

Rowan County 2013 State of the County Health Report



Rowan County



Public Health
Prevent. Promote. Protect.

Message from our Health Director

The Healthy Rowan! Task Force, our county's state-certified Healthy Carolinians Task Force, is delighted to present the 2013 State of the County Health (SOTCH) Report for Rowan County. Required each year between Community Health Assessments this report is part of our accreditation process. This report is intended to:

- Heighten awareness about health issues relevant to Rowan County and North Carolina
- Bring attention to areas where policy and environmental changes, partnering initiatives and resources would help create a healthier and stronger community
- Describe local efforts that impact local health issues and quality of life of our community
- Summarize recent progress that addresses the health priorities identified in the 2012 Community Health Needs Assessment
- Identify common ground for joining together to solve community health issues and identifying some of the local initiatives and partnerships that are working to address these issues

The 2013 SOTCH Report is designed to deliver information to you that is concise and easy to understand. This year, we have incorporated numerous charts and graphs in order to make the information easier to interpret. The data that is included must be accurate, come from reliable sources, be measurable over time, be comparable at a county and state level, and compatible to the needs of our community.

As you read this report, you are encouraged to compare Rowan County data to the state's data and then determine for yourself where the community is doing better, the same, or worse than the state. It is quite evident that one's overall health and well-being are improved when environmental and policy changes are made and financial support is offered.

I am pleased with the numerous initiatives and accomplishments of the Healthy Rowan! Task Force and I would like to thank each member for their support and hard work. In order to ensure that Rowan County is the healthiest she can be, we highly encourage you to get involved and to adopt a healthier lifestyle for you and your family. "A Healthy Community *is* Everyone's Business".

Nina M. Oliver, M.S.

Interim Health Director
Rowan County Health Department



Healthy Rowan! Task Force

Healthy Rowan! is this community's state certified Healthy Carolinians Task Force whose mission is working together to improve the quality of life and health of Rowan County residents. Healthy Rowan! is a partnership of community-based organizations whose goals include:

- Improve networking and collaboration among local leaders for enhanced community health and well-being
- Support future community health needs assessments
- Through partnerships with community-based organizations, secure funds for endeavors that achieve health improvements for local residents
- Speaking with one voice, advocate for the health and quality of life for all people living in Rowan County

Healthy Rowan! A Healthy Community is Everyone's Business

Healthy Rowan! Members

*Cardinal Innovations
Health Link – Healthy Families Rowan
NC DPH Oral Health Section
Rowan Cabarrus Community College
Rowan County Department of Social Services
Rowan County Health Department
Rowan-Salisbury School System
Salisbury Police Department
Smoke Free Rowan
Workforce Investment Act Program*

*Families First – NC, Inc.
NC Cooperative Extension
Novant Health – Rowan Medical Center
Rowan County Citizen
Rowan County EMS
Rowan County Sheriff's Department
Rufty-Holmes Senior Center
Smart Start Rowan
United Way of Rowan County
Youth Services Bureau*

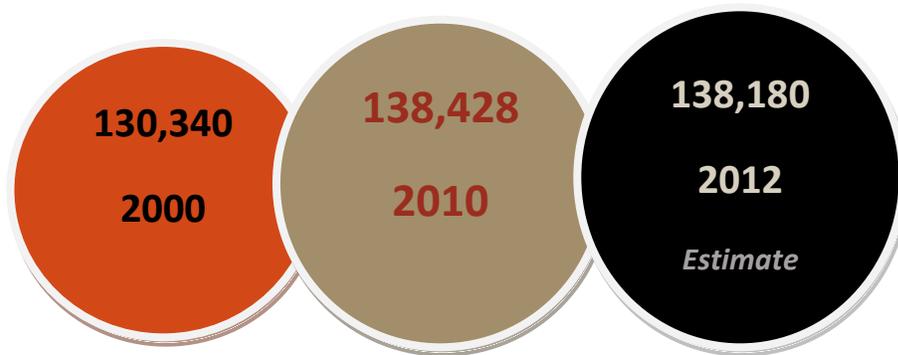
Healthy Rowan! Partnerships

*City of Salisbury
Salisbury Farmers Market
Market at the Mill – China Grove
Partners in Learning
Rowan County Government
NC Cooperative Extension - Rowan*

*Novant Health – Rowan Medical Center
Salisbury Parks and Recreation
Salisbury Greenway
Salisbury Housing Authority
Rowan-Salisbury School System
Community Transformation Project*

Rowan County Population and Demographics

Rowan County Population 2000-2012



Source: US census Bureau, <http://quickfacts.census.gov/qfd/states/37/37159.html>

From 2000-2010, Rowan County has experienced a 6.2% increase in the population. The state of North Carolina experienced an 18.4% increase for the same time period. However, 2012 estimates indicate a -0.2% change in Rowan County's population from 2010-2012. Additionally, 15.5% of our 2012 population is persons 65 years and older, attesting to an aging population.

Ethnicity and Race

	2000	2010	2012*
Race			
White persons	80%	77%	80.5%
Black persons	16%	16%	16.4%
Asian persons	.8%	1%	1%
Some other race	2.2%	4%	.7%
Persons reporting two or more races	1%	2%	1.4%
Ethnicity			
Persons of Hispanic/Latino origin	4%	8%	7.9%
White persons not Hispanic	96%	92%	92.1%

Source: US census Bureau (*2012 Estimate)

Between 2000 and 2010, Rowan County experienced a 100% increase in our Hispanic/Latino population, a 3.75% decrease in our White population, a 20% increase in our Asian population while our Black population percentage has remained the same.

State of the County Health Overview

The 2012 Rowan Health and Human Services Needs Assessment (RHHSNA) identified “major issues” in the county and how those issues were identified. In Rowan County Health Department’s (RCHD) Community Health Assessment process, it was imperative that the health-related priorities were gleaned. The following table identifies the six leading health-related priorities per the 2012 RHHSNA.

2012 Community Health Assessment Health Priorities	
1	Dental Care
2	Medical Care
3	Chronic Disease
4	Teen Pregnancy
5	Physical Fitness
6	Prescription Drug Abuse

The priorities RCHD selected to collaborate and address in the forthcoming years were drawn from this list. Action plans to address the following priority issues were submitted to NC Department of Public Health in June 2013 and approved:

- Access to Oral Health Care
- Preventing Chronic Disease via healthy behaviors – reducing obesity
- Preventing Chronic Disease via healthy behaviors – reducing tobacco use

Leading Causes of Death in Rowan County – 2008-2012

Rank	Cause	# of Deaths	Death Rate
1	Diseases of the heart	1,564	226.3
2	Cancer	1,540	222.9
3	Chronic lower respiratory diseases	472	68.3
4	Cerebrovascular diseases	444	64.3
5	Alzheimer’s disease	405	58.6
6	All other unintentional injuries	291	42.1
7	Pneumonia and influenza	237	34.3
8	Diabetes mellitus	193	27.9
9	Nephritis, nephritic syndrome and nephrosis	154	22.3
10	Septicemia	129	18.7
	Total Deaths – All Causes	7,251	1049.3

Ten Leading Causes of Death by County of Residence, All Ages: Ranking, Number of Deaths, and Unadjusted Death Rates per 100,000 Population. Source: State Center for Health Statistics, North Carolina

The table above shows the need to address the chronic diseases that contribute to our leading causes of death. Healthy Rowan’s Community Health Actions Plans (CHAPS) address access to oral health care, obesity and tobacco usage which all contribute to chronic disease, however are preventable.

Health Priorities - Community Health Action Plans 2013

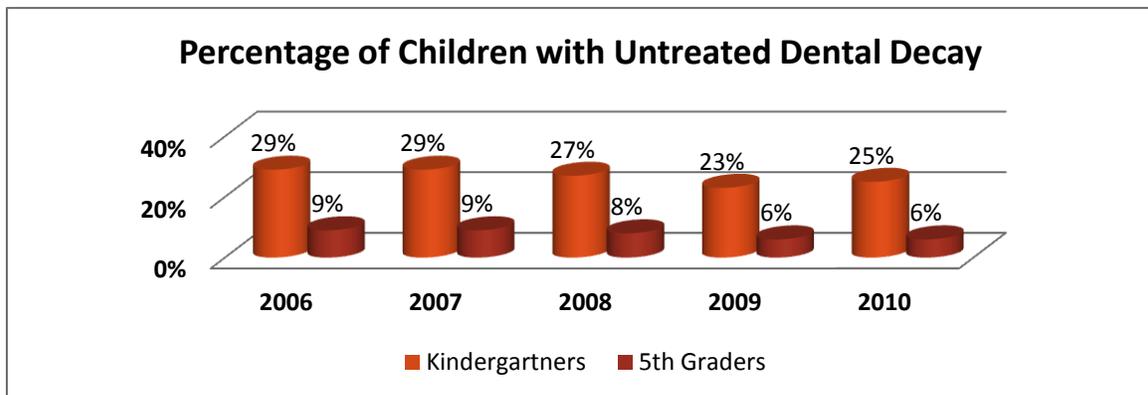
Priority Issue: Access to Oral Health Care.

Objective: By 2016, reduce the incidence of untreated oral disease in children by 5%.

Interventions:

- **NC Oral Health Section** - Through efforts of our Public Health Dental Hygienist, during the current 2013-1014 school year, we have had 742 calibrated assessments, 3,126 children receiving dental health educational services, and 4 schools, grades 1-5, participating in a weekly fluoride mouth rinse program. Data trend analysis shows an increase in the percentage of 5th graders with dental sealants. As of October 2013, Rowan County's full-time Public Health Hygienist will now be shared with 3 other counties, which may hinder further progress in these areas.
- **Community Care Clinic** – The Community Care Clinic of Rowan County (<http://www.communitycareofrowan.org/>) continues to become more focused on oral health and providing dental care to qualified, underserved and uninsured adults. In 2010, the clinic had 760 dental visits; for 2013, year-to-date, the clinic has had 1170 visits for dental care. This represents a 53.9% change in the data that demonstrates a significantly “better” trend. A grant received from the Office of Rural Health will provide the opportunity for this clinic to hire more “hours” of service to the community.
- **NC Dental Society** – Rowan County had a NC Missions of Mercy (NCMOM) Dental Clinic in September 2013 that provided treatment for 813 adults who were seen for extractions, cleanings and fillings; 77 received partial dentures.

Progress: The following graph demonstrates the reduction in the percentage of kindergartners and 5th graders with untreated dental decay. Since January 2013, there has been a renovation and expansion of RCHD's Smile Center. The Affordable Care Act, which is planned to take effect January, 2014, will require that all insurances provide dental coverage for all children through 18 years of age. The number of dentists in Rowan County has decreased almost 11% from 2007-2011 and is lower than the state average. This affects access to dental care for adults as well as children.



Source: NC Division of Public Health, Oral Health Section [<http://www.ncdhs.gov/dph/oralhealth/stats/MeasuringOralHealth.htm>]

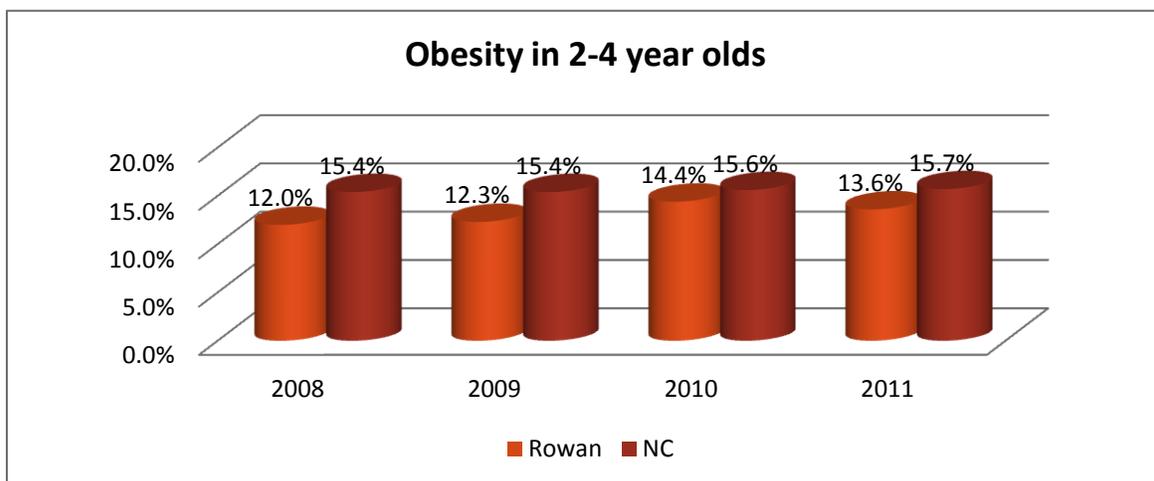
Priority Issue: Preventing chronic disease via healthy behaviors – reducing obesity.

Objective: By 2016, reduce the obesity rate among Rowan County adults by 3%; reduce the obesity rate among Rowan County children 2-4 years old by 3%.

Interventions:

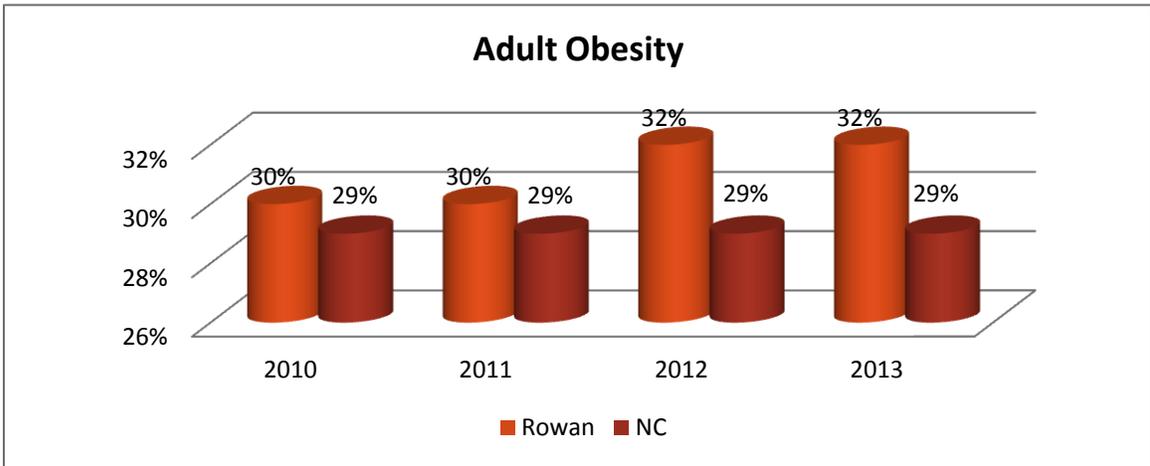
- **Faithful Families Eating Smart and Moving More** - As of November 2013, this program has been provided in two churches, and arrangements are being made to start a third church in January 2014. Post class surveys indicate healthier lifestyles were adopted by over 40 participants.
- **Eat Smart Move More Weigh Less (ESMMWL)** – Course materials are ordered from NC State University. Rowan County employees identified through Health Risk Appraisals (HRAs) are being referred by the Employee Health Coach and Rowan County Nurse Practitioner. Classes for employees set to start January 8, 2014 and continue for 15 weeks.
- **Nutritional and Physical Activity Assessment for Child Care (NAPSACC)** – Start date 2015 to coincide with new curriculum.
- **Community Transformation Project, Healthy Eating/Farmer’s Markets** – Provided tents for two area farmers markets. Also, purchased directional signs and promotional mailers to lead people to roadside stands and markets where they can then purchase healthy foods. Farmer’s market street banners and billboards were erected to promote healthy eating. In addition, equipment was given to two local markets to facilitate food preparation demonstrations and teach people how to prepare a variety of fruits and vegetables for a healthier diet.

Progress: Data Trend analysis shows a 13.3% increase in childhood obesity from 2008 until 2011, the last year of available data.



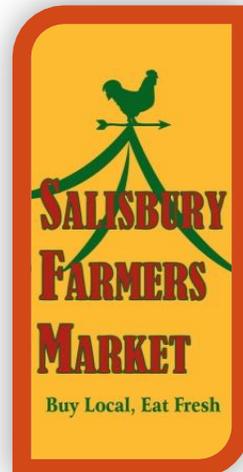
Source: North Carolina Nutrition and Physical Activity Surveillance System (NC-NPASS) 2011

Adult obesity in Rowan County has increased 6.7% since 2010, while the state has remained the same.



Source: County Health Rankings www.countyhealthrankings.org

The World Cancer Research Fund estimates that about one-quarter to one-third of the new cancer cases expected to occur in the U.S. in 2013 will be related to overweight or obesity, physical inactivity, and poor nutrition, and thus could also be prevented (*American Cancer Society, Cancer facts and Figures, 2013*).



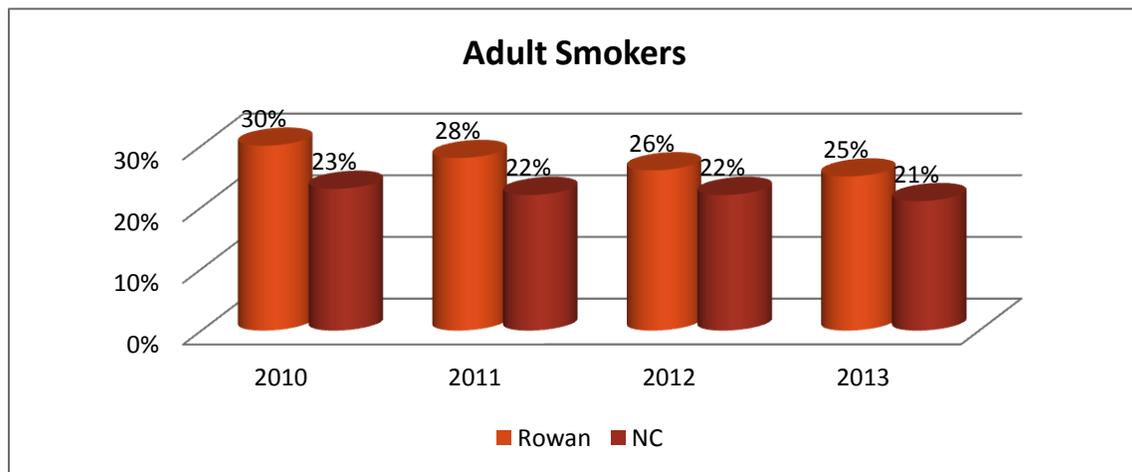
Priority Issue: Preventing chronic disease via healthy behaviors – reducing tobacco use.

Objective: By 2016, reduce the percentage of Rowan County adults who report smoking.

Interventions:

- **Smoking Cessation Classes** - As of July 2013, Rowan County Government is offering a smoking cessation program which includes prescription medication for its benefitted employees.
- **Smoke Free Rowan - (www.smokefreerowan.com)** This website is maintained to provide information to encourage local businesses and organizations to voluntarily adopt an indoor smoke-free policy. Since June 2013, six businesses have joined Smoke Free Rowan and voluntarily adopted an indoor smoke-free policy.
- **Tobacco Free Parks** – “Young Lungs at Play” is a collaboration with the City of Salisbury to adopt a tobacco-free ordinance for all city parks and recreational facilities and grounds

Progress: Data trend analysis shows a 16.7% decrease in adult smokers in Rowan County from 2010 to 2013. This trend may be attributed in part to the passage of legislation prohibiting smoking in bars and restaurants that became law January 2, 2010. This was a major step in improving the public health as tobacco use is the leading cause of preventable death in North Carolina (*Healthy North Carolina 2020; American Cancer Society*). Across the U.S., smoking bans have contributed to a percentage drop in hospitalizations in 2012 for various chronic diseases: -15% for heart attack; -16% for stroke and -24% for respiratory disease (*Circulation Journal, Cathy Payne, USA TODAY*).



Source: County Health Rankings www.countyhealthrankings.org



December 6, 2013

Healthy Rowan! – Additional Health-Related Initiatives

As a part of the Community Transformation Grant Project (www.transform4health.org), a state-funded initiative, Healthy Rowan! focuses on three strategic objectives; the promotion of active living, healthy eating and tobacco-free living. The five year regional project works through policy, systems, and environmental changes to target the root causes of chronic disease.



- **Healthy Living for A Lifetime** – A collaboration with NC Farm Bureau and Novant Health – Rowan Medical Center to bring a state-of-the-art, eco-friendly mobile health-screening unit to the Woodleaf/West Rowan area. The self-contained facility brought a variety of health screenings, including blood pressure, total cholesterol, glucose, and body mass index, to residents at no cost. 31% of the 81 citizens screened reported having no health insurance. The percentage of screened residents who were identified as being at moderate or high risk was: 36% for diabetes, 51% for bad cholesterol, 71% for high body mass index and 75% for high blood pressure. The NC Farm Bureau donation, that was presented to Healthy Rowan!, was remitted to the Community Care Clinic.
- **Eat Smart, Move More, Weigh Less Grant** - Collaboration with City of Salisbury Parks and Recreation. Purchased two playground structures, promoted sustainability with the West End Community Garden and created sidewalk development to promote physical activity.
- **“Walkability” Study** – Healthy Rowan participated with the City of Salisbury in a study of several main thoroughfares to determine levels of safety, accessibility and to promote physical activity. This study included focus groups with NC Department of Transportation (NC DOT) and city officials.
- **West End Transformation Plan** – Salisbury Housing Authority and the City of Salisbury received a \$7 million 2013 Low-Income Housing Tax Credit (LIHTC) award to fund the construction of 80 new apartments to begin improving housing conditions at Civic Park. Recently, our “West End Transformation Plan” was submitted to HUD and approved as written. The transformation plan will be submitted to the City Council for their approval and adoption.

- **Salisbury Greenway** – Stretching for 4.2 miles, the greenway is a recreational area and linear park located in the city of Salisbury for walking, biking and jogging.
- **Joint Use Agreements (JUAs)** – JUAs allow public use of grounds/facilities after hours to promote physical activity. As part of the Community Transformation Project, the JUAs with the Rowan-Salisbury School System (RSSS) were examined and a survey was conducted in May/June 2013 that assessed existing JUAs. 86% of RSSS schools participated in the survey. The long-term goal is to increase the number of written JUAs with RSSS and the community.

Data Trend Analysis

On the previous pages, readers are able to examine the priorities established from the 2012 Community Health Assessment and the progress made addressing those issues. Through the years, one of the many challenges faced by the Healthy Rowan! Task Force has been extracting practical information from existing data. The following tables contain data relative to Rowan County citizen's health, economy, social well-being, and education. 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 of local health needs, building collaborative relationships in the community and improving conditions for a healthier Rowan County.

–Stephen A. Joslin, Healthy Rowan! Coordinator

Death Rates for Leading Causes	2007	2008	2009	2010	2011	2011 NC	Trend Rowan 07-11	% Change Rowan
Heart disease death rate	255	240.4	234.2	208.8	242	175.6	Same	-5.10
Cancer death rate	192.7	195.2	210.7	218.9	229	188.5	Worse	18.84
Chronic lower respiratory diseases	70.3	70.0	66.9	65.0	70.3	48.7	Same	0
Stroke death rate	56.8	56.5	64.8	65.0	56.5	44.4	Same	-0.53
Alzheimer's death rate	26.7	32.1	63.3	63.6	51.4	29.2	Worse	95.21
Pneumonia and influenza	38.8	29.6	39.9	32.5	29.0	16.7	Better	-25.26
Diabetes death rate	35.2	31.6	30.6	22.4	30.4	23.6	Same	-13.64
Nephritis, nephritic syndrome and nephrosis	22.7	23.8	17.1	26.7	21.7	17.7	Same	-4.41
Septicemia	11.0	15.9	17.8	18.1	22.5	13.7	Worse	104.5

Source: State Center for Health Statistics, North Carolina

Cancer Death Rate	2007	2008	2009	2010	2011	2011 NC	Trend Rowan 07-11	% Change Rowan
Lung cancer death rate	62.4	61.5	66.9	67.2	70.3	57.1	Same	12.66
Breast cancer death rate	21.9	23.9	25.3	27.1	34.3	26.4	Worse	56.62
Colon cancer death rate	16.2	16.6	17.8	19.5	23.9	15.5	Worse	47.53
Prostate cancer death rate	25.8	25.9	24.5	24.9	22.0	18.2	Same	-14.73

Source: State Center for Health Statistics, North Carolina

Children's Dental Health	2006	2007	2008	2009	2010	2010 NC	Trend 2006-2010	% Change Rowan
Percent of kindergartners with untreated dental decay	29%	29%	27%	23%	25%	15%	Same	-13.79
Percent of 5th graders cavity-free	78%	89%	81%	81%	82%	75%	Same	5.13
Percent of 5th graders with untreated dental decay	9%	9%	8%	6%	6%	3%	Better	-33.33
Percent of 5th graders with dental sealants	37%	44%	37%	46%	51%	44%	Better	37.84

Source: NC Division of Public Health, Oral Health Section [<http://www.ncdhhs.gov/dph/oralhealth/stats/MeasuringOralHealth.htm>]

Medical Professionals to Population	2008	2009	2010	2011	2011 NC	Trend Rowan 07-11	% Change Rowan
Number of physicians per 10,000 population	11.6	12.0	12.3	12.7	22.1	Same	9.48
Number of primary care physicians per 10,000 population	5.4	5.8	5.7	5.3	7.8	Same	-1.85
Number of dentists per 10,000 population	3.7	3.7	3.8	3.3	4.3	Same	-10.8
Number of registered nurses per 10,000 population	77.2	79.3	80.2	84.7	98.6	Same	9.71
Number of pharmacists per 10,000 population	7.9	8.5	7.9	8.7	9.5	Same	10.13

Source: The University of North Carolina at Chapel Hill, The Cecil G. Sheps Center for Health Services Research; <http://www.shepscenter.unc.edu/>

Socio-Economic Factors	2010	2011	2012	2013	2013 NC	Trend Rowan 10-13	% Change Rowan
Unemployment*	7%	12.2%	12.8%	11.6%	10.5	Worse	65.7
Children in Poverty*	17%	22%	29%	29%	25%	Worse	70.6
Children in single-parent households*	9%	32%	33%	34%	35%	Worse	288.9
Uninsured adults*	17%	20%	19%	21%	19%	Same	11.8
High school graduation**	73.0%	76.9%	81.1%	82.9%	82.5%	Same	13.6
Free and Reduced Price meals (PreK-Early College)***	55.5%	60.5%	61.8%	63.4%	56.1%	Same	14.2

*Source: County Health Rankings www.countyhealthrankings.org

**Source: High School Graduation, NC Department of Public Instruction,

<http://www.ncpublicschools.org/accountability/reporting/cohortgradrate>

***NC DPI Free and reduced Meals Application Data, <http://www.ncpublicschools.org/fbs/resources/data/>

Emerging issues:

➤ Access to medical healthcare

- Novant Health (NH) – Rowan Medical Center has expanded access to primary care in the following ways:
 - Opened Novant Health Primary Care South Rowan in June of 2013 in China Grove
 - Added a new physician, Dr. Tracey Thomas, to Novant Health Rowan Family Physicians
 - Added a nurse practitioner, Victoria Snyder, NP, to help care for patients in Granite Quarry at Novant Health Granite Quarry Internal Medicine & Pediatrics
 - Helped facilitate the opening of the federally qualified health center, China Grove Family Medicine.
 - Opened Novant Health Rowan Pediatrics, in August of 2013 to provide primary care for children and growing adolescents.
 - Moved two clinics, NH Farrington Family Medicine and NH Milestone Family Medicine, into two new locations on Jake Alexander Blvd. to allow for more space to care for patients and to provide quicker access to offices by being located on a major roadway.
 - Partnered with multiple agencies and companies to provide wellness and biometric screenings, including several of our local schools, and then connect patients in need of a physician with a doctor.
 - Takes their mobile mammography unit across the County to many locations to bring diagnostic mammograms to women. They also held an event for mammography during Oct. 2013 during evening hours to encourage working women to get a mammogram after work.
 - Offers free heart and vascular risk assessments at the hospital for those who want to understand their risk for heart disease

- **Affordable Care Act** – The lack of health insurance is a barrier preventing/limiting access to health care. Per our data trend analysis, the percentage of uninsured adults in Rowan County is higher than the state average, and the number of physicians in Rowan County is lower than the state average.
- **Federally Qualified Health Center** – Newly established, China Grove Family Medicine will see uninsured people, people with Medicaid, Medicare, and those with insurance. The clinic is for Rowan County residents who do not have a primary care facility from which to receive on-going medical care. The clinic will also see patients regardless of their U.S. status and Spanish speaking interpreters are staffed. The cost for services is set upon a pay scale for uninsured patients.
- **Prescription drug abuse** – continues to be an issue of concern in our county.
 - Rowan County Sheriff’s Department, NC Department of Agriculture and Consumer Services, and Rowan County Department of Environmental Management hosted an annual “Operation Medicine Drop-Off” in October 2013.
 - Rufty-Holmes Senior Center, along with Home Instead Senior Care, partnered to host “Operation Medicine Cabinet” which provided residents with a “drive-through and drop-off” event for unused prescriptions and over-the-counter medications.
 - Project Lazarus: Community Care of North Carolina (CCNC) has developed a series of toolkits aimed at providing information and resources to key players in chronic pain treatment: care managers, emergency room physicians and primary care providers. Kits are being distributed to Pain Initiative Coordinators in each of CCNC's 14 local networks. Additionally, Project Lazarus is conducting clinical and community training sessions.
- **Food Deserts** – access to healthy foods continues to be an issue in Rowan County (<http://www.communitycommons.org/>).
 - Per the 2013 County Health Rankings (<http://www.countyhealthrankings.org/>), 44% of restaurants in Rowan County are fast-food type.
 - At the same time, 9% of our population has limited access to healthy foods, that is, they are of low-income and do not live close to a grocery store.
 - Healthy Rowan! will continue to promote farmer’s markets and fruit and vegetable stands.
- **Persons in Poverty** - Per the US Census Bureau, (2007-2011 trend data, <http://quickfacts.census.gov/qfd/states/37/37159.html>) Rowan County has 16.9% persons living below the poverty level while the state is 16.1%. Per County Health Rankings, 29% of Rowan County children are living in poverty while the statewide percentage is 25%. Our unemployment rate is 11.6%, which is higher than the state average of 10.5. (<http://www.countyhealthrankings.org/>)

- **Rowan Helping Ministries (RHM)** – In 2011-2012, RHM sheltered 540 different men, women and children, clothed 8,974 individuals, served 90,990 prepared meals and distributed 364,776 pounds of groceries to 20,499 individuals. (<http://www.rowanhelpingministries.org/>)
 - To address overcrowding issues, RHM has begun construction of an expanded facility. This will allow them to continue to provide assistance in meeting basic human needs for those finding themselves in crisis in Rowan County.
 - **Air Pollution** - During the time period 2010-2012, Rowan County averaged 26.7 air pollution ozone days while the state average for the same time period was 5.3 days. (www.countyhealthrankings.org).
 - Healthy Rowan! is initiating an Air Quality Awareness Flag Program (AQAFP). Each day The AFAQP uses multi-colored flags to indicate the outdoor air quality. The flags come in four colors based on the Air Quality Index (AQI) from the North Carolina Division of Air Quality.
 - Each day a flag will be raised at the health department that corresponds to the color of the AQI for Rowan County. The color of the flag indicates the level of outdoor activity recommended for that day.
 - Day care centers and schools will be notified when outdoor activities should be limited or avoided for sensitive children and adults. This would include people with respiratory diseases such as asthma or heart disease.
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Summary:

As the chair of Healthy Rowan! I look forward to continuing to strengthen our community partnerships as we continue to strive to improve the quality of life and health of Rowan County citizens. Our goal with the State of the County Health (SOTCH) Report is to keep our community aware of many of the health issues that Rowan County is currently facing.

Two important and emerging issues that Rowan County faces are the increasing number of older individuals in our county and the number of citizens that will now have access to health insurance through the Affordable Care Act. As our population continues to grow older and increases in number, we will need to be better prepared to take care of the growing physical and mental needs of these individuals and their families. Also as more of our citizens begin to have access to medical insurance, Rowan County must be able to meet the needs of these individuals by offering additional staff and services.

Healthy Rowan! looks forward to continuing to serve our community and to improve the health and lifestyles of our citizens. If you'd like more information on any of these issues in this report or if you'd like to become a member of Healthy Rowan!, please feel free to contact me at 704-216-8859 or email me at amy.smith@rowancountync.gov.

Amy H. Smith, Chair of Healthy Rowan!