

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

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

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

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

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