The Rockingham County Healthy Carolinians Partnership in conjunction with the Rockingham County Department of Public Health is pleased to present the 2010 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
- Mental Health
- Cancer
- Substance Abuse
- Obesity

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.

Rockingham County Healthy Carolinians Partnership (RCHC) is a community-based partnership bringing together community members, leaders, and organizations to address local health issues. The Partnership was established in 1994 and has been recertified by the Governor’s Task Force five consecutive cycles since then. To maintain certification status, the Partnership must demonstrate strength in nine standards of community organizing. As a result of our continued dedication to the health of the citizens of Rockingham County, RCHC received The 2010 Vera S. Robinson Longevity Award during the 18th Annual Healthy Carolinians Conference.

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 2010 goals and objectives.
ROCKINGHAM COUNTY AT-A-GLANCE

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.

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Rockingham County</th>
<th>North Carolina</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population, 2009 Estimate</td>
<td>91,511</td>
<td>9,397,397</td>
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<tr>
<td>Population Estimates Base (April 1 2000)</td>
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<tr>
<td>White Persons, percent, 2009</td>
<td>79.2%</td>
<td>73.7%</td>
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<tr>
<td>Black Persons, percent, 2009</td>
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<td>American Indian &amp; Alaska Native Persons, percent, 2009</td>
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<td>1.3%</td>
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<tr>
<td>Asian Persons, percent, 2009</td>
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<tr>
<td>Persons of Hispanic or Latino origin, percent, 2009</td>
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<td>Per capita personal income, 2008</td>
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<td>Persons below poverty level, percent, 2008</td>
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<tr>
<td>Unemployment rate, August 2010</td>
<td>11.4%</td>
<td>9.8%</td>
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MORBIDITY AND MORTALITY

Top 5 Leading Causes of Death in Rockingham County, 2008

Cancer Mortality Rates for Selected Sites 2004-2008
**Access to Health Care**

**Rockingham County Department of Public Health:** Rockingham County Department of Public Health (RCDPH) completed a very successful H1N1 and seasonal influenza campaign. Through extensive and comprehensive outreach efforts, more citizens were immunized than ever before. Additionally, in an effort to improve patient care efficiency, RCDPH applied for and was accepted into the NC Center for Public Health Quality-Public Health QI 101 program. The goal of the program is to introduce local health departments to ways to improve daily activities, to improve efficiency of services within their agency, as well as have an impact on health outcomes. As part of the county’s Lean Management program, the Family Care Coordination unit participated in the on-site rapid improvement event (Lean Kaizen), which has proven to enhance the quality of care currently being provided. As a result of the 2010 County Health Rankings, RCDPH immediately responded by creating the Rockingham County Community Health Task Force designed to identify root causes of poor health rankings and develop recommendations for community action directed at improving health outcomes and health factors affecting Rockingham County residents.

**Morehead Memorial Hospital:** Morehead Memorial Hospital celebrated 50 years of caring on May 5, 2010. Morehead Memorial Hospital started as a simple four-story building in 1960. Now, in 2010, Morehead sits on top of a 22-acre campus that now includes a nursing center, three physicians’ office buildings, the John Smith Jr./Dalton McMichael Cancer Center, a birthing center, an emergency department, and a day hospital. Morehead Memorial held their 50th year anniversary ceremony on May 1, 2010, where they commemorated their first patient, retired employees, their founding fathers, community supporters, and others.

**Annie Penn Hospital (Moses Cone Health System):** On May 11, 2010, Annie Penn Hospital celebrated 80 years of service to the community. On May 17, 2010, the hospital welcomed a new President, Mr. Mickey Foster. With his leadership, Annie Penn has embraced a new vision of becoming a national leader in delivering superior healthcare. In 2010, a 24-hour Hospitalist Service was put into place to provide in-patient coverage by working closely with a patient’s primary physician.

**Free Clinic of Rockingham County, Inc.:** Through the generosity of three of North Carolina’s most distinguished funders-Reidsville Area Foundation, Kate B. Reynolds Charitable Trust, and Blue Cross and Blue Shield of NC Foundation, the Clinic has been allowed to expand in 2009 by adding medical care (with emphasis on chronic disease management) during daytime hours. The addition of a paid physician assistant during daytime hours has resulted in increased patient access and ongoing management of care for the Clinic’s most chronically ill patients.

**Student Health Centers of Rockingham County:** The Student Health Centers are staffed by a multidisciplinary team of providers including nurse practitioners, registered nurses, mental health counselors, social workers, health educators, nutritionists, and pregnancy educators. In the 2009-2010 school year, the SHC increased access to health care for high school students and had a total of 13,870 visits to the centers. As the result of a new nutritionist, 72% of students have reported meeting recommended levels of physical activity and 84% reported increasing their fruit and vegetable intake.
Since becoming the Local Management Entity (LME) for Rockingham County in July of 2009, CenterPoint Human Services have made a significant impact in the mental health and substance abuse community by implementing much needed preventive services. In the 2010 fiscal year, 71% (12,854) of consumers served by CenterPoint received mental health services and 6% (1,093) received substance abuse services. In collaboration with the National Alliance on Mental Illness (NAMI), Rockingham Community College, and Reidsville Area Foundation, CenterPoint Human Services conducted a Crisis Intervention Team (CIT) training for 12 local law enforcement officers equipping them with additional strategies to handle encounters with citizens who experience mental illness, developmental disabilities, or substance abuse.

Through funding provided by the Kate B. Reynolds Foundation in 2010, CenterPoint Human Services and DayMark Recovery Services will collaborate with Rockingham County Department of Public Health and Dayspring Family Medicine Associates to implement the Global Appraisal of Individual Needs – Short Screener (GAIN-SS) assessment tool. This instrument will be used to quickly and accurately identify patients who may have one or more behavioral health disorders. Utilizing the GAIN-SS tool will allow clinical staff members along with a substance abuse counselor to better identify individuals of this population, make referrals, and provide “best practice” interventions to improve both access to and quality of health care for those needing substance abuse services.

According to the NC State Center for Health Statistics, Cancer remains the second leading cause of death in North Carolina and Rockingham County. Cancer is expected to surpass heart disease and become the leading cause of death in North Carolina and the nation by the year of 2015. It is generally accepted that over 60% of all cancers are related to lifestyle or environmental factors, such as physical activity and diet, therefore preventable in most cases. For several cancers, prevention efforts, early detection and effective treatment can and does save lives. Rockingham County Department of Public Health and the Rockingham County Healthy Carolinians Partnership continue to work diligently to reduce the rates of cancer deaths in our community.

Through media access and other promotional efforts, the Rockingham County Healthy Carolinians Partnership has implemented several evidenced-based intervention programs throughout the county to reduce cancer rates among our citizens. A brief acknowledgement of those efforts are as follows:
The 2009 North Carolina Nutrition and Physical Activity Surveillance System (NC-NPASS) reports that 34.2% of children ages 2 to 18 are overweight or obese in NC. In Rockingham County, 38.3% of our children are facing illnesses and social challenges associated with being overweight or obese. NC State Center for Health Statistics reveals that the overweight or obesity rate for Rockingham County adults is 62.1—66.0%. Rockingham County is aware of the challenges created by adult and childhood obesity and has worked diligently in the past year to decrease those rates.

In collaboration with the Cooperative Extension (Local Food Coalition), Women, Infant and Children Supplemental Nutrition Program (WIC) of the RCDPH, and Rockingham County Healthy Carolinians, a four week Mini Farmer’s Market initiative was created. This program provided on-site access to fresh fruits and vegetables to WIC recipients (during scheduled voucher distribution days) as well as interested Governmental Center employees and visitors.

The Rockingham County School System has implemented a physical education program entitled In-School Prevention of Obesity and Disease (IsPOD). This county-wide health initiative implemented in elementary and middle schools educates kids through the SPARK (Sports, Play, and Active Recreation for Kids) curriculum, evaluates each kid in aerobic capacity, body composition, muscular strength and endurance, and flexibility, and advocates for physical education in all schools across the state.

The Boys and Girls Club of Eden boasts excellent programs such as ‘Kids Can Cook’, ‘Triple Play’, ‘Wanna Play’, athletics, and the Horticulture Club. The 440 kids attending the Boys and Girls Club of Eden on a yearly basis are educated on physical activity and nutrition in every program.

The African-American Churches Eat Smart/Move More health initiative has increased from three congregations to five in the past year. Milestones have included the implementation of both policy and environmental changes conducive to improved wellness and health behaviors.
On February 17, 2010 the County Health Rankings became available nationwide. *The County Health Rankings—Mobilizing Action Toward Community Health* is a comprehensive health assessment funded by the Robert Wood Johnson Foundation and conducted by the University of Wisconsin Population Health Institute. This report assesses the overall health of every county in the state, therefore, allowing counties to compare their overall health and the factors which influence health with other counties in the state. The County Health Rankings used a rating system in North Carolina with 1 being the healthiest and 100 being the least healthy. The report revealed that Rockingham County ranked in the lower half of the State except in the area of physical environment where it ranked 48th out of 100 counties. Rockingham County ranked 71st out of 100 NC counties in health outcomes (mortality—length of life), 66th in morbidity (quality of life), and 85th in the area of health factors (behaviors which influence health).

In response to the County Health Rankings, the Rockingham County Department of Public Health immediately began to identify ways in which the community could become mobilized to address the issues facing the citizens of our county. On April 26, 2010, the Rockingham County Board of Commissioners officially appointed the members of the Rockingham County Community Health Task Force (RCCHTF). Members consist of community leaders representing various entities throughout the county in areas such as education, business, health, human services, as well as elected city and county officials. Funded by the Reidsville Area Foundation, the Task Force conducted four work sessions with the purposes to: engage Task Force members in discussing each community partner’s role in creating a healthier Rockingham County; engage Task Force members in discussing factors that contribute to the health of Rockingham County; and solidify momentum of the Task Force for being a part of a healthier county. This was accomplished by creating a unified Position Statement, Themes for Action and Recommendations for Action. As a result of focused dedication of the Rockingham County Community Health Task Force, project objectives and goals were accomplished and are as follows:

**Task Force Position Statement**

“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 the improved health status of county residents”.
Task Force Themes of Action

- Health Behaviors
- Education
- Economic Development/Employment
- Access to Health Care

Task Force Recommendations for Action

- The Rockingham County Community Health Task Force recommends that the Department of Public Health, Cooperative Extension Service, and Rockingham County Healthy Carolinians Partnership collaborate in an effort to positively impact health behaviors of Rockingham County residents. Reinforcing health promotion efforts through evidenced and community-based initiatives, which includes county schools, faith community, area businesses, and worksites, will make widespread health behavior change more effective and sustainable.

- The Rockingham County Community Health Task Force recommends that formal efforts to address the health care provider shortage in the county be facilitated by the Rockingham County Health Care Alliance as they develop strategies to locate Federally Qualified Health Centers (FQHC) in Rockingham County. While recognizing the hospitals’ commitment to physician recruitment, the Alliance will work to build a stronger safety net for the county’s uninsured and underinsured population through the availability of a medical home. The Alliance was convened by the Reidsville Area Foundation with the goal of maximizing physician, community and stakeholder involvement.

- The Rockingham County Community Health Task Force recognizes the direct correlation between education, economic development/employment readiness, income, and health. The Golden Leaf Foundation’s Community Assistance Initiative targets Tier One counties and provides direct support for projects that significantly enhance the quality of life for citizens by stimulating economic activity or providing assistance in overcoming barriers to economic transition or community progress. The Task Force recommends members and community leaders become involved in the Golden Leaf Foundation’s Community Assistance Initiative and seek funding opportunities that will assist the county’s efforts toward improving the economic status of its citizens.
A Special Thanks to the Rockingham County Healthy Carolinian Partnership


References

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8. Morehead Memorial Hospital Fiftieth Anniversary Commemorative Publication, May 2010
9. Annie Penn Hospital Eightieth Birthday Celebration Publication, May 2010
10. www.assessment.com