

2023 STATE OF THE COUNTY HEALTH REPORT: EXECUTIVE SUMMARY



SOTCH

State of the County Health Report

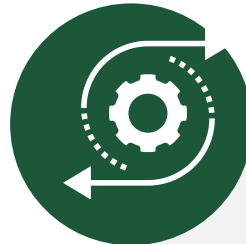
What is the SOTCH?

- State report that is required for accreditation
- Every year that there isn't a community health needs assessment (CHNA), counties must submit a SOTCH
- The purpose of the SOTCH is to inform the state and the community about the progress that has been made since the CHNA

Report Components



Community Health Improvement Plan



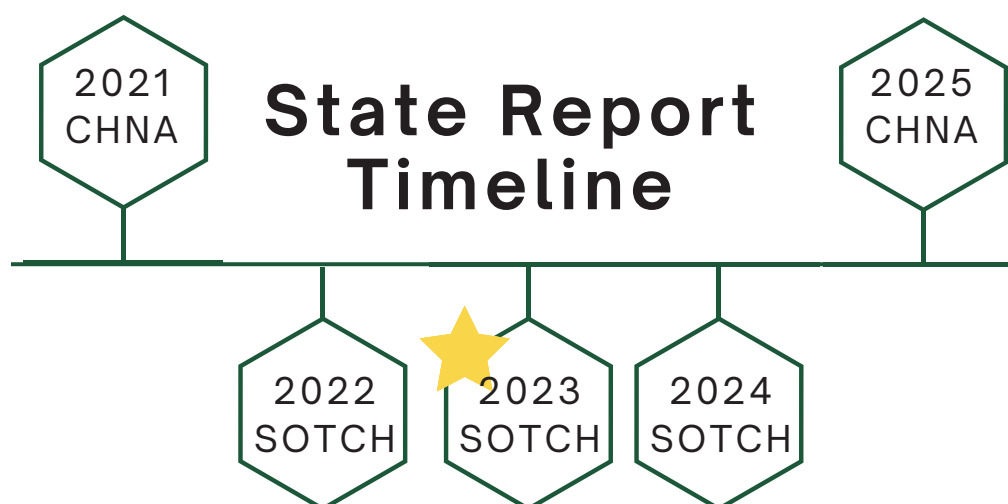
Significant or Notable Changes in Morbidity and Mortality



Emerging Issues



New and Continuing Programs



COMMUNITY HEALTH IMPROVEMENT PLAN PROGRESS

Substance Use

Medication Take-back

- Rowan County has 17 medication drop boxes distributed across the county.
- The drop boxes collected 192,641.7 pounds of medications in 2023.

2023 Narcan Distribution and Training

- 1,520 boxes (with two doses per box for a total of 3,040 doses) of Narcan were distributed to community members.
- 102 boxes (204 total doses) of Narcan were provided to the Rowan County Detention Center to be available to individuals upon release.
- 29 trainings were provided to community organizations which resulted in 577 individuals being trained.

Safe Syringe Program

- The Rowan County Safe Syringe Program opened on December 12th, 2023.
- **Post Overdose Response Team (PORT)**
- 778 unique participants were served.

Healthy Lifestyles

Rowan Moves

- Rowan Moves has continued to grow and collaborate with community partners to encourage physical activity.
 - 500 community members registered
 - 185,077,464 steps logged
 - 10 “Choose Your Own Adventure” events hosted by community partners
 - 2 Move with the Mayor Events

Municipality Walking Maps

- 6 municipalities have worked with RCPH to identify safe walking paths in their townships and designed signs to assist community members be more active.

CATCH My Breath

- All middle schools received an anti-vaping curriculum to implement

Daily Mile

- 7 Elementary Schools in Rowan County are implementing the physical activity program

NC Quitline

- Digital Marketing
 - RCPH utilized multiple methods of marketing to disseminate messaging about NC Quitline
 - Salisbury Post
 - Total number of impressions: 51,444
 - Number of Clicks: 48

Mental Health

Mental Health and Suicide Prevention Training

- Question, Persuade, Respond (QPR)
 - 8 community stakeholders trained
- Counseling on Access to Lethal Means (CALM)
 - 14 community stakeholders trained
- Community Resiliency Model (CRM)
 - 7 community stakeholders trained

Mental Health Digital Marketing

- RCPH utilized multiple methods of marketing to disseminate messaging about 988
 - Salisbury Post
 - Total number of impressions: 51,911
 - Number of Clicks: 31
 - National CineMedia (NCM)
 - When the Taylor Swift movie was released in movie theaters, RCPH contracted with NCM to show messaging about 988 during their pre-show advertisements
 - This campaign resulted in 68,327 impressions and 18 individuals visiting the 988 after viewing the ads

Into the Light Walk Sponsorship

988 marketing with Salisbury Fire and Police

- Collaboration with municipality first responders to advertise the National Crisis and Lifeline by placing bilingual 988 magnets on all fleets.

MORBIDITY & MORTALITY

Cause of Death	White, non-Hispanic	Hispanic	African American	Asian	American Indian	Multiple Races	Male	Female	Overall
All Causes	1,039.8	368.1	1,106.4	441.5	NA	NA	1,195.8	861.6	1,015.6
Heart disease	199.8	NA	231.3	NA	NA	NA	241	162.6	198.4
Cerebrovascular Disease	43.8	NA	51.4	NA	NA	NA	49.7	39.6	44.4
Cancer	175.3	NA	180.9	NA	NA	NA	214.6	141.5	171.9
Diabetes Mellitus	27.9	NA	36.2	NA	NA	NA	37.5	21.4	28.5
Pneumonia and Influenza	27.2	NA	24.1	NA	NA	NA	31.2	21.5	25.9
Chronic Lower Respiratory Diseases	59.1	NA	28.0	NA	NA	NA	54	53.1	53.2
Chronic Liver Disease and Cirrhosis	189.3	NA	NA	NA	NA	NA	18	13.9	15.9
Septicemia	18.1	NA	31.8	NA	NA	NA	21.9	17.4	19.3
Kidney Disease	21.5	NA	50.8	NA	NA	NA	30.2	21.3	25
Unintentional Motor Vehicle Injuries	18.4	NA	23.1	NA	NA	NA	28.1	9.8	18.8
All Other Unintentional Injuries	79.7	NA	46.2	NA	NA	NA	88.4	50.8	68.8
Suicide	22.2	NA	NA	NA	NA	NA	28.4	8	17.8
Homicide	5.4	NA	27.4	NA	NA	NA	13.9	NA	9.5
Alzheimer's disease	36.8	NA	37.9	NA	NA	NA	23.8	43.3	36
Acquired Immune Deficiency Syndrome	NA	NA	NA	NA	NA	NA	NA	NA	NA
COVID-19	56.7	NA	50.2	NA	NA	NA	67.3	44.6	55.1

NEW & CONTINUING PROGRAMS

Harm Reduction Programs

Services

- Provide onsite syringe access and disposal with minimal environmental impact, ensuring safe disposal.
- Offer information and resources
- Provide referrals to vaccination, testing, primary care, addiction treatment, MAT, mental health support, food, housing, and other services.
- Supply wound care materials, Narcan, safer injection guidance, sharps containers, and Narcan administration training.
- Refer individuals to HIV/sexually transmitted infection (STI) and pregnancy prevention resources

In 2023:

- 1,520 boxes (3,040 doses) of Narcan were distributed to the community
- 1,278 total PORT contacts
 - 778 unique participants
- 910 Overdoses
 - 36 Overdose deaths
- Safe Syringe program opened on December 12th



Your Original Connection to Care



Mobile Dental Outreach

In October 2023, Rowan County Public Health was able to resume our school dental clinics which had been paused since 2020 due to the COVID-19 pandemic.

- October 16-20th: Morgan Elementary
 - Able to provide screenings and treatment to 39 students
 - Referrals were made for continued treatment in our RCPH Smile Center for students with follow-up needs.

The mobile dental clinic is scheduled to continue throughout 2024.



NEW & CONTINUING PROGRAMS

Environmental Health Quality Community Health Needs Assessment

- RCPH, in collaboration with Cabarrus Health Alliance (CHA), is developing a report that compares various environmental health indicators across Rowan and Cabarrus Counties.
- These indicators include
 - Number of children who have tested high levels of lead in their blood,
 - Private drinking water wells that may have elevated levels of harmful contaminants, and
 - Descriptions of programs and services within the Rowan and Cabarrus Environmental Health Departments.

Qualitative Data Collection

- RCPH and CHA will be hosting two focus groups
 - Conversations will be focused on community-built environments, inside-the-home environmental factors, and outside-the-home environmental factors.
- An environmental health and wellness survey will be distributed to community members to understand lived experiences.

Regional Public Health Approaches

RCPH is collaborating with Cabarrus Health Alliance (CHA) on two separate grants that are working to address health disparities by working on initiatives and deliverables at extend beyond county lines.

REACH (Racial and Ethnic Approaches to Community Health)

Counties working on the REACH Grant

- Cabarrus
- Rowan
- Union
- Gaston
- Catawba
- Mecklenburg

Grant focuses

- Adult Immunization
- Tobacco Cessation
- Access to physical activity opportunities
- Access to fruits and vegetables
- Marketing of services

Elevate

Counties working on Elevate

- Cabarrus
- Rowan

Grant focuses

- Teen pregnancy and STI prevention
- Teen reproductive education
- Adolescent academic health
- Adolescent behavioral health
- Optimal adolescent health



EMERGING ISSUES

Vaccine Hesitancy

Since the COVID-19 pandemic, there has been an increase in vaccine hesitancy among both Americans and North Carolinians. Because of this, there has been a decrease in disease-preventable immunizations which has led to outbreaks across the nation (i.e. Measles).

In response to this emerging issue, RCPH will be focusing on combating misinformation, promoting child and adult immunizations, and educating community members about health department services, such as our immunization clinic.

Communicable Diseases

Communicable Disease Outbreaks

- Throughout 2023, RCPH investigated and reported a total of 20 outbreaks. Most of them were in long-term care facilities, 19 were respiratory illnesses and 1 was gastrointestinal.

Sexually Transmitted Infections

- From January 1st-September 30th, there were 50 Congenital Syphilis cases in North Carolina, a decrease from 2022. However, in 2023 there were five stillbirths or neonatal deaths due to Congenital Syphilis.
- Since 2022, there has been a slight decrease in Chlamydia and Gonorrhea cases and a slight increase in Syphilis cases.
- In 2024, four new cases of HIV/AIDS were reported.

In response to this emerging issue, RCPH will be working with community partners to educate residents about STIs, communicable diseases, and the importance of seeking treatment with their primary care providers if symptoms of communicable diseases are noticed.

Adolescent Substance Use

Rowan County Public Health and youth-serving organizations have not been able to collect current adolescent health data since before the beginning of the COVID-19 pandemic. However, through conversations with parents, teachers, principals, and other school system staff, substance use among teens has increased significantly. Primarily with the use of vapes and THC/CBD products.

In response to this emerging issue, RCPH will be working with community partners to collect data, as well as implement substance use prevention initiatives in the community.