

Cleveland County 2007: A Community Assessment



What Makes a Healthy Community?

The United Way of Cleveland County is proud of its half-century tradition of collaboration and working toward improving the community for the benefit of all who live and work in Cleveland County.



This document is the latest in a series of community assessments designed to gauge the state of the human condition in Cleveland County. It is based on data gathered from various sources and on the perceptions of citizens collected through a dual survey process.

The United Way is pleased to have partnered with other community organizations to organize and publish this community assessment. We believe that it presents a timely picture of our community from community members and key informants. This document contains much information that is positive and strong about our community as well as data that suggests things in need of improvement. It is intended to serve as a tool to stimulate our thinking so that programs and services are focused on improving the lives of residents of Cleveland County.

William G. Hooker, CEO
United Way of Cleveland County



I presently serve as your county's Public Health Director and also have the honor to serve as Chair of the Alliance for Health, a certified Healthy Carolinians partnership. The 2007 Community Assessment is a collaborative effort by many partners in our county. The question, "**What Makes A Healthy Community?**" is a challenging questions we attempt to address each time we do a community assessment. Is health defined by morbidity and mortality? I would say NO to that question. A healthy community includes literacy, jobs, reduced crime, reduced drug use, healthy relationships, spirituality, programs for youth and the elderly, recreation, economic growth and preventing diseases and early death. I am sure there are many other components that can help to define a healthy community. The 2007 Community Assessment looks at the perceived community and household challenges and issues that we face. In addition, it also addresses our assets. I believe a great starting point for assessing our community needs is to first look at our strengths and I commend the Steering Committee for asking our citizens what they perceive our strengths to be in Cleveland County.

As your Public Health Director, our department is consistently working everyday on our mission: To assure, enhance and protect the health of all citizens through education, prevention and protection. Serving as Chair of the Alliance I have observed first hand what we can accomplish when we work together. I am confident as **we** review this report and **we** decide to work on our challenges, our success will depend on our focus on the **solutions**. Please do not hesitate to contact me if you have questions, concerns or ideas.

Denese R. Stallings
Health Director and Chair, Alliance for Health



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COLLABORATING PARTNERS

Alliance for Health in Cleveland County, Inc.
Children’s Homes of Cleveland County
Cleveland County Department of Social Services
Cleveland County HealthCare System
Cleveland County Health Department
Cleveland County Partnership for Children
Pathways Local Management Entity
United Way of Cleveland County, Inc.

EXECUTIVE SUMMARY

The 2007 Community Assessment is the sixth comprehensive assessment of community issues led by a consortium of agencies and programs in Cleveland County. The COMPASS II format, developed by United Way of America and the Gannett Foundation, was again used to collect information about Cleveland County in a format that would allow comparison to previous assessments.

COMMUNITY SURVEY

Results from a survey of 276 community respondents revealed the following broad community issues as the most important:

- Use of illegal substances
- Gun-related violence
- Property crimes
- Roadside litter
- Presence of gangs and gang activity

The least important community issues are:

- Availability of water and sewer service
- After school and summer programs for youth
- Services for senior adults
- County-wide leash law for animals
- Exposure to secondhand smoke at home

Respondents were also asked to rank the issues and challenges specifically affecting themselves or members of their households in the past twelve months. The following issues were identified as most important for the community respondents:

- Experiencing problems with overweight/obesity
- Being able to make ends meet financially
- Having enough money for food, clothing shelter
- Obtaining medical insurance
- Having enough money to buy prescription drugs

The least important issues for responding households are:

- Finding services for a physically disabled family member
- Experiencing homelessness
- Experiencing problems with STDs, HIV or AIDS
- Being exposed to toxic chemicals or substances at work
- Being exposed to toxic chemicals or substances in my neighborhood

KEY INFORMANT SURVEY

Four hundred sixty-five individuals in the community were identified by members of the Steering Committee as being “key informants” and were mailed surveys for completion. These individuals are elected officials, members of publicly appointed boards and commissions, members of non-profit agency boards and members of program advisory councils. 135 surveys were returned and the data was analyzed to determine rankings on community issues.

The five top community issues for key informants are:

- School dropouts
- Use of illegal substances
- Gun-related violence
- Property crimes
- Teen pregnancy

The five least important community issues for key informants are:

- Services for senior adults
- Services for disabled persons
- County-wide leash law for animals
- Exposure to secondhand smoke at work/play
- Exposure to secondhand smoke at home

COMMUNITY ASSETS

Community assets are positive features that explain why we choose to live in Cleveland County. In both the Community Survey and the Key Informant Survey, respondents were asked to rate thirty features identified as assets in Cleveland County. The results are presented in chart format in this document showing the percentages of responses as very poor, poor, good, very good and don't know. These assets are presented in the order they appeared on the surveys. No attempt has been made to rank one asset over another. The information is presented for the reader to review and determine a personal perspective.

CONCLUSION

Information presented in this document is intended to identify perceived community and household issues and to compare these perceived issues with secondary data from a variety of sources. The document is intended to be a resource to those individuals responsible for strategic planning for organizations, agencies and programs in Cleveland County in order to improve the quality of life for all residents.

RATIONALE FOR COMMUNITY ASSESSMENT

Cleveland County has a tradition of planning for health and human service needs based upon data collected within the county and compared to regional and state data. The first comprehensive Needs Assessment was conducted by United Way of Cleveland County in 1985 with county residents responding to a mailed survey. Ten health and human service needs were identified for further study led by the United Way's Community Planning Department. The data collected in this first assessment resulted in the development of new programs and services as well as the expansion of existing programs. New funding for identified community needs was identified through the assessment process. Results were also used to promote the efficient allocation of local resources for program support. Additional assessments were conducted in 1989, 1993, 1999 and 2002 to extend the reliance on data to make decisions on the allocation of resources for program support as well as to develop responses to new identified needs.

The current Community Assessment has been undertaken in response to a number of requirements imposed upon the collaborating sponsors of the assessment. United Way of Cleveland County, Inc. must complete community assessments to remain in good standing with its parent organization United Way of America as well as to support local volunteers in making effective funding decisions for local programs. The Cleveland County Health Department and the Alliance for Health in Cleveland County, Inc. (the county's certified Healthy Carolinians partnership) must complete a community assessment on a four-year cycle in order to receive/maintain accreditation by state agencies. Data collected in the assessment process supports decisions made by the Cleveland County HealthCare System, the Cleveland County Department of Social Services, the Cleveland County Partnership for Children and the Children's Homes of Cleveland County in maintaining and expanding existing services as well as to evaluate the potential for new programs.

As was highlighted in the Cleveland County 2002: Implications for Promoting Health, Growth and Development, readers of this report must be aware of several factors in reviewing and using this data. First, both the Community Survey and the Key Informant Survey measure the perceptions of the respondents – the way the individual felt about a community asset, a community issue or a household issue on a given day as it related to their personal situations. These perceptions must be combined with data from secondary sources to reveal a complete picture of an issue or situation within the county. On occasion, the community perception and the data from secondary sources are very different, requiring the reader to collect more research before making decisions. Second, because the community and household issues are reported in rank order, it is tempting for a reader to focus on the “top ten” issues and assume that other issues are being addressed elsewhere or have little/no value to the current community profile. Information from this assessment should be combined with individual agency/program information as well as knowledge of the current county profile in order to make well-informed decisions about the effectiveness of any individual program or service.

METHODOLOGY

To oversee the current assessment process, a Steering Committee was selected from individuals across the county who had expertise in survey development and data collection. The Steering Committee was composed of the following individuals:

Irwin M. Allen, Director of Environmental Health Services, Cleveland County Health Department

Eddie Bailes, Assistant County Manager, County of Cleveland

Jo Boggs, Chair, Cleveland County Board of Commissioners

Captain Mark Brooks, Shelby Police Department

Gregory Christo, RPO Coordinator, Isothermal Planning & Development Commission

Margie Christopher, Executive Director, Children's Homes of Cleveland County

Nelson Connor, Customer Service, Pathways Local Management Entity

Cameron Corder, CEO, Cleveland County Family YMCA

Lillian Corprew, Health Education, Health Disparities Initiative – Kingstown Office

Sheri DeShazo, CEO, Kings Mountain Hospital

Karma Edwards, Health Education/Health Promotion Director and Fit Together Coordinator, Cleveland County Health Department

Sheriff Raymond Hamrick, Cleveland County Sheriff

Tom Hassell, Retired CEO, United Way of Cleveland County

James H. Hines, Jr., Community Health Services Director, Cleveland County Health Department

Tripp Hord, Planning Office, City of Kings Mountain

Richard Hooker, Executive Director, Cleveland County Business Development Center

William Hooker, CEO, United Way of Cleveland County

Paulette Horne, Executive Director, Neal Senior Center, Shelby

Jan Huffman, Accreditation Coordinator, Cleveland County Health Department

Dotty Leatherwood, Vice-President, Cleveland County HealthCare System

Bill McCarter, Planning Director, County of Cleveland

Bill McCullough, Director of Student Services, Cleveland County Schools

Shara McGee, Coordinator, Health Disparities Initiative, Cleveland County Health Department

Robert Miller, Chair, Minority Health Council

Rev. Charles Reed, Greater Cleveland County Baptist Association

Cathy R. Taylor, Executive Director, Cleveland County Partnership for Children

Rev. William Thompson, St. Peter Baptist Church, Grover

Monty Thornburg, Executive Director, Patrick Senior Center, Kings Mountain

Dr. L. Steve Thornburg, President, Cleveland Community College

Greg Traywick, Director, NC Cooperative Extension Service

Paula Vess, Director, Spirit of Women Program, Cleveland Regional Medical Center

John Wasson, Director, Cleveland County Department of Social Services

Phil Weathers, Cleveland County Schools

Kay Yarboro, Children's Developmental Services Agency

Staff assistance for the assessment was provided by Anne Short, Executive Director of the Alliance for Health in Cleveland County, Inc.

The Steering Committee began its work in 2006 by reviewing the process used in the 2002 Community Assessment. The 2002 Assessment was composed of a telephone survey, a key informant survey and the collection of existing information relating to health status, social, crime, school and other data from local, state and federal sources. KPC Research, a subsidiary of Knight Publishing Company, conducted the telephone survey during which respondents were asked to respond to “community” (broadly defined issues affecting all of Cleveland County) and “household” issues (those issues directly affecting the respondent or a member of the household in the previous twelve months). The survey addressed to key informants in the community asked them to respond to the identical set of community issues as well as a series of questions about leadership in the county. Both surveys followed a format developed by COMPASS II, a survey software package developed by United Way of America. Earlier assessments had used the COMPASS package and it was selected again for comparison purposes.

The Steering Committee agreed to use a similar format for the current assessment and began to work on updating the community and key informant surveys. A major obstacle occurred when The Charlotte Observer was sold and KPC Research was no longer available for general survey purposes. The Steering Committee then agreed to use a software package developed by Parker-Lowe Company and continued to work on the survey documents. Another obstacle was encountered when the proposed software was unable to provide the comprehensive analysis required for the assessment. The Steering Committee agreed to purchase the newest version of the COMPASS software and the Alliance for Health agreed to load the software and perform the data analysis required for the assessment. An extension to the original December 1, 2007, deadline for the publication of the Community Assessment was submitted to the NC Office of Health Education/Healthy Carolinians and was approved by that entity.

The 2007 Assessment is composed of a community-based survey, a key informant survey and collection of data from secondary sources such as the US Census and the North Carolina Center for Health Statistics. The Steering Committee, in response to criticism of previous surveys, include in both the community and the key informant survey a section on community assets in an effort to measure perception about the factors that make Cleveland County a good place to live. The committee struggled with the task of identifying an array of assets and settled on thirty different items. The results of both the Community Survey and the Key Informant Survey regarding assets are presented in this document in the order they appeared in the surveys. No attempt has been made to rank one asset above another; readers are encouraged to review the listing and determine for themselves their responses to this list of assets.

The Community Survey is composed of the asset rankings, a series of “community” issues (defined as factors affecting all of Cleveland County) and a series of “household” issues (defined as issues directly affecting the respondent or a member of the household in the previous twelve months). A set of demographic questions is included to profile the respondents in this survey. The survey was conducted on-site at Cleveland Mall in Shelby, North Carolina on January 14, 2008 during the registration period for Activate Cleveland County, a year-long health and wellness program for residents of the county. The survey was available for

completion by potential participants in the program as well as by shoppers who were at Cleveland Mall on that day. The Community Survey was also posted on the website for the Cleveland County Health Department. Fifteen individuals responded to the survey through this medium. A total of two hundred seventy-six individuals (276) completed the Community Survey.

The Key Informant Survey is composed of the asset rankings, the identical set of “community” issues and a set of demographic questions to profile the participants. Additionally, key informants were encouraged to comment on assets, community issues, challenges, and suggestions for improved allocation of resources. Four hundred sixty-five surveys were mailed to a list of key informants compiled through the work of the Steering Committee. Participants included elected officials, members of publicly appointed boards and commissions, members of non-profit agency boards and members of advisory councils for specific programs in the community. Participants were drawn from locations throughout the county and approximately 25% of the surveys mailed went to minority members of the community. Nine surveys were returned as undeliverable. One hundred thirty-five (135) surveys were returned by the deadline for submission reflecting a 29.6% response rate. Twenty-two (22) surveys were received after the deadline for submission; the results from these surveys are not included in the data presented in this report.

Publication of the 2007 Community Assessment is set for Wednesday, February 20, 2008 at the Partners Meeting of the Alliance for Health in Cleveland County. The document will be distributed publicly in hard copy as well as an electronic version to those attending this event, partners of the Alliance for Health, elected officials, public libraries in the county and local media. The document will also be accessible to the public through the Cleveland County Health Department website at www.clevelandcounty.com/public/health.

Work will not cease with the publication of the document. Steering Committee members will organize and conduct a minimum of eight focus groups throughout the county during the remainder of 2008 to receive specific feedback to the community and household issue questions posed in the assessment surveys. These focus groups will be facilitated by trained staff members from the Health Education/Health Promotion Unit of the Cleveland County Health Department using the following questions:

1. What do you consider to be community assets – those things that make Cleveland County a good place to live?
2. Describe the things that you consider to be community issues – those things that need to be addressed by someone or some organization in Cleveland County. Please indicate what/who should address these issues.
3. Describe some of the issues faced by individuals in your own household over the past twelve months – things that have made you or your family members feel frustrated about your ability to handle/resolve the issues?
4. If you are accessing health care services presently, what are some of the things that help you do so successfully?
5. If you are accessing health care services presently, what are some of the barriers that prevent or limit your ability to get the care that you need?

6. In what ways do you receive information about community issues or health needs?
7. Describe community leadership in Cleveland County. How does leadership impact our ability to resolve issues in the county?

Upon completion of the focus groups, the information will be compiled and presented as an update at the first 2009 partners meeting of the Alliance for Health as well as being posted on the Cleveland County Health Department's website.

COMMUNITY SURVEY

A survey of community respondents was an integral part of the 2007 Community Assessment. This follows a practice established during the 2002 Needs Assessment process in the county. Members of the Community Assessment Committee used the 2002 survey to create a more up-to-date document for use in 2007.

For this Community Assessment, Steering Committee members agreed to conduct the survey at a large community event – registration for the Activate Cleveland County program sponsored collaboratively by the Cleveland County Family YMCA, Cleveland County HealthCare System, Cleveland County Health Department, Alliance for Health in Cleveland County, Inc., Cleveland Community College, Gardner-Webb University and the Shelby Star. This program is a free healthy living program offered by Cleveland County’s leaders in health care, wellness and education. Registration for this year-long program was held on Monday, January 14, 2008 from 12:30 p.m. until 7:30 p.m. at Cleveland Mall in Shelby, North Carolina. The Community Survey was also posted on the website of the Cleveland County Health Department. Individuals who came to this event as well as individuals who were shopping at Cleveland Mall on that day were invited to complete the community survey on site. Respondents were offered the opportunity to register for three gas card to be given away upon completion of the survey. Members of the Steering Committee manned the site for the surveys and provided explanations when necessary.

An additional fifteen surveys (15) were received from community respondents who completed the survey through the Internet posting. A total of two hundred seventy-six (276) responses were received and tabulated for the Community Survey results.

DEMOGRAPHICS OF COMMUNITY RESPONDENTS

The following zip codes were represented in the responses to the Community Survey:

Zip Code	Number	Percentage
28017	7	3%
28020	3	1%
28021	8	3%
28038	3	1%
28042	4	1%
28073	4	1%
28086	31	11%
28089	1	1%
28090	12	4%
28114	7	3%
28136	1	1%
28150	103	37%
28151	7	3%
28152	64	23%
28169	3	1%
Refused	18	6%
TOTAL	276	100%

The following age ranges were represented in the responses to the Community Survey:

Age Range	Number	Percentage
18 – 24	10	3%
25 – 34	30	11%
35 – 44	71	26%
45 – 54	71	26%
55 – 64	56	20%
65 – 74	33	12%
75+	2	1%
Refused	3	1%
TOTAL	276	100%

Fifty-three (53) respondents identified themselves as male representing 19% of the total respondents. Two hundred twenty-one (221) respondents identified themselves as female representing 80% of the total respondents. Two (2) individuals did not identify any gender representing 1% of the total respondents.

The following distinctions of marital status were represented in the responses to the Community Survey:

Category	Number	Percentage
Married	152	55%
Separated	9	3%
Divorced	34	13%
Widowed	11	4%
Never Married – with partner	9	3%
Never Married – no partner	22	8%
Refused	39	14%
TOTAL	276	100%

The following distinctions of race were represented in the responses to the Community Survey:

Category	Number	Percentage
American Indian / Alaskan Native	3	1%
White	204	74%
Asian	1	1%
Black/African-American	59	21%
Multi-Racial	1	1%
Refused	8	3%
TOTAL	276	100%

Eight individuals reported themselves as being Hispanic/Latino in origin, representing 3% of the total population of respondents.

The following educational categories were represented in the responses to the Community Survey, based on highest grade in school completed:

Level Attained	Number	Percentage
Less than 9 th grade	1	1%
9 th – 12 th grade	59	21%
GED	12	4%
Some college, no degree	63	14%
Associate Degree	38	14%
Bachelor Degree	66	24%
Advanced Degree	31	11%
Refused	6	2%
TOTAL	276	100%

One hundred forty-seven (147) or 53% of the respondents indicated that they were employed in Cleveland County. One hundred eighteen (118) or 43% of the respondents indicated that neither they nor anyone in their households were employed in Cleveland County. Eleven (11) or 4% of the respondents refused an answer.

Twenty (20) or 7% of the respondents indicated that they or someone in their households received some form of public assistance. Two hundred forty-five (245) or 89% indicated that they did not receive any form of public assistance. Eleven (11) or 4% of the respondents refused an answer.

Respondents to the Community Survey were also asked how long they have lived in Cleveland County with the following results:

Length of Stay	Number	Percentage
Less than 3 years	22	8%
Three to 5 years	4	1%
Six to 10 years	18	7%
More than 10 years	226	82%
Refused	6	2%
TOTAL	276	100%

Respondents to the Community Survey were also asked to indicate the income range for their household counting income from all sources (including earnings from jobs, unemployment insurance, pensions, public assistance, child support, etc.) and counting the income from everyone residing in the household with the following results:

Range	Number	Percentage
Less than \$10,000	17	6%
\$10,000 - \$15,000	12	4%
\$15,000 - \$25,000	24	9%
\$25,000 - \$35,000	47	17%
\$35,000 - \$50,000	39	14%
\$50,000 - \$75,000	57	21%
\$75,000 - \$100,000	42	15%
\$100,000 - \$150,000	17	6%
\$150,000 - \$200,000	2	1%
\$200,000 or more	0	0%
Refused	19	7%
TOTAL	276	100%

ASSETS

Community assets are positive features that explain why we choose to live in Cleveland County. Community respondents were asked to rate each of the following features as it applies to Cleveland County. The results are presented in chart format, showing the percentages of the 276 responses under each category. The assets are presented in the order they appeared on the survey; no attempt has been made to rank one asset or another as a priority. The information is presented for the reader to review and determine his own perspective. Asset ranking was included in this Community Assessment because previous documents were criticized as only identifying problems or negative features of the county.

Community Assets N=276	Very Poor	Poor	Good	Very Good	Don't Know
1. Quality of preschool-12 public education	1%	4%	53%	32%	14%
2. Place to raise a family	1%	2%	48%	48%	1%
3. Recreational opportunities for families	1%	19%	52%	24%	4%
4. Recreational opportunities for youth	4%	26%	43%	22%	5%
5. Recreational opportunities for older adults	2%	17%	53%	19%	9%
6. Cultural opportunities – music, art, theater	3%	28%	50%	12%	7%
7. Affordable housing	3%	21%	60%	11%	6%
8. Open spaces – greenways, parks, trails	3%	21%	54%	20%	6%
9. Affordable quality child care	3%	8%	52%	12%	27%
10. Personal and family safety	1%	6%	73%	17%	3%
11. Opportunity to develop job skills	1%	22%	55%	14%	8%
12. Water quality	1%	8%	70%	17%	4%
13. Air quality	1%	6%	73%	17%	3%
14. Opportunities for college and vocational training	1%	3%	58%	32%	6%
15. Economic development initiatives	1%	18%	54%	9%	18%
16. Effective community leadership	0%	12%	67%	13%	8%
17. Strong volunteer base	1%	5%	62%	22%	10%
18. Network of healthcare providers	1%	7%	64%	25%	3%
19. System of mental health services	9%	12%	43%	15%	21%
20. Hospitals and other medical facilities	1%	4%	65%	27%	3%
21. Services and programs for older adults	1%	8%	57%	22%	12%
22. Place to retire	2%	12%	56%	21%	9%
23. Public health services	1%	4%	63%	20%	12%
24. Positive relations among racial and ethnic groups	3%	17%	64%	8%	8%
25. Churches and other religious organizations	1%	1%	50%	47%	1%
26. Services for dealing with dying; hospice	0%	5%	39%	47%	9%

27. Employment opportunities	8%	41%	40%	7%	4%
28. Shopping opportunities	6%	47%	36%	9%	2%
29. Travel and tourism opportunities	4%	41%	39%	8%	8%
30. Strong agricultural base in county	1%	14%	56%	16%	13%

COMMUNITY ISSUES

Community respondents were asked a series of community issues questions. Two hundred seventy-six (276) respondents identified issues as major, moderate, minor, not an issue or “don’t know”. The results are presented in table format with the issues receiving the highest responses in the major and moderate categories combined listed in descending order. The combination of major and moderate categories has been used in previous assessments and was repeated for consistency in comparisons.

The top five community issues for community respondents are use of illegal substances, gun-related violence, property crimes, roadside litter and presence of gangs and gang activity. In the 2002 Needs Assessment the top five community issues for community respondents were lack of jobs, unemployment, lack of affordable medical care, underemployment and roadside litter.

The bottom five issues for community respondents are availability of water and sewer service, after school and summer programs for youth, services for senior adults, county-wide leash law for animals and exposure to secondhand smoke at home. In the 2002 Needs Assessment the five least important community issues for community respondents were unsafe schools, water pollution, overcrowded housing, noise pollution and gangs.

Community Issue N=276	Major Issue	Moderate Issue	Minor Issue	Not Issue	Don't Know
1. Use of illegal substances	60%	24%	4%	1%	11%
2. Gun-related violence	50%	28%	9%	3%	10%
3. Property crimes	45%	32%	8%	1%	14%
4. Roadside litter	44%	32%	17%	2%	5%
5. Presence of gangs and gang activity	46%	29%	11%	2%	12%
6. Alcohol abuse	45%	30%	7%	2%	16%
7. Teen pregnancy	48%	26%	11%	2%	13%
8. Prescription drug abuse	41%	31%	9%	3%	16%
9. Domestic violence	42%	29%	9%	4%	16%
10. Child abuse and neglect	42%	28%	11%	5%	14%
11. School drop-outs	40%	29%	10%	8%	13%
12. High rate of foreclosures	40%	29%	9%	3%	19%
13. Literacy – ability to read and write	33%	35%	17%	4%	11%
14. Treatment services for substance abuse	39%	26%	13%	3%	19%
15. Abuse and neglect of older adults	38%	26%	18%	1%	17%
16. Access to specialty medical care	25%	37%	17%	13%	8%
17. Access to basic medical care	27%	34%	16%	18%	5%
18. Disparities in educational achievement	22%	39%	15%	7%	15%
19. Treatment services for mental health issues	33%	27%	14%	5%	21%

20. Access to transportation services	25%	35%	2%	7%	12%
21. School suspensions	32%	26%	12%	7%	23%
22. Availability of affordable housing	24%	33%	18%	16%	9%
23. Support for college & vocational enrollment	24%	30%	16%	14%	16%
24. Disparities in accessing health care	21%	33%	15%	11%	20%
25. Services for disabled persons	23%	30%	18%	11%	18%
26. County-wide recreational opportunities	18%	34%	22%	15%	11%
27. Exposure to secondhand smoke at work/play	27%	23%	25%	14%	11%
28. Access to dental care	18%	32%	16%	24%	10%
29. Availability of water and sewer service	16%	34%	21%	17%	12%
30. After school & summer programs for youth	20%	29%	19%	17%	15%
31. Services for senior adults	19%	29%	19%	18%	15%
32. County-wide leash law for animals	21%	26%	23%	16%	14%
33. Exposure to secondhand smoke at home	20%	19%	14%	34%	13%

HOUSEHOLD ISSUES

A series of 39 questions was posed to community respondents to determine the issues and challenges specifically affecting those surveyed or members of their household in the past twelve months. Two hundred seventy-six (276) respondents identified issues as major, moderate, minor, not at issue or “don’t know”. The results are presented in table format with the issues receiving the highest responses in the major and moderate categories combined listed in descending order. The combination of major and moderate categories has been used in previous assessments and was repeated for consistency in comparisons.

The top five household issues for community respondents are experiencing problems with overweight/obesity, being able to make ends meet financially, having enough money for food, clothing and shelter, obtaining medical insurance and having enough money to buy prescription drugs. In the 2002 Needs Assessment the top five household issues for community respondents were being able to make ends meet financially, having a lot of anxiety, stress or depression, having enough money to obtain medical insurance, having enough money to buy prescription drugs, and being able to find work. It is important to note that in both the 2002 assessment and the current assessment, four of the top five issues had financial implications for the reporting households.

The five least important household issues for community respondents are finding services for a physically disabled family member, experiencing homelessness, experiencing problems with STDs, HIV or AIDS, being exposed to toxic chemicals or substances at work and being exposed to toxic chemicals or substances in my neighborhood. In the 2002 Needs Assessment the five least important household issues for community respondents were being able to get transportation for a person with disability or an elder, experiencing personal crime or physical harm, having enough room in your house for all the people who live there, experiencing an alcohol issue, and experiencing physical conflict in the household.

Household Issue N=276	Major Issue	Moderate Issue	Minor Issue	Not Issue	Don't Know
1. Experiencing problems with overweight/obesity	34%	21%	17%	25%	3%
2. Being able to make ends meet financially	35%	16%	16%	32%	1%
3. Having enough money for food, clothing, shelter	28%	17%	13%	41%	1%
4. Obtaining medical insurance	27%	16%	9%	46%	2%
5. Having enough money to buy prescription drugs	26%	17%	13%	42%	1%
6. Accessing affordable dental care	24%	18%	17%	40%	1%
7. Being able to find work	27%	12%	14%	46%	1%
8. Accessing affordable medical care	22%	13%	15%	49%	1%
9. Obtaining affordable housing	16%	18%	11%	54%	1%
10. Experiencing problems with diabetes	20%	12%	8%	58%	2%
11. Experiencing property crime	16%	14%	18%	49%	3%
12. Experiencing problems with heart disease/stroke	17%	11%	10%	58%	4%

13. Experiencing issues with secondhand smoke	14%	14%	11%	57%	4%
14. Experiencing problems with cancer – any form	16%	11%	8%	62%	3%
15. Experiencing problems with asthma	14%	13%	10%	60%	3%
16. Experiencing personal crime	11%	14%	15%	57%	3%
17. Finding services for an elderly family member	11%	14%	11%	56%	8%
18. Feeling unsafe at home or in the neighborhood	9%	16%	22%	52%	1%
19. Experiencing a teen pregnancy	16%	8%	4%	67%	5%
20. Obtaining medical services for a chronic disease	12%	12%	9%	59%	8%
21. Accessing higher educational opportunities	10%	14%	9%	62%	5%
22. Dropping out of school	16%	7%	3%	68%	6%
23. Obtaining legal assistance	12%	11%	16%	56%	5%
24. Obtaining mental health services	14%	8%	7%	71%	8%
25. Experiencing bullying or teasing at school	11%	11%	8%	62%	8%
26. Accessing technology – computers, internet, etc.	9%	13%	16%	57%	5%
27. Obtaining affordable transportation	9%	13%	8%	65%	5%
28. Having difficulty reading ordinary documents	11%	10%	10%	68%	1%
29. Obtaining affordable quality child care	9%	11%	11%	57%	12%
30. Being suspended from school	11%	8%	6%	66%	9%
31. Obtaining substance abuse services	11%	8%	4%	69%	8%
32. Obtaining vocational training locally	7%	12%	10%	65%	6%
33. Experiencing physical conflict in the home	9%	9%	7%	79%	5%
34. Finding parent education services	8%	9%	7%	76%	9%
35. Finding services for a physically disabled family member	7%	10%	9%	61%	13%
36. Experiencing homelessness	8%	6%	4%	78%	4%
37. Experiencing problems with STDs, HIV or AIDS	8%	6%	2%	77%	7%
38. Being exposed to toxic chemicals or substances at work	6%	7%	7%	69%	11%
39. Being exposed to toxic chemicals or substances in my neighborhood	8%	4%	7%	74%	7%

It must be noted that it is highly likely that experiencing problems with overweight/obesity ranked as the #1 household issue because of the location of the survey at the Activate Cleveland County registration event. However, the work of the Cleveland County Health Department’s Fit Together Initiative funded by the NC Health and Wellness Trust Fund Commission as well as local, state and national media emphasis on overweight/obesity as a major health issue in the United States cannot be discounted.

SUPPLEMENTARY INFORMATION

Community survey respondents were asked a series of questions regarding their voting practices, their perception of their ability to change things in the county, their participation in religious services, their preferences about receiving timely community information and their choices in seeking medical treatment and/or health advice. Two hundred seventy-six (276) participants provided responses to this set of questions; their answers have been compiled in the charts below.

How much opportunity do you feel you have to affect how things happen in Cleveland County?

Question	Number	Percentage
Considerable opportunity	35	12%
Some opportunity	117	42%
Little opportunity	87	32%
No opportunity	30	11%
Refused	7	3%
TOTAL	276	100%

Did you vote in the 2006 mid-term elections? Two hundred thirteen (213) or 77% of the respondents indicated that they had voted in the 2006 mid-term elections. Fifty-four (54) or 20% indicated that they had not voted. Nine (9) or 3% of the respondents refused an answer.

In the past six months, did you attend a religious service or go to a religious activity or church? Two hundred forty-six (246) or 89% of the respondents indicated that they had attended a religious service or a religious activity in the past six months. Twenty-one (21) or 8% indicated that they had not attended either a service or an event. Nine (9) or 3% of the respondents refused an answer.

How do you prefer to get timely community information? These numbers were calculated based upon the total number of responses. Respondents were asked to check all of the categories that applied.

Question	Number	Percentage
Printed materials (flyers, brochures)	109	13%
Seminars/workshops/classes	64	7%
Newspapers	210	24%
Internet	139	16%
Television – commercial stations	111	13%
Television – local cable access	135	15%
Radio	94	11%
Other	7	1%
TOTAL NUMBER OF RESPONSES	869	100%

Where do you usually go when you are sick or need health advice? These numbers were calculated based upon the total number of responses. Respondents were asked to check all of the categories that applied.

Question	Number	Percentage
My personal doctor	230	55%
A hospital emergency room	53	13%
A drug store/pharmacist	57	14%
A chiropractor	23	5%
An alternative medical provider	16	3%
A walk-in clinic	26	6%
I don't seek care for preventive services	7	2%
Other	10	2%
TOTAL NUMBER OF RESPONSES	422	100%

KEY INFORMANT SURVEY

A survey of key informants was an integral part of the 2007 Community Assessment. This follows a practice established during the 2002 Needs Assessment process in the county. Members of the Community Assessment Committee used the 2002 survey to create a more up-to-date document for use in 2007.

A data base of four hundred sixty-five individuals was created for mailing the Key Informant Survey in Cleveland County. Key informants were defined as elected officials, members of publicly appointed boards and commissions, members of non-profit agency boards and advisory councils for specific programs in the community. Members of the Community Assessment Committee assisted in identifying individuals to receive the Key Informant Survey. Participants were drawn from locations throughout the county and approximately 25% of the surveys were mailed to representatives of minorities in the county.

Nine surveys were returned as undeliverable. One hundred thirty-five individuals responded to the Key Informant Survey by the deadline for submission, reflecting a 29.6% response rate for the survey. Twenty-two (22) surveys were received after the deadline for submission; the results from these surveys are not included in the data presented.

As a part of the Key Informant Survey, participants were encouraged to include any comments they might have on Cleveland County assets, issues and challenges. They were also asked to share suggestions concerning how community resources might be redesigned or redirected to be more effective.

As readers review the comments, it is important to remember that some questions in the Key Informant Survey were framed to identify issues' the negative phrasing in the issues section of the survey may have contributed to the degree of negativity in some of the comments. Some of the comments reveal a high level of frustration on the part of the responding key informants. Readers should allow for these factors in evaluating the comments and remember that healthy conflict leads to dialogue which often leads to positive change.

Comments are presented without any sort of priority ranking. They are printed in random order, having been transcribed as the survey information was tabulated. The comments are included exactly as they were written; no changes in grammar, phrasing or spelling have been made in compiling the comments. The comments do not reflect the opinions held by the sponsoring organizations of this community assessment.

DEMOGRAPHICS OF KEY INFORMANTS

The following zip codes were represented in the responses to the Key Informant Survey:

Zip Code	Number	Percentage
28017	3	2.2%
28020	1	1%
28021	3	2.2%
28038	2	1.5%
28042	1	1%
28073	3	2.2%
28086	22	16.3%
28089	2	1.5%
28090	10	7%
28114	2	1.5%
28136	2	1.5%
28150	50	37%
28151	3	2.2%
28152	23	17%
28169	0	0
Refused	8	5.9%
TOTAL	135	100%

The following age ranges were represented in the responses to the Key Informant Survey:

Age Range	Number	Percentage
18 – 24	1	1%
25 – 34	5	4%
35 – 44	20	15%
45 – 54	37	27%
55 – 64	42	31%
65 – 74	16	12%
75+	6	4%
Refused	8	6%
TOTAL	135	100%

Sixty-one respondents identified themselves as male representing 45.2% of the total respondents. Sixty-four respondents identified themselves as female representing 47.4% of the total respondents. Ten individuals did not identify any gender representing 7.4% of the total respondents.

The following distinctions of marital status were represented in the responses to the Key Informant Survey:

Category	Number	Percentage
Married	110	82%
Separated	1	1%
Divorced	11	8%
Widowed	1	1%
Never Married – with partner	2	2%
Never Married – no partner	3	2%
Refused	7	5%
TOTAL	135	100%

The following distinctions of race were represented in the responses to the Key Informant Survey:

Category	Number	Percentage
White	106	78%
Black/African-American	17	13%
Native Hawaiian/Pacific Islander	1	1%
Multi-Racial	1	1%
Refused	10	7%
TOTAL	135	100%

Only one individual characterized themselves as being of Hispanic or Latino origin or descent.

The following educational categories were represented in the responses to the Key Informant Survey, based on highest grade in school completed:

Level Attained	Number	Percentage
9 th – 12 th grade	3	2%
GED	1	1%
Some college, no degree	18	14%
Associate Degree	15	11%
Bachelor Degree	42	31%
Advanced Degree	46	34%
Refused	10	7%
TOTAL	135	100%

Respondents to the Key Informant Survey were also asked how long they have lived in Cleveland County with the following results:

Length of Stay	Number	Percentage
Less than 3 years	2	2%
Three to 5 years	2	2%
Six to 10 years	4	3%
More than 10 years	120	88%
Refused	7	5%
TOTAL	135	100%

Respondents to the Key Informant Survey were also asked to indicate the income range for their household counting income from all sources (including earnings from jobs, unemployment insurance, pensions, public assistance, child support, etc.) and counting the income from everyone residing in the household with the following results:

Range	Number	Percentage
Less than \$10,000	1	1%
\$10,000 - \$15,000	0	0
\$15,000 - \$25,000	0	0
\$25,000 – \$35,000	9	7%
\$35,000 - \$50,000	16	11%
\$50,000 - \$75,000	24	17%
\$75,000 - \$100,000	24	18%
\$100,000 - \$150,000	21	16%
\$150,000 - \$200,000	19	14%
\$200,000 or more	13	9%
Refused	8	6%
TOTAL	135	100%

ASSETS

Community assets are positive features that explain why we choose to live in Cleveland County. Key informants were asked to rate each of the following features as it applies to Cleveland County. The results are presented in chart format, showing the percentages of the 135 responses under each category. The assets are presented in the order they appeared on the surveys; no attempt has been made to rank one asset or another as a priority. The information is presented for the reader to review and determine his own perspective. Asset ranking was included in this Community Assessment because previous documents were criticized as only identifying problems or negative features of the county.

Community Assets N=135	Very Poor	Poor	Good	Very Good	Don't Know
1. Quality of preschool-12 public education	-	3%	53%	40%	4%
2. Place to raise a family	-	-	36%	64%	-
3. Recreational opportunities for families	1%	21%	56%	22%	-
4. Recreational opportunities for youth	2%	27%	48%	19%	4%
5. Recreational opportunities for older adults	4%	19%	44%	25%	8%
6. Cultural opportunities – music, art, theater	4%	34%	52%	9%	1%
7. Affordable housing	1%	15%	62%	16%	6%
8. Open spaces – greenways, parks, trails	4%	19%	63%	13%	1%
9. Affordable quality child care	1%	11%	48%	8%	32%
10. Personal and family safety	-	10%	72%	16%	2%
11. Opportunity to develop job skills	1%	16%	59%	19%	5%
12. Water quality	-	3%	62%	29%	6%
13. Air quality	-	1%	59%	34%	6%
14. Opportunities for college and vocational training	-	2%	46%	50%	2%
15. Economic development initiatives	3%	24%	44%	19%	10%
16. Effective community leadership	3%	6%	67%	23%	1%
17. Strong volunteer base	-	14%	50%	35%	1%
18. Network of healthcare providers	4%	2%	48%	46%	-
19. System of mental health services	14%	22%	36%	9%	19%
20. Hospitals and other medical facilities	1%	3%	52%	44%	-
21. Services and programs for older adults	1%	4%	49%	36%	10%
22. Place to retire	3%	6%	53%	33%	5%
23. Public health services	1%	4%	57%	29%	9%
24. Positive relations among racial and ethnic groups	1%	14%	68%	12%	5%
25. Churches and other religious organizations	-	-	37%	62%	1%

26. Services for dealing with dying; hospice	1%	-	24%	70%	5%
27. Employment opportunities	6%	45%	37%	7%	5%
28. Shopping opportunities	14%	43%	39%	1%	3%
29. Travel and tourism opportunities	6%	39%	41%	5%	9%
30. Strong agricultural base in county	3%	10%	51%	18%	18%

Comments on community assets are presented without any sort of priority ranking. They are printed in random order, having been transcribed as the survey information was tabulated. The comments are included exactly as they were written; no changes in grammar, phrasing or spelling have been made in compiling the comments. The comments do not reflect the opinions held by the sponsoring organizations of this community assessment.

“There are some of our younger citizens that do not have a good opportunity for quality recreation because, they can’t afford to join the “y” (YMCA), and their parent(s) do not want to disclose sensitive information about their family affairs.

We have many opportunities to participate in all types of sports.

Friendly neighbors; excellent weather; easy access to interstate highways.

Restaurant choices – good.

Life Enrichment Center, Summitt Place Assisted Living, city-owned library, city-owned museum, Senior Center.

Ability to rally behind a cause or a project.

I would like to see more diversified employment opportunities, whether they be business or industry. Bringing quality businesses and companies to the area enhances employment opportunities. As we grow as a county, especially in the Kings Mtn. and Boiling Springs areas, planned growth becomes important. Do we have a master plan for growth?

We need county-wide sewer.

Cleveland County has great options for Senior Housing (55 and older). Clev. County is blessed to have (2) Senior Centers in the same county. Shopping and restaurants for a small county is great.

Cultural diversity in the workplace.

Care Solutions – CRMC – Care management.

In schools too much attention on sports – it should be to all areas of school – arts, music, dance & sports.

Spirit of collaboration exists in Cleveland County.

Proactive police force – Chief Carter; proactive mayor – Shelby; professional staff – City of Shelby; historic resources being recognized; Destination Cleveland County efforts; Uptown Shelby Association.

Public libraries.

Adequate financial services; good roads (with the exception of congestion in Shelby).

We have a major issue concerning mental health services. I think we need a local mental health clinic like we had years ago. (Not Pathways)

Strong and dedicated leadership in the county are assets which cannot be overlooked.

The training of future leaders to take the place of those retiring is a requirement. I hope that we do not drop the ball on this.”

“Quiet peaceful small town charm – mostly pretty downtown (we’re working on that!)
Community philanthropy.

Small town friendly; I feel like we come together for things like Relay for Life but in a perfect world we would keep this up 365 days yr. Too many homeless. Too many children in the system for social services.”

COMMUNITY ISSUES

Key informants were asked the same series of community issues questions as respondents to the Community Survey were asked. One hundred thirty-five respondents identified issues as major, moderate, minor, not an issue or “don’t know”. The results are presented in table format with the issues receiving the highest responses in the major and moderate categories combined listed in descending order. The combination of major and moderate categories has been used in previous assessments and was repeated for consistency in comparisons.

The top five community issues for key informants are school dropouts, use of illegal substances, gun-related violence, property crimes and teen pregnancy. In the 2002 Needs Assessment the top five community issues for key informants were unemployment, lack of jobs, illiteracy, poverty and child abuse/neglect.

The bottom five issues for key informants are services for senior adults, services for disabled persons, county-wide leash law for animals, exposure to secondhand smoke at work or play and exposure to secondhand smoke at home. In the 2002 Needs Assessment the bottom five community issues for key informants were improper car seat usage, gangs, shortage of recreational facilities, overcrowded housing and noise or other pollution.

Community Issue	N=135	Major Issue	Moderate Issue	Minor Issue	Not An Issue	Don't Know
1. School dropouts		52%	36%	7%	0%	5%
2. Use of illegal substances		62%	21%	4%	1%	12%
3. Gun-related violence		37%	45%	10%	1%	7%
4. Property crimes		38%	42%	12%	0%	8%
5. Teen pregnancy		40%	40%	7%	1%	12%
6. Literacy – ability to read & write		31%	47%	14%	2%	6%
7. Alcohol abuse		38%	39%	8%	2%	13%
8. Roadside litter		49%	27%	23%	1%	0%
9. Domestic violence		38%	37%	8%	2%	15%
10. Child abuse & neglect		39%	33%	13%	2%	13%
11. Presence of gangs & gang activity		26%	44%	18%	3%	9%
12. High rate of foreclosures		34%	33%	8%	1%	24%
13. Treatment services for substance abuse		36%	29%	13%	1%	21%
14. Prescription drug abuse		38%	26%	8%	4%	24%
15. Treatment services for mental health		39%	24%	15%	2%	20%
16. Disparities in educational achievement		22%	38%	21%	4%	15%
17. County-wide recreational opportunities		24%	33%	22%	15%	6%
18. Access to specialty medical care		19%	37%	27%	13%	4%

19. School suspensions	24%	30%	16%	6%	24%
20. Access to basic medical care	18%	35%	24%	19%	4%
21. Abuse & neglect of older adults	17%	36%	17%	4%	26%
22. Access to transportation services	20%	31%	33%	7%	9%
23. Availability of affordable housing	17%	30%	27%	13%	13%
24. Disparities in accessing health care	15%	31%	29%	9%	16%
25. After school & summer programs for youth	19%	27%	21%	16%	17%
26. Availability of water & sewer services	16%	27%	27%	27%	3%
27. Support for college & vocational enrollment	13%	29%	29%	13%	16%
28. Access to dental care	13%	29%	26%	28%	4%
29. Services for senior adults	12%	25%	32%	23%	8%
30. Services for disabled persons	13%	24%	24%	12%	27%
31. County-wide leash law for animals	17%	19%	30%	26%	8%
32. Exposure to secondhand smoke at work/play	13%	18%	39%	22%	8%
33. Exposure to secondhand smoke at home	13%	17%	24%	33%	13%

Comments on community issues are presented without any sort of priority ranking. They are printed in random order, having been transcribed as the survey information was tabulated. The comments are included exactly as they were written; no changes in grammar, phrasing or spelling have been made in compiling the comments. The comments do not reflect the opinions held by the sponsoring organizations of this community assessment.

“Obesity in adults & in children is a growing problem in our area. Lack of understanding of all the health problems associated with being overweight.

Pit bull dogs are a growing menace to our society, as they are in many other counties, and I feel that something has to be done about them before it is too late. The mauling or the death of just one (1) person by these animals is one (1) too many.

We have a very poor daily newspaper that has turned into a tabloid and has a negative influence on our community.

Children with long term suspension. No back up education facility for them or transportation available. Teens who become pregnant with no family support system or stable housing. We give assistance to the public and no one checks to see if they have the ability to cook, plan meals or live on a budget.

Downtown redevelopment; more good paying jobs.

School systems waste money!! Need to put tax-payers money to good use. Runs too much transportation to & from for two or three people. Needs to be a little stronger/firmer in programs toward youth/making them learn the value of a dollar; plus teach them more responsibility. We have students now coming out of high school with no (life) skills (they need this).”

“None or very little help w/surgical needs for clients needing surgery. Medicaid – the \$266 the state allows for one person to live on is disgraceful in this culture. Increase CAP/DA slots in Clev. Co.

Keeping mental health services in place once they have started at a facility. Major concern where agency has promoted service, starts program, then stops after 2-3 sessions with no back-up or some type of referral base to continue on.

Once issues are identified I pray for a specific plan to address them incorporating our strength in the county . . . “the spirit of collaboration”.

Obesity, county-wide recreation program.

Lack of unity; weak leadership; taxes too high; erosion of property rights.

Impact of crime and homeless on economic development; “flight” from Shelby to county and Boiling Springs; plight of Graham School, James Love School; landlords failing to care for properties.

Find a way to pay off some of the big bills that agencies have to face, such as Red Cross and Senior Center.

The retiree is not having enough money for medicine and insurance from there pension check because everything is costing too much money.

We need more summer programs and after school programs for “inner city youth” (disadvantaged youth).

Public safety and the perceived “high” rate of crime in the city.

I think if we are tougher on repeat drug offenders – and other crimes – we will rid the streets of some of the crime.

Loss of traditional agricultural land to low density development; older, smaller towns under-developed; lack of leadership in environmental issues; preservation & reuse of old historic mill properties.

Racial disparities within the school system concerning suspensions and expulsions.

Drug-related crime – parents not requiring children to learn and behave in school.

Parents and therefore children having no or little respect for teachers and police.

Walmart has greatly decreased our shopping opportunities.

Abuse of Medicaid – no co-pay or \$ responsibility for pts so widely overuse/misused.

Pricing of medical care; programs to get kids outside and away from their GameBoys, TVs, computers, etc.

Neighborhoods should have restrictions about things like “cars on cinder blocks”; how many animals on a chair outside; I think surroundings should be kept neat – children should not be without coats or shoes; our mental health & Drs offices need to screen their employees better – you don’t need people to work in Medical Records who cannot be confidential.”

SUPPLEMENTARY INFORMATION

To expand the perspective of the key informants, respondents were asked a series of questions regarding their voting practices, their perception of their ability to change things in the county, their participation in religious services, their preferences about receiving timely community information and their choices in seeking medical treatment and/or health advice. The same questions were asked of the respondents in the Community Survey. One hundred thirty-five key informants provided responses to this set of questions; their answers have been compiled in the charts below.

How much opportunity do you feel you have to affect how things happen in Cleveland County?

Question	Number	Percentage
Considerable opportunity	46	34%
Some opportunity	64	47%
Little opportunity	16	12%
No opportunity	1	1%
Refused	8	6%
TOTAL	135	100%

Did you vote in the 2006 mid-term elections?

One hundred twenty-five (125) or 93% of the total number of individuals responded that they voted in the 2006 mid-term elections; six (6) or 4% responded that they did not vote and four (4) or 3% refused to respond.

In the past six months, did you attend a religious service or go to a religious activity or church?

One hundred twenty-three (123) or 92% of the total number of individuals responded that they had attended a religious service or religious activity in the past six months. Six (6) or 4% of individuals responded indicated that they had not attended a religious service or religious activity and six (6) individuals or 4% refused to respond.

How do you prefer to get timely community information? These numbers were calculated based upon the total number of responses. Key informants were asked to check all of the categories that applied.

Question	Number	Percentage
Printed materials (flyers, brochures)	70	15%
Seminars/workshops/classes	43	8%
Newspapers	114	24%
Internet	84	17%
Television – commercial stations	57	12%
Television – local cable access	69	14%
Radio	41	9%
Other	4	1%
TOTAL NUMBER OF RESPONSES	482	100%

Where do you usually go when you are sick or need health advice? These numbers were calculated based upon the total number of responses. Key informants were asked to check all of the categories that applied.

Question	Number	Percentage
My personal doctor	130	58%
A hospital emergency room	28	11%
A drug store/pharmacist	36	16%
A chiropractor	13	6%
An alternative medical provider	4	2%
A walk-in clinic	12	5%
I don't seek care for preventive services	2	1%
Other	1	1%
TOTAL NUMBER OF RESPONSES	226	100%

ADDITIONAL KEY INFORMANT RESPONSES

At the close of the survey, key informants were invited submit additional comments on community assets and challenges as well as to share briefly suggestions concerning how current community resources might be redesigned or redirected to be more effective. **Comments are presented without any sort of priority ranking. They are printed in random order, having been transcribed as the survey information was tabulated. The comments are included exactly as they were written; no changes in grammar, phrasing or spelling have been made in compiling the comments. The comments do not reflect the opinions held by the sponsoring organizations of this community assessment.**

Additional comments on assets and challenges:

“We have more than most small communities, especially in health and senior services. Recreational activities for teens need improvement.

The county needs to work together as a county. Now I see four entities – Kings Mtn., Shelby, Boiling Springs and Cleveland County. We have acquired one school district and now other services should follow – water districts, gas, etc.

Recruit more industries. Outmigration for jobs result in outmigration for services. Service industry now largest employer.

We are competing with Charlotte, so anything we do must be as good or unique.

About half the houses in Shelby city are rentals. This is a huge problem as renters/landlords do not maintain to the best standards & this affords very little revenue for city finances.

Minority leaders should actually lead!

More needs to be done to provide mental health care in upper end of county.

I think it all starts with crime. If children are raised in broken families or families with a dropout/crime element, the children have little chance to break from this. Get rid of drug users, dealers and criminals by putting them away for a long time. Then support and guidance needs to be given to the kids of these criminals so they have a chance. We must have our kids educated at a minimum high school degree – it needs to be at least 2 yr degree.

Having a clear and clean source of water is a primary concern. The drought pushed water higher on the priority list.

We need to support & encourage use of our parks and recreation offerings. More support for our Senior Centers – we have good ones and need to encourage use.

The divestiture of mental health services has been a serious blow to poor and disadvantaged people in Cleveland County.

The main resources of the community are the people, their health, education and well-being, with the challenge of providing services that support these goals for all.

Uptown Shelby have more housing and activity. We miss how it “use to be” when the stores were up town and you saw people on the street and had that wonderful “home town” atmosphere. Especially at Christmas where there was music playing and you were rushing from store to store.

City of Shelby is getting poorer, older and being populated by more minorities. This is not a positive trend.

↑ economic development; support Destination Cleveland County.

Assets: United Way, CCC, GWU, Destination C. County. Challenges: Turf battles; no vision by leaders; everybody looks to government for an answer.

Mental health service delivery system is worse than it was 5 yrs ago – 10 yrs ago – etc.

Living in a small town, I believe that small town governments are having a hard time dealing w/ the growing demands of the state government.

A good community to live in. We need another water source in the county. Help with the improvements in uptown Shelby.

Listening to others is a key to understanding. I believe we can address the issues once we understand them.

Too much money from residents of Cleveland County is being spent in other counties due to better restaurant choices and shopping malls.”

“We are so divisive – county vs. city, city vs. city. We need more harmony & folks to let bygones be bygones.

Out of wedlock births, and multiple births to people who cannot care for themselves is one of our biggest challenges. Lack of job opportunities in the county.

Cleveland County is rich in resources for older adults but they do not know how to access them. Care Solutions has been created for Clev. Co. residents. We serve 200 on ongoing basis – people need to know – older adults can call for direction in care giving. 704-487-0968

I think Cleveland Co. is a wonderful place to raise a family – however I am concerned about the issue of violence, & cost of living for the low income families who are struggling.

Working together is a great asset of our county. Strong leadership is a plus. Chamber commitment and school excellence are also assets.

We need to continue to get reports on crime, job opportunities, economic development and educational opportunities.

I believe we have good public education in this county. One big challenge for us is keeping kids in school and in our teen pregnancy/illegitimacy rates. Education is the key to our county’s future.

Assets: gateway to the mountains; high traffic to Hendersonville, Asheville & beyond for outdoor sports; picturesque landscapes; viable, historic downtown; natural areas within Shelby city limits; teacher supply store betters anything in Gaston Co. & miles around – in historic downtown; quality antique store in historic downtown; good variety of restaurants in downtown; new Flick Theater plans

Challenges: divert traffic & become destination; fill void – movie theater that plays old movies & cartoons on Saturday (serve food, family destination draws from miles away);

Affordable housing is very rare in this area.

I’m 85. I don’t know what goes on in the schools today.

Could use more cultural opportunities for everyone – especially the youth. It would be nice to have some of the offerings that Charlotte and Winston-Salem has. Creative arts like the theater, art and dance – that are available for moderate incomes.

Downtown redevelopment – need retail stores – need grocery stores.

Make services available to our citizens who were in the middle class working group and now are in need of assistance due to illness of themselves or family members.

Economic development is a continuing challenge that must be addressed and resolved for the viability of the county. Much attention and effort should be focused in this area.

Supplying an educated workforce. It seems every field is becoming more specialized and finding adequately trained employees is difficult. Local initiatives from Destination Cleveland County to economic development are doing an excellent job at actively investing in the county’s future.

We have great volunteers – great civic pride – Cleveland County has giving and caring people – we need a locally owned newspaper – not one owned by Libertarians in California. Cleveland Co. Schools & Cleveland Community College & GWU = great education.

Jobs & growth as well as continued work on “quality of life”.

Senior Center, YMCA, hospital, churches, Hospice, youth clubs, Gardner-Webb College, Clev. Community College, public schools, senior housing developments.

I think mental health is a major issue. People who do not have health benefits suffer from lack of funds/medical treatment to keep them balanced. Problem creates other problems within families of community.”

“This could be a good place to retire! At this time I have decided to go somewhere else to retire because the Chamber is promoting Shelby as a tourist destination. I believe this is an insult to this fine community.

Great community but needs work!

Our community needs to come together. We need more Indians and less Chiefs.”

Suggestions concerning how current community resources might be redesigned or redirected to be more effective:

“Our workforce is a great asset and we need more community help in seeking industries to come. Whatever the cost, we have the manpower to provide excellent development. We are geographically located and must pursue continuity between towns and govts if we are to have a chance tomorrow.

I would like to see a partnership of church and community to provide mental health care and education in the upper end of the county.

We need more department stores at the Cleveland Mall. Also need a good sit-down restaurant in Cleveland Mall. Need a pharmacy in the east end of the county toward Charlotte on Highway 74 preferably near the Earl-Patterson Spgs area.

More work needs to be done to educate our communities on the health and mental care facilities in our area.

More funds spent on recreation facilities and recruiting recreation (sports) events in the county.

We desperately need another “good” department store that carries a full-line of merchandise. Maybe Kholes, Dillard, Macy’s, etc.

Protect traditional neighborhoods through zoning, historic districts, etc. to encourage re-population by home owners – not renters.

Improve and increase recreational facilities for youth and elderly.

Opportunities in greenways to hike and bike; create regional or even state class rock climbing center (look at # of climbers that go to Crowders Mnt. every year); 4 X 4 off road vehicle park (can be used for emergency training, forest fire access, vehicle recovery; local & regional recreation; very limited initial cost; prime for undevelopable land & power right of ways); connect off-road trails throughout all of Cleveland Co. (provides opportunities to visit towns that would otherwise be “off the beaten path”); bike routes, designated lanes like Boiling Springs to greenway

If we’ve not walked in the shoes of those who struggle – we don’t understand. We need to understand from the perspectives of others before the plan is designed to help.

Increased public awareness of resources. Increased slots for CAP/DA – program to help people stay in home, more awareness of the one central place to call for caregiving and aging information.

I feel that our mental health system is really lacking – and that there are a lot of people on the streets who need services & cannot access them.

We need school choice. Choice would foster accountability and empower parents to make decisions concerning what is best for their children.

I think the Police Dept. should be helping people at sitting waiting for a person to jump in a car that (prostitution) will always be. Take care of old people trying to get to the mall & being mugged.”

“Time need to be taken to talk to community individuals who do not speak at special meetings. Be sensitive to diversity of community.

Should try to make the fathers of children of unmarried mothers assist with the cost of the child’s care.

I am sorry to see the “old” courthouse go to a shrine for “out of county carpetbaggers” – put these folks somewhere else.

More rural police protection, water reservoirs for drought situations, stricter litter laws, retirement homes and centers, improved nursing home facilities.

The Chamber needs to get their head out of the sand. They have forgotten the basic needs of the community – land use and transportation.”

COMMUNITY ISSUE COMPARISON

In an effort to determine if key informant opinions match those of the respondents to the community survey, the following table was developed. This table lists, in descending rank order, the community issues results compiled from the Community Survey and the Key Informant Survey. The rankings were established by combining the major and moderate scores as was done in previous assessments in the county.

Community Survey Results	Key Informant Survey Results
1. Use of illegal substances	1. School dropouts
2. Gun-related violence	2. Use of illegal substances
3. Property crimes	3. Gun-related violence
4. Roadside litter	4. Property crimes
5. Presence of gangs and gang activity	5. Teen pregnancy
6. Alcohol abuse	6. Literacy – ability to read & write
7. Teen pregnancy	7. Alcohol abuse
8. Prescription drug abuse	8. Roadside litter
9. Domestic violence	9. Domestic violence
10. Child abuse and neglect	10. Child abuse & neglect
11. School drop-outs	11. Presence of gangs & gang activity
12. High rate of foreclosures	12. High rate of foreclosures
13. Literacy – ability to read and write	13. Treatment services for substance abuse
14. Treatment services for substance abuse	14. Prescription drug abuse
15. Abuse and neglect of older adults	15. Treatment services for mental health
16. Access to specialty medical care	16. Disparities in educational achievement
17. Access to basic medical care	17. County-wide recreational opportunities
18. Disparities in educational achievement	18. Access to specialty medical care
19. Treatment services for mental health issues	19. School suspensions
20. Access to transportation services	20. Access to basic medical care
21. School suspensions	21. Abuse & neglect of older adults
22. Availability of affordable housing	22. Access to transportation services
23. Support for college & vocational enrollment	23. Availability of affordable housing
24. Disparities in accessing health care	24. Disparities in accessing health care
25. Services for disabled persons	25. After school & summer programs for youth
26. County-wide recreational opportunities	26. Availability of water & sewer services
27. Exposure to secondhand smoke at work/play	27. Support for college & vocational enrollment
28. Access to dental care	28. Access to dental care

29. Availability of water and sewer service	29. Services for senior adults
30. After school & summer programs for youth	30. Services for disabled persons
31. Services for senior adults	31. County-wide leash law for animals
32. County-wide leash law for animals	32. Exposure to secondhand smoke at work/play
33. Exposure to secondhand smoke at home	33. Exposure to secondhand smoke at home

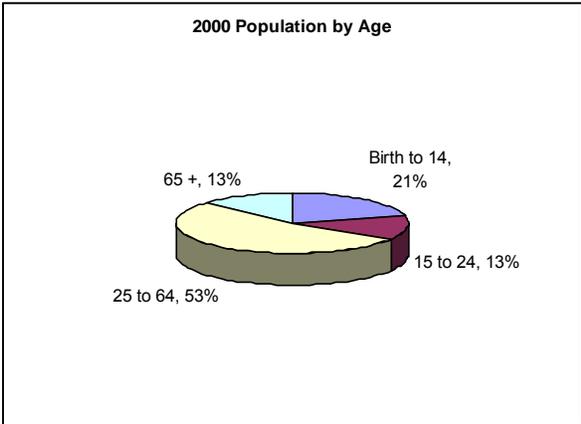
COMMUNITY PROFILE

Cleveland County, North Carolina is located on the southwestern border of the state approximately 42 miles west of Charlotte and 75 miles east of Asheville. The county lies within four major interstate highways: I-85, I-77, I-26 and I-40. The county is ranked as one of the top ten best small markets by Southern Business and Development magazine and is just 40 minutes away from Charlotte Douglas International Airport. The county physically covers approximately 465 square miles of territory; most services are located in the county seat of Shelby with limited programs offered in both Kings Mountain and Boiling Springs. A major obstacle to service provision is the absence of a comprehensive public transportation system. The Transportation Administration of Cleveland County is a non-profit agency offering limited routes throughout the county.

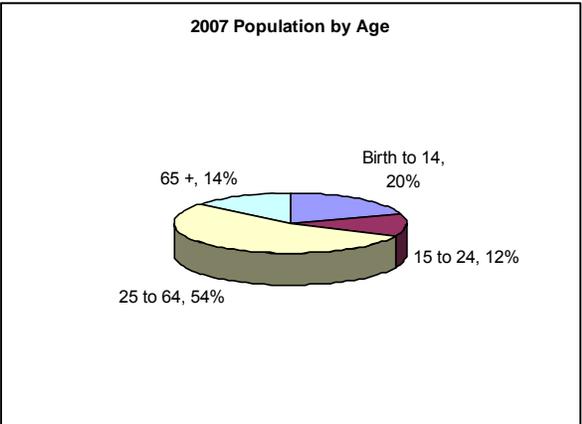
The county’s population total population in 2007 was 99,965 consisting of 38,911 households. The average age of the county’s residents is 38 years old. The population is segmented as follows:

Age Group	%
0 – 14 years	20%
15 – 24 years	12%
25 – 34 years	13%
35 – 44 years	15%
45 – 54 years	14%
55 – 64 years	12%
65 + years	14%
TOTAL	100%

A comparison of the county’s population in 2007 to the census data from 2000 reveals that the population in any age group has not changed significantly since the 2000 Census data was reported.

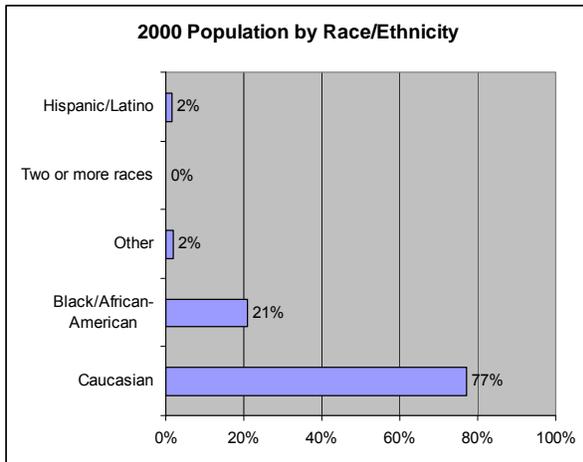


Source: US Census Bureau

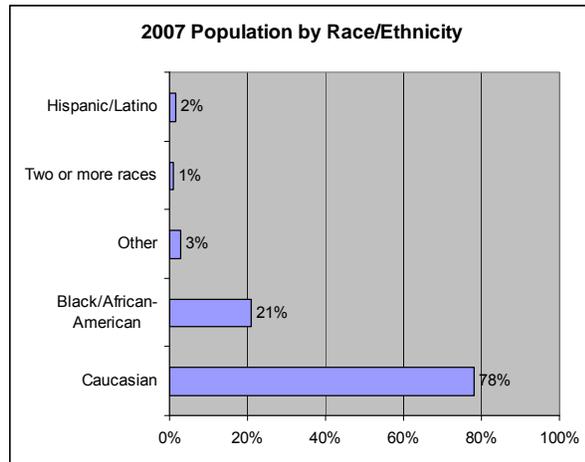


Source: 2006 Community Survey, US Census Bureau

Similarly, there was little change in the racial or cultural diversity in the county; in 2007 an additional 1% of individuals identified themselves as being of some “other” race.



Source: US Census Bureau



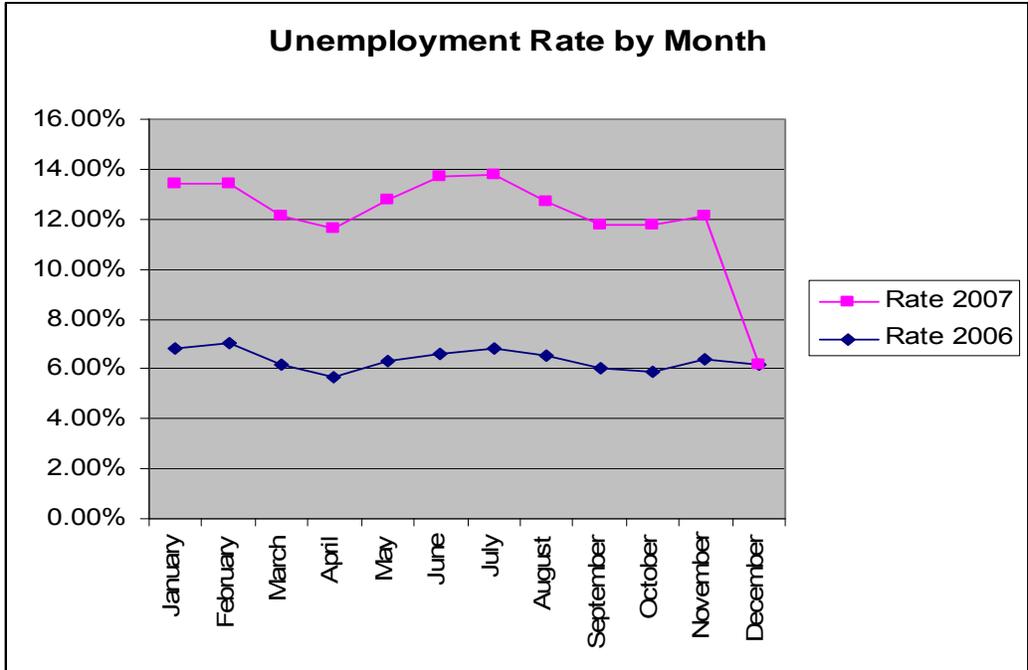
Source: 2006 Community Survey, US Census Bureau

ECONOMY

Economic concerns continue to be a major community focus in Cleveland County. After suffering unemployment rates which rose as high as 14% in November 2001 through January 2002, the unemployment rate decreased to 10% by September 2002. In the previous community assessment, lack of jobs, unemployment, and underemployment ranked among the top four community issues identified as needing attention. In the household issues segment in 2002 four of the top five issues were directly related to the economy. Key informants in 2002 also ranked unemployment as the top community issue with lack of jobs coming in as the second highest issue.

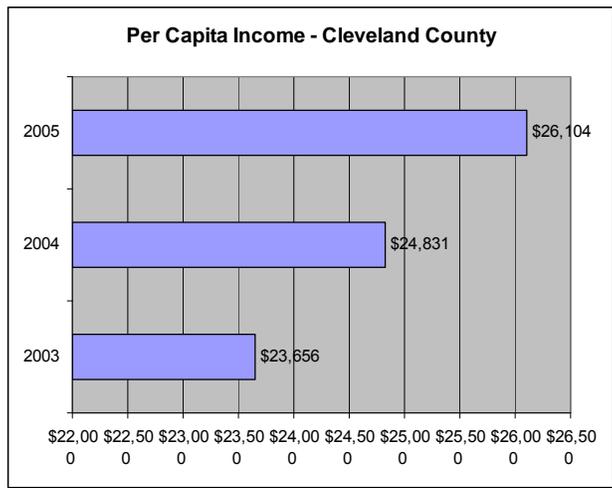
Leaders in Cleveland County have worked diligently to recruit new businesses and industries to the county, especially to replace the jobs lost in textile manufacturing in 2001 and 2002. According to the Charlotte Regional Partnership, products of Cleveland County's diverse manufacturing community now include truck cabs, compact discs, transmissions, aircraft parts, ceramic capacitor material, electric motors, emergency products and various specialized textiles. Industries range from operations that employ just a handful of people to large manufacturing plants with over 1,000 employees. Cleveland County is home to numerous ISO 9000 certified companies and has no union activity. The largest employers are the Cleveland County Schools, the Cleveland County HealthCare System, Wal-Mart Distribution Center, Sara Lee Intimate Apparel, Eaton Corporation, Entertainment Development Corporation, Reliance Electric/Rockwell Automation, Firestone Fibers & Textiles, Honeywell Sensing and Control, Curtiss-Wright Controls, Inc. and Parker Hannafin – Gear Pump Division.

An analysis of data from the NC Department of Commerce reveals that the annual unemployment rate figured as a percentage of the average annual civilian labor force was 10.4% in 2003, 7.6% in 2004 and 7.1% in 2005. Monthly data for 2006 and through November 2007 are reported in the table below.



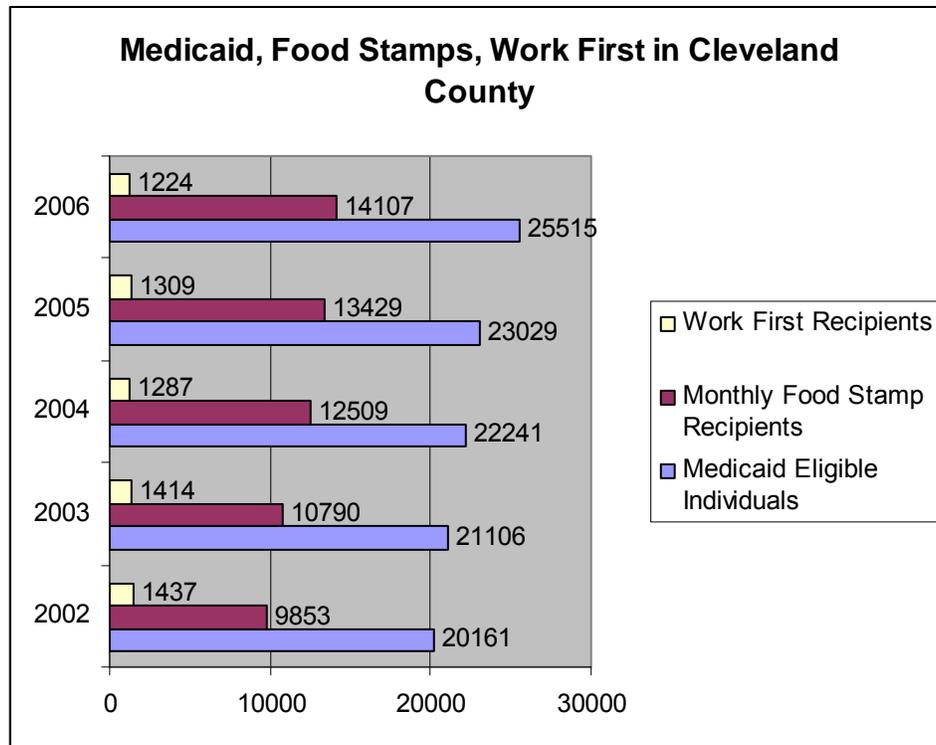
Source: NC Department of Commerce

A review of economic figures reveals that in 2000, the median household disposable income in the county was \$35,294. By 2007 the median household disposable income had risen to \$42,642 and was projected to be \$48,146 by 2012. This information was compiled for the Charlotte Regional Partnership. However, according to Action for Children North Carolina, 22.2% of children in the county lived at or below the poverty level compared to 19.1% in the state. Children receiving Food Stamps represented 26.1% of the population receiving such assistance compared to 18.2% in the state. Data also indicate that 46.2% of children enrolled in Cleveland County Schools in 2005 received free/reduced price school meals as compared to 47.7% in the state. Data reveals the following information regarding per capita income in Cleveland County:



Source: NC Department of Commerce

Additional measures of the economic well-being of the county include the average monthly recipients of food stamps in the county, the number of Work First recipients and the unduplicated count of individuals eligible for Medicaid.



Source: NC Department of Health and Human Services

EDUCATION

Cleveland County provides an outstanding array of educational opportunities to the residents of the county. The Cleveland County Partnership for Children serves as the Smart Start/More at Four administrative agent for the county, overseeing an annual budget of \$2.7 million for Smart Start programs and services in the categories of early care and education, health services and family support services. Smart Start allocations are based on a number of community factors that include the population size of children in the birth to five age group. An additional \$1.67 million is administered for the More at Four program which provides 400 spaces in preschool classrooms for four year olds in the county. The licensed capacity of day care facilities in the county grew from 4,394 spaces in 2002 to 4,630 in 2004. According to data from Action for Children in North Carolina, 22% of children ages 0 – 12 were in regulated child care in 2005 with 56% of those children receiving subsidized care.

School merger occurred in the county on January 13, 2004, combining three former independent systems: Cleveland County Schools, Kings Mountain District Schools, and Shelby City Schools. The combined system has seen student enrollment decline slightly: 17,180 in 2004-05, 17,156 in 2005-06, 17,001 in 2006-07 and 16,806 in 2007-08. The county boasts an

active “Close the Gap” Committee that has been working on decreasing the educational achievement gap between white students and minorities for over ten years. The Close the Gap Committee sponsors an annual Education Summit to report on successes in educational achievement as well as to identify new challenges facing the school system, its employees, parents and students.

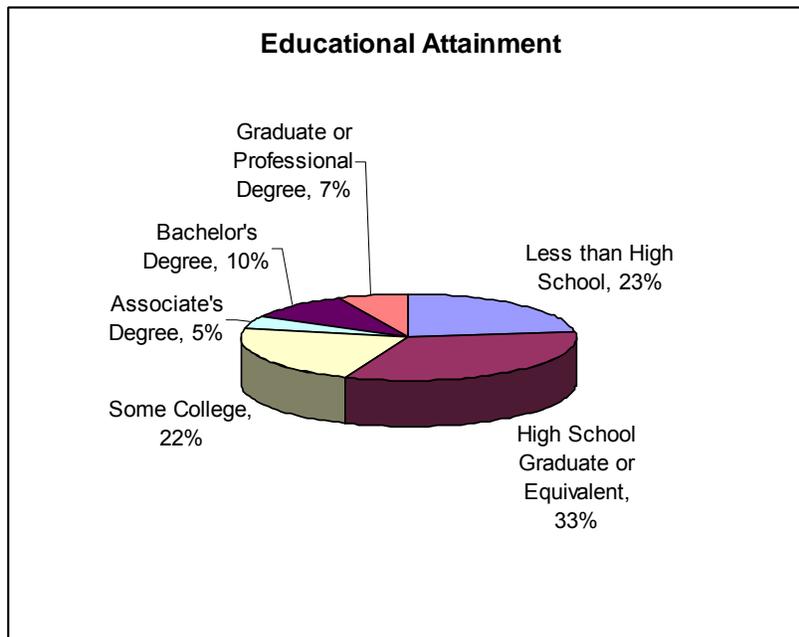
Real dropout numbers for the system include 250 students in 2004-05, 304 students in 2004-05, 393 students in 2005-06 and 359 students in 2006-07. It is a major concern that Cleveland County loses the equivalent of an entire high school student body every four years due to dropping out. School officials are working to reduce this number through a number of alternative education programs, some in collaboration with Cleveland Community College.

School suspensions are also a major focus based upon the following information:

Year	Long-Term	Short-Term	365 Days	Expulsion
2004-05	107	5301	3	3
2005-06	140	4755	2	4
2006-07	131	4557	0	7

Source: Cleveland County Schools

Information about educational attainment levels for the total population of Cleveland County revealed the following:



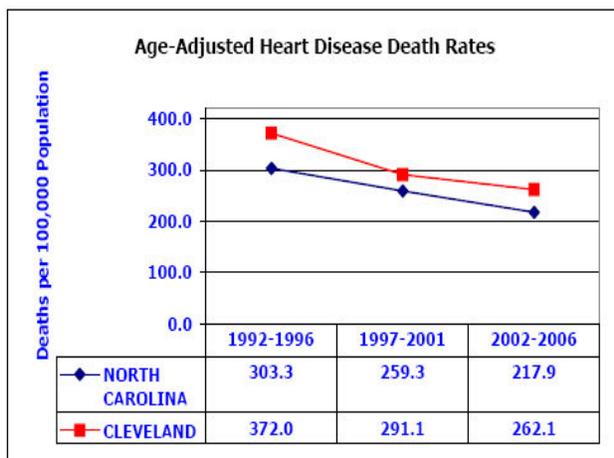
Source: 2006 Community Survey, US Census Bureau

HEALTH

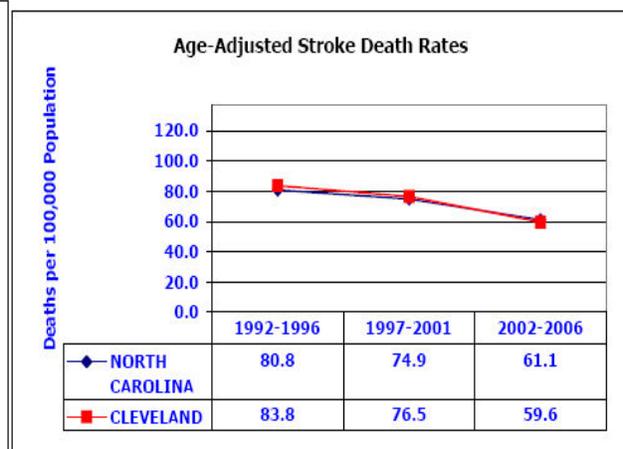
Part of the rationale for performing a community assessment is to collect to measure success in changing the health status of residents of Cleveland County. Five year cumulative rates as well as trend data are used as a more accurate measure to adjust for small numbers and to account for year to year fluctuations. A comparison of the ten leading causes of death in Cleveland County from 2001-2005 compared to North Carolina follows. This comparison is based upon unadjusted death rates per 100,000 population over a five-year period.

Cause of Death Cleveland County	# of Deaths	Death Rate	Rank	Cause of Death North Carolina	# of Deaths	Death Rate
Diseases of the heart	1,418	291.7	1	Diseases of the heart	91,056	215.9
Cancer – all sites	1,054	216.8	2	Cancer – All sites	81,428	193.1
Cerebrovascular disease	318	65.4	3	Cerebrovascular disease	25,615	60.7
Chronic lower respiratory diseases	228	46.9	4	Chronic lower respiratory diseases	18,800	44.6
Diabetes mellitus	169	34.8	5	Diabetes mellitus	11,273	26.7
Alzheimer’s disease	165	33.9	6	Other Unintentional injuries	10,670	25.3
Other Unintentional injuries	158	32.5	7	Alzheimer’s disease	10,486	24.9
Motor vehicle injuries	102	21.0	8	Pneumonia & influenza	9,163	21.7
Nephritis, nephritic syndrome, and nephrosis	92	18.7	9	Motor vehicle injuries	8,188	19.4
Pneumonia & influenza	91	18.7	10	Nephritis, nephritic syndrome, & nephrosis	7,161	17.0
TOTAL DEATHS – ALL CAUSES	5,001	1028.7		TOTAL DEATHS – ALL CAUSES	362,315	859.2

Heart disease continues to be the leading cause of death for adults in Cleveland County and a major concern of residents based upon responses in the household issues component of the Community Survey.



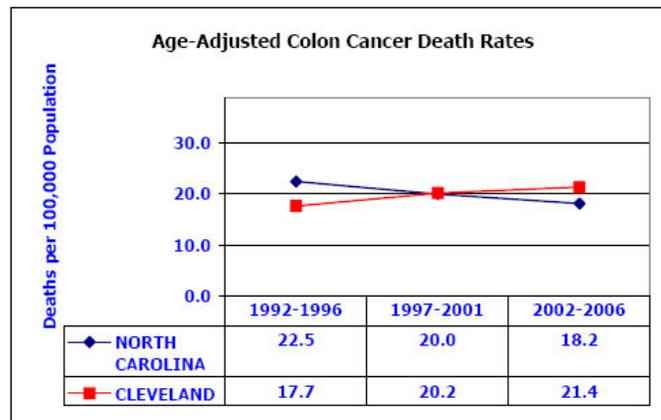
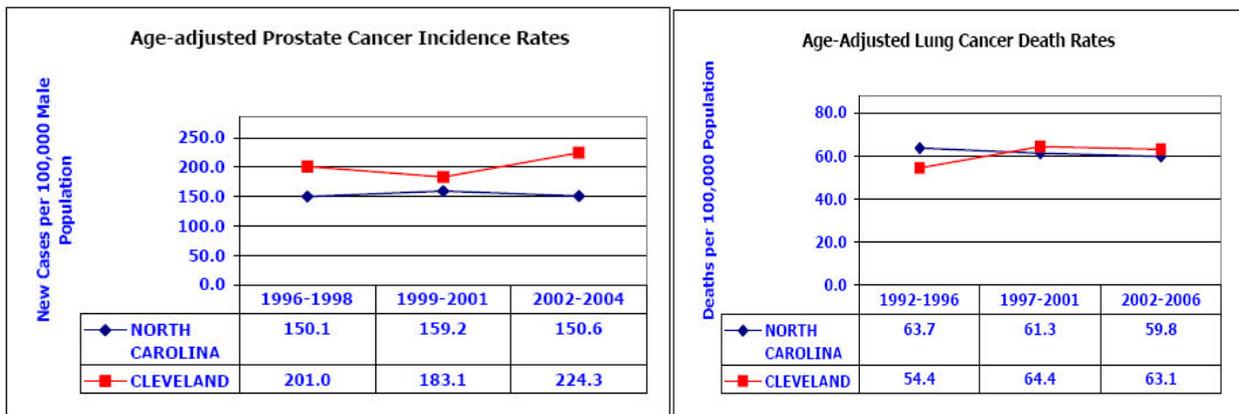
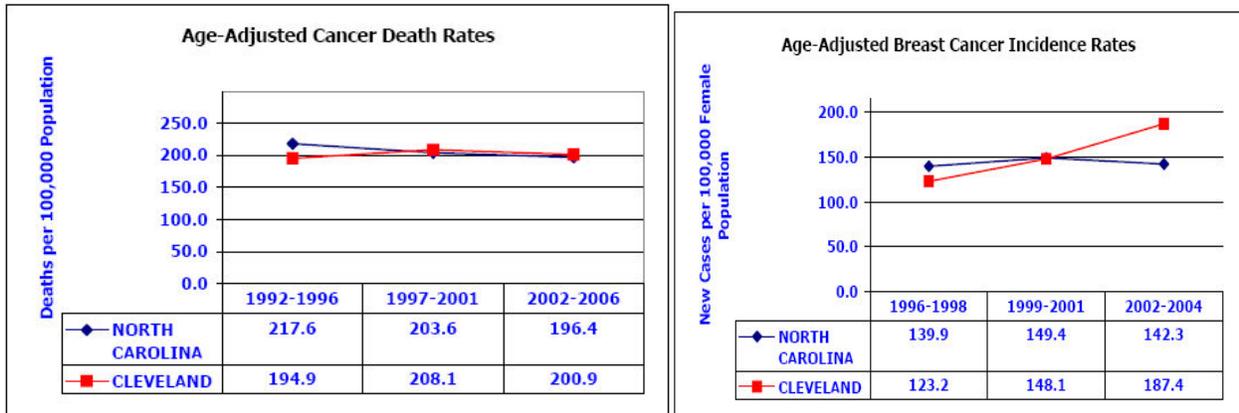
Source: NC State Center for Health Statistics



Source: NC State Center for Health Statistics

Respondents in the Community Survey indicated that experiencing problems with heart disease and stroke ranked as the 12th of 33 household issues.

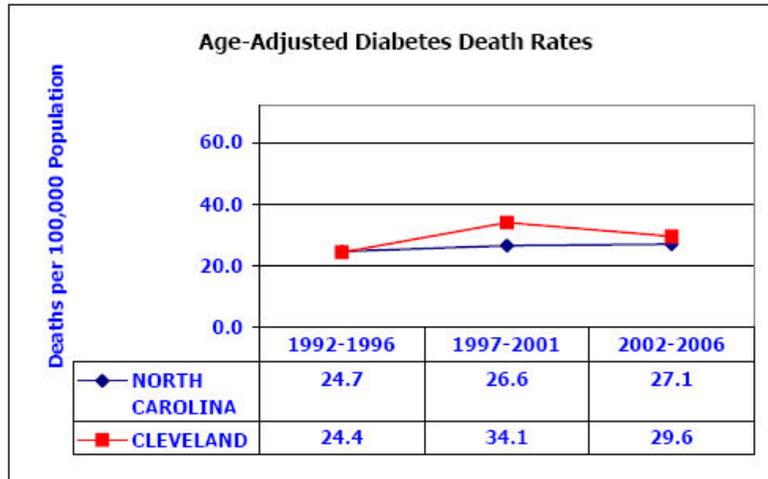
Cancer in all forms ranked as the second leading cause of death in both Cleveland County and North Carolina. Trend data reveals the following about cancer in general and in specific sites.



Source for all charts: NC Center for Health Statistics

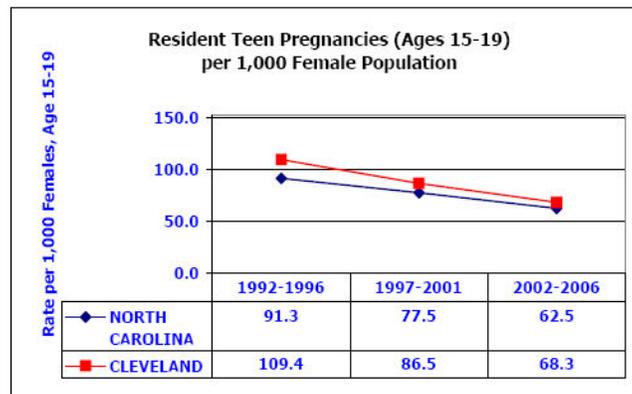
Respondents in the Community Survey listed experiencing problems with cancer – any form – as the 14th ranked issue in the household component.

Diabetes is a chronic disease that affects the lives of many residents of Cleveland County. It is the 5th leading cause of death in Cleveland County and in North Carolina based on data from 2001-2005. It should be emphasized that the death rate from diabetes in Cleveland County is 34.8 per 100,000 compared to a state rate of 26.7 per 100,000 according to the 2001-2005 computation. Diabetes is also more prevalent in the 65 to 84 years age group in the county, showing a death rate of 173.4 per 100,000 for this age group. Diabetes disproportionately affects African-Americans in both the county and the state. Respondents in the Community Survey ranked experiencing problems with diabetes as the 10th most important issue in the household component.



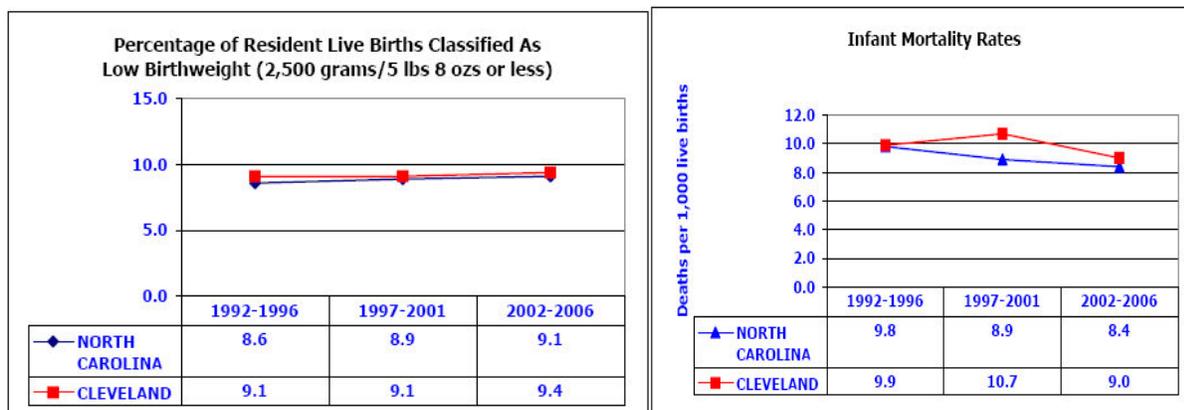
Source: NC Center for Health Statistics

Adolescent pregnancy in Cleveland County was identified as a priority issues by respondents in the Community Survey as well as respondents to the Key Informant Survey. Participants in the Community Survey ranked the issue as #7 of 33 community issues and listed it as the 19th ranked issue among the household responses. Participants in the Key Informant Survey ranked teen pregnancy as the 5th most important community issue, the highest ranking ever received in previous assessments from key informant respondents. Data provided by the NC Center for Health Statistics indicates that the rate of teen pregnancies among 15 to 19 year olds in Cleveland County is decreasing but it still higher than the state rate.



Source: NC Center for Health Statistics

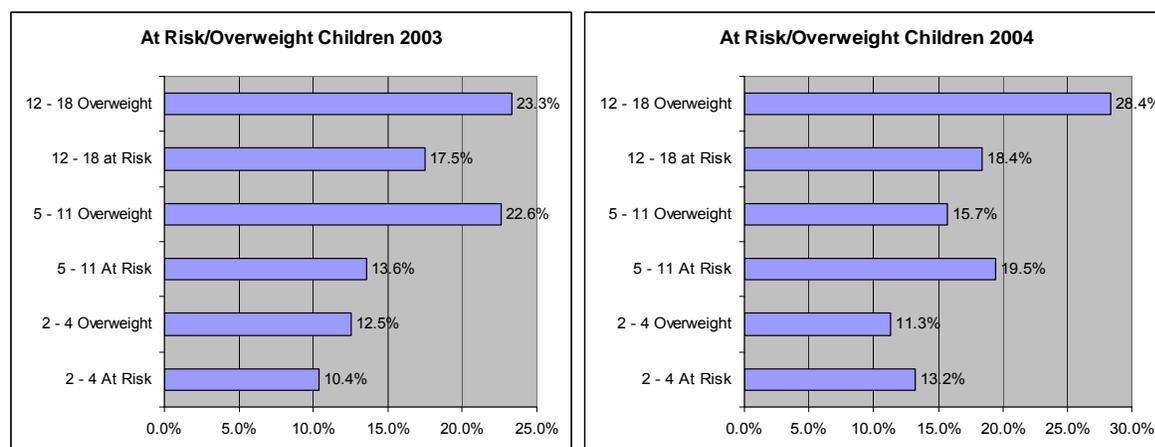
Additional data support concerns over births to young mothers – the percentage of low birth weight babies and the infant mortality rate in the county.



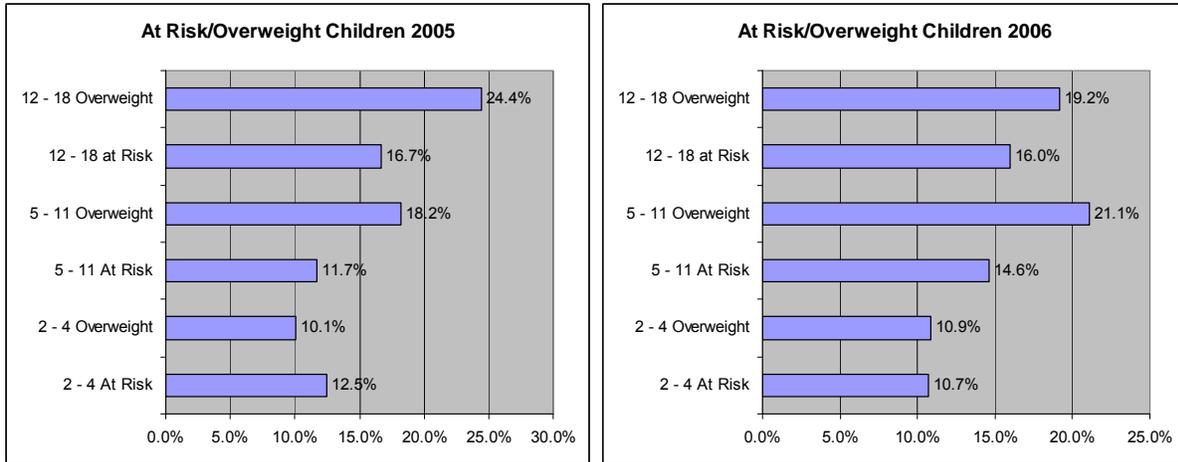
Source: NC Center for Health Statistics

Source: NC Center for Health Statistics

The top-ranked health issue and the #1 issue on the household survey indicated by respondents is experiencing problems with overweight and obesity. It must be noted that it is highly likely that this ranking occurred in part to the location of the Community Survey – during the registration period for Activate Cleveland County, a 12-month health and wellness program offered free of charge to residents of Cleveland County. However, the work of the Cleveland County Health Department’s Fit Together Initiative (funded by the NC Health and Wellness Trust Fund Commission) as well as local, state and national media emphasis on overweight/obesity as a major health issue in the United States cannot be discounted. It is important to note that overweight/obesity plays a major role in the development of chronic diseases such as cardiovascular disease, diabetes and asthma. The presence of overweight/obesity conditions often complicate prescribed treatment for these chronic diseases and therefore overweight/obesity deserves the attention now occurring. Of particular concern to health professionals is the increase in overweight and obesity among youth as demonstrated by these charts.



Source: NC Nutrition and Physical Activity Surveillance System, Division of Public Health

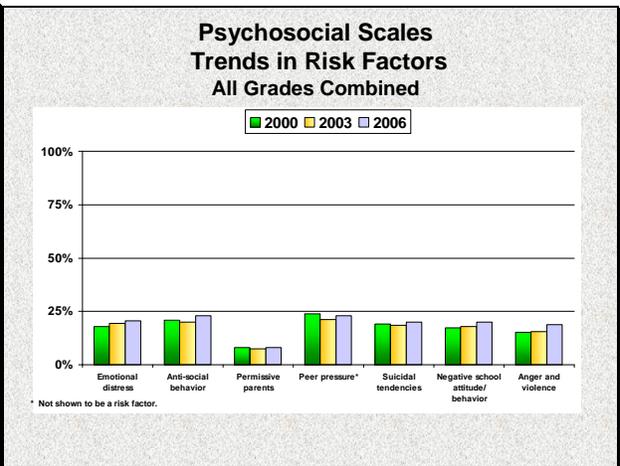
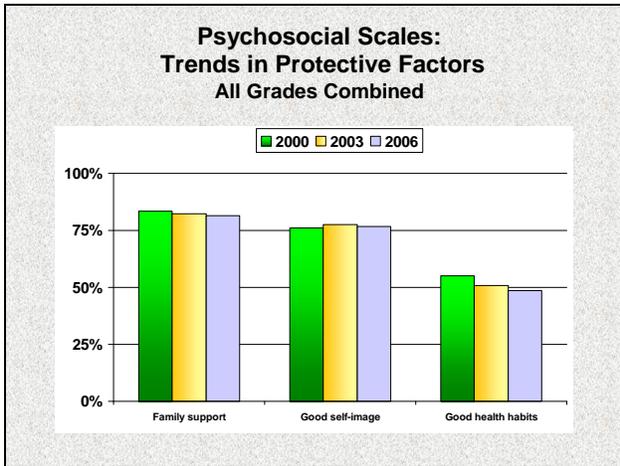
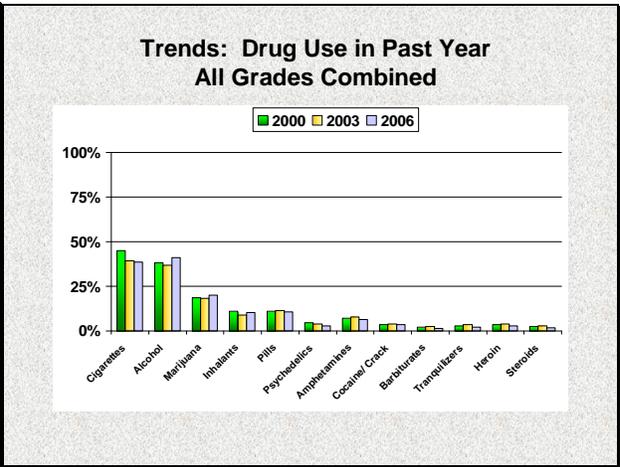
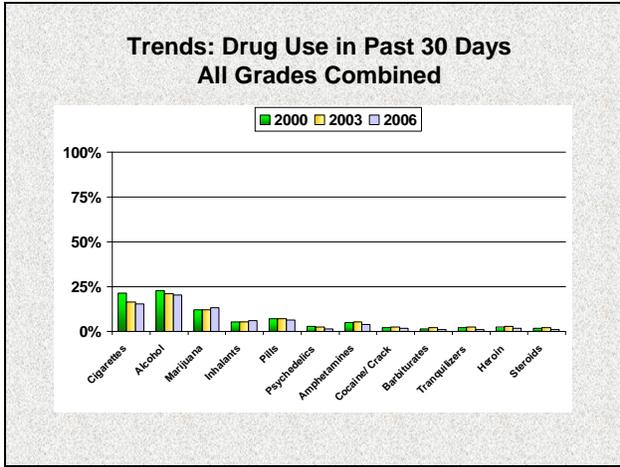
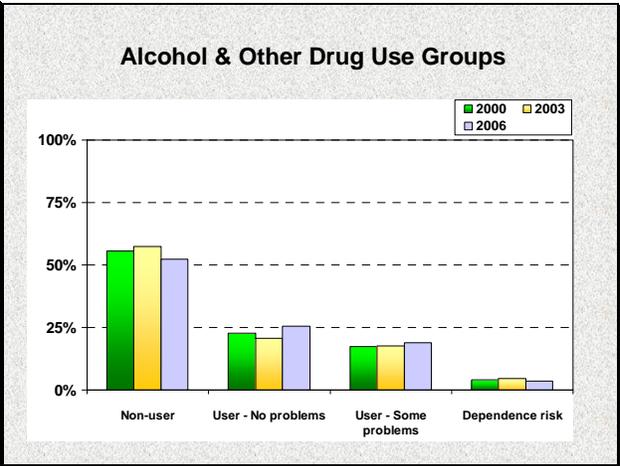
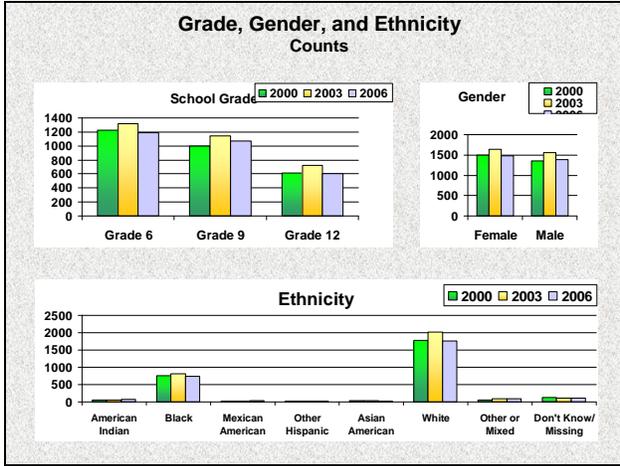


Source: NC Nutrition and Physical Activity Surveillance System, Division of Public Health

Substance abuse continues to be a major concern among both the Community Survey and Key Informant responses. The use of illegal substances ranked #1 among community issues in the Community Survey and #2 among community issues in the Key Informant Survey. Alcohol abuse ranked as #6 in the Community Survey and as #7 in the Key Informant Survey. Prescription drug abuse ranked as #8 in the Community Survey and as #14 in the Key Informant Survey. Treatment services for substance abuse ranked as #14 in the Community Survey and as #13 in the Key Informant Survey. However, when respondents in the Community Survey were asked to rank “obtaining substance abuse services” as a household issue experienced by the respondent or a member of their household in the past twelve months, they ranked this issues as # 31 out of 39 possible issues.

Perhaps the most valid source of data about substance abuse in Cleveland County is drawn from the recurring StudentView Survey, first conducted by the Cleveland County Community Organization for Drug Abuse Prevention (CODAP) and now conducted by CODAP Services, a unit of the Cleveland County Health Department. The StudentView Survey is a national survey that assesses student substance use and abuse and investigates the use of tobacco, alcohol and other drugs.

The survey has been conducted periodically in Cleveland County since 1996 and the data included below are drawn from the most recent survey conducted in March 2006. Also included in this information is data on risk and protective factors as reported by participating students. A full copy of the StudentView Survey results is available from CODAP Services, Cleveland County Health Department.



Source for all charts: 2006 StudentView Survey, CODAP Services, Cleveland County Health Department

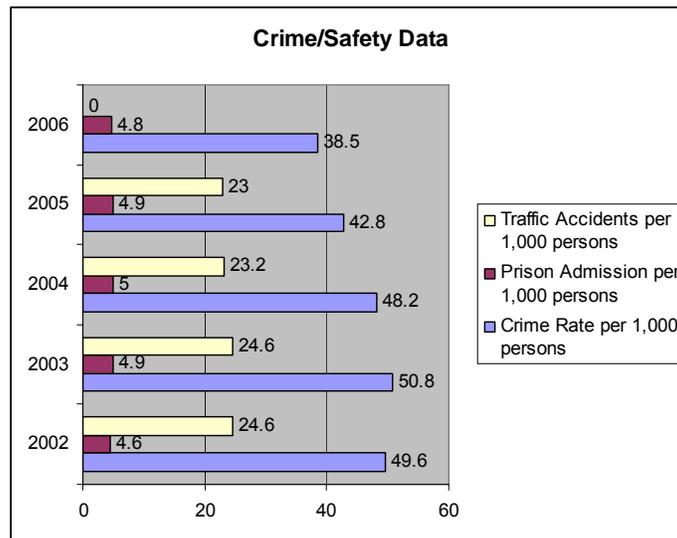
QUALITY OF LIFE/SAFETY ISSUES

Among the indicators of quality of life are included data on substantiated reports of child abuse and neglect, children under Department of Social Services placement responsibility and personal/property crime data.

Data from the NC Department of Health and Human Services reveal that an increasing number of children in the custody of the Department of Social Services in Cleveland County: 186 in 2002, 192 in 2003, 141 in 2004, 133 in 2005, 165 in 2006, and 185 in 2007. Officials at DSS attribute the increase in out-of-home placements to substance abuse in the county. Data from Action for Children North Carolina report that the county's rate of maltreatment reports investigated in 2005 was 55.7 per 1000 compared to the state rate of 53.6 per 1000. However, the county's rate for substantiated maltreatment reports was 4.6 per 1000, lower than the state rate of 9.8 per 1000.

Among respondents in the Community Survey as well as in the Key Informant Survey, crime-related issues ranked among those of major concern. For respondents in the Community Survey, use of illegal substances was the #1 issue, followed by gun-related violence and property crimes as #2 and #3. The presence of gangs and gang activity was the 5th highest ranked issue with domestic violence ranked as #9 and child abuse and neglect as #10. Among key informants, the use of illegal substances ranked #2, gun-related violence ranked #3 and property crimes ranked #4.

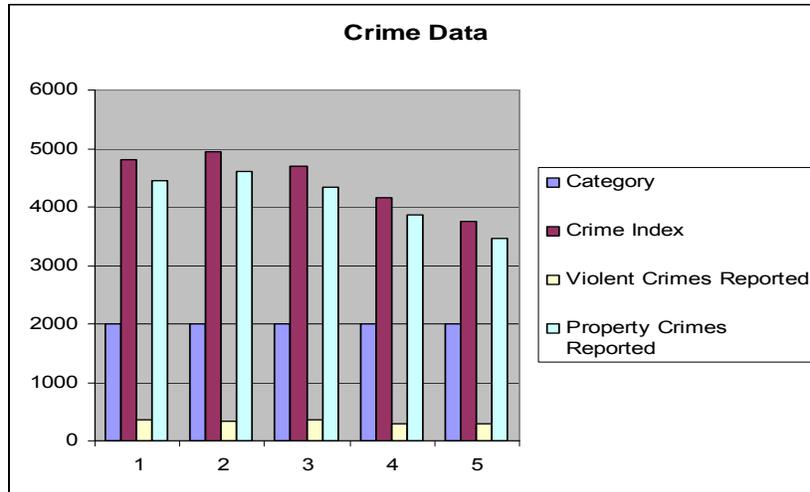
Data reveal changes in the county's crime rate, rate of admission to prison, and rate of traffic accidents over the following years:



Source: NC Department of Justice

Information from the NC Department of Justice identifies three additional categories of interest: crime index, violent crimes reported and property crimes reported. The data is reported

for the county as a whole, not by specific law enforcement jurisdiction. Seven major offenses are used to measure the extent, fluctuation and distribution of crime. Crime classifications presented used in the crime index are murder, forcible rape, robbery, aggravated assault, burglary, larceny and motor vehicle theft. Since arson is excluded from property crime, it is also excluded from the crime index. Violent crime is the sum of murders, rapes, robberies and aggravated assaults reported to law enforcement according to the Uniform Crime Reporting System. Property crime is the sum of burglaries, larcenies, and motor vehicle thefts reported to law enforcement according to the Uniform Crime Reporting System.



Source: NC Department of Justice

SUMMARY

What makes a healthy community? This is a question that leaders from an array of organizations, agencies, and programs across Cleveland County struggle to answer on a daily basis. For some individuals it is a matter of physical health – the diagnosis and treatment of disease. For others, prevention and education take center stage with the argument being “pay me now or pay me later”. Some individuals focus on mental and emotional health while others lend their efforts to building a healthy economy, a strong educational system and a positive quality of life. Actually, all of these are facets of a healthy community – physical, mental, emotional, economic, educational, spiritual - the list is endless.

Part of the assessment process is asking residents of Cleveland County about their perceptions of assets and issues in this community. Each respondent, whether to the Community Survey or to the Key Informant Survey, voiced their perceptions about the components of a healthy community. Some of the information that the respondents contributed to this assessment is very positive and some of it is not so flattering. The readers must bear in mind that these individuals responded from their particular frame of reference and that they were asked to do so by the sponsors of the assessment. Data collected from secondary sources is included in the Community Profile to offer a counterbalance to some of the potentially controversial information collected from the surveys. Secondary data is not included in this document for each of the community or household issues presented in the surveys

A good community assessment often creates more questions than it answers and this assessment is no exception. Next steps for the Steering Committee and the sponsoring organizations include the convening of focus groups across the county to hear individual reactions to the information presented in this document and the development of a summary report to the community on the results. Another step will be the continued collection of secondary data to ensure that agencies and organizations have the most current information to use in their decision-making about programs and services for residents of Cleveland County.

This document is an assessment; it does not provide solutions to issues or easy answers but is intended as a first step to identify a problem, assess the alternatives and develop a solution. Now the work rests with individuals in leadership positions to review information, prioritize issues and resources and move ahead so that all residents of Cleveland County have the opportunity to live in a healthy community.

Thanks go to the members of the Steering Committee who provided oversight for the process, the residents of Cleveland County who responded to the surveys and the individuals who provided editorial assistance in writing and formatting this document. Special thanks go to James H. Hines, Jr., Director of Community Health Services at the Cleveland County Health Department for his assistance in reviewing the information contained in the document and to Patrick Sery, Computing Consultant I at the Cleveland County Health Department for his assistance in formatting the document. Specific oversight for the survey process, selection of data for inclusion, and writing the document has been the responsibility of Anne Short, Executive Director of the Alliance for Health in Cleveland County, the county’s Healthy Carolinians Partnership.

APPENDIX I: COMMUNITY SURVEY

2007 Cleveland County Community Assessment

This survey is an effort to measure opinions about the quality of life in Cleveland County. The information will be used by many agencies that use community opinions when making decisions about delivering programs and services to residents. Your participation in this assessment process is essential so that informed decisions about the use of resources may be made.

A. Community Assets: Community assets are positive features that explain why we choose to live in Cleveland County. Please rate each of the following features as it applies to Cleveland County.

Asset	Very Poor	Poor	Good	Very Good	Don't Know
1. Quality of preschool-12 public education					
2. Place to raise a family					
3. Recreational opportunities for families					
4. Recreational opportunities for youth					
5. Recreational opportunities for older adults					
6. Cultural opportunities – music, art, theater					
7. Affordable housing					
8. Open spaces – greenways, parks, trails					
9. Affordable quality child care					
10. Personal and family safety					
11. Opportunity to develop job skills					
12. Water quality					
13. Air quality					
14. Educational opportunities for college and vocational training					
15. Economic development initiatives					
16. Effective community leadership					
17. Strong volunteer base					
18. Network of healthcare providers					
19. System of mental health services					
20. Hospitals and other medical facilities					
21. Services and programs for older adults					
22. Place to retire					
23. Public health services					
24. Positive relations among racial and ethnic groups					
25. Churches and other religious organizations					
26. Services for dealing with dying; hospice					
27. Employment opportunities					
28. Shopping opportunities					
29. Travel and tourism opportunities					
30. Strong agricultural base in county					

B. Community Issues: People sometimes experience situations which may affect the community where they live. The following is a list of common issues. For each one, please rate whether you feel it is not an issue, is a minor issue, is a moderate issue or is a major issue for residents of Cleveland County.

Community Issue	Not an Issue	Minor Issue	Moderate Issue	Major Issue	Don't Know
1. Literacy – ability to read and write					
2. School drop outs					
3. High rate of foreclosures					
4. Access to basic medical care					
5. Access to specialty medical care					
6. Access to dental care					
7. Services for senior adults					
8. After school and summer programs for youth					
9. Services for disabled persons					
10. Child abuse and neglect					
11. Domestic violence					
12. Abuse and neglect of older adults					
13. Alcohol abuse					
14. Use of illegal substances					
15. Prescription drug abuse					
16. Treatment services for mental health issues					
17. Treatment services for substance abuse					
18. Teen pregnancy					
19. Presence of gangs and gang activity					
20. Property crimes					
21. Gun-related violence					
22. Roadside litter					
23. Access to transportation services					
24. Availability of water and sewer service					
25. Availability of affordable housing					
26. Disparities in educational achievement					
27. School suspensions					
28. Support for college and vocational enrollment					
29. Exposure to secondhand smoke at work/play					
30. Exposure to secondhand smoke at home					
31. Disparities in accessing health care					
32. County-wide leash law for animals					
33. County-wide recreational opportunities					

C. Household Issues: People sometimes experience issues which affect themselves or their families. The following is a list of issues which **you** or **someone in your household** may have faced in the **past twelve months**. For each issue please rate whether it was not an issue, was a minor issue, was a moderate issue or was a major issue faced by you or a member of your household during the past twelve months.

Household Issue	Not an Issue	Minor Issue	Moderate Issue	Major Issue	Don't Know
1. Having enough money for food, clothing & shelter					
2. Being able to make ends meet financially					
3. Being able to find work					
4. Having difficulty reading ordinary documents					
5. Feeling unsafe at home or in the neighborhood					
6. Accessing affordable medical care					
7. Accessing affordable dental care					
8. Having enough money to buy prescription drugs					
9. Obtaining medical insurance					
10. Obtaining affordable housing					
11. Experiencing property crime					
12. Experiencing personal crime					
13. Obtaining legal assistance					
14. Obtaining affordable quality child care					
15. Experiencing physical conflict in the home					
16. Obtaining mental health services					
17. Obtaining substance abuse services					
18. Obtaining affordable transportation					
19. Finding services for an elderly family member					
20. Finding services for a physically disabled family member					
21. Dropping out of school					
22. Experiencing a teen pregnancy					
23. Obtaining medical services for a chronic disease					
24. Experiencing bullying or teasing at school					
25. Finding parent education services					
26. Obtaining vocational training locally					
27. Accessing higher educational opportunities					
28. Being suspended from school					
29. Accessing technology – computers, internet, etc.					
30. Being exposed to toxic chemicals or substances at work					
31. Experiencing issues with secondhand smoke					
32. Experiencing problems with overweight/obesity					
33. Experiencing problems with heart disease/stroke					

34. Experiencing problems with asthma					
35. Experiencing problems with cancer – any form					
36. Experiencing problems with diabetes					
37. Experiencing problems with STDs, HIV or AIDS					
38. Being exposed to toxic chemicals or substances in my neighborhood					
39. Experiencing homelessness					

Of all of the issues listed above, which one is the most important to you and your family?

Please list the number of the issue _____

D. Demographic Information: To help us group your answers with others, please answer the following questions.

1. What is the zip code of this household?

28017	
28020	
28038	
28042	
28073	
28086	
28089	
28090	
28114	
28136	
28150	
28151	
28152	
28169	

2. Which of the following categories includes your age?

18-24	
25-34	
35-44	
45-54	
55-64	
65-74	
75+	

3. How many children between the ages of 6 and 17 live in this household? _____

4. How many children, age 5 or younger, live in this household? _____

5. What is your gender? Male Female

6. What is your marital status?

Married	
Separated	
Divorced	
Widowed	
Never Married – with partner	
Never Married – no partner	
Refused	

7. What do you consider your race?

American Indian/Alaskan Native	
White	
Asian	
Black/African-American	
Native Hawaiian/Pacific Islander	
Multi-Racial	
Some other race	
Refused	

8. Are you of Hispanic or Latino origin or descent? Yes No

9. What is the highest grade in school you have completed?

Less than 9 th grade	
9 th -12 th grade	
GED	
Some college, no degree	
Associate Degree	
Bachelor Degree	
Advanced Degree	
Refused	

10. Are you or anyone else in your household employed in Cleveland County?
 Yes No Refused

11. Does anyone in your household receive public assistance?
 Yes No Refused

12. How long have you lived in Cleveland County?

Less than 3 years	
Three to 5 years	
Six to 10 years	
More than 10 years	
Refused	

13. How much opportunity do you feel you have to affect how things happen in Cleveland County?

Considerable opportunity	
Some opportunity	

Little opportunity	
No opportunity	
Refused	

14. Did you vote in the 2006 mid-term elections?

Yes No Refused

15. In the past six months, did you attend a religious service or go to a religious activity or church?

Yes No Refused

16. How do you prefer to get timely community information? Mark all that apply.

Printed materials (flyers, brochures)		Television-commercial stations	
Seminars/workshops/classes		Television – local cable access	
Newspapers		Radio	
Internet		Other	

17. Where do you usually go when you are sick or need health advice? Mark all that apply.

My personal doctor		An alternative medical provider	
A hospital emergency room		A walk-in clinic	
A drug store/pharmacist		I don't seek care for preventive services	
A chiropractor		Other	

18. Finally, counting income from all sources (including earnings from jobs, unemployment insurance, pensions, public assistance, child support, and so on), and counting income from everyone in your home, which of the following ranges did your household income fall into last year?

Less than \$10,000	
\$10,000 - \$15,000	
\$15,000 - \$25,000	
\$25,000 - \$35,000	
\$35,000 - \$50,000	
\$50,000 - \$75,000	
\$75,000 - \$100,000	
\$100,000 - \$150,000	
\$150,000 - \$200,000	
\$200,000 or more	

APPENDIX II: KEY INFORMANT LETTER



January, 2008

Dear Community Leader:

The Alliance for Health in Cleveland County, Inc. in collaboration with the United Way of Cleveland County, Pathways LME, the Cleveland County Department of Social Services, the Cleveland County HealthCare System, the Cleveland County Partnership for Children and the Children's Homes of Cleveland County are currently surveying residents of Cleveland County in order to produce a comprehensive community assessment about community assets and issues in our county.

This information is collected and analyzed every four years and is invaluable in providing direction for community agencies as they respond to identified community needs. The assessment will include data collected from secondary sources as well as a survey of Cleveland County residents. Your participation as a community leader and key informant will be essential for this assessment to be truly comprehensive.

Please take a few moments of your time and complete the attached survey and then return it in the self-addressed envelope to the Alliance for Health office **no later than Wednesday, January 23, 2008**. The results from the key informant survey, including any written comments that you wish to include, will be published in the comprehensive document scheduled for public release on Wednesday, February 20, 2008. The survey is anonymous and all data collected will be reported in aggregate format only.

Should you have any questions concerning this survey, please contact me in the Alliance for Health office at 704-484-5112 during normal business hours Monday through Friday. Please help us determine the strategic direction for many agencies and programs in this community by completing the survey; we look forward to your response!

Sincerely,

Anne T. Short
Executive Director, Alliance for Health

Attachments

APPENDIX III: KEY INFORMANT SURVEY

Key Informant Survey – Cleveland County – 2007

Thank you for your time to complete this survey. We appreciate your willingness to share your views about our community’s assets and challenges. We value your opinion and will print any comments that you share with us anonymously in the final report.

- A. **Community Assets:** Community assets are positive features that explain why we choose to live in Cleveland County. Please rate each of the following features as it applies to Cleveland County. (CHECK ONLY ONE BOX IN EACH ROW.)

Community Assets	Very Poor	Poor	Good	Very Good	Don't Know
1. Quality of preschool-12 public education					
2. Place to raise a family					
3. Recreational opportunities for families					
4. Recreational opportunities for youth					
5. Recreational opportunities for older adults					
6. Cultural opportunities – music, art, theater					
7. Affordable housing					
8. Open spaces – greenways, parks, trails					
9. Affordable quality child care					
10. Personal and family safety					
11. Opportunity to develop job skills					
12. Water quality					
13. Air quality					
14. Educational opportunities for college and vocational training					
15. Economic development initiatives					
16. Effective community leadership					
17. Strong volunteer base					
18. Network of healthcare providers					
19. System of mental health services					
20. Hospitals and other medical facilities					
21. Services and programs for older adults					
22. Place to retire					
23. Public health services					

24. Positive relations among racial and ethnic groups					
25. Churches and other religious organizations					
26. Services for dealing with dying; hospice					
27. Employment opportunities					
28. Shopping opportunities					
29. Travel and tourism opportunities					
30. Strong agricultural base in county					

Are there other community assets that you can identify?

B. Community Issues: People sometimes experience situations which may affect the community where they live. Here is a list of common issues. For each one, please indicate whether you believe it is not an issue, is a minor issue, is a moderate issue or is a major issue for residents of Cleveland County.

Community Issue	Not an Issue	Minor Issue	Moderate Issue	Major Issue	Don't Know
1. Literacy – ability to read and write					
2. School drop outs					
3. High rate of foreclosures					
4. Access to basic medical care					
5. Access to specialty medical care					
6. Access to dental care					
7. Services for senior adults					
8. After school and summer programs for youth					
9. Services for disabled persons					

10. Child abuse and neglect					
11. Domestic violence					
12. Abuse and neglect of older adults					
13. Alcohol abuse					
14. Use of illegal substances					
15. Prescription drug abuse					
16. Treatment services for mental health issues					
17. Treatment services for substance abuse					
18. Teen pregnancy					
19. Presence of gangs and gang activity					
20. Property crimes					
21. Gun-related violence					
22. Roadside litter					
23. Access to transportation services					
24. Availability of water and sewer service					
25. Availability of affordable housing					
26. Disparities in educational achievement					
27. School suspensions					
28. Support for college and vocational enrollment					
29. Exposure to secondhand smoke at work/play					
30. Exposure to secondhand smoke at home					
31. Disparities in accessing health care					
32. County-wide leash law for animals					
33. County-wide recreational opportunities					

Are there other community issues that you can identify?

C. Key Informant Demographics: The following questions will be used solely for statistical purposes. Your answers will be combined with all other responses to get a better understanding of the survey participants as a whole

1. What is the zip code of your household?

28017	
28020	
28021	
28038	
28042	
28073	
28086	
28089	
28090	
28114	
28136	
28150	
28151	
28152	
28169	

3. Which of the following categories includes your age?

18-24	
25-34	
35-44	
45-54	
55-64	
65-74	
75+	

3. What is your gender? Male Female

4. What is your marital status?

Married	
Separated	
Divorced	
Widowed	
Never Married – with partner	
Never Married – no partner	
Refused	

5. What do you consider your race?

American Indian/Alaskan Native	
White	
Asian	
Black/African-American	
Native Hawaiian/Pacific Islander	
Multi-Racial	
Some other race	
Refused	

6. Are you of Hispanic or Latino origin or descent? Yes No

7. What is the highest grade in school you have completed?

Less than 9 th grade	
9 th -12 th grade	

GED	
Some college, no degree	
Associate Degree	
Bachelor Degree	
Advanced Degree	
Refused	

8. How long have you lived in Cleveland County?

Less than 3 years	
Three to 5 years	
Six to 10 years	
More than 10 years	
Refused	

9. How much opportunity do you feel you have to affect how things happen in Cleveland County?

Considerable opportunity	
Some opportunity	
Little opportunity	
No opportunity	
Refused	

10. Did you vote in the 2006 mid-term elections?

Yes No Refused

11. In the past six months, did you attend a religious service or go to a religious activity or church?

Yes No Refused

12. How do you prefer to get timely community information? Mark all that apply.

Printed materials (flyers, brochures)		Television-commercial stations	
Seminars/workshops/classes		Television – local cable access	
Newspapers		Radio	
Internet		Other	

13. Where do you usually go when you are sick or need health advice? Mark all that apply.

My personal doctor		An alternative medical provider	
A hospital emergency room		A walk-in clinic	
A drug store/pharmacist		I don't seek care for preventive services	
A chiropractor		Other	

14. Finally, counting income from all sources (including earnings from jobs, unemployment insurance, pensions, public assistance, child support, and so on), and counting income from everyone in your home, which of the following ranges did your household income fall into last year?

Less than \$10,000	
\$10,000 - \$15,000	

\$15,000 - \$25,000	
\$25,000 - \$35,000	
\$35,000 - \$50,000	
\$50,000 - \$75,000	
\$75,000 - \$100,000	
\$100,000 - \$150,000	
\$150,000 - \$200,000	
\$200,000 or more	

Please share briefly any comments you may have on community assets and challenges.

Please share briefly any suggestions you may have concerning how current community resources might be redesigned or redirected to be more effective.

Your written comments will be published in the Community Assessment document.

APPENDIX IV: Minority Health Council Survey

The following survey was conducted by members of the Minority Health Council in Cleveland County in fall, 2006, to identify health issues in the minority communities in Cleveland County and to prioritize the work of the Cleveland County Health Department's Health Disparities Initiative, a program funded by the NC Health and Wellness Trust Fund Commission. The survey was conducted by distributing a packet of surveys to 55 members of the Minority Health Council and asking them to secure five completed surveys each. One hundred forty-five (145) surveys were returned for review. The results are included in this document.



The purpose of this survey is to get your opinion about community health problems. Please mark your answers with an **X**.

Gender:

Male Female

Age Group:

Under 18 18-24 25-34 35-44 45-64 65-74 75+

1. In your opinion, does our community have a problem with any of these issues?

	Not A Problem	Somewhat A Problem	Major Problem	I Don't Know
Sickle Cell	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cancer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diabetes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heart Disease	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High Blood Pressure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sexually Transmitted Diseases	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HIV/AIDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Asthma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stroke	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mental Health Problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning & Developmental Disabilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Physical handicaps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Abuse of drugs (Meth, Heroin, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Abuse of Alcohol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Abuse of Marijuana	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overweight/Obesity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Domestic Violence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Issues that affect children and teens:

Soda and snack foods in school	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Negative peer pressure to be sexually active	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Teenage pregnancy/out of wedlock births ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequency of youth depression and suicide ..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Physical, sexual, emotional abuse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. What type of insurance do you and people in your home have? Mark all that apply:

Private Insurance	<input type="checkbox"/>
Medicare/Medicaid	<input type="checkbox"/>
None	<input type="checkbox"/>
Other _____	<input type="checkbox"/>

3. How many days a week do you exercise or participate in physical activities for 30 minutes or more?

<input type="checkbox"/> 0 days	<input type="checkbox"/> 1-2 days	<input type="checkbox"/> 3-4 days	<input type="checkbox"/> 5 or more days
---------------------------------	-----------------------------------	-----------------------------------	---

4. Do you have regular access to an outlet for physical activity? Mark all that apply:

<input type="checkbox"/> YMCA	<input type="checkbox"/> Recreation Center	<input type="checkbox"/> Church	<input type="checkbox"/> Gym
<input type="checkbox"/> Park	<input type="checkbox"/> Walking Trail	<input type="checkbox"/> Other	<input type="checkbox"/> None
<input type="checkbox"/> School Athletic Tracks			

5. Do you and your family have good access to:

	Yes	No	I don't use this service
Medical care/Physicians	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Care for pregnant women	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Care for elderly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Emergency Room services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hospital services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dental care	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pharmacy services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drug and alcohol treatment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mental health treatment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- | | | | |
|---|--------------------------|--------------------------|--------------------------|
| Health education programs | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Services for physical disabilities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Care for development disabilities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Spiritual care | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Services for dealing with the dying process | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Public Health Department | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

6. Where do you usually go when you are sick or need health advice? Mark all that apply.

- | | | |
|--|---------------------------------------|---|
| <input type="checkbox"/> My personal doctor | <input type="checkbox"/> Pharmacy | <input type="checkbox"/> Alternative medicine/healer |
| <input type="checkbox"/> A hospital emergency room | <input type="checkbox"/> Chiropractor | <input type="checkbox"/> I don't seek care when I am sick |
| <input type="checkbox"/> Other (please list) _____ | | |

7. Who do you trust for accurate health information and health news? Mark all that apply.

- | | |
|--|--|
| <input type="checkbox"/> The Health Department | <input type="checkbox"/> My child's school, on child health issues |
| <input type="checkbox"/> Radio/TV | <input type="checkbox"/> Govt. agencies, like the Center for Disease Control |
| <input type="checkbox"/> My physician | <input type="checkbox"/> My family and friends |
| <input type="checkbox"/> My pharmacists | <input type="checkbox"/> Magazines/newspaper |
| <input type="checkbox"/> Internet | |

8. Where are you regularly exposed to smoke from other people's tobacco products? Mark all that apply.

- | | |
|---------------------------|--------------------------|
| | Yes |
| At home | <input type="checkbox"/> |
| In a Car | <input type="checkbox"/> |
| In a restaurant/bar | <input type="checkbox"/> |
| At work | <input type="checkbox"/> |
| I am not exposed | <input type="checkbox"/> |
| Other (please list) _____ | <input type="checkbox"/> |

9. How many servings of fruits/vegetable do you eat daily? Mark one response.

- | | | | |
|-------------------------------------|---------------------------------------|---------------------------------------|---|
| <input type="checkbox"/> 0 servings | <input type="checkbox"/> 1-2 servings | <input type="checkbox"/> 3-4 servings | <input type="checkbox"/> 5 or more servings |
|-------------------------------------|---------------------------------------|---------------------------------------|---|

10. Do you believe that it is more expensive to eat healthier foods?

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

RESULTS

Total Number of “completed” surveys: 145

Breakdown by gender: Male 25%
Female 75%

Breakdown by age: <18 3%
18-24 6%
25-34 9%
35-44 25%
45-64 46%
65-74 10%
75+ .6%

In your opinion, does our community have a problem with any of these issues?

	Not	Somewhat	Major	Don't Know
Sickle Cell	26%	30%	8%	36%
Cancer	11%	28%	52%	9%
Diabetes	6%	24%	65%	4%
Heart	9%	25%	54%	12%
High Blood	9%	14%	71%	6%
STD	10%	21%	43%	26%
HIV	13%	34%	32%	21%
Asthma	11%	46%	26%	17%
Stroke	10%	34%	35%	21%
Mental	17%	37%	27%	20%
Learning	14%	50%	19%	17%
Physical	17%	48%	10%	24%
Drugs	8%	17%	61%	14%
Alcohol	7%	27%	61%	8%
Marijuana	8%	23%	61%	8%
Obesity	7%	22%	64%	7%
Violence	16%	28%	41%	14%

Issues that affect children and teens:

Soda	18%	39%	30%	12%
Peers	3%	26%	59%	12%
Pregnancy	3%	23%	66%	8%
Depression	13%	39%	24%	24%
Abuse	7%	37%	39%	17%

What type of insurance do you and people in your home have? Mark all that apply:

Private	77%
Medicare	37%
None	10%
Other	6%

How many days a week do you exercise or participate in physical activities for 30 minutes or more?

0 days	25%
1-2 days	40%
3-4 days	28%
5+ days	8%

Do you have regular access to an outlet for physical activity? Mark all that apply:

YMCA	43%
Park	37%
School	16%
Recreation	28%
Trail	43%
Church	39%
Gym	23%
None	8%
Other	15%

Do you and your family have good access to:

	YES	NO	DON'T USE
Physicians	95%	3%	2%
Pregnant	55%	6%	39%
Elderly	57%	13%	30%
Emergency	91%	4%	5%
Hospital	94%	2%	3%
Dental	87%	8%	5%
Pharmacy	94%	5%	1%
Drug	41%	14%	45%
Mental	42%	12%	43%
Education	70%	9%	21%
Physical	46%	15%	40%
Development	42%	13%	38%
Spiritual	87%	5%	8%
Dying	63%	10%	26%
Health Dept.	80%	4%	16%

Where do you usually go when you are sick or need health advice? Mark all that apply.

Doctor	93%
Emergency	41%
Pharmacy	42%
Chiropractor	3%
Alternative	3%
Don't Seek	3%
Other	6%

Who do you trust for accurate health information and health news? Mark all that apply.

Health Dept.	46%
Radio	19%
Physician	90%
Pharmacists	53%
Internet	28%
School	8%
Govt.	21%
Family	28%
Magazine	21%

Where are you regularly exposed to smoke from other people's tobacco products? Mark all that apply.

Home	18%
Car	17%
Restaurant	49%
Work	22%
Not Exposed	31%
Other	6%

How many servings of fruits/vegetable do you eat daily? Mark one response.

0 servings	8%
1-2 servings	65%
3-4 servings	24%
5+ servings	3%

Do you believe that it is more expensive to eat healthier foods?

Yes	No
71%	28%

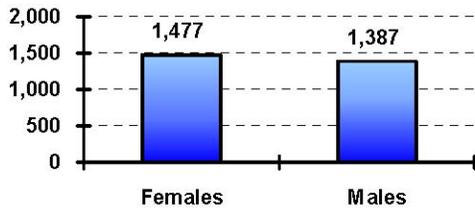
APPENDIX V: DRUG USE SURVEY SUMMARY, MARCH, 2006

StudentView Executive Summary Cleveland County

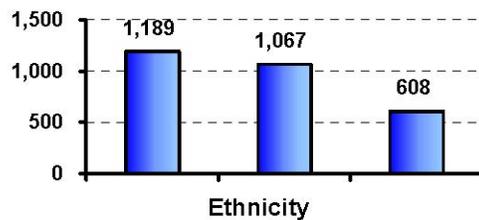
Background

This report is based on an administration of the StudentView[®] survey in March, 2006. Results are based on the responses of students from the grades identified in the chart on the right. Below are two bar charts indicating gender and ethnicity counts. To insure the report captures the actual behavior and attitudes of students in your school or community

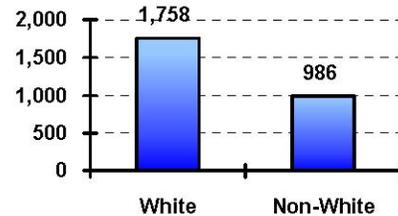
Gender



School Grade



Ethnicity

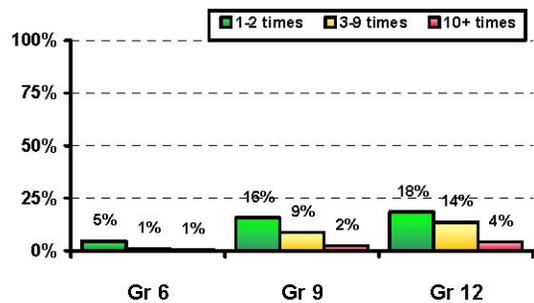


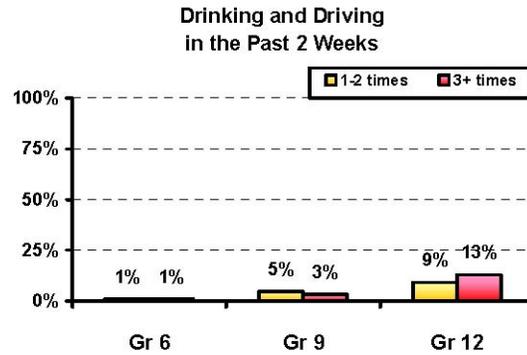
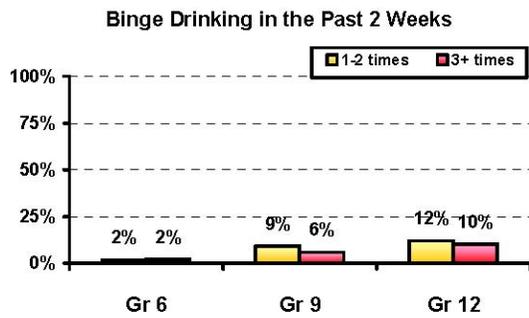
students whose responses indicated random patterns or failed to meet StudentView[®] consistency standards were excluded from the totals.

Alcohol Use

Alcohol continues to be the most widely used drug in our culture. The chart on the right indicates the percentage of students who reported use of alcohol in the past 30 days. The chart labeled Binge Drinking in the Past 2 Weeks indicates the percentage of students who reported drinking five or more drinks in a row within two weeks of being surveyed. The graph labeled Drinking and Driving in the Past 2 Weeks indicates the percentage of students who reported either driving while drinking themselves or being in a vehicle driven by a friend who had been drinking in the past year.

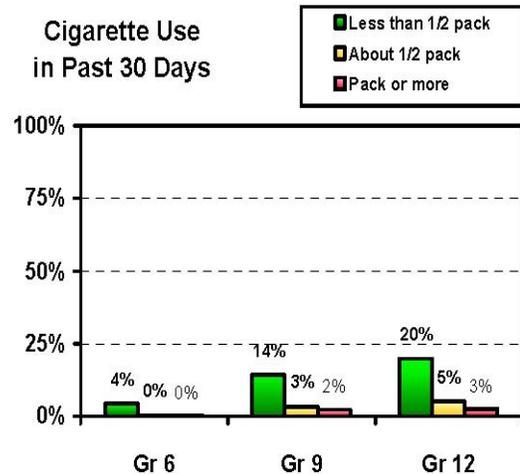
Alcohol Use in the Past 30 Days





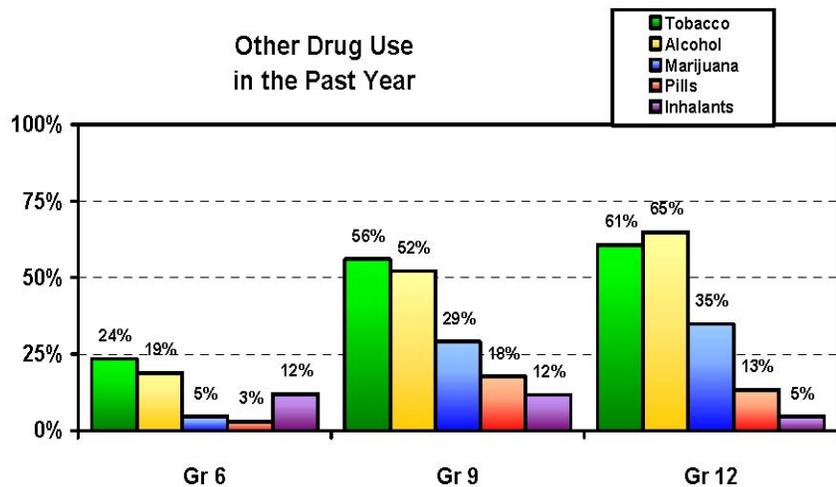
Tobacco Use

In our culture tobacco use has been shown to be responsible for significant health-related concerns. The graph on the right indicates the percentage of students reporting light use, medium use and heavy use of cigarettes in the past 30 days. The full StudentView[®] report reports on the prevalence of smokeless tobacco.



Other Drug Use

The full StudentView[®] report provides the specific details regarding a full range of other drugs reported being used by the student population. The graph on the right shows the five drugs used most by students during the past year. Here are some other important things to remember with each of these drugs.



Tobacco: The younger a child is when he or she starts smoking, the more likely he or she will become strongly addicted to nicotine. Tobacco is often a “gateway” drug, leading teens to try alcohol and other illegal drugs. Young people who smoke are more likely to report lower grades and feelings of low self-esteem.

Alcohol: The earlier a person begins the use of alcohol, the more likely she or he will be to develop alcohol dependence. Alcohol abuse is also often related to other teen problems, such as the use of illegal drugs, fighting, stealing, and driving under the influence, skipping school, date rape, feeling depressed, and deliberately hurting or killing oneself.

Marijuana: Students who use marijuana are more likely to get lower grades and are less likely to graduate from high school than those students who do not use marijuana.

Pills: Users are also more likely to engage in other risky behaviors, such as unprotected sex, and become involved in criminal activity to support their addiction. Pills may include amphetamines, club drugs, prescription drugs that are misused, over-the-counter medications that are misused, etc.

Inhalants: Hundreds of young students suffer negative, sometimes permanent, consequences from inhalants, including brain, heart, liver and kidney damage.

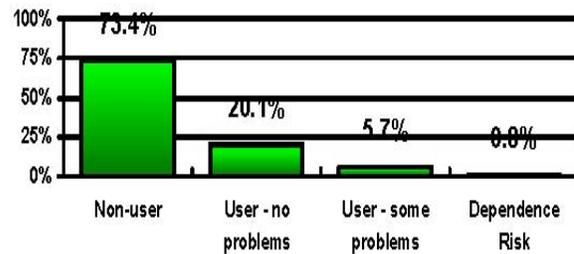
Alcohol and other Drug Use Groups

While any level of use of alcohol or other drugs by young people is disturbing, different types of use require a different type of response.

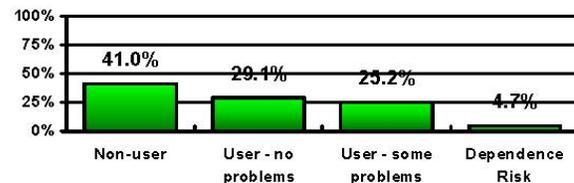
Students identified as being at Dependence Risk reported four or more consequences directly related to their use. These are students who are experiencing severe levels of problems associated with their use. Because most students in this category are experiencing some level of addiction, many will need chemical dependency treatment to overcome the problems created by their use and to avoid use in the future.

Students identified as Use with Some Problems reported one to three consequences directly associated with their use. While it is

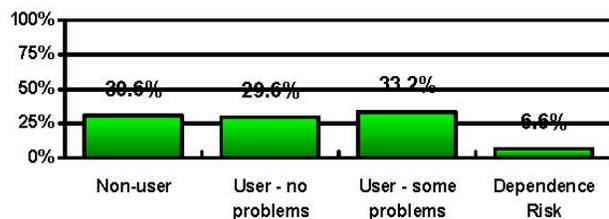
User Groups - Grade 6



User Groups - Grade 9



User Groups - Grade 12



probably premature to identify these students as addicted, without significant prevention efforts, some of these students will move to the Dependence Risk category. Prevention efforts need to focus on extensive group and individual support programs targeting these students' needs. Intervention or diversion programs may also be considered.

Students identified as Use with No Problems reported some use but no consequences related to their use. Traditional prevention efforts that target education, awareness and consequences are usually effective for this group.

Students identified as non-users reported no use of alcohol or other drugs in the past year.