

Contract Period October 1, 2018 - September 30, 2021

LPHA Contractor: Butler County Health Department

Selected Priority Health Issue(s):

1. To prevent and reduce the percent of children and adolescents who are overweight or obese (BMI at or above the 85th percentile) in Butler county, by increasing the number of children and adolescents that are physically active at least 60 minutes per day.
2. To prevent and reduce unintentional injuries in adolescents ages 12-19 related to poisoning overdose as a result of substance use, therefore impacting the rate of deaths in adolescents age 12-19 per 100,000.

Statement of the Problem:

1. The 2018 County Health Rankings list Butler County 111th in Missouri for Health Outcomes and 109th in Health Behaviors. The dietary and physical activity behaviors of children and adolescents are influenced by their families, communities, and schools. The 2016 Butler County Community Assessment indicated Butler County residents have limited access to recreation and fitness facilities, with a rate of 4.67 establishments per 100,000 population as compared to the state rate of 9.6 facilities per 100,000 population according to the Census Bureau. The Center for Disease Control Prevention (CDC) reports only 27.2% of adolescents were physically active at least 60 minutes per day on all 7 days in the past week. The CDC also reported that 15.5% of adolescents were overweight and 14.9% were considered obese. CDC also reported that 16% of Butler County residents lived within ½ mile of a park, which decreases the chance for families to take advantage of what is offered in the parks. According to new data released by stateofobesity.org, in 2016 29.4% of youth 10-17 years of age are considered overweight or obese; this places Missouri 32/51 for combined overweight and obesity in youth compared to the rest of the United States. According to MICA/MOPHIMS, the children participating in WIC ages 1-4 have an overweight/obese rate of 20.08 in Butler County, which is higher than the Missouri rate of 17.66.

2. The 2016 Status Report on Missouri's Substance Use and Mental Health published Student Survey results showing that students as young as 10 years of age have tried inhalants and by the age of 13 have tried alcohol, cigarettes and Marijuana. All the while 14.9% of students admitted to taking prescription medications not prescribed for them. In 2016 students in grades 6th-12th in Butler County reported a higher rate of use of Alcohol, E-cigs, Marijuana, Cigarettes, Synthetic as well as abusing prescription medications than the Missouri rate. While these same students reported misuse

of OTC, inhalants Butler County fell just below the Missouri rate. According to MICA/MOPHIMS the rate of poisoning drug/alcohol related deaths in Butler County was 22.43 while Missouri was 13.15 per 100,000. Missouri is ranked 109/115. According to County Health Rankings, the drug overdose mortality rate is higher for Butler County than for Missouri.

Goal(s):

1. To decrease obesity among children and youth in Butler County, by improving the overall physical activity environment. Healthy Lifestyle Initiative, 12345 Fit-Tastic, will be known and followed in the county.
2. Adolescents ages 12-19 in Butler County will not use substances, as a result of building a system that will change behaviors through education and opportunities.

Evidence-Based Strategies:

1. Increase opportunities for physical activity, by implementing the 12345 Fit-Tastic Healthy Lifestyles Initiative.

- *Participate in community coalitions or partnerships to address obesity.

- * Increase education on physical activity and nutrition.

2. Increase activity opportunities for healthy behaviors, by implementing the Smart Moves Smart Choices education campaign.

- * Participate in community coalitions or partnerships to address substance use/abuse.

- *Increase awareness through a variety of messaging campaigns and individual educational offerings.

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Spectrum of Prevention	System Outcomes by Sept. 30, 2021	Activities
<p>Influence Policy and Legislation</p>	<p>1. Increase the number of places providing care to children who review, revise, and/or implement a policy on physical activity from 0 to 4 as evidence by agency documentation of policy efforts.</p>	<p>FFY 2019:</p> <p>1) Research, obtain, and/or develop sample policies related to physical activity. Develop a list of places, to include Boys and Girls Club that provide care to children to be contacted. Survey identified places on willingness to participate in efforts and current policies related to physical activity.</p> <p>2) Conduct a survey in each school district (3) to determine if there is a substance use prevention policy in place. Research, obtain, and/or develop sample policies related to substance use prevention. If no policy is in place, work with school(s) to develop a substance use prevention policy. For those school districts that have a policy in place; BCHD will assist in the review, and revision, if needed.</p>
	<p>2. The number of schools, who educate students ages 12-19, will review, revise, and/or implement a policy regarding substance use prevention will increase from 0 to 3 as evidence by written policy and/or documentation from verbal report of schools.</p>	<p>FFY 2020:</p> <p>1) Assist identified places providing care for children who are willing to participate in efforts with reviewing, revising, and/or developing a policy related to physical activity.</p> <p>2) All school districts (3), will have reviewed, developed, or revised, their school policy on substance use prevention. Policy will be presented to School Health Advisory Committee, as well, as the School Board at each school district on a yearly basis.</p>
		<p>FFY 2021:</p> <p>1) Evaluate current policy efforts. Additional policy updates and revisions as needed.</p> <p>2) Substance Abuse Prevention policy will be reviewed and revised for current methodology yearly.</p>

<p>Change Organizational Practices <i>Adopt regulations and change norms to improve health and safety and create new models</i></p>	<p>1. Increase the number of places providing care to children who utilize 12345 Fit-Tastic Healthy Lifestyle Initiative from 0 to 4 as evidence by agency documentation from those who implemented.</p> <p>2. The number of schools incorporating Substance Education into their classrooms will be increased from 0 to 1 as evidenced by written documentation from schools.</p>	<p>FFY 2019:</p> <p>1) Collaborate with the Boys and Girls Club on incorporating the 12345 Fit-Tastic into their current practice, the overall MCH goal of increasing activity with children, and increasing wellness awareness within the community. Assess what the Boys and Girls Club and identified daycare providers currently offer. Survey how much physical activity children receive; what kind of drinks are being offered; what kind of snacks are being provided; and how much screen time the members get while they are in attendance. Research, develop, and/or obtain educational information on 12345 Fit-Tastic to be presented to the Boys and Girls Club and daycare providers.</p> <p>2) Collaborate with all school districts (3) to implement an evidenced based substance use prevention education curriculum, as part of the Smart Moves Smart Choices campaign, in the junior high and high schools.</p>
	<p>FFY 2020:</p> <p>1) Present Boys and Girls Club and local daycares with information about the 12345 Fit-Tastic Program. Choose four (4) daycares (if not more) along with the Boys and Girls Club to partner with on incorporating the 12345 Fit-Tastic Healthy Lifestyles Initiative. Assist in the implementation of the 12345 Fit-Tastic Initiative, which will include offering 60 minutes of physical activity/day, decrease screen time (including computers), to no more than 2 hours per day, 3 servings of nonfat or low-fat milk/yogurt per day, 4 servings of water and not sugary drinks per day, and 5 or more servings of fruits and vegetables per day. The Boys and Girls Club and identified daycares will implement the 12345 Fit-Tastic Healthy Lifestyles Initiative based on the results from the MAPPS assessments provided by BCHD (assessments will be completed each year). These results will be presented to the Boys and Girls Club director and board.</p> <p>2) At least one (1) school district will incorporate a substance use prevention curriculum in both junior and high school.</p>	

		<p>FFY 2021:</p> <p>1) Evaluate current efforts by Boys and Girls Club and daycare providers utilizing 12345 Fit-Tastic. Assist in making any necessary additions or changes. Using the collected baseline data, develop goals with the Boys and Girls Club and identified daycares to accomplish during the school year program and summer program. These goals will include an increase in physical activity; offering low or nonfat milk/yogurt; increase water consumption; decrease screen time; increase fruit and vegetable consumption.</p> <p>2) Survey school districts that previously have not incorporated a substance use prevention curriculum to evaluate their readiness and provide additional assistance for implementation. At least one (1) school district will use the Smart Moves Smart Choices Program or one similar.</p>
<p>Foster Coalitions and Networks <i>Convening groups and individuals for broader goals and greater impact</i></p>	<p>1. The number of obesity prevention activities hosted by community partners/stakeholders will increase by 3 as evidenced by meeting minutes, photos, newspaper articles.</p> <p>2. The number of community prescription drop box locations will increase from 1 to 2 as evidence by agency documentation of efforts.</p>	<p>FFY 2019:</p> <p>1) Attend monthly Obesity Council meetings at the Butler County Community Resource Council (CRC). Determine current obesity prevention activities in the county for baseline. Promote all yearly physical activity / nutrition / wellness events in the community. Survey community members and organizations on what types of events are needed / wanted in terms of wellness/physical activity/ nutrition. Compile results and discuss at meeting. Partner with at least two (2) community partners/stakeholders to create a wellness event using the 12345 Fit-Tastic Healthy Lifestyles Initiative as the main message.</p> <p>2) Partner with community agencies to display prescription drug disposal information and provide disposal kits. Collaborate with the sixteen (16) local pharmacies dispensing opioid prescription medications to community members, by providing and disseminating medication disposal kits.</p> <p>FFY 2020:</p> <p>1) Collaborate with the School Health Advisory Committees to create a health and wellness campaign targeting elementary school aged children. Campaign to include educational materials/posters, working with food providers to offer healthy snacks/drinks.</p>

		<p>2) Attend coalition meetings and partner with the We Can Be Drug Free Coalition. BCHD will work in partnership with the Coalition to promote and host two (2) National Drug Take Back day events.</p> <p>FFY 2021: 1) Collaborate with the CRC and other community partners to host 2 wellness events. One (1) event will consist of age appropriate activities for children 15 and under while the second event will focus on our adolescent and adult population. 2) BCHD will collaborate with the CRC, local law enforcement to add an additional permanent prescription drop box.</p>
<p>Educate Providers <i>Inform providers and influential organizations and leaders who will transmit skills and knowledge to others</i></p>	<p>1. Increase the number of providers who utilize and/or promote a healthy lifestyles initiative from 0 to 4 as evidenced by agency documentation of verbal report from providers.</p> <p>2. The number of informational meetings on prescription drug disposal / drop off will increase by evidence of meeting agendas and meeting minutes.</p>	<p>FFY 2019: 1) Develop a list of providers who have influence on children and adolescents in the county. Research, obtain and/or develop educational information on the Healthy Lifestyle Initiative that will be presented to identify providers. Survey identified providers to determine interested in either utilizing and/or promoting the Initiative. 2) Collaborate with the We Can Be Drug Free Coalition to plan various informational meetings throughout Butler County on the importance of proper disposal of prescription medications.</p> <p>FFY 2020: 1) Hold a 12345 Fit-Tastic Workshop for the staff of the Boys and Girls Club. Explaining more in-depth on what the program is and what the overall goals are. Workshops will also be held for other providers (daycares) who are interested in the implementation of the 12345 Fit-Tastic Healthy Lifestyle Initiative. The Boys and Girls Club and three (3) local daycares will become a 12345 Fit-Tastic partner. Educate any additional interested providers about the Initiative. 2) The Coalition will host informational meetings (i.e. Town hall meetings)</p>

		<p>to discuss the importance of proper disposal of prescription drugs. Printed educational materials will be available along with guest speakers who specialize in Substance Abuse and Prevention.</p> <p>FFY 2021:</p> <p>1) Evaluate current providers that are utilizing and/or promoting the Health Lifestyles Initiative. Provide additional education as needed. BCHD in collaboration with community partners will host a health/wellness conference. Inviting speakers or agencies that are impacting the community/youth in terms of obesity/nutrition/physical activity. Inviting schools, hospitals, medical clinics.</p> <p>2) BCHD will collaborate with the Health Coordinator in each school district to promote and present substance abuse education at a school assembly. Printed educational materials created by the group, will be handed out to the students.</p>
<p>Promote Community Education <i>Reach groups of people with information and resources to promote health and safety</i></p>	<p>1. The number of alternative media campaigns related to obesity awareness and intervention efforts has increased from 0 to 4 as evidenced by photos/emails.</p>	<p>FFY 2019:</p> <p>1) With the Community Obesity Council, create obesity prevention related displays and messages. Media campaign will be available on social media platforms, website, and print.</p> <p>2) Collaborate with community partners to plan a media event presenting the documentary Written Off. BCHD will work on obtaining the rights of the film to show locally. An “Educational Version” will also be available for viewing in each school district (3).</p> <p>FFY 2020:</p> <p>1) Messaging campaigns using visual displays (boards, display cases, sidewalk art, etc.) will be started within each school district (3) to draw attention to obesity issues. Work with each school district (3) on enhancing their current school newsletters, to add wellness messages. A community newsletter will be designed and published quarterly, regarding updates on obesity interventions, as well as, health and wellness tips.</p>

	<p>2. The number of community messages through media outlets related to substance use and prevention will increase from 0 to 4 as evidenced by agency documentation of efforts.</p>	<p>Newsletters will be printed and available to download from website and on social media.</p> <p>2) BCHD will collaborate with community partners and coalitions, to produce a media campaign to create awareness about the current prescription drug problem. The group will create boards/signs to be displayed at various locations.</p> <hr/> <p>FFY 2021:</p> <p>1) In collaboration with the Community Resource Council, create a series of multimedia messages to air on radio and local television.</p> <p>2) Fliers, posters and banners with information as it pertains to proper drug disposal procedures, prescription drop box locations and other educational messages will be displayed at various locations throughout the county.</p>
<p>Strengthen Individual Knowledge and Skills <i>Enhance an individual's capability of preventing injury or illness and promoting health and safety</i></p>	<p>1. Increase the number of children by 50% at the Boys and Girls Club who state they have had an increase in physical activity; consumption of low or nonfat milk/yogurt; increase water consumption; decrease screen time; and/or increase fruits and vegetable consumption as evidence by survey results.</p>	<p>FFY 2019:</p> <p>1. Develop survey regarding how much physical activity children receive; what kind of drinks are being offered; what kind of snacks are being provided; and how much screen time the members get while they are in attendance to be utilized at the Boys and Girls Club. Research, develop, and/or obtain educational information on 12345 Fit-Tastic to be presented to the Boys and Girls Club. Survey children at the Boys and Girls Club.</p> <p>2) Collaborate with all school districts (3) to implement an evidenced based substance use prevention education curriculum, as part of the Smart Moves Smart Choices campaign, in the junior high and high schools. Contact and educate schools to gain participation.</p> <hr/> <p>FFY 2020:</p> <p>1) The Boys and Girls Club will implement the use of Fit-Tastic assessment (MAPPS) with current members of the Boys and Girls club to show the board the need for a physical activity/nutrition program exists.</p>

	<p>2. Increase the knowledge of 50% of adolescents ages 12-19 who receive substance use education as evidenced by data collected from pre and posttests.</p>	<p>Conduct semi-annual MAPPS assessments (beginning and end of school year). These assessments will confirm that the program is effective and that the kids are increasing their physical activity and nutrition.</p> <p>2) At least one (1) school district will incorporate a substance use prevention curriculum in both junior and high school. Pre- tests will be given out to the students (aged 12-19) to evaluate current knowledge on Substance Use Prevention in each school district. Post-test will be given at the end of each year to evaluate the Substance Use Prevention Program.</p> <p>FFY 2021:</p> <p>1) B&G members will choose 2 of the 5 core components to focus on in their personal life and set goals, logs will be provided. Re survey participants at the Boys and Girls Club. At the end of 3 months students who have met their goal will be entered into a special drawing.</p> <p>2) Evaluate current efforts. Continue education in participating schools. Reach out to schools not participating to provide additional education and encourage participation.</p>
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Revision Date:

(to be completed only for an amendment)

Approved and Accepted 6/12/2018

