

State of the County Health Report

Jackson County

2013



Review of Current Data

Key Mortality and Morbidity Data for Jackson County

Demographics

- According to the US Census QuickFacts, the population estimate in 2012 for Jackson County was 40,448. This is only a 0.4% change from April 2010 and July 2012.
 - 85.6% White persons
 - 2.0% Black persons
 - 9.4% American Indian or Alaskan Native persons
 - 0.9% Asian persons
 - 5.0% Hispanic or Latino persons

The median household income from 2007-2011 was \$36,826 and 19.5% of persons were below poverty level.

Leading Causes of Death in Jackson County 2011

Rank	Cause	Number	Percent
1	Cancer	79	24.7
2	Diseases of the Heart	69	21.6
3	Chronic lower respiratory diseases	23	7.2
4	All other unintentional injuries	18	5.6
5	Cerebrovascular diseases	12	3.8
6	Alzheimer's disease	8	2.5
	Influenza and pneumonia	8	2.5
8	Diabetes mellitus	6	1.9
	Intentional self-harm (suicide)	6	1.9
10	Certain conditions originating in the perinatal period	4	1.3
	Chronic liver disease and cirrhosis	4	1.3
	Motor vehicle injuries	4	1.3
	Nephritis, nephrotic syndrome, and nephrosis	4	1.3
	All other causes (residual)	75	23.1
	Total Deaths—All Causes	320	100.0

Jackson County's top three leading causes of death are right in line with the top three leading causes of death in North Carolina as a whole. Regionally, this is also true, however Diseases of the Heart ranks over Cancer in the majority of the other counties in our region.

Trends in Key Health Indicators

- During the 2007-2011 aggregate period both the Jackson County and State age-adjusted total cancer mortality rate fell; Jackson's **decreased** from 180.6 to 174.1 (**3.7%**).
 - Jackson County saw a **16.9% increase** in the female breast cancer incidence rate during this same period, however our rate is still 19% lower than the state's rate of 155.9.
- The heart disease mortality rate also fell from 204.1 during the 2002-2006 aggregate period to 174.6 in the 2007-2011 aggregate period, a **decrease of 16.9%**.
 - Males in Jackson County have had a higher heart disease mortality rate than females for the past decade, with the difference as high as 82%.

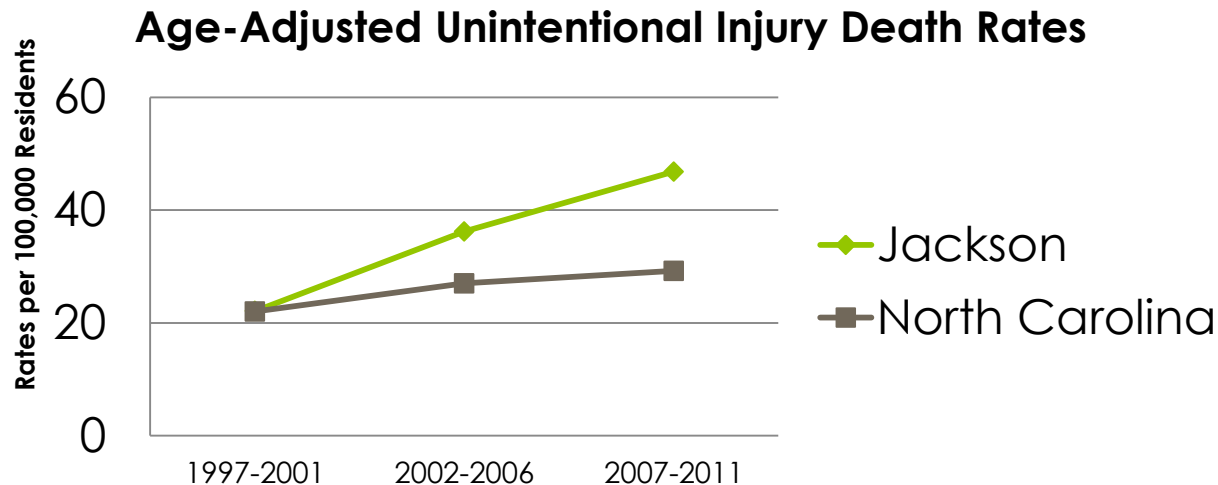


Trends in Key Health Indicators

- The teen pregnancy rate (ages 15-19) in Jackson County **increased by 13%** from 24.9 in 2011 to 28.6 in 2012. However, Jackson County is still doing considerably better than the state's rate of 39.6 (which fell by 10% from 2011 to 2012).
 - In 2012 28.8% of pregnancies were repeat pregnancies.
- In Jackson County, the infant deaths per 1,000 live births **increased by 25.6%** from the 2002-2006 aggregate period (6.4) to the 2007-2011 aggregate period (8.6). North Carolina saw a 7.7% decrease.
- The age-adjusted unintentional motor vehicle injury mortality rate **decreased by 82%** during the 2007-2011 aggregate period. Jackson county's rate (10.6) is 46.2% lower than the states rate of 15.5.

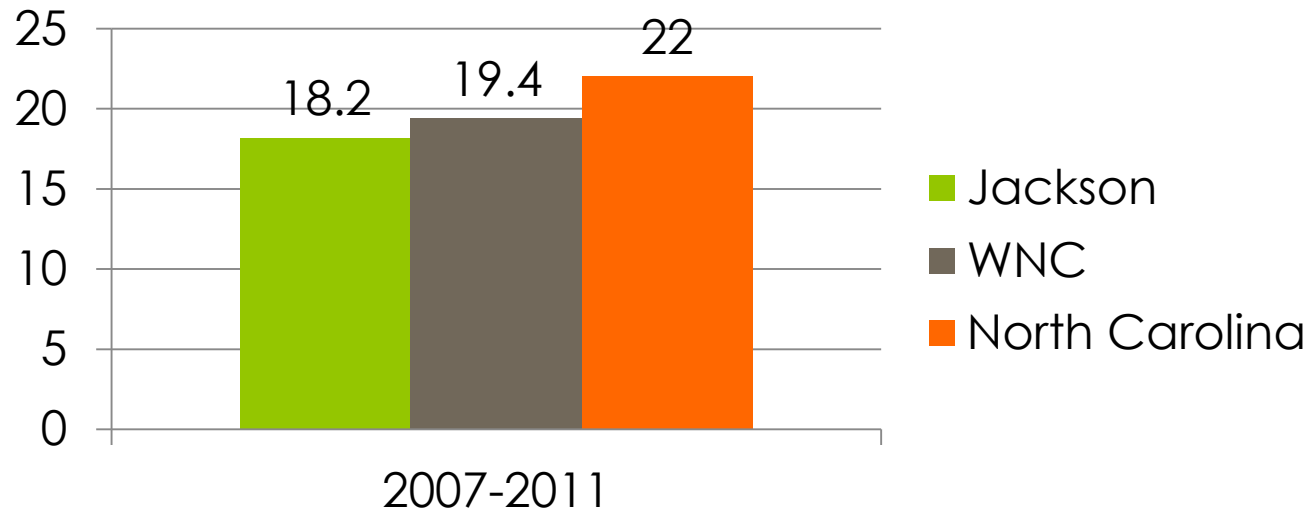
Trends in Key Health Indicators

- The unintentional injury mortality rate (excluding motor vehicles) in Jackson County was **22.6% higher** during the 2007-2011 period (46.8) than in the 2002-2006 period (29.2).



- In Jackson County, the suicide rate also **increased** during the 2007-2011 aggregate period, **by 12.1%**. Our rate (18.1) during this period is 33% higher than the state's rate of 12.1.

Age-Adjusted Diabetes Death Rates per 100,000 Residents



The graph above shows that Jackson County's diabetes mortality rate during the 2007-2011 aggregate period is lower than both the region's and the states rates. Jackson County saw a **73% decrease** in our diabetes mortality rate from the 2002-2006 aggregate period.

Community Health Priorities & Progress

The Community Health Assessment Team and Healthy Carolinians of Jackson County were both involved in the selection and determination of the three community health priorities.

- Healthy Eating
- Physical Activity
(with emphasis on
fall prevention
with seniors)
- Substance Abuse
in adolescents



Our Health Priorities

Selected as a result of the 2011
Community Health Assessment
CHA –

<http://health.jacksonnc.org/community-health-data/>

Community Health Action Plans –
<http://health.jacksonnc.org/health-education-programs/>

Healthy Eating

Increase the percentage of Jackson County adults who consume 5 or more $\frac{1}{2}$ cup servings of fruits and vegetables daily to 30%.

HEAT: **H**ealthy **E**ating **A**ction **T**eam

- Developed a marketing campaign that promotes the HEAT message to increase fruit & vegetable consumption that includes a logo & motto
 - Partnered with Southwestern Community College to develop logo
 - Active Facebook page
 - Regular press releases in The Sylva Herald about HEAT work



HEAT: **H**ealthy **E**ating **A**ction **T**eam

- Implemented a Meatless Monday campaign
 - County-wide campaign
 - Interested organizations signed MOA with HEAT
 - HEAT provides marketing materials & promotion via media outlets




Participating Organizations

- Rolling Stone Burrito
- Sazon
- Mainstreet Bakery & Café
- The Mad Batter
- The Community Table of Sylva
- MedWest Harris
- The Senior Center
- Jackson County Public Schools (New! during month of October)

HEAT: Healthy Eating Action Team

- Implemented a Food of the Month campaign
 - Highlights a local, seasonal fruit or vegetable monthly
 - Displays at health department, DSS, & The Community Table
 - Displays include informational flyers, farmers market flyers, ASAP Local Food Guides, & recipes
 - Monthly cooking demonstration at Ingles Grocery Store
 - 8 cooking demonstrations completed, 2 more planned
 - **360-480** reached overall through demonstrations; with even more reached through the various displays.





THE PRODUCE LADY
www.theproduceclady.org

Apple Crisp
(Recipe from Cook Smart, Eat Smart)

INGREDIENTS:

4 cups sliced apples
2 tbsp. butter
3/4 cup quick-cooking oats
1/4 cup sugar
1/4 cup whole wheat flour
2 tsp. cinnamon
1 tsp. lemon juice


All-purpose flour can be substituted if whole wheat flour is not available. Additional mix-ins such as fresh or dried cranberries, walnuts, pecans or almonds could be included as well.

DIRECTIONS:


Preheat oven to 375 degrees F. Coat baking dish with non-stick cooking spray. Peel apples and cut into slices. Melt butter in a small bowl in the microwave. In a medium bowl, combine all ingredients except apples. Stir until well blended. Place apples in 9" x 13" baking dish and spread oat mixture on top. Bake 45 to 50 minutes until desired brownness.

Serves 6.

www.theproduceclady.org



NC COOPERATIVE EXTENSION



North Carolina



HEAT: **H**ealthy **E**ating **A**ction **T**eam

- Hosted the Healthy Snack Master's Competition
 - Open to all Jackson County Students
 - 14 participants; 1 individual winner & 1 team winner
- Promoted community gardens and home gardening through:
 - Facebook page
 - Press releases in The Sylva Herald
 - Radio spot on WRGC 540
 - Held HEAT meeting at Cullowhee Community Garden



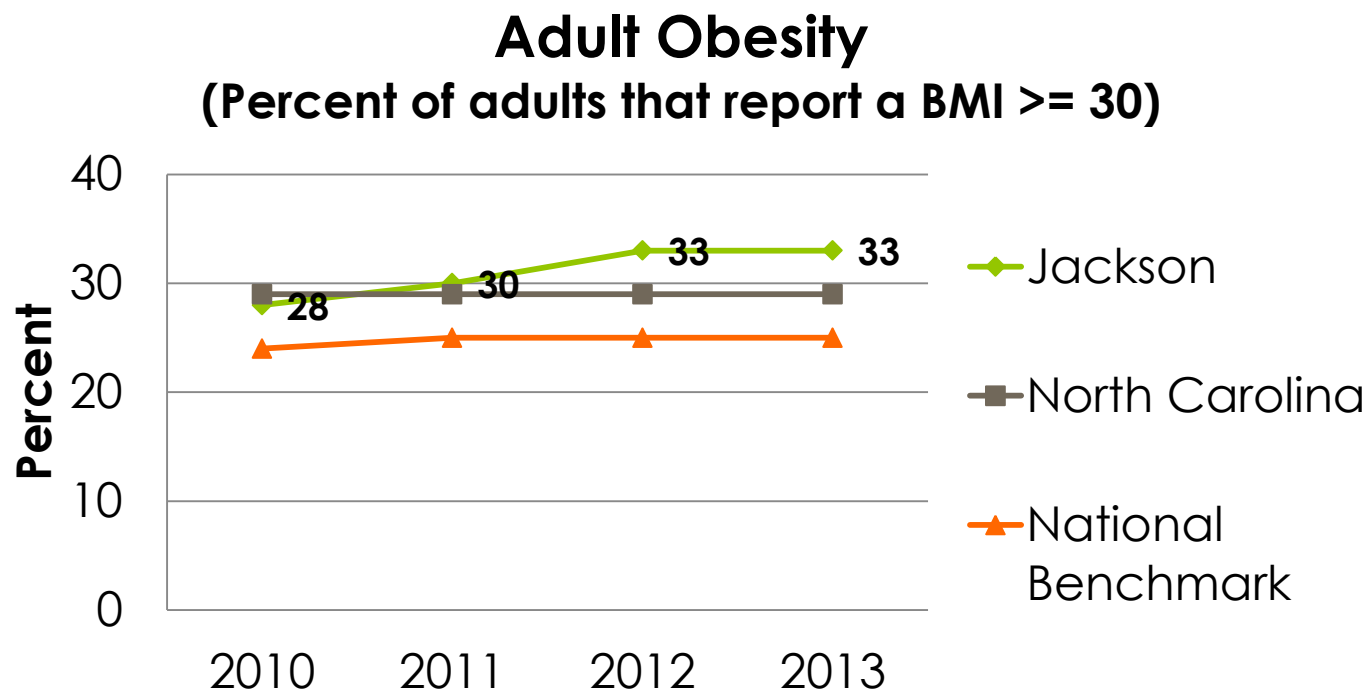
Other Healthy Eating Initiatives

- The Jackson County Cooperative Extension has recently reinstated the Expanded Food and Nutrition Education Program (EFNEP) to teach youth and pregnant teens about proper nutrition and a healthy lifestyle.
- MountainWise (Region 1 Community Transformation Grant Project) provided market enhancements and promotions for local farmer's markets and roadside stands, to ensure that everyone has access to fresh fruits and vegetables. More recently, MountainWise has started working on a Healthy Corner Store Initiative.



Changes in Data

- Fruit and Vegetable Consumption
 - Guiding data: Jackson County Community Health Opinion Survey, 2011
 - 55.2% of adults surveyed consume 3-5 ½ cup servings of fruits and vegetables daily.
 - 8.5% of adults surveyed consume 6-8 ½ cup servings of fruits and vegetables daily.
 - Recent data: WNC Healthy Impact Survey, 2012
 - 8.1% of adults surveyed consume an average of 5 or more 1 cup servings of fruits and vegetables daily.



Physical Activity

Increase the percentage of adults in Jackson County getting at least 30 minutes of physical activity 5 or more days a week to 30%. (With emphasis on fall prevention)

“Active for Life” Action Team

- 4th Annual Healthy Living Festival
 - May 10, 2013 at the Jackson County Recreation Center in Cullowhee
 - **111 attendees**
 - 48 exhibitors
 - New this year was free sample exercise classes



“Active for Life” Action Team

- Stroke Screening

- May 20, 2013 at the Department on Aging
- **64 people** participated in the screening
- Collaboration with Mission Hospital
- Screening included: blood pressures, BMI, cholesterol, blood glucose
- Pre and Post quiz given to determine effectiveness: there was a significant increase in the number of people that could identify the warning signs and risk factors for stroke.



“Active for Life” Action Team

● Exercise Programs through the Senior Center

- Arthritis Foundation Exercise Program: A low-impact, evidence-based physical activity program proven to reduce pain and decrease stiffness.
 - Ongoing program—**231 participants**
- Walk with Ease: an evidence-based exercise program that can reduce pain and improve overall health.
 - Ongoing program—**415 participants**
 - This program utilizes the Catalyst Trail around the Aging Complex. It is estimated that an additional 5 people/week use this trail for exercise.
- Get Some Balance in Your Life: Balance exercise program for older adults who have either fallen in the last year or who present themselves to be at a higher risk for falling.
 - 1 class, **10 participants**



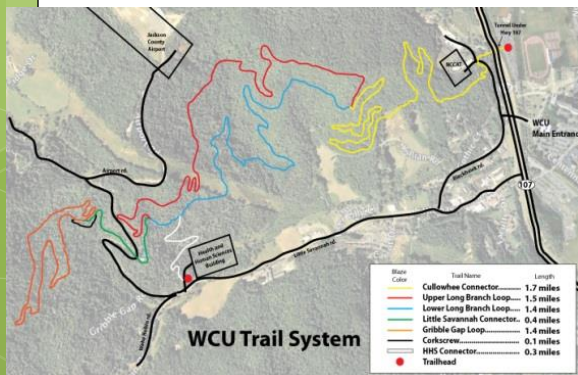
“Active for Life” Action Team

- Jackson County Get Fit Challenge
 - Recently completed 3rd Round—Fall 2013
 - Free, open to anyone wanting to participate
 - Team-based exercise competition
 - **130+ participants**
 - End of Challenge celebration/awards ceremony held on Nov. 14th
- Team Branding
 - Partnered with Southwestern Community College, Graphic Design students to develop a logo.



Other Physical Activity Initiatives

- o Cashiers Recreation Center opened in January 2013. The 24,500 square foot facility offers: Full size gymnasium, fitness room with weight equipment and free weights, aerobics room, and a meeting room.
- o Jackson County updated their Recreation Master Plan.
- o Construction of the Tuckasegee River Greenway Phase 1 began in September 2013. This section of the greenway, along with the connecting pedestrian bridge is anticipated to be complete by Spring 2014.
- o The WCU Multi-Use Trail system opened in February 2013. This trail system is 6.8miles of narrow single track trail designed for foot traffic and mountain bike use.

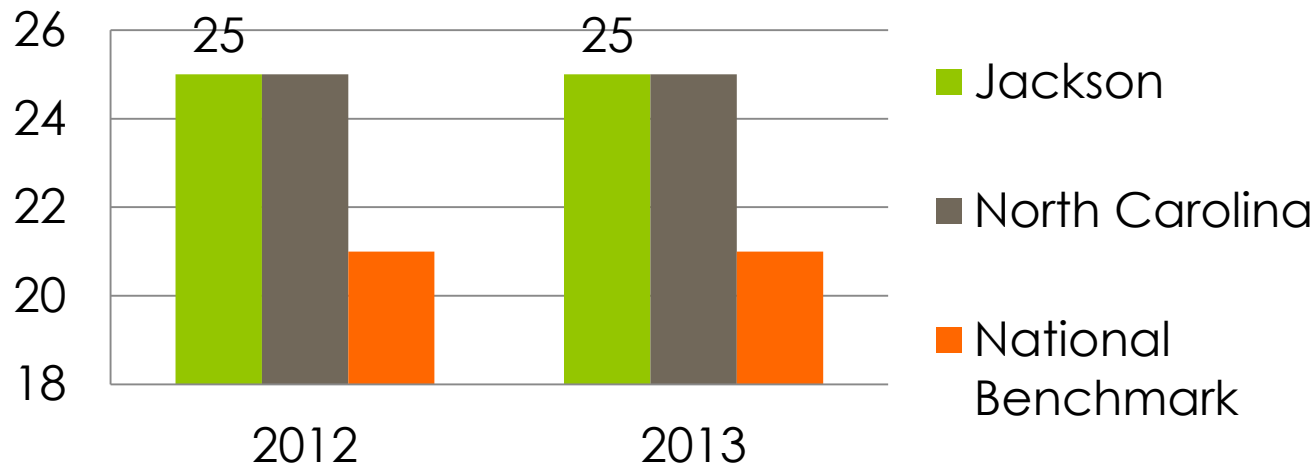


Changes in Data

- Physical Activity: Moderate physical activity; 5x per week for 30 minutes per time
 - Guiding data: Jackson County Community Health Opinion Survey, 2011
 - 25% of adults surveyed report to engage in physical activity for at least 30 minutes, 5 or more days per week.
 - 10.4% report that they do not engage in at least 30 minutes of physical activity at all.
 - Recent data: WNC Healthy Impact Survey, 2012
 - 34.5% of adults surveyed report to take part in moderate exercise at least 5 times per week for at least 30 minutes.
 - 18.7% report that they spent no leisure-time taking part in physical activity in the last month.

Physical Inactivity

(Percent of adults aged 20 and over reporting no leisure time physical activity)



Substance Abuse

Reduce the percentage of 12-19 year old students that report the use of illicit drugs, alcohol, and tobacco in the past 30 days by 5%.

SAAT: **S**ubstance **A**buse **A**ction **T**eam

- Tobacco Free Parks Ordinance
 - On April 15, 2013 the Jackson County Board of Commissioners passed an ordinance to prohibit smoking and the use of other tobacco products on the grounds and in buildings of Jackson County's Park System.
 - SAAT, with support from the Jackson County Department of Public Health, Board of Health, Healthy Carolinians of Jackson County, Parks and Recreation Department Director, Parks and Recreation Advisory Board, and Teen Institute Youth, was implemental in getting this ordinance adopted.



SAAT: Substance Abuse Action Team

- Prevention Program in Jackson County Schools
 - Positive Action: is an integrated and comprehensive program that is designed to improve academic achievement; school attendance; and problem behaviors such as substance use, violence, suspensions, disruptive behaviors, dropping out, and sexual behavior.
 - **1 class, ~30 participants**
 - Media Detective: media literacy education program for 3rd to 5th grade students, to prevent or delay the onset of underage alcohol and tobacco use.
 - **166 participants in 2013**



SAAT: **S**ubstance **A**buse **A**ction **T**eam

- PRIDE Surveys
 - Questionnaires were administered to all 5th, 7th, 9th, and 11th grade students, as well as Faculty and Staff members in the Jackson County School System in Spring 2013.
 - Used to gather baseline data on student tobacco, alcohol, and illicit drug use and related behaviors. We hope to measure behavior over time by conducting this survey annually.
 - Data was presented to the Principals and Central Office Leadership Team in September.
 - Each principal designated an individual from their school to be our point of contact regarding the data.



SAAT: Substance Abuse Action Team

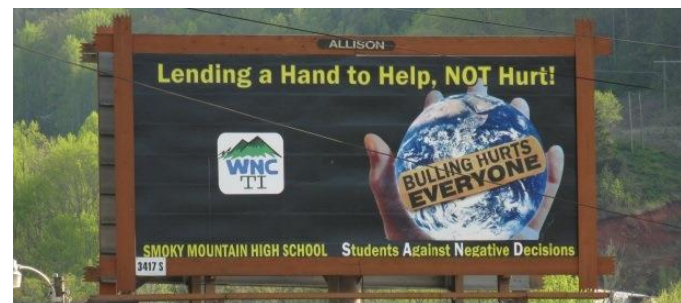
- Set up a Prime for Life referral system:
 - Prime for Life is an evidence-based prevention and intervention program, helps people learn to reduce their risks of alcohol and drug related problems throughout life.
 - For defendants with no prior alcohol or substance abuse related convictions.
 - **5 classes have been held, with ~26 participants.**
- Awarded the Project Lazarus Community Coalition Grant
 - **\$9,000**
 - Hire a part time, paid Coalition Coordinator
 - Strengthen the SAAT Coalition
 - Develop a community action plan for prescription drug abuse

The logo for Project Lazarus, featuring the word "PROJECT" in white on a blue background and "LAZARUS" in blue on a white background, all enclosed in a blue rounded rectangle.

PROJECT LAZARUS

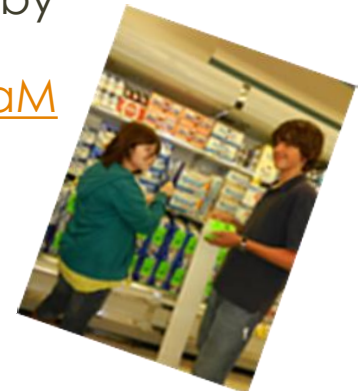
Other Substance Abuse Prevention Initiatives

- Mountain Projects Inc.: Mountain Projects' Prevention Services are pleased to partner with the SAAT team in bolstering prevention in Jackson County.
 - Prevention Services: hosted 2 RASP (Responsible Alcohol Sellers and Servers Program)
 - WNC Teen Institute:
 - 4 Teams located at Blue Ridge, Cullowhee Valley, Fairview, and Smoky Mountain High.
 - 8 youth attended WNCTI Regional Seminar in March at Lake Junaluska Conference Center.
 - 9 youth attended WNCTI Summer Conference in June at Mars Hill University.
 - 12 youth attended WNCTI Youth Staff Trainings throughout the year.
 - Youth designed billboards as public service announcements.



Other Substance Abuse Prevention Initiatives

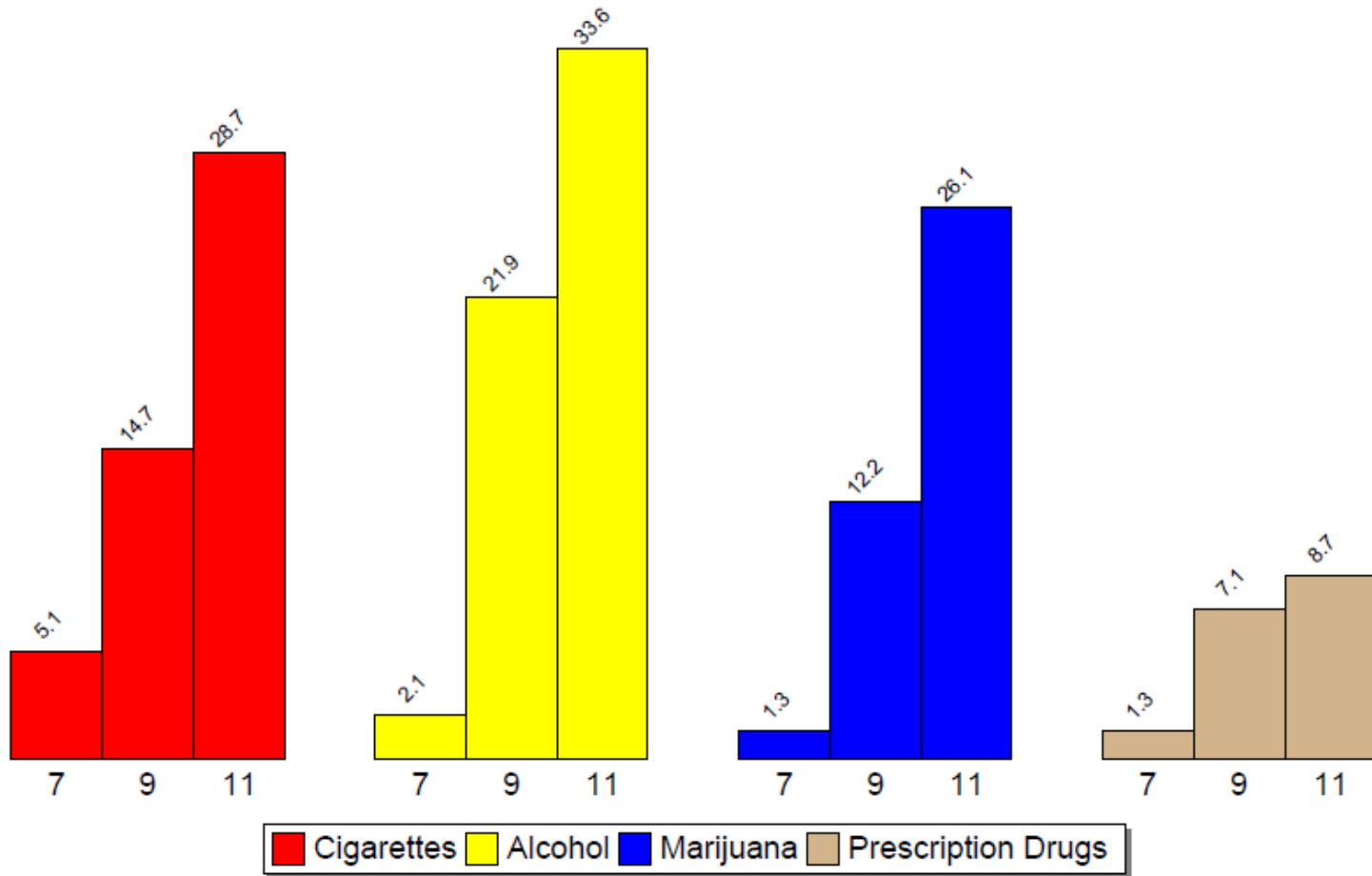
- WNC Teen Institute Continued....
 - In April youth participated in a Sticker Shock Campaign as an environmental prevention strategy to help reduce underage alcohol use in Jackson County.
 - Youth were successful in having County Commissioners proclaim the week of April 21-28 Alcohol Awareness Week in Jackson County. (to coincide with prom week)
 - WNCTI Teams planned anti-bullying activities in Jackson County and some teams arranged presentations by nationally renowned speaker Jim Williams.
 - <http://www.youtube.com/watch?v=xZzNwboUGaM>
Video put together at the WNC Teen Institute Regional Seminar at Lake Junaluska in March.



Changes in Data

- **Guiding data: 2008 PRIDE Survey, Jackson County Schools**
 - 1.7% of 7th graders, 19.4% of 9th graders, and 26.7% of 11th graders reported using tobacco monthly.
 - 1.7% of 7th graders, 26.7% of 9th graders, and 32.9% of 11th graders reported using alcohol monthly.
 - 1.7% of 7th graders, 15.2% of 9th graders, and 19.3% of 11th graders reported using marijuana monthly.
- **Recent Data: 2013 PRIDE Survey, Jackson County Schools**
 - 5.1% of 7th graders, 14.7% of 9th graders, and 28.7% of 11th graders reported using tobacco monthly.
 - 2.1% of 7th graders, 21.9% of 9th graders, and 33.6% of 11th graders reported using alcohol monthly.
 - 1.3% of 7th graders, 12.2% of 9th graders, and 26.1% of 11th graders reported using marijuana monthly.
 - 1.3% of 7th graders, 7.1% of 9th graders, and 8.7% of 11th graders reported using prescription drugs monthly. (*New to questionnaire)

Past 30 Day Use of Cigarettes, Alcohol, Marijuana & Prescription Drugs



Emerging Issues & Local Changes

Affecting the health of our community.

Emerging Issues

- Interviews with key leaders and health stakeholders indicated the following new or emerging issues that are affecting Jackson County's health status:
 - Volume to value transition under healthcare reform/private payer initiatives.
 - Hunger, food insecurity
 - Rising food costs without increased income to balance it.
 - Increased # of "working poor" (make too much to qualify for assistance, but yet not enough to provide for their families).
 - Lack of community connectivity—bike lanes, sidewalks, pedestrian lanes, etc.
 - Environmental factors
 - Need for early intervention and education around childhood health issues.
 - Bullying
 - Mental Health—depression, self-esteem

New Initiatives

- **Safe Kids Jackson County:** Coalition formed in the summer with representation from the health department, Town of Sylva Police, Sheriffs Office, DSS, Emergency Management, public schools, and the NC Highway Patrol. Plans to implement a Car Seat Diversion Program at the first of the year.
- **Blast OFF!** Childhood obesity treatment program sponsored by MedWest--Harris and Jackson County Recreation and Parks Department. Piloted program over the summer and impacted ~50 individuals.
- As a non-profit hospital, Harris Regional Hospital is now required to complete a **Community Health Needs Assessment**; they are using this new requirement to engage others (health department, Mission, WCU, Good Samaritan Clinic) in targeted health initiatives, and to develop a local strategy for WestCare.

New Initiatives

- **Nurse Family Partnership Program:** Southwestern Child Development Commission has received funding from Kate B Reynolds Trust Foundation and the Evergreen Foundation to implement the Nurse Family Partnership Program. The funding from KBR will cover implementation in Jackson and Macon County. The model is 4 nurse home visitors, 1 nurse supervisor, and 1 part time Administrative Assistant to serve 100 families. **Approximately \$200,000.00** has been received thus far for implementation of this project.
- **Jackson County Schools received a \$30,000.00 grant** from the Kate B. Reynolds Charitable Trust to encourage parent and staff involvement in wellness. This project spearheaded from revising the school wellness policy. The Superintendent has since advocated for each school to develop a wellness team in order to obtain staff and parent input.

Other Changes affecting our community's health

- **Harris Regional and Swain County Hospitals (WestCare)** are working on a **capital partner decision with Duke LifePoint** in order to bring the resources and capital needed to invest in solving access to care issues and to fully make the volume to value transition (under healthcare reform).
- **EPASS:** Applicants for Medicaid, Food Stamps and Health Choice (health insurance for children) can now apply completely on-line from any computer 24/7/365. Making it easier for working people, folks without transportation, or those who simply don't want to be seen applying for assistance at Social Services.
- Cooperative Extension has yet to be able to fill the **Family and Consumer Science Agent position** since the former agent's retirement in Summer 2012.
- The **Government shut down** for 14 days in October. This led to local problems with WIC vouchers and federally funded staff positions.

- The 2013 State of the County Health Report will be presented/available at the following:
 - Jackson County Board of Health, December 2013
 - Healthy Carolinians of Jackson County, January 2014
 - Posted to the Jackson County Department of Public Health's website <http://health.jacksonnc.org>
 - Electronic copy sent to County Commissioners and County Manager
 - Press releases sent to the Sylva Herald, Crossroads Chronicle, and WRGC radio
 - Hardcopies will be available at the health department.



What Next?

Continued attention to collective action and monitoring impact.

For more information on the State of the County Health Report please contact Anna Lippard at 828-587-8288 or annalippard@jacksonnc.org.