



PRESTON COUNTY HEALTH DEPARTMENT



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Preston County Health Department
Community Health Improvement Plan

March 2026

The 2024 Community Health Needs Assessment for Preston County identified five (5) priority health needs in Preston County. Those Included Substance Use including Alcohol and Tobacco, Health Education & Promotion including Health Screenings Lack of Free or Low-Cost Medical Services, Mental Health Services, Obesity, and chronic disease.

The following sections outline the work of Preston County Health department to address each of the needs identified.

Priority:

#1	Preston County Health Department
Community Health Need	#1 Substance Use/ Abuse including Alcohol and Tobacco
Identified health Issue	Addiction to substances to include Alcohol and Tobacco
Program Description and Rationale:	Youth and Community Prevention programing using the Icelandic Model of Prevention (IPM), Integrated Community Engagement Collaborative (ICEC) participation, offering support services in the community, including training of SMART Recovery group facilitators to host weekly meetings, support for Peer Recovery Coaches and connecting to other local resources.
Goals:	
	The Preston County Health Department (PCHD) will establish targeted goals and strategies to reduce Opioid Use Disorder (OUD) in Preston County through prevention, education, and community collaboration. PCHD will conduct or participate in the following initiatives: • Social Media Education Campaigns: Develop and implement ongoing social media campaigns that provide educational information about opioid use disorder, substance misuse prevention, and available treatment and recovery resources. Multiple platforms and multimedia methods will be used to disseminate timely and accessible information to residents throughout Preston County. • Integrated Community Engagement (ICE) Survey: Utilize



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	data collected through the Integrated Community Engagement (ICE) Survey to better understand youth behaviors, risk factors, and community trends related to substance use. Findings will guide prevention strategies and inform community partners about emerging needs. • Youth Coalition Development: Support the formation of a county-wide youth coalition to empower young people to participate in prevention efforts, promote healthy behaviors, and help shape peer-led initiatives addressing substance use. • Community Partnerships: ○ Partner with the Preston County Family Resource Network (FRN) to promote and participate in programs that address substance use prevention, family support, and community education. ○ Collaborate with the Preston Prevention Partnership to coordinate local prevention strategies and strengthen community-wide efforts to reduce opioid misuse. • Data-Informed Prevention Campaigns: Use local data, community feedback, and ICEC survey findings to develop new targeted prevention campaigns that address substance use trends and community needs. • SMART Recovery Training: Provide or support SMART Recovery training opportunities for community members, service providers, and peer recovery supporters to expand access to evidence-based recovery support options in the county. • Participate in Save a Life Day to expand overdose prevention efforts by distributing naloxone (Narcan) to community members and providing education on overdose recognition, response, and harm reduction strategies. • Indoor Air Regulation Enforcement: Enforce Preston County Indoor Air Regulations to reduce exposure to secondhand smoke and vaping products, contributing to broader substance use prevention and public health protection. Through these combined strategies—data-driven decision-making, community partnerships, youth engagement, and public education—the Preston County Health Department aims to strengthen prevention infrastructure and reduce the impact of opioid use disorder within the community.
Implementation Plan:	



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The Preston County Health Department (PCHD) will implement the following strategies to support opioid misuse prevention, expand public health education, and strengthen community wellness initiatives within Preston County:

- **Develop and maintain social media education campaigns** that provide information related to opioid use disorder, substance misuse prevention, treatment options, and recovery resources. Educational materials and prevention messaging will be shared regularly across multiple social media platforms, and messaging will be coordinated with community partners when appropriate.
- **Collaborate with the Preston County Family Resource Network (FRN)** by participating in meetings, initiatives, and community activities that address opioid use disorder and substance misuse prevention. PCHD will provide public health expertise, educational materials, and support for community-based prevention and recovery efforts.
- **Partner with the Preston Prevention Partnership** to strengthen community-wide opioid prevention efforts by participating in coalition meetings, sharing data and prevention strategies, and supporting coordinated responses to substance use issues in Preston County.
- **Conduct compliance checks of establishments to ensure adherence to Preston County Indoor Air Regulations.** Environmental Health staff will inspect establishments as needed and provide education and guidance to business owners regarding smoke-free and indoor air requirements.
- **Participate in senior-focused outreach events**, including Preston Seniors Spring Fling and Fall Fest activities, by providing educational materials related to disease prevention and healthy aging.
- **Participate in National Prescription Drug Take Back Day events** in partnership with the Preston County Sheriff's Office and the Drug Enforcement Administration. PCHD will assist with community outreach, event promotion, and public education regarding safe medication disposal and opioid misuse prevention.
- The Preston County Health Department **will partner with local prevention organizations, recovery groups, and public safety agencies to participate in Save a Life Day events.** During these events, PCHD will distribute **naloxone (Narcan) kits** to community members and provide brief training on recognizing the signs of an opioid overdose and how to



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	properly administer naloxone. Educational materials related to overdose prevention, treatment resources, and recovery support services will also be provided. The event will be promoted through social media, community partners, and local outreach efforts to increase public awareness and encourage community participation in overdose prevention initiatives.	
Potential Barriers and mitigation		
	Potential Barrier Stigma associated with substance use disorder (SUD) that discourages individuals from seeking help Limited number of Peer Recovery Specialists (PRS) in the area Minimal support groups available for individuals experiencing substance use disorder Limited community engagement or awareness of opioid education campaigns Low participation in medication disposal initiatives Businesses unaware of or not fully compliant with Indoor Air Regulations	Mitigation Strategy Provide continued community education and awareness campaigns to reduce stigma and promote understanding that SUD is a treatable health condition. Develop and maintain a Peer Recovery Specialist repository at the Preston County Health Department to help connect individuals with available peer support and provide appropriate referrals. Increase access to recovery support by providing training opportunities for community members to become SMART Recovery facilitators and expand local support group availability. Utilize multiple outreach methods, including social media and community events, to increase awareness of opioid use disorder education and available resources. Promote National Prescription Drug Take Back Day events through social media, community partners, and local outreach to encourage safe medication disposal. Conduct regular compliance checks and provide education to establishments about the importance of adhering to Preston County Indoor Air Regulations.



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Partners needed	• Preston County Family Resource Network (FRN) • Preston Prevention Partnership • Preston County Sheriff's Office • Drug Enforcement Administration (DEA) • Preston Seniors (Spring Fling and Fall Fest organizers)
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#2	Preston County Health Department
Community Health Need	#2 Health Education & Promotion including Health Screenings/ Lack of Free or Low-Cost Medical Services
Identified health Issue	Access to affordable health services
Program Description And Rationale:	Promote and provide health education and screening to the community to improve health literacy and overall health outcomes.
Goals:	
	The Preston County Health Department (PCHD) will establish targeted goals and strategies to improve community health outcomes by expanding health education, preventive screenings, and access to free or low-cost medical services for residents of Preston County. Through partnerships with healthcare providers, community outreach, and public health programming, PCHD will work to reduce barriers to care, promote early detection of disease, and improve overall population health. PCHD will conduct or participate in the following initiatives: • Provide free diabetes education in partnership with Preston Memorial Hospital to support disease management and improve health outcomes for individuals living with diabetes. • Conduct communicable disease investigations and provide education to healthcare providers and the community to reduce disease transmission and promote public health awareness. • Administer the Vaccines for Children (VFC) Program to ensure eligible children through age 18 have access to recommended immunizations. • Provide some private vaccines to individuals who are not eligible for publicly funded vaccination programs, as well as businesses who wish to participate. • Offer state-supplied adult vaccines, as available, in accordance with state guidelines and eligibility requirements. • Provide free blood pressure and weight screenings to support early detection and prevention of chronic disease.



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	• Offer free screening, education, and treatment for sexually transmitted infections (STIs) in accordance with state public health guidelines. • Refer patients to Federally Qualified Health Centers (FQHCs) and other appropriate healthcare providers based on identified service needs during screenings and assessments. • Provide tuberculosis (TB) screening and testing, along with state-supported treatment for latent tuberculosis infection (LTBI) and active TB cases. • Continue implementation of the Healthy Heart Ambassador Program within service areas to support clients identified as being at risk for cardiovascular disease. • Continue conducting community and school-based influenza vaccination clinics to increase vaccination coverage and reduce the spread of seasonal influenza.
Implementation Plan:	
	The Preston County Health Department (PCHD) will implement the following strategies throughout 2026 to improve access to preventive services, increase health education opportunities, and connect residents with free or low-cost medical resources available in the community: • Refer residents to free or low-cost medical services available through Preston Memorial Hospital, including blood screenings, mammograms, vein screenings, and low-cost or no-cost CT exams. • Provide screening and referral assistance during routine health department visits to connect residents with appropriate preventive services and healthcare resources based on identified needs. • Partner with Quality Insights to facilitate a Community Action Poverty Simulation (CAPS) for community leaders, policymakers, educators, healthcare professionals, and social service staff to increase understanding of the structural and financial challenges faced by individuals living in poverty. • Promote participation in poverty simulation training to help community stakeholders better understand barriers to healthcare access and improve coordinated responses to the needs of low-income residents.



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Potential Barriers and mitigation																	
	<table> <tr> <th>Potential Barrier</th><th>Mitigation Strategy</th></tr> <tr> <td>Limited vaccine supply due to state allocations or manufacturer shortages</td><td>Prioritize vaccines for high-risk and eligible populations, coordinate with state health authorities for updated supply information, and schedule vaccination clinics based on available inventory.</td></tr> <tr> <td>STI laboratory samples must be sent to the state laboratory, creating delays due to unreliable postal delivery</td><td>Utilize the most reliable available mailing services, coordinate regular shipment schedules, and maintain communication with the state laboratory to monitor receipt and processing of specimens.</td></tr> <tr> <td>Limited availability of large venues for mass education events</td><td>Schedule large-scale educational events several months in advance to secure appropriate space and coordinate with community partners such as schools, community centers, or libraries.</td></tr> <tr> <td>Limited community awareness of available free or low-cost health services</td><td>Increase outreach through social media, community events, partner organizations, and local media to inform residents about available services and resources.</td></tr> <tr> <td>Transportation barriers that prevent residents from accessing services</td><td>Provide referrals to nearby providers and coordinate with community partners to identify transportation resources when available.</td></tr> <tr> <td>Staffing limitations during high-demand periods or community events</td><td>Coordinate staffing schedules in advance, partner with community organizations when possible, and prioritize high-impact outreach activities.</td></tr> <tr> <td>Stigma surrounding STI testing or communicable disease services</td><td>Provide confidential, respectful services and increase public education efforts to normalize testing and promote preventive care.</td></tr> </table>	Potential Barrier	Mitigation Strategy	Limited vaccine supply due to state allocations or manufacturer shortages	Prioritize vaccines for high-risk and eligible populations, coordinate with state health authorities for updated supply information, and schedule vaccination clinics based on available inventory.	STI laboratory samples must be sent to the state laboratory, creating delays due to unreliable postal delivery	Utilize the most reliable available mailing services, coordinate regular shipment schedules, and maintain communication with the state laboratory to monitor receipt and processing of specimens.	Limited availability of large venues for mass education events	Schedule large-scale educational events several months in advance to secure appropriate space and coordinate with community partners such as schools, community centers, or libraries.	Limited community awareness of available free or low-cost health services	Increase outreach through social media, community events, partner organizations, and local media to inform residents about available services and resources.	Transportation barriers that prevent residents from accessing services	Provide referrals to nearby providers and coordinate with community partners to identify transportation resources when available.	Staffing limitations during high-demand periods or community events	Coordinate staffing schedules in advance, partner with community organizations when possible, and prioritize high-impact outreach activities.	Stigma surrounding STI testing or communicable disease services	Provide confidential, respectful services and increase public education efforts to normalize testing and promote preventive care.
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Stigma surrounding STI testing or communicable disease services	Provide confidential, respectful services and increase public education efforts to normalize testing and promote preventive care.																
Partners Needed	• Preston Memorial Hospital • Primary Care Medical Home (PCMH) • Quality Insights • West Virginia Department of Health																



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	• West Virginia Human Resources • Centers for Disease Control and Prevention • Local Schools in Preston County • Community and Faith-Based Organizations • Local Libraries and Community Centers • Social Service Agencies in Preston County • Federally Qualified Health Centers (FQHCs) • Local Pharmacies
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#3	Preston County Health Department
Community Health Need	#3 Mental Health Services
Identified health Issue	Lack of Mental Health Services in Preston County
Program Description And Rationale:	Mental Health Services for all ages help to meet the needs of the community.
Goals:	
	The Preston County Health Department (PCHD) will establish targeted goals and strategies to support residents in accessing mental health services and resources within Preston County. Through community education, outreach, and collaboration with local providers, PCHD will work to increase awareness of available services, reduce stigma associated with mental health conditions, and connect individuals with appropriate care and support. PCHD will conduct or participate in the following initiatives: • Develop and maintain social media campaigns that promote mental health awareness, reduce stigma, and share educational information about mental wellness. • Highlight local mental health providers and services through outreach efforts to help residents better understand where and how to access care. • Promote local mental health support groups and recovery resources available within the community. • Share information about crisis resources, counseling services, and community-based mental health programs to improve access to care. • Collaborate with community partners and healthcare providers to increase visibility of mental health initiatives and services available to Preston County residents.
Implementation	



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Plan:	The Preston County Health Department (PCHD) will implement the following strategies throughout 2026 to increase awareness of mental health resources and support access to services for residents of Preston County: • Develop and maintain mental health awareness social media campaigns throughout 2026 to provide educational information on mental wellness, coping strategies, and available mental health resources in the community. • Highlight local mental health providers and services through regular social media posts and informational materials to help residents identify where to seek counseling, therapy, and psychiatric services. • Promote local mental health support groups by sharing schedules, locations, and contact information for available peer support and recovery groups within Preston County and surrounding areas. • Share crisis resource information, including national and state mental health crisis lines, through public outreach and social media to ensure residents are aware of immediate support options. • Collaborate with community partners and behavioral health providers to gather up-to-date information on available services and ensure accurate referrals are provided to individuals seeking mental health support. • Provide educational materials during community events and outreach activities to increase awareness of mental health resources and reduce stigma associated with seeking care. • Create a repository of churches and places of worship in Preston County	
Potential Barriers and mitigation		
	Potential Barrier The Preston County Health Department currently lacks the financial resources to directly provide mental health treatment services Limited availability of mental health providers in rural areas	Mitigation Strategy Focus efforts on education, outreach, and referrals while partnering with existing mental health providers and community organizations to connect residents with available services. Promote telehealth options and highlight regional providers that serve Preston County residents to expand



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	access to care. Continue public education and awareness campaigns that normalize mental health care and emphasize that seeking help is a sign of strength. Use social media campaigns, community events, and partnerships with local organizations to increase awareness of existing resources. Promote telehealth services when available and connect individuals with providers offering virtual counseling options. Promote regional and virtual support groups and encourage community partners to develop additional peer support opportunities where feasible.
Stigma associated with seeking mental health services	
Lack of awareness about available mental health services and support groups	
Transportation barriers preventing residents from accessing care	
Limited availability of local support groups	
Partner Needed	• Valley HealthCare System • Appalachian Community Health Center • Preston Memorial Hospital • Local Behavioral Health Providers and Counselors • Local Schools in Preston County • Preston County Family Resource Network (FRN) • Preston Prevention Partnership • Faith-Based Organizations • Social Service Agencies in Preston County • Peer Recovery Support Specialists • Mental Health Support Groups in the Region • National Alliance on Mental Illness (NAMI) • Substance Abuse and Mental Health Services Administration (SAMHSA)

#4	Preston County Health Department
Community Health Need	#4 Obesity
Identified health Issue	Obesity contributes to preventable chronic diseases, reduces life expectancy, contributes to psychosocial effects such as anxiety and depression, and increases the cost of healthcare.
Program Description And Rationale:	Improve access, testing and treatment for wellness and health including weight loss.



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Goals:	The Preston County Health Department (PCHD) will establish targeted goals and strategies to help reduce obesity and improve nutrition and physical activity among residents of Preston County through education, community partnerships, and health promotion initiatives. Through outreach, prevention programming, and collaboration with community organizations, PCHD will work to increase awareness of healthy lifestyle choices and improve access to resources that support proper nutrition and physical activity. PCHD will conduct or participate in the following initiatives: • Develop and maintain social media campaigns promoting nutrition and physical activity, using multiple platforms to share educational information about healthy diets, exercise, and chronic disease prevention with residents of Preston County. • Support the Food for Preston Initiative by facilitating food donations and assisting with sponsorship and promotion of community programs that increase access to healthy food options. • Participate in the Preston County Family Fun Expo by providing educational materials on nutrition and exercise while promoting local food donation drives and healthy lifestyle resources. • Support Mountaineer Food Bank distribution sites by providing educational materials related to healthy eating and nutrition, as well as volunteer support when available. • Develop and implement a Diabetes Prevention Program (DPP) and offer classes for individuals identified as prediabetic to help prevent the onset of type 2 diabetes through lifestyle changes. • Facilitate Diabetes Self-Management Program (DSMP) classes within the community using the approved Self-Management Resource Center (SMRC) curriculum to help individuals manage diabetes effectively. • Partner with WVU Hospitals to expand access to the Healthy Heart Ambassador Program within Preston County to support cardiovascular health education and prevention. • Participate in Preston Seniors Spring Fling and Fall Fest events by providing influenza vaccinations and educational information related to chronic disease prevention, healthy aging, and nutrition.
Implementation Plan:	



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The Preston County Health Department (PCHD) will implement the following strategies throughout 2026 to promote healthy lifestyles, improve nutrition, and increase physical activity opportunities for residents of Preston County:

- **Develop and maintain social media health promotion campaigns** throughout 2026 using multimedia content such as reels, stories, posts, and informational graphics to promote healthy eating, exercise, and chronic disease prevention.
- **Support the Food for Preston Initiative** by maintaining a food donation box at the Preston County Health Department year-round and facilitating the **Season of Giving food drive** from November through December at multiple community locations.
- **Assist with Food for Preston and Mountaineer Food Bank events** by providing volunteer or educational support at **three of the six annual food distribution events**.
- **Exhibit at the Preston County Family Fun Expo** and provide educational materials and outreach related to nutrition, physical activity, and healthy living.
- **Participate in community health fairs** and provide educational materials and information related to nutrition, exercise, and chronic disease prevention.
- **Implement Diabetes Self-Management Program (DSMP) classes** during the **third quarter of 2026** using the approved Self-Management Resource Center (SMRC) curriculum.
- **Continue recruitment and management of the Healthy Heart Ambassador Program** to support cardiovascular health education and blood pressure self-monitoring among community members.
- **Promote and participate in the Preston Memorial Hospital Spring Walking Challenge** to encourage community physical activity and healthy lifestyle engagement.
- **Provide free weight screenings** to support community members in monitoring their health and encouraging healthy lifestyle changes.
- **Partner with WVU Office of Health Services Research (OSHR)** to implement **Walk With Ease and Chronic Disease Self-Management Programs** developed by the Self-Management Resource Center (SMRC).
- **Partner with WVU Extension Office** to provide nutrition education and promote healthy eating habits within the community.



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	• Collaborate with Kingwood Parks and Recreation to support and expand community wellness initiatives and physical activity opportunities. • Support youth sports programming by providing nutrition and wellness education to young athletes and their families. • Promote public awareness of hiking and walking trails in Preston County to encourage outdoor recreation and increased physical activity. • Partner with Cathedral State Park and Friends of the Cheat to promote hiking, outdoor recreation, and nature appreciation as part of community wellness efforts.				
Potential Barriers and mitigation					
	<table><tr><th>Potential Barrier</th><th>Mitigation Strategy</th></tr><tr><td> • Communication and coordination challenges with WVU partners to schedule facilitator training for Walk with Ease and other Chronic Disease Self-Management Programs (CDSMP) • Cost of gym memberships and limited availability of fitness facilities in the area • Limited staff availability to </td><td> • Maintain regular communication with WVU partners and begin planning training opportunities well in advance to ensure facilitators are trained and programs can be implemented on schedule. • Support accessible community-based exercise opportunities such as group activities at senior centers, including aerobics, chair yoga, and active living classes. • Schedule volunteer </td></tr></table>	Potential Barrier	Mitigation Strategy	• Communication and coordination challenges with WVU partners to schedule facilitator training for Walk with Ease and other Chronic Disease Self-Management Programs (CDSMP) • Cost of gym memberships and limited availability of fitness facilities in the area • Limited staff availability to	• Maintain regular communication with WVU partners and begin planning training opportunities well in advance to ensure facilitators are trained and programs can be implemented on schedule. • Support accessible community-based exercise opportunities such as group activities at senior centers, including aerobics, chair yoga, and active living classes. • Schedule volunteer
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	volunteer for Mountaineer Food Bank (MFB) and Food for Preston (FFP) events • Low participation in group health and wellness activities • Limited awareness of community wellness initiatives • Transportation barriers that may prevent residents from attending programs or events	participation well in advance to ensure PCHD staff are available to assist with planned events. • Increase outreach by visiting multiple senior centers and community events to promote nutrition education, physical activity, and available wellness programs. • Promote programs and events through social media, local media, and partnerships with community organizations to increase public awareness. • Coordinate outreach at multiple locations throughout the county and partner with community organizations to bring programs directly to residents when possible.
Partners Needed	• West Virginia University Hospitals • West Virginia University Extension Service • West Virginia University Office of Health Services Research • Mountaineer Food Bank • Food for Preston Initiative • Preston Memorial Hospital • Kingwood Parks and Recreation • Preston County Senior Centers • Preston County Family Resource Network (FRN) • Youth Sports Organizations in Preston County • Cathedral State Park • Friends of the Cheat • Local Schools in Preston County	



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	• Community Health Fairs and Event Organizers
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#5	Preston County Health Department
Community Health Need	#5 Chronic Conditions to include Asthma, Cancer, Diabetes, Heart Disease and Lung Disease.
Identified health Issue	Increasing rates of chronic conditions
Program Description And Rationale:	Offer free and low-cost preventative and maintenance education on chronic Conditions.
Goals:	The Preston County Health Department (PCHD) will establish targeted goals and strategies to support residents living with chronic health conditions by expanding access to self-management education, preventive screenings, and community health promotion initiatives. Through education, outreach, and partnerships with local organizations, PCHD will work to improve health literacy, promote healthy lifestyle behaviors, and empower individuals to better manage chronic diseases such as diabetes, hypertension, and heart disease. PCHD will conduct or participate in the following initiatives: • Continue implementation of the Healthy Heart Ambassador Program to support blood pressure self-monitoring and cardiovascular health education within the community. • Provide free blood pressure and weight screenings to assist residents in monitoring key indicators of chronic disease risk. • Develop and maintain health promotion social media campaigns throughout 2026 using multimedia content such as reels, stories, and posts to promote healthy lifestyle behaviors and chronic disease prevention. • Partner with the Preston Senior Center to provide educational opportunities related to chronic disease prevention, nutrition, and physical activity. • Participate in Preston Seniors Spring Fling and Fall Fest events by providing influenza vaccinations and educational information on chronic disease prevention and healthy aging. • Participate in Community Baby Shower promoting immunizations and healthy lifestyle for family and infants. • Facilitate community-based Chronic Disease Self-Management and Diabetes Self-Management classes using the approved Self-Management Resource Center (SMRC)



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	curriculum to support individuals managing chronic conditions.
Implementation Plan:	
	The Preston County Health Department (PCHD) will implement the following strategies throughout 2026 to improve chronic disease education, support self-management for individuals living with chronic conditions, and promote healthy lifestyle behaviors among residents of Preston County: • Develop and maintain social media health promotion campaigns throughout 2026 using multimedia formats such as reels, stories, posts, and educational graphics to share information about healthy lifestyles, chronic disease prevention, diabetes management, heart health, and disease self-management. • Partner with the Preston Senior Center to provide educational opportunities related to chronic disease prevention, nutrition, physical activity, diabetes management, and heart health. • Participate in Preston Seniors Spring Fling and Fall Fest events by providing influenza vaccinations and distributing educational materials related to chronic disease prevention, healthy aging, and disease self-management. • Facilitate Chronic Disease Self-Management Program (CDSMP) classes within the community using the approved Self-Management Resource Center (SMRC) curriculum to support individuals managing a variety of chronic health conditions. • Facilitate Diabetes Self-Management Program (DSMP) classes using the approved SMRC curriculum to provide education and support for individuals living with diabetes or prediabetes. • Continue recruitment and management of the Healthy Heart Ambassador Program to support blood pressure self-monitoring and cardiovascular health education among community members. • Provide free blood pressure and weight screenings to help residents monitor risk factors associated with chronic disease and encourage early intervention and lifestyle improvements. • Support and promote existing diabetes education support



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	groups to ensure individuals with diabetes or prediabetes have access to ongoing peer support and disease management resources. • Attend Community Baby Shower providing vaccination education and promoting healthy lifestyles for parents and infants.	
Potential Barriers and mitigation		
	Potential Barrier Communication and coordination challenges with WVU Office of Health Services Research (OSHR) staff regarding facilitator training for CDSMP and related programs Limited awareness and engagement among the target population, resulting in lower participation in program activities Transportation barriers that may prevent residents from attending classes or events Limited staffing capacity to facilitate programs and outreach activities Stigma or hesitation about participating in chronic disease education programs	Mitigation Strategy Maintain regular communication with OSHR staff regarding training schedules. If OSHR is unable to provide training, coordinate with WVU Berkeley resources to secure facilitator training opportunities. Increase outreach efforts through social media, community events, and partnerships with local organizations to improve program visibility and encourage participation. Offer programs in accessible community locations such as senior centers and partner sites throughout the county to reduce travel barriers. Schedule programs in advance, prioritize high-impact initiatives, and collaborate with community partners to support program delivery. Promote programs as supportive, educational opportunities focused on improving quality of life and health outcomes.
Partners Needed	• Preston Senior Center • Preston Memorial Hospital • West Virginia University Office of Health Services Research • West Virginia University Extension Service • Mountain Laurel Medical Center	



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| | <ul style="list-style-type: none">• Local Primary Care Providers in Preston County• Local Pharmacies• Preston County Family Resource Network (FRN)• Preston County Family Support Center• Local Senior Centers and Aging Service Providers• Community Health Fairs and Event Organizers |
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