

Community Health Improvement Plan – 2022-2024

SECTION I.

COUNTY/DISTRICT HEALTH DEPARTMENT: Durham County Department of Public Health

CHA/CHNA YEAR: 2020

PRIORITY: Obesity, Diabetes, and Food Access


HNC 2030 ALIGNMENT INDICATOR(S): Health Indicator 7: access to exercise opportunities, Health Indicator 8: limited access to healthy food

SCORECARD URL (optional):

SECTION II						
Step 1: What quality of life conditions do you want for the children, adults, and families in your community?		All people in Durham County have equitable access to affordable, healthy, and culturally appropriate food, and a safe place to exercise				
Step 2: What does it look like when you achieve this result?		A community in which everyone has equitable access to affordable, healthy, and culturally appropriate food, and a safe place to exercise.				
Step 3: How can you measure these quality of life conditions?		Healthy NC 2030 Objectives: access to exercise opportunities; access to healthy foods; decrease consumption of sugar sweetened beverages				
Step 4: How are you doing on the most important measures of this (these) condition(s) in our community?		[this block expands]				
Step 5: Who are the partners that have a role to play in doing better?		See step 7				
Step 6: What works to do better, including no cost and low-cost ideas?		See step 7				
Step 7: What do you propose to do? In the section that follows, list and describe each strategy/intervention/action you plan to take.						
#	Strategy/Intervention/Action Name & Brief Description [this block expands]	Responsible Partners [this block expands]	Performance Measures: How much will you do? [this block expands]	Performance Measures How well will you do it? [this block expands]	Performance Measures Is anybody better off? [this block expands]	Level(s) of Intervention: • Individual • Organization • Agency • Institution

						• Policy
1	Raise awareness around food access and local efforts to address food insecurity in our community using social media, local content in various modes and regular agency website updates	Food Security Taskforce Office, End Hunger Durham, DCIA, Durham County Department of Public Health Nutrition, Benefits Enrollment Center – Duke Division of Community Health	Host/plan 1 event to raise awareness (# of attendees at planned event)	People engaged in addressing food insecurity	Reduced food insecurity in Durham County	Organization Agency
2	Support the creation of a comprehensive county-wide food plan that includes all local food security efforts and food systems among community stakeholders (example: Food pantries, farmers, etc.).	Food Security Taskforce Office, PANFA members who attend food security taskforce meeting	One finalized county-wide food plan informed by PANFA priorities	% of local food security efforts represented	Initiatives are represented and can use this resource to collaborate	Institution
3	Increase Double Bucks funding, sustainability and program usage (SNAP and WIC).	City/County, Rural Advancement Foundation International-USA, American Heart, Black Farmers’ Market (FM), Durham FM, South Durham FM, East Durham FM, Durham County Department of Public Health	# of advocacy efforts for sustainable funding sources	Increase the Double Bucks funding, sustainability, and program to increase by ___%	Durham residents are able to utilize the Double Bucks program	Institution Policy

4	<p>Support Senior Shuttle, increase usage and expand to new housing sites.</p> <p>Senior Shuttle is a free GoTriangle shuttle which provides direct service from senior congregate housing to Wal-Mart weekly</p>	<p>End Hunger Durham, GoTriangle, GoDurham</p>	<p>Increase from 10 congregate sites to 15 sites</p>	<p>Increase ridership</p>	<p>Expand destination choices/more seniors in congregate housing access groceries</p>	<p>System</p>
5	<p>Improve the environment at food pantries</p>	<p>DCoDPH, End Hunger Durham, local pantries, American Heart Association, Food Bank of CENC</p>	<p>Identify # funding sources for infrastructure / equipment</p>	<p>Increase nutritious and culturally relevant foods at local food pantries</p>	<p>Increase number of pantries who adopt Healthy Pantry policies</p>	<p>Policy System</p>
6	<p>Continue to create or enhance access to places for physical activity, like Healthy Mile Trails, parks and recreational or exercise facilities.</p> <p>Target environmental improvements that facilitate walking, active transport (sidewalks and crosswalks, trails, lighting, safer neighborhoods, etc.) and parks/playgrounds.</p>	<p>DCoDPH, Durham Parks and Recs, American Heart Association, City of Durham: Neighborhood Improvement and Public Works, YMCA, Bull City Fit, Duke Health and Fitness Center, CAARE, Durham Senior Center, City/County Planning, City Transportation, Bike Durham, neighborhood associations (example: Merrick-Moore Neighborhood</p>	<p>Install at least one HMT (Bethesda, Duke Park, Cook Rd. Park)</p> <p>Safe routes to schools</p> <p>Expand partnership with DPR to install new Healthy Mile Trails in existing parks; Consider natural paths to enhance PA opportunities</p> <p>Prioritize HMT locations where there is less mobility / resources; Focus on communities of color</p> <p>Assess environmental improvements on all existing and new</p>	<p>Partner with Public Works to conduct walk audits and create work orders to improve conditions with a focus on communities of color and HMT routes.</p>	<p>Increase number of community members who know and utilize the trails in upcoming CHA</p>	<p>Individual Organizational Environmental</p>

		Association), State parks, Duke Durham and Community Relations, Duke Engage, North Carolina Central University equivalent entities, Durham Tech equivalent law enforcement	Healthy Mile Trails and make improvements as needed.			
7	Offer more opportunities for walking buddies, group exercise classes, or other programs that facilitate social support for exercising	DCoDPH, DPR, Neighborhood Association, PACs, Lincoln Community Health Center, free clinics, Community Action Advocacy Restoration Empowerment, mall walking groups, Durham Public Schools 	# of Healthy Mile Trail Champions recruited/ individuals who can lead walking groups/ exercise programs	# of walks # of participants	% of Durham residents who participate in group fitness activities	Individual Systems
8	Implement community-wide campaigns to promote physical activity and increase awareness of places for physical activity, including medically supervised activities, in Durham	DCoDPH, DPR, YMCA, Bike Durham	2 campaigns connected to larger events hosted throughout the year -use Healthy Mile Trail tours as a campaign option	# of campaigns delivered # of crowd sourced photographs etc. from campaigns # of participants	Promote and market DPR free/low-cost services to the community through outreach, education, and resource connection	Individual Agency

	<p>Have a regularly updated fitness information page for low-income folks (the same way End Hunger Durham has food resources) that includes Durham Parks and Rec (and nitty gritty of financial aid), the YMCA's financial aid, what's going on at CAARE, etc.</p> <p>Biking activities to reach community and parents will be held in DPS Elementary schools campuses at the end of the Bike Safety Class 4 week long circle. All neighbors and parents are invited to join.</p>					
9	Expand the use of “exercise prescriptions” by pediatricians and health care providers	Lincoln Community Health Center, Duke Health, DPR	Work with providers to provide education, resources, and guidelines for implementing exercise prescription in their practice	# of prescriptions written (if possible)	% of providers using exercise prescriptions	Individual Organization Agency Institution Systems
10	Participate in food procurement process with DPS School Nutrition Services	Durham Public Schools Nutrition Services (DPS SNS), PANFA, DCoDPH Nutrition	Make at least 3 suggestions for healthier food choices on the school menu	Increase nutritious and culturally relevant foods on school menu by 5%	New culturally relevant and nutritious foods will be offered to at least 25% of students participating in school meals	Individual, Institution, Systems

11	Bring together groups/individuals invested in School Nutrition Services in an effort to collaborate to best support SNS and avoid duplication of efforts. Identify school nutrition barriers and perceptions by seeking community input.	DPS SNS, PANFA, DCoDPH Nutrition, community partners and individuals invested in School Nutrition Services	Decide on at least two shared goals Meet with group at least annually Share information quarterly Create at least one feedback/evaluation tool to capture community input and buy-in	10% of Durham public school parents will complete/ utilize the evaluation tool	25% of partner organizations will utilize the data to inform their work/ projects	Individual, Institution, Organization, Community
12	Explore potential of increasing number of schools participating in Community Eligibility Provision (CEP)	Durham Public Schools School Nutrition Services, PANFA, Durham County Department of Public Health Nutrition	Recommend at least 2 additional schools to participate in CEP program	10% increase in students who qualify for free lunch via CEP program	10% increase in free meals provided via CEP program	Individual, Family, Institution, Community

SECTION III

Date of initial plan:

How/where is this plan shared publicly?

Who is responsible for updating this plan? (name/email/telephone)

Signatures of individuals and their affiliation who contributed to initial plan:

References:

¹ North Carolina Institute of Medicine. Healthy North Carolina 2030: A Path Toward Health. Morrisville, NC: North Carolina Institute of Medicine; 2020.

<http://nciom.org/wp-content/uploads/2020/01/HNC-REPORT-FINAL-Spread2.pdf>

² Friedman, M. (2015). Trying hard is not good enough: How to produce measurable improvements for customers and communities. Santa Fe, NM: Parse.

³ Friedman, M. (2015). Trying hard is not good enough: How to produce measurable improvements for customers and communities (p. 11) . Santa Fe, NM: Parse.