

2025 COMMUNITY NEEDS ASSESSEMENT

Priority Voting Retreat

June 17, 2025





welcome

Erin Shoe

Public Health Director
Cabarrus Health Alliance



CABARRUS
HEALTH
ALLIANCE

2025 CHNA Assessment Timeline

- Introduction, Population Demographics, and Family and Social Support

December



- Community Safety, Early Childhood and K-12 Education

January



- Employment, Sexual Health, Health and Wellness and Physical Activity
- **Launch Community Survey**

February



- Clinical Care, Oral Health and Mental Health

March



- Substance Use, Housing and Transportation
- **Launch Focus Groups**

April



- Environmental Health
- **Survey Findings and Data Review**

May



- **Complete Primary Data Review**
- Priority Voting/Selection

June





CNA UPDATE & FEEDBACK

Jessica Grant
Executive Director
Healthy Cabarrus

Session 6

Feedback and Follow-up

17 responses submitted

Overall, how satisfied are you with today's meeting?

4.82



17 responses submitted

What aspects of the meeting did you find most useful or effective?

group conversation
dive in groups
group discussion
Collaboration
group exercise
Going through the data

Splitting into groups
data dive
Great way
Great Focus groups
Deep dive
Small groups
group members
Data that was provided

groups

“Groups”

“Data dive”

“Discussion
time”

“Collaboration”

“Environmental
health speakers”

“Everything!”

“Going through
the data”

“The group exercise!”

“Numbers of responses as well as percentages”

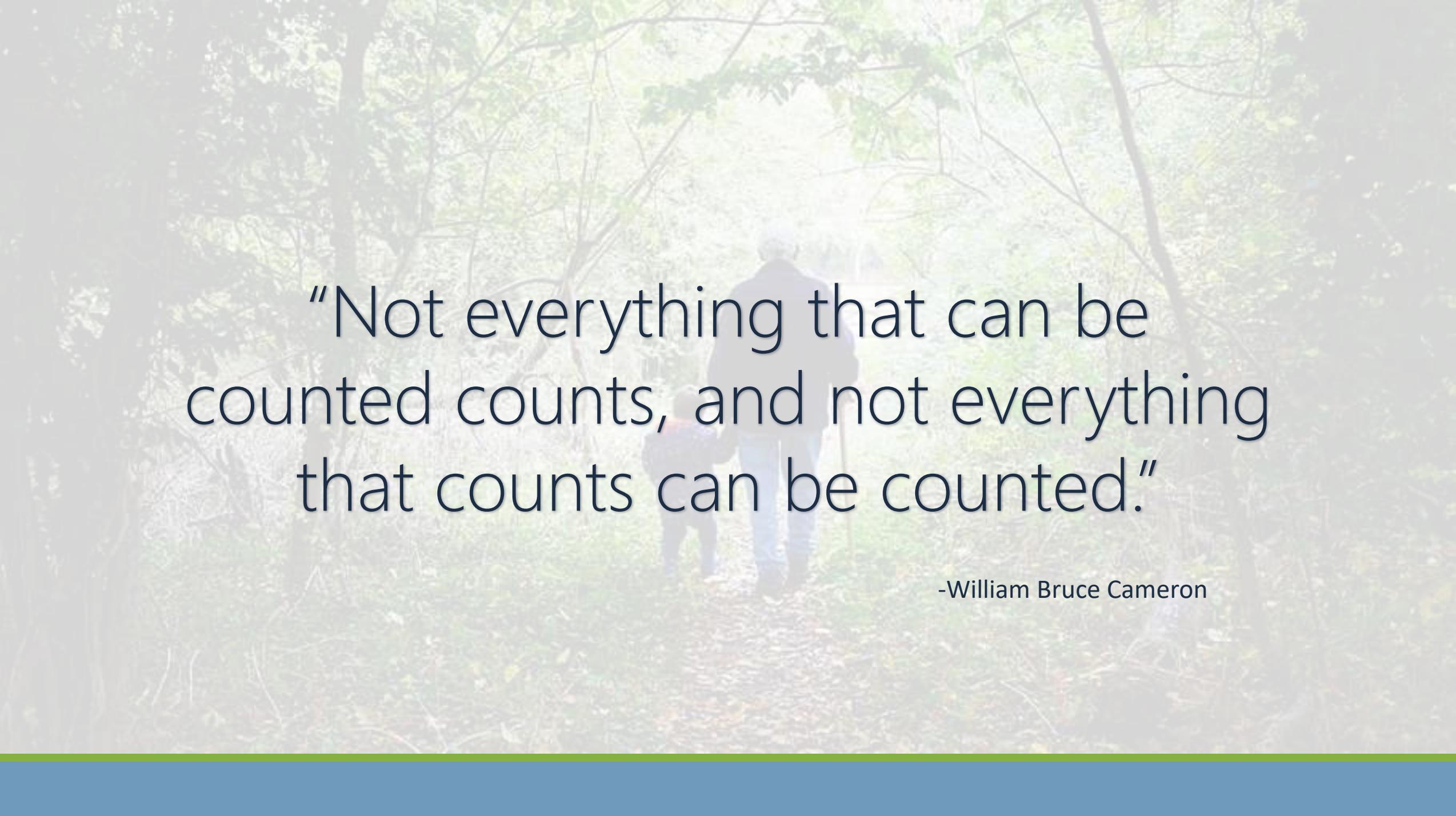
“More time to discuss data with the group”

“Survey compared to last cycle”

WHAT WE'VE HEARD...

Community Voices



A faded background image showing an elderly man and a child walking away on a forest path. The man is wearing a dark jacket and blue jeans, and the child is wearing a dark jacket and blue pants. They are walking on a path covered with fallen leaves, surrounded by trees and green foliage. The image is semi-transparent, allowing the text to be overlaid.

“Not everything that can be counted counts, and not everything that counts can be counted.”

-William Bruce Cameron

Gathering Community Perspectives

Primary Data

- Information we collected directly from community members during this Community Health Needs Assessment process
- This data reflects **firsthand input** from those who live and work in Cabarrus County and helps us understand not just what the issues are—but how they are experienced in everyday life.



Community Needs Survey

- ~1200 Cabarrus County Respondents
- Regional Collaborative Effort



Focus Groups

- 8 CHNA Focus Groups
- Blue Zones Community Focus Groups conducted Fall 2024



Key Informant Survey

- 30 Respondents
- Cabarrus County Community Leaders

Survey Demographics

CPC Small Group Survey Reflection



Not fully representative of Cabarrus County population.

- Overrepresented:
 - Females
 - College-educated
 - Employed and middle-to-upper income households
- Underrepresented:
 - Males
 - Older adults (65+)
 - Lower-income households
 - Unemployed

Less than 1% of county population

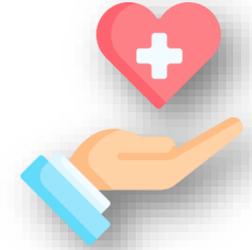
Limited representation of voices most affected by transportation, healthcare and housing challenges

Lacking youth voice

Need for more inclusive outreach strategies to engage underrepresented communities

Healthcare Access & Challenges

CPC Small Group Survey Reflection



Disparities in Access and Satisfaction

- Latino respondents and those identifying as two or more races were more likely to delay care.
- Women were more likely than men to delay care and report more dissatisfaction with healthcare than men.
- Older adults were generally more satisfied with care, but report having less dental insurance than other age groups.
- Younger adults (18-39) were the most likely to delay care, despite having insurance.

Barriers Identified

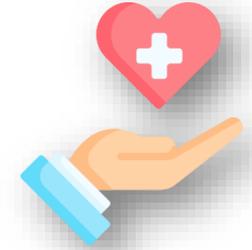
- Cost, wait times, language barriers and lack of awareness most common obstacles.
- Dental care access was especially limited for low-income and Latino populations.

Additional Insights

- Access to healthcare and access to affordable medication reported to be #2 and #3 most important health related challenges in the community
- Access does not guarantee utilization
- Cultural and linguistic barriers may deter people from seeking care

Healthcare Access & Challenges

Focus Groups



Transportation Barriers

- No service in some areas
- Waitlists for county rides
- Delays can cause all-day appointment commitments

Long Wait Times for Care

- Months to wait for routine care
- Especially difficult for uninsured or underinsured

Cost and Affordability

- Co-pays and medication delivery fees excessive for some
- Perception of care driven by profit

System Complexity

- Navigating options requires connections or prior knowledge
- Residents unsure of what's available

Other Barriers

- Language
- Lack of insurance



“There’s always at least a 4 month wait for my well visits. People are less likely to get preventive services if they have to wait that long.”

-Male Focus Group

“I had to stay at an appointment all day because I had to wait on transportation to pick me up.”

-LunchPlus Focus Group

“My friend has cancer but hasn’t been able to receive treatment because she’s uninsured and already has a large medical bill just from the initial doctor visits.”

-Hispanic Community Focus Group

“The resources are abundant, but it’s very hard to access them people don’t always know where they are or how to find them.”

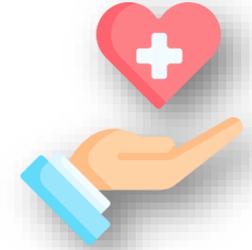
-Blue Zones Community Voices

“Access to care depends on income, insurance, and connections.”

– Male Focus Group

Healthcare Access & Challenges

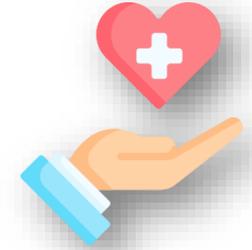
Key Informants



- Access and Affordability:
 - Clinical health services were rated as significantly impacted by issues of access (55%) and affordability (48%).
 - Dental services also reflected major concerns with affordability (59%) and access (41%).
- Aging Services:
 - Daily in-home services, specialized services, and physical/social activities were rated as somewhat to very significant needs.
- Special Needs & Disability Services:
 - Respondents noted access (45%) and affordability (48%) as significant issues.

Healthcare Access

Assets and Strengths



- Most survey respondents reported having health insurance, primarily through an employer or Medicare (Community Needs Survey)
- A majority said they have a place they usually go for healthcare, such as a doctor's office or clinic (Community Needs Survey)
- Nearly 80% said they received medical care in the past year, indicating regular healthcare use among many residents (Community Needs Survey)
- Strong hospital partnerships and trusted local providers as community strengths (Key Informant Survey)
- Dental care was considered accessible for those with insurance (Male Focus Group, Community Needs Survey)
- Existing care navigation efforts and community health worker programs were seen as helpful for improving access (Key Informant Survey)
- *Opportunity: Build on these trusted programs and improve outreach to those who aren't aware or connected.*



Mental/Emotional Well-being & Substance Use

CPC Small Group Survey Reflection



Needs are Widespread

- MH emerged as a top concern across all demographics.
- Students and adults aged 18-39 reported highest levels of loneliness.
- Older adults (65+) felt more emotionally supported than anticipated.
- Low-income households were less likely to access mental health services.

Substance Use Patterns

- E-cigarette use was highest among respondents with income under \$10K
- Marijuana use more common among female respondents
- Substance use often underreported and may need separated from mental health

Gaps in Access

- Cultural and language differences may affect how mental health is perceived and accessed.
- Income and employment strongly correlates with both emotional support and unmet health needs.
- Respondents often reported that others need support – even if they themselves felt supported

Mental/Emotional Well-being & Substance Use

Focus Groups



Persistent Stigma Around Mental Health

- Stigma remains strong in some cultural groups and among men
- Youth hesitant to speak up or seek help for fear of judgment or being misunderstood

Need for Support Systems

- Support groups for men, moms and seniors
- Safe, culturally aware spaces for open dialogue
- Peer-led initiatives for youth

Growing Youth Mental Health Concerns

- Stress from academics, social media, and pressures to succeed
- Need for more trusted adults and in-school resources

Access and Availability

- Long wait for behavioral health services
- Lack of awareness or coordination of care
- Among youth, vaping was mentioned as a concern requiring more education and regulation
- Lack of bilingual MH professionals

“We don’t always know where to go for help. There aren’t enough people we trust.”

-Youth Focus Group

“There is domestic violence in our community, and we need programs that empower women to speak up, seek help, and know they are not alone.”

-Indian Community Focus Group



“Our children are suffering at school. They’re being bullied by other students who tell them to ‘go back’ or call them ‘illegals,’ even when they are American citizens.”

-Latino Community Focus Group

“We’re seeing students who are overwhelmed — they’re anxious, disengaged, and struggling to connect. Mental health needs are outpacing our capacity to support them.”

-Blue Zones Schools Focus Group

“We need grief groups and spaces for men to talk about emotional health.”

-Male Focus Group

“I don’t really need the snacks here, but I do need the socialization and connection to other people. I used to be really depressed.”

-LunchPlus Focus Group

Mental/Emotional Well-being & Substance Use

Key Informants



- Behavioral Health:
 - Over 85% of respondents rated access, affordability, and quality of behavioral health services as very significant issues.
- Substance Use:
 - High concern levels around tobacco use (vaping), prescription misuse, and illicit drugs — with each identified by over 75% of respondents as very or somewhat significant.
- Progress on Behavioral Health (since 2020):
 - Nearly 45% of respondents said the situation has grown more severe.

Mental/Emotional Well-being & Substance Use

Assets and Strengths



- Growing awareness and dialogue around mental health, particularly for youth and caregivers (Focus Groups).
- Schools and youth programs are beginning to integrate mental wellness strategies (Youth Councils).
- Community partnerships are increasing focus on behavioral health (Key Informants).
- Some respondents reported satisfaction with available services — especially those with private insurance.
- United Way Mental Health Collaborative efforts in Cabarrus involved local agencies working together to eliminate stigma and shift focus to promoting mental wellness
- New Behavioral Health Center will provide much needed MH crisis services and additional support



Opportunity: Expand efforts and reduce stigma to ensure more people feel safe seeking support.

Community & Social Environment

CPC Small Group Survey Reflection



Top Concerns

- Affordable and safe housing was the most frequently identified need, especially among Black and Latino respondents
- Access to healthy, affordable food and access to affordable childcare ranked second and third most important community issues
- Public transportation was widely viewed as inadequate (1 in 5 respondents expressed satisfaction) – but have they utilized?
- Employment and youth well-being were noted as concerns

Perceptions of Safety and Opportunity

- Feelings of safety varied by age, income and race – older adults and higher-income individuals felt safer.
- Asian respondents reported higher concerns about safety and racism.
- Many respondents felt there were not enough well-paying jobs, especially among women and lower-income groups.
- Over 30% of respondents don't feel prepared in the event of a disaster (50% somewhat prepared)

Gaps in Access

- Economic stability, access to basic services and perceptions of fairness and opportunity vary across demographic groups
- Basic needs like housing, food, and transportation are deeply interconnected

Community & Social Environment

Focus Groups: Community Connection & Belonging



Social Isolation and Connection Gaps

- Seniors rely on community centers and programs for connection
- Youth want stronger bonds with trusted adults
- Support for veterans and isolated individuals is lacking
- Culturally diverse groups expressed feeling of isolation from the broader community

Limited Access to Community Information

- Many residents don't know what resources are available
- Technology gaps hinder connection and access
- Request for more centralized information sources, classes or community liaisons

More Engaging and Inclusive Spaces

- Calls for more community events, civic involvement and cultural education
- Youth expressed need for inclusive school climate and extracurriculars

Community & Social Environment

Focus Groups: Built Environment & Daily Needs



Housing and Affordability

- Rising costs are pushing residents out of their neighborhoods
- Seniors and first-time buyers struggle to find affordable, accessible homes
- Gentrification and property taxes are concerns

Transportation Challenges

- Long waitlists, limited coverage, and limited schedules
- County lacks regional coordination and alternatives to cars

Infrastructure and Roads

- Rapid growth is straining roads and traffic systems
- Infrastructure needs modernizing to support expansion

Safety and Crime

- Fear of bullying or targeted theft reported in some groups
- Concerns about lack of patrol or security in some neighborhoods

Jobs and Economic Support

- Concerns about rising cost of living outpacing wages
- Youth mention limited job prep and adult mentorship

Early Childhood and Youth Service

- Parents and community members emphasize early intervention, mental health access and stronger support systems
- Access to affordable, reliable childcare was noted as a barrier

“There are no sidewalks in our area, making it dangerous for anyone who needs to walk outside, especially children, seniors, and families without cars. It’s a serious safety concern that needs attention.”

-Hispanic Community Focus Group

“I have to take an Uber when I can afford it. I would have to get on a bus at 5am to get to work so there would be no one there to get my son ready for school. I don’t have any other options.”

-MAC Focus Group



“I’m concerned about how younger generations, including my own children, will be able to afford housing.”

-Male Focus Group

“There is a perception that Indian communities are affluent, which has unfortunately made our neighborhoods targets for crime. Our cars and homes have been broken into, and it feels like we are being singled out. People seem to know that we are less likely to own firearms, so they bypass other homes and specifically target ours.”

-Indian Community Focus Group

“A lot of people care, but they don’t know how to plug in. We need more entry points for community involvement.”

-Blue Zones Community Voices

“We don’t know what’s going on in the community unless someone here tells us.”

-LunchPlus Focus Group

Community & Social Environment

Key Informants



- Housing:
 - Affordability was rated a very significant issue by 93%, with homelessness and substandard housing also major concerns.
- Transportation:
 - Public transportation and long commutes were cited as very significant by over half of respondents.
- Built Environment & Infrastructure:
 - Road maintenance was seen as a very significant concern by 35%, and pollution by 20%.
- Community Safety:
 - Neighborhood safety and gun/firearm safety were identified as somewhat to very significant.
- Social Disparities:
 - Employment, education, and health disparities were top-rated as very significant issues (40–55%).

Community & Social Environment

Assets and Strengths



- Residents — especially older adults and those in long-established neighborhoods — noted close-knit relationships, church communities, and neighbors who look out for one another.
- Community-based programs (LunchPlus, youth clubs, El Puente, churches, and neighborhood groups) were praised for creating a sense of belonging and purpose.
- Youth expressed a desire to contribute to the community, and many adults noted high civic pride and a willingness to get involved.
- Some key informants acknowledged improvements in public amenities and noted local government efforts to address transportation and housing — even though needs persist.
- Key informants recognized Cabarrus County's unique spirit of cross-sector collaboration, which helps drive momentum on complex community issues.



Opportunity: Build on trusted community anchors and shared pride, while addressing distribution of infrastructure and access to safe, connected spaces.

EXPERT INSIGHTS: *A Round Robin Recap*



Chronic Disease



Dr. Alicia Primus

Community Impact Director
Cabarrus Health Alliance

6:00

Access to Healthcare



Dr. Megan Easterday

Medical Director
Cabarrus Health Alliance

6:00

Oral Health



Dr. Elly Steele

Dental Director
Cabarrus Health Alliance

6:00

Aging Population



Emma Hand

Director of Business Operations
Atrium Health Cabarrus

6:00

Behavioral Health



Dr. Kamilah McKissick

Behavioral Health Director
Cabarrus County DHHS

6:00

Employment/Workforce



Stephanie Burleson

Business Support Manager
Cabarrus Economic Development

6:00

Early Childhood



Ann Benfield

Executive Director
Cabarrus Partnership for Children

6:00

K-12 Education



John Basilice

Director of Student Services
Kannapolis City Schools



Amy Jewell

Director of Student & Family Support
Cabarrus County Schools

6:00

Environmental Factors



Jennifer Hatley

Director of Environmental Health
Cabarrus Health Alliance

6:00

Healthy Lifestyles/ Physical Activity



Taylor Morris

Program Manager

City of Concord, Parks & Recreation

6:00

Housing



Ed Hosack

Chief Executive Officer
Cooperative Christian Ministry

6:00

Injuries, Crime and Violence



Ashlie Shanley

District Attorney
Cabarrus County

6:00

Sexual Health and Communicable Disease



Udo Obiechefu
Epidemiologist
Cabarrus Health Alliance

6:00

Substance Use



Kristen Klinglesmith

Behavioral Health Assistant Director
Cabarrus Health Alliance

6:00

Transportation



Jaime Tippett Poe
Transit Manager
Concord Kannapolis Area Transit

6:00

The background consists of a repeating pattern of colorful speech bubbles in shades of light blue, yellow, pink, and orange. Each bubble contains a light blue question mark. The bubbles are arranged in a grid-like pattern, overlapping slightly.

Questions?

TIME FOR A
Break

Healthy Cabarrus Website

The screenshot displays the website's header with the logo for the Cabarrus Health Alliance (CHA) and navigation links for About Us, Services, How Do I?, and Contact. A search bar is located on the right side of the header. Below the header is a banner image of a brick building. On the left side, there is a vertical menu with icons and labels for Jobs, Community Data, Board of Health, and Report Concern. The main content area features a sidebar with a list of categories including Adolescent Health, Cooking Classes, Diabetes, Healthy Cabarrus, Healthy Together 5210, Kids Cooking Camp, Lifestyle Medicine, Living Healthy with Chronic Disease, Worksite Wellness, and Yoga. The main content area displays the title 'Healthy Cabarrus' and the organization's logo, which includes the letters 'hc' and the text 'Healthy Cabarrus Partnerships For Life'. Below the logo is a section titled 'Healthy Cabarrus Overview' containing a mission statement and a 'Who We Are' section. A chatbot window is visible in the bottom right corner with the text 'Hi 🙌, how can I help?' and a small CHA logo.

CHA CABARRUS HEALTH ALLIANCE

[About Us](#) [Services](#) [How Do I?](#) [Contact](#)

[Jobs](#)
[Community Data](#)
[Board of Health](#)
[Report Concern](#)

[Adolescent Health](#) +
[Cooking Classes](#) +
[Diabetes](#) +
[Healthy Cabarrus](#)
[Healthy Together 5210](#)
[Kids Cooking Camp](#)
[Lifestyle Medicine](#)
[Living Healthy with Chronic Disease](#)
[Worksite Wellness](#)
[Yoga](#)

Home > Services > Community Health Programs > Healthy Cabarrus [View archive](#)

Healthy Cabarrus

Healthy Cabarrus Overview

Mission Statement: The mission of Healthy Cabarrus is to unite and commit time, talents, and financial resources to create a healthy community and a hopeful future for all citizens.

Who We Are: Healthy Cabarrus was created to utilize the cooperative strength of many community partners to identify and address health and quality of life issues in Cabarrus County. This cross-sector collaborative includes representatives and leaders from healthcare, government, ...

Hi 🙌, how can I help?

CHNA Secondary Data

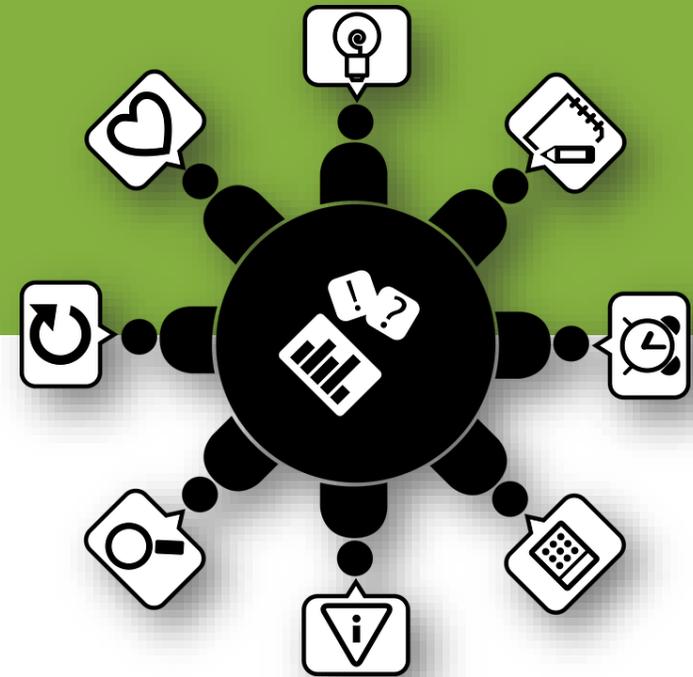


2025 CNA SECONDARY DATA

PRESENTATI TOPIC	DATA	LOCATION	DATE RANGE	SOURCE	LINK	
12/19/2024	Population Demographics	Population Growth	Cabarrus	2005-2023	Metopio (ACS)	https://metop.io/i/9iapuo7e
12/19/2024	Population Demographics	Population Growth	Cabarrus	2010-2023	Metopio (ACS)	https://metop.io/i/9iapuo7e
12/19/2024	Population Demographics	Regional County Population Growth	Cabarrus, Rowan, Iredell, Stanly, Gaston	2010, 2020, 2023	U.S. Census (ACS)	https://www.census.gov/quickfacts/fact/table/iredellcountynorthcarolina,rowancountynorthcarolina,gastoncountynorthcarolina,stanlycountynorthcarolina,cabarruscountynorthcarolina/POP060210
						https://www.census.gov/quickfacts/fact/table/hendersoncountynorthcarolina,unioncountyn

WEIGHING THE ISSUES:

Small Group Deliberation



Goal: Help evaluate the topics being considered for priority selection using five key criteria.



Magnitude of the Issue

- How many people are affected? Is the issue increasing in prevalence or severity?



Seriousness of the Impact

- How severe are the health, economic, or social consequences of the issue?



Health Disparities / Equity Impact

- Are certain populations more affected (e.g., by race, income, geography)? Will addressing this issue help reduce inequities?



Community Perception and Concern

- Was the issue frequently mentioned in surveys, focus groups, or other input? Do community members feel strongly about it?



Feasibility / Capacity to Address

- Are there resources, partnerships, or infrastructure in place to make progress? Are there evidence-based or promising strategies available?

Instructions for Small Group Deliberation

Join a group of 5-6 neighbors.

Choose roles to help guide your discussion:

- Facilitator: Keeps the group moving and ensures all voices are heard..
- Timekeeper: Helps keeps an eye of time and pace.

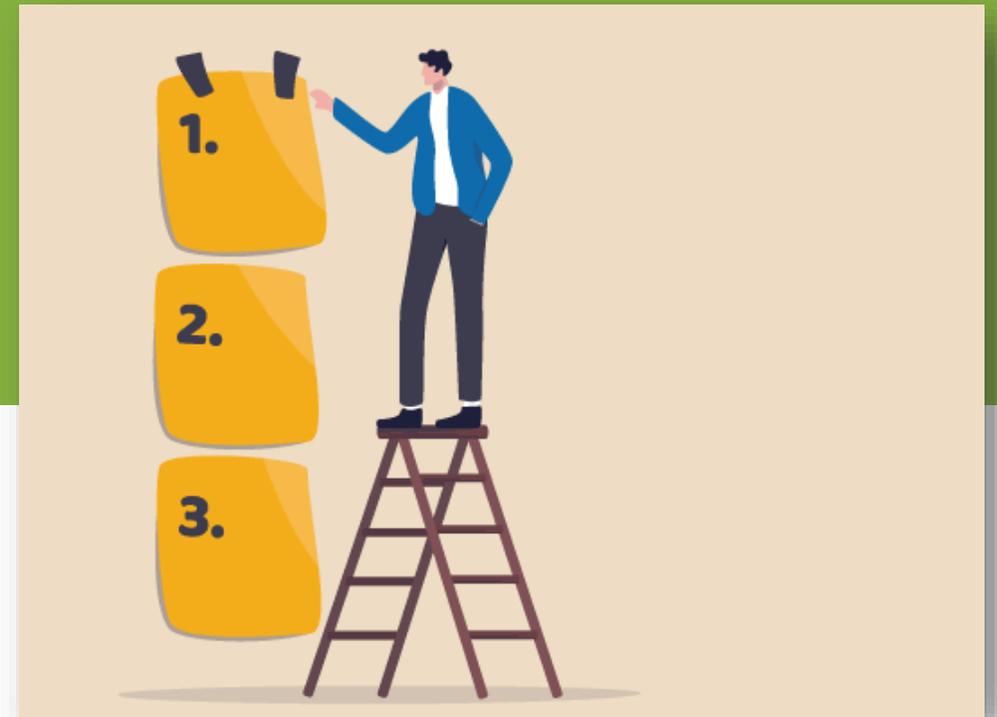
Discuss and score each topic on your worksheet using the 5 criteria (1=Low, 2=Medium, 3=High).

Use the scores to guide your discussion.

Wrap up with a quick group reflection: Are there any issues that stood out as especially important or complex?

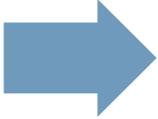


FROM DIALOGUE TO DECISIONS: *Priority Voting*



Priority Voting Instructions

Round 1: Narrow the Field



- You will receive 3 dots.
- Place one dot on each of the topics you believe are most important (no stacking).
- You may vote on any 3 of the 15 topics
- The top 5-7 topics with the most dots will move to Round 2.

Round 2: Final Voting



- You will receive 3 new dots.
- Place one dot per topic on the finalists you believe you should be top priorities (no stacking).
- The top 3 topics with the most dots will be selected as the community's priorities.

Round 3: Tie-Break Vote (If Necessary)

- In the event of a tie in Round 2, only the tied topics will be posted.
- You will be given 1 dot to vote again.
- The topic with the most dots will be selected as the community priority.

Top 3 Priorities

Based on your thoughtful votes!

1

Priority

2

Priority

3

Priority

CLOSING REFLECTIONS & *Looking Ahead*



A group of people are seated around several long tables in a bright, modern meeting room. They appear to be in a collaborative meeting or workshop, with some looking at documents and others talking. The room has large windows on the left, a kitchen area with dark cabinets in the background, and an exit door with a red sign. The overall atmosphere is professional and focused.

“The best way to predict the future is to create it together.”

-Peter Drucker

**WE WANT
TO HEAR
FROM YOU!**

<https://forms.office.com/r/T3MN1jNrwc>

Community Planning Council
Meeting Feedback - Final
Session/Voting Retreat



Healthy Cabarrus

**THANK
YOU!**

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