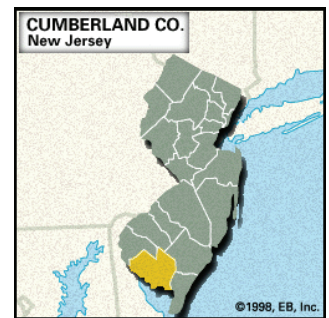
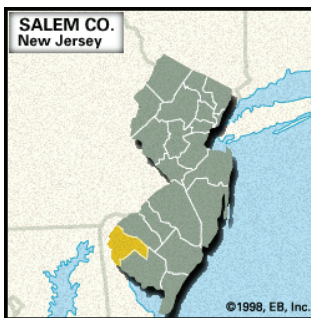


# The Cumberland & Salem Public Health Partnership

*...together we can make a difference!*

The Cumberland and Salem Public Health Partnership recently identified key health issues that our counties are facing. With this information, a plan has been written to provide guidance in addressing the top 4 issues. Below are the top issues as well as the goals put in place to address each of them. This information is important as it will help guide our activities to make our communities healthier.

If you or someone you know is interested in learning more about these issues or would like to assist, please contact the Health Department at (856) 935-7510 x 8305.



## *Tobacco, Drugs & Alcohol*

In Salem and Cumberland counties, drug & alcohol related admissions as well as smoking rates are high when compared to NJ rates. Over a 5 year period, it is our goal to reduce substance abuse and tobacco use.

### Goals:

- ✓ Reduce the number people who smoke daily.
- ✓ Increase the enforcement of Tobacco Age of Sale laws.
- ✓ Increase the enforcement of Underage Drinking laws.
- ✓ Increase awareness of the harmful effects of tobacco, drug and alcohol use among school-aged students.
- ✓ Increase awareness of the harmful effects of substance abuse among adult community members.

# Healthy Lifestyles & Obesity

Obesity rates for Salem and Cumberland counties are notably higher than the NJ rate. As we strive to improve the health of our community members, it is our goal to reduce county obesity rates over a 5 year period.

## Goals:

- ✓ Increase opportunities for physical activity for children and adolescents.
- ✓ Create awareness among parents, families and school students about the harmful health effects of obesity.
- ✓ Promote healthy life styles which help reduce weight among high risk residents including school students.
- ✓ Increase nutritional knowledge among residents of all ages.

# Heart Disease & Stroke

Reported blood pressure rates for our region are higher than NJ levels. Our goal is to decrease blood pressure rates over a 5 year period in hopes of affecting the impact that heart disease and stroke are having on our community members.

## Goals:

- ✓ Increase awareness of risk factors (i.e. family history and poor dental care, as they relate to heart disease and stroke).
- ✓ Increase physical activity of residents.
- ✓ Increase the regularity of health screenings among those at risk.
- ✓ Increase the number of people that stick to their treatment routine.

# Teen Pregnancy

Cumberland and Salem counties have the highest rate of teen births in the state of NJ. As this issue impacts our communities in many ways, it is our goal to decrease teen birth rates to NJ levels over a 5 year period.

## Goals:

- ✓ Provide education programs that provide information and encourage teens to make responsible choices.
- ✓ Increase awareness of available contraceptive methods.
- ✓ Increase out of school community activities.
- ✓ Increase parental involvement and communication about sex.
- ✓ Increase the awareness of birth control methods while decreasing STD's and AIDS among teenagers.
- ✓ Increase awareness of STD's and AIDS as a result of irresponsible behavior.