McDowell County F.A.C.E.S.
(Families, Agencies, Children Enhancing Services)

2012 Impact Report

P.O. Box 426
Welch, WV  24801
304-436-5255
(fax) 304-436-5256

facesfrn@yahoo.com
facesfrn.com
McDowell County FACES 2012 Impact Report

McDowell County FACES was created in 1997 as the Family Resource Network and was incorporated to be a neutral table where stakeholders could come, share issues, concerns, resources, and needs that could be put into a strategic plan of action to eliminate the gaps in services for children and families. The past 15 years have been successful in mobilizing agencies and consumers of services to identify those gaps and successfully put in place programs and strategies to make services more available to families.

**Vision:** To be the consumer voice in McDowell County for families and children’s services.

**Mission:** To facilitate the development of service delivery systems which encourage self respect, self determination, assess to timely services and opportunity for input by all citizens.

**Stakeholders:** The Stakeholders in McDowell County FACES include consumers of service, community people and service providers. We have a large number of services providers at the table to review their programs and develop collaborative partners while trusting their counterparts to be the Board Members. To accomplish our vision, we value the input of consumers of service and depend on them to take lead roles in decision making. We provide training for our Board Members to assist them in facilitation, planning and assessments.

In meeting our vision, mission and goals, we incorporate the assistance of personnel from many service provider agencies. The services include alcohol, tobacco and other drug prevention, teen pregnancy prevention, child abuse and neglect prevention, Family-Centered Practice training, resource directory distribution, health issues, and sustainable communities. We invite individuals from the community to become part of the networking that provides assessment, planning, mobilization, implementation, and evaluation processes for these projects.

**Needs Assessment:** McDowell County remains 55th in WV, with 55 being worst, for child and family well-being. Demographics for McDowell come from Kids Count Data Book 2011; Social Security Administration 2010; County Health Rankings, 2012; US Census; Division of Criminal Justice; Prevention Resource Center; and WV DHHR Vital Statistics 2011. According to these sources McDowell County, West Virginia has 22,113 residents of which 3,561 are under 18 years of age and 1,451 under age six. The total African American population is (11.2%) and there is only 1% of any other race. The total population over age 65 in 2006 was 3,094, the highest per capita percentage in the US. As of September 2011, there were 3,567 total students enrolled in McDowell County.

The number of population receiving social security and/or SSI in 2010 is 10,258. McDowell County’s per capita income is $10,174 and 47.0% of McDowell’s children live in poverty. The poverty rate for families with children headed by female with no husband present is 86.9%. The percentage of children that qualify for free and reduced meals is 82.6%. The percent of children under age 6 who live in families with parents in the labor force is 27.6%. The unemployment rate is 12.8%. There are 23.1/1,000 substantiated cases of child abuse and neglect in McDowell County.
State and National Data from the Center for Disease Control Patterns of Abuse Among Unintentional Pharmaceutical Overdose Fatalities, December 10, 2008, vol. 300, #22 JAMA indicates that deaths due to overdosing increased in WV by 550% from 1999 to 2004 placing WV as the number one state in the US for deaths due to drug overdose. This study demonstrated that McDowell County was the highest (58.3%) of all deaths having diverted pharmaceutical use. Since 2004 the overdose rate has quadrupled in McDowell County. The Center for Disease Control identified the risk factors for prescription deaths as being male, having less education, and living in the most impoverished counties of the state.

WV Office of Maternal, Child and Family Health list McDowell with 13.25% for premature births, 12.91% in low birth weight infants, and 16.56% for infant mortality with all three excess of the state rates. More than 90% of children currently in custody are there because of drug issues in the home. WV DHHR identifies the teen birth rates in 2009 for youth ages 15-19 as 652 female population and 69 births. At the Welch Community Hospital in 2011 there were 115 births with 40+ born with substance exposure.

There are no YMCA/YWCA, skating rinks, arcades, teen centers, and teen courts in McDowell County. Limited facilities or activities include swim teams, skate parks, tennis courts, boy and Girl Scout troops, National Guard Junior Special Forces Mentoring Program, 4-H clubs, weekend supervised activity or gathering sites, recreation centers, youth clubs, faith-based activities, and organized sports outside school environment. Computer social networking, cell phones, and video games in homes and/or friends’ homes take precedence over outdoor activities. There are few employment opportunities for youth.

According to the 2012 WV Profiles from the Bureau of Public Health McDowell ranked number one in deaths due to diabetes and intentional injuries, number two in deaths due to heart disease and number three in unintentional injuries, pneumonia and influenza. McDowell now ranks 4th in death due to obesity issues.

This impact report covers the goals for FACES and incorporates the Health Opportunities for Positive Education (HOPE) Coalition. The HOPE Coalition was co-founded by FACES and McDowell Rural Health Advisory Council and came under FACES when the Council closed its doors.

**County Goal:** *McDowell County will achieve and maintain good physical and mental health.*

The Health Opportunities for Positive Education (HOPE) Coalition has been in existence since 2001 and has worked to create systems change, remove barriers to service delivery, as well as implemented new projects to fill gaps in services. The HOPE Coalition focuses on increasing both parent and youth knowledge and skills in addressing problem behaviors. The HOPE Coalition is a community coalition that promotes health, youth, at-risk youth and anti-drug initiatives. The partners educate for policy and environmental changes to reduce health risks including cancer, teen pregnancy, obesity, child abuse, diabetes, domestic violence, and substance abuse. Current initiatives include:
**Breast Cancer Awareness:** McDowell County FACES received the Susan G. Komen for the Cure grant to provide Circle of HOPE education meetings for 250 women, in-home education classes for 10 women, 40 clinical breast examinations, and provide 10 mammogram certificates as needed. Utilizing contract specialist, Shelia Muncy, the program worked closely with McDowell County Health Department, Bonnie’s Bus, WV Breast and Cervical Cancer Screening Programs, Welch Community Hospital, and Kelly Medical Services to provide the clinical services. She also networked with agencies, churches, schools, and community to complete 39 Circle of HOPE meetings with 467 in attendance, 55 in-home sessions, 40 Clinical Breast Examinations, and 9 certificates for mammograms. The need for mammogram certificates appears to be small however through this program multiple women were referred to WV Breast and Cervical Screening Program where their screening and diagnostics costs were covered based on eligibility criteria. Shelia also completed nine community events whereby 938 additional individuals obtained literature on breast health. These numbers came from the following: a survivors dinner where 30 women were able to get together and form a support group and share their stories; River View High School provided youth through their volley ball and football games which spent the month of October highlighting breast cancer at their events; 100 individuals participated in a breast cancer walk and 50 participated in a health fair.

**Healthy Lifestyle Challenge:** The HOPE Coalition completed the McDowell County’s Healthy Happy LifeStyle Challenge as an opportunity for residents to take positive steps to improve their lives. Through a team competition and a grand prize for the winning team, the Challenge provided motivation and support for residents to begin and continue making a wide range of changes that will support their physical, emotional and mental health, with benefits for the community as well. The Challenge was a project jointly sponsored by the McDowell County Community Collaboration Team, a program of the WV Community Development Hub and the McDowell County HOPE Coalition. During the challenge period the results of the challenge were:

- 11 Teams (54 participants) signed up for the Challenge;
- 7 Teams (34 participants) completed the Challenge and turned in the required paperwork;
- 2,828 servings of vegetables and 2,366 fruits were eaten;
- 182 (frequency) religious services were attended;
- 79 (frequency) education workshops were attended;
- 80 (frequency) community events were attended;
- 18 people took their medications as prescribed;
- 15 people helped a child with their homework;
- 136 hours of community service were conducted by participants;
- 32 (frequency) government meetings were attended;
- 89 (frequency) visits to ‘new businesses’ were conducted by participants;
- 45 referrals to the West Virginia Tobacco Quit line were made;
- 35 referrals to the West Virginia Rx Abuse Quit line were made;
- 16 participants made their car emergency response kits;
- 14 participants made their home emergency response kits;
- 23 participants helped with some form of a youth group;
- 11,328 ounces of water were drank by participants;
- During the Challenge, 12 participants participated in a workshop on budgeting;
- During the Challenge, 11 participants participated in a workshop on Parenting;
During the Challenge, 10 participants participated in a workshop on Healthy Marriages;
During the Challenge, 3 PAPs or Prostate Exams were completed by participants;
During the Challenge, 2 participants had mammograms or took a friend to have one;
During the Challenge, 8 smoke free home and car policies were implemented;

The Challenge demonstrates that provided the resources and incentives, individuals will work together to become more involved, learns about what is happening in the county and improves their health. Several of these individuals continue their physical programs today.

**Wellness Council:** McDowell County FACES and the HOPE Coalition representatives are members of the Board of Education Wellness Council. The members are working with the schools to provide resources. FACES provided data for the Highmark Foundation to initiate Community Schools Choices program. If funded the initiative will include physical fitness and healthy eating.

**Center for Disease Control Community Transformation Grants:** FACES assisted the Kanawha Charleston Health Department with setting up meetings in McDowell County to include Wyoming and Mercer at the South Central Community Collaborative, provided information on the grant opportunities and is currently working with the Department to implement the work plan for the grant that was received.

**Other Health Services:** The Irving Einbinder Foundation provided $5,500 to assist individuals with dental services. FACES is the fiscal agent to network with the providers to assist these individuals. Individuals and agencies are not permitted to make solicitations for any purpose however; the Foundation staff makes the contacts with FACES with the clients to serve.

**County Goal:** McDowell County children will be ready to succeed in school

**Parents As Teachers:** McDowell County FACES was approached by the Bureau of Health and Health Facilities to introduce grant funding opportunities for prenatal through age 5 programs. FACES invited all agencies currently providing services similar to the guidelines and representatives from BHHF attended the HOPE meeting to explain the initiative, select an agency, and the program that would be used. As the neutral table, the group selected Community Crossing to be the agency and Parents as Teachers to be the program. The staff has been hired and networking has occurred to recruit participants for the program.

**Dropout Forums:** FACES was contacted by the Board of Education to assist in community forums for dropout prevention. Donald Reed, Shelia Muncy, and Kathie Whitt completed four forums to discuss attendance, behavior and course performance and how each of these play a role in whether a child stays in school. After the forums were completed, moderators attended meetings with the school personnel to complete grant opportunities for adding additional social workers, after school programs, and other prevention initiatives.

**Reconnecting McDowell:** FACES is on the board of the Reconnecting McDowell and attends their meetings to provide data. Through information provided social workers have been placed in schools.
County Goal: *McDowell County will possess marketable skills and have access to good jobs.*

*Community Collaborative Team (CCT):* The participants of this initiative completed all training and activities for the program. The members are currently updating the Blueprint Plan by hosting community forums on each topic area. FACES is charged with the written document and the members will seek funding to print the product.

*Wastewater Treatment Coalition:* FACES Executive Director serves as the Chair of this Coalition. The Ashland system is operational. From Ashland to McDowell on-site systems are going in. Crumpler has had some preliminary work completed for design. The Public Service District (PSD) is working closely with the Coalition to identify areas of service available and guidance for work needed. Coalition members worked with DEP to acquire addition on-site loan programs for residents in McDowell to place septic systems on their properties at a low interest rate and regardless of income.

County Goal: *McDowell County parents will have adequate resources to protect, nurture, educate and support their children.*

*Child Abuse, Domestic Violence:* The HOPE Coalition and FACES meetings provide opportunity each month at their meetings for SAFE and Stop the Hurt Child Advocacy Center to network with agencies for services and to identify needs or issues related to these.

*South Central Community Collaborative:* As a member of this Collaborative, FACES continues to be instrumental in the Service Array Resource and Capacity Development Plan initiatives specific to substance abuse.

*Substance Abuse:* The Health Opportunities for Positive Education (HOPE) Coalition is the recognized Coalition for substance use and abuse prevention and has a good collaborative relationship between its sectors and the community, providing opportunity for networking, training, and sharing available resources. The HOPE Coalition has 25 members including two youth. Utilizing assessment data collected through multiple venues, the members of the HOPE Coalition have participated in the processes of planning and implementation of programs listed below, strategies, and projects to ensure capacity building and sustainability. A Prevention Coordinator was hired in September 2011 and to date has completed the following trainings: WV Association of Alcoholism and Drug Abuse Counselors (WVAADAC); It Takes a Team; Peers Making Peace; Suicide Prevention; Preparing Behavioral Health Agencies to Meet the Needs and Service Members, Veterans and Families; Advocacy in Action; True Colors; Training for Intervention Procedures (TIPS); Second Step; Bath Salts; Students Against Destructive Decisions (SADD); Screening Brief Intervention and Referal to Treatment (SBIRT); and Keep A Clear Mind. Specific initiatives under the HOPE Coalition Substance Abuse Task Force include:

**Keep A Clear Mind:** is a take-home drug education program for elementary school students in grades 4-6 (ages 9-11) and their parents. Through an ARC grant, teachers and members of the HOPE Coalition implemented the program into all McDowell County middle schools with 280 sixth grade students participating. KACM is designed to help children develop specific skills to
refuse and avoid use of "gateway" drugs. The program consists of four weekly lessons based on a social skills training model: Alcohol, Tobacco, Marijuana, and Tools to Avoid Drug Use. Each lesson introduces the topic for the week and is followed by a sequence of five activities to be completed at home with a parent. The activities include answering a simple question about drugs, listing reasons not to use specific drugs, writing "No" statements to resist social pressure to use drugs, selecting from a list of alternatives the best ways to refuse and avoid drugs, and completing contracts to refuse and avoid drugs. Small incentives such as T-shirts, bracelets, stickers, and bookmarks are provided to students who return their completed lessons within the indicated period. Parent newsletters prompt parents to reinforce their children for practicing saying no to drugs and provide specific behavior tips for communicating with children about how to avoid drug use. There were a total of 280 students who participated in the program. We felt that there is a clear difference in perception of the level of parent/child communication and involvement. Parents have a tendency to think they are communicating clear messages to their children and are involved sufficiently in their lives and activities. The pre and post surveys clearly indicate that youth do not necessarily share this perception and in fact demonstrate that they do not feel their parents communicate clear messages or are as involved as they should be. Pre and posttests demonstrated a 40% increase in communication between youth and parents on substance use and good choices. In additional comments offered by the youth and parents, of those involved with their activities, the majority were related to sports, awards programs, or dances.

Suboxone Program: The clinic is being developed through cooperation between county leaders, Southern Highlands, and West Virginia University. As part of the plan, doctors from WVU will teleconference with patients at the clinic as part of the treatment services. Judy Aker, Director and Chief Executive Officer of Southern Highlands Community Mental Health Center in Welch states that the treatment will include group therapy and WVU will supply a psychiatrist who can order the Suboxone for the clients. Suboxone helps people get off opiates, but unlike methadone it completely weans the person off in a year or so rather than making them dependent on it. These groups will be co-ed groups of men and women. Once a client completes his or her treatment in a 12-month period, they go off Suboxone and no longer have to keep up with group therapy. When one client completes his or her treatment, it will open up space at the clinic for another client.

Women’s Treatment Facility: The women’s 10-Bed treatment facility as currently proposed, the clients at the all-female facility will be detoxed at a hospital or crisis unit before beginning treatment at the facility. The project had been delayed due to the challenge of finding available land outside of the flood plain. However, a site has now been selected, and construction is expected to begin in the spring 2013. Building should be completed and up and running by mid-summer or early fall.

SBIRT: HOPE Coalition sector members Southern Highlands and Welch Community Hospital are introducing Screening Brief Intervention Referral to Treatment (SBIRT). The staff of FACES has received training on SBIRT and the basics of SBIRT are the same no matter where the services are provided. All patients in participating emergency rooms, primary health clinics, campus health centers, or other health care venues automatically undergo a quick screening to assess their alcohol and drug use. If they’re at risk of developing a serious problem, they receive
a brief intervention that focuses on raising their awareness of substance abuse and motivating them to change their behavior. Patients who need more extensive treatment receive referrals to specialty care. Partners are working with Walter Garrett to get SBIRT in Welch Community Hospital.

**Alternative Sentencing Program:** HOPE Coalition sectors opened the alternative sentencing program which provides non-violent McDowell County offenders services they can perform in lieu of jail time, as well as other programs that specifically address drug addiction.

**Permanent Drop Box:** The HOPE Coalition and Sheriff’s Office began negotiations with the Stevens Correctional Center to place a permanent prescription drug disposal box which would be available for those wanting to dispose of their unused or expired medications. The locked box is similar to a mailbox. Once unwanted pills are dropped in, they cannot be removed nor can anyone reach into/through the door.

Education components of the initiative will include materials on flushing the medication not being environmentally safe. Throwing them in the trash makes them an easy target for thieves and pets or children may ingest them.

McDowell County Sheriff’s Department, members of the HOPE Coalition and Steven’s Correctional Center have been working to get a box built and placed inside the Sheriff’s Department. Martin West, Sheriff stated he would be getting the dimensions of the proposed box to the Correctional Center and this box will be placed as soon as possible.

**Take Back Days:** The HOPE Coalition participates in the National Drug Take Back Days aimed at providing a safe, convenient and responsible means of disposing of unused, unwanted prescription drugs. McDowell County FACES along with members of the Sheriff’s Department and HOPE Coalition have partnered to participate in three of the four events held. McDowell County residents have turned in 167 lbs. at these collection sites. DEA has scheduled another event to be held October, 2012.

**SYNAR:** Funded with Federal Substance Abuse Prevention & Treatment (SAPT) block grant funds administered through the West Virginia Department of Health & Human Resources; Bureau for Behavioral Health & Health Facilities, the See Red material was sent to all retailers in the state. The retailer education material consists of two flyers (for display purposes), a brochure, and stickers for registers to remind clerks of the law. The message contained in the material tells the retailer to be aware that it is illegal to sell tobacco products to youth under the age of 18. Tobacco products include: cigarettes, cigarette papers, pipes, cigars, blunts, small cigars (cigarillos), snuff, and chewing tobacco which includes snuff and other types of tobacco products. Retailers are also advised to always ask for ID when selling tobacco products and make sure that the ID isn’t false. Members of the HOPE Coalition collaborated with WV State Police and Trooper Tupper to ensure merchants and their employees were in compliance with WV State Code 16-9A-2 and federal FDA regulations. Any clerk who sells tobacco products to a youth compliance inspector during Synar compliance inspections will be cited, on the spot, by a law enforcement officer. The store owner/corporation will also be cited. The clerk/store owner/corporation will not only have to pay a fine but will also have to pay court costs. Due to
illness in FACES staff family, Biddy Bostic completed the SYNAR checks with Trooper Tupper which resulted in no sales.

**McDowell County Day at the Legislature** : The HOPE Coalition and FACES assisted in the planning and preparation for the event by recruiting speakers for Suboxone Clinics and data sets.

**County Goal:** *McDowell County's children and families will live in permanent stable homes.*

As a member of the SAFE Housing and Economic Development Board of Directors, FACES is a part of the housing opportunities for families. These opportunities include rental and individual units which offer WV Housing, USDA, HUD, and other financial support. FACES and SHED are working with Reconnecting McDowell, EDA, and Bureau of Corrections to assist in housing opportunities for middle and upper income households including teachers and corrections employees.

**County Goal:** *McDowell County will have a sustainable Family Resource Network that is a planning, mobilizing, implementing, and evaluating entity among its organizations.*

McDowell FACES submitted news articles throughout the year to the local newspaper, PSAs, brochures and flyers etc. to advertise activities throughout the county. FACES has produced monthly newsletters that include pertinent information for McDowell County. FACES submitted and received grants from DHHR, Komen, Community Connections, and East Tennessee State University totaling $112,875.00 to support the initiatives of the work plan. FACES provided board training for the Alternative Sentencing Board of Directors. FACES Executive Director is a member of the SAFE/SHED Board; Wastewater Treatment Coalition Board, Reconnecting McDowell Board, Wellness Council, Federal Corrections Community Advisory Board, and Blueprint Communities/HubCap and Governor’s Task Force on Substance Abuse. FACES provides a website and paper resource directory, provides resources to local, regional, state, and federal entities for data, programs, etc. FACES will continue to be the consumer voice for children and families in McDowell County.