



# Community Health Improvement Plan

2014 -2016



Williamson County, Texas

[www.healthywillamsoncounty.org](http://www.healthywillamsoncounty.org)





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## ACKNOWLEDGEMENTS

The WilCo Wellness Alliance, in conjunction with the Williamson County and Cities Health District, was the convening body for this project. WilCo Wellness Alliance Working Groups developed action plans to address each of the strategic issues. Williamson County and Cities Health District provided guidance and oversight of the project.

### ***WilCo Wellness Alliance***

#### ***Participating Organizations*** (\* indicates those organizations active in 2013)

Active Life*	City of Hutto*
American Diabetes Association*	City of Jarrell
American Heart Association*	City of Leander*
Austin Academy of Nutrition*	City of Liberty Hill
Austin Community College*	City of Round Rock*
Austin Life Care*	City of Taylor*
Austin Re-Fit*	City of Thrall
Austin Regional Clinic at Round Rock	City of Weir
Austin/Travis County HHS*	Coach Mo Fitness*
Bluebonnet Trails Community Services*	Community Resource Centers of Texas, Inc.
BlueCross BlueShield of Texas*	Culinary Heritage Institute*
Capital Area Rural Transportation System	Electric Reliability Council of Texas, Inc.
Capital Idea*	ETS-Lindgren
CareSpot*	Faith in Action
Cedar Park Farms 2 Market	Family Eldercare*
Cedar Park Regional Medical Center*	First United Methodist Church-Round Rock
Chamber of Commerce - Cedar Park	Fleet Feet Sports Round Rock*
Chamber of Commerce - Georgetown*	Fuel Fitness*
Chamber of Commerce - Round Rock	Gallagher Benefit Services*
Chamber of Commerce - Taylor	Georgetown Health Foundation*
CHASCO Family YMCA	Georgetown Housing Authority*
Children at Heart Foundation	Georgetown Partners in Education
Children's Mental Health*	Healthy Knights Committee
Children's Optimal Health*	Hill Country Bible Church*
Chirofit Wellness Center*	Hired Texas*
Chisholm Trail Community Foundation*	Hope Alliance*
Christ Fellowship Church of Taylor	ICC-Centex*
City of Bartlett	ISD Bartlett
City of Cedar Park*	ISD Coupland
City of Coupland	ISD Florence*
City of Florence	
City of Georgetown*	

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ISD Georgetown\*  
 ISD Granger  
 ISD Hutto\*  
 ISD Jarrell\*  
 ISD Leander\*  
 ISD Liberty Hill  
 ISD Round Rock\*  
 ISD Taylor\*  
 ISD Thrall  
 Jervey& Associates Intervention Services  
 Juice Plus+  
 Kapsner Chiropractic Centers  
 Leander Health Care Center  
 LifeSteps\*  
 Literacy Council of Williamson County  
 Little Turtle Yoga  
 Lone Star Circle of Care\*  
 Louie Mueller Barbecue  
 Luby's Round Rock #103  
 March of Dimes  
 McDonalds  
 MiBoHe Wellness Incorporated  
 Monument Cafe  
 Mothers Against Drunk Driving\*  
 Reds\*  
 Rock Springs Hospital\*  
 Round Rock Area Serving Center\*  
 Round Rock Housing Authority\*  
 Round Rock Volunteer Center  
 Sacred Heart Community Clinic\*  
 Samaritan Health Ministries\*  
 Scott & White Healthcare\*  
 Scott & White Hospital – Round Rock\*  
 Scott & White Hospital – Taylor\*  
 Seton Healthcare Family\*  
 Seton Medical Center Williamson\*  
 Sodexo Health Care\*  
 Southwestern University\*  
 Spirit Reins  
 St. David's Georgetown Hospital\*  
 St. David's Healthcare\*  
 St. David's Round Rock Medical Center\*  
 Taylor Family YMCA\*  
 Taylor Farmers Market\*  
 Temple College  
 Texans Standing Tall  
 Texas A&M AgriLife Extension\*  
 Texas A&M Health Science Center\*  
 Texas A&M University\*  
 Texas Baptist Children's Home  
 Texas DSHS\*  
 Texas PTA  
 Texas Spanish Academy  
 Texas State University-Round Rock\*  
 The Caring Place\*  
 The Georgetown Project\*  
 The Joint\*  
 The Right Step  
 The University of Texas\*  
 Travis County Underage Drinking Prevention Program\*  
 Twin Lakes YMCA\*  
 United Way for Greater Austin\*  
 United Way of Williamson County\*  
 Ventanilla de Salud\*  
 Wesleyan Homes\*  
 Williamson Burnet County Opportunities\*  
 Williamson County and Cities Health District\*  
 Williamson County Institute for Excellence in Nonprofits\*  
 Williamson County\*  
 YMCA of Greater Williamson County  
 YMCA of Williamson County

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David Coatney, Chair, Public Health and Medical Preparedness

Reggie Davidson, Chair, South Williamson

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Matt Smith, LPC-S, Chair, Youth Behavioral Health Subcommittee of the Mental Health Task Force

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Chelsea Stevens, Chair, Healthy Eating

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*Pending*, Food Safety

*Pending*, Mosquito Control

*Pending*, School Health Forum

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## EXECUTIVE SUMMARY

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The goal of this report is to provide guidance for community health improvement in Williamson County, Texas. The top five countywide strategic issues are identified in this report with goals and objectives for improving health, identification of key organizations, examples of performance measures, and state and national guidance for reference. Five additional strategic issues are included that were considered priority in some communities.

The Community Health Improvement Plan (CHIP) was developed by the WilCo Wellness Alliance, in partnership with the Williamson County and Cities Health District (WCCHD). Strategic issues were identified based on the 2013 Williamson County Community Health Assessment (CHA). The CHIP is the result of a year-long process in actively engaging local stakeholder and community input.

### **Snapshot of Our Community**

The communities and people of Williamson County reflect recent dramatic economic and business growth, unique environment and geography, and the county's history of perseverance and resiliency in the face of natural disasters and other events. Over the past ten years, the population of the county grew 69%. The most recent population estimate for the county was 456,232 in 2012. With the exception of Liberty Hill, population has increased in the incorporated areas of cities throughout the county since 2000.

The eastern region of the county has many areas still considered rural, but is transitioning away from an economy dominated by agriculture. Overall, growth has occurred in eastern Williamson but at a slower pace than in western Williamson. The notable exception to this is the City of Hutto, which grew 1075% from 2000 to 2010 according to the US Census.

Significant demographic changes countywide include growth of Hispanic, Non-White population, which grew from 17% of the population in 2000 to 23% of the population in 2010. Countywide, the median age increased from 30 to 32 from 2000 to 2010. Approximately 25,000 individuals in the county speak English less than "very well."

Refer to the 2013 Williamson County CHA for more information (Appendix A).



## WilCo Wellness Alliance

The WilCo Wellness Alliance is a countywide collaborative that includes healthcare, schools, government, business, community organizations, faith-based organizations, and the general public. It was initially formed in 2009 as a result of being designated an ACHIEVE community (Action Communities for Health, Innovation, and EnVironmental changeE).

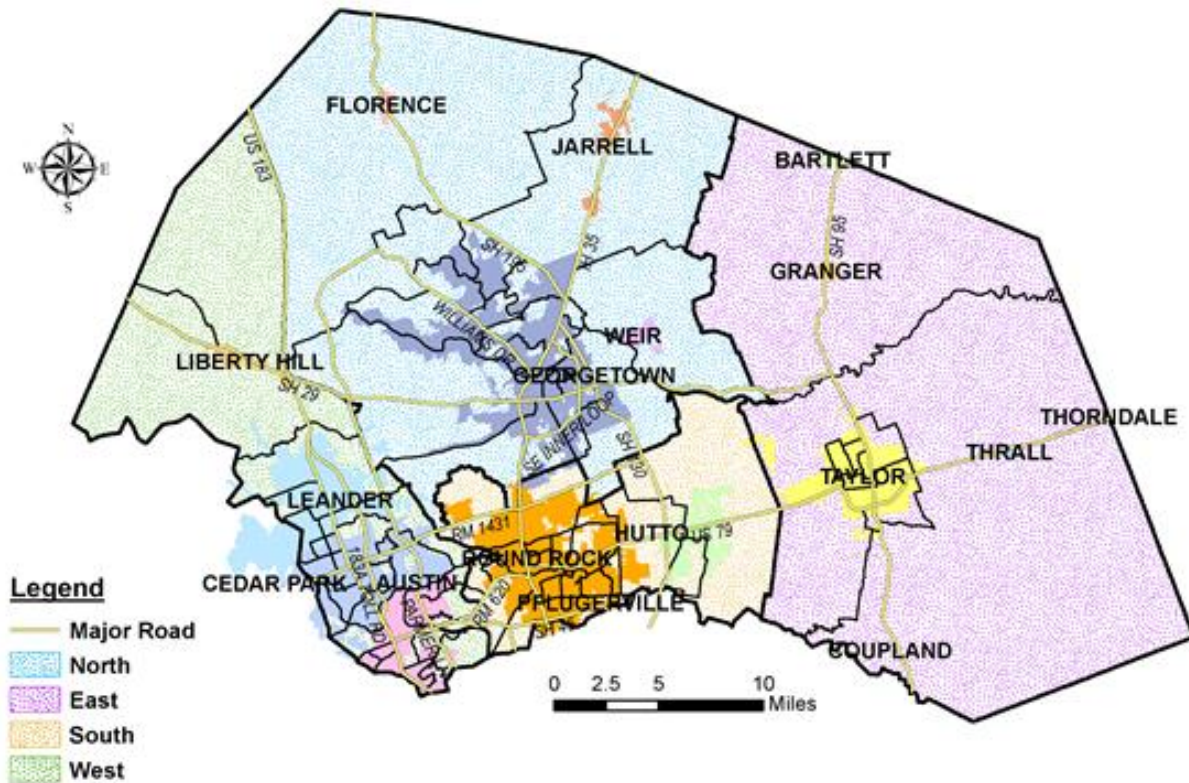
**Vision:** People living in a healthy, active and tobacco-free environment.

**Mission:** To empower the people of Williamson County to lead healthy lifestyles by promoting a safe environment through public and private initiatives.



The WilCo Wellness Alliance has expanded its focus exponentially since beginning in 2009. Most recently was the inclusion of access to care, behavioral health, and substance abuse. It is one of several coalition and grassroots groups in Williamson County working to improve health and is seen as a major asset of the county. Leadership of the WilCo Wellness Alliance recognizes the county's interactive values for being helpful and resourceful, supportive, sharing and caring about each other, having intergenerational and close-knit communities, connectedness, being proactive and involved in issues, and having a common unity. Visit the WilCo Wellness Alliance website for more information on this community-driven coalition (Appendix A).

*Community Groups of the WilCo Wellness Alliance*



**The MAPP Process**

The WilCo Wellness Alliance, and WCCHD, began formally using the Mobilizing for Action through Planning and Partnerships, or MAPP, strategic planning tool for improving community health in 2011 (Appendix A). Prior to 2011, an informal model was used that included many of the same components.

Following the MAPP process, the WilCo Wellness Alliance was identified as the primary format in organizing for success and developing partnerships. The WilCo Wellness Alliance is a well-established coalition that already focuses on several



strategic issues identified through the CHA and CHIP Prioritization Survey.

The top five countywide strategic issues are:

1. Healthcare Availability
2. Behavioral Health
3. Active Living Support
4. Chronic Disease
5. Active Living

The remaining five strategic issues are considered as top priorities by some communities. A summary of these strategic issues and preliminary plans for community improvement are also included in this CHIP.

### **Framework**

The CHIP was developed by using the 2013 Williamson County CHA (Appendix A). Strategic issues outlined in the CHA were defined by a short phrase and descriptive sentence. These strategic issues were then prioritized by stakeholders and community members through a CHIP Prioritization Survey (Appendix A).

The CHIP Prioritization Survey was sent out to all WilCo Wellness Alliance members and WCCHD staff. Member organizations were encouraged to send the survey to their own employees and networks. Other methods of distribution included posting a survey link on websites and social media for WWA, WCCHD, cities, and other organizations.

Over four weeks, 761 respondents provided input on how to prioritize the strategic issues. Respondents were asked to rank their top five strategic issues based on the CHA. In addition, they were given an opportunity to provide comments about planning and carrying out activities, possible initiatives, and potential collaborative partners.

Results of the CHA and CHIP Prioritization Survey were utilized by the WilCo Wellness Alliance Working Groups in developing action plans. Over the next three years, Working Groups will develop implementation and evaluation plans for specific initiatives and projects **following** the MAPP process. Community Groups provided input on the strategic issues identified as top priority for their communities.

### CHIP Priorities by County and Community Group

	<i>Williamson County</i>	<i>North</i>	<i>South</i>	<i>West</i>	<i>East</i>
<i>Priority 1</i>	Healthcare Availability	Healthcare Availability	Active Living Support	Healthcare Availability	Healthcare Availability
<i>Priority 2</i>	Behavioral Health	Behavioral Health	Healthcare Availability	Behavioral Health	Chronic Disease
<i>Priority 3</i>	Active Living Support	Chronic Disease	Behavioral Health	Active Living Support	Behavioral Health
<i>Priority 4</i>	Chronic Disease	Active Living	Employee Health	Chronic Disease	Substance Abuse
<i>Priority 5</i>	Active Living	Employee Health	Active Living	Healthy Eating	Active Living
					Active Living Support

## ACTION PLANS - INTRODUCTION

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The WilCo Wellness Alliance Working Groups developed action plans for each strategic issue from October 2013 – January 2014. Further action plan development is ongoing and includes more specific tasks and evaluation plans. Information was utilized from the CHA, CHIP Prioritization Survey, and discussions with WWA Community Groups. For each strategic issue, state and national evidence-based guidance is noted when possible. All CHIP activities will be led by the WilCo Wellness Alliance and its member organizations. Capacity building and community engagement is garnered through the various groups of the WilCo Wellness Alliance. The CHIP was approved by the Community Health Improvement Steering Committee on January 23, 2014 and acknowledged by the Williamson County Board of Health on February 6, 2014.

### ***Community Health Improvement Steering Committee (CHIC)***

The CHIC is comprised of executive level professionals from each of the member organizations. These leaders have the capacity to influence sustainable policy, systems, and environmental changes within their agencies and provide input for the county and communities. The purpose of the CHIC is to review community health assessments and recommend countywide strategic direction and priorities for improving the health of Williamson County. CHIC members meet twice per year, once in the Spring and once in the Fall. Additional meetings are on an as needed basis.

### ***Community Groups***

Community Groups are comprised of member organization staff and residents. There are four Community Groups, each representing a sector of the county. Their focus is on community-wide policy, systems, and environmental changes that impact health at multiple levels. Emphasis is on tailoring initiatives and sustainable change strategies relevant to their communities. Community Groups meet approximately six times a year.

### ***Working Groups***

Working Groups are comprised of member organization staff, subject matter experts, and residents. Their focus is on developing, implementing, and evaluating interventions in accordance with the MAPP process. These interventions may be countywide, community-specific, or both. Emphasis is on special projects, initiatives, and awareness campaigns. Working Groups update the CHIC and Community Groups throughout the year on the status of their activities including successes and challenges. Working Groups meet approximately twelve times a year, although some meet less frequently.

**1: HEALTHCARE AVAILABILITY**

**PRIORITY:** Making basic healthcare available to all residents of Williamson County.

**2: BEHAVIORAL HEALTH**

**PRIORITY:** Working harder to prevent, support, and treat mental health problems.

**3: ACTIVE LIVING SUPPORT**

**PRIORITY:** Creating and improving sidewalks, neighborhood parks/trails, and smoke-free places

**4: CHRONIC DISEASE**

**PRIORITY:** Working harder to prevent and treat chronic diseases, such as diabetes and heart disease.

**5: ACTIVE LIVING**

**PRIORITY:** Teaching the importance of being active and what is already available that can help people move more.

**6: EMPLOYEE HEALTH**

**PRIORITY:** Encouraging employers to get involved in good health practices that lower healthcare costs and help employees do their work better.

**7: HEALTHY EATING**

**PRIORITY:** Educating about eating healthy and what is available to make it possible.

**8: SUBSTANCE ABUSE**

**PRIORITY:** Preventing and treating drug/alcohol/tobacco abuse.

**9: HEALTHCARE AWARENESS**

**PRIORITY:** Educating about healthcare choices and resources available in the community.

**10: CONTROLLING CONTAGIOUS DISEASE**

**PRIORITY:** Preventing and controlling contagious disease (such as pertussis, salmonella, gonorrhea) through more prevention and treatment.

## STRATEGIC ISSUE 1 HEALTHCARE AVAILABILITY

### *Health Priority*

Making basic healthcare available to all residents of Williamson County.

#### **Summary of 2013 CHA Findings**

Poorly informed consumers with low health literacy are further impacted by: (Forces of Change Assessment, p. 13)

- High prenatal and teen pregnancy needs;
- Need for more identified breastfeeding-friendly businesses;
- Limited access to primary care physicians in rural communities;
- Lack of public transportation in both suburban and rural communities;
- Limited resources for health education;
- Need for improved collection and reporting of data at the sub-county level.

A historic shift brought about by the Affordable Care Act (ACA) will radically change cost structures, impact the insurance industry and business investment, and create new choices for consumers. Healthcare system priorities are being redefined. (Forces of Change Assessment, p.16)

*Current priorities for the healthcare system are: (Assets and Strengths, p.18)*

- Creating synergy among healthcare providers so that consumer health information is securely available across provider networks (i.e., the electronic Health Information Exchange);
- Creating awareness and understanding of services provided and hours of service.

*Current priorities for the school system are: (Assets and Strengths, p.19)*

- Engaging the broad community in health activities;
- Meeting the health and wellness needs of employees and students while balancing reductions in qualified staff and budget.

Improving efficiencies in the Medicaid program (Assets and Strengths, p.19)

Specific measurable health indicators showing greatest need include: (Health of the Community Assessment, p.21)

- Utilization and availability of health insurance, especially for children;
- Linguistic isolation.

Areas noted as need for improvement: (Local Public Health Systems Assessment, p.29)

- Evaluate effectiveness, accessibility and quality of personal and population-based health services. Leverage the investment in data collection and analysis for program evaluation and informed decision making.

### **WilCo ICC**

The WilCo Integrated Care Collaborative (ICC) is a working group of the WilCo Wellness Alliance. This group was tasked with the development of the Healthcare Availability action plan. Organizations participating in the WilCo ICC represent the community organization, healthcare, school, and government sectors.

### **Member Organizations** (\* indicates those organizations active in 2013)

Austin Regional Clinic at Round Rock	ISD Round Rock
Bluebonnet Trails Community Services*	ISD Taylor
Capital Idea	Lone Star Circle of Care*
CareSpot	Rock Springs Hospital
Cedar Park Regional Medical Center*	Sacred Heart Community Clinic*
Children's Mental Health*	Samaritan Health Ministries*
Children's Optimal Health	Scott & White Hospital - Round Rock*
Chisholm Trail Community Foundation*	Seton Medical Center Williamson
City of Georgetown*	St. David's Georgetown Hospital
City of Round Rock*	St. David's Round Rock Medical Center*
Georgetown Health Foundation*	Texas A&M Health Science Center*
Georgetown Housing Authority	Texas A&M University*
ICC-Centex*	Texas DSHS
ISD Georgetown*	Williamson Burnet County Opportunities
ISD Hutto*	Williamson County*
ISD Leander*	Williamson County and Cities Health District

The WilCo ICC includes the Systems of Care workgroup. Systems of Care is developing the concrete processes and tools to transform the healthcare delivery system.

### **Systems of Care Organizations**

Cedar Park Regional Medical Center	St. David's Georgetown Hospital
Sacred Heart Community Clinic	St. David's Round Rock Medical Center
Samaritan Health Ministries	Williamson County and Cities Health District
Scott & White Hospital - Round Rock	Williamson County EMS
Seton Medical Center Williamson	Williamson County Mobile Outreach Team



### Reference to State and National Guidance

Texas DSHS	No statewide plans known at this time
Healthy People 2020	<p><i>Topic Area:</i> Access to Health Services</p> <p><i>Goal:</i> Improve access to comprehensive, quality health care services.</p> <ul style="list-style-type: none"> <li>● Coverage</li> <li>● Services</li> <li>● Timeliness</li> <li>● Workforce</li> </ul>
National Prevention Strategies	<p><i>Strategic Direction:</i> Clinical and Community Preventive Services</p> <ul style="list-style-type: none"> <li>● Use payment and reimbursement mechanisms to encourage delivery of clinical preventive services;</li> <li>● Expand use of interoperable health information technology;</li> <li>● Support implementation of community-based preventive services and enhance linkages with clinical care;</li> <li>● Reduce barriers to accessing clinical community preventive services, especially among populations at greatest risk;</li> <li>● Enhance coordination and integration of clinical, behavioral, and complementary health strategies.</li> </ul>
The Community Guide	No identified plans at this time

### Healthcare Availability Action Plan

Goal	Enhance the communication and coordination of health care providers in Williamson County to improve quality and availability of client information.		
Objectives	Intervention Strategies	Lead Working Group and Key Organizations	Performance Measures
By 2017, increase participation of Williamson County providers in the Health Information Exchange (HIE) from 6 to 10.  <i>Available Resources:</i> Current HIE participants	Increase efforts to include broad range of healthcare providers in WilCo ICC	WilCo ICC	WilCo ICC membership lists
	Collaborate with Centex-ICC to identify providers potentially interested in joining WilCo ICC	WilCo ICC; Centex-ICC	Meeting minutes, sign-in sheets
	Partner with ICC to provide on-site demos of HIE	WilCo ICC; Centex-ICC	Demo materials
By 2017, decrease the percent of emergency department (ED) utilization for non-emergent needs by coordinated care across providers in Williamson County from 28.4% to 23.4%.  <i>Available Resources:</i> 2012 Potentially Preventable ED Visits in Williamson County Report; DSRIP Health Promotion & Wellness, Community Paramedicine, and Patient Navigation Project Plans	Use patient navigators to provide application assistance to residents	Systems of Care; Lone Star Circle of Care (LSCC), WCCHD	Medicaider screenings
	Refer eligible patients to Access 2 Care	Systems of Care; Sacred Heart Community Clinic, Samaritan Health Ministries, St. David's, WCCHD	Access 2 Care enrollment records
	Hire, train and deploy Community Paramedics, Community Health Workers, and MOT staff in rural and other high-risk areas	Systems of Care; Bluebonnet Trails Community Services (BBTCS), Mobile Outreach Team (MOT), WCCHD, Williamson County EMS	Map of target areas, patient records
	Conduct monthly, at minimum, chart reviews to determine appropriate plan of care	Systems of Care; BBTCS, MOT, WCCHD, Williamson County EMS	Number of meetings
	Establish online communication forum for providers to share resources	Systems of Care; BBTCS, MOT, WCCHD, Williamson County EMS	Online forum

<p>By 2017, develop electronic patient referral protocols among diverse care providers in Williamson County.</p> <p><i>Available Resources:</i> Existing referral systems and templates</p>	<p>Design, implement, and review electronic referral process among primary DSRIP providers</p>	<p>Systems of Care; Sacred Heart Community Clinic, Samaritan Health Ministries, St. David's, WCCHD, Williamson County EMS</p>	<p>Referral plan, Systems of Care meeting minutes</p>
	<p>Reach out to other Williamson County providers regarding referrals</p>	<p>WilCo ICC</p>	<p>Letter, outreach materials</p>
	<p>Test electronic referral process with larger group of providers in Williamson County</p>	<p>WilCo ICC</p>	<p>Referrals</p>
<p>By 2017, establish a partnership with transportation service(s) to provide transportation assistance for community members in need.</p> <p><i>Available Resources:</i> City of Round Rock website (Transportation Department)</p>	<p>Identify potential funding or grants for transportation assistance</p>	<p>Systems of Care; Community Transportation Initiative</p>	<p>List of potential funding options</p>
	<p>Collaborate with community organizations to discuss and identify transportation needs across the county</p>	<p>Systems of Care; Community Transportation Initiative, Taxi services, Capital Area Rural Transportation System (CARTS), local non-profits, social service organizations</p>	<p>Number of meetings</p>
	<p>Develop proposal for providing transportation services to community residents</p>	<p>Systems of Care; Community Transportation Initiative, Taxi services, CARTS, local non-profits, social service organizations, Cap Metro, TxDOT</p>	<p>Proposal</p>
<p>By 2017, increase the number of providers who have expanded their availability of preventive services and primary care from 0 to 3.</p> <p><i>Available Resources:</i> DSRIP Health Promotion &amp; Wellness and Access 2 Care Project Plans</p>	<p>Increase availability of WCCHD clinical preventive services (same or next day visits)</p>	<p>Systems of Care; WCCHD</p>	<p>Clinic hours schedule (increase from 32-40 hours/week)</p>
	<p>Increase access to preventive health services, such as chronic disease self-management and health education</p>	<p>Systems of Care; WCCHD</p>	<p>Number of health education programs</p>
	<p>Increase available service hours at two primary care clinics</p>	<p>Systems of Care; Sacred Heart Community Clinic, Samaritan Health Ministries</p>	<p>Clinic hours schedule (increase by 5 hours/week at each clinic)</p>
	<p>Increase primary health care availability for uninsured/underinsured patients below 200% Federal Poverty Income Level (FPIL)</p>	<p>Systems of Care; WCCHD, Sacred Heart Community Clinic, Samaritan Health Ministries</p>	<p>Access 2 Care</p>

### ***Health Disparities and Inequities***

The target population for this strategic issue is individuals living in Williamson County who are uninsured, underinsured, and low income and those who live in rural communities. As evidenced in the CHA, these disparate populations include young adults and African American, Hispanic or Latino, and Other Race. These populations often face additional hardships including low literacy levels; barriers in transportation; and limited access to providers, specifically in rural communities. Healthcare Availability was identified as a top five priority across all communities in Williamson County.

The Healthy Williamson County dashboard, on the WilCo Wellness Alliance website, will be utilized to identify target areas to focus on in the county. The dashboard contains healthcare availability-related data indicators and maps which are updated as new information is known.

### ***Link to Other Strategic Issues***

In order to make a meaningful impact on the community's health, healthcare availability must be integrated across multiple strategic issues.

### **Examples of how this integration is planned:**

Address need for more breastfeeding-friendly businesses:

- *Employee Health:* By 2017, increase the number of worksites and hospitals with recognized breastfeeding-friendly practices and policies from 13 to 20.

Address need for increase health education resources:

- *Healthcare Awareness:* By 2017, conduct trainings on navigation of the Healthy Williamson County website to connect to local resources, community partners, and health information.
- *Healthcare Awareness:* By 2017, increase the number of health promotion organizations who are working together to provide consistent health messages through evidence-based practices from baseline to ten.
- *Healthy Eating:* By 2017, implement nutrition education programs to target children from birth through the age of 17.



## STRATEGIC ISSUE 2 BEHAVIORAL HEALTH

### *Health Priority*

Working harder to prevent, support, and treat mental health problems.

#### **Summary of 2013 CHA Findings**

Trends (*Forces of Change Assessment, p.16*)

- Existing capacity for behavioral health services is inadequate in meeting the needs of an expanded population;
- An increased recognition of the interdependency of physical and mental health;
- The public health system must support a consistent focus on prevention and early intervention in all age groups.

Challenges (*Forces of Change Assessment, p.16*)

- Need for expanded behavioral health services for youth and adults;
- Need for increased co-location of primary care and behavioral health services;
- Decreased funding in the school systems for qualified staff (i.e., counselors, school nurses) at the same time behavioral and substance abuse issues are increasing in the classroom.

Specific measurable health indicators showing greatest need include: (*Health of the Community Assessment, p.21*)

- Mental health and substance abuse: adults with poor mental health, suicide rate, and adults who drink excessively.

#### **Mental Health Task Force**

The Mental Health Task Force has been in existence for ten years and has laid an exemplary foundation for collaborative coalition work in Williamson County. The Mental Health Task Force has joined forces with the WilCo Wellness Alliance to bring strong behavioral health components to community health planning and has developed the Behavioral Health Action Plan. Organizations participating in the Mental Health Task Force represent the government, healthcare and community organizations sectors.

### Member Organizations (\* indicates those organizations active in 2013)

Austin State Hospital*	St. David's Round Rock Medical Center
Bluebonnet Trails Community Services*	Williamson County Attorney
Cedar Park Regional Medical Center*	Williamson County Adult Probation*
Children's Mental Health Advocate*	Williamson County Commissioners Court*
Georgetown Behavioral Health Institute	Williamson County Courts of Law
Hope Alliance*	Williamson County EMS*
ICC-Centex*	Williamson County Juvenile Services*
Lone Star Circle of Care*	Williamson County Magistrates Office
NAMI Austin*	Williamson County Mobile Outreach Team*
Rock Springs Hospital*	Williamson County Sheriff's Office-Crisis Intervention Team*
Round Rock Police Department*	Williamson County and Cities Health District*
Scott & White Round Rock Hospital	
Seton Mind Institute*	
Seton Williamson	
St. David's Georgetown Hospital*	

The Mental Health Task Force includes the Children and Youth Behavioral Health Subcommittee, Suicide Prevention Subcommittee, and the Professional Peer Review Committee. The Children and Youth Behavioral Health Subcommittee focuses specifically on development and integration of prevention and early intervention systems of care for youth. The Suicide Prevention Subcommittee works toward community awareness of resources and interventions available to prevent suicide. The Professional Peer Review Committee coordinates unified, integrated treatment planning for individuals with complex needs across many care settings. The majority of these individuals have comorbid mental health and chronic physical illnesses. The goal of this group is to assist with establishing a medical home with these patients, rather than using the ED and EMS services in episodic fashion.



### Reference to State and National Guidance

Texas DSHS	Texas Behavioral Health Strategic Prevention Plan (June 2012)
Healthy People 2020	<p><i>Topic Area:</i> Mental Health and Mental Disorders  <i>Goal:</i> Improve mental health through prevention and by ensuring access to appropriate, quality mental health services.</p> <ul style="list-style-type: none"> <li>● Risk factors, which predispose individuals to mental illness;</li> <li>● Protective factors, which protect them from developing mental disorders.</li> </ul>
National Prevention Strategies	<p><i>Priority:</i> Mental and Emotional Well-Being</p> <ul style="list-style-type: none"> <li>● Promote positive early childhood development, including positive parenting and violence-free homes;</li> <li>● Facilitate social connectedness and community engagement across the lifespan;</li> <li>● Provide individuals and families with the support necessary to maintain positive mental well-being;</li> <li>● Promote early identification of mental health needs and access to quality services.</li> </ul>
The Community Guide	<i>Topic:</i> Mental Health

### Behavioral Health Action Plan

Goal	Improve mental health through prevention and by ensuring access to appropriate, quality mental health services.		
Objectives	Intervention Strategies	Lead Working Group and Key Organizations	Performance Measures
<p>By 2017, provide community awareness and education events targeted to reach at least 25% of the Williamson County population.</p> <p><i>Available Resources:</i> Mental Health Task Force educational events, WilCo Wellness Alliance website, DSRIP Project Plans and Reports</p>	<p>Provide community training through best practices, including, but not limited to Mental Health First Aid, and Applied Suicide Intervention Skills Training (ASIST)</p>	<p>Mental Health Task Force; BBTCS</p>	<p>Number of people trained; number of training opportunities offered</p>
	<p>Provide community events focusing on topics relevant to families and our local communities including, but not limited to, the signs and symptoms of mental illness and substance abuse</p>	<p>Mental Health Task Force; BBTCS, LifeSteps</p>	<p>Number of events offered</p>
	<p>Conduct a community-wide media campaign regarding Mental Health issues and effects of stigma</p>	<p>Mental Health Task Force</p>	<p>Identified “reach” of community campaign(s)</p>
<p>By 2017, increase the number of Williamson County prevention and outreach activities in five intervention strategies by 20%.</p> <p><i>Available Resources:</i> WilCo Wellness Alliance website, DSRIP Project Plans and Reports</p>	<p>Increase participation in the children’s mental health conference</p>	<p>Children and Youth Behavioral Health Subcommittee</p>	<p>Children’s Mental Health Conference registration list.</p>
	<p>Offer prenatal and early childhood training with focus on mental health and emotional development in areas of underserved</p>	<p>Systems of Care; WCCHD, BBTCS</p>	<p>Number of trainings on WilCo Wellness Alliance website/2-1-1 Texas</p>
	<p>Identify how many schools have completed Mental Health First Aid training and encourage additional training annually</p>	<p>Mental Health Task Force; BBTCS</p>	<p>Number of schools offering Mental Health First Aid training each year</p>
	<p>Research opportunities and implement strategies for increasing community awareness on suicide prevention</p>	<p>Suicide Prevention Subcommittee</p>	<p>Number and reach of interventions</p>



	Maintain up-to-date electronic resource listing on WWA website for mental health assistance	Mental Health Task Force; Healthy Williamson County sponsors	Number of mental health resources listed
By 2017, increase the number of opportunities for screening and early detection of mental health conditions by 10 organizations or practices.  <i>Available Resources:</i> WilCo Wellness Alliance website	Increase training on depression screening tools for use in primary physician's offices	WilCo ICC; LSCC, WCCHD	Number of organizations represented at training
	Increase the number of primary care practices encouraged to use depression screening tools	Mental Health Task Force; WilCo ICC	Number of primary care practices contacted
	Collaborate with businesses to include mental health component for worksite wellness, specifically use of depression screening tool	Employee Wellness Forum; Mental Health Task Force	Number of businesses including depression screening in their Health Risk Assessment
	Increase availability of mental health screenings at convenient times in convenient locations by partnering with communities	Mental Health Task Force	Number of community screenings
By 2017, establish early intervention and treatment resources that are publically available.  <i>Available Resources:</i> WilCo Wellness Alliance website, 2-1-1 Texas	Increase community and provider knowledge of available intervention and treatment resources in the community	Mental Health Task Force	Number of surveys completed
	Establish and promote clear community referral pathways providing linkage of persons with services on the WWA website	Systems of Care; Healthy Williamson County sponsors	Number of referral pathways listed
By 2017, focus on integration and expansion of treatment options for intensive mental health care and care transitions.  <i>Available Resources:</i> DSRIP Mental Health Clinic for Non-Priority Populations Project	Increase awareness of mental health hospital treatment resources through organizational presentations and awareness of referral processes	Mental Health Task Force; local psychiatric hospitals	Number of community/organizational presentations by hospitals
	Continue the expansion of the East Williamson County outpatient services to persons with mental health diagnoses not included in the priority population	BBTCS	See DSRIP Metrics and Milestones

	Expand the new crisis respite services for behavioral health (48hour hold unit)	BBTCS	See DSRIP Metrics and Milestones
	Support new outpatient substance abuse services for adults and youth	BBTCS	See DSRIP Metrics and Milestones
	Provide stable living for people with mental illness, through the transitional housing and peer support program	BBTCS	See DSRIP Metrics and Milestones
	Increase use of the HealthLink emergency diversion services program with Mobile Outreach Team and Community Paramedicine	BBTCS	See DSRIP Metrics and Milestones
	Increase the number of inpatient beds for forensic and/or uninsured Williamson county residents	Mental Health Task Force; BBTCS	Number of beds increased
By 2017, actively support integration of primary care and behavioral health care, as evidenced by increased use of standard referral protocols by 30% over baseline.  <i>Available Resources:</i> Systems of Care minutes with referral protocols	Participate in the development of clear and systematic referral patterns between primary care providers and behavioral health providers	WilCo ICC; Mental Health Task Force, Systems of Care, LSCC	Dissemination of referral pattern documents
	Develop electronic referral processes amongst many providers to rapidly send and receive information throughout the system	WilCo ICC; Mental health Task Force, Systems of Care	Number of referrals sent through developed pathways
By 2017, increase the collection and use of consistent mental health data by three data elements and 20% more users.  <i>Available Resources:</i> WilCo Wellness Alliance website	Use the Healthy Williamson County dashboard to aggregate mental health data to identify gaps in service and monitor progress toward goals	Mental Health Task Force; Healthy Williamson County sponsors	Number of local mental health indicators included in the dashboards
	Increase the number of healthcare providers utilizing the HIE to access patient information in a timely and efficient manner	WilCo ICC	Number of providers enrolled in the HIE

### ***Health Disparities and Inequities***

The target population for this strategic issue is individuals living in Williamson County who are uninsured, underinsured, and low income and those who live in underserved communities. As evidenced in the CHA, these populations often face additional hardships including limited access to providers and barriers in transportation. Behavioral Health was identified as a top five priority across all communities in Williamson County.

The Healthy Williamson County dashboard, on the WilCo Wellness Alliance website, will be utilized to identify target areas to focus on in the county. The dashboard contains behavioral health-related data indicators and maps which are updated as new information is known.

### ***Link to Other Strategic Issues***

In order to make a meaningful impact on the community's health, behavioral health must be integrated across multiple strategic issues.

### **Examples of how this integration is planned:**

Address need for increased physical and mental health coordination

- *Healthcare Availability:* By 2017, decrease the percent of emergency department (ED) utilization for non-emergent needs by coordinated care across providers in Williamson County from 28.4% to 23.4%.

Address need for increased behavioral health and substance abuse coordination

- *Substance Abuse:* By 2017, increase collaborative partnerships that support awareness of alcohol, tobacco, and other drug related resources and treatment options from 32 to 42.

## STRATEGIC ISSUE 3 ACTIVE LIVING SUPPORT

### *Health Priority*

Creating and improving sidewalks, neighborhood parks/trails, and smoke-free places.

#### **Summary of 2013 CHA Findings**

Rapid population growth has strained all levels of the infrastructure, including: (*Forces of Changes Assessment, p. 12*)

- Parks development;
- Road infrastructure, traffic management;
- Public transportation;
- Access to basic needs — food, affordable housing, transportation and childcare;
- Pressure to plan for projected population increases.

Economic growth, increase in incomes created opportunities: (*Forces of Changes Assessment, p. 12*)

- Infrastructure growth — road and bridge or data systems — creates employment opportunities.

Poorly informed consumers with low health literacy are further impacted by: (*Forces of Change Assessment, p. 13*)

- Lack of public transportation in both suburban and rural communities.

Our community has recognized that health status is tied directly to the accessibility of safe spaces for physical activity, outlets for healthy food, and safe housing and workplaces (i.e., the built environment). We recognize the need to transform the spaces in which we live, work and play. (*Forces of Change Assessment, p. 14*)

- Need for physical activity resources which are perceived as safe;
- Need for free opportunities for physical activity targeted at older adults;
- Zoning regulations offer little support to address areas with low access to healthful foods (food deserts) and underutilized urban space (gray fields);
- Identified need for more bikeable and walkable communities (complete streets);
- Policy changes required to ensure smoke-free and tobacco-free environments countywide.

Current priorities for parks and trails are:(*Assets and Strengths, p.18*)

- Creating awareness through marketing and community events;
- Developing signage such as mile markers and general health messaging;
- Building connectivity between trails and communities;
- Rural communities often have less fulltime paid staff, if any, to dedicate to this community asset.

### **Active Living**

Active Living is a working group of the WilCo Wellness Alliance. This group was tasked with coordinating the development of the Active Living Support action plan. Organizations participating in the Active Living working group represent the community organizations, healthcare, schools, business/worksites and government sectors.

### **Member Organizations** (\* indicates those organizations active in 2013)

American Diabetes Association*	ISD Thrall
City of Georgetown*	Juice Plus+
City of Hutto*	Little Turtle Yoga
City of Leander*	Seton Medical Center Williamson*
City of Round Rock*	Southwestern University*
City of Taylor*	Texas A&M AgriLife Extension*
Coach Mo Fitness*	Williamson County and Cities Health District*
Fuel Fitness*	YMCA of Williamson County
ISD Leander*	
ISD Taylor*	

In order to adequately address this strategic issue, the Active Living Working Group enlisted the assistance of the Parks and Recreation Directors (PARC) group. This group is comprised of directors from the county and each of the cities. In addition, the WilCo Wellness Alliance's Employee Wellness Forum and School Health Forum will assist in addressing this strategic issue.

### **PARC Member Organizations**

Cedar Park Parks and Recreation	Round Rock Parks and Recreation
Georgetown Parks and Recreation	Taylor Parks and Recreation
Hutto Parks and Recreation	WilCo Parks and Recreation
Leander Parks and Recreation	

### Reference to State and National Guidance

Texas DSHS	<p>Strategic Plan for Obesity Prevention in Texas (2013-2021)</p> <ul style="list-style-type: none"> <li>● Increase the consumption of fruits and vegetables;</li> <li>● Decrease the consumption of high-energy-dense foods;</li> <li>● Decrease the consumption of sugar-sweetened beverages;</li> <li>● Increase breastfeeding support: initiation, duration, and exclusivity;</li> <li>● Decrease television viewing.</li> </ul>
Healthy People 2020	<p><i>Topic Area:</i> Physical Activity  <i>Goal:</i> Improve health, fitness, and quality of life through daily physical activity.</p> <p><i>Topic Area:</i> Environmental Health  <i>Goal:</i> Promote health for all through a healthy environment.</p> <ul style="list-style-type: none"> <li>● Built environment.</li> </ul>
National Prevention Strategies	<p><i>Priority:</i> Active Living</p> <ul style="list-style-type: none"> <li>● Encourage community design and development that supports physical activity;</li> <li>● Promote and strengthen school and early learning policies and programs that increase physical activity;</li> <li>● Facilitate access to safe, accessible, and affordable places for physical activity;</li> <li>● Support workplace policies and programs that increase physical activity;</li> <li>● Assess physical activity levels and provide education, counseling, and referrals.</li> </ul>
The Community Guide	<p><i>Topic:</i> Physical Activity</p> <ul style="list-style-type: none"> <li>● Children and adolescents (age 6-17);</li> <li>● Adults (age 18-64);</li> <li>● Older adults (age 65 and older);</li> <li>● People with disabilities.</li> </ul>

### Active Living Support Action Plan

Goal	Williamson County residents will have increased access to active living resources in the county.		
Objectives	Intervention Strategies	Lead Working Group and Key Organizations	Performance Measures
By 2017, Williamson County will have identified comprehensive master plans that consider parks, trails systems, sidewalks, and bicycle lanes.  <i>Available Resources:</i> Master plans	Identify existing master plans and review for comprehensiveness	Active Living; PARD	Master plans
	Collaborate with city planners to identify potential areas for improvement	Active Living; PARD, county and city planning departments	Meeting minutes, sign-in sheets
By 2017, Williamson County will increase trail mileage from 15 miles to 20 miles.  <i>Available Resources:</i> Master plans	Expand and connect trail systems	PARD	Trail mileage
	Increase efforts to include broad range of stakeholders in Active Living	Active Living	Active Living membership lists
	Establish online calendar on WWA website to share local events	Active Living; Healthy Williamson County sponsors	Online calendar
By 2017, increase collaborative opportunities for physical activity campaigns from 1 to 4.  <i>Available Resources:</i> WilCo Wellness Alliance website	Develop and promote active living campaigns (i.e., walking trails, reduced screen time)	Active Living; PARD	Log of social media posts, PSAs, campaign materials
	Collaborate with businesses to encourage active living for employees	Active Living; Employee Wellness Forum	Meeting minutes, sign-in sheets
	Collaborate with fitness professionals to promote their services (i.e., host free monthly activities/campaigns, family boot camps)	Active Living; fitness professionals	Meeting minutes, sign-in sheets

### **Health Disparities and Inequities**

The target population for this strategic issue includes individuals living in Williamson County who are low-income and those who live in rural communities. In addition, emphasis is on increasing active living opportunities for youth and older adults. As evidenced in the CHA, the low-income population and rural communities often have fewer active living support resources available to them. Active Living Support was identified as a top five priority at the county-level with specific focus for the East, South and West Williamson communities.

The Healthy Williamson County dashboard, on the WilCo Wellness Alliance website, will be utilized to identify target areas to focus on in the county. The dashboard contains active living support-related data indicators and maps which are updated as new information is known.

### **Link to Other Strategic Issues**

In order to make a meaningful impact on the community's health, active living support must be integrated across multiple strategic issues.

### **Examples of how this integration is planned:**

Address need for physical activity resources

- *Active Living:* By 2017, increase number of providers utilizing active living resources as a tool for improving health in individuals 55 years and older from zero to three.

Address need for tobacco-free and smoke-free environments:

- *Employee Health:* By 2017, increase the number of employers who provide access to smoke-free environments for their employees from baseline by five.





## STRATEGIC ISSUE 4 CHRONIC DISEASE

### *Health Priority*

Working harder to prevent and treat chronic diseases, such as diabetes and heart disease.

### *Summary of 2013 CHA Findings*

Specific measurable health indicators show greatest need include: (*Health of the Community Assessment, p.21*)

- Active living and healthy eating: fruit and vegetable consumption, overweight and obese weight status, fast food restaurant density, and Supplemental Nutrition Assistance Program store density (Food Stamps);
- Breast and prostate cancer incidence rates;
- Stroke death rate.

Health disparities in Williamson County include: (*Health of the Community Assessment, p.25*)

- Students in Taylor ISD are more frequently found at risk for Type 2 Diabetes (9% referred on average);
- Individuals in Taylor and Jarrell experience a higher rate of hospitalization for diabetes;
- The cancer mortality rate is highest in the most eastern part of the county, including the eastern part of Taylor. Leander and portions of Round Rock also have higher rates of cancer mortality than the state;
- The age-adjusted mortality rate for heart disease is highest in Leander and Taylor;
- Asthma hospitalization rates are highest in Jarrell and surrounding areas, the eastern part of Round Rock, and Hutto and surrounding areas.

### *WilCo Wellness Alliance*

The WilCo Wellness Alliance is comprised of several working groups whose focus impacts chronic disease. As a result, this strategic issue is incorporated across several areas: Active Living, Active Living Support, Healthcare Availability, and Healthy Eating. The Active Living, Healthy Eating, and WilCo ICC working groups are taking the lead with these strategic issues.

### Active Living Member Organizations (\* indicates those organizations active in 2013)

American Diabetes Association*	ISD Taylor*
City of Georgetown*	ISD Thrall
City of Hutto*	Juice Plus+
City of Leander*	Little Turtle Yoga
City of Round Rock*	Seton Medical Center Williamson*
City of Taylor*	Southwestern University*
Coach Mo Fitness*	Texas A&M AgriLife Extension*
Fuel Fitness*	Williamson County and Cities Health District*
ISD Leander*	YMCA of Williamson County

### Healthy Eating Member Organizations (\* indicates those organizations active in 2013)

American Diabetes Association	ISD Round Rock*
Austin Academy of Nutrition*	Juice Plus+
Christ Fellowship Church of Taylor	Luby's Round Rock #103
City of Leander	McDonalds
City of Taylor*	Monument Cafe
Culinary Heritage Institute*	Seton Medical Center Williamson
ISD Florence	Texas A&M AgriLife Extension*
ISD Georgetown	Texas A&M University *
ISD Granger	Texas State University-Round Rock*
ISD Leander*	Williamson County and Cities Health District*

### WilCo ICC Member Organizations (\* indicates those organizations active in 2013)

Austin Regional Clinic at Round Rock	ISD Round Rock
Bluebonnet Trails Community Services*	ISD Taylor
Capital Idea	Lone Star Circle of Care*
CareSpot	Rock Springs Hospital
Cedar Park Regional Medical Center*	Sacred Heart Community Clinic*
Children's Mental Health*	Samaritan Health Ministries*
Children's Optimal Health	Scott & White Hospital - Round Rock*
Chisholm Trail Community Foundation*	Seton Medical Center Williamson
City of Georgetown*	St. David's Georgetown Hospital
City of Round Rock*	St. David's Round Rock Medical Center*
Georgetown Health Foundation*	Texas A&M Health Science Center*
Georgetown Housing Authority	Texas A&M University*
ICC-Centex*	Texas DSHS
ISD Georgetown*	Williamson Burnet County Opportunities
ISD Hutto*	Williamson County*
ISD Leander*	Williamson County and Cities Health District*

In order to adequately address this strategic issue, the Williamson County and Cities Health District's Healthy Communities Section also assisted in the development of this action plan. The

Healthy Communities Section has experience is providing evidence-based education, developing healthy messages, and engaging partners through the WilCo Wellness Alliance and other collaborative processes. Staff consists of Certified Health Education Specialists (CHES), a Master of Public Health (MPH) professional, and a Registered Dietitian (RD).

### **Reference to State and National Guidance**

Texas DSHS	<p>A Plan to Prevent and Control Diabetes in Texas (2012-2013)</p> <ul style="list-style-type: none"> <li>● Advancing public policy affecting diabetes;</li> <li>● Evaluating the impact of diabetes in Texas;</li> <li>● Promoting comprehensive programs for the prevention of diabetes;</li> <li>● Increasing public awareness, promoting community outreach and diabetes education;</li> <li>● Improving diabetes care and prevention of complications by health care professionals.</li> </ul> <p>The Texas Plan to Reduce Cardiovascular Disease (2013-2017)</p> <ul style="list-style-type: none"> <li>● Establish and promote environments that support the prevention of heart disease and stroke through healthy eating, daily physical activity, and tobacco-free lifestyles for all Texans, with an emphasis on access to resources and priority populations;</li> <li>● Promote partnerships between clinical and community groups in Texas to provide enhanced and coordinated patient care;</li> <li>● Promote capacity and infrastructure changes within the health delivery system to effectively prevent, treat, and manage heart disease and stroke for all Texans;</li> <li>● Collect, analyze, and disseminate comprehensive heart disease and stroke data that are readily available to assess, monitor, and describe the burden of heart disease and stroke in Texas.</li> </ul> <p>Strategic Plan for Obesity Prevention in Texas (2013-2021)</p> <ul style="list-style-type: none"> <li>● Increase the consumption of fruits and vegetables;</li> <li>● Decrease the consumption of high-energy-dense foods;</li> <li>● Decrease the consumption of sugar-sweetened beverages;</li> <li>● Increase breastfeeding support: initiation, duration, and exclusivity;</li> <li>● Decrease television viewing.</li> </ul>
Healthy People 2020	<p><i>Topic Area:</i> Diabetes</p> <p><i>Goal:</i> Reduce the disease and economic burden of diabetes mellitus (DM) and improve the quality of life for all persons who have, or are at risk for, DM.</p>

	<ul style="list-style-type: none"> <li>● Primary prevention: movement from no diabetes to diabetes;</li> <li>● Testing and early diagnosis: movement from unrecognized to recognized diabetes;</li> <li>● Access to care for all persons with diabetes: movement from no diabetes care to access to appropriate diabetes care;</li> <li>● Improved quality of care: movement from inadequate to adequate care.</li> </ul> <p><i>Topic Area: Educational and Community-Based Programs</i></p> <p>Goal: Increase the quality, availability, and effectiveness of educational and community-based programs designed to prevent disease and injury, improve health, and enhance quality of life.</p> <ul style="list-style-type: none"> <li>● Schools;</li> <li>● Worksites;</li> <li>● Health care facilities;</li> <li>● Communities.</li> </ul> <p><i>Topic Area: Heart Disease and Stroke</i></p> <p>Goal: Improve cardiovascular health and quality of life through prevention, detection, and treatment of risk factors for heart attack and stroke; early identification and treatment of heart attacks and strokes; and prevention of repeat cardiovascular events.</p> <ul style="list-style-type: none"> <li>● Prevalence of risk factors;</li> <li>● Access to treatment;</li> <li>● Appropriate and timely treatment;</li> <li>● Treatment outcomes;</li> <li>● Mortality.</li> </ul>
<p>National Prevention Strategies</p>	<p>Strategic Directions:</p> <ul style="list-style-type: none"> <li>● Healthy and safe community environments;</li> <li>● Clinical and community preventive services;</li> <li>● Empowered people;</li> <li>● Elimination of health disparities.</li> </ul> <p>Priorities:</p> <ul style="list-style-type: none"> <li>● Tobacco free living;</li> <li>● Preventing drug abuse and excessive alcohol abuse;</li> <li>● Healthy eating;</li> <li>● Active living;</li> <li>● Injury and violence free living;</li> <li>● Reproductive and sexual health;</li> <li>● Mental and emotional well-being.</li> </ul>

<p>The Community Guide</p>	<p><b>Asthma</b></p> <ul style="list-style-type: none"> <li>● Home-based multi-trigger, multi-component environmental interventions. Recommended for children, insufficient evidence for adults.</li> </ul> <p><b>Cancer</b></p> <ul style="list-style-type: none"> <li>● Increase breast, cervical, and colorectal screening;</li> <li>● Provide education, promote awareness, and increase of skin cancer.</li> </ul> <p><b>Cardiovascular Disease</b></p> <ul style="list-style-type: none"> <li>● Clinical decision-support systems;</li> <li>● Reduce out-of-pocket costs for cardiovascular disease preventive services for patients with high blood pressure and high cholesterol;</li> <li>● Team-based care to improve blood pressure control.</li> </ul> <p><b>Diabetes</b></p> <ul style="list-style-type: none"> <li>● Case management interventions to improve glycemic control;</li> <li>● Disease management programs;</li> <li>● Self-management education in the community (recommended), in the home (recommended for children, insufficient evidence for adults), in recreational camps (insufficient evidence), in worksites (insufficient evidence), and in school settings (insufficient evidence).</li> </ul> <p><b>Nutrition</b></p> <ul style="list-style-type: none"> <li>● School-based programs promoting nutrition and physical activity (insufficient evidence).</li> </ul> <p><b>Obesity</b></p> <ul style="list-style-type: none"> <li>● Provider-oriented interventions;</li> <li>● Interventions in community settings (e.g. Reducing screen time, technology-based interventions, specific settings).</li> </ul> <p><b>Physical Activity</b></p> <ul style="list-style-type: none"> <li>● Behavior and social approaches;</li> <li>● Campaigns and informational approaches;</li> <li>● Environmental and policy approaches.</li> </ul>
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### Chronic Disease Action Plan

Refer to the Active Living, Active Living Support, Healthcare Availability, and Healthy Eating action plans for additional chronic disease-related objectives.

Goal	Decrease the prevalence of chronic diseases (diabetes, cardiovascular disease, obesity) among residents in Williamson County.		
Objectives	Intervention Strategies	Lead Working Group and Key Organizations	Performance Measures
By 2017, increase the number of organizations working together to provide evidence-based chronic disease prevention education from 0 to 10.  <i>Available Resources:</i> WilCo Wellness Alliance website, 2-1-1 Texas	Collaborate with local stakeholders to develop unified messages and implement evidence-based strategies	WWA; WCCHD	Meeting minutes, sign-in sheets
	Establish online calendar on WWA website to share local events	WWA; Healthy Williamson County sponsors	Online calendar
	Develop and promote chronic disease prevention, early detection, and self-management campaigns	WWA; WCCHD	Log of social media posts, PSAs, campaign materials
	Host a Health Education Summit to share best practices and educate about evidence-based strategies	WWA; WCCHD, organizations providing health education	Invitation, agenda, marketing materials
By 2017, increase the availability of educational and community-based programs designed to prevent chronic diseases from baseline by 10.  <i>Available Resources:</i> 2013 Williamson County Health Promotion & Wellness Assessment Report, WilCo Wellness Alliance website	Conduct a comprehensive assessment of existing health promotion programs in Williamson County	WWA; WCCHD	Complete assessment published to web
	Identify disparate populations with high risk for chronic disease and limited access to educational programs	WWA; WCCHD	Map identifying chronic disease rates and classes held in 2013
	Collaborate with organizations to offer free or low-cost chronic disease education classes for disparate populations	WWA; WCCHD, organizations providing health education	Meeting minutes, sign-in sheets, log of classes offered

### ***Health Disparities and Inequities***

The target population for this strategic issue is individuals living in Williamson County who are uninsured, underinsured, and low-income and those who live in rural communities. As evidenced in the CHA, these disparate populations include Males and Black or African American, Hispanic or Latino, and White, Non-Hispanic. These populations often have higher rates of chronic disease; barriers in transportation; low literacy levels; and fewer opportunities for higher quality health education, specifically in rural communities. Chronic Disease was identified as a top five priority at the county-level with specific focus for the East, North and West Williamson communities.

The Healthy Williamson County dashboard, on the WilCo Wellness Alliance website, will be utilized to identify target areas to focus on in the county. The dashboard contains chronic disease-related data indicators and maps which are updated as new information is known.

### ***Link to Other Strategic Issues***

In order to make a meaningful impact on the community's health, chronic disease is integrated across multiple strategic issues.

### **Examples of how this integration is planned:**

Address need for increased active living and healthy eating opportunities

- *Active Living Support:* By 2017, increase collaborative opportunities for physical activity campaigns from 1 to 4.
- *Active Living:* By 2017, increase number of providers utilizing active living resources as a tool for improving health in individuals 55 years and older from 0 to 3.
- *Healthy Eating:* By 2017, increase the number of sites which highlight healthy menu items meeting specific guidelines for calories, total fat, saturated fat, trans fat, and sodium from 12 to 50.

Address need for increased healthcare availability resources

- *Healthcare Availability:* By 2017, decrease the percent of emergency department (ED) utilization for non-emergent needs by coordinated care across providers in Williamson County from 28.4% to 23.4%.

## STRATEGIC ISSUE 5 ACTIVE LIVING

### *Health Priority*

Teaching the importance of being active and what is already available that can help people move more.

### **Summary of 2013 CHA Findings**

Our community has recognized that health status is tied directly to the accessibility of safe spaces for physical activity, outlets for healthy food, and safe housing and workplaces (i.e., the built environment). We recognize the need to transform the spaces in which we live, work and play. (*Forces of Change Assessment, p. 14*)

- Need for physical activity resources which are perceived as safe;
- Need for free opportunities for physical activity targeted at older adults.

Current priorities for parks and trails are: (*Assets and Strengths, p.18*)

- Creating awareness through marketing and community events;
- Developing signage such as mile markers and general health messaging;
- Building connectivity between trails and communities;
- Rural communities often have less fulltime paid staff, if any, to dedicate to this community asset.

Specific measurable health indicators show greatest need include: (*Health of the Community Assessment, p.21*)

- Active living and healthy eating: fruit and vegetable consumption, overweight and obese weight status, fast food restaurant density, and Supplemental Nutrition Assistance Program store density (Food Stamps).

### **Active Living**

Active Living is a working group of the WilCo Wellness Alliance. This group was tasked with the development of the Active Living action plan. Organizations participating in the Active Living working group represent the community organizations, healthcare, schools, business/worksites and government sectors. In addition, the Employee Wellness Forum and School Health Forum will assist in addressing this strategic issue.



**Member Organizations** (\* indicates those organizations active in 2013)

American Diabetes Association*	ISD Taylor*
City of Georgetown*	ISD Thrall
City of Hutto*	Juice Plus+
City of Leander*	Little Turtle Yoga
City of Round Rock*	Seton Medical Center Williamson*
City of Taylor*	Southwestern University*
Coach Mo Fitness*	Texas A&M AgriLife Extension*
Fuel Fitness*	Williamson County and Cities Health District*
ISD Leander*	YMCA of Williamson County



### Reference to State and National Guidance

Texas DSHS	<p>Strategic Plan for Obesity Prevention in Texas (2013-2021)</p> <ul style="list-style-type: none"> <li>● Increase the consumption of fruits and vegetables;</li> <li>● Decrease the consumption of high-energy-dense foods;</li> <li>● Decrease the consumption of sugar-sweetened beverages;</li> <li>● Increase breastfeeding support: initiation, duration, and exclusivity;</li> <li>● Decrease television viewing.</li> </ul>
Healthy People 2020	<p><i>Topic Area: Educational and Community-Based Programs</i>          Goal: Increase the quality, availability, and effectiveness of educational and community-based programs designed to prevent disease and injury, improve health, and enhance quality of life.</p> <ul style="list-style-type: none"> <li>● Schools;</li> <li>● Worksites;</li> <li>● Health care facilities;</li> <li>● Communities.</li> </ul> <p><i>Topic Area: Physical Activity</i>          Goal: Improve health, fitness, and quality of life through daily physical activity.</p>
National Prevention Strategies	<p>Priority: Active Living</p> <ul style="list-style-type: none"> <li>● Encourage community design and development that supports physical activity;</li> <li>● Promote and strengthen school and early learning policies and programs that increase physical activity;</li> <li>● Facilitate access to safe, accessible, and affordable places for physical activity;</li> <li>● Support workplace policies and programs that increase physical activity;</li> <li>● Assess physical activity levels and provide education, counseling, and referrals.</li> </ul>
The Community Guide	<p>Recommended strategies targeting physical activity should focus on the following areas.</p> <ul style="list-style-type: none"> <li>● Children and adolescents (age 6-17);</li> <li>● Adults (age 18-64);</li> <li>● Older adults (age 65 and older);</li> <li>● People with disabilities.</li> </ul>

### Active Living Action Plan

Goal	There will be an increase in active living opportunities for residents in Williamson County.		
Objectives	Intervention Strategies	Lead Working Group and Key Organizations	Performance Measures
<p>By 2017, increase the number of parks, trails, and paths with educational and healthy messaging from 2 to 5.</p> <p><i>Available Resources:</i> WilCo Walking Trails, county and city trail maps</p>	Collaborate with parks, trails, and paths operators to implement WilCo Walking Trails' healthy messaging signage	Active Living; PARD	Meeting minutes, sign-in sheets
	Enhance pathways with healthy messaging	Active Living; PARD	Signage
	Increase awareness of local trail systems	Active Living; PARD	Trail Maps
<p>By 2017, increase collaborative opportunities for physical activity campaigns from 1 to 4.</p> <p><i>Available Resources:</i> WilCo Wellness Alliance website</p>	Increase efforts to include broad range of stakeholders in Active Living	Active Living	Active Living membership lists
	Establish online calendar on WWA website to share local events	Active Living; Healthy Williamson County sponsors	Online calendar
	Develop and promote active living campaigns (i.e., walking trails, reduced screen time)	Active Living; PARD	Log of social media posts, PSAs, campaign materials
	Collaborate with businesses to encourage active living for employees	Active Living; Employee Wellness Forum	Meeting minutes, sign-in sheets
	Collaborate with fitness professionals to promote their services (i.e., host free monthly activities/campaigns, family boot camps)	Active Living; fitness professionals	Meeting minutes, sign-in sheets

<p>By 2017, increase number of providers utilizing active living resources as a tool for improving health in individuals 55 years and older from 0 to 3.</p> <p><i>Available Resources:</i> Exercise is Medicine</p>	<p>Design active living protocol and procedures into the HIE based on the Exercise is Medicine initiative</p>	<p>WilCo ICC; Active Living</p>	<p>Protocol and procedures, HIE materials</p>
	<p>Collaborate with providers interested in incorporating active living into patient care</p>	<p>Active Living and WilCo ICC; healthcare providers, assisted living centers, senior centers</p>	<p>Meeting minutes, sign-in sheets</p>
	<p>Provide active living resources to systems typically accessed by older adults</p>	<p>Active Living; local support groups, senior centers, providers</p>	<p>Resource materials</p>
<p>By 2017, assess organizations on their barriers to accessing physical activity opportunities from 0 to 10.</p> <p><i>Available Resources:</i> Worksite Wellness Employer Survey, CHANGE Tool</p>	<p>Identify and/or develop assessment tool</p>	<p>Active Living; WCCHD</p>	<p>Assessment tool</p>
	<p>Assess specific organizations based on target areas (i.e., schools, faith-based, community organizations, businesses)</p>	<p>Active Living; Employee Wellness Forum, School Health Forum</p>	<p>List of organizations</p>
	<p>Collaborate with organizations to develop plan of action that addresses identified barriers and uses evidence-based strategies</p>	<p>Active Living; Employee Wellness Forum, School Health Forum</p>	<p>Plan to address barriers</p>

### ***Health Disparities and Inequities***

The target population for this strategic issue includes individuals living in Williamson County who are low-income and those who live in rural communities. In addition, emphasis is on increasing active living opportunities for youth and older adults. As evidenced in the CHA, the low-income population and rural communities often have fewer active living support resources available to them. Active Living was identified as a top five priority at the county-level with specific focus for the East, North and South Williamson communities.

The Healthy Williamson County dashboard, on the WilCo Wellness Alliance website, will be utilized to identify target areas to focus on in the county. The dashboard contains active living-related data indicators and maps which are updated as new information is known.

### ***Link to Other Strategic Issues***

In order to make a meaningful impact on the community's health, active living must be integrated across multiple strategic issues.

### **Examples of how this integration is planned:**

Address need for increased availability of active living resources

- *Active Living Support:* By 2017, Williamson County will increase trail mileage from 15 miles to 20 miles.

Address need for increased healthy eating resources

- *Employee Health:* By 2017, increase the number of employers participating in comprehensive worksite wellness through the Employee Wellness Forum from four to ten.

## STRATEGIC ISSUES 6 - 10

Inclusion of the remaining five strategic issues is based on their integration in the top five priorities. In addition, some community groups identified these remaining strategic issues as priorities for their communities.

### STRATEGIC ISSUE 6 EMPLOYEE HEALTH

#### *Health Priority*

Involving employers in good health practices that lower healthcare costs and help employees do their work better.

#### **Employee Wellness Forum**

The Employee Wellness Forum is a working group of the WilCo Wellness Alliance. This group is tasked with the implementation of the Employee Health action plan. The first meeting of this group is February 2014. Approximately ten organizations have been invited to participate in the Employee Wellness Forum. The Maternal & Child Health Working Group and Substance Abuse Collaborative are also assisting with this strategic issue.

#### **Employee Health Action Plan**

Goal	Objectives
Increase the number of employees with access to healthy worksites.	By 2017, increase the number of employers participating in comprehensive worksite wellness through the Employee Wellness Forum from four to ten.
	By 2017, increase the number of worksites and hospitals with recognized breastfeeding-friendly practices and policies from 13 to 20.
	By 2017, increase the number of employers who provide access to smoke-free environments for their employees from baseline by five.

Employee Health was identified as a top five priority for the North and South Williamson communities. Healthy People 2020, the National Prevention Strategies, and the Community Guide will guide the intervention strategies under Employee Health.

*\* The full Action Plan can be found in Appendix C.*

## STRATEGIC ISSUE 7 HEALTHY EATING

### *Health Priority*

Education about eating healthy and what is available to make it possible.

### Healthy Eating

Healthy Eating is a working group of the WilCo Wellness Alliance. This group is tasked with the implementation of the Healthy Eating action plan. Organizations participating in the Healthy Eating working group represent the business/worksites, community organizations, government, healthcare, and schools sectors.

### Healthy Eating Action Plan

Goal	Objectives
Increase access to and awareness of healthy and affordable foods in Williamson County.	By 2017, increase the number of sites which highlight healthy menu items meeting specific guidelines for calories, total fat, saturated fat, trans fat, and sodium from 12 to 50.
	By 2017, increase collaborative partnerships that support awareness and utilization of community gardens, Farmers' Markets, and other agricultural initiatives from 24 to 35.
	By 2017, increase the number of nutrition education programs available to families and children (age 0 to 17) from baseline by five.

Healthy Eating was identified as a top five priority for the West Williamson communities. The Texas DSHS, Healthy People 2020, the National Prevention Strategies, and the Community Guide will guide the intervention strategies under Healthy Eating.

*\* The full Action Plan can be found in Appendix C.*

## STRATEGIC ISSUE 8 SUBSTANCE ABUSE

### *Health Priority*

Working harder to prevent and treat drug/alcohol/tobacco abuse.

#### **Substance Abuse Collaborative**

The Substance Abuse Collaborative is a working group of the WilCo Wellness Alliance. This group is tasked with the implementation of the Substance Abuse action plan. Organizations participating in the Substance Abuse Collaborative represent the business/worksites, community organizations, government, healthcare, and schools sectors. The Employee Wellness Forum and School Health Forum are also assisting with this strategic issue.

#### **Substance Abuse Action Plan**

Goal	Objectives
Decrease the prevalence of alcohol, tobacco, and other drug use in Williamson County.	By 2017, increase the number of school-based prevention presentations to adolescents and youth from baseline by 10.
	By 2017, increase collaborative partnerships that support awareness of alcohol, tobacco, and other drug related resources and treatment options from 32 to 42.
	By 2017, increase access to tobacco-free environments from baseline by 10.

Substance Abuse was identified as a top five priority for the East Williamson communities. The Texas DSHS, Healthy People 2020, the National Prevention Strategies, and the Community Guide will guide the intervention strategies under Substance Abuse.

*\* The full Action Plan can be found in Appendix C.*



## STRATEGIC ISSUE 9 HEALTHCARE AWARENESS

### *Health Priority*

Educating about healthcare choices and resources available in the community.

#### **WilCo Wellness Alliance**

The WilCo Wellness Alliance, as a whole, is focused on increasing healthcare awareness and will work with Williamson County and Cities Health District in addressing this strategic issue.

Intervention strategies related to healthcare awareness are incorporated into all strategic issues. The Texas DSHS, Healthy People 2020, the National Prevention Strategies, and the Community Guide will guide the intervention strategies related to Healthcare Awareness.

*\* The full Action Plan can be found in Appendix C.*

## STRATEGIC ISSUE 10 CONTROLLING CONTAGIOUS DISEASE

### *Health Priority*

Working harder to control contagious disease (such as pertussis, salmonella, gonorrhea) through more prevention and treatment.

#### **Williamson County and Cities Health District (WCCHD)**

WCCHD's Communicable Disease Management Team is focused on controlling contagious disease. The following WilCo Wellness Alliance working groups will also assist in addressing this strategic issue: Food Safety, Maternal & Child Health, Mosquito Control, School Health Forum, and the WilCo ICC.

## Controlling Contagious Disease Action Plan

Goal	Objectives
Increase the availability and effectiveness of programs designed to prevent and treat communicable disease.	By 2017, increase the number of individuals receiving Expedited Partner Therapy (EPT) through WCCHD from baseline by 5%.
	By 2017, increase the percentage of children in Williamson County under 6 years of age with two or more immunizations recorded in ImmTrac from baseline by 5%.
	By 2017, fully integrate WCCHD Environmental Health Services and Epidemiology information systems for routine review and dissemination of data to detect and define risks to public health related to food safety and infections from mosquito-borne viruses.
	By 2017, increase the number of Williamson County providers enrolled in the HIE reporting notifiable conditions directly to WCCHD from baseline by 5%.
	By 2017, use Healthy Williamson County to display community-specific education materials on pertussis, chickenpox, campylobacteriosis, and salmonellosis.

Healthy People 2020, the National Prevention Strategies, and the Community Guide will guide the intervention strategies under Controlling Contagious Disease.

*\* The full Action Plan can be found in Appendix C.*



## SUMMARY

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The Community Health Improvement Plan (CHIP) is a result of the work of the WilCo Wellness Alliance (WWA), in partnership with WCCHD. Local stakeholder and community involvement was essential in moving the findings of the CHA into meaningful and measurable plans for action.

The top five countywide strategic issues in Williamson County are:

1. Healthcare Availability
2. Behavioral Health
3. Active Living Support
4. Chronic Disease
5. Active Living

Priorities for community health improvement vary across geographic sectors of the county and, therefore, action plans for all ten strategic issues are provided. Specific working groups of the WWA are identified as the lead for each objective. Monitoring and evaluation of the CHIP is ongoing. The WWA website includes a dashboard of community health indicators as well as web pages that document the progress of each working group.

The WWA is an evolving health and wellness coalition driven by community needs. At the time of publishing this report, new groups have already started to emerge which focus on environmental health as well as public health and medical preparedness.

The WWA leadership will guide the community groups and working groups in implementing a successful CHIP through regular meetings. In addition, it is recommended that each member organization of WWA incorporate the CHIP, where applicable, into their organization's strategic plan. This will ensure sustainability not only across communities but also across organizations. Further, individuals of the WWA are encouraged to apply the strategies of health improvement to their own lives and encourage others to do the same. Individual behavior changes coupled with policy, systems, and environmental changes will lead to a healthier Williamson County.

# APPENDICES

## APPENDIX A: LINKS

[Centers for Disease Control and Prevention](#)

[Healthy People 2020](#)

[Healthy Williamson County \(WilCo Wellness Alliance\)](#)

[Mobilizing for Action through Planning and Partnerships](#)

[National Prevention Strategy \(2011\)](#)

[Regional Healthcare Partnership 8 \(DSRIP\)](#)

[The Community Guide](#)

[Texas Department of State Health Services \(DSHS\)](#)

[WilCo Wellness Alliance \(Healthy Williamson Community\)](#)

[Williamson County CHA \(2013\)](#)

[Williamson County CHIP Prioritization Survey \(2013\)](#)

[Williamson County CHIP Prioritization Survey Results \(2013\)](#)

[Williamson County Health Promotion Resources \(2013\)](#)

## APPENDIX B: GLOSSARY OF ACRONYMS

ACA	Affordable Care Act
ACHIEVE	Action Communities for Health, Innovation, and EnVironmental changE
ASIST	Applied Suicide Intervention Skills Training
BBTCS	Bluebonnet Trails Community Services
CARTS	Capital Area Rural Transportation System
CHA	Community Health Assessment
CHANGE	Community Health Assessment and Group Evaluation
CHES	Certified Health Education Specialist
CHIC	Community Health Improvement Steering Committee
CHIP	Community Health Improvement Plan
CPRP	Certified Park and Recreation Professional
CQI	Continuous Quality Improvement
DM	Diabetes mellitus
DSHS	Department of State Health Services
DSRIP	Delivery System Reform Incentive Payment
ED	Emergency Department
EMS	Emergency Medical Services
EPT	Expedited Partner Therapy
FAAFP	Fellow of the American Academy of Family Practice
FACPM	Fellow of the American College of Preventive Medicine
FPIL	Federal Poverty Income Level
HIE	Health Information Exchange
ICC	Integrated Care Collaborative
ImmTrac	Texas Immunization Registry
ISD	Independent School District
LBSW	Licensed Bachelor of Social Work

LCSW	Licensed Clinical Social Worker
LD	Licensed Dietitian
LSCC	Lone Star Circle of Care
MAPP	Mobilizing for Action through Planning and Partnership
MD	Medical Doctor
MEd	Master of Education
MOT	Mobile Outreach Team
MPA	Master of Public Administration
MPH	Master of Public Health
MS	Master of Science
MSN	Master of Science in Nursing
PARD	Parks and Recreation Directors
PhD	Doctor of Philosophy
PSA	Public Service Announcement
PTA	Parent-Teacher Association
RD	Registered Dietitian
RN	Registered Nurse
RS	Registered Sanitarian
SHAC	School Health Advisory Council
TxDOT	Texas Department of Transportation
US	United States
WCCHD	Williamson County and Cities Health District
WIC	Women, Infants, and Children
WilCo	Williamson County
WWA	WilCo Wellness Alliance

**APPENDIX C: STRATEGIC ISSUES 6-10 ACTION PLANS**



### Strategic Issue 6: Employee Health Action Plan

Goal	Increase the number of employees with access to healthy worksites.		
Objectives	Intervention Strategies	Lead Working Group and Key Organizations	Performance Measures
<p>By 2017, increase the number of employers participating in comprehensive worksite wellness through the Employee Wellness Forum from 4 to 10.</p> <p><i>Available Resources:</i> Worksite Wellness Toolkit</p>	Develop an Employee Wellness Forum for worksite personnel to discuss wellness programs and policies	Employee Wellness Forum	Meeting minutes, sign-in sheets
	Collaborate with businesses to implement comprehensive worksite wellness programs and policies	Employee Wellness Forum	Meeting minutes, sign-in sheets, record of comprehensive worksite wellness policies
	Provide technical assistance to businesses looking to start worksite wellness initiatives through the Worksite Wellness Toolkit	Employee Wellness Forum	Meeting minutes, sign-in sheets
	Collaborate with businesses to encourage their participation in physical activity campaigns	Employee Wellness Forum; Active Living	Meeting minutes, sign-in sheets, record of physical activity campaigns
	Collaborate with businesses to improve nutritional quality of items offered in vending machines at worksites	Employee Wellness Forum; Healthy Eating	Meeting minutes, sign-in sheets, record of vending machine items
<p>By 2017, increase the number of worksites and hospitals with recognized breastfeeding-friendly practices and policies from 13 to 20.</p>	Engage top employers, city and county governments, school districts, restaurants, and other worksites	Maternal and Child Health; Employee Wellness Forum, Healthy Eating	Number of Mother-Friendly Designations achieved
	Engage healthcare facilities	Maternal and Child Health; Employee Wellness Forum	Number of Texas Ten Step Designations achieved

<p><i>Available Resources:</i> Texas DSHS Mother-Friendly Designation Toolkit, Texas Ten Step Designation</p>	<p>Educate employers regarding the benefits of having a breastfeeding-friendly worksite</p>	<p>Maternal and Child Health; Employee Wellness Forum</p>	<p>Policies in place, signage in place, educational resources provided to employees</p>
<p>By 2017, increase the number of employers who provide access to smoke-free environments for their employees from baseline by 5.</p>	<p>Determine baseline</p>	<p>Employee Wellness Forum; WCCHD</p>	<p>Baseline determined</p>
	<p>Educate city leadership regarding the benefits of smoke-free worksites and the benefits of passing city-wide ordinances</p>	<p>WWA; American Heart Association</p>	<p>Meeting minutes, attendance logs</p>
<p><i>Available Resources:</i> Texans Standing Tall, Worksite Wellness Toolkit</p>	<p>Encourage worksites, restaurants, and bars to pass smoke-free policies</p>	<p>Employee Wellness Forum; American Heart Association</p>	<p>New smoke-free or tobacco-free policies implemented.</p>

### Strategic Issue 7: Healthy Eating Action Plan

Goal	Increase access to and awareness of healthy and affordable foods in Williamson County.		
Objectives	Intervention Strategies	Lead Working Group and Key Organizations	Performance Measures
<p>By 2017, increase the number of sites which highlight healthy menu items meeting specific guidelines for calories, total fat, saturated fat, trans fat, and sodium from 12 to 50.</p> <p><i>Available Resources:</i> Dietary Guidelines for Americans 2010, San Antonio Healthy Restaurant Coalition materials, San Antonio Metro Health Department Healthy Vending Toolkit</p>	<p>Certify restaurants for the Por Vida! A Better Choice “For Life”! recognition program</p>	<p>Healthy Eating; WCCHD</p>	<p>Nutritionist Pro-Dietary Guidelines</p>
	<p>Collaborate with hospitals, businesses, senior living centers, school districts, and work places to certify them for the Por Vida! A Better Choice “For Life”! recognition program</p>	<p>Healthy Eating</p>	<p>Meeting minutes, assessment results</p>
	<p>Collaborate with businesses to improve nutritional quality of items offered in vending machines at worksites</p>	<p>Employee Wellness Forum; Healthy Eating</p>	<p>Meeting minutes, sign-in sheets, record of vending machine items</p>
<p>By 2017, increase collaborative partnerships that support awareness and utilization of community gardens, Farmers’ Markets, and other agricultural initiatives from 24 to 35.</p> <p><i>Available Resources:</i> Maps of Community Gardens and Farmers’ Markets throughout Williamson County</p>	<p>Increase usage of outlets promoting Farmers’ Markets</p>	<p>Healthy Eating; WCCHD, healthcare providers</p>	<p>Number of sites promoting Farmers’ Markets</p>
	<p>Promote Community Gardens, Farmers’ Markets, and other agricultural initiatives through media campaigns</p>	<p>Healthy Eating; WCCHD</p>	<p>Number of campaigns</p>
	<p>Provide education classes that promote gardening and how to prepare fresh produce</p>	<p>Healthy Eating; Texas A&amp;M Agrilife Extension, WCCHD</p>	<p>Number of classes</p>
	<p>Establish online calendar on WWA website to share local events</p>	<p>Healthy Eating; Healthy Williamson County sponsors</p>	<p>Online calendar</p>

<p>By 2017, increase the number of nutrition education programs available to families and children (age 0 to 17) from baseline by 5.</p> <p><i>Available Resources:</i> 2013 Williamson County Health Promotion Resources Report</p>	<p>Promote nutrition education classes for new mothers to help improve breastfeeding rates and retention</p>	<p>Maternal and Child Health; Healthy Eating</p>	<p>Number of classes</p>
	<p>Implement an evidence-based childhood obesity prevention program in early childhood centers</p>	<p>Healthy Eating; Williamson Burnet County Opportunities, WCCHD</p>	<p>Number of classes</p>
	<p>Collaborate with stakeholders to implement an evidence-based childhood obesity prevention program in the community</p>	<p>Healthy Eating; School Health Forum</p>	<p>Meeting minutes, sign-in sheets</p>

### Strategic Issue 8: Substance Abuse Action Plan

Goal	Decrease the prevalence of alcohol, tobacco, and other drug use in Williamson County.		
Objectives	Intervention Strategies	Lead Working Group and Key Organizations	Performance Measures
<p>By 2017, increase number of school-based prevention presentations to adolescents and youth from baseline by 10.</p> <p><i>Available Resources:</i> Local non-profits, schools</p>	Determine baseline	School Health Forum	Baseline
	Encourage after school programming for educating students about alcohol, tobacco, and other drugs	Substance Abuse Collaborative; School Health Forum	Formal agreements with organizations providing resources
	Implement educational presentations in collaboration with schools	Substance Abuse Collaborative; School Health Forum	Number of presentations or classes provided
	Collaborate with SHACs and Coordinated School Health programs to enhance current efforts	School Health Forum	Meeting minutes, sign-in sheets
	Work with schools to provide technical assistance and resources in maintaining alcohol, tobacco, and drug-free environments	Substance Abuse Collaborative; School Health Forum, Zero Alcohol Youth Coalition	Presentations conducted
<p>By 2017, increase collaborative partnerships that support awareness of alcohol, tobacco, and other drug related resources and treatment options from 32 to 42.</p> <p><i>Available Resources:</i> WilCo Wellness Alliance website</p>	Share information regarding resources through coalition meetings and other organizations	Substance Abuse Collaborative	Meeting minutes, sign-in sheets
	Develop and promote substance abuse prevention campaigns (i.e., local resources)	Substance Abuse Collaborative	Log of social media posts, PSAs, campaign materials
	Increase collaboration between substance abuse and mental health providers and resources	Mental Health Task Force	Meeting minutes

<p>By 2017, increase access to tobacco-free environments from baseline by 10.</p> <p><i>Available Resources:</i> Texans Standing Tall</p>	Determine baseline	WCCHD	Baseline
	Educate city leadership organizations regarding the benefits of tobacco-free environments.	Employee Wellness Forum	Meeting minutes, attendance logs
	Work with worksites to provide technical assistance and resources to tobacco-free environments.	Employee Wellness Forum	Meeting minutes, sign-in sheets

### **Strategic Issue 9: Healthcare Awareness Action Plan**

Healthcare Awareness is defined as teaching about healthcare choices and resources available in the community. This strategic issue is incorporated across all strategic issues.

Examples of how this integration is planned:

Strategic Issues	Objectives
Healthcare Availability	By 2017, increase the number of providers who have expanded their availability of preventive services and primary care from 0 to 3.
Behavioral Health	By 2017, provide community awareness and education events targeted to reach at least 25% of the Williamson County population.
Active Living Support	By 2017, Williamson County will have identified comprehensive master plans that consider parks, trails systems, sidewalks, and bicycle lanes.
Chronic Disease	By 2017, increase the number of organizations working together to provide evidence-based chronic disease prevention education from 0 to 10.
Active Living	By 2017, increase collaborative opportunities for physical activity campaigns from 1 to 4.
Employee Health	By 2017, increase the number of employers participating in comprehensive worksite wellness through the Employee Wellness Forum from 4 to 10.
Healthy Eating	By 2017, increase the number of nutrition education programs available to families and children (age 0 to 17) from baseline by 5.
Substance Abuse	By 2017, increase the number of school-based prevention presentations to adolescents and youth from baseline by 10.
Controlling Contagious Diseases	By 2017, use Healthy Williamson County to display community-specific education materials on pertussis, chickenpox, campylobacteriosis, and salmonellosis.

### Strategic Issue 10: Controlling Contagious Disease Action Plan

Goal	Increase the availability and effectiveness of programs designed to prevent and treat communicable disease.		
Objectives	Intervention Strategies	Lead Working Group and Key Organizations	Performance Measures
<p>By 2017, increase number of individuals receiving Expedited Partner Therapy (EPT) through WCCHD from baseline by 5%.</p> <p><i>Available Resources:</i> DSRIP Clinical Preventive Services Project</p>	Establish baseline by restructuring current data management system to document EPT services	WCCHD	Baseline
	Increase available clinic hours for preventive health services	WCCHD	Clinic hours schedule
	Promote availability of Expedited Partner Therapy (EPT)	WCCHD	Marketing materials
	Provide and document EPT services	WCCHD	Number of individuals receiving EPT services
<p>By 2017, increase the percentage of children in Williamson County under 6 years of age with 2 or more immunizations recorded in ImmTrac from baseline by 5%.</p> <p><i>Available Resources:</i> Texas DSHS – ImmTrac resources and registry consent forms</p>	Establish baseline via custom reports from ImmTrac	WCCHD	Baseline
	Review custom reports quarterly to monitor progress	WCCHD	Number of meetings
	Use School Health Forum to discuss current policies and procedures regarding ImmTrac participation in ISDs	School Health Forum	Meeting minutes
	Distribute ImmTrac information and marketing materials to SHACS and Family Practice physicians	WCCHD; School Health Forum	Marketing materials
<p>By 2017, fully integrate Environmental Health Services and Epidemiology information systems for routine review and dissemination of data to</p>	Identify current systems and processes used to capture data related to food safety	WCCHD	Overview of systems and processes
	Integrate data related to food safety into a centralized information management system	WCCHD	Information management system



<p>detect and define risks to public health related to food safety and infections from mosquito-borne viruses.</p> <p><i>Available Resources:</i> CDC resources on Food Safety and Arboviral Infections</p>	<p>Develop data related to mosquito surveillance and integrate into a centralized information management system</p>	<p>WCCHD</p>	<p>Information management system</p>
	<p>Schedule quarterly review and analysis of data to guide the continuous quality improvement (CQI) cycle for education and outreach efforts</p>	<p>WCCHD; Food Safety, Mosquito Control</p>	<p>Number of meetings, sign-in sheets</p>
	<p>Disseminate information through community groups, Healthy Williamson County, and food handler training courses (when relevant)</p>	<p>WCCHD; Food Safety, Mosquito Control</p>	<p>Number of presentations</p>
<p>By 2017, increase the number of Williamson County providers enrolled in the HIE reporting notifiable conditions directly to WCCHD from baseline by 5%.</p> <p><i>Available Resources:</i> Texas DSHS – list of Notifiable Conditions</p>	<p>Perform baseline trend analysis to determine gaps in providers reporting notifiable conditions</p>	<p>WCCHD; WilCo ICC</p>	<p>Baseline</p>
	<p>Identify and use the full capacity of HIE to automatically report notifiable conditions to WCCHD</p>	<p>WCCHD; WilCo ICC</p>	<p>Number of automatic notifications generated</p>
	<p>Use the WilCo ICC for ongoing discussions regarding issues related to notifiable conditions</p>	<p>WilCo ICC</p>	<p>Number of meetings</p>
<p>By 2017, use Healthy Williamson County to display community-specific education materials on pertussis, chickenpox, campylobacteriosis, and salmonellosis.</p> <p><i>Available Resources:</i> WilCo Wellness Alliance website</p>	<p>Monitor and track site visitors to identify target audience</p>	<p>WCCHD</p>	<p>Healthy Williamson County dashboard analytics</p>
	<p>Complete disease briefs on current state of pertussis, chicken pox, campylobacteriosis, and salmonellosis in Williamson County</p>	<p>WCCHD</p>	<p>Disease briefs</p>

