



catawba county
public health
MAKING. LIVING. BETTER.

State of the County HEALTH REPORT 2018

The 2018 State of the County Health Report is a summary of the current health status of Catawba County. It is a supplement to the Community Health Assessment, which is a more comprehensive analysis of the county's health produced every three 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 and related SOTCH reports can be viewed online at <https://goo.gl/d8ozMY>.

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.

COMMUNITY SNAPSHOT



POPULATION
157,974



FEMALE
51.1%



MALE
48.9%

RACE/ETHNICITY

AFRICAN AMERICAN 8.1%
ASIAN 4.1%
HISPANIC/LATINO 9.3%
WHITE, NOT HISPANIC/LATINO 78.8%

AGE

UNDER 5 YRS OLD 5.7%
UNDER 18 YRS OLD 22.8%
65 AND OLDER 16.6%



INCOME & POVERTY

PER CAPITA INCOME \$25,960
MEDIAN HOUSEHOLD INCOME \$48,649
POPULATION BELOW POVERTY LEVEL 14.2%
FAMILIES BELOW POVERTY LEVEL 10.3%
UNDER AGE 18 BELOW POVERTY LEVEL.. 20.5%
AGE 65+ BELOW POVERTY LEVEL 9.0%



POPULATION WITHOUT
HEALTH INSURANCE: 11.3%

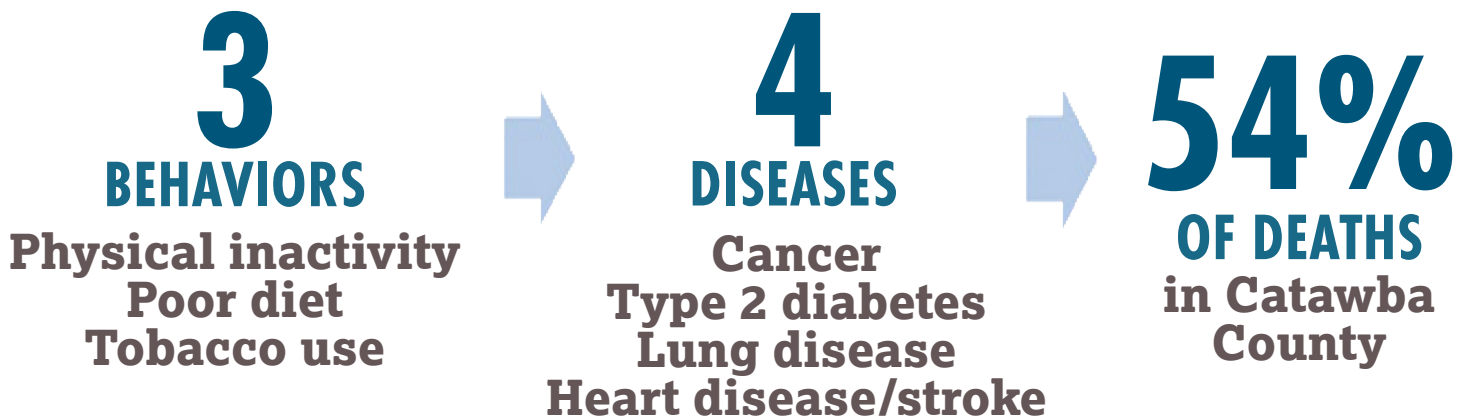


PRIORITIES

LiveWell Catawba, a nonprofit coalition 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 2013-2017 (PER 100,000)

1 CANCER	170.1
2 HEART DISEASE	169.0
3 CHRONIC LOWER RESPIRATORY DISEASES ..	67.9
4 ALZHEIMER'S DISEASE	58.2
5 CEREBROVASCULAR DISEASE	42.5
6 OTHER UNINTENTIONAL INJURIES	41.5
7 DIABETES	22.1
8 PNEUMONIA AND INFLUENZA.....	22.0
9 KIDNEY DISEASE.....	20.6
10 SUICIDE.....	16.7



REGIONAL HEALTH PRIORITY INDICATORS

THE NUMBER OF PEOPLE IN OUR COMMUNITY WHO ARE MEETING RECOMMENDATIONS 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: 17.2% (2017)

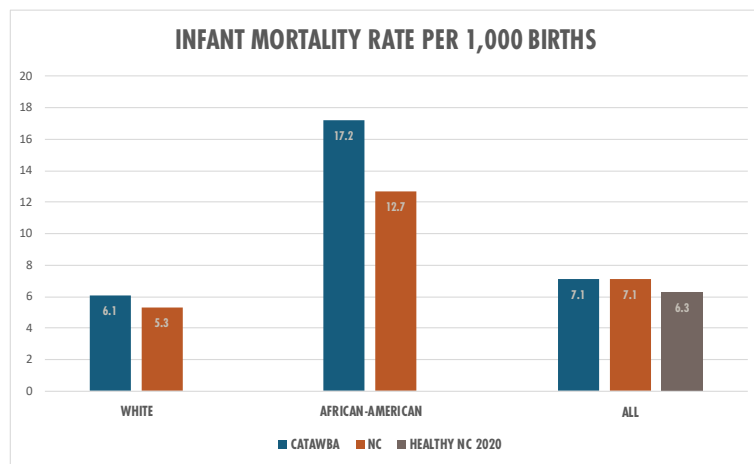
- » PEOPLE GETTING ANY PHYSICAL ACTIVITY OUTSIDE OF WORK IN THE PAST MONTH: 74.8% (2017)
- » PEOPLE MEETING PHYSICAL ACTIVITY RECOMMENDATIONS: 47.4% (2017)
- » PEOPLE IDENTIFYING AS A CURRENT SMOKER: 14.4% (2017)
- » ADULT E-CIGARETTE USE: 14.8% (2017)

— REGION 4 BEHAVIORAL RISK FACTOR SURVEILLANCE SYSTEM (BRFSS)
- INCLUDES CATAWBA COUNTY (2016, 2017)



EMERGING ISSUES AND COMMUNITY CONTEXT

INFANT MORTALITY



— NC STATE CENTER FOR HEALTH STATISTICS (2019)

CHILDREN LIVING IN POVERTY: 20.5%

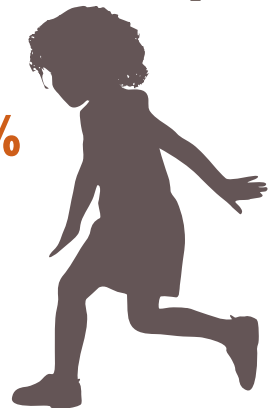
WHITE: 10.8%

AFRICAN-AMERICAN: 28.0%

HISPANIC/LATINO: 26.7%

UNDER AGE 5: 23.6%

AGES 5-17: 19.5%



HOUSEHOLDS WITH FOOD STAMP/SNAP BENEFITS IN THE PAST 12 MONTHS: 14.6%

— US CENSUS BUREAU AMERICAN FACT FINDER (2017) AND US CENSUS BUREAU SMALL AREA INCOME AND POVERTY ESTIMATES (2017)



LIFE EXPECTANCY AT BIRTH (2015-2017): 76.2 YEARS

MALE: 73.5 | FEMALE: 78.9

WHITE: 76.7

AFRICAN-AMERICAN: 73.2



LOWEST AVERAGE LIFE

EXPECTANCY BY CENSUS TRACT (2010-2015): 64.6

HIGHEST AVERAGE LIFE EXPECTANCY BY CENSUS

TRACT (2010-2015): 82.6

— NC STATE CENTER FOR HEALTH STATISTICS (2019) AND NATIONAL CENTER FOR HEALTH STATISTICS. U.S. SMALL-AREA LIFE EXPECTANCY ESTIMATES PROJECT (USALEEP) (2018)

UNINTENTIONAL POISONING

UNINTENTIONAL POISONING DEATHS IN 2017: 39

RELATED TO OPIOIDS: 89.7% (35)

— NC INJURY AND VIOLENCE PREVENTION BRANCH (2018)



TEEN PREGNANCY FOR AGES 15 TO 19 IS DOWN TO 22.9 PER 1,000 (2017)

WHITE: 17.0

AFRICAN-AMERICAN: 55.6

— NC STATE CENTER FOR HEALTH STATISTICS (2017)



2019 COMMUNITY HEALTH ASSESSMENT: Catawba County's next Community Health Assessment process kicked-off in the fall of 2018. Facilitated by **LiveWell Catawba**, the Community Health Assessment is a jointly led effort by **Catawba County Public Health, Catawba Valley Health System, and Frye Regional Medical Center – Duke LifePoint**. The Community Health Assessment is a collaborative and community-led process that identifies needs, priorities, strengths, and opportunities related to health and what impacts health in Catawba County. Our Community Health Assessment Leadership Team is a group of more than **40** community members and leaders representing diverse neighborhoods and sectors across the county.

YOUTH E-CIGARETTE USE: According to the **2017 NC Youth Tobacco Survey**, e-cigarette use among middle school students has increased by **430%** and by **894%** among high school student between 2011 and 2017, with **24.5%** of students across both age groups reporting use of emerging tobacco products.

HEALTHY PEOPLE, HEALTHY CAROLINAS: **LiveWell Catawba** has been selected by **The Duke Endowment** for three more years of technical assistance and a total of **\$450,000** (\$150,000 per year) in funding, beginning in January 2019, through their **Healthy People, Healthy Carolinas** initiative. This allows us to continue to cultivate and sustain evidence-based initiatives focused on promoting healthy eating, active living, and preventing chronic disease by building partnerships and capacity. We are looking forward to continuing the momentum we have built over the past few years in doing our part to make living better by creating and supporting a culture of wellness for all people in Catawba County.



Healthy People, Healthy Carolinas

HEALTH PRIORITY PROGRESS



ACCESS TO HEALTHY EATING: LiveWell Catawba and Catawba County Public Health supported Downtown Hickory Farmers Market by funding and building capacity to accept SNAP/EBT benefits at their market during the 2018 season. Throughout the season, **\$1,625 of SNAP benefits were used to purchase fresh, local foods**. This is a major food access improvement for the **16.7%** of households in Hickory receiving SNAP/EBT benefits, especially the approximately **2,000 households** in neighborhoods closest to the



downtown market. The Downtown Hickory Farmers Market is joining the Public Health and Conover markets in improving opportunities for healthy food access for individuals receiving SNAP/EBT benefits.

CATCH MY BREATH: CATCH My Breath is an evidence-informed curriculum developed by the CATCH Global Foundation to combat the alarming rise in youth reporting the use of electronic cigarettes and other similar products. In the 2017-18 academic year, LiveWell Catawba and the Catawba County Public Health School Health program assisted **three local middle schools** and **trained all school nurses in the curriculum**, and is currently expanding in the 2018-19 academic year.



EXERCISE IS MEDICINE (EIM): In 2018, LiveWell Catawba continued to partner with Catawba Valley Health System and Catawba Valley Medical Group on moving forward with a charter to **expand EIM** within their network. Catawba County Public Health also began implementation of EIM within the **Adult Health clinic**.



LIVEWELL AT WORSHIP: LiveWell collaborated with **14 local faith communities** in 2018 on improving the health of their congregations and neighborhoods.

FAITHFUL FAMILIES

— Thriving Communities —

Faithful Families, Thriving Communities, a nine-week curriculum that includes lessons on healthy eating and physical activity strategies, took place in four faith communities.

Thirteen faith communities participated in the **Walk to Bethlehem**, a community-wide walking challenge that encourages participants to increase the health of body, mind, and spirit in the months and weeks leading up to Christmas.

LIVEWELL EARLY CHILDHOOD: LiveWell Early Childhood connects early child care providers with resources and technical assistance to enable policy, systems and environmental changes aimed at improving the well-being of young children and families. In the spring of 2018, four early childhood education programs participated in the pilot of **Go NAP SACC** in Catawba County.



Go NAP SACC is an online quality improvement tool that early childhood education programs use to create healthier environments related

to healthy eating and active living, through a self-assessment and action planning process. Support and technical assistance is provided by the **LiveWell Early Childhood Work Group**, a network of technical assistance providers dedicated to supporting a culture of wellness in early childhood education programs. In fall 2018, Go NAP SACC **expanded to nine additional, thirteen total**, early childhood education programs in Catawba County representing **more than 800 children**.

LIVEWELL OUT-OF-SCHOOL TIME: In the 2017-18 school year, LiveWell Catawba piloted the Healthy Out-of-School Time Initiative with **Inspired Learning 21st Century Community Learning Center's elementary and two middle school sites**. The initiative utilized the **Alliance for a Healthier Generation's Healthy Out-of-School Time** assessment and action planning process to identify priority areas and drive change. For the 2018-19 school year, the **Healthy Out-of-School Time Initiative** and **CATCH Kids Club**, an evidence-based intervention

that promotes healthy eating and active living in after-school environments, are in the process of being expanded to **23 additional out-of-school sites**, including before school, after school, and summer care programs.

LIVEWELL SCHOOLS: LiveWell Schools helps to create and support a culture of wellness in school environments across the community by utilizing a coordinated approach. Through partnership with the **Alliance for a Healthier Generation**,



Healthy Schools Program

LiveWell Catawba is able to leverage a platform, process, expertise, and resources that serve as a foundation for our school-led support and technical assistance. By the end

of the 2017-18 school year, LiveWell had built relationships with **26 schools** across all **three local school districts**, representing **more than 15,000 students**. Participating schools developed school wellness teams, completed the Healthy Schools Program assessment and developed action plans to create and support a culture of wellness within their schools.

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. Jenkins, Longview, North Newton, Oakwood, Shuford and South Newton elementary schools and Southwest Primary School are implementing CATCH for the 2018-19 school year.

LOCAL FOOD COUNCIL: In 2018, an interested group of partners began exploring the possibility of establishing a local food council in Catawba County. This diverse group includes private hospitality businesses, local municipalities, nonprofit organizations, Cooperative Extension, farmers, market managers, and more. Supported by **Community Food Strategies**, a statewide coalition aimed at empowering local food councils, this interest group spent most of 2018 planning and assessing local capacity. In the fall of 2018, the group decided to formally become the **Catawba County Local Food Council** and has already begun the coordination of a Local Food System Assessment.

OPEN USE POLICY: Throughout the 2017-18 academic year, LiveWell Catawba and Catawba County Public Health's School Health program collaborated with all three of our local school districts to assess, explore, and advocate for open use policies that would expand access to opportunities for active living for their students, families, and neighborhoods. In 2018, both the Newton-Conover City Schools and Hickory Public Schools boards of education **unanimously passed open use policies for their districts.**



WELLBUSINESS: LiveWell Catawba resumed the facilitation of the WellBusiness initiative in 2018. **WellBusiness** recognizes Catawba County workplaces that are committed to improving employee health and wellness. Companies meeting evidence-based work site wellness standards in the areas of tobacco control, physical activity, nutrition, prevention and screening, and policy and organizational supports are invited to apply for gold, silver, or bronze recognition. In 2018, **25 businesses** received gold, silver, or bronze WellBusiness recognition.



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**WWW.CATAWBACOUNTYNC.GOV/
COUNTY-SERVICES/PUBLIC-HEALTH/**

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 2018 SOTCH Report or would your group like a presentation of the SOTCH? Contact Zack King at zking@catawbacountync.gov.



ACKNOWLEDGMENTS

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