

# Swain County State of the County Health Report 2014

## HEALTH PRIORITIES

- **Tobacco Use**
- **Obesity,  
Physical  
Activity &  
Nutrition**
- **As related to  
chronic  
disease**



CHA – [www.swaincountync.gov](http://www.swaincountync.gov)

CHIP – [www.swaincountync.gov](http://www.swaincountync.gov)

*Swain County Health Department presents the State of the County Health Report ("SOTCH"). This document is an update of the County's Health Priorities as identified in the 2012 Community Health Assessment, (CHA) which is done every 3 years.*

*The goal is that with sustained and focused effort; a wide range of public health partners and stakeholders engaged in assessment, planning, and action will be able to document measured improvement in the identified health priorities. This SOTCH Report will outline the progress made in the identified areas relating to: Tobacco Use and Obesity as related to chronic disease. We will show updated data from reviewed morbidity and mortality data. Changes in data that pertain to our health priorities will be identified.*

*Work with partnerships, across the region, strategically addressing these priorities has brought many opportunities to Swain County.*



## ***A Review of Key Mortality and Morbidity Data***

### **Leading Causes of Death**

#### **Swain County 2012**

*Race: all ---Gender: both --- Ages: 0-99 updated*

<b>RANK</b>	<b>CAUSE</b>	<b>NUMBER</b>	<b>%</b>	<b>2011</b>
<b>1</b>	<b>Cancer</b>	<b>48</b>	<b>27.1</b>	(2) 41 -21.7%
<b>2</b>	<b>Diseases of the Heart</b>	<b>33</b>	<b>18.6</b>	(1) 45 -23.8%
<b>3</b>	Chronic lower respiratory disease	11	6.2	(4) 10 -5.3%
<b>4</b>	All other unintentional injuries	10	5.6	(6) 5 - 2.6%
<b>5</b>	Cerebrovascular Disease	10	5.6	(3) 13 - 6.9%
<b>6</b>	Diabetes Mellitus	9	5.1	(5) 8 - 4.2%
<b>7</b>	Alzheimer's Disease	7	4	
<b>8</b>	Intentional Self-harm (suicide)	6	3.4	(9) 3 - 1.6
<b>9</b>	Influenza and pneumonia	5	2.8	(4) - 2.1 %
<b>10</b>	Septicemia	3	1.7	
	All other Causes(Residual)	53	19.9	
	<b>TOTAL DEATHS - All CAUSES</b>	<b>177</b>	<b>100</b>	<b>189</b>

Source: 2012 State Center for Health Statics, NC

The above mortality data for Swain County shows that the leading cause for death in Swain County in 2012 was attributed to **Cancer** followed by **Diseases of the heart**. These 2 top causes of mortality accounted for 45.7 percent of 2012 Swain County deaths. Suicide deaths doubled in 2012 from the 2011 data,

In 2011, cancer was the second leading cause of death in the U.S. (CDC), while it was the leading cause of death in North Carolina.<sup>1</sup> In 2011, 18,201 persons in North Carolina died from cancer, 41 in Swain County

The top causes of mortality in Swain County, as reflected by 2011 & 2012 data are influenced by tobacco use and obesity which is the priorities set in the 2012 Community Health Assessment to be addressed.

It is generally recognized that a majority of cancers are related to personal lifestyle or environmental factors, such as smoking and diet, and are therefore preventable. Other factors such as age, gender and family history of a specific cancer are also associated with the development of cancer.

## 2009-2013 - Top Leading Causes of Death - Swain County

Per 100,000

Race: all

Gender: Male & Female

Age Group: 0-99

updated

# of Deaths

Death Rate

	Rank	Cause of Death	# of Deaths	Death Rate
www.schs.sta	1	Diseases of the heart	217	309.7
	2	Cancer – All Sites	196	279.7
	TOTAL CAUSES		919	1311.5

The above **trend data** for the years of **2009 - 2013** shows, Diseases of the heart, is the leading cause of death followed by Cancer. The term "heart disease" refers to several types of heart conditions. The most common type in the United States is coronary artery disease, which can cause heart attack, angina, heart failure, and arrhythmias. Heart Disease is related to Tobacco and Obesity, which are our health priorities.

### Data collected from Swain County residents by survey. These results were used in selecting health priorities

Swain Co. had **29.0 %** that answered that they are **Currently Smoking**.

Higher than WNC, NC & US

- Goal 12% or lower

(WNC Healthy Impact Survey) 2012

Swain Co. reported that **19.0 %** have **Diabetes**

WNC 12.6%  
NC 9.8%  
US 10.1%

Swain Co. had **4.7%** that answered that they are currently using **Smokeless Tobacco** products.

Higher than US lower than WNC

- Goal 0.3%

(WNC Healthy Impact Survey) 2012

Swain Co. reported that **10.0%** have **Pre-Diabetes /Borderline Diabetes**

WNC 7.6%  
NC 9.8%

Swain Co. had **37.7%** that answered that they had a **BMI of 30.0** or higher

WNC 29.5%  
NC 28.6%  
US 28.5%

Prevalence of Obesity

(WNC Healthy Impact Survey) 2012

Swain Co. reported that **0.9%** have /had **Gestational Diabetes**

WNC 0.4%  
NC

Diabetes is a growing epidemic affecting 25.8 million people in the U.S. – nearly 8.3 percent of the population – and affecting one in ten individuals in North Carolina.

In the Mountain Resource Commission MRC region, the highest diabetes death rates were reported in Swain County, at 45.5 deaths per 100,000 individuals, and in McDowell County, at 30.9 per 100,000. The lowest rates in the region were reported at 7.7 in Yancey County and 9.3 in Avery County.

(wncvitalityindex.org)

Diagnosed diabetes incidence for 2014, reported by the CDC for Swain County, is **111** new cases and a **12.2** rate

(age adjusted rate per 1000).

## Trends in Health Indicators:

Age-Adjusted Heart Disease –  
Death rates per 100,000 Residents

	1997 – 2001	2002- 2006	2007-2011
North Carolina	261.4	216.5	179.3
Swain	272.6	251.9	264.4

NC Dept of Health & Human Services Division of Public Health/State Center  
for Health Statistics [www.schs.state.nc.us](http://www.schs.state.nc.us) Trends Reports February 2013

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## Trends in Health Indicators:

Age-Adjusted Trachea, Bronchus, & Lung Cancer  
Death rates per 100,000 Residents

	1997 – 2001	2002- 2006	2007-2011
North Carolina	61.5	58.8	54.5
Swain	60.0	50.9	62.9

NC Dept of Health & Human Services Division of  
Public Health/State Center for Health Statistics  
[www.schs.state.nc.us](http://www.schs.state.nc.us) Trends Reports February 2013

## Age-Adjusted Diabetes Death Rates per 100,000 Residents

- Diabetes  
Death rate  
percentages  
are  
increasing

Trend	1997- 2001	2002- 2006	2007- 2011
North Carolina	26.7	26.8	22.0
Swain	61.8	45.2	45.5

NC Dept of Health & Human Services NC County Trends Reports February 2013



## Community Health Priorities & Improvements

Swain Health Department is tracking community changes and progress on identified priorities through community partner update sessions.

Tobacco use is the #1 cause of preventable death in the United States, killing more than 440,000 Americans each year. It is also the leading cause of preventable death in North Carolina, and is primarily responsible for numerous deadly cancers and debilitating illnesses. Progress has been made in creating environments where the norm is no tobacco use is allowed.

Top causes of Mortality in Swain County are influenced by Tobacco use:

- Cancer
- Heart Disease
- Chronic Lower Respiratory



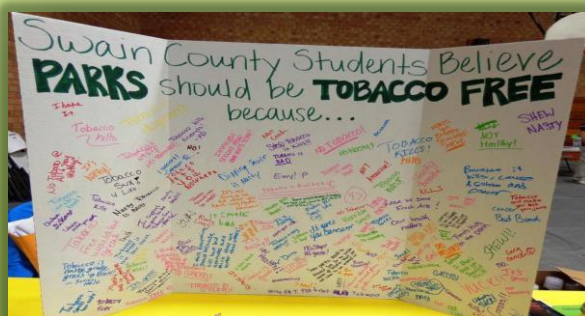
Chronic lower respiratory disease mortality trend data is higher than regional and state data. We must continue educating and promoting tobacco free environments, with all the research showing that tobacco is the direct cause for so much illness.

### *Vision of Impact*

*Healthier Swain County citizens by increasing tobacco free environments and decreasing the use of tobacco through education and policy change.*

## SPOTLIGHT ON SUCCESS

**Proposal for smoke free parks and Recreation Park was presented to Swain Recreation Park Director and Swain County Manager. The poster below was signed in 2013 by students.**



**Smoking cessation classes - Swain Health Department and Swain Hospital coordinated to offer to offer "Fresh Start" classes.**

**Media campaign by Mountain Wise**

**1-800 Quit Now NC Quitline Referrals provided**

**Appalachian Care - smoking cessation classes**

**5 A's assessment/counseling**

Partners:

- Swain Hospital
- Swain County Schools
- Mountain Wise,
- Hi-Top Assist
- Swain County Recreation Department





**Overweight and obese adults are at increased risk for heart disease, diabetes, stroke, osteoarthritis, and several forms of cancer resulting in reduced quality of life, and premature death**

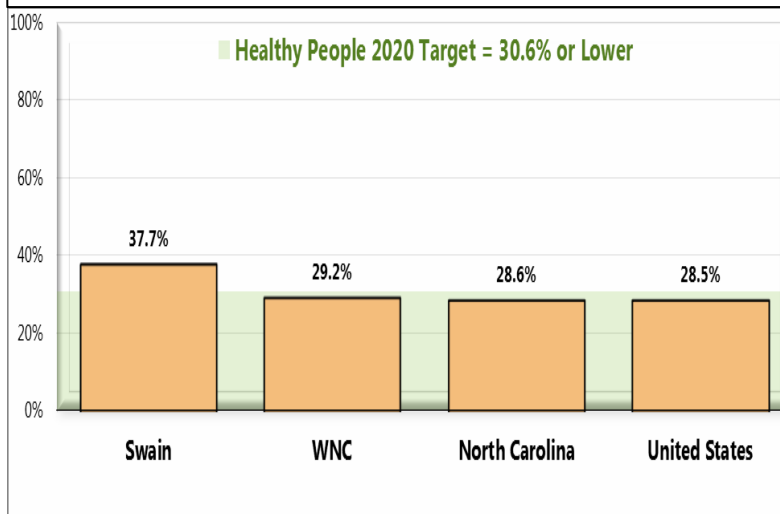
U.S. Department of Health and Human Services

*Regular physical activity and good nutrition can reduce a person's risk of obesity and chronic disease and may prevent certain health conditions from worsening over time.*

## VISION

Swain County a place where people can eat smart and move more by improved access to physical activity & healthy foods, having an increased quality of living.

## Prevalence of Obesity (WNC Healthy Impact Survey)



## CHALLENGES



## Highlights

### Appalachian Care Mission June 2014

*The U.S. Department staged an extended chronic disease and episodic care clinical intervention in Bryson City as part of their staff training and readiness. The Medical Mission is intended to identify and initiate a medical care plan for the under-served population of the community.*



### Corner Store Market makes available fresh fruits and vegetables

*Cooper's creek store is talking part in the "Corner Store" initiative to offer healthy foods in their market. They are raising awareness about healthy eating issues. Through this initiative they are accepting are accepting WIC vouchers and accepting supplies to facilitate the marketing of fresh fruits and vegetables.*



### Tail gate market

*Where people can bring their fresh fruits and vegetables to sell offering greater access to fresh foods.*

### Swain Health Department received a great from WNC Healthy Kids

*Nutrition education is targeted for 4<sup>th</sup> graders through 5-2-1-Almost None education initiative.*



### Grocery Store Tours

*In promoting eating healthier meals, grocery store tours are providing challenging participants to purchase ingredients for a meal based on "The My Plate" method.*

## Highlights

### ○ **Diabetes Education Classes**

*Evidence is strong that the American College of Endocrinologist (ACE) Guidelines for the management of diabetes provide a thorough framework of clinical and lifestyle guidance for long-term successful management of Type II diabetes.*

### ○ **Lunch & Learn**

In coordination with Swain Hospital a Lunch & Learn & Series started in December addressing Nutrition and Physical Activity.

Walking group was established and meets every Monday afternoon.

### **Strategic Partners**

- Swain County Health Department – Health Educator
- Swain Hospital – Nutrition & Marketing Department
- Swain County Schools
- Swain County Recreation Department
- Smoky Mountain Times
- US Department of Defense
- Mountain Wise
- Swain Medical Center
- Sylva Medical Center
- Smoky Mountain Urgent Care

### **Emerging Issues and Local Change**

- **Swain Hospital was acquired by Duke Lifepoint Healthcare**
- **Hospital is NOW a for profit hospital**
- **An Urgent Care facility is now in Bryson City**
- **Offering increased access to care**

### **New Initiatives**

- **Swain Health Department Is Offering “Mental Health First Aid Training”**
- **Project Lazarus Grant Received- Coalition Re-established**



