



2019

Macon County Community Health Improvement Plan (CHIP)



Macon County
Public Health

2019 Macon County Community Health Improvement Plan (e-CHIP)



Macon County
Public Health

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 CHIP Scorecard was created and submitted September 9, 2019 in order to meet the requirements for the Macon County Long and/ or Short Term Community Health Improvement Plans.

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

Scorecard helps communities organize their community health improvement efforts:

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

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

- [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 and Mental Health - Long Term CHIP

R 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

Alignment

Substance use and mental health and the related result- efforts in Macon County are comprehensive, connected, effective, and non-duplicative- are aligned with the following [Healthy NC 2020 Focus Areas/ Objectives](#).

- Cross- cutting
- Substance Abuse
- Mental Health

Experience and Importance

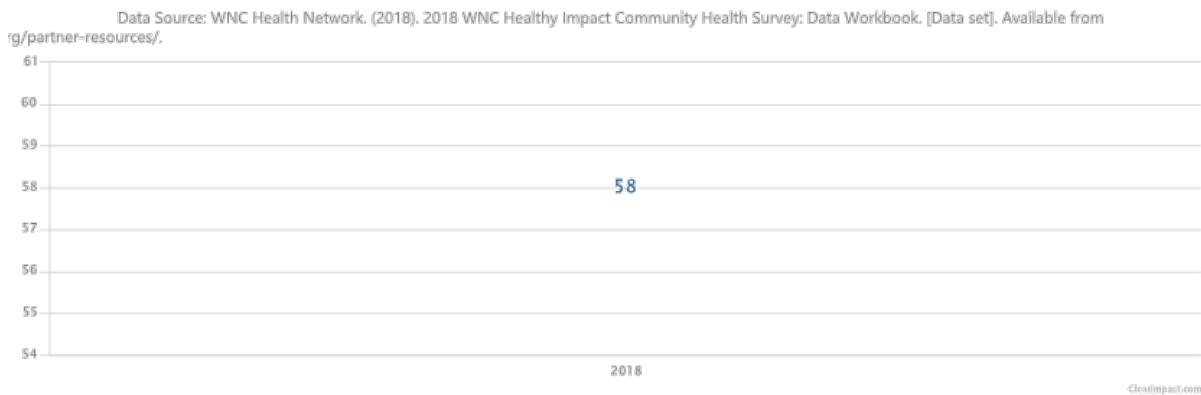
How would we experience residents identifying where and how to access services that will enable them to cope with substance use and mental health in our community?

There are clear and accessible resources that direct individuals to support systems and efforts related to substance use and mental health. This includes contact information for resources available within Macon County and the surrounding community.

What information led to the selection of this health issue and related result?

With the goal of non-duplication and suggestions from the community, the substance use and mental health priorities were combined due to overlapping populations and support structures. Substance use and mental health affects everyone either directly or indirectly. Community response, local data, and regional data shows that substance use and mental health are directly affecting a majority of the community. Local survey data shows that 69.6% of respondents reported that they "always/usually" get needed social/emotional support; this is down from 83.2% in 2015. Other indicators show that 57.8% of respondents report that their life has been negatively affected by substance use, either by themselves or someone else. Risk factors for substance abuse include peer-pressure, exposure to a substance user, and lack of access to treatment (Healthy People 2020, 2019). Addressing substance use and mental health is a long term objective in Macon County.

Adults that report their life has negatively been affected by substance use (by self or someone else). 2018 58 → 0 0% →



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 population 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
- 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 continuous work that has been done so far around substance use and mental health. Strategies for this priority were also selected based on wanting to track the progress of a new program, School Based Health, in the county.

I Adults who are unable to obtain needed mental health services (in the past year). 2018 12 ↗ 1 20% ↑

P Ensure that our community system around substance use and mental health efforts in Macon County are comprehensive, connected, effective, and non- duplicative. Time Period Current Actual Value Current Trend Baseline % Change

What Is It?

Supporting aligned activities of community partners and systems was identified by a team of community stakeholders as an action, that when combined with other actions in our community, has a reasonable chance of making a difference in substance use and mental health in our community. This is a new program in our community, building on work that is already happening around substance use and mental health.

The priority population/customers for this strategy are community partners and those affected. This aims to make a difference at individual and organizational levels. Implementation will take place within community systems whose efforts are concentrated around substance use and mental health.

This strategy will address health disparities by addressing issues of access to available services within the community by connecting community partners to identify aligned activities and to avoid duplication of work, while expanding the network of organizations working together to solve this public health issue.

Partners

The partners for this strategy include:

Agency	Person	Role
Appalachian Community Services	Counselor(s)/ Administration	Collaborate, Support, Represent Target Population
Community Representative	----	Collaborate, Support, Represent Target Population
County Commissioner	----	Collaborate, Support
County Manager	----	Collaborate, Support
Macon County Public Health	Community Health Promotion Coordinator and Health Educator	Lead, Collaborate, Support
Macon County School System	Superintendent	Collaborate, Support, Represent Target Population
Macon County Sheriff Office	Jail Supervisor, Detective	Collaborate, Support, Represent Target Population
Meridian Behavioral Health	Counselor/ Administration	Collaborate, Support, Represent Target Population
No Wrong Door	Administrator and Peer Support Specialist	Lead, Collaborate, Represent Target Population

Agencies identified are focused around substance use and mental health efforts, they have gathered on different occasions to address these issues. Person(s) and role(s) have not yet been identified.

Work Plan

The following are anticipated activities, but have the potential to change based on further collaboration with community stakeholders. Resources needed, agency/person responsible, and target completion date are subject to changes based on further collaboration, as well.

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Result Based Accountability (RBA) Workshop	RBA Workshop Facilitators (WNC Healthy Impact) Space, Staff/ participant time, Food	Macon County Public Health	2021
Enhanced Communication	Identify how, when, point of contact	Partners	2021
Collectively Bring in Funding	Grant Opportunities Partners with aligned objectives Grant Reviewers	Pending based on partners with aligned objectives.	Pending based on partners with aligned objectives and grant opportunities.

Evaluation & Sustainability

Evaluation Plan:

We plan to evaluate the impact of supporting aligned activities of community partners and systems through the use of Results-Based Accountability™ to monitor specific performance measures. We will be monitoring How Much, How Well and/or Better Off Performance Measures. Our evaluation activities will be tracked in the Work Plan table.

Sustainability Plan:

The following is our sustainability plan for supporting aligned activities of community partners and systems:

Our sustainability plan for aligning community partners whose efforts focus on substance use and mental health is expected to look like:

- Partners improve quality of their work
- Partners improve efficiency of their work

- Partners feel supported and recognized in their work
- Partners are collaborating to align funding for initiative goals

Agencies such as County Commissioners, Health Department, and Sheriff's Office will continue to demonstrate leadership around substance use and mental health; sustainability will be achieved as these agencies continue to provide resources, such as, staff time and facilities.

PM Measure partnership engagement and value of network.

Time Period	Current Actual Value	Current Trend	Baseline % Change
—	—	—	—

P Implement a School Based Health Center.

What Is It?

The School Based Health Center was identified as an action, that when combined with other actions in our community, that has a reasonable chance of making a difference in substance use and mental health in our community. This is a new program in our community.

The priority population/customers for this program are school aged children, and the program aims to make a difference at the individual and organizational level. Implementation will take place at South Macon Elementary School. School Based Health Centers increase the ability for students and their families to have access to needed support in an environment that is comfortable.

Partners

The partners for this program include:

Agency	Person	Role
Appalachian Community Services		Lead, Collaborate, Support
Macon County Public Health		Lead, Collaborate, Support
Macon County Schools		Collaborate, Support, and Represent Target Population

Work Plan

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Planning team convened.	Space and staff time.	Macon County Public Health	June 2019
Hire staff- Licensed Clinician and Qualified Professional		Appalachian Community Services	August 2019
Develop marketing material for program.	Marketing tool- canva.com Paper, ink, printer	Macon County Public Health	August 2019
Attend South Macon Elementary staff meetings and orientation.	Marketing materials Promotional items	Appalachian Community Services, Macon County Public Health	August 2019
Gather quantitative and qualitative data for research and evaluation.	Contract third party evaluator.	Western Carolina University	August 2020- 2021

Evaluation & Sustainability

Evaluation Plan:

We plan to evaluate the impact of the School Based Health Program through the use of Results-Based Accountability™ to monitor specific performance measures. We will be monitoring How Much, How Well and/or Better Off Performance Measures. Our evaluation activities will be tracked in the Work Plan table, above.

Sustainability Plan:

The following is our sustainability plan for the School Based Health Program:

Funding that supports the School Based Health Program is a three year grant; the goal is to build a sustainable budget based on services during this time period.

PM The total number of patients served each school year. — — — —

Overweight and Obesity - Long Term CHIP

R Eating smart and being active is part of everyday life in Macon County. Most Recent Period Current Actual Value Current Trend Baseline % Change

Alignment

Overweight and Obesity and the related result eating smart and being active as part of everyday life are aligned with the following Healthy NC 2020 Focus Areas/ Objectives.

- Cross- cutting
- Physical Activity and Nutrition

Experience and Importance

How would we experience eating smart and being physically active as part of everyday life in our community?

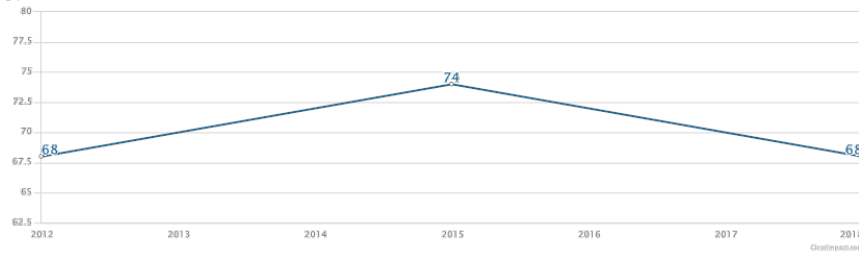
Individuals and families in Macon County would be taking advantage of natural resources, parks, and the greenway for physical activity opportunities while farmer's markets, the community garden, and other produce stores would be places where people can purchase affordable fresh fruits and vegetables for their snacks and meals.

What information led to the selection of this health issue and related result?

Overweight and obesity is a common risk factor for many chronic diseases and is one of the biggest determinants of overall health status. Health risks include, but are not limited to, malnutrition, heart disease, high blood pressure, poor lipid profiles, type 2 diabetes, and some cancers. The community recognizes that "obesity and lack of physical activity has negatively impacted people's physical and emotional needs" and that people of all backgrounds are affected especially those with low income making healthy foods and some opportunities for fitness difficult to access. Local survey data from 2018 shows that 68.3% of people in Macon County are overweight and obese. Knowledge and attitude are just two pieces of the puzzle when it comes to addressing overweight and obesity. Other things to consider are skills, social supports, and food and exercise accessibility and affordability.

I Adults who are overweight or obese. 2018 68 1 0% →

2015	74	↗ 1	9% ↗
2012	68	→ 0	0% →



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 activities 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 activity 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.

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 often 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
- 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 community- 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.

 Adults who meet physical activity guidelines.	2018	20		2	-62%	
 Adults who have 5+ servings of fruit and vegetables daily.	2018	8		1	-25%	
 Healthy community kick-off event.	Time Period	Current Actual Value	Current Trend	Baseline % Change		

What Is It?

A healthy community kick-off event was identified by the task force as an action, that when combined with other actions in our community, that has a reasonable chance of making a difference in people that are overweight or obese in our community. This is a new program in our community.

The priority population/customers for this healthy community kick-off are children and adults, and this action aims to make a difference in individual/interpersonal and community knowledge. Where implementation will take place is currently in discussion. This action hopes to reach people who do not know their weight status and those who are wanting to make lifestyle changes but do not have the knowledge or resources to do so. This is the first action the task force and community will take to address overweight and obesity in Macon County.

Partners

The partners for this action include:

Agency	Person	Role
Angel Medical Center	Amanda Pack	Lead, Collaborate
Franklin Health and Fitness	Matt Bateman	Lead, Collaborate
Macon County Public Health	Lyndsey Henderson, Emily Ritter	Collaborate
Macon County Public Library	Karen Wallace	Collaborate
Nantahala Hiking Club	Mary Stone	Lead, Collaborate
North Carolina Cooperative Extension	Carol Pitts	Collaborate
U- Turn America/ Legacy Fitness	Kim Losee	Lead, Collaborate

Agency	Person	Role
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Work Plan

The work plan is still in early stages of development. So far, the task force has brainstormed efforts it will take to make a healthy community kick-off event happen. Agency and responsible person(s) have not yet been identified.

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Research models/ best practices for community events.			2020
Set time, date, and location.	Schedule of organizers, other community events.		2020
Recruit vendors.	List of potential participants; assign recruitment to organizers.		2020
Advertise through paper and electronic means.	Marketing development tool (like Canva.com or Publisher) . Access to paper and colored printer, social media. Create flyers and social media posts. Identify community champions to market event to target populations.		2020
Decide on activities and offerings.	Ticket booth- tickets; tally participants. BMI station, resource list. Ask community organizations what they can offer for no-cost, low- cost.		2020.
Exit Survey	Develop questions; writing tools, clipboards. Identify person(s) for this role at the event.		

Evaluation & Sustainability

Evaluation Plan:We plan to evaluate the impact of this action through the use of Results-Based Accountability™ to monitor specific performance measures. We will be monitoring How Much, How Well and/or Better Off Performance Measures. Our evaluation activities will be tracked in the Work Plan table, above.

Sustainability Plan:

The following is our sustainability plan for this activity:

The healthy community kick- off will likely be an annual event and is designed to celebrate a healthy Macon County. This event will expose the community to a variety of people and resources in Macon County who support or provide services around smart eating and being active. Participants will walk away knowing their BMI category status and with a new resource. This provides opportunity for increasing community awareness on overweight and obesity through participants exploring their interests and knowing what is available to pursue, or continue to pursue, a healthy lifestyle.

PM Children and adults who know their BMI category (under, healthy, over).

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P Connect individuals with healthy eating and physical activity programs and resources.

Time Period Current Actual Value Current Trend Baseline % Change

What Is It?

Connecting individuals with healthy eating and physical activity programs was identified by the task force as a strategy, when combined with other actions in our community, that has a reasonable chance of making a difference in people that are overweight or obese in our community. This is a new program in our community.

The priority population/customers for this activity are children and adults, and the strategy aims to make a difference at individual/interpersonal behavior and in environmental change level. Implementation will take place through organizations and agencies to change individual knowledge and enhance these institution's resource capacity.

The 2018 Community Health Assessment and the Overweight and Obesity Task Force acknowledges that individuals who are under- and uninsured, who lack transportation, and those who have limited access to grocery stores and recreating facilities face challenges when it comes to eating smart and being physically active. The intention of connecting individuals with programs and resources is to spotlight information, tips, and low- or no cost resources that are available to all individuals. A message that the task force wants to establish is that eating smart and being active does not have to be costly.

Partners

The partners for this strategy are still in development- partners for this strategy will be identified at a later date.

Agency	Person	Role
Angel Medical Center	Amanda Pack	Lead, Collaborate
Franklin Health and Fitness	Matt Bateman	Lead, Collaborate
Macon County Public Health	Lyndsey Henderson, Emily Ritter	Collaborate
Macon County Public Library	Karen Wallace	Collaborate
Nantahala Hiking Club	Mary Stone	Lead, Collaborate
North Carolina Cooperative Extension	Carol Pitts	Collaborate
U- Turn America/ Legacy Fitness	Kim Losee	Lead, Collaborate

Work Plan

The work plan is still in development- agency and responsible person(s) will be identified at a later date.

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Research healthy eating opportunities in Macon County.	Computer, Newspaper Schedule of Events, Contact Person	Task Force	January 2020
Research physical opportunities in Macon County.	Computer, Newspaper Schedule of Events, Contact Person	Task Force	January 2020
Make (and update) resources list of programs and activities.	Comptuer, Paper, Binder/ Notebook	Task Force	March 2020, as needed
Identify where resource list will be housed.	Computer, Paper Social Media, Newspaper Radio Ad	Task Force	January 2020

Evaluation & Sustainability

Evaluation Plan:

We plan to evaluate the impact of the strategy through the use of Results-Based Accountability™ to monitor specific performance measures. We will be monitoring How Much, How Well and/or Better Off Performance Measures.

Sustainability Plan:

The sustainability plan for this strategy is still in development. The task force anticipates that connecting individuals to programs and resources will increase community awareness and establish a consistent network to healthy eating and active living which will rely on word of mouth and partner marketing.

PM Individuals who gain at least one new resource related to healthy eating or active living.

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Domestic Violence and Sexual Assault - Short Term CHIP

R Macon County is a safe and violence- free community.

Most Recent Period Current Actual Value Current Trend Baseline % Change

Alignment

Domestic violence and sexual assault and the related result children and adults experience healthy relationships including mental, physical, and emotional, and sexual health; lead lives free from cycles of family and individual violence; and function within communities that support comprehensive efforts to prevent violence are aligned with the following [Healthy NC 2020 Focus Areas/ Objectives](#).

- Injury
- Social Determinants of Health

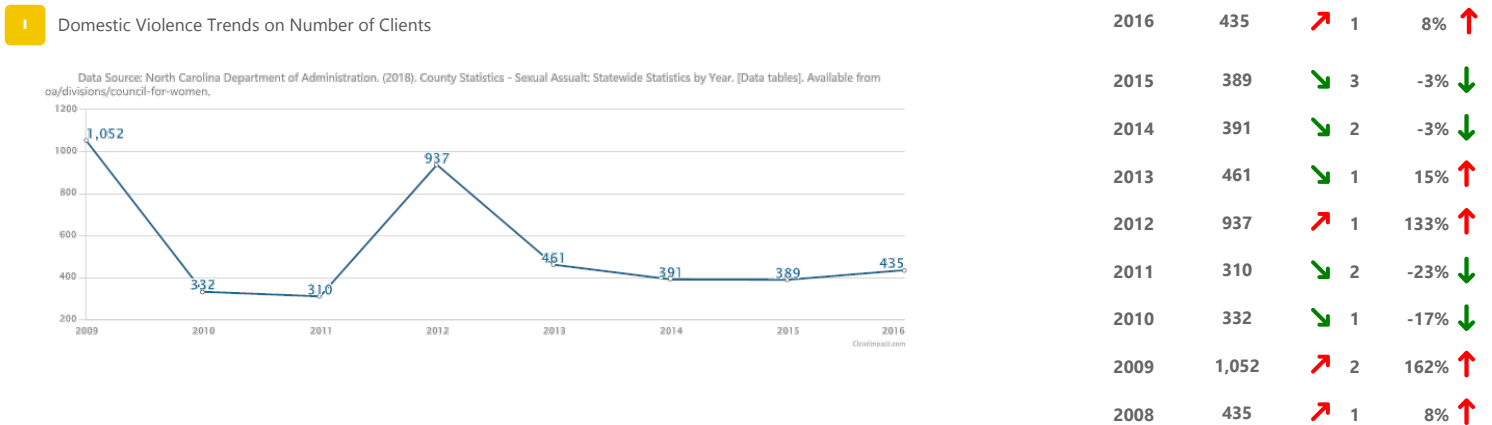
Experience and Importance

How would we experience children and adults experience healthy relationships including mental, physical, and emotional, and sexual health; lead lives free from cycles of family and individual violence; and function within communities that support comprehensive efforts to prevent violence in our community?

Children and adults experience healthy relationships including mental, physical, and emotional, and sexual health; lead lives free from cycles of family and individual violence; and function within communities that support comprehensive efforts to prevent violence.

What information led to the selection of this health issue and related result?

The community sees the need to continue the positive measures, from the previous Community Health Assessment, which address domestic violence and sexual assault. Domestic violence and sexual assault can affect any one; it does not look the same in every relationship because every relationship is different. The commonality is that the abusive partner does many different things to have power and control over their partner. Using Adverse Childhood Experience (ACEs) data for this cycle of the Community Health Assessment gave different insight to healthy relationships in Macon County to learn about positive and negative childhood experiences and how they impact future violence victimization and lifelong health.



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 interventions 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 related 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 contribute 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 perceived 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
- 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 recognize signs and symptoms of domestic violence in patients 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.

Process for Selecting Priority Strategies

Strategies for this priority 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 Coalition 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.

I Domestic Violence Trends on Total Services Provided

2013 968 1 -80%

P Develop a domestic violence manual that includes instructions, protocols, and state statutes for participating agencies to reference and cross- reference in domestic violence cases.

Time Period Current Actual Value Current Trend Baseline % Change

What Is It?

A domestic violence protocol manual was identified by the Response Coalition as an action, that when combined with other actions in our community, that has a reasonable chance of making a difference in domestic violence cases in our community. This is an ongoing program in our community. The Reponse Coalition has so far produced a mission statement, a MOU, and a Law Enforcement section for the manual. The Coalition is currently working on the Health Care and Services section; Child Services and School Systems section will be complied next.

The priority population/customers for this strategy are domestic violence victims and the strategy aims to make a difference at the organizational level of change. Implementation will take place throughout participating community agencies.

Partners

The partners for this strategy 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

Work Plan

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Finalize Law Enforcement section of protocol manual.	Upper level review.	REACH Sheriff's Office, Franklin and Highland Police Departments	October 2019
Finalize Health Care section of protocol manual.	Upper level review.	REACH Hospital System, Emergency Services, Health Department	October 2019
Begin Child and School section of protocol manual.	Existing protocols.	REACH	February 2020
Consider/select other sectors to develop	Agency interact	REACH, Response	June 2021

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
protocol manuals for.	interest.	Coalition	
Macon Domestic Violence and Sexual Assault Response Coalition meetings.	Space, staff time.	REACH Macon County Public Health	Bi monthly

Evaluation & Sustainability

Evaluation Plan:

We plan to evaluate the impact of developing a domestic violence protocol manual through the use of Results-Based Accountability™ to monitor specific performance measures. We will be monitoring How Much, How Well and/or Better Off Performance Measures. Our evaluation activities will be tracked in the Work Plan table, above.

Sustainability Plan:

The following is our sustainability plan for this strategy:

The performance measure- number of agencies who house and reference the domestic violence protocol manual- will be a way to gauge the success of developing a domestic violence protocol manual. Referencing this material will encourage best practices to be used in domestic violence cases. The protocol manuals are intended to be updated/ reviewed annually.

PM The number of agencies who house and reference the domestic violence protocol manual.

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P Partners market domestic violence campaigns, events, and out reach materials.

Time Period Current Actual Value Current Trend Baseline % Change

What Is It?

Community partners who market domestic violence campaigns, events, and out reach materials was identified by the Response Coalition as an action, that when combined with other actions in our community, that has a reasonable chance of making a difference in domestic violence clients in our community. This is a new action in our community which has been discussed before.

The priority population/customers for this action are community partners that individuals often use for services and care and those who experience domestic violence, and the action aims to make a difference at the organizational and policy level. Implementation will take place in community agencies. The objective of this action is to raise awareness around domestic violence prevention and promote healthy relationships.

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

Work Plan

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Macon Domestic Violence and Sexual Assault Response Coalition meetings.	Space, staff time	REACH Macon County Public Health	Bimonthly
Identify campaigns, events, and marketing material for partners to market.	Campaign and marketing materials; event information	REACH	Bimonthly
Identify where and how to market information.	Electronic and paper flyers, brochures.	Response Coalition	Bimonthly
Track how many individuals were reached	Computer, internet-Facebook statistics; Paper assessment at events	Response Coalition	Bimonthly; as available

Evaluation & Sustainability

Evaluation Plan:

We plan to evaluate the impact of community partners marketing domestic violence campaigns, events, and out reach materials through the use of Results-Based Accountability™ to monitor specific performance measures. We will be monitoring How Much, How Well and/or Better Off Performance Measures. Our evaluation activities will be tracked in the Work Plan table, above.

Sustainability Plan:

The following is our sustainability plan for community partners marketing domestic violence campaigns, events, and out reach materials:

The sustainability plan for this strategy is in development. The task force anticipates that connecting individuals to campaigns, events, and out reach materials through community partners will increase individual and community awareness.

PM Number of individuals who received domestic violence marketing materials from various community partners.

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