



# Community Health Action Plan 2015-2018

*Designed to address Community Health Assessment priorities*

County: Durham Partnership, if applicable: Partnership for Healthy Durham Period Covered: 2015-2018

### LOCAL PRIORITY ISSUE

- Priority issue: HIV and Sexually Transmitted Infections
- 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): 2018
- Objective (specific, measurable, achievable, realistic, time-lined change in health status of population): Increase testing by 3% through increased prevention, testing, and linkage to treatment.
- Original Baseline: Date and source of original baseline data:
- Updated information (For continuing objective only): a) HIV rate- 29.9 per 100,000 b) Chlamydia rate- 851.5 per 100,000 c)Gonorrhea- 299.9 per 100,000 d) Primary and Secondary Syphilis rate- 7.3 per 100,000
- Date and source of updated information: 2014 Durham County Community Health Assessment, <http://healthydurham.org/docs/file/about/CHA%20Final%20Document.pdf>

### POPULATION(S)

- Describe the local population(s) at risk for health problems related to this local community objective: Young, African-American men who have sex with men (MSM), 18-45 year old African-American women, transgender, African-American and Latino men and women over the age of 18, all MSM
- Total number of persons in the local disparity population(s) (include data and source of data): 137,654 (2010 Census – African American and Latinos)
- Number you plan to reach with the interventions in this action plan: 3% of population which is approximately 4,000

**HEALTHY NC 2020 FOCUS AREA ADDRESSED** At a minimum, two out of the three local priority issues must have a corresponding Healthy North Carolina 2020 focus area that align with your local community objective Please check **one of the following 13** Healthy NC 2020 focus area (if applicable):

- 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 type="checkbox"/> Injury  | <input type="checkbox"/> Cross-cutting (Life Expectancy, Uninsured, Adult Obesity)             |
| <input checked="" type="checkbox"/> STDs/Unintended Pregnancy | <input type="checkbox"/> Mental Health   |  |
| <input type="checkbox"/> Environmental Health                 | <input type="checkbox"/> Oral Health   |  |

- **Resource for detailed information of HEALTHY NC 2020 Objective:** <http://publichealth.nc.gov/hnc2020/foesummary.htm>

- **List county baseline data associated with the HEALTHY NC 2020 Objective listed above.** (Include data date and source. Some county-level data is available at <http://healthstats.publichealth.nc.gov/indicator/index/Alphabetical.html>):

**RESEARCH REGARDING WHAT HAS WORKED ELSEWHERE\***

The Action Plans corresponding to Healthy NC 2020 focus areas must include at least two evidence-based strategies (EBS), or expand current EBS for new target populations if an EBS is already being used. (proven to effectively address this priority issue) that seem the most suitable for your community and/or target group. Or, if evidence-based interventions are already being used, expand the interventions into new target populations. \*Training and information are available from DPH. Contact your regional consultant about how to access them.

Evidence-Based Intervention	Source	Level of change	Intervention goal	Intended population	Implementation venue(s)	Resources required
VOICES/VOCES	<a href="http://www.publichealthmap.org/tool/#detail/fde8fd7d-5a0b-e411-bf20-782bcb63d3c5">http://www.publichealthmap.org/tool/#detail/fde8fd7d-5a0b-e411-bf20-782bcb63d3c5</a>	X_ Individual/ interpersonal behavior — Organizational/ Policy — Environmental change	Increase knowledge about HIV/STD transmission  Increase intention to use condoms  Reduce STD infections	Heterosexual African American and Latino men and women	STD clinics, health department,	Funding for condoms, staff time, equipment to show videos at clinics
Bronx Knows	<a href="http://www.nyc.gov/html/doh/downloads/pdf/ah/bronx-knows-summary-report.pdf">http://www.nyc.gov/html/doh/downloads/pdf/ah/bronx-knows-summary-report.pdf</a>	X_ Individual/ interpersonal behavior X Organizational/ Policy — Environmental change	Helping all Bronx residents learn their HIV status	Bronx residents between the ages of 13 to 64	Healthcare, community,	Funding for media buys and testing, staff time
Couples HIV Testing and Counseling	<a href="https://effectiveinterventions.cdc.gov/en/HighImpactPrevention/PublicHealthStrategies/CHTC.aspx">https://effectiveinterventions.cdc.gov/en/HighImpactPrevention/PublicHealthStrategies/CHTC.aspx</a>	X_ Individual/ interpersonal behavior — Organizational/ Policy — Environmental change	Couples discuss, establish, or revise sexual agreements for their relationship  Prepare a risk-reduction plan based on the HIV status of both partners  Supports pre-exposure	MSM and high risk couples	STD clinics, health department	Training, counselors

			prophylaxis (PrEP) and condom use, which can help prevent HIV transmission			
NYC Condom	<a href="http://www.nyc.gov/html/doh/html/living/condoms-press.shtml">http://www.nyc.gov/html/doh/html/living/condoms-press.shtml</a>	X_ Individual/ interpersonal behavior X Organizational/ Policy — Environmental change	Increase condom usage	African Americans and Latinos	Health department, businesses, community, online	Funds for condoms, media buys
Rubber Revolution!	<a href="http://doh.dc.gov/service/condoms-and-condom-information">http://doh.dc.gov/service/condoms-and-condom-information</a>	X_ Individual/ interpersonal behavior X Organizational/ Policy — Environmental change	Increase condom usage	Washington D.C. residents	Health department, businesses, community, online	Funds for condoms, media buys
Mmpowerment	<a href="http://www.cdc.gov/hiv/prevention/research/rep/packages/mpowerment.html">http://www.cdc.gov/hiv/prevention/research/rep/packages/mpowerment.html</a>	X_ Individual/ interpersonal behavior X Organizational/ Policy — Environmental change	Reduce the frequency of unprotected anal intercourse among young gay and bisexual men.	Young gay and bisexual men (18-29)	Community	Trained staff, volunteers, funding for program
3MV- Many Men, Many Voices	<a href="https://effectiveinterventions.cdc.gov/en/highimpactprevention/Interventions/3MV.aspx">https://effectiveinterventions.cdc.gov/en/highimpactprevention/Interventions/3MV.aspx</a>	X_ Individual/ interpersonal behavior X Organizational/ Policy — Environmental change	Reduce unprotected insertive and receptive anal intercourse, Increase testing for HIV and other sexually transmitted infections (STIs)	Black gay men	Community	Trained facilitators, space

(Insert rows as needed)

**WHAT INTERVENTIONS ARE ALREADY ADDRESSING THIS ISSUE IN YOUR COMMUNITY?**

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

Intervention	Lead Agency	Progress to Date (include any process/outcome measures, barriers to implementation)
Non-traditional testing (jails, bars, churches, etc.)	Health department, Alliance of AIDS Services – Carolinas, CAARE, Inc., Partners in Caring	Four staff trained from Durham County Department of Public Health: two Jail Health Educators, two Nontraditional Testing Sites Coordinators
Traditional Testing and Counseling	Durham County Department of Public Health, CAARE Inc., Lincoln Community Health Center, North Carolina Central University, Duke Partners in Caring,	Currently offer HIV/STI testing and counseling
LGBT support groups	Triangle Empowerment Center, Inc., LGBT Center, CAARE Inc.	Three different groups meet: Older LGBT group, M-Club (young MSMs), minority women’s LGBT empowerment group. Ultimate goal is to get a day drop-center that can house 6-8 people in crisis.
Partners in Caring: established by Duke Pastoral Services and Duke University AIDS Research and Treatment (DART) Center to bring spiritual comfort to people living with HIV/AIDS (PLWHA) and their families.	Duke University	

(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 (existing program/resource, access to target population, staff/venue/financial support, evaluation, etc.)
Partnership for a Healthy Durham, HIV/STI group	B.E.R.T. Center, CAARE, Inc., DUHS Duke AIDS Research and Treatment Center (DART), Duke University Center for Health Policy (Health Inequalities Program), Durham County Department of Public Health, El Centro Hispano, Family Health International (LinCS 2 Durham), Lincoln Community Health Center (Early Intervention Clinic), NCCU, Planned Parenthood of Central NC, Research Triangle Institute (RTI), Durham Parks and Recreation, UNC ACTU, Partners in Caring, Indigo Consortium, Triangle Empowerment Center (TEC)	Meet monthly to address issues related to HIV and STIs, including coordination of testing
African American churches;  Churches	Planning group for Durham Faith Community on HIV/AIDS; Durham Ministerial Alliance, Durham Congregations in Action	Reach out to congregations
college students, MSMs	Duke LGBT Center, COLORS at NCCU, Project	Work with college students identifying as MSM



		<p>Partnership website, social media websites, printed materials, and ads in Northgate shopping mall.</p>	<p>Provide two testing events/year- Spring/Fall with outreach teams.</p> <p>Committee members and volunteers will do mass outreach for events.</p> <p>Recognize at least six HIV/STI observances each year through social media and community outreach.</p> <p>Promote universal testing with providers through working with the Duke Health System to establish an opt-out HIV testing policy.</p> <p>Inform health providers and public of CDC/USPTF recommendation for testing.</p> <p>Provide strategies for providers (how to incorporate in routine exam, include in routine blood testing, coding for payment)</p> <p>Improve networking of health and community organizations to improve testing and linkage to care.</p> <p><b>6. List how agency will monitor intervention activities and feedback from participants/stakeholders</b> (is intervention being delivered as intended? How are staff receiving feedback throughout the intervention?)</p> <p>Intervention activities will be monitored at monthly HIV/STI committee meetings and annually through at least one method- participant surveys or interviews.</p> <p><b>7. Evaluation:</b>  Are you using an existing evaluation? __Y__N  If no, please provide plan for evaluating intervention impact:</p> <p>Measure how people heard about testing by adding information to partner agency existing testing forms. Example- How did you hear about event? Add Durham Knows (DK) as a choice.</p>
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INTERVENTIONS: SETTING, & TIMEFRAME	LEVEL OF INTERVENTION CHANGE	COMMUNITY PARTNERS' Roles and Responsibilities	PLAN HOW YOU WILL EVALUATE EFFECTIVENESS
<p><b>Intervention:</b> <u>Condom Distribution</u></p> <p>Intervention: __ new <u>X</u> ongoing __ completed</p> <p>Setting:</p> <p>Target population: women, men, 18 and over,</p> <p>Start Date – End Date (mm/yy): August 2015- June 2018</p> <p>Targets health disparities: <u>X</u> Y __N</p>	<p><u>X</u> Individual/ interpersonal behavior</p> <p>__ Organizational/ Policy</p> <p>__ Environmental change</p>	<p>Lead Agency: Partnership for a Healthy Durham HIV/STI Committee, Durham County Department of Public Health</p> <p>Role: Convener</p> <p>Target population representative: To be determined</p> <p>Role: Help promote the initiative in the community</p> <p>Partners: University of North Carolina at Chapel Hill CFAR program</p> <p>Role: Collaborate with on their project with community engagement to enhance evidence based interventions in public housing communities (RAPP).</p> <p><b>Marketing Strategies:</b> Community Outreach, social media websites, printed materials, and ads in Northgate shopping mall.</p>	<ol style="list-style-type: none"> <li>1. <b>Expected outcomes: Explain how this will help reach the local community objective</b> (what evidence do you have that this intervention will get you there?)  Decrease stigma around condom access and usage</li> <li>2. <b>Anticipated barriers:</b> Any potential cultural, political, financial or administrative barriers? <u>__Y__N</u> If yes, explain how intervention will be adapted:  Funds, stigma, and condom brand preference</li> <li>3. <b>List anticipated project staff:</b> Partnership for a Healthy Durham Coordinator and committee members</li> <li>4. <b>Does project staff need additional training?</b> <u>__Y__X</u> N If yes, list training plan:</li> <li>5. <b>Quantify what you will do</b> (# classes &amp; participants, policy change, built environment change, etc.)  Conduct one condom distribution event per year.  Distribute condoms during National Condom Awareness Week (Feb14-21at a site such as Durham Housing Authority community  Purchase condoms that target populations likes Invite Condom Nation Truck (request 5,000 condoms)  Coordinate distribution with UNC RAPP (community level intervention)</li> <li>6. <b>List how agency will monitor intervention activities and feedback from participants/stakeholders</b> (is intervention being delivered as intended? How are staff receiving feedback throughout the intervention?)</li> </ol>

			<p>Intervention activities will be monitored at monthly HIV/STI committee meetings and annually through at least one method- participant surveys or interviews.</p> <p><b>7. Evaluation:</b> Are you using an existing evaluation? Yes If no, please provide plan for evaluating intervention impact:</p> <p>Administer surveys at events to measure condom use intention, barriers, and change in stigma. Data collected through surveys with show whether change occurred over the three year period.</p>
	<b>LEVEL OF INTERVENTION CHANGE</b>	<b>COMMUNITY PARTNERS' Roles and Responsibilities</b>	<b>PLAN HOW YOU WILL EVALUATE EFFECTIVENESS</b>
<p><b>Intervention:</b> <u>  </u> Access to Community Resources <u>  </u></p> <p>Intervention: <u>  </u> new <u>  </u> <input checked="" type="checkbox"/> ongoing <u>  </u> completed</p> <p>Setting: Community</p> <p>Target population: Residents living in Durham</p> <p>Start Date – End Date (mm/yy): August 2015- June 2018</p> <p>Targets health disparities: <u>  </u> <input checked="" type="checkbox"/> Y <u>  </u> <input type="checkbox"/> N</p>	<p><input checked="" type="checkbox"/> Individual/ interpersonal behavior</p> <p><input type="checkbox"/> Organizational/ Policy</p> <p><u>  </u> Environmental change</p>	<p>Lead Agency: Lead Agency: Partnership for a Healthy Durham HIV/STI Committee, Durham County Department of Public Health</p> <p>Role: Convener</p> <p>Target population representative: To be determined</p> <p>Role: Help promote the initiative in the community</p> <p><b>Partners:</b> Outreach Teams- HIV/STI committee, DCoDPH, Lincoln, Partnership- Access, OCI, and SA/MH committees</p> <p><b>Marketing:</b> Community outreach, social media websites, printed materials, and ads in Northgate shopping mall.</p>	<p><b>1. Expected outcomes: Explain how this will help reach the local community objective</b> (what evidence do you have that this intervention will get you there?)</p> <p>Link Durham residents to HIV testing and human services resources.</p> <p><b>2. Anticipated barriers:</b> Any potential cultural, political, financial or administrative barriers? <u>  </u> Y <u>  </u> N If yes, explain how intervention will be adapted:</p> <p>Locations to place hard copies, lack of access to computers/internet for some residents, publicizing (getting the word out), and funding.</p> <p><b>3. List anticipated project staff:</b> Partnership for a Healthy Durham Coordinator and committee members</p> <p><b>4. Does project staff need additional training?</b> <u>  </u> Y <input checked="" type="checkbox"/> X <u>  </u> N If yes, list training plan:</p> <p><b>5. Quantify what you will do</b> (# classes &amp; participants, policy change, built environment change, etc.)</p> <p>Develop a resource list of food access, access to care- Obamacare, Medicaid and other human services needs that</p>



			<p>will be listed online.</p> <p>An HIV/STI committee member to attend Access to Care meetings and partner with the committee to develop a list of resources.</p> <p>Work with Partnership to get information to the community.</p> <p>Create a flyers on where and how to access resource information on website. Distribute flyers at Durham Housing Authority sites, libraries, and community centers.</p> <p>Revise testing site palm cards to include resource website.</p> <p><b>6. List how agency will monitor intervention activities and feedback from participants/stakeholders</b> (is intervention being delivered as intended? How are staff receiving feedback throughout the intervention?)</p> <p>Include a link on website to ask how individuals heard about resources and collect the number of hits on website</p> <p><b>7. Evaluation:</b>  Are you using an existing evaluation? __Y <u>X</u> N  If no, please provide plan for evaluating intervention impact:</p> <p>Include a link on website to ask how individuals heard about resources. Collect user analytics on website.</p>
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<p><b>Intervention:</b> <u>  </u> Durham Knows campaign <u>  </u></p> <p>Intervention:  <input checked="" type="checkbox"/> new <input type="checkbox"/> ongoing <input type="checkbox"/> completed</p> <p>Setting: Community</p> <p>Target population: Young, African-American MSM, transgender, Latinos and African-American men and women</p> <p>Start Date – End Date (mm/yy): August 2015- June 2018</p> <p>Targets health disparities: <input checked="" type="checkbox"/> Y <input type="checkbox"/> N</p>	<p><input checked="" type="checkbox"/> Individual/ interpersonal behavior</p> <p><input checked="" type="checkbox"/> Organizational/ Policy</p> <p><input type="checkbox"/> Environmental change</p>	<p>Lead Agency: Lead Agency: Partnership for a Healthy Durham HIV/STI Committee, Durham County Department of Public Health</p> <p>Role: Convener</p> <p>Target population representative: To be determined</p> <p>Role: Help promote the initiative in the community</p> <p>Partners: Lincoln Community Health Center, CAARE Inc., TEC, Duke University, North Carolina Central University, University of North Carolina at Chapel Hill, faith-based organizations, community</p> <p>Role: Develop campaign materials, post campaign materials, provide outreach on campaign</p> <p><b>Marketing:</b> Community outreach, social media websites, printed materials, media placements and posted materials in community businesses and locations.</p>	<p><b>1. Expected outcomes: Explain how this will help reach the local community objective</b> (what evidence do you have that this intervention will get you there?)</p> <p>Increase HIV+ patients in care: lower percentage of undiagnosed and out of care.</p> <p>Patients in care diagnosed earlier in their disease.</p> <p>Decrease new infection rate (driven largely by those unaware of infection)</p> <p><b>2. Anticipated barriers:</b> Any potential cultural, political, financial or administrative barriers? <input type="checkbox"/> Y <input type="checkbox"/> N  If yes, explain how intervention will be adapted:</p> <p>Stigma and funding</p> <p><b>3. List anticipated project staff:</b> Partnership for a Healthy Durham Coordinator and committee members</p> <p><b>4. Does project staff need additional training?</b> <input type="checkbox"/> Y <input checked="" type="checkbox"/> N  If yes, list training plan:</p> <p><b>5. Quantify what you will do</b> (# classes &amp; participants, policy change, built environment change, etc.)</p> <p>Create at least one poster, one flyer and one video ad for a media campaign.</p> <p>Print campaign materials and work with partners to post materials in at least 10 locations in Durham each year.</p> <p>Create a webpage for the Durham Knows campaign.</p> <p>Create Twitter and Facebook social media accounts for the campaign.</p> <p><b>6. List how agency will monitor intervention activities and feedback from participants/stakeholders</b> (is intervention being delivered as intended? How are staff receiving feedback throughout the intervention?)</p> <p>Intervention activities will be monitored at monthly HIV/STI committee meetings and annually through at least one</p>
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			<p>method- participant surveys or interviews.</p> <p><b>7. Evaluation:</b> Are you using an existing evaluation? __Y <u>X</u> N If no, please provide plan for evaluating intervention impact:</p> <p>Include a link on website to ask how individuals heard about resources.</p> <p>Collect user analytics on website.</p> <p>Measure how people heard about testing by adding information to partner agency existing testing forms. Example- How did you hear about testing? Add Durham Knows (DK) as a choice.</p>
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