

State Of The County's Health

Rutherford County

Rutherford Polk McDowell
District Health Department

February 2, 2015

Our Health Priorities were selected as a result of the most recent Community Health Assessment done in 2012.

Our Health Priorities are:

- **Substance Abuse Prevention**
- **Chronic Disease Reduction**

You can access the 2012 Community Health Assessment (CHA) at our website under Health Promotion: www.rpmhd.org

Our Community Health Improvement Plan (CHIP) is also available on our website under Health Promotion: www.rpmhd.org

Rank Cause of Death 2008-2012

2008-2012 Age-Adjusted Death Rates

	<u># Deaths</u>	<u>Death Rate</u>
1 Diseases of Heart	908	203.9
2 Cancer	833	183.4
3 Chronic Lower Respiratory Diseases	277	60.7
4 Cerebrovascular Disease	258	57.5
5 All Other Unintentional Injuries	125	34.5
6 Diabetes Mellitus	104	23.1
7 Alzheimer's disease	94	21.4

Source: *2008-2012 Race-Specific and Sex-Specific Age-Adjusted Death Rates by County (CD21B)*. Retrieved on December 8, 2013, from North Carolina State Center for Health Statistics (NC SCHS), 2014 County Health Data Book website: <http://www.schs.state.nc.us/schs/data/databook/>

WNC HEALTHY IMPACT - SECONDARY DATA WORKBOOK
Western NC County Comparisons

Poverty

5-Year Estimates 2008-2012

County	2008-2012						
	Total Population			Children Under 18			# Individuals Below 200% Federal Poverty Level
	Population Estimate	# Population Below Poverty Level	% Population Below Poverty Level	Population Estimate	# Below Poverty Level	% Below Poverty Level	
Buncombe	232,919	39,049	16.8	48,238	11,546	23.9	87,767
McDowell	43,879	8,347	19.0	9,533	2,900	30.4	18,618
Polk	20,094	3,163	15.7	3,814	1,068	28.0	7,579
Rutherford	65,921	13,384	20.3	14,778	4,362	29.5	31,379
WNC (Regional) Total	740,062	125,104	16.9	150,464	37,777	25.1	289,452
WNC (Regional) Arithmetic Mean	n/a	n/a	17.8	n/a	n/a	26.7	18,091
State Total	9,289,467	1,563,464	16.8	2,245,364	535,502	23.8	3,485,135
Source	3	3	3	3	3	3	3

3 - Poverty Status in the Past 12 Months, 2008-2012 American Community Survey 5-Year Estimates (S1701). Retrieved January 6, 2014, from U.S. Census Bureau American FactFinder website: <http://factfinder2.census.gov>

Rutherford Children below poverty level rate is 29.5%

Diabetes Prevalence Shows Slight Trend Upward in Rutherford

WNC HEALTHY IMPACT - SECONDARY DATA WORKBOOK Western NC County Comparisons

Trend: Adult* Diagnosed Diabetes Prevalence *Estimate (CDC)*
Seven Single Years, 2005 through 2011

County	2008		2009		2010		2011	
	Estimated Number	Age-Adjusted Percent	Estimated Number	Age-Adjusted Percent	Estimated Number	Age-Adjusted Percent	Estimated Number	Age-Adjusted Percent
McDowell	3,712	10.0	4,048	10.6	4,590	11.6	4,782	12.1
Polk	1,461	7.5	1,467	7.0	1,651	7.5	1,778	8.0
Rutherford	5,376	9.9	5,537	9.9	6,327	10.5	6,487	10.8
WNC (Regional) Total	32,115	-	33,525	-	37,171	-	39,214	-
WNC (Regional) Arithmetic Mean	2,007	4.4	2,095	4.5	2,323	4.8	2,451	5.0
State Total	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

* Adults are those who are 20 or older

This chart shows that the prevalence of diagnosed diabetes among adults in Rutherford rose from 10.5% in 2010 to 10.8% in 2011 – well above the mean for WNC Region.

Source: *County Level Estimates of Diagnosed Diabetes - of Adults in North Carolina, 2005*. Retrieved May 29, 2012, from Centers for Disease Control and Prevention, National Diabetes Surveillance System website: <http://apps.nccd.cdc.gov/ddtstrs/default.aspx>

Estimated Non-Elderly (Age 64 and Younger) Uninsured Trend, Biennial Periods 2008-2009, 2009-2010 and 2010-2011 Age Profile, Biennial Period 2010-2011

County	Total (Age 19-64)					
	2008-2009	2009-2010	2010-2011		Adult (19-64)	
	Adults %	Adults %	Adults %	Children %	#	%
McDowell	20.0	22.5	18.9	7.8	6,000	18.9
Polk	21.0	20.8	18.6	8.0	2,000	18.6
Rutherford	22.0	23.3	20.2	7.9	9,000	20.2
WNC (Regional) Arithmetic Mean	22.3	22.0	19.3	7.9	-	19.3
State Total	19.5	23.2	n/a	n/a	1,341,000	n/a

This chart shows that fewer adults were uninsured
in 2010-2011 as compared to previous years.

Source: North Carolina County-Level Estimates of Non-Elderly Uninsured 2010-2011 Data Snapshot. Retrieved February 24, 2013, from North Carolina Institute of Medicine (NCIOM) website: <http://www.nciom.org/nc-health-data/uninsured-snapshots/>

Trend: Heart Disease Mortality
 Age-Adjusted Rates per 100,000 Population
 Standard Year = Year 2000 U.S. Population

WNC HEALTHY IMPACT - SECONDARY DATA WORKBOOK
Western NC County Comparisons
 Seven 5-Year Aggregates, 2007-2011 through 2008-2012

County	2007-2011						2008-2012					
	Male		Female		Overall		Male		Female		Overall	
	#	Rate	#	Rate	#	Rate	#	Rate	#	Rate	#	Rate
McDowell	290	260.5	248	147.7	538	194.1	292	253.3	261	150.5	553	195.8
Polk	170	212.0	158	119.0	328	157.8	158	189.4	146	110.6	304	142.8
Rutherford	486	281.8	470	170.6	956	217.0	479	268.2	429	157.8	908	203.9
WNC (Regional) Total	5,058	-	4,736	-	9,794	-	4,998	-	4,579	-	9,577	-
WNC (Regional) Arithmetic Mean	316	240.3	296	151.5	612	190.7	312	233.6	286	146.1	599	184.8
State Total	44,630	229.4	41,469	141.6	86,099	179.3	44,701	222.3	41,189	138.1	85,890	174.4
Source	6	6	6	6	6	6	7	7	7	7	7	7

6 - 2007-2011 Race-Specific and Sex-Specific Age-Adjusted Death Rates by County (CD21B). Retrieved on February 18, 2013, from North Carolina State Center for Health Statistics (NC SCHS), 2013 County Health Data Book website: <http://www.schs.state.nc.us/schs/data/databook/2013/>

7 - 2008-2012 Race-Specific and Sex-Specific Age-Adjusted Death Rates by County (CD21B). Retrieved on December 8, 2013, from North Carolina State Center for Health Statistics (NC SCHS), 2014 County Health Data Book website: <http://www.schs.state.nc.us/schs/data/databook>

This chart shows a decrease in Heart Disease Mortality rate from 217 in the aggregate period of 2007-2011 to 203.9 for the aggregate period from 2008-2012 in Rutherford.

Strategic Partners in Rutherford County 2014

Priority 1: Prevent Substance Abuse

WNC HEALTHY IMPACT - SECONDARY DATA WORKBOOK Unintentional Poisoning Mortality Age-Adjusted Rate per 100,000 Population Three 5-Year Aggregates, 2006-2010 and 2008-2012

- 1.Rutherford Polk McDowell
WIC Division
- 2.United Way of Rutherford
County, CET
- 3.Rutherford Regional Hospital
- 4.NC Cooperative Extension,
Rutherford County
- 5.Rutherford County Sheriff
Department
- 6.ARP Prevention Services
- 7.Rutherford County
- 8.Rutherford County Schools
9. Forest City and
Rutherfordton Police
Departments
- 10.WLOS
- 11.Isothermal Community
College
- 12.NC Highway Patrol
- 13.Community Care of NC
(CCNC)
- 14.Senior Center of Rutherford
County

County	2006-2010		2007-2011		2008-2012	
	# Deaths	Rate	# Deaths	Rate	# Deaths	Rate
McDowell	42	19.2	41	19.2	36	16.7
Polk	15	n/a	16	n/a	21	23.6
Rutherford	75	24.2	70	21.9	63	18.4
WNC (Regional) Total	560	-	576	-	583	-
WNC (Regional) Arithmetic Mean	35	23.1	36	22.6	36	22.7
State Total	n/a	n/a	5,040	10.8	5,262	11.1

Source: *Data for Unintentional Poisoning Mortality Rate by County, 2008-2012*. Retrieved July 9, 2014, from North Carolina Center for Health Statistics, HealthStats website: <http://healthstats.publichealth.nc.gov/indicator/index/Alphabetical.html>

Strategy 1 – Reduce Underage Drinking

United Way's Substance Abuse Prevention Coalition, the Community Engagement Team (CET), has launched new initiatives this year. By partnering with different sectors of the community, such as law enforcement, the school system, medical providers, and many others, CET has focused on addressing prescription drug abuse/misuse and underage drinking prevention. CET has an active Youth Council comprised of middle school and high school students. They work to address substance abuse prevention among their peers, as well as to address other social issues affecting teens such as bullying and mental wellness.

Here's a snapshot of what CET has worked on this past year:

- Safe Roads Safe Homes campaign. Youth Council members voiced commercials that run on WCAB during football season (last school year and this year). Shot commercial in partnership with local law enforcement. This commercial was broadcast on WLOS during the summer. Hundreds of students and parents have signed the SRSB pledge, declaring their commitment to not serve alcohol to underage individuals or get in a vehicle with an impaired driver. More than 300 parents and students have signed the pledge. Student names are not listed online.
- Alcohol compliance checks in partnership with the Forest City and Rutherfordton Police Departments netted 9 citations for retailers who sold alcohol to an undercover underage person.

Strategy 1 – Reduce Underage Drinking Continued

- Youth Council hosted three impaired driver demonstration courses in partnership with NCHP, RCSO, FCPD, RPD, and SPD. More than one hundred students and parents have participated. This includes the “Safe Roads Safe Homes for the Holidays” holiday season kick-off event at McNair Field in Forest City in November.
- We held a week long Youth Council Summer Institute at Isothermal Community College that focused on leadership development skills and underage drinking prevention advocacy. We plan our Youth Council efforts so that their time is divided between personal development, leadership development, and direct service CET activities. Youth Council is open to any middle or high school student that is interested in addressing substance abuse issues.

Strategy 2 – Prevention Education, Screening and Referrals for Treatment

- “Health Rocks” Healthy Living and Prevention Education was delivered in Rutherford Elementary Schools by Cooperative Extension and a team of Teen Mentors in grades 3 through 8.
- ARP Prevention Services provided training to teachers and counselors to deliver classes on substance abuse prevention.
- Screening and referrals for Integrated Medical Care are on going.

Strategy 3 – Community Engagement Capacity Building

- Pill Drop Promotions are on going in schools, Senior Centers, and with local media.
- Pill Drop Boxes have been installed and Medicine Drop Events are ongoing. More than 100,000 dosage units of medications were safely disposed of as a result of these promotions and events
- Pain management and medication safety week at the Senior Center: partnered with Community Care of NC (CCNC) to host event at Senior Center to encourage medication safety, alternatives to pain meds, and safe medication disposal. RCSO partners with us to host on site pill drops at the Senior Center.
- Collaborated with local behavioral health providers and hospital on Emergency Room Diversion Initiative training for law enforcement, providers, and court staff.
- Anti-bullying campaign: In partnership with the hospital, YC members appeared on billboard to promote anti-bullying message. YC also held three Teen Town Hall forums in Spring 2014. The first focused on Teen Dating Violence Prevention/Awareness. The second and third focused on bullying. Parents of YC members participated in group sharing sessions during the third event; it was not formatted as a panel.

County Ranking

Where 1=Best

2012	Rutherford	84
2013	Rutherford	69
2014	Rutherford	75

Indicators: Mortality & Morbidity, Health Behaviors, Clinical Care, Social/Economic, Environment

Source: County Health Rankings and Roadmaps

Priority 2: Reduce Chronic Disease

Strategic Partners in Rutherford County 2014

- 1.Rutherford Polk McDowell WIC Division
- 2.Rutherford Regional Hospital
- 3.Community Transformation Grant
- 4.NC Cooperative Extension, Rutherford County
- 5.Isothermal Community College
- 6.Rutherford County Schools
- 7.Rutherford Community Health Clinic
- 8.Rutherford Health Council
- 9.Active Routes to Schools

Strategies to Reduce Chronic Disease

GOALS:

1. Decrease percentage of adults with diabetes
2. Reduce percentage of current smokers
3. Increase the number of residents at a healthy weight.

- Strategy 1: Increase Screening & Referrals
- Strategy 2: Deliver Diabetes Education & Self-management Programs
- Strategy 3: Reduce Current Smokers
- Strategy 4: Improve Nutrition

Strategy 1 – Screenings and Referrals for Chronic Disease

- A County-wide Health Fair was held in 2014 in partnership with the Farm Bureau's Health Screening Bus. The Rutherford Health Council set up booths to conduct blood pressure checks, health screenings, collect survey data, and disseminate health information and disease prevention information. It was well attended.
- Screenings, community education, and referrals are on going through collaborative efforts among Health Coalition Partners.
- Health Fairs are held by Rutherford Regional Hospital (RRH) for special at risk populations annually.
- Blood Pressure Checks and Cholesterol Screenings are on going through RRH, RPMHD, and RCHC.
- Diabetes Screenings and referrals are on going through RRH, RPMHD and RCHC.

Strategy 2 – Diabetes Education and Self-management

- RRH is offering classes in diabetes education and self-management.
- The Diabetes Coalition helped to survey local residents. Incentives to participate were given.
- The Diabetes Walk For Awareness was held along with Blood Pressure Checks during that event.
- Living Healthy With Diabetes Training was given to a team of local instructors who will deliver the programs in 2015.

Strategy 3 – Reduce Tobacco Use

- Smoking cessation participation is increasing at RRH.
- Promotion of NC Quitline is on going through Health Coalition Partners. WIC Nutritionists are referring verbally to quit line, phone number.
- Secondhand Smoke education and awareness is on going through RPMHD WIC Department and through CTG promotional campaigns which are still in place although the CTG Program has ended.
- Smoke free campus campaign is on going through Isothermal CC, Rutherford Health Council and partners.

Strategy 4 - Improved Nutrition

- Promoting breastfeeding is on-going. All WIC staff support breastfeeding whenever possible.
- Increasing WIC mothers are breast feeding through consulting and teaching about benefits. Breastfeeding Numbers decreased in 2014 in relation to the increase in Food and Nutrition Services Recipients.
- Promotion of Breastfeeding through events were implemented in 2014 through WIC. For World Breastfeeding Week - newspaper article, open house with breastfeeding certificates to nursing moms (Door Prizes given).
- Breastfeeding Support Group is still being discussed and planned.
- Space has been added to the County Farmer's Market to increase access to fresh fruits and vegetables.
- Cooperative extension continues to offer classes in nutrition, healthy eating, cooking, food preservation.
- WIC vouchers can be used at the Farmer's markets. WIC family's are encouraged to visit the Farmer's markets.

2014 Progress for Active Living

- The Outdoor Coalition built a new trail at the Isothermal Community College in 2014.
- A Thermal Belt Rail Trail opened in 2014. It is 1.8 miles in length. It is getting heavy use from the general public. There are plans to increase this trail by 8 more miles.
- Broad River Paddle Trail now has ten access points between Lake Lure and Cleveland County and eventually, one about every four miles.
- A second Public River Access opened on Coxe Road in 2014 as a Paddle Trail.
- Partnership between various organizations in the county: the NC Wildlife Resources Commission is constructing the sites. Sheriff's department and the Wildlife partner in policing sites. Rutherford Outdoor Coalition and Americore are recruiting volunteers to help pick up trash and to monitor sites along the river.
- Hospital compiled and posted on website a comprehensive list of exercise opportunities including trails, the gyms, parks etc. Physicians requested this so that they can provide a more detailed prescription to patients for exercise.

Planned Highlights for 2015

- Rutherford Community Health Center (RCHC) is providing integrated care for all patients.
- S-BIRT training was given to the behavioral staff and is administered to patients at RCHC.
- Cooperative Extension: “Steps to Health”, a second grade nutrition program @ Ellenboro Elementary this year.
- Training for lay leaders for the “Living Healthy with Diabetes”, to teach in Rutherford and Polk counties.

2014 Progress in Physical Activity Access

- Forest City began work on a Pedestrian Plan that will include Greenways. The complete plan will be made available to the public in 2015.
- The Town of Rutherfordton received a planning grant to create a bike and pedestrian plan in 2014.
- The town of Lake Lure opened the first Mountain Biking Trails in Rutherford County at Buffalo Creek Park Trails. They plan to add 7 more miles of trails in 2015.

New and Emerging Issues

- Mental Health needs remain challenging to address with current resources.
- ICC expects an agreement to be finalized with Western Carolina on the Ribbon Program, Baccalaureate Nursing Program.
- Local partners are receiving more calls than usual with folks needing help with assistance especially heating, warm clothes, shoes etc. Agencies cannot meet the needs of all requests for assistance.
- Hospital completed Joint Commission survey, the Joint Commission was very complimentary on the activities at Rutherford Regional, physicians and staff all passed with flying colors.
- Hospital had a huge influx of patients with flu and Nora Virus and pneumonia and in our children and infants RSV.

Next Steps

- The Rutherford Polk McDowell District Health Department will continue to monitor our Community Health Improvement Plan.
- Continued updates with the Rutherford County Health Coalition
- Continued capacity building among community sectors to address health issues.