

Community Health Improvement Plan – Short Term (1-3 years)

Priority: Substance Use

Alignment: Healthy NC 2020 – Substance Abuse

CHA/CHNA Year: 2018

LHD: Lenoir County Health Department



Result 1: What result do you want?		Decrease the use of illicit drugs and tobacco use among Lenoir County residents.			
What does it look like when you achieve this result?		Community engagement, awareness of adverse health effects due to the use of drugs and tobacco products, and reduced use to these products.			
Why is this important?		Leading cause of disease and death.			
What partners will address this priority?		Lenoir County Health Department			
How will you measure success?		Data will be generated and collected through media outlets.			
List each strategy/intervention, partners, measures, and level					
Result 1	Name of Strategy/Intervention	Responsible Partners	Outcome (s) (What will you measure and report in the SOTCH?)	Output(s) (What you will do and report in the SOTCH?)	Level of Intervention
1.1	Substance Use Messaging Campaign	Lenoir County Health Department	By the end of 2020, the Lenoir County Health Department will develop 10 wide-ranging media campaigns to promote the dangers of illicit drug and tobacco use and to reach at least 80% of the community in quarterly dissemination.	The Lenoir County Health Department will engage with partners in the Lenoir County Alliance coalition to create messaging that targets the diverse population of Lenoir County. The campaign will be used for mass media (billboards, social media sites, newspaper, radio, etc.)	Individual

Instructions:

- Add new section(s) if more than two results and number accordingly
- Add more rows if more than 9 interventions are needed and number accordingly.
- Level of Intervention: Individual, Organizational, or Policy

Instructions for use of this form can be found on the DHHS/DPH website: <https://publichealth.nc.gov/lhd/>