

2020

State of the County Health (SOTCH) Report Pender County, North Carolina

The 2020 State of the County Health (SOTCH) Report presents an update on the current health status of Pender County residents. The SOTCH offers health information that is intended to augment the 2018 Community Health Assessment (CHA) that is conducted every four years and includes a more comprehensive analysis of the overall health status of the county. Three main priorities identified from the 2018 Community Health Assessment were:

- 1- Mental Health and Substance Use Disorders**
- 2- Nutrition and Physical Activity**
- 3- Cancer Education and Prevention**

Progress made in the last year as it relates to these health priorities, recent health statistics, new initiatives and emerging issues that may impact the health status of residents in Pender County can be found in this report. The 2018 CHA and previous SOTCH reports can be found at the county libraries, the health department, or online at:

<http://health.pendercountync.gov>



**Pender County Health
Department**

**803. S Walker Street
Burgaw, NC 28425**

910-259-1230

“Building a Healthier Tomorrow...”

Pender County Snap Shot

Population (2019 est.)	63,060	Percent White	77.7%
Est. Percent Change of Population (April 2010-July 2019)	20.8%	Percent African American	14.3%
Population Projection 2029	76,106	Percent Hispanic/Latino	7.1%
Population Projection 2039	86,480	Median Household Income (2015-2019)	\$57,240
Percent Female	50.2%	Median Family Income (2019)	\$67,061
Percent Male	49.8%	Per Capita Income (2015-2019)	\$29,266
Percent Under 5 Years Old	5.7%	Population Living Below Poverty (2019)	15.0%
Percent Under 18 Years Old	22.2%	Under Age 18 Below Poverty (2018)	17.1%
Percent 65 Years and Older	17.7%	Percent of Population that are Veterans	10.3%
Median Age (2019)	42.7	Average Life Expectancy at Birth (2017-2019)	77.3

(U.S Census Bureau, 2019 Quick Facts; N.C Institute of Medicine)



Maternal and Child Health

According to the NC State Center for Health Statistics, the Pender County birth rate for teens ages 15-19 years old was 24.2 compared to 24.0 for North Carolina (2014-2018). Approximately 12% of pregnant women had less than a high school education while 33% had a college or post-graduate degree. Ten percent of women smoked during their pregnancy. Sixty-four percent of women sought prenatal care in the first trimester. Only one percent of pregnant women received no prenatal care prior to delivery. Women that receive early prenatal care have lower rates for poor pregnancy outcomes such as low birth weight and infant death. Eighty-six percent of mothers had chosen to breastfeed at the time of hospital discharge.

The Pender County five-year infant mortality rate (2015-2019) was 7.6% compared to the state rate of 7.0. There were 43 child deaths under the age of 17 years during the five-year period. Food insecurity rates for children 0-17 years of age has dropped slightly in recent years. Unfortunately, in 2016, 21.4% of Pender County children were at risk for negative health, developmental and academic outcomes due to a daily lack of food or a lack of quality, nutritious food. North Carolina ranked ninth highest in the country in 2016 for rates of hunger; 20.9% were children 0-17 years of age.

(NC Early Childhood Action Plan, 2018)

Access to care means timely use of comprehensive, quality health care services that promote and maintain health; prevent and manage diseases; and reduce unnecessary disability and premature death. Health care access is a concern in Pender County as it continues to be designated a “provider shortage area.” In 2019, there were 3.8 dentists per 10,000 residents compared to the state rate of 5.0 per 10,000 population. The rate for medical providers rate was even lower at 2.7 primary care providers per 10,000 residents and the state rate was 8.0 per 10,000 people.

10 Leading Causes of Death in Pender County 2015-2019 Age-adjusted Death Rates

	Cause of Death	Pender County Rate	N.C. Rate
1	Cancer, All Sites	166.1	158.0
2	Heart Disease	157.7	157.3
3	Cerebrovascular Disease	53.5	42.7
4	Other Unintentional Injuries	43.4	39.3
5	Chronic Lower Respiratory	36.0	44.0
6	Alzheimer's Disease	26.4	36.9
7	Motor Vehicle Injuries	24.4	14.7
8	Diabetes	23.9	23.8
9	Suicide	22.9	13.4
10	Nephritis and Renal Diseases	19.8	16.5
	All Causes	807.6	780.0

(2021 County Health Data Book, N.C. State Center for Health Statistics)

The highlighted death rates noted above for Pender County are greater than the state rates for 2015-2019. In addition, the overall death rate for the county exceeds the state rate. Quite often, these causes of death are preventable. Our prevention efforts face many challenges when trying to promote healthy lifestyles through physical activity, healthy nutrition, injury prevention and avoidance of tobacco and other substances. Progress toward many of the community health improvement activities are found in this document. However, residents must assess their own personal choices and behaviors and how their decisions may negatively impact their health outcomes.

Life expectancy rates from 2017-2019 show the average life expectancy for Pender County residents at birth is 77.3 years of age. Life expectancy for women was 80.3 years compared to 74.4 years for men. Aside from gender, disparities are also found among whites with an average life expectancy of 77.9 years compared to 73.8 years for African Americans.

Changes in Data for 2020

The leading causes of death in Pender County for 2015-2019 compared to 2014-2018 revealed few changes. Deaths due to diabetes have dropped from 7th to 8th position. Unfortunately, unintentional motor vehicle injuries moved to 7th. Concern continues for resident deaths due to other unintentional injuries and suicide.

Tracking Progress of Pender County Health Priorities

Mental Health & Substance Use Disorders	Progress
<p>Identify available resources for mental health and substance use prevention and increase awareness among Pender County residents.</p> <hr/>  <div data-bbox="342 548 802 653"> <p>1-800-QUIT-NOW 1-800-784-8669</p> </div> <div data-bbox="342 667 802 772"> <p>Se Habla Español 1-800-Déjelo-Ya</p> </div> <p>www.quitlinenc.com</p>   <p>NATIONAL SUICIDE PREVENTION LIFELINE 1-800-273-TALK (8255) suicidepreventionlifeline.org</p> <p>Opioids Overdose: Understanding the Epidemic Pender County Website Page: http://www.pendercountync.gov/hhs/notices-base/opioid-overdose-understanding-the-epidemic/</p>  <p>Integrated Family Services PLLC (910)-444-4191 http://www.integratedfamilyservices.net/</p>	<ul style="list-style-type: none"> ✓ On-going promotion of Quitline NC via community events, brochures, and social media. ✓ On-going multi-disciplinary <i>Substance Use Prevention Partnership</i> meetings and action planning/implementation to target mental health and substance use prevention efforts <ul style="list-style-type: none"> ○ Meetings halted due to COVID until March 2021 and resumed virtually. ○ Compiling of state and local data on unintentional poisoning, drug overdose deaths, and opioid prescribing rate ○ Consideration of the 2020 State Improvement Plan data to direct efforts ✓ Continued participation in state and regional activities for the promotion of smoke-free/tobacco-free policies ✓ On-going promotion of <i>National Suicide Prevention Lifeline</i> and <i>Crisis Text Line</i> ✓ Current standing order for Naloxone Kit onsite and staff trained to administer ✓ Website and Facebook up-to-date postings on Opioid Epidemic <ul style="list-style-type: none"> ○ Fewer postings because focus shifted to updates/awareness of COVID-19 pandemic ✓ Promotion of county-wide Drug Take Back Day events and locations ✓ Creation of Educational Display on Opioids for Prescription <i>Drug Take Back Day</i> <ul style="list-style-type: none"> ○ April 2020 event cancelled due to pandemic. Attended October 2020 event ○ Distribution of medication disposal bags in community ✓ Promotion of <i>Integrated Family Services Mobile Crisis</i> team with patients and community ✓ Distribution of medication lock boxes in the <i>Early Childhood Care Management Program</i> through collaboration with Coastal Horizons and grant funds ✓ On-going referrals to/promotion of Coastal Horizon's Substance Use Prevention Programs via

Tracking Progress of Pender County Health Priorities



- brochures, flyers, community events, social media, and website
- ✓ Continues to maintain an up-to-date Resource Guide of mental health providers in Pender County for community members
- ✓ Monthly *Reproductive Life Planning Education Class* at Pender County Department of Social Services that includes the topic of Neonatal Abstinence Syndrome
 - Program halted for 2020 due to pandemic
- ✓ Partnered with Communities in Schools to implement the “CATCH My Breath” curriculum in Pender County after school programs
 - Fewer sessions held due to pandemic
- ✓ Partnered with Pender County Cooperative Extension to implement the *Empowering Youth and Families (EYFP) Program* to resident families
- ✓ The School-Based Health Center conducted the “RAAPS”, Rapid Assessment for Adolescent Preventive Services survey on all patients. The survey is a tool for providers to address risk factors impacting overall health, well-being, and academic success.

Pender County Billboard Designs-Hampstead, NC



Community Outreach/Education



Tracking Progress of Pender County Health Priorities

Physical Activity & Nutrition

Increase public awareness and promote opportunities for increasing physical activity and nutrition.



Playground at Hampstead Kiwanis Park in Pender County

Learn about other opportunities by visiting:

<https://penderpr.recdesk.com/Community/Page?pageId=21114>



Diabetes Self-Management Education Program

Learn more: <http://www.pendercountync.gov/hhs/health-human-services/health-department/diabetes-self-management-education/>



Progress

- ✓ On-going collaboration with *Pender County Parks and Recreation* to promote activities held at county parks
- ✓ Partnership with *Pender County Public Schools* to promote National Walk to School, Bike to School, and the Safe Routes to School Program events
 - Effort halted due to pandemic
- ✓ Partnered with local Law Enforcement to host the 3rd Annual Burgaw Bike Rodeo
 - Effort halted due to pandemic
- ✓ On-going promotion of physical activity programs, community events, and opportunities across the county, via brochures, local newspapers, social media (Facebook, health department and county websites)
 - Fewer than normal due to pandemic
- ✓ Conduct *Diabetes Self-Management Education (DSME)* classes at the health department
 - Fewer initial assessments completed due to pandemic
- ✓ Conduct *Matter of Balance (MOB)* classes in the community
 - Classes focus on falls-prevention, a common injury for older adults
 - Fewer classes held due to pandemic
- ✓ Promotion of various nutritional programs to health care providers and community partners through Lunch and Learn events
 - Effort halted due to pandemic
- ✓ Continued health presentations with *after school groups and community groups* to promote MyPlate and importance of physical activity
 - Implemented following CDC guidelines
- ✓ Active participation in regional diabetes awareness campaigns
- ✓ Facebook page posts on events that promote physical activity and good nutrition
 - Fewer than normal due to shift to promote awareness/information about COVID-19
- ✓ Collaboration with *WIC* to promote *World Breastfeeding Day*
- ✓ Promotion of *National Nutrition Month* through bulletin board displays and social media

Tracking Progress of Pender County Health Priorities

Cancer Prevention & Education

Identify available resources for cancer screenings and provide the community with educational outreach events/programs to promote awareness.



Pender County Breast & Cervical Cancer Control Program

To learn more:

<http://www.pendercountync.gov/hhs/health-human-services/health-department/breast-cervical-cancer-control-program-bcccp/>



Progress

- ✓ Monthly promotions to increase awareness in the prevention of many types of cancers
 - Fewer events held due to pandemic
- ✓ Educational displays made and set up at all county departments
- ✓ Facebook posts to promote awareness of many types of cancers
 - Fewer postings due to pandemic
- ✓ Billboard designs displayed in county to promote cancer screening awareness
- ✓ Promotion of the Breast and Cervical Cancer Control Program to allow uninsured, low-income women the opportunity for breast and cervical screenings
- ✓ Implementation of the CATCH My Breath program to decrease risk of teens engaging in tobacco and e-cigarette use reducing their chances of lung cancer
 - Fewer sessions held due to pandemic



New Initiatives

(NOTE: Due to COVID-19, new initiatives were limited as all staff have been involved in response to this pandemic)

Substance Use Prevention (paused)- Members of the Substance Use Prevention Partnership (SUPP) include a variety of public agency leaders. Through a coordinated effort, priorities of the partnership are derived from the NC State Opioid Action Plan and include raising community awareness of substance use and addiction, increasing provider knowledge of CDC's recommended policies and procedures for prescribing, decreasing substance use/opioid overdoses and deaths and improving community awareness of resources, i.e., diversion programs, therapy, treatment and linkage to support services. The committee monitors data and identifies strengths and needs. Opioid deaths have decreased in the past year, but concerns remain as substance use has increased through the pandemic. The health department collaborates with the Department of Social Services to offer Reproductive Life Planning Education classes that address Neonatal Abstinence Syndrome for babies born addicted to opioids and other substances.

Healthy People 2030- The North Carolina Department of Health and Human Services and the Division of Public Health released Healthy North Carolina 2030. The publication has identified a set of health indicators with ten-year targets to serve as a guide for state and local health department efforts to improve the health of North Carolina residents. Some of the health indicators Pender must focus on impact the county's leading causes of death. Some indicators include the rates for substance use including adult tobacco use and excessive drinking, suicide, and access to care.

Emerging Issues

North Carolina Medicaid Transformation- The North Carolina Medicaid program will move to a managed care system beginning with FY 21/22. Medicaid revenue streams into the health department pose uncertainties as clients will have five health plans from which to select. Health departments are essential health care providers and will contract with the plans to provide services. The Pender County Health Department must be prepared to implement new ways of doing business in the future which will include a greater emphasis on the impact of social determinants as well as meeting the health plans' health indicators.

Public Health Preparedness and Response- Local health departments are the first line of defense for preventing, detecting, and managing local outbreaks and maintaining community partnerships for when, not if, the next outbreak occurs. The Pender County Health Department continues to adhere to all state and federal guidelines for the COVID-19 response. This includes investigating/reporting, isolation and quarantine and vaccination clinics to address this communicable disease pandemic. The communicable

disease staff communicates regularly with the health care providers in the county to keep them abreast of potential communicable disease outbreaks or threats.

Staff must be prepared for future natural disasters as well. Acting before an emergency occurs can save lives and prevent injury. Efforts to address those with special needs will be solidified to assure residents have a place to go in the event of a disaster. All staff receive annual training and participate in preparedness exercises to enable them to respond in an efficient and competent manner. Whether it is a new emerging disease or a hurricane, the required plans are in place. The health department's All Hazards Plan, Continuity of Operations Plan (COOP), Isolation and Quarantine Plan, Tactical Communications Plan, and the Pandemic Flu Plan are reviewed annually and revised based on guidelines and recommendations from the CDC, state, and local partners.

Want to do something? Get involved



Community members can get involved by participating on the Advisory Board of Health; attend meetings, forums, community coalitions and outreach events. Join us in our efforts to help support your family, friends, and neighbors as we work on "Building a Healthier Tomorrow."

COVID-19 Pandemic



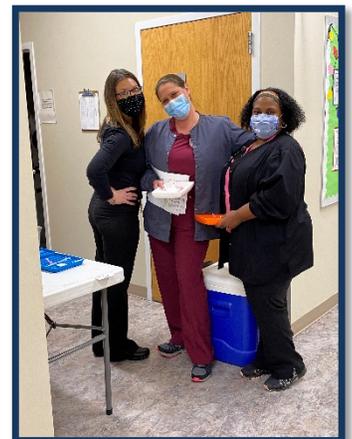
Health department nurses preparing trays for vaccines



Vaccine check-in



Vaccine administration



Health department nurses ready to administer vaccines