



# **Women's Advisory Board**

Presented to the Mecklenburg  
Board of County Commissioners

March 12, 2024

# Key Priorities

## Identified Based on Statistical Data and Community Feedback

Financial Literacy

Caregivers: Respite

Behavioral Health Integration/Accessibility

Trafficking in Persons

Resource Campaign



# Financial Literacy

## Findings

- A survey by the Girl Scouts of America shows that 90% of girls understand the importance of managing money, but only 12% feel “very confident” in making financial decisions.
- Two of every three women feel they have little knowledge of financial products and services
- Women make up 50% of the workforce but hold less than 17% of senior level positions
- Only 12% of CEOs of large US financial firms are women



# Financial Literacy

## Recommendations

Provide	Provide funding for financial literacy programs developed by organizations like the NC Council on Economic Education or NC Cooperative Extension that offer workshops, online resources, and tools
Promote	Promote collaboration among existing county resources such as the local libraries to provide workshops that cover such topics for free
Consider	Consider investing in financial literacy programs in CMS for students similar to Next Gen Personal Finance



# Caregivers: Respite

## Findings

- **Economics**
  - In NC approximately 1.33 million family caregivers provided an estimated 1.11 billion hours of care—worth 13.1 billion dollars to their parents, spouses, partners, and friends
  - NC ranks 41 out of 50 states for 2023 with regards to support for older adults, & family caregivers
  - Mecklenburg County sees the Largest Growth in Population over 65
- **Effects on Caregivers**
  - Physical Health Impacts
  - Mental Health Strains
- **Effects on Care Recipients**
  - Quality of Life



# Caregivers: Respite

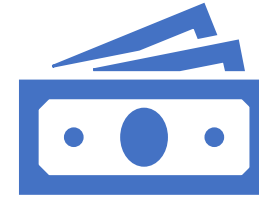
## Recommendations



Continue and expand childcare subsidy program to include caregivers of adults and elderly family members



Consider creating a county program similar to the NC Project C.A.R.E. program that provides financial assistance for respite care for caregivers of adults and elderly family members



Provide funding for capacity grants for new providers of adult daycares



# Trafficking in Persons

## Findings

- According to the National Human Trafficking Resources Center, average of 78 sex trafficking cases every year in NC, and Charlotte is the #1 city
- NC ranks in the top 10 worst states in our country for reported human trafficking cases through the Human Trafficking Hotline
- 98% of human trafficking victims in Charlotte from 2020-2022 were female
- Young girls (15 and under) chief targets. Intersection between drug abuse and human trafficking
- FBI indicates it is the largest and fastest-growing crime in the US & worldwide



# Trafficking in Persons

## Recommendations

Strengthening prevention programs and collaborations already in place, such as Present Age Ministries, DARE, Human Trafficking Task Force, etc.

Funding prevention programs for schools

Continue community education such as partnership done in 2023 with the Mecklenburg County Parks & Recreation Center focused within identified zip codes

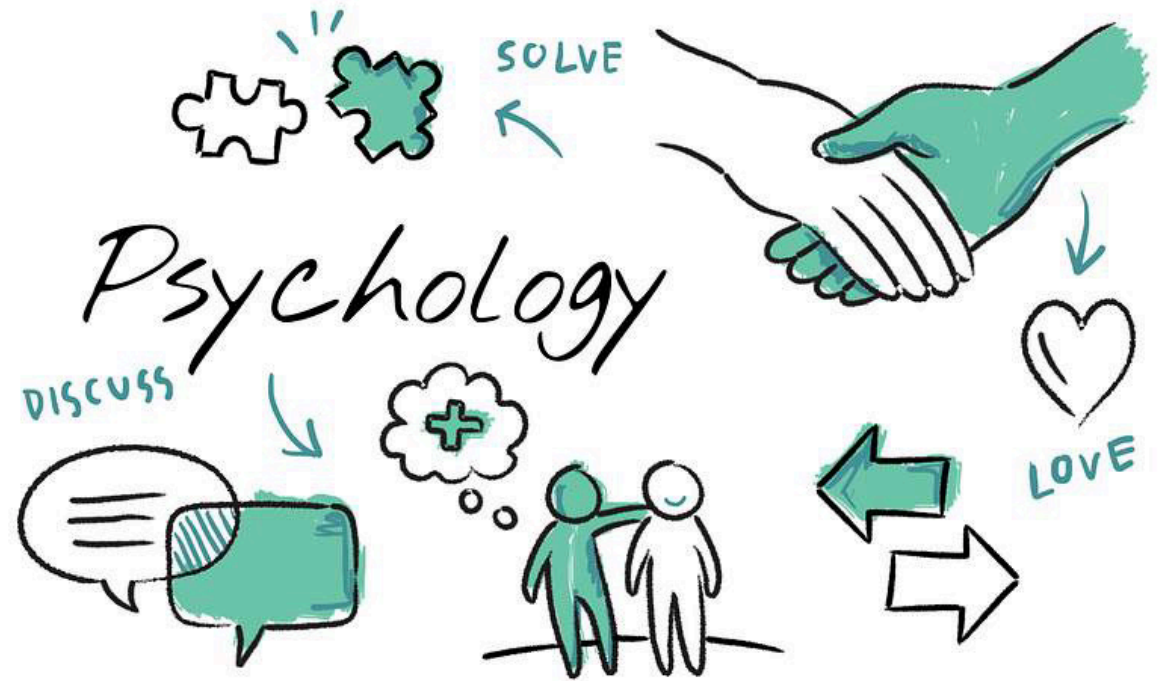




# Behavioral Health Integration & Accessibility

## Findings

- One in four of the county's adults don't have a primary care provider
- One in four NC women has been diagnosed with a depressive disorder
- Financial barriers, access, and stigmas surrounding mental health leave many reluctant to seek treatment



# Behavioral Health Integration & Accessibility

## Recommendations



Continue to support to facilities such as the Behavioral Health Urgent Care that provide greater access to care



Expand partnerships to co-locate mental health providers, such as therapists or counselors, within areas that community members frequently access, such as non-profits that partner with the county



Provide additional funding for social workers and mental health professionals at CMS



Create more awareness campaigns of MeckHope and other behavioral health resources



# Resource Campaign

## Findings

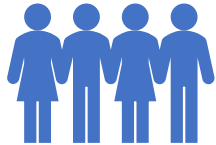
County resources such as clinics, programs, workshops, etc. often do not reach their capacity because it is not well publicized

Women in our county often do not know of county resources available because current method of advertising is not sufficiently targeting specific audiences



# Resource Campaign

## Recommendations



Create an annual county fair in which all county resources are publicized in one central location with representatives from each department/agency



Continue to invest in non-traditional marketing (i.e. social media)



Provide cross-training for providers such as DSS, CMS, EMS, Police, that will provide them with fliers, cards, & resources about each agency to make referrals easier



# WAB

Women's Advisory Board  
MECKLENBURG COUNTY



# Thank you!

Mecklenburg County Women's Advisory Board

[Meckcounty.wab@gmail.com](mailto:Meckcounty.wab@gmail.com)

