

Nash County Community Health Vision:

Nash County is an inclusive community where people are proud to live and work; where strong partnerships foster high quality, accessible health resources and a trained, employable workforce; where individuals value and take ownership of healthy lifestyles and benefit from safe indoor and outdoor environments.



**Nash County Public Health
EveryWhere, EveryDay, Everybody**



Nash County Health Department 214 South Barnes Street, Nashville NC 27856 (252) 459-9819 www.co.nash.nc.us

What's in store now and for the future.....

Affordable Care Act

Passage and implementation of the federal Patient Protection and Affordable Care Act (PPACA) will likely have a significant effect on public health. Focused and supported efforts towards disease prevention have the potential to change the landscape of how public health and the healthcare community work together to prevent disease and provide community health programs and initiatives. Though the initial promise of health insurance for all would have greatly improved healthcare access, there are numerous challenges and opportunities still at hand, creating an uncertain future. NCHD is working diligently to stay current on this issue and try to position ourselves to best respond to these changes and challenges to best meet the public health needs of our community.

Food Safety

Environmental Health is responsible for a number of programs, one being inspecting local food venues to ensure food safety. 2013 was the first full year of implementation of the new FDA Food Code in NC. The new food code represents the most comprehensive change in NC's food protection standards in more than 30 years and establishes practical, science-based rules and provisions to prevent food-borne illnesses. For example, restaurant rating systems will change under the new food code. Although sanitation rating cards showing the grade/score will continue to be posted, restaurants will no longer earn a bonus for completing voluntary food safety training. Each food establishment will be required to demonstrate knowledge of food protection by passing an exam. This requirement will be phased in and become effective January 1, 2014.

Continued Collaboration

NCHD continues to work with other agencies in our area to improve the health of our community. Two agencies currently doing great work include:

- **Nash Rocky Mount Public Schools:** The School Health Advisory Council (SHAC) brings in voices from many community agencies (such as NCHD, Parks and Recreation, Cooperative Extension, Pregnancy Care Center, DEPC, etc.) to promote and protect the health of school-aged children in Nash County.
- **Nash Health Care Systems:** In 2013, Nash Health Care Systems worked with local agencies to compile an inaugural assessment of the health needs of residents of the Nash Health Care community, including parts of Nash, Halifax, and Edgecombe counties.

coming soon >>>

January 2015: 2014 State of the County Health Report

January 2016: 2015 State of the County Health Report

January 2017: 2016 Community Health Assessment

A copy of this report (and other community health reports) can be found on the Nash County Health Department website at:

<http://www.co.nash.nc.us/index.aspx?nid=377>

Questions about this report or requests for copies can be directed to by:

Email: NCHDcomments@nashcountync.gov

Phone: (252) 459-9819



**Nash County Public Health
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2013 State of the County Health Report

**William W. Hill, Jr., MPH
Health Director**

**Dr. Mike Johnson, OD
Chair, Nash County Board of Health**

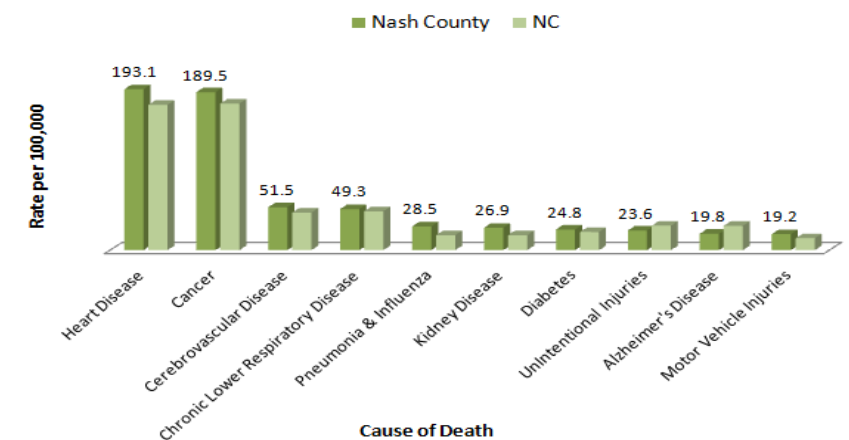
In 2012, the Nash County Health Department (NCHD) and numerous community agencies partnered in participating in a unique Community Health Assessment process called Mobilizing for Action through Planning and Partnerships (MAPP). This model is a community-based framework for improving public health and helps communities review health status indicators, prioritize public health issues, identify resources and develop strategies for addressing priority issues. The result of this process was a set of three Community Health goals to be addressed from 2013-2016:

1. All persons in Nash County have access to current health information about available education and services.
2. Nash County citizens embrace healthy and active living.
3. Community groups will be engaged and supported in implementing small-scale physical activity or nutrition projects for their community.

From these goals, action plans were developed around addressing the priority health issues of Diabetes and Nutrition. This report provides an update on progress made on these priority issues in 2013.

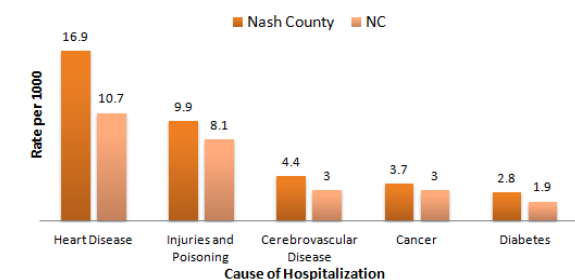
Morbidity and Mortality

Leading Causes of Mortality, 2008-2012



Nash County continues to struggle with high death rates; from 2008-2012, Nash County's premature death rate was 986.7 per 100,000 compared to the state's rate of 826.2 per 100,000. Our mortality rates, when compared to the state, are higher for eight of the ten leading causes of death; only our rates for unintentional injuries and Alzheimer's disease are lower than those of NC. Additionally, our leading causes for inpatient hospitalization have higher rates than NC. Taken together, Nash County continues to experience high rates of disease and death from a number of chronic diseases such as heart disease, cancer, and stroke. Fortunately, the causes of these diseases are well understood- with poor health behaviors being a strong risk factor for developing and dying from these diseases. It is for this reason that Nash County is prioritizing chronic disease prevention and disease management in the coming years.

Leading Causes of Hospitalization, 2012



While cancer has overtaken heart disease as the leading cause of death in the state, heart disease remains the leading cause of death in Nash County. Heart disease was also the leading cause of inpatient hospitalizations in Nash County in 2012.

We Want You! Get Involved with our Community Health Process and Activities!

Community health is about improving the health and lives of ALL persons of Nash County. We are always open to insight, feedback, and assistance from members of the community who want to make Nash County a healthier place or who are interested in improving their own health. Contact us today to get involved!



Addressing the behaviors that contribute to chronic disease >>>

Priority Area- Nutrition

In order to reduce rates of morbidity and mortality from chronic conditions and to create a healthier community, one of Nash's priority areas is addressing physical activity and nutrition needs. This includes not only providing programming, such as with ENERGIZE and Cooking/Budgeting Classes, but also by working on policy and environment changes that support healthy lifestyles, such as working on promoting Farmers Markets and working regionally on the Community Transformation Grant.

To measure our success, by December 1, 2016, Nash County aims to demonstrate a 5% increase (from 23.3% to 23.8%) in the number of children (ages 0-17) who eat three (3) or more servings of vegetables and/or fruits per day.

ENERGIZE Nash

In the Fall of 2013, NCHD hosted the first in a series of offerings of a curriculum called ENERGIZE, targeted at overweight/pre-diabetic/diabetic middle school-aged children and their parents. ENERGIZE educates participants in fun and achievable lifestyle changes centered around developing healthier eating and physical activity habits.

Healthy Food Policies

NCHD is currently promoting the development and adoption of healthy food policies for local agencies and community organizations. Though none were adopted in 2013, efforts continue through promotion on the NCHD website, one-on-one discussions, and community presentations.

We want Nash County to be a place where making the healthy choice is the easy choice!



Cooking/Budgeting Classes

As a pilot to a larger 3-session series, NCHD worked with the Down East Partnership for Children and Nash County Cooperative Extension to provide education on food budgeting and healthy, low cost cooking to Healthy Start Baby Love Plus program participants. Feedback from these sessions will help create a new and widely-offered program in Spring of 2014.

Regional Initiative



Community Transformation Grant (CTG)

Since 2012, Nash County has been working on a regional NC Division of Public Health effort (Franklin, Granville, Halifax, Johnston, Nash, Vance, Warren, and Wilson counties) that is **Transforming Health Together**. The project is working community by community to accomplish goals in the four CTG strategic areas- Active Living, Healthy Eating, Tobacco-Free Living, and Clinical Preventive Services. Regional staff and local leads are Transforming Health Together in Region 7 with area residents and stakeholders so healthy living can be easier for all in this area.

For more information on this initiative, visit www.transforminghealthnc.org.



We are TRANSFORMING HEALTHY EATING

Our goal is to make the healthy choice the easy choice by increasing the number of new or enhanced farmers markets, mobile markets, farm stands, and community supported agriculture programs in addition to offering and promoting healthy food and beverage options in corner stores.

Buy fresh, nutritious food at your local farmers market!

Food that is grown and produced locally is healthier for you and purchasing it supports your local economy.

We are TRANSFORMING ACTIVE LIVING

Active living is a combination of physical activity and recreational activities aimed at the general public to encourage a healthier lifestyle. Adding regular physical activity to your daily routine is a great way to reduce the risk of obesity and promote health within your community. Our regional collaborative is working to increase opportunities for physical activity by using existing community resources and planning for our community's health.

Play and exercise in your local park!

Adults need at least 30 minutes of exercise, and children need at least 60 minutes of exercise per day.

Priority Area- Diabetes

Though diabetes is only the 7th leading cause of death in Nash County from 2008-2012, it was in the top five leading causes of hospitalization in 2012 and our county diabetes mortality rate is almost 14% higher than that of the state. Additionally, kidney disease (a major complication of diabetes) is our 6th leading cause of death and our kidney disease mortality rate is almost 50% higher than that of NC.

In order to reduce morbidity and mortality from diabetes, Nash County is working diligently on expanding and developing new programs and environments that not only prevent the disease, but also assist those already diagnosed with managing their condition to prevent disability and premature death. While the focused programming in this area is specific to Diabetes, much of the work in the Nutrition priority area is complementary and provides a wide variety of services for Nash citizens.

To measure our success, by December 1, 2016, Nash County aims to decrease the diabetes mortality rate to 25.0/100,000 or lower.

Triple P Group Lifestyle

This program is for parents of children who are overweight and obese. As part of the greater Triple P (Positive Parenting Program) initiative in Nash and Edgecombe counties (led by NCHD), Strategic Planning is wrapping up with hopes of providing Level 5 Group Lifestyle community-based services by Spring of 2015.

Diabetes Self-Management Program (Stanford)

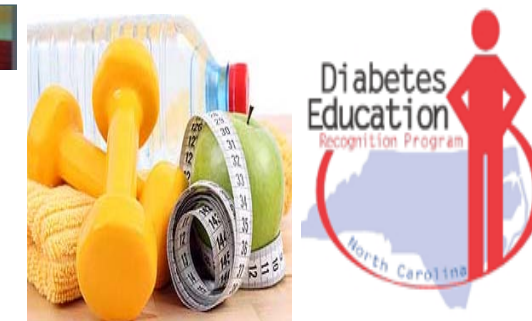
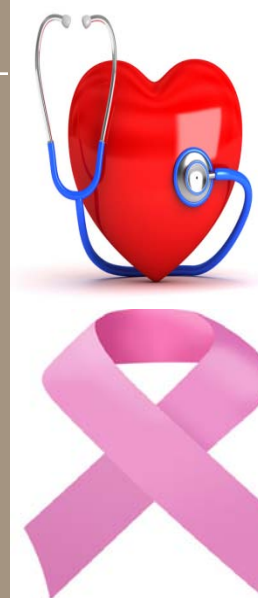
This program is provided directly in community settings through a lay health worker approach; it is open not only to diabetics, but also pre-diabetics and families/support systems of diabetics. NCHD has had great prior success with this program and is currently seeking funding for this initiative with hopes of again providing services in Fall of 2014.

SNAP/EBT Acceptance at Local Farmer's Markets

Starting in May of 2013, SNAP/EBT (formerly referred to as "food stamps") was accepted at the Down East Partnership for Children's Produce and Play market in downtown Rocky Mount through Nashville-based Bear Tooth Farm. Through the CTG project, Nash County also hosted an informational session in November of 2013 for local farmers and market managers interested in pursuing SNAP/EBT applications. NCHD and DEPC will continue to work with interested farmers in 2014.

What about addressing heart disease and cancer?

By far, heart disease and cancer are Nash County's leading causes of death and certainly deserve our attention. However, just because they are not a priority issue does not mean they are not being addressed. As poor nutrition is a significant risk factor for both diseases, our efforts in Nutrition will certainly help to address prevention and management of heart disease and cancer. Additionally, as diabetes is a co-morbidity with heart disease, efforts we make in Diabetes will also affect heart disease morbidity and mortality. Additionally, as Nash County's breast cancer mortality rate is almost 20% higher than that of NC, efforts are being concentrated among agencies in the county to improve access to mammograms and breast cancer treatment/services.



Diabetes Self Management Program

Nash County Health Department, along with a number of other providers in the community, now offers a Diabetes Self Management Program. Self Management programs help those already diagnosed properly take care of their disease in order to prevent complications and premature death. For more information, contact NCHD at (252) 459-9819.

Though our priority areas focus mainly around our goal of embracing healthy living, we are still working on our other Community Health goals:

Health Resource Information

Partners in Nash County are working closely and more intentionally to cross-promote health programs and services. Two examples of this include populating the local United Way 211 and Down East Partnership for Children's Family First databases with health resource and service information. Additionally, many agencies are working with the newly developed OIC Community Health Education Center (CHEC) to provide health education to the downtown Rocky Mount population.

Engaging Community Groups Around Health

Agencies in Nash County are in the process of educating and engaging community groups about issues of access to things like playgrounds, parks, and farmers markets. For communities that are interested in improving their local access to these kinds of things, agencies like NCHD are offering assistance in applying for grants and seeking opportunities to improve community-based healthy environment infrastructure.



A great resource for buying local, fresh produce and products right in your own backyard!

The Rocky Mount Farmer's Market is located at 1006 Peachtree Street in downtown Rocky Mount. It is open from 8:00 am – 1:00 pm on Wednesdays and Saturdays in June through August, but only on Saturdays in April, May, September, October, and November.

Many think of this farmers market as nice, new buildings in an excellent location.

While all of this is true, the farmers market is actually the dynamic activity of all of the people involved in growing, harvesting, selling, buying and sometimes just coming to visit. Located close to the Imperial Center, Braswell Library, and Sunset Park, it is an excellent destination for family activities.