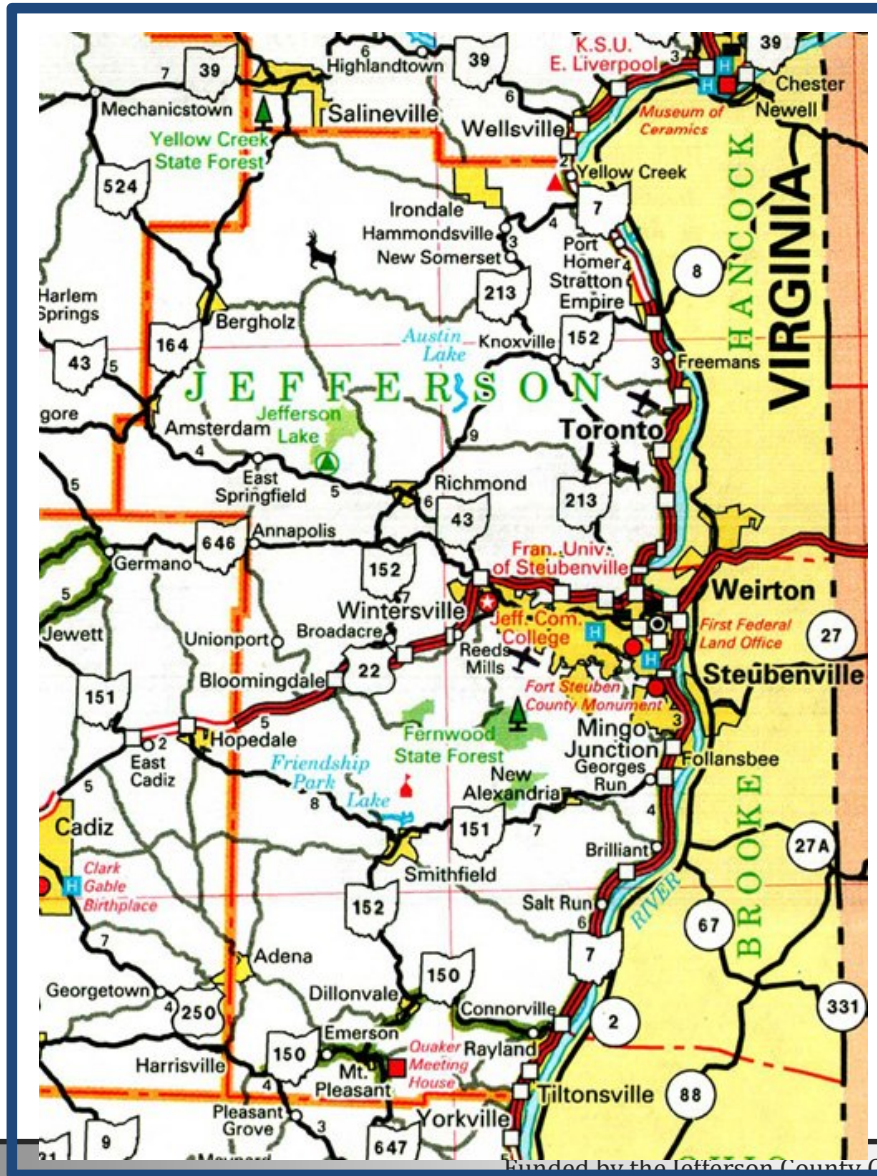


# JEFFERSON COUNTY

## Community Health Improvement Plan

May 2018



Funded by the Jefferson County General Health District.

Written in partnership with Illuminology and the Center for Public Health Practice at The Ohio State University's College of Public Health.



THE OHIO STATE UNIVERSITY  
COLLEGE OF PUBLIC HEALTH

In January 2018, the Jefferson County General Health District in Jefferson County, Ohio entered into an agreement with Illuminology and The Ohio State University's Center for Public Health Practice to develop a regional Community Health Improvement Plan (CHIP). This report reflects a summary of these planning efforts.

Jefferson County General Health District's CHIP largely relies on the collaborative Community Health Assessment (CHA) it conducted in 2017. This CHA was intended to help community stakeholders better understand the health needs and priorities of those who reside in Jefferson County. The final report of this effort can be accessed via the Jefferson County General Health District website, <http://www.jchealth.com>.

Public health professionals from the Jefferson County General Health District, along with leaders representing a diverse array of social service and community organizations, participated in a group discussion session on August 31, 2017. During this session, community members identified the priority health issues facing residents in Jefferson County, relying on the recently completed CHA. After considering the data summarized by the CHA as well as their personal experience with the community and its residents, consensus was reached on the following priority health issues:

### **Maternal and Child Health (focus on low birth weight)**

#### **Substance Abuse**

#### **Environmental Health**

These community members then pledged to work together to develop a strategic plan – this CHIP – to address these prioritized community health needs.

After prioritizing the community health needs to be addressed by this collaborative strategic plan, the next task was to reach agreement on a shared definition, or vision, for a healthy Jefferson County. After multiple rounds of generation and revision during group discussion sessions in August 2017 and February 2018, consensus was reached. Jefferson County's vision of health is:

**Safe, healthy, and prosperous communities that have access to a full spectrum of coordinated services to foster a disease-free and thriving environment.**

The community members involved in this process then split into three groups to begin drafting health improvement plans for each health priority, following a systematic process that was informed by Public Health Accreditation Board Standard 5.2. The plans drafted by each group detail the specific goals, objectives, and measures that will be used to address the community health priorities and track progress over time. The three work plan groups considered several overarching principles during their discussions and writing:

- The Health Impact Pyramid;
- The concepts of evidence based public health practice; and
- Priority alignment with Ohio's State Health Improvement Plan.

The resulting CHIP identifies health priorities, goals, objectives, and action steps that can be used by the community to guide the development and implementation of projects, programs, and policies that are aimed at improving the health of the residents of Jefferson County.

Implementation of some CHIP components has already started, and launch of the plan will continue through late 2018. On an annual basis, the Jefferson County General Health District will publish a report outlining progress made towards accomplishing the goals outlined in the work plan and reconvene community partners to discuss progress and necessary revisions. The original group of community partners, along with additional community members, will be invited to provide ongoing guidance and support throughout the implementation of this CHIP and any revisions that may be necessary; the composition of this group will be expanded and maintained as this work progresses. The CHIP will be implemented over a three-year period.



*Fernwood State Forest, Jefferson County, Ohio*

For the reader's convenience, a brief table of contents is presented below.

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The Jefferson County General Health District is pleased to present the 2018 Jefferson County Community Health Improvement Plan. This document presents a roadmap to maintain and improve the health and well-being of Jefferson County residents. The plan is the result of collaboration and work of community members, local and regional stakeholders, health department staff, and external consultants.

The goals of the Community Health Improvement Plan arose from the Community Health Assessment, which was also a collaborative community effort. The health improvement goals described in this document are aligned with the State of Ohio's goals. The target timeline for meeting the goals described here is three years, with yearly review and assessment.

The 2018 Jefferson County Community Health Improvement Plan describes our goals to improve the community's health, which will lead to Jefferson County becoming a safer and healthier place to live, work, play, and call home. This county is fortunate to have many agencies and residents who have committed to improve the health of residents of the area.

Thank you to all who participated in this effort, and thank you to the dedicated and knowledgeable staff of the Jefferson County General Health District.

Dr. Frank J. Petrola  
Health Commissioner, Jefferson County General Health District

In the summer of 2017, the Jefferson County General Health District (JCHD) published a comprehensive assessment of the health of its residents. The 2017 Jefferson County Community Health Assessment (CHA) considered a wide range of information, including disease rates, quality of life issues, causes of death, community resources, and self-reported health status to paint a picture of the health of Jefferson County residents.

Following the completion of the 2017 Jefferson County CHA, the JCHD embarked on a comprehensive strategic planning process focused on improving the health of the community. This began with the generation of a vision of health for Jefferson County, was followed by a review and discussion of priority health issues (considering the CHA data), and finished with the creation of a Community Health Improvement Plan (CHIP) for how to address those priorities. The CHIP is comprehensive and long term, detailing action steps that will be used by community organizations (including the JCHD) as they implement projects, programs, and policies in Jefferson County.

This report provides a description of the process used to engage the community and stakeholders in the development of the CHIP. Following the process summary, there is a section for each identified priority, listing the goals, key measures, an overview of the objectives selected for each health priority, and information to demonstrate the significance of this priority. A work plan that includes more detailed objectives, action steps, and evidence-based strategies for each priority is available in Appendix A. This report concludes with a brief discussion of next steps relative to implementation, ongoing monitoring, and evaluation of the CHIP.

The JCHD was responsible for providing oversight and financial support for the CHIP development process. The JCHD contracted with Illuminology and The Ohio State University's Center for Public Health Practice to design the CHIP process, to facilitate multiple group meetings, to provide technical counsel, and to draft this document.



Figure 1: CHIP Timeline



## Identifying Community Health Priorities

On August 31, 2017, public health professionals from JCHD and leaders representing a diverse array of public safety organizations, hospitals/healthcare providers, and social service agencies came together to review the data from the 2017 CHA, which was provided to them in hard copy format. The community members reviewed the 2017 CHA data, along with a list of community assets and resources identified during the CHA process and their personal experience with the community, in order to identify the health priorities. See Appendix B for a list of the above-mentioned community assets and resources, and Appendix C for a list of the participating community members.

To aid community members during their deliberations and discussion, the following criteria were shared for their consideration:

- **Seriousness:** Degree to which the problem leads to death, disability, and impairs one’s quality of life.
- **Severity of the Consequences of Inaction:** Risks associated with exacerbation of problem if not addressed at the earliest opportunity.
- **Equity:** Degree to which different groups in the county are affected by a problem.
- **Size:** Number of persons affected.
- **Feasibility:** Ability of organization or individuals to reasonably combat the problem given available resources, including the amount of control, knowledge, and influence organization(s) have on the issue.

In addition, participants were encouraged to consider the statewide effort to have all local CHIPs align with Ohio’s State Health Improvement Plan (SHIP). The 2017 SHIP priorities are Mental Health and Addiction, Maternal and Infant Health, and Chronic Disease.

Overall, the planning group members identified a large number of issues and themes that affect the health of Jefferson County residents. These were:

- Opioid addiction
- Cancer
- Smoking
- Obesity
- Heart disease
- Mental health awareness
- Crime
- Unemployment
- Teenage pregnancy
- Preterm births
- Health care access
- Cleanliness in community (general)
- Education/outreach for available services
- Coordination of resources

After multiple rounds of small group discussion and voting/prioritization, the important factors impacting the health of Jefferson County residents were systematically narrowed down to the **three most important health issues facing the county...**

**Maternal and Child Health (focus on low birth weight)**

**Substance Abuse**

**Environmental Health**

As shown in Figure 2, the health priorities identified by the Jefferson County community align well with both state and national priorities.

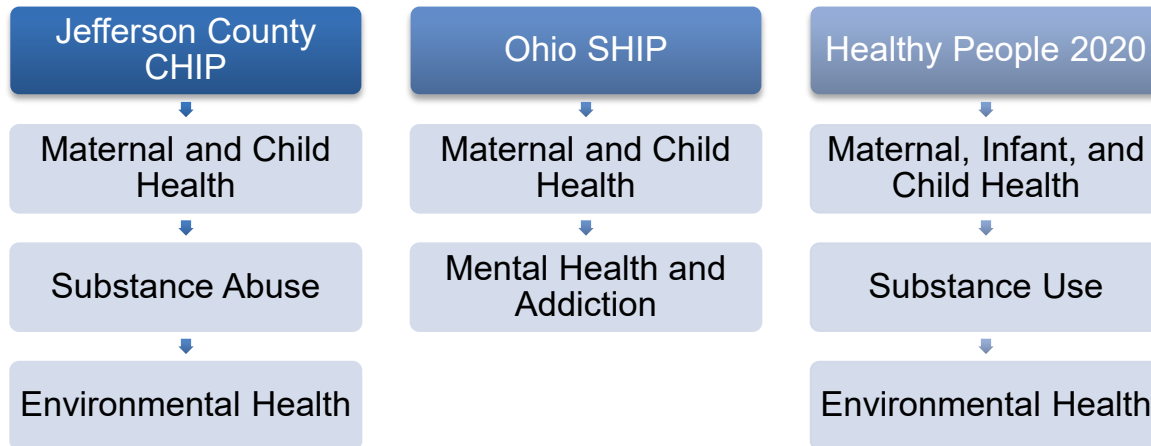


Figure 2: Jefferson County CHIP, Ohio SHIP, And National Priority Alignment

### Defining Health And A Healthy Community

In February 2017, the Jefferson County General Health District convened a group of community members (i.e., CHIP planning group) to begin drafting work plans to focus on the prioritized health issues of Maternal and Child Health (focus on low birth weight), Substance Abuse, and Environmental Health. These community members represented multiple nonprofit and public sector organizations across a variety of community sectors in Jefferson County.

The participatory process began with the creation of a definition, or vision, of health that articulated the ideal future state of health in Jefferson County. Creation of the vision of health was accomplished through a systematic process of gathering inputs from the planning group about what they thought an ideal future in Jefferson County looks like. The vision of health for Jefferson County is:

**Safe, healthy, and prosperous communities that have access to a full spectrum of coordinated services to foster a disease-free and thriving environment.**

The planning group members regularly consulted this definition of health when developing the CHIP.

### Creating The Community Health Improvement Plan

Following the visioning process, the CHIP planning group began their efforts to create the work plans that comprise the main portion of the CHIP. The planning group considered the priorities and needs of residents in the community in order to identify goals, key measures, objectives, action steps, time frames, and accountable persons related to each priority area. The product of these meetings was a



work plan for each of three prioritized health issues; these work plans define the actions of this CHIP. Detailed work plans can be found in Appendix A.

When drafting their work plans, the work groups were asked to consider the Health Impact Pyramid and the importance of including evidence based public health practices.

The Health Impact Pyramid describes the effectiveness of different types of public health interventions. Interventions focusing on socioeconomic factors, at the base of the pyramid, have the greatest potential to improve health. Although interventions at the higher levels have less of an impact on health, the likelihood of long-term success is maximized when strategies are implemented at all intervention levels (Frieden, 2010). Policy, system, and environmental (PSE) changes are those that create sustainable change, impacting things like regulations and procedures, the rules of an organization, and the physical environment. PSE changes focus on the broadest sections of the Health Impact Pyramid.

Evidence based public health practices (EBPHs) are tested programs, policies, and interventions that are proven to be most effective in successfully changing behavior. They create sustainable changes that improve health. To support this work, Illuminology and OSU's Center for Public Health Practice provided workgroup members with a menu of potential EBPHs that could possibly address the community's chosen priority issues. The sources for these EBPHs were Ohio's State Health Improvement Plan, SAMSHA, Healthy People 2020, and The Community Guide.

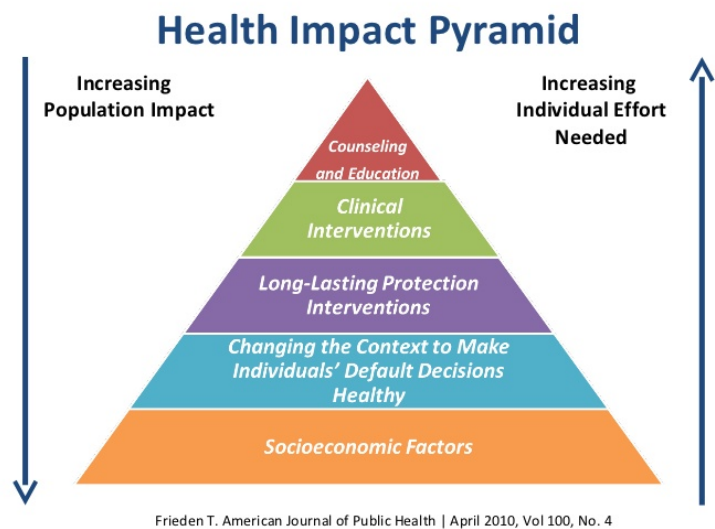


Figure 3: Health Impact Pyramid

Lastly, the community members were asked to consider the following three questions, which helped to identify the size and shape of the strategic action(s) that may be required to move the community's health from where it is now to where they want it to be in the future – a gap analysis. For each identified health priority:

- 1) Where are we now as a community?
- 2) Where do we want to be as a community?
- 3) What are potential ways we could *possibly* measure whether or not we have made a difference?

### Maternal and Child Health

According to the 2017 Jefferson County Community Health Assessment, 12.4% of infants in this area are born preterm and 8.5% are low birth weight. Secondhand smoke and smoking while pregnant are leading causes of low birth weight and preterm deliveries.

Overall, the CHIP planning group members share a strong belief that existing resources in the county can be better utilized. For instance, there is not common knowledge of resources available to reduce this negative outcome.

**Goals:** Reduce the percentage of infants born preterm or low birth weight in Jefferson County. Better understand where moms who have low birth weight and preterm babies live vs. deliver.

**Key measures:** Ohio Department of Health statistics for preterm and low birth weight babies. Awareness of dynamics of residence of mother vs. hospital in which mother delivers.

### Objectives:

- Increase awareness of, and access to, Help Me Grow among medical professionals by 30 percent by 12.31.2020.
- Increase awareness of Help Me Grow among women in Jefferson County by making 12 times more social media posts about Help Me Grow by 12.31.2020.
- Increase availability of WIC in rural areas adding 2 rural clinics by 12.31.2020.
- Double referrals to Help Me Grow from medical professionals by tracking referral sources, identifying gaps and regular messaging to existing referral sources by 12.31.2020.
- Identify and provide information to medical providers about incentive programs available from public and private health insurance providers by 12.31.2020.
- Increase availability of smoking cessation programs that focus on expectant mothers by 12.31.2020.
- By 12.31.2020, consult with the Ohio Department of Health and the West Virginia Department of Health to determine the percent of births to moms who live in Jefferson County vs. outside of it and the number of moms live in Jefferson County but deliver in another county.

**Substance Abuse**

In the 2017 Community Health Assessment, more than half of Jefferson County residents identified drug abuse or addiction as the number one problem facing the county, and 24% of residents said they personally know someone with a heroin problem, 12 percent knew someone with a methamphetamines problem and 29 percent said they personally know someone with a prescription pain medicine problem.

In 2015, Jefferson County had 16 unintentional drug overdose deaths and 80 drug abuse convictions. Substance abuse has been recognized as a priority at both the state and national levels.

**Goals:** Decrease overdose and opioid related deaths by 20 percent in the next three years. Increase knowledge of negative effects of opioid use among youth, teachers, and parents in Jefferson County.

**Key measures:** Unintentional drug overdoses increased dramatically from 16 in 2015 to 33 in 2017; our goal is to prevent additional increases and achieve reductions, if possible. Increased awareness of negative impacts of opioid use.

**Objectives:**

- Increase the distribution of Narcan (Naloxone) throughout Jefferson County by approximately 500 percent by 2020.
- Identify drug addiction counseling and treatment services available in the county and create a community directory for dissemination throughout Jefferson County by 11.20.18.
- Reach out to 9 smaller communities within Jefferson County to distribute the directory created in Objective 2.1.1 by 12.31.18.
- Promote crisis intervention number when speaking with community groups and when training personnel to use Naloxone by 12.31.20.
- Explore the potential for soft hand offs to treatment facilities for individuals who overdose or are identified as high risk for overdosing by June 2019.
- Provide drug use education programming to all public elementary schools in Jefferson County by 12.31.2021.
- Educate parents about drug boxes where any kind of drug (legal or not) can be left with no questions asked by 12.31.2021.

**Environmental Health**

One focus for the environmental health work group is open dumping, especially the open dumping of scrap tires. Open dumps including scrap tires are a significant problem for Jefferson County, with 2 – 3 such sites being identified and cleaned up annually. These dump sites pose a significant public health risk as they provide breeding grounds for mosquitoes, including those that transmit viruses such as West Nile.

Jefferson County Health Department feels it has existing capacity to evaluate and coordinate clean up of more illegal tire dump sites, if those sites can be identified. The department seeks to reduce the prevalence of existing dumps through better detection and by conducting more clean-ups. JCHD would also like prevent future dumping by informing the public of the health risks posed by such dumps and by encouraging courts to sentence people with litter violations to participate in clean up as community service.

A second focus for the environmental health work group is increasing public awareness of the risk of radon exposure in their homes and providing resources to people whose homes test positive for radon.

**Goals:** Increase the number of tire dumps cleaned up utilizing state funds. Prevent future tire dumping incidents by changing perceptions of the seriousness of the problem among residents and key stakeholders. Increase access to radon screening in homes in Jefferson County to reduce the number of people living in homes with radon exposure that is not remediated.

**Key measures:** Number of referrals to Jefferson County for evaluation of tire dump sites. Number of illegal dumps in which individuals are assigned to litter clean up as remediation. Number of test kits distributed, percentage of those whose homes test positive who receive information from ODH and JCHD.

**Objectives:**

- Educate county and city employees who regularly patrol or travel through rural parts of Jefferson County on why illegal dumping is dangerous and how they can report it by 5.1.21.
- Conduct a public awareness campaign to let residents of Jefferson County know about the public health impacts of tire dumps and how they can report illegal tire dumps by 5.1.21.
- Create an Adopt-a-Highway program to raise awareness and reduce littering by December, 2020.
- Draft a model policy for courts to adopt that mandates punishments for littering be related to litter clean up by 2021.
- Help JB Green Team publicize its litter prevention and reduction efforts.
- Provide 25 free radon test kits to Jefferson County residents by August, 2018.
- Follow up with those who receive positive results for radon in their homes within 6 months of obtaining a free kit.

- Educate Jefferson County residents about the high rate of lung cancer in the county and about the link between radon exposure and smoking in dramatically increasing lung cancer risk via brochures distributed at the County Fair in August, 2019.

The 2018 Jefferson County Community Health Improvement Planning process aimed to identify the most pressing health issues in Jefferson County and bring stakeholders together to collaborate and create an actionable plan to address those issues. This plan presents these agreed-upon priorities and their associated goals, measures, and objectives to improve the health of Jefferson County. The detailed work plans that resulted from these collaborative efforts are located in Appendix A.

This plan will be monitored and updated annually to reflect community progress, accomplishments, and (potentially) new areas of need. Agencies and organizations are encouraged to align their agency strategic plans to this plan where appropriate.

Lastly, Jefferson County residents and community organizations are encouraged to participate in this planning and implementation process as it continues. If you or your organization is interested in participating in the CHIP, please contact Annette Stewart, Jefferson County General Health District, at 740-283-8530.

**Priority #1: Maternal and Child Health (especially low birth weight)**

According to the 2017 Community Health Assessment, in Jefferson County, 12.4% of infants are born preterm and 8.5% are low birth weight.

Secondhand smoke and smoking while pregnant are leading causes of low birth weight and preterm deliveries.

Resources in the county can be better utilized. For instance, there is not common knowledge of resources available to reduce this negative outcome.

**Goal 1.1: Reduce the percentage of infants born preterm or low birth weight in Jefferson County.**

**Key Measure(s): Ohio Department of Health statistics for preterm and low birth weight babies.**

**Baseline:** 12.4% of infants born preterm **Target:** 11.4% born preterm.

**Baseline:** 8.5% of infant born low birth weight **Target:** 6.9% of infant born low birth weight

**Alignment with National Priorities:** Healthy People 2020: MICH-8 (Reduce low birth weight (LBW) and very low birth weight (VLBW))

**Alignment with SHIP:** Reduce low birth weight, defined as percent of births in which the newborn weighed less than 2,500 grams.

Objective(s) that address **policy change(s)** needed to accomplish goal: 1.1.3, 1.1.4



*Appendix A: Work Plans*  
*Maternal and Child Health, continued*

<b>Objective</b>	<b>Measure</b>	<b>Action Steps</b>	<b>Timeframe</b>	<b>Lead</b>
<p><b>Objective 1.1.1:</b></p> <p>Increase awareness of, and access to, Help Me Grow among medical professionals by 30 percent by 12.31.2020.</p>	<p><b>Baseline:</b> 48 referrals</p> <p><b>Target:</b> 62 referrals</p>	<ul style="list-style-type: none"> <li>• Help Me Grow staff will go to hospitals, WIC offices, Doctor's offices, and local health fairs increase awareness and knowledge of program</li> <li>• Help Me Grow staff will explain program while at above mentioned locations and provide referral forms and explain how to complete these forms and where to send these forms.</li> </ul>	<p><b>Start Date:</b> 7.1.18</p> <p><b>End Date:</b> 12.31.20</p>	Linda Trushell
<p><b>Objective 1.1.2:</b></p> <p>Increase awareness of Help Me Grow among women in Jefferson County by making 12 times more social media posts about Help Me Grow by 12.31.2020.</p>	<p><b>Baseline:</b> 1 post quarterly</p> <p><b>Target:</b> 3 posts weekly</p>	<ul style="list-style-type: none"> <li>• Compile information that can be used for scheduled posts.</li> <li>• Find and join local mom's pages and parenting pages.</li> </ul>	<p><b>Start Date:</b> 7.1.18</p> <p><b>End Date:</b> 12.31.20</p>	Linda Trushell
<p><b>Objective 1.1.3:</b></p> <p>Increase availability of WIC in rural areas adding 2 rural clinics by 12.31.2020.</p>	<p><b>Baseline:</b> 0</p> <p><b>Target:</b> 2</p>	<ul style="list-style-type: none"> <li>• Establish a policy at the local health department level that specifies a minimum number of remote clinics per year / quarter / month /etc.</li> </ul>	<p><b>Start Date:</b> 09.01.2018</p> <p><b>End Date:</b> 12.31.2020</p>	Ashley Wilson
<p><b>Objective 1.1.4:</b></p> <p>Double referrals to Help Me Grow from medical professionals by tracking referral sources, identifying gaps and regular messaging to existing referral sources by 12.31.2020.</p>	<p><b>Baseline:</b> 25 referrals per year</p> <p><b>Target:</b> 50 referrals per year</p>	<ul style="list-style-type: none"> <li>• Establish a health department policy to check WIC referrals quarterly and maintain a database of referral sources.</li> <li>• Evaluate database periodically to identify gaps and do additional outreach to identified audiences.</li> <li>• Establish a health department policy to update all referral sources about what services are offered by Help Me Grow (including remote clinics)</li> </ul>	<p><b>Start Date:</b> 01.01.2019</p> <p><b>End Date:</b> 12.31.2020</p>	Ashley Wilson

*Appendix A: Work Plans*  
*Maternal and Child Health, continued*

Objective	Measure	Action Steps	Timeframe	Lead
		on a quarterly basis		
<p><b>Objective 1.1.5</b></p> <p>Identify and provide information to medical providers about incentive programs available from public and private health insurance providers by 12/31/20.</p>	<p><b>Baseline:</b> No list of incentives compiled or distributed</p> <p><b>Target:</b> One list of incentives compiled and distributed by 12/31/2020</p>	<ul style="list-style-type: none"> <li>Identify which health plans have incentives in place and how expectant mothers can access them.</li> <li>Distribute incentive availability information to medical providers.</li> </ul>	<p><b>Start Date:</b> 1.1.18</p> <p><b>End Date:</b> 12.31.20</p>	Ashley Wilson
<p><b>Objective 1.1.6</b></p> <p>Increase availability of smoking cessation programs that focus on expectant mothers by 12.31.20</p>	<p><b>Baseline:</b> 0 classes offered</p> <p><b>Target:</b> 1 class offered locally</p>	<ul style="list-style-type: none"> <li>Establish a Smoking cessation program/class</li> <li>Offer counseling and education at contact points (Quit lines) and Ohio Tobacco Collaborative (ODH)</li> </ul>	<p><b>Start Date:</b> 1.1.19</p> <p><b>End Date:</b> 12.31.20</p>	Laura Scott

**Goal 1.2: Better understand where moms who have low birth weight and preterm babies live vs. deliver.**

This is necessary to decide where to better target resources within the county.

**Key Measure(s): Awareness of dynamics of residence of mother vs. hospital in which mother delivers**

**Baseline:** No distinction between babies born to moms who live within the county and those with moms who live outside the county.

**Target:** Full understanding of where moms live vs. deliver.

**Alignment with National Priorities:** Healthy People 2020: MICH-8 (Reduce low birth weight (LBW) and very low birth weight (VLBW))

**Alignment with SHIP:** Reduce low birth weight, defined as percent of births in which the newborn weighed less than 2,500 grams.

Objective(s) that address **policy change(s)** needed to accomplish goal:

*Appendix A: Work Plans*  
*Maternal and Child Health, continued*

Objective	Measure	Action Steps	Timeframe	Lead
<p><b>Objective 1.2.1:</b></p> <p>By 12/31/2020, consult with the Ohio Department of Health and the West Virginia Department of Health to determine the percent of births to moms who live in Jefferson County vs. outside of it and the number of moms live in Jefferson County but deliver in another county.</p>	<p><b>Baseline:</b> No consultation with ODH and no differentiation between County of birth and county of mother's residence</p> <p><b>Target:</b> Better understanding of how this is recorded and breakdown of annual birth statistics by county of birth vs. county of mother's residence.</p>	<ul style="list-style-type: none"> <li>Find out where the baby is born as compared to where mom lives.</li> <li>Track statistics from Weirton, Wheeling, Trinity, West Penn &amp; Magee.</li> </ul>	<p><b>Start Date:</b> 1.1.19</p> <p><b>End Date:</b> 12.31.20</p>	Ashley Wilson

**Potential partners for this priority health area:**

- School Guidance Counselors and School nurses
- Jefferson County Health Department
- Obstetrics Offices
- Pediatrics Offices
- Obstetrics / Pediatrics in hospitals
- Mental Health (Northwood, Coleman, Jefferson Behavioral)
- Head Starts – pre-K in schools
- Help Me Grow
- Women's Health Center

**Priority #2: Substance Abuse**

In the 2017 Community Health Assessment, more than half of Jefferson County residents identified drug abuse or addiction as the number one problem facing the county, and 24% of residents said they personally know someone with a heroin problem, 12 percent knew someone with a methamphetamines and 29 percent said they personally know someone with a prescription pain medicine problem.

In 2015, Jefferson County had 16 unintentional drug overdose deaths in and 80 drug abuse convictions. Substance abuse has been recognized as a priority at both the state and national levels.

**Goal 2.1: Decrease overdose and opioid related deaths by 20 percent in the next three years.****Key Measure(s):**

Unintentional drug overdoses increased dramatically from 16 in 2015 to 33 in 2017. Our goal is to prevent additional increases and achieve reductions, if possible.

**Baseline:** 33 unintentional drug overdose deaths (2017) **Target:** 33 unintentional drug overdose deaths in 2021.

**Alignment with National Priorities:** Healthy People 2020: SA-12 (Reduce drug-induced deaths)

**Alignment with SHIP:** Reduce drug dependence or abuse, defined as reducing past-year illicit drug dependence or abuse among ages 12+

Objective(s) that address **policy change(s)** needed to accomplish goal:

Appendix A: Work Plans  
*Substance Abuse, continued*

Objective	Measure	Action Steps	Timeframe	Lead
<p><b>Objective 2.1.1:</b>            Increase the distribution of Narcan (Naloxone) throughout Jefferson County by approximately 500 percent by 2020.</p>	<p><b>Baseline:</b>            56 units distributed in 2017</p> <p><b>Target:</b>            300 units distributed by 12.31.20.</p>	<ul style="list-style-type: none"> <li>Train EMS, police, schools, and local volunteer fire department personnel on how to use Naloxone and provide them with supplies.</li> </ul>	<p><b>Start Date:</b>            3.20.18</p> <p><b>End Date:</b>            12.31.20</p>	Laura Scott, Health Educator
<p><b>Objective 2.1.2:</b>            Identify drug addiction counseling and treatment services available in the county and create a community directory for dissemination throughout Jefferson County by 11.20.18.</p>	<p><b>Baseline:</b>            2-1-1 Directory</p> <p><b>Target:</b>            Complete resource directory assembled and disseminated.</p>	<ul style="list-style-type: none"> <li>Contact 2-1-1 and see if they still have a directory that can be used as a first draft.</li> <li>Review draft internally and add any services provided by Jefferson County Health Department to directory.</li> <li>Build list of contacts for request updates to the directory. Starting list is: Trudy Wilson, -Fourth Street Free Clinic, Jefferson Behavioral Health System,</li> <li>Contact people and ask them to email updates to Kim.</li> <li>Update directory</li> <li>Identify gaps and seek to fund or locate resources to fill the gap.</li> <li>Use gaps as content for calls to legislators to increase opioid funding.</li> </ul>	<p><b>Start Date:</b>            5.1.18</p> <p><b>End Date:</b>            11.20.18</p>	Kim Marks Don Ogden
<p><b>Objective 2.1.3:</b>            Reach out to 9 smaller communities within Jefferson County to distribute the directory created in Objective 2.1.1 by 12.31.18.</p>	<p><b>Baseline:</b>            No outreach with community directory</p> <p><b>Target:</b>            Outreach to Adena, Bergholz, Mingo Junction, Smithfield, Mount Pleasant, Toronto, Tiltonsville, Rayland,</p>	<ul style="list-style-type: none"> <li>Make a list of people in each community who should be contacted.</li> <li>Distribute list to identified people.</li> <li>Follow up to identify gaps if they exist.</li> </ul>	<p><b>Start Date:</b>            5.1.18</p> <p><b>End Date:</b>            12.31.20</p>	Laura Scott, Health educator

Appendix A: Work Plans  
 Substance Abuse, continued

Objective	Measure	Action Steps	Timeframe	Lead
	Hammondsville			
<b>Objective 2.1.4:</b> Promote crisis intervention number when speaking with community groups and when training personnel to use Naloxone by 12.31.20.	<b>Baseline:</b> Listed in the 211 directory, no further training or promotion.  <b>Target:</b> Include crisis intervention in Naloxone trainings. Meet with 15 community groups or businesses	<ul style="list-style-type: none"> <li>Design a pamphlet focused on crisis intervention number.</li> <li>Distribute pamphlet to local businesses, EMS, and police.</li> <li>Meet with local businesses and community groups to distribute pamphlet and raise awareness.</li> </ul>	<b>Start Date:</b> 5.1.18  <b>End Date:</b> 12.31.20	Laura Scott
<b>Objective 2.1.5:</b> Explore the potential for soft hand offs to treatment facilities for individual who overdose or are identified as high risk for overdosing by June 2019.	<b>Baseline:</b> No meetings or coordination between EMS and treatment centers.  <b>Target:</b> Meet with all EMS and treatment centers to better understand how to coordinate handoffs.	<ul style="list-style-type: none"> <li>Convene meetings of Jefferson County Health Department, Fourth Street Free Clinic, Jefferson Behavioral Health System, Trinity Health Services to discuss how to coordinate services</li> <li>Meet with EMS and police to discuss how to coordinate services.</li> <li>Draft recommendations for coordination between treatment providers and EMS.</li> </ul>	<b>Start Date:</b> 5.1.18  <b>End Date:</b> 6.30.19	Kim Marks

**Goal 2.2: Increase knowledge of negative effects of opioid use among youth, teachers, and parents in Jefferson County.**

**Key Measure(s):** Increased awareness of negative impacts of opioid use.

**Baseline:** Surveys conducted before and after training (not currently used)

**Target:** Positive change from pre survey to post survey.

**Alignment with National Priorities:** Healthy People 2020: SA-4 (Increase the proportion of adolescents who perceive great risk associated with substance abuse)

**Alignment with SHIP:** Reduce drug dependence or abuse, defined as reducing past-year illicit drug dependence or abuse among ages 12+



Appendix A: Work Plans  
*Substance Abuse, continued*

Objective(s) that address **policy change(s)** needed to accomplish goal: 2.2.1

Objective	Measure	Action Steps	Timeframe	Lead
<p><b>Objective 2.2.1:</b>            Provide drug use education programming to all public elementary schools in Jefferson County by 12.31.2021.</p>	<p><b>Baseline:</b>            No education provided to children and teachers by the health department in schools</p> <p><b>Target:</b>            Over a three-year period, provide education to children and teachers in all public schools (25% in the first year, 50% in the second year, and 100% by the end of the third year.</p>	<ul style="list-style-type: none"> <li>• Locate drug education materials that can be used in elementary schools.</li> <li>• Edit those materials, if necessary.</li> <li>• Get Board of Education approval of materials and ask them to pass a resolution to adopt the training in all public schools.</li> <li>• Identify staff who can do trainings in schools.</li> <li>• Schedule times to do educational sessions in schools.</li> <li>• Develop pre/post survey.</li> <li>• Administer pre-survey.</li> <li>• Complete training.</li> <li>• Complete post-survey.</li> </ul>	<p><b>Start Date:</b>            3.20.18</p> <p><b>End Date:</b>            12.31.21</p>	Laura Scott
<p><b>Objective 2.2.2</b>            Educate parents about drug boxes where any kind of drug (legal or not) can be left with no questions asked by 12.31.2021.</p>	<p><b>Baseline:</b>            No education provided by the health department to parents.</p> <p><b>Target:</b>            Provide parent handouts to all children educated in Objective 2.2.1 by 2021.</p>	<ul style="list-style-type: none"> <li>• Adapt drug education materials that can be used in elementary schools for parent use</li> <li>• Include description of drug boxes and where they are located.</li> </ul>	<p><b>Start Date:</b>            3.20.18</p> <p><b>End Date:</b>            12.31.21</p>	Laura Scott

**Potential partners for this priority health area:**

- United Way
- City Council
- Politicians
- Business leaders
- Case and social workers
- Churches
- Upward Bound

Appendix A: Work Plans  
*Substance Abuse, continued*

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- Parks and Recreation
- YWCA

**Priority #3: Environmental Health**

One focus for the environmental health work group is open dumping, especially the open dumping of scrap tires. Open dumps including scrap tires are a significant problem for Jefferson County, with 2 – 3 such sites being identified and cleaned up annually. These dump sites pose a significant public health risk as they provide breeding grounds for mosquitoes, including those that transmit viruses such as West Nile.

Jefferson County Health Department feels it has existing capacity to evaluate and coordinate clean up of more illegal tire dump sites, if those sites can be identified. The department seeks to reduce the prevalence of existing dumps through better detection and by conducting more clean-ups. JCHD would also like prevent future dumping by informing the public of the health risks posed by such dumps and by encouraging courts to sentence people with litter violations to participate in clean up as community service.

A second focus for the environmental health work group is increasing public awareness of the risk of radon exposure in their homes and providing resources to people whose homes test positive for radon.

**Goal 3.1 Increase the number of tire dumps cleaned up utilizing state funds.**

**Key Measure(s):** Number of referrals to Jefferson County for evaluation of tire dump sites.

**Baseline:** 5

**Target:** 7

Number of tire dumps cleaned up in Jefferson County per year.

**Baseline:** 2 – 3 cleans ups per year

**Target:** 4 – 5 clean ups per year

**Alignment with National Priorities:** Healthy People 2020: EH-9: (Minimize the risks to human health and the environment posed by hazardous sites)

**Alignment with SHIP:**

Objective(s) that address **policy change(s)** needed to accomplish goal:

Appendix A: Work Plans  
*Environmental Health, continued*

Objective	Measure	Action Steps	Timeframe	Lead
<p><b>Objective 3.1.1:</b></p> <p>Educate county and city employees who regularly patrol or travel through rural parts of Jefferson county on why illegal dumping is dangerous and how they can report it by 5.1.21.</p>	<p><b>Baseline:</b> No meetings with county and city employees</p> <p><b>Target:</b> Meet with 5 township trustees or by 5.1.21</p>	<ul style="list-style-type: none"> <li>• Create or locate a comprehensive list of trustees, mayors, city, county and township employees (including EMS, sheriff, police and any other staff) who regularly travel through rural parts of Jefferson County.</li> <li>• Draft a letter to the organizations who these employees are a part of, asking for permission for outreach staff to speak at an upcoming meetings or events.</li> <li>• Draft a letter or brochure that details the public health impacts of illegal dumps and provides clear directions why illegal dumps on how to report them.</li> <li>• Visit organizations from the list to verbally deliver information and distribute "leave-behind" brochure.</li> </ul>	<p><b>Start Date:</b> 5.1.18</p> <p><b>End Date:</b> 5.1.21</p>	<p>Carla Gampolo</p>
<p><b>Objective 3.1.2</b></p> <p>Conduct a public awareness campaign to let residents of Jefferson County know about the public health impacts of tire dumps and how they can report illegal tire dumps by 5.1.21.</p>	<p><b>Baseline:</b> No public awareness campaign</p> <p><b>Target:</b> Create and distribute one brochure or letter three Facebook posts to distribute, and one Public Service Announcement</p>	<ul style="list-style-type: none"> <li>• Adapt materials developed in 3.1.1 to be used for general public consumption by including information about West Nile virus and other public health risks, if necessary.</li> <li>• Identify best places to distribute brochures on this topic.</li> <li>• Schedule and deploy Facebook posts.</li> <li>• Work with local radio and TV stations to secure PSA spots.</li> </ul>	<p><b>Start Date:</b> 5.1.18</p> <p><b>End Date:</b> 5.1.21</p>	<p>Frank Klinger Dan Obertance</p>

Appendix A: Work Plans  
*Environmental Health, continued*

Objective	Measure	Action Steps	Timeframe	Lead
<p><b>Objective 3.1.3</b></p> <p>Create an Adopt-a-Highway program to raise awareness and reduce littering by December, 2020</p>	<p><b>Baseline:</b> No adopt-a-highway program</p> <p><b>Target:</b> One adopt-a-highway program</p>	<ul style="list-style-type: none"> <li>• Form a committee to find out how to set up program</li> <li>• Talk with other program sponsors</li> <li>• Launch program</li> </ul>	<p><b>Start Date:</b> 8.1.18</p> <p><b>End Date:</b> 12/31/20</p>	<p>Frank Klinger</p>

<b>Goal 3.2 Prevent future tire dumping incidents by changing perceptions of the seriousness of the problem among residents and key stakeholders.</b>
<b>Key Measure(s):</b> Number of illegal dumps in which individuals are assigned to litter clean up as remediation.
<b>Baseline:</b> None assigned <b>Target:</b> At least one third of cases assigned.
<b>Alignment with National Priorities:</b> Healthy People 2020: EH-9: (Minimize the risks to human health and the environment posed by hazardous sites)
<b>Alignment with SHIP:</b>
Objective(s) that address <b>policy change(s)</b> needed to accomplish goal: 3.2.1

Objective	Measure	Action Steps	Timeframe	Lead
<b>Objective 3.2.1:</b>  Draft a model policy for courts to adopt that mandates punishments for littering be related to litter clean up by 2021.	<b>Baseline:</b> No policy  <b>Target:</b> One draft policy	<ul style="list-style-type: none"> <li>Research other policies used in other jurisdictions</li> <li>Meet with Jefferson County judges and magistrates to discuss littering and illegal dumping.</li> <li>Draft a policy to suggest that offenders participate in litter clean up as community service.</li> <li>Distribute draft policy to judges and magistrates in Jefferson County.</li> </ul>	<b>Start Date:</b> 5.1.18  <b>End Date:</b> 5.1.21	Annette Stewart Frank Klinger Emanuela Agresta
<b>Objective 3.2.2:</b> (Identical to 3.1.2)  Conduct a public awareness campaign to let residents of Jefferson County know about the public health impacts of tire dumps and how they can report illegal tire dump	<b>Baseline:</b> No public awareness campaign  <b>Target:</b> Create and distribute one brochure or letter and three Facebook posts.	<ul style="list-style-type: none"> <li>Adapt materials developed in 3.1.2 to be used for general public consumption.</li> <li>Identify best places to distribute brochures on this topic.</li> <li>Schedule and deploy Facebook posts.</li> </ul>	<b>Start Date:</b> 7.1.18  <b>End Date:</b> 5.1.21	Frank Klinger

Appendix A: Work Plans  
*Environmental Health, continued*

Objective	Measure	Action Steps	Timeframe	Lead
<b>Objective 3.2.3:</b> Help JB Green Team publicize its litter prevention and reduction efforts.	<b>Baseline:</b> No Facebook or website posts about this top.  <b>Target:</b> Create and distribute two website posts and three Facebook posts to distribute.	<ul style="list-style-type: none"> <li>Assign a person to be the liaison between Jefferson County Health Department and JB Green Team</li> <li>Establish process for getting updates on litter collection and prevention activities.</li> <li>Share information on Facebook and website to increase public awareness</li> </ul>	<b>Start Date:</b> 7.1.18  <b>End Date:</b> 5.1.21	Frank Klinger

<b>Goal 3.3 Increase access to radon screening in homes in Jefferson County to reduce the number of people living in homes with radon exposure that is not remediated.</b>
<b>Key Measure(s):</b> Number of test kits distributed, percentage of those whose homes test positive who receive information from ODH and JCHD.
<b>Baseline:</b> No kits distributed
<b>Target:</b> At least 25 kits distributed, with follow up by mail from ODH to 100 percent and follow up by phone from JCHD for 75 percent.
<b>Alignment with National Priorities:</b> Healthy People 2020: EH 14 (Increase the proportion of homes with an operating radon mitigation system for persons living in homes at risk for radon exposure)
<b>Alignment with SHIP:</b>
Objective(s) that address <b>policy change(s)</b> needed to accomplish goal: 3.3.2

Objective	Measure	Action Steps	Timeframe	Lead
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Appendix A: Work Plans  
*Environmental Health, continued*

Objective	Measure	Action Steps	Timeframe	Lead
<p><b>Objective 3.3.1:</b></p> <p>Provide at least 25 free radon test kits to Jefferson County residents by August, 2018.</p>	<p><b>Baseline:</b> No free test kits distributed</p> <p><b>Target:</b> At least 25 free test kits distributed</p>	<ul style="list-style-type: none"> <li>• Coordinate with the Ohio Department of Health (ODH) and Trinity Health to obtain free kits</li> <li>• Publicize free kits on social media and the website.</li> <li>• Distribute free test kits at the Jefferson County Fair.</li> <li>• Distribute free kits at events held at elementary schools prior to start of school.</li> <li>• Record telephone numbers of those who receive the test kits.</li> <li>• Coordinate with ODH to receive results of test kits.</li> </ul>	<p><b>Start Date:</b> 5.1.18</p> <p><b>End Date:</b> 8.30.18</p>	<p>Frank Klinger &amp; Barb Steitz</p>
<p><b>Objective 3.3.2:</b></p> <p>Follow up with those who receive positive results for radon in their homes within 6 months of obtaining a free kit.</p>	<p><b>Baseline:</b> No follow up</p> <p><b>Target:</b> Follow up with 100 percent of those who receive positive results.</p>	<ul style="list-style-type: none"> <li>• Create a policy that requires follow up by the health department with those who receive free test kits.</li> <li>• Provide accurate information on the impacts of radon and how to remediate it for those who obtain positive test results.</li> </ul>	<p><b>Start Date:</b> 5.1.18</p> <p><b>End Date:</b> 5.1.19</p>	<p>Frank Klinger &amp; Barb Steitz</p>
<p><b>Objective 3.3.3:</b></p> <p>Educate Jefferson County residents about the high rate of lung cancer in the county and about the link between radon exposure and smoking in dramatically increasing lung cancer risk via brochures distributed to various locations by August, 2019.</p>	<p><b>Baseline:</b> No education efforts in County.</p> <p><b>Target:</b> Design and deploy one education campaign by August, 2019.</p>	<ul style="list-style-type: none"> <li>• Put together brochure showing how random and smoking increase lung cancer rates the high rate of lung cancer in Jefferson County.</li> <li>• Distribute to physicians.</li> <li>• Distribute to food pantries.</li> <li>• Distribute at county fair.</li> </ul>	<p><b>Start Date:</b> 7.1.18</p> <p><b>End Date:</b> 5.1.19</p>	<p>Frank Klinger</p>

**Potential partners for this priority health area:**

- Trinity Health System
- JB Green Team

A list of community assets and resources that could possibly be mobilized and leveraged to address some of the health issues identified in the 2017 Community Health Assessment is shown below. This list will be reviewed and revised by the health department and its partners after the Community Health Improvement Plan is formulated.

### JEFFERSON COUNTY CHA ASSETS AND RESOURCES

	Administrative	Environmental	Public Health Nurse	Other
Access for Infants and Mothers (AIM)				X
Ambulance Service Inc.	X		X	
Association of Ohio Health Commissioners	X			X
Brook-Hancock-Jefferson Metropolitan Planning – Trails and Greenways		X		
Chamber of Commerce	X			
City of Toronto	X	X	X	X
Coleman Professional Services			X	
Community Action Council			X	
Compass (HIV counseling)			X	
Coroner's Office	X			
County Mental Retardation and Developmental Disabilities (MRDD)			X	
County Commissioners	X			
County Sheriff's Department	X	X		
Department of Job and Family Services		X	X	X
Eastern Gateway Community College			X	
Emergency Management Association				X
Emergency Preparedness (PHEP)				X
Environmental Health Association		X		
Family and Children First Council				X
Fire Departments			X	X
Food service operators		X		
Franciscan University		X	X	
Harrison County Health Department	X			
Help me grow				X
Humane Society		X		
Jefferson Behavioral Health			X	
Jefferson Behavioral Health System				X
Jefferson County 4 <sup>th</sup> Street Health Center			X	
Jefferson County Children's Services			X	
Jefferson County Fire Departments (association)				X
Jefferson County Health Department	X			
Jefferson County Metropolitan Housing Association				X
Jefferson County Prosecutor's Office	X			

	Administrative	Environmental	Public Health Nurse	Other
Jefferson County Recovery Board			X	
Jefferson County Sheriff Department				X
Jefferson County Township Association	X			X
Jefferson/Belmont Solid Waste Authority		X		
LEPC Local Emergency Planning Committee				X
Local churches			X	
Local funeral homes	X			
Local hospital systems	X			
Local nursing homes			X	
Local OBGYN's/Pediatricians				X
Local school district school nurses (Indian Creek, Toronto, Edison Buckeye, JVS, Jeff Co Christian School)	X		X	
Local school district school nurses (City of Steubenville, Catholic Central and BJKM elementary and junior high)		X	X	
Magee Women's Hospital				X
Municipal Court		X		
National Association of County and City Health Officials (NACCHO)	X			
Noble and Columbiana Counties	X		X	
Ohio Department of Agriculture		X		
Ohio Department of Health	X			X
Ohio Department of Natural Resources		X		
Ohio Environmental Protection Agency (OEPA)		X		
Ohio Public Health Association	X			X
Other City Department's (Blood born pathogen training)			X	
Pastoral Council				X
Primetime facility			X	
Realtor's Association (local)		X		
Red Cross	X			X
Regional Planning Commission	X			
Schippa Library			X	
Soil and Water Conservation		X		
State Farm Ins				X
Steubenville City Health Department	X			
Steubenville City Police Department				X
Steubenville Parks and Recreation Departments				X
Steubenville Water Works		X		
Trinity Health Systems			X	X

	Administrative	Environmental	Public Health Nurse	Other
Tri-State environmental health association		X		
United Way			X	
Urban Mission			X	
Ursuline Sisters			X	
Veteran's Service Commission	X			
Weirton Medical Hospital			X	X
Women's Clinic			X	X

## CHA PRIORITIZATION PARTICIPANTS

Frank Petrola	Jefferson County Health Department
Cindy Deavers	Jefferson County Health Department
Ashley Wilson	Jefferson County Health Department
Frank Klinger	Jefferson County Health Department
Dan Obertance	Jefferson County Prevention & Recovery Board
Linda Bain	Women's Health Center of Jefferson County
Laura Scott	Jefferson County Health Department
Patty Reda	Jefferson County Citizen
Travis Hunt	U.S. Food & Drug Administration
Sheryl Suppa	Jefferson County Health Department
Domenick Mucci	Mayor of Steubenville

## MATERNAL AND CHILD HEALTH WORK GROUP

Ashley Wilson, Chair	Jefferson County Health Department
Raymond Robinson, JFD	Jefferson County Children's Services
Megan McNear	Edison Local
Fatima Smuck	Edison Local
Annette Stewart	Jefferson County Health Department
Sarah Elliott	Steubenville City Schools
Rachel Gilman	Weirton Medical Center

## SUBSTANCE ABUSE WORKGROUP

Kim Mark, Chair	Jefferson County Health Department
Janine Yeshke	OSU Extension
Trudy Wilson	Ohio Valley Health Center
Jackie Huff	Hancock County Health Department
Frank Petrola	Jefferson County Health Department
Cindy Glenn	Jefferson County Health Department
Jill Wurham	Indian Creek School District
Dan Ogden	Trinity Behavioral Medicine
Patty Allen	EOCC
Roger Isla	Drug Addiction Treatment
Leah Eft	Edison High School
Chief Paul Carpenter	Smithfield / Adena Police Department
Anthony Sheposh	Jefferson Behavioral Health System
Diana Holcomb	Mayor of Smithfield

## ENVIRONMENTAL HEALTH WORKGROUP

Frank Klinger, Chair	Jefferson County Health Department
Dan Obertance	Jefferson County Prevention & Recovery Board
Ashley Steele	Urban Mission

Charles Kokiko	Trustee, Mt. Pleasant
Martin Sohovich	Jefferson County Regional Planning Commission
Joann Mazzone	Trinity Health
RoseAnn Piofer	Trinity Health
Melissa Ciciarelli	Trinity Health
Barb Steitz	Trinity Health
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Carla Gampolo	Jefferson County Health Department
Michael Bolen	Brooke County Health
Sam Ivkovich	Jefferson County Health Department
John McGuire	Jefferson County Health Department