

Community Health Improvement Plan - 2024

SECTION I.

COUNTY/DISTRICT HEALTH DEPARTMENT: Cleveland County Health Department

CHA/CHNA YEAR: 2023

PRIORITY: Drug Overdose Deaths – pages 47 - 53 in 2023 Community Health Assessment

HNC 2030 ALIGNMENT INDICATOR(S): Drug overdose deaths in North Carolina per 100,000 population, age-adjusted

SCORECARD URL (optional):

SECTION II	
<p>Step 1: What quality of life conditions do you want for the children, adults, and families in your community?</p>	<p>Our mission is to foster a healthier, safer Cleveland County by addressing substance use and its impact through empowerment, education, support, and advocacy.</p>
<p>Step 2: What does it look like when you achieve this result?</p>	<p>Our vision is a healthy community where all residents live free from the harmful effects of substance use</p>
<p>Step 3: How can you measure these quality of life conditions?</p>	<p>Reductions in the number of emergency department visits due to drug overdoses and reductions in the number of deaths due to drug overdoses</p>
<p>Step 4: How are you doing on the most important measures of this (these) condition(s) in our community?</p>	<p>The 2018-2022 five-year average of death due to opioid drug overdoses for Cleveland County was 15.5 per 100,000 population according to data from the North Carolina Data Portal sourced from the centers for Disease Control and Prevention. In 2022 Cleveland County suffered 36 deaths from drug overdoses for a rate of 41.3 per 100,000 population compared to North Carolina's rate of 42.1 per 100,000 population according to data from the 2023 County Health Data Book produced by the North Carolina State Center for Health Statistics. The Data Book includes deaths from drug overdoses in the other unintentional injuries categories defining leading causes of death. For Cleveland County this category ranked 7th in leading causes of deaths in the county and ranked 6th as a leading cause of death in the 40-64 years age group.</p>
<p>Step 5: Who are the partners that have a role to play in doing better?</p>	<p>Cleveland County Health Department, Drug Free Cleveland County Coalition, Cleveland County Schools, Cleveland Community College, Gardner-Webb University, Law Enforcement agencies, Behavioral Health Providers, First Responders, Integrated</p>

Healthcare of Greater Hickory, community organizations (NGOs and HHS agencies), faith communities, individual residents of the county, individuals in recovery

Comprehensive messaging campaign about opioid use – social media, billboards, print media, electronic media; community events highlighting information about opioid use; enhanced messaging about proper disposal of unused/out of date medications; outreach to community organizations to engage in educational opportunities; Drug Free Cleveland County coalition expansion to increase membership and penetration into all communities in Cleveland County

Step 6: What works to do better, including no cost and low-cost ideas?

Step 7: What do you propose to do? In the section that follows, list and describe each strategy/intervention/action you plan to take.

#	Strategy/Intervention/Action Name & Brief Description [this block expands]	Responsible Partners [this block expands]	Performance Measures: How much will you do? [this block expands]	Performance Measures: How well will you do it? [this block expands]	Performance Measures: Is anybody better off? [this block expands]	Level(s) of Intervention: • Individual • Organization • Agency • Institution • Policy
1	Drug Free Cleveland County Coalition	CCHD Pharmacies Law Enforcement Cleveland County Schools Cleveland Community College Gardner-Webb University NGOs/HHS agencies Behavioral Health providers Faith communities	# of new members recruited to coalition (individual and agencies) # coalition meetings held annually # coalition work groups established # of community education events held	% of members attending coalition meetings % of members participating in work groups % of members participating in community events	% of increase in knowledge gained % of members who attend at least 60% of meetings annually % of agency members committed to long term participation (5 yrs or more)	Individual Organization Agency Policy

<p>2</p>	<p>Too Good for Drugs – substance use prevention curriculum designed for 7th grade students</p>	<p>CCHD Cleveland County Schools</p>	<p># of schools served with the curriculum # students participating in the curriculum # of sessions taught at each school</p>	<p>% of students attending 80% or more of curriculum sessions % of students completing a post-test for the curriculum % of students indicating program was helpful on post-test % of schools continuing to use the curriculum</p>	<p>% of students indicating a decrease in 30 day use of substances % of students indicating perceived risk of harm due to use of prescription meds % of students indicating disapproval of peer use of drugs</p>	<p>Individual Organization Agency Policy</p>
<p>3</p>	<p>Recovery Support - Community Navigator to link individuals to recovery support services</p>	<p>CCHD Integrated Care of Greater Hickory – contract provider</p>	<p># of contacts made in the community # of unique contacts seeking recovery support services # of referrals to recovery support services # units of naloxone distributed # referrals to primary care</p>	<p>% of participants who complete the ICGH intake process % of participants who follow through referrals to recovery support services</p>	<p>% reduction in reported overdoses % decrease in number of ED visits due to overdoses % decrease in number of overdose deaths</p>	<p>Individual Organization Agency Policy</p>
<p>4</p>	<p>Naloxone Distribution</p>	<p>CCHD Law Enforcement First Responders Community Organizations Hospital ED</p>	<p># of units naloxone distributed to law enforcement # units of naloxone distributed to first responders # units of naloxone distributed to community organizations # units of naloxone distributed to hospital Eds</p>	<p>% of distributed units used by law enforcement % of distributed units used by first responders % of distributed units used by community organizations % of distributed units used by hospital Eds</p>	<p>% decrease in number of ED visits due to overdoses % decrease in number of overdose deaths</p>	<p>Individual Organization Agency Policy</p>

<p>5</p> <p>PORT – Post Overdose Response Team – staffed by community paramedics</p>	<p>CCHD Cleveland County EMS ICGH Bridge to Care Program</p>	<p># of individuals contacted through program # of unique patients served by the program</p>	<p>% of patients connected to services % of patients started on medication assisted treatment</p>	<p>% of patients who complete treatment % decrease in number of ED visits due to overdoses % decrease in number of overdose deaths</p>	<p>Individual Organization Agency Policy</p>
<p>6</p> <p>Lock Your Meds</p>	<p>CCHD Drug Free Cleveland County Coalition Law Enforcement Community organizations Local media</p>	<p># of people reached through comprehensive messaging campaign (billboards, social media posts, flyers and handouts, etc.) # medication take back boxes located in the county # medication take back events held in the county # of medication lock boxes distributed in the county # of home medication disposal kits distributed in the county</p>	<p>Reported volume of medication collected (pounds or doses) % of individuals reporting proper disposal of medications through take back events, medication take back boxes or home medication disposal kits through a community survey</p>	<p>% decrease in number of ED visits due to overdoses % decrease in number of overdose deaths</p>	<p>Individual Organization Agency Policy</p>

SECTION III

Date of initial plan: October 2024

How/where is this plan shared publicly? Presented to the Drug Free Cleveland County Coalition November 2024; presented to the Public Health Board for Cleveland County December 2024; presented to the Cleveland County Board of Commissioners December 2024; posted on the Cleveland County Health Department web site December 2024

Who is responsible for updating this plan? (name/email/telephone) Anne Short, CCHD Community Health Services Director, 980-484-5112, anne.short@clevelandcountync.gov

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References:

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