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# Craven County

## State of the County Health Report

**Craven County**



**December 2013**

## Purpose

This 2013 State of the County Health Report provides an update on health concerns and actions being taken to address them. It uses the most recent data to highlight county demographics, the leading causes of morbidity and mortality, and progress toward addressing the leading health concerns identified in the 2011 Craven County Community Health Assessment. The Community Health Assessment is completed every four years. The three top prioritized health issues noted in the 2011 Community Health Assessment are: 1) Obesity, 2) Heart Disease and 3) Cancer. Other issues being addressed by Health Department initiatives are: Diabetes, Teen

Pregnancy, Adult and Pediatric Asthma, Tobacco Use and HIV & Sexually Transmitted Infections. This report reviews local demographics, health indicators including morbidity and mortality data, and priority issues affecting our community. Significant and emerging issues are highlighted along with new initiatives that address important public health concerns. Any ideas or suggestions that might help us improve health outcomes in the community are welcome and can be made by using the address in the back of this report. Any other comments or questions about the report are also welcome.

## Craven County, NC: Promoting and Protecting Health

Demographics: Craven County and the State of North Carolina		
	Craven County	North Carolina
Population (2012 estimate)	104,770	9,752,073
<b>Age</b>		
Persons under 5 years (2012)	7.3%	6.4%
Persons under 18 years (2012)	22.7%	23.4%
Persons 65 years and over (2012)	16.1%	13.8%
<b>Race</b>		
White	72.4%	71.9%
African American	22.1%	22.0%
American Indian	0.6%	1.5%
Asian	2.2%	2.5%
Hispanic	6.6%	8.7%
Hawaiian/Pacific Islander	0.2%	0.1%
Other/Two or more races	2.5%	2.0%
<b>Other Indicators</b>		

High school graduates, age 25+ (2007-2011)	87.5%	84.1%
Language other than English spoken at home, age 5+ (2007-2011)	7.1%	10.6%
Median household income (2007-2011)	\$46,251	\$46,291
Persons below poverty level (2007-2011)	16.2%	16.1%
Unemployment	5.9% (2007-2011)	8.7%
Adults (<Age 65) Who Currently Do Not Have Health Insurance (2011)	16.6%	18.9%

NC State Center for Health Statistics

## Leading Causes of Death in Craven County (2008-2012)

The leading causes of death in Craven County continue to be cancer, heart disease and cerebrovascular disease.

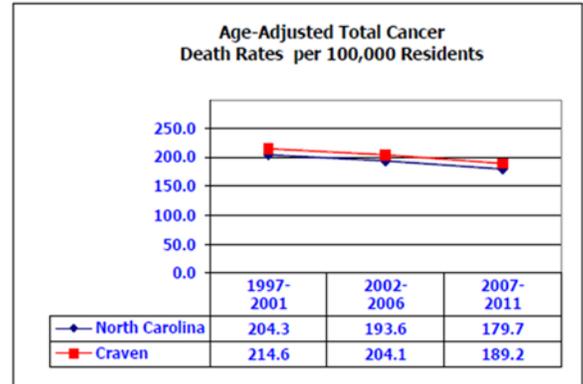
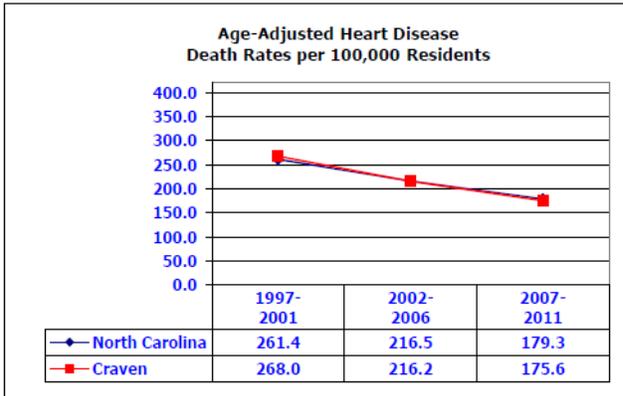
Craven County has a higher age-adjusted

death rate (per 100,000 population) than the NC State averages in all categories except pneumonia and influenza. Cancer remains the top cause of death in Craven County.

Leading Causes of Death in Craven County and North Carolina				
Cause of Death 2011	Craven County		North Carolina	
	Rank	Rate	Rank	Rate
All Causes	----	915.7	---	826.2
Cancer	1	222.1	1	187.7
Heart Disease	2	190.6	2	180.1
Cerebrovascular Disease	3	54.7	4	45.7
Chronic Lower Respiratory Disease	4	49.6	3	48.0
Alzheimer's Disease	5	32.3	6	28.8
Other Unintentional injuries	6	30.3	5	29.7
Diabetes mellitus	7	28.4	7	23.0
Nephritis, nephritic syndrome, & Nephrosis	8	22.6	8	18.4
Pneumonia & influenza	9	17.9	9	18.3
Septicemia	10	14.6	Not Listed in top 10 for NC	----

NC State Center for Health Statistics

## Trend Data for Key Health Indicators:



NC State Center for Health Statistics

## Health Disparities

African Americans living in Craven County continue to suffer from higher rates of death due to the leading causes of illness than Caucasians with the exception of

chronic lower respiratory disease (See Table below). Non-Hispanic African American Residents are 2.4 times more likely to die from diabetes complications.

Per 100,000

Racial Disparity Ratios for the leading Causes of Death in Craven County			
Cause of Death	Caucasian Rate	African American, non-Hispanic Rate	Disparity Ratio
All Causes	777.0	1,037	1.3
Cancer	181.6	227.5	1.3
Heart Disease	159.1	207.7	1.3
Cerebrovascular Disease	43.4	66.3	1.5
Chronic Lower Respiratory Disease	47.0	23.1	.5
Diabetes Mellitus	19.8	46.9	2.4

NC State Center for Health Statistics

# 2006-2010 Cancer Incidence Rates Per 100,000 for Craven County / North Carolina

Lung, Breast and Prostate exceed the state rates.

Location	Colon/Rectal		Lung/Bronchus		Female Breast		Prostate		All Cancers	
	Cases	Rate	Cases	Rate	Cases	Rate	Cases	Rate	Cases	Rate
North Carolina	20,968	43.4	36,287	74.8	41,169	155.9	34,733	153.7	242,433	498.1
Craven	228	40.4	512	87.6	465	158.1	493	182.2	3,001	529.8

NC State Center for Health Statistics

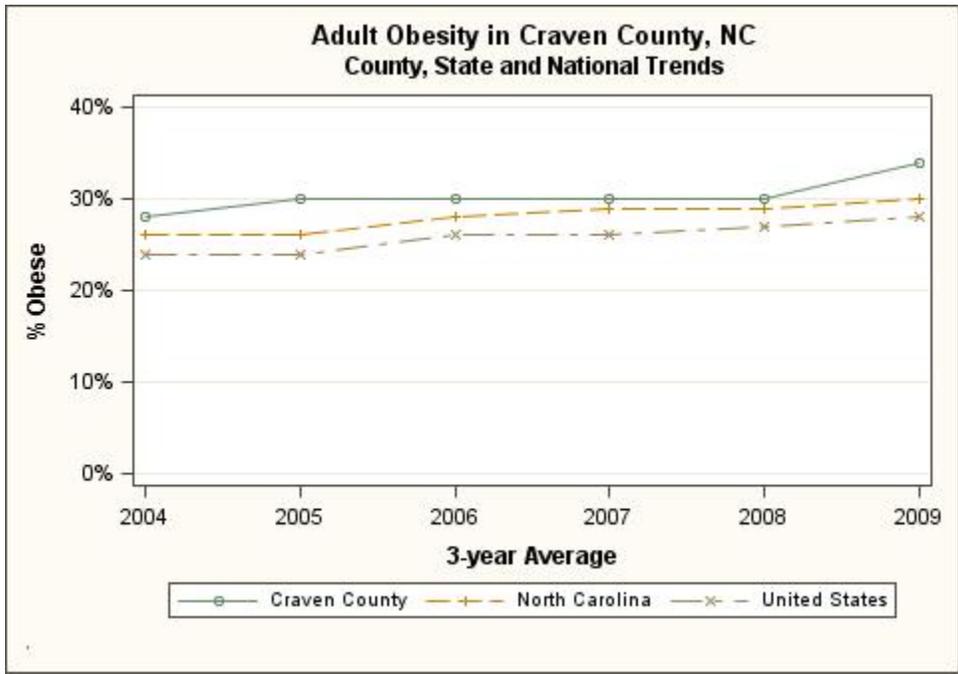
## Obesity

Although considerable attention has been focused on the obesity epidemic in the US, obesity rates have continued to increase in North Carolina. North Carolina is now the 17th most obese state in the nation. In Eastern North Carolina, two thirds of all adults (67.8%) are overweight or obese. In 2007, a total of 64.6 percent of N.C. adults were overweight or obese, and the state had the fifth highest national rate of obese children. In Craven County the percentage of obese adults has risen to 34%. Obesity is alarming because it may increase the risk for health problems, including some chronic

diseases, and it is associated with excess morbidity and mortality. Four of the ten leading causes of death in the United States are related to obesity, including coronary heart disease, type II diabetes, stroke, and several forms of cancer. Obesity can also increase the severity of disease associated with hypertension, arthritis and other musculoskeletal problems. (North Carolina Department of Health and Human Services, Division of Public Health, State Center for Health Statistics)

Adults who have a body mass index greater than 25.00 (Overweight or Obese)		
Year	Eastern NC	NC
2012	67.8%	65.8%
2011	68.4	65.1
2010	70.2%	65.3%
2009	69.6%	65.4%

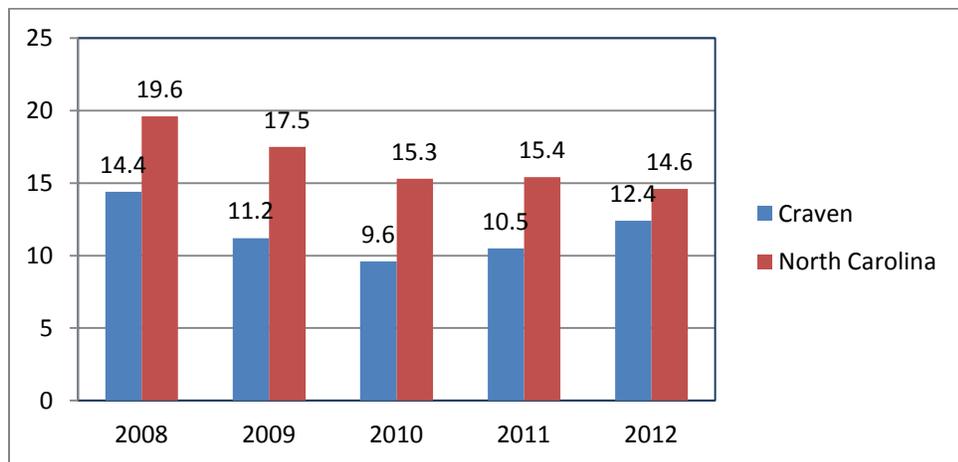
NC State Center for Health Statistics



County Health Rankings and Roadmaps  
University of Wisconsin: Population Health Institute

## Craven County Live Birth Rates

Craven County / North Carolina Live Birth Rates Per 1,000 , from 2008-2011. The current reports for the NC State Center for Health Statistics indicate that from 2008-2012 live birth rates have decreased by 11.3%.



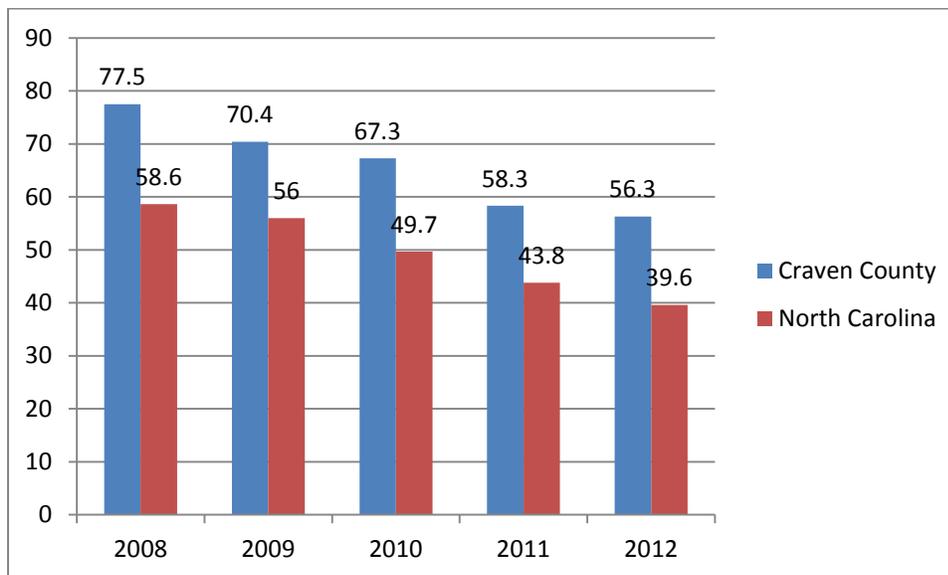
NC State Center for Health Statistics

## Infant Mortality

	Year	White Infant Deaths	Minority Infant Deaths	Total Deaths	White Rate	Minority Rate	Total Rate
<b>Craven</b>	2012	12	3	15	11.2	13.0	9.2
	2011	8	4	12	7.4	15.6	7.3
	2010	9	3	12	8.4	7.5	7.0
	2009	9	7	16	7.4	15.4	9.5
	2008	7	7	14	5.8	13.3	8.1
<b>North Carolina</b>	2012	369	514	883	5.5	24.8	7.4
	2011	369	497	866	5.5	23.5	7.2
	2010	362	492	854	5.3	22.9	7.0
	2009	487	519	1,006	5.4	14.1	7.9
	2008	558	508	1,066	6.0	13.9	8.2

NC State Center for Health Statistics

## Teen Pregnancies



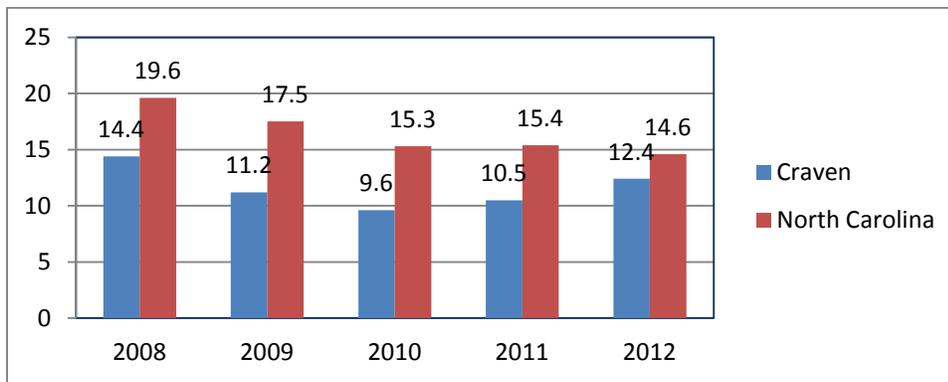
Rates per 1,000  
NC State Center for Health Statistics

## Tobacco Use

According to the 2012 Behavioral Risk Factor Surveillance Survey, 22.2% of respondents in Eastern NC report they smoke compared to the rate of 20.9% for NC.

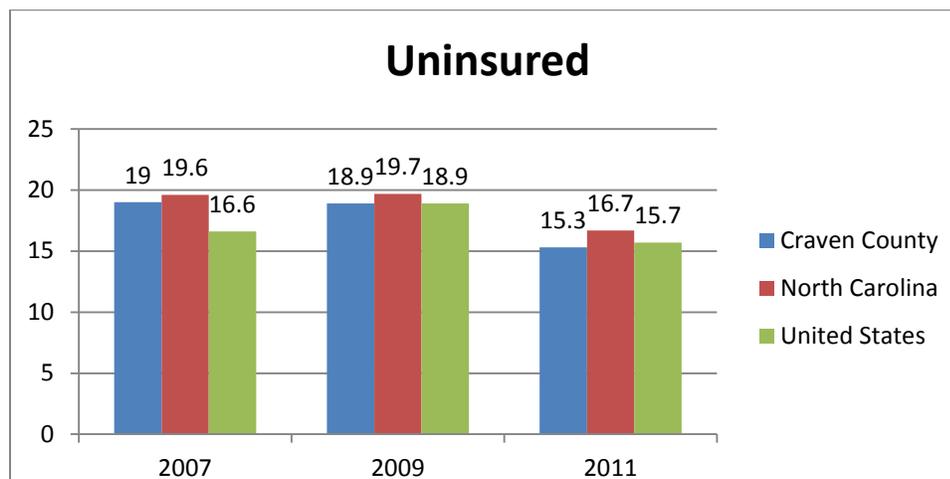
23.9% respondents in Eastern NC reported they smoked in 2011 compared to 21.8% for NC.

## HIV and AIDs Rates per 100,000 Craven County Compared to North Carolina



Rates per 1,000  
NC State Center for Health Statistics

## Uninsured



North Carolina Institute of Medicine

## Employment

	2011 Unemployment Rate	2012 Unemployment Rate	2013 Unemployment Rate
United States	8.80%	7.60%	8.90%
North Carolina	10.40%	9.00%	8.30%
Craven County	11.00%	9.40%	9.20%

NC Employment Security Commission

## Progress Made Toward Current Initiatives

### Obesity and Heart Disease:

**Goal: Reduce the incidence of obesity among Craven County residents from 30% to 29.4 of the population**

**Strategy 1:** Work with local partners to develop a plan and timeline to impact obesity in Craven County by December 31 2011. Prior to December 2011 the Health Department formed a spin off group of the Community Transformation Group Model and called it CTT for Community Transformation Team. The group includes members from community partners including CarolinaEast, Craven County Health Department, Craven County Schools, YMCA, Parks and Recreation and the local churches. The group decided to focus on childhood obesity prevention and developed a plan in 2011/2013.

Creekside Park now has 4 sand volleyball courts that are ready for play. Craven County opened the volleyball courts at Creekside Park in the spring of this year. The partners in this venture were Craven County Health Department, the Harold Bate Foundation and Crystal Coast Volleyball. We relied on the experts from the Crystal Coast Volleyball group for the design and vendors. The Health Department purchased sand for the newly constructed volley ball courts using Healthy Community Money. Craven County Parks and Rec has hosted one tournament, two leagues and several travel teams call the site their practice location. Additionally we are the home for Epiphany sand volleyball and will be the home for New Bern High Sand Volleyball when they begin a team. We have hosted a County Employee night and have a large group of adults that show up and play. We plan to host tournaments, clinics and camps in 2014 with dates TBA. This was the first multiple sand volleyball court complexes in Craven County with play happening 7 days a week this summer. The plan for 2014 includes building a fitness trail and an eighteen hole disk golf course at Creekside Park. The Centers for Disease Control and Prevention (CDC) Healthy Communities Program works with communities through local, state and territory, and national partnerships to improve community leaders and stakeholders' skills and commitments for establishing, advancing, and

maintaining effective population-based strategies that reduce the burden of chronic disease and achieve health equity.



Creekside Park Sand Volleyball Courts

**Outcome: 31.7 per 100,000 for Eastern NC**

**Strategy 2:** The “Give Your Heart a Healthy Beat” program is currently offered by Craven County Health Department. This program is an initiative towards obesity and heart disease. It is a nutrition education and behavior change program that is designed to lower the risk of cardiovascular disease, by teaching participants how to reduce body weight, triglyceride and blood cholesterol levels and lower blood pressure. This is a 14 week program that has been taught twice a year in Craven County for the past two years. Participants who put into practice what they learn each week normally see a reduction in weight and cholesterol at end of the session.

**Outcome: Total Weight Loss for both classes offered was 41.4**

## Cancer

**Goal 1 : Reduce the rate of lung cancer from 89.1 to 88.2 per 100,000.**

**Strategy 1:** Continue to promote compliance with House Bill 2 (an act to prohibit smoking in certain public places and certain places of employment) to ensure the citizens of Craven County are not exposed to secondhand smoke in restaurants, bars, and other public venues.

**Outcome: 87.6 per 100,000.**

**Goal 2: Reduce the rate of prostate cancer from 195.5 to 193.5 per 100,000.**

**Strategy 1:** Promote awareness of Prostate Cancer to African American men by providing educational presentations to the African American churches.

For the past fifteen years Craven County Health Department under the leadership of its medical director has been educating African Americans (AA) about preventive measures to detect and treat prostate cancer. In addition, we have removed barriers to care and provide access to care and therapy. The last report sent to us from the NC Cancer Registry on September 18, 2012 is as follows: “Craven County Mortality rate for AA seems to be a decreasing trend since 2003-2007”.

**Strategy 2,** For the last three years a coalition which consisted of the health department, CarolinaEast, The American Cancer Society, Man to Man support groups, local urologist and oncologist, NAACP, concerned citizens, AA Men’s Alliance, AA fraternities and sororities, and eighty plus AA churches worked to educate the community, provide access to care and provide annual screening focusing on the AA population. The Craven County Health Department partnered with CarolinaEast Medical Center to provide free prostate cancer screening to African American men annually in September. The screening held in September 2013 resulted in 160 participants. CarolinaEast provided a skin cancer screening in May 2013. Our goal is to achieve mortality parity of AA to whites in Craven County.

The only year this screening was not performed was 2012.

**Outcome: 182.2 per 100,000**

## Teen Pregnancy

**Goal :** Reduce our teen pregnancy rate from 70.4 to 69 per 1000.

**Strategy 1:** Partner with the Duke University Center for Health Policy and Inequalities Research to submit a grant proposal for funding from the NC DHHS to implement the Teen Outreach Program. Grant submission was successful and the program is in place. Teen Outreach Program finished its first full year of operation in 2013. It enrolled over 94 participants and the teen pregnancy rates in Craven County are trending down.

**Outcome: 58.3 per 100,000**

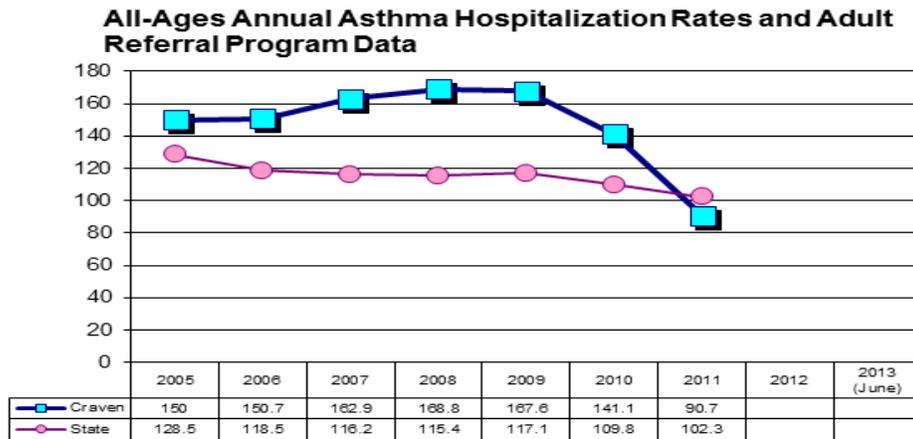
## Adult and Pediatric Asthma

**Goal : Reduce the rate of asthma related hospital admissions from 167.6 in 2009 to 152 per 100,000.**

**Strategy 1:** Partner with case managers of Community Care Plan, Merci Clinic and/or the Tri-County Health Net coalition to identify adults with un- or under-managed asthma.

- Educate health care providers about current asthma management protocols.
- Educate patients to properly recognize and manage asthma symptoms.

**Strategy 2:** Conduct triggers assessments of patient’s residences using *Healthy Homes* standards. Children’s Environmental Health / Healthy Homes began accepting referrals from the Merci Clinic (local free clinic) of adults with asthma in 2008. We hold small-group educational classes where asthma is explained, medicine delivery systems are reviewed and environmental / trigger controls are introduced. Some environmental interventions are provided and home assessments are offered. Craven County has realized a reduction in the rate of all-age asthma hospitalizations each year since inception, culminating in a dramatic drop from 141.1 in 2010 to 90.7 in 2011.



**Outcome: 90.7 per 100,000**

## Access to Care

## **Goal : Attempt to establish adult primary care services for the underserved in Craven County.**

**Strategy 1:** Write a grant proposal to Health Net, a division of Community Care Plan of Eastern NC to fund one LPN (licensed practical nurse). The health net grant was successful and the adult primary care program was started in October 2011.

**Strategy 2:** Gain county cooperation to utilize a combination of existing contract monies and non-categorical aid-to-county funding to subsidize the clinic. The county agreed to this initially; however the clinic was so successful that it became profitable within the first year so we really did not need the aid to county money for the clinic. Approximately 50% of our adult primary care patients were unassigned Medicaid patients.

**Strategy 3:** Attain provider status from Medicaid and Medicare as an adult primary care provider. This has been put in place.

**Outcome: Adult Primary Care Clinic is now in its' second year of operation and is doing well.**

## **Environmental Health Progress**

- The goal of the Food, Lodging and Institution (FLI) section is to protect the health of the public by ensuring food safety and sanitation in permitted establishments. The "Ten Essential Services of a Health Department" list 100% compliance with regards to mandated inspection frequency for FLI establishments as a requirement for all Health departments. Craven County Environmental Health is currently meeting this mandate.
- October of 2012 saw the State of NC adopt the FDA Food code as their regulatory standard. This setup a consistency standard for all states in the U.S. In addition to the introduction of the FDA food code on a local level our FLI staff have successfully attempted to and continue to strive to, meet additional voluntary national retail food regulatory program standards.
- Passage of a Board of Health rule addressing the construction, operation and sanitation of seafood markets and seafood sales vehicles in Craven County was made effective January 2012.
- NOTE \_ Please use asthma chart showing genesis and continuation of our program and matching declining rates of attacks to illustrate progress for that program.
- Individuals that are infected with rabies virus and exhibiting signs of the disease almost always die. The goal of the Animal Rabies Control Section is to promote public health by attempting to isolate the human populace from the rabies virus that cycle in the wild. This is accomplished primarily through two measures. The first is to keep stray animals off the streets. These strays may have come in contact with wild animals that are exposed to the rabies virus. This way the potential for them to spread the virus to humans is greatly reduced. The second method is to ensure the timely vaccination for rabies virus of domesticated dogs, cats and ferrets that people

keep as their pets. Keeping these animals current on their vaccinations helps to reduce the possibility of these animals being exposed to the virus in the wild, thereby reducing the potential for exposure of the owners and their families to the virus. Our Shelter Supervisor and all of our Animal Control officers have recently become certified rabies vaccinators. This allows our staff to vaccinate animals with 1-year rabies vaccinations prior to adoption or reclaim of animals from our shelter. It is also believed that implementation of this measure will reduce the amount of time spent by staff in the legal follow-up of adopted animals that did not receive their vaccination as required by law after being adopted from the shelter.

- This year we investigated expansion of the Craven Pamlico Animal Services Center, CPASC. Currently there are times when because of lack of sufficient space we have to turn owners away that wish to turn in their animals. The population of Craven County now exceeds 100 thousand residents and with the increase in population of humans comes an increase in the number of pets. Pets that are not spayed or neutered produce more offspring so these populations will continue to grow in the future.
- All animals that are now adopted from our shelter are now implanted with identification chips. The ID chips we use are universal chips that are readily recognizable not only in the US but also overseas. With the large transient military population of our county we decided it best to go with this universal chip when we implemented this program. Use of the chip should assist us in our future attempts to reunite owners with lost pets.

## **Emerging Issues:**

### **Affordable Care Act:**

- NC chose not to expand Medicaid denying many Craven County residents increased access to care.
- Many working residents have received insurance cancellation notices only to find there are no affordable replacements.

### **Federal and State Budget Cuts**

- Potential for cuts in Federal Block Grants due to ACA
- Potential for deletion of cost settlement due to planned privatization of Medicaid
- Cuts could result in a decrease of services and access to care

### **Substance Abuse**

Pride Surveys were completed in Craven, Jones, Carteret, Onslow and Pamlico County Schools. Pride Surveys are a helpful resource which assists local schools in measuring the number of students who participate in alcohol, tobacco and other drug use. Additionally, Pride Surveys can

measure behavior on many crucial issues that can affect learning: family, discipline, safety, activities, gangs, and more. (NC Centers for Prevention Resources)

### **% of 9-12<sup>th</sup> Graders Reporting 30-Day Drug Use By County In Pride Surveys 2013**

<b>Location</b>	<b>Cigarettes</b>	<b>Alcohol</b>	<b>Marijuana</b>	<b>Prescriptions</b>
<b>Carteret</b>	20.8	32.4	23.7	8.4
<b>Craven</b>	14.6	28.0	17.3	7.9
<b>Jones</b>	7.8	6.3	4.6	3.0
<b>Pamlico</b>	27.5	36.3	17.5	8.8

Nationally, among people 35 to 54 years old, unintentional poisoning caused more deaths than motor vehicle crashes (Centers for Disease Control and Prevention) and nearly nine million 12-17 year olds report that they can get prescription drugs illegally in a day and 5 million report that they can get them within one hour (National Center on Addiction and Drug Use, Columbia University).

## **New Initiatives:**

### **Inpatient Hospice:**

- CarolinaEast Medical Center and CarolinaEast Foundation to build a turnkey Hospice facility
- Much needed facility to provide a place for Hospice patients to receive pain and symptom control in a peaceful and serene setting
- CON due in February of 2014

### **Substance Abuse**

- Promote the safe disposal of medications in efforts to decrease misuse/abuse and poisoning and eliminate the potential for medications to be leached into our environment.
- Assist with take back events offered in the community.
- Provide support of the local Coastal Coalition for Substance Abuse Prevention (CCSAP) in efforts to decrease underage drinking and decrease the abundance of prescriptions medications available which are being diverted for abuse within Craven County.

### **Federally Qualified Health Center Application**



The Craven County Health Department received approval from the Board of Health and the County Commissioners to pursue a federally qualified health center application. In the spring of 2014 there is a scheduled request for applications for over 300 new starts. If all goes well Craven County will receive one of those grant awards which would mean \$650,000 in base funding towards primary care services, enhanced reimbursements from Medicaid and Medicare, federal student loan repayments for medical providers that choose to work for us and 340B pricing on prescription medications.

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## Distribution Plan

This SOTCH report shall be distributed to the public within sixty (60) days of NC DHHS approval.

The report will be distributed via the following methods:

- The report will be posted on the Craven County Web site
- The Craven County Board of Health and County Commissioners will receive a copy
- The Community Partners linked to the Community Health Assessment Process shall receive copies of the report
- A copy of the report will be provided and available at the Craven County Library
- A synopsis of the report will be released in the local newspaper (The Sun Journal)
- Other methods identified by staff and community partners

## Contact Us

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