

# *Rutherford 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 Rutherford County Health Council.**

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

**1**

### **Reduce chronic disease:**

- diabetes
- tobacco use
- high blood pressure
- high cholesterol



**2**

### **Increase healthy eating and active living**



**3**

### **Prevent substance abuse**



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

**Join us! Contact Joannie Jolley at: [rtechc@gmail.com](mailto:rtechc@gmail.com)**

**1**

## **Reduce Chronic Disease**

**Where #1 is best**



Rutherford County has high rates of:

- Heart disease
- High blood pressure
- Diabetes
- High cholesterol
- Tobacco related illnesses

### **Heart Disease**



Rutherford County has heart disease rates that are much higher than the average for North Carolina and our region.



**Tobacco use contributes to heart disease.**

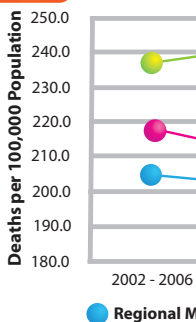


What everyone can do:

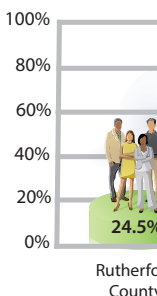
- Increase health screenings
- Detect early warning signs of heart disease
- Promote QuitlineNC
- Increase awareness of 211



**Heart Disease**  
Death per 100,000



**Current**  
Healthy People



**Call Quitline**

Telephone service  
(1-800-784-8669)

**At, our County rank is 84th out of 100 counties in North Carolina.**

#### County Health Rankings via MATCH (2012)

County Rank (Out of 100)



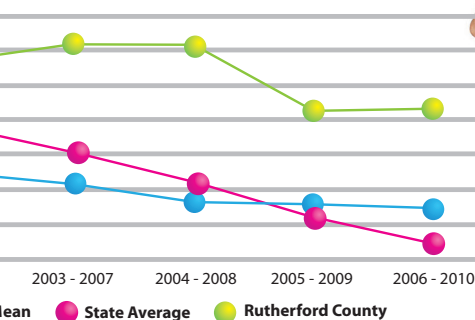
Source: County Health Rankings and Roadmaps, 2012. Available at <http://www.countyhealthrankings.org/app/north-carolina/2012/rankings/outcomes/overall>



- Create more tobacco-free places
- More health screenings at local clinics and medical centers
- Promote use of greenways, walking trails/maps
- Enhance our farmers markets

#### Disease Mortality Rate

per 100,000 Population (Five-Year Aggregates 2002-2006 through 2006-2010)



## 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](http://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

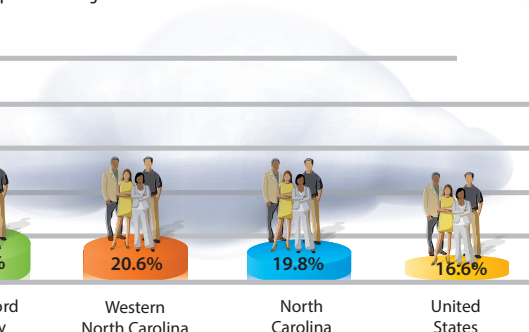


@ [nc211.org](http://nc211.org)

**Lung cancer was the leading cause of cancer related deaths in Rutherford County during 2006 and 2010, increasing 29%.**

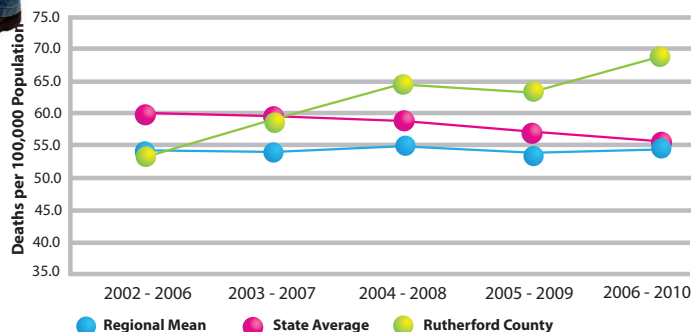
#### Current Smokers (WNC Healthy Impact Survey)

per 20/20 Target = 12.0% or Lower



#### Lung Cancer Mortality Rate

Death per 100,000 Population  
(Five-Year Aggregates 2002 - 2006 through 2006 - 2010)



#### lineNC

is available 24/7 toll-free at 1-800-QUIT-NOW (1-800-784-8669).

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



## 2 Increase Healthy Eating and Active Living

### Diabetes

#### THE PROBLEM

Rutherford County's rate for diabetes is on the rise. Being overweight puts us at risk for diabetes.

#### THE SOLUTION

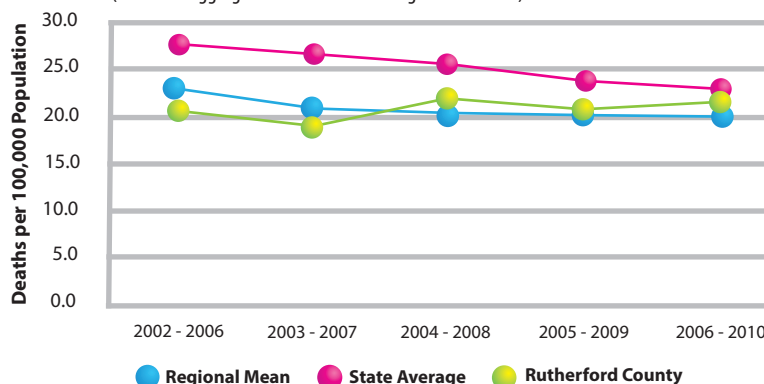
- Eat fresh fruits and vegetables (5-9 servings a day)
- Buy more local farm produce
- Encourage breastfeeding – Contact: [bkoone@rpmhd.org](mailto:bkoone@rpmhd.org)
- Live an active life (get 30 minutes of activity each day)



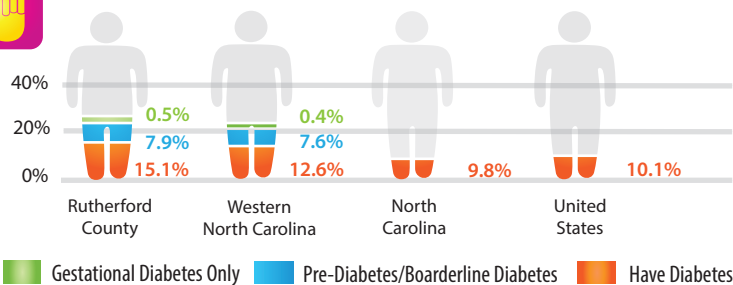
### Diabetes Mellitus Mortality Rate

Death per 100,000 Population

(Five-Year Aggregates 2002 - 2006 through 2006 - 2010)



### Self-reported rate of Diabetes among adults



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).

## 3 Prevent Substance Abuse

#### THE PROBLEM

### Teen Substance Abuse



#### THE SOLUTION

We know that teens are not the only ones using harmful substances. This CHIP is focused on preventing substance abuse. For that reason, our focus is on our teens. **Get involved: [unitedwayofrutherford.org](http://unitedwayofrutherford.org)**

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

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

Community Engagement Team Includes:

- Law Enforcement Agencies
- Local schools
- Pharmacies
- Health & Human Service Agencies
- Faith Communities