


Wilson
Wellness
COLLABORATIVE
2019 Strategic Plan

Wilson Wellness Collaborative (WWC) represents a cross-sector collaboration of community stakeholders committed to the improvement of health and wellness in Wilson County. WWC has convened 9 community sessions over the span of 8 months to gather input from various stakeholders in the Wilson community. We have identified 8 interconnected focus areas to guide the process, priorities, goals and actions of the plan. By setting social determinants of health as a priority in this collaboration, the WWC will address some of the most significant influences on the health of our population. We have identified 9 community aims and corresponding strategies to support and promote health and wellness in the Wilson community. The WWC Community Wellness Plan will be implemented over a 3-year time frame and is subject to change as deemed appropriate by the Wilson Wellness Collaborative.

Action Plan Framework

Guiding Goals	Wilson Wellness Collaborative's fundamental goals to be used throughout the development and implementation of the plan
Focus Areas	Areas where focused measurement and effort is needed to change health and wellness outcomes for the community
Community Aims	Wilson Wellness Collaborative's broad aspirational goals for this community health plan
Outcome Targets	Specific and measurable community-level driven data. A target may be aligned with one or multiple of the Wilson Wellness collaborative focus areas.
Strategies	High level ideas to drive change to achieve the mission of the Wilson Wellness Collaborative
Actions	Specific steps designed to be taken by individuals, agencies, groups or organizations to drive change towards the community aims and larger mission of the Wilson Wellness Collaborative
Strategy Action Leadership	Identified organizational leaders to help coordinate and implement the designated actions to drive change towards the community aims and larger mission of the Wilson Wellness Collaborative



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Leadership

Committee Co-Chairs

Candice Rountree - Wilson County DSS
Teresa Ellen – Wilson County Health Dept.

Initiative Facilitator

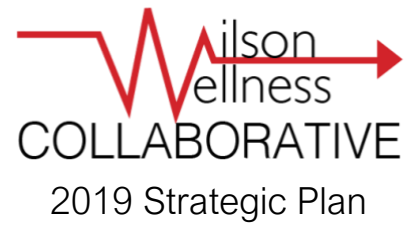
Wilson Forward

Planning Committee

Paula Benson – Wilson Forward	Teresa Ellen – Wilson County Health Dept.
Cameron Cochran – Wilson Forward	Judi Thurston – United Way of Wilson County
Virginia Bane – Wilson Forward	Denise O’Hara – Healthcare Foundation of Wilson
Candice Rountree – Wilson County DSS	Paula Furiness – Wilson Medical Center

Collaborating Agencies/Organizations:

AmeriCorps VISTA	Upper Coastal Plain Council of Government
Area L AHEC	Vidant Health
Barton College	Wesley Shelter
Carolina Family Health Centers, Inc.	Wilson Chamber of Commerce
City of Wilson	Wilson County 4H Youth Development
Community Impact North Carolina	Wilson County Partnership for Children
Diversified Opportunities Inc.	Wilson County Public Library
Eastpointe	Wilson County Health Department
Wilson County Emergency Medical Services	Wilson County Substance Prevention Coalition
Healthcare Foundation of Wilson	Wilson Community College
Hope Station	Wilson County Department of Social Services
Integrity Unlimited CDC	Wilson County Schools
Land of Learning	Wilson Crisis Center
N.C. Cooperative Extension, Wilson County	Wilson Education Partnership
Next Step Life Coaching	Wilson Family YMCA
OIC of Wilson	Wilson Forward
Salvation Army/Project CATCH	Wilson Housing Authority
Seeds of Hope	Wilson Medical Center
The SPOT	Wilson Police Department
United Way of Wilson	Wilson Pregnancy Center

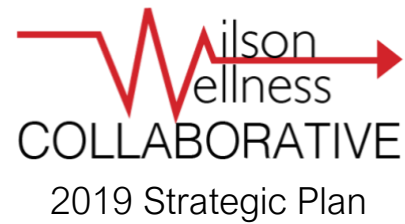


Guiding Goals

- The residents of Wilson will be physically healthy
- The residents of Wilson will be emotionally healthy
- The youth of Wilson will have healthy beginnings

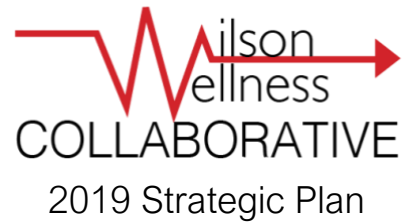
Focus Areas

- Nutrition/Physical Activity/Obesity
- Substance Misuse
- Food Insecurity
- Affordable Housing
- Mental Health/Trauma
- Early Screenings and Detection
- Teenage Pregnancy and STDs/STIs
- Pre-K and Early Childhood Development



Community Aims

WILSON WILL BE A COMMUNITY THAT EMBRACES A CULTURE OF HEALTH	7
ALL CHILDREN OF WILSON WILL HAVE ACCESS TO HIGH QUALITY EARLY EDUCATION OPPORTUNITIES	15
THE WILSON COMMUNITY WILL SUPPORT AND ESTABLISH POSITIVE OPPORTUNITIES AND HEALTHY ENVIRONMENTS FOR YOUTH	18
WILSON WILL BE A TRAUMA INFORMED COMMUNITY	22
WILSON WILL HAVE INCREASED ACCESS TO AND EXPERIENCES OF LOCAL RECREATIONAL OPPORTUNITIES	25
THE YOUTH OF WILSON WILL BE EMPOWERED TO MAKE INFORMED AND HEALTHY CHOICES ABOUT THEIR LIVES AND FUTURES.	26
THE RESIDENTS OF WILSON WILL HAVE ACCESS TO SAFE AND AFFORDABLE HOUSING OPPORTUNITIES	30
WILSON WILL PROVIDE RESOURCES AND SUPPORT FOR BEHAVIORAL HEALTH AND SUBSTANCE MISUSE	33
THE RESIDENTS OF WILSON WILL HAVE HEALTHY AND ACCESSIBLE FOOD	36



Outcome Targets

Note: Outcome target aims, data, and target outcomes will continue to be developed, reviewed and finalized before final plan publication

Target Aims	Current Wilson County Data ¹	Outcomes
Decrease # of Uninsured	Uninsured Adults -17% Uninsured Children -14%	<i>Outcomes to be evaluated annually</i>
Decrease obesity rate	Adult Obesity – 32%	
Increase access to exercise opportunities	Access to exercise opportunities - 68%	
Establish detox/crisis beds	<i>Data Source To Be Determined</i>	
Decrease incidence rates of overdoses	Wilson Co. EMS overdose/poisoning calls (1/1/2018 – 6/30/18) - 84 ²	
Increase EBT use at local farmers market	<i>Data Source to Be Determined</i>	
Decrease food insecurity	Food Insecurity - 21%	
Decrease number of homeless children	Homeless Children in Wilson County Schools - 132 ³	
Decrease eviction rate	Cost-Burdened Households - 27% Families facing an eviction filing in 2019 - 2,919 ⁴	
Decrease lead poisoning incidences	<i>Data Source To Be Determined</i>	
Improve ratio of local mental health providers	Mental Health Providers - 730:1	

¹ All Measures Taken From Robert Wood Johnson County Health Rankings unless indicated otherwise

² Wilson County Emergency Medical Services

³ Wilson County Schools/McKinney Vento

⁴ North Carolina Housing Coalition County Profiles



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Target Aims	Current Wilson County Datas	Outcomes
Decrease teenage pregnancy rate	Teen Births - 38	<i>Outcomes to be evaluated annually</i>
Decrease STI rate	Sexually Transmitted Infections - 571.5	
Increase number of PreK Slots in county	PreK Slots in Wilson County - 119 ⁶	
Increase number of students ready for kindergarten	Wilson County Kindergartners able to say initial sound of a consonant-vowel-consonant word (CVC) at the start of 2018/2019 School Year – 51% Wilson County Kindergarteners with book handling skills at the stat of the 2018/2019 school year - 55% ⁷	
Increase enrollment in Dolly Parton Imagination Library	<i>Data Source To Be Determined</i>	
Decrease death rates related to chronic disease	Cardiovascular Disease Death Rate – 232.1 * Heart Disease Death Rate – 170.9 * Stroke Death Rate – 44.5 * Diabetes Death Rate – 29.1 * <i>*Rates per 100,00 for years 2013-2017⁸</i>	

⁵ All Measures Taken From Robert Wood Johnson 2019 County Health Rankings unless indicated otherwise

⁶ NC Governor's Office

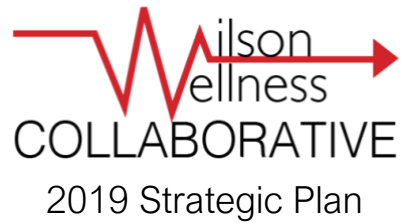
⁷ Wilson County Schools

⁸ NC Department of Health and Human Services



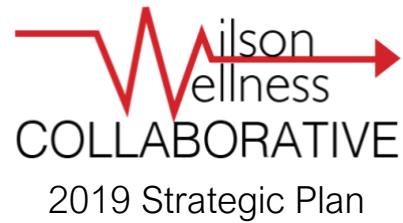
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Wilson will be a Community that Embraces a Culture of Health		
Wilson Wellness Collaborative recognizes that no single individual, organization or initiative can change the trajectory of community health. By reviewing multiple factors and social determinants of health, Wilson Wellness Collaborative recognizes there are many opportunities to build a culture of health with the involvement of all community sectors.		
<i>Strategies Identified</i>	<i>Actions Identified</i>	
Centralize Community Data for Improved Collective Utilization	Strategy Action Leadership	
Reliable and consistent sources of community data will support informed decisions of collaborating partners.	Conduct assessment of local sources of data currently being utilized and identify gaps.	Wilson Forward
	Establish a local community data coalition to establish shared resources and common community measures/metrics	
	Expand and support a central access point for local data that reflects contributions and input from all community partners	
	Develop and maintain relationships with larger regional and state organizations who provide data and utilization resources	
Support an Accurate 2020 Census Count		
Ensuring an accurate 2020 Census count will support all residents of Wilson County and the resources available to the community	Educate local residents, employers and community partners regarding the importance of the 2020 Census.	Wilson County City of Wilson
	Identify and implement opportunities to count populations at high risk for being under-counted.	
Increase and Strengthen Coordination and Collaboration Across Sectors	Strategy Action Leadership	
	Establish a Faith Leader Advisory Committee - <i>committee with strategic stakeholders in the faith community that provide partnership and leadership to the goals of Wilson Wellness Collaborative</i>	Wilson Forward



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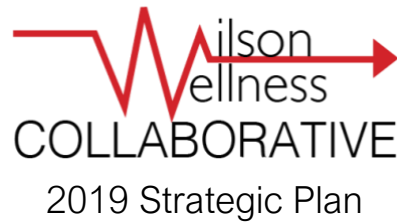
<p>Cross sector collaboration and coordinated efforts are key to a positive culture of community health and generate greater results while decreasing duplicated efforts.</p>	<p>a. Identify 8-10 local faith leaders and/or stakeholders who represent a comprehensive and diverse committee of local voices and needs</p>	
	<p>Establish a Community Engagement Council - <i>a council intentionally designed to include a diversity of voices and perspectives, particularly from local populations affected by issues being discussed to advise and inform the work of the Wilson Wellness Collaborative</i></p>	
	<p>a. Assess community engagement councils or similar models that have been successful in other communities. Consider community landscape (needs, demographics, etc.), positive impact/effects of the councils work and cost analysis.</p>	<p><i>Wilson Forward United Way</i></p>
	<p>b. Identify resources to support the structure and purpose of a Wilson Engagement Council</p>	
	<p>c. Establish an engagement council that represents the community and needs of Wilson County</p>	
	<p>Identify and connect with organizations that are providing impactful services but are not connected to community collaboration</p>	<p><i>Wilson Forward</i></p>
	<p>Establish collaborative social media support system across participating community partners</p>	<p><i>Wilson Communication Committee*</i></p>
	<p>a. Utilize current communications committee to discuss appropriate system to share and promote social media</p>	<p>Current Partners <i>Wilson Forward</i></p>



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	b. Extend invitation to additional representatives or organizations that might be interested in participating	<i>Wilson Medical Wilson Community College Wilson Co. Schools Chamber of Commerce Wilson County City of Wilson Wilson Visitors Center</i>
	c. Create communication structure that is feasible and agreeable to all partners	<i>Wilson Medical Wilson Community College Wilson Co. Schools Chamber of Commerce Wilson County City of Wilson Wilson Visitors Center</i>
	Create partnerships with organizations (local, regional, state) for improved access to resources and support for the health needs of the Wilson Community	<i>Wilson Wellness Collaborative Susan G Komen Foundation</i>
	a. Partner with Susan G Komen Foundation to host a local event to support residents living with Metastatic Breast Cancer	<i>Wilson Wellness Collaborative Susan G Komen Foundation</i>
Develop a Local, Targeted Approach to Providing Health Care	Strategy Action Leadership	
People are empowered when they have the knowledge, ability, resources, and motivation to identify and make healthy choices.	Establish relationships with existing community groups and networks that can serve as entry points for sharing resources (or empower them to serve as distributors of information) to diverse populations	<i>Wilson Forward</i> Partners <i>Faith Leader Advisory Committee Community Engagement Council</i>
	Utilize nurses (current or retired) in local churches to serve as health allies (with the support of local healthcare organizations) to congregation members	<i>Faith Leader Advisory Committee</i> Partners <i>Wilson Medical Wilson Co. Health Dept Carolina Family Health Centers, Inc.</i>

* Leadership to be confirmed



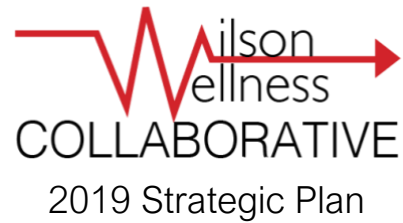
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	<p>Expand locations to serve underserved populations for early screening and provide the information necessary for services needed post screening</p> <ul style="list-style-type: none"> - <i>Gathering locations of communities/populations identified as at risk</i> - <i>Local Churches</i> - <i>Athletic events (Gillette/Soccer, Tobs)</i> - <i>Employers</i> - <i>Senior citizen service centers</i> - <i>Housing authority</i> 	<p><i>Wilson Co. Health Dept</i></p> <p>Partners <i>Wilson Medical Carolina Family Health Centers, Inc*</i></p>
	<p>Expand education for residents to understand and navigate health insurance opportunities and applicable policy changes</p>	<p><i>Wilson Co. Health Dept Carolina Family Health Centers, Inc.</i></p>
	<p>Establish an opportunity and structure for relevant partners to evaluate and recommend changes needed for a coordinated system of care in Wilson</p>	<p><i>Wilson Forward</i></p>
	<p>Support expansion and implementation of NC Care360 in Wilson to better utilize technology in strengthening coordination for providers and patients across multiple health sectors</p>	<p><i>United Way</i></p>
	<p>Expand access to dental services</p>	
	<p>a. Establish Wilson County Health Department's dental health program and mobile unit</p>	<p><i>Wilson Co. Health Dept</i></p>
<p>Support and Expand Community Support for Healthy Living (Lifestyle Choices)</p>	<p><i>Strategy Action Leadership</i></p>	



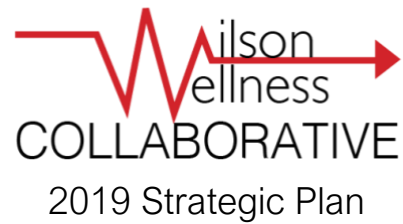
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<p>Access to a diversity of education and resources will contribute to resident's ability to successfully maintain healthy lifestyles.</p>	<p>Continue Eat Smart Move More Implementation</p>	<p><i>Wilson Co. DSS Wilson Co. Health Dept. Wilson Family YMCA</i></p>
	<p>I. Implement year 4 of Eat Smart, Move More</p>	
	<p>a. Focus area will be nutrition and exercise opportunities.</p>	
	<p>b. Create a culturally sensitive media campaign that will continue to reiterate that we are changing our culture by embracing healthy living.</p>	
	<p>c. Recruit community wellness sites to receive education/supportive services such as water fountain installation and wellness incentives. Specific emphasis will be given to reaching out to school-age children by supporting healthy menu options and opportunities for physical activity.</p>	
	<p>II. Implement Year 5 of Eat Smart, Move More</p>	
	<p>a. Expand media campaign with emphasis on right-sizing portions, eating at home and watching less television</p>	
	<p>b. Continue collaboration with wellness sites to ensure there are healthy opportunities for exercise and nutrition education throughout the county</p>	



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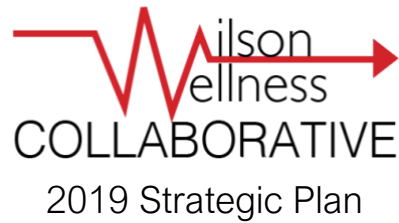
	<p>Coordinate and strengthen support for existing programs providing support and education for healthy lifestyle choices</p>	
	<p>a. Expand awareness and support for community youth programming, diabetes prevention programming, targeted community education initiatives, etc. currently offered by the Wilson YMCA</p>	<p><i>Wilson Family YMCA</i></p>
	<p>b. Expand awareness and support for current educational programs facilitated by Wilson County Agricultural Extension</p>	<p><i>Wilson Co. Agricultural Extension</i></p>
	<p>c. Identify and implement opportunities to build on success of MATCH programming</p>	<p><i>Wilson Co. Schools</i></p>
	<p>Expand availability, awareness, and access to health coach training and functional medicine</p>	
	<p>a. Expand marketing and community understanding of health coaches and functional medicine</p>	
	<p>b. Create directory of local health coaches with contact information</p>	<p><i>Barton College</i></p>
	<p>c. Connect and educate local practitioners with health coach providers for appropriate recommendation/"prescription" in patient care plans</p>	
<p>Actively Engage Local Youth as Drivers of Community Change</p>	<p><i>Strategy Action Leadership</i></p>	



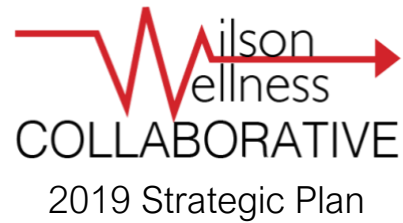
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<p>Mobilizing youth to lead local initiatives to improve and expand the messaging for community health and wellness will work to engage and empower community youth to take leadership roles in the future of their community.</p>	<p>Utilize Wilson Youth Council for identifying opportunities and best approaches for building awareness and participation in the youth populations</p>	<p><i>Leadership to be Confirmed</i></p>
<p>Encourage Family Friendly Workplaces</p>	<p>Establish a youth led media campaign to expand messaging about local health and wellness opportunities</p>	
<p>Family friendly workplaces contributes to the health and well-being of parents and children, and contributes to more productive environments for workers and employers</p>	<p>Educate the community on the opportunities and benefits of “how and why” to have a more family friendly workplace</p>	<p><i>Strategy Action Leadership</i></p> <p><i>Wilson Chamber of Commerce Wilson Co. DSS</i></p>
	<p>a. Host a Family Forward Workplace Summit with community leaders and employers to learn about evidence based guidance on benefits that positively impact child health and well-being and provide a positive return on investment for employers.</p>	
	<p>b. Recognize local family friendly employers by sharing their best practices through existing communication channels.</p>	
	<p>Educate and empower parents (including new grandparents/guardians) on how to navigate the workplace as a new parent</p>	<p><i>Upper Coastal Plain Area Agency on Aging</i></p>






All Children of Wilson will have Access to High Quality Early Education Opportunities		
Wilson Wellness Collaborative recognizes the positive long-term impact of early educational experiences that are provided by high-quality early childhood programs from ages zero to five for the emotional security, cognitive development, and learning skills of children.		
<i>Strategies Identified</i>	<i>Actions Identified</i>	
Expand Early Childhood Education Opportunities in Wilson County	Strategy Action Leadership	
Extensive research has shown that Pre-K programs with high standards, a strong record of quality, and extensive evidence of effectiveness have produced both short- and long-term benefits for children.	Collect and consolidate data that accurately represents the realities of Pre-K education in Wilson County to provide community awareness and advocacy for partner support	<i>Wilson Forward</i>
	Collect and document existing resources in Wilson for early childhood development for all 0 to 5 aged children	
	a. Establish an interactive community fair to publicize and encourage participation in local programs available to preschool students	
	Establish a group of strategic partners to identify and plan opportunities for expansion of early childhood education	<i>Wilson Forward</i>
	a. Expand NC Pre K Slots	Partners <i>Wilson Co. Schools Partnership for Children Wilson Co. DSS Wilson Co. Health Dept</i>
	b. Expand affordable early childhood education placements	
Increase Access and Resources Available for Early Childhood Development	Strategy Action Leadership	
	Establish a home visiting program for all first-time parents	



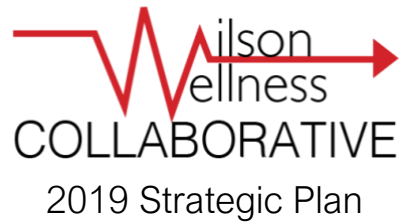
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Increased availability and access to resources for families will support opportunities for family engagement and positive early development experiences for children ages 0-5	a. Establish Nurse Family Partnership to serve as a support resource for low-income, first time parents	<i>Wilson Co. DSS Wilson Co. Health Dept</i>
	b. Utilize program to identify individual family needs and help connect parents and families to local resources and support	
	Promote and encourage increased participation in the Dolly Parton Library program	<i>Partnership for Children Partners Wilson Co DSS Wilson County Library</i>
	Support the development of literacy in young children through relevant and appropriate programming	
	a. Spanish/English Bilingual Family Storytime	
	b. Lap Sit Storytimes for babies ages 0-2 and their caregivers	<i>Wilson County Library</i>
	c. Preschool Storytimes targeting ages 3 and up	
	d. Family Storytimes for parents, caregivers, and their children of all ages	
	Create STREAM and STEM programs that integrate blended learning into early childhood programs that will stimulate critical thinking and problem solving	
	a. Establish/Expand bilingual programs using Lego clubs, Keva Planks, OZOBOTs and other coding toys	<i>Wilson County Library</i>



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	Expand available programming through outreach that targets areas of the Wilson County where programs are currently unavailable or limited	
	a. Identify sites and organizations that can host programs in communities that are underserved	
	b. Create occasional special programs in the evening, such as pajama storytimes to attract working parents who may not be able to attend programs during the day.	<i>Wilson County Library</i>
	Support the establishment of a school-based Early Childhood and Family Program that coordinates high quality age 0 to 5 developmentally appropriate childcare, Pre-K programming and family literacy	<i>Wilson Co. Schools</i>
	Establish Early Childhood and Family Coordinator	
	a. Expand high quality early childhood education, childcare and family education in school-based locations	<i>Wilson Co. Schools</i>



The Wilson Community will Support and Establish Positive Opportunities and Healthy Environments for Youth

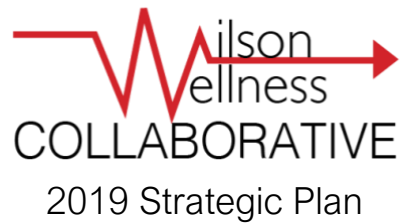
Wilson Wellness Collaborative believes that our schools are stronger and our students will be most successful with high levels of community support and partnership programs. Our schools have a significant impact on the short and long-term health outcomes of our students, and as a community, it is our responsibility to prioritize and support healthy environments and opportunities for our youth.

<i>Strategies Identified</i>	<i>Actions Identified</i>	
Increase Social and Emotional Resources and Support for Students	Strategy Action Leadership	
School nurses, social workers, guidance counselors, and community partners can provide intervention and support across multiple focus areas for students	In collaboration with WCS administration, identify most significant gaps in the resources available to the social and emotional needs of students	
	I. Increase specialized personnel in schools	<i>Wilson Co. DSS</i>
	a. Evaluate needs for specialized staffing across school system (considering the nationally recommended ratios)	Partners <i>Wilson Co. Schools Wilson Co. Health Dept Wilson Forward</i>
	b. Identify potential resources to support increase in staffing	
	II. Provide trauma and resiliency trainings to educators and school personnel in ways that do not deplete school resources or learning opportunities for students	<i>Eastpointe Area L AHEC</i>



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	a. Evaluate scheduling and location of training that reflects the needs of students and the availability of educators.	
Increase Access to Healthy Food for Students in Local Schools	<i>Strategy Action Leadership</i>	
<p>Since all Wilson County schools offer free breakfast and lunch to all students, our schools have an opportunity to offer nutritious meals and education to our students.</p>	Establish a small group of strategic partners to support WCS nutrition director in school nutrition improvement plan	<p><i>Wilson Co Schools Wilson Co. Health Dept Wilson Co. DSS</i></p>
	a. Evaluate current menus for potential changes that encourage healthy eating choices and lifestyles for all students	
	b. Implement feasible recommendations to the menus offered in elementary, middle and high schools	
	c. Evaluate opportunities in all schools through Eat Smart, Move More and school administration	
	i. Water filling station support	
	ii. Menu improvement support	
Support and Expand School-Based Health Centers	<i>Strategy Action Leadership</i>	
<p>Currently located in two school locations, the Wilson County School Based Health Centers serve to help students succeed in school by promoting healthy lifestyles, and providing comprehensive health care to meet the needs of all students.</p>	Utilize existing school-based health centers for intervention, access of services, and expanded education for youth and families	<p><i>Wilson Co. Schools Wilson Co. Health Dept</i></p>
	Identify school(s) that would most benefit from the establishment of a new school-based health center	
	Identify necessary resources to establish new school-based health center(s)	



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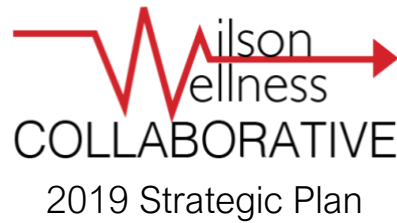
Establish Comprehensive After-School Middle School program for Students in Wilson County	Strategy Action Leadership		
A comprehensive after-school middle school program will provide programs and pathways for positive health behaviors and outcomes of Wilson County students.	Develop program plan that includes a variety of options that will support healthy outcomes for students	<i>Healthcare Foundation of Wilson</i>	
	Recruit program partners who can provide after-school activities to support the program plan	Partners <i>Wilson YMCA Wilson Co. Schools City of Wilson Wilson Forward</i>	
	Plan and build facility that will house the afterschool program		
Increase Opportunities for Students to have Work-Based Learning Experiences and Pathways for Career Exploration	Strategy Action Leadership		
Work based learning includes classroom visits with industry representatives, job shadowing, mentorships, internships, and apprenticeships. As local students are exposed to the careers and opportunities available with local employers, there are direct and indirect benefits to the short- and long-term outcomes of our youth: 1- Students who are engaged in after-school and summer employment are less likely to participate in risky behaviors outside of school hours. 2- Students who develop skill sets and career interests (with local employers) in middle school or high school are more prepared for post-secondary education, certification	Establish community partnerships and opportunities that will provide local students with employment skill sets and encourage interest in career pathways	<i>Wilson Education Partnership</i>	
	I. Identify corporate partners who can offer work-based learning opportunities (onsite visits for student groups, job shadowing, mentorships, and possibly apprenticeships) and build connections with local students.		
	II. Establish opportunities for employers to share immediate job opportunities with eligible and interested students (Career Fair)		
	III. Identify and connect local classrooms with relevant and informative presentations provided by available		



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<p>programs, or immediate access to employment</p> <p>3- Students who pursue career interests leading to full time employment after graduation are more likely to have access to quality healthcare benefits</p>	<p>employers who can expand our students' understanding of career opportunities</p>	
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Wilson will be a Trauma Informed Community		
Wilson Wellness Collaborative believes that by linking all community sectors around the effects of trauma in order to prevent gaps in services, understand how personal adversity affects the community's well-being, and to provide resources for resilience-building practices, we will build a healthier community		
<i>Strategies Identified</i>	<i>Actions Identified</i>	
Establish a Local Trauma Center		
<p>An adequately staffed and resourced trauma center will provide a centralized location to address mental health and trauma needs, provide community resources to both providers and clients, and expand education and training in trauma and resiliency strategies. Directly addressing trauma is a critical component of changing the culture of health in our community as there is a clear connection between unresolved trauma and health issues such as post-traumatic stress disorder, obesity, depression, anxiety and other concerns.</p>	<p>Conduct a community needs assessment of local/regional mental health and trauma to identify existing resources, community assets and deficits related to mental health and trauma.</p>	<p><i>Wilson Co. DSS</i></p> <p>Partners <i>Area L AHEC Eastpointe</i></p>
	<p>a. Utilize existing resources from previous assessments and community data collection regarding trauma</p>	
	<p>b. Utilize the community system mapping model of the Rural Opportunity Institute in Edgecombe as a model and local resource/partner.</p>	
	<p>c. Based upon community needs assessment, identify what programs and services are most needed by the community</p>	
	<p>d. Identify resources for facility needs deemed necessary by the assessment</p>	
	<p>Establish a full-time coordinator position to focus on center work, local initiative coordination, and community collaboration around trauma and resiliency efforts.</p>	



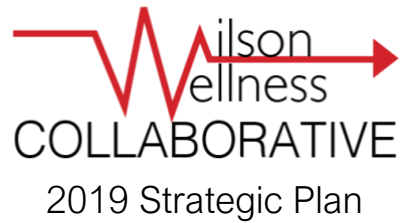
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	Utilize trauma center as a point of public education and program provider	
	Utilize trauma center to address both mental health/trauma and substance misuse.	
Increase Trauma Screenings		Strategy Action Leadership
Trauma screenings across sectors will build awareness for providers and access for individuals who need care.	Assess where and to what extent trauma screenings currently exist	<i>Eastpointe Area L AHEC</i> Partners <i>Wilson Co. Health Dept Carolina Family Health Center Wilson Co. DSS</i>
	Pilot the implementation of trauma screenings in strategic organizations and locations and work towards routine screening for trauma exposure and related systems. <ul style="list-style-type: none"> - Pediatric offices/clinics - Schools 	
	Utilize needs assessment to inform community and center staffing support	
Increase Trauma Assessments and Treatment		Strategy Action Leadership
Evidence-based, culturally responsive assessment and treatment for traumatic stress and associated mental health symptoms will help strengthen our community.	Make resources available to children, families, and providers on trauma exposure, its impact, and treatment.	<i>Wilson Co. DSS</i>
	Engage in efforts to strengthen the resilience and protective factors of children and families impacted by and vulnerable to trauma.	
	Address parent and caregiver trauma and its impact on the family system.	
	Emphasize continuity of care and collaboration across child-service systems.	
	Maintain an environment of care for staff that addresses, minimizes, and treats secondary traumatic stress, and that increases staff wellness.	
Increase Resiliency Trainings Across Multiple Sectors		Strategy Action Leadership



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<p>Increased trainings in trauma and resiliency strategies across sectors (local educators, law enforcement, care providers etc.) will help to support those serving our community in ways of providing trauma informed care.</p>	<p>Collaborate with local and regional partners who are currently doing work in trauma and resiliency</p>	<p><i>Eastpointe Area L AHEC</i></p>
	<p>Identify local areas and organizations that would have greatest benefit/impact from increased training</p>	
	<p>Use available trainings and resources to involve leadership/policy makers to better understand the importance of addressing trauma in the community.</p>	
	<p>Design and implement increased training initiative within trauma center (once established)</p>	
	<p>Address the intersections of trauma with culture, history, race, gender, location, and language, acknowledge the compounding impact of structural inequity, and are responsive to the unique needs of diverse communities.</p>	
	<p>Build meaningful partnerships that create mutuality among children, families, caregivers, and professionals at an individual and organizational level.</p>	



Wilson will have Increased Access to and Experiences of Local Recreational Opportunities

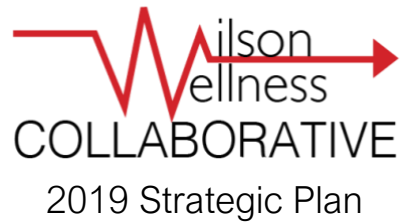
Wilson Wellness Collaborative believes that all population benefit from active lifestyles. The connection of the Wilson community to these opportunities will support accessible points of increased health and wellness for all in the community while encouraging a more engaged and active local culture.

<i>Strategies Identified</i>	<i>Actions Identified</i>	
Expand Public Recreation Areas		
Increased awareness of public outdoor recreation areas and programming could engage more residents in healthy lifestyle activities	Support existing blueway/greenway plan and efforts	City of Wilson
	Support current redevelopment efforts of Wilson pedestrian and bike plan	
	Host public events to clean up and improve existing parks while also increasing awareness and community interaction	
Connect Residents to Outdoor Opportunities Across Wilson County	<i>Strategy Action Leadership</i>	
Increased awareness of public outdoor recreation areas, programming that is available, and how to access these opportunities encourages engagement in healthy lifestyle activities that are being offered	Create online resource and maps to help local residents get connected to outdoor opportunities across Wilson County	Wilson Co. DSS
	Utilize existing community calendar to highlight exercise opportunities being offered in local spaces	

The Youth of Wilson will be Empowered to make Informed and Healthy Choices about their Lives and Futures.


By recognizing that young people formulate early patterns of behavior that can foster either positive or negative effects on health, Wilson Wellness Collective aims to support the youth of Wilson County by using strategic ideas designed to reduce high-risk behaviors, strengthen youth resiliency, improve protective factors, develop fundamental life skills, and establish patterns of behaviors that will lead to healthy choices and ultimately success in life

<i>Strategies Identified</i>	<i>Actions Identified</i>		
Support and Expand Programs that have a Focus on Self-Confidence and Empowerment	<i>Strategy Action Leadership</i>		
By participating in programs designed to both educate and empower, youth of Wilson will be better equipped with self-confidence, strength and resiliency.	Expand and strengthen existing programs, including (but not limited to):		
	I. Girls on the Run and Stride	<i>Wilson Family YMCA</i>	
	a. Expand awareness of program by increasing marketing and public messaging to further engage potential participants and program support.		
	b. Increase number of scholarships available to participants		
	c. Increase volunteer support and participation		
	II. Gentlemen's Agreement	<i>Wilson Co. Schools</i>	



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	<p>a. Expand program to additional schools as identified by program directors and school administration</p>	
	<p>b. Identify needed mentors to serve program</p>	
<p>Expand Opportunities for Youth to Understand Safe and Responsible Choices for their Bodies and their Futures</p>	<p><i>Strategy Action Leadership</i></p>	
<p>Providing youth with honest, age-appropriate information and education helps to equip them to make healthy life choices, build healthy relationships, and take personal responsibility for their health and well-being.</p>	<p>Where appropriate, expand and strengthen programs that provide curriculum and experiences to encourage healthy relationships and responsible choices</p> <p><i>Programs currently identified:</i> <i>Wilson Co Health Department and DSS</i></p> <ul style="list-style-type: none"> • <i>Baby Think it Over</i> • <i>Making Proud Choices</i> <p><i>Wilson County Schools</i></p> <ul style="list-style-type: none"> • <i>Puberty: The Wonder Years</i> • <i>State Health Curriculum</i> 	<p><i>Wilson Co. Health Dept</i></p>
	<p>a. Conduct needs assessment to identify current programming inclusive of primary and secondary prevention programming. Consideration will be given to gaps in service delivery. Consider the following questions in assessment.</p> <ul style="list-style-type: none"> - Do we have adequate primary prevention services? - Are we serving males and females? 	<p><i>Wilson Co. DSS</i></p>



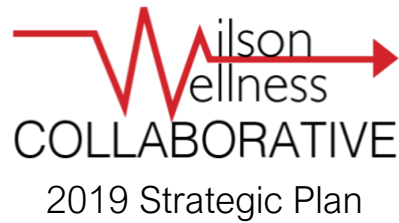
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	- Are services provided throughout the county?	
	b. Utilize Community Advisory Council feedback to inform future programming needs. CAC can provide feedback on gaps and strengths and help identify which community partner has the capacity to implement additional programming.	<i>Wilson Co. DSS</i>
	c. Pursue grant opportunities from Division of Public Health or other funder to provide prevention programming.	<i>Wilson Co. DSS Wilson Co. Health Dept</i>
	d. Provide education on the responsible use of technology.	<i>Eastpointe</i>
Increase Community Outreach and Education to Support Responsible and Healthy Choices	<i>Strategy Action Leadership</i>	
Increased community outreach and education will provide expanded opportunities for education, resources and interventions for youth and families.	Evaluate and expand current community efforts to provide education and resources in strategic locations	<i>Wilson Co. Health Dept Wilson Co. DSS</i>
	a. Utilize barbershop initiative to provide education and resources to males in the community including talking to children about healthy and safe life choices	
	b. Expand and support the ongoing programs offered to teen parents	
	c. Identify additional locations and organizations that would benefit from partnerships providing education, programing and resources for youth.	




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	Support faith communities in navigating messaging and providing resources to youth and families	<i>Faith Advisory Committee</i>
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The residents of Wilson will have access to safe and affordable housing opportunities		
Wilson Wellness Collaborative believes providing Wilson residents with greater residential stability for safe and affordable housing can have a significant impact on the reduction of adverse health outcomes.		
<i>Strategies Identified</i>	<i>Actions Identified</i>	
Increase Coordination Across Housing Community and Providers	Strategy Action Leadership	
Increasing collaboration and coordination between housing providers and social service providers will effectively and sustainably provide necessary support and communication	Establish a Wilson housing coordinator	<i>Wilson Greene Housing Committee</i>
	a. Utilize the existing Wilson/Greene Housing Committee as an advisory group to refine coordinated entry into housing for those experiencing homelessness	
	b. Explore funding opportunities to develop a Housing First service delivery approach with a dedicated staff person (Housing Coordinator) to ensure wrap-around services are provided for those entering housing.	
	Support ongoing collaboration efforts of the Wilson/Greene Housing Committee	<i>United Way Wilson Co. DSS</i>
	a) Expand annual Hunger and Homelessness Campaign by hosting a Food Assistance Challenge for local leaders/policy makers.	
	Establish a local resource fair with local partners for children experiencing homelessness	<i>Salvation Army/Project CATCH</i>
	Explore partnership opportunities with Poverty Stoplight in addressing poverty and strengthening local data collection	<i>Wilson Co. DSS</i>
Establish an eviction diversion program using collaborative input from public and private agencies	<i>Wilson Green Housing Committee</i>	



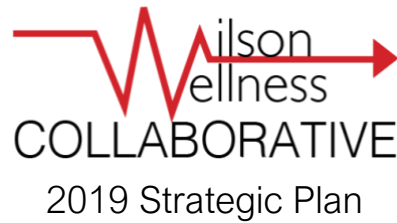
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	a. Establish a small group of strategic public and private partners to evaluate ideas and plan program	
	b. Assess Durham County Eviction Diversion Program as a model	
	c. Evaluate current local resources and needs for successful local program based on Durham County model	
	d. Implement Wilson County Eviction program based on the collaborative evaluation and planning process	
Expand Local Housing Models	Strategy Action Leadership	
Expanding various housing models that provide increased options for a variety of Wilson residents needs will help contribute to an increased housing stock and availability of options throughout the community.	Explore possibilities for a tiny home community initiative	<i>Upper Costal Plains Area Agency on Aging</i>
	Explore and encourage intergenerational models of community living/housing	
Increase Environmental Safety of Existing and Future Homes	Strategy Action Leadership	
Increased opportunities for families to ensure environmentally safe environments in their homes will address preventable negative health outcomes associated with	Create a local lead coalition to decrease the lead exposure incidences in Wilson County	<i>Wilson Co. Health Dept</i>
	a. Establish a group of strategic partners to form lead coalition	
	b. Hold quarterly coalition meetings	



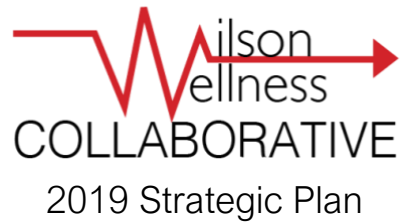
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<p>exposure to environmental risks that can occur in homes.</p>	<p>c. Educate community stakeholder regarding current lead issues and laws that should be enforced</p>	
	<p>d. Work toward policy and environmental change to decrease lead exposure in Wilson County</p>	
	<p>e. Provide education about resources for homeowners to remove lead from homes</p>	
	<p>f. Provide education to residents, homeowners and landlords of environmental housing risks (mold, lead, etc.) including ways to address and remove such issues.</p>	



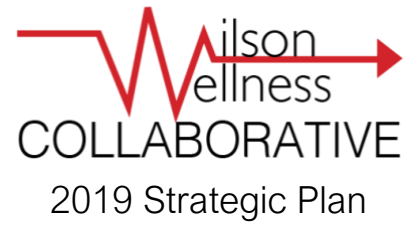
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Wilson will Provide Resources and Support for Behavioral Health and Substance Misuse		
Wilson Wellness Collaborative recognizes that effective integration of prevention, treatment, and recovery services across local systems is key to addressing substance misuse and its consequences. By supporting compassionate and comprehensive community services that improve access and quality of treatment, Wilson will be better equipped to care for the wide range of behavioral health needs in our community.		
<i>Strategies Identified</i>	<i>Actions Identified</i>	
Increase Services and Intervention Approaches for those Actively Struggling with Substance Misuse	<i>Strategy Action Leadership</i>	
The continued increase of necessary services and resources for intervention and recovery that is available to the community are critical in reducing negative community health outcomes associated with substance misuse	Post Opioid Overdose Response Team - <i>team made up of local trained professions that provide follow up with patients within 72 hours who have experienced an overdose to better link individuals with appropriate care</i>	<i>Wilson Co. Health Dept</i> Partners <i>Wilson Co. EMS</i> <i>Wilson Co. Substance Prevention Coalition</i>
	a. Identify needs and services most critical to survivors and families after an opioid overdose incident	
	b. Assess what local service providers/services are available to address post overdose needs identified	
	c. Establish a post opioid overdose response team that utilizes local services and/or providers, including a peer support specialist, in a coordinated and collaborative approach	
	Explore opportunities for local facility-based crisis services for detox and recovery resources	<i>Eastpointe</i>
a. Utilize other regional models and approaches to establish detox and crisis beds		



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	b. Explore possibilities of establishing local detox beds and 72-hour crisis beds for both youth and adults	
Support Primary Prevention Efforts		<i>Strategy Action Leadership</i>
<p>Primary prevention aims at ensuring that the problems of substance abuse do not occur. Working preventively will help to provide the best long-term hope of reducing risk factors that can lead to substance misuse and to an array of physical and behavioral health issues.</p>	Create comprehensive prevention outreach strategies targeting youth.	Wilson Co. Substance Prevention Coalition
	a. Create social media campaign targeting alcohol and substance misuse. Consider High on Life campaign.	
	b. Provide graduation gift to seniors promoting community resources.	
	c. Expand under-age purchase surveys at local merchants. Use results to educate our community.	Community Impact NC
	Expand Lock Your Meds Campaign aimed at prevention of prescription drug misuse.	
	a. Ensure messaging regarding use, storage and disposal of medication is comprehensive and is reaching target audience	
	b. Provide medication lock boxes throughout the community	
	c. Create a geo-map highlighting prescription pill drop off sites, needle exchange sites, and treatment facilities.	



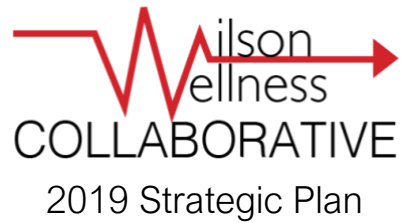
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Support and Sustain Current Local Recovery Efforts	Strategy Action Leadership	
Multiple organizations and initiatives are actively working to support the Wilson community through prevention, treatment, and recovery efforts. The continued support of these efforts will serve to improve community outcomes.	I. Utilize the existing Substance Prevention Coalition to provide sustainable recovery efforts	<i>Wilson Co. Substance Prevention Coalition</i>
	a. Expand community awareness of programs and efforts dedicated to the mission of the Coalition	
	b. Expand membership as deemed appropriate to strengthen the diversity and impact of the Coalition	

The Residents of Wilson will have Healthy and Accessible Food

Good nutrition is a critical part of an individual’s health, well-being and quality of life. Many factors can affect the nutritional health of both individuals and communities, including an individual’s knowledge about healthy nutrition, cultural practices related to food choices, and the ability to access and acquire affordable and healthy food options. Wilson Wellness Collaborative will work to address these factors in a holistic and collaborative way in order to build a community of healthy opportunities.

<i>Strategies Identified</i>	<i>Actions Identified</i>	
Establish a Local Food Council	Strategy Action Leadership	
The establishment of a local food council will serve to centralize local stakeholders committed to our local food landscape and to coordinate local efforts and new initiatives. The food council will help to implement and or coordinate the following that have been identified as strategies to address food insecurity in our community.	Convene a committee of stakeholders across various sectors to serve as the leadership for the formation of a local food council. Utilizing past work to help inform the committee, develop and implement a standing council structure.	<i>Wilson Forward City of Wilson</i>
	a. Utilize final report and recommendations presented by Community Food Strategies as a summary of work done by 2018/2019 task force and provides additional recommendations and resources for future food council structure	
	Establish a food council director Utilize the food council as a community coordinating hub for food and agriculture related issues and initiatives. (Note: The Wilson Wellness Collaborative has identified some strategies addressing food insecurity that the food council would take leadership in coordinating.)	<i>Wilson Food Council</i>
	I. Build coordination and collaboration with local food pantries	



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	<p>a. Host discussions open to all food pantry organizations/providers that offers shared resources, support and communication</p>	
	<p>b. With the input and leadership of the service providers, create a coordinated system in which pantries can be aware of how clients are utilizing other services to better distribute to all in need</p>	
	<p>II. Support local community garden efforts</p>	
	<p>a. Support existing community gardens by providing resources that include education, community support, and connections with other gardens.</p>	
	<p>b. Support new garden development including the establishment of gardens in schools and assisting educators in incorporating gardens into their curriculum</p>	
	<p>III. Improve current offerings and selection of healthy and fresh options in existing corner stores (with consideration to support and incentivize owners in strategic locations)</p>	
	<p>IV. Establish a mobile food market to expand reach in food distribution and/or buyer access. Utilize mobile unit for additional education and outreach.</p>	
	<p>V. Support local Farmers Market</p>	



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	a. Identify ways to encourage and incentivize consumer and seller participation in market	
	b. Support and expand EBT access and awareness of availability for customers	