

GREENLEE COUNTY

May 2013

Community Health Improvement Plan



CHIP Committee Member Organizations

- ❖ Canyonlands Community Health Care
- ❖ Clifton Unified School District
- ❖ Duncan Unified School District
- ❖ Freeport-McMoran Copper & Gold, Inc. (FMI)
- ❖ Gila Health Resources
- ❖ Graham & Greenlee Counseling Services
- ❖ Graham County Cooperative Extension
- ❖ Greenlee County
- ❖ Greenlee County Community Gardens
- ❖ Greenlee County Democrats
- ❖ Greenlee County Health Department
- ❖ Morenci Townsite Parks and Recreation
- ❖ Morenci Unified School District
- ❖ Southeastern Arizona Behavioral Health (SEABHS)
- ❖ Southeastern Arizona Community Action Program (SEACAP)
- ❖ SouthEastern Arizona Governments Organization (SEAGO)
- ❖ State of Arizona Adult Protective Services
- ❖ Substance Abuse Coalition
- ❖ Town of Clifton
- ❖ Town of Duncan
- ❖ University of Arizona Extension Office

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The CHIP Committee of Greenlee County embraces the following Vision and Values

A Vision for a Safe and Healthy Community

We will improve the quality of living by instilling a healthier way of life, one person at a time. We will nourish our community by increasing knowledge and access to health information and services. We have an obligation to strive for better conditions and standards for our community.

A healthier future for Greenlee County, starting now!

Values

- ▶ Safe, happy and healthy environment for our community
- ▶ Collaborative working climate
- ▶ Knowledgeable and Engaged Community
- ▶ Access to Health Information and Services
- ▶ Economic Viability

Executive Summary

The Greenlee County Community Health Improvement Plan Team is pleased to present the following Community Health Improvement Plan (CHIP) to the county residents, community organizations, and local public health system partners.

Greenlee County Health Department embarked on this comprehensive strategic planning process in July 2012, following the “Mobilizing for Action through Planning and Partnerships (MAPP)” model, to garner National Public Health Department Accreditation from the Public Health Accreditation Board (PHAB). The first step in this process was to conduct a Community Health Assessment (CHA), which collected both qualitative and quantitative data. Input on health status and quality of life was gathered from residents through community meetings and an online survey. Other assessments involved gathering data on the health status of the community and the workings of the local public health system, as well as an assessment of forces likely to impact the health of the community in the near future.

The Community Health Improvement Plan development began with a comprehensive review of the Community Health Assessment and related data. The CHIP Team then identified three issues as health priorities for Greenlee County. They are:

- Obesity – Nutrition and Physical Activity
- Alcohol, Tobacco, and Other Drugs
- Chronic Disease

Goals and objectives relating to these issues as well as suggested strategies, barriers, and community resources comprise the health improvement plan. Importantly, the Greenlee County CHIP team has identified a partnership of individuals and organizations to take responsibility and become involved in the implementation of strategies outlined in the CHIP. The CHIP Team has also identified measurable health outcomes to monitor the progress of implementing the proposed strategies.

The next steps are to continually monitor the progress in implementing the Community Health Improvement Plan in collaboration with stakeholders and partners. The document shall remain fluid document, with ongoing revisions based on evaluation results, newly developing or identified health issues, and changing resources.

Residents and community groups are encouraged to join the CHIP process as it enters the Action Phase. For more information, please refer to The Path Ahead on page 13 of this document. By collaborating on priority health issues, local residents and community organizations will exhibit their deep commitment to maintaining Greenlee County as a healthy place to live and work.

The Framework: A Strategic Planning Model

In the summer of 2012, Greenlee County Health Department coordinated the organization of a CHA/CHIP Steering Committee to oversee the development of the Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP).

After reviewing the limited models/guidance available, it was determined that the most comprehensive model available at the time was the Mobilizing for Action through Planning and Partnerships (MAPP). The MAPP is a strategic approach to community health improvement. This tool helps communities improve health and quality of life through community-wide and community-driven strategic planning. Through MAPP, communities seek to achieve optimal health by identifying and using their resources wisely, taking into account their unique circumstances and needs, and forming effective partnerships for strategic action. This model is extremely useful to Greenlee County due to the small population, resources and community groups that operate within the county. The MAPP tools can be easily adaptable to the needs of the County in this CHA.

The Steering Committee followed the MAPP structure to engage collaboration with individuals, local partners and organizations, and the local public health system. A community health assessment is a collaborative process of collecting and analyzing data and information for use in educating and mobilizing communities, developing priorities, garnering resources, and planning actions to improve the population's health.

The MAPP framework identified the following assessments:

- Community Themes and Strengths
- Local Public Health System Assessment
- Community Health Status Assessment
- Forces of Change Assessment

GCHD used a mixed methods approach to collecting data for the CHA. A combination of primary and secondary data, surveys, and group discussions were used. All of the data was compiled into the Community Health Assessment, which was then shared with the entire community.

After publishing the CHA, the CHA/CHIP Steering Committee set forth to review the findings of the CHA and engage community and local public health system (LPHS) partners in the process. The community health improvement plan addresses the needs of the citizens within the county. This plan should be used by health and other governmental education and human service agencies, in collaboration with community partners, to set priorities and coordinate and target resources. A community health improvement plan is critical for developing policies and defining actions to target efforts that promote health. The Greenlee County CHA/CHIP Steering Committee also ensured that health priorities were closely aligned with state and national goals, standards, and priorities.

The CHA/CHIP Steering Committee determined draft health priorities based on the CHA findings, and community and LPHS partner input. Goals and measurable objectives were identified, along with strategies for implementation, related resources, and potential barriers.

In Spring 2013, the CHA/CHIP Steering Committee presented the draft health priorities to a variety of committees, coalitions, and community partnerships. Issues that received a critical mass of support were to be included in the CHIP.

With the presentation of the CHIP to the community, the Action Phase of the MAPP process begins. Interventions are likely to be multi-level, reaching the population through multiple channels, as well as multi-faceted, with behavioral, social and environmental aspects addressed for greater effectiveness.

Greenlee County is unique in its small size, minimal resources, but strong sense of community. Identified priorities must be embraced by the community, because each individual and organization must contribute and shoulder some responsibility for the change. The Action Phase is projected to last three years, at which time progress toward objectives will be reported to the community. Since health needs are constantly emerging, the cyclical nature of the MAPP process allows the periodic identification of new priorities and the realignment of activities and resources to address them.

PUBLIC HEALTH PRIORITY ISSUES

ISSUE ONE: Obesity – Nutrition and Physical Activity

Obesity – Nutrition and Physical Activity

Obesity was identified as one of the most pressing health issues facing Greenlee County. In data collected between 2008-2010, 76% of Greenlee County residents were identified to be overweight or obese. The Center for Disease Control and Prevention

(CDC) Division of Nutrition, Physical Activity, and Obesity (DNPAO) utilizes Body Mass Index (BMI), which is a number calculated from a person's weight and height, as a reliable indicator of body fatness for most people and is used to screen for weight categories that may lead to health problems. In adults, a BMI score of 25.0-29.9 is deemed overweight, and 30.0 and above is obese. From County Health Rankings in 2012, 36% of adults were obese, surpassing the State of Arizona which reported 25%.

In the online Community Survey conducted for the Community Health Assessment, Obesity was identified as the second most important health-related issue for the entire community. In response to the question regarding "the most important risky behaviors" in the community, "being overweight," "lack of exercise," and "poor eating habits" were ranked in the top 5. Obesity is highly correlated to nutrition and physical activity. From County Health Rankings in 2012, 26% of Greenlee County adults aged 20 and over reported they were physically inactive (spent no leisure time conducting physical activity).

Greenlee County would like to focus on the priority health issue of obesity, which also correlates to many other health issues. By focusing on improving nutrition and increasing physical activity, the county may reduce overweight and obesity, and improve the overall health of the community.

The issue of obesity, focusing on nutrition and physical activity, is aligned with both state and national priorities. One of the health outcomes listed in the "Arizona's Winnable Battles" from the Arizona Department of Health Services Strategic Map: 2011-2014 is to "Promote Nutrition and Physical Activity to Reduce Obesity." In the Health People 2020 Report released by the U.S. Department of Health and Human Services, two of the key topic areas are: Nutrition and Weight Status, and Physical Activity.

Discussions about the root causes of obesity in Greenlee County pertained to access to fruits, vegetables, and healthy food options. There is greater access to fast food and convenient store food than there is nutritious options. The County Health Rankings described 33% of all restaurants as "fast food establishments." The primary industry, mining, is conducive to long shifts and long travel times to work. The rural setting does not offer many exercise opportunities. County Health Rankings noted there were 0 recreational facilities per 100,000 residents in Greenlee County. There are developing movements to increase nutrition and exercise opportunities, which will be discussed further.

Healthy People 2020: Nutrition and Weight Status

The Nutrition and Weight Status objectives for Healthy People 2020 reflect strong science supporting the health benefits of eating a healthful diet and maintaining a healthy body weight. The objectives also emphasize that efforts to change diet and weight should address individual behaviors, as well as the policies and environments that support these behaviors in settings such as schools, worksites, health care organizations, and communities. Americans with a healthful diet:

- Consume a variety of nutrient-dense foods within and across the food groups, especially whole grains, fruits, vegetables, low-fat or fat-free milk or milk products, and lean meats and other protein sources.
- Limit the intake of saturated and *trans* fats, cholesterol, added sugars, sodium (salt), and alcohol.
- Limit caloric intake to meet caloric needs.

All Americans should avoid unhealthy weight gain, and those whose weight is too high may also need to lose weight.



ISSUE ONE: Obesity – Nutrition and Physical Activity

Why Are Nutrition and Weight Status Important?

Diet and body weight are related to health status. Good nutrition is important to the growth and development of children. A healthful diet also helps Americans reduce their risks for many health conditions, including:

- Overweight and obesity
- Malnutrition
- Iron-deficiency anemia
- Heart disease
- High blood pressure
- Dyslipidemia (poor lipid profiles)
- Type 2 diabetes
- Osteoporosis
- Oral disease
- Constipation
- Diverticular disease
- Some cancers

Individuals who are at a healthy weight are less likely to:

- Develop chronic disease risk factors, such as high blood pressure and dyslipidemia.
- Develop chronic diseases, such as type 2 diabetes, heart disease, osteoarthritis, and some cancers.
- Experience complications during pregnancy.
- Die at an earlier age.

What is Greenlee County doing?

- Farmers Market in Duncan on Saturdays and Clifton on Thursdays; need to increase amount of fruits and vegetables available. Especially during winter, there are more crafts than healthy food options for sale. The Markets both accept WIC and are working on being able to accept SNAP.
- Working with school districts to review menu options and adopt USDA MyPlate recommendations
- Healthy Cooking classes hosted by GCHD
- Greenlee County Community Gardens



Healthy People 2020: Physical Activity

The Physical Activity objectives for Healthy People 2020 reflect the strong state of the science supporting the health benefits of regular physical activity among youth and adults. Regular physical activity includes participation in moderate and vigorous physical activities and muscle-strengthening activities.

More than 80 percent of adults do not meet the guidelines for both aerobic and muscle-strengthening activities. Similarly, more than 80 percent of adolescents do not do enough aerobic physical activity to meet the guidelines for youth. Working together to meet Healthy People 2020 targets via a multidisciplinary approach is critical to increasing the levels of physical activity and improving health in the United States.

The Physical Activity objectives for 2020 highlight how physical activity levels are positively affected by:

- Structural environments, such as the availability of sidewalks, bike lanes, trails, and parks
- Legislative policies that improve access to facilities that support physical activity

Why Is Physical Activity Important?

Regular physical activity can improve the health and quality of life of Americans of all ages, regardless of the presence of a chronic disease or disability. Among adults and older adults, physical activity can lower the risk of:

- Early death
- Coronary heart disease
- Stroke
- High blood pressure
- Type 2 diabetes
- Breast and colon cancer
- Falls
- Depression

Among children and adolescents, physical activity can:

- Improve bone health.
- Improve cardiorespiratory and muscular fitness.
- Decrease levels of body fat.
- Reduce symptoms of depression.

For people who are inactive, even small increases in physical activity are associated with health benefits.

What is Greenlee County doing?

- Greenlee County maintains a strong working relationship with FMI. FMI is developing the Morenci Townsite, a state of the art Fitness Center with a community swimming pool, walking trails, and ample fitness opportunities.
- GCHD is organizing 5K fun runs and community events to cultivate an emphasis on exercise.

ISSUE ONE: Obesity – Nutrition and Physical Activity

<p>Goal</p> <p>Reduce the prevalence of Obesity and Overweight through improved Nutrition and Physical Activity</p>	<p>Outcome Objectives/Indicators</p> <ul style="list-style-type: none"> • Increase the intake of fruits and vegetables • Reduce the percentage of obese and overweight people • Increase the percentage of people who engage in regular physical activity • Increase the percentage of overweight adults who are modifying diet and increasing physical activity to lose weight
<p>Risk Factors</p> <ul style="list-style-type: none"> • Unhealthy diet • Physical inactivity • Lack of education • Low income 	<p>Impact Objectives</p> <ul style="list-style-type: none"> • Increase the number of restaurants/school cafeterias that are offering/promoting healthy choices • Increase the number of community groups developing policies on health refreshments • Increase the number of families engaging in physical activity together • Increase the number of low cost/free nutrition and cooking classes and exercise opportunities in the community • Increase percentage of child-oriented education of nutrition
<p>Contributing Factors</p> <p><i>Direct Contributing Factors:</i></p> <ul style="list-style-type: none"> • Lack of knowledge • Lack of time • Poor eating habits • Lifestyle does not incorporate physical activity • Long commute times • Work shift schedules • Access to healthy food • Limited access to physical activity sites <p><i>Indirect Contributing Factors:</i></p> <ul style="list-style-type: none"> • Advertising unhealthy food to children • Lack of access to wholesome foods • Availability of calorie-dense food • Environment unfavorable to physical activity • Role models • Chronic illness • Disabilities • Depression/Mental Health 	<p>Suggested Intervention Strategies</p> <ul style="list-style-type: none"> • Increase awareness and knowledge of the benefits of regular physical activity and good nutrition for all county residents throughout the lifespan • Improve consumers' perceptions concerning the value of healthy food choices and regular exercise • Advocate for creating/sustaining an environment conducive to physical activity including "walkable" communities that respect pedestrian rights and have sidewalks in good repair, bicycle paths, improved lighting, etc. • Increase awareness and access to different types of physical activity, programs and facilities Develop/advocate for policies in schools, senior programs, worksites and other community groups that are consistent with good nutrition and increased exercise • Advocate for expanded nutrition/physical education in schools and other community settings • Increase knowledge and skills among all groups needed to purchase, prepare and consume healthy foods and incorporate exercise into lifestyle • Advocate for restrictions on unhealthy food advertising aimed at children • Advocate for parents and caregivers to serve children healthy snacks and encourage physical activity • Increase distribution of nutrition information • Increase awareness of sources of credible nutrition information and criteria for determining credibility • Advocate for food providers to develop and implement incentive programs that promote consumers' healthy food choices • Increase awareness of programs and resources providing increased access to healthy food choices
<p>Resources Available</p> <ul style="list-style-type: none"> • Municipal and county parks • School exercise facilities • GCHD Women, Infants and Children (WIC) Program • GCHD Community Nutrition Education Program • GCHD Physical Activity Program • GCHD Registered Dietician • Greenlee County Community Gardens • Morenci Townsite Parks and Recreation • USDA MyPlate Program • School Food and Nutrition Directors • County and Public Health Fairs • University of Arizona Extension Office 	<p>Barriers</p> <ul style="list-style-type: none"> • Cost • Time constraints • Lack of knowledge • Attitudes about nutrition/physical activity • Concerns about liability • Access/Availability • Transportation

Alcohol, Tobacco and Other Drugs

Community discussions and local data demonstrated that alcohol, tobacco, and other drug use and abuse was identified as another priority health issue for Greenlee County. In the Community Survey conducted online as part of the Community Health Assessment, “Alcohol and Drug Use” was reported to be the number one most important health related issue for the community.

Tobacco use was ranked in the top five. In response to the question identifying “the most important risky behaviors” in the community, meaning those behaviors that have the greatest impact on overall community health, the top two responses were: “alcohol abuse” and “drug abuse.”

In data collected by the Arizona Department of Health Services between 2008-2010, 18.94% of adults in Greenlee County were current smokers, higher than the state average of 15.65%. In the County Health Rankings for 2012, 16% of adults engaged in excessive drinking.

With regard to state and national priorities, one of the health outcomes listed in the “Arizona’s Winnable Battles” from the Arizona Department of Health Services Strategic Map: 2011-2014 is to “Reduce Tobacco Use and Substance Abuse.” This health priority issue is also aligned with the U.S. Department of Health and Human Services, Healthy People 2020 Topic Areas: Substance Abuse and Tobacco Use.

Lifelong habits are formed at a young age, and alcohol, tobacco, and other substance use and abuse among youth in Greenlee should be emphasized within this priority issue.

From Healthy People 2020: Substance Abuse

In 2005, an estimated 22 million Americans struggled with a drug or alcohol problem. Almost 95 percent of people with substance use problems are considered unaware of their problem. Of those who recognize their problem, 273,000 have made an unsuccessful effort to obtain treatment. These estimates highlight the importance of increasing prevention efforts and improving access to treatment for substance abuse and co-occurring disorders.



Why Is Substance Abuse Important?

Substance abuse has a major impact on individuals, families, and communities. The effects of substance abuse are cumulative, significantly contributing to costly social, physical, mental, and public health problems. These problems include:

- Teenage pregnancy
- Human immunodeficiency virus/acquired immunodeficiency syndrome (HIV/AIDS)

- Other sexually transmitted diseases (STDs)
- Domestic violence
- Child abuse
- Motor vehicle crashes
- Physical fights
- Crime
- Homicide
- Suicide

Why Is Preventing Tobacco Use Important?

Tobacco use is the single most preventable cause of death and disease in the United States. Each year, approximately 443,000 Americans die from tobacco-related illnesses. For every person who dies from tobacco use, 20 more people suffer with at least 1 serious tobacco-related illness. In addition, tobacco use costs the U.S. \$193 billion annually in direct medical expenses and lost productivity. Tobacco use causes:

- Cancer
- Heart disease
- Lung diseases (including emphysema, bronchitis, and chronic airway obstruction)
- Premature birth, low birth weight, stillbirth, and infant death

There is no risk-free level of exposure to secondhand smoke. Secondhand smoke causes heart disease and lung cancer in adults and a number of health problems in infants and children, including:

- Severe asthma attacks
- Respiratory infections
- Ear infections
- Sudden infant death syndrome (SIDS)

What is Greenlee County doing?

- ASH Line
- Community Based Outreach

ISSUE TWO: Alcohol, Tobacco, and Other Drugs

<p>Goal Reduce the use and abuse of Alcohol, Tobacco, and Other Drugs (ATOD)</p>	<p>Outcome Objectives/Indicators</p> <ul style="list-style-type: none"> • Decrease percentage of high school students who say they are currently smoking by 5% • Decrease the percentage of high school students who have used substances in the past 30 days • Increase the percentage of current smokers referred to the ASH line within the past year • Decrease the percentage of adults engaging in excessive drinking
<p>Risk Factors</p> <ul style="list-style-type: none"> • Youth, especially those under age 18 • Parental/peer use of tobacco and other substances 	<p>Impact Objectives</p> <ul style="list-style-type: none"> • Raise the age of initiation to ATOD use • Reduce the availability of smoking materials by enforcing tobacco age of sale laws • Increase number of expectant mothers who quit smoking and/or establish smoke-free homes
<p>Contributing Factors</p> <p>Direct Contributing Factors:</p> <ul style="list-style-type: none"> • Peer pressure • Lack of knowledge/refusal skills • Financial means • Attitudes about substance use/abuse • Access to smoking materials and other substances • Addiction • Rural setting/lack of activities • Mental health/loneliness/depression <p>Indirect Contributing Factors:</p> <ul style="list-style-type: none"> • Low self-esteem • Role models • Lack of support from family and friends • Media portrayals of substance use 	<p>Suggested Intervention Strategies</p> <ul style="list-style-type: none"> • Organize coalition meetings and other community events to increase awareness about the issue of ATOD use/abuse and the negative effects on health • Promote use of programs/initiatives for ATOD prevention, especially those involving schools, parents, and community organizations that take into account culture and lifestyle • Increase awareness of ASH Line Program and substance abuse resources including those promoting risks of alcohol, e.g. effects on fetus, driving under the influence, etc. • Advocate for increased participation in school ATOD programs, including School Resource Officers • Increase youth involvement in ATOD prevention and cessation activities • Promote Resiliency Building for young people in youth programs, schools and other community settings • Improve parenting skills through education • Encourage health care professionals to advise patients who use and abuse ATOD of the health risks • Increase awareness of grassroots efforts to reduce use and abuse of substances, e.g. the Greenlee County Substance Abuse Coalition • Increase awareness about prescription drug abuse among elderly • Create uniformity throughout the county with regard to education, policies, and enforcement on alcohol and other substances • Provide education in relation to substance use, including messages sent to young people about underage drinking • Reduce use of ATOD to increase mental and physical health
<p>Resources Available</p> <ul style="list-style-type: none"> • Southeastern Arizona Behavioral Health Services, Inc. (SEABHS) • ACTS • Arizona Smokers' Hotline (ASHLine) • Alcoholics Anonymous • Graham County Rehab • Graham and Greenlee Counseling • Substance Abuse Coalition • Gila Health Resources • School Resource Officer 	<p>Barriers</p> <ul style="list-style-type: none"> • Attitudes about substance use/abuse • Lag time in appearance of detrimental effects



In Greenlee County, the third priority health issue chosen for the Community Health Improvement Plan is chronic disease. Chronic disease is an expansive category, and is highly correlated with the other two priority health issues of obesity: nutrition and physical activity, and alcohol, tobacco, and other substance use and abuse.

Chronic disease is also highly related to another pressing issue within Greenlee County, which is access to health care.

The U.S. Department of Health and Human Services, Healthy People 2020 Topic Areas include multiple chronic diseases:

- Arthritis, osteoporosis, and chronic back conditions
- Cancer
- Chronic kidney disease
- Diabetes
- Heart disease and stroke

Greenlee County has chosen to group the management of chronic disease together and to emphasize the whole body approach to maintaining good health.

The Centers for Disease Control and Prevention (CDC) National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP) states that chronic diseases, such as heart disease, stroke, cancer, diabetes, and arthritis, are among the most common, costly, and preventable of all health problems in the U.S.

Chronic Disease

Chronic Diseases are the Leading Causes of Death and Disability in the U.S.

- 7 out of 10 deaths among Americans each year are from chronic diseases. Heart disease, cancer and stroke account for more than 50% of all deaths each year.
- In 2005, 133 million Americans – almost 1 out of every 2 adults – had at least one chronic illness.
- Obesity has become a major health concern. 1 in every 3 adults is obese and almost 1 in 5 youth between the ages of 6 and 19 is obese (BMI \geq 95th percentile of the CDC growth chart).
- About one-fourth of people with chronic conditions have one or more daily activity limitations.
- Arthritis is the most common cause of disability, with nearly 19 million Americans reporting activity limitations.
- Diabetes continues to be the leading cause of kidney failure, non-traumatic lower-extremity amputations, and blindness among adults, aged 20-74.
- Excessive alcohol consumption is the third leading preventable cause of death in the U.S., behind diet and physical activity and tobacco.

Four Common Causes of Chronic Disease

Four modifiable health risk behaviors—lack of physical activity, poor nutrition, tobacco use, and excessive alcohol consumption—are responsible for much of the illness, suffering, and early death related to chronic diseases.

- More than one-third of all adults do not meet recommendations for aerobic physical activity based on the 2008 Physical -

Activity Guidelines for Americans, and 23% report no leisure-time physical activity at all in the preceding month.

- In 2007, less than 22% of high school students and only 24% of adults reported eating 5 or more servings of fruits and vegetables per day.
- More than 43 million American adults (approximately 1 in 5) smoke.
- In 2007, 20% of high school students in the United States were current cigarette smokers.
- Lung cancer is the leading cause of cancer death, and cigarette smoking causes almost all cases. Compared to nonsmokers, men who smoke are about 23 times more likely to develop lung cancer and women who smoke are about 13 times more likely. Smoking causes about 90% of lung cancer deaths in men and almost 80% in women. Smoking also causes cancer of the voicebox (larynx), mouth and throat, esophagus, bladder, kidney, pancreas, cervix, and stomach, and causes acute myeloid leukemia.
- Excessive alcohol consumption contributes to over 54 different diseases and injuries, including cancer of the mouth, throat, esophagus, liver, colon, and breast, liver diseases, and other cardiovascular, neurological, psychiatric, and gastrointestinal health problems.
- Binge drinking, the most dangerous pattern of drinking (defined as consuming more than 4 drinks on an occasion for women or 5 drinks for men) is reported by 17% of U.S. adults, averaging 8 drinks per binge.

ISSUE THREE: Chronic Disease

As these four modifiable health risk behaviors have already been identified as the most pressing in Greenlee County, the efforts to curb chronic disease will pertain to early detection, and in the improved education and ability of individuals to manage their chronic diseases.

<p>Goal</p> <p>Reduce the prevalence of Chronic Disease through screenings, education, and treatment</p>	<p>Outcome Objectives/Indicators</p> <ul style="list-style-type: none"> • Increase percentage of residents able to access information on Chronic Disease management • Increase percentage of residents participating in chronic disease self management programs
<p>Risk Factors</p> <ul style="list-style-type: none"> • Genetics • Lack of education • Obesity • Substance abuse 	<p>Impact Objectives</p> <ul style="list-style-type: none"> • Increase percentage of residents participating in health screenings and preventive care services • Increase medication management in residents with chronic disease • Increase ability of residents with chronic disease to manage pain • Increase access to local treatment programs for chronic disease
<p>Contributing Factors</p> <p><i>Direct Contributing Factors:</i></p> <ul style="list-style-type: none"> • Risky behavior • Lack of knowledge • Lack of understanding of chronic disease • Access to healthcare/medical specialists • Lack of physical activity • Poor nutrition <p><i>Indirect Contributing Factors:</i></p> <ul style="list-style-type: none"> • Affordability of medication • Limited public health marketing budget 	<p>Suggested Intervention Strategies</p> <ul style="list-style-type: none"> • Increase awareness and knowledge about existing resources for chronic disease • Increase enrollment in workshops and programs for chronic disease • Increase availability of information and tools for chronic disease self care • Encourage healthcare professionals to advise patients of chronic disease screenings and preventative care • Encourage healthcare professionals to advise patients on chronic disease management including self care • Increase general chronic disease information and workshops on GCHD website • Improve patient self care through education
<p>Resources Available</p> <ul style="list-style-type: none"> • Greenlee County Health Department <ul style="list-style-type: none"> ◦ Well Woman Health Check Program ◦ Breast and Cervical Cancer Treatment Program (BCCTP) ◦ Tobacco and Chronic Disease Prevention Program • Gila Health Resources • Canyonlands Community Health Care • Public Health Fair 	<p>Barriers</p> <ul style="list-style-type: none"> • Rural setting • Access to health care • Chronic disease coordinator/available lay leader • Cultural perceptions/attitudes about health • Fear/commitment issues • Lack of disease understanding

The Path Ahead

By definition the CHIP process is a cyclical progression toward community health improvement. With the completion of the Community Health Improvement Plan, participants will move to the Action Phase. This part of the cycle consists of monitoring performance measures and progress related to health improvement indicators. The CHA/CHIP Steering Committee's next step will be to bring more community members "to the table" who will help set measurable objectives, select strategies to reach them, and identify existing and new resources needed. Evaluation will remain foremost so that progress toward goals can be quantified. The level of achievement will result from the commitment of the task force members. All residents and community and civic organizations are invited to join the effort. To become involved or for more information, contact the CHIP Initiative at the:

Greenlee County Health Department
253 Fifth Street
Clifton, AZ 85533
Phone: (928) 865-2601
www.co.greenlee.az.us/health

Greenlee County Health Department (GCHD) is working to reach all members of the community through multiple communication modes. GCHD is currently updating the website to be more comprehensive and provide better information and services to the community. Hard copies of the CHA and CHIP will be available at local libraries and at the Health Department.

Stay tuned as Greenlee County Health Department adopts social media including Facebook!

