Forsyth County
Department of Public Health
Promoting Health, Improving Lives

NCPH
North Carolina Public Health

Forsyth County Community Health Action Plan 2011

Designed to address Community Health Assessment priorities

County: Forsyth **Partnership:** Healthy Community Coalition **Period Covered:** 2012-2015

LOCAL PRIORITY ISSUE

- Priority issue: Healthy Families
- Was this issue identified as a priority in your county's most recent CHA? Yes

LOCAL COMMUNITY OBJECTIVE Please check one: _X_ New __ Ongoing (was addressed in previous Action Plan)

- By (year): 2015
- Objective: Decrease the percent of middle school students who describe themselves as slightly or very overweight.
- Original Baseline: 26% of WS/FC Middle School Students describe themselves as slightly or very overweight.
- Date and source of original baseline data: 2011 Youth Risk Behavior Survey WSFC Middle School Students

POPULATION(S)

- Describe the local population(s) experiencing disparities related to this local community objective: School Age families in Forsyth County. According to 2011 YRBS WFSC Middle School results, females, African Americans and sixth graders were more likely to report being slightly or overweight.
- Total number of persons in the local disparity population(s): 25,132 Elementary School students in Winston-Salem/ Forsyth County Schools
- Number you plan to reach with the interventions in this action plan: 50% of the K-5 student population and their families

HEALTHY NC 2020 FOCUS AREA ADDRESSED

__ Tobacco Use
X Physical Activity and Nutrition
__ Substance Abuse
__ STDs/Unintended Pregnancy
__ Environmental Health

__ Social Determinants of Health (Poverty, Education, Housing)
__ Maternal and Infant Health
__ Injury
__ Mental Health
__ Oral Health

__ Infectious Diseases/ Food-Borne Illness
__ Chronic Disease (Diabetes, Colorectal Cancer, Cardiovascular Disease)
__ Cross-cutting (Life Expectancy, Uninsured, Adult Obesity)

- **List HEALTHY NC 2020 Objective**: Objective1:Increase the percentage of high school students who are neither overweight or obese

RESEARCH RE. WHAT HAS WORKED ELSEWHERE*

List the 3-5 evidence-based interventions (proven to effectively address this priority issue) that seem the most suitable for your community and/or target group. **Training and information are available from DPH. Contact your regional consultant about how to access them.*

Intervention	Describe the evidence of effectiveness (type of evaluation, outcomes)	Source
Obesity Prevention: Technology-Supported multi-component coaching or counseling interventions to reduce weight and maintain weight loss (computers, pedometers, in-person counseling, manual tracking, printed lessons, written feedback)	The Task Force finding was made in June 2009. It was based on a systematic review of all available studies, conducted on behalf of the Task Force by a team of specialists in systematic review methods, and in research, practice and policy related to obesity prevention and control.	http://www.thecommunityguide.org/obesity/TechnologicalCoaching.html
Obesity Prevention: School based programs	While nine studies among children and one among adolescents qualified for the review, they did not identify comparable outcomes. The studies showed some positive effects on outcomes related to weight status, but changes were small and the measures used were varied. These results were based on a systematic review of all available studies, conducted on behalf of the Task Force by a team of specialists in systematic review methods, and in research, practice and policy related to obesity prevention and control.	http://www.thecommunityguide.org/obesity/schoolbased.html

Obesity Prevention: Worksite Wellness Worksite nutrition and physical activity programs are designed to improve health-related behaviors and health outcomes. These programs can include one or more approaches to support behavioral change including informational and educational, behavioral and social, and policy and environmental strategies.	Forty-seven studies qualified for the review and included three outcome measures: body mass index (BMI), weight, and percent body fat.
	• The most common intervention strategies included both informational and behavioral skills components (32 studies). Few studies (4 studies) looked at policy and environmental changes in the worksite.
	• Effects on the three outcomes consistently favored:
	  • The intervention group compared to the controls (31 studies)
	  • Those receiving more intensive versus less intensive strategies (9 studies).
	  • In individually randomized controlled trials, results showed that compared with control groups after 12 months, participating employees lost an average of 2.8 pounds (9 studies) and reduced their average BMI by 0.5 (6 studies).
	• No one focus, diet or physical activity, or combination of both appeared to be better than others in terms of its effect on weight loss.
	• Most of the studies involved a white collar workforce that included some employees with overweight or other chronic disease risk conditions.
	These results were based on a systematic review of all available studies, conducted on behalf of the Task Force by a team of specialists in systematic review methods, and in research, practice and policy related to worksite programs to prevent and control obesity.
		http://www.thecommunityguide.org/obesity/workprograms.html

Behavioral and Social approaches to increase physical activity: Individually-adapted health behavior change programs to increase physical activity teach behavioral skills to help participants incorporate physical activity into their daily routines. The programs are tailored to each individual's specific interests, preferences, and readiness for change.	The Community Preventive Services Task Force recommends implementing individually-adapted health behavior change programs based on strong evidence of their effectiveness in increasing physical activity and improving physical fitness among adults and children.	http://www.thecommunityguide.org/pa/behavioral-social/individuallyadapted.html
Behavioral and Social approaches to increase physical activity: Enhanced school-based physical education This review evaluated the effectiveness of enhancing physical education (PE) curricula by making classes longer or having students be more active during class in order to increase the amount of time students spend doing moderate or vigorous activity in PE class	The Community Preventive Services Task Force recommends implementing programs that increase the length of, or activity levels in, school-based physical education classes based on strong evidence of their effectiveness in improving both physical activity levels and physical fitness among school-aged children and adolescents.	http://www.thecommunityguide.org/pa/behavioral-social/schoolbased-pe.html

WHAT INTERVENTIONS ARE ALREADY ADDRESSING THIS ISSUE IN YOUR COMMUNITY?

Are any interventions/organizations currently addressing this issue? Yes_X__ No___ If so, please list below.

Intervention	Lead Agency	Progress to Date
Transformation Nation	YMCA, Forsyth Medical Center, WXII News 12	This 16 week program began in January 2012 and has had great success. WXII and the YMCA were even featured on the Dr. Oz show for this outstanding program.
Weigh to Wellness	Forsyth Medical Center	Weigh to Wellness is a comprehensive 10 week program led by licensed experts.
Healthy, Fit and Strong	WSFC Schools, YMCA	12-15 week pilot program for parents of school aged children. Currently in one school, working to add extra schools. Focus on physical activity and nutrition.
Best Health	Wake Health	Hold community classes at Hanes Mall for adults and children.
Brenner Fit	Brenner's Children Hospital/ Wake Health	Comprehensive pediatric weight management program. Outpatient clinic is available by referral for both English and Spanish speaking families. Also offers free community workshops.
Be Healthy School Kids	Forsyth County Department of Public Health	Nutrition/physical activity program that uses the Organ Wise Guys Curriculum in 16 elementary schools to promote healthy lifestyle choices. Behealthy campaigns were run in 9 schools for the 2011-2012 school year.
Cancer Services – Body & Soul	Cancer Services	Program was developed by the American Cancer Society for African American churches. This program focuses on physical activity and nutrition.
Healthy Kids Day	YMCA	A national initiative of the Y to improve the health and well-being of kids. More than 1,900 Y's across the country are taking part in the celebration with free

		community events for families, meant to kick start physical activity and learning throughout the summer. (William G. White Jr. YMCA hold one every year)
PACES (Program for Active Children Eating Smarter)	YMCA	12-week program where young people will learn about nutrition and engage in exercising and fun activities. Ages 10-15 years old.

WHAT RELEVANT COMMUNITY STRENGTHS AND ASSETS MIGHT HELP ADDRESS THIS PRIORITY ISSUE?

Community, neighborhood, and/or demographic group	Individual, civic group, organization, business, facility, etc. connected to this group	How this asset might help
LaDeara Crest Community	WSSU (nursing students do health screenings) FCDPH-Behealthy School Kids Program, Youth Tobacco Prevention Program	Individual community center hosts health resource fairs for residents to visit to get health screenings and get information that would help them make healthier lifestyle choices. This event is for the families in the neighborhood and organizations and universities partner to bring them health information.
School Wellness Policy Committee/School Wellness Councils	FCDPH, Parents, Students, hospitals, Child Nutrition (Chartwells), YMCA	Working with several community groups/organizations for the well-being of students in the school system can bridge relationships and create more opportunity for collaboration for healthy living.
SHAC	FCDPH Health Director, WSFCS Superintendent, Wake Forest Baptist Health, Downtown Health Plaza	Discuss issues of students' health and wellness with health department staff, hospitals, other medical staff, principals, and community members
Behealthy Schools	WSFCS	Provide nutrition and physical activity education in elementary schools. Work with School Wellness Policy Committee.
YMCA/YWCA After School Programs	Local school systems in the five-county area.	Activities in the curriculum include health & wellness, arts & humanities, science & technology and service learning projects
Forsyth County Department of Public Health (FCDPH)	WSFCS, YMCA, Wake Baptist Health, Novant Health, WSSU	Lead agency for bringing different groups together to collaborate and support one another on the issues of Healthy Families
Novant Health/Forsyth Hospital	FCDPH, WSFCS	Responsibility for many interventions and activities that focus on the health of the community.

INTERVENTIONS: SETTING, & TIMEFRAME	COMMUNITY PARTNERS' Roles and Responsibilities	PLAN HOW YOU WILL EVALUATE EFFECTIVENESS
INTERVENTIONS SPECIFICALLY TARGETING HEALTH DISPARITIES		
Intervention: Peer Education on nutrition and physical activity topics Intervention: _X_ new __ ongoing __ completed Setting: WSFC Schools Start Date – End Date (mm/yy): School year 2013- ongoing Level of Intervention - change in: __ Individuals _X_ Policy &/or Environment	Lead Agency: WSFC Schools Role: Sponsor and support a peer education program Partners: Forsyth Medical Center Role: Provide adult leaders, and current student health club for pilot program Partners: YMCA Role: Provide adult leaders, and students from the government club for pilot program. Partners: Youth Empowered Solutions (YES!) Role: Provide training for adult leaders, and designated students. Partners: Forsyth County Health Dept. Role: Serve on advisory committee, provide advice and support for the program as needed.	**1. Quantify what you will do** • 2 Pilot groups of students: 1) West Forsyth High School, 2) YMCA Youth in Government • Send adult leaders to one YES! Training • Provide YES! Training for designated student participants. • Conduct pre/post surveys for student knowledge about perception of physical activity and nutrition • Use teen groups to provide peer education for Title I schools. **2. Expected outcomes:** • This intervention will use the evidence-based peer education model that was developed by Youth Empowered Solutions (YES!) • The West Forsyth High School student group will provide peer education at their school. The expected outcome being the creation of a new social norm related to physical activity and nutrition • The YMCA Youth in Government groups will work with multiple schools to provide peer education on physical activity and nutrition. This group will also work on writing policies that improve physical activity and nutrition.
INDIVIDUAL CHANGE INTERVENTIONS		
Intervention: Transformation Nation: Families Intervention: _X_ new __ ongoing __ completed Setting: Forsyth County Start Date – End Date (mm/yy): July 2012-June 2015	The lead agencies are: YMCA Partnering Agencies: Novant Health, WXII, WSFC Schools, Parks & Recreation, Forsyth County Department of Public Health, Family Services Include how you're marketing the intervention: WXII media partner, School and Community Newsletters, Social Media	**1. Quantify what you will do**: • 1,000 + participants • 4 month program • 1+ classes per week • Track total pounds loss or other biometric data **2. Expected outcomes:** • Increase health of families in Forsyth County

Intervention: Community collaboration for increased health of individuals and families. Intervention: _X_ new __ ongoing __ completed Setting: Forsyth County Start Date – End Date (mm/yy): July 2012-ongoing	Agencies partnering for this intervention include: WSFC Schools; Forsyth County Department of Public Health; YMCA City of Winston-Salem; Forsyth County; Novant Health; Wake Health Include how you're marketing the intervention: Cross promotion of programs and services via newsletters, social media, emails, word of mouth.	**1. Quantify what you will do:** •Increase community partners at the table for program planning •Communicate via meetings or Google group to check-in on current initiatives and hold each other accountable. **2. Expected outcomes:** • Increased collaboration between community partners to increase the health of families in Forsyth County. • Community partners working together on events and activities in Forsyth County that relate to nutrition and physical activity. • Expansion and enrichment of currently offered programs and services in Forsyth County related to wellness.
POLICY OR ENVIRONMENTAL CHANGE INTERVENTIONS		
Intervention: Create and promote unified health messaging that relates to physical activity, nutrition and health. Intervention: _X_ new __ ongoing __ completed Setting: Forsyth County Start Date – End Date (mm/yy): July 2012-June 2015	The lead agency is the Be Healthy Coalition Partnering agencies include: WSFC Schools; Forsyth County Department of Public Health; YMCA; Novant Health; Wake Health Include how you're marketing the intervention Meet with designated agencies to request their partnership in using the created unified message.	**1. Quantify what you will do:** • Work as a community collaboration to create a unified message for physical activity and nutrition. (Example: 5-3-2-1-Almost None) • Gain support for unified message from all schools, hospitals, physician offices, health department, recreation facilities and other organizations that that promote health. **2. Expected outcomes:** • To reduce confusion in Forsyth County as it relates to physical activity, nutrition and healthy living by having the same message given by all. • Increase health of Forsyth County residents through unified messaging.
Intervention: School Wellness Policy Evaluation Intervention: _X__ new ___ ongoing ___ completed Setting: Winston Salem/ Forsyth County School System Start Date – End Date (mm/yy): 2012-2015 (every 2 years)	The lead agencies are: WSFC Schools and they will provide support and facilitate collaboration of school/ health department relationship. Participating agencies: Forsyth County Department of Public Health will administer electronic survey Include how you're marketing the intervention Email distribution Presentations to Board of Education, Board of Health, PTA groups, etc.	**1. Quantify what you will do**: • Yearly survey distribution to all WSFC Schools • Survey distributed to each school principal or designated teacher. • Receive yearly reports from school wellness committees updating on their school's compliance with the policy. • Provide community presentations about the policy. **2. Expected outcomes:** • To gain knowledge on resources being used in each school as it relates to obesity prevention. • To follow-up with individual school wellness committees, and offer support on their committee. • Increase parental and community knowledge of the school wellness policy and what it means for children in Forsyth County.