

West Chatham County

An Action-Oriented Community Assessment:  
Findings and Next Steps of Action

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## **Executive Summary**

This paper details the Action-Oriented Community Assessment (AOCA) of West Chatham County conducted from October 2005 through April 2006 by five graduate students in the Department of Health Behavior and Health Education at the University of North Carolina at Chapel Hill School of Public Health. The project was conducted in partnership with the Chatham County Community Health Assessment Team and another student team working in the eastern side of the county, and was guided by three field advisors from the Chatham County Public Health Department and Chatham Habitat for Humanity. The field advisors helped initiate contacts within the community and offered guidance and advice throughout the process.

The AOCA is designed to assess a community's strengths and needs as identified by those in the community and to encourage service providers and community members to take action to address identified needs. To gain an understanding of the community, the team began the process by attending community events and collecting secondary data. The team interviewed a total of thirty-three service providers and community members about their perspectives on important issues in West Chatham, and held a community forum on April 28, 2006, to present results on the following five topics: infrastructure planning, communication, recreation, division and diversity, and service barriers for Latinos. Detailed below are the themes presented at the forum and the action steps that emerged to address these issues.

*Population growth has lead to a need for better planning for resources and infrastructure, especially water and sewage.*

1. Members of the group will create a grassroots education project on the issue of water.
2. Members of the group will encourage people to attend Board of Commissioners meetings through advertisements at churches.
3. Members of the group will encourage the County and municipalities to work together.

*The lack of common communication sources creates disparities in knowledge about programs, services, and social activities.*

1. Members of the group will consult with business leaders about the cost-effectiveness of producing part of the *Chatham News/Chatham Record* in Spanish and then approach the editor/owner of the newspaper to discuss.
2. A member of the group will investigate adding news that is broadcast in English on WNCA to the Spanish radio broadcast at WNCA.
3. Members of the group will promote the recent upgrade of WNCA to 5000 watts on the Chatham Schools website (<http://www.chatham.k12.nc.us/>).
4. A member of the group will send letters to all the churches in Chatham County. The messages to be included in the letter were undecided.

*West Chatham County needs additional resources, such as land and funding, for recreational facilities, which could serve as a gathering place for community members as well as a place for physical activity.*

1. Group members committed to creating a task force with diverse representation of all racial groups to use as a space for individuals to voice recreation needs.
  - a. Include people from School Board, Board of Commissioners, Recreation Department, and recreation coaches.
  - b. Investigate funding opportunities.
  - c. Lobby for recreational needs of specific groups and county as a whole.

*The lack of interaction between racial/ethnic groups contributes to misunderstanding and divisions between these groups.*

1. Group members will organize a diversity task force.
2. Create an in-depth “dismantling racism” program and encourage as a required training for government employees and people in the education system.

*Language barriers continue to restrict Latinos’ access to services.*

1. Approach service providers and identify their needs for bilingual communication.
2. Involve county commissioners to increase bilingual signs in the county.
3. Invite the Adult Basic Skills Coordinator to be a part of the group that is interested in reducing language barriers.
4. Make ESL classes more accessible through additional training, advertising, transportation, and childcare.
  - a. Contact Chatham churches about starting classes and offering a basic curriculum.

This document details the West Chatham AOCA process and results and is intended to serve as a resource for the Chatham County Public Health Department, the Community Health Assessment Team, and other service providers and community members in Chatham County. It

is divided into five sections: Introduction, Findings, Community Forum, Methodology, and Limitations, Recommendations, and Conclusion. It is the team's hope that service providers and community members will use information in the document to inform current and future program planning, and continue to build upon the many positive efforts occurring in West Chatham.



## *Section I: Introduction*

### **Overview**

From October 2005 through May 2006 a team of five students in the Department of Health Behavior and Health Education at the University of North Carolina School of Public Health was involved in two complimentary processes: an Action-Oriented Community Assessment (AOCA) of West Chatham County and a Community Health Assessment (CHA) conducted by the Chatham County Public Health Department and Community Health Assessment Team. The student team was requested by the Community Health Assessment Team to assist with their 2006 Community Health Assessment, and was guided by three field advisors: Vanessa Jeffries and Joan Phillips-Trimmer from the Chatham County Public Health Department, and Robin Criffield from Chatham Habitat for Humanity.

The goals of AOCA are to assess the strengths and needs of a community and then work with service providers and community members to prioritize identified needs and develop action steps to address them. This assessment was based on three types of data: secondary data from various print and internet-based sources; team observations including attending community meetings and events; and primary data from key informant interviews with West Chatham service providers and community members. The student team interviewed eighteen service providers and fifteen community members on important issues in the community, and the process culminated in a community forum in which five themes that emerged from interviews were presented back to the community. Those present at the forum broke into small groups based on themes for a facilitated discussion and reported action steps to address themes back to the larger group.

The Chatham Health Assessment (CHA) is conducted every four years in Chatham County. The collected data is submitted in a report to the North Carolina Office of Healthy Carolinians, and is used to inform activities and programs at the Chatham County Public Health Department and other

health and service agencies. The 2006 assessment began in June 2005 and will continue through December 2006. The CHA steering committee includes community members and representatives of various health and social service agencies in Chatham County, including the Chatham County Public Health Department, Chatham Habitat for Humanity, Partnership for Children, Chatham County Schools, Chatham County Recreation, Chatham County United Way, the Family Resource Center, and Chatham Hospital. The goals of CHA are similar to those of AOCA, in that CHA aims to determine what needs to be done to improve the health of Chatham residents and to provide enough information for individuals, groups, or agencies to take action to address health needs. The research questions the CHA aims to answer are as follows:

1. What progress has been made on the priority issues identified in the 2002 Community Health Assessment?
2. What are the best methods for efficient and effective risk and crisis communication and health education with Chatham residents?
3. What are important health behavior and disease trends in Chatham County?
4. What are the new priority issues for the next four years and how can they be addressed?

Members of the West Chatham AOCA team attended CHA steering committee meetings from October to December 2005 to get to know committee members, to better understand the process and goals of the CHA, and to promote collaboration between the CHA committee and the student team.

The CHA will use data collected through the West Chatham County AOCA process along with data collected by a team that worked concurrently in the eastern side of the county in the 2006 Community Health Assessment. The CHA team will supplement this data by conducting focus groups in the summer of 2006, conducting additional interviews and surveys as needed, and by analyzing health trends presented in secondary data.

## **Background**

The following sections will provide an introduction to West Chatham County through the use of secondary data. Heller (1989) defines community in three ways: community as locality, the relational community, and community as collective political power.<sup>1</sup> While the western side of

Chatham County can define itself as a community in ways that differ from the eastern side of the county, it is impossible to describe West Chatham County without examining Chatham County as a whole. For this reason, some county-wide data is described in the following sections and is used further in the team's community analysis.

### ***Geography***

Known as "The Heart of North Carolina," Chatham County is located in the geographic center of the state between two large centers of commerce and population density, The Triangle Region and the Piedmont Triad.<sup>2</sup> The county's total area is 702 square miles and it is comprised of 3.69% water.<sup>3</sup> Chatham is bordered on the north by Alamance, Orange, and Durham Counties, on the west by Randolph County, on the south by Lee and Moore Counties, and on the east by Wake County.<sup>4</sup> While in 2000 the average persons per square mile in NC was 165.2, Chatham boasts only 72.2 persons per square mile.<sup>5</sup>

The western part of the county is made up of six townships: Albright, Matthews, Bear Creek, Hadley, Hickory Mountain, and Gulf. Matthews Township includes Siler City, the largest town in Chatham County (population around 8,000), with Corporate Limits of over 6 square miles.<sup>6</sup> West Chatham County also contains Goldston, the smallest of the three incorporated towns in Chatham County (population around 350). Major highways in West Chatham include Highway 64, which runs from west to east through the county, as well as Highway 421, running north to south.

Chatham County is home to Jordan Lake, three rivers, and many streams.<sup>3,7</sup> However, as Jordan Lake is located in the eastern side of the county, recreational activities for the lake are limited in the western half of the county.<sup>8</sup>

## ***History***

Before 1700, few people inhabited Chatham County, although it is believed that Native Americans lived within present-day Chatham centuries before settlers arrived.<sup>9</sup> Tribes of the area included the “Cape Fear Indians,” the Eno, the Sissapahaw, and the Keyaweeks.<sup>10</sup>

European settlers from England, Scotland, Ireland, and Germany arrived in the area now known as Chatham County in 1745.<sup>9</sup> Once settled, the area was named Chatham after the first Earl of Chatham, William Pitt, who defended American rights in the British Parliament.<sup>7,9</sup> Chatham County was originally part of Orange County, but after 1771 a separate county was created to ease the difficulties of officials governing the expanding Orange County.<sup>11</sup>

As part of the South, North Carolina played a major role in the civil war and slavery was an integral part of life in Chatham County. According to the first Federal census in 1790, Chatham County had a total population of 9,221, including 1,632 slaves.<sup>9</sup> By 1850, the county’s population included 12,164 Whites, 5,985 slaves, and around 300 free Blacks.<sup>12</sup> Slaves were responsible for a large portion of the labor and construction within the county prior to the Civil War.

Post Civil War, a large portion of Chatham residents, both African American and White, worked in agriculture. This began to shift in the latter part of the 19<sup>th</sup> century when more manufacturing and mining industry began to appear. During the 1930’s livestock production became the primary form of agriculture, along with an increasing textile and furniture industry.<sup>9</sup>

## ***Population Demographics***

The estimated population for Chatham County in 2004 was 57,023, an increase of 15.6% from the population reported in the 2000 census.<sup>5</sup> The county’s population continues to grow and change over the years. For a long time the majority of the population consisted of African Americans and Whites, but more recently, similar to the growing population of North Carolina, Chatham County has experienced a rapid increase in the number of Latino residents. This change in

population diversity continues to affect economic growth, infrastructure, and other dynamics throughout the county.

A breakdown of population by ethnicity and township for the western side of the county is contained in Table I.

**Table I: Population by Ethnicity and Township**

	<b>White population</b>	<b>Black population</b>	<b>Latino population</b>
<b>Albright Township</b>	2,170	248	222
<b>Hadley Township</b>	1,289	133	29
<b>Matthews Township (Siler City)</b>	6,925	2,578	3361
<b>Bear Creek</b>	3,084	2,265	67
<b>Gulf Township Goldston</b>	2,434	744	38
<b>Hickory Mountain Township</b>	1459	400	115

Population obtained from 2000 Census Data

Although this table aides in some understanding of the population dispersion, some sources indicate Census data does not reflect the true population of the county.<sup>6,11</sup> Furthermore, it is very difficult to ascertain the number of undocumented residents in West Chatham, particularly in Siler City where it has been suggested that 50% of the total population is Latino (personal communication). School statistics indicate Latinos comprise 70.8% of children at Siler City Elementary, 32.1% of students at Jordan Matthews High School in Siler City, and 20.74% of the overall school population in Chatham County.<sup>13</sup>

***Economy and Industry***

Chatham County is surrounded by areas with strong economic conditions, such as Chapel Hill, Raleigh, and the Research Triangle Park. While the economic conditions in these areas have a positive impact on the growth of the county's population and economy, this impact is felt more on the eastern side of the county than the western side, where the economy is driven more from within

the county.<sup>8</sup> The result is that East Chatham residents tend to have higher-paying jobs than West Chatham residents.

According to the N.C. Department of Commerce, the per capita income in Chatham County is \$30,380, ranking the county 4<sup>th</sup> in the state. Additionally, Chatham ranks first out of 100 counties in median family income, at \$66,100.<sup>14</sup> While these numbers look high, the data is skewed by the better economic conditions of portions of the county, particularly in the east. A more accurate number is the Effective Buying Income (EBI) per household, for which the average in Chatham County is \$49,565.<sup>14</sup> Additionally, household income varies by ethnicity, as evidenced by Table II.

**Table II: Average Income by Ethnicity and Township**

	Median household income		
	White	African American	Latino
Albright Township	38,995	33,750	12,124
Hadley Township	65,417	18,875	N/A
Matthews Township (Siler City)	37,684	25,514	38,341
Bear Creek	37,639	36,000	16,250
Gulf Township (Goldston)	40,458	29,327	26,250
Hickory Mountain Township	48,125	33,625	29,167

Economic data obtained from Census 2000 Summary File 3 Sample Data (Median Household Income 1999)

In 2005, the unemployment rate in Chatham County was 4.0% .<sup>15</sup> The largest revenue generator and top employer, especially for the western part of the county, continues to be the poultry industry, which is supported heavily by Latino immigrant residents.<sup>15,16</sup> Thirty-six percent of the population works in manufacturing, 21.1% in sales, and 20.4 % in production; the top non-manufacturing employer is Chatham County Schools.<sup>15</sup> Appendix A contains a chart of the county’s top employers and industries.

Agriculture continues to play an integral role in the county’s economy, with 1,128 farms in 2002, up from 956 in 1997.<sup>17</sup> Of the total farms in the county, 94.7% are family-owned.<sup>18</sup> Top crops

based on total amount of acreage include tobacco, soybeans, corn, wheat, oats, and hay. Chatham ranks sixth in the state for hay production, second for number of beef cows and 3rd for cattle.<sup>17</sup> A summary of these statistics can be found in Appendix A.

### ***Religion***

Religion continues to be central to the lives of Chatham County's residents. The most popular Christian denominations in Chatham County are (in order): Southern Baptist (10,392 adherents and thirty-five congregations in 2000), United Methodist (4,519 adherents and twenty-four congregations in 2000), United Church of Christ (833 adherents and five congregations in 2000) and Catholic (666 parishioners and one congregation in 2000).<sup>19</sup> Moreover, there has been an increase of 359.3% in the number of Catholics in Chatham County from 1990 to 2000, and there is one reported Buddhist congregation.<sup>19</sup>

### ***Past AOCA Documents***

Many assessments have been completed within Chatham County over the years. Fifteen assessments were conducted between 1994 and 2004, with one county-wide assessment and six within the incorporated areas in Chatham County (Siler City, Pittsboro and Goldston). The remaining assessments were for smaller communities within various Chatham County townships. Appendix A contains a complete list of past AOCA projects in Chatham County.

While all community assessments included specific needs, broader recurring themes emerged from looking collectively at these assessments. Each assessment, and particularly those for Siler City, mentioned a topic of a *changing community*. This is primarily due to the increase in the Latino population within the city, which has led to positive changes (such as cultural diversity, low unemployment and more businesses), as well as more challenging situations (inadequate housing, less health insurance, language barriers and overcrowded schools). For example, the document for a 2000 Siler City assessment mentioned that the recent cultural changes resulting from Latino

immigration have led to a strong sense of community, but also more separation because these diverse groups fear change and do not understand each others' differences. Another major topic was the *church* and its presence in the communities. Each community mentioned the church as a major participant in community change, as well as a source for social activities and support. The development of the Sprott Christian Youth Center, as part of the Moncure United Methodist Church, is a location for many community meetings and activities. *Recreation* is a common issue in all assessments. Siler City assessments discussed the community's desire for a YMCA or Boys and Girls Club as facilities for recreational activity for children and their families. Another common theme, *lack of transportation*, was seen as well. A Haywood/Moncure report from 1996 stated that the lack of transportation prevented many citizens from attending important health service appointments. Lack of transportation was also identified as an issue in a more recent Siler City 2004 assessment. *Lack of affordable housing* continues to be a problem throughout West Chatham County, as shown in the 1998 assessment of Stockyard Road, which named housing as a problem. Lack of affordable housing was identified again in a 2004 Siler City assessment. *Crime, drugs, and substance abuse* were also named as major issues, primarily in assessments from smaller communities such as Jordan Grove, Moncure and Stockyard Road, where curfews, street lights and a neighborhood watch were suggested. Finally, *health and the environment* were consistently named as community concerns, ranging from specific health diseases such as breast cancer and heart disease for African Americans in Haywood/Moncure, to broader environmental topics such as sewage systems and trash disposal in Jordan Grove 1998.

Although it was not discussed in all past assessments, it should be mentioned that research in the county was a topic of interest. Considering the large number of assessments done within Chatham County, some service providers and community members felt that there have been too



many UNC students present within the community and not enough follow through with addressing identified needs.

### ***2002 Health Assessment***

In 2002, Healthy Chatham, along with the Chatham County Public Health Department, conducted a comprehensive Community Health Assessment with residents of Chatham County. Appendix A contains the results of this assessment. There were many service agencies involved in this process, including Chatham County Partnership for Children, Chatham Communities in Action, the Council on Aging, Chatham County United Way, and local medical providers. Focus groups, community surveys, and forums were conducted by the health department staff, students and various volunteers. State and national health statistics were compared to help identify any health problems present in Chatham County. The community survey asked questions concerning the five most serious problems, and key informant interviews addressed top challenges and health concerns seen in the community. Focus groups named their needs and desired outcomes, health concerns and other concerns. From this assessment, Healthy Chatham agreed to follow through with action steps and report findings back to the Board of Health.

### *Section II: Findings*

The West Chatham AOCA team conducted and analyzed interviews with eighteen service providers and fifteen community members, identifying thirteen themes that recurred throughout interviews (list contained in Appendix E). These thirteen themes were presented to a Forum Planning Committee, who then chose five themes to present to the community at the forum (this process is detailed in Section III). The next sections of this document will present the overall strengths of West Chatham as described during interviews, as well as the five chosen themes, including the service provider, community member, and team perspectives on each theme.

## **Strengths of West Chatham County**

Community members and service providers identified six major themes of strengths within West Chatham: the “caring community”; the churches of Chatham County; pride in history; dedicated service providers; the county’s rural location; and diversity and unity.

### ***A Caring Community***

*“Our community is a real good place to live. The people are friendly. The people are accommodating to each other. They’re willing to help people. A lot of volunteer work is done in our community...It’s a caring community.” (Community Member)*

Both community members and service providers consistently described the main strength of West Chatham to be the caring nature of the county’s residents. Interviewees often commented on the compassion of residents and their willingness to help others. Community members and service providers also pointed to the family-oriented and close-knit nature of West Chatham to be additional community strengths. While many residents are connected through long-standing family networks, the sense of family exists even for neighborhoods and communities. This supportive social aspect of the community holds true for both community members who are new to the area and for those residents who are returning to Chatham after many years away. Thus, the caring nature of Chatham’s residents was seen as a key strength by interviewees, and one that remained despite the recent growth and change in the county.

### ***Churches***

*“I think the church plays a big part in the fact that it builds values, gives people a stronger faith in something other than themselves. I think it’s a helping thing, that when there’s a need, churches pull together in the community, and I mean we work with each other. It’s not just my church and your church, it’s our churches.” (Community Member)*

Church and religion are central aspects of community life in West Chatham. Both community members and service providers described the pride that Chatham residents have in their religious life and the central role of the churches as community strengths. Churches serve as a social outlet,

as gathering places for community members, and as support for residents. Churches were often mentioned as places to get information on health and social programs, and in many interviewees' opinions were central to communication within the county.

### ***History of Place***

*“I think it’s just the rich histories. People can name of what the history was starting with the railroad tracks, the farmers, and some of the businesses that have been here in the past...And again it’s just the rich history, so many of the families date back so many centuries, that’s what makes a farming community, the heritage.” (Service Provider)*

Chatham community members and service providers are proud of the history of Chatham County. Many people spoke of the long history of settlement in the county, as well as the longstanding roots and heritage that many residents have. Some interviewees also noted the pride that new residents feel after living in the area, and the fact that residents enjoy the feeling of connectedness and sense of place that results. Many community members and service providers additionally noted the pride of the farming community and the history of farming within the county.

### ***Dedicated Service Providers***

*“We have a very solid group of non-profits and agencies who are trying to help people who can’t help themselves as much as they’d like...There’s a big group of people who are involved in lots of community things, and we can see that we’re making a difference and that’s what makes us proud.” (Service Provider)*

The dedication, pride, and commitment of Chatham service providers is an additional strength of West Chatham. While some service providers work in the county but live in a different area, many service providers are also residents with a strong commitment to their own community. Interviewees spoke of collaboration among service providers as a strength, indicating that the work force is small enough for people to stay connected, network, and work together on many projects. Service providers often spoke of the willingness of agencies to reach out to one another and work together. Community members talked about the dedication of service providers, and recognized their willingness to reach out to the community and their

contribution to the strength of the community as a whole.

### ***Rural Location***

*“You could easily commute in or out of the county...[and] I think we have close access [to other cities] but rural beauty.”(Service Provider)*

Community members and service providers alike consider West Chatham’s location and rural nature to be community strengths. Both service providers and community members mentioned that Chatham is “centrally located” and residents have easy access to the universities, hospitals, jobs, and services in surrounding areas. While this convenient location is positive for employment and services, people also appreciated the rural nature and beauty of West Chatham. Interviewees often commented on the physical environment and nature to be both strengths of the community and something in which residents take pride.

### ***Diversity and Unity***

*“I think another strength is the fact that when it comes to different issues that everyone is willing to band together and say ‘Hey, this needs to be done.’ And there’s an effort put forth to try to accomplish it...And that’s what I consider the main strength on that side of the county...[that] each group tends to support one another...[because] if any major problem comes up all the groups will try to come together and say ‘Hey, we need to look at this issue. How can we deal with it? Have a forum...maybe we should try this or maybe we should try that.”  
(Community Member)*

Although diversity can cause a certain amount of division within West Chatham, diversity was also seen as a strength by both service providers and community members. They saw diversity as a way to enrich the community and a way for people to work together and unite over common problems. Many interviewees referred to the willingness of different groups to unite to solve issues and support each other, which is also a source of pride for many in the community.

Overall, people in West Chatham view their community as a diverse and committed group of individuals who have great pride in their dedication, religion, and overall sense of compassion.

Two leading examples of the community's commitment to West Chatham are fundraising for Relay for Life and the construction of the Veteran's Memorial in Goldston.

In addition to identifying community strengths, interviewees also identified needs of West Chatham. The following sections detail the five themes that were presented to the community at the forum.

## **Infrastructure**

*Population growth has led to a need for better planning for resources and infrastructure, especially water and sewage.*

### ***Secondary Data***

Newspaper articles indicated infrastructure, growth, and the need for planning as major issues in Chatham County<sup>20,21</sup> and identified the lack of planning for jobs, traffic, and environmental issues as a weakness in the county.<sup>20</sup> County commissioners agree that growth in the county is presenting challenges, noting that Chatham lacks a long-range plan for water and sewage and that this infrastructure is necessary to support economic development.<sup>21</sup> A current topic for Goldston has been the proposal to use the Lee County sewer system,<sup>22,23</sup> and water quality has recently been a concern for Siler City and the surrounding areas, particularly around times of drought.<sup>23,24</sup>

### ***Service Provider Perspective***

*"We are still considered a rural county, so there's a lot of infrastructure that needs to be developed like roads, water, sewer, that kind of thing, to support the growth that's coming... We're just trying to meet the need as it comes."*

Service providers in general expressed concern about the impact of growth throughout Chatham County. In particular, many service providers brought up the issue of water quality, although opinions on the topic varied. While some individuals felt that water quality was specifically an issue for the western side of the county, others expressed that water quality seemed

to be improving. In general, concern for water quality was coupled with concern about the impact of development on the county.

Service providers' concerns about development also included county-wide sewage, landfills, roads, and an adequate water supply. A clear consensus was difficult to discern as service providers recognized both the challenges of development and the local government's desire to improve infrastructure. Service providers additionally recognized the general sentiment that community members often do not want governmental interference, yet also want enough government infrastructure planning to meet the needs of the county.

### ***Community Member Perspective***

*"...[The growth] requires of us to be aware of the needs of citizens and also be mindful of what resources we need in order to meet the needs of citizens—in terms of housing, in terms of water needs, in terms of sewer needs, what infrastructure is necessary...and we are lacking in those areas."*

While community member concerns were somewhat different from those of the service providers, their responses had the same variability. When looking at the 2002 list of Health Priorities, some community members felt water quality might be identified as a priority due to recent conversations about the topic in the county. Many community members did not feel well water quality was a problem, and referred to the recent vote against county-wide water. At the same time, other community members expressed that water quality was a concern in certain areas of the county, including Siler City and Harper's Cross Road.

Some community members talked about the expansion of sewage in recent years, but it was commonly expressed that there was a greater need for sewage in the more rural areas. Community members identified the general impact of growth as a concern, and expressed the need for infrastructure to support recent growth in the county.

### ***Team Observations***

Issues of water quality, sewage, or general infrastructure did not come up in most of the team's outings in the community. Field notes mentioned the expansion of Highway 421 from two to four lanes, and the added water lines on the side of Highway 64. One team member attended a Board of Commissioners meeting during which land use and county growth were discussed. At this meeting, water, development, and infrastructure were recognized as hot-button issues, and the fact that Chatham is a fast-growing county facing increased cost of infrastructure was discussed. The need for land development and sewage was recognized as a necessary precursor to bringing more jobs within the county, while the need to manage growth was recognized in order to maintain the current quality of life and rural character of the county.

### **Communication**

*The lack of common and effective communication sources creates disparities in knowledge about programs, services, and social activities.*

### ***Secondary Data***

Chatham County residents use various communication outlets, often depending on the individual's location within the county. Chatham County has two locally published newspapers, the *Chatham Journal Weekly* and *The Chatham News/Chatham Record*.<sup>25</sup> *Que Pasa*, a regional Spanish-language newspaper, is also read around the county.<sup>26</sup> Additionally, many people read newspapers from surrounding areas including Raleigh, Chapel Hill, Durham, and Sanford. Siler City maintains a radio station, WNCA, which provides programs in Spanish and English and can now be received in all parts of the county due to a recent upgrade to 5000 watts.<sup>27</sup> Lastly, Chatham County does not have a local news channel, leading residents to watch stations from surrounding areas.

### ***Service Provider Perspective***

*“I would say the largest hurdle we have is communication. People in different areas of the county listen to different radio stations. Chatham County has only a weekly paper. Communication is a huge problem, you have to try to communicate with the Hispanic population, you have people who read different newspapers because they live or work in different areas...even TV stations, there is not county-wide cable or county-wide high speed internet.”*

Service providers felt strongly that communication is a problem for Chatham, frequently mentioning that different parts of the county orient to different sources of information. This creates difficulty in getting information out on a county-wide scale, particularly since many of these sources are located outside the county.

Language barriers were mentioned as creating division between places where Spanish and English speakers can get information, and service providers noted the often limited ability of agencies to translate messages into both languages. Service providers additionally voiced frustration that ineffective communication can result in underutilized services, feeling that the community is sometimes unresponsive to information that is available.

The newspapers, radio, and word of mouth were most frequently mentioned as effective ways of communicating within the county. Interviewees also mentioned presentations at agency meetings, newsletters, bulletin boards, billboards, the internet (specifically the Chatham Chatlist), and outreach events as good ways to communicate with people in the county. Some service providers talked about targeting the method of communication to the racial/ethnic group one is trying to reach, such as using health promoters, lay health advisors, outreach at soccer fields, and flyers in Spanish as ways to reach the Latino community. In order to reach the African American community, one service provider recommended communicating through churches, barber shops, and beauty salons.

### ***Community Member Perspective***

*“We don’t have a great communication system. Probably one of the greatest downfalls of any community, and we’re talking about this one, is lack of communication.”*



Similarly to service providers, many community members viewed communication as a problem in the county. Community members conveyed the feeling that people do not use services due to lack of knowledge of available services or who to contact, thus echoing the sentiment that ineffective communication acts as a barrier to service utilization.

When asked about effective ways to get information to people in the county, interviewees mentioned various communication methods and venues. The most frequently mentioned methods were the local newspapers and the regional Spanish newspaper; WNCA radio station in Siler City; presentations in churches or announcements in church bulletins; and word of mouth. Other commonly mentioned methods included television and sending flyers home with students through the schools. Overall, community members mentioned churches more often and schools less often than service providers as a good way to communicate with the community.

### ***Team Observations***

As outsiders, it was difficult for the team to view internal communication from visits to West Chatham. Yet, promoting the community forum gave the team experience in reaching out to the larger community by advertising for an event. Recommendations from insiders included advertising the forum in the local newspapers, contacting the radio station, or possibly going door-to-door. However, many community members and service providers advised the team to visit churches, which, collectively, would include most sectors (and populations) of the West Chatham population. An evaluation of the forum showed that word of mouth, personal invitation and flyers were the most common ways the people heard about the event.

### **Recreation**

*West Chatham needs additional resources, such as land and funding, for recreational facilities, which could serve as a gathering place for community members as well as provide opportunities for physical activity.*

### ***Secondary Data***

The Chatham County Parks and Recreation Department offers teams and sports activities, and also maintains parks and trails in the county.<sup>28</sup> There are walking trails in the Jordan Lake area (in the eastern side of the county), the American Tobacco Trail in the northeastern part of the county, and three walking trails in Siler City. While there is a YMCA in the eastern side of the county, the western side lacks this kind of facility. The Siler City Parks and Recreation Department offers additional sports activities, and maintains five parks in Siler City.<sup>29</sup> The Recreation Department has a long-range plan for parks throughout Chatham County, and recently established a new park in Bear Creek.<sup>28</sup> Finally, Chatham County has one bowling alley in Siler City, but does not have a movie theater.

### ***Service Provider Perspective***

*“I don’t think they’ve given up to get the Y here...but having something like that which was affordable would be a huge boost to this end of the county [in Siler City]...it would help address a lot of these issues, a meeting place...and all the physical activity issues.”*

Service providers frequently noted the need for additional facilities, such as baseball fields or parks, not only to provide gathering places for the community but also to encourage physical activity. It was often mentioned that people travel outside the county to places such as Sanford, Asheboro, or Greensboro for recreation. Many service providers spoke of the recreation provided through Jordan Lake and other natural areas found in the county, but also expressed that community members may not take advantage of those opportunities that are available to them. Many people noted that while Pittsboro has a walking trail, they did not think there was one in Siler City or the western side of the county, and interviewees often noted the lack of a movie theater in the county.

Service providers often commented that recreational activities, when available, served as a way to bring the community together. Interviewees noted that the different racial and ethnic groups

come together around sports, and that sports activities associated with the schools served as a gathering place for community members.

### ***Community Member Perspective***

*“People have to leave the county because there isn’t even a movie theater in the county...I’d say you have to go out of the county for a lot of your recreation needs and other things as well.”*

Community members expressed many of the same ideas and opinions as the service providers. Although community members expressed appreciation for available sports activities and teams, they also frequently referred to the need for more opportunities and facilities. Some community members noted the lack of a pool for public use and the need for a YMCA in the western side of the county. One community member commented that the YMCA in Pittsboro is only for a certain segment of the population and is too expensive, and while there had been talks about opening a YMCA in Siler City, the center never came. Many interviewees recognized a facility such as a YMCA for its potential to bring people together and provide more recreational outlets and opportunity for physical activity. Moreover, sports and recreational opportunities were recognized as a way to keep the young population away from drugs and alcohol. Further congruent with service providers’ opinions, community members often mentioned sports events and recreational opportunities as a way to bring different people in the community together.

### ***Team Observations***

The team observed a lack of recreational opportunities while out in the community that seemed to go hand-in-hand with the small-town feel and predominantly rural nature of the county. Field notes often commented on the lack of gathering places or restaurants seen in the community, and team members noted they did not see many people out while driving around the community. On one Saturday trip to Goldston, team members found all establishments closed except for the grocery store and gas station, and one team member wrote that community members were amused when

asked what else there was to do in Goldston. At the same time, team members did see several parks while out in the community and often heard of annual festivals or fairs that brought people in the community together. Additionally, during conversations with community members while out in the community many team members heard that churches served as a gathering place for recreational activities for many people.

### **Division and Diversity**

*The lack of interaction between racial/ethnic groups contributes to misunderstanding and division between these groups.*

### **Secondary Data**

West Chatham County has seen a greater increase in diversity as compared to the eastern side of the county. According to the US Census Bureau, there has been a 15.6% increase in population between 2000 and 2004 in Chatham County,<sup>5</sup> which is primarily due to the growth of the Latino population in the western portion of the county. Moreover, this does not include the large number of undocumented individuals who reside in the county. Statistics from the 2000 Census show that Matthews Township has the largest percentage of Latinos (26%), while Bear Creek has the largest number of African Americans (41.8%) and Hadley is nearly 89% White.<sup>5,11</sup> The greatest diversity is seen in Matthews Township, which contains Siler City. The lack of racial/ethnic interaction between these individuals is an important topic for many service providers and community members.

### **Service Provider Perspective**

*“I think it just depends on what opportunities people have... as far as social life, I think you’ll find that people are very separate in what they do as far as church or other activities, that there is not a lot of people that come together cross-racially.”*

Many service providers discussed the lack of interaction between residents of different racial/ethnic backgrounds. Most acknowledged the increased number of Latinos within the county and mentioned how this change has led to a certain amount of tension between racial/ethnic groups

in relation to competition for jobs and other resources. Many service providers also referred to unequal treatment by law and discrimination in schools as inequalities experienced by minorities in West Chatham.

Of the service providers that did not see racial differences or racism as a problem within the community, they did acknowledge that different racial/ethnic groups tend to stay together because of familiarity and comfort. Many individuals said that African Americans, Latinos and Whites were not necessarily educated on different cultures, contributing to the separation between groups.

### ***Community Member Perspective***

*“People have different views and different needs and different perspectives and different experiences and that’s just a challenge to um...get that, have that understanding or comfort amongst different people, to be around each other...and so, I think, there’s still a discomfort in that.”*

Community members often discussed differences and lack of understanding between different cultures within the community. While many community members spoke of the growing population as a positive thing, they also observed a lack of interaction possibly attributed to a natural tendency to stay close to what is familiar. They mentioned discrimination and racism as major problems and perceived that the localized power structure has done little to fix the problem. Some community members mentioned that race relations might seem fine on the surface, but that racism is still deeply rooted in the community.

Other community members expressed frustration both with the increase of the Latino population and with not understanding different cultural practices and beliefs. Economic strain was also mentioned as a cause for this racial divide. Some community members felt that the minority population has an equal opportunity for resources and employment and do not understand why minorities benefit from certain government programs. Overall, the issue of division within Western Chatham continues to be a contentious topic among community members.

### ***Team Observations***

Team members experienced first-hand the division and diversity within the community of West Chatham. Events at Celebrity Dairy and Horizon Cellars put team members around people who may have been visiting from outside the county, as one team member expressed “I had the feeling all the visitors were from outside of Chatham...all the visitors were white.” In contrast, some team members who attended a Martin Luther King Jr. Memorial Service at a church in Bear Creek found themselves one of only a handful of white people in a primarily African American church. The fact that churches are fairly segregated was again encountered by team members who attended a Sunday church service at a primarily White church in Siler City. Several team members noted the separate White and Latino masses held in the church.

### **Service Barriers for Latinos**

*Language barriers continue to restrict Latinos’ access to services.*

### ***Secondary Data***

Previous Chatham County assessments have identified language barriers as a main factor restricting service access for Latino residents. For example, the 1996-1997 *Health of Chatham* report by Molloy et al. concluded that language was the third most common barrier to health care access for Chatham residents.<sup>30</sup> Similarly, another assessment in 2000 prioritized the need for more bilingual services for the Latino community, including ESL teachers in the schools and more interpreters in health care services.<sup>31</sup>

Bilingual services have increased in the time since these assessments. For example, service organizations such as the Chatham Social Health Council, the Coalition for Family Peace, and the Chatham County Public Health Department either have bilingual staff, interpreters, or offer programs that prioritize the Latino community. ESL classes are offered at Central Carolina

Community College, on the Siler City SAGE Academy campus (Siler City Alternative School), and by some churches.

The Hispanic Liaison/El Vínculo Hispano is the primary provider of interpretation services for county agencies and West Chatham residents, providing interpreters in a variety of settings. Chatham Hospital in Siler City has six part-time Spanish interpreters, who work closely with the Immigrant Health Initiative and serve from ten to twenty Spanish-speaking patients a day.

### ***Service Provider Perspective***

*“Language is a barrier, on both sides. There is the expectation for Latinos to be fluent, but it takes a long time to be fluent or be able to speak to a doctor or in a court system in a new language.”*

Service providers recognized that language barriers continue to restrict Latinos’ access to services in Chatham County. Language differences are a challenge for both clients and service providers, especially in the court and medical systems. Other service providers observed that they were required to hire extra staff with Spanish-speaking skills and that communicating through interpreters was often difficult. Finally, while most service providers highlighted the extra efforts that were being made to improve bilingual communication in their respective agencies, they also observed that it takes time for Latinos to become fluent in English.

### ***Community Member Perspective***

*“Well the majority of the transition [and change in Chatham]...is [from Latino] people moving in ...for the last few years. And for the first few years, it naturally was a difficult transition because of language types and...difference[s] in cultural things...[But] we have to know people to be able to accept them and once you begin to know somebody and begin to talk to them, you find out they’re just like you...they may speak a different language...[but] they have the same needs, same desires, same uh, aspirations in life...”*

*“...when you have to have translators and you have to publish something in English and in Spanish...that in itself causes a conflict...”*

West Chatham community residents had varied opinions concerning language barriers for Latinos as illustrated by the above quotes. On one hand, some individuals referred to a feeling of

commonality and that time allows for acceptance between people who speak different languages. In contrast, other interviewees expressed the frustration some English-speaking residents feel about the cost of providing language services. An additional perspective is that some non-Latino community members resent the perceived unwillingness of Latinos to learn English. These opposing views from community members illustrate the complexity of the issue and the frustrations felt on both sides about the difficulty of communicating in different languages.

### ***Team Observations***

While doing volunteer work in the county, team members witnessed the difficulties language barriers present for both English and Spanish-speaking residents of Chatham. At a Siler City Health Department site flu shot clinic, one team member noticed that most of the clients were either elderly White or Latino. Many Latino families came to the health department for flu vaccines, and few of the adults spoke English. Several times Latino children served as interpreters when bilingual Health Department staff were not available, confirming the opinion of a service provider who commented that children of immigrants are typically bilingual or sometimes even monolingual English. Observing first-hand the growing Latino population in West Chatham County concerned some team members who felt the team might not be able to give this subset of the population the attention it both needs and deserves.

### **Congruence among perspectives**

Similar patterns of meaning are often found between secondary data, service provider and community member perspectives, and team observations concerning the themes just described. Service providers and community members recognize the need for improved communication and increased recreation in West Chatham, and although individual opinions varied there was consensus on the need for improved infrastructure as well. Different opinions were voiced concerning diversity in the community, including acknowledgement of racism as a continuing problem as



opposed to the idea that tension does not exist between racial/ethnic groups. Although churches were recognized for playing an important part in community life, field notes also recorded that churches display the same division as the general community, thus playing a part in the existing racial division and misunderstanding.

The five themes just described were presented to the community at the West Chatham County Community Forum, which is described in the next section.

### *Section III: Community Forum*

#### **Overview of Forum**

The West Chatham County Community Forum was held on Friday, April 28, 2006, from 6-8:30 PM in the cafeteria of Jordan-Matthews High School in Siler City. Over 50 participants attended the forum, including community members, service providers, County Commissioners, and School Board members. About 20 of the participants were Latino, providing good representation of this part of the community. Simultaneous interpretation was provided for non-English speakers, and childcare was provided for the twenty children who also attended.

As people arrived they were asked to sign-in, wear a name tag, and write their name on a raffle ticket for a prize drawing; attendees could then browse information, including 2005 Health of Chatham Reports and Chatham County Resource Directories, provided at a resource table. Light appetizers were provided, and the forum opened with a Youth Gospel Praise Team who performed two songs, after which there was an opening speech by one of the Forum Planning Committee members and one of the team's preceptors. Two team members gave a short presentation about the AOCA process and findings, and then a Forum Planning Committee member presented each of the themes and asked participants to choose a theme to discuss in small groups. Each team member facilitated a discussion on one of the themes in a break-out room. While an hour was originally allotted for group discussions, the forum started late and so discussions were limited to 40 minutes.

After the group discussions, forum participants reconvened in the cafeteria for dinner, which consisted of rice and beans, fried chicken, hush puppies, sandwiches, and pizza donated from local restaurants. A Christian vocalist provided additional entertainment during dinner, and a participant from each group discussion summarized the discussion and action steps to the larger group. Posters with contact information for an individual from each group were posted around the cafeteria so that people who attended one discussion but were interested in another theme could be involved with the action steps for that theme.

### **Small Group Discussions**

Group members used two methods of facilitation, *SHOWED* and Force Field Analysis, for small group discussions. *SHOWED* uses a “trigger,” often a quote or a picture, to generate discussion about a theme and then analyze the theme to ultimately create action steps to address the issue. Force Field Analysis requires a group to brainstorm helping factors and barriers to reaching a goal, also resulting in action steps. Appendix E contains the facilitation triggers and preparation for each small group discussion.

### ***Infrastructure***

The infrastructure small group discussion was unique to other groups during the forum in one main way, in that all 9 people in this friendly and engaged group were white. The group was made up of two married couples and 5 individuals who came to the event by themselves, and all participants were over the age of 40.

Each group member was very interested in hearing each other’s views and taking the time necessary for everyone to have a voice. The group respected the ground rules and aims of the discussion very well, straying off topic only to discuss elections and when the difficulty of pinpointing a priority component of infrastructure arose. The subject of elections came up early and

the political dimensions of this issue were common throughout the conversation. This aspect of conversation did not prevent a successful discussion.

Beginning with SHOWED, the group identified providing potable water to all Chatham residents as their goal. The facilitator then switched to Force Field Analysis to identify the helping and hindering forces that affect the current situation regarding potable water. Choosing the most important factors related to potable water was a challenge, and sewage, well water, and implementing Chatham's Strategic Plan for land use became the main talking points. When the time came to brainstorm action steps, the group discussed the widespread view that unifying Chatham County would be an effective solution to the infrastructure problems Chatham faces. Although it was difficult to form concrete action steps, the group decided on the following:

1. Members of the group will create a grassroots education project on the issue of water.
2. Members of the group will encourage people to attend Board of Commissioner meetings through advertisements at churches.
3. Members of the group will encourage the County and municipalities to work together.

### ***Communication***

Twelve people participated in the small group discussion on communication, including four community members, five community member/service providers, and three service providers. The facilitator used the SHOWED facilitation method, which worked well for generating discussion and helping the group name causes of the problem and possible solutions. Causes of the problem included lack of sustainability in involving community members in agency meetings, ineffective interpersonal communication, community members' lack of time to access messages or attend meetings, service providers' lack of skills in tailoring messages, lack of unity in the county, and lack of understanding between the East and West sides of the county and between racial/ethnic groups. Possible solutions named were practicing mutual respect, educating community members on other cultures, involving churches in multicultural education, using ministers as a channel for

communication, printing part or all of the county-wide weekly newspaper in Spanish, and broadcasting WNCA news in Spanish.

The group contained four Latinas, two African Americans, and six Caucasians. This diversity enriched the discussion and led the group to focus on the disparity in communication by agencies and media to English-speaking vs. Spanish-speaking populations. The diversity of the group also resulted in participants discussing the importance of understanding different cultures in order to communicate effectively with others. Several participants shared their personal stories of discovering how similar they are to people of other races or how difficult it can be to learn another language.

The group had some difficulty generating action steps, perhaps because there was a wide range of causes and solutions that were difficult to prioritize. Also, the limited time for discussion made it difficult to adequately discuss the causes of and action steps for such a complex problem. The facilitator could have helped them focus the discussion sooner on the ineffectiveness or shortcomings of certain mediums of communication, which is what the group ended up focusing on later in the discussion. Finally, there seemed to be a lack of willingness in the group to take action, either due to lack of a common vision on how to address the problem or feeling overwhelmed by the complexity of the problem. Despite these challenges, the group generated some very specific and actionable steps to address the problem:

1. Members of the group will consult with business leaders about the cost-effectiveness of producing part of the *Chatham News/Chatham Record* in Spanish and then approach the editor/owner of the newspaper to discuss.
2. A member of the group will investigate adding news that is broadcast in English on WNCA to the Spanish radio broadcast at WNCA.
3. Members of the group will promote the recent upgrade of WNCA to 5000 watts on the Chatham Schools website (<http://www.chatham.k12.nc.us/>).
4. A member of the group will send letters to all the churches in Chatham County. The messages to be included in the letter were undecided.

## ***Recreation***

Seven people attended the Recreation small group discussion, including four Latinos, one African American, and two Whites. Participants represented the School Board, Gold Kist, and the Chatham Social Health Council. One group member provided interpretation during the discussion as the facilitator did not speak Spanish.

The facilitator used SHOWED to guide the discussion concerning the need for additional recreational facilities and opportunities in West Chatham. While group members talked about the lack of common gathering places, parks, and fields and the need to encourage recreation among youth, issues of race and race relations underpinned the conversation. Group members felt the needs of Latinos are not met by the Recreation Department, which offers baseball, basketball, and football teams but not soccer. Group members also voiced frustration that community members have to pay to use public fields. All group members were receptive to the comments of others and were genuinely concerned about and committed to the issue of recreation in the county. The group decided to take the following actions:

1. Create a task force with diverse representation of all racial groups and use as a space for individuals to voice needs.
  - a. Include people from School Board, Board of Commissioners, Recreation Department, and recreation coaches.
  - b. Investigate funding opportunities.
  - c. Lobby for recreation needs of groups and the county as a whole.

## ***Diversity and Division***

Diversity and division was a broad discussion topic that reflected the varying opinions of service providers and community members. The 17 participants who attended this group discussion were evenly split between service providers and community members, and many service providers also identified as being part of the West Chatham community. This diverse group represented various parts of the community including churches, the Board of Education, human relations

organizations, high school students, and both new and long-time community members. It was also racially diverse, with a few African Americans and many Latinos. The facilitator used SHOWED, although because of the sensitive nature surrounding the theme, the group needed more time for discussion. As participants became more comfortable with each other, many individuals felt compelled to share personal stories and experiences to add to the conversation, resulting in an emotional discussion that generated empathy within the group. Overall, participants were very thankful for the opportunity to share, and strongly encouraged the facilitator to continue work in the community and be an active participant in helping to create change.

Although the group was not quite ready to take action steps, a high school student and human relations representative agreed to be contact persons for the following actions:

1. Organize a diversity task force.
2. Encourage “dismantling racism” as a required training for government employees and local employers.

### ***Service Barriers for Latinos***

The small discussion group on language barriers for Latinos had a total of eight people, including two service providers and six community members. Group members represented various sides of West Chatham, including politics, business, church, ESL services, and Townsend Poultry Plant. The group had three white participants and five Latino participants; six participants were women, and two were men. A simultaneous interpreter provided services for the three Spanish-only speakers during the discussion.

The facilitator used the SHOWED facilitation method. All group members participated in the conversation, although some provided more comments than others. Group members were very respectful and allowed each other time to speak, often raising their hands. Initially, the facilitator and interpreter took turns speaking, but due to time constraint switched to simultaneous interpretation.

During the discussion one participant suggested moving to action steps as all group members recognized language barriers as a problem. Although Force Field Analysis could have been used at this time, the facilitator continued with SHOWED since it provided a guided way for participants to discuss personal issues and was compatible with the dynamics of this diverse group.

This group developed many action steps, both short- and long-term, as outlined below:

1. Approach service providers and identify their needs for bilingual communication.
2. Involve county commissioners to increase bilingual signs in the county.
3. Invite the Adult Basic Skills Coordinator to be a part of the group that is interested in reducing language barriers.
4. Make ESL classes more accessible through additional training, advertising, transportation, and childcare.
  - a. Contact Chatham churches about starting classes and offering a basic curriculum.

#### *Section IV: Methodology*

The AOCA is a process by which the public health researcher gains an “insider’s view of the culture of a community thus leading to the most efficacious education interventions for that community.”<sup>32,S7</sup> Guy Steuart, who was a pioneer in health education and community diagnosis, said

“community diagnosis is not the same as a needs assessment. The diagnosis is a much broader ongoing process and does not focus exclusively on health problems. The diagnosis...aims to understand many facts of a community including culture, values, and norms, leadership and power structure, means of communication, helping patterns, important community institutions, and history.”<sup>32, S7, S9</sup>

The team embraced this philosophy during its time in West Chatham, working first to gain an understanding of the community from outside sources and then gaining an ‘inside’ view through interviews and increased presence in the county. The following sections detail the methods used throughout the AOCA process.

#### **Secondary data collection**

The West Chatham AOCA team collected secondary data from January through April 2006 on a number of topics including education, religion, politics, communication, transportation,

recreation, community/civic organizations, economy, community history, environment, and health trends. Sources of secondary data included past AOCA reports on Chatham County, past CHA reports, *The Chatham News/Chatham Record*, internet websites, and literature published by Chatham County agencies. Secondary data helped inform the student team of the background and current trends of the county before conducting interviews while also supplementing the primary data collected through interviews.

### **Primary data collection through team observation**

The AOCA process began with a ‘windshield tour’ conducted by the team’s field advisors, one of whom is a lifelong community member. The windshield tour introduced the team to the layout of the western part of Chatham County, including county living conditions and available resources. During the tour the field advisors narrated basic information and issues for the team to be aware of and suggested key informants to contact for interviews. In order to have more personal interaction with the community, team members also attended a number of community events and agency fundraisers including the Celebrity Dairy Open Barn, Siler City Lions Club Pancake Breakfast, the Partnership for Children Burrito Bash, a Martin Luther King Jr. Day Celebration and mass at St. Julia’s Catholic Church (see Appendix B). Additionally, team members volunteered at a flu-shot clinic held at the Siler City Health Department and at a free dental and health screening clinic. Team participation in the community gave the opportunity 1) to meet service providers and community members who were later interviewed, 2) to see firsthand aspects of the community the team was reading about in secondary data or hearing about in key informant interviews, and 3) to add an outsider’s view of the community to the insider’s view obtained through key informant interviews. Team members recorded field notes of these experiences and observations, which were later coded and analyzed. Field notes were used to write the “Team Observations” in Section II of this document.



## **Interview Guide Development**

Separate service provider and community member interview guides were developed between November 2005 and January 2006 in close collaboration with the East Chatham County AOCA team, the CHA steering committee, and both teams' field advisors. This collaboration resulted in interview guides that met the needs of AOCA and the CHA. Questions related to AOCA included asking interviewees to define their community, identify available services, and what strengths and needs exist in the community. Questions related to the CHA included interviewees naming what activities they were aware of regarding the 11 Health Priorities resulting from the 2002 CHA, whether they felt things were getting better or worse with these issues, and whether they were still priorities for the community. Interview guides were pilot tested with staff at the Chatham County Public Health Department, Chatham Hospital, and community members in both East and West Chatham. Changes were made according to feedback from the interviewers and interviewees involved in pilot testing, and the same interview guides were used by both the East and West Chatham County teams so that the data collected would be the most useful to the CHA. A copy of the interview guides is in Appendix C.

Due to the community's feelings of over-assessment, the team's field advisors recommended the team stress to interviewees its affiliation with the CHA steering committee and that information gathered in the interviews would be used to inform the activities and programs of the Chatham County Public Health Department and other agencies. Additionally, community member interview guides included questions asking if the interviewee had been interviewed before, if they had attended a community forum, and if they had seen any action taken as a result of the assessment and forum.

## **IRB Approval**

Before beginning interviews the team applied to UNC's Institutional Review Board (IRB) for review of research involving human subjects and for approval of the AOCA study design and materials. IRB approval was granted in February 2006, after the interview guides had been finalized and were consistent between the East and West Chatham AOCA teams. Copies of the IRB approval letters are in Appendix C. IRB approval was also granted for teams to share data for those service providers who serve both sides of the county. Finally, the Chatham County Public Health Department received IRB approval to obtain de-identified interview transcripts in order to conduct a secondary analysis.

## **Primary data collection through key informant interviews**

Interviews were conducted from February through April 2006. The team completed 18 service provider interviews, nine of which were conducted in partnership with the East Chatham team, and 15 interviews with community members. The majority of service providers and many of the community members interviewed were recommended to the East and West Chatham teams by the teams' field advisors. The remaining interviewees were identified through participant observation, reading secondary data, and snowball sampling, a technique in which interviewees recommend other people to be interviewed. The goal in choosing which service providers and community members to interview was to obtain a diverse representation of people from the community. As such, the team tried to interview community members who varied in age, occupation, race, and residence location in West Chatham. The team further sought to interview service providers from as many different agencies in Chatham as possible.

Each interview was conducted by two people, one who served as the interviewer, and the other served as the note taker. Confidentiality was described to the interviewee, and informed consent was obtained (see Appendix C for consent forms). Interviews typically lasted about 75

minutes. The interviews were tape recorded (with permission of the interviewee), and later the note taker used both his or her notes and the tape(s) to write detailed notes from the interview. The interviewer then listened to the tape(s) and reviewed the detailed interview notes making any necessary additions or changes. Each interviewee was assigned a number, which was written on the tapes and interview notes corresponding to that interviewee, and tapes were stored and locked in a separate cabinet for confidentiality. A master list of interviewee's names and assigned numbers were kept in a password-protected Excel spreadsheet.

### **Data Analysis**

All team members read one or two detailed interview notes and then collaborated to formulate a preliminary codebook. All detailed interview notes were then read by one member of the team who coded them according to the codebook. Initial coding was done by hand and later entered into ATLAS.ti 5.0,<sup>33</sup> and modifications were made to the codebook as necessary. The software allowed the coder to view all information under a specific code, and to create a print-out of information for the team to read corresponding to that code. A codebook and list of frequencies is in Appendix D.

### **Forum Planning**

The planning of the forum began in March 2006 and continued until the forum itself on April 28<sup>th</sup>. At the end of each interview, interviewees were asked if they wanted to participate in the forum planning process or if they knew of interested persons. From these responses, nine people from the community formed the Forum Planning Committee, including two community members, two community member/service providers, and five service providers. The committee was also racially diverse, including three African Americans, two Latinas, and four Whites. While there was effort throughout the course of planning to get more community members involved, lack of interest and other commitments made this difficult.

There were a total of four planning committee meetings, led by two of the AOCA team members. All team members attended at least one meeting, and committee members attended between one and three. Three of the meetings were held at the Wren Library in Siler City and one at the Teen Center in Siler City. The first meeting offered an overview of AOCA, the CHA, goals of forum, and logistics of the events such as food and translation. The date, time, and location of the forum were solidified at the first meeting. This meeting also served as a time for team and committee members to become acquainted, and the enthusiasm of the volunteer committee impressed team members.

The second meeting involved discussion about advertising, the forum schedule, ground rules for small groups, childcare, transportation, and a resource table. While this was a smaller meeting of four planning committee members, those members who attended displayed their personal commitment to the process and offered to assist the team on specific tasks.

The third meeting occurred concurrently with an immigration rights march involving more than 4,000 people in Siler City, which caused difficulty in some people attending the meeting. Nonetheless, five planning committee members were present, and these individuals chose the five prioritized themes to present at the forum. Choosing themes proved to be a great challenge. Thirteen themes that emerged from interviews were presented, and committee members were asked to suggest any themes that could immediately be eliminated and to suggest themes that should definitely be prioritized. Committee members were also asked to consider prioritizing themes based on importance, changeability, whether groups in county were already working on issue, and whether the community was likely to come together to address the issue. Much of the meeting time was spent discussing the wording of individual themes, and committee members struggled to best represent the opinions of the greater community. The committee finally decided to eliminate any

themes related to topics that were already being addressed by other service agencies in Chatham, including drug and alcohol use, nutrition/obesity, childcare, and transportation.

By the time of the fourth meeting the small planning committee had really grown to know each other. At this meeting, committee members chose triggers, or discussion starters, to be used for each theme discussion at the forum, and discussed key individuals and agencies to invite to participate in each small group. Members of the committee confirmed many of their responsibilities during this meeting including dinner for the event, materials for the resource table, and a commitment to come early the day of the forum.

Some of the great efforts of the forum planning committee included securing the venue, simultaneous interpretation equipment and interpreters, entertainment, and food. Committee members connected the team with resources to assist with the event, such as the United Way and the Family Resource Center. The committee was also instrumental in designing and distributing flyers to schools and churches.

### **Reflections on the Forum Planning Process**

The Forum Planning Committee served as an additional way to get to know and work with motivated members of Chatham County. However, it was somewhat difficult to find people to serve on the committee as people in West Chatham are already very active in their community. While some members had worked together on similar committees in the past, new connections were also made between community members and service providers and all committee members shared a strong commitment to the process.

Some of the lessons learned from this process involved issues of miscommunication and misunderstanding about the process. This may have been due to members not being able to attend all meetings and therefore missing key information or failure on the part of the students to effectively facilitate meetings and communicate what had happened up to that point. Most

importantly, the forum planning process highlighted the necessity of getting representation from the community. Above and beyond the AOCA process, the team was encouraged to respect the views of West Chatham County and to accurately represent views of the community members, a message that was embraced throughout the planning process.

*Section V: Limitations, Recommendations, and Conclusion*

**Limitations**

Due to the extensive collaboration between the East and West AOCA teams and the teams' field advisors, and the somewhat differing research questions of AOCA and CHA, formulating the interview guide to meet everyone's needs took longer than expected. The process delayed IRB approval to the end of January 2006, which allowed less time to conduct interviews. Additionally, there were some logistical complexities involved in the East and West teams collaborating on service provider interviews, which resulted in fewer interviews being conducted than both the teams and the field advisors would have liked. The team further struggled with how best to build off past assessments done in part but not all of West Chatham, and tried to interview people from different parts of the county or those who had not been interviewed before. While the team tried to use data from past assessments as secondary data, there may have been other ways to more effectively use and build from previous assessments. In this assessment, only one Latino community member and one Latino service provider were interviewed. While recognizing the importance of the voice of the Latino community, the team found it difficult to adequately address the issues of this population, due to time and language constraints. Finally, the geographic size and diversity of the county was prohibitive for the AOCA process, and as such it was difficult to interview enough people to make sure everyone was represented and to foster effective community involvement in the process.

Having more time to interview could have helped ensure adequate representation of townships and racial groups.

## **Recommendations**

After researching secondary data, interviewing community members and service providers, attending community events, and holding a community forum, the team has recommendations for service providers and community members in West Chatham. At the same time, the team recognizes the inherent limitations of its outside status to West Chatham, and acknowledges observations are not inclusive of all that occurs within the community and that the time spent exploring the community's strengths and needs was limited.

The lack of interaction between diverse racial and ethnic groups continues to be a theme within West Chatham, and was an overarching theme in all the forum small group discussions except infrastructure. Workshops such as Dismantling Racism or Race Matters may be an appropriate step in addressing not only the lack of interaction between these diverse community members, but also a way to help educate each other on the cultural needs of various racial and ethnic groups. These workshops could be effectively disseminated in the churches as well as larger employers within West Chatham. Further, effort should be made to include all diverse groups, as previous outreach activities may have left out some community members.

Community members and service providers voiced the need to improve communication within the community. Based on community member recommendations from interviews, it might be useful for agencies to utilize churches more often to deliver messages about programs and services. Given the recent upgrade of WNCA to 5000 watts, important information could also be disseminated over the radio. Community members recognized that they are often unaware of services and resources that are available, and the large number of hard working agencies and organizations seem to be somewhat under-utilized. As many community member interviewees were unaware of previous health assessments, the team recommends the Community Health Assessment Team and Chatham County Public Health Department develop a comprehensive dissemination plan for the 2006 Health

of Chatham Report. To ensure inclusion of the Latino community in the 2006 Health Assessment, the team recommends training a Spanish-speaking facilitator for focus group discussions.

There is also a need for increased citizen input and attendance at important community meetings. Many organizational boards and advisory committees seek community member participation and struggle to find attendees, and community attendance at events such as Board of Commissioners meetings is crucial. Becoming part of a committee or attending important meetings is one way for the community to advocate for its needs and ensure its voice is heard.

### **Conclusion**

The team's experience in West Chatham was overwhelmingly positive, and the needs that arose reflect the complexity and diversity of the community. Working closely with the Chatham County Public Health Department and Community Health Assessment Team provided confidence in knowing there are individuals committed to acting on the team's findings.

Embracing the AOCA process as a combination of research and community action, the team combined different viewpoints and perspectives to create a holistic view of the community of West Chatham and strove to accurately reflect the voices of the community. The community forum was a time not only to discuss needs of the community, but also to celebrate the community and its strengths. The forum provided a space for service providers and community members to discuss important themes and to come together around the issues, resulting in some new connections and networks. It is the team's hope that the forum and the AOCA process in general helped the community continue to move toward and create positive change in West Chatham County.



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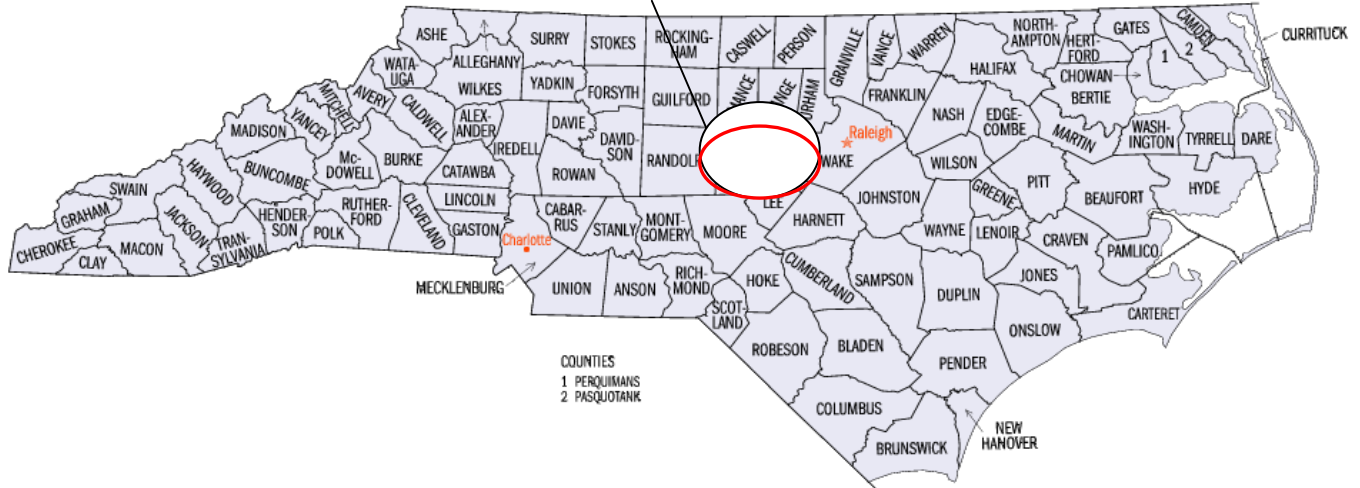
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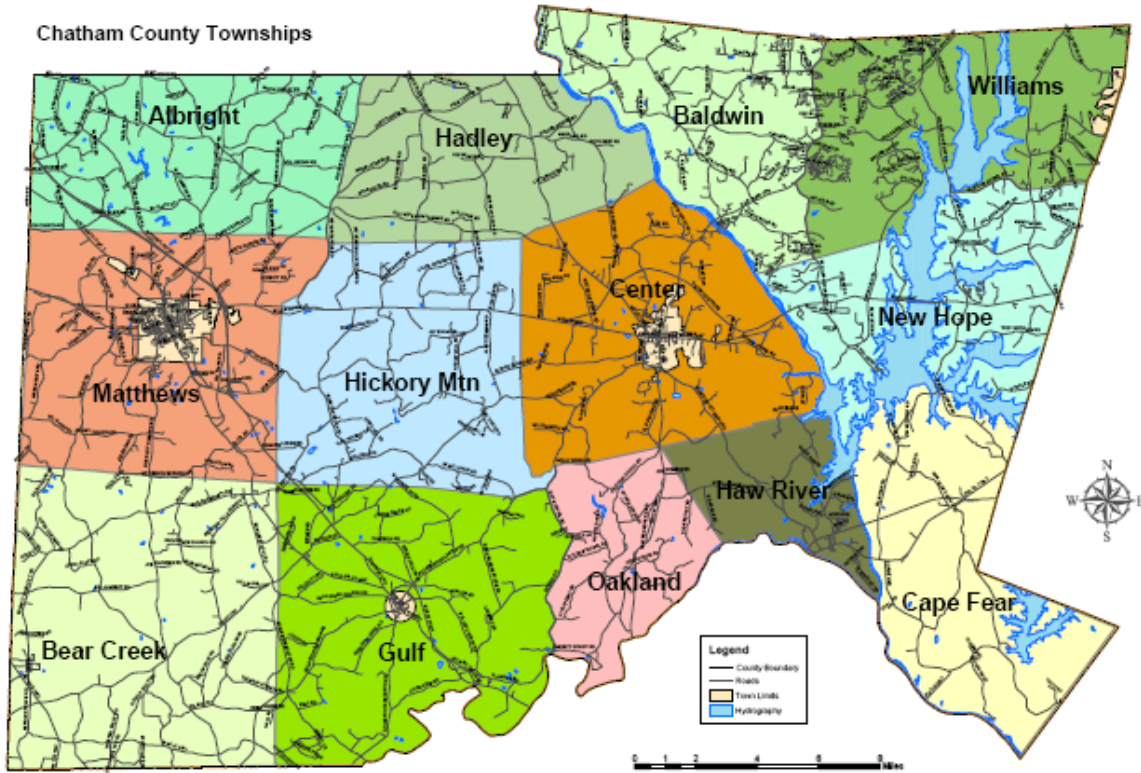
**Appendix A: Background**

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# Map of North Carolina



# Map of Chatham County



## TOP EMPLOYERS IN CHATHAM COUNTY

<b>Top Manufacturers (December 2004)</b>	<b>Employment Range</b>
Townsend's Inc	1000+
Gold Kist Inc	500-999
Joan Fabrics Corp	250-499
Honeywell International Inc	250-499
Charles Craft Inc	250-499
Acme McCrary Corp	250-499
Weyerhaeuser Company	100-249
General Shale Brick Inc	100-249
Moore's Machine Co Inc	100-249
Palm Harbor Homes Inc	100-249

Source: Economic Development Information System

<b>Top Non-Manufacturing Employers (December 2004)</b>	<b>Industry</b>
Chatham County Schools	Education and Health Services
County of Chatham	Administration
Carolina Meadows Inc	Education and Health Services
Wal-mart Associates Inc	Trade, Transportation, and Utilities
Performance Bicycle Shop Inc	Trade, Transportation, and Utilities
Fitch Creations Inc	Construction
Chatham Hospital Inc	Education and Health Services
Mountaire Farms of NC Inc	Natural Resources and Mining
Central Carolina Community College	Education and Health Services
Keston Care	Education and Health Services

Source: Economic Development Information System

## CHATHAM COUNTY FARM AND AGRICULTURE STATISTICS

CROPS - 2004	Acres Harvested	Yield	Production	Rank within State
Tobacco, lbs.	520	2,000	1,040,000	49
Cotton, 480 lb. bales	*	*	*	*
Soybeans, Bu.	1,700	35	60,000	68
Corn, Bu.	800	114	91,000	67
Corn for Silage, Tons	1,400	16	22,400	20
Peanuts, lbs.	*	*	*	*
Small Grains:				
Wheat, Bu.	1,100	50	55,000	67
Barley, Bu.	*	*	*	*
Oats, Bu.	380	66	25,000	24
Sweetpotatoes, Cwt.	*	*	*	*
Irish Potatoes, Cwt.	*	*	*	*
All Hay, Tons	18,000	2.67	48,000	6
Sorghum, Bu.	*	*	*	*

LIVESTOCK	Number	Rank within State
Hogs and Pigs (Dec. 1, 2004)	6,000	46
Cattle (Jan. 1, 2005)	33,500	3
Beef Cows (Jan. 1, 2005)	16,700	2
Milk Cows (Jan. 1, 2005)	1,400	15
Broilers Produced (2004)	36,000,000	4
Turkeys Raised (2004)	*	*
All Chickens (Dec. 1, 2004)	525,000	10

CASH RECEIPTS - 2003	Dollars	Rank within State
Livestock	\$102,544,000	9
Crops	\$6,899,000	84
Government Payments	\$858,000	63
Total	\$110,301,000	19

Counties harvesting less than 15 acres of tobacco, 100 acres of peanuts, and 200 acres of all other crops were not published and are designated by an asterisk (\*).

Source: NC Department of Agriculture and Consumer Services

## CHATHAM COUNTY AOCA PROJECTS BY YEAR

<b>Location</b>	<b>Year(s)</b>
Lincoln Heights	1994, 1998
Latinos in Siler City	1995
Baldwin Williams	1996
Haywood/Moncure	1996
Goldston	1997
Stockyard Road	1998
Jordan Grove	1998
Asbury	1998
Moncure	1999
Siler City Youth	2000
Chatham County	2000, 2006
Pittsboro	2001
Pittsboro-Disabilities	2003
Siler City	2004



## 2002 CHATHAM COUNTY COMMUNITY HEALTH ASSESSMENT COMPILED RESPONSES

### Community Members: Most Serious Concerns (n=300)

Health Problem	Concerns (%)
Alcohol and drug use	54
Cigarette smoking among youth under 18	51
Drinking and driving	49
Unsafe sex	49
Cigarette smoking among adults	46

Adapted from 2002 Chatham County Community Health Assessment

### Community Members: Most Important Problems (n = 300)

Health Problem	Concerns (%)
Clean water and water pollution	64
Mental health/alcohol and drugs	60
Economic health (job opportunities)	59
Behavioral (drinking and driving)	59
Cigarette smoking among youth under 18	52
Unsafe sex	48

Adapted from 2002 Chatham County Community Health Assessment

### Key Informants: Top Challenges or Needs Seen in Community (n = 55)

Challenge/Need	Concern (%)
Recreational facilities and programs	44
Transportation	41
Affordable Housing	33
Lack of funding for services and/or inability to meet needs due to funding cuts	32
Needs of the Latino/Hispanic community	30
Job opportunities and jobs that pay well	30

Adapted from 2002 Chatham County Health Assessment

### Key Informant: Health Concerns (n = 55)

Health Problem	Concern (%)
Alcohol and drug use	37 (with 13 stating teen use)
Health insurance and affordable health care for all	35
Teen pregnancy/STDs/sex education	35
Obesity	30

Adapted from 2002 Chatham County Health Assessment

**Focus Groups: Needs and Desired Outcomes**

<b>Needs</b>	<b>Concern (%)</b>
Daycare/afterschool/summer care	100
Dental care	100
Recreational facilities	100

Adapted from 2002 Chatham County Health Assessment

**Focus Groups: Most Important Issues**

<b>Issue</b>	<b>Concern (%)</b>
Health care and health insurance	75
Coverage for medications	50

Adapted from 2002 Chatham County Health Assessment

**Focus Groups: Other Concerns**

<b>Health Concern</b>	<b>Concern (%)</b>
Recreational opportunities and facilities	100
Nutrition/fast food, diabetes, cancer, alcohol/drugs	75

Adapted from 2002 Chatham County Health Assessment

**11 HEALTH PRIORITIES FROM 2002 CHATHAM COUNTY  
HEALTH ASSESSMENT**

<b>Priority</b>	<b>Local Objective</b>	<b>Lead Organizations</b>
<b>1. Physical Inactivity</b>	<ul style="list-style-type: none"> <li>- increase social support within the faith community by offering trainings on nutrition and physical activity</li> <li>- increase skills of faith based communities by working with their congregations</li> <li>- enhance PA through ordinances and policies</li> </ul>	Community Coalition for an Active Chatham, Chatham County Parks and Recreation
<b>2. Unintended Injuries</b>	<ul style="list-style-type: none"> <li>- form the Safe Communities Coalition and monitor injuries</li> <li>- increase public awareness and more culturally diverse prevention</li> </ul>	Safe Communities
<b>3. Contaminated Water</b>	<ul style="list-style-type: none"> <li>- installation of waste water treatment systems</li> <li>- properly regulate and assess water quality</li> </ul>	Chatham County Public Health Department
<b>4. Obesity</b>	<ul style="list-style-type: none"> <li>- increase fruits and vegetables intake</li> <li>- increase knowledge of physical activity for children 0-5</li> </ul>	Chatham County Public Health Department, School Advisory Committee
<b>5. Unsafe sex/unintended pregnancy</b>	<ul style="list-style-type: none"> <li>- adolescent pregnancy prevention</li> <li>- reduce incidence of unintended pregnancy</li> </ul>	Chatham Coalition for Adult Health and Chatham Social Health Council
<b>6. Family/Domestic Violence/Child Abuse</b>	<ul style="list-style-type: none"> <li>- increase number of victims receiving services</li> <li>- - reduce maltreatment of children</li> </ul>	Allies for Chatham Children and Coalition for Family Peace
<b>7. Tobacco prevention</b>	<ul style="list-style-type: none"> <li>- tobacco free schools</li> <li>- reduce # of tobacco outlets</li> <li>- empowerment to support programs</li> </ul>	Breath Easy Coalition
<b>8. Indoor Air Quality</b>	<ul style="list-style-type: none"> <li>- reduce asthma in school - - - less asthma</li> </ul>	Breath Easy Coalition

	<ul style="list-style-type: none"> <li>related hospitalizations</li> <li>- increase asthma awareness in schools and childcare</li> <li>- assess indoor air quality</li> </ul>	
<b>9. Affordable and Available Childcare</b>	accredited or 4 or 5 star license	Chatham Partnership for Children
<b>10. Alcohol and Other Drugs</b>	<ul style="list-style-type: none"> <li>- reduce high school consumption</li> <li>- increase parent and student talks</li> <li>- establish a Recovery House</li> </ul>	Chatham Hope and Opportunity Program and Healthy Chatham
<b>11. Infant Mortality</b>	<ul style="list-style-type: none"> <li>- increase prenatal care utilization</li> <li>- reduce pregnant cigarette smoking</li> <li>- reduce low birth weight</li> </ul>	Healthy Mothers, Healthy Babies

*Adapted from Action Plans in Order, 2002*

**Appendix B: Team Observations**

List of team's field activities.....54

## LIST OF TEAM'S FIELD ACTIVITIES

<b>Event</b>	<b>Number of team members attending</b>
Windshield Tour	5
October CHA Meeting	2
Mass at St. Julia's Church	3
Siler City Flu Shot Clinic	1
November CHA meeting	1
December CHA meeting	3
Preceptor Meeting at Health Department	5
Viewing of PBS Documentary 'The Divide'	4
East/West Preceptor Meeting at Health Dept	5
Celebrity Dairy Open Barn	3
Board Of Commissioners Meeting	1
Martin Luther King Day, Jr Celebration	2
Atlas.ti Training	4
Siler City Lions Club Pancake Breakfast	3
Horizon Cellars/Saturday in Goldston	3
Partnership for Children Burrito Bash	1
Siler City Dental Screening Clinic	2

**Appendix C: Interviews**

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## Demographics of the West Chatham Interviewees

Interviewees	<ul style="list-style-type: none"> <li>➤ 18 Service Providers*</li> <li>➤ 15 Community Members</li> <li>➤ Total = 33 interviewees</li> </ul>
Race/Ethnicity	<ul style="list-style-type: none"> <li>➤ 10 African Americans</li> <li>➤ 3 Latinos</li> <li>➤ 20 White</li> </ul>
Sex	<ul style="list-style-type: none"> <li>➤ 20 Female</li> <li>➤ 13 Male</li> </ul>
Age	<ul style="list-style-type: none"> <li>➤ 8 ages 30-40</li> <li>➤ 20 ages 40-50</li> <li>➤ 5 age 60+</li> </ul>
Geography (best approximation of where people work and/or live)	<ul style="list-style-type: none"> <li>➤ 13 Pittsboro</li> <li>➤ 13 Siler City</li> <li>➤ 2 Silk Hope (Albright Township and Hadley Township)</li> <li>➤ 3 Goldston</li> </ul>

\*9 of the 18 service provider interviews were done with the East team



## Service Provider Interview Guide

### Introduction:

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

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

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

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

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

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

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

(Turn on tape recorder)

### General Information about the community

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

### **Providing services to the community**

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

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

### **Assets and Needs of the community**

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

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

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

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

### **Health Issues**

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

### **2002 Health Priorities**

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

*Note: Give Priority Sheet to interviewee*

Here is the list of 11 priorities from 2002:

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

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

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

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

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

### **Communications**

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

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

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

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

### **Recommendations from Interviewee**

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

### **Recommendations for Community Forum**

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

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

**Additional Information**

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

Thank you for your participation!

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

Thank you again for your time.

## Community Member Interview Guide

### Introduction:

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

Your insights and opinions on these subjects are important. We are talking to many people who live or work in Chatham County. What you tell us today will help us draw a picture of your community, what it wants to improve and the steps to get there. What we learn from these interviews will be used in the Chatham County Community Health Assessment. It is being coordinated by the Chatham County Public Health Department and a group of community members and agencies interested in the health of Chatham residents. If you have any questions or comments after we are done, I'll give you their contact information at the end. We are students from the UNC School of Public Health, and are partnering with the Health Department to do these interviews and present the results to the community. We will hold a community forum in mid-April to present the results of the interviews back to the community. There will then be an open dialogue about the various issues, and future priorities will be identified. The Health Department and other agencies will use these priorities to inform their programs and activities for the next year.

Before we begin, I need you to sign a consent form. (Give interviewee consent form to read and sign.) Thank you.

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

### Community Health Assessment

1. We realize there have been community assessments done in the past. Have you been interviewed for an assessment before? (*If yes, ask a - b*)
  - a) Did you feel it was useful or that any action was taken in response to the assessment?
  - b) Have you attended a community meeting where you heard the results of your input reported back?
2. What do you consider to be your community?

### General Information about your community

42. How long have you lived in your community?
43. How are you involved in your community?
44. How would you describe your community to someone who has just moved into the area?
45. Can you tell me about the diversity of your community? Race, ethnicity, age, religion...
46. How do these diverse groups interact?
47. In what ways, if any, does the growing population in Chatham County impact your community?
48. What do people do for leisure/fun?  
*Probe: What are the popular places where people gather?*
49. Can you tell me what role churches play in your community?
50. How involved are people in politics? (voting, talking with community leaders, elections)  
*Probe: Who is most involved with politics in your community?*

### **Assets and Needs of your community**

51. What are the strengths of your community? (resources, agencies, social gatherings/support, physical environment) What makes community members proud?
52. What brings people in your community together?
53. What seems to divide people in your community?
54. What services, such as community programs, social or healthcare services, do community members use most?
55. What makes it harder for people in your community to use services?  
*Probe: Financial reasons, transportation, hours, lack of translators*
56. What do you think are the major issues/needs of your community? (children, income, elderly, safety, housing, education, disability, health, sanitation)  
*Probe: Which needs do you feel are the most important for your community to address?*
57. To this list of community needs you have made, are there any other specific health issues or concerns that affect your community that you would like to add?  
*Probe: (If interviewee gives a long list) Of the health issues you've just named, what do you think are the three most important and why?*
58. Could you pick one or two of these issues and tell me how you think they should be addressed?

### **2002 Health Priorities**

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

Here are the list of 11 priorities from 2002:

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

59. What, if any, progress has been made on these issues in your community?
60. Of these 11 priorities, which ones do you think are still priorities for your community?

### **Communications**

61. What are the best ways to get information to people in your community? (Probe: Information about health)
62. If there were a community emergency, such as what happened with Hurricane Katrina in New Orleans, what do you think is the best way to get information to people?

### **Recommendations from Interviewee**

63. Our goal is to get a broad perspective of your community by interviewing diverse representatives. Considering this goal, who would you recommend we talk to?  
*Probe: How might they be helpful to us?*  
Would you be willing contact these people or organizations to get their permission for us to contact them? (Give them contact form)

64. Are there any upcoming community events that you recommend we go to?

**Recommendations for Community Forum**

65. We plan to conduct a forum in April to share the information we have gathered from these interviews. Would you be interested in helping us plan this event?

66. Do you have any ideas regarding how to get people to attend? (time, place, publicity)

67. Who else do you think we should ask to help plan the forum?

**Additional Information**

68. Is there anything else you would like to share about your community?



**WHAT IS AOCA? AOCA**

means Action-Oriented Community Assessment.

AOCA is a research study to learn about the cultural, social,

economic, and health experiences of individuals who live in West Chatham County. The purpose is to better understand the experiences of members of your community.

**WHY ARE YOU PARTICIPATING IN AOCA?**

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

**WHAT WILL YOU BE ASKED TO DO?**

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

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

**WHAT WILL YOU GET OUT OF BEING IN THIS PROJECT?**

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

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

**WHAT WILL WE DO WITH THE INFORMATION THAT WE GATHER?**

The team will summarize the information gathered from interviews and focus groups (small groups assembled to identify and discuss key issues in the community) and present it both written and verbally to your community. The Chatham County Health Department will also use de-identified data to assist them in conducting a County-wide health assessment in order to inform services and programs in the upcoming year.



**YOUR PARTICIPATION IS VOLUNTARY AND CONFIDENTIAL.**

Any information that you provide will remain confidential. To protect your privacy, all of the information you provide will be stored only with an identification number, not with your name. Though your name and address may be collected, it will not be used in any way in the research study or linked to your responses. It will only be used to invite you to attend the community forum. Participants will not be identified in any report or publication about this study. Although every effort will be made to keep research records private, there may be times when federal or state law requires the disclosure of such records, including personal information. This is very unlikely, but if disclosure is ever required, UNC-Chapel Hill will take steps allowable by law to protect the privacy of personal information. The Chatham County Public Health Department will be able to access collected data, but it will not be linked to names *or any identifying information*.

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

Information such as age and sex may be gathered during the interview. These descriptive characteristics are collected only to help summarize our data. When we report the data, all identifying information will be removed so your responses and comments will not be linked to you. The only people with access to all data are the members of the student team and the faculty advisors. All notes and audiotapes containing your



interview responses will be stored in a locked cabinet at the School of Public Health and will be destroyed in May 2006 when the study is over.

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



### WHAT ARE THE RISKS OF TAKING PART IN THIS PROJECT?

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

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

This is a student project conducted under the supervision of our faculty advisor, Kate Shirah.

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

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

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

#### Agreement Statement:

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

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

\_\_\_\_\_  
(Your signature and date)

(Team member signature and date)

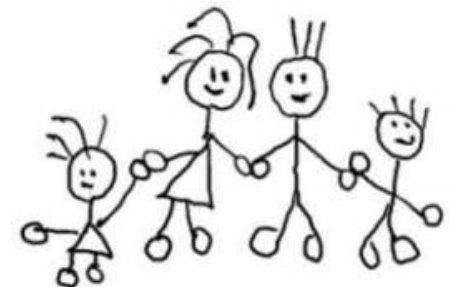
Thank you!



UNC  
SCHOOL OF  
PUBLIC HEALTH

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

## Consent Form for Service Providers





### **WHAT IS AOCA?**

AOCA means Action-Oriented Community Assessment.

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

### **WHY ARE YOU BEING ASKED TO PARTICIPATE IN AOCA?**

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

### **WHAT WILL YOU BE ASKED TO DO?**

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

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

### **WHAT WILL YOU GET OUT OF BEING IN THIS PROJECT?**

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

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

### **WHAT WILL WE DO WITH THE INFORMATION THAT WE GATHER?**

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



**YOUR PARTICIPATION IS VOLUNTARY AND CONFIDENTIAL.**

Any information that you provide will remain confidential. To protect your privacy, all of the information you provide will be stored only with an identification number, not with your name. Though your name and address may be collected, it will not be used in any way in the research study or linked to your responses. It will only be used to invite you to attend the community forum.

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

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

Information such as age and sex may be gathered during the interview. These descriptive characteristics are collected only to help summarize our data. When we report the data, all identifying information will be removed so your responses and comments will not be linked to you. The only people with access to all data are the members of the student team and the faculty advisors. All notes and audiotapes containing your

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

### WHAT ARE THE RISKS OF TAKING PART IN THIS PROJECT?

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



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

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

All research on human volunteers is reviewed by a committee that works to protect your rights and welfare. If you have questions

about your rights as a research participant, you may contact, anonymously if you wish, the Institutional Review Board at 919-966-3113 or by email to IRB\_subjects@unc.edu

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

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

#### Agreement Statement:

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

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

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(Your signature and date)

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(Team member signature and date)

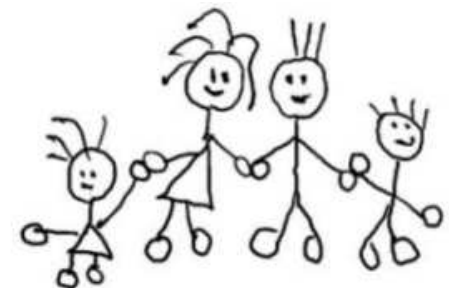
Thank you!



UNC  
SCHOOL OF  
PUBLIC HEALTH

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

Consent Form for  
Community Members






THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL

OFFICE OF HUMAN  
RESEARCH ETHICS

PUBLIC HEALTH INSTITUTIONAL  
REVIEW BOARD (IRB)

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

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

TO: Elynor Lord  
DEPARTMENT: Health Behavior and Health Education  
ADDRESS: CB# 7440  
DATE: 12/16/2005  
FROM:   
Andrea K. Biddle, PhD, Chair  
Public Health IRB, Office of Human Research Ethics  
IRB NUMBER: 05-2752  
APPROVAL PERIOD: 12/16/2005 through 12/15/2006  
TITLE: Action Oriented Community Assessment of West Chatham County  
SUBJECT: Expedited Protocol Approval Notice—New Protocol

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Your research project has been reviewed under an expedited procedure because it involves only minimal risk to human subjects. This project is approved for human subjects research, and is valid through the expiration date above.

NOTE:

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

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



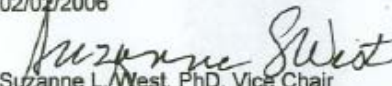
THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL

OFFICE OF HUMAN  
RESEARCH ETHICS

PUBLIC HEALTH INSTITUTIONAL  
REVIEW BOARD (IRB)

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

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

TO: Elynor Lord  
DEPARTMENT: Health Behavior and Health Education  
ADDRESS: CB# 7440  
DATE: 02/02/2006  
FROM:   
Suzanne L. West, PhD, Vice Chair  
Public Health IRB, Office of Human Research Ethics  
IRB NUMBER: 05-2752  
APPROVAL PERIOD: 02/02/2006 through 12/15/2006  
TITLE: Action Oriented Community Assessment of West Chatham County  
SUBJECT: Expedited Protocol Approval Notice--Protocol Change

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

NOTE:

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

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



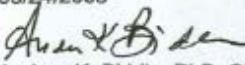
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RESEARCH ETHICS

PUBLIC HEALTH INSTITUTIONAL  
REVIEW BOARD (IRB)

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CAMPUS BOX 7400  
CHAPEL HILL, NC 27599-7400

T 919.966.9347  
F 919.966.5380  
<http://ohre.unc.edu>

TO: Elynor Lord  
DEPARTMENT: Health Behavior and Health Education  
ADDRESS: CB# 7440  
DATE: 03/24/2006  
FROM:   
Andrea K. Biddle, PhD, Chair  
Public Health IRB, Office of Human Research Ethics  
IRB NUMBER: 05-2752  
APPROVAL PERIOD: 03/24/2006 through 12/15/2006  
TITLE: Action Oriented Community Assessment of West Chatham County  
SUBJECT: Expedited Protocol Approval Notice—Protocol Change

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The modification of your research project as described in your memorandum dated March 20, 2006 has been reviewed under an expedited procedure because it involves only minor changes to approved research. This project is approved for human subjects research, and is valid through the expiration date above.

NOTE:

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

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

**Appendix D: Data Coding**

Codebook.....72  
List of Frequencies.....73

## Final ATLAS.ti Codebook

1. **AFR AMER**--African American interviewee (demographics)
2. **AOCD ACT**--Actions resulting from past AOCD/A Assessments
3. **AOCD BF**--Involved in AOCD/A interview before
4. **CHILDCARE**—Mentions childcare
5. **CHURCH**—Mentions church
6. **CM INVOLVE**—Community member involvement in community activities
7. **CM\_demog**—Community member (demographics)
8. **COMDESC**—Description of the community
9. **COMMUNIC**—Mentions communication
10. **COMTOG**—What brings the community together
11. **DIVERS**—Mentions diversity
12. **DIVI**—What divides the community
13. **DVIOLEN**—Mentions domestic violence
14. **ECON**—Mentions the economy, development
15. **ELDER**—Mentions care for the elderly, the needs of senior citizens
16. **EVSUW**—East vs. West Chatham descriptions
17. **FEMALE**—Female (demographics)
18. **FUN**—What community members do for fun
19. **GATH**—Places where people gather
20. **HNEED**—Health needs, health challenges
21. **HOUS**—Mentions housing
22. **HPRIORT**—Health Priorities (CHA)
23. **INDEMP**—Mentions industry or (un)employment
24. **INFMORT**—Mentions infant mortality
25. **INFRAS**—Mentions infrastructure (lighting, roads, waterlines, etc)
26. **INJURY**—Mentions injury prevention, seatbelts, car accidents, occupational hazards, etc
27. **LATINO**—Mentions Hispanics or Latinos
28. **LATINO\_DEMOG**—Latino interviewee (demographics)
29. **LIVCHAT**—Interviewee lives in Chatham or grew up in Chatham
30. **MALE**—Male (demographics)
31. **MID-30's**—Age in the mid-30's (demographics)
32. **MIDDLE-AGED**—Aged 40-50 (demographics)
33. **NEED**—Need or challenge in Chatham that is not specifically health-related
34. **OBESNUTR**—Mentions obesity or nutrition
35. **OVERA**—Mentions overassessment
36. **PHYSACTIV**—Mentions physical activity
37. **POLIT**—Mentions politics, elections
38. **POPGR**—Describes population growth, the effects of population growth
39. **QUOTE**—Good quotation
40. **REC**—Mentions recreation, sport teams
41. **RELIG**—Mentions religion
42. **SAFESEX**—Mentions safe sex or pregnancy prevention
43. **SCHOOL**—Mentions schools
44. **SENIOR 60'S**—Aged 60-70 (demographics)
45. **SERV.BARR**—Service barriers for community members
46. **SERV.CHALL**—Challenges for service providers
47. **SERV.PROV**—Services provided by service providers
48. **SERV.SUCC**—Service provider successes
49. **SERV.UND**—Underutilized services
50. **SERV.USE**—Services that are used by community members
51. **SP**—Service provider (demographics)
52. **STRENG**—Strengths of the community
53. **SUBSTUSE**—Mentions substance abuse, alcohol, drugs, cigarettes
54. **TOGETH**—What brings the community together
55. **TRANSP**—Mentions transportation
56. **WATERQUAL**—Mentions water quality
57. **WHITE**—White interviewee (demographics)
58. **YOUTH**—Mentions young adults, children, teenagers



## FREQUENCY OF DOMAIN TOPICS FROM INTERVIEWS

	<b>Domain Topic</b>	<b>Frequency</b>
1	**Childcare	62
2	**Obesity/Nutrition	64
3	Recreation	95
4	**Physical Activity	64
5	**Safe Sex/Pregnancy Prevention	60
6	**Alcohol/Drug-use	90 <sup>includes tobacco</sup>
7	Transportation	61
8	Diversity and Division	114 and 100 <sup>(37 together)</sup>
9	Service Barriers for Latinos	72 and 174 <sup>(16 together)</sup>
10	Housing	57
11	Communication	76 <sup>not all on needs</sup>
12	Elderly	67
13	Infrastructure	36

\*\*Health Priority of the Chatham Public Health Department

## **Appendix E: Community Forum**

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## **WEST CHATHAM COUNTY THEMES FROM INTERVIEWS**

1. The lack of affordable and available childcare puts a financial strain on families.
2. Despite efforts by schools and some churches to improve nutrition, obesity continues to be a problem among youth.
3. West Chatham County needs additional resources, such as land and funding, for recreational facilities, which could serve as a gathering place for community members as well as a place for physical activity.
4. While there are places to go and programs to be involved in for physical activity, these are underutilized by community residents.
5. Although unintended youth pregnancy is a problem in Chatham County, we do not talk enough about safe sex or pregnancy prevention.
6. Prevention and treatment for alcohol and drug use is an unmet need.
7. Although progress has been made on transportation in the last several years, the need still exists for more transportation.
8. The lack of interaction between racial/ethnic groups contributes to misunderstanding and division between these groups.
9. Language barriers continue to restrict Latinos' access to services.
10. Although housing has been addressed in past community assessments, many residents still struggle with the cost of housing.
11. The lack of a common communication source creates disparities in knowledge about programs, services, and social activities.
12. There is a lack of services for the elderly and their caretakers.
13. Population growth has led to a need for better planning in water and sewage infrastructure.



Location: Wren



## West Chatham Team Meeting Agenda

Date: Monday, March 20, 2006

Time: 5:30-6:30pm

Memorial Library, Siler City

1. Welcome and Introductions (Joshua Murphy)
2. Icebreaker (Michele Lanham)
3. Overview of Community Health Assessment (Vanessa Jeffries)
4. Overview of Action-Orientated Community Assessment (Michele)
5. Vision for community forum (Joshua)
6. Discussion about community forum
  - a. When—Tuesday, April 25 or Thursday, April 27, 6-8:30pm
  - b. Where—Jordan Matthews HS, JS Waters Elementary, Siler City Elementary, Community Center
  - c. Donations (Michele)
  - d. Advertising (Joshua)
    - i. Flyers (in Spanish and English, through Spanish orgs and schools)
    - ii. Church bulletins (St Julias)
    - iii. School newsletters (contact superintendent)
    - iv. Newspaper (monthly calendar)
    - v. Radio PSAs in Spanish and English
    - vi. Personal invitation
  - e. Planning committee members and responsibilities (Michele)

### Next community forum planning committee meetings:

Monday, April 3, 5:30-7pm

Monday, April 10, 5:30-7pm

Wren Memorial Library, Siler City

### Next CHA meeting:

Thursday, April 20



## West Chatham Community Forum Planning Committee Meeting Agenda

**Date:** Monday, April 3, 2006

**Time:** 5:30-6:30pm

**Location:** Wren Memorial Library, Siler City

7. Welcome and Introductions (Michele) (3 minutes)
8. Icebreaker (Joshua) (7 minutes)
9. Announcements & updates from committee members on action items (5 minutes)
  - a. George Greger Holt—reserving Jordan Matthews HS and simultaneous interpretation equipment
  - b. Nancy Oliva and Maria Pavon—Remax donation, food from San Felipe, simultaneous interpreter, Latino band
  - c. Jerry Russell—bluegrass band
  - d. Joshua—East Chatham Forum date (Thursday April 20, 6:00-8:30pm, CCCC), donations, food, advertisement, entertainment
10. Advertising (Joshua) (15 minutes)
  - a. How to describe this in a way that people want to come
  - b. Timing of sending things out
  - c. Ways of advertising
11. Discussion on various aspects of forum (Michele) (30 minutes)
  - a. Agenda
  - b. Breaking up into small groups—interpreter and facilitators
  - c. Ground rules for small groups
  - d. Childcare
  - e. Information/resource table
  - f. Artists display work for sale and/or art contest for students
  - g. Chatham Transit transport people to forum
  - h. Handout/program
  - i. Evaluate forum
  - j. Slideshow of pictures and quotes

### **Next meetings:**

Monday, April 10, 6:30-8—Choose themes to be discussed at forum

Monday, April 17, 5:30-7—Choose triggers (discussion starters) for themes

Wren Memorial Library, Siler City

### **Next Community Health Assessment Meeting:**

Wednesday, April 12 in the Dunlap Classroom at the Chatham County Public Health Department in Pittsboro

### **West Chatham Community Forum:**

Friday, April 28, 6-8:30pm, Jordan Matthews High School



## **West Chatham Community Forum Planning Committee Meeting Agenda**

**Date:** Monday, April 10, 2006

**Time:** 5:30-7:00

**Location:** TBD, Siler City

- 1) Welcome and icebreaker
- 2) Announcements and updates
  - a. Josh and Michele are scheduling an interview with Cara McDonough at the *Chatham News*
  - b. Update from Scott on if Chatham Transit will be able to help provide transportation to forum
- 3) Exercise to choose themes to be discussed at the forum

**Next Meeting:** Monday, April 17, 5:30-7—Choose triggers (discussion starters) for themes  
Wren Memorial Library, Siler City

**Next Community Health Assessment Meeting:**

Wednesday, April 12 in the Dunlap Classroom at the Chatham County Public Health  
Department in Pittsboro

**West Chatham Community Forum:**

Friday, April 28, 6-8:30pm, Jordan Matthews High School



## **West Chatham Community Forum Planning Committee Meeting Agenda**

**Date:** Monday, April 17, 2006

**Time:** 5:30-7:00

**Location:** Wren Memorial Library, Siler City

- 1) Welcome and icebreaker
- 2) Announcements and updates
  - a. Update from Nancy and Maria on simultaneous translation, Latino band, San Felipe
  - b. Update from Scott on if Chatham Transit will be able to help provide transportation to forum
- 3) Decide on triggers (discussion starters) for each theme
- 4) Schedule for community forum day
- 5) Distributing flyers/inviting people
- 6) What do people want to know in intro to forum?

### **West Chatham Community Forum:**

Friday, April 28, 6-8:30pm, Jordan Matthews High School

### **East Chatham Community Forum:**

Thursday, April 20, 6-8:30pm, CCCC



# WEST CHATHAM COUNTY COMMUNITY FORUM

**Friday, April 28, 2006**  
**Jordan-Matthews High School 6-8:30PM**

Make sure your voice is heard on these important  
issues in your community:

- *Need for additional **recreation facilities***
- ***Division** between racial/ethnic groups*
- *Planning for **infrastructure**, especially water and sewage*
- *Language restricting Latinos' **service access***
- *Lack of a common **communication** source*

We will discuss the issues and develop plans to address them.

Dinner provided by local restaurants

Entertainment by local bands

Door prizes offered

Childcare provided



This forum is organized by a partnership of  
the UNC School of Public Health, the Community Health Assessment Team,  
and the Chatham County Public Health Department.







# FORO COMUNITARIO DEL OESTE DEL CONDADO DE CHATHAM

Viernes, 28 de abril, 2006  
Jordan-Matthews High School 6-8:30pm

¡Ven para compartir sus ideas sobre estos temas importantes en su comunidad!

- Necesidad de **facilidades de recreación**
- **Divisiones** entre grupos raciales/étnicos
- Planificación para **infraestructura**, especialmente agua y residuales
- El idioma como una barrera para **acudir servicios** para los Latinos
  - Necesidad de recursos comunes de **comunicación**

Discutiremos estos temas y desarrollaremos planes de acción para mejorarlos.

Habra: Comida de restaurantes locales  
Entretenimiento por grupos de música locales  
Premios  
Cuido de niños



Este foro esta organizado por una asociacion entre la Escuela de Salud Publica de UNC, el Departamento de Salud del Condado de Chatham, y Equipo de la Evaluación Comunitaria del Condado de Chatham.



## Community health forums scheduled

Two student teams from the UNC School of Public Health in partnership with the Chatham County Health Department, are conducting a community assessment for Chatham County.

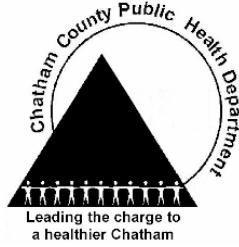
One student team has focused on west Chatham (Siler City, Bear Creek, etc.) and the other on the east (Pittsboro, Moncure, etc).

East team has conducted more than 30 interviews of service providers and community members to identify the community's needs and

assets. The teams will conduct a forum to not only report their findings, but create dialogue about the different themes, such as development, health needs, growth, and create action steps.

On Thursday, April 20, the east forum will be held at Central Carolina Community College in Pittsboro. The west forum will be held Friday, April 28 at Jordan-Matthews High School. Both forums will be held from 6 to 8:30 p.m.

The public is encouraged to attend.



**Local Business  
Address  
Siler City, NC 27344**

**Dear Local Business:**

We are graduate students from the UNC-School of Public Health, working with the Chatham County Public Health Department and Chatham Health Assessment. We have been fortunate enough to have spent the last 5 months attending community events, frequenting local restaurants and businesses, as well as conducting interviews with service providers and community members throughout West Chatham County.

On Friday April 28, 2006, we will be conducting a community forum at Jordan Matthews High School from 6-8:30pm. Because everyone we spoke to mentioned the pride they have in local establishments, we would like to have your business represented at the forum. We are requesting a monetary donation or door prize from your business to assist with the planning of this event. Food, entertainment and door prizes will be needed, so your generosity will assist with these necessities. We will also have a list of donors present at the forum to give you recognition. This undoubtedly will generate even more goodwill in the community and publicly credit your organization as a generous one.

Your donation is eligible for a tax deduction. The Federal Tax ID number for UNC-CH is xx-xxx-xxxx.

Please let us know if you have any questions regarding the community forum or your future contribution. **You may contact me, Deannndria, by phone (xxx)xxx-xxxx or email [dseavers@email.unc.edu](mailto:dseavers@email.unc.edu).**

Thank you for your support,

*The West Chatham Team*

## **List of Forum Donors**

**Andrews Law Group**

**BB&T**

**Bonlee Grown Farm**

**CHA Team**

**Childcare Networks**

**Dominoes Pizza**

**Estetica Angeles**

**Family Resource Center**

**Food Lion**

**Lowe's Grocery Store**

**Nail Elegance**

**Partnership for Children**

**Piggly Wiggly**

**Radio Shack**

**San Felipe**

**Sidewalk Café**

**Smithfield's**

**Spence Hardware**

**Southern Supreme**

**Wachovia**

**Wal-Mart**

Organized by a partnership of  
the UNC School of Public Health,  
the Chatham Community Health Assessment Team,



## SCHEDULE

- 6:00-6:15 Entertainment and welcome
- 6:15-6:35 Overview of Action-Oriented Community Assessment and Community Health Assessment and presentation of results
- 6:35-7:30 Small group discussions about themes
- Communication
  - Recreation
  - Division/Diversity
  - Language Barriers
  - Infrastructure
- 7:30-8:00 Dinner and entertainment
- 8:00-8:25 Small groups present action steps
- 8:25-8:30 Closing

## OVERVIEW

### Chatham Community Health Assessment (CHA)

A group of service providers and community members, coordinated by the Chatham County Public Health Department, have been working together since August 2005 to review progress on the 2002 Health Priorities set by the Health Department and to determine future priorities for Chatham County. This group, called the Community Health Assessment (CHA), invited two student teams from UNC School of Public Health to help gather information and to help involve the community in the CHA process.

### Action-Oriented Community Assessment (AOCA)

To assist the CHA, the two student teams carried out action-oriented community assessments (AOCA), one in West Chatham and the other in East Chatham. The goals of AOCA are to assess the strengths and needs of a community and then work with service providers and community members to prioritize these needs and develop action steps to address them. The West Chatham student team assessed the strengths and needs of West Chatham by conducting interviews with community members and service providers: 33 in total. In addition, the students spent time at community events and collected data about the county.

### Community Forum Planning Committee

Each step of the forum planning was informed by a group of nine community members and service providers. Out of all themes that were recurring in the interviews, they chose the five themes that will be discussed at this evening's forum.

### Community Forum

The goal of the community forum is to create action steps and mobilize community members and service providers to address five issues identified as important to the community. This will be accomplished through small group discussions about each issue or theme.

### Next steps

The entire process and results of the Action-Oriented Community Assessment, including the community forum will be written in a report. At the end of May, you can access this report at <http://www.hsl.unc.edu/PHpapers/phpapers.cfm>. The Community Health Assessment team will conduct focus group discussions and a survey and will review all the information collected in interviews during AOCA. They will then use this information to set the health priorities for the next year and to write a report for the Office of Healthy Carolinians. The results of AOCA and the CHA will inform the programs and activities of the Chatham County Public Health Department and other agencies.

### 2002 Health Priorities

✓Physical activity	Tobacco use prevention
Injury prevention	Indoor air quality-asthma
✓Water quality	✓Alcohol/drug use
✓Nutrition and obesity	Infant mortality
✓Affordable/available childcare	Family violence
✓Safe sex/pregnancy prevention	
✓=identified in AOCA interviews as still being priorities	

## STRENGTHS

Interviewees identified the following strengths of Chatham:

### **Caring, close-knit community**

"Our community is a real good place to live. The people are friendly. The people are accommodating to each other. They're willing to help people. A lot of volunteer work is done in our community...It's a caring community."

-Community member

### **History/Heritage**

"Those who are residents of Siler and have been here all their life carry that pride of that, you know, this is our town, this is our community."

-Community member

### **Churches**

"I think the church plays a big part in the fact that it builds values, gives people a stronger faith in something other than themselves...When there's a need, churches pull together in the community, and I mean we work with each other. It's not just my church and your church, it's our churches."

-Community member

### **The Service Providers**

"We have a very solid group of non-profits and agencies who are trying to help people who can't help themselves as much as they'd like...There's a big group of people who are involved in lots of community things, and we can see that we're making a difference and that's what makes us proud."

-Service provider

### **Rural Location and Quality of Life**

"I think people are proud of the environment, of the woods, the rural nature of the community."

-Community Member

### **Diversity**

"The strength of Chatham...I think the strength is diversity...And I think diversity does make us stronger...as we learn to work together and do those things together."

-Community Member

## THEMES

The following were recurring themes in the interviews we conducted. Representative quotes from the interviews are given on the following pages. Each theme will be discussed in-depth in a small group.

**Communication:** The lack of common and effective communication sources creates disparities in knowledge about programs, services, and social activities.

**Recreation:** West Chatham County needs additional resources such as land and funding for recreational facilities, which could serve as gathering places for community members as well as places for physical activity.

**Division/Diversity:** The lack of interaction between racial/ethnic groups contributes to misunderstanding and divisions between these groups.

**Language Barriers:** Language barriers continue to restrict Latinos' access to services.

**Infrastructure:** Population growth has led to a need for better planning for resources and infrastructure, especially water and sewage.

## COMMUNICATION

**Theme:** The lack of common and effective communication sources creates disparities in knowledge about programs, services, and social activities.

"I would say the largest hurdles we have is communication. People in different areas of the county listen to different radio stations. Chatham County has only a weekly paper. Communication is a huge problem, you have to try to communicate with the Hispanic population, you have people who read different newspapers because they live or work in different areas...Even TV stations, there is not county-wide cable or county-wide high speed internet. I mean, communication stinks."

-Service provider

"Because, once again, people may not know who to contact on different issues, and I just think the type of information gets out to the churches, they may be more willing to sit down and say 'Okay, we need to have someone come in and talk.'"

-Community member



## RECREATION

**Theme:** West Chatham County needs additional resources such as land and funding for recreational facilities, which could serve as gathering places for community members as well as places for physical activity.

"...there's definitely a demand on needing more facilities because of the growth. We're very limited to what we have now because of budgetary reasons...There's not enough ball fields, not enough soccer fields...Needing more facilities and more space."

-Service provider

"I don't think they have given up to get the Y here...but having something like that which was affordable would be a huge boost to this end of the county...it would help address a lot of these issues - a meeting place, the pool would be wonderful, and all the other physical activity issues..."

-Service provider





## DIVISION/DIVERSITY

**Theme:** The lack of interaction between racial/ethnic groups contributes to misunderstanding and divisions between these groups.

"... In terms of this issue of community, we're all in this together. The sooner we find that out, the sooner we'll be able to move forward. Otherwise, we're stuck at a place, and to be honest with you, it's an ugly place that we're stuck... so we need that leadership to move us forward...."

-Community member

"Western part of the community, from what I've seen, a lot of times the groups basically stay to themselves. The Hispanic community mainly stays with the Hispanic community. The African American community mainly stays with the African American community, and Caucasians usually stay there..."

-Community member



## LANGUAGE BARRIERS

**Theme:** Language barriers continue to restrict Latinos' access to services.

"Language is a barrier on both sides. There is the expectation for Latinos to be fluent, but it takes a long time to be fluent or be able to speak to a doctor or in a court system a new language..."

-Service provider

"...We have more employees in our department because of the language...Because [the nurse] can't operate without having an interpreter often we also have a medical clerk who is trained in first aid to translate... Doing everything through an interpreter is a huge challenge."

-Service provider



## INFRASTRUCTURE

**Theme:** Population growth has led to a need for better planning for resources and infrastructure, especially water and sewage.

"We're right at the time of a county's need, we're growing. So there's still a lot of infrastructure [needed]... We are still considered a rural county, so there's a lot of infrastructure that needs to be developed like roads, water, sewer, that kind of thing, to support the growth that's coming."

-Service provider

"...[The growth] requires of us to be aware of the needs of citizens and also be mindful of what resources we need in order to meet the needs of citizens--in terms of housing, in terms of water needs, in terms of sewer needs, what infrastructure is necessary...and we are lacking in those areas."

-Community member



## OTHER THEMES

These were also recurring themes in the interviews but were not chosen by the planning committee for discussion at the forum.

**Childcare:** The lack of affordable and available childcare puts a financial strain on families.

"...I'm sure...it [is] hard for people to get child care, affordable child care and in this community, I'm sure it is a big thing...And so...to be affordable, because nowadays it almost costs a person's week's salary probably, or more. And some of them can't afford to work because they can't afford child care."

-Community member

"Child care is an issue...I mean, if you can't get affordable childcare--you can't work, you can't do anything...Or if you do, you put children in dangerous...situations you don't feel comfortable with...Those who have resources, don't realize the position they are in. They believe families ought to take care of themselves. . ."

-Community member

**Obesity/Nutrition:** There is a need for more nutritious food in schools to help prevent obesity among youth.

"I think a lot more needs to be done on education about nutrition and obesity, through the schools...It's something that has to start when people are young, because the eating habits you have as an adult start with children."

-Community member

"Nutrition education is so important in prevention stages and obesity has become more rampant in our children that developing type II diabetes...and some of the information I've seen is that our children may have a shorter lifespan than we do..."

-Service provider

## OTHER THEMES

**Physical Activity:** There is a need for promotion of places to go and programs to be involved in for physical activity.

"...figuring out how to make it more easy for people to do more [physical activity]...build more...there's a 1 mile track in Pittsboro... There's a little bit of sidewalks in Pittsboro here finally...My child, I won't let her ride [her bike] on US-64."

-Service provider

"...there is very few physical activities in this community. I mean, it is a priority and there needs to be something because this is going to tie in with the obesity...but yet, there's nothing for people to do... Obesity, I mean you just have to look around the community to know it's a major issue, you know. And most of that...people say, well, it is a lack of activity..."

-Community member

**Safe Sex/Pregnancy Prevention:** There is a need for more safe sex and pregnancy prevention education for youth in order to prevent unintended teen pregnancies.

"Safe sex, pregnancy prevention...that's a tough one in this community. There is no such thing as safe sex in this community. Um, people don't talk about and so many young kids are pregnant. Families will not talk about it. I can say personally, you can go talk to families and tell them that you see problems arising maybe with their teens, and they just swoop it under the rug and hope it goes away, hope it doesn't happen."

-Community member

"As far as safe sex and pregnancy go, there's work in the school, but that's not going too well. There are 15 girls pregnant at Jordan Matthews High School."

-Service provider

## OTHER THEMES

**Alcohol and Drug Use:** There is a need for greater access to alcohol and drug use prevention and treatment programs.

"Alcohol and drug use. It's out there and people who are addicted can get help, but they first of all have to seek help. ... There's a lot of super guys, and they just become addicted and don't realize you know that there's help out there. You know they don't realize they need help."

-Community Member

"Alcohol and drug abuse is bad here... If you cant provide something for somebody to get out of where they are, then they're not gonna come out...If we had...somebody that wanted to get off of drugs or alcohol they would not stay in this community. They would have to move into Raleigh or...there is nothing to provide...we'd send them to UNC, Freedomhouse over there is the closest, you know, but not in this community."

-Community Member

**Transportation:** The existing transportation services are unable to meet the need for transportation because of the growing population and geographic spread of the community.

"Transportation is a big need. You've got a county that's fairly large and Chatham Transit's got a rural system...[So] you've got a people spending a lot of time moving people back and forth to get to court, services."

-Service provider

"Distance and transportation is still an issue. People who live in remote areas and maybe have one vehicle and one person who is working, and the other stays home with the young children have trouble getting in to town to get health care. Elderly people who can no longer drive have difficulty, and there have been efforts to organize transportation but it's still an issue, it could be better."

-Community member

## OTHER THEMES

**Housing:** Although affordable and available quality housing has improved in recent years, it is still an issue for many residents because of the growing price of property.

"Housing is about the biggest problem there is, and rent is ridiculous. The pay is not going up and then they put a big price on rent and people just can't afford it."

-Community member

"... they really growin', the community is really as far as housing, they building, they just need to help those that needs a nice place to live, to get rid of them old shacks that they livin' in , and give them a better home...You know, I know they cant afford to just go out and buy a new house, but there's gotta be some programs out there somewhere..."

-Community member

**Elderly:** The lack of services for the elderly population causes family members to be the main caretakers.

"Definitely for the elderly, because you have a lot of um, senior citizens that need help in Chatham County...We just um, we just need to get more help for our elderly people..."

-Community member

"...We need a lot of home health services in this area, because of the aging people in this area. A lot of sick people that aren't being properly cared for. Family members have to work, and those that don't have to work can't help anybody else. We went through that with my mother-in-law. She had two daughters working around the clock and a few grand-kids making sure she was taken care of...And we don't have too many people in this community who are able to do that. ..."

-Community member

## CONTACT INFO

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Office of Human Research Ethics

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## THANKS

We would like to extend our gratitude to these individuals and groups who made this process and this evening a success:

Those who live and work in West Chatham County.

Community members and service providers who took time to be interviewed.

Community Forum Planning Committee members—Scott Ford, Margie Ellison, George Greger-Holt, Sterlin Holt, Vanessa Jeffries, Nancy Ovila, Maria Pavon, Jerry Russell, Helen Stovall—who guided the planning of this evening.

Our community preceptors—Vanessa Jeffries, Robin Criffield, and Joan Phillips-Trimmer—who provided advice and guidance throughout the process.

The Chatham Community Health Assessment (CHA) Team, who were here before us and will be here after.

The UNC Teaching Team, East Chatham Team, translators, interpreters, and volunteers.

Local donors who provided food, funds, supplies & door prizes:

Andrews Law Group	Family Resource Center	San Felipe
BB&T	Food Lion	Sidewalk Cafe
Banlee Grown Farm	Lowe's	Smithfield's
CHA Team	Nail Elegance	Spence Hardware
Childcare Networks	Partnership for Children	Southern Supreme
Dominoes	Piggly Wiggly	Wachovia
Estetica Angeles	Radio Shack	Wal-Mart

## Infrastructure Trigger and Questions

# The Chatham News

Reporting Activities, Interest and News of the People of Chatham

## The Chatham Record

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[www.ncpress.com](http://www.ncpress.com)

Friday, April 21, 2006 6:47:45 PM

Siler City, North Carolina (919)663-3232



Jeff Davis photo

### **Water woes for Siler City . . .**

Siler City mayor Charles Turner, left and town manager Joel Brower look out at the town reservoir Monday afternoon. The lake level is dropping due to the lack of rain and the town has asked residents to conserve water. Earlier, the level had dropped five feet, causing town officials to begin their water conservation measures.

**S**

What do you see in this picture from the local paper the Chatham News?  
What stands out to you?

**H**

What topic is this picture telling us about?

Who are the key players involved in this problem?  
How do you think (take from answers) each person thinks about this problem?

**O**

How have you experienced problems of water, sewage, and infrastructure in Chatham lately?  
Have friends of yours experienced problems due to growth's affect on water and sewage?  
What are those problems related to water and sewage?

**W**

What are some of the reasons why infrastructure, water, and sewage are an issue in Chatham County?  
What helps improve this problem?  
What hinders it? What is responsible for perpetuating this?

**E**

How are we part of the problem?  
How are we part of the solution?  
Who among us is capable or willing of making direct change on this problem?

**D**

What can we do differently to help solve this problem? Identified from whom among us.  
What action can we decide on today?  
Who else should we involve in this action?

## Communication Trigger and Questions

**Theme:** The lack of a common communication source creates disparities in knowledge about programs, services, and social activities.



**S**

Describe to me what you see in this picture as if I had never seen it.

**H**

How do you think each of the people in the picture feels?

**O**

If this were a picture about Chatham, who do you think each person represents.

Have you ever felt like either of the people in this picture?

**W**

Why do you think these communications problems exist?

What do you think is the root cause of the communication problems in Chatham?

**E**

How are we sitting here in this room part of this problem?

**D**

What specific action steps can we take to address this problem?



## Recreation Trigger and Questions



**S**

What do you see in this picture?

**H**

What is happening in the picture?

How do people feel about children biking in the street/families playing in the street?

**O**

How does this picture resonate in your life?

What problems are related to this situation?

**W**

What causes children to have to play in the street?

## **E**

How are people here tonight part of the problem?  
How can people here tonight be part of the solution?

## **D**

What can people here tonight do to begin addressing the problem of lack of recreational facilities?  
What are some concrete action steps we can begin to take?  
Who are other people we should involve in these step?

## **Back-up: Force Field Analysis**

Ask group to come up with a goal that relates to the recreation theme.

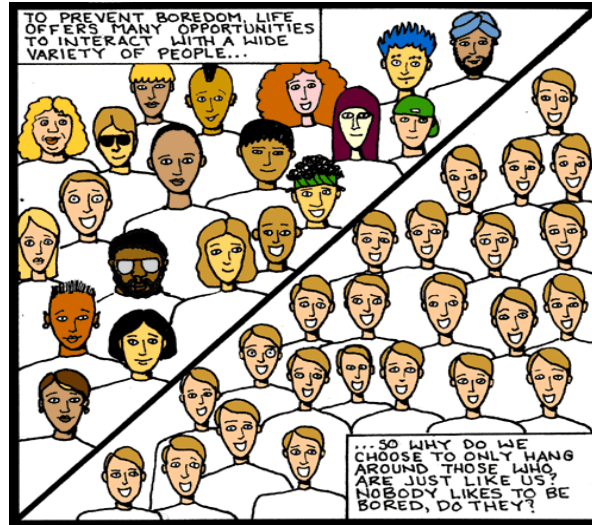
Have group brainstorm facilitating and hindering factors/forces for this goal. These can be organizational, cultural, available resources, attitudes, rule, group needs, policies, values, agencies, services, etc.

Once there is a list of facilitating and hindering forces, emphasize that the group can move toward the goal by increasing the facilitating forces or decreasing the hindering forces. Ask questions about how important each of these forces is, and draw an arrow accordingly. Ask questions such as: importance, changeability, strength, which can be changed and which cannot, how quickly can they change, what is needed to change, etc.

Have the group choose one facilitating force or one hindering force as the next goal. Repeat the process with this goal.

Start to list action steps to begin addressing the goal. Decide who will be responsible for carrying out each action step.

## Diversity and Division Trigger and Questions



- S**
1. What do you see in this picture?
  2. What images/words stand out in this picture?
- H**
3. Who do these faces represent?
- O**
4. Do you/other community members see this type of division in your community?
  5. How does division affect the lives of Chatham residents?
- W**
6. What are the root causes of division?
- E**
7. How are we in this group a part of the problem?
  8. Why has Chatham let this lack of interaction persist?
- D**
9. What concrete steps can we do to start this process?

## Language Barriers Trigger and Questions



### S

- What do you see in this cartoon?
- What specific images stand out to you?

### H

- What is happening in this image?
- How do you think the men in this cartoon feel?
- Who is represented in this cartoon?

### O

- Is there anything in this image that you can relate to?
- Have you known people in your community who experience language barriers?
- How does this issue of language barriers affect your life?
- What problems in your community are related to language barriers?

### W

- Why do you think language barriers continue to restrict service access for Latinos in Chatham?
- Why does this continue to be a problem?
- Who in the community contributes to the problem of language barriers?

### E

- How can Chatham County residents solve this problem of language barriers?
- Who is already doing good work on this problem?

### D

- What can we do to help decrease language barriers?
- How can we connect existing programs to solve this situation?
- Who should be involved in facilitating this process?
- What concrete steps can we come up with to start addressing the issue of language barriers for Latinos?

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### Force Field Analysis?

What are some of the forces or factors that help reduce language barriers for Latinos?

What are some of the factors or forces that hinder or work against reducing language barriers for Latinos?

How weak or strong are these forces? 1 is weak and 5 is strong.

Now let us make a list of “Where to go from here”...Create some action steps...

# WEST CHATHAM COUNTY COMMUNITY FORUM

Please fill out the following evaluation and turn it in before you leave. Thank you for your participation.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
1. The presentation by the student team was informative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. The small group format was an effective way to foster dialogue, share ideas, and create action steps.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. The report back after the small group discussions was informative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I feel that this gathering has provided me with opportunities to become more involved in West Chatham County.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. I feel that my voice was represented here today.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. I plan to participate in following up on the action steps formulated during the forum.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. How did you hear about this event? <input type="checkbox"/> Invitation from student team <input type="checkbox"/> Newspaper <input type="checkbox"/> Flyer <input type="checkbox"/> Radio <input type="checkbox"/> Friend/family/coworker <input type="checkbox"/> Other	8. Have you been to a community forum before? Yes                      No <input type="checkbox"/> <input type="checkbox"/> 9. Have you been interviewed by the student team? Yes                      No <input type="checkbox"/> <input type="checkbox"/>				
10. What were the best things about this forum?					
11. What things could have made this forum better?					
Other Comments:					

## Results of West Chatham Forum Evaluation

n=16

5= Strongly Agree, 4=Agree, 3= Neither, 2=Disagree, 1=strongly disagree

1. The presentation by the student team was informative.

Mean	Minimum	Max
4.4375	4.0	5.0

2. The small group format was an effective way to foster dialogue, share ideas, and create action steps.

Mean	Minimum	Max
4.6875	4.0	5.0

3. The report back after the small group discussions was informative.

Mean	Minimum	Max
4.20	3.0	5.0

4. I feel that this gathering has provided me with opportunities to become more involved in West Chatham County.

Mean	Minimum	Max
4.4375	3.0	5.0

5. I feel that my voice was represented here today.

Mean	Minimum	Max
4.5625	4.0	5.0

6. I plan to participate in following up on the action steps formulated during the forum.

Mean	Minimum	Max
4.5625	4.0	5.0

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7. How did you hear about this event?

- 4 respondents had received an invitation from the student team
- 3 had had seen or received a flyer.
- 5 had heard about the event from a friend, family member, or coworker
- 4 had heard from other sources. [Chatham Chatlist (1) and Chaplain Ministries (1), and the Community Health Assessment (1)]

8. Have you been to a community forum before?

	Frequency	Percent
Yes	8	50.00
No	8	50.00

9. Have you been interviewed by the student team?

	Frequency	Percent
Yes	5	31.25
No	11	68.75