

# Jones County

## Health Department

### 2015 State of the County Health Report



March 2016

# PURPOSE

## Demographic Data

The 2015 State of the County Health Report provides an update on health concerns and actions being taken to address them. It uses the most recent data to highlight county demographics, the leading causes of morbidity and mortality, and progress toward addressing the leading health concerns identified in the 2014 Jones County Community Health Assessment (CHA).

The three top prioritized health issues noted in the 2014 Community Health Assessment are: 1) Obesity, 2) Mental Health and 3) Substance Abuse. Other issues being addressed by Health Department initiatives are: enhancing the infrastructure of Jones County Health Department (JCHD), Immunizations, Breast and Cervical Cancer and HIV & Sexually Transmitted Infections.

### Demographic Data for Jones County and North Carolina

	Jones County	North Carolina
<b>Population:</b> <b>(2014 Estimate)</b>	10,184	9,750,405
Male (2014)	4,921 (48.3%)	4,750,366 (48.7%)
Female (2014)	5,263 (51.7%)	5,000,039 (51.3%)
<b>Age</b>		
Under 5 years	561 (5.5%)	618,246 (6.3%)
5-18	1,734 (17%)	1,942,162 (19.9%)
20-65	5,864 (57.7%)	5,843,905 (59.9%)
65 and older	2,025 (19.8%)	1,346,092 (13.8%)
<b>Race</b>		
White	6,508 (63.9)	6,784,901 (69.6%)
African America	3,156 (31%)	2,093,389 (21.5%)
American Indian	31 (0.31%)	13,798 (1.2%)
Hispanic	415 (4.1%)	848,597 (8.7%)
Other	262 (2.6%)	531,178 (5.5%)
Two or More Races	227 (2.2%)	226,539 (2.3%)

The Community Health Assessment has been completed every four (4) years. Due to the Affordable Care Act requirement for CarolinaEast Medical Center to preform a health assessment every three (3) years, Jones County will be moving to a three (3) year CHA cycle to support their efforts in better care for our community.

This report reviews local demographics, health indicators including morbidity and mortality data, and priority issues affecting our community. Significant and emerging issues are highlighted along with new initiatives that address important public health concerns. Any ideas or suggestions that might help us improve health outcomes in the community are welcome and can be made by using the address in the back of this report. Any other comments or questions about the report are also welcome.

Please direct any comments, questions, or suggestions to Amy Carter, JCHD Public Health Educator. She can be reached via email at [acrompton@jonescountync.gov](mailto:acrompton@jonescountync.gov), or by phone at 252-448-9111 ext. 3017

# LEADING CAUSE OF DEATH

## Jones County 2010-2014

The top ten leading causes of death in Jones County continue to include Heart Disease, Stroke, and Cancer; with Heart Disease being the leading cause of death across race and gender.

All of Jones County's causes of death have a higher rate than the state on North Carolina.

\* Hypertension is not in the Top Ten Causes of Death for the state but it is in the top ten for Jones County. At the state level the fifth leading cause of death is Unintentional Injury.

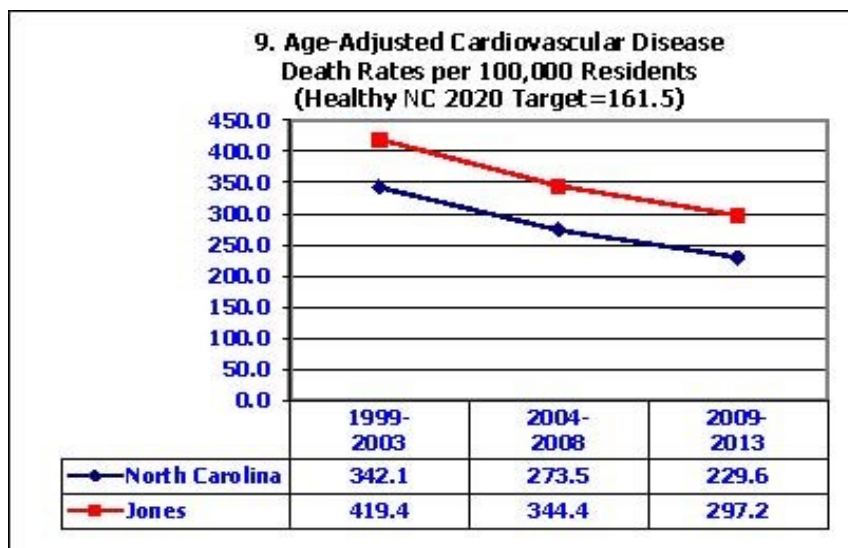
Source: North Carolina State Center for Health Statistics

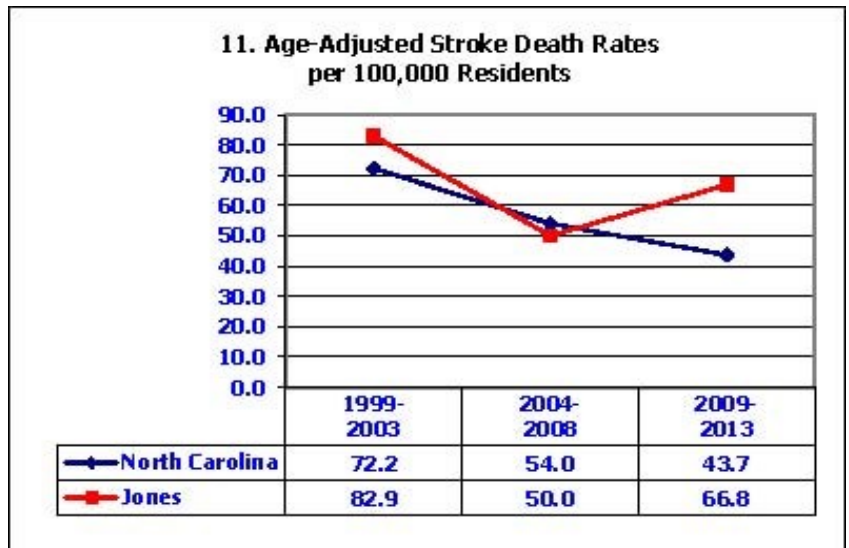
### Top 10 Leading Causes of Death

	Jones County		North Carolina	
	Rank	Rate	Rank	Rate
Total Number of Deaths			408,611	838.6
Diseases of the heart	1	319.7	2	177.9
Cancer - All Sites	2	302	1	189.9
Cerebrovascular disease	3	86.3	4	45.4
Chronic lower respiratory diseases	4	51	3	49.3
Alzheimer's disease	5	39.2	6	30
Septicemia	6	35.3	10	14
Diabetes mellitus	7	33.3	7	24.2
Hypertension	8	29.4	*	*
Nephritis, nephrotic syndrome, & nephrosis	9	29.4	9	18.1
Pneumonia & influenza	10	27.5	8	18.5

## Trend Data For Health

Source: North Carolina State Center





## Health Disparities

African American (Non-Hispanic) men living in Jones County continue to suffer from higher death rates of heart disease than White (Non-Hispanic) people of the same gender residing in Jones County. African American women do not have a rate given for cancer deaths but do have a higher rate than their white counterparts living in the county for Heart Disease.

For all other causes of death the State does not give a death rate due to the low number of deaths in Jones County.

Racial Death Rate Disparity Ratio (Rate per 100,000)						
	White Non-Hispanic		African American Non-Hispanic		Disparity Ratio	
Cause of Death	Male	Female	Male	Female	Male	Female
Heart Disease	226.6	176.7	330.2	180.1	1.46	1.02
Cancer	224.5	213.0	394.1	No Rate Available	1.76	Not Available

## [ Live Birth Rates ]

Per 1,000 2010-2014

	Total	White	African American	Other	Hispanic
North Carolina	12.4 (602,403)	10.5	13.4	17.2	21.3
Jones County	9.9 (507)	10.3	8.7	13.5	13.5

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# PRIORITY AREA

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## Childhood Obesity

In 2014 NC Child reported that 27% of Jones County children live in poverty making Jones county 24th in the state for childhood poverty. 540 children in Jones County live in food insecure environments.

By working on reducing the rates of obesity in children we feel that we can affect the obesity rates in whole families by encouraging the whole family to get involved.

Because of how much time children spend at school we have chosen to partner with Jones County Public Schools to implement and lead the majority of our interventions.



**Intervention:** Implement Active Routes to School curriculum and activities to students at Jones County Elementary and Middle Schools.

### How are we doing:

Jones County Schools has had an initial meeting with the Active Routes to School regional coordinator to implement their programming with approximately 300 students. They plan to meet with PE teachers to fit the programming in with the current course of study in the next school year.

**Intervention:** Edible garden/Agriculture education

### How are we doing:

Jones County Public Schools has enhanced their Career and Technical Education (CTE) Programs at Jones Middle and Jones Senior High Schools to increase the number of students involved in the programs.

At JMS they have 141 students involved in the program who care for chickens and learn the basics about agriculture. This is the first year of the CTE program at the middle school. They have also received a grant from North Carolina State University to install a hybrid or raised bed garden at JMS for planting edible plants such as kale, lettuce, tomatoes.

At JSHS there are 69 students enrolled in the program and they have a greenhouse, goats and pigs.



**Intervention:** Implement Faithful Families

### How are we doing:

Due to staffing changes at the Cooperative Extension office in Jones County we have not begun to implement this strategy.

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# PRIORITY AREA

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## Substance Abuse

### Objective:

Reduce accidental poisoning related to medications from 14 to 12.

By June 30, 2018 the % of 9-12 Graders Reporting 30-Day Drug Use in Jones County will decrease by 1% each year.

Jones County currently is working with the Coastal Coalition For Substance Abuse Prevention (CCSAP) to address alcohol and prescription drug abuse in the county. The Jones County Task Force meets monthly and is working on several projects to address this issue. These include conducting PRIDE surveys at Jones Senior High School, promoting drug take back days with local law enforcement, installing more drug take back boxes in the county and recruiting youth to participate in the CCSAP SAHPE youth organization. SAHPE stands for Substance Abuse Prevention Helps Everyone.

**Intervention:** Increase the number of drug take back locations in Jones County

### How are we doing:

JCHD, CCSAP and Maysville Police Department are currently working together to install a take back box at the Maysville town hall, increasing the number of take back locations to two (2).

**Intervention:** Education and promotion of the “Compassion Reaction: Rachel’s Challenge Program”.

### How are we doing:

The Rachel’s Challenge program is currently being implemented at Jones Middle and Jones Senior High Schools. At JMS there are 104 students involved in the Friends of Rachel Club and JSHS has 105 students in the club.

Each school has participated in two (2) Chain Reaction Sessions as of the end of March 2016.

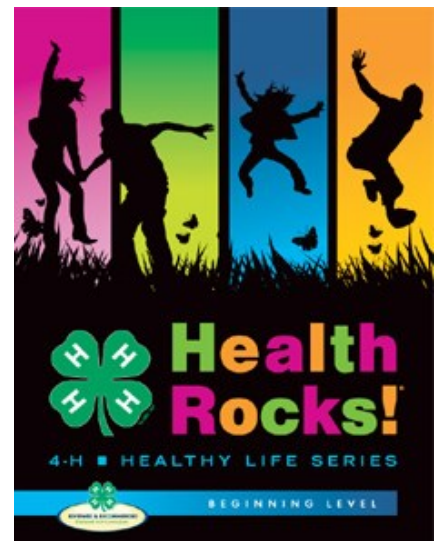


PROUDLY SERVING  
THE EASTERN NC  
COUNTIES OF  
CARTERET, CRAVEN  
JONES, ONLSON,  
AND PAMLICO

**Intervention:** Education and promotion of delaying the first use of substances by the youth of Jones County.

### How are we doing:

Due to a change in staffing at the Cooperative Extension Office in Jones County we have delayed the implementation of the 4-H Health Rocks Program





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# SIGNIFICANT ISSUE

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## Health Department Infrastructure-CQI 101

Ensuring a strong infrastructure for JCHD remains a significant issue for the JCHD staff.

As part of our on-going efforts to expand services that the health department offers, JCHD decided to participate in Wave 10 of the Continuous Quality Improvement 101 project from the UNC Center for Public Health Quality (now Population Health Improvement Partners).

Through this six (6) month process the staff of JCHD identified the flow of the clinic as a major area to improve upon. They took this project and reorganized not only the clinic but also the location of staff within the health department.

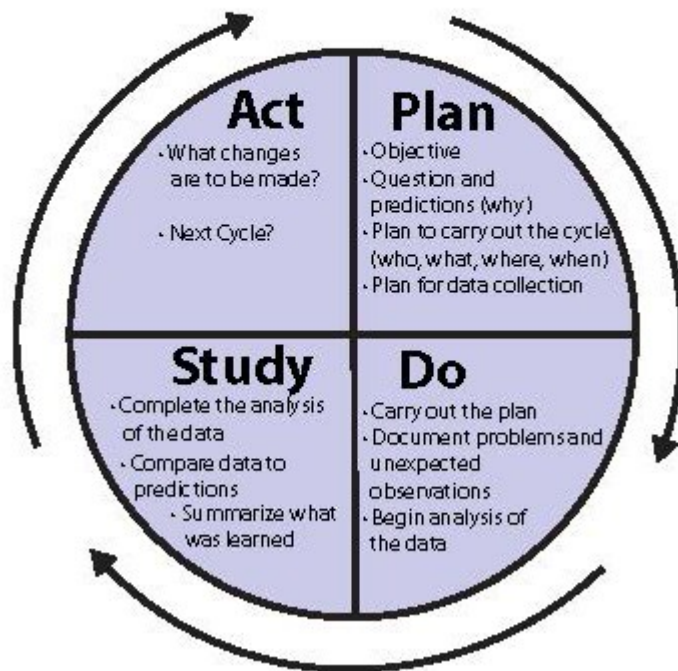
As part of the three (3) day Kaizen Event, staff learned that change is not always permanent and that it often necessary to move forward. They streamlined work and storage areas and made the check-in process more uniform for clients.

JCHD has also updated the standing Quality Assurance Policy to now include Continuous Quality Improvement and has put several systems in place to ensure that Quality Improvement will continue even though the project is done.

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### The PDSA Cycle for Learning and Improving

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# NEW PROGRAM INITIATIVE

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## Breastfeeding Peer Counselor



In the effort to better serve our community the health department accepted state funds to implement the Breastfeeding Peer Counselor program as part of the services that the WIC Department offers.

JCHD now has a trained Peer Counselor to help support breast feeding moms on WIC. They hope that this will create an increase in the number of WIC mothers who initiate and continue breastfeeding their babies.

Moms on WIC who choose to exclusively breastfeed receive a larger food package and are able to stay on the program themselves for a longer period of time post partum than moms who choose to formula feed.

In an effort to increase the breastfeeding friendliness of the county offices, JCHD and DSS partnered to create a breastfeeding room. This room is located in DSS and serves as a quiet, and private, place for moms to feed or pump. Breastfeeding is welcomed anywhere with in the health department and is highly encouraged.

WIC currently has 232 families participating in the program. We will be reaching out to women who are currently pregnant and in the program to sign up for our Breastfeeding Peer Counselor Program; this is approximately 15 women.





# Emerging Issue and New Program Initiative

## North Carolina Breast and Cervical Cancer Control Program (NC BCCCP) and WISEWOMAN

The North Carolina Breast and Cervical Cancer Control Program (NC BCCCP) provides free or low-cost breast and cervical cancer screenings and follow-up to eligible women in North Carolina. Jones County has had the BCCCP program for several years and has been working hard to grow the program.

With changes from the Affordable Care Act we have been facing a challenge of finding women who are eligible for the program. There are currently 20 women enrolled in the program receiving services.

In the past the BCCCP program has helped to identify breast cancer early in women in Jones County.



With the current rates of heart disease in the county and it being the leading cause of death in the county, JCHD is planning on expanding the BCCCP program to include the NC WISEWOMAN program.

The Well-Integrated Screening and Evaluation for Women Across the Nation (WISEWOMAN) Project provides cardiovascular disease screening, intervention, counseling and referral services to BCCCP enrolled women.

The mission of NC WISEWOMAN is to provide low-income, underinsured, or uninsured 40- to 64-year old women with the knowledge, skills, and opportunities to improve their diet, physical activity, and other life habits to prevent, delay, or control cardiovascular and other chronic diseases.



NC WISEWOMAN

Source: NC State Center for Health Statistics

### 2009-2013 CANCER INCIDENCE RATES BY COUNTY FOR SELECTED SITES PER 100,000 POPULATION AGE-ADJUSTED TO THE 2000 US CENSUS

	Female Breast	Colon/Rectum	Lung/ Bronchus	Prostate	All Cancers
Jones County	125	46.5	86.2	138.6	497.5
North Carolina	157.9	38.5	70.9	130.6	483.4

# Case Management

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## CC4C and PCCM

In 2014 Jones County Health Department added a full time case management nurse to bring Care Coordination for Children (CC4C) and Pregnancy Care Case Management (PCM) services back into the health department. Previously they had been contracted to Lenoir County Health Department.

CC4C is administered through a partnership with the Division of Public Health (DPH) and Community Care of North Carolina (CCNC).

The CCNC website state that services provided by CC4C care managers are tailored to patient needs and risk stratification guidelines. A comprehensive health assessment, including the Life Skills Progression, assists the care manager in identifying a child's needs, plan of care and frequency of contacts required. Contacts occur in medical homes, hospitals, in the community and in children's homes.

The clients are placed into different service levels depending on the needs of the child and family. JCHD currently has 15 child enrolled in the program. 10 in the medium service level and 5 at the light service level.



Community Care  
of North Carolina

### PCCM Services

PCCM services are administered through a partnership with the CCNC, DPH, and the Division of Medical Assistance (DMA).

PCCM services are offered not only to women receiving Medicaid for Pregnant women but also to other low income mothers.

Case Managers work closely with the clients and their medical providers to ensure healthy birth outcomes.

Like the CC4C program women are enrolled in different service levels depending on their need.

JCHD currently has 13 women enrolled in the program and 3 women in the enrollment process. Of the 13 program clients 3 are in the heavy service level and 10 are in the medium service level.



## Contact information

This report was compiled by Amy Carter, BS, CHES; any public comments or question are welcomed by the Jones County Health Department

Please direct any comments, questions, or suggestions to Amy Carter, JCHD Public Health Educator II. She can be reached via email at [acrompton@jonescountync.gov](mailto:acrompton@jonescountync.gov), or by phone at (252)-448-9111 ext. 3017