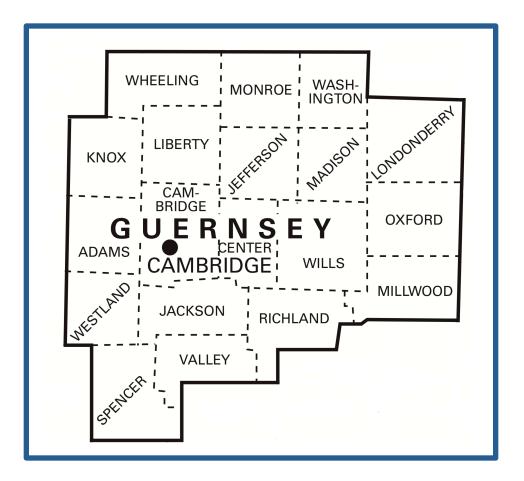
GUERNSEY COUNTY

Community Health Improvement Plan

February, 2018



Funded by the Cambridge-Guernsey County Health Department.

Written in partnership with Illuminology and the Center for Public Health Practice at The Ohio State University's College of Public Health.



THE OHIO STATE UNIVERSITY COLLEGE OF PUBLIC HEALTH

Executive Summary

In June, 2017, the Cambridge-Guernsey County Health Department in Guernsey County, Ohio entered into an agreement with Illuminology and The Ohio State University's Center for Public Health Practice to develop a regional Community Health Improvement Plan (CHIP).

Earlier in 2017, the Cambridge-Guernsey County Health Department participated in a collaborative effort to conduct a Community Health Assessment (CHA). This CHA was intended to help community stakeholders better understand the health needs and priorities of those who reside in Guernsey County. The final report of this effort can be accessed via the Cambridge-Guernsey County Health Department website, http://guernseycountyhealthdepartment.org/images/PDF/cha-report.pdf.

Public health professionals from the Cambridge-Guernsey County Health Department, along with leaders representing a diverse array of social service and community organizations, participated in a group discussion session on June 12, 2017. During this session, community members identified the priority health issues facing residents in Guernsey County, relying on the recently completed CHA. After considering the data summarized by the CHA as well as their personal experience with the community and its residents, consensus was reached on the following priority health issues:

Drug Dependency/Substance Abuse Chronic Disease (especially heart disease and obesity) Mental Health (especially depression and anxiety)

These community members then pledged to work together to develop a strategic plan – this CHIP – to address these prioritized community health needs.

After prioritizing the community health needs to be addressed by this collaborative strategic plan, the next task was to reach agreement on a shared definition, or vision, for a healthy Guernsey County. After multiple rounds of generation and revision during a group discussion session in September, 2017, consensus was reached. Guernsey County's vision of health is:

Guernsey County: A safe and healthy place to live, work, play, and call home.

The community members involved in this process then split into three groups to begin drafting health improvement plans for each health priority, following a systematic process that was informed by Public Health Accreditation Board Standard 5.2. The plans drafted by each group detail the specific goals, objectives, and measures that will be used to address

the community health priorities and track progress over time. The three work plan groups considered several overarching principles during their discussions and writing: The Health Impact Pyramid, the concepts of evidence based public health practice, and priority alignment with Ohio's State Health Improvement Plan.

The resulting CHIP identifies health priorities, goals, objectives, and action steps that can be used by the community to guide the development and implementation of projects, programs, and policies that are aimed at improving the health of the residents of Guernsey County.

Implementation of the CHIP will begin in mid-2018. On an annual basis, Guernsey County will publish a report outlining progress made towards accomplishing the goals outlined in the work plan and reconvene community partners to discuss progress and necessary revisions. The original group of community partners, along with additional community members, will be invited to provide ongoing guidance and support throughout the implementation of this CHIP and any revisions that may be necessary; the composition of this group will be expanded and maintained as this work progresses. The CHIP is scheduled to be implemented over a three-year period.

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Letter From The Health Department

The Cambridge-Guernsey County Health Department is pleased to present the 2018 Guernsey County Community Health Improvement Plan. This document presents a roadmap to maintain and improve the health and well-being of Guernsey County residents. The plan is the result of collaboration and work of community members, local and regional stakeholders, health department staff and external consultants.

The goals of the Community Health Improvement Plan arose from the Community Health Assessment, which was also a collaborative community effort. The health improvement goals described in this document are aligned with the State of Ohio's goals. The target timeline for meeting the goals described here is three years, with yearly review and assessment.

The 2018 Guernsey County Community Health Improvement Plan describes our goals to improve the community's health, which will lead to Guernsey County becoming a safer and healthier place to live, work, play, and call home. This county is fortunate to have many agencies and residents who have committed to improve the health of residents of the area.

Thank you to all who participated in this effort, and thank you to the dedicated and knowledgeable staff of the Cambridge-Guernsey County Health Department.

The work goes on.

Edward Colby, DO Health Commissioner

Rose Ball Administrator

Cambridge-Guernsey County Health Department

Introduction

In the summer of 2017, the Cambridge-Guernsey County Health Department (GCHD) published a comprehensive assessment of the health of its residents. The 2017 Guernsey County Community Health Assessment (CHA) considered a wide range of information, including disease rates, quality of life issues, causes of death, community resources, and self-reported health status to paint a picture of the health of Guernsey County residents.

Following the completion of the 2017 Guernsey County CHA, the GCHD embarked on a comprehensive strategic planning process focused on improving the health of the community. This began with the generation of a vision of health for Guernsey County, was followed by a review and discussion of priority health issues (considering the CHA data), and finished with the creation of a Community Health Improvement Plan (CHIP) for how to address those priorities. The CHIP is comprehensive and long term, detailing action steps that will be used by community organizations (including the GCHD) as they implement projects, programs, and policies in Guernsey County.

This report provides a description of the process used to engage the community and stakeholders in the development of the CHIP. Following the process summary, there is a section for each identified priority, listing the goals, key measures, an overview of the objectives selected for each health priority, and information to demonstrate the significance of this priority. A work plan that includes more detailed objectives, action steps, and evidence-based strategies for each priority is available in Appendix A. This report concludes with a brief discussion of next steps relative to implementation, ongoing monitoring, and evaluation of the CHIP.

The GCHD was responsible for providing oversight and financial support for the CHIP development process. The GCHD contracted with Illuminology and The Ohio State University's Center for Public Health Practice to design the CHIP process, to facilitate multiple group meetings, to provide technical counsel, and to draft this document.

May, 2017	•Community Health Assessment completed
June, 2017	 Priority health issues identified
September, 2017	•Vision idenfitifed, work plan creation
October, 2017	•Work plan revision
February, 2018	•CHIP released

Figure 1: CHIP Timeline

Identifying Community Health Priorities

On June 12, 2017, public health professionals from GCHD and leaders representing a diverse array of public safety, hospital, healthcare providers, social service, political, educational, and community organizations came together to review the data from the 2017 CHA, which was provided to them in hard copy format. The community members reviewed the 2017 CHA data, along with a list of community assets and resources identified during the CHA process and their personal experience with the community, in order to identify the health priorities. See Appendix B for a list of the above-mentioned community assets and resources, and Appendix C for a list of the participating community members.

To aid community members during their deliberations and discussion, the following criteria were shared for their consideration:

- **Seriousness:** Degree to which the problem leads to death, disability, and impairs one's quality of life.
- Severity of the Consequences of Inaction: Risks associated with exacerbation of problem if not addressed at the earliest opportunity.
- **Equity:** Degree to which different groups in the county are affected by a problem.
- **Size:** Number of persons affected.
- **Feasibility:** Ability of organization or individuals to reasonably combat the problem given available resources, including the amount of control, knowledge, and influence organization(s) have on the issue.

In addition, participants were encouraged to consider the statewide effort to have all local CHIPs align with Ohio's State Health Improvement Plan (SHIP). The 2017 SHIP priorities are Mental Health and Addiction, Maternal and Infant Health, and Chronic Disease.

Overall, the planning group members identified a large number of issues and themes that affect the health of Guernsey County residents. These were:

- Drug abuse
- Chronic disease
- Obesity (BMI)
- Mental Health Depression and Anxiety
- Lack of licensed practitioners
- Affordability of dental/health care

- Cancer (lung)
- Lack of advanced education
- Infectious diseases (Chlamydia - Hep C)
- Overdose
- Child Abuse
- Domestic Violence
- Diabetes

- Aging population/elder care
- Lack of exercise
- Flu and pneumonia vaccine Importance for younger
- Low birth weight
- Teen pregnancy
- Smoking
- Alcohol (binge drinking)

After multiple rounds of small group discussion and prioritization, the important factors impacting the heath of Guernsey County residents was systematically narrowed down to the **three most important health issues facing the county:**

Drug Dependency/Abuse Chronic Disease (especially heart disease and obesity) Mental Health (especially depression and anxiety)

As shown in Figure 2, the health priorities identified by the Guernsey County community align well with both state and national priority areas.



Figure 2: Guernsey County CHIP, Ohio SHIP, And National Priority Alignment

Defining Health And A Healthy Community

In September 2017, Cambridge-Guernsey County Health Department convened a group of community members (i.e., CHIP planning group) to begin drafting work plans to focus on the prioritized health issues of Mental Health, Drug Dependency / Abuse, and Chronic Disease. These community members represented multiple nonprofit and public sector organizations across a variety of community sectors in Guernsey County.

The participatory process began with the creation of a definition, or vision, of health that articulated the ideal future state of health in Guernsey County. Creation of the vision of health was accomplished through a systematic process of gathering inputs from the planning group

about what they thought an ideal future in Guernsey County looks like. The vision of health for Guernsey County is:

Guernsey County: A safe and healthy place to live, work, play, and call home.

The planning group members regularly consulted this definition of health when developing the CHIP.

Creating The Community Health Improvement Plan

Following the visioning process, the CHIP planning group began their efforts to create the work plans that comprise the main portion of the CHIP. The planning group considered the priorities and needs of residents in the community in order to identify goals, key measures, objectives, action steps, time frames, and accountable persons related to each priority area. The product of these meetings was a work plan for each of three prioritized health issues; these work plans define the actions of this CHIP. Detailed work plans can be found in Appendix A.

When drafting their work plans, the work groups were asked to consider the Health Impact Pyramid and the importance of including evidence based public health practices.

The Health Impact Pyramid describes the effectiveness of different types of public health interventions. Interventions focusing on socioeconomic factors, at the base of the pyramid, have the greatest potential to improve health. Although interventions at the higher levels have less of an impact on health,

the likelihood of long-term success is maximized when strategies are implemented at all intervention levels (Frieden, 2010). Policy, system, and environmental (PSE) changes are those that create sustainable change, impacting things like regulations and procedures, the rules of an organization, and the physical environment. PSE changes focus on the broadest sections of the Health Impact Pyramid. Evidence based public health

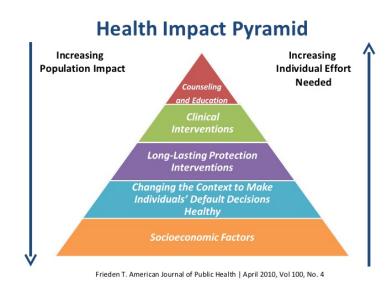


Figure 3: Health Impact Pyramid

practices (EBPHPs) are tested programs, policies, and interventions that are proven to be most effective in successfully changing behavior. They create sustainable changes that improve health. To support this work, Illuminology and OSU's Center for Public Health Practice provided workgroup members with a menu of potential EBPHPs that addressed the community's chosen priority issues.

Lastly, the community members were asked to consider the following three questions, which helped to identify the size and shape of the strategic action(s) that may be required to move the community's health from where it is now to where they want it to be in the future – a gap analysis. For each identified health priority:

- 1) Where are we now as a community?
- 2) Where do we want to be as a community?
- 3) What are potential ways we could *possibly* measure whether or not we have made a difference?

Drug Dependency/Abuse

The 2017 Guernsey County Community Health Assessment identified drug dependency as a priority health issue facing Guernsey County residents. Guernsey County has seen an increase in drug use, overdoses, deaths, and infants born drug dependent/impacted. Drug dependency is a complex condition of the compulsive use of alcohol or drugs, despite harmful consequences. Therefore, this CHIP seeks to decrease the number of Guernsey County residents who are drug-dependent.

Goals: Guernsey County residents who overdose will have a better opportunity to survive and thrive afterwards. Guernsey County residents will have opportunities to participate in education regarding drug use, drug abuse and overdose. Fewer babies born in Guernsey County to drug dependent mothers.

Key measures: Reduction in drug overdoses (deaths). Increase in number of drug education events available to the community by one annual event. Reduction in **#** of babies born drug-impacted.

Objectives:

- By December 31, 2020, the Cambridge-Guernsey County Health Department Project DAWN will see a 50% increase in the number of Naloxone kits distributed to friends and family members of individuals at high risk for drug overdose.
- By December 31, 2020 Guernsey County agencies will collaborate to develop an overdose quick response team.
- Public health staff will facilitate meetings with key stakeholders (Guernsey County schools, law enforcement, resource officers, A&D services, etc.) to establish or revise an existing drug use/abuse prevention program by December 31, 2020 in 100% of Guernsey County schools.
- By December 31, 2020 the Clean Start Collaborative will engage local OB/GYN physicians (Muskingum Valley Health Center) resulting in 75% committing to perform routine prenatal drug testing.
- By December 31, 2020, 50% of Guernsey County expectant mothers referred from OB office after testing positive for drugs prenatally will commit to care coordination and referral to drug treatment services through the Maternal Health Case Manager at the Cambridge-Guernsey County Health Department.
- By December 31, 2020, pediatricians at SE Med will commit to testing 50% of newborns for maternal drug use via umbilical cord testing.

Chronic Disease

In the 2017 Guernsey County Community Health Assessment, a number of chronic diseases (e.g., heart disease, stroke, diabetes, COPD, cancer) were identified as priority health issues for many Guernsey County residents. Obesity, hypertension, and high cholesterol are conditions that contribute to these chronic diseases, which can be mitigated by increasing physical activity. Therefore, this CHIP seeks to increase the number of Guernsey County residents engaging in physical activity.

Goals: More Guernsey County residents will engage in physical activity.

Key measures: Increase in number of Guernsey County residents participating in "Healthy Guernsey" event. Increase in reported physical activity as measured by next CHA.

Objectives:

- By December 31, 2020 have an increase of 100% participation by agencies, businesses, or community members to the Healthy Guernsey Committee
- Public health staff will meet with agencies and businesses in our jurisdiction resulting in at least 10 agencies committing to sponsor and help operate a Community Health Day event with an emphasis on ways to increase physical activity during calendar year
- By December 31, 2020, create two new community events within Guernsey County that promote physical activity.
- Develop workplace wellness policy to encourage physical activity among Guernsey County residents.
- By December 31, 2020, distribute info about four physical activity options to community members

Mental Health

The 2017 Guernsey County Community Health Assessment identified the number of days in which residents were in poor mental or physical health, which kept them from doing regular activities. Due to the findings from the Community Health Assessment, there is a need for increased access to mental health services across the lifespan and to improve the community's perception of mental health. Mental health is a state of well-being in which an individual realizes their abilities, cope positively with the stresses of life, and work productively while contributing to their community. Mental health encompasses a holistic view including the emotional, psychological, spiritual, social, and physical well-being. Therefore, this CHIP seeks to increase the accessibility and acceptability of mental health services for Guernsey County residents.

Goals: Guernsey County residents will have increased access to mental health services. Guernsey County residents will have a positive perception of and willingness to utilize mental health services.

Key measures: Amount of mental health resources available to Guernsey County residents. Attitudes of Guernsey County residents.

Objectives:

- By December 31, 2020, health care organizations in our jurisdiction will add at least two full-time independently licensed mental health professionals to serve Guernsey County residents.
- Public Health staff will meet with key stakeholders at health care organizations in our jurisdiction resulting in at least one health care organization committing to provide Tele-Mental Health counseling services Guernsey County residents by December 31, 2020.
- By December 31, 2020, reduce the number of respondents who report they are uncomfortable seeking treatment by 10%.
- By December 31, 2020, conduct a survey of schools in Guernsey County to understand the current mental health curriculum and address gaps in that curriculum.
- By December 31, 2020, create a countywide referral system in Guernsey County Schools.
- By December 31, 2020 conduct a youth behavior self-assessment survey on targeted grade levels with in Guernsey County Schools.

Summary & Next Steps

The 2018 Guernsey County Community Health Improvement Planning process aimed to identify the most pressing health issues in Guernsey County and bring stakeholders together to collaborate and create an actionable plan to address those issues. This plan presents priorities and associated goals and objectives to improve the health of Guernsey County. The detailed work plans that resulted from these collaborative efforts are located in Appendix A.

This plan will be monitored and updated annually to reflect accomplishments and new areas of need. Agencies and organizations are encouraged to align their agency strategic plans to this plan where appropriate.

Lastly, Guernsey County residents and community organizations are encouraged to participate in this process. If you or your organization is interested in participating in the CHIP, please contact Rose Ball, Cambridge-Guernsey County Health Department, at 740-439-3577.

Priority #1: Drug Dependency / Abuse

The 2017 Guernsey County Community Health Assessment identified drug dependency as a priority health issue facing Guernsey County residents. Guernsey County has seen an increase in drug use, overdoses, deaths, and infants born drug dependent/impacted. Drug dependency is a complex condition of the compulsive use of alcohol or drugs, despite harmful consequences. Therefore, this CHIP seeks to decrease the number of Guernsey County residents who are drug-dependent.

Goal 1.1: Guernsey County residents who overdose will have a better opportunity to survive and thrive afterwards.

Key Measure(s): Reduction in drug overdoses (deaths).

Baseline: 16 overdose deaths in 2016

Target: 14 Overdose deaths by December 31, 2019

Alignment with National Priorities: Healthy People 2020: Substance Abuse (Screening and Treatment)

Alignment with SHIP: Mental Health and Addiction (Reduce drug dependency/abuse)

Objective(s) that address **policy change(s)** needed to accomplish goal: --

Goal 1.1: Guernsey County residents who overdose will have a better opportunity to survive and thrive afterwards.

Objectives	Measure	Action Steps	Timeframe	Lead	Status
Objective	Baseline:	Speak to Guernsey	Start:	Angie Gray,	
1.1.1:	Average of	County Pharmacies	1.1.18	RN, DON	
By December	approximately	about Project DAWN		Cambridge-	
31, 2020, the	13 Project	program and availability.	End:	Guernsey	
Cambridge-	DAWN kits	Place information about	12.31.20	County Health	
Guernsey	distributed per	Project DAWN on		Department	
County Health	year to friends	Facebook, Instagram,		Department	
Department	and family	local radio, and			
Project DAWN	members	newspaper			
will see a 50%					
increase in the	Target: ↑ 50%	Ask local community agencies (Alcohol and			
number of		Drug Services, law			
Naloxone kits		enforcement, etc.) to			
distributed to		place a link to Project			
friends and		DAWN information on			
family members		their websites			
of individuals at					
high risk for		Place PD brochures in doctor's offices, churches			
drug overdose.		(bulletins)			
		()			
		Ask Meals on Wheels			
		staff to distribute PD			
		information with their			
		meal deliveries			
		Project DAWN staff will			
		ask to speak at local			
		organizational meetings			
		(Kiwanis Club, Rotary,			
		Lions Club, Eagles, VFW)			
		Project DAWN staff will ask to speak to township			
		trustees at annual			
		meeting.			
		Ask to speak to Guernsey			
		County Ministerial			
		Association.			

Goal 1.1: Guernsey County residents who overdose will have a better opportunity to survive and thrive afterwards.

Objectives	Measure	Action Steps	Timeframe	Lead	Status
Objective	Baseline:	Community stakeholders	Start:	Karen	
1.1.2:	Currently no	will research other quick	1.1.18	Wiggins	
By December	overdose	response teams to better		(Alcohol and	
31, 2020	response team	understand structure and	End:	Drug	
Guernsey	exists in	policy.	12.31.20	Services of	
County	Guernsey	Community stakeholders		Guernsey County)	
agencies will	County	will seek grant funding		county	
collaborate to		opportunities for the			
develop an	Target:	development of an			
overdose quick	Establish one	overdose quick response			
response team.	team of	team.			
	collaborative	Community stakeholders			
	agencies	will schedule a meeting			
		to discuss involvement			
		and collaboration.			

Goal 1.2: Guernsey County residents will have opportunities to participate in education regarding drug use, drug abuse and overdose.

Key Measure(s):

Increase in number of drug education events available to the community by one annual event.

Alignment with National Priorities: Healthy People 2020: Substance Abuse (Policy and Prevention).

Alignment with SHIP: Mental Health and Addiction (Reduce drug dependency/abuse)

Objective(s) that address **policy change(s)** needed to accomplish goal: Objective 1.2.1

Goal 1.2: Guernsey County residents will have opportunities to participate in education regarding drug use, drug abuse and overdose.

Objectives	Measure	Action Steps	Timeframe	Lead	Status
Objective	Baseline:	Meet with local school	Start:		
Objective 1.2.1: Public health staff will facilitate meetings with key stakeholders (Guernsey County schools, law enforcement, resource officers, A&D	Baseline: Educational efforts and curriculum vary per school district Target: Drug use/abuse prevention program	officials, A&D Services, law enforcement, and ESC to assess current educational efforts Plan for county wide educational efforts throughout all Guernsey County schools and grade levels Work with school districts	Start: 4.1.18 End: 12.31.20	Angie Gray, RN, DON Cambridge- Guernsey County Health Department	
services, etc.) to establish or revise an existing drug use/abuse prevention program by December 31, 2020 in 100% of		to review and revise existing school district policies for standards pertaining to drug prevention and education programming Work with school district leaders to revise or develop new policies that can be considered and voted on by their Board of			

Objectives	Measure	Action Steps	Timeframe	Lead	Status
Guernsey County schools. ¹		Directors.			
Objective 1.2.2: By December 31, 2020, local community agencies will collaborate with Project CHOICE to develop a countywide drug education outreach event.	Baseline: No events Target: One event by 2020	HD staff will speak at CHOICES drug coalition meeting regarding this goal as part of CHIP Local community partners will collaborate and support community outreach education event for Guernsey County residents	Start: 1.1.18 End: 12.31.20	Sharon Cassler, CHOICES Exec. Board Member	

¹ Consistent with Ohio 2017-2019 State Health Improvement Plan's evidence-based public health practice (School-based alcohol/other drug prevention programs including youth-led prevention and specific universal prevention curricula).

Goal 1.3: Fewer babies born in Guernsey County to drug dependent mothers.

Key Measure(s): Reduction in # of babies born drug-impacted. **Baseline**: 51 of 402 (12.7%) mothers delivering at SEORMC in 2016 admitted to a history of drug use during pregnancy or tested positive for drugs during pregnancy **Target**: 10% of babies born at SEORMC will be drug impacted by December 31,2019.

Alignment with National Priorities: National Prevention Strategy: Preventing Drug Abuse and Excessive Alcohol Use

Alignment with <u>SHIP</u>: Mental health and addiction: Decrease drug dependency/abuse

Objective(s) that address **policy change(s)** needed to accomplish goal: Objective 1.3.1

Goal 1.3: Fewer babies born in Guernsey County to drug dependent mothers.							
Objectives	Measure	Action Steps	Timeframe	Lead	Status		
Objective	Baseline: Current	Meet with	Start:	Datha			
1.3.1: By December	testing done by physician order	leadership at MVHC regarding	1.1.18	Keyser, RN, Director of			
31, 2020 the Clean Start Collaborative will engage	based on maternal history and risk factors, Frequency of testing unknown.	current practice/policy to determine organizational wide goal.	End: 12.31.20	SE Med Childbirth Center			
local OB/GYN physicians (Muskingum Valley Health Center) resulting in 75% committing to perform routine prenatal drug testing.	Target: 75% of all mothers seen by Guernsey County OBs will have prenatal drug testing.	Establish a Guernsey County Health Department policy that asks physicians to refer 100% of women testing positive for drugs on prenatal drug screen to maternal health case manager at the Cambridge- Guernsey County Health Department					

Goal 1.3: Fewer babies born in Guernsey County to drug dependent mothers.

Objectives	Measure	Action Steps	Timeframe	Lead	Status
Objective	Baseline: No case	Case manager to	Start:	Angie Gray,	
1.3.2 :	management	be hired by the	1.1.18	RN, DON	
By December	currently	Cambridge-		Guernsey	
31, 2020, 50%		Guernsey County	End:	County HD	
of Guernsey	Target: 50% of	Health Department by November 30,	12.31.20		
County	women who are	2017			
expectant	referred will commit				
mothers	to care	Community			
referred from	coordination/referral	stakeholders will			
OB office after	to drug treatment	schedule a			
testing positive	services	meeting with			
for drugs		MVHC staff to discuss referral			
prenatally will		process and			
commit to care		encourage			
coordination		physician's to			
and referral to		commit to making			
drug treatment		referrals			
services					
through the		Maternal Health			
Maternal Health		Case Manager will keep statistics			
Case Manager		regarding referrals			
at the		and participation			
Cambridge-					
Guernsey					
County Health					
Department.					

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Objectives	Measure	Action Steps	Timeframe	Lead	Status
Objective 1.3.3: By December 31, 2020, pediatricians at SE Med will commit to testing 50% of newborns for maternal drug use via umbilical cord testing.	Baseline: Umbilical cord testing is new to SE Med (Sept 2017). Current testing is based on maternal history and NAS criteria. Target: 50% of newborns born at SE Med will have umbilical cord drug screens	Consult with Sue Hoover, RN at Genesis Healthcare regarding testing policy for newborns Collect baseline data regarding current policy for newborn drug screens at SE Med Schedule meeting with SE Med pediatricians to discuss baseline data findings and encourage commitment to testing	Start: 4.1.18 End: 12.31.20	Datha Keyser, RN, Director of SE Med Childbirth Center	Jatus

Priority #2: Chronic Disease (especially heart disease and obesity)

In the 2017 Guernsey County Community Health Assessment, a number of chronic diseases (e.g., heart disease, stroke, diabetes, COPD, cancer) were identified as priority health issues for many Guernsey County residents. Obesity, hypertension, and high cholesterol are conditions that contribute to these chronic diseases, which can be mitigated by increasing physical activity. Therefore, this CHIP seeks to increase the number of Guernsey County residents engaging in physical activity.

Goal 2.1: More Guernsey County residents will engage in physical activity.

Key Measure(s):

Increase in number of Guernsey County residents participating in "Healthy Guernsey" event.

Baseline: ____0___ Target: ____50____

Increase in reported physical activity as measured by next CHA.

Baseline: ____4 times / month_____ Target: _____7 times / month_____

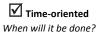
Alignment with National Priorities: Healthy People 2020: Physical Activity

Alignment with <u>SHIP</u>: Chronic Disease: Heart Disease

Objective(s) that address **policy change(s)** needed to accomplish goal: 2.1.3

Objective	Measure	Action Steps	Timeframe	Lead	Status
Objective	Baseline: 7	List of potential	Start:		
2.1.1:	agencies or	members	1.17.18		
By December	community			Shelly	
31, 2020 have	members	Send out invitations	End:	Thompson	
an increase of		Invite county agencies	12.31.20		
100%	Target: 14 agencies	to participate in Healthy			
participation by	or community	Guernsey.			
agencies,	members				
businesses, or					
community					
members to the					
Healthy					
Guernsey					
Committee					

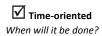
Objective	Measure	Action Steps	Timeframe	Lead	Status
Objective	Baseline: 7	Invite more agencies,	Start:	Michele	
2.1.2:	collaborating	business and	1.31.18	Thompson	
By December	organizations	community members*			
31, 2018,		to participate in future	End:		
public health	Target: 10	Healthy Guernsey Committee meeting	12.31.20		
staff will meet	collaborating	Committee meeting			
with agencies	organizations	Discuss plans and			
and businesses		purpose at next Healthy			
in our		Guernsey meeting			
jurisdiction					
resulting in at		Set date and place for			
least 10		Community Health Day event			
agencies		event			
committing to		Invite new agencies to			
sponsor and		help sponsor and help			
help operate a		operate a Community			
Community		Health Day event			
Health Day					
event with an					
emphasis on					
ways to					
increase					
physical activity					
during calendar					
year.					
Objective	Baseline: 0 events	Conduct survey of	Start:	Michele	
2.1.3:		agency* leaders or hold	1.31.18	Thompson	
By December	Target: 2 events	planning meeting to			
31, 2020,		determine what activities are currently in	End:		
create 2 new		place, which ones are	12.31.20		
community		planned, and what new			
events within		ideas we can bring to			
Guernsey		the community.			
County that					
promote		Determine gaps and fill			
physical		based on community need. Will require			
activity.		additional action steps.			



Objective	Measure	Action Steps	Timeframe	Lead	Status
Objective	Baseline: No	Survey businesses on	Start:	Michele	
2.1.4:	workplace wellness	what wellness programs	1.31.18	Thompson	
	policy	are currently in place.			
Develop workplace wellness policy to encourage physical activity among Guernsey County residents.	Target: 1 workplace wellness policy	Create, revise and implement a workplace wellness policy for Guernsey County Health Department Using Cambridge Guernsey County Health Department's work place wellness policy, the health department will become a resource for wellness within the community. The Cambridge Guernsey County Health Department will develop a wellness packet for distribution in the community. Meet with area business leaders to encourage adoption of workplace wellness policy	End: 12.31.20		

Measurable Can WE measure it?





Objective	Measure	Action Steps	Timeframe	Lead	Status
Objective	Baseline: 0	Create flyer about	Start:	Michele	
2.1.5 :	communications	physical activity (especially	5.1.18	Thompson	
By December 31, 2020	Target: 4	walking/running) areas	End:		
distribute info about 4 physical activity options to community members	communications (distribute info via doctor outreach, community newsletter, Sunday newspaper, social media)	Ask doctors to distribute flyers Health department creates and distributes community newsletter to registered voters, Head Start Centers, WIC recipients Explore distributing flyer in Sunday newspaper and via social media Attend community events to promote future Healthy Guernsey Activities	12.31.20		

*List of Potential Partners (Bold faced ones could be lead partners in this effort)

- Area Agency on Aging
- Byesville Park Brennon Dudley
- Cambridge-Guernsey County Health Department
- City of Cambridge Tom Orr
- Corporate Wellness Sue Ellen Johnson - County Commissioners
- CSB
- DJFS
- Fitness Centers

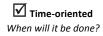
Head Start -Community Development-

Joshua Knott - SEORMC

- Ron Gombeda
 Help Me Grow Jessica Smith - Jolene Williamson
- Oil & Gas Industry
- Lions Club, Kiwanis, Rotary
- MVHC?
- YMCA
- Physicians Pat Goggin, Dr. Kumler, Paula Bakos -Diabetic Educator

- Pleasant City Watch Program-
- PTOs
- Rotary
- School Kim Rucker, Jen Howell, Tracy Tayor
- Senior Center
- SEORMC
- United Way

Specific How will you know it is done? Measurable Can WE measure it?



Priority #3: Mental Health (especially depression and anxiety)

The 2017 Guernsey County Community Health Assessment identified the number of days in which residents were in poor mental or physical health which kept them from doing regular activities. Due to the findings from the Community Health Assessment, there is a need for increased access to mental health services across the lifespan and to improve the community's perception of mental health. Mental health is a state of well-being in which an individual realizes their abilities, cope positively with the stresses of life, and work productively while contributing to their community. Mental health encompasses a holistic view including the emotional, psychological, spiritual, social, and physical well-being. Therefore, this CHIP seeks to increase the accessibility and acceptability of mental health services for Guernsey County residents.

Goal 3.1: Guernsey County residents will have increased access to mental health services.

Key Measure(s): Amount of mental health resources available to Guernsey County residents.

Alignment with National Priorities: Health People 2020: <u>Mental Health Status Improvement</u> (Treatment Expansion)

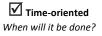
Alignment with <u>SHIP</u>: Mental Health and Addiction (Reduce depression)

Objective(s) that address **policy change(s)** needed to accomplish goal: Objective 3.1.1; 3.1.2

S.M.A.R.T. Objectives Achievable & Actionable Can it be done?



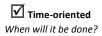
Goal 3.1: Guernsey County residents will have increased access to mental health services.					
Objectives	Measure	Action Steps	Timeframe	Lead	Status
Objective	Baseline: 28	Collaborate with local	Start:	Allwell	
3.1.1:	organizations	hospitals (Genesis &	6.1.18		
By December		SEORMC) and mental health			
31, 2020,	Target: 30	providers* to obtain a shared full time	End:		
health care	organizations	independently licensed	12.31.20		
organizations		mental health professional.			
in our		'			
jurisdiction will		Recruit from surrounding			
add at least		colleges.			
two full-time					
independently		Recruit Master level licensed			
licensed		social workers/clinical counselors, PA, certified			
mental health		mental health professionals			
professionals					
to serve		Establish MOU / shared			
Guernsey		service agreement with other			
County		agencies (i.e. Muskingum			
residents. ¹		Valley Health. Allwell, People			
		to People, Cedar Ridge,			
		Cambridge Counseling,			
		Mideast Ohio Behavioral			
		Health, Southeast Ohio Counseling etc.)			
		Courseing etc.)			
		Establish a policy for the			
		Guernsey County Health			
		Department to prioritize			
		efforts to find and retain at			
		least two mental health			
		professionals within the			
		County.			



¹ Consistent with Ohio 2017-2019 State Health Improvement Plan's evidence-based public health practices (behavioral health workforce pipeline programs)

Objectives	Measure	Action Steps	Timeframe	Lead	Status
Objective	Baseline: 0	Recruit video counselors	Start:	Allwell	
3.1.2:			6.1.18		
Public Health	Target: 1	Shared services with			
staff will meet		agencies providing tele- services.	End:		
with key		services.	12.31.20		
stakeholders at		Establish MOU, policies, or			
health care		support of services with			
organizations		agencies that provide or will			
in our		provide tele-mental health			
jurisdiction		services			
resulting in at		Establish a Guernsey County			
least 1 health		Health Department policy			
care		outlining the minimum			
organization		required qualifications of			
committing to		Tele-Mental Health			
provide Tele-		professionals.			
Mental Health					
counseling					
services					
Guernsey					
County					
residents by					
December 31,					
2020.					





Goal 3.2: Guernsey County residents will have a positive perception of and willingness to utilize mental health services.

Key Measure(s): Attitudes of Guernsey County residents.

Alignment with National Priorities: Health People 2020: <u>Mental Health Status Improvement</u> (Treatment Expansion)

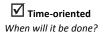
Alignment with <u>SHIP</u>: Mental Health and Addiction (Reduce depression)

Objective(s) that address **policy change(s)** needed to accomplish goal: --

Goal 3.2: Guernsey County residents will have a positive perception of and willingness to utilize mental health services.

Objectives	Measure	Action Steps	Timeframe	Lead	Status
Objective	Baseline: From	Create pre- and post-	Start:	Cambridge-	
3.2.1:	pre survey	assessment survey and	6.1.18	Guernsey	
By December		distribute to random sample		County	
31, 2020,	Target: Decrease	of Guernsey County residents	End:	Health Department	
reduce the	of 10% from pre	residents	12.31.20	Department	
number of	to post-survey.	Utilize social media,			
respondents		newspaper for prevention			
who report		and positive perception of			
they are		mental health treatment.			
uncomfortable		Collaborate with local			
seeking		schools, businesses,			
treatment by		agencies, and faith-based			
10%.		organizations to educate on			
		mental health.			
		Explore grants/funding opportunity to implement			
		community awareness			
		campaign			





Goal 3.2: Guernsey County residents will have a positive perception of and willingness to utilize mental health services.

Objectives	Measure	Action Steps	Timeframe	Lead	Status
Objective	Baseline: 0	Send expert to speak and	Start:	Cambridge-	
3.2.2:	survey	educate schools. (Pertaining	8.1.18	Guernsey	
By December		to depression, suicide,		County	
31, 2020,	Target: 1 survey	anxiety, self-esteem etc.) ²	End:	Health	
conduct a			12.31.20	Department	
survey of		Look at current curriculum			
schools in		and add mental health topics where needed through K-12.			
Guernsey		······································			
County to		Reach out to schools in			
understand the		Guernsey County to			
current mental		determine interest level.			
health					
curriculum and					
address gaps					
in that					
curriculum.					

²Consistent with Ohio 2017-2019 State Health Improvement Plan's evidence-based public health practices (school-based health centers, early childhood education, PBIS Tier 1, school-based social and emotional instruction, and universal school-based suicide awareness and education programs).

Measurable Can WE measure it? S.M.A.R.T. Objectives

 S.M.A.R.T. Objectives

 Achievable & Actionable

 Can it be done?



Time-oriented When will it be done? **Goal 3.3:** Address mental health wellness of children and families in Guernsey County impacted by drug and alcohol issues within their environment.

Key Measure(s): Number of referrals made to children services directly related to drug and alcohol issues in Guernsey County who use, or live in a home with people who use, alcohol or drugs.

Baseline: Of the 54 new children at CPS in 2016, 43 (80%) were related to substance abuse. **Target**: 75%

Alignment with National Priorities: Health People 2020: Mental Health Status Improvement

(Treatment Expansion)

Alignment with **SHIP**: Mental Health and Addiction (Reduce depression)

Objective(s) that address **policy change(s)** needed to accomplish goal: --

Goal 3.3: Address mental health wellness of children and families in Guernsey County impacted by drug and alcohol issues within their environment.

Objectives	Measure	Action Steps	Timefra	Lead	Status
			me		
Objective 3.3.1:	Baseline: No	Meet with school social workers	Start:	Allwell	
By December 31,	referral system	and counselors	8.1.18		
2020, create a					
countywide	Target: Create	Develop external referral form	End:		
referral system in	referral system	to include all local drug & alcohol / mental health care	12.31.20		
Guernsey County		providers* for all schools to			
Schools.		facilitate services.			



Goal 3.3: Address mental health wellness of children and families in Guernsey County impacted by drug and alcohol issues within their environment.

Objectives	Measure	Action Steps	Timefra	Lead	Status
			me		
Objective 3.3.2:	Baseline: No	Conduct assessment	Start:	Allwell	
By December 31,	survey		8.1.18		
2020 conduct a		Disseminate survey information			
youth behavior	Target:	to parents and families pre- and post-test.	End:		
self-assessment	Completed		12.31.20		
survey on targeted	survey	Educational materials on			
grade levels with		mental health, including risk			
in Guernsey		identifiers, and referral lists for			
County schools. ¹		Guernsey County.			

* List of Potential Partners

- Local hospitals (Southeast Ohio Regional Medical Center, Genesis)
- Muskingum Valley Health
- Allwell
- People to People
- Cedar Ridge
- Cambridge Counseling
- Mideast Ohio Behavioral Health
- Southeast Ohio Counseling
- Mental Health Recovery Board

¹ Consistent with Ohio 2017-2019 State Health Improvement Plan's evidence-based public health practices (Screening for clinical depression for all patients 12 or older using a standardized tool, screening for suicide for all patients 12 or older using a standardized tool). S.M.A.R.T. Objectives <u>Primary Care Services</u> Muskingum Valley Health Center Genesis Health Care of Cambridge Work Pro (Sports and Work Physicals) Veterans Administration Clinic

<u>Adult Care Homes</u> Greystone Health & Rehabilitation Cambridge Health & Rehab Center Cardinal Place Country View Assisted Living Red Carpet Health Care(upper) Astoria Place (lower)

<u>Geriatric Services</u> Area Agency on Aging Region 9 Guernsey Co. Senior Citizens Center

<u>Child Care Facilities</u> All For Kids Certified Daycare Providers Wee Cherish Preschool

<u>Maternal Care Services</u> GRADS Program SEORMC Childbirth Center OB/GYN Spec. of Southeastern Ohio, Inc.

<u>Preventive and Primary Care Services For Children</u> Bright Beginnings OVESC GMN Head Start

<u>Reproductive Health Services</u> Cambridge-Guernsey County Health Dept Southeastern Ohio OB/GYN Specialist

<u>Home Health</u> Cambridge Home Health Foster Bridge Hospice of Guernsey Interim Healthcare Quality Of Life Home Care

EMS County Wide 911 Service United Ambulance

Specific How will you know it is done? Measurable Can WE measure it? S.M.A.R.T. Objectives Achievable & Actionable Can it be done?



Drug & Alcohol Services of Guernsey County Alcohol and Drug Services of Guernsey County Allwell Cedar Ridge Behavioral

Social Services Cambridge Church of Christ Assembly of God (1st and 3rd Thursday of every month 12:00 pm-1:00 pm) Feed My People (Balanced hit meal 6 days a week. 9:00 am - 1:00 pm (lunch 11:15 am - 12:30 pm) First Church of the Nazarene (Food Pantry 2nd & 4th Thursday of month 10:00 am - 11:30 am) GRACE Pantry (4th Friday of each month 11:00 am - 1:30 pm & 4:00 pm - 6:00 pm Satellite Distribution 2nd Friday of each month 10:00 am - 11:30 am at Center United Methodist Church on Cadiz Rd. Guernsey Co. Senior Citizens Center (Home Delivery) Robert T. Secrest Senior Center Salvation Army (Share & Care 1st, 2nd & 3rd Thursday) for Produce @ 1:00 pm or Call after 10:00 am

Housing/Shelter Assistance Programs Aspen Greene Apartments Berwick Apartments Byesville Gardens Cambridge Heights Apartments Cambridge Metropolitan Housing Authority Cambridge Village Coventry Heights Apartments Heritage Court Apartments The Homes of Huston Hills County Veterans Services Maple Heights Apartments

<u>Transport Services Special Needs Population</u> Department of Jobs and Family Services SEAT Bus Guernsey County Senior Transportation Vans for Veterans/Veterans Service Office

<u>Health Promotion/Prevention Nutritional Services Health Screenings Laboratory</u> Community Health Link Guernsey Co. Family & Children 1st Council

Housing Lakeview Terrace Laughlin Woods Apartments Maple Arms Apartments Mayor Estates Apartments Meadow Park Village Pine Knoll Apartment Community

How will you know it is done?

Measurable Can WE measure it? S.M.A.R.T. Objectives Achievable & Actionable Can it be done?



Salvation Army (Share & Care) Skyview East Apartments Wills Creek Valley Apartments The Village at Sky Meadows

Assistance Programs Department of Job and Family Services GMN/CAC (HEAP) Salvation Army Guernsey Co. Children Services Board Guernsey Co. Health Dept WIC Help Me Grow OSU Extension Guernsey Co. Wellness Resource Center SEORMC

<u>General Practitioners</u> Community Care Center Dr. Kollengoode's Office Conaway, Ed, MD Nau, Melissa, MD Bryan, Lindsey, NP Lall, Shobha, MD Pritchett, Erika, MD Muskingum Valley Health Center Schubert, Sandra MD Hack, Hillary, MD Simmerman, Angela

OB/GYN

Binkiewicz, Joseph, MD, Wright, Paul, MD Pavlik, Vickie, MD (GYN only)

Internal Medicine Primary Care, Cardiology Gastroenterology

Colby, Ed, MD Mahayri, Eyad, MD Medical Associates: Goggin, Mark, MD Goggin, Pat, MD Odejedelae, K., MD Rush, Doug, MD Shashi, Vora, MD Durant, Stephen, MD OSU Cardiology of Cambridge Pain Management Clinic/M. Sayegh, MD Rass, Amjad, MD Ray, David, DO Muskingum Valley Health Center

Specific How will you know it is done? Measurable Can WE measure it? S.M.A.R.T. Objectives Achievable & Actionable Can it be done?



Optometrists/Ophthalmologist Eye Surgery of Eastern Ohio Antalis, John, MD (Surgery by referral only) Cambridge Family Eyecare Luminous Eye Care The Eye Site Wal-Mart Vision Center

<u>Urgent Care</u> SEORMC Fast Track Genesis Health Center Urgent Care

<u>Urology</u> Maximo, Cliff, MD

<u>E.N.T.</u> Southeastern Ohio E.N.T.

<u>Nurse Practitioners</u> Tammy Lawson, WHCNP

<u>Chiropractic Services</u> Advanced Spinal Care Cox, Rick, D.C. Dollison, Carl, D.C. Doudna, Stephen, D.C. Fall, Bryan, D.C. Jefferies Chiropractic & Wellness

Dental Health Providers Ohio Smiles DuBois, C., D.D.S. Duff, Gary, D.D.S Muskingum Valley Oral Surgery Fanti, Joseph, D.D.S. Farahay Family Dental Care Fender, W., D.D.S. Gardinsky, George/John/Karen, D.D.S. Jones, B. K., II, D.D.S. Woodlawn Dental Center Wakefield, Darcy, D.D.S.

<u>Education</u> Cambridge High School

Specific How will you know it is done? Measurable Can WE measure it? S.M.A.R.T. Objectives Achievable & Actionable Can it be done?



Cambridge Middle School **Central Elementary School** North Elementary School South Elementary School Meadowbrook High School Meadowbrook Middle School Brook Intermediate School **Byesville Elementary School** Secrest Elementary School Buckeye Trail High/Middle School Buckeye Trail Elementary School **Pike Elementary School** St. Benedict School **Buffalo Campus Foxfire School** Mid East Career and Technology Center

<u>Media</u>

The Daily Jeffersonian Your Radio Place.com (KC105, 96FM, 97.7 FM, 93BNV) WHIZ Media Group Zanesville Times Recorder WTOV 9 - TV WTRF - TV

Government Guernsey County Soil & Water Guernsey County Veterans Services Guernsey County Engineer Guernsey County Auto Title Guernsey County Juvenile Court Guernsey County Adult Probation Department Guernsey County Highway Department Cambridge Municipal Court Guernsey County Commissioners Guernsey County Auditor Board of Elections Guernsey County Treasurer Probate Court Recorder

<u>Law Enforcement</u> Guernsey Co. Sheriff's Office Cambridge Police Department Ohio State Highway Patrol -Cambridge Patrol Post Cambridge Fire - EMS Department

SpecificMeasurableHow will you know it is done?Can WE measure it?

S.M.A.R.T. Objectives Achievable & Actionable Can it be done?



Time-oriented When will it be done? Kimbolton Fire-EMS Department Senecaville Fire- EMS Department Byesville Fire - EMS Department Cumberland Fire - EMS Department Fairview Fire - EMS Department Old Washington Fire - EMS Department Pleasant City Fire - EMS Department Quaker City Fire - EMS Department Lore City Fire - EMS Department

<u>Arts & Culture</u> Eoag Art Center Guernsey County Library Crossroads Library

Measurable Can WE measure it? S.M.A.R.T. Objectives Achievable & Actionable Can it be done?



CHA PRIORITIZATION PARTICIPANTS

Rose Ball	Cambridge-Guernsey County Health Department
Sharon Bean	Guensey County United Way
Brooke Campbell	Area Agency on Aging, Region 9
Edward Colby	Cambridge-Guernsey County Health Department
Matt Costello	Guernsey County Board of Developmental Disabilities
Olivia Cunningham	MU Health Centers
Stephanie Danford	Noble Family Violence Council
Angie Feldner	Noble County Health Department
Allen Fraley	Noble County Chamber of Commerce & Tourism Bureau
Skip Gardner	Guernsey County Community Member
Angie Gray	Cambridge-Guernsey County Health Department
Herman Gray	Workforce Development Board, Area 15 Chair
Vickie Hare	Mental Health & Recovery Services
Samantha Hesson	Noble County Health Department
Kathy Jamiel	Guernsey County Department of Job and Family Services
Mark Johnson	Noble County Health Department
Mindy Lowe	Noble County Department of Job and Family Services
Amy Murphy	Noble County Health Deparment
Diane Phillips	Area Agency on Aging, Region 9
Shawn Ray	Noble County Health Deparment
Shari Rayner	Noble County Health Deparment
Gary Ricer	Guernsey Monroe Noble Tri-county CAC, Inc.
Randy Shepard	Cambridge-Guernsey County Health Department
Jim Stall	United Ambulance
Tammy Stillion	Allwell
Shelly Thompson	Southeastern Ohio Regional Medical Center
Mikaela Van Wey	Cambridge-Guernsey County Health Department
Tim Welch	Guernsey County Juvenile Court
Judy Wiesand	Noble County Family & Children First Council
Jolele Williamson	Noble County Health Department
Stephanie Pfalzgraf	Guernsey County Senior Citizens Center
-	

MENTAL HEALTH WORK GROUP

Rose Ball	Cambridge-Guernsey County Health Department
Edward Colby	Cambridge-Guernsey County Health Department
Holly Gadd	Area Agency on Aging, Region 9
Rainey Oliver	Allwell
Randy Shepard	Cambridge-Guernsey County Health Department
Mikaela Van Wey	Cambridge-Guernsey County Health Department

DRUG DEPENDENCY/ABUSE WORKGROUP

Rose Ball	Cambridge-Guernsey County Health Department
Roger Birch	Mental Health and Recovery Services Board
Sharon Cassler	City of Cambridge
Janie Downard	Guernsey County Senior Citizens Center
Kathy Fetzer, RN	Southeastern Ohio Regional Medical Center
Angie Gray,RN	Cambridge-Guernsey County Health Department
Vickie Hare	Mental Health and Recovery Services Board
Datha Keyser, RN	Southeastern Ohio Regional Medical Center
Marilyn Moorehead, RN	Guernsey County Community Member
Stephanie Pfalzgraf	Guernsey County Senior Citizens Center
Tracy Taylor, RN	East Guernsey Local School District
Karen Wiggins	Alcohol & Drug Services of Guernsey County

CHRONIC DISEASE WORKGROUP

Jeff Arnold	Area Agency on Aging, Region 9
Rose Ball	Cambridge-Guernsey County Health Department
Brooke Campbell	Area Agency on Aging, Region 9
Matt Costello	Guernsey County Board of Developmental Disabilities
Kathy Fetzer	Southeastern Ohio Regional Medical Center
Kathy Jamiel	Guernsey County Department of Job and Family Services
Stephanie Laube	Guernsey County United Way
Annie Lehner	Southeastern Ohio Regional Medical Center
Kylee Quinn	Guernsey County Senior Citizens Center
Michele Thompson	Cambridge-Guernsey County Health Department
Shelly Thompson	Southeastern Ohio Regional Medical Center

Measurable Can WE measure it?