Robeson County Department of Public Health
State of the County Health Report

Working Together To Create Healthier & Safer Communities

Table of Contents
Morbidity & Mortality.....................1
  Leading Causes of Death
  Leading Mortality Trends
  Top Causes of Hospitalization
  Living with Chronic Disease

Morbidity & Mortality.....................2
  Health Ranking

Priorities & Strategies...................2

Physical Activity & Nutrition.........3
  Summary
  ODHDSP
  Faithful Families
  Active Routes To School

Physical Activity & Nutrition.........4
  Girls on the Run
  Diabetes CAB
  Healthy Robeson A to Z

Substance Abuse.........................5
  Summary
  Region 8 Tobacco Control
  Keys to Life
  Operation Medicine Drop

Looking Head.............................6
  New & Emerging Issues
  New Initiatives

Partners....................................6
Robeson County Department of Public Health
State of the County Health Report

Morbidity & Mortality Data

Leading Causes of Death

<table>
<thead>
<tr>
<th>Causes of Death 2010–2014</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age—adjusted death rates</td>
<td># of Deaths</td>
<td>Death Rates</td>
</tr>
<tr>
<td>Diseases of the heart</td>
<td>1,336</td>
<td>198.1</td>
</tr>
<tr>
<td>Cancer - All Sites</td>
<td>1,313</td>
<td>194.7</td>
</tr>
<tr>
<td>Diabetes mellitus</td>
<td>304</td>
<td>45.1</td>
</tr>
<tr>
<td>Cerebrovascular disease</td>
<td>279</td>
<td>41.4</td>
</tr>
<tr>
<td>Chronic lower respiratory diseases</td>
<td>272</td>
<td>40.3</td>
</tr>
<tr>
<td>Alzheimer's disease</td>
<td>248</td>
<td>36.8</td>
</tr>
<tr>
<td>Other Unintentional injuries</td>
<td>237</td>
<td>35.1</td>
</tr>
<tr>
<td>Motor vehicle injuries</td>
<td>215</td>
<td>31.9</td>
</tr>
<tr>
<td>Nephritis, nephrotic syndrome, &amp; nephrosis</td>
<td>146</td>
<td>21.7</td>
</tr>
<tr>
<td>Homicide</td>
<td>131</td>
<td>19.4</td>
</tr>
</tbody>
</table>

Source: NC State Center for Health Statistics

Top Causes of Hospitalization (2014)

- Cardiovascular and Circulatory Diseases - 3,228
- Respiratory Disease - 2,545
- Pregnancy and Childbirth - 2,116

Living with Chronic Disease

Obesity (Percent Adults with BMI > 30.0)
Based on weights and heights reported by respondents

High Cholesterol

Diabetes

Health Ranking

The County Health Rankings measure the health of nearly every county in the nation. Published online at countyhealthrankings.org, the Rankings help counties understand what influences how healthy residents are and how long they will live.

Counties receive two ranks: Health Outcomes & Health Factors. Health outcomes rankings are based on an equal weighting of mortality and morbidity measures. Health factors rankings are based on weighted scores of four types of factors: behavioral, clinical, social and economic, and environmental.

<table>
<thead>
<tr>
<th>Year</th>
<th>Health Factor Ranking</th>
<th>Health Outcome Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>100</td>
<td>98</td>
</tr>
<tr>
<td>2011</td>
<td>100</td>
<td>98</td>
</tr>
<tr>
<td>2012</td>
<td>100</td>
<td>99</td>
</tr>
<tr>
<td>2013</td>
<td>100</td>
<td>97</td>
</tr>
<tr>
<td>2014</td>
<td>100</td>
<td>97</td>
</tr>
<tr>
<td>2015</td>
<td>100</td>
<td>95</td>
</tr>
</tbody>
</table>

Source: RWJ Foundation Health Rankings 2010-2015

Priorities & Implementation Strategies

Robeson agreed to work on the following two priority areas for the next three years: (1) Obesity and (2) Substance Misuse/Abuse. These priority areas were selected because the community indicated that their number one health concern is chronic disease, two is drugs/alcohol and three is obesity. Robeson decided to select obesity over chronic disease as a priority because we wanted to emphasize prevention first. Our three year implementation strategy outlined in our action plans is to encourage physical activity through the development of community trails and reduce the abuse of prescription drugs in Robeson County. The next sections will highlight our work towards these priorities.

Priority 1: Obesity
- Nutrition
- Physical Activity

Priority 2: Substance Misuse & Abuse
- Tobacco
- Prescription Drugs
- Alcohol
Chronic diseases such as heart disease, cancer, and diabetes are major causes of death and disability in North Carolina and Robeson County.

As much as 50% of individual health can be attributed to behavior alone. Physical inactivity, unhealthy eating and tobacco use/exposure are behavioral risk factors underlying much of the burden caused by chronic disease.

**Obesity, Diabetes, Heart Disease, and Stroke Prevention (ODHDSP) - Regional Grant (RCHD Serves as the Lead) *In Progress***

- Increasing the number of organizations that offer Diabetes Prevention Programs (DPP).
- Increasing the number of worksites that complete the CDC Worksite Health ScoreCard and use the results to address chronic disease.
- Increasing the number of community and transportation plans that include health considerations.
- Increasing the number of community or small retail venues providing access to healthy foods.

**Region 8 Active Routes to School— Regional Grant (RCHD as the Lead)**

2014-June 2015

- 20 Walk to School Day events; 6,158 participants
- 11 Bike to School Day events; 1,936 participants
- 1 ongoing program (Walking Wednesday Program); 110 initial participants
- 29 student travel tallies
- 19 Let’s Go NC! Curriculum trainings conducted; 3,247 participants
- 19 bike and/or pedestrian trainings conducted; 2,153 participants
- 2 Safe Routes to School trainings conducted; 12 participants

**Faithful Families Eating Smart and Moving More**

- A 12 session, evidence based model that promotes healthy eating and physical activity in communities of faith.
- FFESMM was conducted at Beauty Spot United Methodist Church by Robeson County Health Department and Cooperative Extension. Results: 18 participants, 1 physical activity policy and 1 nutrition policy adopted.

Results from the 2014 Community Health Needs Assessment indicated the community desires healthier food options and safer places to walk and play.
Girls on the Run

- The mission of the Girls on the Run ® (GOTR) is to inspire girls to be joyful, healthy and confident using a fun, experienced-based curriculum which creatively integrates running.

- In 2015 Girls on the Run was conducted at 2 schools (WH Knuckle and Carroll Middle). A Total of 25 girls participated in the program.

Diabetes Community Advisory Board (CAB)

- The CAB engage the community in preventing, reducing, researching, and treating diabetes and improving health outcomes in Robeson County.

- In November 2015, the CAB conducted the 2nd Annual Robeson County Diabetes Day event. Topics included: Physician perspectives in their respective practices related to Diabetes, Medications, Physical Activity and Nutrition. A total of 38 individuals attended the event.

Healthy Robeson A-Z

- A healthy-habits program conducted by Southeastern Health that strives to educate and bring awareness to various health topics using the 26 alphabets.

- In 2015, Healthy Robeson A-Z and Compassion 4 U Network collaborated to provide wellness and nutrition based education to 5 faith based communities.

- The Robeson County Public Library was awarded a grant from the initiative to educate the Spanish Speaking community about health and wellness.

- Letter “I” was included in the A – Z curriculum to promote access to Insurance enrollment opportunities for the residents of Robeson County.

- In 2015, A total of 936 community members were reached through the project.

In Robeson 33.5% of adults over the age of 18 self-report no leisure time for activity and 85.6% consume less than 5 servings of fruits and vegetables each day.

Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, 2012.
Substance Abuse

Substance use and abuse are major contributors to death and disability in North Carolina and Robeson County. Addiction to drugs and/or alcohol is a chronic health problem and people who suffer from abuse or dependence are at risk for injuries and disability, co-morbid health conditions and premature death.

Region 8 Tobacco Control—(Robeson County Health Department Serves as the Lead)

In Robeson County the Regional Tobacco Control Manager accomplished the following in 2015:

- Completed Tobacco Free Environmental Scans with 5 Housing Authorities to prepare for HUD Tobacco Free Housing in 2017.
- Pembroke Housing Authority adopted a smoke free policy
- Participated in the Great American Smoke Out
- 13 Tobacco Free/ Smoke Free policies developed for Robeson Apartment Complexes.
- Contacted 26 Apartment Complexes to gauge interest in Smoke Free/Tobacco Free Policy.

Robeson 2012 percent of adult smokers was 27% compared to NC percent of 22%

CDC B RFSS- 2012

Pictured above is a Mock Accident Scene from Robeson’s Keys To Life Program.

Keys to Life

The program is aimed at high school to heighten their awareness of the dangers of drinking alcohol, particularly during the prom and graduation seasons.

- Program components: Every 15 minutes, a heartbeat is played over the school's PA system, A PowerPoint presentation & mock accident scene.
- In 2015 Robeson County Substance Abuse Coalition conducted the program at two high schools in Robeson County (Lumberton Sr. High & Purnell Swett High) during prom season. Approximately 3,814 students reached.

Operation Medicine Drop (OMD)

- For the year 2015, 125,248 pills was collected and disposed.
- A permanent drop is located at Robeson County Jail. OMD is a collaboration between Robeson Safe Kids Coalition and the Substance Abuse Coalition.

Robeson 2010—2014 Unintentional Poisoning Mortality Rates (per 100,000) was 14.8 compared to NC rate of 11.4

North Carolina County Health Data Book - 2016
Looking Ahead

New & Emerging Issues

- Zika and new emerging diseases from other countries.
- Breed Specific Legislation and Leash Law.
- Medicaid reform and its impact on funding streams for local public health departments.
- Increased rate of Sexually Transmitted and Communicable Diseases and lack of prevention funding.

New Initiatives

- Implementation of a Naloxone Project in Robeson County with the goal of reducing unintentional medication and drug overdose.
- As part of the state Maternity and Child Health focus on improving birth outcomes, reducing infant mortality, and improving the health status of children 0-5, Robeson will collaborate with the state to implement a local media campaign focusing on tobacco use and breastfeeding promotions.

Our Partners

Healthy Robeson Taskforce, is inclusive of more than 40 non-profit, government, faith-based, education, media, and business organizations. The mission is “to improve population health in Robeson County” and the vision is “to be the healthiest county in North Carolina.”

Available online at:
http://publichealth.southernregionalahec.org/robeson/report.html