



2020

Macon County State of the County Health (SOTCH) Report









2020 SOTCH Scorecard



The 2018 Community Health Assessment priority areas are:

- Substance Use
- Overweight and Obesity
- Domestic Violence and Sexual Assault
- Mental Health

Macon Community Health Assessment Video (also available in Spanish)

The following SOTCH Scorecard was created and submitted June 1st, 2021 in order to meet the requirements for the 2020 Macon County State of the County Health Report.

Clear Impact Scorecard^{\mathbb{M}} 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^{\mathbb{M}} 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:

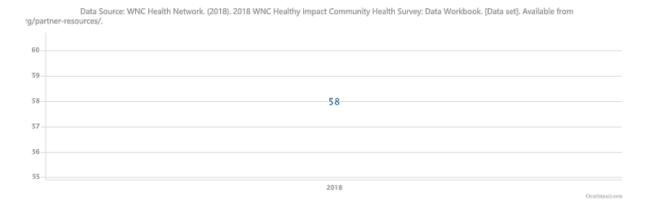
- Develop and communicate shared vision
- Define clear measures of progress
- Share data internally or with partners
- Simplify the way you collect, monitor and report data on your results

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

- WNC Healthy Impact
- WNC Healthy Impact Data Workbook
- NC DHHS CHA Tools
- NC DHHS County Health Data Book
- NC DHHS/ DPH CHA Data Tools

Substance Use - Long Term CHIP				
Macon County residents are able to identify where and how to access services that will enable them to cope with substance use and mental health.	Most Recent Period	Current Actual Value	Current Trend	Baseline % Change
Adults that report their life has negatively been affected by substance use (by self or someone else).	2018	58	→ 0	0% →

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Story Behind the Indicator

The "Story Behind the Curve" helps us understand why the data on the negative affect of substance use on the people of Macon County is the way that it is. When we understand the root causes of our community problems, we have a better chance of finding the right solutions, together. Those in recovery, local initiatives like No Wrong Door, and a planning group with community stakeholders contributed to the following story data.

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

- Public recognition of the issue of substance use & engaged community stakeholders
- Support, including: peers, family, and agencies
- Access to care providers in the community, several organizations working on the issue
- Job opportunities for substance users in recovery
- Creative collaboration amongst agencies working on the issue

What's Hurting? These are the negative forces at work in our community and beyond that influence this issue in our community. Lack of transportation to jobs, care services, etc.

- Cost of services
- Stigma attitudes and language affect the how substance users access care.
- Lack of ability to recruit health care professionals to work in the area.
- · Lack of affordable housing for those in recovery
- Perception of agency shortcomings observed by those in recovery
- Unclear of how to get to the youth populataion before they are exposed to risk factors that could influence later substance abuse

Partners with a Role to Play

Partners in our Community Health Improvement Process:

- Appalachian Community Services
- Community Representatives and Peer Support Counselors
- County Commissioner
- County Manager
- Macon County Public Health
- Macon County School System
- · Macon County Sheriff Office
- Meridian Behavioral Health

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- · No Wrong Door
- WNC Healthy Impact

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

- Community Care Clinic
- Full Circle Recovery
- NAMI
- Pharmacies
- Senior Services
- VA
- · Vaya Health
- WNCAP

Strategies Considered & Process

The following actions have been identified by our team and community members as ideas for what can work for our community to make a difference on substance use and mental health.

Actions and Approaches Identified by Our Partners These are actions and approaches that our partners think can make a difference on substance use and mental health.

- Acquirement of "old" hospital.
- · Accessible and affordable housing options.
- Looking into social determinants of health.
- A place for users to turn in illegal drugs when these individuals want to make a lifestyle change.

What is Currently Working in Our Community *These are actions and approaches that are currently in place in our community to make a difference on substance use and mental health.*

- Needle Exchange Program.
- Peer Support Specialist or counselors through various partners.
- Crisis Intervention Training through NAMI.
- Medication Drop Off Locations.
- Post Overdose Program through EMS.
- Free clinic through Community Care Clinic.
- Needle disposal boxes through the county and Macon County Public Health.
- Social media campaign through Substance Use Task Force.
- Mental Health Task Force.

Evidence-Based Strategies These are actions and approaches that have been shown to make a difference on substance use and mental health.

Name of Strategy Reviewed	Level of Intervention
Behavioral Health Primary Care Intergration (County Health Rankings, 2019)	Interpersonal, Organizational
Media campaign to initiate an inclusive public conversation about mental health	Community
Telehealth (Rural Health Information Hub, 2019)	Interpersonal, Organizational
Peer-Based Recovery Support Model/Peer Specialist for SUD (Rural Health Information Hub, 2019)	Interpersonal, Organizational

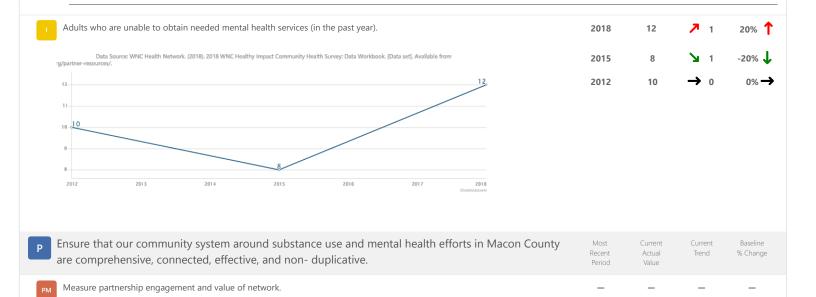
	-
School-based Health Centers (County Health Rankings, 2019)	Organizational,
	Policy

What Community Members In Recovery Say These are the actions and approaches recommended by members of our community who participated in a listening session facilitated by Full Circle Recovery on June 6, 2019 and represent those that are most affected by substance use and mental health.

- Conversation about substance use and willingness from others to listen.
- Being in settings where people are still struggling and remembering own experiences with substance use.
- Service work and sharing the message.

Process for Selecting Priority Strategies

Strategies selected were based on various community efforts that address substance use and mental health with the idea that these efforts would have more impact and leverage if they were non-duplicative. This aligns with community values and the continuious work that has been done so far around substance use and mental health. Stratgies for this priority were also selected based on wanting to track the progress of a new program, School Based Health, in the county.



Customers

Customers:

- Partners whose work is focused on substance use and mental health; these are direct customers.
- Individuals who are affected by substance use either directly or indirectly. This group of customers is an underserved population due to lack of services or providers available.
- Individuals who are affected by lack of mental health care either directly or indirectly. This group of customers is an underserved population due to lack of services or providers available.

Story Behind the Curve

The "Story Behind the Curve" helps us understand the causes and forces at that work that explain the data behind measuring partnership engeagement and value of network and the resources the team plans to commit to address the health issue. As this strategy develops and performance measure details are established, information will be provided on the "Story Behind the Curve," how much and how well the task force executed this performance measure, and identify if anyone is better off because of partnership engagement.

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Partners

The partners for this strategy include:

Agency	Person	Role
Appalachian Community Services		
Community Representative		
County Commissioner		
County Manager		
Macon County Public Health		
Macon County School System		
Macon County Sheriff Office		
Meridian Behavioral Health		
No Wrong Door		

What Works to Do Better?

As we implement this strategy what works to do better will be identified.

Action Plan

An action plan will be produced as the strategy is developed and implemented.



Customers

Customers:

- Appalachian Community Services is a partnering provider; this agency is an indirect customer that provides staff and other supports as needed.
- Macon County Public Health is the fiscal agent for the School Based Health Center.
- Macon County Schools- specifically South Macon Elementary- represent the target population.
- School aged kids and their families are direct customers; these customers are likely to be uninsured and through this program they recieve accessible behavioral health services in an environment that is comfortable to them.

Story Behind the Curve

The "Story Behind the Curve" helps us understand the causes and forces at that work that explain the data behind measuring the total number of patients served in the School Based Health Program each year and the resources the team plans to commit to address the health issue. As this strategy develops and performance measure details are established, information will be provided on the "Story Behind the Curve," how much and how well the task force executed this performance measure, and identify if anyone is better off because of the School Based Health Program.

Partners

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The partners for this program include:

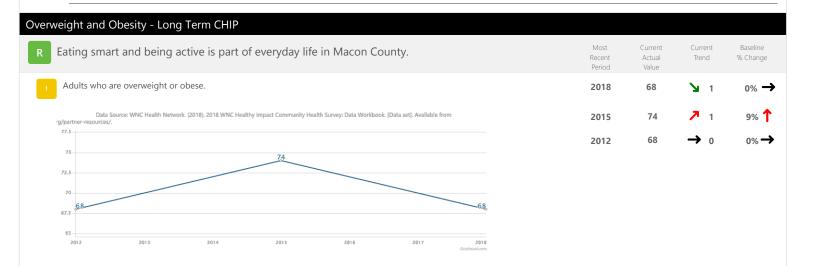
Agency	Person	Role
Appalchian Community Services		Lead, Collaborate, Support
Macon County Public Health		Lead, Collaborate, Support
Macon County Schools		Collaborate, Support, and Represent Target Population
Western Carolina University		Evaluation Support

What Works to Do Better?

As we implement this strategy what works to do better will be identified.

Action Plan

Reference the work plan as initial action plan items; the action plan will continue to develop as the strategy is implemented.



Story Behind the Indicator

The "Story Behind the Curve" helps us understand why the data on overweight and obesity 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. We asked community stakeholders and a planning group of representatives from local gyms, library, hospital, and others to help us understand the story behind overweight and obesity in Macon County.

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

- Social opportunities in groups and acitivities where an individual(s) can meet like people and develop friendships.
- Encouragement in the community to live a healthy lifestyle; this can also establish an accountability support.
- Programs around healthy eating and physical acitivty already exist in the community- a few examples are: the Master Gardner Program through NC Cooperative Extension, Diabetes Prevention Program at the health department, and the Silver Striders program at the Senior Center,
- Free activity opportunities such as the greenways, athletic parks, dog park, and hiking trails.
- Groups in the community like the Nantahala Hiking Club and the community garden.
- There is a want for change because individuals are aware that overweight and obesity is a problem.

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

- Everyday routines often negate healthy habits which result in sedentary lifestyles and convenient/ unhealthy food choices.
- Individuals struggle with finding resources with information they need to begin their lifestyle change.
- Individuals have a desire for instant gratification and "quick fix" programs.
- There is a cultural association with food in this region- i.e. food is love, a reward, or a thank you.
- Perceptions that healthy choices are expensive, difficult, and unavailable.
- An overwhelming feeling of change in addition to lack of self- confidence oftem prohibits individuals from making healthy lifestyle choices; starting is the hardest part.
- There is a lack of understanding of the consequences of poor health.
- Employers do not have a worksite wellness programs.
- Food insecurity; affordability and transportation are some factors.

Partners with a Role to Play

Partners in our Community Health Improvement Process:

- Angel Medical Center
- Franklin Health and Fitness
- Legacy Fitness/ U Turn America
- Macon County Public Health
- Macon County Public Library
- MountainWise
- Nantahala Hiking Club
- North Carolina Cooperative Extension
- WNC Healthy Impact

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

- Businesses
- CareNet
- Child Care Centers
- Churches
- · Community Leagues
- Elected Officials and County Leaders
- Farmer's Markets
- Food Banks
- FROGS
- Grocery Stores
- Gyms
- Macon Program for Progress
- Manna Food Bank
- Parks and Recreation
- Primary Care Providers
- Rotary Club
- Schools

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- Senior Center
- Shoe Stores

Strategies Considered & Process

The following actions have been identified by our task force and community members as ideas for what can work for our community to make a difference on overweight and obesity.

Actions and Approaches Identified by Our Partners *These are actions and approaches that our partners think can make a difference on overweight and obesity.*

- Build and improve worksite wellness programs throughout the community.
- Conduct a communty- wide event to promote health.
- Connect individuals with programs; get the word out.
- Reach individuals on a personal level.

What is Currently Working in Our Community *These are actions and approaches that are currently in place in our community to make a difference on overweight and obesity.*

- Diabetes Prevention Program at Macon County Public Health.
- Angel Medical Center has a Cardiopulmonary Rehabilitation program to help individuals decrease their risk for heart disease.
- There are physical activity activities or groups that individuals can join- hiking club, yoga.
- Different types of classes are, like canning 101 and Meds Instead of Meds, are offered through Macon County's NC Cooperative Extension.
- Macon County Public Library offers free resources (activities, books, movies) related to health.
- There are businesses interested in or that have a worksite wellness program.

Evidence-Based Strategies These are actions and approaches that have been shown to make a difference on overweight and obesity.

Name of Strategy Reviewed	Level of Intervention		
Structured Assessment and Counseling Tool- A New Leaf Choices for Healthy Living	Individual		
Preventing Diabetes with Clinical and Community- Based Evidence- Prevent Diabetes STAT	Community		
Activity Programs for Older Adults- Project Enhance	Individual, Community		
Support for Breastfeeding in the Workplace- NC Breastfeeding Friendly Business and Workplace Awards	Individual, Policy		

What Community Members Most Affected by Overweight and Obesity Say These are the actions and approaches recommended by members of our community who are most affected by overweight and obesity.

- Create opportunities for movement beyond athletics.
- Offer beginner level activities and groups.
- Have a hub for health information, activities, and events, etc.

Process for Selecting Priority Strategies

Strategies were selected by considering the feasibility of implementation based on resources available and community will. Community needs, such as a starting place, were also weighed in conversations around feasibility. The task force identified that it was important for our strategies to relate to individuals- beginning with building a sense of community. The leverage and impact in which the strategies and actions would have on individuals and families was another consideration. The task force agreed that the goal is to have a significant impact on the community, ideally, with moderate efforts.

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Customers

Customers:

- Individuals, of any age group, who are overweight and obese. This group of customers is at-risk or likely to, or have the potential to be, overweight and obese.
- Individuals who are pre- diabetic.
- Individuals who have limited access to fresh fruits and vegetables and physical activity opportunities. This group of
 customers is an underserved population due to conditions such as transportation, income, or lack of information to
 resources.

Story Behind the Curve

The "Story Behind the Curve" helps us understand the causes and forces at that work that explain the data behind children and adults who know their BMI category and the resources the task force plans to commit to address the health issue.

As this strategy develops and performance measure details are established, information will be provided on the "Story Behind the Curve," how much and how well the task force executed this performance measure, and identify if anyone is better off because of they know their weight status.

Partners

The partners for this strategy include:

Agency	Person	Role
Angel Medical Center		
Franklin Health and Fitness		
Legacy Fitness/ U Turn America		
Macon County Public Health		
Macon County Public Library		
MountainWise		
Nantahala Hiking Club		
North Carolina Cooperative Extension		

What Works to Do Better?

As we implement this strategy what works to do better will be identified.

Action Plan

An action plan will be produced as the strategy is developed and implemented.

Customers

Customers:

- Individuals who want or need health information resources.
- Community agencies who provide health programs and activities

Story Behind the Curve

The "Story Behind the Curve" helps us understand the causes and forces at that work that explain the data behind people who know what resrouces are available in Macon County and the resources the task force plans to commit to address the health issue.

This performance measure is still in development. As it develops information will be provided on the "Story Behind the Curve," how much and how well the task force executed this performance measure, and identify if anyone is better off because of they have or know a new resource.

Partners

Partners will be identified as this strategy is developed.

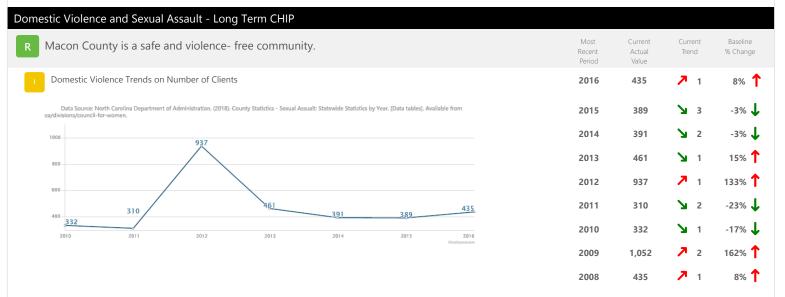
What Works to Do Better?

As we implement this strategy what works to do better will be identified.

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Action Plan

An action plan will be produced as the strategy is developed and implemented.



Story Behind the Indicator

The "Story Behind the Curve" helps us understand why the data on the number of domestic violence clients 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.

- There are prevention efforts in the schools, i.e. REACH, as well as other early interentions throughout the community.
- · Some agencies have protocols on how to address domestic violence situations, i.e. hospital.
- Law enforcement has a system on how to categorize violence and how to appropriately house inmates.
- There is a national awareness of the issue and conversation around realted court rulings.
- The community cares about this issue and demands respect; this results in things like conversations around healthy relationships.

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

- Knowledge, beliefs, and attitudes contributs to risky behavior, non-consent, and the idea that domestic violence is okay.
- Family structures are complicated parent skills and youth "without boundaries."
- The consequences of domestic violence are percieved as "no big deal."
- Other determinants of health, like loss of employment or substance use, may contribute to domestic violence.
- There is no forensic nurse in Macon County or surrounding area.

Partners with a Role to Play

Partners in our Community Health Improvement Process:

- Macon County Public Health
- REACH of Macon County
- WNC Healthy Impact

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

- · Church of Incarnation
- Department of Social Services

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- District Attorney's Office and other judicial branches
- Emergency Services
- Franklin and Highlands Police Department
- · Hospital system
- Kid's Place
- Macon County School System
- Macon County Sheriff's Office
- Macon Program for Progress

Strategies Considered & Process

The following actions have been identified by our response coalition and community members as ideas for what can work for our community to make a difference on domestic violence.

Actions and Approaches Identified by Our Partners *These are actions and approaches that our partners think can make a difference on domestic violence.*

- Develop streamlined protocol for referrals and assessments of victims in a formalized document for all agencies using best practices.
- Offer resource information- especially to those at risk.
- Job skills training for youth.
- Campaigns "Normalize the Conversation" campaign in schools, work settings, businesses, etc. (ex. domestic violence and sexual assault is not okay).

What is Currently Working in Our Community *These are actions and approaches that are currently in place in our community to make a difference on domestic violence.*

- Trainings in community agencies to recgonize signs and symptoms of domestic violence in patiets and clients.
- There is more awareness and trainings around human trafficking.
- REACH events and fundraisers- i.e. movie night, Brew and Do (Good) Festival.
- · Women's self- defense class.

Evidence-Based Strategies These are actions and approaches that have been shown to make a difference on domestic violence.

Name of Strategy Reviewed	Level of Intervention
Improving Community Responses for Families Experiencing Domestic Violence (Child Welfare Information Gateway)	Interpersonal, Community
Motivational Interviewing (Evidence-Based Practices for Children Exposed to Violence: A Selection from Federal Databases)	Interpersonal
Triple P (Positive Parenting Program) (Evidence-Based Practices for Children Exposed to Violence: A Selection from Federal Databases)	Individual, Community
Domestic Violence Home Visitation (Evidence-Based Practices for Children Exposed to Violence: A Selection from Federal Databases)	Organizational, Policy

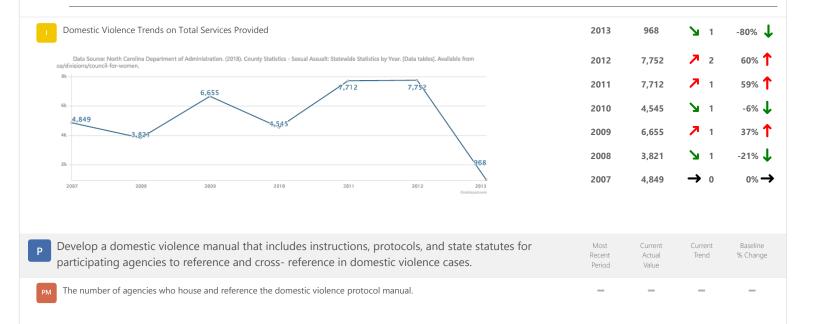
What Community Members Most Affected by Domestic Violence Say *These are the actions and approaches recommended by members of our community who are most affected by domestic violence.*

• Advocacy efforts need to continue.

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Process for Selecting Priority Strategies

Strategies for this prioritiy are aligned with REACH's goals and grant objectives. REACH is a local domestic violence and sexual assault advocacy organization who focuses on prevention, intervention, and educational services. REACH is also the lead for the Domestic Violence and Sexual Assault Response Coalition. The Coailition is continuing to develop a domestic violence manual that includes instructions, protocols, and state statutes for participating agencies to reference and cross- referene in domestic violence cases.



Customers

Customers:

- Domestic violence victims are customers due to the services and care they recieve from participating agencies who house the protocol manual. Domestic violence victims were identified in the Community Health Assessment as a vulnerable population in Macon County.
- Participating agencies and partners who house the protocol manual.

Story Behind the Curve

The "Story Behind the Curve" helps us understand the causes and forces at that work that explain the data behind the number of agencies who house and reference the domestic violence protocol manual and the resources the response coalition plans to commit to address the health issue. As this strategy is implemented information will be provided on the "Story Behind the Curve," how much and how well the task force executed this performance measure, and identify if anyone is better off due to the community agencies who house this domestic violence protocol manual.

Partners

The partners for this action include:

Agency	Person	Role
Department of Social Services		Collaborative
District Attorney's Office and other judicial branches		Collaborative
Franklin and Highlands Police Department		Collaborative
Hospital system		Collaborative
Macon County Public Health		Collaborative
Macon County School System		Collaborative

Iviacon county school system	Collaborative
Macon County Sheriff's Office	Collaborative
Macon Program for Progress	Collaborative
REACH	Lead

What Works to Do Better?

As we implement this strategy what works to do better will be identified.

Action Plan

An action plan will be produced as the strategy is implemented.

Р	Partners market domestic violence campaigns, events, and out reach materials.	Most Recent Period	Current Actual Value	Current Trend	Baseline % Change
PM	Number of individuals who received domestic violence marketing materials from various community partners.	_	-	-	_

Customers

Customers:

- Domestic violence victims are customers due to the services and care they recieve from participating agencies who push out this information. Domestic violence victims were identified in the Community Health Assessment as a vulnerable population in Macon County.
- Participating agencies and partners who provide other servcies and care.

Story Behind the Curve

The "Story Behind the Curve" helps us understand the causes and forces at that work that explain the data behind the number of individuals who recieved domestic violence marketing materials from various community partners and the resources the response coalition plans to commit to address the health issue. As this strategy is implemented information will be provided on the "Story Behind the Curve," how much and how well the task force executed this performance measure, and identify if anyone is better off due to the community agencies who share domestic information.

Partners

The partners for this action include:

Agency	Person	Role
Department of Social Services		Collaborative
District Attorney's Office and other judicial branches		Collaborative
Franklin and Highlands Police Department		Collaborative
Hospital system		Collaborative
Macon County Public Health		Collaborative
Macon County School System		Collaborative
Macon County Sheriff's Office		Collaborative
Macon Program for Progress		Collaborative
REACH		Lead

What Works to Do Better?

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As we implement this strategy what works to do better will be identified.

Action Plan

An action plan will be produced as the strategy is further developed and implemented.

New and Emerging Issues and Initiatives

R Monitor New and Emerging Issues

Most Recent Period

Actual Value Current Trend Baseline % Change

Notes

These are the new or emerging issues in our community in 2020 that were not identified as priorities in our CHA.

- The emergence of the SARS-CoV-2 novel coronavirus pandemic, which required the Macon County Health Department to retool its workforce and priorities to respond to the pandemic.
- A new, permenant health director was chosen to lead the health department.
- Macon County Public Health's adult dental clinic was permenantly closed.
- Many businesses were temporarily shut down as a result of the pandemic.
- Many Macon County citizens faced unexpected economic hardship as a result of the pandemic.
- Local domestic violence center has reported an uptick in those seeking assistance.
- Increased applications for well and septic placements within the county.
- Limited number of mental health providers and long wait times before clients can be seen.
- There have been reported increases of teen tobacco use, specifically the use of e-cigarettes and vaping products.
- Macon County has been identified as having a poor record for veterans with mental health issues.
- There is no forensic nurse in Macon County, so all Domestic Violence/Sexual Assault victims must travel to Asheville to be seen by a forensic nurse.
- Affordable housing is limited throughout the county.
- There was a Meningitis outbreak in 2018 throughout the community.
- Continued need for broadband access.
- A need for resources for those who are homeless.

Keep Track of New Initiatives and Community Changes

Most Recent Period Actual Value

Trend

Baseline % Change

Notes

The following are new initiatives or changes in our community in 2020:

- The COVID-19 pandemic shuttered many business temporarily, and there are business who closed permentantly as a result.
- Medicaid Transformation was delayed.
- Continued road construction throughout the county and surrounding area, including on the main road to the nearest birthing center.
- The county established a new frisbee golf course.
- Macon County Public Health limited services in-order to meet the needs of responding to the pandemic.
- Many service based businesses and social services began to implement virtual appointments.
- A salary study began to assess the need for higher wages and benefits for county employees.
- A local manufactring plant was sold.
- Many community based events were cancelled or postponed as a result of the pandemic.

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- There has been increased findings of rabies within the community.
- The building plan was approved for the new hospital.
- Federal money approved for COVID-19 relief went to several non-profits, government agencies, and business owners.
- The Balsam Center announced the closure of their Mental Health Urgent Care facility.
- Macon County WIC now has the capacity to do mobile and virtual enrollment.
- The formation of the Dogwood Health Trust offers funding opportunities throughout the region.
- Macon County Transit now has the capacity to take mobile payments from its customers.
- Needle-drop boxes were placed throughout the community.
- Jail programs were expanded or started; including: a substance use peer counseling program, a Hepatitis A vaccine clinic, and healthcare for inmates.
- The Post Overdose Response Team (PORT) expanded their program to include staff able to directly respond to events.
- South Macon Elementary School was renovated.
- The Health Department clinic was renovated with the assistance of high schoolers in the area.
- A school-based health center was expanded at South Macon Elementary School.
- A new Substance use clinic was opened.
- MANNA foodbank pop-up markets took place throughout the community.

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