
State of The County Health Report (SOTCH)

2022



Craven County Health Department

OVERVIEW

The North Carolina Division of Public Health requires local health departments to conduct a comprehensive Community Health Needs Assessment (CHNA) every three to four years. The purpose of a CHNA is to examine the health issues of communities within the county and to identify health priorities that will be the focus for community health improvement for the next three years (2022-2024). Upon completion of the CHNA, community stakeholders in Craven County worked together to create a Community Health Improvement Plan (CHIP). The CHIP and initiatives proposed within it are used as a tool to improve the health of the community. Progress on the CHIP is reported annually through the State of the County Health (SOTCH) report. This report provides a 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. The Craven County Health Department is pleased to publish the 2022 SOTCH Report.

Health Priorities



CHIP Results Statements

Craven County residents are free of substance misuse.

Craven County residents experience improved mental health and overall well-being.

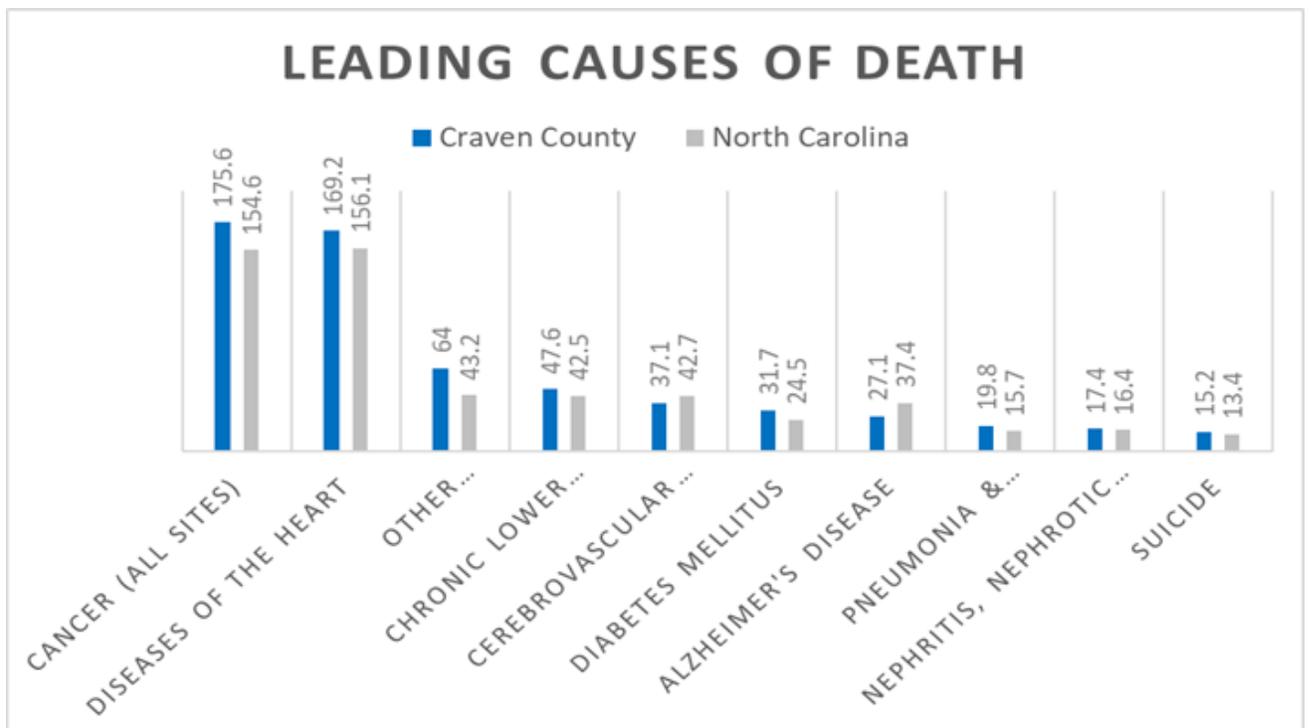
Craven County residents are living an active and healthy lifestyle.

Craven County working age individuals are gainfully employed.

DEMOGRAPHICS

Demographics	Craven County	North Carolina
Population, 2021 estimate	100,674	10,565,885
Race, 2021 estimate		
White	72%	70%
Black or African American	21%	22%
American Indian or Alaska Native	1%	2%
Asian	3%	3%
Ethnicity, 2021 estimate		
Persons of Hispanic or Latino origin	8%	10%
Median Household Income, 2017-2021	\$56,325	\$60,516
Per Capita Income, 2021	\$30,847	\$34,209
Persons below poverty level, 2021	13%	13%

LEADING CAUSES OF DEATH



Since the 2018 CHNA, the top two leading causes of death in Craven County are Cancer and Heart Disease. Other Unintentional Injuries is now the third leading cause of death in Craven County. Drug overdose deaths are included in deaths related to Other Unintentional Injuries. Craven County is ranked as one of the highest counties in North Carolina for drug overdose deaths.

Cancer has been the leading cause of death in Craven County for over 10 years. According to the 2022 County Health Data Book, Trachea, Bronchus, and Lung cancers are the leading cause of cancer deaths in Craven County. Breast cancer is the second leading cause of cancer deaths while prostate cancer is third. The prostate cancer death rate for Black or African American males (51.0) is disproportionate when compared to White males (11.9).

Cancer Age-adjusted Death Rates, 2016-2020	Craven County	North Carolina
All Cancers	176.6	154.6
Trachea, Bronchus, and Lung	48.1	40.1
Breast	22.8	20.1
Prostate	17.0	19.5
Colon, Rectum, Anus	13.0	12.9
Pancreas	11.2	10.9

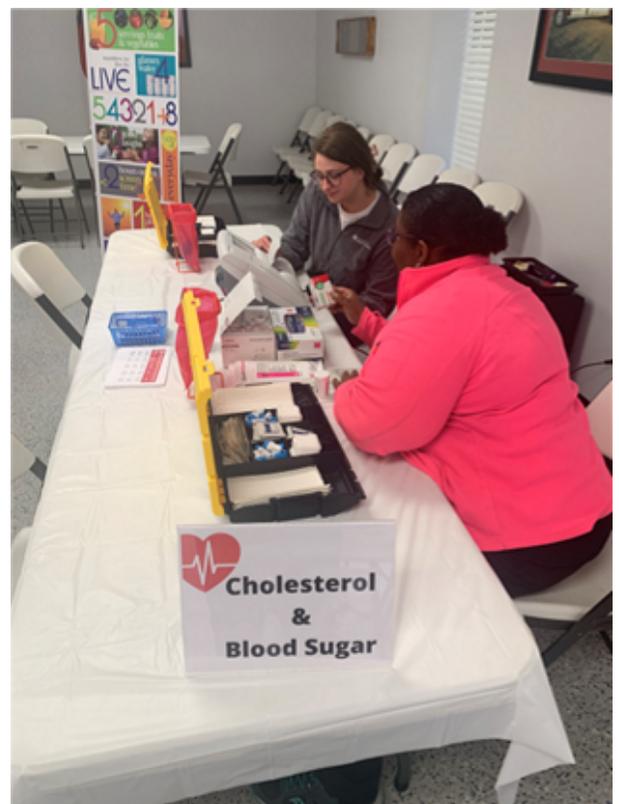
PROGRESS - COMMUNITY WELLNESS

The health department held numerous community events to promote prevention of the spread of COVID-19. Over 5,000 N95 mask kits were provided to the public. Kits included: N95 masks, Slow the Spread Information, COVID-19 Vaccine Information card, Testing Site Information, Isolation and Quarantine Guidelines.

At-home COVID-19 tests kits were also provided to the public at no cost. Over 3,500 kits were provided to the public through community events and walk-in services at the health department.

The NC Minority Diabetes Prevention Program (MDPP) is an evidence-based CDC 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 certified Lifestyle Coach. The Craven County Health Department's MDPP currently holds full recognition from the CDC. The FY 2021-2022 cohort of 7 participants finished the program in November 2022 with 57% of participants losing at least 3% of their body weight. The current cohort of 6 participants currently has 100% of the cohort losing weight and 50% losing 3% or more of their body weight.

The Craven County Health Department participated in 35 community events in 2022. When participating in events the booth display covers topics such as heart health, physical activity, healthy eating, diabetes prevention, COVID-19, stress management and smoking cessation. Health education is provided for civic clubs, churches, organizations, businesses, youth groups, and non-profit organizations. The Health Education staff reached over 2,200 community members during these events.



PROGRESS - BEHAVIORAL HEALTH

After publication of the 2022 CHNA, the NCDHHS Opioid Dashboard was updated with 2021 data. Overdose deaths in Craven County increased from 49.0 per 100,000 in 2020 to 62.7 per 100,000 in 2021. Other Unintentional Injuries is the third leading cause of death in Craven County. Drug overdose deaths are included in deaths related to Other Unintentional Injuries.

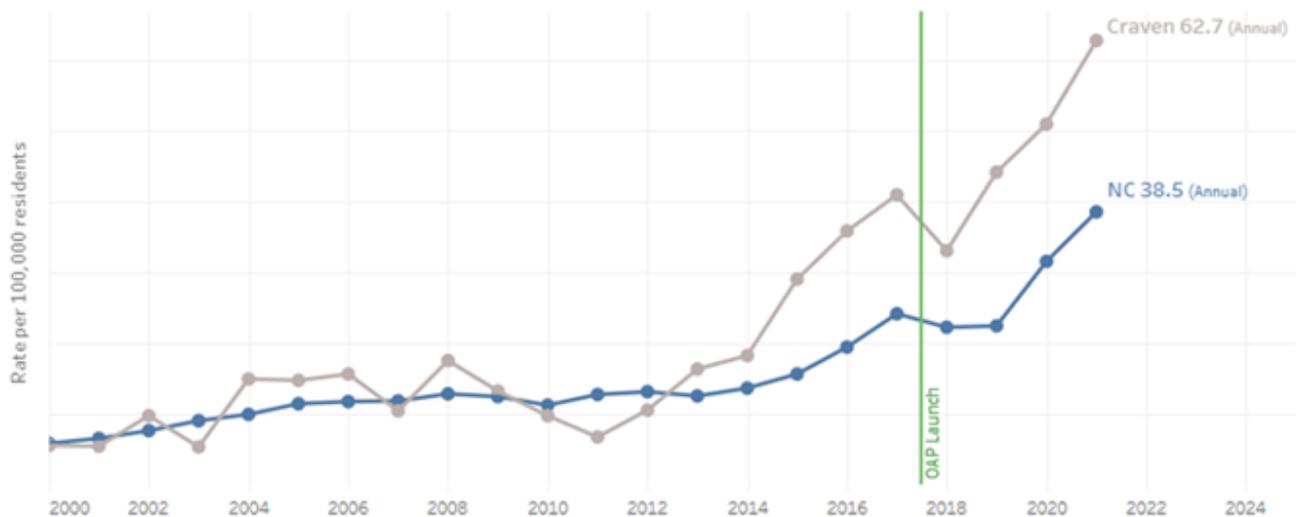
Progress has been slow in reducing overdose deaths. In 2022, Craven County organizations joined forces to create a Recovery Alliance Initiative (RAI). This initiative not only addresses the prevention of overdoses and deaths but also the needs related to a post overdose. Work is currently being done to create a Post Overdose Response Team. RAI discussions also exposed the need to address social determinates of health and as a result we now have a successful transportation program for those in recovery.

Deaths in Craven

The rate of overdose deaths among residents of Craven in 2021 (Annual)

was **62.7**.

(Rate per 100,000 residents. Number of deaths: 64)



C5 (Community Collaborative for Craven County Children) held the annual Embrace Recovery Rally in September. Due to the substance misuse in our community this rally is essential in conveying the message that there is hope is recovery from substance use disorder. 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 2022 this event had 41 vendors and saw an estimated attendance of 300 people.

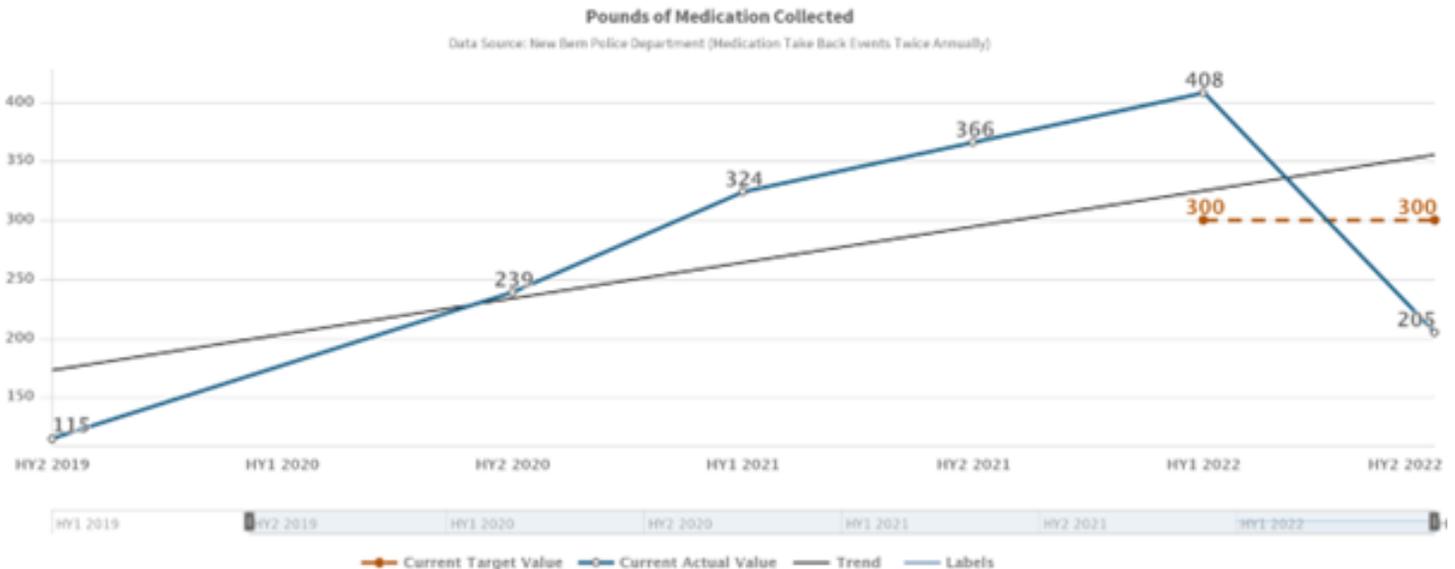
PROGRESS - BEHAVIORAL HEALTH

Through a partnership with the North Carolina Department of Health and Human Services the health department is able to provide nasal naloxone to local law enforcement agencies and the community at large. In 2022, the health department distributed over 150 naloxone kits due to this partnership.



OD Map is an overdose tracking system used nationwide by many law enforcement and first responder agencies. Data from this system shows that from January 1, 2022 to December 31, 2022, a total of 251 naloxone administrations were logged by the agencies that use OD Map in Craven County. **this data is provisional and may be subject to change*

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 408 pounds of medication and in October they collected 205 pounds of medication at the Drug Take Back events. Over 600 pounds of medication was safely disposed in 2022 through this initiative.

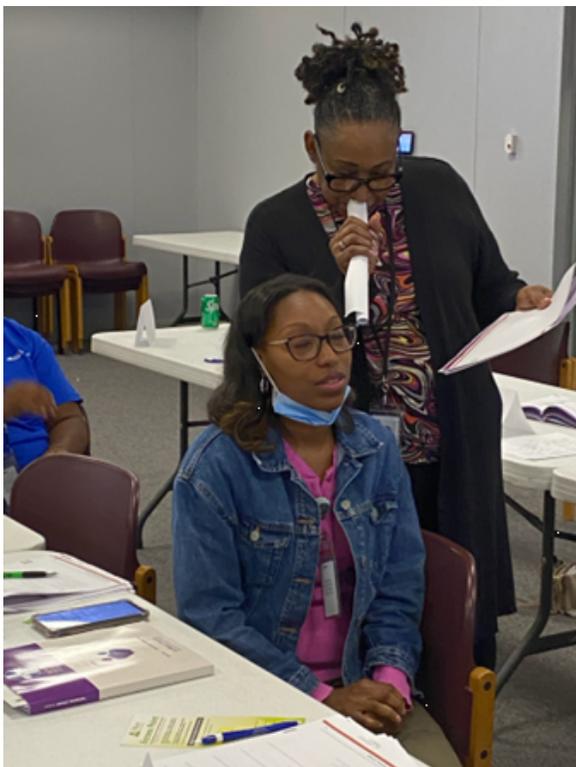


PROGRESS - WORKFORCE DEVELOPMENT

In June of 2022, the health department partnered with Craven Community College to have a Career Coach available on-site at the health department every other week. The coach is dedicated to helping individuals explore a career path that matches their interests. They offer several resources that can help in making this important decision, including career-planning tools, information about college programs, and career readiness classes and seminars.

RENEWED INITIATIVE

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. In 2019, eleven training sessions were held in Craven County. Due to COVID-19, these trainings were put on pause in 2020 and no classes were held until 2022. The Craven County Health Department has been able to renew this effort and 10 individuals were recently trained.



EMERGING ISSUES

According to the CDC, an estimated 3.08 million U.S. middle and high school students reported current use of any tobacco product in 2022, representing approximately one in six high school students and one in 22 middle school students. Contributing factors to use are:

- Friend or family member use
- Availability of flavors, such as mint, candy, fruit, or chocolate
- Belief that it's less harmful than cigarettes

Craven County is now seeing vape products used by elementary aged children.



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

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