

# 2020 SOTCH Scorecard - 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 **May 28th, 2021** in order to meet the requirements for the 2020 Rutherford County State of the County Health Report.

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:

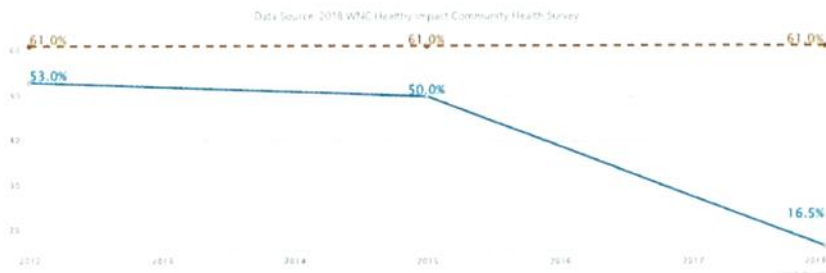
- Develop and communicate shared vision
- Define clear measures of progress
- Share data internally or with partners
- Simplify the way you collect, monitor and report data on your results

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

- [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
Y	Active Living	Percentage of Adults Getting the Recommended Amount of Physical Activity.	2018	16.5%	↓ 2	-69%	↓



2015	50.0%	↘ 1	-6% ↓
2012	53.0%	→ 0	0% →

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



2018	30.1%	↗ 2	45% ↑
2015	23.5%	↗ 1	13% ↑
2012	20.8%	→ 0	0% →

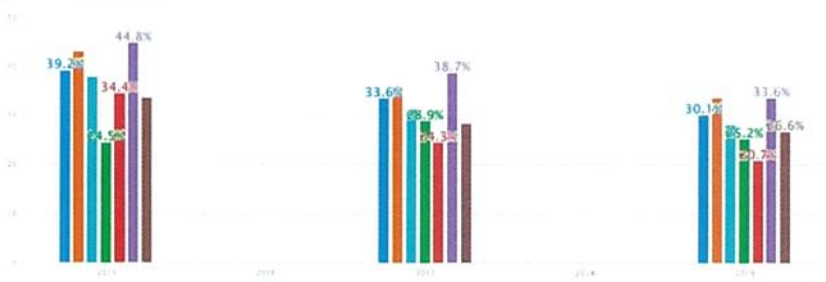
#### Active Living Prevalence of Child Obesity and Overweight

Data Source: Retrieved July 9, 2017, from Eat Smart Move More, Data on Children and Youth website: [com/Data/ChildAndYouthData.html](http://com/Data/ChildAndYouthData.html)



2015	28.6%	→ 0	0% →
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#### FHII-NC HNC2030 Youth Sugar-Sweetened Beverages (SSBs) Total



2019	30.1%	↘ 2	-23% ↓
2017	33.6%	↘ 1	-14% ↓
2015	39.2%	→ 0	0% →

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

What Is It?

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

### 2020 Updates:

- Due to the Stay-at-Home order that took effect in March 2020, social media was heavily utilized to disseminate information promoting the health benefits of physical activity for our general health, but also to help reduce the risk of poor COVID-19 outcomes.
- In April 2020, the Community Health Council of Rutherford County launched a messaging campaign, including yard signs, that promoted safe use of the walking trails amid the closure of physical fitness centers. The signs made mention of maintaining social distancing, using hand sanitizer, and other precautions.
- Some, but not all traffic count equipment was installed along the trail. By June 2020 there was a counter at mile 2.5, 7(Spindale), and 11 (Forest City). Based on the information from the traffic counters, the following is the traffic count from April 1, 2020 - December 31, 2020. Please keep in mind that the Forest City (mile 11) counter was not live until June 12, 2020.

#### Mile 2.5

Total: 32,037 - bikes: 17,779; pedestrians: 14,258

#### Mile 7 - Spindale

Total: 48,938 - bikes: 21,571; pedestrians: 21,367

#### Mile 11 - Forest City

Total: 37,759 - bikes: 21,515; pedestrians: 16,244



- In May of 2020, RHI Legacy Foundation granted funds to the Rutherford County Sheriff's office for the purchase of two (2) bicycles to help officers patrol the Thermal Belt Rail Trail. Having officers on-site helped people feel safe and encouraged more people of all ages to enjoy the trail and increase their physical activity. Additionally, it helped deter littering and vandalism. There are plans to also install first aid and bike repair stations along the trail.
- In September 2020, a Rail Trail Ambassador program was launched. With this program, volunteers who regularly walk, bike or run on the trail would interact with users to discover user wants and/or needs, help them understand user protocols, routes, parking, local guidelines and report maintenance issues with the end goal of helping to support a positive experience and encourage trail safety.
- Rutherford Outdoor Coalition hosted a Rail Trail Cleanup event in October of 2020 with the help of volunteers.

#### 2019 Updates:

- A grand opening celebration was held on October 19, 2019 to from 9 a.m. until 3 p.m. to officially let the community know of the completion of the Thermal Belt Rail Trail and encourage individuals and families to get out and enjoy the trail. Many agencies participated and gave out free refillable water bottles, stickers and other giveaways.
- Traffic count equipment have not been installed yet.
- A list of trails, greenways and outdoor recreational spaces is still being compiled.
- Christine Scarpelli from WSPA news station was invited to Rutherford County and did a story on the Thermal Belt Rail Trail. It can be seen at the following link: <https://www.wspa.com/news/new-rail-trail-spanning-several-cities-opens-in-western-nc/>
- The Active Living Committee worked with a professional videographer, Dustin's Way Collective, and a video of the Thermal Belt Rail Trail was created and includes drone footage. It can be viewed at the following link: <http://www.healthcouncilrc.com/news/thermal-belt-rail-trail>

PM	Active Living	Percentage of increase in trail utilization	—	—	—	—
PM	Active Living	Percentage of people who are getting more physical activity (no current data)	—	—	—	—
PM	Active Living	Percentage of community members reached by the community-wide messaging campaign (no current data)	—	—	—	—
P	Active Living	Support community efforts to build active living communities by helping to coordinate at least one event that encourages walking/biking to school per year.	Most Recent Period	Current Actual Value	Current Trend	Baseline % Change

## 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 NC!, 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.

## Updates

### 2020 Updates:

- The Stay-at-Home order that took effect in March 2020 caused the schools to shut down for a couple of weeks and students were then moved to remote learning for the remainder of the 2019-2020 school year. The 2020-2021 school year began under remote learning instruction and some were later on given the option for a hybrid plan. With many employers asking their employees to work remotely and with the dramatic increase of positive Covid cases in Rutherford County, a walk or bike to school day was not made possible in 2020.
- Safe Kids Rutherford County continues to protect our children by providing helmets to our third graders and has done so for more than seventeen years. In early 2020 this program, with the help of volunteers, fitted hundreds of children with free helmets accross many schools in the district.

### 2019 Updates:

- The NC Safe Routes to School grant was awarded to Rutherford County in the amount of \$300,000 for three years (\$100,000 per year).
- A Program Coordinator for the Safe Routes to School grant, Jerry Stensland, was hired in January 2020. Jerry has already began to have conversations with school administrators to talk about the grant and guage their interest in working together to help students engage in more active lifestyles. Some activities include walk/bike to school day, walking clubs, biking clubs, bike rodeos etc.
- Chris Burley, with Safe Kids of Rutherford County, and many other volunteers have gone into all 3rd-grade classes in public, private and charter schools to fit students with a bicycle helmet during the month of February 2020. Approximately 15,000 kids have been fitted for a helmet over a 17-year period and have been shown how to protect their heads and their brains to prevent brain injuries.
- Christine Scarpelli from WSPA news station was intived to Rutherford County and did a story on the Safe Kids of Rutherford County and bicycle safety. It can be seen at the following link: <https://www.wspa.com/news/safe-kids-rutherford-county-talks-bike-safety-using-new-rail-trail/>

PM	Active Living	Number of students who participated in Walk/Bike to School Day (no current data)	—	—	—	—
PM	Active Living	Number of kids who participated in the other projects (Let's Go NC!, Bike Rodeo, Helmet fittings, etc.)	2020	733	↗ 1	-7% ↘
PM	Active Living	Number of schools who participated in Walk/Bike to School Day (no current data)	—	—	—	—
PM	Active Living	Number of classrooms who used the trails for other usage (i.e. field trips, school pictures, etc.) - (no current data)	—	—	—	—

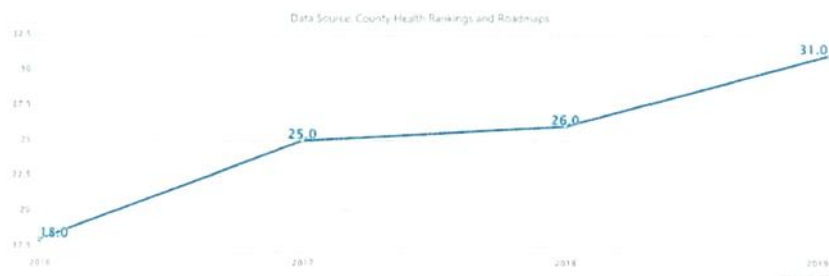
## Substance Abuse Treatment and Recovery - Long Term CHIP

R	Substance Use	People in Rutherford County are resilient and connected to care.	Most Recent Period	Current Actual Value	Current Trend	Baseline % Change
I	Substance Use	Percentage of Adults Who Used Opiates/Opioids in the Past Year, With or Without a Prescription	2018	26.7	→ 0	0% →



### Substance Use Rate of Drug Overdose Deaths

2019	31.0	↗ 3	72% ↑
2018	26.0	↗ 2	44% ↑
2017	25.0	↗ 1	39% ↑
2016	18.0	→ 0	0% →



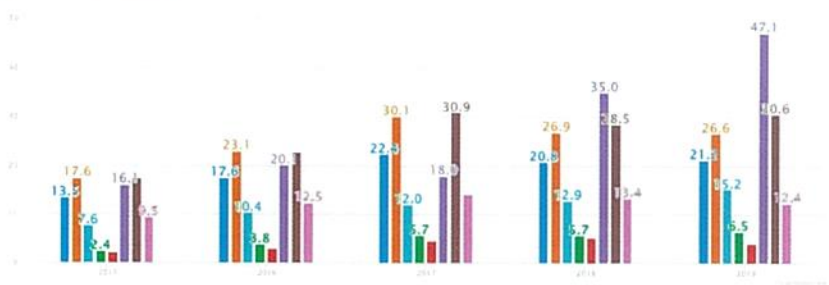
### Substance Use Percentage of Adults Whose Life Has Been Negatively Affected by Substance Abuse (by Self or Someone Else)

2018	54.8	→ 0	0% →
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### FHLI-NC HNC2030 Drug Poisoning Deaths Total

2019	21.2	↗ 1	57% ↑
2018	20.8	↘ 1	54% ↑
2017	22.4	↗ 2	66% ↑
2016	17.6	↗ 1	30% ↑
2015	13.5	→ 0	0% →



### P Substance Use Combat stigma against seeking help for substance abuse.

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

## Updates

### 2020 Updates:

- Regional resource cards for substance use related assistance were printed. These were made available at the Health Department and displayed in other public community bulletin boards such as the post office and laundromat.
- A Workforce Wellness Director, Karen Davis, was newly hired by Isothermal Planning and Development Commission.
- Covid restrictions did not freely allow collaboration among worksites and the Workforce Wellness Director. It was not possible for the Workforce Wellness Director to effectively implement a health assessment or identify needs and gaps due to the stay-at-home order and other precautions in place to slow the spread of Covid-19.

### 2019 Updates:

- New staff was recently hired by Isothermal Planning and Development Commission, including Sarah Kopkin and Nick Byrd, who serve as Project Managers in the Economic and Community Development division. However, there is currently not any workforce wellness activity happening in Rutherford County due to capacity. We will revisit this in the near future.

PM	Substance Use	Number of employees who report confidence and ability to access substance abuse help because of the Workforce Wellness program (no current data)	—	—	—	—
PM	Substance Use	Number of work-sites participating in the Workforce Wellness program (no current data)	—	—	—	—
PM	Substance Use	Number of employees participating in the Workforce Wellness program (no current data)	—	—	—	—
P	Substance Use	Implement evidence-based healthful living curricula in schools.	Most Recent 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.

## Updates

### 2020 Updates:

- The Stay-at-Home order that took effect in March 2020 caused the schools to shut down for a couple of weeks and students were then moved to remote learning for the remainder of the 2019-2020 school year. The 2020-2021 school year began under remote learning instruction and some were later on given the option for a hybrid plan. Extracurricular learning was placed on hold as it was imperative to utilize the limited class time for instruction of state-mandated lessons.
- In Octooer 2020, the Healthy Communities Coordinator of the Foothills Health District and RHA Prevention Services staff underwent training to be able to teach the CATCH My Breath curriculum in the classrooms once COVID restrictions eased and students and teachers were afforded more time for extracurricular learning.

### 2019 Updates:

- The I CAN Ambassador training through Levine Cancer Institute was held in February 2020; However, only one person from Rutherford County was trained. Levine Cancer Institue is still attempting to recruit other individuals to become trained in the curriculum.
- Second Step, a social emotional learning evidence-based program, is being taught to 6th, 7th, and 8th graders at two Middle Schools in the county by RHA Health Services.

PM	Substance Use	Percentage of teachers reporting a change in their students' perception of substance abuse (no current data)	—	—	—	—
PM	Substance Use	Number of students participating in a healthful living curriculum (no current data)	—	—	—	—
PM	Substance Use	Number of schools that implemented a healthful living curriculum (no current data)	—	—	—	—

## New and Emerging Issues and Initiatives

R	Monitor New and Emerging Issues	Most Recent Period	Current Actual Value	Current Trend	Baseline % Change
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## Notes

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

- There is an increased problem with littering idetified in the County. A committee, Keeping Rutherford County Beautiful, has come together to try to find solutions to the problem.
- Health Department staff, emergency responders and other healthcare providers were kept on high alert due to the widespread Coronavirus (COVID- 19) cases. As of 05/24/2021, there have been over 7,400 confirmed cases of COVID-19 in Rutherford County and 213 deaths.
- The Stay-at-Home order, quarantine requirements, isolation and grief negatively impacted (anecdotal information) community members' mental health. Community members mentioned increased depression, stress, and anxiety each contributing to poor Covid-19 outcomes.

R	Keep Track of New Initiatives and Community Changes	Most Recent Period	Current Actual Value	Current Trend	Baseline % Change
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## Notes

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



- In September 2020, Rutherford Regional Health System (RRHS) resumed regular delivery and obstetrical services with the reopening of The Birth Place and the arrival of two new obstetrician-gynecologists (OB-GYNs) to its medical staff. RRHS hosted a community open house and meet and greet with the new physicians David Billue, MD FACOG and Susan Lee, MD on Wednesday, August 26, 2020.
  - Kiwanis Park in Rutherfordton underwent construction and will serve as a recreational space for families. It also supports downtown revitalization efforts. The park is planned to connect with the Purple Martin Greenway and will also include a dog park. As of October 2020, although unable to meet their original deadline due to construction delays caused by the Covid shutdowns, great progress was being made.
  - In 2019, a NC Safe Routes to School grant was awarded in the amount of \$300,000 to implement the Safe Routes to School Program in Rutherford County. Following the award, in early 2020, a Safe Routes to School Coordinator was successfully hired.
-