



2016 State of the County Health Report

Craven County, North Carolina

BACKGROUND

All North Carolina Health Departments conduct Community Health Assessments (CHA) every three to four years and a State of the County Health Report (SOTCH) is prepared during intervening years. Craven County's most recent CHA was completed in 2014. Primary data was collected through community opinion surveys adapted from the NC Division of Public Health Community Assessment Guidebook. In addition, secondary data was collected, reviewed and compared to data from North Carolina and peer counties.

The 2014 Community Health Assessment planning team reviewed the data and chose the top priorities for Craven County. The top three health priorities are: 1) Substance Abuse, 2) Obesity, and 3) Behavioral/Mental Health for years 2014-2017.

This report highlights activities implemented over the past year to address the selected priority health areas. A presentation of this report is given to the Board of Health and a press release is issued to local media outlets.

To access the 2014 Community Health Assessment or the 2016 SOTCH report visit:

<http://www.cravencountync.gov/departments/hth/hthmain.cfm> or contact Diana Vetter Craft at dvettercraft@cravencountync.gov or 252-636-4920 ext. 2128.

Craven County 2014-2017 Health Priorities

- ◇ **Substance Abuse**
- ◇ **Obesity**
- ◇ **Behavioral/Mental Health**

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Take a Look Inside!

County at a Glance

Leading Causes of Death

Improvements towards Health Priorities

Emerging Issues/New Initiatives

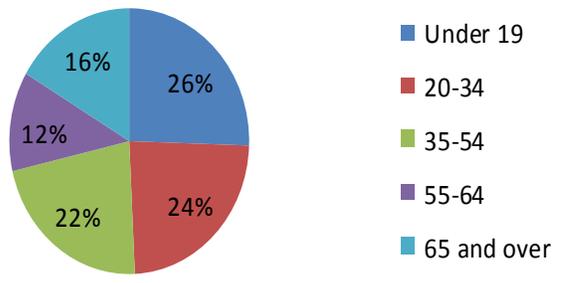
MISSION: The mission of the Craven County Health Department is to build upon the history of public health while responding to the dynamics of the growth of our county and the changing priorities of the health system.

County at a Glance

Craven County is located in the coastal plains region of eastern North Carolina at the confluence of the Neuse and Trent rivers. Geographically the county is defined by land and is approximately 708 square miles with a water area of 65 square miles. Surrounding counties include Beaufort to the northeast, Pamlico to the east, Carteret to the southeast, Jones to the southwest, Lenoir to the west, and Pitt to the northwest. Craven is comprised of eight (8) municipalities with New Bern being the county seat.

According to the US Census Bureau, the 2015 population estimate for the county is ~ 103,451 residents. Craven’s population is racially comprised of 72.2% Caucasian, 21.6% African American, 7.2% Hispanic, 2.7% Asian, 0.7% American Indian/Alaska Native, 0.2% Native Hawaiian/Pacific Islander, and 2.7% identify with two or more races.¹ In 2015, the median age for Craven County was 35.9 years.¹ The following chart shows the overall age distribution for the county.

Population Distribution by Age, Craven County, 2011-2015

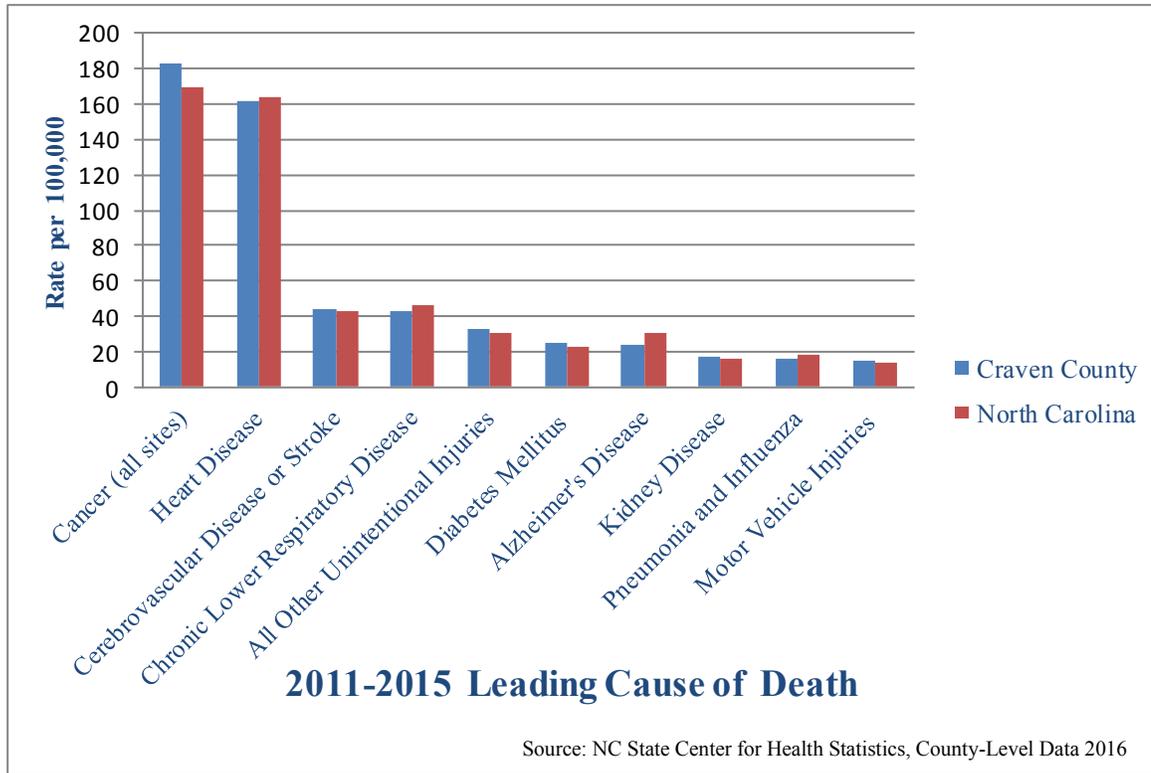


The median household income is \$47,985 and our poverty rate is 15.5%.¹ During 2016, the unemployment rate was at 5.2%, a decrease from 6.1% in 2015.²

The top ten employers in the county are: Department of Defense, Craven County Schools, CarolinaEast Medical Center, BSH Home Appliances Corporation, Wal-Mart, Moen Incorporated, Marine Corps Community Service, Craven County Government, Craven Community College and Holden Temporaries, Inc.³

Source: US Census Bureau, 2011-2015 American Community Survey

2016 Craven County Leading Causes of Death Compared to North Carolina



In 2016, Cancer was the Leading Cause of Death in Craven County followed by Heart Disease and Stroke.

The above graph represents the leading cause of death (age adjusted rates) in Craven County compared to North Carolina during 2011-2015. *Data for 2016 will not be available until the fall of 2017.* Cancer is the leading cause of death followed by Heart Disease and Stroke for Craven County. The majority of cancer deaths occur within five sites (categories): colon/rectum, pancreas, lung/bronchus, female breast and prostate.

When compared to North Carolina, Craven County had higher death rates in 2016 for cancer, stroke, all other unintentional injuries, diabetes, kidney disease, and motor vehicle injuries. Though heart disease is still a top leading cause of death for Craven County, the rates have decreased from 165.6 per 100,000 population in 2015 to 161.3 per 100,000 population in 2016.⁴

High blood pressure, elevated cholesterol, diabetes, obesity/overweight, poor nutrition and limited physical activity, tobacco use, and substance abuse are the most prevalent risk factors that increase the chance of an individual developing several of the leading causes of death. To address these diseases and injuries, the Craven County Health Department has developed action plans to focus primarily on improving the risk factors associated with chronic disease and behavioral health.

In addition, Craven County groups, coalitions and organizations have also implemented programs and activities that address these leading causes of death and many are outlined in this report.

Every attempt has been made to summarize the major activities occurring within Craven County to address the priority health areas, but some programs may not be represented in this report. Please contact Diana Vetter Craft, Craven County Health Department, at 252-636-4920 x. 2128 or dvettercraft@cravencoutnync.gov to ensure your information regarding your program is included in future reports.

Health Priority: Obesity (Physical Activity and Nutrition)

Goal: Reduce the incidence of obese adults in Craven County from 34% to 30% of the population.

Goal: Reduce the rate of individuals (Eastern NC including Craven County) who report they have a Body Mass Index (BMI) greater than 25, from 69.3% to 67.3%.

Obesity is a leading health issue in Craven County and North Carolina. According to the 2014 Community Health Assessment, 28.4% of respondents surveyed reported to being overweight or obese.⁵ Obesity results from a combination of causes including individual behaviors and genetics as well as contributing factors. Behaviors can include dietary patterns, physical activity and inactivity, medication use and other exposures.⁶ Contributing factors can include socio-economic status, the physical environment, and food environment.

Being overweight or obese can complicate existing health problems which can increase a person developing chronic diseases or health conditions, and can substantially reduce their quality of life. According to the Centers for Disease Control (CDC), having a healthy diet and regular physical activity is also important for long term benefits and prevention of chronic diseases such as Type 2 diabetes and heart disease.⁶

Activities:

Women, Infants, and Children (WIC) Program: The Craven County Health Department partnered with Interfaith Food Shuttle to offer the “Cooking Matters at the Store” tours. The tour is an interactive activity designed to help participants, specifically WIC Clients, choose healthy foods within a budget. **Breastfeeding Support Group:** The breastfeeding support group meets monthly for residents to learn about breastfeeding and discuss any issues or concerns.

Parks and Recreation: Partnered with Craven County Health Department to promote healthy eating and physical activity tips through message boards located at Creekside, Havelock, Rocky Run and West Craven parks.

“Play Together” Accessible Playgrounds: Trillium Health Resources provided grant opportunities to applicants (Parks and Recreation) to build inclusive playgrounds for individuals of all ages and abilities to play together outside. Grants were awarded to Dover Park, Creekside Park and Walter B Jones Park.



PLAY TOGETHER
CONSTRUCTION GRANTS FOR
ACCESSIBLE PLAYGROUNDS

Give your Heart a Healthy Beat: Craven County Cooperative Extension partnered with Craven County Health Department to offer a 14 week program designed to educate residents on how to change eating habits along with lifestyle changes to help prevent the risk for heart disease and stroke. Participants learn new cooking skills, how to prepare healthy meals and are encouraged to exercise.

Diabetes Prevention Program (DPP): The Craven County Health Department and Realo Discount Drugs offer Craven County residents (who have prediabetes or are at risk for developing diabetes), a 12 month comprehensive lifestyle change program to prevent or delay the onset of Type 2 diabetes. Participants learn how to eat healthy, cope with stress, and incorporate physical activity into their daily activities.



Craven County Cooperative Extension: 4-H Youth Development Program Cooperative Extension offers children ages 5-19 to learn about healthy eating habits along with life skills. **Extension Master Gardener Program:** This program is designed to teach skills to volunteers on developing gardens, lawns and landscapes.

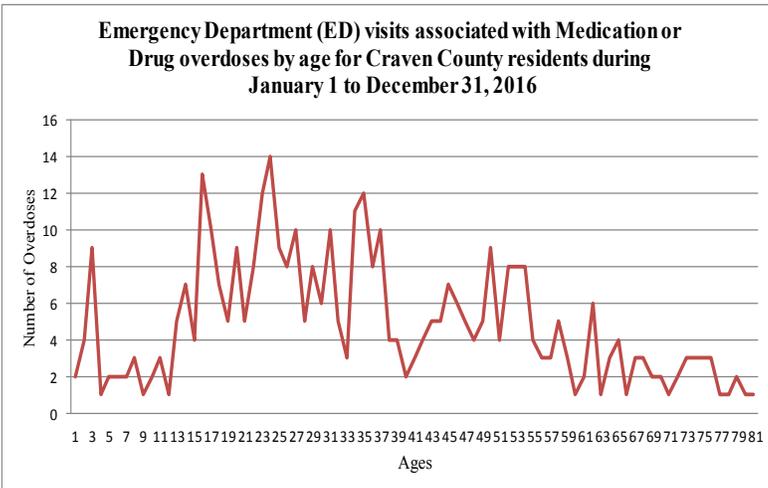
Health Priority: Substance Abuse

Goal: To decrease unintentional drug or medication overdoses.

Goal: Increase the number of prescribers and dispensers who are using the NC Controlled Substances Reporting System (NCCRS) from 158 to 183.

Goal: Decrease the percentage of students (8th, 10th and 12th grades) from 6.5% to 4.0% , who reported using prescription drugs in the past 30 days.

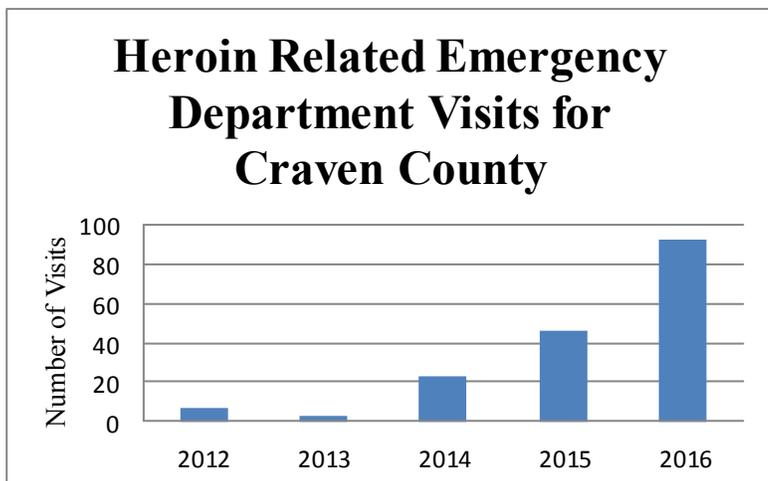
Substance Abuse is a major health problem locally as well as nationally. According to the National Substance Abuse and Mental Health Services Administration (SAMHSA) 2015 national survey, an estimated 27.1 million people aged 12 or older used an illicit drug which continues to be driven by marijuana use and the misuse of prescription pain relievers.⁷ Additionally, an estimated 52 million people aged 12 or older were current cigarette smokers and 7.7 million 12-20 years olds reported drinking alcohol.⁷ In Craven County, the misuse and abuse of alcohol, prescription medications, illicit drugs and tobacco are growing problems among our adults and teens.



Source: North Carolina Disease Event Tracking and Epidemiologic Collection Tool, 2017.

Using the North Carolina Disease Event Tracking and Epidemiologic Collection Tool (NCDETECT) system, the total number of emergency department visits associated with medication or drug overdoses for Craven County during 2016 was 394.

The graph to the left represents the medication or drug overdoses by age for Craven County residents from January 1 to December 31, 2016. During this timeframe, the average age of medication or drug overdoses was 46.3 years old, with an age range of less than one (1) to ninety (90). Additionally, the majority of residents were from Havelock, New Bern and Vanceboro.



Source: North Carolina Disease Event Tracking and Epidemiologic Collection Tool, 2017.

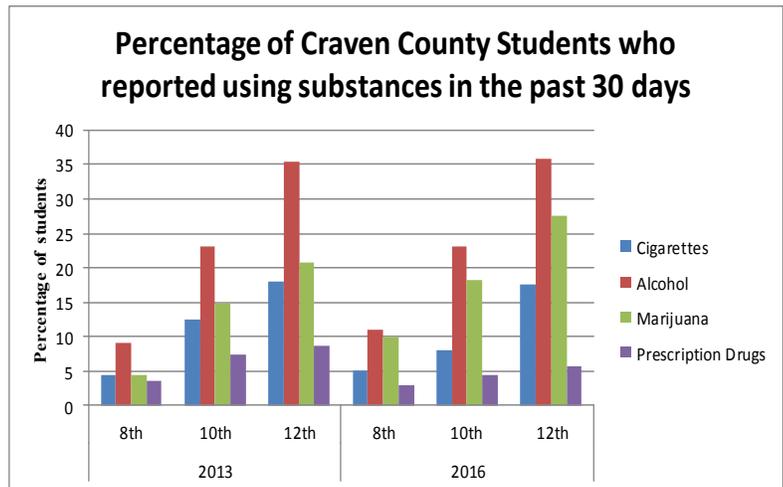
The graph to the left represents the Heroin related emergency department visits from 2012 to 2016. In 2012, there were seven (7) visits in comparison to the ninety-three (93) visits during 2016. As seen in the graph, Craven County has seen a significantly increase in visits over the past four years.

Out of the 93 heroin related emergency department visits, sixty-six (66) were from the young adult (25-44) age group.

Continued from Page 5

In 2013 and 2016, Craven County Schools conducted the Pride Risk and Protective Factor Questionnaire to survey students on substance abuse and safety.

The table to the right portrays the percent of youth who reported using alcohol, cigarettes, marijuana and prescriptions drugs (non-medical use) within in the past 30 days compared from 2013 to 2016. In 2016, youth substance abuse has increased in alcohol and marijuana amongst all ages. Additionally, youth prescription drug use has decreased amongst all ages from 2013 to 2016.



Source: 2013 and 2016 Pride Risk and Protective Factor (PRIDE) survey

Activities:

Coastal Coalition for Substance Abuse Prevention (CCSAP)-Craven County Task Force:

CCSAP-Craven County Task Force partnered with West Craven, New Bern and Havelock High Schools to encourage students to participate in the “Prom Pledge.” The Prom Pledge is to get students to sign pledges stating they would remain alcohol free during their prom.

Alcohol Purchase Surveys:

CCSAP conducted alcohol purchasing surveys to identify stores that asked for identification when purchasing alcohol products.

Medication Drop Boxes:

CCSAP continues to promote the medication drop boxes located at Havelock Police Department, New Bern Police Department and Craven County Sherriff’s Department.



Operation Medicine Drop Off: Local Law Enforcement offer residents medicine drop off events throughout the year to collect unused or expired medications.

Craven County Hospice: Craven County Hospice Staff promote the use of the local drop boxes to caregivers. Additionally, the staff will monitor medications and offer small lock boxes to caregivers to help reduce any misuse of prescriptions.

Embrace Recovery Rally: Community Coalition for Craven County Children (C5) partnered with various organizations to offer an event to educate community residents about recovery from addiction.



EMBRACE RECOVERY RALLY
There is HOPE for Recovery From Addiction!
OUR FAMILIES, OUR STORIES, OUR RECOVERY!

SEPT. 23, 2016 - 6-9 PM
Location: UNION POINT PARK
Live Music by: The Wannabees

SEPTEMBER National Recovery Month
• Prevention Works
• Treatment is Effective
• People Recover

Health Priority: Behavioral Health

Behavioral Health has emerged as a major health problem for Craven County. Substance abuse, unintentional and accidental overdose, access to behavioral health providers and suicides remain top concerns for Craven County related to behavioral health. In 2016, all other unintentional injuries, which includes overdoses, was the fifth leading cause of death and suicide was the 11th leading cause of death for Craven County.

The map to the right represents suicide death rates by county that occurred during 2011-2015. During 2011-2015 the total death rates from suicide (13.8 per 100,000 population) increased slightly (13.4 per 100,000 population) since 2010-2014.⁸ Craven County's highest rate of suicide deaths occurred among non-Hispanic white males (26.6 per 100,000 population) during 2011-2015.⁸

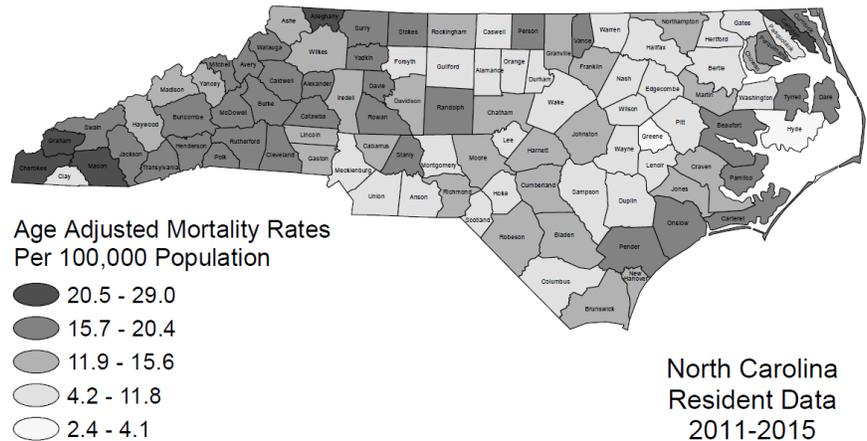


Figure 18.B

Source: NC Vital Statistics, Volume 2: Leading Causes of Death 2015.

Activities:

Rachel's Challenge: Craven County Schools partnered with Trillium (Management Care Organization, MCO) to bring Rachel's Challenge to the schools. Rachel's Challenge teaches students to start a chain reaction of kindness and compassion. The program focus is to make schools safer, more connected places where bullying and violence are replaced with kindness and respect; and where learning and teaching are awakened to their fullest.



Mental Health First Aid: Craven County Health Department partnered with Trillium to offer Mental Health First Aid training to staff. Mental Health First Aid training provides skills on how to assist someone experiencing a mental health or substance use-related crisis.



Emerging Issues/New Initiatives

Emerging Issues

Mental Health and Substance Abuse Services for youth and adults: Craven County continues to have a growing need for behavioral health services available to youth, adults and families. The Systems of Care Collaborative, a multi-sectorial partnership, is working to develop a behavioral health network for youth, families and adults. In addition, the collaborative is working to provide families the tools and resources to access behavioral health services.

Increased Heroin use: Heroin is a growing issue for young adults in Craven County. In 2016, Craven County had a significant increase in emergency department visits related to heroin. A contributing factor is the ease of access to opioid painkillers. According to the Centers for Disease Control (CDC), people who are addicted to prescription opioid painkillers are 4 times more likely to be addicted to heroin.

Increased “e-cigarettes” use: E-cigarettes or “vapes” are growing in use among adults and youth. Contributing factors include ease of access, marketing strategies that target youth, and misconceptions that they are tobacco-cessation product.

Disease Outbreak– Zika: In 2016, active Zika cases continued to be prominent in countries in South America. During 2016, Craven County had two confirmed cases of Zika, both were pregnant women. Craven County Health Department receives regular guidance from NC Public Health regarding follow up care of persons exposed to emerging illnesses.



New Initiative

Federally Qualified Health Center– Havelock Site: In December 2016, Craven County Health Department received notice that they were awarded a Health Resources and Services Administration (HRSA) three year grant to establish a new satellite medical office in Havelock. The satellite office will provide a medical home to residents for primary care services. The Havelock site will open mid-spring 2017.

New Inpatient Hospice Update: Although the 2014-2016 timeframe projected beginning the process of building a Hospice facility, this has been delayed. The Health Department continues to work towards growing their current Home Hospice program through a marketing campaign to insure sustainability of the inpatient unit. The agreement between CarolinaEast Medical Center and CarolinaEast Foundation to build a freestanding inpatient unit remains.

CarolinaEast Medical Center Comprehensive Cancer Center: CarolinaEast Medical Center partnered with UNC Health Care to design and develop a comprehensive cancer center which will expand the number beds/chairs for cancer care and treatment.

Minority Diabetes Prevention Program (MDPP): Craven County Health Department received funds from North Carolina Division of Public Health to offer a year long minority diabetes prevention program. This program will focus on targeting minority populations that are pre diabetics or at risk for developing diabetes.

Health Department Highlights

The Craven County Health Department has been very busy within in the last year.

Administrative: Implemented a new sliding fee scale to help make services more affordable for residents. Secured funds to open a satellite office in Havelock.

Animal Control: Started construction to expand the Craven Pamlico Animal Services Center. Provided 768 rabies vaccinations and implanted 507 microchips to county dogs and cats.

Clinical Services: Completed the adult primary renovations and began seeing patients in May 2016. During the 2015-2016 fiscal year, the total visits for adult health and primary care was 6,376. On average the health department had 541 clinical visits per week during the 2015-2016 fiscal year. Craven County Health Community Health Center participated in a year long training with Health Span Solutions to focus on improving quality measures for patients with chronic diseases (i.e., diabetes, hypertension, etc.).

Environmental Health: The Environmental Health Staff completed a 5 year program self-assessment for Food and Drug Administration (FDA) voluntary regulatory program standards. The staff continue to complete 100% of all the food, lodging and institutions (FLI) inspections, including school facilities. Environmental Health staff implemented a new customer access portal for on-site wastewater permits and supportive documents.

Smile Mobile Dental Unit: The dental clinic provided dental procedures and exams on 1,814 patients.

Hospice: Staff started reviewing procedures in preparation for new Medicare requirements on improving the quality of care for patients.

Health Education: The Health Educator participated in 41 local health fairs and events throughout the county. In addition, the health educator offered a diabetes prevention program for county staff. Secured additional funding for HIV prevention.

Women, Infants and Children (WIC): The Breastfeeding Peer Counselor program was very successful, that it now is a core function of the WIC program. The WIC department served on average 3,222 clients monthly last year.

References:

1. U.S. Census Bureau, Craven County Quick Facts, available at: <https://www.census.gov/quickfacts/table/PST045216/37049,00>
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3. NC Commerce Labor and Economic Analysis Division, available at: http://accessnc.commerce.state.nc.us/docs/topEmployers/topEmp_37049.pdf
4. NC Division of Public Health, State Center for Health Statistics, County Level Data. Available at: www.schs.state.nc.us
5. Craven County Health Department Community Health Assessment 2014.
6. Centers for Disease Control and Prevention, Overweight and Obesity available at: <https://www.cdc.gov/obesity>
7. National Substance Abuse and Mental Health Services Administration (SAMHSA) 2015 National Survey on Drug Use, available at: <https://www.samhsa.gov/data/sites/default/files/NSDUH-FFR1-2015Rev1/NSDUH-FFR1-2015Rev1/NSDUH-FFR1-2015Rev1/NSDUH-National%20Findings-REVISED-2015.htm>
8. NC Division of Public Health, State Center for Health Statistics, County Level Data. Available at: www.schs.state.nc.us

Acknowledgements

A special “Thank you” to all of the community partners and staff who provided information for the State of the County Health Report!

Thank you for your commitment and dedication to help improve the health of Craven County Residents.

- Craven County Health Department

How Can you become involved?

Each of the health priorities identified in the State of the County Health (SOTCH) report are addressed by various coalitions or groups in Craven County.

You can get involved by participating in one or more of these coalitions or groups. For more information, please contact Craven County Health Department at 252-636-4920.

