

Polk County



Community Health Improvement Plan

Priorities

RUTHERFORD
POLK
McDOWELL HEALTH DISTRICT



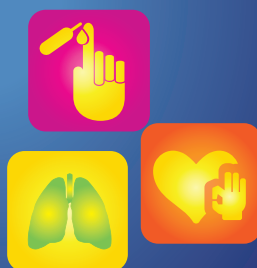
What is CHIP?

Community Health Improvement Plan
based on health priorities chosen by
the Polk PF3 Health Coalition.

**We will be working
to make these
improvements:**

1

**Reduce
chronic
disease and
tobacco use**



2

**Increase healthy
eating and
active living**



3

**Prevent
substance abuse**



**Together, we are creating a
healthier community.**

**Website: [http://www.
polkfitfreshandfriendly.org](http://www.polkfitfreshandfriendly.org)**

1

**Reduce Chronic
Disease and
Tobacco Use**

**Polk's uni
population**

The age 65-and-
the population i
We will need to
the needs of old
tend to use hea
at higher rates
groups.

**The leading cause of dea
Polk County is heart dis**

Leading Cause of Death	Polk County		WNC Mean	
	Rank	Rate	Rank	Rate
Heart Disease	2	161.7	1	194.4
Total Cancer	1	167.2	2	180.3
Chronic Lower Respiratory Disease	3	43.4	3	51.1
Cerebrovascular Disease	5	38.3	4	44.0
All Other Unintentional Injuries	4	38.9	5	42.9
Alzheimer's Disease	6	32.2	6	30.7
Diabetes Mellitus	7	20.6	7	19.6

What is 211?

NC 211 is the place to call or search when you need help for yourself, your family or someone you know. Dial 211 or search nc211.org to connect with a network of more than 18,000 resources in North Carolina that offer care, solutions, support and hope when you need it most.



211



nc211.org

**Call
Quit**

Telephone
available
at 1-800-
(1-800-7

Unique is older

older segment of
s growing larger.
plan ahead to meet
er adults who
th care services
than other age

POPULATION AGE 65 AND OLDER (2010 THROUGH 2030)

Geography	2010 Census Data				2020 (Projected)				2030 (Projected)			
	Total Percent Age 65 & Older	Percent Age 65-74*	Percent Age 75-84	Percent Age 85+	Percent Age 65 & Older	Percent Age 65-74	Percent Age 75-84	Percent Age 85+	Percent Age 65 & Older	Percent Age 65-74*	Percent Age 65-74*	Percent Age 85+
Polk County	24.3	12.1	7.9	4.3	29.8	15.8	9.5	4.5	32.3	15.0	5.2	5.2
Regional Total	19.0	10.4	6.1	2.5	23.5	13.2	7.4	2.9	25.7	12.9	3.5	3.5
State Total	12.9	7.3	4.1	1.5	16.6	9.9	4.9	1.8	10.6	10.6	2.2	2.2

th in ease

North Carolina

Rank	Rate
1	184.9
2	183.1
4	46.4
3	47.8
5	28.6
6	28.5
7	22.5

THE PROBLEM

- Heart disease rates are rising
- Lung cancer rates are rising
- Lung cancer rates for males are much higher than for females

THE SOLUTION

What everyone can do:

- Increase health screenings
- Detect early warning signs of heart disease
- Promote QuitlineNC
- Increase awareness of 211

QuitlineNC

ne service is
24/7 toll-free
-QUIT-NOW
(84-8669).

Quit Coaching

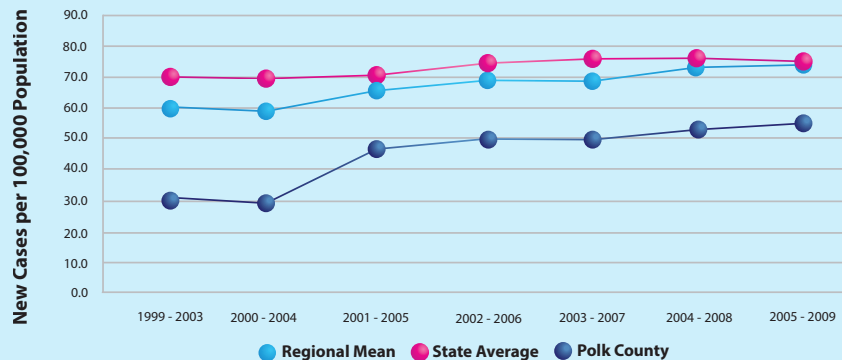
is available by phone in
English and Spanish,
with translation service
available for other
languages.

Tobacco use contributes to heart disease and lung cancer.



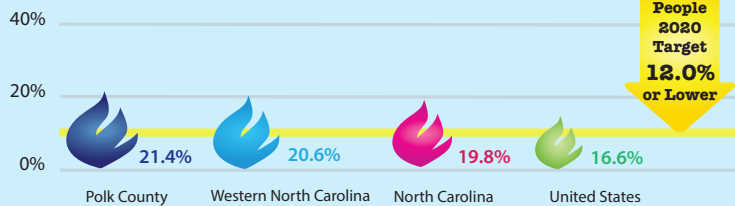
Lung Cancer Incidence

New Cases per 100,000 Population
(Five-Year Aggregates, 1999-2003 through 2005-2009)



Current Smokers

(WNC Healthy Impact Survey)



Sources:

- 012 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 78]2011 PR..C National Health Survey, Professional Research Consultants, Inc.
- 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.

Notes:

- Asked of all respondents.
- Local and national data exclude gestation diabetes (occurring only during pregnancy).

2 Increase Healthy Eating and Active Living

Diabetes

THE PROBLEM

Polk County's rate for diabetes and other chronic diseases is on the rise.

THE SOLUTION

- Improve local food system and farmers market
- Encourage breastfeeding – Contact: bkoone@rpmhd.org
- Increase places to be active
- Add programs and education through Polk PF3 Health Coalition partners

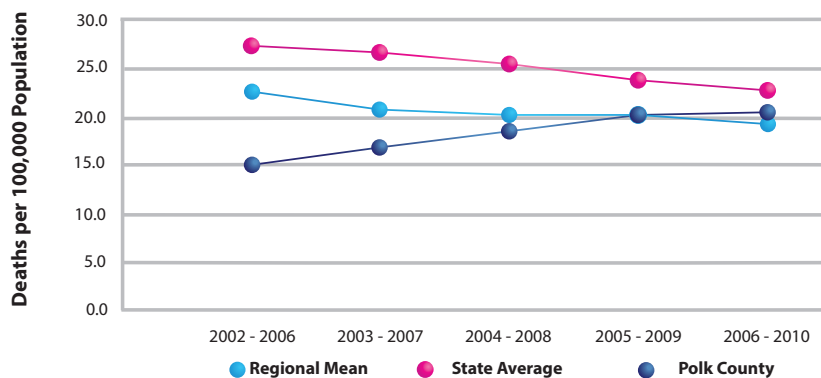
Join the effort!

Polk Fit Chairperson: Jimmi Buell at Jimmi_buell@ncsu.edu



Diabetes Mellitus Mortality Rate

Death per 100,000 Population (Five-Year Aggregates 2002 - 2010)



Sources:

- 012 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 78]2011 PR..C National Health Survey, Professional Research Consultants, Inc
- 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.

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3 Prevent Substance Abuse



THE PROBLEM

Percentage of Students Who Used in the Past 30 Days in WNC

Grades	Alcohol	Binge Alcohol
9	29.1	15.7
10	30.2	22.0
11	41.0	23.0
12	42.5	29.0
Grades	Smoked Cigarettes	Marijuana
9	17.0	15.5
10	21.9	17.1
11	23.4	19.0
12	26.1	21.5

THE SOLUTION

- Prevention education in schools, community, home settings
- Public awareness campaign
- Provider education
- Medicine take backs
- Addiction treatments

Get Involved: Project Lazarus
Contact: Marjorie Vestal at marjorie.vestal@gmail.com

Project Lazarus Team includes:

- Public Health Department
- Schools
- ARP Prevention Services
- Faith communities
- Law enforcement
- Pharmacies
- Health and human service providers