

PRESENTED BY
HEALTHY ROWAN!
TASK FORCE

2011 State of the County Health Report

Rowan County

DECEMBER 5, 2011

IDENTIFIED HEALTH PRIORITIES:

- **DIABETES**
- **OBESITY**
- **MINORITY
HEALTH**
- **TEEN
TOBACCO
PREVENTION**
- **CHRONIC
DISEASE**

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Healthy Rowan! Task Force

The Healthy Rowan! Task Force, our community's state-certified Healthy Carolinians Task Force, is pleased to present the 2011 State of the County's Health (SOTCH) Report for Rowan County. Prepared annually, this report serves to:

- Heighten awareness about health issues relevant to Rowan County and North Carolina
- Bring attention to areas where policy development and enactment, environmental changes, partnering initiatives and resources would contribute to a healthier, stronger community
- Describe local efforts that impact community health problems and quality of life concerns
- Summarize recent progress toward impacting health priorities identified

through the 2009 Rowan County Health Department Community Health Needs Assessment

- Identify common ground for joining together to solve community health problems

Rowan County



Public Health Prevent. Promote. Protect.

The 2011 SOTCH Report delivers information in a format that is concise, readable and current. More importantly, data selected for inclusion in the report must be accurate, reliable, measured periodically over time, available at the county and state level for comparison purposes, universally accepted dimensions of

community health and well-being, and relevant to the general public, policymakers, non-profit and government agencies, community based organizations, civic organizations and the business community.

Readers are encouraged to compare Rowan County data against state-level data and determine for themselves where our community's health and well-being is doing better, the same or worse than the state overall. Over the years, it has become evident that improvements are observed where investments, both financial and political, are made.

I am pleased to announce that Healthy Rowan! was re-certified for another four years in October 2011. Congratulations to Mr. Steve Joslin and Ms. Amy Smith for their contributions in achieving this recognition.

-Leonard Wood, Chairman of Healthy Rowan!

A Message from Healthy Rowan!'s New Chair

As the newly appointed chair of Healthy Rowan!, I look forward to strengthening our community partnerships as we continue to work to improve the quality of life and health of Rowan County residents.

One goal of this SOTCH report is to keep our community aware of the many health issues that Rowan County is currently facing. In addition to these health issues, Rowan County is facing the new challenge of prescription drug overdose. At this time, Community Care of Southern Piedmont, Rowan Regional

Medical Center, and Healthy Rowan!, along with other local agencies are looking at implementing the Project Lazarus Chronic Pain Initiative for our community. This initiative is a public health model based on the premises that drug overdose deaths are preventable and that all communities are ultimately responsible for their own health. So, while we continue to identify and address priorities identified in our Community Health Assessment, we must keep watch on new and emerging issues that affect our health.

I look forward to serving the community as the new chair of Healthy Rowan! and look forward to working with all segments of the community to improve the health and the lifestyle of the citizens of Rowan County.

If you'd like more information on any of the issues in this report or if you'd like to become part of the Project Lazarus Chronic Pain Initiative, please feel free to contact me at: 704-216-8859 or

amy.smith@rowancountync.gov

-Amy Smith, Chair, Healthy Rowan!

Healthy Rowan! Partners

Several coalitions comprised of private and public sector representatives have affiliated themselves with Healthy Rowan! for the purpose of creating and implementing solutions for some of Rowan County's most pressing problems. Coalitions and their respective health priority focus area:

- **Healthy Baby Coalition of Rowan County** endeavors to reduce infant death rates and attain health parity among children birth through 5 years.

- **Salisbury-Rowan Hispanic Coalition** engages the Hispanic and greater community in strengthening mutual appreciation, understanding and trust between different cultures.
- **Rowan Partnership for Community Health** supports healthy eating and active living to help elementary school children achieve or maintain a healthy weight.
- **Smoke Free Rowan** encourages businesses and organizations to voluntarily adopt indoor

smoke free policies to protect families from harm caused by secondhand smoke and create an environment that reduces tobacco use initiation while helping current tobacco users to quit.

- **Youth-In-Action Against Tobacco Council**, comprised of middle and high school students, strives to reduce the prevalence of teen tobacco use.

"If we are together nothing is impossible. If we are divided all will fail." -Winston Churchill

"We can begin by doing small things at the local level, like planting community gardens or looking out for our neighbors. That is how change takes place in living systems...from many local actions occurring simultaneously." - Grace Lee Boggs



Healthy Rowan! Is Honored by the Governor's Task Force for Health Carolinians



Steve Joslin, Coordinator and Amy Smith, Chair receive the Recertification Award from Dr. Jeff Engel, Chair Governor's Task Force for Healthy Carolinians. Certification is for four years, 2011-2015.

Healthy Rowan! Task Force

Adolescent & Family Enrichment Council
 Healthy Baby Coalition of Rowan County
 NC Cooperative Extension
 Piedmont Behavioral Healthcare
 Rowan County Department of Social Services
 Rowan County EMS
 Rowan County Health Department
 Rowan County United Way

Rowan Partnership for Community Health
 Rowan Regional Medical Center
 Rowan-Salisbury Schools LINKS
 Rufty-Holmes Senior Center
 Salisbury-Rowan Hispanic Coalition
 Smart Start Rowan
 Smoke Free Rowan
 Youth-In-Action Against Tobacco Council

Healthy Rowan Accomplishments; The Health Department, Healthy Rowan! and partnering coalitions, through concerted and collaborative efforts, attained the following outcomes during FY 10-11:

- Completed the 2010 State of the County Health (SOTCH) Report, which is available to the community through the Health Department website.
- Met with representatives from Rowan Regional Medical Center and United Way to initiate plans for a collaborative effort towards completing a Community Health Assessment, which is a requirement of Healthy Carolinians and the North Carolina Local Health Department Accreditation Advisory Board.
- Helped to secure more than one million dollars in grant funds for community health initiatives.

Tobacco Prevention

- A total number of 180 business have joined the Smoke Free Rowan campaign since it's inception.
- Maintain the Smoke Free Rowan website: www.smokefreerowan.com as a community resource.

Youth In Action Against Tobacco/TRU Clubs

- Helped to sustain 10 school-based Tobacco Reality Unfiltered (TRU) tobacco prevention clubs and 1 Youth In Action Against Tobacco Council (YIAATC) community-based tobacco prevention club.
- Over 3,780 tobacco free pledge forms were signed by local students in the Rowan-Salisbury School System.
- TRU cinema ad ran in the local movie theater for 9 months.
- YIAATC certified Teens Against Tobacco Use (TATU) peer educators delivered 171 education sessions in the schools/communities to 4,190 middle/high school age youth.

Rowan Partnership for Community Health

- All new elementary school staff in 20 elementary schools were trained in January 2011 in the Energizers curricula.
- Partnered with the city of Salisbury to create Phase 2 of the Salisbury Greenway. promoting physical activity.
- Partnered with the city of Salisbury and the Salisbury-Rowan Runners Club in planning and creating the *First Annual Fit Community 10K* which was held April 16, 2011.

Health Link

- 123 clients/families were referred to community resources or services.
- 100% of Health Link clients secured prenatal care within the first trimester.
- 97% of families served by Health Link obtained health insurance.
- Health Link provided over 228 transportation rides for health care and WIC services.
- Installed over 23 car seats and provided hands-on installation training for Health Link clients.

Healthy Baby Coalition

- Currently seeking grant opportunities to endeavor to reduce infant mortality.

Hispanic Coalition

- For the 8th consecutive year, hosted La Fiesta de Rowan, Rowan County's largest multi-cultural community event for families.

Healthy Rowan!
Mission: Working
together to im-
prove the health
and quality of life
of Rowan County
residents

Rowan County 2009 Community Health Needs Assessment

Community Action Plan

Priority Issue: Childhood Obesity

Objective: By 2013, reduce the percentage of children K-5 in Rowan County who are overweight/obese by 5%.

Progress:

- Received 10 USDA Fresh Fruit and Vegetable Grants for local elementary schools for SY 2011-2012; all staff have received nutritional education on curricula integration.
- As of June 30, 2011, 1,801,989 servings of fresh fruit or vegetables have been served at 7 of these elementary schools.
- As of July 1, 2011— increased the number of elementary schools offering Fit For Motion from 6 to 9 schools.
- Partnered with North Rowan Elementary School in receiving the A+ Fit School Grant and designation for an interactive game room. The game room has been outfitted with television monitors, cabinets, interactive bikes and WI-Fi systems and students began using the room January 2011.
- Partnered with Millbridge Elementary School in training their staff on how to integrate nutrition and physical activity into their classrooms through the 2009-2011 Fit Community Grant, which also allowed the school to build a garden and outside classroom, known as the [Millbridge Discovery Garden](#).

(see pg. 3 for additional Rowan Partnership for community Health Accomplishments)

Priority Issue: Adult Obesity and Chronic Disease

Objective: Increase the number of churches offering Health Promotion, Wellness and Environmental Policy Changes.

Progress:

- To prepare for program implementation, Representatives from the Health Department and Rowan County Cooperative Extension attended Faithful Families Eating Smart and Moving More Training on December 14, 2010.
- Trainers were encouraged not to use the existing curriculum but to wait for the new curriculum which was to be released in the spring of 2011.
- On November 18, 2011 notification

was received from David Hall, Faithful Families Coordinator, that the CD with the updated Faithful Families Eating Smart and Moving Curriculum had been mailed; it was received.

- Current plan is to implement program beginning 2012.

Priority Issue: Diabetes and Medical Nutrition

Objective: All participants enrolled in [Rowan Regional Medical Center Diabetes and Medical Nutritional Therapy Program](#) will complete a comprehensive behavioral change program within 6 months of enrollment; At least 80% of participants who set behavior change goals will complete follow-up evaluations within 6 months of program completion and achieve 80% of their targeted goals.

Progress:

- Preliminary data shows that <80% of participants completed follow-up evaluations.
- >80 of participants that completed follow-up evaluations achieved their targeted goals.
- Complete statistical data will be available by the end of December 2011.
- Software improvements are being implemented and are monitoring four target areas: meal planning, exercise, monitoring and other.

Priority Issue: Tobacco Prevention for Youth

Objective: In Rowan County, reduce the percentage of middle-school age students who admit smoking cigarettes from 8.5% (2009) to 5% in 2013. Reduce the percentage of 10th graders who admit smoking cigarettes from 16.7% (2009) to 14% in 2013.

Progress:

- TRU Clubs led 208 community events/health fairs or school-related outreach tobacco prevention activities
- Thirty letters were sent to local merchants educating them on the Red Flag Campaign; thirty local merchants were visited to educate re: NC Tobacco Sales laws.
- Thirty merchants were also visited for tobacco ad placements and store owners were encouraged to remove non-compliant displays.
- *The percentage of middle-school*

age students who admit smoking cigarettes went from 8.5% (2009) to 7% (2010).

- *The percentage of 10th graders who admit smoking cigarettes went from 16.7% (2009) to 15.1% (2010).*

(see pg. 3 for additional Tobacco prevention Accomplishments)

Priority Issue: Minority Health Disparities—Infant Mortality

Objective: Through a partnership with Health Link, In Rowan County, reduce minority infant death rate from 11.2 deaths per 1,000 births to at least 10 per 1,000 live births by the 5 year time frame of 2008-2013.

Progress:

- For FY 2010-2011 the Health Link program served 123 clients and their families.
- 80% of families served adopted SIDS prevention practices
- 90% of families have optimally-spaced their births by at least 2 years
- Minority infant death rate in Rowan County is 11.3 (2009)

(see pg. 3 for additional Health Link Accomplishments)

Priority Issue: Chronic Disease

Objective: By using the Stanford University Chronic Disease Self-Management Program, [Ruffy-Holmes Senior Center](#) (RHSC) will increase the number of seniors who participate in “Living Healthy”.

Progress:

- 2 “Living Healthy” classes held with 35 participants
- 64 participants in evidence based health promotion programs including Arthritis Foundation (AF) “Tai Chi”, AF “Aquatics”, and “A Matter of Balance”.
- In addition, there were over 1000 different older adults involved with a variety of RHSC sponsored land and water-based classes, sports programs and walking program.



Leading Causes of Death

2005-2009 Ten Leading Causes of Death for Rowan County for all Ages: Ranking, Number of Deaths, and Unadjusted Death Rates per 100,000 Population			# OF DEATHS	DEATH RATE
AGE GROUP:	RANK	CAUSE OF DEATH:		
ALL AGES	0	TOTAL DEATHS --- ALL CAUSES	6,857	1003.4
	1	Diseases of the heart	1,662	243.2
	2	Cancer - All Sites	1,472	215.4
	3	Cerebrovascular disease	468	68.5
	4	Chronic lower respiratory diseases	422	61.8
	5	Alzheimer's disease	323	47.3
	6	Other Unintentional injuries	252	36.9
	7	Pneumonia & influenza	243	35.6
	8	Diabetes mellitus	204	29.9
	9	Motor vehicle injuries	133	19.5
	10	Nephritis, nephrotic syndrome, & nephrosis	129	18.9



State of Rowan County Health Report Data

On the previous page, readers are able to examine the priorities established from the 2009 Community Health Assessment and the progress made addressing those issues. Through the years, one of the many challenges faced by the Rowan County Health Department and Healthy Rowan! Task Force has been extracting practical information from existing data. The tables on the following pages contain data relative to Rowan County citizen's health, economy, crime, social well-being, education and civic participation. Reader's may then compare county to state data and determine the significant issues that affect overall health and well-being. The Rowan County Health Department and Healthy Rowan! are committed to obtaining a better understanding local needs, building collaborative relationships in the community, and improving conditions for a healthier Rowan County.

—Stephen A. Joslin, Healthy Rowan! Coordinator

For more information about the 2011 State of the County Health Report, please contact Health Education staff of Rowan County Health Department at 704-216-8795

Comparison Data	Rowan County	North Carolina	Time Period
Health			
Teen pregnancy rate for 15-17 year olds (1a)	38.1	33.6	2005-2009
Teen pregnancy rate for 15-19 year olds (1b)	48.1	56	2009
Repeat teen pregnancies for 15-19 year olds (1c) (percent)	27.7%	28.6%	2009
Teen birth rate for 15-19 year olds (2)	53.3	45.8	2007-2009
Live births classified as low birthweight (percent) (3)	9.5%	9.1%	2005-2009
Pre-Pregnant Women Underweight (percent) (4)	5.4%	4.9%	2009
Pre-Pregnant Women Overweight (percent) (5)	51.7%	55.1%	2009
Mother smoked during pregnancy (percent) (6)	15.7%	10.6%	2007-2009
Mother received late or no prenatal care (percent) (7)	24.1%	16.8%	2007-2009
Infant death rate (8)	7.1	7.9	2006-2010
Infant death disparity between Whites and Blacks (9)	.92 times lower rate for Blacks	2.3 times higher rate for Blacks	2010
Fetal death rate (10)	6.9	6.7	2005-2009
Neonatal death rate (11)	3.9	5.6	2005-2009
Post-neonatal death rate (12)	2.4	2.7	2005-2009
Youth death rate (race, gender, age adjusted rates per 100,000 population) (13)	64.0	74.7	2004-2008
Deaths-all causes (race, gender, age adjusted rates per 100,000 population) (14)	846.6	832.7	2005-2009
Death disparity between White and Black men (15)	1.15 times higher rate for Black men	1.34 times higher rate for Black men	2005-2009
Death disparity between White and Black women (16)	1.08 times higher rate for Black women	1.23 times higher rate for Black women	2005-2009
Heart disease death rate (17)	234.2	182.6	2009
Diabetes mellitus death rate (18)	30.6	22.5	2009
Stroke death rate (19)	64.8	46.8	2009
Cancer death rate (20)	210.7	186.3	2009
Colon cancer death rate (21)	17.8	16.1	2009
Lung cancer death rate (22)	66.9	57.3	2009
Breast cancer death rate (23)	25.3	24.8	2009
Prostate cancer death rate (24)	24.5	18.5	2009
Suicide rate (25)	12.1	12.4	2009
Homicide rate (26)	6.4	6.0	2009
Motor vehicle injury death rate (27)	15.7	14.9	2009
All other unintentional injury death rate (28)	39.1	29.5	2009
Alzheimer's disease death rate (29)	63.3	28.2	2009
Breast cancer incidence rate (30)	178.6	151.9	2004-2008
Prostate cancer incidence rate (31)	133.6	158.8	2004-2008
Prevalence of Obesity in children ages 2-4 years (32)	12.3%	15.4%	2009
Percent of kindergartners cavity-free (33)	63%	63%	SY 08-09
Percent of kindergartners with untreated dental decay (34)	23%	17%	SY 08-09
Percent of 5 th graders cavity-free (35)	81%	74%	SY 08-09
Percent of 5 th graders with untreated dental decay (36)	6%	4%	SY 08-09
Percent of 5 th graders with dental sealants (37)	46%	44%	SY 08-09
Number of physicians per 10,000 population (38)	11.6	21.2	2008
Number of primary care physicians per 10,000 population (39)	5.4	9.0	2008
Number of dentists per 10,000 population (40)	3.7	4.3	2008
Number of registered nurses per 10,000 population (41)	77.2	95.1	2008
Number of pharmacists per 10,000 population (42)	7.9	9.3	2008

Comparison Data	Rowan County	North Carolina	Time Period
Crime			
Index crime rate per 100,000 residents (43)	4,051	3,956	2010
Violent crime rate per 100,000 residents (44)	319	374	2010
Property crime rate per 100,000 residents (45)	3,732	3,581	2010
Acts of violence per 1,000 students (elementary, middle, and high school) (46)	5.38	7.97	2009-2010
Juveniles before district courts for the 1 st time per 1,000 children ages 10-17 (47)	12	14	2009
Juvenile arrests per 1,000 children ages 10-17 (48)	48	46	2009
Economy			
Unemployment rate (percent) (49)	11.1%	10%	Sept. 2011
Per capita income (50)	\$30,444	\$34,879	2009
Median household money income (51)	\$54,900	\$57,600	2010
Home ownership rate (52)	72.9	68.1	2005-2009
Retail sales per capita (53)	\$8,474	\$12,641	2007
Percent of residents enrolled in Work First (54)	0.43%	0.51%	2011
Percent of residents receiving Food Stamps (55)	17.2%	15.5%	2011
Percent of children receiving Food Stamps (56)	30%	26.2%	2011
Persons below poverty (percent) (57)	16.7%	16.2%	2009
Percent of children enrolled in NC Health Choice (percent) (58)	6.8%	4%	2011
Number and percent of children in poverty (percent) (59)	7,891; 24.3%	505,000; 23%	2009
Number and percent of population (0-17 years) without health insurance (60a)	4,011; 11.4%	282,000; 11.5%	2008-2009
Number and percent of population (age 18 to 64) without health insurance (60b)	18,640; 22%	1,326,000; 23.2%	2008-2009
Number and percent of population (age 0 to 64 years) without health insurance (60c)	22,651; 18.9%	1,608,000; 19.7%	2008-2009
Social Well-Being			
Children subject of a Child Protective Services Assessment per 1,000 children (birth to 17 years) (61)	78	55	Jul. 2011
Children found substantiated for child abuse, neglect or in need of services per 1,000 children (birth to 17 years) (62)	10	5	Jul. 2011
Rate of children in Department of Social Services custody per 1,000 children (birth to 17 years) (63)	8	6	Jul. 2011
Education			
Grade 3 End of Grade Reading Score (percent) (64)	60.3%	66.4%	SY 2009-10
Grade 3 End of Grade Math Score (percent) (65)	80%	81.9%	SY 2009-10
Grade 5 End of Grade Reading Score (percent) (66)	67%	71.1%	SY 2009-10
Grade 5 End of Grade Math Score (percent) (67)	78.3%	81.2%	SY 2009-10
Grade 8 End of Grade Reading Score (percent) (68)	62.7%	69.5%	SY 2009-10
Grade 8 End of Grade Math Score (percent) (69)	77.2%	83.9%	SY 2009-10
SAT Average Score (70)	969	1001	2011
Four Year Completion Rate (71)	73	74.2	2010
Per pupil appropriations (72)	\$1,565 (2009-10)	\$1,599 (2010-11)	
Free and Reduced-Price School Meals (percent) (73)	59.3	54.6 (2009)	Sept. 2011
Civic Participation			
Eligible residents registered to vote (percent) (74)	84%	87.4%	2010
Eligible resident/voters participating in the Presidential election of 2008 (percent) (75)	71%	72%	2008

- 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 19. 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. Adolescent Pregnancy Prevention Campaign of NC, State Center for Health Statistics.
2. Teen Birth Rate. Number of girls between 15 and 19 years giving birth per 1,000 girls age 15 to 19. State Center for Health Statistics.
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/Obese: 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, Selected Health Indicator Pocket Guide.
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. NC Statewide and County Trends in Key Health Indicators, 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 African American Men: Historically, African American men have experienced a greater burden of death than White men. State Center for Health Statistics.
16. Death Disparity Between White and African American Women: Historically, African American women have experienced a greater burden of death than White women. 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-Hodgkin's 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.
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. NC Central Cancer Registry.
31. Prostate Cancer: Number of new cases of prostate cancer per 100,000. Age adjusted. NC Central Cancer Registry.
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 2007 Data System. 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 2007 Data System. Cecil G. Sheps Center for Health Services Research.

40. Number of Dentist per 10,000 population. NC Health Professions 2007 Data System. Cecil G. Sheps Center for Health Services Research.
41. Number of Registered Nurses per 10,000 population. NC Health Professions 2007 Data System. Cecil G. Sheps Center for Health Services Research.
42. Number of Pharmacists per 10,000 population. NC Health Professions 2007 Data System. 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 persons. 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 persons. 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, controlled substance or alcoholic beverage, assault on school personnel, assault resulting in serious injury, sexual assault or sexual offence, assault involving use of weapon, possession of firearm, robbery with/without a dangerous weapon, taking indecent liberties with a minor, rape, kidnapping, bomb threat, burning of school building, 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. State Agency Data: Dept. of Commerce.
50. Per Capita Income: Total personal income of residents of an area divided by the resident population of the area. Total personal income includes earnings (wage and salary disbursements, other labor income, and proprietors' income), dividends, interest, rent, and transfer payments. Federal Agency Data, Bureau of Economic Analysis.
51. Median Family 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. Federal Data: Dept. of Housing and Urban Development.
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-US Statistical Abstract, Rowan County Quick Facts.
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, Rowan County Quick Facts
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. (Based on 2009 population)
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). (Based on 2009 population)
56. Percent of Children Receiving Food Stamps (< 18 years). NC Department of Health and Human Services, Division of Social Services, Rowan County Department of Social Services (DSS). (Based on 2009 population)
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 Rowan County Department of Social Services (DSS). (Based on 2009 population)
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 North Carolina, Kids Count Data Center.
- 60 a, b, c: Percent of Population Without Health Insurance: County-level Estimates of the Non-Elderly Uninsured in NC: 2006-2007. Cecil G. Sheps Center for Health Services Research, UNC Chapel Hill.
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 Score: Percentage of students score at or above grade level. NC School Report Cards, 2008-2009 school year.
70. SAT Average Score: NC SAT scores (math and critical reading scores combined) were averaged among NC students. The NC 2006-2008 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. NC Department of Public Instruction, Financial & Business Services, School Business Division, 2008.
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. 2008 NC 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. 2009 NC Department of Public Instruction.
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. 2009 State Board of Elections, Rowan County Quick Facts, US Census Bureau.
75. Percent of Eligible Residents Voting for President in the General 2008 Election: Calculated by dividing the number of votes for President in the 2008 election by number of residents eligible to vote. (US Citizens 18 years of age and older). NC State Board of Elections Voter Statistics.