



**Introduction to the
CNA and CPC**
2020 Community Needs Assessment



Healthy Cabarrus
Partnerships for Life
September 19, 2019




**Welcome and
Introductions**

Tri Tang




**Community Needs
Assessment**

Marcella Beam



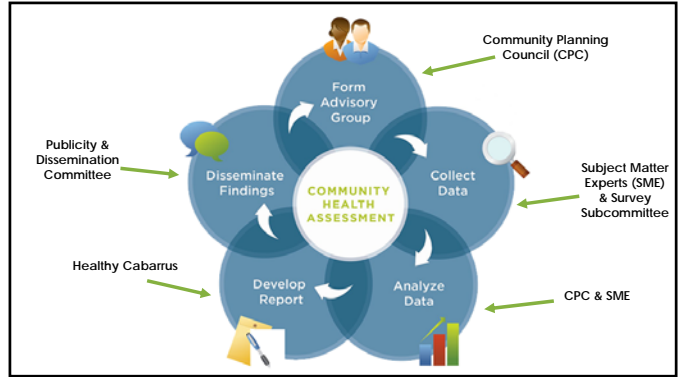
**What is a Community
Needs Assessment?**

A process by which community members and stakeholders gain an understanding of the concerns of the community by identifying, collecting, analyzing, and disseminating information on community assets, strengths, resources, and needs.




What is a Community Needs Assessment?

- Engages many organizations, agencies and community members
- Informs action plans, decisions, funding requests
- Creates an environment for discussion and change
- Conducted every four years



Steps Following Needs Assessment

1. Choose Effective Policies and Programs
2. Develop Action Plans
3. Act on what is important and implement strategies
4. Evaluate Actions



Phases of the Community Needs Assessment

- Phase 1:** Establish a Community Planning Council
- Phase 2:** Collect and Present Primary Data
- Phase 3:** Collect and Present Secondary Data
- Phase 4:** Analyze Data & Make Interpretations
- Phase 5:** Select Priority Issues
- Phase 6:** Create a Report
- Phase 7:** Share Results with Community
- Phase 8:** Develop Action Plans



Phase 2: Collect and Present Primary Data

- Inventory health resources
- Conduct focus groups
- Conduct key informant survey
- Conduct household survey
 - Access to care/Personal health
 - Quality of life
 - Community improvement
 - Educational needs
 - Housing situation/needs
 - Employment

Phase 3: Collect and Secondary Data

Example of Local Sources

- Chamber of Commerce - list of businesses
- NC Works Career Center - employment and unemployment rates
- Law Enforcement Agencies- crime incidence, arrests
- Local Health Department- communicable disease rates, youth substance use survey, obesity, diabetes
- Hospitals, FQHCs, Community Free Clinic – clinical health data
- Public School System- enrollment numbers, graduation rates, test scores

Phase 3: Collect and Secondary Data

State & National Sources

- NC Department of Environment and Natural Resources
- NC Department of Health & Human Services
- American Community Survey
- US Census
- Behavior Risk Factor Surveillance System
- Housing & Urban Development



Phase 4: Analyze Data and Make Interpretations

- Combine and interpret data from all sources
- Look at trends over time
- Compare county to state
- Consider the community's perception



Phase 5: Select Priorities

- Number of people affected
- Degree of disability or premature death
- Potential economic or social burdens
- Can we be successful?

Retreat – May 21, 2019

Phase 6: Create a Report



- Background and introduction
- County description
- Data collection process
- Data results- comparison to State
- Trends/comparison to previous CNA
- Community concerns/priorities



Phase 7: Share Results with the Community

- Identifies community groups to present work
- Reviews community presentation materials for accuracy
- Helps make presentations to community groups
- Obtains feedback from community members



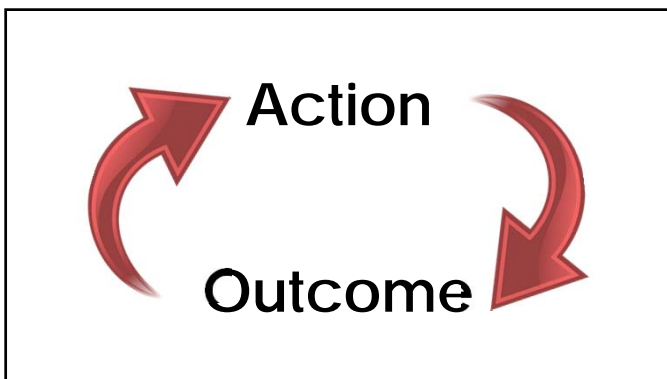

Phase 7: Share Results with the Community

- Presentations to community groups
- Press release/News stories
- Information packets for elected officials
- Post on websites
- Mailings
- Brochures/summary handouts
- Social media

Phase 8:  **ACTION PLAN**

Task Forces convened to address priorities

- Potential partners
- Task Force Objectives
- Baseline Data
- Intervention, Setting, Timeframe
- Evaluation measures

Coalition and Action Plan Support 2016-2019

Substance Use	\$1.35 million
Mental Health	\$577,000
Childhood Obesity	\$1.17 million



Member Commitment

Personal Characteristics Desired:

- Possess an ability to listen, analyze, think clearly and creatively, and work well with people individually and in a group.
- Willing to prepare for and attend community planning council meetings, ask questions, take responsibility, and follow through on assignments.
- Possess honesty, integrity, sensitivity to and tolerance of different views, and ability to disseminate pertinent information.
- Shares common vision and mission of Healthy Cabarrus.

Member Commitment

Individual Community Planning Council Member Responsibilities:

- Review the agenda and supporting materials prior to meetings.
- Provide statistics and data; assist with community survey collection; and other forms of information pertaining to your area of expertise.
- Be active in discussions; ask questions and provide input
- Assist in prioritizing community needs and gaps.
- Serve on subcommittees when applicable.
- Disseminate CNA findings and processes with community members.




Member Commitment

Individual Community Planning Council Member Responsibilities:

- If you will miss a meeting, notify Marcella and Sandra and please plan to send a proxy in your place.


NOTE: If you will miss more than two (2) meetings you will be required to participate in a 30 minute call with Marcella and/or Sandra to go over the material and discussion from future missed meetings.



Meeting Dates and Topics   

September 19: Introduction to the CNA - Healthy NC 2030

- 2020 CNA Process and Timeline
- Review CPC Member Roles
- Collective Impact since 2019
- Healthy NC2030 Activity

October 17: Cabarrus County Profile 

- Population Demographics
- Social and Economic Factors
- Crime and Safety

Change in Location
Meeting at Kannapolis Train Station


Meeting Dates and Topics   

November 21: Education and Employment

- Education – Early Childhood
- Education – K-12
- Vocational and Employment

December 19: Pregnancy, Infant and Sexual Health

- Pregnancy, Maternal and Infant Health
- Morbidity, Mortality
- Sexually Transmitted Infections and Diseases

Meeting Dates and Topics   

January 16: Clinical Care and Wellness

- Clinical Care (Adult Health)
- Clinical Care (Child Health)
- Dental Care
- Health and Wellness

February 20: Substance Use, Mental Health and IDD

- Substance Use
- Mental Health
- Intellectual and Developmental Disabilities (IDD)
- Adverse Childhood Experiences (ACEs) Data

Meeting Dates and Topics

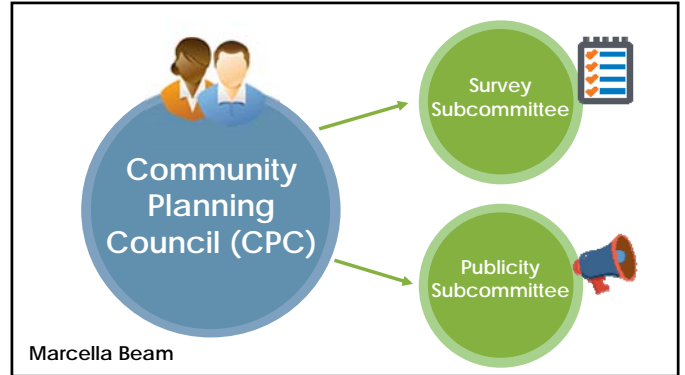

March 19: Built and Physical Environment

- Housing
- Transportation
- Physical Environment

April 16: Review and Recap

- Secondary Data Overview-Recap
- Community Survey Results

May 21: Priority Retreat

Survey Subcommittee

Survey subcommittee will be responsible for the following:

1. Review 2016 Community Survey and Key Informant Survey design and questions.
2. Determine if surveys need to be revised to change the design and/or add/remove questions.
3. Determine a plan for publicizing surveys to the community.

Survey subcommittee will meet once to review previous survey tools and create a plan for future meetings/communication.

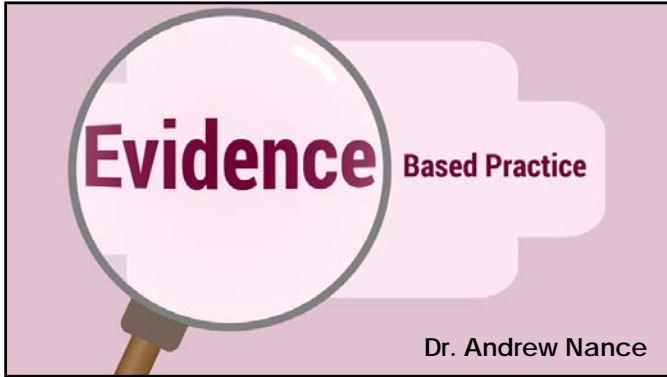


Publicity Subcommittee

Publicity and Dissemination subcommittee will be responsible for the following:

1. Develop a dissemination plan for 2020 Community Needs Assessment (CNA).
 - a) Presentations: Create a spreadsheet listing community organizations and entities that may benefit from a presentation on the 2020 CNA results.
 - b) Media: Determine a plan for publicizing the results of the 2020 CNA to the community.
2. Develop an internal goal for the number of community members/organizations to be reached through presentations.
3. Review PowerPoint presentation of 2020 CNA results and accompanying script and provide feedback.

Publicity and Dissemination sub-committee will meet during the Spring or Summer of 2020.



Clinical Care On your own: Please rank these indicators by importance to you and your community with "1" being the most important.


Ranking (1-9)	Indicator	Definition
	Uninsured	Percentage of population under age 65 without health insurance
	Early prenatal care	Percent of women who receive early prenatal care
	Routine checkup	Percent of adults who had a routine checkup in the past year
	Primary care physicians	Ratio of population to primary care physicians
	Mental Health ED visits	Rate of substance abuse and mental health-related visits to emergency departments (per 100,000 population)
	Vaccinations	Percentage of vaccination coverage among children enrolled in kindergarten
	Heart disease mortality	Age-adjusted rate of heart disease deaths (per 100,000 population)
	Suicide deaths	Age-adjusted suicide death rates (per 100,000 population)
	School nurse ration	Ratio of registered nurses who are employed to provide school nursing services to students

Discuss and identify your top 3 as a table.

Health Behaviors On your own: Please rank these indicators by importance to you and your community with "1" being the most important.

Ranking (1-12)	Indicator	Definition
	Youth tobacco use	Percentage of high school students reporting current use of any tobacco product
	Physical activity	Percentage of adults meeting CDC Aerobic Recommendations
	Illicit drug use	Percent of people aged 12 or older who used illicit drugs in the past month
	Smoking during pregnancy	Percentage of women who smoke during pregnancy
	Adult smoking	Percentage of adults who are current smokers
	Teen birth rate	Rate of births to females age 15 to 19 (per 1,000 pop)
	Excessive drinking	Percentage of adults reporting binge or heavy drinking
	Breastfeeding	Percentage of infants who were exclusively breastfed through 6 months
	Deaths due to falls	Age-adjusted rate of unintentional fall deaths (per 100,000 pop)
	HIV diagnosis	Rate of new HIV infection diagnoses (per 100,000 pop)
	Unintended pregnancy	Percentage of pregnancies that are unintended
	Sugar-sweetened beverage consumption	Percentage of adults who consumed sugar-sweetened beverages one or more times per day.


Discuss and identify your top 3 as a table.



Social & Economic On your own: Please rank these indicators by importance to you and your community with "1" being the most important.

Ranking	Indicator	Definition
	Families below 200% FPL	Percent of families living below 200% Federal Poverty Level
	Adverse Childhood Experiences	Percent of children with two or more adverse childhood experiences
	Unemployment	Percent of population age 16 and older unemployed but seeking work
	High School graduation	Percent of ninth-grade cohort that graduates in four years
	Fourth grade reading proficiency	Reading achievement levels of fourth grade North Carolina public school students
	Disconnected youth	Percent of teens and young adults ages 16 - 24 who are neither working nor in school
	Income inequality	Ratio of household income at the 80 th percentile to income at the 20 th percentile
	Residential segregation	Index of dissimilarity where higher values indicate greater residential segregation between black and white county residents
	Incarceration rate	Rate of incarceration in North Carolina prisons (per 100,000 pop)
	Violent crime rate	Number of reported violent crime offenses per 100,000 population
	Suspension from school	Number of out-of-school short-term and long-term suspensions in educational facilities for all grades
	Children investigated for abuse or neglect	Rate of children who are reported to Child Protective Services for suspected maltreatment

Discuss and identify your top 3 as a table.



Physical Environment

On your own: Please rank these indicators by importance to you and your community with "1" being the most important.

Ranking (1-8)	Indicator	Definition
	Housing cost burden	Percent of households spending 30% or more of household income on housing costs
	Housing quality problems	Percent of households with at least 1 of 4 housing problems: overcrowding, high housing costs, or lac of kitchen or plumbing
	Food environment index	Index of factors that contribute to a healthy food environment, 0 (worst) to 10 (best) and equally weights two indicators of the food environment
	Access to locations for physical activity	Percentage of populations with adequate access to locations of physical activity. Locations for physical activity are defines as parks or recreational facilities
	Air pollution	Average daily density of fine particulate matter in micrograms per cubic meter
	Community water safety	Increase the percentage of the population being serve by community water systems with no maximum contaminate level violations
	Access to public transportation	Transit Connectivity Index (0-100) the number of bus routes and train stations within walking distance for households in a given neighborhood, scaled by the frequency of service
	Asthma-related ED visits for children	Rate of North Carolina hospital discharges with a primary diagnosis of asthma per 100,000, ages 0 to 14

Discuss and identify your top 3 as a table.



Health Outcomes

On your own: Place an "X" next to the 3 TOP INDICATORS from this list.

Place 'X' Top 3	Indicator	Definition
	Infant mortality	Number of all infant deaths (within 1 year), per 1,000 live births
	Low birth weight	Percent of babies born with birth weight <2,500 grams
	Life expectancy	Life expectancy (years) at birth - average
	Poor or fair health	Percentage of adults reporting fair or poor health (age-adjusted)
	Frequent mental distress	Percentage of adults reporting 14 or more days of poor mental health per month
	HIV prevalence	Number of persons aged 13 years and older living with a diagnosis of human immunodeficiency virus (HIV) infection per 100,000 population
	All cancer mortality	Deaths from all cancers per 100,000 population
	Diabetes prevalence	Percentage of adults who reported being told by a health professional that they have diabetes (excludes prediabetes and gestational diabetes)
	Adult obesity	Percentage of adults that report a BMI of 30 or more
	Children - Overweight or Obese	Children ages 10-17 who are overweight or obese

Discuss and identify your top 3 as a table.



Questions



Next Meeting **Cabarrus County Profile**

October 17, 2019
12:30-2:00pm

Change in Location
Kannapolis Train Station
201 S. Main St Kannapolis, NC