

Community Health Improvement Plan - 2024

SECTION I.

COUNTY/DISTRICT HEALTH DEPARTMENT: Cleveland County Health Department

CHA/CHNA YEAR: 2024

PRIORITY: Teen Births – pages 64 - 66, in 2023 Community Health Assessment

HNC 2030 ALIGNMENT INDICATOR(S): Number of births to girls aged 15-19 per 1,000 population

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>Youth in Cleveland County choose to postpone sexual activity and parenthood until they are physically, emotionally, socially and economically mature enough to understand the responsibilities of having a family. Communities in the county support healthy choices for family planning and have equitable access to high quality, affordable reproductive health services.</p>
<p>Step 2: What does it look like when you achieve this result?</p>	<p>There is a reduction in both the teen pregnancy and teen birth rates in the county leading to a stronger family support structure for all residents of the county.</p>
<p>Step 3: How can you measure these quality of life conditions?</p>	<p>Changes in the rates of teen pregnancy among girls aged 15-19, changes in the rates of teen births to girls aged 15-19</p>
<p>Step 4: How are you doing on the most important measures of this (these) condition(s) in our community?</p>	<p>Teen pregnancy rate in 2018 was 34.5 per 1000 girls aged 15-19 years; teen birth rate in 2018 was 30.4 per 1000 girls aged 15-19 years; teen pregnancy rate in 2022 was 25.0 per 1,000 girls aged 15-19; teen birth rate was 22.0 per 1,000 females ages 15-19 – all data from the NC State Center for Health Statistics</p>
<p>Step 5: Who are the partners that have a role to play in doing better?</p>	<p>Cleveland County Health Department especially school-based health centers, health education; Cleveland County Schools; Teen Pregnancy Prevention Coalition, health and human service agencies; Strong Teens Youth Council; Youth and families</p>
<p>Step 6: What works to do better, including no cost and low-cost ideas?</p>	<p>Comprehensive messaging campaign to prevent, reduce, delay choice to engage in sexual activity targeted to youth ages 15-19 and young adults ages 20-25; enhanced messaging around availability of services in the county; outreach to faith communities offering medically accurate reproductive health and safety education components to youth and young adults</p>

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	Responsible Partners	Performance Measures:	Performance Measures	Performance Measures	Level(s) of Intervention:
1	<p>Maintain/enhance medically-accurate, culturally appropriate comprehensive reproductive health and safety educational programming delivered through health and physical education classes in Cleveland County Schools (Strong Teens Life Skills based on <u>3Rs: Rights, Respect, Responsibility</u>)</p>	<p>CCHD health educators certified in curriculum CCHD clinical staff as needed CCS administrators CCS health and physical education teachers Nc Teen Pregnancy Prevention Initiative staff Teen Pregnancy Prevention Coalition members</p>	<p># schools served # students enrolled in classes Total # of sessions delivered at each participating site # Pre- and post-tests complete by participants and entered into EZTPII data base for evaluation purposes</p>	<p># students who reach threshold (75% of classes attended) % of students completing both pre- and post-tests % students completing satisfaction survey % of students surveyed who report being abstinent at pre- and post-test # schools maintaining use of reproductive health classes</p>	<p>Is anybody better off? [this block expands]</p>	<p>Individual Organization Agency Policy</p>
2	<p>Identify/engage in opportunities to deliver reproductive health and safety education to youth and young adults in traditional and non-traditional settings in Cleveland County</p>	<p>CCHD health educators CCHD clinical staff as needed Nc Teen Pregnancy Prevention Initiative staff Teen Pregnancy Prevention Coalition members</p>	<p># sites identified # sites served with programming Average number of sessions provided at each site # youth and young adults participating in education, including evaluation</p>	<p>% youth and young adults who complete specified number of sessions at each site # sites issuing invitations for repeat programming % increase in youth and young adults who report being abstinent</p>	<p>% youth/young adults indicating increase in knowledge supporting prevention of pregnancy and/or STIs % youth/young adults reporting increase in attitudes and beliefs supporting the delay of sexual activity for prevention of pregnancy and/or STIs</p>	<p>Individual Organization Agency Policy</p>

	Health and human service agencies			% youth/young adults indicating increase in attitudes and beliefs supporting condom use for prevention of pregnancy and/or STIs		
3	Maintain/enhance the work of the Teen Pregnancy Prevention Coalition to address multiple issues associated with teen pregnancy and teen births	CCHD health education staff Teen Pregnancy Prevention Coalition members NC Teen Pregnancy Prevention Initiative staff Community volunteers	# members recruited for TPPC # TPPC meetings held each year # TPPC special events sponsored annually # TPPC work groups established to address specific issues related to pregnancy prevention and teen births	% members who actively attend TPPC meetings % members who engage in TPPC-sponsored special events % TPPC members who engage in work groups to support specific issues and strategies	% of members who actively serve on TPPC for multiple years % of members who contribute time and funds to support TPPC special events % of work groups results on specific issues related to pregnancy prevention and teen births	Individual Organization Agency Policy
4	Design and deliver community messaging campaign regarding issues around teen pregnancy and teen births	CCHD staff, especially health education Public Health Board of Cleveland County Teen Pregnancy Prevention Coalition Strong Teens Youth Council Print and social media outlets CC Schools Health and human service agencies	# issues identified for inclusion in campaign # messages developed for each specific issue # delivery streams identified and utilized	% messages perceived as positive measured by consumer satisfaction surveys % outlets willing to participate in community messaging campaign	% reduction in teen pregnancy rate % reduction in teen birth rate	Individual Organization Agency Policy


SECTION III

Date of initial plan: October 2024


How/where is this plan shared publicly? Presented to the Teen Pregnancy Prevention Coalition November 2024; presented to Public Health Board of Cleveland County December 2024 ; Cleveland County Board of Commissioners December 2024; posted on Cleveland County Health Department website 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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