

HNC 2030 Scorecard: Clay County 2021-2023



PUBLIC HEALTH DEPARTMENT

Clay County Health Department

The 2021 Community Health Assessment priority areas are:

- **Chronic Disease Control and Prevention**
- **Prevention and Management of Acute Respiratory Infections**
- **Prevention and Screening of Cancer**

The following CHIP Scorecard was created and submitted September 2022 in order to meet the requirements for the Clay County Community Health Improvement Plan. Our Community Health Improvement Plan (CHIP) is a strategic health improvement plan for our entire community. The CHIP includes how the health priorities will be addressed and how progress will be measured in short-term and long-term timeframes.

Clear Impact Scorecard is a strategy and performance management software that is accessible through a web browser and designed to support collaboration both inside and outside organizations. WNC Healthy Impact is using Clear Impact Scorecard to support the development of electronic CHIPs, SOTCH Reports, and Hospital Implementation Strategy scorecards in communities across the region.

Scorecard helps communities organize their community health improvement efforts:

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

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

- [WNC Health Impact](#)
- [WNC Healthy Impact Data Workbook](#)
- [NC DHHS CHA Tools](#)
- [NC DHHS County Health Data Book](#)
- [NC DHHS/ DPH CHA Data Tools](#)

Common Language Key.

R Result- A population results (or outcome or goal) is a condition of well-being for children, adults, families, and communities in plain language.

Indicator- A population indicator or benchmark is a measure that helps quantify the achievement of a result. Indicators answer the question, "How would we recognize this result if we fell over it?"

Indicator from Healthy North Carolina 2030.

Strategy- A strategy or program is a coherent set of actions that has a reasoned chance of improving results. Strategies are made up of our best thinking of what works, including policy, systems, and environmental changes and programs. Strategies operate at both the population and performance levels.

PM Performance Measure- A program or service performance measure or indicator is a measure of how well a program, agency, or service system is working.

Community Health Assessment Report

CA 2021 Clay County Community Health Assessment

Executive Summary

Community Results Statement

Leading the way to a healthier community

Leadership for the Community Health Assessment Process

The leadership for the CHA process included the Clay County Health Department Public Health Educator and the Interim Health Director.

Name	Agency	Title	Agency Website
Clarissa Rogers	Clay County Health Department	Interim Health Director	www.clayhdnc.us
Regina Harper	Clay County Health Department	Public Health Educator	www.clayhdnc.us

Partnerships

Partnerships during the CHA process were particularly crucial. The main partnership came from Healthy Carolinians, which is comprised of multiple entities from around the county. Healthy Carolinians was developed to enhance the health of Clay County through networking to determine how we can support each other within our county.

Name	Agency	Role/ Contribution	Duration of Participant	Agency Website
Jerry Payne	Clay County Park and Recreation	Healthy Carolinian Partner	Fall 2021	www.clayconc.com
Carie Free	Chatuge Family Practice	Healthy Carolinian Partner	Fall 2021	www.chatugefp.org
Clarissa Rogers	Clay County Health Department	Interim Health Director	Full Process	www.clayhdnc.us
Cynthia Kelly	Clay County Health Department	Healthy Carolinian Partner	Fall 2021	www.clayhdnc.us
Harry Baughn	Town of Hayesville	Town Council	Fall 2021	www.hayesville.org

Most Recent
Period

Current Actual
Value

Current Target
Value

Current Trend

Baseline %
Change

Name	Agency	Role/ Contribution	Duration of Participant	Agency Website
Jacqueline Gottlieb	Hinton Center	Healthy Carolinian Partner	Fall 2021	www.hintoncenter.org
Judith Alvarado	Reach of Clay County	Healthy Carolinian Partner	Fall 2021	www.reachofclaycounty.org
Julie Lyvers	Clay County Extension Office	Healthy Carolinian Partner	Fall 2021	www.clay.ces.ncsu.edu
Marie Gunther	Clay County Transportation	Healthy Carolinian Partner	Fall 2021	www.clayconc.us
Miranda Kephart	Union General	Healthy Carolinian Partner	Fall 2021	www.uniongeneralhospital.com
Regina Harper	Clay County Health Department	Health Educator	Full Process	www.clayhdnc.us
Ricky Hill	Hinton Center	Healthy Carolinian Partner	Fall 2021	www.hintoncenter.org
Theresa Waldroup	Communities in School	Healthy Carolinian Partner	Fall 2021	www.claycountycgs.com

Regional/Contracted Services

Our county received support from WNC Healthy Impact, a partnership and coordinated process between hospitals, public health agencies, and key regional partners in western North Carolina working towards a vision of improved community health. We work together locally and regionally to assess health needs, develop collaborative plans, take action, and evaluate progress and impact. This innovative regional effort is coordinated and supported by WNC Health Network. WNC Health Network is the alliance of stakeholders working together to improve health and healthcare in western North Carolina. Learn more at www.WNCHN.org.

Theoretical Framework/Model

Collaborative Process Summary

Clay County's collaborative process is supported on a regional level by WNC Healthy Impact.

Locally, our process is to share our Community Health Assessment Primary and Secondary data with our CHA team to identify and prioritize our priorities for the CHA.

Clay County examined the data that was distributed by WNC Healthy Impact, and distributed the information to the CHA team. To determine the key issues for Clay County, the Public Health Educator created a rating and prioritizing worksheet to help determine which issue is the highest priority that can be obtained within Clay County. The results showed that Chronic Disease Prevention and Control, Prevention and Management of Acute Respiratory Infections along with Prevention and Screening for Cancers are three areas of need that are still troubling our county.

Phase 1 of the collaborative process began in January 2021 with the collection of community health data. For more details on this process see Chapter 1 – Community Health Assessment Process.

Key Findings

The data collected for the 2021 Community Health Assessment showed a need for prevention and control on chronic illnesses. According to the data, the leading cause of death included diseases of the heart, chronic lung disease, and diabetes mellitus. Unfortunately, the lifestyle behaviors and health status such as inactivity, obesity, and poor nutrition continues to be a prevalent cause of these chronic diseases. The data also showed the need to prevent and manage acute respiratory infections. In the analysis, it showed that flu, pneumonia, and COVID-19 were a contributing factor in several cases where death had occurred. Thirdly, Cancer seems to play a role in the lives of several Clay County residents, making prevention and proper screening essential for the wellbeing of the community.

Health Priorities

The Following health issues were identified as priorities:

Chronic Disease Control and Prevention

Prevention and Management of Acute Respiratory Infections.

Prevention and Screening for Cancer

Next Steps

The next steps for developing the community health improvement plans include:

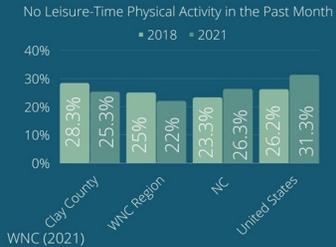
- Working with partners and community members to understand the root cause of the problem and determine how to implement changes to improve the overall health of the county
- Using evidence-based strategies when working on health issues within the county.
- Selecting priority strategies and creating performance measures to help us evaluate how people are better off because of the strategies.
- Publish the Community Health Improvement Plan (CHIP) on an electronic Scorecard that anyone can access to monitor progress.
- To access the full data set that was used for the CHA please email Regina Harper at reginaharper@clayhdnc.us

Chronic Disease Prevention and Control



Chronic Diseases were discovered to be an issue of high concern in Clay County's secondary data and key informant interviews. Chronic illness is defined as an illness or disease that develops slowly and persists over a period of time. According to Center for Disease Control, over half of the deaths caused by chronic diseases may be due to preventable causes (CDC, 2021). We decided to choose this priority because we know how important it is to limit the burden that chronic illness has on not only the individual, but the community as a whole.

WHAT THE NUMBERS SAY:



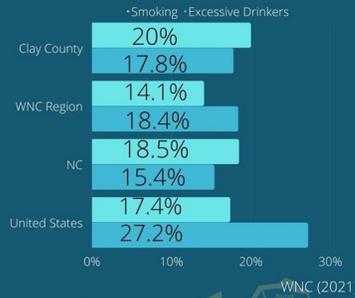
Many Chronic Diseases are caused by high-risk behaviors: Tobacco use, poor nutrition, lack of physical activity, and excessive alcohol use. As seen in the graphs above, you can see that Clay County has had a decrease in individuals who were unable to participate in physical activity. Because physical activity is important in maintaining overall health, it is best that this trend continue with more individuals participating in physical activity.

Clay County still has a high population rate of individuals who are considered overweight or obese. Most often the contributing factor to obesity is poor nutrition. Having a healthy diet is crucial for the growth and development of children which follows them to adulthood. Individual choices play an important role in the overall well-being of a person, but the accessibility and affordability can be a component in those decisions (CDC, 2022).

Clay County Residents that are overweight or obese WNC (2021)



Percentage of individuals participating in High Risk Lifestyle



As shown above, Clay County continues to have individuals participate in high-risk behaviors which can lead to chronic illnesses. Unfortunately, smoking continues to surpass that of the WNC Region and the state. While excessive drinking is lower than the WNC region but is much higher than the state.



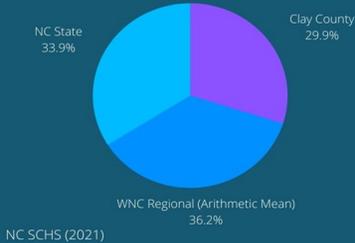
Prevention and Management of Acute Respiratory Infections



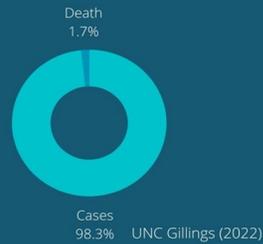
Acute Respiratory Infections involves a contagious infection that starts in the upper respiratory tract and can move to the lower respiratory system. Acute respiratory infections can be caused by a virus or bacteria. Some individuals may experience fever, fatigue, headache, wheezing, congestion, cough, and a runny nose (Healthline, 2021). Respiratory infections can often turn fatal, especially in individuals who are immune compromised. Influenza and Pneumonia are the two types of respiratory infections that can be detrimental to your health if care is not sought out in time. Over the last two years, we have faced a new respiratory infection, COVID-19, that has caused more deaths than pneumonia and influenza combined in the last four years.

WHAT THE NUMBERS SAY:

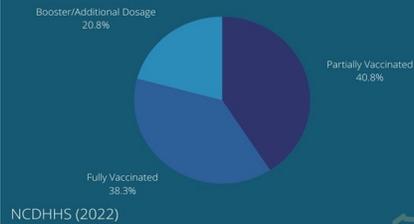
Pneumonia and Influenza Mortality (2015-2019)



COVID-19 in Clay County (2020-2022)



Covid-19 Vaccination Status for Clay County



Clay County has seen an overwhelming number of individuals who have developed COVID-19 in the last few years. As the numbers continue to remain high, the urgency to get individuals vaccinated becomes a priority. As shown in the graph to the left, 38.3% are fully vaccinated whereas only 20.8% are boosted. Recent data shows that COVID-19 vaccines become less effective at preventing infection over time. Therefore, it is recommended for a person to receive a booster. The vaccine has shown its effectiveness in reducing the risk of hospitalizations and even death (CDC, 2022). Clay County has recently introduced Monoclonal Antibodies to help fight off the COVID-19 infection once it has entered the body. We have given over 300 Monoclonal Antibody treatments which has been very successful in battling the COVID-19 virus. Ongoing treatment plans are still taking place at Clay County Health Department to help the citizens in our community.



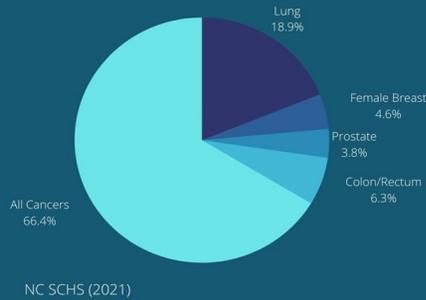
Prevention and Screening of Cancer



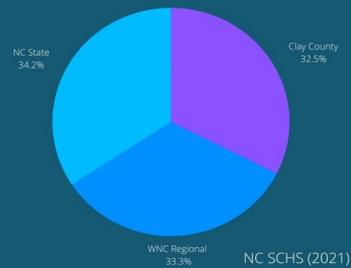
Cancer is the second leading cause of death in Clay County and accounts for nearly 10 million death in the United States in 2020. Cancer is the transformation of normal cells into tumor cells. The most common cancers are breast, lung, colon and rectum, and prostate. Around one third of deaths from cancer are due to tobacco use, obesity, alcohol consumption, low fruit and vegetable intake, and lack of physical activity. However, cancer can be caused from infections like human papillomavirus and hepatitis. If cancer is detected early and treated effectively, it can be cured (WHO, 2022).

WHAT THE NUMBERS SAY:

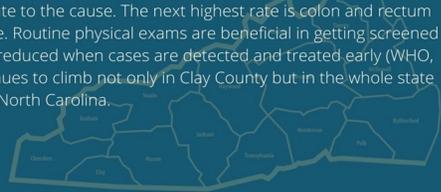
Cancer Rate in Clay County (2015-2019)



Total Cancer Rate (2015-2019)



As you can see above, Clay County has a high rate of lung cancer. We believe that the majority of this stems from the number of individuals who smoke. In 2021, 20% of the population currently smoke cigarettes and 4.8% smoked electronic cigarettes. The use of tobacco remains the root cause of cancer, however, high Radon levels may also contribute to the cause. The next highest rate is colon and rectum cancer, followed by breast cancer and prostate. Routine physical exams are beneficial in getting screened for these types of cancer. Cancer mortality is reduced when cases are detected and treated early (WHO, 2022). Over the past few years, Cancer continues to climb not only in Clay County but in the whole state of North Carolina.



Chronic Disease Control and Prevention

R **CHIP** Clay County residents are implementing healthier lifestyles and lowering the overall rate of chronic diseases 📄

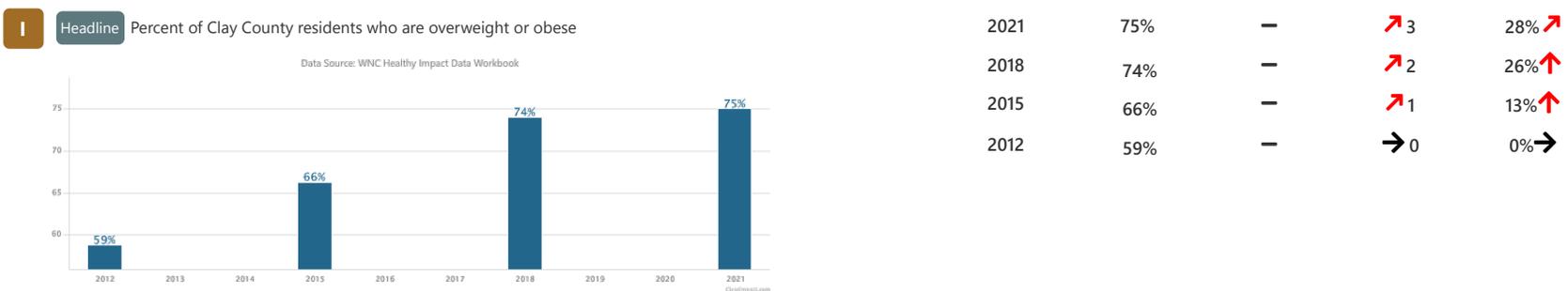
Importance

Most Recent Period	Current Actual Value	Current Target Value	Current Trend	Baseline % Change
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Chronic Disease continues to be prevalent within our county and is causing more premature deaths than overdose and motor vehicle accidents combined. In 2015-2019, Clay County had 163 total deaths pertaining to heart disease, 54 deaths involving Cerebrovascular Disease and 23 deaths pertaining to diabetes. Prevention is imperative because studies have shown that effective prevention can stop or delay many chronic diseases and limit their negative impact. All health is connected, meaning that one chronic disease can contribute to other diseases down the road. Therefore, the best action plan for chronic diseases is to manage the condition at hand and keep it as stable as one can. By remaining stable, other chronic diseases are delayed from occurring. Our goal is to limit the burden that chronic disease has on not only the individual, but the community as a whole.

Experience

Clay County would experience more individuals having controlled blood pressure and blood glucose levels due to increased monitoring. Physical activity will increase within the community, by the utilization of walking trails and the recreational gym. More community members will buy from local food stands and learn to choose healthier options. The Clay County Health Department will see an increase of clients attending health promotion classes and participation in a wellness program initiative. Clay County will see more clients taking control of their health by becoming more health conscious and monitoring their current disease. Overall, Clay County will observe positive lifestyle changes among the residents of this county and be an inspiration to surrounding counties.



Story Behind the Indicator

The "Story Behind the Curve" helps to explain why the numbers for obesity are high within 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.*

- Local food stands
- Chatuge Dam paved walking/ bicycling path
- Quanassee Path for walking/ bicycling
- Sidewalks throughout the town of Hayesville

- County Transportation
- Jack Rabbit trails for mountain bicycling and hiking along with other hiking trails.
- Clay County Recreation Center with reduced prices
- Meals on wheels
- Food pantry
- WIC Program with nutritional education
- Health Fairs
- Recreational sports for kids

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

- Fast food
- Food insecurity
- Poverty
- Tobacco and Alcohol use
- Economy
- Time management
- Rec center gym closes too early
- Lack of structured exercise classes or programs in our community
- Lack of any public Pool within the county, an enclosed/heated community pool would provide exercise for people of all ages during all months of the year.
- Lack of an indoor walking track that could also provide exercise opportunities for people all month.
- No registered dietician is available for consultation within the area
- Cultural background
- Lack of education regarding exercise and nutrition as it relates to unhealthy weights
- Grocery store quality
- Limited access to healthcare options

Partners

Partners in our Community Health Improvement Process:

- Clay County Public Health
- Clay County Senior Center
- Community Paramedic
- Clay County Public Schools
- Clay County Transportation
- Community for Students
- WNC Healthy Impact

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

- Clay County Public Health
- Clay County Senior Center
- Community Paramedic
- Clay County Public Schools
- Clay County Transportation
- Community for Students
- WNC Healthy Impact

What Works to Do Better (Population)?

Process for Selecting Priority Program/ Strategies

The following actions have been identified by our CHIP team and community members as ideas for what can work for our community to make a difference with nutrition, physical activity, and obesity as it relates to chronic disease.

Actions and Approaches Identified by Our Partners *These are actions and approaches that our partners think can make a difference with nutrition, physical activity, and obesity as it relates to chronic disease.*

- Education to all individuals
- Worksite Wellness
- Media campaigns
- Conduct a health fair for the community

- Better hours for the Gym
- Offer more exercise classes
- Offer healthy cooking classes
- Offer classes on how to shop healthier

What is Currently Working in Our Community *These are actions and approaches that are currently in place in our community to make a difference with nutrition, physical activity, and obesity as it relates to chronic disease.*

- Healthy Carolinians Partnership
- WIC Program
- Health Department Primary Care Clinic
- Clay County Parks & Recreation Department
- Local food stands

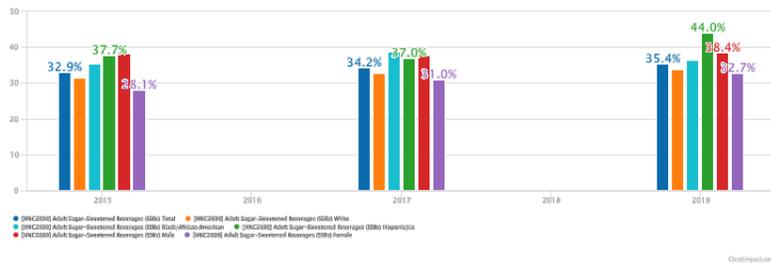
Evidence-Based Strategies *These are actions and approaches that have been shown to make a difference with nutrition, physical activity, and obesity as it relates to chronic disease.*

Name of Strategy Reviewed	Level of Intervention
Special Supplemental Nutrition Program for Women, Infants, and, Children (WIC)	Individual families

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

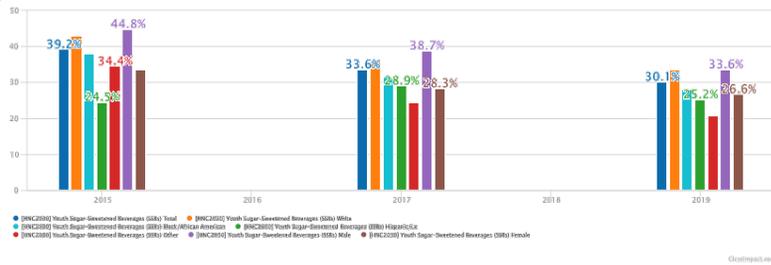
- More physical activity classes offered at a convenient time.
- Education on healthier ways to cook
- Accessibility to specialty providers





2017	34.2%	—	↗ 1	4% ↗
2015	32.9%	—	→ 0	0% →

I FHLL-NC HNC2030 Youth Sugar-Sweetened Beverages (SSBs) Total



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

S Healthy Initiative- Clay County BeFit

Most Recent Period	Current Actual Value	Current Target Value	Current Trend	Baseline % Change
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What is it?

Clay County BeFit was identified by Elite Health Team as an action, that when combined with other actions, it has a reasonable chance of making a difference in physical activity, nutrition, and obesity as it relates to chronic diseases in our community. This is a new program in our community and is not an evidence-based strategy.

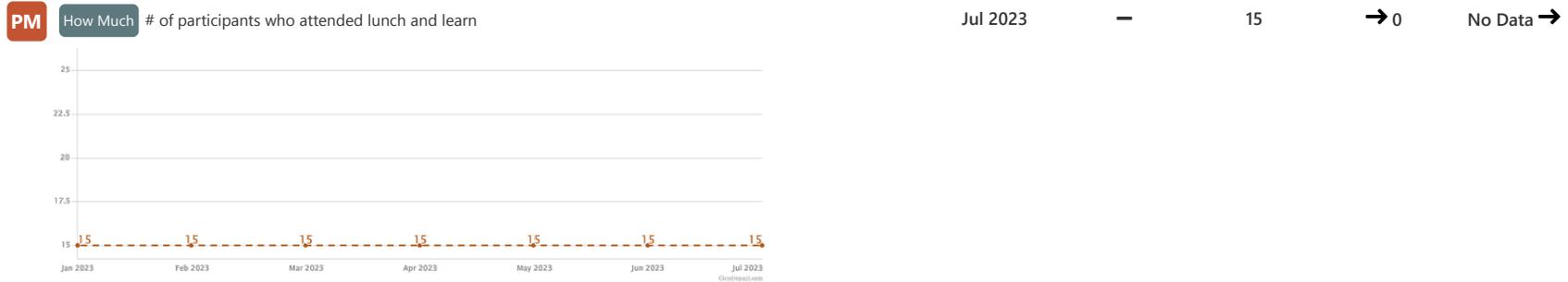
The clients for this health and fitness program are individuals who are struggling to become healthy or want to continue their journey of being healthy. The health and fitness program aims to make a difference at the individual level. Clients will join the Clay County BeFit page for helpful tips on eating healthy, exercises to do at home, and have an in-person/virtual lunch and learn about how to improve their health and wellness. Implementation will take place at Clay County Health Department along with virtual classes through media outlets.

Partners

The partners for this health and fitness program include:

Agency	Role
Clay County Health Department	Lead, Collaborate, and Support

Agency	Role
County Leadership	Collaborate and Support



Story Behind the Measure

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.

- The space availability to host a lunch and learn
- Staff support

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.

- Determining an appropriate schedule
- The lack of availability for Doctors

What Works to Do Better (Performance)?

The following actions have been identified by CHA Team as ideas for what can work for this performance measure to make a difference on Chronic Disease Prevention and Control.

(A) Actions and Approaches Identified by Our CHA Team. *These are actions and approaches that we think can make a difference for this performance measure.*

- Worksite Wellness
- Conduct a health fair for the community
- Offer more exercise classes

- Offer healthy cooking classes
- Offer classes on how to shop healthier
- Educations through all media outlets (newspaper, social media, radio)

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

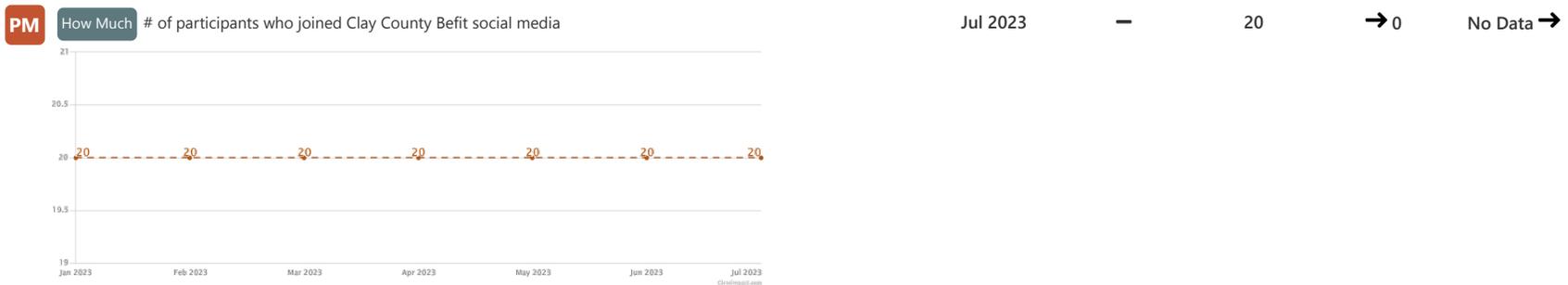
- Education to all individuals
- Better hours for the Gym
- Media campaigns

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

- Indoor track
- More bicycle trails
- Pool with water aerobics class

(D) List of Questions/Research Agenda *These are questions to follow-up on for this performance measure.*

- What will bring people to the lunch and learn?
- What incentives can we provide to get people interested in the worksite wellness?
- How do we get individuals to use the devices they received to improve their Chronic Disease?



Story Behind the Measure

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.

- County leadership support
- Helpful resources and information

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.

- Delay in creating social media page

What Works to Do Better (Performance)?

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S Worksite Wellness 

Most Recent Period	Current Actual Value	Current Target Value	Current Trend	Baseline % Change
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What is it?

Worksite Wellness was identified by county leadership as an action, that when combined with other actions in our community, has a reasonable chance of making a difference in a person’s overall health. This is a new program in our community and is not an evidence-based strategy.

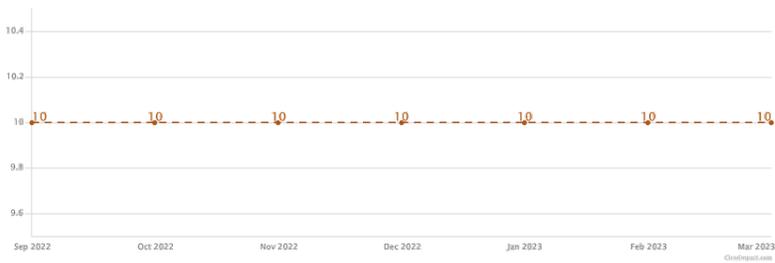
The audience for the worksite wellness are individuals within the county who want to become healthier mentally and physically. The worksite wellness program aims to make a difference at the individual and organizational level. County employees will sign up to participate in a 52-week program that will allow them to be coached and encouraged to better health. Participants will receive journals, step counters, and weekly vouchers for nutritional shakes/teas. Implementation will take place at Clay County Health Department in hopes to improve worker retention, less lost work time, increased worker output, economic boost, and healthier families/communities.

Partners

The partners for this health and fitness program include:

Agency	Role
Clay County Health Department	Lead, Collaborate, and Support
County Leadership	Lead, Collaborate, Support





Story Behind the Measure

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.

- Having county leadership on board with program
- Offering incentives once approval of grant
- Ensuring collaborative partnerships with community stakeholders

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.

- Waiting for approval of grant
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What Works to Do Better (Performance)?

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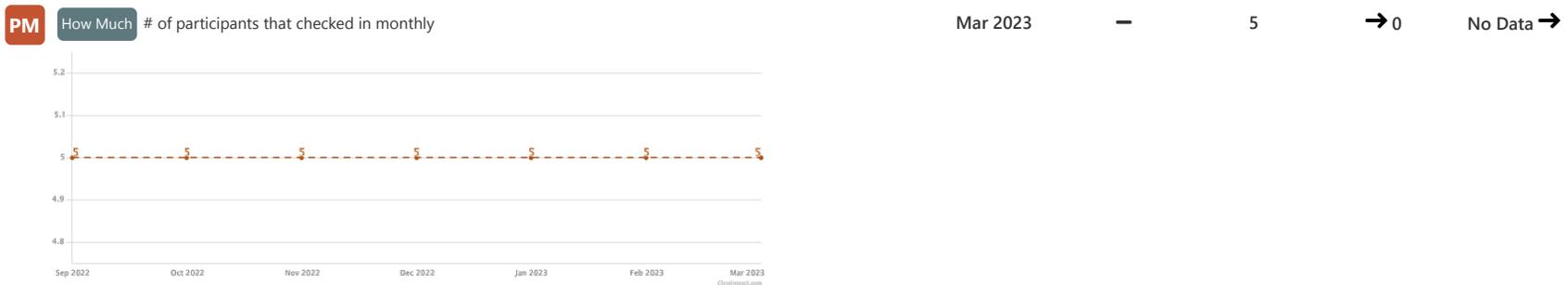
- Education to all individuals
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(C) **What your customers think would work to do better** *These are actions and approaches that our customers think can make a difference for this performance measure.*

- Indoor track
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- What will bring people to the lunch and learn?
- What incentives can we provide to get people interested in the worksite wellness?
- How do we get individuals to use the devices they received to improve their Chronic Disease?



Story Behind the Measure

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.

- County leadership on board with program

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.

- Waiting for grant approval

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- How do we get individuals to use the devices they received to improve their Chronic Disease?

S Community Health Project 

Most Recent Period	Current Actual Value	Current Target Value	Current Trend	Baseline % Change
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What is it?

Community Health Project was identified by Elite Health Team as an action, that when combined with other actions, has a reasonable chance of making a difference in management of chronic diseases. This is a new program in our community and is not an evidence-based strategy.

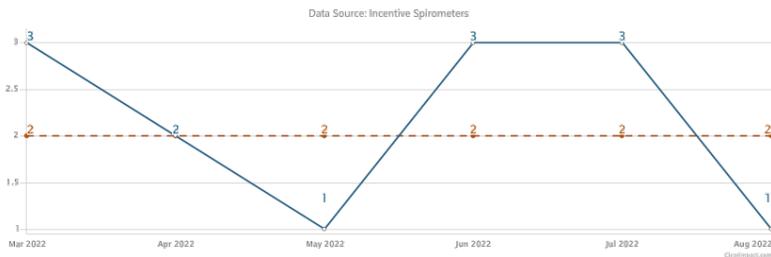
The clients for the Community Health Project are individuals who are struggling with managing their chronic diseases. Unfortunately, management of chronic diseases can become expensive over time. Therefore, this program will help eliminate some of the cost by providing blood pressure machines, glucose monitors, incentive spirometers, and pulse oximetry monitors to clients within our clinic. The Community Health Project aims to make a difference at the individual level and improve health disparities when it comes to socioeconomic status. Implementation will take place at Clay County Health Department.

Partners

The partners for this health and fitness program include:

Agency	Role
Clay County Health Department	Lead, Collaborate, and Support
WNC Health Network	Collaborate and Support

PM **How Much** # of participants who received Incentive Spirometers



Aug 2022	1	2	↘ 1	-67% ↘
Jul 2022	3	2	→ 1	0% →
Jun 2022	3	2	↗ 1	0% →
May 2022	1	2	↘ 2	-67% ↘
Apr 2022	2	2	↘ 1	-33% ↘
Mar 2022	3	2	→ 0	0% →

Story Behind the Measure

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.

- State Funding for supplies
- Provider and Clinical staff that recognize the need. Meeting that need with appropriate resources available.
- Providing education to patients about their disease and how to use the incentive spirometer.

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.

- No funding sustainability
- Patient noncompliance with follow-up appointments as noted in care plans.

What Works to Do Better (Performance)?

The following actions have been identified by CHA Team as ideas for what can work for this performance measure to make a difference on Chronic Disease Prevention and Control.

(A) Actions and Approaches Identified by Our CHA Team. *These are actions and approaches that we think can make a difference for this performance measure.*

- Worksite Wellness
- Conduct a health fair for the community
- Offer more exercise classes
- Offer healthy cooking classes
- Offer classes on how to shop healthier
- Educations through all media outlets (newspaper, social media, radio)

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

- Education to all individuals
- Better hours for the Gym
- Media campaigns

(C) What your customers think would work to do better *These are actions and approaches that our customers think can make a*

difference for this performance measure.

- Indoor track
- More bicycle trails
- Pool with water aerobics class

(D) **List of Questions/Research Agenda** *These are questions to follow-up on for this performance measure.*

- What will bring people to the lunch and learn?
- What incentives can we provide to get people interested in the worksite wellness?
- How do we get individuals to use the devices they received to improve their Chronic Disease?



Story Behind the Measure

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.

- State Funding for supplies
-
-

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.

- No funding sustainability
- Few of the patient population in need of this available resource, not seeking clinical care at Health Department

What Works to Do Better (Performance)?

The following actions have been identified by CHA Team as ideas for what can work for this performance measure to make a difference on Chronic Disease Prevention and Control.

(A) Actions and Approaches Identified by Our CHA Team. *These are actions and approaches that we think can make a difference for this performance measure.*

- Worksite Wellness
- Conduct a health fair for the community
- Offer more exercise classes
- Offer healthy cooking classes
- Offer classes on how to shop healthier
- Educations through all media outlets (newspaper, social media, radio)

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

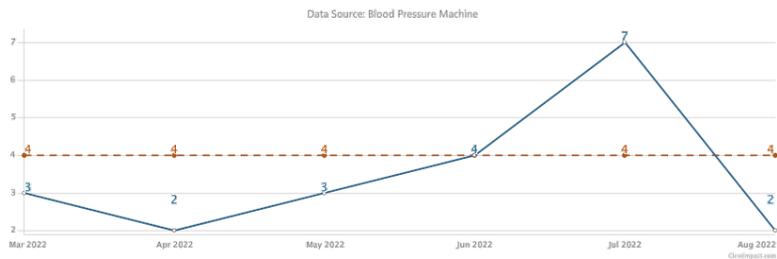
- Education to all individuals
- Better hours for the Gym
- Media campaigns

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

- Indoor track
- More bicycle trails
- Pool with water aerobics class

(D) List of Questions/Research Agenda *These are questions to follow-up on for this performance measure.*

- What will bring people to the lunch and learn?
- What incentives can we provide to get people interested in the worksite wellness?
- How do we get individuals to use the devices they received to improve their Chronic Disease?



Jul 2022	7	4	↗ 3	133% ↑
Jun 2022	4	4	↗ 2	33% ↑
May 2022	3	4	↗ 1	0% →
Apr 2022	2	4	↘ 1	-33% ↓
Mar 2022	3	4	→ 0	0% →

Story Behind the Measure

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.

- State Funding for supplies
- The recognition in the clinic that patients are in need of the device
- Providing education to patients about their disease, how to lower hypertension with diet, and how to use the blood pressure machine.
- Primary Care clinic within the Health Department
- Sliding Scale fees
- Providers are available 5 days a week

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.

- No funding sustainability
- Patient noncompliance with follow-up appointments as noted in the care plans
- Limited amount of blood pressure cuffs

What Works to Do Better (Performance)?

The following actions have been identified by CHA Team as ideas for what can work for this performance measure to make a difference on Chronic Disease Prevention and Control.

(A) **Actions and Approaches Identified by Our CHA Team.** *These are actions and approaches that we think can make a difference for this performance measure.*

- Worksite Wellness

- Conduct a health fair for the community
- Offer more exercise classes
- Offer healthy cooking classes
- Offer classes on how to shop healthier
- Educations through all media outlets (newspaper, social media, radio)

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

- Education to all individuals
- Better hours for the Gym
- Media campaigns

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

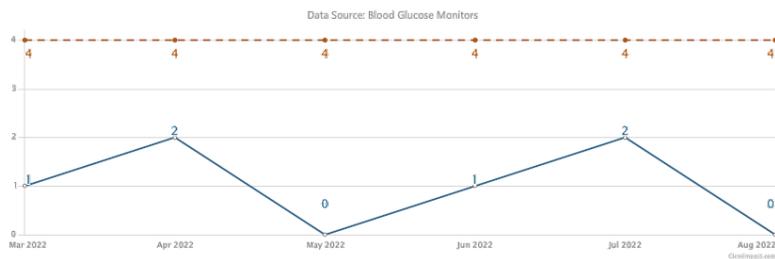
- Indoor track
- More bicycle trails
- Pool with water aerobics class

(D) **List of Questions/Research Agenda** *These are questions to follow-up on for this performance measure.*

- What will bring people to the lunch and learn?
- What incentives can we provide to get people interested in the worksite wellness?
- How do we get individuals to use the devices they received to improve their Chronic Disease?

PM

How Much # of participants who received Blood Glucose monitors



Aug 2022	0	4	↓ 1	0% →
Jul 2022	2	4	↗ 2	100% ↑
Jun 2022	1	4	↗ 1	0% →
May 2022	0	4	↓ 1	0% →
Apr 2022	2	4	↗ 1	100% ↑
Mar 2022	1	4	→ 0	0% →

Story Behind the Measure

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.

- State Funding for supplies
- The recognition by clinical staff and providers that patients are in need of the device
- Providing education to patients about their disease, how to lower hypertension with diet, and how to use the blood glucose machine.
- Primary Care clinic within the Health Department
- Sliding Scale fees
- Clinical Providers available five days a week

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.

- No funding sustainability
- Patient noncompliance with follow-up appointments as noted in the care plan
- Limited amount of blood glucose monitors

What Works to Do Better (Performance)?

The following actions have been identified by CHA Team as ideas for what can work for this performance measure to make a difference on Chronic Disease Prevention and Control.

(A) Actions and Approaches Identified by Our CHA Team. *These are actions and approaches that we think can make a difference for this performance measure.*

- Worksite Wellness
- Conduct a health fair for the community
- Offer more exercise classes
- Offer healthy cooking classes
- Offer classes on how to shop healthier
- Educations through all media outlets (newspaper, social media, radio)

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

- Education to all individuals
- Better hours for the Gym
- Media campaigns

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

- Indoor track
- More bicycle trails
- Pool with water aerobics class

(D) **List of Questions/Research Agenda** *These are questions to follow-up on for this performance measure.*

- What will bring people to the lunch and learn?
- What incentives can we provide to get people interested in the worksite wellness?
- How do we get individuals to use the devices they received to improve their Chronic Disease?

Prevention and Management of Acute Respiratory Infections

R **CHIP** Clay County residents have decreased their susceptibility of contracting an Acute Respiratory Infection 

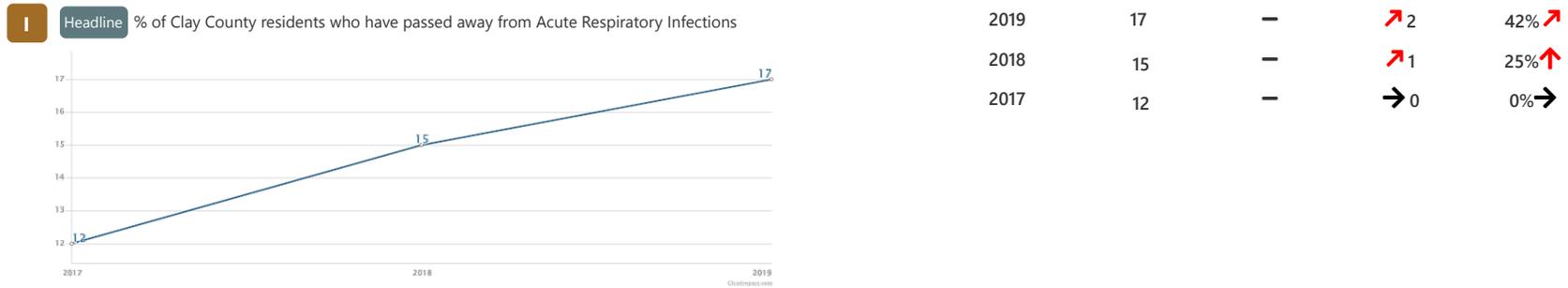
Most Recent Period	Current Actual Value	Current Target Value	Current Trend	Baseline % Change
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Importance

Acute Respiratory Infections can be caused by a great number of etiological agents that within the right climate can become fatal. Because of the many etiological agents, diagnosing and determining the right treatment plans can be challenging. Therefore, early prevention is key when it comes to vaccine mimicked viruses. Early intervention and management can make a big impact on the outcome. Aging adults, pregnant women, and even children under the age of five may develop complications from an Acute Respiratory Infection that could lead to death. During 2015-2019, Clay County had 17 residents die from complications from pneumonia and influenza. Shortly after in 2020, Clay County experienced 3,039 cases of Covid-19 and 49 of those cases lead to death. Those numbers alone made a huge impact on our community as a whole. For this very reason, Clay County Health Department believes that the prevention and management of Respiratory Infections is crucial.

Experience

Clay County would experience more individuals becoming less susceptible to contracting Acute Respiratory Infections. Vaccine administrations would increase for all Influenza, Pneumonia, and COVID-19 vaccines. Clay County residents will follow proper guidelines when diagnosed with an Acute Respiratory Infection. Individuals will become more aware of their symptoms and recognize when healthcare should be sought out. Overall, Clay County wants to see all residents free from Acute Respiratory Infections and live healthier and happier lives.



Story Behind the Indicator

The "Story Behind the Curve" helps to explain the reason why the numbers are high for Acute Respiratory Infections within 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.*

- Monoclonal Antibodies
- Positive cases quarantining
- Washing hands properly
- Social distancing
- Immunity improvement
- Vaccinations
- Tobacco Cessation Program

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

- Air quality
- Lack of physical activity
- Chronic illness

- Asthma
- Vitamin deficiencies
- Smoking
- Vaping
- Lack of education

Partners

Partners in our Community Health Improvement Process:

- Clay County Senior Center
- Community Paramedic
- Clay County School System
- Clay County Transportation
- Community for Students
- WNC Healthy Impact

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

- Chatuge Family Practice
- County Leadership
- Immunization Division
- Clay County Senior Center
- Carolina Community Tracing
- Local and State Laboratory
- Erlanger Western Carolina Hospital
- State Emergency Medical Service

What Works to Do Better (Population)?

Process for Selecting Priority Program/ Strategies

The following actions have been identified by our Clay County Health Department and community members as ideas for what can

work for our community to make a difference on hospitalizations from Acute Respiratory Infections.

Actions and Approaches Identified by Our Partners *These are actions and approaches that our partners think can make a difference in hospitalizations from Acute Respiratory Infections.*

- Recognizing signs of respiratory distress
- Influenza, Pneumonia, and COVID-19 vaccines to help decrease the effects from these viruses
- Monoclonal Antibody treatment
- Early detection of an illness
- Proper use of an incentive spirometer
- Information/education on these infections

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 hospitalizations from Acute Respiratory Infections.*

- Monoclonal Antibody treatment program
- Immunization Program
- Primary Care Clinics flexibility to see patients within their cars
- Clinics that have the supplies to test patients
- Clinics that offer Chest X-rays at a reasonable cost
- Quick turn around with results from patient specimens

Evidence-Based Strategies *These are actions and approaches that have been shown to make a difference on hospitalizations from Acute Respiratory Infections.*

Name of Strategy Reviewed	Level of Intervention
Monoclonal Antibodies	Individual
COVID-19 Vaccine	Individual
Influenza Vaccine	Individual
Pneumococcal Vaccination	Individual

Name of Strategy Reviewed

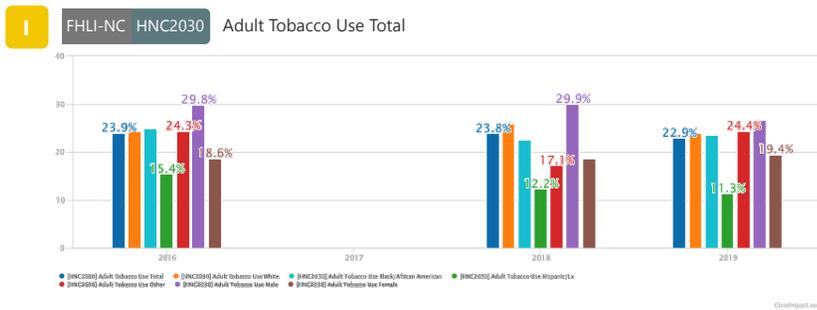
Acute Respiratory Infections

Level of Intervention

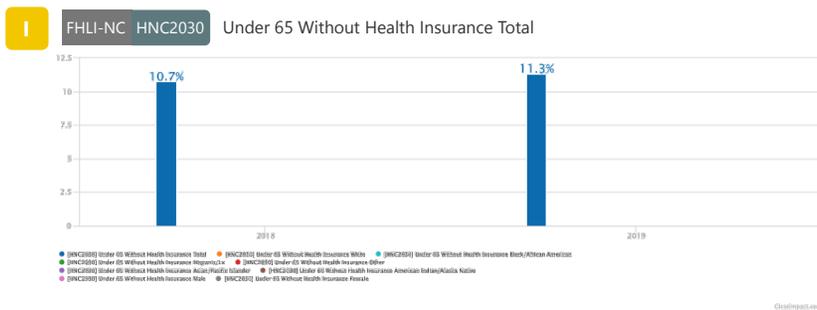
Individual

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

- Early detection of illness is important for proper treatment
- Best prevention is properly washing your hands and improvements in nutrition
- Immunizations against all respiratory infections including pertussis.



2019	22.9%	—	↓ 2	-4% ↓
2018	23.8%	—	↓ 1	0% →
2016	23.9%	—	→ 0	0% →



2019	11.3%	—	↑ 1	6% ↑
2018	10.7%	—	→ 0	0% →

S Immunization Program

What is it?

Most Recent Period	Current Actual Value	Current Target Value	Current Trend	Baseline % Change
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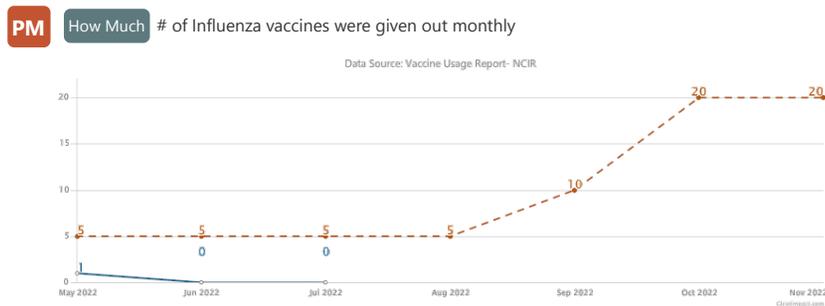
Immunization program was identified by the Elite Health team as an action, that when combined with other actions can make a difference with the number of individuals suffering from Acute Respiratory Infections in our community. This is an ongoing program in our community. The immunization program helps eliminate vaccine-preventable diseases, especially those that can cause respiratory infections. Our goal is to promote and educate as many individuals that we can on the importance of vaccinations. The immunization program allows individuals to walk in anytime during office hours to receive the vaccine of their choice along with informational sheets about the vaccine.

The immunization program is available for individuals of all ages, which aims to make a difference at the individual level. Implementation will take place at the Clay County Health Department.

Partners

The partners for the immunization program include:

Agency	Role
Immunization Divisions	Support



Jul 2022	0	5	→ 1	-95% ↓
Jun 2022	0	5	↓ 1	-95% ↓
May 2022	1	5	↗ 1	-95% ↓
Apr 2022	0	5	↓ 3	-95% ↓
Mar 2022	2	10	↓ 2	-90% ↓
Feb 2022	5	20	↓ 1	-76% ↓
Jan 2022	21	20	→ 0	0% →

Story Behind the Measure

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.

- Vaccines available for both private insurance carriers and medicaid recipients
- School events to administer vaccines
- Social media advertisement of when flu shots are available
- All nurses trained to administer vaccines to help speed up immunization appointments
- Educational material on Flu vaccine

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.

- Stigma surrounding Flu vaccine
- Waiting times for private and state vaccines to arrive at health department
- Staffing retention issues

What Works to Do Better (Performance)?

The following actions have been identified by CHA Team as ideas for what can work for this performance measure to make a difference on Prevention and Management of Acute Respiratory Infections.

(A) **Actions and Approaches Identified by Our CHA Team.** *These are actions and approaches that we think can make a difference for this performance measure.*

- Influenza, Pneumonia, and COVID-19 vaccines to help decrease the effects from these viruses
- Monoclonal Antibody treatment
- Early detection of an illness
- Proper use of an incentive spirometer
- Information/education on these infections

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

- Providing education to individuals about signs of Respiratory Distress
- Immunizations are covered by most insurance companies

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

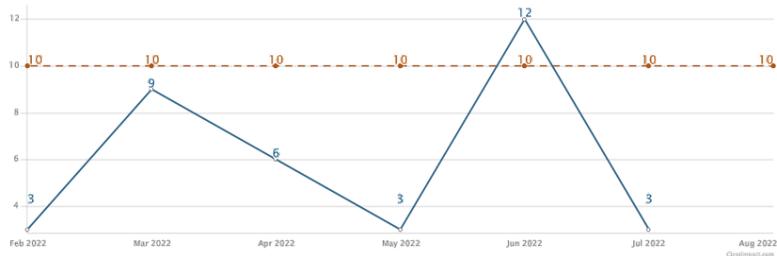
- Increase vaccinations
- Monoclonal Antibodies

(D) **List of Questions/Research Agenda** *These are questions to follow-up on for this performance measure.*

- Did we see an improvement with Covid-19 patients after receiving Monoclonal Antibodies?
- Does vaccines lessen the effects of these respiratory illnesses?
- Does early detection make a difference with treatment?



How Much # of Pneumonia vaccines were given out monthly



Jul 2022	3	10	↓ 1	-63% ↓
Jun 2022	12	10	↑ 1	50% ↑
May 2022	3	10	↓ 2	-63% ↓
Apr 2022	6	10	↓ 1	-25% ↓
Mar 2022	9	10	↑ 1	13% ↑
Feb 2022	3	10	↓ 1	-63% ↓
Jan 2022	8	10	→ 0	0% →

Story Behind the Measure

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.

- Vaccines available for both private insurance carriers and medicaid recipients
- Social media advertisement
- All nurses trained to administer vaccines to help speed up immunization appointments
- Educational material on Pneumonia vaccine

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.

- Failure to follow up and receive all doses in series
- Staffing retention issues
- Lack of knowledge regarding the Pneumonia shot

What Works to Do Better (Performance)?

The following actions have been identified by CHA Team as ideas for what can work for this performance measure to make a difference on Prevention and Management of Acute Respiratory Infections.

(A) **Actions and Approaches Identified by Our CHA Team.** *These are actions and approaches that we think can make a difference for this performance measure.*

- Influenza, Pneumonia, and COVID-19 vaccines to help decrease the effects from these viruses
- Monoclonal Antibody treatment

- Early detection of an illness
- Proper use of an incentive spirometer
- Information/education on these infections

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

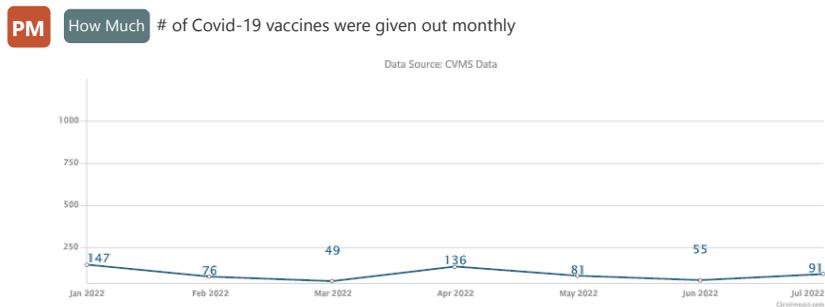
- Providing education to individuals about signs of Respiratory Distress
- Immunizations are covered by most insurance companies

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

- Increase vaccinations
- Monoclonal Antibodies

(D) List of Questions/Research Agenda *These are questions to follow-up on for this performance measure.*

- Did we see an improvement with Covid-19 patients after receiving Monoclonal Antibodies?
- Does vaccines lessen the effects of these respiratory illnesses?
- Does early detection make a difference with treatment?



Jul 2022	91	—	↗ 1	133% ↗
Jun 2022	55	—	↘ 2	41% ↗
May 2022	81	—	↘ 1	108% ↗
Apr 2022	136	—	↗ 1	249% ↗
Mar 2022	49	—	↘ 4	26% ↗
Feb 2022	76	—	↘ 3	95% ↗
Jan 2022	147	—	↘ 2	277% ↗
Dec 2021	311	—	↘ 1	697% ↗
Nov 2021	468	—	↗ 4	1100% ↗

Story Behind the Measure

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.

- Vaccines available for both private insurance carriers and medicaid recipients

- Social media advertisement of Covid-19 vaccine
- All nurses trained to administer vaccines to help speed up immunization appointments
- Educational material on Covid-19 vaccine
- The availability of several brands to offer

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.

- Stigma surrounding Covid-19 vaccine
- Waiting times for vaccines to arrive at health department
- CVMS database troubleshooting

What Works to Do Better (Performance)?

The following actions have been identified by CHA Team as ideas for what can work for this performance measure to make a difference on Prevention and Management of Acute Respiratory Infections.

(A) Actions and Approaches Identified by Our CHA Team. *These are actions and approaches that we think can make a difference for this performance measure.*

- Influenza, Pneumonia, and COVID-19 vaccines to help decrease the effects from these viruses
- Monoclonal Antibody treatment
- Early detection of an illness
- Proper use of an incentive spirometer
- Information/education on these infections

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

- Providing education to individuals about signs of Respiratory Distress
- Immunizations are covered by most insurance companies

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

- Increase vaccinations

- Monoclonal Antibodies

(D) **List of Questions/Research Agenda** *These are questions to follow-up on for this performance measure.*

- Did we see an improvement with Covid-19 patients after receiving Monoclonal Antibodies?
- Does vaccines lessen the effects of these respiratory illnesses?
- Does early detection make a difference with treatment?

S Monoclonal Antibody Therapy Program 

Most Recent Period	Current Actual Value	Current Target Value	Current Trend	Baseline % Change
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What is it?

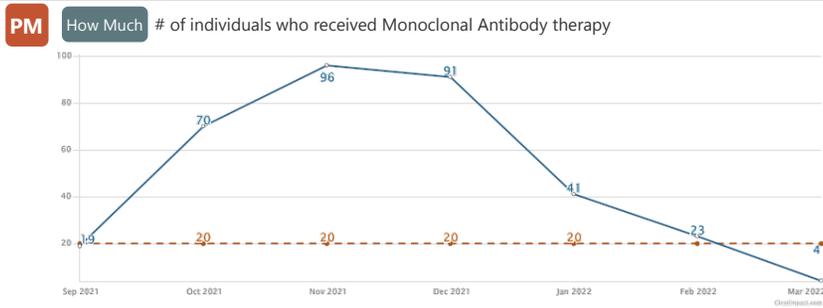
Monoclonal Antibody treatment Program was identified by Clay County Health Department as an action, that when combined with other actions, has a reasonable chance of making a difference in COVID-19 as it relates to Acute Respiratory Infections in our community. This is a new program in our community.

The customers for the Monoclonal Antibody treatment program are those who have a risk of being hospitalized with COVID-19, and the program aims to make a difference at the individual level. The primary goal was to provide a pro-active treatment for our citizens to minimize the potential seriousness and side effects which can arise from COVID-19. Simultaneously, we want to keep mild and moderately symptomatic patients from being hospitalized which will help relieve some of the stress on our local facilities and emergency services. Implementation took place at the Clay County Senior Center and was moved to Clay County Health Department a few months after implementing the program.

Partners

The partners for this Monoclonal Antibody Treatment Program include:

Agency	Role
Erlanger Western Carolina Hospital	Collaborate
Chatuge Family Practice	Support and collaborate
County Leadership	Lead, Collaborate, and Support
State EMS	Collaborate and Support
Community Paramedic	Lead, Collaborate, and Support
Clay County Senior Center	Support



Mar 2022	4	20	↘ 4	-79% ↘
Feb 2022	23	20	↘ 3	21% ↑
Jan 2022	41	20	↘ 2	116% ↑
Dec 2021	91	20	↘ 1	379% ↑
Nov 2021	96	20	↗ 2	405% ↑
Oct 2021	70	20	↗ 1	268% ↑
Sep 2021	19	20	→ 0	0% →

Story Behind the Measure

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.

- County Leadership support
- Collaborate work with Community Paramedic from Chatuge Family Practice
- Monoclonal Antibodies medication being free
- The use of the Senior Center facility
- The Community Paramedic program at Clay County Health Department
- Social Media to inform the community
- Covid-19 testing at our facility
- Following up after infusion for extra guidance, if needed

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.

- Limited medication available for allocation
- Supplies on backorder
- The change in approved infusion medications
- Stigma surrounding efficacy and safety of infusions
- The delay in Covid test results

What Works to Do Better (Performance)?

The following actions have been identified by CHA Team as ideas for what can work for this performance measure to make a difference on Prevention and Management of Acute Respiratory Infections.

(A) **Actions and Approaches Identified by Our CHA Team.** *These are actions and approaches that we think can make a difference for this performance measure.*

- Influenza, Pneumonia, and COVID-19 vaccines to help decrease the effects from these viruses
- Monoclonal Antibody treatment
- Early detection of an illness
- Proper use of an incentive spirometer
- Information/education on these infections

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

- Providing education to individuals about signs of Respiratory Distress
- Immunizations are covered by most insurance companies

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

- Increase vaccinations
- Monoclonal Antibodies

(D) **List of Questions/Research Agenda** *These are questions to follow-up on for this performance measure.*

- Did we see an improvement with Covid-19 patients after receiving Monoclonal Antibodies?
- Does vaccines lessen the effects of these respiratory illnesses?
- Does early detection make a difference with treatment?

PM

How Much # of individuals who were hospitalized after receiving Monoclonal Antibody therapy

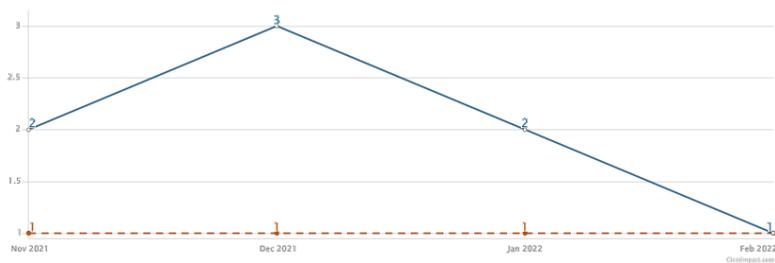
Feb 2022

1

1

↓ 2

-50% ↓



Jan 2022	2	1	↓ 1	0% →
Dec 2021	3	1	↗ 1	50% ↑
Nov 2021	2	1	→ 0	0% →

Story Behind the Measure

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.

- County Leadership support
- Collaborate work with Community Paramedic from Chatuge Family Practice
- Monoclonal Antibodies medication being free
- The use of the Senior Center facility
- The Community Paramedic program at Clay County Health Department
- Social Media outreach to inform the community
- Covid-19 testing at our facility
- Following up after infusion for extra guidance if needed

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.

- Limited supply for allocations to local health department
- Supplies on backorder
- The change in approved infusion medications
- Stigma surrounding efficacy and safety of infusions
- The delay in Covid test results

What Works to Do Better (Performance)?

The following actions have been identified by CHA Team as ideas for what can work for this performance measure to make a

difference on Prevention and Management of Acute Respiratory Infections.

(A) **Actions and Approaches Identified by Our CHA Team.** *These are actions and approaches that we think can make a difference for this performance measure.*

- Influenza, Pneumonia, and COVID-19 vaccines to help decrease the effects from these viruses
- Monoclonal Antibody treatment
- Early detection of an illness
- Proper use of an incentive spirometer
- Information/education on these infections

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

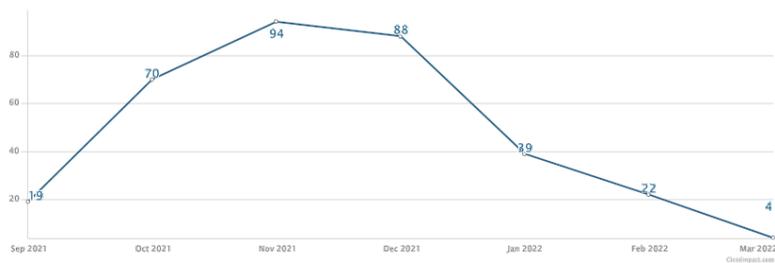
- Providing education to individuals about signs of Respiratory Distress
- Immunizations are covered by most insurance companies

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

- Increase vaccinations
- Monoclonal Antibodies

(D) **List of Questions/Research Agenda** *These are questions to follow-up on for this performance measure.*

- Did we see an improvement with patients after receiving Monoclonal Antibodies?
- Does vaccines lessen the effects of these respiratory illnesses?
- Does early detection make a difference with treatment?



Feb 2022	22	—	↘ 3	16% ↑
Jan 2022	39	—	↘ 2	105% ↑
Dec 2021	88	—	↘ 1	363% ↑
Nov 2021	94	—	↗ 2	395% ↑
Oct 2021	70	—	↗ 1	268% ↑
Sep 2021	19	—	→ 0	0% →

Story Behind the Measure

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.

- County Leadership support
- Collaborate work with Community Paramedic from Chatuge Family Practice
- Monoclonal Antibodies medication being free
- The use of the Senior Center facility
- The Community Paramedic program at Clay County Health Department
- Social Media to inform the community
- Covid-19 testing at our facility
- Following up after infusion for extra guidance if needed

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.

- Limited medication available for allocation
- Supplies on backorder
- The change in approved infusion medications
- Stigma surrounding efficacy and safety of infusions
- The delay in Covid test results

What Works to Do Better (Performance)?

The following actions have been identified by CHA Team as ideas for what can work for this performance measure to make a

difference on Prevention and Management of Acute Respiratory Infections.

(A) **Actions and Approaches Identified by Our CHA Team.** *These are actions and approaches that we think can make a difference for this performance measure.*

- Influenza, Pneumonia, and COVID-19 vaccines to help decrease the effects from these viruses
- Monoclonal Antibody treatment
- Early detection of an illness
- Proper use of an incentive spirometer
- Information/education on these infections

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

- Providing education to individuals about signs of Respiratory Distress
- Immunizations are covered by most insurance companies

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

- Increase vaccinations
- Monoclonal Antibodies

(D) **List of Questions/Research Agenda** *These are questions to follow-up on for this performance measure.*

- Did we see an improvement with Covid-19 patients after receiving Monoclonal Antibodies?
- Does vaccines lessen the effects of these respiratory illnesses?
- Does early detection make a difference with treatment?

Prevention and Screening of Cancer

R Helping Clay County residents live healthier and longer lives 

Importance

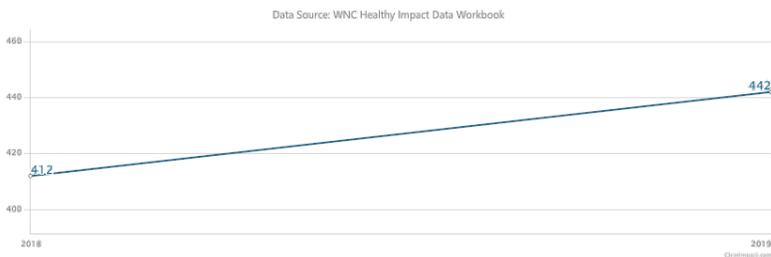
Most Recent Period	Current Actual Value	Current Target Value	Current Trend	Baseline % Change
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Cancer is known as the second leading cause of death affecting one in three individuals in the United States; in 2015-2019 there were a total of 158 deaths in Clay County from cancer. Unfortunately, cancer doesn't just affect one organ, it can affect several. Cancer develops when our body stops removing the old cells and continues to make new ones. Over the years, medical interventions have improved, but the burden cancer causes on a person, their family, and the community is still impactful. To avoid the unnecessary burdens that cancer causes, Clay County has decided to make awareness of preventive measures and early screenings to try to eliminate a devastating diagnosis or prognosis.

Experience

Clay County would experience more individuals having their annual screenings done. There will be a decrease in the use of tobacco, vaping and alcohol. An increase in individuals eating more fiber and less fat within their diet. Increased use of sunscreen and limited time in direct sunlight. Clay County residents will be more health conscious and more aware of cancer-causing agents. Fewer Clay County residents being diagnosed with cancer or caught in the early stages of diagnosis. Overall, Clay County residents will become healthier in all aspects of life.

Year	Value	Change	Delta	Percentage
2019	442	—	↗ 1	7% ↗
2018	412	—	→ 0	0% →



Story Behind the Indicator

The "Story Behind the Curve" helps us understand why the data on Cancer is high as 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.*

- Breast and Cervical Cancer Control Program (BCCCP)
- Cologuard- Colorectal screening
- Pap smears
- Mammograms
- Yearly physicals
- Insurance coverage of preventive services

- Genetic testing
- Increased education
- Social media
- Local newspaper

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

- Vaping
- Tobacco use
- Alcohol use
- Lack of education
- Diets
- Lacking access of care
- Poverty
- Age bias
- Illegal drug use
- Economy
- Transportation
- Lack of making health a priority

Partners

Partners in our Community Health Improvement Process:

- Clay County Public Health
- Clay County Senior Center
- Community Paramedic
- Clay County Public Schools
- Clay County Transportation
- Community for Students
- WNC Healthy Impact

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

- Clay County Public Health
- Clay County Senior Center
- Community Paramedic
- Clay County Public Schools
- Clay County Transportation
- Community for Students
- WNC Healthy Impact

What Works to Do Better (Population)?

Process for Selecting Priority Program/ Strategies

The following actions have been identified by our Elite Health team and community members as ideas for what can work for our community to make a difference on cancer prevention and screening.

Actions and Approaches Identified by Our Partners *These are actions and approaches that our partners think can make a difference on cancer prevention and screening.*

- Education to all individuals
- Catch My Breath Program
- Nutrition classes
- Immunizations against cervical cancers (HPV)
- Routine physical exams
- Breast and Cervical Cancer Control Program (BCCCP)
- Relay for Life
- Quitline NC
- Social media
- Local newspaper

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 cancer prevention and screening.*

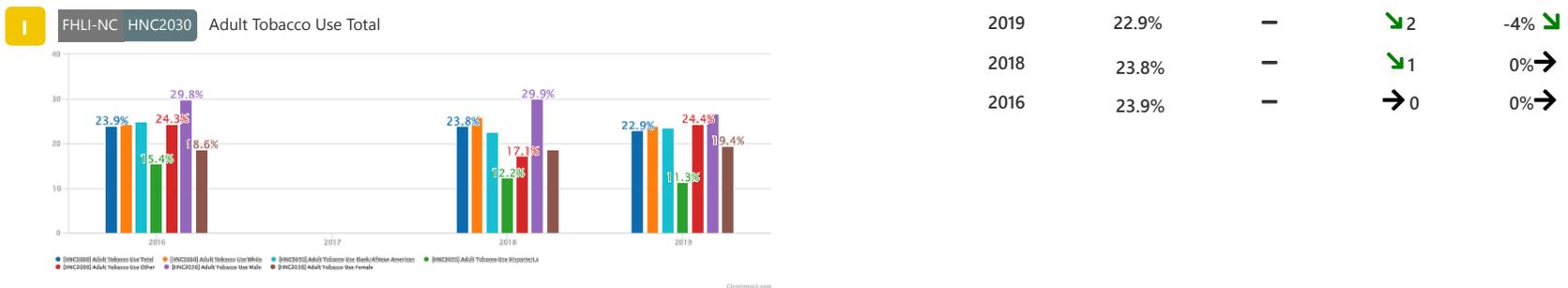
- Catch My Breath Program
- Breast and Cervical Cancer Control Program (BCCCP)
- Relay for Life
- Routine physical exams
- Immunizations
- Quitline NC

Evidence-Based Strategies *These are actions and approaches that have been shown to make a difference on cancer prevention and screening.*

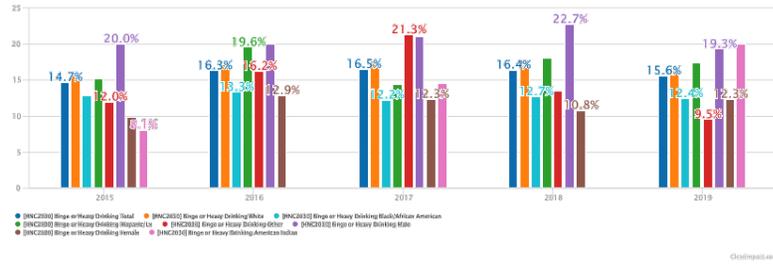
Name of Strategy Reviewed	Level of Intervention
Catch My Breath	Individual
Breast and Cervical Cancer Control Program	Individual
Relay for Life	Community

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

- More advertisements regarding BCCCP program
- Provide more education on prevention and screening
- Offer screenings at a reasonable price

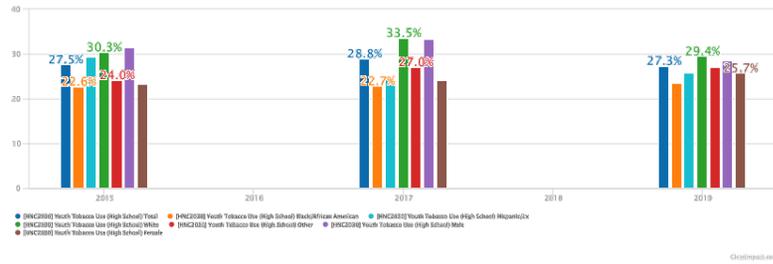


I FHLI-NC HNC2030 Binge or Heavy Drinking Total



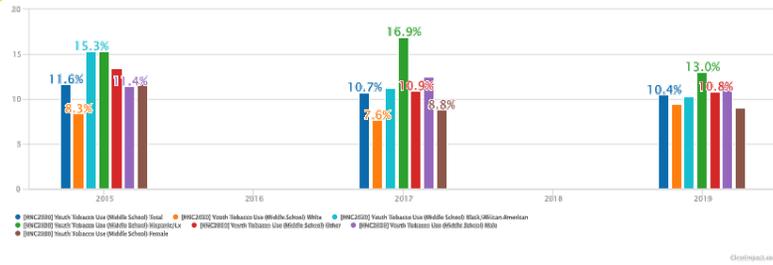
2019	15.6%	—	↓ 2	6% ↗
2018	16.4%	—	↓ 1	12% ↗
2017	16.5%	—	↗ 2	12% ↗
2016	16.3%	—	↗ 1	11% ↗
2015	14.7%	—	→ 0	0% →

I FHLI-NC HNC2030 Youth Tobacco Use (High School) Total



2019	27.3%	—	↓ 1	-1% ↓
2017	28.8%	—	↗ 1	5% ↗
2015	27.5%	—	→ 0	0% →

I FHLI-NC HNC2030 Youth Tobacco Use (Middle School) Total



2019	10.4%	—	↓ 2	-10% ↓
2017	10.7%	—	↓ 1	-8% ↓
2015	11.6%	—	→ 0	0% →

S Breast and Cervical Cancer Control Program 📄

What is it?

Most Recent Period	Current Actual Value	Current Target Value	Current Trend	Baseline % Change
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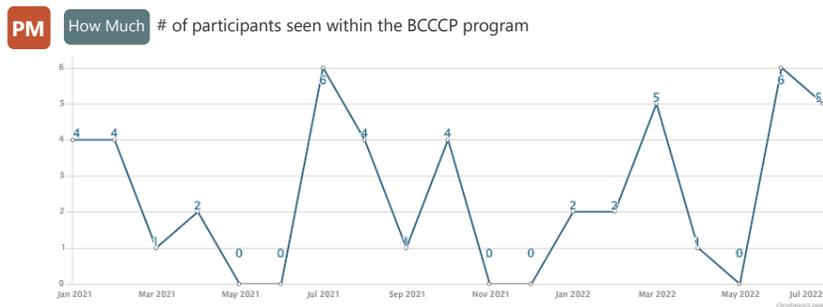
Breast and Cervical Cancer Control Program (BCCCP) was identified by Clay County Health Department as an action, that when combined with other actions, can have a reasonable chance of making a difference in the prevention and screening of cancer in our community. This is an ongoing program in our community. The current interventions have been effective the last few years. We were able to acquire more targets/money to be used towards screening individuals that are seen within our facility. As the year continues, we hope to continue to receive more money/targets to help reach as many individuals as we can.

The customers for the BCCCP program are those who have no insurance and very little income. By implementing the BCCCP program, Clay County residents are able to receive mammograms and pap smears along with any additional testing, if needed, free of cost. Not having to worry about cost of screenings, lifts a huge burden off an individual with low income and allows them to maintain physical exams. The BCCCP program aims to make a difference at the individual level. Implementation of this program takes place at the Clay County Health Department.

Partners

The partners for this BCCCP program include:

Agency	Role
Clay County Health Department	Lead
State of North Carolina-BCCCP program consultant	Lead, Collaborate, and Support.
Hope Center	Collaborate
Union General Hospital	Collaborate
Union General Women's Health Center	Collaborate
Erlanger Western Carolina Hospital	Collaborate



Jul 2022	5	—	↘ 1	25% ↗
Jun 2022	6	—	↗ 1	50% ↗
May 2022	0	—	↘ 2	-75% ↘
Apr 2022	1	—	↘ 1	-75% ↘
Mar 2022	5	—	↗ 1	25% ↗
Feb 2022	2	—	→ 1	-50% ↘
Jan 2022	2	—	↗ 1	-50% ↘
Dec 2021	0	—	→ 1	-75% ↘
Nov 2021	0	—	↘ 1	-75% ↘

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.

- NC State funds
- Advertisement
- Collaborative work with other medical facilities
- The availability to see clients quickly

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.

- The amount of targets provided
- Retirement of contracted doctor
- Limited medical facilities
- Patients noncompliance with follow-up care according care plans
- Dealing with billing for services provided

What Works to Do Better (Performance)?

The following actions have been identified by CHA Team as ideas for what can work for this performance measure to make a difference on Prevention and Screening of Cancer.

(A) Actions and Approaches Identified by Our CHA Team. *These are actions and approaches that we think can make a difference for this performance measure.*

- Education to all individuals
- Catch My Breath Program
- Nutrition classes
- Immunizations against cervical cancers (HPV)
- Routine physical exams
- Breast and Cervical Cancer Control Program (BCCCP)
- Relay for Life
- Quitline NC

- Social media
- Local newspaper

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

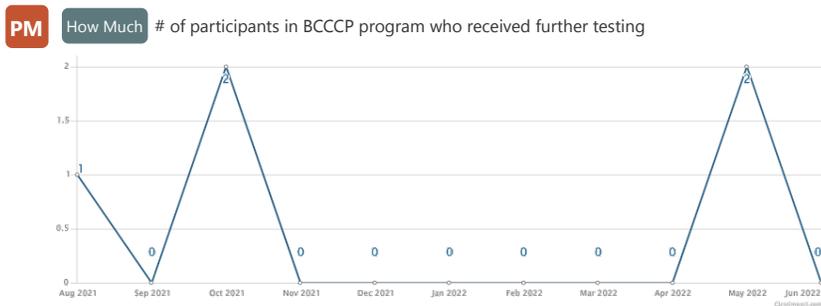
- BCCCP Program
- Relay for Life
- Physical Exams

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

- Education on lifestyle choices (tobacco, alcohol, use of sunscreen, healthier diets)
- Access to receive appropriate screenings

(D) List of Questions/Research Agenda *These are questions to follow-up on for this performance measure.*

- How do we get individuals interested in quitting tobacco and alcohol?
- How do we get more individuals to use the BCCCP program?
- How can we make Relay for Life stand out and help someone take the initiative to do routine physical exams?



Jun 2022	0	—	↓ 1	0% →
May 2022	2	—	↗ 1	100% ↑
Apr 2022	0	—	→ 5	0% →
Mar 2022	0	—	→ 4	0% →
Feb 2022	0	—	→ 3	0% →
Jan 2022	0	—	→ 2	0% →
Dec 2021	0	—	→ 1	0% →
Nov 2021	0	—	↓ 1	0% →
Oct 2021	2	—	↗ 1	100% ↑

Story Behind the Measure

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.

- NC State funds

- Advertisement
- Collaborative work with other medical facilities
- The availability to see clients quickly

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.

- The amount of targets provided
- Retirement of contracted doctor
- Limited medical facilities
- Patients noncompliance with follow-up care according care plans
- Dealing with billing for services provided

What Works to Do Better (Performance)?

The following actions have been identified by CHA Team as ideas for what can work for this performance measure to make a difference on Prevention and Screening of Cancer.

(A) Actions and Approaches Identified by Our CHA Team. *These are actions and approaches that we think can make a difference for this performance measure.*

- Education to all individuals
- Catch My Breath Program
- Nutrition classes
- Immunizations against cervical cancers (HPV)
- Routine physical exams
- Breast and Cervical Cancer Control Program (BCCCP)
- Relay for Life
- Quitline NC
- Social media
- Local newspaper

(B) No-cost and Low-cost Ideas Identified by Our CHA Team. *These are no-cost and low-cost actions and approaches that we think*

can make a difference for this performance measure.

- BCCCP Program
- Relay for Life
- Physical Exams

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

- Education on lifestyle choices (tobacco, alcohol, use of sunscreen, healthier diets)
- Access to receive appropriate screenings

(D) **List of Questions/Research Agenda** *These are questions to follow-up on for this performance measure.*

- How do we get individuals interested in quitting tobacco and alcohol?
- How do we get more individuals to use the BCCCP program?
- How can we make Relay for Life stand out and help someone take the initiative to do routine physical exams?

S Promotion and Referral to Quitline NC

What is it?

Most Recent Period	Current Actual Value	Current Target Value	Current Trend	Baseline % Change
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Promotion and referral to Quitline NC was identified by the Clay County Health Department as an action that, when combined with other actions, can have a reasonable chance of making a difference in lung cancer in our community. This is an ongoing program in our community. Clients that are seen within our clinic are asked about their tobacco status and if there is an interest in quitting. If the client is interested in quitting, the nurse will provide Quitline NC information and help counsel about the importance of quitting. Many clients are open to discuss it and take the information home with them, but never follow-up on contacting the company for help on quitting. I believe new interventions should be discussed to help improve the number of individuals that follow through.

The customers for the Quitline NC are those who use tobacco products and are willing to quit. Quitline NC aims to make a difference at the individual level. The main goal that Quitline NC is focused on is helping an individual overcome the nicotine addiction by providing counseling and suggesting strategies to place the focus on something different than the cravings. Implementation will take place at Clay County Health Department.

Partners

The partners for the Quitline NC include:

Agency	Role
Clay County Health Department	Lead, Collaborate
Quitline NC	Lead, Support



Story Behind the Measure

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.

- Quitline embedded within clinical notes
- Services are available for free or reduced cost
- Sending referral during time of visit
- Education

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 individuals wanting to quit
- Patients lack of follow-up with calling the 1-800-quitnow line
- Electronic Cigarettes

What Works to Do Better (Performance)?

The following actions have been identified by CHA Team as ideas for what can work for this performance measure to make a difference on Prevention and Screening of Cancer.

(A) **Actions and Approaches Identified by Our CHA Team.** *These are actions and approaches that we think can make a difference for*

this performance measure.

- Education to all individuals
- Catch My Breath Program
- Nutrition classes
- Immunizations against cervical cancers (HPV)
- Routine physical exams
- Breast and Cervical Cancer Control Program (BCCCP)
- Relay for Life
- Quitline NC
- Social media
- Local newspaper

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

- BCCCP Program
- Relay for Life
- Physical Exams

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

- Education on lifestyle choices (tobacco, alcohol, use of sunscreen, healthier diets)
- Access to receive appropriate screenings

(D) List of Questions/Research Agenda *These are questions to follow-up on for this performance measure.*

- How do we get individuals interested in quitting tobacco and alcohol?
- How do we get more individuals to use the BCCCP program?
- How can we make Relay for Life stand out and help someone take the initiative to do routine physical exams?

What is it?

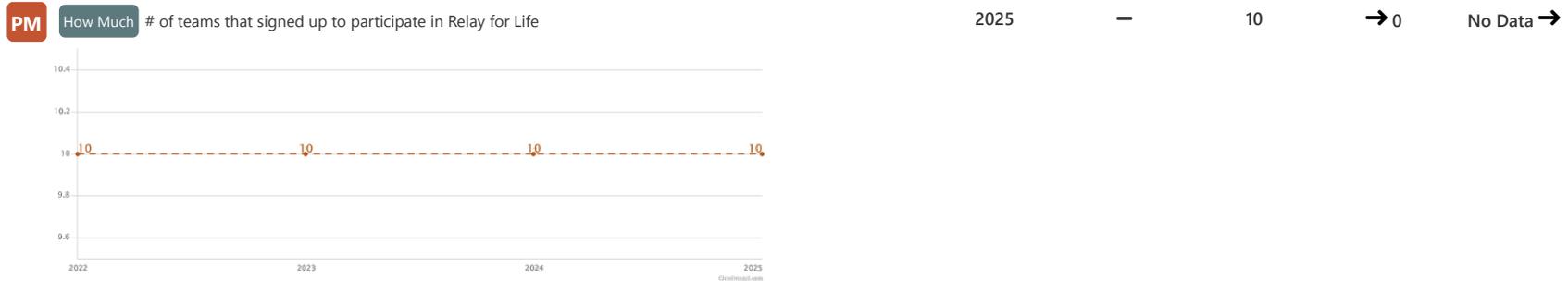
Relay for Life- Festival of Hope was identified by the Elite Health team as an action, that when combined with other actions in our community, it has a reasonable chance of making a difference in cancer awareness. This is a new program in our community.

The customers for Relay for Life- Festival of Hope are the Clay County residents and surrounding areas. Relay for Life aims to make a difference at the individual level and the community level. Implementation will take place in Clay County Health Department. The main goal for Relay for Life- Festival of Hope is to bring awareness to cancer, promote our BCCCP program, and supply individuals with the tools and necessary resources if they feel they need to be screened.

Partners

The partners for Relay for Life include:

Agency	Role
Clay County Health Department	Lead
American Cancer Society	Lead, Collaborate, and Support



Story Behind the Measure

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.

- Relay for Life support staff
- Strong relationship with School system
- Promotional Ads

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.

- First time setting up a Relay for Life
- Lack of availability of the place on certain days
- Assigning the appropriate tasks for the right person
- Willingness of participation

What Works to Do Better (Performance)?

The following actions have been identified by CHA Team as ideas for what can work for this performance measure to make a difference on Prevention and Screening of Cancer.

(A) Actions and Approaches Identified by Our CHA Team. *These are actions and approaches that we think can make a difference for this performance measure.*

- Education to all individuals
- Catch My Breath Program
- Nutrition classes
- Immunizations against cervical cancers (HPV)
- Routine physical exams
- Breast and Cervical Cancer Control Program (BCCCP)
- Relay for Life
- Quitline NC
- Social media
- Local newspaper

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

- BCCCP Program
- Relay for Life
- Physical Exams

(C) What your customers think would work to do better. *These are actions and approaches that our customers think can make a*

difference for this performance measure.

- Education on lifestyle choices (tobacco, alcohol, use of sunscreen, healthier diets)
- Access to receive appropriate screenings

(D) List of Questions/Research Agenda *These are questions to follow-up on for this performance measure.*

- How do we get individuals interested in quitting tobacco and alcohol?
- How do we get more individuals to use the BCCCP program?
- How can we make Relay for Life stand out and help someone take the initiative to do routine physical exams?

State of the County Health Reports (SOTCHs)

 2022 State of the County Health Report 

Most Recent Period	Current Actual Value	Current Target Value	Current Trend	Baseline % Change
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 2023 State of the County Health Report 

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