



**2019**

**Rutherford County  
Community Health  
Improvement Plan  
(CHIP)**



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**09/09/2019**



# 2019 Community Health Improvement Plan (CHIP) - Rutherford County



## Rutherford County CHA Video

The 2018 Community Health Assessment priority areas are:

- **Active Living**
- **Substance Abuse Treatment and Recovery**

The following CHIP Scorecard was created and submitted **September 9th, 2019** in order to meet the requirements for the **Rutherford 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 - [Click Here to Download](#)
- [NC DHHS CHA Tools](#)
- [NC DHHS County Health Data Book](#)
- [NC DHHS/ DPH CHA Data Tools](#)
- [Healthy North Carolina 2020: A Better State of Health](#)
- [Healthy People 2020](#)
- CDC The Community Guide
- County Health Rankings - What Works for Health

## Active Living - Long Term CHIP

**R** **Active Living** People in Rutherford County are healthy, active and thriving.

Most Recent Period	Current Actual Value	Current Trend	Baseline % Change
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### Alignment

Active living and the related result increased physical activity among adults is aligned with the following [Healthy NC 2020 Focus Areas/Objectives](#).

- Increase the percentage of adults getting the recommended amount of physical activity.

### Experience and Importance

## How would we experience increased physical activity in our community?

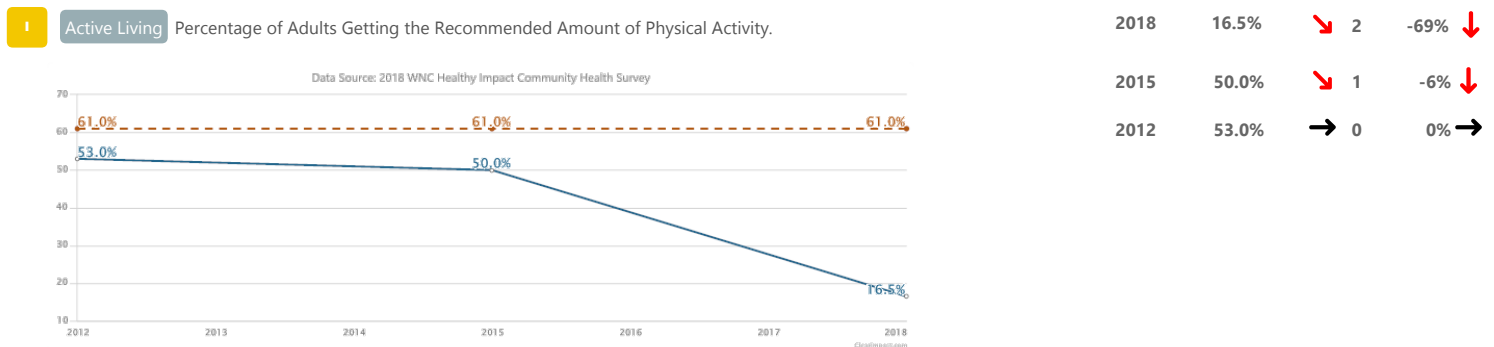
When this result is achieved, we will see many more active adults, children and families. There will be higher utilization of parks, greenways and trails, which are well maintained and vibrant. Additionally schools would participate in programs and projects that encourage physical activity for kids and school faculty and staff.

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

Only 16.5% of Rutherford County residents meet recommended physical activity guidelines, which is lower than the WNC region and the state, and 77.1% of Rutherford County residents are overweight or obese.

Active living was selected because it affects many different areas of an individual's wellbeing including their physical and emotional health. Adults who eat a healthful diet and stay physically active can decrease their risk of a number of adult-onset health conditions and diseases, such as heart disease and diabetes. Regular physical activity can lower an adult's risk of depression, and adults who maintain a healthy weight are less likely to die prematurely.

Additionally, Healthy living, which includes active living, was part of the selected priorities during the 2015 Community Health Assessment and although much progress has been made in this area, much is still to be done.



## Story Behind the Indicator

The "Story Behind the Curve" helps us understand why the data on inactive adults 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.*

- The excitement surrounding the completion of the 13.8-mile Rail Trail.
- Increased accessibility to other walking trails in the county.
- Promotion of walking trails and bike plans.
- 5-2-1 Almost None messaging campaign, which highlights the importance of daily physical activity.
- Peaked interest in healthier lifestyles.

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

- People being accustomed to sedentary lifestyles and poor nutrition.
- Lack of consumer knowledge in terms of not knowing what is available.
- There is not a coordinated method for disseminating information.
- Transportation barriers.
- Limited opportunities for physical activity at school and at worksites.

## Partners With A Role To Play

### Partners in our Community Health Improvement Process:

- Foothills Health District
- Community Health Council of Rutherford County

- WNC Healthy Impact

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

- Community Health Council of Rutherford County
- Rutherford Regional Health System
- Rutherford Outdoor Coalition
- Active Living Committee

## Strategies Considered & Process

The following actions have been identified by our partners and community members as ideas for what can work for our community to make a difference on active living.

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

- Raise awareness of recreational spaces, greenways and trails.
- Raise awareness about current opportunities for physical activity for both individual and social settings.
- Encourage clinicians to make referrals for those identified as physically inactive.
- Incorporate health education (benefits of active living) into health fairs at various settings.

**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 active living.*

- The 13.8-mile Rail Trail was recently completed.
- Rutherford Outdoor Coalition began a walking program where folks can walk as a group.
- Walk with a Doc walking program recently implemented in the community.
- Rutherford Outdoor Coalition's running series - a series of 5K's throughout the year.
- Newly formed Active Living subcommittee of the Community Health Council of Rutherford County to help address this health priority.

**Evidence-Based Strategies** *These are actions and approaches that have been shown to make a difference on active living.*

Name of Strategy Reviewed	Level of Intervention
Community-wide Messaging Campaign	Individual and community.
Build active living communities	Community and public policy

**What Community Members Most Affected by Inactive Living Say** *These are the actions and approaches recommended by members of our community who are most affected by inactive living.*

- Due to the presence of isolated communities, Rutherford County needs a better way to push out information so that people know what is available. Potentially a central "hub" for information.
- Work with employers so that they can encourage their employees to become more active or utilize existing walking trails.
- Have more group walks and include faith communities.
- Give community members the opportunity to become active in other ways such as helping in community gardens.



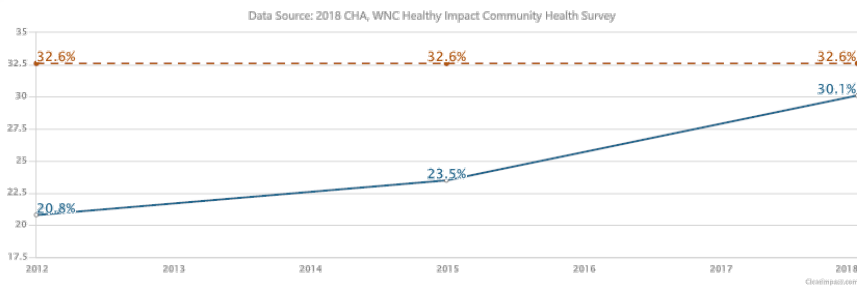
Active Living Percentage of Adults Reporting No Leisure-Time Physical Activity in the Past Month

2018

30.1%



45% ↑

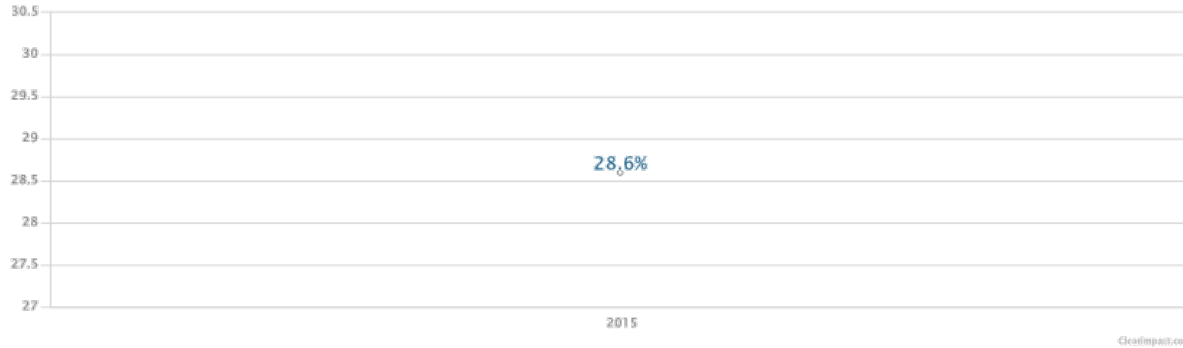


2015	23.5%	↗ 1	13% ↗
2012	20.8%	→ 0	0% →

**I** Active Living Prevalence of Child Obesity and Overweight

2015	28.6%	→ 0	0% →
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Data Source: Retrieved July 9, 2017, from Eat Smart Move More, Data on Children and Youth website: [om/Data/ChildAndYouthData.html](http://om/Data/ChildAndYouthData.html)



**P** Active Living Improve access to places for physical activity by implementing a community-wide messaging campaign.

Time Period	Current Actual Value	Current Trend	Baseline % Change

### What Is It?

Improve access to places for physical activity was identified as an action that - when combined with other actions in our community - has a reasonable chance of making a difference in active living in our community. This is an ongoing intervention in our community. Over the last several years, there have been many improvements made in our county in terms of building active living communities through trail and greenway development. Now that these spaces have been established there is a great need for implementing a messaging campaign to share these available resources with the community.

The priority population/customers for this intervention are sedentary adults, and the intervention aims to make a difference at the individual/interpersonal behavior level. Implementation will take place in community/public setting. Although some information is currently being distributed about the walking trails, greenways, walking programs and other recreational opportunities, mainly via word of mouth, much work is still to be done as current efforts have proven not to be very effective. Improving access to places for physical activity would include the implementation of a community-wide messaging campaign through diverse communications tools such as maps, signage, newspaper articles/ads, social media messaging and promotion on community partner websites and community boards at local businesses.

Additionally, this intervention will also include surveys that will be completed by current trail users. Insight will be gained as to what kinds of additional improvements should be made in the county to continue to build active living communities. These improvements can include the implementation of new programs or enhancements to infrastructure.

According to Healthy North Carolina 2020: A Better State of Health, males are more likely than females to get the recommended amount of physical activity (51.1% versus 41.9% in 2009). Income and education are also related to physical activity levels. For example, individuals with the least income are the least likely to get the recommended level. The recommended level is achieved by 33.9% among individuals making \$15,000 or less and by 54% among those making \$75,000 or more (2009).

Data from the U.S. Census Bureau shows that as of 2016 the total population of Rutherford County is estimated to be 66,701. There is a slightly higher proportion of females than males (51.4% versus 48.6%) and 19.5% of the population is 65 years and older. Furthermore, among the total population age 25 and older, Rutherford County has a 31.9% High School Graduation rate, 21.2 % some college with no degree and 16.7% who have a bachelor's degree or higher. Lastly, the per capita income is \$19, 688 and 19.3% of the total population is below poverty (higher than both the WNC region and the state).

By utilizing diverse avenues for disseminating information, our intervention aims to reach folks of all economic statuses and educational backgrounds as well as those with or without internet service.

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## Partners

The partners for this intervention include:

<b>Agency</b>	<b>Person</b>	<b>Role</b>
Foothills Health District	Healthy Communities Coordinator	Collaborate and Support.
Active Living Committee	Committee as a whole	Lead
Community Health Council of Rutherford County	All Health Council Members	Collaborate and Support

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## Work Plan

	Resource	Agency/Person	Target
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Activity	Resources Needed	Agency/ Person Responsible	Completion
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Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Thermal Belt Rail Trail Grand Opening celebration	Staff Volunteers Promotional materials	Active Living Committee in collaboration with the Community Health Council of Rutherford County	October 19, 2019
Community research to identify all available trails, greenways and outdoor recreational spaces.	Staff time Ability to travel the county, if needed	Foothills Health District in collaboration with the Active Living Committee	March 31, 2020
Develop a printed material that maps out all of the trails	Staff time Funding for printing and designing costs	Active Living Committee	July 31, 2020
Develop and Implement a community-wide messaging campaign describing available trail usage opportunities	Staff time Promotional materials Social media platforms Ability to travel the county Volunteers Funds for print costs	Foothills Health District in collaboration with the Active Living Committee	January 31, 2021
Surveying of current trail users - first cycle	Staff time Volunteers Ability to travel the county Printing of surveys Writing tools Funding for print costs	Active Living Committee	December 31, 2020
		Foothills Health	

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Analyze survey results	Staff time Volunteers	District in collaboration with the Active Living Committee	June 30, 2021
Surveying of trail users - second cycle (evaluation)  Will also survey community members in other settings to assess reach of messaging campaign (example: mail surveys, grocery stores, faith communities, health fairs, etc.)	Staff time Volunteers Ability to travel the county Printing of surveys Writing tools	Active Living Committee	July 31, 2021
Gather other information related to reach of the messaging campaign via social media (example: track Facebook performance)	Staff time	Various collaborating agencies	July 31, 2021
Analyze second cycle survey results	Staff time Volunteers	Foothills Health District in collaboration with the Active Living Committee	December 31, 2021

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Analyze traffic count data	Staff time	Isothermal RPO	Quarterly through December 31st, 2021
Modify/identify new strategies to improve access to places for physical activity based on survey responses and ways to increase trail usage	Staff time	Foothills Health District in collaboration with the Active Living Committee and Community Health Council of Rutherford County	January 31st, 2023
Explore the Park RX program	Staff time	Active Living Committee	January 31, 2022
Encourage worksite wellness by inviting local employers to utilize the trails in their own employee wellness activities (ex: mileage challenges)	Staff time	Active Living Committee	January 31, 2022

## Evaluation & Sustainability

### Evaluation Plan:

We plan to evaluate the impact of this intervention 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 via surveys mentioned in the Work Plan table, above.

### Sustainability Plan:

The following is our sustainability plan for the intervention:

- Sustainability Component:
  - Communicate with and engage diverse community populations, leaders and organizations.
  - Increase community awareness on the issue of physical inactivity and demonstrate the value of the intervention to the public.

PM	Active Living	Percentage of increase in trail utilization	-	-	-	-
PM	Active Living	Percentage of people who are getting more physical activity	-	-	-	-
PM	Active Living	Percentage of community members reached by the community-wide messaging campaign	-	-	-	-

## What Is It?

Building active living communities was identified as an action, that when combined with other actions in our community, that has a reasonable chance of making a difference in active living in our community. This is an ongoing program in our community; however, due to changes in staffing, Active Routes to School was eliminated in 2018, but work is being done to reinstate it in 2020. Community members are very receptive and excited to partner with NCDOT and have Safe Routes to School back in our area.

The priority population/customers for this program are parents, children and school faculty and staff. The program aims to make a difference at the organizational/policy and environmental change level. Implementation will take place in the community and schools. In previous years, there was some participation by children and school staff at some of the schools. The goal is to increase the number of participation of schools as well as the number of participants per school. Implementing at least one Walk/Bike to School Day event during this calendar year will help to change the outlook on physical activity for people of all ages. This is an effort to encourage active living and to advocate for safe walking and bicycling in our communities.

Implementing Safe Routes to School in Rutherford County would also open the door to other opportunities. Some of these potential projects include Let's Go NCI, Bike Rodeos, and biking clubs among others.

Healthy North Carolina 2020: A Better State of Health indicates that non-Hispanic white high school students are more likely to not be overweight or obese than non-Hispanic African American and Hispanic Students (77.4% versus 62.2% and 71.8% in 2009). In addition, younger high school students are generally more likely to not be overweight or obese (2009). According to the U.S. Census Bureau in 2016 the total population of Rutherford County was 66,701. There is a slightly higher proportion of females than males (51.4% female, 48.6% male). The majority of residents are White (85.5%) with minorities represented as follows: Black or African American (10.3%), Hispanic or Latino (4.0%), Asian (0.5%), American Indian/Alaska Native (0.5%), and Native Hawaiian and other Pacific Islander (0.0%). It is also known that males are more likely than females to get the recommended amount of physical activity (51.1% versus 41.9% in 2009).

Exposing children at a young age to physical activity programs that are fun, inclusive, educational and appropriate for their age and skill level, helps ensure early positive exposure to physical activity and increases their likelihood of staying active throughout their life. The practice of getting physical activity by engaging in physical activity at school, overtime, will help support further policy change and environmental change such as the inclusion of comprehensive physical education. The CDC confirms that schools can develop and carry out comprehensive physical education policies for daily physical activity. This will prepare students to be physically active at school and beyond.

## Partners

The partners for this intervention include:

Agency	Person	Role
Active Living Committee	Jerry Stensland and Chris Burley	Lead and support
Foothills Health District	Yanet Cisneros	Collaborate and support
Community Health Council of Rutherford County	Jill Miracle and other members	Support
Forest Hunt Elementary School	Karen Glover	Target population representative
Safe Kids/Town of Spindale	James Guillermo	Collaborate and support
Isothermal Planning and Development Commission	Steve Lockett and Ben Farmer	Support
Rutherford Outdoor Coalition	Willie Lowe and Jerry Stensland	Support
Local Law Enforcement agencies	To Be Determined	Collaborate and support
Rutherford County Schools	Brian Teague	Collaborate and support
Charter and Private Schools	To Be Determined	Collaborate and support
Active Routes to School	Coordinator	Lead

## Work Plan

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Identify the grant writing organization/individual for Active Routs to School.	Volunteers Staff Grant-writing time	Many possible agencies identified - Community Health Council of Rutherford County; Isothermal Planning and Development Commission; Rutherford Outdoor Coalition, or Safe Kids	Grant due March 29th, 2019
Identify the \$60,000 match for the \$300,000 grant, which does not have to be in cash only.	Grant writor	Active Living Committee	Grant due March 29th, 2019
Explore Rutherford County School's receptivity to the program. If feedback is positive, proceed with grant-writing.	Grant Writor Active Living Committee	Active Living Committee and Rutherford County Schools	Grant due March 29th, 2019
Coordinate activities for the all of Rutherford County Schools to utilize the trail. For example: field trips to the trail, take school pictures on the trails, trivia, education andl historical information at different locations along the trail, etc.	Volunteers Staff Promotional materials	Active Living Committee in collaboration with all members and members of the Community Health Council of Rutherford County	January 31st, 2023
Implement a Walk/Bike to School Day event.	Volunteers Staff Promotional and educational materials Rutherford County students Local law enforcement and emergency response personnel Use of Active Routes to School funding.	Safe Kids in collaboration with the Active Living Committee	August 31st, 2019
Encourage and educate about bike safety including when riding on the trails. There are 40 crossings on the rail trail alone.	Volunteers Staff Promotional and informational materials	Tourism and Development Authority in collaboration with Safe Kids and the Active Living Committee	January 31st, 2023
Bikeability and walkability audits, we can send teams out, particularly around the schools and identify such things as are there sidewalk connections missing, are there safety issues near the schools, near the trail that can be addressed or at least identified.	Volunteers Staff Use of Active Routes to School funding	Active Living Committee in collaboration with other yet not known agencies.	January 31st, 2022
Analyze bikeability and walkability audits and implement new interventions/strategies/imprvovements.	Volunteers Staff Use of Active Routes to School funding	Active Living Committee in collaboration with other yet not known agencies.	January 31st, 2023

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Implement other possible projects such as: Let's Go NC!, Know the Law public education, and a bike safety certificate program.	Volunteers Staff Program-specific supplies Promotional/educational materials Use of Active Routes to School funding	Active Living Committee in collaboration with other yet not known agencies.	January 31st, 2023
Analyze data and numbers of participation from each of the activities.	Volunteers Staff	Active Living Committee in collaboration with other yet not known agencies.	January 31st, 2024
Explore the possibility of retaining an Active Routes to School program in Rutherford County and continue to implement new strategies/programs, etc.	Volunteers Staff Contingent on availability of additional funding	Active Living Committee	January 31st, 2024

## Evaluation & Sustainability

### Evaluation Plan:

We plan to evaluate the impact of this 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 implementing Active Routes to School in Rutherford County:

- Sustainability Components:
  - Identify champions who strongly support the program.
  - Use program performance measures to ensure ongoing effectiveness and demonstrate successes to funders and other key stakeholders.
  - Communicate and engage diverse community leaders and organizations.
  - Increase community awareness on the importance of physical activity and demonstrate the value of the program to the public.

PM	Active Living	Number of students who participated in Walk/Bike to School Day	-	-	-	-
PM	Active Living	Number of kids who participated in the other projects (Let's Go NC!, Bike Rodeo, Helmet fittings, etc.)	-	-	-	-
PM	Active Living	Number of schools who participated in Walk/Bike to School Day	-	-	-	-
PM	Active Living	Number of classrooms who used the trails for other usage (i.e. field trips, school pictures, etc.)	-	-	-	-

### Alignment

Substance Abuse Treatment and Recovery and the related result of Rutherford County residents being able to access care is aligned with the following Healthy NC 2020 Focus Areas/ Objectives.

- Substance abuse
- Reduce the percentage of individuals aged 12 years and older reporting any illicit drug use in the past 30 days.

### Experience and Importance

#### How would we experience people in recovery from substance abuse being connected to care in our community?

When this result is achieved, we will see many more healthy, joyful and active people in their communities with higher utilization of parks, greenways and trails, which are well maintained and vibrant. Children will be united with their families and a decrease in foster care will be seen. Working adults will also have the opportunity to obtain steady and better paying jobs, which will also allow for safe and stable housing.

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

Healthy People 2020 explains that several biological, social, environmental, psychological, and genetic factors are associated with substance abuse. These factors can include gender, race and ethnicity, age, income level, educational attainment, and sexual orientation. Family, social networks, and peer pressure are key influencers of substance abuse among adolescents. On an average day in 2006, youth used the following substances for the first time: 7,970 drank alcohol; 4,348 used an illicit drug; 4,082 smoked cigarettes; and 2,517 used pain relievers nonmedically. In 2009, people age 18 to 25 had the highest rates of current drug use of any age group, at 21.2%. This is largely driven by the widespread use of marijuana among this age group (18.1%).

Moreover, although diseases of the heart are the leading cause of death overall for Rutherford County residents, unintentional injuries are the leading cause of death for young adults ages 20-39. The rate of unintentional injuries has steadily increased since 2009 and is significantly higher than the state rate. Of the 54 unintentional poisoning deaths in the county during 2009-2013, 94% were due to medication or drug overdoses – significantly higher than both the WNC and state averages.

Substance abuse emerged as a health priority during the 2015 Community Health Assessment. During the 2018 Community Health Assessment, the community decided to expand this health priority to include treatment and recovery based on a notable lack of local resources to help community members combat substance abuse issues.

**I** Substance Use Percentage of Adults Who Used Opiates/Opioids in the Past Year, With or Without a Prescription 2018 26.7 → 0 0% →



### Story Behind the Indicator

The "Story Behind the Indicator" helps us understand the causes and forces at work that explain the data behind the ability or inability to access substance abuse treatment and recovery 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 What We Do?** *These are the positive forces at work in our community and beyond that influence this issue in our community.*

- Substance abuse education
- Community readiness to address the health issue
- Collaborative efforts by community agencies
- Jail Release program working with addicts beyond their jail time with counseling and support
- Recognition that youth also need support and access to care when dealing with addiction

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

- Limited availability of services due to lack of local resources
- Easy access to drugs
- Stigma surrounding addiction
- Lack of funding for the uninsured
- Adults and youth alike who succumb to peer pressure and/or are experiencing low self-esteem

## Partners With A Role To Play

### **Partners in our Community Health Improvement Process:**

- Foothills Health District
- Community Health Council of Rutherford County
- WNC Healthy Impact

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

- Foothills Health District
- Opioid Forum Implementation Team
- United Way of Rutherford County
- Substance Abuse Committee

## Strategies Considered & Process

The following actions have been identified by our partners and community members as ideas for what can work for our community to make a difference on substance abuse treatment and recovery.

**Actions and Approaches Identified by Our Partners** *These are actions and approaches that our partners think can make a difference on substance abuse treatment and recovery.*

- Improve communication between providers
- Expand school-based services
- Encourage employers to support substance abuse treatment for their employees as part of worksite wellness
- Create recovery support

**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 active living.*

- Medication assistance programs.
- Crisis management through Blue Ridge Health, RHA and Family Preservations
- Availability of Narcan
- Medication Assisted Treatment program in the county jail
- Medication take back events
- Lock-up Your Meds campaign

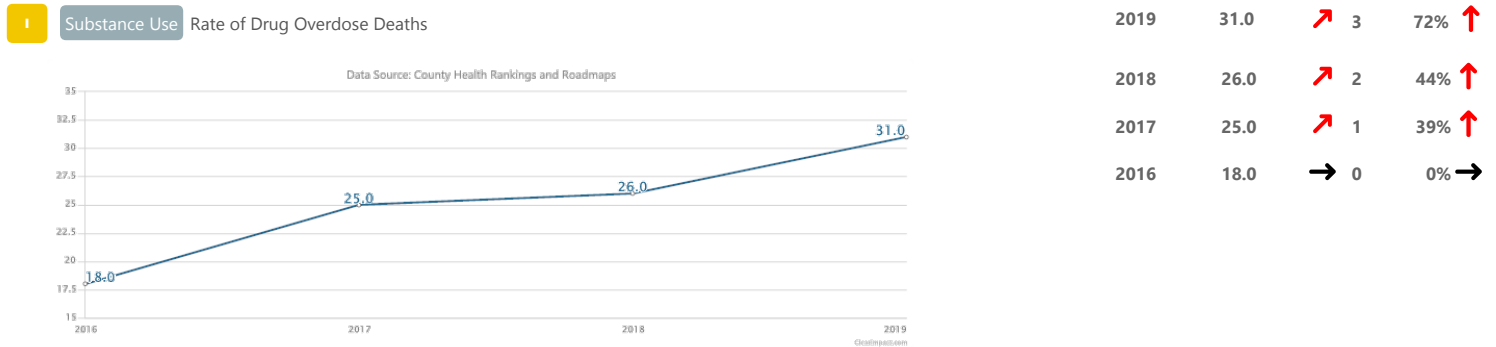


**Evidence-Based Strategies** *These are actions and approaches that have been shown to make a difference on substance abuse treatment and recovery.*

Name of Strategy Reviewed	Level of Intervention
Combat stigma against seeking help for substance abuse	Worksites
Develop comprehensive systems of care that include prevention, treatment and recovery supports	Community and public policy

**What Community Members Most Affected by Substance Abuse Say** *These are the actions and approaches recommended by members of our community who are most affected by substance abuse.*

- Due to the presence of isolated communities, Rutherford County needs a better way to push out information so that people know what is available.
- Have more group support programs for substance abuse similar to Alcoholics Anonymous.
- Work with employers so that they can encourage their employees to seek help when dealing with substance abuse.
- Provide people in recovery with safe housing so that they can have a better chance to remain in recovery.
- More local resources to obtain treatment.



## Narrative

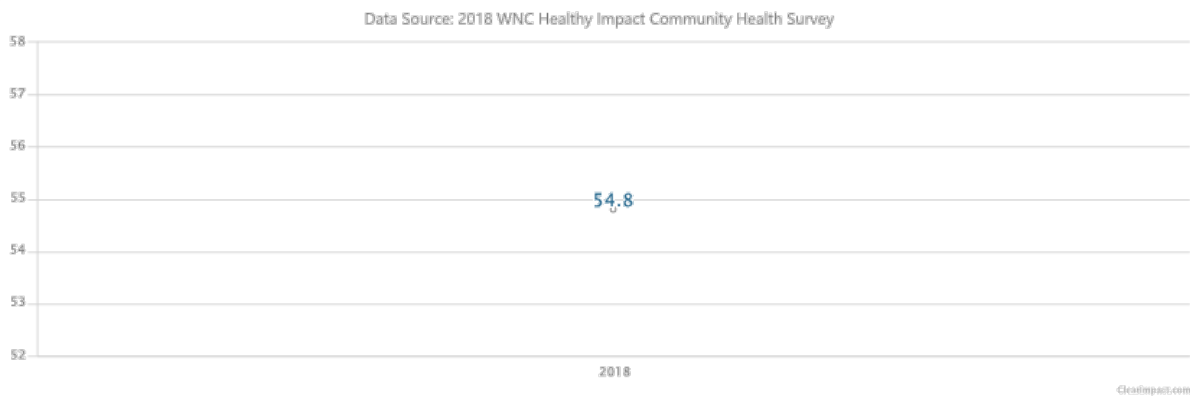
Number of drug poisoning deaths per 100,000 population

The 2019 County Health Rankings used data from 2015-2017 for this measure.

The 2018 County Health Rankings used data from 2014-2016 for this measure.

The 2017 County Health Rankings used data from 2013-2015 for this measure.

The 2016 County Health Rankings used data from 2012-2014 for this measure.



### What Is It?

Combating the stigma against seeking help for substance abuse was identified as an action that - when combined with other actions in our community - has a reasonable chance of making a difference in substance abuse treatment and recovery in our community. This is a new program in our community. Worksite Wellness has gained heightened interest by community leaders and employers alike, but the focus has been geared more towards managing weight, chronic diseases and tobacco cessation. With the increased recognition of substance use disorder, incorporating support for treatment and recovery services for substance abuse into worksite wellness has become vital.

The priority population/customers for this intervention are working adults, and the intervention aims to make a difference at the individual/interpersonal behavior, organizational/policy, and environmental change level. Implementation will take place in worksites. Manufacturing is the largest sector of employment in Rutherford County with over 2,800 employees followed by health care and social assistance and retail trade (2,735 and 2,453 respectively).

According to Healthy North Carolina 2020, young adults aged 18-25 years are more likely to report illicit drug use than people of other ages (19.5% versus 9.8% for those aged 12-17 and 5.6% for those aged 26 and older in 2007-2008). In Rutherford County when looking at the leading causes of death by age group, other unintentional injuries is ranked number one as the leading cause of death followed by suicide and motor vehicle injuries for young adults ages 20-39.

Moreover, substance abuse has adverse consequences for families, communities, and society. People who suffer from abuse or dependence are at risk for premature death, comorbid health conditions, injuries and disabilities. Over half (54.8%) of Rutherford County residents indicated that their life has been negatively affected by substance abuse (by self or someone else) and 40.9% have experienced household substance abuse prior to age 18, an Adverse Childhood Experience. Both rates are significantly higher than that of the WNC region and the state.

### Partners

The partners for this intervention include:

Agency	Person	Role
Foothills Health District	Yanet Cisneros	Support
Workforce Wellness Program - Isothermal Planning and Development Commission	Program Director	Lead
Community Health Council of Rutherford County	All members	Support

### Work Plan

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Identify worksites already participating in the Workforce Wellness program	Staff time	Workforce Wellness Program Director in collaboration with the Opioid Implementation Taskforce	December 31, 2019
Explore worksite's willingness to encourage employees to seek help for substance use disorder and creat the first cohort of worksites.	Staff time	Workforce Wellness Program Director in collaboration with the Opioid Implementation Taskforce	July 31, 2020
Utilize an assessment tool to better understand the extent to which employers have implemented evidence-based health promotion interventions in their worksites.	Staff time Assessment tool (i.e. CDC Scorecard)	Workforce Wellness Program Director	January 31, 2021
Utilize an assessment tool to better understand the gaps in health promotion interventions experienced by employees at their worksite.	Staff time Assessment tool (ex: employee survey)	Workforce Wellness Program Director in collaborations with the Opioid Implementation Taskforce	July 31, 2021
Analyze the employer and employee assesments.	Staff time	Workforce Wellness Program Director in collaborations with the Opioid Implementation Taskforce	October 31, 2021
Provide worksites with community resource lists, educational materials, technical assistance, information about local training opportunities, etc. to best help employees obtain the help they need and improve worksite health promotion interventions.	Staff time Print material and funding for print material.	Workforce Wellness Program Director in collaboration with the Foothills Health District	January 31, 2023
Ask employers and employees to complete surveys once the program has been completed with each worksite to obtain data for evaluation purposes.	Staff time Print surveys	Workforce Wellness Program Director in collaborations with the Opioid Implementation Taskforce	April 31, 2023
Analyze the data provided by the surveys.	Staff time Tracking system of survey data	Workforce Wellness Program Director in collaborations with the Opioid Implementation Taskforce	August 31, 2023
Identify new worksites in the county that are interested in this same intervention, create a 2nd cohort and start the process over again.	Staff time	Workforce Wellness Program Director in collaborations with the Opioid Implementation Taskforce	January 31, 2024

## Evaluation & Sustainability

### Evaluation Plan:

We plan to evaluate the impact of this intervention 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 combating the stigma against seeking help for substance abuse:

- Sustainability Component :
  - Identify champions who strongly support the program

o Increase community awareness on the issue and demonstrate the value of the program to the public

PM	Substance Use	Number of employees who report confidence and ability to access substance abuse help because of the Workforce Wellness program	-	-	-	-
PM	Substance Use	Number of work-sites participating in the Workforce Wellness program	-	-	-	-
PM	Substance Use	Number of employees participating in the Workforce Wellness program	-	-	-	-

**P** Substance Use Implement evidence-based healthful living curricula in schools. Time Period    Current Actual Value    Current Trend    Baseline % Change

### What Is It?

Implementing an evidence-based healthful living curricula in schools was identified as an action, that when combined with other actions in our community, has a reasonable chance of making a difference in improving substance abuse in our community. This is an ongoing intervention in our community. The programs currently being implemented in the schools include a variety of topics that touch on many different subjects including substance abuse and tobacco. Providing evidence-based healthful living curricula in schools allows students to learn invaluable skills that can set them on a path to lifelong success. It is imperative to keep in mind that prevention and early intervention strategies can reduce the impact of substance use disorders. Prevention approaches can help youth develop the knowledge, attitudes, and skills they need to make good choices or change harmful behaviors.

The priority population/customers for this intervention are youth, and the intervention aims to make a difference at the individual/interpersonal behavior and organizational/policy level. Implementation will take place in Rutherford County Schools.

Young adults aged 18-25 years are more likely to report illicit drug use than people of other ages (19.5% versus 9.8% for those aged 12-17 and 5.6% for those aged 26 and older in 2007-2008).

Moreover, while overdose and poisonings are significant in Rutherford County, other abused substances, such as tobacco, should not be ignored. Tobacco, like alcohol, is often the gateway to illicit drugs and can lead to unintentional injuries as they can inhibit the user's faculties. In Rutherford County 20.2% of residents are current smokers, greater than the Healthy People 2020 target of 12% or lower. More residents in Rutherford county are smokers than that of the WNC region, the state and the country. Further, 10.9% of residents use smokeless tobacco – again, greater than the Healthy People 2020 target of 0.3% or lower, and significantly higher than that of all comparator jurisdictions.

### Partners

The partners for this [insert program type] include:

Agency	Person	Role
Foothills Health District	Yanet Cisneros	Support
RHA Prevention Services	Kimberly McDonald	Lead
Rutherford County Schools	Faculty and Staff	Represents target population

Agency	Person	Role
Levine Cancer Institute	Tiffany Crank	Lead

## Work Plan

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Explore's schools' interest in providing healthful living curricula	Staff time	RHA Prevention Services Levine's Cancer Institute	November 30, 2019
Obtain contracts or memorandums of understanding (if necessary) to deliver the curricula	Staff time	RHA Prevention Services Levine's Cancer Institute	January 31, 2020
Deliver curricula to students during school year (i.e. I CAN with 7th grade students, Second Step Social-Emotional Learning with 6th, 7th, and 8th grade students)	Staff time Instruction time with students	RHA Prevention Services Levine's Cancer Institute	June 30, 2020
Survey students to gain insight on their perception of substance use and/or potentially changed behavior	Staff time Instruction time Paper surveys	RHA Prevention Services Levine's Cancer Institute	June 30, 2020
Analyze survey results	Staff time	Foothills Health District	August 31, 2020
Survey school faculty to gain insight on their perception of student's changed behavior after having recieved the curricula	Staff time Paper surveys	RHA Prevention Services Levine's Cancer Institute	July 31st, 2020
Analyze survey results	Staff time	Foothills Health District	September 30, 2020
Explore interest of other schools who would want to include these same programs in their curricula and/or schools who would like to continue including these programs in their curricula for the following school year	Staff time	RHA Prevention Services Levine's Cancer Institute	January 31, 2021

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Deliver healthful living curricula to additional schools	Staff time Instruction time	RHA Prevention Services Levine's Cancer Institute	June 30, 2021
Survey students to gain insight on their perception of substance use and/or potentially changed behavior	Staff time Instruction time Paper surveys	RHA Prevention Services Levine's Cancer Institute	June 30, 2021
Analyze survey results	Staff time	Foothills Health District	August 31, 2021
Survey school faculty to gain insight on their perception of student's changed behavior after having recieved the curricula	Staff time Paper surveys	RHA Prevention Services Levine's Cancer Institute	July 31, 2021
Analyze survey results	Staff time	Foothills Health District	September 30, 2021
Once again, explore interest of other schools who would want to include these same programs in their curricula and/or schools who would like to continue including these programs in their curricula for the following school year and repeat the process over	Staff time	RHA Prevention Services Levine's Cancer Institute	January 31, 2022

## Evaluation & Sustainability

### Evaluation Plan:

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### Sustainability Plan:

The following is our sustainability plan for combating the stigma against seeking help for substance abuse:

- Sustainability Component :
  - Identify champions who strongly support the program
  - Use program performance measures to ensure ongoing effectiveness and demonstrate successes to funders and other key stakeholders



Substance Use Percentage of teachers reporting a change in their students' perception of substance abuse

- - - -

PM

Substance Use

Number of students participating in a healthful living curriculum

-

-

-

-

PM

Substance Use

Number of schools that implemented a healthful living curriculum

-

-

-

-