

State of the County Health (SOTCH) Report

Sampson County
2012

Prepared By:
Sampson County Health Department
&
Sampson County Partners for Healthy
Carolinians

Introduction

The Sampson County Health Department and the Sampson County Partners for Healthy Carolinians are pleased to provide this yearly review of the top health concerns determined during the 2011 Community Health Assessment and how Sampson County has taken action to address them. This State of the County Health Report (SOTCH) will include a review of major morbidity and mortality data for the county. It will also include health concerns, progress made in the last year on the selected priorities, and other changes in Sampson County that affect health concerns. The report will address new and emerging issues that affect the county's health status and ways the community members can get involved with ongoing efforts.

Mission & Goals

- ▶ Mission Statement:
 - To improve the health and quality of life for Sampson County's citizens
- ▶ Goals:
 - Provide opportunities for the community to assist in health care planning
 - Recognize and focus on preventive health care needs
 - Decrease health disparities through health education programs

County Overview

- ▶ Sampson County is one of the largest counties in North Carolina, in land area, with eight incorporated towns
- ▶ Sampson County stretches sixty miles long and thirty-five miles wide
- ▶ At 963 square miles, Sampson County is just about the size of the State of Rhode Island. Tucked into the southeast corner of the state known as the coastal plains, our picturesque county boasts with gently rolling hills, rich farmland and friendly, bustling communities
- ▶ Our climate is temperate, without winter and summer extremes, so it's perfectly suited to a relaxed lifestyle.
- ▶ We're conveniently located between the beautiful beaches of the east coast and the majestic Appalachian Mountains of the west, and we are but an hour's drive from our state capital.

History of Sampson County Health Department

- ▶ The Sampson County Health Department (SCHD) was first established in 1911.
- ▶ First officers included J.R. Peterson, Chairman of the Board of Commissioners; A. McLean Graham, previous Mayor of Clinton and L.L. Mathis, Superintendent of Schools.
- ▶ In 1915, the Board of Health adopted its first ordinance which required that each household must fumigate if a member of the home had any of the following diseases: measles, mumps, whooping cough, typhoid fever, scarlet fever, tuberculosis or diphtheria.
- ▶ SCHD currently has a staff of 44 employees with an annual budget of \$3.9 million.
- ▶ Since 1911, the health department continues to provide services that are essential to the public's health. Public health is a "quiet miracle." Its contribution to the quality of life cannot be estimated. Public health is uniquely responsible for bringing the benefits of prevention to Sampson County citizens.

History of Sampson County Partners for Healthy Carolinians

- ▶ The Sampson County Partners for Healthy Carolinians (SCPHC) is a non-profit organization that was established in June 2000. SCPHC received its state certification as a Healthy Carolinians Task Force on August 27, 2002. They were recertified in the fall of 2005 and 2008.
- ▶ The Sampson County Partners for Healthy Carolinians is a public-private partnerships representing public health, the hospital, health and human service agency, civic groups, churches, schools and community college, businesses, community members and leaders
- ▶ The partnership currently has twenty active members

Data Profile Highlights

Category	Estimate	Percent
Demographics:		
Caucasian/White	35,985	56.7
African American/Black	17,128	27.0
Hispanic Latino (of any race)	10,440	16.5
American Indian & Alaska Native	1,297	2.0
Asian	242	0.4
Native Hawaiian & Other Pacific Islander	72	0.1
2010 Total Population	63,431	100

Category	Estimate	Percent
Economic Characteristics:		
In labor force (16yr and older)	48,513	(x)
Median household income (in 2010 inflation-adjusted dollars)	35,740	(x)
Median family income (in 2010 inflation-adjusted)	44,296	(x)
Families below poverty level	(x)	15.4

Category	Estimate	Percent
Social Characteristics:		
Average household size	2.60	(x)
Average family size	3.11	(x)
High school graduate or higher	23,086	62.9
Bachelor's degree of higher	3,653	8.8

<http://factfinder.census.gov>

Community Health Concerns

The following health priorities; Chronic Disease, Obesity, Teen Pregnancy, Drugs & Alcohol, and Tobacco were selected as a result of the 2011 Community Health Assessment (CHA), a process by which community members gain an understanding of the health, concerns, and health care systems of the community by identifying, collecting, analyzing, and disseminating information on community assets, strengths, resources, and needs.

Chronic Diseases

Cardiovascular disease, Cancer, Diabetes

Heart Disease/Stroke

2011

- ▶ Total deaths from the diseases of the heart was 671 from 2006-2010
- ▶ 151 residents died from heart disease in 2010
- ▶ Heart Disease mortality rate increased to 238.1 and it exceeds the State rate of 179.2 in 2010
- ▶ African American males had the highest death rate of 272.3, with white males close behind with a rate of 263.1

2009

- ▶ Total deaths from the diseases of the heart was 653 from 2005-2009
- ▶ 128 residents died from heart disease in 2009
- ▶ Heart Disease mortality rate increased to 195.7 and it exceeds the State rate of 182.6 in 2009
- ▶ African American Males had the highest death rate of 262.4, with white males close behind with a rate of 254.0

www.schc.state.nc.us

Cancer

2011

- ▶ Total cancer deaths was 707 from 2006-2010
- ▶ 140 cancer deaths in 2010
- ▶ In 2010, the cancer mortality rate of 220.7 is still higher than the State rate of 188.9
- ▶ African American males are still demonstrating the highest cancer death rate of 349.1, with white males still behind with a rate of 272.6

2009

- ▶ Total cancer deaths was 684 from 2005-2009
- ▶ 140 cancer deaths in 2009
- ▶ In 2009, the cancer mortality rate of 214.0 is still higher than the State rate of 186.3
- ▶ African American males are still demonstrating the highest cancer death rate of 356.6, with white males still close behind with a rate of 246.5

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Diabetes

2011

- ▶ Total deaths from diabetes complications was 114 from 2006-2010
- ▶ 27 deaths due to diabetes in 2010
- ▶ In 2010, the diabetes mortality rate of 42.6 was still higher than the State rate of 21.4
- ▶ African American males demonstrated the highest diabetes death rate of 72.4, with African American females behind with a rate of 47.5

2009

- ▶ Total deaths from diabetes complications was 108 from 2005-2009
- ▶ 21 deaths due to diabetes in 2009
- ▶ In 2009, the diabetes mortality rate of 32.1 was still higher than the State rate of 22.5
- ▶ African American males demonstrated the highest diabetes death rate of 54.3, with minority females close behind with a rate of 41.8

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Adolescent Pregnancy Prevention (15-19)

- ▶ Sampson County ranks 22 out of 100 counties in North Carolina for teen pregnancy
- ▶ From July 2011-November 2012, Sampson County Health Department's Maternal Health clinic served 7.0% of clients age of 15-19
- ▶ Teen pregnancy rate decreased from 69.6 in 2009 to 63.2 in 2010, which was still higher than the 2010 State rate of 49.7

www.schc.state.nc.us

- ▶ Sampson County's total number of teen repeat pregnancies was 31.0% with rank of 16 out of 100 counties, compare to state of 27.0% with rank of 14.
- ▶ The rate of NC live births to mothers less than age 18 was 3.8, compared to Sampson County's rate of 5.1

<http://www.appcnc.org>

Obesity

- ▶ In 2009, 19.7% of Sampson County's children ages 2-18 years of age were overweight compared to the State percentage of 16.2%
- ▶ In 2009, 19.1% of Sampson County's children were obese compared to the State percentage of 18.0%
- ▶ Sampson County's adult obesity percentage of 32.7% continues to exceed the state percentage of 29.5%

www.schc.state.nc.us

Drugs/Alcohol

- ▶ In 2011 the NC Youth Risk Behavior Survey (YRBS) reported that 18.2% of students had their first drink of alcohol before the age of 13.
- ▶ In 2011 YRBS reported that 34.4% of students had at least one drink of alcohol in the past 30 days
- ▶ In 2011 YRBS reported that 9.4% students have tried marijuana before the age of 13; 24.2% of students have used marijuana one or more times in the past 30 days; 42.9% of students have used marijuana during their lifespan
- ▶ In 2011 YRBS reported that 20.4% students have taken prescription drugs during their life; 11.2% of students sniffed glue, breathed the contents of aerosol spray cans or inhaled paints or spray to get high during their life; 4.8% of students have tried methamphetamines during their life
- ▶ In 2011 YRBS reported 29.8% students who were offered, sold, or given illegal drugs on school property in the past 12 months

<http://www.nchealthyschools.org/data/yrbs>

Tobacco

- ▶ In 2011 Sampson County's adult smoking percentage of 23% exceeded the state percentage of 22%
- ▶ In 2011 the NC Youth Tobacco Survey for Eastern/Coastal Region 62.2% of Middle School students and 73.3% of High School Students reported current use of tobacco products
- ▶ In 2011 the NC Youth Tobacco Survey for the Eastern/Coastal Region reported that only 46.9% of Middle School Students and 37.4% of High School Students that have been exposed to anti-tobacco education in the schools in the past year

<http://www.tobaccopreventionandcontrol.ncdhhs.gov>

<http://www.countyhealthrankings.org/#app/north-carolina/2012/sampson/county/>

Sampson County Leading Causes of Death

Rank	Cause	Number	Percent
1	Diseases of the Heart	151	23.5
2	Cancer	140	21.8
3	Chronic lower respiratory diseases	38	5.9
4	Cerebrovascular disease	31	4.8
5	All other unintentional injuries	30	4.7
6	Diabetes mellitus	27	4.2
7	Motor vehicle injuries	21	3.3
8	Nephritis, nephrotic syndrome and nephrosis	18	2.8
9	Alzheimer's disease	17	2.6
10	Septicemia	15	2.3
	All other causes (Residual)	154	24.1
	Total Deaths—All Causes	642	100.0

<http://www.schs.state.nc.us/SCHS/deaths/lcd/2010/>

2012 Progress towards Identified health priorities/concerns

Chronic Diseases

HEART DISEASE/STROKE PREVENTION:

- Two Heart Disease presentations were conducted in Sampson County with over 75 participants
- SRMC conducted 12 Heart Healthy classes
- Over 9 articles were submitted to Sampson Independent Newspaper that related to Heart Disease

CANCER PREVENTION:

- 14th Annual Breast Cancer Rally held at County Courthouse downtown, following a “Walk for the Cure” to First Baptist Church reaching 145 of participants
- Four cancer related articles were submitted to the Sampson Independent & Sampson Sun
- Sampson County Breast and Cervical Cancer Control Program (BCCCP) distributed over 675 pink ribbons to local churches and organizations for the Pink Ribbon Campaign
- Over 15 Breast and Cervical Cancer presentations were conducted in the community reaching over 215 Sampson County residents.
- During Breast Cancer Awareness Month, BCCCP utilized the Button Chair for the second year. An innovative art display designed to increase awareness in hopes of saving lives. Every button represents a unique story of courage and strength.

DIABETES PREVENTION:

- The Diabetes Self-Management Program at the Sampson County Health Dept. provided 12 diabetes education classes reaching 87 diabetics.
- Registered Dietician at the Sampson County Health Dept. provided monthly individual Medical Nutrition Therapy (MNT) sessions.
- Diabetes Educator of Sampson County Health Dept. participated in community health fairs, reaching over 520 individuals
- Diabetes Educator for SCHED conducted presentations to local churches, nutrition sites, worksites, organizations, also appeared on the local television program “We Should Know”

- Sampson County Health Department (SCHD) held its 2nd Annual Holiday Health Fair reaching over 130 participants
- Sampson Regional Medical Center (SRMC) in 2012 initiated the Diabetes Bus Initiative that has conducted 11 classes reaching over 78 patients
- Eight Sugar Buddies classes through SRMC were conducted

TEEN PREGNANCY PREVENTION:

- Goal- to reduce our teen pregnancy rank from 22 to 100th in the state and reduce our repeat teen pregnancies in teens under seventeen of age
- SCHD partnered with the Academic Abundance to educate teens in Family Planning & STD presentations that have reached 102 high School Student during the 2011-2012 school year
- Three HIV/STD and Family Planning articles were submitted to the Sampson Independent Newspaper on behalf of the SCHD.
- World AIDS Day was observed on December 1st at the Sampson County Courthouse, with a dedication to raise awareness of the global AIDS pandemic caused by the spread of HIV infection. This event is sponsored by HIV/AIDS Taskforce

OBESITY PREVENTION:

- The Sampson County Health Dept. & NC Cooperative Ext. (NCCE) graduated a total 15 participants from the Eat Smart Move More Weigh Less (ESMMWL) Program with a total weight loss of 70 pounds
- NC Cooperative Ext. Eat Smart Move More Weigh Less (ESMMWL) has an ongoing class with 20 participants that will be finishing up in December
- Sampson Regional Medical Center (SRMC) provided 3 classes on Weight Loss for Life
- NC Cooperative Ext. & Sampson County Partnership for Health Carolinians (SCPHC) purchased playground equipment through funds from the Eat Smart Move More (ESMM) Community Grant in May 2012
- Fitness Renaissance Program Committee teamed up with Sampson County Schools & Clinton City Schools K-3rd grade reaching over 3,988 students that received awards and metals through the Fitness Renaissance Program
- Clinton City Schools & Sampson County Partners for Health Carolinians (SCPHC) hosted the Walk to School Day in October over 1,096 students participated
- SCPHC has partnered with the Sampson Independent Newspaper to submit articles related to obesity
- SCPHC disseminates *Opportunities to Move More Activities Calendar* each month
- Sampson Regional Medical Center provides a *Community Wellness* calendar each month

Drugs/Alcohol

- Stay on Track Program will be implemented in the middle school system during the 2012-2013. Planning stages have included fundraiser “Drive in to Sampson County to drive out drugs.” This was held April 2012. This activity is lead by the Meth task force. The funding will be used to purchase supplies for the Stay on Track program to educate middle school students on the dangers of drugs and addictions.
- Youth Advocacy group – As a senior project a high school student has taken on the issue of teen substance abuse. She has a group of teens that has solicited funds to purchase bumper stickers for the purpose of educating teens. This youth group has developed a Facebook page which will be linked to the Meth task Force Webpage.
- Meth Task Force Website for Sampson County is in place, and is currently in the process of being updated.

Tobacco

- Sampson Regional Medical Center (SRMC) in January 2012 initiated the Freedom From Smoking Program by the American Lung Association, that has conducted 6 classes with 16 participants enrolled, 6 graduated smoke-free; 4 significantly reduced the amount they smoked; and 6 dropped out of the program
- SRMC held it 2nd annual Care Fair held in October 2012
- Articles and local advertisements were submitted to the Sampson Independent Newspaper on behalf of the SRMC, they also submitted advertisements to the local radio and local cable station
- Sampson County Health Department (SCHD) referred 16 patients to the NC Quitline
- Sampson Middle and Clinton High Schools Latino club called “Javenes en accion” (Youth In Action) partnered with the TRU Advocate in March for Tobacco Awareness Week

Volunteers welcome

Help Sampson County Partners for Healthy Carolinians and the Sampson County Health Department address these Health Concerns and Issues in your community!

Call: (910) 592-1131 or attend the next Healthy Carolinians meeting at the Center for Health and Wellness, 417 E. Johnson St., Clinton, NC at 2pm every 4th Tues. of the month

New Initiatives and Emerging Issues

New Initiatives

- ▶ The Sampson County Breast and Cervical Cancer Program(BCCCP) will apply for the 2012 United Way of Sampson County funding application for cancer prevention and awareness
- ▶ BCCCP Advisor Board Applied for and was granted the South River grant in 2012 of \$5,000 for mammograms to be done through the Breast & Cervical Cancer Control Program (BCCCP)
- ▶ SCHD obtained the Office of Rural Health grant to sustain the Patient Assistance Program
- ▶ The Wise Women program is scheduled to be implemented in 2013 at the Sampson County Health Department

Emerging Issues

- ▶ Funding/Budget for Sampson County Partners for Healthy Carolinians
- ▶ Community Transformation Project (CTP)
- ▶ SRMC plan to expand the Freedom from Smoking program into the work place
- ▶ Will actively solicit volunteers for the Sampson County Partners for Healthy Carolinians

Ways Community Members Can Get Involved

- ▶ By becoming a member of the Sampson County Partners for Healthy Carolinians by meeting on the 4th Tuesday of each month at the Center for Health and Wellness, 417 E. Johnson St., Clinton, NC at 2pm
- ▶ By volunteering to assist the SCPHC with community health fairs, and by participating in Healthy Carolinians sponsored events
- ▶ By participating in community forums and coalitions
- ▶ By inviting the Sampson County Health Department or Sampson County Partners for Healthy Carolinians to participate or present at your next event

Dissemination of SOTCH Report

- ▶ Sampson County Board of Health
- ▶ Sampson County Board of Commissioners
- ▶ Sampson County Partners for Healthy Carolinians
- ▶ Sampson County Health Department
- ▶ This report will also be available to the public at www.scpfhc.org, www.sampsonnc.com, and upon request at the Sampson County Health Department (910) 592-1131

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