



RUTHERFORD POLK MCDOWELL HEALTH DISTRICT

The 2015 Community Health Assessment priority areas are:

- **Tobacco Use**
- **Built Environment & Active Living**
- **Substance Abuse**

The following SOTCH Scorecard was created and submitted **March 5, 2018** in order to meet the requirements for the **McDowell County** annual State of the County's Health (SOTCH) Report.

Clear Impact Scorecard™ is a strategy and performance management software that is accessible through a web browser and designed to support collaboration both inside and outside organizations. WNC Healthy Impact is using Clear Impact Scorecard™ to support the development of electronic CHIPs, SOTCH Reports and Hospital Implementation Strategy scorecards in communities across the region.

Scorecard helps communities organize their community health improvement efforts:

- Develop and communicate shared vision
- Define clear measures of progress
- Share data internally or with partners
- Simplify the way you collect, monitor and report data on your results

The following resources were used/reviewed in order to complete the SOTCH:

- [WNC Healthy Impact](#)
- [2017 County Health Data Book](#)
 - The data in the **2017 County Health Data Book** are considered current for Community Health Assessments and State of the County's Health Reports due the first Monday of March, 2018.
- WNC Healthy Impact Secondary Data Workbook Update (Update available in June 2017)
- State Center for Health Statistics
- Healthy North Carolina 2020
- Healthy People 2020
- Bureau of Labor Statistics
- McDowell News, Local Newspaper

R	M	Tobacco Use	Time Period	Actual Value	Target Value	Current Trend	Baseline % Change
<p>Why It Matters?</p> <p>Tobacco is the single most preventable cause of death and disease in the United States. Each year, approximately 443,000 Americans die from tobacco-related illnesses. For every person who dies from tobacco use, 20 more people suffer with at least one serious tobacco-related illness. In addition, tobacco use costs the US \$193 billion annually in direct medical expenses and lost productivity. Preventing tobacco use and helping tobacco users quit can improve the health and quality of life for Americans of all ages. People who stop smoking greatly reduce their risk of disease and premature death. Benefits are greater for people who stop at earlier ages, but quitting tobacco use is beneficial at any age.</p> <p>Significant disparities in tobacco use exist geographically; such disparities typically result from difference among state in smoke-free protections, tobacco prices and program funding for tobacco prevention(DHHS 2010). The reduction of Public Health Education and Health Promotion staff in 2012 due to budget cutbacks at the state level, seems to correlate with a significant increase in current smokers in McDowell in 2015 as compared to 2012 rates. The rates of using vapor products and smoking during pregnancy have been trending upward in McDowell in recent years as well.</p>							

Specific Populations at Risk:

Specific Populations at Risk include low-income population, pregnant women, and young adults and teens.

Progress Made in 2017

The following progress was made in 2017 on our action plan interventions for Tobacco Use in McDowell County.

● Workforce Wellness Program

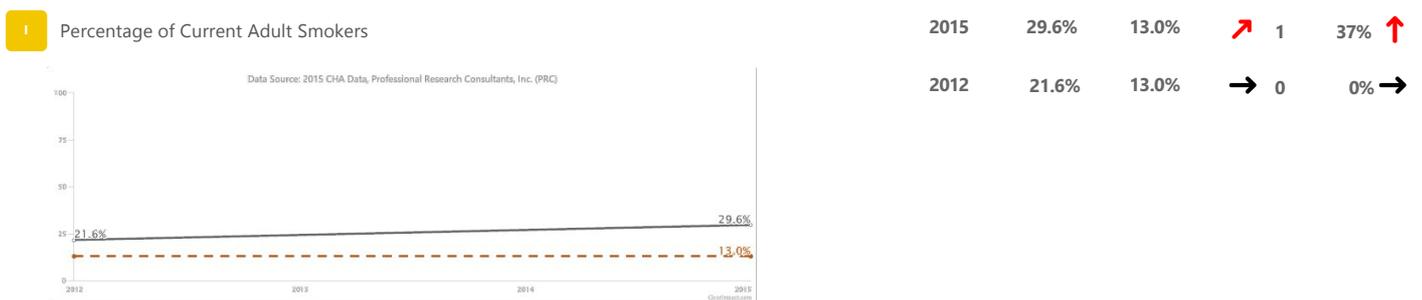
- The Employee Health Adviser with the McDowell Health Coalition has continued conversations with additional employers in McDowell County to obtain greater participation in the WorkFORCE Wellness Program. At least 10 of McDowell County employers have participated in the program with many great successes.
- Conversations have started to take place with community leaders and employers in the surrounding counties of Rutherford and Polk to increase the usage of the WorkFORCE Wellness program due to a grant recently awarded to Isothermal Planning and Development Commission by Kate B. Reynolds Charitable Trust. This regional approach will allow for more folks to have access to better health in the workplace.

● Implementation of the 5As Brief Cessation Counseling through the Maternal Child Health Initiative

- Smoking cessation classes were offered to all pregnant women who received prenatal services at the Rutherford-Polk-McDowell Health District and admitted to smoking during their pregnancy. These classes were scheduled to coincide with the patient's scheduled prenatal appointment so that it would not require an additional trip to the Health Department. Food and other incentives were provided to the patient to encourage participation and stimulate engagement.

Additionally, the following progress was made in 2017 on Tobacco Use in McDowell County.

- November is Lung Cancer Awareness Month and to help raise awareness, in partnership with other community partners, McDowell Technical Community College hosted a Great American Smokeout event on November 16, 2017. This event focused on giving current smokers the tools and encouragement needed to quit smoking. Smokers can use the date to make a plan to quit, or they may plan in advance and quit smoking that day. Several educational displays were made available during the event including a pig lungs demonstration that showed folks what healthy versus unhealthy lungs look like. The event was open to the general public and a great many of McDowell Tech students attended.
- Smoking cessation classes continue to be offered at McDowell Hospital; However, they are now offered per request and can be done one on one with an individual. This is due to a lack of community participation and insufficient numbers to schedule classes on a consistent basis.
- The Substance Abuse Committee provided the faculty and staff at McDowell Technical Community College with a training related to recognizing warning signs that students may be using substances including tobacco products, in harmful ways.
- Many community partners, including the Wellness Where You Are work pod through the McDowell Health Coalition, have joined in the effort to continue to share smoking cessation opportunities and resources broadly in the county.
- The Rutherford-Polk-McDowell Health District's Health Educator attended the freedom from smoking facilitator training conducted by the American Lung Association. Smoking cessation classes using the Freedom From Smoking curriculum can be provided to the community.

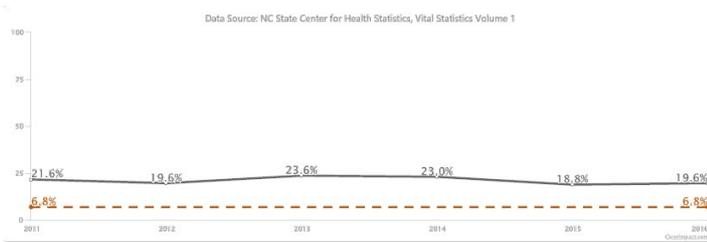


Narrative

The Healthy NC 2020 target is 13.0% for the objective of decreasing the percentage of adults who are current smokers.



Percentage of Births to Mothers Who Smoked While Pregnant



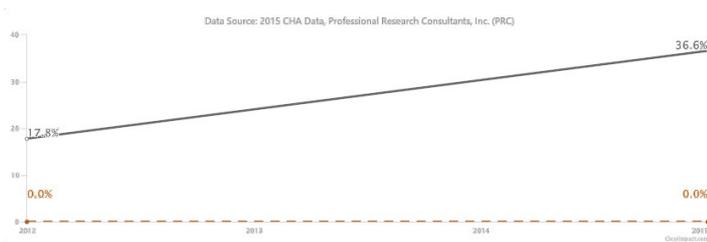
Year	Actual Value	Target Value	Current Trend	Baseline % Change
2016	19.6%	6.8%	↗ 1	-9% ↓
2015	18.8%	6.8%	↘ 2	-13% ↓
2014	23.0%	6.8%	↘ 1	6% ↑
2013	23.6%	6.8%	↗ 1	9% ↑
2012	19.6%	6.8%	↘ 1	-9% ↓
2011	21.6%	6.8%	→ 0	0% →

Narrative

The Healthy NC 2020 Target = 6.8%



Percent of Employees Who Breathed Someone Else's Cigarette Smoke at Work in the Past Week



Year	Actual Value	Target Value	Current Trend	Baseline % Change
2015	36.6%	0.0%	↗ 1	106% ↑
2012	17.8%	0.0%	→ 0	0% →

Narrative

The Healthy NC 2020 Target = 0% for the percentage of people exposed to secondhand smoke in the workplace in the past seven (7) days.

R M Built Environment and Active Living

Time Period	Actual Value	Target Value	Current Trend	Baseline % Change
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Why It Matters?

The term "built environment" refers to the human-made surrounding that provide the settling for human activity, ranging in scale from buildings and parks or green space to neighborhoods and cities. The McDowell Health Department and the McDowell Health Coalition have been working to expand opportunities to increase physical activity through the built environment. These efforts include healthy food access, community gardens, "walkability" and bikability", new playgrounds and community plans to improve recreation areas.

An increased level of physical activity among children and adults reduces the risk of many chronic diseases including diabetes, heart disease, stroke and obesity. Strategies and improvements are focused on increasing the consumption of fruits and vegetables and increasing physical activity among low-income families and children especially those living in rural areas that are currently "activity deserts".

Specific Populations At-Risk:

Income and education are related to physical activity levels. For example, individuals with the least income are the least likely to get the recommended level according to the NC State Center for Health Statistics.

For this reason, a focus on residents who experience low-income and low-education is important.

Progress Made in 2017

The following progress was made in 2017 on our action plan interventions for Built Environment and Active Living in McDowell **County**.

• Build Active Living Communities

o Isothermal Regional Bicycle Plan

The Draft Isothermal Regional Bicycle Plan IS Available for Review and Comment The Isothermal Planning & Development Commission was awarded a planning grant from the North Carolina Department of Transportation (NCDOT) to develop a regional comprehensive bicycle transportation plan. The purpose of this plan is to identify opportunities and constraints for bicycling in the Isothermal region, and to establish recommendations for improvement. The Isothermal Regional Bicycle Plan covers Polk, Rutherford, McDowell, and Cleveland Counties. After a year-long planning process, with input from a steering committee and more than 400 residents, a full draft of the Isothermal Regional Bicycle Plan is now available for public download, review, and comment on the project website: <http://www.isothermalbikeplan...> The project website includes basic information about the plan, ways to participate, links to the full draft plan, links to online maps, and instructions for leaving comments. Community members were also

given the opportunity to provide input in-person during outreach sessions throughout January.

- In May 2017, 972 McDowell County students, staff and parents participated in Bike and Walk to School Day, while there were 1905 participants in October 2017.
- The West Marion Forum project continues to accomplish many improvements for the community. One of their primary goals is to focus on healthier living. The members of the forum are working with the McDowell Health Coalition, the Corpening Memorial YMCA and the Kate B. Reynolds Charitable Trust's Healthy Places initiative on this effort. A key part of this was the new community garden for West Marion. Mary Patterson donated the land for this garden, which is located beside the West Marion Neighborhood Park and Addie's Chapel. This garden will provide healthier foods for low-income and elderly folks in the community. A groundbreaking ceremony for the garden was scheduled at noon on Saturday, May 6. The garden was named Keeping it Fresh.
- The West Marion Forum project is also responsible for a few enhancements to the park just off Ridley Street. With help from the city of Marion and Boy Scout Troop 818, a new kiosk has been placed there. It will be a community-bulletin board and a place for young and old to sit and rest. The city assisted with the payment and the Scouts from Troop 818 built the kiosk.



- **Offer Evidence-Based Clinical Preventive Screenings**

- McDowell Access to Care and Health (MATCH) held a couple of mobile clinics in 2017. During these clinics, the MATCH program provided participants with health screenings, spinal screenings from Dr. Tessa Harlow, toiletry items, produce from YMCA Food Market, giveaways from several community organizations, dental and vision resources, employment resources and more, all for FREE.
- In October 2017, McDowell Technical Community College hosted a Health and Resource Fair that was open to the general public. Many community agencies participated in this fair and provided a wide array of services. Some of the participating agencies were the Rutherford-Polk-McDowell Health District, McDowell County Department of Social Services, The Open Door to Health Medical Health and Wellness Clinic, and the Corpening Memorial YMCA among many others.

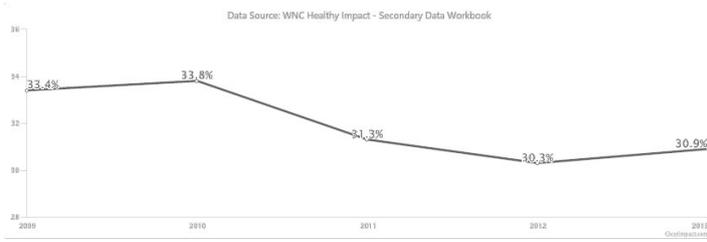
Additionally, the following progress was made in 2017 on Built Environment and Active Living in McDowell County.

- McDowell County community members and church groups engaged in several walking challenges. The challenges are referred to as "McDowell County Walking to..." with a final destination and mileage goal differing from the last. During the last go-around, from August to December, participants were challenged to go on a virtual trip and walk from Marion to Bethlehem, a total of 6,252 miles. Members were required to engage in physical activity where twenty (20) minutes of activity was equal to one (1) mile. Some of the physical activities that were recommended include: any aerobic or cardiovascular activity, walking, jogging/running, biking, swimming, and dancing. Since the goal was to encourage many people and all ages and abilities to participate, a broader view of physical activity was recognized and other exercise like: ping pong, gardening, playing on the playground, and badminton were also acceptable.
- In June 2017, the North Carolina Cooperative Extension-McDowell County Center hosted the 2nd Annual McDowell County From Farm to Table event. The event featured local food from local farmers and was held at the Historic Marion Tailgate Market Shelter. Money raised was used to purchase fresh, local food to stock the food pantries.





Prevalence of Adult Obesity



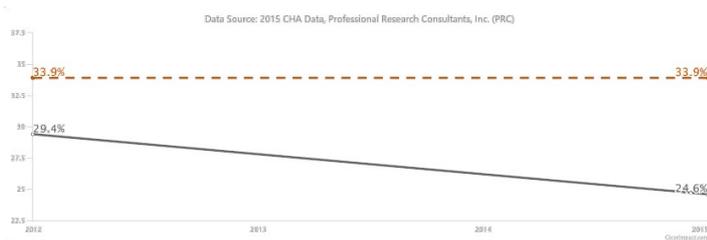
Year	Actual Value	Target Value	Current Trend	Baseline % Change
2013	30.9%	—	↗ 1	-7% ↓
2012	30.3%	—	↘ 2	-9% ↓
2011	31.3%	—	↘ 1	-6% ↓
2010	33.8%	—	↗ 1	1% ↑
2009	33.4%	—	→ 0	0% →

Narrative

Adults are those who are 20 years of age or older. An adult who has a body mass index of 30 or higher is considered obese. Data updated in July 2017.



Percentage of Adults at a Healthy Weight



Year	Actual Value	Target Value	Current Trend	Baseline % Change
2015	24.6%	33.9%	↘ 1	-16% ↓
2012	29.4%	33.9%	→ 0	0% →

Narrative

The Healthy People 2020 Target = 33.9% or Higher. Healthy weight for an adult is considered to be a body mass index between 18.5 and 24.9.

R M Substance Abuse

Time Period	Actual Value	Target Value	Current Trend	Baseline % Change
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Why It Matters?

Substance abuse refers to a set of related conditions associated with the consumption of mind and behavior altering substances that have negative behavioral and health outcomes. Social attitudes and political and legal responses to the consumption of alcohol and illicit drugs make substance abuse one of the most complex public health issues.

The importance of increasing prevention efforts and improving access to treatment for substance abuse cannot be overstated.

Understanding the Issue

Substance use and abuse are major contributors to death and disability in North Carolina. Addiction to drugs or alcohol is a chronic health problem, and people who suffer from abuse or dependence are at risk for premature death, comorbid health conditions, injuries and disability.

Therefore, prevention of misuse and abuse of substances is critical. Furthermore, substance abuse has adverse consequences for families, communities and society contribution to family upheaval, the state's crime rate and motor vehicle fatalities. (Healthy North Carolina 2020: A Better State of Health, NC IOM)

Specific Populations At-Risk

Youth alcohol use: Students in grades 10-12 are 1.5 times more likely to use alcohol than younger students. Young adults aged 18-25 are more likely to report illicit drug use than people of other ages. Other at risk populations include: pregnant women abusing substances and children living in families with a history of substance abuse.

Progress Made in 2017

The following progress was made in 2017 on Substance Abuse in McDowell County.

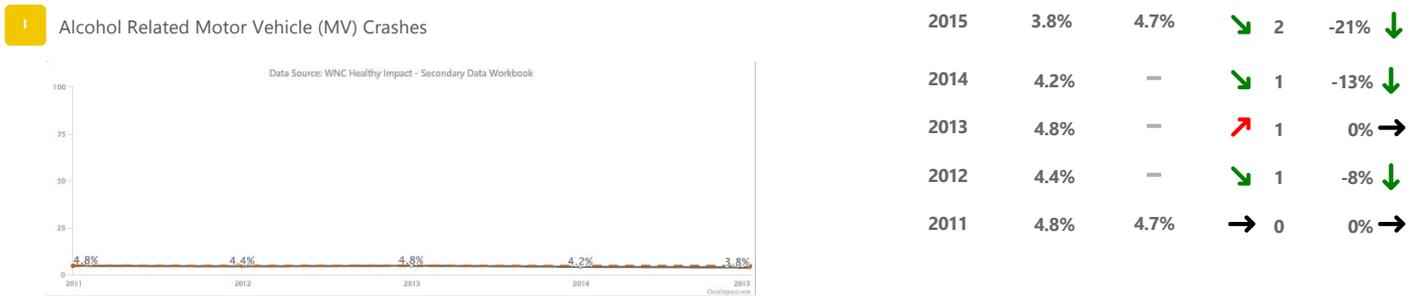
- Ongoing Medicine Take Back Events are well publicized and well attended. Two Medicine Take Back Events were held in 2017.
- WorkFORCE Wellness continues working to create a stigma-free environment in worksites where employees who struggle with mental illness or addiction can openly discuss with their employer and be linked to the appropriate rehabilitative resources and services without

fear of judgment or losing their job.

- On April 29, 2017, a Recovery Rally was held in McDowell County for the first time. Organizers of the inaugural Blue Ridge Recovery Rally estimated that more than 1,000 local residents gathered in downtown Marion to celebrate healthy communities, hope and recovery. The event aimed to spread the message that people can and do recover from addiction, mental health concerns and other life challenges. Two blocks of Main Street were closed to traffic to make room for inflatable bounce houses, music, speakers and a recovery walk, as well as 50 vendors and information booths sponsored by local organizations and treatment providers.



- Vaya has joined forces with health care providers and local partners to treat addiction and prevent overdose deaths through a variety of services and initiatives. This includes increasing access to naloxone, a medication that can reverse an opioid drug overdose. Already, these efforts are giving local residents a second chance at life and a chance to begin the recovery process.
- In 2017, the N.C. Department of Health and Human Services called upon Vaya to coordinate the purchase of nearly 50,000 naloxone cartons for use statewide. Vaya received 5,400 cartons for distribution in western North Carolina.
- In August, county government leaders, law enforcement officers and other community stakeholders joined Vaya in assembling naloxone kits for distribution. McDowell County Manager Ashley Wooten helped with putting together these kits. He serves on the Vaya County Commissioner/Manager Advisory Board and each board member assembled the kits. Each kit included information about opioid use, treatment options and a phone number to call to report overdose reversals.
- The East Marion Project held a forum meeting in July 2017 for which the topic was substance abuse. The speakers included the Rev. Danny Hampton, executive director at Freedom Life Ministries; Richie Tannerhill, peer trainer at the Smoky Mountain LME; Allen Lawrence and Ricky Buchanan, Deputy and chief Deputy of McDowell County Sheriff's Office. Some of the other participants included Mayor Steve Little, City Manager Bob Boyette, Sheriff Dudley Greene and County Commissioner Matthew Crawford. Some of the items discussed were county data and statistics, the need for collaboration among community members and community organizations, the naloxone program where law enforcement can carry it and use it, eliminating the social stigma so that folks can find help, resources that are available and much more.
- The North Carolina Association of County Commissioners, under the leadership of President Fred McClure (Davidson County Commissioner), launched an initiative called the County Leadership Forum on Opioid Abuse. They created a forum model that can be replicated and provided in every county with a packet of materials that can be used to hold a local forum of elected officials, medical professionals, health directors and other key voices to discuss how to tackle the opioid issue in their area. To date, a forum has not been held in McDowell County.



Narrative

The Healthy NC 2020 Target = 4.7%

Unintentional Medication/Drug Overdoses (2009-2013)	—	—	—	—	—
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Narrative

WNC HEALTHY IMPACT - SECONDARY DATA WORKBOOK					
Western NC County Comparisons					
Unintentional Poisoning Deaths and Medication/Drug Overdose Deaths					
2009-2013					
	Unintentional Poisoning Deaths for Select Locations and Percent that are Medication/Drug Overdoses (2009-2013)*			Rate of Unintentional Medication/Drug Overdose Deaths (2009-2013)**	
	#	Rate per 100,000 NC Residents	% that are med/drug overdoses	#	Rate per 100,000 NC Residents
McDowell	26	25.1	96	25.0	24
WNC (Regional) Total	560	14.8	90	506	13
State Total	5309	11.0	91	4826.0	10

Medication and Drug Poisoning. Prepared April 19, 2015, by the Injury Epidemiology and Surveillance Unit, Injury and Violence Prevention Branch, Chronic Disease and Injury Section, N.C. Division of Public Health.

New and Emerging Issues & Initiatives

R **SOTCH** Monitor New and Emerging Issues Time Period Actual Value Target Value Current Trend Baseline % Change

Customer

These are the new or emerging issues in our community in 2017 that were not identified as priorities in our CHA.

- According to the Bureau of Labor Statistics, the unemployment annual average for McDowell County has decreased from 5.5% in 2015 to 4.8% in 2016.
- There is heightened awareness that it is necessary to address the issue of living wage, which differs greatly when compared to minimum wage in the state of North Carolina. Adequate income is necessary for individuals to obtain necessary resources. Inadequate income causes a trickle effect to where folks are then unable to secure basic necessities, such as food, housing, medical care, post-secondary education, etc.
- The population of McDowell County is expected to increase by only 0.9% between 2020-2030 (Source: WNC Healthy Impact - Secondary Workbook, updated in June 2017).

McDowell County Leading Causes of Death

Rank	Cause of Death	McDowell	
		# Deaths	Death Rate
1	Cancer	564	185.5
2	Diseases of Heart	543	181.2
3	Chronic Lower Respiratory Diseases	204	66.4
4	Cerebrovascular Disease	136	46.6
5	All Other Unintentional Injuries	102	39.6
6	Alzheimer's disease	110	37.5
7	Diabetes Mellitus	91	30.1
8	Pneumonia and Influenza	61	20.8
9	Suicide	44	18.7
10	Unintentional Motor Vehicle Injuries	41	16.6
11	Nephritis, Nephrotic Syndrome, and Nephrosis	45	14.9
12	Septicemia	35	12.4
13	Chronic Liver Disease and Cirrhosis	32	10.4
14	Homicide	11	5.8
15	Acquired Immune Deficiency Syndrome	1	0.3
All Causes (some not listed)		2,554	876.4

Source for unstable rates: 2015 North Carolina Vital Statistics, Volume 2: Leading Causes of Death. Retrieved June 21, 2017 from North Carolina Center for Health Statistics Vital Statistics website: <http://www.schs.state.nc.us/da...>

Fifteen Leading Causes of Death

Age-Adjusted Death Rates per 100,000 Population

Standard Year = Year 2000 U.S. Population

Single 5-Year Aggregate, 2011-2015

R	SOTCH	Keep Track of New Initiatives & Community Changes	Time Period	Actual Value	Target Value	Current Trend	Baseline % Change
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Customer

The following are new initiatives or changes in our community in 2017:

- Folks who live in the East Marion, Clinchfield and Eastfield communities are coming together to make their neighborhoods safer, stronger and healthier. And like their counterparts in West Marion, these community leaders are getting support from their local officials and the Kate B. Reynolds Charitable Trust to make positive changes where they live. The East Marion Community Forum was started recently in 2017 to focus on improving the health, safety and overall quality of life in the East Marion, Eastfield and Clinchfield communities. Like the West Marion Forum before it, this group consists of residents coming together to identify problems facing their neighborhoods and finding the answers to those problems.
 - The forum's stated purpose is to provide a safe place for:
 - Building trusting relationships among community residents in East Marion, Clinchfield and Eastfield.
 - Taking a closer look at the issues of community engagement, understanding everyone, active living, youth engagement, substance abuse and public safety.
 - Learning about and connecting to resources that would strengthen the community.
 - Designing strategies at the local level to "address barriers and enhance the community for years to come."
 - Although still in the formation stages, participants are looking around for changes that need to be made. Some of the ideas that have been suggested include organizing a forum for the growing Hispanic community and hosting Spanish language classes. Meeting communication fliers have been printed in Spanish and distributed to residents. Residents have also talked about holding neighborhood events (festivals, barbecues, cultural celebrations) and looking at economic development strategies. For the active living part, residents have discussed starting a girl's running group for the Peavine Trail and establishing a soccer field. They also plan to tackle substance abuse and restart the Community Watch program. They want to address sidewalk concerns at Eastfield Global Magnet School and find volunteers to act as crossing guards at the school.
 - The planning team members include Edna Grindstaff and Stacy Buchanan, both with Eastfield Global Magnet School; Lt. Gaye Noblitt with the Marion Police Department; Jacqueline Fox with McDowell Mission Ministries; the Rev. Jim Matthews, pastor of Clinchfield United Methodist; residents Kitty Wilson and Lanie Honeycutt; the Rev. Philip Tate, pastor of East Marion United Methodist; City Planner Heather Cotton; Samantha Parrow with Jason's Getaway; Beverly Watts with McDowell Technical

Community College; Heather Yzquierdo and Ginger Webb, both with the Community Engagement Project. Mary Snow is the rural community development strategist who is a consultant with this effort. Snow likewise worked with the West Marion Community Forum.

- The East Marion Forum is a part of the Community Engagement Project with the Kate B. Reynolds Charitable Trust. This countywide project is being funded by the Trust for two years and that includes paying for supplies, the food at the forum meetings, training and a coordinator. Ginger Webb is the coordinator of the Community Engagement Project, which is also a partnership between the McDowell Health Coalition and McDowell Tech. Its purpose is to support community-driven changes within rural communities of McDowell County. Some of the goals of the countywide project include a deeper understanding of the health priorities in each community along with local agencies, non-profits and government officials having a better understanding of the needs and challenges facing each section of McDowell. Similar forums are planned for Glenwood, Old Fort and Nebo. After the two-year period, a McDowell County Healthy Places Master Plan will be developed and presented to the Marion City Council and the McDowell County Commissioners.
- The Isothermal Planning and Development Commission (IPDC)—the regional Council of Governments for Cleveland, McDowell, Polk and Rutherford Counties—will receive \$210,514 to work with employers to increase investments in programs addressing limited access to health care, behavioral health resources, health insurance, healthy food options, transportation, and child care for low-income employees and their families in the manufacturing, small business and government sectors. The grant is the result of a collaboration between IPDC and the McDowell Health Coalition to expand local efforts to help employers improve their bottom lines, make their worksites healthier places to be employed, and connect employees to free or low-cost resources.
- The Kate B. Reynolds Charitable Trust awarded a grant to the YMCA of Western North Carolina to increase access to high-quality after-school childcare and activities for youth and their families in McDowell County. This investment is part of the Trust's long-term Healthy Places NC initiative, which announced a series of grants awarded to local organizations. The \$535,649 grant will go toward creating health and wellness hubs at each of McDowell County's elementary schools over the next three years. Many families in McDowell County struggled to access after-hours childcare services – particularly after the end of the work day, and on the weekends – which are especially needed by shift-work employees. The programs and activities will take place during hours that benefit parents and employers and will provide healthy meals, tutoring, literary workshops, and childcare. The program will reach nearly 2,000 elementary school students and their families in McDowell County, and aims to increase partnerships throughout the entire community. In addition to increasing access to high-quality childcare, a goal of the program is to increase workplace wellness for employees, as it will allow for more convenient childcare services for working families.

