



Brunswick County

State of the County Health Report 2014

Brunswick County Health Services

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The community assessment is conducted by the Health Department every four years in order to determine the community's needs and target programs to address them. In the three interim years, a State of the County's Health (SOTCH) report is produced to provide current insight into progress on current issues as well as identifying any new issues that may arise. The SOTCH contains both quantitative (statistical) and qualitative (survey and focus group) data in order to provide a multidimensional picture of the state of Brunswick County. Previous assessments reveal the top five challenges for the people of Brunswick County are: diabetes education and support, prostate cancer awareness, access and transportation to care, obesity, and continued support of the infant mortality issue.

North Carolina State Center for Health Statistics provided the top five leading causes of death in Brunswick County for 2013. They are (in order): Cancer, Diseases of the Heart, Chronic Lower Respiratory Disease, Cerebrovascular Diseases, and All Other Unintentional Injuries. Our current programs that focus on our established health priorities address these directly.

Health Priorities

A comprehensive Community Health Assessment was conducted in Brunswick County in 2011, using a combination of state statistics, focus groups run by the Health Department and self-reported surveys distributed throughout the community. Health issues identified as having a higher incidence in Brunswick County than in North Carolina were selected, along with those conditions seen as important by area residents. The five top challenges in Brunswick County are:

1. Diabetes Education and Support
2. Colorectal Cancer Awareness
3. Hypertension
4. Childhood Obesity
5. Smoking during Pregnancy

Demographics

- 115,301** Population as of 2013 (Estimated)
- \$46,490** Median Household Income
- \$27,100** Median Per-capita Income
- 15.2%** Persons below poverty level
- 8.9%** Unemployment Rate as of April 2013
- 25.7%** Persons 65 years and over
- 4.6%** Persons under 5 years
- 11.3%** Persons of African American origin
- 4.8%** Persons of Hispanic or Latino origin

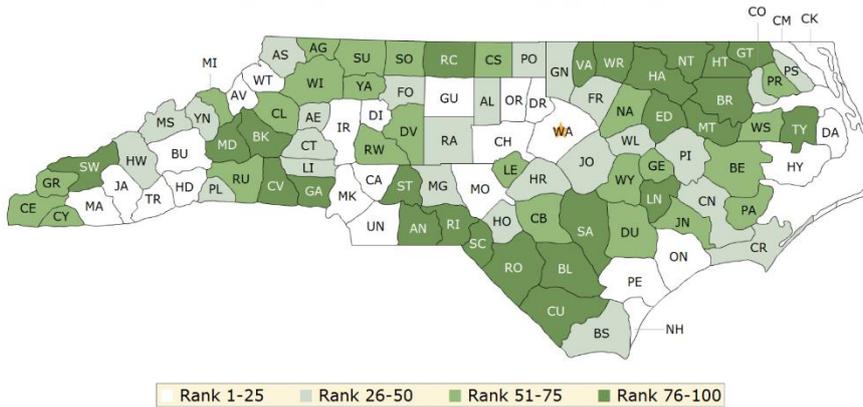
Source: U.S. Census Bureau

BRUNSWICK COUNTY HEALTH RANKINGS 2014

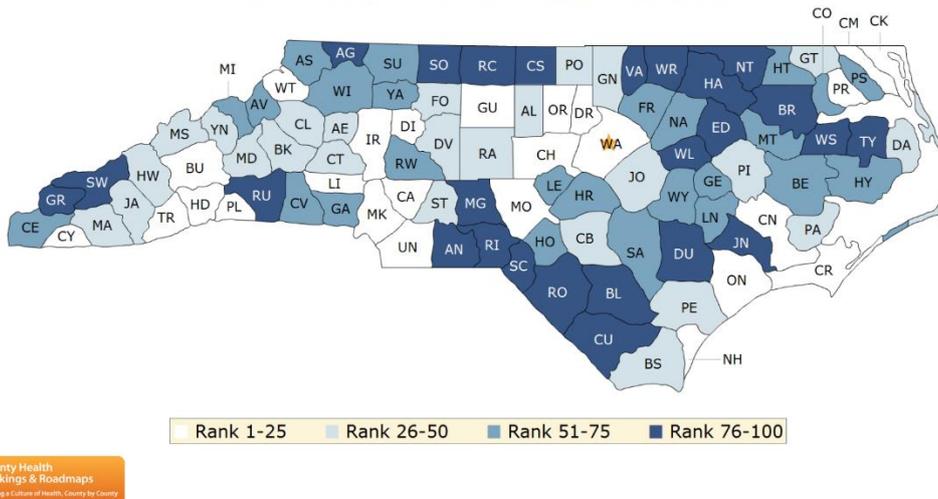
Each year the Robert Wood Johnson Foundation along with the University of Wisconsin Population of Health Institute develop county rankings of health outcomes and health factors. The Health Outcome Ranking is based on an equal weighting of mortality (length of life) and morbidity (quality of life) measures. The Health Factors Ranking is based on weighted scores of four types of factors: behavioral, clinical, social and economic, and environmental. Each county in the state is ranked with one (1) being the highest rank, or the “healthiest.”

In 2014, Brunswick County ranked 34 (out of 100 counties) for Health Outcomes and ranked 33 for Health Factors. The Health Outcomes Ranking has improved from 37 in 2013. However, there was a slight increase from 32 in Health Factors from last year.

2014 Health Outcomes - North Carolina

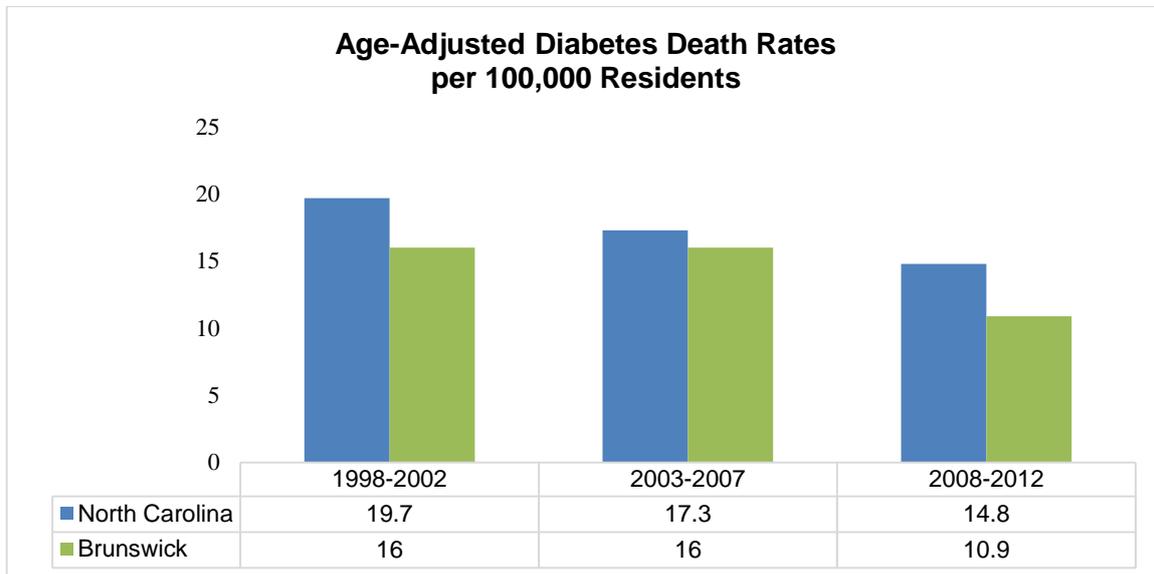


2014 Health Factors - North Carolina



HEALTH PRIORITIES UPDATE

DIABETES EDUCATION AND SUPPORT

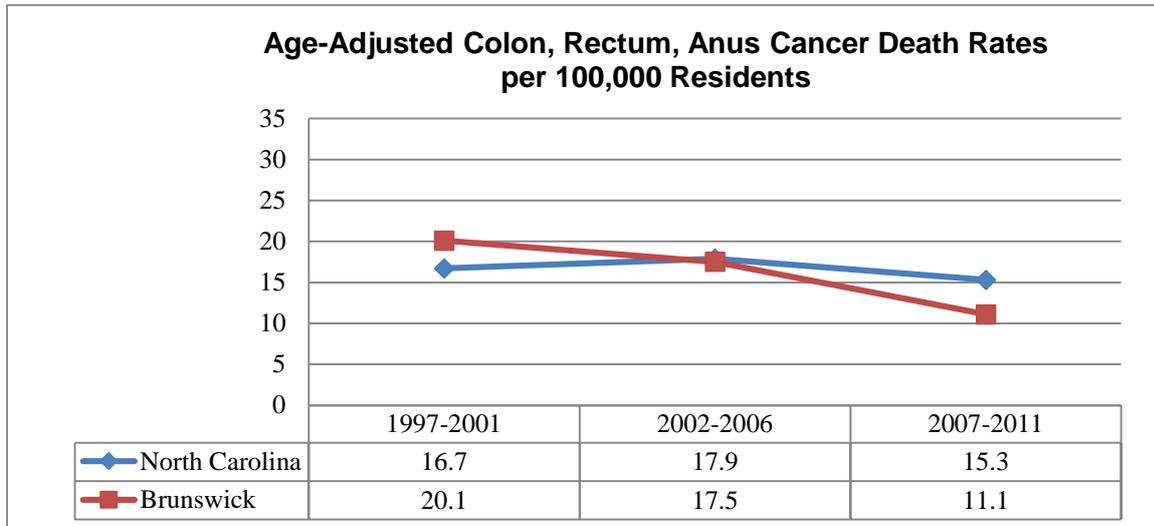


North Carolina Department of Health and Human Services Division of Public Health/ State Center for Health Statistics North Carolina County Trends Reports Prepared January 2014

According to the North Carolina State Center for Health Statistics, the Brunswick County’s age-adjusted diabetes death rate has dropped below the North Carolina state diabetes death rate. Diabetes was the eighth leading cause of death in 2011 in Brunswick County, compared to seventh for the state. (<http://www.schs.state.nc.us>). The actual prevalence may be twice as high, as the National Institutes of Health estimates that one case goes unidentified for every one that is diagnosed. According to the 2012 Behavioral Risk Factor Surveillance System (BRFSS) survey, 11.1 percent of adults in eastern North Carolina have been told by a health professional that they have diabetes, and 8.7 percent have been told by a health professional they have pre-diabetes. The same study also shows that less than half (48.2 percent) of those diagnosed with diabetes in eastern North Carolina have not taken a course or class in how to manage their diabetes (<http://www.schs.state.nc.us/schs/brfss/2012/nc>).

Brunswick County Health Services is continuing to offer the ADA-certified diabetes education program. We are working to educate local physicians about the program offered to any Brunswick County citizen, as well as provide group seminars, one-on-one assessments and follow-up. The monthly seminar includes information about nutrition, chronic illnesses and how to live well with diabetes. Follow up for each participant is encouraged for goal setting and to answer any questions they may have from the seminar. With the increase of educational classes and outreach we hope to continue dropping these rates.

COLORECTAL CANCER AWARENESS



North Carolina Department of Health and Human Services Division of Public Health/ State Center for Health Statistics North Carolina County Trends Reports Prepared February 2013

According to the State Center for Health Statistics, for both males and females colon cancer is the third most commonly diagnosed cancer and is the third cause of cancer death in North Carolina. In Brunswick County, the death rate of colon, rectum and anus cancer has continued to decrease from past years. The most current data (2007-2011) shows that Brunswick County has a rate of 11.1 (per 100,000 population) compared to 15.3 for North Carolina (<http://www.schs.state.nc.us/schs/CCR/mortality.html>).

Also, the rate for colon/rectum cancer-incidence (2006-2010) in Brunswick County is 35.8 (per 100,000 population) which is significantly lower than the North Carolina colon/rectum cancer-incidence rate of 43.4 (<http://www.schs.state.nc.us/schs/CCR/incidence/2010/5yearRates.pdf>). While the cancer-incidence may statistically show to be lower, the 2012 BRFSS survey results show that in eastern North Carolina, 28.4 percent of those surveyed had never had a sigmoidoscopy or colonoscopy.

(<http://www.schs.state.nc.us/schs/brfss/2012/east/lastsig3.html>)
 Brunswick County Health Services offers free screenings to the public at the annual health fair. Information about screenings and cancer awareness is given to the public at outreach events, encouraging citizens to seek screening. Screenings are available at Brunswick County Health Services on a sliding fee scale.

HYPERTENSION

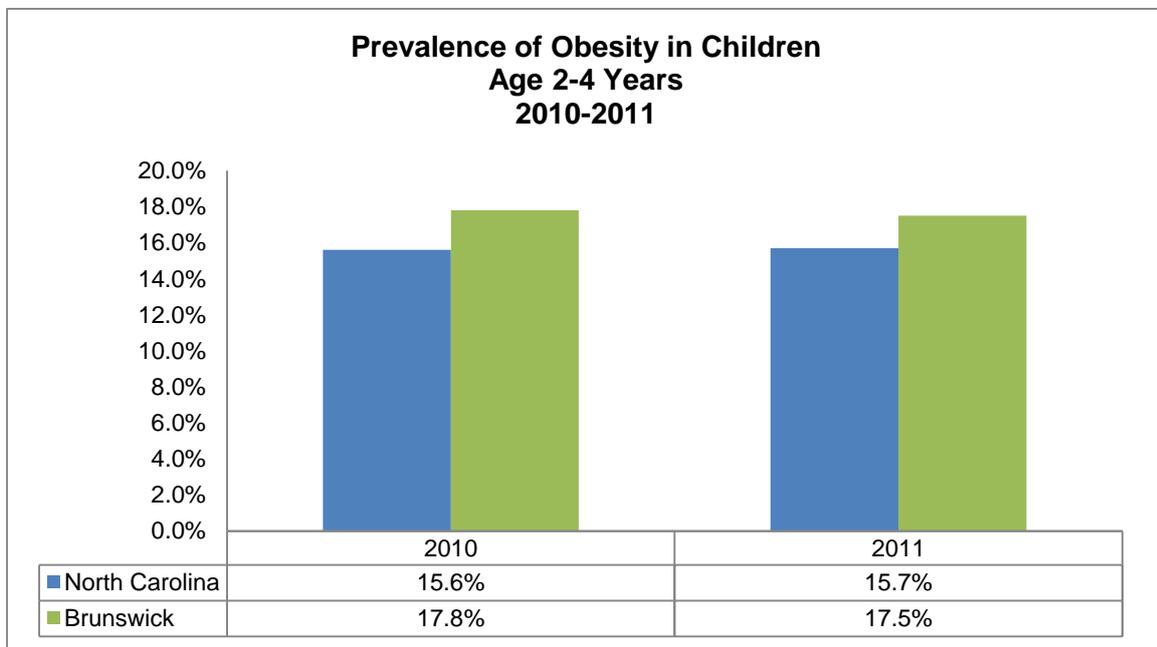
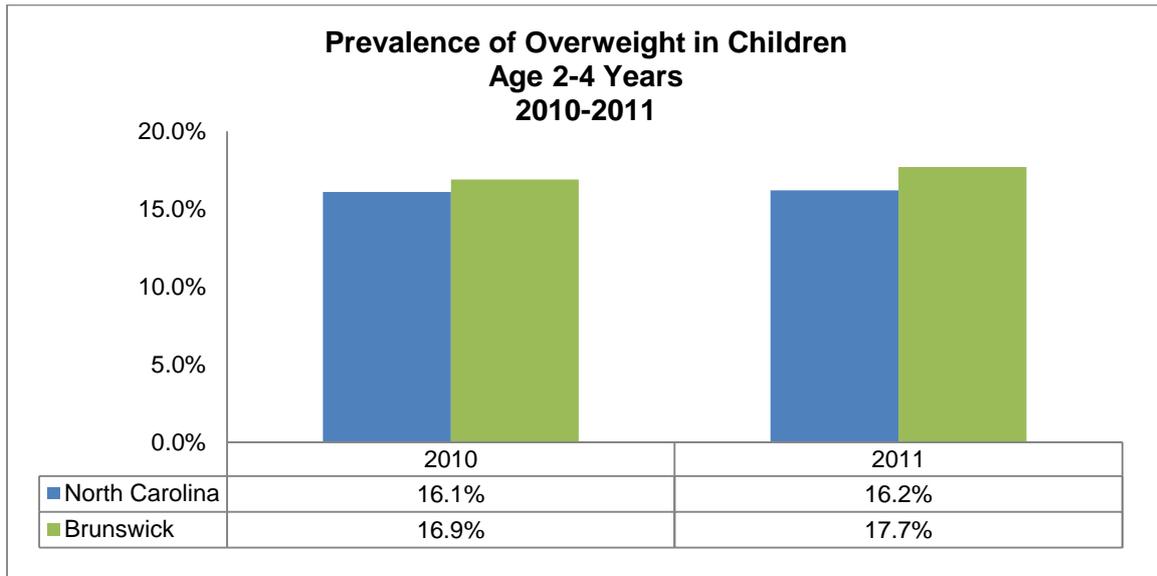
The hypertension rate is a continuing concern for the members of Brunswick County. The Centers for Disease Control states that Brunswick County's hypertension death rate is at 5.94 (per 100,000 deaths), compared to the North Carolina rate at 7.49 and the United States at 7.38 (<http://www.worldlifeexpectancy.com>). The Department of Health and Human Services states that about twenty-four percent of people in Brunswick County have high blood pressure. Statistics also show that minority men and women have an increased level of hypertension. According to the Behavioral Risk Factor Surveillance System, in 2011 thirty four percent of those surveyed in Eastern North Carolina said yes when asked "Have you ever been told by a doctor, nurse, or other health professional that you have high blood pressure?"

Brunswick County Health Services is working to provide screenings for the community including cholesterol, glucose and blood pressure. These screenings are offered at the health department, through our mobile unit that visits all areas of the county, and through outreach events in non-traditional settings such as churches, community centers, senior sites and health fairs. Blood pressure screenings are provided in our clinic at no charge. Adults with hypertension are referred to our Adult Primary Care for treatment and follow up.

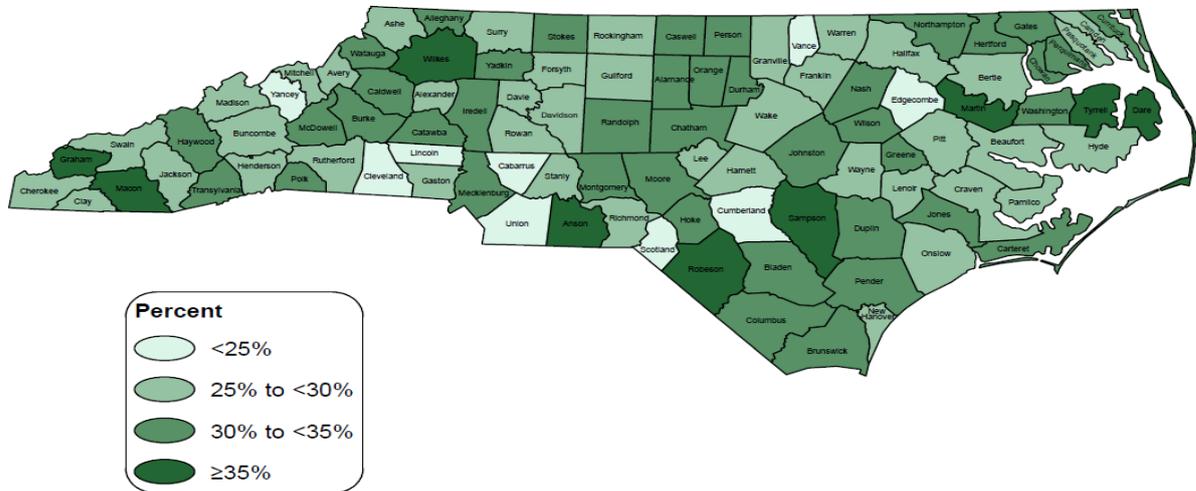
Policy change is also encouraged from the health department when working with community groups and faith-based organizations regarding incorporation of healthy foods and exercise. These policies are based on Eat Smart Move More recommendations.

CHILDHOOD OBESITY PREVENTION

The most recent data shows that the prevalence of overweight children in Brunswick County is increasing while the prevalence of obese children is slightly decreasing. While the obesity prevalence may be at a decrease for the county, Brunswick County is still above the North Carolina average. Brunswick County Health Services offers nutrition and physical activity education to local community groups and schools in an effort to educate parents and children about maintaining a healthy diet and resources for obtaining healthy foods.



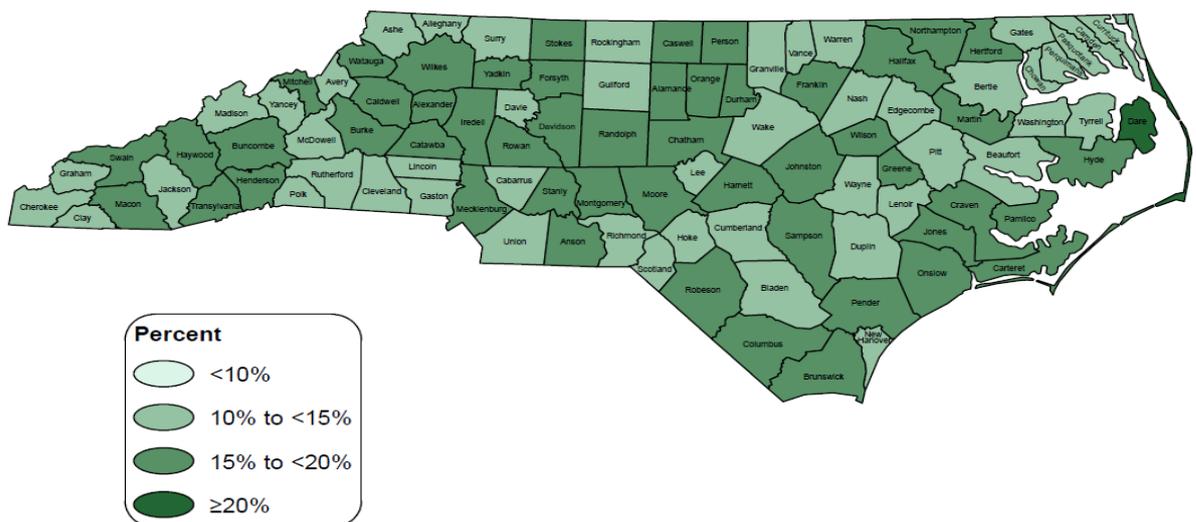
Percentage of Overweight and Obese¹ Children, 2 - 4 Years of Age NC-NPASS² 2012



¹BMI-for-Age Percentiles ≥85th

²North Carolina-Nutrition and Physical Activity Surveillance System (NC-NPASS) is limited to data on children seen in North Carolina Public Health Sponsored WIC and Child Health Clinics. Percentiles were based on the CDC/NCHS Year 2000 Body Mass Index (BMI) Reference.

Percentage of Overweight¹ Children, 2 - 4 Years of Age NC-NPASS² 2012



¹BMI-for-Age Percentiles ≥85th and <95th

²North Carolina-Nutrition and Physical Activity Surveillance System (NC-NPASS) is limited to data on children seen in North Carolina Public Health Sponsored WIC and Child Health Clinics. Percentiles were based on the CDC/NCHS Year 2000 Body Mass Index (BMI) Reference.

Eat Smart Move More NC Data

CHILDHOOD OBESITY PREVENTION

Brunswick County Health Services will continue to collaborate with established partners focusing on decreasing childhood obesity in Brunswick County. Health Services also makes efforts to seek new partnerships with local coalitions and organizations that may improve our efforts in reducing childhood obesity.

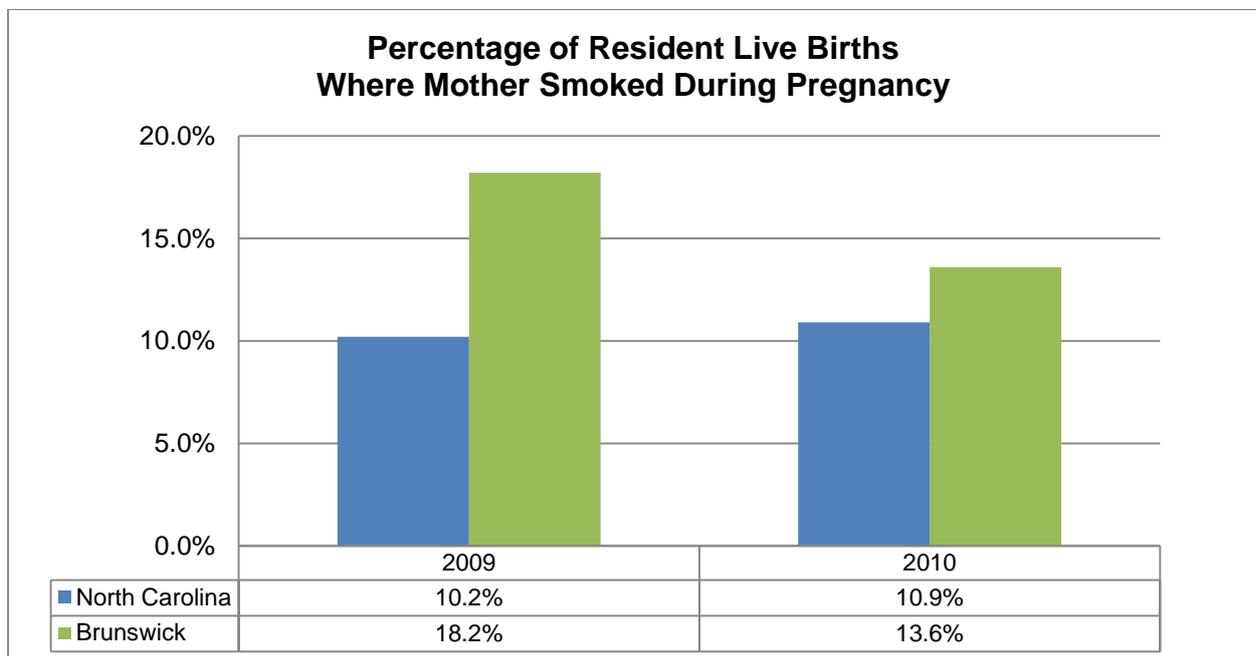
Brunswick County Health Services has focused engagement of community partners to implement evidence based childhood obesity strategies along with:

- Novant Health Brunswick Medical Center – Women Infants and Children (WIC), diabetes education, clinical information
- Be Active Kids – Provide nutrition and physical activity training to childcare centers
- Cooperative Extension – Farmers Market, Safe Serve, 4H
- Community Transformation Grant – Regional approach to healthy eating, active living and tobacco free living
- Community Care of the Lower Cape Fear – Pregnancy Care Managers, Community Care for Children
- Pregnancy Medical Home – Patient centered services
- Eat Smart, Move More – Community grant to promote active living and healthy eating
- Food Council – Coalition to develop policy concerning food in Brunswick County
- Motivational Interviewing – Women Infants and Children (WIC), Pregnancy Care Managers, Community Care for Children (CC4C)
- Brunswick County Health Services Pediatric Clinic – Bright Futures, nutrition counseling
- SEAHEC – continuing education, quality improvement
- Smart Start – Pre-School garden curriculum, Preventing Obesity by Design
- Student Health Advisory Council – promote active living and healthy eating at schools, school gardens, immunizations compliance
- Women, Infant, and Children program (WIC) – promote breastfeeding, healthy eating
- Southeastern North Carolina Regional Health Collaborative (SNCRHC) – Implementing evidence based strategies focused on promoting active living
- Cape Fear Obesity Prevention Initiative- promote “rethink your drink” and healthy eating/active living

SMOKING DURING PREGNANCY

Statistics show that Brunswick County has always had a higher rate among women who smoke in pregnancy compared to the rate for North Carolina. The most recent data shows that in Brunswick County, the live births where the mother smoked during pregnancy is at 13.6 percent, which is still above the North Carolina average of 10.9 percent. While still above the state average, the percentage is a significant decrease from the former report of 18.2 percent in 2009. All women who are clients of the Brunswick County Health Services OB clinic are screened for substance abuse, which includes tobacco use. If a patient uses tobacco products, they are referred to a social worker who follows up with the client throughout their pregnancy as well as after the baby is born to assist the client in quitting smoking. Both clinic and social worker staff are trained and implement the “5 A’s” of quitting smoking. Also, Quitline NC posters and brochures are placed in each clinic room and general waiting areas for all clinics. Tobacco cessation and prevention materials are also offered at outreach events.

This past year, a policy was set to have Health and Human Services buildings smoke free with an enforced 50 foot perimeter for both staff and clients. This has been helpful in our efforts to create a smoke free environment for our clients that are pregnant.



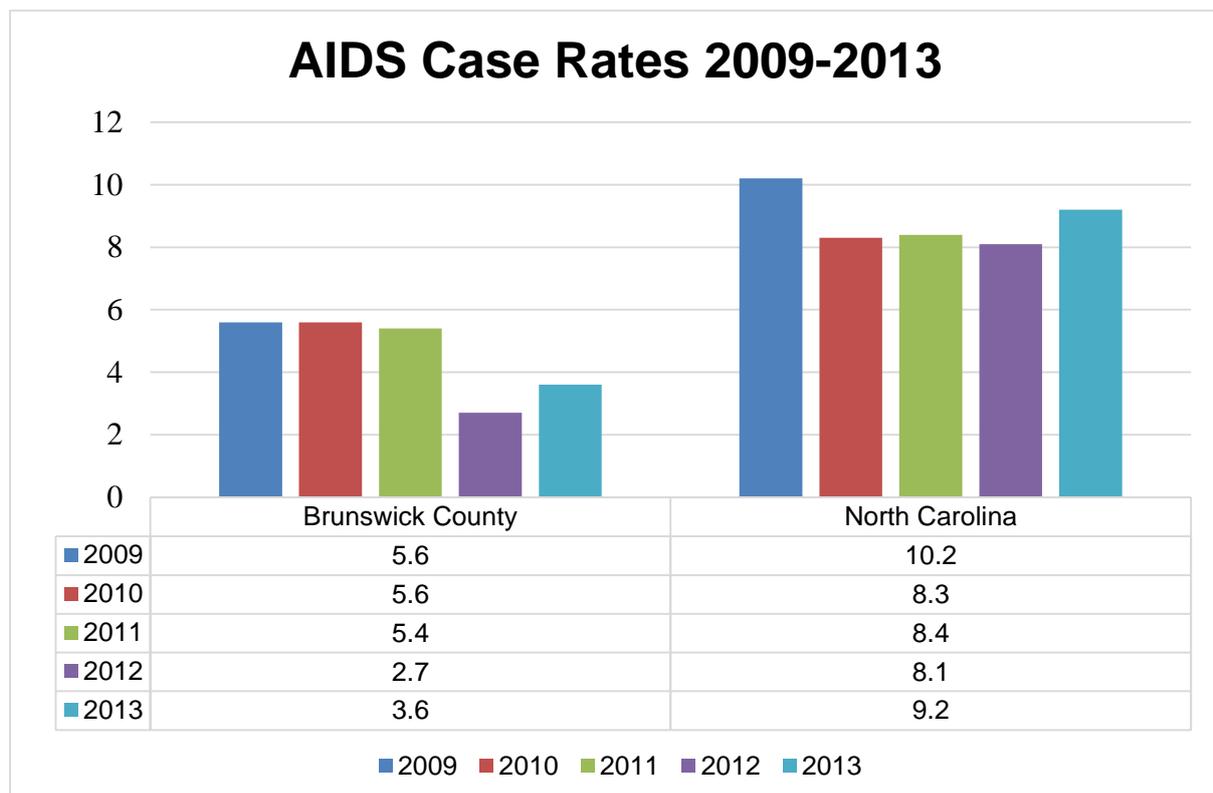
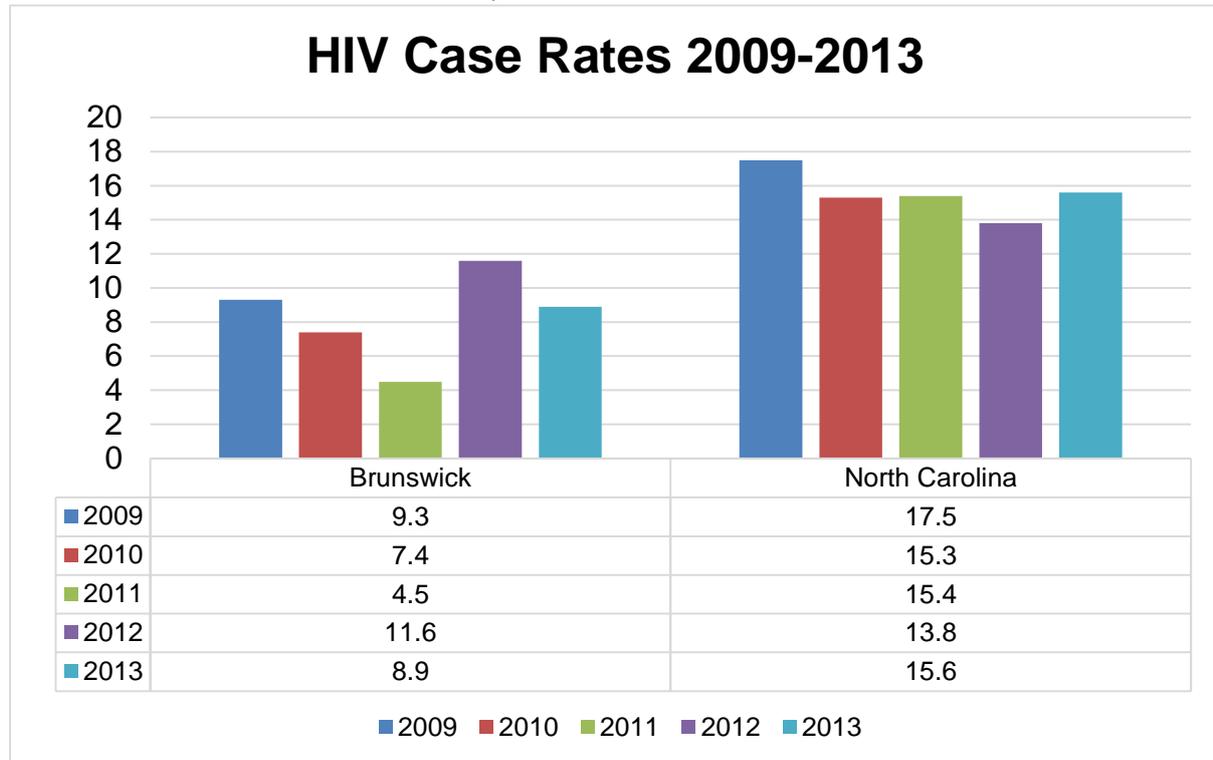
According to the State Center for Health Statistics, smoking percentages have decreased among mothers who smoke during pregnancy in Brunswick County and North Carolina.

SELECTED COMMUNICABLE DISEASE RATES

The following charts include HIV, AIDS, Chlamydia, Gonorrhea, and tuberculosis (TB) Case Rates in Brunswick County and North Carolina from 2009-2013.

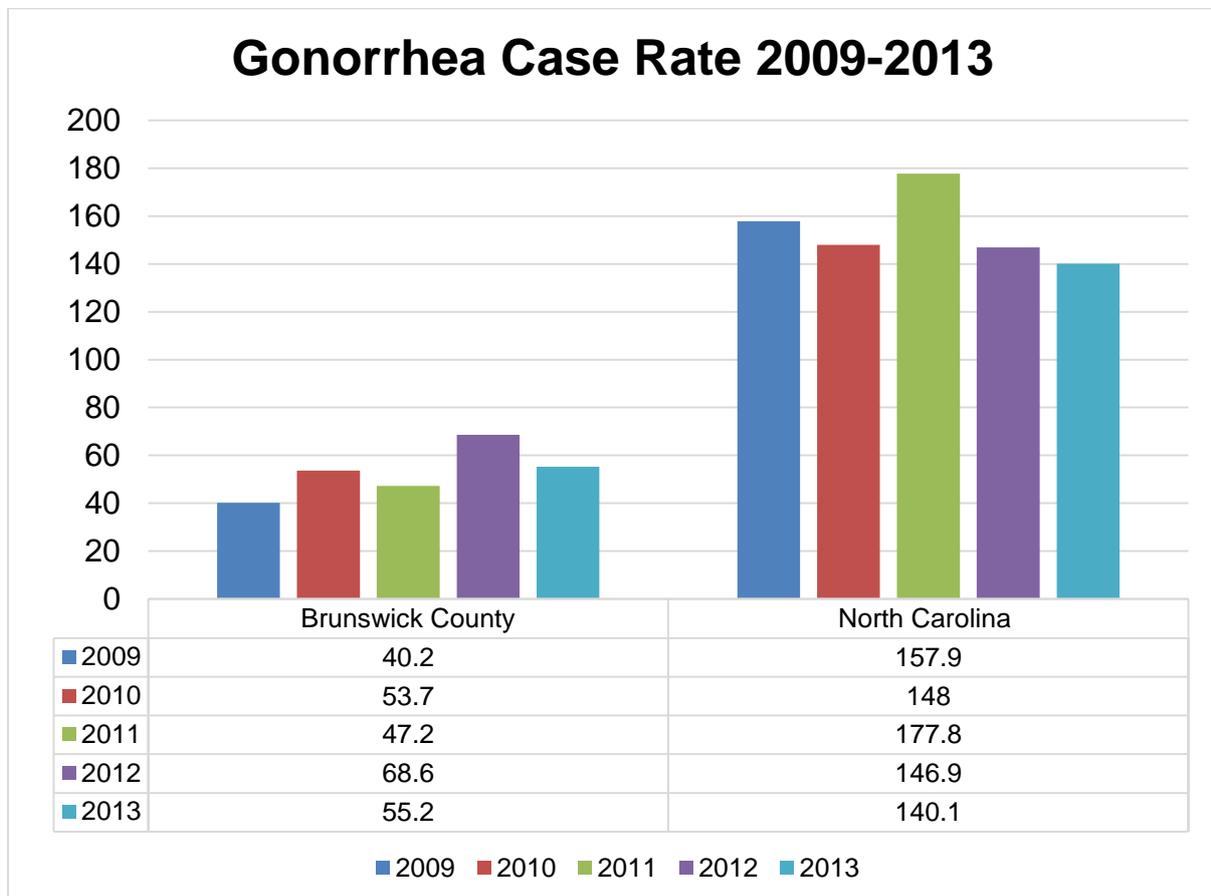
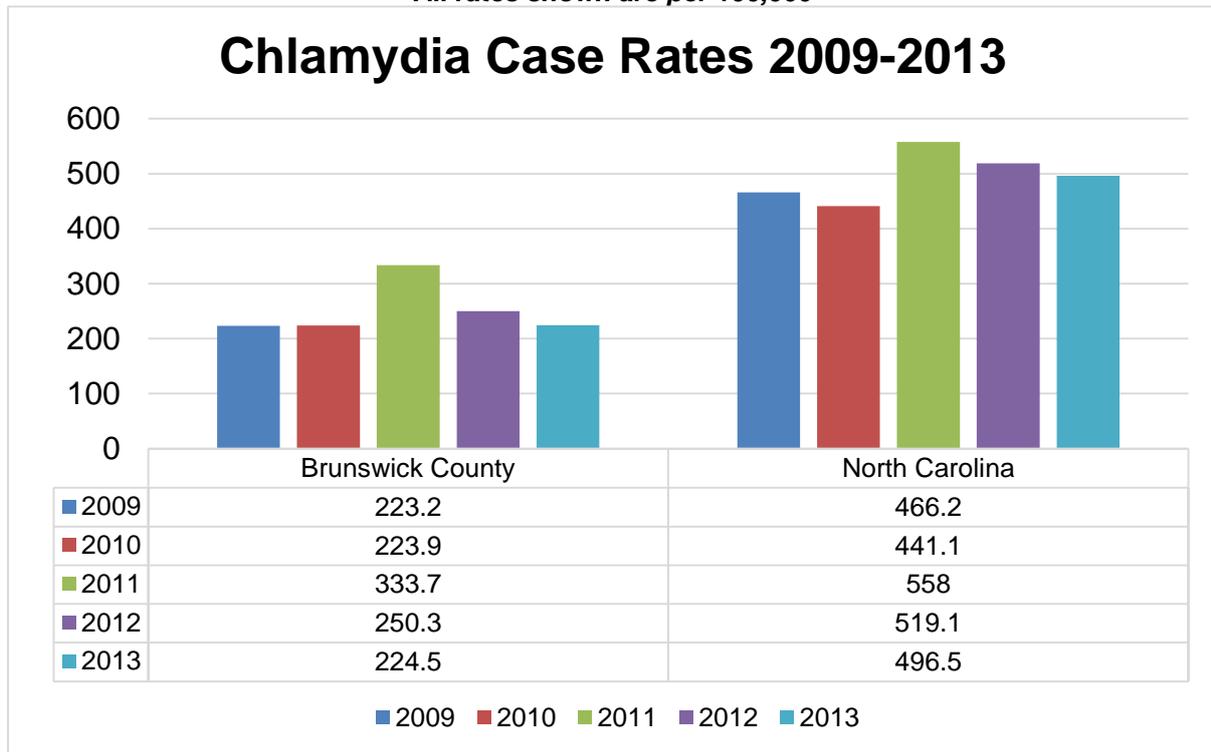
All rates shown are per 100,000

North Carolina HIV/STD Surveillance Report & North Carolina State Center for Health Statistics 2013



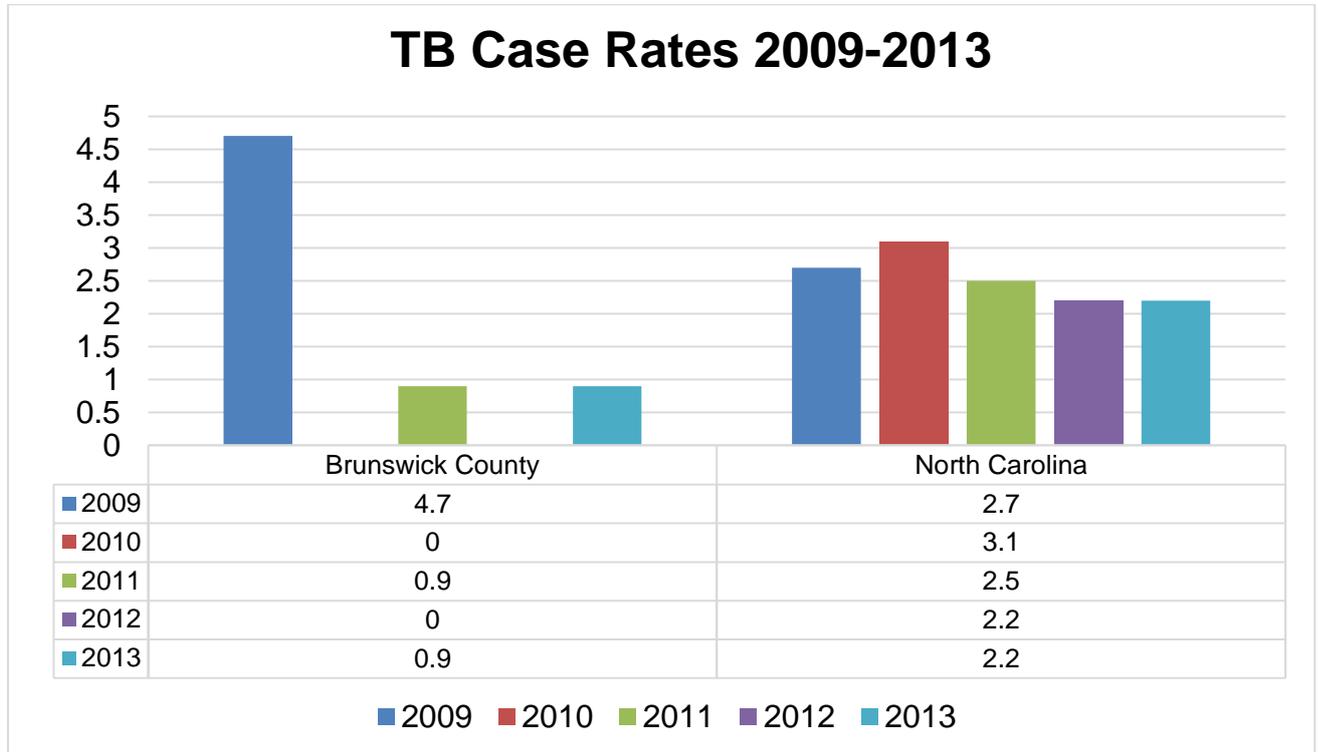
SELECTED COMMUNICABLE DISEASE RATES

All rates shown are per 100,000



SELECTED COMMUNICABLE DISEASE RATES

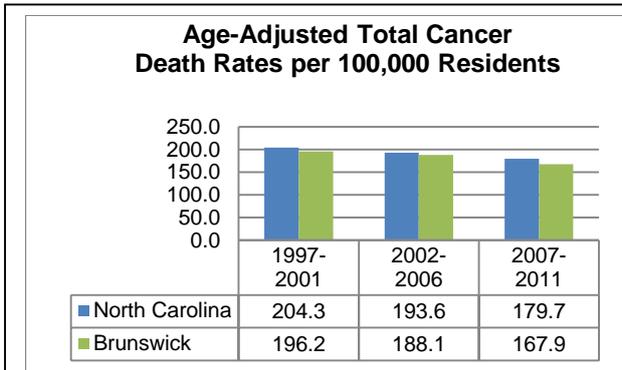
All rates shown are per 100,000



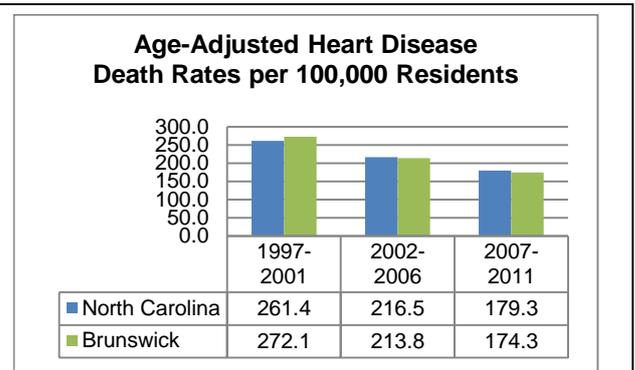
North Carolina Tuberculosis Control Program
 Tuberculosis Cases and Case Rates by County, 2009-2013

The following charts include the most recent morbidity and mortality data for Brunswick County compared to North Carolina data.

MORTALITY DATA FOR BRUNSWICK COUNTY*



Cancer is the number one cause of death in Brunswick County. Rates are decreasing from years past and continue to be lower than the North Carolina rate.

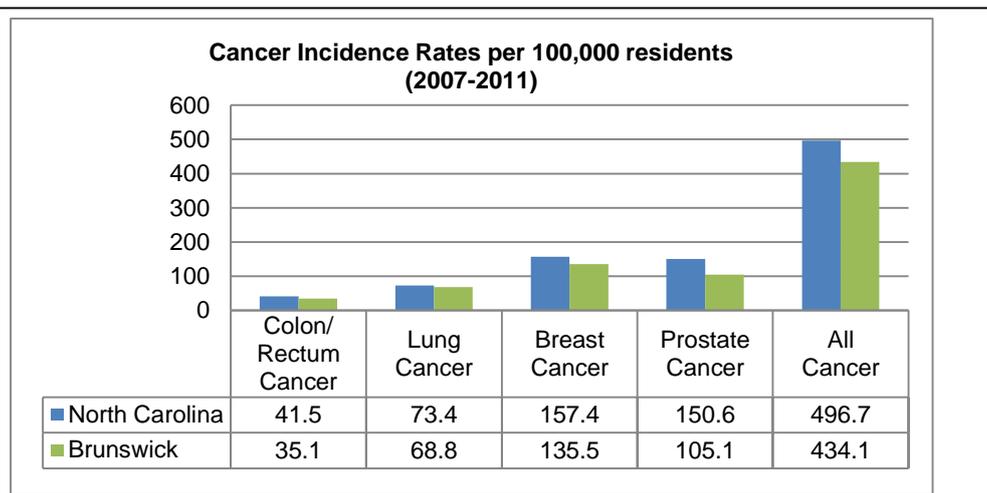


Heart Disease is the second leading cause of death in Brunswick County. The Brunswick County rate is slightly lower than that of North Carolina.

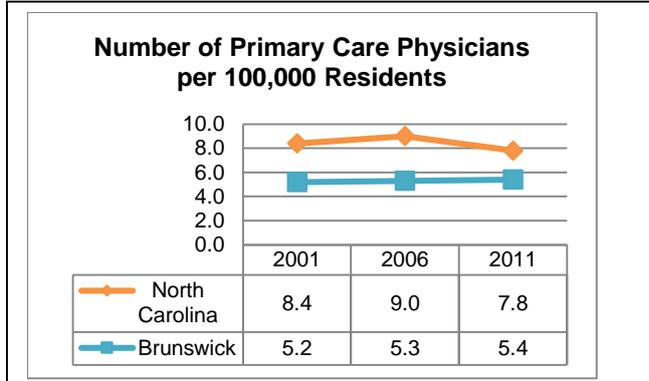
MORBIDITY DATA FOR BRUNSWICK COUNTY*

According to the State Center for Health Statistics, Brunswick County's cancer incidence rates are lower than the North Carolina rate.

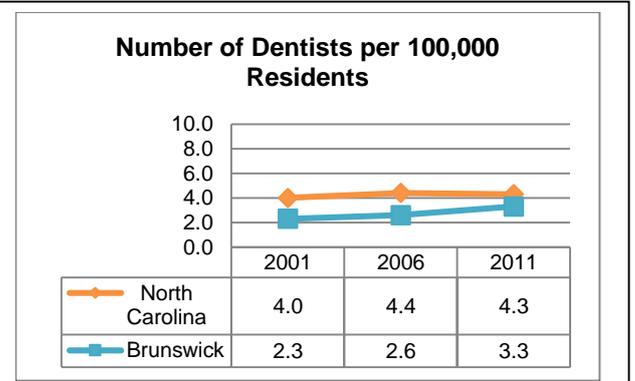
<http://www.schs.state.nc.us/schs/CCR/incidence/2011/5yearRates.pdf>



HEALTHCARE PROVIDERS FOR BRUNSWICK COUNTY*



The number of primary care physicians continues to be lower than that of North Carolina's average.



The number of dentists continues to be lower than that of North Carolina's average.

North Carolina Department of Health and Human Services, Division of Public Health / State Center for Health Statistics, North Carolina County Trends Reports, February 2013

EMERGING ISSUE 2014

Preparedness for Health

The year 2014 brought Brunswick County Health Services many opportunities to improve preparation for health related emergencies in the county. When Ebola was introduced to the United States in September, Brunswick County Health Services became proactive in planning for the possibility of it spreading to the county. The EPI team, which consists of the preparedness coordinator, public health nurses and administration, clinical and environmental health staff, was activated.

The team had weekly conference calls with local Emergency Management and the local Sheriff's Office along with meetings with first responders. The team also provided blast fax guidance updates to all local providers and local funeral home directors. Brunswick County Health Services also collaborated with local hospital staff and participated in local planning with the State for items such as agency protocol and contact tracing. A full scale exercise was conducted by Emergency Services and Health and Human Services which included transporting a patient with Ebola to the hospital. Public Health nurses from Brunswick County Health Services, along with the Health Services Director, followed State protocol for isolation and quarantine.



Brunswick County Health Services also carried out a potassium iodide (KI) distribution in November. Since there is a nuclear power plant located in Brunswick County, Health Services has participated with Federal Emergency Management Agency (FEMA) and the Nuclear Regulatory Commission (NRC) in preparedness exercises in the event of a radiation incident. Part of the preparedness is for health services to be in charge of potassium iodide distribution within the ten mile emergency preparedness zone (EPZ). Brunswick County Health Services has always been proactive in the distribution of potassium iodide. Potassium iodide is made available, pre-event, so citizens do not have to attend a mass dispensing point of distribution (POD) in the event of a radiological emergency. KI distribution is an ongoing effort which involves collaborating with local emergency services, town administrators and citizens of the county. Health Services set the goal of 100% distribution for 2014. Brunswick County Health Services is continuing to improve and adjust their preparedness plans for future issues that may emerge.

EXECUTIVE SUMMARY

Health issues that have been identified as health priorities in Brunswick County frame how we provide services to the community. Diabetes in our county is a continuing concern, and Brunswick County Health Services continues to offer self-management program, and partner with local health providers to ensure diabetic patients are offered assistance in understanding and managing their diabetes. Colorectal cancer is the third leading cause of cancer death in both males and females, and Brunswick County Health Services continues to offer exams during our annual health fair at no cost. Many of Brunswick County's citizens have hypertension, and Health Services continues to offer screenings for high blood pressure along with cholesterol and glucose in our clinic and in the community. There are ongoing efforts with community partners in battling childhood obesity. Health Services is doing this by educating parents and children about healthy food choices and physical activity, as well as creating or establishing policies that make healthy choices easier for our citizens. Lastly, smoking during pregnancy is being addressed by implementing the "5As", promoting the NC Quitline and by implementing smoke free policies that benefit our clients.

Brunswick County Health Services offers a variety of educational, prevention and outreach services throughout each month in an effort to reach more of the county's residents. A mobile health unit is used to take services directly to the people, rather than requiring the people to visit on-site clinics. A dental care van, owned in partnership with New Hanover County, affords dental care to those who may otherwise not receive it. Together, Brunswick County Health Services, Novant Health Brunswick Medical Center, Doshier Memorial Hospital and private medical practices throughout the county work to eliminate health disparities and promote and enhance health for each and every resident in our county.