).
(check one): __ X New _____ Ongoing (addressed in previous Action Plan)

- Baseline Data: (State measure/numerical value. Include date and source of current information): Suicide was the 10th leading cause of death in Brunswick County in 2014, accounting for 1.6% of all Brunswick County deaths (NC SCHS). From 2010-2014, there were 92 suicide deaths in Brunswick County. The age-adjusted suicide rate of 14.7 is nearly double the Healthy NC 2020 goal of 8.32 (NC SCHS Statistics and Reports).
- For continuing objective provide the updated information: (State measure/numerical value. Include date and source of current information):
- Healthy NC 2020 Objective that most closely aligns with focus area chosen below: Reduce the suicide rate from 12.4 in 2008 to 8.3.

Population(s)

I. Describe the local population at risk for health problems related to this local community objective: (Examples of factors placing populations at risk for disparities include race, ethnicity, gender, age, income, insurance status, and geographical location.) With an average rate of 13.1-17.3 from 2009-2013, the adjoining coastal counties of Brunswick, New Hanover, Pender, and Onslow have a higher suicide rate than the adjoining inland counties with an average rate of 3.0 to 13.0 (NC SCHS Vital Statistics). In 2014, 14 of 20 suicides were committed by white males. Over half of the 20 suicides were committed by individuals in the 25-34 or 55-64 age group (NC SCHS Vital Statistics).

II. Describe the target population specific to this action plan:

A. Total number of persons in the target population specific to this action plan: There are approximately 100 staff members in Brunswick County Health and Human Services who have direct community contact and may benefit from Mental Health First Aid training. According to the Substance Abuse and Mental Health Services Administration (SAMHSA), 1 in 5 Americans struggle with their mental health, which would equal approximately 24,000 individuals in Brunswick County who may benefit from the other community-based interventions. Totaling the number of residents who may struggle with mental health and DHHS staff to be trained in Mental Health First Aid, the target population equals approximately 24,100.
A. **Total number of persons in the target population to be reached by this action plan:** We estimate 50 Brunswick County Health and Human Services staff members and 500 residents to be impacted by this action plan.

B. **Calculate the impact of this action plan:**

\[(\text{Total # in B divided by total # in A}) \times 100\% = 2.3\% \text{ of the target population reached by the action plan.}\]

**Healthy North Carolina 2020 Focus Area Addressed:** Each of the two CHA priorities selected for submission must have a corresponding Healthy NC 2020 focus area that aligns with your local community objectives.

- Check below the applicable Healthy NC 2020 focus area(s) for this action plan.

  For more detailed information and explanation of each focus area, please visit the following websites:

  - [http://publichealth.nc.gov/hnc2020/foesummary.htm](http://publichealth.nc.gov/hnc2020/foesummary.htm)

  - [Tobacco Use](#)
  - [Physical Activity & Nutrition](#)
  - [Injury](#)
  - [Sexually Transmitted Diseases/Unintended Pregnancy](#)
  - [Maternal & Infant Health](#)
  - [Substance Abuse](#)
  - [Mental Health](#)
  - [Infectious Disease/Foodborne Illness](#)
  - [Oral Health](#)
  - [Social Determinants of Health](#)
  - [Environmental Health](#)
  - [Chronic Disease](#)
  - [Cross-cutting](#)
Evidence Based Strategy/Intervention (EBS) Table: Researching effective strategies/interventions

List 3-5 evidence-based interventions (proven to effectively address this priority issue) that seem the most suitable for your community and/or target group. (Insert rows as needed)

<table>
<thead>
<tr>
<th>Evidence Based Strategies Used with Like Population(s)</th>
<th>Strategy/Intervention Goal(s)</th>
<th>Implementation Venue(s)</th>
<th>Resources Utilized/Needed for Implementation</th>
</tr>
</thead>
</table>
S: Mental Health First Aid training is provided through Trillium Health Resources to educate adults about mental health and how to assist an individual experiencing a crisis or the onset of a chronic condition.  
M: 50 employees in the Brunswick County Department of Health and Human Services who have direct patient or community contact will be trained in Mental Health First Aid.  
A: Trillium Health Resources staff will provide this training to BC DHHS staff.  
R: According to data from SAMHSA, 1 in 5 Americans struggle with their mental health. The age-adjusted suicide rate in Brunswick County is 14.7 compared to the statewide rate of 12.4.  
T: 50 employees will be trained in Mental Health First Aid by January 2017. | Target Population(s): Brunswick County Health and Human Services staff and Brunswick County residents who are at risk of experiencing a mental health crisis  
Venue: Brunswick County Department of Health and Human Services | Resources Needed:  
Personnel—staff or contract? Trillium Health Resources and Brunswick County DHHS staff  
Training? 8-hour training course facilitated by Trillium and hosted by BCHS  
Participant supplies for intervention activities? Mental Health First Aid USA Participant manuals (one per participant/approx. $20 each); course handouts and exercises; evaluations; local resources guide; markers/crayons and pens/paper for participants; name badges; Mental Health First Aid PowerPoint presentation; Mental Health First Aid Course Films DVD  
Durable supplies (tables, chairs, stanchions, etc.) Table for projector; extra tables for handouts; flipchart with stand or whiteboard  
Food/Beverage costs? As needed  
Equipment? Laptop with DVD player and Microsoft PowerPoint software; projector and screen; external speakers; wireless PowerPoint remote “clicker” (if possible)  
Partnering agencies: Trillium Health Resources and Brunswick County Social Services (training involves staff from both BCHS and BCSS under the merged Department of Health and Human Services) |
| Name of Intervention: **Trillium Access Point**  
http://trilliumncaccesspoint.org/ | **S.M.A.R.T Goals:**  
S: Access Point is a service provided through Trillium Health Resources, in which individuals can take a confidential screening, receive recommendations and resources for treatment, and learn more about mental health. There is currently an Access Point kiosk located in Brunswick County Social Services.  
M: The number of individuals who utilize the Access Point website and kiosk will increase by 10%.  
A: Trillium Health Resources will collaborate with the Brunswick County Department of Health and Human Services to ensure that BCSS is provided with the resources needed to maintain the Access Point kiosk. These organizations will educate their clients about the Access Point website to increase public awareness of this resource.  
R: Unresolved mental health issues may lead to suicide, which was the 10th leading cause of death in Brunswick County in 2014. The adjoining coastal counties of Brunswick, New Hanover, Pender, and Onslow have a higher suicide rate (13.1-17.3) than the adjoining inland counties (3.0 to 13.0).  
T: Utilization of Access Point will increase by 10% by June 2019. | **Target Population(s):** All Brunswick County residents who are at risk of experiencing a mental health crisis or the onset of a chronic mental illness  
Venue: Brunswick County Social Services | **Resources Needed:**  
Personnel—staff or contract? Trillium Health Resources and Brunswick County DHHS staff  
Participant supplies for intervention activities? Brochures and other information about mental health resources to be available at the kiosk  
Durable supplies (tables, chairs, stanchions, etc.) Desk and chair at kiosk  
Equipment? Computer and telephone at kiosk  
Partnering agencies: Trillium Health Resources |
| Name of Intervention: **Rachel’s Challenge**  
http://rachelschallenge.org/about-us | **S.M.A.R.T Goals:** Brunswick County Schools will collaborate with Rachel’s Challenge staff to establish and maintain the program in schools throughout the community. This program will address social issues common among students, such as bullying, violence, harassment, and suicide. | **Target Population(s):** Teenage students in Brunswick County  
Venue: Brunswick County Schools | **Resources Needed:**  
Personnel—staff or contract? Staff liaison with Brunswick County Schools, as well as staff from Brunswick County Schools and Rachel’s Challenge  
Permit or license fees? $4,000-6,000 contract |
### Interventions Specifically Addressing Chosen Health Priority

<table>
<thead>
<tr>
<th>Intervention: Mental Health First Aid</th>
<th>Setting &amp; Timeframe</th>
<th>Level of Intervention Change</th>
<th>Community Partners’ Roles and Responsibilities</th>
<th>Plan How You Will Evaluate Effectiveness</th>
</tr>
</thead>
<tbody>
<tr>
<td>✗ New  □ Ongoing  □ Completed</td>
<td><strong>Brunswick County Department of Health and Human Services</strong></td>
<td>✗ Individual/Interpersonal Behavior</td>
<td><strong>Lead Agency:</strong> Trillium Health Resources</td>
<td><strong>Expected outcomes:</strong> Mental Health First Aid training will provide a much-needed resource for individuals who are at risk of experiencing a mental health crisis. It will provide Brunswick County DHHS staff with the tools needed to assist community members who may be struggling with their mental health, aiming to decrease the occurrence of mental health crises and suicide.</td>
</tr>
<tr>
<td><strong>Setting:</strong> Brunswick County DHHS staff and Brunswick County residents who are at risk of experiencing a mental health crisis</td>
<td></td>
<td>□ Organizational/Policy</td>
<td><strong>Role:</strong> Trillium staff will facilitate and administer the training to Brunswick County DHHS staff.</td>
<td></td>
</tr>
<tr>
<td><strong>Target population</strong></td>
<td></td>
<td>✗ Environmental Change</td>
<td><strong>New partner</strong></td>
<td><strong>Anticipated barriers:</strong> Any potential barriers? ✗ Y □ N If yes, explain how intervention will be adapted: BCHS will need to collaborate with Trillium to find an instructor, gather the required materials, organize the event, and cover the final cost. Human resources staff will be responsible for recording who has completed the training.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Established partner</strong></td>
<td><strong>List anticipated project staff:</strong> Trillium Health Resources and Brunswick County DHHS staff</td>
</tr>
<tr>
<td><strong>Start Date – End Date (mm/yy):</strong></td>
<td></td>
<td></td>
<td><strong>Target population representative:</strong> Trillium Health Resources</td>
<td><strong>Does project staff need additional training?</strong> ✗ Y □ N If yes, list training plan: Trillium staff members who will facilitate</td>
</tr>
<tr>
<td>2016-Ongoing</td>
<td></td>
<td></td>
<td><strong>Role:</strong> Trillium will ensure that the Mental Health First Aid training meets the needs of the population they serve and that</td>
<td></td>
</tr>
</tbody>
</table>
coastal counties of Brunswick, New Hanover, Pender, and Onslow have a higher suicide rate than the adjoining inland counties with an average rate of 3.0 to 13.0. Mental Health First Aid training for DHHS staff serving Brunswick County will target this regional disparity.

<table>
<thead>
<tr>
<th>Individuals who struggle with mental health are aware that DHHS staff may be a resource for them.</th>
</tr>
</thead>
<tbody>
<tr>
<td>the training must participate in a 5-day certification course. Recertification is required every 3 years.</td>
</tr>
</tbody>
</table>

### Partners:
- Local medical and mental health providers

### Role:
- Local providers will collaborate with Brunswick County DHHS to ensure that their patients are aware of the resources and services available to meet their mental health needs.

### Quantify what you will do:
Trillium Health Resources will facilitate Mental Health First Aid training at Brunswick County DHHS to employees who may have direct patient or community contact. This training will provide employees with the tools needed to assist patients and community members with mental health needs and create another resource in DHHS staff for those struggling with their mental health.

### List how agency will monitor intervention activities and feedback from participants/stakeholders:
Trillium and Brunswick County DHHS will monitor the Mental Health First Aid training to ensure that content is appropriate and delivered effectively and that staff members are adequately trained. Brunswick County DHHS will gather feedback from the employees who participated to assess the benefits of the training as well as opportunities for improvement.

### Evaluation:
- Are you using an existing evaluation? 
  - N
- If no, please provide plan for evaluating intervention:
**Intervention:** Trillium Access Point

- New
- Ongoing
- Completed

**Setting:** Brunswick County Social Services

**Target population:** Brunswick County residents who are at risk of experiencing a mental health crisis or the onset of a chronic mental illness

**Start Date – End Date (mm/yy):** 06/16-Ongoing

**Targets health disparities:** Y N

In the 2015 Community Health Assessment, Brunswick County residents were asked about which screenings or educational information services were needed in the community. 44% responded with “mental health.” In 2014, there were approximately 1,267 residents for each mental health provider in Brunswick County. This ratio is much lower than the ratios for peer counties (275:1-835:1) and statewide (472:1). The addition of another mental health resource in Access Point will target this regional disparity in Brunswick County.

**Lead Agency:** Trillium Health Resources

**Role:** Trillium will maintain and monitor the Access Point kiosk at Brunswick County Social Services. Staff will also market the Access Point website in the community to ensure that Brunswick County residents are aware that they may utilize this resource with a computer and Internet access.

**Expected outcomes:** The availability of the Trillium Access Point kiosk and website will increase public awareness of the importance of mental health. It will also provide an avenue for those who may be struggling with their mental health to access appropriate resources. This intervention aims to decrease the occurrence of mental health crises and suicide, as well as provide a resource for those who may not have access to formal mental health services.

**Anticipated barriers:** Any potential barriers? Y N

If yes, explain how intervention will be adapted: Residents who do not visit Brunswick County Social Services may not be aware of the Access Point kiosk. Trillium and Brunswick County DHHS should work together to market the website in the community, informing residents that anyone with access to a computer and the Internet may use Access Point.

**List anticipated project staff:** Trillium Health Resources and Brunswick County Department of Health and Human Services

**Does project staff need additional training?** Y N

If yes, list training plan:

**Quantify what you will do:** Trillium Health Resources will collaborate with the Brunswick County Department of Health and Human Services to maintain the Access Point kiosk in the Social Services building. Trillium will supply Brunswick County Health Services with materials and resources for this location, and BCHS staff will resupply the kiosk as needed. These organizations will collaborate to educate their clients and the community about the availability of the Access Point website.

**List how agency will monitor intervention activities and feedback from participants/stakeholders:** Trillium is able to run reports for each county to view the number of people who utilized the Access Point kiosk and website.
<table>
<thead>
<tr>
<th>Intervention: Increasing availability and access to Mental Health providers</th>
<th>Individual/Interpersonal Behavior</th>
<th>Lead Agency: Brunswick County Department of Health and Human Services</th>
<th>Expected outcomes: Increased mental health provider access will decrease the ratio of residents to providers, creating a new resource for individuals in Brunswick County who are in need of mental health care. This additional resource will expand the range of services offered by BCHS, contributing to a holistic approach to improve the quality of life for Brunswick County residents.</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ New □ Ongoing □ Completed</td>
<td>□ New partner □ Established partner</td>
<td>□ New partner □ Established partner</td>
<td>□ New partner □ Established partner</td>
</tr>
<tr>
<td>Setting: Brunswick County Health Services</td>
<td>Organizational/Policy</td>
<td>Environmental Change</td>
<td>□ New partner □ Established partner</td>
</tr>
<tr>
<td>Target population: Brunswick County residents in need of mental health services</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Start Date – End Date (mm/yy): 2017-Ongoing

Targets health disparities: [Y] [N]

In 2014, the ratio of residents to mental health providers in Brunswick County was 1267:1, which was well above the ratios for peer counties (275:1-835:1) and statewide (472:1). As Brunswick County Health Services serves rural and low-income residents, increased provider access will reach individuals who may be affected by this regional and economic disparity.

<table>
<thead>
<tr>
<th>Target population representative: Brunswick County DHHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Role: Brunswick County DHS will represent and advocate for the mental health needs of Brunswick County residents.</td>
</tr>
<tr>
<td>[X] New partner</td>
</tr>
<tr>
<td>[ ] Established partner</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Partners: Local medical and mental health providers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Role: Local medical and mental health providers will collaborate with Brunswick County DHS to refer and provide patients with the appropriate services.</td>
</tr>
<tr>
<td>[X] New partner</td>
</tr>
<tr>
<td>[ ] Established partner</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>List anticipated project staff: Mental health providers</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Does project staff need additional training? [Y] [N]</th>
</tr>
</thead>
<tbody>
<tr>
<td>If yes, list training plan: Training in their field and continuing education</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quantify what you will do: Brunswick County DHS will represent and advocate for increasing the availability and access of Mental Health providers for Brunswick County residents.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>List how agency will monitor intervention activities and feedback from participants/stakeholders: Brunswick County DHS will ensure that the new providers are working within their scope of practice and are equipped with the resources they need to provide the highest standard of care to their patients.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Evaluation:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are you using an existing evaluation? [Y] [N]</td>
</tr>
<tr>
<td>If no, please provide plan for evaluating intervention:</td>
</tr>
</tbody>
</table>
Community Health Action Plan 2016

Designed to address Community Health Assessment priorities (Form updated Jan. 2016)

Three priorities identified during the 2015 CHA process are required to be addressed. Each priority should have a separate “Community Health Action Plan”. Action plans are due by the first Monday in September following the March submission of the CHA, per consolidated agreement.

<table>
<thead>
<tr>
<th>County: Brunswick</th>
<th>Period Covered: 2016-2019</th>
</tr>
</thead>
</table>

**Partnership/Health Steering Committee, if applicable:** Brunswick County

**Community Health Priority identified in the most recent CHA:** Substance Abuse

**Local Community Objective:** By June 2019, Brunswick County will reduce the percentage of alcohol-related traffic crashes to 4.8% from the current baseline of 5.8%.

(check one): ___ X__ New _____ Ongoing (addressed in previous Action Plan)

- **Baseline Data:** *(State measure/numerical value. Include date and source of current information):* From 2010-2014, 600 traffic crashes occurred in Brunswick County involving alcohol, accounting for 5.8% of all traffic crashes during this time period (NC SCHS Statistics and Reports). Traffic crashes involving alcohol have decreased from 6.8% in 2010 to 5.5% in 2014, which is comparable to the statewide average rate of 5% from 2010-2014. However, the percentage of alcohol-related driving deaths in Brunswick County was 38% from 2009-2013, which is much higher than in peer counties (ranging from 29% to 35%) and statewide (33%). These statistics indicate that although the number of crashes are decreasing, the number of deaths are increasing (Brunswick County 2015 Community Health Assessment).

- **For continuing objective provide the updated information:** *(State measure/numerical value. Include date and source of current information):*

- **Healthy NC 2020 Objective** that most closely aligns with focus area chosen below: Reduce the percentage of traffic crashes that are alcohol-related from 5.7% in 2008 to 4.7%.

**Population(s)**

I. **Describe the local population at risk for health problems related to this local community objective:** *(Examples of factors placing populations at risk for disparities include race, ethnicity, gender, age, income, insurance status, and geographical location.)* Males are more likely to be arrested for drunk driving than females (401,904 compared to 130,480 in 2014). The rate of drunk driving is highest among 21 to 44 year-olds. Car crashes are the leading cause of death among teens, and approximately 25% of these crashes involve alcohol (MADD Statistics).

II. **Describe the target population specific to this action plan:**

   A. **Total number of persons in the target population specific to this action plan:** Brunswick County’s seat belt usage rate in 2015 was 84.8 percent for passengers (Brunswick County NC Public Information). Of Brunswick County’s 118,836 projected residents in 2014 (US Census), this leaves approximately 18,000 individuals who do not wear seat belts. According to the North Carolina Traffic Crash Facts, there were 122 crashes involving alcohol and 347 crashes with teen drivers in 2014 (NCDOT). Totaling the number of individuals who do not wear seat belts, crashes involving teen drivers, and crashes involving alcohol, the target population for these interventions equals approximately 18,500.

III. **Describe the target population specific to this action plan:**

   B. **Total number of persons in the target population specific to this action plan:** Brunswick County’s seat belt usage rate in 2015 was 84.8 percent for passengers (Brunswick County NC Public Information). Of Brunswick
County’s 118,836 projected residents in 2014 (US Census), this leaves approximately 18,000 individuals who do not wear seat belts. According to the North Carolina Traffic Crash Facts, there were 122 crashes involving alcohol and 347 crashes with teen drivers in 2014 (NCDOT). Totaling the number of individuals who do not wear seat belts, crashes involving teen drivers, and crashes involving alcohol, the target population for these interventions equals approximately 18,500.

C. **Total number of persons in the target population to be reached by this action plan:** We estimate 250 Brunswick County residents to be impacted by this action plan.

D. **Calculate the impact of this action plan:**

(Total # in B divided by total # in A) X 100% = 1.4% of the target population reached by the action plan.)

**Healthy North Carolina 2020 Focus Area Addressed:** Each of the two CHA priorities selected for submission must have a corresponding Healthy NC 2020 focus area that aligns with your local community objectives.

- Check below the applicable Healthy NC 2020 focus area(s) for this action plan.

For more detailed information and explanation of each focus area, please visit the following websites:

- [http://publichealth.nc.gov/hnc2020/foesummary.htm](http://publichealth.nc.gov/hnc2020/foesummary.htm)

- [Tobacco Use](#)
- [Physical Activity & Nutrition](#)
- [Injury](#)
- [Sexually Transmitted Diseases/Unintended Pregnancy](#)
- [Maternal & Infant Health](#)
- [Substance Abuse](#)
- [Mental Health](#)
- [Infectious Disease/Foodborne Illness](#)
- [Social Determinants of Health](#)
- [Environmental Health](#)
- [Chronic Disease](#)
- [Cross-cutting](#)
Evidence Based Strategy/Intervention (EBS) Table:  Researching effective strategies/interventions

List 3-5 evidence-based interventions (proven to effectively address this priority issue) that seem the most suitable for your community and/or target group.

<table>
<thead>
<tr>
<th>Evidence Based Strategies Used with Like Population(s) (Include source)</th>
<th>Strategy/Intervention Goal(s)</th>
<th>Implementation Venue(s)</th>
<th>Resources Utilized/Needed for Implementation</th>
</tr>
</thead>
</table>
**S**: Booze It and Lose It is a campaign sponsored by the North Carolina Governor’s Highway Safety Program to raise awareness of traffic safety and enforce drinking and driving laws through patrols and checkpoints operated by local law enforcement officials.  
**M**: Brunswick County will see an overall reduction of alcohol-related crashes by 1% from the current baseline of 5.8%.  
**A**: The NCGHSP through the NC Department of Transportation coordinates with the Brunswick County Sheriff’s Office and records data collected locally to maintain the campaign statewide.  
**R**: Although the percentage of alcohol-related crashes in Brunswick County (5.8%) is consistent with the statewide percentage (5.7%), the percentage of alcohol-related driving deaths in Brunswick County (38%) is well above the statewide percentage (33%).  
**T**: The percentage of alcohol-related crashes will decrease by 1% by June 2019. | Target Population(s): Brunswick County drivers  
Venue: Sobriety checkpoints located throughout Brunswick County | Resources Needed:  
Personnel—staff or contract? Brunswick County Sheriff’s Office ACE Team and local law enforcement officials  
Training? Radar and Intoximeter training  
Contracts with other agencies or facilities? Local law enforcement agencies  
Durable supplies (tables, chairs, stanchions, etc.) Supplies to operate checkpoints, such as safety vests and traffic cones  
Equipment? Appropriate police equipment, such as radios to communicate with other law enforcement officials and the Intoximeter device to measure blood alcohol level  
Partnering agencies: North Carolina Governor’s Highway Safety Program (NC Department of Transportation) |
**S**: Click It or Ticket is a campaign sponsored by the North Carolina Governor’s Highway Safety Program and National Highway Safety Administration to enforce seat belt/child passenger safety seat use through patrols and checkpoints operated by local law enforcement officials.  
**M**: Brunswick County will see an overall increase in seat belt use by 5% from the current baseline of 84.8%.  
**A**: The NCGHSP through the NCDOT (statewide) along with the NHTSA (nationally) coordinates with the | Target Population(s): Brunswick County drivers  
Venue: Seat belt and child passenger safety checkpoints located throughout Brunswick County | Resources Needed:  
Personnel—staff or contract? Brunswick County Sheriff’s Office ACE Team and local law enforcement officials  
Training? Radar training  
Contracts with other agencies or facilities? Local law enforcement agencies  
Durable supplies (tables, chairs, stanchions, etc.) Supplies to operate checkpoints, such as safety vests and traffic cones  
Equipment? Appropriate police equipment, such as radios to communicate with other law enforcement officials and the Intoximeter device to measure blood alcohol level  
Partnering agencies: North Carolina Governor’s Highway Safety Program (NC Department of Transportation) |
| Office and local law enforcement | Brunswick County Sheriff’s Office and records data collected locally to maintain the campaign. 
R: According to data from the NHTSA, over half of individuals ages 13-44 who died in car accidents in 2014 were unbelted. 
T: The percentage of individuals who wear seat belts will increase by 5% by June 2019. | such as radios to communicate with other law enforcement officials 
Partnering agencies: North Carolina Governor’s Highway Safety Program (NCDOT); National Highway Traffic Safety Administration |
|---|---|---|
| Name of Intervention: **Street Safe**  
http://streetsafeus.com/  
http://www.brunswickcc.edu/continuing-education/streetsafe/ | **S.M.A.R.T Goals:**  
**S:** Street Safe is an educational and interactive driving program for teens hosted at the government complex in Bolivia.  
**M:** Brunswick County will see an overall decrease in the percentage of traffic crashes involving teen drivers by 2% from the current baseline of 15.7%.  
**A:** Brunswick County Community College and the District Attorney’s Office coordinate the personnel and equipment needed to facilitate the program.  
**R:** Car crashes are the leading cause of death among teens, and approximately 25% of these crashes involve alcohol. In 2014, there were 347 crashes with teen drivers in Brunswick County.  
**T:** The percentage of traffic crashes involving teen drivers will decrease by 2% by June 2019. | **Target Population(s):** Young adult drivers ages 16-24  
**Venue:** Brunswick County government complex in Bolivia |
| **Community Strengths/Assets:** Brunswick County Community College; Brunswick County District Attorney’s Office; large campus and close proximity of agencies at the Brunswick County government complex | **Resources Needed:**  
**Personnel—staff or contract?** Law enforcement officers, fire personnel, local judges, and insurance executives to instruct each class  
**Contracts with other agencies or facilities?** Brunswick County Community College and Brunswick County District Attorney’s Office  
**Permit or license fees?** $120 registration fee per class  
**Participant supplies for intervention activities?** Participants must bring their citation, driver’s license or photo ID, and pen and paper to the class  
**Equipment?** Materials needed to conduct the 4.5-hour hands-on driving experience, i.e. cars, traffic cones, and educational tools  
**Partnering agencies:** State Farm Insurance; North Carolina Governor’s Highway Safety Program; independent North Carolina insurance agents; local district attorneys, law enforcement, and fire departments |
| Name of Intervention: **Buckle Up NC**  
http://www.buckleupnc.org/ | **S.M.A.R.T Goals:** Brunswick County will see an overall increase in seat belt and proper car seat use through the implementation of Buckle Up NC in Brunswick County. Local police and fire departments will conduct permanent car seat checking stations to ensure and promote child passenger safety. | **Target Population(s):** Drivers and occupants, specifically focusing on children |
| **Community Strengths/Assets:** Safe Kids NC | **Resources Needed:**  
**Personnel—staff or contract?** CPS technicians to operate checking stations and staff to conduct safety education classes  
**Training?** CPS certification |
<table>
<thead>
<tr>
<th>Name of Intervention: Be A Responsible Server (BARS) Training</th>
<th>S.M.A.R.T Goals: Brunswick County will implement the BARS training throughout Brunswick County in collaboration with Coastal Horizons and the NC ALE.</th>
<th>Target Population(s): Alcohol servers</th>
<th>Resources Needed:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Venue: Various fire and police department located throughout the county</td>
<td>Venue: Coastal Horizons Center</td>
<td>Personnel—staff or contract? Coastal Horizons and ALE staff</td>
</tr>
<tr>
<td>Community Strengths/Assets: NC Alcohol Law Enforcement (ALE); Alcoholic Beverage Commission (ABC); Cape Fear Coalition for a Drug-Free Tomorrow</td>
<td>Durable supplies (tables, chairs, stanchions, etc.) Educational tools/resources for the safety education classes and materials needed to operate checking stations</td>
<td>Contracts with other agencies or facilities? Restaurants and retailers that serve alcohol</td>
<td>Partnering agencies: Local police and fire departments</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name of Intervention: Substance Use Prevention Programs such as Strengthening Families, Towards No Drug Abuse (TND) and STEP Teen</th>
<th>S.M.A.R.T Goals: In collaboration with Coastal Horizons, Brunswick County will implement these educational programs in schools and community centers to support healthy family relationships, parenting skills, and substance abuse prevention.</th>
<th>Target Population(s): Brunswick County parents and youth</th>
<th>Resources Needed:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Venue: Coastal Horizons Center</td>
<td></td>
<td>Personnel—staff or contract? Coastal Horizons staff</td>
</tr>
<tr>
<td>Community Strengths/Assets: A strong partnership with Coastal Horizons and Brunswick County Schools; merged Department of Health and Human Services; Brunswick County Juvenile Crime Prevention Council</td>
<td>Training? Program-specific curriculum training (Strengthening Families, TND, or STEP Teen)</td>
<td>Contracts with other agencies or facilities? Brunswick County DHHS and Brunswick County Schools</td>
<td>Partnering agencies: Brunswick County DHHS and Brunswick County Schools</td>
</tr>
<tr>
<td></td>
<td>Permit or license fees? Most programs are partially/fully funded by the National Institutes of Health (NIH)</td>
<td>Participant supplies for intervention activities? Varies depending on program</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Food/Beverage costs? Dinner for families</td>
<td>Partnering agencies: Brunswick County DHHS, Brunswick County Schools, and the Juvenile</td>
<td></td>
</tr>
<tr>
<td>INTERVENTIONS: SETTING, &amp; TIMEFRAME</td>
<td>LEVEL OF INTERVENTION CHANGE</td>
<td>COMMUNITY PARTNERS: Roles and Responsibilities</td>
<td>PLAN HOW YOU WILL EVALUATE EFFECTIVENESS</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>-----------------------------</td>
<td>-----------------------------------------------</td>
<td>----------------------------------------</td>
</tr>
</tbody>
</table>
| Intervention: Booze It and Lose It | □ Individual/Interpersonal Behavior  
□ Organizational/Policy  
□ Environmental Change | Lead Agency: Brunswick County Sheriff’s Office  
Role: The Brunswick County Sheriff’s Office will collaborate with local law enforcement to operate checkpoints and patrols in accordance with the NC Governor’s Highway Safety Program’s guidelines.  
Target population representative: Brunswick County Sheriff’s Office  
Role: The Sheriff’s Office is responsible for advocating for drivers and keeping individuals safe on the roads in Brunswick County. They will collaborate with BCHS to educate the public on traffic safety through the media and events in the community. | Expected outcomes: Increased awareness of the dangers and penalties associated with drinking and driving as well as high visibility enforcement will decrease the instance of alcohol-related crashes and deaths in Brunswick County.  
Anticipated barriers: Any potential barriers? □Y □N  
If yes, explain how intervention will be adapted: Individuals who have been drinking and driving may change their route to avoid a checkpoint. Officers will conduct patrols as well to increase their coverage and likelihood of identifying drunk drivers.  
List anticipated project staff: Brunswick County law enforcement and Brunswick County Health Services staff  
Does project staff need additional training? □Y □N  
If yes, list training plan: Any law enforcement official can enforce the traffic laws, but radar and Intoximeter training is required.  
Quantify what you will do: The Brunswick County Sheriff’s Office will collaborate with Brunswick County Health Services to promote traffic safety, especially concerning drinking and driving. Local law enforcement will operate checkpoints and patrols throughout the county as part of the official NC Governor’s Highway Safety Patrol’s Booze It and Lose It campaign.  
List how agency will monitor intervention activities and feedback from participants/stakeholders: The Brunswick County Sheriff’s Office sends reports to the NC Governor’s Highway Safety Program. The NCDOT records the data and |
### Partners:
- **Local police departments**

**Role:** Local law enforcement officers are responsible for enforcing DWI laws and assisting the Sheriff’s Office with drinking and driving education in the community.

- **New partner**
- **Established partner**

**Include how you’re marketing the intervention:**
The Brunswick County Sheriff’s Office will spread awareness of the campaign and the importance of traffic safety through news media, social media, and education through school and community-based events.

**Evaluation:**
- Are you using an existing evaluation? **Y**
- If no, please provide plan for evaluating intervention:

**Intervention:** **Click It or Ticket**
- **New**
- **Ongoing**

**Setting:** Various checkpoints and patrols throughout the county

**Target population:** Brunswick County drivers and occupants

**Start Date – End Date (mm/yy):** 2008-Ongoing

**Lead Agency:** Brunswick County Sheriff’s Office

**Role:** The Brunswick County Sheriff’s Office will collaborate with local law enforcement to operate checkpoints and patrols in accordance with the National Highway Traffic Safety Administration (NHTSA) and NC Governor’s Highway Safety Program’s guidelines.

**Expected outcomes:**
- Increased awareness of the importance of proper seat belt use for drivers and occupants, as well as high visibility enforcement, will increase seat belt use in Brunswick County. It will also decrease the traffic accident death rate, as an average of 42% of individuals killed in crashes from 2009-2013 were unbelted (NCDOT).

**Anticipated barriers:**
- Any potential barriers? **Y**

**If yes, explain how intervention will be adapted:**

**List anticipated project staff:** Brunswick County law enforcement and Brunswick County Health Services staff

**Does project staff need additional training?** **Y**

Revised January 2016
<table>
<thead>
<tr>
<th>Targets health disparities:</th>
<th>☐ Y ☒ N</th>
<th>New partner ☐ Established partner ☒</th>
</tr>
</thead>
</table>

**Target population representative:** Brunswick County Sheriff’s Office

**Role:** The Sheriff’s Office is responsible for advocating for drivers and keeping individuals safe on the roads in Brunswick County. They will collaborate with BCHS to educate the public on traffic safety through the media and events in the community.

**New partner ☐ Established partner ☒**

**Partners:** Local police departments

**Role:** Local law enforcement officers are responsible for enforcing seat belt and child passenger safety laws and assisting the Sheriff’s Office with community education.

**New partner ☐ Established partner ☒**

**Include how you’re marketing the intervention:**

The Brunswick County Sheriff’s Office will spread awareness of the campaign.

**If yes, list training plan:** Any law enforcement official can enforce the traffic laws, but radar training is required.

**Quantify what you will do:** The Brunswick County Sheriff’s Office will collaborate with Brunswick County Health Services to promote proper seat belt, child car seat, and air bag use. Local law enforcement will operate checkpoints and patrols throughout the county as part of the official NHTSA and NC Governor’s Highway Safety Patrol’s Click It or Ticket campaign.

**List how agency will monitor intervention activities and feedback from participants/stakeholders:** The Brunswick County Sheriff’s Office sends reports to the NC Governor’s Highway Safety Program. The NCDOT records the data and releases the results of the campaign.

**Evaluation:**

Are you using an existing evaluation? ☒ Y ☐ N

If no, please provide plan for evaluating intervention:
Intervention: Street Safe

Setting: David Sandifer County Administrative Building at Brunswick County government complex

Target population: Young adult drivers ages 16-24

Start Date – End Date (mm/yy): 2006-Ongoing

Targets health disparities: Y N

Although the traffic court driving program costs approximately the same as traffic court, non-ticketed drivers may take the lifesaving driving experience class for $30 and learn skills that may not be taught in traditional driver education programs. According to the Street

Expected outcomes: This hands-on experience focusing on the root causes of traffic violations and crashes common among less experienced drivers will reduce the percentage of traffic crashes involving teen drivers in Brunswick County.

Anticipated barriers: Any potential barriers? Y N
If yes, explain how intervention will be adapted:

List anticipated project staff: Local law enforcement, fire personnel, judges, and insurance executives to instruct each class, as well as staff at Brunswick County Community College the District Attorney’s Office to coordinate the program

Does project staff need additional training? Y N
If yes, list training plan:

Quantify what you will do: Law enforcement and fire personnel will teach the participants how it feels to lose control of a car and maintain appropriate stopping distances. They will also facilitate discussion on the dangers of drinking and driving and distracted driving, as well as the importance of wearing a seatbelt and making good decisions. Judges will help parents to understand their role in their child’s safety, and insurance executives will educate the participants on teen
| Safe website, motor vehicle crashes kill more young drivers than the next four leading causes combined. | their students and young drivers in the community. | car insurance.  
List how agency will monitor intervention activities and feedback from participants/stakeholders: According to UNC's Highway Safety Research Center statistics, the counties in which Street Safe operates monthly classes have seen a significant decline in their motor vehicle crash rates. Street Safe program staff in Brunswick County will continue to monitor these statistics. They will also collect feedback and testimonials from participants and instructors involved in the program.  
Evaluation:  
Are you using an existing evaluation? Y N  
If no, please provide plan for evaluating intervention: |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>New partner</td>
<td>Established partner</td>
<td></td>
</tr>
</tbody>
</table>
Partners: Brunswick County District Attorney’s Office  
Role: The Brunswick County District Attorney’s Office will assist in securing a location at the government complex. They will also partner with BCC to provide local law enforcement, fire personnel, judges, and insurance executives to teach each class.  
New partner | Established partner |  
Include how you’re marketing the intervention: Street Safe is marketed through local news media, the Internet and social media campaigns, and flyers posted throughout the community. |