

FOR IMMEDIATE RELEASE
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Contact:
Anne Short
704-484-5112
Anne.short@clevelandcounty.com

2015 COMMUNITY ASSESSMENT PROJECT UNDERWAY

Local agencies work together to assess community needs and plan appropriate programming to address local issues

(Shelby, NC)—In an effort to improve and promote the health of our community, the Cleveland County Health Department and Alliance for Health with support from the Cleveland County HealthCare System and other county agencies have joined resources to conduct a comprehensive community assessment. The role of a community assessment is to identify factors that affect the health of a population and determine the availability of resources within the community to adequately address these factors. Previous assessments have been published in 1985, 1987, 1993, 2002, 2008 and 2011 which contained a wealth of information about critical issues in Cleveland County and have been used by county agencies to develop, implement and evaluate services and programs to local residents.

Collaborative partners serving on a Community Assessment Steering Committee have developed a 2015 Community Assessment Survey for community respondents and will review the data once it is collected and analyzed. The survey process is being conducted in two formats this year—electronic and hardcopy. First, community respondents may complete the survey online by going to the following website powered by SurveyMonkey:
<https://www.surveymonkey.com/s/2015ClevelandCountyCommunityHealthAssessment>.

Participation in the online survey is confidential. Participants' responses go directly to the SurveyMonkey site and no one in Cleveland County will be able to access the responses of any specific individual. At the close of the survey, participants will be offered the opportunity to register for a chance to win one of three gas cards in the amounts of \$250, \$200, and \$150. Additional incentives have been offered by the Cleveland County Animal Control Program – vouchers for five free spay-neuter procedures for pets.

Second, community respondents may pick up a hardcopy of the 2015 Community Assessment at any of the following locations: Cleveland County Health Department, Cleveland County YMCA locations, all Cleveland County public libraries, senior centers in Shelby and Kings Mountain, Cleveland County Department of Social Services, the county manager's office and the front desks of hospitals in Shelby and Kings Mountain. Completed surveys may be returned to the original distribution point or dropped off at the front desk of the Cleveland County Health Department located at 315 E Grover St, Shelby, NC 28150. They may also be mailed to the Cleveland County Health Department to the attention of Anne Short. Individuals who complete the hardcopy format may also register for a chance to win the incentives!

Community assessments are conducted in all counties in North Carolina on a three to four year cycle to provide residents with up to date information about issues and needs in their counties. Agencies throughout the county will use the information collected from the 2015 Community Assessment to plan

programs, set priorities, and begin new initiatives. Community participation is of utmost importance, as this is the community's opportunity to have a voice in local programming that affects the future health of our county. Community assessment partners are aiming to have at least 1,000 Cleveland County residents participate in this year's assessment.

The deadline to respond to the assessment is February 28, 2015. For more information about the community assessment or to obtain a copy of the results, please contact the Alliance for Health office at 704-484-5112.

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