



Georgia Department of Public Health

Chronic Disease University

From Community Health Assessment to Action

September 24, 2015

Melissa Kinkoph, MPH, CHES

Healthy Communities Manager

Georgia Department of Public Health

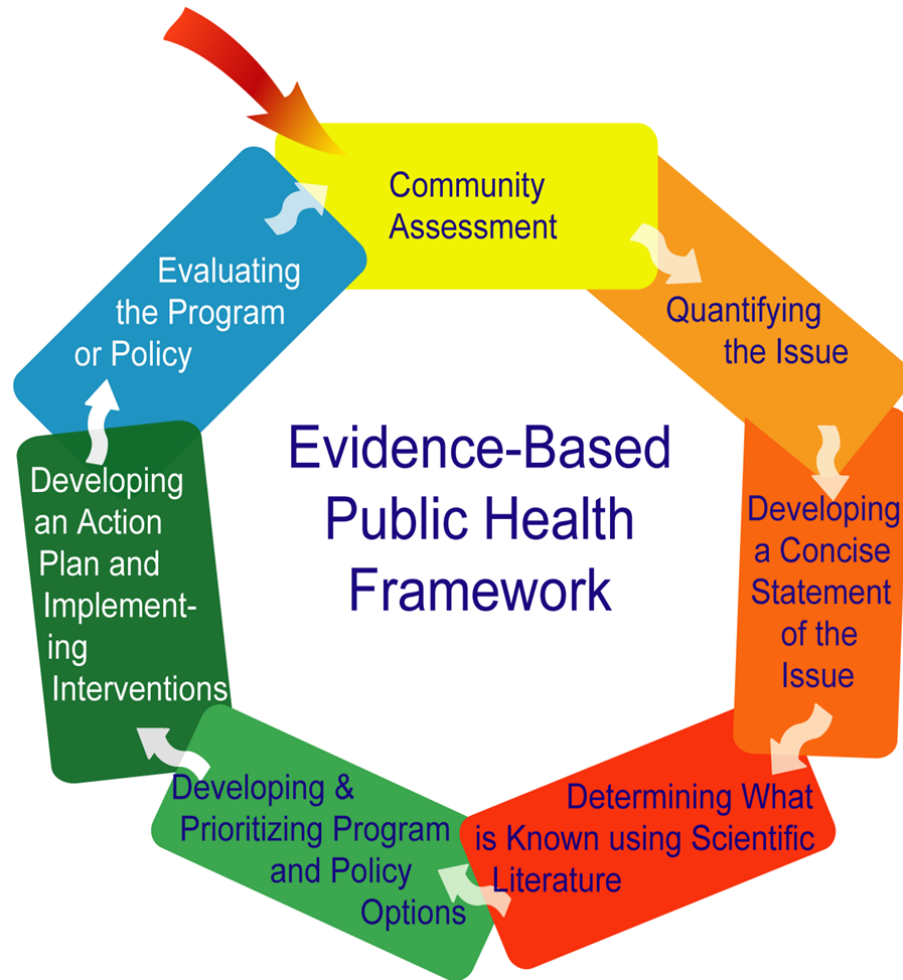


We Protect Lives.

What is a Community Health Needs Assessment?

- A systematic way of identifying needs and resources by
 - Gathering statistical data
 - Soliciting perspectives from community members
 - Collecting information about community resources
- Both a product (baseline data that can be used to track changes) and
- A process (in which community members/partners get invested in planning change)

How do CHNAs fit in with public health?



Brownson RC, Fielding JE, Maylahn CM. Evidence-based public health: a fundamental concept for public health practice. *Annu. Rev. Public Health.* 2009;30:175–201.

What do we learn?

- The main health concerns in a community
- The main reasons for these concerns
- The strengths/assets in the community
- Where we might want to intervene to create change

Purposes

- Identify needs of target population
- Identify additional resources and assets
- Identify organizations that may help meet needs or provide resources
- Establish program priorities, goals, and objectives
- Provide baseline for an evaluation
- Provide a systematic basis for which organizational decisions are made
- Create awareness of a community concern or problem
- Serve as a public relations tool
- Public health department accreditation requirement
- ACA requirement for hospitals

Phases of CHNA



Assessment
Planning

Data
Collection
and Analysis

Program
Action
Planning

Phase 3: Post-assessment

- Set priorities on needs
- Consider range of solutions
- Develop action plan to implement
- Evaluate the CHNA
- Communicate results

Major Assessment Models and Approaches

- MAPP: Mobilizing for Action through Planning and Partnerships
- CHANGE tool: Community Health Assessment and Group Evaluation
- Health Impact Assessment
- PhotoVoice
- Rapid Needs Assessment
- PRECEDE-PROCEED

Developing the action plan

- Cancer Institute's Research-Tested Intervention Programs
- CDC
- Community Guide
- Community Toolbox
- Intervention Mapping
- National Prevention Strategy
- The Center for Training and Research Translation

References

1. McQueen KM, et al. Am J Public Health. 2001 December; 91(12): 1929-1938.
2. Brownson RC, Fielding JE, Maylahn CM. Evidence-based public health: a fundamental concept for public health practice. Annu. Rev. Public Health. 2009;30:175–201.
3. Escoffery, Cam. “Community Health Assessment.” Rollins School of Public Health, Spring 2008. Powerpoint.
4. Evidence-based public health: A course in chronic disease prevention. Washington University. Chronic Disease Prevention staff can access on the shared drive under Training

Contact Information

Georgia Department of Public Health
2 Peachtree Street, NW, 16th Floor
Atlanta, Georgia 30303
Email: Chronic.Disease@dph.ga.gov

DPH online: www.dph.ga.gov

DPH on Facebook: www.facebook.com/GaDPH

DPH on Twitter: www.twitter.com/GaDPH

COMMUNITY HEALTH ASSESSMENT & IMPLEMENTATION PLAN IN GWINNETT, NEWTON AND ROCKDALE COUNTIES

Kinsey McMurtry, MPH

Health Promotion Coordinator

Gwinnett, Newton and Rockdale County Health
Departments



GWINNETT, NEWTON & ROCKDALE CHA

Health Issue	Gwinnett	Newton	Rockdale
Tobacco Use	15% of residents smoke tobacco.	22% of residents smoke tobacco.	11% of residents smoke tobacco.
Obesity	26% of adults are obese.	31% of adults are obese.	32% of adults are obese.
Obstructive Heart Disease	Age-adjusted death rate of 63.3 per 100,000	Age-adjusted death rate of 102.3 per 100,000	Age-adjusted death rate of 64.4 per 100,000
Low-income resident access to grocery stores	8% live more than a mile from a grocery store.	9.3% live more than a mile from a grocery store.	13% have low access to grocery stores.



PROGRAMS IN GWINNETT, NEWTON & ROCKDALE



Work Plan Strategies	Example Action Steps
Increased physical activity	Provide program support for GA Shape-Power Up for 30 and Safe Routes to School . Physical activity promotion at community health fairs.
Improved nutrition	Food Insecurity Program – provide food access and nutrition program support to farmers markets and community gardens. Chronic Disease Prevention Education Program – provide diabetes and hypertension self management education and resources to emergency food pantry clients.
Tobacco use prevention	Provide program support for Kick the Habit & Red Ribbon Week Campaigns. Georgia Quit Line Promotion. Tobacco use prevention promotion at community health fairs.

COMMUNITY HEALTH ASSESSMENT PROCESS - NEWTON

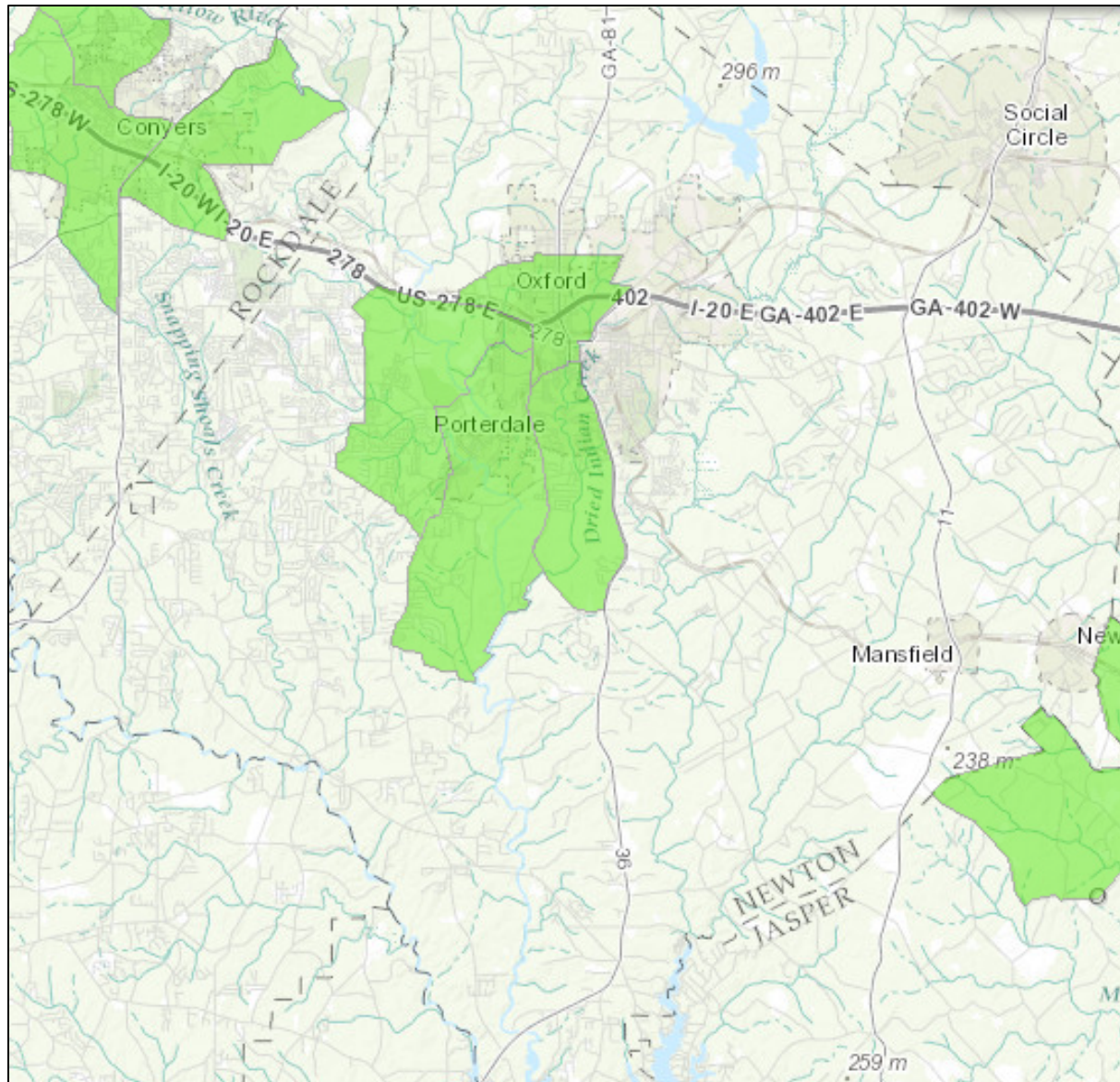
- Mobilizing for Action through Planning and Partnerships (MAPP) – community driven strategic planning process.
- MAPP Core Team: Health Department, Newton Medical Center, Newton Partnership, Newton County Public Schools, Newton View Point Health (behavioral and mental health).
- Data collected through 3 community meetings, community stakeholder interviews, a youth survey, and a “Forces of Change” assessment.



CHA – NEWTON FOOD DESERT

- 25,557 Newton County residents (including 7,521 children and 2,194 seniors) had low access to a grocery store in 2010
- An estimated 619 households had no car and low access to a grocery store.
- 58% of all restaurants are fast food compared to national average of 27%.
- About 9% of low-income residents had low access to a grocery store compared to 6% nationwide.
- The food desert exists in the central part of the county, and includes the cities of Oxford, Porterdale, and part of Covington.





Green shows the area where a significant number of residents are 10 miles away from the nearest grocery store.

<http://www.ers.usda.gov/data-products/food-access-research-atlas/go-to-the-atlas.aspx>



CHOOSING NEWTON FOR FOOD ACCESS

- The academic connection with Oxford College was critical to the food access program.
 - Food Desert Research Team
 - Currently gathering data through key informant interviews in Newton County
- The GNR Health Department has staff, the Health Promotion Coordinator, that has connections to these key players.
- The data gathered from the key informant interviews will allow for evidence-based decision making in our strategic plan.



CHALLENGES IN NEWTON COUNTY

- Farmers markets and community gardens have faced severe barriers and ultimately failed
- Transportation:
 - Low-income community members don't have access to cars
 - There is no public transportation
- Participation: farmers will not participate in markets because they are not lucrative business opportunities
- Cost: farmers markets can be expensive
 - Currently no SNAP benefits for markets
- Education: knowing how to prepare and cook vegetables and fruits in a healthy way

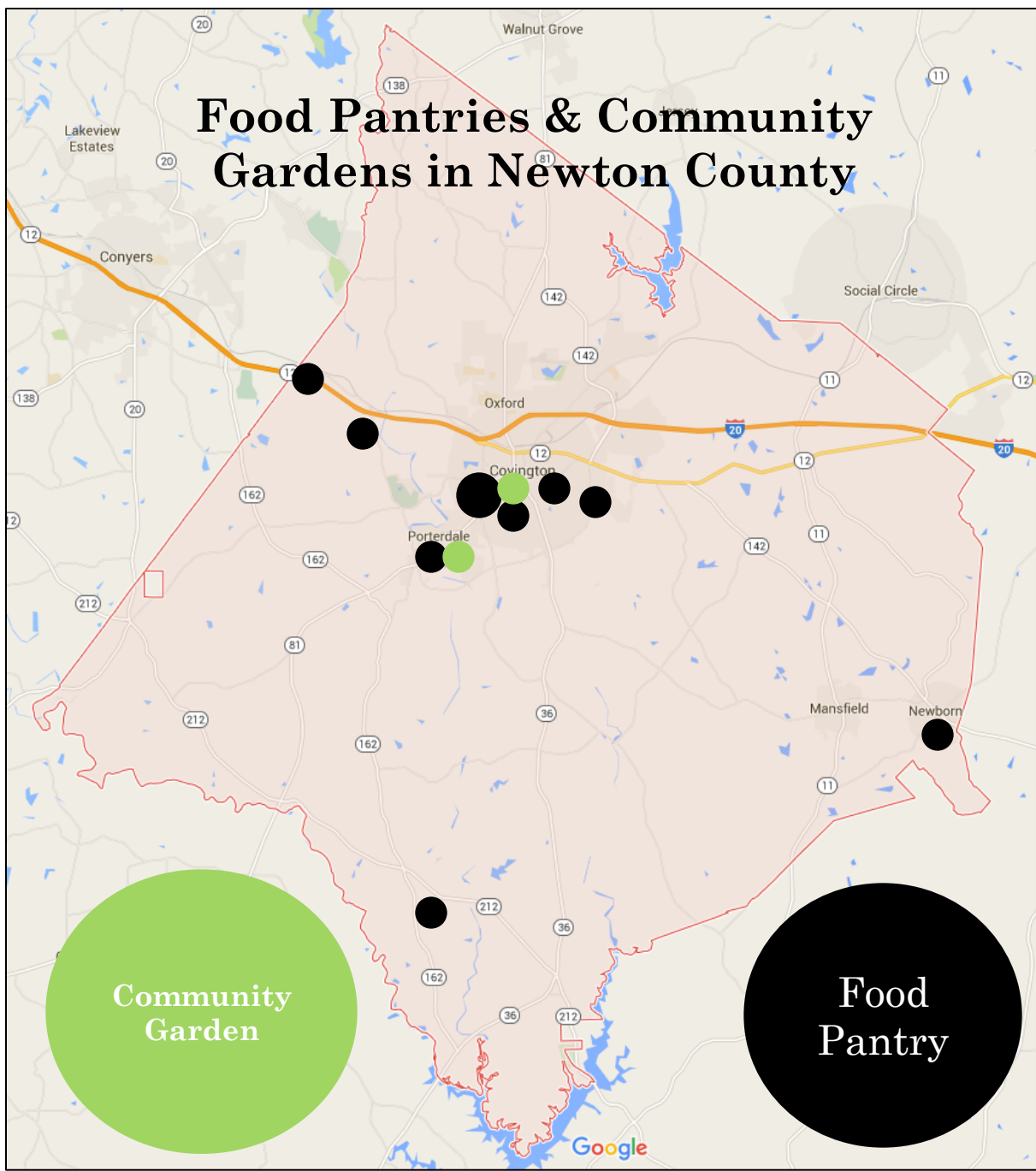


COMMUNITY GARDENS, FARMERS MARKETS & FOOD PANTRIES

- There are 2 community gardens in Newton County.
 - Porterdale Community Garden
 - Washington Street Community Center – Project Thrive
- There are currently 11 food pantries in the county.
- There is one “farmers market” in Oxford.
 - Produce stand



Food Pantries & Community Gardens in Newton County



Community Garden

Food Pantry



Newton Food Pantries

Belmont Baptist Church
3275 Iris Drive SE
Conyers, GA 30013
770-786-8676
Mon 10am-12pm

Community Food Pantry
7125 Turner Lake Circle
Covington, GA 30014
770-784-0037
Apply Mon/Thurs 9-11am
Pick up Tues/Fri 9am-1pm

Covington First United Methodist Church
1113 Conyers Street SW
Covington, GA 30014
770-786-7305
Tues/Thurs 1:30-3:30pm
Bring Picture ID & Proof of Newton County Residency

Disciples for Christ Newborn United Methodist Church
118 Church Street
Newborn, GA 30056
770-786-3574
2nd Sat every month 10am

East Newton Baptist Church
11290 US-278
Covington, GA 30014
770-786-6627

Hope for the Harvest Harvest Baptist Church
2075 Hwy. 212
Covington, GA 30016
770-787-7275
Monday 8:30-11am
1st & 3rd Mon 5-7 pm

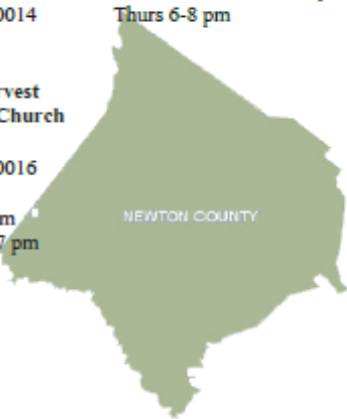
The Potter's House
1120 Crowell Rd
Covington Ga 30016
678-212-0319
Wed 4-6pm

Rainbow Covenant Ministries
9 Hemlock St
Porterdale, GA 30070
770-787-8519

Repairs of the Breach Thrift Center
5120 Old Brown Bridge Rd SW
Covington, GA 30014
770-787-7250

Salvation Army Covington
5193 Washington Street
Covington, GA 30015
770-786-2107
Wed/Thurs 9:30am-12pm

Willing Helpers Food Pantry
Solid Rock Baptist Church
8111 Brown Bridge Road
Covington, GA 30014
678-342-3434
Tues/Wed/Thurs 9am-1pm
Thurs 6-8 pm



Newton Farmers' Markets and Community Gardens



Porterdale Farmers' Market

Location: Hemlock Street, Porterdale Historic Depot on Railroad St. across from the Mill Lofts in Downtown Porterdale

Hours: Sat. 8 a.m. – Noon (March 26 – Oct. 29)

Tel: (770) 788-9120

Web: www.porterdalefarmersmarket.com



Porterdale Community Garden

Location: 2400 Main Street, Porterdale

Contact: Candace Hassen,
candacequilter@hotmail.com



Project Thrive Community Garden

Location: Washington Street Community Center
4138 School Street, Covington

Contact: Bea Jackson, 770-786-4002



NEWTON COMMUNITY HEALTH EVENT



COMMUNITY PARTNERS

- Covington Housing Authority
- Newton County UGA Extension Office
- Oxford City Government
- Oxford College of Emory University
 - Oxford College Organic Farm
 - Sociology Department
 - Food Desert Research Team
- Porterdale Community Garden
- Solid Rock Baptist Church
 - Willing Helpers Food Pantry & Medical Clinic
- The Center for Community Preservation & Planning
- Washington Street Community Center
 - Project Thrive



GLEANNING PROGRAM

- Glean definition: to gather leftover produce after a harvest
- Partners:
 - Oxford College Organic Farm
 - Solid Rock Baptist Church – Willing Helpers Food Pantry
- Program description: The Health Department and Oxford College will assemble student volunteers to glean the Oxford farm and transport the excess produce to the Willing Helpers Food Pantry.
- Future goals:
 - Add a food education component
 - Create a gleaning calendar by including other surrounding farms



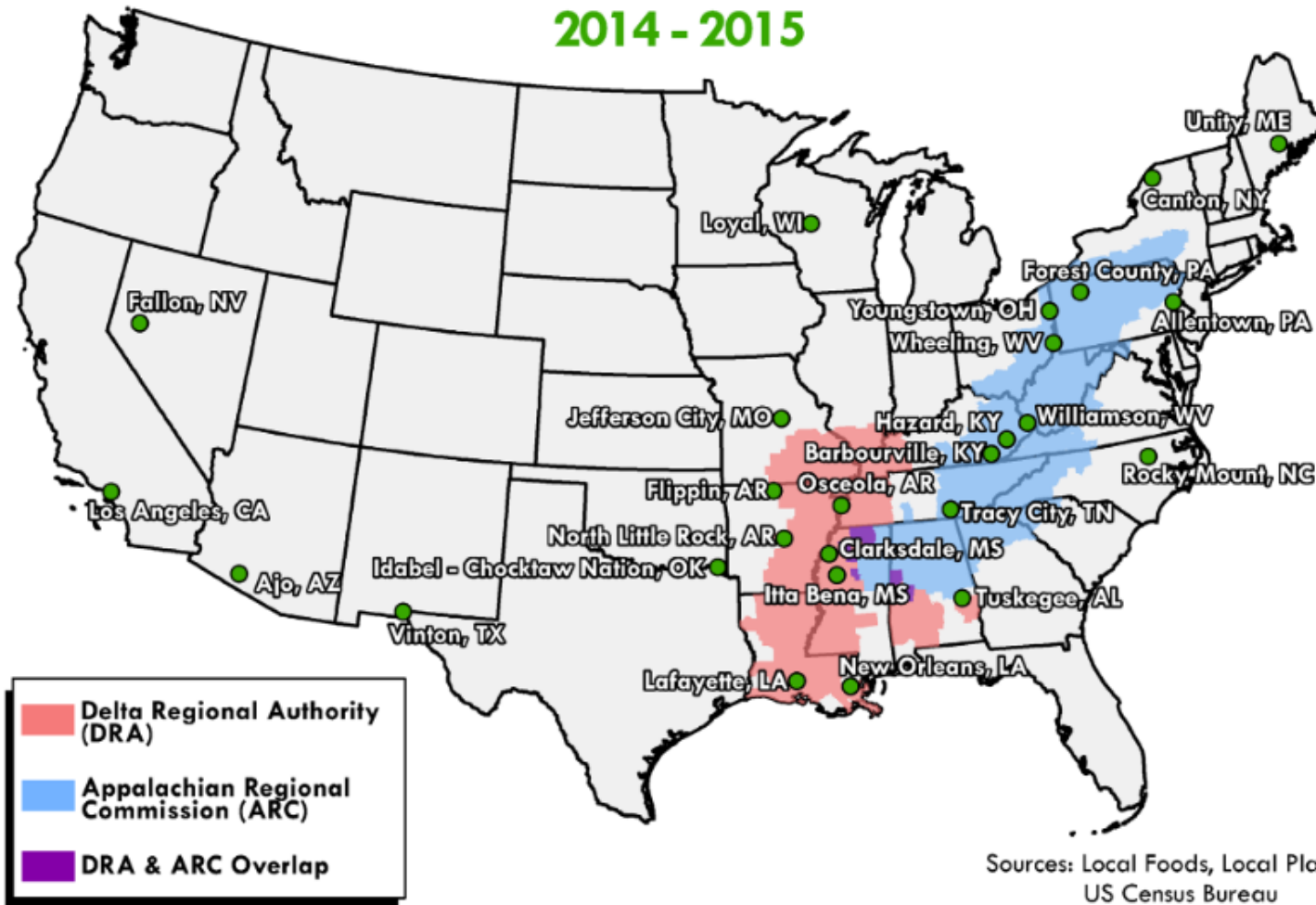
LOCAL FOODS, LOCAL PLACES

Local Foods, Local Places helps communities create walkable, healthy, economically vibrant neighborhoods through the development of local food systems. The program is supported by EPA, the U.S. Department of Agriculture (USDA), the Centers for Disease Control and Prevention (CDC), the U.S. Department of Transportation (DOT), the Appalachian Regional Commission (ARC), the Delta Regional Authority (DRA), and the White House Rural Council.



Local Foods, Local Places

2014 - 2015



LOCAL FOODS, LOCAL PLACES APPLICATION

- Submitted September 15, 2015 on behalf of The City of Oxford.
- Local Foods, Local Places aims to:
 - Boost economic opportunities for local farmers and businesses.
 - Improve access to healthy local food and promote childhood wellness.
 - Create walkable, healthy, economically vibrant neighborhoods.





Thank you for your time!

Questions?

Kinsey McMurtry, MPH

Health Promotion Coordinator

Gwinnett, Newton and Rockdale County Health Departments

2570 Riverside Parkway, P.O. Box 897

Lawrenceville, GA 30046-0897

Office: 678-442-6891

Cell: 404-547-1494

Email: kinsey.mcmurtry@gnrhealth.com

