



Bladen County State of the County Health Report 2017



Bladen County's 2016 estimated population of 33,741
Population percent change since 4/2010
-7/2015: -2.5%

The population ratio is predominately White and African American. The 2016 population ratios are:

White	60.8%
African American	34.2%
American Indian	3.0%
Hispanic	7.7%
Female	52.3%
Male	47.7%

Language other than English spoken at home, pct age 5+
(2012-2016) 7.1%

High school graduates, percent of persons age 25+
(2012-2016) 78.4%

Bachelor's degree or higher
(2012-2016) 14.8%

Median household income,
(2012-2016) \$30,408

Per capita money income
(2012-2016) \$19,510

Persons in poverty, percent
(2017) 26.4%

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

May 2016: 6.4%

North Carolina Unemployment rate:

July 2016: 4.5%

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

(2018 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
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Phone: 910-862-6900

Complete 2015 Community Assessment and this report are available at the Bladen County Health Department and on the web at : www.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
Bladen County Special Olympics
Active Routes to School
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
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.

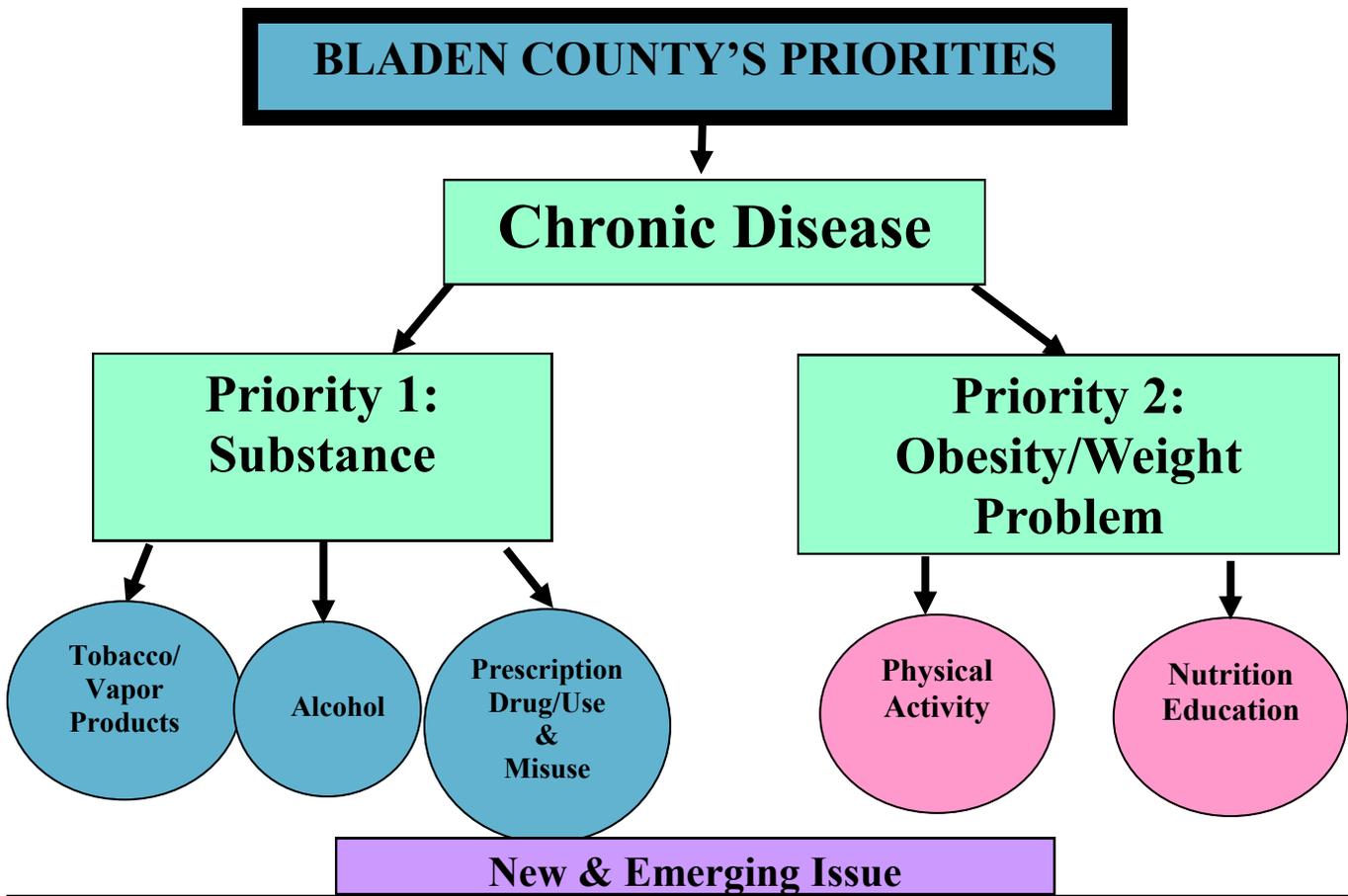
HEALTHY BLADEN COLLABORATIVE MEETS THE LAST TUESDAY OF EACH MONTH WITH THE EXCEPTION OF JUNE, JULY AND DECEMBER AT THE BLADEN COUNTY HEALTH DEPARTMENT AT 9:00AM.

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.

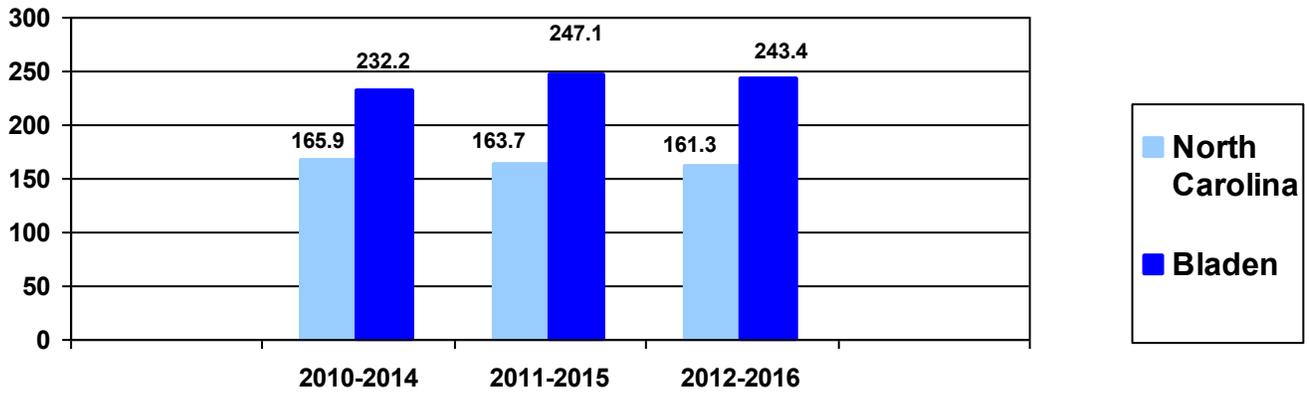


Teenage Pregnancy

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 2016 data released that states the NC rate as being 28.1, dropping from the previous 30.2; and the Bladen rate as 30.6 from the previous 36.9. The trend data reflects the newest data as of January 2018, 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

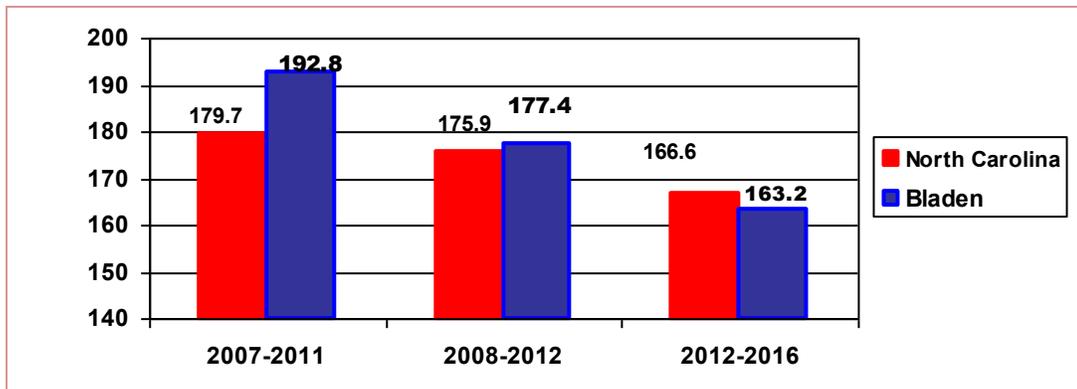
Heart Disease #1 Cause of Death in Bladen



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 decreased slightly since the 2015 Community Health Assessment.

(NC Center for State Health Statistics, County Health Data Book-2018)

Cancer #2 Cause of Death in Bladen

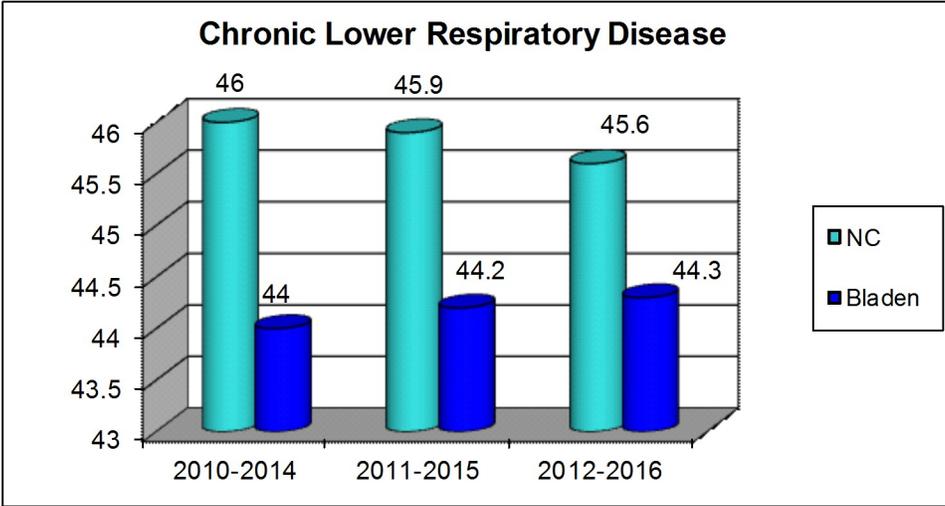


Trachea, Bronchus, and Lung remain the highest rates for cancer in Bladen. Smoking is the #1 cause of lung cancer according to the American Lung Association. Radon, a radioactive gas found in some homes and businesses, is the #1 cause in non-smokers. Bladen’s overall cancer rate has decreased since the 2015 CHA and remains below the NC rate.

(NC Central Cancer Registry– Cancer Mortality Rates by county for selected sites, for 2012-2016)

Bladen County	2007-2011	2008-2012	2012-2016
Cancer All Causes	192.8	177.4	163.2
Colon, Rectum, Anus Cancer	15.5	14.9	15.3
Trachea, Bronchus, Lung Cancer	54.5	52.8	57.6
Breast	23.0	22.2	14.3
Prostate	24.3	23.4	17.5

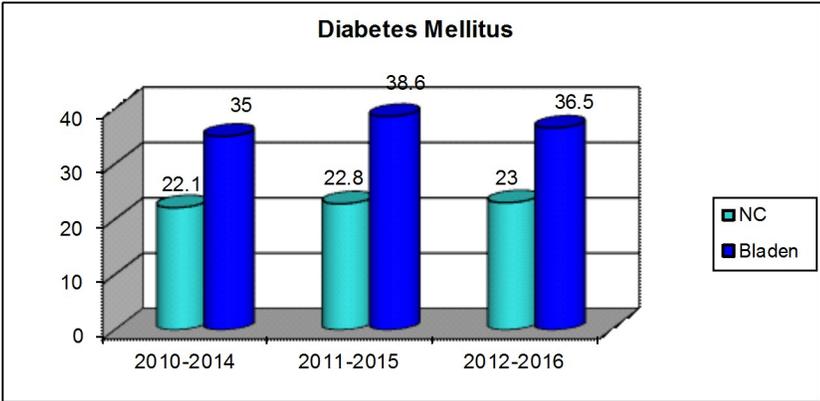
3 Cause of Death in Bladen: Age-Adjusted per 100,000 residents Chronic Lower Respiratory



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.

The 2012-2016 rate is on an increase as well for Bladen, while that of the state rate is slightly decreasing.

#4 Cause of Death in Bladen: Diabetes Mellitus



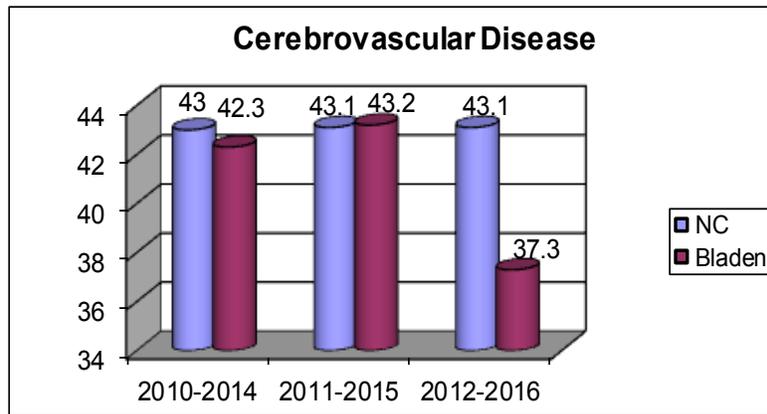
(Diabetes moved up to fourth cause of death from its previous rank as sixth in Bladen. 2012-2016- Data from the NC State Health Statistics reports) Based on the results of the 2015 Community Health Assessment (CHA) it was identified that Diabetes was a potential epidemic in Bladen. Bladen County Health 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 2018)

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 Community College is now a Tobacco/Smoke Free Campus.
- ◆ 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. This grant is still active.
- ◆ The Bladen County Health Department offers a Medicaid Diabetes Prevention Program (MDPP), which is a grant, evidence-based initiative that offers classes to citizens in the county. This program is a year long course that helps those who are at-risk for diabetes to learn healthy eating and ways to be more physically active in order to prevent the onset of Type II Diabetes. The class is being offered at Baldwin Branch Church outside of Elizabethtown.

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



Cerebrovascular Disease includes a variety of medical conditions that affect the vessels of the brain and the cerebral circulation. The most common presentation of cerebrovascular disease is an ischemic stroke or mini-stroke. Hypertension (high blood pressure) is the most important contributing risk factor for stroke. Other risk factors that contribute to stroke include smoking and diabetes. Cerebrovascular Disease replaced Unintentional Motor Vehicle Accidents as the #5 cause of death in Bladen. (North Carolina County Trends Reports-February 2017)

BLADEN COUNTY INITIATIVES ADDRESSING ISSUES

Diabetes Support Group: Health Educators serve as facilitators for the Diabetes Support Group which meets monthly at the Health Department. The meeting is open to the public and welcomes any individuals who would like information related to Diabetes, nutrition, and physical activity recommendations.

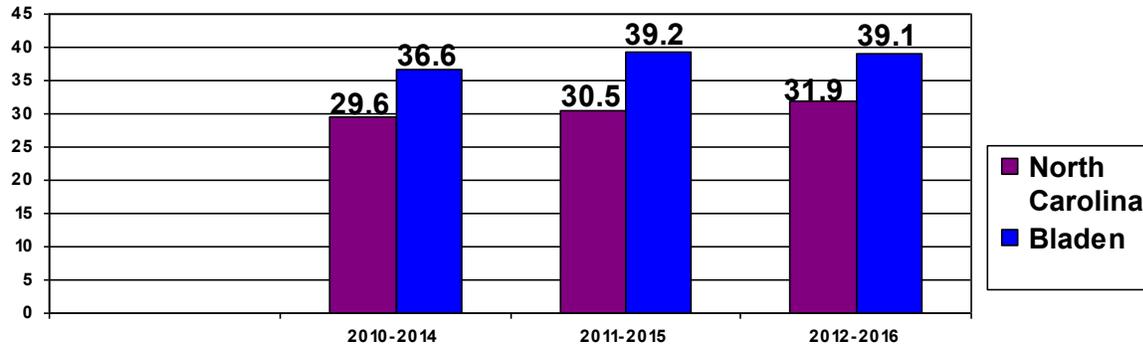
BCC Tobacco Free: As of June 1, 2017 Bladen Community College is a tobacco-free campus. Smoking and use of other tobacco products is not allowed within any college-owned building, college vehicle, or college property. Information on tobacco cessation assistance is available on the college campus. The decision to become a tobacco-free campus was the outcome of a yearlong investigation and tobacco-use awareness campaign.

Medicaid Diabetes Prevention Program: A 12 month, CDC recognized, prevention program taught by Bladen County Health Department WIC Nutritionist and trained Lifestyle Coach. The primary goal of the program is to help individuals make realistic and achievable lifestyle changes and cut their risk for type 2 diabetes by 58%.

Healthy Bladen Kids: 2017 was the pilot year for a new Summer program targeting youth. The program is conducted during the summer months of June and July and consists of an open gym component encouraging physical activity and a 30-minute interactive nutrition education program for children. Gym sites are open to the public in Elizabethtown, Bladenboro, Clarkton, East Arcadia, and Tar Heel communities twice weekly.

Safe Kids Coalition: A global non-profit organization with the goal of keeping families and children safe from risks present in the home and environment. Bladen's coalition is comprised of community partners and parent advocates and meets on a bi-monthly basis. Awareness events and community outreach activities are conducted throughout the year and focus on a specific safety risk area. Radon-testing kits have been distributed to the community at health fairs as part of this initiative.

6 Cause of Death—Age-Adjusted Other Unintentional Injuries Death Rates



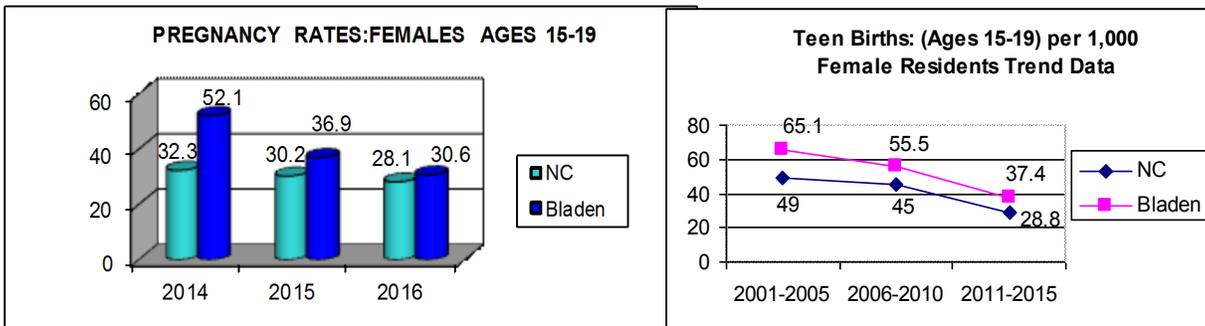
Bladen County’s rate of Other Unintentional Injury Death rates seem to be increasing slowly along with that of the NC state rate, although the data indicated a slight decrease for the subset of 2012-2016. Other Unintentional Injury Deaths placed in at number 5 as a result of our data collected in our 2015 Community Health Assessment data, but 2016 data indicated a drop to the 6th leading cause of death for Bladen. Unintentional Injury Deaths are categorized in areas that include falls, drowning, accidental gunfire, motor vehicle, and poisoning deaths.

Safe Kids Bladen Coalition still meets quarterly and installed a permanent medication drop box at the Sheriff’s Office in January of 2017. The coalition pushes out awareness around drownings, overdose, gun safety, and car seat safety. Two Certified Passenger Safety Technicians (CPS), were certified as of 2017 for Bladen County.

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 continuously 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 program** grant cycle ended in 2017. This program worked 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 2016-2018 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.
- ◆ Bladen County Health Department Open House Event: April 4, 2017 3:00-6:00 pm. Activities included: Car seat checks with Safe Kids, Sheriffs Office K-9 unit, Bladen County Emergency Medical Services, Bladen County Library, pet adoptions, and face painting. Agencies in attendance each had their own table with informational material available.
- ◆ 2017 Flu clinics were held at the East Arcadia Senior Center and Department of Motor Vehicles Bladen County Call Center. Nurses were available to give flu-shots on site.
- ◆ 2017 M.A.R.C.H. (Making A Real Change for Health) initiative continues for the county through the Safety/Wellness Committee of Bladen that began October 1, 2014. This program is a weight loss and physical activity initiative that has replaced the ESMMWL curriculum, was offered as a 6-week mini-series for Bladen Community College faculty and students.
- ◆ The Health Education Department delivers health and wellness programs tailored to specific needs at the request of any public or private party.
- ◆ 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.
- ◆ Bladen County now has two newly certified Child Passenger Safety Technicians. Both individuals are employed by Bladen EMS (a BCHD partner agency) and are available upon appointment to check and install child safety seats for the public. In conjunction with Bladen Safe Kids, the techs have a goal to educate parents and caregivers on the correct way to safely install car seats for children.
- ◆ 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 Safe Kids was a recipient of 16 child safety seats donated by the NC Department of Insurance and Office of the State Fire Marshall. Seats are distributed free of charge to those in need on a first come, first serve basis. Certified CPS Technicians install the seats upon appointment.
- ◆ Bladen Safe Kids purchased an adaptive swing seat for use by the public. The seat is located at Lloyd Park in Elizabethtown and allows those individuals with disabilities a safe and inclusive way to participate in physical activity.

NEW and EXISTING PROGRAMMING AND FUNDING FOR 2017

2017 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.

2017 Young Families Connect grant ended-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. This grant program ended in 2017.

Medication Assistance Program (2017-2018): The Medication Assistance program received funds in the amount of \$26,000 to assist those in need of medication and experience a financial hardship.

Medicaid Diabetes Prevention Program (MDPP)(2017): A 12 month, CDC recognized, prevention program taught by Bladen County Health Department WIC Nutritionist and trained Lifestyle Coach. The primary goal of the program is to help individuals make realistic and achievable lifestyle changes and cut their risk for type 2 diabetes by 58%.

INITIATIVES ADDRESSING ISSUE:

COMMUNITY HEALTH CONCERNS:

Substance Misuse / 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 is housed at the new Sheriff’s Office located on Smith Circle Drive in Elizabethtown. The public is now for the first time able to take unwanted or unneeded prescription medications to the drop box for disposal on a daily basis.

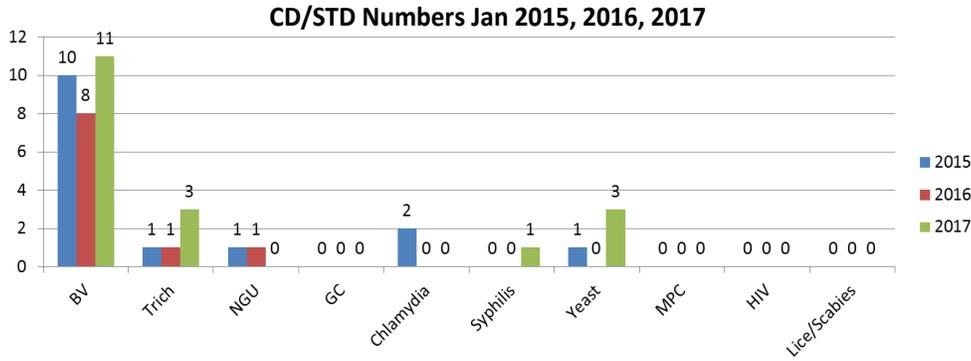
Healthy Corner Store Initiative-

In collaboration with the ODHDSP grant, two stores in Bladen County applied for and received 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 (ODHDSP). Stores were required to accept or agree to accept both SNAP & WIC benefits. The HFSRP funds purchased refrigeration units, freezers, and stocking equipment needed to provide healthier food items. 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.

Drug Awareness Programs– Generation Rx and PACT 360 -Programs are designed for youth and adult audiences to raise awareness of drug abuse and addiction, the importance of locking up medications, and the signs and symptoms of prescription drug abuse. These programs are delivered in school and community settings by a Substance Abuse Prevention Specialist. This programming has been made possible by Robeson Healthcare Corporation; a partnership created through the Opioid Task Force.

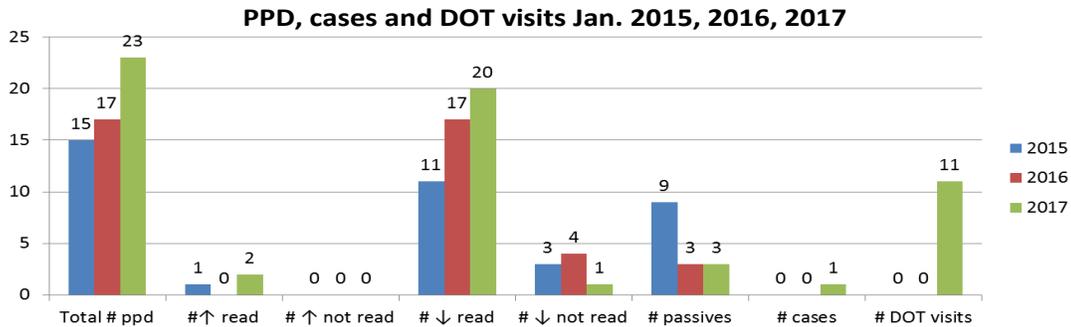
Bladen County Opioid Task Force– Formed in 2017, the Opioid Task Force combines community partnerships and interagency collaboration; developing initiatives aimed towards combating the misuse of opioids through prevention efforts, identification of available resources, and providing referrals to support services for those battling addiction. Our mission is to ensure that Bladen County organizations work together to help reduce opioid abuse and addiction, prevent overdose deaths, help more people get treatment and recover from drug addiction, and ultimately improve the quality of life in our community.

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.