

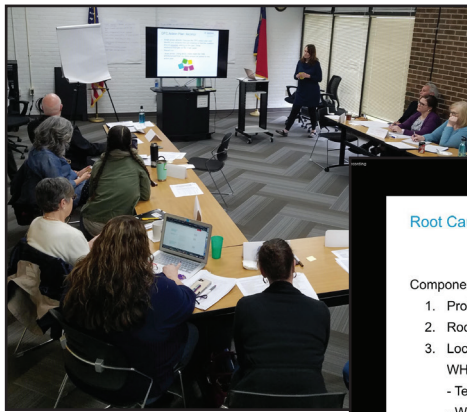


# 2020 ANNUAL REPORT

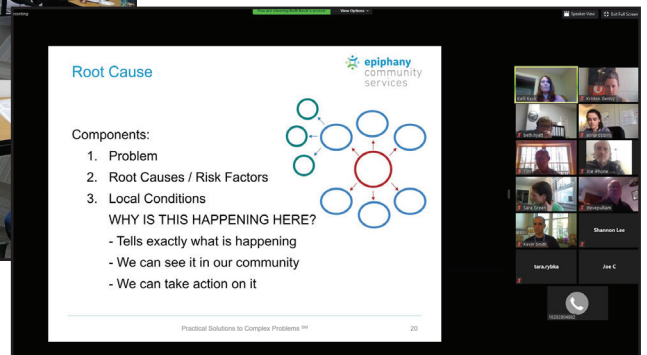
## C.A.R.E. DURING COVID: FINDING NEW CHALLENGES AND OPPORTUNITIES

Since March 2020, much has changed in Transylvania county due to COVID-19. Although the personal and professional lives of our members were turned upside down, their commitment to the coalition's goals did not waver. We adapted, we pivoted, and we continued our work to address substance use and underage drinking in Transylvania County.

Coalition meetings shifted onto Zoom. More members registered for trainings and continuing education. The coalition's focus shifted from providing direct prevention services to cultivating prevention infrastructure,



*At left, C.A.R.E. Coalition members meet in February to create a strategic plan to address nicotine. Below, the follow-up meeting in April was conducted via Zoom.*



through changing policies, developing more appropriate consequences, and limiting access to drugs and alcohol.

Although it has been some time since many coalition members have interacted in person, the virtual, "at-home" aspect of our work has deepened our shared bonds.

During our virtual meetings, we are invited into members' homes, we say "hi" to their children, and we collectively stifle giggles as someone's housecat walks across the keyboard. These odd and trying times have offered an unexpected gift, a delightfully humanizing and intimate glimpse into one another's lives, unrestricted by a conference room or work attire, and upon which strong relationships are built.

You may have heard that the opposite of addiction is connection, and our connections—to each other, to our community, to our shared sense of purpose—have never been stronger.

Coalition member attendance and engagement is at an all-time high. Unlike many of our peer coalitions, C.A.R.E. is keeping pace with its pre-COVID capabilities. In fact, we are gaining momentum at a time when substance use and mental health disorders are a frightening side effect of a pandemic.

Because of our members' dedication, Transylvania County will surface from COVID-19 stronger, more resilient, and better able to prevent and address substance use.

### C.A.R.E. IN 2020: BY THE NUMBERS

#### ENGAGEMENT

- 1,918 individuals served
- 6,680 total hours of service

#### DONATIONS

- \$85,790 in-kind resources
- 1,170 volunteer hours

#### MEDIA REACH

- 17 media posts and articles
- 128,955 media impressions

Promoting a healthy, vibrant Transylvania County,  
free of underage drinking and substance abuse.

## FUNDING UPDATES

C.A.R.E. was recently awarded the HRSA Rural Communities Opioid Response Program—Planning grant for 18 months of planning funds and support. This federal funding provides \$200,000 for the coalition expand its collaborative work past prevention, into the realms of harm reduction, treatment, and recovery, specifically focusing on opioids and methamphetamine.

C.A.R.E. continues its work on nicotine, underage drinking, and Rx drug misuse prevention through its DFC and CARA grants.

The Brevard ABC Board provides funds to support TAFFY, our youth coalition.

Thanks to our members, we are able to demonstrate a significant community match in efforts that support prevention, valued at more than \$200,000 annually.

The Sober Truth on Prevention (STOP) grant from the Office of National Drug Control and Policy ended September 30. Over the past four years, coalition activities supported by STOP have resulted in the following impacts:

- Alcohol compliance checks now have consistently at least an 80% pass rate when compared to 40% when the program started.
- The number of students who reported they can buy alcohol from the store has decreased from 22% in 2014 to 12% in 2019 according to Transylvania County CORE Measures survey data.
- A best practice guide for serving alcohol at community events was created and shared with Brevard Police Department for distribution.
- Brevard Chief of Police Phil Harris and Tim Powers taught a two-week policy course each semester to Brevard College Criminal Justice Students. A different alcohol related policy was developed during each course and adopted by local law enforcement.
- Alcohol education programming on the Brevard College campus reached hundreds of students.
- Several in-service trainings were provided for local enforcement, including the shoulder tap program, compliance checks, and DUI check operations.
- Alcohol retailer environmental scans were conducted to assist the coalition in understanding the different stores' needs in regards to education and signage.
- A survey was developed to measure attitudes and behaviors towards alcohol on the Brevard College Campus.

## TAFFY YOUTH COALITION



Teens Advocating for Future Youth (TAFFY), is the youth-led workgroup of the Coalition. TAFFY members conduct their own activities with support from C.A.R.E. staff. These high

schoolers speak out on teen issues through youth-led education and empowerment, tackling tough subjects such as juuling, mental health, communication skills, and Rx misuse.

### ACCOMPLISHMENTS IN 2020:

- Produced a vaping awareness PSA with WSQL Radio.
- Introducing a podcast discussing a variety of issues within the teen community!
- Produced a new and upcoming social media presence on Instagram with approximately 100 followers!
- Heavily working on recruitment through activities such as a member-led video and personalized letters.
- Distributed Teen Resource Guides throughout Transylvania County to help teens in our community seek new horizons.
- Organized and staffed a virtual youth leadership summit from Teen Health Connection.



## OPIOID RESPONSE TEAM

The main goal of the Transylvania Opioid Response Team is to create a community-supported, sustainable network to address and reduce adverse effects of illicit drug use through harm reduction strategies.

### ACCOMPLISHMENTS IN 2020:

- Completed its program in collective impact by UNC School of Government.
- Worked together to submit a successful application to the Rural Communities Opioid Response Program—Planning grant program.
- Gained active members from Western Carolina University, Blue Ridge Health, and Transylvania County Sheriff's Office.
- Developed a system for storing and distributing Naloxone to county first-responders and training staff in its administration.

Moving forward into the RCORP project, TORT will be leading a gap assessment, strategic action plan, and community and professional trainings to build our community's capacity to strengthen the systems that treat substance use disorder.

## HEALTHCARE

The Healthcare Workgroup works to prevent prescription drug misuse by promoting safe storage and disposal, promoting alternatives to prescription drugs, and focusing on improving behavioral health among youth.

### ACCOMPLISHMENTS IN 2020:

- Expanded partnerships to local physical therapy and in-home care practices for Deterra Drug Disposal Bag and lockbox distribution.
- Working on supporting local providers in Screening, Brief Intervention, and Referral to Treatment for well-visit patients.
- Advertised and partnered with Transylvania County Narcotics Task Force on the DEA Drug Take Back Day, collecting over 39 pounds of medication! A record!



## POLICY AND ENFORCEMENT

The Policy and Enforcement Workgroup primarily focuses on underage drinking and tobacco use. To reduce underage drinking, this workgroup supports retail compliance checks, advocates for enforcing penalties for adults providing alcohol to minors, and advocates for funding for a half-time alcohol officer position to the local ABC Board. This workgroup also works on tobacco-related policy and expanding tobacco-free zones.



### ACCOMPLISHMENTS IN 2020:

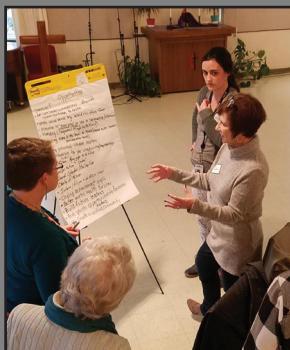
- Conducted 20 Environmental scans of local retailers that resulted in distribution of birthdate reminder clocks to retailers.
- Worked closely with Brevard College athletic department to evaluate department needs in regard to ATOD related disciplinary policies for student athletes and education needs.
- Supported the Sheriff's department in 14 compliance checks.
- Presented to Brevard College student leaders on underage drinking and how to support fellow students in safe drinking practices
- Supported Brevard College's newly designed alcohol education program for freshman students by providing program evaluations.
- Working on getting RASP training required for retailers that fail compliance checks on an ongoing basis.
- Developed letter to North Carolina representatives advocating for a state-level Tobacco 21 Law.

## COMMUNITY OUTREACH AND NORMS

Primary goals for the Community Outreach and Norms Workgroup include engaging parents and schools in prevention education, building on the Talk it Out Campaign, providing trainings to parents and schools on prevention-related topics.

### ACCOMPLISHMENTS IN 2020:

- Finalized designs for resiliency poster series and distributed approximately 100 copies into the community.
- Developed several ideas for C.A.R.E.'s social media, including a Facebook live series and Coalition member of the month recognition.
- Created a survey for Transylvania County high schools measuring disciplinary policies related to alcohol, tobacco, and other drugs for student athletes and education needs (to be distributed in late 2020).
- Wrote an article explaining the ways that teens purchase vapes online and how parents can talk to teens about vaping.
- Supported Coalition in recruiting an individual to be trained as a Certified Tobacco Cessation Counselor.



## EVALUATION

The Evaluation Workgroup addresses the needs to evaluate community conditions and assess the effectiveness of coalition activities.

### ACCOMPLISHMENTS IN 2020:

- Developed and conducted an evaluation of the underage drinking education program at Brevard College.
- Prepared a report comparing data from four years of Core Measures Surveys conducted across six years to identify trends in drug and alcohol use rates, perception of harm, parental and peer disapproval, and access to drugs and alcohol among middle and high schoolers in Transylvania County.
- Created reports for the principals of Transylvania County middle and high school showing data from the most recent Core Measures Survey for their students.

## ABOUT C.A.R.E.

**OUR MISSION:** *The C.A.R.E. Coalition is the catalyst for community collaboration in Transylvania County, North Carolina to address substance abuse and underage drinking with a focus on primary prevention among youth.*

C.A.R.E. works to change community norms, reduce access and availability of drugs and alcohol, promote recovery, and reduce harm. The Coalition convenes interested community members, facilitates collaboration, and coordinates efforts between coalition members and existing local resources. Supported by paid staff, coalition membership includes representatives from 12 community sectors including healthcare, law enforcement, social services, education, faith, and business, as well as parents, people in recovery, and other concerned citizens.

The “real work” of the coalition is done in workgroups that focus on healthcare, policy and enforcement, community outreach and norms, opioid response, and evaluation. These workgroups focus on implementing evidence-based strategies to raise awareness of substance abuse, build protective factors for youth, and change policies and environments in Transylvania County.

CARE is funded through two federal grants administered by the Center for Disease Control and Prevention (CDC): the Drug Free Communities (DFC) Program of the President’s Office of National Drug Control and Policy and the Comprehensive Addiction and Recovery Act—Local Drug Crises (CARA) Program, in addition to the Rural Communities Opioid Response Program—Planning grant administered by the U.S. Health Resources & Services Administration (HRSA). Support for TAFFY and Get Set Transylvania’s Family Support Committee is provided by the Brevard ABC Board and the North Carolina Public Health Association’s Dr. Ann Wolfe mini-grant. Transylvania Public Health serves as the fiscal agent for the coalition.

## OUR EXECUTIVE BOARD

- Chairman: Steve Pulliam, Rotary International (civic/volunteer organization)
- Vice Chairman: Tim Powers PhD, Brevard College (education)
- Secretary: Beth Hyatt, Healthy Communities (local government)
- Joe Cohen, MD, emergency physician (healthcare)
- Kimberly Dunbar MSW, Lutheran Church of the Good Shepherd (faith)
- Sara Green, The Family Place (youth-serving organization)
- Jim Hardy, Transylvania Re-Entry Initiative (civic/volunteer organization)
- Susan Huter LSW, Child Advocacy Center (youth-serving organization)
- John Phillip Harris, Jr., Brevard Police Department (law enforcement)
- Don Killian MS LPC, RHA Mobile Crisis (substance abuse agency)
- Tara Rybka MPH, Transylvania Public Health (local government, media)

## GET INVOLVED!

- **Attend a C.A.R.E. Coalition meeting**  
*Second Wednesday of each month, 1:00pm*  
*Email [anna.robbs@tconc.org](mailto:anna.robbs@tconc.org) to receive a link to join the meeting on Zoom*
- **Subscribe to our mailing list**  
*Email [carecoalition@tconc.org](mailto:carecoalition@tconc.org)*
- **Take the pledge to support our youth**  
*Visit [www.transylvaniacares.org](http://www.transylvaniacares.org)*
- **Join one of C.A.R.E.’s workgroups**  
*Contact us for dates, times, and more info*

## CONTACT US

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 @transylvaniacare

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## OUR PARTNERS

- Blue Ridge Community College
- Brevard ABC Board
- Brevard City Council
- Brevard College
- Brevard First United Methodist Church
- Brevard Police Department
- Brevard/Transylvania Chamber of Commerce
- Charlie’s Tire Center
- Children’s Advocacy Center
- The Children’s Center of Transylvania County
- Cindy Platt Boys & Girls Club
- Co-Ed Cinema
- CVS Pharmacy
- El Centro
- The Family Place
- Get Set Transylvania
- Gordon Family Pharmacy
- The Haven of Transylvania County
- Hope Rx
- Henderson County Health Department
- Juvenile Crime Prevention Council
- Ktchn
- Land of Sky Regional Council
- Light and Hope Ministries
- Lutheran Church of the Good Shepherd
- The Mediation Center
- Meridian Behavioral Health Services
- Mountain Area Health Education Center
- MountainWise
- Pisgah Health Foundation
- RHA Prevention Resource Centers
- Rise & Shine/Neighbors in Ministry
- SAFE, Inc. of Transylvania County
- Sharing House
- Teen Health Connection
- Total Auto
- Town of Rosman
- TRAIN
- Transylvania County Administration
- Transylvania County Department of Social Services
- Transylvania County EMS
- Transylvania County Library
- Transylvania County NAACP
- Transylvania County Parks and Recreation
- Transylvania County Reentry Initiative
- Transylvania County Schools
- Transylvania County Sheriff’s Office
- Transylvania Public Health
- Transylvania Regional Hospital
- The Transylvania Times
- VAYA Health
- Walgreens
- WSQL Radio
- Youth to Youth