



Haywood County's 2024 Community Health Assessment priority areas are:

- **Substance Use and Mental Health**
- **Chronic Disease**
- **Social Determinants of Health**

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 2025 Haywood County Community Health Improvement Plan (eCHIP) was submitted on August 28, 2025.

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:



Community Health Assessment



Result- A condition of well-being for an entire population



Indicator- A measure that helps quantify the achievement of a population health result.



Program- A collection of actions that have a reasonable chance of improving results.



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.



SOTCH Report- An annual report and update on the Community Health Improvement Plan.



Coalition

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

Community Health Improvement Plan Resources are located here.

An additional resource related to the CHIP is the CHA tools located [here](#).

Community Health Assessment (CHA)

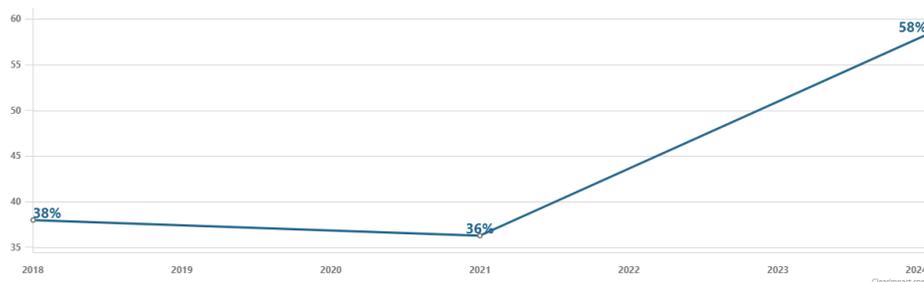
CA 2024 Haywood County Health Assessment

Substance Use and Mental Health

R All people in Haywood County live in a compassionate community that supports mental wellness and is free of substance misuse.

| Most Recent Period | Current Actual Value | Current Trend | Baseline % Change |
|--------------------|----------------------|---------------|-------------------|
| 2024 | 58% | ↑ 1 | 53% ↑ |
| 2021 | 36% | ↓ 1 | -4% ↓ |
| 2018 | 38% | → 0 | 0% → |

I **SU** Life has been negatively affected by substance use (self or someone else)



Story Behind the Indicator

The "Story Behind the Indicator" helps us understand why the data on is the way that it is in our community. When we understand the root causes of our community problems, we have a better chance of finding the right solutions, together. This section features input from the 2025 priority-setting meeting, including direct quotes.

What's Helping? *These are the positive forces at work in our community and beyond that influence this issue in our community.*

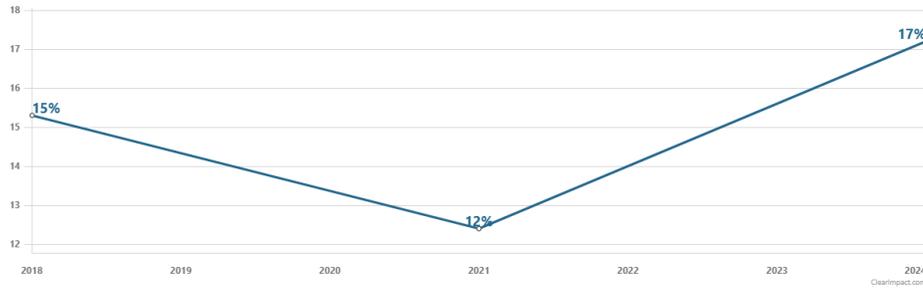
- Medication-Assisted Treatment
- Medicaid expansion
- Reducing stigma campaign
- Local involvement of the area's Managed Care Organization
- Variety of community organizations

What's Hurting? *These are the negative forces at work in our community and beyond that influence this issue in our community.*

- Mental health challenges increase impact of substance use and decrease access to basic needs.
- Flood aftermath and loss of life/property
- Poverty
- Pain
- Adverse Childhood Experiences/Trauma
- Generational domestic violence patterns
- Stigma
- Lack of long-term rehab facilities
- Housing barriers- Fourteen percent of adults have had to live with a friend/relative in the past three years due to a housing emergency (increase) (WNC Health Network, 2024).
- Lack of child/youth programs
- Adult binge drinking increased from 2021 to 2024: 12.5% vs. 17.2% (WNCHN, 2024).

I **SU** Past-month binge drinking

| | | | |
|------|-----|-----|--------|
| 2024 | 17% | ↗ 1 | 12% ↗ |
| 2021 | 12% | ↘ 1 | -19% ↘ |
| 2018 | 15% | → 0 | 0% → |



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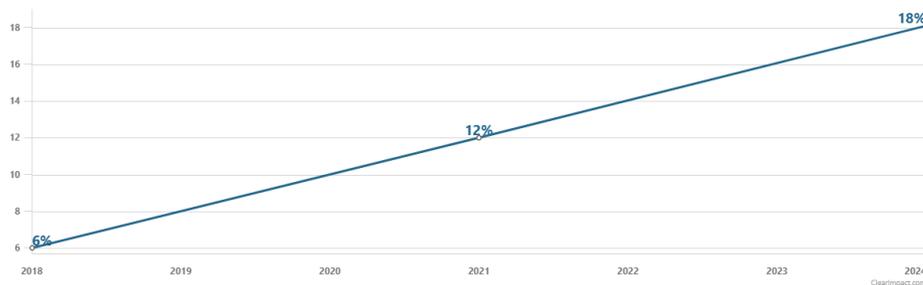
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- Lack of child/youth programs
- Adult binge drinking increased from 2021 to 2024: 12.5% vs. 17.2% (WNCHN, 2024).

I **SU** Past-year opioid use (with or without a prescription)

| | | | |
|------|-----|-----|--------|
| 2024 | 18% | ↗ 2 | 108% ↗ |
| 2021 | 12% | ↗ 1 | 38% ↗ |
| 2018 | 6% | ↘ 1 | -31% ↘ |
| 2015 | 13% | ↗ 1 | 49% ↗ |
| 2012 | 9% | → 0 | 0% → |



Story Behind the Indicator

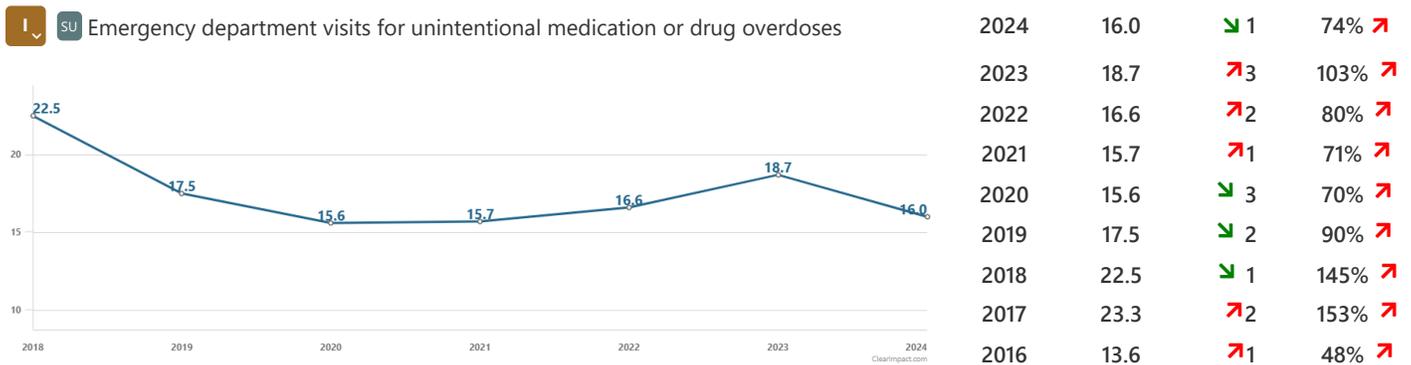
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- Lack of long-term rehab facilities
- Lack of supportive housing
- Lack of child/youth programs
- Many residents lack adequate housing, living-wage employment, and health insurance, making it difficult to achieve and sustain recovery from substance use and mental health disorders. Over 18% of adults reported not having healthcare insurance coverage (decrease) (WNC Health Network, 2024).
- Nearly 15% of adult residents reported experiencing fair or poor health (decrease) (WNCHN, 2024).



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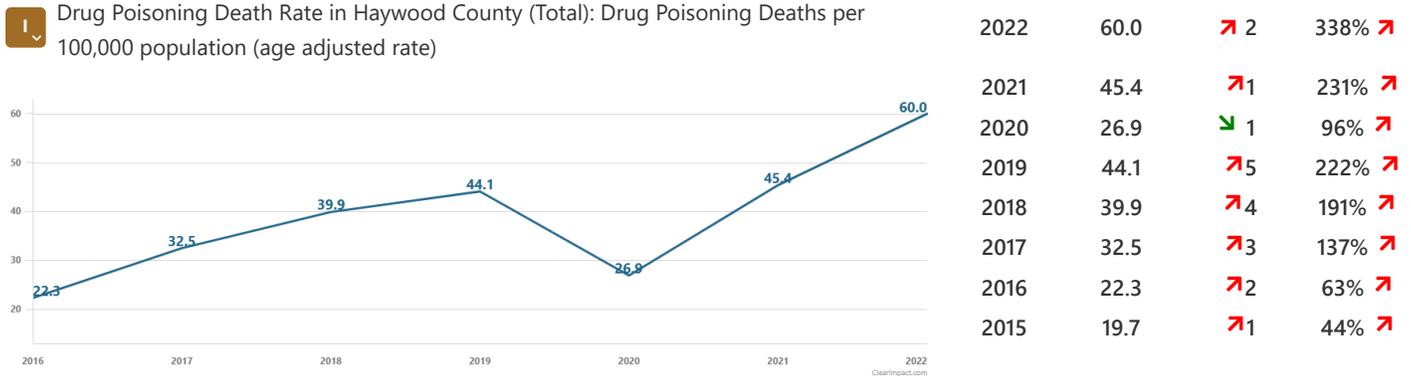
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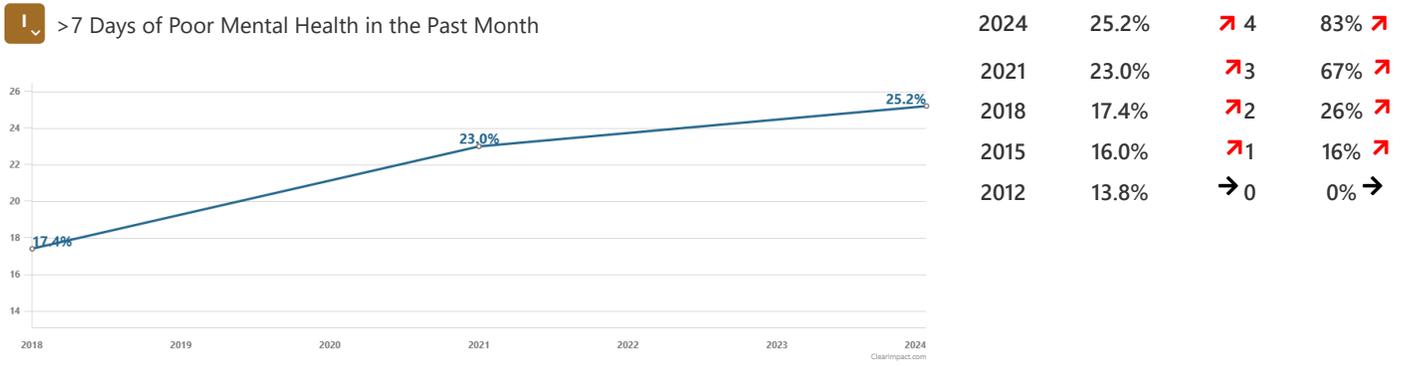
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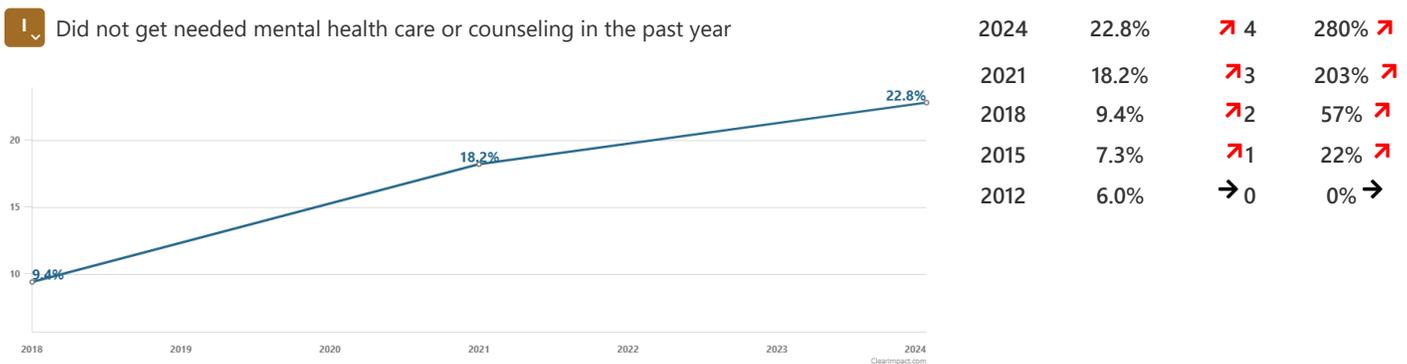
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- Over 61% of adults reported that they always or usually get needed social and emotional support (decrease) (WNC Health Network, 2024).
- Access to online mental health resources
- Local involvement of the area's Managed Care Organization
- Variety of community organizations
- 988 awareness

What's Hurting? *These are the negative forces are work in our community and beyond that influence this issue in our community.*

- Over 25% of adults reported having greater than seven days of poor mental health within the past month (increase) (WNC Health Network, 2024).
- Over 15% of adults have considered suicide in the past year (increase) (WNCHN, 2024).
- Over 22% of adults were unable to get necessary mental health services in the past year (increase) (WNCHN, 2024).
- Difficulty accessing care, including cost and insurance, not having enough providers, getting appointments, and accessing services for children.
- Stigma and shame
- Suicidal ideation rate
- Lack of affordable housing
- Lack of understanding of co-occurring substance use and mental health disorders.
- Trauma-violence
- Lack of transportation
- Limited access to technology



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- Access to online mental health resources
- Local involvement of the area's Managed Care Organization
- Variety of community organizations
- 988 awareness
- The percent of adults without insurance decreased (20.2% vs. 18.3%) (WNC Health Network, 2024).

What's Hurting? *These are the negative forces at work in our community and beyond that influence this issue in our community.*

- Difficulty accessing care, including cost and insurance, getting an appointment, limited providers, and services for children.
- Stigma and shame
- Suicidal ideation rate
- Lack of access to basic needs, including affordable housing.
- Lack of understanding of co-occurring substance use and mental health disorders.
- Trauma-violence
- Lack of transportation
- Limited access to technology

| | | | | |
|---|------|-------|-----|--------|
|  Have considered suicide in the past year | 2024 | 15.6% | ↗ 1 | 133% ↗ |
| | 2021 | 6.7% | → 0 | 0% → |

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- Difficulty accessing care, including cost and insurance, getting an appointment, limited providers, services for children
- Stigma and shame
- Suicidal ideation rate
- Lack of access to basic needs, including affordable housing- over 42% of adults experience worries about paying their rent or mortgage (WNC Health Network, 2024).
- Lack of understanding of co-occurring substance use and mental health disorders.
- Trauma-violence
- Lack of transportation
- Limited access to technology

| NCDPH HNC2030 | | Excessive Drinking: Percent of Adults (Total) Reporting Binge or Heavy Drinking in North Carolina | | 2023 | 14.9% | ↓ 1 | 1% ↗ |
|---------------|--|---|-------|------|-------|-----|------|
| | | 2022 | 18.1% | ↗ 2 | 23% | ↗ | |
| | | 2021 | 16.7% | ↗ 1 | 14% | ↗ | |
| | | 2020 | 15.6% | → 1 | 6% | ↗ | |
| | | 2019 | 15.6% | ↓ 2 | 6% | ↗ | |
| | | 2018 | 16.4% | ↓ 1 | 12% | ↗ | |
| | | 2017 | 16.5% | ↗ 2 | 12% | ↗ | |
| | | 2016 | 16.3% | ↗ 1 | 11% | ↗ | |

Story Behind the Curve

The percentage of all adults self-reporting binge- or heavy drinking (alcohol consumption) increased by more than three percentage points between 2015 and 2022 but dropped to pre-pandemic levels in 2023. Rates among males have remained significantly higher than rates for females during this time period.

Indicator Notes

Definition:

Percent of adults who self-report binge-drinking or heavy drinking of alcoholic beverages.

Why is this Important?

Excessive drinking affects the individual's relationship with family and community. It can impair ability to attend school or work and negatively impacts both physical and mental health. It can also lead to social complications and negative interactions with the justice system. [HNC2030]

Additional Information:

Behavioral Risk Factor Surveillance System (BRFSS) is a random telephone survey of state residents aged 18 and older. The survey collects information on health behaviors and preventive health practices related to the leading causes of death and disability. [NC SCHS, CDC]

Further Information and Links:

[Behavioral Risk Factor Surveillance System](#)

<https://schs.dph.ncdhhs.gov/units/stat/brfss/>

<https://schs.dph.ncdhhs.gov/data/brfss/2023/nc/all/XDrk.html>

[HNC-REPORT-FINAL-Spread2.pdf](#)

| NCDPH HNC2030 | | Drug Poisoning Death Rate in North Carolina (Total): Drug Poisoning Deaths per 100,000 population (age-adjusted rates) | | 2023 | 42.1 | → 1 | 205% ↗ |
|---------------|--|--|------|------|------|-----|--------|
| | | 2022 | 42.1 | ↗ 4 | 205% | ↗ | |
| | | 2021 | 39.8 | ↗ 3 | 188% | ↗ | |
| | | 2020 | 32.8 | ↗ 2 | 138% | ↗ | |
| | | 2019 | 23.1 | ↗ 1 | 67% | ↗ | |
| | | 2018 | 22.8 | ↓ 1 | 65% | ↗ | |
| | | 2017 | 24.8 | ↗ 3 | 80% | ↗ | |
| | | 2016 | 19.8 | ↗ 2 | 43% | ↗ | |
| | | 2015 | 15.8 | ↗ 1 | 14% | ↗ | |

Story Behind the Curve

Along with the rest of the country, North Carolina experienced a sharp increase in drug overdose deaths since 2019, largely due to the opioid epidemic, and more recently involving a preponderance of poisonings from illegally manufactured fentanyl.

The drug overdose death rate nearly tripled from 2014 (13.8) to 2023 (42.1).

Indicator Notes

Definition:

Number of persons in North Carolina who die as a result of drug poisoning per 100,000 population, adjusted by age.

Why is this Important?

Substance misuse is a chronic condition, requiring ongoing care and treatment for individuals to regain and maintain health and recovery. This chronic condition affects the individual’s relationship with family and community. It can impair ability to attend school or work and negatively impacts both physical and mental health. It can also lead to social complications and negative interactions with the justice system. [HNC2030]

Additional Information:

The *Drug Poisoning Death Rate* indicator is aligned with HNC2030.

References and Links:

[North Carolina's Opioid and Substance Use Action Plan | NCDHHS](#)
[HNC-REPORT-FINAL-Spread2.pdf](#)

| Year | Rate (per 100,000) | Change (Points) | Change (%) |
|------|--------------------|-----------------|------------|
| 2023 | 14.8 | ↑ 2 | 14% ↑ |
| 2022 | 14.4 | ↑ 1 | 11% ↑ |
| 2021 | 13.3 | ↓ 1 | 2% ↑ |
| 2020 | 13.5 | ↑ 1 | 4% ↑ |
| 2019 | 12.6 | ↓ 2 | -3% ↓ |
| 2018 | 13.8 | ↓ 1 | 6% ↑ |
| 2017 | 14.4 | ↑ 1 | 11% ↑ |
| 2016 | 13.0 | ↓ 1 | 0% → |
| 2015 | 13.4 | ↑ 1 | 3% ↑ |

Story Behind the Curve

Rates are age-adjusted.

Deaths by suicide are defined as having ICD-10 underlying cause-of-death codes X60-X84 or Y870.

Overall, the suicide rate is trending upwards (from 13.0 in 2014 to 14.8 in 2023).

Indicator Notes

Definition:

Age-Adjusted Suicide Death Rates per 100,000 Population

Why is this Important?

The impacts of suicide are experienced at the personal and community level. Suicide burdens family, friends, and the community at large (emotionally and often financially).

Suicide is closely linked to mental health and well-being, which can be negatively impacted by trauma, financial insecurity, housing instability, or physical illness.

Insurance status may also play a role when it affects the ability of individuals to seek mental health care and treatment. [HNC2030]

Additional Information:

Rates are age-adjusted.

References and Links:

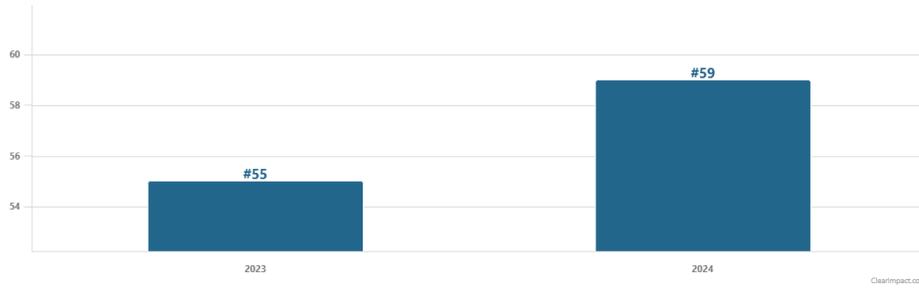
[HNC-REPORT-FINAL-Spread2.pdf](#)

P Promote and coordinate mental health trainings and awareness

| Most Recent Period | Current Actual Value | Current Trend | Baseline % Change |
|--------------------|----------------------|---------------|-------------------|
|--------------------|----------------------|---------------|-------------------|

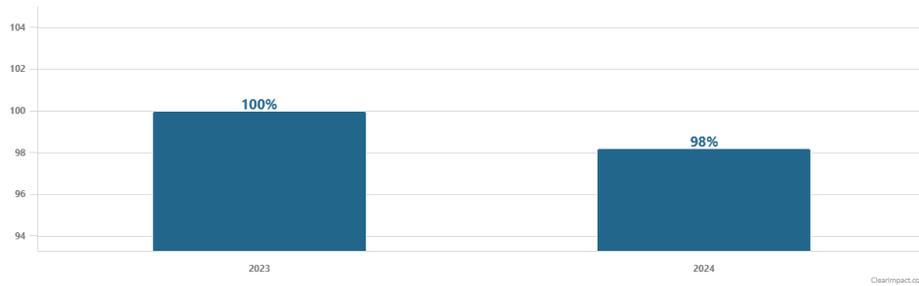
| | | | |
|------|-----|-----|------|
| 2024 | #59 | ↗ 1 | 7% ↗ |
| 2023 | #55 | → 0 | 0% → |

PM **How Much** Number of individuals participating in trainings



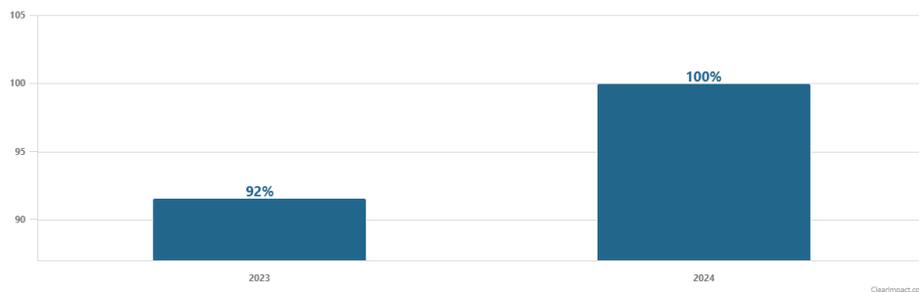
PM **Better Off** Percent of individuals completing evaluation who indicate positive influence on their life, lives of clients they serve

| | | | |
|------|------|-----|-------|
| 2024 | 98% | ↘ 1 | -2% ↘ |
| 2023 | 100% | → 0 | 0% → |



PM **How Well** Percent of individuals completing evaluation who recommend this training for co-workers and other agencies

| | | | |
|------|------|-----|------|
| 2024 | 100% | ↗ 1 | 9% ↗ |
| 2023 | 92% | → 0 | 0% → |

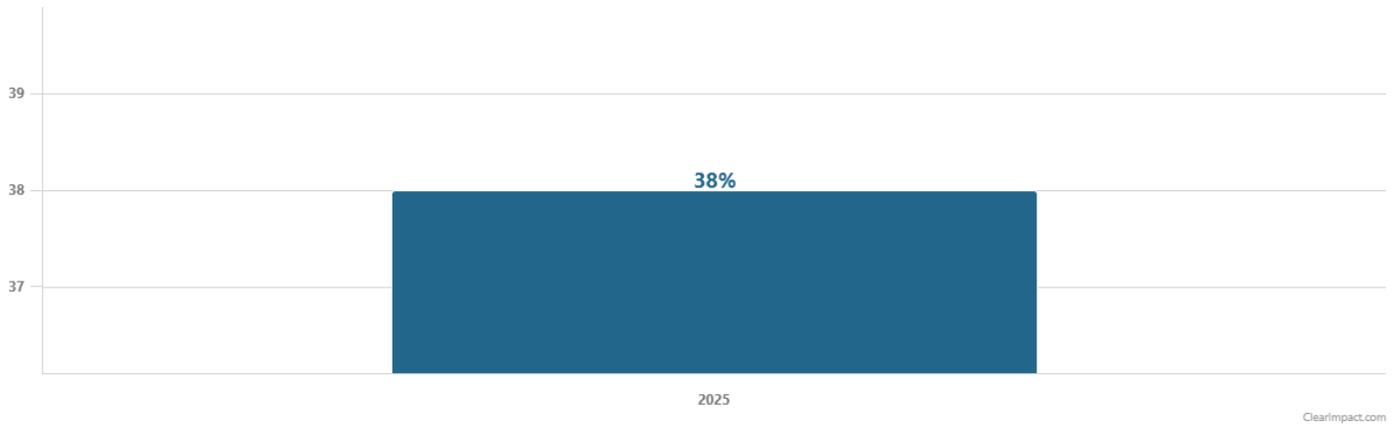


P Implement a mental health communications campaign in Haywood County focused on the 988 Suicide and Crisis Lifeline

| Most Recent Period | Current Actual Value | Current Trend | Baseline % Change |
|--------------------|----------------------|---------------|-------------------|
|--------------------|----------------------|---------------|-------------------|

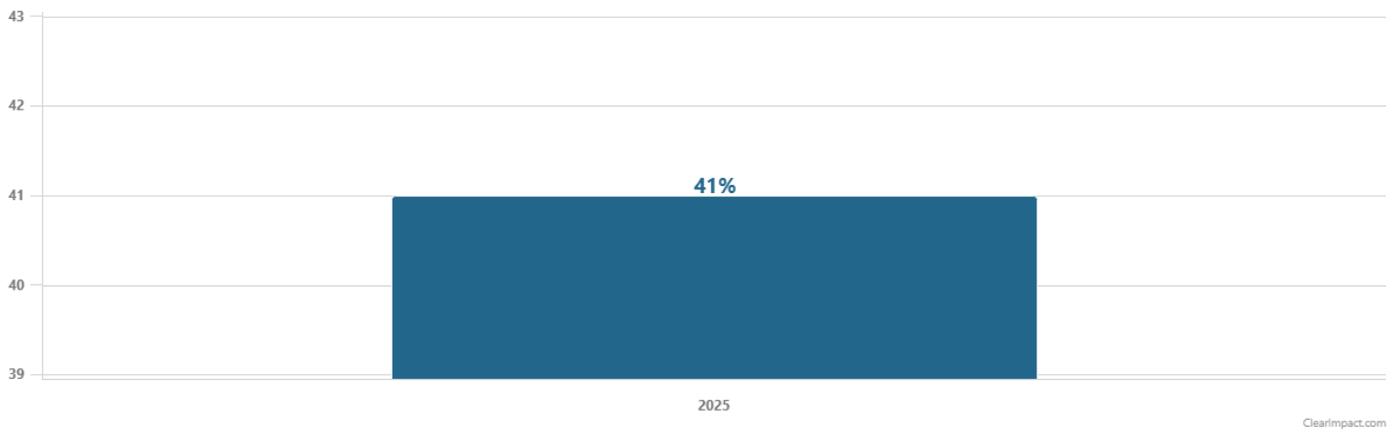
PM How Much Percent of individuals who report seeing a 988 Lifeline ad

2025 38% → 0 0% →



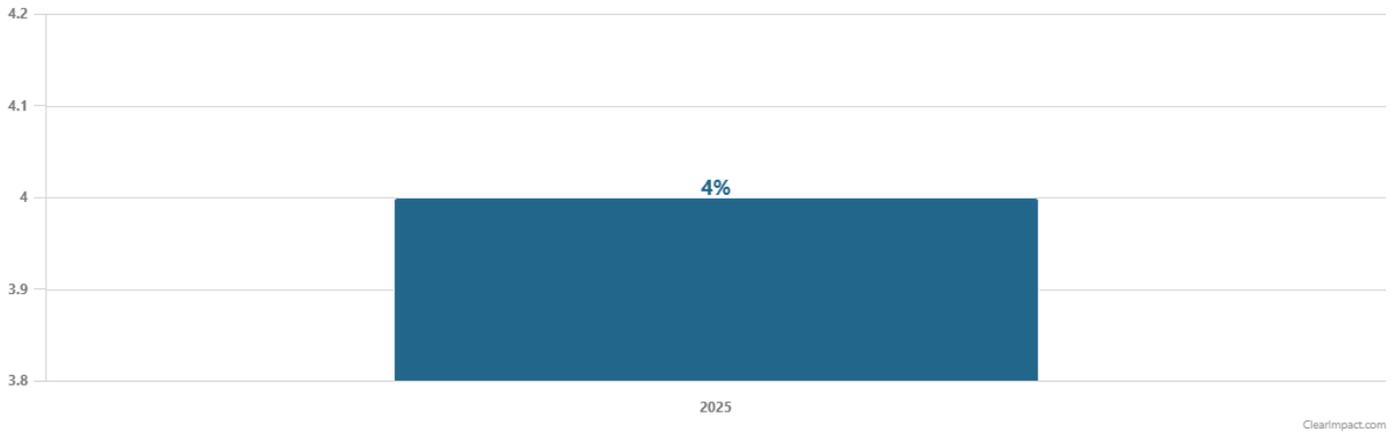
PM Better Off Percent of individuals who report finding 988 Lifeline ads helpful

2025 41% → 0 0% →

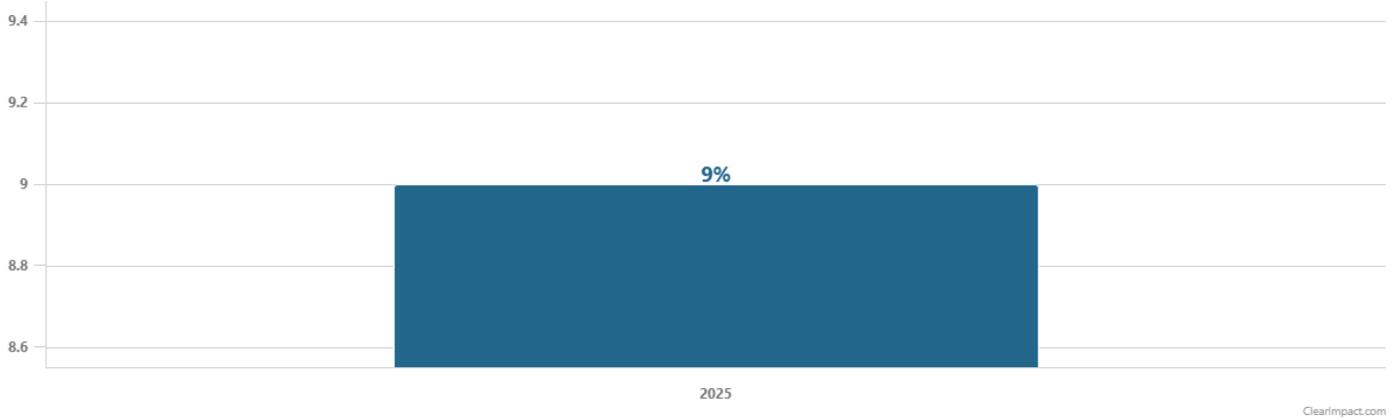


PM Better Off Percent of individuals who report taking action after seeing 988 Lifeline ads

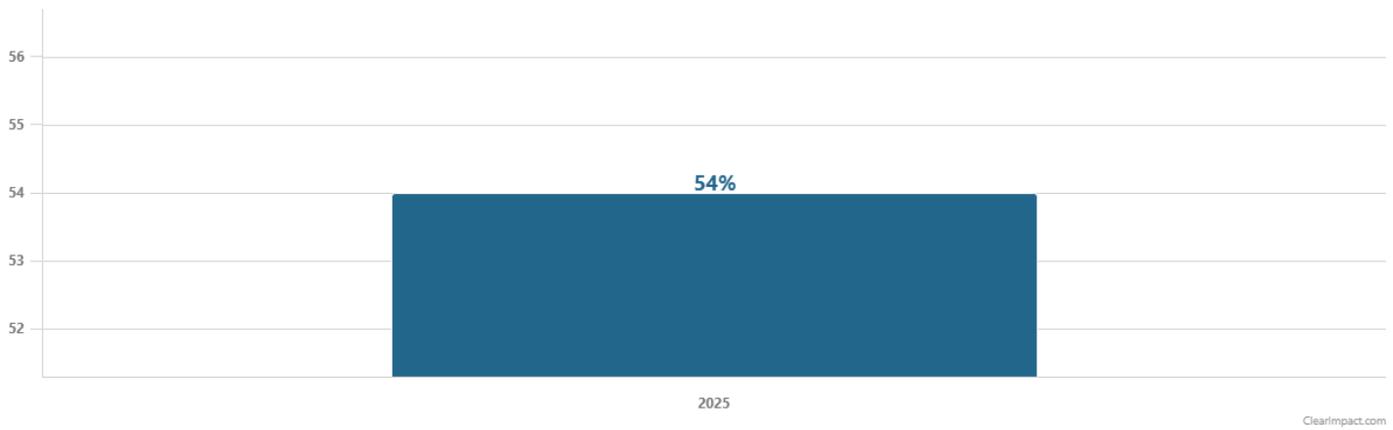
2025 4% → 0 0% →



PM Better Off Percent of individuals who report seeking more information about the 988 Lifeline 2025 9% → 0 0% →



PM How Well Percent of individuals who report a high level of trust in the source of the 988 Lifeline ads 2025 54% → 0 0% →



P Mental Health Communications Campaign (WNC Health Network)

CO Strengthen the substance use and mental health coalition in Haywood County through bi-annual partner meetings.

| | Most Recent Period | Current Actual Value | Current Trend | Baseline % Change |
|--|--------------------|----------------------|---------------|-------------------|
| PM How Much Number of partners attending meetings | — | — | — | — |
| PM Better Off Percent of partners who find the meetings beneficial to their work. | — | — | — | — |
| PM How Well Percent of partners who would recommend coalition involvement to colleagues | — | — | — | — |

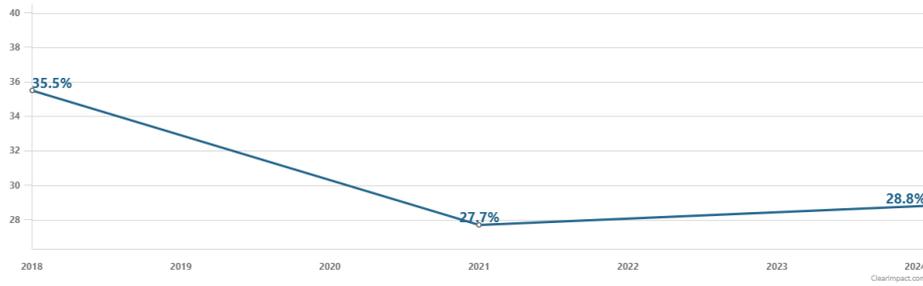
Chronic Disease

R All people in Haywood County live long and healthy lives, supported by quality healthcare and equitable opportunities for health and well-being shaped by the conditions in which they live, learn, work, and age.

| | Most Recent Period | Current Actual Value | Current Trend | Baseline % Change |
|--|--------------------|----------------------|---------------|-------------------|
| | | | | |

Healthy weight adults

| | | | |
|------|-------|-----|--------|
| 2024 | 28.8% | ↗ 1 | -25% ↘ |
| 2021 | 27.7% | ↘ 1 | -28% ↘ |
| 2018 | 35.5% | ↗ 1 | -8% ↘ |
| 2015 | 35.2% | ↘ 1 | -9% ↘ |
| 2012 | 38.6% | → 0 | 0% → |



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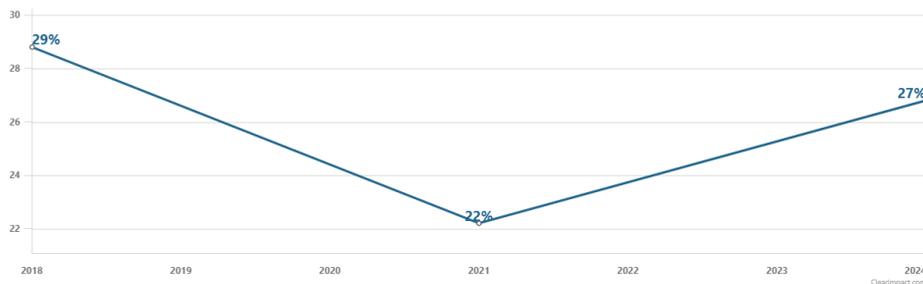
- Green spaces
- Our outdoor spaces offering free opportunities for physical activity (Online Key Informant Survey, 2024).
- National parks
- Nearly 74% of adults know where to access emergency food services (single-year point) (WNC Health Network, 2024).
- An increasing number of adults are meeting physical activity recommendations (WNC Health Network, 2024).

What's Hurting? *These are the negative forces at work in our community and beyond that influence this issue in our community.*

- Access to fast food
- Cost of "good" food
- Fruits and veggies very costly
- Stress
- Mental health
- Social/culture

Adults meeting physical activity recommendations

| | | | |
|------|-----|-----|--------|
| 2024 | 27% | ↗ 1 | -7% ↘ |
| 2021 | 22% | ↘ 1 | -23% ↘ |
| 2018 | 29% | → 0 | 0% → |



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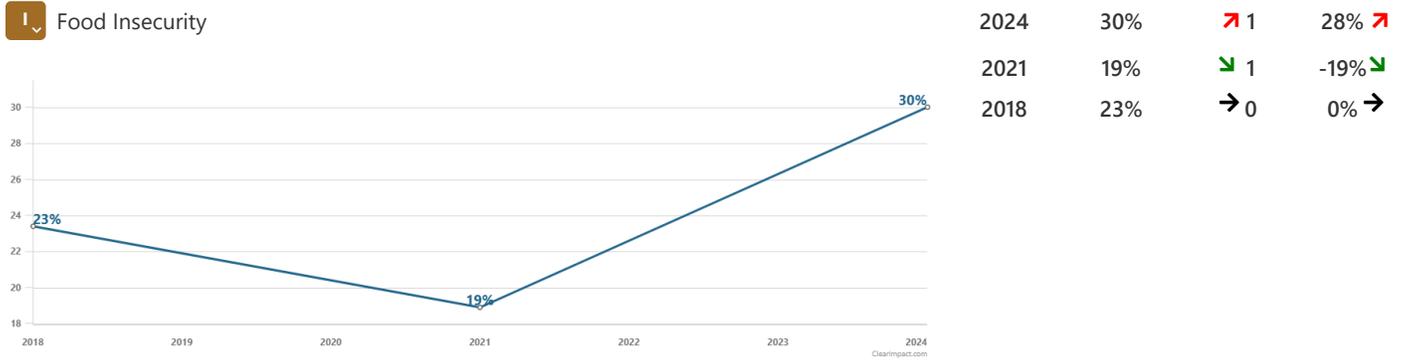
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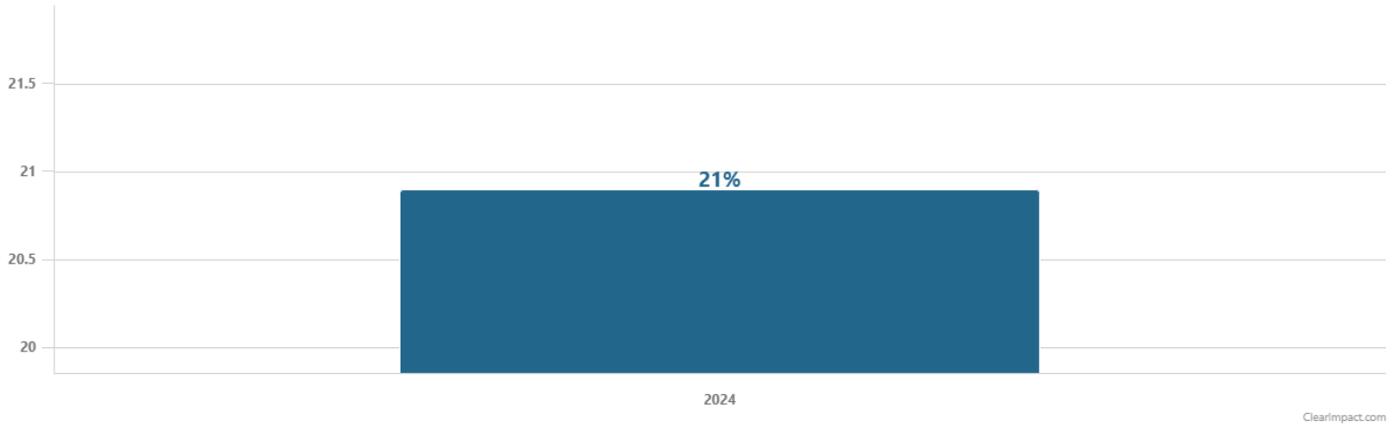
The "Story Behind the Indicator" helps us understand why the data on food insecurity is the way that it is in our community. When we understand the root causes of our community problems, we have a better chance of finding the right solutions, together. This section includes direct quotes and other input from the 2025 priority-setting meeting.

What's Helping? *These are the positive forces are work in our community and beyond that influence this issue in our community.*

- Churches and food banks
- Healthy Opportunities Pilot
- Local food procurement
- Cooking classes

What's Hurting? *These are the negative forces are work in our community and beyond that influence this issue in our community.*

- Cost of healthy food
- Over 37% of adults reported that they don't always/usually have someone to rely on for help, if needed (increase) (WNC Health Network, 2024).
- Over 28% of adults do not have cash on hand to cover a \$400 emergency expense (single-year point) (WNCHN, 2024).
- Transportation is a barrier for many residents. In 2024, 12.9% of residents agreed or strongly agreed that lack of transportation prevented them from going somewhere they needed or wanted to go in Haywood County in the past year (single-year point) (WNCHN, 2024).



Story Behind the Indicator

The "Story Behind the Indicator" helps us understand why the data on prescription medicine access is the way that it is in our community. When we understand the root causes of our community problems, we have a better chance of finding the right solutions, together. This section features direct quotes and other input from the 2025 priority-setting meeting.

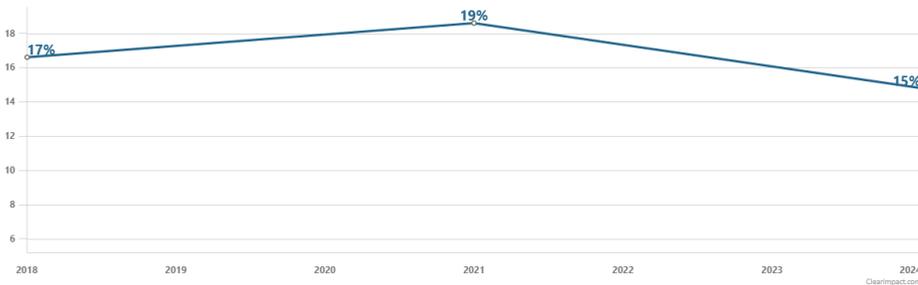
What's Helping? *These are the positive forces at work in our community and beyond that influence this issue in our community.*

- Healthcare navigator assistance
- Medicaid expansion

What's Hurting? *These are the negative forces at work in our community and beyond that influence this issue in our community.*

- Access to specialists and inability to recruit specialists
- Lack of evening and weekend hours
- Expensive, even with insurance.
- Over 18% of adult residents lack health care insurance coverage (decrease) (WNC Health Network, 2024).

| | | | |
|------|-----|-----|--------|
| 2024 | 15% | ↓ 1 | 41% ↗ |
| 2021 | 19% | ↗ 2 | 77% ↗ |
| 2018 | 17% | ↗ 1 | 58% ↗ |
| 2015 | 6% | ↓ 1 | -48% ↓ |
| 2012 | 11% | → 0 | 0% → |



Story Behind the Indicator

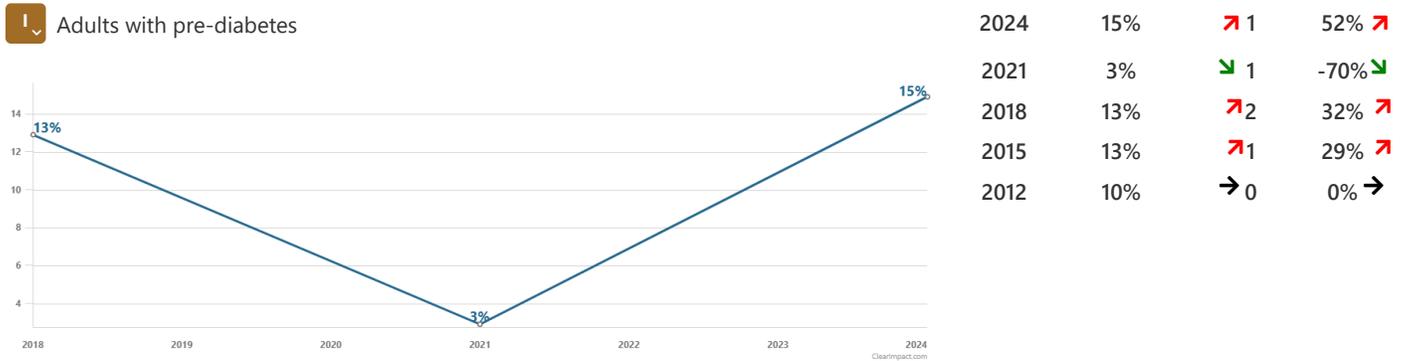
The "Story Behind the Indicator" helps us understand why the data on diabetes is the way that it is in our community. When we understand the root causes of our community problems, we have a better chance of finding the right solutions, together. This section includes direct quotes and other input from the 2025 priority-setting meeting and Online Key Informant Survey (OKIS, 2024).

What's Helping? *These are the positive forces at work in our community and beyond that influence this issue in our community.*

- Medicaid expansion
- Green spaces
- National parks
- An increasing number of adults are meeting physical activity recommendations (WNC Health Network, 2024).
- Our outdoor spaces offering free opportunities for physical activity (OKIS, 2024).

What's Hurting? *These are the negative forces at work in our community and beyond that influence this issue in our community.*

- Cost of food
- An increasing number of adults, 30%, report experiencing food insecurity (WNC Health Network, 2024).
- While more adults report having health insurance, over 18% are still without coverage (WNCHN, 2024).
- Nearly 21% of adults could not get a prescription in the past year due to cost (single-year point) (WNCHN, 2024).
- Self-reported fruit and vegetable consumption declined, with only four percent of adults getting five daily servings (WNCHN, 2024).



Story Behind the Indicator

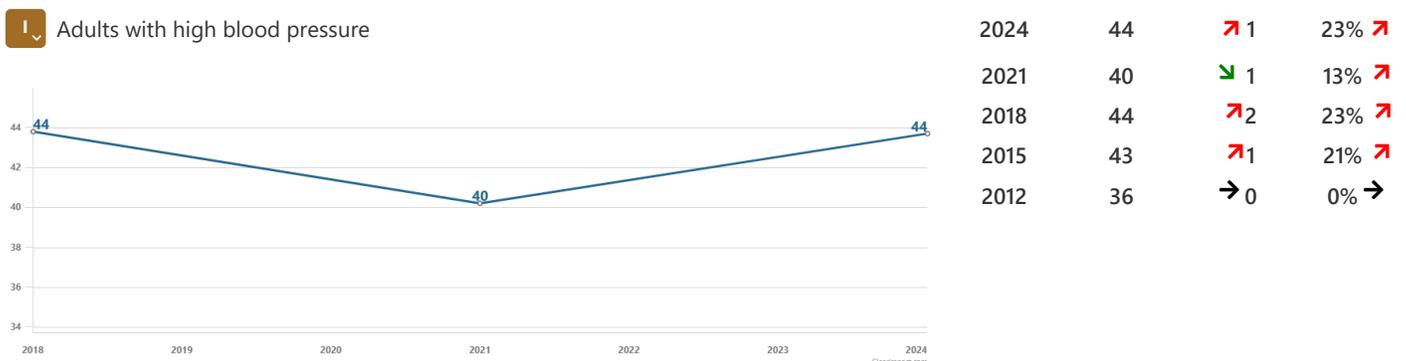
The "Story Behind the Indicator" helps us understand why the data on adult pre-diabetes is the way that it is in our community. When we understand the root causes of our community problems, we have a better chance of finding the right solutions, together. This section includes direct quotes and other input from the 2025 priority-setting meeting and Online Key Informant Survey.

What's Helping? *These are the positive forces at work in our community and beyond that influence this issue in our community.*

- Medicaid expansion
- Healthcare navigator assistance
- Our outdoor spaces offering free opportunities for physical activity (Online Key Informant Survey, 2024).
- National parks
- Nearly 74% of adults know where to access emergency food services (single-year point) (WNC Health Network, 2024).
- An increasing number of adults are meeting physical activity recommendations (WNC Health Network, 2024).

What's Hurting? *These are the negative forces at work in our community and beyond that influence this issue in our community.*

- Fewer adults are getting 'leisure-time physical activity' (WNC Health Network, 2024).
- Lack of evening and weekend hours
- Inability to recruit specialists
- Stress



Story Behind the Indicator

The "Story Behind the Indicator" helps us understand why the data on blood pressure is the way that it is in our community. When we understand the root causes of our community problems, we have a better chance of finding the right solutions, together. This section includes direct quotes and other input from the 2025 priority-setting meeting and Online Key Informant Survey.

What's Helping? *These are the positive forces at work in our community and beyond that influence this issue in our community.*

- Medicaid expansion
- Our outdoor spaces offering free opportunities for physical activity (Online Key Informant Survey, 2024).
- An increasing number of adults are meeting physical activity recommendations (WNC Health Network, 2024).

What's Hurting? *These are the negative forces at work in our community and beyond that influence this issue in our community.*

- Access to fast food
- Stress- An increasing number of adults, 21.8%, report that their typical day is extremely or very stressful (WNC Health Network, 2024).
- Nearly 21% of adults couldn't get a prescription in the past year due to cost (WNCHN, 2024).
- Over 20% of adults were unable to get necessary medical care in the past year, more than doubling from 2021 (WNCHN, 2024).
- Cigarette and e-cigarette use has increased, at 17.3% and 13.7%, respectively (WNCHN, 2024).

| | | | | |
|--|------|----|-----|--------|
|  Adults with high blood cholesterol | 2024 | 45 | ↑ 1 | 19% ↑ |
| | 2021 | 32 | ↓ 1 | -16% ↓ |
| | 2018 | 35 | ↑ 1 | -9% ↓ |
| | 2015 | 28 | ↓ 1 | -26% ↓ |
| | 2013 | 38 | → 0 | 0% → |

Story Behind the Indicator

The "Story Behind the Indicator" helps us understand why the data on high blood cholesterol is the way that it is in our community. When we understand the root causes of our community problems, we have a better chance of finding the right solutions, together. This section includes direct quotes and other input from the 2025 priority-setting meeting and Online Key Informant Survey.

What's Helping? *These are the positive forces at work in our community and beyond that influence this issue in our community.*

- Green spaces
- Our outdoor spaces offering free opportunities for physical activity (Online Key Informant Survey, 2024).
- National parks
- Nearly 74% of adults know where to access emergency food services (single-year point) (WNC Health Network, 2024).
- An increasing number of adults are meeting physical activity recommendations (WNCHN, 2024).

What's Hurting? *These are the negative forces at work in our community and beyond that influence this issue in our community.*

- Access to fast food
- Cost of "good" food
- Fruits and veggies [are] very costly
- Stress
- Mental health

| | | | | |
|---|------|-------|-----|-------|
|  NCDPH HNC2030 Sugar-Sweetened Beverage (SSB) Consumption Among Adults in NC: Percent of Adults (Total) reporting consumption of one or more SSBs per day | 2023 | 32.2% | ↓ 1 | -2% ↓ |
| | 2022 | 36.8% | ↑ 1 | 12% ↑ |
| | 2021 | 29.8% | ↓ 1 | -9% ↓ |
| | 2019 | 35.4% | ↑ 2 | 8% ↑ |
| | 2017 | 34.2% | ↑ 1 | 4% ↑ |
| | 2015 | 32.9% | → 0 | 0% → |

Story Behind the Curve

Over recent years, the state's total adult, self-reported, daily consumption (one or more) of sugar-sweetened beverages hovered between 29.8% (in 2021) and 36.8% (in 2022). The rate was 32.9% in 2015 and 32.2% in 2023.

Indicator Notes

Definition:

The percent of adults self-reporting consumption of one or more sugar-sweetened beverages (SSBs) per day.

Why is this Important?

Consumption of sugar-sweetened beverages (SSBs) is directly linked to obesity, Type 2 diabetes, heart disease, and dental problems. Obesity is one of the largest contributors to morbidity and mortality in the United States (for both youth and adults). To address rising obesity rates among all age groups, recent public health efforts strive to decrease SSB consumption among the population. [HNC 2030]

Additional Information:

Behavioral Risk Factor Surveillance System (BRFSS) is a random telephone survey of state residents aged 18 and older. The survey collects information on health behaviors and preventive health practices related to the leading causes of death and disability. [NC SCHS]

Further Information and Links:

<https://schs.dph.ncdhhs.gov/units/stat/brfss/https://www.cdc.gov/brfss/index.html>

<https://schs.dph.ncdhhs.gov/data/brfss/2023/nc/all/SSBNC2030.html>

<https://www.cdc.gov/brfss/index.html>

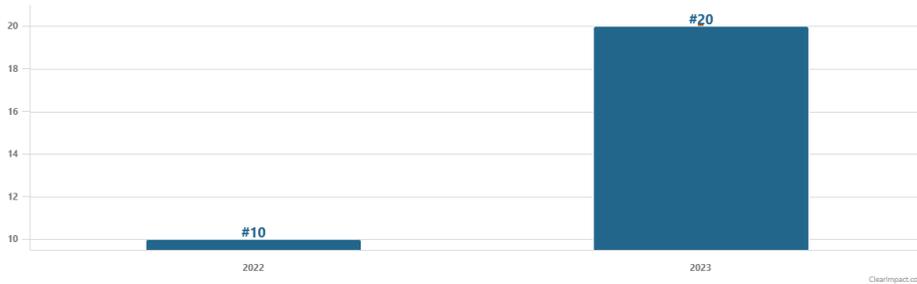
[HNC-REPORT-FINAL-Spread2.pdf](#)

P Offer evidence-based nutrition education programming



How Much

Number of adult participants who increased their consumption of fruits and vegetables

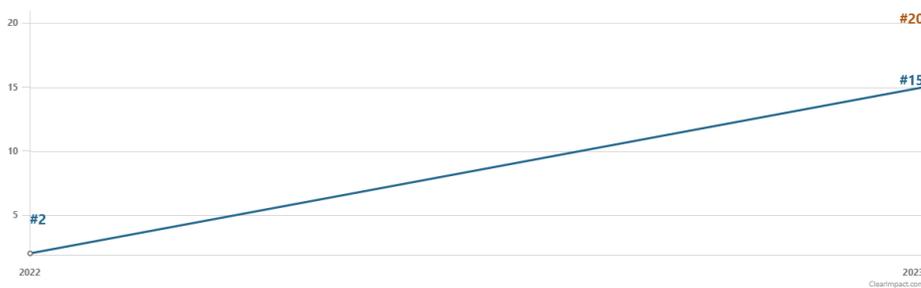


| Most Recent Period | Current Actual Value | Current Trend | Baseline % Change |
|--------------------|----------------------|---------------|-------------------|
| 2023 | #20 | ↗ 1 | 100% ↗ |
| 2022 | #10 | → 0 | 0% → |



How Much

Number of adult participants who increased their physical activity

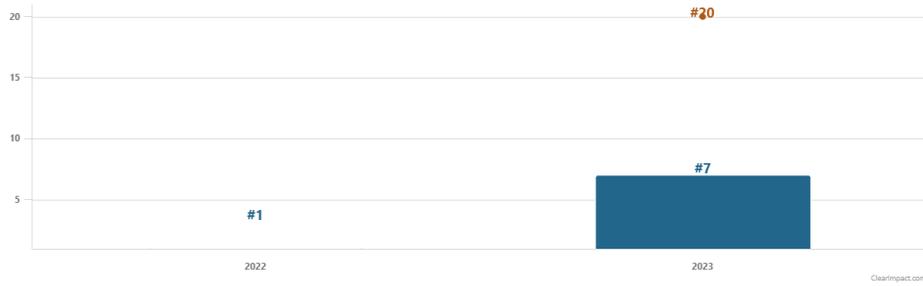


| | | | |
|------|-----|-----|--------|
| 2023 | #15 | ↗ 1 | 650% ↗ |
| 2022 | #2 | → 0 | 0% → |



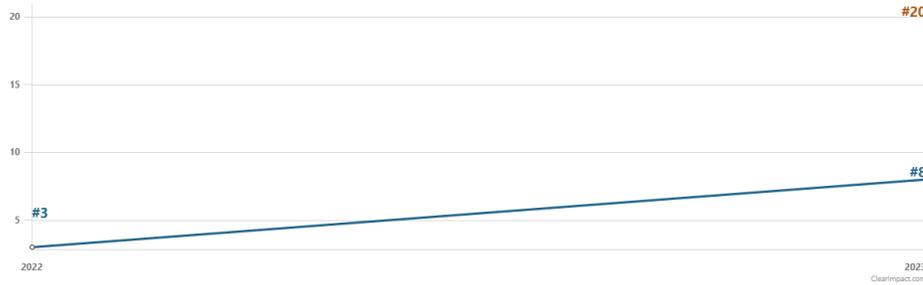
Number of adult participants who indicated they consume less sodium in their diet

| | | | |
|------|----|-----|--------|
| 2023 | #7 | ↗ 1 | 600% ↗ |
| 2022 | #1 | → 0 | 0% → |



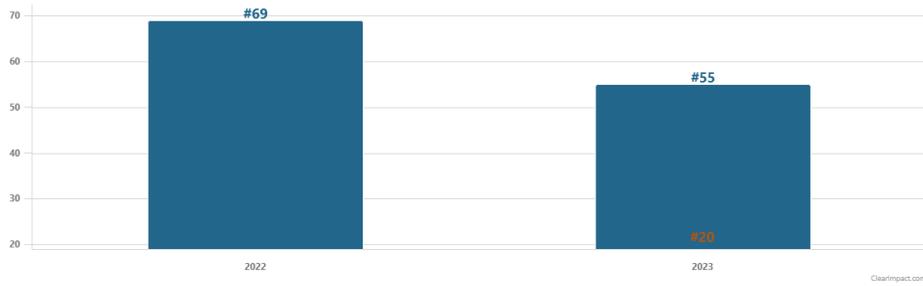
Number of adult participants who indicated they consume less sugar in their diet

| | | | |
|------|----|-----|--------|
| 2023 | #8 | ↗ 1 | 167% ↗ |
| 2022 | #3 | → 0 | 0% → |



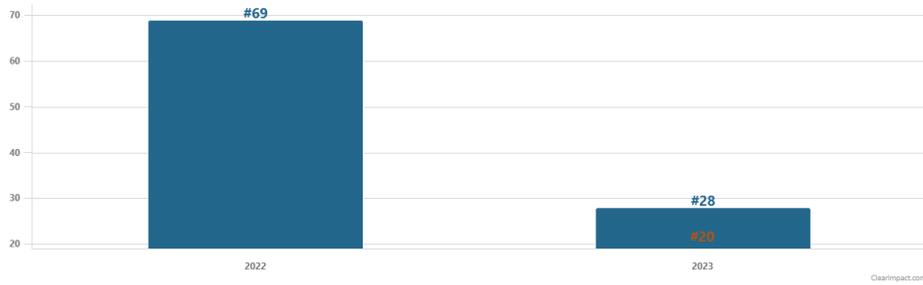
Number of participants who increased their knowledge of how to prepare foods, including home food preservation techniques

| | | | |
|------|-----|-----|--------|
| 2023 | #55 | ↘ 1 | -20% ↘ |
| 2022 | #69 | → 0 | 0% → |



Number of individuals who intend to use local foods when cooking, preparing, or preserving

| | | | |
|------|-----|-----|--------|
| 2023 | #28 | ↘ 1 | -59% ↘ |
| 2022 | #69 | → 0 | 0% → |





How Much

Number of participants who increased their knowledge of safe home food handling, preservation, or preparation practices

| | | | |
|------|--------|-----|---------|
| 2023 | #1,706 | ↗ 1 | 2372% ↗ |
| 2022 | #69 | → 0 | 0% → |



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Produce Prescription programs offered to Medicaid Managed Care members

| Most Recent Period | Current Actual Value | Current Trend | Baseline % Change |
|--------------------|----------------------|---------------|-------------------|
| — | — | — | — |



How Much

Number of Medicaid Managed Care members receiving this service



Healthy living communications campaign

| Most Recent Period | Current Actual Value | Current Trend | Baseline % Change |
|--------------------|----------------------|---------------|-------------------|
| — | — | — | — |
| — | — | — | — |
| — | — | — | — |
| — | — | — | — |
| — | — | — | — |



How Much

Percent of individuals who report seeing an ad



Better Off

Percent of individuals who report finding ads helpful



Better Off

Percent of individuals who take action after seeing an ad



Better Off

Percent of individuals who report seeking more information



How Well

Percent of individuals who report a high level of trust in the ad source

Social Determinants of Health

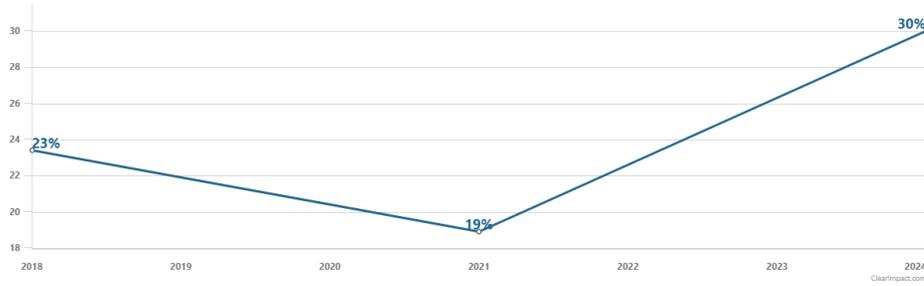


All people in Haywood County live, work, and grow in communities where the conditions support lifelong health and well-being.

| Most Recent Period | Current Actual Value | Current Trend | Baseline % Change |
|--------------------|----------------------|---------------|-------------------|
| — | — | — | — |

Food Insecurity

| | | | |
|------|-----|-----|--------|
| 2024 | 30% | ↗ 1 | 28% ↗ |
| 2021 | 19% | ↘ 1 | -19% ↘ |
| 2018 | 23% | → 0 | 0% → |



Story Behind the Indicator

The "Story Behind the Indicator" helps us understand why the data on food insecurity is the way that it is in our community. When we understand the root causes of our community problems, we have a better chance of finding the right solutions, together. This section includes direct quotes and other input from the 2025 priority-setting meeting.

What's Helping? *These are the positive forces are work in our community and beyond that influence this issue in our community.*

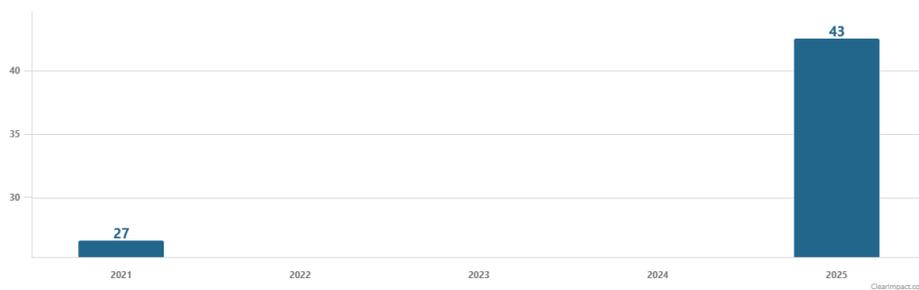
- Churches and food banks
- Healthy Opportunities Pilot
- Local food procurement
- Cooking classes

What's Hurting? *These are the negative forces are work in our community and beyond that influence this issue in our community.*

- Cost of healthy food
- Over 37% of adults reported that they don't always/usually have someone to rely on for help, if needed (increase) (WNC Health Network, 2024).
- Over 28% of adults do not have cash on hand to cover a \$400 emergency expense (single-year point) (WNCHN, 2024).
- Transportation is a barrier for many residents. In 2024, 12.9% of residents agreed or strongly agreed that lack of transportation prevented them from going somewhere they needed or wanted to go in Haywood County in the past year (single-year point) (WNCHN, 2024).

Worried about paying rent or mortgage

| | | | |
|------|----|-----|-------|
| 2025 | 43 | ↗ 1 | 60% ↗ |
| 2021 | 27 | → 0 | 0% → |



Story Behind the Indicator

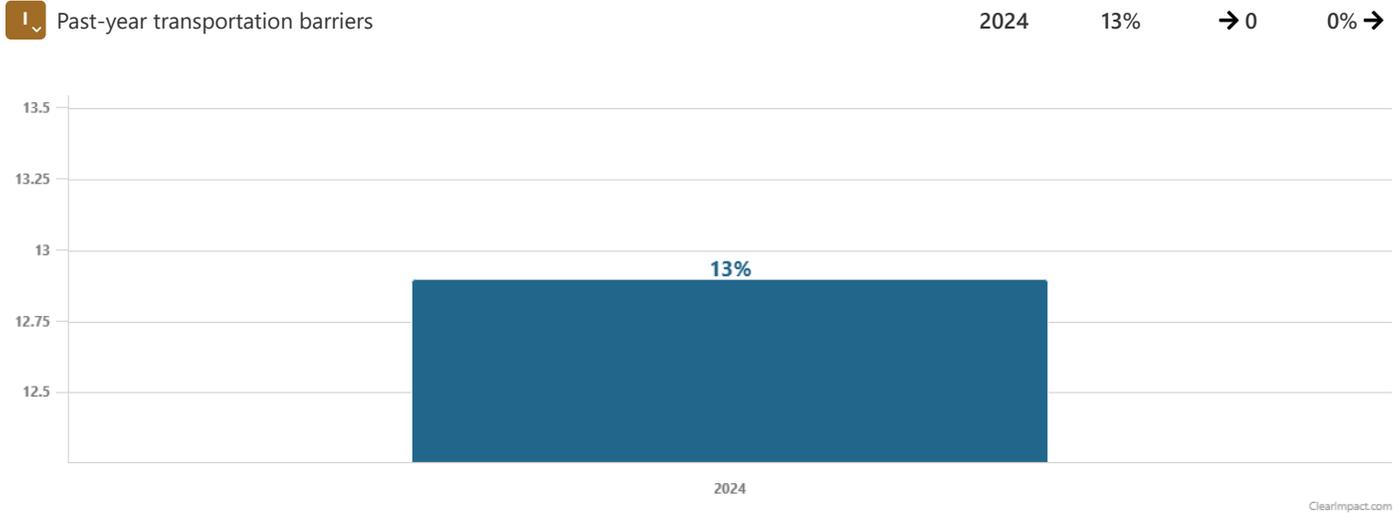
The "Story Behind the Indicator" helps us understand why the data on housing costs is the way that it is in our community. When we understand the root causes of our community problems, we have a better chance of finding the right solutions, together.

What's Helping? *These are the positive forces at work in our community and beyond that influence this issue in our community.*

- Home ownership programs
- Rental and utility assistance programs
- Emergency housing services
- Nearly 63% of adults report having someone to rely on for help or support when needed (WNC Health Network, 2024).
- Savings and financial literacy programs

What's Hurting? *These are the negative forces at work in our community and beyond that influence this issue in our community.*

- Over 28% of adults do not have cash on hand to cover a \$400 emergency expense (WNC Health Network, 2024).
- Nearly 15% of adults experience fair or poor health (WNCHN, 2024).
- An increasing number of adults, 7.8%, reported living on the street, in a car, or in a temporary shelter in the past three years (WNCHN, 2024).
- The importance of safe and affordable housing was recognized in the 2024 Online Key Informant Survey: "Quality housing. If people do not have safe, affordable, and health-promoting housing, they cannot thrive." Another respondent shared "housing [is] too expensive even for professionals and families."



Story Behind the Indicator

The "Story Behind the Indicator" helps us understand why the data on transportation barriers is the way that it is in our community. When we understand the root causes of our community problems, we have a better chance of finding the right solutions, together.

What's Helping? *These are the positive forces at work in our community and beyond that influence this issue in our community.*

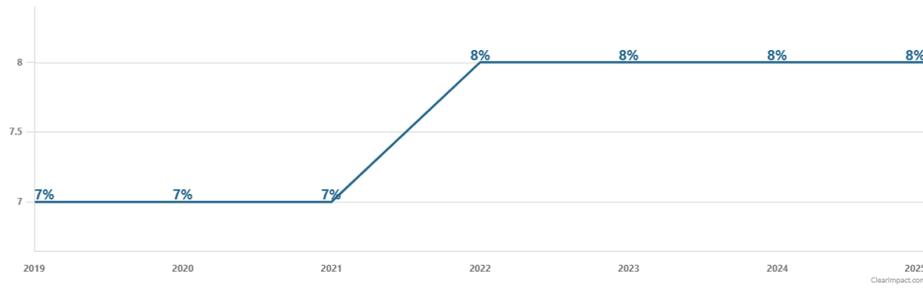
- North Carolina's unemployment rate is below the national rate (NC Commerce, 2025).
- Public transit services are available in the region.
- Medical transportation services
- Home meal delivery through Meals on Wheels

What's Hurting? *These are the negative forces at work in our community and beyond that influence this issue in our community.*

- Some households are without a vehicle. Renters are more likely than homeowners to experience this disparity (8.3% vs. 3%) (five-year estimate, 2018-2022, U.S. Census Bureau, 2024). Those with vehicles face rising fuel and car costs.
- The county is rural and has limited access to rideshare services.
- Over 28% of adults do not have cash on hand to cover a \$400 emergency expense (single-year point) (WNC Health Network, 2024).
- More than 37% of adults do not have someone to rely on for help or support when needed (increase) (WNCHN, 2024).
- The percent of Haywood County adults 65 and older is higher than the state figure (25.1% vs.16.7%) (2022 estimate, U.S. Census Bureau, 2024).
- Weather-related road closures

Limited Access to Healthy Foods: Percent of People in North Carolina (Total) with Limited Access to Healthy Foods

| | | | |
|------|----|-----|--------|
| 2025 | 8% | → 3 | 0% → |
| 2024 | 8% | → 2 | 0% → |
| 2023 | 8% | → 1 | 0% → |
| 2022 | 8% | ↗ 1 | 0% → |
| 2021 | 7% | → 4 | -13% ↘ |
| 2020 | 7% | → 3 | -13% ↘ |
| 2019 | 7% | → 2 | -13% ↘ |
| 2018 | 7% | → 1 | -13% ↘ |



Story Behind the Curve

The trend from 2021-2025 reflects North Carolina population food insecurity from 2015-2019. The graph reflects a slight improvement in access to reliable food between 2015 and 2019 (as reported in 2025 County Health Rankings measures).*

*County Health Rankings Annual Data Releases for the years 2022-2025 used data from 2019 for this measure.

Indicator Notes

The HNC2030 indicator Limited Access to Healthy Foods includes County Health Rankings data. These numbers are not frequently updated; refer also to alternative indicator: Food Insecurity.

HNC 2030 target: decrease limited access to healthy foods to 5% by 2030.

County Health Rankings & Roadmaps discontinued this measure in 2020, rendering it inappropriate for measuring progress.

Definition of Limited Access to Healthy Foods:

The Limited Access to Healthy Foods indicator measures the percentage of population who are low-income and do not live close to a grocery store. The 2025 Annual Data Release used data from 2019 for this measure.

Why is this Important?

Living in a "food desert" (including lack of access to fresh produce) has been correlated with increased prevalence of obesity and premature death.

Supermarkets traditionally provide healthier options than convenience stores or smaller grocery stores.

Additional Information:

Limited Access to Healthy Foods indicator is aligned with HNC2030.

References and Links:

https://www.countyhealthrankings.org/health-data/north-carolina?year=2025&measure=Limited+Access+to+Healthy+Foods*

County level data is available at the following link: <https://www.countyhealthrankings.org/health-data/north-carolina/data-and-resources>

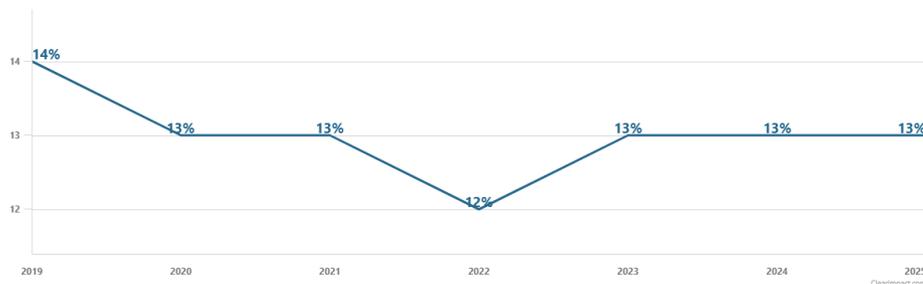
County Health Rankings (countyhealthrankings.org)

County Health Rankings and Roadmaps (CCR&R) - Business Analyst, Delorme map data, ESRI, & US Census Tiger line Files

*Should not compare ranked data from year to year

Severe Housing Cost Burden in North Carolina: Percent of Households in NC That Spend 50% or More of Their Household Income on Housing

| | | | |
|------|-----|-----|--------|
| 2025 | 13% | → 2 | -7% ↘ |
| 2024 | 13% | → 1 | -7% ↘ |
| 2023 | 13% | ↗ 1 | -7% ↘ |
| 2022 | 12% | ↘ 1 | -14% ↘ |
| 2021 | 13% | → 1 | -7% ↘ |
| 2020 | 13% | ↘ 1 | -7% ↘ |
| 2019 | 14% | → 0 | 0% → |



Story Behind the Curve

Over the past few years, housing costs have increased faster than many household incomes which has increased pressure on individual families to meet basic needs (including health insurance, healthcare, healthy foods, utilities and transportation).

Important Note: These are five-year rolling estimates. Therefore, only compare non-overlapping years.

Indicator Notes

Definition:

Percent of Households in NC that Spend 50% or More of their Household Income on Housing

Why is this Important?

"Severe housing cost burden affects health and is linked to barriers to living long and well. Across counties in places where a higher share of households are severely cost burdened, there are also high rates of children in poverty and food insecurity, and more people in poor health."

[County Health Rankings]

Additional Information:

The U.S. Department of Housing and Urban Development (HUD) periodically receives "custom tabulations" of data from the U.S. Census Bureau that are largely not available through standard Census products. These data, known as the "CHAS" data (Comprehensive Housing Affordability Strategy), demonstrate the extent of housing problems and housing needs, particularly for low income households. The CHAS data are used by local governments to plan how to spend HUD funds and may also be used by HUD to distribute grant funds.

The *Percent of Households in NC that Spend 50% or More of their Household Income on Housing* indicator is aligned with *HNC 2030*.

County Health Rankings and Roadmaps (CCR&R) - Business Analyst, Delorme map data, ESRI, & US Census Tiger line Files

References and Links:

https://www.countyhealthrankings.org/health-data/north-carolina?year=2025&measure=Severe+Housing+Cost+Burden*

<https://www.census.gov/programs-surveys/acs/about.html>

<https://www.huduser.gov/portal/datasets/cp.html>



Support continued implementation of evidence-based nutrition programs.

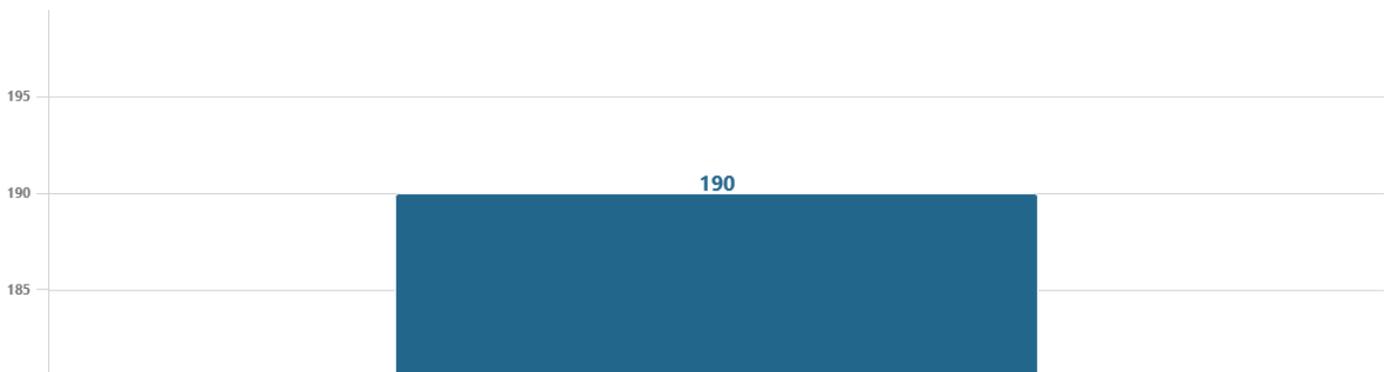
| Most Recent Period | Current Actual Value | Current Trend | Baseline % Change |
|--------------------|----------------------|---------------|-------------------|
|--------------------|----------------------|---------------|-------------------|



How Much

Number of individuals receiving home-delivered meals through community-based organizations

| | | | |
|------|-----|-----|------|
| 2024 | 190 | → 0 | 0% → |
|------|-----|-----|------|



2024

ClearImpact.com

| | | | | | |
|-----------------------------------|--|---|---|---|---|
| PM <small>How Much</small> | Number of families receiving income-based nutrition benefits | — | — | — | — |
| PM <small>How Much</small> | Number of daily hot meals served to school-aged children | — | — | — | — |
| PM <small>How Much</small> | Number of households served by charitable food organizations | — | — | — | — |
| PM <small>How Much</small> | Number of unique individuals served by charitable food organizations | — | — | — | — |

P How Much Support continued implementation of evidence-based housing programs.

| Most Recent Period | Current Actual Value | Current Trend | Baseline % Change |
|--------------------|----------------------|---------------|-------------------|
|--------------------|----------------------|---------------|-------------------|

Description

Evidence-based housing programs include both emergency housing support and home ownership programs. These are existing programs in our community and are a new part of our Community Health Improvement Plan. These programs are supported by participants attending the Social Determinants of Health 'Getting to Strategies' session. Programs are led by community-based organizations that offer short-term housing and home ownership programs. 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 care and outcomes in our community.

The priority population/customers for these programs are individuals without safe and stable housing. The goal is to make a difference at the individual and community levels.

Possible data limitations- There may be duplication in the count of individuals, as some may receive more than one type of support.

This description is in development and will show more detail as organizations give permission for agency and program names to be listed.

Progress in 2025

These are existing programs in the community. Additional data will become available and be added through outreach to potential partners in fall 2025.

Partners with a Role in Helping Our Community Do Better on This Issue:

- Home ownership programs
- Financial literacy and savings programs
- Community Health Workers
- Emergency housing providers

The "Story Behind the Curve" helps us understand the causes and forces at that work that explain the data behind evidence-based housing programs.

What's Helping What We Do? *These are the positive forces at work in our strategy/ program that influence how much we do or how well we do it.*

- Dedicated volunteers
- Data is available to demonstrate the need- More than 42% of adults have worried about paying their rent or mortgage in the past year (WNC Health Network, 2024).
- Programs are available through trusted organizations with a long history in the community.

What's Hurting What We Do? *These are the negative forces at work in our strategy/program that influence how much we do or how well we do it.*

- Limited funding
- Long-term impacts of natural disasters

What's Helping Customer Change? *These are the positive forces at work in our strategy/program that influence customer change.*

- Applicants who are accepted assist with building their own homes.
- More than 71% of adults have cash on hand to cover a \$400 (WNC Health Network, 2024).
- Over 62% of adults have someone to rely on for help or support when needed (WNCHN 2024).

What's Hurting Customer Change? *These are the negative forces at work in our strategy/program that influence customer change.*

- Almost 15% of adults experience fair or poor health (WNC Health Network, 2024).
- Nearly 29% of adults do not have cash on hand to cover a \$400 emergency expense (WNCHN, 2024).
- Some individuals will not meet eligibility guidelines.

PM How Much Number of participants enrolled in home ownership programs — — — —

PM How Much Number of participants receiving short-term housing support — — — —



State of the County Health Reports (SOTCH)

S 2025 SOTCH Report

S 2026 SOTCH Report

S 2027 SOTCH Report