



Table of Contents

- Executive Summary.....1
- Introduction
 - Strategic alignment to improve health3
 - Reframing our understanding of health improvement4
- Community Health Assessment Process.....5
 - Phases of CHA process5
 - Timeline of CHA activities8
- Community Engagement and Leadership.....9
 - Early planning and Health Partners volunteers9
 - Strategy Team10
 - Steering Committee10
 - Listening Sessions and opinion surveys11
- Buncombe County 2011-2014 Health Priorities12
- Data Sources (brief overview).....19
 - Local Survey – Primary data.....19
 - Listening Sessions & Opinion Surveys – Primary data20
 - MATCH County Ranking Data – Secondary data20
 - Additional Secondary Data20
- Population demographics21
- Data and Analysis28
 - Comparison of select indicators from local surveys (1995, 2000, 2005, 2010)29
 - Key Health Indicators
 - Health Outcomes**.....30
 - Mortality31
 - Premature death31
 - Leading Causes of Death (by Race)32
 - Death disparity ratios.....33
 - Infant and Fetal Mortality35
 - Morbidity38
 - Health Status.....38
 - Low birth weight40
 - Communicable Disease Report.....41



Health Factors	43
○ Health Behaviors.....	43
▪ Tobacco Use (adults and teens).....	44
▪ Obesity (adults and children).....	48
▪ Diet and Exercise.....	54
▪ Risky Behaviors	59
– Alcohol Use (adults and teens)	59
– HIV and Chlamydia.....	66
– Teen Births	68
– Unintended pregnancy (women of all ages).....	69
○ Clinical & Quality Care	72
▪ Health Care Access & Utilization.....	73
▪ Affordability and Health Insurance.....	77
– Medical care & medication	80
– Dental care.....	82
– Mental health care.....	85
▪ Disease Management	87
▪ Early Detection of Disease	89
▪ Flu Vaccination.....	92
○ Social and Economic	95
○ Education	96
– High school graduation	96
– College attainment Income	96
○ Income Inequality	97
– Poverty.....	97
○ Other social factors.....	100
– Childcare	100
– Community Safety.....	101
– Bullying.....	103
○ Physical Environment.....	106
○ Air Quality	107
○ Water Quality.....	108
○ Food Safety	109
– Website for current Restaurant Inspection Ratings	
○ Environment (built environment).....	110
– Lead screening	110



Strategic Innovation – the Healthy Living project110

- Strategy Team112
- 2010 Summit and the Healthy Living Network.....113
 - Defining Leverage114
 - Strategic Action Teams114
- Network Directory115
- Healthy Living Opportunities web map117

Summary and Next Steps.....118

Appendices

A – Community Engagement and Leadership – lists of volunteers & representatives120

- Early planning and Health Partners volunteers120
- Steering Committee122
- Strategy Team121
- Healthy Living Opportunity Map – Development Team.....123

B – Local Survey124

- Survey Creation.....124
- Methodology – Surveying124
- Volunteers.....125
 - Faculty and Student volunteers from UNC Asheville and Mars Hill College125
 - BC Sheriff’s Department & Sheriff Reserve volunteers126
 - BC Information Technology staff127
- Survey Demographics128

C – Opinion Survey and Listening Sessions131

- List of Listening Sessions.....131
- On-line promotion efforts.....132
- Results and Methodology132

D – Healthy Living Pilot Project

- Calculating Leverage Formula.....134

E – Staff Support and Consultants135

F – Data Collection Instruments (available by request)136

- Input from partners – survey to determine how to make CHA more useful
- In-depth local health survey
- Brief health opinion survey
- Healthy Living Survey to inform map creation