

# Health Behaviors

## Diet and Exercise

Diet and Exercise Goal: Reduce the prevalence of obesity and overweight in Richland County.

Measure: Reduce the current rate of obesity in eastern Montana from 26.8% to 20% by December 2016.

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**Strategy One:** Increase physical activity in Richland County

**Attainable Goals:** Increase the percent of residents in eastern Montana participating in leisure -time physical activity from 72.1% to 80% by 2016.

Increase participation in all local physical activity events by 10% by 2016.

| <i>Objective</i>   | <i>Who</i>                     | <i>Action Steps</i>  | <i>When</i> | <i>Comments</i>  |
|--|--------------------------------|--|-------------|--|
| <b>Improve education</b><br><u>Measure:</u> The number of articles about the importance of physical activity in the paper. | Physical Activity Action Group | - Send out messages on utility bills   | On-going    |  |
|  | Health education Action Group  | - Health Literacy – “Ask Me 3” program   | 6/30/12     |  |
| <b>Increase worksite wellness participation</b><br><u>Measure:</u> The number of worksite wellness programs.               | NAPA Program                   | - Richland County Health Department and the NAPA program are working on signing on more worksites for the wellness program | 6/30/12     | Sidney Health Center is restarting worksite wellness and Judy Johnson (Extension Office) is working on a Strong Women, Strong Bones program that can be used for worksite wellness. High Priority. |
| <b>Expand current services to</b>  | Physical Activity Action       | - Physical Activity action   | On-going    |  |

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| <p><b>offer more year-round work-out options *by finding ways to utilize resources and opportunities for seasonal recreation.</b><br/> <i>Measure: The number of new seasonal recreational opportunities created.</i></p>  | <p>Group</p>   | <p>group looking at expanding walking paths, new rec center, cross country skiing, snowmobile, sledding, hiking, backpacking and agate picking.</p> <p>-Developing a plan to build a Community Center with in-door pool</p>                          | <p>6/30/12</p>  |   |
| <p><b>Offer incentives for physical activity</b><br/> <i>Measure: A list of potential incentives to reward for increased physical activity.</i></p>  | <p>Physical Activity Action Group</p> <p>Nutrition Coalition</p> <p>NAPA Program</p> | <p>-Sponsor various community activities with incentives.</p> <p>- Richland County Nutrition Coalition sends “stirring the pot” cards to recognize good health and nutrition</p> <p>- NAPA program is working on incentive for worksite wellness</p> | <p>On-going</p> <p>On-going</p> <p>7/1/10-6/30/12</p> |   |
| <p><b>Create and maintain a county-wide Parks and Recreation Department that includes family-based activities and unites existing youth activities.</b><br/> <i>Measure: A Recreation Coordinator is hired and a sustainable funding source is identified.</i></p> | <p>Physical Activity Action Group</p>  | <p>-Developing Partnerships</p> <p>-Grant Writing</p>  | <p>6/30/12</p>  | <p>A coordinator was hired for two years. The action group continues to identify funding sources to maintain the coordinator.</p> |

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| <p><b>Focus on providing physical activity options for all age groups</b><br/> <i>Measure: The number of activities developed for new age groups.</i></p> | Physical Activity Action Group   | - Identify funding for low income youth to participate in sports.<br>Check into Foundation for Community Care and the Education Foundation.                 |  |  |
|   | Health Education Action Group  | - Encourage provider prescriptions for exercise.  |  | Investigate options for follow-up and clinical wellness project referrals.   |
|   | Richland County Recreation Coordinator   | - Investigate “new/different” exercise techniques (such as boot camp themes, etc.) and new times to offer options. Get people trained to teach new classes. |  | Outreach with school boards to see what type of activity/wellness programs already exist.  |
|   | Richland County Recreation Coordinator   | - Check with the wellness committee at schools about having organized physical activity during lunch.   |  | Contact Jaycee’s, Lions, Women of the Moose, etc. for help with projects.  |
|   | Richland County Recreation Coordinator   | -Contact service organizations to help with Physical Activity Projects  |  | Use the survey created by Alanna Maurais (VISTA).  |
|   | Richland County Recreation Coordinator, Senior Health Coalition, Health Education Action | - Approach the Senior Coalition to address issues with seniors and measure level of interest.   |  | The VISTA survey indicated that seniors felt the timing for the lights on Central was too short and many sidewalks around town are uneven. |

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|  | <p>Group</p> <p>Richland County Recreation Coordinator, Richland County Transportation, Physical Activity Action Group</p> <p>Physical Activity Action Group</p> | <p>- Investigate current and possible transportation options, such as the bus system bringing county residents to HealthWorks.</p> <p>- Initiate contact with Public Schools and City about walking path.</p> |  | <p>High Priority.</p> <p>There are some limited funds, one possibility is to add more benches with these funds. Safe Routes to School approached City about covering ditch and completing extension of the walking path, construction will begin in the Spring. (Public Works in Sidney)</p> |
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**Strategy Two:** Increase fruit and vegetable consumption in Richland County

**Attainable Goals:** Increase adequate consumption of fruits and vegetables in Eastern Montana from 77% to 80% by 2016.

| <i>Objectives</i>  | <i>Who</i>                          | <i>Action Steps</i>   | <i>When</i> | <i>Comments</i>   |
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| <p><b>Improving vending machine contents in schools or remove them.</b><br/> <u>Measure:</u> The number of vending machines in schools and the number that contain healthy</p> | Richland County Nutrition Coalition | -Share vending machine policies with schools and businesses | 6/30/12     | The Richland County Extension (Nutrition Coalition member) will be assessing their vending contents and writing guidelines for healthy vending options that will be available for business. |

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| <i>options; the number of vending machine policies in place.</i>  |                                     |  |          |   |
| <b>Offer year-round green houses for a county food source</b><br><i>Measure: The number of available green house options.</i>   | Richland County Nutrition Coalition | -Identify who would have green houses available                            | 1/1/12   |   |
| <b>Improve nutrition education.</b><br><i>Measure: The number of nutrition articles in the newspaper or other media.</i>  | Richland County Nutrition Coalition | -Health Fair<br>-Health Works bulletin board<br>-Sidney Herald Health Page | On-going | Focus of Nutrition Coalition messages are about teaching residents about the ease of cooking vegetable and healthy foods, even on the go. |
| <b>Decrease the cost of fruits and vegetables and make them more available.</b><br><i>Measure: The number of opportunities to purchase fruits and vegetables at a lower cost.</i> | Richland County Nutrition Coalition | -Tasty Fork event  | 3/31/12  |   |

## Tobacco Use

*Tobacco Use Goal:* Decrease the rate of tobacco use in Richland County

*Measure:* Increase the percentage of people who do not smoke from % to % by December 2016.

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**Strategy One:** Decrease the number of people in Eastern Montana who use tobacco products.

**Attainable Goals:** Decrease the percent of the population of Eastern Montana that uses tobacco products from 20.5% to 10% by 2016.

Decrease the percent of 18-44 year old tobacco users in Eastern Montana from 37.2% to 20% by 2016.

| <i>Objective</i>                                                                                                                                | <i>Who</i>     | <i>Action Steps</i> | <i>When</i> | <i>Comments</i>                                |
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| <b>Change community perceptions</b><br><i>Measure:</i>                                                                                          | RHN/RCHD-MTUPP |                     |             |                                                |
| <b>Reduce youth access</b><br><i>Measure:</i>                                                                                                   | P4P/STAND      |                     |             | P4P/STAND are working on reducing youth access |
| <b>Promote/support youth anti-tobacco coalitions</b><br><i>Measure: The number of youth coalitions and the number of members of each group.</i> | P4P/STAND      |                     |             | P4P/STAND are working on reducing youth access |
| <b>Reduce advertising for tobacco</b>                                                                                                           | RHN/MTUPP      |                     |             |                                                |

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| <i>Measure: The number of local tobacco advertising available.</i>                                                                                            |                |  |  |                                                            |
| <b>Support no-smoking in bars</b><br><i>Measure: The number of bars that remain without smoking incidence.</i>                                                | RHN/RCHD-MTUPP |  |  | Presently there is a clean air act in Montana              |
| <b>Make prescription medications available</b><br><i>Measure: The number of clients accessing prescription anti-tobacco medications.</i>                      | RHN            |  |  | Prescriptions are available through the RCHD MTUPP program |
| <b>Promote nicotine/ tar dependence assistance</b><br><i>Measure: The number of informational materials available to the public.</i>                          | RHN            |  |  | This is on-going through the RCHD MTUPP program            |
| <b>Educate about the benefits of quitting</b><br><i>Measure: The number of information newspaper articles; the number of educational materials available.</i> | RHN/RCHD-MTUPP |  |  | This is on-going through the RCHD MTUPP program            |

## Alcohol and Drug Use

*Alcohol and Drug Use Goal:* Decrease the rate of drug and alcohol use in Eastern Montana.

*Measure:* Decrease the percent of the population that binge drinks from 19.2% to 15.0% by 2016.

Decrease the rate of drug-related mortality in Richland County from 22.0 per 100,000 to 20.0 per 100,000 by 2016.

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**Strategy One:** Increase interventions that focus on binge drinking for 18 – 44 year olds

**Attainable Goals:** Decrease the percent of people 18-44 years of age in eastern Montana that binge drink from 34% to 30% by 2016.

| <i>Objectives</i>  | <i>Who</i>  | <i>Action Steps</i> | <i>When</i> | <i>Comments</i> |
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| <p><b>Provide a multi-purpose gathering space like a Rec Center with a library, Internet café, and a place to hold cooking, dancing and quilting classes</b></p> <p><i>Measure:</i> The number of non-alcohol/Drug options/activities.</p> | <p>Life-Long Learning and Physical Activity action groups</p> |                     |             |                 |

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| <p><b>Open a book store where people can congregate</b><br/> <i>Measure: The creation of a "non-alcohol" gathering spot.</i></p>                                 |  |  |  |  |
| <p><b>Meet with lawmakers to find out where the root of the problems in the law are</b><br/> <i>Measure: An assessment of current laws and gaps.</i></p>         |  |  |  |  |
| <p><b>Small town teen center</b><br/> <i>Measure: Creation of a gathering spot for teens.</i></p>  |  |  |  |  |
| <p><b>Support efforts of law enforcement and legal system to arrest and convict for DUI.</b><br/> <i>Measure: The number of DUI arrests and convictions.</i></p> |  |  |  |  |
| <p><b>Focus on alcohol use as the underlying cause of most of the identified public safety issues.</b><br/> <i>Measure: An assessment of what</i></p>            |  |  |  |  |

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| <i>safety issues and incidents have involved alcohol.</i>   |  |  |  |  |
| <b>Reducing alcohol availability to our youth.</b><br><i>Measure: An assessment of how youth are obtaining alcohol.</i> |  |  |  |  |

**Strategy Two:** Reduce drug use in Richland County.

**Attainable Goals:** Decrease drug-related mortality rate in Richland County from 22.0 per 100,000 to 20.0 per 100,000 by 2016.

| <i>Objectives</i>   | <i>Who</i>   | <i>Action Steps</i> | <i>When</i> | <i>Comments</i> |
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| <b>Inventory current practices/efforts to address drug use.</b><br><i>Measure: Assessment of current interventions.</i> | Life-Long Learning and Physical Activity action groups |                     |             |                 |
| <b>Identify what drugs (used recreationally) are popular in the area.</b><br><i>Measure: List of popular drugs.</i>     |  |                     |             |                 |

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| <b>Identify where/how users are obtaining drugs.</b><br><i>Measure: An assessment of where drugs are distributed.</i> |  |  |  |  |
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Unsafe Sex ~

*Unsafe Sex Goal: Increase the number of sexually active residents practicing safe sex in Richland County.*

*Measure: Decrease the chlamydia rate from 151 per 100,000 to 130 per 100,000 population.*

| <i>Objectives</i>   | <i>Who</i>             | <i>Action Steps</i> | <i>When</i> | <i>Comments</i> |
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| <b>Assess the accessibility of condoms in Richland County.</b><br><i>Measure: An assessment of accessibility.</i> | Youth Programming Team |                     |             |                 |
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Injury Prevention

*Injury Prevention Goal: Decrease preventable injury.*

*Measure: Decrease unintentional injury death rate in Richland County from 83.5 per 100,000 to 60 per 100,000 by 2016.*

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**Strategy One:** Decrease motor vehicle accident rate.

**Attainable Goals:** Decrease unintentional motor vehicle death rate in Richland County from 37.4 per 100,000 to 26 per 100,000 by 2016.

| <i>Objectives</i>                                                                                                                                                   | <i>Who</i> | <i>Action Steps</i> | <i>When</i> | <i>Comments</i> |
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| <p><b>Promote safe driving habits.</b><br/> <i>Measure: The number of presentations made to driving classes and at school educating on safe driving habits.</i></p> |            |                     |             |                 |
| <p><b>Educate parents, school staff.</b><br/> <i>Measure: The number of educational materials distributed.</i></p>                                                  |            |                     |             |                 |
| <p><b>Increase enforcement of truck routes.</b><br/> <i>Measure: The establishment of a system of consequences for not using the truck route appropriately.</i></p> |            |                     |             |                 |

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| <p><b>Reexamine design of roads.</b><br/> <i>Measure: An assessment of the safety of the current infrastructure.</i></p>                                 |  |  |  |  |
| <p><b>Enforce a decrease in cell phone use while driving.</b><br/> <i>Measure: The establishment of a system if consequences for cell phone use.</i></p> |  |  |  |  |

**Strategy Two:** Promote education on alcohol-related motor vehicle injury prevention.

**Attainable Goals:** Decrease the percentage of alcohol-related motor vehicle crashes in Richland County from 10% to 5% by 2016.

| <i>Objectives</i>                                                                                                                                                                                                                             | <i>Who</i> | <i>Action Steps</i> | <i>When</i> | <i>Comments</i> |
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| <p><b>Implement DUI Task Force workplan, including</b></p> <ul style="list-style-type: none"> <li>• <b>Doc's n' Cops</b></li> <li>• <b>SBIRT</b></li> </ul> <p><i>Measure: The number of community members trained in these programs.</i></p> |            |                     |             |                 |

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| <p><b>Increase school involvement in injury prevention.</b><br/> <i>Measure: The number of schools hosting injury prevention programs/events.</i></p>                                                                                      |  |  |  |  |
| <p><b>Promote/provide transport during high consumption events-plant the idea that consumers should not drive</b><br/> <i>Measure: The number of events where rides are available; the number of residents utilizing this service.</i></p> |  |  |  |  |
| <p><b>Add DUI information into driver's education curriculum; have this taught by officers.</b><br/> <i>Measure: The establishment of a DUI curriculum.</i></p>                                                                            |  |  |  |  |

**Strategy Three:** Increase seat belt and car seat usage.

**Attainable Goals:** Increase the percent of people in Eastern Montana that always/nearly always wear a seat belt from 83.1% to 90% by 2016.

| <i>Objectives</i>                                                                                                                                                                         | <i>Who</i> | <i>Action Steps</i> | <i>When</i> | <i>Comments</i> |
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| <b>Educate parents, school staff.</b><br><i>Measure: The number of educational materials distributed.</i>                                                                                 |            |                     |             |                 |
| <b>Develop public policy/laws.</b><br><i>Measure: The establishment of seat belt policies.</i>                                                                                            |            |                     |             |                 |
| <b>Promote and support RCHD- Car Seat Program.</b><br><i>Measure: The number of car seat checks performed.</i>                                                                            |            |                     |             |                 |
| <b>Facilitate talks about seat belts, etc. with law enforcement and EMS.</b><br><i>Measure: The number of meetings with law enforcement and EMS and the attendance at these meetings.</i> |            |                     |             |                 |

**Strategy Four:** Increase bicycle and pedestrian safety.

**Attainable Goals:** Decrease the non-motor vehicle injury rate in Richland County from 77 per 100,000 to 50 per 100,000 by 2016.

| <i>Objectives</i>                                                                                                                                                                                                              | <i>Who</i> | <i>Action Steps</i>                                                                                                                     | <i>When</i> | <i>Comments</i> |
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| <p><b>Create a sustainable helmet use incentive program.</b><br/> <i>Measure: The establishment of a sustainable program.</i></p>                                                                                              |            |                                                                                                                                         |             |                 |
| <p><b>Extend sidewalks/bike path to Richland Park, possibly using existing drainage system.</b><br/> <i>Measure: An assessment of the current infrastructure and the feasibility of constructing news sidewalks/paths.</i></p> |            | Investigate the use of funding from former irrigation project and also potential community block grants (CTEP) for bike path extension. |             |                 |

**Strategy Four:** Promote farm safety.

**Attainable Goals:** Decrease the work-related injury rate in Eastern Montana from 53 per 100,000 to 40 per 100,000 by 2016.

| <i>Objectives</i>                                                                                       | <i>Who</i> | <i>Action Steps</i> | <i>When</i> | <i>Comments</i> |
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| <p><b>Assess the root causes of work-related injury in Richland County.</b><br/> <i>Measure: An</i></p> |            |                     |             |                 |

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| assessment of work-related injury. |  |  |  |  |
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## Clinical Care:

Quality of care ~

*Quality of Care Goal One: Decrease morbidity/mortality due to chronic disease in Richland County.*

*Measure: Decrease the heart disease death rate in Richland County from 224.2/100,000 to 200/100,000 by 2016.*

*Decrease the prevalence of diabetes in Eastern Montana from 7.7% to 5% by 2016.*

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**Strategy One:** Promote the appropriate use of prescription drugs.

**Attainable Goals:** Increase patient involvement in obtaining the correct prescription drugs.

| <i>Objectives</i>   | <i>Who</i> | <i>Action Steps</i> | <i>When</i> | <i>Comments</i> |
|---|------------|---------------------|-------------|-----------------|
| <b>Increase education efforts</b><br><i>Measure: The number of presentations given to seniors centers; the number of education materials available.</i> | RHN        |                     |             |                 |
| <b>Develop proactive programs through</b>   | RHN        |                     |             |                 |

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| <p><b>MD offices to show patients the benefits of taking all of their prescriptions.</b><br/> <i>Measure: The number of providers participating in the program; the number of patients reached.</i></p> |   |  |  |  |
| <p><b>Promote medication assistance program.</b><br/> <i>Measure: The number of educational material distributed.</i></p>   | SHC/RHN                                       |  |  |  |
| <p><b>Create an alert system for drug seekers who are doctor-hopping</b><br/> <i>Measure: The creation of a sustainable system.</i></p>   |   |  |  |  |
| <p><b>Offer options for pain control- including physical activity, etc. instead of medication</b><br/> <i>Measure: The number of drug- and alcohol-free local options.</i></p>                          | Physical Activity action group/RHN            |  |  |  |
| <p><b>Assess whether a “toolbox”-type program will apply.</b><br/> <i>Measure: An assessment of the</i></p>   | Angie Thiessen will send Luann the documents. |  |  |  |

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| toolbox program and the current needs.  |  |   |  |  |
| <b>Develop an algorithm for referral for patient to seek assistance.</b><br><i>Measure: The creation and distribution of an algorithm.</i>                                    |  | Check if the AARP system will work for non-seniors  |  |  |
| <b>Assess where we are with File of Life and the feasibility of continuing the program.</b><br><i>Measure: An assessment of the program and how it fits the current need.</i> |  | Determine how to reach non-residents<br>Develop cards for the health fair<br>Post fliers at local employers |  |  |

*Quality of Care Goal Two: Increase the number of healthy pregnancies in Richland County.*

*Measure: Decrease the percent of mothers in Richland County that smoke during pregnancy from 23% to 10% by 2016.*

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**Strategy One:** Decrease the use of tobacco products during pregnancy.

**Attainable Goals:** Decrease the percent of mothers in Richland County that smoke during pregnancy from 23% to 10% by 2016.

| <i>Objectives</i>                                                                                                                        | <i>Who</i>     | <i>Action Steps</i> | <i>When</i> | <i>Comments</i>                    |
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| <b>Increase education about the benefits and methods of quitting</b><br><i>Measure: The number of educational materials distributed.</i> | RHN/RCHD-MTUPP |                     |             | This is ongoing through RCHD/MTUPP |
| <b>Increase referrals to QuitLine</b><br><i>Measure: The number of new residents utilizing the system.</i>                               | RHN/RCHD-MTUPP |                     |             | This is ongoing through RCHD/MTUPP |
| <b>Improve encouragement to quit by medical providers</b><br><i>Measure: The number of providers encouraging pregnant women to quit.</i> | RHN/RCHD-MTUPP |                     |             | This is ongoing through RCHD/MTUPP |

*Access to Care ~*

*Access to Care Goal One: Decrease morbidity/mortality due to chronic disease in Richland County.*

*Measure: Decrease the heart disease death rate in Richland County from 224.2/100,000 to 200/100,000 by 2016.*

*Decrease the prevalence of diabetes in Eastern Montana from 7.7% to 5% by 2016.*

Decrease the mortality rate due to all cancers from 213.2 per 100,000 to 200.0 per 100,000 by 2016.

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**Strategy One:** Increase the number of people utilizing prevention screening tests,(i.e pap, colonoscopy,\_etc.)

**Attainable Goals:** Increase overall screening rates in Eastern Montana to be at or above the Montana rates by 2016.

Increase the percent of people in eastern Montana receiving colonoscopies from 44.8% to 60% by 2016.

| <i>Objectives</i>  | <i>Who</i>                 | <i>Action Steps</i> | <i>When</i> | <i>Comments</i>   |
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| <b>Promote “virtual” colonoscopy</b><br><i>Measure: The number of promotional materials distributed.</i>   | RHN                        |                     |             | Sidney Health Center currently has and promotes the virtual colonoscopy |
| <b>Find funding sources for colonoscopies, similar to the MT Breast and Cervical Program</b><br><i>Measure: A list of sustainable funding sources.</i> | RHN<br>RCHD-Cancer Control |                     |             |   |
| <b>Investigate wellness benefits for colonoscopies and other preventative tests</b><br><i>Measure: An assessment of feasible wellness benefits.</i>    | RHN<br>RCHD-Cancer Control |                     |             |   |
| <b>Offer providers a checklist for recommended screenings for certain age groups to hand out to patients</b>   | RHN<br>RCHD-Cancer Control |                     |             |   |

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| <i>Measure: The number of checklists distributed by participating providers.</i>   |                            |  |  |   |
| <b>Educate about facts vs. myths about screening tests</b><br><i>Measure: The number of educational material developed/distributed/published.</i>    | RHN<br>RCHD-Cancer Control |  |  |   |
| <b>Promote the benefits of getting screened, ex. Through testimonials</b><br><i>Measure: The number of testimonial newspaper articles published.</i> | RHN<br>RCHD-Cancer Control |  |  |   |
| <b>Promote screening fairs/ clinics</b><br><i>Measure: The number of screening fairs held and the attendance at these events.</i>                    | RHN<br>RCHD-Cancer Control |  |  |   |
| <b>Investigate how to combat the “cowboy/girl” mentality</b><br><i>Measure: An assessment of the root causes of this mentality.</i>                  |                            |  |  |   |
| <b>Have speakers educate businesses about having screenings</b><br><i>Measure: The number of presentations given and their attendance.</i>           | RHN/RCHD-MBCP/NAPA         |  |  | NAPA and other RCHD programs have given lectures about screening and prevention to businesses to meet their worksite wellness needs |
| <b>Educate providers to promote screenings</b><br><i>Measure: The number of providers promoting screening tests.</i>                                 | RHN/ RCHD-Cancer Control   |  |  |   |

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| <b>Promote non-invasive screenings, ex. Blood pressure, blood tests</b><br><i>Measure: The number of patients seeking screening tests.</i> | RHN |  |  |  |
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*Access to Care Goal Two: Increase the number of healthy pregnancies in Richland County*

*Measure: Increase the percent of pregnant women in Richland County that receive care in the first trimester from 56% to 66% and the percent that receive adequate care from 74% to 80% by 2016.*

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**Strategy One:** Increase the number of women seeking care in their first trimester.

**Attainable Goals:** Increase the percent of pregnant women in Richland County that receive care in the first trimester from 56% to 66% and the percent that receive adequate care from 74% to 80% by 2016.

| <i>Objectives</i>                                                                                                                   | <i>Who</i> | <i>Action Steps</i> | <i>When</i> | <i>Comments</i>                             |
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| <b>Provide free initial prenatal exams</b><br><i>Measures: The number of women seeking prenatal exams at free facilities.</i>       | RHN/RCHD   |                     |             |                                             |
| <b>Provide education about needed care and confidentiality</b><br><i>Measures: The number of educational materials distributed.</i> | RHN/RCHD   |                     |             |                                             |
| <b>Provide confidential pregnancy testing</b>                                                                                       | RHN/RCHD   |                     |             | The Family Planning program at the Richland |

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| <i>Measure: The number of confidential tests performed.</i>                                                                                                                                  |                                    |  |  | County Health Department provides free and confidential pregnancy testing                                                                                 |
| <b>Clarify recommendations for 1st trimester care</b><br><i>Measure: A concrete list of 1<sup>st</sup> trimester care recommendations.</i>                                                   | RHN/RCHD                           |  |  |                                                                                                                                                           |
| <b>Increase education through all media outlets and schools</b><br><i>Measure: The number of educational materials distributed/available.</i>                                                | RHN/RCHD                           |  |  | The Youth Programming Team from the Richland County Health Department has put together pregnancy resource guides for pregnant students are county schools |
| <b>Consolidate resources in one place</b><br><i>Measure: The establishment of a “one-stop-shop” for healthy pregnancy information, and a sustainable system to keep information updated.</i> | RHN/RCHD/ Sunrise Pregnancy Center |  |  |                                                                                                                                                           |
| <b>Improve access to health care programs</b><br><i>Measure: Development of a referral algorithm.</i>                                                                                        | RHN/RCHD                           |  |  |                                                                                                                                                           |
| <b>Mentor women through the process of health care during pregnancy and health insurance</b>                                                                                                 | RHN/RCHD                           |  |  |                                                                                                                                                           |

|                                                                                                                                                                                      |              |  |  |                                                                                                      |
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| <b>issues</b><br><i>Measure: The establishment of a mentor-moms group.</i>                                                                                                           |              |  |  |                                                                                                      |
| <b>Promote current support groups and create new ones as needed</b><br><i>Measure: An assessment of the current need for support groups and the establishment of new groups.</i>     | RHN/RCHD     |  |  |                                                                                                      |
| <b>Provide education about current programs for insurance, ex. Low income medical assistance/CHIPS</b><br><i>Measure: The number of educational materials distributed/available.</i> | RHN/RCHD     |  |  |                                                                                                      |
| <b>Promote the Richland County Transportation Service</b><br><i>Measure: The number of new clients.</i>                                                                              | RHN          |  |  |                                                                                                      |
| <b>Increase publicity on public assistance</b><br><i>Measure: The number of promotional materials displayed.</i>                                                                     | RHN/RCHD/OPA |  |  | Office of Public Assistance can increase publicity on the services provided and their contact number |

# Social and Economic Factors:

## Education, Employment, and Income

Education, Employment and Income Goal One: Increase life-long learning in Richland County.

Measure: Increase the number of learning opportunities in Richland County by at least 10 events per year.

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**Strategy One:** Increase opportunities for life-long learning.

**Attainable Goals:** Increase the number of learning opportunities in Richland County by at least 10 events per year.

| <i>Objectives</i>   | <i>Who</i> | <i>Action Steps</i>  | <i>When</i> | <i>Comments</i> |
|---|------------|--|-------------|-----------------|
| <p><b>Develop and maintain a resource life of all life-long learning opportunities in Richland County.</b><br/> <u>Measure:</u> A workable list of opportunities.</p> |            | Develop and maintain a wiki website which will serve as a virtual life-long learning center, providing information and support to individuals, businesses and providers. |             |                 |
| <p><b>Support the development of a “life-long learning” center.</b><br/> <u>Measure:</u> A life-long learning center.</p>   |            |  |             |                 |
| <p><b>Increase accessibility to life-long learning</b></p>  |            |  |             |                 |

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| <b>opportunities.</b><br><i>Measure: The establishment of an easy-to-use public database of events.</i> |  |  |  |  |
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**Strategy Two:** Decrease the risk factors that create high school drop-outs.

**Attainable Goals:** Decrease the high school drop-out rate from X to X by 2016.

| <i>Objectives</i>   | <i>Who</i> | <i>Action Steps</i> | <i>When</i> | <i>Comments</i> |
|---|------------|---------------------|-------------|-----------------|
| <b>Identify the risk factors that promote drop-out.</b><br><i>Measure: A list of factors that influence a student's decision to drop out.</i>                   |            |                     |             |                 |
| <b>Create mentoring/educational programs.</b><br><i>Measure: The creation of a sustainable network of mentors.</i>  |            |                     |             |                 |
| <b>Utilize law enforcement, judicial courts, and public assistance to decrease drop-out rates.</b><br><i>Measure: The number of training provided to police</i> |            |                     |             |                 |

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| about juvenile crimes and how to identify truancy. |  |  |  |  |
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Family and Social Support ~

*Family and Social Support Goal One:* Decrease suicide rates in Richland County.

Measure: Decrease suicide rates from 19.8 per 100,000 to 15.0 per 100,000 by 2016.

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**Strategy One:** Increase opportunities for stress relief.

**Attainable Goals:** Increase the number of local drug- and alcohol-free recreational activities by 10 activities by 2016.

Increase participation in local drug- and alcohol-free recreational activities by 10% by 2016.

| <i>Objectives</i>                                                                                                                          | <i>Who</i> | <i>Action Steps</i> | <i>When</i> | <i>Comments</i> |
|--------------------------------------------------------------------------------------------------------------------------------------------|------------|---------------------|-------------|-----------------|
| <b>Educate people regarding PTSD</b><br><i>Measure: The number of newspaper articles published and presentations given regarding PTSD.</i> | LAC        |                     |             |                 |
| <b>Educate about emotional</b>                                                                                                             | LAC        |                     |             |                 |

|                                                                                                                                                                                                       |                                |  |  |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|--|--|--|
| <p><b>health to expose what is available to lessen stigma of “mental health”</b><br/> <i>Measure: The number of newspaper articles published and presentations given regarding mental health.</i></p> |                                |  |  |  |
| <p><b>Make list of providers available publicly</b><br/> <i>Measure: A list of available mental health providers distributed.</i></p>                                                                 | LAC                            |  |  |  |
| <p><b>Increase physical activity.</b><br/> <i>Measure: The percentage of residents participating in leisure-time physical activity.</i></p>                                                           | Physical Activity action group |  |  |  |
| <p><b>Support “Rachel’s Challenge” to address bullying issues.</b><br/> <i>Measure: A yearly Rachel’s Challenge event.</i></p>                                                                        | P4P/STAND                      |  |  |  |
| <p><b>Support and encourage participation in school programs, sports and other hobbies</b><br/> <i>Measure: The number of students participating in leisure-time activities.</i></p>                  | P4P/STAND                      |  |  |  |

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| <p><b>Promote faith-based activities</b><br/> <i>Measure: The number of faith-based activities available and advertised in the newspaper.</i></p>                       | LAC                                                |  |  |  |
| <p><b>Educate about time management</b><br/> <i>Measure: The number of presentations and newspaper articles regarding time management given or published.</i></p>       | Richland County Extension                          |  |  |  |
| <p><b>Promote and support a consistent variety of activities- dancing, cooking classes, quilting</b><br/> <i>Measure: The number of local activities available.</i></p> | LLL Action Group<br>Physical activity action group |  |  |  |

**Strategy Two:** Decrease suicide rates.

**Attainable Goals:** Decrease the rate of suicides in Richland County from 19.8 per 100,000 to 15.0 per 100,000 by 2016.

| <i>Objectives</i>                                                                                                                                                                                   | <i>Who</i> | <i>Action Steps</i> | <i>When</i> | <i>Comments</i> |
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| <p><b>Increase resources dedicated to the subject</b><br/> <i>Measure: Identification of a sustainable funding and personnel source.</i></p>                                                        | LAC        |                     |             |                 |
| <p><b>Educate/campaign to attempt interventions that produce a cultural change</b><br/> <i>Measure: A list of best-practices; the number of educational materials available/distributed.</i></p>    | LAC        |                     |             |                 |
| <p><b>Partner with churches and senior citizens to get more information out</b><br/> <i>Measure: The number of educational materials distributed to the senior and faith-based communities.</i></p> | LAC        |                     |             |                 |
| <p><b>Promote positive aspects of mental health treatment</b><br/> <i>Measure: The number of articles published promoting the positive aspects of mental health treatment.</i></p>                  | LAC        |                     |             |                 |
| <p><b>Offer additional recreational activities (indoors) where alcohol is not served</b><br/> <i>Measure: The number of local drug- and alcohol-free</i></p>                                        |            |                     |             |                 |

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| <i>activities available.</i>                                                                                                                |                         |  |  |                                                                                                                                     |
| <b>Support “Rachel’s Challenge” to address bullying issues.</b><br><i>Measure: A yearly Rachel’s Challenge event.</i>                       | STAND/P4P               |  |  |                                                                                                                                     |
| <b>Educate on early recognition and intervention</b><br><i>Measure: The number of community members trained in Mental Health First Aid.</i> | LAC/RCHD-DUI Task Force |  |  | Local Advisory Committee is reviewing <a href="http://www.mentalhealthfirstaid.com">www.mentalhealthfirstaid.com</a> program; SBIRT |
| <b>Recognize a need for a grief support group</b><br><i>Measure: The number of grief support groups established.</i>                        | LAC                     |  |  |                                                                                                                                     |

*Community Safety ~*

*Community Safety Goal One: Decrease the rate of criminal, sexual and domestic offenses in Richland County.*

*Measure: Decrease the 3-year rate of sex offenses from 89.6 per 100,000 to 70 per 100,000 by 2016.*

*Decrease the 3-year rate of family offenses from 113.7 per 100,000 to 90 per 100,000 by 2016.*

*Decrease the rate of partner-family member assault in Richland County from 416.9 per 100,000 to 400.0 per 100,000 by 2016.*

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**Strategy One:** Decrease the 3-year rate of sex offenses.

**Attainable Goals:** Decrease the 3-year rate of sex offenses from 89.6 per 100,000 to 70 per 100,000 by 2016.

| <i>Objectives</i>  | <i>Who</i> | <i>Action Steps</i> | <i>When</i> | <i>Comments</i> |
|--|------------|---------------------|-------------|-----------------|
| <p><b>Provide educational opportunities for free in churches and schools</b><br/> <i>Measure: The number of faith- and school-based education opportunities.</i></p>   |            |                     |             |                 |
| <p><b>Have legal ramification and a sex offender program</b><br/> <i>Measure: The number of sex offences prosecuted; the establishment of a treatment program.</i></p> |            |                     |             |                 |
| <p><b>Research further to identify the root cause(s)</b><br/> <i>Measure: An assessment of the root causes of sexual offenses.</i></p>                                 |            |                     |             |                 |

**Strategy Two:** Decrease the 3-year rate of family offenses.

**Attainable Goals:** Decrease the 3-year rate of family offenses from 113.7 per 100,000 to 90 per 100,000 by 2016.

| <i>Objectives</i> | <i>Who</i> | <i>Action Steps</i> | <i>When</i> | <i>Comments</i> |
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| <p><b>Inform the public of centralized intake number and educate on the appropriate use</b><br/> <i>Measure: The number of media materials containing the intake number and its appropriate use.</i></p>   |  |                                       |  |  |
| <p><b>Improve consistency for child support payments, including: centralize place where payments are made; adjusting child support based on income; accountability/tracking of how child support payments are used; repercussions for failure to pay</b><br/> <i>Measure: The establishment of guidelines for consistent family support.</i></p> |  |                                       |  |  |
| <p><b>Educate people about free legal services that may be available and assistance with parenting plans</b><br/> <i>Measure: The number of educational materials distributed; the number of informational media publishing.</i></p>   |  | <p>Montana Legal Services/OPA/LAC</p> |  |  |

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| <b>Educate on the laws and rights of both parties</b><br><i>Measure: The establishment of an educational curriculum.</i>   |  | Montana Legal Services/OPA |  |  |
| <b>Institute mandatory community service and education for offenders</b><br><i>Measure: The establishment of a policy mandating community service and education for offenders.</i> |  | Montana Legal Services/OPA |  |  |
| <b>Research the issue further to identify root cause(s)</b><br><i>Measure: An assessment of the root causes of family offenses.</i>  |  |                            |  |  |

**Strategy Three:** Decrease the prevalence of partner-family member assault.

**Attainable Goals:** Decrease the rate of partner-family member assault in Richland County from 416.9 per 100,000 to 400.0 per 100,000 by 2016.

| <i>Objectives</i>   | <i>Who</i> | <i>Action Steps</i> | <i>When</i> | <i>Comments</i> |
|---|------------|---------------------|-------------|-----------------|
| <b>Empower victims</b><br><i>Measure: The establishment of a sustainable victim</i> |            |                     |             |                 |

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| <i>empowerment program.</i>  |                             |   |  |  |
| <b>Educate to combat misconceptions about domestic violence</b><br><i>Measure: The number of educational materials and newspaper articles published and distributed.</i>   |                             | Increase the number of volunteer advocates for RCCADV to strengthen advocacy in response. |  |  |
| <b>Provide more resource to identify who offenders are- locals, new people, transients- to legitimize the statistics and identify other contributing factors</b><br><i>Measure: An assessment of the root causes of the high rate of offenses.</i> |                             |   |  |  |
| <b>Offer counseling for young couples</b><br><i>Measure: The number of counseling opportunities available for young couples.</i>   | LAC/religious organizations |   |  |  |
| <b>Promote reporting of abuse and it's use community wide</b><br><i>Measure: The number of educational materials and newspaper articles published and distributed.</i>   |                             |   |  |  |

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| <p><b>Institute mandatory programs for offenders</b><br/> <i>Measure: The establishment and utilization of a treatment program for offenders.</i></p>                       |                        |  |  |  |
| <p><b>Strengthen the family resource center</b><br/> <i>Measure: The number of residents utilizing the center.</i></p>  | Family Resource Center |  |  |  |
| <p><b>Improve public awareness of reporting procedures</b><br/> <i>Measure: The number of media campaigns creating awareness of reporting procedures.</i></p>               |                        |  |  |  |
| <p><b>Implement a county-wide reporting/tracking system for domestic violence situations.*</b><br/> <i>Measure: The establishment of a sustainable tracking system.</i></p> |                        |  |  |  |

**Strategy Four:** Improve communication between the community and law enforcement on how to report and follow-up on suspicious behavior.

**Attainable Goals:** Increase the number of agencies participating in the coalition.

| <i>Objectives</i>   | <i>Who</i> | <i>Action Steps</i> | <i>When</i> | <i>Comments</i> |
|---|------------|---------------------|-------------|-----------------|
| <p><b>Approach Richland County Law Enforcement to find out if they have the capacity and what their current practices are.</b><br/> <i>Measure: An assessment of current practices.</i></p> |            |                     |             |                 |
| <p><b>Research how other communities address this issue.</b><br/> <i>Measure: An assessment of best-practices.</i></p>  |            |                     |             |                 |
| <p><b>Contact communities about giving crime detection sessions.</b><br/> <i>Measure: The number of crime-detection presentations.</i></p>  |            |                     |             |                 |
| <p><b>Develop written material about crime reporting for public distribution.</b><br/> <i>Measure: The number of materials distributed.</i></p>   |            |                     |             |                 |
| <p><b>Develop Public Service Announcements about contacting law enforcement.</b><br/> <i>Measure: The number of PSA's developed and played on local radio stations.</i></p>                 |            |                     |             |                 |
| <b>Post Neighborhood Watch</b>  |            |                     |             |                 |

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| <b>signs on existing signs.</b><br><b>(Eg. Attach below Sunrise City sign, ask the city)</b><br><i>Measure: The number of signs posted.</i> |  |  |  |  |
| <b>Develop neighborhood watch curriculum for kids and teach at BGC.</b><br><i>Measure: The establishment of a curriculum at BGC.</i>        |  |  |  |  |

**Strategy Five:** Improve public emergency preparedness.

**Attainable Goals:**

| <i>Objectives</i>  | <i>Who</i> | <i>Action Steps</i> | <i>When</i> | <i>Comments</i> |
|--|------------|---------------------|-------------|-----------------|
| <b>Educate the public about what emergency preparedness is and what they can/should be doing.</b><br><i>Measure: The number of presentations and newspaper articles.</i> |            |                     |             |                 |
| <b>Provide a manageable list of action steps (IE “Do 1 thing” campaign).</b><br><i>Measure: The number of materials distributed.</i>                                     |            |                     |             |                 |
| <b>Continue to give out checklists to area businesses.</b>   |            |                     |             |                 |

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| <i>Measure: The number of checklists distributed.</i>   |  |  |  |  |
| <b>Work with service providers to develop plans for high risk populations (including child care providers).</b><br><i>Measure: The number of plans developed.</i> |  |  |  |  |

## Physical Environment:

### Environmental Quality ~

*Environmental Quality Goal One: Promote a sustainable Richland County.*

*Measure: Improve access to recycling services.*

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**Strategy One:** Develop a robust recycling program in Richland County.

**Attainable Goals:** Increase the number of recycling services by one service each year.

| <i>Objectives</i>                                                                                                                   | <i>Who</i> | <i>Action Steps</i> | <i>When</i> | <i>Comments</i> |
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| <b>Support ROI's current recycling program and efforts to expand it.</b><br><i>Measure: The number of new services added to the</i> |            |                     |             |                 |

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| <i>program.</i>                                                                                                                                                                                                 |  |  |  |  |
| <b>Create a local by-product from newspapers and magazines.</b><br><i>Measure: The establishment of a local recycled-product industry.</i>                                                                      |  |  |  |  |
| <b>Educate about the value and cost of recycling.</b><br><i>Measure: The number of educational materials available/distributed.</i>                                                                             |  |  |  |  |
| <b>Advertise and educate the public about the used oil disposal container at the landfill and local businesses that burn oil.</b><br><i>Measure: The number of educational materials available/distributed.</i> |  |  |  |  |

*Built Environment and Housing ~*

*Built Environment and Housing Goal One: Improve the structural safety and appearance of Richland County.*  
*Measure: Increase the number of available housing units by 2016.*

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**Strategy One:** Make a plan for City of Sidney and County Commissioners to collaborate with property owners to establish a definitive explanation for “hazardous structure” and plan follow through with Community Decay Ordinance.

**Attainable Goals:** Decrease the number of hazardous structures in Richland County.

| <i>Objectives</i>  | <i>Who</i> | <i>Action Steps</i> | <i>When</i> | <i>Comments</i>   |
|--|------------|---------------------|-------------|---|
| <p><b>Define “Hazardous Structures” and look if it’s detrimental to health.</b><br/> <i>Measure: A county-wide definition of “hazardous structures” and its attributes.</i></p>        |            |                     |             | Land is available from the City of Sidney and interest was expressed at the focus group conducted by the Nutrition Coalition. |
| <p><b>Research other towns of comparable size for decay ordinance- Williston, Watford City, Miles City.</b><br/> <i>Measure: An assessment of other county’s decay ordinances.</i></p> |            |                     |             |   |
| <p><b>Find a hazardous building authority.</b><br/> <i>Measure: The establishment of a hazardous building authority.</i></p>   |            |                     |             |   |
| <p><b>Get Planning Board or Housing Authority to become review board for within city limits.</b><br/> <i>Measure: The</i></p>  |            |                     |             | Will come with adoption of a hazardous structure policy.  |

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| <i>establishment of a board.</i>   |  |  |  |  |
| <b>Training on how to identify hazardous structures.</b><br><i>Measure: The number of trainings for local personnel.</i> |  |  |  | Will come with adoption of a hazardous structure policy. |
| <b>Research the universal building codes.</b><br><i>Measure: A document containing the universal building codes.</i>     |  |  |  | May come out of Housing Assessment                       |

**Strategy Two:** Improve the appearance of Richland County.

**Attainable Goals:** Make five visual improvements to the downtown areas of Richland County by 2016.

| <i>Objectives</i>   | <i>Who</i> | <i>Action Steps</i> | <i>When</i> | <i>Comments</i>  |
|---|------------|---------------------|-------------|--|
| <b>Talk to Richland Economic Development about possible visual improvements that could be done to the downtown area.</b><br><i>Measure: A list of potential visual improvements to the downtown area.</i> |            |                     |             | RED is working with the City, County and business owners to begin a downtown renewal project around the courthouse on west Main Street |

**Strategy Three:** Explore methods of renovating old buildings on existing lots.

**Attainable Goals:** Increase the number of multi-family housing units by 2016.

Increase available senior housing by 2016.

| <i>Objectives</i>   | <i>Who</i>  | <i>Action Steps</i> | <i>When</i> | <i>Comments</i>  |
|---|---|---------------------|-------------|--|
| <p><b>Find out what progress has already been made.</b><br/> <i>Measure: An assessment of action steps already taken.</i></p>   | <p>Sidney Housing Committee and the Richland Housing Authority.</p> |                     |             | <p>The Housing Committee is looking at a land trust to support the development of affordable new homes.</p>  |
| <p><b>County-wide housing evaluation: How many houses are sitting empty?</b><br/> <i>Measure: An assessment of available housing units.</i></p>   |   |                     |             | <p>Those that are empty are either condemned or too expensive.</p>   |
| <p><b>Explore co-op housing: 5-6 families build a condo together. Look into development of apartment complexes.</b><br/> <i>Measure: An assessment of the requirements for establishing multi-unit housing.</i></p> |   |                     |             | <p>Not being looked at right now. (Possibility of engaging private investors, selling shares to businesses who's employees would use the housing - done on the western side of the state (Big Sky Resort, Chico) (State has an agency which will help with development of a co-op by interested parties)</p> |
| <p><b>Review price range of houses in Richland County-specifically through a study of independent realtors.</b><br/> <i>Measure: An assessment of the range of housing and land prices in Richland County.</i></p>  |   |                     |             | <p>New homes are too high at \$250-\$300k, houses are selling at \$100-150k (how much does it cost to buy enough land?) Would like to see a study independent of realtors</p>  |