The Rockingham County Healthy Carolinians Partnership (RCHCP) in conjunction with the Rockingham County Department of Health and Human Services is pleased to present the 2013 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 regards to the priority health issues identified during the 2012 Community Health Assessment (CHA). The priorities include:

- Physical Activity and Nutrition
- Social Determinants with an Emphasis on Education
- Access to Healthcare

Since the 2012 CHA, the Rockingham County Healthy Carolinians Partnership and the Rockingham County Department of Health and Human Services along with other community partners have worked diligently to address the priority health concerns. This document will serve as a synopsis of their combined efforts.
Rockingham County Demographics

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 (61.9% of the population), yet the communities still offer small-town living, balanced with 21st century amenities.

### A Closer Look at Rockingham County’s Population

- Persons under 5 years - 5.3%
- Persons under 18 years - 21.4%
- Persons 65 years and over - 17.4%
- Female residents - 51.8%
- Urban residents - 35,636 (38.1%)
- Rural residents - 58,007 (61.9%)

### Morbidity/Mortality Data

Since the 2011 SOTCH Report, the top five leading causes of death in Rockingham County have changed. Diseases of the heart, cancer, and chronic lower respiratory diseases remain in the top three, but the 2011 SOTCH reported cerebrovascular disease in the top five. Also since the last SOTCH Report, the cancer mortality rates have decreased across all the selected sites. The 2011 SOTCH reported a rate for all cancers at 202.4 compared to the current rate of 195.0.

#### Rockingham County vs. North Carolina

<table>
<thead>
<tr>
<th></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>White, 2012</td>
<td>78.3%</td>
<td>71.9%</td>
</tr>
<tr>
<td>Black or African American, 2012</td>
<td>19.0%</td>
<td>22.0%</td>
</tr>
<tr>
<td>American Indian and Alaskan Native, 2012</td>
<td>0.5%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Asian, 2012</td>
<td>0.6%</td>
<td>2.5%</td>
</tr>
<tr>
<td>Hispanic or Latino, 2012</td>
<td>5.7%</td>
<td>8.7%</td>
</tr>
<tr>
<td>Per capita income in the past 12 months (2011 dollars), 2007-2011</td>
<td>$20,861</td>
<td>$25,256</td>
</tr>
<tr>
<td>Median household income, 2007-2011</td>
<td>$38,311</td>
<td>$46,291</td>
</tr>
<tr>
<td>Persons below poverty level, 2007-2011</td>
<td>15.8%</td>
<td>16.1%</td>
</tr>
<tr>
<td>Unemployment rate, July 2013</td>
<td>10.2%</td>
<td>8.9%</td>
</tr>
</tbody>
</table>

US Census Bureau, 2013

#### Top 5 Leading Causes of Death in Rockingham County, 2011

- Diseases of heart: Rockingham County 22.0%, North Carolina 21.3%
- Cancer: Rockingham County 21.5%, North Carolina 22.8%
- Chronic lower respiratory diseases: Rockingham County 6.5%, North Carolina 5.9%
- All other unintentional injuries: Rockingham County 4.4%, North Carolina 3.8%
- Diabetes mellitus: Rockingham County 4.3%, North Carolina 2.9%

State Center for Health Statistics, 2011

#### Cancer Mortality Rates For Selected Sites, Per 100,000 Population, Age-Adjusted, 2007-2011

- Colon/Rectum: Rockingham County 16.1, North Carolina 15.3
- Lung/Bronchus: Rockingham County 63.6, North Carolina 54.6
- Female Breast: Rockingham County 24.7, North Carolina 22.8
- Prostate: Rockingham County 23.3, North Carolina 24.4
- All Cancers: Rockingham County 195, North Carolina 179.0

NC Central Cancer Registry, 2013
Access to Healthcare

Having access to healthcare means providing a community with appropriate resources to improve their health. There are many factors that impact a community’s access to healthcare. Having access can depend on the cost of services, whether there is an organization that provides the care needed, and if there are social or cultural barriers that limit the utilization of services. Thus access measured in terms of utilization depends on whether the services are affordable, if there are any hardships to physically getting to the provided services such as a lack of transportation, and whether the healthcare facility provides acceptable care. Rockingham County experiences a few of these barriers that prevent residents from accessing services. Not only is the county extremely rural, it lacks a public transportation system that connects the county.

According to the North Carolina Health Professionals Data System, Rockingham County has decreased over time in the number of primary care physicians there are in the county going from 58 in 2008 to 44 in 2011. The NC Institute of Medicine reported that 17% of the residents in Rockingham County are uninsured.

North Carolina Institute of Medicine, 2013

Education

Social determinants of health as defined by the World Health Organization, are the conditions in which people are born, grow, live, work, and age. These circumstances are shaped by the distribution of money, power, and resources at global, national, and local levels. Rockingham County identified education, a social determinant, to be a top health concern among residents. It has been found that:

- Better educated people have lower morbidity rates from the most common acute and chronic diseases.
- Life expectancy is increasing for everyone in the United States, yet differences in life expectancy have grown over time between those with and without a college education.
- Health behaviors alone cannot account for health status differences between those who are less educated and those who have more years of education.
- The methods by which education influences health are complex and are likely to include (but are not limited to) interrelationships between demographic and family background indicators, effects of poor health in childhood, greater resources associated with higher levels of education, a learned appreciation for the importance of good health behaviors, and one’s social networks.

2013 Healthy Carolinians
Community Action Plans

The following community objectives are based on the Healthy North Carolina 2020 Health Objectives as well as the work being done to improve the health of Rockingham County residents.

Access to Healthcare

- Work to create new primary care access to medically underserved residents across Rockingham County with a focus on Eden, Reidsville and western Rockingham County by 2017.
- Create a local care network in which 100% of safety net and select specialists participate and provide care by 2014.
- Educate and support at least 15 specialty providers to be part of a donated care network in Rockingham County by 2014.
- Establish three new health science rotations in Rockingham County by the end of 2016.

Social Determinant - Education

- Increase the four year cohort (percent of students in a ninth grade cohort that graduate with a regular diploma in four years or less) graduation rate by 5% (76% to 81%) by 2017.
- Decrease the dropout rate by a rate of 1.0 (3.89 to 2.89) by 2017.

Physical Activity and Nutrition

- Our goal is to help increase the amount of residents in the Piedmont Region who met the physical activity recommendation set by the state, by 5% (46.3% to 51.3%) by 2017.
- Our goal is to help increase the percentage of residents in the Piedmont Region who consume the recommended 5 or more fruits and vegetables daily by 5% (21.2% to 26.2%) by 2017.

Tobacco

- Reduce the number of residents who smoke in Rockingham County by 5% (32.3% to 27.3%) by 2017.
- Increase the number of policies implemented to reduce exposure to secondhand smoke by 2017.
Rockingham County
Trends in Key Health Indicators

When considering the morbidity and mortality rates for Rockingham County, one can’t help but wonder how to change those statistics. One of the proven ways to reduce these statistics is by increasing physical activity and improving nutrition. By making these changes, overall health is improved as well as a reduced risk for heart disease, cancer, diabetes, stroke, high blood pressure, and high cholesterol. The State Center for Health Statistics, Behavioral Risk Factor Surveillance Survey (BRFSS) reports that in 2012 there were 19.9% of residents in the Piedmont region (includes Rockingham County) who were current smokers; this is a decrease from 20.2% in 2011. The survey also reported that 65% of residents were either overweight or obese, which increased from 63.7% in 2011. In 2011, the survey reported 85.5% of residents did not consume five or more servings of fruits and vegetables or beans per day.

Changes in Maternal and Child Health Data
The fact is, most teenage mothers do not plan to get pregnant, but many do. Teen pregnancy increases the risk to mother and baby which often time lead to problems later. Some of those risks include maternal high blood pressure and its associated complications. Teen pregnancy could also result in premature birth and low birth weight babies in which both comes with its own set of problems. According to the NC State Center for Health Statistics, in 2012 Rockingham County had an Infant Mortality Rate (IMR) of 13.7. The IMR has increased from 7.4 in 2010. In Rockingham County, the teen pregnancy rate has on average been higher than the state for the last three years.
Rockingham County Healthcare Alliance

The Rockingham County Healthcare Alliance initially formed in 2010 to explore funding opportunities around federally-qualified healthcare centers as a way of addressing access to care issues. In the summer of 2011 community stakeholders met to draft a county-wide strategic plan around access to healthcare and committed to working on the issues collaboratively. The Alliance has worked diligently to set in motion many new programs to increase access to healthcare for Rockingham County residents. One such program is Care Connect, a donated care program that connects qualified low-income, uninsured patients in specific primary care homes with donated specialty and dental care. The coordination of this program is funded by the Duke Endowment and administered through the Free Clinic of Rockingham County, Inc. Coordinating donated care allows the providers to be reassured that the patients they are seeing are from the county, low-income, and uninsured. Providers agree to see qualifying patients in their individual offices. In the past year (July 2012-June 2013), Care Connect providers included 13 physicians and seven dentists. These community providers have provided 500 patients with 1,591 primary care visits, 84 specialist visits and 101 dental visits - donating an estimated $391,000 worth of needed healthcare services to the community.

Congregational Nurse Program

The Rockingham County Congregational Nursing Program officially began in July 2012 with a two-year grant allocation from Kate B. Reynolds Charitable Trust. The design of the program is unique, with a focus on the underserved (homeless and Hispanic) and access to care. This innovative program provides a holistic health care approach (Mind, Body and Spirit). Referral sources have been received through the Free Clinic of Rockingham County, Inc., CenterPoint Human Services, and the Rockingham County Department of Health and Human Services. Referrals to other agencies such as transportation, housing, food pantries, and distribution centers are also made. The program collaborates with Congregational Social Work students who provide additional case management for clients. As a result of all of these efforts, the Congregational Nurse Program has referred 79 clients into medical homes to date. In order to stay connected to the community, representatives of the program serve as client advocates on many boards and agencies in Rockingham County.

Access to Healthcare

Rockingham County Health Priority Data

<table>
<thead>
<tr>
<th>Adolescent Pregnancy Rate, per 1000 15-19 year old girls 2010-2012</th>
<th>Percentage of Repeat Teen Pregnancies in Rockingham County, 2010-2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rockingham County</td>
<td>58.3</td>
</tr>
<tr>
<td>North Carolina</td>
<td>49.7</td>
</tr>
</tbody>
</table>

State Center for Health Statistics, 2010-2012

COMING SOON

Winter 2014

Clara F. Gunn Medical Center

Triad Adult and Pediatric Medicine, Inc., in conjunction with the Rockingham County Healthcare Alliance, received a grant from Kate B. Reynolds Charitable Trust to operate a medical office to serve residents of Rockingham County. The medical office will be located on the New Reidsville Public Housing Authority’s main campus at 922 Third Avenue in Reidsville.

Additional funding was obtained from the Reidsville Area Foundation and the Rural Hope grant through the NC Rural Center to support renovation and construction of the office. The housing authority and the City of Reidsville have also pledged funding support to the office.

The new site will create a primary care medical home for patients who have limited access to care because of their income, insurance status, or lack of availability of other primary care medical facilities. By increasing primary healthcare access to residents, the new center will serve as an appropriate alternative to those patients who currently seek routine medical care at the area’s two emergency departments.

Ultimately, the office will offer integrated primary healthcare services focused on improving the health of residents while reducing the costs of care. The office, led by one provider, will be available for all Rockingham County families of all ages. Patients will be offered comprehensive primary healthcare, behavioral healthcare services, and other medical services including nutritional counseling. The office will serve uninsured patients as well as those with Medicare, Medicaid, or other forms of coverage. The center hopes to see 675 new patients or have 1500 visits during their first year of operation.
Access to Healthcare

Young Moms Connect

Young Moms Connect is a program made possible through grant funding from the NC Division of Public Health. The program, which began in Rockingham County in April 2011, was designed to target pregnant and/or parenting women ages 13-24. The purpose of the program was to increase health maintenance, parenting skills, and parental self-sufficiency in the target population. The Young Moms Connect program was a huge success and served approximately 500 young women and their families. The chart below outlines the number of women and services provided from 2011 - 2013.

<table>
<thead>
<tr>
<th>Service Provided</th>
<th>Total Women Served</th>
<th>Service Provided</th>
<th>Total Women Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parents as Teachers (home-based visiting)</td>
<td>48</td>
<td>Nutrition Counseling</td>
<td>86</td>
</tr>
<tr>
<td>Group Connections (support groups)</td>
<td>115</td>
<td>Health Counseling for Pregnant Students</td>
<td>92</td>
</tr>
<tr>
<td>Health Department Classes</td>
<td>48</td>
<td>Motheread/Fatheread Session (Year 3)</td>
<td>12</td>
</tr>
<tr>
<td>Safe Dates Workshops</td>
<td>38</td>
<td>Conscious Discipline Workshop (Year 3)</td>
<td>13</td>
</tr>
<tr>
<td>Domestic Violence Prevention Counseling</td>
<td>125</td>
<td>College Tours (Year 3)</td>
<td>12</td>
</tr>
<tr>
<td>Prenatal Care Services</td>
<td>44</td>
<td>GED Testing Assistance (Year 3)</td>
<td>6</td>
</tr>
<tr>
<td>Health Department Physical Exams</td>
<td>149</td>
<td>Textbooks and/or Tuition Assistance (Year 3)</td>
<td>7</td>
</tr>
<tr>
<td>Health Department Contraceptives</td>
<td>136</td>
<td>Health and Nutrition Cooking Series (Year 3)</td>
<td>41</td>
</tr>
<tr>
<td>Health Department Lab Services</td>
<td>210</td>
<td>Health Literacy, Professional Development (Year 3)</td>
<td>25</td>
</tr>
<tr>
<td>Homebound Services (APEX, Internet access, one-on-one instruction, etc.)</td>
<td>54</td>
<td>Working with Young Families, Professional Development (Year 3)</td>
<td>54</td>
</tr>
</tbody>
</table>

Rockingham County Schools’ GEAR UP Summer Enrichment Program for 2013 emphasized academic tutoring, career exploration, and college awareness; there were a total of 6,559 hours completed by students in the program.

<table>
<thead>
<tr>
<th>School</th>
<th>Number of Hours</th>
<th>Number of Unduplicated Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Carolina High</td>
<td>607</td>
<td>21</td>
</tr>
<tr>
<td>Morehead High</td>
<td>200</td>
<td>4</td>
</tr>
<tr>
<td>Rasberry High</td>
<td>77</td>
<td>3</td>
</tr>
<tr>
<td>Holmes Middle</td>
<td>2421</td>
<td>49</td>
</tr>
<tr>
<td>Rasberry Middle</td>
<td>1,658</td>
<td>48</td>
</tr>
<tr>
<td>Western Rock, Middle</td>
<td>1,638</td>
<td>46</td>
</tr>
</tbody>
</table>

During the 2012-2013 school year, students completed 16,700 hours and parents completed 937 hours by attending sessions on academic tutoring, career exploration, college visits, financial aid workshops, mentoring, and much more.

College Advisors

Working with UNC’s Carolina College Advising Corps, Rockingham County Education Foundation provides four college advisers, one for each Rockingham County high school. The focus of the program is to increase successful college application and college attendance rates among students. They provide support and assistance in all facets of the college admissions process, from campus visits to SATs, and college scholarships to financial aid applications.

Of the students who graduated in 2012, 57% enrolled in postsecondary education; that is 10% higher than the enrollment rate at seven non-Corps high schools with similar demographics as Rockingham County Schools. During the 2012-2013 school year, Rockingham County College Advisors reported the following data:

- 4,000 one-on-one meetings with students
- Approximately 5,800 group sessions
- Over 1,400 college site and college rep visits
- Approximately 500 parent meetings
- Over 500 students completed ACT/SAT registrations
- $80,611,268 awarded in scholarships from 2009 - 2013
- Over 340 financial aid applications completed
- Over 1,200 college applications submitted
**STRIVE Initiative (Securing Tomorrow: Rockingham Invests in and Values Education)**

The STRIVE Initiative is a collaboration of early childhood educators, organizations, and parents focused on achieving two goals, 1) increasing learning preparedness of Rockingham County children entering Kindergarten and 2) increasing the percent of Rockingham County children who successfully read at or above recommended standards at the end of third grade. STRIVE works to coordinate early education strategies, curriculums, and community resources, to promote early childhood literacy.

Approximately 75 individuals representing the community in education, workforce, law enforcement, government, and health have been actively engaged in the initiative thus far. Six strategic areas have been identified for initial development:

- Early Childhood Literacy – Dolly Parton’s Imagination Library
- Parent Engagement – Motheread
- Curriculum Coordination - PreSchool Kindergarten Preparedness through 3rd Grade Reading Proficiency
- Early Childhood Resource Guidebook
- Public Awareness & Communications
- Data Collection & Delivery

The first reading program targeting parents of young children, Motheread, was implemented as a pilot program during the summer of 2013. The program served nine parents and 12 children. Parents participated in the classes to improve their reading skills in order to help their children become better readers and thinkers and to improve family communication. Standards and methods for data collection of the STRIVE Initiative’s programs and services are currently in development.

**Smart Girls/Wise Guys**

In 2012, Rockingham County Schools began the Smart Girls Life Skills Program and the Wise Guys program for all 7th and 8th grade students in each middle school. The key components to the Smart Girls program include enhanced self-esteem, sharpened decision making skills, goal setting for the future, and strengthening family connections. The Wise Guys program focuses on empowering young men with knowledge to make effective decisions, encouragement to respect themselves, help to understand the importance of male responsibility, and help to improve communication with parents, educators, peers, and others.

**Mobile Learning Initiative**

Rockingham County Schools (RCS) began the Mobile Learning Initiative in August 2012. This initiative is a technology project which provides each high school student in the county with a Google Chromebook wireless device. Approximately 4,000 students received Chromebooks during the 2012/2013 school year. The devices are integrated into the curriculum and students can take the devices home with them. The initiative, supported by the Golden Leaf Foundation, Reidsville Area Foundation, and RCS, has made significant progress since it began. Teachers have received refresher professional development sessions in grading practices, preparing courses, and how to communicate effectively with assignment creation. In the first year, all high school seniors completed an e-portfolio graduation project seamlessly using their Chromebooks. Other school districts are using Rockingham County as a model to gain insight to best practices within the initiative. Overall, the initiative has transformed classroom instruction and allowed teachers to appropriately align with the Common Core State Standards and the North Carolina Essential Standards.
Physical Activity and Nutrition and Tobacco

County Wellness Initiative

Rockingham County Wellness Committee initiated the 100 Miles in 100 Days Challenge for county employees in July 2013. The physical activity challenge equipped employees with an activity tracker and a step and activity converter. Weekly Subway Meal Deals were offered as a weekly incentive to get active as well as 2,500 wellness points for the overall winner. Of the 97 employees who registered, 47 completed the challenge with a total of 12,683.85 miles walked.

DSMP/CDSMP Classes

The Rockingham County Department of Health and Human Services offers the Stanford University, Chronic Disease Self-Management Program (CDSMP) and Diabetes Self-Management Program (DSMP), referred to in North Carolina as Living Healthy and Living Healthy with Diabetes, respectively. Living Healthy and Living Healthy with Diabetes are highly participatory workshops that take place once a week for six weeks. Each session is 2 ½ hours long and all workshops are facilitated by two trained leaders who follow a detailed manual, so that each workshop is highly consistent. Living Healthy and Living Healthy with Diabetes are designed to enhance regular treatment. Participants will learn techniques to deal with problems such as frustration, fatigue, pain and isolation, appropriate management of medications, skills for effectively communicating with friends, family, and health care providers, healthy eating guidelines and exercise tips, and how to make informed treatment decisions. To date, the health department has conducted a total of 18 CDSMP and DSMP classes. If anyone is interested in attending/hosting a class please contact the health department.

New Smoking Ordinance - One of the strategies of the Community Transformation Grant Project is tobacco-free living. Rockingham County Commissioners, in collaboration with the Environmental Health Division of the health department, researched the possibility of implementing a smoke-free ordinance. On October 9th, 2012, the Rockingham County Board of Commissioners passed an ordinance to prohibit smoking inside and within 50-feet of entrances of occupied county-owned buildings and prohibit the use of tobacco products inside and within 50-feet of the Rockingham County Department of Health and Human Services. The ordinance went into effect January 1, 2013.

FreshStart Classes - The Rockingham County Department of Health and Human Services is now offering smoking cessation classes to the general public. FreshStart Smoking Cessation classes, an American Cancer Society program, is a four week program led by a facilitator one hour, once a week. With assistance from Healthy Communities funding, the class is able to offer, while supplies last, Nicotine Replacement Therapies (NRTs) as a supplement to the sessions.

Wolfe Grant - Rockingham County Department of Health and Human Services (RCDHHS) was awarded the Dr. Ann F. Wolfe Mini Grant. RCDHHS recognizes the major health disparity in infant mortality and is committed to developing strategies to reduce childhood exposure to secondhand smoke. Funding will be used to implement FreshStart Smoking Cessation classes targeting pregnant women, mothers of small children and female care givers of small children.
**Western Rockingham Farmer’s Market**

The West Rock Farmer’s Market in Mayodan is the result of collaboration between The Madison Merchants Association along with the Towns of Mayodan and Madison. The partners wanted to boost the local economy, support local farmers, promote healthy lifestyles, and bring a bigger sense of community to the area. The Rockingham County Community Transformation Catalyst Program, Community Transformation Grant Project, and the Rockingham County Department of Health and Human Services, were instrumental in supporting and convening the diverging partners to successfully launch the market.

West Rock had its official opening day on July 6, 2013. The market, open until the end of October, featured fresh local produce, flowers and plants, locally-grown Angus beef, and handmade baked goods, sold by the people that produced them. The market grew quickly, from three vendors on the first day to up to 12 vendors by the end of the first month. The market continued to grow, reaching 14 vendors on consecutive market days and saw a steady increase in patronage and enthusiasm around the community to get residents eating healthier.

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**Emerging Issues**

**Affordable Care Act**

On March 23, 2010, President Barack Obama signed a comprehensive health reform, the Patient Protection and Affordable Care Act (ACA), into law. The Patient Protection and Affordable Care Act focuses on provisions to expand health insurance coverage, control health care costs, and improve the health care delivery system. The Affordable Care Act will help make health coverage affordable and accessible for millions of Americans. Enrollment into the program began on October 1, 2013. The new law will address inequities in the availability of health care services, increase access to quality, affordable health coverage, invest in prevention and wellness, and give individuals and families more control over their health care.

North Carolina decided to not expand the Medicaid program as of January 1, 2014. As a result, many residents in Rockingham County with incomes below 100% of the federal poverty level will fall into a gap. Their incomes are too high to qualify for Medicaid under North Carolina’s current rules, but too low to qualify for coverage under the ACA.

Partnership for Community Care, a non-profit organization that provides services to citizens of Guilford, Rockingham, and Randolph counties have been awarded a grant to fund Healthcare Navigators for their service areas. Jarrett Nykamp, Healthcare Navigator for Rockingham County, is located at the Department of Social Services. This is a free service available to anyone with questions, seeking assistance, or anyone interested in hosting a group information session. The navigator can be reached at (336) 342-1394 ext. 7122 or call 1-855-733-3711 to set an appointment.

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**Rockingham County Schools’ Cafeterias Get More Fruits and Vegetables**

Douglass, Moss Street, Stoneville, and Williamsburg Elementary Schools were selected to participate in the Healthy Cafeterias Pilot Project beginning with the 2012-2013 school year. The Reidsville Area Foundation (RAF) and Blue Cross Blue Shield Foundation (BCBSF) are funding the project. The goal for the project is to increase the preparation, presentation, and consumption of fresh fruits and vegetables. Some of the activities associated with this project are:

- New tools, equipment, and serving pieces purchased for fruit and vegetable preparation and presentation.
- Funds provided to enhance the cafeteria budget.
- Cafeteria staff training and support provided by nationally known school cafeteria consultant, Chef Cyndie Story.
- UNC – Chapel Hill Center for Health Promotion and Disease Prevention (HPDP) to evaluate the impact of the pilot project.
Rockingham County Gets A Boost to the Economy

Sturm, Ruger and Company is the fourth largest firearms manufacturer in the US. They have manufacturing facilities in New Hampshire and Arizona. The company's sales have tripled in the past six years and additional manufacturing capacity was needed. The company looked for a business friendly state, a right-to-work state, and an area not hostile to the firearms industry. They wanted to be within two hours of a major airport, but not in an urban center. They wanted an existing building that met their needs, and most important, a workforce with the necessary skills.

Rockingham County prevailed among other finalists to win the bid that brought Ruger to the county. A tremendous team effort showed them that Rockingham County and a former Unifi building in Mayodan was their top choice. Within five years the new Ruger plant will have 473 employees and an annual payroll of over $22 million. There will be additional expenditures for local services and supplies. The company will spend about $27 million to up fit the building and purchase manufacturing equipment.

Each new basic manufacturing job in the region can result in 2.8 other new jobs. At least for a while, Rockingham County is in the spotlight. Other companies and site selection consultants around the country will be taking note of Ruger's decision. The county now knows that it can attract and win a major project and that the assets that companies may be looking for can be found in Rockingham County! The addition of new jobs in the county means more residents will have health insurance and more individuals can access appropriate healthcare.

Healthy Places North Carolina

Over the next 10 years, the Kate B. Reynolds Charitable Trust hopes to invite 10 to 15 rural, economically disadvantaged counties to participate in Healthy Places North Carolina, a $100 million initiative to improve the long-term health and wellbeing of residents. To identify programs and projects, Healthy Places works with local leaders, health care providers, educators, advocates, and others to find new ways to improve the health of those living in the community and to support successful efforts already underway.

Rockingham County is among the first of four counties identified by the Trust as ripe for investment. During meetings with local leaders and residents in these counties, the Trust recognized a growing understanding of the need to improve the health of local families and individuals, particularly underserved populations, and documented a wide range of efforts already in progress.

Healthy Places North Carolina is currently working with Rockingham County leaders to identify opportunities to improve community health. The Trust has already begun supporting the Community Transformation Catalyst, a project designed to support healthier eating and more active lifestyles. However, the County has launched several initiatives, including an innovative physical education program to encourage fitness in the Rockingham County Public Schools; the Rockingham County Partnership for Children’s Nurse-Family Partnership, which provides advice and support for first-time mothers; the Rockingham County Business & Technology Center continues its work to provide access to healthy, local food; and the Rockingham County Healthcare Alliance, which in 2010 brought providers together to undertake the County’s first-ever community-wide strategic planning process to improve access to health care.

Rockingham County Student Health Centers

The Rockingham County Student Health Centers provide comprehensive health care to high school students in Rockingham County through education, treatment, prevention, and referral. In an effort to further increase access to care for the most vulnerable students, the Rockingham County Student Health Centers added an additional full time mid-level provider to their staff. The opportunity to increase care was made possible by a Community Health Grant award from the Office of Rural Health and Community Care. The grant will be used to increase services, particularly prevention services to both uninsured students and those from low-income homes. The goals of the grant for the services provided by the Physician Assistant include 2,000 encounters and providing 230 physical exams to the target population. In addition, the grant outcomes include increasing the graduation rate among the target population by 2.7% and increasing school attendance in the same group by 5%.
Rockingham County is Improving the Health of Residents

Consolidation of DSS and RCDPH
Rockingham County Department of Public Health and Rockingham County Department of Social Services officially became consolidated on June 4, 2013, becoming the Rockingham County Department of Health and Human Services. The Director of the Department of Social Services, Larry Johnson, was appointed by the County Manager to become the Director of the consolidated agency. A new consolidated board of 15 members was also formed. A Transitional Team, which consists of nine members from both former agencies, has been assembled to ensure a smooth transition for staff and clients. The transition team meets twice a month to build and implement new goals for the consolidated agency. Some of those goals include social services working with the WIC department on the NCFAST system, employees having access to both facilities, a sharing of interpreter services, coordination of client services to minimize repeated trips for the client between the two facilities, and an evaluation of HIPPA Privacy Policies and forms that could apply to both agencies.

New Simulated Hospital at Rockingham Community College
Rockingham Community College is embarking on a new campaign for advanced healthcare education. This new project will consolidate the health sciences division into one building which will include a simulated hospital. A simulated hospital is a teaching site. It is a place in which students use a variety of low and high-fidelity programmable mannequins, video, and computer equipment to practice a developing skill set in a safe environment. This environment of learning provides students, the community, and the region with realistic case scenarios for education. Realistic healthcare experiences can be simulated to meet the clinical training needs of health-care students and practicing professionals. The project is due to break ground in December 2013 and will be ready for student use in January 2015. The following outlines the impact this new project will have on the community:

- Filling classes and expanding student enrollment - Increased interest in the simulated hospital will draw the best and brightest to the area of health science. There will be two additional programs (Medical Technology and Occupational Therapy) within the health sciences department that will help draw students to the program.
- Dramatic student learning - Students will be able to develop a diverse portfolio of skills that makes them more marketable to an employer.
- Clinical Training - Students will be able to do approximately 25% of their clinical work at RCC rather than travel to other medical sites.
- Continuing education site - There will be a business office for local practitioners to run simulations as well as additional space for continuing education meetings. The community-at-large will also be able to use the facility for social or educational meetings.
- Link to public schools - Public school students will be able to learn more about the health sciences field by touring the new facility.
- Education/Job link - Rockingham Community college is a great place for students to upgrade work skills allowing them to transition into careers such as technology and healthcare.
Join a Workgroup!

**Rockingham County Healthy Carolinians Partnership**

A healthy, safe, and happy community for all.

Coordinator - Beverly Scurry, Healthy Carolinians Partnership
bscurry@co.rockingham.nc.us
336-342-8258

**Education Workgroup**

To provide resources and interventions that decrease barriers to education for all children in Rockingham County.

Chairperson - Marilyn Payne, Director, Rockingham Education Foundation
marilyn@helprockinghamstudents.org

**Local Physical Activity and Nutrition Workgroup**

To improve the health of our community by encouraging Rockingham County citizens to improve nutrition and become more physically active.

Chairperson - Tiffany Morris - Dean of Health and Public Safety, Rockingham Community College
morrist@rockinghamcc.edu

**Access to Healthcare/Rockingham County Healthcare Alliance**

To improve the health and well-being of the medically underserved of Rockingham County, with a focus on enhancing the healthcare delivery system for low-income, under-insured and uninsured residents.

Executive Director - Dr. Jennifer Nixon, Rockingham County Healthcare Alliance
jennifernixon@bellsouth.net

For more information visit www.rockinghamcountypublichealth.org.

**Workgroup Meetings**

**Education Workgroup**
Bimonthly on the 2nd Wednesday at 2pm

**Local Physical Activity and Nutrition Workgroup**
Monthly on the 3rd Tuesday at 10pm

**Rockingham County Healthcare Alliance**
Quarterly on the 1st Monday at 2pm

*Except for the Alliance meetings, all meetings are held at the Rockingham County Department of Health and Human Services (Governmental Center)*

A Special Thank You to our Rockingham County Healthy Carolinians Partnership Members

- Aging, Disability & Transit Services of Rockingham County, Inc.
- American Cancer Society
- American Red Cross
- Annie Penn Hospital
- Boys and Girls Club of Eden
- CenterPoint Human Services
- City of Eden Parks and Recreation Department
- Eden Chamber of Commerce
- Eden YMCA
- Family Tree OB/GYN
- Free Clinic of Rockingham County, Inc.
- Garden of Eden Senior Center
- General Media
- Health First Chiropractic and Progressive Rehab
- Help, Inc.: Center Against Violence
- Hospice of Rockingham County, Inc.
- Madison-Mayodan Recreation Department
- Morehead Memorial Hospital
- NC Oral Health Section
- Piedmont Triad Regional Council
- Reidsville Area Foundation
- Reidsville Chamber of Commerce
- Reidsville Family YMCA
- Reidsville Outreach Center
- Rockingham Community College - Health Science Division
- Rockingham County Center for Active Retirement
- Rockingham County Citizens
- Rockingham County Community Transformation Catalyst
- Rockingham County Cooperative Extension
- Rockingham County Department of Health and Human Services
- Rockingham County Education Foundation
- Rockingham County Head Start
- Rockingham County Healthcare Alliance
- Rockingham County Help for Homeless
- Rockingham County Partnership for Children
- Rockingham County Regional Committee to End Homelessness
- Rockingham County Schools
- Rockingham County Student Health Centers
- Rockingham County Veteran’s Services
- Rockingham Pregnancy Care Center
- Strategic Healthcare Consultants
- Taylor Chiropractic
- United Way of Rockingham County
- Western Rockingham Chamber of Commerce