

2019

Community Assessment



EARLY HEAD START PROGRAM

Presented by:
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Services / Planning
CCS-EHS Policy Council-June 27, 2019



Creative Regional Solutions Since 1968

Purpose

- To present CCS-EHS Policy Board and staff with a thorough assessment of the current state of the physical, social and economic welfare of families with very young children in Catawba County, and provide an understanding of factors affecting this population.
- The assessment includes a variety of maps to illustrate how various forms of hardship are experienced in communities throughout Catawba County.
- The assessment also compares changes in the demographic and economic makeup of very young children and their families in Catawba County which have occurred in the five years since the last publication of this assessment in 2014.

Organization

- I. General Area Description & Demographics
- II. CCS-EHS Eligible Families: Demographic, Economic & Social Characteristics
- III. CCS-EHS-Eligible Families: Health & Nutrition Characteristics
- IV. Catawba County Housing Characteristics
- V. Catawba County Child Care Characteristics
- VI. CCS-EHS-Eligible Families: Transportation & Communication
- VII. CCS-EHS Enrollment
- VIII. CCS-EHS Staff
- IX. Community Needs Survey
- X. Comprehensive Need Index

Maps

One goal of the community assessment is to determine geographic areas of Catawba County, NC in which to concentrate outreach and enrollment efforts of the Early Head Start Program.

The assessment makes extensive use of WPCOG's Geographic Information Systems (GIS) analysis of various sources of data, including:

- US Census ACS Estimates
- 2005-09, 2008-12 and 2013-17 Birth Certificate Data (from NC DHHS SCHS)
- NC Department of Public Instruction school data
- CDC, NC Dept of Public Health,...many others

Section I: Area Description

Population by Age

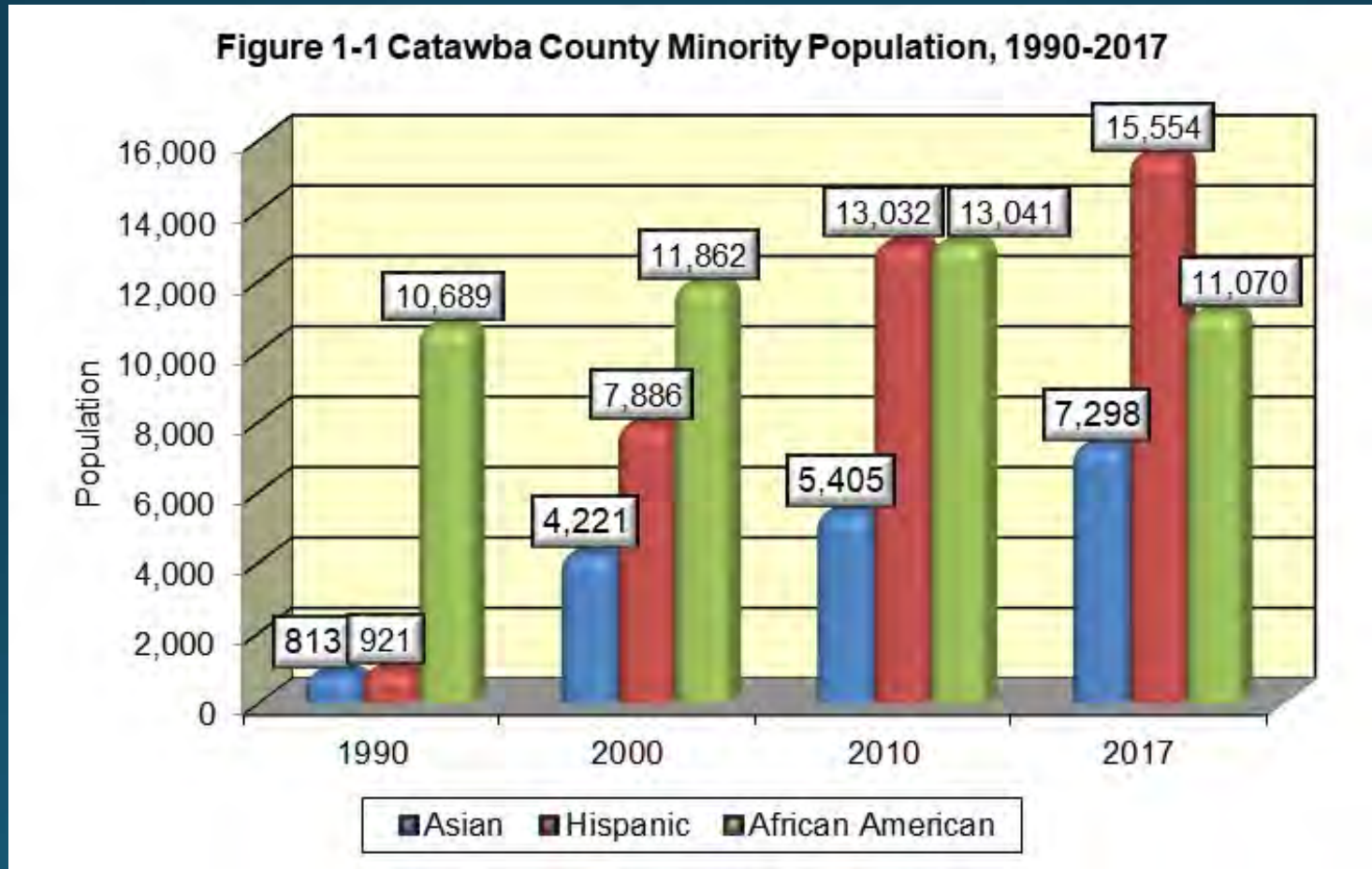
- After growing by 8.9% (+12,673) from 2000 to 2010, estimated recent growth of the overall population in Catawba County has only slowly increased, from 2010 (154,358) to 2017 (157,974).

**Table 1-3.
Catawba County Population Change by Race and Hispanic Origin, 2000-2017**

Population Group	2000 Pop	% of Pop	2010 Pop	% of Pop	Change 2000-2010	% Chg. 2000-2010	2017 ACS Population Estimate	% of Pop
Total Population	141,685	100.0	154,358	100.0	12,673	8.9	157,974	100.0
One Race	140,068	98.9	151,481	98.1	11,413	8.1	153,351	97.1
White	120,422	85.0	126,151	81.7	5,729	4.8	123,204	78.0
Black or African American	11,862	8.4	13,041	8.4	1,179	9.9	11,070	7.0
American Indian	365	0.3	489	0.3	124	34.0	406	0.3
Asian, Native Hawaiian & Other Pacific Islander	4,221	3.0	5,405	3.5	1,184	28.1	7,298	4.6
Some Other Race	3,198	2.3	6,395	4.1	3,197	100.0	11,373	7.2
Two or More Races	1,617	1.1	2,877	1.9	1,260	77.9	4,623	2.9
Hispanic or Latino (any race)	7,886	5.6	13,032	8.4	5,146	65.3	15,554	9.8
Not Hispanic or Latino	133,799	94.4	141,326	91.6	7,527	5.6	142,420	90.2
White, Not Hispanic	116,326	82.1	120,388	78.0	4,062	3.5	119,729	77.6

Section I: Area Description

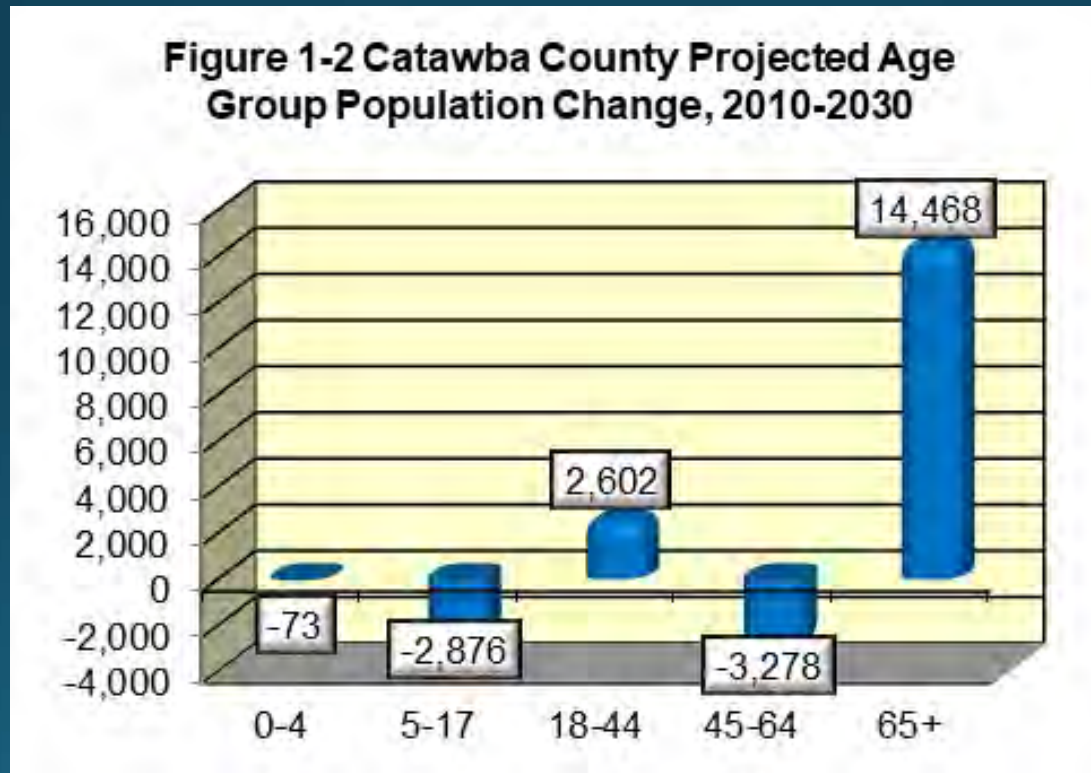
The growth of ethnic and racial minority populations in Catawba County has generally been slower since 2010, except for Asian-Americans.










Section I: Area Description

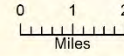
Growth Projections by Age

- From 2010 to 2030, only the age 65+ population is projected to grow significantly.

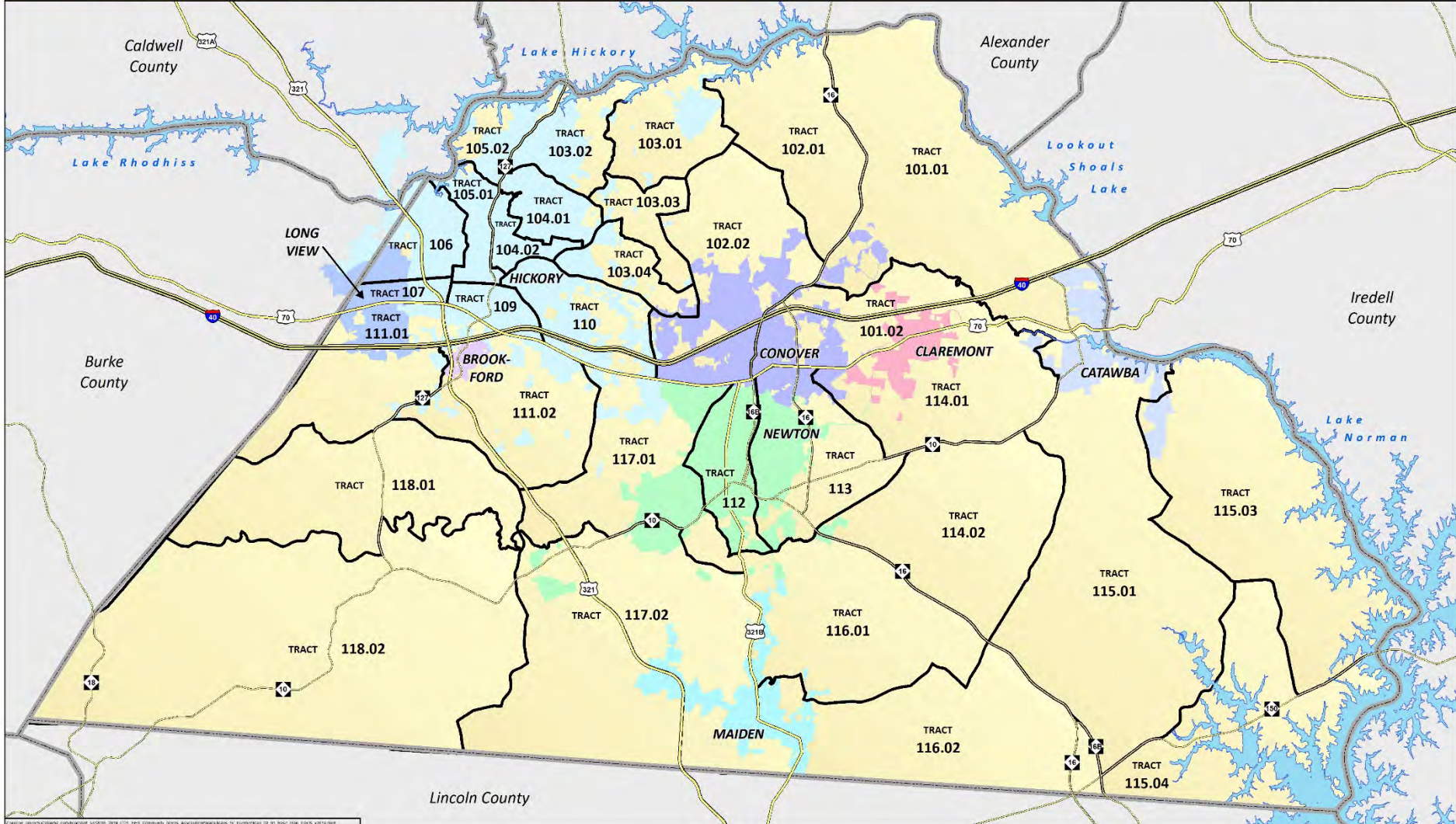


Map 2-1. Catawba County Census Tracts, Municipalities and Highways

-  Census Tracts (2010)
-  County Boundary
-  Interstate
-  State Highways
-  Municipalities
-  Lakes and Rivers
-  US Highways



This map was created January 2019 by WPCOG Data Services using data from the US Census Bureau, WPCOG Data Services, and the Catawba County GIS Department.



Catawba County GIS Department 2019. All rights reserved. No warranty is made for the use of this map. Catawba County, NC

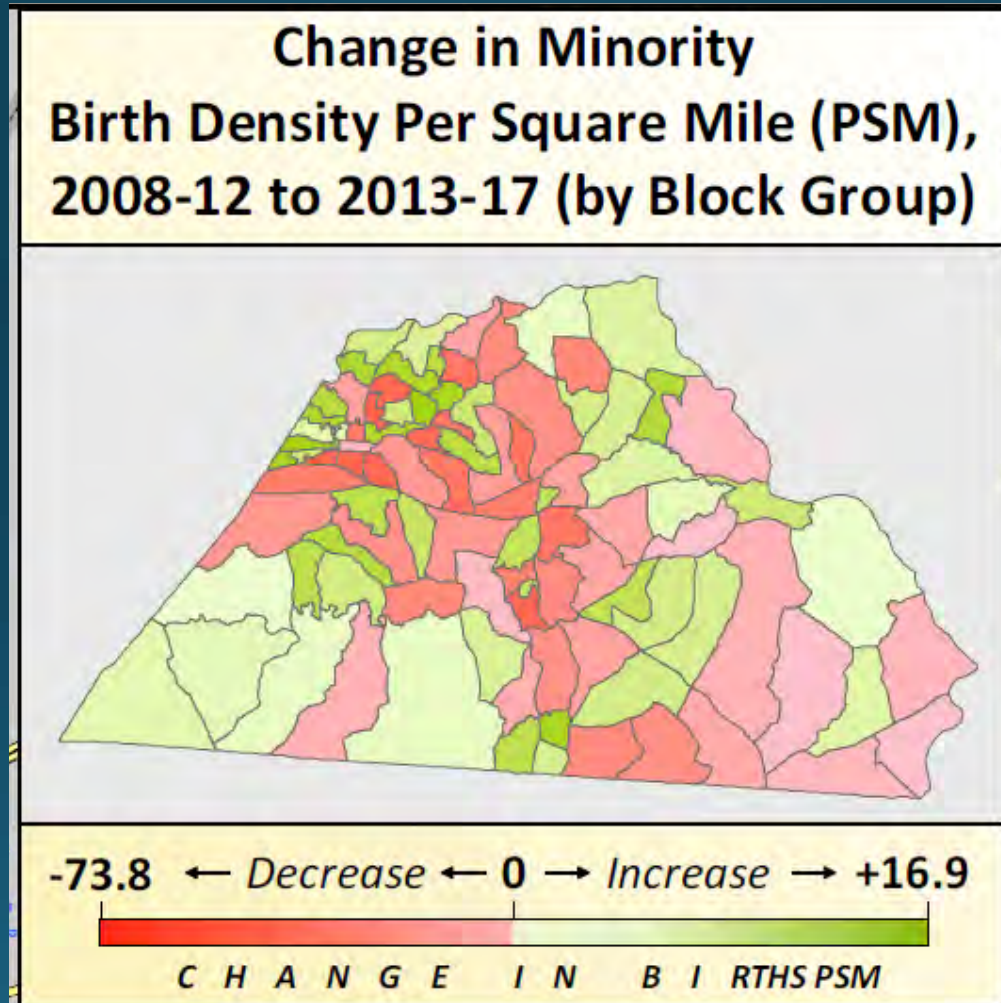
Section II: CCS-EHS Eligible Family Data

Birth Certificates

- 10 years of Catawba County birth certificate data – 2005 through 2017. Compared 2008-12 data to 2013-17 data.
 - No overlapping years of data.
 - Measures 0-4 pop. at last Assessment vs this Assessment.
 - Improvement over measuring births vs Census figures, so “apples-to-apples.”
 - Small Chart on maps compares all 3 time periods.
- 9,055 births from 2008-12.
- 8,306 births from 2013-17.
- Unduplicated minority births fell from 4,452 to 4,112 (-11.2%).



Change Through Time...

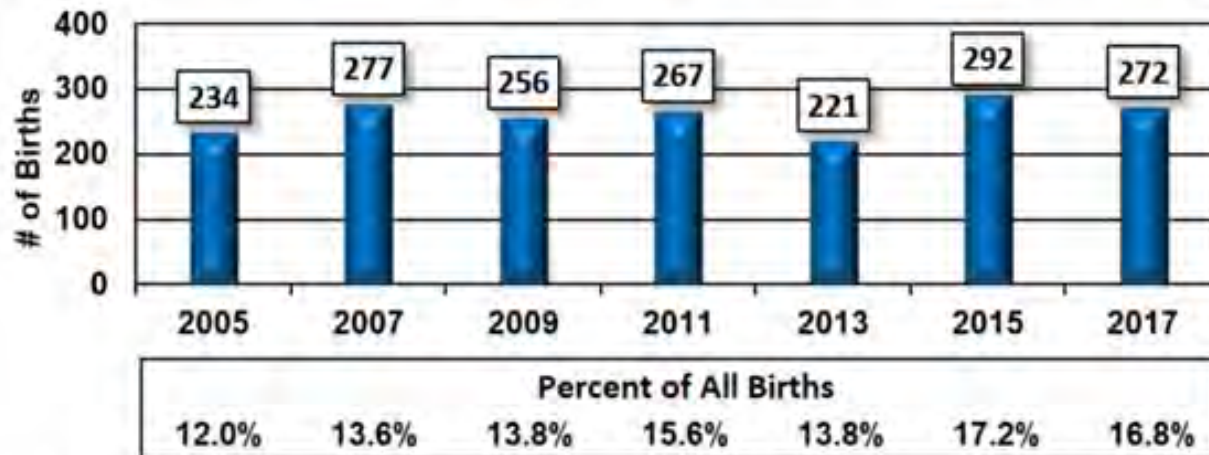


Section II: CCS-EHS Eligible Family Data

African-American Births

- Overall, increase from 234 in 2005 to 272 in 2017.
- As a percent of all births, African-Americans increased from 12.0% to 16.8%.

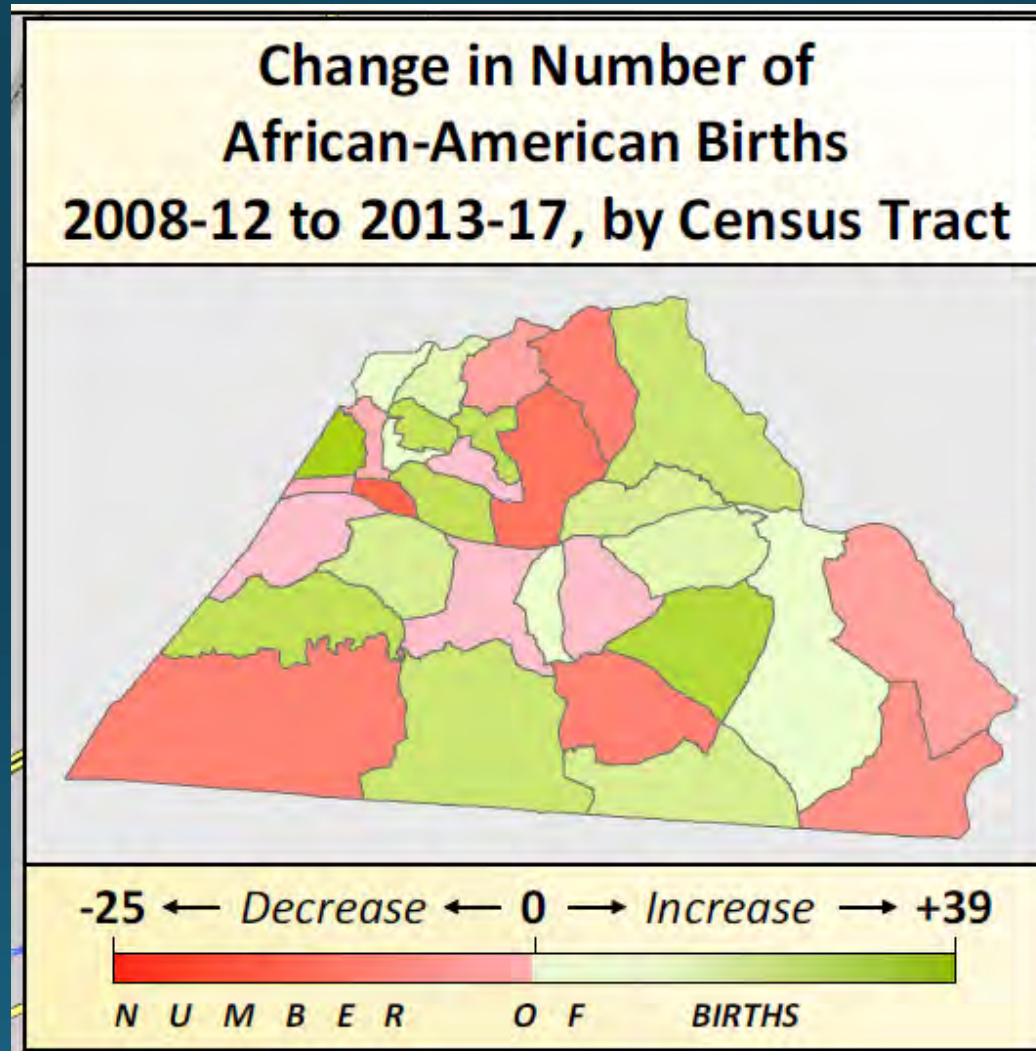
Figure 2-1. Catawba County African-American Births by Year, and Percentage of All Births, 2005 - 2017



Source: NC Center for Health Statistics, 2018. Births included infants with one or two African-American birth parents.



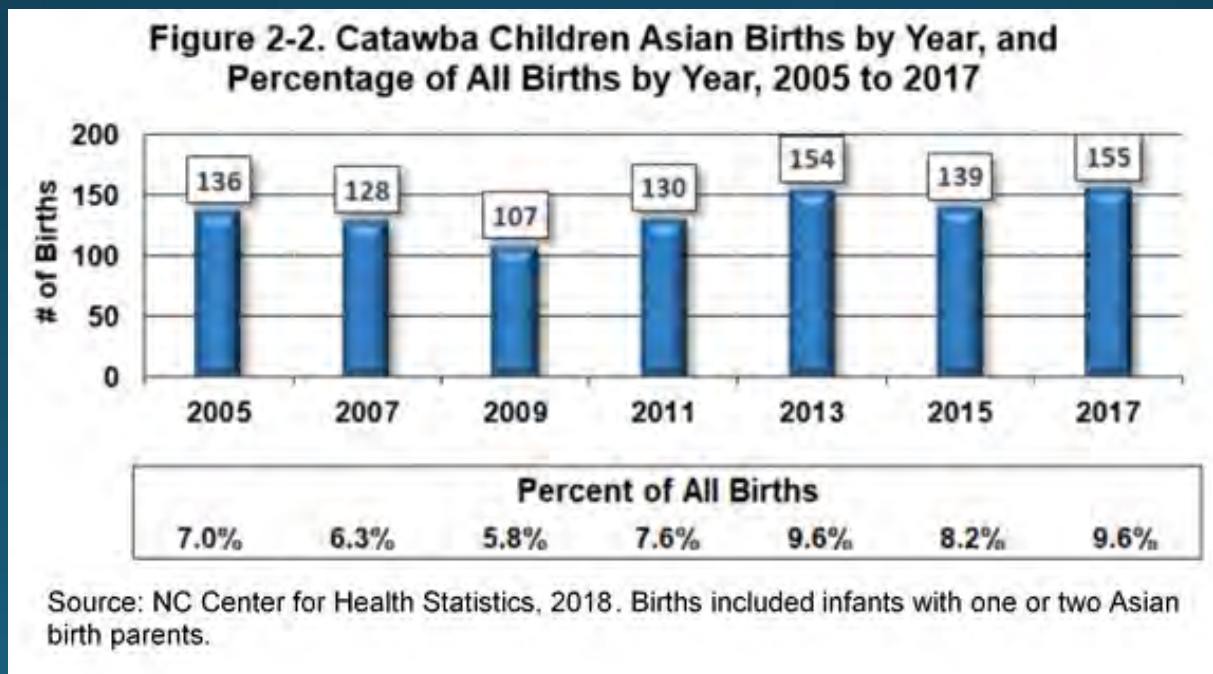
Change Through Time...



Section II: CCS-EHS Eligible Family Data

Asian Births

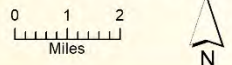
- After falling to 107 in 2009 the number of Asian births has since increased in 155 in 2017
- Asian births accounted for nearly 10% of all births in Catawba County in 2017.



Map 2-5. Asians as Percentage of All Catawba County Births, 2008-12 and 2013-17, by Census Tract

6.9% to 8.9% - Asians as % of All Births (2008-12) -- Source: Birth Certificates
 6.9% to 8.9% - Asians as % of All Births (2013-17) -- Source: Birth Certificates

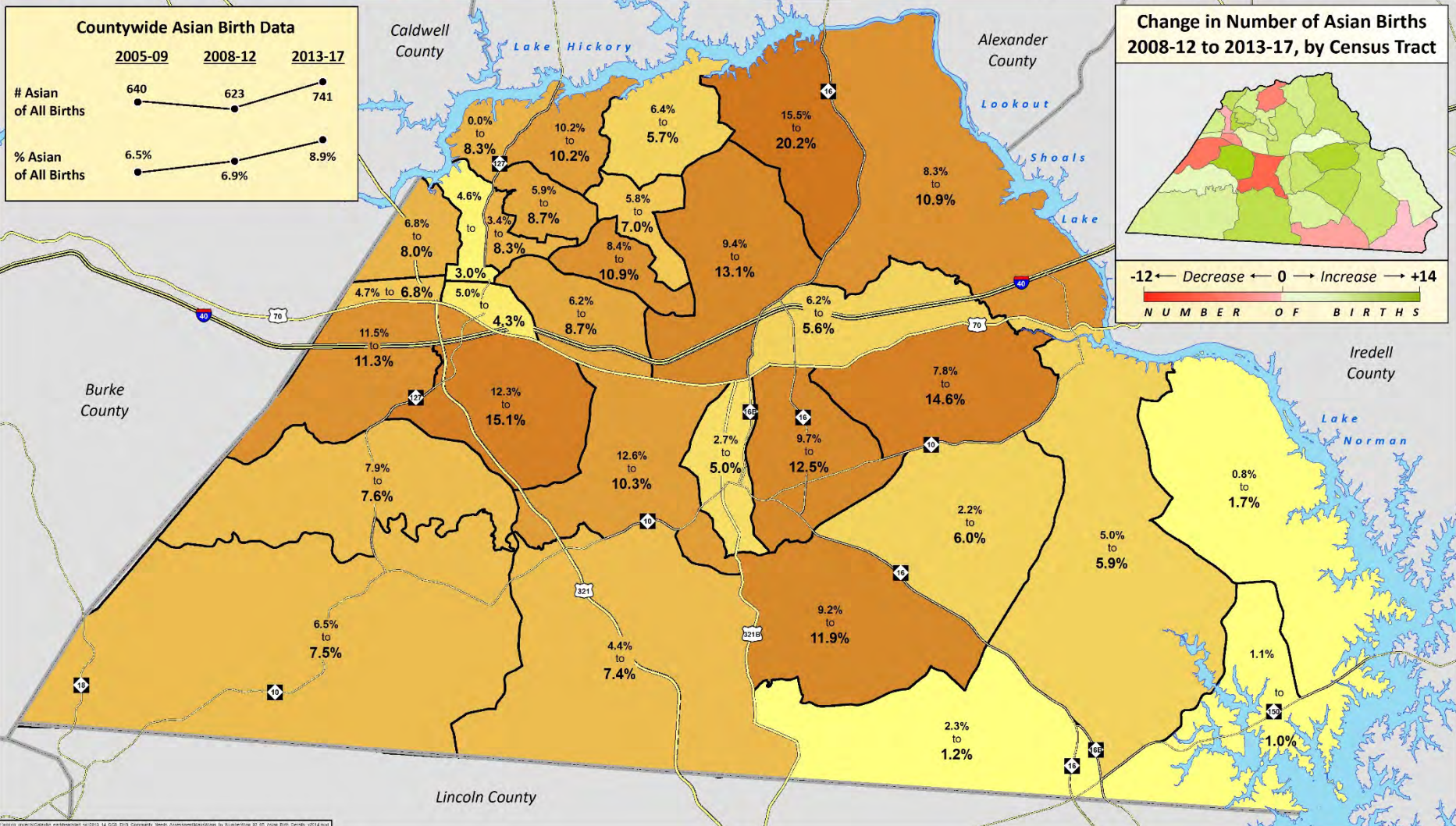
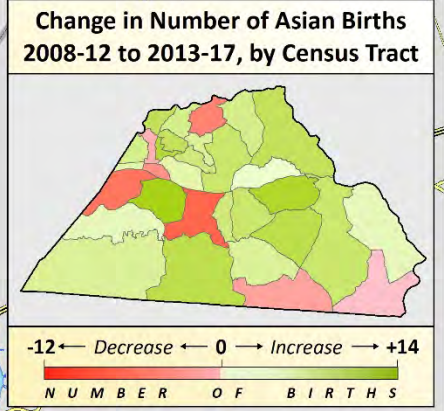
1.0% 20.2%
 % of all Catawba County births in which at least one parent was Asian, within 2010 Census Tract areas. Based on Catawba County, NC birth certificate data 2013-17.



This map was created March 2019 by WPCOG Data Services using data from the US Census Bureau, the NC Center for Health Statistics, and the Catawba County GIS Department.

Countywide Asian Birth Data

	2005-09	2008-12	2013-17
# Asian of All Births	640	623	741
% Asian of All Births	6.5%	6.9%	8.9%

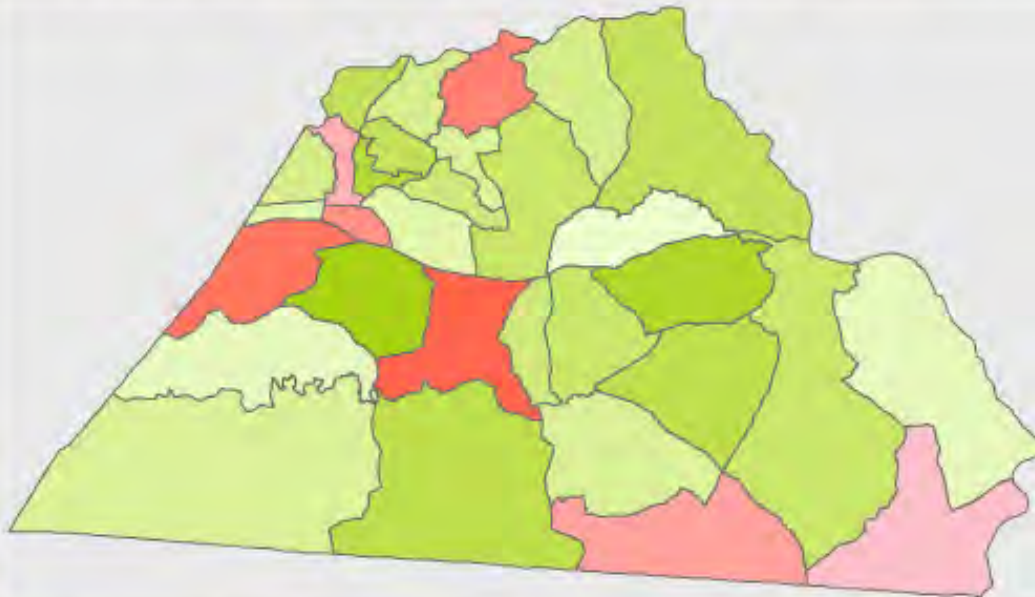


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Change Through Time...

**Change in Number of Asian Births
2008-12 to 2013-17, by Census Tract**



-12 ← *Decrease* ← **0** → *Increase* → **+14**

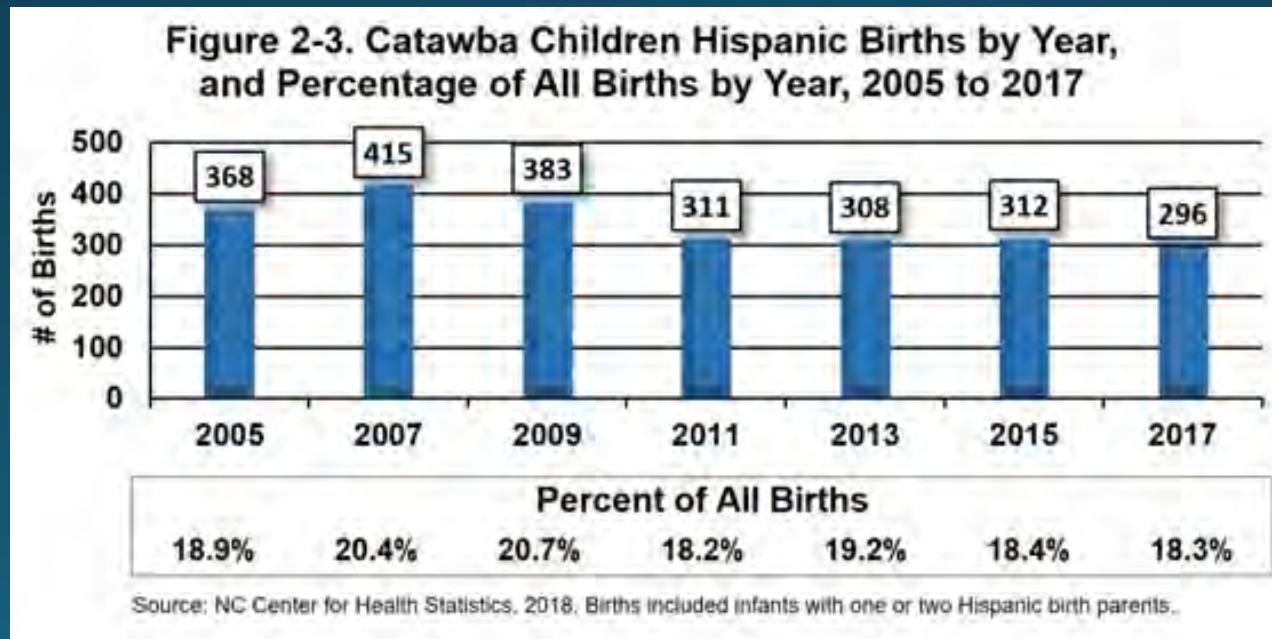


N U M B E R O F B I R T H S

Section II: CCS-EHS Eligible Family Data

Hispanic Births

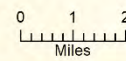
- The number of Hispanic births in Catawba County has fallen from 414 in 2007 to 296 in 2017
- Hispanic births still constitute the largest minority among County births.



Map 2-6. Hispanics as Percentage of All Catawba County Births, 2008-12 and 2013-17, by Census Tract

19.8% to 18.9% - Hispanic Children as % of All Births (2008-12) -- Source: Birth Certificates
 18.9% - Hispanic Children as % of All Births (2013-17) -- Source: Birth Certificates

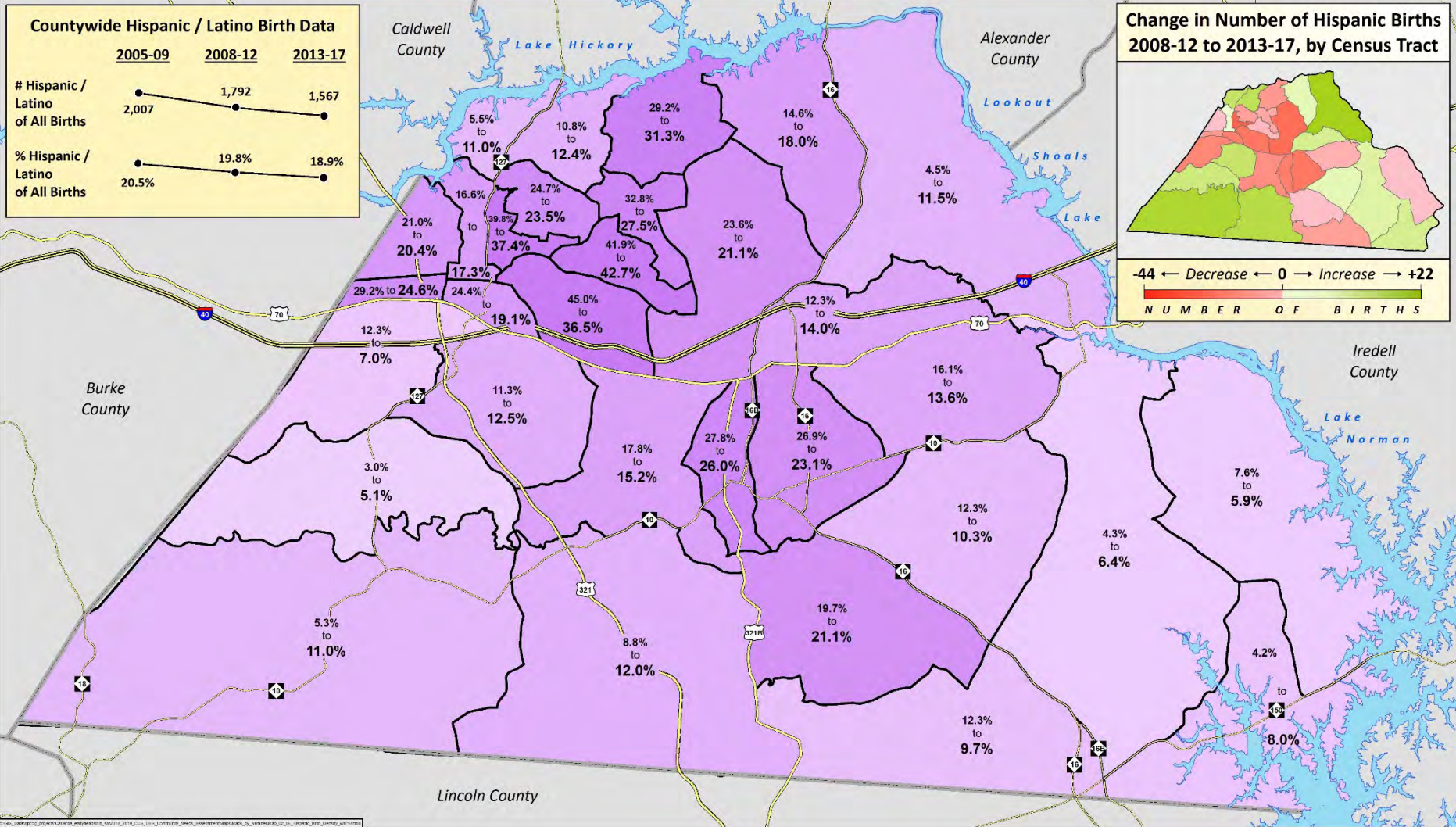
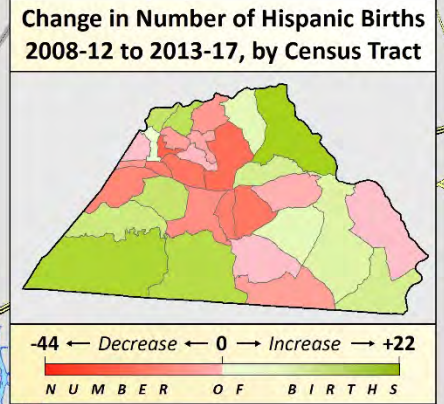
5.1% to 42.7% - % of all Catawba Co. births in which at least one parent was Hispanic or Latino, within 2010 Census Tracts. Based on Catawba County, NC birth certificate data 2013-17.



This map was created March 2019 by WPCOG Data Services using data from the US Census Bureau, the NC Center for Health Statistics, and the Catawba County GIS Department.



	2005-09	2008-12	2013-17
# Hispanic / Latino of All Births	2,007	1,792	1,567
% Hispanic / Latino of All Births	20.5%	19.8%	18.9%

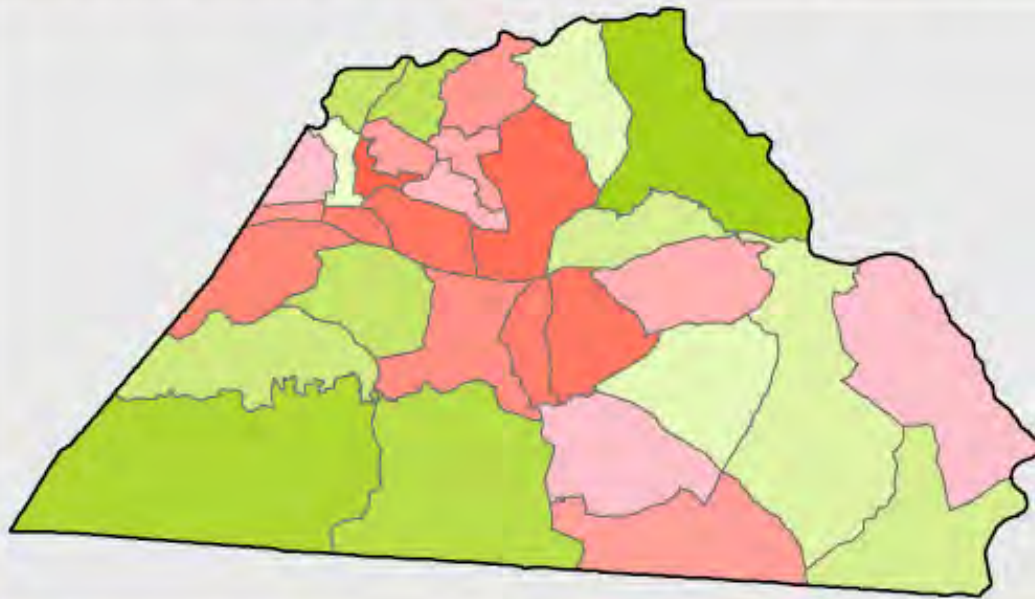


Map 2-6. Hispanics as Percentage of All Catawba County Births, 2008-12 and 2013-17, by Census Tract

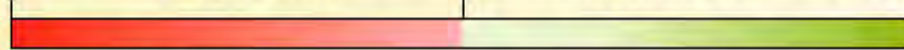


Change Through Time...

**Change in Number of Hispanic Births
2008-12 to 2013-17, by Census Tract**



-44 ← Decrease ← 0 → Increase → +22



N U M B E R O F B I R T H S

Section II: CCS-EHS Eligible Family Data

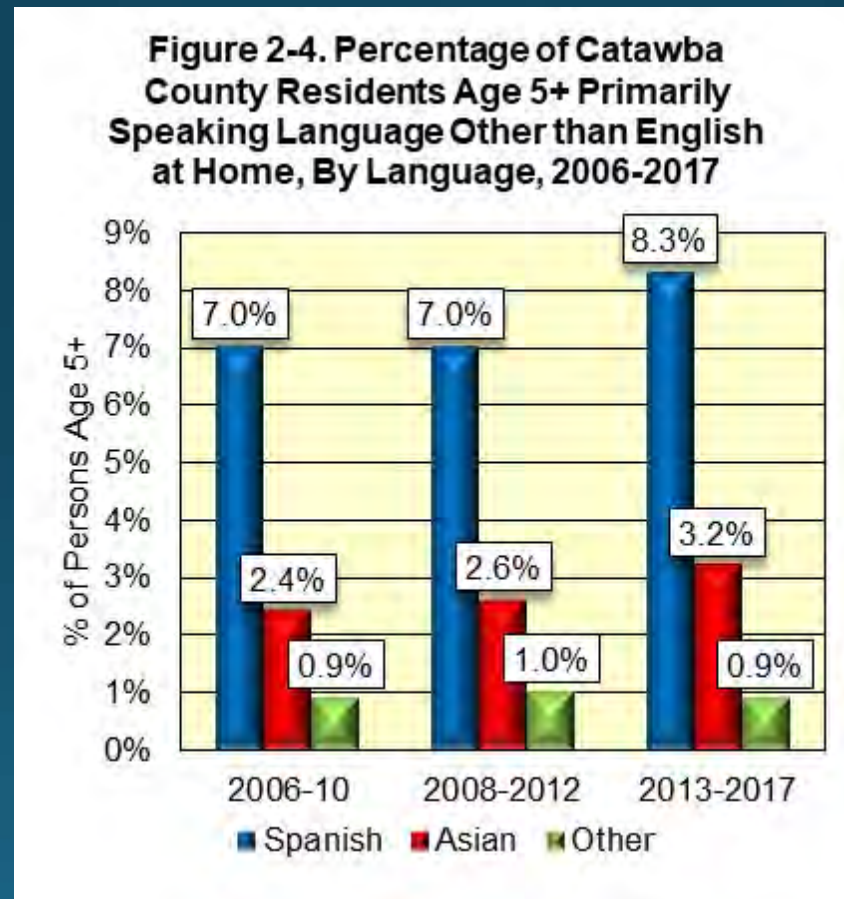
Summary of Birth Changes

- From 2008-12 to 2013-17, African-American and Asian-American births increased for in Catawba County, while Hispanic and White (non-Hispanic) fell:
 - African-American: 2.7%
 - Asian: 18.9%
 - Hispanic: -14.4%
 - White (non-Hispanic): -8.9%
- 49.4% of all Catawba County births were from minority groups in 2013-17 compared to 49.2% in 2008-12

Section II: CCS-EHS Eligible Family Data

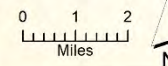
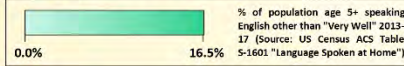
Languages

- Other languages at home were most often Spanish, Hmong and Hindi.



Map 2-7. Estimated % of Pop. 5+ Speaking English Other Than "Very Well," by Census Tract, 2013-17

5.4% to 5.4% - Est. % of Pop 5+ Speaking English Other Than "Very Well" (2008-12) -- Source: US Census
 5.4% to 5.4% - Est. % of Pop 5+ Speaking English Other Than "Very Well" (2013-17) -- Source: US Census

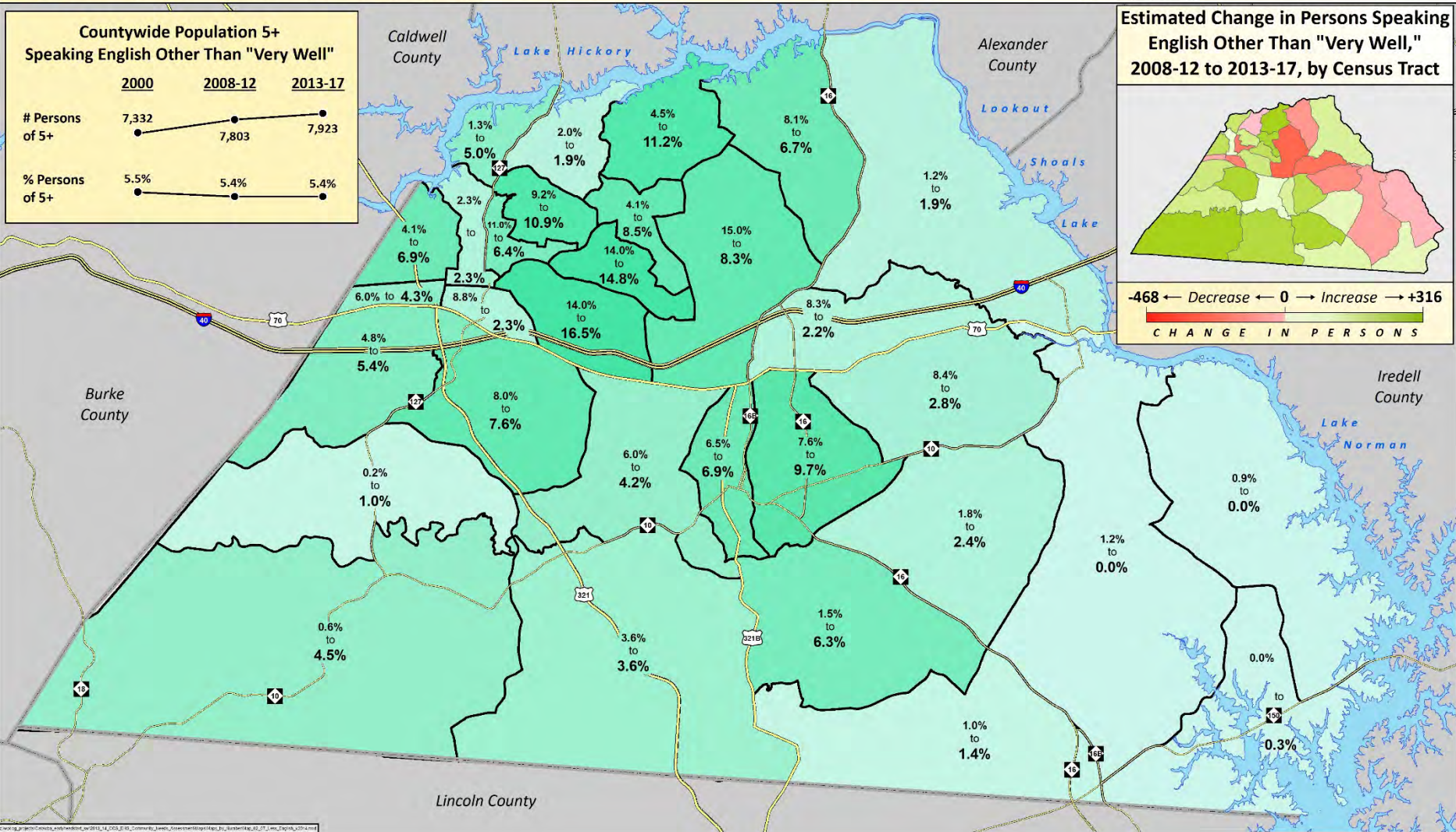
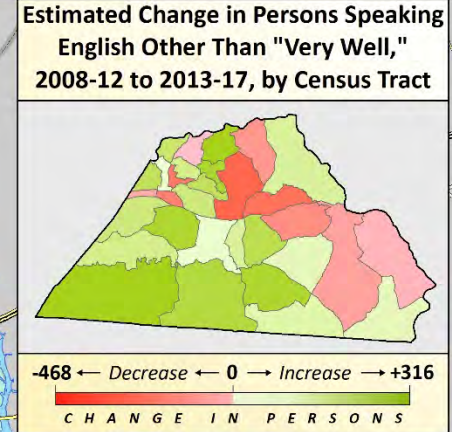


This map was created March 2019 by WPCOG Data Services using data from the US Census Bureau, the NC Center for Health Statistics, and the Catawba County GIS Department.



Countywide Population 5+ Speaking English Other Than "Very Well"

	2000	2008-12	2013-17
# Persons of 5+	7,332	7,803	7,923
% Persons of 5+	5.5%	5.4%	5.4%

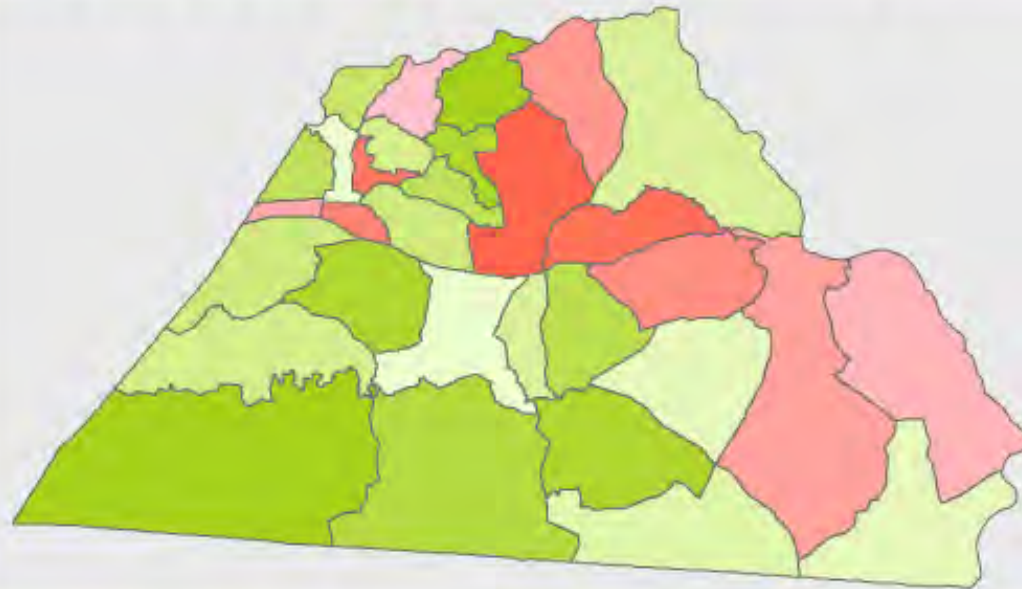


[http://www.catawbacounty.com/arcgis/rest/services/MapServer/MapServer_2019_CensusTracts/MapServer_2019_CensusTracts_5+SpeakingEnglishOtherThanVeryWell/MapServer_2019_CensusTracts_5+SpeakingEnglishOtherThanVeryWell_2013-17/MapServer_2019_CensusTracts_5+SpeakingEnglishOtherThanVeryWell_2013-17](http://www.catawbacounty.com/arcgis/rest/services/MapServer/MapServer_2019/MapServer_2019_CensusTracts/MapServer_2019_CensusTracts_5+SpeakingEnglishOtherThanVeryWell/MapServer_2019_CensusTracts_5+SpeakingEnglishOtherThanVeryWell_2013-17/MapServer_2019_CensusTracts_5+SpeakingEnglishOtherThanVeryWell_2013-17)



Change Through Time...

Estimated Change in Persons Speaking English Other Than "Very Well," 2008-12 to 2013-17, by Census Tract



-468 ← *Decrease* ← 0 → *Increase* → +316

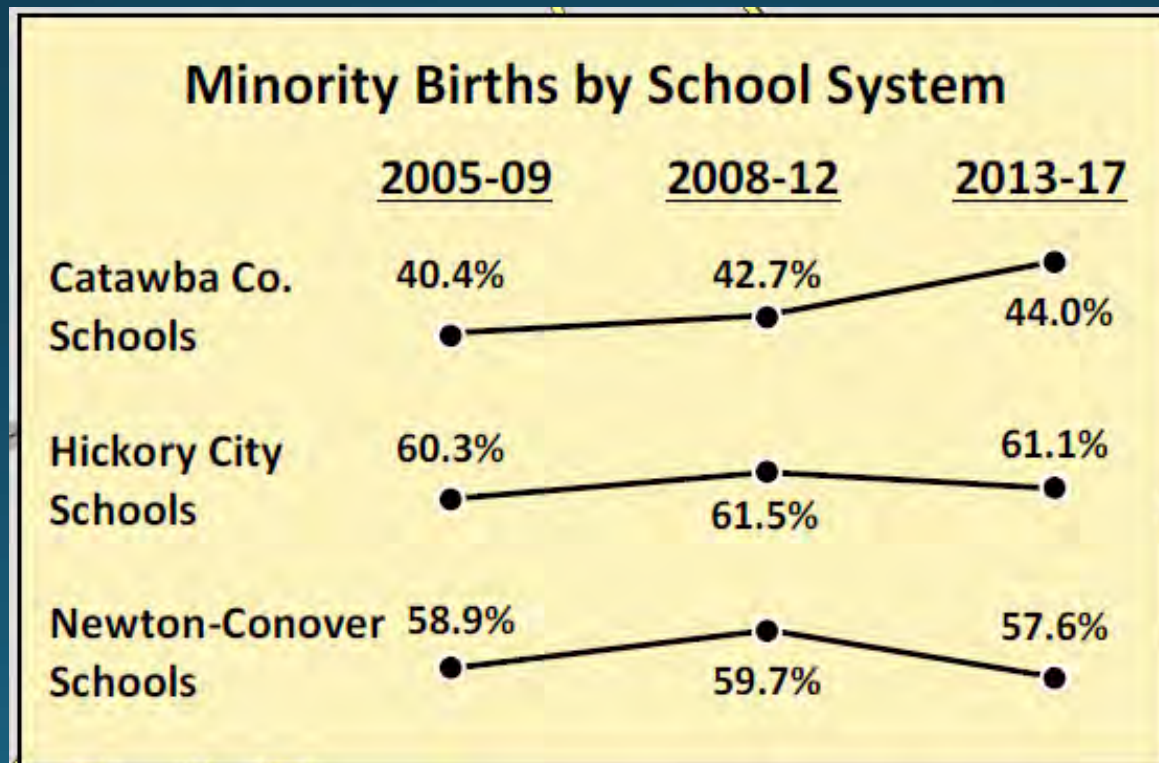


C H A N G E I N P E R S O N S

Section II: CCS-EHS Eligible Family Data

Elementary School Minority Enrollment

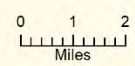
- Though the number of minority births fell, minorities as a % of births in each school district rose from 2005-09 to 2013-17. Minorities as % of births fell slightly in the Hickory and Newton-Conover school districts between 2008-12 and 2013-17.



Map 2-8. Catawba County Minority Births by Elementary School District, 2008-12 and 2013-17

49.2% to 49.4% - Minorities as Percent of All Births (2008-12) -- Source: Birth Certificates
 49.2% to 49.4% - Minorities as Percent of All Births (2013-17) -- Source: Birth Certificates

22.3% 68.0% Minorities as a percent of all births from 2013-17 according to birth certificates, grouped by 2018-19 elementary school districts. "Minority" is defined as at least one parent who is a racial minority and/or Hispanic. Count is unduplicated.

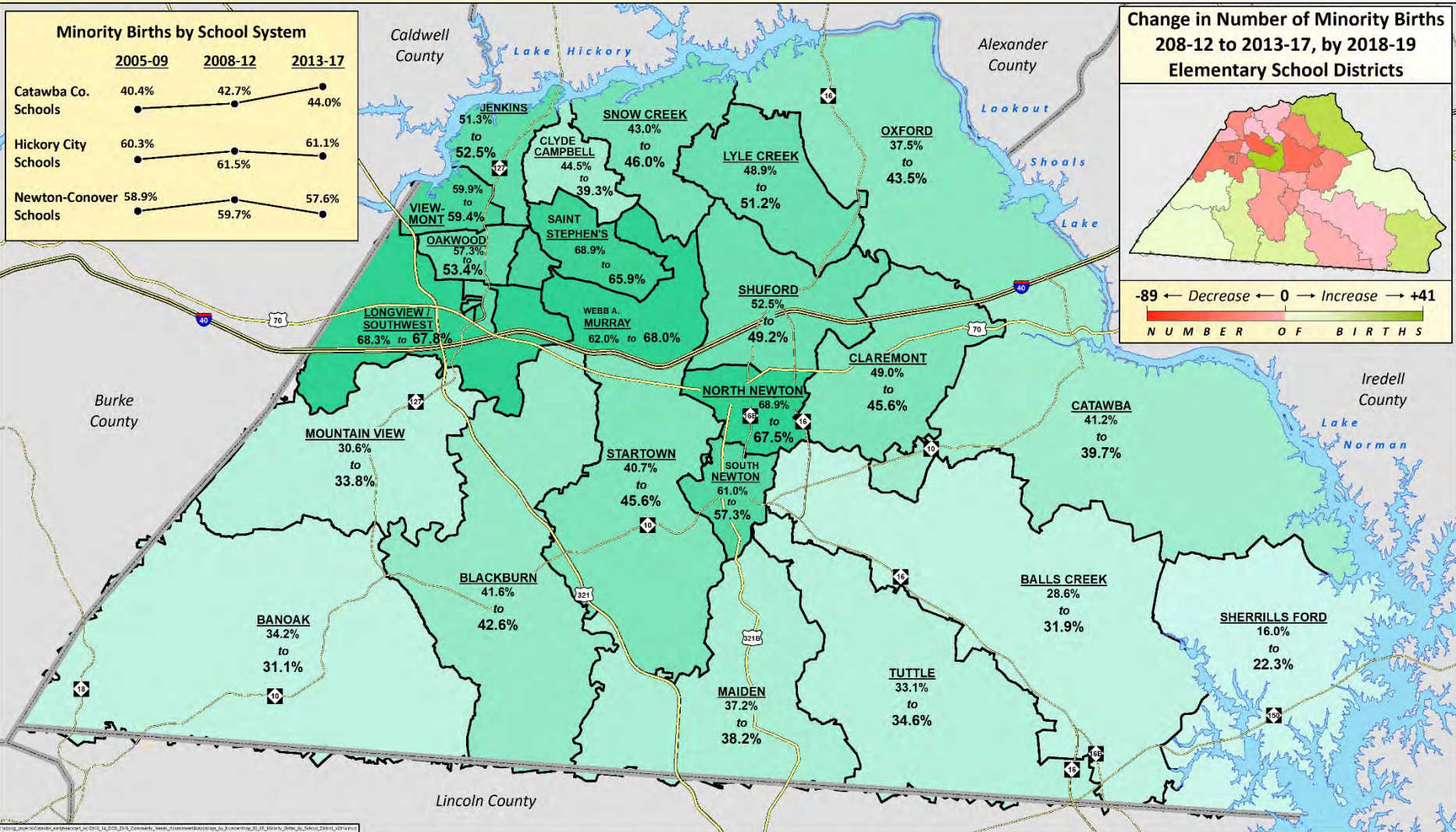
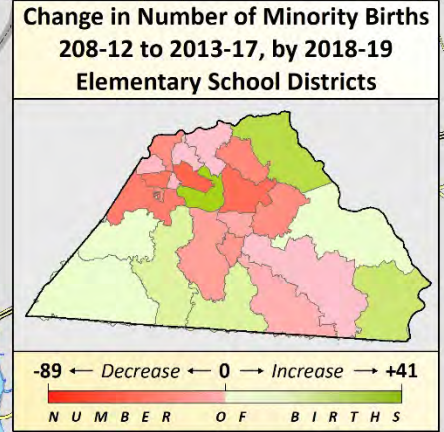


This map was created March 2019 by WPCOG Data Services using data from the US Census Bureau, the NC Center for Health Statistics, and the Catawba County GIS Department.



Minority Births by School System

School System	2005-09	2008-12	2013-17
Catawba Co. Schools	40.4%	42.7%	44.0%
Hickory City Schools	60.3%	61.5%	61.1%
Newton-Conover Schools	58.9%	59.7%	57.6%

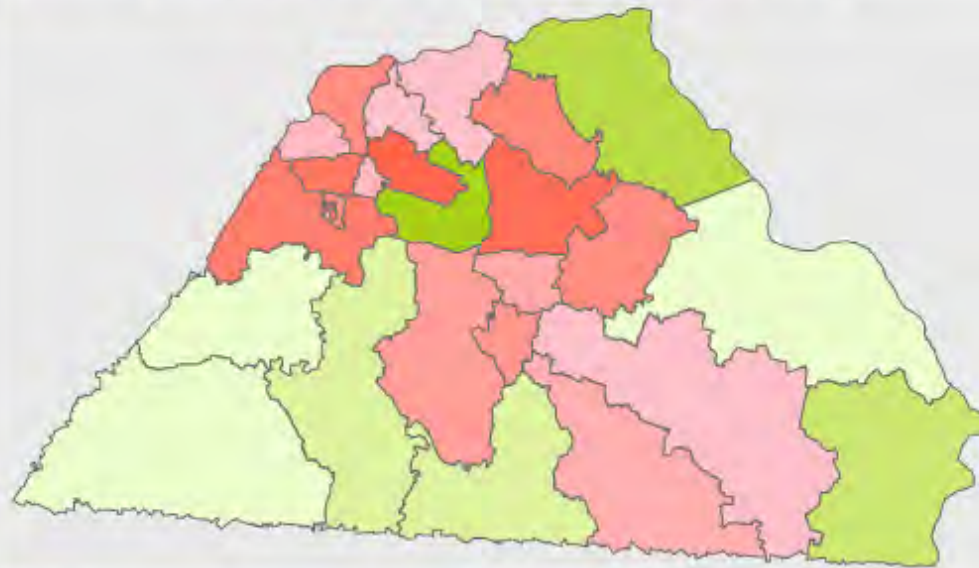


Map 2-8. Catawba County Minority Births by Elementary School District, 2008-12 and 2013-17

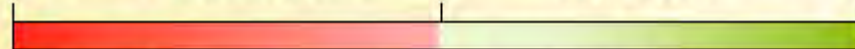


Change Through Time...

Change in Number of Minority Births 208-12 to 2013-17, by 2018-19 Elementary School Districts



-89 ← Decrease ← 0 → Increase → +41

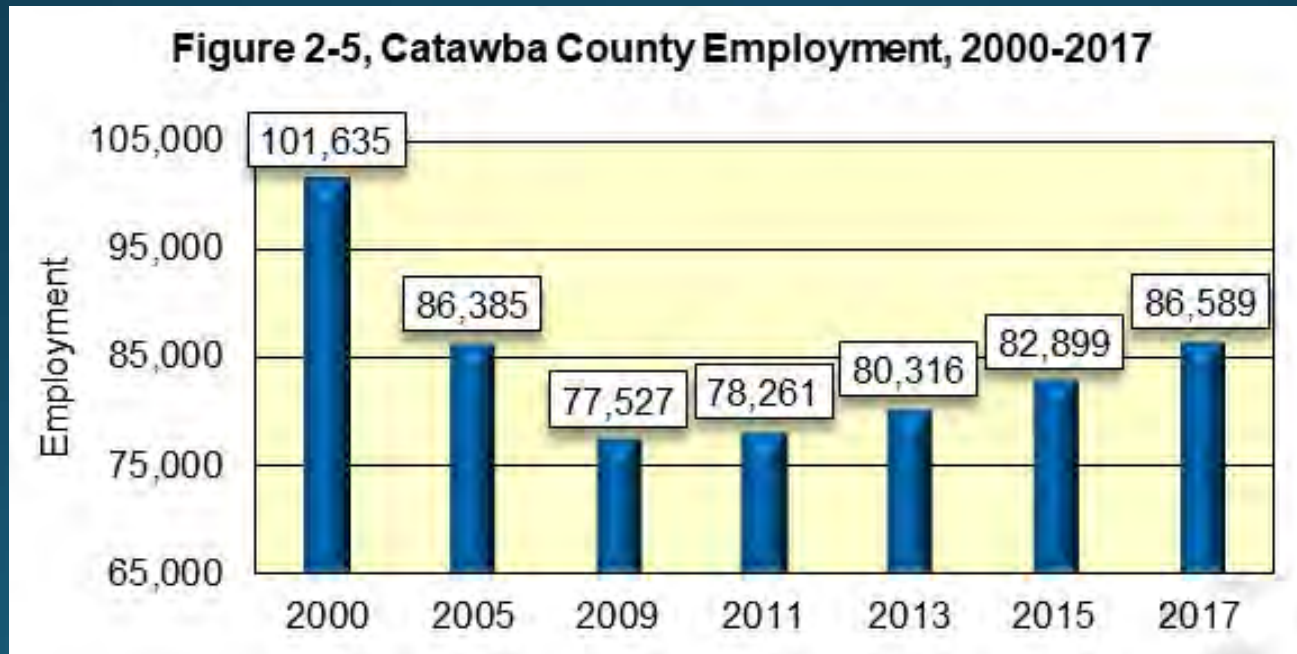


N U M B E R O F B I R T H S

Section II: CCS-EHS Eligible Family Data

Employment

- Catawba County has experienced significant growth in employment since 2009, but it is still below 2000 levels.
- 2013-17: Furniture mfg. growth (5%) / Textile mfg. declining (-23%)

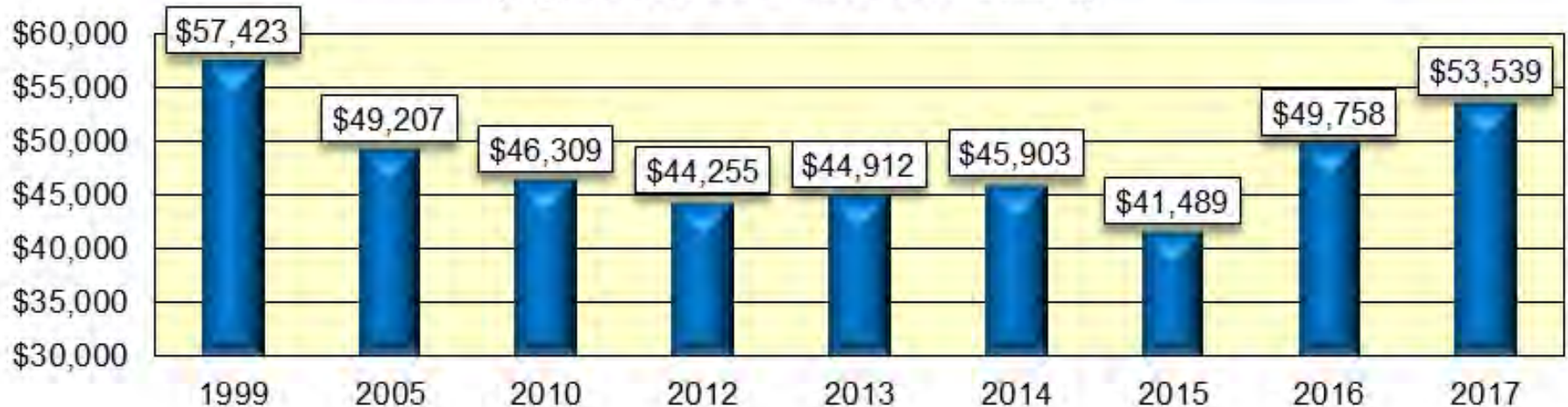


Section II: CCS-EHS Eligible Family Data

Median Household Income

- Catawba County median household income declined between 1999 and 2015 (adjusted for inflation). Between 2015 and 2017, median household income has increased from \$41,489 to \$53,539.
- From 2012 to 2017, Catawba Co MHI was been growing faster (21.0%) than the State (9.4%) and Nation (10.0%). (*adj. for inflation*)

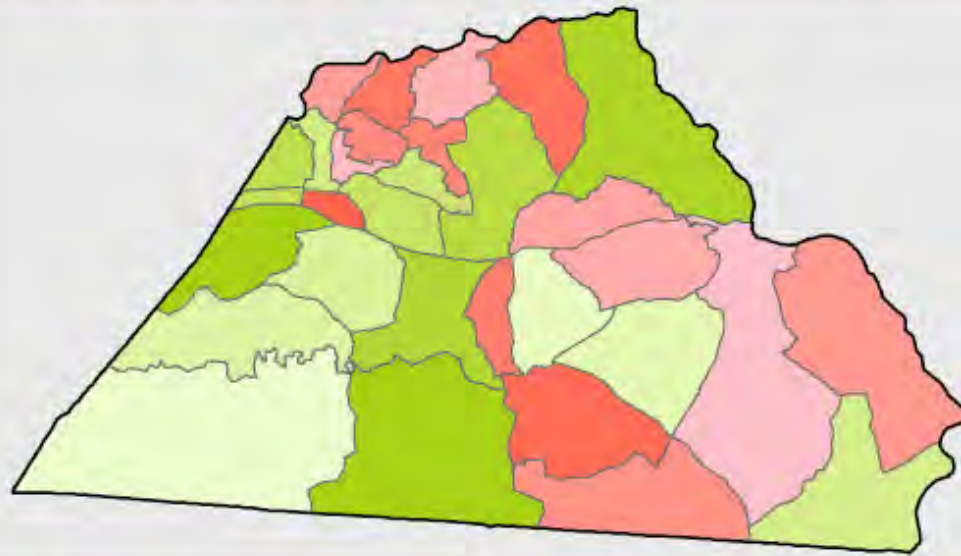
Figure 2-6. Catawba County Median Household Income, 1999 to 2017
(adjusted for inflation to 2017 dollars)



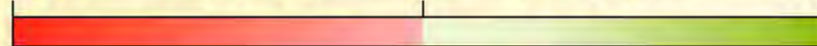


Change Through Time...

Estimated Change in Median Household Income, by Percent 2008-12 to 2013-17, by Census Tract



-22.5% ← Decrease ← 0 → Increase → 42.8%



C H A N G E I N P E R C E N T

Section II: CCS-EHS Eligible Family Data

Catawba Co. Poverty (2008-12 to 2013-17)

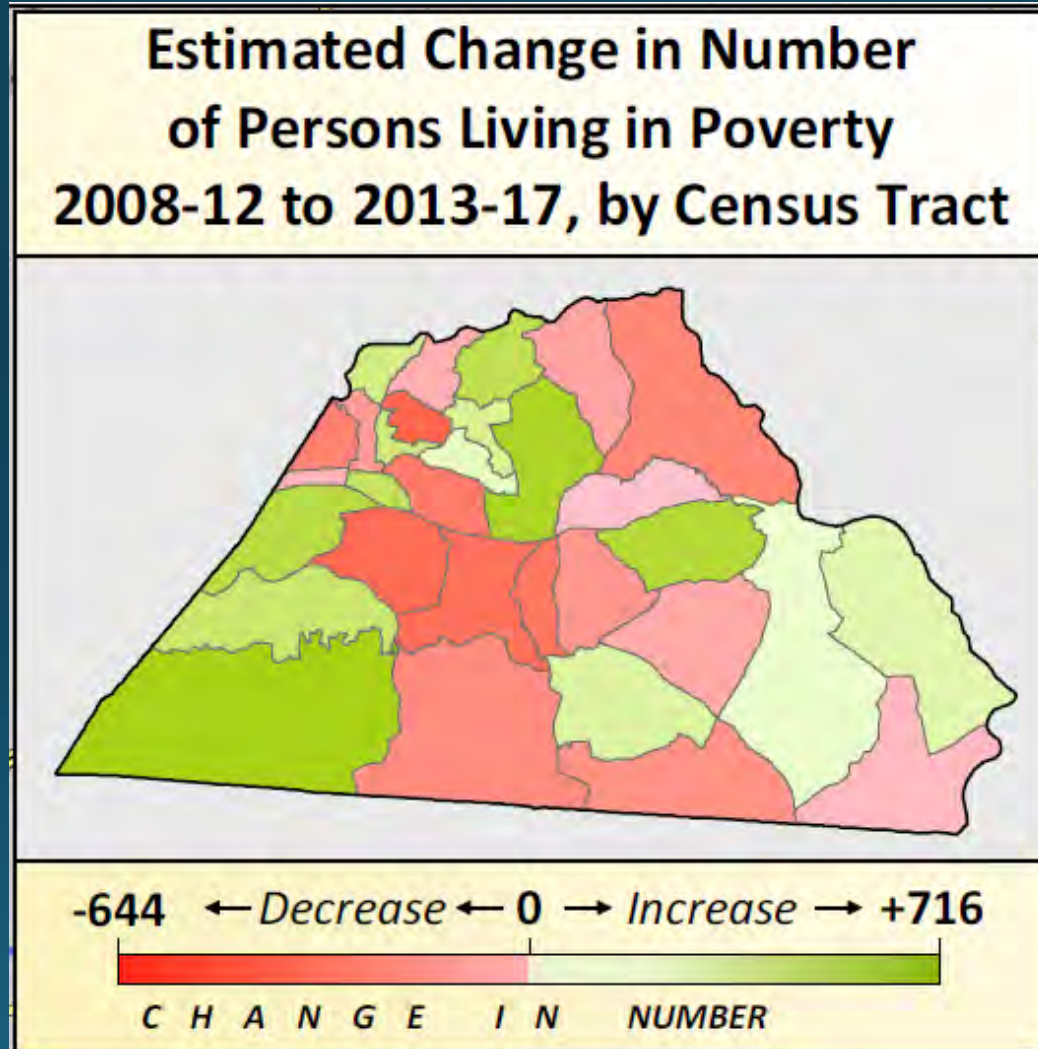
- Federal poverty level for household with one parent and one child was \$17,308.

**Table 2-4.
Catawba County Poverty Estimates, 2008-12 and 2013-17**

Category	2008-2012		2013-2017		Change 2008-12 to 2013-2017	
	Persons in Poverty	Percent	Persons in Poverty	Percent	Change	Percent Change
All Ages	22,934	15.1%	21,816	14.2%	-1,118	-4.9%
Children Ages 0-17	8,233	22.8%	7,206	20.5%	-1,027	-12.5%
Children Ages 0-4	2,405	25.4%	2,072	23.6%	-333	-13.8%
Children Ages 0-17 in Single- Parent Led Households	4,905	43.1%	4,478	42.7%	-427	-8.7%
Children Ages 0-4 in Single- Parent Led Households	1,573	53.9%	1,345	49.2%	-228	-14.5%



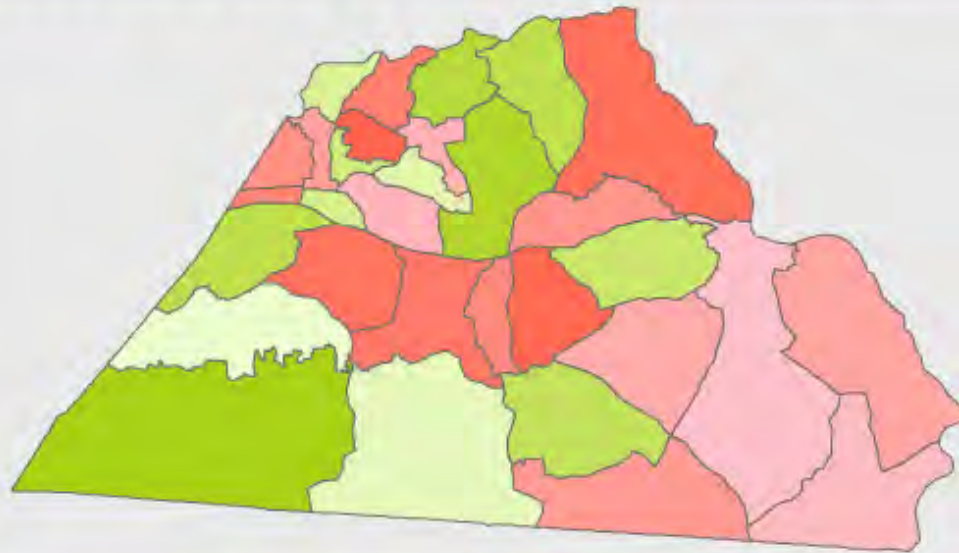
Change Through Time...





Change Through Time...

**Estimated Change in Number
of Children (0-17) Living in Poverty
2008-12 to 2013-17, by Census Tract**



-333 ← *Decrease* ← **0** → *Increase* → **+221**



C H A N G E I N N U M B E R

Section II: CCS-EHS Eligible Family Data

Public Assistance

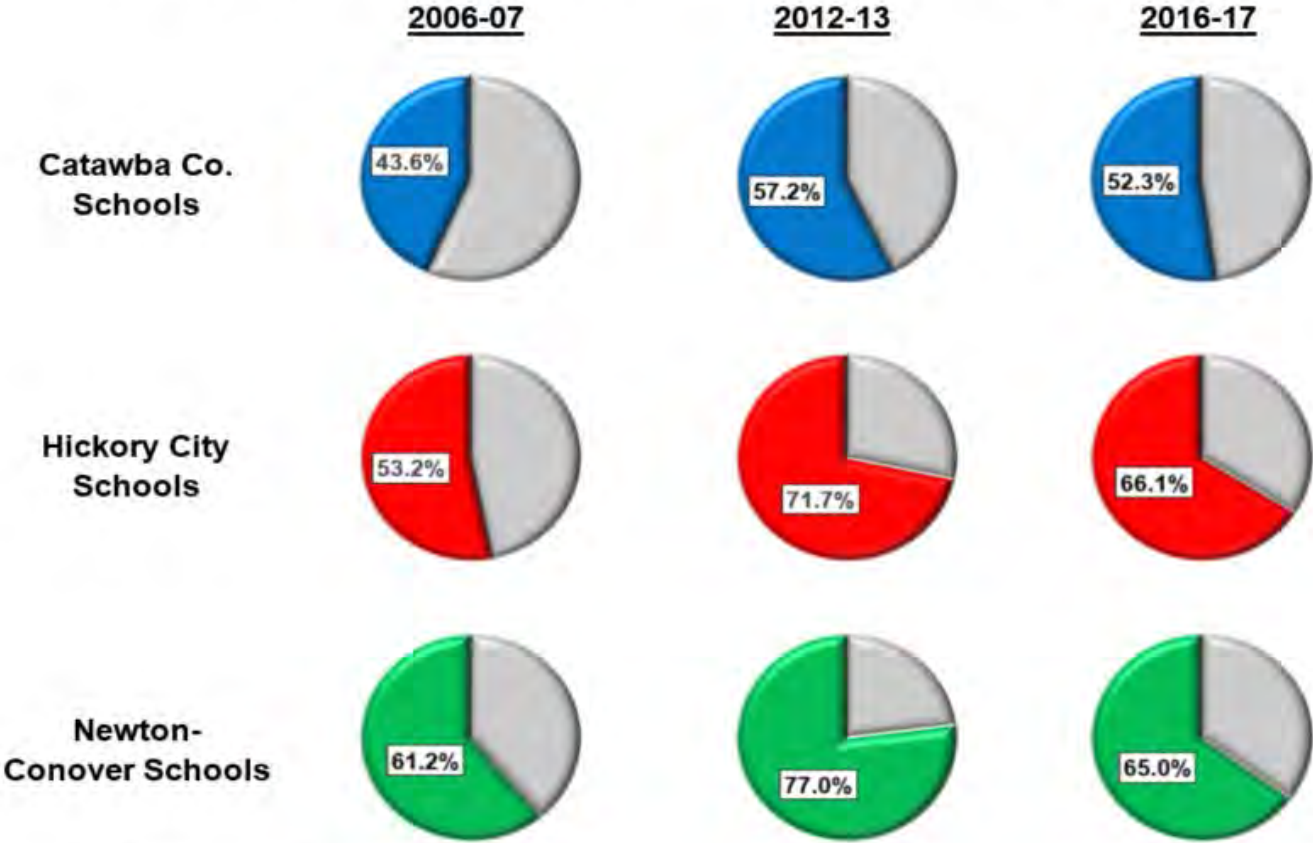
- Between 2013 and 2017, the number of (SNAP) recipients in Catawba County has decreased by 30.8%, from 30,855 to 21,329.
- Annual expenditures of the program dropped from \$43.4 in 2013 to \$31.8 million in 2017.

Year	Catawba Co. Recipients	% of Population	Expenditures (\$ millions)	NC Recipients	% of Population	Expenditures (\$ millions)
2000	5,322	3.8%	\$4.1	506,736	6.3%	\$381.6
2005	12,967	9.2%	\$14.5	787,756	9.8%	\$867.9
2010	23,457	14.8%	\$38.5	1,294,732	13.6%	\$2,137.5
2011	27,260	17.6%	\$42.8	1,528,945	15.8%	\$2,376.7
2012	26,617	17.1%	\$44.1	1,651,472	16.9%	\$2,488.2
2013	30,855	19.9%	\$43.4	1,670,428	16.9%	\$2,465.3
2014	28,492	18.3%	\$38.3	1,620,115	16.3%	\$2,345.3
2015	26,716	17.1%	\$37.9	1,751,973	17.4%	\$2,322.3
2016	23,467	15.0%	\$36.3	1,610,898	15.9%	\$2,221.6
2017	21,329	13.6%	\$31.8	1,406,024	13.7%	\$1,949.9

Section II: CCS-EHS Eligible Family Data

Free/Reduced Lunch

Figure 2-7.
Percent of Elementary Students Receiving Free or Reduced Lunch
in Catawba County, NC, by School System (2006-07, 2012-13, 2016-17)



Source: NC Department of Public Instruction (2019)

Section II: CCS-EHS Eligible Family Data

Educational Attainment

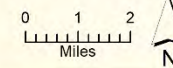
- Educational attainment of adults age 25+ in Catawba County continues to improve at all levels, especially higher education.
- The County still lags the State and Nation in all attainment levels.

% of Population Age 25 and Over Attaining at Least...	1990	2000	2012	2017
8th Grade or Less	100.0	100.0	100.0	100.0
9th to 12th Grade	87.0	91.5	93.8	94.0
High School Graduate	66.6	74.8	83.3	84.4
Some College, No Degree	36.6	43.5	52.4	54.4
Associate Degree	21.6	24.0	30.4	32.2
Bachelor's Degree	14.1	17.0	20.7	19.9
Graduate Degree	3.3	4.7	7.5	6.6

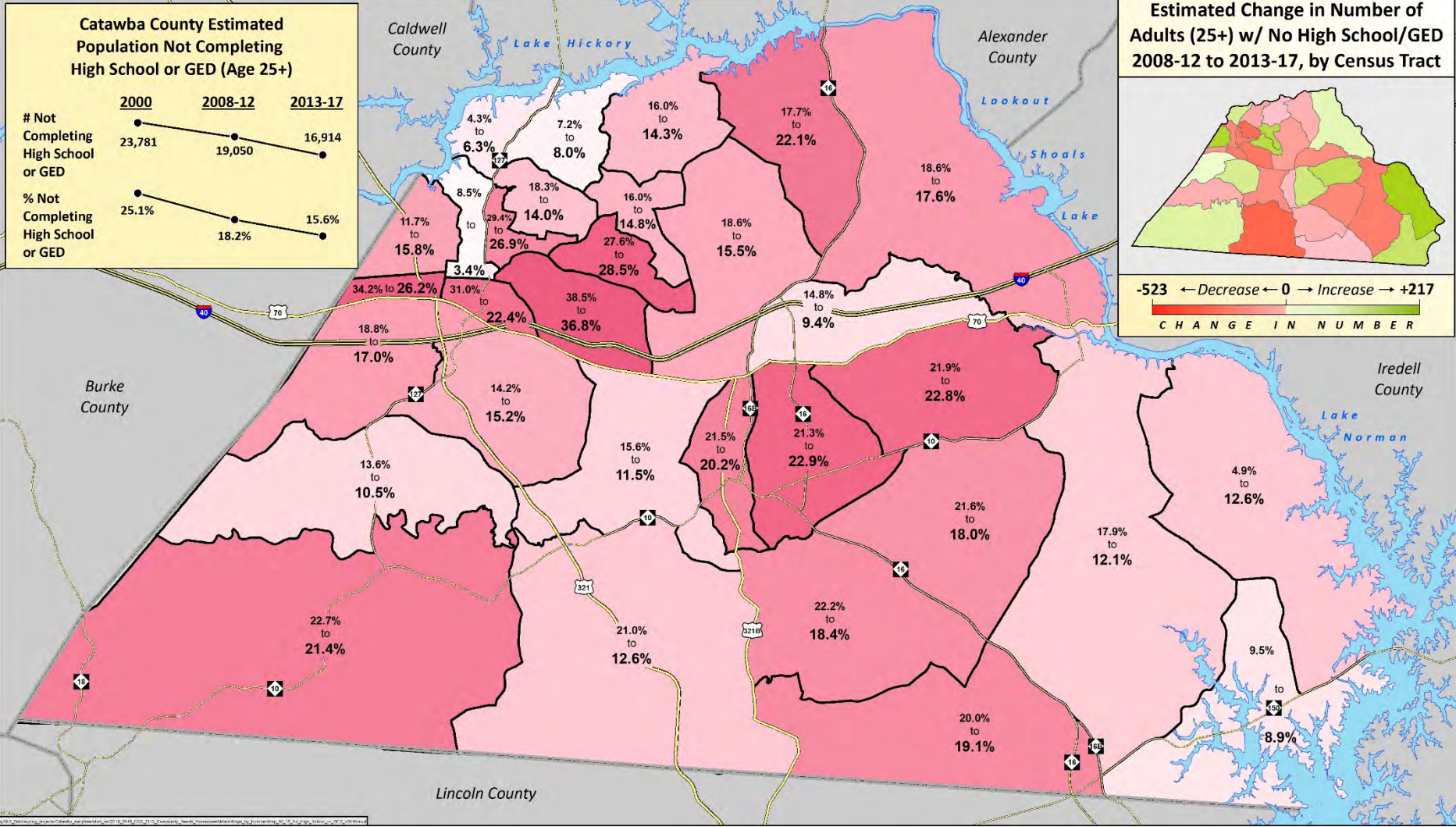
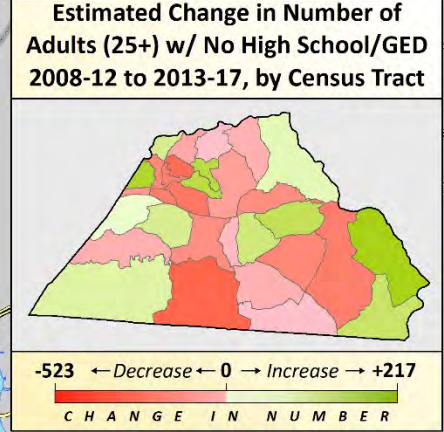
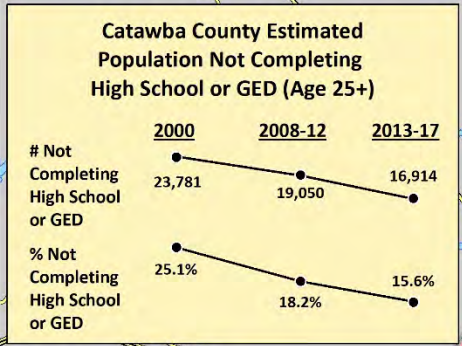
Source: US Census (1990 and 2000) & Census ACS (2012 & 2017).

Map 2-15. % of Pop. 25+ Not Completing High School or GED, 2013-17 & Change from 2008-12, by Tract

18.2% to 15.6% - Est. % of Population 25+ with Less than High School or GED (2008-12) -- US Census ACS
 18.2% to 15.6% - Est. % of Population 25+ with Less than High School or GED (2013-17) -- US Census ACS



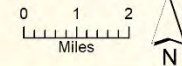
This map was created April 2019 by WPCOG Data Services using data from the US Census Bureau, the NC Center for Health Statistics, and the Catawba County GIS Department.



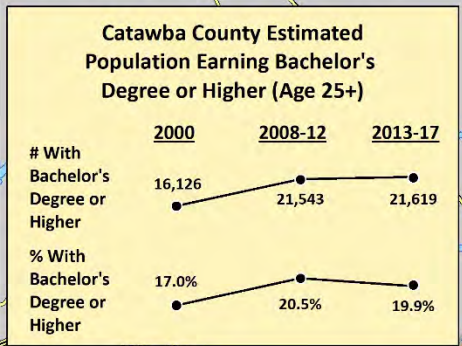
GIS Services, Catawba County, NC, 2019. All rights reserved. Catawba County, NC, 2019. All rights reserved. Catawba County, NC, 2019. All rights reserved.

Map 2-16. % of Pop. 25+ Earning Bachelor's Degree or Higher, 2013-17 & Change from 2008-12, by Tract

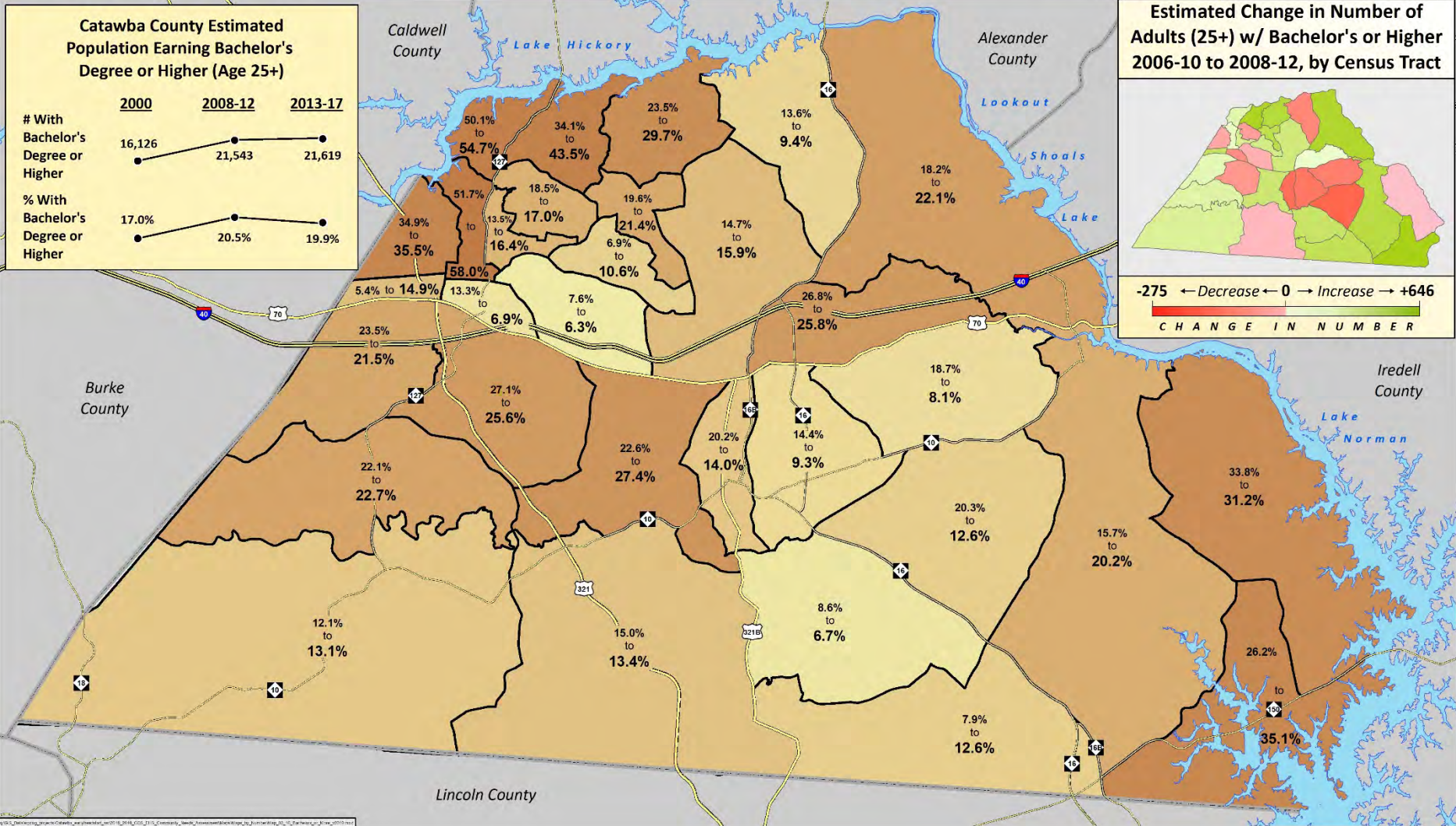
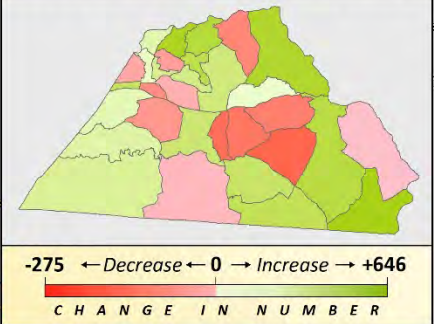
20.5% to 19.9% - Est. Percent of Population 25+ Earning Bachelor's or More (2008-12) -- US Census ACS
 20.5% to 19.9% - Est. Percent of Population 25+ Earning Bachelor's or More (2013-17) -- US Census ACS



This map was created April 2019 by WPCOG Data Services using data from the US Census Bureau, the NC Center for Health Statistics, and the Catowba County GIS Department.



Estimated Change in Number of Adults (25+) w/ Bachelor's or Higher 2006-10 to 2008-12, by Census Tract

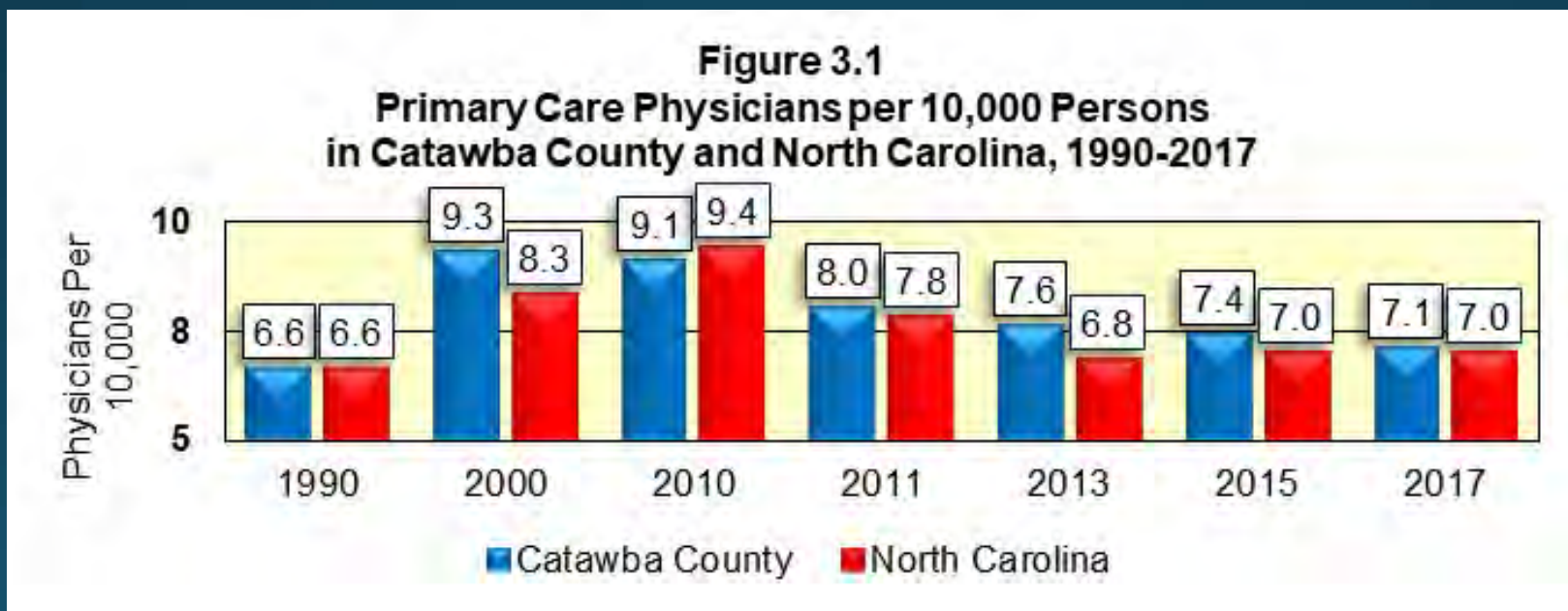


100_20180909_20180909_20180909_20180909_20180909_20180909_20180909_20180909_20180909_20180909

Section III: CCS-EHS Eligible Health & Nutrition

Physician Access

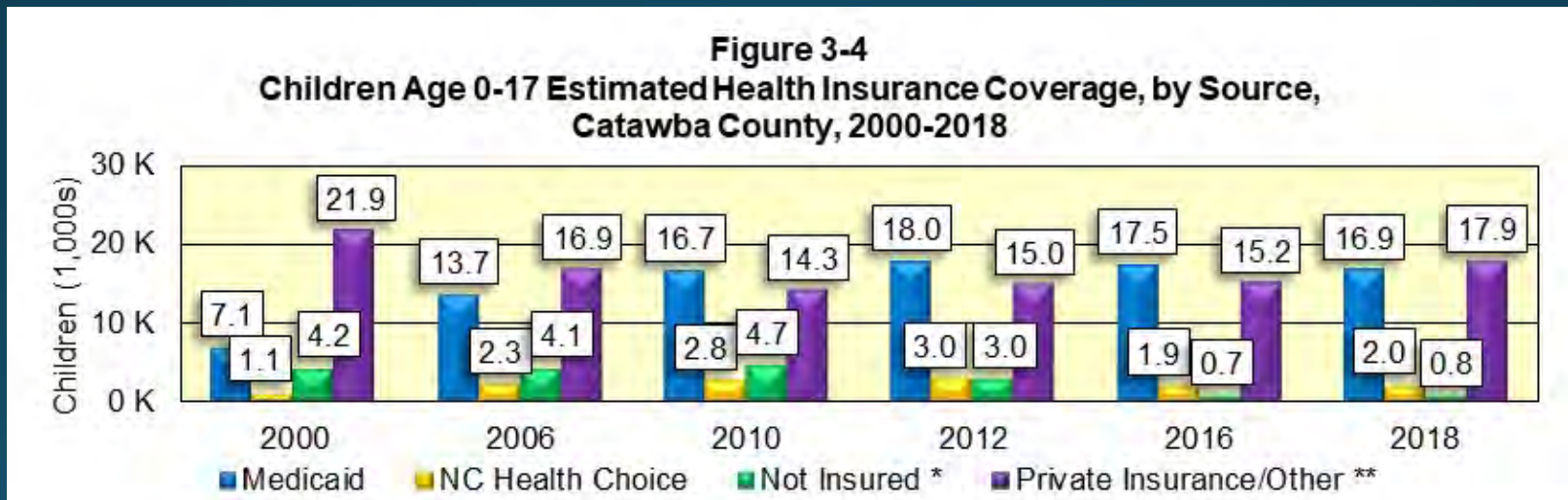
- Since 2000, the number of primary care physicians in Catawba County decreased relative to the population.



Section III: CCS-EHS Eligible Health & Nutrition

Children's Health Insurance Coverage

- In 2018, about half of Catawba County children were covered by Medicaid or NC Health Choice.
- As of 2018, Catawba has less than 1,000 uninsured children



* NC Health Choice provides insurance to children through age 18. Sources: Medicaid data – NCDMA: “Title XIX Authorized Medicaid Eligible”, online at <https://medicaid.ncdhhs.gov/documents/reports/enrollment-reports/medicaid-and-health-choice-enrollment-reports>. Categories included: Infants & Children, Foster Care, AFDC and MCHIP. NC Health Choice Data from NC Div. of Medical Assistance, Annual Utilization Reports. Uninsured children estimate from NC Institute of Medicine, accessed at: <http://www.nciom.org/nc-health-data/uninsured-snapshots/>. “Private Insurance / Other” figures are remainder of Catawba County child (0-17) population estimates provided by NC OSBM via NC LINC.

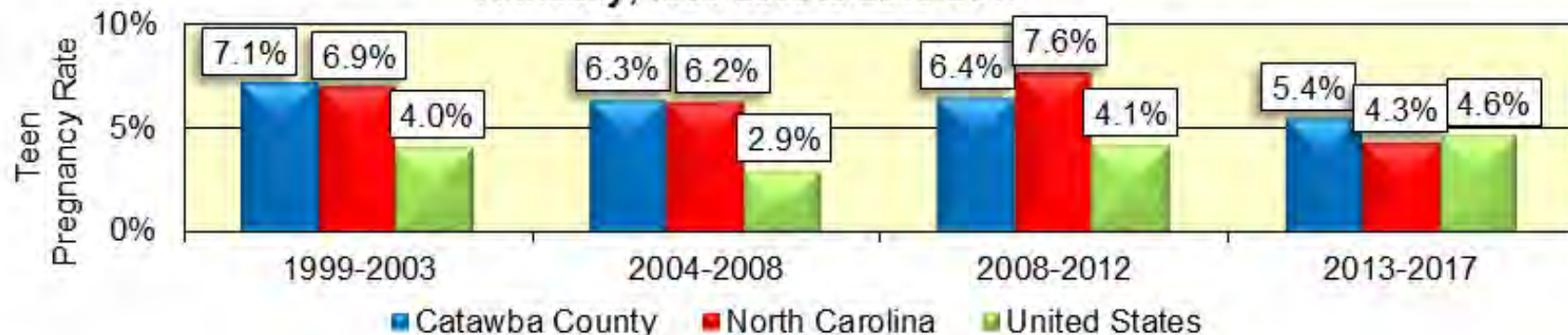
Section III: CCS-EHS Eligible Health & Nutrition

Teen Pregnancies

- Catawba County has reduced its teenage pregnancy rate over the past 20 years.

Figure 3-5.

Teen Pregnancies-Percentage of Females Age 15-19 Becoming Pregnant Annually, 1999-2003 to 2013-2017

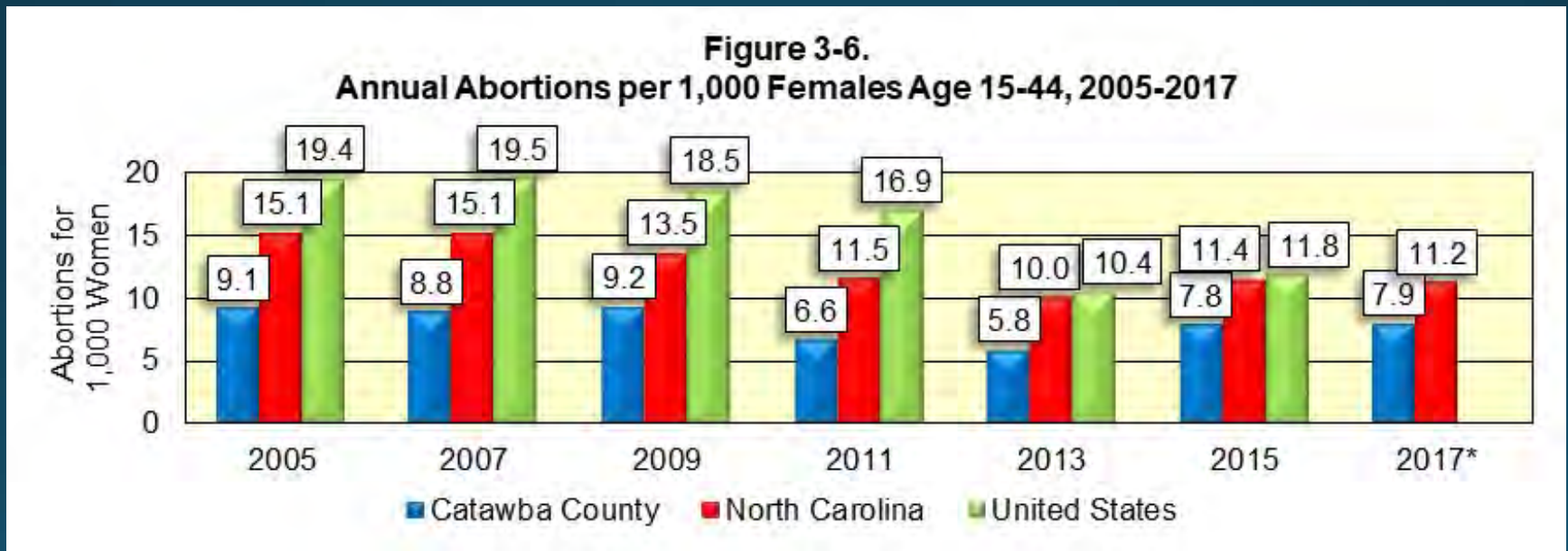


Sources: For 2004-08, 2008-12, and 2013-17, US Census American Community Survey, B13002. "Women 15 to 50 Years who had a Birth in the Past 12 Months by Marital Status Age." For 2001-03, Table P033, "Number of Women 15 to 50 Years who had a birth in the past 12 Months by Marital Status Age." - US Census American Survey 2000 (1-year results), for 1999-2000.

Section III: CCS-EHS Eligible Health & Nutrition

Abortions

- From 2005 to 2017, the rate of abortions declined in Catawba County, and is much lower than National and State figures.

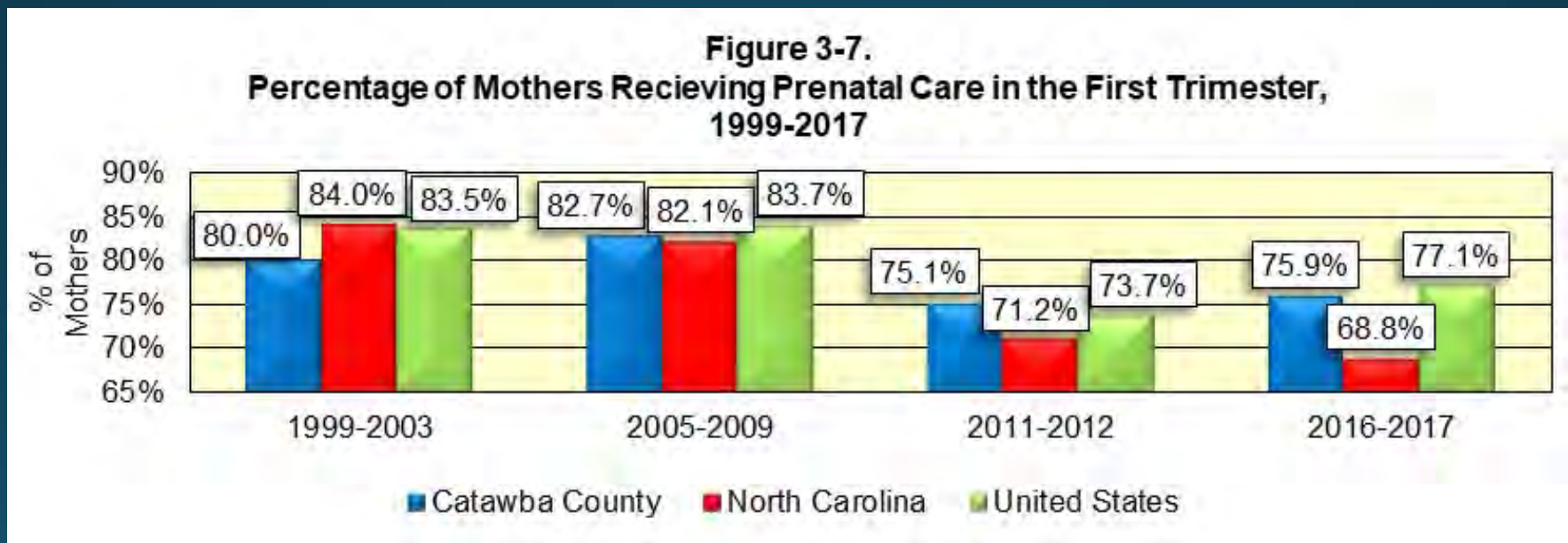


*2017 United State data is not available. The US Centers for Disease Control has not provided national statistics on abortion since 2015. Source: Abortion figures for Catawba County and North Carolina from NC DHHS via NC OSBM and NC LINC. County and State population figures from NC OSBM via NC LINC. Statewide data for 2009 were unavailable from NC LINC and were instead calculated on a county-by-county basis and may differ slightly from an official National abortion data from Guttmacher Institute: Facts on Induced Abortion in the United States (March 2014). Population estimates for US from US Census Bureau ACS Survey Estimates Program, 2004-2017.

Section III: CCS-EHS Eligible Health & Nutrition

Prenatal Care

- A lower percentage of Catawba County mothers received prenatal care in the first trimester between 2011 and 2017 than between 1999 and 2009.

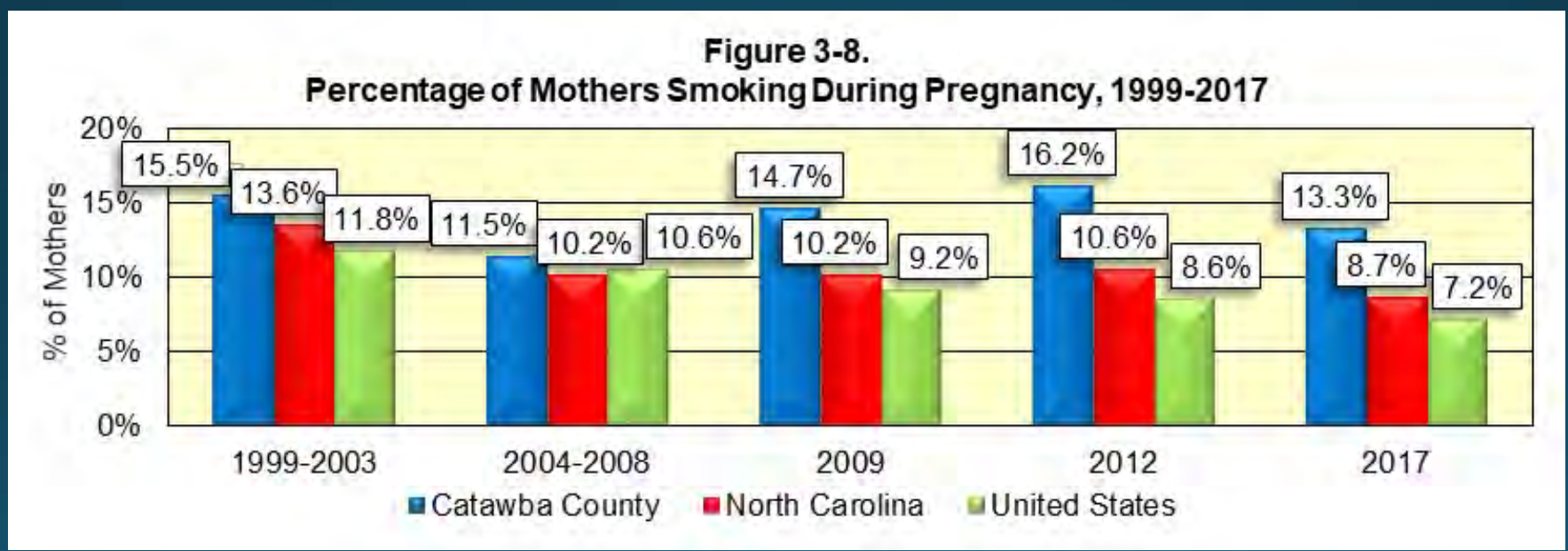


Source: State and County first trimester care rates are from NCDHHS "NC County Trend Reports 2010" accessed at: <http://www.epi.state.nc.us/SCHS/data/trends/pdf/Catawba.pdf>. US figures from Selected Risk Factors - 1994 to 2008." National Vital Statistics System, CDC, Data download from <http://205.207.175.93/vitalstats/ReportFolders/ReportFolders.aspx>, 2010. State and County source for 2011-2012: <http://www.schs.state.nc.us/schs/data/births/bd.cfm>. Federal data for 2011-12 from USDHHS, Health Resources and Services Administration, Division of Maternal and Child Health, "Child Health USA 2013," accessed at: <http://mchb.hrsa.gov/chusa13/health-services-utilization/p/prenatal-care-utilization.html>.

Section III: CCS-EHS Eligible Health & Nutrition

Smoking During Pregnancy

- The percent of Catawba expectant mothers who smoke is greater than the State and Nation, but has decreased since 2012.



Source: Data for Catawba County and North Carolina from NC State Center for Health Statistics, NC and County figures for 1994 to 2008 from "NC County Trend Reports 2010" accessed at: <http://www.epi.state.nc.us/SCHS/data/trends/pdf/Catawba.pdf>. State and County figures for 2009 accessed at: http://www.healthstats.publichealth.nc.gov/indicator/view_numbers/PregTobacco.County.html. State and County figures for 2012 accessed at: <http://www.schs.state.nc.us/schs/data/databook/> National data for 1994 to 2008 from "Selected Risk Factors - 1994 to 2008." National Vital Statistics, CDC, accessed at: <http://205.207.175.93/vitalstats/ReportFolders.aspx>, 2010. 2009 and 2012 National data from US Centers for Disease Control, "CDC Wonder" at: <http://wonder.cdc.gov/nativity-current.html>.

Section III: CCS-EHS Eligible Health & Nutrition

Children with Disabilities

- As of 2013-17, Catawba County children age 5-17 suffered most often from cognitive difficulties.

Table 3-2.

Number of Catawba County Non-Institutionalized Children Age 5 to 17 with Disabilities, by Type of Disability, 2008-2012 and 2013-2017

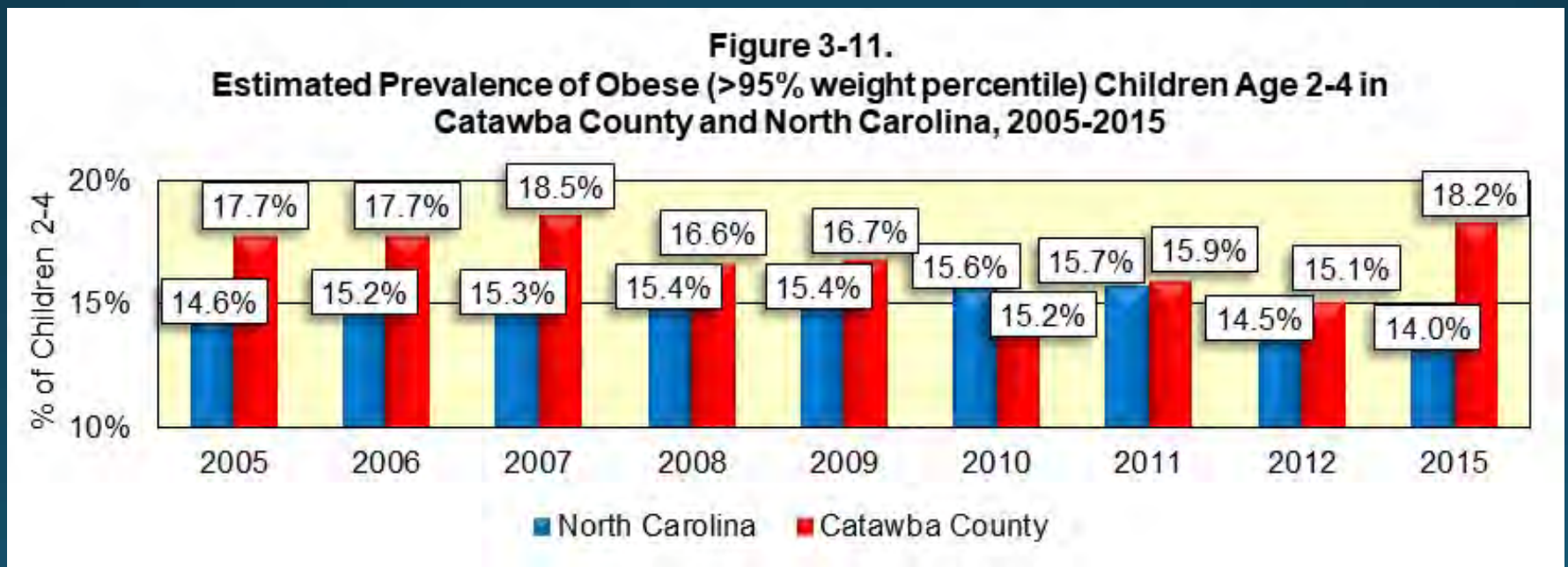
Type of Disability	2008-12 Estimated # of Children with Type of Disability	2008-12 Percentage of All Disabled Children	2013-17 Estimated # of Children with Type of Disability	2013-17 Percentage of All Disabled Children	Change in # of Children with Type of Disability 2008- 12 to 2013-17
ALL TYPES	1,169	100.0%*	1,151	100.0%*	-18
Hearing Difficulty	99	8.5%	173	15.0%	74
Vision Difficulty	189	16.2%	206	17.9%	17
Cognitive Difficulty	860	73.6%	757	65.8%	-103
Ambulatory Difficulty	52	4.4%	94	8.2%	42
Self-Care Difficulty	254	21.7%	205	17.8%	-49

*Number of children with each type of disability exceeds total number of children with disabilities because children can experience more than one type of disability.
Source: US Census American Community Survey Table S1810, (2008-12, 2013-2017 Five Year Averages).

Section III: CCS-EHS Eligible Health & Nutrition

Childhood Obesity

- From 2012 to 2015, obesity in Catawba County children age 2-4 increased from 15.1% to 18.2%.



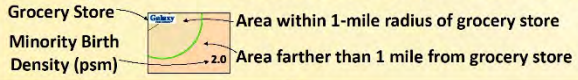
Sources: Data for years 2005-2012 is derived from the North Carolina-Nutrition and Physical Activity Surveillance System (NC-NPASS). Data for year 2015 is derived from the North Carolina Pediatric Nutrition and Epidemiology Surveillance System (NC-PedNESS). Both sources are overseen by NC Eat Smart/Move More.

Section III: CCS-EHS Eligible Health & Nutrition

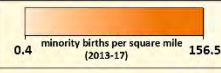
Food Deserts

- “Food Deserts” are urban areas of elevated poverty which do not have easy access to a supermarket.
- Often found in areas of large minority populations.
- Healthy food is either unavailable or too expensive at small convenience stores.
- Families often faced with choosing cheaper foods in small food stores, which contain high amounts of fat and calories, or eat inexpensive items at fast-food outlets, which are also often unhealthy.
- Can lead to health problems and obesity.

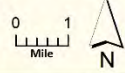
Map 3-1. Catawba Co. "Food Deserts": Minority Birth Density, 2013-17 & Food Access (1 mi. radius)



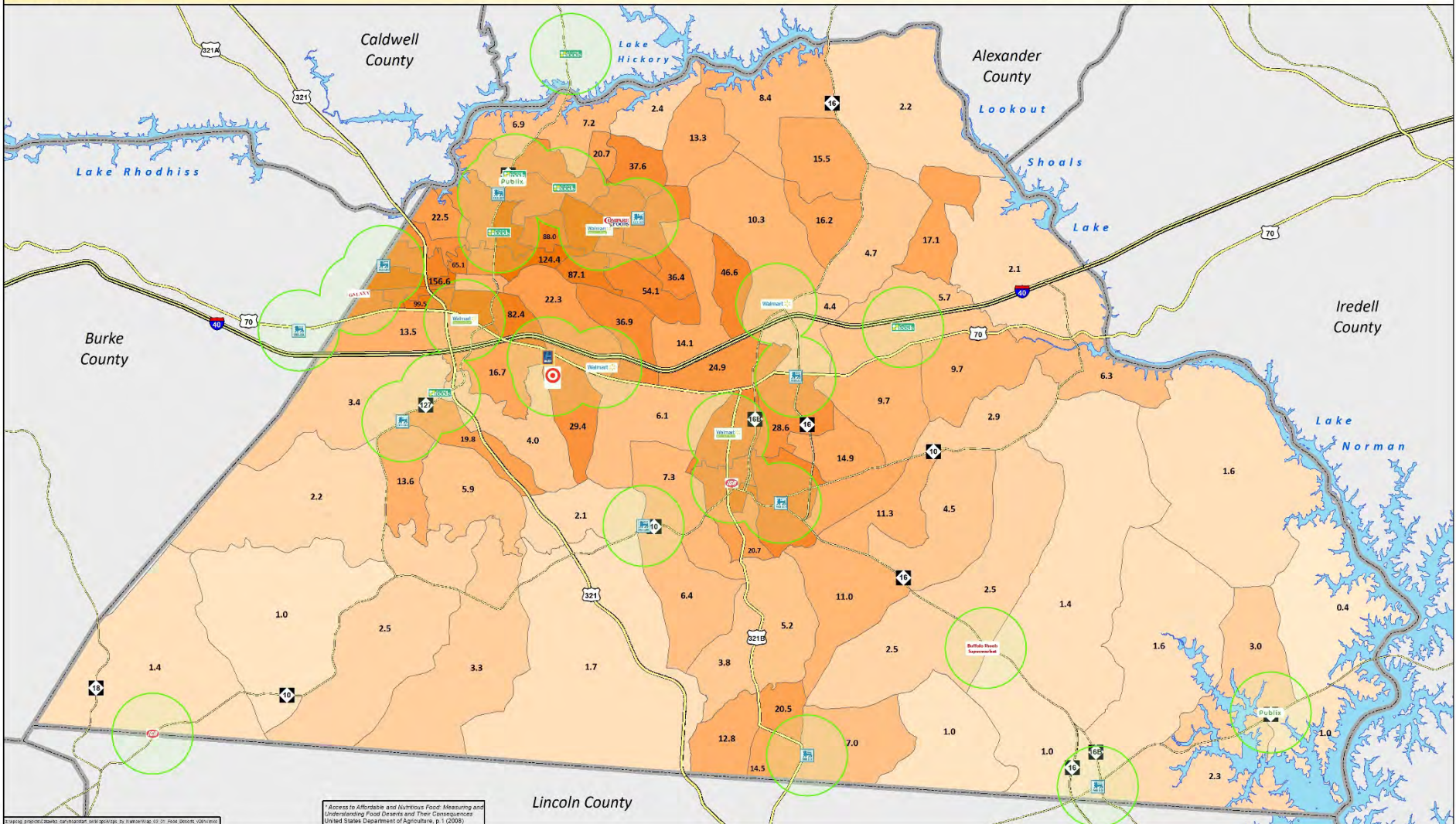
"Food Deserts" are defined as "areas in the US with limited access to affordable and nutritious foods." They are often found in urban areas with sizeable populations of ethnic/racial minorities. (USDA, 2008)*



% of births per square mile which were Latino or racial minority, from birth certificate data (2013-17) according to 2010 Census Block Groups. (Source: NC SCHS & WPCOG)



This map was created April 2019 by WPCOG Data Services using data from the US Census Bureau, the NC SCHS, WPCOG Data Center, & the Catawba County GIS Department.



*Access to Affordable and Nutritious Food: Measuring and Understanding Food Deserts and Their Consequences United States Department of Agriculture, p. 1 (2008)

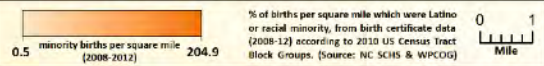
Maple Graphics, Inc. 2019. All rights reserved. Catawba County GIS Department. 2019. All rights reserved.

Map 3-1. Catawba Co. "Food Deserts": Minority Birth Density (2008-12) & Food Access (1 mi. radius)

Grocery Store
Minority Birth Density (psm)

Area within 1-mile radius of grocery store
 Area farther than 1 mile from grocery store

"Food Deserts" are defined as "areas in the US with limited access to affordable and nutritious foods." They are often found in urban areas with sizeable populations of ethnic/racial minorities. (USDA, 2008)*

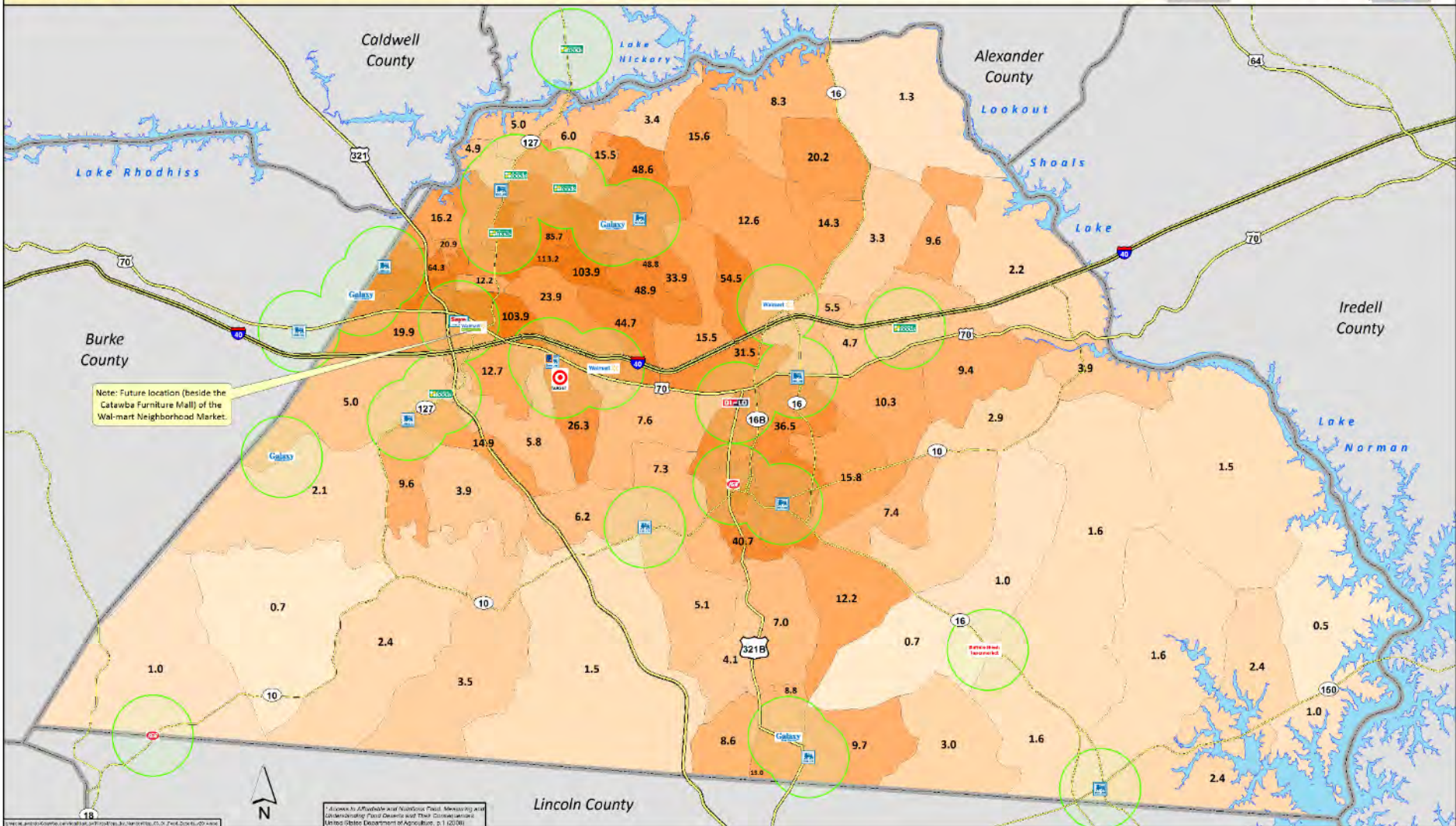


% of births per square mile which were Latino or racial minority, from birth certificate data (2008-12) according to 2010 US Census Tract Block Groups. (Source: NC SCHS & WPCOG)

0 1 Mile

Catawba County Early Head Start

This map was created on May 1, 2014 by WPCOG Data Services using data from the US Census Bureau, the NC SCHS, WPCOG Data Center, & the Catawba County GIS Department.



*USDA, Economic Research Service, "Measuring Food Deserts and Their Consequences," United States Department of Agriculture, p. 1 (2008).

Section III: CCS-EHS Eligible Health & Nutrition

Substance Abuse

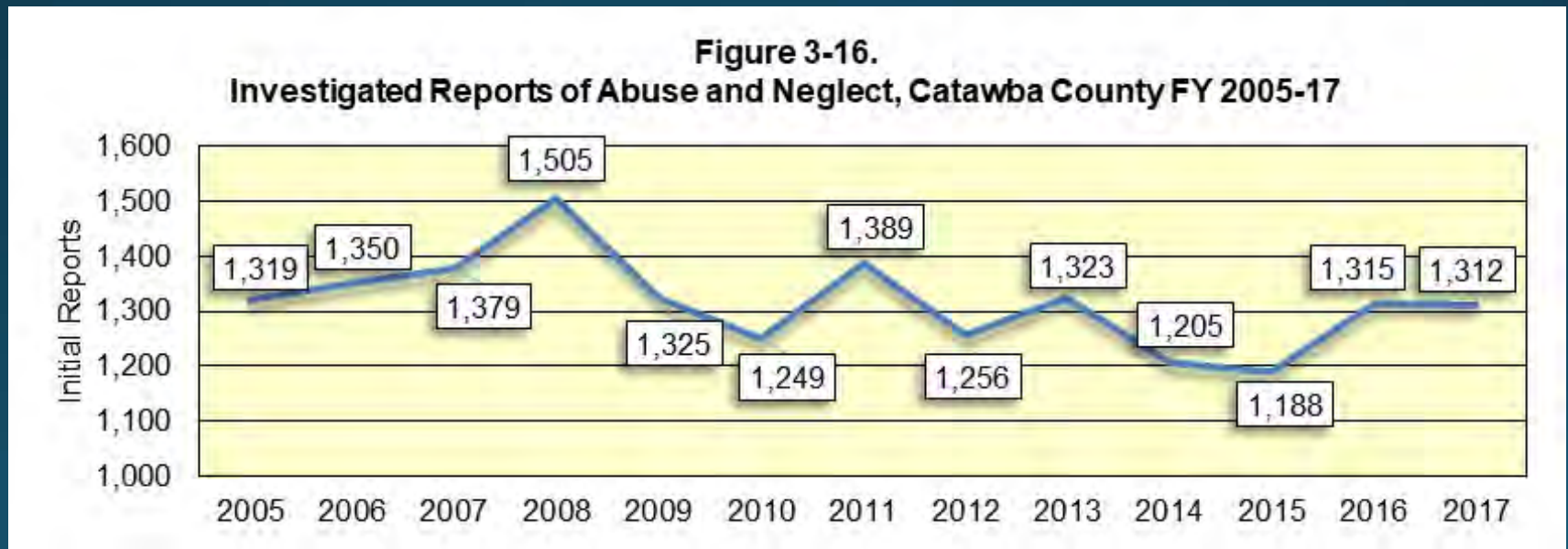
- In Catawba County, sales of liquor at ABC stores increased each year from 2007 to 2017, growing from \$10.6 million to \$19.3 million.



Section III: CCS-EHS Eligible Health & Nutrition

Child Abuse and Neglect

- Initial reports of child abuse and neglect in Catawba County increased from 1,256 in 2012 to 1,312 in 2013 (4.5% increase).



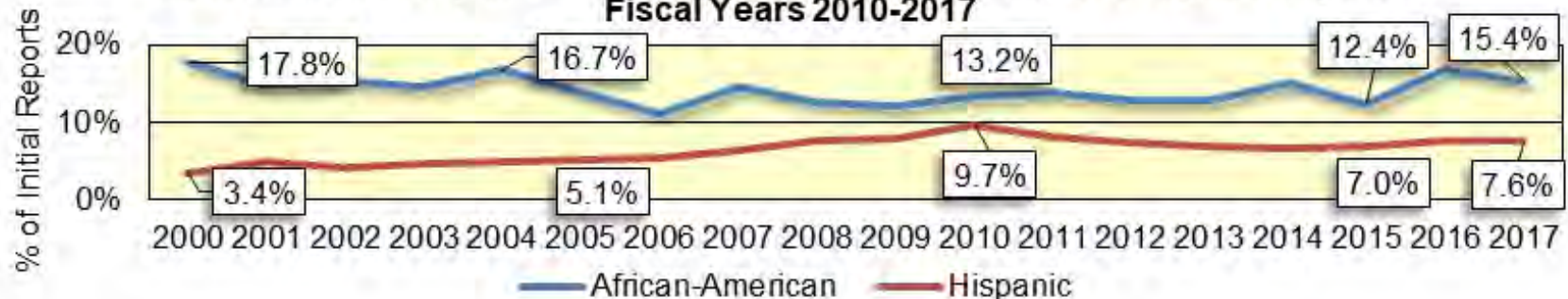
Section III: CCS-EHS Eligible Health & Nutrition

Child Abuse and Neglect (cont.)

- The percentage of child abuse investigated reports for Hispanic Children in 2017 (7.6%) is less than half of the actual Hispanic proportion of the Catawba County child population (16.9%).

Figure 3-19.

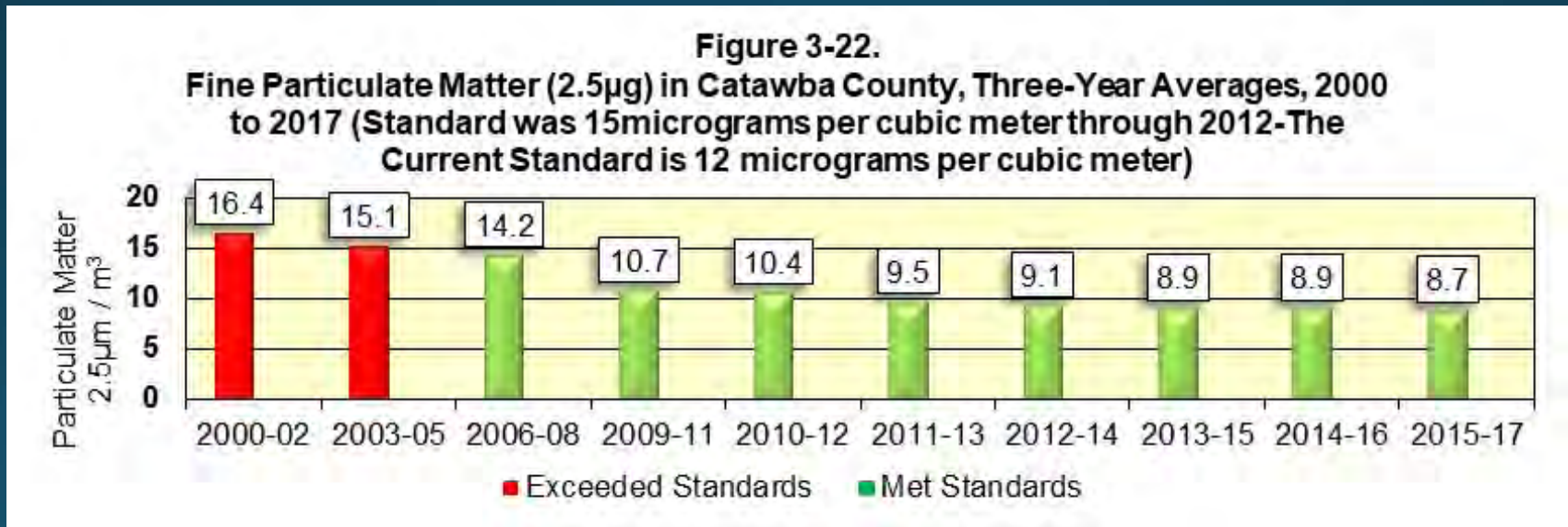
Catawba County Investigated Reports of Abuse or Neglect for African-American and Hispanic Children, as a Percentage of All Investigated Reports, Fiscal Years 2010-2017



Section III: CCS-EHS Eligible Health & Nutrition

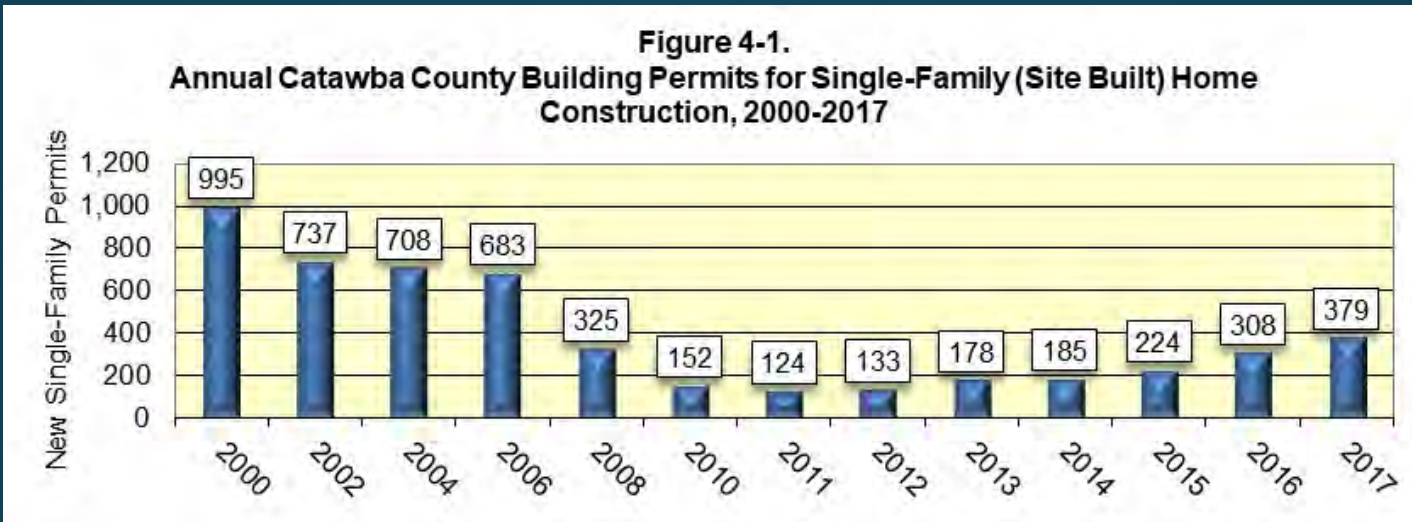
Natural Environment

- Since 1999, air pollution, both Particulate Matter (2.5) and Ground-Level Ozone, has fallen steadily in the Hickory Metro.
- This is due largely to better environmental standards, as well as to fewer factory and automobile emissions.

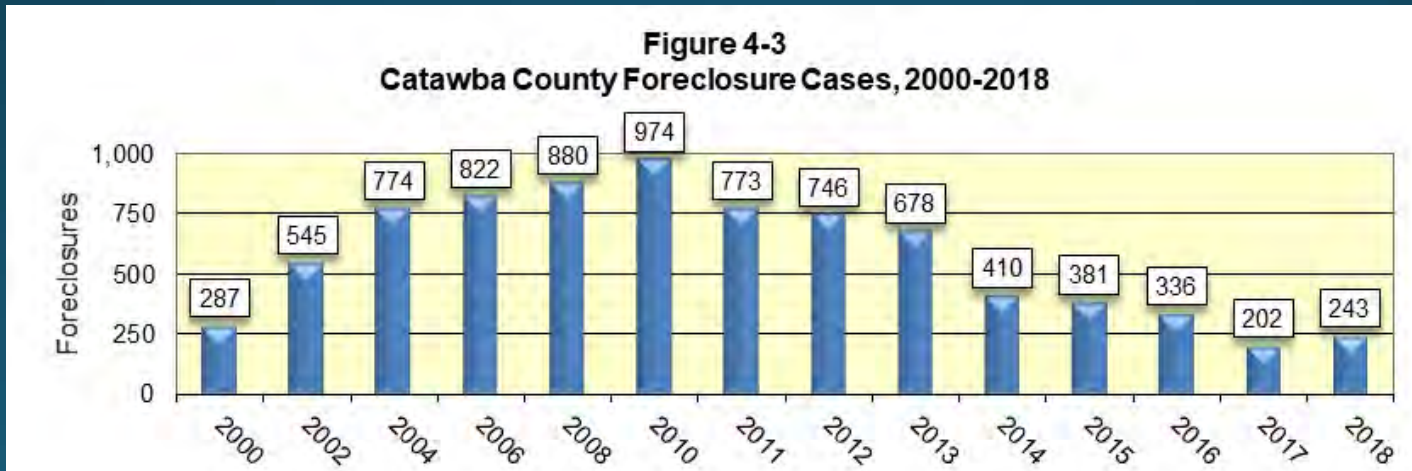


Section IV: Housing in Catawba County

New Home Construction & Foreclosures



Source: US Census, Building Permits Survey, 2019. Accessed at: <http://censtats.census.gov/bldg/bldgprmt.shtml>

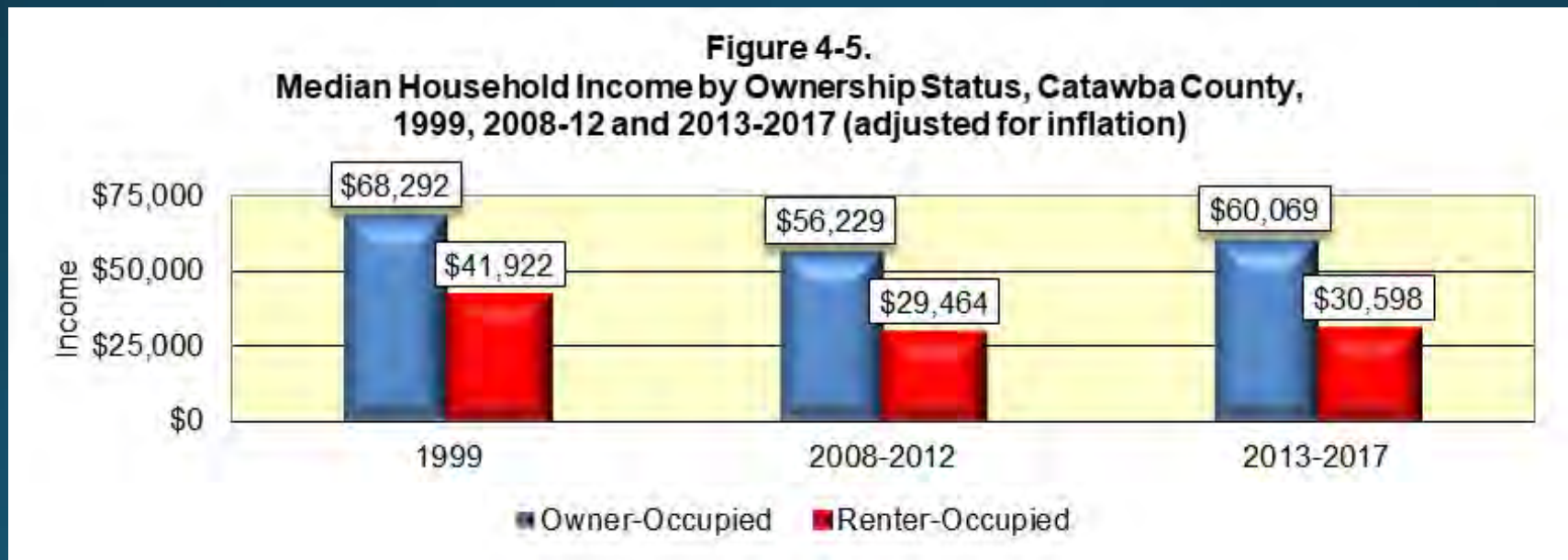


Source: North Carolina Administrative Office of the Courts, 2019.

Section IV: Housing in Catawba County

Renting versus Owning

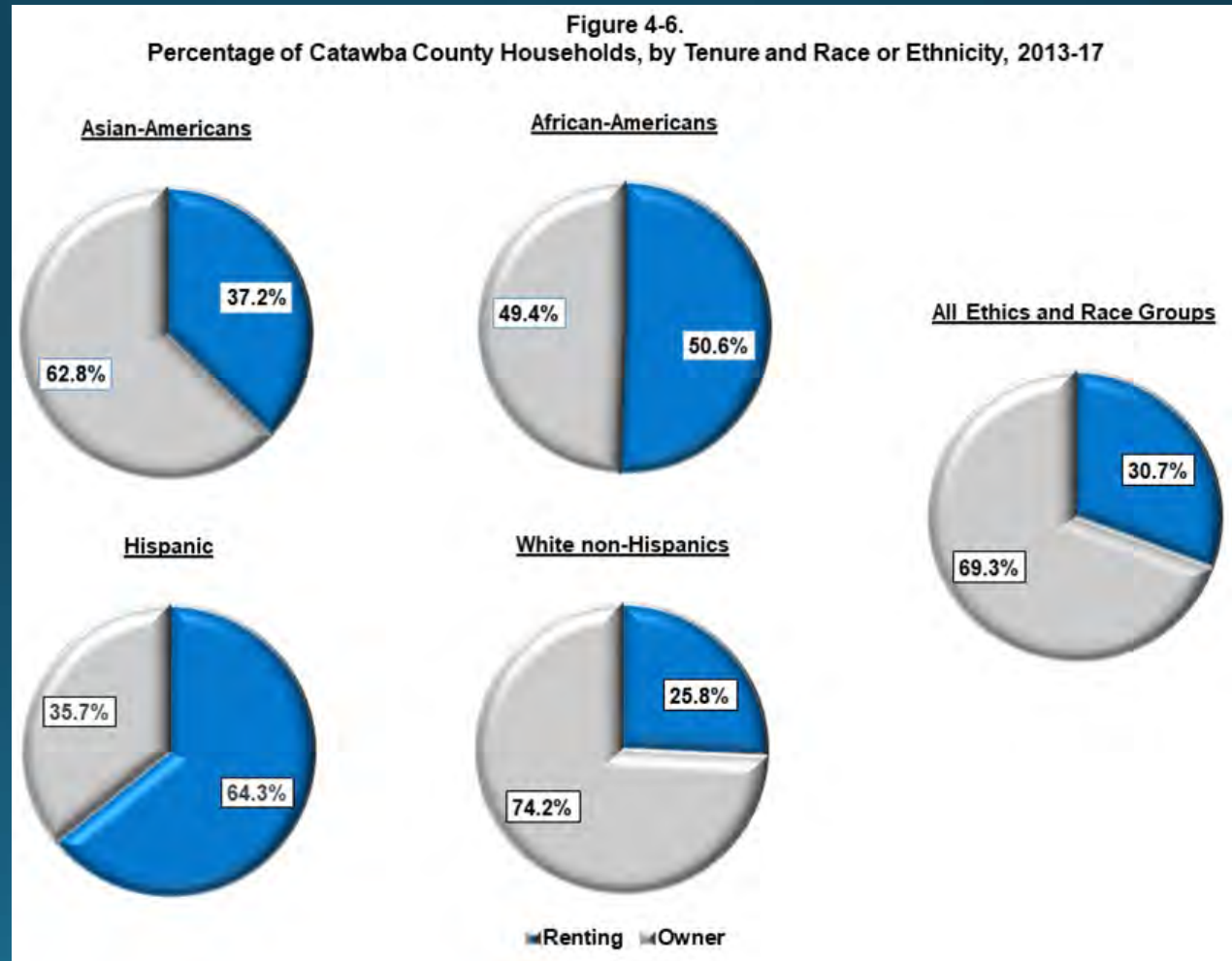
- Catawba County households which rent have median household income of about half of homeowner households.
- Household income increased for both owner- and renter-occupied households between 2008-12 and 2013-17.



Section IV: Housing in Catawba County

Renting versus Owning (cont.)

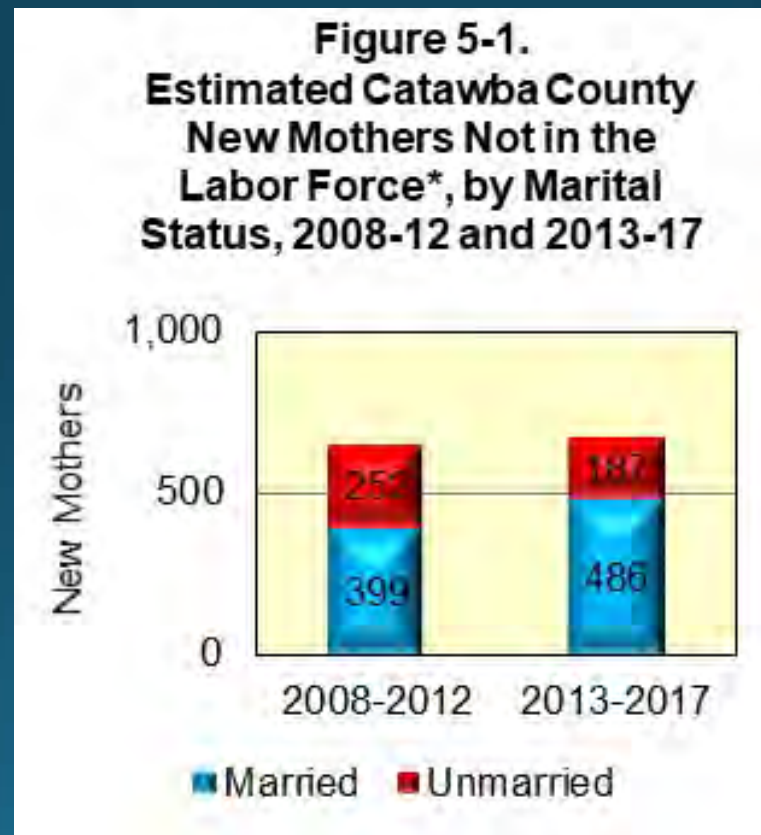
- Catawba County African-American and Hispanic families were more likely to rent homes, while Asian and White (non-Hispanic) families were more likely to be homeowners (2013-17).



Section V: Child Care in Catawba County

Employment of Mothers

- The number of new mothers not working in Catawba County has declined for unmarried, but increased for married.

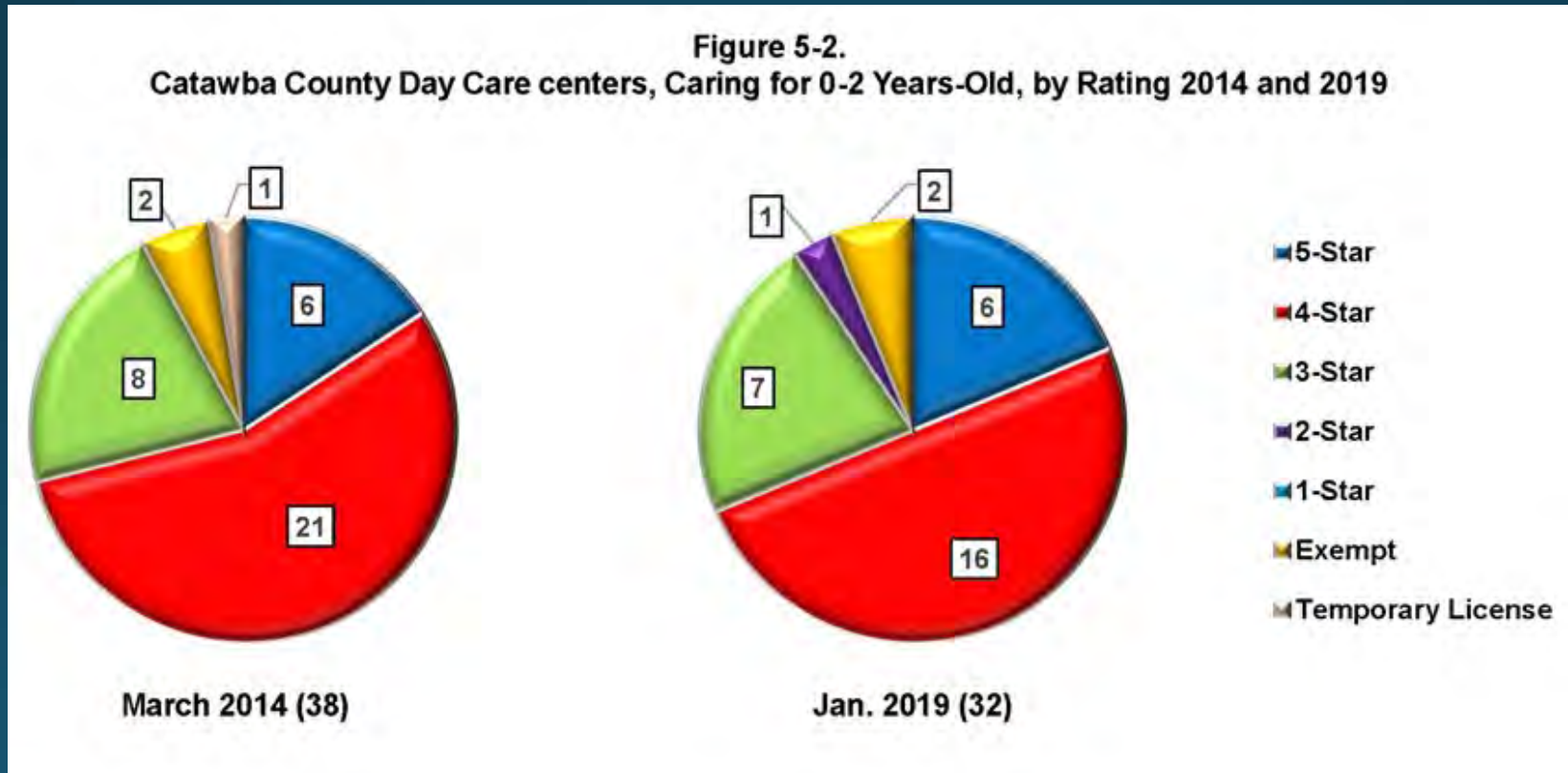


*Defined as women ages 16 to 50 who had a birth in past 12 months. Source: ACS, Table B13012 (2008-12, 2013-17).

Section V: Child Care in Catawba County

Day Care Ratings

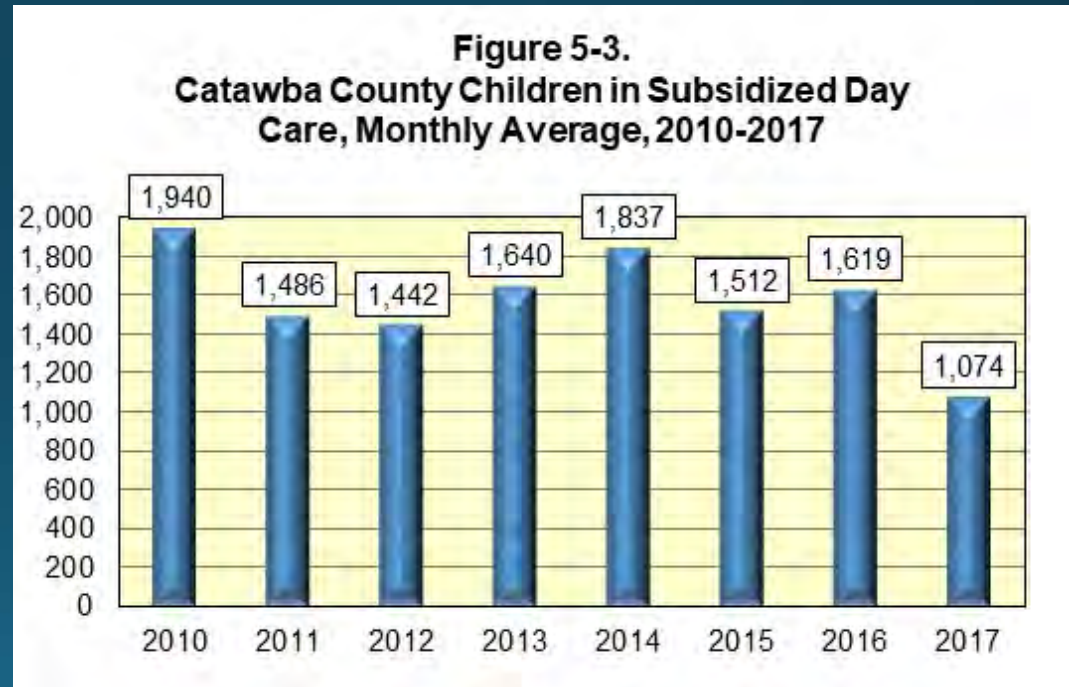
- There was a reduction in 5-star centers between March 2014 and January 2019.



Section V: Child Care in Catawba County

Subsidized Day Care

- The number of children receiving state-subsidized day care in Catawba County has fallen dramatically since 2016.
- In 2018, a Catawba County one-star center would receive \$379 per month to care for an infant, while a five-star center would receive \$1,018

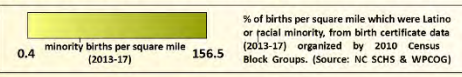


Map 5-1. Catawba County Minority Birth Density and Proximity to 4- and 5-Star Rated Daycare, 2019

Day Care (5-Star) 27.2 11.6

Area farther than 1 mile from 4- or 5-star daycare.
 Minority births per square mile (2013-17) in Census block groups over 1 mile from 4- or 5-star daycare.

For daycare facilities caring for 0-2 year-old children. Does not include home-based day care.



0 1 Mile

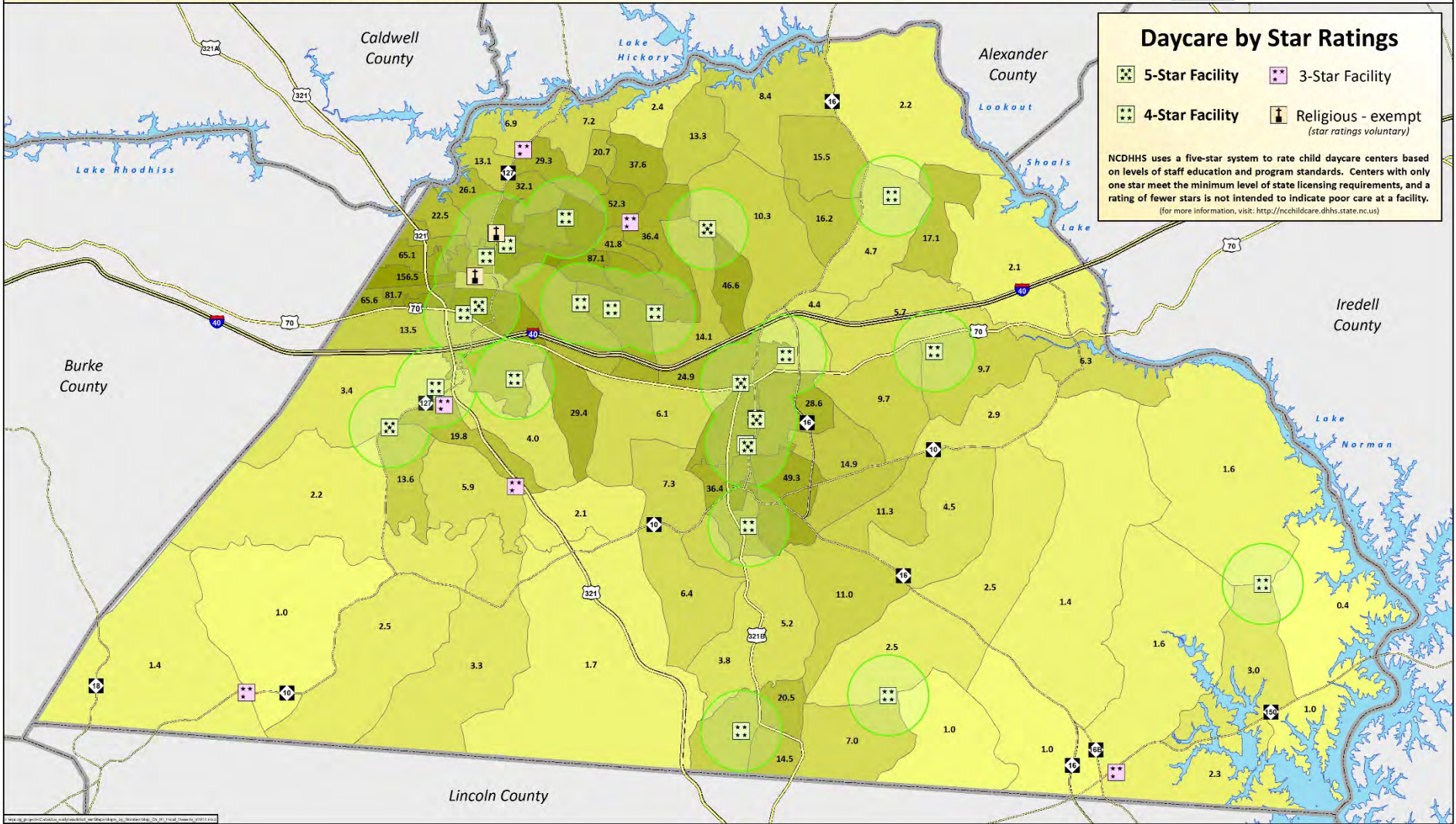
N

This map was created April 2019 by WPCOG Data Services using data from the US Census Bureau, the NC SCHS, NC Div. of Child Dev., & the Catawba County GIS Department.

Daycare by Star Ratings

- 5-Star Facility
- 4-Star Facility
- 3-Star Facility
- Religious - exempt (star ratings voluntary)

NCDHHS uses a five-star system to rate child daycare centers based on levels of staff education and program standards. Centers with only one star meet the minimum level of state licensing requirements, and a rating of fewer stars is not intended to indicate poor care at a facility. (for more information, visit: <http://ncchildcare.dhhs.state.nc.us>)



Map 5-1. Catawba County Minority Birth Density and Proximity to 4- and 5-Star Rated Daycare, 2019

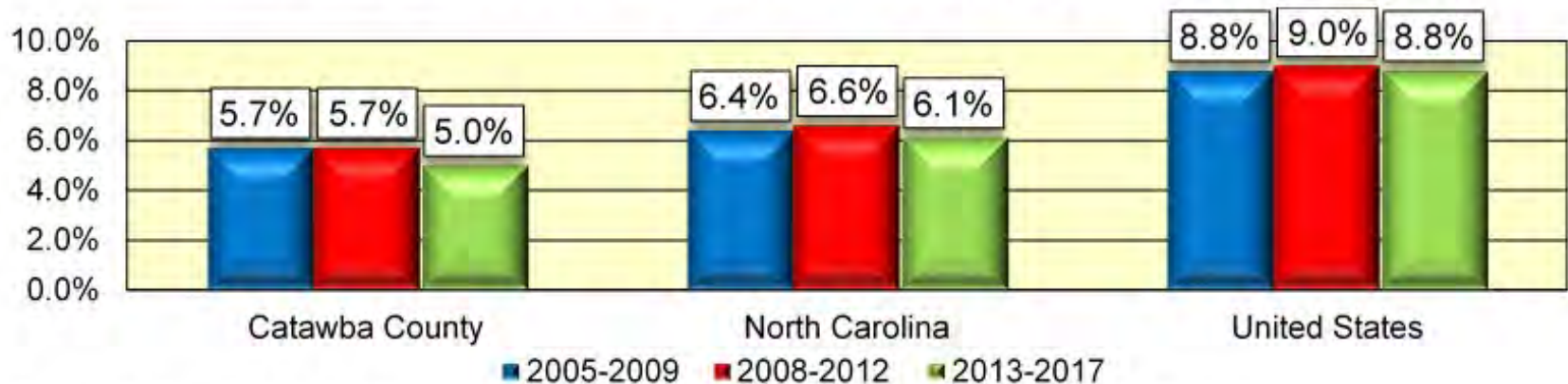
Section VI: Transportation & Communication

Access to Personal Motor Vehicle

- The proportion of County residents with no access to a motor vehicle is lower than in US or NC, and has fallen between 2008-12 and 2013-17.

Figure 6-1.

Percentage of Population without Access to Personal Motor Vehicle, Catawba County, North Carolina and the United States, 2005-09, 2008-12, and 2013-17



Source: US Census, 2005-09 ACS 5-Yr Estimates, 2008-12 ACS 5-Yr Estimates, 2013-17 ACS 5-Yr Estimates.

Section VI: Transportation & Communication

Access to Greenway Transit for Families with Very Young Children

Table 6-1 Percentage of Children Born from 2008 through 2017 Living within 1/2 Mile of Catawba Public Transit Routes, by Race, April 2019		
Race or Ethnicity	Within 1/2 Mile	
	2008-12	2013-17
Hispanic	52.8%	50.1%
African-American	58.1%	57.8%
Asian	32.7%	32.3%
White (non-Hispanic)	23.2%	21.7%
All Races	35.6%	34.0%

Section VI: Transportation & Communication

Telephone / Cell Phone Access

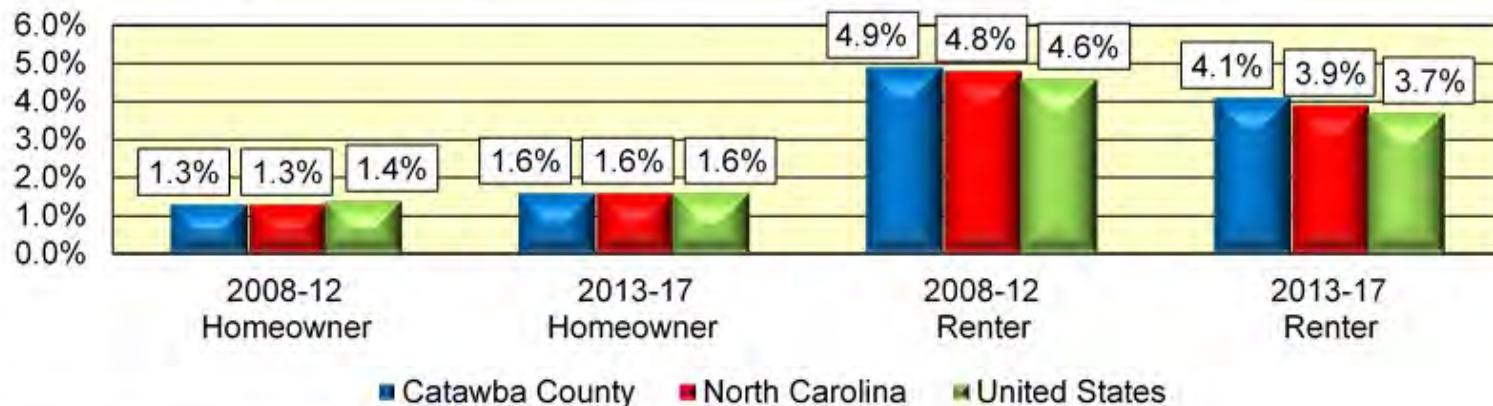
- Household access to telephone has improved dramatically from 2005-09 to 2013-17.

Table 6-2.
Percent of Households Without Telephone Access, Including Cell Phones, 2005-09, 2008-12, and 2013-17

Area	2005-09	2008-12	2013-17
Catawba County	3.2%	2.3%	2.4%
North Carolina	4.9%	2.5%	2.4%
United States	4.2%	2.4%	2.3%

Source: US Census, 2005-09 ACS 5-Yr Estimates, 2008-12 ACS 5-Yr Estimates, 2013-17 ACS 5-Yr Estimates.

Figure 6-4.
Percentage of Households without Telephone Access, by Household Type, 2008-2017



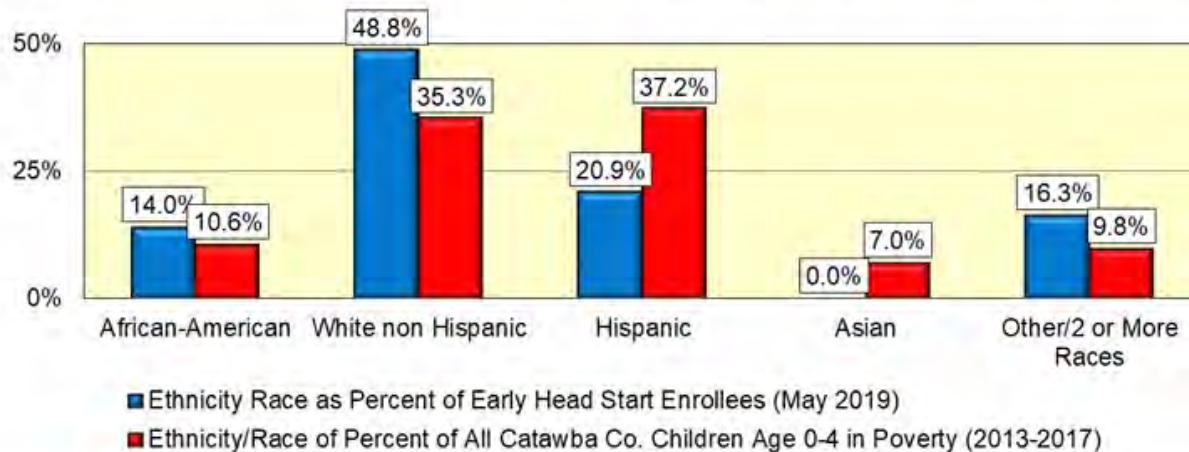
Source: US Census, 2008-12 ACS 5-Yr Estimates and 2013-17 ACS 5-Yr Estimates.

Section VII: CCS-EHS Enrollees

Poverty Representation and Enrollment

- CCS-EHS enrollment dropped from 133 children in 2014 to 129 children in 2017 (-3.0%)
- Enrollment in CCS-EHS appears to be generally representative of the ethnicity/race of very young children in poverty in the County.

Figure 7-1.
Racial and Ethnic Composition of Catawba County Early Head Start Enrollees Compared with Racial and Ethnic Composition of Catawba County Very Young Children in Poverty (Age 0-4)



Source: US Census American Community Survey Estimates Program (2013-17) and Catawba County Schools Early Head Start Enrollment Data, May 2019.

Section VIII: CCS-EHS Staff

Staff Qualifications

- CCS-EHS employs 11 persons
- All (100%) have a bachelor's degree
- One staff member has a master's degree.
- One staff member speaks English and Spanish.

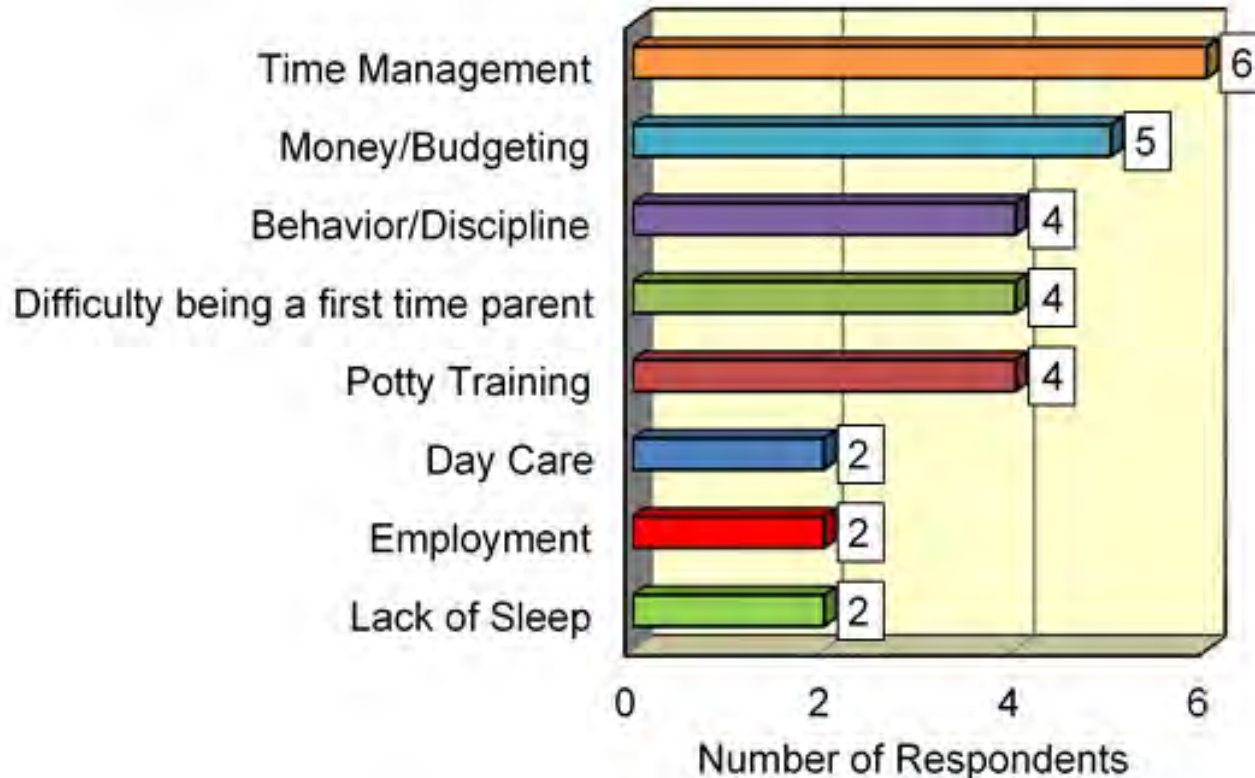
Section IX: Community Needs Survey

Survey Description

- 33 parents/guardians of CCS-EHS enrolled children responded to a one-page survey regarding the challenges faced by Early Head Start in Catawba County and how the program can achieve its goals.

Section IX: Community Needs Survey

Figure 9-1.
Top responses to Question 3:
“In your view, what challenges are facing new parents and parents-to-be whom you may know?”



Section IX: Community Needs Survey

Sample Answers to Question #3:

“In your view, what challenges are facing new parents and parents-to-be whom you may know?”

“they are young parents who need to learn the baby curve and well as continuing to take care of themselves”

“not spending enough time [with my children] because of work”

“lack of information [and] fear of the unknown”

Section IX: Community Needs Survey

Sample Answers to Question #4:

“In your opinion, what actions can CCS-EHS take to better serve the needs of parents and parents-to be?”

More Parenting Classes

“teach them proper baby techniques as well as teaching them to nurture themselves and their marriage”

“additional resources and educational opportunities”

“teach and show parents”

“Offer more [classes] getting together to learn about parenting”

More Growth and Transportation Needs

“I would like to program to be offered to more families”

“Offer transportation to those in need”

Section IX: Community Needs Survey

Sample Answers to Question #5:

“What obstacles do you see to CCS-EHS serving this population?”

“government funding for the program going away”

“helping children with growth and development”

“it more better if the program had more families”

“just not wanting to participate every week”

“many people are scared or shy to ask about EHS”

“more families than educators”

“one on one attention”

“participates don't commit to home visits”

“providing services between 3 and 5”

“some parents don't take it seriously”

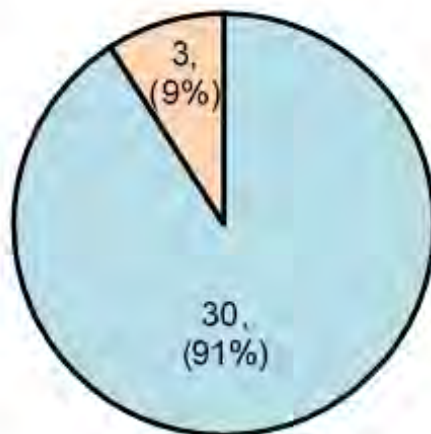
“spread out services for more families to learn about the program”

Section IX: Community Needs Survey

Figure 9-2.

Question 7 Results:

“Early Head Start staff have assisted us/our child in staying current with well child exams and finding a dentist to see our child”



■ Yes ■ No

Figure 9-3.

Question 8 Results:

“I am satisfied with Early Head Start services my family receives”



Section X: Comprehensive Need Index for Early Head Start Services

Index Description and Components

- All sub-county indicators of need for very young children were grouped into Census block group boundaries and indexed using a consistent scoring system: 0 (lowest need) to 100 (highest need)
- Each category was then weighted according to its applicability to the overall need for CCS-EHS services
- The resulting index indicates, from 0 to 100, the need of very young children in each Census block group for CCS-EHS services.
- The index was compared with that from the 2014 *Assessment*.

Start Again Here Section X: Comprehensive Need Index for Early Head Start Services

Index Components and Weighting

Table 10-1. Components and Weighting of Catawba County Comprehensive Need Index for Early Head Start Services, 2019

Category	Weight	Category	Weight
Economic Need (total)	40%	Minority / Cultural Status (total)	25%
Median Household Income	15%	Minority Birth Density per Square Mile (2008-2012)	20%
% of Children in Poverty	15%		
% of Children with Free/Reduced Lunch	5%	Inability to Speak English Fluently	5%
% of Workforce in Manufacturing	5%	Lack of Access to Services (total)	15%
Family Structure (total)	10%	Access to Affordable Nutrition ("Food Deserts")	5%
Single-Parent Homes as % of Homes with Children	10%	Access to 4- and 5-Star Day Care	5%
Educational Attainment (total)	10%	Access to Public Transit	5%
% Adults 25+ Not Finishing High School	10%		

Map 10-1. Catawba County Comprehensive Need Index for Early Head Start Services, 2019

Interstate
 US Highway
 State Highway
 County Boundary
 Lakes and Rivers
 Census Block Groups (2010 Boundaries)

The Catawba County Schools Early Head Start (CCS-EHS) Program "Comprehensive Need Index" is a broad-based measure of need for CCS-EHS services by geographic area. The index is based upon data of Catawba County families within the following five categories: 1. Economic Need, 2.) Family Structure, 3.) Educational Attainment, 4.) Minority / Cultural Status, and 5.) Access to Services.



The CNI measures quantifies need according to various sources of data. The index is placed into Census Block Groups for need-comparison purposes. The highest possible index reading is 100.



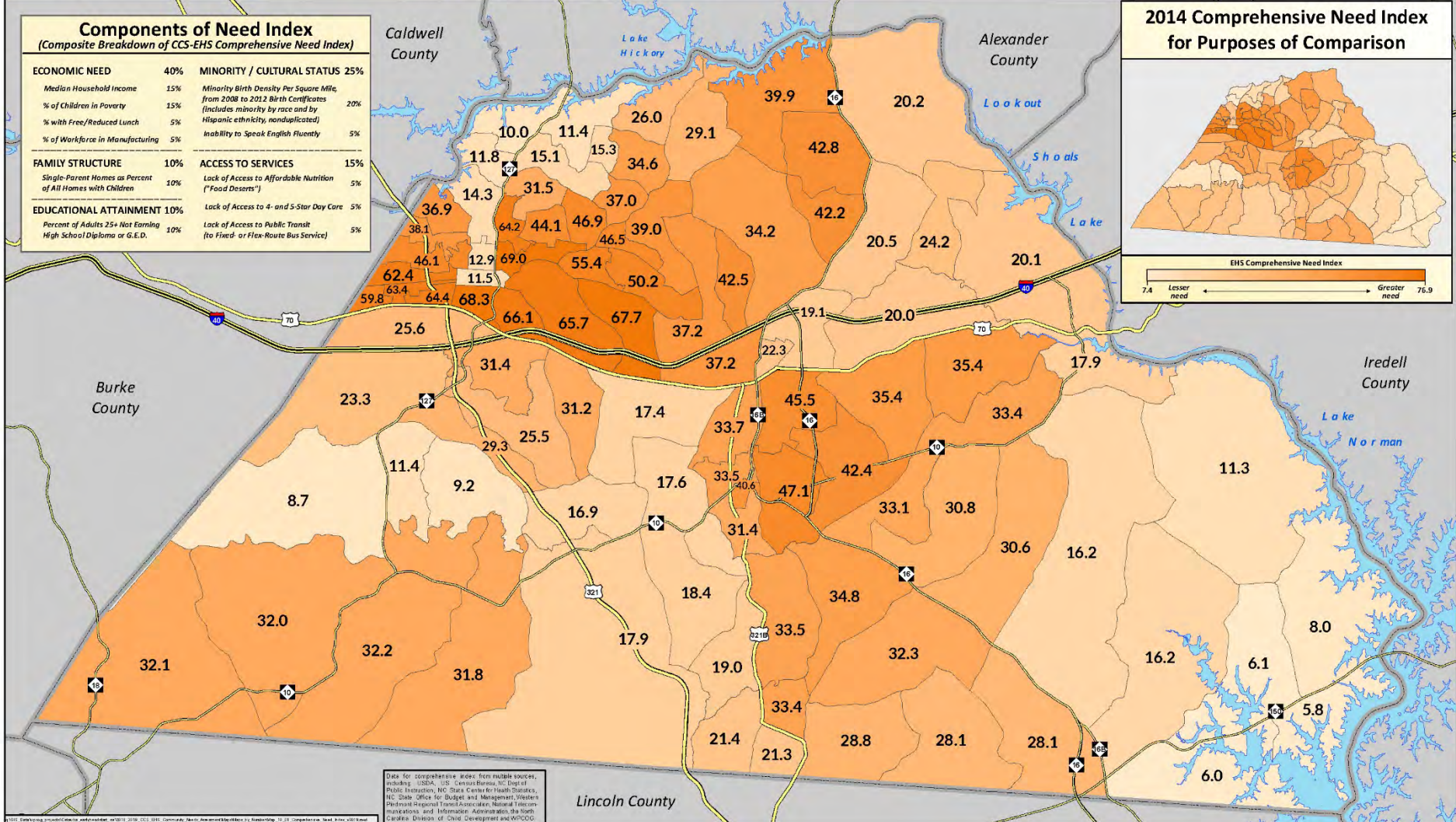
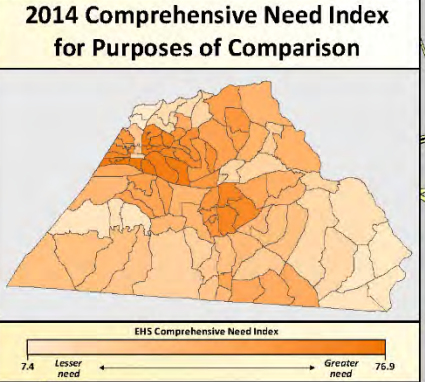
This map was created June 2019 by WPCOG Data Services using data from the US Census Bureau, the AC SHS, WPCOG Data Center, & the Catawba County GIS Department.



Components of Need Index

(Composite Breakdown of CCS-EHS Comprehensive Need Index)

ECONOMIC NEED	40%	MINORITY / CULTURAL STATUS	25%
Median Household Income	15%	Minority Birth Density Per Square Mile, from 2008 to 2012 Birth Certificates (includes minority by race and by Hispanic ethnicity, nonduplicated)	20%
% of Children in Poverty	15%	Inability to Speak English Fluently	5%
% with Free/Reduced Lunch	5%		
% of Workforce in Manufacturing	5%		
FAMILY STRUCTURE	10%	ACCESS TO SERVICES	15%
Single-Parent Homes as Percent of All Homes with Children	10%	Lack of Access to Affordable Nutrition ("Food Deserts")	5%
EDUCATIONAL ATTAINMENT	10%	Lack of Access to 4- and 5-Star Day Care	5%
Percent of Adults 25+ Not Earning High School Diploma or G.E.D.	10%	Lack of Access to Public Transit (to Fixed- or Flex-Route Bus Service)	5%

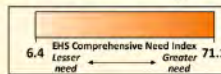


Data for comprehensive index from multiple sources, including: USDA, US Census Bureau, NC Dept of Public Instruction, NC State Center for Health Statistics, NC State Office for Budget and Management, Western Piedmont Regional Transit Association, National Transportation Communications and Informatics Administration, the North Carolina Division of Child Development and WPCOG.

Map 10-1. Catawba County Comprehensive Need Index (CNI) for Early Head Start Services (2011)

 Interstate
 US Highway
 State Highway
 County Boundary
 Lakes and Rivers
 Census Block Groups (2000 Boundaries)

The Catawba County Schools Early Head Start (CCS-EHS) Program "Comprehensive Need Index" is a broad-based measure of need for CCS-EHS services by geographic area. The index is based upon data of Catawba County families within the following five categories: 1. Economic Need, 2. Family Structure, 3. Educational Attainment, 4. Minority / Cultural Status, and 5. Access to Services.



The CNI measures quantifies need according to various sources of data. The index is placed into Census Block Groups for need-comparison purposes. The highest possible index reading is 100.

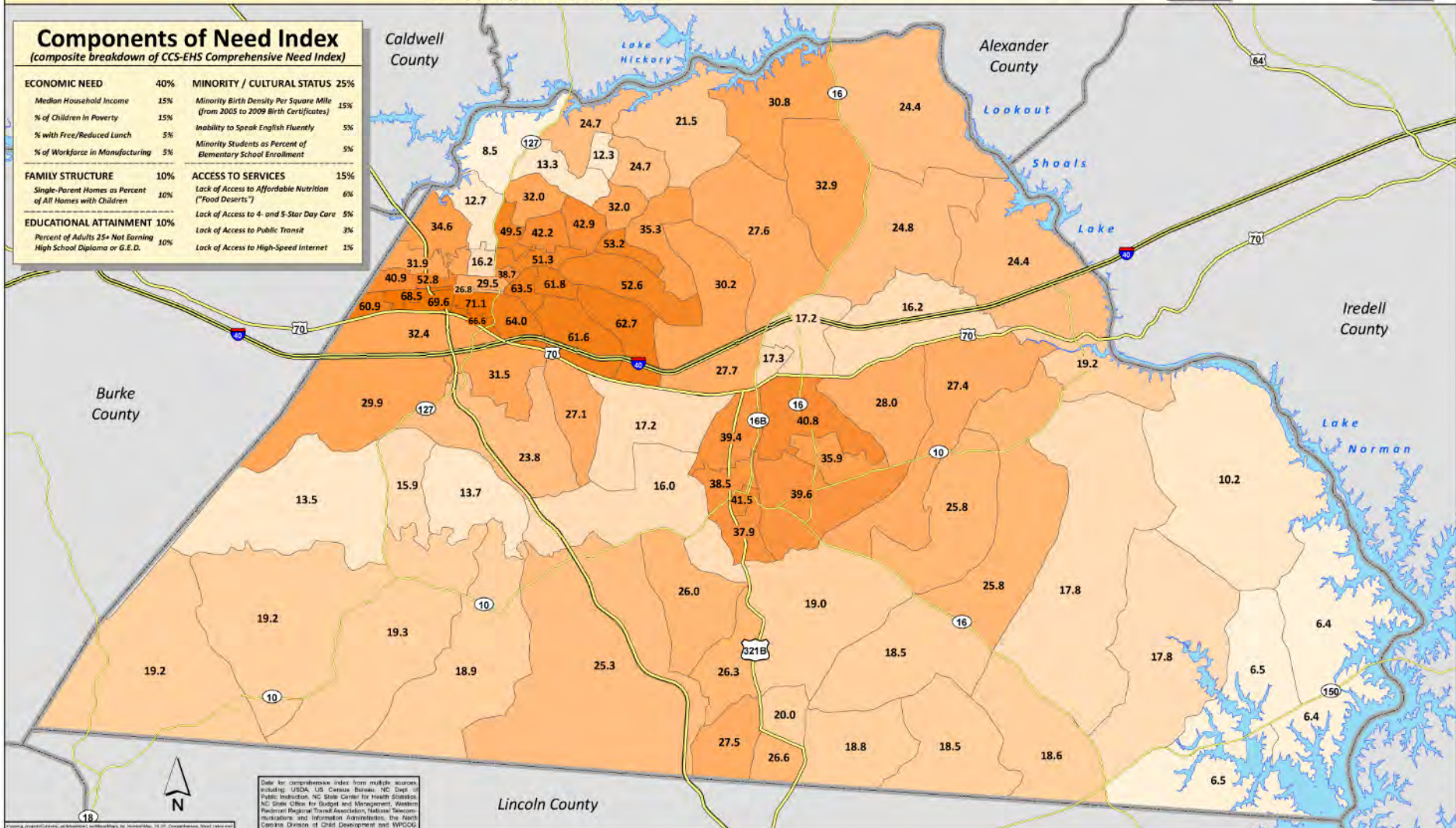


This map was created on April 26, 2011 by WPCOG Data Services using data from the US Census Bureau, the NC SHS, WPCOG Data Center, & the Catawba County GIS Department.



Components of Need Index (composite breakdown of CCS-EHS Comprehensive Need Index)

ECONOMIC NEED 40%	MINORITY / CULTURAL STATUS 25%
Median Household Income 15%	Minority Birth Density Per Square Mile (from 2005 to 2009 Birth Certificates) 15%
% of Children in Poverty 15%	Inability to Speak English Fluently 5%
% with Free/Reduced Lunch 5%	Minority Students as Percent of Elementary School Enrollment 5%
% of Workforce in Manufacturing 5%	
FAMILY STRUCTURE 10%	ACCESS TO SERVICES 15%
Single-Parent Homes as Percent of All Homes with Children 10%	Lack of Access to Affordable Nutrition ("Food Deserts") 6%
EDUCATIONAL ATTAINMENT 10%	Lack of Access to 4- and 5-Star Day Care 5%
Percent of Adults 25+ Not Earning High School Diploma or G.E.D. 10%	Lack of Access to Public Transit 3%
	Lack of Access to High-Speed Internet 1%



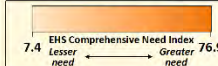
Data for Comprehensive Index from multiple sources including: USDA, US Census Bureau, NC Dept of Public Instruction, NC State Center for Health Statistics, NC State Office for Budget and Management, Western Piedmont Regional Transit Association, National Telecommunications and Information Administration, the North Carolina Division of Child Development and WPCOG.

Map created by GIS/Map Services, WPCOG, by Amendment 10-2011, Comprehensive Need Index

Map 10-1. Catawba County Comprehensive Need Index (CNI) for Early Head Start Services (2014)

-  Interstate
-  US Highway
-  State Highway
-  County Boundary
-  Lakes and Rivers
-  Census Block Groups (2010 Boundaries)

The Catawba County Schools Early Head Start (CCS-EHS) Program "Comprehensive Need Index" is a broad-based measure of need for CCS-EHS services by geographic area. The index is based upon data of Catawba County families within the following five categories: 1. Economic Need, 2.) Family Structure, 3.) Educational Attainment, 4.) Minority / Cultural Status, and 5.) Access to Services.



The CNI measures quantities need according to various sources of data. The index is placed into Census Block Groups for need-comparison purposes. The highest possible index reading is 100.



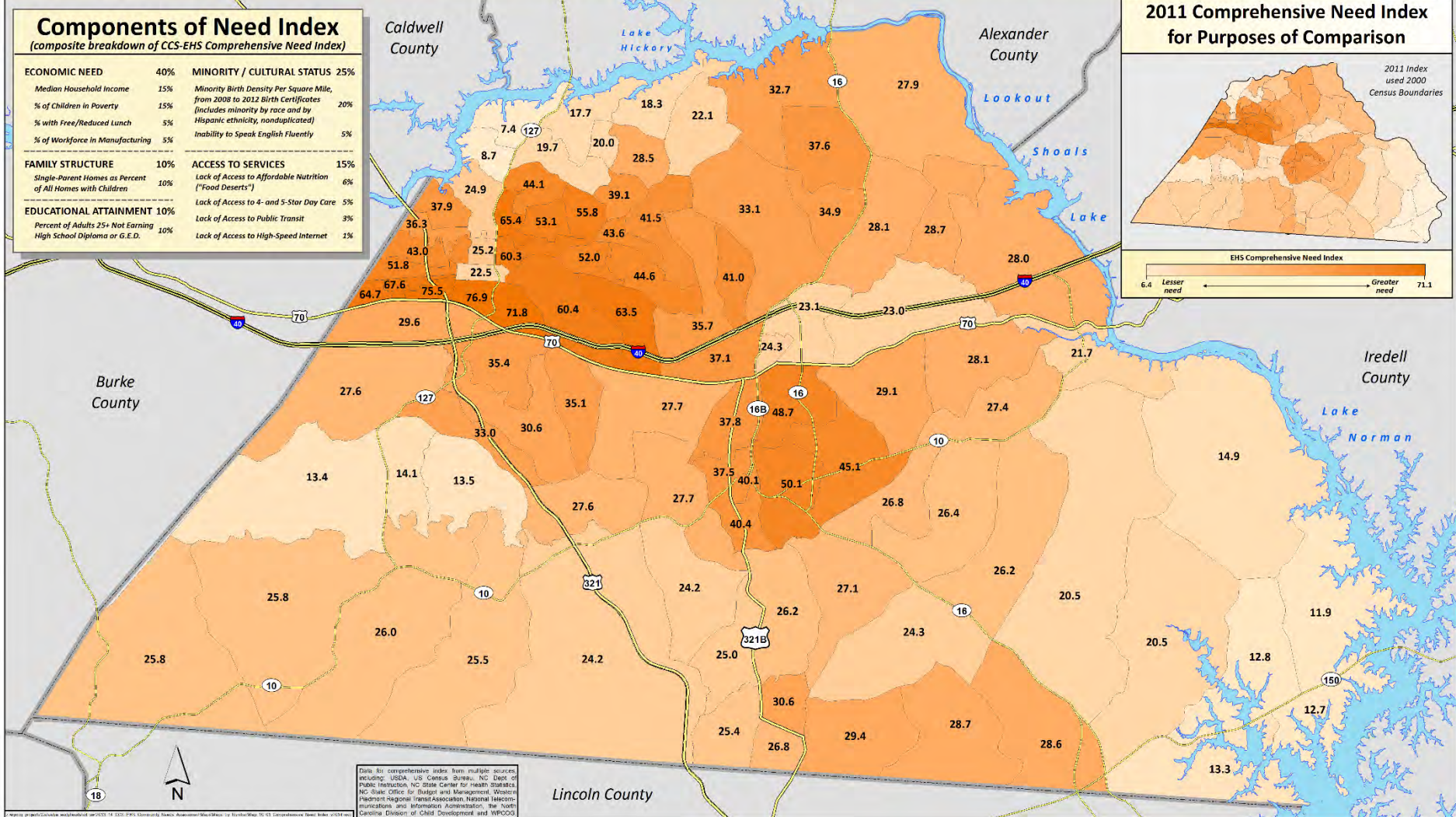
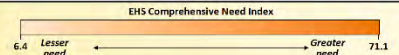
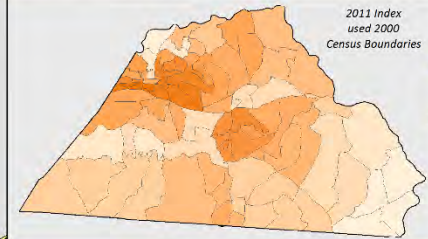
This map was created on May 18, 2014 by WPCOG Data Services using data from the US Census Bureau, the NC SCES, WPCOG Data Center, & the Catawba County GIS Department.



Components of Need Index (composite breakdown of CCS-EHS Comprehensive Need Index)

ECONOMIC NEED 40%	MINORITY / CULTURAL STATUS 25%
Median Household Income 15%	Minority Birth Density Per Square Mile, from 2008 to 2012 Birth Certificates (Includes minority by race and by Hispanic ethnicity, nonduplicated) 20%
% with Children in Poverty 15%	Inability to Speak English Fluently 5%
% with Free/Reduced Lunch 5%	
% of Workforce in Manufacturing 5%	
FAMILY STRUCTURE 10%	ACCESS TO SERVICES 15%
Single-Parent Homes as Percent of All Homes with Children 10%	Lack of Access to Affordable Nutrition ("Food Deserts") 6%
EDUCATIONAL ATTAINMENT 10%	Lack of Access to 4- and 5-Star Day Care 5%
Percent of Adults 25+ Not Earning High School Diploma or G.E.D. 10%	Lack of Access to Public Transit 3%
	Lack of Access to High-Speed Internet 1%

2011 Comprehensive Need Index for Purposes of Comparison



Data for comprehensive index from multiple sources, including: USDA, US Census Bureau, NC Dept of Public Instruction, NC State Center for Health Statistics, NC State Office for Budget and Management, Western Piedmont Regional Transit Association, National Telecommunications and Information Administration, the North Carolina Division of Child Development and WPCOG.



Section X: Comprehensive Need Index for Early Head Start Services

Index Results

- Sherrills Ford, Viewmont and Mountain View were areas with lowest index scores (least need).
- South-central Hickory retains highest scores (most need), mostly due to increased poverty rate (though fewer actual children).
- South Long View and section of Newton also indicated higher need.
- Increased need was noted in the Oxford community west of NC 16.
- Decreased need in west Maiden and surrounding areas.

SUMMARY OF FINDINGS

- Decline of births from 2005-09 to 2008-12, increase for African-American and Asian-American births, decrease for Hispanic births.
- Improved economic conditions, but economic hardship remain:
 - Growth in median household income, renter household income half of owner-occupied.
 - Decrease in poverty (poverty rate still 23.6% of 0-4-year-olds).
 - More than half of elementary students eat free/reduced lunch
 - About one-in-seven residents receive SNAP (21,329 persons).
- About half of children on Medicaid or NC Health Choice.
- Lower rates of prenatal care and smoking during pregnancy.
- Subsidized day care is decreasing, is vital to local children.

2019

Community Assessment

Questions?



EARLY HEAD START PROGRAM



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