



Quality of Life Report Card

Rowan County

2006

The members of Healthy Rowan!, our state-certified Healthy Carolinians Task Force, are pleased to present our 2006 Quality of Life Report Card for Rowan County. We developed the report card to:

- Raise awareness about the quality of life of our community across several dimensions
- Highlight areas where public policy, community-based initiatives and resources are needed to secure a healthier, more prosperous future for our residents
- Measure local progress in making our county an even better place to live, work and play
- Inspire collaboration to solve community health and human service related problems

While expanding the number of quality of life measures as compared to previous reports, this edition remains concise, readable and current. We made it our duty to ensure that the information presented was measurable from year-to-year, accurate, reliable, available at the county and state level for comparison purposes and relevant to current and prospective residents, agencies and businesses of Rowan County.

As before, the members of Healthy Rowan! invite you to review the data and decide for yourself where our community is doing well and where opportunities for improvement exist. Creating and sustaining partnerships to impact shared challenges remains an important mission of Healthy Rowan! and a growing number of coalitions are partnering with us on behalf of our community:

- Allies for Substance Abuse Prevention seeks to prevent tobacco, alcohol and illicit drug abuse among children, youth and young adults
- Health Link of Rowan County endeavors to reduce infant death rates, secure health parity for all babies regardless of race or ethnicity and improve the health and well-being of children birth through age 5
- Rowan Partnership for Community Health supports physical activity and good nutrition among elementary school students to help them achieve and/or maintain a healthy weight
- Hispanic Coalition of Salisbury-Rowan strives to create an empowered Hispanic community well-integrated within the mosaic of local cultures
- Kids Breathe Free Rowan aims to increase the number of local businesses and organizations frequented by youth that voluntarily adopt a smoke-free policy

The Quality of Life Report Card expresses Healthy Rowan!'s commitment to not only bring a broader understanding about the local world in which we live, but to also assist our community in working collaboratively to improve conditions for healthy living in Rowan County.

Healthy Rowan! Task Force

Allies for Substance Abuse Prevention
Board of County Commissioners
Cornerstone Church
Health Link of Rowan County
Piedmont Behavioral Healthcare
Hispanic Coalition of Salisbury-Rowan
Rowan County Department of Social Services
Rowan County EMS

Rowan County Health Department
Rowan County Sheriff's Department
Rowan County United Way
Rowan Partnership for Community Health
Rowan Regional Medical Center
Rowan-Salisbury Schools
Smart Start Rowan
Kids Breathe Free Rowan

www.co.rowan.nc.us/health

Quality of Life Measure	Rowan County	North Carolina	Time Period
Health			
Teen pregnancy rate for 15-17 year olds (1a)	40.3	38.6	2000-2004
Teen pregnancy rate for 15-19 year olds (1b)	70.7	61.7	2005
Repeat teen pregnancies for 15-19 year olds (1c) (percent)	29.3%	28.6%	2005
Teen birth rate (2)	69.7	66.3	2000-2004
Live births classified as low birthweight (percent) (3)	9.7%	9.0%	2000-2004
Pre-Pregnant Women Underweight (percent) (4)	14.4%	13.0%	2004
Pre-Pregnant Women Overweight (percent) (5)	42.7%	46.3%	2004
Mother smoked during pregnancy (percent) (6)	17.6%	13.2%	2000-2004
Mother received late or no prenatal care (percent) (7)	20.6%	15.5%	2000-2004
Infant death rate (8)	9.1	8.5	2001-2005
Infant death disparity between Whites and Blacks (9)	1.31 times higher rate for Blacks	2.62 times higher rate for Blacks	2001-2005
Fetal death rate (10)	7.8	7.3	1999-2003
Neonatal death rate (11)	4.6	6.0	1999-2003
Post-neonatal death rate (12)	2.7	2.5	1999-2003
Youth death rate (race, gender, age adjusted rates per 100,000 population) (13)	68.1	76.3	2000-2004
Deaths-all causes (race, gender, age adjusted rates per 100,000 population) (14)	913.5	895.5	2001-2005
Death disparity between White and minority men (15)	34% higher rate for minority men	28% higher rate for minority men	2000-2004
Death disparity between White and minority women (16)	28% higher rate for minority women	19% higher rate for minority women	2000-2004
Heart disease death rate (17)	268.5	226.8	2001-2005
Diabetes mellitus death rate (18)	33.8	27.6	2001-2005
Stroke death rate (19)	55.8	64.7	2001-2005
Cancer death rate (20)	192.6	197.7	2001-2005
Colon cancer death rate (21)	17.1	18.6	2001-2005
Lung cancer death rate (22)	62.0	59.9	2001-2005
Breast cancer death rate (23)	26.2	26.0	2001-2005
Prostate cancer death rate (24)	25.5	29.9	2001-2005
Suicide rate (25)	15.2	11.6	2001-2005
Homicide rate (26)	6.2	7.2	2001-2005
Motor vehicle injury death rate (27)	19.4	19.3	2001-2005
All other unintentional injury death rate (28)	32.2	26	2001-2005
Alzheimer's disease death rate (29)	25.7	27.1	2001-2005
Female breast cancer incidence rate (30)	128.4	144.4	2000-2004
Prostate cancer incidence rate (31)	88.9	150.6	2000-2004
Overweight children (32)	16.3%	16.7%	2005
Percent of kindergartners cavity-free (33)	56%	60%	SY 2006
Percent of kindergartners with untreated dental decay (34)	29%	21%	SY 2006
Percent of 5 th graders cavity-free (35)	78%	76%	SY 2006
Percent of 5 th graders with untreated dental decay (36)	9%	5%	SY 2006
Percent of 5 th graders with dental sealants (37)	37%	44%	SY 2006
Number of physicians per 10,000 population (38)	11.3	20.7	2005
Number of primary care physicians per 10,000 population (39)	5.3	8.8	2005
Number of dentists per 10,000 population (40)	3.7	4.4	2005
Number of registered nurses per 10,000 population (41)	75.5	92.1	2005
Number of pharmacists per 10,000 population (42)	7.2	8.4	2005

Quality of Life Measure	Rowan County	North Carolina	Time Period
Crime			
Index crime rate per 100,000 residents (43)	3,707	4,574	2004
Violent crime rate per 100,000 residents (44)	335	447	2004
Property crime rate per 100,000 residents (45)	3,372	4,127	2004
Acts of violence per 1,000 students (elementary, middle, and high school) (46)	5.51	7.37	SY 2004
Juveniles before district courts for the 1 st time per 1,000 children ages 10-17 (47)	25	19	FY 2005
Juvenile arrests per 1,000 persons under age 18 (48)	31.5	25.1	2004
Economy			
Unemployment rate (percent) (49)	4.5%	4.5%	Mar 2006
Per capita income (50)	\$25,326	\$28, 071	2003
Median household monthly income (51)	\$37,691	\$39,438	2003
Home ownership rate (52)	73.6	69.4	2000
Retail sales per capita (53)	\$7,110	\$10,686	2002
Percent of residents enrolled in Work First (54)	1.0%	1.1%	2003
Percent of residents receiving Food Stamps (55)	8.8%	9.2%	2005
Percent of children receiving Food Stamps (56)	16.6%	18.2%	2004
Persons below poverty (percent) (57)	12.1%	13.4%	2003
Percent of children enrolled in NC Health Choice (percent) (58)	5.4%	5.9%	2004
Percent of children below poverty (percent) (59)	17.4%	19.1%	2003
Number and percent of population (0-18 years) without health insurance (60a)	3,903; 11.9%	239,973; 11.3%	2004
Number and percent of population (age 19 to 64) without health insurance (60b)	15,768; 19%	1,111,705; 20.6%	2004
Number and percent of population (age 0 to 64 years) without health insurance (60c)	19,671; 17%	1,351,678; 18%	2004
Social Well-Being			
Children subject of a Child Protective Services Assessment per 1,000 children (birth to 17 years) (61)	64.2	51.8	SFY 2005
Children found substantiated for child abuse, neglect or in need of services per 1,000 children (birth to 17 years) (62)	13.7	12.4	SFY 2005
Rate of children in Department of Social Services custody per 1,000 children (birth to 17 years) (63)	5.02	5.25	SFY 2006
Education			
Grade 3 End of Grade Reading Mean Score (64)	247.9	248.3	SY 2005
Grade 3 End of Grade Math Mean Score (65)	251.3	253.1	SY 2005
Grade 5 End of Grade Reading Mean Score (66)	256.3	257.3	SY 2005
Grade 5 End of Grade Math Mean Score (67)	259.7	262.1	SY 2005
Grade 8 End of Grade Reading Mean Score (68)	263.5	264.1	SY 2005
Grade 8 End of Grade Math Mean Score (69)	270.9	272.1	SY 2005
SAT Average Score (70)	991	1008	2006
Four Year Completion Rate (71)	63.7	61.9	2004
Per pupil appropriations (72)	\$1,591	\$1,812	SY 2005
Free and Reduced-Price School Meals (percent) (73)	45.4%	47.7%	2005
Civic Participation			
Eligible residents registered to vote (percent) (74)	82.3%	85.3%	2004
Eligible residents participating in the Presidential election of 2000 (percent) (75)	46%	50%	2000
Eligible residents participating in the general election of 2002 (percent) (76)	36%	38%	2002
Eligible residents participating in the Presidential election of 2004 (percent) (77)	52%	54%	2004

- 1a. Teen Pregnancy Rate for 15-17 year olds: Number teens 15 to 17 pregnant per 1,000 girls age 15 to 17. State Center for Health Statistics.
- 1b. Teen Pregnancy Rate for 15-19 year olds: Number teens 15 to 19 pregnant per 1,000 girls age 15 to 17. State Center for Health Statistics.
- 1c. Repeat Teen Pregnancies for 15-19 year olds. Percent of total pregnancies among teens 15 to 19 that are repeat pregnancies. State Center for Health Statistics.
2. Teen Birth Rate. Number of girls between 13 and 19 years giving birth per 1,000 girls age 13 to 19. Data from the 2004 State Center for Health Statistics Data used in the 2004 Health Report. Data posted in Action for Children NC – 2006 NC Children’s Index.
3. Live births classified as low birth weight. Weight of less than 5 pounds, 8 ounces (2,500 grams) at birth. State Center for Health Statistics.
4. Pre-Pregnant Women Underweight: Women with a BMI (body mass index) of < 19.8. NC Dept of Public Health Nutrition Services Branch.
5. Pre-Pregnant Women Overweight: Women with a BMI >26.0. NC Dept of Public Health Nutrition Services Branch.
6. Mothers Smoked During Pregnancy: Percent of mothers who smoked while pregnant. State Center for Health Statistics.
7. Mother Received Late or No Prenatal Care. Mothers who either did not start prenatal care during the first trimester of pregnancy or did not receive any prenatal care. State Center for Health Statistics
8. Infant Death Rate: Number of babies dying before their first birthday per 1,000 live births. State Center for Health Statistics.
9. Infant Death Disparity Between Whites and Blacks: While the overall infant mortality rate is at a record low, Black babies continue experience higher death rates than White babies. State Center for Health Statistics.
10. Fetal Death Rate: Stillbirths of 20+ weeks gestation per 1,000 live births. State Center for Health Statistics.
11. Neonatal Death Rate: Deaths of babies < 28 days old per 1,000 live births. State Center for Health Statistics.
12. Post-neonatal Death Rate: Deaths of babies 28 days old to 1 year per 1,000 live births. State Center for Health Statistics.
13. Youth Death Rate: Number of deaths among youth 0 to 17 years per 100,000. State Center for Health Statistics.
14. Deaths-All Causes: Number of deaths per 100,000 population due to the following causes: heart disease, stroke, cancer, diabetes mellitus, pneumonia and influenza, chronic lower respiratory diseases, chronic liver disease and cirrhosis, septicemia, kidney disease, unintentional motor vehicle injuries, other unintentional injuries, suicide, homicide, and HIV. State Center for Health Statistics.
15. Death Disparity Between White and Minority Men: Historically, minority (mainly Black) men have experienced a greater burden of death than White men. State Center for Health Statistics.
16. Death Disparity Between White and Minority Women: Historically, minority (mostly Black) women have experienced a greater burden of death than White men. State Center for Health Statistics.
17. Heart Disease Death Rate: Number of deaths resulting from heart disease per 100,000. Age adjusted rate. State Center for Health Statistics.
18. Diabetes Mellitus Death Rate: Number of deaths resulting from diabetes mellitus per 100,000. Age adjusted rate. State Center for Health Statistics.
19. Stroke Death Rate: Number of deaths due to stroke per 100,000. Age adjusted rate. State Center for Health Statistics.
20. Cancer Death Rate: Number of deaths due to cancer per 100,000. This includes cancer of lip, oral cavity and pharynx; stomach; colon, rectum, and anus; liver; pancreas, larynx; trachea, bronchus and lung; sinuses, pleura, and all other respiratory sites; malignant melanoma of the skin; breast; cervix and uterus; ovary; prostate; bladder; brain; non-Hodgkins Lymphoma; and leukemia. Age adjusted rate. State Center for Health Statistics.
21. Colon Cancer Death Rate: Number of deaths per 100,000. Age adjusted rate. State Center for Health Statistics.
22. Lung Cancer Death Rate: Number of deaths per 100,000. Age adjusted rate. State Center for Health Statistics.
23. Breast Cancer Death Rate: Number of deaths per 100,000. Age adjusted rate. State Center for Health Statistics.
24. Prostate Cancer Death Rate: Number of deaths per 100,000. Age adjusted rate. State Center for Health Statistics.
25. Suicide Rate: Number of suicides per 100,000. Age adjusted. State Center for Health Statistics.
26. Homicide Rate: Number of homicides per 100,000. Age adjusted. State Center for Health Statistics.
27. Motor Vehicle Injury Death Rate: Number of deaths per 100,000. Age adjusted. State Center for Health Statistics.
28. All Other Unintentional Injury Death Rate: Number of deaths per 100,000. Age adjusted. State Center for Health Statistics.
29. Alzheimer’s Death Rate: Number of deaths per 100,000. Age adjusted. State Center for Health Statistics.
30. Female Breast Cancer: Number of new cases of female breast cancer per 100,000. Age adjusted. State Center for Health Statistics.
31. Prostate Cancer: Number of new cases of prostate cancer per 100,000. Age adjusted. State Center for Health Statistics.
32. Overweight children: Prevalence of overweight children 2 through 18 years of age. NC-Nutrition and Physical Activity Surveillance System.
33. Percent of Kindergartners Cavity Free: Percent of screened children who have never had a cavity of filling in a baby tooth. NC Calibrated Dental Screening Data, NC Oral Health Section.
34. Percent of Kindergartners with Untreated Dental Decay: NC Calibrated Dental Screening Data, NC Oral Health Section.
35. Percent of 5th Graders Cavity Free: Percent of children screened who have never had a cavity or filling in a permanent tooth. NC Calibrated Dental Screening Data, NC Oral Health Section.
36. Percent of 5th Graders with Untreated Dental Decay: NC Calibrated Dental Screening Data, NC Oral Health Section.
37. Percent of 5th Graders with Dental Sealants: Dental sealants are a plastic material applied to the chewing surfaces of the back teeth-premolars and molars. This plastic resin bonds into the depressions and grooves (pits and fissures) of teeth and prevents tooth decay by protecting tooth enamel from plaque and food. NC Calibrated Dental Screening Data, NC Oral Health Section.
38. Number Physicians per 10,000 population. NC Health Professions 2005 Data Book. Cecil G. Sheps Center for Health Services Research.
39. Number of Primary Care Physicians per 10,000 population. Primary care physicians are those who report their primary specialty as family practice, general practice, internal medicine, pediatrics or obstetrics/ gynecology. NC Health Professions 2005 Data Book. Cecil G. Sheps Center for Health Services Research.
40. Number of Dentist per 10,000 population. NC Health Professions 2005 Data Book. Cecil G. Sheps Center for Health Services Research.
41. Number of Registered Nurses per 10,000 population. NC Health Professions 2005 Data Book. Cecil G. Sheps Center for Health Services Research.
42. Number of Pharmacists per 10,000 population. NC Health Professions 2005 Data Book. Cecil G. Sheps Center for Health Services Research.
43. Index Crime Rate: Includes the total number of murders, rapes, robberies, aggravated assaults, burglaries, larcenies and motor vehicle thefts per 100,000. State Bureau of Investigation.
44. Violent Crime Rate Per 100,000 Residents: Total number of violent crimes (murder, rape, robbery and aggravated assault) per 100,000. State Bureau of Investigation.
45. Property Crime Rate Per 100,000 Residents: Total number of property crimes (burglary, larceny and motor vehicle theft and arson) per 100,000. State Bureau of Investigation.
46. Acts of Violence Per 1,000 Students (elementary, middle, high school): Acts of violence: possession of weapon or controlled substance, assault on school personnel, assault resulting in serious injury, sexual assault, assault involving use of weapon, possession of firearm, robbery with a dangerous weapon, taking indecent liberties with a minor, rape, kidnapping and death by other than natural causes. Public Schools of NC, State Board of Education, NC Department of Public Instruction.

47. Juveniles Before District Courts for the 1st Time per 1,000 children ages 10-17: The number of juveniles who appear before the court for the first time during the fiscal year. A juvenile is defined as one who has not reached his or her 18th birthday and "is not married, emancipated, or a member of the armed services of the United States." State Agency Data: Judicial Branch.

48. Juvenile Arrests: The total of all persons under the age of 18 who were arrested, cited, or summoned for committing a criminal offense per 1,000 persons under age 18. NC Department of Justice.

49. Unemployment Rate: Calculated by dividing the number unemployed by the civilian labor force. Employment Security Commission of NC.

50. Per Capita Income: Total personal income for the region divided by the midyear population estimate for the region. Total personal income includes earnings (wage and salary disbursements, other labor income, and proprietors' income), dividends, interest, rent, and transfer payments. U.S. Department of Commerce, Bureau of Economic Analysis.

51. Median Household Money Income: 50 percent of households have incomes exceeding and 50 percent have incomes less than stated amount. Household income is the sum of money income received in the previous calendar year by all household members 15 years old and over, including household members not related to the householder., people living alone, and others in non-family households. The median household income reported here were produced through statistical modeling. U.S. Census Bureau.

52. Home Ownership Rate: Computed by dividing the number of owner-occupied housing units by the number of occupied housing units or households. A housing unit is owner-occupied if the owner or co-owner lives in the unit, even if it is mortgaged or not fully paid for. U.S. Census Bureau.

53. Retail Sales Per Capita: Total dollar value of sales divided by the number of residents living in the area. Sales include merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage and other services; the total value of service contracts; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer. U.S. Census Bureau.

54. Percent of Residents Enrolled in Work First: Work First, which began in July 1995, is North Carolina's plan to help families stay off welfare or move off welfare and into jobs. Work is required for families on welfare. Work First is based on the premise that parents have a responsibility to support themselves and their children. Through Work First, parents can get short-term training and families can get childcare assistance and other services to help them become self-sufficient, but ultimately the responsibility is theirs. Most families have 2 years to move off welfare. NC Division of Social Services.

55. Percent of Residents Receiving Food Stamps: The Food Stamp Program is a Federal program that provides a monthly allotment of Food Stamp benefits that may be used to purchase most foods at participating stores. They may not be used to purchase tobacco, pet food, paper and soap products, or alcoholic beverages. The Food Stamp Program is an entitlement program; so all eligible individuals and households can receive assistance. NC Division of Social Services and Rowan Department of Social Services (DSS).

56. Percent of Children Receiving Food Stamps. Action for Children NC – 2006 NC Children's Index.

57. Persons Below Poverty: Families and persons are classified as below poverty level if their total family income or unrelated individual income was less than the poverty threshold specified for the applicable family size, age of householder and number of related children under 18 present. The State and County estimates were produced through statistical modeling. U.S. Census Bureau.

58. Percent of Children Enrolled in NC Health Choice. Percent of Children utilizing NC Health Choice Insurance (State's Child Health Insurance Program). Action for Children NC – 2006 NC Children's Index.

59. Percent of Children Below Poverty: Estimated percent of children under age 18 years age whose family's income or unrelated individual income was less than the poverty threshold specified for the applicable family size, age of householder and number of related children under 18 present. Action for Children NC-2006 NC Children's Index.

60 a, b, c: Percent of Population Without Health Insurance: Holmes M. County-level Estimates of the Uninsured in NC: 2004. Holmes M, Ricketts TC. County-level Estimates of the Uninsured in North Carolina: 2004 Update. Cecil G. Sheps Center for Health Services Research.

61. Children Subject of a Child Protective Services Assessment per 1,000 children (birth to 17): The number of unique children subject to an investigative assessment for abuse, neglect or in need of services divided by the total child population. Unique child: if same child is subject of more than one investigative assessment, he/she is counted only once. NC Division of Social Services and Rowan County DSS.

62. Children Found Substantiated for Child Abuse, Neglect or In Need of Services per 1,000 children (birth to 17): Number of children with substantiated abuse, neglect or in need of services divided by total child population. NC Division of Social Services and Rowan County DSS.

63. Rate of Children in Department of Social Services Custody per 1,000 Children (birth to 17 years). Number of children placed in Department of Social Services (DSS) custody divided by the total child population. Custody is defined as the court awarding DSS temporary responsibility for the care and placement of the child. NC Division of Social Services and Rowan County DSS.

64-69. End of Grade Mean Score: End of Grade tests are designed to measure student performance objectives and grade-level competencies specified in the NC Standard Course of Study. Raw test results are converted to developmental scale scores with a higher number reflecting a higher score. The data reported are average scores compiled from all children (grades 3, 5 and 8) taking EOG tests during the 2005 school year. 2004-05 NC State Testing Results. NC Department of Public Instruction.

70. SAT Average Score: NC SAT scores (math and critical reading scores combined) were averaged among NC students. The NC 2006 SAT Report. NC Department of Public Instruction.

71. Four Year Completion Rate: Ratio of high school graduates at the end of the current school year to the 9th grade final enrollment four years earlier. Closest rate reported by the Dept of Public Instruction (DPI) to the measure recommended by the National Governors Association and the federal government. Action for Children NC-2006 NC Children's Index. NC Department of Public Instruction.

72. Per Pupil Appropriations: The annual amount spent per pupil by the local school system. It is calculated by dividing the overall operating expenditures by the number of children listed as the school system's average daily membership. NC Public Schools Statistical Profile 2006. Department of Public Instruction.

73. Free and Reduced-Price School Meals: School children enrolled in free/reduced-price school meals divided by average daily membership at lunch. Action for Children NC – 2006 NC Children's Index.

74. Percent of Eligible Residents Registered to Vote: Percent of eligible residents (U.S. citizens 18 years age and older) who are registered to vote. Rowan County and State Board of Elections.

75. Percent of Eligible Residents Participating in the General 2000 Election: Calculated by dividing the number of citizens voting in the 2000 general election by number of residents eligible to vote. (U.S. citizens 18 years of age and older). Rowan County Board of Elections.

76. Percent of Eligible Residents Participating in the General 2002 Election: Calculated by dividing the number of citizens voting in the 2002 election by number of residents eligible to vote. (US Citizens 18 years of age and older). Rowan County Board of Elections.

77. Percent of Eligible Residents Participating in the General 2004 Election: Calculated by dividing the number of citizens voting in the 2004 election by number of residents eligible to vote. (US Citizens 18 years of age and older). Rowan County Board of Elections.