



2019 State of the County Health Report

Craven County, NC

About the State of the County Health Report

The North Carolina Division of Public Health requires local health departments to conduct a comprehensive community health assessment every three to four years. During the interim years, local health departments are responsible for issuing an annual report, known as the State of the County Health (SOTCH) Report.

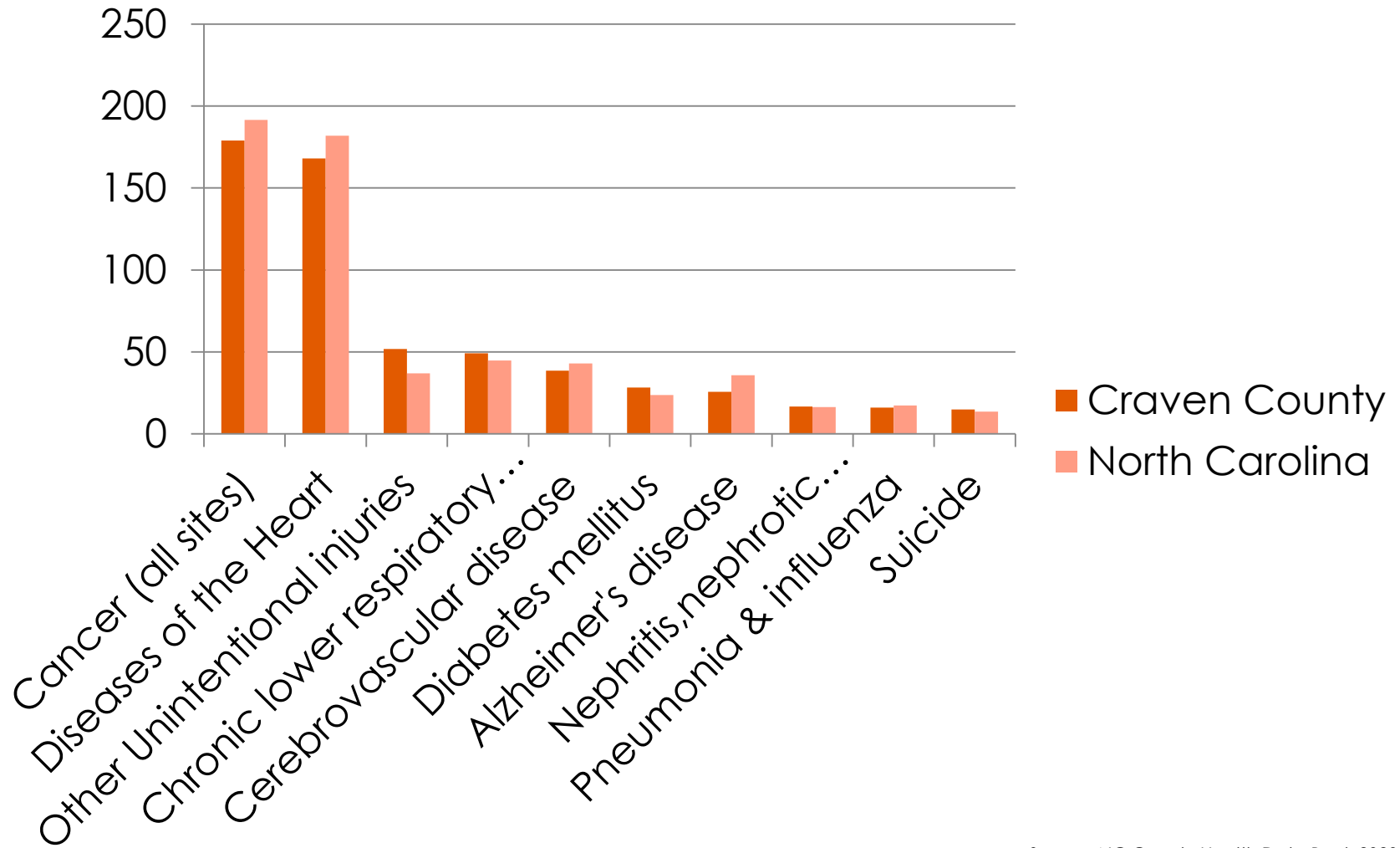
The Craven County Health Department is pleased to release the 2019 SOTCH Report. This report provides an annual review of the health of the community, tracks progress in addressing priority health issues, and identifies new initiatives and emerging issues that affect the health status of county residents.

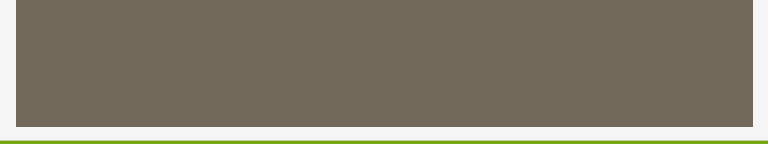
Craven County At A Glance

Demographics	Craven County	North Carolina
Population, 2018 estimate	103,505	9,535,483
Race, 2018 estimate		
White	70.0%	68.5%
Black or African American	22.4%	21.5%
American Indian or Alaska Native	0.5%	1.3%
Asian	2.0%	2.2%
Ethnicity, 2018 estimate		
Persons of Hispanic or Latino origin	6.1%	8.4%
Median Household Income, 2013-2017	\$49,391	\$50,320
Per Capita Income, 2013-2017	\$26,830	\$28,123
Persons below poverty level, 2013-2017	15.4%	16.1%

Craven County

Leading Causes of Death per 100,000 (age-adjusted), 2014-2018





The previous slide represents the leading causes of death for Craven County in comparison to North Carolina from 2014-2018. *Data for 2019 will not be available until late 2020.* The top 5 leading causes of death for Craven County are ranked as follows: 1) Cancer (all sites), 2) Diseases of the Heart, 3) Other Unintentional Injuries, 4) Chronic Lower Respiratory Disease, 5) Cerebrovascular Disease. Cancer deaths occur within five sites: colon/rectum, pancreas, trachea/bronchus/lung, breast, prostate.

When the 2018 CHA was released the top 5 leading causes of death were ranked as follows: 1) Cancer (all sites), 2) Diseases of the Heart, 3) Chronic Lower Respiratory Disease, 4) Other Intentional Injuries, 5) Cerebrovascular Disease.

While we saw a slight decrease in cancer, cerebrovascular disease and Alzheimer's as causes of death; all other areas experienced an uptick. The most significant increase was Other Intentional Injuries going from an age-adjusted rate per 100,000 of 40.2 in the 2018 CHA to 51.8. It also moved from the 4th ranking cause of death to ranking 3rd.

Suicide was not in the top 10 leading causes of death for the 2018 CHA, but has since moved to the 10th spot.

2018 Community Health Assessment (CHA) Summary

The purpose of a CHA is to examine the health issues and status of communities within the county and to identify health priorities. Those priorities will be the focus of the Community Health Improvement Plan (CHIP).

Priority Areas Identified

- Access to Care
- Behavioral Health
- Chronic Disease Prevention

Progress – Access to Care

In May of 2019, the Craven County Health Department implemented Behavioral Health services for patients. A full time licensed clinical social worker (LCSW) was hired to screen and counsel patients with mild mental health and/or substance use issues. CCHD also partnered with East Carolina University to provide tele-psychiatry services to our behavioral health patients. A total of 317 patient visits were logged in 2019 with projected visits for 2020 to be 1,267. All services are provided on a sliding fee scale.

A mobile WIC (Women, Infant, Children) clinic was held at Craven Terrace in October.

Craven Area Rural Transit System (CARTS) had a total of 6,782 usage stops on the Yellow loop and 6,843 usage stops on the Red loop for FY 2018-2019. These loops have stops for health services to include but not limited to: hospital, primary care, dental, and pharmacy services.

CarolinaEast Health System subsidized \$95,005,000.00 in cost for services to patients. CarolinaEast Foundation Patient Assistance Program provided \$238,042.00 in aid for medical related services. All financial aid was for FY 2018-2019.

Trillium Health Resources served a total of 4,408 Craven County residents through the Trillium Provider Network. Residents were seen as follows: 3,442 for mental health, 1,059 for substance use and 494 for intellectual development disorder (*numbers may reflect services for dual diagnosed*).

Progress – Access to Care

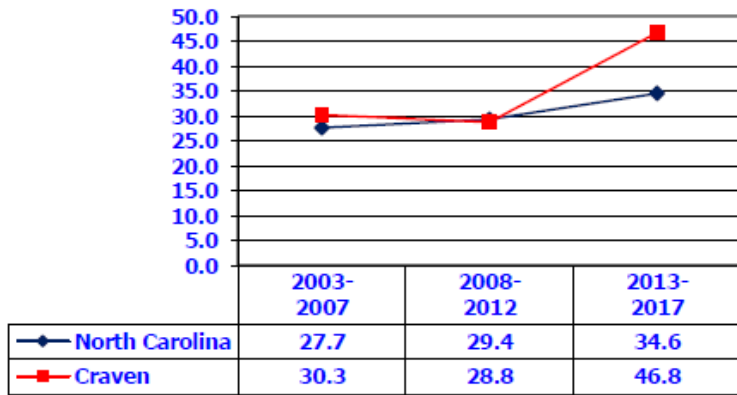
The Craven County Health Department and CarolinaEast Medical Center have posted the 2018 CHA (including the Community Medical Guide) to their websites. There have been a total of 993 page views to pages that link to the Community Medical Guide.

SECU Comprehensive Cancer Center at CarolinaEast Medical Center - This collaboration gives CarolinaEast access to the latest advances in prevention, detection and treatment coming from UNC Cancer Care—a top-tier comprehensive cancer center as recognized by the National Cancer Institute. Instead of traveling long distances to receive cancer treatments, area residents can now get care close to home.



Behavioral Health problems continue to impact Craven County. Substance use and abuse, unintentional and accidental overdose, and suicide deaths are continuing to climb.

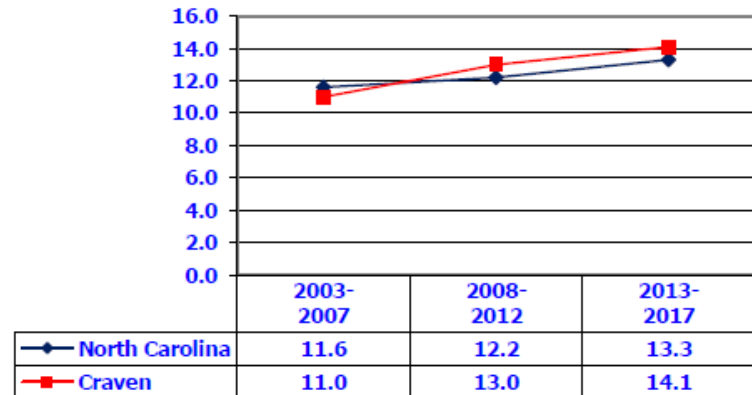
18. Age-Adjusted Unintentional Injury Death Rates per 100,000 Residents (excluding Motor Vehicle Deaths)



Death from Other Intentional Injuries (to include overdose) has dramatically increased from an age-adjusted rate per 100,000 of 40.2 in the 2018 CHA to 51.8 per 100,000. Other Intentional Injuries has moved from the 4th ranking cause of death to the 3rd ranking.

The chart below shows that the age-adjusted suicide rate per 100,000 in 2007 was 11.0. As of 2018 the rate has jumped to 14.9 per 100,000.

20. Age-Adjusted Suicide Rates per 100,000 Residents (Healthy NC 2020 Target=8.3)



Progress – Behavioral Health

(Mental health and Substance use)

The Craven County Health Department partnered with Craven Community College to hold a QPR (Question, Persuade, Refer) training for suicide prevention in January of 2019. This training was open to the public and 42 people registered to attend.

Mental Health First Aid (MHFA) is a public education program that helps participants identify, understand, and respond to signs of mental illnesses and substance use disorders. This is a 8-hour certification course that helps a layperson assist someone experiencing a mental health crisis. Trillium Health Resources offers this class to professionals and the public at no cost. There were a total of 10 Adult Mental Health First Aid classes taught in Craven County in 2019. There was also one Youth Mental Health First Aid class taught.

In the fall of 2019, nasal naloxone was made available to local health departments from the North Carolina Department of Health and Human Services, Division of Public Health. The Craven County Health Department then distributed 50 doses to the Craven County Sheriff's office and 4 doses to Riverbend Police Department.

OD Map is an overdose tracking system used nationwide by many law enforcement and first responder agencies. From January 1, 2019 to December 31, 2019, a total of 130 naloxone administrations were logged by the agencies that use OD Map in Craven County. **this data is provisional and may be subject to change*

Progress – Behavioral Health

(Mental health and Substance use)

C5 (*Community Collaborative for Craven County Children*) held its annual Embrace Recovery Rally in September. Due to the addiction problem in our community this rally is essential in conveying the message that there is hope in recovery from addiction. The rally is a free community event that engages the public through music, food, speakers, children's activities, and vendor booths. Vendor booths include the areas of: prevention, treatment, recovery and/or support services. In September of 2019 this event had 41 vendors and saw an estimated attendance of 500 people.

Awareness Public Service Announcements were developed and played through local radio media. One PSA ran the week before the spring Drug Take Back event. The content cautioned listeners about overdose and provided information on how to safely store and dispose of medication. Two other PSAs ran in the fall; one targeted teens and the dangers of vaping, the other ran during the Christmas holiday and focused on stress management as a way to prevent relapse of drug use. A total of 93 thirty second radio spots ran during 2019 and were funded by the Craven County Health Department through the Healthy Communities program.

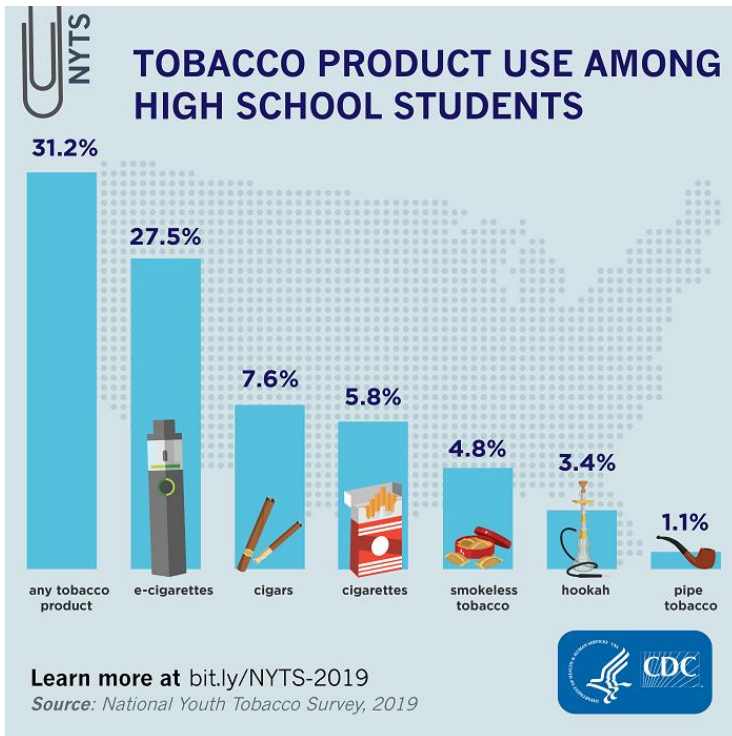
The New Bern Police Department held two Drug Take Back events at Realo Discount Drugs. These events are opportunities for the public to safely and properly dispose of unused and expired medications. The Craven County Health Department was on site to provide educational materials. In April, the police department collected 131.52 pounds of medication and in October they collected 114.58 pounds of medication at the Drug Take Back events.

Progress – Chronic Disease Prevention

Health Educators from the Craven County Health Department partnered with the Boys and Girls Club of New Bern to teach *Healthy Habits* to club participants. *Healthy Habits* is a 13 week program that is designed to incorporate healthy living and active learning in every part of the Club Experience. *Healthy Habits* emphasizes good nutrition, regular physical activity and improving overall well-being. The program is for ages 6 to 15. An average of 35 kids participated each week.

The NC Minority Diabetes Prevention Program is an evidence-based CDC-recognized 12-month lifestyle change program designed to prevent or delay type 2 diabetes. This program uses the Prevent T2 curriculum to promote weight loss through healthy eating and increased physical activity. Participants actively engage in weekly lessons and learn things such as tracking food and physical activity, stress management and coping skills. The program is taught by a Health Educator from the Health Department that has been certified as a Lifestyle Coach. The FY 2018-2019 cohort of 9 participants finished the program in September of 2019 with a total class weight loss of 82.4 pounds. Current participants in the class (cohort of 7) have collectively lost 18.2 pounds. The current cohort ends in September 2020.

Community events – The Craven County Health Department participated in 29 community events in 2019 (not including weekly participant classes). When participating in events the booth display covers topics such as heart health, physical activity, healthy eating, diabetes prevention, stress management and smoking cessation. Health education is provided for civic clubs, churches, organizations, businesses, youth groups, and non-profit organizations.



Emerging Issue

Increased “E-cigarette” use: Electronic nicotine devices, also known as “E-cigarettes” and “vapes” have become a huge issue amongst youth and adults. Contributing factors include ease of access, marketing strategies that target youth, and misconceptions that they are safe.

Recent increases in the use of e-cigarettes is driving increases in tobacco product use among youth. The number of middle and high school students using e-cigarettes rose from 3.6 million in 2018 to 5.4 million in 2019—a difference of about 1.8 million youth.

https://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/tobacco_use/index.htm

Strategies to decrease E-cigarette use

- Mass media and messaging campaigns on FaceBook and radio
- Community Education
- Work with youth to develop a PSA on the dangers of E-cigarette (vape) use
- VapeOut Take Back events twice a year
- Promotion of Quitline NC

In the community...



Embrace
Recovery Rally



Drug Take Back



VAPEout!

In the community...



Festival of Fun



Stop the Cravin



Veteran's Stand Down



A presentation of this SOTCH report is made to the Craven County Board of Health. This report is also shared with key stakeholders, community partners and other agencies.

If you have any questions about the information in this report please contact:

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Craven County Health Department (252) 636-4920.

A link to the report will be posted on the Craven County Health Department's website www.cravencountync.gov.