

2019 Cherokee County Community Health Improvement Plan (CHIP)



The 2018 Community Health Assessment priority areas are:

- **Cancer Control and Prevention**
- **Chronic Disease Control and Prevention**
- **Access to Healthcare**

The following CHIP Scorecard was created and submitted **November 31st, 2019** in order to meet the requirements for the **Cherokee County** Long and/ or Short Term Community Health Improvement Plans.

Clear Impact Scorecard™ is a strategy and performance management software that is accessible through a web browser and designed to support collaboration both inside and outside organizations. WNC Healthy Impact is using Clear Impact Scorecard™ to support the development of electronic CHIPs, SOTCH Reports and Hospital Implementation Strategy scorecards in communities across the region.

Scorecard helps communities organize their community health improvement efforts:

- Develop and communicate shared vision
- Define clear measures of progress
- Share data internally or with partners
- Simplify the way you collect, monitor and report data on your results

The following resources were used/reviewed in order to complete the CHIP:

- [WNC Healthy Impact](#)
- [WNC Healthy Impact Data Workbook](#)
- [NC DHHS CHA Tools](#)
- [NC DHHS County Health Data Book](#)
- [NC DHHS/ DPH CHA Data Tools](#)

Cancer Control and Prevention - Long Term CHIP

R	Cancer	Residents of Cherokee County are Healthy and Participating in Control or Prevention of Cancer	Most Recent Period	Current Actual Value	Current Trend	Baseline % Change
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Alignment

Cancer Control and Prevention and the related result *Residents of Cherokee County are Healthy and Participating in Control or Prevention of Cancer* are aligned with the following Healthy NC 2020 Focus Areas/ Objectives.

- Tobacco Use
- Chronic Disease

Experience and Importance

How would we experience *Residents of Cherokee County are Healthy and Participating in Control or Prevention of Cancer* in our community?

- Fewer residents have breast cancer

What information led to the selection of this health issue and related result?

Taken together, cancers of all types compose the second leading cause of death in Cherokee County, and the leading cause of death in NC for 2012-2016. The financial costs of cancer to families, communities, state, and nation also are overwhelming. According to the National Institutes of Health, cancer cost the United States an estimated \$158 billion in medical costs and lost productivity in 2020. Although these numbers may seem overwhelming and out of control there are still opportunities that exist to reduce cancer risk and prevent some cancers. Cancer risk can be reduced by avoiding tobacco, limiting alcohol use, limiting exposure to ultraviolet rays from the sun and tanning beds, eating a diet rich in fruits and vegetables, maintaining a healthy weight, being physically active, and seeking regular medical care.

(Cherokee County Community Health Assessment, 2018)

I	Cancer	Breast Cancer Incidence, Age-Adjusted Rate per 100,000 Women	2017	138	↓ 2	25% ↑
I	Cancer	Tobacco Use of Adults in Cherokee County	2018	23.2%	↗ 1	17% ↑
P	Cancer	Breast and Cervical Cancer Control Program (BCCCP) Outreach	Time Period	Current Actual Value	Current Trend	Baseline % Change

What Is It?

Breast and Cervical Cancer Control Program was identified by the team as an action, that when combined with other actions in our community, that has a reasonable chance of making a difference in our community. This is a ongoing program in our community.

This program has been very successful at addressing the screening needs of our county however, continued outreach is needed to expand the program and increase awareness of the resources this program offers.

The priority population/customers for this program are uninsured and underinsured women and the program aims to make a difference at the organizational level. Implementation will take place in the clinic.

Partners

The partners for this program include:

Agency	Person	Role
Cherokee County Health Department		Lead

Work Plan

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Outreach to promote BCCCP program	brochures, presentations	BCCCP Program Coordinator	ASAP

Evaluation and Sustainability

Evaluation Plan:

We plan to evaluate the impact of this program through the use of Results-Based Accountability™ to monitor specific performance measures. We will be monitoring How Much, How Well and/or Better Off Performance Measures. Our evaluation activities will be tracked in the Work Plan table, above.

Sustainability Plan:

The following is our sustainability plan for this program:

- State Funding Received for this program

PM	Cancer	Number of Outreach Events (Per Month)	-	-	-	-
PM	Cancer	Number of Outreach Events (YTD)	-	-	-	-

What Is It?

Promotion and Referral to Quitline NC was identified by team as an action, that when combined with other actions in our community, that has a reasonable chance of making a difference in Tobacco Use Indicator in our community. This is a ongoing program in our community.

We will look to expand our outreach in order to engage more people throughout our community.

The priority population/customers for this strategy are Tobacco Users and the strategy aims to make a difference at the organizational and personal level. Implementation will take place in a multi-level approach.

This will address low income individuals that are tobacco users.

Partners

The partners for this strategy include:

Agency	Person	Role
Cherokee County Health Department		Lead, collaborate
QuitlineNC		Lead

Work Plan

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Educate Health Department Staff on Quitline referral process (Including WIC)	time and participants	CCHD	January 2020
Educate Local Coalition on the resources of the QuitlineNC to use within their organizations	brochures and informational materials	CCHD	Next Coalition meeting TBD

Evaluation and Sustainability

Evaluation Plan:

We plan to evaluate the impact of this strategy through the use of Results-Based Accountability™ to monitor specific performance measures. We will be monitoring How Much, How Well and/or Better Off Performance Measures. Our evaluation activities will be tracked in the Work Plan table, above.

Sustainability Plan:

The following is our sustainability plan for this strategy:

- provide appropriate staffing and educational materials
- continue to educate and encourage use of resources to continue the funding that is producing this resource.

What Is It?

Increase Number of Tobacco Free Spaces in Cherokee County was identified by the team as an action, that when combined with other actions in our community, that has a reasonable chance of making a difference in our community. This is a new program in our community.

The priority population/customers for this strategy are those who work, live and play in Cherokee County, and the strategy aims to make a difference at the organizational, environmental and policy level. Implementation will take place in a partner coalitions work.

Partners

The partners for this strategy include:

Agency	Person	Role
Cherokee County Health Department		Lead
Erlanger Western Carolina Hospital		Support

Work Plan

Still in the planning stages

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date

Evaluation and Sustainability

Evaluation Plan:

We plan to evaluate the impact of this strategy through the use of Results-Based Accountability™ to monitor specific performance measures. We will be monitoring How Much, How Well and/or Better Off Performance Measures. Our evaluation activities will be tracked in the Work Plan table, above.

Sustainability Plan:

The following is our sustainability plan for this strategy:

- communicating and engaging diverse community leaders and organizations

PM	Cancer	Number of County Officials and Local Business Owners Educated about the Benefits of Implementing Tobacco Free Policies (YTD)	-	-	-	-
PM	Cancer	Number of NEW Smoke Free Places and Policies in Cherokee County (YTD)	-	-	-	-

Chronic Disease Control and Prevention - Long Term CHIP

R	Chronic Disease	Residents of Cherokee County are Healthy, Active and Thriving	Most Recent Period	Current Actual Value	Current Trend	Baseline % Change
I	Chronic Disease	% of Obese Adults in Cherokee County	2018	33.3%	↘ 1	5% ↑
I	Chronic Disease	% of Adults with Heart Disease in Cherokee County	2018	10.5%	↗ 1	33% ↑
I	Chronic Disease	% of Adults with Diabetes in Cherokee County	2018	15.4%	↗ 1	-11% ↓

I	Chronic Disease	% of Adults with High Blood Pressure in Cherokee County	2018	46.3%	↘ 2	-5%	↓
I	Chronic Disease	% Babies Born at Low Birth Weight in Cherokee County	2017	9.8%	↘ 1	-6%	↓
I	Chronic Disease	Rate of Births to Mothers who Smoked Prenatally	2017	21.7%	↘ 1	-15%	↓
I	Cancer	Tobacco Use of Adults in Cherokee County	2018	23.2%	↗ 1	17%	↑

P	Chronic Disease	Diabetes Self-Management Education	Time Period	Current Actual Value	Current Trend	Baseline % Change
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What Is It?

Diabetes Self-Management Education was identified by the team as an action, that when combined with other actions in our community, that has a reasonable chance of making a difference in our community. This is a ongoing program in our community.

We will be increasing our outreach efforts to local physicians to refer their patients to our program. We will also be reaching out into the faith based communities will resources about the services offered.

The priority population/customers for this program are those who are pre-diabetic and diabetic and the program aims to make a difference at the organizational and personal level. Implementation will take place in Cherokee County Health Department.

This program will increase education among african americans in our county.

Partners

The partners for this program include:

Agency	Person	Role
Cherokee County Health Department		Lead
Faith-based community		Target Population

Work Plan

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Outreach to local churches	brochures, staff, and time	DSME Nurse	January 2020
Contacting local providers to inform them of the program and encourage referrals	brochures, staff, and time	DSME Nurse	January 2020
Continue offering DSME classes and counseling session for clients	DSME Nurse, time	DSME Nurse	ONGOING

Evaluation and Sustainability

Evaluation Plan:

We plan to evaluate the impact of this program through the use of Results-Based Accountability™ to monitor specific performance measures. We will be monitoring How Much, How Well and/or Better Off Performance Measures. Our evaluation activities will be tracked in the Work Plan table, above.

Sustainability Plan:

The following is our sustainability plan for this program:

- increasing community awareness on the issue and demonstrating the value of the program to the public.

PM	Chronic Disease	Number of Referrals	-	-	-	-
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What Is It?

Chronic Disease Management Compliance Through Low-Cost Sliding Fee Scale Services was identified by team as an action, that when combined with other actions in our community, that has a reasonable chance of making a difference in our community. This is a new program in our community.

The priority population/customers for this strategy are low-income, underinsured and uninsured, and the strategy aims to make a difference at the organizational level. Implementation will take place in the Cherokee County Health Department Clinic.

Partners

The partners for this strategy include:

Agency	Person	Role
Cherokee County Health Department		Lead

Work Plan

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Begin seeing adult health visits for primary care in clinic	Medical Doctor	CCHD	Completed January 2019
Promote chronic disease care on social media and advertising	Staff and Time	CCHD	Ongoing beginning December 2019
Educate staff on what services are available to clients	Staff	CCHD	Ongoing

Evaluation and Sustainability

Evaluation Plan:

We plan to evaluate the impact of this strategy through the use of Results-Based Accountability™ to monitor specific performance measures. We will be monitoring How Much, How Well and/or Better Off Performance Measures. Our evaluation activities will be tracked in the Work Plan table, above.

Sustainability Plan:

increasing community awareness on the issue and demonstrating the value of the program to the public

What Is It?

You Quit, Two Quit was identified by the team as an action, that when combined with other actions in our community, that has a reasonable chance of making a difference in our community. This is a ongoing program in our community.

In addition to using the this program within our clinic we are looking to further expand our program to local providers and pregnancy care organization.

The priority population/customers for this program are pregnant women and the program aims to make a difference at the organizational and personal level.

Partners

The partners for this program include:

Agency	Person	Role
Cherokee County Health Department		Lead
Local OB/GYN offices		Target Population Representative

Work Plan

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Train all staff in YQTQ Practice	webinar and brochures	Maternal Health Clinic	March 2020
Begin utilizing in outreach at local OBGYN offices	staff and time	OBCM	January 2020
Connect with Pregnancy Counseling Center about offering information and brochures	staff, time, brochures	OBCM	March 2020

Evaluation and Sustainability

Evaluation Plan:

We plan to evaluate the impact of this program through the use of Results-Based Accountability™ to monitor specific performance measures. We will be monitoring How Much, How Well and/or Better Off Performance Measures. Our evaluation activities will be tracked in the Work Plan table, above.

Sustainability Plan:

The following is our sustainability plan for this program:

- providing adequate staffing

PM	Chronic Disease	YQTQ Facebook Impressions	-	-	-	-
PM	Chronic Disease	Number of Program Participants	-	-	-	-
PM	Chronic Disease	% Participants Finishing Program	-	-	-	-
PM	Chronic Disease	Number of Pregnant Women in Prenatal Clinic Participating in Program	-	-	-	-

Access to Healthcare - Short Term CHIP

R	Access	Adults in Cherokee County are Healthy and Safe	Most Recent Period	Current Actual Value	Current Trend	Baseline % Change
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Alignment

Access to Health Care and the related result *Adults in Cherokee County are Healthy and Safe* are aligned with the following Healthy NC 2020 Focus Areas/ Objectives.

- Mental Health
- Crosscutting

Experience and Importance

How would we experience *Adults in Cherokee County are Healthy and Safe in our community?*

- Happier residents
- Healthier residents
- More productive residents

What information led to the selection of this health issue and related result?

Access and Quality of Health Care was one of the top priorities as identified by our CHA Team. In 2012 only 50% of survey respondents said they felt “Considering cost, quality, number of options and availability, there is good health care in my county.” Since 2015 not much has changed in regards to availability of care in Cherokee County. There is a shortage of providers in the county in the specialties of obstetrics/gynecology, pediatrics, occupational therapy assistants, and psychological assistants.

(Cherokee County Community Health Assessment, 2018)

I	Access	Adults in Cherokee County Reporting Good, Very Good or Excellent Health	2018	83.6%	↗ 2	8%	↑
I	Access	Unintentional Opioid Deaths	2017	3%	↘ 1	-70%	↓
P	Access	On-site Behavioral Health Consultation	Time Period	Current Actual Value	Current Trend	Baseline % Change	

What Is It?

On-site behavioral health consultation was identified by team as an action, that when combined with other actions in our community, that has a reasonable chance of making a difference in our community. This is a ongoing program in our community.

Our LCSW will be branching out to the school system to encourage referrals and offer services.

The priority population/customers for this strategy are those suffering with mental health issues, and the strategy aims to make a difference at the organizational and personal level. Implementation will take place in the Cherokee County Health Department

Partners

The partners for this strategy include:

Agency	Person	Role
Meridian Behavioral Health Services		Lead, Collaborate
Cherokee Health Department		Lead, Collaborate

Work Plan

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Continue contact with the school system	staff, time	LCSW	Ongoing
continue to refer from on site health department clinic	staff	LCSW, Clinic Staff	Ongoing

Evaluation and Sustainability

Evaluation Plan:

We plan to evaluate the impact of this strategy through the use of Results-Based Accountability™ to monitor specific performance measures. We will be monitoring How Much, How Well and/or Better Off Performance Measures. Our evaluation activities will be tracked in the Work Plan table, above.

Sustainability Plan:

The following is our sustainability plan for [insert program type]:

- Grant funded

PM	Access	Number of Sessions	-	-	-	-
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PM	Access	Number of Referrals	-	-	-	-
PM	Access	Number of Appointments Made and Kept	-	-	-	-
P	Access	Reduce Out-of-pocket Costs to Patients for Behavioral and Mental Health Services	Time Period	Current Actual Value	Current Trend	Baseline % Change
PM	Access	Number of Sessions	-	-	-	-
PM	Access	Number of Referrals	-	-	-	-
PM	Access	Number of Appointments Made and Kept	-	-	-	-
P	Access	Naloxone Distribution	Time Period	Current Actual Value	Current Trend	Baseline % Change

What Is It?

Naloxone distribution was identified by team as an action, that when combined with other actions in our community, that has a reasonable chance of making a difference in our community. This is a new program in our community.

The priority population/customers for this strategy are opioid users, and the strategy aims to make a difference at the organizational level. Implementation will take place in local law enforcement, first responders, mental health providers, and schools.

Partners

The partners for this naloxone distribution include:

Agency	Person	Role
Cherokee County Health Department		Lead
Cherokee County Emergency Medical Services		Collaborate
Cherokee County Sheriffs Office		Collaborate
Murphy Police Department		Collaborate
Andrews Police Department		Collaborate
Appalachian Community Services		Collaborate
Cherokee County DSS		Collaborate

Work Plan

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Distribute naloxone	naloxone, staff	CCHD	Completed October 2019
Training on naloxone use	staff and time	CCHD	Completed October 2019

Evaluation and Sustainability

Evaluation Plan:

We plan to evaluate the impact of this strategy through the use of Results-Based Accountability™ to monitor specific performance measures. We will be monitoring How Much, How Well and/or Better Off Performance Measures. Our evaluation activities will be tracked in the Work Plan table, above.

Sustainability Plan:

The following is our sustainability plan for this strategy:

- Grant Funded

PM	Access	Number of kits distributed	-	-	-	-
PM	Access	# Locations that Naloxone is available	-	-	-	-
PM	Access	ED Overdose Admissions	-	-	-	-