



Bladen County State of the County Health Report 2016



Bladen County's 2015 estimated population of 34,318
Population percent change since 4/2010
-7/2015: -2.5%

The population ratio is predominately White and African American. The 2015 population ratios are:

White	60.8%
African American	34.3%
American Indian	3.0%
Hispanic	7.9%
Female	52.0%
Male	48.0%

Language other than English spoken at home, pct age 5+
(2011-2015) 6.6%

High school graduates, percent of persons age 25+
(2011-2015) 79.2%

Bachelor's degree or higher
2011-2015 13.8%

Median household income,
(2011-2015) \$30,096

Per capita money income
(2011-2015) \$18,903

Persons in poverty, percent
(2014) 27.9%

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

May 2016: 6.2%

North Carolina Unemployment rate:

July 2016: 4.9%

Bladen County's FY 2016-17 adopted tax rate is \$.82 / \$100 value

(2015 US Census Quick Facts)
(ACCESSNC.commerce.state.nc.us)
(US Bureau Labor of Statistics)



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 2015.

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 2015 Community Health Assessment Priorities were:

***Chronic Disease * Substance Abuse (Tobacco/Vapor Products, Alcohol, Prescription Drug Abuse), * Obesity (Nutrition Education, Physical Activity), *Teenage Pregnancy (New & Emerging Issue)**

BLADEN COUNTY HEALTH DEPARTMENT
PO Box 189, 300 Mercer Mill Road, Elizabethtown, NC 28337
Phone: 910-862-6900

Complete 2015 Community Assessment and this report are available at the Bladen County Health Department and on the web at : ww.bladeninfo.org



HEALTHY BLADEN COLLABORATIVE

The 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 2015 Community Health Assessment process are used in determining programming, creating action plans and a collaborative approach to addressing the identified health issues. Marianne Valentiner, 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 Health Education: 910-862-6900 extension 5 for more information. Current members are listed below.

Collaborative Members:

- Health and Human Services Agency (Health, DSS, Division on Aging)
- 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 Mental Health
- North Carolina State Parks
- Bladen Online
- Bladen Journal
- Innovative Approaches
- ODHDSP (Obesity Diabetes Heart Disease Stroke Prevention/Region 8 Tobacco Branch)
- Families First, Inc.
- March of Dimes
- Young Families Connect
- Community Members
- WBLA—Local Radio



The community is welcome to attend our monthly meetings.

Dates and times are posted on our webpage and on Online newspapers.

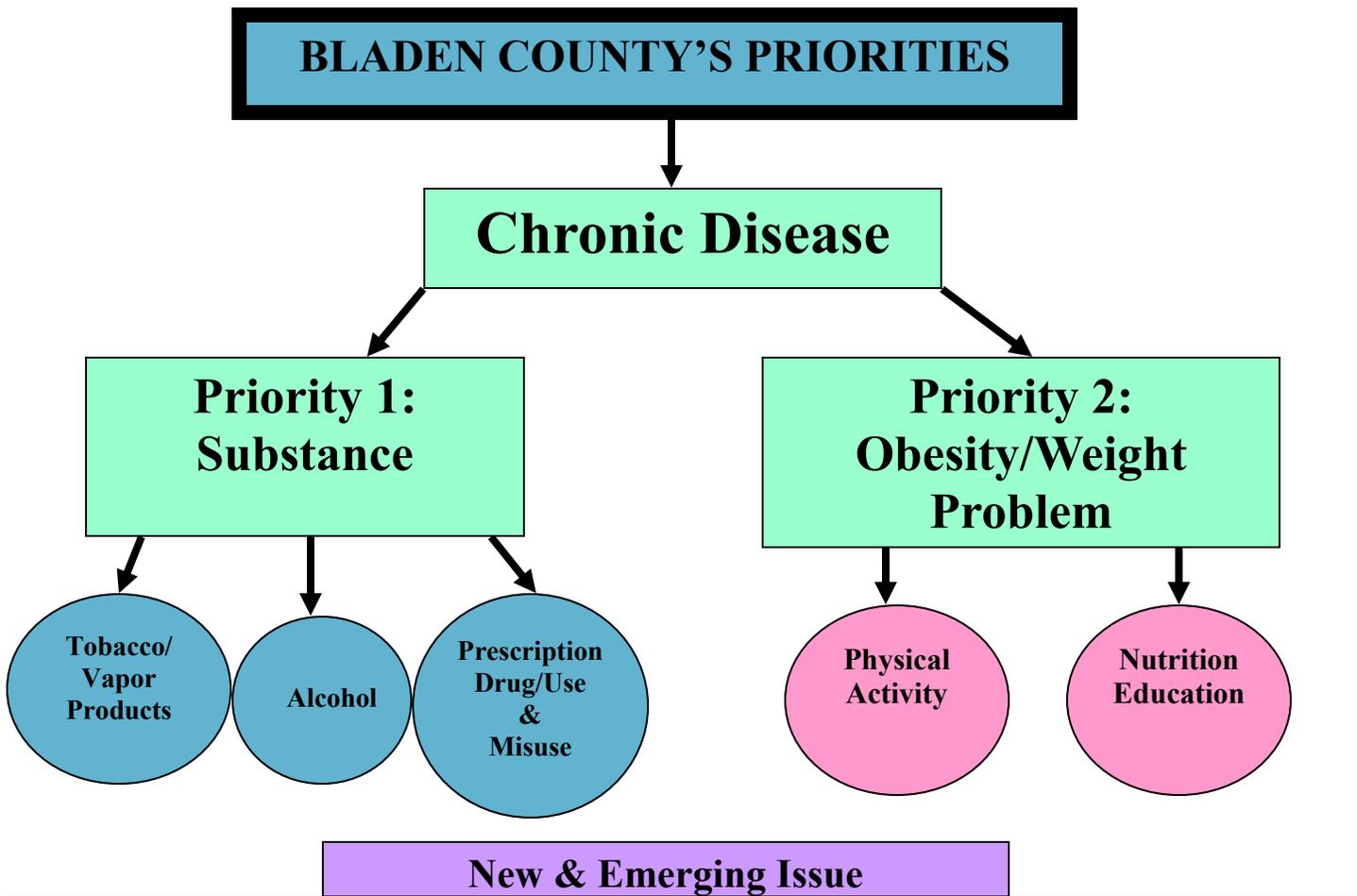
HEALTHY BLADEN COLLABORATIVE MEETS THE LAST TUESDAY OF EACH MONTH WITH THE EXCEPTION OF JUNE, JULY AND DECEMBER AT THE BLADEN COUNTY HEALTH DEPARTMENT AT 9:00AM.

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.

2015 BLADEN COUNTY COMMUNITY HEALTH ASSESSMENT TOP HEALTH AND COMMUNITY PRIORITIES IDENTIFIED

In 2015, 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, including a random sample of 200 surveys with the jury pool. The surveys were also shared electronically and anonymous responses were gathered. 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: Priority #1 being Substance Abuse with a focus on tobacco/vapor products, alcohol, and prescription drug use/misuse. Priority #2 was identified as being Obesity/Weight Problem with a focus on physical activity and nutrition education. The new and emerging issue for Bladen was Teenage Pregnancy.

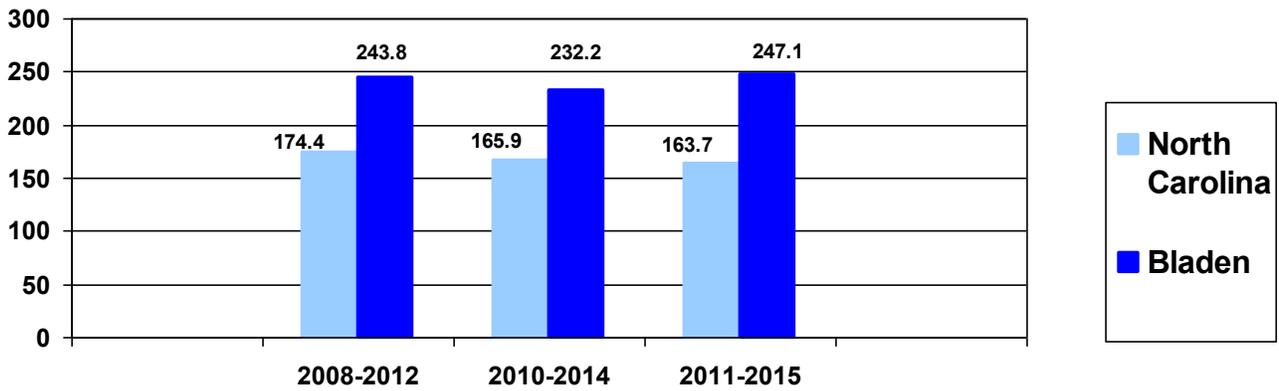
Below is a diagram of Bladen County’s selected priorities of Health and Community.



Teenage Pregnancy
 Teenage Pregnancy was ranked in the top five issues of those surveyed when questioned, “In your opinion, what is the biggest health and/or other issue in your community”? Based on Teenage pregnancy data for 2014 per 1,000 for NC was 32.3 vs. Bladen County Rate at 52.1. An increased concern surfaced after reviewing the 2014 rates for Teenage Pregnancy where NC’s rate was 35.2 vs. a rate of 46.7 for Bladen County. Although this issue is still a priority, our numbers have dropped significantly since completing the 2015 CHA and the new 2015 data released that states the NC rate as being 30.2 and the Bladen rate as 36.9. The trend data reflects numbers from 2011-2015 as being NC 28.8 and Bladen 37.4, a decrease from 2006-2010 where NC was 45.0 and Bladen was 55.5.

MORTALITY DATA

Heart Disease #1 Cause of Death in Bladen

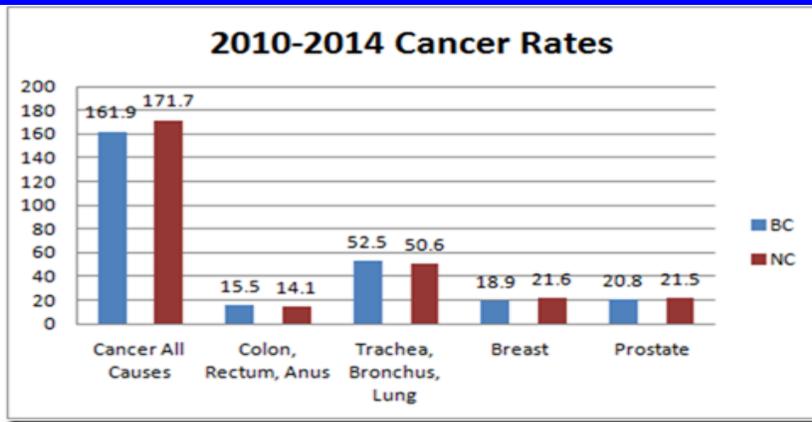


Heart disease remains the #1 cause of death in Bladen County. The number of deaths from heart disease continues to be consistently higher than NC rates. Bladen’s rate has increased since the 2015 Community Health Assessment.

(NC Center for State Health Statistics 2-2016)

Cancer #2 Cause of Death in Bladen

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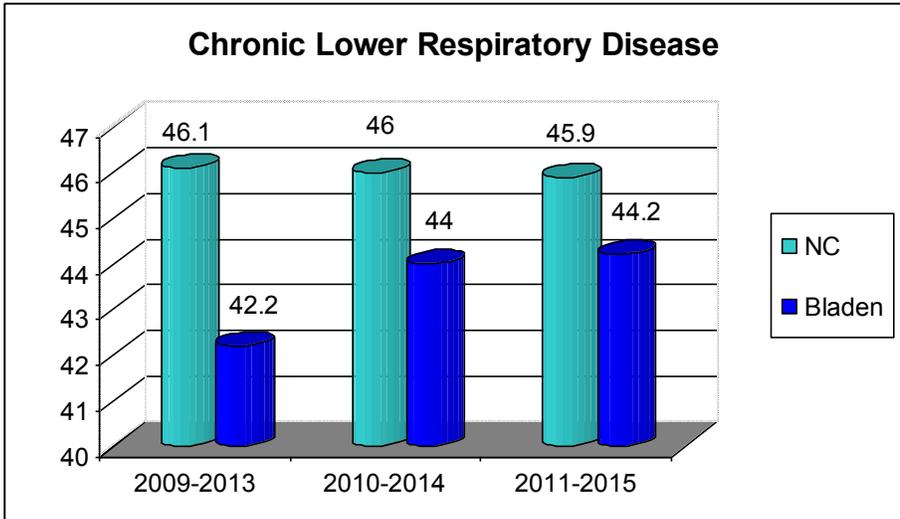


Trachea, Bronchus, and Lung remain the highest rates for cancer in Bladen. Lung cancer is the leading cause of cancer deaths in the United States in both men and women. Like most cancers, lung cancer occurs after repeated insults to the genetic material of the cells. By far the most common source of these insults is tobacco smoke, which is responsible for about 85% of all lung cancer deaths occurring in the United States.

(NC State Center for Health Statistics 2016-www.schs.state.nc.us/data)

BLADEN COUNTY	2007-2011	2008-2012	2010-2014
CANCER ALL CAUSES	179.7	175.9	161.9
Colon, Rectum, Anus Cancer	15.5	14.9	15.5
Trachea, Bronchus, Lung Cancer	54.5	52.8	52.5
Breast	23.0	22.2	18.9
Prostate	24.3	23.4	21.5

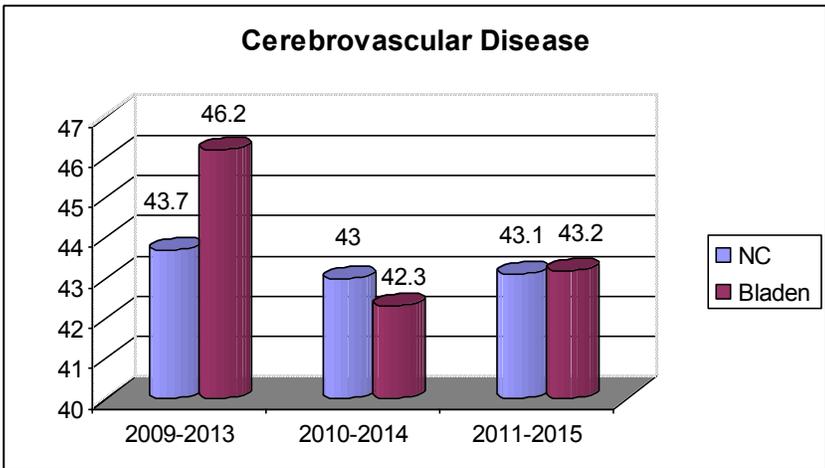
3 Cause of Death in Bladen: Age-Adjusted per 100,000 residents Chronic Lower Respiratory



The #3 cause of death in Bladen is Diseases of the Respiratory system which include Chronic Obstruction Pulmonary Disease (COPD), emphysema, and chronic bronchitis. The number one cause of respiratory disease is smoking.

This rate is on an increase as well, while that of the state rate is slightly decreasing.

#4 Cause of Death in Bladen: Cerebrovascular Disease



Bladen's rates have increased since the 2015 CHA from 42.3 to 43.2.

Bladen's rates are slightly higher than the state rate but has been on a decrease since the 2013 CHA.

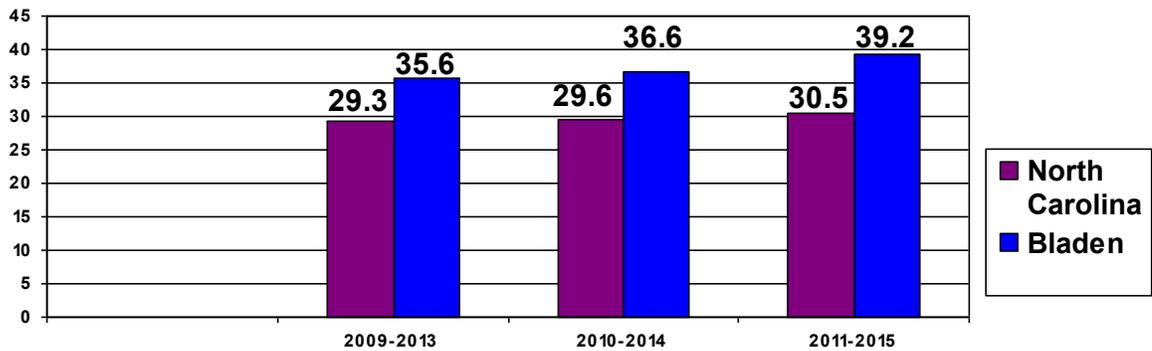
Hypertension, diabetes, high cholesterol levels and smoking are risk factors that lead to Cerebrovascular disease.

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

INITIATIVES ADDRESSING PRIORITY ISSUES

- ◆ In 2014 , Bladen County Board of Commissioners approved a revision of the Smoking/Tobacco Use Ordinance on October 20, 2014 to include prohibiting smoking and the use of other tobacco and vapor products in county buildings, vehicles, and on all county grounds.
- ◆ NC Tobacco Branch Region 8 coordinator is constantly working with school boards, colleges, HUD Housing and apartment complexes to enforce policy change in regards to tobacco/vapor product uses.
- ◆ Bladen Community College received a Truth Initiative Grant to enforce policy change for a tobacco free campus and smoking cessation. Bladen did pass a policy to go completely tobacco free.
- ◆ In 2014 Obesity, Diabetes, Heart Disease, Stroke Prevention (ODHDSP) received a three year grant from the Department of Health and Human Services for Region 8. The lead county is Robeson County and the grant funding is to address prevention methods such as: physical activity sites, healthy corner store initiatives, worksite wellness, etc.
- ◆ Faithful Families evidenced based initiative provides a focus on healthy eating and physical activity.

**# 5 Cause of Death In Bladen (IDENTIFIED IN THE 2015 COMMUNITY HEALTH ASSESSMENT)
Age-Adjusted Other Unintentional Injury Death Rates**



Bladen County's rate of Other Unintentional Injury Death rates seem to be increasing slowly along with that of the NC state rate . Other Unintentional Injury Deaths placed in at number 5 as a result of our data collected in our 2015 Community Health Assessment data. Unintentional Injury Deaths are categorized in areas that include falls, drowning, accidental gunfire, motor vehicle, and poisoning deaths.

BLADEN COUNTY INITIATIVES ADDRESSING ISSUES

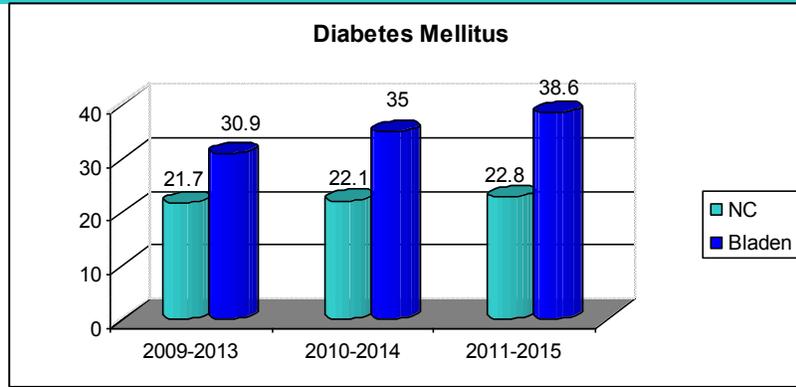
North Carolina's "Click It or Ticket" program is so successful that it serves as a model for the National Highway Traffic Safety Administration (NHTSA). States throughout the country conduct "Click It or Ticket" campaigns.

Bladen County Health Department's "Safe Kids" coalition became certified on January 2013. The "Safe Kid's" Coalition meets monthly. 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.

- ◆ The program receives grants to purchase car seats, and educational material to create motor vehicle safety awareness. Bladen County Health Department has secured one certified passenger safety technician (CPS), who is certified to check and install car seats and is also bilingual so that she may communicate with our Hispanic population. Our CPS Technician is available to clients and community members by appointment and will accept walk-ins.
- ◆ Safe Kids Bladen County also is securing a permanent drop-box that will be housed at the new Sheriff's office. This drop-box will help to eliminate the access of medications so that accidental or intentional overdose will not occur as frequently.

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

6 Cause of Death—Age-Adjusted Diabetes Death Rates



(Diabetes remains the sixth leading cause of death in Bladen. 2011-2015- Data from the NC State Health Statistics reports) Based on the results of the 2009 Community Health Assessment (CHA) it was identified that Diabetes was a potential epidemic in Bladen. Bladen County Health Department began the Diabetes Education and Support Group. This is a program that meets monthly. Speakers come to help those with diabetes and their family understand how to prevent and control the disease.

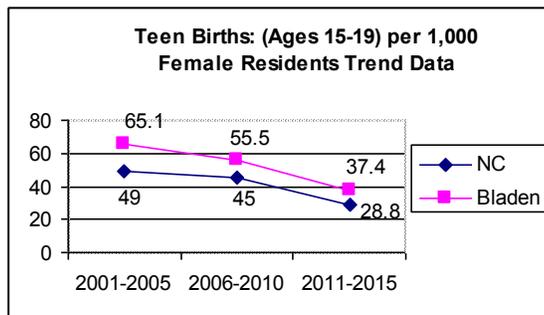
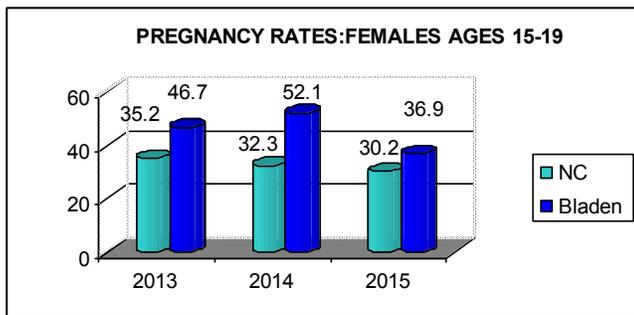
(NC Center for State Health Statistics 2016)

Diabetes Education and Support Group continues to meet monthly at the Bladen County Health Department. A series of educational programs and speakers from our Healthcare Communities provide education for the community attending the programs. In 2016, 14 individuals have attended programs.

Identified Emerging Issue in the 2015 Community Health Assessment

Teen Pregnancy

Teen Pregnancy was our new emerging family health issue as evidenced by the results of the respondents surveyed in the 2015 Community Health Assessment.



Although there is a spike in the rates for the 2014 yearly data, our rates have been trending downward over the past 15 plus years.

INITIATIVES ADDRESSING THIS ISSUE

- ◆ **Bladen County Schools-Making A Difference:** this curriculum is intended to target 8th grade students within the Middle Schools with Abstinence Education principles. This program can be taught in after school programs as well as community settings and is provided in English language.
- ◆ **Bladen County Schools-Making Proud Choices!** An Evidence-Based, Safer-Sex Approach to Teen Pregnancy and HIV/STD Prevention is an 8-module curriculum that provides adolescents with the knowledge, confidence and skills necessary to reduce their risk of sexually transmitted diseases (STDs), HIV and pregnancy by abstaining from sex or using condoms if they choose to have sex. Taught to both females and males.
- ◆ **Bladen County Health Department Family Planning Clinic** provides education and birth control options for clients who are childbearing age.
- ◆ **Young Families Connect** works with men and women, pregnant or parenting in reducing unplanned repeat pregnancies through education, case management and networking.
- ◆ **The Health Department's OB Case Management (OBCM) and WIC** programs provides case management to high-risk clients and discuss unplanned repeat pregnancies and birth control methods for after delivery.

BLADEN COUNTY 2014-2016 PROGRESS AND COMMUNITY HEALTH

- ◆ Bladen County Parks and Recreation Departments county wide programming is available for all ages including: blastball, softball, baseball, basketball, volleyball, football, soccer, and walking trail at parks.
- ◆ Resource Directory is 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 continues for the county employees through the Safety/Wellness Committee of Bladen that began October 1, 2014.
- ◆ February 2016 wear red on Friday in observance of Heart Health Awareness month.
- ◆ April 28, 2016 from 3-6 at the Bladen County Health Department Open House Event: car seat checks with Safe Kids, K-9 unit, Bladen County Sheriff’s office presented about substance abuse, and other agencies had Information Booths.
- ◆ November 19, 2016 Crazy Color Run/Walk was held at the Industrial Park, funds were raised to support United Way of Bladen County.
- ◆ 2016 Flu clinics were held at the East Arcadia Senior Center in November 10, 2016. Approximately 6 individuals were vaccinated.
- ◆ Flu clinic was offered to the Department of Motor Vehicles Bladen County Call Center on November 8, 2016 in Bladen, 46 individuals vaccinated.
- ◆ 2016 M.A.R.C.H. (Making A Real Change for Health) a weight loss and physical activity initiative that has gone in the place of our ESMMWL curriculum, was offered 3 times at Bladen Community College 8 participants completed program with successful weight loss.
- ◆ The Health Education Department at the health department has been conducting nutrition programs within each school focusing on healthy eating for children.
- ◆ Bladen County NC Cooperative Extension conducts SNAP Education programs within each senior center in the county as well as all of the all of the 3rd grade classrooms in conjunction with Bladen County 4H as a grant through NC State University and NC A&T.
- ◆ Cape Fear Valley/Bladen County Hospital received a certification for pneumonia treatment, they are the only hospital in the country with this certification.
- ◆ Bladen County Schools remain a recipient of a fruit and vegetable grant that provides fresh fruits and vegetables to elementary school children.
- ◆ The NC Tobacco Branch is collaborating with Bladen County to push smoke free initiatives across the county. All HUD housing will be going tobacco free with 25 perimeter 5/18, Currently there are 408 tobacco free apartments in Bladen County for 17 apartment complexes.
- ◆ Bladen Community College as a part of the TRUTH Initiative grant, the tobacco free task force passed a campus wide tobacco free policy effective 6/1/17.

**NEW and EXISTING PROGRAMMING AND
NEW FUNDING FOR 2016**

2016 Healthy Communities Grant of \$25,000 was received from the N.C. Department of Health and Human Services, Chronic Disease and Injury Section - Division of Public Health to support health education programming at Bladen County Health Department.

2016 Young Families Connect grant renewed-Bladen County was awarded on March 24, 2016 with the Young Families Connect Grant (3 year project) \$656,000. 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.

Faithful Families, Eat Smart Move More Program includes education on healthy lifestyle changes. Members of the churches were trained as Lay Health Advisors to continue with the program. Program includes healthy recipes, nutrition education, and physical activity. Through partnership with the ODHDSF grant, churches can receive funding to reimburse the host church for providing the program.

Medication Assistance Program (2016-2017): The Medication Assistance program received funds in the amount of \$22,205 to assist those in need of medication and experience a financial hardship.

INITIATIVES ADDRESSING ISSUE:

COMMUNITY HEALTH CONCERNS:

Substance Abuse / Prescription Misuse & Obesity/Weight Issues

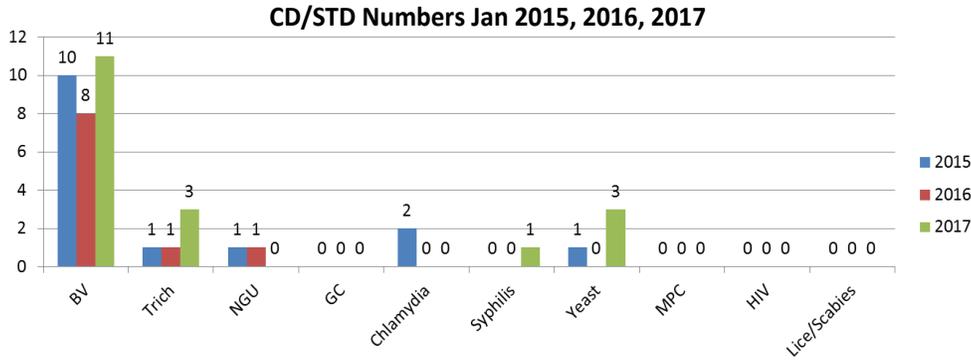
The Bladen County Sheriff's Department presents each year the "G.R.E.A.T." program in Bladen Middle schools. **G.R.E.A.T. Gang Resistance Education and Training** program is a gang and delinquency prevention program that is provided to middle and elementary school students by the Bureau of Alcohol, Tobacco, 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 developing 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 450 students in Bladen attended. 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.

Medicine Drop— The Health Department has partnered with the BC Sheriff's Office and has received a medication drop-box provided by the NC State Bureau of Investigation. The box will be housed at the new Sheriff's Office located on Smith Circle Drive in Elizabethtown. Construction of the new site should be completed late April 2017 and the box will be permanently placed after completion. The public will be able to take unwanted or unneeded prescription medications to the drop box for disposal.

Healthy Corner Store Initiative-

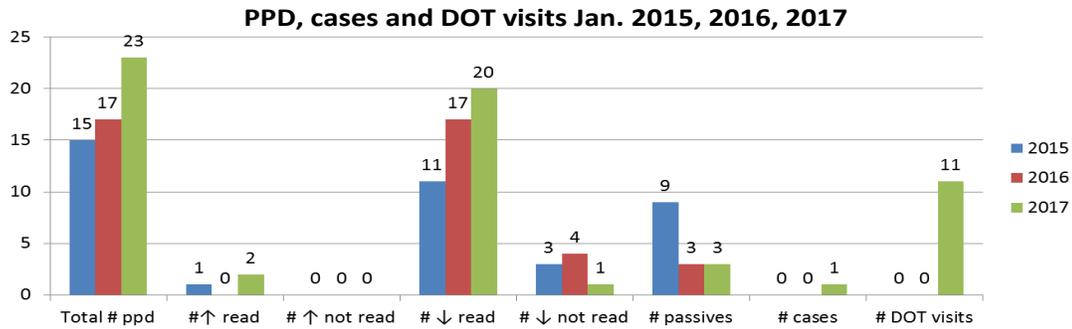
In collaboration with the ODHDSF grant, two stores in Bladen County have applied for funding through the NC Department of Agriculture & Consumer Services. Tina's Country Cupboard in Kelly, and Hwy 242 Grill in Ammon are both located in "food deserts" and have shown interest in the Health Food Small Retailer Program. Both stores were visited and evaluated February 7th, 2017 by outreach coordinator Angela Johnston & project facilitators Berkleigh Pridgen (Health Department, Health Educator), & Travis Greer (ODHDSF). Stores must accept or agree to accept both SNAP & WIC benefits. If awarded, the HFSRP funds will purchase refrigeration units, freezers, and stocking equipment needed to provide healthier food items. In addition, stores will be provided with guidelines on how to increase sales through different marketing strategies and focal point stocking techniques. This initiative will contribute to both the short & long-term health of our communities by increasing availability and access to healthier foods, which can contribute to lowering our rates of obesity & chronic disease.

STD/CD Screenings and PPD for Bladen County January 2015, 2016, 2017 (cases & contacts)



Sexually Transmitted Disease (STD) clinic is available Monday-Friday, by appointment and walk-ins when space is available. Program includes screening, treatment, risk assessment, counseling, and education. No charge and confidential HIV testing which includes pre and post test counseling is available. The graph and table below show the numbers that have been screened/and/or treated for the disease.

	2015	2016	2017
BV- bacterial vaginosis	10	8	11
Trichomonas	1	1	3
NGU- non-gonococcal urethritis	1	1	0
GC- Gonorrhea	0	0	0
Chlamydia	2	0	0
Syphilis	0	0	1
Yeast	1	0	3
MPC- Mucopurulent Cervicitis	0	0	0
HIV	0	0	0
Scabies/ Lice	0	0	0



	2015	2016	2017
Total # ppd given	15	17	23
↑risk read- # high risk pts. PPD's were read	1	0	2
↑n/r- # high risk pts. PPD's were not read	0	0	0
↓risk read- # low risk pts. PPD's were read	11	17	20
↓n/r-# low risk pts. PPD's were not read	3	4	1
# passive surveillance forms given	9	3	3
# current active cases	0	0	1
# DOT visits- (Directly observed therapy)	0	0	11

TB clinic screenings, treatment, education and follow-up is available at the Bladen County Health Department. The graph shows the PPD's (skin tests) that have been done over the past 3 years. For more information Contact Bladen County Health Department TB clinic. High Risk patients are people at more risk to come into contact with someone who has TB, such as healthcare workers and those who share needles with those infected. Low risk are those individuals who would not likely come in contact with infected individuals.