



State of the County Health Report –

Polk County

January 24, 2014

Rutherford Polk McDowell
District Health Department

Data Review

Leading Causes of Death in North Carolina 2012

Location: POLK

Race: all Gender: both

Rank	Cause	Number	%
1	Cancer	57	22.7
2	Diseases of heart	42	16.7
3	Chronic lower respiratory diseases	18	7.2
4	Alzheimer's disease	15	6.0
5	All other unintentional injuries	11	4.4
6	Cerebrovascular diseases	8	3.2
	Influenza and pneumonia	8	3.2
8	Diabetes mellitus	6	2.4
	Parkinson's disease	6	2.4
10	Chronic liver disease and cirrhosis	3	1.2
	Septicemia	3	1.2
	All other causes (Residual)	74	29.4
	Total Deaths -- All Causes	251	100.0

Source: State Center for Health Statistics, North Carolina

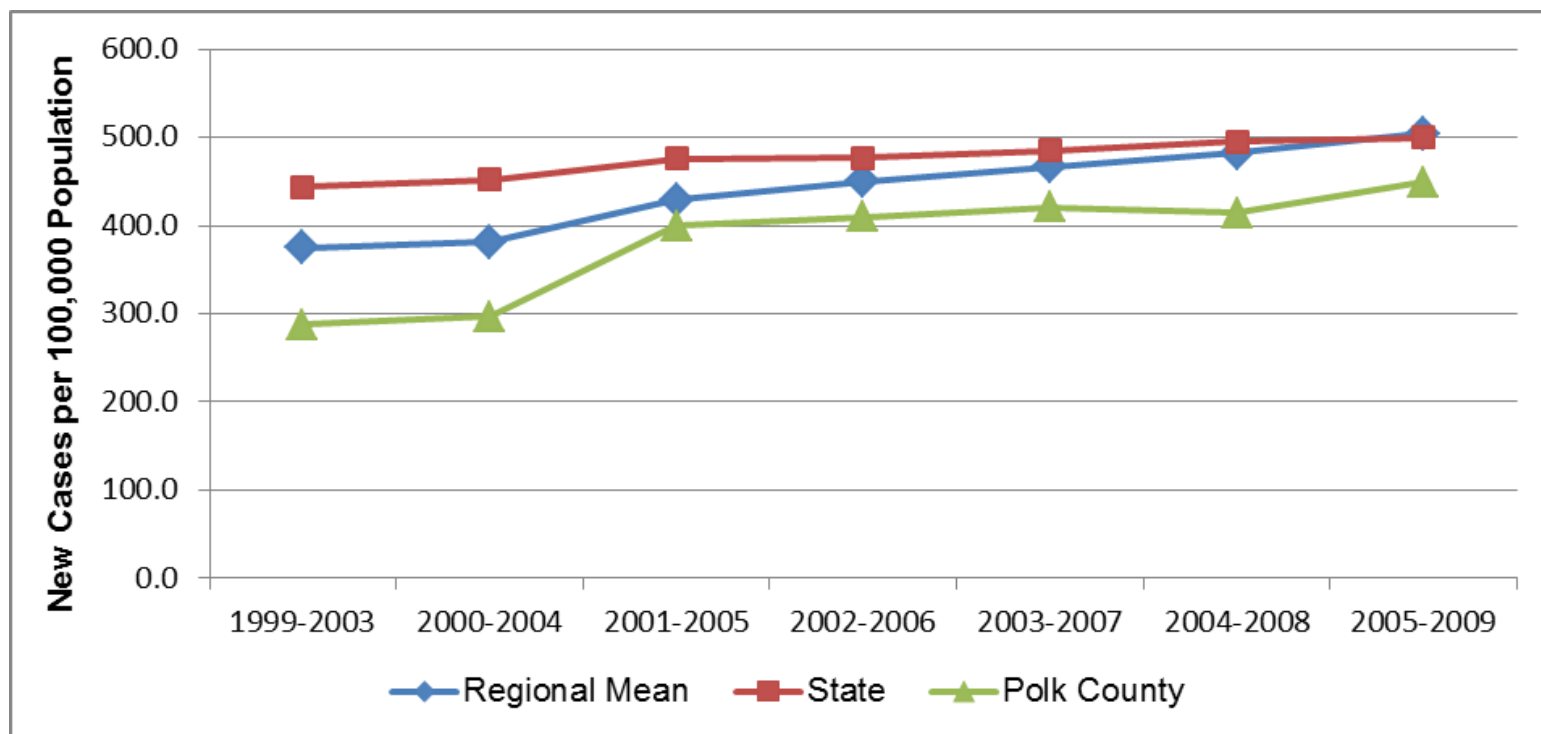
Recent Changes in Polk

- Population increased from 20,422 to 21,524 in 2012.
- Per capital income went up \$3000 in 2012
- Crime rates have risen this year.
- Teen pregnancy rates decreased 2.2% in 2011.

Source: NC SCHS, NC DPH

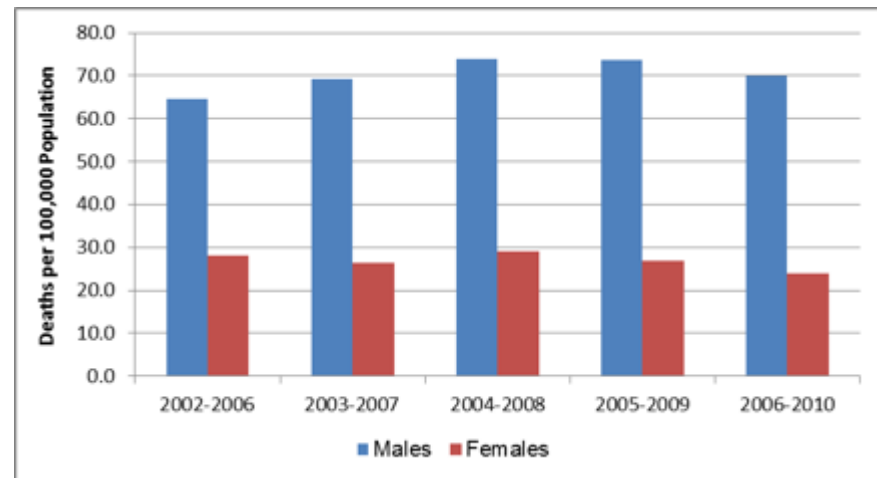
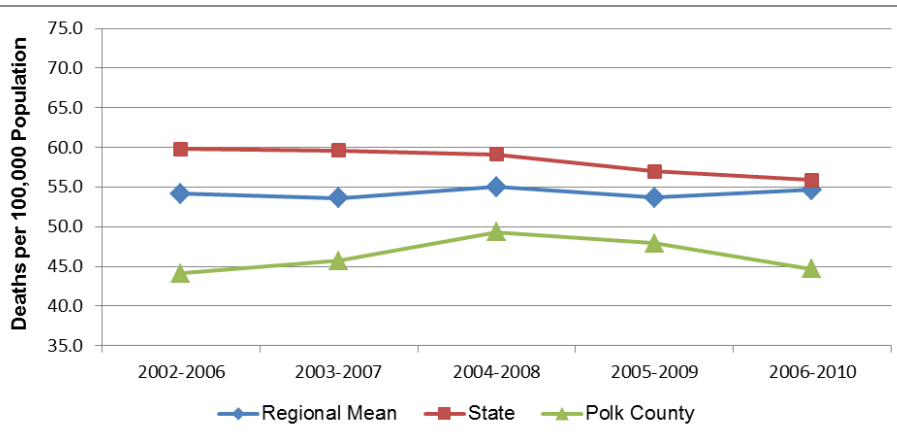
Review of Current Data
Key Mortality and Morbidity Data For Polk County

Cancer Mortality on the rise



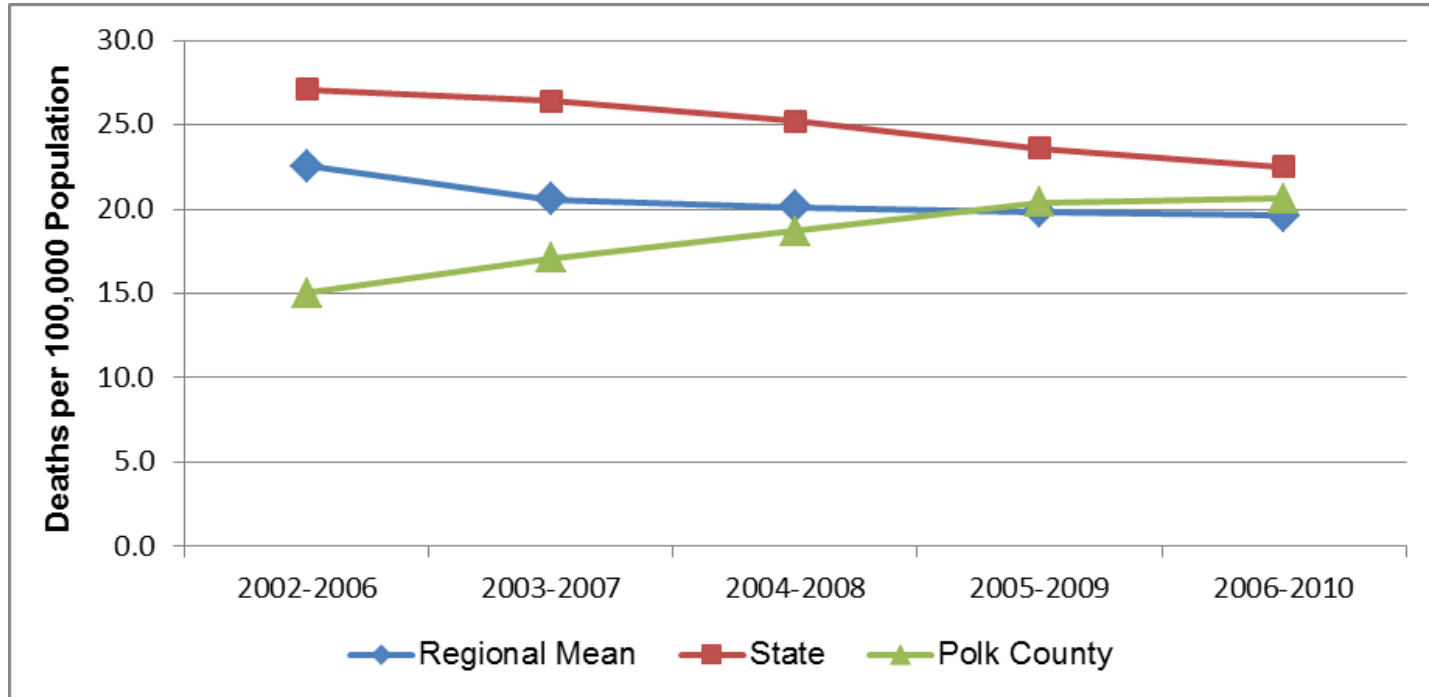
Source: NC SCHS, NC DPH

Polk Lung Cancer Mortality Describes Gender Disparities



Source: NC SCHS, NC DPH

Diabetes Mortality Rate Rising



Source: NC SCHS, NC DPH

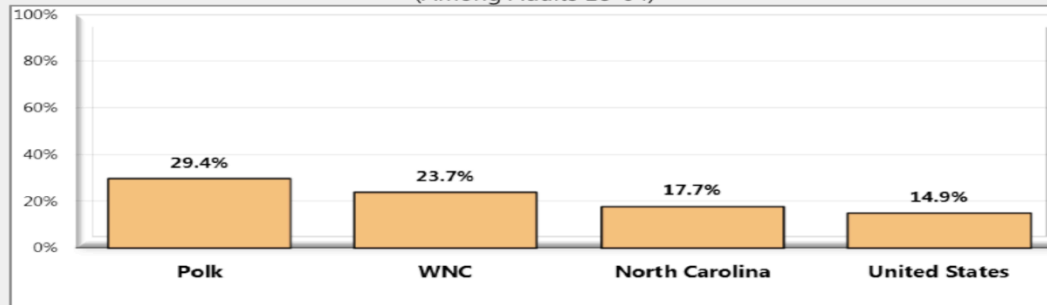
Polk County Health Rankings improved in 2013 – from 33 to 26

Geography	County Rank (Out of 100)						
	Health Outcomes		Health Factors				Overall Rank
	Mortality	Morbidity	Health Behaviors	Clinical Care	Social & Economic Factors	Physical Environment	
Polk County	26	25	11	52	13	7	26

Source: County Health Rankings 2013

Lack health insurance 18-64 years

Figure 72. Lack of Healthcare Insurance Coverage (WNC Healthy Impact Survey)
(Among Adults 18-64)



Sources:

- 2012 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 125]
- Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia. United States Department of Health and Human Services, Centers for Disease Control and Prevention (CDC): 2010 North Carolina data.
- 2011 PRC National Health Survey, Professional Research Consultants, Inc.
- US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective AHS-1]

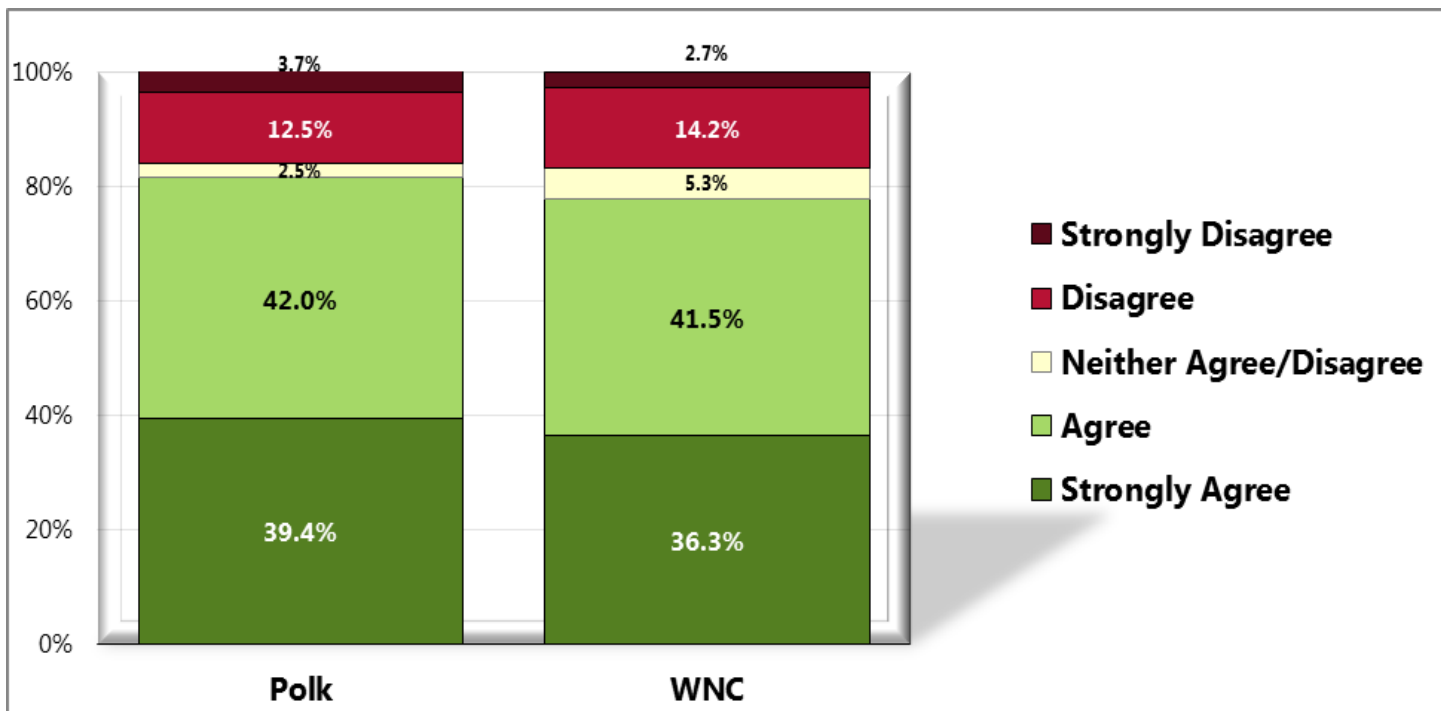
Notes:

- Reflects adults under the age of 65.
- Includes any type of insurance, such as traditional health insurance, prepaid plans such as HMOs, or government-sponsored coverage (e.g., Medicare, Medicaid, Indian Health Services, etc.).

Healthy People 2020 Target 10.6%

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

"I believe it is important for government buildings and grounds to be 100% tobacco-free"



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



Community Health Priorities & Improvement

Polk 2013 Health Priorities

- 1) Reduce Chronic Disease (Diabetes) through Healthy Living, Physical Activity, Nutrition
- 2) Reduce Tobacco & Substance Abuse
- 3) Increase Access to Care

- Selected as a result of the most recent community health assessment
- CHA - www.rpmhd.org
- CHIP – www.rpmhd.org

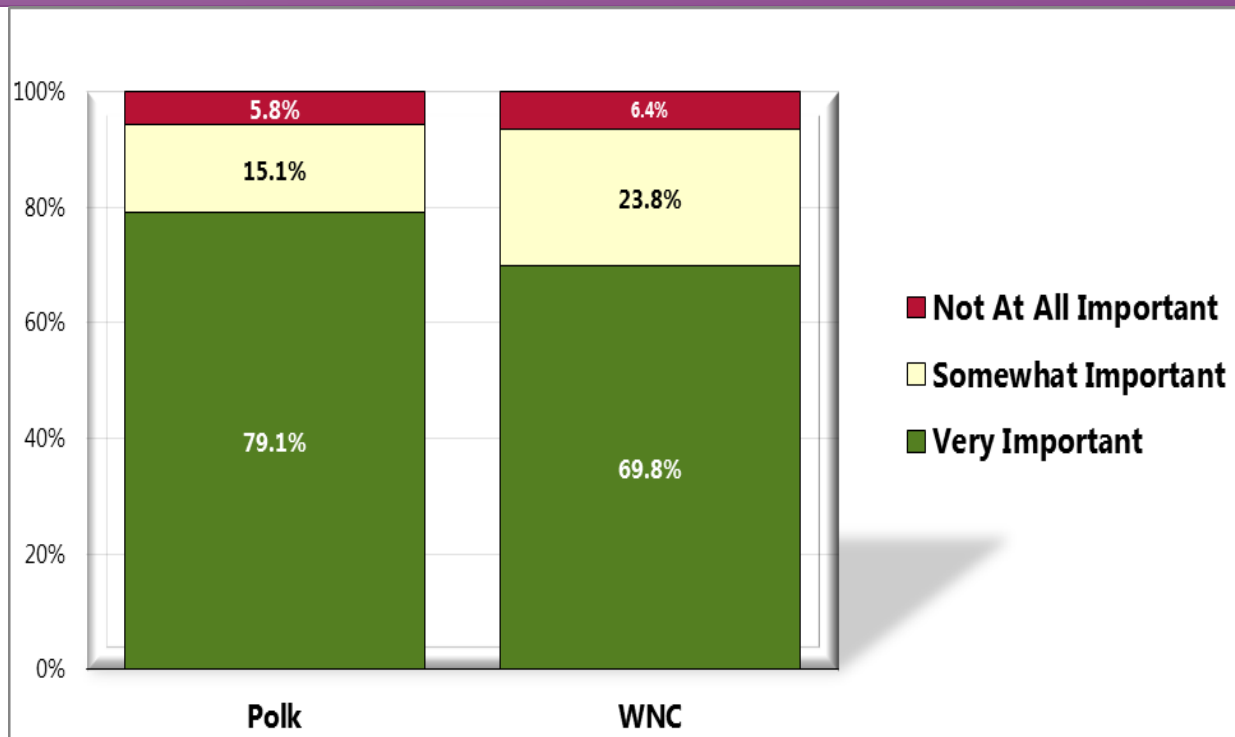
Priority 1 Chronic Disease

- Reduce Diabetes by .5% per year

Priority 1 – Reduce Chronic Disease - Diabetes

- Strategy 1 – Increase Access to Fresh Fruits and Vegetables.
- Strategy 2 - Increase Physical Activity
- Strategy 3 - Increase Breastfeeding
- Strategy 4 - Diabetes Education and Prevention

Importance of Communities Making It Easier to Access Farmer's Markets, Including Mobile/Tailgate Markets



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

Reduce Chronic Disease

Key Strategic Partners

- Cooperative Extension and Polk Wellness will give healthy food demonstrations and classes – on going.
- Community Transformation Program will increase signage at Farmer's Markets – done.
- PF3 Health Coalition will host health promotion events, print and distribute trail/walking maps and guides – on going.
- Mill Spring Ag Center will offer incentives to purchase fresh produce, install EBT system – on going.
- Polk Wellness, St. Luke's Hospital will offer Diabetes Self-management Programs – on going.
- Polk WIC Division will promote breastfeeding to clients – on going.

Progress Highlights

- Polk Wellness Center has provided diabetes self management education to 25 participants. Polk Wellness Center anticipates providing diabetes education self management education to 80 individuals in 2014.
- Cooperative Extension and Polk Wellness have offered three cooking classes (total of 8 participants) in conjunction with the Cooperative Extension 'Dining With Diabetes' program.
- Community Transformation Program has increased signage at Farmer's Markets.
- PF3 Health Coalition hosted health promotion events, print and distributed trail/walking maps and guides.
- Mill Spring Ag Center offered incentives to purchase fresh produce, and installed an EBT system.
- Polk WIC Division is promoting breastfeeding to increasing numbers of clients and offering consultation to Spanish speaking clients.

Progress Highlights

Strategy 1 - Chronic Disease

Community Transformation Grant has worked to enhance Farmer's Markets


1. Launched Public Awareness Campaign
2. Increased signage
3. Produced PSAs for radio and TV
4. Given Technical Assistance to Market Managers for using EBT and SNAP

Cooperative Extension has:

Delivered Cooking Demonstrations, Healthy Eating Classes

Polk Wellness Center and St. Luke's Hospital have delivered classes on Diabetes Self-Management and continue to promote and recruit new participants through Polk PF3 Health Coalition.

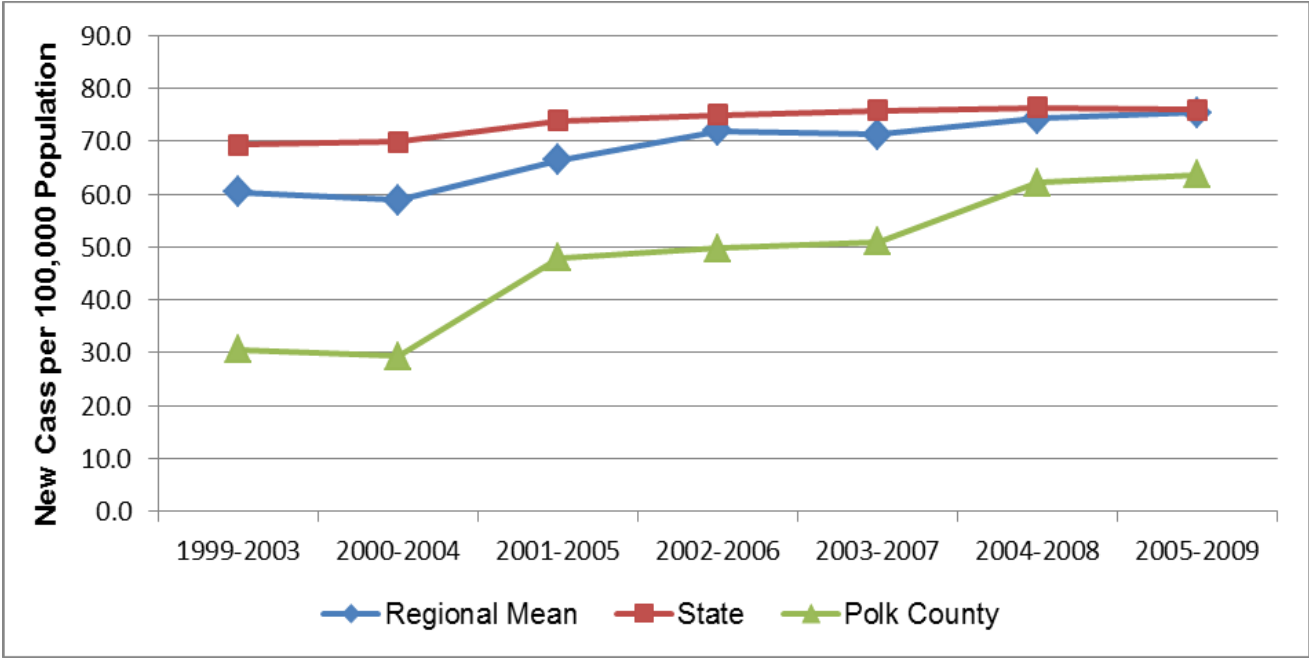
Polk Health Department WIC Staff have provided Breastfeeding consultations Promotions in English and Spanish.



Priority 2 Tobacco and Substance Abuse

GOAL: Reduce rate of
current smokers

Incidence of Lung Cancer New Cases



Source: NC SCHS, NCHS

Priority 2 – Reduce Substance Abuse and Tobacco Use

- Strategy 1 – Adopt Policy for Smokefree Campus
- Strategy 2 - Smoking Cessation Referral
- Strategy 3 – Promote NC Quit Line
- Strategy 4 - Increase Community Capacity for Prevention

Key Strategic Partners

- Community Transformation Grant (CTG)
- Isothermal Community College - Polk
- Polk Health Department Nurse Family Partnership Staff and WIC Staff
- ARP Prevention Services
- Polk County Schools
- St. Luke's Hospital
- Polk Wellness Center
- Project Lazarus

Progress Highlights

Strategy 1 - Adopt Policy for Smokefree College Campus

- CTG Staff and other partners met with College President and another meeting in schedule for January.
- Three teen tobacco cessation facilitators have been trained.
- CTG has produced a video to promote Smoke Free Worksites.
- Resources on how to quit have been provided to partners

Progress Highlights

Strategy 2 – Smoking Cessation Referrals & Promote NC Quit Line

- St. Luke's Hospital has added Smoking Cessation classes and more referrals are being made by Providers.
- RPMHD created and printed 1000 CHIP flyers with promotion of Quit Line and gave to partners to distribute in community.
- PF3 Health Coalition partners disseminated 1000 flyers promoting Quit line in January 2014.
- Polk Wellness Center is working with the Hospital to increase referrals to cessation classes
- Strategy 3 - NFP – on track to reach their goal of increasing referrals and actively promoting Quit Line
- WIC - on track to reach their goal of increasing referrals and actively promoting Quit Line

Progress Highlights

Strategy 4 – Increase Community Capacity for Prevention

- Developmental Assets delivered to Ministerial Alliance and other key partners in schools and recreation services
- Project Lazarus launched January 22, 2014. 65 community partners attended the training to build awareness about the problem of prescription drug abuse, misuse and overdose in Polk.
- Substance Abuse and Tobacco Prevention Action Team developed SMART goals to achieve outcomes. Team includes: PF3 Health Coalition members, ARP staff and Project Lazarus Coordinator, CTG, Smokey Mt. Center, local media and more.

New and Emerging Issues

- Prescription Drug Abuse continues to rise.
- Underage substance abuse is an increased concern among community members.

New Initiatives

- Project Lazarus - In November, 2013, RPMHD entered into an Agreement with Project Lazarus to support a Coalition Coordinator to implement the Project Lazarus model. This model is a community based prevention and intervention program aimed at reducing injury and death from accidental poisoning due to drug overdose.

Project Lazarus Kick-off

- A Community Forum to raise public awareness about the problem of Prescription Drug misuse, abuse and overdose was launched on January 22, 2014.
- Local Television crews and two newspapers covered the story.
- A Multi-sectorial Team is forming to work with the Project Lazarus model to reduce opioid overdose and misuse.

Data Collection Among Youth

- ARP Prevention Services is working with Polk Schools and Project Lazarus to conduct a Pride Survey at Polk High School. This will serve as a baseline to plan and evaluate Prevention Programs, Services and outcomes.

Next Steps

- The Rutherford Polk McDowell District Health Department will continue to monitor our Community Health Improvement Plan.
- Continued updates with the Polk PF3 Health Coalition
- Continued capacity building among community sectors to address health issues.