

2014 Highlights

- **PLAY:** This was PLAY's fourth and final year of implementation. The End-of-Year celebration was held on Thursday April 24th at Gravelly Hill Middle School.
- **2014 Take Back Events:** Saturday March 22nd in Chapel Hill; Wednesday March 19th in Chapel Hill; Thursday September 25th in Carrboro; Saturday October 25th in Hillsborough
- **2014 Outreach/Presentations:** Orange County Expo held on April 4th at University Mall in Chapel Hill; NC SOPHE Midyear Meeting held on April 11th in Brown Summit, NC; Orange County Health Department Medical Provider Breakfast held on April 30th in

- Chapel Hill; Partnership Academy's student health fair held on May 16th in Hillsborough; Smoking Response Teams held randomly throughout 2014; 10th Annual Aging in Stride 5K held on November 1st in Chapel Hill; Rx Drug Abuse Community Film Screenings held on January 28th in Chapel Hill and January 29th in Hillsborough.
- **2014 Trainings:** Frameworks Training held on January 27th in Chapel Hill; Opioid Overdose Teleconference held on February 10th; Farmer's Market Training held on February 25th in Elon; Injury Free Academy (part 2) held all day April 7th and April 8th in Chapel Hill; Suicide Prevention Webinar held on April 23rd; Overdose

Prevention Webinar held on May 13th; Increasing Healthy Eating and Physical Activity Webinar held on May 13th; Community Transformation Grant Action Institute held May 20th through May 22nd in Durham; MAP 21 Workshop held on June 12th in Carrboro; Working with Interpreters held on August 22nd in Hillsborough; Health Literacy Training for Providers held on August 27th in Chapel Hill; Injury Free NC Overdose Summit held on July 14th in Raleigh; Public Health Law Webinar held on September 24th; and Evidence-Based Strategies for Public Health Practice Workshop held all day October 28th and October 29th in Morrisville.

Anyone who works or lives in Orange County qualifies 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. We currently have three subcommittees (priority areas) addressing the health needs identified from the 2011 Community Health Assessment. The 2012-2015 priority issues are: **(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 volunteers may commit to:

- Serve on a standing committee and attend approximately 1 meeting per month.
- Serve as a resource and contribute their expertise when needed.

Between 2013 and 2014, HCOC maintained a steady membership of approximately **125 individuals representing over 80 agencies and organizations**. HCOC's leadership continues to evolve with individuals who are passionate and dedicated to serving Orange County. **We are appreciative of** Dana Hughes, Council Chair, Patrick Jeffs, MH&SA co-chair, and Mark Dorosin, BOCC representative for their service for the 2013-2014 year. **We acknowledge** Liska Lackey, Council Chair, Spencer Lindgren, MH&SA co-chair, Latonya Brown, Health Promotion co-chair, Beverly Shuford, Access to Care co-chair, and Bernadette Pelissier, BOCC representative for their eagerness to serve in the 2014-2015 year.

Individuals who wish to become a part of this dynamic partnership should visit us on the web at www.orangecountync.gov/healthycarolinians

2014-2015 HCOC Officers:

Coordinator: Ashley Mercer
Council Chair: Liska Lackey
Council Vice Chair: *Vacant*
Council Secretary: Suzanne Deobald

Subcommittees:

Access to Care Chair: Donna King
Access to Care Vice Chair: Beverly Shuford
Health Promotion Chair: Ashley Mercer
Health Promotion Vice Chair: Latonya Brown
MH&SA Chair: Janaki Nicastro
MH&SA Vice Chair: Spencer Lindgren



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2014 HCOC Annual Newsletter

2014 Healthy Carolinians Annual Meeting

On September 26, 2014 HCOC held its Annual Meeting. Ashley Mercer, Coordinator for HCOC opened the meeting by welcoming all members and guests. Ashley soon introduced the Chair of HCOC, Liska Lackey, who facilitated the meeting, explained the history of HCOC, its mission, goals, objectives, and current committee's (focus areas).

Liska introduced Dr. Colleen Bridger, Orange County Health Director, who provided an update on the poverty issues that are being experienced in the US, in NC, and in Orange County. Dr. Bridger summarized why Orange County is looking at replicating the **Harlem Children's Zone (HCZ)** and the anticipated hopeful benefits, which was an overview to the more detailed Keynote presentation.

Guest Speaker, **Dr. Betina Jean-Louis**, Director of Evaluation with

HCZ shared valuable information regarding HCZ, the millions of children who live in poverty in the US, how location matters when it comes to poverty and its effects, the annual cost of a HCZ participant compared to someone who resides in prison (\$5K vs. \$30–\$52K), and shared some of the successes and challenges that HCZ encounters.

The Annual Meeting introduced the new "**Family Success Alliance**", an initiative modeled after HCZ, which is working to



Keynote Speaker: Dr. Betina Jean-Louis, Director of Evaluation with the Harlem Children's Zone.

understand which communities in Orange County face the biggest obstacles when it comes to families meeting **basic living standards** like medical care, food, and housing.

We are very appreciative to Dr. Jean-Louis, HCOC members, and guests who made this year's Annual Meeting a success.

HCOC is connected with other Coalitions/Partnerships

HCOC is not the only coalition in Orange County with goals and plans to address community health issues. Not only does HCOC have over 125 members from 80 partner agencies, but HCOC is a **dedicated partner/member** to a number of coalitions/organizations such as, but not limited to:

- Orange County Health Department
- Chapel Hill—Carrboro Chamber of Commerce
- Orange Partnership for Alcohol and Drug Free Youth (OPADFY)
- Coalition for Alcohol and Drug Free Teens of Chapel Hill & Carrboro
- Darkness to Light
- Orange County Community Partners Council
- Safe Routes to School
- Drug and Alcohol Awareness Taskforce (DAATF)
- North Carolina Society of Public Health Educators (NC SOPHE)
- 2014 NC Suicide Prevention Plan Workgroup

HCOC Collaborates with the Board of Health

Healthy Carolinians Coordinator, Ashley Mercer and Public Health Program Manager, Meredith Stewart presented at the **2014 NC SOPHE** (Society of Public Health Education) **Midyear Meeting** on “Comprehensive Substance Abuse Prevention in North Carolina: Combining Policy and Programmatic Approaches.”

Like counties across the state, Orange County has had a **growing problem with opioid abuse** and subsequent overdoses. In 2009-2012, Orange County Health Department (OCHD) recorded an average of **10 opioid overdose deaths per year**. That’s compared

to a decade ago when there were about six deaths per year.

In partnership with HCOC, OCHD has taken a community approach to overdose prevention **by increasing community access to Naloxone**, a medication that can reverse an overdose caused by opioid medications and heroin if given in time.

Following a change in state law in 2013, Orange County implemented the **first health department naloxone distribution program** in the state to get naloxone to people at risk of opioid overdose, as well as the friends and family members of those at risk.

In addition, OCHD worked with emergency services to **train and equip law enforcement officers** with naloxone. This allows law enforcement, who are often first on the scene, to administer naloxone during a suspected overdose before emergency services arrives. Even minutes like this matter during an overdose when the person may not be breathing. In January 2015, the **Carrboro Police Department** became the first law enforcement agency in NC to use naloxone to successfully reverse an overdose.



Drug Drop Boxes Celebrate One Year Anniversary

“In Orange County, prescription pain medication, specifically opioids, cause about 10 unintentional poisoning deaths every year”.

2014 marked **one year** since three drug drop boxes were installed within the lobbies of our police stations. Over the past year, the drop boxes have collected close to **1,500 pounds** (combined). The Chapel Hill Police Department drop box, which is the most frequently used, reports emptying the box every other week.

Although education takes

place around the drug drop boxes and more residents are becoming aware of their existence, we can’t stop there. HCOC and other community coalitions will continue to educate that the drug drop boxes **DO NOT** accept: needles/syringes, thermometers, IV bags, bloody or infectious waste, hydrogen peroxide, empty containers, or personal care products.

They **DO** accept: expired and unused medications, over-the-counter meds, medication samples, pet meds, medicated ointments and lotions, and liquid meds.

To obtain drug drop box informational cards, contact the [HCOC Coordinator](#).



Health Literacy in Orange County



On August 27, 2014, Healthy Carolinians’ Access to Care subcommittee hosted a **Health Literacy training**, its first event since development in 2012.

The Access to Care subcommittee, chaired by Donna King and Beverly

Shuford, took lead to invite and educate providers on the importance of being health literate when it comes to servicing patients.

UNC Healthcare employees Deborah Ballard and Jill Hill trained **forty-six participants** in the areas of plain language, readability level when it comes to creating and using materials, and the Teach Back Method.

Feedback from the event was gathered and results showed that **62% of participants** are interested in future trainings and multiple participants suggested having a health literacy training geared towards consumers and how they can get the most out of their medical visits, as well as feedback on how to incorporate what was learned in multiple agencies and organizations.

Community Health Assessment Process

2015 marks the year to update Orange County’s **Community Health Assessment (CHA)**. The last county assessment was completed in 2011, and the NC Department of Health and Human Services requires Orange County Health Department to conduct a health assessment **every four years**. The CHA is a report or presentation about the **health of the community** and the community’s capacity to improve the lives of residents. HCOC works closely with OCHD to involve the community in every phase of the assessment process including planning, data collection, evaluation, identifying health issues and community strengths, and developing strategies to address the identified

problems.

This year long process will be composed of a Leadership Team and three subcommittee’s.

1) Communication—responsible for media engagement, announcements to the community, and keeping the community in the loop of the CHA process and all of its happenings. **2) Community Engagement**—responsible for ensuring that all populations and residents are reached and represented throughout the CHA process, and **3) Data**—responsible for the data collection design, visuals, and the framework for both data collection and analysis.

This process and all involved will

produce a document intended to be of use to community members and service providers alike, for all are working towards the common goal of **making Orange County a healthy place to live, work, play and pray**.

If you are interested in being a part of the 2015 CHA process, or its subcommittees, contact the [HCOC Coordinator](#).



HCOC advertises with Chapel Hill Transit

As a promotional effort to bring awareness to the drug drop boxes, HCOC used **awarded funding** to design and educate by way of the Chapel Hill Transit System.

The purchase of 200 11 x 20 sized **“Take em to the box”** posters were

displayed inside all **98 of the transit buses** and ran for 6 months. The remaining 102 posters were **distributed to committee members** to share and advertise within their agencies and organizations.

The purchase of four 144 x 20 King sized posters were

wrapped on the outside of four local transit buses and ran for three months.

In addition to the advertising with the Chapel Hill Transit, the same tagline was used to print 500 window clings/stickers, and an half-page ad in Everything Orange.



On the Horizon

Suicide Prevention: Over the past 5 years, Orange County had an average of **17 suicide deaths/year** (up from 13 suicides/year from 2003 to 2007). The average 17 suicide deaths/year is **more than all transportation accidents** involving cars, pedestrians and bicyclists. To say the least, Orange County residents feel that suicide is an issue.

Ashley Mercer, Coordinator, and Shade Shakur, committee member, were a part of the 2015 NC Suicide

Prevention Plan Working Group to help develop a consistent statewide suicide prevention plan. Among the chosen four strategic directions to address 13 goals, the MH&SA subcommittee agreed to focus future attention on 3 of the 13 goals. You may view the final 2015 NC Suicide Prevention Plan [here](#).

Worksite Wellness: The health promotion subcommittee is developing a toolkit to assist small businesses, with 50 employees or less,

in implementing a **worksite wellness component among their employees**. The subcommittee patterned behind the Eat Smart Move More *WorkWell NC* toolkit and tailored information to be specific to Orange County resources. The Chapel Hill Carrboro YMCA will serve as the pilot site to implement one or more components to better the health of their employees.