SOTCH
State Of The County's Health

2010
Presented By:
Robeson County Health Department

EVERYWHERE. EVERYDAY. EVERYBODY.
This document provides a review of the priority health issues determined during the 2007 Community Health Assessment compiled and published by Robeson County Partnership for Community Health (RCPCH). Over the past few years, RCPCH, the Robeson County Health Department and other community partners have worked to address several community concerns. This document summarizes the status of our combined efforts.

Robeson County Partnership for Community Health

The Robeson County Partnership is comprised of a group of concerned citizens including persons from healthcare, human services, schools, clergy, business and community at large. The mission of the Robeson County Partnership for Community Health is to coordinate and implement countywide health initiatives in an effort to create an environment that supports good health among the citizens of Robeson County. In order to successfully fulfill the mission, the Partnership depends on the community's input when it comes to identifying health priorities. In turn, the Partnership uses the priorities to aid in designing action plans to encourage a more collaborative approach to addressing the identified health issues.

Purpose

Bridging the Community's Needs and Available Resources

Co-Chairmen
William Smith
Robeson County Health Department
Morris Bullock
Southeastern Regional Medical Center
In 2006 the Robeson County Partnership for Community established a Community Health Assessment team that was comprised of individuals who represented an area of expertise from the 12 priority areas based upon the NC 2010 health objectives. Additionally, it included community representatives from the larger townships located in Robeson County. The Community Health Assessment team actively participated in the community health assessment process by providing input, developing a survey, and distributing it to various groups within Robeson County. Additionally, after all surveys were collected, tabulated and analyzed the team reviewed the survey results and health statistics and identified priority health issues of concern for the county’s residents. Priorities were selected based upon magnitude, seriousness of consequences and feasibility of correcting the problem.

**Robeson County Priorities**

- Chronic Disease (Cardiovascular Disease, Cancer, Obesity & Diabetes)
- Health Promotion (Tobacco Prevention, Teen Pregnancy, Infant Mortality & Substance Abuse)
- Infectious Disease (HIV & Syphilis)
- Injury (Unintentional Motor Vehicle & Childhood Injuries)
- Access to Care (Health Insurance)
How do social and economic factors affect the community's health?

A person’s income, wealth, educational achievement, race and ethnicity, workplace, and community can have profound health effects. These social determinants are among the best predictors of health status. People with higher incomes or personal wealth, more years of education, and who live in healthy and safe environments have, on average, longer life expectancies and better overall health outcomes. Conversely, those with fewer years of education, lower incomes, less accumulated wealth, living in poorer neighborhoods, or substandard housing conditions have worse health outcomes. Identifying and creating policies and interventions aimed at reducing disparities (whether they are related to income, education, or race and ethnicity) will aid in improving the health of Robeson County.
Robeson County’s age adjusted cancer death rate in the year 2007 was 221.7 per 100,000 as compared to the state at 192.1.

Robeson County’s cancer rates per 100,000 for the years 2004 through 2006 are as follows: 2004 (229.9), 2005 (216.6) & 2006 (194.8), the states rates are: 2004 (195.4), 2005 (193.4) & 2006 (195.8).

Trend data indicates that Robeson County’s cancer death rates have remained higher than the state rates and increased since 2006.

Robeson County’s age adjusted diabetes death rate in the year 2007 was 52.7 per 100,000 as compared to the state at 23.8.

Robeson County’s diabetes death rate per 100,000 for the years 2004 through 2006 are as follows: 2004 (60.7) 2005 (56.3), 2006 (66.2); the states rates are: 2004 (27.0) 2005 (26.4) & 2006 (25.4).

Trend data indicates that Robeson County’s diabetes death rates have remained significantly higher than the state rates and decreased since 2006.

Robeson County’s age adjusted heart disease rate in the year 2007 was 258.0 per 100,000 as compared to the state at 196.5.

Robeson County’s heart disease rate for the years 2004 through 2006 are as follows: 2004 (277.8) 2005 (236.7) & 2006 (294.4); the states rates are: 2004 (212), 2005 (209.4) & 2006 (198.7).

Trend data indicates that Robeson County’s heart disease rates have remained higher than the state rates and increased since 2006.

Robeson’s obesity rate in the year 2008 was 43.1 as compared to the state at 29.5.

Robeson’s 2008 obesity rates was the worst rates in NC.

Robeson County’s obesity rates for the years 2005 through 2007 are as follows: 2005 (33.5), 2006 (34.6), & 2007 (40.7); the states rates are: 2005 (25.9), 2006 (26.6) & 2007 (28.7). Robeson’s obesity rates have remained significantly higher than the state rates and increased since 2007.
Robeson’s Health Priorities & Trends: Health Promotion

Teen Pregnancies Per 1,000 Girls Ages 15-19

- Robeson County’s teen pregnancy rates per 1,000 girls ages 15-19 in the year 2007 was 104.5 as compared to the state at 65.9
- Robeson County’s teen pregnancy rates per 1,000 for the years 2004 through 2006 are as follows: 2004 (95.9), 2005 (100.4) & 2006 (93.4); The states rates are: 2004 (65.5), 2005 (64.2) & 2006 (65.5).
- Trend data indicates that Robeson County’s teen pregnancy rates have remained significantly higher than the state rates and have increased since 2006.

Estimated Substance Abuse

According to FBI arrest statistics 26% of all arrest in the year 2006 involved children less than 18 yrs of age. 16.8% were drug abuse violations. Close to 1,000 Robeson County teenagers need treatment for pain-killer addiction. 52% of 2009 Community Health Assessment Survey Respondents felt that substance abuse the “biggest health issue” in their community.

Percentage of Adults Who Currently Smoke

- Robeson County’s percentage of adults who currently smoke in the year 2008 was 24.2% compared to the state at 20.9%.
- The percentage of adults who smoke in Robeson County for the years 2005 through 2007 are as follows: 2005 (26.8), 2006 (24.8) & 2007 (27.7); The states percentages are: 2005 (22.6), 2006 (22.1) & 2007 (22.9).
- Robeson’s percentages remain higher than the state percentages and the percentage of adults who smoke have decreased since 2007.

Infant Deaths Per 1,000 Live Births

- Robeson County’s infant mortality rate in the year 2007 was 14.6 per 1,000 live births compared to the state at 8.5.
- Robeson County’s infant mortality rates per 1,000 live births for years 2004 through 2006 are as follows: 2004 (12.8), 2005 (10.5) & 2006 (16.2); the states rates are: 2004 (8.8), 2005 (8.8) & 2006 (8.1).
- Robeson rates remain higher than the state rates and have slightly decreased since 2006.
Robeson’s Health Priorities & Trends: Infectious Disease

**HIV Disease Rate per 100,000 Population**

- Robeson County’s HIV disease rate in the year 2007 was 34.9 per 100,000 as compared to the state at 21.9.
- Robeson County’s HIV disease rates per 100,000 for the years 2004 through 2006 are as follows: 2004 (25.4), 2005 (32.1) & 2006 (20.2); the states rates are 2004 (18.8), 2005 (21.1) & 2006 (24.2).
- Trend data indicates that Robeson County’s HIV disease rates have remained higher than the state rates and increased slightly since 2006.

**HIV Disease Deaths per 100,000 Population**

- The Robeson County’s age adjusted HIV disease rate in the year 2007 was 8.0 per 100,000 as compared to the state at 4.2.
- Robeson County’s HIV disease rates per 100,000 for the years 2004 through 2006 are as follows: 2004 (11.0), 2005 (8.5) & 2006 (8.8); the states rates are: 2004 (4.7), 2005 (4.9) & 2006 (4.8).
- Trend data indicates that Robeson County’s HIV disease death rates have remained higher than the state rates and increased slightly since 2006.

**Primary & Secondary Syphilis rates per 100,000 Population**

- Robeson County’s primary and secondary syphilis rate in the year 2007 was 4.7 per 100,000 compared to the state at 3.7.
- Robeson County’s primary and secondary syphilis rates per 100,000 for the years 2004-2006 are as follows: 2004 (12.7), 2005 (7.8) & 2006 (NA); The states rates are: 2004 (2.3), 2005 (3.2) & 2006 (3.5). Robeson rates remain higher than the state rates.
- Trend data indicates that Robeson County’s primary and secondary syphilis rates are higher than the state rates and increased since 2006.
Robeson’s Health Priorities & Trends: Injury

Unintentional Motor Vehicle Accident (MVA) Injury Deaths Per 100,000 Population

- Robeson County’s age adjusted unintentional MVA injury death rate in the year 2007 was 64.8 per 100,000 as compared to the state at 19.9
- Robeson County’s rates per 100,000 for the years 2004 through 2006 are as follows: 2004 (35.5), 2005 (41.7), 2006 (47.9); the states rates are: 2004 (19.7), 2005 (19.0), 2006 (19.0).
- Trend data indicates that Robeson County’s rates have increasingly remained higher than the state rates.

<table>
<thead>
<tr>
<th></th>
<th>Best</th>
<th>State</th>
<th>Worst</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latest Year 2007</td>
<td>0</td>
<td>19.9</td>
<td>64.8</td>
</tr>
</tbody>
</table>

Child Deaths (Ages 0-17) Per 100,000 Population

- Robeson County’s child death rate in 2007 for ages 0-17 per 100,000 was 126.6 as compared to the state at 76.4
- Robeson County’s rates for the years 2004 through 2006 are as follows: 2004 (113.2), 2005 (96.6), 2006 (140.3); the States rates are: 2004 (77.3), 2005 (76.6), 2006 (73.9).
- Trend data indicates that Robeson County’s rates have remained higher than the state rates and decreased since 2006.

<table>
<thead>
<tr>
<th></th>
<th>Best</th>
<th>State</th>
<th>Worst</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latest Year 2007</td>
<td>0</td>
<td>76.4</td>
<td>169.1</td>
</tr>
</tbody>
</table>

Robeson Health Priorities & Trends: Access to Care

Percent Estimate of Uninsured Ages 0-17

- Robeson County’s estimated percentages of uninsured in the year 2005 was 15.1 for ages 0-17 as compared to the state at 12.4
- Robeson County’s rates for the years 2002 through 2004 are as follows: 2002 (16.0), 2003 (12.5), 2004 (13.5); the States rates are: 2002 (14.0), 2003 (11.7), 2004 (10.0).
- Trend data indicates that Robeson County’s rates have remained higher than the state rates and increased since 2004.

| The percentage of Robeson County Health Department’s medically indigent and uninsured patients by clinics: |
| 74% Child Health, 78% Dental, 56% Family Planning, 62% Maternity & 71% Orthopedic |

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<thead>
<tr>
<th></th>
<th>Best</th>
<th>State</th>
<th>Worst</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latest Year 2005</td>
<td>6.8</td>
<td>12.4</td>
<td>18</td>
</tr>
</tbody>
</table>
Robeson’s Leading Causes of Death

<table>
<thead>
<tr>
<th>Rank</th>
<th>Leading Cause of Death</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Diseases of heart</td>
<td>259</td>
<td>21.5</td>
</tr>
<tr>
<td>2</td>
<td>Cancer</td>
<td>249</td>
<td>20.7</td>
</tr>
<tr>
<td>3</td>
<td>Cerebrovascular diseases</td>
<td>58</td>
<td>4.8</td>
</tr>
<tr>
<td>4</td>
<td>Alzheimer’s disease</td>
<td>56</td>
<td>4.7</td>
</tr>
<tr>
<td>5</td>
<td>Diabetes mellitus</td>
<td>55</td>
<td>4.6</td>
</tr>
<tr>
<td>6</td>
<td>All other unintentional injuries</td>
<td>47</td>
<td>3.9</td>
</tr>
<tr>
<td>7</td>
<td>Motor vehicle injuries</td>
<td>42</td>
<td>3.5</td>
</tr>
<tr>
<td>8</td>
<td>Chronic lower respiratory diseases</td>
<td>41</td>
<td>3.4</td>
</tr>
<tr>
<td>9</td>
<td>Nephritis, nephrotic syndrome and nephrosis</td>
<td>38</td>
<td>3.2</td>
</tr>
<tr>
<td>10</td>
<td>Assault (homicide)</td>
<td>29</td>
<td>2.4</td>
</tr>
<tr>
<td></td>
<td>All other causes (Residual)</td>
<td>330</td>
<td>27.3</td>
</tr>
<tr>
<td></td>
<td><strong>Total Deaths -- All Causes</strong></td>
<td>1204</td>
<td>100.0</td>
</tr>
</tbody>
</table>

FACT BOX
With 949 Square miles of land area, Robeson County is the largest county in NC.

FACT BOX
Robeson County is 10% smaller than the State of Rhode Island.

Robeson’s Emerging Health Concerns

- Recruitment and hiring of a full-time Physician’s Assistant dedicated exclusively to the Robeson Child Health Plus Bus, our mobile pediatric primary care clinic.
- Identify dedicated funding stream for animal control.
- Public health education campaign/ banning synthetic marijuana and drug paraphernalia sold in stores.
- Continuous quality improvement, including the following initiatives:
  - Re-accreditation by the North Carolina’s Local Health Department Accreditation (NCLHDA) Board in 2011.
  - Achievement of optimal health outcomes for our residents through the advanced utilization of health information technology (HIT), including adopting and making meaningful use of electronic health records (EHR) over the next five years.

FACT BOX
Robeson County is the home of the nation’s oldest rural health department (established 1912).
### Addressing Health Priorities in Robeson

<table>
<thead>
<tr>
<th>Chronic Disease</th>
<th>Health Promotion</th>
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<tbody>
<tr>
<td><strong>Cardiovascular Disease, Cancer, Obesity &amp; Diabetes</strong></td>
<td><strong>Substance Abuse  Teen Pregnancy &amp; Infant Mortality</strong></td>
</tr>
<tr>
<td>Sparrow Project— is a faith- based CVD/Stroke education prevention program targeting at-risk African American adults. In FY 2010 (July 1, 2009 to June 30, 2010) 1,077 African American adults had their blood pressure checked through 17 health fairs/screenings. The following data is compiled from a 240 member cohort: In FY 2010 (July 1, 2009 to June 30, 2010) 51% maintained or lowered their blood pressure, 56% lost/maintained their weight. (total pounds lost=106.5 pounds). 92% made at least one healthier eating behavior. 59% increased their activity level.</td>
<td>Substance Abuse Coalition-SRMC received a $30,000 grant by the North Carolina Coalition Initiative (NCCI) to address substance abuse in Robeson County. The coalition intends to create a comprehensive, proactive county-wide initiative to address substance abuse, a problem identified in the 2007 Community Health Assessment, as well as previous assessments.</td>
</tr>
<tr>
<td>Gestational Diabetes Program— is an American Diabetes Association recognized self management education program. The program is designed for pregnant women who attend the Robeson County Health Department’s Maternity Clinic. The goal of the program is to reduce the number of large for gestational age babies and to prevent the occurrence of type II diabetes.</td>
<td>Robeson County Family Treatment Court— The goals are to provide parents with treatment, structure, support, and services they need to obtain and maintain recovery; to provide them with the opportunity to develop the life and parenting skills necessary to provide a safe home for themselves and their children; and to work with community partners to ensure that other victims of substance abuse (children and family members) receive the help they need to lead healthy lives.</td>
</tr>
<tr>
<td>Community Screens— In FY 2010, free community health screenings where conducted throughout the county. The focus was to identify the risk factors for diabetes &amp; heart disease. A total of 1,539 screened participants received individualized interpretations of their blood pressure, total cholesterol, glucose, and risk factor test results.</td>
<td>Smoke Free Restaurants— The Robeson County Health Department provided technical assistance to eating establishments and bars to ensure compliance with the newly established law. As of November 2010 there have been no violations reported to the state.</td>
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<tr>
<td>Prostrate Screening— In observance of Prostate Awareness Month a two-part screen, which involved a Prostate Specific Antigen (PSA) blood test and a Digital Rectal Exam (DRE), was conducted for men ages 40-70 in Robeson by Southeastern Regional Medical Center (SRMC). There were 399 PSAs and 366 DREs provided free of charge to the community.</td>
<td>School Health Advisory Council—The council has worked to ensure that the guidelines of the Healthy Youth Act (GS115C-81) are effectively implemented in the 2010-2011 school year.</td>
</tr>
<tr>
<td>Project Health—Project H.E.A.L.T.H. (Healthy Eating and Active Lifestyle for Tomorrow’s Health) is 1 of 21 youth obesity prevention projects that was initially funded throughout the state by the NC Health &amp; Wellness Trust Fund. The project continues to function under SRMC’s Community Health Services. In FY 2009-2010, Project H.E.A.L.T.H. reached a total of 38,326 students, parents, and teachers.</td>
<td>Nurse Family Partnership—The Robeson County Health Department received funding to implement the NFP program. NFP is an evidence-based community program that transforms the lives of low income, first time mothers. Robeson is currently in its third year of the program and has a caseload of 99 families. Robeson is seeking to expand the program into neighboring counties.</td>
</tr>
<tr>
<td>BodyWorks— The Robeson County Partnership for Community Health received funding from the Office of Healthy Carolinians and Health Education to implement BodyWorks. BodyWorks is an evidence-based toolkit and curriculum for parents/caregivers and teenagers that was developed as an obesity prevention initiative by the Health &amp; Human Service Office of Women’s Health. It is a 10 session program that uses a train-the-trainer model.</td>
<td>Teen Outreach Program—Participants received 282 hours in health education, 4 skill building trainings, conducted 2 service learning projects, and over 20 hours of community service. TOP is an evidence- based program proven to reduce school dropouts, suspension, course failure, and pregnancy rates. Robeson is seeking to expand the program into additional communities.</td>
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Addressing Health Priorities in Robeson

<table>
<thead>
<tr>
<th>Access to Care</th>
<th>Infectious Disease</th>
<th>Injury</th>
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<tr>
<td><strong>Healthy and Ready to Learn:</strong> The North Carolina Healthy and Ready to Learn Partnership, led by the North Carolina Pediatric Society Foundation, is a targeted school-based Medicaid (Health Check) and Child Health Insurance Program (NC Health Choice). The program has conducted outreach and enrollment efforts to insure all eligible and uninsured children entering public kindergarten. This project has worked with physicians, school health nurses, School Health Advisory Council (SHAC) and other community and faith based stakeholders in Robeson County to identify eligible and uninsured children.</td>
<td><strong>Syphilis Elimination Project:</strong> The Health Department, along with partnering agencies of the HIV &amp; Syphilis Task Force, conducts Syphilis and HIV testing and counseling in non-traditional sites. From January 2010 thru November 2010 there have been 16 outreach events conducted with a total of 394 individuals screened for Syphilis and HIV.</td>
<td><strong>SAFE Kids:</strong> In FY 2010 the SAFE Kids Coalition educated families, provided safety devices to families in need, and advocated for better laws to help keep children safe, healthy and out of the emergency room.</td>
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<tr>
<td><strong>Jail Testing Program:</strong> From January 2010– November 2010, 1,693 inmates were tested in the Robeson County Jail for Syphilis and 806 for HIV.</td>
<td><strong>Chlamydia Awareness Campaign:</strong> Robeson participated in a 5 week Chlamydia Awareness Campaign, which targeted 100 young adults ages 18 to 25. A urine based screening was used to test participants for Chlamydia and Gonorrhea.</td>
<td><strong>Buckle Kids UP NC:</strong> From January 2010– September 2010, the Buckle UP program conducted 7 car seat clinics and distributed 131 car seats to families in need.</td>
</tr>
<tr>
<td><strong>FACT BOX</strong> Robeson County is recognized as the most racially and culturally diverse county in the U.S.</td>
<td><strong>Dogwood Healthcare Network:</strong> is a regional system of care for persons with HIV/ AIDS. The system consists of three Infectious Disease (ID) clinics and provides referrals as needed to other healthcare providers. The three ID clinics include the Robeson County Health Department, Southeastern Regional AHEC and Tri-County Community Health Center. These clinics serve persons living in Bladen, Cumberland, Harnett, Moore, Richmond, Robeson, Sampson, and Scotland Counties. From January 2010– November 2010, the network served a total of 658 clients.</td>
<td><strong>Trauma Nurses Talk Tough (TNTT):</strong> In April 2010 Southeastern Regional Medical Center began presenting Trauma Nurses Talk Tough (TNTT) classes every Tuesday night from 7 to 9 p.m. TNTT is a cooperative activity of SRMC and Robeson County law enforcement and adjudication agencies, and is designed to convince drivers and passengers to wear their seat belts. Seat Belt violators can choose to attend TNTT before his or her scheduled court date for a $20.00 course fee that Southeastern uses to support safety programs such as child safety seat distribution. From April 2010-November 2010, the program have raised over $60,000.</td>
</tr>
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**FACT BOX** The Lumber River name symbolizes the thriving lumber industry in the area, and its use of the river for transporting logs in the 18th century.
Explanation Of Gauges

- **The left-most label** refers to the best possible value on the scale. This is computed as the more extreme of: 1) 45% better than the State rate 2) The best value amongst all of the counties within the state.

- **The center label** corresponds to the North Carolina average for the indicator.

- **The right-most label** refers to the worst value on the scale. This is computed as the more extreme of: 1) 45% worse than the State rate 2) The worst value amongst all of the counties within the state.

- **The needle** points to the county’s value. It is most significant for whether it is larger or smaller than the State rate. If it is in the Left or Right region, then the county rate is more than 15% different from the state.

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Health Resources & Statistics

- Robeson County Partnership for Community Health
- US Department of Labor-www.bls.gov/lau/
- National Center for Health Statistics-www.cdc.gov/nchs
- NC CATCH-www.schs.state.nc.us/SCHS/catch/
- NC Center for Health Statistics-www.schs.state.nc.us
- NC Communicable Disease Information-www.epi.state.nc.us/
- NC Health Information-www.nchealthinfo.org
- NC State Demographics-demog.state.nc.us/
- NC State Data Center-sdc.state.nc.us
- NC Vital Records-vitalrecords.dhhs.state.nc.us
- United States Census Bureau-www.census.gov
- NC NPASS-www.eatsmartmovemorenc.com
- Robeson County 2007 Community Health Assessment-publichealth.southernregionalahec.org/Robeson/index.htm