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, if applicable: Healthy Community Coalition** **Period Covered: 2012 -2015**

LOCAL PRIORITY ISSUE

- Priority issue: *Tobacco prevention and cessation*
- Was this issue identified as a priority in your county's most recent CHA? _X_ Yes __ No

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

- By (year): 2015
- Objective: Reduce the percent of high school students who report using tobacco products on a daily basis by 1%.
- Original Baseline: 18% of High School students reported smoking cigarettes on one or more days in the past 30 days.
- Date and source of original baseline data: 2011 YRBS for Winston-Salem Forsyth County Schools (WSFCS)

POPULATION(S)

- Describe the local population(s) experiencing disparities related to this local community objective: Middle and High school students in Forsyth County
- Total number of persons in the local disparity population(s): 27,127 students
- Number you plan to reach with the interventions in this action plan: 25% of the middle and high school population

HEALTHY NC 2020 FOCUS AREA ADDRESSED

_X_ Tobacco Use
__ 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)

- Check **one** Healthy NC 2020 focus area: (Which objective below most closely aligns with your local community objective?)
- **List HEALTHY NC 2020 Objective**:
  - **Objective 2**: Decrease the percentage of high school students reporting current use of any tobacco product.

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.

Intervention	Describe the evidence of Effectiveness (type of evaluation, outcomes)	Source
Tobacco Reality Unfiltered (TRU) State-wide program to reduce teen tobacco use.	Since the start of the state-wide TRU campaign in 2003, there are 53,000 fewer teen tobacco users in North Carolina.	**http://www.realityunfiltered.com/**
Reducing tobacco use initiation: mass media campaigns combined with other interventions	The Community Preventive Services Task Force recommends mass media campaigns based on strong evidence of their effectiveness in reducing tobacco use among adolescents when implemented in combination with tobacco price increases, school-based education, and other community education programs.	**http://www.thecommunityguide.org/tobacco/initiation/massmediaeducation.html**
Reducing minors' access to tobacco products: Community mobilization and additional interventions	The Community Preventive Services Task Force recommends community mobilization combined with additional interventions —such as stronger local laws directed at retailers, active enforcement of retailer sales laws, and retailer education with reinforcement—on the basis of sufficient evidence of effectiveness in reducing youth tobacco use and access to tobacco products from commercial sources.	**http://www.thecommunityguide.org/tobacco/restrictingaccess/communityinterventions.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
100% Tobacco Free Schools Policy	WSFC Schools	All school grounds are 100% tobacco free
Smoke free restaurants and bars	North Carolina	All restaurants and bars in NC are 100% smoke free
TRU Youth Advisory Council	FCDPH	TRU youth from various WSFC middle and high schools meet to discuss tobacco prevention; and provide school and community peer education.
ASPIRE – teen tobacco prevention and cessation online tool	WSFC School – ISS program	Students caught using tobacco products on school grounds are often referred to complete the ASPIRE program during ISS. This program is also used in health classes, etc. for prevention purposes.

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
Public Schools	WSFC Schools	Allow TRU to set up school displays about tobacco prevention Create announcements at school sporting events
Private/ Christian Schools	First Christian Academy	Hold TRU trainings for all private/ Christian schools in Forsyth County. Encourage schools to start TRU programs at their site.
After-school Care	Rec Centers, Boys & Girls Club, School based after-school care programs, etc.	Provide opportunity for TRU youth to provide peer education to younger students
Medical Community	WIC, Downtown Health Plaza, Physician Offices	Promote smoke-free homes/ prevention of youth exposure to second hand smoke.

INTERVENTIONS: SETTING, & TIMEFRAME	COMMUNITY PARTNERS' Roles and Responsibilities	PLAN HOW YOU WILL EVALUATE EFFECTIVENESS
INTERVENTIONS SPECIFICALLY TARGETING HEALTH DISPARITIES		
Intervention: TRU Youth Advisory Council Intervention: __ new _X_ ongoing __ completed Setting: Forsyth County Start Date – End Date (mm/yy): 2012 - ongoing	The lead agency is Forsyth County Department of Public Health and it will coordinate the TRU Youth Advisory Council Partnering Agencies: WSFC Schools Include how you're marketing the intervention School advertisement – flyers/ posters/ announcements Community advertisement – media/ website/ Social Media	**1. Quantify what you will do** • Recruit new TRU members yearly to keep a minimum of 15 active youth members • Hold 2+ meetings each month to discuss tobacco prevention and to plan school and community events • Hold quarterly school/ community events to raise awareness about the dangers of tobacco use **2. Expected outcomes:** • Raise awareness about the dangers of tobacco use. • Increase the number of youth saying NO to tobacco.
INDIVIDUAL CHANGE INTERVENTIONS		
Intervention: ASPIRE program Intervention: __ new _X_ ongoing __ completed Setting: Forsyth County Start Date – End Date (mm/yy): 2012 - ongoing	The lead agency is WSFC Schools and it will promote and use the program for youth caught using tobacco products on school grounds. Partnering Agencies: FCDPH – provide ongoing ASPIRE support Include how you're marketing the intervention: Information packets given to all ISS teachers and school administration.	**1. Quantify what you will do** • Hold annual training for teachers using ASPIRE. • Present ASPIRE program to school administration at quarterly meetings of principals/ assistant principals. **2. Expected outcomes:** • Increase youth knowledge about the dangers of tobacco use • Decrease the number of youth using tobacco products.
POLICY OR ENVIRONMENTAL CHANGE INTERVENTIONS		
Intervention: Secondhand Smoke prevention Intervention: _X_ new __ ongoing __ completed Setting: Forsyth County Start Date – End Date (mm/yy): 2012 - ongoing	The lead agency is Forsyth County Department of Public Health and it will promote the "Keep Childhood Smoke free" message through community interventions and media campaigns. Partnering Agencies: WSFC Schools WIC Downtown Health Plaza Physician Offices Include how you're marketing the intervention Social Media/ Flyers/ Pledge Cards	**1. Quantify what you will do** • Distribute pledge cards and information about keeping childhood smoke free (Smoke Free Homes campaign) • Collect numbers monthly from agencies participating to track use of pledge cards to reduce second hand smoke. **2. Expected outcomes:** • Decrease youth exposure to second hand smoke • Increase awareness about the harmful effects of second hand smoke.