

annual report

2021

laying foundations for change

In 2021, as our members settled into routine Zoom calls, hybrid meetings, and coming together outdoors, the pulse of our day-to-day routines quickened. We became busier and able to say “Yes” to more opportunities, while still confronting many challenges.

The coalition broadened its focus from youth prevention to facilitate collaborations into the realms of treatment, harm reduction, and recovery. We cultivated new partnerships and welcomed new opportunities to address substance misuse across its continuum, from first use to recovery, so that our collective impact can be greater than the sum of its parts.

We also celebrated as our founding TAFFY members graduated from high school. These teens dedicated themselves to improving teen mental health and encouraging peers to live drug-free; they will be greatly missed. Now we turn to welcoming new members and laying plans to reignite TAFFY in 2022.

Coalition staff also had an exciting year of transition and teamwork. We welcomed Teresa Radford to the Transylvania Opioid Response Team project, bid best wishes to our Coalition Coordinator, Anna Windham, and welcomed a new staff baby to the coalition family. Our staff also took on new temporary responsibilities as a part of Transylvania Public Health’s COVID-19 vaccination clinics in the spring of 2021.

With staff capabilities limited, members stepped up to take on the mantle of coalition management, running point on tobacco and alcohol projects while attending to the more mundane (but necessary) details of coalition building. We relied on our strong partnerships to continue with much of our prevention work — which is what a coalition is all about!

Transylvania Opioid Response Team members rallied around the needs assessment and strategic plan, leveraging connections and committing their expertise to produce thorough and impactful documents. The product of this effort has helped inform regional initiatives and attracted two new grants.

As the fallout from two years of upheaval and uncertainty catches up with us, an acknowledgement of the mental wellbeing of our young people, our neighbors, and ourselves has reignited commitment and action among coalition partners.



With the numbers of fatal overdoses and mental health-related concerns increasing, we must remind ourselves that our work is more important than ever. Indeed, we must consider the challenges ahead not from a place of defeat, but of opportunity — How has our past work helped mitigate the pandemic’s fallout? How can our current work build a bastion of support around those who are hurting?

The coalition relies on its members to champion solutions to these questions. We know we can count on each other as we look forward to new initiatives, new challenges, and a thriving Transylvania County.

working
together
to reduce
substance misuse

our new look:



After 10 years with our “heart-hands” logo, CARE has transformed its look to better align with the coalition’s new scope—expanding from a focus on youth prevention to include the realms of treatment, harm reduction, and recovery.

With the expertise of Formation PR+Brand and guidance from our Executive Board, we forged our values and vision into a new design intended to communicate optimism and trustworthiness, while still being approachable and youthful.

staffing updates



Welcome to our newest staff member, Teresa Radford! Teresa has been serving as the coalition’s Opioid Response Coordinator since December 2020. She coordinates efforts around treatment and recovery and provides staff support to the coalition’s Transylvania Opioid Response Team.

Teresa is a western North Carolina native who grew up in Candler. Teresa graduated from Appalachian State University with a bachelor’s degree in health education and has 15 years of experience in public health settings throughout North Carolina. Missing the mountains that she loves, she was able to move to Brevard in 2017. She has two grown sons that live in the Raleigh area and a 16-year-old cat named Silver. Her favorite pastimes are hiking, running, and reading.

And farewell to Coalition Coordinator Anna Windam! Anna resigned from her position in July 2021, but continued to provide support for data collection efforts and workgroup meetings as a part-time contractor through December. She is now working as an evaluator with Epiphany Community Services, which provides evaluation services and support for the CARE coalition.

funding updates

CARE Coalition has been awarded \$900,000 in grants from the Dogwood Health Trust and the Bureau of Justice Assistance to implement the priorities that emerged in Transylvania Opioid Response Team’s strategic planning process.

This funding will allow the coalition and TORT to:

1. Support a care navigator and behavioral health clinician to assist, support, and treat detainees with mental disorders and substance use disorder (SUD) in the Transylvania County Detention Center.
2. Work with other coalitions in western North Carolina to develop a rural-focused anti-stigma educational campaign.
3. Provide community and professional trainings on trauma-informed care and SUD-related topics.
4. Cultivate community interest in expanding treatment resources, such as medication assisted treatment (MAT).
5. Systematically research the cost and process for evidence-based interventions, in anticipation of the distribution of the NC Opioid Settlement funds.

CARE continues its work on underage drinking, prescription drugs, and nicotine prevention among youth through the Drug-Free Communities and CARA grants. Brevard ABC Board provides funds to support youth and family outreach.

Thanks to our members and partner agencies, we are able to demonstrate significant community match, valued at over \$200,000 annually.

2021 BY THE NUMBERS

1,649,031 media impressions

4,920 total hours of service

1,513 people served

\$325,125 operating budget
from federal grants

our vision:

A thriving Transylvania County supported by programs and services that reduce substance misuse

accomplishments

OUTREACH & EDUCATION

- Presented to Brevard City Council, Transylvania Board of Commissioners, and Rosman Town Aldermen about substance use disorder and Coalition's efforts.
- Launched webpage for local businesses to learn more about how they can prevent and address substance use issues in their workforce. Presented information at Chamber of Commerce's Coffee Connections.
- Partnered with Rise and Shine, Family Place, and Boys & Girls Club to host parent forums on safe media usage, focusing on youth mental health.
- Partnered with Transylvania County Schools to collect data on youth behavioral health and substance use.
- Supported "Fun in the Park" for youth at Champion Park.
- Hosted Teen Health Connection Leadership satellite summit for six local teens.

UNDERAGE DRINKING

- Published article in Transylvania Times about the importance of compliance checks.
- Installed two billboards from "Talk It Out" campaign, encouraging parents to talk to their kids about alcohol.
- Ran "Talk It Out" PSAs at Co-Ed Cinema and WSQL.
- Developed and delivered ATOD (alcohol, tobacco, and other drugs) education for health classes at Brevard High School. Curriculum guide developed to assist health teachers in delivering the lessons.

TRANSYLVANIA OPIOID RESPONSE TEAM

- Thorough needs assessment on gaps and opportunities in substance use disorder (SUD) prevention, treatment, harm reduction, and recovery to inform funding opportunities and strategic planning.
- Completion of a strategic action plan to guide priorities for action.
- Submission (and award!) of a Comprehensive Opioid, Substance Abuse, and Stimulant Project grant to place a care navigator and behavioral health clinician in the Transylvania County Detention Center to assist detainees with mental health and SUD needs.
- Submission (and award!) of Dogwood Health Trust's "Saving Lives from Opioid Misuse" grant to prepare Transylvania County for the distribution of money from the North Carolina Opioid Settlement.
- Worked with Vaya and Transylvania Public Health to reequip first responder vehicles with Narcan.
- Partnered with MAHEC to provide SUD-related trainings to community and healthcare providers.

PRESCRIPTION DRUGS

- Created new partnership with Dr. Thomas Lindsay, Fyzical Therapy, and Four Seasons Hospice to distribute safe storage and disposal supplies.
- Partnered with Transylvania Narcotics Taskforce on Drug Take Back Day in April and October, collecting over 80 pounds of unused medication.
- Distributed 213 lockboxes and 279 disposal bags to community members.

TOBACCO

- Worked with Davidson River School and Rosman High School to provide "Quit Kits" for students who use nicotine.
- Worked with Blue Zones Brevard to require special event permittees to promote public events as nicotine-free.
- Provided "Vape Educate" program to Rosman Middle and High School for students who violate nicotine policy.
- Implemented "Catch My Breath" curriculum to Rosman High Health classes.
- Organized contest for Rosman and Brevard Middle Schools to educate students on chemicals found in vaping devices.

about the coalition

Our mission: Empower collaborative partnerships in Transylvania County to reduce substance misuse by promoting prevention, treatment, and recovery efforts among youth and adults for a vibrant, healthful community.

The CARE Coalition of Transylvania County 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 misuse, 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)
- Erin Drew, The Family Place (youth-serving organization)
- Jim Hardy, Transylvania Re-Entry Initiative (civic/volunteer 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 CARE Coalition meeting**
Second Wednesday of each month, 1:00pm
Email carecoalition@tconc.org to receive a link to join the meeting on Zoom
- **Subscribe to our mailing list**
Email carecoalition@tconc.org
- **Learn more about the coalition online**
Visit www.transylvaniacares.org
- **Join one of CARE’s workgroups**
Contact us for dates, times, and more info



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2021 PARTNERS

- Blue Ridge Community College
- Blue Ridge Health
- Brevard ABC Board
- Brevard City Council
- Brevard College
- Brevard First United Methodist Church
- Brevard Police Department
- Brevard/Transylvania Chamber of Commerce
- Brevard Wesleyan Church
- Children’s Advocacy Center
- The Children’s Center of Transylvania County
- Cindy Platt Boys & Girls Club
- Co-Ed Cinema
- CVS Pharmacy
- Dogwood Health Trust
- 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
- Lutheran Church of the Good Shepherd
- The Mediation Center
- Meridian Behavioral Health Services
- Mountain Area Health Education Center (MAHEC)
- MountainWise
- Pisgah Health Foundation
- RHA Prevention Resource Centers
- Rise & Shine/Neighbors in Ministry
- SAFE, Inc. of Transylvania County
- Sharing House
- Teen Health Connection
- Town of Rosman
- TRAIN
- Transylvania County Administration
- Transylvania County Department of Social Services
- Transylvania County EMS
- Transylvania County Library
- Transylvania County Parks and Recreation
- Transylvania County Reentry Initiative
- Transylvania County Schools
- Transylvania County Sheriff’s Office
- Transylvania Narcotics Task Force
- Transylvania Public Health
- Transylvania Regional Hospital
- The Transylvania Times
- VAYA Health
- Walgreens
- Western Carolina University
- WSQL Radio
- Youth to Youth