



# State of the County Health Report –

Madison County  
December 1, 2014



# Review of Current Data-

## Key Mortality and Morbidity Data for Madison County

- County Health Rankings- Madison

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
2014	33	54	31	34	24	86	38

Madison's overall rank improved in 2014 but still remains lower than 2012.

Source: WNC Healthy Impact Data Book 2014- County Health Rankings and Roadmaps

# Current Data-

## Cancer Incidence and Mortality

- During the period of 2008-2012, the total cancer mortality rate for Madison County decreased for the second time from 178.7 to 161.6. This is less than the regional rate (170.8) and the state rate (175.9).
- The breast cancer incidence and lung cancer incidence rates also decreased for the second consecutive time and became lower than the regional and state rates between 2007 and 2011.

The **breast cancer** incidence rate for the period 2006-2010 was 163.8 in Madison County compared to 140.3 in 2007-2011.

2007-2011 Regional rate- 153.2

2007-2011 State rate- 157.4

The **lung cancer** incidence rate for the period 2006-2010 was 77.6 in Madison County compared to 68.2 in 2007-2011.

2007-2011 Regional rate- 72.7

2007-2011 State rate- 73.4

# Leading Causes of Death 2008-2012

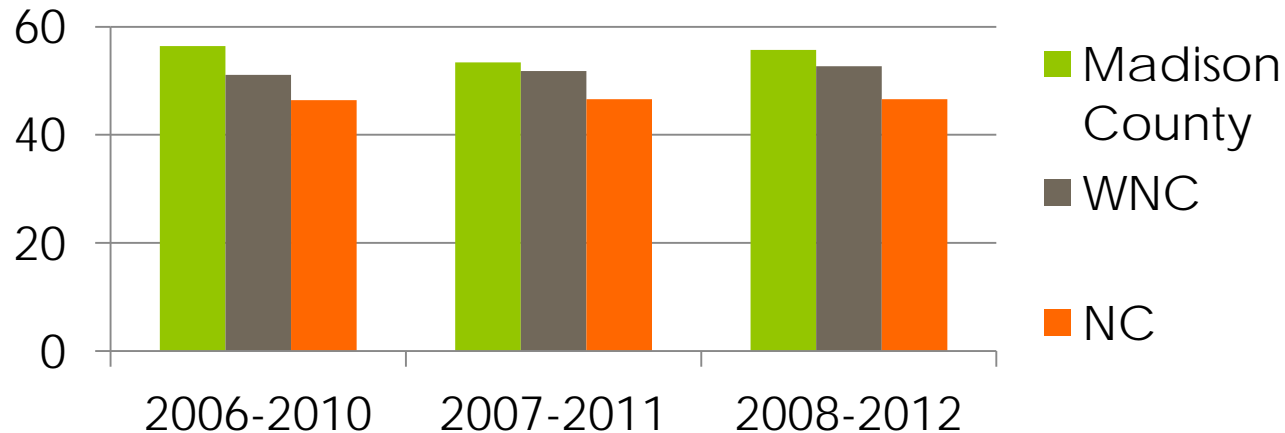
Cause of Death	Rank	# of Deaths	Death Rate
Diseases of the Heart	1	252	180.4
Cancer	2	235	161.6
Chronic Lower Respiratory Diseases	3	78	55.7
Cerebrovascular Disease	4	74	52.6
Alzheimer's disease	5	41	28.4

- The top five causes of death in Madison County remain the same as in the 2013 SOTCH.

# Current Data-

## Chronic Lower Respiratory Disease Mortality

Age-Adjusted Overall Rates per 100,00 population  
5 Year Aggregates



Rates for Madison County are consistently higher than the WNC rates and state rates for Chronic Lower Respiratory Disease.

Source: WNC Healthy Impact Data Book (2014) NC SCHS

The Madison Community Health Consortium and the Community Health Assessment Team were instrumental in the selection of the following health priorities during the 2012 CHA.

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

## MADISON COUNTY 2014



### 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 2014

## 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 (Healthy Snack Procedure approved by board of education August 2013)
- 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-** *although this grant has ended as of Fall 2014, the funds and staff contributed to the progress made during the majority of the year.*

## 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.

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**

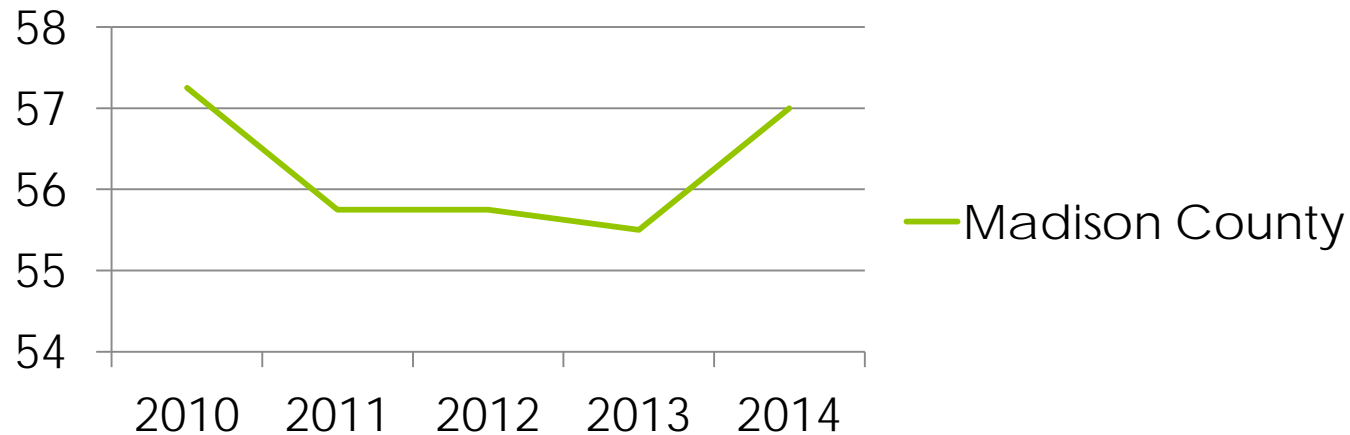
**Blue Cross Blue Shield**

**Delta Dental**

**Center for Public Health Quality**

# Priority 1 – Improve Child Health Outcomes

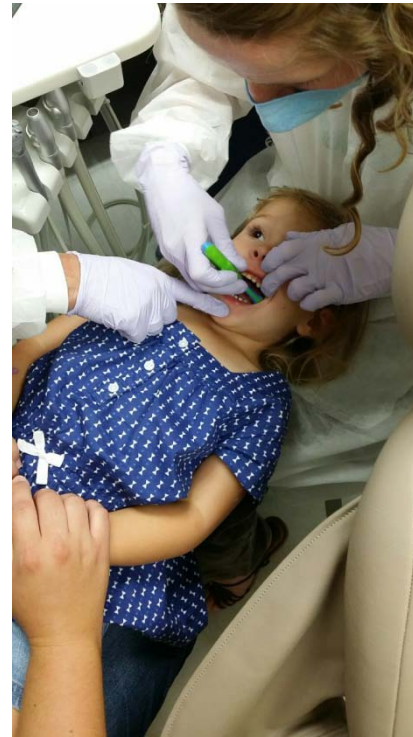
## Percentage of children ages 5-11 years with normal BMI



The BMI data showed a decrease in the number of students over weight (85%), but an increase in the students in the upper 95% (obese) category. This shows that prevention efforts are working for most children, but the upper 95% need more intensive interventions.

# Priority 1 – Improve Child Health Outcomes

- The average number of decayed, missing or filled teeth discovered among kindergartners screened in Madison County **decreased** from **2.35** per child in 2009 to **2.03** per child in 2013. This continues to be higher than the state average number of 1.54.



## Progress Highlights –Normal BMI

- BMI data collected for all K-5 students and disseminated to Healthful Living Staff- Fall 2014
- Continue to use the 5-2-1 almost none message with children during school health fairs, on materials for parents, and in other outreach efforts in the community.
- Steps for Health nutrition education curriculum was implemented in 3 of the 4 elementary schools- During 2013, 107 2nd graders participated. Data for 2014 is not yet available.
- Implemented the *It's OK to Play* campaign to increase access to safe places for children to be physically active in fall 2014. A total of 8 community centers, town and county parks, and churches have participated to date. Information was published in the local paper to kick off the campaign and a map was placed on the health department and WNC Healthy Kids website.
- The Madison County Health Department and its partners continue to look for opportunities to use telemedicine as an approach to reducing access to care barriers for children. A model that suits our needs locally has not yet been found.

# Progress Highlights- Dental

- Madison County Health Department Dental Center received a grant from Delta Dental to offer sealants to all Madison County K-2 students during the Spring of 2014. 48 children participated in the sealant/education program and 163 sealants were applied.
- Madison County Health Department Dental Center was also chosen to participate in a quality improvement project with the Center of Public Health Quality and Blue Cross Blue Shield. The quality improvement piece was completed in Spring 2014 and the clinic has now started the next phase of the program which is implementing the *Baby Oral Health Program*. Children birth to age 5 years receive education, dental screenings, and fluoride applications. 15 children have participated so far.
- Madison County Health Department dental staff and Mission Children's Dental staff met in October 2014 to discuss dental needs of children in Madison County and ways to collaborate on children's oral health in the future.

It's Okay To Play!



**LUNGS AT PLAY**

This is a tobacco free public space.

**PLAY RESPONSIBLY**

Children need an adult with them.

**PLAY SAFE**

Report hazards and suspicious folks to law enforcement.

**CALL 911**



## 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

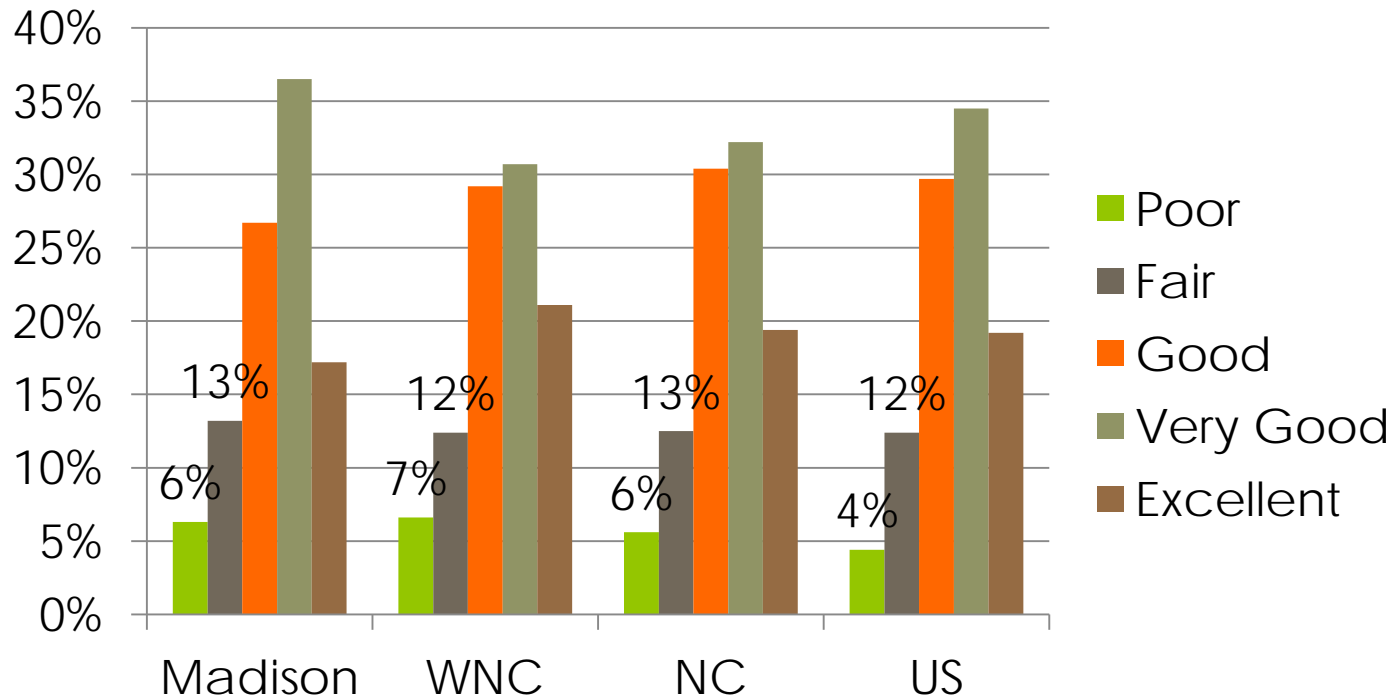
NC Division of Community Assistance

Madison County Economic Development Partnership

Madison Community Health Consortium

**Community Transformation Grant-** *although this grant has ended as of Fall 2014, the funds and staff contributed to the progress made during the majority of the year.*

# Self Reported Health Status



Source: WNC Healthy Impact Survey (2012 CHA)- most recent data available, will be updated in the 2015 CHA.

## Heart Disease Mortality

Age-Adjusted Rates per 100,000 Population, 5 Year Overall Aggregates

Geography	2006-2010	2007-2011	2008-2012
Madison Co.	180.0	186.4	180.4
WNC	194.4	190.7	184.8
NC	184.9	179.3	174.4

## Cerebrovascular Disease Mortality

Age-Adjusted Rates per 100,000 Population, 5 Year Overall Aggregates

Geography	2006-2010	2007-2011	2008-2012
Madison Co.	48.8	50.4	52.6
WNC	44.0	42.3	41.4
NC	47.8	46.0	45.1

Heart Disease rates in Madison County have been higher than the state rates for the last 2 time periods, but remain lower than the WNC rates.

Cerebrovascular Disease rates in Madison County have been consistently higher than WNC and NC rates and have been increasing for each time period.

## Progress Highlights – Chronic Disease

- Annual Fruit and Vegetable Outlet Inventory completed- August 2014
- Eat Smart Move More Weigh Less class offered by health department and cooperative extension-Fall 2014 with 12 participants.
- Implemented the *It's OK to Play* campaign to increase access to safe places for adults to be physically active in fall 2014. A total of 8 community centers, town and county parks, and churches have participated to date. Information was published in the local paper to kick off the campaign and a map was placed on the health department website.
- Held the second Madison@Heart campaign to educate residents about the dangers of second-hand smoke, especially for those with heart disease. 22 people attended a training to become spokespeople for the campaign and 600 heart pins were distributed during February 2014. A video highlighting the campaign and a toolkit were also developed.
- Began to identify areas of highest need and survey convenience store owners about increasing healthy food options with the assistance of Mars Hill University during Fall 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.
  - Smoky Mountain Center
  - Madison County Schools
  - 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 (2007-2013)

Geography	2007	2008	2009	2010	2011	2012	2013
Madison Total	844	590	665	1133	1290	1284	1921
Regional Total	31,271	28,380	24,527	28,453	29,742	33,258	31,290
State Total	315,338	306,907	309,155	332,796	360,180	315,284	306,080

WNC Healthy Impact Data Book (NC Link)

The number of persons served in area mental health programs for Madison County increased slightly in 2011 and stayed relatively stable in 2012. In 2013 there was a significant increase noted from 1284 persons to 1921. We feel this trend reflects the current stability of available mental health services in our community.

## 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

- Mental Health Committee meeting bi-monthly to consider and address community level issues related to mental health and substance abuse services.
- Health Consortium received substance abuse prevention grant from North Carolina Coalition Initiative (NCCI). NCCI Coordinator for Madison was hired August 2014.
- Madison Substance Abuse Coalition formed October 2014 with representatives from law enforcement, pharmacy, health providers, schools, public health, and faith community.

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 and Emerging Issues

- Electronic Cigarettes
- "Aging in Place" - focus to build communities supportive of older adults successfully aging at home.
- Need for tobacco free public spaces
- Misuse of prescription drugs
- Limited parks and walking trails/greenways
- Lack of organized support groups (AA, NAMI, etc.) for mental health and substance abuse
- Dental care for uninsured and underinsured adults
- More people without insurance due to lack of Medicaid expansion
- Access to services for Medicaid recipients in the Affordable Care Organization model

# New Initiatives

- Tennis for all ages
- Development of a Parks and Recreation Master Plan
- “Mommy Mondays” -peer support and resource group for young moms and their children
- Tobacco Cessation and Education
- Mars Hill Commons- new low income housing complex under development
- Youth Empowered Solutions(YES!) developing leadership and advocacy group at Madison High School
- Innovative approaches partnership with the Family Support Network to offer a parent council, where parents with children who have special health care needs can come together for support.
- School-based day treatment program
- Mental Health First Aid training for youth and adults
- The Positive Parenting Program has 80 providers that have successfully worked with over 400 families since 2012.
- Economic development and tourism partnership with designation of a county staff member to work in these areas
- Madison County Health Department has partnered with Mars Hill University Social Work Program to gather survey and focus group data to assist with program planning and development.
- Baby Oral Health screening, education, and fluoride varnish program.
- Madison Substance Abuse Coalition

- The 2014 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](http://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. Completing the next Community Health Assessment in 2015.

For more information on the State of the County Health Report please contact Deana Stephens at 828-649-3531 or [dstephens@madisoncountync.gov](mailto:dstephens@madisoncountync.gov)