

**African American Communities
Moore County**

**An Action-Oriented Community Diagnosis:
Findings and Next Steps of Action**

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EXECUTIVE SUMMARY

An Action-Oriented Community Diagnosis (AOCD) of the African American communities in Moore County, North Carolina (NC) was completed in 2007-2008 by a team of five graduate students from the University of North Carolina at Chapel Hill (UNC) in the School of Public Health. The team was guided by two staff of FirstHealth, who served as preceptors. The purpose of the AOCD in Moore County was to identify the strengths and needs of African American communities in Moore County and engage them in determining action steps to address their identified needs and priorities.

The AOCD involved four phases: 1) gaining entry into the community; 2) collecting secondary data; 3) collecting primary data through interviews with community members and service providers; and 4) holding a community forum to discuss the findings and determine action steps to address needs and priorities.

The team entered Moore County in October of 2007 and began with a driving tour of the county that was guided by their preceptors, and attending community events. Secondary data sources were reviewed, such as newspaper articles from *The Pilot*, published literature, and websites of U.S Census Bureau and North Carolina Center for Health Statistics. The team conducted qualitative key informant interviews with 16 service providers and 20 community members, located throughout Moore County.

An analysis of primary data revealed that the following 17 issues were most frequently cited as concerns among African American community members and service providers who were interviewed: 1) unity in the African American community; 2) education; 3) recreation and social activities; 4) employment; 5) younger generation leaves county in search of opportunities and does not return; 6) health; 7) politics; 8) legal services; 9) communication; 10) affordable housing

and property; 11) family; 12) transportation; 13) food; 14) community involvement and divisions stemming from 15) race relations, 16) economic status and 17) location.

The final stage of the AOCD process was the community forum. In order to plan a community-informed forum, interested community members and service providers formed a student facilitated Forum Planning Committee (FPC). Nine FPC members chose five of the 17 themes, which emerged from the interviews, to be topics of small group, student-facilitated discussions at the forum. The themes chosen by the committee were: access to healthcare, employment, opportunities for youth, politics, and unity within the African American community.

On April 7, 2008, the team presented the findings from service provider and community member interviews at the community forum, held small group discussions, and engaged community members and service providers in generating action steps to address the themes identified by the FPC.

At the conclusion of the discussion groups, one community member from each group volunteered to present action steps developed by their group. Community members and service providers took responsibility for following through on most of the action steps. Below are the four themes discussed at the forum and the corresponding action steps developed during the small discussion groups.

Access to Health Care

This discussion session focused primarily on the lack of health insurance and access to health services for the African American community and resulted in the following action steps:

Action Steps

- Increase public awareness about available resources
 - ≠ Use the TV and radio to relay public service ads
 - ≠ Distribute information to beauty shops, barbers, grocery stores, churches, etc.
- Push for better transportation at county commissioners meetings
- Hold health fairs in local churches
- Make online calendar and resources more accessible (i.e. when and where is the FirstHealth mobile van)
- Increase community awareness of political candidates' viewpoint on healthcare

Opportunities for Youth

The majority of the discussion session focused on the lack of opportunities for youth to succeed in Moore County; this leads many to leave the county to pursue better opportunities.

The discussion generated the following action steps:

Action Steps

- Organize youth programs and activities that are not just related to sports (i.e. churches, existing organizations, and business could help organize and offer resources and space)
- Tap into committed organizations in Moore County
- Increase youth involvement
- Utilize and expand on existing mentoring programs
- Increase commitment of community members to volunteer
- Gain ideas from new residents (new residents have new ideas for activities and events)
- Shadowing with African American business owners to allow youth exposure to role models and examples within the community
- Develop relationships between community leaders and youth so that any efforts to develop activities will truly address the youths' desires, rather than what adults think youth want to do

Politics

Participants in this discussion session talked about the lack of African American representation in local Moore County politics. One pivotal action step was created by this group:

Action Step

- Identify African American leaders to start a county-wide coalition of leaders to begin discussions around issues relevant to African American communities throughout Moore County

Unity Within the African American Community

Discussion in this session was centered on the difficulty that many African American community groups and organizations have when attempting to work together due to differences in opinions. Action steps generated include:

Action Steps

- Create a list of all African American organizations in Moore County and build partnerships among the existing organizations in Moore County
- Start a *Community Unity* meeting once every month where all African American organizations and community groups can exchange information about issues that affect them
- Start an email listserv
- Use existing organizations such as churches to disseminate information relevant to the community while being sensitive to each organization's posting requirements
- Communicate issues to elected officials
 - ≠ Identify who elected officials are
 - ≠ Identify ways to get involved in local government

A forum follow-up meeting, facilitated by an FPC member, was scheduled for May 29th, seven weeks from the date of the forum, to assess the progress of community action in response to the generated action steps.

Based on primary data collection, challenges identified and action steps generated during the forum, the team compiled a list of recommendations for community members and service providers:

- To encourage the youth of Moore County to continue to live in and succeed within the county after high school graduation, the team recommends collaboration between existing organizations that provides services to youth so that the scope and reach of these services might be broadened.
- To encourage young adults to become politically engaged citizens in Moore County, the team encourages collaboration between church, community, and political leaders to develop an organization that facilitates an opportunity for young adults to learn about and discuss the importance and the role of the politically active African American.
- To avoid overlapping efforts and to increase communication among Moore County leaders, the team recommends that FirstHealth facilitate a meeting between the 2006-2007 Forum Planning Committee and the 2007-2008 Forum Planning Committee members to discuss the action steps created during the recent forum and identify ways they can work together to affect positive change in African American communities in Moore County.

It is the team's hope that this document will serve as a resource and guide for community members and service providers who work with and within African American communities in Moore County to affect positive change.

INTRODUCTION

An Action-Oriented Community Diagnosis (AOCD) is a social assessment of a community that allows health educators to understand the culture, values, norms, communication, patterns of helping, structures of power, and the institutions of a community (Eng. E, & Blanchard, 1991). Ideally, an AOCD can give health educators an in-depth understanding of the collective dynamics and functions of relationships in a community as well as interactions between the community and broader social structure (Eng, E., Moore, K.S., Rhodes, S.D., Griffith, D.M., Allison L., Shirah, K., & Mebane E., 2005). These insights allow health educators to collaborate with community members and service providers in creating action steps to address identified needs that rely on community strengths (Eng., et al, 1991).

Beginning in October 2007, an AOCD team consisting of five graduate students from the Health Behavior and Health Education Department at the UNC School of Public Health conducted a diagnosis of the African American community in Moore County. Two preceptors from the Community Health Services Department of FirstHealth of the Carolinas facilitated the team's AOCD process. The preceptors introduced the team to the community through a windshield tour, a driving tour of the county to give the students a better understanding of the county, and facilitated initial contacts with local service providers and community members. Through a combination of participant observation, interviews, and secondary data collection, the team developed an understanding of the major challenges facing the African American community and the assets from which the community can draw to address these challenges.

Specifically, the team used secondary data to learn how the community is perceived by outsiders, which are people who do not live within the community. Participant observations by the team and key informant interviews tapped into the felt and expressed needs of community members (Eng. E. et al., 2005). Key informant interviews represented the views of community

insiders, or people living and working within Moore County, and elicited perspectives about the culture and history of African American communities, social groupings, relationships with institutions, and perceived barriers to change (Eng, E., et al., 2005). These interviews allowed the team to acquire an in-depth understanding of the community while retaining the perspective as an outsider and agent of change (Steckler, Eng, & Goodman, 1991). Ultimately, both primary and secondary data collection allowed the team to collect information about how community members interact with one another and the relationships that African American communities in Moore County have with the social spheres around them (Eng. E. et al., 2005).

Following data analysis, a Forum Planning Committee (FPC) consisting of community members and service providers was formed to help plan the community forum. One of the main roles of the FPC was to review the emerging themes from community member and service provider interviews and select the five most important and changeable themes to present and discuss at the community forum.

The community forum provided an opportunity for community members to discuss the findings from the AOCD process and generate action steps to address identified needs. During the forum, many members of Moore County African American communities took ownership of identified needs, challenged other community members to accept collective responsibility for community issues, and participated in the creation of action steps.

Ultimately, by conducting a community diagnosis that accounts for both the perceived /relative needs and the felt/expressed needs of African American communities, the team assessed collective community needs and the adequacy of available resources to meet those needs (Eng., et al., 1991). The AOCD in Moore County was conducted to learn about the strengths, challenges and needs facing the African American community, to facilitate a discussion of identified needs and to develop action steps to address those needs in a community setting.

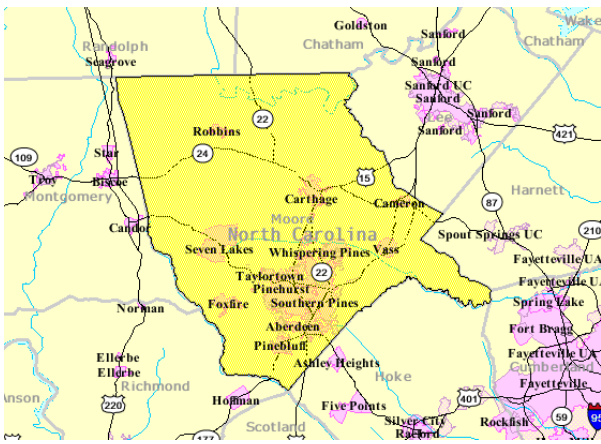
The purpose of this report is to serve as a resource for community members, service providers and political leaders in Moore County, who aim to affect positive social change in the community and throughout Moore County.

THE COMMUNITY

Although a majority of the secondary data was not commonly stratified by race, the following summaries of data collected provided the team with a general framework within which to understand the historical, geographic and economic context of the African American community in Moore County.

Geography and Demographics

Moore County is in south central North Carolina in the Sandhills region of the state. Moore is bordered by Cumberland, Harnett, Hoke, Scotland, Richmond, Montgomery, Randolph, Chatham, and Lee Counties (see map below) (Moore County Chamber of Commerce, 2007). There are 10 incorporated townships and towns in Moore County including Cameron, Carthage, Foxfire, Pinebluff, Pinehurst, Robbins, Southern Pines, Taylortown, Vass, and Whispering Pines (Moore County Chamber of Commerce, 2007). In addition, there are also a number of unincorporated communities, including Eagle Springs, Eastwood, High Falls, Jackson Springs, Lost City, Midway and Jackson Hamlet and historically unincorporated communities including Needmore and Waynor Road. The county covers 705.49 square miles and in 2004 the population exceeded 80,000 citizens (U.S. Census Bureau, 2006). There are approximately 12,991 African Americans residing in Moore County comprising 15.6% of the total population (U.S. Census Bureau, 2006). In 2006, the median age of African Americans in Moore County was 33.7 (Select tables: U.S. census bureau, 2006 American Community Survey).



(Reference Map, Moore County, American Fact Finder 2006)

History

Native Americans inhabited the area currently known as Moore County from the beginning of the sixth century until the 1600's. European settlers came to the region around 1739 and settled the county by the mid-1750's (Moore County Government, 2008). Shortly after the end of the American Revolution, Moore officially became a county, and several industries were established in the northern part of the county, including a gun factory in Robbins and a carriage factory in Carthage (Moore County Government, 2008). By the 1870's development in the southern part of the county began, prompted by the Raleigh and Augusta Railroad Line (Moore County Chamber of Commerce, 2007). The railroad line spurred the development of small towns to serve as shipping points for products made from the surrounding pine forests, such as tar and turpentine (Moore County Chamber of Commerce, 2007). In the 1880's, resorts began to spring up and were staffed by African Americans who lived in small communities that grew up next to the resorts (UNC Center for Civil Rights, 2006). Pinehurst, now known as the Home of Championship Golf, was built in 1895 and quickly became a popular destination for tourists (Moore County Government, 2008). With the growth of these resorts, tourism began to surpass tar, bricks, lumber and cotton as a mainstay of the Moore County economy.

Economy

Health care and tourism are the largest industries in Moore County, together employing 40% of workers (Moore County Partners in Progress, 2006). The county ranks 11th out of the 100 counties in North Carolina for travel expenditures, and tourism brought in over \$346 million in revenue in 2006 (Moore County Partners in Progress, 2006). The median household income of \$55,144 is above the state average, but these figures are skewed upward by the wealthy retirement population (U.S. Census Bureau, 2006). In 2006, the median family income for White families was \$56,829 while the median family income for African American families was \$34,952 (Select tables: U.S. Census Bureau, 2006 American Community Survey.) Fourteen percent of families with children under the age of 18 and 35.8% of single female-headed households live below the poverty line (Moore County Quick Facts, 2008). In 2006, the median yearly earnings for male full-time, year-round workers in Moore County was \$36,974, while females earned a median of \$26,668 (Select tables: U.S. census bureau, 2006 American Community Survey).

Education

There are 22 public schools, two charter schools and seven private schools in Moore County (Moore County Partners in Progress, 2006). Sandhills Community College was chartered in 1963 and each year serves 4,000 curriculum students and 15,000 continuing education students (Sandhills Community College, 2008). In 2006, 3,643 African Americans were enrolled in school (preschool through college). Two-hundred and seven African Americans were enrolled in preschool or kindergarten; 2,129 were enrolled in grades 1-8; 517 were enrolled in grades 9-12; and 790 were enrolled in college or graduate school (Select tables: U.S. Census Bureau, American Community Survey, 2006) . In 2006, out of 7,886 African American males aged 25 and over, 312 (3.95%) received a bachelor's degree or higher; 183 (2.32%) completed

some college or an associate's degree; 2,375 (30.11%) completed high school or received a G.E.D.; and 1,152 (14.61%) did not receive a high school diploma or equivalency (Select tables: U.S. Census Bureau, American Community Survey, 2006). In 2006, out of 3,864 African American females aged 25 and over, 243 (6.28%) had a bachelor's degree or higher; 868 (22.46%) completed some college or an associate's degree; 1,732 (44.82%) completed high school or received a G.E.D. and 1,021(26.42%) did not receive a high school diploma or equivalency (Select tables: U.S. Census Bureau, American Community Survey, 2006).

Housing and Family

In 2006, families, married-couple families (56%) and other families (10%), made up 66% of Moore County households (U.S. Census Bureau, 2006). The median value of owner-occupied homes in 2000 was \$131,100 and the homeownership rate was 78.7% (Moore County Quick Facts). Both of these figures are higher than the North Carolina state average.

Unincorporated Communities

The issue of unincorporated communities has been and continues to be a source of tension in Moore County. Historically unincorporated communities include Needmore and Waynor Road. Current unincorporated communities in Moore County include Jackson Hamlet, Midway and Lost City, all predominantly African American communities (see Appendix D for a map highlighting these communities) (UNC Center for Civil Rights, 2006). These unincorporated African American neighborhoods, while on the municipal boundaries of other towns, have reduced services, poor infrastructure, and limited or no political power in land-use and permit decision-making (Parnell, A.M., et. Al, 2004). Despite vast labor and economic investments into Moore County (the enclaves continue to pay county taxes), these towns often lack the infrastructure to provide sewers, police service, and garbage pickup (Dewan, 2005).

Members of these communities are additionally excluded from voting in neighboring

municipalities (UNC Center for Civil Rights, 2006). The resulting political disenfranchisement of county residents is known as residential segregation or municipal underbounding (UNC Center for Civil Rights, 2006). With the help of the UNC Center for Civil Rights, an organization committed to the advancement of civil rights and social justice for marginalized groups including racial and ethnic minorities, community groups have formed to advocate for annexation and other social changes (UNC School of Law Center for Civil Rights). A recent success during the team's time in Moore County was the annexation of the small community of Waynor Road by Southern Pines (*The Pilot*, 2008). Other communities continue their fight, alongside the UNC Center for Civil Rights, for the services and rights that come with annexation.

Community Resources

Using community members and service providers as referral guides, the team compiled a county resource list consisting of Moore County community resources that was made available at the community forum (See appendix E5). As noted by the student team during the windshield tour, there are many churches in Moore County - over 210 churches and other places of worship, representing 29 different denominations (Moore County Chamber of Commerce, 2007). In addition, *Together4Moore* and the *Mentor Network* both offer support and services to at-risk youth. The *Sandhills-Moore Coalition for Human Care*, *Habitat for Humanity*, and *Family Promise* all offer services to local families in need. *FirstHealth of the Carolinas* is also a healthcare resource for African American residents in Moore County.

METHODS

Defining the Community

The 2007-2008 AOCD focused on the African American community of Moore County and stems from a 2006-2007 AOCD that focused on African American men in Moore County. FirstHealth

Community Health Services was pleased with the outcome of the AOCD process during the 2006-2007 academic year, and requested another AOCD team from the UNC School of Public Health for the 2007-2008 academic year. For the 2007-2008 year, FirstHealth asked the student team to expand on the previous year's work and focus on African American communities in Moore County.

In consultation with the preceptors, the team decided to define community broadly, as anyone living in Moore County who self-identified as African American or Black, in order to ensure that important perspectives and voices were not left out. To avoid overlapping too much with the efforts of last year's assessment, the team focused on connecting with community members who had not been included in the previous year's AOCD, particularly women. Additionally, the team was able to connect with residents in the historically excluded communities of Needmore and Waynor Road, and presently excluded communities of Jackson Hamlet and Midway; neighborhoods that were unfamiliar to the preceptors. Throughout this paper, "community member" refers to African American residents of Moore County over the age of 18.

Gaining Entrée

Gaining entrée into the community of interest is an essential first step in the AOCD process (Eng E., et.al 1991). The student team's first introduction to the community was through a windshield, or driving tour, in October 2007, led by the preceptors. Through this tour, the team became familiar with the geographical layout of the county, including towns, neighborhoods and the boundaries that divide those areas. The preceptors helped the student team identify important service locations including health and social service agencies, churches and restaurants, as well as other points of interests in the African American community. Importantly, two members of the student team had family ties to Moore County; these students contributed insights from their own experience, and their ties helped the team connect with other service providers and community members.

The student team also invested volunteer hours in the community and attended African

American-centered community events throughout Moore County to make personal connections with community members. This time included volunteering with Habitat for Humanity and attending a youth event at a church in Taylortown for Black History Month (see Appendix A10 for a complete listing of events). An important connection through the UNC Center for Civil Rights also facilitated the student teams' entry into four African American communities not accessed by the previous year's AOCD team. Two of these communities (Jackson Hamlet and Midway) are part of a larger group of predominately African American neighborhoods that are not annexed to adjoining municipalities (UNC Center for Civil Rights, 2006). The connection to the UNC Center for Civil Rights allowed the student team to attend and present the project at four monthly neighborhood meetings.

Participating in these various events helped the students reach out to other parts of the county and include community members who might otherwise have been overlooked. This participation also may have fostered a sense of trust of the student team within the African American community, and led to more connections with community members throughout the county.

Development of Materials

As a first step towards beginning the data collection process, the student team developed community member and service provider interview guides. The team first reviewed previous AOCD interview guides to identify important themes to explore in the interview process, then developed questions according to a framework of general topics. Questions focused on sources of pride for the community, divisions within the African American community, divisions between the African American community and Moore County as a whole, the health needs of the community, political involvement of the community, and community demographics. The guides were reviewed by and pre-tested with the team's preceptors, who offered feedback and suggestions. The guides were similar, but the service provider guide emphasized services available to the African American community and elicited an outsider's perspective of the African American community, while the community member guide focused

on the perceived strengths and needs of the African American community from an insider's point-of-view (see Appendix A1 and A2 for final interview guides).

The team also developed consent forms for service provider and community member interviewees (see Appendix A3 and A4) that described the purpose of the project, outlined the interview process, the rights of the interviewee, and provided contact information for the team's supervisor (Dr. Eugenia Eng) if the interviewee had further questions. Finally, the team developed a form to collect basic demographic information from each interviewee, and a recruitment form for interviewees to contact other potential participants. All materials were based on documents from previous years.

Data Collection

Primary Data - Key Informant Interviews

The student team's primary means of data collection was through individual interviews with key informants, who could represent the views of similar community members or service providers. The purpose of these interviews was to assess the strengths and needs of African American communities in Moore County, from both an insider's and outsider's perspective.

An initial list of potential service providers and community members was given to the team by the preceptors at FirstHealth, who also made initial contact with individuals. Of the service providers listed, the team gave higher priority to those who interacted closely with African American communities in Moore County and who had not been interviewed the year before.

To expand the initial list, at the end of each interview, the student team asked for recommendations for other service providers or community members to interview. Interviewees were provided with a recruitment form and flyer (see Appendix A6, A7) and asked to make initial contact with individuals recommended, after which a student followed up to schedule an interview. Attendance at community events was also important for identifying potential interviewees. The previously mentioned neighborhood meetings in excluded and overlooked communities, for example, provided a

new pool of potential interviewees.

Interviews were always conducted by two members of the student team, one student acting as primary interviewer and the other as note-taker. Informed consent was obtained prior to all interviews and each interview was recorded with a digital recorder. Interviews were confidential, and access to interview recordings, notes and transcriptions were restricted to the student team who kept all data in a locked file cabinet in a locked office. The interviews were transcribed from tape recordings.

At the start of each interview, the students reminded the participant of the purpose of the AOCD process and the interview. Also, per Institutional Review Board (IRB) guidelines, all interviewees were made aware of their rights as participants in the AOCD process and were asked to sign a consent form (see Appendix A3 and A4 for service provider and community member consent forms). The consent form was reviewed aloud by the interviewer before the interviewee signed. Each interviewee was given a blank copy of the informed consent document in case they had questions about their participation after the interview was over. Each respondent was also asked to fill out an anonymous form to collect demographic information (age, race, education) so that the scope of the data collection efforts and profile of interviewees could be analyzed later (see Appendix A9). Each interview lasted approximately 60 minutes. At the end of each interview the students gave their contact information (email and phone number) to the interviewee.

The interviews were scheduled for a time and place that was convenient for the interviewee. Most interviews took place at the interviewees place of employment, the FirstHealth meeting room or at local restaurants. All interviews were conducted between November 2007 and March 2008. Two-thirds of all interviewees were women, and nearly 75% of service providers interviewed were White, while all community members interviewed were African American. Sixty percent of service providers were aged 46-55, while 28% of community members were in that age range, and the same number were aged 56-65. Eighty percent of service providers attended college or graduate school, compared to only 33% of

community members. Of community members, 22% attended community college, 17% had a high school education, and another 17% had attended technical or vocational school (see Appendix A9 for additional demographic info).

Primary Data – Field Notes and Observations

Throughout the AOCD process, the student team kept detailed written field notes of the events attended in Moore County. Field notes not only included information on events the students attended but also observations made during visits to the county and students' personal reflections on and feelings about the AOCD process. The field notes were used to compare what the students observed to the information reported by service providers and community members interviewed, as well as to the secondary data. The field notes also served as way for the five students in the team to compare observations and process emotions and reactions during the AOCD process.

Secondary Data

The team collected information from secondary sources throughout the process to provide background on topics such as history, health, politics, economics, employment and demographic data. Government websites, including national, state and county, were a key source of data. A Community Health Survey conducted by FirstHealth was made available to the students, and provided important information on health issues (FirstHealth of the Carolinas, 2007).

The local newspaper, *The Pilot*, was read on a weekly basis and was another important source of information, as was the *Fayetteville Observer*, which many Moore County residents receive. Additionally, two reports on unincorporated communities in Moore County provided invaluable background on the issue of excluded communities (UNC Center for Civil Rights, 2006; Parnell, A.M., et. al, 2004).

Secondary data informed the team's interview guides and pointed to team towards local events to attend. These sources also informed the team's work with the African American community in Moore

County, and provided broad contextual information that supplemented the detailed qualitative data gathered in interviews.

Data Analysis

The note-taker for each interview was responsible for providing a complete transcript of the interview, with direct quotations clearly indicated, to the two team members who were responsible for data analysis. To establish a framework for analysis, two students independently read through 10 service provider and community member interviews and recorded a list of statements and ideas that were repeated throughout the interviews (a separate list was compiled for both service provider and community member interviews). The two students compared their lists of statements and developed broad themes such as health care, food, education etc. under which specific statements fell. The themes were entered into two separate Excel worksheets, one for service providers and one for community members. The Excel worksheets became the "codebook" which was used to analyze all interviews (see Appendix C for coding tables). The students used the codebook to record the number of times specific themes were mentioned in each interview. The total number of times community members and service providers discussed each theme was then calculated to determine those that were most often mentioned by each group.

While this tracking system allowed for an analysis of the themes interviewees discussed most frequently it did not allow for an analysis of themes less frequently mentioned that may have been regarded as equally important. It should also be noted that using frequency to analyze qualitative data is not a criterion that all experts agree upon. However, given the limited time allotted to analyze data, the student team determined that using frequency counts provided an efficient way to roughly gauge the importance of each theme to community members and service providers as a whole. The frequency with which theme emerged from interviews also informed the FPC's selection of final themes (see Appendices C1 and C2 for the service provider and community member code books and tracking

sheets).

Team Roles and Limitations

Although the team worked to ensure that the data was a complete and accurate representation of the experiences of the African American community of Moore County, there are important limitations that should be noted. Although questions were intentionally kept broad to avoid unduly directing responses, interviewees may have been influenced by the wording or presentation of the questions. The recurrence of themes, however, indicates that this was not a major concern. A quantitative comparison of primary data would have allowed for a truly unbiased analysis. However, the qualitative nature of the questions required an analysis of data based on team member interpretation of themes discussed. The final concern in relation to the interview questions was that of social desirability bias: respondents may have given answers they believed the interviewers wanted to hear. This was a concern particularly in relation to service providers and the issue of race relations. Although race relations was less frequently discussed among service providers, several interviewees were forthcoming with responses and gave insight to racial issues within Moore County that were affirmed by community members. The team thus felt that the data regarding race relations accurately represented community and service provider views.

Other limitations relate to the team's role as outsiders, which can create opportunities for dialogue and openings for change, but also forced the team to turn to others for knowledge about the community (Eng, E., et. al, 2005). The team's initial entrée was through the preceptors, who were also outsiders. The team therefore had to put particular effort into forming relationships with community members upon whom they could rely to provide information about the community and who might offer connections to a range of other community members. The team was able to connect with community members from different areas, including neighborhoods not previously reached, but the limited duration of the process constrained the team's ability to reach all areas and groups within the community, and the team's reliance on a limited number of perspectives must be kept in mind.

The team made every effort to recruit a representative FPC and to select meeting times that would not conflict with church activities or work. The majority (eight out of nine) were community members rather than service providers, with some life-long residents and some more recent arrivals.

Finally, the team members were not professional public health practitioners; although the team had excellent mentors, each member was learning as the project progressed, without the benefit of prior AOCD experience. The students had to learn how to work with and listen to the assigned community as well as the assigned team; this learning curve undoubtedly influenced the data collection and participant observation process. Additionally, although the team worked with the FPC to plan a follow-up meeting to the forum, the AOCD process dictates that the student team should not be a part of any future formalized actions to assist community members in future efforts.

SPEAK UP FOR MOORE! : SHAPING ISSUES YOU CARE ABOUT THE COMMUNITY FORUM

Forum Planning

Throughout the interview process, team members asked community members and service providers about joining the FPC. The FPC was a committee established to facilitate a participatory forum planning process whose input would ultimately tailor the topics and format of the forum to best meet the community's needs and interests. A total of nine individuals formed the final committee, including one service provider and eight community members. Four members were women, five members were African American and three members were White. Two FPC members were the team's preceptors.

The FPC meetings were facilitated by two students and, due to committee members' prior obligations, attendance ranged from four to nine people. The FPC met a total of four times prior to the forum. Each meeting was approximately one and a half hours. During this time, logistical and program planning aspects of the forum were decided through a participatory process.

In the first meeting, students gave an overview of the AOCD research process and emphasized the FPC's role in planning the community forum. During the second meeting, forum members offered suggestions and assistance in obtaining donations for the forum dinner and raffle to offset forum expenses (see Appendix E4 for complete list of donors). During this meeting, one member volunteered to serve as a local contact for community members who wished to arrange transportation to the forum (which was advertised on forum flyers, but was not used). During the third and fourth meetings, the committee approved the forum flyers, the resource list, the forum program, and assisted the team in finding speakers for the forum.

The third meeting was dedicated to facilitating a voting process in which committee members choose themes that would be the focus of small group discussions at the forum. FPC members were guided by the student facilitator to choose themes based on changeability and importance. To vote on themes, FPC members were given 17 dots to be placed on posters that were labeled with each of the 17 themes that emerged during the interviews. Each member placed up to nine dots on a single theme and one dot next to at least nine themes total. After the voting was complete, the theme posters that received the most dots were, in descending order: unity in the African American community, education, recreation and social activities, employment, younger generation leaves county in search of opportunities and does not return, health, race relations, politics, legal services, and communication. The two themes with the fewest dots, legal services and communication, were dropped from consideration. Upon the committee's recommendation, education, recreation and social activities, and the younger generation leaves the county in search of opportunities, were combined into a single theme: Opportunities for Youth. Additionally, the committee felt that race relations was heavily connected to and should be a sub-theme of employment.

Because the FPC expressed concern regarding sustainability of the action steps developed at the forum, a follow-up meeting, facilitated by an FPC member and sponsored by the FPC, was planned during the fourth forum meeting.

Forum Publicity

Committee members played a pivotal role in gaining media attention for the forum. Publicity activities undertaken by FPC members included announcing the forum at NAACP meetings and airing announcements on weekly local radio shows. Additionally, Tom Embry of *The Pilot*, covered the forum in an article that was published five days prior to the forum and a follow up story that was printed one day following the forum. Both articles can be found in Appendix E10. Team members also distributed 200 flyers to community members in various communities throughout the county and posted flyers in numerous businesses (see Appendix E2 for flyer).

Forum Participation

The community forum, *Speak Up For Moore!: Shaping Issues You Care About*, was held on Monday, April 7th from 6-8:30pm in a lecture hall inside Van Dusen Hall, a building located on the campus of Sandhills Community College. The team chose this location based on FPC feedback, the building's accessibility to those living in the more populous southern part of the county and the attendance of 147 Moore County residents at this location during the 2007 forum (Jatau, Kays, Keisling, McDonough, & O'Daniel, 2007).

Moore County forum attendees totaled approximately 85 and included community members, service providers and elected officials. The evening began with registration and a raffle sign-up. Dinner and desserts were donated from local restaurants, and a blessing over the food was given by Tony Fairley. O'Linda Gillis, a member of the FPC, welcomed the forum guests, and the student team gave a PowerPoint presentation (see Appendix E6) that provided an

overview of the AOCD process and highlighted the five themes decided upon by the FPC to be discussed in small groups. After the student presentation, attendees were invited to choose one of the four small group discussions in which they would like to take part (as previously mentioned, one team member was not present at the forum to facilitate the fifth discussion session related to the theme of employment. This theme was dropped from the list of small group discussion options upon FPC recommendation).

The discussion sessions were facilitated by a student facilitator and attended by a student note-taker, an observer from the team's teaching team, and between approximately 11-30 community members and service providers. Each small group was led by a student facilitator who engaged participants in a discussion about the selected theme. After 45 minutes of discussion, the small groups reconvened into the lecture hall and community members from each group outlined the action steps that were reached by their respective group. The following section on themes gives a more detailed overview of the small group discussion content and the specific action steps that were reached. The raffle was held and the forum ended with closing remarks and a reminder invitation to join FPC members at the follow-up forum meeting.

Forum Evaluation

At the end of each small group session, participants were encouraged to complete a forum evaluation form. A total of 33 evaluations were collected. All of the forum participants "agreed" or "strongly agreed" that the forum was useful, 97% "agreed" or "strongly agreed" that the forum brought people together who may have never met or worked together before, and 97% of participants "agreed" or "strongly agreed" that the forum allowed community members and service providers to openly discuss the issues affecting the African American community (see Appendices E8-9 for evaluation form and results).

Based on FPC recommendations, the team increased the allotted time for discussion from the 30 minutes scheduled during last year's forum to 45 minutes. The majority of attendees reported that the small group discussions were the most useful component of the forum because they allowed participants the opportunity to discuss the issues affecting the community and to network with others. Most participants indicated that they would have liked more time for the small group discussions. Additionally, attendees responded positively to the number of community members and service providers in attendance and to youth participation in the forum.

The team received several emails throughout the week following the forum from attendees indicating that the forum was well received in the community and instrumental in the development of action steps to inform social change. A common theme evident in emails was the importance of keeping community members and service providers engaged in pursuing the action steps developed during the forum. This concern mirrored the aforementioned concern of the FPC. In response to this concern, the FPC organized a forum follow-up meeting at the Carthage Library on May 29, 2008. The flyer for the FPC sponsored meeting was distributed at the forum (see Appendix E7 for flyer).

THEMES

Community members and service providers highlighted many strengths within the African American community throughout interviews. The ability to persevere and succeed in challenging times, the tradition of strong leaders and the capacity of community members to come together to meet collective communal needs were strengths that many interviewees noted. Strong families and communities were continually mentioned as a source of emotional and financial support. There were two overarching strengths recurrent in interviews: far-reaching supportive kinship ties and the African American church which, for many interviewees, served as a unified African American voice, and was a place within which community members

exchanged information, and gained support. Team members often noted the strong presence of the church. During the windshield tour, one student noticed that in one small neighborhood, there were approximately five churches and team members who attended community events held at local churches witnessed the support offered by the church community. As one student reflected, “Tonight, as I sat in the back of the church meeting hall, I realized that folks use church as a place to congregate and draw strength from one another on days other than Sunday.”

In addition to the strengths, the team also asked interviewees to describe the needs of the African American community. Themes that emerged from the interviews in addition to the five themes chosen by the FPC include: 1) communication; 2) affordable housing and property; 3) divisions stemming from: a) race relations, b) socio-economic status, c) location; 4) family; 5) transportation; 6) food; and 7) community involvement.

The four themes chosen by the FPC and discussed at the community forum are outlined below. Each theme (in bold) includes a theme statement which reflects the overarching sentiments community members and service providers had regarding each theme. In addition, each theme is accompanied by a summary of community member perspectives, service provider perspectives, student team perspectives, a summary discussion about how perspectives vary and are similar, a discussion about the forum discussion session, and the secondary data relevant to each theme. Discussion about the additional themes not included in this section can be found in Appendix D.

Access to Health Care

Lack of health insurance and access to health services prevent many community members from receiving the preventive and primary care they need to stay healthy.

Community Member Perspective

“I think it’s a lot of health things going under the table...you know if they don’t have the right health care they’ll put stuff on the back burner and something turns into something big...”

Although, many community members stated that Moore County provided trusted medical services, they discussed how a lack of health insurance and lack of transportation to and from medical facilities made it difficult to take advantage of health-related services. Interviewees mentioned that many employers do not provide health care benefits and many felt that health concerns were frequently ignored among African Americans in Moore County because the majority of community members could not afford the costs of primary and preventative care. One community member articulated how this concern was relevant to individual community members and their family: “It’s [health insurance]... its really high and she [my cousin] can’t afford it right now.”

Service Provider Perspective

“Probably the working uninsured percentage of African Americans, is higher because they work for small business that don’t offer insurance.”

Affordable health care and access to health care were the concerns most often mentioned by service providers. One service provider noted that, while Moore County residents had access to many medical facilities, without health insurance, many low-income families were not receiving services. This service provider went on to note that if they did receive services, many were left with thousands of dollars worth of medical bill debt. The lack of health education, specifically education surrounding nutrition and exercise, was also mentioned by service providers as a need within the African American community. One service provider discussed the difficulty surrounding efforts to establish healthy eating habits due to cultural traditions that reinforce the intake of foods high in cholesterol and fat. Another service provider explained that African American community members may not associate being overweight with common chronic diseases in the African American community such as diabetes and heart disease. In

addition to cost, many service providers felt that preventive health services were underutilized due to fear. One service provider commented that many women in the African American community do not get mammograms due to the fear associated with being diagnosed with breast cancer. Service providers also noted that stigma within the community associated with accessing free health services may prevent community members from seeking preventative services.

Students Perspective

While touring the county the student team learned about the many medical resources within Moore County but noted that most of the services were located in the southern part of the county. In field-notes one member wrote that, "...without proper transportation it seems that it would be difficult for those who live in other parts of the county to access these services." As the team became familiar with the array of free and low-cost health services available to those in the county, the feasibility of accessing services among working-class African Americans who receive little to no paid time off for medical-related appointments, was a general team concern.

Summary

Access to health care and lack of health insurance were needs within the African Americans community identified by both service providers and community members. Many service providers were concerned that while they provided health information via health fairs, newspaper ads, and health care clinics, much of the information did not reach the African American community. Many community members felt frustrated because they did not know what low-cost health related resources and services were available. While service providers are making efforts to reach community members, it appears that present modes of communication used to pass along health-related information may need to be improved in order to reach the African American community.

Secondary Data

In 2004 the mortality rate in Moore County was 12.02 per 1,000 people (US Census Bureau,2006). The leading cause of death for young African Americans in North Carolina (NC) is injuries: unintentional injuries (i.e. motor vehicle and other) rank first among 1-14 year-olds. Among 15-34 year-old African Americans in NC, homicide ranks first and unintentional injuries rank second. Heart disease, cancer, and stroke are the top three causes of death among all African Americans and Whites living in NC (NC State Center for Health Statistics, 2006). The majority of African American deaths in Moore County are accounted for by the following: cancer (26.2%), heart disease (19.5%), and stroke (10.7%) (NC State Center for Health Statistics, 2006).

Moore County has many medical facilities and providers. There are 244 physicians in Moore County, equivalent to 29.7 physicians per 10,000 residents, higher than the overall NC rate (NC Rural Economic Development Center, 2007). Affordability of these services, while a concern for African Americans and Whites in NC, is more frequently a barrier for African Americans when accessing health services. Importantly, African Americans in NC more often than Whites reported difficulty seeing a doctor due to cost (20.6% vs. 12.4%) (NC State Center for Health Statistics, 2005) and lack of health insurance prevents more African Americans in NC than Whites from obtaining needed medical services (19.0% vs. 13.4%) (NC State Center for Health Statistics, 2005). Additionally, 15.5% of African Americans in Moore County are uninsured (First Health of Moore County, 2007).

Forum Discussion Session

There were approximately 11 people, both community members and service providers that attended the discussion on health care. There was a diverse a mix of African Americans and Whites as well as men and women in attendance. A student facilitated the group using the SHOWED discussion technique. SHOWED is a discussion tool that engages participants in

critical thinking prompted by a trigger (photo, quote, drawing) and is intended to guide participants to collective action (see Appendix F1 for a more detailed description of the technique). To begin the discussion, an illustration was shown (see Appendix F3) to help trigger thoughts about health care that would lead to group discussion about the issues surrounding access to health care. Group participants discussed many barriers that prevented access to health care in Moore County. Among those mentioned were: cost, specifically lack of insurance or high deductibles, lack of awareness about services, lack of transportation, and not wanting to consult with a physician as a result of pride.

To reduce some of the barriers to accessing health care, the group also discussed available resources such as the Moore Free Clinic, FirstHealth Mobile Health, Sandhills-Moore Coalition for Human Care, a pharmaceutical assistance program and FirstHealth Cares. Many cautioned, however, that some of the aforementioned services are for specific low-income levels, and those who do not qualify are likely to “fall through the cracks” or be denied services. At the conclusion of the discussion, the group developed several concrete action steps to overcome the barriers discussed and assist community members in gaining access to needed health care services. Participants expressed interest in participating in a follow-up meeting to work on the following action steps:

Action Steps

- Increase public awareness about available resources
 - ≠ Use the TV and radio to relay public service ads
 - ≠ Distribute information to beauty shops, barbers, grocery stores, churches, etc.
- Push for better transportation at county commissioners meetings
- Hold health fairs in local churches
- Make online calendar and resources more accessible (i.e. when and where is the FirstHealth mobile van)
- Increase community awareness of political candidates’ viewpoint on healthcare

Opportunities for Youth

There is a lack of educational, employment, and recreational opportunities for the younger generation, which leads many to leave the county in search of better opportunities.

Community Member Perspective

“It doesn’t appeal to the younger generation. The kids 20-35 aren’t here anymore. They leave. A lot of kids just don’t come back here.”

Many community members expressed the need for more social and recreational activities in Moore County. In the southern part of the county, many felt that social activities were targeted exclusively at retirees residing in the county. One community member said, “This area is very good for people in my age group – I would not recommend it to the young people in their 20’s. I know a lot of young people who would not find this area promising, because there’s not anything to do [for them].” Although there is a local recreation department, activities are only provided for children up to age 14. Having additional recreation activities was seen as a way to encourage youth and keep them focused on academics and post-graduation goals. As one community member stated, “Sports will help you stay busy and out of trouble.”

Additionally, community members mentioned that many resident youth who receive an education at the local community college or from colleges outside the county leave Moore County and do not return after they graduate. Interviewees attributed this to multiple social, recreational, and employment opportunities available to college graduates that exist beyond, instead of within, the borders of Moore County.

Service Provider Perspective

“You know, in my family, none of my parents had gone to college but their ambition for us was for all of us to go to college...and so, you know, it just depends on your family, and how they guide you and steer you.”

Several service providers felt that educational opportunities existed within Moore County but felt that many youth did not utilize them due to lack of encouragement from parents or lack

of mentoring within schools. Service providers noted that many parents were not aware of the college preparation class options available to children in high school. Service providers also mentioned that there were parks and other meeting places to hold gatherings throughout the area, but were underutilized by the African American community.

Student Perspective

As the students toured the county and interacted with the community, the team observed a lack of playgrounds and parks in areas of the county that appeared to be economically disadvantaged. In these communities, team members often observed children playing in the street. As one student noted, "...in these small communities there are no sidewalks on which to walk or run and there are no basketball courts or soccer fields on which to play." Other team members noted that some recreation areas appeared to be used exclusively by White children.

Summary

Overall, both service providers and community members were concerned about educational and recreational opportunities for youth. Service providers discussed how a lack of recreational opportunities generally impacted the African American population of Moore County while community members expressed deeper more specific concerns. Community members discussed how the lack of education, employment and recreation for African American youth in Moore County may negatively impact the future of the community.

Secondary Data

Education

In Moore County, 66.8% of students passed the End of Grade (EOG) test. A total of 39.4% of African American students passed the EOG's compared to 77.2% of the White counterparts (NC Rural Economic Development Center, 2007). During 2006-2007, Moore County high school drop-out rate was 4.29%, compared to the state rate of 5.27% (Moore

County Partners in Progress,) and in 2005, the percentage of high school graduates in Moore County was 83% while college graduates accounted for 24.3% of the population (Moore County Partners in Progress, 2007)

Recreation

Moore County has three parks, located in Carthage and Robbins, which offer sports facilities, picnic shelters, and playground areas. The Moore County Parks and Recreation Department offers sports activities from softball and tennis to cheerleading and line dancing (Moore County Government, 2007). Southern Pines and Pinehurst have parks and recreation departments as well and offer additional parks and walking trails. Southern Pines is also home to the Boys & Girls Club.

Employment Data

There were no data available that specifically related to employment opportunities for youth. However, an examination of county-wide employment trends can provide the scope of opportunities available to working-age youth. The majority of the workforce is employed by the health care, tourism and retail industries (Moore County Partners in Progress, 2006). The average income for 30.2% of the workforce who work in tourism and retail is \$380 per week (Moore County Partners in Progress, 2006). Real estate, finance and professional sectors employ 8.8% of the population and employees in these areas receive \$842 per week, the highest weekly average income in Moore County (Moore County Partners in Progress, 2006). In 2006, the median yearly earnings for male full-time, year-round workers in Moore County was \$36,974 while females earned a median of \$26,668 (Select tables: U.S. census bureau, 2006 American Community Survey).

Forum Discussion Session

There were approximately 33 people in this discussion group, including at least two high school students. The facilitator used the SHOWED technique to engage the group in discussion about opportunities for youth and presented an image to trigger discussion (see Appendix F4). Discussion among group members was not centered on education or professional opportunities but was focused on the lack of recreational and social opportunities for youth in Moore County. There was disagreement between the youth, who felt there were not enough activities, and older residents, who explained that Moore County offers an abundance of opportunities for youth but activities are often not taken advantage of.

The group discussed some of the barriers surrounding lack of activities and opportunities for youth. Barriers identified included: lack of transportation to get to or from activities, the distance to an activity (particularly true for youth from the northern part of the county), lack of community activity coordinators and volunteers, and lack of money to fund additional activities. Many youth mentioned they would like a place to gather such as a recreation center with arcade games and other activities. At the conclusion of the discussion, the group developed several action steps to increase opportunities for youth. Community members were interested in collaborating with one another to develop a plan to carry out the following action steps:

Action Steps

- Organize youth programs and activities that are not just related to sports (i.e. churches, existing organizations, and business could help organize and offer resources and space)
- Tap into committed organizations in Moore County
- Increase youth involvement
- Utilize and expand on existing mentoring programs
- Increase commitment of community members to volunteer
- Gain ideas from new residents (new residents have new ideas for activities and events)
- Shadowing with African American business owners to allow youth exposure to role models and examples within the community
- Develop relationships between community leaders and youth so that any efforts to develop activities will truly address the youths' desires, rather than what adults think youth want to do

Politics

The lack of African American leaders in the county leads to a lack of representation of African American issues in county government decisions.

Community Member Perspective

“...the only thing is power in numbers so the more people you’ve got saying we want this or we don’t want this then you get a bigger voice and without that voice your representation will get over-ruled.”

The lack of African American involvement and representation in local government and politics was a topic that emerged as an issue throughout interviews with community members. Importantly, the lack of prominent or well known African American leaders and the lack of representation of the African American voice in Moore County politics were the most frequently cited concerns of community members. Many community members were concerned that current political leaders do not represent or know the needs of African Americans in Moore County. One community member stated, “..they don’t know anything about poverty, things that affect African America people on a daily basis...these people have money and stuff so I really doubt if they even talk to the people that don’t have anything.” Additionally, the lack of political power experienced by citizens who live in unincorporated communities as well as concerns about corruption within local government were cited by community members.

Service Provider Perspective

“I’m not seeing a real diverse representation as far as the elected officials go.”

Although many service providers commented on African American community member involvement in organizations such as the NAACP and the church, many also noted the need for increased community member involvement. Specifically, many service providers mentioned the lack of African American involvement in government and political offices. When asked, service

providers were generally able to name two to three African Americans who were elected to county offices in the past, but most could not name an African American currently serving as an elected official. Additionally, many service providers repeatedly named the same two to three informal African American leaders in Moore County.

Student Team Perspective

The team attended community meetings in four different communities throughout Moore County and observed a strong commitment on the part of community members to engage in the political process. A representative from the UNC Center for Civil Rights was working with each community to achieve specific social change in their respective communities. The team observed that each organization had common qualities of leadership and dedication as well as a genuine willingness to engage with each other and with local leaders to affect positive change.

Summary

While service providers had difficulty providing names of local African American political leaders and expressed concern surrounding a lack of African Americans who hold political office in Moore County, the informal leaders in various communities throughout the county represent strong voices that actively articulate the needs of their community. Based on the team's experience, the lack of African American representation that exists in formal Moore County politics is somewhat counterbalanced by local leaders and members of community organizations. The African American voice appears to be growing stronger and more consolidated as community organizations express collective concerns through established political channels.

Secondary Data

The involvement of the African American community in the political process is reflected in the 2007 voting records, which shows a 59.9% voting rate among registered African

Americans voters (Moore County Board of Elections, 2008). The voting rate among White registered voters was 79.4%

Forum Discussion Session

There were approximately 17 forum attendees who participated in the discussion. While the majority of participants were African American men and women, two White women and one White man were also in attendance. The group included Moore County service providers, elected officials and community members.

The facilitator used the SHOWED technique to engage the group in discussion about African American leadership and political representation. The discussion began with reactions to a community member quote addressing the lack of African American leadership and political representation in Moore County (see Appendix F5 for discussion trigger).

Some members of the group felt the root cause of a lack of political representation was due to a preconceived idea and self-defeating attitude within the African American community that African Americans cannot win political races in Moore County. Most members agreed that it was important to engage the disengaged part of the community and some expressed the opinion that a lack of political education, motivation and action among the younger generations aged 20-40 results in a lack of African American representation. One member discussed the need for parents and grandparents to take opportunities to teach the youth how to be a politically active member of the community and more specifically, how to run for office. Group members stressed the importance of using common community needs as a basis for coalition building that might lead to a stronger African American voice in Moore County politics. The discussion group generated one pivotal action step. Two community leaders agreed to be accountable for the following action step:

Action Step

- Identify African American leaders to start a county-wide coalition of leaders to begin discussions around issues relevant to African American communities throughout Moore County.

Unity within the African American Community

Although support systems and community events bring people together, the potential for unity around important issues is limited because it is difficult for many community groups and organizations to work together due to differences in opinions.

Community Member Perspective

“I think people would work toward more things if they were more open one to the other– to new suggestions and new ideas...if I don’t suggest it...if it hasn’t happened and it’s not a part of our little group then it’s not going to happen and that is a danger in any community...you can shut it off to the point where you’ll end up being there by yourself and then nobody will come.”

Unity within the African American community in Moore County was cited as a concern multiple times by community members during interviews. Community members felt that a lack of communication, lack of community involvement, lack of transportation, and challenges such as the physical distance between communities resulted in disunity among many individual African Americans and African American communities in Moore County.

Service Provider Perspective

“One of the things that I’ve observed...is a lot of times when black people have risen to upper income, a lot to times they forget about the folks that haven’t and they want to mingle with people at their own income level.”

While service providers were less forthcoming and emphasized their role as community outsiders while discussing the topic of unity, some did express opinions about potential reasons

for a lack of unity within the African American community. Reasons cited include: the geographical distance between communities, divisions created by differences in socio-economic status, as well as divisions created by varying education levels.

Student Team Perspective

During the windshield tour the team observed African American enclaves scattered throughout the county. The team noticed concentrated pockets of predominantly African American communities in the southern part of Moore and a few scattered communities in the northern part of the county. In the southern half, communities that were addressing similar issues appeared to communicate and discuss these issues with each other. The northern communities, however, appeared to be somewhat separated from the political and social processes ongoing in the southern part of Moore. The lack of interconnectedness observed by the team may be attributable to the lack of public transportation to carry community members to and from various communities in the North and South. Observed disunity may also be due to distinct political and social change agendas rooted, in part, in histories specific to geographic location.

Secondary Data

Due to the lack of secondary data on unity within the African American community, the team assessed this theme exclusively through the use of primary data.

Summary

Community members identified the lack of unity in the African American community as an issue stemming from lack of communication, community involvement and transportation in Moore County. While service providers cited similar causes for divisions, their status as outsiders made the issue of disunity within the community challenging to address.

Forum Discussion Session

There were approximately 20 individuals who attended the discussion session to address unity within the African American community. The discussion was facilitated using the SHOWED technique to engage the group in discussion surrounding this topic.

The discussion began with reactions to a visual trigger (see Appendix F2). Participants in the discussion group noted that a lack of communication among different communities leads to a lack of awareness about what various communities are doing to address similar underlying needs. Group members discussed the importance of using existing networks such as churches and local newspapers to effectively channel information related to social change in different African American communities. Group members also discussed the need to unite over a singular cause and how collaboration among communities sometimes necessitates placing aside personal feelings and past and present qualms.

Group members stressed the importance of creating a resource list with information about all organizations and services relevant to a wide range of African American-specific need. The group generated several action steps and agreed to further discuss and work on the action steps at the forum follow-up meeting. The action steps generated follow:

Action Steps

- Create a list of all African American organizations in Moore County and build partnerships among the existing organizations in Moore County
- Start a *Community Unity* meeting once every month where all African American organizations and community groups can exchange information about issues that affect them
- Start an email listserv
- Use existing organizations such as churches to disseminate information relevant to the community while being sensitive to each organization's posting requirements
- Communicate issues to elected officials
 - ≠ Identify who elected officials are
 - ≠ Identify ways to get involved in local government

CONCLUSION

The purpose of this AOCD was to learn about the strengths, challenges, and needs facing African American communities in Moore County and to facilitate discussion about identified needs that resulted in the generation of action steps. This final report outlines the AOCD process, limitations and how the AOCD team attempted to carry out the purpose of an AOCD.

The AOCD process in Moore County was limited by the small number (20) of African American community members interviewed. Although the geographic range within which community member interviews were conducted was far-reaching, the team acknowledges that this assessment could have been informed by a broader range of Moore County African American community voices. The lack of time to conduct interviews, however, limited the collection of extensive primary data.

Over the course of seven months, the team was able to build relationships with community members and service providers who were engaged in collecting and interpreting data that was presented at the forum. During the forum, many participants took collective responsibility for community issues and participated in creating action steps, several forum attendees took responsibility for beginning and / or achieving the action steps.

This document can serve as a resource for and a record of the strong commitment the African American community members and service providers in Moore County have towards affecting positive change in the community.

Recommendations

Based on the vast number of strengths that emerged from the primary data collection, it is clear that African American communities in Moore County have a reservoir of assets with which to address the needs and challenges identified at the forum. Based on these strengths, the team

compiled a list of recommendations that community members and service providers may find useful when pursuing social change with and within the African American community:

- To encourage the youth of Moore County to continue to live in and succeed within the county after high school graduation, the team recommends collaboration between existing organizations that provides services to youth so that the scope and reach of these services might be broadened.
- To encourage young adults to become politically engaged citizens in Moore County, the team encourages collaboration between church, community, and political leaders to develop an organization that facilitates an opportunity for young adults to learn about and discuss the importance and the role of the politically active African American.
- To avoid overlapping efforts and to increase communication among Moore County leaders working within and with the African American community, the team recommends that FirstHealth facilitate a meeting between the 2006-2007 Forum Planning Committee and the 2007-2008 Forum Planning Committee members to discuss the action steps created during the recent forum and identify ways they can work together to affect positive change in African American communities in Moore County.

These recommendations are informed by the team's experiences and observations and have been developed to encourage the completion of action steps generated during the forum. They are intended to coincide with existing efforts among African American community members and service providers who are pursuing positive social change with and within the African American community.

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Appendix A: Interview Documents

A1: Service Provider Interview Guide

Introduction and Consent Form Administration

Hello and thank you for taking time to meet with us today. My name is _____ and I will be conducting the interview. This is _____, who will be taking notes and helping me during our discussion. We are graduate students from the UNC School of Public Health and we are conducting a community diagnosis to assess the strengths and needs of the African American community in Moore County by learning about the different cultural, social, economic, and health experiences of individuals who live within the community. All of our findings will be presented in a community forum that will be held in April. We will give you more information about the forum at the end of the interview

We will be here for about an hour to talk with you and would like to hear your opinions concerning the strengths of the African American community as well as the challenges you think this community faces.

Before we begin, I want to explain your right's as a participant in this interview and study.

We want to hear your thoughts, experiences and views. There are no right or wrong answers to our questions. If you feel uncomfortable answering any of the questions, please let me know and we can skip the question. You can stop this interview at any time.

We will be taking notes and using a tape recorder during the interview. The tape recorder will be used solely for the purpose of recalling and collecting of information; all tapes will be destroyed at the end of the study. Your name and identity will remain confidential and will not be revealed to anyone outside of our team.

Do you have any questions about anything so far?

One more thing before we start:

Since we are recording this interview, it would be helpful if you could speak up and towards the microphone, so everything comes through clearly on the tape.

Okay, if you're ready, we'll start the interview now.

Introductory questions

(If respondent mentions that they were interviewed last year, acknowledge and indicate that you will ask more about that at end of interview)

1. How long have you worked in Moore County?
2. Do you also live there?
 - a. If no: Where do you live?
Probe – Have you ever lived in Moore County?
3. Why did you choose to work in this community?

4. Can you tell us about the services your organization provides to Moore County?
Probe: Can you tell us more about your job responsibilities? Any specific services for families?
5. What are the biggest barriers or challenges to doing your work?
6. How is the community involved in determining services you provide?
Probe: feedback, surveys, suggestion box.
7. What geographic areas does your agency serve?
8. What populations does your agency serve?
9. Who has the greatest need for your services?
Probe: women, children, rural residents, minority residents, senior citizens?
10. How do people know about the services you provide?
*Probe – phonebook, fliers, mailings, recommendations, referrals
What is most effective?*
11. Do you collaborate with any other area agencies?
12. What services do you think are underutilized by African Americans?
Probe – why do you think that is?
13. How do you believe the African American community perceives your agency?

Assets and needs of the community

14. What are the assets within the African American community?
*Probe – social support, leadership, physical environment, neighborhoods, organizations
If they mention family probe about what aspects make families a strength*
15. What do you think African American community members take pride in?
16. From your perspective, what are some things that bring the African American community together?
17. What is the relationship between the African American population and Moore County as a whole?
*Probe- Are churches and neighborhoods integrated in Moore County?
Probe – do the African American and white residents interact?*
18. What seems to divide people in Moore County?
19. What do you think are the main needs of the African American community?
Probe about family needs
20. From your perspective, what needs within the African American community go unaddressed by local service providers?
Which of these are priority issues that you think need to be addressed? Which of these issues most affect families?
21. Which of your agency's projects or programs have been most successful in addressing the needs of the African American community?
*Probe: most successful in addressing the needs of African American families
Probe – what do you think makes a successful program?
Probe – do you know of any other successful projects or programs in the area that address the needs of the African American community?*

Health

24. What are the health needs in the African American community?
Probe – are there specific groups, women, children, adolescents, rural, urban, who have greater health needs?

Politics

25. In what ways is the African American community involved in politics in Moore County?
Probe - Who are the prominent African American political leaders in Moore County?

Communication

26. What are some of the best ways to get information about your services to people in the community?
Probe – information about health

Follow-up (last year's group)

24. We know that there was a group doing a similar project here last year. Are you familiar with it?
If yes: Did you find their work useful? Was any action taken to address the issues that were identified at the forum? What do you feel could have been done differently?
If no: There was a group of students who came out to the county last year and held a forum after they compiled information from interviews like this one. The forum was a public meeting in which community members and service providers recognized the strengths of the community and also came up with ways to address the community needs that were identified during the interviews. We will hold a similar forum in April.

Recommendations from Interviewee

27. We would like to get a variety of views from the African American community - who would you recommend we talk to?
If they name organization: Who would be an appropriate contact person there?
28. Would you be willing to make initial contact with this person (or organization) and ask if we can get in touch with them?

Recommendations for Community Forum

Over the next few months, we will be planning the community forum that I mentioned at the beginning of the interview. One of the first steps to planning the forum will be forming a community advisory board; the board will consist of a mix of service providers and community members who will help to prioritize community issues to be addressed at the forum as well as assist in the planning of the forum. We hope to meet about six times before the forum in April.

29. Would you be interested in being involved with the forum?
30. What is the best way to contact you (email, phone?) so that we can contact you in the future (read a or b depending on their answer to 29)
- a) about being involved with the forum OR
 - b) with an invitation to the community forum.
31. Do you have ideas regarding the best way to get people to attend or a good place to hold the forum?
32. Can you think of anyone else that would be interested in being on the community advisory board? If yes, what is the best way to contact them?
33. (If yes to 31 or 32) Would you prefer to contact them first or is it okay for us to contact them directly?

Thank you again for talking to us today. We really appreciate your time and the information you have provided us with.

A2: Community Member Interview Guide

Introduction and Consent Form Administration

Hello and thank you for taking time to meet with us today. My name is _____ and I will be conducting the interview. This is _____, who will be taking notes and helping me during our discussion. We are graduate students from the UNC School of Public Health and we are conducting a community diagnosis to assess the strengths and needs of the African American community in Moore County by learning about the different cultural, social, economic, and health experiences of individuals who live within the community. All of our findings will be presented in a community forum that will be held in April. We will give you more information about the forum at the end of the interview

We will be here for about an hour to talk with you and would like to hear your opinions concerning the strengths of the African American community as well as the challenges you think this community faces.

Before we begin, I want to explain your right's as a participant in this interview and study.

(Review consent form and obtain oral consent.)

We want to hear your thoughts, experiences and views. There are no right or wrong answers to our questions. If you feel uncomfortable answering any of the questions, please let me know and we can skip the question. You can stop this interview at any time.

We will be taking notes and using a tape recorder during the interview. The tape recorder will be used solely for the purpose of recalling and collecting of information; all tapes will be destroyed at the end of the study. Your name and identity will remain confidential and will not be revealed to anyone outside of our team.

Do you have any questions about anything so far?

One more thing before we start:

Since we are recording this interview, it would be helpful if you could speak up and towards the microphone, so everything comes through clearly on the tape.

Okay, if you're ready, we'll start the interview now.

Interview

(If respondent mentions that they were interviewed last year, acknowledge and indicate that you will ask more about that at end of interview)

1. Which town do you live in?
2. How long have you lived there?
3. Have you lived anywhere else in Moore County?
4. How would you describe your town or community to someone who just moved here?
Probe – best things, worst things, people, resources?

5. Please tell me about the diversity in your community.
6. How do these diverse groups interact?

Now I'd like to ask you some questions specifically about the African American community in Moore County.

7. What are the strengths and assets in general of the African American community?
Probes – social support, organizations, physical resources
If they mention family probe about what aspects make families a strength
8. What makes community members proud?
9. What brings the African American community together?
Probe – events and organizations
10. What are some of the challenges the African American community faces?
Probe: specific challenges for families: children, parents
11. What are the greatest needs of the African American community?
Probes – social services, financial, education, health, families
12. What services are available to address those needs?
Probe: are there specific services available to families
13. What problems, if any, do African American community members face in accessing these services?
Probe –do people know about them? What would make them more accessible- transportation, advertising, business hours, financial reasons.
14. What services are do you wish were available to you and the community?
Probe: transportation, education, health

Politics

Okay, now I'd like to ask you a few questions about your involvement in the community.

16. What organizations are you involved with in the area?
Probe: church, neighborhood organization, social club
17. Please tell me about your role(s) in this(these) organizations.
18. In what ways is the African American community involved in politics in Moore County?
Probe - Who are the prominent African American political leaders in Moore County?

Communication

19. What are the best ways to get information to people in your community?
Probe – newspaper, radio, barber shops, TV, church, key people.

Follow-up (last year's group)

20. We know that there was a group doing a similar project here last year. Are you familiar with it?
If yes: Did you find their work useful? Was any action taken to address the issues that were identified at the forum? What do you feel could have been done differently?
If no: There was a group of students who came out to the county last year and held a forum after they compiled information from interviews like this one. The forum was a public meeting in which community members and service providers recognized the strengths of the community and also came up with ways to address the community needs that were identified during the interviews. We will hold a similar forum in April.

Recommendations

21. We are trying to talk to a wide variety of people about the issues in the African American community. Can you recommend someone helpful that we can talk to?
22. Would you be willing to get in touch with them and ask if we can contact them later?
23. Are there any upcoming community events that you recommend we attend?
24. Are there any questions or additional comments that you would like to make?

Recommendations for Community Forum

Over the next few months, we will be planning the community forum that I mentioned at the beginning of the interview. One of the first steps to planning the forum will be forming a community advisory board; the board will consist of a mix of service providers and community members who will help to prioritize community issues to be addressed at the forum as well as assist in the planning of the forum. We hope to meet about six times before the forum in April.

25. Would you be interested in being involved with the forum?
26. What is the best way to contact you (email, phone?) so that we can contact you in the future (read a or b depending on their answer to 29)
 - a) about being involved with the forum OR
 - b) with an invitation to the community forum.
27. Do you have ideas regarding the best way to get people to attend or a good place to hold the forum?
28. Can you think of anyone else that would be interested in being on the community advisory board? If yes, what is the best way to contact them?
29. (If yes to 27 or 28) Would you prefer to contact them first or is it okay for us to contact them directly?

Thank you again for talking to us today. We really appreciate your time and the information you have provided us with.

BACKGROUND INFO

WHAT?

- A team of students from the School of Public Health at the University of North Carolina is conducting an Action-Oriented Community Diagnosis (AOCD).
- AOCD can help your community assess the strengths and needs of African Americans living within Moore County and identify issues that can be addressed.

WHY AM I BEING ASKED TO PARTICIPATE?

- Someone identified you as a person knowledgeable about the African American community within Moore County. We want to hear your thoughts and ideas on the strengths and needs of the African American community.

A3: Service Provider Consent Form

If you are interested in participating in the interview, **please read the following agreement statement very carefully.** 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 Diagnosis. If I decide not to have my information used, I will inform you in writing at:

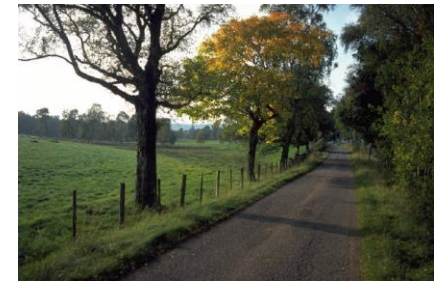
Amanda Cornett
UNC School of Public Health
Dept of Health Behavior & Health Education
Campus Box 7440
Chapel Hill, NC 27599-7440

(Your signature and date)


(Team member signature and date)



ASSESSING MOORE COUNTY



Consent Form for Service Providers



HOW WILL I BE ASKED TO PARTICIPATE?

- You will be asked to participate in one interview with two students from the UNC School of Public Health. We will ask you questions about being a service provider to the community. For example we will ask, “In what capacity do you work with the African America community?” There are no right or wrong answers, just different opinions.
- The interview will take about 60 minutes. If you agree to participate in the interview we will record your responses on a piece of paper. Also, we would like to tape record the interview to make sure we do not miss anything. Only members of our team will listen to the tapes. The tapes will be erased after our project is over. You can ask us to turn off the tape recorder at anytime.

WHAT ARE THE RISKS OF PARTICIPATING?

- The risk to you for taking part in this project is small, as we will be asking you general questions about life for members of the Moore County African American community.
- Some questions, such as those about problems or needs in the community, may cause you to feel uncomfortable. Therefore, you can skip over any question which you do not wish to answer.

WHAT WILL BE DONE WITH THE INFORMATION WE GATHER?

- Our team will summarize what we learn about the strengths and needs of your community. At the end of the project, we will share this information at a community forum. We will also include this information in a written report that will be made available to the community.

WHAT WILL I GET OUT OF PARTICIPATING?

- The costs for participating in the project are your time spent during this interview and travel costs to and from the interview location.
- Although you will not be paid to do this interview, 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.

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, Eugenia Eng. If you have questions about this project you can call us toll-free at 866-610-8272 or via email at: MooreCountyAOCD08@gmail.com.
- If you have any concerns you can call Dr. Eng, collect if you wish, at her office at the School of Public Health. Her number is 919-966-3909.



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 project 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 project. Although every effort will be made to keep 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.
- 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. 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 2008 when the project is over.

BACKGROUND INFO

WHAT?

- A team of students from the School of Public Health at the University of North Carolina is conducting an Action-Oriented Community Diagnosis (AOCD).
- AOCD can help your community assess the strengths and needs of African Americans living within Moore County and identify issues that can be addressed.

WHY AM I BEING ASKED TO PARTICIPATE?

- Someone identified you as a person knowledgeable who can talk about the views of the African American community as a whole. We want to hear your thoughts and ideas on the strengths and needs of the African American community.

A4: Community Member Consent Form

If you are interested in participating in the interview, **please read the following agreement statement very carefully.** 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 Diagnosis. If I decide not to have my information used, I will inform you in writing at:

Amanda Cornett
UNC School of Public Health
Dept of Health Behavior & Health Education
Campus Box 7440
Chapel Hill, NC 27599-7440

(Your signature and date)

(Team member signature and date)



ASSESSING MOORE COUNTY



Consent Form for Community Members

HOW WILL I BE ASKED TO PARTICIPATE?

- You will be asked to participate in one interview with two students from the UNC School of Public Health. We will ask you questions about life in Moore County. For example we will ask, “What is it like to live in your community?” There are no right or wrong answers, just different opinions.
- The interview will take about 60 minutes. If you agree to participate in the interview we will record your responses on a piece of paper. Also, we would like to tape record the interview to make sure we do not miss anything. Only members of our team will listen to the tapes. The tapes will be erased after our project is over. You can ask us to turn off the tape recorder at anytime.

WHAT ARE THE RISKS OF PARTICIPATING?

- The risk to you for taking part in this project is small, as we will be asking you general questions about life for members of the Moore County African American community.
- Some questions, such as those about problems or needs in the community, may cause you to feel uncomfortable. Therefore, you can skip over any question which you do not wish to answer.

WHAT WILL BE DONE WITH THE INFORMATION WE GATHER?

- Our team will summarize what we learn about the strengths and needs of your community. At the end of the project, we will share this information at a community forum. We will also include this information in a written report that will be made available to the community.

WHAT WILL I GET OUT OF PARTICIPATING?

- The costs for participating in the project are your time spent during this interview and travel costs to and from the interview location.
- Although you will not be paid to do this interview, 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.

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, Eugenia Eng. If you have questions about this project you can call us toll-free at 866-610-8272 or via email at: MooreCountyA OCD08@gmail.com.
- If you have any concerns you can call Dr. Eng, collect if you wish, at her office at the School of Public Health. Her number is 919-966-3909.

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 project 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 project. Although every effort will be made to keep 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.
- 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. 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 2008 when the project is over.

A5: Telephone Recruitment Script

Hello my name is _____. I am a graduate student from the UNC School of Public Health and I am part of a team conducting a community diagnosis to assess the strengths and needs of the African American community in Moore County. We received your name from _____ because you indicated to them you would be interested in participating in an interview. We are trying to learn about the different cultural, social, economic, and health experiences of individuals who live in Moore County.

We would like the opportunity to interview you at your earliest convenience. The interview will last for about an hour. If you are interested we can give you more information about the project and set up a convenient time and place for us to conduct the interview.

A6: Interview Recruitment Form

Assessing Moore County Recruitment Form

Purpose of this form:

This form provides guidelines for service providers and community members to receive permission to release name and contact information of potential participants to the Moore County Community Diagnosis team. If an individual agrees to be contacted by the Community Diagnosis team, more information about the project 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 utilizes will not be affected in any way. This information will only be released to the Community Diagnosis team. This guide will be provided to anyone who will be involved in recruiting participants for this project including service provider and community members. This script will be given or read to potential study participants.

Script:

A team of students from the UNC School of Public Health is conducting an assessment of the cultural, social, economic, and health experiences of Moore County. They are interested in contacting you to participate in an interview for their project. If you agree to be contacted by the team, you will be given more information about the project 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 project you can contact the Moore County AOCD team or their faculty advisor, Eugenia Eng. If you give permission for the team to contact you, what contact information should I give them?

Moore County Community Diagnosis Team
UNC-Chapel Hill School of Public Health
Health Behavior & Health Education
CB# 7440
Chapel Hill, NC 27599-7440
Phone: (919) 966-3919
Toll-free: (866)-610-8272
E-mail: MooreCountyAOCD08@gmail.com

Eugenia Eng (*faculty advisor*)
UNC-Chapel Hill School of Public Health
Health Behavior & Health Education
CB# 7440
Chapel Hill, NC 27599-7440
Phone: (919) 966-3909
Eugenia_Eng@unc.edu

A7: Interview Recruitment Flier



Speak Up for Moore!

PURPOSE:

A team of students from the UNC School of Public Health is conducting interviews and focus groups to learn about the strengths and needs of African Americans living within Moore County.

WHAT:

- We will present our findings to the community at a forum in April.
- We seek to bring the community together to develop actions steps to address identified needs using community strengths.

HOW:

- Talk with the students one-on-on to express your ideas and opinions.
- Contact the student team to schedule an interview.



Contact the Student Team to Schedule an Interview:

Phone:
Toll-free: (866) 610-8272
Email
MooreCounty.AOCD08@gmail.com

Phone:
Toll-free: (866) 610-8272
Email
MooreCounty.AOCD08@gmail.com

Phone:
Toll-free: (866) 610-8272
Email
MooreCounty.AOCD08@gmail.com

Phone:
Toll-free: (866) 610-8272
Email
MooreCounty.AOCD08@gmail.com

Phone:
Toll-free: (866) 610-8272
Email
MooreCounty.AOCD08@gmail.com

Phone:
Toll-free: (866) 610-8272
Email
MooreCounty.AOCD08@gmail.com

Phone:
Toll-free: (866) 610-8272
Email
MooreCounty.AOCD08@gmail.com

A8: Demographic Form



ASSESSING MOORE COUNTY DEMOGRAPHIC INFORMATION

Please take the time to help us answer some demographic questions. You do not have to answer any question that you do not want to. Thank you for your help!

1. Gender:

- Female
- Male

2. Race:

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White
- Other (please specify) _____

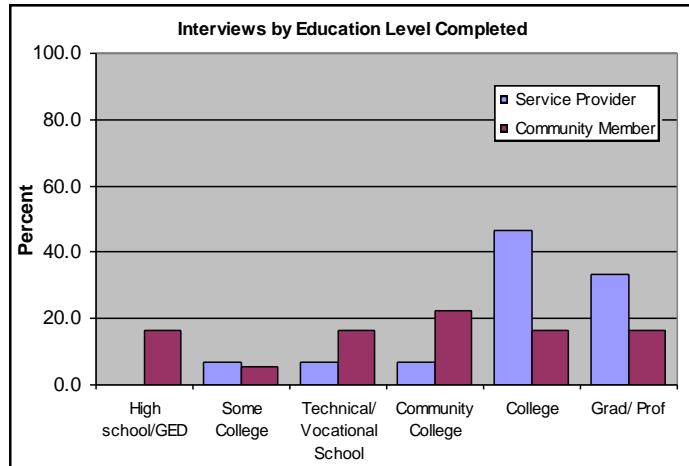
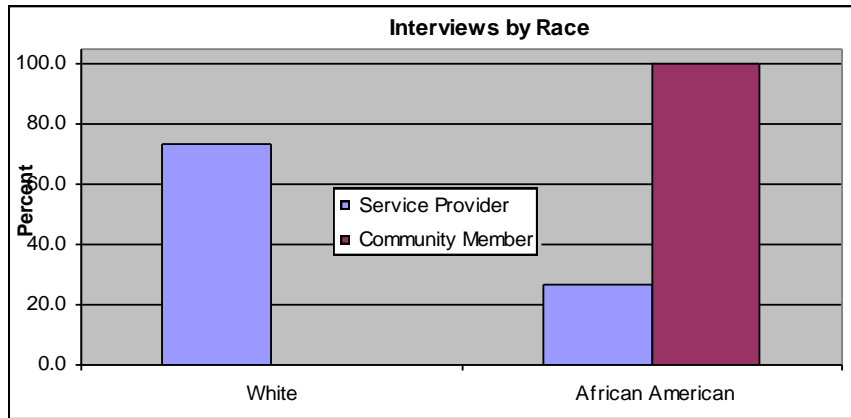
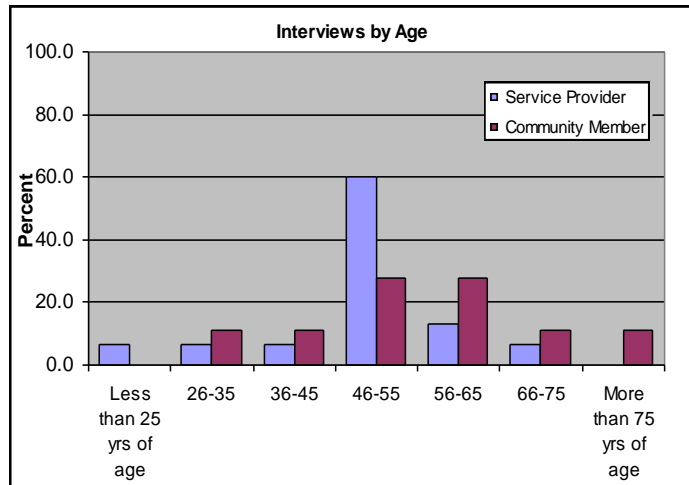
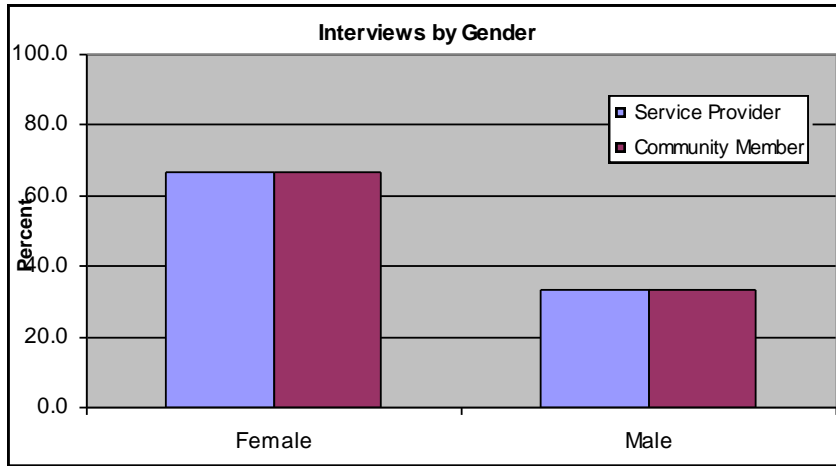
3. Age in Years:

- Less than 25
- 26-35
- 36-45
- 46-55
- 56-65
- 66-75
- More than 75

4. Completed Education

- Less than high school
- Some high school
- High school (GED)
- Some college
- Technical or Vocational School
- Community College
- College
- Graduate or Professional

A9: Interviewee Demographic Information



A10: Final List of Community Activities

Community Events Attended October 2007 – February 2008

Event	Location	Date	Time	Team members in attendance
MooreHealth Board Meeting	FirstHealth conference room, Southern Pines, Moore County	Thursday October 4, 2007	12:30pm- 1:30pm	Amanda Cornett, Jerrie Kumalah, Kristie Porter, Kate Patterson, Leah Perkinson
Windshield tour of Moore County	Throughout Moore County	Thursday October 4, 2007	1:30pm- 5:00pm	Amanda Cornett, Jerrie Kumalah, Kristie Porter, Kate Patterson, Leah Perkinson
Meeting with Chris Hoffman, Epidemiologist	FirstHealth offices, Southern Pines, Moore County	Thursday October 24, 2007	12:30pm- 1:30pm	Amanda Cornett, Kristie Porter, Kate Patterson, Leah Perkinson
Habitat for Humanity Build	Aberdeen, Moore County	Saturday November 10, 2007	8am-2pm	Jerrie Kumalah, Kate Patterson, Leah Perkinson
Cameron Christmas Antique Open House	Cameron, Moore County	Saturday November 17, 2007	10am- 12:00pm	Amanda Cornett, Jerrie Kumalah, Kristie Porter, Leah Perkinson
Seagrove, Pottery Festival, Randolph County (On Moore County border)	Seagrove, Randolph County	Saturday November 17, 2007	12:30pm- 2:00pm	Amanda Cornett, Jerrie Kumalah, Kristie Porter, Leah Perkinson
Habitat for Humanity Build and lunch at Eva's	Aberdeen, Moore County	Saturday January 12, 2008	8am-1pm	Jerrie Kumalah, Leah Perkinson
Habitat for Humanity Homeowner's workshop	Aberdeen, Moore County	Tuesday January 22, 2008	8am-1pm	Amanda Cornett, Leah Perkinson
Jackson Hamlet Community Action Meeting	Jackson Hamlet, Moore County	Saturday February 2, 2008	1 pm-3 pm	Jerrie Kumalah, Leah Perkinson
Midway Community Meeting	Midway, Moore County	Saturday February 9, 2008	1pm-3pm	Jerrie Kumalah, Leah Perkinson
Waynor Rd. Community Meeting	Waynor Rd, Moore County	Tuesday February 12, 2008	7:30pm- 9:00pm	Leah Perkinson, Kristie Porter
Generations Community Credit Union meeting in Jackson Hamlet church	Jackson Hamlet	Saturday February 16, 2008	10am-12pm	Amanda Cornett, Leah Perkinson
African American Youth event at Taylortown Church	Taylortown, Moore County	Sunday February 17, 2008	3pm-5:45pm	Amanda Cornett, Kate Patterson
Needmore Community meeting	Needmore, Moore County	Tuesday February 19, 2008	7:30pm- 9:30pm	Leah Perkinson, Kristie Porter

Appendix B: Interview List

B1: Description & Table: Demographics of Interviews Conducted

Service Provider (Outsider)

A total of 16 service providers were interviewed. Areas of services provided by interviewees span the spheres of school, health care and general social services. Two of the service providers identified as African American males, 1 was as African American female, 2 as White males and 11 as White females.

Community Member (Insider)

A total of 20 African-American community members were interviewed. Ten of the community member interviewees identified as African American males and 10 as African American females.

Descriptor	African American Male	African American Female	White Male	White Female	Total
Service Provider	2	1	2	11	16
Community Member	10	10			20
Total	12	11	2	11	36

Appendix C: Coding

C1: Service Provider Coding Table

Domains	Sub-Themes	Frequency
Strengths		
Family		
	Unites/close knit	IIII
	Support (material/emotional support)	IIII
	Family (nothing mentioned but just family)	III
	TOTAL	11
Church		
	Unites/brings people together	II
	Provides support (emotional and material)	II
	Provides leadership	II
	Events	
	Source of information	IIII
	Church (nothing mention but just church)	IIII
	TOTAL	14
Heritage/culture/history		
	Pride	IIIIIIII
	TOTAL	10
Community		
	Sports	III
	Support	IIIIIIII
	Unites	IIIIIIII
	Leadership (through people and organizations)	IIIIIIII
	TOTAL	32
Leadership		
	Political	II
	Community (informal)	IIII
	Church	II
	Family (i.e. maternal leadership)	I
	TOTAL	9
Religion/Spirituality		
	Strong sense of belief/faith	II
	TOTAL	2
Needs		
Recreation		
	TOTAL	3
Family		
	Role Models	I
	Involvement of parents	I
	Improve strong family structure	III
	Improve resources for single parent homes/low income homes	IIII
	TOTAL	9
Food		
	Access to healthy foods	IIII
	Affordability to healthy foods	II
	Education about healthy foods	I
	TOTAL	7
Transportation		
	Lack of public/Lack personal	IIIIIIIIIIII
	TOTAL	16

C2: Community Member Coding Table

Domains	Sub-Themes	Frequency
Strengths		
Community		
	Support	
	Unites	
	Leadership (through people and organizations)	
	TOTAL	17
Family		
	Unites/close knit	
	Support (material/emotional support)	
	TOTAL	9
Church		
	Unites/brings people together	
	Provides support (emotional and material)	
	Provides leadership	
	Events/Gathering Place	
	Source of information	
	Church (nothing mention but just church)	
	TOTAL	13
Pride (heritage, culture, accomplishment)		
	TOTAL	7
Needs		
Recreation/Social Activities for Youth		
	TOTAL	12
Social Services		
	TOTAL	2
Family		
	Role Models	
	Improve strong family structure	
	Lack of support for single parent homes (i.e. childcare)	
	TOTAL	8
Transportation		
	Lack of public/Lack personal	
	Poor roads	
	TOTAL	12
Employment		
	Job opportunities/advancement	
	Lack of job benefits	
	TOTAL	12
Financial		
	Fixed incomes (Sr. Citizens, disability, etc.)	
	Poverty stricken families	
	Economic opportunities	
	Sustainability of community programs	
	TOTAL	10
Communication		
	Local and county officials and AA communities	

	Lack of communication re: services offered	
	Lack of discussion about community issues and unity around the solutions	
	TOTAL	15
Education		
	Lack of education	
	Need of opportunities	
	Labeled as learning disabled	I
	Lack of support for children and parents	
	TOTAL	12
Community Involvement		
	Lack of involvement	
	TOTAL	6
Affordable Housing & Better Housing		
	TOTAL	5
Basic Utilities		
	TOTAL	8
Health		
	Health	
	Health insurance	
	Access to and more services	
	Mental Services	I
	TOTAL	16
Politics		
	Corruption/Prevention from participating	
	Lack of Prominent/Well Known Leaders	
	Leaders that don't know needs of low-income community	
	Lack of representation for the AA community voice	
	TOTAL	17
Legal Services		
		I
	TOTAL	1
Challenges		
	Land (fear of land being taken over)	
	Younger generations don't return to the community	
	Zoning laws (i.e. prevents/makes difficult to build homes)	
	Crime/Drugs/Criminal System	
	Federal Funding (i.e. Moore County looks self-sufficient)	
	TOTAL	24
Divisions		
AA and Moore County		
	Race issues	
	Economic	
	Physical Location (north vs. south and excluded communities)	
	Natives vs. Transplant	
	Churches	
	TOTAL	40
Within the AA Community		
	Annexation issues	
	Disunity between community groups	
	TOTAL	4

Appendix D: Additional Themes

D1: Communication

Communication

Lack of communication from local officials and service providers leaves many community members unaware of the services and resources available to them.

Community Member Perspective

“We don’t know what’s out there. We don’t know what help is out there. You really have to dig to know who’s helping who.”

Community members spoke of the need for communication from their local officials and services providers about the resources available to them. Many expressed frustration regarding a lack of available information regarding available social service and health care resources.

Service Provider Perspective

Although service providers did not specifically discuss communication as a need, they did indicate that information about services do not always reach the target audience. Some service providers noted that efforts to channel information about services and resources to the African American community through radio, television, newspaper, and health fairs seemed ineffective.

Student Perspective

Given the team’s short time in Moore County, it was difficult to assess the quality and quantity of communication avenues through which social and health related services were being disseminated. The team did, however, note multiple sightings of the FirstHealth mobile van, a mobile health care unit that provides low cost and free health services, on several highways

during time spent in the county. Additionally, while reading the local daily newspaper, The Pilot, the team observed coverage about health fairs.

Summary

Overall, community members were frustrated by the apparent lack of communication between service providers and local officials who, they felt, often failed to communicate with the African American community about services and resources in the area. Service providers also expressed frustration because they felt numerous efforts were focused towards reaching community members but were either not reaching the intended audience or met with disinterest. Importantly, community members consistently expressed the importance and effectiveness of communicating health related and social service resource information through the church.

Secondary Data

Although there was not specific secondary data to determine the rate at which community members receive service provider messages about resources and services, the number of available local communication sources may be useful in accounting for the scope of media outlets service providers utilize. While it appears that most residents read Moore County's one major local newspaper, *The Pilot* (published on Sundays, Wednesdays, and Fridays) *The Fayetteville Observer* is also available throughout the county; one local television station, WYBE-LP Channel 44 and two local radio stations, STAR 102.5 and LIFE 103.1 that community members frequently listen to (Moore County Partners in Progress, 2008)

D2: Employment

Employment

*(*chosen by FPC but not discussed at forum due to a team member's family emergency)*

One concern of both service providers and community members is limited opportunities for well-paying jobs that provide benefits and have opportunities for advancement.

Community Member Perspective

"The minimum wage, they are just getting sick of it...especially when things aren't changing. Things are changing around here. But it's still the same pay-wise. They are building up all these hotels and all these different restaurants and stuff. But you have to travel far to get a good paying job."

Many community members discussed the lack of job advancement opportunities and job benefits as an issue negatively affecting the African American Community. Community members noted that while Moore County offers an array of employment opportunities within the service industry, few of these positions offer much needed health and retirement benefits. Interviewees noted that this leads to little opportunity for advancement in the county. Community members also expressed frustration regarding the cycle of poverty that exist for community members who receive various forms of federal assistance.

Service Provider Perspective

"There's a need of, of jobs that pay a decent wage and have benefits...because I'm not sure that those housekeeping jobs and some of the others...I mean, they might get paid but they don't have the benefits"

The lack of job opportunities, job advancement and job benefits were less frequently cited by service providers as concerns for the African American community in Moore County. Service providers did note, however, the need for employment opportunities that provide better wages and benefits. One service provider stated, "This is a service county, so most of the jobs

are service related, waitressing, that type of stuff, where you're not going to get very far earning that kind of money, especially having kids and family.” Some service providers expressed the opinion that employment in the African American community affected all aspects of life and if individuals and families earned higher wages, the community's overall well-being would be enhanced.

Student Team Perspective

The team noticed a disproportionate number of African Americans working in service-related jobs while eating in local restaurants, filling up at gas stations and shopping at local grocery stores. While soliciting donations for the forum, one team member observed that the managerial staff and owners of businesses in Moore County were more often White than African American. Additionally, the team noted that in many restaurants, waiters and hosts were mostly White, while dishwashers and prep cooks, were more often African American.

Summary

While community members cited the lack of job opportunities, job advancement and job benefits as a priority need in the African American community, service providers, overall, did not identify this as a priority concern. These differences in perspective may be attributed to a lack of service provider interviewees who specialize in job placement and employment opportunity services in Moore County. Service providers may also not prioritize employment as an issue because Moore County does offer an array of employment in the service industry. However, for community members invested in receiving healthcare benefits and living wages, service industry employment appears to contribute to and sustain a cycle of poverty that results in little opportunity for personal and familial economic and social advancement.

Secondary data

Healthcare and tourism are the largest industries in Moore County, together employing 40% of workers. The county ranks 11th out of the 100 counties in North Carolina for travel expenditures, and tourism brought in over \$346 million in revenue in 2006 (Moore County Partners in Progress, 2006). While the median household income of \$55,144 in 2006 was above the state average, 34.35% of the African American population had an income at or below the poverty line (Select tables: U.S. Census Bureau, 2006 American Community Survey). Additionally, 14% percent of families with children under the age of 18 and 35.80% of single female-headed households live below the poverty line (US Census Bureau, 2004).

D3: Affordable Housing and Property

Affordable Housing and Property

Moore County has become a popular retirement and golf community resulting in increased real estate prices which increases property taxes, home ownership costs, and the cost of living within the area. Community members fear living in the area may become unaffordable and community member-owned property may be sought after for development.

Community Member Perspective

“I think housing can be an issue – it’s expensive to live here. The cost of living...is more expensive than a lot of places.”

Many community members mentioned the need for more affordable housing during interviews. Many noted that the real estate purchasing costs in the area have increased in price over the last few years and limits many from owning their own home. Community members also feared that land owned by African Americans would be future targets for golf course or housing development. One community member quote articulated this fear: “The issue that African Americans in all communities are concerned about is that we will be sucked up, by the powers that be that want to expand golf courses and condos.”

Service Provider Perspective

“They settle according to their financial status. I don’t think they can’t afford other places.”

One service provider noted that the growing population of wealthy retirees in Moore County heavily influences the increase in land and home ownership costs. They stated that this increase in cost results in unaffordable housing for many African Americans who are employed at various resorts and in the local hospital.

While some economically disadvantaged families can find housing assistance through the local housing authority or may qualify for a Habitat for Humanity house, other community members seek shelter in the homeless shelter that rotates between multiple churches throughout the county; this shelter, however, provides services exclusively for men.

Another concern stated by several service providers echoed a community member concern that land owned by African Americans would be sought out for the development of additional housing and resorts. One service provider stated, "My biggest fear for this county down the road is that they'll push out the African Americans or the low income populations because they are going to want that land for nice subdivisions and golf courses."

Student Team Perspective

During the windshield tour the team noticed that many predominantly African American neighborhoods lack basic infrastructure such as sidewalks, street-lights and playgrounds. The divide between resort-centered housing and historically African American communities was distinct and the encroaching development apparent: landscaping and paved roads within gated communities stopped just yards short of neighborhoods with smaller and older homes, many of which were dilapidated and in need of repair.

Summary

Both service providers and community members agreed about the need for affordable housing that exists among African American community members. Both also expressed the concern that many community members who currently own property may be unable to afford their property in the future due to increasing property taxes. As a result, there was a grave concern among many interviewees regarding the potential exploitation of African American homeowners by resort and housing development investors.

Secondary Data

The median value of owner-occupied homes in 2000 was \$131,100 and homeownership rate was 78.7% (Moore County Quick Facts). Both of these figures are higher than the North Carolina state average. Despite these figures there 17.4% of housing in Moore County is considered to be unaffordable (NC Rural Economic Development Center, 2007). The need for

affordable housing has been met, in part, by Moore County Habitat for Humanity. While Habitat homes in the surrounding counties of Chatham and Lee have resulted in 67 homes in 18 years and 28 homes in 16 year respectively, Moore County Habitat has built 142 homes in the county over the last 20 years (Chatham County Habitat for Humanity, 2007; Lee County Habitat for Humanity, 2006; Moore County Habitat for Humanity, 2007). This is an impressive number and Habitat's efforts have served to meet the needs of many often underserved and overlooked African American families in Moore County.

D4: Divisions: Race Relations

Divisions between the African American Community & Moore County: Race Relations

Although race relations have improved within the county, racial tensions still exist and create division within the county.

Because community members expressed the opinion that many challenges associated with job advancement among African Americans were race-based, the FPC recommended that the forum discussion theme of employment incorporate the theme of race relations. The small group discussion during the forum was focused more on the lack of employment opportunities and less on the interplay between race and employment; accordingly, the team provided the following summary section specific to race relations in Moore County.

Community Member Perspective

“The old...things that have been instilled in the older parents, the biggest challenge is removing those myths and prejudices that have been there so long.”

Community members acknowledged that racial tension in the area have been somewhat alleviated over the years, but some felt that tensions still existed. Several interviewees spoke of the presence of the Klu-Klux-Klan and about the fear community members have when traveling to specific northern areas of the county.

Several interviewees mentioned that African American and White residents do not interact within the community. Churches were specifically mentioned as not embracing diversity. One community member explained that, “[Churches] are real segregated, that’s the most segregated time of the week...Sunday morning.”

Service Provider Perspective

“I think that’s an issue we have to continue to work on”

Service providers also acknowledged that racism, despite improvements, is institutionalized in some communities and organizations and exist in the county as “.... a silent standoff that keeps people in check.”

Student Perspective

The student team did not observe racial tensions or animosity while in the county. This may be attributable to the covert nature of racism and the fact that four of the five team members were White. The team did notice, however, a stark division between the predominantly African American neighborhoods and the White neighborhoods in the county. One student observed, “There seems to be pockets of African American communities and then pockets of White communities and little interaction between the two groups outside of employment settings.”

Summary

Both service providers and community members stated that race relations have improved, but acknowledged that racial tensions and division still exists within the county. Many community members felt that tensions surrounding race needed to be discussed more openly in a community setting in order to initiate positive change and alleviate existing racial divisions.

Secondary Data

The population of Moore County is 80.9% white and 15.6% black (Moore County Quick Facts). There are several small communities that are predominantly African American including but not limited to: Taylortown, Jackson Hamlet, Waynor Road, Midway, Needmore, and Lost City. Many of these African American communities lie on the outskirts of white communities but have been excluded from receiving municipal services (UNC Center for Civil Rights, 2006). Issues surrounding racial divisions have recently been highlighted by unincorporated community organizations and their fight for incorporation into neighboring wealthier White municipalities is being approached as a matter of social justice.

D5: Divisions: Economic and Financial

Divisions between the African American Community & Moore County: Economics/Financial

The contrast between the wealthy and poor communities creates both a physical and emotional divide within the county which leaves many community members feeling excluded.

Community Member Perspective

“Some got money and some don’t, the ones that got money feels like they much superior than the ones that don’t”

Several community members discussed the difficulty many families that live on fixed incomes and minimum wage salaries have when trying to provide the basic needs such as food, clothes, and shelter for their families. The differences that exist and divide those who have money and those who do not in Moore County was repeated throughout community member interviews. One interviewee stated, “When you get down to it there are only two types of people in the world, the rich and the poor...and it’s getting more and more apparent.” One community member stated that many African American families live at or below the poverty line and that making ends meet is becoming more difficult; he stated that, “[People] are not going to be able to put a few dollars back for a rainy day [anymore], all you trying to do is keep the rain from comin’ in...they just don’t have it, people don’t have money.”

Service Provider Perspective

“You have a big distinction here between the haves and the have-nots”

Many service providers said the county consists of pockets of wealthy White retirees, many of whom employ African Americans in low-income, resort-related work. Service providers commented that the lack of financial opportunities for African Americans left many families dependant upon local social services such as Family Promise and the Food Bank. One service provider mentioned that many college-educated families are working minimum wage jobs and,

as a result, are forced to seek social services. Several service providers also commented on the lack of entrepreneurship opportunities for African Americans within the county. Although the Chamber of Commerce is currently trying to help minority residents establish small businesses, service providers expressed that many community members are not actively engaged in this process.

Student Perspective

The team noted that the railroads and several of the highways in Moore County served as dividing lines between wealthy and economically disadvantaged communities. The team noticed the sharp contrast between what appeared to be only two types of neighborhoods: one student recalled, “As we crossed Highway 1 and went down Pennsylvania Avenue, I was amazed to see such a difference in living conditions. There was a stark difference in the homes and schools in the East vs. West side of Southern Pines. On the East side, the homes were well kept with quaint little shops lining the road; West Southern Pines was much different, streets were strewn with trash and dilapidated lined streets with not sidewalks.”

Summary

Both service providers and community members were concerned with the limited pool of financial resources community members had upon which to draw which caused many community members to rely on local social services to provide needed food, shelter, and clothing. Some service providers were also concerned about limited economic opportunities for African Americans as well as a perceived lack of interest among community members to engage in the process of small businesses ownership.

Secondary Data

Judging from available data, Moore County appears to be a wealthy county with a median family income of \$55,144. However, 39.7% of the workforce make less than \$35,000,

40.6% make between \$35-75,000, and 14.6% make \$75,000 or more (US Census Bureau, 2006). In 2006, the median family income for White families was \$56,829 while the median family income for African American families was \$34,952 (Select tables: U.S. Census Bureau, 2006 American Community Survey.) Importantly, 34.35% of the African American population had an income at or below the poverty line (Select tables: U.S. Census Bureau, 2006 American Community Survey).

D6: Divisions: Location

Divisions between the African American Community & Moore County: Location

The geographic location of African American communities within Moore County can create division and may limit the specific services and resources that community members can access.

Community Member Perspective

“All communities should be treated the same...You shouldn’t have one community side by side and less than a mile apart and have that access to services and the other not.”

Community members spoke of divisions between unincorporated communities and neighboring municipalities. Because these communities are not incorporated into neighboring townships, they are not given the power to vote on issues or for political leaders that affect their communities. Additionally frustrating to community members was the fact that unincorporated communities often do not receive municipal services such as local police protection, sewer, and trash pick-up.

Community members also noted that African American need in the North is not as easily met as needs in the southern part of the county. Several interviewees indicated that many needed services were located in the southern half of the county which made it difficult for residents in the North to access available services. Some residents who lived in the North, however, did not identify a lack of services or the need to access services in the South as a concern. This feeling is summarized by a community member who resided in the North: “I think the community [Northern Moore] is kind of satisfied with what they have...we don’t really see a need to go outside...they seem fine within themselves”

Service Provider Perspective

“But as far as the north versus the south, there’s not a lot of interaction, for one, the distance is a big issue”

One service provider said that many residents of Moore County referred to it as, “North and South Moore County.” Service providers felt that many of the residents in the North were reluctant to travel to the South in order to access the services due to lack of transportation and time. Some service providers agreed that the number of services provided in the North did not meet the level or scope of community member need.

In addition to the geographic divide, service providers also discussed divisions resulting from municipal boundaries. One service provider spoke of “No City,” a community so named because no township wants to claim it. Another service provider stated, “There’s some small black neighborhoods on the outskirts ... where you can tell they’re just kind of left out.”

Student Perspective

While touring the county, the team observed the difference between northern and southern Moore County. One student reflected, “As we took Highway 24/27 east and traveled through the northern part of Moore County I noticed there were no specific community names. The North was very rural, and less densely populated than the Pinehurst and Southern Pines area.”

One student walked with a community member up a dirt road with large, deep pot-holes, to the edge of her unincorporated community which ended with a paved road leading to a neighboring incorporated community. The community member described how members of her community use the paved road to access the main road when their dirt road floods. She then explained that the township piled up brush and debris in order to block community members from accessing the paved road. Shortly after the road block was created, community members removed the sticks, branches and debris that served as a literal and figurative divide between the two communities.

Summary

Overall both service providers and community members had the same observations and concerns regarding divisions that resulted from geographical location: the benefits that most incorporated communities enjoy and the lack of services most unincorporated communities experience and the social, political and cultural differences between northern and southern Moore County. Both noted that many African American communities, unincorporated and incorporated had needs, strengths and capacities that went unacknowledged by some neighboring economically advantaged White communities.

Secondary Data

The division between economically disadvantaged communities and those in neighborhoods who enjoy higher socio-economic status in Moore County was reported in June 2005 in the New York Times. The article explained that, "... as developers rush to provide "resort quality" amenities in the newest subdivisions, some neighborhoods have been left behind - without sewers, police service, garbage pickup or even, in some cases, piped water."(Dewan, 2005). This division has also been reported by the UNC Center for Civil Rights. Their report defines un-annexed communities as "unincorporated" communities, excluded from municipal services (UNC Center for Civil Rights, 2006). Figure 1 shows the geographical divide between the African American and White communities in Moore County and highlights those communities that are currently and historically unincorporated.

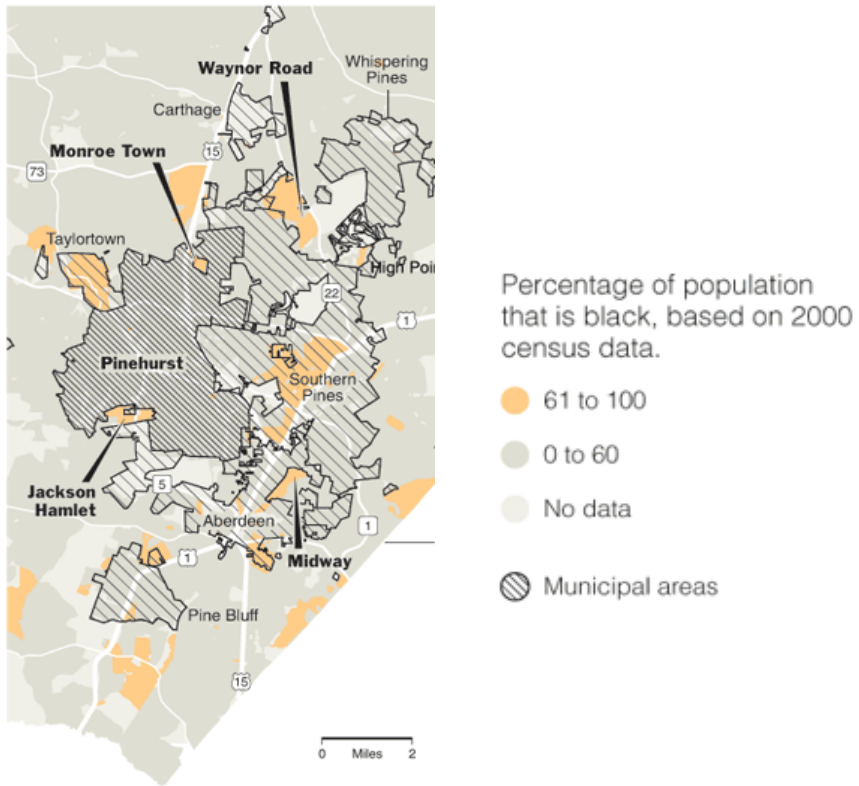


Fig 1: Map with Geographic Division between the African American community and Moore County.

D7: Family

Family

Although families are a source of strength for the African American community, there is a need to build stronger families by providing support for single parents as well as providing mentoring for children without male role models.

Community Member Perspective

“A lot of the young men don’t have fathers in the home or a positive role model.”

Concerns related to family were not frequently mentioned by community members; this may be attributed to the frequency with which families were cited as a stronghold of the African American community in Moore County. Concerns regarding family cited most frequently included the need for male role models, the need to improve and strengthen family structures and the need to provide support to single parent families.

Service Provider Perspective

“I just know the importance of having that male role model in your life... and a large percentage of families don’t have that, they just don’t.”

Service providers identified several needs facing African American families in Moore County that were similar to those cited by community members. Lack of support for single parent households, which are predominantly female-headed households, support for economically disadvantaged households within the African American community and improving family structures were family-centered needs identified by service providers. Service providers also felt that single fathers had needs that go unaddressed by local services. For example, Family Promise, a local non-profit organization, provides meals and transportation to single mothers but does not currently provide specific resources for single fathers.

Student Team Perspective

The strong material and emotional support that family plays in the lives of African Americans living in Moore County was evident while attending various community functions, attending church events and during interviews in the homes of community members. The team noted, however, that the same male leaders in the African American community were often called upon to play a positive role in the lives of African American youth. This indicated to the team a lack of positive adult male role models and / or supportive two-parent households for African American youth.

Summary

While service providers more frequently identified needs that existed within the African American family, both service providers and community members cited many of the same concerns, namely, lack of positive male role models and lack of support for single-parent families.

Secondary Data

In 2000, 2,947 African American families owned homes and the average family size for African Americans was 3.20 (Select tables: U.S. Census Bureau, American Community Survey, 2006). There are 3,125 single female-headed households in Moore County, accounting for 10.2% of all families in Moore County (US Census Bureau, 2006).

D8: Transportation

Transportation

The lack of public and private transportation makes it difficult for many community members to access services and take advantage of employment opportunities.

Community Member Perspective

“...the biggest problem in Moore county is transportation... any time you’re in a community that doesn’t have public access to transportation... you have problems”

Since Moore County spans a large geographic area, the county covers 705.49 square miles, the lack of public and private transportation makes it difficult for many community members to take advantage of the health care and social services offered throughout the community (US Census Bureau, 2006). Lack of public transportation also compounds the difficulty many community members face in obtaining employment in businesses located beyond walking distance. Community members often commented that there were few options for community members who needed transportation; as one community member noted, "Taxis around here are just crazy...especially for local rides, it’s ridiculous of how much the taxi man charges.”

Service Provider Perspective

“There’s no public transportation whatsoever and then the services don’t come out here so they have to go there to Carthage, which is 27 miles away.”

Many service providers noted the many difficulties associated with a lack of both public and private transportation for African American community members. Service providers frequently cited the challenges presented to community members who did not own a vehicle when attempting to find an employment opportunities. One service provider mentioned that, within in the last two years, at least two people were killed while crossing Highway 15-501 and Highway 1 while walking to their place of employment. Service providers also stated that a lack of transportation creates barriers to accessing other services in the area including higher

education. One service provider recalled a young man who did not own a car and had to ride his bike to and from class on a dangerous stretch of highway.

Student team perspective

During the windshield tour and throughout visits to Moore County, the team noticed that while there were services located in the northern and southern parts of the county that existed for community members in need, there was no public transportation to transport community members to and from services. Team members also observed very few sidewalks or bike paths in African American communities and the surrounding areas. Students noted that this prohibited alternative forms of transportation to and from work, school and recreation areas for African American community members.

Summary

Transportation was an issue identified by Moore County community members and service providers alike. The lack of accessible and affordable transportation is an underlying cause of community member-identified needs such as employment and access to healthcare. Reduced transportation services in Moore County may serve to diminish the already small pool of options community members without vehicles have to accessing needed social and health services.

Secondary data

Approximately 35,654 people (about 50% of the population) are in the labor force, with approximately 95% of these workers commuting to work (US Census Bureau,2006)The minimal transportation services that do exist, primarily for the elderly, have recently undergone cuts, following increased gas prices and an increase in fees for Moore County Transportation Services (*The Pilot* Editorial, 2008).

D9: Food

Food

The lack of access to and affordability of healthy food options for African Americans in Moore County was a priority concern of Moore County service providers.

Community Member Perspective

Although access to and affordability of healthy food may be a concern among African American community members, food-related needs were not cited during community member interviews.

Service Provider Perspective

Access to healthy foods, affordability of healthy foods and education about the importance of a healthy diet were the top three food-related needs that service providers suggest existed in the African American community. One service provider stated that many minorities do not have access to healthy foods because there are no supermarkets within walking distance of their homes. They explained that at one time there were plans to build a shopping center within walking distance to some economically disadvantaged African American communities in southern Moore County. The plan was put on hold, however, because community members from neighboring communities, who already had access to healthy foods options, did not want to diminish the local scenery by cutting down the surrounding pine trees.

Student Team Perspective

While traveling throughout Moore County, team members noticed a lack of supermarkets within walking distance of many predominantly African American communities. While some convenient stores and gas stations were within walking distance to community member homes, most offered little to no fresh produce, vegetable or high-fiber food options. Additionally, the only Wal-Mart in the county which includes a supermarket, a central shopping location for many

in the county, is located in the southern half of the county, presenting a potential barrier to those in the North wishing to access affordable fresh fruits and vegetables.

Summary

While access to healthy food options was a frequently cited concern by service providers, other needs took precedence for African American community members. Increasing the intake of healthy foods may be a secondary concern to community members interviewed, many of whom were facing the challenges of political disenfranchisement and lack of employment opportunities at the time of the interviews

Secondary data

According to the 2000 US Census data there were 20 grocery stores, 17 super markets, three convenience stores, and one fruit and vegetable market in Moore County (U.S. Census Bureau, 2000). Many of these stores are located in the southern part of Moore County.

D10: Community Involvement

Community Involvement

The lack of community involvement from community members make it hard for communities to bring about change.

Community Member Perspective

“We need more people who are willing to devote man hours, some in-kind time. One person can’t do it all.”

The above sentiments represent many community member interviewees who were leaders in their communities. Many leaders of community organizations interviewed stressed the importance of collective community involvement in addressing collective community need.

Service Provider Perspective

“I’ve always believed that if you’re going to be a part of the community you have to give to the community....be a part of its fabric, the whole nine yard body, mind, and spirit.”

Many service providers noted that while there was opportunity for the African American community to be involved in their communities, through church and African-American specific organizations such as the NAACP, there appeared to be a lack of clear leaders in the community that were heading up community involvement efforts. Others noted that the lack of community member involvement resulted from a lack of opportunities provided by communities.

Student Perspective

During five meetings with members from unincorporated and / or historically excluded communities, the team noticed great commitment and dedication among community members to address specific communal needs. Attendance at these meetings ranged from approximately 12-50 members and were organized to affect social change through collective action in community member’s respective communities. Although the student team noticed a lack of young adults in attendance, from the team’s perspective, it appears that there was ample opportunity to be involved in community organizations.

Summary

While both community members and service providers noted community involvement as an important step towards unity and collective action within the African American community, service providers appeared to be more aware of county and city-wide organizations that provide opportunities for involvement, such as the NAACP and less aware of the opportunities provided by specific African American communities. Opportunities for involvement provided within communities were focused on social change through collective action with an emphasis on social justice.

Appendix E: Community Forum Documents E1: Forum Invitation 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 919.966.2923
www.sph.unc.edu/hbhe

March 26, 2008

Dear Ms. Dowd,

You are cordially invited to join us for a community forum to be held at *Sandhills Community College* on *Monday, April 7th* from *6:00-8:30pm*. The event will be held in Van Dusen Hall Room 102 and 103. Community-wide participation is crucial to the success of our forum so we look forward to your participation.

Last year there was an event similar to this one that you may have attended due to a previous student team working in your county. We encourage you to attend this year's forum, as it will focus on the issues that affect the entire African American community throughout Moore County.

For the past seven months, we (a team of graduate students from the University of North Carolina – Chapel Hill) have been working in your county to learn about the strengths and needs of the African American community. Our findings are based upon community events we have attended as well as interviews conducted with service providers and community members throughout the county. We are excited and pleased to present our findings at the forum. The main purpose of the forum is for you to connect and work alongside service providers and other community members to develop action steps to address the identified issues.

To make the event extra special we will have a keynote speaker, food, and door prizes. In addition, childcare will be provided to allow parents the opportunity to participate. Please feel free to invite others from your community, school, or church to attend the forum. The more participation we have the better. We look forward to seeing you on April 7th!

Sincerely,

Amanda Cornett
Jerrie Kumalah
Kate Patterson

Leah Perkinson
Kristie Porter

Enclosure

E2: Forum Flyer

SPEAK UP FOR MOORE !

Shaping Issues You Care About

FOOD!
Prizes!
Child Care!

You are invited to The Moore Community Forum

An opportunity to talk about strengths and challenges of African American communities in Moore County. Join your fellow community members to develop action steps to address issues such as opportunities for youth, employment, and the importance of unity. Together, we can make Moore County stronger!

Date:
Monday, April 7, 2008

Time:
6:00-8:30pm

Location:
Sandhills Community College
Van Dusen Hall
Rooms 102 and 103

To arrange transportation, contact Larry Hinton by April 4th at (910) 315 - 3464

For more info contact Kate Patterson at:
Toll-free: (866) 610-8272 or email: MooreCountyAOCD08@gmail.com



E3: Donation Request 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

March 26, 2008

Dear Sir/Madam,

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 Moore County because two local service providers requested a team for this area. We are fortunate enough to have spent the last six months attending events in Moore County, interviewing local residents and service providers, and frequenting other local establishments, such as restaurants and churches.

On April 7, 2007 we will be presenting our results at a community forum. This event will start at 6:00 p.m. and will be held at Sandhills Community College in Pinehurst. We are requesting donations from valued and community-oriented businesses, particularly in the form of food for forum attendees. We would like to take you up on your kind offer to provide 150 biscuits for this event, to be picked up at the Biscuitville in Aberdeen, NC at 1:30 pm on Monday, April 7, 2008.

We will recognize your generosity at the forum, where a list of donors will be presented, which will undoubtedly 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 56-600-1393. Should you have any questions, please do not hesitate to contact us by phone at (919) 966-3919 or toll-free at (866) 610-8272.

We thank you for your donation, and invite you to join us on April 7th!!

Most Sincerely,

Kate Patterson
Community Forum Planning Committee, Co-Chair

E4: Forum Program

Log-on For More Info:

On June 1st, you will be able to read our final report which includes all of our findings and the action steps developed today during the small group discussions.

The report will be located online at:
http://www.hsl.unc.edu/PHpapers/phpapers_moore.cfm

AND

On the shelves of the Moore County Public Library



***SPEAK UP FOR
MOORE!***
Shaping Issues You Care About



Moore County Community Forum
April 7, 2008
6:00-8:30pm
Sandhills Community College
Van Dusen Hall

Acknowledgements and Thanks

We would like to thank our preceptors, *Roxanne Leopper* & *Chris Miller*, from FirstHealth of the Carolinas for their guidance and support during our project.

We would also like to thank all of the Planning Committee Members for their commitment and dedication to help make the forum a success. Members include:

- *Michael Blue*
- *O'Linda Gillis*
- *Ulice Graham*
- *Larry Hinton*
- *Iris Kelly*
- *Bobby Pearson*
- *Jimmy Pratt*
- *Tessie Taylor*
- *Laura Temper-Jones*

Finally, we would like to thank all of the community members and service providers who shared their experiences and opinions with us. Without them, this project would not have been possible.

Notes



Thanks for the Donations!

Thanks to the following businesses for donating food and prizes.

Advance Auto Parts	Panera
Arctic Creamery	Papa John's
Belk's	Pizza Hut
Biscuitville	Right Touch Mobile Detailing
Bojangles	Sandhills Cinema
Chick-Fil-A	Sonic
Chil's	Starbucks
Coldstone Creamery	Stein Mart
Food Lion (<i>Carthage/Southern Pines</i>)	Subway
Golden Corral	Thai Orchid
Granny's Donuts	Thomas Tires
McDonald's	Tripps
Moe's Southwest Grille	Wal-Mart

Forum Agenda

- 6:00-6:15 Registration and Sign-up for Raffle
 - *(Childcare located in Room 211)*
- 6:15-6:20 Blessing Over the Food
 - *Tony Fairley*
- 6:20-6:25 Welcome & Introductions
 - *O'Linda Gillis*
- 6:25-6:40 Overview & Presentation of Findings
 - *UNC Student Team*
- 6:40-7:00 Keynote Speakers
 - *Robert Covington*
 - *Deonté Thomas (Attorney-at-Law)*
- 7:00-7:10 Explanation of Small Group Discussions
 - *UNC Student Team*
- 7:10-8:00 Small Group Discussions
 - *Employment (Room 202)*
 - *Access to Healthcare (Room 209)*
 - *Opportunities for Youth (Room 206)*
 - *Politics (Room 203)*
 - *Unity Within the Community (Room 210)*
- 8:00-8:20 Discuss Action Steps from Small Groups
 - *(Rooms 102 and 103)*
- 8:20-8:30 Prize Giveaway!

Overview of AOCD

As part of the course requirements for the School of Public Health at the University of North Carolina at Chapel Hill, students conducted an *Action Oriented Community Diagnosis* (AOCD) to examine the strengths and needs of the African American community in Moore County. This process involved:

Phase One: Entering the Community

In early October, the students and community preceptors toured the community. The team also attended local events and activities to learn more about the community and to connect with community members.

Phase Two: Collection of Secondary Data

To collect secondary data, the students reviewed data from multiple sources (i.e. The Pilot, NC Health Statistics, U.S. Census Bureau, data from FirstHealth, etc.) to learn about the demographics, health, and economic status of the African American community.

Phase Three: Collection of Primary Data

To collect primary data, the students interviewed service providers and community members throughout Moore County to learn more about the strengths and needs of the African American community.

Phase Four: Holding a Community Forum

During the forum, the students will present their findings and turn the project over to the community by allowing community members and service providers to develop and claim ownership of action steps that address identified needs. It is our hope that this will be the beginning of continued community and service provider collaboration.

Small Group Discussions

Unity Within the African American Community

Although support systems and community events bring people together, the potential for unity around important issues is limited because it is difficult for many community groups and organizations to work together due to differences in opinions.



Small Group Discussion
Located in: Room: 210

Small Group Discussions

Access to Healthcare

Lack of health insurance and access to health services prevent many community members from receiving the preventive and primary care they need to stay healthy.

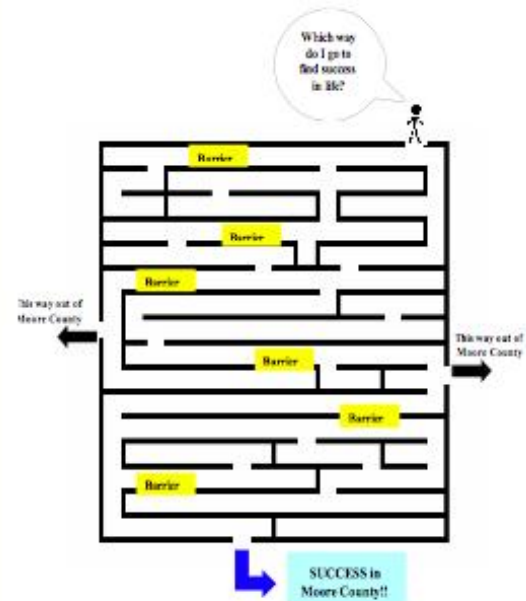


Small Group Discussion
Located in: Room 209

Small Group Discussions

Opportunities for Youth

Youth in Moore County lack opportunities to succeed in the county due to lack of social, recreational, and educational activities, leading many to leave the county to pursue better opportunities.



Small Group Discussion
Located in: Room 206

Small Group Discussions

Politics

The lack of African American leaders in the county leads to a lack of representation of African American issues in county government decisions.

“The one thing that I do find odd is that some of the surrounding counties have more Afro-Americans in key offices.”

-Moore County
Community Member

Small Group Discussion
Located in: Room 203

Small Group Discussions

Employment

One concern of both service providers and community members is limited opportunities for well-paying jobs that provide benefits and have opportunity for advancement.



Small Group Discussion
Located in: Room 202

E5: Resource list

Moore County Resource List

Boys and Girls Club
160 Memorial Park Court
Southern Pines, NC 28387
Phone: 910-692-0777

Family Promise
303 Peach Avenue
Aberdeen, NC 28315
Phone: (910) 944-7149
Email: FPMC@pinhurst.net
Website: <http://sandhillsinterfaith.org>

FirstHealth of the Carolinas – Community Health Services
155 Memorial Drive
P.O. Box 3000
Pinehurst, NC 28374
Phone: 910-215-1922
Website: www.firsthealth.org

Food Bank of Central North Carolina
195 Sandy Avenue
Southern Pines, NC 28387
Phone: 910-692-5959
Email: jscarlett@foodbankcenc.org

Friend to Friend
111 McNeill St.
Carthage, NC 28327
Phone: 910-947-3333
Email: friend@pinhurst.net

Habitat for Humanity
2268 NC 5 Hwy
Aberdeen, NC 28315
Phone: 910-295-1934
Website: <http://www.moorchabitat.org>

Housing Authority, Southern Pines
801 South Mechanic Street
Southern Pines, NC 28387
Phone: (910) 692-2042

Moore County Chamber of Commerce
10677 Hwy 15501
Southern Pines, NC 28387
Phone: 910-692-3926
Website: www.moorecountychamber.com

Moore County Dental Care Center
FirstHealth Dental Care Centers
105 Perry Drive
Southern Pines, NC 28387
Phone: (910) 692-5111

Moore County Department of Aging – Senior Enrichment Center
8040 US Hwy 15-501
West End, NC 28327
Phone: (910) 215-0900

Moore County Health Department
705 Pinchurst Ave
PO Box 279
Carthage, NC 28327
Phone: 910-947-3300
Website: www.co.moore.nc.us

Moore County Job Link Career Center & Employment Security Commission
245 Shepherd Trail
Aberdeen NC 28315
Phone: 910-944-7697

Moore County Literacy Council
575 SE Broad Street (Suite11)
Southern Pines, NC, 28388
Phone: 910-692-5954

Moore County Schools
P.O. Box 1180
Carthage, NC 28327
Phone: 910-947-2976
Website: www.mcs.k12.nc.us

Moore County Resource List

Moore County Social Services

1036 Carriage Oaks Drive
Carthage, NC 28327
Phone: 910-947-2436
Website:
http://www.dhhs.state.nc.us/dss/local/dir_moor.htm

Moore County Transportation Services (MCTS)

PO Box 1462, 302 Monroe Street,
Carthage, NC 28327
Phone: (910) 947-3389

Moore Free Care Clinic

705 Pinehurst Ave.
Carthage, NC 28327
Phone: 910-947-6551
Email: moorefreecare@earthlink.net
Website: <http://www.moorefreecare.org>

Pinetree Community Services

Phone: 910-692-6008
Website: <http://www.pcscare.org/>

Retired and Senior Volunteer Program (RSVP)

8040 US Hwy 15/501
Pinehurst, NC 28374
Phone: 910- 947-6395

Sandhills-Coalition for Care

1117 W. Pennsylvania Ave.
Southern Pines, NC 28387
Phone: 910-693-1600
Email: coalition@pinhurst.net
Website: <http://www.sandhillscoalition.com>

Sandhills Community Action Program (SCAP)

103 Saunders Street, PO Box 937
Carthage, NC 28327
Phone: (910) 947-5675

Sandhills Community College

2200 Airport Road
Pinehurst, NC 28374
Phone: 910-692-6185
Website: <http://www.sandhills.edu/>

Salvation Army

375-D United Way Building
South East Broad Street
Southern Pines, NC 28387
Phone:(910) 693-HELP (4357)
or United Way (910) 692-2413

The Mentor Network

241 Grant Street
West End, NC 27376
Phone: 910-673-3535
Website: <http://thementornetwork.com>

Together4Moore

P.O. Box 923
Aberdeen, NC 28315

United Way

375D S.E. Broad Street
P.O. Box 207
Southern Pines, NC 28388
Phone: 910-692-2413
Website: www.unitedwaymoco.com

E6: Forum Presentation

SPEAK UP FOR MOORE!
Shaping Issues You Care About



Moore County Community Forum
April 7, 2008


- Our student volunteers
- The Community

What about the Final Four?




No worries –
you will
be home in time!!





Objectives of the Forum

- Present our findings
- Celebrate & build on community strengths
- Discuss issues facing your community
- Develop action steps to address the issues
- Plan for future community action



Overview of the AOCD Process

- We conducted an Action Oriented Community Diagnosis (AOCD) to assess the strengths and needs of the African American community in Moore County
- The process involved four phases



Overview of the AOCD Process *(cont.)*

Phase One: Entering the Community

- Driving tour of Moore County
- Attended Community Events throughout Moore County
 - MooreHealth Board Meeting
 - Habitat for Humanity Build (*2 visits*)
 - Cameron Christmas Antique Open House
 - Seagrove Pottery Festival, Randolph County (*On Moore County border*)
 - Habitat for Humanity Homeowner's workshop
 - Community Meeting in Midway
 - Community Meeting in Jackson Hamlet
 - Black Youth Rally at Taylortown Baptist Church
 - Community Meeting in Needmore
 - Community Meeting in Waynor Road



Overview of the AOCD Process *(cont.)*

Phase Two: Collection of Secondary Data

- Collected data from multiple sources to learn more about the demographics, health, and economic status
 - Read the Pilot
 - Reviewed local websites
 - Reviewed US Census Data
 - Reviewed FirstHealth community survey data

Phase Three: Collection of Primary Data

- One-on-one interviews
 - **16 service providers** (i.e. health care providers, social worker, community college staff member, etc.)
 - **20 community members** (from Aberdeen, Carthage, Jackson Hamlet, Needmore, Pinehurst, Robbins, Taylortown, Waynor Rd., West End)




Overview of the AOCD Process *(cont.)*

Phase Three: Collection of Primary Data *(cont.)*

- Data Analysis
 - Read all interviews and identified repeating phrases and themes
 - Presented our findings to the community forum planning committee
 - The planning committee voted on the 5 themes that they felt were the most important and changeable for the community


Phase Four: Community Forum

- Present our findings to the community
- Develop action steps to address the issues




AOCD Findings: Identified Strengths

- **Church**
 - Provides support, unity, and leadership
- **Family**
 - Provides support and unity
- **Community**
 - Provides support and unity
- **Pride in:**
 - Heritage
 - Culture
 - Accomplishments



AOCD Findings: Identified Needs

- **Opportunities for Youth**
 - Lack of recreational and social activities
 - Lack of educational opportunities
- **Employment**
 - Lack of well paying jobs with benefits
 - Lack of opportunities for job advancement
- **Transportation**
 - Lack of public and private transportation
- **Health care**
 - Access to health services
 - Affordable health care
 - Lack of health insurance



AOCD Findings: Identified Needs *(cont.)*

- **Affordable Housing**
- **Politics**
 - Lack of representation
 - Lack of African American leaders
- **Access to Healthy Foods**
- **Education**
 - Need for parental involvement
 - Support for children and parents
 - Mentoring

AOCD Findings: Identified Needs *(cont.)*

- **Basic Utilities**
- **Family**
 - Lack of role models
 - Lack of support for single parent homes
- **Financial and Entrepreneurship Opportunities**

Themes for Tonight

Opportunities for Youth

There is a lack of educational, employment, and recreational opportunities for the younger generation, which leads many to leave the county in search of better opportunities.



"It doesn't appeal to younger generation. The kids 20-35 aren't here anymore. They leave. A lot of kids just don't come back here."

- Moore County Community Member

Themes for Tonight

Unity within the African American Community

Although support systems and community events bring people together, the potential for unity around important issues is limited because it is difficult for many community groups and organizations to work together due to differences in opinions.



"I think people would work toward more things if they were more open one to the other— to new suggestions and new ideas...if it hasn't happened and it's not a part of our little group then its' not going to happen and that is a danger in any community..."

- Moore County Community Member

Themes for Tonight

Access to Healthcare

Lack of health insurance and access to health services prevents many community members from receiving the preventive and primary care they need to stay healthy.



"I think it's a lot of health things going under the table...you know if they don't have the right health care they'll put stuff on the back burner and something turns into something big..."

- Moore County Community Member

Themes for Tonight

Politics

The lack of African American leaders in the county leads to a lack of representation of African American issues in county government.



"They don't know anything about poverty, things that affect African America people on a daily basis...I really doubt if they even talk to the people that don't have anything..."

- Moore County Community Member

Themes for Tonight


Employment

One concern within the community is limited opportunities for well paying jobs that provide benefits and have opportunity for advancement.



"Things are changing around here. But it's still the same pay wise. They are building up all these hotels and all these different restaurants and stuff. But you have to travel far to get a good paying job."

- Moore County Community Member



Small Group Discussions

Join us in one of the following rooms to discuss and develop action steps for the theme most important to you

- Politics: **Room 203**
- Opportunities for Youth: **Room 206**
- Access to Healthcare: **Room 209**
- Unity within the Community: **Room 210**

KEEP SPEAKING UP FOR MOORE!

Join Us for a Follow-up Meeting!

**Now that we've developed action steps, let's start
putting them into action.**



WHEN:

May 29, 2008 @ 6pm

WHERE:

Carthage Library

E7: Forum Follow-Up Meeting Flyer

SPEAK UP FOR MOORE!
Shaping Issues You Care About

**Join Us for a
Follow-up Meeting!**

*Now that we've developed action steps,
let's start putting them
into action.*



Date:
May 29, 2008

Time:
6:00-8:00 pm

Where:
Carthage Library

**Sponsored by the
Planning Committee members:**
*Michael Blue, O'Linda Gillis, Ulice Graham,
Larry Hinton, Iris Kelly, Bobby Pearson, Jimmy Pratt, Tessie
Taylor, and Laura Temper-Jones*

For more info:

call 910-947-3220

odw3220@embarcomail.com

E8: Forum Evaluation

Moore County Forum Evaluation

1. Please let us know whether you agree or disagree with the following statements. (Circle the number that corresponds to your answer.)

	Strongly Agree	Agree	Disagree	Strongly Disagree
a. The forum was useful.	1	2	3	4
b. The forum allowed me to learn about the issues affecting the African American community.	1	2	3	4
c. The forum did a good job of bringing people together who may have never met or worked together before.	1	2	3	4
d. The forum allowed community members and service providers to openly discuss the issues affecting the African American community.	1	2	3	4
e. I felt like my voice was heard during the small discussion groups.	1	2	3	4
f. Concrete action steps have been made to address the issues affecting the African American community.	1	2	3	4

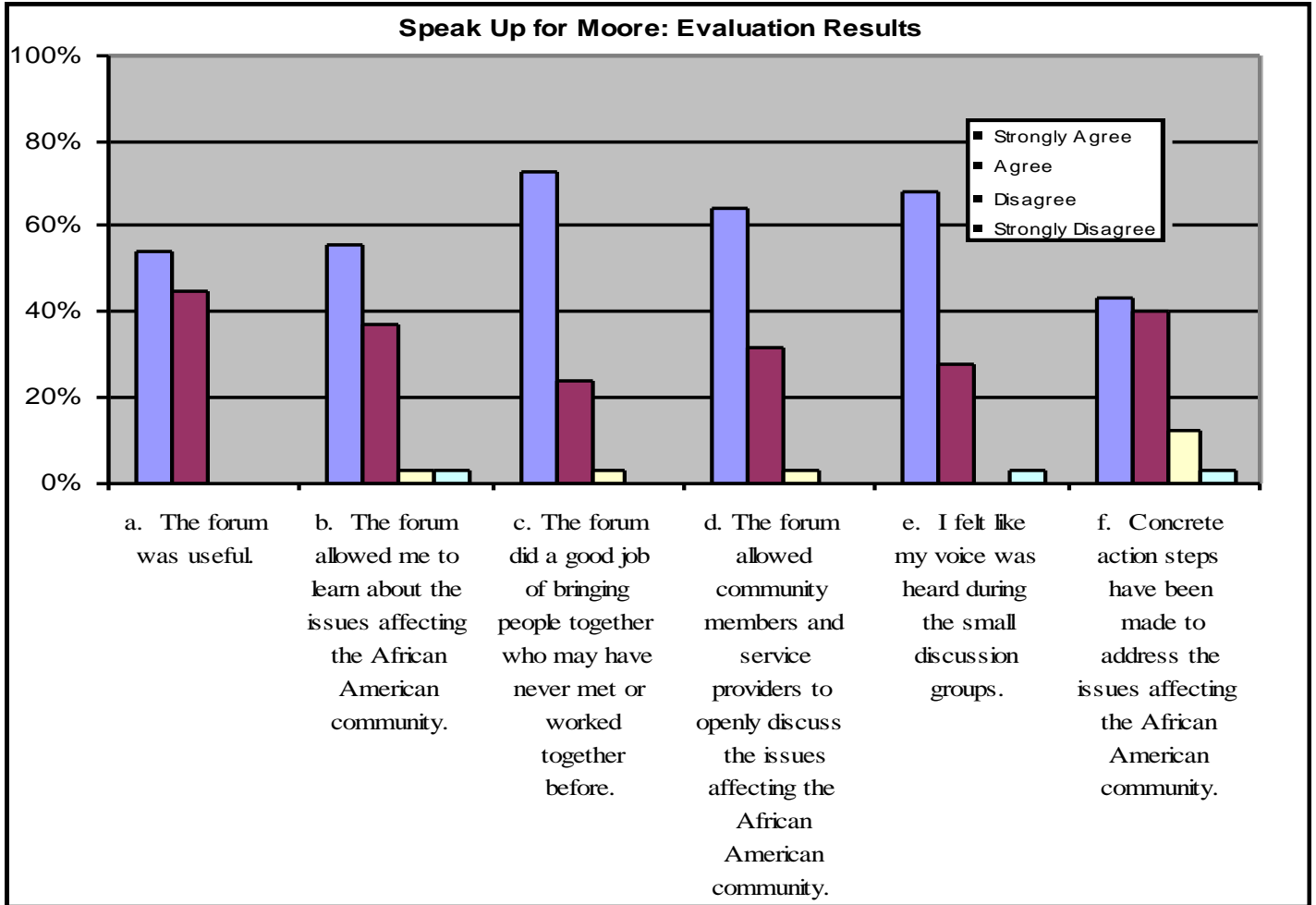
2. What things did you like best about the forum?

3. What things did you like least about the forum?

4. Do you have any suggestions for how we could have improved this forum?

5. Additional Thoughts or Comments:

E9: Forum Evaluation Results



E10: NEWSPAPER ARTICLES ON THE FORUM

THE PILOT:

Speak Up: Forum Addresses Black Issues

BY TOM EMBREY: STAFF WRITER

After the success of a community assessment of issues facing black men in Moore County last year, a group of graduate students is expanding the research. This year's community forum, "Speak up for Moore," will address the issues facing all blacks in Moore County. It will be held April 7, from 6 to 8:30 p.m. at Van Dusen Hall at Sandhills Community College. Admission to the forum is free, and everyone is encouraged to attend.

"Because last year's forum was so successful, we made minor changes," said Kate Patterson, one of the graduate students hosting the forum. "We tweaked the forum a little bit, and we wanted to include the whole community." The forum will feature a presentation on the findings of the students' research, keynote speakers and breakout question-and-answer sessions.

Graduate students from the University of North Carolina-Chapel Hill School of Public Health working on the project are Patterson, Leah Perkinson, Jerrie Kumalah, Amanda Cornett and Kristie Porter. Patterson said this year's forum will address issues such as a lack of academic and business opportunities for youth. "We found that many young people leave the county in search of education and business opportunities," said Patterson. "There is also an absence of role models." The forum will also address unity within the black community, politics, employment and access to health care.

Patterson said this year's forum includes residents from Jackson Hamlet and Waynor Road areas of Moore County. "We got more participation from the unincorporated areas of Moore County," Patterson said, "which was absent from last year's survey."

The forum will include dinner, a raffle and child care. Transportation will also be provided. Those needing transportation are asked to call Larry Hinton at 910-315-3464 by April 4.

Graduate students at the UNC Chapel Hill School of Public Health performed similar assessments in other counties in North Carolina. The assessments, or Action-Oriented Community Diagnoses, were part of the students' course work. Last year, a group of five graduate students presented their finding in a similar community forum, which eventually led to the formation of a community action group to address possible solutions to the situations addressed at the forum.

Anyone needing more information about the forum can contact Patterson at (866) 610-8272 or by e-mail at MooreCounty AOCD08@gmail.com

Contact Tom Embrey at 693-2473 or by e-mail at tembrey@thepilot.com

THE PILOT:

'Speak Up for Moore': Forum Addresses Issues Affecting Blacks

BY TOM EMBREY: STAFF WRITER

Moore County lacks jobs and opportunities to keep young blacks from leaving the area, said Deonté Thomas, an attorney from Southern Pines. Thomas was one of two guest speakers Monday night during the "Speak Up for Moore," community forum held at Sandhills Community College. Robert Covington, the other speaker, told of how he overcame drug addiction to attain personal and business success through hard work, prayer and surrounding himself with positive role models.

Thomas said limited social opportunities such as hanging out at the bowling alley or Wal-Mart often "compels you to not want to come back." He spoke of growing up in Southern Pines and living in a segregated area that has a distorted image of "rich golfers." "There are a ton of people who don't have anything," Thomas said.

His message was in line with some of the findings of graduate students from the University of North Carolina at Chapel Hill who have spent the last six months in Moore County gathering information for an Action Oriented Community Diagnosis, to examine the strengths and needs of the black community in Moore County.

The findings were broken down into five categories: employment, access to health care, opportunities for youth, politics and unity within the African-American community. The findings were gathered by touring the community, collecting data and attending community events.

They indicated several key points:

- There are limited opportunities for well-paying jobs that provide benefits and have an opportunity for advancement.
- Lack of health insurance and access to health services prevents many community members from receiving the preventive and primary care they need to stay healthy.
- Lack of social, recreational and educational activities leads many youth to pursue better opportunities.
- Lack of black leaders in the community means a lack of representation of black issues in county government decisions.
- The potential for unity around important issues is limited because it's difficult for many community groups and organizations to work together due to differences in opinion.

This year's forum covered the Jackson Hamlet, Midway, Needmore and Waynor Road areas of Moore County. Those communities, according to the graduate students, were omitted from last year's research.

Graduate students at the UNC Chapel Hill School of Public Health performed similar assessments in other counties in North Carolina. The assessments were part of the students' course work.

Last year, a group of five graduate students presented their finding in a similar community forum, which addressed the needs of black men in Moore County.

The forum featured a presentation on the findings of the students' research, keynote speakers and breakout question-and-answer sessions. A follow-up meeting to implement some of the ideas generated in the breakout sessions was set for 6 p.m. May 29 at the Carthage library.

"This is your project," said Kate Patterson, graduate student and project team member. "Without you, we wouldn't be able to do any of this."

Anyone needing more information on that meeting can call 947-3220 or e-mail odw3220@embarqmail.com.

Graduate students from the UNC-Chapel Hill School of Public Health working on the project are Patterson, Leah Perkinson, Jerrie Kumalah, Amanda Cornett and Kristie Porter. For those interested in reading the final report, it will be available online at www.hsl.unc.edu/PHpapers/phpapers_moore.cfm and at the Moore County public library. *Contact Tom Embrey at 693-2473 or by e-mail at tembrey@thepilot.com.*

APPENDIX F: Discussion Group Facilitation Materials

F1: Description of SHOWED

The SHOWED discussion method uses six stages: See, Happening, Our, Why, Evaluation/Empowerment, and Do, prompting participants to reflect upon a trigger (a photo, drawing, quote, cartoon, video clip, etc.) and relate what is happening in the trigger to their own lives and situations.

Concrete Questions

SEE

Q: Literally, what are you *seeing* in this picture or hearing in this poem?

HAPPENING

Q: What's *happening* in this picture? (How do people feel about this?)

Q: When we see this, what is happening?

Q: How do people (who experience this) feel about the situation?

Personalizing Questions

OUR

Q: How does this relate to *our* lives? (How do we feel about it?)

Q: Have you had experiences when this has occurred in your life?

Q: Have you known other people in your community who have experienced this?

Q: What other situations have you experienced like this?

Q: Is this common? Could this happen to others?

Q: How do you feel about it?

Q: What problems are related to this?

Analytic Questions

WHY

Q: *Why* does this exist or happen? What are the root causes?

Q: What causes this?

Q: But why?

Q: How does it impact our families and communities when this happens?

Q: Who benefits/wins when this happens?

Q: Who loses?

Q: Who is responsible for perpetuating this situation?

Problem-posing Process Questions

EVALUATION/EMPOWERMENT

Q: How can we become *empowered* with our new social understanding?

Q: How are we part of the problem?

Q: How can we be part of the solution?

Q: What are some reasons that we let this persist?

Q: What are some causes of letting this persist?

Problem Solving Questions

DO

Q: What can we *do* about these problems in our lives:

Q: Given what we see is going on and how we are a part of the problem and solution, what can we do?

**F2: Unity Within the African American Community:
Trigger, Theme Statement and SHOWED Questions**

**Unity Within the
African American Community**

Although support systems and community events bring people together, the potential for unity around important issues is limited because it is difficult for many community groups and organizations to work together due to differences in opinions.



Unity within the African American Community SHOWED Questions

S (SEE-what do you see?)

- When looking at this picture what strikes you the most?
- What is it about the words? What is it about the picture? Why?

H (Happening-what's happening?)

- What would you say is happening in the cartoon?
- What do you think about when you see what is happening in this cartoon?
- How would a young person feel seeing this picture? How about an elderly person?

O (OUR-How does it relate to you?)

- How does this image relate to your concerns?
- How does this image relate to the situation in Moore County?
- How does this picture differ from what is happening in Moore County?

W (WHY-Why does it happen? What are the root causes?)

- What does the theme and picture mean to you?
- What might be some causes of the lack of unity within the community?
- There is a history of unity around the church and certain community events. What are some of the reasons for why these links might not be as present as in the past?
- How does the lack of unity within the African American community impact the community's ability to address community concerns?

E (EVALUATION/EMPOWERMENT-How can we become empowered?)

- How are you, as a community member, a part of this problem?
- How do you think you can be a part of the solution?

D (DO-What can we do about the problem?)

- What are some steps we can take to bring about unity in the African American community in Moore County?

**F3: Access to Healthcare:
Trigger, Theme Statement and SHOWED Questions**

Access to Healthcare

Lack of health insurance and access to health services prevent many community members from receiving the preventive and primary care they need to stay healthy.



Access to Healthcare: **SHOWED** Questions

S (SEE-what do you see?)

- What's going on in this cartoon?
- Describe what you see in the picture.
- Describe something in the picture that sticks out to you.

H (Happening-what's happening?)

- What do you think the people on the ground are thinking?
- What about the doctor?

O (OUR-How does it relate to you?)

- Describe a situation in which you or someone you know has felt like the people in
- How does this picture relate to yours or someone you knows experience going to the doctor?

W (WHY-Why does it happen? What are the root causes?)

- Why can't people in Moore County go to the doctor?
- What are the negative effects of not going to the doctor when you need to?

E (EVALUATION/EMPOWERMENT-How can we become empowered?)

- How are people (or things) in your community contributing to people not being able to go to the doctor and get the care they need? (i.e.-lack of insurance, lack of respect from doctors, lack of transportation)
- What resources already exist in Moore County that could be used to help solve this problem?
 - Do you have skills you could contribute? (i.e. are you are writer, a nurse, a woman in a church that could help keep people abreast of health issues, etc.)

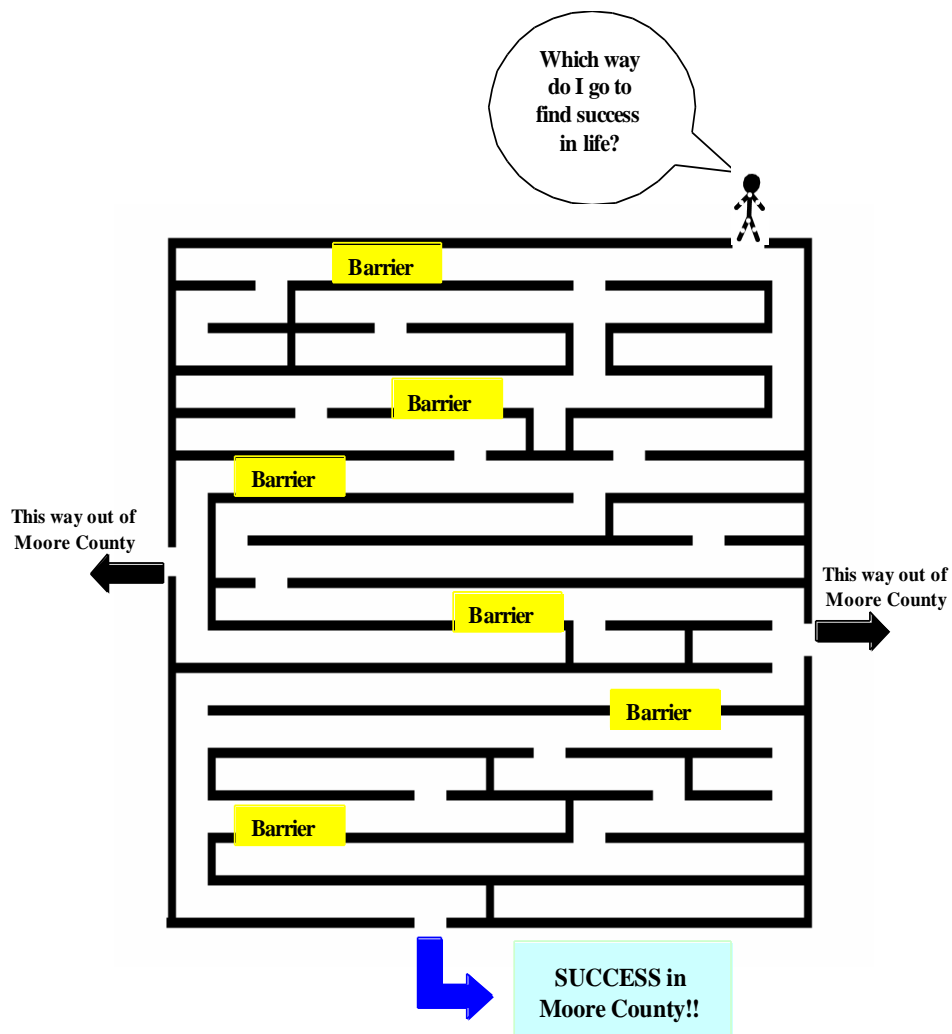
D (DO-What can we do about the problem?)

- Now that we know some of the challenges and some of the resources to help fix the problem, let's list some actions we can take to make sure that people get the care they need when they need it.
 - Can you think of some things (they don't have to be big) that your community can do today to start addressing this issue?
 - Ideas if needed:
 - ≠ Health fairs in churches, schools, etc.
 - ≠ Fund raiser to help the Mobile Van from First Health
 - ≠ Obtain lists of resources from HD, First Health, and distribute to community members
 - ≠ Distribute fliers about specific disease and the need to get check-ups (i.e. via schools, in church bulletins, beauty salons)

F4: Opportunities for Youth: Trigger, Theme Statement and SHOWED Questions

Opportunities for Youth

Youth in Moore County lack opportunities to succeed in the county due to lack of social, recreational, and educational activities, leading many to leave the county to pursue better opportunities.



Opportunities for Youth: SHOWED Questions

S (SEE-what do you see?)

- Describe what you see in this picture?
- What aspects of the picture jump out at you?

H (Happening-what's happening?)

- What is the action in this picture?
- How does the youth at the top of the picture feel about what is going on here?
- How does the youth feel about what she or he is facing?

O (OUR-How does it relate to you?)

- In what ways does this situation occur in the lives of youth in Moore County?
- If you were to replace the word "barrier" with specific barriers that exist in Moore County, what would you write in?
- If you were to add positive influences to this picture, what would those be?

W (WHY-Why does it happen? What are the root causes?)

- What are the causes of the barriers you identified?
- Who is responsible for keeping those barriers in place?
- How do those barriers impact youth in Moore County and the county as a whole?

E (EVALUATION/EMPOWERMENT-How can we become empowered?)

- What are the reasons that we allow these barriers to success to remain?
- In what ways can we help youth overcome those barriers?
- What resources or services that you could provide, or influence, to alleviate this problem?

D (DO-What can we do about the problem?)

- What are the fundamental issues that need to be addressed to alleviate this problem?
- If we were to take one small step tomorrow towards breaking down a barrier – an intermediate step towards making those fundamental changes - what could that step be?
- What people or organizations do we need to collaborate with to help remove barriers? To increase supports?

**F5: Politics:
Trigger, Theme Statement and SHOWED Questions**

Politics

The lack of African American leaders in the county leads to a lack of representation of African American issues in county government decisions.

*“The one thing
that I do find odd is that
some of the surrounding
counties have more
Afro-Americans
in key offices.”*

-Moore County
Community Member

Politics: SHOWED Questions

S (SEE-what do you see?)

- How do you feel about this quote?
- What about this quote particularly strikes you?

H (Happening-what's happening?)

- Is this quote representative of the political situation in Moore County?

O (OUR-How does it relate to you?)

- How does this quote relate to experiences you have had in your life?
- How does this quote relate to the experience of Moore County residents?

W (WHY-Why does it happen? What are the root causes?)

- What are the root causes of this lack of political representation?
- Why do you think there are a lack of African American leaders in Moore County politics?
 - Who is responsible for perpetuating this situation?

E (EVALUATION/EMPOWERMENT-How can we become empowered?)

- Has there been a time when you or someone you know has had an opportunity to take a leadership role in the African American community or take part in the political process and has not?
- What control do we have over local politics and over our role in the political process?
- What part of this lack of political representation do we have the power to fix / address?

D (DO-What can we do about the problem?)

- Given that we have the power to address the lack of political representation, what can we *do* about it?
 - What is the most important or simplest part of the problem to fix?
 - What specific steps can folks here take to make this happen?