



2013

Graham County Health Department
Community Health
Strategic/Implementation Plan



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Graham County Community Vision:

We seek to create and maintain an environment that is clean, safe, and healthy and an educated community in which all individuals can achieve their optimum physical, cultural, social, economic, mental and spiritual well-being today, tomorrow and in the future.

Graham County Community Values:

- 1) Our community should be supportive of the efforts of families to love and develop healthy and well-adjusted children, while recognizing their physical, mental, emotional and spiritual needs.
- 2) Our residents should be equipped with the knowledge, education and means to adopt healthy behaviors and lifestyles, with all having access to quality, affordable medical care.
- 3) Both Adults and Youth approaching adulthood are expected to take responsibility for maintaining their own physical, mental, emotional, spiritual and economic health.
- 4) Our community values quality education, meaningful job skills, and diverse employment opportunities, as the means to ensure a reasonable standard of living, health, and well-being.
- 5) The governing authorities are expected to exercise their responsibilities in an equitable manner that assures all residents are provided the rights and services to which they are legally entitled to.
- 6) Our community values our abundant natural resources, including clean air, land, water and we appreciate the economic opportunity derived from it. We also appreciate the open spaces and the recreational opportunities it provides, encouraging people of all ages to engage in leisure activities and physical exercise.
- 7) Our citizens should have access to adequate food, and housing that is clean and structurally sound, while providing them a sense of security both inside and outside of their homes.
- 8) Our residents value partnerships and collaborative efforts that maximize community resources in promoting and assuring community health.
- 9) Our community values those with special needs and will seek to ensure a caring and equitable environment that is life affirming and recognizes the fact that we will not leave them behind.
- 10) Our community promotes improved health for all residents through reoccurring assessment of our local public health system and the implementation of specific goals related to identified needs, i.e., worksite wellness programs, improved school health outcomes, community design that encourages safety and physical activity and the development of community gardens to improve nutrition.

Graham County Community Health Strategic/Implementation Plan

Executive Summary 2013 – 2015

The Graham County Health Department, along with key community partners are engaged in identifying and addressing local issues and concerns affecting Public/Community Health. This will be achieved through collaboration with established community partners, while recognizing the overall mission and values identified on the previous page: the health care community, including mental health, local government entities, schools, faith communities, civic organizations, service providers, etc.

As a starting point, the Community Assessment Survey that was conducted in the fall 2012 revealed several areas of community concern, including:

1. Drug and substance abuse, including illegal street drugs, prescription drugs, methamphetamine sales and use, bath salts, spice, alcohol etc., was identified as being the number one issue for Graham County.
2. Lack of community involvement, including inadequate family involvement or willingness to take responsibility, lack of youth programs and insufficient volunteering.
3. Economic issues and lack of viable career opportunities.
4. Community Cleanliness, including the prevalence of illegal dumping, littering and unkempt private property.
5. Mental Health issues, including a lack of public knowledge of where to get help or willingness to get help and the need for more mental health programs.

The survey also revealed the top three health concerns as being:

1. Teen Pregnancy;
2. Obesity, poor diet and inactivity;
3. Chronic Illness, High Blood Pressure and Diabetes

In this strategic plan, the focus will be on addressing the top three health concerns.. The community concerns will be addressed as part of implementing the Health in Arizona Policy Initiative (HAPI) which is a second grant the County has received that is compatible with the Community Health Assessment Grant. Integrating this strategic plan with the HAPI plan, our goal is to ensure that the citizens of Graham County become healthier by receiving education, knowledge, and necessary policy changes that will positively impact their ability to make lifestyle choices that are healthy choices.

The charts on the following pages indicate the workflow in terms of addressing identified community issues. We also hope to achieve targeted improvements in public health outcomes by using this strategic plan, and identifying winnable battles while continuing to partner with key stakeholders.



Graham County Community Concerns

Reduce Drug and
Substance Abuse

Improve
enforcement

Increase use of
evidence based
prevention
curriculum in all
school districts

Promote Community
and Family
Involvement

Engage existing
and build new
partnerships

Encourage
coalition building
with Youth

Promote and
increase
opportunities to
volunteer

Improve Economic
and Workforce
Opportunities

Increase
accessibility and
availability of
career choices
and improve
climate for new
& existing
businesses

Promote
Community
Cleanliness

Promote bi-
annual county-
wide community
cleanup efforts

Improve
enforcement of
illegal dumping &
littering laws

Improve Access to
Mental Health
Services

Engage mental
health agencies
in promoting
outreach

Strengthen the
building of
existing and new
partnerships
among local
health care and
mental health
agencies



Strategic Priority #1: Reduce Teen Pregnancy

The following three winnable battles are objectives specific to the priority public health issues facing residents that Graham County could positively impact in the next few years:

Objective 1: Increase County-wide Pregnancy Prevention Programs

- Teen Pregnancy Prevention evidence-based education will provide knowledge to teens that will increase their skills and abilities leading to increased individual sexual responsibility.
- Graham County Health Department, schools and other agencies working with the community has the greatest opportunity to impact many public health outcomes to achieve this objective. An agency-wide workgroup will use evidenced based strategies to develop messaging, programming and outreach techniques to increase community awareness of teen pregnancy reduction strategies.

Performance Measures:

- Teens will increase their awareness, knowledge, attitudes and skills related to risky sexual behavior.
- Teens will increase their knowledge of healthy relationships, education and career success and healthy life skills.
- Teens will learn that not all their peers have sex.

Objective 2: Reduce the Rates of Pregnancy and Births to Teens

Recent declines in Arizona's teen pregnancy rate are dramatic, however Graham County is #2 in the state for percentage rates of teen births. We are committed to continuing to focus on this important objective through the work currently being provided, as well as on-going collaboration with stakeholders.

Performance Measures:

- Increase the availability of teen pregnancy prevention programs in Graham County School Districts to Jr. High and High School Youth, i.e., expansion of the Teen Outreach Program, to reduce the number of teen pregnancies.

Objective 3: Promote Evidence Based Education on Teen Pregnancy Prevention

- Teen Pregnancy Prevention evidence-based education will provide knowledge to teens that will increase their skills and abilities leading to increased individual sexual responsibility.

Performance Measures:

- Thatcher and Pima High School will implement Smart Girls and Wise Guys and as a prevention and education tool for their students enrolled in Physical Education/Health classes.
- Continue offering Wyman Teen Outreach Program (T.O.P.) to Ft. Thomas Jr. High and High School, Mt. Graham High School, Pima Jr. High and High School, Safford Middle School and Safford Middle School Alternate Placement Center.
- Continue offering Smart Girls , Wise Guys, Making a Difference and Reducing the Risk to youth enrolled in Eastern AZ Regional Detention Center (EARDC) and Summer Probation Youth.

- Teens will increase awareness, knowledge, attitudes and skills related to risky sexual behavior.
- Teens will increase knowledge of healthy relationships, financial literacy, education and career success and healthy life skills.
- Teens will learn that not all their peers have sex.

Strategic Priority #2: Reduce Obesity, Poor Diet and Inactivity

Ultimately, our goal is to reduce obesity, through improved nutritional food choices and increased physical activity. This will be accomplished by establishing new and improving current facilities that promote physical activity and health. We will also seek to establish policies that encourage healthy community design standards that promote physical activity, and encourage jurisdictional planning to increase the accessibility, availability, and identification of healthy foods in Graham County. This effort will involve collaboration with community partners, public health, and other stakeholders in the design and delivery of integrated policy changes and education for living a healthy lifestyle.

Objective 1: Promote Nutrition and Physical Activity to Reduce Obesity

Graham County is collaborating with stakeholders to identify policy changes that can occur through worksite wellness programs.

Performance Measures:

- Increase the number of worksites that actively participate in an educational and activity driven wellness program.
- Increase stakeholder input to assist with sample worksite wellness policies to share.
- Increase the number of policy changes and implementing worksites in Graham County.
- Increase the number of schools that offer nutritional choices for student's breakfast and/or lunch offerings.
- Increase the number of schools that offer physical activity time to all students in all levels (K-12) grades.
- Use Public Service Announcements to promote improved nutrition, physical activity and other healthy lifestyle choices.

Objective 2: Increase Accessibility, Availability, Affordability, and Identification of Healthy Foods in Communities, Including the Development of Community Gardens.

Graham County will collaborate with and engage partners and businesses to promote nutrition education and increase healthy food choices.

Performance Measure:

- Advocate for establishing community gardens throughout Graham County.
- Promote healthier eating habits and food selection.
- Increase healthier food choices in convenience markets in outlying areas.
- Assist advocacy groups with establishing healthy community planning efforts.

Objective 3: Establish New and Improve Current Facilities that Promote Physical Activity and Health.

Even though a few parks and recreation facilities are already available for residents of Graham County, some of these need improvement and more facilities are needed. Residents living in outlying areas must travel to reach established recreation areas, which results in transportation issues, additional cost and less frequent useage. Local governments will be encouraged to promote the use of and improve existing physical activity facilities and establish new facilities.

Performance Measures:

- Assist advocacy groups with healthy community design standards that can be incorporated into planning efforts.
- Share healthy community design standards with appropriate community partners, including City and County planners.
- Meet with City and County planners and officials to encourage the use of health impact assessments in planning.
- Coordinate with local efforts addressing healthy community design standards.
- Encourage enforcement of animal control policies within municipalities and county jurisdiction for the safety of the citizens that exercise in their local neighborhood environments.

Strategic Priority #3: Reduce the rates of High Blood Pressure and/or Diabetes

Ultimately, the goal is to reduce obesity, which is a leading cause for high blood pressure and diabetes, in order to impact the diagnosed rates and number of people that are being medicated for these chronic conditions. Through education and information dissemination we will promote physical exercise and healthy eating to decrease the number of residents that suffer from these chronic diseases. This effort will involve collaboration with community partners, public health, and other stakeholders.

Coordinate with:

- Southeastern Arizona Human Resource Council (SEAHRC) to transport individuals to health care clinics as needed.
- Community Health Center to visit outlying communities and offer blood pressure checks, blood glucose analysis and medical care.

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Objective 4: Engage Existing Partnerships and Build New Ones

A diabetes education program is offered through Mount Graham Regional Medical Center (MGRMC). MGRMC's Community Health Services Unit works in conjunction with Carondelet Health Network to provide the Diabetes Continuum of Care Partnership Project. This partnership provides the following for diabetic patients within Graham and Greenlee counties:

- Diabetes Self-Management Training.
- Diabetes educators trained to deliver education in providers' offices.
- Diabetes Clinic Day which provides ophthalmology, podiatry, lab draws and MNT's.
- A Diabetes Community Class free of charge.

Graham County Health Department will encourage physical exercise and healthy eating to help combat high blood pressure and diabetes, by promoting:

- Education and/or referral of residents to MGRMC's program for Diabetes Self-Management.
- The use of existing walking paths and parks for physical exercise.
- Involvement in community gardens and farmers markets.
- Community members to have their blood pressure monitored regularly by their healthcare provider or the County Health Department.
- Community members to have their blood sugar levels monitored regularly by their healthcare provider or community healthcare clinic.

Performance Measures:

- Continue to collaborate with Community Steering Committee that was established during the CHA process.
- Engage more partners as new and undiscovered existing issues/concerns surface.
- Collaborate for the dissemination of information about programs, projects, and community involvement for helping residents that are currently suffering from or at risk for high blood pressure and/or diabetes through the quarterly newsletter.

Objective 5: Provide a Safety Net for Healthcare Services.

Safety net programs are a critical part of the health care delivery system. That system is now changing rapidly and dramatically, especially with the proposed increase in eligibility for Medicaid. Safety net providers are more essential than ever to assure access to health services for uninsured and other underserved populations. Graham County Health Department will work with local healthcare systems and clinics, transportation providers and others to address the need for access to healthcare.

Performance measures:

- Attend local meetings with stakeholders on transportation needs and accessibility.
- Encourage community assessment steering committee members to stay engaged in the community by disseminating information to their peers, contacts, families and faith communities.
- Continue publishing quarterly newsletter.