

# annual report

# 2022

## new directions

The CARE Coalition was ready to shake things up in 2022! After nearly two years of virtual meetings, the coalition gleefully returned to in-person get-togethers and outreach events. The coalition broadened its partnerships to more effectively impact local youth and enhance access to substance use disorder treatment.

In the absence of a prevention coordinator, strong community partnerships continue to carry our prevention work with youth, primarily focusing on nicotine, underage drinking, and mental health. We are thrilled to see renewed energy around caring for our teens and supporting them in their good times and bad times.

New partners also rallied around treatment and recovery efforts, so people can get the help they need to be happy, healthy, and productive. The coalition started a jail-based reentry and treatment program to meet the needs of our population most impacted by justice-involved folks living with substance use disorder.

The coalition relies on its partners to champion solutions to the mental health and addiction crisis. Our trust in one another has never been stronger and our shared efforts have never been more important.

The time to act is now. Together, we know we will face fresh challenges, imagine new solutions, and roll up our sleeves and get to work.



## new structure

Good bye, workgroups! Hello, project teams!

Rather than ongoing monthly workgroup meetings based around a topic or a sector (e.g., Community Collaboration or Healthcare), the coalition now organizes its actions through small project-based teams formed as needed around a particular activity or initiative (e.g., community presentations or Drug Take-Back Day).

Since these project-based groups are time-bound and diverse in scope, coalition members can participate in projects that they are most interested in and more easily work around other commitments.

### 2022 BY THE NUMBERS

847,446 media impressions

1,107 total hours of service

3,587 people served

\$475,000 operating budget

working  
**together**  
to reduce  
substance misuse



## staffing updates

Welcome to our newest project staff, both working on our jail-based treatment and support services.



Becky Harris is serving as our jail-based reentry specialist at Transylvania County Detention Center. She is a trained correctional officer who has a passion for supporting folks in reentry. Becky moved here from Pickens, SC in 2016 to pursue her bachelor's degree in criminal justice and psychology at Brevard

College. After volunteering with TCSO, Becky started working full-time with them. In 2019, Becky launched the first Reentry Program while working as a detention officer, which created a pilot case management program. She left for a while to pursue full-time reentry work in the prison system but came back to TCSO under CARE's COSSUP grant, offering case management and reentry programming. Becky is now working on her master's in clinical mental health counseling. In her free time, she has a 2 year old that keeps her on her toes, and she enjoys reading, hiking, and photography.



Ayla Whitmire, M.S., LCAS, is the behavioral health clinician providing therapy for the inmates at Transylvania County Detention Center. She is a licensed clinical addiction specialist who provides SUD and mental health treatment services to detainees. Ayla was born and raised in Transylvania County before leaving to gain her

bachelor of arts in psychology and criminology from the University of North Carolina - Wilmington and master of science degree in clinical psychology with a specialization in addiction studies from Northwestern State University of Louisiana. She has a collective 6 years working in the mental health field as a licensed clinical addictions specialist, national clinical director,

and college psychology instructor. When she is not providing therapy, Ayla is most likely spending quality time with her husband, young son, family, and friends.

In the absence of a prevention coordinator, CARE had the pleasure of the assistance of two interns in 2022. Ruth Scruggs is a public health major from Appalachian State University and interned with CARE in summer 2022. She worked on developing and coordinating youth behavioral health PSAs. Vanitas Hamilton is a psychology major from Brevard College and interned in fall 2022. He developed compliance check outreach materials and adapted Ruth's PSAs into video format to be shown at the Co-Ed cinema.

## featured program

### JAIL-BASED TREATMENT & REENTRY SUPPORT

Through the Bureau of Justice Assistance's COSSUP grant, CARE partnered with Transylvania County Sheriff's Office to launch jail-based treatment and reentry services to people in the Transylvania County Detention Center.

Ayla Whitmire provides substance use disorder and mental health treatment to detainees while Becky Harris gets them connected with community resources they can access when they are released. The goal of the project is to improve access to SUD treatment and reduce recidivism.

Since the start of the project, Becky has provided reentry services to 64 people and Ayla has provided treatment to 81 detainees.

## our vision:

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

## accomplishments

### OUTREACH & EDUCATION

- Hosted inaugural “CARE Open House” for community members to learn about the coalition’s diverse work, attended by 50 community members.
- Hosted “Transylvania CARES: Stories of Addiction and Hope” to raise awareness of how stigma impacts people who use drugs, attended by 70 people. A 5-person panel discussed the different ways stigma affects lives from their personal and professional perspectives.

### TREATMENT & HARM REDUCTION

- Developed and finalized community presentation content on substance misuse for churches, volunteer groups, nonprofit boards, and businesses.
- Facilitated the participation of local people with lived experience in creating a WNC anti-stigma campaign.
- Provided trainings through MAHEC on substance use disorder to providers and community members.
- Collected 44 pounds of medication at Drug Take Back events.
- Distributed 213 lockboxes to community members and partner organizations.

### YOUTH RESILIENCE

- Rebooted youth coalition “Voice of the Students” in partnership with TC STRONG, Transylvania County Schools, and Blue Zones Project - Brevard (see insert for more details).
- Worked with St. Philip’s Episcopal Church and Lutheran Church of the Good Shepherd to provide 2-day “Reconnect for Resilience” training attended by 12 faith-based youth leaders.
- Assisted with “Connecting the Dots” film screening and panel discussion around youth mental health sponsored by TC STRONG and Crossnore Communities for Children.
- Sponsored 8 teens to attend the Teen Health Connection Leadership Summit in Charlotte, designed to help teens “find their power” and connect with other drug-free youth who are making a difference in their communities.
- Provided training to pilot Dialectical Behavioral Therapy Skills in Schools, an evidence-based curriculum designed to improve teens’ coping skills, at Davidson River School.

### NICOTINE

- Installed nicotine free zone signage at the Brevard Chamber of Commerce.
- Partnered with Blue Zones Project - Brevard, Healthy Communities, and MountainWise to host speaker Luka Kinard for all middle and high schoolers. Luka spoke about his recovery from a severe vaping addiction and answered students’ questions.
- Provided Transylvania County Schools employee Jessica Sharp with training in nicotine education and cessation programs. Jessica has offered cessation support and education to 18 students who violated school nicotine policy.
- Distributed 83 Quit Kits at Transylvania County Schools, with tools to deal with cravings when students are trying to quit vaping.



### UNDERAGE DRINKING

- Developed process and materials for compliance check follow-ups to alcohol retailers.
- Ran “Talk It Out” PSAs at Co-Ed Cinema and WSQL.
- Developed and delivered ATOD (alcohol, tobacco, and other drug) education at Rosman High School. Transitioned delivery of ATOD education at Brevard High School to health teachers.
- Trained 20 freshman orientation leaders at Brevard College on how to change culture around underage drinking.
- Offered underage drinking education to peer leaders at Brevard College orientation.

# 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 project teams that focus on access to care and services, policy and enforcement, community outreach, and education. These project teams 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 2 federal grants: the Drug Free Communities (DFC) Program of the President’s Office of National Drug Control and Policy administered by the Center for Disease Control and Prevention (CDC) and the Comprehensive Opioid Stimulant and Substance Use Program (COSSUP) through the Bureau of Justice Assistance, as well as a Saving Lives from Opioid Misuse grant from the Dogwood Health Trust. Brevard ABC Board provides funds to support youth and family outreach. The value of in-kind support from our community partners and volunteers is valued at over \$200,000 annually. Transylvania Public Health serves as the coalition’s fiscal agent.

## OUR EXECUTIVE BOARD

- Chairman: Steve Pulliam, Rotary International (civic/volunteer organization)
- 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)
- Tom Jordan, Brevard Police Department (law enforcement)
- Julie Queen, Transylvania County Schools (education)
- 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](mailto:carecoalition@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)
- **Learn more about the coalition online**  
Visit [www.transylvaniacares.org](http://www.transylvaniacares.org)
- **Join one of CARE’s project teams**  
Contact us for dates, times, and more info



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## 2022 PARTNERS

- ARC Inspire
- Blue Ridge Community College
- Blue Ridge Health / Meridian Behavioral Health Services
- Blue Zones Project - Brevard
- Brevard ABC Board
- Brevard City Council
- Brevard College
- Brevard First United Methodist Church
- Brevard Police Department
- Brevard/Transylvania Chamber of Commerce
- Children’s Advocacy Center
- The Children’s Center of Transylvania County
- Cindy Platt Boys & Girls Club
- Co-Ed Cinema
- Dogwood Health Trust
- El Centro
- The Family Place
- Get Set Transylvania
- Gordon Family Pharmacy
- The Haven of Transylvania County
- Hope Coalition
- Henderson County Health Department
- Juvenile Crime Prevention Council
- Lutheran Church of the Good Shepherd
- The Mediation Center
- 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
- TC STRONG
- 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
- Voices of Affrilachia
- WSQL Radio