

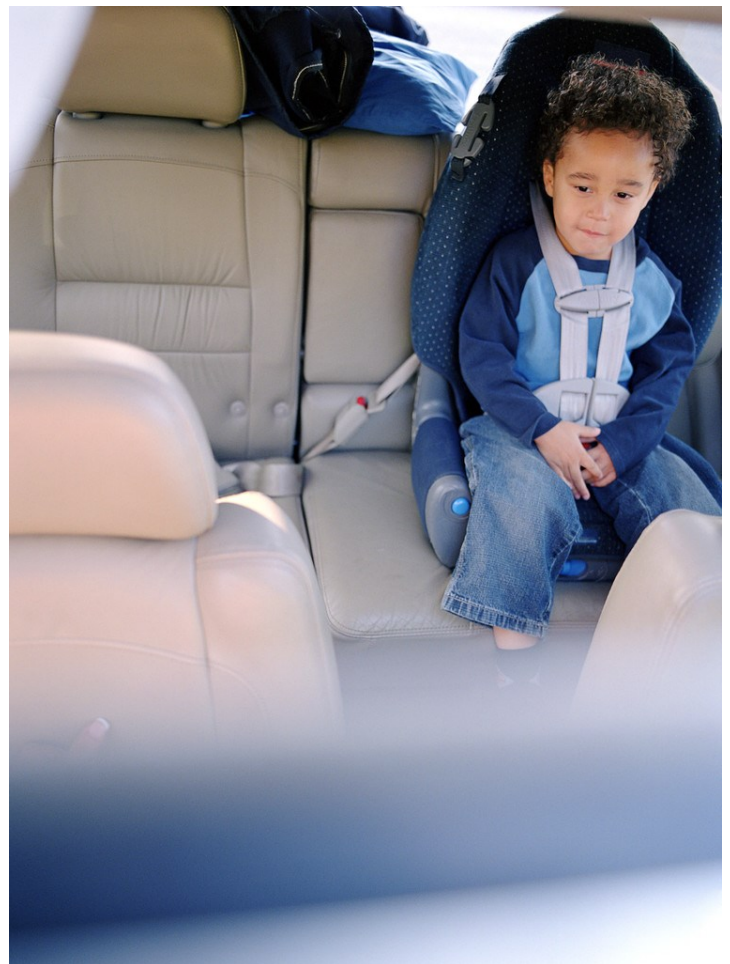
Jackson
County
Community
Health
Action
Team

Community Health Improvement Plan

2013-2018

Substance Awareness
Access to Healthcare
Community Based Services
Nutrition & Fitness
Community Health

Jackson County



Thank you to our Community Partners . . .

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.” Margaret Mead

Ensuring the health and wellness of Jackson County residents has been the focal for Jackson County Community Health Action Team (JCCHAT) since 2002. We thank all who have contributed to our efforts with your time, resources, and expertise to our Community Health Improvement Plan. Your dedication and insight are invaluable in achieving a healthier community for all residents in Jackson County.

Our Mission . . .

Jackson County Community Health Action Team will promote strategies that will **IGNITE** a culture of healthy lifestyles.

Our Vision . . .

Creating a healthy county where we work and play.

Table of Contents . . .

Executive Summary	3
Introduction & Background	3
Assessing our Community’s Health	4
Public Health Priority Areas	6
Substance Awareness	7
Access to Healthcare	11
Community Based Services	14
Nutrition & Fitness	18
Community Health	21
Notes and Revisions	24



Executive Summary

Our Community Health Improvement Plan consists of two main phases; the initial phase required a holistic assessment of our community, and the second phase involves our community partners in planning strategic interventions to improve health outcomes where our community's needs are greatest. The second phase is currently in progress and is carried out through the Jackson County Community Health Action Team (JCCHAT) coalition, a diverse group of partners organized into topic specific committees.

The initial phase was completed by JCCHAT in partnership with the Jackson County Health Department and Jackson County Memorial Hospital in July 2013. This was a two year process and included a Community Health Status Assessment, a Community Health Themes and Strengths, a Local Public Health Systems Assessment, and a Forces of Change Assessment. The final Community Health Assessment (CHA) Report can be viewed at www.jackson.health.ok.gov and www.jcmh.com.

From July 2013—October 2014, committees of JCCHAT have identified priority public health issues and interventions specifically targeted to populations and topic areas that were discovered during the initial phase. The result is an action plan for each workgroup, including several goals and a list of objectives or action steps to accomplish these goals. The objectives include health promotion campaigns, policy efforts, and coordinated community programs, all which will be carried out through the direction and joint effort of JCCHAT partners. JCCHAT adopted the plan at the

coalition meeting on September 10, 2014.



The Jackson County Community Health Action Sub committees evaluated the Community Health Improvement Plan priorities in 2015.

As our Jackson County Community Health Action Team moves forward, it will continue to serve as a central point of planning from which partners work together to implement action steps. Rather than individual organizations or health care institutions implementing self-based programs, this community health improvement plan will work to bring a concerted effort of partners working together to improve the health of the residents of Jackson County.

Introduction and Background

Jackson County Community Health Action Team, an established coalition in collaboration with Oklahoma Turning Point and Oklahoma Commission on Children and Youth (OCCY), began meeting in March 2002. For the last ten years, JCCHAT in collaboration with the Jackson County Health Department has conducted biennial assessments of Jackson County to gather the residents' perceptions of quality of life factors regarding community health.

JCCHAT was founded on the idea that local people working together can better identify and influence the issues affecting the health and quality of life within their community. They operate under by-laws and are comprised of 36

partnering organizations: 60 community members actively engaged in bettering the quality of life in Jackson County.

The health of our community is a shared responsibility, not only for health care providers and public health officials, but also for all residents who contribute to the well-being of our community.

In 2010, Jackson County Health Department (JCHD) engaged JCCHAT in the process called Mobilizing through Action in Planning & Partnerships (MAPP). The MAPP model was chosen because it expanded beyond the boundaries of conducting a community survey and it offered a best practice process of thoroughly looking at a community from several different angles by viewing data collected from four different assessments. JCHD will continue to support the coalition by assisting in repeating the MAPP process every five years.

Assessing Our Community's Health: MAPP Process

MAPP is a community wide strategic planning tool for evaluating and improving a community.

This tool was developed by the Centers for Disease and Prevention (CDC) and the National Association of County and City Health Officials (NACCHO).

MAPP is a six phase process which guides the coalition through a systematic approach of organizing, visioning, assessments, identifying strategic issues, developing goals and strategies, and evaluation. JCCHAT felt the benefits of this framework were extremely valuable to mobilize the community at the local level to address public health issues.

The MAPP process identifies areas of local concern and provides steps to plan targeted solutions. JCCHAT, established since 2002, fulfilled the partnership development phase through previous organization of partners and updated their mission and vision statements. The next step of the MAPP process includes four community assessments: the *Community Health Status Assessment*, the *Community Themes & Strengths Assessment*, the *Local Public Health System Assessment*; and the *Forces of Change Assessment*. As referenced previously, the four MAPP assessments were completed by 2013 in a step process by Jackson County Health Department, JCCHAT, and Jackson County Memorial Hospital.

The *Community Health Status Assessment* is a compilation of data from Oklahoma State Department of Health, Community Health Needs Assessment at Community Commons, United States Census Bureau, Oklahoma Department of Mental Health and Substance Abuse Services, and the County Health Rankings and Roadmaps from Robert Wood Johnson Foundation. In the Community Health Assessment (CHA) report the data reflected Demographics, Social and Economic Factors, Physical Environment, Clinical Care, Health



Behaviors, and Health Outcomes. This data provided an overview of the health of 26,446 residents calling Jackson County home.

Next, the *Local Public Health Assessment* evaluated all entities in the community that contribute to delivering public health services. This includes government, public, private and voluntary entities, as well as individuals and information associates. This assessment evaluated the Ten Essential Public Health Services. Ultimately, this assessment measures the capacity of the public health system as a whole to meet our community's public health needs. JCHD and JCCHAT invited key stakeholders from 25 identified entities to participate in the assessment. The group met weekly for five weeks. While our community scored high on developing policies and plans; diagnose and investigate; mobilizing partnerships; enforcing laws; and assuring a competent workforce, we could improve in the areas of evaluation; monitoring health status; research and innovations; linkage to health services; and informing, educating, and empowering people about health issues.

The third assessment, *Communities Themes and Strengths*, evaluated structure and needs of our community based upon the perceptions of our county residents. JCHD, with the input of JCCHAT coalition, developed and distributed surveys focusing on quality of life issues. Surveys were distributed through multiple outlets to ensure availability to all participants and available in English and Spanish. The survey was distributed through two cycles of billing [8,000 surveys] to all households in Altus through the POWER city billing; distributed to organizational partners employees through



email distribution lists; distributed to rural schools; announced through a county newspaper article; posted on websites of organizational partners; and distributed to clients at partnering organizations. Respondents were asked to identify the top five health problems; risky behaviors; and important services in their community. The findings revealed the top five health problems as (*in priority ranking*) cancer, diabetes, teen pregnancy, heart disease/stroke, and child abuse/neglect. Top five risky behaviors (*in priority ranking*) are teen pregnancy, drug abuse among youth, prescription drug abuse, unprotected sex, and overweight adults. The respondents indicated nursing homes, child care providers, access to affordable healthcare, immunizations, and access to affordable foods as the top five needed services.

Last, the *Forces of Change Assessment* focused on identifying influences on health in the community. The assessment considered events, factors and trends centered around social, political, legal, environmental and economic influences. Through this assessment, strengths, weaknesses, opportunities and threats to our communities were identified, noted, and discussed.

From the gathered information found in the assessment phase, JCCHAT identified the following strategic issues: **Substance Awareness**; **Access to Healthcare**; **Community Based Services**; **Nutrition and Fitness**; and **Community Health**. The key to implementation success is for JCCHAT to formulate goals and strategies and move to the action cycle of the MAPP process.

Public Health Priority Areas

5 Committees of JCCHAT

Our planning efforts have resulted in valuable data and a thorough understanding of our community, but the heart of our community health improvement plan is our committees. It is here that our community residents and partners focus their time and resources to affect change in those areas deemed most crucial to improving the overall health of our community.

Jackson County Community Health Action Team is led by an Executive Committee comprised of a Chair, Vice-chair, Secretary, and Treasurer. Individual community members and representatives of our partner organizations volunteer to serve on committees of their particular interest. These members bring their respective expertise and experience to ensure efficient, evidence-based and effective interventions.

The committees reviewed the assessment data to incorporate rising issues into the existing structure of the Jackson County Community Health Action Team. The members of the committees worked with their Regional Turning Point Consultant to develop committee goals and focus areas to drive their efforts to improve the health of their community. Once the goals and focus areas were narrowed for each committee, the members then began to brainstorm possible solutions based upon evidence based interventions for each public health priority area. These solutions included policy implementation activities to provide sustainable effects. The ideas of the committee members were melded with requirements from both Tobacco Settlement Endowment Trust grants (tobacco and physical activity and nutrition) and Oklahoma Department of Mental Health and Substance Abuse for Health Homes. The result is a structure of focused action plans backed by the input of our residents and expertise of our community's most knowledgeable partners implementing evidence based best practices in our community.

In the following pages, you will find the goals and objectives for each priority area devised by our committees.



5 Public Health Priority Areas

Substance Awareness

Access to Healthcare

Community Based Services

Nutrition & Fitness

Community Health



Target Population: Jackson County

Priority Area 1: Substance Awareness

Why Substance Awareness?

Prescription drug abuse is Oklahoma's fastest growing drug problem and impacts our state in multiple ways. Jackson County is ranked 67 out of 77 counties. Parents suffering from drug addiction can compromise the health and well being of their families, often leading to greater social services agency involvement. Young people may view prescription drugs as a "less harmful" drug of choice, derailing healthy development and their ability to succeed. Oklahoma workers who abuse prescription drugs contribute to poor work performance, injuries, absenteeism and lack of economic productivity. The pattern of drug overdose deaths in Oklahoma has changed considerably over the past 40 years. Prescription painkillers (opioids) are now the most commonly involved drugs in unintentional overdose deaths. In 2010, 662 Oklahomans died of an unintentional poisoning compared to 127 in 1999. The majority of these additional deaths were due to unintentional prescription drug overdoses. Combating prescription drug misuse/abuse must become a top public health priority.

Underage drinking cost the citizens of Oklahoma \$0.8 billion in 2010. These costs include medical care, work loss, pain and suffering associated with the multiple problems resulting from the use of alcohol by youth. This translates to a cost of \$2,308 per year for each youth in the State or \$3.41 per underage drink consumed. In contrast, a drink in Oklahoma retails for \$1.02.

Tobacco use is Oklahoma's leading cause of preventable death. Additionally, 700 Oklahomans die each year from diseases caused by secondhand smoke. Tobacco use costs Oklahomans over \$2.8 billion annually in medical expenses and loss of productivity. Yet currently, a state law exists that preempts any local law that is more strict; local communities cannot enforce their own tobacco laws even when they have joined together in agreement to protect their citizens from harm. Jackson County adult tobacco use rate is 24.90%.

Community Resources

Oklahoma Bureau of Narcotics/Drug Enforcement

Wichita Mountain Prevention Network

Center for Advancement & Wellness,
Oklahoma State Department of Health

Oklahoma Tobacco Helpline and
Dashboard

M-Power

Altus Chamber of Commerce

Jackson County Tobacco Education
Committee

Southern Prairie Library

Western Oklahoma State College

OSU Extension Office

Civic Organizations

Jackson County Schools

Alcoholic Beverage Law Enforcement

Southwestern Youth Services, Inc.

Jackson County Memorial Hospital

Altus Air Force Base

Tobacco Settlement Endowment Trust

Students Working Against Tobacco

Substance Awareness Goal:

Objective: Decrease use and abuse of illegal drugs, abuse of legal and controlled substances (alcohol and prescription medications) by youth and adults in Jackson County.

Focus Areas: Education & Awareness

Jackson County Substance Abuse Committee Goals:

Strategy 1: Education Awareness

1. Educate community about the dangers of Prescription Drug Abuse to include information on proper disposal, storage, and sharing by hosting informative meetings/trainings at local organizations, churches, schools.
2. Educate Jackson County about Cody's Law-State Social Host Law through media and campaign materials.

Activities for this strategic issue include, but are not limited to:

- Work with the Oklahoma Bureau of Narcotics/Drug Enforcement Administration to bring a secure drug drop box to Jackson County.
- Provide patient educational materials and prescriber guidelines for education to pharmacies, hospital, ER and urgent medical clinics.

Strategy 2: Decrease the number of Establishments that sell alcohol to minors

1. Increase the compliance rate by collaborating with local law enforcement to facilitate alcohol compliance.
2. Work with the City on developing an ordinance to mandate responsible beverage sales and service training to all licenses who sell alcohol.

Activities for this strategic issue include, but are not limited to:

- Provide compliance checks at onsite and offsite establishments that sell alcohol annually.

Strategy 3: Increase Awareness

1. Increase Substance Awareness Committee Membership by two sectors.
2. Increase social media use to reach more youth.

Community Resources continued...

Jackson County Health Department

Altus Police Department

Jim Taliaferro Community Mental Health Center

Altus Times, KEYB & KWHW Radio

Jackson County Sherriff's Dept.

Barriers

Overcome corporate barriers when decisions are not made locally.

No access to Social Media.

Currently there is no Chair for the Jackson County Substance Awareness Committee.

Alcohol compliance checks/WMPN is not contacting Law Enforcement agencies at this time.

All Sectors are not represented at the Substance Awareness Committee Meetings.

Lack of diversity on the committee.

Culture

Scheduling conflicts with 5 A's training

Time restraints for meetings

Policy change needed

Tobacco policies for city owned property

Youth access ordinances

Tobacco Free Worksite policies

3. Collaborate with local youth groups to assist in the committee's events and activities for volunteerism.

Activities for this strategic issue include, but are not limited to:

- Build capacity by doing presentations for the sectors missing.
- Ask for nominations/suggestions of key community leaders at meetings.
- Create social media accounts (Twitter, Facebook, etc.) for the committee and begin spreading the word to local youth about liking, following and educating through these media outlets

Strategy 4: Cross-cutting efforts

1. Increase data collection on Oklahoma Prevention Needs Assessments (OPNA) surveys of youth.

Activities for this strategic issue include, but are not limited to:

- Collaborate with local schools to collect data for tobacco surveys and also Oklahoma Prevention Needs Assessments) (OPNA) surveys.

Jackson County Tobacco Education Committee Goals:

Strategy 1: Education Awareness

1. Increase educational resources for businesses, communities, families and schools about the negative effects of tobacco, nicotine, second-hand smoke and vaping products.
2. Increase the utilization of the Oklahoma Tobacco Helpline (1-800-QUIT-NOW).
3. Educate target audiences with the correlation between heart-disease-cancer and smoking.
4. Educate target audiences on the correlation about effects of tobacco with obesity.
5. Promote tobacco use signage and enforcement.
6. Support 5 A's (Ask, Assess, Advise, Assist, Arrange) training with new nursing students at Southwest Technology Center.

Activities for this strategic issue include, but are not limited to:

- Partner with business, communities, families and schools to offer resources available thru the tobacco helpline and educating business on stall sheets.
- Recruit health care providers to go over the 5 A's with every patient.
- Maintain the 5 A assessment at Jackson County Health Department.
- Offer resources and education via school fairs, health fairs, United Youth Jam and other public events.

Strategy 2: Policies

1. Increase the number of communities in Jackson County with tobacco-related ordinances or policy encompassing all city owned/operated property.
2. Increase the number of worksites in Jackson County with designated tobacco related policies including all forms of nicotine products and vapers.

3. Increase the number of communities in Jackson County that have adopted youth access ordinances or laws prohibiting sale to minors that meet the provisions of the Oklahoma Prevention of Youth Access to Tobacco Act.
4. Collaborate with Altus Reservoir Project for tobacco free policy inclusive of E-Cigs, vapors and work towards making health a shared value.

Strategy 3: Youth Engagement

1. Continue with events for tobacco awareness such as, Annual Kickball Tournament, United Youth Jam and Great American Smoke-Out, World No Tobacco Day, etc.

Strategy 4: Media Campaign

1. Increase the number of local earned media coverages in Jackson County that exposes tobacco industry practices AND use more radio, newspaper articles and electronic billboards.

Strategy 5: Recruitment

1. Increase the number of members for Jackson County Tobacco Education Committee (JCTEC); and encourage more active involvement from surrounding communities; such as Altus Air Force Base, Southern Prairie Library, etc.

TOBACCO STOPS WITH ME.
StopsWithMe.com

Lead Organizations:

Southwest Oklahoma Community Action Group (SOCAG)

Jackson County Health Department (JCHD)

Wichita Mountain Prevention Network (WMPN)

City of Altus

Southwest Technology Center (SWTC)

Jackson County Tobacco Education Committee (JCTEC)

JCHAT Substance Abuse Awareness committee

Jackson County Community Health Action Team (JCCHAT)

Access to Healthcare Goal:

Objective: Increase access to healthcare services in Jackson County.

Focus Areas: Access to Healthcare, Transportation, Community Health Improvement Organization.

Resources

Public Health Institute of Oklahoma Grants

Barriers

Lack of access to specialty services.

Policy change needed

Implement new Clause in Jackson County Community Health Action Team (JCCHAT) by laws to indicate Access to Care committee is free standing.

Strategy 1: Access to Care

1. Increase wellness and access to care thru linkage with area agencies with rural communities. There is a lack of services to the indigent in rural areas.
2. Apply for Healthy Hearts grant thru newly formed Community Health Improvement Organization (CHIO). The grant is aimed at creating an effective, sustainable system to help primary care practices across Oklahoma improve cardiovascular disease management and prevention. The grant provides a critical infrastructure to help ensure better health for all Oklahomans especially those in remote and rural areas in the state.
3. Increase low cost transportation opportunities.
4. Promote Southwest Caring Van for more exposure or Coordination between Jackson County Health Department, Physicians and Schools.

Activities for this strategic issue include, but are not limited to:

- Jackson County Health Department will work with our local providers to promote the Heartland OK and Diabetes Prevention Oklahoma (DPOK).
- Recruit a physician that will work with the Health Department on the Healthy Heart Program.
- Bridge the link of Health Home Providers with a population that is in need of overall wellness, i.e. behavioral health, diabetes, and cardiovascular disease.
- Create a linkage between Altus Air Force Base and parentPro Program.
- Collaborate with Oklahoma Health Care Authority strategies to provide low cost transportation to the indigent population in need of transportation services.
- Build a relationship with other local groups to provide transportation services.

Strategy 2: Community Health Improvement Organization (CHIO)

1. Implement a Community Health Improvement Organization (CHIO) thru Jackson County Community Health Action Team (JCCHAT).



Lead Organizations:

Jackson County Community Health Action Team (JCCHAT)

Southwest Oklahoma Community Action

Jackson County Memorial Hospital

Altus Public Schools

City of Altus

Integrus-Altus Medical and Surgical Clinic

Altus Air Force Base

Department of Human Services



Community Resources

- Southwestern Youth Services
- Jackson County Health Department
- Life Services-Pathways
- City of Altus
- Altus Public Schools
- Southwestern Technology Center
- Ministerial Alliance
- Operation Care Ministries
- St. Vincent De Paul
- Southwest Oklahoma Community Action Group
- Western Oklahoma State College
- Office of Partner Engagement- Oklahoma State Department of Health
- Dobbs & Braddock Insurance
- Altus Air Force Base
- Oklahoma Department of Human Services
- Jackson County Memorial Hospital
- Oklahoma Department of Commerce
- The Salvation Army

Target Population: Jackson County

Priority Area 3: Community Based Services

Why Community Based Services?

Affordability of **Housing** is linked to the health and well-being of individuals and families. When a market lacks a sufficient supply of affordable housing, lower income families are often forced to limit expenditures for food, medical care, and other necessities in order to pay rent. The lack of affordable housing within a community can contribute to family residential instability, as families are forced to move frequently, live with other families in overcrowded conditions, or experience periods of homelessness, this is in according to the Community Guide Organization. The Emergency Solutions Grant (ESG) provides temporary housing for individuals who are homeless and with children in the home. Housing is combined with life skills to assist individuals with developing stability in their lives. In 2015 a “Point & Time Count” in Jackson County identified 23 homeless individuals, 23 to be evicted in 14 days and 69 homeless youth in Jackson County Public Schools.

Youth mentoring is the process of matching mentors with young people who need a caring, responsible adult in their lives. The goal of youth mentoring is to improve the well-being of the child by providing a role model that can support the child academically, socially and/or personally.

School Based Services

provides counseling by a licensed professional counselor or students enrolled in public schools in Jackson County. The 2015 Community Health Status Indicators (CHSI) for the Centers for Disease Control & Prevention (CDC) indicated seven social factors in the better, or “green” range of its at-a-glance indicator scale.

32.9% - Children in single parent household

24.8% - High housing cost

18.9% Inadequate social support

17.6% - No high school diploma

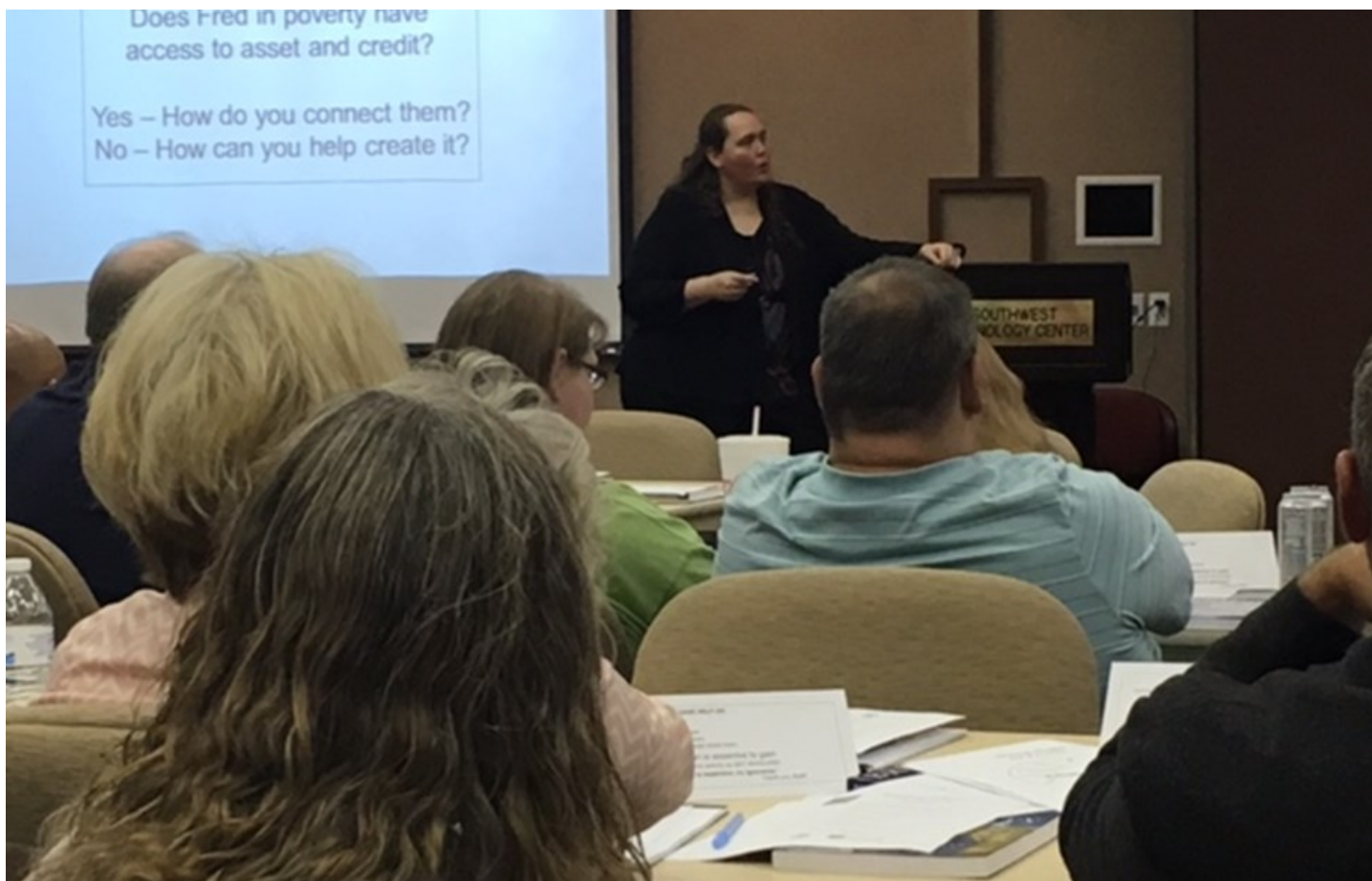
The top four are ➡

Deficiencies in all four factors can contribute to emotional and behavioral difficulties.

Jackson County ranks 15 out of 77 counties for the highest rate of **teen pregnancy**. More than 3/4 of the teens that gave birth in 2011 said their pregnancy was unintended. Over half of those teens stated that neither they nor their partner did anything to prevent the pregnancies. Teen childbearing has potential negative health, economic, and social consequences to mothers, fathers, their children, and the community.

Foster Care - In a perfect world, all children would be loved and nurtured and live in a cozy home with a stable family, unfortunately that's not always the case. More than 400,000 are placed in foster care annually, with more than 200,000 moving in and out of foster homes in a given year, according to the U.S. Department of Health & Human Services. Jackson County is in dire need of Foster Home to provide emergency shelter and a home for these children.

Faith Based Services Increase community connections that enhance family culture. The Community Based Services Committee has recognized that there is a need for faith based partners to establish a complete group of focus areas working together as a team for the sake of our families.



Bridges out of Poverty, Jackson County Community Health Action Team in partnership with The Salvation Army and Southwestern Youth Services, Inc. March 22, 2016, Southwest Technology Center

Community Based Services Goal:

Objective: Increase community connections that enhance family culture.

Focus Areas: Housing, mentoring, School Based, Teen Pregnancy, Foster Care and Faith Based.

Strategy 1: Increase Community Awareness of Housing Issues

1. Increase community awareness campaigns from 0 to 3 per year.
2. Increase the amount of volunteers and community partners to the community based services committee by two, one new member and one organization per year.
3. Recruit a member to serve on Community Based Services Committee to represent the homeless community.
4. Increase by 2 the number of volunteers each year to the Homeless Alliance Committee.
5. Work towards bringing investors into Jackson County to provide housing for the homeless.
6. Seek out resources to assist with grant writing.
7. Seek and establish a shelter for the homeless.
8. Identify and determine needs of substandard housing by 2018.
9. Identify and determine needs of affordable housing by 2018.
10. Consider the Emergency Solutions Grant guidelines policy and procedure as a standard for Community Based Services Committee.

Activities for this strategic issue include, but are not limited to:

- Create awareness for the Emergency Solutions Grant (ESG) and Community Development Block Grant (CDBG) by adopting a Fair Housing Resolution and providing the information to the public in the City of Altus utility bills.
- Committee members seek out opportunities to attend grant writing courses.

Strategy 2: Increase Mentoring Opportunities

1. When the need arises make community connection with 3 community groups in regards to mentoring program by

Resources

Emergency Solution Grant

Community Development Block Grant

Bridges out of Poverty

Barriers

Affordability of funding to build a shelter.

Lack of affordable and decent housing.

Lack of affordable qualified teen pregnancy curriculum instructors.

Dedicated communication person for committee

Policy change needed

None

December 2018.

2. Plan or strategy will be developed to match mentors with mentees by 2018 .

Activities for this strategic issue include, but are not limited to:

- Model a procedure and policy for a mentoring program.

Strategy 3: School Based Services.

1. Yearly contact will be made to Jackson County Schools regarding referral services provided by Southwestern Youth Services.

Strategy 4: Teen Pregnancy

1. By June 2018 increase community outreach programs from one to two (i.e. community tea for middle school students).
2. By 2016 present dating violence information to school counselors (if allowed) and pediatricians. Purpose: To focus on prevention and educating individuals on the signs of date rape.
3. Annually, increase by 1 the number of schools implementing an evidence-based curriculum addressing prevention of teen pregnancy.
4. Develop a “Boys Bash” for middle school/junior high students for an abstinence program.

Strategy 5: Foster Care

1. Raise awareness of the need for Foster Parents in Jackson County thru newspaper articles, Public Service Announcements (PSA’s) on Radio, and distributing fliers.
2. Conduct 4 Foster Care Awareness Nights in Jackson County each year.
3. Collaborate with other Foster Care agencies to streamline services for Foster Parents.

Strategy 6: Faith Based

1. Work with faith based and other providers to develop a clearing house for a referral system for Jackson County residents.
2. Recruit Christian faith based members to attend Community Based Services Committee, particularly the Altus Ministerial Alliance, for the purpose of developing a Christian Faith Based community approach to enhancing family culture.

Lead Organizations:

Southwestern Youth Services

Altus Public Schools

Life Services at Pathways

The Salvation Army

City of Altus

parentPRO

Jackson County Health Department

Target Population: Jackson County

Priority Area 4: Nutrition & Fitness

Why Nutrition & Fitness?

According to the State of the State Health Report, the leading causes of death in Jackson County are heart disease, cancer, and chronic lower respiratory disease.

One in three adults in Jackson County is obese, ranking the county 8th in the state. The prevalence of diabetes for adults in Jackson County is 11%, which is higher than the state (9.96%) and national average (8.77%). Half of adults ate on average at least one piece of fruit each day while one in four at least one vegetable. Of total population age 18 or older (18,826), 28% report being physically inactive compared to 29.70% state and 24.66% national.

This trend can also be seen in the children in Jackson County. According to local Body Mass Index (BMI) data collected in the county school districts (approximately 2,000 children), one in three children in grades 1 through 6 are overweight or obese. School districts are mandated by the State Department of Education to offer a minimum of 120 minutes of physical activity a week to children 6th grade and below; but, there are no physical education requirements for 7th through 12th grades.

Limited access to healthy food can lead to poor diets and higher levels of obesity and other diet-related diseases. In addition, limited access to affordable food choices can lead to higher levels of food insecurity, increasing the number of low- and moderate-income families without access to enough food to sustain a healthy, active life. There is a growing, though incomplete, body of research that finds an association between food insecurity and obesity, suggesting that hunger and obesity may be two sides of the same coin.

There are two grocery store outlets in Jackson County serving a population of 26,446 with one farmers market open during a limited season from May to August. Community residents have organized and are participating in a program called 'Bountiful Baskets Food Co-op' which makes weekly deliveries to two locations in Altus and on location in Duke.



Community Resources

Great Plains Literacy Council/
Southern Prairie Library

Jackson County Memorial Hospital

Tobacco Settlement Endowment Trust

Jackson County Health Department

Altus Public Schools

Western Oklahoma State College

City of Altus

Southwest Oklahoma Community
Action Group

Altus Chamber of Commerce

Jackson County OSU Cooperative
Extension

Altus Farmer's Market

Nutrition & Fitness Committee

Altus Air Force Base

Jackson County Community Health
Action Team

Center for Advancement & Wellness—
Office of Partner Engagement—
Oklahoma State Department of Health

Nutrition and Fitness Goal

Objective: Increase Quality of Health for Jackson County Residents

Focus Areas: Obesity, Heart Disease, Diabetes, Cancer & Physical Activity & Nutrition

Strategy 1: Education

1. Contact 75% of worksites and offer education on nutrition and wellness policies.
2. Increase public education and advocacy for access to food and safe physical activity opportunities one per quarter, via newspaper articles, letters to the editor, radio PSA's, and/or presentations to civic, community & business entities.

Activities for this strategy include, but are not limited to:

- Educate the community on diseases specific to Jackson County such as heart disease, diabetes, and cancer that are greatly impacted by poor nutrition & physical inactivity via newspaper articles, letters to the editor, radio PSA's, and/or presentations to civic, community, business entities, and parent teacher conferences.
- Offer at least one Living Longer Living Stronger Program to residents of Jackson County.

Strategy 2: Awareness

1. Create community awareness to empower residents about making the healthy choice the easy choice. The effort will address increasing awareness on safe physical activity, walking paths and resources such as Community Garden, Farmer's Market, Food Coops, etc. A special effort will be made to reach out to our senior population.

Activities for this strategy include, but are not limited to:

- Promote the Living Longer Living Stronger Program.
- Increase awareness by presenting fliers for Senior Meal Sites, physical activity and walking paths.

Resources

Healthy Living Program Grant

Barriers

Financing

Safe mobility/transportation

Safe physical activity opportunities

Access to fresh & affordable food

Walkability

Lack of biking & walking trails

Policy change needed

Physical Activity & Nutrition policies for worksites, schools, and communities.

Strategy 3: Increase Resources

1. Increase coalition membership and search for 'champions' in sectors such as Municipal Government, City Council, School Boards, Local Businesses, Community Members, Altus Air Force Base, etc.
2. Create a Facebook page on Social Media to increase awareness on resources available.

Activities for this strategy include but are not limited to:

- Increase Media coverage on Nutrition & Fitness by presenting at School Board meetings, City Council meeting and Civic Organizational meetings.
- Promote our successes through media coverage/involvement.



Lead Organizations:

Jackson County Community Health Action Team
Jackson County Memorial Hospital
Nutrition & Fitness Committee of JCCHAT
City of Altus
Southwest Oklahoma Community Action Group
Jackson County Health Department

Community Health Team Goal

Objectives: Provide Quality Trauma Informed Services and Connections for Families in need in Jackson County.

Focus Areas: Child Abuse and Neglect, Trauma Informed Care, and Connect Community Resources

Child Abuse and Neglect and Trauma Informed Care

Strategy 1: Increase Education/Training

1. Offer Evidence Based Training to all schools in Jackson County.
2. Continue to provide in-service presentations to all Jackson County Schools on a yearly basis.
3. By December 2016 offer monthly parenting classes.
4. Continue to provide quarterly community presentations regarding child abuse/neglect awareness and Trauma informed care.

Strategy 2: Increase Awareness/Prevention

1. Child Welfare will continue to increase the number of Family Centered Service cases to prevent child abuse/neglect and decrease the number of children entering into foster home care.
2. Child Welfare and community partners will continue to engage in meaningful and substantial collaboration to increase safety related services available for families in order to prevent children from entering into foster home care.
3. Coordinate with agencies to distribute PSA's on services available.
4. Develop a Facebook page on social media to increase awareness on child abuse and services available.

Strategy 3: Cross Cutting Efforts

1. Evaluate Community Health Team engagement and expand the agenda to include each community partner and/or agency.
2. Identify a model to develop a grandparent support group in Jackson County.
3. Continue to provide quarterly community presentations regarding recruitment of foster families in Jackson County.
4. Continue to grow and develop the Child Abuse Response Team in Jackson County to address child abuse.



Connect Community Resources

Strategy 1: Strategies for Host Agency, Project Director and Data Review:

1. Continue to engage potential referral sources as a way to improve referrals, enrollment numbers and participation in Resource Support Team.
2. Agency identifies the need for trauma informed care.

Strategy 2: Strategies for Community Referral and Community Health Team:

1. Continue to engage those groups and agencies that aren't consistently participating on the Community Health Team.
2. Identify when wraparound caseloads referrals decrease and report to DHS for assistance with referrals.
3. Staff difficult cases with the Community Health Team for input and feedback.
4. Increase referrals to other community resources.



Resources:

Systems of Care Grants

Health Home Grants

Barriers:

Timeframe with schools to get on their agenda for in-service training

Awareness that mental behavior (trauma is an issue)

No incentive for parenting class attendance

Relationship between Law Enforcement and Office of Juvenile Affairs

Mental Health Stigma

Policy Needs:

Memorandum of Understanding (MOU's) with committee partners

Access to Altus Air Force Base

MOU between partners to develop trauma informed care

Lead Organizations:

Jackson County Department of Human Services

Red Rock Behavioral Health Services

Southwestern Youth Services

Youth Care of Oklahoma

Jackson County Health Department

Notes and Revisions:

REVISION NOTES	DATE
The Community Health Improvement Plan was reviewed in 2015. The sub committees reviewed and revised their goals & objectives. Jackson County Community Health Action Team (JCCHAT) approved the revised Community Health Action Plan	4/13/2016