



# State of the County Health Report -

**McDowell County 2013**

January 27, 2014  
Rutherford Polk McDowell  
District Health Department

# Review of Current Data

## Leading Causes of Death in North Carolina 2012

Location: MCDOWELL

Race: all

Gender: both

<u>Rank</u>	<u>Cause</u>	<u>Number</u>	<u>%</u>
1	Diseases of heart	120	24.9
2	Cancer	110	22.8
3	Chronic lower respiratory diseases	31	6.4
4	Cerebrovascular diseases	28	5.8
5	All other unintentional injuries	23	4.8
6	Diabetes mellitus	16	3.3
7	Alzheimer's disease	12	2.5
	Influenza and pneumonia	12	2.5
9	Motor vehicle injuries	9	1.9
10	Intentional self-harm (suicide)	8	1.7
	All other causes (Residual)	113	23.4
<b>Total Deaths -- All Causes</b>		482	100.0

Source: State Center for Health Statistics, North Carolina

# County Ranking Declined in 2013

Where 1=Best

**2012 MCDOWELL RANKED 62**

**2013 MCDOWELL RANKED 66**

Indicators: Mortality & Morbidity, Health Behaviors, Clinical Care, Social/Economic, Environment

Source: County Health Rankings and Roadmaps

## Median Household Income Remains below the State Average

<b>McDowell</b>	<b>\$31,514</b>
State	\$45,570

Children living in poverty rate is on the rise

Source: County Rankings and Roadmaps 2013

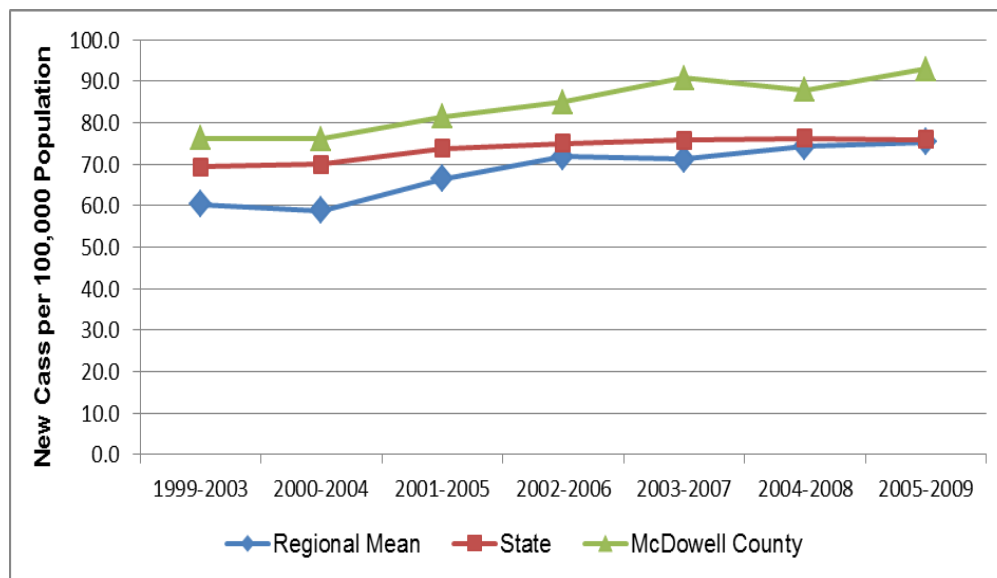
# Education

## Percent of Students Graduating 2012 is lower than State Average

	All Students	Economically disadvantaged	Limited English Proficiency
McDowell	78%	70.4	45.5
State	80%	71.2	48.1

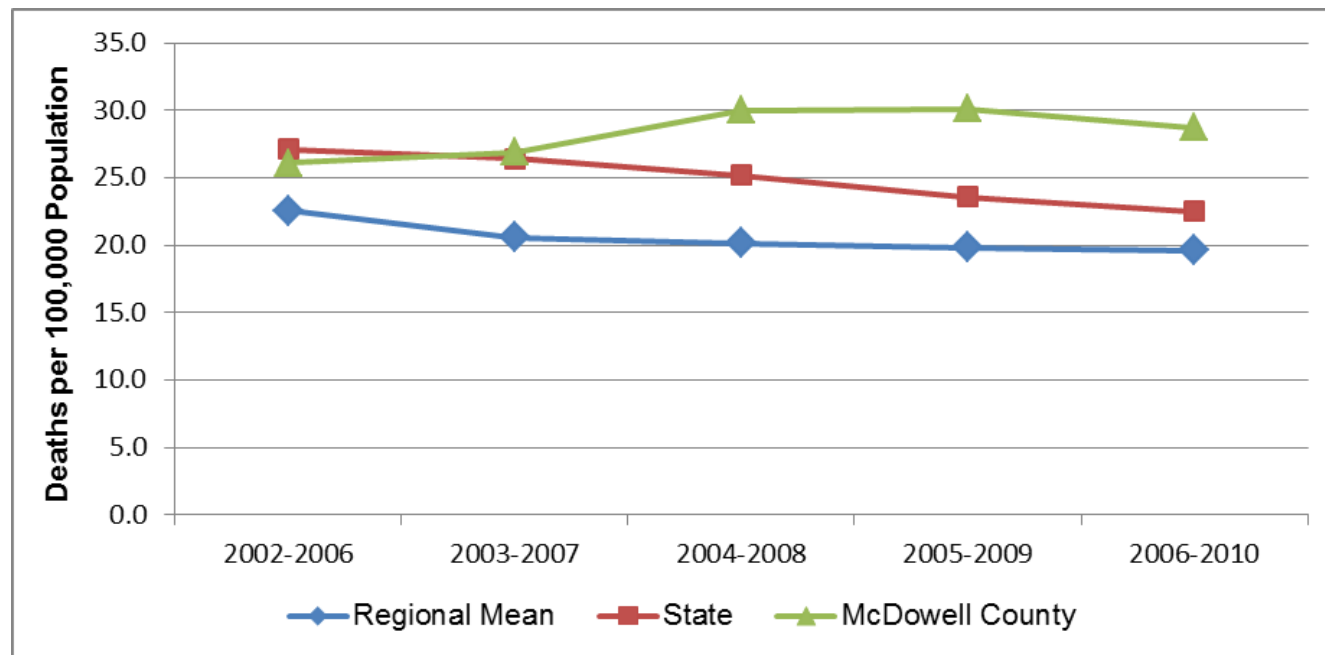
Source: County Rankings and Roadmaps. Data should not be compared with prior years due to changes in definition.

## Incidence of Lung Cancer New Cases Rising



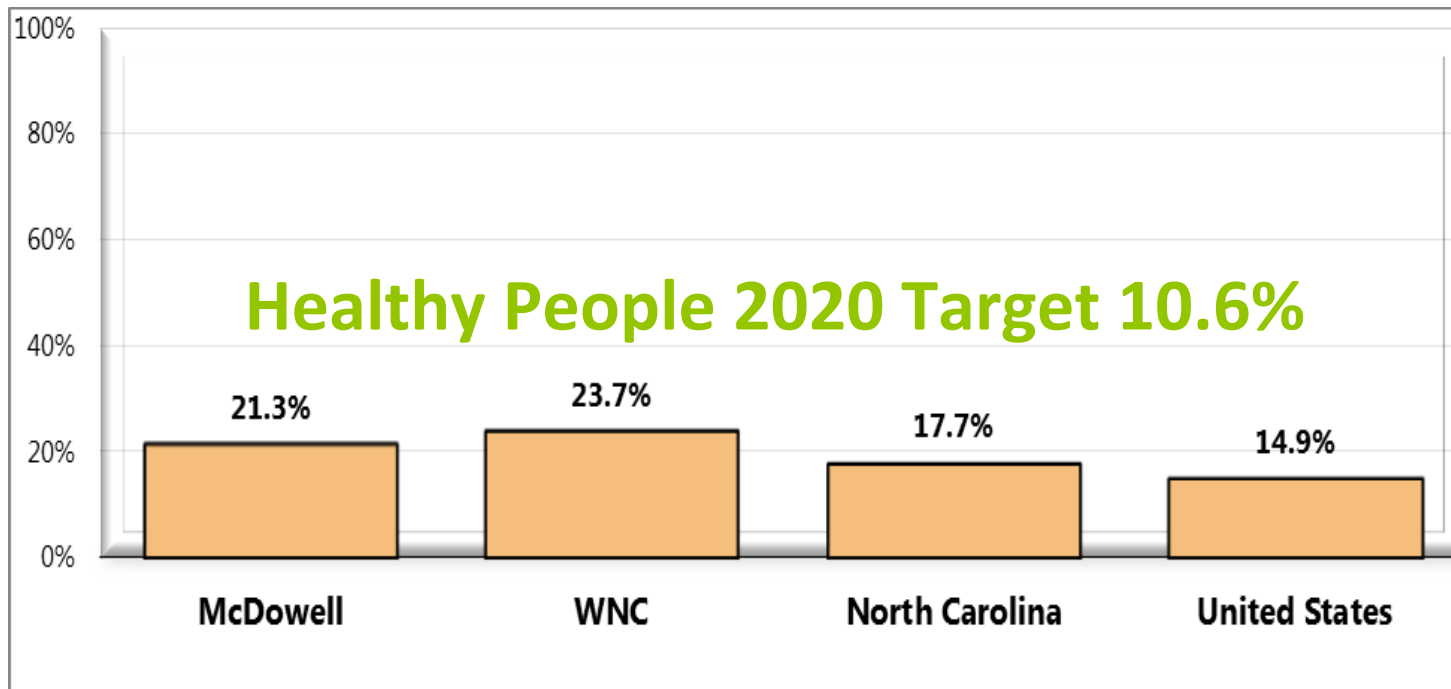
Source: NC SCHS, NC DPH

# Diabetes Mortality Rate Higher than State and Region



Source: NC SCHS, NC DPH

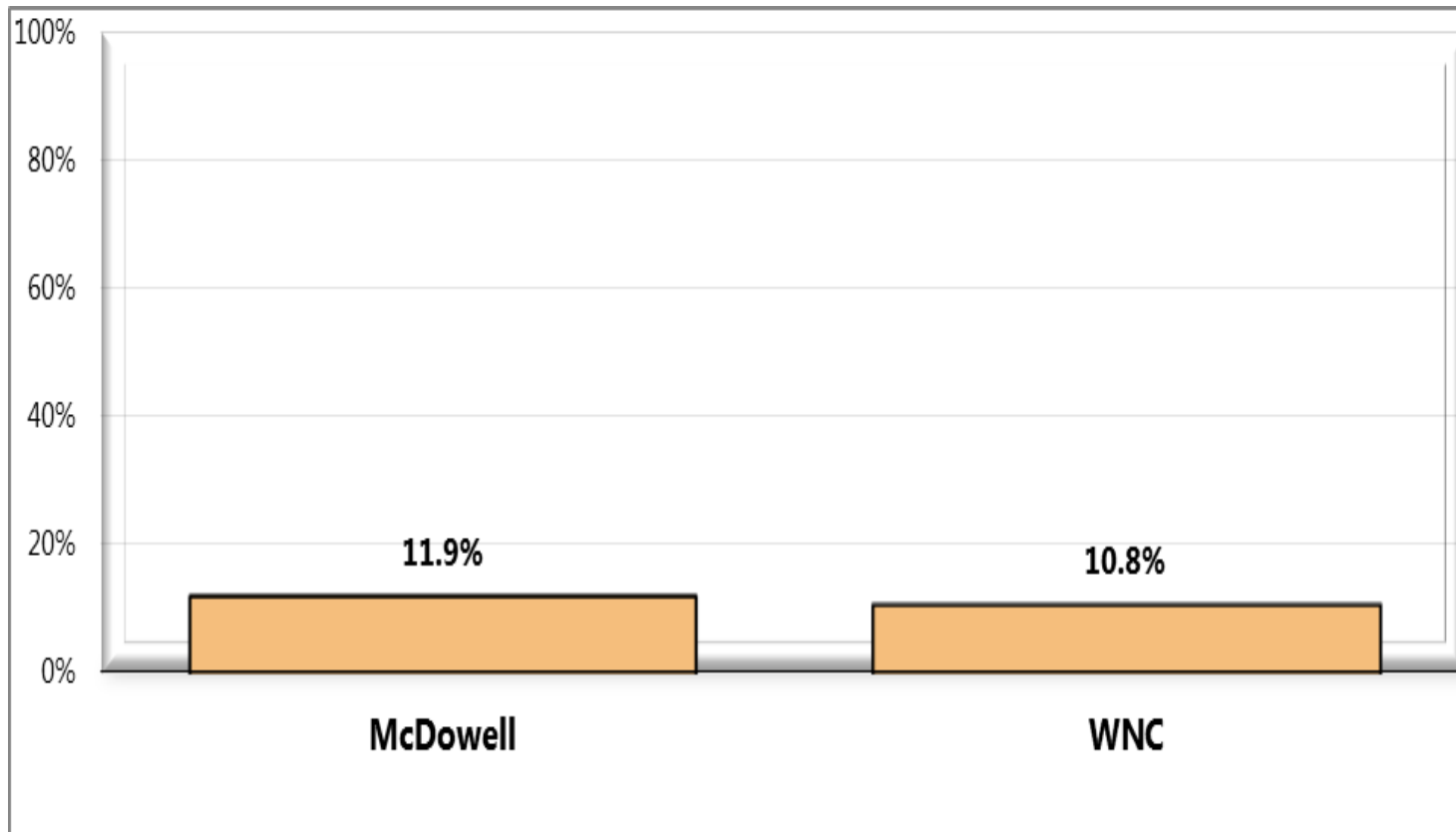
## 21.3% Lack health insurance Adults 18-64 years



Source: 2012 PRC Community Health Survey, Professional Research Consultants, Inc. Asked of all respondents

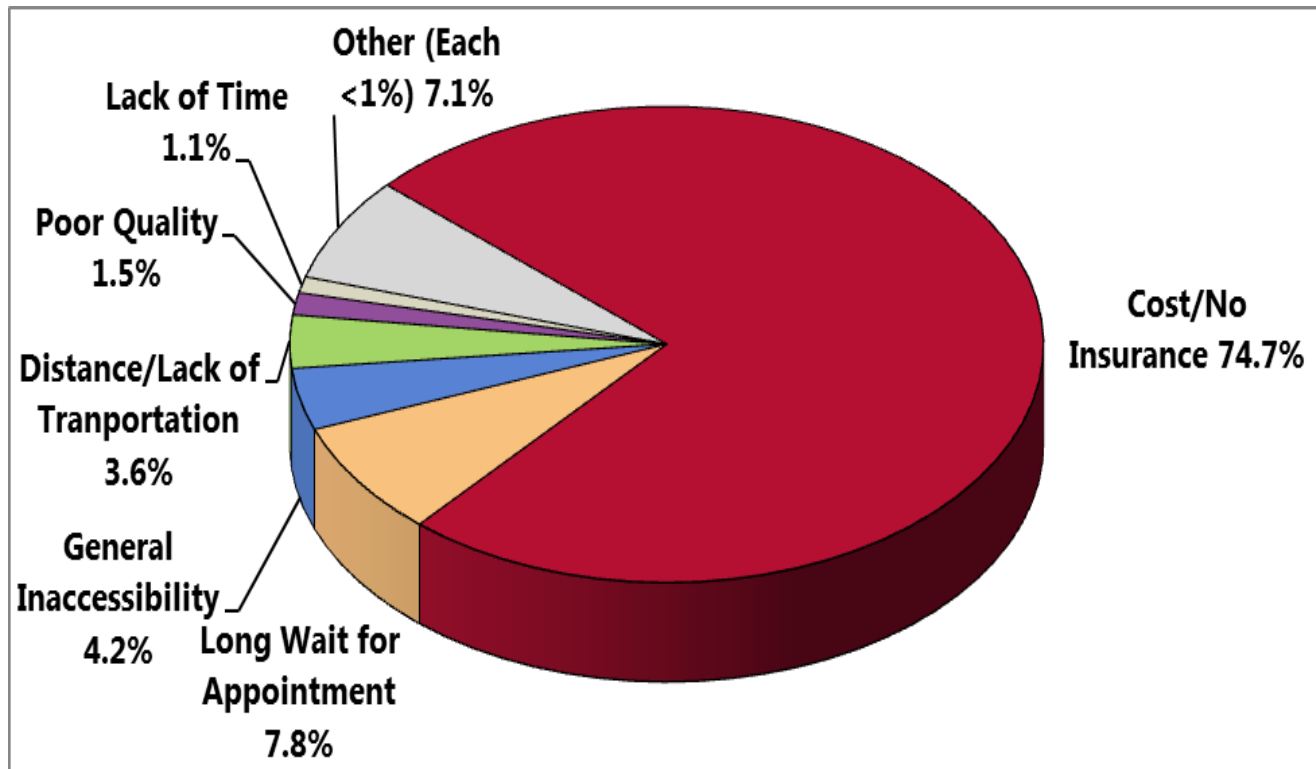


## Was Unable to Get Needed Medical Care



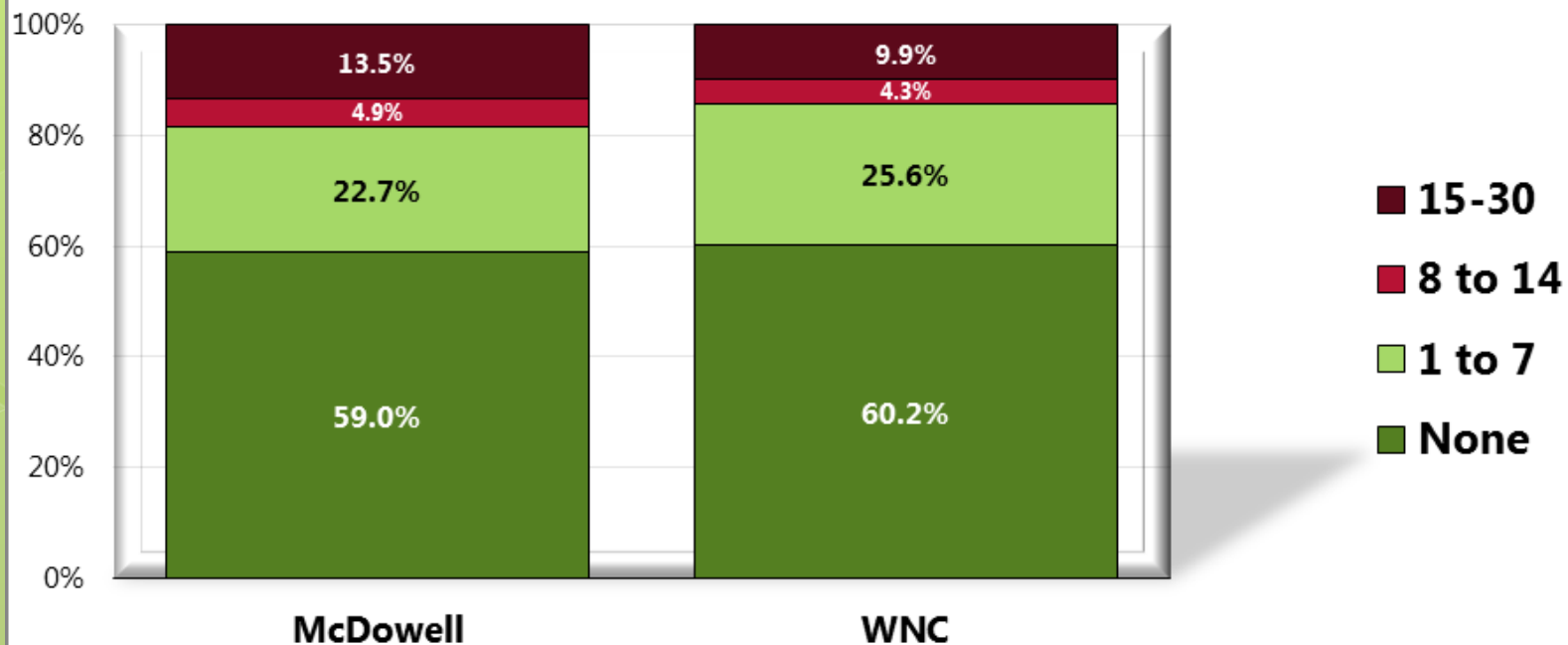
Source: 2012 PRC Community Health Survey, Professional Research Consultants, Inc. Asked of all respondents

# Reasons



Source: 2012 PRC Community Health Survey, Professional Research Consultants, Inc. Asked of all respondents

# Number of Days in the Past 30 Days on Which Mental Health Was Not Good



Source: 2012 PRC Community Health Survey, Professional Research Consultants, Inc. Asked of all respondents

# Our Health Priorities

- Chronic Disease:  
Diabetes
- Access to Care



- Selected as a result of the most recent community health assessment
- CHA - [www.rpmhd.org](http://www.rpmhd.org)
- CHIP – [www.rpmhd.org](http://www.rpmhd.org)

# Priority 1 Chronic Disease

- Reduce Diabetes by .5% per year

# Strategies to Reduce Chronic Disease - Diabetes

- Strategy 1 – Increase Physical Activity Opportunities in the Built Environment
- Strategy 2 - Install Market Manager and EBT System at Marion Tail Gate Market
- Strategy 3 – Implement Diabetes Management Program

## Activities to Reduce Diabetes

- Phase II Greenway Project will add a 2800 linear foot paved extension of Greenway and new facilities.
- Increase visitors to local Tail Gate Market
- Increase sales of fresh local produce.
- Increase EBT Sales at Tail Gate Market
- Historic Marion Tail Gate Market to install EBT machine.
- A market manager hired in 2013.
- Marion Market will offer incentives to purchase fresh produce.
- Corpening YMCA and McDowell Mission Hospital will offer Diabetes Self-management Programs.
- McDowell WIC Division will promote breastfeeding to clients.

## Activities to Reduce Diabetes

### **Phase II Greenway Expansion**

- The City's engineer is finalizing construction documents for phase two of the greenway. Once complete, plans will be submitted for all applicable local, state, and federal agencies to obtain development permits for the project. We anticipate that plans will be ready by March to submit, and take approximately two months (May 2014) for regulatory review and approval. Once all permits are obtained the City will begin construction of the project beginning around June with the selection of a contractor. This section of greenway should be open to the public no later than March 15, 2015.

### **New developments**

- The City is also working with McDowell County and the McDowell Trails Association on phase III of the Catawba River Greenway, which will be approximately a three-mile extension planned west of phase one along the River. McDowell County is the lead agency, and will be applying for a Parks and Recreation Trust Fund (PARTF) grant at the end of January 2014. The McDowell Trails Association is in the final stages of securing all the necessary easements to construct the trail, which will be held under the County's name. If the grant is awarded the trail will be constructed prior to March 15, 2017.
- The City has also submitted a grant to the NC DOT to complete a comprehensive bicycle plan for the City. Currently, Marion does not have bicycle infrastructure or facilities in place. This plan will help identify infrastructure, facility, and network improvements that will expand active transportation opportunities and make Marion a safer place to bicycle. Additional funding is being sought to establish bicycle training program for teachers, parents, and other bicycle advocates to teach both children and adults how to ride bicycles and about bicycle safety.



# Strategic Partners

1. Rutherford Polk McDowell WIC Division
2. Corpening YMCA
3. McDowell Hospital
4. Community Transformation Grant
5. Historic Marion Tail Gate Market
6. NC Cooperative Extension, McDowell County
7. McDowell Trails Association
8. City of Marion
9. Kate B. Reynolds Charitable Trust Healthy Places Initiative

## Strategy 2 – Install Market Manager and EBT System at Tail-gate Market

- Increase visitors to local Tail Gate Market
- Increase sales of fresh local produce.
- Increase EBT Sales at Tail Gate Market

### Accomplishments to date:

- Historic Marion Tail Gate Market installed EBT machine and trained vendors on its use.
- A market manager was hired in 2013.
- Historic Marion Tail Gate Market offered incentives to purchase fresh produce.
- Community Transformation Program has increased signage at Farmer's Markets.
- Family friendly events are planned and child focused events are planned for Spring 2014.

# Strategy 3 – Implement Diabetes Management Program

Enrollment is on track for 120 participants as planned

All aspects of the program are exceeding expectations.

Medical Studies are planned for March

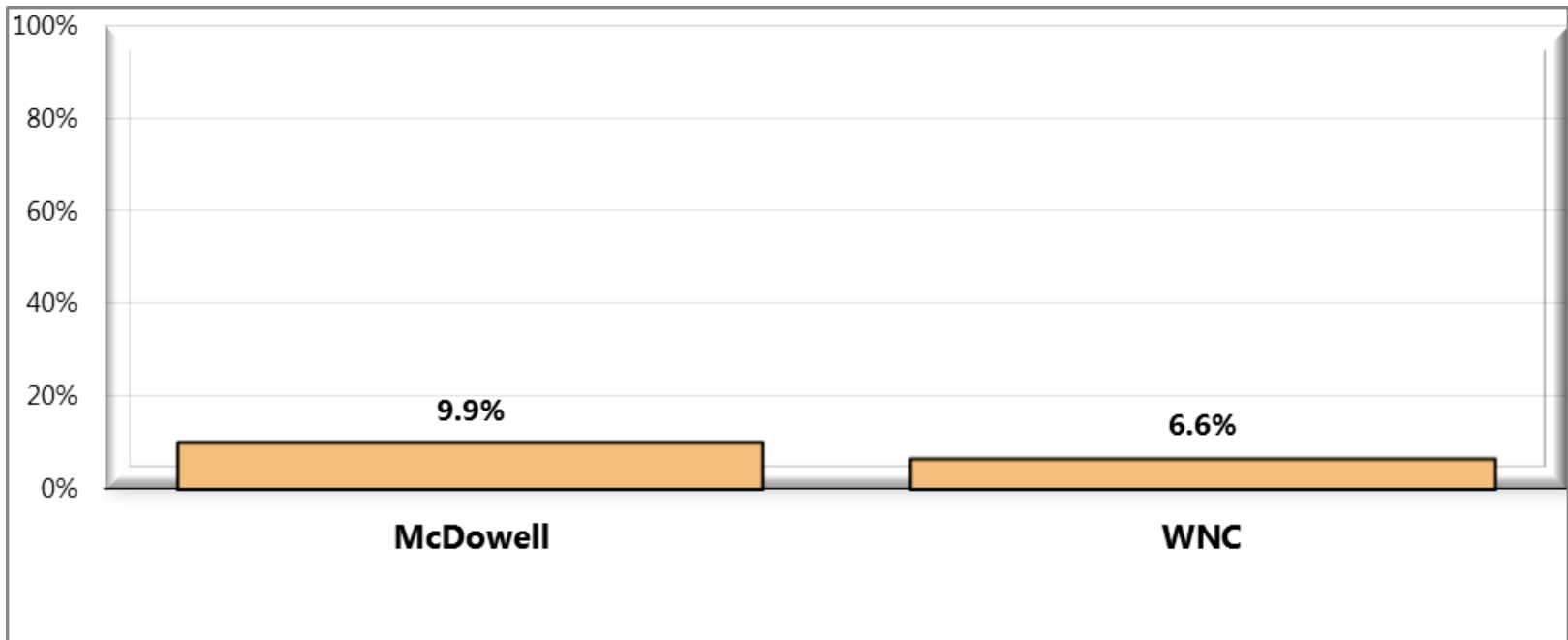


## Priority 2 Access to Care

### GOALS:

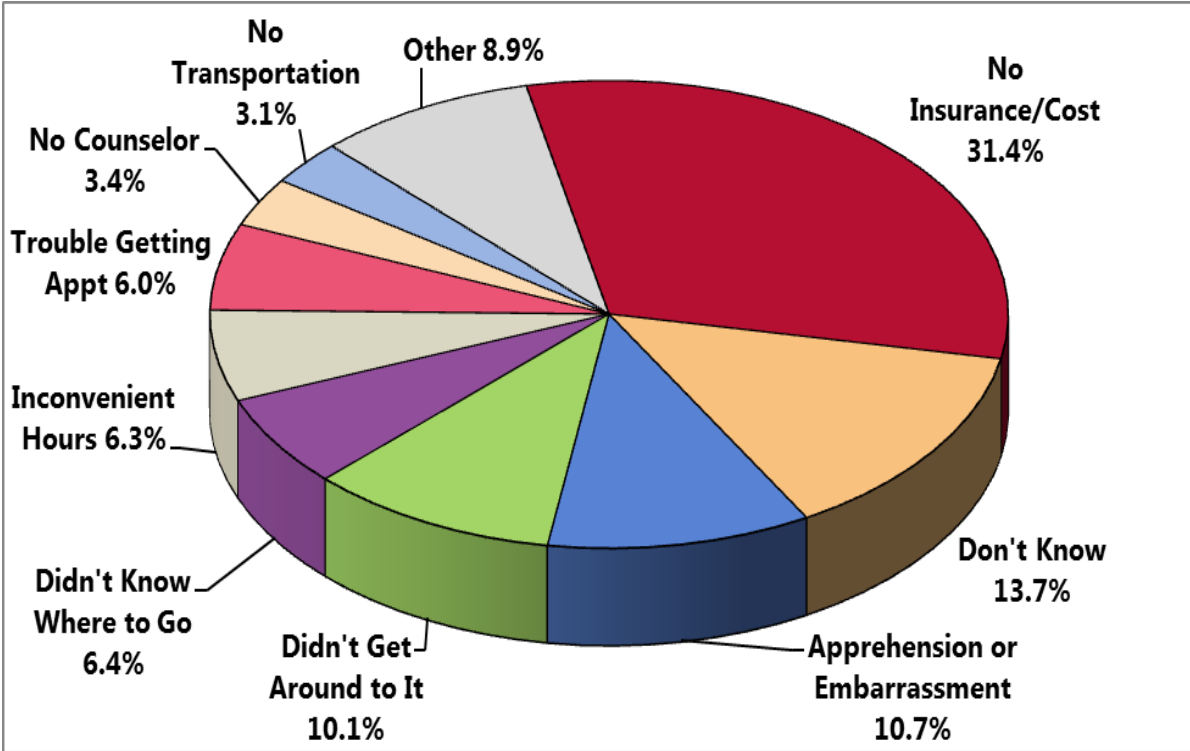
1. Reduce number of uninsured adults
2. Increase access to care for the low-income, uninsured

# McDowell Unable To Get Needed Mental Health Care



Source: 2012 PRC Community Health Survey, Professional Research Consultants, Inc. Asked of all respondents

# Reasons



Source: 2012 PRC Community Health Survey, Professional Research Consultants, Inc. Asked of all respondents

## Strategy 1 – Simplify the eligibility and enrollment process for public insurance

- Identify uninsured people and assist with health insurance enrollment. This is being done but the numbers enrolled are lower than expected because of a lack of active Navigators in McDowell.
- Supporting and promoting the Affordable Care Act is on going.

## Strategy 2 – Increase Access to Care, Disease Prevention Programs, Services and Screenings among low-income.

Using Rockingham County's model for Access to Care, the McDowell Action Team is integrating components of this model with a core group of low-income uninsured adults to provide needed resources.

Participants are entered into a county-wide tracking system to ensure equitable distribution of needed resources.



# Progress Highlights – Healthy Places Initiative

- Kate B. Reynolds Charitable Trust made several grants to McDowell County Partners in 2013 as part of its Healthy Places Initiative. This funding will increase opportunities to achieve our CHIP goals.
- Corpening YMCA and McDowell Hospital partnering on Diabetes Management program.
- McDowell EMS starting Rural Community Care Paramedic Program
- McDowell County Schools physical enhancement of eight elementary schools and joint use agreements.
- Funding to support a Health Coalition Director
- McDowell County Recreation improving facilities in Old Fort
- City of Marion to support a part time manager for Tail Gate Market.
- City of Marion and McDowell Trails Association to expand Greenways

# New Initiatives

- New Rural Community Care Paramedic Program was initiated by EMS. McDowell County EmS received funding from Kate B. Reynolds Charitable Trust for staff and equipment. The program aims to increase access to care for low-income people, prevent health emergencies and reduce inappropriate use of Emergency Services.
- Worksite Wellness Programs are in the planning stages for McDowell worksites.
- Don't Break a Heart Initiative to reduce second hand smoke is planned for 2014 by CTG.
- Cooperative Extension is working on improving the local food system with a food system assessment.
- Non-profit Organizations are participating in ongoing trainings to improve skills and build leadership capacity.

# New and Emerging Issues

- Mental Health needs remain challenging to address with current resources.
- Teen pregnancy and risky behaviors have emerged as an increased concern among community members. Three trainings are planned for Parents of teens in Spring 2014.
- WISEWOMAN program has been discontinued.

# Next Steps

- The Rutherford Polk McDowell District Health Department will continue to monitor our Community Health Improvement Plan.
- Continued updates with the McDowell Health Coalition
- Continued capacity building among community sectors to address health issues.