



Community Health Needs Assessment and
Community Health Improvement Plan
Updated 2/29/16

Serving the county of Calloway

Vision

To maximize the health and wellness of the citizens of Murray-
Calloway County.

Mission

The Murray-Calloway Wellness Consortium strives to enhance the
quality of life of the citizens of Calloway County by coordinating
the services of community organizations and executing a county-
wide sustainable strategy that results in a long-term tangible
impact on the health of our community.

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Letter from Linda Cavitt, RN, Public Health Department Director



Public Health
Prevent. Promote. Protect.

Welcome to the Murray-Calloway County Community Health Needs Assessment and Community Health Improvement Plan. This document represents a collaboration of community partners coming together to discuss our current health status, strengths, and risks. By acknowledging our current status, we are sharing our community's collective story and can begin short and long term planning to maximize the health and wellness of the citizens of Murray-Calloway County.

We are indebted to the many community partners who have given their time to distribute community surveys, share information, attend community forums, identify local statistics, develop collaborative strategies and commit to implementation of the strategies.

A major thank you goes to the Murray-Calloway County Hospital and its staff including Jerry Penner, CEO, who had the vision for the formation of a wellness consortium. A big thank you goes to Keena Miller for serving as the Chairperson for the Murray-Calloway Wellness Consortium and for her continued efforts with the community needs assessment process. In addition, we must thank Melony Bray for her development of the community health needs assessment logo and her marketing expertise. For the development of the Murray-Calloway County Wellness Consortium logo, we thank Brady Parks.

We would like to thank Murray Woman's Club members for hosting all of the community forums and graciously allowing us to use the historic building.

We must also express our heartfelt gratitude to Angie Carman, D.Ph., MBA, and her team with the Kentucky Appalachia Public Health Training Center. Their efforts were invaluable and their expertise resulted in the success of our assessment process.

Everyone is encouraged to review the information provided in this document. We welcome your feedback and encourage your participation in future community planning efforts. "Voice Your Opinion, Change Your World!"

"Health begins where we live, learn, work and play. Opportunities for health start at home, in our neighborhoods and work places. And all people—regardless of background, education or money—should have the chance to make choices that lead to a long and healthy life." Robert Wood Johnson Foundation



March 17, 2015

Citizens of Murray and Calloway County,

Murray-Calloway County Hospital (MCCH) is proud to be an integral part of the Wellness Consortium team. Our goal is to collaborate with the consortium and play an active role in the Community Health Needs Assessment and the Community Health Improvement Plan.

The mission at MCCH is to be the leading partner in improving the overall well-being of the people we serve, which ties directly to the mission of the Wellness Consortium, which is to create a collaborated strategy of services that impact the health of the community.

As a partner, MCCH has made a decision to commit staff and resources in helping the consortium develop, coordinate, and implement the necessary steps to complete the needs assessment and improvement plan.

As we continue to move forward in this process, we feel assured that receiving community input and feedback will allow our team to identify the most crucial community health needs, thus allowing the Wellness Consortium to better address those needs and develop a plan with the collaboration of community partners.

We look forward to implementing an action plan that will help us reach our mission. For more information about our role in the Wellness Consortium, you may contact me directly at (270) 762.1101.

Sincerely,

A handwritten signature in black ink, appearing to read "Jerry Penner". The signature is fluid and cursive, with a large initial "J" and "P".

Jerry Penner, CEO
Murray-Calloway County Hospital

Community Health Assessment Process

Began with an invitation



SPECIAL INVITATION

*Your presence is requested to attend a special forum hosted by the
Murray-Calloway Wellness Consortium
to assess the community health needs for Calloway County.*

At this forum, you will be given an opportunity to voice your concerns about the most crucial community health needs. We need your help and expertise to determine what steps are necessary to positively impact the health status of our community

*Community Needs Assessment Forum
September 5th
9:00 a.m. to 12:00 p.m.*

*Murray Woman's Club House
704 Vine Street
Murray, KY 42071*

Methodology

The Calloway County Health Department utilized a community health assessment process based on Mobilizing for Action through Planning and Partnerships (MAPP). MAPP is a community-driven strategic planning process which helps communities apply strategic thinking to prioritize public health issues and identify resources to address them. MAPP is not an agency-focused assessment process; rather, it is an interactive process that can improve the efficiency, effectiveness, and ultimately the performance of local public health systems. The assessments used in the MAPP process include Community Health Status Assessment, Community Strengths and Risks Assessment, Forces of Change Assessment, and the Local Public Health System Assessment.

The Calloway County Health Department augmented the MAPP process with a Three Perspective approach to gathering information. Data gathered in conjunction with the Community Health Status Assessment provided a Data Perspective on the health of our community. Information gathered during Community Forums, primarily attended by representatives of community partner organizations, provided the Organizational Perspective. In an effort to add the perspective of individual citizens of our county, both paper and electronic surveys were distributed with particular emphasis on disparate populations attending clinics throughout the region, Murray State University students/faculty, community agencies, local school district students/faculty, and other citizens of Calloway County. Information from these surveys provided the Individual Perspective. See below our survey results. In addition, the Local Public Health System Assessment was completed utilizing the asset mapping approach. See results in Appendix A.

MAPP Steps:

Organizing Community Partners

Visioning Process

Assessment

- Community Health Status Assessment

- Community Themes and Strengths Assessment

- Forces of Change Assessment

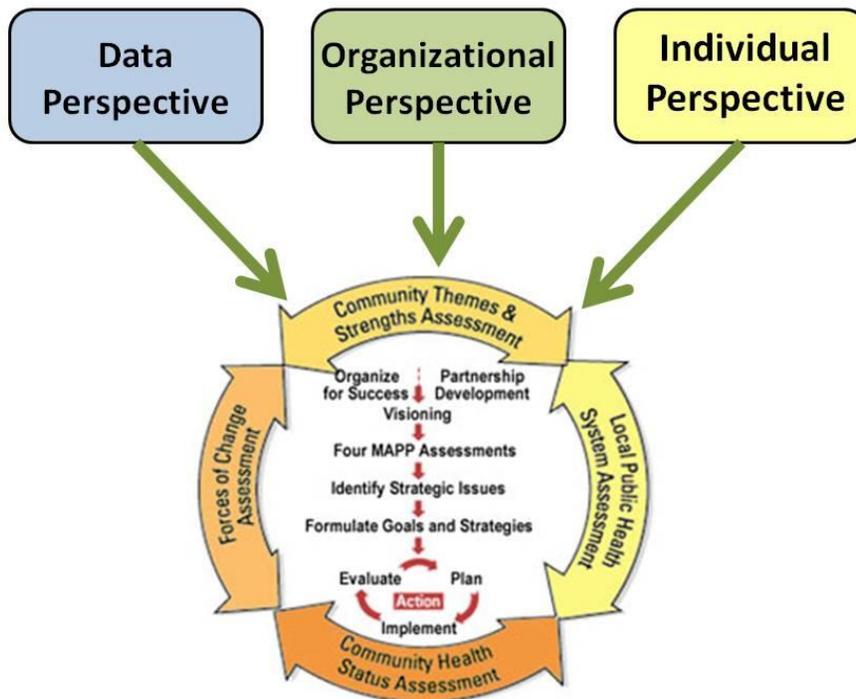
- Local Public Health System Assessment

Community Health Improvement Plan Process

Strategic Issue Identification

Formulate Goals and Objectives

Action Steps



MAPP Approach

Organizing –Community Partners

We would like to thank all of the community partners and citizens that made the community assessment forums and survey process a great success!

- Murray-Calloway County Hospital and Wellness Center
- Calloway County Health Department Staff and Board of Health Members
- Murray State University
- Calloway County Judge Executive
- City of Murray Mayor
- Regional Epidemiologist
- Angel Clinic Director and Board Members
- NAMI (National Alliance on Mental Illness)
- Murray-Calloway County Park System
- Calloway County Emergency Management
- Murray-Calloway County Ambulance Service
- City of Murray Employees
- Calloway County Sheriff’s Office

Murray City Council Members
Murray/Calloway County Faith Community
Center for Accessible Living
American Red Cross
Life House
Murray Transit Authority
Murray and Calloway County Family Resource Centers
CASA by the Lakes
Murray Woman's Club
Murray-Calloway County Senior Citizens Center
Calloway County ASAP
Substance Abuse Treatment
Kentucky Cancer Program
School Nurses for Murray Independent and Calloway County School Systems
Wesley Retirement
Murray Ledger and Times Newspaper
Kentucky Delta Project
Four Rivers Behavioral Health
Briggs and Stratton
Walter's Pharmacy
United Way
Calloway United Benevolent Society Members

Visioning Process: What would a healthy Calloway County look like?

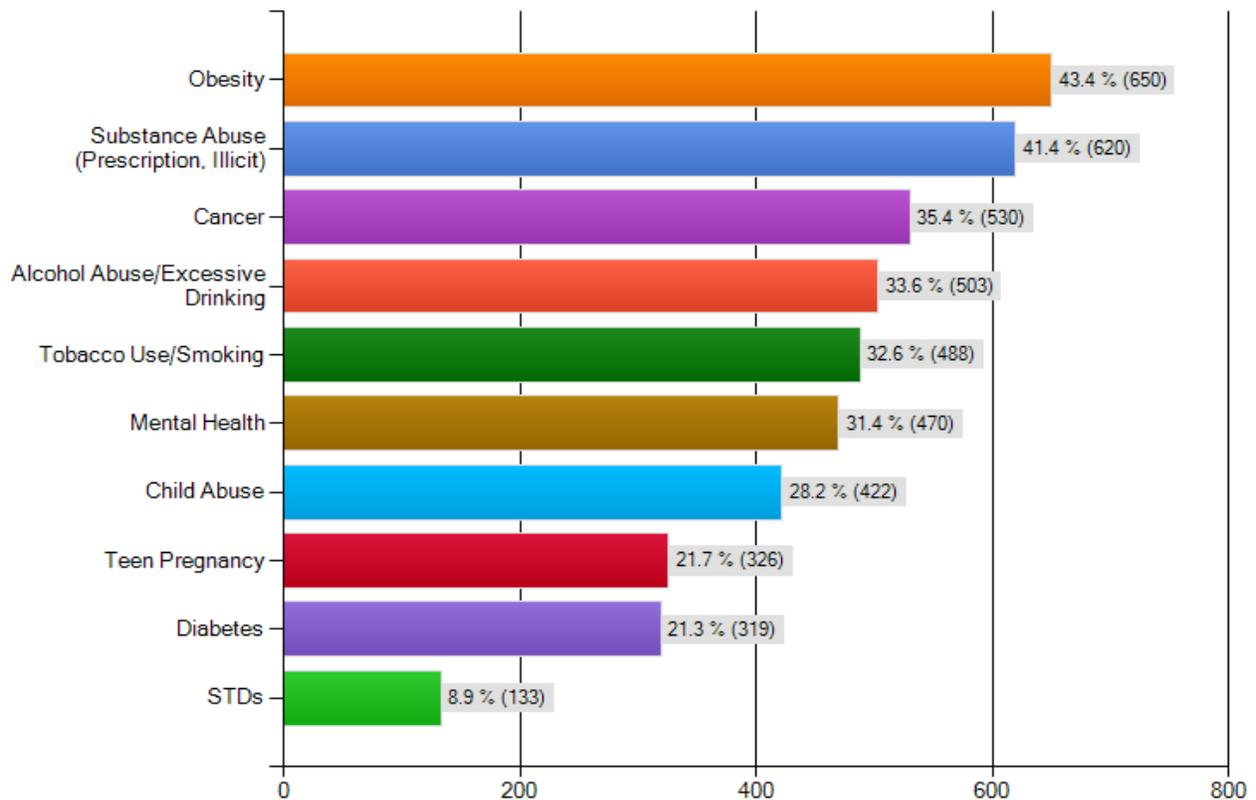
| Visioning: What does a healthy Calloway County look like? | |
|--|--|
| Smoke Free/Clean Air | Increase in Physical Activity |
| School Nurses in Every School | Increase in Healthy Foods |
| Drug Free/Education and Treatment for Substance Abuse | Health Education in Schools/Community Outreach |
| Sidewalks and Safe Places to Play | Child Care/Grandparent Services |
| Encourage self-sufficiency/financial literacy/technology education | Mental Health Capacity/Counseling |
| Encourage character building skills | Diabetes Education/Services |
| Decrease Obesity | Strong Families/Family Mentoring Programs |
| Increase School Attendance | Transportation |
| Safe, Affordable Housing | Nutrition Education/Eating Disorders |
| Safety/Shelters/Reduce Violence/Storm Shelters | Access to Dental Care |
| Robust fire/police/full-time Kentucky Lake rescue station/Monitor tobacco fire barns | Disability accessibility/special needs children services |
| Increase knowledge of support groups and available community services, i.e. Alzheimer's and end-of-life support for caregivers | Ensure all children have a great education head start-Ready to Learn |
| Promote volunteerism/community leadership | Increase primary care providers |
| Affordable Hospice Care | Prenatal Care |
| Integration of all components of health/MSU health care interaction/Migrant worker wellness/health | Lower cancer/cardiovascular disease |

Community Wide Survey Results

Survey Respondents' Demographic Information:

- **1,625** total # of Survey Respondents
- **88.2%** live in Calloway County
- **66.3%** work in Calloway County
- **12.6%** are Murray State University students
- **78.9%** are female
- **25.4%** are 46 to 60 years old
- **27.3%** Less than \$20,000; **22.5%** \$20k to \$49,999 Household Income

From the list below, select the top 3 health issues you feel must be addressed in Calloway County:



Community Health Status Assessment

| Indicators | Calloway | Kentucky | US | Data Source |
|---|----------|-----------|-------------|--|
| Social Factors | | | | |
| Population | 37,191 | 4,339,367 | 308,745,538 | Data Source: 2010 US Census Bureau |
| Race Stats | | | | |
| White | 92.0 | 87.8% | 12.6% | Data Source: 2010 US Census Bureau |
| African American | 3.7 | 7.8% | 13.1% | Data Source: 2010 US Census Bureau |
| Hispanic | 2.4 | 3.1% | 16.3% | Data Source: 2010 US Census Bureau |
| High School Graduation rates | 90% | 81% | - | Data Source: 2010-2011 Kentucky Department of Education |
| % of Children Living Below Poverty Level | 24% | 27% | 14% | Data Source: 2010 Small Area Income and Poverty Estimates |
| Self Rated Health Status (Percent of Adults who report fair or poor health) | 20% | 22% | - | Data Source 2005-2011 BRFSS |
| Children in single parent households | 25% | 32% | - | Data Source: 2007-2011 American Community Survey |
| Median Household Income | \$39,599 | \$41,141 | | Data Source: 2011 Small Area Income and Poverty Estimates |
| Maternal & Child Health | | | | |
| Teen Birth Rate (ages 15-19 per 1,000) | 23 | 50 | 21 | Data Source: 2005-2011 National Center for Health Statistics |
| Adequate Prenatal Care | 84% | 85% | 75% | Data Source: 1999-2003 Kentucky Health Profiles |
| Number of reported Child Abuse Cases (2011) | 134 | 33,353 | - | Data Source: 2011 KIDS Count Data Center |
| Low birth weight | 7.2% | 9.0% | 8.2% | Data Source: 2004-2010 National Center for Health Statistics |
| Births to mothers who smoked during pregnancy | 21% | 24% | - | Data Source: 2009 Kentucky Youth Advocates |
| Early Childhood Obesity (age 2-4 yrs.) | 17.5% | 15.6% | 12.1% | Data Source: 2010 Kentucky Youth Advocates |
| Behavioral Factors | | | | |
| Adult Smoking | 26% | 29% | | Data Source: 2008-2010 BRFSS |

| Indicators | Calloway | Kentucky | US | Data Source |
|--|----------|----------|-----|--|
| Prevalence of Youth Smoking | 24% | 25% | 23% | Data Source: 2008-2010 Kentucky Health Facts |
| Adult Prevalence of Obesity | 29% | 33% | 25% | Data Source: 2005-2011 National Center for Chronic Disease Prevention and Health Promotion |
| Sexually Transmitted Infection (Chlamydia rate per 100,000) | 422 | 377 | 92 | Data Source: 2010 National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention |
| Excessive Drinking (among adults) | 11% | 12% | 7% | Data Source: 2010 BRFSS |
| Lack of Physical Activity (% of adults 20 and older reporting no leisure time physical activity) | 24% | 31% | 21% | Data Source: 2009 National Center for Chronic Disease Prevention and Health Promotion |
| Consume 5 or more fruits & vegetables/day | 20.3% | - | - | Data Source: 2008-2010 BRFSS |
| Percent of Adults who received flu vaccine in past year | 38% | 30% | - | Data Source: 2008-2010 BRFSS |
| Tooth loss (percent of adults missing 6 or more teeth) | 22% | - | - | Data Source: 2008-2010 BRFSS |
| Diabetes Indicators | | | | |
| Diabetes Screenings (Medicare enrollees that receive screening) | 86% | 84% | 90% | Data Source: 2010 Dartmouth Atlas of Health Care |
| % of population with diabetes | 11% | 12% | - | Data Source: 2009 National Center for Chronic Disease Prevention and Health Promotion |
| Physical Factors | | | | |
| # of Recreational Facilities (per 100,000) | 8 | 8 | 16 | Data Source: 2010 County Business Patterns |
| Air Pollution - particulate matter days | 14.0 | 13.1 | 8.8 | Data Source: 2008 CDC Wonder Environmental Data |
| Access to Care | | | | |
| Primary Care Physicians (per 1,000) | 0.8 | 1.0 | - | Data Source: 2008-2010 Kentucky Board of Medical Licensure |
| Immunization Coverage (ages 19-35mo) | 79% | 80% | 81% | Data Source: 1999-2003 Kentucky Health Profiles (Kentucky Institute of Medicine) |
| % of Uninsured Adults (under 65 years) | 19% | 18% | 11% | Data Source: 2010 Small Area Health Insurance Estimates |
| % of Uninsured Children (under 19 years) | 7% | 7% | | Data Source: 2010 Small Area Health |

| | | | | |
|--|-----------------|-----------------|-----------|---|
| | | | | Insurance Estimates |
| Indicators | Calloway | Kentucky | US | Data Source |
| Poor mental health days (average/month) | 3.3 | 4.3 | 2.3 | Data Source: 2005-2011 BRFSS |
| Cancers | | | | |
| Cancer deaths (per 100,000) | 223.67 | 260.18 | - | Data Source: 2010 Kentucky Cancer Registry |
| Lung Cancer Deaths (rate per 100,000) | 78.90 | 73.80 | - | Data Source: 2010 Kentucky Cancer Registry |
| Colorectal Cancer Deaths (rate per 100,000) | 4.53 | 14.06 | - | Data Source: 2010 Kentucky Cancer Registry |
| Breast Cancer Deaths (rate per 100,000) | 14.36 | 12.17 | - | Data Source: 2010 Kentucky Cancer Registry |
| Prostate Cancer Deaths (rate per 100,000) | 13.54 | 21.57 | - | Data Source: 2010 Kentucky Cancer Registry |
| Respiratory Illness | | | | |
| Percent of Adults with Asthma | 14% | 13% | - | Data Source: 2008-2010 BRFSS |
| Rate of Asthma Hospitalizations 2009-2011 (per 10,000) | 20 | 22 | - | Data Source: 2009-2011 Kentucky Youth Advocates |

Community Themes and Strengths Assessment

Calloway County

| Strengths | Risks |
|--|--|
| <ul style="list-style-type: none"> • Healthcare system – Murray-Calloway County Hospital, Calloway County Health Department, Angel Clinic, Murray State University Health Services, Providers <ul style="list-style-type: none"> ▪ University health and social services and access to student volunteers ▪ Calloway County has a quality healthcare system ▪ Strong health network ▪ Hospital has specialized healthcare and wellness programs for community and worksites ▪ Murray-Calloway County Hospital Physicians and Healthcare specialists ▪ Medical community partnering ▪ Availability of resources • Educational System – Murray State University (MSU), 2 Public School Systems <ul style="list-style-type: none"> ▪ Community Health Program at MSU ▪ MSU Resources – physical resources, education outreach, expertise services, diverse perspectives ▪ Overall educational capacity – strong, progressive educational system at all levels ▪ Citizens are willing to learn ▪ MSU for local citizens – educated citizens usually have a broader base on which to make their health care choices • Police <ul style="list-style-type: none"> ▪ Safe communities ▪ Crisis Intervention Training | <ul style="list-style-type: none"> • Affordable Care Act <ul style="list-style-type: none"> ▪ Effect on health care and jobs ▪ Underinsured/Uninsured ▪ At risk for losing valuable health care (hospitals, etc. due to insurance, etc.) • Education <ul style="list-style-type: none"> ▪ Poor reception of health education (poor communication of opportunities) ▪ Health illiteracy/apathy ▪ Parental education and awareness in the risky behaviors of children – smoking, alcohol, and substance abuse • Substance Abuse <ul style="list-style-type: none"> ▪ Youth substance abuse ▪ Alcohol and other drugs ▪ There is a desperate need for counseling facilities for substance abuse treatment facilities • Tobacco <ul style="list-style-type: none"> ▪ Smoking allowed in public places ▪ Youth Smoking ▪ Adult Tobacco Use • Mental Health <ul style="list-style-type: none"> ▪ Limited mental health care services and providers ▪ No in-patient crisis facility ▪ It is risky to not increase mental health access in order to address issues such as substance abuse • Planning Implementation • Affordable Housing <ul style="list-style-type: none"> ▪ For at-risk individuals and family |

Strengths

- Location
 - High environmental potential (weather, location, land, water, etc.)
 - Moderate climate that assists/encourages healthy habits (sidewalks, farmer's markets, lakes, space to grow gardens)
- Employment and Economy
 - Diverse
 - Small Businesses
 - Elastic Economy
- Collaboration of Community Partners/Organizations/Agencies
 - Caring community leaders/community consciousness
 - Strong community interest and involvement (willing to work on issues together)
 - Strong leadership, vision, volunteering in community
 - Availability of resources
 - Good morality/character
 - People are giving of their time and money
 - Excellent collaboration/partnerships among community organizations associated with health/wellness issues
 - People and their cooperation to work together
 - Distribution of donated and USDA foods to needy people/families

Risks

- Loss of Community Hospital Ownership
- Geographic Location
 - Isolation
- Lack of fresh food availability
 - Lack of availability of fresh fruits and vegetables and lack of healthy eating establishments
- Child/Adult Obesity
 - % of childhood obesity which, if not addressed now, will progress into more health issues later
 - Lack of education and behavior related to nutrition and obesity
 - Chronic Disease issues
 - High obesity main reason for majority of diseases, early diabetes
 - Poor parenting
 - Transportation issues to and from wellness facility, etc.
- Sustainability
 - Reliance on federal and state funding for health care programs
 - Sustainable services come with a cost
 - Financial viability of health care resources
 - Low financial capacity
- Provider Competition
 - Competitive spirit of health care providers could jeopardize the current status of quality of health care
- Over analysis of perceived concerns, to the point that focus is lost and follow-thru becomes frayed and ineffective

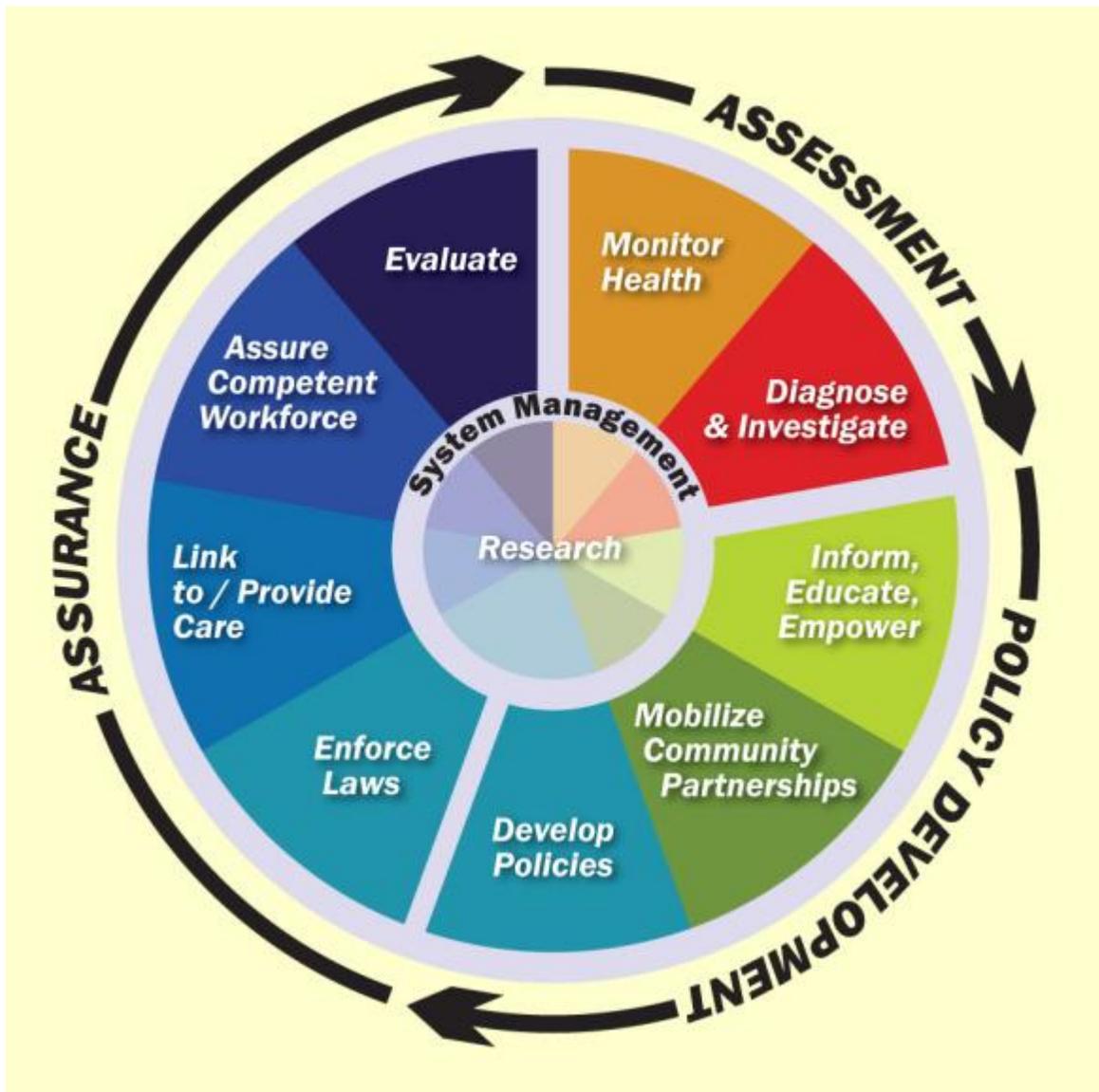
Forces of Change Assessment

Calloway County

| Positive Change | Negative Change |
|--|--|
| <ul style="list-style-type: none">• Affordable Care Act• New Sidewalks• Endowment for Hospice House• Cultural/Language Diversity Increasing• Economic Development Opportunities due to I-69 corridor and Panama Canal• New Bridge over Kentucky Lake• New Trails• Controlled Alcohol Sales have a positive economic impact• Churches are providing social services – Warming Center• Some restaurants are voluntarily choosing to go Smoke-Free• New Community Health Program at Murray State University• New Farmer’s Markets• Hospital Expansion | <ul style="list-style-type: none">• Affordable Care Act• More sidewalks/Better crosswalks• Family Structure• Language/Cultural Barriers• Declining healthcare reimbursements• Declining healthcare budgets• Alcohol sales – selling to poor population; has an impact on support services• Aging Population is increasing |

Local Public Health System Assessment

As part of the community needs assessment process, Calloway County Health Department conducted a Local Public Health Needs Assessment using an asset mapping approach. Public Health System Asset Mapping refers to a community-based approach of assessing the resources and programs of the public health system within a specific community as they relate to the 10 Essential Public Health Services. Once gathered, this asset map of public health system programs and services is distributed to community partners for use in referring citizens in the community to appropriate services. In addition, the Public Health System Asset Map is utilized during the community health improvement planning process to provide a list of assets that can be used toward strategic initiatives or gaps in the system that must be filled before strategic initiatives can be addressed. See Appendix 1 for the Local Public Health System Assessments using this approach.



Community Health Improvement Plan Process

Methodology

Continuing the methodology described under the Community Health Assessment Process, Calloway County Health Department convened community partner groups to synthesize the information obtained in the community health assessment process into strategic initiatives, goals and objectives. Each community group was given information from each of the assessments and organized into the Three Perspectives – data, organizational and individual. From this information, the partners participated in a consensus building activity through which strategic initiatives emerged. Targeting the major issues that were identified, obesity and substance abuse, county partners created two workgroups to focus on specific strategic initiatives and identified agencies/individuals to lead each workgroup. Through a connection to the University of Kentucky, a review of evidenced-based programs by strategic initiative was provided to workgroups for consideration.

Strategic Issue Identification/Goals and Objectives

GOAL 1: Encourage Physically Active Lifestyles

Objectives:

Decrease the proportion of adults and children who are physically inactive from 24% to 20% with a target date of December 31, 2019. (Source: County Health Rankings)

Increase the proportion of adults and children who have access to exercise opportunities from 52% to 62% with a target date of December 31, 2019. (County Health Rankings)

GOAL 2: Encourage Healthy Nutrition Choices

Objective: Decrease the proportion of adults who are overweight or obese from 29% to 23% with a target date of December 31, 2019 (Source: County Health Rankings)

GOAL 3: Encourage Tobacco/Smoke Free Living

Objective: Reduce adult smoking rate from 24% to 20% by December 31, 2019. (Source: kyhealthnow 2019 Goals)

GOAL 4: Reduce Substance Abuse

Objectives:

--Increase age of onset by one year of illegal substance abuse by December 31, 2019. (KIP Indicator)

--Decrease lifetime use by 10% by December 31, 2019. (KIP Indicator)

--Decrease past year use by 10% by December 31, 2019 (KIP Indicator)

| GOAL 1: Encourage Physically Active Lifestyles | | | | |
|---|--|------------------------------------|-----------------------|---|
| Objective A: Decrease the proportion of adults and children who are physically inactive from 24% to 20% with a target date of December 31, 2019. 2017 County Health Rankings: According to 2013 data, Calloway county is 20% (down from 23%). | | | | |
| | Strategy Description | Lead Role | Timeline | Progress |
| 1. | Develop a community wide media campaign to promote and educate the community on the benefits of physical activity, common myths, rates of physical inactivity, and tips on small physical activity changes that make big impacts. Media items will include website links, billboards, digital signs, radio/newspaper ads, flyers, etc. | MCCH | Feb. 2015 - Dec. 2018 | 1/2016 Commercial about Lighten up Calloway airing on WPSD and other stations. Funded by Health Department. Radio PSA's also airing. Lighten Up Calloway Facebook page being supported by Obesity Work Group coordinator. Lighten Up Calloway website still active 10/16 Get Moving Calloway Campaign added more PSAs, a billboard, and newspaper ads. 1. Rethink Your Drink- January 2016 2. Get Moving Calloway- October 2016 3. Fresh is Better- May 2017 12/2016 and ongoing: Move It Mondays sent to all members of the OWG, MCCH Employees and MCCH corporate partners |
| 2. | Provide educational presentations to businesses, employers, parents, churches, community groups, students about the importance and impact of physical activity. | Obesity Workgroup | Mar. 2015 – Dec. 2018 | 12/2016 Rethink Your Drink Presentation at CUBS meeting and corporate meeting 10/2016 Get Moving Calloway campaign presented to local corporations and at the CUBS meeting. Presented to the Grandparents support group and Brookdale also. 11/2016 Physical activity educational presentation given at CCHS health fair 6/2016 Kid's Wellness Day Camp helps to promote healthy lifestyles. 3/21/2017: MHS Health Fair Participation |
| 3. | Encourage day care and early child care facilities to provide 30 – 60 minutes of physical activity each day. | Regional Healthy Start Coordinator | Feb. 2015 – Dec. 2018 | 2016: According to the RHSC, 78% of local day care centers incorporate 30 minutes to one hour of physical activity into their daily routine. |

| | | | | |
|--|--|---------------------|-----------------------|---|
| 4. | Encourage and/or offer employer worksite wellness programs and educate employers on available community resources. Encourage employer activity programs such as stretching before work, walking meetings. Encourage employers to not use food as a reward. | MCCH Wellness Works | Jan. 2015 – Dec. 2018 | <p>2016: Get Moving Calloway and Rethink Your Drink campaign invited business to participate.</p> <p>2017: MCCH's Move It Mondays are being sent out digitally to schools and other corporate partners.</p> <p>3/20/17: MCCH Wellness Works continue providing free screenings to corporate partners periodically throughout the year. Other businesses in Calloway County have resources dedicated to employee wellness.</p> |
| 5. | Purposeful leadership development in evidence based strategies to enhance community engagement | Wellness Consortium | Mar. 2017 – Dec. 2018 | March 2017: received the NALPH grant. 4 OWG members participating. |
| Objective B: Increase the proportion of adults and children who have access to exercise opportunities from 52% to 62% with a target date of December 31, 2019. | | | | |
| 2017 County Health Rankings: According to data from 2014, Calloway is at 59% (same as last year) | | | | |
| | Strategy Description | Lead Role | Timeline | Progress |
| 1. | Develop a community wide media campaign to promote and educate the community on the available physical activity resources/events in the community. Media items will include website links, billboards, digital signs, radio/newspaper ads, flyers, etc. | MCCH | Feb. 2015 – Dec. 2018 | <p>January 2016: Commercial about Lighten up Calloway airing on WPSD and other stations. Funded by Health Department. Radio PSA's also airing. Lighten Up Calloway Facebook page being supported by Obesity Work Group coordinator.</p> <p>2016: United Way created a resource guide for the community with physical activity resources.</p> <p>2016 Get Moving Calloway campaign promoted through newspaper ads, a billboard ad, radio, social media, website, and PSAs.</p> |

| | | | | |
|--|--|---------------------------|-----------------------|---|
| 2. | Collaborate with agencies to disseminate physical activity resources/events. | Obesity Workgroup | Feb. 2015 – Dec. 2018 | <p>2016: Events page now on www.lightenupcalloway.org website.</p> <p>Obesity Workgroup Tabling @ Community Night Out event in September 2016.</p> <p>June 2016: OWG collaborated with MCCH Endowment, Summer in the Park Program, Extension Office and Family Resource Centers from Murray and Calloway to promote and provide 2016 Kids Wellness Camp. --- March 2017 United Way allocated \$2,500.00 for the Kids Camp.</p> |
| 3. | Promote programs and services being held in the local public parks and facilities in the county through Lighten Up Calloway event calendar. | Obesity Workgroup | Mar 2016 – Dec. 2018 | <p>www.lightenupcalloway.org website has list of local healthy events.</p> <p>11/16 CC Health Dept. ordered ADA accessible playground equipment for park.</p> <p>2016 Kid's Wellness Day Camp promotes healthy lifestyle choices.</p> |
| | Determine the feasibility of the public using the school tracks at designated times or during the weekend/summer for walking/running or mom/baby stroller clubs. | Coordinated School Health | Mar. 2015 – Mar. 2016 | <p>2016: Murray High's track is available except during spring practices. Calloway's track is not available due to liability issues.</p> |
| | | | | |
| GOAL 2: Encourage Healthy Nutrition Choices | | | | |
| <p>Objective A: Decrease the proportion of adults who are overweight or obese from 29% to 23% with a target date of December 31, 2019.</p> <p>2017 County Health Rankings: 2013 data (prior to starting CHIP) Calloway obesity rate was 30% (up from 28%)</p> | | | | |

| | Strategy Description | Lead Role | Timeline | Progress |
|----|---|--------------------|-----------------------|---|
| 1. | Develop a community wide media campaign to promote and educate the community on obesity rates and access to healthy food as reported in the County health rankings, healthy eating habits, myths, nutritional education, growing gardens using containers, available resources in the community about healthy food preparation, preserving, etc. Media items will include website links, billboards, digital signs, radio/newspaper ads, flyers, etc. | MCCH | Feb. 2015 – Dec. 2018 | <p>January y 2016 Commercial about Lighten up Calloway airing on WPSD and other stations. Funded by Health Department. Radio PSA's aired. Lighten Up Calloway Facebook page being supported by Obesity Work Group coordinator.</p> <p>10/2016: Get Moving Calloway campaign did the same.</p> <p>2016: Lighten Up Calloway Website is up and running with nutritional information and links to other websites with health nutrition. Need to set up schedule of updating information.</p> <p>2017 County Health Rankings published.</p> |
| 2. | Expand and promote mobile farmer's market using the current Farmer's Market vendors. | Murray Main Street | Mar. 2015 – Dec. 2018 | <p>Fresh is Better Campaign will promote Farmer's Market May-July 2017.</p> <p>March 2017- Reached out to MSU to see about mobile market on campus—they said no.</p> <p>June 2017- Mobile market will be at the housing authority—the Farmers Market received SNAP benefits in 2017—OWG will promote heavily.</p> |
| 3. | Encourage school systems to continue or implement farm to school programs. | Extension Office | Jan. 2016 – Dec. 2018 | <p>3/13/17 -Still waiting on new hire for extension office. Discussed farm to school with Jacob Falwell at CCHS. He would prefer to wait to start community Garden until Spring 2018.</p> |
| 4. | Promote breastfeeding to all prenatal contacts in the community. Continue to promote breastfeeding support groups. | Health Dept. | Jan. 2015 – Dec. 2018 | <p>3/20/17 -Breastfeeding support group being offered once a month at the Center for Health and Wellness.</p> <p>All WIC pregnant women are encouraged to breast feed and breast feeding classes are available.</p> |
| 5. | Support healthy nutrition education in the schools | Obesity Workgroup | Jan. 2015 – Dec. 2018 | <p>In March 2017 OWG members will be providing education to 2nd and 5th graders at North Elementary regarding processed foods as part of a National Leadership in Applied Public Health grant project.</p> |

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| 6. | Develop, promote and roll-out a series of community-wide health challenges aimed at reducing obesity rates. | Wellness Consortium | Feb. 2015 – Dec. 2018 | <p>Rethink Your Drink Jan – Mar 2016</p> <p>Get Moving Calloway! August-October 2016</p> <p>Keep Moving Calloway- for MCCH employees and Southwest elementary employees in Feb 2017-April 2017</p> <p>Fresh is Better – May 2017-July 2017</p> <p>In March 2017 OWG members will be providing education to 2nd and 5th graders at North Elementary regarding processed foods.</p> |
| 7. | Support the school systems with Coordinated School Health program. | Obesity Work Group | Aug. 2015 – Dec. 2018 | <p>2016: Multiple members representing different organizations within the obesity workgroup attend the Coordinated School Health meetings.</p> <p>September 2016: Susan helping Vicki Williams with CSH at Calloway to get a district meeting coordinated. Meeting scheduled for March 29th, 2017.</p> <p>Ongoing: OWG coordinator attends Murray District meetings.</p> |
| 8. | Provide diabetes education classes to promote control of diabetes and prevention of pre-diabetes. | Health Dept. | Feb. 2015 – Dec. 2018 | <p>3/20/2017: Ongoing at HD and MMA. Passport Health and Aetna Medicaid provide Diabetes education for members.</p> <p>3/20/2017: Josh Wessel PASSPORT rep is no longer in the position. Will follow up and invite new contact to be a part of the OWG.</p> |
| GOAL 3: Encourage Tobacco/Smoke-Free Living | | | | |
| Objective A: Reduce adult smoking rate from 24% to 20% with a target date of December 31, 2019. | | | | |
| 2017 County Health Rankings: 2015 data reflects 20% adult smoking. Cannot compare to previous years. | | | | |

| | Strategy Description | Lead Role | Timeline | Progress |
|----|--|--|------------------------|---|
| 1. | Partner with the school districts and Murray State University to implement tobacco free/smoke-free campuses | Schools, MSU, CC-ASAP, Health Dept. | Feb. 2015 – Dec. 2018 | <p>Murray City Schools remains tobacco free and Murray State University became tobacco free on August 1, 2015.</p> <p>The coalition presented to the Calloway County School board meeting in March 2017. No decision was made and the school board is still discussing. They will follow-up in April</p> <p>March 2017: Health Department has sent survey to parents/discussed with Superintendent at Calloway Co. Schools.</p> <p>Smoke Free Policy Training set up for May 2017</p> |
| 2 | Partner with Murray-Calloway County Parks System to provide tobacco-free/smoke-free outdoor spaces. | MCC Parks, CC-ASAP | May 2015– Dec. 2018 | <p>Updated: April 2016: The park does have “designated” areas with cigarette collectors away from pay areas.</p> <p>MARCH 20, 2017: Park Board is currently recruiting Park Director.</p> |
| 3. | Provide Freedom from Smoking classes and other evidence based smoking cessation classes. In addition, promote the 1-800 QUIT NOW and website for tobacco cessation support. | Health Dept., KY Cancer Program. And CC-ASAP | Feb. 2015 – Dec. 2018 | <p>2017: Freedom from Smoking and Tobacco Free classes are scheduled at the Center for Health and Wellness on a routine basis</p> <p>March 2017: Freedom From Smoking class offered through partnership with CC-Health Department and Center for Health and Wellness.</p> <p>March 2017: Plan to Be Tobacco Free Classes offered quarterly through the Kentucky Cancer Program at the Center for Health and Wellness.</p> |
| 4. | Utilize media campaign that promotes the benefits of tobacco free/smoke-free living, the dangers of secondhand smoke, effects of tobacco use, etc. Media items would include newspaper/radio ads, website links, brochures, flyers, digital signage, etc. as funding allows. | CC-ASAP | April 2015 – Dec. 2018 | <p>March 2017: Talk They Hear You Campaign planning: Planned to roll out campaign in July-August 2017. Sub-Committee has been formed.</p> |

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| 5. | Participate in the “Kick Butts Campaign” with the Murray and Calloway County School systems. In addition, utilize evidence based curriculum at schools and Murray State University to reduce tobacco use. | Health Dept., Schools/FRYSCs, MSU, CC-ASAP | Feb. 2015 – Dec. 2018 | March 2017: Life Skills remains in place at the 6, 7, and 8 th grades with random teaching in 3, 4 and 5 th grades. Kick Butts Day being observed at both Murray and Calloway in 2017. |
| 6. | Promote active participation in CC-ASAP. | CC-ASAP | Feb. 2015 – Dec. 2018 | Members from CC-ASAP have continued as active members of the Wellness Consortium. 6/2016: Wellness Consortium members Amy Ferguson and Nicole Hudson are the new chair and director for CC-ASAP. CC-ASAP now falls under the “Wellness Consortium” and the MCCH Endowment is the fiscal agent. |
| 7. | Provide community education on the dangers of tobacco use and secondhand smoke. Encourage participation in the Great American Smoke out and Campaign for Tobacco Free Kids. | Health Dept, KY Cancer Program. CC-ASAP | Feb. 2015 – Dec. 2018 | 2017 participation in the Reality Fair. All students had to come through and learn about smoking risks/insurance premiums etc. 2017: Health Department providing education on the harms of Nicotine, Secondhand Smoke and E-Cigs for Kick Butts Day. 3/20/2017: Coalition E-Cigarette and Smoke Free policy training scheduled in Calloway Co. for May 2017. |
| 8. | Advocate for local comprehensive tobacco-free/smoke-free and other evidence based tobacco control policies. Attend advocacy trainings and public forums pertaining to tobacco use as funding allows. | CC-ASAP | Feb. 2015 – Dec. 2018 | Coalition E-Cigarette and Smoke Free policy training scheduled in Calloway Co. for May 2017. 3/20/2017 CC-ASAP Chair Amy Ferguson, CC-Health Department and CC-ASAP are all involved currently with this strategy. Calloway County School Nurse is still actively advocating for policy-change. |
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| GOAL 4: Reduce Substance Abuse | | | | |
| Objectives: KIP data will be available later in the year for Murray Schools. A. Increase age of onset by one year of illegal substance abuse by December 31, 2019 B. Decrease lifetime use by 10% by December 31, 2019. | | | | |

| C. Decrease past year use by 10% by December 31, 2019. | | | | |
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| | Strategy Description | Lead Role | Timeline | Progress |
| 1. | Maintain enthusiastic CC-ASAP group with regularly scheduled meeting and increase membership of CC-ASAP | CC-ASAP | Feb 2015 – Dec. 2018 | 2017: New Consistent Part-Time Director hired. Member surveys sent out in August 2016 Meeting location change to City Hall Council Chambers bi-monthly. |
| 2. | Provide community training on research based strategies to decrease drug, tobacco, and alcohol abuse. | CC-ASAP | Feb 2015 – Dec. 2018 | 2016: The Strategic Planning Framework was reviewed. The Murray Police Dept. also did training on marijuana for the coalition. 2017: Coalition E-Cigarette and Smoke Free policy training scheduled in Calloway Co. for May 2017. Provided through the University of Kentucky. |
| 3. | Support evidence based curriculums in school systems to prevent and/or reduce alcohol/tobacco use. | CC-ASAP | Feb 2015 – Dec. 2018 | March 20, 2017: Life Skills continues at the Middle School levels for both Calloway and Murray Schools (this is part of a research project with University of Colorado). Life Skills is also being taught in “pockets” through some 3 rd , 4 th and 5 th grades in the schools. |
| 4. | Offer two research based parent education programs and media support of substance free messages such as Life Skills for parents, Active Parenting Now, Active Parenting of Teens and parent newsletters. | CC-ASAP, Parent Workgroup, FRYSC | Feb 2015 – Dec. 2018 | Active Parenting Now continues to be offered in our community. KY Kentucky Health Access Nurturing Development Services program offered by the Health Department |
| 5. | Continue youth activities such as youth mentoring, affordable afterschool/summer programs to provide and encourage protective factors. | CC-ASAP, Schools, 4-H, West KY Mentoring, Inc. | Feb 2015 – Dec. 2018 | 2016: Mentoring through West KY Mentoring continues to grow, primarily through site based mentoring. West KY Mentoring has partnership with 4-H for clubs and Cub Scouts with mentees and children who are not yet matched. 2017: Miranda Terry (MSU Public Health) and Nicole Hudson are looking into feasibility of Youth Wellness Council that will involve both school systems. The Peer Education program at MSU is in the early stages of re-implementation. |
| 6. | Utilize a social norming messages to influence the misperception of alcohol and substance abuse as acceptable. | CC-ASAP | Feb 2015 – Dec. 2018 | 2017: Talk They Hear You campaign sub-committee formed. Plan to roll out the campaign July/August 2017. |

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| 7. | Promote drug free environments. | CC-ASAP | Feb 2015 – Dec. 2018 | General education and work has been done in this area in the past year, specifically through health fairs and speaking engagements. 2017: No New Updates |
| 8. | Increase sobriety and compliance checks as noted by law enforcement reports. Continue prescription drug collection site through local law enforcement offices and special events such as health fairs, Make A Difference Day. | Calloway Co. Sheriff's Dept.; Murray Police Dept., CC-ASAP | Feb 2015 – Dec. 2018 | Prescription Drug collection continues at the quarterly Make a Difference Day with local law enforcement. Sheriff Sam Steger reports that daily prescription drop off site is utilized "more than any other in the western KY area". |
| 9. | Support the city council to draft and pass a smoke-free ordinance. | CC-ASAP | Feb 2015 – Dec. 2018 | 2017: CC-ASAP still actively supports this adoption. Discussions have been had with the mayor and he has agreed to allow a brief presentation to the council. CC-ASAP will be doing the preparation for this continuing in 2017. Will continue to pursue. |
| 10. | Offer drug and alcohol free special events for families such as "Hooked on Fishing, Not on Drugs" and "Family Day" in the Park, as funding allows. | CC-ASAP, Hooked on Fishing Committee, MCC Parks | Feb 2015 – Dec. 2018 | CC-ASAP 2016 Involvement in Community Night Out Mini-Event: 2016 and 2017: CC-ASAP sets up at the library quarterly to disseminate substance abuse information. Hooked on Fishing is on-going. |
| 11. | Provide evidence based alcohol education for all freshman/new students at Murray State University. | MSU, CARE Coalition | Feb 2015 – Dec. 2018 | 2017: "Alcohol E-Check"— is a requirement for all freshman/new students. In addition, the Alcohol policy at MSU was updated and is currently awaiting feedback. Hopeful that new policy will go into effect for the 2017-2018 school year. |
| 12. | Support the school systems' administering the Kentucky Incentive for Prevention (KIP) student survey. | Schools, CC-ASAP | Feb 2015 – Dec. 2018 | CC-ASAP advocated in Fall 2014 for both schools to participate in the KIP Survey. The combined results were shared with the CC-ASAP Coalition in October, 2015. A few highlights include: 10 th grade responses showed decrease in 30 day alcohol use, two week binge drinking, 30 day drunkenness and ease of getting alcohol. Decreases were also seen by the 10 th graders in 30 day Cigarette use, ease of getting cigarettes, 30 day smokeless tobacco use and 30 day marijuana use and ease of getting marijuana. A major |

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| | | | | <p>decrease was seen in the 10th grade 30 day use of prescription drugs.</p> <p>2016: CC-ASAP advocated to both schools that the KIP survey be implemented. Murray Schools completed for 10th and 12th grades. Calloway did not complete the KIP survey—however Lisa Hays in the Harbor Youth Services Center distributed an alternate survey.</p> |
| 13. | Promote Community Support Groups and refer clients/community members acknowledging use to substance abuse treatment and counseling. | Local AA, NA, Alanon group | Feb 2015 – Dec. 2018 | <p>2016: Support continues in our community through multiple areas: AA and AI-anon groups continue to meet; local church programs are providing treatment and support groups and local treatment programs continue. February 2017: Dr. Robert Howard presented to the coalition information on the new suboxone treatment facility in Calloway County.</p> |
| 14. | Support local efforts in Harm Reduction | CC-ASAP | Aug 2016 – Dec. 2018 | <p>2016: MSU Public Health Intern Lindsey Robertson developed “Think Sharp” project—this aids in harm reduction and prevention by allowing secure public drop off locations for used needles. Promoted through CC-ASAP</p> <p>2017: Harm Reduction: Detective Weatherford with City of Murray police attended training r/t first responders and Narcan usage. CC-ASAP has agreed to pay for 14 kits to be ordered for each City of Murray police cruiser to have one—Detective Weatherford will provide training to each officer.</p> |
| 15. | Purposeful leadership development in evidence based strategies. | CC-ASAP | Mar. 2016 – Dec. 2018 | <p>Integrated mini-trainings/educational speakers at meetings in 2016. CADCA Training July 2016 – sent 4 coalition members. ASAP Director attended Mental Health and Addiction Symposium at Baptist Health in Oct. 2016. Coalition E-Cigarette and Smoke Free policy training scheduled in Calloway Co. for May 2017.</p> |

| GOAL 1: Encourage Physically Active Lifestyles | | | | |
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| Objective A: Decrease the proportion of adults and children who are physically inactive from 24% to 20% with a target date of December 31, 2019. | | | | |
| | Strategy Description | Lead Role | Timeline | Progress |
| 1. | Develop a system to offer physical activity educational resources to parents of overweight/obese children by utilizing BMI data collected by school systems. | | Feb. 2015 – Feb. 2016 | Need to find a new lead. |
| 2. | Develop a community wide media campaign to promote and educate the community on the benefits of physical activity, common myths, rates of physical inactivity, and tips on small physical activity changes that make big impacts. Media items will include website links, billboards, digital signs, radio/newspaper ads, flyers, etc. | MCCH | Feb. 2015 – Feb. 2016 | Commercial about Lighten up Calloway airing on WPSD and other stations. Funded by Health Department. Radio PSA's also airing. Lighten Up Calloway Facebook page being supported by Obesity Work Group coordinator. |
| 3. | Develop and disseminate information to the community about the availability of trained professionals who can provide one-on-one or small group counseling about physical activity needs. Utilize health professionals as personal "coaches" to encourage continued activity. | Goal 1, Objective A, Strategy 2. | Develop Feb. 2015 – June 2016 | Re-evaluate this strategy |
| 4. | Provide educational presentations to businesses, employers, parents, churches, community groups, students about the importance and impact of physical activity. | Obesity Workgroup | Mar. 2015 – ongoing | |
| 5. | Collaborate with the local day care and early child care agencies on providing small classes to the children and parents using physical activity. | Regional Healthy Start Coordinator | Feb. 2015 – Feb. 2016 | According to the RHSC, 78% of local day care centers incorporate 30 minutes to one hour of physical activity into their daily routine. |
| 6. | Encourage and/or offer employer worksite wellness programs and educate employers on available community resources. Encourage employer activity programs such as stretching before work, walking meetings. Encourage employers to not use food as a reward. | MCCH Wellness Works | Jan. 2015 - ongoing | .Business were invited to join in the Lighten Up Calloway challenge and several participated: |
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| Objective B: Increase the proportion of adults and children who have access to exercise opportunities from 52% to 62% with a target date of December 31, 2019. | | | | |

| | Strategy Description | Lead Role | Timeline | Progress |
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| 1. | Develop a community wide media campaign to promote and educate the community on the available physical activity resources/events in the community. Media items will include website links, billboards, digital signs, radio/newspaper ads, flyers, etc. | MCCCH | Feb. 2015 – Feb. 2017 | Commercial about Lighten up Calloway airing on WPSD and other stations. Funded by Health Department. Radio PSA's also airing. Lighten Up Calloway Facebook page being supported by Obesity Work Group coordinator. |
| 2. | Collaborate with agencies to disseminate physical activity resources/events | MCC Parks | Feb. 2015 – ongoing | Met with Lindsey Harlan to discuss feasibility of Parks being the clearing house. They are updating their web-site and anticipating being able to help in the near future. |
| 3. | Coordinate transportation of families to physical activity events/locations. | Murray Transit Authority | Feb. 2015 – ongoing | Transit Authority leadership transition. |
| 4. | Promote programs and services being held in the local public parks and facilities in the county. | Murray-Calloway Parks Department | Mar 2016 - ongoing | |
| 5. | Determine the feasibility of the public using the school tracks at designated times or during the weekend/summer for walking/running or mom/baby stroller clubs. | Coordinated School Health | Mar. 2015 – Mar. 2016 | Re-Evaluate this strategy |
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GOAL 2: Encourage Healthy Nutrition Choices

Objective A: Decrease the proportion of adults who are overweight or obese from 29% to 23% with a target date of December 31, 2019

| | Strategy Description | Lead Role | Timeline | Progress |
|----|--|--------------------|-----------------------|--|
| 1. | Develop a community wide media campaign to promote and educate the community on obesity rates, healthy eating habits, myths, nutritional education, growing gardens using containers, available resources in the community about healthy food preparation, preserving, etc. Media items will include website links, billboards, digital signs, radio/newspaper ads, flyers, etc. | MCCCH | Feb. 2015 – Feb. 2016 | Commercial about Lighten up Calloway airing on WPSD and other stations. Funded by Health Department. Radio PSA's also airing. Lighten Up Calloway Facebook page being supported by Obesity Work Group coordinator. |
| 2. | Expand and promote mobile farmer's market using the current Farmer's Market vendors. | Murray Main Street | Mar. 2015 – Sep. 2016 | |

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| 3. | Encourage school systems to continue or implement farm to school programs. | Extension Office | Jan. 2016 - ongoing | 2015—Farm to School grant researched and presented to the group—couldn't formulate Grant in time. Leadership change in the farm to school coordinator-still waiting for new hire. |
| 4. | Promote breastfeeding to all prenatal contacts in the community. Continue to promote breastfeeding support groups. | Health Dept. | Jan. 2015 – ongoing | Breastfeeding support group is expanding. |
| 5. | Develop a system to provide nutritional education to children and parents identified by the Family Resource Centers or through BMI data. | Goal 1, Objective A, Strategy 1. | Jan. 2015 – Feb. 2016 | Need new lead |
| 6. | Encourage local community groups to promote healthier options at meetings/meals/events/vending machines. | Obesity Workgroup | Mar. 2015 – ongoing | |
| 7. | Develop, promote and roll-out a series of community-wide health challenges aimed at reducing obesity rates. | Wellness Consortium | Feb. 2015 – ongoing | Rethink Your Drink Jan – Mar 2016 |
| 8. | Provide assistance to the school systems in their implementation of Coordinated School Health program. | Obesity Work Group | Aug. 2015 - ongoing | Obesity WG coordinator has reached out to both school systems. Multiple members representing different organizations within the obesity workgroup attend the Coordinated School Health meetings. |
| 9. | Provide diabetes education classes to promote control of diabetes and prevention of pre-diabetes. | Health Dept. | Feb. 2015 - ongoing | Ongoing at HD and MMA |
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| GOAL 3: Encourage Tobacco/Smoke-Free Living | | | | |
| Objective A: Reduce adult smoking rate from 24% to 20% with a target date of December 31, 2019 | | | | |
| | Strategy Description | Lead Role | Timeline | Progress |
| 1. | Partner with the school districts and Murray State University to implement tobacco free/smoke-free campuses | Schools, MSU, CC-ASAP, Health Dept. | Feb. 2015-ongoing | Murray City Schools remains tobacco free and Murray State University became tobacco free on August 1, 2015. The coalition has requested a to speak at the Calloway County School board meeting. |

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| 2 | Partner with Murray-Calloway County Parks System to provide tobacco-free/smoke-free outdoor spaces. | MCC Parks, CC-ASAP | May 2015-ongoing | The CC-ASAP Coalition has not yet met with New Park Director, Lindsay Harlan. The park does have "designated" areas with cigarette collectors away from pay areas. |
| 3. | Provide Cooper Clayton cessation classes and Freedom from Smoking classes. In addition, promote the 1-800 QUIT NOW and website for tobacco cessation support. | Health Dept., KY Cancer Prog. And CC-ASAP | Feb. 2015-ongoing | Freedom from Smoking and Tobacco Free classes are scheduled at the Center for Health and Wellness on a routine basis |
| 4. | Utilize media campaign that promotes the benefits of tobacco free/smoke-free living, the dangers of secondhand smoke, effects of tobacco use, etc. Media items would include newspaper/radio ads, website links, brochures, flyers, digital signage, etc. as funding allows. | CC-ASAP | April 2015-ongoing | CC-ASAP has utilized educational brochures at health fairs and speaking engagements on topics such as second hand smoke, tobacco in the home. |
| 5. | Participate in the "Kick Butts Campaign" with the Murray and Calloway County School systems. In addition, utilize evidence based curriculum at schools and Murray State University to reduce tobacco use. | Health Dept., Schools/FRYSCs, MSU, CC-ASAP | Feb. 2015-ongoing | Both school districts are "celebrating" Kick Butts Day" through the FRYSCs. At this time, LifeSkills remains in place at the 6, 7, and 8 th grades with random teaching in 3, 4 and 5 th grades. |
| 6. | Partner with CC-ASAP to promote active participation in this coalition. | CC-ASAP | Feb. 2015-ongoing | Members from CC-ASAP have continued as active members of the Wellness Consortium. |
| 7. | Provide community presentations discussing the dangers of tobacco use and secondhand smoke. Encourage participation in the Great American Smoke out and Campaign for Tobacco Free Kids. Work with youth groups to educate on the dangers of smoking and secondhand smoke. | Health Dept, KY Cancer Prog., CC-ASAP | Feb. 2015-ongoing | Due to absence of the CC-ASAP Project Director, this area has been put on hold for now. |
| 8. | Support local comprehensive tobacco-free/smoke-free and other evidence based tobacco control policies. Attend advocacy trainings and public forums pertaining to tobacco use as funding allows. | CC-ASAP | Feb. 2015-ongoing | CC-ASAP had representation at a state meeting for KY-ASAP in May 2015 where updated information on Substance Abuse was shared. |
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GOAL 4: Reduce Substance Abuse

Objectives:

- A. Increase age of onset by one year of illegal substance abuse by December 31, 2019
- B. Decrease lifetime use by 10% by December 31, 2019.
- C. Decrease past year use by 10% by December 31, 2019.

| | Strategy Description | Lead Role | Timeline | Progress |
|----|--|----------------------------------|-------------------|--|
| 1. | Maintain enthusiastic CC-ASAP group with regularly scheduled meeting and increase membership of CC-ASAP | CC-ASAP | Feb. 2015-ongoing | CC-ASAP Coalition has maintained its membership through regular meetings January-October 2015, January 2016. Its membership has remained engaged in the process of the strategic plan. |
| 2. | Provide community training on research based strategies to decrease drug, tobacco, and alcohol abuse. | CC-ASAP | Feb. 2015-ongoing | Through local coalition meetings, the Strategic Planning Framework was reviewed. The Murray Police Dept. also did training on marijuana for the coalition. |
| 3. | Support evidence based curriculums in school systems to prevent and/or reduce alcohol/tobacco use, as funding allows. | CC-ASAP | Feb. 2015-ongoing | Lifeskills continues at the Middle School levels for both Calloway and Murray Schools (this is part of a research project with University of Colorado). Lifeskills is also being taught in "pockets" through some 3 rd , 4 th and 5 th grades in the schools. |
| 4. | Offer two research based parent education programs and media support of substance free messages such as Life Skills for parents, Active Parenting Now, Active Parenting of Teens and parent newsletters. | CC-ASAP, Parent Workgroup, FRYSC | Feb. 2015-ongoing | Active Parenting Now continues to be offered in our community. In 2015, there were four sessions of the 6 classes offered with the following outcomes: 65% completion rate; there is a Decrease of perception of positive parenting skills by .15. The Parenting Workgroup suspects that parents answer on the pre-survey is higher because they don't want to admit to having issues at the start of the class and by the end of class they recognize their need for more skills. |

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| 5. | Continue youth activities such as youth mentoring, affordable afterschool/summer programs to provide and encourage protective factors. | CC-ASAP, Schools, 4-H, West KY Mentoring, Inc. | Feb. 2015-ongoing | Mentoring through West KY Mentoring continues to grow, primarily through site based mentoring. West KY Mentoring has partnership with 4-H for clubs and Cub Scouts with mentees and children who are not yet matched. |
| 6. | Utilize a media campaign utilizing social norming messages such as "Be The Wall" and use a social norms campaign at MSU to reduce perception of alcohol as part of an accepted social life, as funding allows | CC-ASAP | Feb. 2015-ongoing | In the past months, a general campaign of "choosing life" has been utilized. A new campaign utilizing new data is being developed at this time. |
| 7. | Continue education to work toward formalization of ordinances such as smoke-free, random student drug testing and drug free workplaces. | CC-ASAP | Feb. 2015-ongoing | General education and work has been done in this area in the past year, specifically through health fairs and speaking engagements. |
| 8. | Increase sobriety and compliance checks as noted by law enforcement reports. Continue prescription drug collection site through local law enforcement offices and special events such as health fairs, Make A Difference Day, and National Medicine Chest challenge. | Calloway Co. Sheriff's Dept.; Murray Police Dept., CC-ASAP | Feb 2015-ongoing | Prescription Drug collection continues at the quarterly Make a Difference Day with local law enforcement. Sheriff Sam Steger reports that daily prescription drop off site is utilized "more than any other in the western KY area". |
| 9. | Support the city council to draft and pass a smoke-free ordinance. | CC-ASAP | Feb 2015-ongoing | This work was just beginning in fall of 2015 and is now picking back up with the new year |
| 10. | Offer drug and alcohol free special events for families such as "Hooked on Fishing, Not on Drugs" and "Family Day" in the Park, as funding allows. | CC-ASAP, Hooked on Fishing Committee, MCC Parks | March 2015-ongoing | CC-ASAP has taken part in events such as National Night Out. Hooked on Fishing was not held in 2015. |
| 11. | Provide alcohol education for all freshman/new students at Murray State University using Alcohol EDU. | MSU, CARE Coalition | Summer 2015-ongoing | CARE Coalition has advocated and achieved Alcohol EDU being a requirement for registration for all new Murray State Students; and Alcohol EDU continues to be utilized for freshman at local high schools. |
| 12. | Support the school systems' administering the Kentucky incentive for Prevention (KIP) student survey. | Schools, CC-ASAP | Feb. 2015-ongoing | CC-ASAP advocated in Fall 2014 for both schools to participate in the KIP Survey. The combined results were shared with the CC-ASAP Coalition in October, 2015. A few highlights include: 10 th grade responses showed decrease in 30 day alcohol use, two week binge drinking, 30 day |

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| | | | | drunkenness and ease of getting alcohol. Decreases were also seen by the 10 th graders in 30 day Cigarette use, ease of getting cigarettes, 30 day smokeless tobacco use and 30 day marijuana use and ease of getting marijuana. A major decrease was seen in the 10 th grade 30 day use of prescription drugs. |
| 13. | Promote Community Support Groups and refer clients/community members acknowledging use to substance abuse treatment and counseling. | Local AA, NA, Alanon group | Feb. 2015-ongoing | Support continues in our community through multiple areas: AA and Al-anon groups continue to meet; local church programs are providing treatment and support groups and local treatment programs continue. |
| 14. | Explore the feasibility with clinicians to screen adolescents and adults for depression during primary care office visits and promote the use of Screening, Brief Intervention, and Referral and Treatment (SBIRT). | CC-ASAP | October 2015-ongoing | This has not been pursued at this time. |

Communication and Distribution Plan

The Calloway County Community Health Assessment and Improvement Plan (CHA/CHIP) will be distributed via e-mail to all attendees of the community forums, board of health members, and Murray-Calloway Wellness Consortium members. In addition, the CHA/CHIP will be placed on the websites of community partners such as the Calloway County Health Department and Murray-Calloway County Hospital. Announcements will be placed in the local newspaper as to where the community can go to view an electronic version or receive a hardcopy of the document.

Appendix A

Local Public Health System Assessments

Essential Public Health Service (EPHS) #1: Monitor Health Status

Briggs and Stratton: employee health assessments—monitor overall results year to year, monitor employee drug testing results year to year

Calloway County Alliance for Substance Abuse Prevention: Utilize KIP data and other data to lead substance abuse coalition

Calloway County Family Resource Center: Collect data on students, parents, families through surveys and school data

City of Murray: monitor potable water and waste water treatment; property maintenance requirements; tracking DUIs, mental health calls, child abuse, etc.

Four Rivers Behavioral Health: KIP surveys for 8th, 10th, and 12th grades to track last 30 day use of Alcohol, Tobacco, and Other Drugs

Health Department: Communicable disease monitoring and reporting; surveys; annual immunization audit of all day cares, schools, and head start programs

Kentucky Cancer Program: keeping updated cancer records—incidence and mortalities for communities; track smoking cessation success rates

Life House: record positive/negative pregnancy test data—broken down by age, race, spiritual affliction, single status, etc.; record decisions of clients to parent, adopt or abort

MSU Community Health: health fairs

Murray-Calloway County Hospital: monitor and track where patients come from and top diagnosis procedures for Calloway; nutrition assessments; assisting industry with screening for wellness, heart disease, and cancer; monitor hospital consumer assessment of healthcare providers and systems; immunizations, obesity, health screenings; infection prevention; reportable illness

Murray Calloway Transit Authority: always at the table for transportation needs and access

Murray State Health Services: National College Health Assessment conducted on even years

School Nurses: yearly weights/heights/flu shots for students

Senior Citizens Program: nutrition risk assessment for every client

Walter's Family Pharmacy: Monitor diabetes, blood pressure, etc., and general health issues

EPHS #2: Diagnose and Investigate Health Problems

Briggs and Stratton: involved in Calloway County Alliance for Substance Abuse Prevention

City of Murray: Drug and alcohol investigations

Emergency Management: on-going analysis of safety hazards

Four Rivers Behavioral Health: clinician diagnoses

Health Department: environmental inspections of complaints; provide sexually transmitted disease testing and treatment, investigate contacts; provide individual lead testing—follow up on elevated levels by home assessments; food-borne illness

Kentucky Cancer Program: identify cancer concerns and how to educate/reach those who need screenings

MSU Community Health: assess student health

Murray State Health Services: using data from National College Health Assessment (NCHA) to diagnose the health problem and work to intervene

School Nurses: work with health department to report diseases/illnesses

Senior Citizens Program: communicate problems to social service agencies

EPHS #3: Inform, Educate, and Empower People about Health Issues

Briggs and Stratton: counsel employees on health issues/concerns on daily basis, lunch and learns, health fair

Calloway County Alliance for Substance Abuse Prevention: ensure research-based programs in schools/MSU/life skills/alcohol education

Calloway County Extension Office: Teach classes, work with schools and other groups to provide research based programming and education.

Calloway County Family Resource Center: arrange transportation as needed for students for medical appointments, arrange or pay for student medications or appointments in emergency situations, work with school administration to identify and deal with health problems and health hazards that affect student achievement

Calloway County Family Resource Center: parental education programs--Toyota-born learning programs, stress management, nutrition/obesity, family fun; community counseling in schools

Center for Accessible Living: disability education

City of Murray: fire inspections, building inspections; water stream pollution education

Four Rivers Behavioral Health: host classes for parents regarding alcohol, tobacco, other drugs (ATOD)/new drug trends, help plan and host the Drug Alcohol Tobacco Don't Fit Conference for teens, started youth groups across the Purchase area that focus on ATOD, bullying, etc. awareness and prevention

Health Department: diabetes basics classes; HANDS program; abstinence program; smoking cessation courses; medical nutrition therapy for various health conditions, nutrition education for community

Kentucky Cancer Program: cancer education on prevention/awareness to community schools, worksites, etc.

KY Delta Project: educate parents, children and communities about nutrition, physical activity, drug abuse, bullying, and internet safety

Life House: educating women and men on healthy relationships, abstinence education, parenting skills, spirituality development, healthy cooking classes, education about prenatal care, post-abortion counseling

MSU Community Health: Formal 4-year curriculum in community health

MSU Regional Outreach: disseminate information and education regarding health-related projects

Murray-Calloway County Hospital Wellness/Health Promotion: community screenings, health education

Murray-Calloway County Hospital: health fairs, diabetes and cancer education, nutrition education, provide free screenings, support groups, health initiatives and awareness events to the community; use of social media and web to provide continual education and inform public about health issues and disease; infection prevention, education, vaccinations, blood-borne pathogens

Murray Calloway Transit Authority: outlet for population

Murray State Health Services: provide individual and group programming on health topics

Murray Woman's Club: donations to causes of the month--mental and physical health; inform, educate and empower our members concerning health issues

National Alliance on Mental Illness: inform through meetings, educate through books, DVDs, and pamphlets on mental health

School Nurses: classes regarding health issues, training for employees--blood borne pathogen, CPR

Senior Citizens Program: annual health fair, regular nutrition education

Walter's Family Pharmacy: inform customers about medications, give health education, and provide health education forums

Wesley of Murray: provide education and quality of life programming

EPHS #4: Mobilize Community Partnerships to Identify and Solve Health Problems

Briggs and Stratton: represent Briggs and Stratton on the Calloway County Alliance for Substance Abuse Prevention; community needs assessment; UW community needs assessment

Calloway County Family Resource Center: attend and participate in multiple groups with health-related missions

Calloway County Extension Office: Work with schools and other groups to provide healthy information to individuals. Example in Parenting Class.

Center for Accessible Living: participate in community committee meetings

Churches: provide transportation for needy community members to doctor appointments, etc.

City of Murray: Drug Task Force

Four Rivers Behavioral Health: sit in on Agency for Substance Abuse Policy board meetings and offer technical assistance to counties regarding ATOD

Health Department: Clean Air Murray; Murray Calloway Wellness Health Consortium; Calloway County Alliance for Substance Abuse Prevention; Murray in Motion; Calloway County Early Childhood Council; Healthy Start; Purchase Area Diabetes Connection; other boards and groups

Kentucky Cancer Program: District Cancer Council communicates to identify needs--includes subcommittees for different cancers, i.e. colon cancer

KY Delta Project: work with Murray Wellness Center on nutrition program for 4th graders

MSU Community Health: participates in Murray-Calloway Wellness Consortium

MSU Health Services: train students to become health educators--students identify problem areas and MSUHS staff act as bystanders ready to intervene

MSU Regional Outreach: provide grant assistance to community partnerships

Murray Woman's Club: partner with community health agencies to solve health problems; partner driving school with AARP

Murray-Calloway County Hospital Wellness/ Health Program: Consortium; corporate wellness programs; United Way Health Impact

Murray-Calloway County Hospital: support and drive Consortium efforts; attend community assessment; provide community events and health fairs with business partners

Walter's Family Pharmacy: provide programs that include health care providers giving education to community

EPHS #5: Develop Policies and Plans that Support Health Efforts

Briggs and Stratton: smoke-free facility; pre-employment drug screening

Calloway County Alliance for Substance Abuse Prevention: support policies that lead to decrease in substance abuse/smoking/alcohol use

Center for Accessible Living: peer support

City of Murray: expanded waste water treatment facility

Emergency Management: develop emergency response plans

Four Rivers Behavioral Health: help write grants, push for policy change (for example: smoke-free communities)

Health Department: Wellness Consortium; Clean Air Murray; emergency preparedness; Calloway County Board of Health

MSU Health Services: develop policy for ATOD; emergency plans – disaster, communicable disease outbreak

Murray-Calloway County Hospital Wellness/ Health Promotion: require health screenings for employees; tobacco-free campus; develop community plan annually to educate public on specific health topics and provider availability

School Nurses: policy in school for no food as a reward in classrooms; no student enrolled without up-to-date Kentucky immunization certificate

EPHS #6: Enforce Laws and Regulations that Protect Health

Briggs and Stratton: safety engineer; smoke-free facility

Center for Accessible Living: Americans with Disabilities Act (ADA) advocacy

City Council: has building codes regarding health standards

City of Murray: Alcohol Beverage Control office and ordinances; police department and fire marshal

City of Murray: planning and zoning ordinances

Health Department: health env.; mandatory abuse reporting; environment regulations; annual school/day care immunization survey; TB control

Human Rights Commission: creating proclamation to address the serious problem of bullying at school and sports events, internet and workplace, which impacts ones self-esteem, mental health, and safety; addressing the plight of the poor who must live in slum-lord houses amid mold, freezing temperatures, and mice

MSU Health Services: enforce state and federal laws regarding ATOD and communicable disease

Murray-Calloway County Hospital: safety and patient safety programs; stay in compliance with HIPAA laws

Murray-Calloway County Wellness/ Health Program: tobacco-free campus; health screening employees; mandatory flu vaccines; drug-free work place

School Nurses: require immunization updates

Walter's Family Pharmacy: monitor controlled substances

EPHS #7: Link People to Health Services and Assure the Provision of Healthcare

Angels Clinic: refer patients to lab testing, specialist, and for hospital care; provide access to medical and dental care to working poor

Briggs and Stratton: refer employees to other providers based on needs at finances

Calloway County Family Resource Center: referrals for/to health care services, dental, eye, etc. for families

Center for Accessible Living: referrals

Churches: Community United Benevolent Services (CUBS)

City of Murray: heating assistance for paying gas bills in winter; prescription discount program

Four Rivers Behavioral Health: resource center for public use (located in McCracken Co. but covers Purchase counties)

Health Department: KY Vaccines for Children Program; breast and cervical cancer treatment programs; presumptive eligibility; WIC Program; KY Woman's Cancer Screening Program; KY Colon Cancer Screening Program; refer for smoking cessation and breastfeeding help

Kentucky Cancer Program: Pathfinder – local resource directory to help cancer patient navigation

Life House: referrals for free ultrasounds; referral for prenatal care; referral for housing

MSU Health Services: constant referral service and make clients aware of resources

Murray Calloway Transit Authority: link people to transportation

Murray Woman's Club: Provide members with program on health

Murray-Calloway County Hospital Rehabilitation/Wellness/Occupational Medicine/Social Services: referrals, financial resource referrals

Murray-Calloway County Hospital: social work services; may refer to other health professionals; provide available health care info, events, provider information, and services via web, media, and social media outlets

National Alliance on Mental Illness: refer to counselors and psychiatrists; refer to disability benefits

School Nurses: assist students in finding healthcare – at Health Department, ER/hospital, doctors, etc. Work with doctors to assist when no funds are available

Senior Citizen Program: regularly refer clients to doctors, health department, etc.

Wesley of Murray: assessing health and wellness status

EPHS #8: Assure a Competent Public Health and Personal Healthcare Workforce

Angels Clinic: practice/training site for MSU and other nurse trainees

Center for Accessible Living: monthly trainings--i.e., webinars, teleconferences, etc.

City of Murray: certified workforce--police, water treatment, wastewater treatment, gas department, sanitation

Four Rivers Behavioral Health: offer various trainings regarding suicide, ATOD, prevention, etc.

Health Department: staff meetings; emergency preparedness training--Continuity of Operations (COOP), Strategic National Stockpile (SNS), etc.; customized employee training plans; continuing education trainings for licensed personnel; state and federal mandatory trainings

Kentucky Cancer Program: PPP providers' education; free CMEs/CEUS

KY Delta Project: teachers take 10 training and accessibility to resources

MSU Community Health: faculty-to-faculty workshops

MSU Health Services: monthly staff in-service ensures that staff is current on college health issues; compliant towards continuing education

Murray-Calloway County Hospital: attend continuing education and assessment; ongoing training programs; in-services; employment requirements; provide intern opportunities

Walter's Family Pharmacy: Educate our employees to help others

EPHS #9: Evaluate Health Services

Angels Clinic: keep records of communicable diseases currently active

Briggs and Stratton: evaluate wellness programs annually for effectiveness--make changes to improve

Center for Accessible Living: regular audits by outside agencies and develop corrective action plans

Health Department: Internal QA/QI program; internal employee surveys; patient satisfaction survey for clinic and HANDS program; participation in community assessment process

Murray Calloway Transit Authority: transit referrals

MSU Community Health: participation in community needs assessment

MSU Health Services: work with community to ensure access to care

Murray-Calloway County Hospital: quality improvement

Walter's Family Pharmacy: Medicare Part D assistance

EPHS #10: Research for Innovative Solutions to Health Problems

Briggs and Stratton: Utilize best practice from within our corporation to improve safety programs as well as wellness initiatives and work comp.

Center for Accessible Living: regular contact with other centers and listserves

Health Department: participate in assessment; research for grant opportunities; brainstorming with community partners

MSU Community Health: on-going faculty involvement in health-related research

MSU Health Services: apply for grants to aid in new science-based services

Murray Calloway Transit Authority: keep up with sidewalks, trails

Murray Woman's Club: participate in cancer study

Murray-Calloway County Hospital: Kentucky Hospital Engagement Network (KHEN) and national Hospice Education Network (HEN) participation; on-going progression with new technology and ways to communicate; cancer prevention study

National Alliance for Mental Illness: advocate for better mental health care

Walter's Family Pharmacy: provide new products for patient use to save money and provide greater effectiveness