GILA COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN

2022-2027

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CHIP COMMITTEE

Gila County Health and Emergency Management would like to thank the members of the Health Disparities Committee that assisted with the planning, execution, and support of the Community Health Improvement Plan process:

STEERING COMMITTEE

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Paula Horn, Deputy Director

Kayle Lathrop, Health Equity & Prevention Manager

Nicole Archibald, Client Outreach Specialist

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Jason Gillette, Guild Health Group

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Matthew Villanueva, Seargant

Arizona Silverbelt
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Cathy Cunez Foundation
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Mariano Gonzalez, Councilman

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Melissa Steele, Economic Development Specialist

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Gila County Sheriff's Office
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Globe Active Adult Center
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Dale Walters, Chief

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Globe-Miami Times
Linda Gross, Publisher

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Crystal Tower, Admin Director

Horizon Health and Wellness
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Miami Unified School District
Sherry Dorathy, Superintendent

North Gila CERT, Inc
Grant Smith, Chair, Board of Directors

Payson High School
Yvette Harpe, Assistant Principal

Payson Roundup
Paul Aleshire, Reporter

Michele Nelson, Reporter

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**Rim Country
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Tonto Apache Tribe
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**University of Arizona
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Ashley Dixon, 4-H Agent

Ben Downer, Program Coordinator

EXECUTIVE SUMMARY

Dear Community Partners,

Gila County Health and Emergency Management (GCHEM) is pleased to announce the launch of our 2022 Community Health Improvement Plan (CHIP). This document was developed as a result of the 2021 Community Health Assessment (CHA) process. In 2012, GCHEM began performing CHAs and CHIPs in order to improve the health of our community. Since then, we have completed three cycles of these assessments and plans.

The 2021 CHA cycle was unique in that it involved community partners throughout the entire planning process. We appreciate your assistance with creating, distributing, and evaluating this document. The 2021 CHA served as a valuable took for developing this CHIP.

Our 2022 CHIP will serve as a guide for our community on how to address the chosen health priorities. We are excited to share it with you today!

Warm regards,

Michael J. O'Driscoll

**Michael O'Driscoll
Director
Gila County Health
and Emergency
Management**

ROADMAP

December 2021
First Meeting of the CHIP committee-
Three priorities chosen

March 2022
First Draft of CHIP submitted and
reviewed by CHIP Committee

April 2022
Stakeholder Meeting-
Develop goals and action plans

June 2022
Final Draft Reviewed & Approved by
CHIP committee

July 2022
Begin implementing CHIP

2022-2025
Ongoing assesment of CHIP
progress
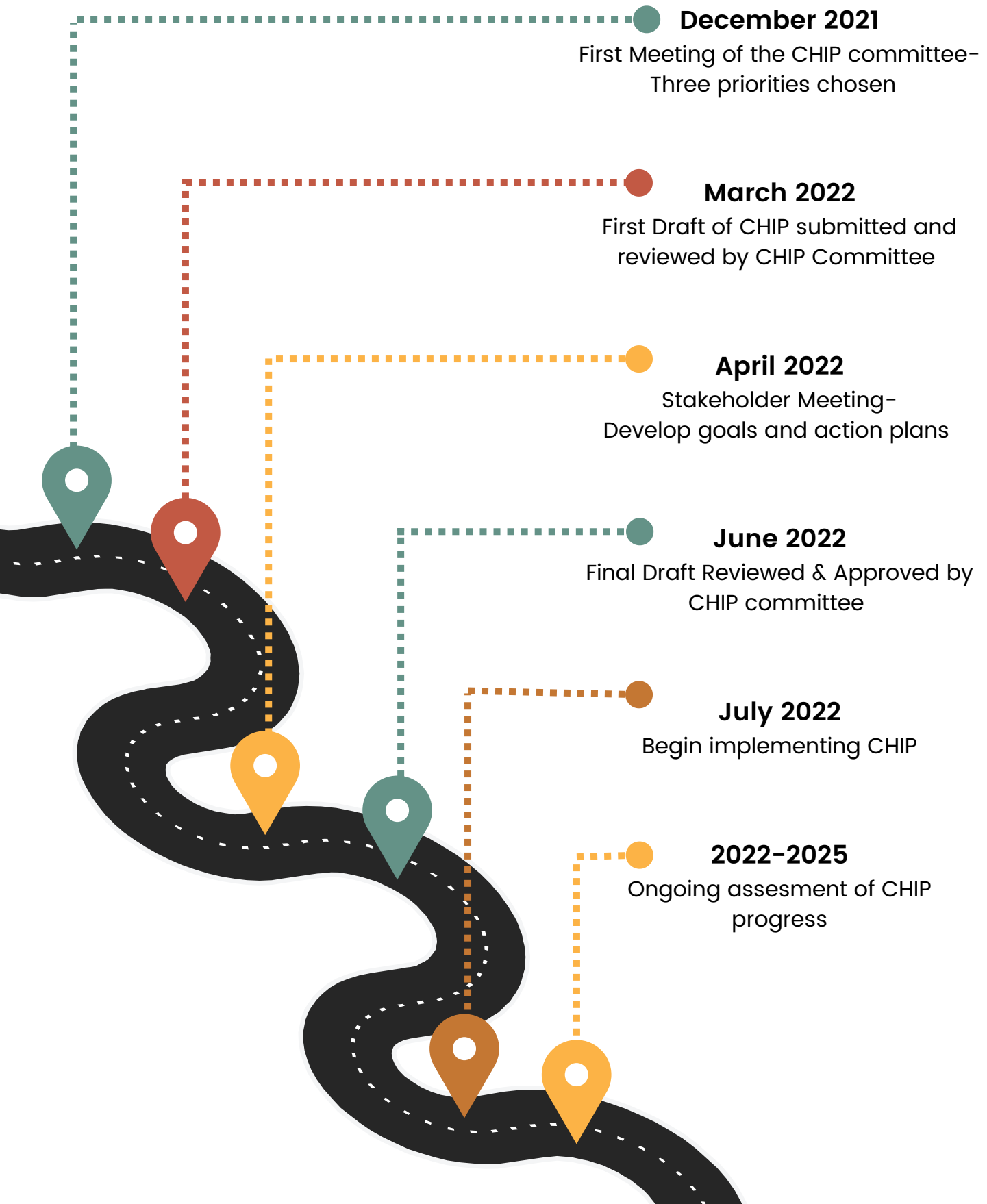
MISSION

To enhance the quality of life of the citizens of Gila County by coordinating the services of community organizations and executing a county-wide sustainable strategy that results in a long-term tangible impact on the health of our community.

VALUES

G **Growth:** Promote growth and connectivity of community resources that includes a diverse range of partners and stakeholders.

I **Integrity:** Ensure the health improvement process is transparent, fair, and ethical.

L **Longevity:** Promote a healthy and sustainable culture of health, safety, and wellbeing, inclusive of all.

A **Adaptable:** Strive to be innovative, reaching beyond conventional processes.

VISION

To achieve a high quality of health, safety and wellness for all Gila County residents through vibrant partnerships.

WHAT IS A CHIP?

A Community Health Improvement Plan (CHIP) is a document based on the Community Health Assessment (CHA). The CHA is an assessment of health outcomes in Gila County as well as the overall health status of residents. Developed from the CHA, the CHIP focuses on ways in which organizations and community members can collaborate to respond to areas where Gila County is lacking regarding the specific chosen health outcomes.

A CHA should be part of an ongoing broader community health improvement process. A community health improvement process uses CHA data to identify priority issues, develop and implement strategies for action, and establish accountability to ensure measurable health improvement, which are often outlined in the form of a community health improvement plan (CHIP).* A community health improvement process looks outside of the performance of an individual organization serving a specific segment of a community to the way in which the activities of many organizations can contribute to overall community health improvement.*

Sources:
*Durch J.S., Bailey L.A., & Stoto M.A. (1997). Improving Health in the Community: A Role for Performance Monitoring. Washington, DC: National Academy Press.

WHAT IS A CHIP?
(CONT...)

Community health improvement is a process that involves identifying, prioritizing, and addressing community health concerns. It is a holistic approach to improving health outcomes for individuals and communities. A variety of tools and processes may be used to conduct a CHA/CHIP; the essential ingredients are community engagement and collaborative participation. Below you will find the six steps used in developing a CHA/CHIP:*

1. <u>Organizing & Engaging Partners</u> – Identify potential partners who can assist in your efforts, including those who represent different sectors such as business, healthcare, education, government, etc.

2. <u>Visioning</u> – Develop a vision for your community's health by identifying what you want it to look like in 5-10 years. Create goals based on your vision and align them with the needs identified in step

3. <u>Collecting & Analyzing Data</u> – Conduct studies to determine whether there are issues affecting the health of your community members and identify potential risks or causes through data collection techniques such as surveys or focus groups.

4. <u>Identify & Prioritize Strategic Issues</u> - Identify and prioritize the most pressing issues in your community. Once you have identified the issues, consider what kind of action you want to take—whether it's prevention, treatment, or education—and then prioritize them based on how pressing they are.

5. <u>Develop Goals, Strategies, & an Action Plan</u> - Once you've identified and prioritized your strategic issues, develop goals and strategies to address them. Involve stakeholders in this process by asking them to identify specific problems and possible solutions. It's also important to include all perspectives—from those most affected by an issue to those who may not be affected at all, but can still help identify solutions that will benefit everyone in the community.

6. <u>Take & Sustain Action</u> - Once you've developed goals and strategies for addressing your strategic issues, take action! Start small with one issue before moving onto the next one so that you can build momentum with each new step towards change and make sure all stakeholders are involved until every goal has been achieved.

WHAT IS A CHIP?
(CONT...)

Creating a community health improvement plan would not be possible without the '10 Essential Public Health Services.' The 10 essential public health services are the framework for a public health approach to protecting and promoting the health of all people in all communities. The 10 essential services provide a roadmap that is designed to guide and inform the work of those who are working on behalf of the public's health. Below is a diagram of the '10 Essential Public Health Services.
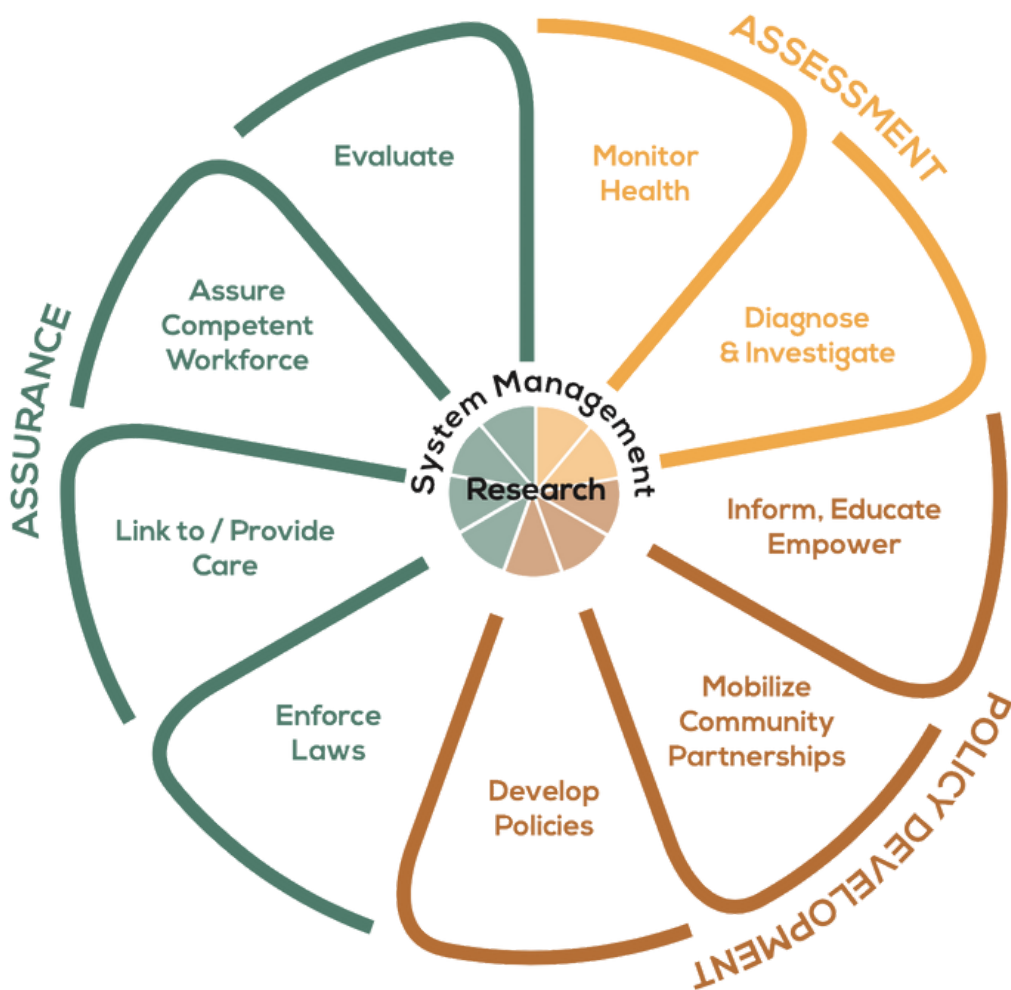
Figure 1: The 10 Essential Public Health Services

FOCUS AREAS

There were five focus areas originally selected from the 2021 CHA which included teen pregnancy, suicide, drug-induced deaths, adults over 65, and obesity. To ensure a more focused approach to this CHIP, attendees at the first CHIP Committee meeting on December 16th, 2021, participated in an anonymous survey that determined that the three main areas of focus would be:

PRIORITY 1

Drug-induced Deaths

Overdose deaths are a major problem in the United States. Many counties across the country — and around the world — have recently suffered from large-scale overdoses and tragic increases in drug overdose deaths.

PRIORITY 2

Suicide

Deaths due to suicide are a major concern in the United States. It is a highly preventable cause of death, and one that can have an immense impact on families and communities.

PRIORITY 3

Teen Pregnancy

Teen pregnancy rates have declined in the last decade, but remain a significant public health problem. It's a top priority for federal and state government agencies, nonprofit organizations, youth-serving authorities, and others to work together to combat this issue. It's important that we seek collaborative ways to achieve positive results.

PRIORITY 1: DRUG-INDUCED DEATHS

Drug-induced deaths have become an epidemic in the United States, with more than 70,000 people dying from overdoses every year. In order to combat this problem, it is important to understand the scope of the issue, as well as its impact on the community.

Below is a table of use rates for different drugs compared between Gila County and the state of Arizona. All rates are per 100,000 population and all data is from 2017 per the 2021 CHA.

Drug	Gila County Use Rate	State Use Rate
Unspecified Drug	158.6	165.6
Amphetamine	**525.5**	303.9
Barbiturate	18.9	24.7
Cocaine	11.8	51.0
Opioids	**497.1**	279.3
Hallucinogen	2.4	4.2
Marijuana	**189.4**	156.2

Sources:
*Www.pinalcountyaz.gov. (n.d.). Retrieved June 6, 2022, from https://www.pinalcountyaz.gov/MedicalExaminer/Documents/2021-Gila-County-Annual-Report.pdf

PRIORITY 1: DRUG-INDUCED DEATHS

<u>Goal:</u> Reduce substance abuse to improve quality of life for all residents within Gila County.

Objective 1   By 2027, reduce the rate of drug-induced deaths by 5% from 34.4 per 100,000 to 32.7 per 100,000.

Strategy 1:1   Decrease access to expired and/or non-prescription opioids

Action Steps
- Establish partnerships to identify 10 additional locations for naloxone distribution sites
- Coordinate take back events
- Identify take back sites
- Develop and implement a social and print campaign to increase local awareness of sites and events
- Develop and implement a social and print campaign to increase awareness of safe disposal of medications

Strategy 1:2   Increase proper naloxone administration training opportunities for community organizations and members within Gila County.

Action Steps
- Increase number of virtual or in-person trainings throughout Gila County (e.g., parents, high school administrators, healthcare workers, etc.).
- Ensure all employees of current partners are trained
- Develop and implement social media educational awareness campaign.

PRIORITY 1: DRUG-INDUCED DEATHS

**Strategy 1:3**   Reduce drug-related deaths by identifying gaps in substance abuse services.

Action Steps
- Develop and implement recruitment campaigns to gain new Opioid Fatality Review Board members.
- Analyze current treatment and recovery access points with Gila County.

Strategy 1:4   Work with community members, local first responders, practitioners, and non-profit organizations to better understand local opioid/substance use disorders and prevention measures needed.

Action Steps
- Host two (2) focus groups in each Globe, Miami, and Payson; one for community members/non-profits and one for local practitioners and first responders.
- Analyze data/insights from each focus group.
- Present finding's from each focus group in respective town hall meetings.

In order to combat drug-induced deaths within Gila County, we first need to understand how many people are dying from drug overdoses, what types of drugs are being used, how these deaths occur, who is at risk for them, and what factors may contribute to an individual's risk of experiencing an overdose.

Gila County Drug Trend by Age (2020-2021)*

525.5
Gila County amphetamine use rate per 100,000.

497.1
Gila County opioid use rate per 100,000
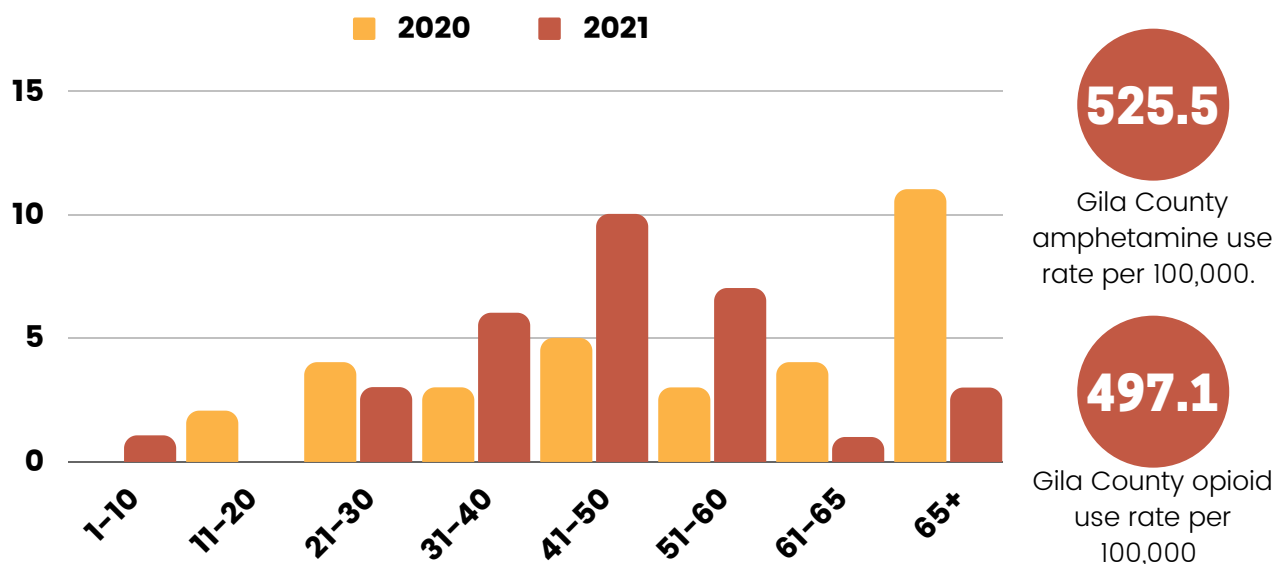
We are committed to addressing this issue head on by collecting data on each death and analyzing it to gain insights into how we can prevent future deaths.

- **In 2020, the age group most affected was 65+, this trend shifted to the 41-50 age group in 2021.**
- **46% of accidental deaths in Gila County are drug related.**
- **93% of drug-related deaths in Gila County were ruled accidental.**

158% **increase in drug-induced deaths in Gila County from 2020 to 2021.**

Sources:
*Www.pinalcountyaz.gov. (n.d.). Retrieved June 6, 2022, from https://www.pinalcountyaz.gov/MedicalExaminer/Documents/2021-Gila-County-Annual-Report.pdf

PRIORITY 2: SUICIDE

Gila County is facing a suicide crisis. The rate of suicide in the county is higher than the national average, and it's been increasing steadily over the past few years. Suicide rates are on the rise in Gila County, and we need to do something about it. There are ways that we can lower the suicide rate in our community, and it starts with talking about it.

The first step is awareness: Let's make sure everyone knows how serious this issue is, so that we can start taking steps toward fixing it. Let's talk about suicide prevention at school and work, and let's ask our friends and family if they're feeling okay—especially when something feels off or different. Then, we can start working toward solutions: what can we do as individuals to help prevent suicide? How can local businesses help? What resources are available? We'll be providing information on all these topics so that you have everything you need to get involved and take action!

PRIORITY 2: SUICIDE

Goal: Reduce the prejudice and discrimination associated with suicide and integrate suicide prevention into the values, culture, leadership, and work of all organizations and community members in Gila County.

Objective 1   By 2027, reduce the rate of suicides in Gila County by 5% from 39.2 per 100,000 to 37.2 per 100,000

Strategy 1:1   Develop a centralized resource guide that encompasses all local suicide prevention resources.

Action Steps
- Identify current suicide resources in Gila County.
- Develop and implement shareable resource guide.

Strategy 1:2   Establish a Suicide Mortality Review Board (SMRB).

Action Steps
- Develop and implement recruitment campaigns to gain new SMRB members.
- Analyze gaps in services provided by local behavioral and mental health providers.

Objective 2   By 2025, improve public awareness of social isolation and loneliness within Gila County.

Strategy 2:1   Pilot advocacy programs to promote support, safety, health, and wellness through innovative education and community partnerships.
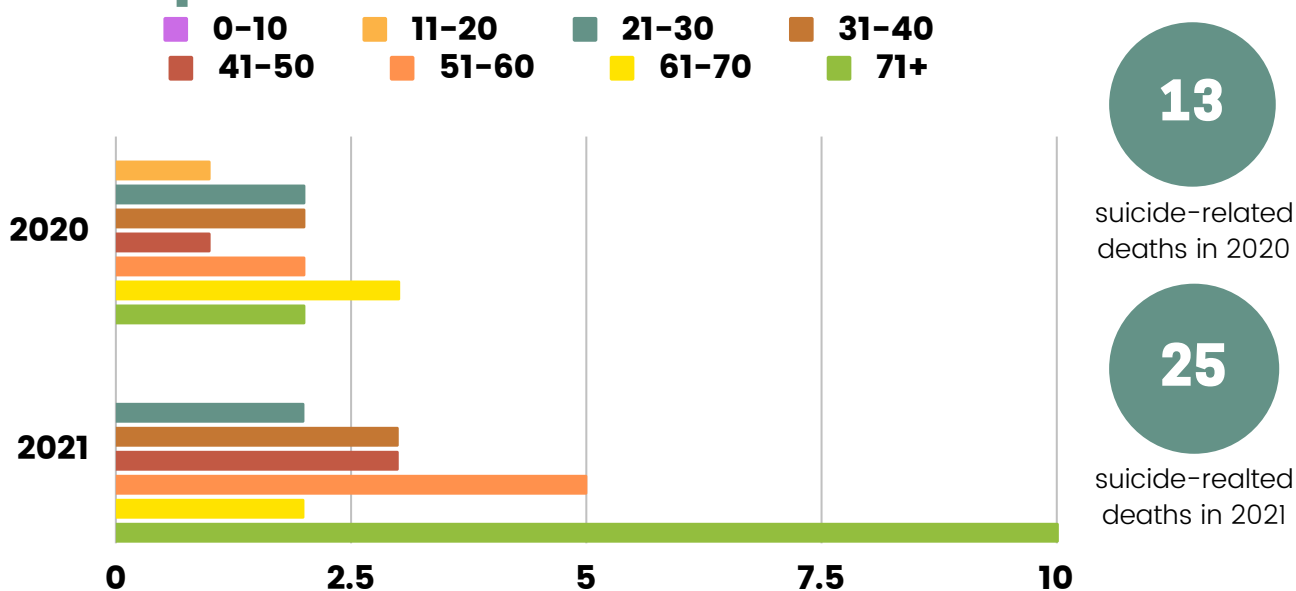
Action Steps
- Launch a social media and print campaign that raises awareness of the normalcy of isolation, and ways to combat it.
- Design and implement community-based pilot initiatives in underserved regions, including virtual networking at the local levels.

Suicide is one of the leading causes of death in the United States. The National Suicide Prevention Lifeline, or NSPL, was established by the Substance Abuse and Mental Health Services Administration (SAMHSA) in 2004 to help prevent suicide. Its goal is to provide free and confidential support for people in crisis:
(1-800-273-8255).

Gila County Suicide Deaths by Age Group Trend*

Legend: 0-10, 11-20, 21-30, 31-40, 41-50, 51-60, 61-70, 71+

13
suicide-related deaths in 2020

25
suicide-realted deaths in 2021

There are many factors that can contribute to suicide including depression, substance use disorders, traumatic brain injury, and other mental health conditions.

- **Gila County suicide deaths increased 92% from 2020 to 2021.**

- **Suicide deaths were significantly more prevalent among males both years.**

- **The largest increase from 2020 - 2021 was seen in the number of deaths of individuals within the age range of 71+.**

80% **of suicide deaths in Gila County in 2021 were firearm-related.**

PRIORITY 3: TEEN PREGNANCY

Teen pregnancy rates in Gila County are high. In fact, they are more than double the national average and have been so for several years. These higher teen pregnancy rates may be attributed to lower levels of education and lower income levels within the community.* These two factors are very much an issue in Gila County. The lack of education among teens can contribute to increased pregnancy it is difficult for teens to understand how to use or access contraception. The low-income levels of many families in Gila County may also contribute to the county's high teen pregnancy rates. While condoms are free at many health clinics and other locations, they are not free at gas stations and grocery stores where many teens shop. Additionally, many parents who live paycheck-to-paycheck cannot afford birth control pills or other long-term contraception methods for their children.

Sources:
*https://www.cdc.gov/teenpregnancy/about/index.htm

PRIORITY 3: TEEN PREGNANCY

Goal: Reduce risk factors associated with teen pregnancy and increase youth access to reproductive health information and resources.

Objective 1   By 2027, reduce teen pregnancy rates in Gila County from 44.3 per 1,000 by 7% to 41.2 per 1,000.

Strategy 1:1   Increase education and resources targeted to parents of teens regarding how to have conversations about healthy relationships, contraception, and sexual health.

Action Steps
- Develop and implement polls to gauge parents' comfort level with topics identified in Strategy 1 and types of resources necessary to promote open discussions.
- Identify and share current available parent resources (e.g., talking tips, student Q&A's).
- Increase awareness of local parenting of teens courses

Strategy 1:2   Partner with local school districts to incorporate age-appropriate reproductive health curriculum

Action Steps
- Strengthen relationships with local schools
- Research evidence-based rural specific curricula
- Gain approval from local school boards if new curriculum is chosen.
- Develop and implement campaign to increase parental awareness of new curriculum

PRIORITY 3:
TEEN PREGNANCY CONT.

Objective 2   By 2027, design a standardized referral system for use by health educators across the county to identify youth needs and give them the information needed to connect to youth-friendly services.

Strategy 1:1   Engage young people, parents, educators, health care providers, and community-based organizations to support evidence-based teen pregnancy prevention practices.

Action Steps
- Establish a Youth Advisory Council (YAC) and a regular meeting schedule.
- Provide training on how to effectively develop youth-adult partnerships.

Objective 3   By 2025, increase the number of teens enrolled in local family planning services by 5% (baseline to be determined).
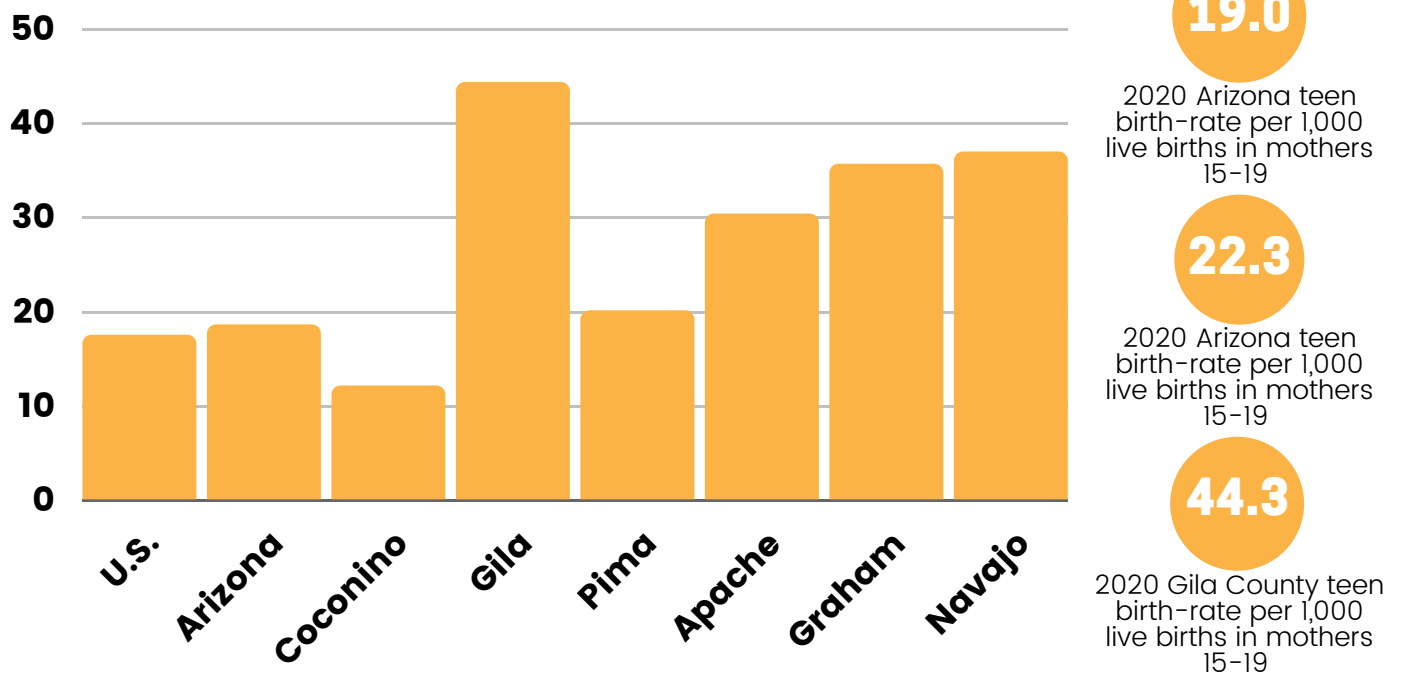
Strategy 1:1   Increase acceptability and availability of preventive measures (e.g. condoms, Long-Acting Reversible Contraception(LARCs).

Action Steps
- Conduct scan of locations, types of condoms offered and opportunities for youth to access contraception
- Develop plan to increase accessibility and utilization of local preventive measures

The teen birth rate represents the number of live births to mothers 15 to 19 years of age per 1,000 females. The source is the National Center for Disease Control and Prevention (CDC), National Vital Statistics System, as made available through the County Health Rankings which calculates the rates based on population estimates from the U.S. Census Bureau. *

2020 Teen Birth Rate Comparison*

19.0

2020 Arizona teen birth-rate per 1,000 live births in mothers 15-19

22.3

2020 Arizona teen birth-rate per 1,000 live births in mothers 15-19

44.3

2020 Gila County teen birth-rate per 1,000 live births in mothers 15-19

Parents are the best educators of their children, but they can't be everywhere at once. That's why it's so important that teens are equipped with the tools they need to make smart choices about their sexual health. The statistics indicate a genuine need for effective programs that educate our teens on safe sex practices before they become sexually active.

- **The Gila County teen birth rate is double the state teen birth rate.**

- **In 2019, 30,558 condoms were distributed throughout Gila County via the Condom Distribution Program**

#1 **Gila County has consistently had one of the highest rates of teen pregnancy in the state of Arizona.**

ASSET MAPPING

Asset mapping provides information about the strengths, resources, and abilities of of a community and can help uncover solutions, partnerships, and capacity. Once community strengths and resources are inventoried and depicted in a map, you can more easily think about how to build upon these assets to address community needs and improve health. Finally, asset mapping promotes community involvement, ownership, and empowerment.*

This tool is useful in understanding Gila County's collaborative approach to the top three priorities areas. The aim of this asset map is to better understand the landscape of resources, partnerships, and strengths of Gila County's programmatic resources and their collaborative relationship. The primary questions we aim to answer are: Are the efforts currently happening in Gila County working together to maximize the impact? Are there opportunities to improve program and communication efforts?

Sources:
*Section 1: Asset Mapping - UCLA Center for Health Policy Research. (n.d.). Retrieved April 8, 2022, from https://healthpolicy.ucla.edu/programs/health-data/trainings/Documents/tw_cba20.pdf

PURPOSE OF AN ASSET MAP (CONT...)

It is the objective of the asset map to answer the following questions:

01 What is the percentage of organizations on the CHIP Committee that address the top three health priorities?

02 What does collaboration look like currently around the top three health priorities?

03 What opportunities does the CHIP Committee identify for future collaboration?

04 What are current needs to address the top three health priorities?

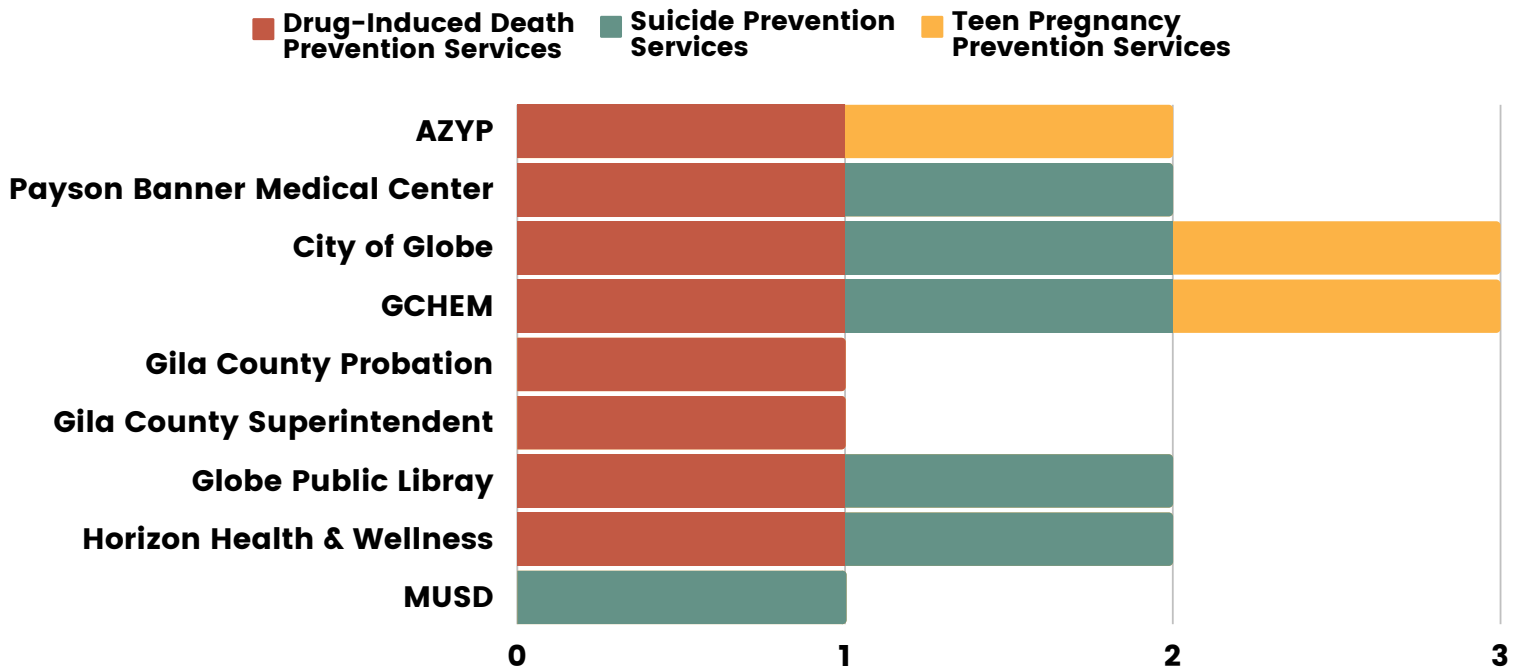**05** Are there any organizations or industries are missing?

A community asset or resource is anything that improves the quality of community life. Assets include the capacities and abilities of community members as one of the measures. The overarching purpose of an asset map is to mobilize and empower the community. If community members are involved in constructing the asset map, the process itself can be an organizing tool. For example, mapping local public services and identifying the dollars spent per community member can mobilize residents to lobby city or county council members to improve local public services.*

Sources:
*Section 1: Asset Mapping - UCLA Center for Health Policy Research. (n.d.). Retrieved April 8, 2022, from https://healthpolicy.ucla.edu/programs/health-data/trainings/Documents/tw_cba20.pdf

By mapping the organizations and their programs within Gila County around the top three health priorities it was anticipated that the Health Disparities Committee would identify new collaborations, incite more community involvement, and create useful data for developing targeted strategies. Of the 28 organizations that responded to the asset map survey (AMS), The Health Disparities Committee found opportunities for new partnerships, and to create new approaches to addressing the top three priorities.

Asset Map Survey Data

Legend:
- **Drug-Induced Death Prevention Services** (red)
- **Suicide Prevention Services** (green)
- **Teen Pregnancy Prevention Services** (yellow)

Organization	Drug-Induced Death Prevention	Suicide Prevention	Teen Pregnancy Prevention
AZYP	1		1
Payson Banner Medical Center	1	1	
City of Globe	1	1	1
GCHEM	1	1	1
Gila County Probation	1		
Gila County Superintendent	1		
Globe Public Libray	1	1	
Horizon Health & Wellness	1	1	
MUSD		1	

Mitigating duplication of efforts by understanding who our partners are and where they have a presence is critical to leveraging resources. Rural communities often work with limited staff and budgets, so communication and coordination are critical to program success and longevity.

- **39.3% of respondents provide services to at least one of the three chosen health priorities.**

- **Some organizations may not be represented due to lack of survey response**

100% Understanding how rural communities identify and improve collaboration could enhance program delivery and strengthen outcomes. This productivity has significant influence on the efficacy of the program and can increase reach and funding opportunities.

The size of staff dedicated to a program is generally in the range of 2-10 individuals. Generally it is best to start small and grow. Larger organizations may dedicate 4 or more staff members to a program while smaller organizations may need to align their efforts in order to have 1 individual responsible for all aspects of a program.

Community Partners and Staff Size

A graph of our community partners and the staff size of their organization
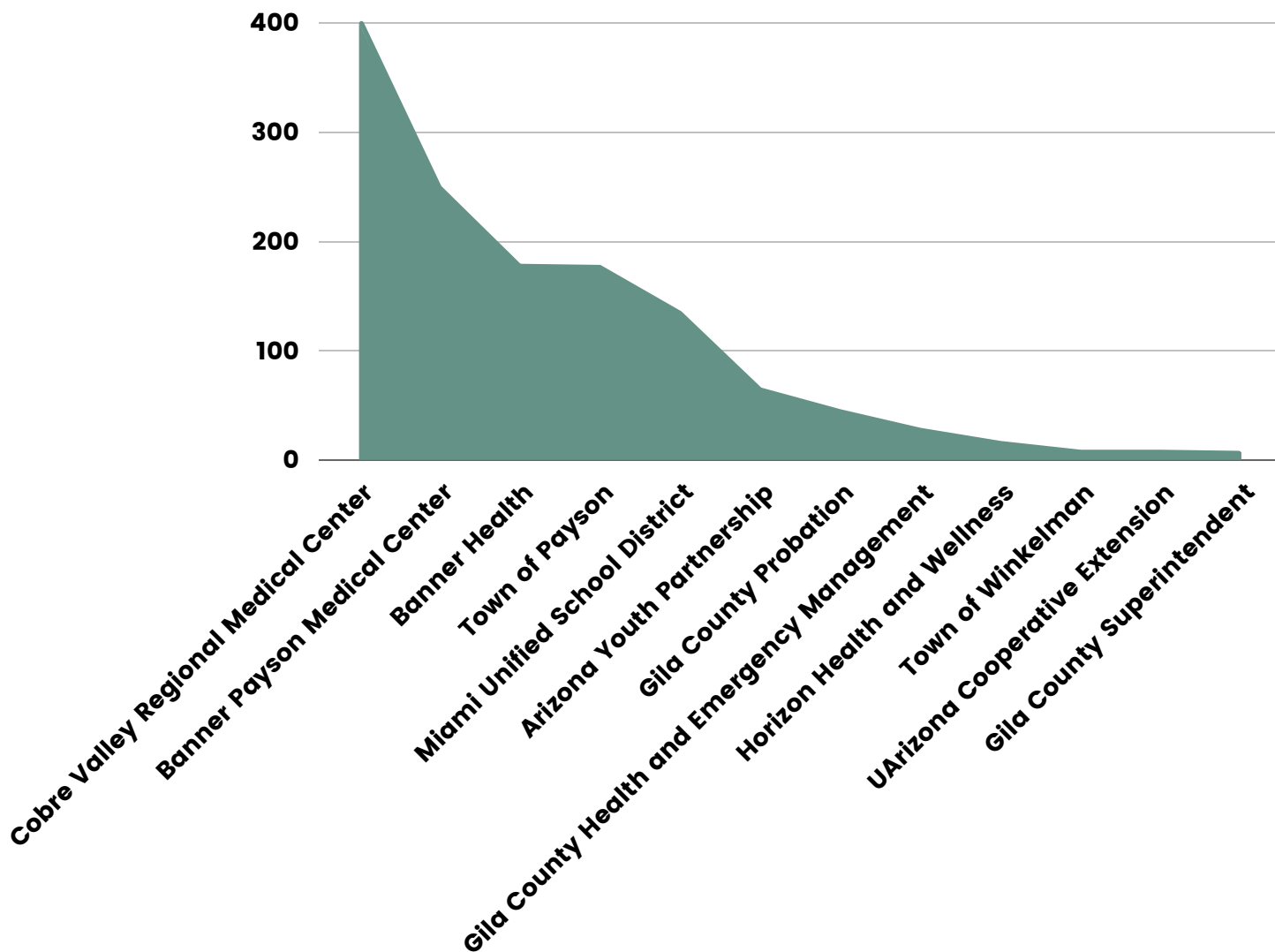
NORTHERN GILA COUNTY ASSET MAP

The Asset Map is a comprehensive, interactive map that encompasses all priority-serving organizations in the Northern Gila County area. The Asset Map also helps to identify gaps in services and opportunities for collaboration among these organizations.

1 Arizona Youth Partnership
814 N Beeline HWY, Suite L, Payson, AZ 85541

2 Banner Payson Medical Center
807 S Ponderosa St, Payson, AZ 85541

3 Community Bridges
803 W Main St A, Payson, AZ 85541

4 Gila County
714 S Beeline HWY Payson, AZ 85541

5 Gila County Health and Emergency Management
110 W Main St Suite A Payson, AZ 85541

6 Gila County Probation
112 W Cedar Ln, Payson, AZ 85541

7 Payson Public Library
328 N McLane Rd, Payson, AZ 85541

8 Payson Unified School District
301 S McLane, Payson, AZ 85541
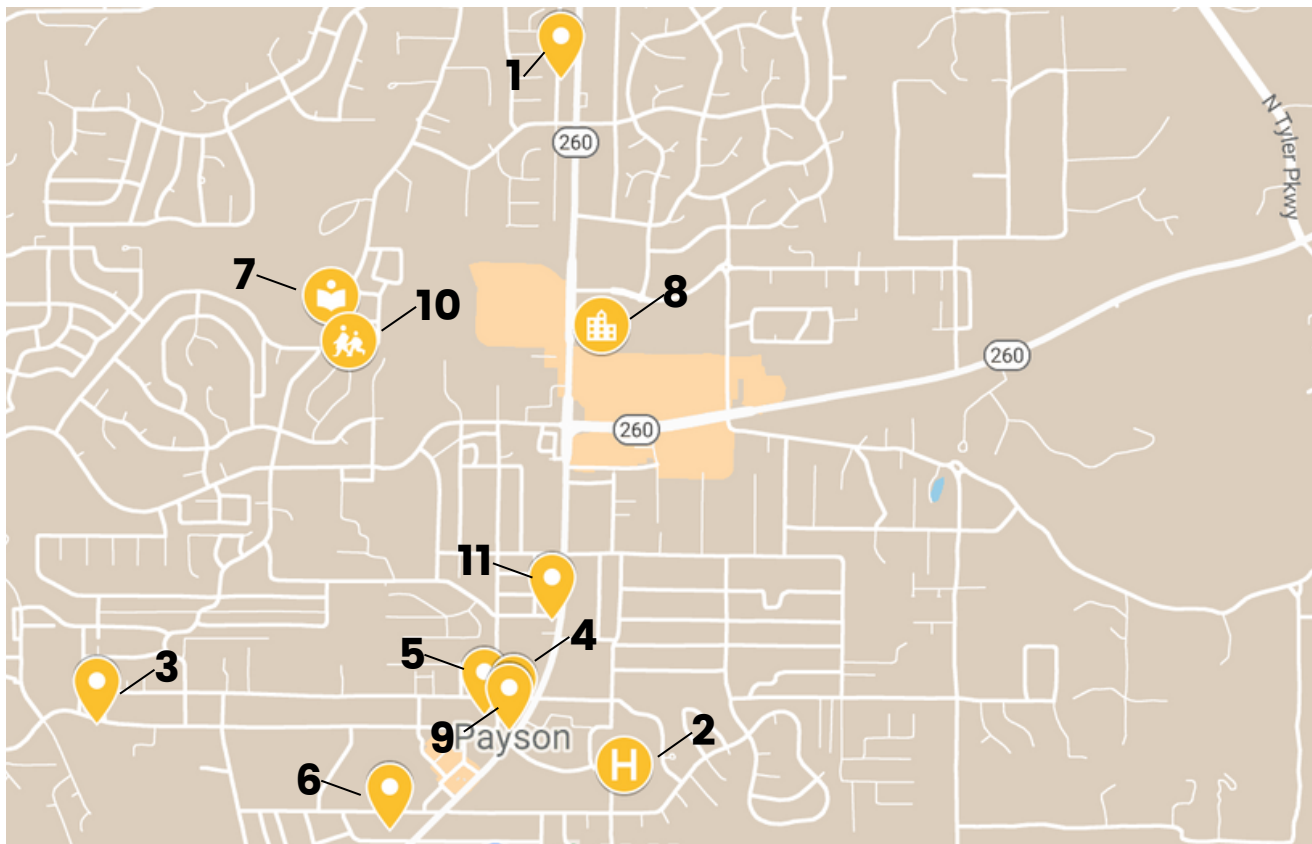
9 Rim Country Regional Chamber of Commerce
100 W Main St, Payson, AZ 85541

10 Town of Payson
303 N Beeline Hwy. Payson, AZ 85541

11 University of Arizona Cooperative Extension
514 S. Beeline Highway Payson, AZ 85541

SOUTHERN GILA COUNTY ASSET MAP

The Asset Map is a comprehensive, interactive map that encompasses all priority-serving organizations in the Southern Gila County area. The Asset Map also helps to identify gaps in services and opportunities for collaboration among these organizations.

1 **Arizona Youth Partnership**
143 S Broad St,
Globe, AZ 85501

2 **City of Globe**
150 N Pine St,
Globe, AZ 85501

3 **Cobre Valley Regional Medical Center**
5880 N Hospital Dr,
Globe, AZ 85501

4 **Community Bridges**
5734 Hope Ln,
Globe, AZ 85501

5 **Gila County**
1400 E Ash St.
Globe, AZ 85501

6 **Gila County Health and Emergency Management**
5515 S Apache Ave Suite 100
Globe, AZ 85501

**7** **Gila County Probation**
1350 E Monroe St.
Globe, AZ 85501

8 **Globe Miami Regional Chamber of Commerce**
143 S Broad St,
Globe, AZ 85501

9 **Globe Public Library**
339 S Broad St,
Globe, AZ 85501

10 **Horizon Health and Wellness**
415 Baseline Spur,
Globe, AZ 85501

11 **Miami Unified School District**
4739 S Ragus Rd,
Miami, AZ 85539

12 **University of Arizona Cooperative Extension**
5515 S Apache Ave Suite 600
Globe, AZ 85501
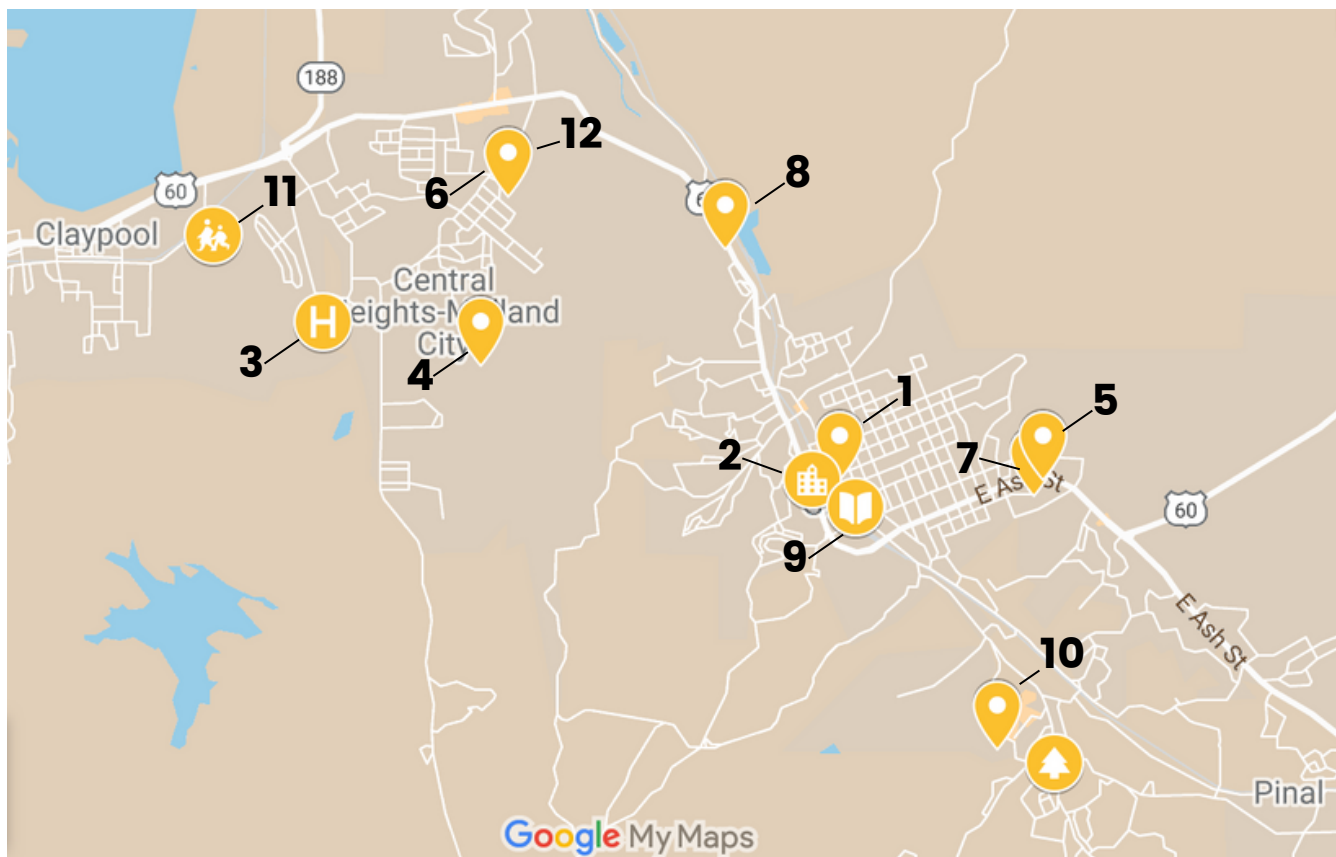
NEXT STEPS

GCHEM will be responsible for maintaining ongoing community engagement in implementing the Gila County CHIP. GCHEM will convene quarterly CHIP meetings to evaluate progress made in implementing strategies and propose changes when greater impact can be achieved by adapting approaches. When needed, and as recommended, the CHIP Committee will establish workgroups focusing on particular objectives to ensure successful implementation.

A quarterly progress narrative submitted by each CHIP committee partner organization detailing the activities made toward implementing any strategies.

Yearly workplan revisions, if needed, based on the progress made yearly toward implementation.

A published annual report that shares progress updates with the community.

SUMMARY

Improving the health of our community has the potential to improve the lives of those who live here. By focusing on the outlined priorities, we can make a significant difference in the lives of our citizens.

PRIORITY 1

Drug-Induced Deaths

<u>Objective 1:</u> By 2025, reduce the rate of drug-induced deaths by 5% from 34.4 per 100,000 to 32.7 per 100,000.

PRIORITY 2

Suicide

<u>Objective 1:</u> By 2025, reduce the rate of suicides in Gila County by 5% from 39.2 per 100,000 to 37.2 per 100,000

<u>Objective 2:</u> By 2025, improve public awareness of social isolation and loneliness within Gila County.

PRIORITY 3

Teen Pregnancy

<u>Objective 1:</u> By 2025, promote the reduction of teen pregnancy rates in Gila County from 44.3 per 1,000 by 7% to 41.2 per 1,000.

<u>Objective 2:</u> By 2023, implement 'Caring Adult' training to teachers, educators and parents on youth teen pregnancy prevention.

ACKNOWLEDGEMENTS

Thank you for taking the time to review the 2021 Gila County Community Health Improvement Plan. We are excited about our efforts to improve health and wellness in our community, and we encourage you to take part in these efforts by sharing your comments and insights.

We thank you for your continued support in our efforts to contribute to improving the health of our community

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