



Franklin County/North Quabbin Community Health Improvement Plan

2021-23

February 3, 2021



VISION:

The Franklin County/North Quabbin Community Health Improvement Plan (CHIP) Network's vision is that all residents of Franklin County and the North Quabbin Region will have the opportunity to pursue healthy lifestyles, to participate in shaping the systems that affect their health, and to achieve social, emotional, physical, and spiritual well-being.

MISSION:

With this vision in mind, we intend for the CHIP Network to:

- Identify priority health needs and disparities and the factors that contribute to them;
- Build on our strengths by identifying current resources in the community to address priority health issues;
- Identify and support the implementation of effective strategies for addressing priority health needs;
- Reduce gaps and duplication in services;
- Increase our collective ability to secure resources to improve health in our region.

CHIP SPONSORING ORGANIZATIONS



Communities that Care
COALITION



United Way
of Franklin County



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Age at First Use

Social Environment

GOAL: Delay the age at first use of addictive substances for all youth, with a particular focus on those disproportionately affected, including LGBTQ youth, youth of color, youth from families with low incomes, and DCF involved youth

OBJECTIVE 1:

Increase the percentage of youth in Franklin County and North Quabbin who accurately understand the potential risk of harm from youth drug and alcohol use.

STRATEGIES:

Promote adoption and implementation of LifeSkills (a curriculum for middle school students focused on building social and emotional skills).

Work on integrating SBIRT (Screening, Brief Intervention, and Referral to Treatment) tool more fully into clinical settings with youth, and combine with trans-friendly provider training, and/or anti-racism training.

Support and promote Youth-Led Substance Use Prevention Campaigns (such as the Above the Influence Campaign, or The 84 Campaign), including tobacco/vaping compliance checks and advertising enforcement.

Pilot Safety First curriculum (a harm-reduction based drug education curriculum from the Drug Policy Alliance) in a community setting.

OUTCOME: From 2018-2023, a 10% reduction in the percentage of 8th grade students in Franklin County and North Quabbin who have the risk factor “Lack of perceived risk of harm from drug use” as measured by the Teen Health Survey (PNAS).

Age at First Use

Social Environment

OBJECTIVE 2:

increase the percentage of youth in our region who get a clear message from their parents that their parents don't want them to use drugs and alcohol.

STRATEGY:

Promote and support Peer-Led Parent Outreach (PEER Community Ambassadors is a new collaboration between numerous family-serving agencies that provides peer-led parent outreach; PEER stands for Parent Engagement, Enrichment, and Resources).

OUTCOME: From 2018-2023, a 10% reduction in the percentage of 8th grade students in Franklin County and North Quabbin who have the risk factor "Parental attitudes that don't discourage drug and alcohol use" as measured by the Teen Health Survey (PNAS).

OBJECTIVE 3:

increase the percentage of youth in our region who feel that they have warm, strong, and supportive families.

STRATEGIES:

Promote and support outreach and recruiting for evidence-based parent education programs, including Strengthening Families, Nurturing Families, Parenting Journey, etc.

Link court-involved & diversion youth with youth programs, and link court-involved parents with community programs/resources.

OUTCOME: From 2018-2023, 10% reduction in the percentage of 8th grade students in Franklin County and North Quabbin who have the risk factor "Family management problems" and 10% increase in the percentage of those who have the protective factor "Family attachment," as measured by the Teen Health Survey (PNAS).

Age at First Use

Social Environment

OBJECTIVE 4:

Decrease the number of youth in Franklin County/North Quabbin who are experiencing symptoms of depression and anxiety.

STRATEGIES:

Promote and support successful mentoring programs such as Big Brothers Big Sisters of FC, CHD/CSO, CBHI, etc.

Promote and support successful Anti-Racism Work and Peer Support Programs such as Gen Q, Stand-Up, Shout Out, CTC Advancing Racial Justice in Schools project, etc.

Promote and support Peer-Led Parent Outreach around Supporting Youth Mental Health and Family Connectedness (see PEER Ambassadors, Coalition Connections Newsletter, BBBS).

Promote and support PreVenture (an evidence-based program where counselors teach skills from Cognitive Behavioral Therapy to youth who are at high risk of substance use).

OUTCOME: From 2018-2023, a 10% reduction in the in the percentage of 8th grade students in Franklin County and North Quabbin who have the risk factor “Symptoms of depression” and 10% reduction in the percentage of those who have the risk factor “Symptoms of anxiety,” as measured by the Teen Health Survey (PNAS).

Anxiety and Depression

Social Environment

GOAL: Increase individual and collective resiliency by strengthening social connectedness for those experiencing depression and/or anxiety.

OBJECTIVE 1:

Increase the engagement of people experiencing the spectrum of mental wellness in both decision-making for planning and services, and peer support/sharing activities (with at least 5 people from communities that have experienced systemic oppression recruited first, who help design the project).

STRATEGIES:

Increase access/decrease barriers to trainings and certifications for people with experience of anxiety or depression by providing funding, publicity, and professional/career supports for Certified Peer Support Specialists (CPS), Community Health Workers (CHW), Young Adult Peer Mentor Certification (YAPM), Doulas, and Recovery Coaches (RC).

Gather data to establish a baseline on the number of support groups currently available in person and online, and attendance at them.

Support those with lived experience to participate in coalitions, planning groups, etc. through stipends, 1:1 preparation support and follow up, and agency “best practice” checklist for optimal inclusion.

OUTCOMES: By 2023, change shown by existing measures such as GIPRA, DMH data, Home Base participant questions, Mass Health, CAPV Needs Assessment, ACO behavioral health screening data.

Increase attendance by those in trainings/support groups in other policy, planning, and systems change activities to advance this work

Anxiety and Depression

Social Environment

OBJECTIVE 2:

Increase compassion for people experiencing the spectrum of mental wellness as shown by 10% reduction of stigma reported in surveys in our region.

STRATEGY:

Implement educational programs and marketing and social marketing campaigns that decrease stigma and increase help-seeking behavior.

OUTCOME: By 2023, 10% reduction of stigma reported in surveys in our region, including Annual Teen Health Survey, CAPV Needs Assessment Survey, Healthy Families data, other Communities That Care Coalition (CTC) survey

OBJECTIVE 3:

Increase the number of organizations funding people in system navigator roles over a 2020 baseline, and increase collaboration between them.

STRATEGIES:

Advocate for State policy change on increasing Mass Health and Commercial reimbursement rates for peer support roles filled by people with lived experience to be paid a living wage.

Create a network of navigators through Franklin County Resource Network and using Look4Help.

Support organizations which host peer roles to better integrate them.

OUTCOME: By 2023, increase in number of organizations over 2021 baseline; increase collaboration by 20%.

Type 2 Diabetes

Built Environment

GOAL: Continue to evolve the built environment to reduce barriers to active living and healthy eating for people living with or at risk for diabetes.

OBJECTIVE 1:

Increase the number of towns in Franklin County/North Quabbin that have passed Complete Streets policies by at least 5.

STRATEGY:

Encourage more towns to enter the Complete Streets program

OUTCOME: By 2023, the number of towns in Franklin County/North Quabbin that have passed Complete Streets policies is 16 or more.

OBJECTIVE 2:

Increase by 100% the amount invested in Complete Streets projects in Franklin County/North Quabbin.

STRATEGY:

Encourage more towns to enter the Complete Streets program

OUTCOME: By 2023, funding for Complete Streets projects in Franklin County/North Quabbin has increased from approximately \$1.5 to \$3 million.

Type 2 Diabetes

Built Environment

OBJECTIVE 3:

Increase miles of sidewalks, bicycle facilities, bus stops, park improvements, street benches, and the frequency of buses in Franklin County/North Quabbin.

STRATEGIES:

Identify what projects we would advocate for and within particular towns.

Secure funding, including but not limited to: Community Development Block Grants/other public access grants

Inform towns about possible funding sources and connect them with people who can help them obtain them (e.g., Land and Water Conservation Fund (LWCF), Park Grants), Community Preservation Act (CPA)

Encourage more towns to enter Complete Streets program

Identify through recreation departments or open space planning unexploited locations and potential projects for expanding opportunities for physical activity

OUTCOME: By 2023, the miles of sidewalks and bicycle facilities, the number of bus stops, park improvements, and street benches, and the frequency of buses has increased by 5%.

Type 2 Diabetes

Built Environment

OBJECTIVE 4:

increase the number of people participating in specific existing and new lifestyle change programs that promote healthy eating and/or physical activity AND the retention rate of people participating in specific existing programs.

STRATEGIES:

Work with town governments, rec. departments, people involved in open space planning

Identify target facilities and potential projects, and support via shared use agreements

Identify through rec depts or open space planning unexploited locations and potential projects for expanding opportunities for physical activity

Promote and support individual incentives for public transit through doctors' offices; explore Rx for public transit

Find out what would be needed to expand access/remove barriers to mobile food markets, especially with respect to removing barriers to access for key populations

Work with doctors' offices in partnership with key community-based programs to write Rx's to support exercise and purchase of safe and healthy foods

OUTCOMES: By 2023, the number of people at risk of or living with diabetes who purchase food at farmers' markets and mobile markets has increased by 5% and the retention rate for participation in those programs has increased by 30%.