A stylized, colorful illustration of a landscape. The foreground features rolling green hills with a brown path. On the left, there is a green tree, a purple flower, and an orange flower. A red bird is flying in the sky. The background consists of wavy blue and white bands representing the sky.

Robeson County 2016 State of the County Health Report

Presented by: Robeson County Department of Public Health
460 Country Club Road
Lumberton, N.C. 28360

What is the State of the County Health Report(SOTCH)?

- The SOTCH report is compiled in the years between a community health assessment. The purpose is to provide updates on health issues and to identify emerging health issues.
- Robeson County Department of Public Health and Southeastern Regional Medical Center last completed a Community Health Assessment in 2014- the next community health assessment will be completed in 2017, and presented in 2018.

Robeson's Leading Causes of Death

- The 2015 leading causes of death include heart disease, cancer, and Alzheimer's (North Carolina State Center for Health Statistics).
- Cardiovascular and circulatory diseases are also the top cause(s) of hospitalization in our county, according to 2015 Southeastern Regional Medical Center data

Top 3 leading causes of death	Robeson 2015 (percentages) of top 3 leading causes of death
Heart Disease	24.2%
Cancer	19%
Alzheimer's	5.6%

Robeson's Top 10 Leading Causes of Death

- Diseases of the heart
- Cancer-all sites
- Alzheimer's Disease
- Chronic lower respiratory diseases
- Diabetes
- Cerebrovascular disease
- Motor vehicle injuries
- All other unintentional injuries
- Assault/homicide

Morbidity and Mortality

- These rates are for selected health indicators and leading causes of death
- Rates provided by NC State Center for Health Statistics, 2011-2015

*Robeson Cancer
Rate*

392.2

*North Carolina
rate*

466.7

*Robeson Heart
disease rate*

281.7

NC rate

221.9

*Robeson Diabetes
rate*

46.5

NC rate

22.8

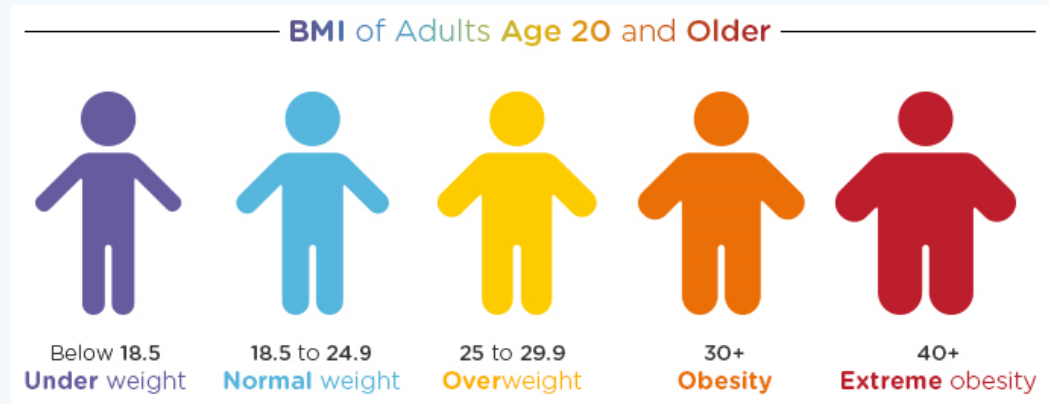
Morbidity and Mortality Data

<p>Robeson Stroke Death Rate</p> <p>48.1</p>	<p>NC Rate</p> <p>43.1</p>	<p>Robeson All other Unintentional injuries (excluding motor vehicle deaths)</p> <p>37.6</p>	<p>NC rate</p> <p>30.5</p>
<p>Robeson Unintentional Injuries, Motor Vehicle</p> <p>34.4</p>	<p>NC Rate</p> <p>13.6</p>	<p>Robeson Alzheimer's rate</p> <p>50.9</p>	<p>NC rate</p> <p>30.2</p>
<p>Robeson Chronic Lower Respiratory Disease rate</p> <p>43.4</p>	<p>NC Rate</p> <p>45.9</p>	<p>Robeson assault/homicide rate</p> <p>21.3</p>	<p>NC rate</p> <p>5.8</p>

Morbidity and Mortality

North Carolina Behavioral Risk Factor Surveillance Survey, 2015

- 34% of adults are obese
- 35.9% of adults have been told by a doctor, nurse or other health care professional that they had high blood pressure
- 39.8% of adults have been told by a doctor, nurse or other health care professional that they had high cholesterol



Robeson County Health Rankings

(Robert Wood Johnson Foundation)

Year	Health Factor Ranking	Health Outcome Ranking
2010	100	98
2011	100	98
2012	100	99
2013	100	97
2014	100	97
2015	100	95
2016	100	100

- The County Health Rankings report measures the health of nearly every county in the nation
- Health Factor rankings are based on weighted scores of factors such as behavioral, clinical, social, economic, and environmental
- Health Outcome rankings are based on equal weighting of mortality and morbidity factors such as years of potential life lost, overall health, physical health, and mental health and birth outcomes (in this case, babies born with a low birth weight)



Priorities and Implementation Strategies

Robeson agreed to work on the following two priority areas for the next three years: **(1) Obesity and (2) Substance Misuse/Abuse.**

- These priority areas were selected because the community indicated that their number one health concern is chronic disease, two is drugs/alcohol and three is obesity
- Robeson decided to select obesity over chronic disease as a priority because we wanted to emphasize prevention first. Obesity is divided into physical activity and nutrition subcomponents
- Substance Misuse/Abuse is divided into tobacco, prescription drugs, and alcohol

Health Priorities



Obesity



Physical Activity



Nutrition

Obesity Diabetes Heart Disease and Stroke

Robeson County serves as the lead on this grant

Goals include:

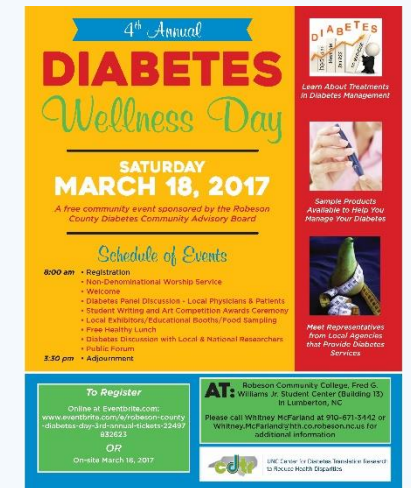
- ✓ Increasing organizations that offer Diabetes Prevention Programs
- ✓ Increasing the number of worksites that complete the CDC Worksite Health Scorecard
- ✓ Increasing community and transportation plans that include health considerations
- ✓ Increasing the number of community or small retail venues providing access to healthy foods

Obesity, Diabetes, Heart Disease, and Stroke Updates

- 5 employers assessed Worksite Wellness programs using the CDC Worksite Health Score Card. All worksite(s) put new comprehensive, evidence based programs or policies in place to help prevent chronic diseases.
 - Robeson County Government represents one of the top employers in the county
 - 3 Faithful Families Eating Smart Moving More Classes were conducted in the region. This is a 12 session evidenced based model that promotes healthy eating and physical activity in faith communities.
 - Total combined 60 participants with 4 policy and environmental changes for nutrition and physical activity. In Robeson County, 6 churches participated in Faithful Families training.
- 4 Corner Stores were assessed in the region and are in the planning phases of offering health food access via the NC Healthy Food Retail Designation Program.

Obesity, Diabetes, Heart Disease, and Stroke Updates

- Raising awareness of State Health Plan coverage for Diabetes Prevention Program, via various media outlets throughout Region 8
- Recruiting coaches and participants into the *Check.Change.Control.* hypertension self-monitoring program
- Increasing the number of safety net practices screening for prediabetes and unmanaged hypertension, and referring to community based programs such as Diabetes Prevention Program and *Check.Change.Control*
- Robeson County Department of Public Health partnered with the Diabetes Community Action Board community partners for the 4th Annual Diabetes Wellness Day
- The Diabetes Community Action Board has continued its mission to treat diabetes and improve overall health outcomes



4th Annual
DIABETES
Wellness Day

SATURDAY
MARCH 18, 2017

A free community event sponsored by the Robeson County Diabetes Community Advisory Board

Schedule of Events

8:00 am • Registration
• Non-Denominational Worship Service
• Welcome
• Diabetes Panel Discussion - Local Physicians & Patients
• Student Writing and Art Competition Awards Ceremony
• Local Exhibitors/Educational Booths/Food Sampling
• Free Healthy Lunch
• Diabetes Discussion with Local & National Researchers
• Public Forum

1:30 pm • Adjournment

To Register
Online at Eventbrite.com
www.eventbrite.com/e/roberson-county-diabetes-wellness-day-2017-tickets-2248782623
OR
On-site March 18, 2017

AT: Robeson Community College, Fred G. Williams Jr. Student Center (Building 13) in Lumberton, NC
Please call Whitney McFarland at 910-671-2442 or Whitney.McFarland@robersoncc.edu for additional information.

CDP Life Care for Diabetes. Research is Forward to Reduce Health Disparities.

DIABETES
Learn About Treatments in Diabetes Management

Sample Products Available to Help You Manage Your Diabetes

Meet Representatives from Local Agencies that Provide Diabetes Services

Obesity, Diabetes, Heart Disease, and Stroke Updates

- Healthy Robeson Task Force (a committee comprised of hospital, public health and other area agencies/organizations) received a 3 year Duke Endowment grant that will assist in revitalizing the task force. In addition, identifying health goals and strategies to strengthen efforts to increase overall health will be an important component of this grant.



Active Routes to School



- Robeson County is the lead for this grant
- There are a total of 100 schools and youth organizations/partners that have participated with Region 8 in the past 3 years.
- Schools have hosted 3 Bike to School events in the region. For 2017-2018, a total of ten National Bike to School Days will be completed.

Healthy Robeson A-Z

- A healthy-habits program conducted by Southeastern Health that strives to educate and bring awareness to various health topics using the 26 letters of the alphabet.

In 2016, A total of 782 community members were reached through the project.

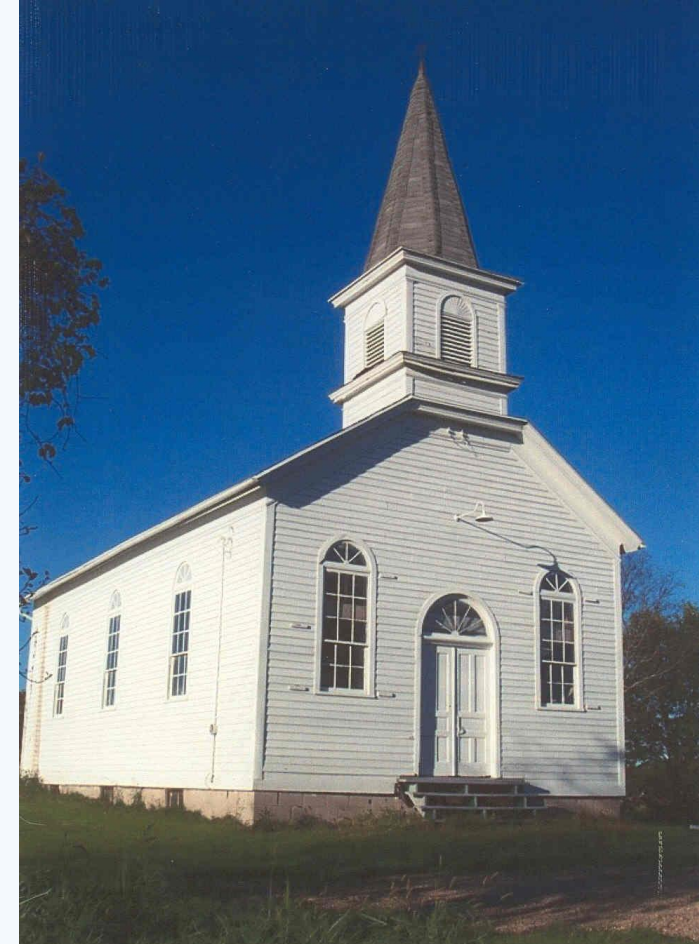
- In 2016, Healthy Robeson A-Z and Compassion 4 U Network collaborated to provide wellness and nutrition based education to 3 faith based communities
 - St. Paul Presbyterian
 - Trinity Holiness Church
 - Antioch Baptist Church
- During the aftermath of Hurricane Matthew, with the joint efforts of the CWN network and Healthy Robeson A-Z, a county wide “NC MED Assist” medicine give-a-way initiative was held reaching more than 1,700 individuals
- In December 2016, Healthy Robeson A-Z piloted a wellness initiative with the Public Schools of Robeson County through Purnell Swett High School. This wellness initiative encompasses more than 80 staff and faculty.

Compassion for You

- Compassion for U Congregational Wellness Network, affiliated with FaithHealth NC, is a movement that partners congregations, health care providers, and community organizations through shared commitments to leverage their faith assets which will improve health in their communities
- To date, 15 churches have established commitments(next slide)

Compassion for You Participating Churches

- Trinity Holiness Church
- Zion Hill Baptist Church
- St. Paul Presbyterian Church
- Iona Presbyterian Church
- True Believers Church of the Almighty God
- First Baptist Church Lumberton(2nd Street)
- Eden International Ministries
- Cromartie Temple of Praise
- Transforming Life Christian Church
- Divine Refuge Church
- Olivet United Methodist Church
- Trinity Episcopal Church
- New Macedonia Holiness Church
- Antioch Baptist Church
- Chestnut Street United Methodist Church





Substance Misuse/Abuse – Tobacco

Region 8 Tobacco Control - The Regional Tobacco Control Manager accomplished the following in 2016:

- ✓ Completed Tobacco Free Environmental Scans with 5 Housing Authorities to prepare for HUD Tobacco Free Housing in May 2018
- ✓ Participated in Great American Smoke Out, Kick Butts Day, and World No Smoke Day
- ✓ 20 Tobacco Free/Smoke Free policies developed for Robeson Apartment Complexes
- ✓ Contacted 35 apartment complexes to gauge interest in Smoke Free/Tobacco Free Policy
- ✓ Robeson Community College changed their smoking policy from use of all tobacco products limited to all outside areas to designated smoking areas on campus

Substance Misuse-Alcohol and Prescription Drugs

- Robeson County Safe Kids in conjunction with the Lumberton Police Department, Robeson County Sheriff's Department, Southeastern Regional Medical Center, Local Fire/Rescue and EMS, and Highway Patrol participated in the Keys to Life Program, a reality based simulation targeted for teens with texting and driving, and driving under the influence. This event was held at 3 different schools reaching over 6,000 students. The event was March 23rd at Lumberton High School, March 24th at Purnell Sweat High School, and April 21st at Fairmont High School
- Operation Medicine Drop- was held at Biggs Park Mall on April 16, 2016 in partnership with ALE, Robeson County Sheriff's Office, Lumberton Police Department, Southeastern Regional Medical Center, and Robeson County Health Department
- There were 58,117 pills collected at the spring 2016 Medicine Drop. Operation Medicine Drop got rescheduled from the fall of 2016, as it was during the middle of flooding from the Hurricane Matthew in Lumberton. The next Medicine Drop occurred on March 24, 2017
- 3 permanent boxes installed within the county; two located at the Robeson County Sheriff's Office and one at Lumberton Drug. Four additional boxes will be placed in 2017 at Brisson's Pharmacy, Pembroke Police Department, Fairmont Police Department, and Red Springs Police Department





New and Emerging Issues

- Evidence Based Strategies for Maternal and Child Health
- Hurricane Matthew
- Lupus Project
- Opioid Crisis

*Evidence-Based
Strategies for Maternal
and Child Health*



Maternal Child Health Grant Overview

Grant Goals

- Improving birth outcomes
- Reduce infant mortality
- Improve health status of children ages 0-5

With this grant, Robeson County Department of Public Health has:

- 3 pediatric clinics are participating in CEASE (Clinical Efforts Against Secondhand Smoke Exposure)
- Began working on breastfeeding friendly worksites with 2 pediatric clinics
- Ongoing completion of Breastfeeding Friendly Worksite Designation with 3 daycare centers
- Educational outreach and promotion of long-acting reversible contraceptives with private and community providers
- Established a Community Advisory Team to assist with implementation efforts

Hurricane Matthew

- There are approximately 240 individuals that remain displaced due to Hurricane Matthew, making existing and new resources to address affected persons' physical and mental health of increased importance
- Ongoing collaborations with local and state leaders, organizations is continuing so that effective future preparedness and response activities will continue

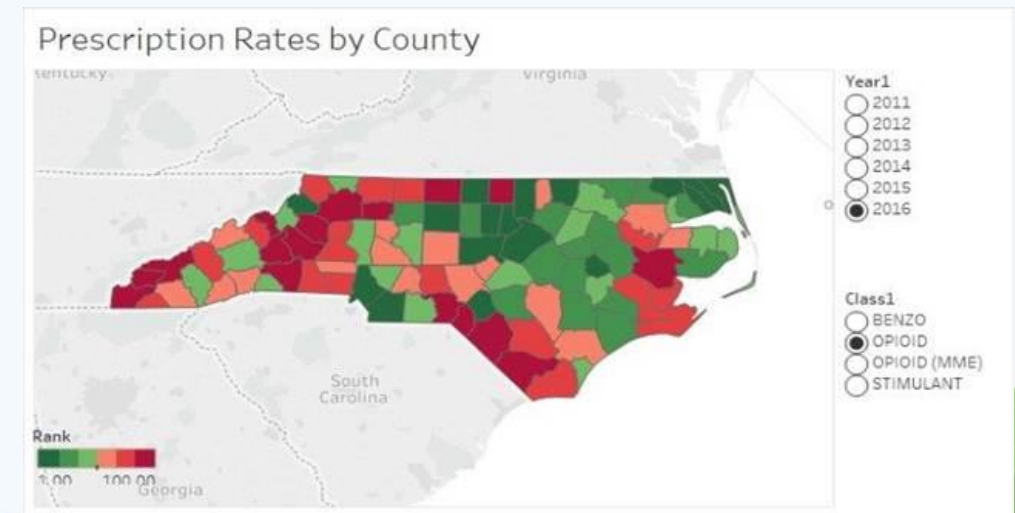
Lupus Project

- Partnered with the Directors of Health Promotion & Education (DHPE) National Health Education on Lupus Program to implement, on the county level, a faith-based awareness project.
- Core elements of the project design included: (a) the recruitment of health champions (preferably minority persons with Lupus); (b) recruitment of 6 churches to implement awareness activities among congregation and community members; (c) the formation of a Lupus Awareness Task Force; and (d) a media component.



Opioid Crisis

- Ongoing efforts to address Robeson County's opioid crisis continues as 11 opiate poisoning deaths occurred in 2015(State Center for Health Statistics)
- Robeson, as shown below ranks 93rd in state(100 being the worst) for opioid prescriptions in 2016. The same holds true for 2015
- For Benzodiazepine Prescriptions, Robeson is 31 in the state(not depicted on map below)
- Opioid MME(Morphine Milligram Equivalents, such as Fentanyl, Morphine, Tramadal, Codeine) the Robeson rank is 11(not depicted on map below)
For stimulants, rank is 30(not depicted on map below)



- For questions regarding the State of The County Health Report, please contact the Robeson County Health Department at 910-671-3200 or by contacting the individuals listed below.

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