



catawba county
MAKING. LIVING. BETTER.

State of the County

HEALTH REPORT

The 2017 State of the County Health (SOTCH) Report is a summary of the current health status of Catawba County. The report is a supplement to the Community Health Assessment (CHA), which is a more comprehensive analysis of the county's health produced every four years.

The most recent Catawba County CHA, which identified healthy eating, active living, and chronic disease prevention as health priorities, was published in 2015. The [2015 CHA](https://www.catawbacountync.gov/county-services/public-health/) and related SOTCH reports can be viewed online at <https://www.catawbacountync.gov/county-services/public-health/>.

This report provides a brief but comprehensive overview on changes in trends related to our health priorities, updates on community initiatives, and details behind emerging trends that may impact the health of Catawba County.



2017 CATAWBA COUNTY STATE OF THE COUNTY HEALTH REPORT
MAKING.LIVING.BETTER. IN CATAWBA COUNTY

DEMOGRAPHIC SNAPSHOT



POPULATION
156,459



FEMALE
51.0%



MALE
49.0%

AGE

UNDER 5 YRS OLD 5.8%
UNDER 18 YRS OLD 22.6%
65 YRS OLD AND OVER 17.0%

RACE/ETHNICITY

AFRICAN AMERICAN 8.9%
ASIAN 4.2%
HISPANIC/LATINO 9.5%
WHITE, NOT HISPANIC/LATINO 76.0%

— STATE AND COUNTY QUICK FACTS, US CENSUS BUREAU (2016)

FINANCIAL STATUS

PER CAPITA INCOME \$24,220
MEDIAN HOUSEHOLD INCOME... \$45,450
MEDIAN FAMILY INCOME..... \$56,497
POPULATION BELOW POVERTY LEVEL 15.9%
FAMILIES BELOW POVERTY LEVEL..... 11.8%
CHILDREN LIVING BELOW POVERTY LEVEL..... 18%
AGE 65+ LIVING BELOW POVERTY LEVEL..... 7.8%



**HOUSEHOLDS WITH FOOD
STAMP/SNAP BENEFITS IN THE
PAST 12 MONTHS** 15.7%



**POPULATION WITHOUT HEALTH
INSURANCE** 12.7%

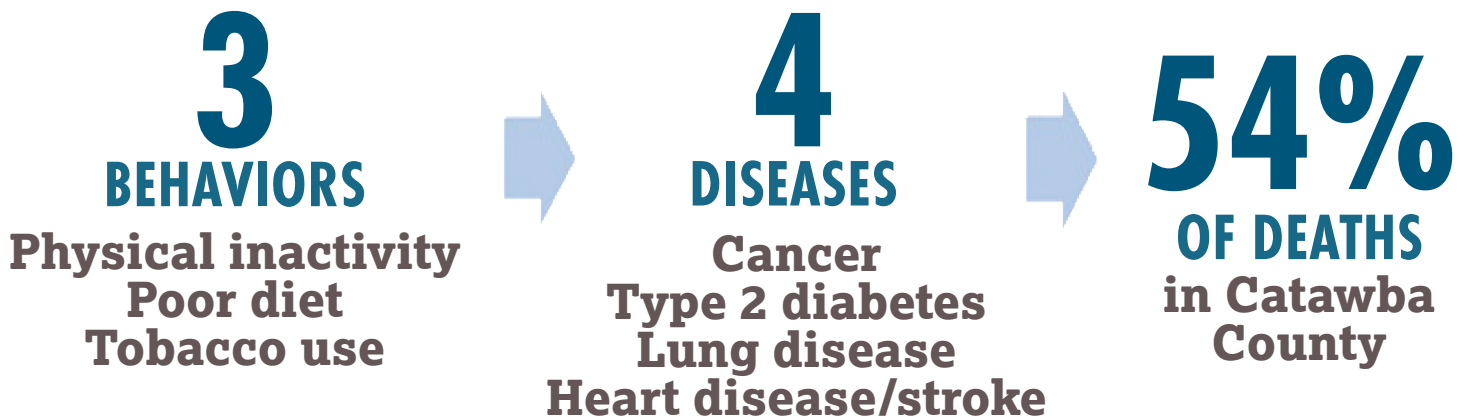
— AMERICAN COMMUNITY SURVEY, US CENSUS BUREAU (2016) AND
US CENSUS BUREAU SMALL AREA INCOME AND POVERTY ESTIMATES (2016)

PRIORITIES

LiveWell Catawba, a nonprofit organization that receives backbone support from Catawba County Public Health, fosters partnerships aimed at sustainably improving Catawba County's health priorities through collaborative evidence-based strategies and interventions.

HEALTHY EATING »»» ACTIVE LIVING »»» CHRONIC DISEASE PREVENTION

Prioritizing healthy eating, active living, and chronic disease prevention creates an inclusive and cross-cutting platform for a diverse set of stakeholders, resources, and target populations with different needs, interests, and perspectives. Focusing on preventable risk factor behaviors like promoting healthy eating and active lifestyles can impact not only morbidity and mortality related to disease, but overall wellbeing and quality of life as well.



TREND: WE ARE CONTINUING TO SEE THE IMPACT OF CHRONIC DISEASE ON MORTALITY AND QUALITY OF LIFE IN CATAWBA COUNTY.

LEADING CAUSES OF DEATH 2012-2016 (PER 100,000)

1 CANCER	212.8
2 DISEASES OF THE HEART	205.6
3 CHRONIC LOWER RESPIRATORY DISEASES ..	80.9
4 ALZHEIMER'S DISEASE	55.7
5 CEREBROVASCULAR DISEASE	51.6
6 OTHER UNINTENTIONAL INJURIES	41.9
7 DIABETES	27.1
8 PNEUMONIA AND INFLUENZA.....	26.2
9 KIDNEY DISEASE.....	23.4
10 SUICIDE.....	18.4



HEALTHY LIFESTYLE INDICATORS

The number of people in our community who are meeting standards for physical activity, healthy eating, weight management and tobacco use help inform our priorities and show us areas of improvement.

- » **OVERWEIGHT ADULTS: 32.5% (2016)**
- » **OBESE ADULTS: 34.8% (2016)**
- » **PEOPLE MEETING RECOMMENDED FRUIT AND VEGETABLE INTAKE: 12% (2015)**
- » **PEOPLE CONSUMING AT LEAST ONE SODA PER DAY: 26.7% (2015)**

- » **PEOPLE CONSUMING AT LEAST ONE SUGAR-SWEETENED BEVERAGE PER DAY: 17.4% (2015)**
- » **PEOPLE MEETING PHYSICAL ACTIVITY RECOMMENDATIONS: 45.2% (2015)**
- » **PEOPLE IDENTIFYING AS A CURRENT SMOKER: 19.3% (2016)**
- » **PEOPLE GETTING ANY PHYSICAL ACTIVITY OUTSIDE OF WORK IN THE PAST MONTH: 72.4% (2016)**

— NORTHWEST AREA HEALTH EDUCATION CENTER REGIONAL BEHAVIORAL RISK FACTOR SURVEILLANCE SYSTEM (BRFSS) - INCLUDES CATAWBA COUNTY (2015, 2016)

OTHER FINDINGS & EMERGING ISSUES

INFANT MORTALITY

THE INFANT MORTALITY RATE BETWEEN 2012 AND 2016 WAS 6.0 PER 1,000, BELOW THE STATE RATE OF 7.2 AND THE HEALTHY NC 2020 TARGET OF 6.3.



HEPATITIS C

Between 2010 and 2014, there was a threefold increase in the number of acute cases of Hepatitis C (HCV) reported in North Carolina. Injection drug use is the main factor cited in cases reported, and the majority of these cases are reported in the western part of the state. The state estimates that there are approximately 110,000 HCV-infected persons living in North Carolina.

Catawba County Public Health began testing patients for Hepatitis C in October 2016.

38 OUT OF 124


PATIENTS TESTED AT CATAWBA COUNTY PUBLIC HEALTH FOR HEPATITIS C HAD POSITIVE RESULTS IN 2017.

In response, Catawba County Public Health convened a Hepatitis C Coalition in early 2017 to increase awareness, screening and testing for HCV, and coordinate treatment among health care providers. One of the first such collaborations in the state, the group includes health agencies around the county, alongside Catawba County Public Health. One of the coalition partners, Gaston Family Health Services, has added a Hepatitis C Bridge Counselor position. That person is housed at Catawba County Public Health and connects patients with treatment options and other community supports.

SUBSTANCE ABUSE

- » **TOTAL OVERDOSE: 674**
- » **OPIOID OVERDOSE: 122**

— NC DETECT 2017 EMERGENCY DEPARTMENT OVERDOSE SURVEILLANCE REPORT



TEEN PREGNANCY DOWN TO 27.5 PER 1,000 (2016)

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LIFE EXPECTANCY AT BIRTH (2014-2016): 76.4 YEARS

MALE: 73.8 | FEMALE: 79.1
WHITE: 76.9 | AFRICAN-AMERICAN: 73.7

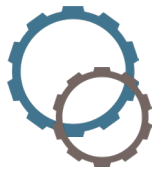
— NC STATE CENTER FOR HEALTH STATISTICS, 2018

CHILDREN LIVING IN POVERTY: 18%

WHITE: 16%
AFRICAN-AMERICAN: 37%
HISPANIC/LATINO: 46%

— US CENSUS BUREAU SMALL AREA INCOME AND POVERTY ESTIMATES (2016)



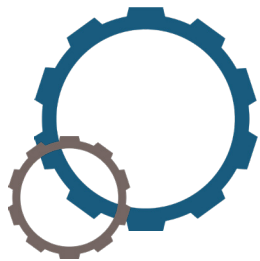


EARLY CHILDHOOD AND TOXIC STRESS

The Catawba County Partnership for Children has convened a Toxic Stress Taskforce dedicated to emphasizing the importance of understanding adverse childhood experiences (ACEs) and the impact that they have on the long-term health of the community. While the group is just beginning, there is significant momentum and growing interest across sectors, including public health, education, economic development, healthcare, and early childhood.

K-64 INITIATIVE

K-64 is a public/private partnership created through the Catawba County Commissioners Strategic Plan and managed by Catawba Valley Community College. K-64 will identify, facilitate and streamline programs and initiatives that are in-place and have been proven to be best practices related to improving education as it relates workforce development.



Catawba County Health Partners transforms into LiveWell Catawba

The Board of Directors for Catawba County Health Partners formally introduced a new name for the organization at their Annual Meeting on October 19, 2017. Now called LiveWell Catawba, the nonprofit collaborative coalition will continue to focus on current priority areas of healthy eating, active living, and preventing chronic disease, now within a broader framework of creating a culture of wellness throughout Catawba County.

Catawba County Health Partners has long been a hub of information and activity that supports a healthier Catawba County. With Catawba County Public Health serving as the organization's backbone and support coming from both Catawba Valley Medical Center and Frye Regional Medical Center – Duke LifePoint, the group has a thirteen-year history of convening multiple organizations across a broad spectrum of issues that impact health and wellness.

In 2015, the coalition was selected to be an inaugural participant in the Healthy People, Healthy Carolinas initiative funded by The Duke Endow-



ment. Aimed at transformative community health improvement, this opportunity began a new, innovative chapter for the group.

“What was still missing,” said Zack King, interim Public Health Strategist for Catawba County Public Health and LiveWell Catawba, “was a more robust and accurate description of the dynamic and evolving work that we do and the goal we’re focused on: creating a culture of wellness for Catawba County.”

LiveWell Catawba uses the Community Health Assessment (CHA) as a guide in addressing health priorities in Catawba County. The organization serves as a community focal point to help identify needs, mobilize resources, facilitate collaboration, bridge gaps and coordinate community-wide efforts toward improving Catawba’s health priorities. Through community coalitions, the organization works to create an environment in Catawba County that increases opportunities to make healthy choices.

“We want to empower partners across the community to engage in creating a thriving place to live, work, play, pray, and learn. When we have a community that fosters and celebrates wellness, we become even more attractive to skilled workers and new business and industry. Our children learn better. Our neighborhoods are more engaged and active places to raise our families.”

SCOTT BROOME
BOARD OF DIRECTORS CHAIR
FOR LIVEWELL CATAWBA



HEALTH PRIORITY PROGRESS

HEALTHY PEOPLE, HEALTHY CAROLINAS

LiveWell Catawba is currently participating in the Healthy People, Healthy Carolinas initiative. This initiative, funded by **The Duke Endowment** and supported by **Population Health Improvement Partners**,



Healthy People, Healthy Carolinas

allows the coalition and its partners to increase their impact on healthy eating, active living, and chronic disease prevention across the community. Throughout 2017, LiveWell continued to support a culture of wellness for all in Catawba by expanding coalition partnerships and impact across community sectors.

LIVEWELL SCHOOLS

Led by schools and supported by the coalition, LiveWell Schools relies on local relationships to influence change in our school environments, as well as broader relationships with evidence-based initiatives aimed at improving the well-being of children and families. LiveWell Schools has already worked directly with 13 schools representing more than 24,000 students.



Healthy Schools Program

In 2017, LiveWell expanded its support of schools across all three school districts. This progress has included connecting K-12

schools across the county onto the **Alliance for a Healthier Generation's Healthy Schools Program** platform. This process empowers schools to create goals around best practices that promote healthy and thriving school environments. This partnership allows LiveWell to leverage a platform, process, expertise, and resources that serve as a foundation for our school-led support and technical assistance.

LiveWell also promotes **CATCH (Coordinated Approach to Child Health)** as a framework for creating and maintaining a healthy elementary school environment;



promoting healthy eating and active living by coordinating efforts between the cafeteria, classroom, PE, and families.

CATCH was piloted at Shuford Elementary in 2016, and expanded to South Newton, North Newton, Jenkins, and Longview elementary schools in 2017.



LIVEWELL EARLY CHILDHOOD

LiveWell convened an Early Childhood work group in 2017 that is supporting a culture of wellness in early child-care centers across the community.

Using **Go NAP SACC**, an online tool

that child care centers use to create healthier environments related to healthy eating and active living, providers choose goals for improvement and receive support from the coalition to reach these goals. Four centers were chosen as pilot sites in 2017, and the work group anticipates a strong expansion in the coming year.



LIVEWELL OUT OF SCHOOL TIME

The coalition is currently piloting a collaborative initiative with Inspired Learning 21st Century Community Learning Center's elementary and two middle school sites.

This initiative utilizes the **Alliance for a Healthier Generation's Healthy Out of School Time Program assessment and action planning** process to identify priority areas and drive change. Coalition staff are also conducting trainings for Inspired Learning on **CATCH Kids Club**, an evidence-based intervention that promotes healthy eating and active living in after-school environments.





FAITHFUL FAMILIES: EATING SMART AND MOVING MORE

LiveWell collaborated with five local faith communities in 2017 on improving the health of their congregations and neighborhoods. Coalition staff are also participating in a fellowship with **FaithHealth NC** through Wake Forest Baptist Center in order to develop new and innovative methods of involving local faith communities in improving community well-being.



EXERCISE IS MEDICINE

The LiveWell Catawba coalition continued piloting Exercise is Medicine with **Catawba Valley Medical Group** to implement Exercise is Medicine (EIM), a physical activity prescription initiative that connects patients to community-based resources for physical activity in 2017. Collaboration is also beginning with Catawba County Public Health and **Catawba Family Care** to begin Exercise is Medicine implementation in their clinics in the coming year.

DOWNTOWN HICKORY FARMERS MARKET ACCEPTING SNAP/EBT IN 2018 SEASON



LiveWell Catawba and Catawba County Public Health have supported the board and staff of the Downtown Hickory Farmers Market by funding and building capacity to implement SNAP at their market, beginning in the 2018 season. This is a major food access improvement for the 16.7% of households in Hickory receiving SNAP/EBT benefits, especially the around 2,000 households in neighborhoods closest to the downtown market. DHFM is joining the Public Health and Conover farmers markets in improving opportunities for healthy food access for SNAP/EBT customers.

CONOVER TOBACCO FREE POLICY

In August 2017, Conover City Council members voted to prohibit smoking and the use of e-cigarettes in public places, including inside city buildings, vehicles, grounds, parks and recreational areas. Conover is the second municipality in the region to pass such an ordinance. Prior to the 2017 vote, Conover only prohibited tobacco use in government buildings, grounds and vehicles.



CATAWBA COUNTY PUBLIC HEALTH'S MISSION is to promote, protect, and improve the health of the community by assessing and responding to needs, assuring services, developing policies, and fostering collaboration.

LIVEWELL CATAWBA is working toward building a healthier community and enhancing quality of life for all people in Catawba County through partnerships that sustainably improve Catawba County's health priorities.

TOGETHER, WE ARE LEADING THE WAY TO A HEALTHIER COMMUNITY.

QUESTIONS? Do you have questions about the 2017 SOTCH Report or would your group like a presentation of the SOTCH? Contact Zack King at zking@catawbacountync.gov.

ACKNOWLEDGMENTS:

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