

High Country United Way

A Vision for Our Future

LIVE UNITED





Uniting people and resources to improve lives in the High Country

United Way's Traditional Approach to Improving Lives

Mobilizing
communities

to

support services
for individuals
and families

that

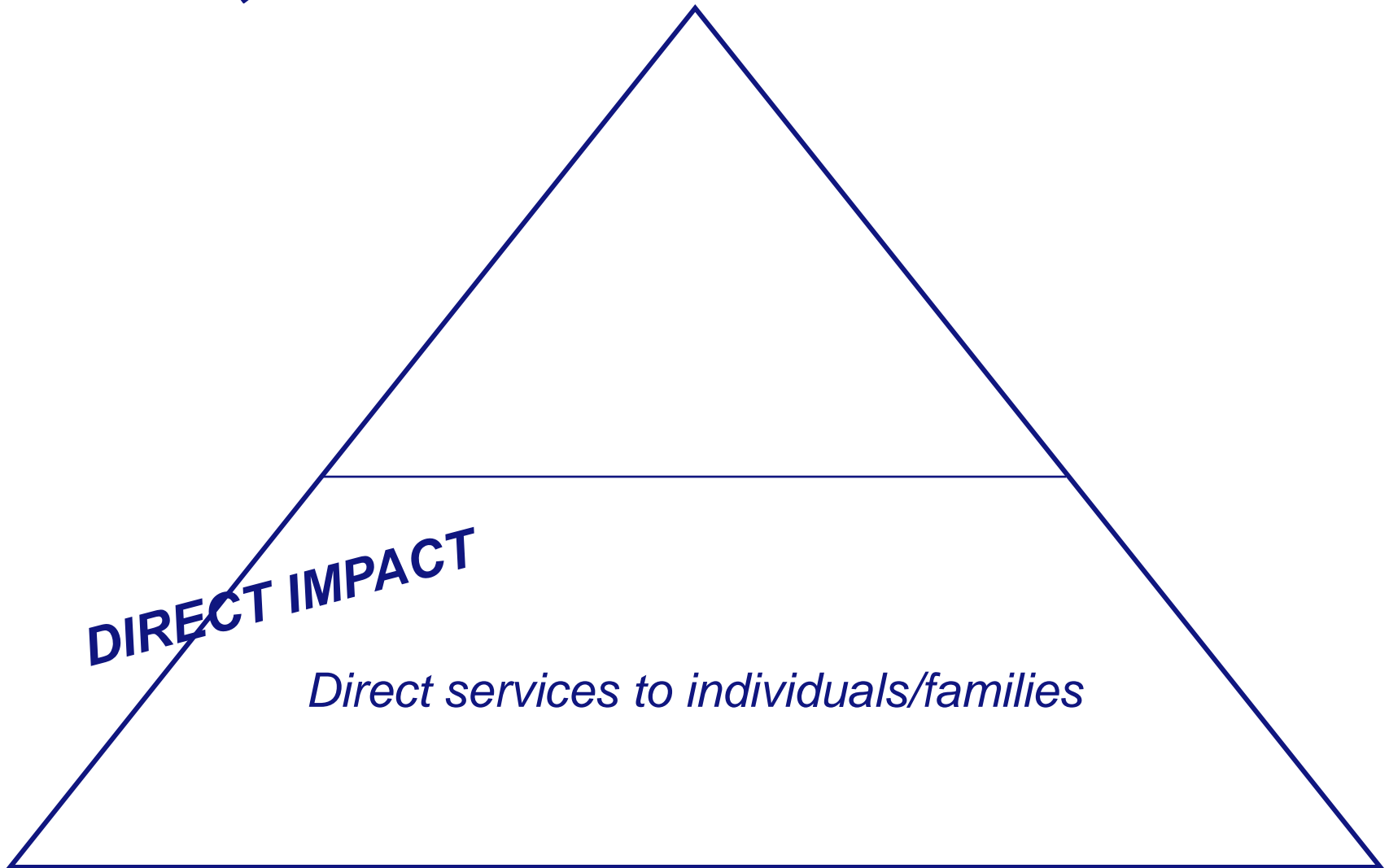
improve lives

*financial resources of
businesses and
employees*

of program clients

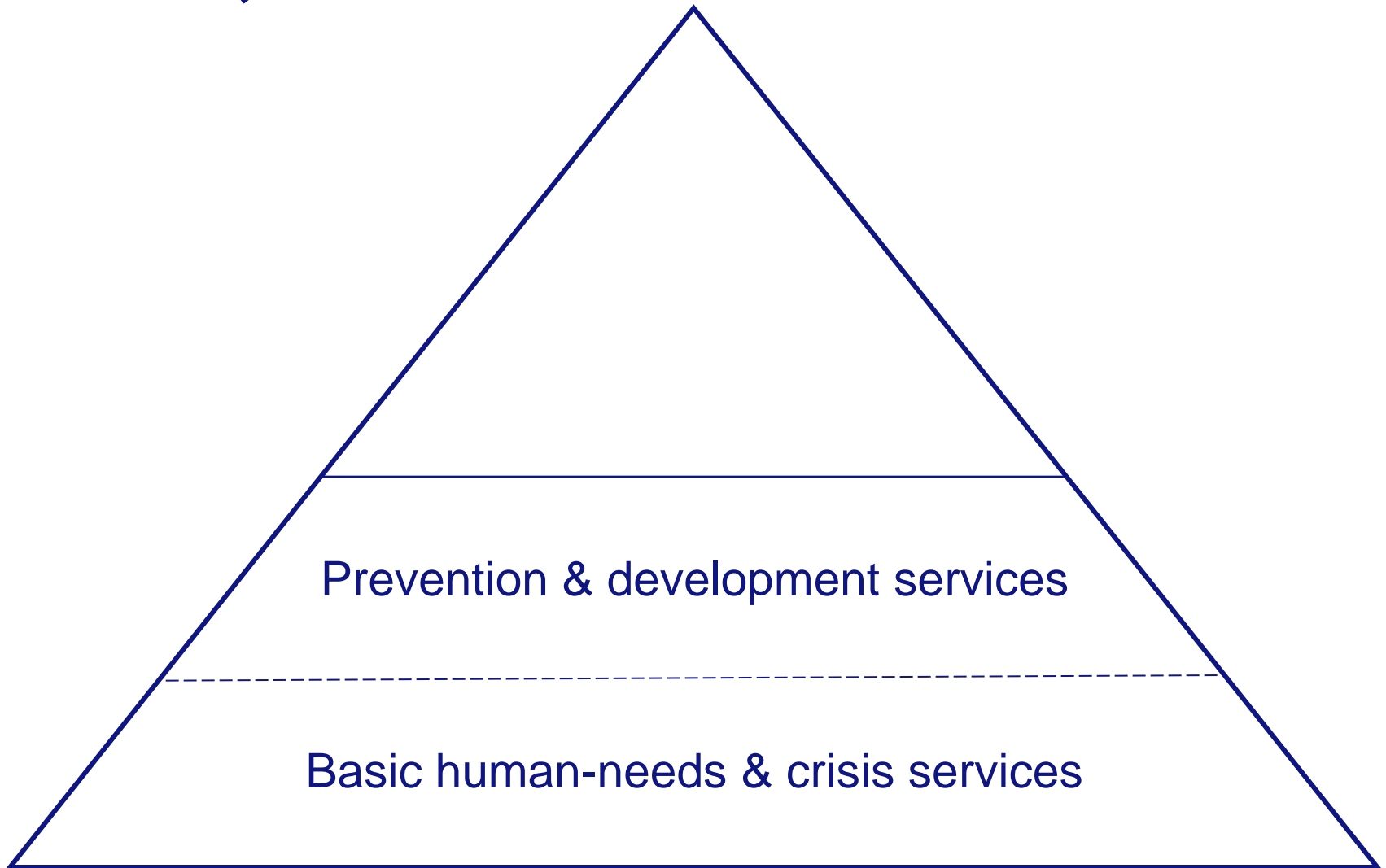
Improving lives

by investing in:



Improving lives

by investing in:

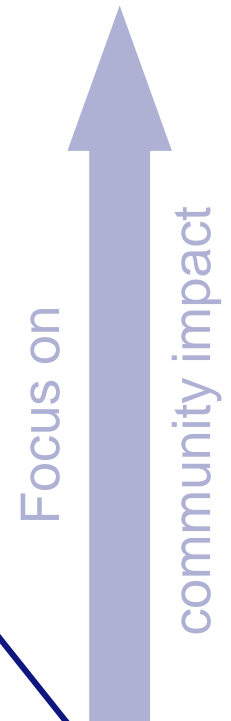


Improving lives

by investing in:

COMMUNITY IMPACT

*Lasting changes in
community conditions*



New Model for Improving Lives Uses Two Approaches

COMMUNITY IMPACT

*people, time, talent,
relationships, expertise,
technology, money, etc.*

create lasting
changes in
community
conditions

*of community
populations*

Mobilizing
communities

to

that

improve lives

*financial resources of
businesses and
employees*

support services
for individuals
and families

of program clients

DIRECT IMPACT

United Way. Advancing the Common Good

*Creating the opportunities for a good life for all by **focusing** on:*

Education

Helping Children & Youth
Achieve Their Potential

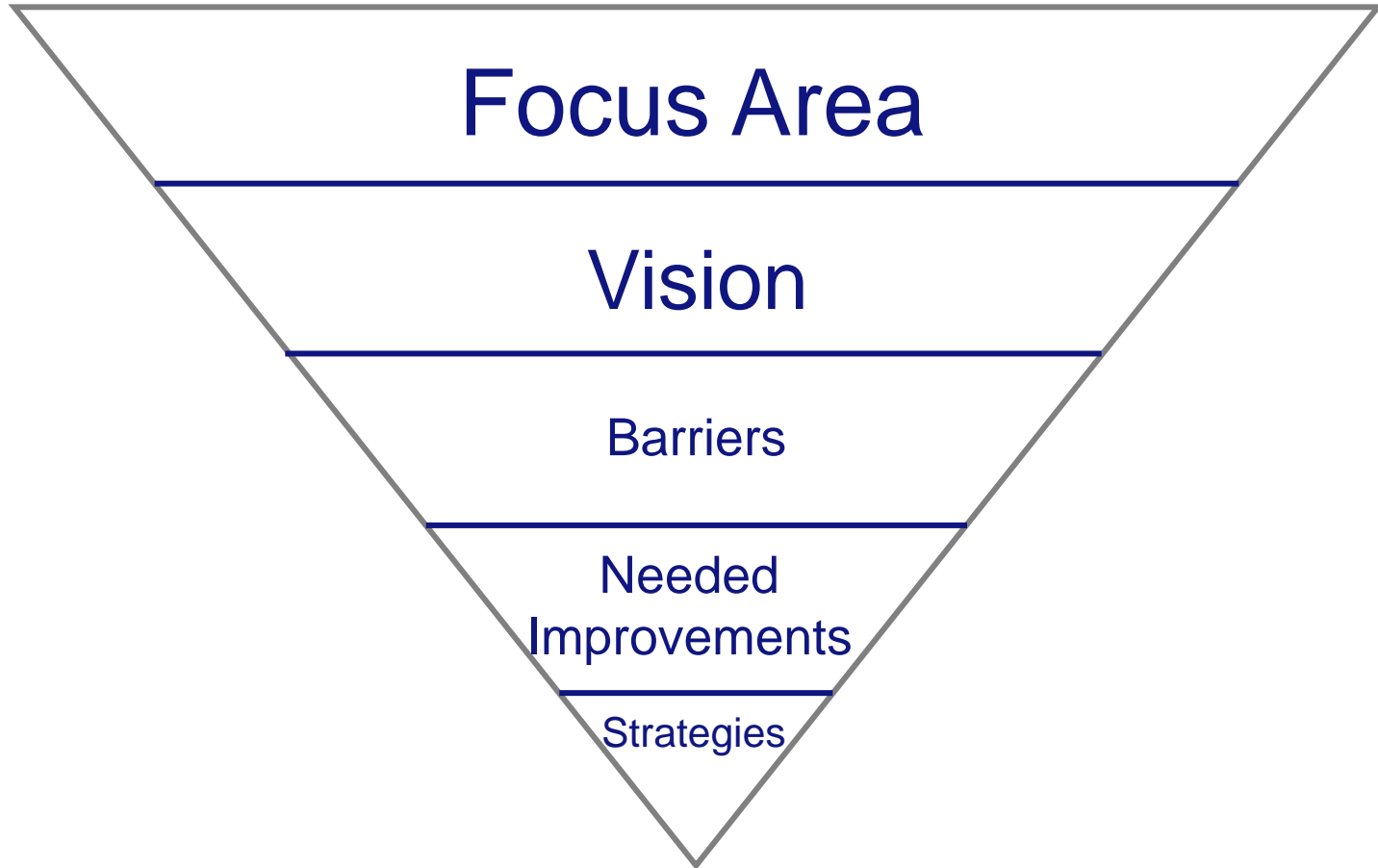
Income

Promoting Financial Stability
and Independence

Health

Improving People's Health

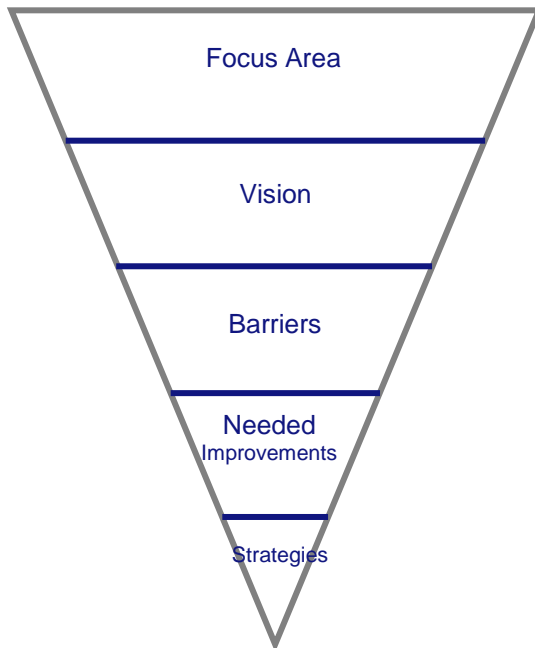
What “Focusing” Looks Like



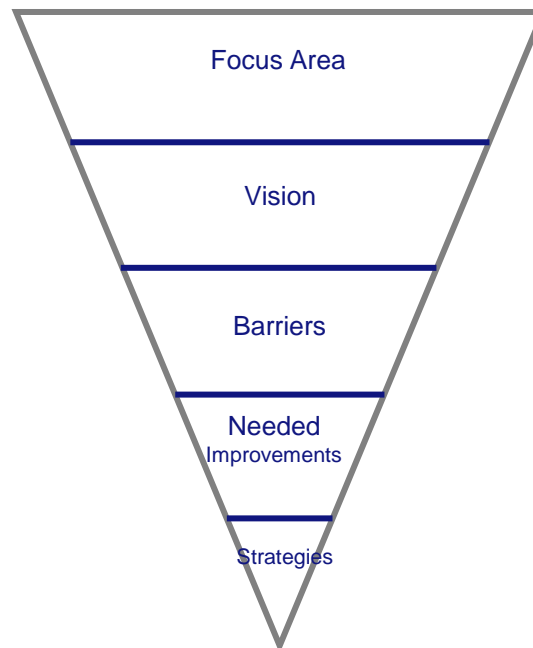
A strong, caring community

High Country Vision Councils were Commissioned to Address Each Focus Area In Avery and Watauga Counties

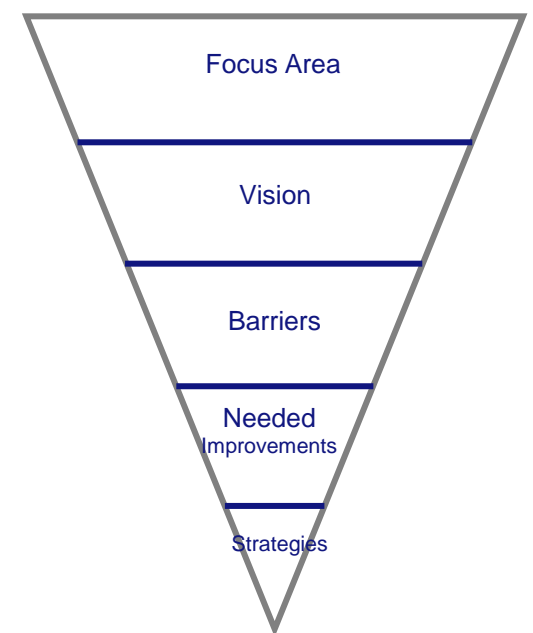
Education



Income



Health



Represented Community Organizations

- Boone Area Chamber of Commerce
 - Blowing Rock Chamber of Commerce
 - Blue Ridge Electric Membership Coop.
 - Employment Security Commission
 - Region D Council of Governments
 - Mayland Community College
 - Mountain Times Publications
 - Skyline Telephone
 - Town of Blowing Rock
 - Town of Boone
 - Watauga County EDC
 - Avery County EDC
 - New River Power and Light
 - Depts. of Social Services – Avery & Watauga
 - ASU
 - Appalachian Regional Healthcare
 - Healthy Carolinians
 - Community Care Clinic
 - Access Care of Blue Ridge
 - Toe River District Health District
 - Appalachian District Health Dept.
 - Smoky Mountain Mental Health
 - Avery & Watauga County Schools
 - Two Rivers Community School
 - Grandfather Academy
 - Avery & Watauga Coop Extension
 - Watauga Public Library
 - Watauga Opportunities
 - Committed and Knowledgeable Community Members
- **Funded Agencies**

With Special Thanks to Care Share Health Alliance

- Organization
- Facilitation
- Documentation
- Follow – up
- All Round Cat Wrangling

High Country Vision Council Vision Statements

Education: We envision a community where everyone has the opportunity for educational, social, and emotional growth throughout their lives.

Income: We envision a thriving community working together, fulfilling basic needs and creating economic opportunity for all.

Health: We envision an engaged, thriving community where the easy choice is the healthy choice, health is a cornerstone for community decisions, and health needs are met locally and affordably.

High Country Vision Council



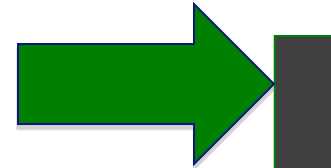
*What is ideal
community?*
October 2011

*What's in your
way?*
November 2011

*What do you do to move
barriers?*
Dec. – Feb. 2011

Aligning objectives
March 2012

*Specific roles, actions
needed*
April - August 2012



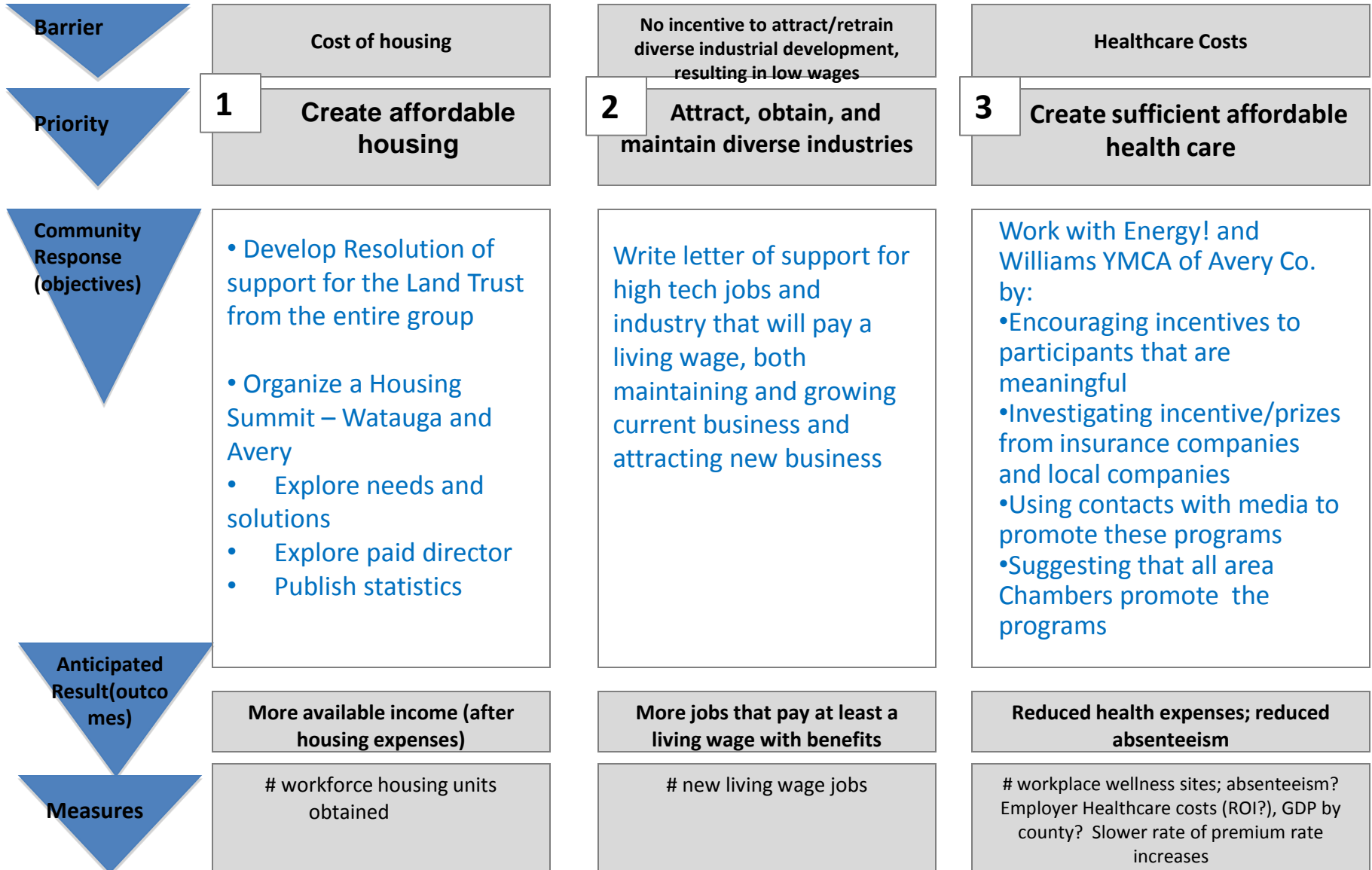
Community Impact Plan (E/H/I)

End Result ...for now

Fall 2012

INCOME

We envision a thriving community working together, fulfilling basic needs and creating economic opportunity for all.



HEALTH

We envision an engaged, thriving community where the easy choice is the healthy choice, health is a cornerstone for community decisions, and health needs are met locally and affordably.

Barrier

Lack an environment that supports physical activity and nutrition (accessible, affordable)

Lack of access and availability of health care; lack of insurance

Prevalence of Substance Abuse (tobacco, Rx, alcohol)

Priority

1 Create an environment that supports health

2 Provide needed health care & resources

3 Reduce substance abuse

Community Response (objectives)

By January 2014, enhance at least one aspect of the built environment in Avery and Watauga Counties

- Middle Fork greenway (Watauga)
- Enhance Banner Elk and Newland Trails (Avery)

By January 2013, add or expand at least one clinic in each county that provides primary care to residents regardless of ability to pay.

- By January 2014 create 5 formal multi sector partnership MOU's that strengthen policies and raise awareness to reduce substance abuse among youth by 10%.
- B) In partnership with Behavioral Health agencies, project Lazarus, and others, deliver a Rx overdose and abuse prevention program to decrease the number of drug overdoses reported to ED by 50% by January 2014.
- C) Develop a partnership with the local Mental Health Entity/Managed Care Organization and Appalachian State University to increase the number of mental health providers that will see Medicaid and the uninsured by 10%

Anticipated Result (outcome)

Increased years of health

Everyone has access to primary care (medical home)

Reduced substance abuse-related violence and maltreatment

Measures

Resident use of or the # visits of the selected built environment improvement;

new patients w / primary care (medical home)

overdose; change in # substance-abuse-related violence & neglect DSS cases;

EDUCATION

We envision a community where everyone has the opportunity for educational, social, and emotional growth throughout their lives.

| | | | |
|---------------------------------|--|---|---|
| Barrier | Lack of alternatives for non-traditional education | Lack of value of education (relevant and rigor) | Fragmented institutions and resources/systems |
| Priority | 1 Expand non-traditional education opportunities | 2 Increase/change perception of value of education | 3 Increase collaboration to align resources |
| Community Response (objectives) | <ul style="list-style-type: none"> •By June 2012, identify at least two target populations most in need of non-traditional opportunities •By June 2013, increase participation in non-traditional opportunities for 75% of the two identified target population. | <ul style="list-style-type: none"> •By March 2014, there are more training opportunities linked directly to jobs (relevancy) (<i>will need to know what is baseline, relevant..</i>) •By December 31, 2012 increase positive communication/messaging about school success (to community, parents, businesses) •Increase opportunities for parent-school-student interaction (to build relationships) for families of target pop (i.e. volunteer, meetings, homework help1) by Aug 2012. | <ul style="list-style-type: none"> •By June 2012 an inter-agency education-centered collaborative network is developed and maintained. •By September 2012 the edu collaborative network is responsible for evaluation of shared outcomes •By Aug 2013, identify and address at least one area to increase effectiveness through cross-agency coordination and alignment (<i>will need to know what alignment is needed..</i>). |
| Anticipated Result (outcomes) | <p>OUTCOMES: More individuals receive diploma/GED and/or complete training/career programs Lower unemployment; Reduced crime; self-confidence/efficacy; higher wages; Enhanced quality of life;</p> | | |
| Measures (TBD) | | | |

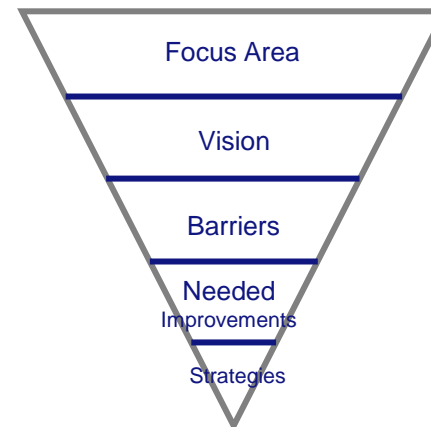
High Country Vision Council Work is a **Process** **NOT** a Task

- Each Vision Council will continue to follow through on Action plans and as Barriers are removed, address emerging Barriers and Priorities
 - Membership will evolve as goals are accomplished and new priorities are identified

- High Country United Way will continue to serve as facilitator of the Process and take the lead in the exploration of new and the expansion of existing collaborative initiatives.

Three Prongs of Change

- Move up the Pyramid
 - From Direct Services to Community Impact
- Develop Focus based on Community Identified Priorities
 - Education
 - Income
 - Health
- Shift % of Energies from just Funding/Fundraising to seeking and Building Collaboratives based on concept of “Collective Impact”



Questions ?