

# Southern Strafford County. The Picture of Health.

*Public Health Improvement Plan*



Southern Strafford  
Community Health  
Coalition

# Members

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*American Medical Response*

*American Red Cross, Great Bay Chapter*

*Avis-Goodwin Community Health Center*

*Barrington Ambulance Department*

*Barrington Fire Department*

*Barrington Police Department*

*City of Dover*

*City of Somersworth*

*Community Health Institute*

*Community Partners*

*Dover Fire and Rescue Service*

*Dover Middle School*

*Dover Police Department*

*Dover Public Schools*

*Durham Ambulance Corps*

*Durham Fire Department*

*Durham Police Department*

*Greater Dover Chamber of Commerce*

*HUB Family Resource Center*

*Lee Board of Selectmen*

*Lee Police Department*

*Lee Volunteer Fire Department*

*Madbury Board of Selectmen*

*Madbury Police Department*

*Madbury Volunteer Fire Department*

*NH DHHS Division of Public Health*

*Oyster River Community for Healthy Youth*

*Oyster River Cooperative School District*

*PSNH Seacoast Northern Division*

*Rollinsford Board of Selectmen*

*Rollinsford Fire Department*

*Rollinsford Police Department*

*Somersworth Chamber of Commerce*

*Somersworth Fire Department*

*Somersworth Police Department*

*Somersworth Public Schools*

*Strafford County Community Action Program*

*Strafford County Head Start*

*Strafford Network*

*The Works*

*Town of Barrington*

*Town of Durham*

*Town of Lee*

*Town of Madbury*

*Town of Rollinsford*

*UNH Institute for Health Policy and Practice*

*University of New Hampshire*

*Wentworth-Douglass Hospital*

*Whole Life Naturopath*

# Dear Community Partner:

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The Southern Strafford Community Health Coalition (SSCHC) is pleased to offer the first regional Public Health Improvement Plan (PHIP) for Southern Strafford County. This PHIP is the result of the collaborative efforts of approximately 70 individuals from 50 organizations that are located in, or serve, Southern Strafford County. As one of 14 public health network sites around NH, the SSCHC is charged with identifying community health needs, galvanizing community response and creating local solutions that will build upon existing resources.

This PHIP outlines the process and strategies that members have undertaken to ensure that local public health is strengthened by our collective efforts. We would like to thank each of our members for their contribution to this plan.

Over the next two years, this PHIP will guide the SSCHC's efforts as it works with public, non-profit and private organizations to:

- Promote and encourage healthy behaviors and mental health
- Respond to disasters and assist communities in recovery
- Assure the quality and accessibility of health services
- Increase collaboration among public health stakeholders
- Track, evaluate and respond to public health needs at the local level

We welcome your ideas and suggestions. If you are interested in participating in the SSCHC, please send in the enclosed form or call (603) 740-2807. We look forward to working with you and your community to improve the health and the quality of life of our citizens!

Sincerely,



Ed Jansen,  
Chairman, SSCHC



Todd Selig,  
Vice-Chairman, SSCHC

**Mission:** “To improve the health of our communities through the collaborative efforts of the Southern Strafford Community Health Coalition.”



# Making N.H. Public Health Local



The Southern Stafford Community Health Coalition (SSCHC) is one of 14 Local Public Health Networks (LPHNs) encompassing 117 cities and towns in New Hampshire.

The LPHNs are charged with assuring the health and safety of New Hampshire residents by ensuring the effective delivery of the Ten Essential Services of Public Health (ESPH). The Ten ESPH identify and define specific Public Health activities that should be undertaken in every community in order to ensure its health and safety (See inset).

To accomplish this, each of the LPHNs are engaging a broad spectrum of public health interests within their communities and are working together to address complex public health issues. Every LPHN serves as a unique model of community collaboration, seeking to respect and accommodate local differences, integrate public and private capacity for public health services and protect the public's health.

## The Ten Essential Services of Public Health

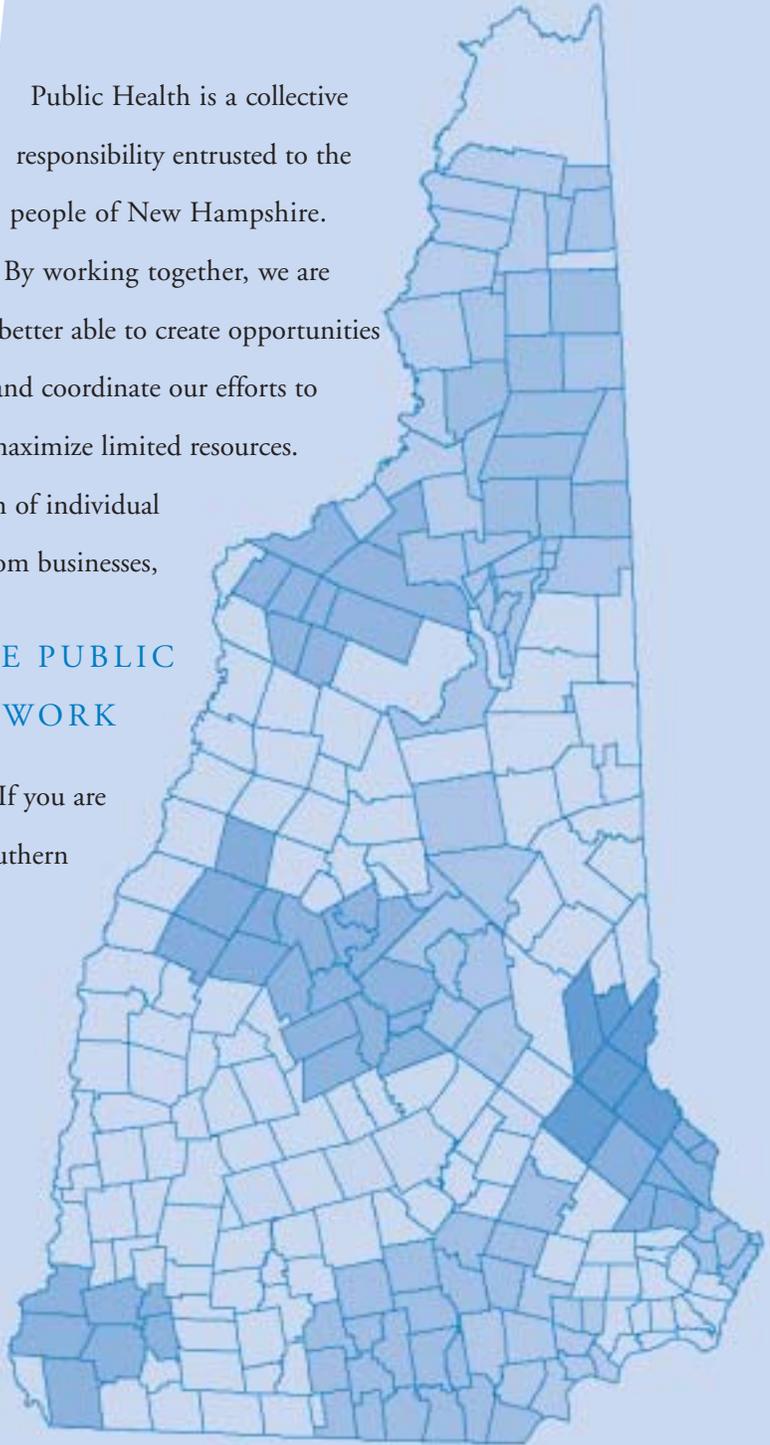
ONE	Monitor Health Status to Identify Community Health Problems
TWO	Diagnose and Investigate Health Hazards and Health Problems in the Community
THREE	Inform, Educate and Empower People About Health Issues
FOUR	Mobilize Community Partnerships to Identify and Solve Health Problems
FIVE	Develop Policies and Plans that Support Individual and Community Health Efforts
SIX	Enforce Laws and Regulations that Protect Health and Ensure Safety
SEVEN	Link People to Needed Personal Health Services and Assure the Provision of Health Care when Otherwise Unavailable
EIGHT	Assure a Competent Public Health Work Force
NINE	Evaluate Effectiveness, Accessibility and Quality of Personal and Population-based Health Services
TEN	Research for New Insights and Innovative Solutions to Health Problems



Public Health is a collective responsibility entrusted to the people of New Hampshire. By working together, we are better able to create opportunities and coordinate our efforts to maximize limited resources.

The SSCHC actively encourages the participation of individual community members as well as representatives from businesses, advocacy groups, emergency service providers, government, health and human service providers and schools. If you are interested in helping to improve the health of Southern Strafford County, please send in the enclosed form. We look forward to working with you and your community!

## NEW HAMPSHIRE PUBLIC HEALTH NETWORK

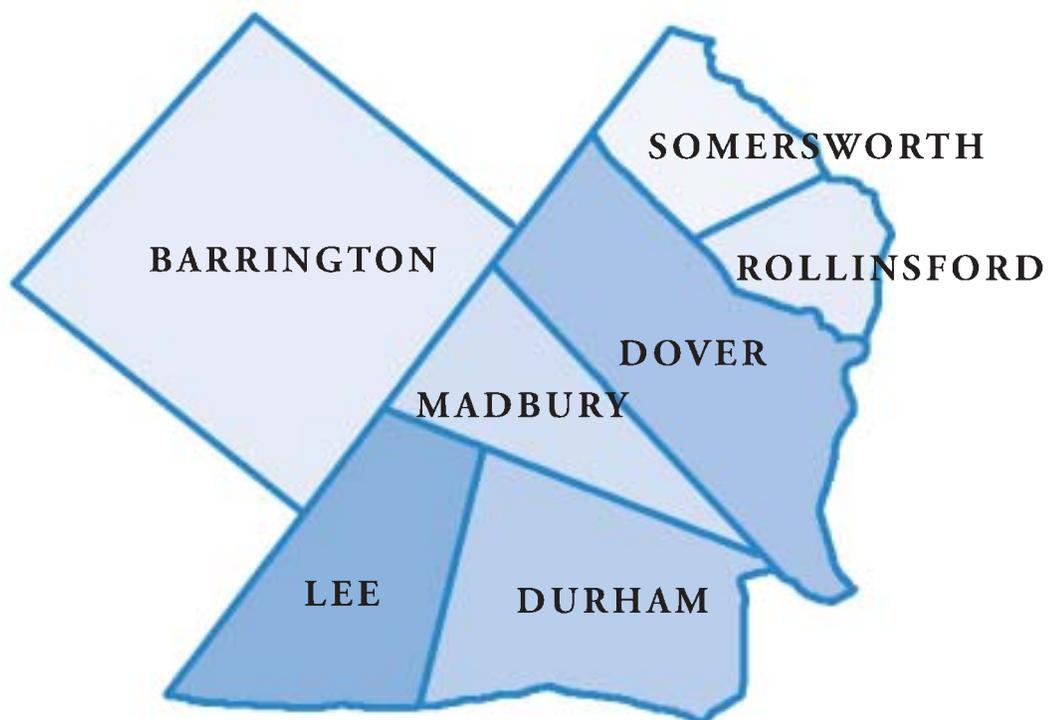


# Southern Strafford Community Health Coalition

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The SSCHC encompasses the towns of Barrington, Dover, Durham, Lee, Madbury, Rollinsford and Somersworth. Our mission is to improve the health of our communities through our collaborative efforts. In order to meet this mission, the SSCHC has partnered with top leadership in the Dover area, including state and local government officials, health and human service providers, schools, businesses, and fire, safety, and emergency personnel (See page 2 for a list of our members). Together these groups are working to identify and address priority health concerns for the residents of Southern Strafford County.

Key among these concerns is the need to ensure the health and safety of the community during an emergency or other critical event. Through the facilitation of a region-wide visioning and planning process, and by working to increase collaboration between community organizations, the SSCHC's goal is to serve as the primary entity responsible for the comprehensive public health needs of Southern Strafford County.



The SSCHC has been working over the last year to organize this grassroots public health effort. Using the Local Public Health Assessment Tool\*, a comprehensive tool for evaluating the local public health system, top public health priorities have been identified for Southern Stafford County.

The work plan included in this Public Health Improvement Plan (PHIP) outlines the ways in which SSCHC members will begin to address these needs over the course of the next two years.



\*Centers for Disease Control and Prevention. "Local National Public Health Performance Standards: Local Public Health System Performance Assessment Instrument. [Web document]. Georgia: Centers for Disease Control and Prevention. Accessed November 22nd 2004. Available from: [http://www.phppo.cdc.gov/nphps/Documents/Local\\_v\\_1\\_OMB\\_0920-0555.pdf](http://www.phppo.cdc.gov/nphps/Documents/Local_v_1_OMB_0920-0555.pdf). Internet.

# Evaluating The Local Public Health System

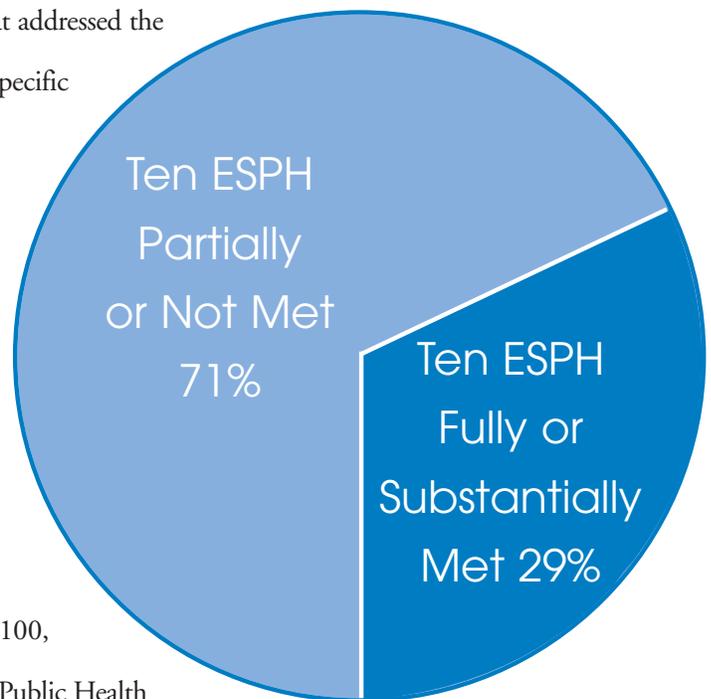
In February of 2004, SSCHC members came together to identify priority needs for the SSCHC communities. Using the Local Public Health Assessment Tool, representatives from business, government, local schools and emergency and health and human service providers evaluated the delivery of each of the Ten ESPH within the SSCHC communities. The assessment tool defines the standard for each essential service using related indicators and enables community members to compare their local public health system against that standard (See Appendix B for a complete listing of the 10 ESPH, and their related indicators).

## Overall Results of the Local Public Health Assessment

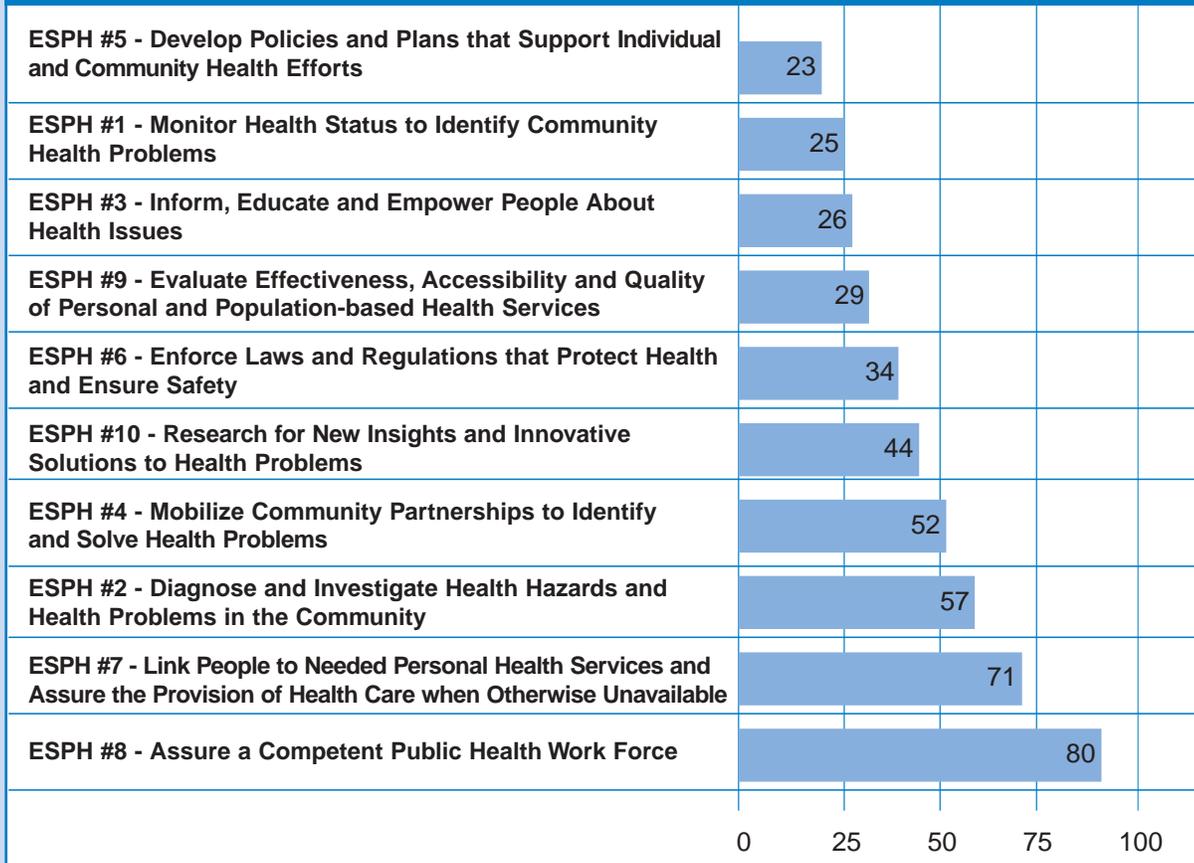
Participants answered a series of questions that addressed the availability of services, capacity for handling specific events, level and capacity of inter-agency communication and current public health activities. The data was compiled and sent to the Centers for Disease Control and Prevention (CDC) for evaluation.

In May of 2004, SSCHC members reconvened to review the results of the local public health assessment. On a scale of 1 to 100, the SSCHC communities received an overall Public Health

Performance score of 45. This score summarizes the overall delivery and capacity of public health services in the seven SSCHC communities.



## Results of the Local Public Health Assessment Tool: 10 Essential Services of Public Health (ESPH)



Overall, the assessment tool indicated that 29% of the 10 ESPH were being fully delivered within the SSCHC communities. The remaining 71% of Essential Services were identified as only partially delivered or in some cases, not delivered at all (See pie chart on page 8).

The Local Public Health Assessment Tool also provided an individual score for each of the 10 ESPH. These scores appear on the graph above. Based on a scale of 1-100, this score indicates how well area agencies and community partners are delivering each ESPH. A lower score indicates an area of greater need.

This scoring system allowed SSCHC community members to prioritize the results of the local assessment and set goals that would address areas of greatest need.

# Prioritizing Public Health Needs

SSCHC members reviewed and prioritized areas for improvement based on the findings of the Local Public Health Assessment Tool (See page 9 for a graph of local public health assessment results). Areas for improvement were ranked according to agreed upon criteria, including the likelihood that selected priorities would positively improve health outcomes, would be reasonably achievable and would be supported by the participant’s agency.

Within each of the Ten ESPH, specific goals that would strengthen the delivery of public health services were identified. These goals were identified as high-priority needs by the Local Public Health Assessment Tool. The table to the right shows the high priority goal chosen for each ESPH.

After discussing the results of the assessment and coming to a consensus, the SSCHC membership decided to target four Essential Service areas and goals for further development.

	Essential Services of Public Health	High-Priority Goals
ONE	Monitor Health Status to Identify Community Health Problems	Prepare Community Health Profile
TWO	Diagnose and Investigate Health Hazards and Health Problems in the Community	Health Education and Health Promotion Activities
THREE	Inform, Educate and Empower People About Health Issues	Health Promotion and Education Activities
FOUR	Mobilize Community Partnerships to Identify and Solve Health Problems	Strengthen community partnerships including maintaining inventory
FIVE	Develop Policies and Plans that Support Individual and Community Health Efforts	Community Health Improvement Process
SIX	Enforce Laws and Regulations that Protect Health and Ensure Safety	Understand and Enforce Laws, Regulations and Ordinances
SEVEN	Link People to Needed Personal Health Services and Assure the Provision of Health Care when Otherwise Unavailable	Link People to Needed Services
EIGHT	Assure a Competent Public Health Work Force	Leadership Development
NINE	Evaluate Effectiveness, Accessibility and Quality of Personal and Population-based Health Services	Evaluate the Local Public Health System
TEN	Research for New Insights and Innovative Solutions to Health Problems	None

## SSCHC Priority Areas and Goals

<p><b>Essential Service #1:</b> <b>Monitor Health Status to Identify Community Health Problems</b></p> <p><i>Goal:</i> <i>Population-Based Community Health Profile</i></p>	<p><b>Essential Service #2:</b> <b>Diagnose and Investigate Health Problems and Health Hazards in the Community</b></p> <p><i>Goal:</i> <i>Planning for and Responding to Public Health Emergencies</i></p>
<p><b>Essential Service #3:</b> <b>Inform, Educate and Empower People About Health Issues</b></p> <p><i>Goal:</i> <i>Health Education and Health Promotion</i></p>	<p><b>Essential Service #5:</b> <b>Develop Policies and Plans that Support Individual and Community Health Efforts</b></p> <p><i>Goal:</i> <i>Community Health Improvement Process</i></p>

Three of the chosen priority areas showed the greatest need according to the scores generated by the Local Public Health Assessment tool (See page 9 for a graph of local public health assessment results). The SSCHC membership agreed that these were the areas of greatest need in Southern Strafford County. Members also felt that these priorities met the agreed upon criteria. Improvements in each area would positively improve health outcomes, would be reasonably achievable and would be supported by the participant’s agency.

One of the priority areas chosen by SSCHC members, Diagnose and Investigate Health Problems and Health Hazards received a relatively high score on the assessment tool (See page 9 for a graph of local public health assessment results). However, SSCHC members felt that the local need for coordination between community emergency planning and response agencies, combined with a perceived need for public health-specific planning efforts, warranted the inclusion of this ESPH as a public health priority for Southern Strafford County.

In addition to identifying priorities for building public health capacity, the SSCHC membership also brainstormed health and safety issues that impact Southern Strafford County. Members then ranked these issues and mandated that priority should be given to these areas as the SSCHC plans its activities and interventions. (See sidebar – Health and Safety Priorities)

- *Obesity*
- *Access to Oral Health Services*
- *Adult and Childhood Immunizations*
- *Substance Abuse and Alcohol*
- *Mental Health and Depression*
- *Improved Awareness of Reportable Conditions*
- *Diabetes*
- *Teen Pregnancy*
- *Domestic Violence*
- *Cardiovascular Disease and Hypertension*
- *Asthma*



Moving Forward  
To Achieve Our Goals.



# Addressing Priorities

## for Public Health Improvement

The SSCHC has identified four Essential Services of Public Health and related goals for further development:

SSCHC Priority Areas and Goals	
<p><b>Essential Service #1:</b> <b>Monitor Health Status to Identify Community Health Problems</b></p> <p><i>Goal:</i> <i>Population-Based Community Health Profile</i></p>	<p><b>Essential Service #2:</b> <b>Diagnose and Investigate Health Problems and Health Hazards in the Community</b></p> <p><i>Goal:</i> <i>Planning for and Responding to Public Health Emergencies</i></p>
<p><b>Essential Service #3:</b> <b>Inform, Educate and Empower People About Health Issues</b></p> <p><i>Goal:</i> <i>Health Education and Health Promotion</i></p>	<p><b>Essential Service #5:</b> <b>Develop Policies and Plans that Support Individual and Community Health Efforts</b></p> <p><i>Goal:</i> <i>Community Health Improvement Process</i></p>

After selecting these public health priorities for Southern Stafford County, SSCHC members formed four workgroups (Action Teams). One Action Team was formed for each priority area chosen. Stakeholders representing a broad array of public health interests and expertise have volunteered to identify strategies that will address each priority area and its related goal.

In the section that follows, each of the SSCHC's four high-priority Essential Public Health Services are clearly defined. The role of the local community in providing those services is explained. Each section also includes an explanation of the SSCHC's plan for strengthening the ESPH. A complete listing of goals and objectives for each Action Team may be found in Appendix A.

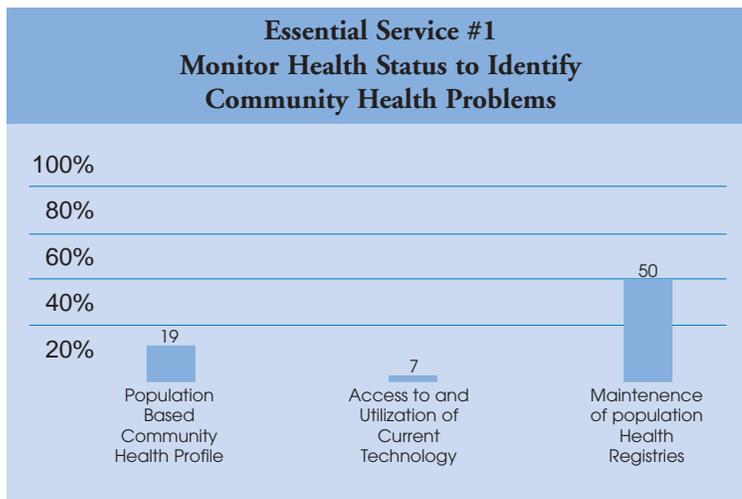
Action Team members will continue to meet during the coming years to implement recommended improvements. If you are interested in participating on an Action Team, please send in the enclosed form. We look forward to working with you!

# Essential Service #1:

## Monitor Health Status to Identify Community Health Problems

### *Population-Based Community Health Profile*

According to the Local Public Health Assessment Tool, Essential Service #1, Monitoring Health Status, received an overall score of 25 out of a maximum score of 100 (See page 9 for a graph of local public assessment results). The population-based community health profile, which was one of three indicators used to assess the community's ability to monitor health status, received a score of 19 (See inset graph of results for ESPH #1). Although it was not the lowest ranking indicator in this priority area, it was felt that the creation of a Community Health Profile (CHP) was the first step in identifying high priority issues impacting the health and well-being of residents in the community.



### **What is the Community Health Profile?**

The CHP is a common set of measures that can be used by the local community to prioritize health issues. The CHP includes broad-based surveillance data and measures related to health status and health risk at

individual and community levels. It displays information about trends in health status, along with associated risk factors and health resources. Local measures are compared with peer, state and national benchmarks. Data and information are displayed in multiple formats for diverse audiences such as the media and community-based organizations.



To date, the region has not prepared a comprehensive CHP. Historically it has been difficult to obtain data specific to the SSCHC communities. A concerted effort to obtain and analyze relevant information at the local level would help to identify major health concerns in the community. Ultimately, identified health priorities can be targeted for improvement and resources can be allocated for interventions to address the underlying causes of poor health outcomes.

### **SSCHC Response**

The SSCHC is committed to the creation, dissemination and periodic updating of a CHP.

In order to deliver an effective CHP, the SSCHC will:

1. Conduct regular community health assessments to monitor progress towards health-related objectives
2. Compile and periodically update a CHP using community health assessment data
3. Promote community-wide use of the CHP and/or assessment data and assure that this information can be easily accessed by the community

### **The following organizations are participating in the creation of a CHP for Southern Strafford County:**

Avis-Goodwin Community Health Center

Strafford County Head Start

University of NH (UNH) Health Services

UNH Institute for Health Policy and Practice

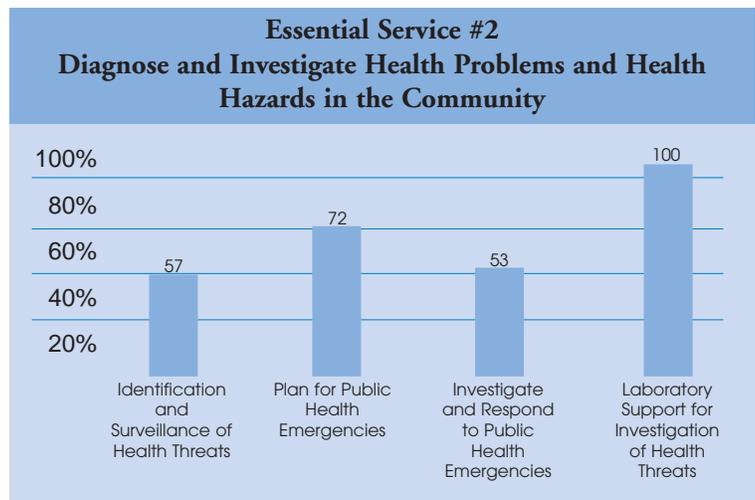
Wentworth-Douglass Hospital

# Essential Service #2:

## Diagnose and Investigate Health Problems and Health Hazards in the Community

### *Planning for and Responding to Public Health Emergencies*

According to the Local Public Health Assessment Tool, Essential Service #2, Diagnose and Investigate Health Problems and Health Hazards received an overall score of 70 out of a maximum score of 100 (See page 9 for a graph of local public health assessment results). Planning for Public Health Emergencies, which was one of four indicators used to assess the community's level of readiness for diagnosing and investigating health problems, received a score of 72. Investigating and responding to public health emergencies, which was a second indicator in this category, received a score of 53. (See inset graph of results for ESPH #2.)



Despite the relatively high overall score that Essential Service #2,

Diagnosing and Investigating Health Problems and Health Hazards, received on the Local Public Health Assessment Tool, the SSCHC membership felt strongly that the seven SSCHC communities still face critical needs related to emergency planning and response. This consensus was the basis for including this Essential Service as one of the SSCHC's top priorities.

After coming to this consensus, the SSCHC membership chose to focus on planning for, and responding to, public health emergencies. Over the next few years, this will involve working with local law enforcement, fire departments, health care providers and other partners to create and implement emergency response plans and procedures related to the public's health. These plans should increase the region's capacity to respond to all public health emergencies while also accounting for the unique public health needs created by chemical hazards or bioterrorism. Among the greatest needs identified by SSCHC members in this area was the need for individual communities to collaborate and coordinate their local emergency planning efforts.

**Planning for public health emergencies involves:**

1. Defining and describing public health disasters and emergencies that might trigger implementation of a local public health system response
2. Developing a plan that defines organizational responsibilities, establishes communication and information networks and clearly outlines alert and evacuation protocols
3. Testing the emergency plan each year through one or more “mock events”
4. Revising the emergency response plan at least every two years

**Investigating and responding to public health emergencies involves:**

1. Designating an emergency response coordinator
2. Developing written protocols for immediate investigation of public health hazards
3. Maintaining written protocols to implement a program of source and contact tracing for communicable diseases or toxic exposures
4. Maintaining a roster of personnel with the technical expertise to respond to potential biological, chemical or radiological public health emergencies
5. Evaluating past incidents for effectiveness and opportunities for improvement

**SSCHC Response**

The SSCHC is committed to working with all emergency response and public safety officials, municipal agencies, health-related organizations and schools to ensure that current emergency planning and response efforts address the protection of public health to the fullest extent possible. In order to accomplish this, SSCHC members have identified the following objectives:

1. Facilitate a meeting (or regular meetings) of first responders and school, health and municipal officials to identify ways that local-level agreements can be used to strengthen emergency plans related to health and human service needs on a regional level
2. Promote emergency planning and response activities to the general public by identifying specific issues to educate the public about and developing a public information and outreach campaign
3. Practice regional emergency response by participating in regional emergency response drills and investigating the possibility of a regional public-health emergency drill
4. Create an emergency response resource directory for Strafford County
5. Identify and implement other ways that the SSCHC can appropriately support and participate in emergency planning and response in Southern Strafford County

**Currently, the following organizations are involved in public health emergency planning and response activities for Southern Strafford County:**

American Medical Response  
American Red Cross, Great Bay Chapter  
City of Dover  
City of Somersworth  
Dover School District  
NH Department of Health and Human Services,  
Bureau of Disease Control and Prevention  
NH Department of Safety, Bureau of  
Emergency Management

Town of Barrington  
Town of Durham  
Town of Madbury  
Town of Rollinsford  
University of New Hampshire  
Wentworth-Douglass Hospital  
Your VNA

# Essential Service #3:

## Inform, Educate and Empower People About Health Issues

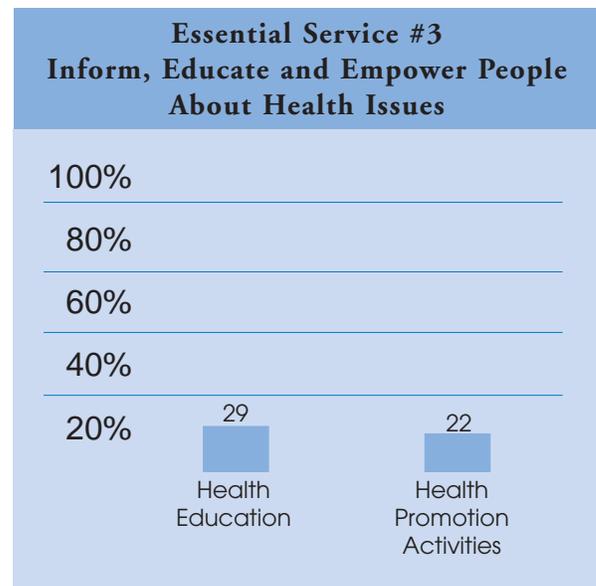
### *Health Education and Health Promotion*



According to the Local Public Health Assessment Tool, Essential Service #3, Inform, Educate and Empower People, received an overall score of 26 out of a maximum score of 100 (See page 9 for a graph of local public health results). Health Education Opportunities and Health Promotion Activities were the two indicators used to evaluate this ESPH (See inset graph of results for ESPH#3). Health Education received a score of 29. Health Promotion received a score of 22. The low overall score received by this Essential Service made it a high priority for Southern Stafford County. After reviewing the data, SSCHC members agreed to focus on both health education opportunities and health promotion activities within the seven SSCHC communities.

#### **At the local level, health education involves:**

1. Providing the general public and policy leaders with information on health risk, health status and health needs in the community as well as information on policies and programs that can improve community health
2. Using appropriate media to communicate health information to the community-at-large
3. Providing health information to enable individuals and groups, including vulnerable populations and those at increased risk, to make informed decisions about healthy living and lifestyle choices and sponsoring educational programs to develop knowledge, skills and behavior needed to improve individual and community health
4. Evaluating the appropriateness, quality and effectiveness of public health education activities at least every two years



**At the local level, health promotion involves:**

1. Conducting health promotion activities for the community-at-large or for populations at increased risk for negative health outcomes
2. Developing collaborative networks for health promotion activities that facilitate healthy living in healthy communities
3. Assessing the appropriateness, quality and effectiveness of health promotion activities at least every two years



**Currently, the following organizations are participating in the SSCHC's health education and promotion efforts:**

American Red Cross, Great Bay Chapter  
Community Partners  
Dover Coalition for Youth  
Dover School District  
HUB Family Resource Center  
Oyster River Community for Healthy Youth  
Oyster River Cooperative School District  
Strafford Network  
Wentworth-Douglass Hospital  
Whole Life Naturopath



# Inform, Educate and Empower People About Health Issues

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## The Southern Strafford Community Health Coalition Response

Over the next two years, SSCHC members have chosen to collaborate and use the strategies outlined on pages 18 and 19 to address three priority health areas:

### **Information and Referral Sources**

Strafford County contains a wealth of resources for its residents. Visiting nurses, primary care services, housing assistance, transportation options, resources for families, and crisis support are all examples of services that are available to our community members. This complex network of support services can be difficult to navigate. Organizations that provide information and referral to individuals are a vital resource for individuals struggling to find the services they need to improve their lives.

There are several organizations within Strafford County that provide information and referral services. Sometimes it can be difficult to locate the correct information and referral provider for a particular need. As SSCHC members reviewed their own personal and professional experiences, it became clear that one central starting point for information and referral services in Strafford County would be a tremendous asset for the community.

The Health Education and Promotion Action Team has decided to begin addressing this need in two ways. Social service agencies, medical care providers, educators, financial assistance organizations and housing assistance providers all work on a regular basis to connect community members to the appropriate services. To assist these, and other providers, the SSCHC is collaborating with the Northern Strafford County Health and Safety Council and the Strafford County Community Action Program to update, publish and disseminate a comprehensive list of available services. The *Directory of Strafford County Services* will be available by early 2005.

In addition to the *Directory of Strafford County Services*, Health Education and Promotion Action Team members have decided to work with existing information and referral providers to educate the community about the services they provide.

### **Mental Health**

Mental health is a vital component of wellness. Outreach and education are generally recognized as essential to the prevention and identification of depression, anxiety, addiction or other serious mental illnesses in children, adults and their family members. A healthy lifestyle can significantly alleviate the effects of these and other health problems.

Within Strafford County, Community Partners, the community mental health center in Strafford County, provided help and support to over 3,000 individuals and families last year through counseling and community support. Counseling, clinical services and case management are available through community mental health providers. Although primary prevention strategies that include outreach and education are vital to community wellness, limited resources make these efforts difficult for publicly funded institutions.

Recognizing this significant gap in our local public health services, the Health Education and Promotion Action Team has identified mental wellness education and outreach as an area of focus. The team plans to look at ways to gather information and bring that information to the community in order to encourage mental well-being as an important component of overall health.

### **Physical Activity**

Regular, moderate physical activity substantially reduces the risk of dying of coronary heart disease, and decreases the risk for stroke, colon cancer, diabetes, and high blood pressure. It also helps to control weight; contributes to healthy bones, muscles, and joints; reduces falls among older adults; helps to relieve the pain of arthritis; reduces symptoms of anxiety and depression; and is associated with fewer hospitalizations, physician visits, and medications. Moreover, physical activity does not need to be strenuous to be beneficial; people of all ages benefit from participating in regular, moderate-intensity physical activity, such as 30 minutes of brisk walking five or more times a week. (CDC, 2004)

Despite the proven benefits of physical activity, more than 50% of American adults do not get enough physical activity to provide health benefits. Nationwide, 25% of adults are not active at all in their leisure time. (CDC, 2004) In New Hampshire, 27% of adults are physically inactive and only 26% of adults statewide participate in physical activity at the level recommended by the CDC and Prevention (CDC, 2000). This lack of physical activity is not limited to adults. Nationwide, more than a third of young people in grades 9–12 do not regularly engage in vigorous-intensity physical activity. Across the country, daily participation in high school physical education classes dropped from 42% in 1991 to 32% in 2001 (CDC, 2002).

Among other serious health issues, being physically inactive can lead to becoming overweight or obese. According to the 2003 Youth Risk Behavior Survey, approximately 10% of NH students in grades 9-12 are overweight, and another 13% are at risk for becoming overweight (CDC, 2003). In Strafford County, 54.3% of adults are either overweight or obese and 56.9% of adults are at risk for health problems related to being overweight (CDC, Behavioral Risk Factor Surveillance Survey, 2002).

The Health Education and Promotion Action Team is committed to promoting a healthy lifestyle through the inclusion of regular, moderate physical activity into everybody's routine. The group plans to highlight and participate in current initiatives, plan new initiatives and create positive messages that will help the residents of Strafford County to get moving!

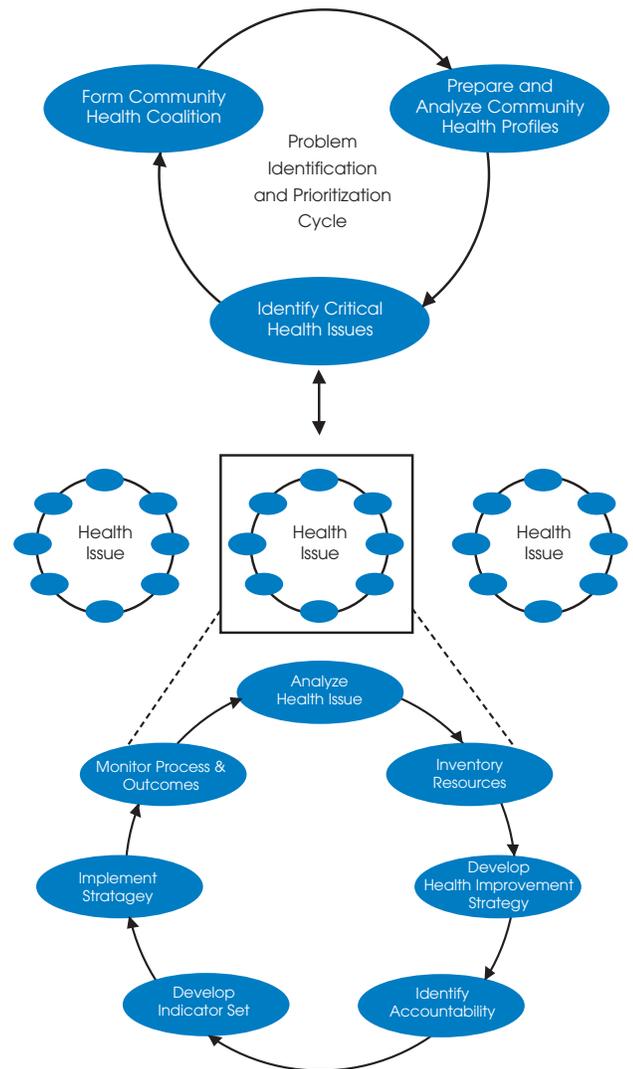
# Essential Service #5:

## Develop Policies and Plans that Support Individual And Community Health Efforts *Community Health Improvement Process*

According to the results of the Local Public Health Assessment Tool, Essential Service #5, Developing Policies and Plans that Support Individual and Community Health Efforts, is the area of greatest need in Southern Stafford County. This ESPH received a score of 23 out of a maximum score of 100 (See page 9 for a graph of local public assessment results). Among the four indicators used by this ESPH, the creation of a coordinated Community Health Improvement Process (CHIP) was identified as the area of greatest need (See inset graph of results for ESPH #5).

### What is the Community Health Improvement Process?

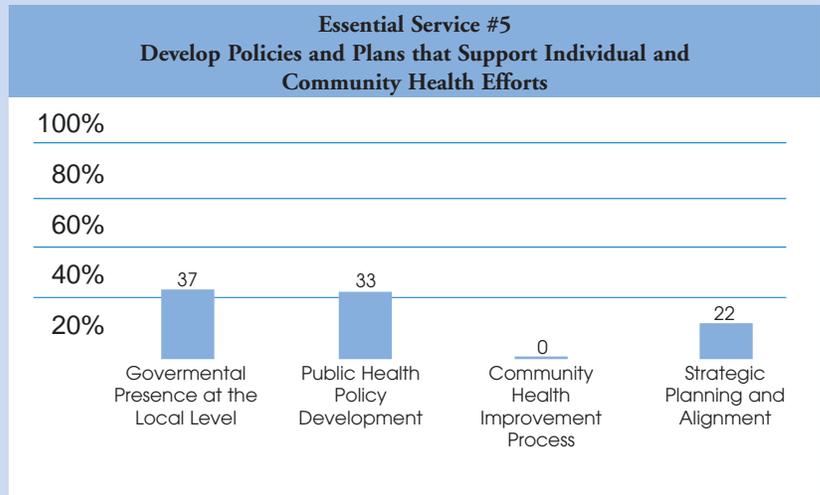
Community health improvement is not limited to issues classified within traditional public health or health service categories, but may include environmental, business, economic, housing, land use and other community issues indirectly affecting the public's health. The CHIP involves an ongoing collaborative, community-wide effort by the local public health system to identify, analyze and address health problems, assess applicable data, inventory community health assets and resources, identify community perceptions, develop and implement coordinated strategies, develop measurable health objectives and indicators, identify accountable entities and cultivate community "ownership" of the entire process. The CHIP provides an opportunity to develop a community-owned plan that will ultimately lead to a healthier community.



**The Community Health Improvement Process**

**To accomplish the CHIP, the local public health community:**

1. Establishes a community health improvement process which includes broad-based participation and uses information from the community health assessment as well as perceptions of community residents
2. Develops strategies to achieve community health improvement objectives and identified accountable entities to achieve each strategy



**SSCHC Response:**

The SSCHC is committed to coordinating and collaborating with all public health stakeholders within Southern Strafford County. The SSCHC will work with partners to identify, assess and address public health needs within the seven SSCHC communities. In order to accomplish this, the SSCHC has developed the specific goals and objectives outlined in this plan. Annual progress towards all SSCHC goals will be reported to the community. Through collaboration with the stakeholders across the seven SSCHC communities, the SSCHC will lead the CHIP for Southern Strafford County.

**The SSCHC Coordinating Committee works to ensure that the SSCHC is effectively working with partners to lead the CHIP in our area. The following organizations are participating on the SSCHC Coordinating Committee:**

- Town of Rollinsford (Chairman)
- Town of Durham (Vice-Chairman)
- American Medical Response
- American Red Cross, Great Bay Chapter
- City of Dover Fire and Rescue
- Somersworth Chamber of Commerce
- Strafford County Community Action Program
- Town of Madbury
- UNH Health Services
- Wentworth-Douglass Hospital

# Appendix Southern Strafford Community Health Profile *Goals and Objectives*

## ESSENTIAL SERVICE #1

### MONITOR HEALTH STATUS TO IDENTIFY COMMUNITY HEALTH PROBLEMS

**Goal:** Prepare and distribute a Community Health Profile (CHP) that encompasses the 7 towns that comprise the SSCHC (Essential Service 1, Indicator 1).

- Determine the content of the CHP
- Determine the format of the CHP
- Carry out data acquisition and analysis
- Write and Publish the CHP
- Disseminate the CHP to the general public
- Evaluate the CHP process
- Evaluate the CHP
- Impact policies and contribute to coordination and collaboration around health data in Southern Strafford County

## ESSENTIAL SERVICE #2

### DIAGNOSE AND INVESTIGATE HEALTH PROBLEMS AND HEALTH HAZARDS IN THE COMMUNITY

**Goal:** Increase collaborative emergency planning and response activity around health and public safety in the 7 communities that comprise the SSCHC (Essential Service 2, Indicators 2 and 3).

- Facilitate a meeting (or regular meetings) of first responders and school, health and municipal officials to identify ways that local MOUs can be used to strengthen emergency plans related to health and human service needs on a regional level.
- Promote emergency planning and response activities to the general public
- Practice regional emergency response
- Create an emergency response resource directory for Strafford County
- Identify and implement other ways that the SSCHC can appropriately support and participate in emergency planning and response in Southern Strafford County

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#### ESSENTIAL SERVICE #3

##### INFORM, EDUCATE AND EMPOWER PEOPLE ABOUT HEALTH ISSUES

**Goal:** Implement health education, information and promotion activities that address identified needs in the SSCHC towns (Essential Service 3, Indicators 3.1 and 3.2).

- Identify health education and promotion priorities for the SSCHC communities
- Implement relevant health promotion/education strategies in the SSCHC towns
- Evaluate the appropriateness and effectiveness of public health education activities

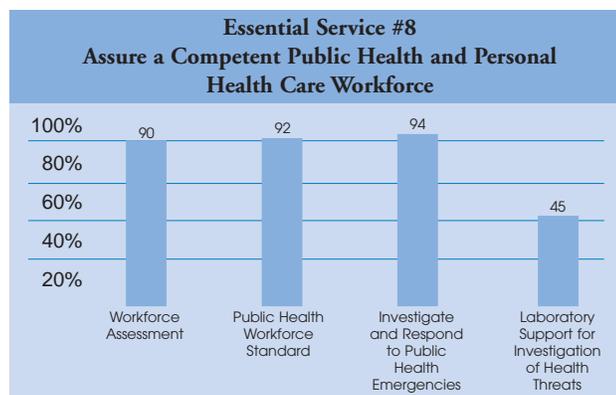
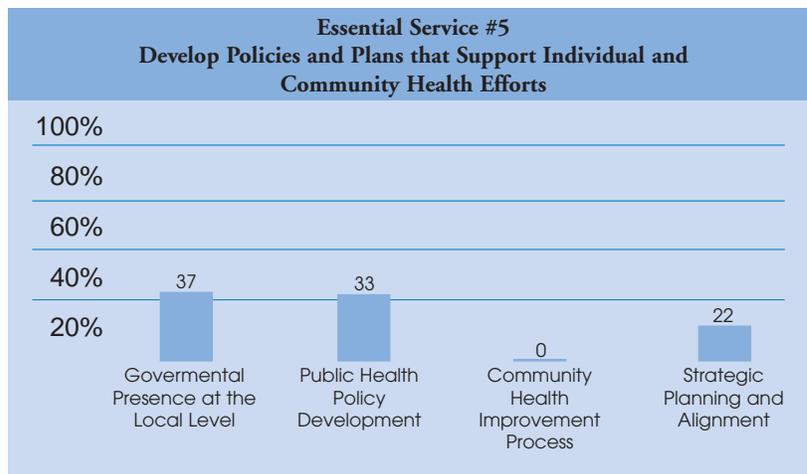
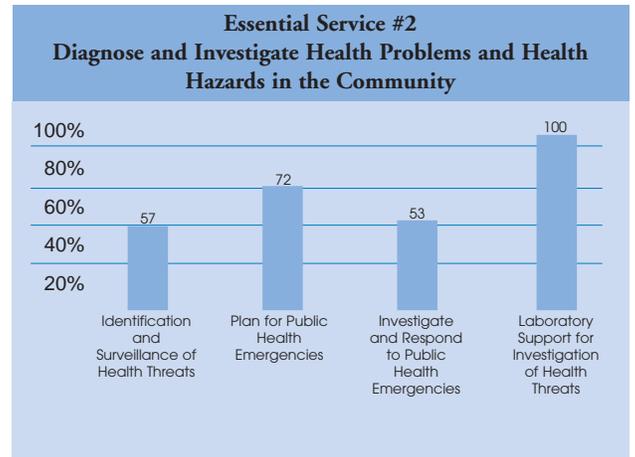
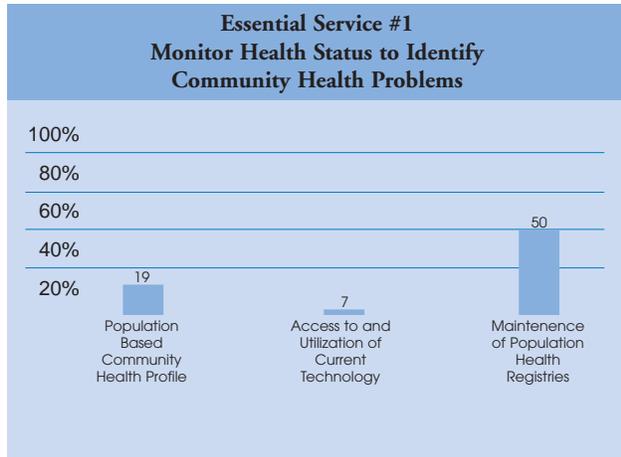
#### ESSENTIAL SERVICE #5

##### DEVELOP POLICIES AND PLANS THAT SUPPORT INDIVIDUAL AND COMMUNITY HEALTH EFFORTS

**Goal:** Define and implement a Community Health Improvement Process (CHIP) within each of the communities that comprise the SSCHC (Essential Service 5, Indicator 3).

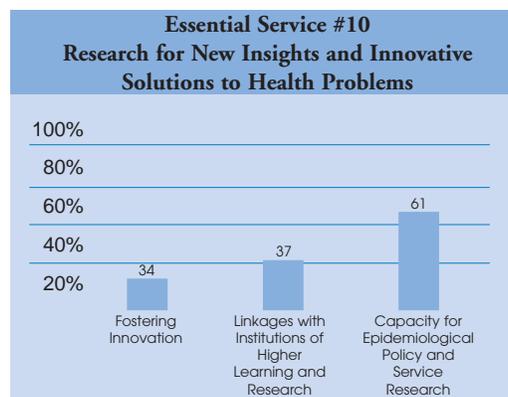
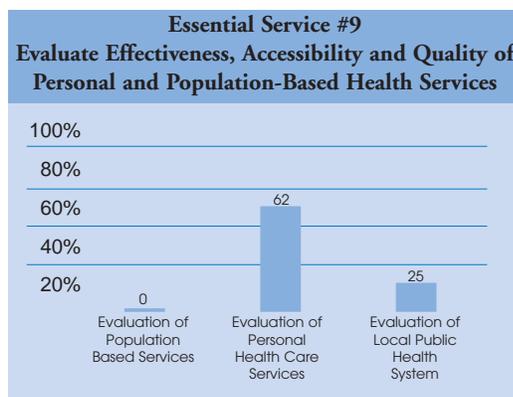
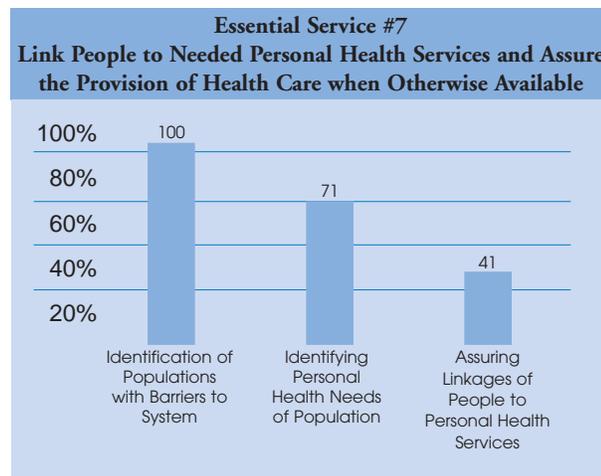
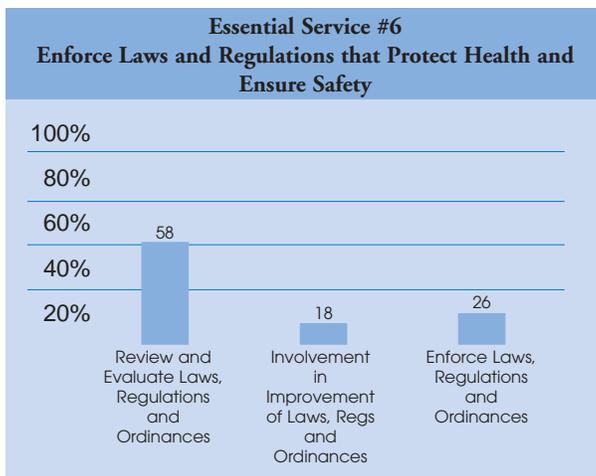
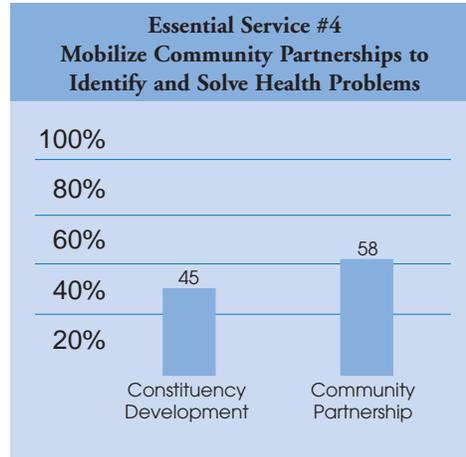
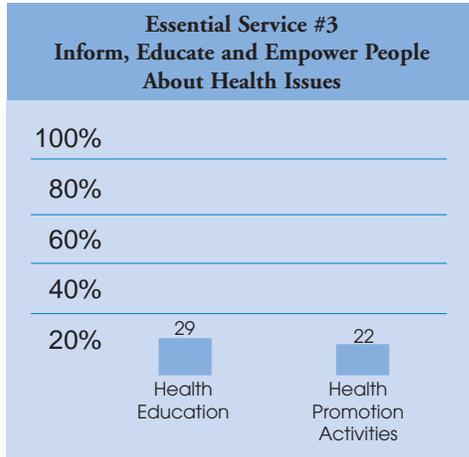
- Define the mission and role of the SSCHC, as focused on the CHIP.
- Formalize the working structure of the SSCHC in a way that effectively engages members in the CHIP
- Ensure the creation of the community health profile (CHP)
- Identify and carry out strategies for informing the public about the SSCHC
- Evaluate the effectiveness of the CHIP

## Results of Southern Strafford Coun



# Appendix B:

## City's Local Public Health Assessment





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Community Health  
Coalition

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