



Cobb and Douglas Community Health Improvement Plan II

2017-2021:
2021 PROGRESS REPORT

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2021 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 of 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, 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 Cobb and Douglas Counties, the 2017-2021 CHIP is organized by county with two strategic priorities in addition to county-specific goals and strategies.

2021 marks the end of a 5-year action cycle of planning, implementation, and evaluation. The last 5 years were marked by capacity building, partnership expansion, and sustainable change. Through collective impact, the workgroups implementing the CHIP have collaborated to address complex issues that make chronic diseases more prevalent and health services less accessible. They increased health resources for the county, restructured to increase efficiency and partnership, and engaged with the broader community. For example, county dashboards were built in mySidewalk to provide the community with up-to-date information regarding community health. These dashboards can be viewed here: [Cobb County mySidewalk](#) and [Douglas County mySidewalk](#). Additionally, Cobb2020's Healthy Eating and Physical Activity work groups merged as many partners were working in both areas. Through the work of many organizations, Cobb and Douglas Counties have advanced towards creating a community that supports healthy lifestyle choices for all and provides access to quality health services for diverse populations. As the 2021 Cobb and Douglas Community Health Assessment is being completed, both community coalitions look forward to the next action cycle that will account for the 2022-2026 CHIP.

The 2021 Progress Report provides updates on community actions aligning to the CHIP goals and strategies. Over the span of 2021, both counties continued to see impacts of the COVID-19 pandemic on the health of our community as well as on an array of social determinants of health such as income, food insecurity, housing, unemployment and job insecurity, and social inclusion and non-discrimination. Community partners from Cobb2020 and Live Healthy Douglas remained tenacious and continued to make strides towards meeting the goals outlined in the CHIP. We thank the many organizations and partners who worked to support residents through 2021.



Strategic Priority 1: Healthy Lifestyles

Cobb County

Please see county-specific updates below and note that this is not an exhaustive list. Cobb2020 welcomes additions by other partners who had successes related to these CHIP goals. Additional updates can be emailed to Jazmyn.McCloud@dph.ga.gov.

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:

- In April 2021, the Federal and Drug Administration announced it will ban menthol cigarettes and flavored cigars.
- Cobb & Douglas Public Health partnered with Cobb County Fire Department to track the number of multi-unit housing units that have implemented a tobacco-free policy. Survey questions were added to inspection teams' survey to assess the number of apartments who have a tobacco free policy and if they are willing to provide a copy of their policy or learn more about implementing a policy.

Revisions: None

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

Update:

- Kennesaw State University improved the health and well-being of students through tobacco cessation via Cobb & Douglas Public Health's 2020-2021 CHIP Partnership Grant. The grant provided tobacco cessation kits to students. Wellness Peer Mentors were also utilized for nicotine cessation from smoking, vaping, and spit tobacco: <https://studentaffairs.kennesaw.edu/wellbeing/wellnesscoaching.php>
- Georgia Department of Public Health started a partnership with Truth Initiative to customize the *This is Quitting* program in November 2021. Youth 13-24 years old can text VAPEFREEGA to 88709 to receive age-appropriate messaging daily leading up to the set quit date. DPH has also co-branded educational materials to promote the program.

Revisions: None

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

Update:

- Chattahoochee Technical College continued their vaping-focused education campaign that started in 2020.
- Cobb & Douglas Public Health developed a partnership with Cobb County School District to enhance vaping awareness and cessation tools for youth.

Revisions: None

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

Update:

- In May 2021, City of Acworth adopted a strong, model tobacco-free parks ordinance. The new policy prohibits the use of all forms of tobacco products including e-cigarettes at all City owned or operated parks or recreational facilities. Cobb & Douglas Public Health aided enforcement efforts by assisting with signage and education.
- Chattahoochee Technical College developed a tobacco campus policy for all campuses (spans 6 counties). It will be effective January 1, 2022. In addition to prohibiting tobacco use, no tobacco-related advertising or sponsorship is permitted on college property, at sponsored events, or in publications produced by the college: https://www.chattahoocheetech.edu/tobacco-freecampuspolicy/?fbclid=IwAR2_7rE7xYHGNga54_A4J0OtVDiq9TZUr56-tu1NtrlKlc9fn4T_guKbH5g

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:

- Kennesaw State University improved the health and well-being of students by increasing physical activity among students with disabilities by providing equipment that will aid in outdoor adventures. This effort was funded by Cobb & Douglas Public Health's 2020-2021 CHIP Partnership Grant.
- YMCA of Metropolitan Atlanta increased physical activity access points in the community. This effort was made possible Cobb & Douglas Public Health's 2020-2021 CHIP Partnership Grant. The grant allowed exercise stations to be installed along the current track and walking trails. These stations are available for the community to use at no charge and without a YMCA membership.
- Cobb Senior Services offered virtual fitness classes including yoga, Tai Chi, and cardio strength interval training.
- Kaiser Permanente presented free outdoor yoga classes at The Battery Atlanta weekly. Classes were offered virtually when class days fell on game days or the weather did not permit an outdoor class.

Revisions: None

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

Update:

- Safe Routes to School worked with schools in Cobb County to host 29 Walk and Roll Events with 6,095 students and family members participating. Additionally, six schools in Cobb County hosted virtual bike and pedestrian safety events with 4,210 students participating.

Revisions: None

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

Update:

- Several Cobb County organizations received recognition as Atlanta’s Healthiest Employers by Atlanta Business Chronicle in 2021. City of Acworth ranked 2nd in the medium-sized company category (100-499 employees) and Cobb & Douglas Public Health ranked 8th. In the large-sized company category (500-4,999 employees), Cobb County Government secured the 8th place. In the extra-large sized company (5000+ employees), Children’s Healthcare of Atlanta was the 11th healthiest employer and Wellstar Health System secured the 15th place. *A special mention is made for City of Douglasville who secured the 1st place position in the medium-sized company category.*
- As part of participating in the Georgia Department of Public Health District Summer Cup 5K Challenge, Cobb & Douglas Public Health (CDPH) employees engaged in a 3.1 mile (for those running or walking) or a 9.3 mile race (for those using a bike or wheelchair).
- CDPH also participated in and promoted community participation in both the American Public Health Association Keep It Moving Challenge and the Biketober Challenge. Community participation was encouraged through social media and communications with community partners.
- CDPH’s worksite wellness program continued to offer fitness sessions by Zoom to allow staff to safely participate while maintaining social distancing and to provide access to staff teleworking.

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:

- Wellstar Health System provided families in Cobb County with pertinent health information on nutrition and food benefit enrollment, food assistance, and nutrition education. These efforts were supported by Cobb & Douglas Public Health’s 2020-2021 CHIP Partnership Grant.
- Cobb County Public Library teamed up with Georgia Educational Resources (GER) to host Free Summer Food Service Program food distribution events in June and July for children ages 18 and younger. Children received seven days of breakfast and lunch emergency meals on a first-come, first-served basis. Distribution took place in library parking lots at six locations across the county.
- Cobb County School District and Marietta City Schools provided breakfast and lunches at no charge to all students enrolled for the 2021-2022 school year.
- Riverside Neighborhood Community Garden continued to offer a space for community members to connect with each other and grow their own food with seasonal produce harvested throughout the year. The garden closely partners with the Michael A. Grant Boys and Girls Club to have youth involvement and educational opportunities with the garden.
- In response to the continued food insecurity from COVID-19, Cobb & Douglas Public Health (CDPH) partnered with IPSUM Diagnostics, CORE (Community Organized Relief Efforts), and Athena Farms to provide fresh produce boxes to in-need communities at four CORE-CDPH covid testing locations throughout the district. A total of 9,900 food boxes were distributed between January and April 2021 from \$300,000 of funding support from IPSUM Diagnostics.
- The Mableton Farmers Market’s 2021 season ran from June to August with 1,750 customers served. The market had a total of \$996 SNAP redemptions and a total of \$1,440 redemptions for the Georgia Fresh for Less program. The Georgia Fresh for Less program doubles SNAP dollars specifically only for

purchases of fruits and vegetables. Wholesome Wave Georgia provided an additional \$500 bonus of Georgia Fresh for Less tokens which is why their dollar value is higher than the SNAP redemption value.

- Cobb Senior Services held drive-up food distribution events for Cobb County residents 60 years and older to obtain shelf-stable foods in January through April.
- Cobb Senior Services Nutrition Services distributed 525 produce vouchers to qualifying seniors for its annual Senior Farmer's Market Nutrition Program.
- Wellstar Health System and the Wellstar Center for Health Equity provided 100 families in Cobb County with access to culturally sensitive foods and items as well as nutrition education via monthly Wellstar on Wheels: Mobile markets in partnership with Goodr. The purpose of the initiative is to improve food access in vulnerable communities.
- The Cobb Crisis Task Force and the Cobb County Food Fleet continued their COVID-19 pandemic related assistance. A broad range of needs for community members were addressed from housing and utilities, food insecurity, COVID-19 vaccines and testing, and mental health issues amongst many other assistance concerns.
- The Families First Coronavirus Response Act included a benefit called Pandemic-EBT (P-EBT) for children who received free or reduced-price school meals in the 2020-2021 school year. Families received P-EBT funds for students to help alleviate food insecurity.

Revisions: None

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

Update:

- Kennesaw State University improved the health and well-being of students through wellness coaching. This activity was supported by Cobb & Douglas Public Health's 2020-2021 CHIP Partnership Grant.
- UGA Cobb County Extension pivoted to offering its youth cooking club in a virtual format during the COVID-19 pandemic and collaborated with Rockdale County and University of Idaho Extension to deliver *Kids In the Kitchen Virtual Cooking Club*. These two-hour, live cook-along, Zoom sessions taught youth and their families nutrition, food safety, and cooking skills to build confidence and increase self-efficacy in the kitchen, all while encouraging positive family interaction. From September 2020 through December 2021, 31 virtual cooking sessions were offered throughout Idaho and Georgia, leading over 1,200 youth and adults from 30 counties and 6 states to receive this hands-on educational program. Average attendance was 40 participants, almost tripling regular in-person classes. Participant feedback regarding what they learned included: "My daughter is more confident in using a knife, recognizing a balanced meal and how make healthier choices when cooking" and "Separating foods can prevent foodborne illness like meat juice dripping in the fridge...ewwww." Evaluation results showed that 92% of participants gained food safety and nutrition knowledge, 93% increased self-efficacy for cooking, 93% gained cooking skills and 100% of the recipes were made again by participant families.
- Cobb Senior Services and UGA Extension Cobb County partnered to offer Cobb County Seniors healthy virtual cooking classes in February and March 2021.

Revisions: None

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

- From October to December, Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) provided extra vouchers to adult clients. This increased the amount of fruits and vegetables normally available to clients. This initiative is planned to continue until February 2022.

Revisions: None

Douglas County

Please see county-specific updates below and note that these are not an exhaustive list. Live Healthy Douglas welcomes additions by other partners who had successes related to these CHIP goals. Additions can be emailed to Jazmyn.McCloud@dph.ga.gov.

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:

- In April 2021, the Federal and Drug Administration announced it will ban menthol cigarettes and flavored cigars.

Revisions: None

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

Update:

- Georgia Department of Public Health started a partnership with Truth Initiative to customize the *This is Quitting* program in November 2021. Youth 13-24 years old can text VAPEFREEGA to 88709 to receive age-appropriate messaging daily leading up to the set quit date. DPH has also co-branded educational materials to promote the program.

Revisions: None

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

Update:

- Live Healthy Douglas' Power in Truth Conference incorporated a breakout session on vaping and e-cigarettes. The session was led by the Campaign for Tobacco Free Kids. 3,067 participants watched the breakout session.

Revisions: None

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

Update:

- No updates were reported in 2021.

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:

- Wellstar Health System provided families in Douglas County with pertinent health information on nutrition and food benefit enrollment and food assistance and nutrition education. These efforts were supported by Cobb & Douglas Public Health's 2020-2021 CHIP Partnership Grant.
- The Church St Farmers Market in downtown Douglasville became a Georgia Fresh for Less market in 2021, allowing customers to double their SNAP/EBT dollars for purchases specifically to be used for fruits and vegetables. The market had a total of \$1,952 SNAP redemptions and a total of \$1,757 redemptions for the Georgia Fresh for Less Program. Additionally, the market season was expanded to May through October with a total of 30 registered vendors and 6164 customers for the season.
- Douglasville Police Department in conjunction with the Atlanta Community Food Bank hosted several food distribution events.
- From October to December, Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) provided extra vouchers to adult clients. This increased the amount of fruits and vegetables normally available to clients. This initiative is planned to continue until February 2022.
- The UGA Extension Douglas County Community Garden continues to be a success. In 2021, participation grew to approximately 17 renters and 5 to 11 Master Gardener volunteers who offer gardening mentorship as well as garden their own sections. Participants have enjoyed learning about gardening, exercising, and the sense of community.
- Douglas County Schools provided five days of take-home breakfast and lunch meals to virtual students for the 2020/2021 school year. Through a national waiver by the United State Department of Agriculture, breakfast and lunch meals were free for the 2020-2021 school year. In addition, since Fridays were virtual learning days for all students, breakfast and lunch were provided to face-to-face students on Thursdays to take home for Friday. In addition, non-school hour meals were offered to all students: supper meals daily to face-to-face After-School Programs; Thanksgiving and Winter break holiday meals; Summer Meals in June and July.
- The Families First Coronavirus Response Act included a benefit called Pandemic-EBT (P-EBT) for children who received free or reduced-price school meals in the 2020-2021 school year. Families received P-EBT funds for students to help alleviate food insecurity.
- In response to the continued food insecurity due to the COVID-19 pandemic, Cobb & Douglas Public Health partnered with IPSUM Diagnostics, CORE (Community Organized Relief Efforts), and Athena Farms to provide fresh produce boxes to in-need communities at four CORE-CDPH COVID-19 testing locations throughout the district. A total of 9,900 food boxes were distributed between January and April 2021 from \$300,000 of funding support from IPSUM Diagnostics.

Revisions: None

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

Update:

- Georgia Organics and Georgia Department of Public Health awarded Douglas County School Nutrition Department a mini-grant for the 2021 to 2022 school year to fund the Farm to School and Community Expo initiative. This initiative will increase access to local, fresh, organically grown food; include culturally responsive food and education; and improve racial equity and health equity. The Farm to School Expo will be held on May 5, 2022 at Mason Creek Elementary School. Students from both non-food and food desert areas will attend.

Revisions: None

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

Update:

- UGA Extension Douglas continued their Garden Gift Bag efforts that started in 2020. This initiative was supported by Cobb & Douglas Public Health's 2020-2021 CHIP Partnership Grant. 600 garden gift bags were assembled and distributed to local charities for further distribution.

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:

- Cobb & Douglas Public Health partnered with Chapel Hill High School's Peer Mediators to provide support to their health initiatives. The youth also served on the planning committee for the 21st annual Power in Truth (PIT) Conference, hosted PIT information sessions, and shared PIT related posts about the information learned at the conference with their peers outside of the group.
- In October and November, the 2021 virtual PIT conference was provided to 17 Douglas County middle and high schools. A total of ten breakout sessions were provided by the conference and sessions were recorded by subject matter experts within each specific topic area. A total of 5,933 students participated and there was a total of 22,976 viewings across the ten sessions. Session attendance included *Power of Belonging* led by Montrece Ransom of the National Network of Public Health Institutes (1,881 participants), *Mental Health and Suicide Awareness* led by Venessa Abram of Self-Discover: Pain, Positioning and Purpose, Inc. (1,754 participants), and *Adolescent Stress* led by Rhonda Thompson of Total Breakthrough Center (1,649 participants).
- Ser Familia was awarded a 2021-2022 CHIP Partnership Grant by Cobb & Douglas Public Health to support their *Culturally Proficient Behavioral Health Services to Address Health Disparities within the Latino Population* project. The initiative includes training sessions and community presentations for community partners and Ser Familia staff, community education, and updates to play therapy rooms to provide services to younger children.

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:

- In October and November, the 2021 virtual Power in Truth conference was provided to 17 Douglas County middle and high schools. Breakout sessions included *Drugs and Alcohol* led by Jesse Hambrick of Georgia Association of Community Service Boards (3,512 participants) and *Vaping & E-cigarettes* led by the Campaign for Tobacco-Free Kids (3,067 participants).

Revisions: None

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

Update:

- Spring 2021, Cobb & Douglas Public Health staff 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. 101 students participated in the program. 94 students graduated from the program (attended at least 75% of the program).
- Safe Kids Douglas continued to provide a hybrid model of in-person and virtual car seat check appointments. This alteration which started in 2020 allowed families to receive safety knowledge despite COVID-19-related barriers.
- In October and November, the 2021 virtual PIT conference was provided to 17 Douglas County middle and high schools. Breakout sessions included *Cyberbullying* led by Erica Pullen of the Douglas County UGA Extension Office (3,292 participants), *Healthy Relationships* led by Jessica Tarver and Timothy Griffin of S.H.A.R.E. House (2,100 participants), *Financial Planning & Cryptocurrency* led by Kim Fletcher and Sjohnell Thompson of MembersFirst Credit Union (1,772 participants), *Life After High School* led by Susan Culpepper of the Douglas County – UGA Cooperative Extension (2,178 participants), *Human Trafficking* led by Brooke Ruffin of Strett Grace (1,771 participants), and *Mental Health and Suicide Awareness* led by Venessa Abram of Self-Discover: Pain, Positioning and Purpose, Inc. (1,754 participants).

Revisions: None

Strategic Priority 2: Access to Health Services

Cobb County 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 updates below. Cobb2020 and Live Healthy Douglas both welcome additions by other partners who had successes related to these CHIP goals. Additional updates can be emailed to Jazmyn.McCloud@dph.ga.gov.

Cobb and Douglas Counties

Goal 1: Access to Primary Care

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

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

Update:

- Communities in Schools of Douglas County expanded access to health services in Douglas County School System. They increased the number of emergency kits at each school building to be able to meet the needs of children and staff in the event of a crisis or emergency. This effort was supported by Cobb & Douglas Public Health's (CDPH) 2020-2021 CHIP Partnership Grant.
- The Board of Education approved a partnership opportunity between Marietta City Schools (MCS) and Vision To Learn, a national nonprofit that provides eye exams and eyeglasses to students in underserved communities. The partnership which began in the Fall of 2021 allowed MCS to vastly expand vision screenings to all elementary students, Kindergarten through 5th grade (approximately 3,900 children).

For students who do not pass the vision initial screening, the Vision To Learn program provides an optometry exam and a pair of glasses, both at no cost, via a mobile clinic.

- CDPH continued to offer free rapid HIV testing at its Marietta, Douglasville, Smyrna, and Acworth-Kennesaw health center locations. CDPH hosted and participated in multiple outreach events throughout Cobb and Douglas Counties to make HIV testing more accessible to vulnerable communities. Over 3,400 residents learned their HIV status in our clinical and outreach settings. Additionally, CDPH continued to offer free HIV self-test kits that were made available by mail or pick-up at Marietta Health Center. The self-test kits were also distributed during outreach events. Over 200 tests were distributed to our residents.
- CDPH continued to offer free condoms at all health centers, at outreach events, and through its mail order condom subscription program. Over 200,000 condoms were distributed.
- Lyft provided individuals with free rides to and from their COVID-19 vaccination appointment. This service was promoted by United Way of Greater Atlanta, Cobb & Douglas Public Health, and other community partners.
- Cobb County opened a call center in April 2021 to assist residents with getting information about COVID-19, information about vaccines, and assist residents with making vaccination appointments. To speak with an operator, residents called 833-974-3366 on weekdays between 8 a.m. and 6 p.m. English and Spanish-speaking agents were available, with language line services available for those who speak other languages.
- Cobb Senior Services facilitated several COVID-19 vaccination events in partnership with Cobb & Douglas Public Health and MetroAtlanta Ambulance.
- In 2021, CDPH Healthy Start/Perinatal Case Management Programs and Wellstar Family Practice Graduate Medical Education partnered to provide access to primary care services for Healthy Start clients and their families in Cobb and Douglas Counties.
- Per the Georgia Department of Public Health Vaccine Distribution Dashboard, as of December 8, 2021, 989,455 COVID-19 vaccines were administered in Cobb County and 149,185 vaccines were administered in Douglas County. Multiple partners worked to improve access to COVID-19 vaccinations. For example, Poole's Pharmacy and Premier Drug Store each partnered with their respective public and private school systems (i.e., Marietta City Schools, Walker School and Douglas County School System) to offer multiple COVID-19 vaccine clinics at the school sites for students, faculty and their families. Additionally, Poole's Pharmacy and Premier Drug Store partnered with CDPH and the Georgia National Guard to offer COVID-19 vaccinations to homebound residents. In 2021, CDPH administered a total of 85,232 doses of COVID-19 vaccines in Cobb County and 32,480 in Douglas County.
- From January to early June 2021 alone, CDPH administered 2,687 COVID-19 tests in Cobb County, Cobb Community Organized Relief Effort (CORE) administered 18,231, and Air National Guard in Cobb administered 9,237. In Douglas County, CDPH administered 537 tests and CORE Douglas administered 5,254.
- A Pediatric Emergency Department was opened at Wellstar Douglas Hospital in Douglas County in September 2021. It is expected to provide care for more than 12,000 children per year.
- Wellstar joined Morehouse School of Medicine's National COVID-19 Resiliency Network to work together on providing COVID-19 related services to disproportionately impacted communities across its health system.
- In partnership with DC Pulmonary Medicine, Marietta City Schools offered free PCR COVID-19 testing at Lemon Street each day (Monday-Friday, 8:00 a.m.-12:00 p.m.) for students, staff, and families. The partnership began in the fall of 2021. DC Pulmonary also provided free testing in Douglas County at Deerlick Park.
- CDPH's COVID-19 Clinical Outreach Team began offering flu shots in 2021.

- Safe America re-launched VET Tran, a program to transport veterans to Kaiser Permanente’s Metro Atlanta medical centers including in Cobb County.

Revisions: None.

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

Update:

- MUST Ministries promoted its full-service primary care clinic with the goal of expanding healthcare access to uninsured and impoverished residents of Cobb and Cherokee Counties.
- MUST Ministries completed a new 44,000 square-foot shelter. The facility includes a medical clinic as well as areas for outreach services including case management. The facility will begin housing clients in May 2022.

Revisions: None

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

Update:

- The 2020-2021 CHIP Partnership Grant that Communities in Schools of Douglas County’s received from CDPH helped Douglas County School System prepare for health emergencies. The purpose of the grant was to increase the number of children and families visiting the School Based Health Center and widen access to health care services.

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:

- Cobb & Douglas Public Health implemented marketing campaigns on Google, Pandora, and at the Department of Motor Vehicles with the focus of HIV and PrEP education. The Google ads began in late February and yielded 480,000 impressions and 5,644 direct engagements. The Pandora ads ran from August 15th to November 15th. These ads received 1,082,815 impressions and had a reach of 179,197 people.
- In collaboration with partners including PreventT2, Poole’s Pharmacy, and Kaiser Permanente, Cobb Senior Services offered free type 2 diabetes prevention classes for those with prediabetes and a diabetes nutrition class.
- Cobb seniors were invited to participate in multiple *Live Well* chronic disease self-management programs sponsored by the Atlanta Regional Commission.
- Marietta City Schools was awarded a 2021-2022 CHIP Partnership Grant by Cobb & Douglas Public Health to implement the *Recovering Lost Learning through Vision Screenings* project through which school children will be provided vision screenings, eye exams, and glasses.
- Cobb & Douglas Public Health awarded a 2021-2022 CHIP Partnership Grant to MUST Ministries, Inc. for the *MUST Community Healthcare Awareness Campaign* which will involve screening for various chronic diseases, provision of educational information and prescription assistance, and advertising the health services provided by MUST Ministries, Inc.

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. (Douglas County)

Update:

- CDPH received funding to establish two Community Health Worker programs from Georgia Department of Public Health. Georgia's Community Health Worker for COVID Responses and Resilient Communities Program will target residents in South Cobb and Douglas County who have or are at-risk of developing chronic diseases. This is a 3-year funding opportunity. The COVID-19 Health Equity Navigator Program will be implemented in partnership with Morehouse School of Medicine. It will result in 4 navigators being integrated into the community to help residents get needed health care and social services. The program will span 2 fiscal years.
- In November 2021, Wellstar Douglas began a pulmonary rehab program designed for those experiencing lung problems such as COPD. The program includes monitored, supervised exercise, education about the condition or disease, and nutritional counseling.

Revisions: None

Goal 3: Maternal and Infant Mortality (Cobb County)

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:

- In 2021, Cobb & Douglas Public Health's Perinatal Case Management program (PCM) provided prenatal screening to 3,079 pregnant women and 2,046 were enrolled in presumptive Medicaid and the PCM Program. 840 pregnant women were referred to Babies Born Healthy to receive prenatal care at a reduced fee and 95 women were assisted by grant funds to cover the cost of their care.
- In 2021, Cobb & Douglas Public Health's Healthy Start program provided education, support, and case management services to 319 pregnant women and enrolled 185 of their infants in Cobb and Douglas Counties. 21% of the births were low birth weight and 15% were preterm deliveries. There were 2 infant deaths.
- The Healthy Start Community Action Network shared information regarding the CDC's Hear Her Campaign and maternal warning signs at every meeting to reduce maternal mortality.
- On March 3, 2021, the Healthy Start Community Action Network provided an update on Maternal and Infant Mortality and called the community to action to improve maternal and child outcomes in Cobb and Douglas Counties. On September 2021, they also provided a presentation on health disparities, social determinants of health related to maternal child health.
- Healthy Start and PCM Programs partnered with the Wellstar ObGyn Graduate Medication Education program to provide services to pregnant and postpartum women in Cobb and Douglas Counties.
- Cobb & Douglas Public Health was awarded \$75,000 as part of a 3-year grant from the Wellstar Foundation and \$100,000 as part of a 2-year grant from Anthem Foundation for their Babies Born Healthy Program. These funds help pay for prenatal care and perinatology services for uninsured pregnant women in Cobb County and Douglas County.

Revisions: None

Goal 4: Behavioral Health

Improve access to appropriate, quality behavioral health services.

Strategy 4.1: Increase cultural humility among service providers to enhance awareness. (Cobb County)

Update:

- Positive Impact Health Centers and Someone Cares, Inc. of Atlanta delivered LGBTQ+ Cultural Competency Training to Cobb & Douglas Public Health's clinical staff.
- Three Cobb2020 and Live Healthy Douglas Behavior Health Work Group members attended a presentation by Substance Abuse and Mental Health Administration's (SAMHSA) introducing its Technology Transfer Centers (TTC) including the Southeast Addiction TTC (SATTC) at Morehouse School of Medicine. Among the SATTC's areas of emphasis is enhancing cultural appropriateness.
- In 2021, Cobb County Police Department hosted six Crisis Intervention Team (CIT) trainings open to officers throughout the area. These 40-hour trainings cover a variety of topics including signs and symptoms of mental illness, substance abuse and use disorders, cultural considerations, interacting with veterans, and Alzheimer's and dementia. Cobb County Police Department facilitates additional mental health and crisis intervention related training for its officers as well as all recruits.
- Douglas County Sheriff's Office hosted four, 8-hour mental health first aid classes and Villa Rica Police Department hosted one CIT training.
- Cobb Collaborative hosted a meeting on the Intersection of Mental Health and the Disabled Community with panelists from the Tommy Nobis Center, Cobb County Community Services Board, and Special Needs Community on September 1, 2021. Thirty attendees learned about the mental health challenges facing those with developmental and intellectual disabilities.
- Kennesaw State University (KSU) received a HRSA grant to train behavioral health paraprofessionals to work with youth in rural communities to prevent substance misuse and suicide.
- The New Horizon: A Mental Health Symposium content was translated into three languages (Spanish, Portuguese, Korean) for the Cobb2020 and Live Healthy Douglas websites. This enables more community members to learn about relevant mental health issues and become empowered with knowledge and resources to address mental health issues.
- Cobb Police Department partnered with Cobb County Community Services Board to form the Cobb Partnership for Assistance Treatment and Health (PATH) Team consisting of Crisis Response Officers and licensed clinicians from Cobb County Community Service Board. Cobb PATH's mission is to provide a more effective response to mental health crises, conduct behavioral health threat assessments, and reduce overutilization of Emergency Services for non-emergency concerns. The size of the team was expanded in 2021 and now includes two officers and two therapists including an assigned officer who can respond to calls involving a person who speaks only Spanish.
- Cobb County Crisis Intervention Team (C3IT) conducted a Hands On Virtual Sensory Overload Tour aimed at increasing empathy for those with development disabilities, individual disabilities, dementia, Alzheimer's and schizophrenia.

Revisions: None

Strategy 4.2: Explore and enhance partnerships to improve access to behavioral health services. (Cobb and Douglas Counties)

Update:

- The Healthy Start Community Action Network joined the Cobb2020 and Live Healthy Douglas Behavior Health Work Group as one of CAN's goals is to address behavioral health needs of pregnant and post-partum African-American women and their partners.

- The Healthy Start Community Action Network on November 2021 provided a forum called Behavioral Health Services Day where local providers discussed their services and how to refer clients to access services quickly.
- The Cobb2020 and Live Healthy Douglas Behavioral Health Workgroup began developing a Community Safety Plan to Prevent Suicide. The plan focuses on prevention, intervention, postvention, support services, and outreach. The plan will be finalized in 2022.
- In partnership with Cobb County District 2 Commissioner Richardson, Cobb Collaborative hosted a speaker panel event in September 2021 on youth mental health. Four panelists who work with youth and their families at Ser Familia, Inc., Marietta City Schools, a counseling agency, Cobb County Schools, and Cobb County Community Service Board discussed panelists' observations from the youth they work with, how to access resources, when to seek outside help, and the impact of pandemic on youth mental health. The recording of the event has over 140 views. An exhibit hour with eight exhibitors who work on mental health issues in the community was also held before the panel discussion. At the end of the event Cobb Collaborative received a signed proclamation from the Cobb County Commissioners acknowledging September as Suicide Prevention Month.
- KSU faculty worked with Cobb County to gain access to 911 data to review the number of mental health or potential mental health calls to develop appropriate proactive responses for 911, police, EMT, and Cobb County Community Service Board.
- Cobb2020 and Live Healthy Douglas Behavioral Health Work Group members are active in other state and local organizations focusing on mental health, substance use disorder, and opioid use disorder. They use information gained from these organizations to aid in planning and initiatives of the working group. For example, KSU is partnered with the Substance Abuse Research Alliance (SARA) and Injury Prevention Research Center at Emory (IPRCE) where current research on mental health and substance abuse are presented. These findings are shared with the work group to assist with strategy development.
- All units across KSU have partnered together to create a mental health initiative to help prevent and respond to mental health challenges faced by college students. Externally, KSU has discussed the mental health related efforts at KSU and in Cobb County with state and local leaders. These relationships have result in new contacts and further exploration for partnership for research and presentation of this work.
- Live Healthy Douglas' Power in Truth Conference included a breakout session on Mental Health and Suicide Awareness. The session was led by Venessa Abram with Self-Discovery – a mental health, suicide prevention and crisis intervention services organization. 1,754 students participated in the session.
- For the third year, KSU received grants from the District Attorney and Georgia Department of Behavioral Health to provide counseling services to victims of violence and to work towards prevention of substance misuse among children in Cobb County. Specifically, services to victims of violence are being provided in Cobb County and services to high school students are being offered in Marietta City High School.
- A consolidation was announced between Cobb County Community Service Board, Haralson Behavioral Health Services, and Highland Rivers Health. Following the consolidation, Highland Rivers will be the largest behavioral health provider in Georgia. They are seeking to increase the amount of Cobb County residents served from 5,000 to 8,000-10,000 people.
- KSU has presented at Homeland Security's "round tables" describing the efforts in Cobb for identification and prevention of mental health challenges in the community. KSU is working collaboratively with Homeland Security to build capacity and to present regionally and nationally on the prevention work being done in Cobb County.
- Ser Familia was awarded a 2021-2022 CHIP Partnership Grant by Cobb & Douglas Public Health to support the *Culturally Proficient Behavioral Health Services to Address Health Disparities within the Latino*

Population project which will include training sessions and community presentations for community partners and Ser Familia staff, community education, and updates to play therapy rooms to provide services to younger children.

- Cobb & Douglas Public Health awarded The Extension a 2021-2022 CHIP Partnership Grant for implementation of the *Electronic Medical Records (EMR) Technology* project which will involve transition to an electronic medical records system with the goal of improving client outcomes.

Revisions: None

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

Update:

- Cobb Collaborative continued their work to improve outcomes for children and families experiencing behavioral health issues. With funding from Cobb & Douglas Public Health's 2020-2021 CHIP Partnership Grant they increased awareness of behavioral health resources available in our community that support suicide prevention, created a community-wide marketing campaign, including "suicide safe messaging" on various social media platforms, and provided training and capacity-building opportunities for community members.
- On Cobb County's Fight Addiction and Fuel Recovery Day (June 26th), the Davis Direction Foundation hosted *Beyond the End Zone 2021*, a family event focused on preventing Substance Use Disorder in youth. Students and families participated in the *Pledge, Pass and Punt* competition, listened to NFL stars share their own stories of addiction and recovery, and joined together to take a stand for sobriety in our community.
- Dr. Michael Carpenter of Cobb Community Alliance to Prevent Substance Abuse (CCAPSA) led a suicide prevention virtual training hosted by the Cobb District Attorney's Office on June 29, 2021. Participants learned how to recognize, talk about, and act to prevent suicide.
- KSU, Cobb2020, and Cobb Collaborative sponsored a viewing and panel discussion of "The S Word" on October 5, 2021 in the KSU Marietta Campus Student Center with goals of raising awareness of suicide prevention resources and talking openly about suicide without judgement, shame, or discrimination.
- Locations across Georgia including in Cobb and Douglas Counties participated in the DEA's National Prescription Drug Take Back Days on April 24, 2021 and October 23, 2021. Cobb & Douglas Public Health helped to promote the April event by distributing fliers with take back locations in Cobb County in food boxes distributed at the Kennesaw YMCA. A combined 22,343 pounds were collected in Georgia alone, helping to prevent drug addiction and overdose deaths across the state.
- Cobb Collaborative became a funded site of Resilient GA to increase awareness of trauma and adverse childhood events (ACEs).
- The Cobb County Sheriff's Office launched 24/7 access to mental health care for detainees in November 2021. The Cobb County Sheriff's Office is committed to providing detainees with the help needed so that they do not return to the Adult Detention Center. A particular emphasis will be placed on suicide prevention and substance abuse support. The program is offered by Wellpath. The team includes a psychiatrist onsite during the day as well as psychiatric nurses and licensed practical nurses to provide 24-hour coverage and a discharge planner.
- Over 20 representatives on KSU's campus came together to form a Mental Health Initiative group in order to develop and strengthen systems and processes to support student mental health. Further, KSU is now a JED Campus, a program of the Jed Foundation whose focus is on improving teen and young adult emotional health and averting substance misuse, self-harm, and suicide due to emotional distress. KSU is making changes to enhance the access and coordination of mental health care for students including giving students access to Christie Campus which provides mental health support after hours.

- Cobb Collaborative launched a social media campaign regarding adverse childhood events (ACEs) in October 2021. Providing ongoing education, webpages with ACEs resources in both English and Spanish continue to be available on Cobb Collaborative's site.
- KSU faculty and student researchers evaluated the mental health of students and police officers in Cobb County. The results of this research have been submitted for publication. Further, KSU has used the results to plan services for students on campus. Additionally, results shared with Cobb County Police are being used to implement new strategies for building resiliency and training.
- Cobb Family Justice Center is developing a one-stop resource and service center for victims of domestic violence and abuse where they can access behavioral health resources among other services.
- 50 campers attended a 2-day grief camp, Camp MAGICK, in October 2021 for children and teens who have lost a parent, sibling or other immediate family member.
- Cobb County Crisis Intervention Team (C3IT) held various events aimed at addressing overdose prevention in Georgia, implementing a co-responder model to mental health related calls, and addressing immediate crisis intervention on the street or in the home.
- Cobb Collaborative was awarded a 2021-2022 CHIP Partnership Grant from Cobb & Douglas Public Health for the *Mind Your Mind* project which will include conducting trainings and other events related to behavioral health and creation and promotion of an adverse childhood experiences toolkit in English and Spanish.

Revisions: None



COBB & DOUGLAS PUBLIC HEALTH

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