



# **Quality of Life Report Card**

**Rowan County**

**2007**

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Created by Healthy Rowan! Task Force, the 2007 Quality of Life Report serves to:

- Heighten awareness about quality of life measures relevant Rowan County and North Carolina
- Bring attention to areas where public policy, partnering initiatives and resources would contribute to a healthier, stronger community
- Measure progress toward improving the health and well-being of Rowan families
- Identify common ground for joining together to solve health and human service problems

By creating the 2007 Quality of Life Report Card, Healthy Rowan!, our state-certified Healthy Carolinians Task Force, sought to deliver a document that was concise, readable and current. Moreover, the Report Card's community indicators meet several important criteria: accuracy, reliability, measured periodically over time, availability 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, nonprofit and government agencies, community based organizations, civic organizations and the business community.

The Report Card presents data in a manner that allows the reader to make their own assessment as to how well our community is doing in providing a healthy, safe and prosperous environment in which to live, work and play. Generally speaking, patterns of community improvement are observed where resources, time and commitment have been directed. Where investments are made, dividends are returned. Several community coalitions have come together in partnership with Healthy Rowan! to address serious societal problems:

- Allies for Substance Abuse Prevention aims to prevent licit and illicit drug abuse among children, youth and young adults
- Healthy Baby Coalition of Rowan County endeavors to reduce infant death rates and attain health parity for children birth through 5 years especially among those living in poverty
- Hispanic Coalition of Salisbury-Rowan engages the Hispanic and greater community in building appreciation, understanding and trust between different cultures
- Rowan Partnership for Community Health supports physical activity and good nutrition among elementary school children to help them achieve or maintain a healthy weight
- Smoke Free Rowan encourages organizations and businesses to voluntarily adopt indoor smoke free policies to protect families from harm caused by secondhand smoke
- Youth-In-Action Against Tobacco Council, comprised of middle and high school students, strives to reduce the prevalence of youth tobacco use

To help assure the Report Card remains a useful tool for creating awareness, planning and action around issues of importance to the quality of life to our residents, we welcome input from the community as to what new measures should be considered for inclusion in future editions of the report.

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### **Healthy Rowan! Task Force**

Allies for Substance Abuse Prevention  
Cornerstone Church  
Healthy Baby Coalition of Rowan County  
Hispanic Coalition of Salisbury-Rowan  
Piedmont Behavioral Healthcare  
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  
Smoke Free Rowan  
Youth-In-Action Against Tobacco Council

Quality of Life Measure	Rowan County	North Carolina	Time Period
<b>Health</b>			
Teen pregnancy rate for 15-17 year olds (1a)	38.0	35.1	2006
Teen pregnancy rate for 15-19 year olds (1b)	72.5	63.1	2006
Repeat teen pregnancies for 15-19 year olds (1c) (percent)	29.3%	28.6%	2005
Teen birth rate for 15-19 year olds (2)	53	47	2004
Live births classified as low birthweight (percent) (3)	9.8%	9.1%	2002-2006
Pre-Pregnant Women Underweight (percent) (4)	14.9%	12.8%	2005
Pre-Pregnant Women Overweight (percent) (5)	41.9%	46.5%	2005
Mother smoked during pregnancy (percent) (6)	17%	12.4%	2002-2006
Mother received late or no prenatal care (percent) (7)	21.6%	17%	2002-2006
Infant death rate (8)	7.3	6.6	2002-2006
Infant death disparity between Whites and Blacks (9)	1.65 times higher rate for Blacks	2.63 times higher rate for Blacks	2002-2006
Fetal death rate (10)	6.4	7.1	2001-2005
Neonatal death rate (11)	5.6	5.9	2001-2005
Post-neonatal death rate (12)	3.5	2.6	2001-2005
Youth death rate (race, gender, age adjusted rates per 100,000 population) (13)	65.6	75	2002-2006
Deaths-all causes (race, gender, age adjusted rates per 100,000 population) (14)	911.8	885.2	2002-2006
Death disparity between White and minority men (15)	1.04 times higher rate for minority men	1.28 times higher rate for minority men	2001-2005
Death disparity between White and minority women (16)	1.25 times higher rate for minority women	1.2 times higher rate for minority women	2001-2005
Heart disease death rate (17)	255.0	217.9	2002-2006
Diabetes mellitus death rate (18)	35.2	27.1	2002-2006
Stroke death rate (19)	56.8	61.1	2002-2006
Cancer death rate (20)	192.7	196.4	2002-2006
Colon cancer death rate (21)	16.2	18.2	2002-2006
Lung cancer death rate (22)	62.4	59.8	2002-2006
Breast cancer death rate (23)	21.9	25.7	2002-2006
Prostate cancer death rate (24)	25.8	29.1	2002-2006
Suicide rate (25)	16.8	11.6	2002-2006
Homicide rate (26)	6.3	7.2	2002-2006
Motor vehicle injury death rate (27)	18.7	19.1	2002-2006
All other unintentional injury death rate (28)	33.3	27.0	2002-2006
Alzheimer's disease death rate (29)	26.7	27.7	2002-2006
Female breast cancer incidence rate (30)	116	142.3	2002-2004
Prostate cancer incidence rate (31)	56.1	150.6	2002-2004
Overweight children (32)	19.5%	22.7%	2006
Percent of kindergartners cavity-free (33)	56%	60%	SY 2006
Percent of kindergartners with untreated dental decay (34)	29% (2006)	19%	SY 2007
Percent of 5 <sup>th</sup> graders cavity-free (35)	78%	76%	SY 2006
Percent of 5 <sup>th</sup> graders with untreated dental decay (36)	9%	5%	SY 2006
Percent of 5 <sup>th</sup> graders with dental sealants (37)	37% (2006)	42%	SY 2007
Number of physicians per 10,000 population (38)	10.9	20.8	2006
Number of primary care physicians per 10,000 population (39)	5.1	9.0	2006
Number of dentists per 10,000 population (40)	4.0	4.4	2006
Number of registered nurses per 10,000 population (41)	77.8	92.9	2006
Number of pharmacists per 10,000 population (42)	7.3	8.9	2006

Quality of Life Measure	Rowan County	North Carolina	Time Period
<b>Crime</b>			
Index crime rate per 100,000 residents (43)	3,818	4,623	2005
Violent crime rate per 100,000 residents (44)	380	479	2005
Property crime rate per 100,000 residents (45)	3,438	4,144	2005
Acts of violence per 1,000 students (elementary, middle, and high school) (46)	5.71	7.90	SY 2006
Juveniles before district courts for the 1 <sup>st</sup> time per 1,000 children ages 10-17 (47)	18	19	FY 2006
Juvenile arrests per 1,000 persons under age 18 (48)	27	25	2005
<b>Economy</b>			
Unemployment rate (percent) (49)	7.7%	5.0%	July 2007
Per capita income (50)	\$27,376	\$31,041	2005
Median household monthly income (51)	\$38,598	\$40,863	2004
Home ownership rate (52)	73.6	69.4	2003
Retail sales per capita (53)	\$6,461	\$9,740	2003
Percent of residents enrolled in Work First (54)	1.0%	1.3%	2003
Percent of residents receiving Food Stamps (55)	8.8%	9.2%	2005
Percent of children receiving Food Stamps (56)	17%	18%	2004
Persons below poverty (percent) (57)	13.0%	13.8%	2004
Percent of children enrolled in NC Health Choice (percent) (58)	4.9%	5.3%	2007
Number and percent of children in poverty (percent) (59)	5,811; 18%	19%	2004
Number and percent of population (0-17 years) without health insurance (60a)	3,729; 11.5%	241,763; 11.3%	2005
Number and percent of population (age 18 to 64) without health insurance (60b)	15,876; 18.9%	1,072,475; 19.5%	2005
Number and percent of population (age 0 to 64 years) without health insurance (60c)	19,606; 16.9%	1,314,235; 17.2%	2005
<b>Social Well-Being</b>			
Children subject of a Child Protective Services Assessment per 1,000 children (birth to 17 years) (61)	69.6	55.5	SFY 2006
Children found substantiated for child abuse, neglect or in need of services per 1,000 children (birth to 17 years) (62)	14.4	13.3	SFY 2006
Rate of children in Department of Social Services custody per 1,000 children (birth to 17 years) (63)	4.8	5.4	SFY 2006
<b>Education</b>			
Grade 3 End of Grade Reading Mean Score (64)	246.0	248.1	SY 2007
Grade 3 End of Grade Math Mean Score (65)	341.4	344.0	SY 2007
Grade 5 End of Grade Reading Mean Score (66)	256.0	257.7	SY 2007
Grade 5 End of Grade Math Mean Score (67)	351.7	354.6	SY 2007
Grade 8 End of Grade Reading Mean Score (68)	263.0	264.2	SY 2007
Grade 8 End of Grade Math Mean Score (69)	358.3	360.3	SY 2007
SAT Average Score (70)	976	1004	2007
Four Year Completion Rate (71)	70.3	69.5	2007
Per pupil appropriations (72)	\$1,591	\$1,812	SY 2005
Free and Reduced-Price School Meals (percent) (73)	48.8	47.7 (2005)	2007
<b>Civic Participation</b>			
Eligible residents registered to vote (percent) (74)	62.7%	62.9%	2006
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 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
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 (mainly 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 5<sup>th</sup> 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 5<sup>th</sup> Graders with Untreated Dental Decay: NC Calibrated Dental Screening Data, NC Oral Health Section.
37. Percent of 5<sup>th</sup> 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 2006 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 2006 Data System. Cecil G. Sheps Center for Health Services Research.
40. Number of Dentist per 10,000 population. NC Health Professions 2006 Data System. Cecil G. Sheps Center for Health Services Research.
41. Number of Registered Nurses per 10,000 population. NC Health Professions 2006 Data System. Cecil G. Sheps Center for Health Services Research.
42. Number of Pharmacists per 10,000 population. NC Health Professions 2006 DataSystem. 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/without 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 1<sup>st</sup> 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 18<sup>th</sup> 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. Federal Agency Data, 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 (< 18 years). NC Department of Health and Human Services, Division of Social Services (as presented in Annie E. Casey Foundation Kids Count profile. <http://www.kidscount.org>

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).

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. Bureau of Economic Analysis regional data, 2005

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: 2005 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 2006 school year. 2006-07 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 2007 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 9<sup>th</sup> 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, 2006-07.

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. 2004-05 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. 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. 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.