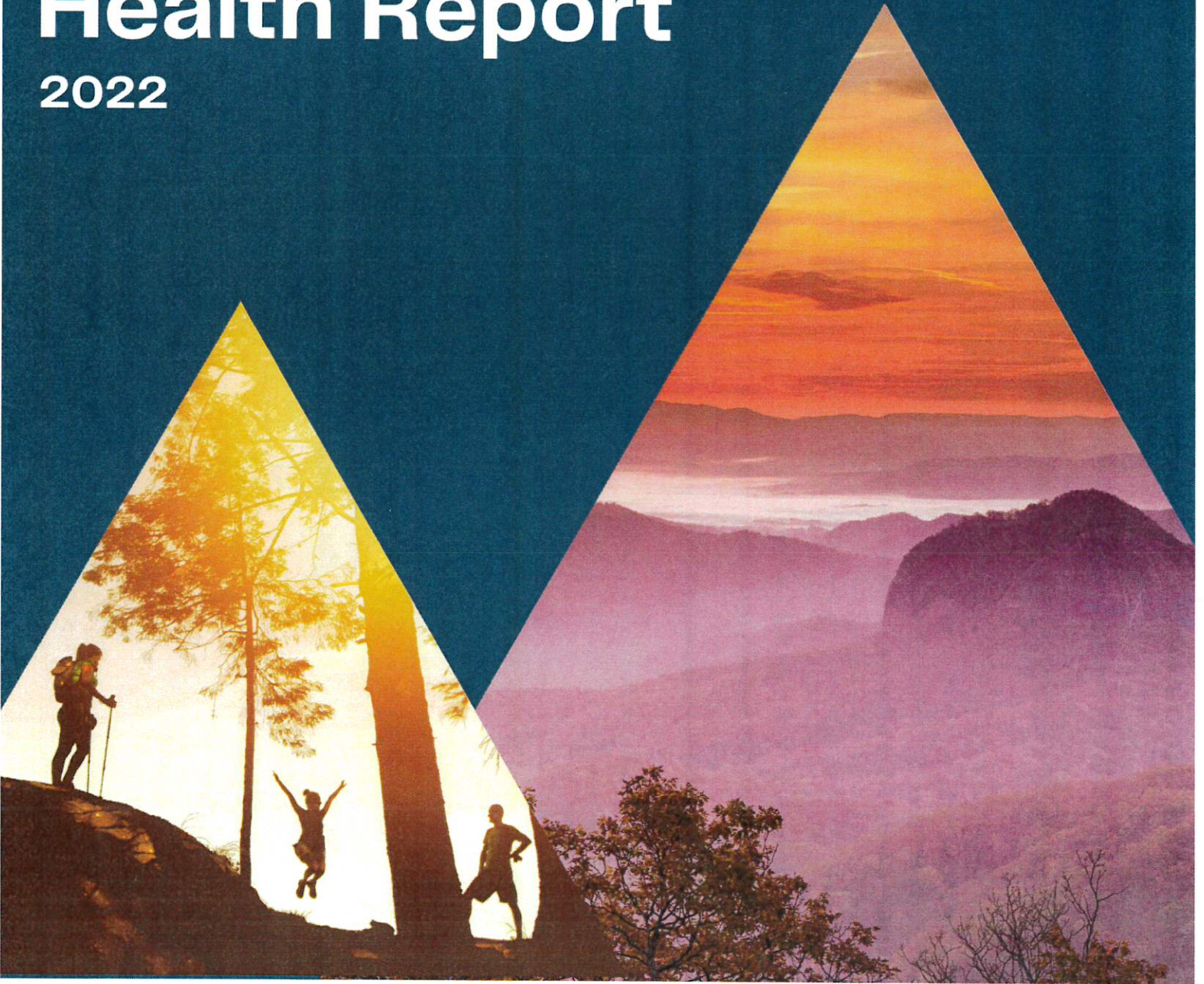
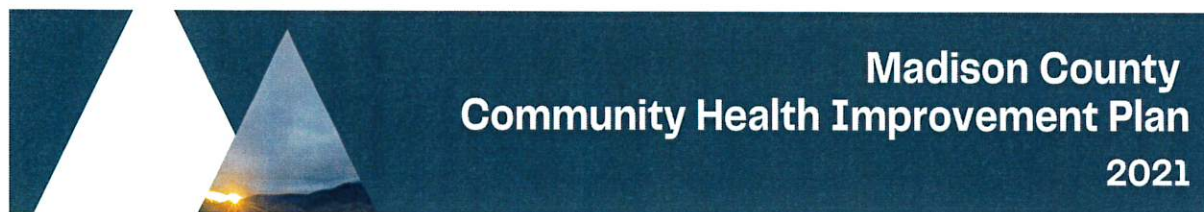


Madison State of the County Health Report 2022



HNC 2030 Scorecard: Madison County

2021-2023



Madison County Health Department is dedicated to the purpose of disease prevention and health promotion for all Madison County residents. During the [Madison County Community Health Assessment](#) process the community established two health priorities. In collaboration with [WNC Healthy Impact](#) and other community partners, Madison County will continue to work together to improve the health of its community.

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The 2021 Madison County Community Health Assessment priorities are:

- **Healthy Eating, Healthy Weight and Diabetes**
- **Substance Use/ Mental Health**

The following Community Health Improvement Plan (CHIP) Scorecard was created and submitted by September 12th, 2022, to meet the Madison County Community Health Improvement Plan requirements.

A key to navigating this scorecard:

- CA** Community Health Assessment
- R** Result – A condition of well-being for an entire population.
- I** Indicator – A measure that helps quantify the achievement of a population result.
- P** Program/ Strategy – A collection of actions that have a reasoned chance of improving results.
- PM** Performance Measure – A measure of how well a program is working, the quality of a program or whether clients or customers of the program are better off.
- SR** SOTCH Report – An annual report and update on the Community Health Improvement Plan.

The following resources were used/reviewed to complete this scorecard:

- [WNC Healthy Impact](#)
- [WNC Healthy Impact Data Workbook](#)
- [NC DHHS County Health Data Book](#)
- [NC DHHS/ DPH CHA Data Tools](#)
- [Clear Impact Results-Based Accountability](#)
- [Healthy People 2030](#)
- [Healthy North Carolina 2030](#)

Community Health Assessment (CHA) Report						
CA	2021 Madison County Community Health Assessment	Most Recent Period	Current Actual Value	Current Target Value	Current Trend	Baseline % Change
	Executive Summary					

The executive summary can be found on pp. 4-5 of the 2021 Madison County Community Health Assessment Report.

2021 Madison County Community Health Assessment

CHA Priorities

The 2021 Madison County Community Health Assessment priorities are:

- Healthy Eating/Healthy Weight and Diabetes
- Substance Use/Mental Health

Healthy Eating, Healthy Weight and Diabetes

R **HEAL** All people in Madison County live in a community that supports access to affordable, nutritious foods and physical activity opportunities.

Most Recent Period	Current Actual Value	Current Target Value	Current Trend	Baseline % Change
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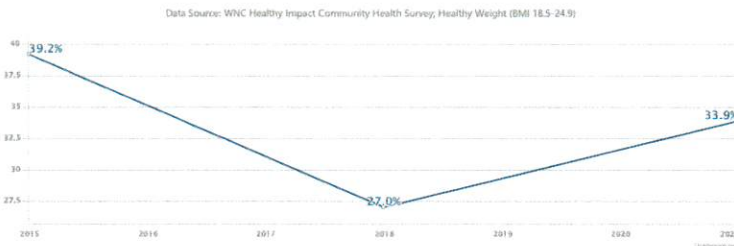
Importance

People who eat too many unhealthy foods — like foods high in saturated fat and added sugars — are at increased risk for obesity, heart disease, type 2 diabetes, and other health problems. Obesity in turn is also linked to many serious health problems, including type 2 diabetes, heart disease, stroke, and some types of cancer (Healthy People 2030).

Individuals with low incomes and long work hours may have less time to prepare meals at home and less time to participate in physical activities. In addition, people in rural areas and low income communities may be far from a grocery store that sells healthy foods. Their communities may lack formal facilities for exercise, or the roads and public spaces may not be safe to move around in (Healthy NC 2030).

During our 2021 Community Health Assessment process obesity and diabetes were found to be issues of high concern in both secondary data and primary data reviewed by our team.

Year	Value	Trend	% Change
2021	33.9%	1	-14%
2018	27.0%	1	-31%
2015	39.2%	0	0%



Story Behind the Indicator

The "Story Behind the Curve" helps us understand why the data on the percent of adults at a healthy weight is the way that it is in our community. When we understand the root causes of our community problems, we have a better chance of finding the right solutions, together.

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

- HEAL committee
- YMCA Healthy Living Mobile Market
- Beacon of Hope
- WIC
- Nutrition Education Schools
- Greenway
- Hot Springs Health Program
- Library Wellness Programs
- Dimensions Studio Classes

- Active Living Centers
- Parks and Recreation Summer Trips
- Senior Games
- Cooperative Extension Summer Program
- Availability of Healthy Foods at No Cost
- Food banks
- Clinical Referral - TRACTOR Food & Farms
- Lord's Harvest for the Hungry
- Outdoor recreation
- Town parks

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

- Increase in screen time
- Long commutes
- Fast paced lifestyle
- No Intramural Sports/ cost associated with sports programs
- Lack of exercise facilities and physical activity options
- Increased stress
- No YMCA/YWCA
- Sedentary employment
- Transportation/ access to healthy foods
- Healthy food options at food banks
- Pride and accepting assistance
- Lack of referrals to local education/interventions
- Cost and continued rising costs (of food and living)
- Mass media and perceptions of food
- Lack of funding for interventions
- Distance to physical activity options
- COVID-19 pandemic
- Lack of education about healthy foods
- Lack of Dieticians
- Lack of diabetes education classes
- Not getting annual check-ups and testing
- Health literacy and access to resources

Partners With a Role to Play

Partners in our Community Health Improvement Process:

- Healthy Eating Active Living (HEAL) Team
- Madison County Schools
- Madison County Health Department

- Madison County Parks and Recreation
- Head Start | Community Action Opportunities
- Madison County Smart Start
- Madison County Public Libraries
- Hot Springs Health Program
- AARP North Carolina
- Land of Sky Regional Council
- YMCA of Western North Carolina
- Kepro-Community Health Workers
- Outland Family Clinic

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

- Community Leaders
- School Health Advisory Council
- Youth
- Parents
- Madison County Cooperative Extension
- Madison County News-Record & Sentinel
- Nutrition Sites
- College Interns
- Beacon of Hope
- Lord's Harvest for the Hungry
- School Food Pantries
- Neighbors in Need
- The Farm Connection
- NC Center for Health & Wellness

Strategies Considered & Process

Programs/Strategies were selected in consultation with Healthy Eating Active Living Team (HEAL). Since our priority health areas only changed slightly during the 2021 Community Health Assessment, consideration was given first to current actions and outcomes. Criteria for new program selection included feasibility, resource availability, community will and alignment with community values.

The following actions have been identified by our partners and community members as ideas for what can work for our community to make a difference on *Healthy Eating/Healthy Weight and Diabetes*.

Actions and Approaches Identified by Our Partners *These are actions and approaches that our partners think can make a difference on Healthy Eating/Healthy Weight and Diabetes.*

- Healthy food options sent home with school children
- Affordable local options for indoor exercise
- Senior, diabetic, or healthy food boxes available to everyone
- Community screenings for diabetes

- Playground/ Walking Trail at Medical Park Drive
- Education on hidden sugars and how foods convert to sugar

What is Currently Working in Our Community *These are actions and approaches that are currently in place in our community to make a difference on Healthy Eating/Healthy Weight and Diabetes.*

- HEAL Team
- Walk with Ease
- Healthy Living Mobile Market
- Healthy Living Programs at Library (MadCo Miles)
- Youth food prep and healthy eating programs
- Diabetes Educator Hot Spring Health Program
- Diabetes Education (Outland Family Clinic)

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

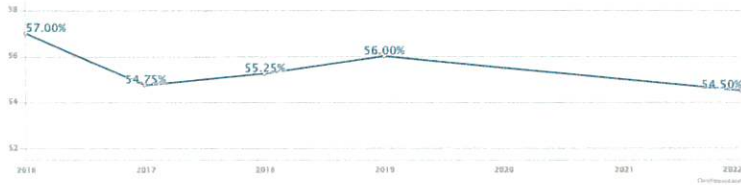
Name of Strategy Reviewed	Level of Intervention
Chronic Disease Self-Management Programs Living Healthy LOSRC	Interpersonal, community
Activity Programs for older adults	Interpersonal, community
Community Gardens	Community, policy
School-based programs to increase physical activity	Policy
Community Health Worker Diabetes Education	Interpersonal, community
National Diabetes Prevention Program National Diabetes Prevention Program CDC	Interpersonal, community
Community Awareness Campaign	Interpersonal, community
Faith Based Model for Rural Diabetes Prevention and Management	Interpersonal, community, institutional

Process for Selecting Priority Strategies

The Healthy Eating Active Living team members discussed root causes for obesity, unhealthy eating, and diabetes as well as explored various evidence-based strategies to address the issue. Factors considered in the discussion included feasibility, resources required, and community will and values. The group decided to continue Walk with Ease and Cooking Matters as strategies and programs to make a difference in Madison County over the next several years and added Diabetes Education Videos as a new strategy.

 HEAL % of Children In Grades K-8 at a Healthy Weight	2022	54.50%	1	-3%
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Data Source: School Health Fair; BMI for grades K-8



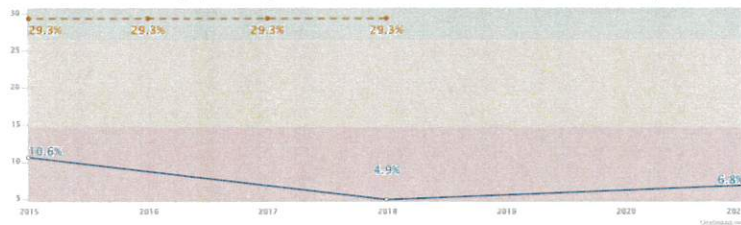
Year	Value	Count	% Change
2019	56.00%	2	-1%
2018	55.25%	1	-2%
2017	54.75%	1	-3%
2016	57.00%	3	1%
2015	55.80%	2	-1%
2014	54.70%	1	-3%
2013	54.20%	1	-4%
2012	55.80%	1	-1%

Notes

K-8 BMI data was not collected in 2020 and 2021 due to the COVID-19 pandemic.

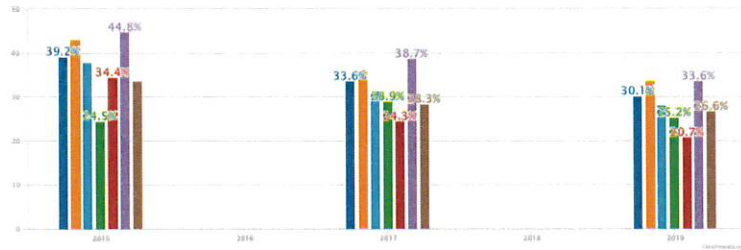
HEAL % of Adults Eating Healthy

Data Source: WNC Healthy Impact Community Health Survey, 2012-2018; % of Adults consuming +5 serving of fruits and vegetables per day



Year	Value	Target	Count	% Change
2021	6.8%	29.3%	1	8%
2018	4.9%	29.3%	1	-22%
2015	10.6%	29.3%	1	68%
2012	6.3%	29.3%	0	0%

FHLI-NC HNC2030 Youth Sugar-Sweetened Beverages (SSBs) Total



Year	Value	Count	% Change
2019	30.1%	2	-23%
2017	33.6%	1	-14%
2015	39.2%	0	0%

HEAL Walk with Ease

Most Recent Period	Current Actual Value	Current Target Value	Current Trend	Baseline % Change
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What Is It?

Walk with Ease was identified by the Healthy Eating Active Living (HEAL) Team as an action that - when combined with other actions in our community - has a reasonable chance of making a difference in physical activity in our community. This is an on-going program in our community.

The priority population/customers for Walk with Ease are adults who wish to increase their physical activity, and the program aims to make a difference at the individual/interpersonal/organizational and community change level. Implementation will take place in the community and virtually.

Walk with Ease has been conducted in person (pre-pandemic) and self guided (post-pandemic). Our goal for ongoing implementation is to find a balance between both delivery styles in an effort to better meet our communities need.

Partners

The partners for Walk with Ease include:

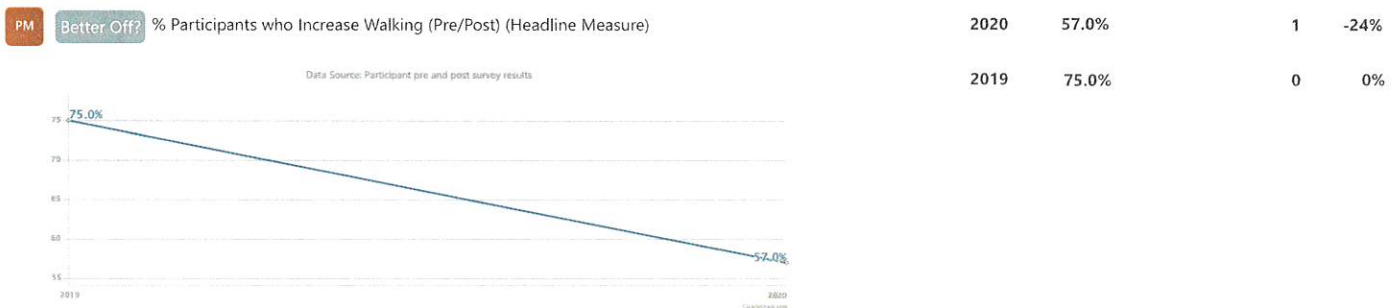
Agency	Person	Role
Madison County Health Department	Deana Stephens	Coordination/Promotion
Hot Springs Health Program	McLean Benjamin	Trained Leader
HEAL Team		Support/Promotion
NC Center for Health and Aging	Nadia Mazza	Self Guided Coordination/Support
Land of Sky Regional Council	Brea Kuykendall	Leader Training, Coordination of Virtual Program

Progress in 2022

In 2022 the program remained as an online self-led program and there were 2 newly registered participants to the *Walk with Ease* (WWE) program increasing the total Madison County participation to 11 for 2021 and 2022. In March it was recognized that the online portal for registration was not active and that was corrected. In August due to the lack of new participation there was an advertisement for the program and registration details published in the Madison County Employee Newsletter to try and promote involvement.

In the Fall we contacted the two new participants in an effort to collect feedback on the program and to inquire about completion. One answered, providing limited feedback and they in fact were not able to complete the program.

Land of Sky Regional Council is attempting to recruit and train leaders for the *Walk with Ease* program in hopes of restarting an in-person version in the near future. Furthermore, the HEAL team is looking to local providers for collaboration in regard to promoting participation.



Notes

For 2021 and 2022 we attempted to contact the 11 participants to gain information on if their walking had increased post program. We only received one response and that individual did not complete the program.

Story Behind the Measure

The "Story Behind the Measure" helps us understand the causes and forces at work that explain the data behind viewers with increase walking post participation in the Walk with Ease program.

What's Helping Customer Change? These are the positive forces at work in our strategy/program that influence customer change.

- Ease and accessibility of program
- Trained leader
- Time commitment of customer
- No cost to customer
- No stigma involved

What's Hurting Customer Change? These are the negative forces at work in our strategy/program that influence customer change.

- Lack of and quality of feedback from customers
- Technical and computer skills
- Internet quality and availability for customers
- Difficulty securing leaders

What Works to Do Better?

The following actions have been identified by our Healthy Eating Active Living Team (HEAL) as ideas for what can work for this performance measure to make a difference on Healthy Weight with the Walk with Ease program.

Actions and Approaches Identified by Our HEAL Team: These are actions and approaches that we think can make a difference for this performance measure.

- Utilize HEAL Team members to promote the program in the community/agencies/organizations.
- Review pre and post program surveys to assess participants increased confidence in their ability to be physically active, increase balance, strength, and walking pace.
- Provide trained leader and program materials for free to participants

No-cost and Low-cost Ideas Identified by Our HEAL Team: These are no-cost and low-cost actions and approaches that we think can make a difference for this performance measure.

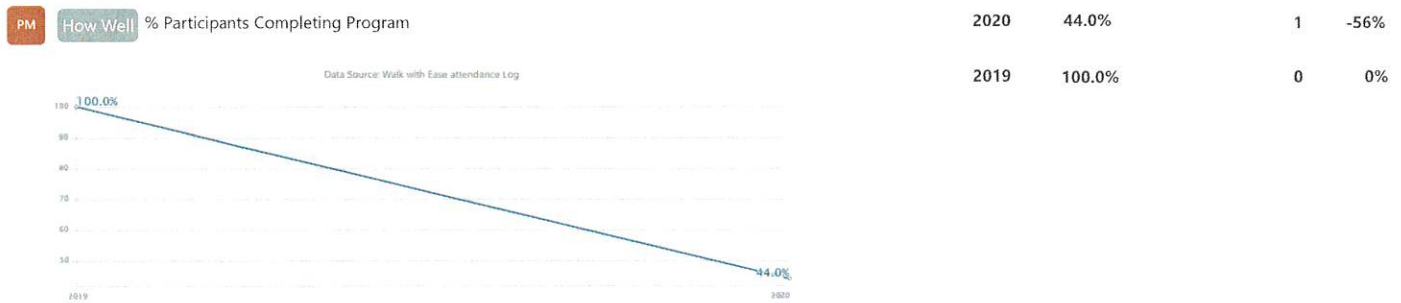
- Place program information on partner organizations website and social media platforms.
- Utilize internal IT and HR department staff to assist with marketing the program information to all county employees via newsletter/flyer format.
- Use pre and post survey developed by the Arthritis Foundation for the Walk with Ease program.
- Work with Area Agency on Aging/Land of Sky Regional Council to secure and train leaders and insure funding for older adults to participate is maintained.

What your communities served/customers think would work to do better: These are actions and approaches that our communities served/customers think can make a difference for this performance measure.

- Monitor number of participant pre and post program surveys completed.
- Research grant funding for incentives to complete program.

List of Questions/Research Agenda: These are questions to follow-up on for this performance measure. If you still need more information about what works to do better, make these questions part of your information & research agenda.

- Explore various methods to assist with and insure collection of pre and post survey data.



Notes

For 2021 and 2022 we attempted to contact the 11 participants to inquire about program completion. We only received one response and that individual did not complete the program.

Story Behind the Measure

The "Story Behind the Measure" helps us understand the causes and forces at work that explain the data behind participants completing the Walk with Ease program.

What's Helping Customer Change? These are the positive forces at work in our strategy/program that influence customer change.

- Ease and accessibility of program
- Trained leader
- Time commitment of customer
- No cost to customer
- No stigma involved

What's Hurting Customer Change? These are the negative forces at work in our strategy/program that influence customer change.

- Lack of and quality of feedback from customers
- Technical and computer skills
- Internet quality and availability for customers
- Difficulty securing leaders

What Works to Do Better?

The following actions have been identified by our Healthy Eating Active Living Team (HEAL) as ideas for what can work for this performance measure to make a difference on Healthy Weight with the Walk with Ease program.

Actions and Approaches Identified by Our HEAL Team: These are actions and approaches that we think can make a difference for this performance measure.

- Utilize HEAL Team members to promote the program in the community/agencies/organizations.
- Review pre and post program surveys to assess participants increased confidence in their ability to be physically active, increase balance, strength, and walking pace.
- Provide trained leader and program materials for free to participants

No-cost and Low-cost Ideas Identified by Our HEAL Team: These are no-cost and low-cost actions and approaches that we think can make a difference for this performance measure.

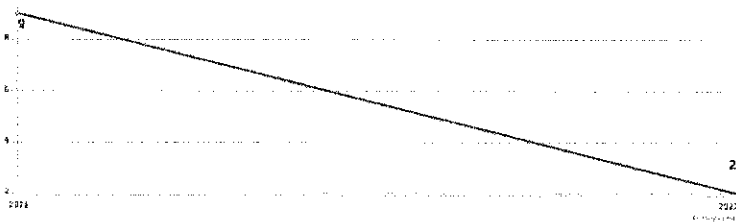
- Place program information on partner organizations website and social media platforms.
- Utilize internal IT and HR department staff to assist with marketing the program information to all county employees via newsletter/flyer format.
- Use pre and post survey developed by the Arthritis Foundation for the Walk with Ease program.
- Work with Area Agency on Aging/Land of Sky Regional Council to secure and train leaders and insure funding for older adults to participate is maintained.

What your communities served/customers think would work to do better: These are actions and approaches that our communities served/customers think can make a difference for this performance measure.

- Monitor number of participant pre and post program surveys completed.
- Research grant funding for incentives to complete program.

List of Questions/Research Agenda: These are questions to follow-up on for this performance measure. If you still need more information about what works to do better, make these questions part of your information & research agenda.

- Explore various methods to assist with and insure collection of pre and post survey data.



Story Behind the Measure

The "Story Behind the Measure" helps us understand the causes and forces at work that explain the data behind participants enrolled in the Walk with Ease program.

What's Helping Customer Change? These are the positive forces at work in our strategy/program that influence customer change.

- Ease and accessibility of program
- Trained leader
- Time commitment of customer
- No cost to customer
- No stigma involved

What's Hurting Customer Change? These are the negative forces at work in our strategy/program that influence customer change.

- Lack of and quality of feedback from customers
- Technical and computer skills
- Internet quality and availability for customers
- Difficulty securing leaders

What Works to Do Better?

The following actions have been identified by our Healthy Eating Active Living Team (HEAL) as ideas for what can work for this performance measure to make a difference on Healthy Weight with the Walk with Ease program.

Actions and Approaches Identified by Our HEAL Team: These are actions and approaches that we think can make a difference for this performance measure.

- Utilize HEAL Team members to promote the program in the community/agencies/organizations.
- Review pre and post program surveys to assess participants increased confidence in their ability to be physically active, increase balance, strength, and walking pace.
- Provide trained leader and program materials for free to participants

No-cost and Low-cost Ideas Identified by Our HEAL Team: These are no-cost and low-cost actions and approaches that we think can make a difference for this performance measure.

- Place program information on partner organizations website and social media platforms.
- Utilize internal IT and HR department staff to assist with marketing the program information to all county employees via newsletter/flyer format.
- Use pre and post survey developed by the Arthritis Foundation for the Walk with Ease program.
- Work with Area Agency on Aging/Land of Sky Regional Council to secure and train leaders and insure funding for older adults to participate is maintained.

What your communities served/customers think would work to do better: These are actions and approaches that our communities served/customers think can make a difference for this performance measure.

- Monitor number of participant pre and post program surveys completed.
- Research grant funding for incentives to complete program.

List of Questions/Research Agenda: These are questions to follow-up on for this performance measure. If you still need more information about what works to do better, make these questions part of your information & research agenda.

- Explore various methods to assist with and insure collection of pre and post survey data.

P HEAL Cooking Matters

Most Recent Period Current Actual Value Current Target Value Current Trend Baseline % Change

What Is It?

Cooking Matters was identified by the Healthy Eating Active Living (HEAL) Team as an action that - when combined with other actions in our community - has a reasonable chance of making a difference in healthy eating in our community. This is an on-going program.

The priority population/customers for Cooking Matters are low income adults and families, and the healthy eating program aims to make a difference at the individual/interpersonal/organizational/community change level. Implementation will take place in the community setting and virtually.

Cooking matters has been very successful in our community. Our goal is to continue the program either in person or virtually. We would love if funding and support is available to expand to offering more than twice per year.

Partners

The partners for Cooking Matters include:

Agency	Person	Role
YMCA	Julia Costa	Lead
HEAL Team		Support/Promotion
Madison County Cooperative Extension	Jessica Mollet	Collaborate
Madison County Public Library	Billie Chandler	Support

Progress in 2022

In 2022 the *Cooking Matters* program was put on hold by the lead agency and during the summer restructuring of the program began.

As of August, the new plan was to collaborate with care managers to make referrals through NC Care 360 as part of the Healthy Opportunities Pilot. Qualifying individuals would be admitted to the program for free and would have the necessary ingredients provided for the lessons. However, community members that were interested would be charged a small fee for participation and would be sent an ingredient list they would be responsible for bringing to the class for their own personal use. Due to increased need for food boxes through the Healthy Opportunities Pilot the YMCA did not have the capacity to restart the program as planned.

The HEAL team is collaborating with NC Cooperative Extension Family and Consumer Science Agent in an attempt to partner with the YMCA, local libraries and food pantries in hopes of restarting *Cooking Matters* or implementing a similar program.

During the pause of the *Cooking Matters* program the local Family and Consumer Science Agent (FCS) began *Dining with Diabetes* program. The program was conducted at two area active living centers and a gift card incentive was offered upon completion. In Hot Springs, 16 individuals completed the program and in Laurel there were 13. A future *Dining with Diabetes* class is scheduled for Mars Hill in March of 2023. In addition, the FCS agent also created recipe cards and conducted cooking demonstrations and taste testings at the YMCA Mobile Market (a mobile fresh fruit/vegetable delivery program).

PM Better Off? % Adults and families that are more confident in their cooking abilities (Headline Measure) 2021 100.00% 100.00% 1 0%



2020	71.00%	100.00%	1	-29%
2019	100.00%	100.00%	0	0%

Notes

The Cooking Matters program was on pause during 2022, therefore we have no new data for this measure.

Story Behind the Measure

The "Story Behind the Measure" helps us understand the causes and forces at work that explain the data behind families are more confident with their cooking abilities after completing the Cooking Matters program.

What's Helping Customer Change? These are the positive forces at work in our strategy/program that influence customer change.

- Ease and accessibility of program
- Time commitment of customer
- Low or no cost to customer
- Resources to assist with obtaining necessary ingredients
- No stigma involved

What's Hurting Customer Change? These are the negative forces at work in our strategy/program that influence customer change.

- Lack of and quality of feedback from customers
- Internet quality and availability for customers
- Cost may still be a barrier to some
- Technical/computer skills of customers

What Works to Do Better?

The following actions have been identified by our Healthy Eating Active Living Team (HEAL) as ideas for what can work for this performance measure to make a difference on Healthy Eating with the Cooking Matters Program.

Actions and Approaches Identified by Our HEAL Team: These are actions and approaches that we think can make a difference for this performance measure.

- Utilize HEAL Team members to promote the Cooking Matters Program in the community/agencies/organizations.
- Review participant pre and post participation surveys to assess for increased confidence to make healthier food choices for their families and prepare balanced delicious meals.

No-cost and Low-cost Ideas Identified by Our HEAL Team: These are no-cost and low-cost actions and approaches that we think can make a difference for this performance measure.

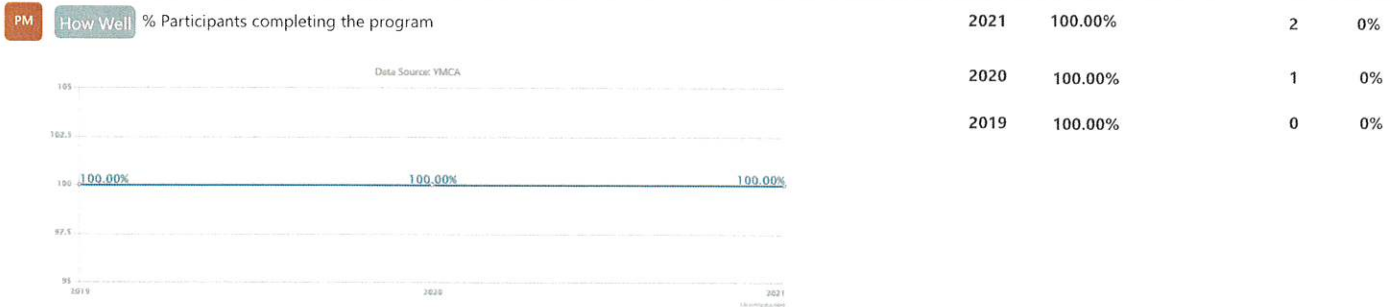
- Place program information on partner organizations website and social media platforms.
- Utilize internal IT and HR department staff to assist with marketing program information to all county employees via newsletter/flyer format.
- Use pre and post survey developed by the Cooking Matters program.
- Collaborate with YMCA to bring program to Madison County.

What your communities served/customers think would work to do better: These are actions and approaches that our communities served/customers think can make a difference for this performance measure.

- Monitor number of participant pre and post program surveys completed.
- Research grant funding for to cover cost of the program and food.

List of Questions/Research Agenda: These are questions to follow-up on for this performance measure. If you still need more information about what works to do better, make these questions part of your information & research agenda.

- Explore various methods to assist with collection of pre and post survey data.



Notes

The Cooking Matters program was on pause during 2022, therefore we have no new data for this measure.

Story Behind the Measure

The "Story Behind the Measure" helps us understand the causes and forces at work that explain the data behind participants completing the Cooking Matters program.

What's Helping Customer Change? These are the positive forces at work in our strategy/program that influence customer change.

- Ease and accessibility of program
- Time commitment of customer
- Low or no cost to customer
- Resources to assist with obtaining necessary ingredients
- No stigma involved

What's Hurting Customer Change? These are the negative forces at work in our strategy/program that influence customer change.

- Lack of and quality of feedback from customers
- Internet quality and availability for customers
- Cost may still be a barrier to some
- Technical/computer skills of customers

What Works to Do Better?

The following actions have been identified by our Healthy Eating Active Living Team (HEAL) as ideas for what can work for this performance measure to make a difference on Healthy Eating with the Cooking Matters Program.

Actions and Approaches Identified by Our HEAL Team: These are actions and approaches that we think can make a difference for this performance measure.

- Utilize HEAL Team members to promote the Cooking Matters Program in the community/agencies/organizations.

- Review participant pre and post participation surveys to assess for increased confidence to make healthier food choices for their families and prepare balanced delicious meals.

No-cost and Low-cost Ideas Identified by Our HEAL Team: These are no-cost and low-cost actions and approaches that we think can make a difference for this performance measure.

- Place program information on partner organizations website and social media platforms.
- Utilize internal IT and HR department staff to assist with marketing program information to all county employees via newsletter/flyer format.
- Use pre and post survey developed by the Cooking Matters program.
- Collaborate with YMCA to bring program to Madison County.

What your communities served/customers think would work to do better: These are actions and approaches that our communities served/customers think can make a difference for this performance measure.

- Monitor number of participant pre and post program surveys completed.
- Research grant funding for to cover cost of the program and food.

List of Questions/Research Agenda: These are questions to follow-up on for this performance measure. If you still need more information about what works to do better, make these questions part of your information & research agenda.

- Explore various methods to assist with collection of pre and post survey data.

What Is It?

Diabetes educational videos was identified by the Healthy Eating Active Living (HEAL) Team as an action, that when combined with other actions in our community, that has a reasonable chance of making a difference in diabetes in our community. This is a new program in our community.

The priority population/customers for this educational program are residents at risk for or currently diagnosed with diabetes, and the educational videos aims to make a difference at the individual/interpersonal behavior level. Implementation will take place in on websites and social media platforms.

Partners

The partners for this Educational program include:

Agency	Person	Role
Madison County Health Department	Deana Stephens	Support
HEAL Team	Jodi Brazil	Support
Hot Springs Health Program	McLean Benjamin	Co-Lead
Madison County Cooperative Extension	Jessica Mollet	Co-Lead

Progress in 2022

During 2022 the Madison County Cooperative Extension Family and Consumer Science Agent in collaboration with the RN Care Manager from Hot Springs Health Program created and posted two videos to YouTube with the focus of healthy recipes and diabetes self-management. Videos were shared on multiple HEAL team members social media platforms.

September 21, 2023, a video titled *Better Breakfast with Egg Muffins* and October 11, 2023, a video titled *Live Longer and Stronger - Reimagining Downhome Country Cooking* were posted. Contact details are tagged at the end of the video in the event viewers would like more information.

More recently a Diabetes Blog has been developed. The plan is to continue to post videos and pair those with blog entries. In addition, the HEAL team is discussing a way to track effectiveness of the information by way of survey post viewing of the video.

Importance

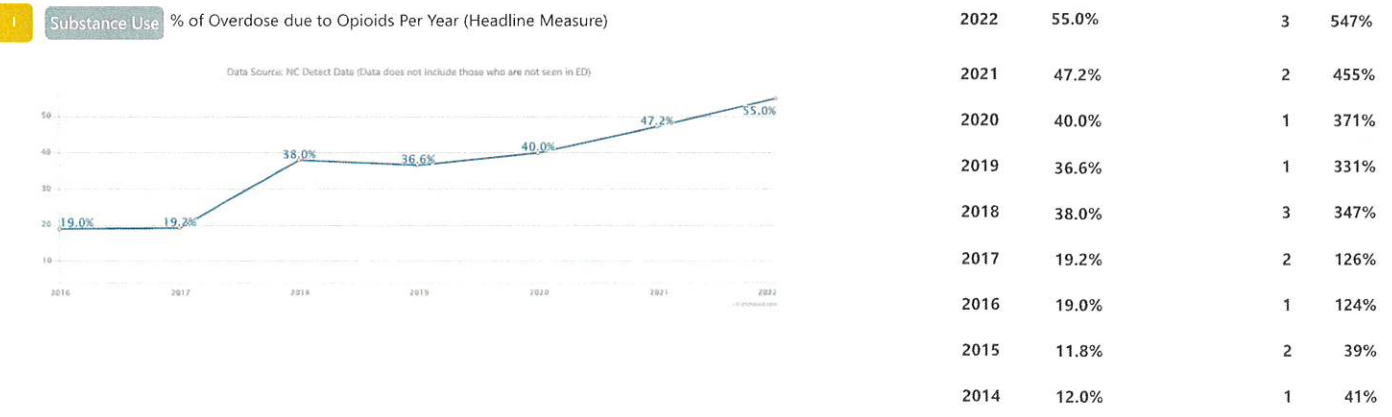
There is a growing awareness of the connection between mental health and substance use. Addiction and mental illnesses are dangerous alone; together they can be lethal.

Substance use and abuse are health issues which often are major contributors to death and disability. People who suffer from abuse or dependence are at risk for premature death, injuries, and disability. In addition, substance use and misuse can have adverse consequences for families and communities. Having a substance use disorder affects an individual's relationships with family and friends, ability to attend school or work, their overall physical and mental health, and may lead to problems with the legal system.

Mental health and physical health are closely connected. Mental illnesses such as depression and anxiety, affect people's ability to participate in health promoting behaviors. In turn, problems with physical health, such as chronic diseases, can have a serious impact on mental health and decrease a person's ability to participate in treatment and recovery. Access to comprehensive, quality health care services is important for the achievement of health equity and for increasing the quality of a healthy life for everyone.

Rural communities such as Madison often struggle with access to mental health and substance use programs and services. Lack of providers and transportation in the community are barriers to access for care. People, including children and adolescents, with untreated mental health disorders are at high risk for many unhealthy and unsafe behaviors, including alcohol or drug abuse, violent or self-destructive behavior, and suicide. Mental health disorders also have a serious impact on physical health and are associated with the prevalence, progression, and outcome of some of today's most pressing chronic diseases, including diabetes, heart disease, and cancer. Mental health disorders can have harmful and long-lasting effects—including high psychosocial and economic costs—not only for people living with the disorder, but also for their families, schools, workplaces, and communities.

Source: Healthy People 2030 and Healthy NC 2030



Story Behind the Indicator

The "Story Behind the Curve" helps us understand why the data on people with drug overdoses is the way that it is in our community. When we understand the root causes of our community problems, we have a better chance of finding the right solutions, together.

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

- Social Workers
- Naloxone
- Lock boxes for meds
- Madison Substance Awareness Coalition
- Madison County Health Department- Medication for Opioid Use Disorder
- Drug Free Communities Grant
- Hepatitis C Education and Testing
- Medication drop boxes
- Medication take back events

- Drug court
- Support groups
- Schools/Madison Patriots Prevention Partners (MP3)
- Broadband internet
- Transportation to specialists
- Churches
- Holler Harm Reduction
- Mental Health Training/Schools
- Telehealth
- Madison County 4-H
- Funding for substance use disorder costs

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

- Transportation problems
- Lack of job opportunities
- Geographically isolated areas
- Poverty
- Stigma
- Lack of available, quality and needed resources
- Access/lack of providers
- Barriers to obtaining care and treatment
- Lack of funding for un or under-insured (treatment/medications)
- Response time to crisis calls
- Wait time to see providers
- Difficulty treating clients with complex mental health/substance use disorder needs
- Need more student support within the schools
- No Medicaid expansion
- Lack of support within the community
- Lack of community education about Medication Assisted Treatment
- Lack of sober living homes
- Lack of detox or inpatient treatment programs
- Lack of counseling and support
- COVID-19 Pandemic

What do people most affected by this issue say?

- Court issues play a major role
- Financial pressures/barriers
- Lack of Medicaid
- No transportation to access community resources
- Isolation
- Stigma
- Trauma history

- Emotional neglect
- Growing up in dysfunctional family/generational cycle
- Low self-esteem; feeling of acceptance when using
- Lack of or loss of recreational activities

Partners With a Role to Play

Partners in our Community Health Improvement Process:

- Madison Substance Awareness Coalition (MSAC)
- Madison County Health Department
- Madison County Schools (SHAC)
- Abiding Hope
- White Insurance Agency
- Madison County News-Record & Sentinel
- Prevention Resource Centers | RHA Health Services
- Vaya Health
- GracePoint Asheville
- Madison County NC Sheriff's Office
- My Sisters Place
- NC Department of Public Safety
- Holler Harm Reduction
- Drug Court

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

- EMS
- Law Enforcement
- Local Health Providers
- Pharmacies
- Churches
- Parents/Grandparents
- Youth
- WNC Healthy Impact
- MAHEC Triple P
- Community Leaders
- Madison County Department of Social Services
- Mars Hill University

What Works to Do Better?

The following actions have been identified by Madison Substance Awareness Coalition and community members as ideas for what can work for our community to make a difference on Substance Use and Mental Health.

Actions and Approaches Identified by Our Partners *These are actions and approaches that our partners think can make a difference on Substance Use and Mental Health.*

- Medication Assisted Treatment (MAT)/Medication for Substance Use Disorder

- Expand education from middle school and early college to high school and alternative school
- Teen Intervene classes
- Funding for substance use disorder
- Support Groups
- Awareness and education on mental health issues

What is Currently Working in Our Community *These are actions and approaches that are currently in place in our community to make a difference on Substance Use and Mental Health.*

- Narcan education and kits
- Medication Drop Box promotion
- Medication Lock Box education and distribution
- Medication Take Back Events
- Youth Education (schools) and Empowerment (MP3)
- Madison Substance Awareness Coalition (collaboration)
- PRIDE survey collection
- Community survey collection
- Drug Court
- Substance Use support groups
- Triple P
- Stigma education
- Health-e-Release program/Telehealth in schools and jail
- Resilience Training, suicide prevention training and mindfulness/mental health classes in schools
- Drug free community grant
- Medication Assisted Treatment (MAT)/Medication for Substance Use Disorder
- Expansion of internet/public hot spots
- Child Fatality and Protection Team efforts

Evidence-Based Strategies *These are actions and approaches that have been shown to make a difference on Substance Use and Mental Health.*

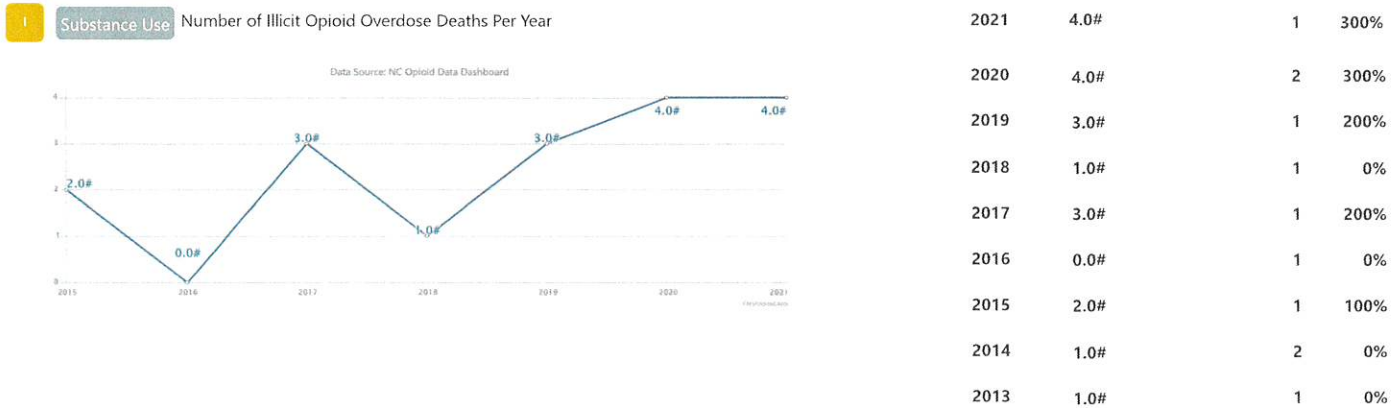
Name of Strategy Reviewed	Level of Intervention
Public Awareness Campaign (Stigma)	community
Increase access to Narcan	Interpersonal, Institution, policy
Prevention and Community Education	Interpersonal, community
ACE's Awareness and Education	Interpersonal, community
Community Health Workers	Interpersonal, community
School based violence and bullying prevention programs	Institution, policy, interpersonal
Mental health and faith community partnership	Institution, policy, interpersonal
Medication Assisted Treatment (MAT)	Individual, Interpersonal, Organizational and Policy
Teen Intervene	Individual, Interpersonal, Organizational and Policy

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

- Recovery education classes
- Peer/Family support
- Sense of community
- Avoiding places and people that trigger Substance Use
- Employment/access to jobs
- Community service-the sense of giving back and purpose
- Community resources
- Church involvement
- Recovery housing
- Access to 12 step meetings
- Reduce stigma
- Safe activities/spaces
- Financial assistance

Process for Selecting Priority Strategies

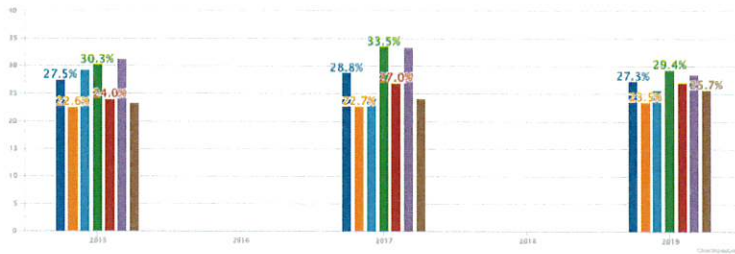
Madison Substance Awareness Coalition discussed root causes for substance use and mental health and explored various evidence based strategies to address both issues. Factors considered in the discussion included feasibility, resource requirements, as well as community will and values. It was determined to continue Medication Assisted Treatment (MAT) as a strategy for 2021-2023 and to add Teen Intervene. We believe both strategies could make a positive difference in Substance Use and Mental Health in Madison County.



Notes

For 2022, the Opioid Dashboard doesn't have the data listed yet. However, through NC Detect and anecdotal information, we show 6 deaths involving opioids.

Category	Year	Value	Change	Percentage Change
FHLI-NC HNC2030 Youth Tobacco Use (High School) Total	2019	27.3%	1	-1%



2017	28.8%	1	5%
2015	27.5%	0	0%

P Substance Use Medication for Substance Use Disorder (MAT)

Most Recent Period	Current Actual Value	Current Target Value	Current Trend	Baseline % Change
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What Is It?

Medication Assisted Treatment was identified by Madison Substance Awareness Coalition as an action, that when combined with other actions in our community, has a reasonable chance of making a difference in Substance Use. This is a on-going program in our community.

The MAT program is currently serving 50 clients and is planning to hire another provider to be able to meet the needs of more individuals in the community. The program currently has a waiting list.

The priority population/customers for Medication Assisted Treatment (MAT) are adults and pregnant women with opioid use disorder, MAT aims to make a difference at the individual/interpersonal/organizational and policy level. Implementation will take place in the clinical setting.

Partners

The partners for Medication Assisted Treatment include:

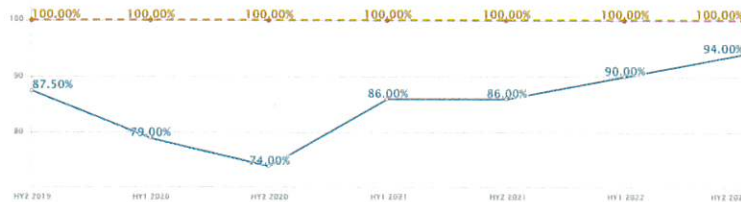
Agency	Person	Role
Madison County Health Department	Clinic Staff/Rachel Potter	Lead
Mental Health Providers		Collaborate
Hot Springs Health Program		Support
Madison Substance Awareness Coalition	Members	Support

Progress in 2022

Madison County Health Department's (MCHD) Medication for Opioid Use Disorder (MOUD) program had some struggles and success in 2022. The year started without the capacity to accept new patients which resulted in having nearly 20 people on a waitlist come October when MCHD contracted with a new X-waivered provider. Unfortunately, many of those on the waitlist did not engage in care. A major success for 2022 was securing two different grants to support the MOUD clinic and staff and our client's treatment and recovery goals.

PM **How Well** % Retention of participants in program (Headline Measure)

Data Source: Madison County Health Department



HY2 2022	94.00%	100.00%	2	7%
HY1 2022	90.00%	100.00%	1	3%
HY2 2021	86.00%	100.00%	1	-2%
HY1 2021	86.00%	100.00%	1	-2%
HY2 2020	74.00%	100.00%	2	-15%
HY1 2020	79.00%	100.00%	1	-10%
HY2 2019	87.50%	100.00%	0	0%

Story Behind the Measure

The "Story Behind the Measure" helps us understand the causes and forces at work that explain the data behind retention of participants in the MAT program.

What's Helping What We Do? *These are the positive forces at work in our strategy/ program that influence how much we do or how well we do it.*

- Accessibility and location of program
- No stigma involved
- Dedicated staff
- Financial Assistance secured through grants

What's Hurting What We Do? *These are the negative forces at work in our strategy/program that influence how much we do or how well we do it.*

- Lack of capacity (Providers able to treat & clinical space to treat them in)
- Community push back on assisting people with Opioid Use Disorder
- Lack of support

What Works to Do Better?

The following actions have been identified by Madison Substance Awareness Coalition (MSAC) as ideas for what can work for this performance measure to make a difference on substance use disorder treatment.

Actions and Approaches Identified by Madison Substance Awareness Coalition: *These are actions and approaches that we think can make a difference for this performance measure.*

- Low barrier care
- Whole Person Care
- MOUD provided in a harm reduction model

No-cost and Low-Cost Ideas Identified by Madison Substance Awareness Coalition: *These are no-cost and low-cost actions and approaches that we think can make a difference for this performance measure.*

- The ability to provide excellent patient care
- Our ability to meet the patient where they are
- Partnering with existing community partners (via referrals etc.) to address social determinates of health or other needs for our patients

What your communities served/customers think would work to do better *These are actions and approaches that our communities served/customers think can make a difference for this performance measure.*

- Ongoing and continuous financial support so uninsured, low-income patients can stay engaged in treatment.
- Increase our clinical capacity to serve the loved ones of our patients who we are currently unable to treat.

P Substance Use Teen Intervene

Most Recent Period Current Actual Value Current Target Value Current Trend Baseline % Change

What Is It?

Teen Intervene was identified by Madison Substance Awareness Coalition (MSAC) as an action, that when combined with other actions in our community, has a reasonable chance of making a difference in substance use in our community. This is a new program in our community.

The priority population/customers for this program are teens, and the Teen Intervene program aims to make a difference at the individual/interpersonal behavior; organizational and policy change level. Implementation will take place in the school setting.

Partners

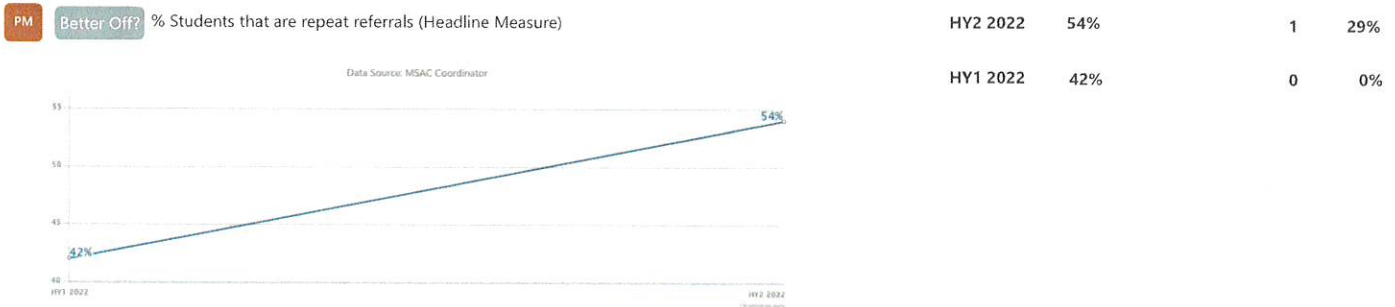
The partners for this [insert program type] include:

Agency	Person	Role
Madison Substance Awareness Coalition	Heather Sharp	Lead
Madison County Schools		Collaborate
Madison County Health Department		Collaborate

Agency	Person	Role
School Health Advisory Council		Support

Progress in 2022

Teen Intervene is a new program added to our CHIP in 2022. The Madison Substance Awareness Coalition (MSAC) hired a Youth Coordinator to lead the program in September. The program received a significant number of referrals and the majority of students completed the program. The concern is that there was a higher-than-expected rate of repeat referrals. Our focus in 2023 will be to explore the cause of the repeat referrals and attempt to reduce that number.



Story Behind the Measure

The "Story Behind the Measure" helps us understand the causes and forces at work that explain the data behind repeat referrals to the Teen Intervene program.

What's Helping Customer Change? *These are the positive forces at work in our strategy/program that influence customer change.*

- Accessibility/Location; provided during the school day
- Alternative to Out of School Suspension
- Strong partnership with the school
- Dedicated, trained staff to implement the program
- Madison Middle School referrals are considered discipline and can affect participation in athletics

What's Hurting Customer Change? *These are the negative forces at work in our strategy/program that influence customer change.*

- Inconsistency in discipline and implementation across Madison Middle School, Madison High School, Madison Early College High School
- Lack of participation in Teen Intervene from parents
- Rules at home regarding substance use sometimes differ from school rules

What Works to Do Better?

The following actions have been identified by the Madison Substance Awareness Coalition (MSAC) as ideas for what can work for this performance measure to make a difference on youth tobacco/substance use.

Actions and Approaches Identified by the Madison Substance Awareness Coalition: *These are actions and approaches that we think can make a difference for this performance measure.*

- Mandatory parent involvement after the first referral
- Grade level meetings to review school substance policy and consequences
- Enforcement of discipline policy

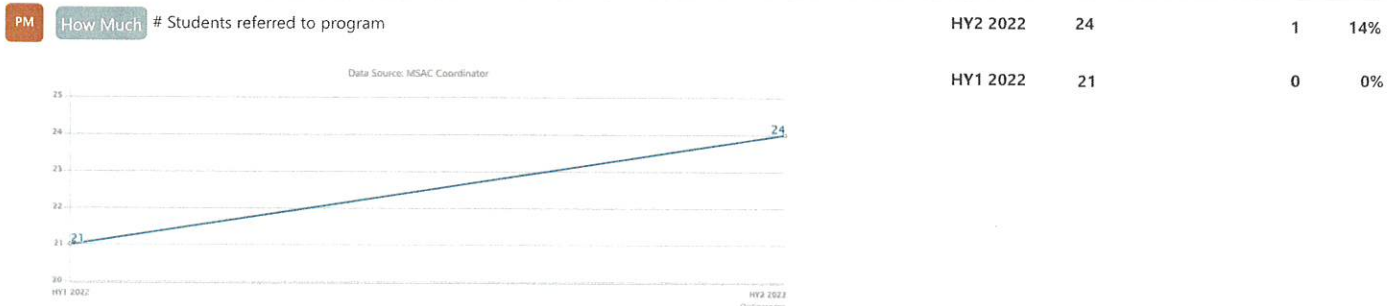
No-cost and Low-cost Ideas Identified by Madison Substance Awareness Coalition: *These are no-cost and low-cost actions and approaches that we think can make a difference for this performance measure.*

- Review and discuss at School Health Advisory Council (SHAC) meetings

- Tie to Performance Based Incentive System (PBIS) rewards
- Poster campaign to remind people of our policy

What your communities served/customers think would work to do better *These are actions and approaches that our communities served/customers think can make a difference for this performance measure.*

- For county government to implement a nicotine/tobacco free policy
- Increased staff and other adult enforcement at afterschool or school-sponsored events
- Recognize and further address the root cause of use and addiction



Story Behind the Measure

The "Story Behind the Measure" helps us understand the causes and forces at work that explain the data behind number or referrals to the Teen Intervene program.

What's Helping Customer Change? *These are the positive forces at work in our strategy/program that influence customer change.*

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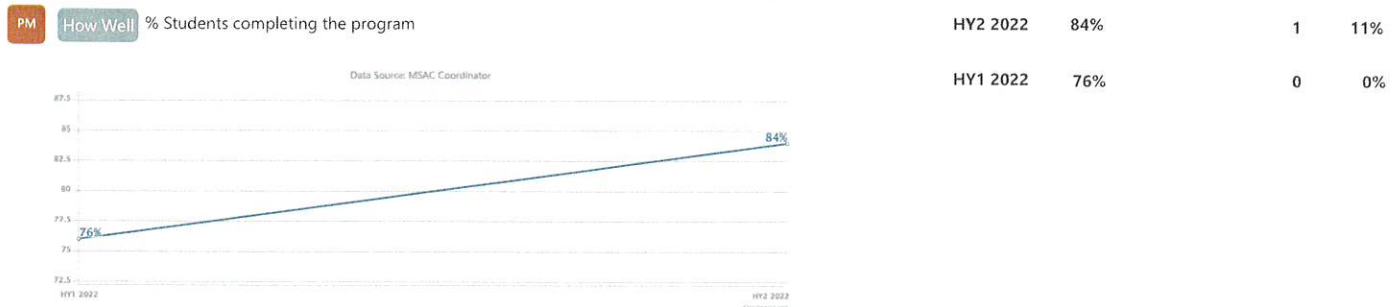
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Story Behind the Measure

The "Story Behind the Measure" helps us understand the causes and forces at work that explain the data behind completion of the Teen Intervene Program.

What's Helping Customer Change? *These are the positive forces at work in our strategy/program that influence customer change.*

- Accessibility/Location; provided during the school day
- Alternative to Out of School Suspension
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State of the County Health Reports (SOTCHs)

SR 2022 Madison County State of the County Health Report

Most Recent Period Current Actual *Value Current Target Value Current Trend Baseline % Change

Progress on CHIPs

All Madison County priorities are addressed in the Community Health Improvement Plan (CHIP). Click on the links below for Progress Made in 2022.

For the priority area Heathy Eating, Healthy Weight and Diabetes see progress tabs for each program below.

[HEAL Walk with Ease](#)

[HEAL Cooking Matters](#)

[HEAL Diabetes Education Videos](#)

For the priority area Substance Use/Mental Health see progress tabs for each program below.

[Substance Use Medication for Substance Use Disorder \(MAT\)](#) [A](#) [L](#)

[Substance Use Teen Intervene](#)

Significant or Notable Changes in Morbidity and Mortality

The following represent significant morbidity and mortality changes in our community.

Opioid and Substance Use Action Plan Data Dashboard | NCDHHS

Madison County's rate of overdose deaths in 2020 was at a record high for the county at 46 overdose deaths per 100,000 residents. This rate is significantly higher than the NC rate in the same year, 31.5 overdose deaths per 100,000 residents. However, there were 4 overdose deaths in Madison County in 2021 lowering the rate to 18.4 per 100,000 residents in comparison to the previous year where in Madison County there were 10 overdose deaths.

Madison, North Carolina | County Health Rankings & Roadmaps

Madison County, according to the 2022 Robert Wood Johnson County Health Rankings, is positioned at 40 out of the 100 counties in North Carolina. Madison County is also represented in the higher middle range of counties (50-75%) in both the health outcomes and health factors measures.

Fifteen Leading Causes of Death

Age-Adjusted Death Rates per 100,000 Population

Standard Year = Year 2000 U.S. Population

Single 5-Year Aggregate, 2016-2020

Rank	Cause of Death	Madison	
		#	Death
		Deaths	Rate
1	Diseases of Heart	283	168.6
2	Cancer	252	148.1

	Chronic Lower Respiratory		
3	Diseases	96	52.9
4	Cerebrovascular Disease	90	56.1
5	All Other Unintentional Injuries	68	54.5
6	Alzheimer's disease	57	33.7
7	Pneumonia and Influenza	38	22.4
8	Diabetes Mellitus	29	19.4
9	Unintentional Motor Vehicle Injuries	26	21.5
10	Septicemia	25	15.7
	Nephritis, Nephrotic Syndrome, and		
11	Nephrosis	20	12.5
12	Chronic Liver Disease and Cirrhosis	18	
13	Suicide	15	
14	COVID-19	14	
15	Homicide	1	
	Acquired Immune Deficiency		
16	Syndrome	1	
	All causes (some not listed)	1,342	834.6

While there are some minor fluctuations between rankings of the leading causes of death in Madison county there are no significant differences when compared to the previous chart covering 2015-2019. One notable difference to note on the current table is the first appearance of COVID-19 as a leading cause of death.

Emerging Issues Impacting Health

These are the new or emerging issues in our community in 2022 that were not identified as priorities in our CHA.

- Affordable housing
- Long-term rental availability
- Economic inflation
- Quality childcare
- Food insecurity
- Increase in fentanyl
- Homelessness
- Uncontrolled diabetes
- Vaping, involvement of K-5 population
- Transportation
- Recreation facilities
- Senior Services
- Access to care (extended hours, weekends, and urgent care needs)
- New residential developments
- Two long term staff members retired from NC Cooperative Extension.
- Loss of two community health workers due to funding.
- The Lords Harvest mobile food delivery restructured/ended partnership with MANNA food bank.
- Covid/Flu/RSV trifecta

New, Paused, or Discontinued Initiatives/Activities

The following are new initiatives or changes in our community in 2022:

- Madison County Cooperative Extension nutrition education programs
- Overdose 2 Action OD2A program

- Mental Health Awareness and Training Grant (MHAT) -health department next 4 years
- Abiding Hope has a new medical director and nurse on staff
- Abiding Hope's jail/high school parenting classes were paused due to Covid and have not resumed.
- Healthy Living mobile market paused and upon resuming days of operation were changed- Nutrition Schedules/YMCA of WNC
- Creation of the Madison County Resource Guide with a focus on social determinants of health- Madison County Resource Guide 2022
- Community Health Workers organized multiple health fairs and vaccine clinics in remote areas of Madison County.
- HSHP and La Esperanza staff completed Community Health Worker certification.
- In Partnership with Land of Sky Regional Council on Aging Civility training was attended by school resource officers and community members.
- In Partnership with YWCA, Racial Justice workshop was attended by community members.
- Madison County Health Department and Madison County dental center brochures now available in Spanish.
- Establishment of Health Department food pantry
- All branches of the MADISON COUNTY PUBLIC LIBRARIES established food pantries-
- Obtained Opioid planning grant
- DFC funding received for an additional five years- Drug-Free Communities Support Program
- Holler Harm Reduction obtained a permanent location
- Madison County Health Department hired a youth coordinator to work with Madison County Schools.
- Madison County Health Department established infant/child supplies and storage facility.
- Madison County Health Department partnered with Healthy Opportunities Pilot- Healthy Opportunities Pilots | NCDHHS