

2016 Macon County SOTCH Scorecard



The following SOTCH Scorecard was created and submitted March 6, 2017 in order to meet the requirements for the Macon County annual State of the County's Health (SOTCH) Report.

The 2015 Community Health Assessment priority areas are:

- Priority 1- Heart Disease- Reduce the incidence of preventable chronic diseases related specifically to cardiovascular disease/heart disease to those that reside in the community.
- Priority 2- Domestic Violence- Promote the reporting and appropriate resource referrals for domestic violence incidents and reduce the incidence of domestic violence in the community.
- Priority 3- Economic Development- Promote economic development opportunities that result in healthier lifestyle choices for individuals in the community.

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

- [2017 County Health Data Book](#)
- [North Carolina State Center for Health Statistics](#)

Health Priority 1 - Heart Disease

R	CHIP	Maconians live long, active, and happy lives.	Time	Actual	Target	Current	Baseline
			Period	Value	Value	Trend	% Change

Why It Matters?

Heart disease presented as the leading cause of overall death in Macon County for the 2009-2013 time period and was thus selected as a priority area. Macon County's overall number of deaths associated with diseases of the heart were 483 and a mortality rate of 167.6. Most cardiovascular disease affects older adults. It is estimated that 90% of cardiovascular disease is preventable. Modifiable risk factors for heart disease include high blood pressure, high cholesterol, cigarette smoking, diabetes, an unhealthy diet, physical inactivity, and obesity. The Healthy NC 2020 Focus Area to which heart disease most closely aligns with is physical activity and nutrition.

Progress Made in Last Year

The following progress was made in 2016 on heart disease in Macon County.

- The Results Based Accountability method was used to identify action items and to improve the effectiveness of the Task Force.
- An online poll regarding the preference of Heart Disease Task Force meeting time(s) was completed to better accommodate Task Force member's schedules and ensure participation.
- A Diabetes Prevention Program was started in September 2016; this class is now in the second phase of the program.

I	Heart Disease Mortality Rates	-	-	-	-	-
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Story Behind the Curve

The "Story Behind the Curve" helps us understand why the data on heart disease mortality rates 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 are work in our community and beyond that influence this issue in our community.*

- After school leagues
- Access to health care (ex. more resources)
- Medication
- Good rates of early intervention (ex. heart catheter)
- More healthy options than in the past
- More options for exercise opportunities (ex. Greenway, PM, churches)
- More awareness and education (ex. women; students- clubs and Gilliam's Promise)
- Nutrition education in schools

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

- Fatalistic point of view
- Retirees impacting data
- Focus on "southern fried food"
- Economics (ex. expensive to eat healthy)
- Education
- Opinions on E-Cigs
- Elderly on fixed income
- Tobacco policy/ ordinance not being enforced
- Parents and couch potato children
- Geographic restrictions don't allow for walking & bike to work or school
- Lack of participation/ motivation (ex. smoking a lot)
- transportation
- Some in denial (ex. NC is a "tobacco state" culture)
- Prevention Education

Partners

Partners in our Community Health Improvement Process:

- [WNC Healthy Impact](#)
- [MountainWise of Macon County](#)

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

- Ladies Night Out/ Men's Night Out
- Law Enforcement
- Fire Departments
- Media
- Students
- Parents
- Community leaders
- Churches
- Hospital
- Health Department
- Providers
- Schools
- Community College
- Civic Organizations
- Kiwanis
- Lion's Club
- Senior Services
- Fitness leaders
- Mental health partners
- Group homes
- Parks and Recreation
- Town
- County
- Elected Officials
- Businesses
- Restaurants



What Works to Do Better?

The following actions have been identified by our Heart Disease Task Force and community members as ideas for what can work for our community to make a difference on heart disease.

(A) Actions and Approaches Identified by Our Partners *These are actions and approaches that our partners think can make a difference on heart disease.*

- "Civil officer" training/ education on smoking policies and enforcement
- Social media campaign that promotes healthy lifestyles (ex. Snapchat, QR codes, hashtags)
- Establish sliding fee scales at gyms
- "Local Healthy Food Options" campaign (ex. Taste of Macon County)
- Tobacco/ E-Cig risks campaign (ex. media blitz and events)
- Measured walking paths and maps initiative (throughout county and at businesses)
- Public/ community classes/ programs free through Parks and Recreation
- Risk factor educational campaign
- Promote physical activity/ exercise and how to get started
- Connect and facilitate relationship building with Farmers Markets and Food Banks
- Healthy food policy development with organizations and businesses
- Healthy food flyers/ brochures/ education initiative
- Civic organizations sponsor health events
- Monthly "heart health" nights at restaurants

(B) 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 heart disease.*

- Angel Medical Center's Passport to Wellness program for community and staff to get people to understand the importance of health screenings
- Ladies Night Out and Men's Night Out program on heart health
- Macon County employees wear red in February in recognition of National Heart Health Month.

(C) Evidence-Based Strategies *These are actions and approaches that have been shown to make a difference on heart disease.*

- [National Public Health Improvement Initiative- New Mexico Department of Public Health](#)
- [National Diabetes Prevention](#)
- Results Based Accountability (RBA) Approach to Collaborative Action Planning Process

Task force members brainstormed a list of action items using the Results Based Accountability process. The priority action item(s) was then voted on based on its value if the action items matched the values of the community, if they were specific or well defined enough to implement, if the action item had high leverage or a strong impact, and if the action item was feasible. The action item(s) with the most votes was to provide free community classes through to recreation center.

Data Holes

We are keeping an eye on heart disease mortality rates as a way of telling how we are doing as a community in addressing heart disease and build a community where Maconians live long, active, and happy lives. We have also identified other data that is not currently available, but that we would like to develop to help us monitor progress on this result:

- Smoking rates
- Number of people in sporting teams, recreation, and gym memberships

P Provide free community classes through the recreation center.

Time Period	Actual Value	Target Value	Current Trend	Baseline % Change
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What Is It?

Providing free community classes through the recreation center was identified by the Heart Disease Task Force as an action, that when combined with other actions in our community, that has a reasonable chance of making a difference in heart disease mortality rates in our community. This is a new program in our community and aims to make a difference at the organizational/policy level. Implementation will take place in the community recreation center. The audience for free community classes through the recreation center are youth and older adults. It is a primary prevention measure to instill healthy habits earlier in life to prevent or reduce disease; there is also equal importance in secondary and tertiary prevention measures to lessen the impact of disease. Age is a distinguishable risk factor in developing cardiovascular or heart disease. The median age in Macon County is several years "older" than the regional mean and the state average median. This, and the projected growth over the next two decades of the population 65+, fit with the regional characteristic of a significantly large population of senior citizens and the issues that accompany that characteristic.

Partners

The partners for free community classes through the recreation center include:

- Recreation Center
 - The recreation center will be the host location for the free fitness classes. This is a new partnership that will support the target populations.
- Fitness Instructors
 - Fitness instructors will be key in leading youth and adults in fitness classes. This is a new partnership.

Updates

The Task Force is in the phase of processing the essential steps to ensure a successful creation of free community classes through the recreation center.

Health Priority 2 - Domestic Violence

R **CHIP** In Macon County we want a community that is safe and violence- free.

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

Domestic violence report rates have escalated significantly in recent years which prompted the MountainWise of Macon County group to select it as a priority area of interest. Domestic violence is a pattern of behavior which involves violence or other abuse by one person against another in a domestic setting. Domestic violence includes a range of acts including, but not limited to, domestic abuse, spousal abuse, intimate partner violence (IPV), battering, and family violence. It must be noted that sexual assault is included in discussions about domestic violence; sexual assault is a form of violence and is often tied to domestic violence instances. In Macon County FY 2013-2014, 94 persons were identified as victims of sexual assault. The single most frequently specific type of sexual assault during the period was child sexual offense. REACH of Macon County provided the following sexual assault data for July 1, 2014- June 30, 2015:

Macon County	Calls: 352 Domestic Violence (In Person): 445 Service Contacts: 15, 956 Sexual Assault (In Person): 152 Shelter: 73 (92 duo)	Nights: 1, 664 Meals: 4, 992 911 Domestic Disturbance Calls: 787
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Progress Made in Last Year

The following progress was made in 2016 on Domestic Violence in Macon County.

- The Results Based Accountability method was used to identify action items and to improve the effectiveness of the Coalition.
- Due to the guidance and direction of the Macon Domestic Violence and Sexual Assault Coalition, the evidence- based strategy initially identified in the State Action Plan will not be used.
- Community programs like Ladies Night Out and Youth Night Out address topics on domestic violence, sexual assault, teen dating violence, and healthy relationships.



Domestic Violence Incident Reports

Story Behind the Curve

The "Story Behind the Curve" helps us understand why the data domestic violence incident reports 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 are work in our community and beyond that influence this issue in our community.*

- Prevention in schools (ex. REACH)
- Hospital protocol (ex. ask about safety before family is present)
- Sheriff (ex. classification system to assess violence and how to house inmates)
- Early intervention resources (refer to supports)
- At-risk students in high school
- Outrage of National issue (ex. minimum sentencing in domestic violence/sexual assault sentencing)
- Healthy sex education
- Community demanding respect for people

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

- Culture of silence
- Do not know what consent is
- Loss of employment
- Substance abuse
- Increase awareness
- Normalizing risky behaviors (ex. media and parent modeling)
- Parent skills
- Shift in moral fiber
- Being in jail is "no big deal"
- Parents not as available or present; do not set limits
- Negative values from media
- Youth without boundaries
- People feel sexual violence is okay
- "Slap on the wrist" for sexual violence
- Knowledge, attitudes, beliefs

Partners

Partners in our Community Health Improvement Process:

- [WNC Healthy Impact](#)
- [MountainWise of Macon County](#)

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

- Schools
- Mental health providers
- REACH
- Law enforcement
- Hospitals (ex. emergency department)
- Faith-based communities
- School nurses
- Civic organizations
- Parents
- Teens
- Clubs
- DA office
- Judicial system
- DSS
- Health Department
- Kid's Place
- Primary health care providers



What Works to Do Better?

The following actions have been identified by our Macon Domestic Violence and Sexual Assault Response Coalition and community members as ideas for what can work for our community to make a difference on domestic violence.

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

- Review protocol for PREA, DSS, MCPH, Mission, MSCO, PD, school system, MPP, and Clerk of Court
- Develop streamlined protocol for referrals and assessments of victims in a formalized document for all agencies using best practices
- Develop awareness activities/campaign for all agencies to roll out during Domestic Violence Month
- Implement updated Law Enforcement Training
- Implement updated PREA Training
- Identify at risk families and offer community resource information
- Provide computer access to those who lost employment for job applications
- Develop outreach campaign for faith communities
- Job skills training for at risk youth
- Youth without boundaries/ county wide curfew for youth < 18
- "Normalize the Conversation" campaign in schools, work settings, businesses, etc. (ex. domestic violence and sexual assault is not okay)
- Training for school nurses on recognition and resources
- Parenting campaign (ex. role modeling and warning signs)
- Identify gateway behaviors and an awareness campaign to address these issues

(B) 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.*

- REACH of Macon County hosted a "Collaborative Domestic Violence" training on October 17, 2016. This was open to the community and surrounding counties.
- REACH of Macon County hosted a North Carolina Coalition Against Domestic Violence (NCCADV) training on November 17, 2016. Protocols, procedures, and "unwritten" policies" from key agencies were reviewed specifically as to how the agency responds to domestic violence.
- REACH and Angel Medical Center will be collaborating to conduct a DELPHI assessment for the hospital (ex. procedures, policies, staff) related to domestic violence and sexual assault.

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

- [National Public Health Improvement Initiative- New Mexico Department of Health](#)
- [Seeking Safety for Adolescents](#)
- Results Based Accountability (RBA) Approach to Collaborative Action Planning Process

Task force members brain stormed a list of action items using the Results Based Accountability process. The priority action item(s) was then voted on based on its value if the action items matched the values of the community, if they were specific or well defined enough to implement, if the action item had high leverage or a strong impact, and if the action item was feasible. The action item(s) with the most votes was to review protocols and develop a streamlined document for all agencies.

Data Holes

We are keeping an eye on domestic violence incident reports as a way of telling how we are doing as a community in addressing domestic violence and build a community that is safe and violence free. We have also identified other data that is not currently available, but that we would like to develop to help us monitor progress on this result:

- 911 calls
- Coordinated incidents
- Number of inmates on domestic violence and sexual assault

P

Review protocols and develop a streamlined document for community agencies.

Time
Period

Actual
Value

Target
Value

Current
Trend

Baseline
% Change

What Is It?

The review of protocols and development of a streamlined document for community agencies was identified by Macon Domestic Violence and Sexual Assault Response Coalition as an action, that when combined with other actions in our community, that has a reasonable chance of making a difference in a safe and violence- free community. This is a new program in our community which aims to make a difference at the organizational/policy level. The audience for reviewing protocols and developing a streamlined document is a collaboration of community agencies and partners who handle domestic violence incidents. Implementation will take place in community agencies' protocols (listed below in partners). Men, women, and children are all at risk for domestic violence and sexual assault. However the single most frequently specific type of sexual assault during the FY 2013- 2014 was child sexual offense. The review of protocols and development of a streamlined document would synergize multiple agencies in order to reduce the number of times and persons the victim would have to recount their experience.

Partners

The partners for reviewing protocols and developing a streamlined document for all agencies include:

- REACH
 - REACH is a dual agency established to provide intervention, prevention, and coordinated community response to domestic violence and sexual assault. REACH is an established partner whose role is to collaborate, support, and provide technical assistance and marketing/promotion to the Macon Domestic Violence and Sexual Assault Response Coalition.
- PREA, MCPH, MCSO, REACH, MPP, DSS, Mission, PD, MC schools, and Clerk of Court
 - These agencies are represented in the Macon Domestic Violence and Sexual Assault Response Coalition. In this collaboration, some partners are new while others are established. However they all play a role in supporting and taking responsibility for the Response Coalition's action items.

Updates

Health Priority 3 - Economic Development

R	CHIP	In Macon County we want a community that is healthier, happier, and a marketable place to be.	Time Period	Actual Value	Target Value	Current Trend	Baseline % Change
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Story Behind the Curve

The following progress was made in 2016 on economic development in Macon County.

- The Results Based Accountability method was used to identify action items and to improve the effectiveness of the Task Force.
- An online poll regarding the preference of Economic Development Task Force meeting time(s) was completed to better accommodate Task Force member's schedules and ensure participation.
- New members were added to the Task Force in October.

Why It Matters?

Economic development as it relates to health was chosen as a priority area based on income and poverty measurements in Macon County. The relationship between human development and economic development can be explained in three ways. First, increase in average income leads to improvement in health and nutrition. Second, it has been proposed that social outcomes can only be improved by reducing income poverty. Lastly, social outcomes can also be improved with essential services such as education, healthcare, and clean drinking water. Employment provides income and, often, benefits that can support healthy lifestyle choices. On average 46.3% of Macon County residents were classified as low-income during 2010-2014. Correspondingly poverty rates in Macon County and comparable jurisdictions increased in a period that included several years of falling unemployment. The percent of uninsured in 2013 was 20% higher than in 2009. The economic availability of employment with benefits such as insurance could be considered part of the reason why rates of uninsured continue to rise. The Healthy NC 2020 Objective that most closely aligns with economic development as it relates to health is Social Determinants of Health and Physical Activity & Nutrition.

I Unemployment Rates — — — — —

Story Behind the Curve

The "Story Behind the Curve" helps us understand why the data on unemployment rates 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 are work in our community and beyond that influence this issue in our community.*

- Accessible natural resources
- More fitness centers
- Senior Games (annual/seasonal)
- Recreation facilities
- Employee "Worksite Wellness"
- Sports (ex. middle school, high school, community league)
- Organizations offering 5Ks
- Senior Services in activity classes

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

- Decrease in walkways and bikeways
- Unaffordable and inability to garden
- Electronics (ex. youth)
- Cost of extracurricular activities
- Cost of healthy food(s)
- Lack of physicians to promote physical activity
- Access/ability to walk to go eat while at work/home

Partners

Partners in our Community Health Improvement Process:

- [WNC Healthy Impact](#)
- [MountainWise of Macon County](#)

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

- Restaurants
- Recreation and Parks
- Fitness Centers
- DSS
- Senior Services
- Mission Hospital
- Health Department
- Schools
- Businesses
- Master Gardeners
- Churches
- Civic groups
- Cooperative Extension
- County and Town leadership
- Youth sports leaders and coaches
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What Works to Do Better?

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 economic development as it relates to health.

(A) Actions and Approaches Identified by Our Partners *These are actions and approaches that our partners think can make a difference on economic development.*

- Community garden
- Greenway improvement and promotion campaign
- Free fitness for community campaign (1X/week)
- Nutritional and exercise information campaign with youth leagues
- Healthy food policies with businesses and organizations
- Affordable gardening campaign
- Decrease costs associated with youth extra curricular activities
- Social media campaign for healthy activities in community (ex. Snapchat, filters, QR, hashtags)
- Youth fitness initiative for those not interested in team sports (ex. take advantage of natural resources)
- Promote local job opportunities at CareNet
- Online sports (ex. recreation, school, league) online portal for youth and adults
- Community gardens with faith based groups
- New business fairs (ex. internships, volunteer, and job opportunities)

- Sliding fee scale at fitness centers
- Healthy menu initiative at restaurants
- School gym use for community programs
- Increase transportation routes to include gym and facilities
- Free public, community classes/programs through recreation department
- Community Worksite Wellness Initiative
- Increase promotion of benefits of recreational opportunities (ex. facilities and environment)
- Open a YMCA
- Create community garden space on vacant county property

(B) 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 economic development.*

- The Town of Franklin organized a community event for the Total Solar Eclipse in summer 2017. This is expected to bring in revenue throughout the county.
- The unemployment office has collaborated with community agencies to promote job openings.

(C) Evidence-Based Strategies *These are actions and approaches that have been shown to make a difference on economic development.*

- [National Public Health Improvement Initiative- New Mexico Department of Health](#)
- Results Based Accountability (RBA) Approach to Collaborative Action Planning Process

Task force members brain stormed a list of action items using the Results Based Accountability process. The priority action item(s) was then voted on based on its value if the action items matched the values of the community, if they were specific or well defined enough to implement, if the action item had high leverage or a strong impact, and if the action item was feasible. The action item(s) with the most votes was to provide a free to the public fitness class that takes place one time per week.

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Data Holes

We are keeping an eye on unemployment rates as a way of telling how we are doing as a community in addressing economic development as it related to health and build a community that is healthier, happier, and a marketable place to be. We have also identified other data that is not currently available, but that we would like to develop to help us monitor progress on this result:

- Affordability of housing and the cost of rent
-

P

Provide a free to the public fitness class that takes place once per week.

Time
Period

Actual
Value

Target
Value

Current
Trend

Baseline
% Change

What Is It?

Providing a free to the public fitness class that takes place once per week was identified by Economic Development Task Force as an action, that when combined with other actions in our community, that has a reasonable chance of making a difference in economic development as it relates to health in our community. This is a new program in our community which will be implemented in a community space that is low cost and where physical activity is feasible. The free fitness class aims to make a difference at the environmental change level. The audience for providing a free to the public fitness class that takes place once per week are youth and adults. The association between economic development and human development encompasses health, education, and even

family dynamics. In Macon County, as in much of North Carolina, children suffer significantly and disproportionately from poverty. In the 5 year period from 2009-2013, an estimated 296 Macon County grandparents living with their minor-aged grandchildren also were financially responsible for them. 27% of households were headed by a female single parent, and 7 % were headed by a male single parent.

Partners

The partners for this a free public fitness class that takes place once per week include:

- Fitness Instructors
 - Fitness instructors will be key in leading youth and adults in fitness classes. This is a new partnership.

Updates

The Economic Development Task Force has answered the question "what essential steps and/or actions does it take to ensure successful creation of a free to the public fitness class that takes place once per week?" They are in the process of being assigned action item responsibilities.

New and Emerging Issues & Initiatives

R Monitor New and Emerging Issues

Time Period Actual Value Target Value Current Trend Baseline % Change

Notes

These are the new or emerging issues in our community that were not identified as priorities in our 2015 CHA.

- Wildfires spread across Western North Carolina which threatened air quality at the time and also had long term affects to natural resources.

Leading Causes of Death in North Carolina 2015

Location: MACON

Race: all

Gender: both

Hispanic Origin: all (Hispanic, Non-Hispanic, and Unknown)

Age: 0 - 99 years

Note: Age 99 indicates age 99 years or older.

Rank	Cause	Number	%
1	Cancer	105	24.1
2	Diseases of heart	93	21.3
3	Chronic lower respiratory diseases	27	6.2
4	Alzheimer's disease	25	5.7
5	All other unintentional injuries	21	4.8
6	Cerebrovascular diseases	18	4.1
7	Influenza and pneumonia	14	3.2
8	Diabetes mellitus	10	2.3
	Intentional self-harm (suicide)	10	2.3
10	In situ neoplasms, benign neoplasms and neoplasms of uncertain or unknown behavior	6	1.4
	All other causes (Residual)	107	24.6
	Total Deaths -- All Causes	436	100.0

Source: State Center for Health Statistics, North Carolina

R Keep Track of New Initiatives & Community Changes

Time Period Actual Value Target Value Current Trend Baseline % Change

Notes

The following are new initiatives or changes in our community in 2016.

- Full Circle Recovery Center was awarded a federal Health Resources and Services Administration Rural Opioid Overdose Reversal grant to support the Macon Overdose Prevention Coalition.
- Youth Night Out, a program for all high school-aged students, was launched. This monthly program runs from September to May bringing experts to the Franklin High School Fine Arts Center to talk to students and answer their questions about certain topics.

- Macon County Schools started STEM (science, technology, engineering and mathematics) education program.
-