

Brown County, Ohio Health Department Community Health Improvement Plan



2018-2020

PRIORITIES

OPIOID & SUBSTANCE ABUSE

OBESITY

PHYSICAL ACTIVITIES

EATING HABITS

CHRONIC HEALTH ISSUES

June 2018



Brown County, Ohio

The Brown County Community Health Improvement Plan is a key step in a long-term, systematic effort which addresses public health issues identified in the community health assessment. The report and the assessment process can be viewed at:

browncountyhealth.org

For additional information contact the Brown County Health Department at 937.378.3886



Brown County Health Department Staff



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The following organizations and individuals assisted with and were a valuable part of the planning process in addition to being key stakeholders in the overall health promotion efforts of the Brown County Health Department.

Acknowledgements

Representatives from the following organizations were involved in this planning process

Adams/Brown Economic Opportunities Inc.
Brown County Board of Commissioners
Brown County Emergency Task Force-Local Emergency Planning Committee
Brown County Board of Health
Brown County Health and Wellness Foundation
Brown County Board of Mental Health and Addiction Services
Brown county Chamber of Commerce
Brown County Children and Family First Council
Brown County Educational Service Center
Brown County Emergency Management Agency
Brown County Fire EMS Association
Brown County Office of Developmental Disabilities
Brown County Prosecutor
Brown County Senior Services
Cahall Funeral Homes
Coalition for a Drug Free Brown County
Child Focus
First State Bank
Ohio State University Extension Brown County
Ohio Valley Manor
Ripley Union Huntington School District
Southern State Community College
Students from Georgetown Exempted Village Schools and Southern Hills Career Center
YWCA
Dr. Todd Williams

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

Margaret Mead

Mission: *To protect and improve the health of Brown County residents by providing preventive services, ensuring healthy environments, and promoting healthy lifestyles.*

Vision: *Health and well-being of all in Brown County Ohio*

Values: *The strategic planning team identified the following list of core values.*

We value:

1. The collaboration among and between our community agencies to promote wellbeing.
2. Our county as a rural county with strong connections among our citizens.
3. The opportunity to help citizens of Brown County achieve positive health outcomes.
4. Delivering quality care with dignity, equality, sensitivity and professionalism.
5. Opportunities to maximize health for all who live or work in Brown County.
6. Transparency and collaborations that foster health, exercise and unity.
7. The strong network of first responders and law enforcement agencies.
8. Having access to quality healthcare including behavioral and addiction services.
9. Participation of individuals, families, groups and organizations actively participating in creating a healthy community.
10. Our students as future leaders and their potential to serve in health-related fields.

Executive Summary

The Brown County comprehensive health assessment and improvement project was initiated in 2015. During the period 2015-2017 seven separate community surveys and health related assessments targeting specific demographics and issues were completed for Brown County. The health assessment and improvement project contains input from a broad cross-section of partner organizations within Brown County. Input from partner organizations was not only valuable, but it also helped develop a strategic planning process to improve the health and safety of all Brown County residents. It ensures that the priorities and strategies are shared by the partners in the county.

The information contained in this report has been reviewed and condensed by the Brown County Health Department to identify the leading challenges in obtaining and maintaining an overall healthier community for the citizens of the county. Three priorities were identified:

1. Opioid and substance abuse
2. Obesity, physical activity and eating habits
3. Chronic health issues, i.e. coronary heart disease, diabetes, and cancer.

The Community Health Assessment (CHA) was submitted in July of 2017. The data compiled in identifying the major topics of concern was analyzed utilizing the Mobilizing Action Through Planning and Partnerships (MAPP) process. This process provided the framework to develop a community driven initiative which allowed the health department to build on previous experiences and lessons learned. It also helped to establish assessment tools that are valuable to analyzing and establishing goals that are consistent with community health needs.

To verify and address the issues raised by the analyzed data, the Brown County Health Department will continue to collaborate and consult with representatives from the medical, business and civic sectors as well as traditional partners in state and local governments to improve the health outcomes for current residents. Continuation of this process will not only enhance but also open opportunities for better health outcomes for all Brown County residents.

Description of the County

Brown County is in southwestern Ohio on the western fringe of the Appalachian Corridor. One of twenty-nine Appalachian Counties in the state, it is within a one-hour drive of Cincinnati and is included in the city's Metropolitan Statistical Area.

Georgetown, the county seat with a population of 4,447, is the largest village in the county with the remaining 44,000 residents residing in the villages of Aberdeen, Fayetteville, Hamersville, Higginsport, Mount Orab, Ripley, Russellville, Sardinia and St. Martin and 16 rural townships. The villages and townships each maintain their own local governmental structure. The county outside the incorporated areas consists primarily of agricultural property traversed by miles of rural roads with access to three major highways connecting the area to more populated regions.

Community Health Improvement Plan Process

There are many important health issues that need to be addressed particularly those health issues that result in Brown County being a rural community. While there are many health disparities that exist in our rural county, the Brown County Health Department and its stake holders determined that the community health issues demanding the most attention are:

- (1) Opioid and substance abuse-
- (2) Obesity
- (3) Chronic Health issues i.e.: coronary heart diseases, diabetes, and cancer.

These core focus areas have been further addressed in the Action Plan. The goals and objectives detailed in the plan are based on the Federal Standards and Guidelines set forth in the PHAB process, and the Brown County Health Department and its partners are committed to the implementation, evaluation and monitoring of these goals.

The Mobilizing for Action and Partnerships and Planning (model) was used as the strategic planning process to collect and analyze data, prioritize issues and identify resources both locally, statewide and federally to address the priorities and to develop the goals and action steps.



Determining Community Health Priorities

In the first phase of the evaluation process Community Health Assessment (CHA) over 1,000 survey participants completed various forms of evaluations- online surveys, written questionnaires and face to face interviews in order to ascertain the overall priorities for the county. These assessments were from key stakeholders and collaborating partners of the Brown County Health Department.

Methodology and Assessment Process

Assessments, surveys, and one-on-one interviews were gathered from the following organizations and sources:

1. Brown County Educational Service Center Thriving Communities-personal interview and evaluation process
2. Adams/Brown Economic Opportunities Organization-written survey
3. Brown County Board of Mental Health and Addiction Services-strategic planning process
4. *Prevention First*: Brown County Schools PRIDE Survey- online survey
5. Brown County Educational Service Center 40 Development Assets-strategic planning process
6. Brown County Health Department: Children and Family First Council Member Survey-written survey
7. Interact for Health Twenty-Nine County Regional Survey- on line survey

The strategic planning committee further reviewed the data to determine the priorities in four dimensions: groups at risk, ranking in terms of state demographics, seriousness, urgency, and gaps or limitations in the service area. Goals and strategies were refined to provide those steps needed to address these public health issues.

Forces of Change Assessment

This assessment looked at four areas that typically are considered when thinking about forces of change – political, economic, social and technological. Within Brown County, the forces identified, and their threats and opportunities were as follows:

FORCE	THREAT	OPPORTUNITY
Closure of County Hospital	Lack of treatment services Loss of jobs Loss of doctors and nurses Decrease in quality of health care	Collaboration among community partners Increased education Increased appropriate use of medical clinics Recruitment of health care providers
Opioid and Substance Abuse	Lack of treatment Services Impact on youth Increased risk of disease Increased deaths	Collaboration among community partners Increased education Training for law enforcement
Funding Sources	Uncertainty of funding amounts and sources Decrease in quality of health care	Collaboration among community partners Increased efficiency New funding sources
Food Desert	Lack of access to quality foods Increase in buying food at convenience food stores at high prices Prolong Chronic Disease occurrences	Collaboration among community partners Increased education
Transportation	Lack of public transportation to health care	Grant funding
Small Health Department Staff	Some important projects cannot be completed in a timely manner	Prioritize based upon accreditation process
Rural Area	Access to health care and healthy food	Increase farmers market Develop strategies to reduce food deserts

Following are the Brown County Health Department Priorities:

Priority Area 1:

Opioids and Substance Abuse:

Brown County, as many other counties in Ohio and across the nation, has seen double and triple-digit increases in opioid overdose, heroin overdose and in the numbers of deaths related to these substances. It has experienced increased expenses related to this epidemic with costs to its justice system, social service agencies and child-serving agencies climbing. Although these systems and agencies have worked to keep pace, they have become overburdened and understaffed as they attempt to meet the needs of children, adults and families who have been affected by opioid abuse, addiction, overdoses and too frequently, death.

To address these problems, the Brown County Mental Health and Addiction Services Board and Talbert House received an Interact for Health, Planning Grant, to collaboratively mobilize community resources and to develop a plan that addresses the community challenges presented by opioid and heroin addiction and overdose. The ending result was the formation of the Coalition for a Drug-Free Brown County. This coalition is comprised of a board sector of citizens, government officials, social service agencies, the school system, law enforcement and treatment and recovery services in addition to faith-based organizations.

The Coalition for a Drug-Free Brown County's mission is to develop and maintain coordinated substance abuse prevention and resources for the citizens of Brown County, particularly the youth of this county. The Coalition seeks to reduce the risk and harm that occurs with substance abuse and to promote healthy, safe, and drug-free lifestyles among youth and families in our county. Coalition participants developed the following goals to guide their work. The group meets on a weekly basis and has identified the following goals.

1. Decrease the availability of illicit drugs in Brown County.
2. Reduce deaths and new cases of infectious diseases associated with drug use.
3. Increase funds to support prevention efforts.
4. Increase access to addiction treatment.

5. Expand health care, treatment, and after care opportunities for people who are addicted.
6. Provide drug education to county residents.
7. Increase youth prevention programs throughout the county.
8. Develop and implement community-based initiatives that promote healthy behaviors and that support successful recovery.

Successes

A 5K Recovery Run has been conducted for two years to celebrate those in recovery. This has been conducted with support from the local schools, businesses and agencies during recovery month which is September.

Youth Drug Coalition

Over sixty teens from each of the Brown County School Districts attended a leadership workshop in Cincinnati, Ohio sponsored by the Anthony Munoz foundation. As a result of this experience the teens were challenged to develop a comprehensive plan for the implementation of an effort in their own county. They created the Youth Drug Coalition comprised of their district representatives. The teens developed an anti-drug video which was shown at the schools and on a local cable station. The teens wrote the script and the audio-visual class in one of the districts completed the filming. The teens received recognition from the Ohio Attorney General's office for their efforts in drug education for their peers and the community at large. A 5k Run has been sponsored by the Youth Coalition to fund prevention efforts.



Members of the Youth Drug Coalition 5K Race Committee

Additional Successes Include:

- Prevention Point a needle exchange program has been implemented by the Brown County Health Department.
- A grant funded the Safe Point Program to supply 100 Sharps Containers to businesses and public entities throughout Brown County.
- The QRT-(Quick Response Team) has established procedures and criteria for overdose victims.
- The Ohio State University Extension Service Brown County has established a Generation Rx program in collaboration with the Coalition for a Drug Free Brown County to provide education relating to prescription drug abuse.
- Project Dawn-the naloxone training plan has been implemented by the Brown County Health Department
- A resource pamphlet for family's facing substance abuse crisis was developed.
- The 40 Developmental Asset process has been implemented in the five county school districts as a substance abuse prevention program.
- A Drug Task Force was developed to increase the enforcement efforts in the county.
- More law enforcement and first responders are carrying Narcan.
- The Brown County Sherriff's office has a large drug drop box for unused medication.



First Responders and Community agencies were recognized for their efforts During Ohio First Responder Week.

There is more to be done. Brown County ranks first in Ohio in per capita drug overdoses related directly to opioid use. Since January 2017, sixteen fatal overdoses have been reported by emergency and law enforcement personnel.

Two years ago, prior to the full onset of the epidemic, The Coalition for a Drug Free Brown County was formed to address the issue from a community standpoint.

The Coalition is comprised of government officials and agencies, business leaders, faith-based organizations, interested citizens, and law enforcement. As part of this effort The Health Department provides financial support and training in the use and distribution of Naloxone as an immediate intervention when users overdose. The Naloxone is provided through grants from Community Mental Health and the Office of the Ohio Attorney General.

Child Protective Services, has seen an increase in the number of youth being placed in foster care due to drug dependency evidenced by a 67% increase in the number of children removed from their families since 2014 to the present. The table below indicates Naloxone doses administered per designated locale. EMS personnel, law enforcement and the Health Department continue to collaborate in providing education on the administration of Naloxone.

Village	Zip Code	Naloxone Administration
Aberdeen	45101	0
Ash Ride, Brownstown, Georgetown Utopia	45121	1
Bardwell, Five Mile, Mt. Orab	45154	11
Byrd Township, Decatur	45115	1
Fayetteville, St. Martin	45118	5
Feesburg	45119	0
Hamersville, Poetown, Yankeetown	45130	3
Higginsport	45131	3
Red Oak, Ripley	45167	13
Russellville	45168	2
Sardinia	45171	1

*Data from the Coalition for a Drug Free Brown County: December 2015

* Chart does not represent current Naloxone Usage Data for 2016/2017.

A less frequent but extremely serious issue on the increase in the county and associated with illicit drug use is the documented increase in reported Cases of Hepatitis C. There were Eighty (80) confirmed cases reported in 2014 compared to 103 cases in 2015. An increase of 29%.

Priority Area 2:

Obesity/Physical Activity/Eating Habits:

According to the U.S. Department of Health and Human Services Center for Disease Control and Prevention, adult obesity in Brown County is 42.6% of the population while the U.S. median is 30.4 %. Ohio has the 26th highest adult obesity rate in the nation according to The State of Obesity Better Policies for a Healthier America, 2016. A tertiary issue was the lack of transportation in the county and the high level of food desserts. Families in the county often lack transportation to stores with fresh produce and they rely upon convenience stores, gas stations and other facilities with processed food choices.

The CDC reports that (36.5%) of all adults are obese. Obesity related conditions include heart disease, stroke, type 2 diabetes, certain types of cancer, and other leading causes of preventable death. The annual medical cost of obesity in the U.S. was \$147 billion in 2008 in U.S. dollars. Behavioral Risk Factor Surveillance System (BRFSS) is the national's premier system of health-related telephone surveys and collects state data about U.S. residents regarding their health-related risk factors. Obesity is one of the risk factors that is measured and documented by this system.

Information compiled through BRFSS surveys support ongoing projects in Ohio to develop and initiate policies and programs to address the obesity epidemic as evidence.

Successes

- The Diabetes Coalition has increased attendance by 33 percent.
- The Village of Georgetown has created a Senior Exercise Park to increase senior citizen's ability to exercise in a safe environment.
- The Girl's Strong and G-Men Lead running program of the Georgetown Village Exempted Schools have increased participation by 50% to help students at the elementary level increase their exercise efforts and develop proper health habits for life and are guided by 33 teen mentors.
- One school district has received training in the Federal Farm to School program in order to increase healthy food choices for their students.
- A study was completed to ascertain food desserts in the county and to identify potential systems needed to address this issue.

The following fitness and walking areas have been established in the county to promote physical exercise.

Walking and fitness areas in Brown County	
Aberdeen walking path and River side Park	
Decatur Park	
Fayetteville High School campus track area	
Georgetown Elementary and Jr./Sr. High School campus and track area	
Katheryn Hanlon Park walking path and senior playground	
Brown County Fairgrounds	
ABCAP Center indoor walking and fitness room	
Krossover Fitness Center	
Hamersville School campus	
Snap Fitness	
Josh Black Fitness Center	
Western Brown School campus	
Mt. Orab Park walking path	
Ripley Union Lewis Huntington School campus	
Russellville Elementary campus	
Sardinia Elementary campus	

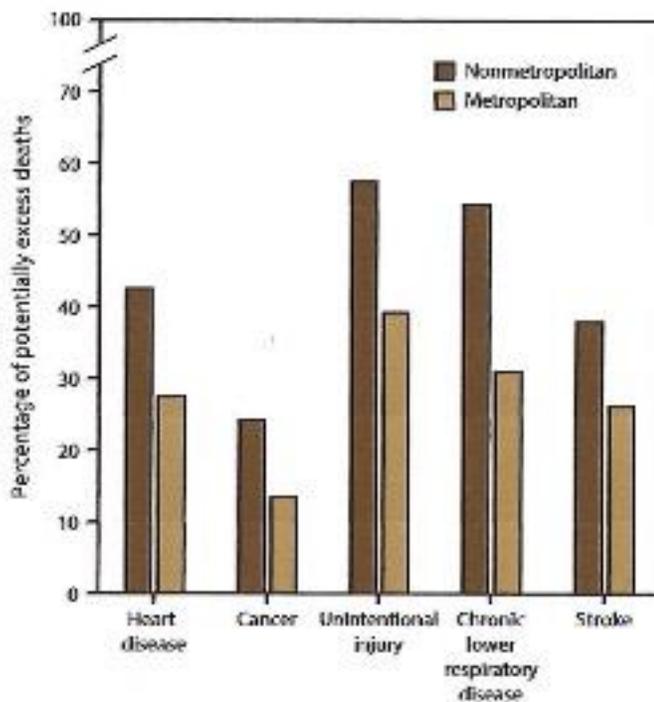


Priority Area 3: Chronic Health Issues

Cancer and Tobacco Use

A cursory review of statistical data demonstrates that Brown County falls into many categories such as geographic location, income, and education levels that directly contribute to an increased risk of cancer and other diseases related to poor lifestyle choices.

FIGURE 4. Percentage of potentially excess deaths* among persons aged <80 years for five leading causes of death in nonmetropolitan and metropolitan areas† — National Vital Statistics System, United States, 2014



This chart from the US Department of Health and Human Services for Disease and Prevention demonstrates the disparities among rural versus urban areas.

Cancer is among the leading causes of death worldwide. It's the second leading cause of death in the United States, exceeded only by heart disease. As a result, an extensive amount of research has been done on cancer. Center for Disease Control studies indicate that cancer will surpass heart disease in a few years. Many national health organizations have focused their research efforts on cancer incidences and mortality.

The World Health Organization's data indicates that one third of deaths from cancer are due to the 5-leading behavioral and dietary risks: high body mass index, low fruit and vegetable intake, lack of physical activity, tobacco use, and alcohol use. Lung cancer is the leading cause of death worldwide with 1.69 million deaths in 2015.

More people in the United States die from lung cancer than any other type of cancer. Tobacco use is the most important risk factor for some forms of cancer and is responsible for approximately 22% of cancer deaths.

Additionally, tobacco use, alcohol use, unhealthy diet, and physical inactivity are major cancer risk factors worldwide and are also the 4 shared risk factors for other non-communicable diseases.

Statistical data studied for the Community Health Assessment shows the same risks and results for Brown County.

A study published in the "Journal of the American Medical Association" found that lung cancer kills more people in the U.S. than any other cancer, and smoking is the leading cause of lung cancer incidence and mortality.

Incidences of tobacco use and other at-risk lifestyle choices resulting in poor health outcomes are often closely linked with social, economic, and environmental factors considered acceptable within a region or socioeconomic group and may not always be recognized as a major determinant of the individual's overall health and wellbeing.

The differences in cancer rates between certain population groups who may be characterized by race, ethnicity, culture, geographic location, income level, education, and other variables is a real and measurable condition.

Generally, people who are from a lower socioeconomic background who lack health insurance or are medically underserved with limited or no access to effective health care often exhibit greater incidences of disease than the general U.S. population.

Data shows Ohio's incident rate of lung and bronchus cancer is 67.4 per hundred thousand compared to the national rate of 59.4. (State v National Rate Chart)

According to the Ohio Department of Health cancer report, lung cancer follows prostate cancer as the second cause of incidences and deaths for men and follows breast cancer as the second cause of incidences and deaths for women. According to the "Cancer in Ohio 2016" report, lung and bronchus cancer is the leading cause of cancer-related death in both men and women in Ohio. An average of 7,383 deaths occurred annually from lung and bronchus cancer among

Ohio residents from 2009-2013. The average annual mortality rate was 54.1 per 100,000, (68.5 per 100,000 for males and 43.4 per 100,000 for females). Brown County's average annual age-adjusted cancer incidence rate from 2009 to 2013 per 100,000 lies in the 78.6 – 114.2 range, the highest range for counties in Ohio.

The community health needs assessment done by the Prevention Research Center for Healthy Neighborhoods in 2014 shows that 37.4 % of adults in Brown County use tobacco. This percent compares to 21.7% in Ohio and 18.08 % in the United States.

It is important to note that tobacco production was previously a major source of income for some farm families in Brown County, and the use of tobacco was considered a culturally acceptable practice. Statistical data, regarding lung cancer incidences show a strong relationship.

Coronary Heart Disease and Diabetes

Heart disease is the leading cause of death for both men and women killing 370,000 people annually. Every year about 735,000 Americans have a heart attack including 525,000 first time attacks.

Statistically, Brown County residents exhibit a higher rate of diseases and poor health outcomes than other counties in Ohio and in some cases higher rates than reported national averages. Statistics compiled by the Ohio Department of Health routinely indicate the leading causes of death in Brown County are heart disease, stroke, diabetes, and cancer along with unintentional injuries such as poisonings. These results reflect the trends exhibited throughout the State of Ohio, but often at rates higher than average.

Statistical data shows the age-adjusted coronary heart disease death rate for Brown County at 146.1 per 100,000, while the U.S. median is 126.7.

Community Health Status Indicators – U.S. Department of Health and Human Services Centers for Disease Control and Prevention – 2015
Coronary heart disease deaths (rate per 100,000 persons)



These current reported rates when compared to The Healthy People 2020 target of 103.4 is indicative of the gap that needs to be closed.

According to the Ohio Health Department Chronic Disease Report, 2015, heart disease is the leading cause of death in Ohio and the United States. In 2012 heart disease killed more than 26,000 Ohioans which account for nearly a quarter of all resident deaths in Ohio.

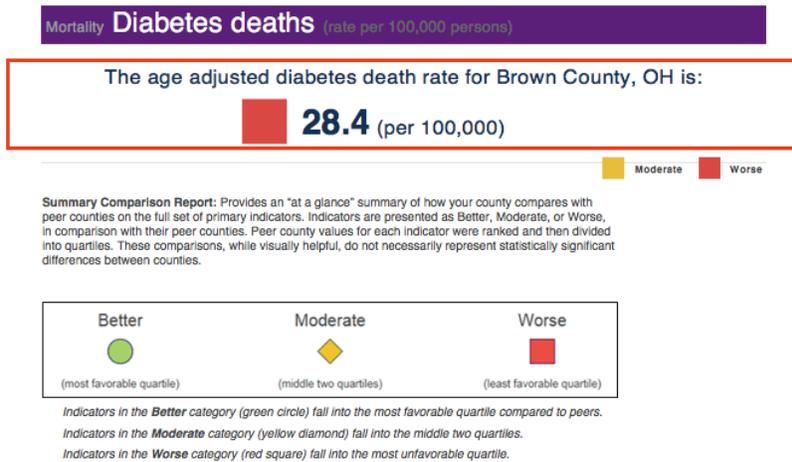
Heart disease is caused by a complex set of risk factors that include genetics, environment, clinical risk factors and personal behaviors such as tobacco use, poor diet, drinking and lack of physical activity.

Diabetes affects an estimated 23.6 million people in the United States and is the 7th leading cause of death according to the Center for Disease Control. There are different types of diabetes. Type 2 is the most common in adults and accounts for more than 90% of all diabetes cases.

The age-adjusted diabetes death rate for Brown County is 28.4 per 100,000 as shown in the Centers for Disease Control and Prevention chart below. This compares to the U.S. median rate of 24.7.

Diabetes is a chronic disease that can be managed with weight loss, exercise and proper medical care. Because accessibility to health care providers is a key factor in proper management of diabetes, rates for people in Brown County with limited access to care is higher than the U.S. median.

An important factor to consider for Brown County is that according to the CDC studies, smoking contributes to type 2 diabetes and smokers are 30-40% more likely to develop type 2 diabetes than nonsmokers. According to the CDC reports smoking makes diabetes harder to control.



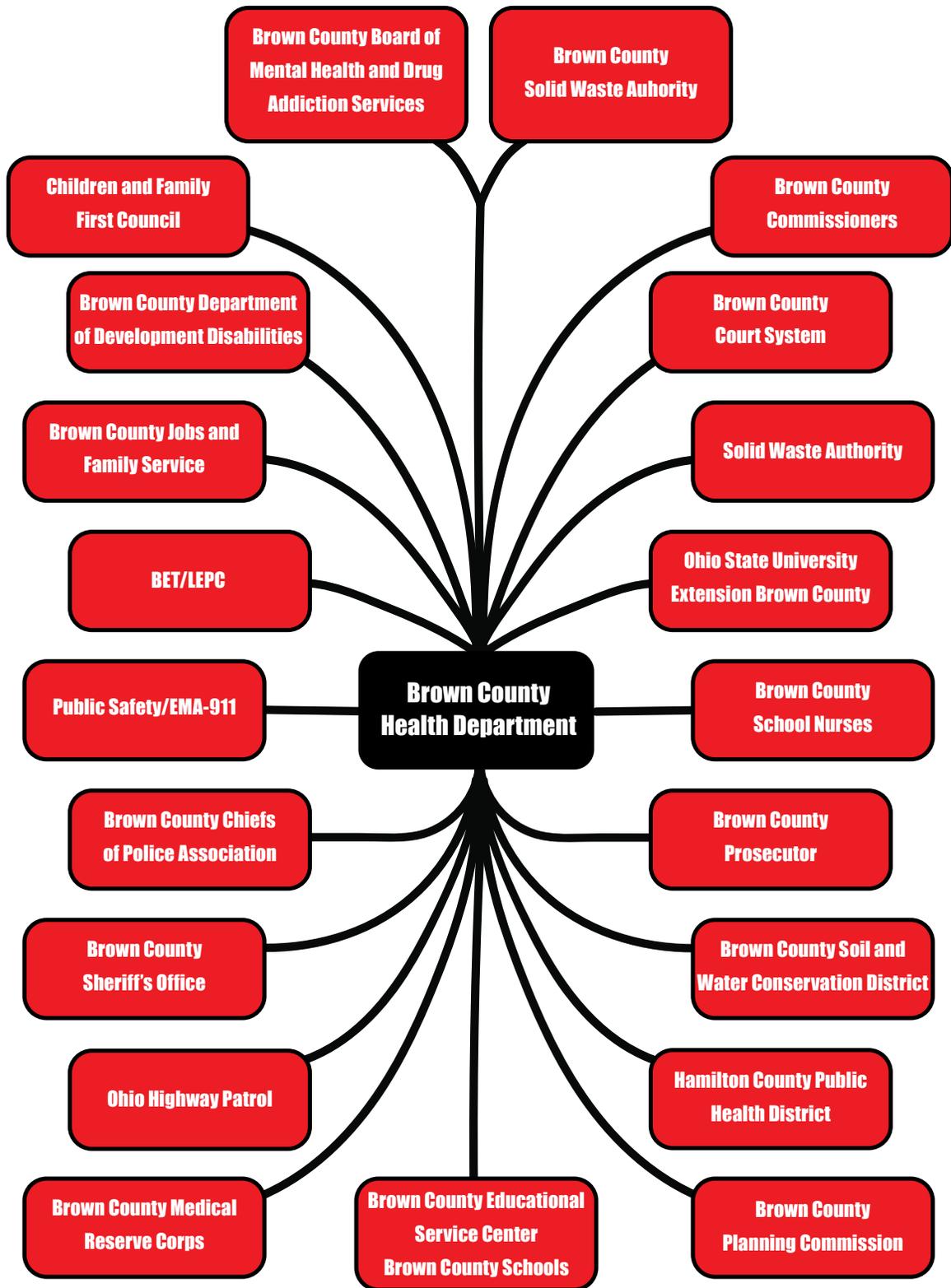
Successes:

- A smoking cessation program has been offered by two primary care doctors.
- The mobile mammogram van has 100 percent participation. This is a 37 percent increase in participants with a growing waiting list.
- School nurses and the health department have collaborated to bring needed services to the county's five school districts to improve student health for future long term positive outcomes.
- A student-led Wellness Team has implemented healthy strategies for their peers in the Eastern School District.

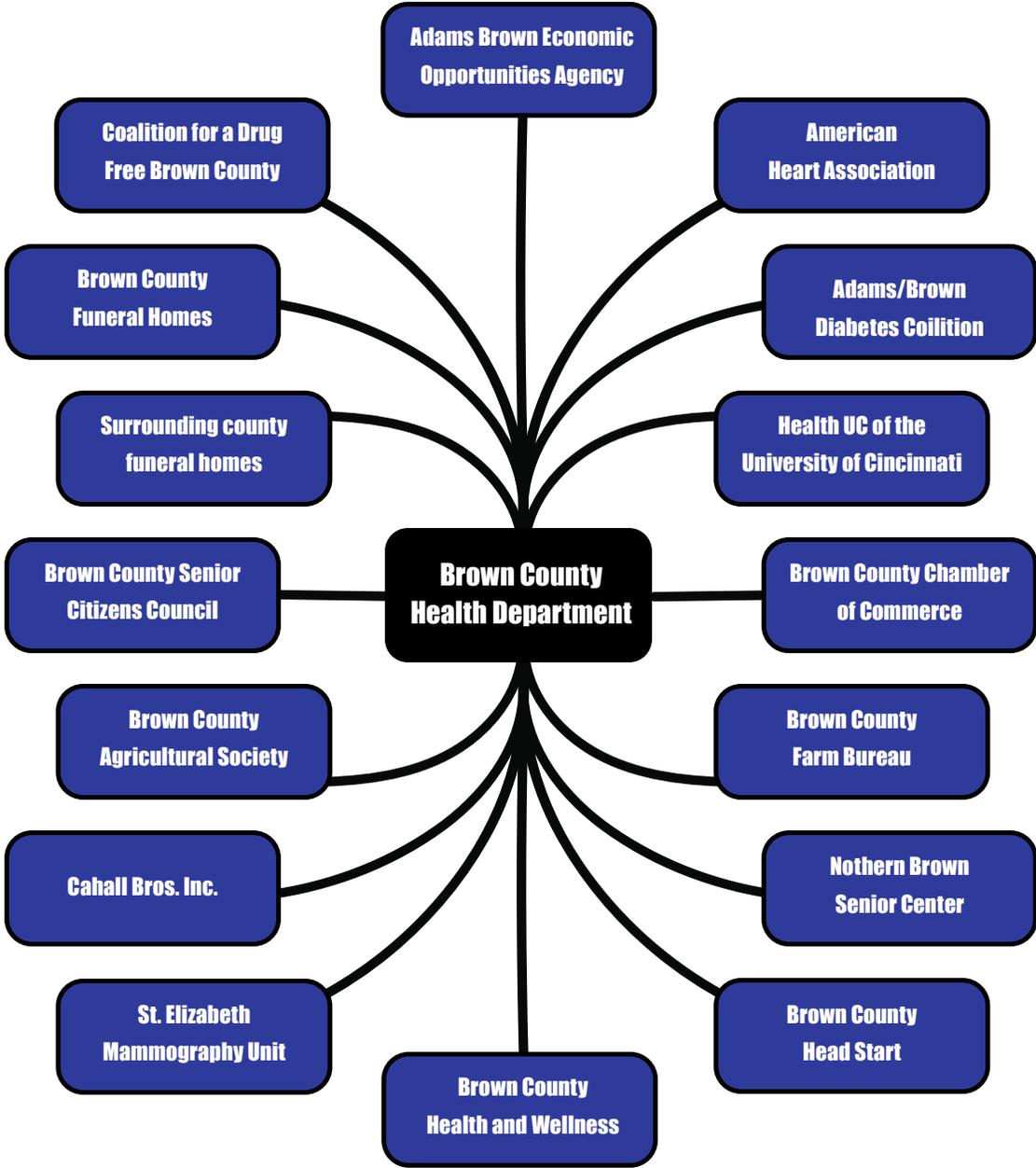


Brown County Health Department partners with St. Elizabeth Hospital mobile mammography unit

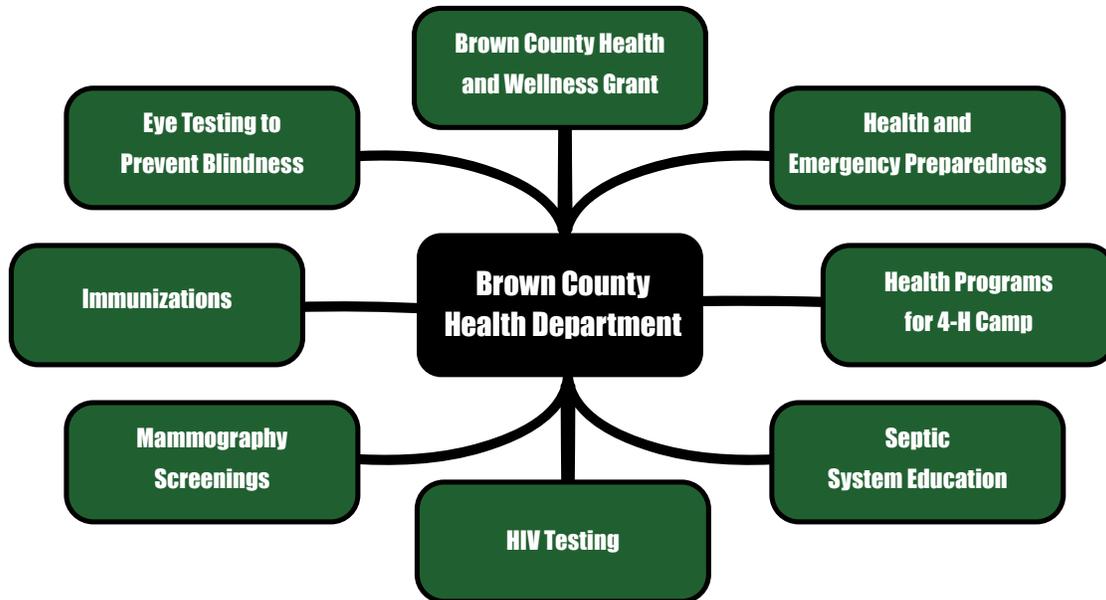
Brown County Health Department's Governmental Partners which are an integral part of the process for the department's health and prevention efforts.



Brown County Health Department's Community Partners and Stakeholders



Brown County Health Department's General Programming



The following Action Plan was developed in collaboration with the Brown County Health Department partners and stake holders with a focus on the ten essential services of public health.

1. Monitor health status to identify and solve community health problems.
2. Diagnose and investigate health problems and health hazards in the community.
3. Inform, educate, and empower people about health issues.
4. Mobilize community partnerships and action to identify and solve problems.
5. Develop policies and plans that support individuals and community health efforts.
6. Enforce laws and regulations that protect health and ensure safety.
8. Link people to needed personal health services and assure the provision of health care when otherwise unavailable.
9. Evaluate effectiveness, accessibility, and quality of personal and population-bases health service.
10. Research for new insights and innovative solutions to health problems.

The Action Plan



PRIORITY 1:



OPIOID AND SUBSTANCE ABUSE

GOAL: TO MINIMIZE, ELIMINATE SUBSTANCE ABUSE, ADDICTION, DISTRIBUTION, OVERDOSE AND DEATH IN BROWN COUNTY THROUGH INCREASED AWARENESS EDUCATION, ADVOCACY AND TREATMENT

Risks: Brown County, Ohio ranks first in Ohio in overdoses per capita, there has been an increase in methamphetamine use in the first quarter of 2018, there is currently not any residential treatment facility in the county, and the county does not have a hospital which greatly effects emergency treatment for overdose victims.

Data Sources: Ohio Department of Health, Brown County Coroner's Office, Brown County Drug Task Force, Quick Response Team

OBJECTIVE 1: REDUCE HARM BY ENHANCING NARCAN DISTRIBUTION THROUGHOUT THE COMMUNITY

Strategy: To provide Kits for first responders and to train local citizens in the use of Narcan

Action Plan

Action	Timeframe	Resources Required	Lead Person/ Organization	Result	Progress Measure
Meet with the county chief of police organization to ask them to carry Narcan	2019-2020	Narcan kits	Brown County Health Department, Brown County Board of Mental Health and Drug Addiction Services	Increase number of police departments carrying kits	Fewer deaths from opioid overdoses
Increase the number of fire departments that carry Narcan	2019-2020	Narcan kits and grant funding through Brown County Emergency Management System	Brown County Health Department, Brown County Board of Mental Health and Drug Addiction Services Brown County Emergency Management	Increase number of fire departments carrying kits	Fewer deaths from opioid overdoses
Hold two public events for Naloxone training and distribution	2019-2020	Project Dawn information video	Brown County Health Department, Ohio Department of Health Talbert House Recovery Services	More community members have Naloxone kits Increase of 20% of those trained to use Narcan	Fewer deaths from opioid overdoses

OBJECTIVE 2: TO DECREASE THE NUMBER OF NEW INFECTIONS CAUSED BY INTRAVENOUS DRUG USE

Strategy: To create a needle exchange program and to provide resources through the Quick Response Team

Action Plan

Action	Timeframe	Resources Required	Lead Person/ Organization	Result	Progress Measure
Develop and market a needle exchange through Prevention Point.	2018-2020	Funding for needle purchases Recovery plan resources provided	Brown County Health Department Board of Mental Health and Drug Addiction	20% increase in needles exchanged and 10% increase in those seeking treatment.	Increase in needles exchanged and increase in those seeking treatment.
Quick Response Team conduct home visits with overdose victims	2018-2020	Materials and resource kits for overdose victims	Law enforcement Talbert House Brown County Board of Mental Health and Drug Addiction	90% of all those who overdose receive a Quick Response Home visit	Fewer overdoses
Conduct workplace presentations regarding the safe disposal of sharps	2019-2020	Brochures and Power Point Presentation	Brown County Health Department Brown County Chamber of Commerce	5 Worksite presentations completed	Five facilities create safe sharp disposal areas.

OBJECTIVE 3: REVIEW CURRENT RESOURCES AND DEVELOP NEW RESOURCES FOR TREATMENT AND RECOVERY AWARENESS

Strategy: To create up to date information and resources for treatment

Action Plan

Action	Timeframe	Resources Required	Lead Person/ Organization	Result	Progress Measure
Develop a brochure on treatment services in Brown County.	2019-2020	Data collected from agencies on treatment plans	Brown County Board of Mental Health and Drug Addiction Services	Brochure developed on treatment options	Materials provided through the Quick Response Team
Develop marketing materials on Prevention Point.	2019-2020	Graphics and brochures from other counties to refine the material for Brown County	Brown County Health Department	Brochure created and disseminated through a variety of channels	Increase in those exchanging needles.
Information booths setup at 3 major county functions.	2019-2020	Resource materials for distribution	Brown County Health Department Talbert House Brown County Board of Mental Health OSU Extension – generation Rx program	500 citizens received information	10% increase in referrals to treatment facilities

<p>Collect current drug related data, i.e, overdoses death by overdose, and needle exchange numbers on a yearly basis to establish baseline for grant funding and Narcan usage and need. Provide data to the Brown County Board of Mental Health for funding allocation.</p>	<p>2019-2020</p>	<p>Summarize data from the Drug Task Force, Law enforcement, first responders and the coroner's office.</p>	<p>Brown County Health Department Brown County Board of Mental Health and Drug Addiction Services.</p>	<p>Increase funding for Narcan Distribution</p>	<p>Increased funding and Narcan Kits purchased.</p>
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OBJECTIVE 4: EDUCATE THE COMMUNITY ABOUT OPIATE ABUSE, THE SYMPTOMS OF OPIATE ABUSE AND DISPEL MYTHS ABOUT DRUG ADDICTION.

Strategy: To engage the members of the Coalition for a Drug Free Brown in providing education.

Action	Timeframe	Resources Required	Lead Person/ Organization	Result	Progress Measure
Conduct 5 Generation Rx presentations with OSU Extension Brown County	2019-2020	Generation Rx training materials	Cardinal Health Ohio State University Brown County Extension University of Cincinnati Rural Health Organization, Brown County Educational Service Center, Brown County 4-H Junior Leaders, Volunteers from the Coalition for a Drug Free Brown County and the Board of Mental Health and Drug Addiction Services	Pre and posttests completed to determine knowledge gained.	90% of participants gain knowledge regarding prescription drug use and abuse

<p>Provide consultation and technical assistance to the Student Youth Drug Coalition and county wellness organizations.</p>	<p>2019-2020</p>	<p>Resources materials from the Board of Mental Health and Drug Addiction Services</p>	<p>Brown County Board of Mental Health and Talbert House Recovery Services with Eastern Brown, Fayetteville Local School District, Georgetown Village Exempted Schools, Ripley Union Huntington Lewis School District Southern Hills Career and Technical Health Care Classes, Western Brown School District</p>	<p>The youth led Student Drug Coalition conduct programs and events in their local school districts.</p>	<p>Increase in students making positive and healthy life choices.</p>
<p>Participate in the 5K Recovery Run with the Coalition for a Drug Free Brown County</p>	<p>2018-2019</p>	<p>Provide materials as developed through the plan.</p>	<p>Coalition for a Drug Free Brown County</p>	<p>10% increase in the number of participants in the 5k event.</p>	<p>Increase participation among those in recovery.</p>

Action Plan

Develop a marketing campaign for school nurses that encourages physical exercise and nutritious food resources	2019-2020	Create and distribute a brochure outlining the program	Brown County Board of Health	A campaign is developed and presented to school nurses	School Participation in program
Reinstate a County-wide Health Fair to provide health screenings and distribution of information about healthy lifestyles	2019-2020	Participation and approval of Health Providers Place to hold health screenings	Brown County Board of Health Health Providers ABCAP Brown County Health and Wellness Foundation	Health Fair is offered annually	Participants receive up to date health screenings
Develop a lunch-time walking program with health care professionals that is offered quarterly for county employees and community residents	2019-2020	Health care professionals agree to walking program. Market the Program	Brown County Board of Health Health Care Professionals	Lunch-time walking program is available quarterly county-wide	Promotion of walking exercise
Promote the increase of Farmers Markets and Community Gardens in Brown County	2019-2020	Time to meet with County Officials, Health Care Providers, OSU Extension, ABCAP, and Agricultural Leaders	Brown County Health Department ABCAP	One of more farmers markets and community gardens are developed	County residents have access to more nutritious foods

Better inform Girls Strong, Georgetown Exempted Village School to become spokespersons for healthy foods	2019-2020	Provide resource materials to the Girls Strong Program at Georgetown Exempted Village School	Brown County Health Department OSU Extension, Brown County Brown County Education Service Center Georgetown Village Exempted Schools	Girls Strong increases from 139 to 160 participants which includes teen mentors for the elementary exercise and running program	Increased participation in the program and 85% of the students achieve their goals
Better inform Student Wellness Program at Eastern Brown Local Schools to become spokespersons for healthy foods	2019-2020	Provide resource materials for the Student Wellness Program at Eastern Brown Local Schools	Brown County Health Department Brown County Educational Service Center Eastern Brown Local Schools and the school nurse	The Student Wellness Council completes 3 wellness activities for the student body	Students in the wellness activities can state three factors to increase their health
Promote Increase Exercise and walking Programs to help increase the number of residents participating in regular exercise.	2019-2020	Data base created on present programs.	Brown County Health Department	Share resource list at community venues.	500 brochures are disseminated.
Ascertain potential bike paths via a collaborative study done with the Brown County Economic Development Office and the Tourism Committee	2020	Collect data on potential bike paths within the county	Brown County Economic Development Office and the Tourism Committee County Engineer Brown County Commissioners	A proposal is developed for potential bike paths and locations	Proposal is provided to stakeholders for potential development

Action Plan

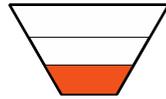
Survey fitness providers in 9 villages to determine current fitness options and where there is a void in services.	2019-2020	Research and creation of a survey. Time to gather data	Brown County Health Department Fitness Centers Libraries	Survey results are gathered and provided to the profit and nonprofit entities to determine needs	Additional services are created and health fitness options are provided for all residents living in our communities
Conduct BMI Screening at a Health Fair	2019-2020	Screening at Health Fair	Health Care Providers	10% increase in the number of those screened are seen by their Health Care Providers	Health care providers verify that the number of participants from the screenings have increased by 10%
Survey Sugar Helpers to Monitor Weight Loss	2019-2020	Creation of pre and posttest for participants	Diabetes Coalition Brown County Health Department	Pre and Posttest created to measure weight loss	Pre and posttest created to measure weight loss as a result of participation the Sugar Helpers program
Create Brown County Fitness Resource Guide to be distributed at Community Events	2019-2020	Data collected on current resources Design and Printing	Brown County Health Department All Village Councils	Materials provided at five different community events	500 copies printed and distributed at five community events

OBJECTIVE 2: TO WORK WITH COMMUNITY PARTNERS ON PROGRAMS TO IMPROVE ACCESS TO HEALTHY FOODS FOR BROWN COUNTY RESIDENTS

Strategy: To meet with community partners on a quarterly basis to discuss current and new programs to improve access to healthy foods

Action	Timeframe	Resources Required	Lead Person/ Organization	Result	Progress Measure
Develop a quarterly meeting with health stakeholders in the county.	2018-2019	Meeting space or attend different community meetings that are already scheduled in the community.	Brown County Health Department	Quarterly meetings held to determine current health trends, resources and events.	Resource materials are shared with the partnership and collaborations and provided to the community at large.

PRIORITY 3: CHRONIC DISEASE ISSUES



GOAL: TO REDUCE CHRONIC DISEASE WITHIN BROWN COUNTY

RISKS: Cancer is among the leading causes of death worldwide and second leading cause of death in the United States. People who are from a lower socio-economic background, who lack health insurance or are medically underserved with limited or no access to effective health care such as rural areas like Brown County, Ohio often exhibit greater incidences of chronic disease than the general U.S. population.

DATA SOURCES: Prevention Research Center for Healthy Neighborhoods, Ohio Department of Health, CDC, World Health Organization, U.S. Department of Health and Human Services Centers for Disease Control and Prevention.

OBJECTIVE 1: By 2020, REDUCE THE PERCENTAGE OF POPULATION USING TOBACCO PRODUCTS

Strategy: To support the implementation of tobacco cessation programs in Brown County, Ohio

Action	Timeframe	Resources Required	Lead Person/ Organization	Result	Progress Measure
Enhance partnerships with other organizations promoting tobacco cessation	2019-2020	Asses which organizations are conducting tobacco cessation programs.	Brown County Health Department	Meetings held to discuss cessation plans.	Resources shared among stakeholders.

Create videos that show risks and harm of using tobacco products	June 2019	Outline for videos and technical information from Coalition for a Drug Free Brown County	Each school district youth drug coalition	Students are informed about risks and harm of using tobacco products	Videos are shown in school cafeterias
Work with Chamber of Commerce to create incentives for employees of businesses to incentivize smoking cessation	June 2019	Survey done with Chamber of Commerce. Current incentive programs	ABCAP Chamber of Commerce	Reduced tobacco use in workplace	10% decrease in tobacco use among the Chamber members and at members' businesses and organizations
Create flyers and pamphlets which provide information about risks and harm of tobacco use	June 2019	Printing	CTC Youth Drug Coalition	Flyers and Pamphlets are distributed throughout the county	Greater awareness of throughout county about risk and harm of tobacco use
Develop social media campaigns regarding risks and harm of tobacco use	June 2019	Campaign pictures, tweets, and Facebook	County Drug Coalition and Youth Drug Coalition	Blasts social media campaign to show risks and harm	Increase in usage of social media
Assist in developing Project Hope training for Health Care Teachers	2020	Ohio Department of Education's Project Hope Curriculum	Brown County Educational Service Center Wright State University	Teacher's implement project Hope	100 students gain knowledge relating to Cessation and positive health behaviors

OBJECTIVE 2: REDUCE THE PERCENTAGE OF MEDICARE ENROLLEES WITH DIABETES

Strategy: To encourage and communicate the importance of a maintaining healthy diet and exercising

Action	Timeframe	Resources Required	Lead Person/ Organization	Result	Progress Measure
Encourage food pantries and Seniors Citizens Center to distribute healthy recipe cards	July 2019	Research and list of appropriate recipes	Brown County Health Department Food Pantries Senior Citizens Center OSU Extension SNAP Educator	Widespread distribution of health recipes	100 recipes are distributed and those receiving the cards indicate use of the recipes
Encourage Girls Strong and other youth groups to communicate information about healthy eating and exercise in presentations at senior citizens events and through postings on social media	July 2019	Research material, publications, time and social media	School Districts OSU Extension SNAP Educator ABCAP health resources personnel	Increased number of youth participating in the Girls Strong Program and an increase in weight loss among 10% of the participants	10% weight loss among the Girls Strong participants Increased knowledge among youth participating in the healthy eating education programs
Promote and support creation of community gardens	2020	Agricultural programs, Extension 4-H	OSU Extension	Three villages create a community garden	Increased participation among residents in growing and harvesting produce

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Develop a brochure for parents about exercise options that can be done while they are waiting on their child to finish practices	2019-2020	Brochure designed and printed	Churches ABCAP School Districts	Brochures are available to encourage parents and caregivers to exercise while waiting on their child to finish practice	Three out of five school districts create a parent and caregiver exercise program
Send out monthly reminders via email, text, and social media about fitness programs that are available in the county	2019-2020	Develop a social media campaign	Brown County Health Department	Increased visits to the social media site	Increased use of the social media page for information on fitness and health related information

OBJECTIVE 3: IMPROVE AVAILABILITY OF SCREENINGS OF MAMMOGRAMS PROVIDED BY THE MOBILE MAMMOGRAM VAN

Strategy: To obtain dates for van earlier, advertise sooner and more broadly throughout the community, and provide transportation to van locations.

Action Plan

Action	Timeframe	Resources Required	Lead Person/ Organization	Result	Progress Measure
Provide Transportation To Van for Mammogram	2019-2020	Grant dollars to provide transportation	ABCAP Local Businesses Senior Citizens	Transportation dollars are received for transportation to VAN for those in need	\$5,000.00 grant or private funding is secured to provide transportation
Provide other locations for Van in Ripley and Fayetteville areas	2019-2020	Agreement with St. Elizabeth Hospital’s Mobile Mammogram Unit to provide additional locations	Brown County Health Department St. Elizabeth Hospital	New locations are established	Two additional sites are scheduled for mammograms and 68 additional clients are served
Create a new program as a Mother’s Day gift to market Mammogram Screenings and a similar program for Grandparent’s Day at a health fair	2020	More mammogram van screenings and a health fair established for screenings	Brown County Health department St. Elizabeth Hospital Southern Hills CTC	Mothers and Grandmothers are receiving mammograms	Mammogram screenings increase by 5 percent above the screenings done by regularly scheduled mammograms via van

References

The following references and tools were utilized in developing this plan. Data was reviewed and analyzed throughout the process to determine the Action Steps and to further identify needs and opportunities.

- **Adams Brown Community Action Survey**
- **Brown County Health Department Assessment Tool**
- **Brown County Health Profile by Case Western Reserve**
- **Brown County. Pride Survey Results-from Prevention FIRST-2016 Survey**
- **Center for Community Solutions Demographics for Brown County, Ohio**
- **CHSI Information for Improving Community Health Brown County, Ohio**
- **CFHS & RHWP Health Status Profile: Brown County, Ohio**
- **Coalition for a Drug Free Brown County Strategic Plan**
- **County Health Rankings & Roadmaps, Ohio Department of Health**
- **County Health Rankings Ohio 2017, University of Wisconsin**
- **Geographic Patterns in Lung Cancer Death Rates by State**
- **Interact for Health Regional Survey**
- **Map of Number of People per Doctor's office by County, 2009 County Business Patterns Program, United States Census Bureau**
- **ODH County Health Rankings 2017: Measures and National State Results**
- **Ohio Health Department**
 - **Brown County, Ohio Cancer Profile**
 - **Healthy Ohio Community Profiles Brown County**
- **Snapshot of Brown County's Local Food System, Appalachian Sustainable Agriculture Report**
- **County Health Rankings Ohio 2017, University of Wisconsin**