

# PLUGGED *in*

## to Healthy Cabarrus

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### Cabarrus County's Collaboration Continues

Dear Executive, Advisory, and Coalition Members,

Can you say “Cabarrus County’s collaboration continues” – three times fast?

I have just entered my fifth official month on the job and I honestly believe I use the word “collaboration” more than any other in my vocabulary. As you all are already aware, the 2016 Community Needs Assessment process identified substance use, mental health and obesity as the most pressing community concerns. One thing that Cabarrus County truly does well is identifying gaps and establishing partnerships to avoid duplication of efforts.

In October of 2015, Carolinas HealthCare System NorthEast, a long-standing partner and supporter of Healthy Cabarrus, convened a group of executive-level community representatives including school superintendents, city managers, health officials and members of the business community to address the rising number of overweight and obese children in our community. Those individuals are now known as the Children WIN Executive Steering Committee and they, along with the Healthy Cabarrus Advisory Board, provide guidance and support to Cabarrus Wellness Coalition. Cabarrus Wellness Coalition now focuses on the identification of new interventions and initiatives specifically focused on ‘increasing the number of high school students who are neither overweight not obese’, an objective established by Healthy North Carolina 2020.

In the past, substance use and mental health were lumped together as a social issue, however the Community Planning Council during their last Community Needs Assessment felt strongly that although these priorities may be intertwined at times, interventions need to be identified to address both independently and together.

With the support of our County Commissioners, Cabarrus County Manager, Mike Downs, is leading the effort to address access to mental health care, raising public awareness and identifying a better system for crisis response. In January of 2017, Mr. Downs created a Mental Health Advisory Board and convened over 25 partners in the field who can directly impact mental health in Cabarrus County. Be sure to attend June’s Healthy Cabarrus Advisory Board Meeting as Jodi Ramirez, Law Enforcement Liaison and Project Administrator, will be presenting on the goals and objectives set for by the Mental Health Advisory Board.

I share all this, to highlight the strengths of our community and how you may be hearing about all the great work from many different stakeholders, but no cause for concern, efforts are not be duplicated they are being celebrated as we continue to find opportunities to partner and extend the reach of all efforts.

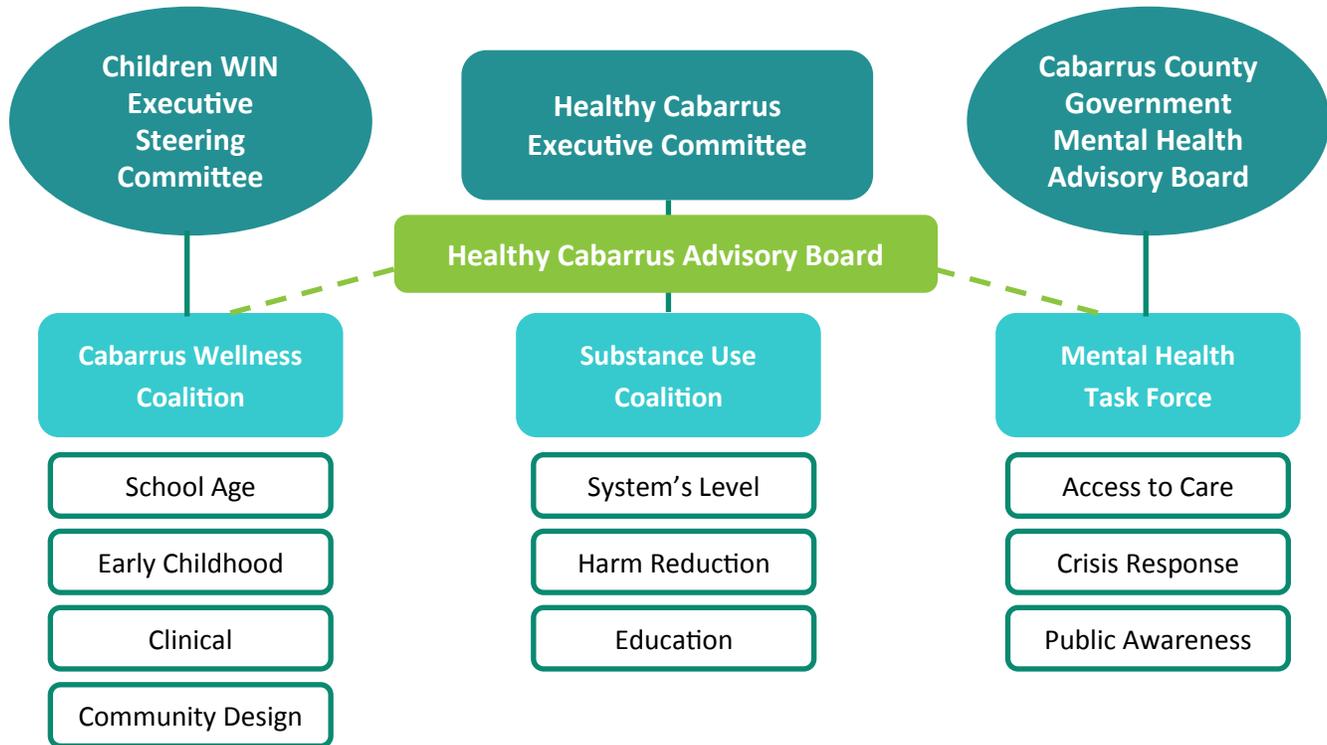
Thanks and be on the lookout for more updates and lunch requests!

*Marcella Beam*

Healthy Cabarrus Executive Director

Healthy Cabarrus  
*Partnerships for Life*

# Cabarrus County Priority Area Reporting Structure



## Healthy Cabarrus Substance Use Coalition Update

In April, the Healthy Cabarrus Substance Use Coalition (HCSUC) and Cabarrus County EMS partnered in efforts to ensure safe disposal of medications on EMS calls. Disposing of patients unneeded medications on calls will reduce the chances that medications will end up in the hands of teens. The HCSUC and Center for Prevention Services provided EMS with 200 Deterra™ medication disposal packs that will be used by community paramedics. Deterra™ deactivates prescription medications, rendering them ineffective for misuse and safe for the environment. Additionally Cabarrus County EMS will provide monthly overdose reports to the HCSUC that will include:

- Confirmed heroin overdoses
- Number of refusals of patients who received Naloxone
- EMS calls for substance abuse complaints
- Number of times Naloxone was administered
- Youth specific substance abused calls

The coalition is data driven and grateful that both school systems administer the Cabarrus Youth Risk Behavior Survey (CYRBS) annually. This survey gives us an inside look at behaviors and perceptions relating to teen

substance use. Currently, the data is being analyzed by Better Brain Consulting. The company will provide:

- An analysis of all questions based on age, sex, and race
- If applicable, examine the data for correlations between substance use and other risk and protective factors, such as grades, attendance, and speaking to parents about substance use.
- A Word document report and a PowerPoint presentation of the findings
- A presentation of the findings to a select group of Cabarrus Health Alliance and Cabarrus County Schools staff, as well as an abbreviated presentation to the HCSUC

### Other accomplishments:

NC DETECT 2015 and 2016 data and medication collection totals are available on the Healthy Cabarrus Website.

The HCSUC is still engaging in action planning. Each workgroup is reviewing interventions that were chosen and deciding what tasks need to be accomplished, who will accomplish them and when the task will be accomplished by. The HCSUC will not meet in July and implementation will begin in August.

## Cabarrus Wellness Coalition - Smarter Lunchroom Training

On March 23 and 24, 50 school nutrition site managers and directors and healthcare volunteers were trained in the principles of Smarter Lunchrooms Movement. Smarter Lunchrooms is a curriculum developed by the Cornell University BEN (Behavioral and Economic Approaches in Child Nutrition Programs) Center. Its aim is to use the principles of behavioral economics to encourage students to make healthier choices in the school lunch line. Thirteen of those trained will serve as Technical Assistance Providers for the school nutrition site managers.

Since implementing the program, small changes have already produced some measurable successes. The Monday following the training, one county high school nutrition site manager placed the cafeteria's fruit in a basket and moved it to the point of sale, one of the program's suggestions. The cafeteria's sale of fresh fruit tripled that day! We look forward to noting other positive changes in student choices based on other sites implementing strategies. Thanks to the NorthEast Foundation, Gordon Food Service, Cabarrus County Schools, and Kannapolis City Schools for their support of this program!



## Staff Spotlight - Marcella Beam

Marcella Beam has worked at the Cabarrus Health Alliance since December 2014, and two years later she assumed the role of Healthy Cabarrus Executive Director in December 2016. Before joining the CHA team, she worked for Anuvia Prevention and Recovery Center in Charlotte providing substance use education to both youth and parents. Marcella is a native Texan, and if you have ever met someone from Texas they are sure to share that fact with you. She

attended the University of Oklahoma, that's right she crossed the Red River and loudly cheers against the Texas Longhorns. Marcella currently lives in Huntersville, with her husband, Daniel, and 9-month old son, Bowen. When not working or traveling back home to Texas, Marcella enjoys college football, crafting, and trying new restaurants. Have any restaurant suggestions?



## Calendar of Events

### June

- 14 - McLeod Naloxone Distribution Day
- 15- Healthy Cabarrus Advisory Board meeting (Cabarrus Health Alliance)
- 16- Syringe Exchange target open date
- 19- Substance Use Coalition (Cabarrus Health Alliance)
- 28- Cabarrus Wellness Coalition Meeting (Clearwater Art Studio)

### July

- NO Substance Use Coalition meeting
- 26- Cabarrus Wellness Coalition Meeting (Clearwater Art Studio)

