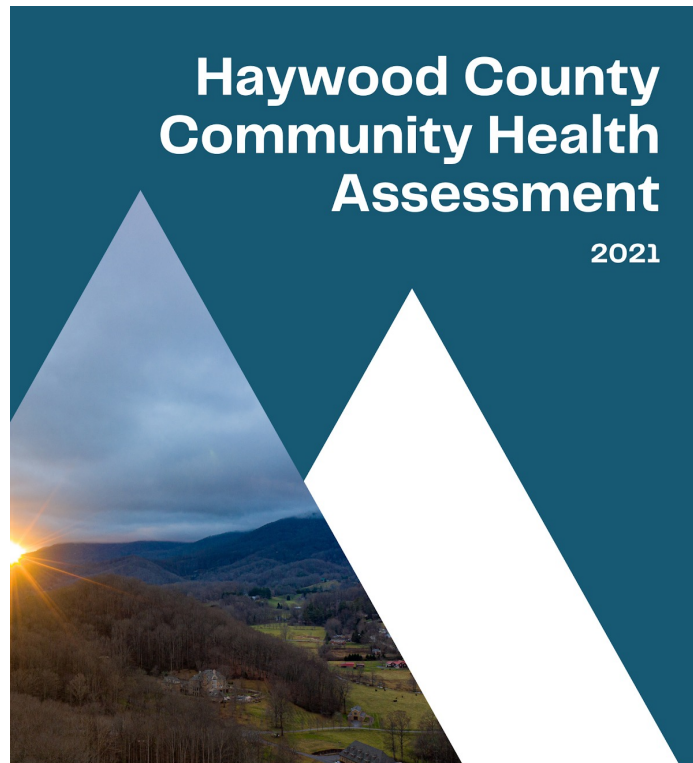


2021 Haywood County Community Health Assessment



Haywood County's 2021 Community Health Assessment priority areas are:

- **Mental health**
- **Obesity**
- **Substance use**

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 community health improvement plans (eCHIP), State of the County Health Reports and Hospital Implementation Strategy scorecards in communities across the region. The 2022 Haywood County Community Health Improvement Plan (eCHIP) was submitted by Friday, September 30, 2022.

Scorecard helps communities organize their community health improvement efforts by:

- Developing and communicating shared vision
- Defining clear measures of progress
- Sharing data internally or with partners
- Simplifying the way you collect, monitor and report data on your results

A key to navigating this scorecard:

- CA** Community Health Assessment
- R** Result – A condition of well-being for an entire population.
- I** Indicator – A measure that helps quantify the achievement of a population result.
- S** Strategy – A collection of actions that have a reasoned chance of improving results.
- PM** Performance Measure – A measure of how well a program is working, the quality of a program or whether clients or customers of the program are better off.
- SR** SOTCH Report – An annual report and update on the Community Health Improvement Plan.

The following link displays the resources used/reviewed to complete this scorecard:

An additional resource related to the CHIP is the CHA tools located at: <https://publichealth.nc.gov/lhd/>.

A list of Community Health Improvement Process partners is located at this [link](#).

Community Health Assessment (CHA) Report

CA 2021 Haywood County Community Health Assessment

Most Recent Period	Current Actual Value	Current Trend	Baseline % Change
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Obesity

R Obesity: Helping Haywood residents live well and live long by promoting physical activity, healthy eating, and quality healthcare.

Most Recent Period	Current Actual Value	Current Trend	Baseline % Change
2021	72.3%	↑ 1	18% ↑
2021	78%	↑ 1	-6% ↓
2021	5%	↑ 2	-19% ↓
2021	19%	↓ 1	-19% ↓
2021	29.8%	↓ 1	-9% ↓

I Overweight & Obesity prevalence in Haywood County (BMI 25.0 or higher)

I Past-month Leisure Time Physical Activity

I Five daily servings of fruits and vegetables

I Food Insecurity

I FHUI-NC_HNC2030 Sugar-Sweetened Beverage (SSB) Consumption Among Adults in NC: % of Adults (Total) reporting consumption of one or more sugar-sweetened beverages (SSBs) per day.

P Haywood 4 Good Community Wellness Program

Most Recent Period	Current Actual Value	Current Trend	Baseline % Change
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What Is It?

Haywood 4 Good is a free wellness initiative that addresses physical, spiritual, emotional, and community wellness. The program operates in six-month sessions and offers continuous enrollment. Participants have the opportunity to participate in at least three wellness challenges each month. Unlike the typical heart health or weight loss challenge, Haywood 4 Good is more broad and inclusive. Challenges such as screen time, water consumption, and volunteerism are accessible by a wider range of people and ability levels.

Haywood 4 Good was identified by the Healthy Haywood Wellness Action Group as an action, that when combined with other actions in our community, that has a reasonable chance of making a difference in adult overweight and obesity prevalence in our community. This is an ongoing program in our community.

The current intervention shows promise. Of participants registered for the 2022 program (January-June session), nearly 26% of participants reported not getting any flexibility and balance (stretching) training per week. During the closing survey for January-June 2022, the percentage of participants reporting no flexibility and balance training dropped to 0. Vegetable consumption was also a challenge, as nearly 13% of January-June 2022 participants reported rarely eating vegetables. During the closing survey for this time frame, the percentage of participants who reported rarely eating vegetables dropped to zero. The primary limitation for the program's evaluation is that fewer participants completed the closing survey, demonstrating a gap in behavior change data. In addition, some participants registered more than once, causing duplicate results.

The priority population/customers for this community wellness program are Haywood County residents, and the Haywood 4 Good aims to make a difference at the individual level. Implementation takes place in a virtual format, as all activities may be done individually.

This strategy addresses health disparities by providing a free program that does not require transportation or internet access to complete.

2022 update:

- From July-December, the number of participants reporting 2-3 cups of daily vegetable consumption increased by 12%.
- The second half of the year saw a decline in registered participants. While registration is not required for challenge activities, it gives participants the chance to earn incentives.
- The program reintroduced small incentive items, randomly drawn from participants who report their activity points.
- The program maintains an active Facebook page.
- The Haywood County Public Library supports this program by placing packets in several branches. The HCPL is an active member of the Wellness Action Group.

2023 update

- Participation numbers have declined and the health department is trying to better understand the story to make future improvements.
- Resource information was shared with the program's e-mail list to support involvement in program challenges.
- A limited number of participants were randomly selected to receive small prizes based on participation and tracking program points.

- During registration for the January-June 2023 program, 9.5% of participants reported rarely eating vegetables. The percentage of participants who reported rarely eating vegetables was zero during the July-December 2023 program. The number of registrants varied slightly between sessions and some participants did not register for both rounds of the 2023 program.
- Data limitations include: Due to a transition in data collection and storage methods, 2023 numbers may not accurately represent final totals or are unavailable. Due to some duplicate participant registrations and some participants enrolling in both rounds of the program, the 2023 participant number was calculated as an average. Not all individuals who follow challenge activities choose to officially enroll. Limited distribution of midpoint and closing surveys, as well as response to surveys, makes evaluating program participation and satisfaction difficult.



PM	How Much	Number of registered participants in the community wellness program	2023	#21	↓ 2	-79% ↓
PM	How Well	Percent of participants completing survey who report satisfaction with the program	2022	74%	→ 0	0% →
PM	Better Off	Percent of participants completing survey who eat 2-3 cups of vegetables per day	2023	32%	↑ 1	86% ↑

P Offer evidence-based nutrition programming

What Is It?

Most Recent Period	Current Actual Value	Current Trend	Baseline % Change
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Faithful Families Thriving Communities (FFTC) was identified by members of the Wellness Action Group as an action, that when combined with other actions in our community, that has a reasonable chance of making a difference in fruit and vegetable consumption and overweight/obesity prevalence in our community. This is a new program in our community.

FFTC is led by program facilitators and lay leaders. The curriculum features nine sessions addressing topics such as nutrition, meal preparation, and becoming more physically active. The program encourages changes at the organization and community levels, such as having a policy to serve water during events.

The priority population/customers for this educational program are members of faith communities, and the educational program aims to make a difference at the individual and organizational levels. Implementation will take place in churches and other faith-based organizations.

This strategy addresses health disparities by connecting individuals with free, evidence-based education in a convenient setting.

Cook Smart, Eat Smart (CSES) was identified by members of the Wellness Action Group as an action, that when combined with other actions in our community, that has a reasonable chance of making a difference in fruit and vegetable consumption and overweight/obesity prevalence in our community. This is an ongoing program in our community.

CSES is led by a trained instructor through North Carolina Cooperative Extension. This four-session program provides recipes demonstrations and instruction about simple cooking techniques.

The priority population/customers for this educational program are adults and older teenagers, and the educational program aims to make a difference at the individual level. Implementation will take place in a community organization.

This strategy addresses health disparities by demonstrating that a healthy diet is accessible even when funds are limited.

Both programs were identified by Haywood County Cooperative Extension as priorities and programs with potential. CSES was offered successfully in the past.

Med Instead of Meds

2022 update:

Cooperative Extension staff offered Cook Smart, Eat Smart in October. Six participants completed the four-class series. The program was enhanced by offering an Instant Pot® to one randomly-selected participant.

2023 update:

Nutrition education programs offered by Cooperative Extension staff included:

- The [Med Instead of Meds](#) series offered brief lessons, recipe preparation, and focused on the Mediterranean style of eating. The program was enhanced by offering an Instant Pot® to one randomly-selected participant.
- The [Cook Smart, Eat Smart](#) series offered brief lessons and recipe preparation.
- The [NC Steps to Health](#) program was offered twice. This program addresses healthy eating for those with limited budgets.

- [Take Control](#) is a program addressing chronic disease prevention. This was offered at the Maggie Valley Congregate Nutrition Site.
- [Color Me Healthy](#) is a program focused on both nutrition and physical activity. This was offered to pre-k students at Hazelwood, Clyde, North Canton, and Meadowbrook Elementary Schools.
- 2023 program successes from Cooperative Extension included some participants reporting increased fruit and vegetable consumption (20 participants) and others reporting increased physical activity (15 participants) (provided by Haywood County Cooperative Extension, 2023).

Potential data limitation- some individuals may have participated in more than one program, possibly causing them to be counted more than once.

PM	How Much	Number of adult participants who increased their consumption of fruits and vegetables	2023	#20	↑ 1	100% ↑
PM	How Much	Number of adult participants who increased their physical activity	2023	#15	↑ 1	650% ↑
PM	How Much	Number of adult participants who indicated they consume less sodium in their diet	2023	#7	↑ 1	600% ↑
PM	How Much	Number of adult participants who indicated they consume less sugar in their diet	2023	#8	↑ 1	167% ↑
PM	How Much	Number of participants who increased their knowledge of how to prepare foods, including home food preservation techniques	2023	#55	↓ 1	-20% ↓
PM	How Much	Number of individuals who intend to use local foods when cooking, preparing, or preserving	2023	#28	↓ 1	-59% ↓
PM	How Much	Number of participants who increased their knowledge of safe home food handling, preservation, or preparation practices	2023	#1,706	↑ 1	2372% ↑

Substance Use

R Substance Use: Advance health and resilience by advocating for prevention, treatment, risk mitigation, and recovery for people affected by substance use disorders. 📄

		Most Recent Period	Current Actual Value	Current Trend	Baseline % Change	
I	SU	Life has been negatively affected by substance use (self or someone else)	2021	36%	↓ 1	-4% ↓
I	SU	Past-year opioid use (with or without a prescription)	2021	12%	↑ 1	38% ↑
I	SU	Past-month binge drinking	2021	12%	↓ 1	-19% ↓
I	SU	Emergency department visits for unintentional medication or drug overdoses	2023	18.7	↑ 3	103% ↑
I	FHLI-NC HNC2030	Drug Overdose Death Rate in North Carolina: Drug Poisoning Deaths (Total) per 100,000 population	2021	39.8	↑ 3	188% ↑
I	FHLI-NC HNC2030	Excessive Drinking: Percent of adults (Total) Reporting Binge or Heavy Drinking in North Carolina	2021	16.7%	↑ 1	14% ↑

P Participate in anti-stigma communications project 📄

What Is It?

WNC Anti-Stigma Messaging Campaign was identified by community members and the Substance Use Prevention Alliance as an action, when combined with other actions in our community, that has a reasonable chance of making a difference in 'Life has been negatively affected by substance use (self or someone else),' 'Past-year opioid use (with or without prescription),' 'Emergency department visits for unintentional medication or drug overdoses' in our community. This is a new program in our community, though related messaging was previously placed by another partner on a smaller scale.

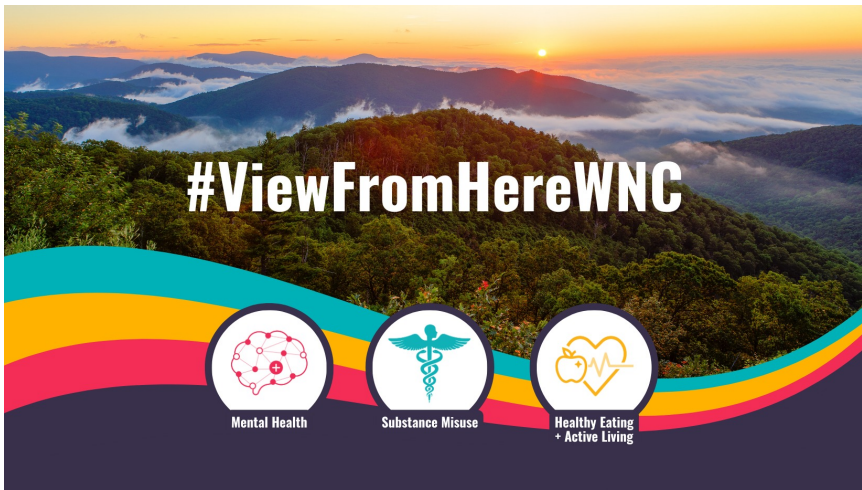
The priority population for this anti-stigma messaging campaign is individuals living in Haywood County misusing substances, living with Substance Use Disorder (SUD), and those who are indirectly affected by SUD. The anti-stigma messaging campaign aims to make a difference at the interpersonal, community, and organizational levels. Implementation will take place at the community and organizational levels.

2022 update:

Public health staff and partners helped plan a regional anti-stigma campaign, which is actively seeking funding. During this process, participants focused on the overall direction, listening and learning, planning their approach, and designing the messages. Many participants were previously involved in a nationally-recognized COVID campaign.

2023 update:

Two social media campaigns aired in 2023. [View from Here WNC](#) was a broad campaign with healthy eating, active living, vaccine resource, mental health, and substance use messaging. The scorecard performance measures for this program only include metrics for the substance use-specific ads. For campaign metrics related to all ad types, click the performance measure for [View From Here - Campaign Reach](#). The See Me WNC campaign focused on anti-stigma messaging related to substance use. For both campaigns, English and Spanish ads were placed in the region. Each participating organization received a menu of ads and chose what ran in their community. Point of data clarification: some individuals may have viewed more than one campaign, therefore 'number of Haywood County residents reached' was calculated as an average.



PM	How Much	Number of advertisements placed	2023	#9	→ 0	0% →
PM	How Much	Number of advertisement engagements	2023	#34,007	→ 0	0% →
PM	How Much	Number of clicks from online advertisements	2023	#634	→ 0	0% →
PM	How Much	Number of Haywood County residents reached	2023	#12,494	→ 0	0% →
PM	WNCHN ViewFromHereWNC	View From Here - Campaign Reach	Aug 2023	20,300	↑ 1	-42% ↓

Mental Health

R	Mental Health: Advance health and resilience by advocating for prevention, treatment, and recovery for people affected by mental health disorders. 📄	Most Recent Period	Current Actual Value	Current Trend	Baseline % Change
I	MH > 7 days of poor mental health in the past month in Haywood County	2021	23.0%	↑ 3	67% ↑
I	MH Did not get mental health care or counseling needed in the last year	2021	18%	↑ 3	200% ↑
I	MH Have considered suicide in the past year	2021	7%	→ 0	0% →
I	FHUI-NC_HNC2030 Suicide Rate (TOTAL) in North Carolina (per 100, 000)	2021	13.3	↓ 1	2% ↑

P Community-level trauma-informed/ACEs education initiative 📄

What Is It?

Establishing a Trauma-Informed System of Care was identified by various community members and the Substance Use Prevention Alliance as an action, when combined with other actions in our community, that has a reasonable chance of making a difference in 'Life has been negatively affected by substance use (self or someone else)', 'Past-month binge drinking', and 'Emergency department visits for unintentional medication or drug overdoses in our community.' This is a new program in our community.

The priority population for establishing a trauma-informed system of care are all Haywood County residents using health, human, or public services (any organization serving Haywood County residents) and the establishment of a trauma-informed system of care aims to make a difference in the community, organizational, and policy levels. Implementation will take place at the organizational level.

Although anyone can experience trauma and especially adverse childhood experiences, this strategy addresses health disparities due to the higher prevalence of trauma in populations experiencing poor social determinants of health such as unstable housing, low income, and racism. Addressing trauma at the socio-ecological level mentioned above will create a more equitable environment to access quality healthcare, access to education, and increase social and community support among all Haywood County residents.

2022 update:

- The Haywood Connect collaborative continues meeting monthly. Members distributed a holiday resilience guide, included in food bags for Head Start students.
- County health educators completed trauma-informed care training and educated staff from public health and social services. A training session was also offered to the Domestic Violence/Sexual Assault/Elder Abuse Task Force.
- Health educators and community partners, primarily school staff, were educated about the Trust-Based Relational Intervention® model.

2023 update:

- The Haywood Connect Adverse Childhood Experiences (ACEs) and resilience collaborative continues to meet virtually, with quarterly in-person meetings.
- A job loss resilience guide was created and distributed following the 2023 Canton Mill closure.

- Training sessions were offered to board members and staff of Haywood County Health and Human Services, as well as Reach of Haywood.
- Potential data limitations- If an individual attended more than one session, they may be duplicated in the participant count. In addition, the number of organizations and staff trained may vary. Due to staff turnover in 2023, it is difficult to confirm training totals and dates.

PM <small>How Much</small>	Number of HHS staff and board members who complete training sessions about trauma-informed care and ACEs	2023	#159	↗ 1	112% ↗
PM <small>How Much</small>	Estimate of members who participate in the ACEs Collaborative group (Haywood Connect)	2023	#10	↘ 1	-17% ↘
PM <small>How Much</small>	Number of organizations or groups who complete training session about trauma-informed care and ACEs	2023	#2	→ 1	0% →

P Promote and coordinate mental health trainings and awareness

Most Recent Period	Current Actual Value	Current Trend	Baseline % Change
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What Is It?

Trauma-Informed Care (Adverse Childhood Experiences) and Question, Persuade, Refer suicide prevention training (QPR) programs are existing programs being utilized and promoted by our Substance Use Prevention Alliance (SUPA) coalition. Coalition partners recommend continuing these programs and think that when combined with other actions in our community, they have a reasonable chance of making a difference to improve mental health and mental health care in our community.

The priority population/customers for Trauma-Informed Care and QPR-Suicide Prevention Training are health care and social work professionals. The goal is to make a difference at the individual/interpersonal behavior level for staff and the clients they serve. The intent of this goal is to develop a community-wide workforce skilled at recognizing suicidal ideations and individuals affected by adverse outcomes, resulting in quick, appropriate services and care for at-risk populations they serve.

2022 update:

The SUPA scheduled local [National Alliance on Mental Illness](#) members for an early 2023 training. The program, 'In Our Own Voice,' shared lived experiences of presenters. [Vaya Health \(MCO\)](#) staff presented at a SUPA meeting about training options available to the community. Sessions include Mental Health First Aid and Question, Persuade, Refer.

2023 update:

Haywood County Health and Human Services (HHS) partnered with coalition member Vaya Health MCO to offer two sessions of [Mental Health First Aid \(MHFA\)](#). Sessions were open to HHS staff/board members and community partners. Leaders from the National Alliance on Mental Illness (Haywood chapter) offered [In Our Own Voice](#), where two adults shared their lived experiences with mental illness. Other coalition members offered sessions sharing the benefits of Qi Gong and Somatics; these took place during health coalition meetings.

For most sessions, follow-up surveys were administered asking three questions: 1) Has this training positively influenced your life or the lives of those you serve? 2) Do you recommend this training for co-workers or other agencies? 3) Please explain your answers (optional).

Data limitations- There is some duplication in the count of individuals attending trainings, as some participated in multiple sessions. Some individuals did not complete follow-up surveys. A survey was not administered following the Somatics training.

PM <small>How Much</small>	Number of individuals participating in trainings	2023	#55	→ 0	0% →
PM <small>Better Off</small>	Percent of individuals completing evaluation who indicate positive influence on their life, lives of clients they serve	2023	100%	→ 0	0% →
PM <small>How Well</small>	Percent of individuals completing evaluation who recommend this training for co-workers and other agencies	2023	92%	→ 0	0% →

State of the County Health Reports (SOTCHs)

S 2022 State of the County Health Report

Progress on CHIPs

The following links provide 2022 updates for Haywood County's priority strategies:

Obesity

Offer evidence-based nutrition programming

Haywood 4 Good Community Wellness Program

Mental Health

Community-level trauma-informed/ACEs education initiative

Promote and coordinate mental health trainings and awareness

Substance Use

Participate in anti-stigma communications project

Most Recent Period	Current Actual Value	Current Trend	Baseline % Change
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The following represent significant morbidity and mortality changes in our community.

- Leading Causes of Death Table - Age-Adjusted Death Rates per 100,000 Population
 1. Heart Disease (Rate: 172.1)
 2. Cancer (Rate: 154.9)
 3. All Other Unintentional Injuries (Rate: 58.1)
 4. Chronic Lower Respiratory Diseases (Rate: 51.1)
 5. Cerebrovascular Diseases (Rate: 35.4)
- NC Opioid Dashboard
 - Death rate - 24.1 (2020) vs. 43.3 (2021) per 100,000 residents
 - Emergency Department visits - 141.2 (2020) vs 105.9 (2021) per 100,000 residents
 - Unemployment among working - age residents- 6.6% (2020) vs. 2.7 (2021)
- RWJF County Health Rankings
 - Alcohol-impaired driving deaths (health behaviors) - 0 (2019) vs. 13 (2020)
 - Dentists (clinical care) - 2150 (2019) vs. 2250 (2020)
 - Poverty (social and economic factors - 17% (2019) vs. 21% (2020)

Emerging Issues Impacting Health

These are the new or emerging issues in our community in 2022 that were not identified as priorities in our Community Health Assessment.

- Food insecurity remains a community health issue in Haywood County. In 2018, Feeding America reported over 8200 or 13.6% of Haywood County experienced food insecurity. Over 19% of children in the county are impacted (NC Child). The pandemic greatly increased the number of those seeking assistance. Food distributions increased, with creative solutions such as holiday food bags for students and drive-through events. Unfortunately, decreasing food donations and increasing fuel costs hit the community hard.
- Gun violence- Fourteen individuals visited an emergency department due to firearm injuries of all intents (*NC DETECT, 2022).
- Suicide- The county saw 12 suicides, nine due to gunshot wounds (Haywood County Health and Human Services, 2022). Over 330 individuals visited an emergency department with suicidal ideations (NC DETECT, 2022).
- Health equity- Over 13% of the total population lives below the poverty level, with over 22% of those under 18 affected (U.S. Census Bureau. (2021). Poverty Status in the Past 12 Months: ACS 5-Year Estimates. [Data tables]. Available from <http://census.data.gov>). This impacts access to healthy food, transportation, and other non-medical influences on health.
- Social media misinformation is defined as "any claims or depictions that are inaccurate" and disinformation is defined as "a subset of misinformation intended to mislead" (American Psychological Association). The dissemination of misinformation and disinformation has been a trending topic due to the uncertainties caused by the COVID-19 pandemic. Misinformation surrounding COVID-19 was so rampant that the World Health Organization declared a parallel "infodemic" in 2020. Haywood County is no different and has certainly been affected by the spread of misinformation and disinformation potentially impacting the community's trust in local government agencies.

*NC DETECT is a statewide public health syndromic surveillance system, funded by the NC Division of Public Health (NC DPH) Federal Public Health Emergency Preparedness Grant and managed through collaboration between NC DPH and UNC-CH Department of Emergency Medicine's Carolina Center for Health Informatics. The NC DETECT Data Oversight Committee does not take responsibility for the scientific validity or accuracy of the methodology, results, statistical analyses, or conclusions presented.

New/Paused/Discontinued Initiatives/Activities

The following are new initiatives or changes in our community in 2022:

- The county received a \$1.5 million Substance Abuse Prevention and Treatment Block Grant. This program will navigate participants to substance use and mental health treatment, as well as other services needed to promote health.
- A portion of American Rescue Plan Act funding was dedicated to a regional health communications campaign. The campaign is in the planning phase. It is led by the WNC Health Network and will include input from county stakeholders.
- The county began developing its first Comprehensive Recreation Master Plan, including public surveys and input sessions. The plan was approved in early 2023.
- The county received \$7 million in funds to support affordable housing.