

We invite you to become a member of *Healthy Carolinians of Orange County (HCOC)*. HCOC is a network of agencies and citizens partnering to promote health and wellness with the overall goal to reduce health disparities. Currently we have three subcommittees addressing identified health needs from the 2011 Community Health Assessment. Our 2013-2014 Priority Plans include: (1) Access to Health Care with a focus on cultural competency/acceptability of services and transportation; (2) Chronic Disease Prevention/Health Promotion with a focus on worksite wellness; and (3) Mental Health and Substance Abuse with a focus on prescription drug misuse/abuse, Controlled Substances Reporting System (CSRS) enrollment, and establishing mental health support groups. Membership is free and open to anyone who lives or works in Orange County. You can volunteer in the following ways:

- Members may commit to serve on a standing committee and attend approximately 1 meeting per month.
- Members may commit to serve as a resource person and contribute their expertise when needed.

Between 2012 and 2013, HCOC has grown in membership by over 50 individuals (from approximately 125 participants to approximately 180 participants).

HCOC underwent leadership change in 2013 among the Council and subcommittees. We would like to thank and give our full support to former HCOC Coordinator Nidhi Sachdeva, who served from 2009—2013, and welcome incoming HCOC Coordinator Ashley Mercer, who came on board in May. We are also happy to welcome Orange County Board of Health member, Liska Lackey, as Council co-chair for the 2013-2014 year, along with Mental Health & Substance Abuse co-chair, Patrick Jeffs.

Interested individuals who wish to become apart of this growing community partnership should contact [Ashley Mercer](mailto:Ashley.Mercer@orangecountync.gov) at 919-245-2440. Don't forget to visit our HCOC website at [www.orangecountync.gov/healthycarolinians](http://www.orangecountync.gov/healthycarolinians).

#### **2013-2014 HCOC Officers:**

**Coordinator:** Ashley Mercer

**HCOC Council Chair:** Dana Hughes

**HCOC Council Vice Chair:** Liska Lackey

**HCOC Council Secretary:** Suzanne Deobald

#### **Subcommittees:**

**Access to Care Chair:** Donna King

**Access to Care Vice Chair:** *Vacant*

**Health Promotion Chair:** Ashley Mercer

**Health Promotion Vice Chair:** *Vacant*

**MH&SA Chair:** Janaki Nicastro

**MH&SA Vice Chair:** Patrick Jeffs



# 2013 HCOC Newsletter



## Highlight of Events

- **Annual Meeting:** HCOC's annual meeting was held September 27th. Dr. Adam Zolotor, Vice President with NC Institute of Medicine, presented on the Affordable Care Act. Over 60 participants were present.
- **Drug Drop Boxes:** HCOC worked closely with law enforcement, Coalition for Alcohol & Drug Free Teenagers, and Orange Partnership for Alcohol & Drug Free Youth to purchase and install drug drop boxes within the police departments in Chapel Hill, Carrboro and Hillsborough. Chapel Hill/Carrboro hosted a joint ribbon cutting on March 22nd, and Hillsborough's ceremony was held August 16th.
- **Farmer's Markets kit distribution:** HCOC collaborated with CTG and OCHD, in May, to provide 6 Farmer's Markets with enhancement kits to allow for on-site cooking demonstrations.
- **CSRS training:** HCOC, Pfizer, Project Lazarus, Governor's Institute and Access Care offered "Pain Narrative for Primary Care" featuring Dr. James Finch, on November 7th at the UNC Friday Center. 29 participants were present, 9 were providers and 2 registered for the CSRS.
- **PLAY:** HCOC continues to partner with Orange County Schools and UNC Sports Club to offer PLAY (Preparing Lifelong Active Youth). In September, PLAY began its 4th year with over 3,000 students from OCS Middle School After School Program and over 25 sports and activities offered through UNC, with the participation of nearly 600 college students.
- **"Of Two Minds":** HCOC co-sponsored and financially contributed \$250 to the screening of "Of Two Minds", held March 27th. This award-winning documentary explored the lives of Americans living with bipolar disorder. Personal stories of traumatic events, discrimination and the effects of social stigma were shared.
- **Community Outreach:** This year HCOC participated in: Healthy Kids Day (April 27th), Town of Chapel Hill Health Fair (June 14th), Triangle SportsPlex Community Day (August 24th) and Last Fridays (August 30th).

## HCOC Goals in Progress (2013-2015)

### **Access to Health Care**

**Cultural Competency/Acceptability of Services:** work to increase perceived acceptability of services and improve customer service across major health care providers in Orange County; and increase the number of repeat/returning clients accessing regular care.

**Transportation:** work to create alternative transportation options from poorly served areas to health appointments; potentially expand and improve use of existing transportation systems; and help transportation better fit the needs of customers accessing health care.

### **Health Promotion**

**Worksite Wellness:** work to establish 5

worksite wellness programs in Orange County that promote healthy living and improve quality of life, healthy eating and physical activity among employees; increase employee satisfaction among participating organizations; and increase levels of physical activity and improved eating among employees.

### **Mental Health & Substance Abuse**

**Prescription Drug Misuse and Abuse:** work to decrease misuse, abuse and overdose of prescription drug use; and educate and increase the safe and proper disposal of medications, as indicated by volume of drugs at police department drug drop-off stations.

### **Mental Health Support Groups:**

establish 3 support groups to decrease Poor Mental Health Days and stress levels among support group participants; and improve coping skills and efficacy among program participants against feelings of helplessness, anxiety, depression and other stress-related mental health problems.

**Controlled Substances Reporting System (CSRS) :** encourage providers and practitioners to register for and utilize the statewide controlled substances reporting system to help identify and reduce the number of patients misusing controlled substances within Orange County.

# Drug Drop Boxes



Prescription drug abuse/misuse has been a contributing factor to an increase in unintentional deaths in Orange County. The Mental Health and Substance Abuse (MH&SA) subcommittee, with the help of law enforcement, Orange Partnership for Alcohol and Drug Free Youth, Coalition for Alcohol &

Drug Free Teenagers, DEA, and Safe Kids were instrumental in the installation of **three drug drop boxes**, located in the lobbies of our **three police departments**. The boxes allow for consumers to easily and safely dispose of expired/unwanted prescription or over-the-counter medications. Since the installation of the drug drop boxes, in early spring/summer, there has been a total of **511.5 pounds** of unused/unwanted medications collected among the three

locations. There have been **four drug take back events** held throughout the county in 2013. The MH&SA committee developed and printed **drug drop box cards** that have been and will continue to be distributed throughout the county to various agencies and outlets. If you or your organization would like copies, visit our website at [www.orangecountync.gov/healthycarolinians](http://www.orangecountync.gov/healthycarolinians).

# Project Lazarus



The MH&SA committee applied for and was **awarded \$7,500** through the Project Lazarus Community Coalition Grants Program for NC, to continue current efforts towards preventing prescription drug misuse/abuse. Funding will assist OC Health Dept. to allow for the purchase and

**distribution of Naloxone**, also known as Narcan, beginning December 2013. Naloxone quickly and effectively reverses overdose caused by opioid medications such as prescription painkillers Oxycontin and Hydrocodone, if given in time. In September, three committee members attended the 2013-2014 **Injury-Free NC Academy**: "Building Capacity for Injury and Violence Prevention". The academy's intent is

to build skills to understand the epidemiology of prescription drug poisoning and prevent prescription drug overdose through evidence-based approaches. All the skills together will assist with implementation and exploration of the "Spokes" from Project Lazarus' Wheel Model to promote and encourage the message that prescription drugs must be "taken correctly, stored securely, disposed of properly and never shared".

# Eat Smart Move More Orange County

Between the **6 months** of October 2012—March 2013, 20 partner organizations in OC participated in the Eat Smart Move More (**ESMM**) **consistent messaging campaign** to promote key ESMM health messages such as; choose to move more everyday, tame the tube and get moving, prepare more meals at home, re-think your drink, enjoy more fruits and veggies, and right size your portions. Messages were delivered through monthly newspaper articles, local radio spots, announcements at meetings, email signatures, websites and bulletin board displays. Messages are free and available for use at [www.eatsmartmovemorenc.com](http://www.eatsmartmovemorenc.com)



# Healthy Classroom Challenge/Healthy Kids Day

In Spring 2013, **eight schools and preschools** participated in the Healthy Classroom Challenge (HCC). **Over 6 weeks**, children and teachers engaged in lessons and activities promoting healthy eating and physical activity. The lessons were based upon the ESMM consistent messaging campaign and **reached 127 children**. The HCC concluded in the annual Healthy Kids Day (HKD) community event that was held in April. Approximately 30 of the HCC preschool children performed a prepared healthy message song or skit. HKD provided over a dozen interactive exhibits, suitable for every age, to approximately **400 attendees**. The Chapel Hill YMCA, the Orange County Partnership for Young Children, HCOC and OCHD helped organize and promote this event.

# Orange Partnership for Alcohol and Drug Free Youth



The Orange Partnership (OP) works to reduce underage drinking and prescription drug abuse. OP recently completed year 2 of the 5 year **\$625,000** Drug Free Communities grant, as well as **received funding** from the NC Preventing Underage Drinking Initiative and the Orange County ABC Board.

## Law Enforcement and Safe Stores

OP works extensively with Hillsborough Police Department's Alcohol Law Enforcement Response Team (ALERT) to **enforce underage drinking laws**. Over the past year, **34 employees** from

**7 different stores** were trained in responsible alcohol sales. ALERT conducted **6 compliance checks** and issued **16 citations** in the Hillsborough area in 2013. Rates of compliance have **increased from 58%** in December 2011 to **87.5%** in June 2013.

## Safe Homes Network

The Safe Homes Network (adults who pledge not to provide alcohol to underage youth) **received over 75 pledges** in 2013. Together with NC Mothers Against Drunk Driving, **Red Ribbon Week** was sponsored in October, with the theme "Do Something". Businesses, schools, faith communities, youth and parents came together to raise

## Youth Advocacy

awareness and educate how community members can help keep youth alcohol and drug free. Support from Hillsborough's Mayor Tom Stevens was expressed during the **Mayoral Proclamation** which was held on October 14th.

ADAPT (Alcohol and Drug Abuse Prevention Team) clubs are active at both Orange and Cedar Ridge High Schools, with **over 30 members**. ADAPT students are trained and involved in activities such as; Status Update (a social norms campaign), Prom Promise, Red Ribbon Week, and a Sticker Shock Campaign.



# HCOC collaborates with the Board of Health

HCOC and the Orange County BOH often partner on similar focus areas due to the results of the 2011 Community Health Assessment. A focus area of the BOH strategic plan involves passing a **health literacy policy** for OCHD that will include a cross-discipline team who will implement the "Health Literacy Universal Precautions Toolkit". HCOC's Access to Care committee will work closely with the BOH to help disseminate lessons

learned as a model for OC organizations. In August, Access to Care members were instrumental in the planning process with OCHD, OC departments, school systems and organizations to enroll OC residents in the **Health Insurance Marketplace**. Other organizations providing application assistance include OC Department of Social Services, Planned Parenthood, OC Department on Aging, and Piedmont Health Services. For more information, visit

[www.orangecountync.gov/health/aca.asp](http://www.orangecountync.gov/health/aca.asp). **Funding awarded** through HCOC will allow for the purchase, education and distribution of Naloxone, by way of the OC Health Dept. OCHD will be the **first NC health department** to issue a standing order for an **opioid screening and distribution program**. Naloxone quickly and effectively reverses an overdose and prevents death, if given in time.