



2008 Addendum
To
Cleveland County 2007:
A Community Assessment



What Makes a Healthy Community?

Community Health Findings Set Priorities for Action

Findings from the 2007 Community Assessment were evaluated at length by the Board of Directors for the Alliance for Health and compared to the data collected from the North Carolina Center for Health Statistics and NC-CATCH. After much discussion, the Alliance for Health Board adopted the following health priorities for 2008-2010 and will continue to work on new community health action plans at its January 2009 strategic planning retreat:

- ◆ Cardiovascular health, including heart disease and stroke;
- ◆ Asthma, both child and adult populations;
- ◆ Adolescent pregnancy prevention;
- ◆ Substance abuse prevention;
- ◆ Overweight and obesity for all populations; and
- ◆ Diabetes.

Selection of these health action areas mirrors the rankings identified by community respondents in the 2007 Community Assessment. These rankings include #1 use of illegal substances; #6 alcohol abuse, #7 teen pregnancy, and #8 prescription drug abuse. These community issues included access to specialty medical care as #16, access to basic medical care as #17, and disparities in accessing health care as #24.

In the household issues, defined as affecting the respondent or members of their household in the past twelve months, health issues received the high rankings. Experiencing problems with overweight and obesity ranked as #1, accessing affordable medical care ranked #8, experiencing problems with diabetes ranked #10, experience problems with heart disease/stroke ranked #12, Experiencing problems with asthma ranked #15, and experiencing a teen pregnancy ranked #18. Obtaining medical services for a chronic disease ranked as #20 and obtaining substance abuse services ranked as #31.

Among key informants in the assessment, use of illegal substances ranked #2 in importance, teen pregnancy #5, alcohol abuse #7, prescription drug abuse #14, and access to specialty medical care #18. Disparities in accessing health care ranked #24 among key informants, the same as among community respondents.

These rankings, along with secondary data, led to the inclusion of teen pregnancy and diabetes as action areas in the Cleveland County Health Department's strategic plan for 2008-2010 as developed by the management team and approved by the Board of Health for Cleveland County.

Cardiovascular Health

Data from the North Carolina Center for Health Statistics reveal that the death rate for heart disease and stroke in Cleveland County have been falling over a multi-year period. The rates are age adjusted and based on incidence per 100,000 population.

Causes of Death	# of Deaths 1999- 2003	Death Rate 1999- 2003	# of Deaths 2000- 2004	Death Rate 2000- 2004	# of Deaths 2001- 2005	Death Rate 2001- 2005	# of Deaths 2002- 2006	Death Rate 2002- 2006
Diseases of the heart	1,472	284.1	1447	275.6	1418	270.5	1,386	262.1
Cerebrovascular dis- ease	345	66.8	337	64.5	318	60.9	312	59.6

Both the Cleveland County Health Department and the Alliance for Health have focused on cardiovascular health in programming through the Temple Initiative and the American Heart Association Search Your Heart program developed for African American churches. The Temple Initiative collaborates with both Search Your Heart and the Parish Nurse program to develop health action teams in congregations and focuses on the reduction of cardiovascular disease through environmental and policy changes within the congregation. The Search Your Heart program provides leadership for the various church coordinators in developing programs for blood pressure screenings, Power to End Stroke programming, nutrition and physical activity resources and planning for activities such as Go Red for Women events.

Asthma

Data from the Burden of Asthma in North Carolina, issued by the NC Asthma Program, NC Division of Public Health, in October 2006 reveal that in Cleveland County, the mortality rate per 1,000,000 from 1999-2005 was 12.0. The hospitalization rate per 100,000 individuals for Cleveland County for 1999-2001 was 158.9 and rose to 168.4 during 2002-2004. According to this data, the rates were substantially higher for females (219.0 in 1999-2001 and 217.5 in 2002-2004) than for males (94.2 in 1999-2001 and 115.6 in 2002-2004). Hospitalization rates (per 100,000) by age groups from 1999-2001 were 457.5 for ages 0-4, 97.7 for ages 5-14, 55.0 for ages 15-34, 145.6 for ages 35-64 and 307.5 for ages 65+. Hospitalization rates per 100,000 for 2002-2004 by age groups were 521.8 for ages 0-4, 87.3 for ages 5-14, 74.2 for ages 15-34, 167.6 for ages 35-64, and 270.4 for ages 65+. The Cleveland County Asthma Coalition has provided a comprehensive set of services for individuals with asthma across the county, including basic asthma education classes for children and adults, provision of nebulizers in each school in the county, an air quality flag program to educate the public about air quality as an asthma trigger, a coach's clipboard program to educate coaches about students diagnosed with asthma and a week-long No Wheeze Asthma Camp held in conjunction with the Dover Foundation YMCA summer day camp program for children diagnosed with asthma. These activities, as well as a strong emphasis on the management of asthma in the child care setting, will be included in a new community health action plan for asthma.

Adolescent Pregnancy Prevention

Teen pregnancy is a priority health issue for both the Cleveland County Health Department and the Alliance for Health in Cleveland County as discussed in the 2008 State of the County Health Report. A specific task force to identify the risk factors present in Cleveland County as well as to research potential responses to this issue is being developed jointly by the Health Department and the Alliance for Health. The Nurse-Family Partnership, a nationally recognized program developed by Dr. David Olds, will be implemented at the Health Department through grant funding from the Kate B. Reynolds Health Care Trust and the Duke Endowment. The Nurse Family Partnership targets high-risk, low-income, first-time mothers for case management which begins prior to the 20th week of pregnancy and continues until the child's second birthday. A major accomplishment of this program in other communities has been the reduction in second pregnancies among participating mothers.

Substance Abuse Prevention

The use of illegal substances ranked # 1 and #2 respectively among community respondents and key informants in the 2007 Community Assessment. The Substance Abuse Prevention Coalition has chosen to focus its work in two areas in the coming twelve months based on these rankings: first, on a youth advocacy initiative called the Learning Institute for the Prevention of Underage Drinking and second, on a community Task Force on the Misuse and Abuse of Prescription Medications. Both initiatives are discussed in detail in the 2008 State of the County Health Report. The Alliance for Health is looking forward to collaborating with the Cleveland County Health Department to carry out the 2009 student Drug Use Survey scheduled for March 2009 in Cleveland County Schools 6th, 9th and 12th grade classrooms. This survey information will be analyzed by the Hazelden Institute and will provide continuity for data collected since 1996 to identify student drug use and risk factors in the county leading to drug use. This data is used to modify the substance abuse prevention/education curriculum provided to the school system by staff in the CODAP (Community Organization for Drug Abuse Prevention) service unit of the Health Department.

Overweight and Obesity for All Populations

Overweight and obesity ranked #1 in the household survey component of the 2007 Community Assessment. Cleveland County was fortunate to receive funding for the Fit Together initiative from the NC Health and Wellness Trust Fund Commission from 2005-2008. Locally Fit Together provided a comprehensive community approach through evidence-based programs such as Color Me Healthy and Be Active for preschools and child care facilities as well as the Take 10! Program for elementary and intermediate school students. Parents were targeted through a Lunch and Learn program at business and industry sites and through a faith-based component targeting churches. In addition a social marketing plan was implemented that included a multi-segment series on the local cable access channel. The Fit Together initiative exceeded all of the goals established for its components and was showcased at the 2006 American Public Health Association Meeting in Boston, Massachusetts.

Currently attention is focused on overweight and obesity through the ACHIEVE initiative (Action Communities for Health, Innovation and EnVironmental Change) sponsored by the National Association of Chronic Disease Directors and the YMCA of the USA. Cleveland County is one of ten sites in the United States selected for this program. A local team called the CHART team is responsible for the development and initial implementation of a community action plan to achieve environmental and policy changes in physical activity, nutrition and chronic disease management in Cleveland County. The plan will be incorporated into a new community health action plan by the Alliance for Health.

While progress has been made in the area of overweight and obesity, too many children continue to be at risk of overweight and overweight according to data published by NC-NPASS in 2007. For children ages 2 –4 years, 11.4% are considered at risk of overweight and 10.8% are overweight. For children 5—11 years of age, 16.7% are at risk of overweight and 20.9% are overweight. Finally, for children 12—18 years of age, 13.7% are at risk of overweight and 25.3% are overweight.

A new initiative in the county is incorporating a supplemental health curriculum with technology to reach students in middle and high schools in the county. The health education staff developed a nutrition curriculum which supplements the standard course of study in North Carolina for the 6th, 7th, 8th and 9th grades which will support digital menu boards installed in the middle and high school cafeterias. These menu boards will provide caloric content on the cafeteria choices presented to students as well as health information and school news, much like the split screen technology used by major cable news networks. Changes in student food choices will be monitored through an analysis of point of sale data collected by the Cleveland County Schools child nutrition program to measure if the nutrition education program is improving food choices among students.

Cleveland County recognizes that overweight and obesity are major underlying factors in chronic disease, especially in cardiovascular disease, asthma and diabetes, which have been selected as health priorities for the county. For that reason, an emphasis on programs for all ages to improve physical activity and nutrition choices are critical to addressing the priority health issues identified for the county.

Diabetes

Diabetes was identified in the household survey as second only to overweight and obesity and mortality data for Cleveland County reflects this concern.

Causes of Death	# of Deaths 1999- 2003	Death Rate 1999- 2003	# of Deaths 2000- 2004	Death Rate 2000- 2004	# of Deaths 2001- 2005	Death Rate 2001- 2005	# of Deaths 2002- 2006	Death Rate 2002- 2006
Diabetes mellitus	167	32.0	177	33.6	169	32.3	156	29.6

Management of diabetes as a chronic disease has been impacted by educational programs sponsored by the Diabetes Center of Excellence at Cleveland Regional Medical Center as well as the implementation of the Diabetes Self-Education Program at the Cleveland County Health Department in conjunction with the CCHD Diabetes Clinic. However, in order to coordinate services and avoid duplication, the Alliance proposes to establish a Diabetes Coalition to meet at least quarterly. This coalition will inventory existing programs, identify gaps in services, explore potential program models and assign responsibility for the development and implementation of new services. The proposed coalition has received the endorsement of the Administrative Council of the Cleveland County HealthCare System, the Board of Health and the Alliance for Health Board of Directors.

Educational, Socioeconomic and Environmental Factors Affecting Health

The 2007 Community Assessment presented a series of data tables on unemployment, per capita income, Medicaid-Work First-Food Stamps in Cleveland County, drop-out and school suspension data and educational attainment among the residents of the county. Since publication in February 2008, the socioeconomic and educational factors affecting health in Cleveland County have been impacted by the downturn of the economy. The unemployment rate in Cleveland County has moved from 6.6% in February of 2008 to 8.8% in September of 2008. This downturn means that more Cleveland County residents are out of work, and, for many, deprived of any form of health insurance. According to data from NC-CATCH, in 2005 approximately 2,715 residents of the county ages 0—17 (11.2%) were uninsured and 11,442 residents ages 18-64 (19%) were uninsured. In the month of November, approximately 600 residents were affected by plant closings in the county which will severely strain resources for the uninsured in months to come. For Cleveland County Schools, dropout prevention continues to be a focus with new programs targeting students who have dropped out (a Drop-In Academy) under development. Cleveland County loses the equivalent of one high school (approximately 1,200 students) every four years to drop-outs. Because of the lack of education, employment is affected. Because employment is affected, accessibility to health care is affected. Use of the Emergency Departments at Cleveland Regional Medical Center and Kings Mountain Hospital for primary care continues to rise and administrators at both facilities are bracing for higher numbers during the coming fiscal year.

Environmental factors affecting health in Cleveland County include the multiple water system providers (City of Shelby, City of Kings Mountain and Cleveland County Sanitary District) and the impact of sewage treatment lines in the county. Ranked as one of the top ten best small markets by Southern Business and Development magazine, Cleveland County is easily accessed by four major interstates (I-85, I-77-, I-26 and I-40) that connect the county to the southeast and beyond. Cleveland County is home to numerous ISO 9000 certified companies (many of whom incorporate employee wellness as part of their certification), 35% of the workforce involved in manufacturing and is classified as an attainment county. Since 1997, three new industrial parks have been developed in the county and each one is served with water, sewer and fiber optic infrastructure. Economic incentives, including tax credit programs, are available to industries that choose to locate or expand in Cleveland County. Cleveland is considered a Tier Two county by the state of North Carolina, meaning that certain tax incentives under the William S. Lee Quality Jobs and Business Expansion program are available. Eligible firms include manufacturing and processing operations, warehousing and distribution plants and data processing firms that pay 110 percent of the average county wage with health care benefits for employees.

Medical/Health Professionals and Facilities in Cleveland County

Data from NC-CATCH reveal that the following health professionals served residents of Cleveland County in 2006:

- ◆ 3 certified nurse midwives;
- ◆ 9 chiropractors;
- ◆ 60 dental hygienists;
- ◆ 30 dentists;
- ◆ 282 licensed practical nurses;
- ◆ 28 nurse practitioners;
- ◆ 10 optometrists;
- ◆ 61 pharmacists;
- ◆ 23 physical therapist assistants;
- ◆ 34 physical therapists;
- ◆ 16 physician assistants;
- ◆ 172 physicians;
- ◆ 3 podiatrists;
- ◆ 82 primary care physicians;
- ◆ 7 psychological associates;
- ◆ 2 psychologists;
- ◆ 841 registered nurses; and
- ◆ 37 respiratory therapists.

A network of primary care clinics (CLECO) offers four locations to serve primarily the uninsured and underinsured populations of Cleveland County. Cleveland Regional Medical Center, the first Level III Trauma Center in North Carolina, is a fully accredited, not-for-profit medical center equipped to handle all types of emergencies. CRMS operates several Centers of Excellence and is located in Shelby. Kings Mountain Hospital serves the needs of the residents of the eastern part of the county. It is a fully accredited, 102-bed facility, a not-for-profit hospital and one that has undergone a construction program resulting in 27,000 square feet of new hospital space and the renovation of more than 6,000 square feet of existing space. Both CRMC and Kings Mountain Hospital are part of the Cleveland County Health-Care System which is a part of the Carolinas HealthCare System. This linkage affords specialty care to Cleveland County residents. Additional facilities in the county include Cleveland Pines Nursing Center, Cleveland Home Health Agency, Hospice & Palliative Care of Cleveland County, and Crawley Memorial Hospital in Boiling Springs. The fastest growing segment of the population in Cleveland County in senior adults served by two facilities, the Neal Senior Center in Shelby and the Patrick Center in Kings Mountain. The Life Enrichment Center, with facilities in both Kings Mountain and Shelby, provides adult day care for individuals 18 and older with attention given to patients diagnosed with Alzheimer's Disease.

There are numerous facilities to encourage physical activity in Cleveland County. The Cleveland County Family YMCA has full-service facilities in Shelby, Kings Mountain and Boiling Springs with programming for all ages. The Broad River Greenway has hiking trails and nature education facilities. State parks in proximity to Cleveland County include South Mountain State Park and Crowders Mountain State Park. Kings Mountain State Park (SC) and Kings Mountain Battleground are also accessible to residents of the county. The City of Shelby manages a network of park facilities throughout the city and is currently developing new areas with citizen input. The City of Shelby has been designated a Fit Community and is using Fit Community grant funding to improve pedestrian access to schools in the city. The City of Shelby has also won a Safe Routes to School grant with emphasis on pedestrian access to Graham Elementary School, Marion Intermediate School and Shelby Middle School. International Walk to School Day was celebrated in October 2008 with over 300 students walking to school that particular day. Cleveland County is home to multiple organized athletic programs including football, baseball and soccer. The county hosted the American Legion baseball regional and world series tournaments in August 2008.

Health Disparities in Cleveland County

Administrators at the Cleveland County Health Department and leaders of the Alliance for Health have focused on the issue of health disparities since 2004. The Minority Health Council of Cleveland County is sponsored by the Alliance for Health and has provided leadership in addressing health disparities since its inception. The Minority Health Council, led by Mr. Robert Miller, is one of the few councils directed by its membership, rather than the staff of any organization. The Minority Health Council has in years past focused on cardiovascular disease and has as its current focus diabetes. Members of the Council have endorsed and supported the American Heart Association's Search Your Heart program as their medium to impact heart disease, diabetes, overweight and obesity, physical activity and nutrition among the African-American population of the county. Hispanic-Latino individuals are welcomed at Minority Health Council meetings but to date their participation has been limited. One of the goals for 2009 for council members is the recruitment of additional Hispanic-Latino individuals in order to impact chronic diseases among this population.

Data from the North Carolina Center for Health Statistics reveals the following about disparities in Cleveland County (rates are per 100,000 population):

Cause of Death	1999-2003 Whites	1999-2003 Mino	2000-2004 White	2000-2004 Min	2001-2005 White	2001-2005 Min	2002-2006 White	2002-2006 Min
Diseases of Heart	273.4	334.2	272.1	284.1	266.2	283.2	258.2	272.3
Cerebrovascular Disease	64.2	78.2	62.7	71.1	56.9	79.1	54.6	81.8
Diabetes	27.2	58.4	28.6	61.2	27.3	60.5	23.9	60.8
Cancer -Prostate	33.3	72.6	30.5	74.7	26.4	63.4	22.8	55.3
Cancer – Female Breast	25.1	33.2	24.4	34.8	27.6	26.9	26.3	25.1

Clearly work remains to be done in these chronic disease areas. Funding from the NC Health and Wellness Trust Fund Commission to the Cleveland County Health Department for the Health Disparities Initiative has been applied to supporting the Search Your Heart program as well as developing and implementing lay health advisor programs targeting barber and beauty shops in the minority communities to educate individuals about breast and prostate cancer. The Cleveland County Health Department also supports the BCEP program to reach women for mammograms and pap smears.

2008 Addendum

This addendum to the 2007 Community Assessment is produced by the Alliance for Health in Cleveland County in collaboration with the Cleveland County Health Department. Hard copies of the addendum will be distributed to members of the Board of Health for Cleveland County, the Cleveland County Commissioners, the Board of Directors of the Alliance for Health, the libraries of Cleveland County and the Cleveland County Legislative Delegation to the General Assembly. The Addendum will be posted on the web site for the Cleveland County Health Department and may be found at : www.clevelandcounty.com/public/health.