

Community Transformation Grant Overview

The North Carolina Division of Public Health (DPH) has been awarded Community Transformation Grant (CTG) funding to implement policy, systems and environmental changes that support tobacco free living, active living, healthy eating and high impact evidence-based clinical preventive services over a five-year period. DPH will fund approximately all public health regions across the State. Our multi-county collaborative includes Avery, Buncombe, Burke, Caldwell, Henderson, Madison, McDowell, Mitchell, Polk, Rutherford and Yancey Counties. Based on the availability of funding, Region 2 will receive \$429,146. Funding will be distributed as follows: \$183,919 in State Fiscal Year (SFY) 2011-2012 and \$245,227 in SFT 2012-2013. The project period for this funding will begin March 1 and end September 29, 2012.

Regional implementation of the strategies is a new approach, therefore, DPH recommends local efforts for CTG should be to hire two Community CTG Coordinators, assure strong fiscal oversight and conduct regional strategic planning using an outside facilitator. Strategies align with NC Institute of Medicine's *Prevention for the Health of North Carolina: Prevention Action Plan* as well as the "Healthy North Carolina 2020" objectives.

Strategic Direction I: Tobacco free living

1. Increase smoke-free regulations of local government buildings and of indoor public places.
2. Increase tobacco-free regulations for government grounds, including parks and recreational areas.
3. Increase smoke-free housing policies in affordable multi-unit housing and other private sector market-based housing.
4. Increase the number of 100% tobacco-free policies on community colleges campuses and state and private university/college campuses.

Strategic Direction II A: Active Living

5. Increase the number of communities that implement comprehensive plans for land use and transportation.
6. Increase the number of community organizations that promote joint use/community use of facilities.

Strategic Direction II B: Healthy Eating

7. Increase the number of convenience stores that increase the availability of fresh produce and decrease the availability of sugar-sweetened beverages.
8. Increase the number of communities that support farmers' markets, mobile markets, and farm stands.

Strategic Direction III: High impact evidence-based clinical and other preventive services

9. Increase the number of health care providers' quality improvement systems for clinical practice management of high blood pressure and high cholesterol, weight management and tobacco cessation.
10. Increase the number of healthcare organizations that support tobacco use screening as a vital sign and referral to QuitlineNC and/or local tobacco cessation services.
11. Increase the number of community supports for individuals identified with high blood pressure/cholesterol and tobacco use (e.g. Chronic Disease Self-Management Program, Eat Smart, Move More, Weigh Less programs, tobacco cessation programs).

The Region 2 Collaborative will be lead by a leadership team made up of 2 local public health directors, 2 senior VPs from Mission Hospital, leadership from MAHEC and CCWNC.