



2020-2022 WILLIAMSON COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN

Our plan to improve the Top Five Health Priorities in Williamson County, Texas.

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Executive Summary

The 2019 Williamson County Community Health Assessment (CHA) identifies the five biggest health priorities for Williamson County. Using the Mobilizing for Action through Planning and Partnerships (MAPP) framework, the Williamson County and Cities Health District (WCCHD) and Healthy Williamson County (HWC) coalition partners worked together to address these priorities by formulating goals, objectives, and strategies to develop an action plan known as the Community Health Improvement Plan (CHIP). Williamson County's CHIP is a three-year plan effective from 2020-2022 and addresses how the Williamson County community will tackle the most pressing issues identified by the 2019 Williamson County CHA.

Diverse coalition partners, such as healthcare, government, behavioral health, public health, schools, and non-profit agencies, worked together over the course of several months to develop CHIP goals, objectives, and strategies. Over 125 coalition partners participated in CHIP planning meetings, which included a facilitated activity that prompted partners to brainstorm actionable steps that will be taken to improve the health of the Williamson County community.



The 2020-2022 CHIP includes 30 objectives that address the Top Five Health Priorities identified by the 2019 Williamson County CHA:

1. Behavioral health, stress, and well-being
2. Chronic disease risk factors
3. Social determinants of health
4. Access and affordability of healthcare
5. Building a resilient Williamson County



WCCHD would like to thank HWC coalition partners for their participation and leadership in developing the 2020-2022 Williamson County CHIP. The HWC coalition, guided by the 2019 Williamson County CHA and the 2020-2022 Williamson County CHIP, will implement the action plan over the next three years.

Join the HWC coalition to collaborate and work on improving the health of the community through the 2020-2022 Williamson County CHIP. Visit www.healthywilliamsoncounty.org and join today!

Introduction

According to the Public Health Accreditation Board (PHAB), a Community Health Improvement Plan (CHIP) is "a long-term, systematic effort to address public health problems on the basis of the results of community health assessment activities and the community health improvement process." A CHIP rallies community-wide efforts and targets resources to improve health. A CHIP looks outside the work of the local health agency to the broader, cross-sector work of the community. Williamson County and Cities Health District (WCCHD), in collaboration with the Healthy Williamson County (HWC) coalition, developed the 2020-2022 Community Health Improvement Plan. The CHIP is Williamson County's plan to improve community health.

Healthy Williamson County Coalition



MEETS IN WORKING GROUPS

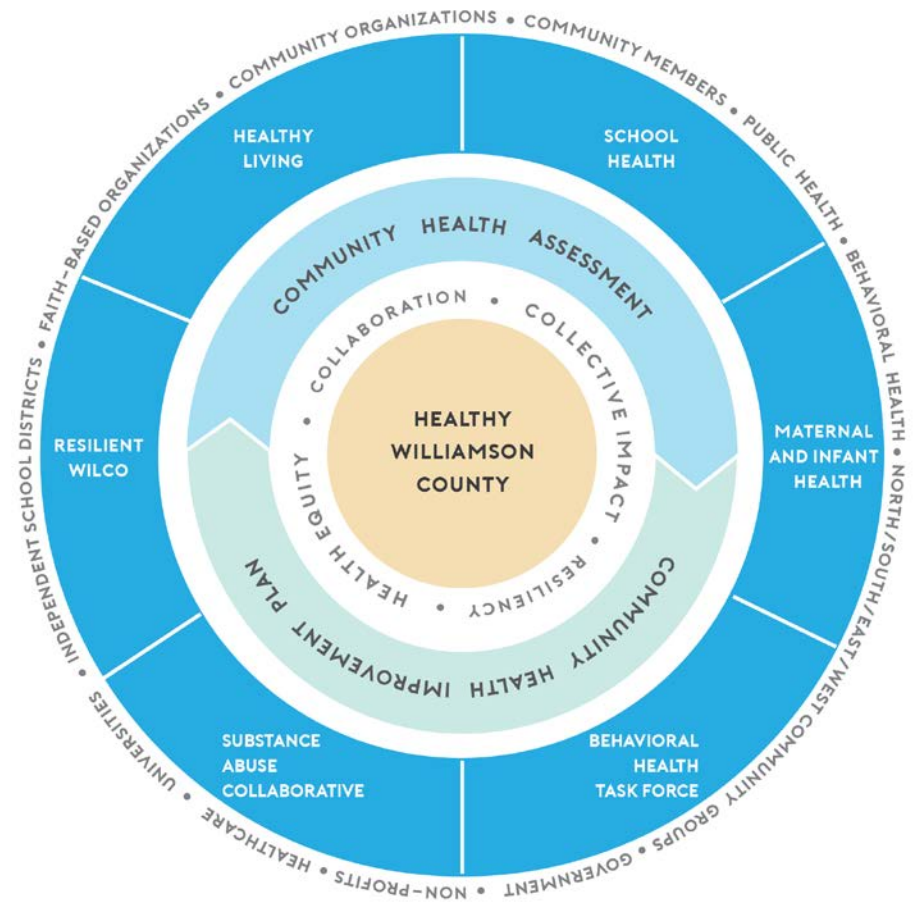
Working groups are topic-based and meet throughout the year to learn about resources, collaborate, network, and partner on projects identified through objectives in the CHIP.

- Behavioral Health Task Force
 - Alan's Hope
 - Child Youth and Behavioral Health Task Force
- Healthy Living
- Maternal and Infant Health
- Resilient Wilco
- Substance Use (LifeSteps Coalition)
- School Health



NETWORKS AND COLLABORATES

Healthy Williamson County (HWC) is comprised of community members and agencies from healthcare, school, government, business, non-profit, and faith-based organizations. HWC unites diverse partners to collectively work to improve the health of all who live, work, worship, and play in Williamson County, Texas.





FOCUSES ON THE TOP 5 HEALTH PRIORITIES

1. Behavioral health, stress, and well-being: Focus on decreasing poor mental health, stress, and substance use
2. Chronic disease risk factors: Focus on increasing healthy food access and physical activity
3. Social determinants of health: Focus on increasing affordable and safe housing, access to transportation, and workforce development
4. Access and affordability of healthcare: Focus on increasing dental care and improving access to affordable health insurance for vulnerable populations
5. Building a resilient Williamson County: Focus on increasing the community’s ability to utilize available resources to respond to, withstand, and recover from adverse situations



PLANS AND WORKS TOGETHER

HWC is guided by the Community Health Improvement Process. Every three years, HWC participates in the Community Health Assessment (CHA) to identify top priority areas and works with partners to develop the CHIP. The CHIP is a three-year strategic plan that addresses the top priority areas identified by the CHA. HWC partners collaboratively develop goals and objectives in the three-year plan, to measure their success in achieving outcomes aligned to the top five priorities. When agencies work together, we achieve more!



Methodology

DEVELOPING ACTION PLANS

In April 2019, Williamson County published an updated summary of the health status of the county also known as the 2019 CHA. The CHA Team used the MAPP framework which is an evidence-based, systematic, and outcome-focused method of engaging local stakeholders (NACCHO). As a result of the CHA, five priority issues were identified through the four MAPP assessments, known as the Top Five Health Priorities. From August to November 2019, the HWC Coalition, Resilient WilCo, and the Emergency Preparedness and Epidemiology (EEP) Division at WCCHD developed action plans that target one or more of the Top Five Health Priorities.

An action plan consists of:

- Goals: A goal is defined as a statement of what good looks like.
- Objectives: An objective is defined as how we would measure success. Objectives are specific, measurable, achievable, realistic, and time bound statement (SMART).
- Strategies: A strategy is a group of actions taken to move the objective forward.

WCCHD staff used a consensus-based strategic planning activity (Appendix B) to facilitate brainstorming and collaboration among working groups. Each working group met three times from September to November to participate in the facilitated activity. The CHIP Team categorized the goals, objectives, and strategies developed by each working group to form action plans for each of the Top Five Health Priorities.

ACTION CYCLE (PLANNING, IMPLEMENTATION, AND EVALUATION)

Planning, implementation, and evaluation of progress on the 2020-2022 CHIP, hereafter referred to as the “action cycle,” is the next step in the health improvement process. The action cycle is a continuous process conducted annually from 2020 to 2022. Every year, working groups will plan (January), implement (February to November), and evaluate (December). First, groups plan for implementation of strategies by assigning specific individuals and/or organizations to be “owners” of those strategies and by allocating resources to support them. Second, those assigned will implement strategies by completing action items – specific tasks or “tactics” that collectively fulfill a strategy. Third, groups evaluate progress and address barriers to implementation of tactics and strategies. Each year, the action cycle begins anew. Feedback from earlier cycles informs and guides later cycles, a process called “iterative improvement.”



Behavioral Health Task Force (BHTF)

According to the Sequential Intercept Model Mapping Report for Williamson County, *“the Sequential Intercept Model, developed by Mark R. Munetz, M.D. and Patricia A. Griffin, Ph.D. in conjunction with SAMHSA’s GAINS Center, has been used as a focal point for states and communities to assess available resources, determine gaps in services, and plan for community change [for behavioral health issues]. These activities are best accomplished by a team of stakeholders that cross over multiple systems, including mental health, substance abuse, law enforcement, pretrial services, courts, jails, community corrections, housing, health, social services, peers, family members, and many others. A Sequential Intercept Model mapping is a workshop to develop a map illustrating how people with behavioral health needs come in contact with and flow through the criminal justice system. Through the workshop, facilitators and participants identify opportunities for linkage to services and for prevention of further penetration into the criminal justice system”* (Policy Research Associates, 2019). Results of the SIM will drive the work of the BHTF.

GOAL BH.1	WILLIAMSON COUNTY CONTINUOUSLY STRENGTHENS THE CONTINUUM OF ACCESSIBLE BEHAVIORAL HEALTH SERVICES TO MEET COMMUNITY NEEDS.
OBJECTIVE BH.1.1	BY 2022, THE BEHAVIORAL HEALTH TASK FORCE (BHTF) WILL IDENTIFY RESOURCES TO FILL THREE “GAP SERVICES” FROM THE SEQUENTIAL INTERCEPT MODEL (SIM) MAPPING REPORT FOR WILLIAMSON COUNTY.
STRATEGY BH.1.1.1	By Q1 2020, BHTF will prioritize top three identified gaps from the SIM.
STRATEGY BH.1.1.2	By Q1 2020, BHTF will determine action steps from the SIM to implement based on top three identified gaps.
STRATEGY BH.1.1.3	By Q2 2020, considering the recommendations of the BHTF, Williamson County and Bluebonnet Trails Community Services will jointly identify resources and funding available for addressing the top three identified gaps.
STRATEGY BH.1.1.4	By Q2 2020, BHTF will identify data required and develop MOUs to track data for the top three identified gaps.
KEY PERFORMANCE INDICATOR	<p><i>Number of identified gaps filled</i></p> <p>Baseline: 0 gaps filled Goal: 3 gaps filled Data Source: Future SIM Review</p> <p>Note: Additional KPIs will identified once top three gaps are identified from the SIM</p>
POTENTIAL PARTNERS	Ascension Seton Williamson, Baylor Scott and White Health, Behavioral Health Task Force organizations and working group members, Bluebonnet Trails Community Services, Cedar Park Regional Medical Center, Child Youth Behavioral Health Task Force, Georgetown Behavioral Health Institute, Rock Springs, St. David’s Georgetown Hospital, Williamson County and Cities Health District, WilCo EMS Mobile Outreach Team, Williamson County



BEHAVIORAL HEALTH, STRESS, AND WELL-BEING ACTION PLAN

GOAL BH.2	WILLIAMSON COUNTY WILL CONTINUE TO ADVOCATE WITH REPRESENTATIVES IN THE TEXAS LEGISLATURE TO INCREASE AND SUSTAIN FUNDING FOR BEHAVIORAL HEALTH SERVICES THAT SUPPORT A ROBUST CONTINUUM OF CARE.
OBJECTIVE BH.2.1	DURING THE 87TH TEXAS LEGISLATIVE SESSION, WILLIAMSON COUNTY WILL WORK WITH THE TEXAS LEGISLATURE TO INCREASE AND SUSTAIN LOCAL FUNDING OPPORTUNITIES AVAILABLE THROUGH PUBLIC/PRIVATE PARTNERSHIPS.
STRATEGY BH.2.1.1	By Q2 2020, BHTF will appoint a subcommittee to work with the Conference of Urban Counties, Texas Council of Community Centers, and Bluebonnet Trails Community Services to discuss identified gaps and develop an action plan.
STRATEGY BH.2.1.2	By Q3 2020, BHTF subcommittee will provide legislative recommendations through developing talking points and preparing standardized materials.
STRATEGY BH.2.1.3	By Q4 2020, BHTF will host legislators to discuss the future of behavioral healthcare in Williamson County. Consider discussion about local match to address identified gaps. Invite individuals with lived experience to share stories with legislature.
KEY PERFORMANCE INDICATOR	<i>Did 87th Session result in legislation increasing access to care in the County—or add funding to support increased access to care in Williamson County?</i> Baseline: TBD Goal: TBD Data Source: BHTF legislative subcommittee
POTENTIAL PARTNERS	Ascension Seton Williamson, Baylor Scott and White Health, Behavioral Health Task Force organizations and working group members, Bluebonnet Trails Community Services, Cedar Park Regional Medical Center, Child Youth Behavioral Health Task Force, Georgetown Behavioral Health Institute, Rock Springs, St. David’s Georgetown Hospital, Williamson County and Cities Health District, WilCo EMS Mobile Outreach Team, Williamson County



BEHAVIORAL HEALTH, STRESS, AND WELL-BEING ACTION PLAN

GOAL BH.3	LAW ENFORCEMENT AND FIRST RESPONDERS DIVERT WILLIAMSON COUNTY INDIVIDUALS IN CRISIS FROM HOSPITAL EMERGENCY DEPARTMENTS AND JAIL TO APPROPRIATE CARE WHENEVER POSSIBLE.
OBJECTIVE BH3.1	BY 2022, THE RATE OF PEOPLE INCARCERATED IN THE COUNTY JAIL WITH A MENTAL HEALTH, SUBSTANCE USE, AND/OR INTELLECTUAL DISABILITY (MH/SUD/IDD) DIAGNOSIS WILL DECREASE BY 10%.
STRATEGY BH.3.1.1	By Q4 2020, BHTF will work with judges to develop and implement a pre-trial diversion program in the justice system to divert individuals arrested into resources and out of jail based on established risk assessment.
STRATEGY BH.3.1.2	By Q4 2022, Bluebonnet Trails Community Services will continue to identify individuals with high recidivism rates for arrest and connect them to appropriate services to support stability and reduce interaction with criminal justice system.
STRATEGY BH.3.1.3	By Q4 2022, BHTF will continue to work with local non-profit programs that provide support to individuals with MH/SUD/IDD to connect to resources to reduce criminal justice interactions.
KEY PERFORMANCE INDICATOR	<i>Individuals diverted</i> Baseline: <u>Number of persons with identified MI incarcerated in 2019</u> Goal: 10% over baseline Williamson County Population 2019 Data Source: Bluebonnet Trails Community Services
POTENTIAL PARTNERS	Ascension Seton Williamson, Baylor Scott and White Health, Behavioral Health Task Force organizations and working group members, Bluebonnet Trails Community Services, Cedar Park Regional Medical Center, Child Youth Behavioral Health Task Force, Georgetown Behavioral Health Institute, Rock Springs, St. David's Georgetown Hospital, Williamson County and Cities Health District, WilCo EMS Mobile Outreach Team, Williamson County Justice Services and Systems, Williamson County

According to the 2019 WilCo CHA, “suicide is a leading cause of death in America, presenting a major, preventable public health problem... Suicide mortality rates in Williamson County have been rising since 2006 and surpassed the state rate in 2008. Between 2011 and 2015, the age-adjusted suicide mortality rate was 12.4 deaths per 100,000 in Williamson County, comparable to 11.8 deaths per 100,000 in Texas. Both the Williamson County and Texas rates did not meet the HP2020 (national Healthy People 2020 initiative) target (10.2 deaths per 100,000 population)” (Williamson County and Cities Health District, 2019).



BEHAVIORAL HEALTH, STRESS, AND WELL-BEING ACTION PLAN

GOAL BH.4	WILLIAMSON COUNTY WILL CONTINUE TO WORK TO REDUCE THE STIGMA OF SEEKING BEHAVIORAL HEALTH SERVICES BY INCREASING PUBLIC AWARENESS THAT MENTAL HEALTHCARE IS AN IMPORTANT PART OF OVERALL HEALTHCARE AND WELLNESS.
OBJECTIVE BH.4.1	BY SPRING 2022, WILLIAMSON COUNTY WILL CREATE A DATA-INFORMED SUICIDE FATALITY REVIEW COMMITTEE TO IDENTIFY STRENGTHS AND WEAKNESSES IN THE CONTINUUM OF CARE.
STRATEGY BH.4.1.1	By Q2 2021, Williamson County will improve suicide-related data collection by receiving all reported cases from all four precincts.
STRATEGY BH.4.1.2	By Q2 2022, BHTF will identify key professionals informing a suicide fatality review committee.
STRATEGY BH.4.1.3	By Q2 2022, BHTF will recruit key professionals and representatives from identified fields to join committee.
STRATEGY BH.4.1.4	Q3 2022, Suicide fatality review committee will define mission and scope of work within legally authorized ability to pursue Objective BH.4.1.
STRATEGY BH.4.1.5	By Q4 2022, BHTF will host first suicide fatality committee review meeting after reviewing ethical and legal concerns and receiving approval from leadership.
KEY PERFORMANCE INDICATOR	<p><i>Percent of reported cases from all four precincts</i> Baseline: TBD Goal: TBD Data Source: BHTF working group</p> <p><i>Suicide Fatality Review Committee Established</i> Baseline: TBD Goal: Committee established Data Source: BHTF working group</p>
POTENTIAL PARTNERS	Behavioral Health Task Force organizations and suicide fatality review committee members
OBJECTIVE BH.4.2	BY SPRING 2022, WILLIAMSON COUNTY WILL WORK WITH MENTAL HEALTH PROVIDERS, NON-PROFITS, CHURCHES, SCHOOLS, FIRST RESPONDERS AND THE JUSTICE SYSTEM TO INCREASE KNOWLEDGE OF RISK FACTORS OF SUICIDE AND LIFESAVING RESOURCES AVAILABLE BY DEVELOPING A SUICIDE PREVENTION GUIDE AND BY CONDUCTING A PSA CAMPAIGN.
STRATEGY BH.4.2.1	By Q2 2021, BHTF will establish subcommittee to increase knowledge of risk factors of suicide and lifesaving resources available.



STRATEGY BH.4.2.2	By Q4 2022, BHTF subcommittee will utilize testimonials of individuals who have benefited from mental health resources in the community, better utilizing media outlets to promote the accomplishments in the community.
STRATEGY BH.4.2.3	By Q4 2022, BHTF subcommittee and Alan’s Hope will develop coordinated local public service announcement (PSA) campaign to reduce stigma during Suicide Awareness Month.
STRATEGY BH.4.2.4	By Q4 2022, BHTF subcommittee and Alan’s Hope will develop suicide prevention guide for Williamson County to be made available on www.healthywilliamsoncounty.org .
STRATEGY BH.4.2.5	By Q4 2022, Alan’s Hope will develop an annual action plan with identified monthly deliverables for which the status will be reported to BHTF every January.
STRATEGY BH.4.2.6	By Q4 2022, BHTF will increase efforts Mental Health First Aid/Suicide Prevention Training to local businesses, schools, churches.
KEY PERFORMANCE INDICATOR	<p><i>Suicide Prevention Guide Developed</i> Baseline: 0 Goal: 1 Guide developed Data Source: BHTF subcommittee</p> <p><i>PSA Campaign Conducted</i> Baseline: 0 Goal: 1 PSA campaign conducted Data Source: BHTF subcommittee</p> <p><i>Increase education and outreach through Mental Health First Aid/Suicide Prevention Training</i> Baseline: (Number in 2019) Goal: TBD Data Source: Certified Trainers and Training Organizations</p>
POTENTIAL PARTNERS	Behavioral Health Task Force organizations and working group members, Behavioral Health Task Force subcommittee, Alan’s Hope, certified training professionals and organizations

Child and Youth Behavioral Health Task Force (CYBHTF)

“Mental health is critical to children’s success in school and life. Research demonstrates that students who receive social–emotional and mental health support perform better academically. School climate, classroom behavior, on-task learning, and students’ sense of connectedness and well-being all improve as well. Mental health is not simply the absence of mental illness but also encompasses social, emotional, and behavioral health and the ability to cope with life’s challenges. Left unmet, mental health problems are linked to costly negative outcomes such as academic and behavior problems, dropping out, and delinquency” (National Association of School Psychologists, 2016).



BEHAVIORAL HEALTH, STRESS, AND WELL-BEING ACTION PLAN

GOAL BH.5	WILLIAMSON COUNTY HAS SUFFICIENT RESOURCES FOR AFFORDABLE AND TIMELY BEHAVIORAL HEALTHCARE.
OBJECTIVE BH.5.1	BY 2022, THE COMMUNITY WILL INCREASE THE NUMBER OF BEHAVIORAL HEALTH MEMORANDUMS OF UNDERSTANDING (MOUS) FOCUSED ON BLENDING RESOURCES TO INCREASE ACCESS TO SERVICES
STRATEGY BH.5.1.1	By Q4 2020, CYBHTF will create a database of available providers with notation of the existence of a resource provided/MOU. This may facilitate expansion of resources provided/MOUs via access to students from alternative campuses.
STRATEGY BH.5.1.2	By Q4 2021, CYBHTF will meet with local behavioral healthcare entities (that don't already have an MOU/resource provided with partner agencies) to determine needed services for students
STRATEGY BH.5.1.3	By Q4 2021, CYBHTF will outreach (face to face) with the ISDs who do not have behavioral health services on campus and/or are rural districts (Granger, Bartlett, Jarrell, Taylor).
STRATEGY BH.5.1.4	By Q4 2022, CYBHTF will showcase successful Williamson County school district and behavioral health agency partnerships to increase awareness of services rendered and how to implement collaborative partnerships.
KEY PERFORMANCE INDICATOR	<p><i>Pre and post Listing of Services made available to ISDs in Williamson County</i> Baseline: TBD Goal: Listing of services made available in 12 ISDs Data Source: Working Group</p> <p><i>Number of MOUs for School-based Behavioral Health Services</i> Baseline: 15 partnerships in 11 ISDs (CHIP Year 2 Report) Goal: 20 partnerships Data Source: Working Group (Intervention Services, Bluebonnet Trails Community Services)</p>
POTENTIAL PARTNERS	Behavioral Health Task Force organizations and working group members, CYBHTF organizations and working group members, Georgetown ISD G.A.P., Round Rock ISD, Stand Up Eight, Hutto ISD, Community Health and Wellness, Buena Vista Counseling Services, Christi Center, Georgetown Behavioral Health Institute, Rock Springs, Juvenile Services, MOT, Wonders & Worries, Bluebonnet Trails Community Services, Williamson County Children's Advocacy Center, Langlois Consultant Services LLC, LifeSteps, Intervention Services



BEHAVIORAL HEALTH, STRESS, AND WELL-BEING ACTION PLAN

GOAL BH.6	WILLIAMSON COUNTY COMMUNITY AGENCIES PROVIDE COMPREHENSIVE BEHAVIORAL HEALTH SERVICES TO SUPPORT FAMILIES.
OBJECTIVE BH.6.1	BY 2022, THE CHILD YOUTH BEHAVIORAL HEALTH TASK FORCE WILL FILL THREE IDENTIFIED “GAP SERVICES” RELATED TO FAMILY SUPPORT SERVICES.
STRATEGY BH.6.1.1	By Q4 2020, CYBHTF will map continuum of care for family support services to identify gaps.
STRATEGY BH.6.1.2	By Q4 2020, CYBHTF will review and prioritize gaps through SIM, mapping with ISDs, family listening sessions, CHIP activities, and additional data collection venues.
STRATEGY BH.6.1.3	By Q2 2021, CYBHTF Determine action steps to fill prioritized gaps that will increase family support services.
KEY PERFORMANCE INDICATOR	<i>Number of identified gaps filled</i> Baseline: 0 gaps filled Goal: 3 gaps filled Data Source: Future SIM Review
POTENTIAL PARTNERS	Behavioral Health Task Force organizations and working group members, CYBHTF organizations and working group members, Stand Up Eight, Community Health and Wellness, Buena Vista Counseling Services, Christi Center, Georgetown Behavioral Health Institute, Rock Springs, Juvenile Services, MOT, Wonders & Worries, Bluebonnet Trails Community Services, Williamson County Children’s Advocacy Center, Langlois Consultant Services LLC, LifeSteps, Intervention Services, Williamson County ISDs

GOAL BH.7	ALL SCHOOLS IN WILLIAMSON COUNTY SUPPORT A WHOLE SCHOOL EVIDENCE-BASED TRAUMA-INFORMED SOCIAL EMOTIONAL LEARNING (SEL) FRAMEWORK.
OBJECTIVE BH.7.1	BY 2022, THE COMMUNITY WILL INCREASE THE NUMBER OF SCHOOL DISTRICTS SUPPORTING A WHOLE SCHOOL EVIDENCE-BASED TRAUMA-INFORMED SEL FRAMEWORK.
STRATEGY BH.7.1.1	By Q4 2020, CYBHTF will create a trauma-informed/SEL County Committee comprised of district specialists/stakeholders. This allows for collaboration and brainstorming of SEL implementation across school districts.
STRATEGY BH.7.1.2	By Q4 2020, CYBHTF will focus the 2020 Mental Health in Schools Conference on SEL implementation best practices and identify a qualified keynote speaker.
STRATEGY BH.7.1.3	By Q4 2021, CYBHTF will identify top best practice curriculum and model schools (e.g. Georgetown ISD “SEL Academy”) in Williamson County.
STRATEGY BH.7.1.4	By Q4 2021, CYBHTF will share and advocate for best practice curriculum and model schools with Committee members.



BEHAVIORAL HEALTH, STRESS, AND WELL-BEING ACTION PLAN

KEY PERFORMANCE INDICATOR	<i>Number of School Districts supporting evidence-based SEL Framework</i> Baseline: TBD Goal: TBD Data Source: Working group
POTENTIAL PARTNERS	Behavioral Health Task Force organizations and working group members, CYBHTF organizations and working group members, Georgetown ISD G.A.P., Stand Up Eight, Hutto ISD, Community Health and Wellness, Buena Vista Counseling Services, Christi Center, Georgetown Behavioral Health Institute, Rock Springs, Juvenile Services, MOT, Wonders & Worries, Bluebonnet Trails Community Services, Williamson County Children’s Advocacy Center, Langlois Consultant Services LLC, LifeSteps, Intervention Services, TESC 13, Texas Education Agency, Williamson County ISDs and School Boards

LifeSteps Coalition

According to the 2018 National Youth Tobacco Survey, there was a 78% increase in e-cigarettes usage among high school students and a 48% increase among middle school students. About 17.2% of 12th graders obtained alcohol at parties and 44.1% of 12th graders indicate that alcohol is very easy to obtain (LifeSteps). Visit the coalition website to learn more about the logic model.

GOAL BH.8	WILLIAMSON COUNTY EDUCATES THE COMMUNITY ABOUT ISSUES RELATED TO TOBACCO AND NICOTINE UNDERAGE USE.
OBJECTIVE BH.8.1	BY 2024, LIFESTEPS WILL IMPLEMENT STRATEGIES TO DECREASE TOBACCO AND NICOTINE AND UNDERAGE USE.
STRATEGY BH.8.1.1	Increase education in schools and community at-large about health risks and underage smoking laws.
STRATEGY BH.8.1.2	Partner with local enforcement to monitor tobacco sales to minors and increase retailer education.
STRATEGY BH.8.1.3	Promote tobacco cessation resources and State Quitline.
STRATEGY BH.8.1.4	Partner with youth groups to build Say What groups to promote peer-to-peer influence.
STRATEGY BH.8.1.5	Increase education in schools and community at-large about health risks and underage smoking laws.
POTENTIAL PARTNERS	LifeSteps Coalition organizations and working group members



GOAL BH.9	WILLIAMSON COUNTY EDUCATES THE COMMUNITY ABOUT ISSUES RELATED TO ALCOHOL USE BY YOUTH.
OBJECTIVE BH.9.1	BY 2024, LIFESTEPS WILL IMPLEMENT STRATEGIES TO DECREASE ALCOHOL USE BY YOUTH.
STRATEGY BH.9.1.1	Raise awareness about social hosting and underage drinking laws.
STRATEGY BH.9.1.2	Work with local alcohol license holders to reinforce underage drinking laws.
STRATEGY BH.9.1.3	Partner with local enforcement to monitor alcohol sales to minors and increase retailer’s education.
STRATEGY BH.9.1.4	Increase educational presentations and/or workshops about consequences of underage drinking and resilience skills.
STRATEGY BH.9.1.5	Promote Screening, Brief Intervention and Referral to Treatment (SBIRT).
STRATEGY BH.9.1.6	Conduct focus groups or surveys related to social norms about underage drinking.
STRATEGY BH.9.1.7	Raise the number of peer-to-peer leadership groups.
POTENTIAL PARTNERS	LifeSteps Coalition organizations and working group members

Maternal and Infant Health (MIH)

“Postpartum Depression, or ‘Postpartum’, is an umbrella term used to describe all perinatal mood disorders... Around 80% of new mothers will experience a change in their mental health in the first year after giving birth. Some experience a change while they are pregnant. Perinatal mood and anxiety disorders (PMAD) include depression, anxiety or OCD, Bipolar disorder, PTSD and psychosis. About 10% of women experience significant anxiety after childbirth” (The Pregnancy and Postpartum Health Alliance of Texas).

GOAL BH.10	WILLIAMSON COUNTY HAS A ROBUST NETWORK OF MATERNAL MENTAL HEALTH PROVIDERS.
OBJECTIVE BH.10.1	BY 2022, WILLIAMSON COUNTY WILL INCREASE THE NUMBER OF TRAINED MATERNAL MENTAL HEALTH PROVIDERS ON THE POSTPARTUM HEALTH ALLIANCE OF TEXAS (PPHA TX) DIRECTORY BY 50%.
STRATEGY BH.10.1.1	By Q4 2020, MIH will identify maternal mental health providers in Williamson County that could potentially be trained and/or join PPHA Provider Directory.
STRATEGY BH.10.1.2	By Q2 2021, MIH will determine an effective messaging and outreach campaign to promote the benefits and incentives of joining the PPHA Directory.



BEHAVIORAL HEALTH, STRESS, AND WELL-BEING ACTION PLAN

STRATEGY BH.10.1.3	By Q4 2021, MIH will promote postpartum support trainings to providers (e.g. 2-Day and Advanced In-Person PMD Certificate Trainings, PPHA training in Williamson County).
STRATEGY BH.10.1.4	By Q4 2022, MIH will encourage identified providers to join PPHA directory.
KEY PERFORMANCE INDICATOR	<i>Trained Maternal Mental Health Providers on PPHA Directory</i> Baseline: 7 Goal: ~11 Data Source: PPHA TX Directory, November 2019
POTENTIAL PARTNERS	Postpartum Support International, Postpartum Health Alliance of Texas, Behavioral Health Task Force, Child Youth and Behavioral Health Task Force, Texas Department of State Health Services, WIC, WCCHD, Dell’s Children Health Plan, Mommie Support Network, MAXIMUS

GOAL BH.11	WILLIAMSON COUNTY CONDUCTS COMPREHENSIVE GAP ANALYSIS OF MATERNAL MENTAL HEALTH RESOURCES.
OBJECTIVE BH11.1	BY 2022, WILLIAMSON COUNTY WILL IDENTIFY THREE MATERNAL MENTAL HEALTH “SERVICE GAPS” AND FILL WITH AFFORDABLE SERVICES.
STRATEGY BH.11.1.1	By Q2 2021, MIH will partner with universities to conduct assessment to determine maternal mental health gaps in Williamson County.
STRATEGY BH.11.1.2	By Q2 2021, MIH will survey and conduct focus groups with community (e.g. individuals currently receiving mental health support, hospitals, OBGYN and pediatricians, Medicaid recipients, and mental health providers) on topics such as “Top Favorite Resources of Maternal Mental Health,” what services they are able to receive, potential social determinants of health barriers, favorite places of service referral.
STRATEGY BH.11.1.3	By Q4 2021, MIH will develop action plan to fill identified gaps.
KEY PERFORMANCE INDICATOR	<i>Identified Gaps Filled</i> Baseline: 0 Goal: 3 Data Source: MIH Working Group, November 2019
POTENTIAL PARTNERS	Headstart, Bridges to Growth, Aunt Bertha, Texas State University, Postpartum Support International, Postpartum Health Alliance of Texas, Behavioral Health Task Force, Child Youth and Behavioral Health Task Force, Texas Department of State Health Services, WIC, WCCHD, Dell’s Children Health Plan, Mommie Support Network, MAXIMUS



BEHAVIORAL HEALTH, STRESS, AND WELL-BEING ACTION PLAN

“Peer support provided by trained peer support specialists is a proven model for addressing mental health conditions. In 2007, the Centers for Medicare and Medicaid Service (CMS) identified peer support services for mental health to be an evidence-based practice” (2020 Mom).

GOAL BH.12	WILLIAMSON COUNTY HAS PEER SUPPORT GROUPS IN EVERY CITY IN THE COUNTY.
OBJECTIVE BH12.1	BY 2025, WILLIAMSON COUNTY WILL ESTABLISH PEER SUPPORT GROUPS FOR MOMS IN EVERY CITY.
STRATEGY BH.12.1.1	By Q4 2020, MIH will identify peer support training / program (e.g. Postpartum Support International).
STRATEGY BH.12.1.2	By Q4 2020, MIH will identify location (whether in-person or online format, whether it is in Health Equity Zone(s) to host peer support trainings/programs.
STRATEGY BH.12.1.3	By Q4 2021, MIH will recruit, train, and mentor leaders / women to become peer support group facilitators.
STRATEGY BH.12.1.4	By Q4 2021, MIH will recruit mothers through existing mom-related groups, mom events, organizations, and workshops.
STRATEGY BH.12.1.5	By Q4 2022, MIH will establish and sustain three peer support groups.
KEY PERFORMANCE INDICATOR	<i>Peer Support Groups Established</i> Baseline: 0 Goal: 3 Data Source: MIH Working Group, November 2019
POTENTIAL PARTNERS	Post-partum groups, Bridges to Growth, Online support groups, Postpartum Support International, Postpartum Health Alliance of Texas, Behavioral Health Task Force, Child Youth and Behavioral Health Task Force, Texas Department of State Health Services, WIC, WCCHD, Dell’s Children Health Plan, Mommie Support Network, MAXIMUS, Mothers of Preschoolers, Moms Club of Georgetown



Healthy Living (HL)

According to the 2019 WilCo CHA, “it is essential to eat a fresh, healthy and balanced diet in order to maintain a healthy weight and prevent chronic disease. Numerous studies have shown a clear link between the amount and variety of fruits and vegetables consumed and rates of chronic diseases, especially cancer. According to the World Cancer Research Fund International, about one third of all cancers can be prevented through a nutritious diet that includes fruits and vegetables, physical activity, and maintaining a healthy weight... Despite the benefits, many people still do not eat recommended levels of fruits and vegetables” (Williamson County and Cities Health District, 2019).

GOAL CD.1	WILLIAMSON COUNTY RESIDENTS ARE AWARE OF “BEST-PRACTICE” RESOURCES RELATED TO CHRONIC DISEASE PREVENTION.
OBJECTIVE CD.1.1	BY 2022, THE HEALTHY WILLIAMSON COUNTY COALITION WILL DOUBLE PROMOTION OF COMMUNITY CALENDAR AND INCREASE PROMOTION OF AUNT BERTHA BY 50%.
STRATEGY CD.1.1.1	By Q4 2022, HL will increase the number of free events added to the community calendar.
STRATEGY CD.1.1.2	By Q4 2022, WCCHD will focus on highlighting one program/class from the community calendar in the Healthy Williamson County (HWC) newsletter.
STRATEGY CD.1.1.3	By Q4 2022, HL will promote community calendar events through social media via working group partners.
STRATEGY CD.1.1.4	By Q4 2022, HL will promote Aunt Bertha through social media and digital marketing.
STRATEGY CD.1.1.5	By Q4 2022, HL will promote Aunt Bertha back-end referral network to community partners.
STRATEGY CD.1.1.6	By Q4 2022, HL will register all HWC Coalition organizations on Aunt Bertha.
KEY PERFORMANCE INDICATOR	<p><i>Healthy Williamson County Community Calendar</i> Baseline: 694 pageviews Goal: 1,388 pageviews Data Source: Google Analytics, Oct 1, 2018 to Sept 30, 2019</p> <p><i>Aunt Bertha</i> Baseline: 6,024 sessions; 17,641 searches Goal: 9,036 sessions; 26,462 searches Data Source: Aunt Bertha, Oct 1, 2018 to Sept 30, 2019</p>
POTENTIAL PARTNERS	Healthy Williamson County Coalition, WCCHD, Organizations represented on the Healthy Living working group



CHRONIC DISEASE RISK FACTORS ACTION PLAN

GOAL CD.2	CHRONIC DISEASE EDUCATION CLASSES ARE AVAILABLE IN HEALTH EQUITY ZONES AND OTHER AREAS OF NEED THROUGHOUT WILLIAMSON COUNTY.
OBJECTIVE CD.2.1	BY 2022, THE HEALTHY LIVING WORKING GROUP WILL WORK WITH COMMUNITY PARTNERS TO BRING ONE EDUCATION CLASS TO EACH IDENTIFIED AREA OF NEED/HEALTH EQUITY ZONE.
STRATEGY CD.2.1.1	By Q2 2020, HL will identify current free to low cost chronic disease prevention classes available in Williamson County.
STRATEGY CD.2.1.2	By Q4 2020, HL will identify areas where free to low cost classes are needed and identify potential class topics.
STRATEGY CD.2.1.3	By Q4 2022, HL will establish free to low cost education classes in all identified areas of need/Health Equity Zones.
KEY PERFORMANCE INDICATOR	<p><i>Adults 20+ who are Sedentary</i> Baseline: 19.8% Goal: 17.3% (Prior Value) Data Source: Centers for Disease Control and Prevention (CDC), 2016</p> <p><i>Obesity (Adults 20+ Who are Obese)</i> Baseline: 29.8% Goal: 28% Data Source: CDC, 2016</p> <p><i>Diabetes (Adults 20+ with diabetes)</i> Baseline: 8.8% Goal: 7.8% (Prior value in 2015) Data Source: CDC, 2016</p>
POTENTIAL PARTNERS	Healthy Williamson County Coalition, WCCHD, Organizations represented on the Healthy Living working group

GOAL CD.3	FRESH PRODUCE IS AVAILABLE TO ALL WILLIAMSON COUNTY UNDERSERVED AREAS.
OBJECTIVE CD.3.1	BY 2022, WILLIAMSON COUNTY WILL INCREASE AMOUNT INVESTED IN ACCESS TO FRESH FOOD PROGRAMS IN UNDERSERVED AREAS IN WILLIAMSON COUNTY.
STRATEGY CD.3.1.1	By Q4 2020, HL will identify amount needed to expand fresh food programs to all underserved areas in the county.
STRATEGY CD.3.1.2	By Q4 2021, HL will draft grant proposal, including the budget, that would fund fresh food programming.
STRATEGY CD.3.1.3	By Q4 2022, HL will apply for grants that would fund fresh food programming.
KEY PERFORMANCE INDICATOR	<p><i>Access to healthy food (Low-Income and Low Access to a Grocery Store)</i> Baseline: 8% Goal: 7% Data Source: U.S. Department of Agriculture, 2015</p>



CHRONIC DISEASE RISK FACTORS ACTION PLAN

	<p><i>Food Insecurity Rate</i> Baseline: 12.5% Goal: 10% Data Source: Feeding America, 2017</p>
POTENTIAL PARTNERS	WCCHD, Organizations represented on the Healthy Living working group, Austin Public Health (Regional Food Plan)

School Health (SH)

“A Local Wellness Policy (LWP) is a written document of official policies that guide a local education agency (LEA) or school district’s efforts to establish a school environment that promotes students’ health, well-being and ability to learn by supporting healthy eating and physical activity (USDA). The formal document outlines school policies at the district level that support nutritional education and promotion, food and beverage marketing, physical activity and school-based activities that promote students’ wellness. The LWP is approved by the school board or governing board. Every school or local education agency participating in the federally-funded National School Lunch Program and/or the School Breakfast Program must establish a Local Wellness Policy” (Texas Department of Agriculture).

GOAL CD.4	ALL WILLIAMSON COUNTY SCHOOLS HAVE WELLNESS POLICIES TO ENSURE STUDENTS HAVE ACCESS TO NUTRITION AND PHYSICAL ACTIVITY.
OBJECTIVE CD.4.1	BY 2022, ALL WILLIAMSON COUNTY SCHOOLS WILL REVIEW WELLNESS POLICIES TO ENSURE THAT PHYSICAL ACTIVITY AND HEALTHY EATING ACTIVITIES ARE INCLUDED AND MAKE NECESSARY IMPROVEMENTS TO ENSURE CONSISTENCY ACROSS SCHOOLS.
STRATEGY CD.4.1.1	By Q4 2020, SH will survey what other organizations are doing to monitor to local wellness policy (e.g. Texas Department of Agriculture (TDA), Texas Association of School Boards (TASB)).
STRATEGY CD.4.1.2	By Q4 2020, SH will gather and assess current local wellness policies from school districts and identify individuals who oversee each school district’s wellness policy.
STRATEGY CD.4.1.3	By Q4 2021, SH will identify and suggest three areas of policy improvement to school district administration.
STRATEGY CD.4.1.4	By Q4 2022, school districts will develop action plan and report on improvements annually to SHACs.
KEY PERFORMANCE INDICATOR	<p><i>Number of Wellness Policies Reviewed and Updated by Working Group</i> Baseline: 0 Goal: 12 policies of 12 school districts reviewed and updated Data Source: Working group</p>



CHRONIC DISEASE RISK FACTORS ACTION PLAN

POTENTIAL
PARTNERS

Texas Department of Agriculture Food and Nutrition, School Boards, Texas Association of School Boards, IT'S TIME TEXAS, Granger ISD, Round Rock ISD, HealthStart Foundation, Georgetown ISD, WCCHD, Hutto ISD, Williamson County ISDs



School Health (SH)

“Leveraging community resources and local partnerships supports high-quality academic and enrichment opportunities by broadening the experiences that may be typically offered to students and by expanding access to local expertise. Better aligning and utilizing these resources can also help school systems identify and access low-cost services or facilities to support learning opportunities on and off school sites. Pulling in local resources such as health and human services agencies, departments of public safety and parks and recreation, community colleges, businesses, community-based organizations, and other entities can effectively maximize opportunities for students and school systems” (U.S. Department of Education).

GOAL SDOH.1	WILLIAMSON COUNTY SCHOOLS HAVE STRONG COMMUNITY PARTNERSHIPS.
OBJECTIVE SODH.1.1	BY 2022, SCHOOL DISTRICTS WILL PARTNER WITH AT LEAST THREE NEW COMMUNITY RESOURCES THAT ADDRESS STUDENT/FAMILY NEED.
STRATEGY SDOH.1.1.1	By Q4 2020, SH will connect directory of community services (Aunt Bertha) to key school district contacts.
STRATEGY SDOH.1.1.2	By Q4 2021, SH will identify need for each school district.
STRATEGY SDOH.1.1.3	By Q4 2021, SH will identify community resource to fill identified gap/need for each school district.
STRATEGY SDOH.1.1.4	By Q4 2021, school districts will network with community resources and creating MOUs.
KEY PERFORMANCE INDICATOR	<i>Number of MOUs Established with School Districts</i> Baseline: 0 Goal: 3 for each of the 12 school districts Data Source: Working group
POTENTIAL PARTNERS	Texas Department of Agriculture Food and Nutrition, School Boards, Texas Association of School Boards, IT’S TIME TEXAS, Granger ISD, Round Rock ISD, HealthStart Foundation (Cafeteria Initiative, Children’s Health Education Workshop, Snack Science Family Nights, HEY! Curriculum), Georgetown ISD, WCCHD, Hutto ISD, Williamson County ISDs

Williamson County and Cities Health District (WCCHD)

According to the 2019 WilCo CHA, *“quality of housing determines health outcomes and is one of the most significant social determinants of health. When home and rent values substantially increase, this can cause people to move more frequently, fall behind on housing payments, or not have a stable place to live. Housing instability is associated with increased risk of teen pregnancy, early drug use, and depression among youth” (Williamson County and Cities Health District, 2019).*



SOCIAL DETERMINANTS OF HEALTH ACTION PLAN

GOAL SDOH.2	WILLIAMSON COUNTY PROVIDES ADEQUATE HOUSING, TRANSPORTATION, AND WORKFORCE DEVELOPMENT SOLUTIONS FOR RESIDENTS.
OBJECTIVE SODH.2.1	BY 2025, WILLIAMSON COUNTY WILL INCREASE THE NUMBER OF ADEQUATE, LOW-INCOME AND AFFORDABLE HOUSING OPTIONS IN WILLIAMSON COUNTY BY 10%.
STRATEGY SDOH.2.1.1	By Q4 2020, WCCHD will explore support for individuals experiencing homelessness.
STRATEGY SDOH.2.1.2	By Q4 2020, WCCHD will identify a baseline number of adequate, low-income, and affordable housing options in Williamson County.
STRATEGY SDOH.2.1.3	By Q4 2022, WCCHD will establish relationships with cities, developers and/or elected officials to encourage mixed-income developments in local comprehensive plans.
STRATEGY SDOH.2.1.5	By Q4 2022, WCCHD will identify opportunities to educate elected officials and/or individuals about healthy community benefits.
STRATEGY SDOH.2.1.4	By Q4 2022, WCCHD will increase the number of cities that incorporate health assessment into the housing development process.
KEY PERFORMANCE INDICATOR	<p><i>Adequate, low-income, and affordable housing options</i> Baseline: TBD Goal: 10% Data Source: TBD</p> <p><i>Number of cities that incorporate health assessment into the housing development process</i> Baseline: 0 Goal: 3 Data Source: TBD</p>
POTENTIAL PARTNERS	Williamson County Homeless Coalition, Round Rock Housing Authority, Taylor Housing Authority, Williamson County Elected Officials, Housing developers, City of Round Rock, Georgetown Housing Authority, Helping Hands of Georgetown

According to the 2019 WilCo CHA, “only about 4% of households had problems getting transportation in the past six months; however, access remains a major concern for residents and stakeholders. Decision makers should seek alternative solutions to improve transportation options” (Williamson County and Cities Health District, 2019).



SOCIAL DETERMINANTS OF HEALTH ACTION PLAN

OBJECTIVE SDOH.2.2	BY 2025, WILLIAMSON COUNTY WILL INCREASE THE NUMBER OF PUBLIC TRANSPORTATION OPTIONS FOR LOW-INCOME RESIDENTS IN WILLIAMSON COUNTY BY 4.7%.
STRATEGY SDOH.2.2.1	By Q4 2022, WCCHD will establish relationships with cities, elected officials, transportation providers, transportation network companies (e.g. Uber, Lyft), and current transportation providers (e.g. GoGeo, CARTS, CapMetro)
STRATEGY SDOH.2.2.2	By Q4 2021, WCCHD will promote and encourage the use of public transportation in the county.
STRATEGY SDOH.2.2.3	By Q4 2022, WCCHD will explore solutions to track referral to appropriate transportation resources
STRATEGY SDOH.2.2.4	By Q4 2025, WCCHD will work with transportation partners to expand and enhance transportation options (e.g., number of accessible vehicles in the region, variety of transportation options to health care) for members of the community who struggle to find reliable transportation to healthcare appointments
KEY PERFORMANCE INDICATOR	<i>Access to public transportation (Workers using Public Transportation)</i> Baseline: 0.8% Goal: 5.5% (Healthy People 2020 Target) Data Source: American Community Survey, 2013-2017
POTENTIAL PARTNERS	Eastern Williamson County Collaborative, City of Georgetown Public Works, CapMetro, GoGeo, CARTS, Georgetown Health Foundation, Texas Department of Transportation, City of Round Rock
OBJECTIVE SDOH.2.3	BY 2025, WILLIAMSON COUNTY WILL INCREASE THE NUMBER OF WORKFORCE DEVELOPMENT PROGRAMS IN THE COUNTY BY 10%.
STRATEGY SDOH.2.3.1	By Q4 2022, WCCHD establish relationships with businesses and Chambers of Commerce to encourage workforce development programs in the county.
STRATEGY SDOH.2.3.2	By Q4 2025, WCCHD will support economic development and workforce strategies that provide sustainable family wage jobs in our communities.
KEY PERFORMANCE INDICATOR	<i>Number of Workforce Development Programs</i> Baseline: TBD Goal: TBD Data Source: HWC ELT, Potential Partners <i>Households that are Asset Limited, Income Constrained, Employed (ALICE)</i> Baseline: 26.7% Goal: 20% Data Source: United for ALICE, 2016
POTENTIAL PARTNERS	United Way of Williamson County, Georgetown Health Foundation, Goodwill of Central Texas, Eastern Williamson County Collaborative, Jail to Jobs, Texas Workforce Solutions Rural Capital Area



School Health (SH)

“School-based health care is a powerful tool for achieving health equity among children and adolescents who unjustly experience disparities in outcomes simply because of their race, ethnicity, or family income. It’s also a commonsense idea gaining currency across the country: place critically needed services like medical, behavioral, dental, and vision care directly in schools so that all young people, no matter their zip code, have equal opportunity to learn and grow” (School-based Health Alliance).

GOAL HC.1	ALL WILLIAMSON COUNTY SCHOOL DISTRICTS HAVE ACCESS TO ONSITE MENTAL, DENTAL, AND PHYSICAL HEALTH SERVICES.
OBJECTIVE HC.1.1	BY 2022, ALL SCHOOLS WILL HAVE ONSITE ACCESS TO MENTAL, DENTAL, AND PHYSICAL HEALTH SERVICES AT LEAST ONE DAY PER WEEK, IN THE FORM OF COLOCATION OF SERVICES, A CLINIC, MOBILE VAN, OR PARTNERSHIP IN PLACE VIA MOU.
STRATEGY HC.1.1.1	By Q2 2021, WCCHD will identify need through survey for each school district.
STRATEGY HC.1.1.2	By Q2 2021, WCCHD will identify potential partner and introduce to school district and ISD School Board to fill identified gap/need.
STRATEGY HC.1.1.3	By Q4 2021, school districts/School Boards will network with community partners and establish MOU.
STRATEGY HC.1.1.4	By Q4 2021, school districts will recommend onsite/mobile dental, mental, or physical health provider to Board/SHAC for MOU consideration.
KEY PERFORMANCE INDICATOR	<i>Number of MOUs for mental, dental and physical health services established with School Districts</i> Baseline: TBD Goal: 1 MOU for each of the 12 school districts Data Source: Working group
POTENTIAL PARTNERS	Texas Department of Agriculture Food and Nutrition, School Boards, Texas Association of School Boards, IT’S TIME TEXAS, Granger ISD, Round Rock ISD, HealthStart Foundation, Georgetown ISD, WCCHD, Hutto ISD, School Health Advisory Councils (SHACs), Liberty Hill ISD, Jarrell ISD, Williamson County ISDs



Williamson County and Cities Health District (WCCHD)

According to the 2019 WilCo CHA, “the ratio of dental providers is worse in the county compared to Texas. ‘Studies have linked oral infections with diabetes, heart disease, stroke, and premature, low-weight births.’ ‘Professional dental care helps to maintain the overall health of the teeth and mouth and provides for early detection of pre-cancerous or cancerous lesions. People living in areas with low rates of dentists may have difficulty accessing the dental care they need’” (Williamson County and Cities Health District, 2019).

GOAL HC.2	WILLIAMSON COUNTY EXPLORES OPPORTUNITIES TO INCREASE ACCESS TO DENTAL PROVIDERS FOR LOW-INCOME RESIDENTS.
OBJECTIVE HC.2.1	BY 2022, WCCHD WILL INCREASE NUMBER OF DENTAL PROVIDERS THAT PROVIDE SERVICES TO LOW-INCOME RESIDENTS.
STRATEGY HC.2.1.1	By Q4 2020, WCCHD will research best practices to increase number of dental providers that provide services to low-income residents.
STRATEGY HC.2.1.2	By Q4 2020, WCCHD will assess the number of dental providers that provide services to low-income residents.
STRATEGY HC.2.1.3	By Q4 2022, WCCHD will establish relationships with dental providers in the county through networking and outreach.
KEY PERFORMANCE INDICATOR	<p><i>Number of Dental Providers that Provide Services to Low-Income Residents</i> Baseline: TBD Goal: TBD Data Source: WCCHD</p> <p><i>Dentist Rate</i> Baseline: 1,850:1 Goal: 1,790:1 (Texas Value) Data Source: County Health Rankings, 2018</p>
POTENTIAL PARTNERS	WCCHD, St. David’s Foundation Dental Care Program, Texas Medical Association, Texas Health Institute, Sacred Heart Community Clinic, Samaritan Health Ministries, Lone Star Circle of Care



ACCESS AND AFFORDABILITY OF HEALTHCARE ACTION PLAN

According to the Pathways Community Hub Manual, “the Pathways Community HUB (HUB) model is a strategy to identify and address risk factors at the level of the individual but can also impact population health through data collected. As individuals are identified, they receive a comprehensive risk assessment and each risk factor is translated into a Pathway. Pathways are tracked to completion, and this comprehensive approach and heightened level of accountability leads to improved outcomes and reduced costs” (Agency for Healthcare Research and Quality, 2016).

GOAL HC.3	WILLIAMSON COUNTY HAS A COMPREHENSIVE HEALTHCARE REFERRAL NETWORK FOR LOW-INCOME RESIDENTS.
OBJECTIVE HC.3.1	BY 2022, WCCHD WILL ASSESS OPPORTUNITIES TO IMPLEMENT A COMPREHENSIVE HEALTHCARE REFERRAL NETWORK FOR LOW-INCOME RESIDENTS IN WILLIAMSON COUNTY.
STRATEGY HC.3.1.1	By Q4 2020, WCCHD will assess readiness of Williamson County to develop Pathways Community HUB.
STRATEGY HC.3.1.2	By Q4 2022, Williamson County will implement Phase 1 identified in the Pathways Community HUB Manual.
KEY PERFORMANCE INDICATOR	<i>Percentage implementation of Phase 1</i> Baseline: 0% Goal: 100% Data Source: Pathways Community HUB Manual
POTENTIAL PARTNERS	Lone Star Circle of Care, Sacred Heart, Bluebonnet Trails, Samaritan Health Ministries, WCCHD, HWC ELT, Pathways Community HUB Institute, Bexar County Collaborative



Resilient Wilco (RW)

Adverse Childhood Experiences (ACEs) are traumatic experiences from abuse, neglect, and household dysfunction. Toxic Stress is extreme, frequent, or extended activation of the body's stress response without supportive relationships. This impacts our neurology, our biology and can alter the course of childhood development. Did you know that toxic stress can also have damaging effects on learning, behavior, and health far into adulthood? We can do more to support our community during adverse situations by learning more about NEAR (Neuroscience, Epigenetics, ACEs and Resilience) sciences and how to mitigate the impact of ACEs while building resiliency across our own lifespans and those of the next generation. To access additional resources, visit www.healthywilliamsoncounty.org/resilientwilco.

GOAL RW.1	ALL WILLIAMSON COUNTY RESIDENTS HAVE ACCESS TO NEAR SCIENCE, TRAUMA-INFORMED EDUCATION.
OBJECTIVE RW.1.1	BY 2022, RESILIENT WILCO WILL INCREASE NUMBER OF NEAR SCIENCE EDUCATIONAL PRESENTATIONS BY 60 PER YEAR.
STRATEGY RW.1.1.1	By Q1 2020, Resilient Wilco will develop a system to track the number of presentations given by zip code and community sector.
STRATEGY RW.1.1.2	By Q2 2020, Resilient Wilco will begin to develop cross sector partners across the county that can champion this work.
STRATEGY RW.1.1.3	By Q3 2020, Resilient Wilco will market presentations through local organizations, school districts and non-profits, and raise awareness through website.
STRATEGY RW.1.1.4	By Q2 2020, Resilient Wilco will offer presentations in Spanish.
KEY PERFORMANCE INDICATOR	<i>Number of presentations broken down by Zip code, language, sector, and participants</i> Baseline: 17 in 2019 Goal: 60 per year Data Source: Resilient Wilco
POTENTIAL PARTNERS	Child Youth Behavioral Health Task Force, School Districts, Local Employers, Governmental Organizations, Congregations and Non-Profit Organizations, Juvenile Justice, Child Advocacy Center



BUILDING A RESILIENT WILLIAMSON COUNTY ACTION PLAN

GOAL RW.2	WILLIAMSON COUNTY HAS NEAR-CERTIFIED TRAINERS ACROSS ALL SECTORS.
OBJECTIVE RW.2.1	BY 2022, RESILIENT WILCO WILL INCREASE NUMBER OF NEAR-CERTIFIED TRAINERS TO 60.
STRATEGY RW.2.1.1	By Q1 2021, Resilient Wilco will train an additional 20 presenters per year across Williamson County.
STRATEGY RW.2.1.2	By Q4 2021, Resilient Wilco will recruit and certify trainers who represent a diverse range of communities and cross sector organizations.
KEY PERFORMANCE INDICATOR	<i>Number of Trained Presenters</i> Baseline: 6 in 2019 Goal: 20 per year Data Source: Resilient Wilco
POTENTIAL PARTNERS	Child Youth Behavioral Health Task Force, School Districts, Local Employers, Governmental Organizations, Congregations and Non-Profit Organizations, Juvenile Justice

GOAL RW.3	WILLIAMSON COUNTY EMPOWERS YOUTH AND THOSE WHO SERVE YOUTH.
OBJECTIVE RW.3.1	BY 2022, RESILIENT WILCO WILL PROVIDE A YOUTH CURRICULM ON NEAR SCIENCE.
STRATEGY RW.3.1.1	By Q2 2021, Resilient Wilco will develop tiered NEAR Science and trauma-informed care training menu (recommendations) for school districts.
STRATEGY RW.3.1.2	By Q1 2022, Resilient Wilco will develop NEAR Science training for elementary, middle and high school students.
STRATEGY RW.3.1.3	By Q2 2022, Resilient Wilco will train local youth services providers on youth NEAR science curriculum.
STRATEGY RW.3.1.4	By Q3 2022, Resilient Wilco will train local youth on youth NEAR science curriculum.
STRATEGY RW.3.1.5	By Q4 2022, Resilient Wilco will develop youth leadership teams.
KEY PERFORMANCE INDICATOR	<i>Number of adults and youth trained in youth NEAR science curriculum</i> Baseline: 0 Goal: 4 adults/8 youth Data Source: Resilient Wilco
POTENTIAL PARTNERS	Boys and Girls Club, Georgetown Project, Interagency, Local congregations, Governmental Organizations, Youth organizations and Afterschool Alliance, Juvenile Justice



Williamson County and Cities Health District (WCCHD)

“While public health agencies are expected to take the lead when infectious disease outbreaks occur, jurisdictional public health agencies also must be prepared to coordinate with a diverse array of partners and stakeholders, including other government agencies to refine public health lead and support roles, responsibilities, and assignments when other technological, human-caused, or natural disasters occur” (Centers for Disease Control and Prevention, 2019).

GOAL RW.4	WCCHD IS AN IMMERSIVE, COUNTY-WIDE PRESENCE THAT ENSURES RESIDENTS HAVE THE CAPACITY TO WITHSTAND PUBLIC HEALTH THREATS AND EMERGENCIES.
OBJECTIVE RW.4.1	BY 2022, WCCHD WILL CONDUCT A COMMUNITY ASSESSMENT FOR PUBLIC HEALTH EMERGENCY RESPONSE (CASPER) TO ASSESS HOUSEHOLD EMERGENCY PREPAREDNESS AND KNOWLEDGE OF RISK FACTORS AND OUTCOMES.
STRATEGY RW.4.1.1	By Q4 2022, WCCHD Epidemiology and Emergency Preparedness will lead planning of CASPER. (Potential action steps: Train Medical Reserve Corps (MRC) and Community Emergency Response Team (CERT) volunteers to participate in CASPER. Collaborate cross-divisionally and with external agencies; identify questions regarding PH threats (climate change outcomes: infectious and foodborne diseases, heat related illness, flooding, etc.).
STRATEGY RW.4.1.2	By Q4 2022, WCCHD EEP will conduct CASPER.
STRATEGY RW.4.1.3	By Q4 2022, WCCHD EEP will develop recommendations from CASPER results.
KEY PERFORMANCE INDICATOR	<i>CASPER Conducted</i> Baseline: 2016 CASPER Goal: Conduct infectious disease and emergency preparedness specific CASPER Data Source: WCCHD Epidemiology and Emergency Preparedness (EEP) Division
POTENTIAL PARTNERS	WCCHD EEP Division, WCCHD, Medical Reserve Corps, Community Emergency Response Teams, Texas A&M public health students, Health Services Region (HSR) 7, Texas Department of State Health Services (DSHS) CASPER Team



BUILDING A RESILIENT WILLIAMSON COUNTY ACTION PLAN

OBJECTIVE RW.4.2	BY 2022, WCCHD WILL VISIT AND PROVIDE INFECTION CONTROL AND REPORTING INFORMATION TO ALL WILLIAMSON COUNTY LONG TERM CARE FACILITIES (LTCFS) AND HOSPITALS.
STRATEGY RW.4.2.1	By Q4 2020, WCCHD EEP will create packets of information for hospitals and LTCFs.
STRATEGY RW.4.2.2	By Q4 2021, WCCHD EEP will obtain up-to-date list for contacts of LTCFs and engage contacts regarding educational visits.
STRATEGY RW.4.3.2	By Q4 2022, WCCHD EEP will visit hospitals and LTCFs to deliver packets of information.
KEY PERFORMANCE INDICATOR	<i>Percent Hospitals and LTCFs Reached</i> Baseline: Up-to-date list and information packet created Goal: 100% of hospitals and LTCFs reached Data Source: WCCHD Epidemiology and Emergency Preparedness (EEP) Division
POTENTIAL PARTNERS	WCCHD EEP Division, WCCHD, Health and Human Services Commission (HHSC), DSHS
OBJECTIVE RW.4.3	BY 2022, ALL INCORPORATED CITIES WILL PARTICIPATE IN THE INTEGRATED VECTOR MANAGEMENT (IVM) PROGRAM.
STRATEGY RW.4.3.1	By Q4 2022, WCCHD will advertise IVM program through IVM working group.
STRATEGY RW.4.3.2	By Q4 2022, WCCHD EEP will visit with all non-participating incorporated cities and discuss barriers/concerns to participation.
KEY PERFORMANCE INDICATOR	<i>Incorporated City Participation in IVM Program</i> Baseline: 8 incorporated cities participating in 2019 Goal: 100% of incorporated cities participating in 2022 Data Source: WCCHD Epidemiology and Emergency Preparedness (EEP) Division
POTENTIAL PARTNERS	WCCHD EEP Division, Environmental Health Division, WCCHD, City Emergency Managers, IVM workgroup members

Appendices

Appendix A: Acknowledgements

The dedication, expertise, and leadership of many organizations and individuals made the 2020-2022 Williamson County CHIP possible. The Williamson County and Cities Health District (WCCHD) convened this project and coordinated the development with the HWC Coalition. Individuals representing city and county governments, non-profits, healthcare groups and providers, colleges, school districts, faith-based groups, community organizations, businesses, and community members contributed immensely to the health improvement process. The CHIP is the community’s plan to improve the health of the community.

COMMUNITY HEALTH IMPROVEMENT PLAN TEAM

Lead: Kelli Becerra, M.Ed., CHES	Community Partnerships Manager, WCCHD	Shelbi Davis, MPH	Technical Writer, WCCHD
Lead: Melissa Tung, MPH, PMP	Director of Quality and Strategic Management, WCCHD	Zeal Gandhi, MPH	Data Analyst, WCCHD
		Emily Hayes, M.Ed.	Community Health Engagement Specialist, WCCHD
		Justine Price	Deputy Director, WCCHD
		Deb Strahler	Director of Marketing and Community Engagement, WCCHD

HEALTHY WILLIAMSON COUNTY EXECUTIVE LEADERSHIP TEAM

Ann Marie Price	Baylor Scott & White Health	Cynthia Flores	WCCHD Board of Health
Amy Brandes	Ascension Seton	Erika Pratt	Samaritan Health Ministries
Andrea Richardson	Bluebonnet Trails Community Services	Abena Asante	St. David's Foundation
Terry Cook	Williamson County Commissioner’s Court	Jeremy Barclay	St. David's Round Rock Medical Center
Valerie Covey	Williamson County Commissioner’s Court	Leslie Janca	The Georgetown Project
Suzy Pukys	Georgetown Health Foundation	Jodee O'Brien	United Way of Williamson County
Rhonda Mundhenk	Lone Star Circle of Care	Derrick Neal	Williamson County and Cities Health District

HEALTHY WILLIAMSON COUNTY WORKING GROUP PARTICIPANTS

Behavioral Health Task Force and Child Youth Behavioral Health Task Force (8 meetings)

BHTF Chair: Kathy Pierce	Precinct 2	Marisol Acosta	Any Baby Can
BHTF Commissioners Court Liaison: Valerie Covey	Precinct 3	Sally Twellman	Austin Lakes Hospital
CYBHTF Chair: Matt Smith	Williamson County Juvenile Services	Lynn Hartje	Bluebonnet Trails Community Services
CYBHTF Chair: Linda Meigs	Community Advocate	Andrea Richardson	Bluebonnet Trails Community Services

Angela Williams	Bluebonnet Trails Community Services	Amy Callaway	Rock Springs Hospital/Changes
Vanessa Aguirre	Buena Vista Counseling	Christina Wiswell	Round Rock ISD
Michelle Aguayo	Child/Family Behavioral Fort Hood	Jennifer Pugh	Round Rock ISD
Anthony Triola	Cedar Crest Hospital and RTC	Bryan Neighbors	Southwestern University
Valerie Covey	Commissioner's Court	Tracy Rodriguez	St. David's Georgetown Hospital
Cathy Hord	Community	Kan Schulz	St. David's Georgetown Hospital
Ruth Diaz	Community Health and Wellness, LLC	John Hansen	St. David's Georgetown Hospital
Ben Braun	Community Health and Wellness, LLC	Jen Reichert	StandUpEight
Christine Evereitt	Community Health and Wellness, LLC	Carmen Geske	STARRY
PamelaCaulder-Fine	Texas Department of State Health Services	Erin Spalding	The Christi Center
Denise Finger	Georgetown Behavioral Health Institute	Kristen Adams	The Georgetown Project
Clarena Tobon	Georgetown Behavioral Health Institute	Mary Faith Sterk	The Georgetown Project
Ellen Plaze	Georgetown Behavioral Health Institute	Josh Myers	The Timothy Center
Dawn Jennings	Georgetown ISD	Megan Humphrey	WCAC
David Rainey	Georgetown ISD	Natalia Ornelas	WCAC
Kelly Spiller	Georgetown ISD	Kristin Davidson	Williamson County
Tammy Morrison	Georgetown ISD	Sarah Bruchmiller	Williamson County
Heather Moeller	Georgetown ISD	Alexandra Gauthier	Williamson County
Gabby Nanney	Hutto ISD	Bhavani Madiseti-Vemireddy	Williamson County Attorney's Office
Jen Porter	Hutto ISD	Alexander Gauthier	Williamson County Magistrate Court
Laura Roberton	Hutto ISD	Annie Burwell	Williamson County Mobile Outreach Team
Joe Deleon	Hutto ISD	Ife Oyedolum	Williamson County Mobile Outreach Team
Teresa Franz	Intervention Services	Jeann Williby	Williamson County Mobile Outreach Team
Rachel Rios	Intervention Services	Kelli Becerra	Williamson County and Cities Health District
Jeff Conovan	Liberty Hill ISD	Zeal Gandhi	Williamson County and Cities Health District
Travis Motal	Liberty Hill ISD	Emily Hayes	Williamson County and Cities Health District
RosanaSielaff	LifeSteps	Melissa Tung	Williamson County and Cities Health District
Kelly McCaffrey	LifeSteps	Brooke Hall	Williamson County Juvenile Services
Cathy White	LISD LEO	Kaitlin Muench	Williamson County Juvenile Services
Angel Carroll	Lone Star Justice Alliance	Paige Ramirez	Williamson County Juvenile Services
Gordon Butler	Pavilion	Jennifer Ramirez	Williamson County Juvenile Services
Anne Griffith	Pavilion	Celeste Rendon	Williamson County Juvenile Services
Linda Johnson	Pavilion	Jessica Stephens	Williamson County Juvenile Services
Ray Langlois	Langlois Consultant Services	Dan Tuiasosopo	Williamson County Juvenile Services

Julie Watts Williamson County Juvenile Services

Jordan Ruch Wonders and Worries

Healthy Living (2 meetings)

Maxine Vieyra	Alzheimer's Association
Arlene Boyer	Community
Beth Corbett	Central Texas Food Bank
Jen Searight	Hill Country Community Ministries
Cynthia Nguyen	Southwestern University
Beth Thorson	Texas Department of Agriculture
Leesa Ferrero	Texas Department of State Health Services
Jana Hubbard	Texas Department of State Health Services

Kelli Becerra	Williamson County and Cities Health District
Elizabeth Cobb	Williamson County and Cities Health District
Mary Beth Gangwer	Williamson County and Cities Health District
Emily Hayes	Williamson County and Cities Health District
Derrick Neal	Williamson County and Cities Health District
Melissa Tung	Williamson County and Cities Health District
Shelley Loughrey	Williamson County

LifeSteps (1 meeting)

Angie Burnham	Community
Sue Cole	Community
Denise Finger	Georgetown Behavioral Health Institute
Rosana Sielaff	LifeSteps
Helen Garrett	Leander ISD
Myra Constable	MADD
Elvia Plancarte	MAXIMUS
Gordon Butler	Pavilion

Linda Johnson	Pavilion
Mickey Deck	Round Rock ISD
Deneice Pryor	Texas Department of State Health Services
Bebe Johnson	The Georgetown Project
Kelli Becerra	Williamson County and Cities Health District
Emily Hayes	Williamson County and Cities Health District
Terry Cook	Williamson County Commissioner

Maternal and Infant Health (3 meetings)

Renee Damron	Any Baby Can/ Nurse Family Partnership
Rocio Moreno	Blue Cross and Blue Shield of Texas
Adam Navarro	Baylor Scott & White Health
Dezarai Evans	Dell Children's Health Plan
Darline Turner	Healing Hands Community Doula Project
Judy Schoenfelder	MAXIMUS
Eric Torres	MAXIMUS
Alicea Jones	Mommie Support Network
Jennifer Reedy	Peaceful Connections Therapy
Melissa Bentley	PSI Texas; PPHA
Phyllis Everette	Saffron Trust

Pamela Caulder-Fine	Texas Department of State Health Services
Leesa Ferrero	Texas Department of State Health Services
Jana Hubbard	Texas Department of State Health Services
Deneice Pryor	Texas Department of State Health Services
Kelli Becerra	Williamson County and Cities Health District
Mary Beth Gangwer	Williamson County and Cities Health District
Emily Hayes	Williamson County and Cities Health District
Emperatriz Kennedy	Williamson County and Cities Health District
Melissa Tung	Williamson County and Cities Health District
Sandi Halstead-Bohac	WCCHD WIC

School Health (3 meetings)

Mary Setterquist Dell Children's Medical Center
Kaylin Isbell Florence ISD
Mindy Petty Georgetown ISD
Erica Moczygemba Granger ISD
Sharon Burley HealthStart Foundation
Kendra Estes Hutto ISD
Laura Robertson Hutto ISD
Gabby Nanney Hutto ISD
Joycelyn Jurado It's Time Texas
Elaine Douville Round Rock ISD

LaShanda Lewis Round Rock ISD
Beth Thorson Texas Department of Agriculture
Jana Hubbard Texas Department of State Health Services
Caroline Turner Trumpet Behavioral Health
Kelli Becerra Williamson County and Cities Health District
Emily Hayes Williamson County and Cities Health District
Emperatriz Kennedy Williamson County and Cities Health District
Melissa Tung Williamson County and Cities Health District
Jordan Ruch Wonders & Worries

Resilient Wilco (2 meetings)

Dorothy Light Bluebonnet Trails Community Services
Linda Meigs Community
Jennifer Ashman-Porter Hutto ISD
Suzy Pukys Georgetown Health Foundation
Leslie Janca The Georgetown Project
Candi Gadison Intervention Services

Kristen Adams Williamson County
Kelli Becerra Williamson County and Cities Health District
Lynn Kessel Williamson County Juvenile Services
Celeste Rendon Williamson County Juvenile Services
Matt Smith Williamson County Juvenile Services

Epidemiology and Emergency Preparedness Division at Williamson County and Cities Health District (1 meeting)

Danielle Adams
Bryan Damis
Nicole Evert
Jason Fritz
William Hendon
Elise Huebner

Appendix B: Consensus-based Strategic Planning Activity

VISIONING EXERCISE

Time: 45 minutes

- Facilitator reads Scenario to the large group
 - Scenario – It’s 2022 and your division/group is being interviewed by journalists at the Community Impact Newspaper. The journalists are searching for stories for their October edition which covers “Big Successes in Public Health.” What are some top headlines over the past 3 years that you would like to share with them? These will be the big ideas that we work on moving forward!
- 5 min. - Participants will brainstorm big ideas (related to core values) in headlines and then write them down on provided paper (silent activity)
- Facilitator will throw written ideas up on the board
- Facilitator will ask group to identify similar topics and group them together with a common heading/theme. Facilitator will make sure that consensus is reached (both writers of similar topics will agree that they should be grouped together)
- Participants will narrow down to top 3 Topics to continue to work on
 - Use stickers for group to vote – prioritization of topics

GOALS, OBJECTIVES, STRATEGIES EXERCISE

Time: 45 minutes for goals, 45 minutes for objectives, 45 minutes for strategies

- One color equals [goal, objective, strategy] (silent activity).
 - 5 min. - Allow each team member to write down ideas for [goal, objective, strategy] on the sheets of paper
- Facilitator will put all ideas up in no specific order.
- Facilitator will ask group to identify similar topics and group them together with a common heading/theme. Facilitator will make sure that consensus is reached for both
- Participants will decide which [goal, objective, strategy] to work on through prioritization.

Appendix C: Acronyms

ACRONYM	DESCRIPTION
ACEs	Adverse Childhood Experiences
ALICE	Asset Limited, Income Constrained, Employed
BHTF	Behavioral Health Task Force
CASPER	Community Assessment for Public Health Emergency Response
CERT	Community Emergency Response Team
CHA	Community Health Assessment
CHIP	Community Health Improvement Plan
CYBHTF	Child Youth Behavioral Health Task Force
DSHS	Texas Department of State Health Services
EEP	Epidemiology and Emergency Preparedness
ELT	Executive Leadership Team
HEZ	Health Equity Zone
HL	Healthy Living
HSR	Healthy Services Region
HWC	Healthy Williamson County
IDD	Intellectual and Developmental Disabilities
IVM	Integrated Vector Management
KPI	Key Performance Indicator
LTCF	Long-term Care Facilities
LWP	Local Wellness Policy
MAPP	Mobilizing for Action through Planning and Partnerships
MI	Mental Illness
MIH	Maternal and Infant Health
MOU	Memorandum of Understanding
MRC	Medical Reserve Corps
NACCHO	National Association of County and Cities Health Officials
NASP	National Association of School Psychologists
NEAR	Neuroscience, Epigenetics, ACEs and Resilience
OCD	Obsessive Compulsive Disorder
PHAB	Public Health Accreditation Board
PMAD	Perinatal Mood and Anxiety Disorders

PMD	Postpartum Major Depression
PPHA	Postpartum Health Alliance
RW	Resilient Wilco
SAMHSA	Substance Abuse and Mental Health Services Administration
SBIRT	Screening, Brief Intervention and Referral to Treatment
SEL	Social Emotional Learning
SH	School Health
SHAC	School Health Alliance Centers
SIM	Sequential intercept Model
SMART	Specific, Measurable, Achievable, Realistic and Time-Bound
SUD	Substance Use Disorder
TASB	Texas Association of School Boards
TDA	Texas Department of Agriculture
WCCHD	Williamson County and Cities Health District

Appendix D: References

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- The Pregnancy and Postpartum Health Alliance of Texas, www.pphatx.org.

www.healthywilliamsoncounty.org