



# Bladen County State of the County Health Report 2014



**Bladen County's 2013 estimated population of 34,843. Population change 4/2010-7/2013 -1.0%**

The population ratio is predominately White and African American. The 2012 population ratios are:

White	60.7%
African American	34.7%
American Indian	2.8%
Hispanic	7.4%

Female	51.9%
Male	48.1%

Language other than English spoken at home, pct age 5+ (2008-2012) 6.6%

High school graduates, percent of persons age 25+, (2008-2012) 74.8%

Bachelor's degree or higher 11.1%

Median household income, (2008-2012) \$30,031

Per capita money income (2008-2012) \$18,936

Persons below poverty, percent (2008-2012) 24.4%

Unemployment Rate for Bladen County (per NC Dept. of Commerce)

September 2014: 8.8%

North Carolina Unemployment rate: September 2014 6.1%

Bladen County's FY 2010-11 adopted tax rate is \$.74.

(2011 US Census Quick Facts)



**This is Bladen County's "State of The County's Health Report" provided to the North Carolina Department of Health and Human Services.**

The purpose of the report is to relate current information on the health status of Bladen County including morbidity/mortality data and review priority health concerns as a result of the community health assessment conducted in 2013.

This report was designed to promote an understanding of health needs, and to educate the community regarding health issues that affect Bladen County residents. Data for this report was taken from the North Carolina Center for Health Statistics, Centers for Disease Control (CDC), North Carolina Employment Security, and the US Census Bureau.

**Health Priorities:**

Results of the 2013 Community Health Assessment Priorities were:

- \*Heart Disease \* Cancer \* Respiratory Disease
- \* Unintentional Motor Vehicle Injuries \* Diabetes \*
- \*Substance Abuse (Prescription and Over the Counter Use/Misuse

[Bladen County Health Department](#)

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Elizabethtown, NC 28337— Phone: 910-862-6900

**Complete 2013 Community Assessment and this report are available at the Bladen County Health Department**



## HEALTHY BLADEN COLLABORATIVE

In 2011 Bladen HealthWatch that had been a certified Healthy Carolinians Coalition since 1999 initiated a change due to funding challenges in the program. Our county partners in 2011 adopted a new name “Healthy Bladen”. Healthy Bladen Collaborative meets monthly and depends on the community’s input in determining health priorities. Healthy Bladen Collaborative is made up of county agencies listed below. Health priorities identified in the 2013 Community Health Assessment process are used in determining programming, creating action plans and a collaborative approach to addressing the identified health issues. Carol Strickland, Health Educator for Bladen County Health Department serves as Chairperson for the collaborative. Agencies and anyone in the community interested in joining our collaborative please call 910-872-6252 or 910-872-6264 for more information. Current members are listed below.

### **Collaborative Members:**

Bladen County Health Department  
NC Cooperative Extension  
NC Cooperative Extension 4-H  
Bladen Community College  
Cape Fear Valley Healthcare/Bladen County  
Bladen County Library  
NC Partnership for Children (Smart Start  
Bladen County Schools  
Lower Cape Fear Hospice and Life Care Center  
Elizabethtown Police Department  
Bladen County Fire Departments  
Bladen County Parks and Recreation  
Bladen County Sheriff Department  
Bladen County Emergency Services  
Faith Communities  
EastPointe  
NC State Parks  
Bladen Online  
Bladen Journal  
NC Department of Commerce-Division of Workforce Solutions  
( formerly Employment Security Commission)  
Families First, Inc.  
March of Dimes  
Young Families Connect  
Community Transformation Project (Ended September 2013)  
Community Members



**The community is welcome to attend our monthly meetings date and times are posted on our webpage and on Online newspapers.**

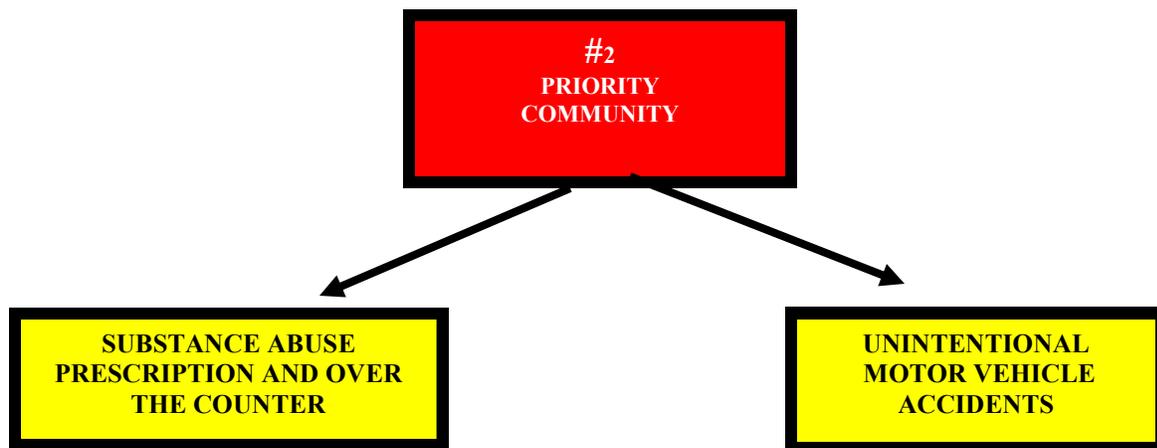
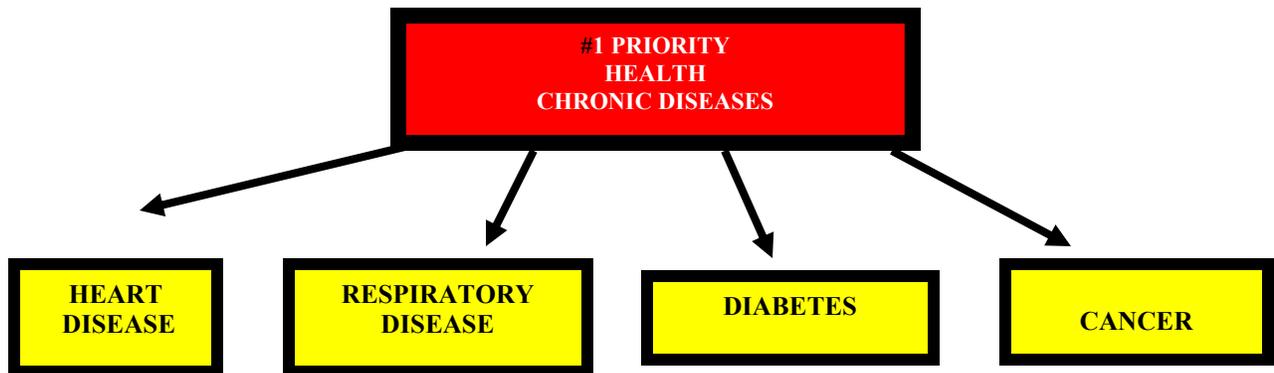
HEALTHY BLADEN COLLABORATIVE MEETS THE LAST TUESDAY OF EACH MONTH WITH THE EXCEPTION OF JULY AND DECEMBER, AT THE BLADEN COUNTY HEALTH DEPARTMENT AT 9:00AM.

ASTHMA COALITION MEETS THE LAST TUESDAY OF EACH MONTH WITH THE EXCEPTION OF JULY AND DECEMBER AT THE BLADEN COUNTY HEALTH DEPARTMENT AT 10:00AM.

THE BLADEN COUNTY HEALTH AND HUMAN SERVICES COMMITTEE MEETS EVERY SECOND MONDAY AT 5:30PM AT THE BLADEN COUNTY HEALTH DEPARTMENT IN THE LARGE CONFERENCE ROOM.

**2013 BLADEN COUNTY COMMUNITY HEALTH ASSESSMENT TOP HEALTH AND COMMUNITY PRIORITIES IDENTIFIED**

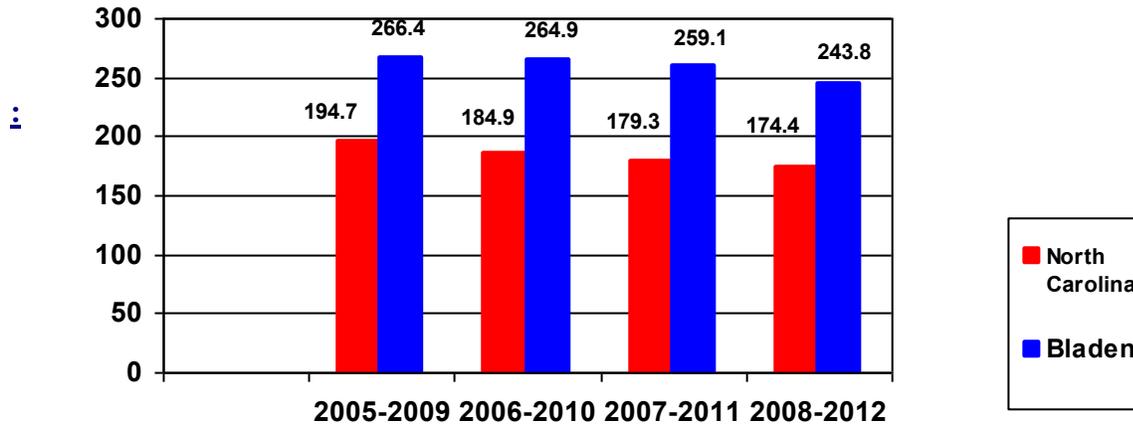
In 2012, a Community Health Assessment (CHA) team was established. The team included individuals from Healthy Bladen Collaborative, county agencies, local hospital, and community. The team participated in the community health assessment process by providing input, developing a survey, and distributing it to various groups and communities in Bladen County. After all the surveys were collected, tabulated and analyzed, the team reviewed the survey results and health statistics and identified priority health issues of concern for the county's residents. Priorities were selected based upon magnitude, seriousness of consequences and feasibility of correcting the program. The CHA team agreed to work on the priority issues: Chronic Disease; Heart Disease, Respiratory disease, Diabetes, and Cancer. Community priorities: Substance Abuse/Prescription and Over the Counter Use and Misuse, and Unintentional Motor Vehicle Accidents. Below is a diagram of Bladen County's selected priorities Health and Community.



## MORTALITY DATA

### Heart Disease (DECREASED)

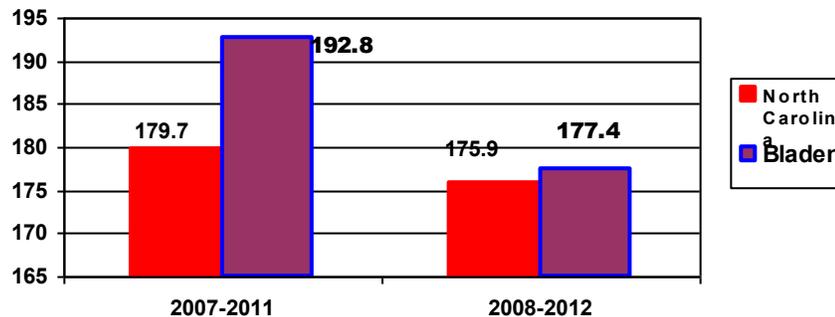
#1 Cause of Death in Bladen (2012) - 93 deaths



Heart disease is the #1 cause of death in Bladen County. The number of deaths from heart disease continues to be consistently higher than NC. Bladen's rate has decreased since the 2013 Community Health Assessment from 179.3 in 2007-11 to 174.4 in 2008-12.

### Cancer (DECREASED)

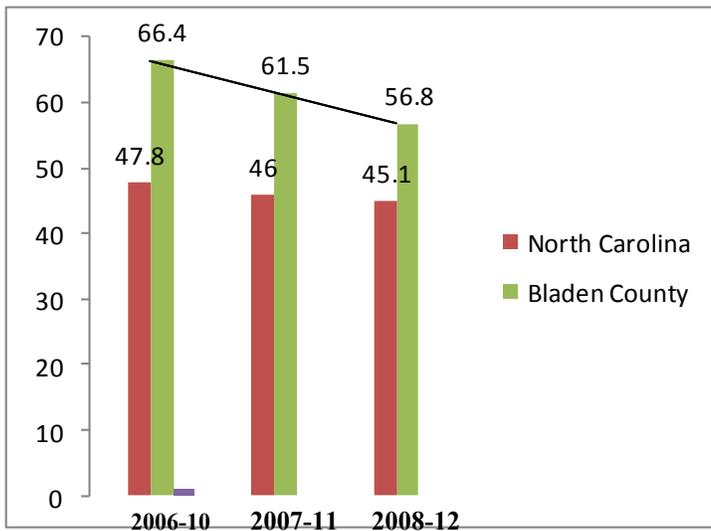
#2 Cause of Death in Bladen (2012) - 76 deaths



Trachea, Bronchus, and Lung are the highest rates for cancer in Bladen. Lung cancer is the leading cause of cancer deaths in the United States in both men and women. Like most cancers, lung cancer occurs after repeated insults to the genetic material of the cells. By far the most common source of these insults is tobacco smoke, which is responsible for about 85% of all lung cancer deaths occurring in the United States. Bladen's rates have decreased since 2013 CHA from 192.8 in 2007-11 to 177.4 in 2008-12.

CANCER	BLADEN COUNTY		NORTH CAROLINA	
	2007-2011	2008-2012	2007-2011	2008-2012
CANCER ALL CAUSES	192.8	177.4	179.7	175.9
COLON, RECTUM & ANUS	19.8	19.3	15.5	14.9
TRACHEA, BRONCHUS, & LUNG	58.5	55.8	54.5	52.8
BREAST	24.5	21.9	23.0	22.2
PROSTATE	21.2	18.6	24.3	23.4

**# 3 Cause of Death in Bladen: (DECREASED)  
Age-Adjusted per 100,000 residents Cerebrovascular Disease**

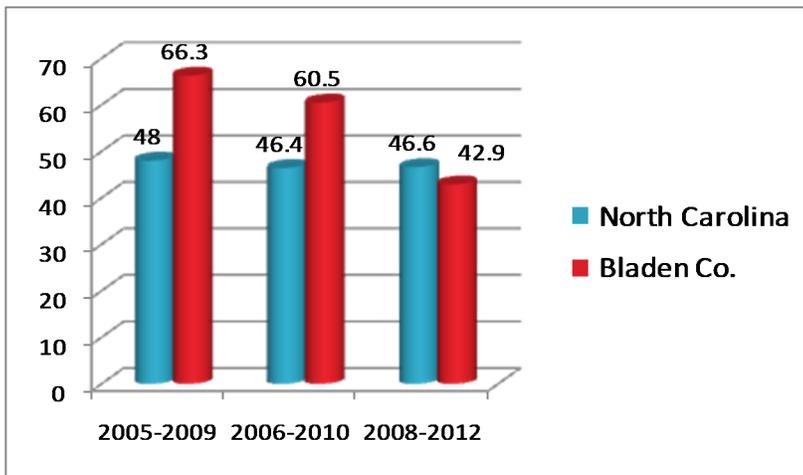


The #3 cause of death in Bladen is Cerebrovascular disease. Bladen’s rates remain higher than the states rates but there has been a decrease since the 2013 CHA from 61.5 to 56.8. Hypertension, diabetes, high cholesterol levels and smoking are risk factors that lead to Cerebrovascular disease.

If blood pressure, diabetes and cholesterol levels are not maintained within normal limits, this can result in a stroke.

**Respiratory Disease (DECREASED)**

**#4 Cause of Death in Bladen (2012) - 16 deaths**



Bladen’s rates have decreased since the 2013 CHA from 60.5 to 42.9, the lowest since 2005 and lower than the current NC rate.

Diseases of the Respiratory system include Chronic Obstruction Pulmonary Disease (COPD), emphysema, and chronic bronchitis. The number one cause of respiratory disease is smoking.

**INITIATIVES ADDRESSING PRIORITY ISSUES**

Bladen County Board of Commissioners passed a policy to prohibit tobacco use in all county buildings and vehicles, implemented on May 2, 2011.

In 2014 , Bladen County Board of Commissioners approved a revision of the Smoking/Tobacco Use Ordinance on October 20, 2014 to include prohibit smoking and the use of other tobacco and vapor products in county buildings and vehicles and on all county grounds.

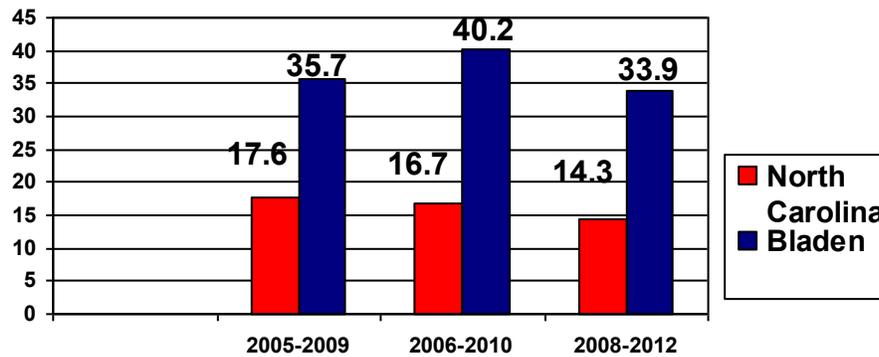
In 2013, Community Transformation Grant Region VIII (CTG) - Advocated for Smoke Free Schools campuses, Government buildings, Restaurants, parks, and apartment complexes. As of April 2013, two apartment complexes are 100% smoke free.

# 5 Cause of Death In Bladen (DECREASED)

(NEW EMERGING ISSUE IDENTIFIED IN THE 2013 COMMUNITY HEALTH ASSESSMENT)

Age-Adjusted Unintentional Motor Vehicle

Injury Death Rates



Unintentional motor vehicle injury death rates were Identified in the 2013 Community Health Assessment as an emerging issue for the county. BCHD meets quarterly with the NC Highway Incident Management Team. Changes made and are being made to BCHD roads and highways to increase safety for travelers. Since implementation of changes, fatality rates are decreasing. Rates have decreased since the 2013 Community Health Assessment from 40.2 2006-10 data to 33.9 2008-12 data.

**BLADEN COUNTY INITIATIVES ADDRESSING ISSUES**

**2014 - The Labor Day “Booze It & Lose It”** campaign began Aug. 15 and ended on Sept. 1, 2014. NC Highway Patrol, Law enforcement officers stepped up patrols statewide day and night, and cited those who make the decision to drive drunk.

**2014 Results:** 2 checkpoints: 30 DWI arrests, 82 safety belt and child passenger safety violations, 5 criminal violations.

**2013 North Carolina's "Click It or Ticket"** program is so successful that it serves as a model for the National Highway Traffic Safety Administration (NHTSA). States throughout the country conduct "Click It or Ticket" campaigns, increasing awareness of seat belt safety daily citations, 219 speeding violations, and 65 driving with license revoked.

**2014 Results:** May 19 - June 1, 2014 there were 9 checkpoints which resulted in the following violations: over 21 years of age (12) DWIs were issued; (232) seatbelt violations; (17) child passenger safety violations; (89) speeding violations.

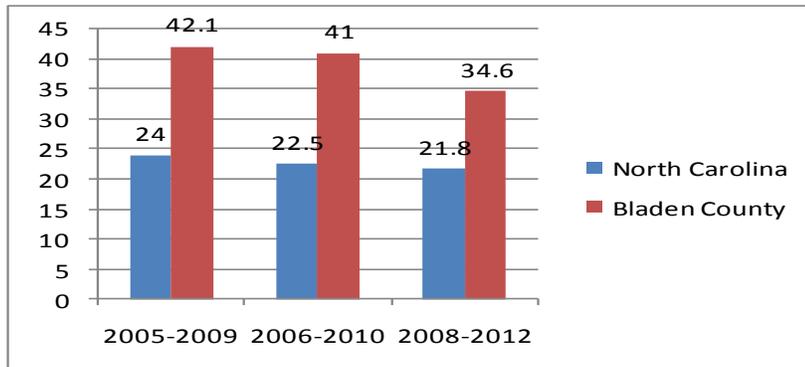
**Policy:** Variety of policies and strategies to reduce the access to alcohol and educate merchants on ID requirements and restriction of sales. 2008-12 Bladen had 4.4% of crashes involved alcohol compared to 5.3% the State.

**January 2013: Bladen County Health Department’s “Safe Kids” coalition** became certified on January 2013. The “Safe Kid’s” Coalition meets monthly and based on data obtained from statistics of Bladen County their programming priority is on awareness and education of Safety for children 0-19 years of age. [www.hsrb.unc.edu](http://www.hsrb.unc.edu). Events are held twice during the year for car seat checks. The program also receives grants to purchase car seats, and educational material to create motor vehicle safety awareness.

**Bladen County Highway Incident Management Inter-Agency Team:** Safety changes to 87 Bypass, highways and roads in Bladen have decreased accidents. Quarterly meetings held by Team informing NC Highway patrol, Sheriff Dept., Local Police and Community/Town citizens to identify opportunities to increase highway safety.

**Age-Adjusted Diabetes Death Rates (DECREASED)**

**#6 Cause of Death in Bladen (2012) - 19**



**(Diabetes is the sixth leading cause of death in Bladen. 2008-2012 Data from the NC State Health Statistics reports)** Based on the results of the 2009 Community Health Assessment (CHA), identified Diabetes a potential epidemic in Bladen. Bladen County Health Department began the Diabetes Education and Support Group. This is a program that meets monthly, and speakers, diabetes educators, and Physician Assistants come to help those with diabetes and their family understand how to prevent and control the disease. Since the 2013 Community Health Assessment, Bladen’s diabetes rates have decreased from 2006-10 rate 42.1 to 2008-2012 rate of 34.6.

**Diabetes Education and Support Group** continues to meet monthly at the Bladen County Health Department. Series of educational programs and speakers from our Healthcare Communities provide education for the community attending the programs. 2013-2014 76 individuals have attended programs.

**Identified Emerging Issue in the 2013 Community Health Assessment**

**ASTHMA**

New emerging family health issue as evident by the results of the respondents surveyed 20.4% reported **Asthma** as a family health problem.

- 2011: 38 individuals were hospitalized in Bladen with Primary Diagnosis Asthma, (9) were under the age of 14. Bladen’s rate is 108.8 cases all ages per 100,000 population compared to NC rate of 102.3 cases.
- 2012: 30 individuals were hospitalized in Bladen with Primary Diagnosis of Asthma, (3) were Under the age of 14. (No rates available since 2011)
- 2013-Present: (No Rates Available since 2011)

**INITIATIVES ADDRESSING THIS ISSUE**

**Bladen County Board of Commissioners** passed a policy to prohibit tobacco use in all county buildings and vehicles, which was implemented on May 2, 2011.  
**Bladen County Board of Commissioners** approved a revision to the Smoking/Tobacco Use Ordinance October 20, 2014.  
**Asthma Coalition** formed 2014 to create awareness through providing information throughout Bladen County. The Asthma Coalition meets quarterly at the Bladen County Health Department.

**COMMUNITY HEALTH CONCERNS:**

SUBSTANCE ABUSE AND OVER THE COUNTER/PRESCRIPTION USE AND MISUSE

**INITIATIVES ADDRESSING ISSUE:**

The Bladen County Sheriff’s Department presents each year the “**G.R.E.A.T.**” program in Bladen middle schools. **G.R.E.A.T. Gang Resistance Education and Training** program is a gang and delinquency prevention program that is provided to middle and elementary school students by the Bureau of Alcohol, tobacco, Firearms and Explosives (ATF) and other law enforcement agency partners. G.R.E.A.T. seeks to help students avoid gang membership, violence, delinquent behavior and how to resist gang pressure and develop positive attitudes concerning law enforcement. The middle school G.R.E.A.T program is a 13 week curriculum that is designed for sixth and seventh grades. All Bladen County seventh graders will attend the week long class. Approximately 475 students in Bladen will attend. Students can enter an essay contest on what they have learned and the winner receives a jacket with the G.R.E.A.T. logo on it.

“**DARE**” is a week long class for all Bladen County 5th grade students provided each year by the Bladen County Sheriff’s Department. Approximately 475 students attend the program and receive t-shirts. This is a culturally grounded prevention curriculum that as been proven effective in reducing student drug use and establishing anti-drug attitudes and belief. The program teaches and enhances life skills such as decision-making , refusal skills, communication and drug resistance strategies. A distinctive feature of this curriculum is that lessons are accompanied by a set of video leaning centers, each specifically developed for use with students in urban, suburban, rural or frontier environments. The curriculum is cited on the SAMHSA National registry of Evidence based programs and practices.

**Operation Medicine Drop**– The Bladen County Sheriff Department in collaboration with Safe Kids Coalition held two Operation Medicine Drop events in 2013, and 2014 in Bladen. Officials with the Bladen County Sheriff’s Office and Bladen County Health Department asked North Carolina to clean out its medicine cabinets, and people in Bladen County answered the call. The two agencies teamed up to hold an event in the month April 2014 collected over 25, 000 doses and another held on Sept. 20, 2014 and collected 12,316 dosages of medication. Operation Medicine Drop is an effort coordinated by North Carolina Department of Insurance, Safe Kids North Carolina, the State Bureau of Investigation, the U.S. Drug Enforcement agency and local groups to prevent accidental poisonings and substance abuse and protect our waters.

BLADEN COUNTY 2013-2014 PROGRESS AND COMMUNITY HEALTH INITIATIVES THAT ADDRESS MULTIPLE HEALTH PRIORITIES

Bladen County has two **State Parks: Jones Lake State Park and Singletary Lake State Park** with measured hiking trails.

**5K Walk/Run** initiated in Bladenboro during the “Beast Fest” festival Fall 2012 - 80 participants.

**Bladen County Parks and Recreation Department** county wide programming available for all ages including: baseball, basketball, volleyball, football, soccer, walking trail at parks.

**Resource Directory** continuously updated to match resources in the community. Made available to partners, local libraries, Bladeninfo.org, and in the health department

**Bladen County Employee lunch and learn** programs are held monthly. Provided for attendees are a healthy lunch, educational program on health, physical activity, and/or county training.

**Making A Real Change for Health (MARCH)** physical activity initiative for the county employees through the Safety/Wellness Committee of Bladen began October 1, 2014.

**Breast Cancer Awareness Walk and Program** at Lisbon Community Building held on October 4, 2014.

October 2014 wear **Pink Wednesdays** awareness for Breast Cancer month.

**2013 Bladen County Animal Shelter** impounded 1,036 dogs and 970 cats. 188 dogs were adopted and 46 cats. 70 dogs and 7 cats were returned to owners.

**4K4 Food Walk/Run** held on November 22, 2014, fundraiser for Bladen Crisis Center.

**Flu clinic** in East Arcadia for Senior Center 15 individuals were vaccinated.

**2013 “Say Boo to the Flu”** Drive thru flu clinic held October 31, 103 individuals were vaccinated.

**2014 “Shoo the Flu”** Drive thru flu clinic held October 24, 82 individuals were vaccinated.

**Flu clinic** offered to Department of Motor Vehicles in Bladen, 54 individuals vaccinated.

**2013 Walking Trails** at six area churches and two schools measured. Provided signage and pamphlets for trails with mileage logs through the CHAP program.

**2013 Sponsored** community walks at Leinwand Park, 86 participants.

**2013 4K 4 Food Walk/Run** fund raiser for local Crisis Center, 73 individuals participated in the event over \$5,000.00 raised.

**2014 Eat Smart Move More, Weigh Less**, Implemented and will continue to be offered twice a year in rotating locations throughout the county. Bladen Community College offered 2013 Fall Semester and 2014 Spring Semester and 2014 Summer Semester, 62 participants completed program.

**NEW and EXISTING PROGRAMMING AND  
NEW FUNDING FOR 2013-2014**

**2013 Bladen County Parks and Recreation**-Bladen County awarded 2013 the Parks and Recreation Trust Fund (PARTF) Grant \$196,975.00 for renovations and to expand Bladen's County Park.

**2013 Additional \$10,000 received** from CTG grant to assist in education in the community re: tobacco cessation, exercise, nutrition.

**2014 Young Families Connect**-Bladen County awarded November 15, 2014 Young Families Connect Grant (3.5 year project) \$729,679.56. North Carolina's Young Families Connect: Engaging Communities program will provide services that promote self-sufficiency, health and wellness, and parenting skills for expectant and parenting women and men ages 13-24 years.

**Communities Healthy Activities Project (CHAP)**-Bladen County Health Department received a grant from the Kate B. Reynolds Foundation, to address physical activity in the communities of Bladenboro and East Arcadia. The project name is *Communities Healthy Activities Project (CHAP)*. In year one, CHAP focused on the town of Bladenboro 2012. In year two (2013), CHAP focused on East Arcadia, a region of Bladen County whose population of 487 and is 90% African American and 2% American Indian. Goals of the CHAP program are to create walking trails, planned walks or runs, initiate outdoor events, and encourage emphasis in the community on healthy activities and bring in other grant funding opportunities.

**2014 Safe Kids Coalition** received \$700.00 for educational products for safety programs in the county. Child Safety Seats have been donated by Nationwide Insurance and the Department of Insurance, Bladen Safe Kids Coalition received (18) child safety seats in 2014.

**Faithful Families, Eat Smart Move More** was **piloted on** October 2014 at Dublin First Baptist Church. Program includes education on healthy lifestyle changes and members of church are trained at Lay Health Advisors to continue with the program. Program includes healthy recipes, nutrition education and physical activity. Bladen received \$500.00 from the IMAPP project to support this evidence based project and other projects.

**2014 Partnership to Improve Community Health "PICH"** grant awarded September 2014 for Region 8, \$352,000 for the first year to the region. Lead county will be Robeson County. (PICH grant will continue addressing initiatives identified in the Community Transformation Project that ended September 2013). Grant initiatives are to address disparities in rural areas.

**2014 Bladenboro Farmers Market**

The Farmer's Market project was made possible through a grant from the N.C. Tobacco Trust Fund. The members of Boost the 'Boro, who have been volunteers on the project, were presented a check in the amount of \$48,500 in February. Grand Opening was held on August 22, 2014.

**2014 Girls on the Run/STRIDE** Schools participating in Girls On The Run (4th-5th grade) and Girls On Track (6th -8th grade): Booker T Washington, Clarkton School of Discovery and Elizabethtown Middle School. Booker T Washington also has STRIDE for boys grades 4th-5th. There were 52 participants the 2014 fall programs. STRIDE" is a program for boys that lasts 10 weeks; the curriculum covers topics that are designed to help develop excellent character.