



Community Health Action Plan 2013 (yr)



Designed to address Community Health Assessment priorities

County: **Bladen**

Partnership, if applicable: **Bladen County**

Period Covered: **2013-16**

LOCAL PRIORITY ISSUE

- Priority issue: **Unintentional Motor Vehicle Accidents**
- Was this issue identified as a priority in your county's most recent CHA? Yes No

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

- By (year): 2016
- Objective (specific, measurable, achievable, realistic, time-lined change in health status of population):
- By June 2016 Bladen will reduce the percentage of traffic crashes by 1% that is alcohol-related from 4.4% to 3.4%.
- Original Baseline: Bladen statistics for 2008-2012 total alcohol car crashes 4.4% compared to NC 5.3% (2008-12 NC AF)http://www.hsrb.unc.edu/ncaf/county_veh.cfm).
- 2012 BFRSS reported 3.1% responded to driving after having too much to drink. 2.0% reported seldom wearing seatbelts. (Data for Eastern North Carolina, aggregate data no specific for county)
- Date and source of original baseline data: Centers for Disease Control 2012 – BRFSS 2012 (Data for Eastern North Carolina, aggregate data no specific data for county)-NCDOT- NCAF http://www.hsrb.unc.edu/ncaf/county_veh.cfm
- Updated information (For continuing objective only): Centers for Disease Control 2012-BRFSS 2012-NCDOT-NCAF http://www.hsrb.unc.edu/ncaf/county_veh.cfm
- According to the Department of Motor Vehicles, **139** 15-to-19 year olds were killed in North Carolina in 2009 traffic crashes, with 61 of them not wearing their seat belts. Over 95,000 student drivers from 316 high schools in over 90 counties are participating in "Click It or Ticket, Securing Your Future" in 2013

POPULATION(S)

- Describe the local population(s) experiencing disparities related to this local community objective: Bladen's population 34,928, Unintentional Motor Vehicle Accidents is the 5th leading cause of death in Bladen.
- Bladen's Motor Vehicle Accidents: rate 2006-10- 40.2 compared to NC rate 16.7.
- Total number of persons in the local disparity population(number you plan to reach with the interventions in this action plan):
- Of Bladen's population 34,928 estimate 500 individuals will be reached with the interventions.

HEALTHY NC 2020 FOCUS AREA ADDRESSED

- Check **one** Healthy NC 2020 focus area:

- | | | |
|--|--|--|
| <input type="checkbox"/> Tobacco Use | <input type="checkbox"/> Social Determinants of Health (Poverty, Education, Housing) | <input type="checkbox"/> Infectious Diseases/ Food-Borne Illness |
| <input type="checkbox"/> Physical Activity and Nutrition | <input type="checkbox"/> Maternal and Infant Health | <input type="checkbox"/> Chronic Disease (Diabetes, Colorectal Cancer, Cardiovascular Disease) |
| <input type="checkbox"/> Substance Abuse | <input checked="" type="checkbox"/> Injury | <input type="checkbox"/> Cross-cutting (Life Expectancy, Uninsured, Adult Obesity) |
| <input type="checkbox"/> STDs/Unintended Pregnancy | <input type="checkbox"/> Mental Health | |
| <input type="checkbox"/> Environmental Health | <input type="checkbox"/> Oral Health | |

List HEALTHY NC 2020 Objective: (List the Healthy NC 2020 objective(s) that align with your local community objective.) (Detailed information can be found at publichealth.nc.gov/hnc2020/ website)

Reduce the percentage of traffic crashes that are alcohol-related 2008-2012 Alcohol Involved Crashes Bladen 4.4% compared to Statewide 5.3%. (2008-2012 NCAF) http://www.hsrb.unc.edu/ncaf/county_veh.cfm

IVP-16.1 Increase age-appropriate vehicle restraint system use in children aged 0 to 12 months

RESEARCH REGARDING WHAT HAS WORKED ELSEWHERE*

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

Intervention	Describe the evidence of effectiveness (type of evaluation, outcomes)	Source
<p>North Carolina Department of Transportation “Booze it or Lose it” Campaign</p>	<p>The "Booze It & Lose It" campaign zeros in on drunken drivers with innovative and extensive anti-driving while impaired (DWI) enforcement and education. Sobriety checkpoints are continually set up in all North Carolina counties as part of the state's highly effective anti-drunk driving campaign.</p> <p>Booze It & Lose It tracks a documents the alcohol and driving while impaired citations. Bladen statistics for 2012 total alcohol car crashes 3.5% compared to NC 5.3%. Program initiated to deter driving while impaired by implementing random checkpoints throughout the county and state.</p>	<p>http://www.ncdot.gov/programs/GHSP/initiatives/default.html</p>
<p>North Carolina Department of Transportation “Click it or Ticket” Campaign</p>	<p>In North Carolina and across America, millions of deaths and injuries are caused because people don't use safety belts and child passenger safety seats. Research shows that appeals to "do the right thing" don't work for the people who don't use belts. What gets them to buckle up is high visibility enforcement. That means checkpoints and traffic tickets for drivers not using belts.</p> <p>North Carolina's "Click It or Ticket" program began in 1993 to increase seat belt and child safety use rates through stepped-up enforcement of the state's seat belt law. Nearly every law enforcement agency in the state participates in "Click It or Ticket," one of the most intensive law enforcement efforts of its kind.</p> <p>North Carolina's "Click It or Ticket" program is so successful that it serves as a model for the National Highway Traffic Safety Administration (NHTSA). States throughout the country conduct "Click It or Ticket" campaigns, increasing awareness of seat belt safety daily.</p> <p>To ensure the enforcement message reached motorists statewide, state and local law enforcement officers increased patrols and manned more than 11,400 checkpoints during the campaign. This amplified enforcement effort resulted in 3,662 more citations this May than during the same period for North Carolina.</p> <p>Bladen County from May 19-Jun1, 2014 there were 9 checkpoints: over 21 years of age (12) DWIs were issued; (232) seatbelt violations; (17) child passenger safety violations; (89) speeding violations.</p>	<p>http://www.ncdot.gov/programs/GHSP/initiatives/default.html</p>

The Community Guide Evidence Based Strategies to Prevent Excessive Alcohol Consumption and Related Harms	Variety of policies and strategies to reduce the access to alcohol and educate merchants on ID requirements and restriction of sales. 2008-12 Bladen had 4.4% of crashes involved alcohol compared to 5.3% State. www.hsrb.unc.edu	http://www.thecommunityguide.org/alcohol/Summary_Alcohol_Interventions082413.pdf

(Insert rows as needed)

WHAT INTERVENTIONS ARE ALREADY ADDRESSING THIS ISSUE IN YOUR COMMUNITY?

Are any interventions/organizations currently addressing this issue? Yes No If so, please list below.

Intervention	Lead Agency	Progress to Date
North Carolina Department of Transportation "Booze it or Lose it" Campaign	North Carolina Department of Transportation – Highway Safety Program	Yearly statistics for counties and state.
North Carolina Department of Transportation "Click it or Ticket" Campaign	North Carolina Department of Transportation – Highway Safety Program	Yearly statistics for counties and state.
Defensive Driving Training	Bladen Community College	Monthly classes for Safe Driving education.
Alcoholics Anonymous	Elizabethtown Presbyterian Church	Seminars and 12 step workshops

(Insert rows as needed)

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

Community, neighborhood, and/or demographic group	Individual, civic group, organization, business, facility, etc. connected to this group	How this asset might help
Healthy Bladen Collaborative	Healthy Bladen Collaborative: <ul style="list-style-type: none"> • Bladen County Health Department • Cape Fear Valley Hospital/ Bladen County • Bladen County Library • Bladen County Social Services • Bladen County Division on Aging • NC Cooperative Extension • Bladen County Schools • Bladen Community College • Town of Elizabethtown • Local State Parks • EastPointe • Community Transformation Grant staff(CTG) • Bladen County Sheriff's Department • NC Partnership for Children "Smart Start" • Lower Cape Fear Hospice and Life Care Center 	Monthly collaborative meetings for outreach, intervention implementation, education, advocacy, and policy change.
Safe Kids Coalition	<ul style="list-style-type: none"> • Bladen County Health Department • Bladen County Library • Bladen County Social Services • NC Cooperative Extension-4-H • Bladen County Schools • EastPointe • Bladen County Sheriff Department • Elizabethtown Police Department • Farm Bureau Insurance • Elizabethtown Fire Department 	Bi-monthly meetings of coalition members: Car Seat Checks twice a year: Operation Medicine Drop twice a year Mini Grants have purchased educational safety material, bike helmets, car seats, water safety, firearm, hunter, poison prevention and ATV/tractor safety; information provided at health-fairs and all 14 schools open house.

	<ul style="list-style-type: none"> • NC Partnership for Children “Smart Start” • Community Members 	
Bladen County Safety and Wellness Committee	<ul style="list-style-type: none"> • Bladen County Operations • County of Bladen • Bladen County Library • Bladen Planning Dept. • Department of Social Services • NC Cooperative Extension • Bladen Sheriff’s Department • Bladen County Division • Bladen EMS 	Monthly collaborative meetings for outreach, intervention implementation, education, advocacy, and policy change.

(Insert rows as needed)

INTERVENTIONS: SETTING, & TIMEFRAME Each plan will need a minimum of one intervention for each of the three sections below	COMMUNITY PARTNERS’ Roles and Responsibilities	PLAN HOW YOU WILL EVALUATE EFFECTIVENESS
INTERVENTIONS SPECIFICALLY TARGETING HEALTH DISPARITIES		
<p>Intervention: Buckle-up of North Carolina</p> <p>Intervention: ___ new <u>X</u> ongoing ___ completed</p> <p>Setting: Community</p> <p>Start Date End Date : 2013 ongoing</p> <p>Level of Intervention - change in: <u>X</u> Individuals ___ Policy &/or Environment</p>	<p>Lead Agency: Governors’ Highway Safety Commission/Safe Kids Role: Assist in <u>implementing “Safe Kids” Coalitions within North Carolina, permanent checking stations and Car Seat checking events. Grants for car seats.</u></p> <p>Partners: Safe Kids Coalition</p> <p>Role: Assist with programs and awareness.</p> <p>Include how you’re marketing the intervention: Programs/car seat checks are utilized as a marketing tool for prevention services and programs and to develop new partnerships. Flyers, websites, and local media.</p>	<p>1. Quantify what you will do (# classes & participants, policy change, built environment change, etc.)</p> <ul style="list-style-type: none"> • Maintaining “Safe Kids Coalition” bi-monthly meetings (6) meetings per year. • 5 Events yearly to address issues re: Safety for Kids to support of State Laws re: Seat belt and Car seat proper installation and use. • To support county policies re; Child seatbelt safety. <p>2. Expected outcomes: Explain how this will help reach the local community objective (what evidence do you have that this intervention will get you there?)</p> <ul style="list-style-type: none"> • Reduce mortalities or injuries of children 0-19 through Safe Kids and Buckle up NC awareness and education by 1%. • Decrease seat belt violations by 1%.

POLICY OR ENVIRONMENTAL CHANGE INTERVENTIONS		
<p>Intervention: The Community Guide Evidence Based Strategies to Prevent Excessive Alcohol Consumption and Related Harms _</p> <p>Intervention: ___ new <input checked="" type="checkbox"/> ongoing ___ completed</p> <p>Setting: Community</p> <p>Start Date End Date (mm/yy): 2013 Ongoing</p>	<p>The lead agency is <u>Community Preventative Taskforce</u> and it will identify population health interventions that are scientifically proven to save lives, increase lifespan, and improve quality of life. The Task Force produces recommendations (and identifies evidence gaps) to help inform the decision making of federal, state, and local health departments, other government agencies, communities, healthcare providers, employers, schools and research organizations.</p> <p>_____</p> <p>List other agencies and what they plan to do:</p> <p>Local Venders ABC Stores Bladen Sheriff's Department NC Highway Patrol Local Police Departments</p> <p>Include how you're marketing the intervention: Enforce Policies/Laws: Websites, campaigns, media</p>	<p>1. Quantify what you will do (# classes, # participants, etc.)</p> <ul style="list-style-type: none"> • At least (5) Checkpoints for seatbelt checks throughout county yearly. • At least (1) Special checkpoint campaigns events (Booze it or Lose it", and "Click it or ticket". • Child Passenger Safety Month observed in September of each year. • Safe Kids Coalition offers Car Seat Checks (3) check sites yearly. • Car-seats available for those who do not have them through Buckle up N.C. <p>2. Expected outcomes: Explain how this will help reach the local community objective (what evidence do you have that this intervention will get you there?)</p> <ul style="list-style-type: none"> • Bladen County will see an over-all reduction of 1% in over 21 DWIs, seatbelt violations, child passenger safety violations and speeding violations. • Increased Use of child safety seats by 1%. • Increased use of Seatbelts by 1%.

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INDIVIDUAL CHANGE INTERVENTIONS		
<p>Intervention: "Booze it or Lose it" campaign</p> <p>Intervention: ___ new <u>X</u> ongoing ___ completed</p> <p>Setting: Bladen</p> <p>Start Date – End Date (mm/yy): 2013 - ongoing</p>	<p>Lead agency: Local and State Law Enforcement</p> <p>Partner agencies: Bladen County Health Department Bladen County Schools Dept. Social Services NC Coop. Extension Bladen Community College</p> <p>Marketing: flyers, website, local media, facebook, emails,</p>	<p>Quantify what you will do:</p> <ul style="list-style-type: none"> • Five or more sobriety checkpoints events throughout Bladen County. <ul style="list-style-type: none"> • Awareness campaign through media. • Number of participants will be evident through 2014-2016 Governor's Highway Safety statistics. <p>Expected outcomes:</p> <ul style="list-style-type: none"> • Bladen County will see an over-all reduction of 1% in over 21 DWIs, seatbelt violations, child passenger safety violations and speeding violations. • Increased Use of child safety seats by 1%. • Increased use of Seatbelts by 1%.

insert rows as needed)