



2016 State of the County Health Report

Jackson County



Demographics

- 2015 Population Estimate: 41,265
 - White: 84.9%
 - Black: 2.5%
 - American Indian/Alaskan Native: 9.5%
 - Asian: 1.0%
 - Hispanic/Latino: 5.4%
- Percent change: 2.5% from April 2010 to July 2015

The median household income during 2010-2014 in Jackson County was \$36,705 compared to North Carolina's median household income of \$47,830.

Leading Causes of Death in Jackson County, 2010-2014

Rank	Cause	# Deaths	Death Rate
1	Cancer	414	169.0
2	Disease of Heart	373	164.7
3	Chronic Lower Respiratory Disease	110	46.4
4	All Other Unintentional Injuries	84	41.4
5	Cerebrovascular Disease	62	27.4
6	Diabetes Mellitus	57	22.6
7	Alzheimer's Disease	56	26.5
8	Pneumonia & Influenza	40	18.4
9	Suicide	33	15.5
10	Nephritis, Nephrotic Syndrome, & Nephrosis	32	14.6
11	Chronic Liver Disease & Cirrhosis	26	11.7
12	Septicemia	20	8.3
13	Unintentional Motor Vehicle Injuries	19	8.8
14	Homicide	5	2.1
15	Acquired Immune Deficiency Syndrome	1	0.6
	All Causes (some not listed)	1,684	743.1

Jackson County's top three leading causes of death are **identical** to the top three leading causes of death in North Carolina as a whole. These leading causes of death in Jackson County have not changed in recent years.

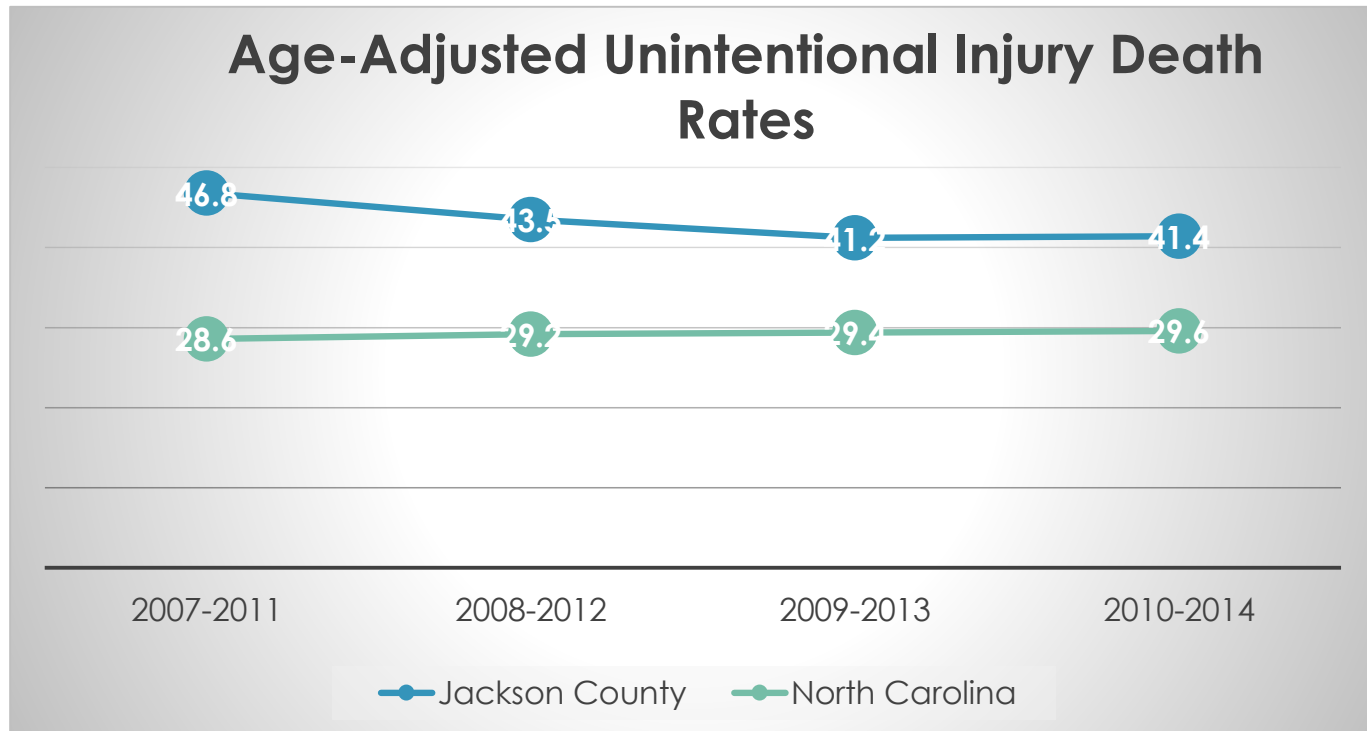
Review of Morbidity/Mortality Data

Cancer, Diseases of the Heart, Chronic Lower Respiratory Disease & Stroke

- In 2010-2014, the total cancer mortality rate fell in Jackson County
 - From 177.8 to 169.0 – a **4.9% decrease**
- In 2010-2014, the heart disease mortality rate increased slightly in Jackson County
 - From 163.0 to 164.7 – an **increase of 1.04%**
 - Males in Jackson County have had a significantly higher heart disease mortality rate than females for the last decade
- In 2010-2014, the chronic lower respiratory disease (CLRD) mortality rate fell in Jackson County
 - From 47.9 to 46.4 – a **decrease of 3.1%**
- In 2010-2014 the stroke mortality rate decreased in Jackson County
 - From 29.8 to 27.4 – a **decrease of 8.05%**
 - Jackson County's rate is **36.2% lower** than North Carolina's rate (43.0)

Review of Morbidity/Mortality Data

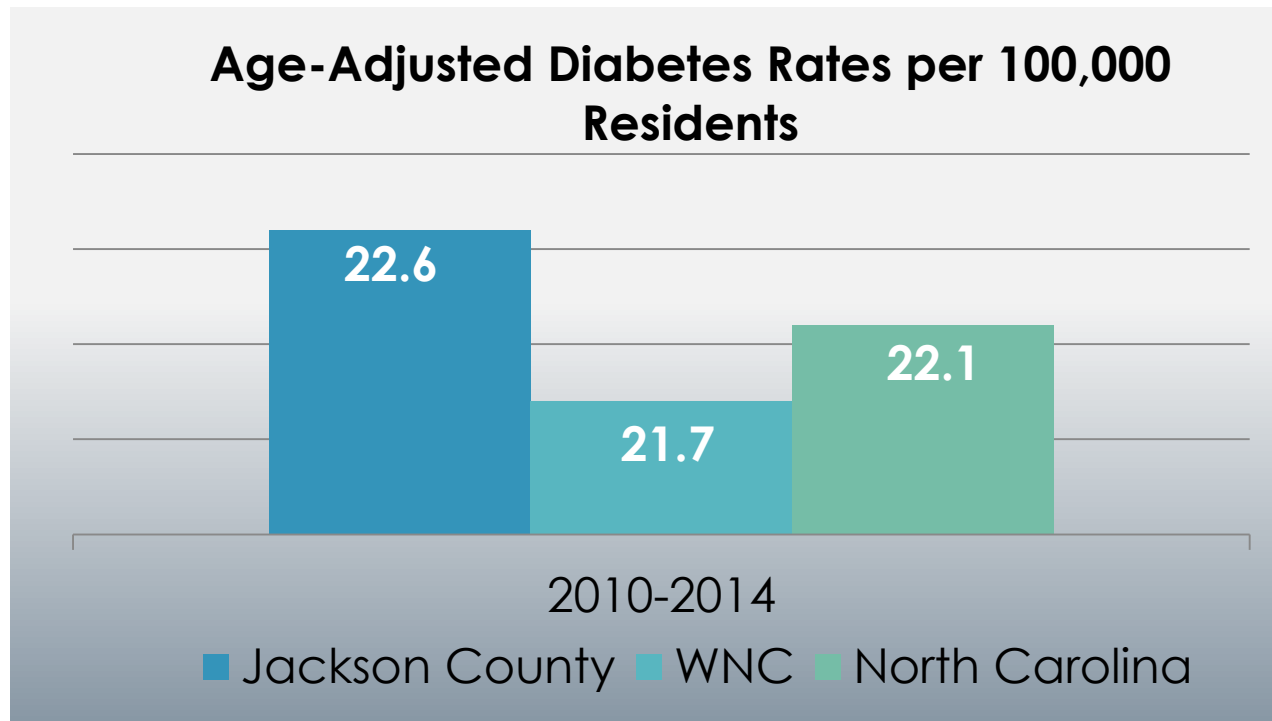
Unintentional Injury



The unintentional injury mortality rate (excluding motor vehicles) in Jackson County was **28.5% higher** than North Carolina's rate during 2010-2014.

Review of Morbidity/Mortality Data

Diabetes

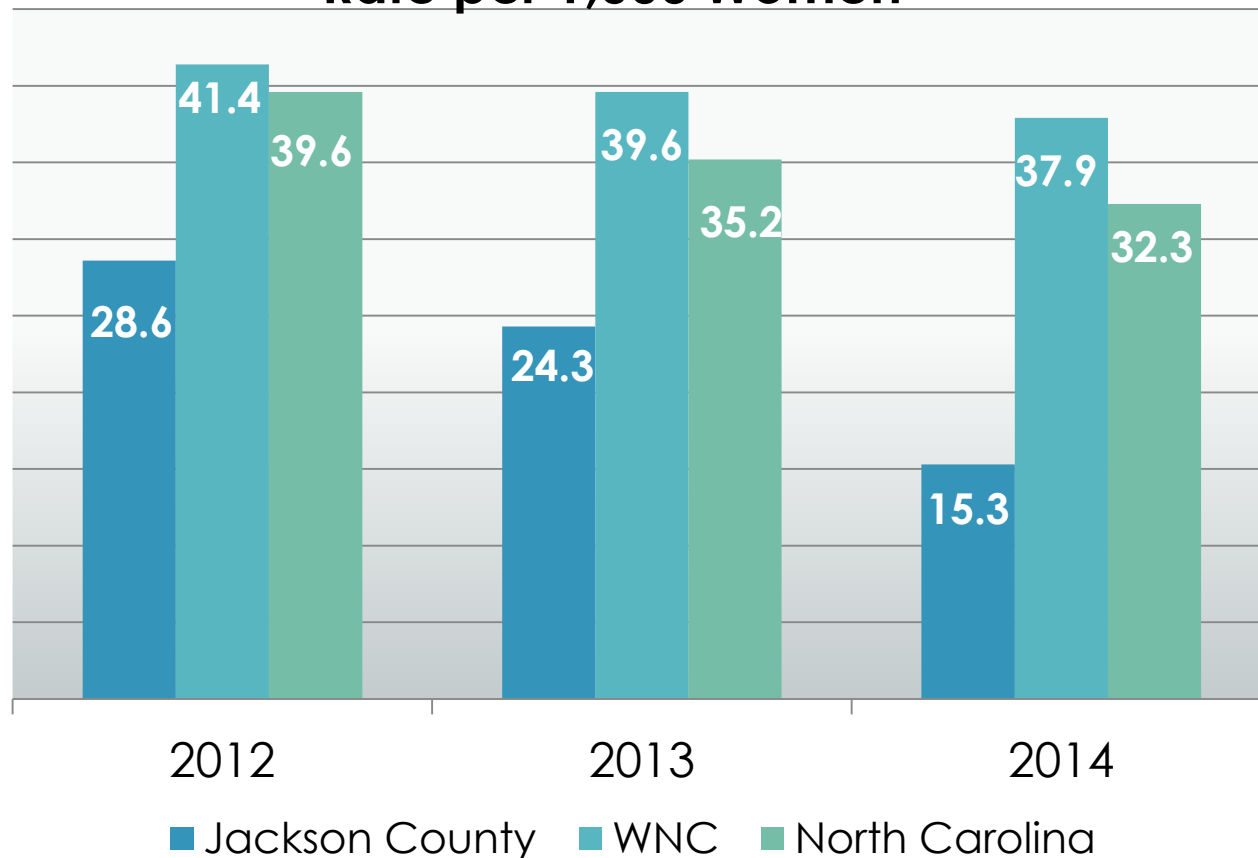


The graph above shows that Jackson County's diabetes mortality rate during the 2010-2014 aggregate period is higher than both WNC's and North Carolina's rates. Jackson County saw a **32.9% increase** in diabetes mortality rate during the 2010-2014 period.

Review of Morbidity/Mortality Data

Teen Pregnancy

Teen Pregnancy, Ages 15-19 Rate per 1,000 Women

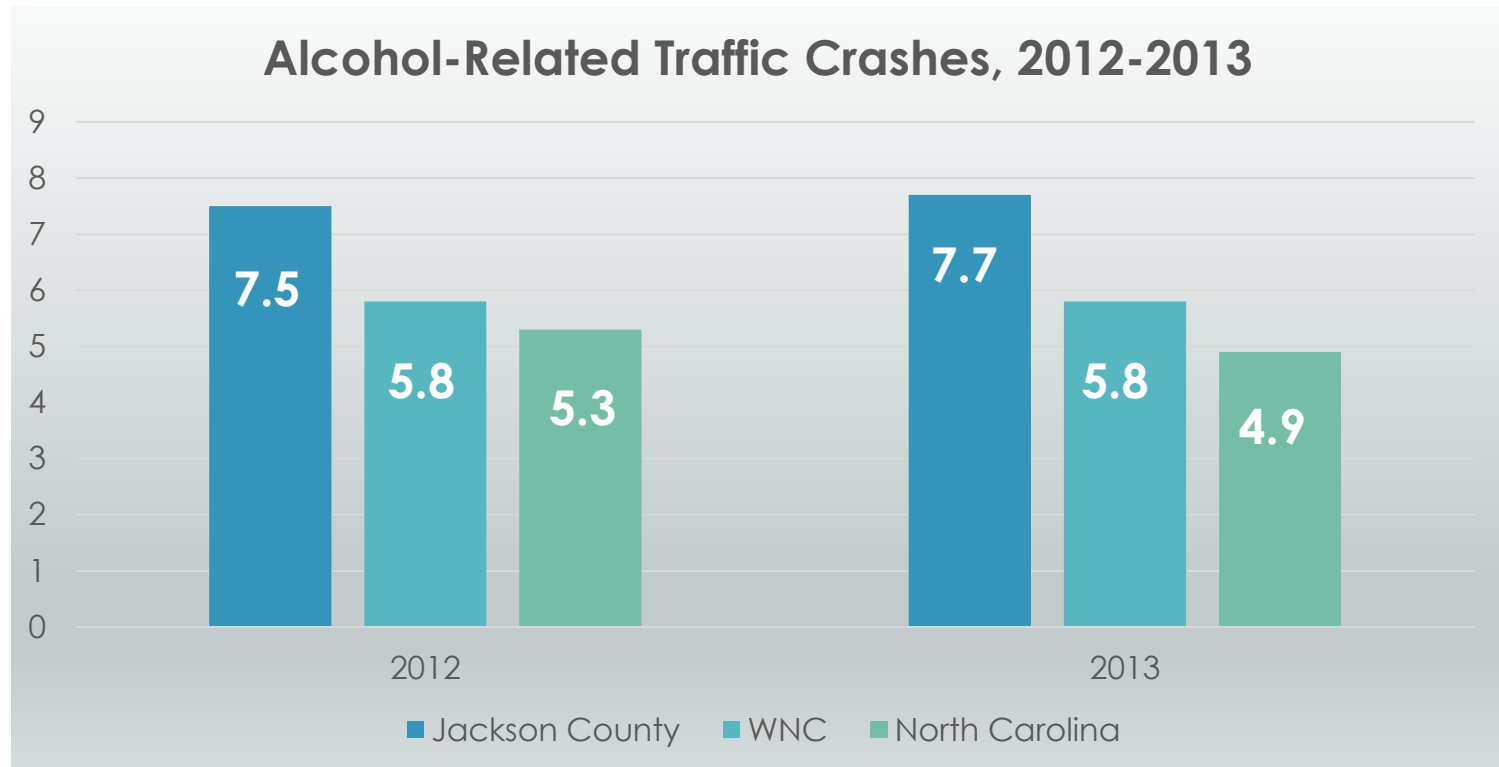


Jackson County 2015 Data Updates:

- 48 pregnancies among 15-19 year olds
- Repeat pregnancies: 39.6%
- Ranking: 74 out of 100 counties
- Change since 2013: 37% decrease

Review of Morbidity/Mortality Data

Substance Abuse



More crashes are alcohol-related in Jackson County than in WNC or North Carolina- **25% more than WNC and 36% more than North Carolina in 2013.**

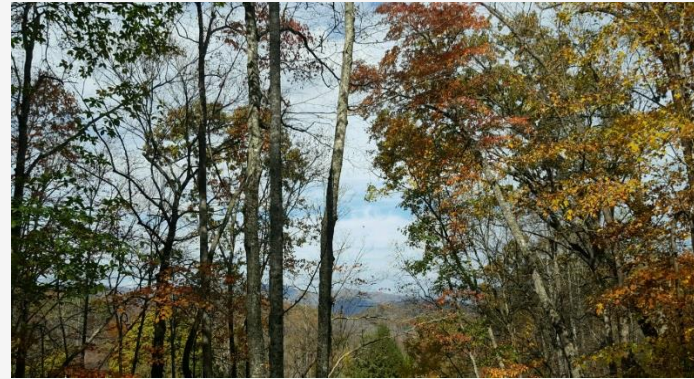
2015 Community
Health Assessment

Community Health
Improvement Plan

Physical Activity
& Nutrition
Action Plan 1

Injury & Substance
Abuse Prevention
Action Plan 2

Chronic Disease
Action Plan 3



Our Health Priorities

These priorities were selected
as a result of the 2015
Community Health Assessment.

Physical Activity & Nutrition

**Increase the prevalence of adults
at a healthy weight.**

**Increase the weekly fruit and
vegetable consumption of Jackson
County adults.**

**Increase the number of Jackson
County adults who meet the
Physical Activity
Recommendations.**



Progress Within Last Year

Healthy Eating & Physical Activity Action Team (HEPA)

- 7th Annual Healthy Living Festival
 - *Partners: Jackson County Recreation Center, Senior Center, & local businesses*
 - **165** participants, **38** vendors, with a total of **76** exhibitors in the Main Festival Space
 - Completed **40** screenings, which included HbA1c, Blood Pressure, BMI, and cholesterol
 - All screenings were free thanks to donations from Harris Regional Hospital and the Great Smokies Health Foundation
 - Donated **14** pints of blood
 - Administered **15** rabies shots
- Healthy Snack Master Competition
 - Cooking competition open to all Jackson County Public School Students
 - *Partners: School Health Advisory Council & Jackson County Public Schools*
 - **17** recipes were submitted and **12** participated in the competition
 - 5 winners were selected



Progress Within Last Year

Healthy Eating & Physical Activity Action Team (HEPA)

- Get Fit Challenge
 - Annual fitness challenge open to county residents: **490** participants and **74** teams
 - *Partners: Harris Regional Hospital, Western Carolina University, Jackson County Cullowhee Recreation Center, Senior Center*
 - New to the Challenge: Participants were able to log their active minutes electronically through Challenge Runner.
- Fun Friday
 - HEPA partnered with the Jackson County Public Library for **15** children to participate in a yoga class and sample a healthy snack afterwards.
- Greenway Bridge
 - Jackson County Parks & Recreation completed Phase 1 of their Greenway Project.
 - The Greenway Bridge allows access to a 1 mile paved trail adjacent to the Tuckasegee River.
 - Average daily traffic for the Greenway is 42.5 individuals, equaling 15,527 annually.



Progress Within Last Year

Healthy Eating & Physical Activity Action Team (HEPA)

• Cullowhee Community Garden

- The Garden hosted a series of educational workshops
- Topics included: fruit tree pruning, handling pests, weeds and diseases in an organic garden, and seed swap and seed saving
- The Garden had a total of **537 individual volunteers** throughout 2016 – that is over \$35,000 worth of in-kind donations of time to the Garden.
- Received Service Learning Award for partnership with Western Carolina University
- *Partners: Western Carolina University, HIGHTS*



• Tuesdays to Thrive

- *Partners: Harris Regional Hospital, Swain Community Hospital, Mountain Projects, Vaya Health, Project Lazarus, Western Carolina University*
- Monthly special events focusing on health topics
- Topics featured in 2016: Prescription Abuse & Overdose Prevention, Heart Health, Nutrition & Cooking Skills, Family Fitness, Environmental Health, Primary Care & Preventative Health
 - 2 press releases were submitted to the local newspaper

Progress Within Last Year

Healthy Eating & Physical Activity Action Team (HEPA)

Active Routes to School (ARTS)

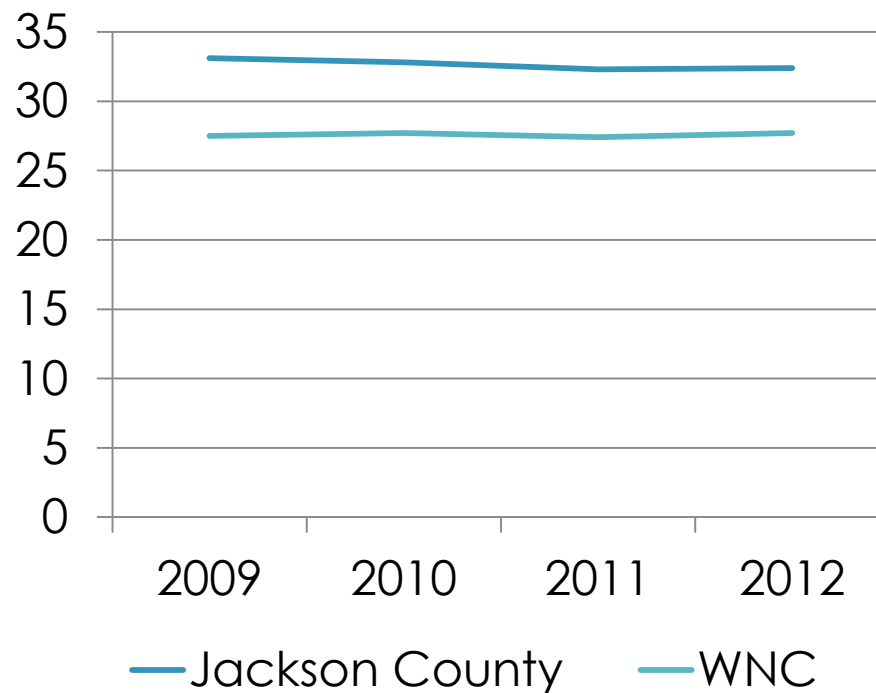
- Cullowhee Valley Bike to School Event – May 4th, 2016
 - Before school at the Cullowhee Recreation Center parking lot. Children were able to bring their own or borrow a bike. All children were fitted for helmets. All rode the trail from the Rec Center to Cullowhee Valley School. Between all participants and volunteers there was a total of **150 participants**.
- International Walk to School Day – October 5th, 2016
 - Event began before school at Fairview Elementary School. Students walked from the baseball fields, through the nature area and up to the school cafeteria. Goodie bags were provided by ARTS, Safe Kids Jackson County, and Fed Ex. There were **279 student participants and 150 adult volunteers**, for a total of **429 participants**.



Partners include: Jackson County Public Schools, Superintendent, & School Board, Jackson County Parks & Recreation, Department on Aging, Senior Center, Sheriff's Office, NC State Highway Patrol, Sylva Police, School Health Advisory Council, Rotary Club, Western Carolina University, Fairview PTA, Sylva Mayor, Town of Sylva Manager & Commissioner, County Commissioners, Harris Regional, Southwestern Planning Commission, Safe Kids Jackson County, FedEx, Faith-based organizations, Woodmen of the World, Visual Awakenings Photography

Data Related to Progress

Trend: Adult Obesity Prevalence Estimate (CDC)



The adult obesity trend has been decreasing in Jackson County in small amounts, from 33.1 in 2009 to 32.4 in 2012. This shows a 2.11% decrease.

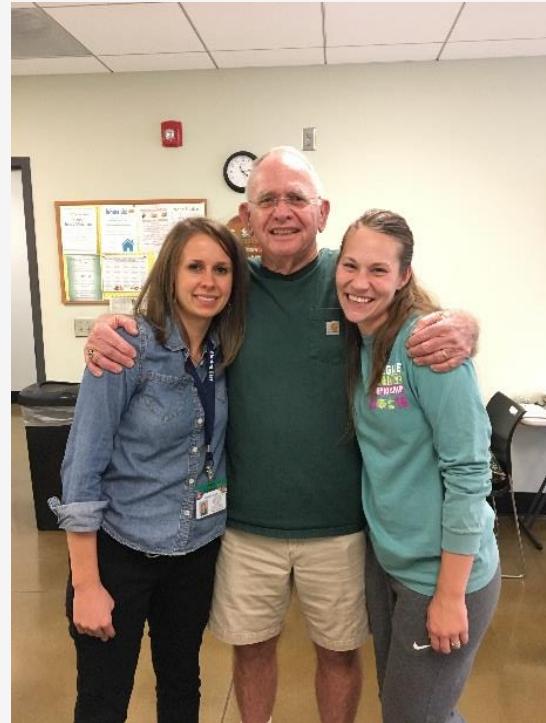
Jackson County adult obesity rates are higher than the WNC average.

JACKSON COUNTY 2016

Injury and Substance Abuse Prevention

Decrease the unintentional injuries mortality in Jackson County due to poisonings, overdoses, and falls.

Increase knowledge and awareness about prescription drug abuse, reduce the presence of unwanted medication in our community, educate the public about naloxone, and reduce prescription drug overdose in Jackson County.



Progress Within Last Year

Injury and Substance Abuse Prevention Team (ISAP)

- Exercise Classes Promoting Balance
 - *Partners: Senior Center*
 - Arthritis Foundation Exercise Program: **1483** Participants
 - Walk with Ease: **384** Participants
 - Tai Chi for Arthritis: **515** Participants
 - Get Some Balance in Your Life: **112** Participants
 - A health fair and Get Some Balance in Your Life class demonstration for seniors was hosted at the Jackson County Department on Aging in July
 - Participants were screened for the program in August, and the program was taught twice a week from August – November



Progress Within Last Year

Injury and Substance Abuse Prevention Team (ISAP)

- Free Screenings
 - Free Testing Event in Whittier
 - The Communicable Disease Branch of the NC Division of Public Health partnered with local Health Departments and the Eastern Band of Cherokee Indians to offer a free testing event
 - Participants were screened for HIV, Hepatitis C, and Syphilis
- Safe Kids Jackson County
 - Members of the Safe Kids Jackson County coalition received the statewide Excellence in Injury Prevention award for the Smoke Alarm Canvassing program. The team received a grant to install working smoke alarms in the homes of Hispanic residents. A total of **524 homes** have been visited during canvassing and **396 alarms** have been installed.
- Naloxone
 - Vaya Health used \$100,000 to purchase nasal naloxone adaptor kits for 26 western counties
 - ISAP met with 4 pharmacies within Jackson County to share/spread information about the new statewide naloxone standing order
 - Provided to the pharmacies: Save Some NaloxOne flyer, patient educational materials from the website www.naloxonesaves.org, nasal adaptor kits, Good Samaritan cards, permanent drop box cards
 - Mountain Projects is giving away naloxone kits at no cost.

Progress Within Last Year

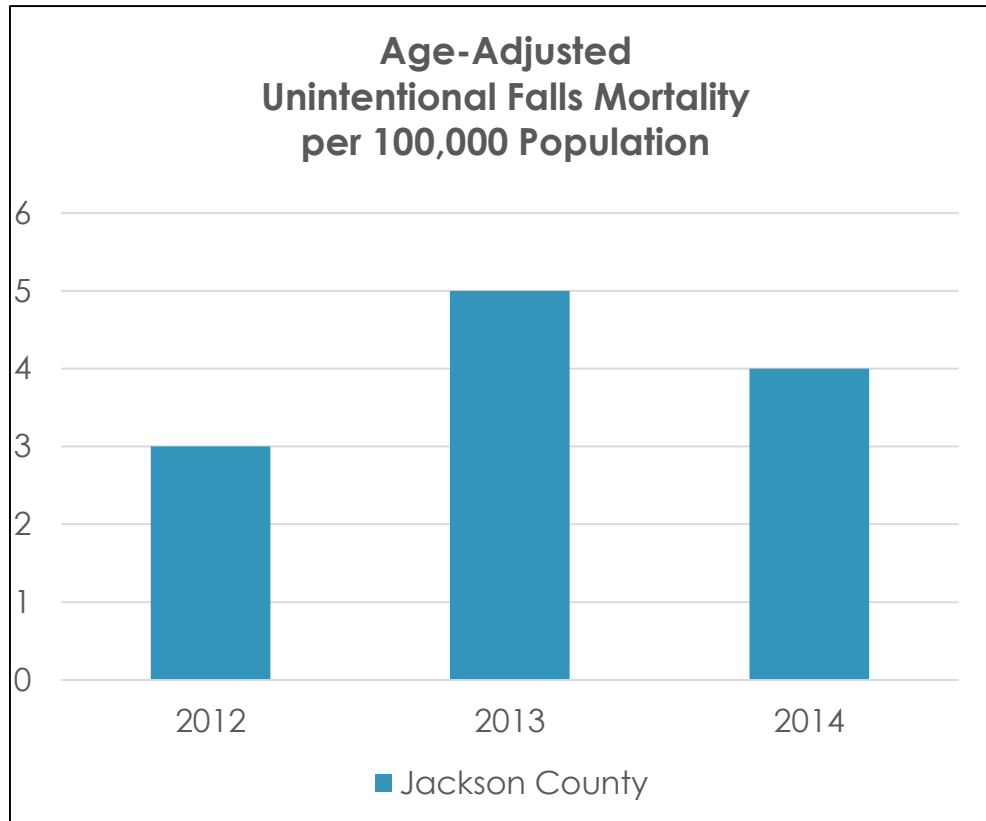
Injury and Substance Abuse Prevention Team (ISAP)

- Drop Box
 - ISAP received a prescription lockbox from Project Lazarus and gave it to Western Carolina University's Police Department
 - This is the second permanent drop box in the county, as there is also one at the Sheriff's Office
- Media
 - News releases throughout 2016 include articles on the free screening event and the alarming increase of Hepatitis C due to substance use, McCrory signing overdose prevention legislation for naloxone, and for substance abuse awareness month in October
 - ISAP members spoke on the local WRGC Radio prior to the holidays, to address low risk alcohol consumption and to provide the Vaya Health emergency phone number for residents to have on hand during the holidays
- Jackson County Project Lazarus Website
 - The Project Lazarus website has continued to be updated with coalition efforts, emergency department overdose reports, and educational materials for the community



Data Related to Progress

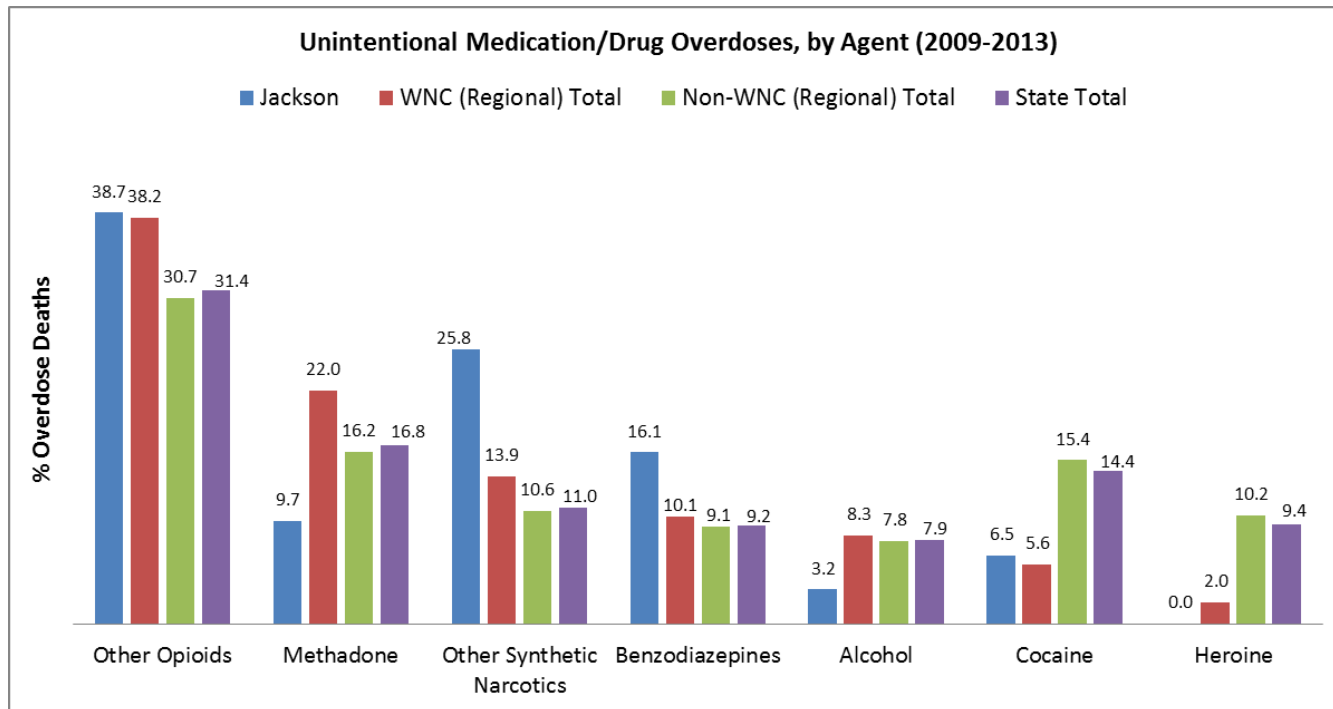
Injury and Substance Abuse Prevention Team (ISAP)



As of July 1, 2015, it is estimated that 18.1% of Jackson County residents are 65 years or older. This number is projected to increase to at least 20% by year 2030.

Data Related to Progress

Injury and Substance Abuse Prevention Team (ISAP)



The newest data shows that Jackson County has a higher rate of Other Opioids and Other Synthetic Narcotics overdose rates than WNC, Non-WNC, and the State.

JACKSON COUNTY 2016

Chronic Disease Prevention

**Decrease the percentage
of adults with diabetes.**

**Reduce the colorectal
cancer mortality rate.**

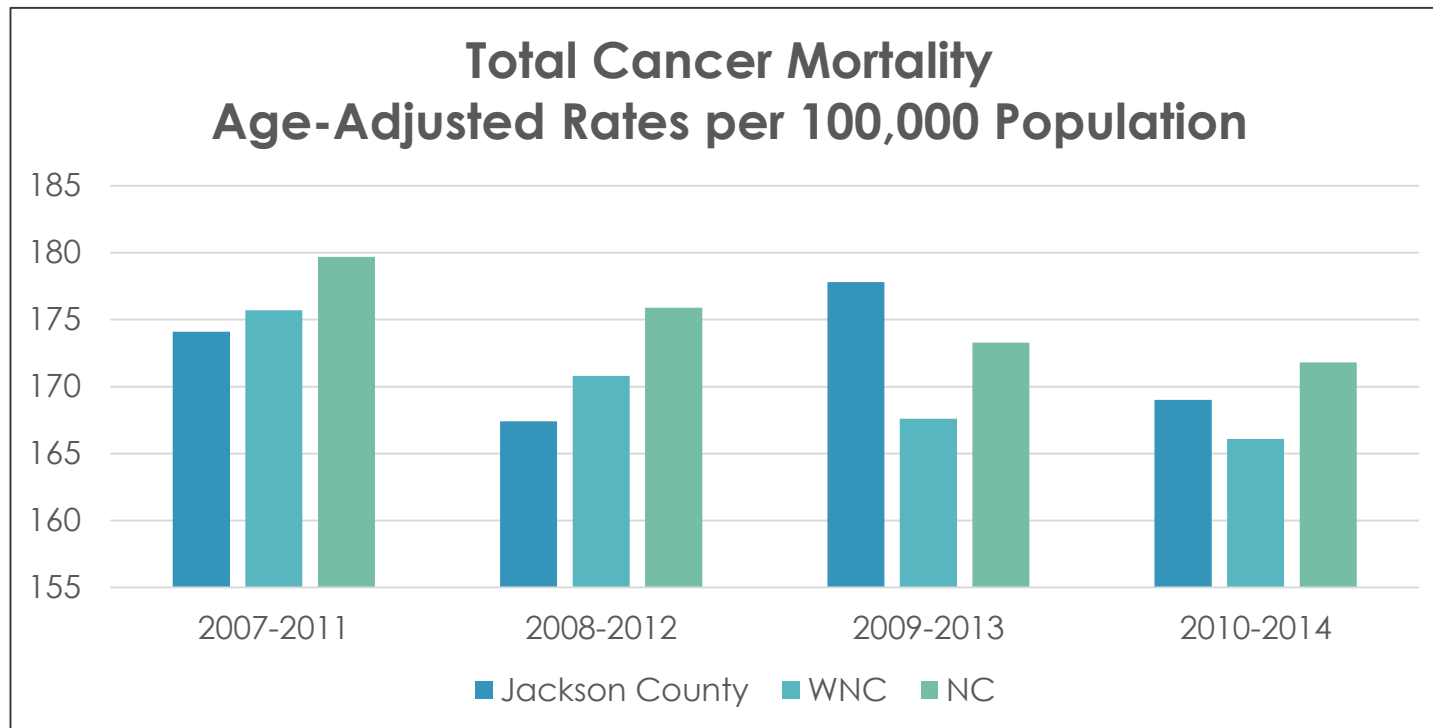


Progress Within Last Year

Chronic Disease Prevention

- Diabetes Prevention Program
 - Year long class offered at the Health Department, beginning in January 2016 and ending December 2016
 - **9 participants** completed the course
 - Every participant lost weight & lowered their HbA1c numbers
- Diabetes Self-Management Education (DSME)
 - Offered at the Health Department – in 2016 there were **57 patients** with **83 visits**. In addition to these numbers, 45 referrals did not show for appointments.
 - New this year, DSME is offered at the Hospital – In 2016 they held **7 classes** with a total of **59 participants**. The average A1c decrease was 2.58 points, and 88% of participants lost weight.
- FreshStart Tobacco Cessation Program
 - Classes are offered monthly
 - **3 participants** in 2016
 - New County Manager, Don Adams, approved classes to be taken on County time for employees

Data Related to Progress



In Jackson County during the 2009-2013 period, the most common cancer site was the lung/bronchus. The second was female breast, and the third was the prostate.

Changes in Data

After the 2015 Community Health Assessment was completed, 2016 began with choosing priority areas and assembling action teams.

In the areas of healthy eating and physical activity, data showed that less than 10% of Jackson County residents met the average servings for fruit and vegetable consumption per week, and only 52.2% met the recommended 150 minutes of exercise per week. As a previous slide stated, the obesity prevalence in Jackson County is higher than the state rate.

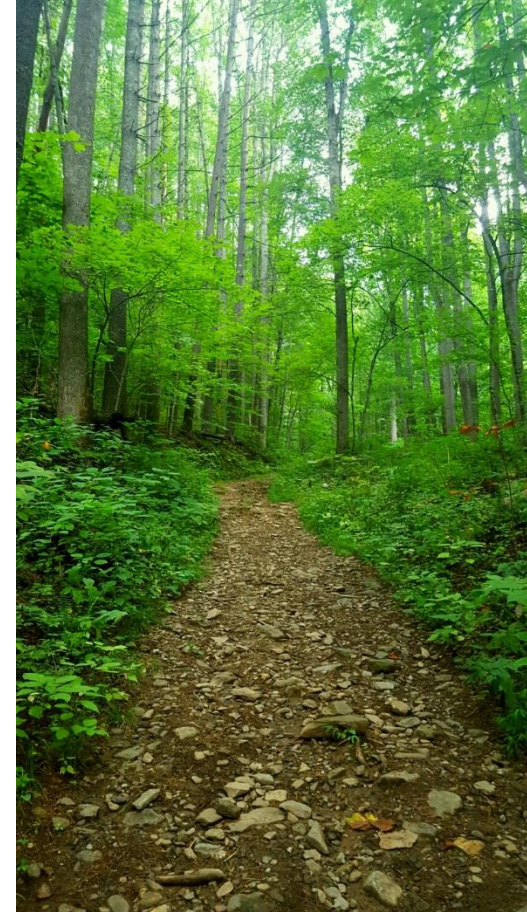
For unintentional injuries, data showed that 37.8% of Jackson County residents aged 65 or older had fallen in the past year (2015) and 13 individuals died as a result of unintentional falls in 2011-2013. Medication and drug overdoses accounted for 76% of unintentional poisoning deaths, and 38% of these deaths were due to opioids.

Chronic disease was chosen as a priority area because data showed that the prevalence of diabetes in Jackson County is higher than the WNC region and is continuing to climb.

Currently, there has not been updated data on the outcomes listed since the Community Health Assessment in 2015. Each action team is working diligently to address these priority areas in Jackson County.

New & Emerging Issues

- Electronic Cigarettes
 - Stores have opened in the area targeting youth and Western Carolina University students
- Hepatitis C cases have had an alarming increase in North Carolina and Jackson County due to injection drug use
- McCrory signed a bill making safe syringe exchange programs legal in North Carolina



Local Changes

- Jackson County has a new County Manager, Department of Public Health Director and Department of Social Services Director.
- During this election year, 2 Republican County Commissioners replaced former Democratic County Commissioners on the Board.
- The Good Samaritan Clinic, in partnership with Blue Ridge Health, was awarded funding through HRSA to open a Federally Qualified Health Center in 2017 to expand to Primary Care. This is the second FQHC to come to the area.
- In the last year, there has been significant turnover at the Health Department, mostly due to retirement, adding to the potential loss of institutional knowledge. Along with the new Health Director, there are also new providers, and many new employees throughout the agency.
- The County is also working on either renovating or building a new Health Department, as the current one is very outdated and small.

New Initiatives

- The Health Department was awarded the 'Baby & Me Tobacco Free' mini-grant through the North Carolina Public Health Association. The program focuses on helping mother's to quit tobacco during pregnancy and to stay quit with counseling sessions and incentives. Mother's will continue to receive incentives for 12 months after the child is born if they stay quit. This is the first time the program has come to North Carolina.
- Jackson County Parks & Recreation Department is working on establishing the Savannah Community Park in the unincorporated Savannah Community. A total of 1,599 residents live in Savannah with no access to designated recreation areas or parks.
- Safe Kids Jackson County was awarded a \$5,000 grant through the Great Smokies Health Foundation to implement a Child Passenger Safety Technician Training course in the county. The training will be held in March 2017.

New Initiatives

- The Health Department will house a Hepatitis C Bridge Counselor, funded by the Communicable Disease Branch, to work regionally in Western North Carolina. The counselor will be tasked with linking people who are infected with Hepatitis C to clinical providers for treatment and care, provide disease specific education to patients and the community, and link providers to the NC HCV Test, Link, and Cure Academic Mentorship Program.
- Mountain Projects received the North Carolina Behavioral Health Disparities Initiative grant for Jackson and Haywood Counties. This initiative will allow local stakeholders and partners to identify and address behavioral health disparities through data and collaboration.
- Safe Kids Jackson County teamed up with the Jackson County Department of Public Health, Public Works Department, Parks & Rec Department, Jennings Builder Supply, Walmart, Duke Energy, and the Brian and Nathan Keese Foundation to place 4 life jacket loaner stations at water access points in the County. The goal is to prevent children and adolescents from accidental drownings.



- The 2016 State of the County Health Report will be presented/available at the following:
 - Jackson County Board of Health, January 2017
 - Healthy Carolinians of Jackson County, January 2017
 - Jackson County Department of Public Health Staff meeting, January 2017
 - 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 & data collection for the 2019 Community Health Assessment

For more information on the State of the County Health Report please contact Janelle Messer at 828-587-8238 or janellemesser@jacksonnc.org.