

Curry County Wellness Council
Community Health Improvement Plan
FY 2010 – FY 2014
Community Health Annual Plan
FY'10



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FY 2010 – FY 2014

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I. Executive Summary

The Curry County Wellness Council (CCWC) was founded March 19, 1998 when the Clovis Interagency Council, at the urging of the Public Health Promotion Nurse, made the decision to form a separate coalition. In June 1998 the Curry County Commissioners recognized the Council and the Council's purpose as advising and assisting the Board of Commissioners in the review of health care laws and policies, and to assist with comprehensive health planning and coordination for the community. The *Mission* of the Curry County Wellness Council is to strengthen the network of partnerships that provides seamless coordination of comprehensive resources promoting community wellness. The *Vision* of the Curry County Wellness Council is to be an organization that facilitates holistic wellness by assessing and addressing the concerns of the community.

The Community Health Improvement Plan is a four-year strategic plan for improving selected priorities for the health and well being of Curry County. Information from the 2009 Community Health Profile used to develop the Community Health Improvement Plan.

The 2009 Community Health Profile provides a comprehensive assessment of factors affecting health and wellness in Curry County. The Community Health Profile includes indicators of socio-demographic characteristics, health status, quality of life, health risk and health resources that can inform priorities and interpretation of data on specific health issues. The purpose of the Community Health Profile is to serve as a resource for community members, health and social service organizations, non-profits, grant writers and other parties interested in Curry County.

The Curry County Wellness Council reviewed primary and secondary data to determine county health priorities through a selection process that considered the importance of issue, the impact of the issue on the community, resources to address the problem, the Council's readiness to work on the issue, and the relationship of the issue to the state's priorities.

II. Introduction

Purpose of the Community Health Improvement Plan

The Community Health Improvement Plan (Health Plan) is a four-year, community-wide plan that identifies health priorities and community-wide goals and objectives for addressing those priorities. The Health Plan is informed by data included in the Health Profile and by community perceptions and identified needs.

The Health Plan addresses a shared vision of what a healthy community is and includes specific measurable aims to address community health priorities. The Health Plan is a result of a process that included involvement of all Council members.

The Plan can be used by local agencies to write grants and organizations to apply for funding based on our county priorities. It is also intended for use by resource developers, planners, community health service providers and the community at large.

Brief Community Description

Clovis is located on the high plains of eastern New Mexico, 324 miles from the Santa Teresa border crossing. The city of Clovis is a retail and service hub for an area that extends approximately 75 miles north, east, and south and for more than 100 miles to the west. This trade area serves some 145,000 in four Texas counties and four New Mexico counties. Clovis was founded by the railroad in 1907 and has been steadily growing every since. Clovis's "cow town" growth was based on the cattle industry and continues to be known as the leading county in New Mexico for raising wheat. World-renowned Cannon Air Force Base was established in Clovis in 1942. On May 13, 2005, Cannon AFB was placed on the DOD BRAC list for closure. A BRAC Commission public hearing was held in an effort to get Cannon AFB off the list. On August 26, 2005, the BRAC recommended that Cannon AFB be placed in an enclave status until Dec.31, 2009. Finding a new mission for Cannon was a top priority for the Air Force. Local and public officials worked diligently to insure Cannon's assets were fully utilized. On June 20, 2006, it was announced that Cannon AFB will become the 16th Special Operations Wing.

The residents of Curry County on average have one of the highest death rates from heart disease and twice the comparative rate in teen pregnancy than the national average. Data from the Community Snapshot profile for Curry County supports the decisions the Curry County Wellness Council made regarding their priorities for the next four years.

The Planning Process

The Wellness Council met on a weekly basis starting in February and completed the process at the end of March. Secondary and primary data included information from the 2009 Health Profile, and information located on NM-IBIS. A survey was also completed at a local Health Fair asking community members to rank the importance of several priorities. The results of the survey and information from NM-IBIS were discussed at the weekly work sessions and used to develop the priorities for the next four years. The priorities were discussed using agreed upon criteria including urgency, impact on the community, ability, and willingness to address the problem, current actions and relationship to state priorities. The Priorities selected are different than the priorities from the last four years. Council members felt that reducing teen pregnancy and reducing teen substance abuse could be used more as goals for a bigger priority “Encouraging Positive Youth Development.

Individuals from several organizations participated in the development of the plan included Curry County, City of Clovis, Clovis Police Department, Clovis Fire Department, United Way, Clovis Schools, Plains Regional Medical Center, and Cannon Air Force Base.

III. Vision Statement

Curry County Wellness Council is an organization that facilitates holistic wellness by assessing and addressing the concerns of the community

Mission Statement

Curry County Wellness Council’s mission is to strengthen the network of partnerships that provides seamless coordination of comprehensive resources promoting community wellness.

The Curry County Wellness Council will follow our Vision/Mission statement by uniting community efforts and coordinating resources the following ways:

- 1) Assessing the health needs of the communities in Curry County

- 2) Engaging in community-based comprehensive health planning
- 3) Providing linkage and sharing information with and among community partners in health, such as local government, the Curry County Local Collaborative, the Curry County Health office, and the Clovis Municipal Schools
- 4) Engaging in community-based activities that promote community wellness

Definition of Health

Health in Curry County is defined not only as an absence of disease, but the presence of a wide range of conditions that support quality of life for both the larger community and the individual. This includes public safety, transportation, clean water, support services, access to education, and employment. In addition the Wellness Council recognizes that physical, emotional, economic, environmental and spiritual ingredients that contribute to the health of a community.

IV. Community Health Assessment

Summary of Health Profile and Justification for Priority Selection

Two priority areas were selected by the Curry County Wellness Council. Those are;

1. Reduce Risk Factors Related to Obesity
2. Encourage Positive Youth Development

Priority: Reduce Risk Factors Related to Obesity

Obesity is associated with an increased risk for a number of chronic diseases, including heart disease, stroke, diabetes, and some cancers (endometrial, colon, kidney, esophageal, and post-menopausal breast cancer.) Genetic or familial factors may increase the risk for being overweight or obese for some people, but anyone whose calorie intake exceeds the number of calories they burn is at risk. Physical activity and a healthy diet are both important for maintaining a healthy weight. ¹

¹ NM-IBIS

The percentage of adults who are obese in Curry County is 24.8%, the state value is 22% and the US value is 24.4%². Heart Disease deaths rank high for Curry County. According to NM-IBIS Curry County Value for Heart Disease deaths per 100,000 in Curry county is 262.3 compared to the New Mexico value of 172.4 and the US Value of 211.1. In other mortality rates such as diabetes and cancer Curry County ranks above or just below the New Mexico rate and US rate for mortality. In analyzing the data from NM-IBIS related to obesity risk factors the Wellness Council chose to focus on strategies that will reduce risk factors related to obesity such as increasing physical activity in Curry County by encouraging Curry County citizens to participate in the America on the Move program, and evaluating the infrastructures in Curry County for physical activity opportunities.

Priority: Encourage Positive Youth Development

For the last ten years the Wellness Council has worked with local organizations to bring youth activities in Curry County including a Teen Summit held every Spring or Summer. In the last two years Council members have focused moving the Teen Summit from a once a year activity to a year-round activity. From the 2008 Teen Summit, teens volunteered to participate in a group called the Teen Apex. The Teen Apex group meets every quarter to participate in scheduled events such as bowling, outdoor events, and team building activities. During the Teen Summit and the Teen Apex activities information related to the prevention of teen pregnancy and the prevention of substance abuse were distributed to the teens and their parents. In 2009 Council members approached City Manager and the Mayor of Clovis concerning the lack of sporting and non-sporting events for kids in Clovis. A forum of concerned citizens was scheduled to discuss what actions needed to be developed that would increase activities for Clovis youth. Some of the actions from this forum included putting together a job profile for a youth activities director and presenting it to the City Commissioners for approval, and putting together a summer activities guide for parents that would list all of the activities for the summer for youth to enroll in. During the priority work sessions Council members reviewed information from the Y.R.R.S. results and N.M. IBIS. Curry County had an increase in Youth Smoking Prevalence. For 2007 the County rate was 28.4% compared to the New Mexico rate of 24.2% and the US rate of 20.0%. Curry County continues to be significantly worse than the state for teen births for girls between the ages of 15-17 years of age. Curry County count/rate is 46.8 compared to the New Mexico rate of 35.5 and the US rate of 22.0. Instead of listing the Priority as decreasing teen pregnancy or teen substance abuse the Council wanted to broaden the priority and make decreasing teen pregnancy/substance abuse a goal with listed objectives.

² NM-IBIS

V. *Community Health Action Plans*

CHI PLAN: Community Action Plan Grid

Health Priority One: REDUCE RISK FACTORS RELATED TO OBESITY

| <u>Goals</u> | Objectives | Community Partners/Resources | Health Status Outcomes/Indicators |
|--|---|---|---|
| <p>Goal 1: Create an environment that provides greater opportunities for physical activity.</p> | <p>Objective 1.1 Recruit organizations to participate in the “America on the Move Program by June 30, 2014.</p> <p>Objective 1.2 Evaluate infrastructures in Curry County for physical activity opportunities by June 30, 2014.</p> <p>Objective 1.3 Evaluate evidence based safe route and trail programs by June 30, 2014.</p> | <ul style="list-style-type: none"> • United Way • Plains Regional Medical Center • Clovis Community College • Curry County • City of Clovis • Curry County School systems • Cannon Air Force Base | <ul style="list-style-type: none"> • Health Council Survey of organizations participating in the “America on the Move” program. • Resource Directory to include physical fitness resources • YRRS items related to physical activity |

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| | <p>Objective 1.4 Implement one (1) safe route program with a participating school by June 30, 2014.</p> | | |
| <p>Goal 2: Create an environment that provides greater opportunities for healthier eating.</p> | <p>Objective 2.1 Evaluate funding opportunities to provide nutritional programs for adolescents and older adults by June 30, 2014.</p> <p>Objective 2.2 Partner with local agencies to provide at least one (1) community cooking class by June 30, 2014.</p> <p>Objective 2.3 Evaluate opportunities for meal services for senior citizens and home bound residents by June 30, 2014.</p> | <ul style="list-style-type: none"> • Curry County Home Extension Office • Curry County School systems • Plains Regional Medical Center • Cannon Air Force Base • Clovis Community College | <ul style="list-style-type: none"> • YRRS items related to physical activity • Health Council survey of families |

CHI PLAN: Community Action Plan Grid

Health Priority Two: ENCOURAGE POSITIVE YOUTH DEVELOPMENT

| <u>Goals</u> | <u>Objectives</u> | <u>Community Partners/Resources</u> | <u>Health Status Outcomes/Indicators</u> |
|--|--|---|--|
| Goal 1: Evaluate local youth recreational activities | <p>Objective 1.1 Create a resource list (inventory) for all youth organizations by June 30, 2010.</p> <p>Objective 1.2 Collaborate and support youth involvement in Teen Apex and the annual Teen Summit by June 30, 2014.</p> <p>Objective 1.3 Identify gaps, services and barriers to participation in youth activities by June 30, 2014.</p> | <ul style="list-style-type: none"> • United Way • Local Teens • Curry County • City of Clovis • Curry County School systems • Cannon Air Force Base • Chamber of Commerce • ENLACE • Clovis Police Dept. • Salvation Army | <ul style="list-style-type: none"> • Completed resource list of youth organizations • Participation in the annual teen summit will be an increase of 20% from 2008 participation • Completed strategic plan for Teen Apex |
| Goal 2: Reduce risk behaviors that contribute to teen pregnancy | <p>Objective 2.1 Educate parents and teens about support programs aimed at preventing teen pregnancy by June 30, 2014.</p> <p>Objective 2.2 Advocate for continued</p> | <ul style="list-style-type: none"> • Plains Regional Medical • United Way • Curry County • Matt 25 • Cannon Air Force Base • Clovis Schools • Public Health | <ul style="list-style-type: none"> • Research completed of evidence based programs related to preventing teen pregnancy • Improved scores on appropriate risk and resiliency factors on YRRS |

| | | | |
|--|---|--|---|
| | <p>participation in the YRRS and wide distribution of the results by June 30, 2014</p> <p>Objective 2.3 Support and enhance the “Stay Teen” marketing campaign by June 30, 2014.</p> | <ul style="list-style-type: none"> • Salvation Army | |
| <p>Goal 3: Reduce risk behaviors that contribute to underage drinking and tobacco</p> | <p>Objective 3.1 Educate health providers and schools on alcohol and tobacco use of teens by June 30, 2014.</p> <p>Objective 3.2 Advocate for continued participation in the YRRS and wide distribution of the results by June 30, 2014.</p> <p>Objective 3.3 Evaluate SBIRT program (Screening, Brief Intervention, Referral, and Treatment) for possible implementation by June 30, 2014.</p> <p>Objective 3.4 Support and enhance the “Stay Teen” marketing campaign by June 30, 2014.</p> | <ul style="list-style-type: none"> • CCAT • DWI Task Force • Clovis Police • Curry Co. Sheriff • Curry County School systems • Plains Regional • La Casa Health Care | <ul style="list-style-type: none"> • Increased funding to support evidence-based education programs for schools and healthcare providers • Reduced indication of underage drinking and tobacco use on YRRS • Implementation of collaborative SBIRT screening program |

VI. *Curry County Wellness Council Annual Work Plan* (FY10)

Summary of CSAS Results

Twenty-one Council members completed the CSAS survey. Sixty-two percent of Wellness Council members that completed the survey were voting members. Fifty-five percent have been involved in the Council for one to five years. Sixty-seven percent felt that the Wellness Council membership was diversified enough to accomplish the objectives of the Wellness Council. During the priorities work-sessions Council members completed the SWOT analysis tool to complete the Annual Plan for FY'10.

SWOT Analysis Tool

Please refer to Attachment A

VII. *Health Council Annual Work Plan Planning Matrix*

- A. Community Action: Coordination & Leadership (B)**
- B. Community Assessment & Prioritization (C)**
- C. Council Development (D)**

Please refer to Attachment B, C, D

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