



Cobb and Douglas Community Health Improvement Plan II

2017-2021:
2020 PROGRESS REPORT



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2020 Progress Report:

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Introduction

The Cobb & Douglas Community Health Improvement Plan II (2017-2021 CHIP) was published in October 2017 with a focus on key priorities to improve the health and well-being for all who work, live, learn or play in our community. Developed through a partner and data-driven process with our community coalitions Cobb2020 and Live Healthy Douglas, the CHIP aligns with national and state priorities, applies a health equity lens and continues to focus on the impact of policy, systems and environmental change. Acknowledging the uniqueness of the two counties, the 2017-2021 CHIP is organized by county-specific goals and strategies under two strategic priorities.



The 2020 Progress Report provides updates on community actions that align with CHIP goals and strategies. The Coronavirus Disease 2019 (COVID-19) impacted every social determinant of health:

- Income
- Education
- Food insecurity
- Housing, basic amenities and the environment
- Access to affordable health services
- Unemployment and job insecurity
- Working life conditions
- Early childhood development
- Social inclusion and non-discrimination

Despite the global pandemic, community partners from Cobb2020 and Live Healthy Douglas continued to make substantial progress on the goals outlined in the CHIP. These efforts were complemented by dedicated community organizations who expanded partnerships and initiated new endeavors to address job loss, homelessness, heightened food insecurity, behavioral health needs, and adherence to healthy behaviors. In honor of these county-wide commendable efforts, a special thank you is extended towards the countless organizations that aided residents during the challenging times of 2020.

Strategic Priority 1: Healthy Lifestyles

Cobb County

Please see county-specific updates below. This information was gathered directly from Cobb2020 Workgroup Members and recommended agencies. Additions can be emailed to Jazmyn.McCloud@dph.ga.gov.

Note: Information from the 2020 CHIP Progress Report has been integrated into the [Cobb County mySidewalk Dashboard](#).

Goal 1: Tobacco Product Use

Reduce illness, disability and death related to tobacco product use and secondhand smoke exposure.

Strategy 1.1: Identify and reduce tobacco-related disparities among population groups.

Update:

- 2 multiunit housing facilities in Cobb County successfully applied for the BreatheEasy Georgia Homes program. The goal of the recognition program is to increase the number of smoke-free multiunit living facilities in Georgia.

Revisions: None

Strategy 1.2: Promote access to information and support systems for cessation services.

Update:

- Chattahoochee Technical College promoted smoking cessation amongst staff and students during their vaping education campaign. Staff and students were connected to the Georgia Tobacco Quit Line through posters and by health educators provided by Cobb & Douglas Public Health (CDPH).
- Georgia Tobacco Free Youth Project created and implemented a tobacco prevention training with an emphasis on vaping and the health effects of e-cigarettes in April 2020. The training was delivered three times to health providers via webinar due to COVID-19 restrictions.
- Smoking cessation posters were installed in each CDPH facility to link patients and programs with the Georgia Tobacco Quit Line. The posters were displayed near hallways and elevators.
- CDPH prepared trainings for dental clinics to use the Georgia Tobacco Quit Line and its Ask-Refer-Advise program to increase access to cessation services.
- Kennesaw State University received the 2020-2021 Community Health Improvement Plan Partnership Grant to improve the health and well-being of students through tobacco cessation.
- Cobb Community Alliance to Prevent Substance Abuse displayed advertisements in two local Kroger grocery stores that promoted their positive social norms text campaign from January to December 2020. The campaign delivered 2 text messages a month which promoted conversations between caregivers and youth and shared information on tobacco. By December 2020, 171 people subscribed to the text campaign.

Revisions: None

Strategy 1.3: Reduce the initiation of tobacco product use among children, adolescents, and young adults.

Update:

- Chattahoochee Tech conducted a vaping-themed education campaign across all of their Georgia campuses.
- Program Coordinator, Laura Searcy with the Georgia Tobacco Free Youth Project, hosted a digital, vaping theme, Lunch and Learn for Cobb & Douglas Public Health staff.
- Georgia Tobacco Free Youth Project partnered with Emory University School of Medicine's Center for Maternal Substance Abuse and Child Development to create and disseminate educational brochures encouraging youth and pregnant mothers to stay vape-free, smoke-free, and tobacco-free. The brochure was funded by a grant from Georgia Department of Behavioral Health and Developmental Disabilities.
- Cobb Community Alliance to Prevent Substance Abuse (CCAPSA) created a PSA entitled Gamer Vape which was created in partnership with youth. The PSA illustrated the dangers of vaping and encouraged youth to live tobacco-free. The PSA was published in January 2020.

Revisions: None

Strategy 1.4: Reduce exposure to tobacco-related products and secondhand smoke.

Update:

- In March 2020, City of Powder Springs adopted a strong, model tobacco-free parks ordinance. The new policy prohibits the use of all forms of tobacco products including e-cigarettes at all City owned or operated parks or recreational facilities.
- City of Marietta passed Ordinance No. 8138 and 8139 on March 11, 2020. These ordinances create a smoke-free downtown district and ban smoking in outdoor cafes.
- Georgia Department of Public Health provided funding to Cobb & Douglas Public Health to support City of Marietta's enforcement of Ordinance No. 8138 and 8139.
- Cobb2020's Breathe Easy initiative completed several activities aimed at promoting education and increasing their reach, including:
 - Displaying bus shelter ads that promote smoke-free communities within the City of Marietta.
 - Airing Facebook and Instagram ads from October to December 2020. The ads linked residents to the coalition's efforts, educated the community of the benefits of smoke-free worksites, and informed residents that local ordinances can prohibit indoor smoking in all workplaces. The ads were shown over 218,000 times to over 35,000 unique people.
 - A front page, faux note was shared on the Marietta Daily Journal May 15th Weekend Edition via print and digital copy.
- Cobb & Douglas Public Health offered technical assistance and support to any local bar/restaurant that was interested in transiting into a smoke-free establishment.

Revisions: None

Goal 2: Physical Activity

Improve health and the quality of life through daily physical activity.

Strategy 2.1: Increase physical activity among at-risk populations through community design and access.

Update:

- Cobb Senior Services offered virtual exercise classes that broadcasted over Facebook to increase access to physical activity during the COVID-19 pandemic. Virtual classes were offered five days a week from March to December 2020 and received hundreds of views.
- Tandem Mobility, in partnership with the Town Center CID and Cumberland CID, established bike share sites throughout Cobb County and offered 1 hour of free riding.
- Cobb & Douglas Public Health established a new partnership with the Atlanta Regional Commission and helped to promote the free, community based Biketober Challenge in October 2020.
- YMCA of Metropolitan Atlanta received a CHIP Matching grant from CDPH to increase physical activity access points. The grant will allow exercise stations to be installed along the current track and walking trails. These stations will be available for the community to use at no charge and without a YMCA membership.

Revisions: None

Strategy 2.2: Promote and strengthen school and early learning policies and programs that increase physical activity.

Update:

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Revisions: None

Strategy 2.3: Promote and strengthen workplace policies and programs that increase physical activity.

Update:

- Cobb & Douglas Public Health's worksite wellness program quickly adapted to the safety guidelines of COVID-19 and offered fitness sessions by Zoom to allow staff to safely participate while maintaining social distancing and while working from home.
- Throughout 2020, Cobb & Douglas Public Health's Chronic Disease Prevention team continued to promote assistance to develop or strengthen other agencies' worksite wellness centered policies or programs.
- In 2020, Cobb & Douglas Public Health (CDPH) was recognized as one of Atlanta's Healthiest Employers by Atlanta's Business Chronicle. CDPH has held the honor for three consecutive years.
- Cobb & Douglas Public Health (CDPH) participated in the American Public Health Association's 1 Billion Steps Challenge which ran from January 1 thru April 12, 2020. CDPH partnered with Cobb2020 to encourage additional worksites and community members to participate.
- Outdoor yoga presented by Kaiser Permanente was offered at The Battery Atlanta as part of their Wellness Series.

Revisions: None

Goal 3: Healthy Eating

Promote health and reduce overweight and obesity through the consumption of healthy foods.

Strategy 3.1: Increase access to healthy and affordable foods in food desert communities.

Update:

- In response to the increased food insecurity from COVID-19, Cobb & Douglas Public Health (CDPH) partnered with the Common Market and USDA's Farmers to Families program to provide fresh produce boxes to clients at all CDPH center locations. A total of 5,300 boxes were distributed between June through December 2020 from \$92,000 of funding support from the Farmers to Families program.
- Cobb Senior Services conducted 13 food drive through distribution events in food desert areas and provided pantry items, hot meals, fresh fruits, and vegetables etc. to older adults in the community. They focused on food desert areas surrounding the 1150 Powder Springs Street Marietta location. 11,635 cars passed through the event.
- McCleskey YMCA partnered with the Atlanta Braves' Home Plate Project in April 2020. This program allowed flash frozen dinners to be provided at The Church at Green Acres in Smyrna and Brumby Elementary until June 2020.
- Cobb Crisis Task Forces were established in the Spring of 2020 with a variety of non-profit and service organization leaders. Addressing the increased food insecurity was one of the priority areas. Through all of the partners food distribution efforts, hundreds of thousands of food boxes were provided to in-need families and seniors in 2020.
- Cobb County School District's Food and Nutrition Services provided 3,504,080 million meal kits to students at no charge to students pursuing virtual learning during the 2020-2021 school year. The kits contained breakfast and lunch entrees, along with fruit, vegetable, juice, and milk sides. CCSD partnered with MUST Ministries and Marietta City Schools to ensure no food was wasted. They also sought volunteers from local churches and community organizations to help deliver meal kits to those who were not able to come to a school to pick it up.
- Noonday amplified their efforts in 2020 to meet growing food insecurity needs. They distributed over a million pounds of food through 23 churches and community partners during food distributions/drive-thru events scheduled Monday - Saturday. 29,435 Cobb County families were served in 2020.
- During the beginning of the COVID-19 pandemic, the YMCA partnered with Marietta City Schools and provided Y bagged fresh fruits and vegetables to over 500 families weekly in food insecure apartments. The food was distributed via school bus.
- Cobb Senior Services increased Meals on Wheels clientele by 22% and implemented COVID-19 no contact meal delivery protocols. 3,996 hot, restaurant meals were delivered to six senior living communities in food desert communities.
- The Cobb2020 Riverside Neighborhood Community Garden officially opened in the late summer of 2020 and was able to plant fall and winter harvest items. The garden closely partners with the Michael A. Grant Boys and Girls Club to foster youth involvement and educational opportunities with the garden.
- Between March and December 31, 2020, McCleskey YMCA provided over 28,751 families with Blessing Boxes and bags filled with canned good, milk, meat, and fresh produce.
- Cobb Senior Services distributed \$25 Kroger gift cards to 1,000 seniors in the community.
- Wellstar Health System received a CHIP Matching Grant from CDPH to address food insecurities through their Mobile Market program. The grant will provide families in Cobb County with pertinent health information on nutrition and food benefit enrollment and food assistance and nutrition education.
- McCleskey YMCA ensured youth still had access to a nutritious lunch when schools were closed. During school breaks, lunch was delivered to 4 food insecure apartment communities in Cobb County.
- The Cobb Community Foundation established the Cobb Community Food Fleet initiative. The initiative brings together Noonday Association, Athena Farms, the Atlanta Braves, Ryder Trucks, S.A. White Oil

Company, Mobilized Fuels, and numerous Cobb County non-profits to ensure that lack of storage space does not hinder non-profits' food distribution efforts to those in need.

Revisions: None

Strategy 3.2: Increase community knowledge on recognizing appropriate portions and making healthy food and beverage choices.

Update:

- Kennesaw State University received a CHIP Matching grant from CDPH to improve the health and well-being of students through wellness coaching.
- Cobb Seniors Services distributed nutrition education handouts on topics such as exercise, healthy snacking ideas, tips on reducing food waste, and diabetes.
- Through the partnership of Cobb & Douglas Public Health's worksite wellness program and UGA extension, a yearlong Diabetes Prevention Program was offered to at-risk CDPH employees. Classes included nutrition education including portion sizes, well-balanced meals, and healthier options and substitutions.
- The Riverside Neighborhood Community Garden provided educational opportunities for youth from the Michael A. Grant Boys and Girls Club and for youth and adult volunteers of the garden.

Revisions: None

Strategy 3.3: Increase organizational and programmatic changes focused on healthy eating.

- Cobb Senior Services transformed into a food distribution site as centers closed due to the pandemic. A partnership was formed with Operation Meal Plan and other restaurants to deliver meals directly to senior living communities.
- Cobb Senior Services created remote farmers market directly with senior living communities in collaboration with local farmers. 549 clients were served.
- Cobb Chamber of Commerce created Operation Meal Plan Fund which provided a mechanism for local restaurants to support local non-profits by providing meals and provided restaurant workers with additional work. Between March and the end of May, 22 Cobb County restaurants and caterers delivered 13,850 meals to organizations serving those in need.
- From March - July 2020, Marietta City Schools School Nutrition Program provided 240,912 breakfasts, 265,778 lunches, and 6,466 snacks to ensure students and children of the community had access to meals regardless if they were in class or learning virtually. They also worked with various community partners to widen the net of children who were able to receive 7-day meal kits at no cost. To address transportation barriers, some breakfasts and lunches were distributed along 81 stops (18 bus routes).
- Prior to the pandemic MUST Ministries served about 1 ton of food daily, throughout the pandemic expanded their efforts to serve about 3.5 tons of food each day.

Revisions: None

Douglas County

Please see county-specific updates below. This information was gathered directly from Live Healthy Douglas Workgroup Members and recommended agencies. Additions can be emailed to Jazmyn.McCloud@dph.ga.gov.

Note: Information from the 2020 CHIP Progress Report has been integrated into the [Douglas County mySidewalk dashboard](#).

Goal 1: Tobacco Product Use

Reduce illness, disability and death related to tobacco product use and secondhand smoke exposure.

Strategy 1.1: Identify and reduce tobacco-related disparities among population groups.

Update:

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Revisions: None

Strategy 1.2: Promote access to information and support systems for cessation services.

Update:

- CDPH prepared trainings for dental clinics to better utilize the Georgia Tobacco Quit Line and its Ask-Refer-Advise program to increase access to cessation services.
- Parents Educating Parents and Professionals, Inc (PEPP, Inc) promoted the Georgia Tobacco Quit Line via social media platforms and brochures.

Revisions: None

Strategy 1.3: Reduce the initiation of tobacco product use among children, adolescents, and young adults.

Update:

- In 2019, UGA Extension and CDPH staff delivered a presentation on vaping for the Power in Truth (PIT) Conference. It was recorded by New Manchester High School's Audio and Visual Program. In 2020, the presentation was leveraged during the virtual 2020 PIT Conference. Between October 26th and November 20th, the vaping breakout session was viewed 234 times. When the presentation was delivered in-person in 2019, only 100-120 students were able to attend due to limitations of time and facility space.

Revisions: None

Strategy 1.4: Reduce exposure to tobacco product use and secondhand smoke.

Update:

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Revisions: None

Goal 2: Healthy Eating

Promote health through portion control and the consumption of healthy foods to reduce overweight and obesity.

Strategy 2.1: Increase access to healthy and affordable foods in food desert communities.

Update:

- Keep Douglasville Beautiful started a community garden near Mill Village, a known food desert, for residents to access fresh produce as desired.
- Live Healthy Douglas launched the Church St Farmers Market in downtown Douglasville in June 2020 as a SNAP/EBT approved market. Due to COVID, the market opening was delayed from May to June and CDC safety guidelines were strictly enforced. The season ran until September with a total of 17 vendors in rotation and over 3,000 customers for the season.
- Half of the schools in Douglas County School System have a school garden due to the efforts of the Douglas County School Nutrition Program.
- Georgia Power provided a \$5,000 donation to assist with emergency food relief in May 2020. CDPH partnered with the Good Sam Center and The Pantry on Hwy 5 to distribute 450 fresh produce boxes provided by Gilliam's Community Garden and Mobile Farmers Market and West Georgia Produce.
- In response to the increased food insecurity from COVID-19, Cobb & Douglas Public Health partnered with the Common Market and the USDA's Farmers to Families program to provide fresh produce boxes to clients at all CDPH center locations. A total of 5,300 boxes were distributed between June through December 2020 from \$92,000 of funding support from the Farmers to Families program.
- Wellstar Health System received a CHIP Matching Grant from CDPH to address food insecurities through their Mobile Market program. The grant will provide families in Douglas County with pertinent health information on nutrition and food benefit enrollment. It will also provide food assistance and nutrition education.
- Douglasville Police Department in conjunction with the Atlanta Community Food Bank hosted 3 food distribution events in 2020 (Sept. 15th, Oct. 27th, and Dec. 22nd) with the goal of serving at least 200 families at each event.
- During the 2020-2021 school year, the Douglas County School Nutrition Program provided free meals (waived by the USDA) and curbside meals at 5 high schools for digital learners and children from 0 to 18. Curbside meals were also offered during the Fall holidays and food resources were given for the Spring holidays. 250-300 curbside meals were distributed each week. Upon the start of face-to-face instruction, supper meals were provided to students. An estimated 13,000 supper meals were provided monthly. Douglas County School Nutrition Program also established a Friday Bag program that provides meals to students on Thursday that they can eat during Friday's Virtual Learning days.

Revisions: None

Strategy 2.2: Increase community knowledge on recognizing portion control and making healthy food and beverage choices.

Update:

- Douglas County School Nutrition Program promoted National School Lunch Week (Oct. 12-17) by creating special menus, drawing nutrition comic contests, social media cooking contests, student activities and more.
- Douglas County School Nutrition Program selected 2 schools each month to taste test produce featured as the Harvest of the Month. Harvest of the Month is the Georgia Department of Education School Nutrition Program's farm-to-school initiative that highlights an item each month that can be sourced locally and served in Georgia's school meals.

- The Douglas County School Nutrition Program participated in the Offer Versus Serve program for all grades. The Offer Versus Serve concept allows students the opportunity to choose only those foods in which the student intends to eat. This USDA concept is designed to reduce food waste and give the student the opportunity make their food choices.

Revisions: None

Strategy 2.3: Increase organizational and programmatic changes focused on healthy eating.

Update:

- UGA Extension Douglas received a CHIP Matching grant from CDPH to support a youth gardening project and the development and distribution of garden gift bags.’
- The Families First Coronavirus Response Act included a benefit called ‘Pandemic-EBT’ for children who received free or reduced priced school meals in the 2019-2020 school year. This provided each eligible child with \$256.50 to help alleviate food insecurity.

Revisions: None

Goal 3: Youth Behavior

Improve the health, safety, well-being and mental and emotional development of youth (<10), adolescents (10-19) and young adults (20-24).

Strategy 3.1: Promote access to information and resources to maintain or improve mental and emotional well-being in at-risk communities.

Update:

- The Power in Truth Conference (PIT) has been Douglas County’s approach to implement health promotion and educate youth about the effects of risky behaviors since 2000. Due to COVID-19 concerns, the conference was revised into a digital, month-long conference. By turning the traditional, 1-day, in-person conference into a month-long digital experience, student engagement rose by 83%. Additionally, out of the 2,524 students that completed the conference survey, 93% indicated the 2020 virtual experience was their first time participating in the conference. Local subject matter experts filmed content that was used to create the virtual material. Based on the mental and emotional needs of the community, breakout sessions were developed on the following topics: cyberbullying, healthy relationships, mental health, and stress management.

Revisions: None

Strategy 3.2: Create environments that inform and empower youth, adolescents and young adults to make positive choices related to alcohol, tobacco, and other drugs.

Update:

- Based on the needs of the community, the Power in Truth Conference included breakout sessions on alcohol, marijuana, and vaping. Out of the 10 breakout sessions included in the conference, the alcohol breakout session was ranked as the favorite session by middle and high school student attendees.
- To provide a youth voice to the conference and to foster leadership skills, Chapel Hill High School’s Peer Mediators joined Live Healthy Douglas’ Power in Truth Planning Committee.

Revisions: None

Strategy 3.3: Provide individuals and families with the knowledge, life skills, and tools to prevent violence and injuries.

Update:

- In the spring of 2020, CDPH staff provided comprehensive sexual health education to three health classes at New Manchester High School and two health classes at Lithia Springs High School. The Making Proud Choices curriculum and F.L.A.S.H curriculum consists of 12 1-hour modules. 129 students participated in the program. 121 students graduated from the program (attended at least 75% of the program).

Revisions: None

Strategic Priority 2: Access to Health Services

Cobb and Douglas county partners collaborate in district-wide workgroups (cross-county collaboration began in 2017) to plan and implement actions aligning to the Access to Health Services strategic priority. Please see the district-level updates below. Additions can be sent to Jazmyn.McCloud@dph.ga.gov.

Cobb and Douglas County

Goal 1: Access to Primary Care

Improve access to quality primary health services for the underserved community.

Strategy 1.1: Reduce access barriers to accessing clinical and community preventive services, especially among populations at greatest risk

Update:

- Wellstar Kennestone Regional Medical Center opened a new emergency department in July 23, 2020. The addition brings the hospital's emergency capacity from 84 beds to 166 beds. The new, state-of-the-art emergency department can treat more than 600 patients a day – nearly doubling its previous capacity – with up to 220,000 patient visits per year.
- Cobb & Douglas Public Health (CDPH), Wellstar, and Community Organized Relief Effort, Inc. (CORE) partnered together to expand access to COVID-19 testing and vaccinations in Cobb County.
- The Cobb County Community Development Block Grant (CDBG) funded a mobile health services van to increase access to COVID testing and vaccination services for hard-to reach communities. Post-pandemic, this van will be able to provide additional public health services around the community such as HIV testing and immunizations.
- In 2020, City of Acworth was ranked No. 1 in the medium-sized company (100-499 employees) category for Atlanta's Business Chronicle's Healthiest Employers Awards. City of Acworth employees have access to yearly physicals, health tracking programs, on-site health coaches, and wellness stations which are equipped with scales, health tips, and blood pressure cuffs.
- Marietta City Schools offered on-site COVID-19 testing to students and staff in partnership with the Centers for Disease Control and Prevention for a nationally-recognized pilot program.
- Cobb & Douglas Public Health (CDPH) continued to offer free rapid HIV testing at its Marietta, Douglasville, Smyrna, and Acworth-Kennesaw health center locations. CDPH hosted and participated in multiple events throughout Cobb and Douglas Counties to promote its free HIV testing as well.
- City of Douglasville ranked within the top five Healthiest Employers in Atlanta Business Chronicle's Healthiest Employer Award for a medium sized agency (100 – 499 employees). This is the City's fourth

consecutive year being nominated. In 2020, an onsite employee wellness center was established. The wellness center is managed by CareHere. Virtual wellness programs and activities were also offered due to the COVID-19 pandemic.

- Many CDPH services transitioned to virtual (e.g., Tuberculosis medication therapy and WIC nutrition education), mail (e.g., condom subscription program and HIV self-test kits) and drive thru methods (e.g., WIC voucher distribution) to sustain access to care during the COVID-19 pandemic.
- CDPH Healthy Start, Perinatal Case Management Programs, and Wellstar Family Practice GME partnered to provide access to primary care services for Healthy Start clients and their families in Cobb and Douglas County.

Revisions: None.

Strategy 1.2: Increase the care capacity of safety net providers.

Update:

- Two Specimen Point of Collection (SPOC) testing sites were established to aid COVID-19 response efforts at Jim Miller Park in Cobb County and Arbor Place Mall in Douglas County. 112,229 COVID-19 tests were provided from the SPOC, CDPH outreach efforts, CORE, and Air National Guard in Cobb County. 20,521 COVID-19 tests were provided from the SPOC, CDPH outreach efforts, CORE, and Air National Guard in Douglas County.

Revisions: None

Strategy 1.3: Increase the number of comprehensive school-based health centers. (Douglas County)

Update:

- Communities in Schools of Douglas County received a CHIP Matching Grant from CDPH to better prepare Douglas County School System for health emergencies. The grant increased the number of emergency crisis kits and AEDs at Douglas County schools.

Revisions: None

Goal 2: Chronic Disease Management

Increase access to local services that screen for and help control chronic conditions.

Strategy 2.1: Increase chronic disease screenings, education and care management among populations at greatest risk.

Update:

- Cobb & Douglas Public Health's worksite wellness program partnered with UGA extension to offer a one-year Diabetes Prevention Program for at-risk employees. Ten employees completed the entire year long course which was limited to a max of 15 participants.

Revisions: None

Strategy 2.2: Reduce the number of people who are unable to obtain or delay in obtaining necessary prescription medicines for the management of chronic diseases.

Update:

- Marietta City Schools and Douglas County Schools worked with EpiPen4Schools to provide EpiPens to students and staff during a medical emergency.

Revisions: None

Goal 3: Maternal and Infant Mortality

Reduce infant mortality disparities through access to prenatal care.

Strategy 3.1: Increase the proportion of at-risk pregnant women who receive early and adequate prenatal/postnatal care.

Update:

- In 2020, Perinatal Case Management provided prenatal screening to 3,798 pregnant women and 2,046 were enrolled in presumptive Medicaid and the PCM Program. 942 pregnant women were referred to Babies Born Healthy to receive prenatal care at a reduced fee and 78 women were assisted by grant funds to cover the cost of their care.
- In 2020, the Healthy Start program provided education, support, and case management services to 208 pregnant women and assessed 94 of their infants in Cobb and Douglas County. 14% of the births were low birth weight and 12% were preterm deliveries. There were no infant deaths.
- Healthy Start Community Action Network provided community presentations regarding the CDC Hear Her Campaign to reduce maternal mortality.
- Healthy Start Community Action Network on March 3, 2020 provided a Community Form on Maternal and Infant Mortality and called the community to action to improve maternal and child outcomes in Cobb and Douglas County.
- Healthy Start and PCM Programs partnered with the Wellstar ObGyn GME to provide services to pregnant and postpartum women in Cobb and Douglas County.

Revisions: In 2017, the workgroup for this goal area was called the “Infant Mortality Workgroup”. In 2018, the name and focus changed to the “Maternal and Infant Mortality Workgroup”.

Goal 4: Behavioral Health

Improve access to appropriate, quality behavioral health services.

Strategy 4.1: Increase cultural humility among service providers to enhance awareness.

Update:

- All of Cobb County Community Service Board’s staff completed Relias Training for cultural competency.
- Cobb Collaborative hosted a Question, Persuade, Refer (QPR) training on September 24th, 2020 with emphasis on veterans.
- The Crisis Intervention Team conducted three trainings on the topic of Dementia with the Police Academy.
- The Department of Community Affairs provided cultural humility related trainings for providers covering various groups throughout the state.
- Positive Impact Health Centers and Someone Cares, Inc. of Atlanta delivered LGBTQ+ Cultural Competency Training to Cobb & Douglas Public Health’s clinical staff.
- Kennesaw State University hosted a week-long “Navigating the New Normal - the Diversity Edition” event from November 9-13, 2020.
- Kennesaw State University Master’s in Social Work (MSW) Program hosted cultural humility workshops for MSW students. The Social Work Student Organization also hosted a program on Black Lives Matter.
- During a Kennesaw State University campus event, Dean Emeritus from University of Georgia gave a presentation on the first black students who attended Georgia State University.

- Kennesaw State University Master's in Social Work Program offered a presentation where different religious leaders discussed death rituals.
- Kennesaw State University Care Services & Cobb Collaborative co-hosted Homelessness Awareness Week and Vigil from November 1-6, 2020.
- The Behavioral Workgroup participated in job fair planning which occurred within a multi-church area for people who are experiencing homelessness.
- A sex trafficking presentation and literature was presented to Good Sam Outreach Volunteers. Volunteers were also invited to engage in Georgia State University Trauma/Brain 101 informed care training.
- Hopelessness and depression among unemployed/evictees/former inmates were combated by distributing/increasing employment opportunities amongst churches, Department of Community Affairs, missions/ministries, charities/centers, other homeless agencies; legal, community, financial and other foundations/projects.
- Cobb Collaborative created a Race, Equity, and Inclusion webpage with resources for the community. They also hosted a 2-part training series for nonprofit board members on racial equity in boards.
- Cobb Collaborative's Mind Your Mind resource webpage (Cuida tu Mente) was translated into Spanish. Resources can be viewed at in Spanish: <https://www.cobbcollaborative.org/cuida-tu-mente>
- Cobb Collaborative created a social media campaign for BIPOC Mental Health Month in July 2020.
- A Communications Toolkit for Suicide Awareness was created by Cobb Collaborative and included resources for various groups.
- Cobb Collaborative hosted *Angst* in Spanish in July 2020, followed by a discussion panel in Spanish.
- Ser Familia continued to raise awareness and educate the community on challenges faced by Latinx communities/immigrants.
- The Behavioral Health Workgroup worked with translators to convert the New Horizon videos into three languages (Spanish, Portuguese, Korean) to be posted on Cobb2020 and Live Healthy Douglas website.
- Kennesaw State University through a Georgia Department of Behavioral Health and Developmental Disabilities grant provided Strategic Prevention Framework training to students which included cultural competency components.
- Cobb Community Alliance to Prevent Substance Abuse assisted Georgia Department of Behavioral Health and Developmental Disabilities with training providers statewide on shifting interventions to social media for behavioral health.
- Cobb Community Alliance to Prevent Substance Abuse facilitated leadership training of 10 high school students in Strategic Prevention Framework model which included cultural competency.
- Cobb Collaborative conducted a social media campaign during July 2020 for Minority Mental Health Awareness Month.
- The Healthy Start Community Action Network on September 22, 2020 provided a Community Forum on the documentary *Resilience: The biology of Stress and the Science of Hope* to educate local providers on toxic stress and provide ideas for helping families in need.

Revisions: Represents combined Cobb and Douglas county strategies for joint planning efforts

Strategy 4.2: Explore and enhance partnerships to improve access to behavioral health services.

Update:

- Mercer College of Pharmacy, KSU College of Nursing, Safe America Foundation, and KSU Behavioral Response Team joined the Behavioral Health Workgroup in 2020.

- Cobb & Douglas Public Health in partnership with Douglas County School System and Live Healthy Douglas hosted a virtual Power In Truth conference with Douglas County middle and high schools. The adolescent-focused event and mental health workshop received high ratings.
- Behavior Health Workgroup invited a representative from Cobb County Crisis Intervention Team and Behavioral Health and Developmental Disabilities to participate in a workgroup meeting along with public health personnel who conduct research on rural pharmacies and naloxone.
- Representatives from the Behavior Health Workgroup participated in the Cobb County-level Opioid Taskforce. Members have increased awareness about Naloxone with different stakeholders.
- Cobb Community Alliance to Prevent Substance Abuse enhanced collaboration with Cobb County Schools - particularly in Kennesaw/Acworth area under a Drug Free Community grant.
- Behavior Health Workgroup members partnered with Cobb Fire and Police to better handle mental health calls and conduct research on response to mental health calls.
- Marietta First United Methodist Church's ministry participated in meetings to address homelessness particularly those evicted during the COVID-19 pandemic and joblessness to help bolster mental health.
- Cobb Collaborative and Cobb County School District Social Workers enhanced their partnership in 2020 by arranging for screening of Angst at 4 different schools between January and March 2020. Each screening was followed by a panel discussion and resources were shared with attendees.
- Behavior Health Workgroup members collaborated with the Healthy Start Behavioral Health group and The Council on Alcohol and Drugs.
- Cobb County Service Board assisted Cobb County Crisis Intervention Team's training with law enforcement
- Cobb Collaborative became involved with Resilient Georgia Movement which empowers people to recognize adverse childhood experiences and work together to prevent them.

Revisions: None

Strategy 4.3: Promote early identification of behavioral health needs and services available to the community.

Update:

- Cobb Collaborative received a CHIP Matching grant from CDPH to improve outcomes for children and families experiencing behavioral health issues. The grant's goals were to increase awareness of behavioral health resources available in our community that support suicide prevention, create a community-wide marketing campaign, including "suicide safe messaging" on various social media platforms, and provide training and capacity-building opportunities for community members.
- Cobb County Community Service Board published three articles in the Around Acworth Magazine two articles in the Smyrna Brightside, and six articles in the Acts of Kindness section of the Marietta Daily Journal. A monthly newsletter titled *The Rising Sun* is published on the web and sent to community groups and local leaders. All five Cobb County Board of Commissioners have highlighted Cobb County Community Service Board programs in their weekly publications. Furthermore, social media content is published daily to Facebook, LinkedIn and Instagram accounts.
- 19 Cobb County Schools implemented Sources of Strength, a best practice youth suicide prevention project designed to harness the power of peer social networks to change unhealthy norms and culture, ultimately preventing suicide, bullying, and substance abuse.
- 23 Cobb County Schools implemented Signs of Suicide, a suicide prevention program that educates students about the relationship between suicide and depression.

- Crisis Intervention Team had monthly and quarterly meetings with the police academy at KSU to raise awareness about behavioral health, promoted Georgia Department of Behavioral Health and Developmental Disabilities' Emotional Support line in Cobb and Douglas Counties, and attended the Back the Blues event related to self-care of officers.
- 54 campers from Camp MAGIK attended a 2-day, online grief camp in October 2020 for kids who have lost a parent, sibling or other immediate family member.
- Reentry Partnership Housing Provider, Vision 21, tracked people leaving the penal system to support mental wellness. Community resource linkages were made related to housing, employment, and access to needed medication.
- Georgia school counselors gave a presentation on how to handle death and grief in school amidst the COVID-19 pandemic.
- Cobb Collaborative hosted numerous trauma informed trainings, including Mental Health First Aid for Youth and Mental Health First Aid for Adults, Question-Persuade-Refer (QPR) and Connections Matter.
- Cobb Collaborative created short videos with various community members about mental health awareness in May 2020
- Cobb Collaborative created a communication toolkit for September - Suicide Awareness Month and received three proclamations.
- Cobb & Douglas Public Health in partnership with Douglas County School System and Live Healthy Douglas hosted a virtual Power In Truth conference with Douglas County middle and high schools. The adolescent-focused event and mental health workshop was very highly rated.
- Cobb Collaborative launched Mind Your Mind/Cuieda tu Mente campaign with digital resources, film screenings, and panel presentations.
- Behavior Health Workgroup members in collaboration with Cobb Community Alliance to Prevent Substance Abuse created a comprehensive resource guide for substance misuse.
- Behavior Health Workgroup members distributed Georgia Crisis & Access Line cards widely to various providers/caseworkers in the community.
- Cobb Collaborative hosted a training on the Georgia Crisis & Access Line and GA behavioral health services for its Homeless Strategy Team. Angeliqe Hill, MyGCAL Community Collaborator
- Cobb Collaborative offered trauma response training, mental health first aid training to youth, and educational sessions with a licensed trauma therapist for adoptive and foster parents. Many of these trainings and educational opportunities were offered in-person and virtually due to the COVID-19 pandemic.
- Cobb Collaborative offered several screenings of the documentary *Angst* in partnership with Cobb County School District. Screenings were offered in Spanish and English. *Angst* is an iNDIEFLIX Original documentary designed to raise awareness around anxiety.
- Screenings of the documentary *Resilience* was offered to the community by Cobb Collaborative. *Resilience* is a KPJR Film that dives into the science of adverse childhood experiences and movement to prevent toxic stress.

Revisions: None



COBB & DOUGLAS PUBLIC HEALTH

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