

COMMUNITY HEALTH IMPROVEMENT PLAN II (2017-2021)
COBB COUNTY GOALS & STRATEGIES

STRATEGIC PRIORITY	GOALS	STRATEGIES
Healthy Lifestyles	Tobacco Product Use Reduce illness, disability and death related to tobacco product use and secondhand smoke exposure.	<ul style="list-style-type: none"> Identify and reduce tobacco-related disparities among population groups. Promote access to information and support systems for cessation services. Reduce the initiation of tobacco product use among children, adolescents and young adults. Reduce exposure to tobacco related products and secondhand smoke.
	Physical Activity Improve health and the quality of life through daily physical activity.	<ul style="list-style-type: none"> Increase physical activity among at-risk populations through community design and access. Promote and strengthen school and early learning policies and programs that increase physical activity. Promote and strengthen workplace policies and programs that increase physical activity.
	Healthy Eating Promote health and reduce overweight and obesity through the consumption of healthy foods.	<ul style="list-style-type: none"> Increase access to healthy and affordable foods in food desert communities. Increase community knowledge on recognizing appropriate portions and making healthy food and beverage choices. Increase organizational and programmatic changes focused on healthy eating.
Access to Health Services	Access to Primary Care Increase access to quality primary health services for the underserved community.	<ul style="list-style-type: none"> Reduce barriers to accessing clinical and community preventive services, especially among populations at greatest risk. Increase the care capacity of safety net providers.
	Chronic Disease Management Increase access to local services that screen for and help control chronic conditions.	<ul style="list-style-type: none"> Increase chronic disease screenings, education and care management among populations at greatest risk.
	Infant Mortality Reduce infant mortality disparities through access to prenatal care.	<ul style="list-style-type: none"> Increase the proportion of at-risk pregnant women who receive early and adequate prenatal/postnatal care.
	Behavioral Health Improve access to appropriate, quality behavioral health services.	<ul style="list-style-type: none"> Increase cultural humility among service providers to enhance awareness. Enhance partnerships to improve access to behavioral health services. Promote early identification of behavioral health needs and services available to the community.

COMMUNITY HEALTH IMPROVEMENT PLAN II (2017-2021)
DOUGLAS COUNTY GOALS & STRATEGIES

STRATEGIC PRIORITY	GOALS	STRATEGIES
Healthy Lifestyles	Tobacco Product Use Reduce illness, disability and death related to tobacco product use and secondhand smoke exposure.	<ul style="list-style-type: none"> Identify and reduce tobacco-related disparities among population groups. Promote access to information and support systems for cessation services. Reduce the initiation of tobacco product use among children, adolescents and young adults. Reduce exposure to tobacco related products and secondhand smoke.
	Healthy Eating Promote health through portion control and the consumption of healthy foods to reduce overweight and obesity.	<ul style="list-style-type: none"> Increase access to healthy and affordable foods in food desert communities. Increase community knowledge on recognizing portion control and making healthy food and beverage choices. Increase organizational and programmatic changes focused on healthy eating.
	Youth Behavior Improve the health, safety, well-being and mental and emotional development of youth (<10), adolescents (10-19) and young adults (20-24).	<ul style="list-style-type: none"> Promote access to information and resources to maintain or improve mental and emotional well-being in at-risk communities. Create environments that inform and empower youth, adolescents and young adults to make positive choices related to alcohol, tobacco and other drugs. Provide individuals and families with the knowledge, life skills and tools to prevent violence and injuries.
Access to Health Services	Access to Primary Care Increase access to quality primary health services for the underserved community.	<ul style="list-style-type: none"> Reduce access barriers to clinical and community preventive services among populations at greatest risk. Increase the care capacity of safety net providers. Increase the number of comprehensive school-based health centers.
	Chronic Disease Management Increase access to local services that screen for and help control chronic conditions.	<ul style="list-style-type: none"> Increase chronic disease education, screenings and care management among populations at greatest risk. Reduce the number of people who are unable to obtain or delay in obtaining necessary prescription medicines for the management of chronic diseases.
	Mental/Behavioral Health Improve access to appropriate, quality behavioral health services.	<ul style="list-style-type: none"> Explore partnerships to improve access to mental/behavioral health services.

For more information, review the [Cobb and Douglas Community Health Improvement Plan II \(2017-2021\)](#).