



State of the County Health Report –

Madison County
December 2, 2013



Review of Current Data

Key Mortality and Morbidity Data for Madison County

Current Data-

Year	Mortality	Morbidity	Health Behaviors	Clinical Care	Social/Economic Factors	Physical Environment	Overall Rank
2012	31	31	35	29	19	76	30
2013	33	59	31	32	23	71	45

Madison's overall rank decreased significantly in 2013 as did the morbidity ranking.

Source: WNC Healthy Impact Data Book 2013- County Health Rankings and Roadmaps

Current Data-

- During the period of 2007-2011, the total cancer mortality rate for Madison County decreased from 194.5 to 178.7. This aligns more closely with the regional rate (175.7) and the state rate (179.7).
- The breast cancer incidence and lung cancer incidence rates also decreased and became more in line with regional and state rates between 2006 and 2010.

The breast cancer incidence rate for the period 2005-2009 was 188.9 in Madison County compared to 163.8 in 2006-2010.

2006-2010 Regional rate- 156.3

2006-2010 State rate- 155.9

The lung cancer incidence rate for the period 2005-2009 was 99.5 in Madison County compared to 77.6 in 2006-2010.

2006-2010 Regional rate- 74.3

2006-2010 State rate- 74.8

Leading Causes of Death 2007-2011

Cause of Death	Rank	# of Deaths	Death Rate
Diseases of the Heart	1	259	186.4
Cancer	2	253	178.7
Chronic Lower Respiratory Diseases	3	75	53.4
Cerebrovascular Disease	4	70	50.4
Alzheimer's disease	5	43	29.9
Pneumonia and Influenza	6	39	27.7

- This new data shows that Diseases of the Heart has passed Cancer to be the leading cause of death in Madison County.

Community Health Priorities & Improvement

The Madison Community Health Consortium and the Community Health Assessment Team were involved in the selection of the following health priorities.

- Improve Child Health Outcomes
- Improve Access to Preventive Care and Treatment for Chronic Disease
- Improve Access to Mental Health Services



Our Health Priorities

Selected as a result of the most recent community health assessment

CHA –

<http://www.madisoncountypublichealthnow.com/wp-content/uploads/2012/12/final2012-CHA-Madison-County.pdf>

CHIP –

<http://www.madisoncountypublichealthnow.com/wp-content/uploads/2013/07/MADISON-CHIP-2013.pdf>

MADISON COUNTY 2013



Improve Child Health Outcomes

- Increase the percentage of children ages 5 to 11 years with normal BMI
- Decrease the average number of decayed, missing or filled teeth among Kindergartners

Improve Child Health Outcomes- Increase the percentage of children ages 5 to 11 years with normal BMI

- Strategy 1- Increase healthy snacks in elementary schools
- Strategy 2- Increase nutrition education for students in elementary schools
- Strategy 3- Use positive health messaging (5-2-1- almost none)
- Strategy 4- Implement a standardized physical education curriculum (SPARK) and assessment (Fitnessgram)
- Strategy 5- Increase the number of safe places for physical activity
- Strategy 6- Explore telehealth nutrition therapy

Priority 1 - Improve Child Health Outcomes-
Increase the percentage of children ages 5 to
11 years with normal BMI

○ **Key strategic partners**

Madison County Schools

School Health Advisory Council

Madison County Cooperative Extension

WNC Healthy Kids

Madison County Parks and Recreation

Mission Health

Madison Community Health Consortium

Community Transformation Grant

Improve Child Health Outcomes- Decrease the average number of decayed, missing or filled teeth among Kindergartners

- Strategy 1-Increase dental education, screenings, and fluoride applications for preschool age children.

One way to accomplish this is to implement a bi-annual “Dental Day” at the health department. Working with our partners we will offer dental screenings, dental education, and fluoride varnish to those who are eligible.

Priority 1 - Improve Child Health Outcomes-
Decrease the average number of decayed,
missing or filled teeth among Kindergartners

- **Key strategic partners**

**Madison County Health Department/
Dental Center**

Madison County Partnership for Children

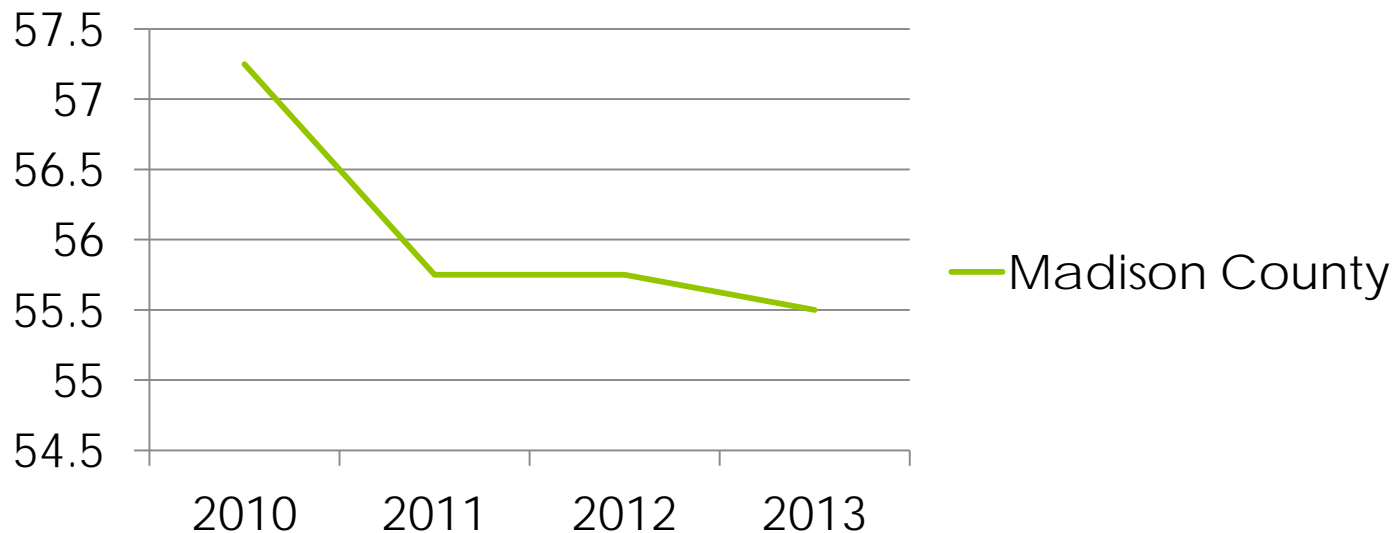
NC DHHS Oral Health Section

Mission Health

Madison Community Health Consortium

Priority 1 – Improve Child Health Outcomes

Percentage of children ages 5-11 years with normal BMI



Source: Madison County BMI Assessments 2010-2013

Priority 1 – Improve Child Health Outcomes

- The average number of decayed, missing or filled teeth discovered among kindergartners screened in Madison County was 2.35 per child and was 8% higher than the mean percentage for WNC (2.18) and 57% higher than the state average (1.50).



The above data is from the 2012 CHA. No updated data available at this time.

Progress Highlights –

- Healthy Snack Procedure presented and adopted by Board of Education for Madison County Schools- August 2013
- 5-2-1-almost none message included in Healthy Snack Procedure Flyer and Healthy School Resource Guide-Fall 2013
- BMI data collected for all K-5 students and disseminated to Healthful Living Staff- Fall 2013
- Steps for Health nutrition education curriculum planned for 3 of the 4 elementary schools-March 2014
- Bi-annual Dental Day held for preschoolers at Madison County Health Department- September 2013



Improve Access to Preventive Care and Treatment for Chronic Disease

Increase the percentage of
adults reporting good, very
good, or excellent health

Improve Access to Preventive Care and Treatment for Chronic Disease- Increase the percentage of adults reporting good, very good, or excellent health

- Strategy 1- Decrease exposure to second-hand smoke and other tobacco
- Strategy 2- Increase access to farmers markets in Madison County for low-income community members
- Strategy 3- Increase access to farmers markets
- Strategy 4- Increase the number of health considerations in land use planning documents and policies
- Strategy 5- Increase the number of healthy convenience stores
- Strategy 6- Increase access to lifestyle change programs/worksite wellness programs for individuals with chronic disease

Priority 2 - Improve Access to Preventive Care and Treatment for Chronic Disease

- **Key strategic partners**

- Land of Sky Regional Council

- American Cancer Society

- Madison County Cooperative Extension

- Hot Springs Health Program

- Madison County Schools

- Youth Empowered Solutions

- Appalachian Sustainable Agricultural Program

- Madison County Parks and Recreation

- NC Division of Community Assistance

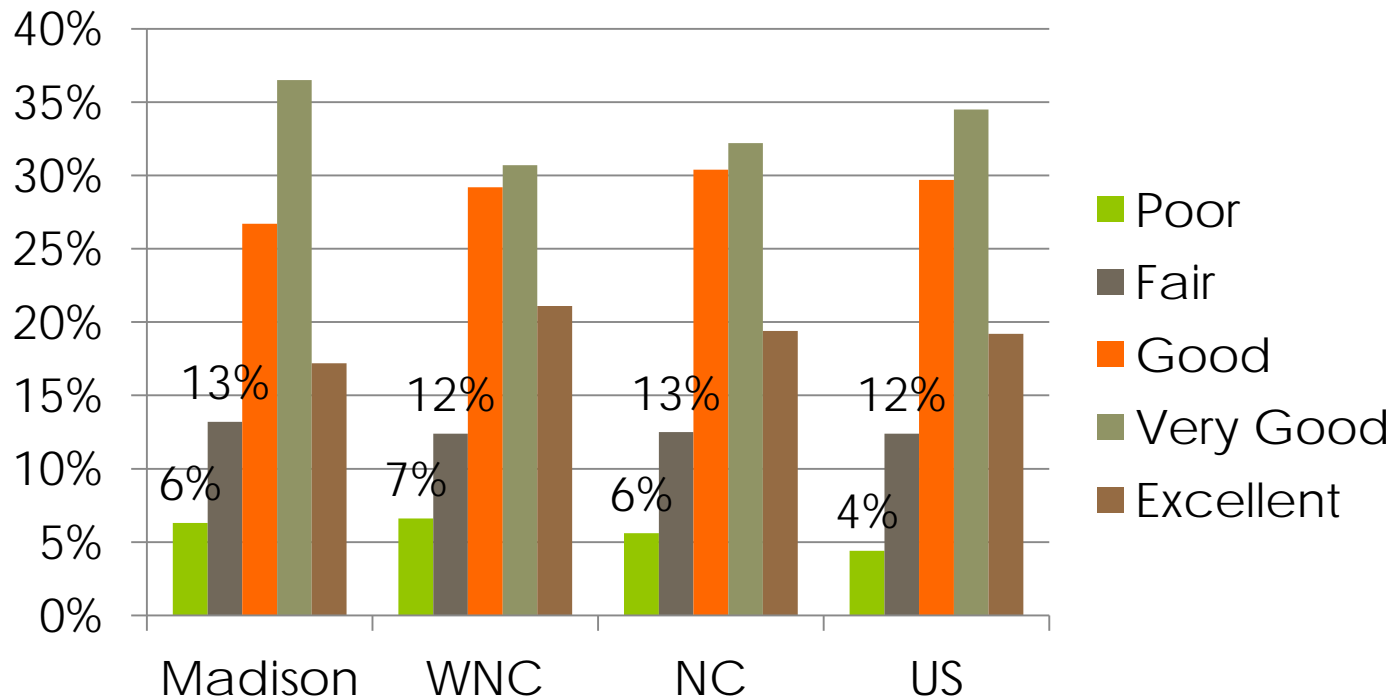
- Madison County Economic Development Partnership

- Madison Community Health Consortium

- Community Transformation Grant

- GroWNC

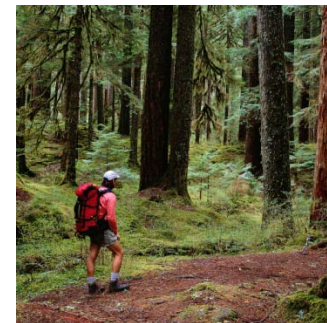
Self Reported Health Status



Source: WNC Healthy Impact Survey (2012 CHA)- most recent data available

Priority 2 – Improve Access to Preventive Care and Treatment for Chronic Disease

- Of those Madison County residents surveyed, 64.2% either agreed or strongly agreed that government buildings and grounds should be tobacco free.
- Of those Madison County residents surveyed, 66.7% felt it was important to make it easier to access farmer's markets.
- Of those Madison County residents surveyed, 69.1% felt that improving access to trails, parks, and greenways was very important.



Progress Highlights –

- YES!, Community Transformation, high school, and health department are working on the adoption of tobacco free policies- Spring-Fall 2013
- Board of Health currently reviewing sample tobacco control rulings-Fall/Winter 2013
- Annual Fruit and Vegetable Outlet Inventory completed-August 2013
- Eat Smart Move More Weigh Less class offered by health department and cooperative extension-Fall 2013
- Planning with Parks and Recreation, Health Department, Hot Springs Health Program, and Land of Sky Regional Council to offer Living Healthy with Chronic Condition Program to younger people in Madison County- Spring 2014



Improve Access to Mental Health Services

Decrease the percentage
of mental health related
emergency department
visits

Improve Access to Mental Health Services

- Strategy 1- Improve connectivity to mental health/substance abuse services

Priority 3 - Improve Access to Mental Health Services

- Key strategic partners
 - Hot Springs Health Program
 - RHA Behavioral Health Program
 - ARP Addiction Recovery and Prevention
 - October Road, Inc.
 - Western Highlands/Smoky Mountain
 - Madison County Schools
 - NC Mentor
 - Community Care of WNC
 - Family Support Network
 - Madison Community Health Consortium

Priority 3 – Improve Access to Mental Health Services

Persons Served in Area Mental Health Programs (2006-2010)

Geography	2006	2007	2008	2009	2010
Madison County	840	844	590	665	1133
Regional Total	30,952	31,271	28,380	24,527	28,453
State Total	322,397	315,338	306,907	309,155	332,796

WNC Healthy Impact Data Book (NC Link)

This table represents data from the 2012 CHA.
No updated data available at this time.

Priority 3 – Improve Access to Mental Health Services

- The leading diagnosis for emergency department visits for Madison County residents is Psychiatric Disorders at 21.52%.

The above data is from the 2012 CHA.
No updated data available at this time.

Source: WNC Healthy Impact Data Book (NC DETECT 2010)

Progress Highlights –

- Mental Health Committee meeting bi-monthly to consider and address community level issues related to mental health and substance abuse services.
- Article submitted to local newspaper to inform community about changes in mobile crisis management service provider- October 2013

Emerging Issues & Local Changes

Interviews with key leaders and health stakeholders indicated the following emerging issues and new initiatives that are affecting the health status of Madison County residents.

New & Emerging Issues

- Food Insecurity
- Increased Severity of Substance Abuse Incidence
- Substandard Housing
- Lack of In-Home Care Providers for Disabled Citizens Living in Poverty
- Lack of Access to Affordable/Quality Health Care
- Implementation of the Affordable Care Act
- Lack of employment opportunities; a need for higher paying employment
- Need for Madison County Government grounds to be tobacco free

New Initiatives

- **Community Transformation**

A regional initiative aimed at bringing local partners together to address tobacco-free living, active living, and healthy eating.

- **Innovative Approaches**

Madison County Health Department received a grant to implement a systems change approach to address community improvement for families of children and youth with special health care needs.

- **Health Education Initiative**

Collaboration between school, health department, and RHA/ARP Prevention Services to deliver health information to middle school students.

- **Mars Hill University Nursing Program (BSN)**

Building design is underway for a new Health Science Center to be completed by early 2016.

- **Manna Food Bank Zone Approach**

Outreach Coordinators work with partner agencies to do food and nutrition services.

- The 2013 State of the County Health Report will be presented/ available at the following:
 - Madison County Board of Health
 - Madison Community Health Consortium
 - Posted to the Madison County Health Department Website; www.madisoncountypublichealthnow.com
 - Copies at the Madison County Public Library and Madison County 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 Deana Stephens at 828-649-3531 or dstephens@madisoncountync.org.