

**EAST CHATHAM COUNTY, NORTH CAROLINA
AN ACTION-ORIENTED COMMUNITY DIAGNOSIS:
FINDINGS AND NEXT STEPS OF ACTION**

Final Document

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Executive Summary

Action-Oriented Community Diagnosis (AOCD) is a process to learn about the cultural, social, economic, and health experiences of individuals in a community through attending community-wide events, analyzing secondary data, and interviewing both community members and service providers about the strengths, assets and needs of the community. In our description of the study, the word “diagnosis” was changed to “assessment” in order to more accurately reflect the process and intent of the interviews. From this point on, AOCD will be referred to as AOCA.

From September 2005 to April 2006, our team of five students from the University of North Carolina at Chapel Hill, School of Public Health completed an AOCA in the eastern region of Chatham County. An additional team of five students completed an assessment in the western part of the county. Both teams worked in conjunction with the Chatham Health Assessment (CHA) Team, a group coordinated by the Chatham County Public Health Department, who are conducting a county-wide health assessment to identify the health priorities of Chatham residents and to inform future services. Using the Chatham County Public Health Department’s established list of 11 health priorities from 2002, the student team inquired about community members’ and service providers’ knowledge of existing programs to address these health priorities, and asked which items should continue to remain priorities for the health department.

This document is intended to summarize the identified assets, needs and strengths of the community and serve as a resource to Chatham County community members and service providers so that action steps can be taken. This document begins with a brief background of Chatham County, before delving into seven recurring issues that were identified as important to

the fifteen community members and fifteen service providers interviewed. These themes are: water quality, affordable housing, job availability, centralized communication, recreation, growth, and health priorities. Each of the seven prioritized themes contain secondary data, observations (when applicable), the perspectives of service providers and of community members, as well as a comparison of the two perspectives. Additionally, those themes that were discussed at the community forum (water quality, affordable housing, job availability, centralized communication and recreation) include a section outlining action steps that emerged. Next, the methodology of the various components of the AOCA process, such as conducting interviews and forum planning, are discussed. This document concludes with a discussion of the limitations and future considerations.

I. Introduction to Chatham County

Chatham County, located in the geographical center of North Carolina, is home to approximately 58,002 inhabitants (U.S. Census, 2005). Established in 1771, Chatham County spans 683 square miles (Fed Stats, 2006), and is surrounded by eight counties—Alamance, Durham and Orange on the north; Wake on the east; Harnett, Lee and Moore to the south; and Randolph to the west (see maps in Appendix A). The major roads and highways that span the county are Highway 15-501, which enters from Chapel Hill and runs through the county seat of Pittsboro, and Highway 64, which runs through the county from west to east, linking Chatham County to Raleigh, the capital of North Carolina. The two primary towns in Chatham County are Pittsboro, located in the eastern part of the county and Siler City, in the western part of the county. In addition to Pittsboro, Bynum and Moncure are the other towns located in the eastern part of the county. The Haw River and Jordan Lake are major landmarks for the eastern part of Chatham County.

II. Growth

Background

According to the North Carolina Data Center (NCSDC), the population growth of Chatham County for the period of 2000-2004 can be characterized as “high growth, high net in-migration” (NCSDC, 2006). During this period, the NCSDC reported that the population of Chatham County has grown by 11.5% compared to the state’s rate of 6.14%; Siler City has the greatest net population growth (11.6%) followed by Pittsboro (6.7%). By 2010, Chatham County is projected to experience a 25.7% population growth with net migration accounting for approximately 85% of the growth. In comparison, the state of North Carolina is projected to grow by approximately 15.8% with net migration accounting for 63% of this growth. There has also been a substantial increase in residential development in the county. Within the last year, residential developments have accounted for over 98% of building permits in Chatham County (Chatham County Economic Development Corporation (CCEDC), 2006).

In addition to population growth and heavy residential development, Chatham County had also experienced overcrowding of the schools in the northeastern area. According to the Board of Education, Northwood High School has been enrolling students above capacity since 2003 (Chatham County Board of Education, 2005). To accommodate the new residential developments, Chatham County has recently enacted an Educational Facilities Impact Fee ordinance requiring a \$1500 fee per single family unit to finance the expansion of public schools facilities (Operations Research and Education Laboratory, 2004).

The substantial growth in the northeastern part of the county can be attributed to the overflow of residents from Durham and Wake counties due to the relatively lower tax rate and land availability in Chatham County (Operations Research and Education Laboratory, 2004). In addition, due to the recent widening of US 64 and US 15-501 highway by North Carolina

Department of Transportation, the ease of transportation has reduced travel and commuting times to these surrounding areas, making Chatham County more accessible and attractive to commuters (North Carolina Department of Transportation, 2004).

Observations

Growth in east Chatham County is most noticeable along US 15-501 in the northeastern part of the county. Heading south from Chapel Hill, Fearrington Village and Galloway Ridge were among the new housing subdivisions to be seen from the highway. Signs announcing the construction of national business chains such as Harris Teeter and Lowe's Home Improvement, were also noticeable from 15-501. This new construction and development end at US-64, when the four lane highway turns into two lanes. As we travel further south towards Pittsboro, east Chatham County is sparsely populated by single family dwellings, small residential subdivisions, and independent local businesses. Construction and developments in Pittsboro are less noticeable. Pittsboro appears to be expanding with the construction of the Chatham Marketplace, a co-op grocery store. Further south towards Moncure, construction equipment and large water pipes can be seen laid out along US 15-501 as the county expands their water capacity. However, there was very little development in the southeast region of the County.

Service Provider Perspective

"Schools are being built; you have more residential areas being built, golf courses, Harris Teeter, Ace Hardware. We have community growth; hopefully we will have some industry growth to balance it out." –Service Provider

Both economic and population growth are big concerns for many of the service providers interviewed. One individual questioned the need for the recent housing developments, as increased housing developments have not proportionately increased job opportunities. Among the concerns expressed among service providers is a fear that residential development will deplete natural resources and result in more noise, violence, and crime.

Service providers also noted that the growth has resulted in increased ethnic diversity of Chatham residents. As of 2000, approximately 74.9% of Chatham County residents were White, 17.1% were Black and 9.6% were Hispanic (U.S. Census, 2000). In regards to this ethnic diversity, one service provider stated: “the Hispanic population increased just dramatically . . . in the time that I’ve been here. When I moved here in 1978, I never saw anybody that . . . looked foreign. So today, [the Hispanic population] is not the majority but it’s close in the community . . . makes a huge difference.” However, language barriers present major burdens on public systems in terms of providing the services they need. It is difficult for service providers to assist Spanish-speaking clients, which can lead to frustration and miscommunication for both parties, and result in potential misdiagnoses.

Community Member Perspective

“If you guys really want to learn about the politics in Chatham County, watch for this years’ primary election. It’s going to be “No growth” versus “Pro-growth”. People say growth brings higher taxes but I tell you from my stand point sitting here, if this town doesn’t grow we are going to have higher taxes whether we have growth or not because of the needs of the infrastructure. Without a doubt growth is the number one thing that divides this community.” - Community Member

Land use and development are politically-charged issues that divide community members of the county, particularly in the east, where there has been an influx of new residents. Most residents, both new and old, appreciate the quiet and serene atmosphere of Chatham County and feel that growth may have a negative impact on this rural environment. However, others feel development is positive, bringing diversity and economic growth, but believe that planned, slow growth would be more sustainable than the perceived rapid growth that is occurring. Another concern expressed by community members is the strain the population growth puts on existing services such as schools, and water and sewage infrastructure.

Some long-standing Chatham residents also view the influx of newcomers, both the retirement communities and the Hispanic population, as a potentially negative consequence.

Because of the aforementioned proximity to the Triangle area and the lure of the rural atmosphere, many retirees relocate to east Chatham County, moving to self-sustaining communities, such as Fearrington Village. Residents of these retirement communities are seen as not reflecting the general socioeconomic status of the county. When referring to the retirement population, one community member said, “They’re just in a totally different situation than the rest of Chatham County.” The influx of the Hispanic immigrant population, who have come to the area for work, are also viewed as outsiders, often living in communities that are predominantly Hispanic.

While long-time residents appreciate the diversity that the newcomers bring to the county, many are concerned about the potential increase in property taxes as a result of development. One newcomer stated:

“People coming in are willing to pay fees that would be different to protect their environment, and their immediate environment, and people living here for a long time don’t want any sort of input whatsoever or rules, and they don’t even want any rules, because if you say ‘things would be a lot better for you this way but it’s gonna cost five bucks extra a year?’ well let me tell you that’s five bucks too much. There should absolutely be no fees for anything whatsoever. If they pay their taxes, they’re mad enough about that. They don’t wanna have any other sort of add-on fees regardless of what type of improvement could come from that.”

Although most community members agree that there needs to be controlled growth, there is some division among the new and long-standing residents on how to best address this issue.

Comparison of Service Provider and Community Member Perspectives

Both service providers and community members agree that growth is a concern, as they anticipate the strain that population growth will put on existing services. Service providers are concerned about the societal issues resulting from the population growth such as an increase in violence and crime rates, while community members’ primary area of interest pertains to the economic issues that accompany growth, such as increase in taxes. The difference in concerns of service providers and community members may be as a result of the varying interactions these

two groups have in the community. Service providers are more likely to recognize the societal effects of growth because they may be addressing such issues in their profession and in some cases are not personally affected by growth because they do not reside in Chatham County. Conversely, community members may be more likely to address the effects of growth on a personal level because this is an immediate effect they see as residents of Chatham County.

III. Water Quality

Background

For residents in Chatham County, water quality was one the major concerns affecting their quality of life. Although the majority of Chatham County residents own private wells, approximately 4,500 residents rely on the county utilities department as a source of water (Chatham County, 2006). Currently, Chatham County Water Utility has 261 miles of water line and one mile of sewer line (Chatham County Utility, 2005). In addition to the county sewer line, Pittsboro and Siler City have their own separate municipal sewage collection and treatment facilities (Operations Research and Education Laboratory, 2004). In the northeastern part of Chatham County, the main source of water comes from Jordan Lake, while the rest of the water for the eastern part of the county is purchased from Sanford and comes from Cape Fear River.

Among the water tested in 2004 by the Chatham County Water Utilities, east Chatham had four water violations for high levels of bacteria, lead and copper, chlorine residuals, and total organic carbon (Chatham County Utility, 2005), however has stayed within the safe limits of regulated substances. The primary explanations for these violations are lack of staff and personnel changes (Chatham County Utility, 2005). For example, Chatham County Water Utility Department has seen the replacements of three utility directors in three years (Hammond, 2006).

In addition to treated water monitored and tested by the utilities department, the susceptibility of all source water to potential contaminant sources (PCS) are also assessed by the North Carolina State Department of Environment and Natural Resources (North Carolina State Department of Environmental and Natural Resources, 2006). In 2004, Cape Fear River, the source water for the eastern side of the county, received a “higher” rate susceptibility to PCS compared to the rest of the county.

Observations

Chatham County has plenty of natural and unpolluted lakes and rivers. In the northern part of the County, the Haw River along US 15-501 and Jordan Lake appear clean and undeveloped. Towards the southern part of the county, around Moncure, Cape Fear River also looks free from pollution, though it has a lot of sediments, making it appear brown and muddy. Throughout the county, the natural water resources blend well with the undeveloped forests. On our windshield tour, we noticed that most of the people who live outside the Pittsboro town limits have private wells.

Service Provider Perspective

“We are behind in water and sewer. There is only water and sewer in Pittsboro and Siler City. It happens that both are tapped out; they have hit their max. The county is under pressure to extend water and sewer out in the county and get it from other counties.”
–Service Provider

From the service provider perspective, water quality was less of a concern than water availability, in that it is not keeping up with the demand of residential development. Inadequate water and sewage infrastructure are the primary factors that prevent businesses from being established in east Chatham. One service provider recalled the early closures of some factories in Chatham County as a result of the mandatory water restrictions during the 2005 drought season.

A concern posed by another service provider is that industrial growth would adversely affect the quality of drinking water. A service provider stressed the importance of keeping Jordan Lake clean because it is Chatham County's primary source of drinking water. A possible solution that was given to address this issue was to get water for both development and drinking purposes from surrounding counties, in addition to Jordan Lake. While one suggestion is to purchase waste and water treatment from outside sources, such as Lee County, there is a lack of economic resources to implement this suggestion. Another idea was to get water from the Haw River, though this would be difficult to implement because the Haw River Assembly, an organization dedicated to preserve the Haw River and its surroundings, would most likely oppose this idea.

Community Member Perspective

"One of the major issues is if we're going to triple the population of Pittsboro, as far as I'm concerned, one of the biggest issues is, where is the water coming from?"
-Community Member

Almost all of the community members interviewed voiced some concern about water quality and/or availability in eastern Chatham County. The water supply is coming primarily from Jordan Lake's reservoir. However, past instances of water shortages have led residents to question the amount of water this one source can bring, particularly in light of the expected residential growth for this end of the county. One community member said,

"With continued growth there's going to have to be this huge kind of water plant, new water lines [...]. You've reached its limits and now we've got to do something and that imminent problem of doing something is going to cost a lot of money."

No community members offered specific suggestions on how to address the issue of water treatment and its availability for the influx of residential homes.

In addition to lack of infrastructure for water and sewage, community members are also concerned about the quality of county water, refusing to drink it. One community member spoke of an instance when a notice was posted alerting residence that there may be fecal matter in the

water and that it was unsafe to drink. Such examples may be a contributing factor to the overall lack of confidence among community members' perception of the quality of water in the county.

Comparison of Service Provider and Community Member Perspectives

Both service providers and community members recognize the strain residential development and population growth has put on existing water services. However, while service providers tended to be more concerned about water quantity and infrastructure than water quality, community members were equally concerned about the quality of county water. The difference in perspectives of service providers and community members may be a result of the fact that as residents of Chatham County, community members are concerned that they are unable to drink water in their community, while the service providers, particularly those who do not reside in Chatham County, have other sources of water to drink and therefore are more concerned about the capacity of the water and sewage infrastructure.

Forum Discussion

The water quality discussion group consisted of thirteen Chatham County residents and service providers, the majority of whom were white, but also included three African-Americans and one Hispanic. Additionally, there were representations from Chatham County Water Department, including the Utilities Director. The facilitator used Force Field analysis, first identifying the problem, then coming up with a goal, as well as hindering and helping forces to create action steps. To improve water quality in Chatham County, the group decided it was necessary to protect the natural water resources such as wells, lakes, and rivers from pollution derived from industrial waste, developments, and farm run-offs as a goal. Identified helping factors were: monitoring the water quality along streams and ground water, improving the water treatment system to increase sewage treatment capacity, forming a water-shed protection group,

and enforcing current water regulations. Some of the identified hindering factors to improving the physical environment of lakes and rivers were: residential development, the need for additional infrastructure, residential and commercial pollution, and the perceived reluctance of the county to conduct environmental impact studies. Among these identified factors, the group voted to address development as a primary focus based on its relative importance and potential impact on the physical environment. They formed a committee in order to implement the Land Use Development Plan and to:

- Create and collectively sign an appeal letter to the town commissioners to implement the Land Use Development Plan
- Increase Chatham County resident's communication with the Utilities department
- Increase awareness of the resources and services provided by the County Utilities and Health Department

The contact person assigned for the group plans to draft the letter and the committee will reconvene to discuss additional action steps.

IV. Affordable Housing

Background

Despite the rapid rates of residential growth and housing developments in northeast Chatham County, finding affordable housing in Chatham County remains difficult. According to the Chatham Citizens for Effective Communities (CCEC) development watch list, there are currently more than 61 development projects and subdivisions that are either approved or under review for approval (Chatham Citizens for Effective Communities, 2006), with the majority concentrated in the northeastern part of the county. In January 2006, *Chatham Journal Weekly* reported that more than 10,000 homes were approved for development within the next ten years (Chatham Journal Weekly, 2006). This increase in residential development has resulted in an increase in current home values. According to the U.S. Census in 2000, the median home value

in Chatham County was \$107,613 (North Carolina Department of Commerce, 2005), however recent real estate data show that current house values in Chatham County average approximately \$142,660 (HomeGain.com, 2005). Though no data are currently available for the eastern part of Chatham County as a whole, the current average home price in Pittsboro is approximately \$186,069 (HomeGain.com, 2005).

The increasing need for affordable housing can be seen in residents' demand on Chatham County Housing Authority (CCHA) services. CCHA is a federal program established to provide financial assistance to residents who earn 80% or less in their Area Median Income (AMI). The AMI of Chatham County is determined by the Durham Metropolitan Statistical Area, under the U.S. Department of Housing and Urban Development. As a general guideline, no more than 30% of a family's annual income should be spent on housing (U.S. Department of Housing and Urban Development, 2006). Although any person making less than 80% of the AMI qualifies for assistance, the CCHA was only able to extend services to the elderly, low-income women with children and residents making less than 30% of the AMI (personal communication, 4/25/2006). For example, in order for a family of two to be considered for assistance in Chatham County, their annual income cannot exceed \$17,100 (see Appendix L for table of family income limits). As of January 2006, Chatham County residents' need exceeded CCHA's capacity to provide assistance, and they had to stop adding people to the waiting list (Personal communication, 4/25/2006).

Observations

As we drove into Chatham County, we saw the rooftops of many apparently affluent retirement communities from Hwy 15-501. Closer to the town center, the team noticed many old historical houses along the main street. Though we were told there were apartment complexes in

Pittsboro, we did not see any rental options. We saw mobile home units, though they were in less accessible locations, either alone in forested areas or clustered in parks. During our windshield tour we drove through one specific mobile home park called Nature's Trail, situated a few miles from Governor's Club, a housing development with million dollar homes. This observation seemed to illustrate the disparity in housing options in east Chatham County.

Service Provider Perspective

*"This side of the county[East], people can afford all these houses that are being built, whereas in Siler City, it is migrant workers, good people but they live and work in a very different way than those that can afford to live in a \$300,000 dollar house."
-Service Provider*

Although service providers acknowledge the increase in real estate costs, it was not an explicit observation, but instead expressed in the context of other issues such as growth and job opportunities. One elected official stressed that affordable housing is a major concern because the real estate prices will eventually drive away individuals who work to maintain, support, and improve Chatham County, but do not have economic means to live in Chatham. Consequently, Chatham County could lose skilled workers to neighboring cities, such as Sanford and Cary, where land and housing prices are less expensive. Conversely, in comparison to more expensive real-estate areas, such as Chapel Hill and Raleigh, Chatham County is attractive to new residents because of its relatively affordable housing options. This increased demand for housing contributes to the rise in housing costs.

Community Member Perspective

*"If you have to pay twelve thousand dollars an acre for out in the county, you're not going to put cheap houses on it. You're going to put expensive houses [on it]. So the people that teach school here, the people that are the fireman, the ministers, the policemen, the deputies, the county employees they're not going to be able to afford to live here."
-Community Member*

Community members who mentioned affordable housing as a concern feel real estate costs are escalating quickly due to the affluence of newcomers who are moving to the eastern

part of Chatham County. Most community members mentioned serious concerns about the effects the real estate market will have on existing long-time residents. One community member from the northern part of Chatham County said,

“In terms of the population in this particular area, I think it’s going to push a lot of people—low economic people—out of this area. They’re just not going to be able to afford it, to live here very much longer, if they don’t already have a place established. And then eventually, maybe taxes will [push them out].”

In addition to the rise in real estate, several community members mentioned the lack of rental options. One resident felt there was an unmet need for people who work in the area and suggested that developers include more apartments and condominiums in their development plans. Notably, the local Housing Authority has a freeze on the list for placement while funding for housing services has been cut. Affordable housing is a growing concern not only for low income families but also for middle-income working families in east Chatham County such as the teachers, policemen, and the county employees, who feel that they will be unable to meet the rising cost with their current salaries.

Comparison of Service Provider and Community Member Perspectives

There seems to be agreement between community members and service providers that the real estate market is driving people out of the county to find more affordable housing. Overall, community members seemed more concerned about this issue; this may be due to the fact that many of the service providers themselves live outside of the county, and thus are not directly affected by increased housing values. Nevertheless, there is a growing concern on both the parts of community members and service providers that Chatham’s workforce is diminishing due to high housing costs.

Forum Discussion

The small group for the discussion on affordable housing consisted of five community members and two service providers, one from the Chatham County Housing Authority and one from Chatham County Habitat for Humanity. In this group, there were two African-American women, four White women, and one White man. By using the SHOWED facilitation technique (see Appendix J), the group was able to develop a number of action steps to improve the availability of affordable housing in the eastern part of Chatham County:

- Vote for people who support affordable housing
- Pressure developers to add to community by building parks and expanding school facilities
- Learn about and get involved in existing affordable housing task forces
- Encourage county government to put restrictions on building permits by forcing developers to build affordable housing in addition to what is already being built
- Look into land trust option for county
- Bring diverse people together and promote diversity as a value
- Look into less expensive housing designs by learning about current technology

While the group came up with a number of great ideas, the one that seemed the most feasible and likely to bring about change was to increase membership in the already existing affordable housing coalition and Affordable Housing task force. A service provider in the small group said that she would be willing to email out the next meeting date to members that were interested in attending. She also agreed to being a contact person for those that were interested in receiving more information about the meetings and making linkages between concerned citizens and service providers.

V. Job Availability

Background

Compared to the rest of North Carolina, Chatham County's economy is relatively strong. The percent of people living below the poverty line in Chatham County is 9.2% as compared to 13.4% state average, and has the 9th lowest poverty rate in the state. Furthermore, the median income of Chatham County as of 1999 is 42,851 as compared to North Carolina's median

income of 39,184. Additionally, per capita income in Chatham County has also increased by 75% from \$18,512 in 1990 to \$32,236 in 2003 (North Carolina Department of Commerce, 2005). Certain areas have an extremely high median income which may skew the perception of wealth in this county. One such area is Fearington Village, located in east Chatham, which has a median household income of \$66, 198 and a per capita income of \$41,000 (Census 2000).

Although Chatham County also has a relatively low unemployment rate of 4.5% as compared to the North Carolina average rate of 5.5%, this figure does not accurately reflect the number of available jobs within the county (Census, 2000). According to the 2000 Census, the number of people that work in Chatham County is only 11,018 whereas 13,620 residents work outside of the county (U.S. Census, 2000). The county's proximity to Chapel Hill, Raleigh, and the Research Triangle Park have a large impact on its economy, particularly in the Northeast quadrant, with over half of those who work outside of the county commuting to Orange and Durham Counties.

Based on number of people employed, the biggest industry is manufacturing (33.9%), healthcare/social services (11.5%), retail (11.1%), and educational services (9.3%) (CCEDC, 2006). Although agriculture comprises 2.4% of the workforce, it still remains an important part of the largely rural county's economy. In east Chatham, the largest employers are Townsend Poultry Plant and Performance Fibers, both manufacturing plants (CCEDC, 2006).

Observations

In many of our drives to East Chatham from Chapel Hill, the team noticed that there were many people traveling from Chapel Hill to Chatham County. Another thing that was remarkable to us is that in downtown Pittsboro, some of the small businesses that had been there in the beginning of September when we first visited the area had since closed.

Service Provider Perspective

“That’s one of my biggest challenges, having staff. This is a good training ground for them and then people leave and make a lot more money. They can earn \$6000 more [Chapel Hill and Durham] than they make here. Staff tend to be a semi-revolving door.”
–Service Provider

Despite the residential boom in Chatham County, job opportunities are limited within the county. The biggest industry in Chatham County is poultry, with Gold Kist and Townsend being the major employers. However, some service providers believe that the poultry industry in Chatham County does not have family-friendly practices, such as maternity leave. One interviewee stated: “if you are pregnant and in the hospital and you can’t get to work for three days, you’re gone.”

Because of its proximity to Chapel Hill and Durham, many people purchase homes in Chatham County, but work outside of the county. Additionally, as the quote illustrates, of those residents who begin their careers in east Chatham County, many seek employment in neighboring urban centers because of the larger variety of jobs and higher salaries. There is a growing concern, particularly among organizations with limited budgets, of losing talented staff. One service provider stated: “money is a huge barrier; we have a \$400,000 budget, and we have to raise \$65,000 [...] so a lot of our efforts [...] are] spent on fundraising.” These pressures add to the strain of local businesses and organizations to remain viable.

Community Member Perspective

“But there needs to be more jobs, so I wish that our commissioners instead of focusing on bringing in housing developments, would focus on bringing in jobs here, bring in industry, even though I don’t necessarily always like the taste of industry, at least it would give people a means to survive.” –Community Member

In spite of the tremendous residential growth in the eastern part of Chatham County, community members feel that there is a lack of business growth, which forces a large number of residents to work outside of the county. Many community members commute to areas such as

Research Triangle Park in search for technical or professional jobs. Chatham residents acknowledge the interconnectedness of these areas to their county. “What happens in Raleigh, Durham, and Chapel Hill affects what happens here,” said one interviewee. Some community members feel that job availability in the county, although limited, is not a concern because of the proximity to these prime employment areas. However, others would like to see more technical positions in Chatham County.

One community member noted there were two types of people moving into Chatham County: “We are getting two different communities moving in. We are getting the professional folks moving in and we are getting the Hispanics to work at the . . . plants.” The industrial and poultry plants are big employers of Chatham County residents, and a large percentage of their workers are Hispanic. Some community members believe the increase in the Hispanic population is affecting the African American community specifically. One community member, a white female, stated,

“While I support services going into the Latino community and I wouldn’t want to take anything away from that . . . I support all that, but it’s like, there’s so much that the African American community is not getting. People want to say that they are not losing jobs but I know that they are. I see it.”

Thus, lack of job availability has differential effects on different communities within east Chatham County, depending on ability to commute as well as existing economic or educational disparities.

Comparison of Service Provider and Community Member Perspectives

There is agreement between community members and service providers that despite the perpetual residential growth, there is not an increase in overall business growth. Both service providers and community members recognize better employment opportunities in surrounding counties. This similarity in opinions between service providers and community members may be a result of the fact that service providers and community members are both affected by this issue

of job availability, though they vary in how they are affected. While service providers were more likely to recognize the effect of job availability in the employment opportunities within their own organizations, community members typically mentioned the concern of having to travel outside of the county for employment.

Forum Discussion

The community forum discussion on job availability included eight people: one black woman, three white women, and four white men. It was a diverse group, consisting of one person who had only lived in the county for three weeks, a county commissioner, a candidate for county commissioner, and several long time residents. The facilitator used the SHOWED method to identify some of the root causes of lack of job availability in east Chatham and develop action steps (See Appendix J). The conversation led to identifying the issue of water infrastructure to attract and support new and existing plants and businesses. Other factors identified were lack of knowledge of resources for small businesses, the community not being able to attract businesses because of lack of recreational opportunities for their employees, and residents not spending money locally. The action steps identified were:

- Increase community knowledge of small business resources and opportunities and entrepreneur assistance programs such as Central Carolina Community College courses, and programs through the Economic Development Corporation
- Spend money locally to attract new business and keep current businesses here
- Increase community knowledge about both long and short term planning for water and sewer infrastructure improvements

The problem was influenced substantially by factors outside their control, such as infrastructure, therefore it was difficult to create short-term action steps. The content of this discussion will be shared with the Economic Development Corporation, and one member of the group volunteered to serve as the contact for the action steps identified.

VI. Centralized Communication

Background

A variety of methods of communication exist in Chatham County. A primary way of communication is through *The Chatham Record* and *The Chatham News*, two weekly newspapers, distributed in east Chatham and west Chatham, respectively. The papers are owned by the same publishing company and contain the same information, only differing in physical layout. Other newspapers exist for Chatham residents such as the *Chatham Journal Weekly* and *The County Line*, which is published monthly. Another emerging form of communication is the internet-based *Chatham Chatlist*, which had a readership approaching 2,000 as of March 2006 (Galin, 2006). A radio station—WNCA 1570 AM—also exists in Siler City, but until recently was unable to be heard in much of the eastern part of the county. This station recently increased its wattage, so this may become another form of communication for east Chatham residents.

Observations

Though there are a variety of methods of communication in Chatham County, the most noticeable form of communication was newspaper. However, despite seeing papers in various areas and businesses throughout the county, the team was instructed to use additional methods to publicize for the forum, such as sending information to churches and posting flyers in businesses. A few of the team members subscribed to the internet-based *Chatham Chatlist*, which seemed like an effective way to communicate for those who had regular access to internet and was used by the team to publicize for the forum.

Service Provider Perspective

“I would say the biggest is communication. It’s a huge problem because you have divided populations that follow different stations and newspapers. We need a better source of communication. There is not county wide cable and county wide internet.”
—Service Provider

Communication is a tremendous challenge in Chatham County because people orient to different places and there are different newspapers and media in those places. A fair number of people read the local newspaper, though one service provider noted that residents in the northern part of the county either read *The Chapel Hill Herald* or *The News & Observer*, while people in the southern part of the county read the *Fayetteville Observer-Times* or *The Sanford Herald*.

Another service provider stated that the local radio station, WNCA 1570 AM, is restricted in its physical reach to Chatham County residents because they have limited wattage. However, this issue has been addressed because this Siler City-based radio station recently increased to 5,000 watts in early 2006. Some other key ways to communicate according to the service providers are: using church bulletins, sending flyers home with school-age children, attending PTA meetings, and posting flyers in stores. The *Chatham Chatlist* is another way to communicate, but because of limited internet access, it may not be a feasible method of county-wide communication.

Certain service providers also mentioned *The Chatham Register* and *Qué Pasa* (a paper that serves Spanish-speaking residents throughout North Carolina). An area of concern for several service providers is effective emergency communication. Many stating that they were not aware of a unified, county-wide communication warning system.

Community Member Perspective

“The Chatham Record is read by some, or The Chatham News, which are published by the same people. Some people read that, but that’s mostly old-timers. A lot of new people don’t see a weekly paper as being worth anything to them. So that’s one thing that Chatham really needs, is some sort of way to communicate to the whole county at one time.” -Community Member

Centralized communication in Chatham County came up as a concern for many community members who feel that there is not one newspaper that serves everyone’s interests. While the weekly paper, *The Chatham Record*, is produced for residents in east Chatham, a

number of community members acknowledge that “there aren’t a lot of people that read the paper.” One person felt “newspapers in general are on their way out.” Other major sources of communication in the county are the *Chatham Chatlist*, schools and churches.

Most people recognize the strength of the church in Chatham County, specifically noting its power to disseminate information. Church members use the church as a central gathering place to network among themselves, however note there may be a lack of shared information between churches. A religious leader stated that although the church is a major source of communication, that they could play an even larger role in the community:

“I believe churches need to be about educating people about making good decisions about voting and about participating in school board meetings, about commissioner’s meetings, and about things that affect the way people live.”

Because of the large number of Chatham residents who are actively involved in church activities, it seems that this involvement can be used to strengthen county communication.

Networking, among churches as well as other organizations, is recognized as one the major means for communicating information to people living in eastern Chatham County: “It takes the cooperation of every church, every business, every municipality, every government, and every entity. It takes teamwork.” Community members recognize the inter-agency communication that occurs within the county. One person said, “It’s a small community, and everybody knows what everybody else is doing. All the human service agencies and non-profits work together more now, even the court system, sheriff’s department, everything, they all work together so much better than they used to.” This identified strength of community collaboration can be built upon to create more communication across communities within the county.

Comparison of Service Provider and Community Member Perspectives

Despite the various newspapers and electronic media such as television, radio, and internet that are available and used by Chatham residents, both service providers and community

members agree that there needs to be increased centralized communication. There is not a standard form of communicating the same information to all Chatham County citizens. While service providers and community members stated that media was the most efficient way to communicate, churches, the *Chatham Chatlist*, schools and personal networks are the other major ways of communication and information dissemination county-wide. The similar perspectives of service providers and community members may be because centralized communication is imperative not only to residents in Chatham County in ensuring general and urgent messages are communicated properly, but is also necessary for service providers in effectively working in Chatham County.

Forum Discussion

The small group discussion on centralized communication consisted of four Chatham County community members, one white woman and three white men. Despite the small number, it was a diverse group consisting of a journalist from *The Chatham News/Record*, a health educator from the Chatham County Public Health Department, a member of the Chatham Education Foundation, and a candidate for county commissioner.

To discuss the issue of centralized communication, the SHOWED facilitation technique and a quote were used (see Appendix J). One of the root causes for lack of centralized communication that the group identified is that Chatham is a large county that is divided in its communication between the eastern and the western regions. It was also noted that there were diverse forms of communication being used in different parts of the county, as well as different communities. Another potential cause for the breakdown in communication is an apparent lack of interest in some of the messages being sent. From this discussion of causes, several action steps emerged:

- Distinguish between different kinds of messages that need to be communicated (e.g., short term vs. long term)
- Define who and/or what organizations or individuals are responsible for communicating which messages
- Help people develop receptive and expressive communication skills to make communication more effective
- Use existing networks, such as churches, schools, and the media, to ask people what are the best ways to communicate

This last action step was prioritized by the group, and then further discussed so that specific tasks could be delegated. Participants agreed to use their existing connections with various communities, such as schools, media, churches, health agencies, Siler City town board, and the county board to ask, “How can we better communicate across our county, general and emergency information, for the benefit of yourself, your family and your community?” Additionally, one participant agreed to talk to the director of emergency operations. Everyone exchanged contact information and agreed to reconvene to discuss the responses they received, with one group member serving as the contact person for those who wanted to know more information about what was discussed.

VII. Recreation

Background

Chatham County has a limited range of recreational opportunities for all ages and interests. Existing recreational opportunities include: annual festivals, such as the Shakori Hills Music Festival, Pittsboro Fall Festival, Pittsboro Christmas Parade, the Chatham Studio Tour—an arts festival, county-wide school games, sport leagues, various church activities, and the Arts Incubator. There are also recreation centers, such as Pittsboro YMCA, the outdoor fitness track at Central Carolina Community College, and public swimming pools in Siler City and Pittsboro. The recreational opportunities specifically for youth include Chatham County’s Pittsboro Youth

Leadership organization and Moncure's Sprott Center. Currently there is no movie theater, shopping mall, or other large-scale common gathering place.

The Chatham County Recreation Department currently has future expansion plans in place, such as the development of the 4.6-mile American Tobacco Trail for biking and walking as well as the addition to Bells Landing at Jordan Lake that will serve as water-sports facility (personal communication, 05/08/2006).

Observations

Recreational facilities and opportunities are rare sights in Chatham County. The team's first encounter with a recreation facility was during our multiple trips driving into Pittsboro via 15-501 South, when we passed the Haw River and saw cars parked in a paved parking lot on the near river bank by the bridge. On our initial Chatham windshield tour, we saw a soccer field near Carolina Meadows, a retirement community. Also during this tour we crossed over Jordan Lake, where we saw many people fishing and boating. We later drove past the newly-built YMCA coming back into Pittsboro, one of few exercise facilities that we noticed in east Chatham. Although we did notice the walking trails at the Central Carolina Community College, we did not observe residents using these trails. We noticed limited sidewalks in Pittsboro and none outside the downtown area and in general the roads did not seem conducive to biking or walking.

Service Provider Perspective

"People have to leave the county because there isn't even a movie theater in the county...I'd say you have to go out of the county for a lot of your entertainment and recreation needs and other things as well...You're always being directed outside of the county in different directions. That increases the sense of separation." -Service Provider

The majority of service providers expressed the need for more recreation opportunities for both youth and adults. Among the previously listed recreational opportunities and facilities, Jordan Lake was identified most often among our interviewees as the recreation hub with

camping, boating, fishing and swimming facilities. As the quote above illustrates, many service providers express frustration about the lack of large-scale entertainment, such as shopping malls and a movie theaters, and the need for residents to travel to surrounding areas for entertainment and social gatherings. For children, youth recreation leagues exist, but do not span all age ranges and family needs. One service provider has linked the lack of recreation to alcohol consumption:

“There’s a lot of drinking and driving within the county because there’s no where to go . . . so if you’re gonna go somewhere, it’s further away . . . and so that’s more territory you’ve got to cross if you’ve perhaps drunk, so that’s a problem.”

A few service providers have related the lack of recreational opportunities and facilities as contributing factors to additional health issues such as physical activity, obesity, and drug use.

Community Member Perspective

“They told me they have over 1000 kids sign up for basketball. And they have so little gym space that we were playing basketball at 8:30 at night. [...] there are so many kids and so little space, they were just lining those games up bang bang bang bang bang, you know, one after another and still not being able to get everything in.” -Community Member

In addition to the need for gathering places within the county, community members feel that the facilities in the county for youths are over-burdened. Many people feel they have to personally organize activities and look for places where activities can be held. Schools sites and outside recreational facilities are booked leaving few options for children. The Sprott Youth Center in Moncure is one place that community members feel would bring youth together. It is currently seeking funding for restoration and is being headed up by community leaders and the Methodist Church. One community member “hopes that it will come into fruition because we certainly do need a place for our youth.” Ultimately, community members see a severe need for facilities to host youth-specific activities within east Chatham County.

In terms of overall recreational opportunities, Chatham County residents take pride in natural resources such as Jordan Lake, citing swimming and boating as common activities

although state that a swimming pool would be a great asset to the community. Churches also play a big role in bringing people together and organizing activities such as reunions and celebrations, as does the Council on Aging, which focuses primarily on senior activities. Despite the variety of opportunities that exist, community members still expressed a need for more recreational opportunities for adults, stating they often need to travel outside the county for social activities, such as a movie theater.

Comparison of Service Provider and Community Member Perspectives

Both service providers and community members acknowledge existing recreational opportunities, including natural resources and existing networks. Service providers specifically mention the vibrant arts scene in Pittsboro. The majority of those interviewed state the need for increased recreational opportunities for both youth and adults.

Forum Discussion

There were eleven participants in the small group discussion on recreational opportunities, consisting mostly of community members but also including a service provider in parks and recreation for the county. The facilitator used a cartoon and the SHOWED method to elicit discussion on the lack of recreational facilities and opportunities in Chatham County (see Appendix J). The group members decided that the main causes of the problem were lack of concern for those who need recreation, lack of awareness for safety concerns, recreation not being seen as a priority, lack of leadership, and lack of available funding. The group discussed possible resources and solutions which include building partnerships with local agencies, UNC, and concerned citizens to solicit donations and business sponsorships, conducting a capital fund campaign, engaging in citizen activism through a citizen advisory committee, and to network

across ages and circulate information about available resources. Out of these solutions, the following specific action steps emerged:

- Start communication with community members and find commitment
- Sign up for youth task force
- Use Central Carolina Community College as a resource
- Share ideas with the church

The members of the group each committed to serving as advocates and raising awareness among their existing networks to facilitate the action steps identified. Certain members organized an informal group to create social activities for adults. The mayor of Pittsboro was also at the forum. He stated that recreation is one of his priorities and that he would support any action steps that resulted from the meeting, as recreation is one of his priority issues.

VIII. Health Priorities

Background

In 2004, the leading causes of death in Chatham County were cancer, heart disease, and cerebrovascular disease (stroke-related) constituting over 56 percent of total deaths in the county (see table in Appendix L). When comparing mortality rates in Chatham County to North Carolina, the top three causes are similar, however, the percentage of heart disease and cerebrovascular-related deaths are slightly higher in Chatham County. Higher percentage of residents 65 years and older (15.3% vs. 12%) in the county may contribute to these differences (U.S. Census Bureau, 2000).

Chatham County is slightly below neighboring counties' age-adjusted death rates caused by cancer (North Carolina Department of Health and Human Services, 2004). While the county death rate is lower overall, the trend shows that the county rate is stable while the state and neighboring counties' rates are decreasing, though still higher than Chatham's death rate (Center for Disease Control, n.d.). As for heart disease, a community survey conducted by the Chatham

County Public Health Department in 2000 found that 39 percent of adults and 35 percent of children in the county were classified as obese (Chatham County Public Health Department, 2002). In addition to lack of physical activity, obesity is a major risk factor that contributes to coronary heart disease by straining heart functions. The third leading cause of death in both Chatham County and North Carolina is cerebrovascular related disease (or strokes). The North Carolina average of deaths per 100,000 people for 2002 was 67.9, notably higher than the national average of 56.2 (The Kaiser Family Foundation, 2006).

In addition to the top three leading causes of death, other health issues of Chatham County include both pregnancy prevention and family violence. In Chatham County both pregnancies and births by teens, ages 15-19, has risen from 2002 to 2004 (Chatham County Public Health Department, 2006). The Chatham County rate of teen pregnancy is 62.4 per 1,000 women ages 15 through 19, compared to the state rate of 61.4 (Chatham County Public Health Department, 2006). As of 2004, Chatham County recorded 16 teen births (North Carolina State Center for Health Statistics, 2006). Hispanic and African American teens are twice as likely to get pregnant than whites (Chatham County Public Health Department, 2005).

Family violence is another issue in Chatham County. From 2001 to 2002, the Family Violence and Rape Crisis Center of Chatham County served 686 primary victims, including domestic violence and sexual assault (Fullin, 2004). Of those, 544 were women. From the statistics available, most of the victims served by the Family Violence and Rape Crisis Center were residents of Siler City (142) and Pittsboro (55) (Fullin, 2004). Delivery of domestic violence services in rural areas can be difficult, as rural, battered women and children face geographic isolation, not encountered by victims living in urban areas. There are a number of agencies in Chatham working to address concerns related to family violence such as the Family

Violence and Rape Crisis Center, the Coalition for Family Peace, United Way, Partnership for Children, the District Attorney Victim Assistant, El Vinculo Hispano, the Women's Center and the Family Violence Unit of the Chatham County Sheriff's Office.

Service Provider Perspective

Service providers recognized family violence as an existing health priority and noted that there had been an increase in services addressing this important community issue. One service provider said that despite seeing a lot of domestic violence cases, “we see our numbers in terms of people calling for help continuing to rise and I think that is a result of community awareness raising, people see that these things are not things you have to live with . . .” Another service echoed this sentiment, stating that family violence is decreasing because there is more knowledge in the community about where to call to report family violence issues and to get help. One service provider praised the Family Violence Rape Crisis Center, which provides support, educational resources and advocacy for Chatham County residents, calling the organization “outstanding.”

Nutrition and obesity was another health priority that service providers deemed as important. A few service providers mentioned that they have only heard that obesity has become more of an issue for Chatham County in past years, while others said they personally have noticed more obese people in the county. Though some service providers are noticing a higher prevalence of obesity in the county, one service provider acknowledged that this health issue was being worked on, particularly in the local schools. In many cases, nutrition and obesity was linked with physical activity, another health priority. Specifically, service providers believed the lack of physical activity exacerbated the issue of obesity and nutrition.

Affordable and available child care is another important priority for service providers in Chatham County. One service provider stressed the importance of childcare, based on the fact that it affects several other health priorities of Chatham:

“Affordable and available childcare . . . are so important for kids when they’re young, to have a place where they can go and where they can be supervised and not watch television and they need to get healthy snacks and have someone pay attention to their homework. Not all kids get that at home.”

Furthermore, the unavailability of childcare, along with rising costs, has economic consequences for households with children. In some cases, parents are unable to work because they are not able to afford or find suitable child care.

Community Member Perspective

Nutrition and obesity are growing concerns for community members although most people did not identify with these health priorities personally. Residents feel that addressing the issue at an early age will decrease the severity of the problem. One community member said, “I know sixth graders that weigh as much as I do. I know that’s going to lead to serious health problems and costs to all of us. I think that goes back to education.” Others agreed that the key to solving this problem was through the school system, suggesting that schools should help people get involved in physical activity in order to decrease obesity. Another community member mentioned the difficulty in accessing fresh fruits and vegetables, which may act as a barrier to improving nutrition and obesity in the county.

Community members also recognize that there have been efforts to improve pregnancy prevention and promote safe sex in the schools, but could not give specific examples of existing programs. In terms of alcohol and drug use, community members note a rise in rural areas, with many community members voicing their concern that this health priority is resulting in more youth getting into trouble. Others link alcohol and drug use to family violence, with alcohol and drug use being present in many situations where there is violence. One community member

stated: “Usually, it’s the drugs and alcohol that exacerbates an abusive person’s behavior. But with crystal meth, it’s different because people come down and they don’t remember the violent things they did. I think that they need special attention.” Several community members felt that “there was more [family violence] in the county than people realize.”

Community members gave numerous suggestions on how to develop future services, particularly more preventive services, to address the identified health concerns. One community member feels that there has to be a request for a service before the county offers it:

“I just see that people that I know really are always shocked when something is not there for them when they do need it . . . you have to have something go wrong first, if something goes wrong, there’s a county service there. A potential problem is not addressed; it’s not considered a problem that the county will go for.”

Specific suggestions include getting the church and schools more involved in education and preventative care on issues such as obesity and pregnancy prevention. One community member stated: “I thought school counselors are supposed to be doing counseling, and they are not. They are doing paperwork and testing.” Others thought that more activities for youth would reduce the amount of drugs and alcohol use in the county. In the identified health priorities, community members knew of some progress, but recognized the need for preventive services could be expanded to improve the health priorities.

Comparison of Community Member and Service Provide Perspective

Though both service providers and community members believed that family violence was a health priority for Chatham County, service providers seemed more aware of programs addressing family violence than community members. Additionally, service providers tended to believe this health priority is improving, compared to community members who believed family violence is worsening. This may be due, in part, to the increase in family violence services, as

well as awareness and knowledge of the issue rather than an increase in the actual violence.

Service providers may have been more aware of this issue

Service providers related the issues of obesity in Chatham County to the lack of physical activity by residents. They feel that limited facilities hinder people from pursuing an active lifestyle. Community members feel that the lack of healthy food options and overall education about the problem contributes to obesity as a health concern in east Chatham County.

X. Methodology

The assessment was conducted using a variety of different data sources to identify themes and present to the community including both secondary and primary data collection through key informant interviews and team observation. The following section details steps involved in the AOCA process, including the collection of data.

Gaining Entrée and Observation

Members of the student team were invited to and attended Chatham Health Assessment (CHA) Team meetings to learn about the process of community assessment and be introduced to members of the CHA team, which consists of Chatham County Public Health Department employees, including team preceptors, as well as other service providers and community members who are interested in the health of Chatham residents. We also went on a windshield tour, conducted by our former preceptor through the eastern side of the county in order to discover the physical landscape of the area as well as hear commentary about different sections of the community. Furthermore, team members visited different community spiritual services as well as community events such as the Pittsboro Christmas Parade. Team members recorded observations in written field notes which are summarized throughout this document.

Secondary Data Collection

Outside data sources were used to describe community characteristics, history, and to supplement the team findings. These included books addressing Chatham County's history and geography, area newspapers, and webpages containing information specific to the county such as the Chatham County Economic Development Commission Report and previous AOCD and Chatham Public Health Department assessments (Chatham County Public Health Department, 2005). We researched these data according to broad categories given to us by our preceptor of socio-economic status, educational factors, environmental health policies, environmental programs, and leading health trends. As primary data was collected, further secondary research was done on emerging themes.

Developing and pre-testing interview guides

After reviewing templates from previous AOCD projects, the team worked in conjunction with our preceptors, CHA team members, and another student team working on the western side of the county to create interview guides and consent forms for both service providers and community members to standardize these forms. Because of limited time and the fact that the Chatham Health Assessment (CHA) Team decided to conduct focus groups, our team decided to focus on individual interviews. The interview guides were comprised of open-ended questions designed to elicit opinions and thoughts from Chatham County community members and service providers about the strengths and needs of Chatham County, as well as gain feedback on progress made on the health priorities identified in the Chatham County Public Health Department's 2002 Community Assessment and identify health-specific priorities for the county (see the Appendices C and D for copies of the interview guides). Both guides were pre-tested with staff members from the Chatham County Public Health Department and additional changes were made. Before we could begin conducting interviews, we obtained approval to conduct

research on human subjects from the University of North Carolina School of Public Health Institutional Review Board (IRB), a committee comprised of researchers, community members and students designed to protect the welfare and interests of study participants. An application was submitted outlining the research process for conducting interviews, ensuring participant confidentiality, and the data collection and dissemination processes. Included with the IRB application were copies of the interview guides, consent forms for both community members and service providers, consent forms for individuals whom interviewees referred to the project, and a copy of community members' invitation to the community forum. Upon IRB approval, the team was permitted to conduct interviews.

Identifying and interviewing service providers and community members

Our preceptors and CHA team members provided us with an initial contact list of service providers in the community, whom we contacted directly by phone or email. When requesting an interview, we identified ourselves as graduate students from the University of North Carolina at Chapel Hill's School of Public Health partnering with the Chatham Health Assessment team to conduct a community assessment. We informed participants that our findings would be shared with the Chatham County Public Health Department in order to develop and inform upcoming programs.

In order to ensure confidentiality and protect the rights of private citizens, community members were not contacted directly, but rather identified through a process approved by the UNC-CH School of Public Health IRB. Team members asked both preceptors and interviewed service providers for recommendations of community members that should be interviewed. Those who identified potential interviewees were then given a referral consent form in order to aid the interviewees in describing the AOCD process to potential interviewees, and then asking

for permission to give team members the potential interviewees' contact information. Team members followed up with referrals provided by interviewed service providers and preceptors and called community members who had agreed to be interviewed. Community members who were interviewed were asked to identify additional community members and went through the same process.

Conducting Interviews and Data Analysis

All participant interviews were conducted in private or semi-private settings with two members of the student team, one interviewer and one note-taker, who recorded the interview responses on paper as well as a tape. Prior to beginning the interview, the interviewer explained the AOCD process, went over the consent form, and obtained both written and verbal consent to conduct and tape record the interview. After the interview, the note-taker transcribed the interview word-for-word, only removing unnecessary fillers and identifying information from the text, before sending the transcriptions to the interviewer for review.

The team created the initial codebook, or a list of themes that might be identified, through conversations with preceptors, past AOCD documents, observations, and interview guide questions. The transcribed notes were sent to the two primary coders, who used the initial codebook to group similar responses from different interviews using Microsoft Word's outline feature. As new themes emerged, the codebook was updated. Finally, the team analyzed the coded text to identify common themes and domains as a group and presented the preliminary findings to a forum planning committee.

Identifying Forum Planning Committee Members

At the end of each interview, service providers and community members were informed of the purpose of the community forum and invited to participate in the forum planning

committee. CHA team members were also asked to serve on the planning committee. Four community members and two service providers served on our planning committee, as well as one community member who expressed interest seeing the community announcement about the forum on the Chatlist.

Forum Planning

Two team members led the forum planning committee (FPC), with other team members rotating as note-takers. We held three meetings between mid-March and mid-April. The team had previously chosen a date and location based on preceptor and interview recommendations. We also held team meetings to brainstorm logistics and plans for soliciting donations. During the first meeting, we discussed the purpose and methods of AOCA, the vision that committee members had for the forum, including what they liked and disliked about past assessments and forums conducted in Chatham County, and gained feedback about the logistics. We were to discuss themes and have the committee vote on the five themes to be discussed at the forum. Unfortunately, there were only two members at this meeting. Those that were there voted and one of the FPC co-chairs sent out an email to the other members of the FPC, the CHA team, as well as those who had expressed interest in the process to vote on the themes. We then chose the themes for discussion based on votes from nine individuals as well as input on issues of importance from the CHA team. The third meeting we discussed the finalized themes with four members of the FPC, finalized logistics, and piloted the triggers/discussion starters, which were based on facilitation methods studied throughout the semester.

The forum was publicized through announcements on the Chatham Chatlist, a press release and announcement in *The Chatham News/Record*, and flyers distributed throughout the county at local businesses. The FPC and one of our preceptors assisted in distributing both hard

copy and electronic versions of the recruitment flyers to their various contacts at the health department, other service organizations, various organizations, and at local meetings. FPC members also provided students with a list of local activists we should invite. The student team sent out flyers as well as a formal letter of invitation to all interviewees, a list of over fifty East Chatham churches, community activists, public officials, and town and county board members. We also called these contacts, as well as service providers that deal with the chosen themes (See Appendix G for flyer and Appendix I for letter). Donations for door prizes and food were solicited throughout the semester by one team member, with the assistance of others through personal contact with local businesses (See Appendix H for solicitation letter). Additionally, the CHA team provided a financial contribution to the forum, as well as gifts, such as tote bags, to be given to forum attendees.

Forum Summary

The East Chatham Community Forum took place at the Central Carolina Community College in Pittsboro on the evening of Thursday, April 20, 2006. A total of fifty community members and service providers attended, about 40% African American and 60% White. Upon arrival, participants were greeted and asked to sign in, given a name tag, a raffle ticket, and a program.

The evening began with an opening prayer by one of our FPC members, Rev. Richard Farmer, then participants ate dinner while bluegrass music played. The official program began with our preceptor, Joan Phillips-Trimmer introducing the student team. Two members of the team gave a PowerPoint presentation of the AOCA process, the main findings of the process, and a representative quote of the five identified themes for small group discussion: water quality, affordable housing, job availability, centralized communication, and recreation. The participants

then chose the small group that most resonated with them. Each small group was facilitated by a team member using facilitation techniques of Force Field or SHOWED using quotes or pictures as “triggers,” or conversation starters (see Appendix J). Ground rules were introduced and a volunteer from UNC served as a note taker in each small group.

After 50 minutes of discussion, the large group reconvened, and a representative from each small group presented the group’s main action steps identified. There were raffle prizes given throughout the evening and the night ended with the student team acknowledging all of the community members and service providers who attended the forum, provided us with interviews, and served on the FPC, as well as the preceptors, the teaching team, and the volunteers. Our preceptor provided closing remarks and more information about the CHA process as well as acknowledged the students.

XI. Limitations and Future Considerations

Due to time constraints, the team was unable to conduct as many interviews as we would have liked to get a broader, and perhaps more accurate, perspective of the community. Because the county is extremely diverse, it was difficult to interview members from the various subpopulations and communities within eastern Chatham County. Additionally, because we utilized snowball sampling method for recruitment—using interviewees to find other potential interviewees—we were unable to reach diverse groups as effectively as we would have liked. In many cases, interviewees recommended people who were similar in demographics and/or opinions, which may have created a bias in our data. This bias was particularly apparent when comparing between outsider (service provider) and insider (community member) viewpoints, as many of the community members we interviewed were current or former service providers.

Another limitation was that most of the information we gathered about east Chatham County was county-wide data and we were not able to collect data specific to east Chatham or individual communities within east Chatham. Although we included specific information when available, we were not able to attain demographic information specific to townships. We attempted to extract financial data for different geographic areas through the CCEDC, but this information was not provided. East and west Chatham have differing needs, strengths and concerns, therefore it would have been helpful to have secondary data that was specific to east Chatham.

Additionally, because of our need to collaborate with the other student team working in the western part of the county, as well as the CHA Team, we were delayed from starting our interviews. We felt the need for all parties to agree on the finalized interview guides. There were multiple changes to our initial interview guides in order to maintain consistency with the West Team, and meet the joint goals of the CHA Team and those of the AOCA, and thus the IRB application process took longer than the team anticipated.

Another limitation related to time is that students are not able to ensure that the identified action steps are done. Because the AOCA process and course only spans two semesters, there is no time allotted for any type of follow up of the process. Thus, our main recommendation is that Chatham County service providers and community members are made aware of this document, as well as the proposed action steps that resulted from this project. While the forum was a great medium to discuss these themes and create action steps, many people who have relevant areas of expertise or general interest were not present. Therefore, it is imperative that other forms of conveying this information be explored.

XI. References

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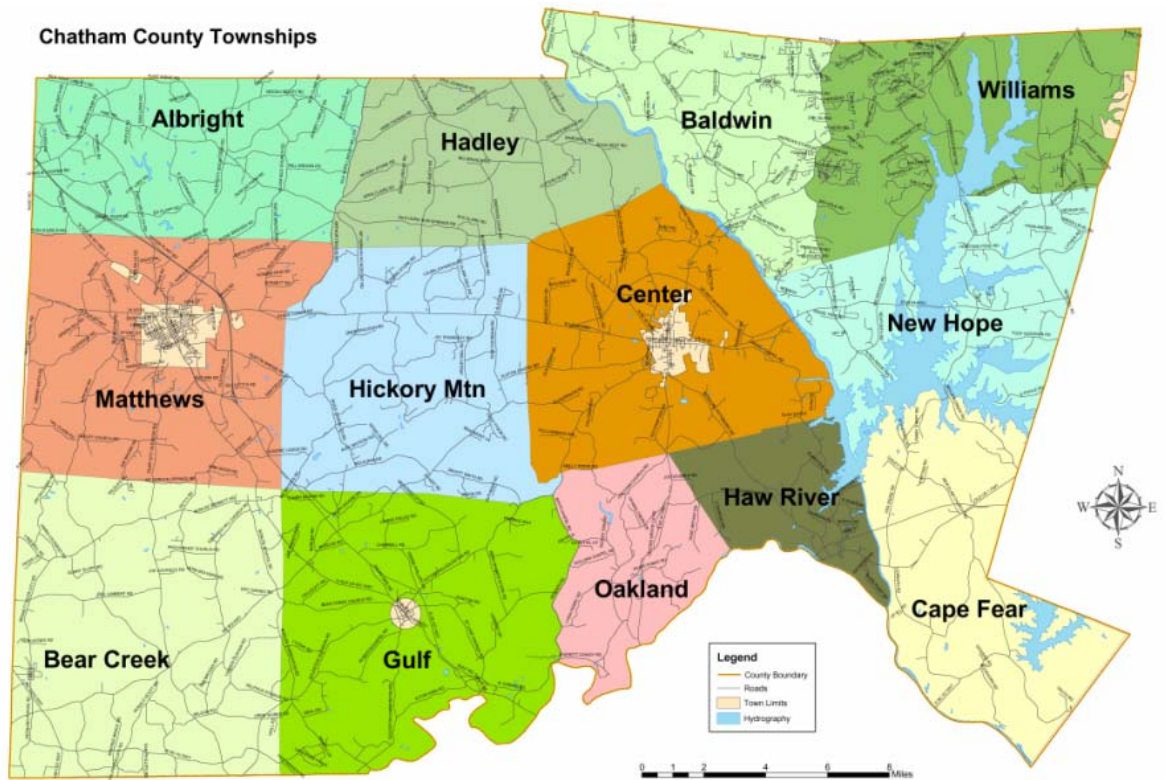
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APPENDIX A. MAPS OF CHATHAM COUNTY

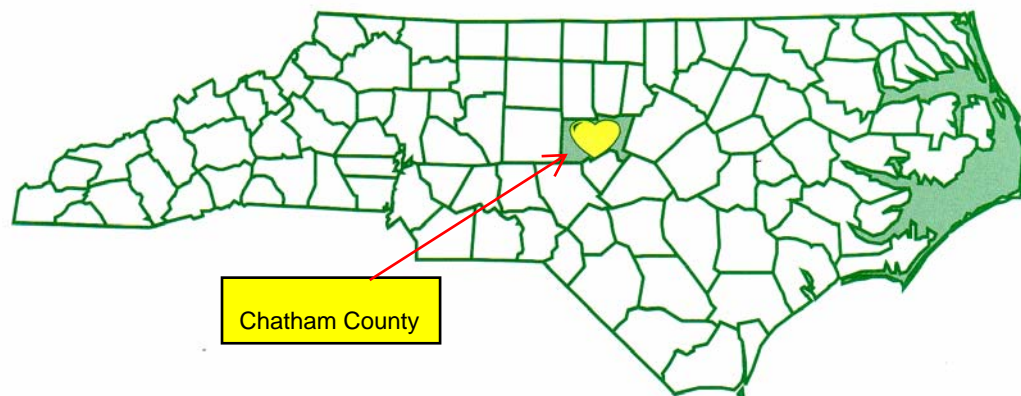
APPENDIX A: MAPS OF CHATHAM COUNTY

Map of Chatham County Townships



Source: Chatham County Maps (<http://www.co.chatham.nc.us/Maps/Maps.htm>)

APPENDIX A: MAPS OF CHATHAM COUNTY



Source: Chatham County Public Health Department, 2006

APPENDIX B. COMPLETE IRB MATERIALS

OFFICE OF HUMAN RESEARCH ETHICS
Institutional Review Board

APPLICATION FOR IRB APPROVAL OF
HUMAN SUBJECTS RESEARCH
Version 27-Jun-2005

<i>For IRB Use</i>				
Behav	Bio	Dent	Nurs	PH
IRB Study # _____				
Rec'd _____				
Full	Expedited	Exempt		

Part A.1. Contact Information, Agreements, and Signatures

Title of Study: Action Oriented Community Assessment

Date: 10/13/05

Name and degrees of Principal Investigator: Nancy DeSousa

Department: Health Behavior Health Education Mailing address/CB #: 7440

UNC-CH PID: 7116-30565 Pager: NA

Phone #: (919) 932-9588 Fax #: (919) 966-2921 Email Address: desousa@email.unc.edu

For trainee-led projects: ___ undergraduate ___x___ graduate ___ postdoc ___ resident ___ other

Name of faculty advisor: Kate Shirah

Department: Health Behavior Health Education Mailing address/CB #: 7440

Phone #: (919) 966-0057 Fax #: (919) 966-2921

Email Address: Kate_Shirah@unc.edu

Name, phone number, email address of project manager or coordinator, if any:

List **all other project personnel** including co-investigators, and anyone else who has contact with subjects or identifiable data from subjects: Felicia Browne, Erica Haney, Duy Tran, Ian Wang

Name of funding source or sponsor:

___ not funded ___ Federal ___ State ___ industry ___ foundation ___ UNC-CH

___x___ other (specify): No funding Source **Sponsor or award number:**

Include following items with your submission, where applicable. Check the items below and **include in order listed**.

☒** This application. One copy must have original PI signatures.

☒ Consent and assent forms, fact or information sheets; include phone and verbal consent scripts

N/A HIPAA authorization addendum to consent form

☒ All recruitment materials including scripts, flyers and advertising, letters, emails

☒ Questionnaires, scripts used to guide phone or in-person interviews, etc.

☒ Focus group guides

N/A Data use agreements (may be required for use of existing data from third parties)

N/A Addendum for Multi-Site Studies where UNC-CH is the Lead Coordinating Center

N/A Documentation of reviews from any other committees (e.g., GCRC, Oncology)

☒ Documentation of training in human research ethics for all study personnel

N/A Investigator Brochure if a drug study

N/A Protocol, grant application or proposal supporting this submission; (e.g., extramural grant application to NIH or foundation, industry protocol, student proposal)

Principal Investigator: I will personally conduct or supervise this research study. I will ensure that this study is performed in compliance with all applicable laws, regulations and University policies regarding human subjects research. I will obtain IRB approval before making any changes or additions to the project. I will notify the IRB of any other changes in the information provided in this application. I will provide progress reports to the IRB at least annually, or as requested. I will report promptly to the IRB all unanticipated problems or serious adverse events involving risk to human subjects. I will follow the IRB approved consent process for all subjects. I will ensure that all collaborators, students and employees assisting in this research study are informed about these obligations. All information given in this form is accurate and complete.

Signature of Principal Investigator

Date

Faculty Advisor if PI is a Student or Trainee Investigator: I accept ultimate responsibility for ensuring that this study complies with all the obligations listed above for the PI.

Signature of Faculty Advisor

Date

Department or Division Chair, Center Director (or counterpart) of PI: (or Vice-Chair or Chair's designee if Chair is investigator or otherwise unable to review): I certify that this research is appropriate for this Principal Investigator, that the investigators are qualified to conduct the research, and that there are adequate resources (including financial, support and facilities) available. I support this application, and hereby submit it for further review.

Signature of Department Chair or designee

Date

Print Name of Department Chair or designee

Department

Part A.2. Summary Checklist

Are the following involved?

	Yes	No
A.2.1. Existing data, research records, patient records, and/or human biological specimens?	<u> </u>	<u> X </u>
A.2.2. Surveys, questionnaires, interviews, or focus groups with subjects?	<u> X </u>	<u> </u>
A.2.3. Videotaping, audiotaping, filming of subjects?	<u> X </u>	<u> </u>
A.2.4. Do you plan to enroll subjects from these vulnerable or select populations:		
a. UNC-CH students or UNC-CH staff?	<u> </u>	<u> X </u>
b. Non-English-speaking?	<u> </u>	<u> X </u>
c. Decisionally impaired?	<u> </u>	<u> X </u>
d. Patients?	<u> </u>	<u> X </u>
e. Prisoners, parolees and other convicted offenders?	<u> </u>	<u> X </u>
f. Pregnant women?	<u> </u>	<u> X </u>
g. Minors (less than 18 years)? If yes , give age range: 13 to 17 years	<u> X </u>	<u> </u>
A.2.5. a. Is this a multi-site study (i.e., involves organization(s) outside UNC-CH)?	<u> </u>	<u> X </u>
b. Will any of these sites be outside the United States?	<u> </u>	<u> N/A </u>
If yes , provide contact information for the foreign IRB.		
c. Is UNC-CH the sponsor or lead coordinating center?	<u> </u>	<u> N/A </u>
If yes , include the <u>Addendum for Multi-site Studies where UNC-CH is the Lead Coordinating Center</u> .		
A.2.6. Will there be a data and safety monitoring committee (DSMB or DSMC)?	<u> </u>	<u> X </u>
A.2.7. a. Are you collecting sensitive information such as sexual behavior, HIV status, recreational drug use, illegal behaviors, child/physical abuse, immigration status, etc?	<u> </u>	<u> X </u>
b. Do you plan to obtain a federal Certificate of Confidentiality for this study?	<u> </u>	<u> X </u>
A.2.8. a. Investigational drugs? (provide IND #)	<u> </u>	<u> X </u>
b. Approved drugs for “non-FDA-approved” conditions?	<u> </u>	<u> X </u>
<i>All studies testing substances in humans must provide a letter of acknowledgement from the <u>UNC Health Care Investigational Drug Service (IDS)</u>.</i>		
A.2.9. Placebo(s)?	<u> </u>	<u> X </u>
A.2.10. Investigational devices, instruments, machines, software? (provide IDE #)	<u> </u>	<u> X </u>
A.2.11. Fetal tissue?	<u> </u>	<u> X </u>
A.2.12. Genetic studies on subjects’ specimens?	<u> </u>	<u> X </u>
A.2.13. Storage of subjects’ specimens for future research?	<u> </u>	<u> X </u>
If yes , see instructions within the form <u>Consent for Stored Samples</u> .		
A.2.14. Diagnostic or therapeutic ionizing radiation, or radioactive isotopes, which subjects would not receive otherwise?	<u> </u>	<u> X </u>
If yes , approval by the <u>UNC-CH Radiation Safety Committee</u> is required.		
A.2.15. Recombinant DNA or gene transfer to human subjects?	<u> </u>	<u> X </u>
If yes , approval by the <u>UNC-CH Institutional Biosafety Committee</u> is required.		
A.2.16. Does this study involve UNC-CH cancer patients?	<u> </u>	<u> X </u>
If yes , submit this application directly to the <u>Oncology Protocol Review Committee</u> .		
A.2.17. Will subjects be studied in the General Clinical Research Center (GCRC)?	<u> </u>	<u> X </u>
If yes , obtain the <u>GCRC Addendum</u> from the GCRC and submit complete application (IRB application and Addendum) to the GCRC.		

Part A.3. Potential Conflict of Interest

The following questions apply to **all investigators and study staff involved with this research, and/or their immediate family members (spouse, dependent children, parents, significant others)**. With respect to this study, will any of the study investigators or study staff or their immediate family members:

A.3.1. Have an intellectual property interest in any technology or invention used in this study, including patent rights, copyright, etc.?	<input type="checkbox"/> yes	<input checked="" type="checkbox"/> no
A.3.2. Receive support from a non-UNC source (other than through a sponsored research agreement) for this research study?	<input type="checkbox"/> yes	<input checked="" type="checkbox"/> no
A.3.3. Receive any form of personal compensation (other than as specified in the budget of a sponsored research agreement) from a Sponsor of this study, including salary, consulting fees, honoraria, royalties, equipment, gifts, etc.? a. If yes , does or will that personal compensation exceed \$10,000? b. If yes , is that personal compensation tied to any performance within this study such as enrollment goals for the study?	<input type="checkbox"/> yes <input type="checkbox"/> yes <input type="checkbox"/> yes	<input checked="" type="checkbox"/> no <input type="checkbox"/> no <input type="checkbox"/> no
A.3.4. Have an ownership interest of any nature in the Sponsor or a product used in this study, including equity, stock options, etc? a. If yes , does or will that interest exceed \$10,000 in value or 5% equity in a publicly traded Sponsor? b. If yes , does that interest include any equity interest in a non-publicly traded Sponsor?	<input type="checkbox"/> yes <input type="checkbox"/> yes <input type="checkbox"/> yes	<input checked="" type="checkbox"/> no <input type="checkbox"/> no <input type="checkbox"/> no
A.3.5. Hold any position with the Sponsor, including officer, employee, director, trustee, consultant, member of advisory board, etc.?	<input type="checkbox"/> yes	<input checked="" type="checkbox"/> no
A.3.6. Have a conflict of interest previously disclosed through the University's conflict of interest evaluation process that relates to this research study?	<input type="checkbox"/> yes	<input checked="" type="checkbox"/> no

If the answer is "yes" to any of the questions above, please include an explanation with this application. As with any changes to the research itself, relationships or interests that develop later should be brought to the attention of the IRB for further consideration. Please contact the Office of University Counsel for guidance or assistance regarding the University's Conflict of Interest Policy. See <http://www.unc.edu/campus/policies/coi.html> for the policy.

Part A.4. Questions Common to All Studies

For all questions, if the study involves only secondary data analysis, focus on your proposed design, methods and procedures, and not those of the original study that produced the data you plan to use.

A.4.1. Brief Summary. Provide a *brief* non-technical description of the study, which will be used for internal and external communications regarding this research. Include purpose, methods, and participants. Typical summaries are 50-100 words.

Action-oriented community assessment (AOCA) is a research assessment designed to understand the cultural, social, economic, and health experiences of individuals who live in East Chatham County. The purpose is to better understand the strengths and needs of the identified community. The human participants for this study include service providers, community leaders, and community members in East Chatham County. Each participant will be asked to participate in an individual interview or focus groups with two team members from the UNC School of Public Health. The interview is made up of a series of questions about life in the specific community.

A.4.2. Purpose and Rationale. Provide a summary of the background information, state the research question(s), and tell why the study is needed. If a complete rationale and literature review are in an accompanying grant application or other type of proposal, only provide a brief summary here. If there is no proposal, provide a more extensive rationale and literature review.

The purpose of this research project is to conduct a community assessment, or to understand the cultural, social, economic, and health experiences of individuals living in East Chatham County. The information gathered will be used to identify community strengths and needs, as well as future directions that will enable the larger communities to gain competency that leads to improved health status. Service providers, community leaders, and other community members will either be interviewed or asked to participate in a focus group. Results of the interviews and focus groups will then be summarized without identifying data and made available to community members.

A.4.3. Full description of the study design, methods and procedures. Describe the research study. Discuss the study design; study procedures; sequential description of what subjects will be asked to do; assignment of subjects to various arms of the study if applicable; doses; frequency and route of administration of medication and other medical treatment if applicable; how data are to be collected (questionnaire, interview, focus group or specific procedure such as physical examination, venipuncture, etc.). Include information on who will collect data, who will conduct procedures or measurements. Indicate the number and duration of contacts with each subject; outcome measurements; and follow-up procedures. If the study involves medical treatment, distinguish standard care procedures from those that are research. If the study is a clinical trial involving patients as subjects and use of placebo control is involved, provide justification for the use of placebo controls.

Study Design & Methodology: AOCA is a qualitative research assessment, including both interviews and focus groups. Community members and service providers will be asked similar, yet perspective appropriate questions using a semi-structured interview or focus group guide (see attached interview & focus group guides). Interviews and focus groups will be conducted by the PI and co-investigators in pairs. Participants will be recruited using purposive sampling, or the recruitment of individuals who serve key roles in their communities, either as a service provider or community representative.

Interviews: Participants, both service providers and community members, will be asked to complete a one-time interview that lasts for no longer than one hour. Interviews will be conducted by the research team in pairs: interviewer and notetaker. Interviews will not be conducted with those people who have already participated in a focus group.

Focus groups: Some community member participants affiliated with local groups that meet regularly will be asked to participate in a focus group, or group discussion, lasting no longer than 90 minutes. They will be facilitated by one member of the research team, with another team member taking notes. The research team will offer to conduct personal interviews with community members who may not have the time, inclination or ability to participate in a focus group. Persons already interviewed will not be asked to participate in a focus group.

Participant observation: Research team members will attend various community events and meetings to introduce themselves to the community. During any visit to the community, research team members will record their observations, or field notes, of physical and geographic characteristics of the community, as well as cultural and social norms of the community. Field notes will not include identifying information for community members; however, the names of public officials may be recorded if they are mentioned at a community event or meeting.

Audiotaping: Both focus groups and interviews will be tape recorded, with the consent of participants prior to taping. Participants will also be informed that they may turn off the tape recorder at any time during the group.

A.4.4. Benefits to subjects and/or society. Describe any potential for direct benefit to individual subjects, as well as the benefit to society based on scientific knowledge to be gained; these should be clearly distinguished. Consider the nature, magnitude, and likelihood of any direct benefit to subjects. If there is no direct benefit to the individual subject, say so here and in the consent form (if there is a consent form). Do not list monetary payment or other compensation as a benefit.

Following the completion of AOCA, a written summary of the identified community strengths and needs residing in East Chatham County will be done. This document will be made available to key community organizations and community members. The document will also be made publicly available through the UNC Health Sciences Library website. A community forum to share the results of the East Chatham County AOCA will be planned to benefit the entire community. Participants will potentially benefit from participating directly in a community development process, by having an opportunity to voice their concerns and to create change in their community.

A.4.5. Full description of risks and measures to minimize risks. Include risk of psychosocial harm (e.g., emotional distress, embarrassment, breach of confidentiality), economic harm (e.g., loss of employment or insurability, loss of professional standing or reputation, loss of standing within the community) and legal jeopardy (e.g., disclosure of illegal activity or negligence), as well as known side effects of study medication, if applicable, and risk of pain and physical injury. Describe what will be done to minimize these risks. Describe procedures for follow-up, when necessary, such as when subjects are found to be in need of medical or psychological referral. If there is no direct interaction with subjects, and risk is limited to breach of confidentiality (e.g., for existing data), state this.

Foreseeable physical, psychological, and social risks of participating in this research project are expected to be few. The only potential psychological risk presented by the AOCA is discomfort from an interview or focus group question. This discomfort will be alleviated by telling the participant that he/she does not have to answer the question. Specific risks for service providers may include negative assessments regarding the community and/or the provision of services in the community. If such information were divulged it might place subjects at risk for losing his or her job or may affect the political career of a

community leader. However, no names will be attached to interviews and the data will be kept confidential in a locked cabinet at the School of Public Health. The questions for the participants do not include probing of information that might be considered offensive, threatening, or degrading. Interviews and focus groups will focus primarily on the strengths, weaknesses, and directions for development for the communities. All participants have the option (and will be informed of their option) of withdrawing from participation of an interview or focus group at any time. Although the names of participants of focus groups will remain confidential, participants may know one another. To protect them from any risk of statements being shared outside the group, participants will be asked to sign a confidentiality statement agreeing to not talk about or share the information discussed during the focus group outside of that focus group session. Additionally, focus group participants will be told that they have the option of not answering any question(s) and of turning off the tape recorder at any time.

A.4.6. Data analysis. Tell how the qualitative and/or quantitative data will be analyzed. Explain how the sample size is sufficient to achieve the study aims. This might include a formal power calculation or explanation of why a small sample is sufficient (e.g., qualitative research, pilot studies).

Data collection will be conducted until a point of data saturation is reached, in other words when the research team is no longer seeing or hearing new information. Data analysis will occur concurrently with data collection. The research team will use standard qualitative analysis software (e.g., NVivo or Atlas ti) to group the data by three categories: service providers, community members, and their own participant observations. The data will be coded and then organized according to similarities or differences within and among each of these three categories. Codes, and relevant data, will then be used to identify themes related to the strengths and needs of the community.

A.4.7. Will you collect or receive any of the following identifiers as part of the study data? Does not apply to consent forms.

☐ No ☒ Yes *If yes, check all that apply:*

- | | |
|--|---|
| <ul style="list-style-type: none"> a. <input checked="" type="checkbox"/> Names b. <input checked="" type="checkbox"/> Telephone numbers c. <input type="checkbox"/> Any elements of dates (other than year) for dates directly related to an individual, including birth date, admission date, discharge date, date of death. For ages over 89: all elements of dates (including year) indicative of such age, except that such ages and elements may be aggregated into a single category of age 90 and older d. <input checked="" type="checkbox"/> Any geographic subdivisions smaller than a State, including street address, city, county, precinct, zip code and their equivalent geocodes, except for the initial three digits of a zip code e. <input type="checkbox"/> Fax numbers f. <input checked="" type="checkbox"/> Electronic mail addresses g. <input type="checkbox"/> Social security numbers h. <input type="checkbox"/> Medical record numbers | <ul style="list-style-type: none"> i. <input type="checkbox"/> Health plan beneficiary numbers j. <input type="checkbox"/> Account numbers k. <input type="checkbox"/> Certificate/license numbers l. <input type="checkbox"/> Vehicle identifiers and serial numbers (VIN), including license plate numbers m. <input type="checkbox"/> Device identifiers and serial numbers (e.g., implanted medical device) n. <input type="checkbox"/> Web universal resource locators (URLs) o. <input type="checkbox"/> Internet protocol (IP) address numbers p. <input type="checkbox"/> Biometric identifiers, including finger and voice prints q. <input type="checkbox"/> Full face photographic images and any comparable images r. <input type="checkbox"/> Any other unique identifying number, characteristic or code, other than dummy identifiers that are not derived from actual identifiers and for which the re-identification key is maintained by the health care provider and not disclosed to the researcher |
|--|---|

A.4.8. Data sharing. With whom will *identifiable* (contains any of the 18 identifiers listed in question 7 above) data be shared outside the immediate research team? For each, explain confidentiality measures. Include data use agreements, if any.

- ☒ No one
- ☐ Coordinating Center:
- ☐ Statisticians:
- ☐ Consultants:
- ☐ Other researchers:
- ☐ Registries:
- ☐ Sponsors:
- ☐ External labs for additional testing:
- ☐ Journals:
- ☐ Publicly available dataset:
- ☐ Other:

A.4.9. Confidentiality of the data. Describe procedures for maintaining confidentiality of the data you will collect or will receive. Describe how you will protect the data from access by those not authorized. How will data be transmitted among research personnel? Where relevant, discuss the potential for deductive disclosure (i.e., directly identifying subjects from a combination of indirect IDs). Describe your plan to destroy identifiers. When will identifiers be destroyed?

Names and other personal identifiers of all participants in interviews and focus groups will not be linked with any collected data. Though names and addresses will be collected, they are used only to invite participants to the community forum at the end of the study and will never be linked to gathered data. Information such as age, ethnicity, and number of years living in the community will only be used to summarize data and will not be linked to specific quotes or information provided by participants. Participants will be informed that they are not required to provide contact information, and may use a made up name if they wish.

All documents and materials will be kept in a locked file cabinet to which only the research team members have access. Identifying information and collected data will be stored in separate files. The research team will de-identify all notes, documents, and materials related to data collection in May 2006 at the completion of the AOCD process and the Chatham Health Department will have access to the notes from the interviews.

Audiotaping is preferred for all interviews and focus groups. Permission will be secured from participants prior to recording, and participants will be informed of their right to turn off the tape recorder at any time during the interview. Audiotapes will be erased or destroyed after data analysis has been completed in May 2006. Until erasure, audiotapes will also be kept in a locked file cabinet to which only the research team members have access.

A.4.10. Data security for storage and transmission. Please check all that apply.

For electronic data:

- ☒ Secure network ☒ Password access ☐ Encryption
- ☐ Other (describe):
- ☐ Portable storage (e.g., laptop computer, flash drive)
- Describe how data will be protected for any portable device:*

For hardcopy data (including human biological specimens, CDs, tapes, etc.):

- ☒ Data de-identified by research team (stripped of the 18 identifiers listed in question 7 above)
- ☒ Locked suite or office
- ☒ Locked cabinet
- ☒ Data coded by research team with a master list secured and kept separately
- ☐ Other (describe):

Part A.5. The Consent Process and Consent Documentation (including Waivers)

The standard consent process is for all subjects to sign a document containing all the elements of informed consent, as specified in the federal regulations. Some or all of the elements of consent, including signatures, may be altered or waived under certain circumstances.

- If you will obtain consent in any manner, complete **section A.5.1**.
- If you are obtaining consent, but requesting a waiver of the requirement for a signed consent document, complete **section A.5.2**.
- If you are requesting a waiver of any or all of the elements of consent, complete **section A.5.3**.

You may need to complete more than one section. For example, if you are conducting a phone survey with verbal consent, complete sections A.5.1, A.5.2, and possibly A.5.3.

A.5.1. Describe the process of obtaining informed consent from subjects. If children will be enrolled as subjects, describe the provisions for obtaining parental permission and assent of the child. If decisionally impaired adults are to be enrolled, describe the provision for obtaining surrogate consent from a legally authorized representative (LAR). If non-English speaking people will be enrolled, explain how consent in the native language will be obtained. Address both written translation of the consent and the availability of oral interpretation. *After you have completed this part A.5.1, if you are not requesting a waiver of any type, you are done with Part A.5.; proceed to Part B.*

Prior to conducting an interview or focus group, the informed consent brochure detailing the study and their participation will be read aloud and given to participants to read and keep (see attached consent forms). Participants will be informed that releasing certain characteristics (such as ethnicity, age, sex, and number of years residing in the community) will be used only for summarizing data and not linked to any statements they made. The researchers will also make clear that potential subjects who choose not to participate will not be denied access to services they currently use, nor will they be denied access to any services in the future. They will then be asked if they have any questions, all of which will be answered by the researchers. Participants will be asked to sign the consent form indicating their agreement to participate. Participants will be informed that they may use a made-up name for the purposes of this study. The researchers will then proceed with the interview or focus group.

A.5.2. Justification for a waiver of written (i.e., signed) consent. *The default is for subjects to sign a written document that contains all the elements of informed consent.* Under limited circumstances, the requirement for a signed consent form may be waived by the IRB if either of the following is true:

N/A

a. The only record linking the subject and the research would be the consent document and the principal risk would be potential harm resulting from a breach of confidentiality (e.g., study involves sensitive data that could be damaging if disclosed). ☐ yes ☐ no

Explain.

b. The research presents no more than minimal risk of harm to subjects and involves no procedures for which written consent is normally required outside of the research context (e.g., phone survey). ☐ yes ☐ no

Explain.

If you checked "yes" to either, will consent be oral? Will you give out a fact sheet? Use an online consent form, or include information as part of the survey itself, etc?

A.5.3. Justification for a full or partial waiver of consent. *The default is for subjects to sign a written document that contains all the elements of informed consent.* A waiver might be requested for research involving only existing data or human biological specimens (see also Part C). More rarely, it might be requested when the research design requires withholding some study details at the outset (e.g., behavioral research involving deception). In limited circumstances, parental permission may be waived. This section should also be completed for a waiver of HIPAA authorization if research involves Protected Health Information (PHI) subject to HIPAA regulation, such as patient records.

☐ Requesting **waiver of some elements** (specify; see SOP 28 on the IRB web site):

☐ Requesting **waiver of consent entirely**

If you check either of the boxes above, answer items a-f.. To justify a full waiver of the requirement for informed consent, you must be able to answer "yes" (or "not applicable" for question c) to items a-f. **Insert brief explanations that support your answers.**

a. Will the research involve no greater than minimal risk to subjects or to their privacy? ☐ yes ☐ no

Explain.

b. Is it true that the waiver will *not* adversely affect the rights and welfare of subjects? *(Consider the right of privacy and possible risk of breach of confidentiality in light of the information you wish to gather.)* ☐ yes ☐ no

Explain.

c. When applicable to your study, do you have plans to provide subjects with pertinent information after their participation is over? (e.g., Will you provide details withheld during consent, or tell subjects if you found information with direct clinical relevance? This may be an uncommon scenario.) ☐ yes ☐ not applicable

Explain.

d. Would the research be impracticable without the waiver? (If you checked "yes," explain how the requirement to obtain consent would make the research impracticable, e.g., are most of the subjects lost to follow-up or deceased?). ☐ yes ☐ no

Explain.

e. Is the risk to privacy reasonable in relation to benefits to be gained or the importance of the knowledge to be gained? ☐ yes ☐ no

Explain.

If you are accessing patient records for this research, you must also be able to answer "yes" to item f to justify a waiver of HIPAA authorization from the subjects.

N/A

f. Would the research be impracticable if you could not record (or use) Protected Health Information (PHI)? (If you checked "yes," explain how not recording or using PHI would make the research impracticable). ☐ yes ☐ no

Explain.

Part B. Questions for Studies that Involve Direct Interaction with Human Subjects
→ If this does not apply to your study, do not submit this section.

B.1. Subjects. Specify number, gender, ethnicity, race, and age. Specify whether subjects are healthy volunteers or patients. If patients, specify any relevant disease or condition and indicate how potential subjects will be identified.

The human participants for this study include service providers, community leaders, and community members in East Chatham County, North Carolina. Approximately 15 service providers and 25 community members will participate in this research project. Minority status, sex, or health status are not relevant factors in selecting participants. Most participants will be individuals who are over 18 years of age who agree to participate, however, there is the potential for a youth focus group process to occur for children under the age of 18. Appropriate assent/consent forms are attached, as well as a youth focus group guide. All persons who wish to participate will be included in the research.

B.2. Inclusion/exclusion criteria. List required characteristics of potential subjects, and those that preclude enrollment. Justify exclusion of any group, especially by criteria based on gender, ethnicity, race, or age. If pregnant women are excluded, or if women who become pregnant are withdrawn, specific justification must be provided.

Eligible participants include service providers working in and community members living in East Chatham County.

B.7. Privacy. Describe procedures that will ensure privacy of the subjects in this study. Examples include the setting for interviews, phone conversations, or physical examinations; communication methods or mailed materials (e.g., mailings should not indicate disease status or focus of study on the envelope).

Any information that the participant provides will remain confidential. Though their name and address may be collected, it will not be used in any way in the research study or linked to their responses. It will only be used to invite participant to attend the community forum.

To protect their privacy all of the information participants provide will be stored only with an identification number, not with their name. Every effort will be taken to protect the identity of the participants in this study.

To ensure confidentiality, participants may pick a made up name, to use during the project so that nobody will see the “real” name connected with the study.

Information such as age and sex may be gathered during the interview. These descriptive characteristics are collected only to help summarize our data. When we report the data, all identifying information will be removed. Responses and comments will not be linked to the individual. The only people with access to all data are the members of the research team and the faculty advisor. De-identified notes will be accessible to the Chatham County Health Department in order to aid their health assessment and audiotapes containing interview responses will be stored in a locked cabinet at the School of Public Health and will be destroyed in May 2006 when the study is over.

B.8. Inducements for participation. Describe all inducements to participate, monetary or non-monetary. If monetary, specify the amount and schedule for payments and how this will be prorated if the subject withdraws (or is withdrawn) from the study prior to completing it. For compensation in foreign currency, provide a US\$ equivalent. Provide evidence that the amount is not coercive (e.g., describe purchasing power for foreign countries). Include food or refreshments that may be provided.

There will be no monetary inducement to participate in this study. Light refreshments may be provided for focus group participants.

B.9. Costs to be borne by subjects. Include child care, travel, parking, clinic fees, diagnostic and laboratory studies, drugs, devices, all professional fees, etc. If there are no costs to subjects other than their time to participate, indicate this.

Potential costs for participants include time spent in interviews and focus groups and costs associated with travel to and from an interview or focus group, if not conducted at the participant's home.

B.3. Methods of recruiting. Describe how and where subjects will be identified and recruited. Indicate who will do the recruiting, and tell how subjects will be contacted. Describe efforts to ensure equal access to participation among women and minorities. Describe how you will protect the privacy of potential subjects during recruitment. *For prospective subjects whose status (e.g., as patient or client), condition, or contact information is not publicly available (e.g., from a phone book or public web site), the initial contact should be made with legitimate knowledge of the subjects' circumstances. Ideally, the individual with such knowledge should seek prospective subjects' permission to release names to the PI for recruitment. Alternatively, the knowledgeable individual could provide information about the study, including contact information for the investigator, so that interested prospective subjects can contact the investigator.* Provide the IRB with a copy of any document or script that will be used to obtain the patients' permission for release of names or to introduce the study. Check with your IRB for further guidance.

Service providers and community members will be identified through public records and with the assistance of a community preceptor/field advisor at each site. Service providers and community members identified by a community preceptor will be contacted via telephone or in writing about their availability and interest in participating in this study by the community preceptor. Next, other potential informants will be identified and contacted via telephone, in person, or in writing by the original participating community members and service providers. Using the Recruitment Consent form (see attached), they will ask the other members of the community if they are willing to be contacted regarding possible participation in the project. Only after a potential participant has agreed to be contacted will a member of the research team contact that person to request participation in an interview or focus group.

B.4. Protected Health Information (PHI). If you need to access Protected Health Information (PHI) to identify potential subjects who will then be contacted, you will need a *limited waiver of HIPAA authorization*. If this applies to your study, please provide the following information. **N/A**

- a. Will the information collected be limited only to that necessary to contact the subjects to ask if they are interested in participating in the study?
- b. How will confidentiality/privacy be protected prior to ascertaining desire to participate?
- c. When and how will you destroy the contact information if an individual declines participation?

B.5. Duration of entire study and duration of an individual subject's participation, including follow-up evaluation if applicable. Include the number of required contacts and approximate duration of each contact.

The AOCA will last for approximately 6 months. Each participant will only be asked to participate in a single interview or focus group. Each participant will be informed of the community forum at the end of the forum, and asked if the research team can send them an invitation to the forum or if they would like to participate on a community forum planning committee.

B.6. Where will the subjects be studied? Describe locations where subjects will be studied, both on and off the UNC-CH campus.

Interviews and focus groups will be conducted either at the participant's home or in an agreed-upon public location. Participation observation will be conducted at public community events and meetings where there is a reasonable expectation that their behavior and actions are not private.



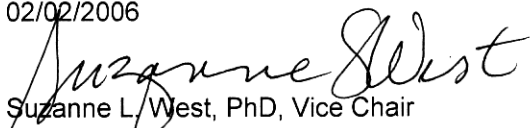
THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

OFFICE OF HUMAN
RESEARCH ETHICS

PUBLIC HEALTH INSTITUTIONAL
REVIEW BOARD (IRB)

501 ROSENAU HALL
CAMPUS BOX 7400
CHAPEL HILL, NC 27599-7400

T 919.966.9347
F 919.966.6380
<http://ohre.unc.edu>

TO: Nancy DeSousa
DEPARTMENT: Health Behavior and Health Education
ADDRESS: CB#7440
DATE: 02/02/2006
FROM: 
Suzanne L. West, PhD, Vice Chair
Public Health IRB, Office of Human Research Ethics
IRB NUMBER: 05-2753
APPROVAL PERIOD: 02/02/2006 through 12/01/2006
TITLE: Action Oriented Community Diagnosis for East Chatham County
SUBJECT: Expedited Protocol Approval Notice--Protocol Change

The modification of your research project as described in your memorandum dated January 30, 2006 has been reviewed under an expedited procedure because it involves only minor changes to approved research. This project is approved for human subjects research, and is valid through the expiration date above.

NOTE:

(1) This Committee complies with the requirements found in Part 56 of the 21 Code of Federal regulations and Part 46 of the 45 Code of Federal regulations. Federalwide Assurance Number: FWA-4801, IRB No. IRB540.

(2) Re-review of this proposal is necessary if (a) any significant alterations or additions to the proposal are made, OR (b) you wish to continue research beyond the expiration date.



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

SCHOOL OF PUBLIC HEALTH

DEPARTMENT OF HEALTH BEHAVIOR
AND HEALTH EDUCATION

302 ROSENAU HALL
CAMPUS BOX 7440
CHAPEL HILL, NC 27599-7440

T 919.966.3761
F 919.966.2921
www.sph.unc.edu/hbhe

Recruitment Consent Form

A team of students from the UNC School of Public Health is conducting a study of the cultural, social, economic, and health experiences of the community. They would be interested in contacting you to participate in an interview or focus group for their study. If you agree to be contacted by the team, you will be given more information about the study and have the opportunity to decide if you wish to participate in it or not. I will not know whether you decide to participate or not. Regardless of your decision, any services you may utilize will not be affected in any way. If you have any questions about the study, you can contact the faculty advisor Kate Shirah, MPH.

Kate Shirah (919) 966-0057
UNC School of Public Health
Dept of Health Behavior and Health
Education
Campus Box 7440
Chapel Hill, NC 27599-7440

May I have permission to give your name and contact information to them?

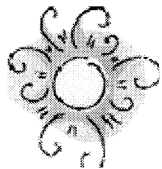
Purpose of this form:

This is to provide guidelines for service providers and community members to receive permission to release name and contact information of potential interviewees and focus group participants to the Community Diagnosis research team. If an individual agrees to be contacted by the Community Diagnosis research team, more information about the study will be provided and the individual will have the opportunity to decide if he or she wishes to participate. Recruiters will not learn whether or not an individual decides to participate or not. In the case of individuals recruited through service providers, care will be taken to ensure the individual is aware that services he or she may utilize will not be affected in any way. This information will only be released to the Community Diagnosis research team. This guide will be provided to service providers and community members to read to potential study participants.

APPROVED BY THE PUBLIC HEALTH IRB
THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

APPROVED 12-02-05 EXPIRES 12-01-06 

Collected data, without names and identifying information, given to the Chatham County Public Health Department will be maintained there in a locked cabinet until December 31, 2006 when their health assessment is complete.



WHAT ARE THE RISKS OF TAKING PART IN THIS PROJECT?

There are minimal physical, psychological, or social risks associated with participating in this study. However one potential risk may be that if you say any bad things about the community or the services you provide in East Chatham County and that information is divulged, you may be at risk for losing your job. Such information could also affect any political career you may choose to have. We will do the best we can to protect you from this risk by keeping all data in a locked file cabinet at the School of Public Health. In addition, your name will never be attached to anything you say. You are free to stop participating at any time. You can refuse to answer any questions. During the interview you may ask that the recording be stopped at any time. Whether or not you participated in the research will have no effect on services obtained in the community or any relationship with UNC.

WHO IS IN CHARGE OF THIS PROJECT? HOW CAN I CALL THEM?

This is a student project conducted under the supervision of our faculty advisor, Kate Shirah. You can call Kate, collect if you wish, at her office at the UNC – School of Public Health. The number is 919-966-0057 if you ever have questions about this project.

If you have any particular questions to a student team, you can call us at the toll-free number is 866-610-8272.

All research on human volunteers is reviewed by a committee that works to protect your rights and welfare. If you have questions about your rights as a research participant, you may contact, anonymously if you wish, the Institutional Review Board at 919-966-3113 or by email to IRB_subjects@unc.edu.

If you are interested in participating in an interview, **please read the following agreement statement very carefully.** Then please sign and date this form and give it to one of the interviewers. You will get a copy of the form for your own records.

Agreement Statement:

By signing this consent form, I give permission to the University of North Carolina at Chapel Hill to use my interview information for the Action-Oriented Community Assessment.

If I decide not to have my information used, I will tell you in writing at:

Kate Shirah
UNC School of Public Health
Dept of Health Behavior and Health Education
Campus Box 7440
Chapel Hill, NC 27599-7440

(Your signature and date)

(Team member signature and date)

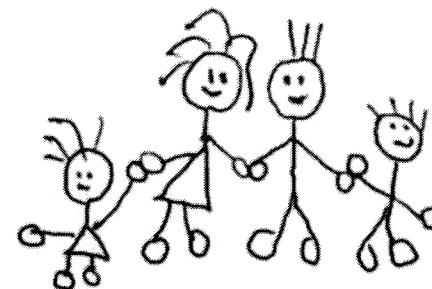
Thank you!



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PUBLIC HEALTH

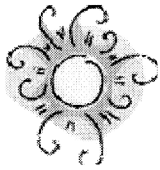
Would you like to participate
in a community assessment
of your community?

Consent Form for Service Providers



THIS CONSENT FORM SHOULD BE SIGNED ONLY
BETWEEN 02/02/06 AND 12/01/06

APPROVED BY THE PUBLIC HEALTH IRB
THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL



WHAT IS AOCA? AOCA

means Action-Oriented Community Assessment.

AOCA is a research study to learn about the cultural, social, economic, and health experiences of individuals who live in East Chatham County. The purpose is to better understand the experiences of members of your community.

WHY ARE YOU PARTICIPATING IN AOCD? You are invited to participate

because we want your ideas on the strengths and needs of East Chatham County. Someone in your community identified you as a person who can talk about the views of East Chatham County as a whole.

WHAT WILL YOU BE ASKED TO DO?

You will be asked to participate in an individual interview with two team members from the UNC School of Public Health. The interview is made up of a series of questions about life in East Chatham County. An example of a general question is, "What is it like to live in your community?" There are no wrong answers or bad ideas, just different opinions. The interview will be one-time only and will take about 60 minutes of your time. If you agree to participate in the interview we will be recording your response on a piece of paper. Also, if you do not object we would like to tape record the discussion to make sure we do not miss anything. Only members of our group will listen to the tapes. The tapes will be erased after our study is over. You can ask us to turn off the tape recorder at any time.

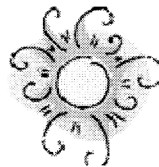
If you decide to participate in this interview, you will be asked to sign this informed

consent form. Signing this form means that you understand the purpose of the AOCA project and what you will be asked to do during the project. It also means that you understand that you can stop taking part in the project at any time you want to.

WHAT WILL YOU GET OUT OF BEING IN THIS PROJECT? You will have the

opportunity to share your thoughts about the future of East Chatham community that you serve. You will not be paid to participate in this interview. There are no costs for participating in the study other than your time spent during this interview.

Although you may not experience any direct benefits, your participation may be beneficial to community improvement efforts by providing useful information that can be used by the community to plan and improve services available for its residents.



WHAT WILL WE DO WITH THE INFORMATION THAT WE GATHER? The team will

summarize the information gathered from interviews and present it both written and verbally to your community. The Chatham County Health Department will also use de-identified data to assist them in conducting a County-wide health assessment in order to inform services and programs in the upcoming year.

YOUR PARTICIPATION IS VOLUNTARY AND CONFIDENTIAL.

Any information that you provide will remain confidential. To protect your privacy, all of the information you provide will be stored

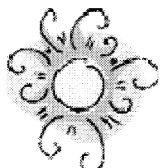
only with an identification number, not with your name. Though your name and address may be collected, it will not be used in any way in the research study or linked to your responses. It will only be used to invite you to attend the community forum. Participants will not be identified in any report or publication about this study. Although every effort will be made to keep research records private, there may be times when federal or state law requires the disclosure of such records, including personal information. This is very unlikely, but if disclosure is ever required, UNC-Chapel Hill will take steps allowable by law to protect the privacy of personal information. The Chatham County Public Health Department will be able to access collected data, but it will not be linked to names *or any identifying information*. If you would like to remain completely anonymous, you can pick a made up name to use during the project so that nobody will see your real name connected with the study.

Information such as age and sex may be gathered during the interview. These descriptive characteristics are collected only to help summarize our data. When we report the data, all identifying information will be removed so your responses and comments will not be linked to you. The only people with access to all data are the members of the student team and the faculty advisors. All notes and audiotapes containing your interview responses will be stored in a locked cabinet at the School of Public Health and will be destroyed in May 2006 when the study is over.

over. Collected data, without names and identifying information, given to the Chatham County Public Health Department will be maintained there in a locked cabinet until December 31, 2006 when their health assessment is complete.

WHAT ARE THE RISKS OF TAKING PART IN THIS PROJECT?

There are minimal physical, psychological, or social risks associated with participating in this study. You may feel uncomfortable talking about what it is like to live in your community. You are free to stop participating at any time. You can refuse to answer any questions. During the interview you may ask that the recording be stopped at any time. Whether or not you participate in the research will have no effect on services obtained in the community or any relationship with the UNC.



WHO IS IN CHARGE OF THIS PROJECT? HOW CAN I CALL THEM?

This is a student project conducted under the supervision of our faculty advisor, Kate Shirah. You can call Kate, collect if you wish, at her office at the UNC – School of Public Health. The number is 919-966-0057 if you ever have questions about this project. If you have any particular questions to a student team, you can call us at the toll-free number is 866-610-8272.

All research on human volunteers is reviewed by a committee that works to protect your rights and welfare. If you have questions about your rights as a research participant, you may contact, anonymously if you wish, the

Institutional Review Board at 919-966-3113 or by email to IRB_subjects@unc.edu

If you are interested in participating in an interview, **please read the following agreement statement very carefully.** Then please sign and date this form and give it to one of the interviewers. You will get a copy of the form for your own records.

This project has been approved by the UNC-CH Public Health Institutional Review Board, Office of Human Research Ethics.

Agreement Statement:

By signing this consent form, I give permission to the University of North Carolina at Chapel Hill to use my interview information for the Action-Oriented Community Assessment.

If I decide not to have my information used, I will tell you in writing at:
Kate Shirah
UNC School of Public Health
Dept of Health Behavior and Health Education
Campus Box 7440
Chapel Hill, NC 27599-7440

(Your signature and date)

(Team member signature and date)

Thank you!

**THIS CONSENT FORM SHOULD BE SIGNED ONLY
BETWEEN 2/2/06 AND 12/01/06 **

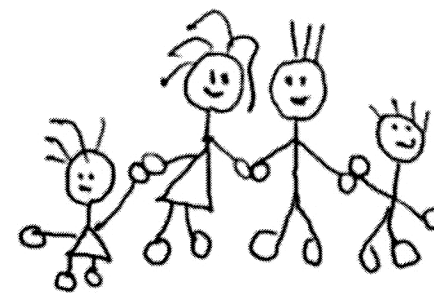
**APPROVED BY THE PUBLIC HEALTH IRB
THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL**

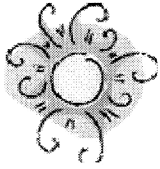


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Would you like to participate
in a community assessment
of your community?

Consent Form for
Community Members





WHAT IS AOCA?

AOCA means Action-Oriented Community Assessment.

AOCA is a study to learn about the cultural, social, economic, and health experiences of individuals who live in East Chatham County. The purpose is to better understand the experiences of members of your community.

WHY ARE YOU BEING ASKED TO PARTICIPATE IN AOCD?

You are invited to participate because we want your ideas on the strengths and needs of East Chatham County. Someone in your community identified you as a person who can talk about the views of East Chatham County as a whole.

WHAT WILL YOU BE ASKED TO DO?

You will be asked to participate in an individual interview with two team members from the UNC School of Public Health. The interview is made up of a series of questions about life in East Chatham County. An example of a general question is, "What is it like to live in your community?" There are no wrong answers or bad ideas, just different opinions. The interview will be one-time only and will take about 60 minutes of your time. If you agree to participate in the interview we will record your response on a piece of paper. Also, if you do not object, we would like to tape record the discussion to make sure we do not miss anything. Only members of our group will listen to the tapes. The tapes will be erased after our study is over. You can ask us to turn off the tape recorder at any time.

If you decide to participate in this interview, you will be asked to sign this informed consent form. Signing this form means that you understand the purpose of the AOCA project and what you will be asked to do during the project. It also means that you understand that you can stop taking part in the project at any time you want to.

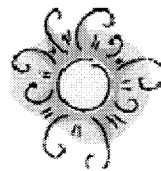
WHAT WILL YOU GET OUT OF BEING IN THIS PROJECT?

You will have the opportunity to share your thoughts about the future of East Chatham County. You will not be paid to participate in this interview. There are no costs for participating in the study other than your time spent during this interview.

Although you may not experience any direct benefits, your participation may help to make things better in East Chatham County over time.

WHAT WILL WE DO WITH THE INFORMATION THAT WE GATHER?

The team will summarize the information gathered from interviews and present it both written and verbally to your community. The Chatham County Health Department will also use de-identified data to conduct a health assessment in order to inform services and programs in the upcoming year.



YOUR PARTICIPATION IS VOLUNTARY AND CONFIDENTIAL.

Any information that you provide will remain confidential. To protect your privacy, all of the information you provide will be stored

only with an identification number, not with your name. Though your name and address may be collected, it will not be used in any way in the research study or linked to your responses. It will only be used to invite you to attend the community forum.

Participants will not be identified in any report or publication about this study. Although every effort will be made to keep research records private, there may be times when federal or state law requires the disclosure of such records, including personal information. This is very unlikely, but if disclosure is ever required, UNC-Chapel Hill will take steps allowable by law to protect the privacy of personal information. The Chatham County Public Health Department will be able to access collected data, but it will not be linked to names *or any other identifying information*.

If you would like to remain completely anonymous, you can pick a made up name to use during the project so that nobody will see your real name connected with the study.

Information such as age and sex may be gathered during the interview. These descriptive characteristics are collected only to help summarize our data. When we report the data, all identifying information will be removed so your responses and comments will not be linked to you. The only people with access to all data are the members of the student team and the faculty advisors. All notes and audiotapes containing your interview responses will be stored in a locked cabinet at the School of Public Health and will be destroyed in May 2006 when the study is



THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL
Office of the Vice Chancellor for Research and Economic Development

Campus Box 4100, 301 Bynum Hall
Chapel Hill, NC 27599-4100
(919) 962-7757 FAX: (919) 962-6769
<http://research.unc.edu>

January 27, 2006

To Whom It May Concern:

In accordance with the National Institutes of Health (NIH) notices OD-00-039 of August 25, 2000 and OD-01-061 of September 5, 2001, The University of North Carolina at Chapel Hill submits the following information concerning the education in the protection of human research participants undertaken by the key personnel involved with this project. The following persons have been trained in the ethical and regulatory requirements for protection of human research participants in compliance with NIH requirements and The University of North Carolina at Chapel Hill "Policy on Education and Certification of Investigators Involved in Human Subjects Research." <http://ohre.unc.edu/irbtraining/>

Name	Dept	Training
Elynor Lord	Obstetrics And Gynecology	CITI- Social/Behavioral
Michele Lanham		CITI- Social/Behavioral
Deannndria Seavers	Frank P Graham Child Dev Ctr	CITI- Social/Behavioral
Carolyn Behrend	School Of Nursing	CITI- Social/Behavioral
Joshua Murphy	Medicine	CITI- Social/Behavioral
Nancy Desousa	Graduate School	CITI- Social/Behavioral
Erica Haney		CITI- Social/Behavioral
Felicia Browne	Health Behavior & Health Educ	CITI- Social/Behavioral
Duy Tran	Comprehensive Cancer Center	CITI- Social/Behavioral
Ian Wang	Highway Safety Research	CITI- Social/Behavioral

Should any additional persons come to work on this project and meet the definition of key personnel, they will be trained similarly; their names and certification of their training in the protection of human research participants will be forwarded.

Sincerely,

James E. Peterson, Ph.D.
Associate Vice Chancellor and Director,
Office of Sponsored Research

APPENDIX C. INTERVIEW GUIDE FOR COMMUNITY MEMBERS

APPROVED 2/02/06 EXPIRES 12/01/06 if

Community Member Interview Guide

Introduction:

Hello and thank you for giving us your time today _____. My name is _____. I'm going to be interviewing you today. This is _____, who will be taking notes and helping me during our discussion. We'll be here about an hour to talk to you about your community and your opinions concerning the strengths of your community and the challenges it faces.

We are students from the UNC School of Public Health, and are partnering with the Chatham County Health Department to conduct these interviews and present the results to the community. What we learn from these interviews will be used in the Chatham County Community Health Assessment. The health assessment is being coordinated by the Chatham County Public Health Department and a group of community members and agencies interested in the health of Chatham residents. I'll give you their contact information at the end. We will hold a community forum in mid-April to present the results of the interviews to the community. There will be an open dialogue about the various issues, and future priorities will be identified. The Health Department and other agencies will use these priorities to inform their programs and activities for the next few years.

Before we begin, I need you to sign a consent form, which gives you more information about the assessment process as well as the interview.

Note: Give interviewee consent form, go over key points regarding confidentiality, etc, have them read and sign.

Thank you.

If you don't have any other questions, we will begin the interview. Again, just to remind you there are no right or wrong answers, and you don't have to answer any question that you don't want to. Also, feel free to ask any questions if you need me to clarify what I'm asking.

[Begin Tape now]

Community Health Assessment

1. We realize there have been a variety of research studies, other community assessments, and projects done in Chatham County in the past. Have you ever been interviewed before?
(If yes, Probe: for what project?, then ask a – b)
 - a) Did you feel it was useful or that any action was taken in response to the assessment?
 - b) Have you attended a community meeting where you heard the results of your input?

Definition of Community and Role

Transition statement: Now, we're going to talk about your community

2. First, what do you consider to be your community?
Probe: How would you define your community?
Probe: Who are the members of your community?
Probe: If geographic, where exactly do you live

Transition Statement: You've just described your community as [insert description]. For the rest of the interview, when we talk about your community, I want you to keep that in mind.

3. How long have you lived in your community?
4. How would you describe your community to someone who has just moved into the area?

General Information about your community

5. Can you tell me about the diversity of your community?
Probe: such as race, ethnicity, age, religion
6. How do these diverse groups interact?
7. The population of Chatham County has grown in the past few years. In what ways, if any, has this impact your community?
8. What are you involved in your community?
Probe: What activities or groups do you participate in?
9. What do people do for leisure/fun?
10. What are the popular places where people gather?
11. Can you tell me what role churches play in your community?
Probe: What programs/activities do churches offer?
Probe: How many people participate?
12. How involved are people in politics?
Probe: such as voting, talking with community leaders, elections
Probe: Who is most involved with politics in your community?

Assets and Needs of your community

Transition Statement: Now I'd like to talk about the assets and needs of your community.

13. What are the strengths of your community?
Probe: such as resources, agencies, social gatherings/support, physical environment
14. What makes community members proud?
15. What brings people in your community together?
16. What seems to divide people in your community?
17. What services do community members use?
Probe: community programs, social or healthcare services
18. Do you think it's difficult to use services?
 - a. [If no] what things help people use services?
 - b. [If yes] What makes it difficult?*Probe: Financial reasons, transportation, hours, lack of translators*

Note: write identified needs for questions #19 and 20

19. What do you think are the major issues/needs of your community?
Probe: such as children, income, elderly, safety, housing, education, disability, health, sanitation
Probe: Which needs do you feel are the most important for your community to address?

Health Issues

20. To this list of community needs you have made, are there any other specific health issues or concerns that affect your community that you would like to add?
Probe: (If interviewee gives a long list) Of the health issues you've just named, what do you think are the three most important and why?

2002 Health Priorities

In 2002 a community health assessment was conducted by The Chatham County Public Health Department. In this next section, I'll be asking you questions about health concerns that were identified as priorities.

Note: Give list

Here is the list of 11 priorities from 2002:

- Physical activity
- Injury prevention
- Water quality
- Nutrition and obesity
- Safe sex and pregnancy prevention
- Family violence
- Tobacco use prevention
- Indoor air quality - asthma
- Affordable and available child care
- Alcohol and drug use
- Infant mortality

21. What, if any, activities do you know of regarding these issues?
22. Do you think things are getting better or worse with these issues?
23. Of these 11 priorities, which ones do you think are priorities for your community?
Probe: (If interviewee gives a long list) what do you think are the three most important and why?

Note: Give personally identified priorities and the 11 priorities sheets to the interviewee

24. Out of these priorities, tell me how you think they should be addressed?

Communications

Transition statement: Now, I'd like to shift gears a little bit to talk to you about communicating with your community.

25. What are the best ways to get information to people in your community?
Probe: such as information about health?
26. If there were a community emergency, such as Hurricane Katrina in New Orleans, what do you think is the best way to get urgent messages to people in your community?

Transition Statement: We're nearing the end of the interview, and I wanted to thank you for sharing your insights and thoughts. [If time allows, summarize some of the main points that s/he said and ask for clarification, revisit themes that could be explored]

27. Is there anything else you'd like to add?

Recommendations from Interviewee

28. Our goal is to get a broad perspective of your community by interviewing diverse representatives. Considering this goal, who would you recommend we talk to?
Probe: How might they be helpful to us?
29. Would you be willing to make the initial contact with these people or organizations to ask them if we can contact them later?
(Probe: You could call or email them and we can follow-up with you in a few days to find out what happened.)
Note: Give them contact form
30. Are there any upcoming community events that you recommend we go to?

Recommendations for Community Forum

Transition Statement: As mentioned previously, we will hold a community forum in mid-April. The results of these interviews will be shared with the community members and service providers. Everyone will then participate in an open dialogue in order to identify some common themes and priorities.

31. Do you have any ideas regarding how to get people to attend?
(Probe: time, place, publicity)
32. Do you have any general suggestions on how to plan the event?
33. Would it be okay for us to contact you in helping us plan this event?
34. Who else do you think we should ask to help plan the forum?

Additional Information

35. Is there anything else you would like to share in general or about your community?

Thank you for your participation!

Here is a copy of the consent form you signed earlier. It has contact information on it if you want to contact us in the future. Also, here is the business card for Vanessa Jeffries at the Health Department. She is helping to coordinate the Community Health Assessment here in Chatham and can also be of help if you have any questions or comments. Lastly, we'd like to give you a copy of the most recent Health of Chatham report. It has information in it regarding each of the 11 priority issues we talked about today.

Thank you again for your time.

APPENDIX D. INTERVIEW GUIDE FOR SERVICE PROVIDERS

APPROVED 2/02/06 EXPIRES 12/01/06 *yl*

Service Provider Interview Guide

Introduction:

Hello and thank you for giving us your time today _____. My name is _____. I'm going to be interviewing you today. This is _____, who will be taking notes and helping me during our discussion. We'll be here about an hour to talk to you about the community and your opinions concerning the strengths of the community and the challenges it faces.

We are students from the UNC School of Public Health, and are partnering with the Chatham County Public Health Department to conduct these interviews and present the results to the community. What we learn from these interviews will be used in the Chatham County Community Health Assessment. The health assessment is being coordinated by the Chatham County Public Health Department and a group of community members and agencies interested in the health of Chatham residents. I'll give you their contact information at the end. We will hold a community forum in mid-April to present the results of the interviews to the community. There will be an open dialogue about the various issues, and future priorities will be identified. The Health Department and other agencies will use these priorities to inform their programs and activities for the next few years.

Before we begin, I need you to sign a consent form, which gives you more information about the assessment process as well as the interview.

Note: Give interviewee consent form, go over key points re: confidentiality, etc., have them read and sign). Thank you.

***Note:** Before beginning the interview, ask the person's full name, job title, and the official name if his or her agency and write this information down.*

If you don't have any other questions, we will begin the interview. There are no right or wrong answers. If there is a question that you don't know the answer to or would not like to answer, that's not a problem. Just say you'd like to skip the question. Also, feel free to ask any questions if you need me to clarify what I'm asking.

Note: Throughout interview, probe to find out if there are differences or similarities between east and west side of the county. Have map visible to interviewee at all times with a clear line drawn between East and West as we have defined it.

(Turn on tape recorder)

General Information about the community

1. Do you live in Chatham County?
2. How long have you worked in Chatham County?
3. Where have you worked?
4. How would you describe the community to someone who has just moved into the area?
Probe: for geographic information.
5. Can you tell me about the diversity of the community?
Probe: Race, ethnicity, age, religion
6. How do these diverse groups interact?
7. The population of Chatham County has grown in the past few years. In what ways, if any, has this impacted your community?
8. What do people do for leisure/fun?
9. Where are the popular places where people gather?

Providing services to the community

Transition statement: Now we would like you to think about the services you provide to the community.

10. What services do you provide to community members?
11. What is the catchment/geographic area for the services that your agency provides?
12. Who are the priority populations for your agency's services?
13. Who in Chatham has the greatest need for your agency's services?
14. What are the biggest barriers/challenges to doing your work?
15. What services are under-utilized and why do you think that is?
16. What community needs are not met by your agency or other organizations in Chatham?
17. Can you tell me about the greatest success your agency has had in this community?

Assets and Needs of the community

Transition statement: Now I'd like to talk about the assets and needs of the community.

18. What are the strengths of the community?
Probe: Resources, agencies, social gatherings/support, physical environment
19. What makes community members proud?
20. What brings people in the community together?
21. What seems to divide people in the community?
22. What services do community members use most?
Probe: such as community programs, social or healthcare services
23. Do you think it is difficult for people in the community to use services?
 - a. [If no] what things help people use services?
 - b. [If yes] What makes it difficult?*Probe: Financial reasons, transportation, hours, lack of translators*

Note: Write identified needs for # 23 and 24 on separate sheet of paper

24. What do you think are the major issues/needs of the community?
Probe: children, income, elderly, safety, housing, education, disability, health, sanitation
Probe: Which needs do you feel are the most important for the community to address?

Health Issues

25. To this list of community needs you have made, are there any other specific *health* issues or concerns that affect the community that you would like to add?
Probe: (If interviewee gives a long list) Of the health issues you've just named, what do you think are the three most important and why?

2002 Health Priorities

In 2002 a community health assessment was conducted by The Chatham County Public Health Department. In this next section, I'll be asking you questions about health concerns that were identified as priorities.

Note: Give Priority Sheet to interviewee

Here is the list of 11 priorities from 2002:

- Physical activity
- Injury prevention
- Water quality
- Nutrition and obesity

- Safe sex and pregnancy prevention
- Family violence
- Tobacco use prevention
- Indoor air quality - asthma
- Affordable and available child care
- Alcohol and drug use
- Infant mortality

26. What, if any, activities do you know of regarding these issues?
27. Do you think things are getting better or worse with these issues?
28. Of these 11 priorities, which ones do you think are priorities for the community?
Probe: (if interviewee gives a long list) what do you think are the three most important and why?

Note: Give personally identified priorities and 11 priorities sheet to interviewee

29. Out of these priorities tell me how you think they should be addressed?

Communications

Transition statement: Now I'd like to shift gears a little bit to talk about communicating with the community.

30. What are the best ways to get information to people in the community?
Probe: Information about health
31. Do you/your agency use these methods? How well do they work for you/your agency?
32. If there were a community emergency, such as Hurricane Katrina in New Orleans, what do you think is the best way to get urgent messages to the community?

Transition Statement: We're nearing the end of the interview, and I wanted to thank you for sharing your insights and thoughts. (If time allows, summarize some of the main points that s/he said and ask for clarification, revisit themes that could be explored)

33. Is there anything else you'd like to add?

Recommendations from Interviewee

34. Our goal is to get a broad perspective of the community by interviewing diverse representatives. Considering this goal, who would you recommend we talk to?
Probe: How might they be helpful to us?
35. Would you be willing to make the initial contact with these people or organizations to ask them if we can contact them later?
Probe: You could call or email them and we can follow-up with you in a few days to find out what happened. (Give them contact form)
36. Are there any upcoming community events that you recommend we go to?

Recommendations for Community Forum

Transition Statement: As mentioned previously, we will hold a community forum in mid April. The results of these interviews will be shared with the community members and service providers. Everyone will then participate in an open dialogue in order to identify some common themes and priorities.

37. Do you have any ideas regarding how to get people to attend? (time, place, publicity)
38. Do you have any general suggestions on how to plan the event?
39. Would it be okay to contact you about help in planning the event?
40. Who else do you think we should ask to help plan the forum

Additional Information

41. Is there anything else you would like to share in general or about the community?

Thank you for your participation!

Here is a copy of the consent form you signed earlier. It has contact information on it if you want to contact us in the future. Also, here is the business card for Vanessa Jeffries at the Health Department. She is helping to coordinate the Community Health Assessment here in Chatham and can also be of help if you have any questions or comments. Lastly, we'd like to give you a copy of the most recent Health of Chatham report. It has information in it regarding each of the 11 priority issues we talked about today.

Thank you again for your time.

APPENDIX E. LIST OF INTERVIEWEES

APPENDIX E. LIST OF COMMUNITY MEMBER INTERVIEWS

ID #	Age	Race	Gender	Date Interview Conducted
Community Member #1	Middle-aged	White	Male	02/10/2006
Community Member #2	Senior	White	Male	02/20/2006
Community Member #3	Middle-aged	White	Female	02/22/2006
Community Member #4	Middle-aged	White	Female	02/24/2006
Community Member #5	Senior	White	Female	02/24/2006
Community Member #6	Late 50s	African American	Female	02/24/2006
Community Member #7	Senior	White	Female	02/27/2006
Community Member #8	Senior	White	Male	02/27/2006
Community Member #9	Senior	White	Female	03/01/2006
Community Member #10	Senior	African-American	Female	03/03/2006
Community Member #11	Senior	White	Male	03/06/2006
Community Member #12	Late 30s	White	Female	03/24/2006
Community Member #13	Early 40s	White	Female	03/24/2006
Community Member #14	Senior	African-American	Female	03/27/2006
Community Member #15	Senior	African-American	Female	04/03/2006

APPENDIX E. LIST OF SERVICE PROVIDER INTERVIEWS

ID #	Date Interview Conducted
Service Provider #1	02/09/2006
Service Provider #2	02/10/2006
Service Provider #3	02/10/2006
Service Provider #4	02/10/2006
Service Provider #5	02/13/2006
Service Provider #6	02/13/2006
Service Provider #7	02/15/2006
Service Provider #8	02/16/2006
Service Provider #9	02/18/2006
Service Provider #10	02/20/2006
Service Provider #11	02/22/2006
Service Provider #12	02/24/2006
Service Provider #13	03/01/2006
Service Provider #14	03/01/2006
Service Provider #15	03/08/2006

APPENDIX F: CODING TREES

APPENDIX --: COMMUNITY MEMBERS

APPENDIX --: SERVICE PROVIDERS

APPENDIX F: CODING TREE

Community Member Coding Outline

Assessment –

Useful

Not Useful

Description of Chatham County

Affluent

Agricultural

Church base

Diverse

Friendly

Hard working people

Health Care

Historical

Location

Natural

Not children friendly

Old Southern Value

Once thriving

Poor

Retirement community

School system

Segregated

Sense of Community Spirit

Textile based

Traditional

Rapidly developing (Residential)

Friendly

Community definition:

Church

Close knit

Growing Hispanic Population

Neighborhood

Relationship

Region

Rural Community

Time / Heritage (sense of history)

Township

Diversity

Age

Artist community

Economic Status

Education status

Homogenous

Languages

Race

Religion

Segregated

Religion

Roles

Politic

Involvement

Key players

Strengths

Ability to work together
Affluence
Artist community
Atmosphere
Community college
Community support
Direct communication
Diversity
Education
Growth
Hardworking people
Healthcare
Independent people
Heritage
Location
Organic farming
Physical Environment
Politics
Racial relation
Relationships
Retirement community
Rural
Stability

Proud:

Community college
Family
Gardening
Heritage
History
Home ownership
Intentional growth
Local business
Low crime rates
Racial interactions
Religion

Leisure

Arts
Church
Council on Aging
Gardening
Hunting
Library
Music
Outdoor sports, Family Events, Kids sport
Out of town
Reading
Volunteer
Work
Yard work

Popular Gathering place

Auxiliary
Church events
Clubs
Family events
None
Restaurants

Sports

Brings people together

Church events

Community events

Death

Health concerns

School events

Natural Disaster

Division

Development

East and West Divide

Education level

Insider vs. Outsiders

Politics

Racism

Religion

Rural vs. Urban

SES

Taxes

Zoning

Impact of growth

Bedroom community

Changing people's interaction – less personal

Changing demographic – More white

Changing economics – higher median income

Competition

Hispanic

Intellectual stimulation

More arts

More business

More facilities

More sidewalks

Population growth

Positive cultural experiences

Traffic

Water capacity

School Capacity

Concerns

Addiction services

Affordable Housing

Air quality

Diabetes

Distribution of services

Drugs

Elderly – support services

Greater demands for services / Facilities capacity

Growing Latino population

Hunger

Jobs and land for future generation

Lack of community involvement / investment “bedroom community”

Lack of family oriented children activities

Lack of job

Land Usage

Latino population taking jobs away from residents

Less community interaction as the population grows

Local business

Nepotism
Obesity
Population growth
Recreation
School systems
Segregation
Tobacco control
Transportation
Youth involvement
Water Quality
Water infrastructures

Major Issues and needs

Affordable Housing
Air pollution
Better services
Development
Cancer
County Communication
Diabetes
Domestic violence
Distribution of services
Funding
Health Education
Health care
Hispanic Population
Industry
Industrial pollution
More services / jobs for AA community
Obesity
Outdoor air pollution
Poverty
Rural teens
Schools
Substance abuse
Transportation
Water infrastructures

Church Activity

Adult programs
Attend community meetings and events
Bible study
Community Organizing
Community service
Emotional support
Exercise Program
Financial support for organization
First Responder (Crisis)
Food service
Health Education
Social events
Support groups

Service people use:

Chatham Hospital
Chatham Together
Childcare

*Council on Aging
Family Violence Rape Crisis Center
Farm Bureau
Health Department
Housing Authority
Lack of information
Lack of services
Lack of trust towards HC providers
Social Service
Transportation
Technology
Trash
United Way*

Health Priorities

*Injury Prevention
Obesity
Physical Activity
Water Quality
Nutrition and obesity
Safe sex and pregnancy
Family Violence
No idea on Tobacco use prevention
Affordable and Available Childcare
Alcohol and drug use is really getting worse*

Solution

*More preventative work
More community collaboration
Community organizing
Involve the church
Involve school counselor at community meetings
Conduct impact study
General Communication
Chatlist
Church bulletin
Civic Organizations
Door to door
Education campaign
Identify and involve community leaders in pockets of community
Internet
Mass mailing
Media
Newspaper
Telephone
Word of mouth*

Emergency communication

*Short term emergency – CB radios, Radio, TV, telephone trees, major employers
Long Term – set up communication zone throughout the county
Media – TV, Radios
CB Scanner
Word of mouth*

Service Provider Coding Tree

Community Definition

- Economic
- Regional
- Racial
- Length of residence
- Political
- By age
- Area of their customer base.

Description of Chatham

- Pleasant
- Rural
- Diverse
- Faith-based
- Spread-out land
- Generous and thoughtful residents
- Top educational institutions, hospitals, technology
- Small town historical heritage.
- “vibrant, interesting place to live”
- “a community with all sorts of hidden treasure”
- “healthy place to live and raise kids”
- “a great place -it’s just very special”
- Racial diversity
- Hispanic influx
- Development
- Poor transportation
- Communication
- Socioeconomic divide
- Retirement community
- Out-of-county employment.

Community Strengths

- Physical Beauty
- Central location
- Rural
- Quiet
- Private
- Caring and generous people
- Access to world-class research universities

Pride

- Arts
- People

Physical environment

Brings people together

Community events

Church Function

Festivals

Street Fairs

Politics

Tragic Events

Health Priorities

Identified 2002 Chatham Health Priorities

- Physical activity
- Injury prevention
- Water quality
- Nutrition and obesity
- Safe sex and pregnancy prevention
- Family violence
- Tobacco use prevention
- Indoor air quality - asthma
- Affordable and available child care
- Alcohol and drug use
- Infant mortality

Non-listed Health Priorities

Mental health

Division

Religion

Church play a central role

Very faith based communities

Mostly Southern Baptists

growing number of different faiths in the community

Geography

East vs. West

Pittsboro vs. Siler City

Isolation

Segregation

Growth

Population

Long time residents vs. New Comers

Hispanics

Retirees

Business executives

Farmers

Industrial workers

Economic

Industries

Factories

Development

Racism

Lack of Acknowledgement

Towards Hispanic Community

Towards African-American Community

Isolation outside of work environment

Recreation

Leisure

Parades

Art

Festivals

Shacory Music Festival

Christmas Parade

Annual Artist Home Tour

Outdoors

Jordan Lake

Central Carolina Community College walking trail

Siler City swimming pool

Sports

Organized sports leagues

Lack of availability to all ages and interests

Outdoor sports

Golf

Boating

Hunting

ATVs

Hiking

Entertainment

No movie theater

No shopping mall

Limited restaurants

No bars

No age appropriate entertainment for youth

Gathering place

lack of centralized place

Churches

Schools

Wal-Mart

Outside of Chatham

Jordan Lake

Obtaining Services

Barriers

Affordability

Childcare

Decision made to either work or stay home.

increasing Real estate prices

Quality Food

a. Grocery store in Pittsboro

Transportation

No taxi service

Chatham Transit

Lack of essential destination locations

Lack of availability

Communication

Electronic Media

Television

Channel 5 & 11 in the North

Channel 21 in the South

Radio

WNCA

Internet

Chatlist

Paper Media

Newspapers:

Chapel Hill Herald

The News & Observer in the North

Fayetteville Times and Sanford in the South

Chatham News and Record

Flyers

Church & school bulletins

Verbal communication

Word of mouth

Skits

Networking

Schools/PTA/churches

APPENDIX G. COMMUNITY FORUM MATERIALS (FORUM FLYER)

APPENDIX --: FORUM PLANNING COMMITTEE MEETING AGENDAS

APPENDIX --: FORUM PRESENTATION

APPENDIX --: FORUM PROGRAM

APPENDIX E. FORUM FLYER

***What kind of effect is increased development
having on Chatham?***

***Have you, or someone you know, been affected
by family violence?***

***Do we need more recreational opportunities in
Chatham?***

These are just some of the issues that came up from interviews of your neighbors and Chatham service providers during a community assessment done over the past 6 months. Learn the results of these interviews. Talk about what kind of actions need to take place around these and other key Chatham issues at the:

East Chatham County Community Forum

**Thursday, April 20, 2006
6-8:30pm**

**Central Carolina Community College,
Multipurpose Room**

Win raffle prizes such as: 3-month Millennium Gym Membership, a half hour massage from Aria Spa, and gift certificates to local restaurants such as Torero's, The General Store, Domino's, and Fearington Village!

Please join us for a fun and informative evening!

Dinner and entertainment provided



Sponsored by UNC School of Public Health
and Chatham Health Assessment Team



APPENDIX G. COMMUNITY FORUM MATERIALS

East Chatham Community Forum Planning Committee

Thursday, March 30, 2006 5:30-6:30pm

I. Introductions/Icebreaker (10 minutes)

II. Process Description (10 minutes)

a. AOCD

b. CHA Team

III. Vision for Forum: (10 minutes)

a. Past Forums/Community Assessments

i. What worked? What didn't?

b. Goals/Vision for the forum

IV. Logistics (25 minutes)

a. Update on Solicitation/Donation

b. Suggestions for food, entertainment

c. Publicity:

i. Flyer

ii. Letter

V. Dates/Times for Subsequent Meetings (5 min)

APPENDIX G. COMMUNITY FORUM MATERIALS

East Chatham Community Forum Planning Committee

Monday, April 10, 2006 5:00-6:30pm

VI. Introductions of new people (5 minutes)

VII. Logistics Update (20 minutes)

- a. Publicity**
- b. Flyers**
- c. Personal Invitations**
 - i. Church List**
 - ii. Elected Officials**
 - iii. Interviewees**
 - iv. Service Providers?**
- d. Supplies**
- e. Food**
- f. Entertainment**
- g. Donations/Solicitation**

VIII. Themes (45 minutes)

- a. Presentation of Themes**
- b. Final List**
 - i. Service Provider/Main contact for follow/up action items**

IX. Discuss Facilitation Techniques (15 minutes)

- a. SHOWED**
- b. ForceField**
- c. Facilitation Volunteers?**

X. Other Duties/Action Items (5 minutes)

- a. Church List Contacts**
- b. Other Contacts**

APPENDIX G. COMMUNITY FORUM MATERIALS

Agenda For Community Forum Planning Committee 03/30/06

I. Present Triggers

- Discuss facilitation technique
- Discuss potential problems with trigger
- Would people like to co-facilitate?
- Follow-through contacts

II. Volunteers

- Set-up at 5:00
- Break-down after forum at 8:30

III. Discuss Speakers

- Prayer
- Introduction
- Opening
- Closing

IV. Show Program

V. Last Minute Publicity Push

- Letters
- Flyers
- Emails
- Phone Calls

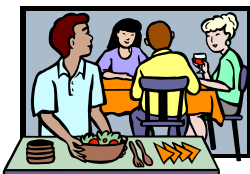
Contact Info:

Erica Haney
ehinnc@hotmail.com
(919) 280-2775

Nancy Desousa
desousa@email.unc.edu

WELCOME CHATHAM!!

- Presentation will begin promptly at 6:30pm
- Please review the program for schedule details
- Enjoy your dinner and music!



East Chatham Community Forum

UNC School of Public Health:

Felicia Browne
Nancy DeSousa
Erica Haney
Duy Tran
Ian Wang

What is AOCA?

- AOCA stands for Action Oriented Community Assessment
- The purpose is to learn about the cultural, social, economic, and health experiences of individuals who live in East Chatham County to better understand the experiences of members of your community.



Team Process

- Attended community events
- Reviewed literature about the county
- Conducted interviews with service providers and community members
- Write up a final document



Forum Goals



- Provide an opportunity for you to hear about the views expressed during the interviews
- Bring people together to talk about your concerns
- Create action steps in order to collaborate on the community's strengths

Theme Selection

- Analyzed interviews
- Came up with recurring issues and concerns
- Incorporated these concerns into theme statements
- Presented most prevalent themes to the planning committee



Interview Topics

- Health Priorities
- Access and Use of Services
- Pride
- Community Strengths
- Growth

Identified Health Priorities from 2002

- **Physical activity**
- Injury prevention
- **Water quality**
- **Nutrition and obesity**
- Safe sex and pregnancy prevention
- **Family violence**
- Tobacco use prevention
- Indoor air quality - asthma
- **Affordable and available child care**
- Alcohol and drug use
- Infant mortality

Access and Use of Services



- Lack of Knowledge of Existing Services
- More Preventive Healthcare Services
- Lack of Transportation Barrier to Services
- Difficulty in Using Chatham Transit
- Services more available in certain areas



Community Pride

- Rural beauty
- Natural resources such as Jordan Lake and Haw River
- Sense of Heritage and History
- Helping Spirit of Community
- Church Community



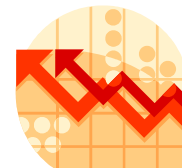
Community Strengths

- Central Location
- Diversity
- Strong organizations
- Collaboration Among Groups
- Political Activism



Growth

- Water and Sewage Infrastructure
- Business Growth
- Affordable Housing
- Job Availability
- Disrupts Rural Environment



Themes for Discussion Tonight

- Centralized Communication
- Water Quality
- Job Availability
- Affordable Housing
- Recreational Activities

Centralized Communication

Chatham residents expressed that there is no effective communication method in the county

"This is a large county. Siler City takes the Greensboro paper, North Chatham takes the Durham paper or the Chapel Hill paper. East Chatham takes The News and Observer. [...] There is no way to communicate with this whole county. The Chatham Record is read by some, or the Chatham News, which are published by the same people."



Job Availability

The lack of job availability causes nearly 55% of Chatham residents to work outside of the county

"That's one of my biggest challenges, keeping staff. [...] This a good training ground and then people leave and make a lot more money [somewhere else]"



Water Quality

Chatham residents are concerned about the quality of water in the county

"There's been a lot of talk about the river, water supply, and what's dumped in river upstream . . . So, there have been a lot of studies on the water, but unfortunately, so many of the chemicals that get put in the river, there's no test to pick them up. So, we know that a lot of things come back, but the thing is that we don't know how many may be there that can't be detected . . . I think you can detect it by the taste, but I don't drink town water."



Affordable Housing



The rise in the cost of housing in the county is making it more difficult for low income families to find affordable housing

"If you have to pay twelve thousand dollars an acre for out in the county, you're not going to put cheap houses on it. You're going to put expensive houses. So the people that teach school here, the people that are the fireman, the ministers, the policemen, the deputies, the county employees they're not going to be able to afford to live here."

Recreational Activities



Community members and service providers note a lack of recreational opportunities for both youth and adults in Chatham County

"They told me they have over 1000 kids sign up for basketball. And they have so little gym space that we were playing basketball at 8:30 at night. [...] there are so many kids and so little space, they were just lining those games up bang bang bang bang bang, you know, one after another and still not being able to get everything in."

THANK YOU!

To all Chatham community members and service providers who provided us with their thoughts, opinions and concerns about the strengths and needs of the community in which they live and work



SMALL GROUP DISCUSSION

- Now we will break into small groups
- Please select the theme discussion in which you would like to participate
- We will reconvene after the small group discussions to report back to the large group and review action steps
- Have a great discussion!



East Chatham County Community Forum

**Thursday, April 20, 2006
6:00pm - 8:30pm
Central Carolina Community College**



Sponsored by UNC School of Public Health
and Chatham Health Assessment Team



Description of Process

Working in Chatham:

We are a team of five students from UNC School of Public Health who conducted an Action Oriented Community Assessment (AOCA). The AOCA process is to learn about the cultural, social, economic, and health experiences of individuals of a community through attending events, interviewing both service providers and community members about the strengths, assets, and needs of the community. We spent six months in the eastern part of Chatham County; another student team conducted a similar assessment for the western side of the county.

Collaboration:

Students worked with The Chatham Health Assessment (CHA) Team, a group coordinated by the Chatham County Public Health Department, who are in charge of conducting a Chatham county-wide health assessment to identify the health priorities of Chatham residents and inform future services. While the AOCA interviews did not focus solely on health issues, our results will add to the data that the CHA Team members are collecting through their focus groups and surveys.

Interviews and Theme Selection:

We have identified recurring issues that community members have expressed as important during interviews. A forum planning committee of community leaders and service providers then chose a short list of priority issues to discuss at tonight's community forum.



Notes

Acknowledgements

The student team and CHA would like to acknowledge and thank the following people for their contributions to the success of tonight's forum and the entire process:

The Forum Planning Committee Members: Ms. Edith Cox, Dr. Richard Farmer, Dr. Jim Granger, Ms. Judy Hogan, Ms. Lucy Jenkins, Ms. Mary Linker, Ms. Phyllis Smith, and Ms. Joan Phillips-Trimmer.

The Teaching Team: Dr. Nicole Berry, Dr. Geni Eng, Ms. Iguehi Esoimeme, Ms. Kasey Poole, and Ms. Kate Shirah.

The Preceptor Team: Ms. Robin Criffield, Ms. Vanessa Jeffries, Ms. Monique Peloquin, and Ms. Joan Phillips-Trimmer.

Volunteers, CHA Team Members, and all the service providers and community members who contributed to this project through taking the time to interview with us and share their ideas.

The following businesses for providing food, donations, and raffle prizes for the event: Allstate Insurance, Aria Skin and Laser Spa, Capital Bank, Chatham Co. Health Department, Ciao Bella, Domino's Pizza, Fearrington Village, First National Bank, The General Store, Lowe's Food, Millennium Sports Club, Miss Nails, Nationwide Insurance, Snowflake Ice Cream, and Torero's Mexican Restaurant.

Description of Process

Forum:

At tonight's forum, we will facilitate small group discussions on five main themes: centralized communication, job availability, water quality, affordable housing, and recreational activities. These discussions are meant to create action steps and mobilize interested community members and service providers around these key issues. There will be a report-back to the larger group and opportunities for participants to become involved in following through on identified action steps.

Next Steps:

Following the forum, we will write up a final document which will contain *all* recurring issues from service provider and community member interviews, relevant secondary data, team observations, and specific action steps identified tonight. This document will be made publicly available to Chatham residents by June 1, 2006. This report will also be given to the Chatham County Public Health Department as well as other service agencies that may be able to use the identified priorities and action steps to inform their programs and activities for the next few years.



Schedule of Events:

6:00 – 6:30pm	Opening Prayer Dinner Entertainment
6:30 – 6:45pm	Introduction by Ms. Phillips-Trimmer Acknowledgements
6:45 – 7:00pm	Overview of Themes Statement by Ms. Hogan
7:00 – 8:00pm	Small Group Discussions: <ul style="list-style-type: none"> • Centralized Communication • Job Availability • Water Quality • Affordable Housing • Recreational Activities
8:00 – 8:20pm	Report Back on Action Steps
8:20 - 8:30pm	Closing by Ms. Phillips-Trimmer



Forum Sponsors

General Store Cafe
39 West St
Pittsboro, NC 27312
(919) 542-2432

Lowes Food of Chapel Hill
11312 US Highway 15
501 N
Cole Park Plaza
Chapel Hill, NC 27514
(919) 969-1464

Lowes Food of Pittsboro
386 East Street
Pittsboro, NC 27312
(919) 542-1383

Millennium Sports Club
Cole Park Shopping Center
11 Cole Place
Chapel Hill, NC 27517
(919) 967-7272

Miss Nails
11312 US Highway
15 501 N #105
Chapel Hill, NC
27517
(919) 929-7997

Nationwide Insurance
79 Hillsboro St
Pittsboro, NC 27312
(919) 542-7373

Snowflake Ice Cream
Chatham Crossing
11312 US Hwy 15-
501 N. Ste. 103
Chapel Hill, NC
27517
(919) 968-8853

Torrero's Mexican Restaurant
11520 US Highway
15 501 N
Chapel Hill, NC
27517
(919) 929-8012

Forum Sponsors

Allstate Insurance
84 Hillsboro St
Pittsboro, NC 27312
(919) 542 5533

Aria Skin & Laser Spa
11312 US Highway 15
501 N # 10
Chapel Hill, NC 27517
(919) 968-7772

Capital Bank
37 Hillsboro St
Pittsboro, NC 27312
(919) 545-5533

Chatham County Public
Health Department
Post Office Box 130
80 East Street
Pittsboro, NC 27312
919.542.8220

Ciao Bella
11500 Us Highway 15
501 N
Chapel Hill, NC 27517
(919) 932-4440

Domino's Pizza
11312 Us Highway 15
501 N Ste 100
Chapel Hill, NC 27517-
6377
(919) 968-3334

Fearrington Village
2000 Fearrington Village
Pittsboro, NC 27312
(919) 542-2121

First National Bank
1711 E. 11th St.
Siler City, NC 27344
(919) 742-4200

Suggested Ground Rules

Listen to and Show Respect for Other's Opinions

No Disruptive Side Conversations

Allow Everyone Time to Voice Their
Thoughts and Opinions

Address the Idea Not the Person

Allow One Person to Speak at a Time

Allow Facilitator to Guide Discussion

Have Fun



Themes

Centralized Communication

- Chatham residents expressed that there is no one effective communication method in the county.

Job Availability

- The lack of job availability causes nearly 40% of Chatham residents work outside of the county.

Water Quality

- Chatham residents are concerned about the quality of water in the county.

Affordable Housing

- The rise in the cost of housing in the county is making it more difficult for low income families to find affordable housing.

Recreational Activities

- Community members and service providers note a lack of recreational opportunities for both youth and adults in Chatham County.



UNC Teaching Team

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UNC Student Representative

Felicia Browne
919. 357. 6999
febrowne@email.unc.edu

UNC Public Health Institutional Review Board

Office of Human Research Ethics:
919.966.3012



Chatham County Health Department

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Health Educator, School Health Team Leader
POB 130, 80 East Street
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Joan.phillipstrimmer@ncmail.net

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Family Services Coordinator
Chatham Habitat for Humanity
Post Office Box 883
Pittsboro, NC 27312
Phone: 919-542-0794 ext 208
Fax: 919-542-0340
E-mail: chfhrobin@earthlink.net
Website: www.chathamhabitat.org

Themes Centralized Communication

Chatham residents expressed that there is no one effective communication method in the county.

“...this is a large county. Siler City takes the Greensboro paper, North Chatham takes the Durham paper or the Chapel Hill paper. East Chatham takes The News and Observer. There’s not one radio station that everybody listens to. There is no way to communicate with this whole county. The Chatham Record is read by some, or the Chatham News, which are published by the same people. Some people read that, but that’s mostly old-timers. A lot of new people don’t see a weekly paper as being worth anything to them. So that’s one thing that Chatham really needs, is some sort of way to communicate to the whole county at one time.”

“They are using the public school system to get information out. I don’t think that’s working too good for me. They do have the Chatham Chatlist on the internet. I don’t think that gets out to a lot of the older people. As a matter of fact, there probably isn’t anything right now that’s wide distributed in Chatham County that access both the older population and non-public school people because I would think the older people would have the same problem I do. They don’t have a kid in school and they are out of that immediate loop. So there probably isn’t anything right now.”

Themes

Job Availability

The lack of job availability causes nearly 55% of Chatham residents to work outside of the county.

2000 US Census:

- Chatham County residents that work within the county = 11,018
- Chatham County flow outside the county= 13,620
- Outside County Flow into Chatham County = 5,883

“That’s one of my biggest challenges, having staff. Any county that outlies a larger area like Chapel Hill...This is a good training ground and then people leave and make a lot more money...field placement...steal people away [to Chapel Hill and Durham]...and they can earn \$6000 more [than they make here], closer to home...Staff tends to be a semi-revolving door. It takes a while to get skills up...It’s hard on managers having to look for money and look for staff and make sure they know what they are doing.”

Resource Contact Information

Habitat for Humanity

Amy Powell, Director
919.542.0794 ext. 212
chfh@earthlink.net

Libraries

Linda Clarke, Director
919.542.3524
linda.clark@ncmail.net

NC Rural Communities Assistance Project

Nina Ann Baccanari,
Associate Director
Phone: 919-542-7227 ext 23
Fax: 919-542-2329
www.ncrcap.org

Planning Department

Keith Megginson, Planning
Director
919.542.8204
keith.megginson@ncmail.net

Public Works

Roy Lowder, Utilities
Director
919.542.8270
roy.lowder@ncmail.net

Tick-borne Infections Council of NC, Inc.

Maria Herman-Giddens, President
919.542.2529

United Way

Dina Reynolds,
Executive Director
919.542.1110
uwaycc@emji.net

Resource Contact Information

Chatham Co. Housing Authority

Beth Cotman, Director
919.542.3742

Convention and Visitors Bureau (CVB)

Neha Shah, Director
919.542.8296
visitchatham@earthlink.net

Cooperative Extension Service

Glenn Woolard, Director
919.542.8202
glen_woolard@ncsu.edu

Council on Aging

Lonnie West, Executive Director
919.542.4512
lwest@emji.net

County Manager's Office

Charlie Horne, County Manager
Renee Dicken, Assistant County Manager
919.542.8200
marilym.collins@ncmail.net

Economic Development Corporation

Tony Tucker, Director
919.542.8274
chathamedc@earthlink.net

Elections

Dawn Stumpf, Direction
919.542.8206
dawn_stumpf@ncmail.net

Emergency Operations

Tony Tucker, Director
919.542.2811, ext. 260
tony.tucker@ncmail.net

Themes Water Quality

Chatham residents are concerned about the quality of water in the county.

Chatham Journal Weekly:

In the last three years, Chatham County has had three water utility directors: Ron Singleton resigned early in 2003, Steve Talbert was hired in October, 2003 and was let go at the end of his six month probationary period, in August, 2004. And after a five month hiatus, Will Baker was appointed in February, 2005

"I have city water. City water, besides that fact that it just tastes horrible, and its not a hard problem to correct by the way. I am not sure what's up with the water treatment around here – besides the fact that it does taste bad, at least its not going to kill you, I hope anyway. We buy a lot of bottled water to take with us and people that come to my house, even little kids notice how bad the water tastes."



'I tried to recreate their natural habitat.'

Themes

Affordable Housing

The rise in the cost of housing in the county is making it more difficult for low income families to find affordable housing.

“In terms of the population of this particular area, I think it’s going to push a lot of people—low economic people—out of this area. They’re just not going to be able to afford it, to live here very much longer, if they don’t already have a place established. And then eventually, maybe taxes will.”

“And the housing authority, they were on a housing freeze for three years, and there’s a waiting list for housing now. And they don’t even take names anymore because the housing list is so long...But, yeah, forget about access to housing, it’s really sad.”

“If you have to pay twelve thousand dollars an acre for out in the county, you’re not going to put cheap houses on it. You’re going to put expensive houses. So the people that teach school here, the people that are the firemen, the ministers, the policemen, the deputies, the county employees they’re not going to be able to afford to live here.”

Themes

Recreational Activities

Community members and service provider note a lack of recreational opportunities for both youth and adults in Chatham County.

Locals need “more recreation activities for youth and adults...not just sports, but places, bowling allies, ice skating rinks... pool halls...more restaurants...more things to do...”

“You go somewhere else. You go to Greensboro, Raleigh, Chapel Hill. You don’t have a lot of options. Recreation opportunities are limited exclusively to organized sports.”

“We just got the Y and we have one park in downtown Pittsboro that has not been improved at all over the years, but interestingly there’s funding for it because there was an impact fee that was put in a few years ago that was put in for all new houses. All new developments built have an impact fee for recreational facilities, but it hasn’t been used at all.”

APPENDIX H. SOLICITATION LETTER

APPENDIX H. SOLICITATION LETTER



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

SCHOOL OF PUBLIC HEALTH

DEPARTMENT OF HEALTH BEHAVIOR
AND HEALTH EDUCATION

302 ROSENAU HALL
CAMPUS BOX 7440
CHAPEL HILL, NC 27599-7440

T 919.966.3761
F 919.966.2921
www.sph.unc.edu/hbhe

Dear Friend in Chatham County,

We are graduate students at the University of North Carolina - Chapel Hill. As part of an academic course, we are on a team of five students conducting a community assessment. This is required of all first-year students in our program. We are working in Chatham County because the Chatham County Public Health Department requested a team for this area. We are fortunate enough to have spent the last six months attending Chatham County events, interviewing local residents and service providers, and frequenting local restaurants, boutiques and stores.

On April 20, 2006 we will be presenting our results at a community forum. This event will start at 6:00 p.m. and will be held at Central Carolina Community College in Pittsboro (Multipurpose Room). Because everyone we spoke to mentioned the pride they have in local establishments, we would like to have your business represented at the forum. We are requesting a food or monetary donation to be used to provide dinner for forum attendees. We will also have a list of donors present at the forum to give you recognition. This undoubtedly will generate even more goodwill in the community and publicly credit your organization as a generous one.

Your donation is eligible for a tax deduction. The Federal Tax ID number for UNC-CH is 56600-1393. Should you have any questions, please do not hesitate to contact us by phone at (866) 610-8272.

We thank you for your help, and hope you can join us on April 20th!

Sincerely,

Felicia Browne
Community Forum Planning Committee

APPENDIX I. FORUM INVITATION LETTER

APPENDIX I. FORUM INVITATION LETTER



THE UNIVERSITY
of NORTH CAROLINA
CHapel Hill

SCHOOL OF PUBLIC HEALTH

DEPARTMENT OF HEALTH BEHAVIOR
AND HEALTH EDUCATION

302 ROSENAU HALL
CAMPUS BOX 7440
CHAPEL HILL, NC 27599-7440

T 919.966.3761
F 919.966.2921
www.sph.unc.edu/hbhe

Dear Friend in Chatham County,

We are a team of five graduate students at the University of North Carolina - Chapel Hill conducting a community assessment in the eastern part of Chatham County that defines the strengths and needs identified by Chatham County residents done in conjunction with the Chatham County Public Health Department. We are fortunate enough to have spent the last six months attending local events and interviewing residents and service providers. During these interviews, there were a number of reoccurring concerns that came up for both service providers and community members.

On April 20, 2006 we will be presenting these priority issues at a community forum. This event will start at 6:00 pm and will be held at Central Carolina Community College in Pittsboro (Building 2, Multipurpose Room). This event will be an opportunity to find out what others had to say about the county's needs and assets, as well as allow participants to talk in small groups to create action steps around key issues affecting your community, such as development and health concerns. Your participation is vitally important to the success of the forum in order to ensure that there are representatives from all areas and diverse interests in Chatham County who can aid in creating action steps and following through. It is our hope that this event can bring about community mobilization and partnership between service providers, community members, and government agencies so that change can be made.

Your support is important to the success of the forum. We hope that you and your friends will be able to make it to the event. Enclosed are additional flyers to post and/or distribute. If you need more flyers, have any questions or concerns about the forum or our results, please do not hesitate to contact Erica Haney, Community Forum Planning Co-Chair at ehinncc@hotmail.com or by phone at (919) 280-2775.

We thank you for your help, and hope you can join us on April 20th!

Sincerely,

Nancy DeSousa & Erica Haney
Community Forum Planning Committee, Co-Chairs East
Chatham Action-Oriented Community Assessment Team

APPENDIX J. TRIGGERS AND QUESTIONS

APPENDIX J. TRIGGERS AND QUESTIONS

Force Field Analysis Handout on Chatham County Water Quality

Chatham residents are concerned about the quality of water in the County.

Most residents and some service providers, we've interviewed in the past several months are very concerned about the quality of water in Chatham County. Our interviews reveal that water quality in Chatham County is inconsistent. Here are some of what people have said:

"I have city water. City water, besides that fact that it just taste horrible, and its not a hard problem to correct by the way. I am not sure what's up with the water treatment around here – besides the fact that it does taste bad, at least its not going to kill ya, I hope anyway. We buy a lot of bottle water to take with us and people that come to my house, even little kids notice how bad the water taste."

"There's been a lot of talk about the river, water supply, and what's dumped in river upstream, and a lot of people have been concerned about that. So, there have been a lot of studies on the water, but unfortunately, so many of the chemicals that get put in the river, there's no test to pick them up. So, we know that a lot of things come back, but the thing is that we don't know how many may be there that can't be detected. This is a major public health problem, I think you can detect it by the taste, but I don't drink town water."

Chatham County Commissioners and the county as a whole are going to have to bite the bullet and expand water in community. We've got to get our own water supply. Durham, Cary, Chapel Hill and Raleigh get their water out of Jordan Lake. Chatham County does too, but they are "at the bottom of the list." ... We need to see if we can buy waste and water treatment from someone else, like Lee County. We are looking into going down there, but that will take money. "You got to have the basic building blocks to do these things." "Can you imagine not having sewer and water?"



'I tried to recreate their natural habitat.'

APPENDIX J. TRIGGERS AND QUESTIONS

SHOWED Question for Affordable Housing

S (see)

What do you see in the picture?
What parts of the picture jump out at you?
Describe the picture (literally)?

H (happening)

What is happening in this picture?
What do you think the dog is thinking?
What do you think the developer is thinking?

O (our)

How does this cartoon relate to Chatham County?
How does housing cost effect you?
How would it make you feel if you were trying to buy a house in Chatham County?

W (why)

What makes it difficult for people who want to buy property in Chatham?
Why do you think there is limited affordable housing in Chatham?
Who do you think is responsible for the lack of affordable housing in Chatham?
Who loses?
Who benefits?

E (evaluation)

What causes affordable housing to continue to be unavailable?
How are we contributors to the lack of affordable housing?
How can individuals bring more affordable housing options into **an** area?

D (do)

What specifically can **we** do about the lack of affordable housing in Chatham County?
What action should be taken to developing a plan to address this need for housing options in Chatham County?
Who else should we involve in the process?

What would be the first step to addressing the issue of (list)?

SHOWED Questions for Centralized Communication

Theme: Chatham residents expressed that there is not one effective communication method in the county.

Trigger:

"We need some way to communicate with the whole county. This is a large county. Siler City takes the Greensboro paper, North Chatham takes the Durham paper or the Chapel Hill paper. East Chatham takes The News and Observer. There's not one radio station that everybody listens to. There is no way to communicate with this whole county. The Chatham Record is read by some, or the Chatham News, which are published by the same people. Some people read that, but that's mostly old-timers. A lot of new people don't see a weekly paper as being worth anything to them. So that's one thing that Chatham really needs, is some sort of way to communicate to the whole county at one time."

S

1. What specific words in this quote stand out to you?

H

2. What topic or topics does this quote illustrate?
3. Who are the key players affected by _____ (fill in response: lack of centralized communication)? (*Probe: use previous responses in question*)

O

4. How do you relate to these key players (or quote)?
5. How does this topic affect/resonate in your life? Or does it?
6. How do you feel about the lack of centralized communication in the Chatham County community?

W

7. Why is there this lack of centralized communication in Chatham County?
8. What are some of the things that help or hinder lack of centralized communication?
9. [Who benefits from lack of centralized communication in Chatham County? Who loses?]

E

10. From this discussion, what can we learn about lack of centralized communication and its impact on the community?
11. How do individuals contribute to, or allow the lack of centralized communication? [How can they be a part of the solution? (kind of D related)]

D

12. What specifically can WE as [key players (community members)] do differently to help solve this problem? (*Probe: use responses in question*)
13. What action steps can we decide on today?
14. [Are there any other people that we should involve in these [action steps]? (*Probe: use previous responses in question*)] If have time . . .

SHOWED Questions for Recreation

- 1) **S** –See – What specific images stand out to you? What is the key player in this cartoon doing?
- 2) **H** –Happening -What topic does this cartoon illustrate? How does the man in the car feel in your opinion?
- 3) **O** –Our – How does this cartoon picture relate to your own lives and daily experiences? How do you feel about lack of recreational activities?
- 4) **W** –Why – Why does this happen in Chatham County? What is the root cause of this problem? Who loses from lack of recreation facilities?
- 5) **E** –Empower -What do you wish could happen? How could people improve and increase recreational opportunities in general? What resources do we have to improve this? What are the hindering forces?
- 6) **D** –Do – What can we do to solve this problem? What could we in this room do to help solve this recreation facility shortage today? Who can take the lead on this? What action steps can we decide on today and who wants to take command of each step? Who can take lead on this? Is someone willing to serve as a contact for this topic?

TRIGGER

The trigger is cartoon of a business man sitting on the curb of a developed neighborhood with a “for hire sign.” Behind him are a number of cars going toward three highways with signs that read “Chapel Hill,” “Durham” and “Raleigh.” In the background there are IBM and university buildings.

SHOWED QUESTIONS

S

What do you see in this picture?

H

What is happening in this picture?

Please describe how the man with the sign is feeling?

O

How do you relate to the man with the sign?

Have you known people in your community that have had a similar experience?

How does this cartoon resonate in your life, or not?

How do feel about the lack of jobs in the Chatham County community?

W

What causes the lack of jobs in Chatham County?

Why aren't there more job, especially technical positions in Chatham County?

Who is responsible for the lack of opportunities in your community?

E

What is our role in bringing more desirable jobs to the community?

In what ways have we allowed Chatham County to continue with a lack of jobs?

D

What specifically can we do to change the job community situation?

Are there any other people we should involve in these action steps?

APPENDIX K: NEWS ARTICLE

APPENDIX K: NEWS ARTICLE

Thursday, April 27, 2006, Chatham News/Record, 13A

UNC students present findings of community needs survey

By Joseph Pardington

A pleasant evening began with bluegrass, fried chicken and biscuits. It ended with a commitment by Chatham residents to work on a number of issues identified by students from the University of North Carolina at Chapel Hill.

The UNC students held a community forum April 20 at Central Carolina Community College in Pittsboro.

The East Chatham County Community Forum was a collaboration of the UNC School of Public Health and Chatham Health Assessment Team.

The forum was a follow-up to the students' six months of interviews regarding cultural, social and economic concerns of the residents of east Chatham.

A similar community forum is planned at 6 p.m. April 28

at Jordan-Matthews Siler City as a follow-up to student interviews of residents in west Chatham.

The UNC students identified recurring themes drawn from the interviews. The students read anonymous quotes to a forum's 75 participants.

One particular quote addressed the lack of recreational activities in Chatham. It said: "You go somewhere else. You go to Greensboro, Raleigh, Chapel Hill. You don't have a lot of options. Recreational opportunities are limited exclusively to organized sports."

The forum was designed to grapple with five themes—centralized communication, job availability, water quality, affordable housing and recreational activities. Forum participants broke into small

groups to discuss the issues and develop clear action plans for dealing with these issues. Each group reported back to the larger group.

The UNC students will write a report of the forum and place it at the Pittsboro Memorial Library, as of June 1, 2006. The students will also give a copy of the report to the Chatham County Public Health Department.

One of the forum's participants seemed pleased with the outcome.

"This is one of the more progressive cooperative things that went on with the county and UNC," said Gary Simpson, a Chatham resident.

Simpson was a member of the small group that discussed water quality. He acted as the group's spokesman.

Simpson said he particularly enjoyed being able to talk to government experts in water quality. Simpson said he also enjoyed having this forum just before the election.

"It was great to be able to center on the issues and not

the individuals," Simpson said.

Simpson also enjoyed being able to share his voice with local government.

"It has (previously) not been a welcoming feeling that citizens have felt from the county's leadership. Citizens have a lot to give. I think we felt honored by that (at the forum)," he said.

One local government official present was Randy Voller, Pittsboro's mayor. Voller briefly spoke about the importance of recreation in Chatham County and its towns.

"We need all these citizens to interact with our board, and Goldston and Siler City and let them know that recreation is just as important as economic development," Voller said.

"Recreation is always a stepchild," Voller added.

"Unless the citizens come together to demand recreation it will remain a stepchild."

Voller pointed out that recreation does not cost that much and it is crucial in drawing businesses and people into an area.

He said, "I built a basketball court in town and had people coming to play from Sanford and Siler City."

The study identified not only problem areas but also strengths of eastern Chatham residents.

Political activism, diversity and collaboration among groups were all seen as east Chatham's strengths. Community pride was another strength that was revealed through positive statements regarding the rural beauty and

sense of heritage of east Chatham residents.

One of the UNC students thanked all of the forum's participants. "It was really wonderful to learn about this county," said Nancy DeSousa.



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Source: Pardington, J. (2006) UNC students present findings of community needs survey, Chatham News/Record, p.13A, 4/27/2006

APPENDIX L. TABLES

Table 1: 2006 Family Income Limits for Chatham County Residents

Durham Metropolitan Statistical Area (MSA) of Chatham, Durham and Orange Counties				
Household Size	100% of Median	80% of Median	50% of Median	30% of Median
1 person	\$43,200	\$39,950	\$24,950	\$15,000
2 person	\$49,400	\$45,650	\$28,500	\$17,100
3 person	\$55,550	\$51,350	\$32,100	\$19,250
4 person	\$61,700	\$57,050	\$35,650	\$21,400
5 person	\$66,650	\$61,600	\$38,500	\$23,100
6 person	\$71,600	\$66,200	\$41,350	\$24,800
7 person	\$76,500	\$70,750	\$44,200	\$26,550
8 person	\$81,450	\$75,300	\$47,050	\$28,250

Source: (U.S. Department of Housing and Urban Development (HUD), 2006)

Table2: Median Income by Race/Ethnicity

Race/Ethnicity	Chatham County	North Carolina	United States
<i>Combined</i>	\$ 23,355	\$ 20,307	\$ 21, 587
<i>White</i>	26,587	22,958	23,918
<i>Black</i>	14,518	13,548	14,437
<i>Latino</i>	9,921	11,097	12,111

Source: US Census Bureau, 2000 Census

APPENDIX L. TABLES

Table 3: East Chatham Manufacturers Employment

Company Name	Number of Employees*	Product
Townsend, Inc. (Poultry Plant)	600	Poultry
Performance Fibers	525	Polyester Fiber (for seatbelts, tire cord, rope)
Aconcagua Timber Corp	220	Fiberboard
General Shale Plant 24/45	180	Brick and Clay
Moncure Plywood	180	Plywood
3M	100	Mining
Progress Energy	75	Electric
Dynea	60	Resin Type glue/formaldehyde

*full time employees, unless otherwise noted

APPENDIX L. TABLES

Table 4. Leading Causes of Death in Chatham County in 2004

Rank	Cause	Chatham %	NC %
1	Cancer	24.5	24.3
2	Diseases of heart	23.7	22.8
3	Cerebrovascular disease	8.1	6.9
4	Motor vehicle injuries	3.7	5.0
5	Chronic lower respiratory disease	2.9	3.2
6	All other unintentional injuries	2.5	3.1
7	Diabetes mellitus	2.5	3.0
8	Alzheimer's disease	2.3	2.3
9	Intentional self-harm (suicide)	1.9	2.3
10	Pneumonitis due to solids and liquids	1.9	3.0
	All other causes (residual)	26.0	25.1
	Total	100.0	100.0

Source: State Center for Health Statistics, North Carolina (North Carolina Department of Health and Human Services, 2004)