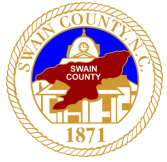


2019

Swain County
Community Health Improvement Plan
(CHIP)



2019 Swain County (CHIP) Community Health Improvement Plan



Swain County strives to enhance the lives of its citizens through knowledge and better health. Through the [Swain County Health Department Community Health Assessment](#) process, health priorities have been established by the community. Swain County in collaboration with [WNC Healthy Impact](#) and other community partners will work together to impact the health of our community with positive action and education.

Swain County CHA Video

The 2018 Community Health Assessment priority areas are:

- **Chronic Disease as it relates to obesity with Swain County community members**
- **Substance Use prevention and reducing substance misuse in our community**

The following CHIP Scorecard was created and submitted by **September 9th, 2019** in order to meet the requirements for the Swain County Long 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](#)

Chronic Disease - Long Term CHIP

R e-Chip Residents of Swain County are Healthy, Active and Thriving

Most Recent Period	Current Actual Value	Current Target Value	Current Trend	Baseline % Change
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Alignment

Chronic Disease and the related result **"Residents of Swain County are healthy, active, and thriving"** are aligned with the following Healthy NC 2020 Focus Areas/ Objectives.

- Physical Activity and Nutrition
- Chronic Disease

How would we experience residents of Swain County being healthy, active and thriving in our community?

Swain County would be healthier and happier byway of increased physical activity and positive nutritional intake, reducing obesity, chronic disease and food insecurity. According to community listening sessions, community members would experience the following if this result were true:

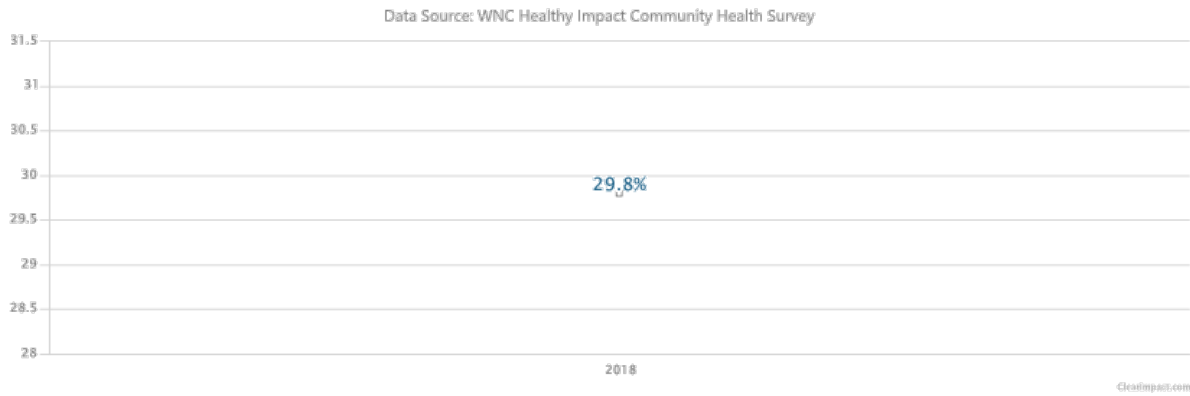
- Increase physical activity
- More outdoor activity
- Increase life span
- Increase healthy food options
- Discount for farm to table in restaurants
- Decrease clinical access as a result of reduced chronic disease
- Hear about chronic disease
- Smell less cigarette smoke
- Hear more people communicating about healthy options
- Increase activity with primary care physicians

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

The Community Wellness Action Team processed the community health assessment data in September and October of 2018 across several meetings. The Community Wellness Action Team was provided information about the relevance, impact, and fesibility around obesity and chronic disease, specifically looking at obesity, chronic disease, and food insecurity. The community members in attendance then unanimously voted to move forward with the chronic disease priority as a result of evaluating the primary and secondary community health data.

Known risk factors ([Healthy People 2020 website](#)) for this issue are as follows:

- Built-in Environment
- Socioeconomic Status
- Educational Attainment



Strategies Considered & Process

The following actions have been identified by our Community Wellness Action Team and community members as ideas for what can work for our community to make a difference on obesity as it relates to chronic disease.

Actions and Approaches Identified by Our Partners: These are actions and approaches that our partners think can make a difference on chronic disease.

- Worksite Wellness -- Swain Summits
- Swain Schools Nutrition Policy change

What is Currently Working in Our Community: These are actions and approaches that are currently in place in our community to make a difference on obesity as it relates to chronic disease.

- Worksite wellness programs (i.e. Maroon Strong and Swain County Government Wellness)
- School Health Advisory Committee
- Pathways and greenways committee
- Lifestyle Change Program (CDC Diabetes Prevention Program)
- Education Sessions and Campaigns (i.e. sugar is a drug, stress management 101, Tuesdays to Thrive, etc.)
- Heart Health Fair
- Addition of more gym facilities

- Increase in health awareness
- Community health assessments

Evidence-Based Strategies: These are actions and approaches that have been shown to make a difference on obesity as it relates to chronic disease.

Name of Strategy Reviewed	Level of Intervention
Worksite Wellness	Organizational
Nutrition Policy	Policy

What Community Members Most Affected by Obesity as it Relates to Chronic Disease Say: These are the actions and approaches recommended by members of our community who are most affected by obesity as it relates to chronic disease.

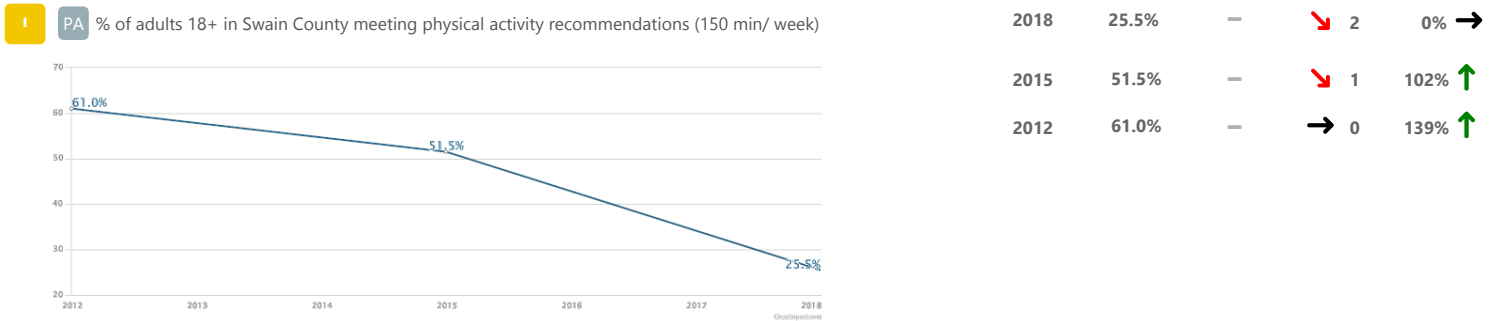
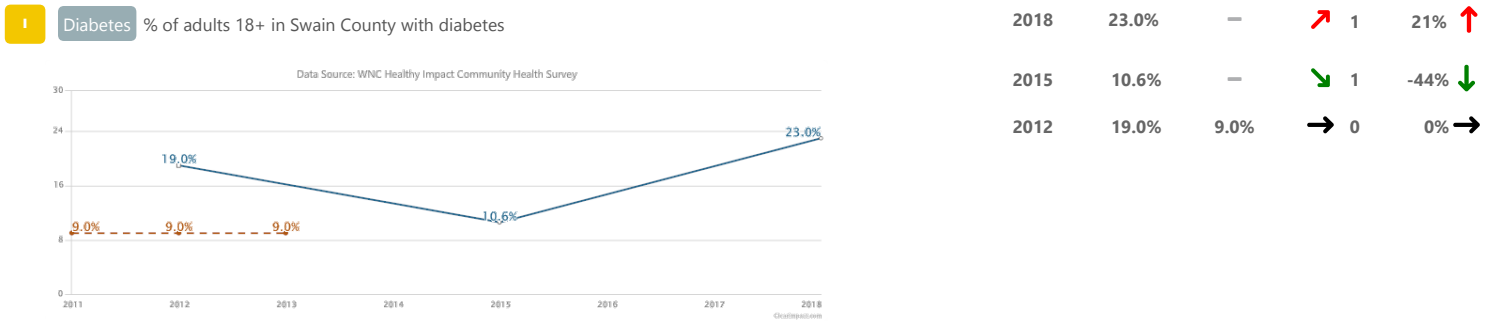
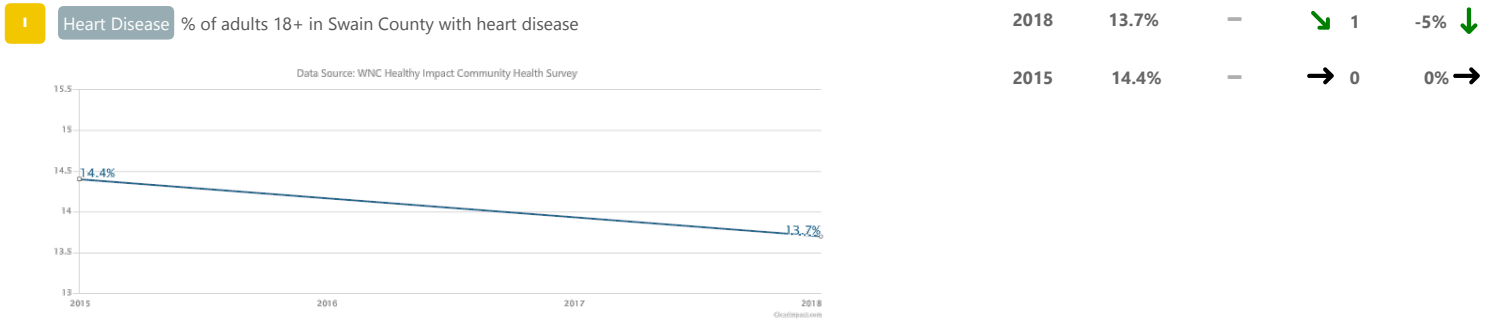
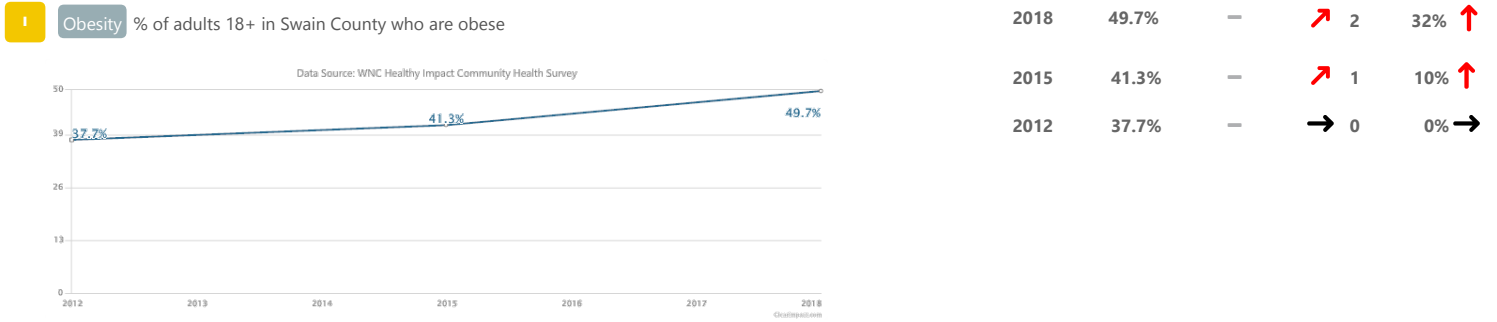
- Worksite wellness
- Pathways and greenways

Process for Selecting Priority Strategies

The Community Wellness Action Team (C-WAT) reviewed the community health assessment data in September and October of 2018. Following those meetings the whole distance exercise was completed to walk through the results based accountability format in selecting actionable items. The whole distance exercise was conducted over two meetings. The group worked through the exercise and landed on the "what will work". From there, each group member in attendance voted on a strategy that met the three identifiable principles -- data power, proxy power, and communication power. The top strategies voted upon by the members of C-WAT were the strategies chosen and listed above.

These strategies and processes are also used for other indicators we are tracking and include:

- % of adults 18+ in Swain County who are obese
- % of adults 18+ in Swain County with heart disease
- % of adults 18+ in Swain County with diabetes
- % of adults 18+ in Swain County meeting physical activity recommendations (150 min/week)



What Is It?

Many of us in the community are working toward a healthier and happier Swain County. Together, we are trying to reduce chronic disease through our high obesity rates. Swain County Health Department and Swain Community Hospital aim to increase physical activity, nutrition, and mental health through worksite wellness. Why worksite wellness? We spend over 60% of our time at work. We currently provide an employee wellness program to over 100 employees in the Swain County Public School System, and as of the 2018-2019 school year, saw a total of 371-pounds in weight loss, with an average of 6 pounds per person, and a health score increase of roughly 600 points total, averaging 8 points per person. We want to expand the program to include businesses and employees of the county alike, 18 and older, helping to work toward a healthier and happier Swain. Would you be interested in participating in the program?

Swain Summits was identified by the Community Wellness Action Team (C-WAT) as an action, that when combined with other actions in our community, that has a reasonable chance of making a difference in obesity as it relates to chronic disease in our community. This is a brand new program in our community.

The priority population/customers for Swain Summits are all residents in Swain County over the age of 18 years old, and Swain Summits aims to make a difference at the individual and county level. Implementation will take place in September housed by Swain Community Hospital and Swain County Health Department.

This addresses health disparities in the following ways:

- Health assessments aid in connection to healthcare and provide free health screenings to the public that includes cholesterol and glucose
- Lifestyle change program will aid in Diabetes education and awareness to impact diabetes
- Physical activity education and challenges will be aimed to help obesity, heart disease, and diabetes
- Nutrition education and challenges will be aimed to help obesity, food insecurity, heart disease, diabetes, and COPD
- Stress management/mental health education and challenges will be aimed to help obesity and heart disease

The partners for Swain Summits includes:

Agency	Person	Role
Swain County Helath Dept	Trish Hipgrave	Collaborate
Swain Community Hospital	Chelsea Burrell	Collaborate
Mountain Wise	Nan Kramer	Support
Swain County Extension Office	Dee Decker	Support

Work Plan

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Health Screening	Cholestech LDX, Tanita scale, blood pressure cuff, height, and health questionnaires.	Trish Hipgrave and Chelsea Burrell Swain County Health Department and Swain Community Hospital	September, 2019

Evaluation & Sustainability

Evaluation Plan:

We plan to evaluate the impact of Swain Summits 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 through the health screenings, through the following performance measures;

- Weight
- Body Fat Percentage
- Cholesterol
- Glucose
- Health scores

Sustainability Plan:

The following is our sustainability plan for Swain Summits:

- Sustainability Component 1:
 - During year 1 of Swain Summits, MountainWise is helping to fund the strategy through an ARC grant for two years. The ARC grant is being used to get the program up and running through assistance with tools needed (i.e. Cholestech LDX, Tanita scale, tablecloths, sandwich boards, and flyers for promotion); Swain County Health Department will store and maintain the supplies provided by the ARC grant. Further, in-kind is being used for leaders of the program for the first year of the program. Swain Community Hospital is providing the sponsorship funding for incentives in the program.
- Sustainability Component 2:
 - Swain Summits will continue after the ARC grant funding has ended. Swain County Health Department and Swain Community Hospital will continue to provide leadership via job responsibilities to the program. Swain Community Hospital will supply materials for the Cholestech LDX moving forward, and continue to sponsor the program for incentives.

PM	How Well	Overall Participation	-	-	-	-	-
PM	Better Off	Average Weight	-	-	-	-	-
PM	Better Off	Average Body Fat %	-	-	-	-	-
PM	Better Off	Average Total Cholesterol	-	-	-	-	-
PM	Better Off	Average Total Glucose	-	-	-	-	-
PM	Better Off	Average Health Score	-	-	-	-	-
S Swain Schools Nutrition Policy			Time Period	Current Actual Value	Current Target Value	Current Trend	Baseline % Change

Many of us in the community are working toward a healthier and happier Swain County. Together, we are trying to reduce chronic disease through our high obesity rates. Swain County Health Department and Swain Community Hospital are working to increase quality nutrition among children in our schools. The School Health Advisory Committee (SHAC) have been advocating for a new sugar policy within the schools but have been unsuccessful thus far. The Community Wellness Action Team wants to assist in passing and implementing the sugar nutrition policy in all Swain County schools, helping to work toward a healthier and happier Swain County.

Swain Schools Nutrition Policy was identified by the Community Wellness Action Team as an action, that when combined with other actions in our community, that has a reasonable chance of making a difference in obesity as it relates to chronic disease in our community. This is a new strategy in our community.

The priority population/customers for this Swain schools nutrition policy are each of the school systems in Swain County, and the nutrition policy aims to make a difference at the individual and community level. Implementation will take place in meetings and presentations.

The strategy impacts obesity as it relates to chronic disease in the following ways:

- Nutrition (i.e. sugar consumption) provided in the school systems among students
- Obesity rates among children up to 18 years of age

Partners

The partners for this Swain Schools Nutrition Policy include:

Agency	Person	Role
Swain Community Hospital	Chelsea Burrell	Collaborate
Swain County Schools	Jennifer Brown	Collaborate
Swain County Extension Office	Dee Decker	Support

Work Plan

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
C-WAT members will attend SHAC meetings	Organizations Support	C-WAT	September 3, 2019
Swain County Health Department Dietician to connect with Swain Schools Nutritionist	N/A	Swain County Health Department	September, 2019
C-WAT members will draft a policy proposal for SHAC	C-WAT members	C-WAT	Spring 2020
Sugar is a drug education to school system representatives	C-WAT members and SHAC	C-WAT	Summer 2020
Present proposal to school board for approval	C-WAT members and	C-WAT and SHAC	Summer 2020

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
..... proposal to conduct needs for approval	SHAC support		

Evaluation & Sustainability

Evaluation Plan:

We plan to evaluate the impact of Swain Schools Nutrition Policy 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 Swain Schools Nutrition Policy:

- Sustainability Component 1:
 - The Swain Schools Nutrition Policy is not being funded nor does it need to be funded. The sustainability will be the continued pursuit of the policy change until it is passed and implemented successfully.
 - Goal for the policy change will be before the 2020-2021 academic year starts.

PM	How Much	# of Education Sessions Completed	-	-	-	-	-	-
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PM	How Much	# of policies implemented	-	-	-	-	-	-
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Substance Use - Long Term CHIP

R	e-Chip	Residents of Swain County are Healthy, Safe and Thriving	Most Recent Period	Current Actual Value	Current Target Value	Current Trend	Baseline % Change
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Alignment

Substance use and the related result "**Residents of Swain County are healthy, safe, and thriving**" are aligned with the following Healthy NC 2020 Focus Areas/ Objectives.

- Substance Abuse
- Tobacco Use

Experience & Importance

How would we experience residents of Swain County being healthy, safe and thriving in our community?

Swain County would be healthier and happier by way of deduction of substance abuse/misuse. According to community listening sessions, community members would experience the following:

- No needles
- More physical activity
- More treatment
- More participation in community
- Happier
- No cigarette butts
- Less funds being used
- Empowered by discussion
- Less smoke pollution
- Not holding breath to go in buildings
- Not hearing about overdoses
- More communication

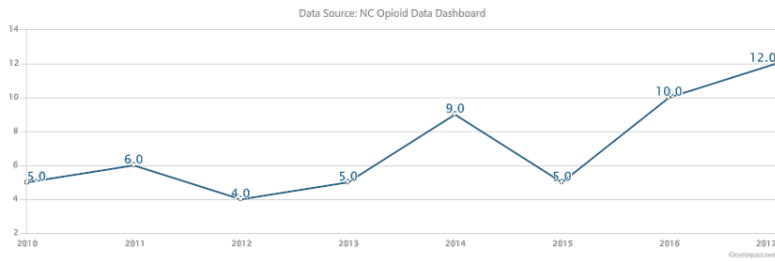
What information led to the selection of this health issue and related result?

The Community Wellness Action Team and the Coalition for a Safe and Drug Free Swain County processed the community health assessment data in September and October of 2018 across several meetings. Both groups were provided information about the relevance, impact, and feasibility around substance abuse/misuse, specifically looking at opioid, tobacco, and alcohol data. The community members in attendance then unanimously voted to move forward with the substance abuse priority as a result of evaluating the primary and secondary community health data.

Known risk factors for this issue are as follows:

- Family
- Social Networks
- Peer Pressure
- Income Level
- Educational Attainment

Opioids # of EMS naloxone administrations in Swain County



2017	12.0	—	↗ 2	140%	↑
2016	10.0	—	↗ 1	100%	↑
2015	5.0	—	↘ 1	0%	→
2014	9.0	—	↗ 2	80%	↑
2013	5.0	—	↗ 1	0%	→
2012	4.0	—	↘ 1	-20%	↓
2011	6.0	—	↗ 1	20%	↑
2010	5.0	—	→ 0	0%	→

Strategies Considered & Process

The following actions have been identified by the Community Wellness Action Team and the Coalition for a Safe and Drug Free Swain County as ideas for what can work for our community to make a difference on the substance misuse priority.

Actions and Approaches Identified by Our Partners: These are actions and approaches that our partners think can make a difference on substance misuse in Swain County.

- Lockbox/Dropbox Campaigns
- Narcan
- Education
- Cooperative Medical Community
- Policies and Laws
- Continued Medical Education classes
- Suboxone
- Awareness
- Acceptance and Communication within the Community
- Training in Narcan
- Syringe Exchange

What is Currently Working in Our Community: These are actions and approaches that are currently in place in our community to make a difference on substance misuse in Swain County.

- Lockbox/Dropbox Campaigns
- Quitline
- Narcan Community Distribution
- Tobacco Free Spaces
- Syringe Exchange on the Cherokee Indian Reservation

Evidence-Based Strategies: These are actions and approaches that have been shown to make a difference on substance misuse.

Name of Strategy Reviewed	Level of Intervention
Dropbox	Individual, Interpersonal, Organizational, Community or Policy
Lockbox	Community
Syringe Exchange	Community
Campaigns	Community
Narcan	Community
Tobacco Policies	Policy

What Community Members Most Affected by Substance Misuse Say: These are the actions and approaches recommended by members of our community who are most affected by substance misuse.

- Lockbox and Dropbox Campaigns
- Narcan Community Distribution
- Tobacco Free Spaces

Process for Selecting Priority Strategies

The Community Wellness Action Team and the Coalition for a Safe and Drug Free Swain County reviewed the community health assessment data in September and October of 2018, following those meetings the substance misuse was unanimously selected. Following the selection of the substance misuse priority, both groups met and completed the whole distance exercise to walk through the results based accountability format in selecting actionable items. The two groups used dot voting to select an indicator measure to use, and from there used dot voting to select three action items that are feasible and high-leverage. Community members were given three separate votes -- communication power, proxy power, and data power. From those three votes, the groups selected the action items indicated in this scorecard.

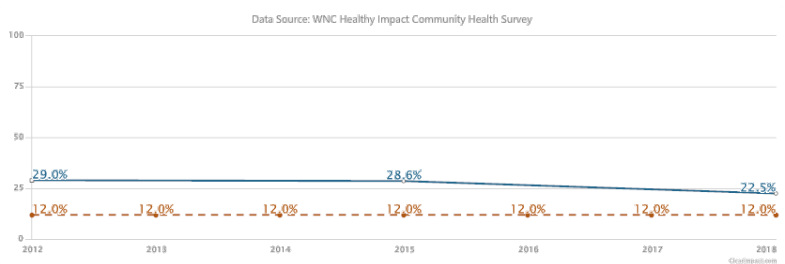
These strategies and processes are also used for other indicators we are tracking and include:

- # of ED Visits due to overdose
- # of ED Visits due to overdose deaths
- % of Swain County adults 18+ who use tobacco

I Opioids # of ED Visits due to overdose	-	-	-	-	-
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I Opioids # of ED Visits due to overdose deaths	-	-	-	-	-
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I Tobacco % of Swain County adults 18+ who use tobacco	2018	22.5%	12.0%	↘ 2	-22% ↓
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2015	28.6%	12.0%	↘ 1	-1% ↓
2012	29.0%	12.0%	→ 0	0% →

S Opioids Narcan Distribution	Time Period	Current Actual Value	Current Target Value	Current Trend	Baseline % Change
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What Is It?

Narcan Community Distribution was identified by the Community Wellness Action Team and the Coalition for a Safe and Drug Free Swain County as an action, that when combined with other actions in our community, that has a reasonable chance of making a difference in substance misuse in our community. This is an ongoing program in our community.

The current narcan community distribution is effective within Swain County and needs to be expanded to a new target population reaching more community members and saving more lives.

The priority population/customers for the narcan community distribution are select community members who want to be trained in narcan use, and the community narcan distribution aims to make a difference at the community level. Implementation will take place in the community.

Misuse often impacts rates of violence, injuries and certain diseases so people who are using substances are at a disadvantage when it comes to overall health.

Partners

The partners for this strategy include:

Agency	Person	Role
Coalition for a Safe and Drug Free Swain County	Trish Hipgrave	Lead
Swain County Health Department	Amber Frost	Collaborate and Support
Swain Community Hospital	Chelsea Burrell	Collaborate and Support

Work Plan

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Narcan Distribution	Narcan	The Coalition for a Safe and Drug Free Swain County	Ongoing
Narcan Use	Narcan	EMS, The Coalition for a Safe and Drug Free Swain County, and Community Members	Ongoing

Evaluation & Sustainability

Evaluation Plan:

We plan to evaluate the impact of community narcan distribution 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.

Sustainability Plan:

The following is our sustainability plan for community narcan distribution:

- Sustainability Component 1:
 - Establishing a consistent financial base for the program via grant funding -- working toward a full-time staff member to adequately address narcan distribution and training as well as funding for the narcan itself to distribute.
 - Using program measures to ensure continued effectiveness within the

PM How Much # of locations where Narcan is available

- - - - -

S Opioids Lock Box/ Drop Box Campaign

Time Current Actual Current Target Current Baseline
Period Value Value Value Trend % Change

What Is It?

Lock Box and Drop Box Campaign was identified by the Community Wellness Action Team and the Coalition for a Safe and Drug Free Swain County as an action, that when combined with other actions in our community, that has a reasonable chance of making a difference in substance misuse in our community. This is an ongoing program in our community.

This program is ongoing as it is currently effective in Swain County and needs to be expanded to reach more of the population.

The priority population/customers for this Lock Box and Drop Box Campaign are organizations that are willing to establish a Drop Box and community members interested in a Lock Box, and the Lock Box and Drop Box Campaign aims to make a difference at the community level. Implementation will take place in the community.

Misuse often impacts rates of violence, injuries and certain diseases so people who are using substances are at a disadvantage when it comes to overall health.

Partners

The partners for this strategy include:

Agency	Person	Role
Coalition for a Safe and Drug Free Swain County	Trish Hipgrave	Lead
Swain County Health Department	Amber Frost	Collaborate and Support
Swain Community Hospital	Chelsea Burrell	Collaborate and Support

Work Plan

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Lock Box Distribution	Lock Boxes	Swain County Health Department	Continuous
Drop Box Distribution	Drop Boxes	The Coalition for a Safe and Drug Free Swain County	Continuous

Evaluation & Sustainability

Evaluation Plan:

We plan to evaluate the impact of Lock Box and Drop Box Campaigns 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.

Sustainability Plan:

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

- Sustainability Component 1:
 - Establishing consistent funding through grants for a financial base to consistently have Lock Boxes available to the public as well as Drop Boxes in the community.
 - Increasing community awareness on the issue and demonstrating the value of the program to the public as well as stakeholders.

PM How Much # of lockboxes distributed to community members

- - - - -

S Tobacco Quitline

Time Current Actual Current Target Current Baseline
Period Value Value Value Trend % Change

What Is It?

Quitline was identified by the Community Wellness Action Team and the Coalition for a Safe and Drug Free Swain County as an action, that when combined with other actions in our community, that has a reasonable chance of making a difference in substance misuse in our community. This is an ongoing program in our community.

The quitline is an ongoing strategy that is effective in probing people to stop smoking. The strategy will hopefully reach more people within the community to reduce tobacco usage.

The priority population/customers for Quitline are individuals who use tobacco products within the community, and Quitline aims to make a difference at the individual and community level. Implementation will take place in the community.

Misuse often impacts rates of violence, injuries and certain diseases so people who are using substances are at a disadvantage when it comes to overall health.

Partners

The partners for this strategy include:

Agency	Person	Role
Coalition for a Safe and Drug Free Swain County	Trish Hipgrave	Lead
Swain County Health Department	Amber Frost	Collaborate and Support

Agency	Person	Role
Swain Communny Hospital	Chelsea Burrell	Collaborate and Support

Work Plan

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Educate HD's Clinical staff, WIC staff and Coalition members on Quitline Services	Quitline Summary of Services	Swain County Health Department	8/1/2019

Evaluation & Sustainability

Evaluation Plan:

We plan to evaluate the impact of Quitline 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.

Sustainability Plan:

The following is our sustainability plan for Quitline:

- Sustainability Component 1:
 - It is a free program provided by the state, all funding for the program is state funding, meaning we do not need to establish consistent funding to sustain.
 - We will be able to sustain the use of the strategy by utilizing it more via referrals.

PM How Much # of community members who use Quitline - - - - -

S Tobacco Tobacco Free Spaces Time Period Current Actual Value Current Target Value Current Trend Baseline % Change

What Is It?

Tobacco Free Spaces was identified by the Community Wellness Action Team and the Coalition for a Safe and Drug Free Swain County as an action, that when combined with other actions in our community, that has a reasonable chance of making a difference in substance misuse in our community. This is an ongoing program in our community. This program is ongoing and needs to be expanded into all policy across the county. The priority population/customers for this Tobacco Free Spaces are community members in Swain County, and the Tobacco Free Spaces aims to make a difference at the individual and community level. Misuse often impacts rates of violence, injuries and certain diseases so people who are using substances are at a disadvantage when it comes to overall health.

The partners for this Tobacco Free Spaces include:

Agency	Person	Role
Coalition for a Safe and Drug Free Swain County	Trish Hipgrave	Lead
Swain County Health Department	Amber Frost	Collaborate and Support
Swain Community Hospital	Chelsea Burrell	Collaborate and Support

Work Plan

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Policy changes to make Swain County and Bryson City tobacco free.	Support	The Coalition for a Safe and Drug Free Swain County, Swain County Health Department, and Swain County Community Hospital	Continuous

Evaluation & Sustainability

Evaluation Plan:

We plan to evaluate the impact of Tobacco Free Spaces 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.

Sustainability Plan:

The following is our sustainability plan for Tobacco Free Spaces:

- Sustainability Component 1:
 - Identifying champions who strongly support the program
 - Demonstrating success to key stakeholders, communicating and engaging community leaders and organizations
 - Establishing a grant to help with Tobacco Free Space signage across the city and county

PM	How Much	# of contacts	-	-	-	-	-
PM	How Much	# of presentations/meetings in the community	-	-	-	-	-