

STATE OF THE COUNTY HEALTH REPORT

CATAWBA COUNTY 2016



2016 STATE OF THE COUNTY HEALTH (SOTCH) REPORT

The 2016 State of the County Health (SOTCH) Report is a summary of the current health status of Catawba County. The report is a supplement to the Community Health Assessment (CHA), which is a more comprehensive analysis of the county's health produced every four years.

The most recent Catawba County CHA, which identified healthy eating, active living, and chronic disease prevention as health priorities, was published in 2015. The 2015 CHA and related SOTCH reports can be viewed online at www.catawbacountyhealthpartners.org/.

This report provides a brief but comprehensive overview on changes in trends related to our health priorities, updates on community initiatives, and details behind emerging trends that may impact the health of Catawba County.

CATAWBA COUNTY

DEMOGRAPHIC SNAPSHOT



49.1% MALE
50.9% FEMALE

155,056

 TOTAL POPULATION

AGE

UNDER 5 YEARS OLD.....5.7%
UNDER 18 YEARS OLD22.7%
65 YEARS AND OVER 16.6%

15.4%

 OF ADULTS DO NOT HAVE HEALTH INSURANCE COVERAGE

RACE/ETHNICITY

WHITE, NOT HISPANIC/LATINO 76.3%
HISPANIC/LATINO 9.2%
AFRICAN AMERICAN 8.9%
ASIAN 4.2%
AMERICAN INDIAN AND ALASKA NATIVE..... 0.6%
NATIVE HAWAIIAN AND OTHER PACIFIC ISLANDER..... 0.1%

ECONOMIC INDICATORS

PERCENT UNEMPLOYMENT 5.3%
MEDIAN HOUSEHOLD INCOME \$44,376
MEDIAN FAMILY INCOME \$54,802
PER CAPITA INCOME \$23,657
FAMILIES LIVING BELOW POVERTY LEVEL..... 11.6%
UNDER 18 LIVING BELOW POVERTY LEVEL..... 23.2%
AGE 65 AND OLDER LIVING BELOW POVERTY LEVEL 7.9%
TOTAL POPULATION LIVING BELOW POVERTY LEVEL .. 15.5%
PERCENT HOUSEHOLD SNAP BENEFITS..... 15.9%

— State and County Quick Facts - United States Census, 2015

HEALTH PRIORITIES

Catawba County Health Partners, a nonprofit organization managed by Catawba County Public Health, fosters partnerships aimed at sustainably improving Catawba County's health priorities through collaborative evidence-based strategies and interventions. The board evaluated results from the assessment, as well as organizational and community capacity to impact change related to the top-ranking health issues. Based on this evaluation, the Health Partners board made a formal recommendation for three health priorities to the Catawba County Board of Health:

- » **Healthy Eating**
- » **Active Living**
- » **Chronic Disease Prevention**

Prioritizing healthy eating, active living, and chronic disease prevention creates an inclusive and cross-cutting platform for a diverse set of stakeholders, resources, and target populations with different needs, interests, and perspectives. Focusing on preventable risk factor behaviors like promoting healthy eating and active lifestyles can impact not only morbidity and mortality related to disease, but overall wellbeing and quality of life as well.

Healthy Eating

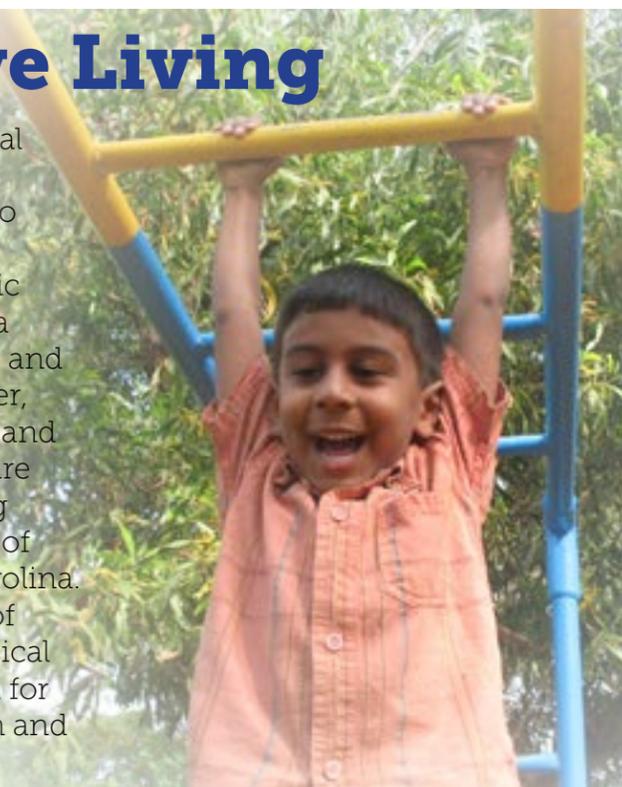
Poor nutrition is a major risk factor for four of the top ten leading causes of death in Catawba County. Several factors affect the availability of fruits, vegetables, and other nutritious foods in a community. Physical access to healthy foods, or having a market or store geographically close enough or within the reach of available transportation, has been shown to be key in promoting healthy eating in communities. Access can also be considered in terms of cost.



» According to the 2015 Behavioral Risk Factor Surveillance Survey (BRFSS), only 12.0% of people living in the Northwest AHEC region (which includes Catawba) consumed the recommended amount of fruits and vegetables daily, a slight increase from 10.0% in 2013.
» This survey also shows 26.7% of adults in the region drink one or more sugar sweetened sodas per day, and 17.4% drink one or more servings of other sugar sweetened beverages per day. Both show modest decreases compared to the 2013 BRFSS, from 30.8% and 23.4%, respectively.

Active Living

Inadequate physical activity is another risk factor related to the prevalence of obesity and chronic disease in Catawba County, statewide, and nationally. Together, physical inactivity and unhealthy eating are the second leading preventable cause of death in North Carolina. A proper balance of nutrition and physical activity is essential for disease prevention and lifelong health.



» According to the 2015 Behavioral Risk Factor Surveillance System (BRFSS) survey, 70.6% of people living in the Northwest AHEC region, which includes Catawba County, participated in physical activity outside of their job in the last month, a decrease from 71.7% in 2013.

» The same survey noted that only 45.2% of adults in the region meet the recommended 150 minutes of moderate to vigorous physical activity per week, a decrease from 50.2% in 2013.

Chronic Disease Prevention

Chronic diseases and conditions are among the most common, costly, and preventable health problems. Many can be caused, triggered, or worsened by health behaviors like physical inactivity, poor nutrition, tobacco use and alcohol abuse. According to the Centers for Disease Control and Prevention, these behavioral risk factors are the cause for much of the illness, poor quality of life, and early death related to chronic diseases and conditions. Many of these conditions are comorbidities, meaning that they can occur simultaneously and have an increased negative impact on health.

» Chronic disease accounted for **six out of the top 10 leading causes of death** in Catawba County in 2015.
 » **3-4-54:** During the 2015 Community Health Assessment process, an analysis was conducted on the impact of preventable chronic diseases on mortality in Catawba County. Between 2009 and 2013, over half the deaths in Catawba County were related to diseases associated with preventable risk behaviors like tobacco use, poor diet, and physical inactivity. These diseases are linked with premature death and are also chronic and costly to treat. This information reveals a need for a focus on prevention in the community, especially in regards to chronic disease and related risk factor behaviors.
 » **Tobacco use** is the leading cause of preventable death in North Carolina and is a major risk factor for chronic disease. Regional data from the 2015 BRFSS survey shows that 22.3% adult respondents in the Northwest AHEC region reported being current smokers, a decrease from 25.5% in 2013.



Catawba County Community Health Assessment

KEY FINDINGS

LEADING CAUSES OF DEATH

Rate per 100,000

1. CANCER (221.9)	7. PNEUMONIA AND INFLUENZA (24.5)
2. HEART DISEASE (217.3)	8. SUICIDE (21.3)
3. CHRONIC LOWER RESPIRATORY DISEASE (98.0)	9. DIABETES MELLITUS (20.0)
4. ALZHEIMER'S DISEASE (81.9)	10. KIDNEY DISEASE (18.1)
5. CEREBROVASCULAR DISEASE (STROKE) (56.8)	
6. UNINTENTIONAL INJURIES (46.4)	

3
BEHAVIORS
 PHYSICAL INACTIVITY
 POOR DIET
 TOBACCO USE



4
DISEASES
 CANCER
 TYPE 2 DIABETES
 LUNG DISEASE
 HEART DISEASE/STROKE



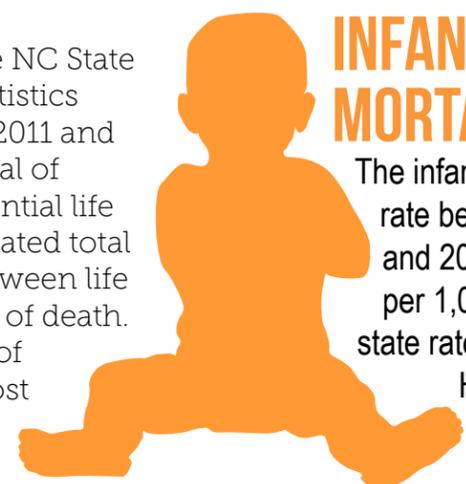
54%
OF DEATHS
IN CATAWBA COUNTY

DISPARITIES

African-Americans are disproportionately impacted by cancer in Catawba County. From 2011-2015, the cancer mortality rate among African-Americans was 207 per 100,000 while the cancer mortality rate among whites was 175.3 per 100,000. African-Americans were also more likely than whites to die from stroke, diabetes, and heart disease between 2011 and 2015.

OTHER FINDINGS

» Cancer was the leading cause of death in 2015, with heart disease mortality rates at a close second.
 » The deadliest type of cancer in Catawba County from 2011-2015 remained trachea, bronchus, and lung, with breast cancer following at second.
 » Teenage pregnancy rates are down to 30.1 per 1,000 births overall.
 » Estimates from the NC State Center of Health Statistics show that between 2011 and 2015, there was a total of 118,321 years of potential life lost. This is an estimated total of the difference between life expectancy and age of death. The leading causes of potential life years lost were cancer and heart disease.



INFANT MORTALITY
 The infant mortality rate between 2011 and 2015 was 6.2 per 1,000, below the state rate of 7.2 and the Healthy NC 2020 target of 6.3.



CATCH training was held in December 2016 for 33 community members from various sectors.

PRIORITY PROGRESS MADE IN 2016

Catawba County Health Partners is currently participating in the Healthy People, Healthy Carolinas initiative. This initiative, funded by The Duke Endowment and supported by Population Health Improvement Partners, allows the coalition and its partners to increase their impact on healthy eating, active living, and chronic disease prevention across the community. Throughout 2016, Health Partners worked within their coalition and with other community partners to plan impactful strategies and to identify evidence-based tools in three specific sectors: schools, healthcare, and the faith community.

HEALTHY PEOPLE, HEALTHY CAROLINAS PROGRESS SO FAR:

Schools: Health Partners has a presence on the School Health Advisory Committees for all three districts in the county. Health Partners provided support to two districts to complete a LearnHealthy assessment and received

recommendations to improve policies, systems, and environments to improve health and well-being for students, staff, and families. Out of these partnerships and assessments, Shuford Elementary School has started piloting the Coordinated Approach to Child Health (CATCH). Health Partners anticipates the adoption of CATCH in several more schools in the county next fall. A total of 33 community members from various sectors across the community were trained either in the implementation of CATCH or to serve as a CATCH trainer.

Healthcare: Health Partners is currently collaborating with Catawba Valley Medical Group to implement Exercise is Medicine (EIM), a physical activity prescription initiative that connects patients to community-based resources for physical activity.

Faith Communities: Health Partners is collaborating with local faith communities on improving the health of their congregations

and communities. In 2016, thirteen volunteers representing seven different faith communities were trained as lay leaders to support Faithful Families Eating Smart and Moving More. Coalition staff are also participating in a fellowship with FaithHealth NC through Wake Forest Baptist Center in order to develop new and innovative methods of involving local faith communities in improving community well-being.



The Healthy Schools Recognition Program helps area schools establish healthy standards and policies.

THE HEALTHY SCHOOLS RECOGNITION PROGRAM (HSRP),

created by Catawba County Health Partners and sustained by Catawba County Public Health's School Health program, designated 37 elementary, middle, and high schools as Healthy Schools during the 2015-2016 school year. The program asks schools to voluntarily meet standards and implement policies that increase access to physical activity and healthy foods in the school setting.

HEALTHY CHILDCARE CENTERS RECOGNITION PROGRAM (HCCRP)

is modeled after HSRP, and the program designated 33 Healthy Childcare Centers in 2016. The program asks childcare centers to voluntarily meet standards and implement policies that increase access to physical activity and healthy foods in the childcare setting. This program was created by Catawba County Health Partners and is maintained by Catawba County Public Health's Early Childhood Support Team nurses.

HEALTHY COMMUNITIES, an agreement through the NC Division of Public Health, supported work to address policies, plans, systems, and environmental changes that are most impactful to the health of the community. In 2016, Catawba County Public Health worked with the City of Hickory, the Catawba County Board of Commissioners, and the Western Piedmont Council of Governments to increase the number of community plans that include health considerations.

WELLBUSINESS ownership passed from Catawba County Health Partners to Catawba Valley Medical Center - Health First for continued development. WellBusiness is a Cancer Task Force developed program that recognizes companies in Catawba County committed to worksite wellness practices and policies that help prevent cancer. The program was developed by Catawba County Health Partners in 2014, and this past year 30 local businesses were recognized for their efforts to improve employee health and help reduce the impact of cancer in Catawba County.

LENOIR-RHYNE UNIVERSITY adopted a tobacco-free policy for the campus that will go into effect the fall semester of 2017. The university currently has 560 undergraduate students and 465 graduate students, and this policy will create a healthier environment for those students and the staff on campus.

Catawba County Public Health has been a leader in promoting tobacco free living strategies and has been working collaboratively with Lenoir-Rhyne and other local agencies to adopt tobacco free campus policies since 2013.



Lenoir-Rhyne University adopted a tobacco-free policy for the campus that will go into effect the fall semester of 2017.

COUNTY CHANGES

The Catawba County Board of Commissioners is currently leading a coordinated, countywide strategic plan to drive economic growth and enhance quality of life in Catawba County. The process, which began in September 2016, is engaging leaders and community partners to identify and prioritize needs in key growth sectors, including economic development, education, infrastructure, technology, recreation, health and safety, community branding, and arts and culture.

Friends of Hickory (FOH) is an organization of private citizens dedicated to investing in the welfare and prosperity of the City of Hickory and its surrounding communities. FOH completed a pocket park in downtown Hickory that promotes creative physical activity with unique features such as a musical wall, balance beam, and climbing hill. The park provides a space for children and families to play downtown and attracts new business and patrons. In 2017, FOH will begin to host collaborative community functions to further engage residents around a stronger Hickory.

The City of Newton developed a pedestrian plan to enhance walking conditions and improve connectivity and safety throughout the city. Dozens of citizens and business owners helped develop the plan to improve all aspects of the pedestrian experience and increase walking throughout the city.

The City of Hickory's Bond Commission: In November 2014, Hickory residents passed bond referendums of \$40 million to pursue revitalization projects in the City of Hickory: a business park for advanced manufacturing companies; a "river walk" developed from Rotary Geitner Park along the river to LP Frans Stadium to spur new retail jobs and residential growth; a "city walk" developed along Main Avenue from Lenoir-Rhyne

University to downtown to continue the growth of professional jobs in the city's central business district; and improvement of the city's major roads. These efforts are aligned with the city's goals of increasing connectivity, which include opportunities for increased physical activity. During 2016, the bond commission continued to develop strategies and planning for the design of these projects.

The Carolina Thread Trail continues to grow in the county, and in November 2016, a .65-mile section of trail was opened that connects the Government Center campus and links to the Newton Heritage Trail. The trail will eventually link more than two million citizens across 15 counties in North and South Carolina, and will support economic development, land conservation, cleaner air, alternative transportation, and health and recreation.

Greater Hickory Cooperative Christian Ministry (GHCCM) received a \$500,000 grant from the Duke Endowment focused on chronic disease prevention, improve access to healthcare services for vulnerable populations, and focus on the impact of social determinants of health on clients and the community.

Frye Regional Medical Center became a Duke LifePoint affiliated hospital in the beginning of 2016. This was also marked with a change in leadership, with Gar Acheson being named Frye's CEO.

The North Carolina Statewide Standing Order for Naloxone was approved and signed, authorizing pharmacists across the state to dispense naloxone to reduce opioid overdose deaths.

CATAWBA COUNTY SOCIAL SERVICES & PARTNERSHIP FOR CHILDREN



A new partnership is paving the way for more parents to receive support and training on positive techniques to use with their children through Triple P (Positive Parenting Programs). It is driven through collaboration between **Catawba County Social Services, Partnership for Children** and **Catawba County Public Health**. Public Health secured funding to assist with the implementation of the evidence-based program that uses proven best practices.

EMERGING ISSUES

The impact of opioids continues to grow in Catawba County across several data points. While the number of overall emergency department visits increased by 3.2% between 2008 and 2016, opioid-related overdoses increased by 19%.

Data gathered from Catawba County law enforcement shows that while the number of total arrests, decreased by 4% between 2011 and 2015, drug-related arrest rose by 10%. Arrests related to synthetic narcotics increased by 1,431% in the same time period.

Potential economic and community impacts influenced by changing demographics are at the center of local conversations around future community growth and development. While

Pills Per Resident
Average: 78.1
North Carolina: 66.02
Catawba County: 94.8

Prescriptions Per Resident
Average: 1.061
North Carolina: 0.925
Catawba County: 1.255
— NC Controlled Substances Reporting System

total population growth between 2000 and 2015 was 6.9% for our region (Hickory MSA), our 25 to 34-year-old age group population decreased by 22.5%. This decrease was the largest in this age group among the fifteen MSAs in North Carolina (NC Office of Management and Budget, 2016). This decrease may have had an impact on the 13.7% decrease in the region's population under age five, and 8% decrease in the 5 to 9-year-old population. This demographic shift has become a focus of many strategic plans and initiatives aimed at strengthening education, economic development, and quality of life in the region through the recruitment and retention of young professionals and young families.

Suicide was the eighth leading cause of death in Catawba County in 2015 and is the second leading cause of death among 20-39-year-olds, and the ninth leading cause of death among men (2011-2015). Suicide was also responsible for a total of 4,263 estimated total years of potential life lost between 2011 and 2015.

ACKNOWLEDGMENTS:

Lia Clinton, Chief Public Health Strategist
Zack King, Community Health Analyst
Emily Killian, Community Engagement Specialist
Tania Harper, Community Health Coordinator
Emily Lee, Health Promotion Intern (UNC – Greensboro)

Catawba County Public Health is a service driven organization committed to fostering partnerships that lead to the promotion, protection, and improvement of health in Catawba County and its surrounding communities.

Catawba County Health Partners fosters partnerships aimed at sustainably improving Catawba County's health priorities. Using the Community Health Assessment as a guide, Health Partners serves as a community focal point to help identify needs, mobilize resources, facilitate collaboration, bridge gaps and coordinate community-wide efforts toward improving our county's most critical health issues. Through community coalitions, we work to create an environment in Catawba County that increases opportunities to make healthy choices. A 501(c) 3 organization, Health Partners is governed by a multi-sector Board of Directors and managed by Catawba County Public Health.

Questions?

Do you have questions about the 2016 SOTCH Report or would your group like a presentation of the CHA or SOTCH? Please contact **Zack King** at zking@catawbacountync.gov or (828) 695-6683 for more information.