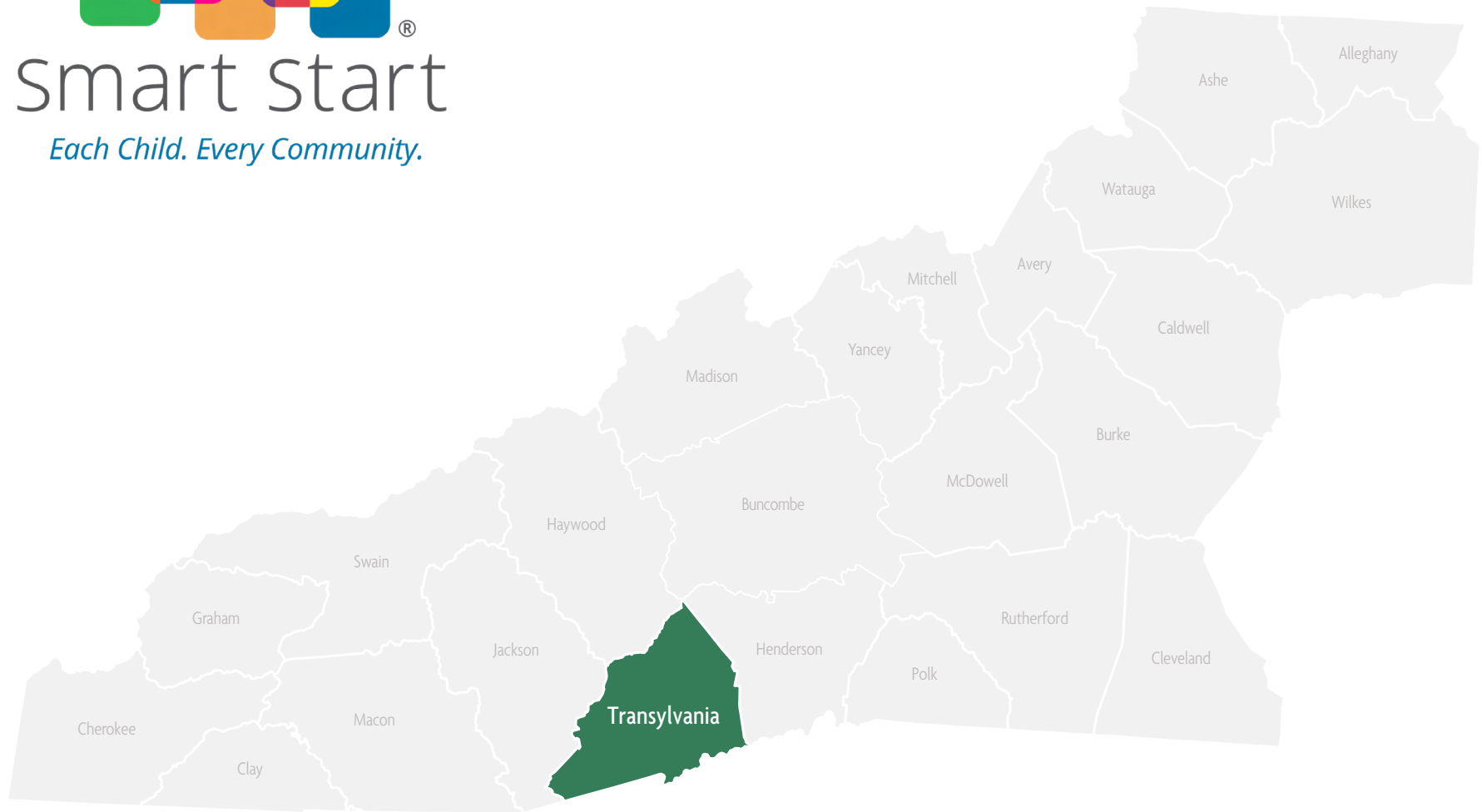# Smart Start

Each Child. Every Community.

TRANSYLVANIA COUNTY COMMUNITY ASSESSMENT

SUMMER 2022

OVERVIEW

This community assessment was completed through secondary data collection and creative compilation provided by Jamison Creative. Sources include the US Census, the North Carolina Department of Health and Human Services, the Annie E. Casey Foundation Kids Count Data Center, NC Child County Data Dashboard and the Smart Start Community Indicators database. This report includes links to sources, raw data and infographics, as well as links to methods for data calculations. Please direct all inquiries regarding this report to samantha@jamisoncreative.com.

TABLE OF CONTENTS

DATA & SOURCES

Population	33,165	2021, US Census Quick Facts
Percentage of children under 5	3.7% (1,227)	2021, US Census Quick Facts
Number of families	14,648	2021, US Census Quick Facts

Race/ethnicity (total population)

Race/Ethnicity	Percent	
White alone, not Hispanic or Latino	93.2%	
Black/African American alone, not Hispanic or Latino	3.4%	
American Indian/Native American alone, not Hispanic or Latino	.5%	
Asian alone, not Hispanic or Latino	.7%	2021, US Census Quick Facts
Native Hawaiian/Pacific Islander alone, not Hispanic or Latino	.1%	
Two or more races	2.2%	
Hispanic/Latino	3.6%	
Total	**** Totals over 100% due to overlapping categories**	

Race/ethnicity (children under five)

Race/Ethnicity	Percent	
Non-Hispanic White alone	85.5% (1,112)	
Non-Hispanic African-American alone	5.6% (73)	2020, The Annie E. Casey Foundation Kids Count Data Center
Non-Hispanic other race alone	1.2% (15)	
Hispanic	7.8% (101)	
Total under 5-years-old	**100% (1,301)**	

Language spoken at home by age group

Age	English only	Spanish	Other Indo-European	Asian-Pacific Islander	Other Languages	
5-17	3,739	332	0	0	0	
18-64	17,369	624	205	47	12	2019, US Census My Community Explorer
65+	9,878	14	209	0	11	
Total	**30,986**	**970**	**414**	**47**	**23**	

COST, ACCESS, AND QUALITY

Subsidy market rates

Age Group	Centers		Homes	
	5-star	4-star	5-star	4-star
Infants	$1028	$812	$664	$620
Toddlers	$1028	$812	$612	$595
Twos	$911	$770	$607	$588
Three-Fives	$844	$710	$557	$545

June 2022, CCSA, NC ECE Data Repository Search

Childcare as a percent of income

Median-income family (one infant)	Median income family (one infant, one 4-year-old)	Minimum-wage worker (one infant)	Typical childcare worker (one infant)	Notes
20%	37.3%	65%	33%	• Based on median family income of $48,938, minimum wage of $7.25, average teaching staff rate of $14.25, and market rate for a 4-star center • According to the federal Department of Health and Human Services, affordable childcare should cost no more than 7% of a family's income

2019, CCSA, NC Childcare Workforce Study; 2021, The Annie E. Casey Foundation Kids Count Data Center, Economic Policy Institute

Program count by star rating

Star Rating	Centers	Homes	Number of Children Enrolled
5 Star	6	0	6
4 Star	4	0	4
3 Star	0	0	0
2 Star	0	0	0
1 Star	0	0	0
Other	0	0	0
Total	**10**	**0**	**10**

June 2022, CCSA, NC ECE Data Repository Search

Licensed childcare programs	6	June 2022, CCSA, NC ECE Data Repository Search
Total number of licensed childcare slots	521	July 2022, NCDHHS Childcare Statistical Report
Sites serving ages 0-3	6	June 2022, CCSA, NC ECE Data Repository Search
Sites serving ages 3-5	10	June 2022, CCSA, NC ECE Data Repository Search
Children participating in state-subsidized childcare	141	June 2022, CCSA, NC ECE Data Repository Search
Percent of children held back in kindergarten	2%	June 2022, CCSA, NC ECE Data Repository Search
Percent of children held back in first grade	2%	June 2022, CCSA, NC ECE Data Repository Search
Third grade reading (proficient)	57.8%	2019, Smart Start Community Indicators Database
Third grade reading (career/college ready)	45.5%	2019, Smart Start Community Indicators Database

WORKFORCE

	Teaching Staff		Directors		
	Transylvania County	**North Carolina**	**Transylvania County**	**North Carolina**	
Average hourly rate of pay	$14.25	$12.00	$26.82	$19.23	2019, CCSA, NC Childcare Workforce Study
Percent with at least an associate degree in any field	82%	62%	100%	87%	2019, CCSA, NC Childcare Workforce Study
Percent with at least an associate degree in ECEC	52%	40%	50%	50%	2019, CCSA, NC Childcare Workforce Study
Turnover: average years of experience in field	16 years	12 years	22.4 years	20 years	2019, CCSA, NC Childcare Workforce Study
Turnover: average years in same center	5.2 years	3.8 years	5.9 years	6.4 years	2019, CCSA, NC Childcare Workforce Study

	Infant/Toddler Teaching Staff		3-5 Year Old Teaching Staff		
	Transylvania County	North Carolina	Transylvania County	North Carolina	
Average hourly rate of pay	$13.26	$11.00	$15.00	$12.45	2019, CCSA, NC Childcare Workforce Study
Percent with at least an associate degree in any field	77%	53%	88%	69%	2019, CCSA, NC Childcare Workforce Study
Turnover: average time at one center	5.5 years	3.1 years	5 years	4 years	2019, CCSA, NC Childcare Workforce Study
Turnover: experience in the field	16 years	10.2 years	17.4 years	13 years	2019, CCSA, NC Childcare Workforce Study
Number of workers employed by the ECEC field				80	June 2022, CCSA, NC ECE Data Repository Search
Early educators participating in T.E.A.C.H				18	June 2022, CCSA, NC ECE Data Repository Search

MATERNAL/INFANT HEALTH

Birth rate	4.6%	June 2021 – June 2022, Town Charts
Live births per year	262	2019, NC DHHS Health Data Query System
Percent of births with low birth weight (less than 5.5lbs)	9%	2022, County Health Rankings and Roadmaps

Infant mortality per 1,000 live births

Race	Number & Rate
Non-Hispanic White	8.7% (2)
Non-Hispanic African American	0% (0)
Non-Hispanic American Indian	0% (0)
Other Non-Hispanic	0% (0)
Hispanic	66.7% (1)
Total	**11.5% (3)**

2019, The Annie E. Casey Foundation Kids Count Data Center

Prenatal care began (measured in number of births)

Race/Ethnicity	First trimester	Second trimester	Third Trimester	No Care	Unknown	Total
White, non-Hispanic	191	19	2	13	13	**88.2% (231)**
African American, non-Hispanic	12	0	0	1	1	**4.9% (13)**
Other, non-Hispanic	1	1	0	0	0	**1.1% (3)**
Hispanic	11	1	0	1	1	**5.7% (15)**
Total	**82% (215)**	**8% (21)**	**<1% (2)**	**5.7% (15)**	**5.7% (15)**	**100% (262)**

2019, NCDHHS Health Data Query System

	Transylvania County	North Carolina	
Teen pregnancy	19 per year	21 per year	2022, County Health Rankings and Roadmaps
Percent of mothers who smoke during pregnancy	18.7%	8.9%	2019, NCDHHS Health Data Query System

	Ever Breastfed	Never Given Breastmilk	Breastfed First 6 Months Exclusively	Breastfed First 6 Months, Not Exclusively	Notes:	
Breastfeeding reported for children 0-5	15% (193)	20.5% (267)	9.8% (127)	69.7% (907)	• This data is not available at a county level. Transylvania has a population large enough to utilize the synthetic estimate formula, but these numbers are only an estimate. Method and instructions for calculation can be **fou**nd here. • Population data from 2020 was used in the formula to match the most recent state-wide data available for two data tables of rates of breastfeeding from the 2020 National Survey of Children's Health.	2020, The Child and Adolescent Health Measurement Initiative 2020, The Annie E. Casey Foundation Kids Count Data Center

MENTAL HEALTH

Race/Ethnicity	Number of Children Assessed
African American	6% (12)
Native American/Native Alaskan	1.7 % (3)
White	87% (156)
Other	5% (9)
Hispanic or Latino	8% (16)
Non-Hispanic or Latino	91% (164)
Total	**100% (180)**

Child maltreatment: children assessed for abuse and neglect by race/ethnicity — 2021, UNC Chaptel Hill Jordan Institute for Families

	No ACEs	1 ACE	2 or More ACEs	Total	Notes:	
Adverse Childhood Events (ACEs) reported for children 17 and under	60% (3,181)	22.3% (1,182)	17.6% (933)	100% (5,301)	• This data is not available at a county level. Transylvania has a population large enough to utilize the synthetic estimate formula, but these numbers are only an estimate. Method and instructions for calculation can be **fou**nd here. • Population data from 2020 was used in the formula to match the most recent state-wide data available for two data tables of rates of breastfeeding from the 2020 National Survey of Children's Health.	2020, The Child and Adolescent Health Measurement Initiative 2020, The Annie E. Casey Foundation Kids Count Data Center

"Always" or "usually" get needed social/emotional support	79%	2019, Transylvania County Community Health Needs Assessment
Percent who report not getting the mental health care or couseling they needed in the past year	12%	2019, Transylvania County Community Health Needs Assessment
Percent who self-report having greater than 7 days of poor mental health in the past month	19%	2019, Transylvania County Community Health Needs Assessment

Community Resilience Estimate

Amount of Risk Factors	Population Count
0 Risk Factors	26.4%
1-2 Risk Factors	47.3%
3+ Risk Factors	26.3%

Risk factors include...
- Income to poverty ratio
- Single or zero caregiver household
- Crowding
- Communication barrier
- Disability
- No broadband internet access
- Households without
- Full-time, year-round employment
- No health insurance
- Age 65+
- No vehicle access

2019, US Census Bureau Community Resilience Estimates for Equity and Disasters

Social Vulnerability Index

Level of Vulnerability	Score
Low to moderate	.3975

Notes:
- Social vulnerability refers to the potential negative effects on communities caused by external stresses on human health.
- Scores range from 0 (lowest vulnerability) to 1 (highest vulnerability)
- Score based on 15 factors of socioeconomic status, household composition, race/ethnicity/language, and housing/transportation

2018, Centers for Disease Control and Prevention, Agency for Toxic Substances, Disease & Registry SVI Interactive Map

HEALTHCARE ACCESS

Leading causes of death

Rank	Cause	Percentage
1	Diseases of heart	22.5% (102)
2	Cancer	21.9% (99)
3	Chronic lower respiratory diseases	6.6% (30)
4	All other unintentional injuries	5.5% (25)
5	Alzheimer's disease	5.1% (23)
6	Cerebrovascular diseases	4.4% (20)
7	Parkinson's disease	2.2% (10)
8	Diabetes mellitus	1.8% (8)
	Motor vehicle injuries	1.8% (8)
10	Chronic liver disease and cirrhosis	1.5% (7)
	Influenza and pneumonia	1.5% (7)
	All other causes	25.2% (114)
	Total	**100% (453)**

2019, Interactive Health Data Query System

	Transylvania County	North Carolina	
Ratio of population to primary care physicians	1,320:1	1,400:1	2022, County Health Rankings and Roadmaps
Ratio of population to dentists	2,460:1	1,710:1	2022, County Health Rankings and Roadmaps
Ratio of population to mental health providers	360:1	360:1	2022, County Health Rankings and Roadmaps
Preventable hospital stays	1,784	4,096	2022, County Health Rankings and Roadmaps
Flu vaccinations	55%	53%	2022, County Health Rankings and Roadmaps
Children aged 0-3 receiving early intervention services	3.4%	5.1%	2021, The Annie E. Casey Foundation Kids Count Data Center

Population without insurance by age group

Age group	Count
0-18	365
19-34	1,647
35-64	2,463
65+	25
Total	**4,500**

2019, US Census My Community Explorer

Percent who have access to exercise opportunities

89.7%

Notes:
- This indicator measures the percentage of the population that lives half a mile from a park in any area, one mile from a recreational center in a metropolitan area, or three miles from a recreational center in a rural area.

2019, Healthy Communities NC

TRANSPORTATION

Households without a vehicle	548	2019, US Census My Community Explorer
Mean travel time to work (minutes)	22.3 minutes	2021, US Census Quick Facts

FOOD INSECURITY

Households receiving SNAP benefits	1,744	2019, US Census My Community Explorer
Children living in food desert	0%	2019, Smart Start Community Indicators

FINANCIAL STABILITY

	Transylvania County	North Carolina	Notes	
Living Wage	$35.18/hourly	$38.86/hourly	• A living wage is the alculated hourly wage needed to cover basic household expenses plus all relevant taxes for a household of one adult and two children	2022, County Health Rankings and Roadmaps
	$73,174.40/annually	$80,828.80/annually		

	Transylvania County	North Carolina	
Median household income	$56,880	$59,616	2020, The Annie E. Casey Foundation Kids Count Data Center
Median family income	$48,938	$68,688	2020, The Annie E. Casey Foundation Kids Count Data Center

Households below the poverty level	1,874	2019, US Census My Community Explorer
Children living in poverty	20.6% (1,069)	2020, The Annie E. Casey Foundation Kids Count Data Center

	Race/ethnicity	Percentage of Total Race/Ethnicity Category	
Children living in concentrated poverty	White non-Hispanic	0% (0)	
	Black of African American	0% (0)	2016-2020, The Annie E. Casey Foundation Kids Count Data Center
	Some other race	0% (0)	
	Hispanic or Latino	0% (0)	
	Total Population	**0% (0)**	

		Notes	
Gini Index of Income Equality	.4426	• The Gini Index measures income inequality. The index ranges from 0-1, where 0 is perfect equality and all residents make the same amount of money; and 1 is perfect inequality and one resident or group of residents receives all the income.	2019, US Census My Community Explorer

Children receiving Work First	59	2020, The Annie E. Casey Foundation Kids Count Data Center
Children receiving Supplemental Security Income (SSI)	72	2020, The Annie E. Casey Foundation Kids Count Data Center

Category	Number	
Disability	130	
Retirement	75	2020, The Annie E. Casey Foundation Kids Count Data Center
Survivors	145	
Total	**350**	

(Left label for table above: **Children receiving Social Security (OASDI)**)

Children with no parent in the workforce	8.5%	2016-2020, The Annie E. Casey Foundation Kids Count Data Center
Children living in a single parent household	38.5%	2016-2020, The Annie E. Casey Foundation Kids Count Data Center
Unemployment	4.1% (577)	2021, The Annie E. Casey Foundation Kids Count Data Center
Population that spends at least 30% on housing	17.1%	2021, The Annie E. Casey Foundation Kids Count Data Center

Severe housing problems	14.3%	**Notes** • The US HUD defines "severe housing problems" as occupied household units that have at least one of the following issues: overcrowding (more than 1 occupant per room); high housing costs (monthly housing costs from 30% to 50% of monthly income; or lack of adequate kitchen or plumbing facilities.	2019, Healthy Communities NC

EDUCATION

Adults with less than a high school degree	11%	2019, Smart Start Community Indicators Database
Families with a head of household with no high school diploma	8.3%	2016-2020, The Annie E. Casey Foundation Kids Count Data Center

OTHER

Internet access	81.2%	2019, US Census My Community Explorer
Children in foster care	72	2021, The Annie E. Casey Foundation Kids Count Data Center

	Transylvania County	North Carolina	
Population living in rural area	59.6%	33.9%	2022, County Health Rankings and Roadmaps

INFOGRAPHICS

TRANSYLVANIA COUNTY

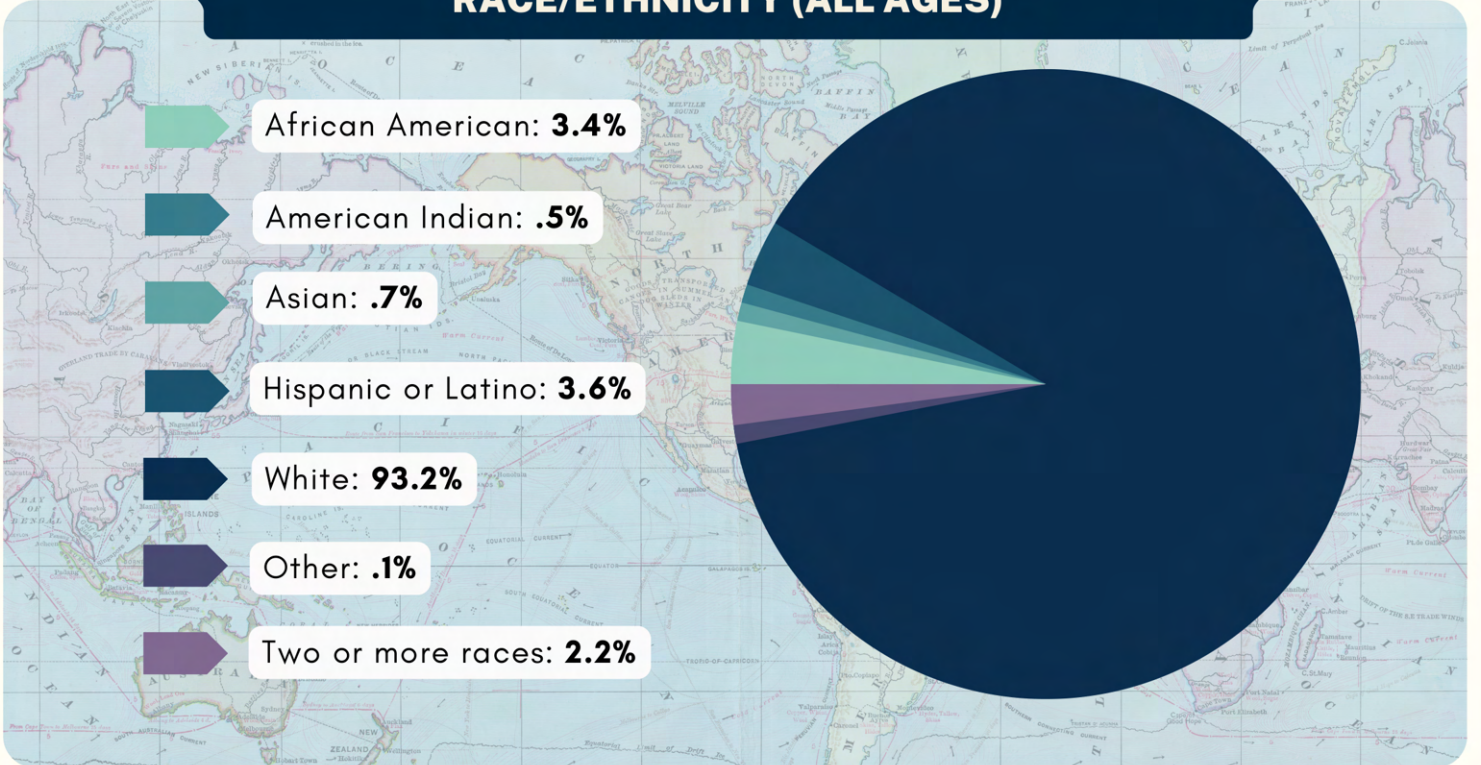# DEMOGRAPHICS

POPULATION

33,165
total residents

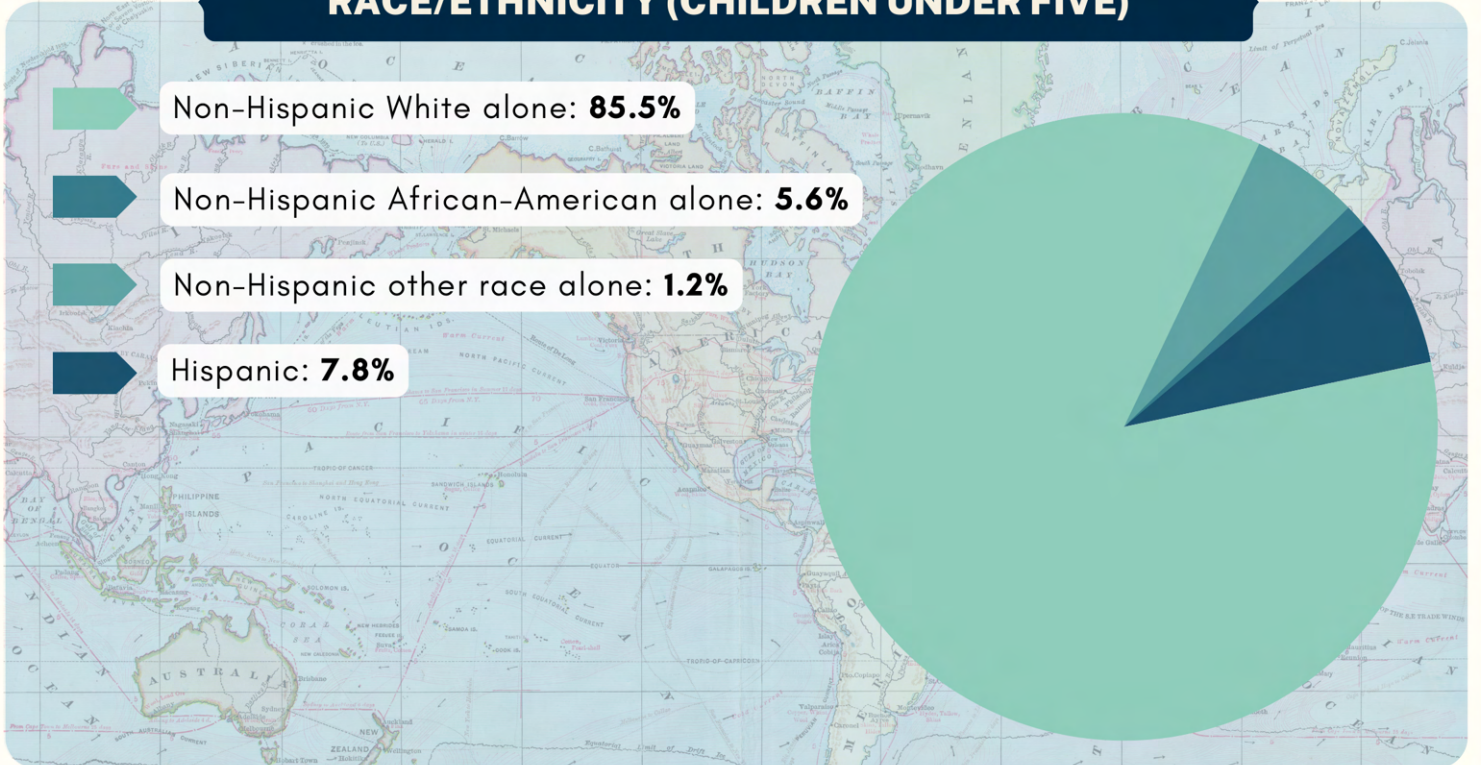**1,227**
children under 5-years-old

NUMBER OF FAMILIES

14,648

RACE/ETHNICITY (ALL AGES)

- African American: **3.4%**
- American Indian: **.5%**
- Asian: **.7%**
- Hispanic or Latino: **3.6%**
- White: **93.2%**
- Other: **.1%**
- Two or more races: **2.2%**

RACE/ETHNICITY (CHILDREN UNDER FIVE)

- Non-Hispanic White alone: **85.5%**
- Non-Hispanic African-American alone: **5.6%**
- Non-Hispanic other race alone: **1.2%**
- Hispanic: **7.8%**

LANGUAGE SPOKEN AT HOME

Ages 5-17   Ages 18-64   Ages 65+

- English only
- Spanish
- Other Indo-European
- Asian-Pacific Islander
- Other languages

0   10,000   20,000   30,000   40,000

EARLY CHILDHOOD CARE AND EDUCATION

PROGRAM COUNT BY STAR RATING

Chart axis: 10, 7.5, 5, 2.5, 0
Categories: 5 STAR, 4 STAR, 3 STAR, 2 STAR, 1 STAR, OTHER

- ■ LICENSED CHILD CARE CENTERS
- ■ LICENSED FAMILY CHILD CARE HOMES

QUALITY AND ACCESS
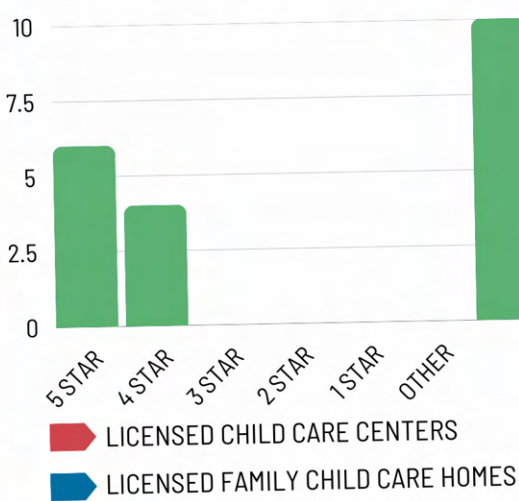
KINDERGARTEN READINESS

Chart axis: 60, 40, 20, 0

- ■ HELD BACK IN KINDERGARTEN
- ■ HELD BACK IN FIRST GRADE
- ■ PROFICIENT 3RD GRADE READING LEVEL
- ■ CAREER-READY 3RD GRADE READING LEVEL
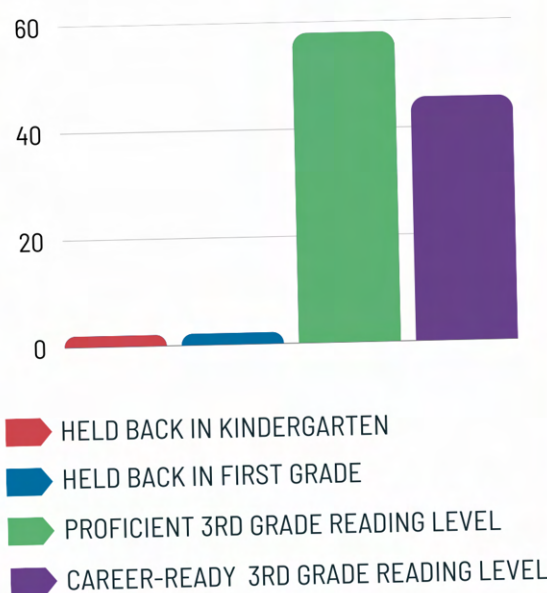
6 licensed centers

42.5 spots per **100** children 0-5

6 centers accept ages 0-3

141 children participate in subsidized childcare

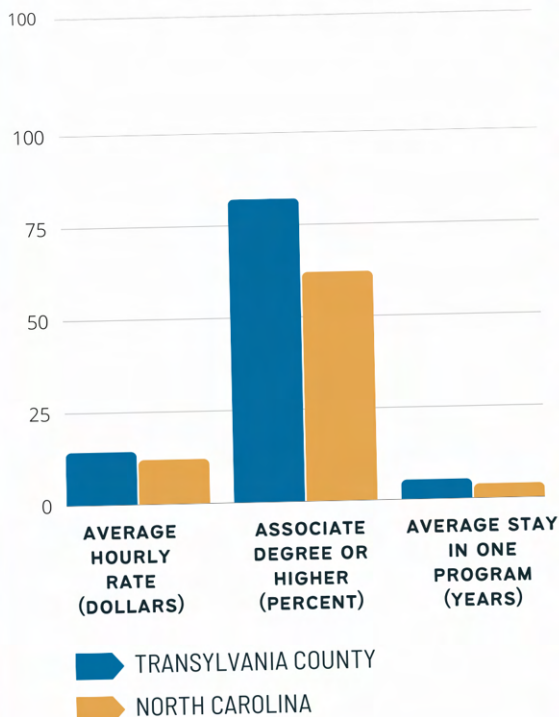The average parent in Transylvania County spends $1,028/month for an infant spot at a licensed, 5-star center.
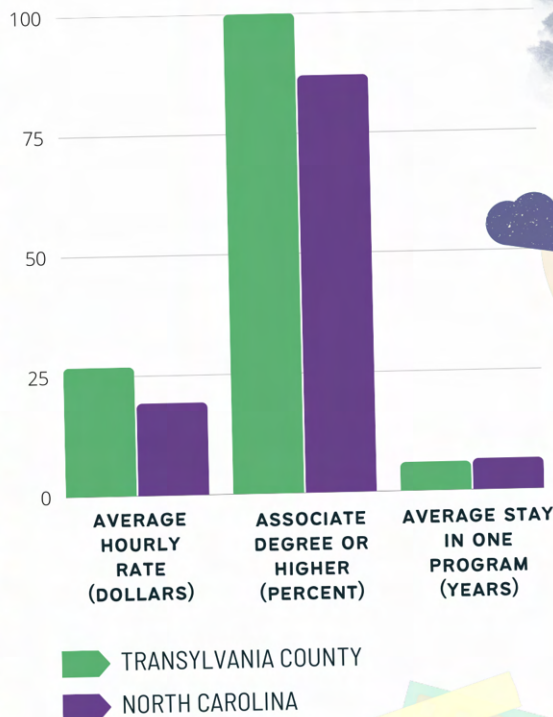
COST

CHILDCARE AS A PERCENT OF INCOME

20%
MEDIAN INCOME FAMILY

33%
CHILDCARE WORKER

65%
MINIMUM WAGE WORKER

WORKFORCE

TEACHING STAFF

Chart axis: 100, 100, 75, 50, 25
Categories: AVERAGE HOURLY RATE (DOLLARS), ASSOCIATE DEGREE OR HIGHER (PERCENT), AVERAGE STAY IN ONE PROGRAM (YEARS)

- ■ TRANSYLVANIA COUNTY
- ■ NORTH CAROLINA

DIRECTORS

Chart axis: 100, 75, 50, 25, 0
Categories: AVERAGE HOURLY RATE (DOLLARS), ASSOCIATE DEGREE OR HIGHER (PERCENT), AVERAGE STAY IN ONE PROGRAM (YEARS)
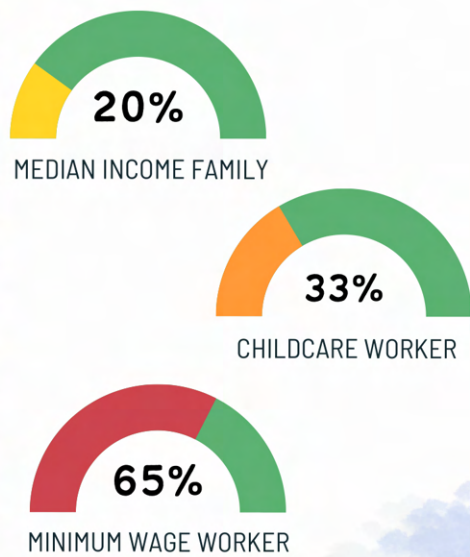
- ■ TRANSYLVANIA COUNTY
- ■ NORTH CAROLINA

the early childhood field in Transylvania County employs **80** workers.... **18** of them participate in T.E.A.C.H.

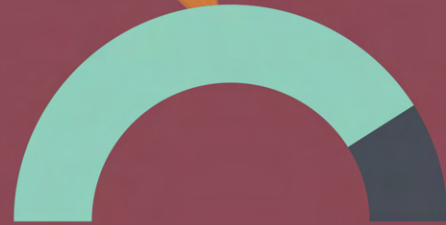https://www.smartstarttransylvania.org/

MATERNAL/INFANT HEALTH

breastfeeding

Ever breastfed: **15% (193)**

Never given breastmilk: **20.5% (267)**

Breastfed first 6 months, exclusively: **9.8% (127)**

Breastfed first 6 months, not exclusively: **69.7% (907)**

birthrate

4.6

births/year

262

prenatal care

82% OF BIRTHS BEGAN PRENATAL CARE IN THE FIRST TRIMESTER

8% OF BIRTHS BEGAN PRENATAL CARE IN THE SECOND TRIMESTER
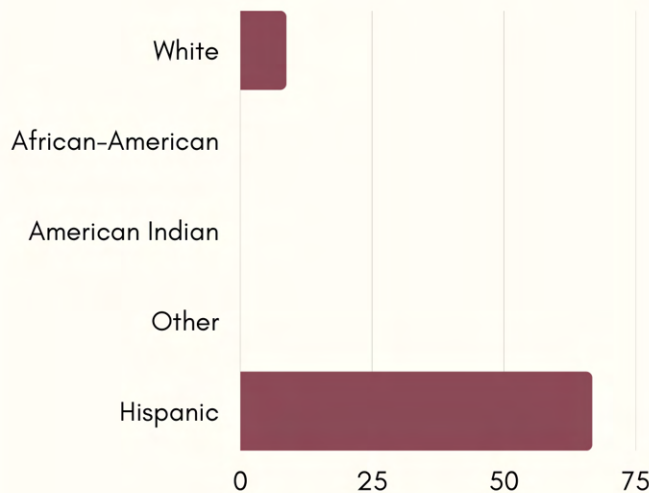
5.7% OF BIRTHS RECEIVED NO PRENATAL CARE

birth weight

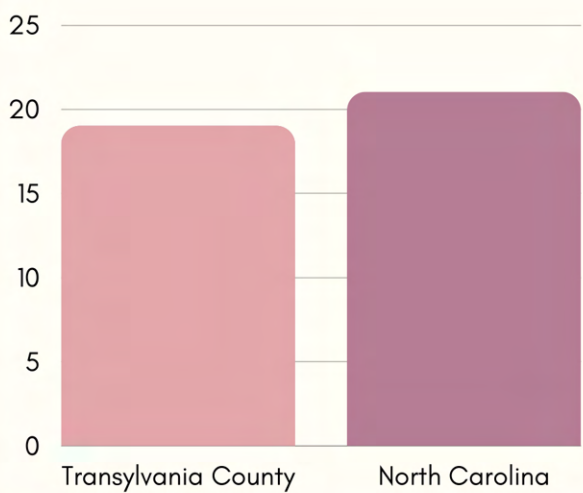**9%** OF CHILDREN ARE BORN WITH A LOW BIRTH WEIGHT (LESS THAN 5.5LBS)

infant mortality

(BY RACE AND ETHNICITY, IN NUMBER OF BIRTHS)

White

African-American

American Indian

Other

Hispanic

0   25   50   75

teen pregnancy

(NUMBER OF BIRTHS ANNUALLY)

25
20
15
10
5
0

Transylvania County   North Carolina

tobacco use

8.9% OF MOTHERS USED TOBACCO DURING THEIR PREGNANCY

MENTAL HEALTH

Adverse Childhood Experiences
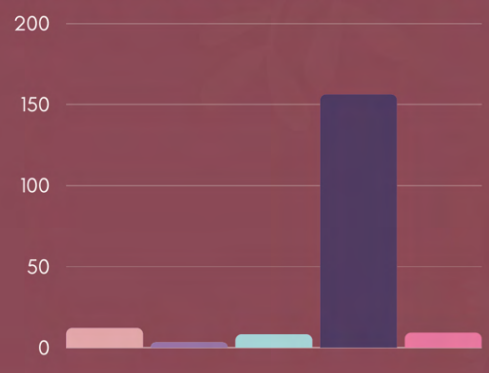
INCLUDES EXPERIENCES SUCH AS PHYSICAL ABUSE, SEXUAL ABUSE, MENTAL ILLNESS IN FAMILY, AND WITNESSING DOMESTIC VIOLENCE

- No ACEs: **60.1% (3,181)**
- 1 ACE: **22.3% (1,182)**
- 2 or more ACEs: **17.6% (933)**

Child Maltreatment

BY RACE AND ETHNICITY, NUMBER OF ASSESSMENTS

- African American: **10.5%**
- Native American: **0%**
- Hispanic or Latino: **15.1%**
- White: **51.7%**
- Other: **35.6%**

Community Resilience

Measures experience with systemic barriers, including income-to-poverty ratio, communication barriers, disability, age, and broadband access.

- 0 Risk Factors
- 1-2 Risk Factors
- 3+ Risk Factors
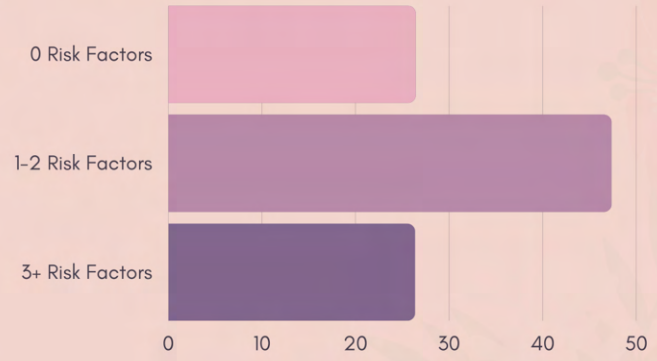
Social Vulnerability Index

REFERS TO POTENTIAL NEGATIVE EFFECTS ON COMMUNITIES CAUSED BY EXTERNAL STRESS ON HEALTH.

SCORES RANGE FROM 0-1, WITH 1 BEING THE MOST VULNERABLE.

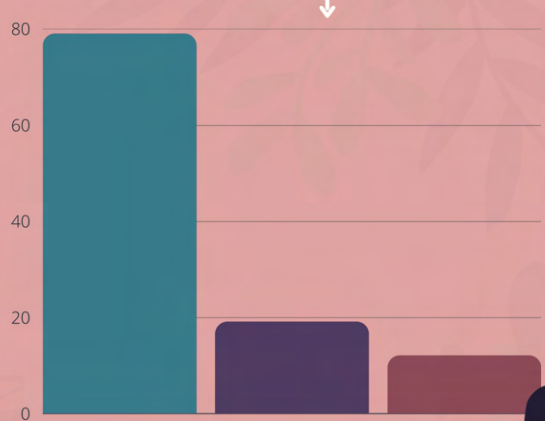SCORES ARE BASED ON FACTORS SUCH AS SOCIOECONOMIC STATUS, RACE/ETHNICITY, AND HOUSING.

.3975

Depression

- "Always" or "usually" get the support they need: 79%
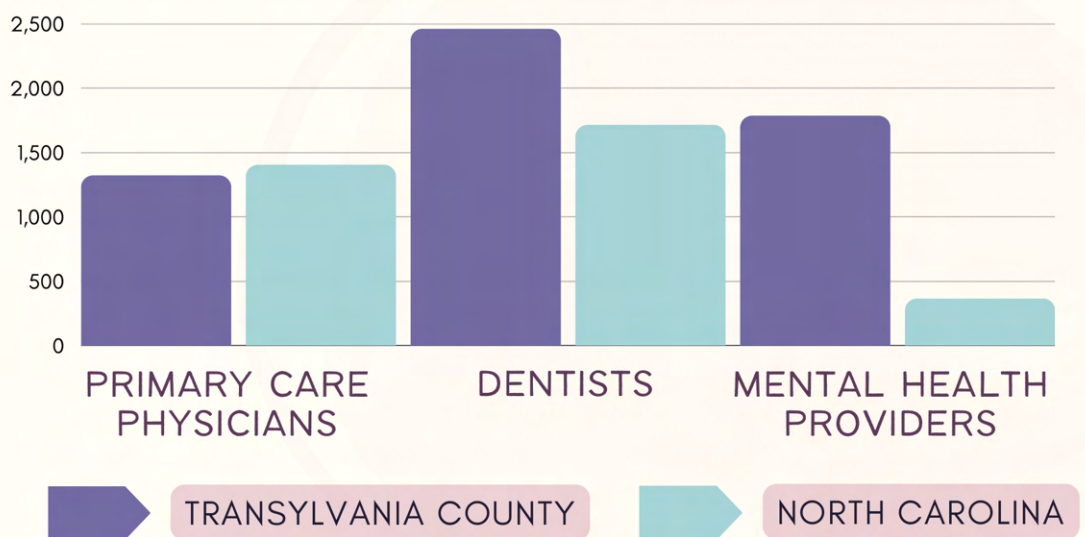- Report having more than 7 days of poor mental health in last month: 19%
- Report not getting mental health care they needed in last year: 12%

https://www.smartstarttransylvania.org/

COMMUNITY HEALTH

HOW MANY RESIDENTS PER PROVIDER?

Bar chart:
- Y-axis: 0, 500, 1,000, 1,500, 2,000, 2,500
- Categories: PRIMARY CARE PHYSICIANS, DENTISTS, MENTAL HEALTH PROVIDERS

Legend: ◆ TRANSYLVANIA COUNTY ◆ NORTH CAROLINA

LEADING CAUSES OF DEATH

1. HEART DISEASE
2. CANCER
3. CHRONIC LOWER RESPIRATORY DISEASES
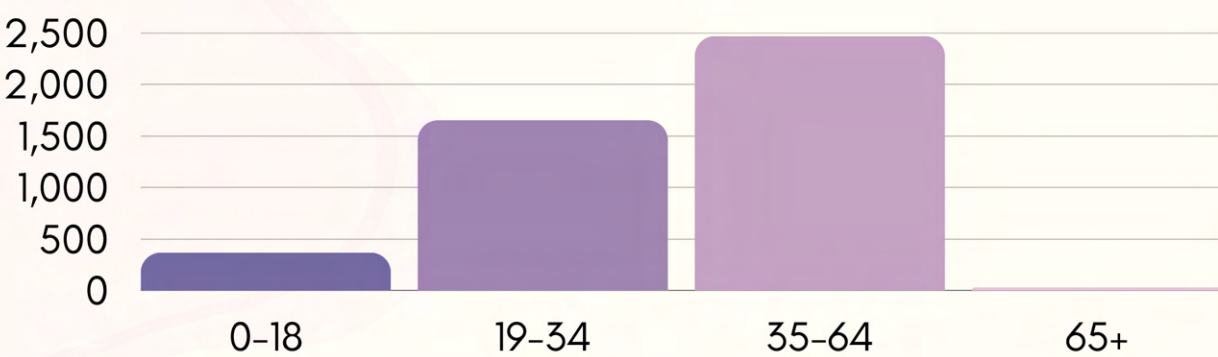
PREVENTATIVE CARE
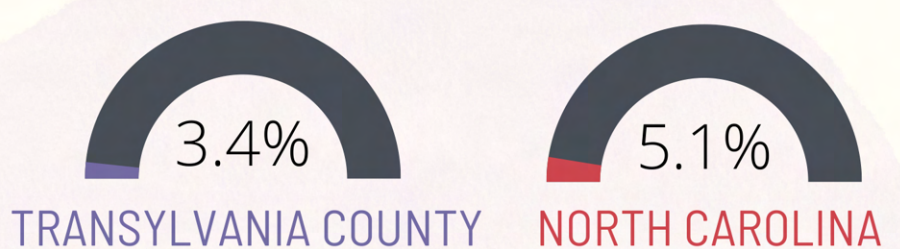
1,784 HOSPITAL STAYS A YEAR ARE **PREVENTABLE**.

55% OF RESIDENTS GET **ANNUAL FLU VACCINES**.

89.7% OF RESIDENTS HAVE ACCESS TO **EXERCISE OPPORTUNITIES**.

POPULATION WITHOUT INSURANCE BY AGE GROUP

Bar chart:
- Y-axis: 0, 500, 1,000, 1,500, 2,000, 2,500
- Categories: 0–18, 19–34, 35–64, 65+

CHILDREN RECEIVING EARLY INTERVENTION SERVICES

3.4% TRANSYLVANIA COUNTY

5.1% NORTH CAROLINA

https://www.smartstarttransylvania.org/

FAMILY LIFE AND POVERTY

3.7% OF HOUSEHOLDS ARE WTHOUT A VEHICLE

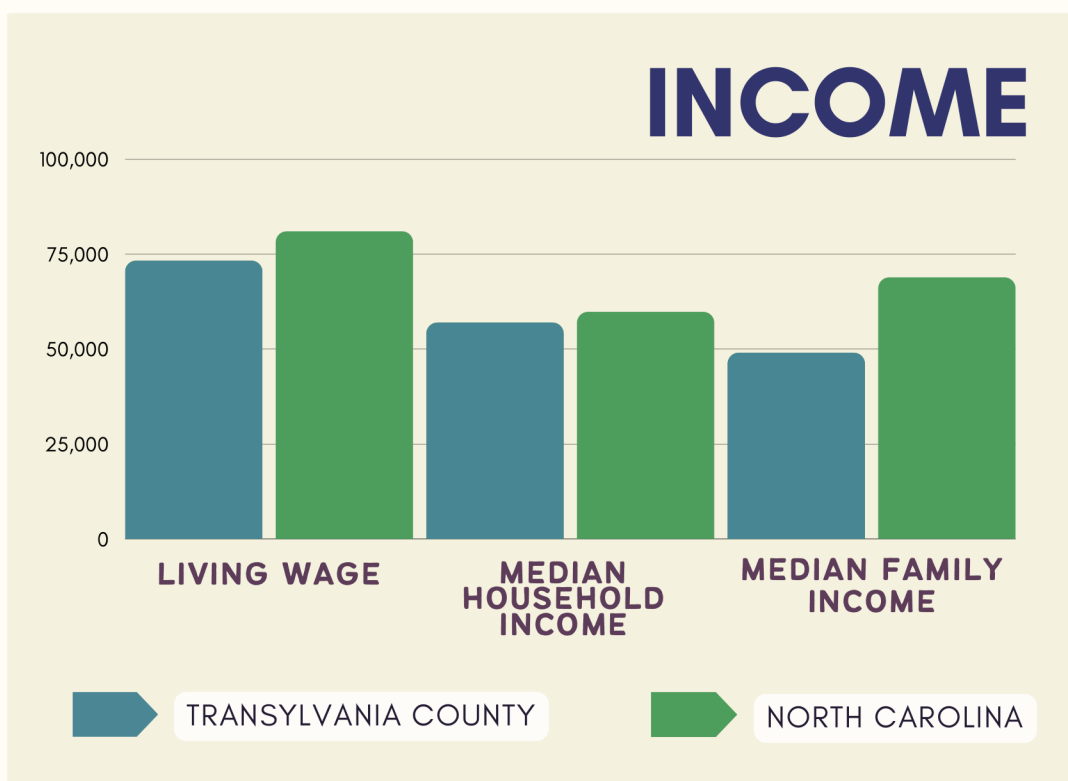THE MEAN TRAVEL TIME TO WORK FOR TRANSYLVANIA COUNTY RESIDENTS **22.3** MINUTES

59.6% OF RESIDENTS LIVE IN A RURAL AREA

81.2% OF RESIDENTS HAVE INTERNET ACCESS

1,744 HOUSEHOLDS RECEIVE SNAP/EBT BENEFITS

INCOME

Bar chart with y-axis from 0 to 100,000 (marked at 0, 25,000, 50,000, 75,000, 100,000):

- LIVING WAGE: Transylvania County ~73,000; North Carolina ~80,000
- MEDIAN HOUSEHOLD INCOME: Transylvania County ~56,000; North Carolina ~60,000
- MEDIAN FAMILY INCOME: Transylvania County ~49,000; North Carolina ~68,000

TRANSYLVANIA COUNTY | NORTH CAROLINA

Bar chart (y-axis from 0 to 150, marked at 0, 50, 100, 150):
- WORK FIRST: ~58
- SSI: ~72
- SS – DISABILITY: ~130
- SS – RETIREMENT: ~75
- SS – SURVIVORS': ~145

CHILDREN RECEIVING FEDERAL INCOME ASSISTANCE

17.1% OF RESIDENTS SPEND **30%** OR MORE OF THEIR INCOME ON HOUSING

38.5% OF CHILDREN LIVE IN A SINGLE-PARENT HOUSEHOLD

72 CHILDREN ARE IN FOSTER CARE

JAMISON CREATIVE