ROCKINGHAM COUNTY
2011 State-of-the-County
Health Report

Rockingham County Department of Public Health and
Rockingham County Healthy Carolinians Partnership
371 NC 65
Wentworth, NC 27375
The Rockingham County Healthy Carolinians Partnership (RCHC) in conjunction with the Rockingham County Department of Public Health is pleased to present the 2011 State-of-the-County Health Report (SOTCH). The purpose of the SOTCH report is to provide the most current information on the health status of the county, as well as the progress made during the last year in regard to the priority health issues identified during the 2008 Community Health Assessment (CHA). The priorities include:

- Access to Health Care
- Substance Abuse
- Mental Health
- Obesity
- Cancer

Since the 2008 CHA, the Rockingham County Healthy Carolinians Partnership and the Rockingham County Department of Public Health along with other community partners have worked to address the priority health concerns. This document will serve as a synopsis of their combined efforts.

As the year comes to an end, the Partnership is diligently working on the 2012 CHA. RCHC and the Department of Public Health have formed a new collaboration with United Way of Rockingham County for the 2012 CHA. This partnership will not only combine a wealth of resources but enhance a document that will be even more reflective of the Rockingham community.

The Rockingham County Healthy Carolinians Partnership (RCHC) is a community-based partnership which brings together community members, leaders, and organizations to address local health issues. The Partnership was established in 1994 and has received five consecutive recertifications from the Governor’s Task Force.

Noted for their continuous presence and work within the community, RCHC was honored to present during the 2011 Annual NC SOPHE/Healthy Carolinians Conference. This was a wonderful professional accomplishment for RCHC and a great chance for other counties to learn more about the work being done to improve the health of our citizens. Recognized for her enthusiasm and dedication to public health, Beverly Scurry, RCHC Coordinator received the 2011 NC SOPHE’s Grace Daniels Promising New Health Educator Award given to acknowledge new health educators who has made outstanding contributions to the profession.

The Partnership consists of three coalitions: Maternal and Child Health (MCH), Local Physical Activity and Nutrition (LPAN), and Access to Health Care (AHC); working together to address the NC Healthy People 2020 goals and objectives. If you are an advocate for health and interested in joining one of the three coalitions call 336-342-8258.
Rockingham County, dubbed North Carolina’s North Star, is nestled at the tip of the northern Piedmont Triad region and cradled by the foothills of the Blue Ridge Mountains. Rockingham County is mostly rural, yet the communities still offer small-town living, balanced with 21st century amenities.

### Demographic

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Rockingham County</th>
<th>North Carolina</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population, 2010</td>
<td>93,643</td>
<td>9,535,483</td>
</tr>
<tr>
<td>Population, percent change, 2000 to 2010</td>
<td>1.9%</td>
<td>18.5%</td>
</tr>
<tr>
<td>White Persons, percent, 2010</td>
<td>75.7%</td>
<td>68.5%</td>
</tr>
<tr>
<td>Black Persons, percent, 2010</td>
<td>18.9%</td>
<td>21.5%</td>
</tr>
<tr>
<td>American Indian &amp; Alaska Native Persons, percent, 2010</td>
<td>0.4%</td>
<td>1.3%</td>
</tr>
<tr>
<td>Asian Persons, percent, 2010</td>
<td>0.5%</td>
<td>2.2%</td>
</tr>
<tr>
<td>Persons of Hispanic or Latino origin, percent, 2010</td>
<td>5.5%</td>
<td>8.4%</td>
</tr>
<tr>
<td>Per capita personal income, 2009</td>
<td>$30,435</td>
<td>$34,879</td>
</tr>
<tr>
<td>Persons below poverty level, percent, 2009</td>
<td>14.9%</td>
<td>16.2%</td>
</tr>
<tr>
<td>Unemployment rate, August 2011</td>
<td>11.9%</td>
<td>10.4%</td>
</tr>
</tbody>
</table>


### Top 5 Leading Causes of Death in Rockingham County, 2009

<table>
<thead>
<tr>
<th>Cause</th>
<th>North Carolina</th>
<th>Rockingham County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heart Disease</td>
<td>25.3%</td>
<td>26.9%</td>
</tr>
<tr>
<td>Cancer</td>
<td>21.5%</td>
<td>21.5%</td>
</tr>
<tr>
<td>Chronic Lower Respiratory Disease</td>
<td>7.0%</td>
<td>7.0%</td>
</tr>
<tr>
<td>Cerebrovascular Disease</td>
<td>6.0%</td>
<td>6.0%</td>
</tr>
<tr>
<td>All Other Unintentional Injuries</td>
<td>5.0%</td>
<td>5.0%</td>
</tr>
</tbody>
</table>

### Cancer Mortality Rates for Selected Sites 2005-2009

<table>
<thead>
<tr>
<th>Site</th>
<th>North Carolina</th>
<th>Rockingham County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colon/Rectum Total Rate</td>
<td>172.1</td>
<td>151.1</td>
</tr>
<tr>
<td>Lung/Bronchus Total Rate</td>
<td>133.0</td>
<td>142.7</td>
</tr>
<tr>
<td>Female Breast</td>
<td>115.5</td>
<td>110.2</td>
</tr>
<tr>
<td>Prostate All Males</td>
<td>126.4</td>
<td>118.2</td>
</tr>
<tr>
<td>All Cancer Total Rates</td>
<td>270.8</td>
<td>259.4</td>
</tr>
</tbody>
</table>

NC State Center for Health Statistics 2009  NC State Center for Health Statistics 2005-2009
The Sheps Center for Health Services Research reports that 19% of the individuals in Rockingham County are uninsured. Most individuals obtain healthcare through their employer; however, with the high rate of unemployment in Rockingham County and the rising costs of private insurance, we can conclude that there are many individuals without insurance and many on the verge of losing their current coverage. With so many uninsured and so few resources in Rockingham County for the underserved, many individuals seek emergency care which puts an additional strain on our hospitals and their staff. Members of the Rockingham County Healthy Carolinians’ Access to Healthcare Workgroup and the Rockingham County Healthcare Alliance’s Access to Care Workgroup, which consist of local safety net providers, key stakeholders and members of the community, recognized the growing need of the uninsured/underinsured in the county and joined forces to begin to combat this unfortunate situation. This new collaborative effort will focus on increasing access to healthcare and increasing the number of providers in Rockingham County. The new Access to Care Workgroup’s aim is to accomplish the following objectives: establish a Federally Qualified Health Center (FQHC or community health center), place 9,000 uninsured residents into medical homes and annually update the Access to Healthcare Resource Guide.

Dental Care

There is an emergent need for dentists and dental hygienists to serve the uninsured/underinsured population in Rockingham County. When compared to our peer counties, Chatham, Cleveland, Pender, and Rowan, Rockingham County has the least number of dentists at 2.56 per 10,000 residents. In an effort to address this need, on July 8-9, 2011, Rockingham County was fortunate to have the North Carolina Missions of Mercy (MOM) sponsor a free two-day dental clinic for adults. Over 400 volunteers donated their time for this event which served over 484 citizens. As a result, $273,000.00 in dental care was provided. The MOM event will return to Rockingham County in March 2012.

Unintended Pregnancies

North Carolina’s teenage pregnancy rate dropped to a record low of 56 per 1,000 girls in 2009 which is a decrease of 4.4% from 2008. North Carolina has the 14th highest teen pregnancy rate in the nation, which suggests that although we are making positive changes, there is still much work to be done. Rockingham County’s teenage pregnancy rate of 59.1 is even higher than that of the State. In an effort to address this concern, Rockingham County Healthy Carolinians’ Maternal and Child Health Workgroup collaborated with other agencies to reverse the tides.

Through grant funding provided by the Department of Health and Human Services, Women’s Health Branch, the Young Moms Connect: Communities Supporting Young Families program was implemented with the goal of enhancing services provided in Rockingham County. The three year, grant-sponsored program will provide women ages 13-24 who are pregnant and/or parenting with resources, education, and skills to improve not only their health but the health of their families. An additional goal of the project is to increase high school graduation rates, increase participation in prenatal care and lower the number of unintended pregnancies in Rockingham County. Young Moms Connect involves the Rockingham County Partnership for Children, Rockingham County School System, Rockingham County Department of Public Health, Rockingham Pregnancy Care Center, Help, Inc., and Rockingham County Student Health Centers.
Access to Health Care (Continued)

Unintended Pregnancies (continued)

The following information outlines the services provided and number of women who received services in the first five months of the Young Moms Connect Program:

- 5 pregnant students received online homebound education services
- 33 students received onsite nutrition counseling twice a month at all four student health centers
- A total of 33 women received domestic violence prevention assistance and support using the Safe Dates Curriculum and individual counseling
- 23 students received health counseling by a pregnancy nurse educator once a week at the local high schools
- The Health Department provided physical exams to 38 women, lab services to 44 women, and contraceptives to 31 women
- 12 women received free prenatal visits at an OB/GYN office in the county for a total of 56 visits
- 6 young women and 4 young men attended life skills classes on health, empowerment, education, and parenting
- 12 women received home visits by a Parent as Teachers Educator utilizing the Parents as Teachers Born to Learn Curriculum
- 37 women attended monthly Parent Child Support Groups
- 11 women received access to transportation

Mental Health/Substance Abuse

Daymark Recovery Services, Inc., a mental health agency in Rockingham County, is committed to providing services for citizens in need of mental health and/or substance abuse treatment. In their annual report for 2010-2011, Daymark reported serving over 3,400 consumers in Rockingham County. CenterPoint Human Services, the Local Management Entity (LME) for mental health and substance abuse services, received funding from Kate B. Reynolds Charitable Trust in 2010 to expand service delivery in Rockingham County. The grant allowed CenterPoint the ability to contract with Daymark to co-locate a Substance Abuse (SA) professional in two local practices – the Rockingham County Department of Public Health and Dayspring Family Practice. Staff members of both entities were trained to use the evidence-based screening and assessment tool, Global Assessment of Individual Need Short Screener (GAIN-SS). This tool was used to assess whether patients tested positive for substance abuse issues.

The results of the one year program are as follows:

- 2,330 clients were screened with the GAIN-SS tool
- 310 clients declined to take the GAIN-SS assessment
- 105 clients had a positive screening on the GAIN-SS assessment
- 56 clients who were positive accepted a referral
- 36 clients were referred to the co-located SA counselor and 20 were referred to outside providers.

This program was very successful in Rockingham County. CenterPoint reapplied and was awarded additional funding from Kate B. Reynolds Charitable Trust and the program is slated to resume in the near future.
Mental Health/Substance Abuse (Continued)

For the 2010-2011 Rockingham County school year, the Rockingham County School Health Advisory Council collaborated with other agencies in Rockingham County to increase school aged children and their parents’ awareness of substance use and abuse. Over 40 people attended the “A Closer Look at Substance Abuse and Use” event. The event featured a resource fair with local agencies and an interactive game of Jeopardy focusing on substance abuse with local school resource officers. Other agencies involved with this event included: Rockingham County Department of Public Health, Rockingham County Healthy Carolinians Partnership, Youth Services, Unlimited Success, Rockingham County Schools Student Resource Officers, Rockingham County Schools Student Health Coordinator, Faith in Families, Juvenile Justice, and Daymark Recovery Services.

Cancer

According to the 2011 County Health Rankings, Rockingham County has a higher percentage of adult smokers than that of the State at 34% and 22% respectively. However, we were proud to inform residents that January 2011 marked the one year anniversary of the Smoke Free Bars and Restaurants Law. To celebrate, the Rockingham County Department of Public Health in collaboration with area restaurants hosted the Tasty Tuesdays Campaign during the month of January. Residents were able to print $2 coupons from the Health Department’s Facebook page and use the coupons at participating restaurants throughout the county. The Tasty Tuesdays Campaign reinforced awareness of not only the new law, but the dangers of smoking as well. Thirty-six restaurants participated and 81 coupons were redeemed (a monetary value of $162.00).

Tobacco use is the number one preventable cause of premature death and disease in North Carolina and the nation. In North Carolina, 29.1% of 18-24 year olds that smoke, over half have tried to quit in the last year. Forty-five higher education institutions in North Carolina have adopted tobacco-free policies and Rockingham County is following suit. On March 14, 2011, Rockingham Community College went 100% tobacco free.

The 2011 Health Profile of North Carolinians reports that the leading cause of death of North Carolinians is cancer. Rockingham County currently has a female population of 46,903 of which 37,114 are white women and 9,789 are women from minority backgrounds. NC State Center for Health Statistics (NC SCHS) projects that in 2011 there will be 95 new cases of female breast cancer detected and 16 female breast cancer deaths in our county. Rockingham County’s female breast cancer mortality rate is 25.0 per 100,000 women, which is higher than NC’s rate of 23.5. According to the American Cancer Society, early detection is a key component of breast cancer. Minority women are also more likely to die from breast cancer than white women.

These startling facts encouraged the Rockingham County Healthcare Alliance to collaborate with Morehead Memorial Hospital, Annie Penn Hospital, Free Clinic of Rockingham County, and Rockingham County Department of Public Health to provide improved access to breast healthcare and heighten awareness for Rockingham County residents.
In 2011, Morehead Memorial Hospital Foundation received $50,000.00 in grant funding from Susan G. Komen For the Cure®. Funding will enhance educational and outreach efforts and increase screening opportunities and diagnostic services for eligible clients. Screenings and/or diagnostic mammograms will be made by referrals from the Free Clinic and Department of Public Health to either Annie Penn Hospital or Morehead Memorial Hospital. Presently, 26-50% of the screening objective has been completed (3 diagnostic services and 39 mammograms). Educational outreach efforts are planned for the near future. Breast cancer is a serious issue for all women throughout the State and especially in Rockingham County. Appropriate measures are being taken in this county to raise awareness to this issue.

**Obesity**

Obesity rates are on the rise in North Carolina and across the nation. Over the past year, obesity has increased in 16 states and has not declined in any state. Twelve states now have obesity rates over 30 percent. Four years ago, only one state had an obesity rate over 30 percent.

**Obesity Facts in North Carolina**

- NC is the 14th most obese state in the nation
- NC’s adult obesity rate is 29.4 percent
- The obesity rate in NC has increased more than 80 percent over the last 15 years
- Adult obesity rates in NC are 42.4% for Blacks, 26% for Latinos, and 26.7% for Whites
- 18.6 percent of children and adolescents in NC are considered obese

Rockingham County has an obesity rate higher than that of the State at 31 percent. Throughout the county, many initiatives have been launched to combat the obesity epidemic. In response to these astounding statistics Rockingham County Partnership for Children launched the GO FAR (Go Out For a Run) program in February 2011. The GO FAR program features lessons taught twice a week focusing on goal setting, nutrition, and developing good character through the use of physical activity. The purpose of the GO FAR program is to empower children to make healthy choices at an early age, which will help them lead healthier lifestyles as they grow and mature. GO FAR began in eight schools and afterschool programs in Rockingham County and concluded with a 5K run. Over 200 students, teachers, parents, and community members participated in the event. The next GO FAR event is scheduled for April 21, 2012 and 30 area students have already signed up to be a part of the exciting event.

Through worksite wellness initiatives, Rockingham County Department of Public Health is also making waves to reduce obesity and improved health among employees in the county. Zumba, a Latin-inspired, calorie-burning dance fitness-party, began in January 2011 and was taught by a certified Zumba instructor. Approximately 100 Rockingham County employees, their dependents, and staff members from other worksites participated in the twice a week exercise class. Over the course of six months, the participants lost a total of 59.75 lbs, 42.25 inches, and 77% of participants had a decrease in their blood pressure.

The Rockingham County Schools kicked off the IsPOD (In-School Prevention of Obesity and Disease) program in 2010. This program is designed to improve the health and fitness of North Carolina’s K-8th grade students. IsPOD provides a specialized physical education program titled SPARK (Sports, Play and Active Recreation for Kids). SPARK was created to increase moderate-to-vigorous physical activity, improve fitness level and sport skills, and enhance the enjoyment of physical education among students. Each of the Rockingham County’s K-8th grade schools participate in this program.
At the conclusion of the July 2010 meeting, Rockingham County Community Health Task Force (RCCHTF) members decided to reconvene in 2011 to analyze and evaluate collaborative efforts to improve the health status and quality of life for the citizens of Rockingham County. With the release of the 2011 County Health Rankings, May 23, 2011 was an opportune time to reunite and consider current and future endeavors. During this meeting the RCCHTF reviewed the 2011 County Health Rankings (74th in health outcomes, mortality-82nd and morbidity-53rd, and 86th in health factors) and celebrated the many accomplishments made over the past year. The RCCHTF was honored to have Dr. Jeff Engel, NC State Health Director serve as our keynote speaker. Dr. Engel’s “Putting the Health Rankings in Perspective while Preparing for the 2020 Health Objectives” provided excellent insight into specific health concerns and the various ways communities could collaboratively create solutions to challenging health issues. During the 2011 meeting, presenters from across the county discussed the various actions that were taking place and the positive impact those efforts could have on county residents. The Rockingham County Community Health Task Force is extremely proud of the many accomplishments made in an effort to make Rockingham County a healthier place to live. (For a complete Summary Report please visit www.rockinghamcountypublichealth.org)

“The health status of Rockingham County residents is directly impacted by individual behavior, education and economic status, the physical and social environment, and access to quality health care. It is the position of the Rockingham County Community Health Task Force that positive improvements in these critical areas will result in improved health status of county residents.”

Rockingham County Community Health Task Force Position Statement

Social Determinants

Recommendations for Action

The RCCHTF recommends that the Department of Public Health, Cooperative Extension Service, and the Rockingham County Healthy Carolinians Partnership collaborate in an effort to positively impact health behaviors of Rockingham County residents.

The Rockingham County Local Food Coalition and Rockingham County Cooperative Extension have come together to enhance the quality of life for the residents of Rockingham County through a nationwide educational system which involves the U. S. Department of Agriculture, the state land-grant university system and county government.

Rockingham County Department of Public Health, Healthy Carolinians Partnership, Rockingham County Schools’ Student Health Advisory Council and North Carolina Division of Public Health have collaborated to raise the awareness of the importance of receiving an annual flu vaccine. Two informative banners are passed between the area’s four high schools during football games played on home team campuses. This very important public health message will be shared with students, parents and fans throughout the football season.
The RCCHTF recommends that formal efforts to address the health care provider shortage in the county be facilitated by the Rockingham County Healthcare Alliance as they develop strategies to locate Federally Qualified Health Centers (FQHC) in Rockingham County.

The Rockingham County Healthcare Alliance was awarded $64,000 from the Health Resources and Services Administration (HRSA). This project will create a comprehensive picture of the existing resources in the county and their capacity to serve additional uninsured patients as well as implement new services for uninsured patients.

In the past year, Rockingham County Healthcare Alliance (RCHCA) has worked with neighboring Caswell County to successfully secure funds from the NC Office of Rural Health ($100,000) and the Golden Leaf Foundation ($236,000) for the expansion of medical services in Rockingham County. While the RCHCA were very disappointed to hear of the denial of Caswell Family Medical Centers' application for a New Access Point community health center in Rockingham County, this has prompted them to regroup and reconsider their collaborative efforts around improving access to healthcare in Rockingham County. The Alliance partners are not currently pursuing a collaborative relationship with Caswell Family Medical Center or the development of a federally qualified community health center but are instead focusing on expanding access for medically indigent patients by increasing the capacity of the existing safety net providers.

The Rockingham County Public Library System received a $325,000 grant from the Golden LEAF Foundation toward the construction of the new Madison-Mayodan Public Library that will consolidate the two smaller library sites in the towns of Madison and Mayodan (in the western part of the county). The new library will provide greater access to the internet and provide adult programs targeted toward obtaining job skills, basic education and access to health programs.

The Reidsville Area Foundation approved a $1,430,000 grant to Rockingham County Schools for their Mobile Learning Initiative. The Reidsville Area Foundation is a nonprofit organization which funds eligible organizations within Rockingham County. The Mobile Learning Initiative was developed after the schools received $1 million from Golden LEAF Foundation. With the additional money from the Reidsville Area Foundation, the schools will be able to move forward with a program designed to provide every student with access to a laptop computer.
A Special Thanks to the Rockingham County Healthy Carolinians Partnership

American Cancer Society * American Red Cross * Annie Penn Hospital * CenterPoint Human Services * Central Carolina Health Network * Eden YMCA * Eden Boys and Girls Club * Employment Security Commission of NC * Family Tree OB/GYN * Free Clinic of Rockingham County, Inc. * Help, Inc.: Center Against Violence * Hospice of Rockingham County, Inc. * Job Resource and Training Center * Madison-Mayodan Recreation Department * Media General * Morehead Memorial Hospital * NC Oral Health Section * Northwest Piedmont Council on Governments * Pelham Transportation * Region and Consolidated Services * Reidsville Family YMCA * Reidsville Outreach Center * Rockingham County Citizens * Rockingham County Schools * Rockingham County Healthcare Alliance * Rockingham County Cooperative Extension * Aging, Disability & Transit Services of Rockingham County, Inc. * Rockingham County Department of Public Health * Rockingham County Regional Committee to End Homelessness * Rockingham County Head Start * Rockingham County Partnership for Children * Rockingham County Student Health Centers * Rockingham County Help for Homeless * Rockingham County Veteran’s Services * Rockingham Pregnancy Care Center * United Way of Rockingham County * Western Rockingham Family Medicine * RCC Nursing Program * Sexton Family Chiropractic * Team Epi-Aid

References

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6. The Cecil G. Sheps Center for Health Services Research, 2010
9. County Health Rankings, 2011
10. F as in Fat: How Obesity Threatens America’s Future, 2011 (reported from the Trust for America’s Health and Robert Wood Johnson Foundation)
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