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A Partnership for a Healthier Cobb County!

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Cobb and Douglas Community Health Improvement Plan II

2017-2021: 2019 PROGRESS REPORT

COBB & DOUGLAS PUBLIC HEALTH
Healthier lives. Healthier community.

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Cobb and Douglas Community Health Improvement Plan II (2017-2021):

2019 Progress Report

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Introduction

The Cobb & Douglas Community Health Improvement Plan II (2017-2021 CHIP) was published in October 2017 with a focus on key priorities to improve the health and well-being for all who work, live, learn or play in our community. Developed through a partner and data-driven process with our community coalitions, Cobb2020 and Live Healthy Douglas (LHD) The CHIP aligns with national and state priorities,

applies a health equity lens and continues to focus on the impact of policy, systems and environmental (PSE) change. Acknowledging the uniqueness of our two counties, the 2017-2021 CHIP is organized by county with two strategic priorities in addition to county-specific goals and strategies.

Between January-December 2019, Cobb2020 and LHD, facilitated by Cobb & Douglas Public Health (CDPH), performed the following capacity building activities:

- CDPH delivered $82,700 in grant funds to five different organizations through the 2019 CHIP Partnerships Grant. The purpose of the matching grants is to assist community partners in implementing evidence-based community health initiatives to support the 2017-2021 CHIP. An internal review committee selected the awardees from a pool of 17 strong proposals, and the amount of grant funds requested from the proposals totaled more than $202,600.
- Facilitated quarterly meetings for the Cobb2020 and LHD Steering Committee members to assist with resource development, partnership development, a review of our Balanced Scorecard, and 2020 planning.
- Facilitated workgroup meetings to prioritize strategies and update action plans.
- Cobb2020 and LHD Steering Committee members and CDPH Health Assessment staff collaborated to update long-term health outcome measures in alignment with CHIP goal areas.

- Cobb2020 and LHD expanded promotion of the CHIP via social media, email messaging, and participation in several community events and meetings.
- Cobb2020 and LHD maintained websites to provide both communities with a "living" version of the CHIP and to inform and engage the community on our efforts.
- At the end of fiscal year 2019 (June 2019), CDPH received an additional $90,000 from the Georgia Department of Public Health to support Cobb2020 and Live Healthy Douglas in their implementation of the CHIP's chronic disease prevention efforts.
- CDPH Health Equity Committee established a three-year strategic initiative which included key priority areas such as Awareness, Workforce Development, Community Development & Capacity Building, Data, Research & Evaluation, and Policy Development.
- CDPH began plans to launch a new web platform to enable all residents access to the most current public health outcome data so they are empowered to seeks resources and set health priorities. The MySidewalk website will be available in 2020.

CDPH was honored with 2019 National Association of County and City Health Officials (NACCHO) Model Practice Award for "Growing a 501c3 Organization to Diversity Public Health Funding". This practice enables CDPH to help support some of our CHIP initiatives across the district. The 2019 Progress Report provides updates on community actions aligning to the CHIP goals and strategies.

Strategic Priority 1: Healthy Lifestyles

Cobb County

Please see county-specific updates below and note that these are not an exhaustive list for the County. Cobb2020 welcomes additions by other partners who had successes related to these CHIP goals.

Goal 1: Tobacco Product Use

Reduce illness, disability and death related to tobacco product use and secondhand smoke exposure.

Strategy 1.1: Identify and reduce tobacco-related disparities among population groups.

Update: See below

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Revisions: None

Strategy 1.2: Promote access to information and support systems for cessation services.

2019 Update:

- Breathe Easy is a public health initiative of Cobb2020 and CDPH that seeks to educate the community and raise awareness of the dangers of secondhand smoke (tobacco and vape). Breathe Easy was featured in the Cobb InFocus magazine in April 2019. This article included information on the dangers of tobacco product use, progress related to tobacco policies, and ways readers can get involved with the initiative.
- Breathe Easy completed several activities aimed at promoting education and increasing their reach, including:
    - Created a "Breathe Easy Supporter Form" for community members to complete if they would like to get involved with the group.
    - Created a "Smoke-Free Marietta Text Postcard" that promotes the option to join the movement for a smoke-free Marietta via text message.
    - Created an infographic that promotes the benefits of a smoke-free workplace.
    - Revised the Breathe Easy webpage to highlight key information, make information easier to process, and include the previously mentioned materials.
    - Attended the Marietta Glover Park Summer Concert Series to share educational materials and increase awareness of the group.
    - Educated the community through social media, The Little Coupon Book, digital media, and bus shelter advertisements.
- CDPH sponsored various on-line ads through the Cobb Chamber of Commerce to encourage businesses to access information about tobacco/vape policies and to help their employees access the GA Tobacco Quitline services.

Revisions: None

Strategy 1.3: Reduce the initiation of tobacco product use among children, adolescents, and young adults.

Update:

- In August 2019, Cobb Community Alliance to Prevent Substance Abuse co-hosted a Town Hall event at a local high school. The purpose of this community outreach event was to inform parents and students about the dangers associated with vaping. This one-hour educational session was held to bring knowledge and awareness to the harmful effects of vaping and encourage attendees to become active participants in prevention efforts in the community.
- In September 2019, the City of Smyrna voted unanimously to prohibit people under the age of 21 from purchasing tobacco and vape products.

- In November 2019, CDPH partnered with Walton High School's Parent Teacher Association to host a "Great American Smokeout" event for the student body and provide education on the dangers of vaping.
- Summer 2019, America Heart Association partnered with Glover Park Brewery to host two 'Smokefree Night' events --- a night of awareness and education on the benefits of smoke-free businesses.

Revisions: None

Strategy 1.4: Reduce exposure to tobacco-related products and secondhand smoke.

Update:

- In May 2019, the City of Marietta enacted a city ordinance to include electronics cigarettes in all areas where smoking is prohibited. This progress has sparked conversations with other areas and entities (e.g., Cobb County Parks) who may want to pass similar ordinances.
- In December 2019, the City of Smyrna voted to prohibit indoor smoking within the downtown district.
- CDPH created an advertisement for Cobb County Chamber of Commerce to use to promote resources for tobacco-free workplaces.
- In October 2019, the Cobb EMC Annual Meeting was again designated as a tobacco-free/smoke free event. This event hosts more than 10,000 residents who are customers of this local electric co-op. CDPH is invited to host various public health information booths about home safety, the WIC Nutrition program, our Children & Youth with Special Needs services and the Chronic Disease Prevention efforts.

Revisions: None

Goal 2: Physical Activity

Improve health and the quality of life through daily physical activity.

Strategy 2.1: Increase physical activity among at-risk populations through community design and access.

Update:

- The Georgia Department of Public Health Chronic Disease Prevention Team provided funding to support CHIP initiatives. A portion of this funding supported the installation of a Zagster Bike Share station at Kennesaw Mountain National Battlefield Park in partnership with the Town Center Community Improvement District. The first hour of riding is free providing an affordable and accessible physical activity opportunity for Cobb community members.

- YMCA created a painted walking track surrounding the East Cobb/McCleskey facility for access to members and residents in the local community. YYMCA developed signage in high traffic areas to promote utilization of the walking track and soccer field.

Revisions: None

Strategy 2.2: Promote and strengthen school and early learning policies and programs that increase physical activity.

Update:

- In efforts to increase youth's daily physical activity and aid in improved concentration, behavior, and physical well-being, collaboration between Cobb & Douglas Public Health, Georgia SHAPE, HealthMPowers and local community schools have aimed to pilot initiatives to increase secondary school students with school-day physical activity time. This has included two approaches.
    - Power Up for 30 - Connections with Georgia SHAPE and HealthMPowers have been underway to pilot Middle Schools for their Power Up for 30 programs with Cobb County and Marietta City Schools.
    - Classroom Physical Activity Breaks and Steps Challenges - The Classroom Physical Activity Breaks and Steps Challenges are being piloted in a local middle school.

Revisions: None

Strategy 2.3: Promote and strengthen workplace policies and programs that increase physical activity.

Update:

- To increase awareness on health and wellness policy development, CDPH Chronic Disease Prevention and Worksite Wellness team members created Cobb Chamber and Marietta Power & Water media advertisements. The advertisements ran throughout the year and included directions for interested workplaces or organizations to contact CDPH's worksite wellness team for guidance and support on policy development or system changes.
- In January 2019**,** Cobb & Douglas Public Health implemented a new physical activity policy allowing all 350 district employees up to 30 minutes a day on work time for onsite physical activity. Employees were encouraged to walk, climb the stairs, participate in activities within their office spaces (e.g. chair exercises, resistance bands, hand weights, etc.) or participate in on-site exercise classes.

Revisions: None

Goal 3: Healthy Eating

Promote health and reduce overweight and obesity through the consumption of healthy foods.

Strategy 3.1: Increase access to healthy and affordable foods in food desert communities.

Update:

- CDPH and McCleskey YMCA partnered on the Cobb County Non-Profit grant for the Farm Fresh Market Initiative. In 2019, the grant funding permitted the Farm Fresh Market 2,770 customers and access to 11,027 pounds of fresh produce. Due to decreased funding support for the 2019 season, the Farm Fresh Market had 7 fewer market days compared to 2018.

Revisions: None

Strategy 3.2: Increase community knowledge on recognizing appropriate portions and making healthy food and beverage choices.

Update:

- In 2019, CDPH provided recipe demonstrations focused on healthy food choices to farmers market customers on 12 Farm Fresh Market days and 9 Mableton Farmers Market days.
- In 2019, CDPH participated in 10 community health and wellness events for adults focused on healthy eating and chronic disease prevention. Events were held through Traime Health, Mother's Making a Change, SweetWater Mission, Turner Chapel, Cobb County Government, City of Marietta, Men's Extension, Women's Extension, Georgia Addiction Recovery, and Six Flags of Georgia. Health education and chronic disease prevention education information was shared with a total of 498 adult participants.
- In 2019, CDPH participated in 7 community health and wellness events for youth focused on healthy eating and chronic disease prevention. Events were held through Girls, Inc., Custer Park, Michael A. Grant Boys & Girls Club, Ron Anderson Recreation Center, and Hubert Park. Healthy education and chronic disease prevention education information was shared with a total of 375 youth participants.
- In 2019, a weekly youth nutrition garden club was led by a CDPH Public Health Educator and Registered Dietitian for 18 students during the school year as part of an after-school program with the Michael A. Grant Boys & Girls Club and South Cobb Community Garden.
- In 2019, the University of Georgia (UGA) Extension – Cobb County, continued to provide the Expanded Food and Nutrition Education Program (EFNEP) to low-income families, free of charge.

EFNEP is an 8-week course designed to teach families about healthier food choices, buying healthier foods on a budget, and reducing the risk of foodborne illness.

- UGA Extension – Cobb County hosted additional classes and events related to healthy eating, including Superfoods Cooking Class, Vegetable Gardening for Beginners, Young Farmers Club, and Growing and Using Herbs.
- In October 2019, the Cobb EMC Annual Meeting hosts more than 10,000 residents who are customers of this local electric co-op. CDPH is invited to host various public health information booths about home safety, the WIC Nutrition program, our Children & Youth with Special Needs services and the Chronic Disease Prevention efforts.

Revisions: None

Strategy 3.3: Increase organizational and programmatic changes focused on healthy eating.

- Update: Cobb County Schools received the following awards and recognitions related to healthy lifestyles CDPH was honored as one of the Atlanta Business Chronicle's 2019 Healthiest Employers.
- In January 2019, CDPH also updated their Healthy Meetings policy to guide internal meeting planners how to incorporate healthy choices in all internal and external meetings where food is served.
- In January 2019, CDPH also updated their Breastfeeding policy to assure that all mothers visiting any CDPH location (as an employee or client) felt supported to breastfeed their child and that they had designated spaces within each location to do so as needed.
- In September 2019, Cobb County School District was honored with the Golden Radish Award for outstanding work of their farm to school program. Criteria for the award include local food procurement, exposing students to new foods through taste tests, and incorporating gardening and cooking activities in the curriculum.

Revisions: None

Douglas County

Please see county-specific updates below and note that these are not an exhaustive list for the County. Live Healthy Douglas welcomes additions by other partners who had successes related to these CHIP goals.

Goal 1: Tobacco Product Use

Reduce illness, disability and death related to tobacco product use and secondhand smoke exposure.

Strategy 1.1: Identify and reduce tobacco-related disparities among population groups.

Update: NA

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Revisions: None

Strategy 1.2: Promote access to information and support systems for cessation services.

Update:

- Truth Initiatives' This is Quitting Smoking Cessation Program was promoted. Youth were familiarized with the free text-to-quit program and reviewed the helpful resources on their website. We thought this would be a better resource since you have to be 13+ to use the GA Tobacco Quit Line.

Revisions: None

Strategy 1.3: Reduce the initiation of tobacco product use among children, adolescents, and young adults.

Update:

- CDPH developed a map using Geographic Infographic Systems (GIS), which showed each tobacco shop in Douglas County and their proximities to an elementary, middle, or high schools. Various workgroups and CDPH staff have utilized this GIS map in conversations with elected officials to encourage policy change in Douglas county.
- The LHD Tobacco Workgroup developed an infographic that showcased the dangers of tobacco product use, its prevalence among students in Douglas County and the number of tobacco shops within a 1-mile radius of Douglas County High School.
- CDPH and UGA Extension Office hosted four breakout sessions on vaping during the Live Healthy Douglas Power in Truth Conference.

Revisions: None

Strategy 1.4: Reduce exposure to tobacco product use and secondhand smoke.

Update:

- CDPH developed social media posts educating on the need for multi-unit housing complexes to be designated as smoke-free. Out of all the posts on the Live Healthy Douglas Facebook page, these posts received some of the highest numbers for reach and engagement.
- CDPH created an advertisement for Douglas County Chamber of Commerce to promote resources for tobacco-free workplaces.

Revisions: None

Goal 2: Healthy Eating

Promote health through portion control and the consumption of healthy foods to reduce overweight and obesity.

Strategy 2.1: Increase access to healthy and affordable foods in food desert communities.

Update:

- UGA Cooperative Extension – Douglas County converted an area of unused land to a community garden. Individuals may rent a row of soil and plant produce at a low cost.
- Through the 2019 Summer Meal Program, the Douglas County School System's Nutrition Department once again offered healthy nutritious meals to children who may not otherwise have access to such meals.
- In February 2019, 27 Douglas County schools began serving an evening meal after school hours to students still on campus for the After-School Program or other approved academic activities. Milk, meat (or a meat alternative), grains, fruits, and vegetables were served during suppertime. The award-winning Douglas County School Nutrition Program was among the first in the Atlanta area to pilot this program.
- The Pantry, a community food ministry located in Douglasville, GA, expanded their mobile pantry from twice a month to three times a month.
- In the fall of 2019, the Live Healthy Douglas Healthy Eating Workgroup developed a brief survey to gather input from Douglas County community members regarding a possible farmers market in the area. The survey also inquired about these residents' access to fresh fruits and vegetables, as well as what, if anything, prevents them from purchasing fruits and vegetables. The workgroup obtained responses to the survey by posting it on social media, developing a flyer with a QR code, posting the flyer in our partners' offices, and promoting it while attending various community events. As of December 2019, the survey collected 149 responses. The survey confirmed the need and interest for a farmer's market in Douglas County, with 71.91% of respondents claiming they are interested in having a farmer's market in the area. The workgroup reviewed these results. Considering the available resources and schedules, Tuesday evenings were

selected for the market day and time, and a large parking lot in Downtown Douglasville for the location.

Revisions: None

Strategy 2.2: Increase community knowledge on recognizing portion control and making healthy food and beverage choices.

Update:

- Throughout 2019, LHD Partners attended a variety of community events to provide healthy eating education, including:
  - Douglas Parks & Recreation Department's Annual Easter Egg Hunt and Health and Business Expo
  - September Saturdays, the largest annual festival and community event in Douglas County
  - Greystone Power's Annual Meeting
  - Douglas Senior Center Events
- In 2019, CDPH participated in 4 community health and wellness events focused on healthy eating and chronic disease prevention. Events were held through Douglas Seniors Center, Douglas County Library, and UGA Extension 4-H with a total of 175 adult and 385 youth audience participants.

Revisions: None

Strategy 2.3: Increase organizational and programmatic changes focused on healthy eating.

Update:

- The Douglas County School Nutrition Department received the Golden Radish Award, an award that celebrates extraordinary work in farm to school programs. Criteria for the award include local food procurement, exposing students to new foods through taste tests, and incorporating gardening and cooking activities in the curriculum.
- For the third year in a row, the City of Douglasville was nominated for the Atlanta Business Chronicle's Healthiest Employer Award for a medium sized agency.

Revisions: None

Goal 3: Youth Behavior

Improve the health, safety, well-being and mental and emotional development of youth (<10), adolescents (10-19) and young adults (20-24).

Strategy 3.1: Promote access to information and resources to maintain or improve mental and emotional well-being in at-risk communities.

Update:

- The LHD Youth Behavior Workgroup created a social media campaign to spread the messages that were provided during the 2019 Power in Truth Conference. These posts, termed "Power in Truth Power Facts," addressed a variety of topics related to youth behaviors, including mental health, self-care, healthy relationships, music literacy, bullying, and goal setting.
- Breakout sessions on combating burnout, Erin's law, and adverse childhood experiences were provided to Douglas County School district faculty and staff during the 19th annual Power in Truth Conference. 41 youth serving professionals participated in the breakout sessions.
- For the first year, the Douglas PIT raised enough funding (through local sponsorships and the GA Dept of Public Health) to enable the Douglas County School System to expand their PIT messages year-round through school-based activities.

Revisions: None

Strategy 3.2: Create environments that inform and empower youth, adolescents and young adults to make positive choices related to alcohol, tobacco, and other drugs.

Update:

- The Douglasville Police Department spoke to the 7th annual Education Summit for the Community at Stewart Middle School. They provided Kindergarten through 12th graders and their parents information about bullying, peer pressure, school safety, and sex trafficking.
- 510 middle and high school students attended the 19th annual Power in Truth Conference. The conference had breakout sessions on Alcohol, E-cigarettes, and Opioids.
- Vital Life Chiropractic, with the assistance of DeNyse Companies, donated school supplies to two Douglas County Schools in August 2019.

Revisions: None

Strategy 3.3: Provide individuals and families with the knowledge, life skills, and tools to prevent violence and injuries.

Update:

- The University of Georgia Cooperative Extension – Douglas County taught a "Relationship Smarts" class, providing information on relationship decisions and violence prevention to 15 students.

- Douglas County School System and DCTV23 filmed the breakout sessions at the Power in Truth Conference to reach more youth and their families.
- Spring 2019, Cobb & Douglas Public Health provided comprehensive sexual health education to three health classes at New Manchester High School. The Making Proud Choices curriculum and F.L.A.S.H curriculum consists of 12 1-hour modules. We did this with 3 different cohorts (12 modules x 3 classes of students). Total Number of Graduates: 75 graduates (participated in at least 75% of the curriculum). Total number of participants: 82. This partnership served as a successful pilot for in-school integration. Generally, the curriculum is provided to after-school youth groups. We usually struggle with attendance because of family vacations or conflicting engagements like sports. These challenges were avoided through in-school integration.

Revisions: None

Strategic Priority 2: Access to Health Services

Cobb and Douglas county partners collaborate in district-wide workgroups (cross-county collaboration began in 2017) to plan and implement actions aligning to the Access to Health Services strategic priority. Please see the district-level updates below.

Cobb and Douglas County

Goal 1: Access to Primary Care

Improve access to quality primary health services for the underserved community.

Strategy 1.1: Reduce access barriers to accessing clinical and community preventive services, especially among populations at greatest risk

Update:

- The City of Douglasville's Human Resources Department hosted their annual Employee Health Fair. The Employee Health Fair allows employees to visit over 50 vendors who offer health and wellness services and receive basic get health screenings.
- CDPH hosted their annual Employee Health & Wellness Fair which included access to blood pressure checks, flu shots, and HIV testing.
- DeNyse Companies implemented a worksite wellness program with more than 150 employees, called "Know Your Numbers." The wellness program incentivizes employees to participate in routine visits to their primary care physician. For instance, if an employee received a routine physical, that employee will receive $25.00 gift card.

- CDPH began offering free HIV testing at its Marietta, Douglasville, Smyrna and Acworth-Kennesaw center locations. CDPH also hosted and participated in multiple events throughout Cobb County to promote its free HIV testing.
- During the 2018-2019 school year, the Douglas County school system expanded access to their school-based health clinic (offered in partnership with the Family Health Centers of GA) from 2 schools to all school faculty, students and families.
- In 2019, CDPH began working with Cobb County Government and the South Cobb Redevelopment Authority to explore opportunities to expand access to primary care service in the S. Cobb community. Three possible sites have emerged as of this publication and the partners will continue the due diligence in 2020 to find possible sites, partners and funding sources.
- CDPH secured funding for a mobile health services van to reach vulnerable communities with critical public health services. Custom-designed for our needs, and to particularly allow staff to provide HIV testing in key community areas, the van will be available in 2020 to begin services.
- CDPH partnered with Positive Impact, Inc. to expand the access to quality HIV treatment services in our district. Housed at the Marietta Public Health Center, Positive Impact provides HIV+ individuals access to primary care and infectious disease medical professionals and has demonstrated excellent outcome metrics related to viral suppression.
- CDPH helped connect the S. Cobb EpiCenter to Kaiser Permanente and St. Joseph's MercyCare to host mammograms and other primary care screenings in this community.
- Through a generous grant from Metro Atlanta Ambulance Services, Safe Kids Cobb County was able to expand their new regional car seat inspection station for special needs children to our Hispanic/Latino families, assuring that more of our babies are adequately protected from injuries and death from motor vehicle accidents.
- MUST Ministries was awarded as a 2019 Community Health Improvement Plan Partnership Matching Grantee. MUST Ministries utilized the grant funding to launch a medical clinic established to provide tuberculosis, hepatitis A & C, human immunodeficiency viruses (HIV), COVID-19 and sexual transmitted disease screenings among the homeless. MUST Ministries also provided clients transportation and prescription assistance to address primary and behavioral health concerns.

Revisions: None.

Strategy 1.2: Increase the care capacity of safety net providers.

Update:

- In early 2019, Good Samaritan Health Center of Cobb worked with CDPH to expand their services to pediatric patients. CDPH helped with the development of referral processes and with protocols as requested.
- WellStar opened a new 16,850 square foot women's center in Douglas County. This facility features a Level II Neonatal Intensive Care Unit (NICU), 10 labor and delivery, recovery and postpartum suites, two triage rooms, and C-suite suite. All suites are equipped with Bluetooth capability and feature bedside recovery for mothers and babies to bond in the initial hours after birth.
- The CarePlace provided free access to healthcare services to Douglas County residents, 18 and older, who do not have health insurance and cannot afford to pay for healthcare in the private sector. The CarePlace provides medical care, health education, and select social services to all of its patients who meet their requirements.

Revisions: None

Strategy 1.3: Increase the number of comprehensive school-based health centers. (Douglas County)

Update:

- Since 2016, The Family Health Center at Douglas County Schools has been delivering quality medical and behavioral healthcare for the students living in our communities. Douglas County School System students and staff from any school were eligible to take advantage of these services, which include a wide range of health care.

Revisions: None

Goal 2: Chronic Disease Management

Increase access to local services that screen for and help control chronic conditions.

Strategy 2.1: Increase chronic disease screenings, education and care management among populations at greatest risk.

Update:

- CDPH worked with Georgia Department of Public Health to transform the Georgia Asthma Management Education in Childcare Center training from an in-person 9-hour training into a 3-hour webinar.
- In 2019, Registered Dietitian's through CDPH's Chronic Disease Prevention section provided heart health and diabetes educational information along with their healthy recipe demonstrations at 12

of the Farm Fresh Market days in food deserts and low-income areas of Marietta and South Cobb.

- The Good Samaritan Health Center of Cobb was recognized by the American Heart Association (AHA) and the American Medical Association (AMA) as a leader in the national effort to get patient blood pressure rates under control and reduce the number of Americans who have heart attacks and strokes each year. As part of the 2019 Target: BP Recognition Program, AHA and AMA awarded The Good Samaritan Health Center of Cobb with Gold Status—one of just 542 physician practices and health systems to be recognized for achieving blood pressure control rates of 70 percent or more in their adult patient population with high blood pressure.

Revisions: None

Strategy 2.2: Reduce the number of people who are unable to obtain or delay in obtaining necessary prescription medicines for the management of chronic diseases.

Update:

- Kaiser Permanente Georgia's Charitable Health Coverage Program provided access to two years of $0 premium, $0 copay insurance for uninsured individuals enrolled in a community training program. Participation in the Charitable Health Coverage Program improved health among those with high total (36.7% improved to normal range) and prediabetes (21.7% reached normal A1C range) from 2014 to 2019.
- Douglas County School System and Marietta City Schools continue to participate in the EpiPen4Schools program which provided schools with free EpiPens to use in case of an emergency.
- Douglas County School System continues to stock albuterol which provided lifesaving medication to students experiencing an asthma emergency.

Revisions: None

Goal 3: Maternal and Infant Mortality

Reduce infant mortality disparities through access to prenatal care.

Strategy 3.1: Increase the proportion of at-risk pregnant women who receive early and adequate prenatal/postnatal care.

Update:

- CDPH was awarded up to $5.5 million over the next five years through a Healthy Start grant from the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and

Human Services (HHS). The purpose of the grant is to improve health outcomes before, during, and after pregnancy for at-risk populations; and to reduce racial and ethnic infant death disparities and negative health outcomes in the first 18 months of life.

- As a part of the HRSA grant mentioned above, the Healthier Generations Responsible Fatherhood Program was designed for dads and expecting fathers to learn fatherhood skills, traits, and practices. The first batch of graduates finished in November 2019 and completed a class evaluation. Based on these results, the next round of classes will include subject matter professionals that will address issues that were not addressed with the first class, including: incarceration, problems with the law, overcrowded home, major repairs in the home, living apart from the kids, dealing with custody and child support courts, trouble with the kids' mom, mental health/depression.
- CDPH has developed a Community Action Network (CAN) that is comprised of nurses, social workers, and community members from across Cobb and Douglas County. The purpose of the CAN is to develop a five-year strategic plan that will be utilized to lead programmatic planning and implementation.
- WellStar opened a new 16,850 square foot women's center in Douglas County. This facility features a Level II Neonatal Intensive Care Unit (NICU), 10 labor and delivery, recovery and postpartum suites, two triage rooms, and C-suite suite. All suites are equipped with Bluetooth capability and feature bedside recovery for mothers and babies to bond in the initial hours after birth.
- Wellstar Healthcare System was awarded as a 2019 Community Health Improvement Plan Partnership Matching Grantee. This organization developed a comprehensive program based on best practices to align perinatal education and support services across the complete continuum of care for expectant mothers and their families.

Revisions: In 2017, the workgroup for this goal area was called the "Infant Mortality Workgroup." In 2018, we changed the focus and name to the "Maternal and Infant Mortality Workgroup."

Goal 4: Behavioral Health

Improve access to appropriate, quality behavioral health services.

Strategy 4.1: Increase cultural humility among service providers to enhance awareness.

Update:

- In 2019, Ser Familia partnered with Safe Path in order to increase their capacity for serving Latino children who have experienced trauma.

- Behavioral Health Workgroup hosted New Horizons: A Mental Health Symposium for Community Members (included a cultural humility presentation.
- Ser Familia offered and delivered cultural competency and cultural humility trainings within Cobb and Douglas Counties.
- Ser Familia educated Metro-Atlanta providers on best practices for serving Latino families.
- Behavioral Health Workgroup advocated for 40 hours of Crisis Intervention Team (CIT) training for all public safety officers in Georgia.

Revisions: Represents combined Cobb and Douglas county strategies for joint planning efforts

Strategy 4.2: Explore and enhance partnerships to improve access to behavioral health services.

Update:

- In 2019, CDPH hired their first Opioid Coordinator and developed an initial Opioid Prevention Strategic Plan. Of Georgia's counties, Cobb had the highest rate of opioid-related overdose deaths in 2017 and the second highest rate in 2018. To address this crisis, Cobb & Douglas Public Health kicked off the Cobb Opioid Forum on January 27, 2020. This forum brings together healthcare providers, emergency medical services, law enforcement, academia, and community groups to work together for a whole-community response to mitigate the opioid crisis in Cobb County.
- Behavioral Health Workgroup conducted a roundtable discussion with key stakeholders in the district to discuss common barriers these players experienced and identified areas for collaboration.
- Cobb Collaborative hosted several community conversations around mental and behavioral health issues, with a focus on access and health equity.
- Cobb County School District hosted a Speakers Series about mental and behavioral health issues.
- Georgia Prevention Project developed a partnership with Northwest YMCA making prescription dropbox easily accessible to Cobb residents during DEA take-back.
- Behavioral Health Workgroup leveraged free naloxone programming for law enforcement agencies, colleges, and public schools.
- Cobb Collaborative was awarded as a 2019 Community Health Improvement Plan Partnership Matching Grantee. This organization developed a new innovative protocol and evaluation framework that ensures positive impact with behavioral health issues.

Revisions: None

Strategy 4.3: Promote early identification of behavioral health needs and services available to the community.

Update:

- In May 2019, the Behavioral Health Workgroup hosted "New Horizons," a symposium for community members, to provide community members with information on various mental health issues, as well as local resources for dealing with these issues.
- The City of Douglasville hosted a "Pill Take Back Event" in October 2019 during which ninety separate citizens brought items for disposal.
- In 2019, the Behavioral Health Workgroup was awarded a stipend from the Substance Abuse and Mental Health Services Administration to host a "Communities Talk" event. In November 2019, the group collaborated with the Georgia Prevention Project to use this stipend and host a community panel at a local Cobb County high school. This panel focused on issues our youth face, including substance abuse.
- Cobb County Community Services Board (CCSB) once again has been accredited for a period of three years for its behavioral health and intellectual/developmental disabilities services and programs. The latest accreditation is the sixth consecutive Three-Year Accreditation that CARF, the international accrediting body, has awarded to their agency.
- Douglas County Schools received a two-year grant from Kaiser Permanente. This grant funding will be utilized to train educators of the proper way to handle mental health issues within the school system.
- Various mental health trainings offered to teachers and staff within the Cobb County School District (CCSD).
- "Angst" screening at Walton High School, which included a panel conversation with healthcare providers (CCSD).
- Kennesaw State University conducted various mental and behavioral health events throughout the year, often in alignment with national health observances.
- Douglas County School System conducted various mental health trainings offered to teachers and staff.
- Georgia Prevention Project and Cobb Community Alliance to Prevent Substance Abuse established Teen Advisory Councils at multiple Cobb County schools.
- Cobb Collaborative hosted a Trauma 101 training for members of the local community.
- Cobb Community Alliance to Prevent Substance Abuse developed a number of presentations and materials about primary prevention of substance abuse, preventing youth initiation of substance use, effects of youth substance use on the developing brain and substance-specific information.

- Healthy Community Talk at Woodlands Mobile Home Community (Cobb Community Alliance to Prevent Substance Abuse)
- Cobb County School District and Cobb Collaborative developed Mental Health First Aid trainings for the community.
- Cobb Community Services Board hosted a breakfast for elected officials to promote the work of CCSB and the challenges the organization faces.
- Kennesaw State University faculty and students completed two research projects assessing help seeking behaviors of college students and 5 vulnerable populations in the community (funded by DPH).
- The Cobb2020 Behavioral Health workgroup several partners in late 2019 to support the Cobb County Fire Department's "C3IT" (Cobb County Community Intervention Team) pilot designed to provide a multidisciplinary response team to 911 callers who need more of a behavioral health response vs. a medical emergency response.
- Cobb Collaborative was awarded as a 2019 Community Health Improvement Plan Partnership Matching Grantee. This organization developed and implemented a community-wide campaign aimed to increase awareness to behavioral health needs and services available in the communication. Cobb Collaborative provided and promoted capacity-building opportunities on a monthly basis for community-based members and system personnel to enhance understanding of trauma-informed care and delivery of services.

Revisions: None

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