Clermont County Community Health Improvement Plan

2014- 2019

A thriving, vibrant, and healthy community to live, play, work, learn and grow!

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Questions about this report may be addressed to:

Jackie Lindner, BSN, RN
Epidemiologist
Clermont County Public Health
2275 Bauer Road, Suite 300
Batavia, OH 45103
Phone: (513) 732-7499
Email: ccph@clermontcountyohio.gov
Website: www.ccphohio.org

Acknowledgements

Clermont County Public Health Steering Committee

Boys and Girls Club of Clermont County

Child Focus, Inc.

Clermont County Board of Commissioners

Clermont County Board of Developmental Disabilities

Clermont County Board of Health

Clermont County Community Services

Clermont County Coroner's Office

Clermont County Department of Job and Family Services

Clermont County Educational Service Center

Clermont County Emergency Management Agency

Clermont County Fire EMS Association

Clermont County Mental Health and Recovery Board

Clermont County Park District

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Emanuel O. Doyne, M.D., Pediatrician

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Introduction

Clermont County, Ohio

Our Community

Welcome to Clermont County, Ohio! Located in the southwest portion of the state, Clermont is the western-most designated Appalachian county in Ohio. While a community of varied heritages, many residents maintain a strong and rich Appalachian culture, particularly in the southeastern portion of the county.

The 2010 U.S. Census estimates the population of Clermont County to be 197,363, with a racial and ethnic distribution of 95.9% white, 1.2% African American, 1% Asian, and 1.9% other. The Hispanic or Latino population is estimated at 1.5% and growing.

Clermont County is comprised of 14 townships with populations ranging from 2,278 to 46,416. The most populated townships, which are largely suburban neighborhoods, are on the western side of the county, bordering Hamilton County and the city of Cincinnati. Agricultural and small residential areas are located in the eastern and southern portions of the county.

Community Health Improvement Plan Process

Local Public Health System Assessment

The process for development of the Community Health Improvement Plan (CHIP) began in 2012, when numerous stakeholders and community partners came together to assess the status of the local public health system in Clermont County utilizing the National Public Health Performance Standards Program (NPHPSP). This program examines the capacity and performance of the public health system, and identifies areas for improvement to ensure a strong system is in place. Among the outcomes identified were the need for a comprehensive community health assessment and a community health improvement plan.

Clermont County Community Health Assessment

In the spring of 2013, a steering committee, formed as an extension of the NPHPSP stakeholder group, came together to begin work on a Community Health Assessment (CHA). Through implementation of the Mobilizing Action through Planning and Partnerships (MAPP) model, Initial work on the CHA began with development of a health indicator matrix. Utilizing this tool, data was collected and a draft report was released in July of 2013. Following a comment period during which the CHA was posted on the CCPH webpage, the final CHA document was published in August 2013.

Forces of Change Assessment

Continuing with the MAPP process, two additional assessments were performed prior to the development of the CHIP. The Forces of Change Assessment was conducted in March of 2014 at a meeting with the public health steering committee. This assessment looked at four areas that typically are considered when thinking about forces of change - political, economic, social and technological. Each force of change has specific threats and opportunities. Within Clermont County, the forces identified, and their threats and opportunities, were as follows:

Medicaid Expansion

Threats: lack of providers, insufficient funding, stigma of public assistance, overburdening of healthcare system, lack of permanent funding

Opportunities: increased access to care, increased preventative care, focus on primary care, increased appropriate use of ER

Funding Sources

Threats: uncertainty about what will and will not be covered, instability of funding amounts and allocations, voter apathy, impact on families

Opportunities: increased collaboration, decreased duplication of services, increased efficiency, increased initiatives, new funding sources

Mental Illness

Threats: lack of services, client refusal of treatment, lack of insurance coverage, impact on families and the community, stigma associated with illness

Opportunities: Mobile crisis team and hotline, collaboration between mental health services and law enforcement, Child Focus services for children

Drug Epidemic

Threats: over-prescribing, impact on community, lack of treatment services, cost of treatment, high relapse rate, increased disease risk, impact on children

Opportunities: increased collaboration, formation of task force, Mental Health and Recovery Board services, increased awareness, education for medical professionals

Community Themes and Strengths Assessment

The second MAPP assessment conducted by the public health steering committee was the Community Themes and Strengths Assessment. This assessment asked the committee members to consider and discuss the following:

Quality of Life	Considered schools, the healthcare system, recreation, economic opportunities, networks of support, community participation and safety
Community Assets	Identification of assets such as healthcare facilities, schools and universities, fire/police/EMS, daycares, nursing homes, airport and more
Health Issues	Identified health issues including chronic disease, obesity, teen pregnancy, tobacco use, drug addiction, homelessness, mental health, aging population and others

Information from this assessment, combined with data and findings from the CHA, were used to develop a presentation and survey so input on these topics could be obtained from the public.

Community Health Improvement Plan

Input from the community was obtained between April - June 2014. Several mechanisms were utilized to inform the public of their opportunity to provide input, including a press release, website posting, social media messages, and an online survey. In addition, several community focus group presentations were held at township and village meetings, schools, and senior centers throughout the county. Information collected from these presentations and the online survey was collected, and a list of top health issues, identified by the community, was created.

Prioritization of the health issues was conducted by the steering committee through an online survey. Committee members were asked to evaluate each health issue based on the size of the problem, the seriousness of the problem, and the feasibility of the public health system partners positively impacting the problem. Data from the CHA was provided to assist with the evaluation process. A customized Hanlon prioritization method was applied to the committee member responses when the survey closed, and a numeric ranking was generated.

One additional issue, access to care, was considered by the steering committee in the prioritization process. While the group agreed that access to care was an important issue, it was acknowledged that this was a priority being looked at by another group - that being the Clermont County Chamber of Commerce, Agenda for the Future. The Health and Well-Being Subcommittee for Agenda for the Future is currently developing goals and strategies to address the access to care issue, and many of the CHIP steering committee members are included in that process. To avoid duplicating efforts, the CHIP steering committee opted not to include access to care in the CHIP, but will continue to participate in this process through Agenda for the Future and will monitor progress made in this area.

In June 2014, the steering committee reconvened to establish goals, objectives, strategies and activities for inclusion in the CHIP. A work plan was created that outlines the progress and evaluation measures for each of the included activities, and identifies the social determinants of health that were considered when selecting each strategy.

The work plan will serve as an action plan over the next five years, during which progress on meeting the goals and objectives will be monitored. Modifications and updates will be made to the work plan as needed, based on completion of activities, new information, and funding and legislative changes that will impact the community and selected strategies.

Though not an all-inclusive document, the CHIP is intended to provide the community with a look at the many great efforts occurring in our community to address health issues. Take this opportunity to participate in helping us achieve the community's definition of health, and contribute to fulfilling our vision of Clermont County:

A thriving, vibrant, healthy community to live, play, work, learn and grow!

Obesity

Obesity, Physical Activity, and Nutrition

What is obesity?

The terms 'obesity' and 'overweight' are defined by the Centers for Disease Control and Prevention (CDC) as "ranges of weight that are greater than what is generally considered healthy for a given height". These weight ranges are commonly determined by using height and weight measurements to calculate a body mass index (BMI), which correlates with (but is not a direct measure of) body fat. For children, age and sex-specific BMI percentiles are used.

Adult BMI	Weight Status
	Underweight below 18.5
	Normal 18.5 - 24.9
	Overweight 25.0 - 29.9
	Obese 30.0 and above

Child BMI	Weight Status
	Underweight less than the 5th percentile
	Normal 5th to below the 85th percentile
	Overweight 85th to less than the 95th percentile
	Obese Equal to or greater than the 95th percentile

Obesity has become a nationwide issue, impacting the health and well-being of children and adults alike. According to the CDC, obesity is impacting one-third of adults, and 17% of children 2 - 19 years of age in the United States. These figures reflect a doubling in the number of obese adults, and a tripling in the number of obese children, since 1980, creating an epidemic of obesity in our country (Trust for America's Health). In 2009-2010, a study of third grade students in Ohio found that 37.2% of Clermont County children and 34.7% of children statewide were overweight or obese.

Why is obesity a problem?

The health risks associated with obesity can affect both adults and children, and include:

- heart disease
- high cholesterol
- diabetes
- high blood pressure
- sleep apnea
- breathing problems
- musculoskeletal problems
- joint discomfort
- liver disease
- gallbladder disease

Obese children are more likely to become obese adults, and may experience social problems and low self-esteem

Obese adults may be at higher risk for developing certain types of cancer such as endometrial, breast and colon cancer

Annual cost for medical care of obese individuals is estimated to be $1,429 higher than for individuals of normal weight

What can we do to address the problem?

Reducing and preventing obesity begins with eating a healthy diet and being physically active.

The United States Department of Agriculture (USDA) program Choose My Plate recommends a diet low in fat, sugar and salt that contains whole grains, fruits and vegetables, as well as lean proteins. Knowing the amount of calories that are right for you and controlling portion sizes are helpful in maintaining a healthy diet.

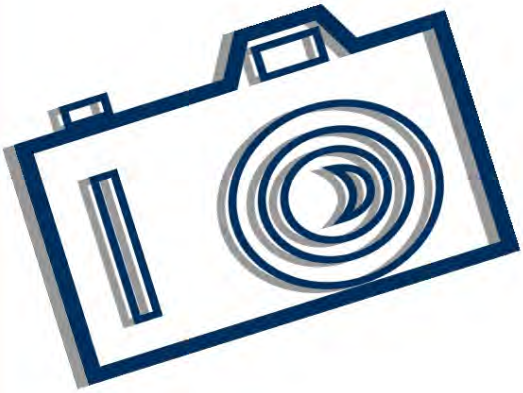
According to the Centers for Disease Control and Prevention breastfeeding can help prevent obesity. Breastfeeding for nine months reduces a baby's odds of becoming overweight by 30%. The risk of a baby becoming an overweight child decreases with each month of breastfeeding.

The United States Department of Health and Human Services (HHS) Physical Activity Guidelines for Americans recommends:

- children and adolescents get 60 minutes or more of physical activity a day
- adults should do at least 150 minutes of moderate physical activity per week

Routine physical activity should include aerobic and strengthening activities. Older adults and individuals with disabilities or chronic medical conditions should engage in regular physical activity according to their abilities. No matter what your level of fitness, physical inactivity should be avoided.

Community Snapshots



The Mayor of Amelia initiated the "Walk with the Mayor" program in 2013. This program will be repeated again in 2014 to encourage residents in that community to increase their physical activity.

The community of Williamsburg has launched an initiative called "Live Well Williamsburg!" which encourages residents to be more physically active.

The Milford Exempted Village School District, through a grant from Interact for Health, is participating in the Cook for America program, which encourages healthy school lunches prepared from scratch with whole, fresh foods for improved student nutrition.

Eastgate Mall, in Union Township, sponsors a Mall Walking Program, providing a free, indoor space for walking year round.

The University of Cincinnati East Campus has a bike loan program called Bearcat Bike Share which allows students and staff to borrow bicycles for use on nearby bike routes, increasing the opportunity for physical activity while on campus. UC East students are also working on converting classroom space into a workout room, with the purchase of five walking desks for student use.

The Clermont County WIC Program, which is staffed by Registered Dietitians, Certified Lactation Counselors, breastfeeding peer helpers and a Lactation Consultant, provides nutrition and breastfeeding education and support to pregnant and postpartum women, and families with children up to five years of age, who meet program qualifications.

Bright Ideas!

Workplace wellness programs are a great way to educate and motivate employees to be active and healthy.

Looking for some additional ideas or resources on obesity, physical activity and nutrition? Check out these bright ideas!

Want to track your daily activity in steps or miles? Try a pedometer or, if you have a smartphone, download an app to keep you on pace.

Community gardens provide opportunities for physical activity, good nutrition and social interaction. Start one in your neighborhood and reap the benefits.

No time to go to the gym? Everyday activities, like doing household chores, gardening, and walking the dog are easy ways to increase your physical activity.

Geocaching is an outdoor activity, similar to a treasure hunt, using GPS coordinates to find hidden geocache containers. Opportunities for geocaching are found all over the world, including here in Clermont County. Search online for additional information and geocaching events in your area. This is a great way to increase physical activity with family or friends.

GOAL 1

Improve health, fitness, and quality of life through daily physical activity.

OBJECTIVE 1.1

By August 2019, decrease by 5% the number of Clermont County adults and children who engage in no leisure time physical activity.

STRATEGY 1.1.1

Enhance the built environment in various settings (i.e., parks, schools, workplace) to promote and create opportunities for physical activities.

1

Activity:

Complete phase 3 of the Williamsburg to Batavia Bike/Hike Trail in 2014, and continue its expansion in the near future.

2

Activity:

Construct a new passive walking trail at the Ten Mile Creek Preserve in Pierce Township, creating opportunities for physical activity.

3

Activity:

Initiate the Walking Path Project at the University of Cincinnati Clermont Campus which will connect sidewalks on campus with sidewalks at the Southwest Ohio Developmental Center.

4

Activity:

Promote inclusion of sidewalks and bike paths in future construction projects through attendance, by Clermont County Public Health, at four Clermont County Planning Commission meetings, or other appropriate community development meetings.

OBJECTIVE 1.2

By August 2019, increase by 5% the number of adults in Clermont County who meet or exceed current federal physical activity guidelines for aerobic and muscle-strengthening activity.

STRATEGY 1.2.1

To increase the number of settings with opportunities and policies that promote and support physical activity (including worksites, parks, schools, etc.).

1 **Activity:**
Develop and promote free and/or low cost exercise classes (to include offerings like yoga, Zumba, Tai Chi and Dog Boot Camp) for adults through the Clermont County YMCA and the Clermont County Park District.

2 **Activity:**
Implement the CDC StairWELL to Better Health Program to promote the benefits of using the stairs and to encourage their use in place of elevators.

3 **Activity:**
Continue to offer classes such as Tai Chi, Strength and Balance, Zumba, and Silver Sneakers classes for older adults at Clermont County Senior Services Lifelong Learning Centers.

STRATEGY 1.2.2

Provide education about federal physical activity guidelines for adults and children through multiple media formats.

1 **Activity:**
Plan and facilitate the Family Fun 1 on an annual basis, through Clermont CAN, to include education about the benefits of physical activity.

2 **Activity:**
Create and publish a newsletter and newspaper articles several times per year through Clermont CAN for distribution to multiple media outlets.

3 **Activity:**
Utilize multiple media formats to disseminate public health messages about physical activity for adults and children through Clermont County Public Health media outlets.

GOAL 2

Promote health and reduce chronic disease risk through the consumption of healthful diets and achievement and maintenance of healthy body weights.

OBJECTIVE 2.1

By August 2019, decrease by 5% the proportion of children who are considered overweight/obese.

STRATEGY 2.1.1

Promote healthy weights and good nutrition among adults and children in Clermont County.

1

ACTIVITY:

Increase accessibility of, and promote access to, fresh fruit and vegetables to Clermont County WIC participants (ages four months and older) by distributing WIC farmer's market coupons at multiple farmer's market locations in Clermont County.

2

ACTIVITY:

Promote and implement physical activity and nutrition in Clermont County schools, targeting schools with 50% or higher eligibility for the free and reduced price lunch program, through SNAP-Ed program using Balance My Day curriculum.

3

ACTIVITY:

Expand the Family CAN program offered through Child Focus to include families in home visiting program as well as private childcare providers.

4

ACTIVITY:

Continue to provide individual nutrition counseling and referral for children who are, or who are at risk for being, overweight/obese (as evidenced through high weight for height growth patterns) monitored every 3-6 months through the Clermont County Women, Infants, and Children (WIC) program.

5

ACTIVITY:

Provide education to healthcare providers on routine assessment of BMI (or weight for height if under age 2) and benefits of providing counseling on nutrition and diet to children, adolescents, and adults.

6

ACTIVITY:

Promote events, such as International Walk to School Day, and programs like Fire Up Your Feet!, Safe Routes to School, and 5-2-1-0 Let's Go!, to Clermont County Schools and childcare providers.

STRATEGY 2.1.2

Provide education and resources regarding healthy nutrition guidelines for adults and children through multiple media formats.

1

ACTIVITY:

The OSU extension office will offer classes to the public that emphasize healthy food preparation and nutritious eating.

Daily News

2

ACTIVITY:

Clermont CAN will create and publish a newsletter and newspaper article several times per year for distribution to multiple media outlets.

3

ACTIVITY:

Clermont County Public Health will utilize multiple media outlets to disseminate public health messages about healthy eating and good nutrition for adults and children.

Drug Addiction

Drug Addiction

What is Drug Addiction?

Drug addiction is often thought of as being caused by poor judgement, lack of willpower or simply bad behavior; however, according to the National Institute on Drug Abuse, drug addiction is defined as:

"a chronic, relapsing brain disease that is characterized by compulsive drug seeking and use, despite harmful consequences".

Like other types of disease that affect the structure and function of different parts of the body, the disease of drug addiction alters the normal functioning of the brain. These complex changes can lead to compulsive behaviors that impair a person's self-control and hamper his/her impulse to use drugs.

Drug addiction can affect anyone.

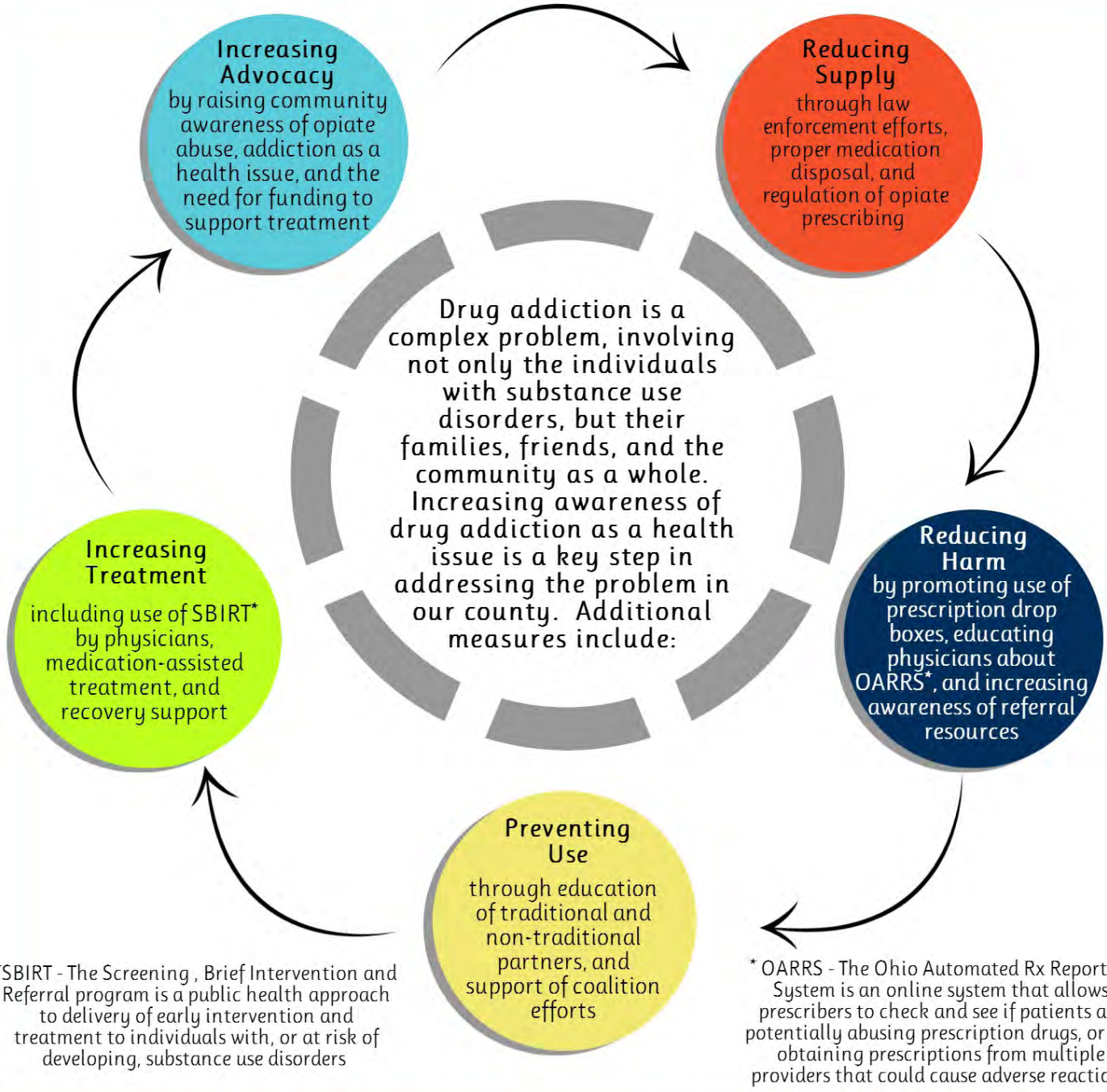
Certain factors, such as socioeconomic status, gender, presence of other mental health disorders, and age that drug use begins, may influence a person's risk of becoming addicted.

Why is drug addiction a problem in our community?

In Clermont County, drug addiction has had a significant impact on individuals, families, and our community:

- Clermont County has the 10th highest overdose rate of the 88 counties in Ohio
- Drug poisoning hospitalizations occurred at a rate of 44 per 100,000 which is double the state rate
- Nearly half of the children removed from their homes in 2013 were the result of caregiver drug use in the home
- The court system and law enforcement agencies are heavily burdened with drug-related cases
- The health risks associated with drug addiction are many, and include hepatitis B, hepatitis C, and HIV/AIDS
- The National Institute on Drug Abuse estimates costs associated with illicit drug use are $181 billion dollars annually

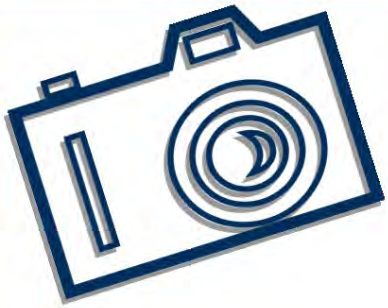
What can we do to address the problem?



*SBIRT - The Screening , Brief Intervention and Referral program is a public health approach to delivery of early intervention and treatment to individuals with, or at risk of developing, substance use disorders

* OARRS - The Ohio Automated Rx Reporting System is an online system that allows prescribers to check and see if patients are potentially abusing prescription drugs, or are obtaining prescriptions from multiple providers that could cause adverse reactions

Community Snapshots



- SOLACE (Surviving Our Loss and Continuing Everyday) is a program located in Clermont County to support and assist families affected by substance addiction. Additional information on this program is available at: www.drugfreeclermont.org/solace.html.
- In Clermont County, treatment resources for individuals with substance use disorders include Clermont Recovery Center (CRC), Northland, The Ridge, and Teen Challenge.

GOAL 1

Minimize/eliminate substance abuse, addiction, distribution, overdose and death in Clermont County through increased awareness, education, advocacy, and treatment.

OBJECTIVE 1.1

By August 2019, decrease by 50% the number of unintentional drug overdoses in Clermont County.

STRATEGY 1.1.1

Increase awareness of, and education about, addiction and unintentional drug overdose in Clermont County.

1

Activity:
Develop and distribute educational information utilizing multiple media outlets regarding issues related to unintentional drug overdose (i.e., signs and symptoms of addiction, prevention measures, treatment options, perception/stigma associated with drug addiction) and injury surveillance data.

2

Activity:
Provide education targeted at healthcare providers to promote utilization of the OARRS and SBIRT programs.

3

Activity:
Propose collaboration with UC East Nursing Program to provide students education about the SBIRT program.

4

Activity:
Educate community members about the purpose and availability of prescription drug drop boxes to increase their utilization, and promotion of Drug Take Back days in Clermont County.

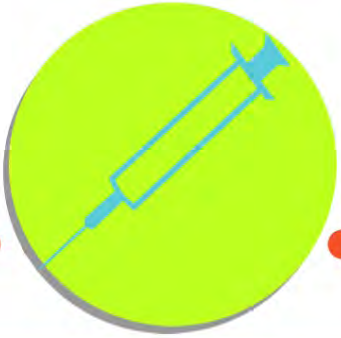
5

Activity:
Provide prevention programs in schools, housing units and institutions, conduct awareness activities and community events, and provide outreach to women through CRC.

6

Activity:

Increase the number of drug drop boxes throughout Clermont County.



7

Activity:

Educate the general public and non-traditional partners (e.g., real estate companies, faith-based organizations and workplaces) about drug diversion and drug abuse, to include use of the Monitor, Secure and Dispose Campaign.

8

Activity:

Advocate for funding directed at the prevention of and treatment for drug addiction.

9

Activity:

Promote continuation and expansion of the Clermont County Opiate Task Force.

10

Activity:

Provide substance use prevention education to Clermont County students utilizing the Project Alert and Lions Quest programs through Clermont County Community Services.

STRATEGY 1.1.2

Identify and promote overdose prevention, death prevention, and treatment options for persons with drug addiction in Clermont County.

1

Activity:

Expansion of Medication-Assisted Treatment (MAT) through Clermont Recovery Center (CRC).

2

Activity:

Evaluation of policy change at CRC to allow walk-in visits for initial assessment in place of scheduled appointments.

3

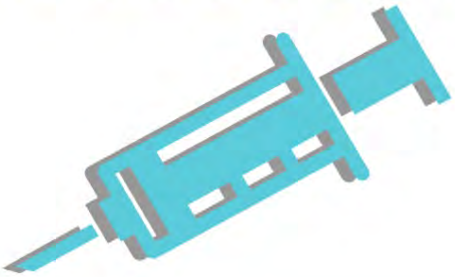
Activity:

Promotion and expansion of the Community Alternative Sentencing Center (CASC).

4

Activity:

Implementation of a Narcan distribution program.



GOAL 2

Increase awareness and reduce infectious disease risks of HIV, hepatitis B and hepatitis C through education, testing, vaccination and referral for care.

OBJECTIVE 2.1

By August 2019, increase the proportion of persons who are aware of their HIV, hepatitis B and hepatitis C status, and decrease the number of new hepatitis C infections by 25%.

STRATEGY 2.1.1

Increase awareness of HIV, hepatitis B and hepatitis C risks through education, and promote testing, treatment and vaccination to the general public and healthcare providers.

1

Activity:

Promote free, anonymous hepatitis C and HIV testing at Clermont County Public Health and Clermont County Recovery Center (CRC) to the public and healthcare providers.

2

Activity:

Mail hepatitis B and C educational materials, and information about hepatitis A and B vaccine program to individuals with positive hepatitis B and C lab tests, and encourage follow up with primary care provider.

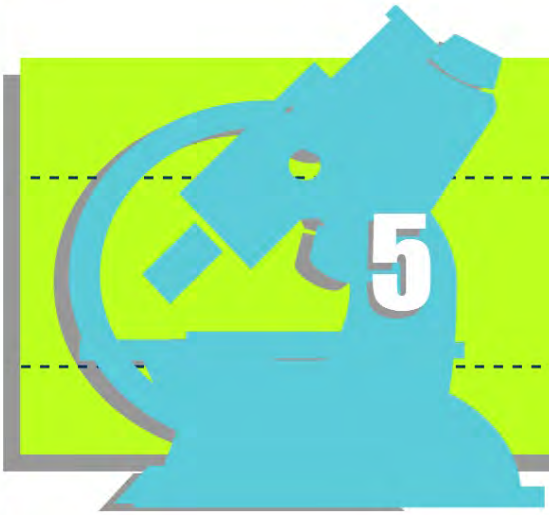
3

Activity:

Collaborate with addiction treatment facilities in Clermont County to encourage vaccination with hepatitis A and B vaccine, as appropriate, for participants who test positive for hepatitis B and C.

Activity:

Create referral list for hepatitis C treatment services.



Activity:

Provide education to healthcare providers regarding hepatitis C testing and treatment.

Activity:

Conduct feasibility study for a needle exchange program in Clermont County.

Activity:

Utilize multiple media formats to disseminate public health messages about HIV and hepatitis B and C.

Tobacco Use

Tobacco Use

Tobacco Products, Use and Dependence

Tobacco products regulated by the Food and Drug Administration (FDA) include:

cigarettes
cigarette tobacco
roll-your-own tobacco
smokeless tobacco

The FDA has proposed to extend its authority to these currently unregulated tobacco products:

electronic cigarettes
cigars
pipe tobacco
nicotine gels
waterpipe (hookah) tobacco
disolvable tobacco

Use of these products can lead to tobacco dependence, which is an addiction to tobacco products caused by nicotine.

Tobacco contains thousands of chemicals which are released when smoked or chewed. These chemicals cause damage to the body. Non-smokers are negatively impacted by these chemicals through exposure to second hand smoke.

Why is tobacco use a problem in our county?

According to the Centers for Disease Control and Prevention (CDC), tobacco use is the largest cause of preventable disease, disability and death in the United States

Individuals who use tobacco products are at high risk of developing:

- Heart Disease - including heart attack and stroke
- Diabetes - and associated conditions such as blindness, nerve damage, and poor circulation
- Cancer - including lung, mouth, throat, stomach, kidney, colon, uterus, ovary, pancreas, and leukemia
- Fertility and Pregnancy Issues - such as decreased fertility, ectopic pregnancy, miscarriage, stillbirth, premature birth, birth defects, low birth weight and sudden infant death syndrome (SIDS)

The lung cancer death rate in Clermont County is 73.4 per 100,000 population, which is higher than the state at 58.3

Tobacco use is responsible for nearly 1 in every 5 deaths in the United States

22.2% of Clermont County women report smoking during pregnancy compared to 17.8% in Ohio

46.6 million (or 1 in 5 adults) smoke in the United States

Lung cancer is the leading cause of cancer death in the United States for men and women

Lung and bronchus cancer incidence rates are 91.3 per 100,000 population in Clermont County compared to 66.6 in Ohio

54%, or more than 1 of every 2 children between the ages of 3 - 11 years, are exposed to secondhand smoke

27.6% of Clermont County residents are current smokers, compared to 19.8% of residents in Ohio

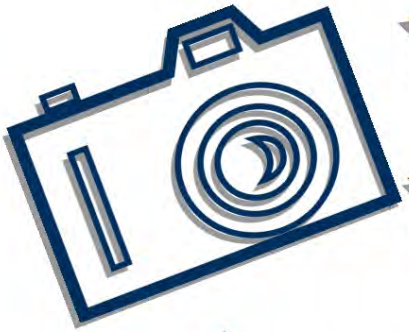
What can we do to address the problem?

Nicotine addiction can prevent a person from stopping smoking, even when they want to quit. Fortunately, there are a variety of resources available to individuals seeking ways to stop smoking or using tobacco products, including counseling, coaching, and medication.

Tips for Quitting

- Set a date
- Remove tobacco products from your home, car and workplace
- Ask others not to smoke around you, and resolve not to smoke yourself
- Avoid behaviors, such as drinking alcohol, which can increase cravings to use tobacco

Community Snapshots



The Ohio Tobacco Quit Line provides assistance to individuals seeking to stop smoking. To reach the Quit Line, call 1-800-QUIT NOW (1-800-784-8669) or visit their website at http://ohio.QuitLogix.org.

In 2006, the Ohio Smoke-Free Workplace Act was passed. This law stipulates that public places and workplaces must prohibit smoking, remove ashtrays, and post no-smoking signs. Locally, Clermont County Public Health is responsible for enforcement and investigation of violations of the law.

Mercy Health - Anderson Hospital will offer a free series of smoking cessation education classes to smokers and their families in September 2014.

GOAL 1

Reduce illness, disability, and death related to tobacco use and secondhand smoke exposure.

OBJECTIVE 1.1

By August 2019, reduce tobacco use among Clermont County adults by 6% and increase smoking cessation attempts by adult smokers by 40%.

STRATEGY 1.1.1

Promote increased awareness of risks of tobacco use, and identify and promote opportunities for smoking cessation for residents of Clermont County.

1

Activity:

Promote the Tobacco Use Prevention and Cessation Program and the Ohio Smoke-Free Workplace Act, which include education, cessation and enforcement.

2

Activity:

Implement media campaign to increase awareness of risk of tobacco use and secondhand smoke exposure.

3

Activity:

Promote policy changes to encourage tobacco-free campuses (including businesses and schools).

4

Activity:

Advocate for increased taxes on tobacco products.

Mental Health

Mental Health

What is Mental Health?

Mental health is defined as:

"A state of well-being in which the individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community" (CDC)

However, when talking about mental health, we often are really referring to mental illness, which is defined as:

"Health conditions that are characterized by alterations in thinking, mood, or behavior (or some combination thereof) associated with distress and/or impaired functioning" (CDC)

Mental illness affects millions of Americans each year. Research shows there is a close relationship between mental health and physical health. For instance, a mental illness, such as depression, can lead to physical health problems, like obesity or diabetes. Likewise, a physical illness, such as a chronic disease, can cause a person to develop depression or another mental disorder.

There is stigma associated with mental illness, which often causes a person to ignore symptoms and delay seeking help due to feelings of shame. According to CDC, "only 25% of adults with mental health symptoms believe that people are caring and sympathetic to persons with mental illness." Increasing awareness and educating the public about mental health and mental disorders will help reduce the stigma associated with these conditions.

Why is mental health a problem in our community?

According to the Clermont County Community Health Assessment, residents reported having 4.0 poor mental health days in the past 30 days, which is compared to the 3.8 and 3.4 for Ohio and the U.S., respectively.

Individuals with mental disorders are more likely to engage in risk behaviors such as:

- physical inactivity
- smoking
- obesity
- excessive drinking

Those behaviors, in turn, put them at risk for health outcomes such as:

- diabetes
- cancer
- cardiovascular disease
- asthma
- obesity

Did you know?

Depression is the most common mental illness and affects over 26% of U.S. adults

One in four adults and one in five children have diagnosable mental disorders

According to the Clermont County Community Health Assessment, the suicide rate is 16 per 100,000 population, compared to Ohio at 12 per 100,000 population

According to Healthy People 2020, there are 30,000 deaths from suicide each year, making suicide the 11th leading cause of death

What can we do to address the problem?

The following pages of the CHIP discuss several activities taking place throughout Clermont County with the purpose of improving mental health for all residents. These activities concentrate on education, prevention, and integration of mental and physical health services. In order to improve mental health, it is essential to reduce stigma of mental illness, increase awareness of important mental health issues, and focus on prevention through advocacy and education.

Community Snapshots

- The Clermont County Mental Health and Recovery Board is the pubic entity responsible for coordination of mental health and addiction services in Clermont County.
- In June 2014, Mercy Health-Clermont Hospital expanded their behavioral health facility to ensure quality treatment for patients.
- Clermont County schools train staff in suicide awareness and prevention.

GOAL 1

Improve mental health through education, prevention and integration of mental and physical health services.

OBJECTIVE 1.1

By August 2019, reduce the suicide rate by 5% in Clermont County.

STRATEGY 1.1.1

Reduce stigma, and increase awareness and prevention of mental health issues through education and advocacy.

1 Activity: Continue to offer Signs of Suicide (S.O.S) program in Clermont County Schools.

2 Activity: Promote participation in the annual Candlelight Vigil to remember those lost to suicide.

3 Activity: Promote Suicide Prevention Week held each year in September.

4 Activity: Support and promote the biennial Clermont County Youth Summit on Suicide Prevention.

5 **Activity:** Support and promote the Active Minds program at UC East and UC Clermont.

6 **Activity:** Promote QPR (Question, Persuade and Refer) Training and Mental Health First Aid Training.

7 **Activity:** Utilize multiple media formats to provide education and awareness in May for Mental Health Month.

8 **Activity:** Provide education to Clermont County healthcare providers on the signs of suicide and the connection between mental and physical health.

9 **Activity:** Advocate for funding for mental health services.

10 **Activity:** Promote utilization of the Clermont County Crisis Hotline.

11 **Activity:** Promote availability and utilization of the Mobile Crisis Unit.

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Work Plan

Obesity/ Physical Activity/ Nutrition

GOAL 1	To improve health, fitness, and quality of life through daily physical activity
OBJECTIVE 1.1	By August 2019, decrease by 5% the number of Clermont County adults and children who engage in no leisure time physical activity
Strategy 1.1.1	To enhance the built environment in various settings (i.e., parks, schools, workplace) to promote and create opportunities for physical activity
Activities	• Create a new passive walking trail (the Ten Mile Creek Preserve) in Pierce Township • Extend the Williamsburg to Batavia Bike/Hike Trail • Initiate creation of the Walking Path Project at UC Clermont Campus to connect sidewalks on campus and with Southwest Ohio Developmental Center for student and community use • Clermont County Public Health will attend four Clermont County planning commission and other appropriate community development meetings to promote sidewalks and bike paths in future construction projects
Key Individual Organizations	• Clermont County Park District • Clermont County Public Health (CCPH) • University of Cincinnati, Clermont Campus • Williamsburg to Batavia Bike/Hike Trail Committee
Timeframe	Short term (1 -2 years) • Paving of Phase 3 of Williamsburg to Batavia Bike/Hike trail to be completed by August 2014 • Phase 1 of UC Clermont Walking Path Project to be completed in 2015 • Attendance at four planning commission/development meetings Long term (3 -5 years) • Obtain land and create a passive walking trail in Pierce Township • Continue extension of Williamsburg – Batavia Bike/Hike trail
Progress Measures	• Ten Mile Creek Preserve Walking Trail completed • Expansion of Williamsburg Bike Hike Trail completed • UC Clermont Campus Walking Path Project initiated • Number of meetings attended
Evaluation measures	• Decrease the percentage of adults and children with no leisure time physical activity (Sources for measure: Clermont County Health Needs Assessment, County Health Rankings, BRFSS)
Background on Objective/Strategy	• Community Guide: Environmental and Policy Approaches to Increase Physical Activity: Creation of or Enhanced Access to Places for Physical Activity Combined with Informational Outreach Activities (Strongly Recommended) http://www.thecommunityguide.org/pa/environmental-policy/RRimprovingaccess.html • What Works for Health: Access to Places for Physical Activity (Scientifically Supported) http://www.countyhealthrankings.org/policies/access-places-physical-activity

Obesity/ Physical Activity/ Nutrition		
		• Community Guide: Environmental and Policy Approaches to Increase Physical Activity: Community-Scaled Urban Design Land Use Policies http://thecommunityguide.org/pa/environmental-policy/communitypolicies.html
	State and National Crosswalk	• Ohio 2012-2014 State Health Improvement Plan – Chronic Disease Prevention • Healthy People 2020 – reduce to 32.6% the proportion of adults who engage in no leisure-time physical activity (target = 10% improvement) • CDC Winnable Battles – Obesity, Physical Activity and Nutrition
	Social Determinants of Health	• Improve opportunities for physical activities in rural communities with limited recreational resources • Provide increased resources for low and no-cost physical activity for low income indiciduals/families
	Policy Change (Y/N)	• No – activities within this objective do not include policy change
	OBJECTIVE 1.2	By August 2019, increase by 5% the number of adults in Clermont County who meet or exceed current federal physical activity guidelines for aerobic and muscle-strengthening activity
	Strategy 1.2.1	To increase the number of settings with opportunities and policies that promote and support physical activity (including worksites, parks, schools, etc.)
	Activities	• The Clermont County YMCA will develop and promote free and/ or low cost exercise classes (to include offerings like yoga, Zumba, Tai Chi and Dog Boot Camp) for adults, to be held in Clermont County Parks • Implement the CDC *StairWELL to Better Health* Program to promote the benefits of using the stairs and to encourage their use in place of elevators • Continue to offer classes such as Tai Chi, Strength and Balance, Zumba, and Silver Sneakers classes for older adults at Clermont Senior Services Lifelong Learning Centers
	Key Individual Organizations	• Clermont County YMCA • Clermont County Park District • Clermont County Public Health (CCPH) • Clermont County Facilities Department • Clermont County Chamber of Commerce • Clermont Senior Services, Inc.
	Timeframe	Short term (1 -2 years) • Establish and promote exercise classes offered by the Clermont County YMCA in Clermont County parks • Implement the *StairWELL to Better Health* program in county buildings and post stairwell point-of-decision prompt signs at elevators and stairwells • Continue to promote classes offered by Clermont Senior Services

Obesity/ Physical Activity/ Nutrition		
		Long term (3 -5 years) • Establish and promote Dog Boot Camp exercise program • Promote expansion of the *Stairwell to Better Health* program to additional locations (e.g. workplace, schools, and businesses)
	Progress Measures	• Track the number of buildings and facilities with two or more floors that post Point-of-Decision stairwell signs • Track the number of exercise classes offered by the YMCA in Clermont County parks • Track the number of attendees at exercise classes offered by the YMCA in Clermont County parks • Track the number of classes offered at Lifelong Learning Centers by Clermont Senior Services
	Evaluation Measures	• Increase in percentage of adults meeting or exceeding physical activity recommendations (Source for measure: Clermont County Community Health Needs Assessment; BRFSS; County Health Rankings)
	Background on Objective/Strategy	• Institute of Medicine Accelerating Progress in Obesity Prevention 2012– Strategy 1-2: Provide and support community programs designed to increase physical activity http://www.iom.edy/~/media/Files/Report%20Files/2012/APOP/APOP_insert.pdf • What Works for Health: Fitness Programs in Community Settings (Scientifically Supported) http://www.countyhealthrankings.org/policies/fitness-programs-community-settings • Community Guide: Environmental and Policy Approaches to Increase Physical Activity: Point-of-Decision Prompts to Encourage Use of Stairs (Recommended) http://www.thecommunityguide.org/pa/environment-policy/podp.html • What Works for Health: Point-of-Decision Prompts: Physical Activity (Scientifically Supported) http://www.countyhealthrankings.org/policies/point-of-decision-prompts-physical-Activity • Healthy U Ohio https://aging.ohio.gov/services/evidencedbasedhealthyagingprograms/
	State and National Crosswalk	• Ohio State Health Improvement Plan – Chronic Disease prevention priority • HP2020 –Increase percent of adults engaged in aerobic physical activity of at least moderate intensity for at least 150 minutes/week, or 75 minutes/week of vigorous intensity, or an equivalent combination (target = 10% improvement) • CDC Winnable Battles – Obesity, Physical Activity and Nutrition
	Social Determinants of Health	• Improve opportunities for physical activity in rural communities with limited recreational resources • Provide increased resources for low and no-cost physical activity for low income individuals/families
	Policy Change (Y/N)	• Yes – implementation of the *StairWELL to Better Health* program

Obesity/ Physical Activity/ Nutrition

Strategy 1.2.2	Provide education about federal physical activity guidelines for adults and children through multiple media formats
Activities	• Clermont CAN will plan and facilitate the Family Fun 1 on an annual basis, to include education about the benefits of physical activity • Clermont CAN will create and publish a newsletter and newspaper articles several times per year for distribution to multiple media outlets • Clermont County Public Health will utilize multiple media formats to disseminate public health messages about physical activity for adults and children
Key Individual Organizations	• Clermont County Public Health (CCPH) • Clermont Coalition for Activity and Nutrition (CAN) • University of Cincinnati, East Campus
Timeframe	Short term (1 -2 years) • CAN will hold Family Fun 1 in the fall of 2014 • CAN will produce newsletters and articles for publication in multiple media formats • CCPH will propose a capstone project to UC East nursing students, and utilize CCPH staff members, to develop social media messages on public health topics, which will include messages about physical activity for adults and children Long term (3 -5 years) • CAN will continue the Family Fun 1 on an annual basis • UC East capstone nursing students will continue to participate in the public health social media messaging project
Progress Measures	• Track the number of published articles, newsletters, social media messages, etc. regarding physical activity that are disseminated through various media outlets • Track the number of participants in the Family Fun 1
Evaluation Measures	• Increase in percentage of adults meeting or exceeding physical activity recommendations (Source of measure: Clermont County Community Health Needs Assessment; BRFSS; County Health Rankings) • Increase in percentage of children meeting or exceeding physical activity recommendations (Source for measure: Clermont County Community Health Needs Assessment)
Background on Objective/Strategy	• The Community Guide – Campaigns and Informational Approaches to Increase Physical Activity: Community-Wide Campaigns (Recommended) http://www.thecommunityguide.org/pa/campaigns/community.html

Obesity/ Physical Activity/ Nutrition		
		• What Works for Health – Multi-component Obesity Prevention Interventions (Scientifically Supported) http://www.countyhealthrankings.org/policies/community-wide-campaigns • What Works for Health – Community Wide Campaigns (Some Evidence) http://www.countyhealthrankings.org/policies/community-wide-campaigns
	State and National Crosswalk	• Healthy People 2020 – Physical Activity: Increase the proportion of adolescents who meet current federal physical activity guidelines for aerobic activity (target = 10% improvement) • Healthy People 2020 –Increase percent of adults engaged in aerobic physical activity of at least moderate intensity for at least 150 minutes/week, or 75 minutes/week of vigorous intensity, or an equivalent combination (target = 10% improvement) • Ohio 2012-2014 State Health Improvement Plan – Chronic Disease Prevention • CDC Winnable Battles – Obesity, Physical Activity and Nutrition
	Social Determinants of Health	• Provide education and opportunities for physical activity to individuals in rural communities with limited recreational resources
	Policy Change (Y/N)	• Yes – CCPH will actively utilize social media formats to disseminate public health messages
	GOAL 2	Promote healthy and reduce chronic disease risk through the consumption of healthful diets and achievement and maintenance of healthy body weights
	OBJECTIVE 2.1	By August 2019, decrease by 5% the proportion of adults and children who are considered overweight/obese
	Strategy 2.1.1	Promote healthy weights and good nutrition among adults and children in Clermont County
	Activities	• Increase accessibility of, and promote access to, fresh fruit and vegetables to Clermont County WIC participants (ages four months and older) by distributing WIC and farmer's market coupons at multiple farmer's market locations in Clermont County • Promote and implement physical activity and nutrition in Clermont County schools, targeting schools with 50% or higher eligibility for the free and reduced price lunch program, through SNAP-Ed program using *Balance My Day* curriculum • Expand Family CAN program offered through Child Focus to include families in home visiting program as well as private childcare providers

Obesity/ Physical Activity/ Nutrition		
		• WIC program provides individual nutrition counseling and referral for children at risk for being overweight/obese (evidenced through high weight for height growth patterns as monitored every 3 – 6 months at WIC visits) • Provide education to healthcare providers on routine assessment of BMI and benefits of providing counseling on nutrition and diet to children, adolescents and adults
	Key Individual Organizations	• Clermont County WIC Program • Clermont County Public Health (CCPH) • Clermont County Farmer's Markets • Ohio State University (OSU) Extension Office • Clermont County Schools • Clermont County Department of Job and Family Services (DJFS) • Child Focus, Inc.
	Timeframe	Short term (1 -2 years) • Clermont County WIC will advertise and promote local farmer's markets for WIC clients ages 4 months and older • Clermont County WIC staff will attend designated farmer's markets to distribute WIC coupons and farmer's market coupons and provide nutrition education • OSU Extension office to contact local school districts to collaborate on implementation of SNAP-Ed program • Identify families/children for participation in Family CAN program • Disseminate information about routine BMI measurement and nutrition and diet counseling for children, adolescents, and adults to healthcare providers Long term (3 -5 years) • Increased promotion of WIC farmer's market program; education on nutritious meals using fresh fruits and vegetables. • WIC program will track annually the number of children referred for high weight for height
	Progress Measures	• Number of farmer's markets staffed by Clermont County WIC • Number of participants seen at WIC/farmer's markets • Clermont County schools with 50% or more participation in free/reduced price lunch program will collaborate with OSU Extension Office on SNAP-Ed program • Improved knowledge regarding physical activity and nutrition among participants of SNAP-Ed program as evidenced through pre-and post-assessments • Number of participating families in Family CAN program • Number of children referred through the WIC program for high weight for height

Obesity/ Physical Activity/ Nutrition		
	Evaluation Measures	• Reduction in the number of children who are overweight/ obese (Source for measure: Ohio Department of Health Healthy Choices for Healthy Children Act) • Reduction in the number of adults who are overweight/obese (Source of measure: Behavioral Risk Factor Surveillance System)
	Background on Objective/Strategy	• USDA SNAP-Ed toolkit (evidence based, practice based) • CDC Obesity Prevention Strategies – Improve Availability of Mechanisms for Purchasing Foods From Farms (Recommended) http://www.cdc.gov/obesity/downloads/community_strategies_guide.pdf • U.S. Preventive Services Task Force – Screening for and Management of Obesity in Adults (Grade B Recommendation) http://www.uspreventiveservicestaskforce.org/uspstf/uspsobes.htm • U.S. Preventive Services Task Force – Screening for Obesity in Children and Adolescents (Grade B Recommendation) http://www.uspreventiveservicestaskforce.org/uspstf/uspschobes.htm
	State and National Crosswalk	• Ohio State Health Improvement Plan – Chronic Disease prevention priority • CDC Winnable Battles – Obesity • Healthy People 2020 – Nutrition and Weight Status (target = 10% improvement)
	Social Determinants of Health	• Improved nutrition educational opportunities for low income children and families
	Policy Change (Y/N)	• Yes – Distribution of WIC coupons at farmer's markets • Yes – Referral of WIC children who demonstrate high weight for height measurements • Yes – Healthcare providers conducting routine assessment of BMI, and providing counseling on nutrition and diet for children, adolescents, and adults
	Strategy 2.1.2	Provide education and resources regarding healthy nutrition guidelines for adults and children through multiple media formats
	Activities	• The OSU Extension Office will offer classes to the public that emphasize healthy food preparation and nutritious eating • Clermont CAN will create and publish a newsletter and newspaper articles several times per year for distribution to multiple media outlets • Clermont County Public Health will utilize multiple media formats to disseminate public health messages about healthy eating and good nutrition for adults and children
	Key Individual Organizations	• Clermont CAN • Clermont County Public Health (CCPH) • OSU extension office • University of Cincinnati, East Campus

Obesity/ Physical Activity/ Nutrition		
	Timeframe	Short term (1 -2 years) • Monthly articles provided to local newspaper outlets • Publication of class offerings through OSU Extension Office • CAN will produce newsletters and articles for publication in multiple media formats • Clermont County Public Health will propose a capstone project to UC East nursing students and utilize CCPH staff members to develop media messages on public health topics, which will include messages about healthy eating and good nutrition for adults and children Long term (3 -5 years) • UC East capstone nursing students will continue to participate in the public health media messaging project
	Progress measures	• Track the number of classes offered though OSU Extension Office • Track the number of attendees in classes offered through OSU extension office • Annually, track the number of media messages produced and disseminated that pertain to healthy eating and good nutrition
	Evaluation measures	• Reduction of children in Clermont County who are overweight/ obese (Source for measure: Ohio Department of Health Healthy Choices for Healthy Children Act) • Reduction in the number of adults who are overweight/obese (Source of measure: Behavioral Risk Factor Surveillance System)
	Background on Objective/Strategy	• The Community Guide—Health Communication and Social Marketing: Health Communication Campaigns That Include Mass Media and Health-Related Product Distribution (Recommended) http://www.thecommunityguide.org/healthcommunication/campaigns.html • What Works for Health—WIC and Senior Farmer's Market Nutrition Programs (Some Evidence) http://www.countyhealthrankings.org/policies/wic-senior-and-farmers-maket-nutrition-programs
	State and National Crosswalk	• CDC Winnable Battles—Obesity • Healthy People 2020—Nutrition and Weight Status (target = 10% improvement)
	Social Determinants of Health	• Improved nutrition educational opportunities for children and families in Clermont County
	Policy Change (Y/N)	• Yes – Clermont County Public Health will actively utilize social media formats to disseminate public health messages

Drug Addiction		
	GOAL 1	Minimize/eliminate substance addiction, distribution, overdose and death in Clermont County through increased awareness, education, advocacy and treatment
	OBJECTIVE 1.1	By August 2019, decrease by 50% the number of unintentional drug overdoses in Clermont County
	Strategy 1.1.1	Increase awareness of and education about addiction and unintentional drug overdose in Clermont County
	Activities	• Develop and distribute educational information utilizing multiple media outlets regarding *Coalition for Drug Free Clermont County* activities, issues related to unintentional drug overdose (i.e., signs and symptoms of addiction, prevention measures, treatment options, perception/stigma associated with drug addiction) and injury surveillance data • Provide education targeted at healthcare providers to promote utilization of the OARRS and SBIRT programs • Propose collaboration with UC East Nursing Program to provide students education about the SBIRT program • Educate community members about the purpose and availability of prescription drug drop boxes to increase their utilization, and promotion of Drug Take Back days in Clermont County • Increase the number of drug drop boxes throughout Clermont County • Educate the general public and non-traditional partners (e.g., real estate companies, faith based organizations and workplaces) about drug diversion and drug abuse, to include use of the *Monitor, Secure and Dispose Campaign* • Advocate for funding directed at the prevention of and treatment for drug addiction • Promote continuation and expansion of the Clermont County Opiate Task Force • Provide education to Clermont County students in grades K – 9 utilizing the Project Alert and Lions Quest programs through Clermont County Community Services • Provide prevention programs in schools, housing units and institutions, awareness activities, community events, and outreach to women through CRC
	Key Individual Organizations	• Mental Health and Recovery Board (MHRB) • Clermont Recovery Center (CRC) • Clermont County Opiate Task Force
		• Clermont County Public Health Injury Prevention Coordinator • Coalition for a Drug Free Clermont County • Clermont County Public Information Officer • Local law enforcement agencies • Clermont Community Services

Drug Addiction		
	Timeframe	Short term (1 -2 years) • Educational materials developed and distributed through multiple media outlets • At least 4 health care organizations/health care providers will adopt the use of OARRS Obtain verbal/written commitment from hospital Emergency Department to adopt SBIRT within the hospital • Increase availability and usage of drug drop boxes and Drug Take Back days throughout the county • Education of at least 5 individual non-traditional partners about drug diversion and drug addiction • Provide Project Alert and Lions Quest programs to students in Clermont County schools • Provide prevention programs in schools, housing units, and institutions, conduct awareness activities and community events, and provide outreach to women through CRC Long term (3 -5 years) • Increase number of drug drop boxes available in Clermont County • Expand education on drug diversion and addiction to multiple non-traditional partner groups • Establish educational program with UC East Nursing Program on SBIRT program • Obtain commitment from county healthcare providers to utilize OARRS and SBIRT programs
	Progress Measures	• Educational materials maintained in multiple media formats with development/distribution dates (to include website hits, publications, radio spots, press conferences, TV spots, newsletters, etc. • Number of health care providers that adopt OARRS and SBIRT • Adoption of SBIRT within the hospital • Number of website hits, publications, radio spots, press TV spots, and monthly newsletters for *Prescription for Prevention: Stop the* Epidemic campaign • Collection of drop box usage data • Education of non-traditional partners about drug diversion and drug addiction • Documentation of drug take-back day promotion materials • Education presentations offered to UC East Nursing Program about SBIRT program • Track the number of students receiving substance use prevention information through the Project Alert and Lions Quest programs • Number of programs offered and number of attendees at CRC prevention programs in schools, housing units and institutions
	Evaluation Measures	• Reduce unintentional drug poisoning deaths by 50% of the 2012 drug poisoning deaths (Source for measure: Ohio Department of Health, Violence and Injury Prevention Program, Bureau of Health Ohio; Clermont County Coroner's Office; Ohio Department of Health Data Warehouse)

Drug Addiction		
	Background on Objective/Strategy	• Office of National Drug Control Policy-inventory for adult prescription drug abuse (best practice) http://www.whitehouse.gov/ondcp • Office of National Drug Control Policy-education of the general public for adult prescription drug abuse and proper medication disposal targeting home owners and realtors (best practice) http://www.whitehouse.gov/ondcp • Ohio Department of Health violence and injury prevention program- comprehensive education and awareness campaign *Prescription for Prevention: Stop the Epidemic* (endorsed program) www.p4pohio.org • National Prescription Drug Abuse Prevention Strategy, 2011-2012 http://claad.org/wp-content/uploads/2013/10/CLAAD_Strategy2011_v3.pdf • SAMHSA National Registry of Evidence Based Programs and Practices – Lions Quest http://www.nrepp.samhsa.gov/ViewIntervention.aspx?id=24 • Promising Practices Network – Project Alert (proven practice) http://www.promisingpractices.net/program.asp?programid=35
	State and National crosswalk	• Healthy People 2020 – Substance Abuse: reduce drug induced deaths (target = 10% improvement)
	Social Determinants of Health	• Rural, Appalachian community
	Policy Change (Y/N)	• Yes - Incorporation of OARRS and SBIRT among healthcare providers and within health care facilities • Yes - Drug drop box placement in multiple locations in Clermont County • Yes - Initiate collaborative program with UC East to provide education on SBIRT to nursing students
	Strategy 1.1.2	Identify and promote overdose prevention, death prevention, and treatment options for persons with drug addiction in Clermont County
	Activities	• Expansion of Medication-Assisted Treatment (MAT) through Clermont Recovery Center (CRC) • Evaluation of policy change at CRC to allow walk-in visits for initial assessment in place of scheduled appointments • Promotion and expansion of the Community Alternative Sentencing Center (CASC) • Implementation of a program for Narcan distribution
	Key Individual Organizations	• Clermont Recovery Center (CRC) • Clermont County Mental Health and Recovery Board (MHRB) • Clermont County Opiate Task Force • Clermont County Commissioners • Mercy Hospital Clermont • Clermont County Law Enforcement Agencies • Clermont County Public Health (CCPH)

Drug Addiction		
	Timeframe	Short term (1 -2 years) • Increased provision of MAT services • Implementation of Narcan distribution through CRC/MHRB Long term (3 -5 years) • Expansion of MAT to provide service to all CRC clients • Narcan distribution by community healthcare providers
	Progress Measures	• Permanent implementation of walk-in appointment policy at CRC • Track the number of CASC program participants • Track the number of Narcan kits that are distributed • Track the number of entities that are distributing Narcan • Track the number of clients receiving MAT at CRC compared to total number of clients through the CRC program
	Evaluation Measures	• Reduce unintentional drug poisoning deaths by 50% of the 2012 drug poisoning deaths (Source for measure: Ohio Department of Health, Violence and Injury Prevention Program, Bureau of Healthy Ohio; Clermont County Coroner's Office; Ohio Department of Health Data Warehouse)
	Background on Objective/Strategy	• SAMHSA- Medication Assisted Treatment: A Standard of Care http://www.integration.samhsa.gov/about-us/esolutions-newslett/e-solutions-february-2014 • American Public Health Association—Reducing Opioid Over-dose through Education and Naloxone Distribution (promising practice) http://www.apha.org/advocacy/policy/policysearch/default.htm
	State and National Crosswalk	• Healthy People 2020 – Substance Abuse: reduce drug induced deaths (target = 10% improvement)
	Social Determinants of Health	• Rural, Appalachian community
	Policy Change (Y/N)	• Yes – CRC policy change in MAT to include expansion of criteria for those who can receive treatment • Yes—CRC policy on walk-in appointments • Yes – Narcan distribution • Yes – Continuation/expansion of CASC program
	GOAL 2	Increase awareness and reduce infectious disease risks of HIV, hepatitis C and hepatitis B through education, testing, vaccination and referral for care
	OBJECTIVE 2.1	By August 2019, increase the proportion of persons who are aware of their HIV, hepatitis B and hepatitis C status, and decrease the number of new hepatitis C infections by 25%
	Strategy 2.1.1	Increase awareness of HIV, hepatitis B and hepatitis C risks through education, and promote testing, treatment and vaccination to the general public and healthcare providers
	Activities	• Promote free, anonymous hepatitis C and HIV testing at Clermont County Public Health and Clermont Recovery Center (CRC) to the public and healthcare providers

Drug Addiction		
		• Mail hepatitis B and C educational materials and information about hepatitis A and B vaccine program to individuals with positive hepatitis B and C lab tests, and encourage follow up with primary care provider • Collaborate with addiction treatment facilities in Clermont County to encourage hepatitis vaccination as appropriate for participants who test positive for hepatitis B and C • Create referral list for hepatitis C treatment services • Provide education to healthcare providers regarding hepatitis C testing and treatment • Conduct feasibility study for a needle exchange program in Clermont County • Utilize multiple media formats to disseminate public health messages about HIV and hepatitis B and C through Clermont County Public Health
	Key Individual Organizations	• Clermont County Public Health (CCPH) • Clermont Recovery Center (CRC) • Northland Treatment Center • Portsmouth City Health Department • Clermont County Opiate Task Force
	Timeframe	Short Term (1-2 years) • Increase promotion of HIV and hepatitis C testing offered through CCPH and CRC • Conduct monthly mailing of hepatitis B and C educational materials to all individuals with reported positive hepatitis B and C test results in Clermont County • Provide education to healthcare providers and the public on HIV, hepatitis B and hepatitis C to include risk behaviors, testing, treatment and vaccination Long Term (3-5 years) • Increase number of healthcare providers and substance addiction treatment facilities referring hepatitis B and C positive participants for hepatitis A and B vaccination program at CCPH • Completion of a feasibility study on needle exchange within Clermont County
	Progress Measures	• Number of hepatitis B and C educational letters mailed monthly by CCPH to individuals testing positive for hepatitis B and C
		• Number of individuals administered hepatitis A and B vaccine through the CCPH vaccine program • Number of individuals receiving HIV and hepatitis C testing at CCPH and CRC

	Evaluation Measures	• Monitor number of hepatitis B and C positive lab reports received at CCPH (Source for Measure: Clermont County Public Health; Ohio Department of Health Data Warehouse) • Monitor number of new HIV/AIDS cases and number of people living with HIV/AIDS in Clermont County (Ohio Department of Health Data Warehouse)
	Background on Objective/Strategy	• U.S. Preventive Services Task Force – recommends screening for hepatitis C (HCV) infection in persons at high risk of infection (Recommended) http://www.preventiveservicestaskforce.org/uspstf12/hepc/hepcfinalrs.htm • U.S. Preventive Services Task Force - The USPSTF recommends that clinicians screen for HIV infection in adolescents and adults ages 15 to 65 years. Younger adolescents and older adults who are at increased risk should also be screened (Grade A Recommendation) http://www.uspreventiveservicestaskforce.org/uspstf/uspshivi.htm
	State and National Crosswalk	• Healthy People 2020 -Prevent human immunodeficiency virus (HIV) infection and its related illness and death. • Department of Health and Human Services – Action Plan for the Prevention, Care and Treatment of Viral Hepatitis 2014 – 2016 http://aids.gov/pdf/viral-hepatitis-action-plan.pdf
	Social Determinants of Health	• Rural, Appalachian community • Individuals with certain high risk behaviors (MSM, injection drug use) • Individuals born between 1945 – 1965 (“baby boomers”)
	Policy Change (Y/N)	• Yes – routine mailing of hepatitis information to individuals having positive hepatitis C test results in Clermont County

Tobacco Use		
	GOAL 1	Reduce illness, disability, and death related to tobacco use and secondhand smoke
	OBJECTIVE 1.1	By August 2019, reduce cigarette smoking among Clermont County adults by 6% and increase smoking cessation attempts by adult smokers by 40%
	Strategy 1.1.1	Promote increased awareness of risks of tobacco use and identify and promote opportunities on smoking cessation for residents of Clermont County
	Activities	• Promote Smoke-Free Ohio program (education, cessation and enforcement) • Implement a media campaign to increase awareness of risk of tobacco use and secondhand smoke exposure • Promote the Tobacco Use Prevention and Cessation Program and the Ohio Smoke-Free Workplace Act, which include education, cessation, and enforcement • Advocate for increased taxes on tobacco products
	Key Individual Organizations	• Clermont County Public Health (CCPH) • Clermont County Mental Health and Recovery Board (MHRB) • Clermont CAN
	Timeframe	Short term (1 -2 years) • Training for individuals to teach certified tobacco cessation classes offered • Promotion of Smoke-Free Ohio program • Utilization of multiple media formats to promote tobacco-free Ohio program Long term (3 -5 years) • Businesses and other facilities within the county adopt tobacco -free campus policies • Increased number of certified instructors for tobacco cessation classes
	Progress measures	• An increase in number of people who are certified to teach cessation classes • Track the number of businesses and facilities that implement tobacco-free campus policies
	Evaluation measures	• Reduction in number of tobacco users in Clermont County (Source for measure: Clermont County Health Needs Assessment)
	Background on Objective/Strategy	• What Works for Health: Mass Media Campaigns (scientifically supported) http://www.countyhealthrankings.org/policies/mass-media-campaigns-tobacco-use • What Works for Health: Proactive Tobacco Quitlines (scientifically supported) http://www.countyhealthrankings.org/policies/proactive-tobacco-quitlines • What Works for Health: Education to reduce home exposure to secondhand smoke http://www.countyhealthrankings.org/policies/education-reduce-home-exposure-secondhand-smoke • Community Guide: Reducing Tobacco Use and Secondhand Smoke Exposure (Smoke-Free Policies) http://www.thecommunityguide.org/tobacco/smokefreepolicies.html

	State and National Crosswalk	• CDC Winnable Battles - Tobacco • Healthy People 2020 – Tobacco Use • State of Ohio 2012-2014 Health Improvement Plan
	Social Determinants of Health	• Rural, Appalachian community • Low income individuals
	Policy Change (Y/N)	• Yes – Implementation of tobacco-free campus policies by businesses and other facilities in Clermont County

Mental Health		
	GOAL 1	Improve mental health through education, prevention and integration of mental and physical health services
	OBJECTIVE 1.1	By August 2019, reduce the suicide rate by 5% in Clermont County
	Strategy 1.1.1	Reduce stigma and increase awareness and prevention of mental health issues through education and advocacy
	Activities	• Continue to Offer Signs of Suicide (S.O.S.) program in Clermont County Schools • Promote Suicide Prevention Week each year in September • Promote participation in the annual Candlelight Vigil to remember those lost to suicide • Support and promote the biennial Clermont County Youth Summit on Suicide Prevention • Support and promote the Active Minds program at UC East and UC Clermont • Promote QPR (Question, Persuade and Refer) Training and Mental Health First Aid Training • Utilize multiple media formats to provide education and awareness in May for Mental Health Month • Provide education to Clermont County healthcare providers on the signs of suicide and the connection between mental and physical health • Advocate for funding for mental health services • Promote utilization of the Clermont County Crisis Hotline • Promote availability and utilization of the Mobile Crisis Unit
	Key Individual Organizations	• Clermont County Suicide Prevention Coalition • Clermont County Mental Health and Recovery Board (MHRB) • Mercy Hospital Clermont • Clermont County Schools • Clermont County Public Health (CCPH) • University of Cincinnati, East and Clermont campuses
	Timeframe	Short term (1 -2 years) • Hold biennial Youth Summit on Suicide Prevention in 2015 • Increase participation in the annual Candlelight Vigil • Increase promotion of Mental Health Month and Suicide Prevention Week through multiple media formats • Promote information on the signs of suicide and the need for integration of mental and physical care to county healthcare providers Long term (3 -5 years) • Increase the number of teachers receiving QPR training in Clermont County Schools • Continue to train Clermont County residents on Mental Health First Aid for adults and children

Mental Health		
	Progress Measures	• Participation of area schools in the biennial Youth Summit on Suicide Prevention • Activities conducted by UC East and Clermont campuses related to the Active Minds program • Participation in the annual Candlelight Vigil • Track the number of media messages issued related to suicide prevention and mental health • Track the number of participants attending Mental Health First Aid Training
	Evaluation Measures	• Reduction in the number of suicides in Clermont County (Source for measure: Ohio Department of Health Data Warehouse)
	Background on Objective/Strategy	• Suicide Prevention Resource Center – Evidence Based Programs and SAMHSA's National Registry of Evidence-Based Programs and Practices: QPR Gatekeeper Training for Suicide Prevention http://www.nrepp.samhsa.gov/ViewIntervention.aspx?id=299 • Suicide Prevention Resource Center – Evidence Based Programs, and SAMHSA's National Registry of Evidence-Based Programs and Practices: SOS Signs of Suicide http://www.nrepp.samhsa.gov/ViewIntervention.aspx?id=53 • SAMHSA's National Registry of Evidence-Based Programs and Practices: Mental Health First Aid http://nrepp.samhsa.gov/ViewIntervention.aspx?id=321
	State and National Crosswalk	• Healthy People 2020 – Mental Health Status Improvement: Reduce the Suicide Rate
	Social Determinants of Health	• Rural Appalachian community
	Policy Change (Y/N)	• No – Activities within this objective do not include policy change

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Clermont County
Community Health Improvement Plan
2014—2019