Clark County Community Health Improvement Plan
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Clark County Community Health Improvement Plan
Executive Summary

“The Clark County community will work together to improve our health and wellness through education, communication, and accessibility” is the vision for the 2015 Clark County Health Improvement Plan.

The Clark County Health Department facilitated the Mobilizing for Action through Planning and Partnerships strategic planning process with local public health system partners. To capture the “picture” of health in Clark County, four assessments were conducted to gather information about the status of health. These assessments focused on answering the questions: “What health conditions exist in our community?” “How is quality of life perceived in our community?” “What are the strengths and challenges?” and “How can we improve our health system?”

More than 70 organizations and 1,100 individuals gave their thoughts and opinions on health in Clark County. The Clark County Health Department, along with students from the University of Kentucky’s College of Public Health, collected current information on health indicators, such as obesity rates, physical activity, and leading causes of death. The data was compiled and presented to community members to identify the most pressing health challenges in Clark County.

To achieve the vision for our health improvement plan, three strategic issues were developed. These issues represent what the community wants to address to improve health and quality of life. The issues are as follows:

1. **How can the community promote healthy lifestyle choices and change health attitudes to impact the obesity and overweight epidemic?**

2. **How can we impact the substance abuse crisis, leading to a decrease in drug overdose deaths and improvements in family structure and support systems?**

3. **How do we create a culture of health and motivate individuals to take charge of personal health?**

The Clark County Health Department will facilitate the implementation of the goals and action plans for these strategic issues. The MAPP process will be conducted again by year 2020 to evaluate the progress made on the strategic issues and to collect current health data. For more information on this project please contact the Clark County Health Department at 859-744-4482. We welcome all feedback and input and encourage everyone to be active in creating a “culture of health” for themselves and Clark County.
Clark County's Strategic Planning Process for Community Health Improvement

The Clark County Kentucky local public health system began a community health assessment and health improvement project with support from the Clark Regional Foundation for the Promotion of Health and the Clark County Health Department and Home Health Agency. Local public health system partners followed a community health improvement planning model adapted from the National Association of County and City Health Officials and the Centers for Disease Control and Prevention, called Mobilizing for Action through Planning and Partnerships (MAPP). The partners assessed the community’s strengths, assets, and needs and formulated a plan to address identified health concerns and issues.

The MAPP Model

The MAPP process uses the Ten Essential Services of Public Health to define the health activities in a community. These Services provide a useful framework for determining who is responsible for a community’s health and well-being.

1. Monitor health status to identify 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 to identify and solve health problems.
5. Develop policies and plans that support individual and community health efforts.
6. Enforce laws and regulations that protect health and ensure safety.
7. Link people to needed personal health services and assure the provision of health care when otherwise unavailable.
8. Assure a competent public health and personal health care workforce.
9. Evaluate effectiveness, accessibility, and quality of personal and population-based health services.
10. Research for new insights and innovative solutions to health problems.
Partnership Development

MAPP was kicked off with a large community meeting. Over 70 local public health system partners and residents committed their time and resources to the project.

AARP
American Heart Association
Arc of Mercy
Bluegrass Rape Crisis Center
Calvary Christian Church
Celebrate Recovery
City of Winchester- Mayor and Commissioners
Clark County Activity Coalition
Clark County Agency for Substance Abuse Policy
Clark County Association of Handicapped Citizens
Clark County Board of Education
Clark County Board of Health
Clark County Circuit Court Clerks
Clark County Community Foundation
Clark County Community Services
Clark County Cooperative Extension Service
Clark County Dental Health Initiative
Clark County Farmer’s Market
Clark County Health Department and Home Health Agency
Clark County Homeless Coalition
Clark County Jail Bible Study Program
Clark County Judge Executive & Fiscal Court
Clark County Library
Clark County Migrant Education Program
Clark County Planning and Zoning
Clark County Public Schools
Clark County Public Schools Family Resource Centers
Clark County Sheriff’s Office
Clark Regional Foundation for the Promotion of Health
Clark Regional Medical Center
Community Education
Comprehensive Care
CoventryCares of KY
Department of Community Based Services Adult Protective Services
East Kentucky Power
Emmanuel’s Table
Ertel Medicine and Pediatrics
First Christian Church
Franklin County Health Department
Friedell Committee for Health System Transformation
Full Circle Market
Generation Center
George Rogers Clark High School
Hanna Resource Group
Hospice East
Juneteenth Celebration
Kentucky River Foothills
KY Career Center
KY Department for Public Health Center for Performance Management
KY Department of Aging and Independent Living
Laurel County Health Department
Linda Rector- resident
Lower Howard’s Creek Nature and Heritage Preserve
Melissa Dean- resident
Michael Burke- community volunteer
Montgomery County Health Department
New Beginnings
Operation UNITE Community Transformation Grant
Osram Sylvania
Phyllis Wagner- resident
Prescription Assistance Program
Rapha Ministries
Rose Mary C. Brooks Place
Saint Agatha Academy
Salvation Army
The Way to Recovery
Trinity United Methodist Church
United Way of the Bluegrass
University of Kentucky College of Public Health
Well-Balance
WellCare of KY
Winchester Clark County Association of Churches
Winchester Clark County Chamber of Commerce
Winchester Clark County Tourism
Winchester Fire and EMS
Winchester First
Winchester Sun
Winchester/Clark County Industrial Authority
Winchester/Clark County Parks and Recreation
Winchester-Bluegrass Community and Technical College
Winchester Police Department
WKYN-FM
YMCA
Visioning

The Clark County Vision Statement was written by a dedicated group of Clark County community members. A larger community meeting was convened to gather input from partners and community members on what is our vision for a healthier Clark County. This meeting was advertised in the local paper, *The Winchester Sun*, through distribution of flyers on several email list-serves in the community, and through word of mouth. Input was also gathered from participants in a health department program. All participants were asked to discuss the following questions:

- What are the important characteristics of a healthy community for all who live, work, and play here?
- How do you envision the Clark County health system in the next five to ten years?
- Taking into consideration the shared vision that has been developed so far, what are the key behaviors that will be required of the local public health system partners, the community, and others in the next five to ten years?
- What working environment must we create to make this happen?
- Who’s not at the table to make this happen?

The responses to these questions were grouped and compiled for the smaller visioning subcommittee to use for forming our vision statement. The facilitators lead the committee through discussions for each question to identify the common themes. The group was asked to prioritize the top themes emerging from all the responses. The group successfully wrote a vision statement to guide the remaining phases of the MAPP project. The vision statement was then introduced to the larger MAPP community group and celebrated as the guiding mission for our project.

*The Clark County community will work together to improve our health and wellness through education, communication, and accessibility.*
Clark County is a suburban/rural community located in the Bluegrass Region of Central Kentucky covering 252.5 square miles of land area. The County is located about 40 miles east of the capital city of Frankfort, and 15 miles east of Lexington. Winchester is the only city in Clark County, and is considered part of the Lexington-Fayette, Metropolitan Statistical Area. The city covers 7.84 square miles of land area with a population of 18,451. Winchester is governed by a Mayor and City Commission, while the County is governed by a Judge Executive and Fiscal Court. Clark County serves as a regional health center serving many nearby Kentucky counties. Including Winchester, Clark County has a total population of 35,787 which is a 0.5% growth from the 2010 population. See Table 1 for a population breakdown by age group, gender, and race and ethnicity.

**Table 1: DEMOGRAPHICS & SOCIAL FACTORS OF CLARK COUNTY KENTUCKY**

Clark County is a suburban/rural community located in the Bluegrass Region of Central Kentucky covering 252.5 square miles of land area. The County is located about 40 miles east of the capital city of Frankfort, and 15 miles east of Lexington. Winchester is the only city in Clark County, and is considered part of the Lexington-Fayette, Metropolitan Statistical Area. The city covers 7.84 square miles of land area with a population of 18,451. Winchester is governed by a Mayor and City Commission, while the County is governed by a Judge Executive and Fiscal Court. Clark County serves as a regional health center serving many nearby Kentucky counties. Including Winchester, Clark County has a total population of 35,787 which is a 0.5% growth from the 2010 population. See Table 1 for a population breakdown by age group, gender, and race and ethnicity.

**Table 1: Demographics of Clark County Kentucky**

<table>
<thead>
<tr>
<th></th>
<th>Clark County</th>
<th>Kentucky</th>
<th>Nation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population (2012 estimate)</td>
<td>35,787</td>
<td>4,380,415</td>
<td>313,914,040</td>
</tr>
<tr>
<td>Female</td>
<td>51.2%</td>
<td>50.7%</td>
<td>50.8%</td>
</tr>
<tr>
<td>Male</td>
<td>48.8%</td>
<td>49.3%</td>
<td>49.2%</td>
</tr>
<tr>
<td>Median Household Income</td>
<td>$45,726</td>
<td>$42,248</td>
<td>$52,762</td>
</tr>
<tr>
<td>Persons under 5</td>
<td>6.1%</td>
<td>6.4%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Persons under 18</td>
<td>23.0%</td>
<td>23.2%</td>
<td>23.5%</td>
</tr>
<tr>
<td>Persons 65 &amp; over</td>
<td>15.3%</td>
<td>13.5%</td>
<td>13.7%</td>
</tr>
<tr>
<td>Caucasian</td>
<td>92.9%</td>
<td>88.6%</td>
<td>77.9%</td>
</tr>
<tr>
<td>African American</td>
<td>5.1%</td>
<td>8.1%</td>
<td>13.1%</td>
</tr>
<tr>
<td>American Indian or Alaska Native</td>
<td>0.2%</td>
<td>0.3%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Asian</td>
<td>0.4%</td>
<td>1.3%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>2.6%</td>
<td>3.2%</td>
<td>16.9%</td>
</tr>
</tbody>
</table>

*Sources: 2012 U.S. Census*
Clark County Community Health Improvement Plan

The MAPP Community Assessments

Assessment 1: Community Health Status

The secondary data collected for the Community Health Status Assessment answers the question “What health conditions exist in our community?” and “How healthy are our residents?” The data was collected by the Clark County Health Department with the assistance of two students from the University of Kentucky’s College of Public Health. When possible, Clark County data was compared to other U.S. counties. The peer counties were generated using the Health Resources County Comparison Tool (HRCCT) from the Health Resources and Services Administration. HRCCT is a tool for local health planners to compare health indicators and health resources to peer counties nationwide. Peer County 1 is similar to Clark County based on minority populations and Peer County 2 is similar based on income and poverty levels. (Health Resources County Comparison Tool, 2013)

Healthy People 2020 provide science-based, 10-year national objectives for improving the health of Americans. When possible, these objectives were used for identifying performance standards and targets. Additionally, Healthy People 2020 identifies high-priority health issues called Leading Health Indicators (LHI), and these are indicated throughout the report.

Social Factors

The unemployment rate for Clark County in June 2013 was 8.4%. The rate has remained steady from the previous year in June 2012 at 8.3%. This rate is slightly above the U.S. comparable rate of 7.8%, but below the statewide rate of 8.9% (KY Office of Employment and Training, Labor Force Statistics: June 2013). Table 2 shows several socioeconomic characteristics for Clark County that may affect the overall health status of the community.

<table>
<thead>
<tr>
<th>Socioeconomic Measure</th>
<th>County</th>
<th>State</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median household income (2007-2011)</td>
<td>$45,726</td>
<td>$42,248</td>
<td>$52,762</td>
</tr>
<tr>
<td>Persons aged 25 and older with less than a high school education</td>
<td>18.6%</td>
<td>19%</td>
<td>15%</td>
</tr>
<tr>
<td>Percent of ninth grade cohort graduating in 4 years* (2012)</td>
<td>75%</td>
<td>-</td>
<td>LHI Target: 82.4</td>
</tr>
<tr>
<td>Percent of aged 18-64 without insurance</td>
<td>16</td>
<td>18</td>
<td>Target: 0</td>
</tr>
<tr>
<td>Percent receiving SNAP food benefits in past 12 months</td>
<td>16.6%</td>
<td>14.9%</td>
<td>15.2%</td>
</tr>
</tbody>
</table>

Sources: U.S. Census Bureau, Food Research and Action Center, KY Health Facts

*Healthy People 2020 Leading Health Indicator

It is important to note Healthy People 2020 lists on-time high school graduation rate as a Leading Health Indicator for communities. The national target for all communities is 82.4% of a ninth grade cohort graduating in four years. According to the County Health Rankings, Clark County rate was 75% in 2012, which is a decrease from 84% in 2011. For years 2007-2011, 17% of Clark County residents lived below the poverty, this is slightly lower than the State average of 18.1% for the same years. There has been an increase in children living below the poverty line, as shown in Graph 1.
Graph 1: Child Poverty Rate- single-year estimates

Percent of children living in poverty

Source: U.S. Census Bureau’s Small Area Income and Poverty Estimates.

Personal Behaviors

Our personal behaviors or choices about our lifestyle and habits may be risk factors for injury, illness, and death. Behaviors such as smoking or using tobacco products, drinking alcohol, being physically active or inactive, what you choose to eat, practicing unsafe sex, hand washing, and not wearing a seat belt are all examples of life choices that can impact our quality of life. For example, if someone quits smoking cigarettes, their risk of developing heart disease is reduced. Table 3 provides information on several personal behaviors that are risk factors for many chronic health diseases and conditions.

Table 3: Personal Behavior Risk Factors

<table>
<thead>
<tr>
<th>Behavioral Factors</th>
<th>Clark County</th>
<th>Peer County 1</th>
<th>Peer County 2</th>
<th>KY</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Adult smoking*, 2008-2010</td>
<td>21</td>
<td>27</td>
<td>24</td>
<td>27</td>
<td>Target: 12%</td>
</tr>
<tr>
<td>% Youth smoking* (12 graders)</td>
<td>26</td>
<td>-</td>
<td>-</td>
<td>29.4</td>
<td>Target: 16%</td>
</tr>
<tr>
<td>% Adult obesity*</td>
<td>29</td>
<td>-</td>
<td>26</td>
<td>31</td>
<td>Target: 30.5%</td>
</tr>
<tr>
<td>Gonorrhea rate (per 100,000) 2009</td>
<td>66</td>
<td>31.1</td>
<td>21.1</td>
<td>89.6</td>
<td>-</td>
</tr>
<tr>
<td>% Binge drinking among adults, 2004-2010</td>
<td>12</td>
<td>8.3</td>
<td>6.6</td>
<td>10.4</td>
<td>Target: 24.3%</td>
</tr>
<tr>
<td>% of adults reporting no physical activity in past 30 days, 2004-2010</td>
<td>36.2</td>
<td>29.4</td>
<td>26.3</td>
<td>30.2</td>
<td>Target: 32.6%</td>
</tr>
<tr>
<td>% Adults consuming five or more servings of fruits &amp; vegetables per day, 2005-2009</td>
<td>17.7</td>
<td>19.7</td>
<td>19.9</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>% of adults receiving flu vaccination in past year 2008-2010</td>
<td>44</td>
<td>37</td>
<td>-</td>
<td>68.3</td>
<td>Target: 80%</td>
</tr>
</tbody>
</table>

Sources: Health Indicators Warehouse; RWJF County Health Rankings, KY Health Facts, KIP Data 2012
Maternal and Child Health

A significant area for monitoring health status of a community relates to the health of one vulnerable population: infants and children. The well-being of this generation can help predict future public health challenges for families, communities, and the health care system (Healthy People 2020). This category of data focuses on pregnancy and birth outcomes, as well as mortality data for infants and children (see Table 4). Clark County exceeds the targets set for number of teen births to teen residents, low birth weight, very low birth rate, preterm births, infant mortality rate, births to mothers who smoked during pregnancy and early childhood obesity.

Table 4: Maternal and Child Health Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Clark County</th>
<th>Peer County 1</th>
<th>Peer County 2</th>
<th>KY</th>
<th>Nation/Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of teen births to teen residents ages 15-19, 2003-2009</td>
<td>56</td>
<td>45</td>
<td>61</td>
<td>52</td>
<td>41</td>
</tr>
<tr>
<td>% of births to mothers receiving early &amp; regular prenatal care 2009</td>
<td>75</td>
<td>68</td>
<td>-</td>
<td>64</td>
<td>Target: 77.6%</td>
</tr>
<tr>
<td>Number of child victims of substantiated abuse or neglect 2010</td>
<td>103</td>
<td>94</td>
<td>40</td>
<td>15,338</td>
<td>-</td>
</tr>
<tr>
<td>% Low birth weight 2003-2009</td>
<td>10</td>
<td>8.9</td>
<td>8.1</td>
<td>9</td>
<td>Target: 7.8%</td>
</tr>
<tr>
<td>% Very low birth weight, 2003-2009</td>
<td>1.7</td>
<td>1.7</td>
<td>1.6</td>
<td>1.6</td>
<td>Target: 1.4%</td>
</tr>
<tr>
<td>% Preterm births* 2003-2009</td>
<td>15.5</td>
<td>12.3</td>
<td>11.4</td>
<td>14.5</td>
<td>Target: 11.4</td>
</tr>
<tr>
<td>Infant Mortality Rate* (per 1,000 live births) 2002-2008</td>
<td>7.1</td>
<td>DSU</td>
<td>8.2</td>
<td>7.0</td>
<td>6</td>
</tr>
<tr>
<td>% of births to mother who smoked during pregnancy</td>
<td>30</td>
<td>27</td>
<td>-</td>
<td>24</td>
<td>Target: 1.4</td>
</tr>
<tr>
<td>% early childhood obesity, aged 2-4 years, 2010</td>
<td>14.1</td>
<td>12.9</td>
<td>-</td>
<td>15.6</td>
<td>Target: 9.2</td>
</tr>
<tr>
<td>Tobacco use in past 30 days (12 graders) 2012</td>
<td>27%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>Target: 16.0</td>
</tr>
</tbody>
</table>

Sources: Health Indicators Warehouse, KIDS COUNT Mobile Data Center, Kentucky Incentives for Prevention (KIP) School Survey
*Healthy People 2020 Leading Health Indicator
DSU: Data statistically unreliable
- Data not collected or analyzed for this year or population group

Chart 1: Percent breastfed at hospital discharge by mother’s age group

Percent of Newborns being Breastfed at Hospital Discharge in Clark County by mother's age group

Source: Kentucky State Data Center, 2013
In 2011, 52% of newborns were being breastfed at hospital discharge in Clark County. This was a -3.3% change from the 2010 breastfeeding initiation rates (KY Cabinet for Health and Family Services). Chart 1 explains the 2007-2010 breastfeeding rates by mother’s age group and race for all births in Clark County. A disparity may exist by age group for breastfeeding initiation in Clark County. The majority of newborns born to a mother over age 25 are being breastfed at hospital discharge. The percent decreases greatly as the age of the mother decreases.

**Mortality**
Mortality looks at how long people live in a given community. Many of the leading causes of death are linked to modifiable risk factors: nutrition, tobacco smoking, weight status, high blood pressure, blood glucose levels, low physical activity, alcohol use, cholesterol levels, and drug use.

**Leading Causes of Death in Clark County KY, 2011**
1. Cancers
2. Heart disease
3. Stroke¹
4. Unintentional injuries²
5. Chronic lower respiratory diseases
6. Alzheimer’s disease

¹In 2011, there were the same number of deaths by stroke and unintentional injury.
²Includes substance abuse overdoses


According to preliminary data from the Kentucky Office of Vital Statistics, there were 10 drug overdose deaths in 2010 and 13 in 2011. Substance abuse is associated with a large number of destructive social conditions, including family disruptions, job productivity, failing in school, domestic violence, and financial struggles. Substance abuse contributes to several public health challenges, including: cardiovascular conditions, pregnancy complications, child abuse, and suicide.

**Assessment 2: Community Themes & Strengths**

The Community Themes and Strengths Assessment (CTSA) subcommittee worked to gather information and opinions from community members to answer the questions: “What is important to our community?” and “How is quality of life perceived in our community?” The project partners used creative ways to collect feedback on insights about quality of life and community assets.

To gather perspectives about Clark County from community members and leaders, several different forms of data collection was conducted. This included: focus groups, key informant interviews, wailing walls, and a Quality of Life (QOL) Survey. Focus groups were conducted with four different populations: senior citizens, uninsured, females in the Clark County Jail, and service providers for the elderly and aging. Points of discussion for the focus groups, key informant interviews, and wailing walls included: key issues in the county, thoughts on health within the community, and strengths and barriers to staying healthy. All results of this assessment are the opinions of those completing the focus groups, key informant interviews, survey, and wailing walls.

In total 1082 QOL Surveys were completed, either in paper-and-pen version or through an online survey website. Perceptions about the community’s health can be important to understand how people feel about where they live and whether or not they perceive their community to be healthy. The QOL survey showed 80% of participants perceive their own health to be “healthy” or “somewhat healthy”, while only 56% of those same participants perceive Clark County to be healthy or somewhat healthy. Box 1 has the complete summary of all results from this assessment.
Box 1: CTSA Results

Top 5 Health Concerns Identified
- Substance abuse
- Obesity
- Alcohol abuse
- Child abuse/neglect
- Teenage pregnancy

Top 5 Risky Behaviors in Clark County
- Illegal drug use
- Alcohol abuse
- Prescription drug abuse
- Cigarette/pipe smoking
- Dropping out of school

Barriers to Improving Health & Quality of Life
- Communication challenges
- Cooperation among agencies & partners
- Education
  - Accessibility to services by all people especially vulnerable subpopulations
- Opportunity for careers & development
- Changing family structure
- Substance abuse epidemic
- Individual health attitude
- Perceived lack of social support

Assets in Community
- Local facilities & programming
- Local government
- Social capital
- Public information & media
- Philanthropy
- Local community college impact and potential for growth
Assessment 3: Forces of Change

The Clark County community partners identified forces of change (FOC) that are occurring or will occur that they believe will affect the community’s health. This assessment was conducted during a larger community meeting using facilitated discussion to identify trends, factors, and events that may impact the health of our community now or in the future. The findings from this discussion are listed below.

**FOC: Events, Factors, & Trends**

- Decrease in funding & reimbursements
- School system consolidations
- Managed care organizations
- Proximity to a metropolitan area
- Philanthropic capital
- Federal health care reform
- Aging of county population
- Changes in prescription drug legislation
- Opening of large industry in county
- Limited opportunity for college graduates
- Increase in drug overdose deaths
- Community collaboration
Assessment 4: Local Public Health System

The community also completed the National Public Health Performance Standards assessment. This day-long assessment of the public health system answers the questions “What strengths can we leverage?” & “What system challenges can we improve?” The assessment is based on the 10 Essential Public Health Services and measures the capacity of the local system to deliver these services. The results are intended to guide the development of a stronger local public health system by identifying strengths and opportunities for growth. Table 4 lists the 10 Essential Services and a score that is the result of ratings by local public health system partners and representatives. The overall score for the system indicates “significant activity” for delivering health services in the community. Table 5 lists the Essential Services as strengths and challenges for the system. Strengths, such as mobilizing partnerships and policy and plan development, may be leveraged to address barriers to services for target populations. These results should help inform community health improvement planning to increase performance and delivery of health services to all individuals and improve population health.

<table>
<thead>
<tr>
<th>EPHS</th>
<th>Performance Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Monitor Health Status To Identify Community Health Problems</td>
</tr>
<tr>
<td>2</td>
<td>Diagnose And Investigate Health Problems and Health Hazards</td>
</tr>
<tr>
<td>3</td>
<td>Inform, Educate, And Empower People about Health Issues</td>
</tr>
<tr>
<td>4</td>
<td>Mobilize Community Partnerships to Identify and Solve Health Problems</td>
</tr>
<tr>
<td>5</td>
<td>Develop Policies and Plans that Support Individual and Community Health Efforts</td>
</tr>
<tr>
<td>6</td>
<td>Enforce Laws and Regulations that Protect Health and Ensure Safety</td>
</tr>
<tr>
<td>7</td>
<td>Link People to Needed Personal Health Services and Assure the Provision of Health Care when Otherwise Unavailable</td>
</tr>
<tr>
<td>8</td>
<td>Assure a Competent Public and Personal Health Care Workforce</td>
</tr>
<tr>
<td>9</td>
<td>Evaluate Effectiveness, Accessibility, and Quality of Personal and Population-Based Health Services</td>
</tr>
<tr>
<td>10</td>
<td>Research for New Insights and Innovative Solutions to Health Problems</td>
</tr>
<tr>
<td></td>
<td>Overall Performance Score</td>
</tr>
</tbody>
</table>

Performance Scores report levels of activity in the local public health system. 0 to 25 indicates minimal activity, 26-50 indicates moderate activity, 51-75 indicates significant activity, and 76-100 indicates optimal activity.

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diagnosis &amp; Investigation (EPHS 2)</td>
<td>Evaluation of Services (EPHS 9)</td>
</tr>
<tr>
<td>Law Enforcement (EPHS 6)</td>
<td>Linking People to Needed Health Services (EPHS 7)</td>
</tr>
<tr>
<td>Policy &amp; Plan Development (EPHS 5)</td>
<td>Identification of Barriers and Vulnerable Populations (EPHS 7)</td>
</tr>
<tr>
<td>Emergency Response Plan (EPHS 2)</td>
<td>Research &amp; Innovation (EPHS 10)</td>
</tr>
<tr>
<td>Mobilize Partnerships (EPHS 4)</td>
<td>Monitoring of Health Status (EPHS 1)</td>
</tr>
<tr>
<td></td>
<td>Workforce Assessment (EPHS 8)</td>
</tr>
</tbody>
</table>
Identification of Strategic Issues

Community partners met for a half-day session to identify strategic issues by exploring the combined results from the four assessments. Those attending were given a full report of all the data collected. Time was allotted for review and reflective discussion of the results using the Technology of Participation ORID conversation method. Partners then worked in groups to identify strategic issues and link data from the four assessments. The partners used a nominal group voting technique to prioritize the most important challenges to address for improving health in Clark County. The identified issues represent the prominent cross-cutting findings that need to be addressed to reach the community’s health vision.

Identified Strategic Issues

How can the Clark County community:

1. **Respond to the obesity and overweight epidemic?**
   - Better promote healthy lifestyle choices?
   - Change health attitudes?

2. **Impact the substance abuse crisis?**
   - Decrease drug overdose deaths?
   - Improve family structure and support systems?

3. **Create a culture of health?**
   - Motivate individuals to take charge of personal health?

A discrepancy exists between the perception on data collected from community members and the secondary health statistics. There is an opportunity for improvement with the local public health system on data-driven decision making. It will remain a priority for public health leaders in this community to educate on how to use health outcomes in health improvement planning. Action plans formulated to tackle the strategic issues will use secondary health statistics and outcomes as performance measures for the action plans.
Goals & Strategy Development

To address the strategic issues, the community partners began meeting as action groups to develop goals and strategies. Community members were asked to self-select into the group where they would have the most impact. The community partners formed three groups: Healthy Food Access & Nutrition, Physical Activity, and Substance Abuse (alcohol, tobacco, and other drugs). Improvements to these three areas would likely impact the identified strategic issue: How to create a culture of health? This will serve as a guiding question for all goal and strategy development.

Prior to developing action steps and strategies, the groups identified short, medium and long-term outcomes for each strategic issue. In each group, the members were asked to think of their issue and apply the question: “What change(s) would you like to see in Clark County in the next 1-5 years?” The answers are listed below.

Physical Activity

Short-term Outcomes
- Widespread support for developing a more walk-able and bike-able community
- Increased recognition of rural health disparities
- Community Physical Activity Resource Guide distributed to all residents
- Evaluation of current school-based physical activity interventions
- Increased knowledge of falls and recovery
- Increased cooperation and collaboration between community partners and schools

Medium-term Outcomes
- Walk Bike Plan adopted by the City and County
- All Clark County Public School teachers receive professional development training on physical activity in the classroom
- All Clark County Public Schools are USDA Healthier School designated
- All Clark County Public Schools and other schools incorporate physical activity into the school day
- Walk Bike maps developed for neighborhoods and county roads with mileage information

Long-term Outcomes
- Create an environment that fosters healthy lifestyles (health, fitness, and quality of life) for all community members
Healthy Food Access & Nutrition

Short-term Outcomes
- Establish La Leche League
- Collaboration with Clark County Diabetes Coalition
- Increase communication between Clark County Public Schools and local farmers

Medium-term Outcomes
- More local businesses offering worksite wellness programs
- More local businesses offering worksite breastfeeding stations
- Increase School Breakfast Program participation by 5%
- Increase the number of locally grown food items used by the Clark County Public Schools nutrition program
- All schools have a school health or wellness committee
- Farmer’s Market accepting Supplemental Nutrition Assistance Program (SNAP) benefits

Long-term Outcomes
- Higher percentage of newborns being breastfed at hospital discharge
- Affect nutritional change for birth-preschool aged children
- Fewer people being diagnosed with Type 2 Diabetes and pre-Diabetes

Substance Abuse

Short-term Outcomes
- Chamber of Commerce and Industrial Authority are partners for Reintroduction Program

Medium-term Outcomes
- Increased employment opportunities for treatment program graduates and those released from incarceration with drug-related offenses
- Increased GED opportunities for incarcerated individuals
- Increased treatment opportunities in the Clark County Jail
- Clark County Public Schools set a tobacco-free policy for all school campuses, with enforcement and consequences
- Drug-Free Community Grant team
- Tobacco interventions in elementary, middle, and high school
- Tobacco advertising in retailer shops changed to have less of a visual impact to youth
- Sexual abuse training in local churches and all schools
- Medical providers receive training on how to recognize signs of sexual abuse
- Increased family involvement in education, schools and community activities
- Establishment of an adult-youth mentoring program

Long-term Outcomes
- Increased access to local treatment and recovery programs across the life span
- Early youth and family prevention interventions in schools and the community
- Strengthened family support in Clark County
Action Development

The MAPP action groups began to develop strategies to reach the identified short, medium, and long-term health outcomes. Data compiled from all four MAPP assessments was utilized by the team members to develop strategies. To address the top health concerns in the community, assets, strengths and barriers were considered in writing of the action plan.

The following sources were used and are referenced in the action plans below.

1. Healthy People 2020, U.S. Department of Health and Human Services
2. Kentucky Health Now, Office of the Governor, Steve Beshear
3. Guide to Community Preventive Services, Centers for Disease Control and Prevention
4. The National Prevention Strategy, U.S. Department of Health and Human Services
5. Guide to Breastfeeding Interventions, Centers for Disease Control and Prevention

ACTION PLAN

Goal 1: Improve health, fitness, and quality of life across the life span for the Clark County community.

Obesity, overweight, and lack of physical activity are modifiable lifestyle risk factors for the leading chronic diseases in the United States. Healthy eating and maintaining a healthy lifestyle can help reduce a person’s risk for many chronic diseases including heart disease, cancers, and diabetes. Regular physical activity is important for all ages and abilities and is one of the most important things one can do to improve health. Physical activity can strengthen bones and muscles, reduce stress, and help to achieve or maintain a healthy weight. The Surgeon General’s National Prevention Strategy (NPS) recommends communities increase access to affordable, fresh, and healthy foods. The NPS also recommends supporting policies that help people learn to make better food and physical activity decisions.

The improvement plan below was developed by the MAPP Physical Activity and Healthy Food Access/Nutrition workgroups through a series of planning meetings. The work group focused on the assets and barriers identified during the assessment phase of the MAPP project to guide their planning. Assets such as local facilities and programming, social capital, and local media will be used to implement the improvement plan. Barriers such as communication, accessibility of services, and lack of family support will be addressed. The plan includes the objective, strategies, and work plans to achieve our goal of improving health, fitness, and quality of life for all members of the Clark County community. Execution of the work plans will be implemented by identified partners.

Alignment with Healthy People 2020 (HP2020) and the Kentucky Health Now goals and objectives was sought and is identified in the work plan below. The Centers for Disease Control and Prevention Guide to Community Preventive Services and the Surgeon General’s National Prevention Strategy was used as guides to identify evidence-based and evidence-recommended interventions for decreasing obesity rates and increasing physical activity.
**Objective 1:** To decrease obesity rates for school-aged children, all schools in Clark County will offer at least 2 additional physical activity opportunities by August 2017.

**Strategies:** Kentucky Health Now recommends collaborating with the local Board of Education to identify ways to increase physical activity in schools. To promote health and reduce chronic disease Kentucky Health Now also recommends school districts collect and report body mass index (BMI) data. The physical activity work group intends to provide information to the Clark County Public Schools and private schools on the benefits of incorporating physical activity into the classroom, build skills with principals and teachers on how to incorporate physical activity into classrooms and lesson plans.

<table>
<thead>
<tr>
<th>Work Plan</th>
<th>Timeline</th>
<th>Responsible Partners</th>
<th>Performance Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work with all schools in Clark County to establish a School Wellness Committee or Plan/Policy</td>
<td>2015-2016 school year</td>
<td>Board of Education, Clark County Activity Coalition, Clark County Health Department, Clark County Schools, Clark Regional Medical Center, Community Education, Community Transformation Grant KY, Medical Providers, New Beginnings, Parks and Recreation, Physical Education teachers, School principals, Shannon Phelps- resident</td>
<td>a) Number of schools including physical activity in classrooms b) Number of teachers incorporating physical activity into lessons c) Number of schools who regularly measure body mass index of students d) BMI of school-aged children e) Number of school-aged children referred to behavioral interventions to promote improvement in weight status f) Number of minutes screen time allowed in after-school programs</td>
</tr>
<tr>
<td>Increase screening for children aged 6 years and older for obesity and offer/refer them to comprehensive behavioral interventions to promote improvement in weight status</td>
<td>August 2017</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotion of standards for less or zero screen time in after-school programs</td>
<td>August 2017</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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2 *Kentucky Health Now, Office of the Governor, Steve Beshear*
3 *Guide to Community Preventive Services, Centers for Disease Control and Prevention*
4 *The National Prevention Strategy, U.S. Department of Health and Human Services*
**Objective 2: Decrease adult obesity rates** in Clark County from 32% to 29% by 2017.

**Strategy:** The built environment and geography can affect a person’s access to safe physical activity opportunities. Effective strategies exist to enhance access to physical activity opportunities through the built environment, creating a physical environmental which promotes good health for all. Healthy Kentucky Now also recommends increased physical activity opportunities to improve health, fitness, and quality of life.

<table>
<thead>
<tr>
<th>Work Plan</th>
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<th>Responsible Partners</th>
<th>Performance Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raise awareness of rural physical activity health disparities</td>
<td>February 2015</td>
<td>Clark County Activity Coalition&lt;br&gt;Clark County Health Department&lt;br&gt;Clark County Public Library&lt;br&gt;Clark County Rails to Trails&lt;br&gt;Community Transformation&lt;br&gt;Elks Lodge&lt;br&gt;Ertel Medicine &amp; Pediatrics&lt;br&gt;WellCare of KY&lt;br&gt;Parks and Recreation&lt;br&gt;Shannon Phelps- resident&lt;br&gt;Winchester-Clark County Tourism</td>
<td>a) Amount of grant monies awarded to City and County for Pedestrian/Cycling Plan&lt;br&gt;b) Number of community members attending physical activity events&lt;br&gt;c) Number of community members attending town hall forums on rural health and physical activity&lt;br&gt;d) Number of people in support of the Pedestrian/Cycling Plan for Clark County&lt;br&gt;e) Miles of bike trails in Clark County (baseline April 2013: 0.25 miles)&lt;br&gt;f) Number of bike lanes on roads in Clark County (baseline April 2013: 1 bike lane on Main Street)&lt;br&gt;g) Number of children walking to school&lt;br&gt;h) Pedestrian/Cyclist counts at intersections&lt;br&gt;i) Number of fit friendly workplaces as certified by the American Heart Association</td>
</tr>
</tbody>
</table>

| Develop and distribute an annual physical activity resource guide to community members through multiple media outlets | Spring 2016 | Ertel Medicine & Pediatrics<br>WellCare of KY<br>Parks and Recreation<br>Shannon Phelps- resident<br>Winchester-Clark County Tourism | |
| Pedestrian/Cycling Master Plan for Clark County | December 2016 | | |

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1 Healthy People 2020, U.S. Department of Health and Human Services
2 Kentucky Health Now, Office of the Governor, Steve Beshear
4 The National Prevention Strategy, U.S. Department of Health and Human Services
Objective 3: Decrease early childhood obesity, aged 2-4 years, from 14.1% to 11.6% by 2017.

**Strategies:** HP2020 and Kentucky Health Now both include objectives for improving health across all lifespans. Early childhood is an important time to promote healthy habits that may continue through adulthood. Early childhood interventions focus on limiting daily screen time, and increasing nutrition and physical activity standards at child care centers. HP 2020 recommends increasing the proportion of children aged 2-5 who view television, videos or play video games for no more than 2 hours per day.

<table>
<thead>
<tr>
<th>Work Plan</th>
<th>Timeline</th>
<th>Responsible Partners</th>
<th>Performance Indicators</th>
</tr>
</thead>
</table>
| Initiate partnerships with child care providers to identify ways to increase physical activity in childcare settings and raise awareness of healthy nutrition | December 2015 | Clark County Activity Coalition, Clark County Health Department, WIC, First Christian Church, New Beginnings | a) Number of minutes of screen time at local child care centers  
   b) Number of parenting seminars or support groups offered in community  
   c) Number of parents attending seminars or support groups |
| Behavioral interventions to reduce screen time in child care centers and homes | May 2016 | | |
| Promotion of healthy lifestyles in the home and family-settings | December 2017 | | |

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2 Healthy People 2020, U.S. Department of Health and Human Services  
3 Kentucky Health Now, Office of the Governor, Steve Beshear  
4 Guide to Community Preventive Services, Centers for Disease Control and Prevention  
5 The National Prevention Strategy, U.S. Department of Health and Human Services

Objective 4: Increase the percent of newborns being breastfed at hospital discharge from 52% to 68% by 2017.

**Strategies:** Initiation and duration of breastfeeding can play a pivotal role in healthy development from birth. Clark County will work to increase healthy lifestyles starting prenatally by engaging expectant mothers in breastfeeding education. Engaging mothers will be done through providing information to prenatal patients on benefits of breastfeeding and regional resources, increasing the number of worksites offering breastfeeding stations, providing local support options for expectant and new mothers.

<table>
<thead>
<tr>
<th>Work Plan</th>
<th>Timeline</th>
<th>Responsible Partners</th>
<th>Performance Indicators</th>
</tr>
</thead>
</table>
| Increase the number of health professionals certified as Lactation Specialists or Consultants | December 2014 | Chamber of Commerce, Clark County Health Department, Clark Regional Medical Center, Ertel Medicine & Pediatrics | a) Track the number of WIC participants enrolled in the Breastfeeding Peer Counseling program (March '13-22 enrolled)  
   b) Number/percent of local worksites offering breastfeeding stations for employees. (HP 2020 target: 38%)  
   c) Number of women attending support group meetings  
   d) Number of breastfeeding support groups being offered in different community locations  
   e) Number of supportive marketing initiatives used in different media outlets |
| Increase opportunities for local breastfeeding support and peer counseling | December 2015 | Industrial Authority, Linda Rector- resident, New Beginnings, OB and pediatric providers | |
| Collaborate with Chamber of Commerce and Human Resources Workgroup to raise awareness of breastfeeding in the workplace | July 2015 | | |
| Marketing initiatives that support or encourage breastfeeding | Ongoing | | |

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1 Healthy People 2020, U.S. Department of Health and Human Services  
4 The National Prevention Strategy, U.S. Department of Health and Human Services  
5 Centers for Disease Control and Prevention Guide to Breastfeeding Interventions
**Objective 5: Decrease the number of persons living with diabetes in Clark County by 15% from 13% to 9.35% by 2017.**

**Strategy:** The HP2020 objective for diabetes is to increase the prevention behaviors in persons at high risk for diabetes with pre-diabetes. Additionally, Kentucky Health Now addresses diabetes through prevention. The *CDC Guide to Preventive Services* recommends using behavioral, social, environmental, and policy approaches to increase physical activity, as well as campaigns and informational approaches.

<table>
<thead>
<tr>
<th>Work Plan</th>
<th>Timeline</th>
<th>Responsible Partners</th>
<th>Performance Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collaborate with the Clark County Diabetes Coalition to Increase light, moderate, or vigorous leisure-time physical activities for those with DM(^1) and across the lifespan(^4) and increase knowledge and skills with DM prevention in Hispanic/Latino and African American communities</td>
<td>August 2015</td>
<td>Alliance for Local Food Access Chamber of Commerce Clark County Diabetes Coalition Clark County Health Department Clark County Homeless Coalition Community-Based Services Farmer’s Market First Christian Church Industrial Authority Media</td>
<td>a) Number of events per year to raise awareness of diabetes b) Number of worksites with a wellness plan/committee/program in place for employees(^1) c) Number of locally grown food items in school meals (baseline April 2013-) d) Number of “rows” planted in “Plant a Row for the Hungry” by community members e) Pounds of local food delivered to feeding programs in Clark County f) Number of Community Health Workers trained in Clark County</td>
</tr>
<tr>
<td>Work with local businesses and industry to promote worksite wellness programs to improve health-related behaviors and health outcomes(^3)</td>
<td>August 2015</td>
<td>Nutrition Directors Osram-Sylvania School-aged children Shannon Phelps - resident YMCA</td>
<td></td>
</tr>
<tr>
<td>Collaborate with the Farmer’s Market and the “Plant a Row for the Hungry” program to increase access to locally grown food for schools, businesses, and community-based programs(^4)</td>
<td>September 2015</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

\(^1\) Healthy People 2020, U.S. Department of Health and Human Services  
\(^2\) Guide to Community Preventive Services, Centers for Disease Control and Prevention  
\(^3\) The National Prevention Strategy, U.S. Department of Health and Human Services  
\(^4\) The National Prevention Strategy, U.S. Department of Health and Human Services

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**Objective 6: Increase the number of information outlets used to communicate social and physical activity opportunities in Clark County.**

**Strategy:** The creation of social environments for all people that promote good health and opportunities is a strategy to address social determinants of health\(^1\). With changes in technology and communication, multiple media outlets should be used to reach all target audiences and subpopulations. The Clark County Quality of Life Survey conducted indicated that different age groups are using different sources of information and this should be considered when planning events for certain target populations. The National Prevention Strategy recommends community partners implement sustained and effective media campaigns to raise awareness of community resource\(^4\).

<table>
<thead>
<tr>
<th>Work Plan</th>
<th>Timeline</th>
<th>Responsible Partners</th>
<th>Performance Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify effective communication strategies for disseminating information to faith-based organizations</td>
<td>February 2015</td>
<td>Association of Churches Clark County Activity Coalition Clark County Health Department</td>
<td>a) Number of people downloading resource guide to electronic device (library)</td>
</tr>
<tr>
<td>Collaborate to create a social media campaign to promote physical activity and social opportunities</td>
<td>July 2015</td>
<td>Parks and Recreation WCC Tourism</td>
<td>b) Number of followers on Facebook and Twitter c) Number of people attending physical activity events</td>
</tr>
<tr>
<td>Publish a (yearly or biannual) physical activity resource guide for Clark County</td>
<td>Spring 2016</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

\(^1\) Healthy People 2020, U.S. Department of Health and Human Services  
\(^4\) The National Prevention Strategy, U.S. Department of Health and Human Services
Goal 2: Create an environment that fosters a reduction of substance abuse in Clark County.
The increase in substance abuse has caused overdose deaths to steadily increase for several years. As of 2011, accidental death is the third leading cause of death for Clark County residents. According to Kentucky Incentives to Prevention (KIP) data collected from our school-aged youth, substance use by preteens and adolescents is increasing as well. Through the recent Quality of Life survey, the community members have identified substance abuse as a top health concern for Clark County. It is important to decrease the prevalence of substance abuse because its effects have a major impact on individuals, families, and communities and are contributing to social, mental, physical and public health problems (Healthy People 2020).

The improvement plan below was developed by the MAPP Substance Abuse workgroup through a series of planning meetings. The work group focused on the assets and barriers identified during the assessment phase of the MAPP project to guide their planning. Assets such as local facilities and programming, social capital, and local media will be leveraged. Barriers such as communication, accessibility of services and lack of career opportunities will be addressed. The plan includes the objective, strategies, and tactics to achieve our goal of creating an environment that fosters a reduction of substance abuse in Clark County.

Alignment with Healthy People 2020 (HP2020) and the Kentucky Health Now goals and objectives was sought and is identified in the work plan below. The Centers for Disease Control and Prevention Guide to Community Preventive Services and the Surgeon General’s National Prevention Strategy were used as guides to identify evidence-based and evidence-recommended interventions for reducing substance abuse. Two of the three objectives in the work plan focus on improving adolescent health by reducing the use of tobacco, alcohol, and marijuana. The Guide to Community Preventive Services identifies alcohol and drug use, tobacco use, and injury and violence as three of the six critical types of adolescent behavior contributing to the leading causes of death among youth and adults (CDC, 2012). Therefore, much of this work plan will focus on interventions designed to assist adolescents in their decision-making that can affect their current and future health (CDC, 2012).
Objective 1: Decrease the number of substance overdose deaths\(^1,2\) in Clark County to zero by 2017.

**Strategies:** To improve the overall health and well-being of all Kentuckians, Kentucky Health Now has strategic initiatives that will address several different health and wellness areas. To address substance abuse, the Clark County community intends to increase access to local treatment and recovery options for substance abuse, provide information to employers in our community on the benefits of hiring recent offenders through reintroduction programs, increase the high school graduation/GED attainment rate for all residents, and strengthen support systems for all community members.

<table>
<thead>
<tr>
<th>Work Plan</th>
<th>Timeline</th>
<th>Responsible Partners</th>
<th>Evaluation</th>
</tr>
</thead>
</table>
| Collaborate with community partners to offer more abuse awareness classes in community and school settings | Ongoing        | ASAP Association of Churches Beacon of Hope Homeless Shelter Celebrate Recovery Chamber of Commerce Clark County Health Department Clark County Jail Clark County Public Schools Drug Court Homeless Coalition The Way to Recovery | a) Number of businesses participating in a reintroduction programming  
b) Number of recent offenders, graduates of treatment programs earning a job  
c) Number of treatment and support classes/groups offered in the Clark County Detention Center  
d) Number of local treatment/support options  
e) Number of abuse awareness events offered yearly in multiple settings |
| Work with the Clark County Jail to increase the weekly treatment classes offered to inmates. | July 2016      |                                                                                      |                                                                             |
| Collaborate with Clark County Chamber of Commerce and Industrial Authority to educate local business owners on reintroduction programs | Ongoing        |                                                                                      |                                                                             |

\(^1\) Healthy People 2020, U.S. Department of Health and Human Services  
\(^2\) Kentucky Health Now, Office of the Governor, Steve Beshear

Objective 2: By 2017, decrease the percentage of Clark County students reporting using marijuana\(^3\) and alcohol in the past 30 days by 30%.  (Baseline data and targets in Table 5)

**Strategy:** To reduce substance abuse and its effect on health, safety, and quality of life for children and adolescents, we will provide early interventions with our school-aged children, use Social Norm Marketing strategies to normalize not using illegal and legal substances, and build skills of parents and other adults to talk with their children about dangers of substance use.

<table>
<thead>
<tr>
<th>Work Plans</th>
<th>Timeline</th>
<th>Responsible Partners</th>
<th>Evaluation</th>
</tr>
</thead>
</table>
| Increase school interventions on substance abuse, Life Skills, family-focused interventions\(^4\) and support adult mentoring with students | Ongoing  | ASAP ASAP Youth Network Association of Churches BCTC Bluegrass Prevention Celebrate Recovery Clark Christian Drug Coalition Clark County Health Department Clark County Public Schools Clark County Sheriff's Office Comprehensive Care Parks and Recreation The Roland Arts Center Winchester Police Department WKYN YMCA | a) KIP Data 2012, 2014, 2016  
b) Number of parents attending family-oriented events  
c) Number of public service announcements (PSAs), newspaper articles (including Smoke Signals), and radio interviews |
| Professional development programs with schools to identify risks and early indicators of mental, emotional, and behavioral problems among youth to ensure youth are referred to appropriate services\(^4\) | Ongoing  |                                                                 |                                                                             |
| Provide opportunities for parents and children to interact together and encourage social participation and inclusion of all people through events, parent networking, and peer-to-peer support groups\(^4\) | Ongoing  |                                                                 |                                                                             |
| Increase use of all media outlets, especially social media and high school newspaper, for campaigns intended to reduce alcohol and marijuana initiation in school-aged youth \(^3\) | Ongoing  |                                                                 |                                                                             |

\(^3\) Healthy People 2020, U.S. Department of Health and Human Services  
\(^4\) Guide to Community Preventive Services, Centers for Disease Control and Prevention  
\(^4\) The National Prevention Strategy, U.S. Department of Health and Human Services
Objective 3: By 2017, decrease the percentage of Clark County students reporting smoking cigarettes or using smokeless tobacco in the past 30 days by 30%. (Baseline data and targets in Table 5)

Strategies: Living tobacco free reduces the risk for chronic diseases, such as heart disease, cancers, and asthma, as well as reducing the risk of dying prematurely. Tobacco free living includes all forms of tobacco and being free of exposure to second-hand smoke. This work plan identifies the strategies for reducing youth initiation of tobacco products.

<table>
<thead>
<tr>
<th>Work Plans</th>
<th>Timeline</th>
<th>Responsible Partners</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pass a tobacco-free policy for all employees, students, and visitors on CCPS campuses</td>
<td>2015-2016 school year</td>
<td>ASAP ASAP Youth Network Bluegrass Prevention Clark County Public Schools (CCPS) Clark County Health Department Clark Regional Foundation GRC</td>
<td>a) Passage of 365/24/7 tobacco policy for CCPS b) Number of tobacco vendors attending retailer education c) KIP data 2012, 2014, 2016 d) Number of schools using in-house Life Skills teacher e) Number of tobacco interventions in schools f) Number of mass media messages on tobacco education to youth during the school year</td>
</tr>
<tr>
<td>Retailer education on tobacco advertising and active enforcement of retailer sales laws</td>
<td>December 2015</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provide comprehensive tobacco education programs to youth in elementary, middle, and high school classes</td>
<td>December 2017</td>
<td></td>
<td></td>
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</tbody>
</table>

Table 5: Baseline data and targets for Objective 2

<table>
<thead>
<tr>
<th>Tobacco Use in Past 30 Days**</th>
<th>2010</th>
<th>2012</th>
<th>2016 Target</th>
<th>HP2020 Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>12th graders</td>
<td>26</td>
<td>27</td>
<td>18.9</td>
<td>16.0</td>
</tr>
<tr>
<td>10th graders</td>
<td>20.7</td>
<td>23</td>
<td>16.1</td>
<td>16.0</td>
</tr>
<tr>
<td>8th graders</td>
<td>10.4</td>
<td>13</td>
<td>9.1</td>
<td></td>
</tr>
<tr>
<td>6th graders</td>
<td>3</td>
<td>3</td>
<td>2.1</td>
<td></td>
</tr>
<tr>
<td>Alcohol Use in Past 30 Days</td>
<td>2010</td>
<td>2012</td>
<td>2016</td>
<td></td>
</tr>
<tr>
<td>12th graders</td>
<td>37</td>
<td>35</td>
<td>24.5</td>
<td></td>
</tr>
<tr>
<td>10th graders</td>
<td>27.3</td>
<td>33</td>
<td>23.1</td>
<td></td>
</tr>
<tr>
<td>8th graders</td>
<td>8.9</td>
<td>14</td>
<td>9.8</td>
<td></td>
</tr>
<tr>
<td>6th graders</td>
<td>1.9</td>
<td>4</td>
<td>2.8</td>
<td></td>
</tr>
<tr>
<td>Marijuana Use in Past 30 Days</td>
<td>2010</td>
<td>2012</td>
<td>2016</td>
<td>HP2020 Target</td>
</tr>
<tr>
<td>12th graders</td>
<td>23.2</td>
<td>20</td>
<td>14</td>
<td>6.0</td>
</tr>
<tr>
<td>10th graders</td>
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<td>14.7</td>
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<tr>
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<td>1.6</td>
<td>3</td>
<td>2.1</td>
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</tr>
<tr>
<td>Smokeless Tobacco Use in Past 30 Days**</td>
<td>2010</td>
<td>2012</td>
<td>2016</td>
<td>HP2020 Target</td>
</tr>
<tr>
<td>12th graders</td>
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<td>13</td>
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</table>

Source: 2010 and 2012 Kentucky Incentives for Prevention (KIP) School Survey
Use defined as “at least 1 occasion”
**HP2020 National Objective
Implement, Act, and Evaluate

The Clark County Health Improvement Plan will be implementing the strategies listed in the work plan to address obesity, physical activity and substance abuse over the next five years. The MAPP workgroups will meet at least annually through 2019 to evaluate our progress towards the goal and objectives. The Clark County Health Department will assist in tracking performance measures monthly, quarterly, or yearly as needed by the work plans. Progress will be announced to the community-at-large through various media outlets and publications from partners. Starting in 2020 the Clark County local public health system will conduct a community health assessment to re-prioritize strategic issues.

More Information or To Get Involved

All public, private and volunteer organizations in Clark County are invited to join the Clark County Health Improvement Project. For more information on meetings and improvement strategies, please contact Olivia Whitman, Community Health Development Coordinator at oliviad.whitman@ky.gov or call 859-744-1488 ext. 1114.

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Web site: www.clarkhealthdept.org
Facebook: www.facebook.com/pages/Clark-County-Health-Department
Twitter: @CCHealthDept

Mobilizing for Action through Planning and Partnerships
National Association of County and City Health Officials
www.naccho.org/topics/infrastructure/mapp

National Public Health Performance Standards Program
Centers for Disease Control and Prevention
www.cdc.gov/od/ocphp/nphpsp

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