



2019

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

The 2019 State of the County Health (SOTCH) Report offers insight into the current health status of Pender County residents. This report supplements the 2018 Community Health Assessment (CHA), which is conducted every four years and includes a more comprehensive analysis of the overall health status of the county. The 2018 Community Health Assessment identified three health priorities:

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

Recent health statistics, the progress made in the last year as it relates to the health priorities, and new initiatives and emerging issues that may impact the health status of residents in Pender County can be found in the 2019 SOTCH. 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**

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Burgaw, NC 28425**

910-259-1230

“Building a Healthier Tomorrow...”

Pender County Snap Shot

Population (2018 est.)	62,162	Percent White	81.2%
Population Projection 2020	64,933	Percent African American	15.1%
Population Projection 2030	76,840	Percent Hispanic/Latino	7.4%
Percent Female	50.1%	Median Household Income (2017)	\$52,989
Percent Male	49.9%	Median Family Income (2016)	\$58,216
Percent Under 5 Years Old	5.6%	Per Capita Income (2018)	\$27,724
Percent Under 18 Years Old	22.2%	Population Living Below Poverty	18.7%
Percent 65 Years and Older	18.0%	Under Age 18 Below Poverty (2017)	17.5%
Median Age (2017)	42.7	Age 65 and Older Living Below Poverty (2017)	10.1%

(U.S Census Bureau, 2017 Quick Facts; N.C Institute of Medicine)



Maternal and Child Health

In 2018, according to the NC State Center for Health Statistics, the Pender County pregnancy rate for teens ages 15-17 years old was 9.9 compared to 12.9 for North Carolina. Approximately 14% of pregnant women had less than a high school education while 30% had a college or post-graduate degree. Eleven percent of women smoked during their pregnancy. Sixty-eight percent of women sought prenatal care in the first trimester. Women that receive early prenatal care have lower rates of negative pregnancy outcomes like low birth weight and infant death. Only one percent of pregnant women received no prenatal care prior to delivery. Eighty-six percent of mothers had chosen to breastfeed at the time of hospital discharge.

The 2018 Pender County infant mortality rate was 8.2% compared to the state rate of 7.1. There were 43 child deaths under the age of 17 years during the five-year time frame of 2014-2018. 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)

10 Leading Causes of Death in Pender County, 2017-2018 Age-adjusted Death Rates

	Cause of Death	Pender County Rate	N.C. Rate
1	Cancer, All Sites	177.3	161.3
2	Heart Disease	156.7	158.0
3	Cerebrovascular Disease	51.5	43.0
4	Other Unintentional Injuries	40.4	37.0
5	Chronic Lower Respiratory	37.5	44.7
6	Alzheimer's Disease	27.1	35.7
7	Diabetes	22.3	23.7
8	Motor Vehicle Injuries	22.2	14.5
9	Suicide	21.1	13.5
10	Nephritis and Renal Diseases	20.7	16.4
	All Causes	801.7	781.8

(2020 County Health Data Book, N.C. State Center for Health Statistics)

The six highlighted death rates noted above for Pender County are higher than the state rates for 2014-2018. In addition, the overall death rate for the county exceeds the state rate. These causes of death can be prevented. 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.

Life expectancy rates from 2016-2018 show the average life expectancy for Pender County residents was 76.7 years of age. Life expectancy for women was 79.6 years compared to 74 years for men. Disparities are also found in the white race with an average life expectancy of 77.4 years compared to 73.4 years for African Americans.

Changes in Data for 2019

The leading causes of death in Pender County for 2012-2016 compared to 2014-2018 revealed few changes. Alzheimer's Disease became a leading cause of death. Data shows deaths from Alzheimer's Disease is ranked sixth. As the number of Pender County residents entering their senior years increases, there are unique challenges to assure access to clinical care and related services they require to maintain a healthy lifestyle and to be physically active as they age.

Concern remains for resident deaths due to motor vehicle injuries, other unintentional injuries and suicide. Substance use prevention and mental health services can impact such preventable losses.

Tracking Progress of Pender County Health Priorities

Mental Health & Substance Use Disorders	Progress
<p>Identify available resources for mental health and substance abuse prevention and increase awareness among Pender County residents.</p> <hr/>  <div data-bbox="344 548 802 653" style="border: 1px solid gray; padding: 5px; text-align: center;"> <p>1-800-QUIT-NOW 1 - 8 0 0 - 7 8 4 - 8 6 6 9</p> </div> <div data-bbox="344 667 802 772" style="border: 1px solid gray; padding: 5px; text-align: center;"> <p>Se Habla Español 1-800-Déjelo-Ya</p> </div> <p style="text-align: center;">www.quitlinenc.com</p> <div data-bbox="258 858 667 1146" style="border: 1px solid black; padding: 10px; text-align: center;">  <p>NO SMOKING, VAPING, ELECTRONIC SMOKING DEVICES OR USE OF ANY TOBACCO PRODUCTS</p> </div> <div data-bbox="139 1188 773 1509" style="border: 1px solid green; padding: 10px; text-align: center;"> <p>NATIONAL</p> <p>SUICIDE PREVENTION LIFELINE</p> <p>1-800-273-TALK (8255)</p> <p>suicidepreventionlifeline.org</p> </div> <p>Opioids Overdose: Understanding the Epidemic Pender County Website Page: http://www.pendercountync.gov/hhs/notices-base/opioid-overdose-understanding-the-epidemic/</p> <div data-bbox="134 1719 784 1837" style="border: 1px solid gray; padding: 5px;">  <p>Integrated Family Services PLLC</p> </div>	<ul style="list-style-type: none"> ✓ Ongoing promotion of Quitline NC via community events, brochures, and social media. ✓ Continued participation in state and regional activities for the promotion of smoke-free/tobacco-free policies. ✓ On-going promotion of National Suicide Prevention Lifeline and Crisis Text Line. ✓ Ongoing standing order for Naloxone Kit onsite and staff trained to administer. ✓ Website and Facebook up-to-date postings on Opioid Epidemic. ✓ Promotion of county-wide Drug Take Back Day events and locations. ✓ Creation of Educational Display on Opioids for Prescription Drug Take Back Day (April & October 2019). ✓ Distribution of medication disposal bags in community. ✓ Promotion of Integrated Family Services Mobile Crisis team with patients and community. ✓ Distribution of medication lock boxes in the Early Childhood Care Management Program through collaboration with Coastal Horizons and grant funds. ✓ Participation in Community Partners Coalition (six counties) to target opioid abuse prevention. ✓ Ongoing coordination of the Substance Use Prevention Partnership in Pender County to target mental health and substance abuse prevention efforts. ✓ On-going referrals to/promotion of Coastal Horizon's Substance Use Programs via 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.

Tracking Progress of Pender County Health Priorities



- ✓ Implementation of the monthly Reproductive Life Planning Education Class that includes the topic of Neonatal Abstinence Syndrome at Pender County Department of Social Services.
- ✓ Partnered with Communities in Schools to implement the “CATCH My Breath” curriculum in Pender County after school programs and trained counselors in the schools (Train the Trainer).
- ✓ Partnered with Pender County Cooperative Extension to implement the Empowering Youth and Families (EYFP) program to resident families.
- ✓ Partnered with the North Carolina Medical Society Foundation to implement the Office Based Opioid Treatment (OBOT) Program to reduce the stigma of receiving treatment.
- ✓ The School-Based Health Center conducts the “RAAPS”, Rapid Assessment for Adolescent Preventive Services survey on all patients. The survey is a tool for providers to address risk factors impacting 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?pagelId=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.
- ✓ Ongoing partnership with Pender County Public Schools to promote National Walk to School, Bike to School, and the Safe Routes to School Program events.
- ✓ Partnered with local Law Enforcement to host the 3rd Annual Burgaw Bike Rodeo.
- ✓ 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).
- ✓ Ongoing Diabetes Self-Management Program (DSMP) education classes at the health department.
- ✓ Ongoing Matter of Balance (MOB) classes in the community. Classes focus on falls-prevention, a common injury for older adults.
- ✓ Promotion of various nutritional programs to health care providers and community partners through Lunch and Learn events.
- ✓ Continued health presentations with after school groups and community groups on importance of physical activity and ways to be more active.
- ✓ Active participation in regional diabetes awareness campaigns.
- ✓ Active participation in summer camp programs to teach school-aged children about MyPlate and importance of physical activity.
- ✓ Facebook page posts on events that promote physical activity and good nutrition.
- ✓ 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 a variety of cancers. Displays made and set up at all county departments with “grab” information for residents/employees.
- ✓ Facebook posts to promote awareness of different cancers.
- ✓ 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 use lessening their chances of lung cancer.



New Initiatives

Catch My Breath- CATCH My Breath, a youth e-cigarette, JUUL, and vape prevention program is specific to grades 5-12. The evidence-based program was shown to substantially reduce students' likelihood of vaping in the year following program implementation. Students also showed a significant increase in knowledge of the dangers of vaping and an increase in positive perceptions about choosing a vape-free lifestyle. The Pender County Health Department currently has four CATCH My Breath trained facilitators. In partnership with Communities in Schools (Pender County), four individual CATCH My Breath programs have been implemented. Facilitators from the Pender County Health Department provided a train-the-trainer session with Pender County Schools Health and Physical Education teachers. The teachers who attended the session also become certified facilitators of the CATCH My Breath program. Currently, multiple CATCH My Breath programs are in session throughout Pender County and more are set for the next school year. For more information on the CATCH My Breath program please contact the Pender County Health Department Health Educators at (910) 259-1230.

Substance Use Prevention- Members of the Pender County Opioid Action Team elected to repurpose the committee into an overall Substance Use Prevention Partnership (SUPP). It is comprised of a variety of public agency leaders. Through a coordinated effort, priorities of the partnership are to raise community awareness of substance use and addiction, increase provider knowledge of CDC's recommended policies and procedures for prescribing, decrease substance use/opioid overdoses and deaths and raise awareness of community 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. 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. In addition, the health department has partnered with the North Carolina Medical Society to provide Office Based Opioid Treatment for eligible residents that need treatment for substance use. For more information about the Substance Use Prevention Partnership please contact Kerrie Timmerman, Substance Use Prevention Health Educator (910) 663-3762.

Empowering Youth and Families Program- Pender County 4-H recently received grant funds from the Substance Abuse & Mental Health Services Administration (SAMHSA) to host a program focusing on opioid prevention education for youth ages 10-14 and their caregivers in rural North Carolina. The Pender County Health Department and Pender County 4-H have partnered to implement the first Empowering Youth and Families Program (EYFP) cohort. The goals of the program are to reduce youth substance use in rural North Carolina, to improve parenting skills of caregivers to assist youth in making healthy choices, to improve family relationships, and to empower families to lead community change to leverage support for healthier lifestyles within those communities. For more information please contact the Empowering Youth & Families Program Assistant, Traci Spencer at 910-259-1235.

Healthy People 2030- The North Carolina Department of Health and Human Services and the Division of Public Health have 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.

Safe Drinking Water- PFAS (per- and poly-fluoroalkyl substances) are man-made compounds that include GENX and thousands of other compounds and have been released into the air and the Cape Fear River since 1980. PFAS have been found in water sources across the state and nation. Only a handful have been studied to assess risks to human health and there are no regulatory requirements for determining safe discharge of these compounds. State and local officials continue to monitor this on-going topic of concern.

Emerging Issues

North Carolina Medicaid Transformation- Efforts to move the North Carolina Medicaid program toward a managed care system have been suspended. Medicaid revenue streams into the health department pose uncertainties. Health departments are essential health care providers and Managed Care Organizations will contract with them 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 on an individual's health.

Behavioral Health Needs- There is an inadequate workforce to deliver effective outpatient behavioral health programs. Currently, there is an overuse of the Emergency Department to provide urgent assessments and care. The inclusion of behavioral health services covered by health insurance means people have greater access to help they need. The integration of behavioral health into primary care can help address these concerns more quickly. Primary care providers are encouraged to look at the whole health of their patients. As Medicaid Transformation becomes a reality, the health department must position itself as a fully integrated health care provider that offers physical and behavioral health care services.

Public Health Preparedness and Response- As the novel coronavirus disease (COVID-19) outbreak continues to evolve, the health department maintains strong ties to state and local partners. The Pender County Health Department adheres to all state and federal guidelines should a natural or man-made disaster occur. This includes investigating/reporting, isolation and quarantine during communicable disease outbreaks. Taking action before an emergency occurs can save lives and prevent injury if staff are well-trained. All staff receive annual training and participate in exercises to enable them to respond in an efficient and competent manner. The communicable disease staff communicates regularly with the health care providers in the county to keep them abreast of potential communicable disease outbreaks. Whether it is a new emerging disease or a hurricane, the required plans are in place. The health department's Strategic National Stockpile Plan (SNS), Continuity of Operations Plan (COOP), Isolation and Quarantine 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 in Board of Health 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."