

The Sampson County State of the County Health (SOTCH) report provides information for the health priorities identified in Sampson County's 2021 Community Health Assessment (CHA). The report serves as an update of action taken to address these priorities and highlights the ongoing need for Sampson County to collectively address social determinants of health through our Community Health Improvement Plans (CHIPS).

Obesity (through exercise & nutrition):

- **NC Cooperative Extension Health & Wellness Programs - Youth:** Sampson County Cooperative Extension teaches nutrition education and physical activity programming to youth through a variety of programs. These include nutrition and cooking presentations, food pantry work in the schools, and 4-H cooking camps. In 2022, the Family & Consumer Sciences (FCS) Agent hosted a total of six (6) programs that reach 960 youth. Of those youth, 50% enhanced their knowledge of health, 20% increased their fruit and vegetable consumption, and 5% increased their physical activity level.
- **NC Cooperative Extension Health & Wellness Programs - Adults:** Sampson County Cooperative Extension teaches nutrition education, food safety, and physical activity programming to adults through a variety of programs. These include nutrition programs such as *Eat.Move.Save.*, *Med Instead of Meds*, and *Cook Smart Eat Smart*; physical activity programs such as *Lifelong Improvements Through Fitness Together (LIFT)*; and nutrition and cooking presentations at the senior centers. In 2022, the FCS Agent hosted a total of seven programs that reached 217 adults. Of those adults, 12% increased their consumption of fruits and vegetables and 26% increased their physical activity.
- **NC Cooperative Extension Healthy & Wellness Mass Media:** The Sampson County Cooperative Extension FCS Agent provides nutrition education via several different mass media sources. These include a cooking show with STAR Communications Productions called *At the Table*, weekly articles to three different local newspaper outlets, and a radio segment called *The Extension Minute* to two radio stations. In 2022, a total of 26 *At the Table* shows were filmed reaching an estimated 151,422 people via YouTube and STAR TV. An estimated 480,000 individuals were reached via newspaper articles to The Sampson Independent, The Sampson Weekly, and the Daily Record in Dunn. In 2022, WCKB and Oldies 1170 radio stations aired three Extension Minute nutrition segments that reached an estimated 240,000 individuals in the Sampson County area.
- **Steps to Health:** Steps to Health is a North Carolina State University's Supplemental Nutrition Assistance Program-Education (SNAP-Ed) Program. The program empowers youth, adults, and communities through evidence-based nutrition programs to promote healthy eating behaviors and food resource management strategies. The Sampson County Cooperative Extension FCS Agent reached three schools in 2022 with Steps to Health (STH) programming. These included *Color Me Healthy* with LC Kerr Elementary Kindergarteners and *STH 2nd grade* programming at Clement Elementary and Union Elementary. A total of 409 youth were served, with 15% increasing their fruit and vegetable intake and 11% increasing their physical activity.
- **Diabetes Self-Management Education and Support (DSMES):** DSMES focuses on self-care behaviors as a key step in improving health outcomes and quality of life for people with diabetes. In 2022, Sampson County Health Department conducted six group classes and 43 individual classes. The percentage of participants that complete the program has increased since implementing the three-month follow-up appointment via telephone instead of in-person. Forty-two individuals participated in the program. Of those, 31% completed the program.

Substance Use:

- **Naloxone Kit Distribution:** Sampson County Health Department implemented organic and paid media messaging campaigns focusing on opioid awareness and naloxone kits targeted to Sampson County residents ages 13-65+ reaching an estimated 40,000 individuals. Naloxone kits distributed by the Health Department contain a card with instructions for anonymously reporting use of the kit and location of the reversal. To date, no reversals have been reported.
- **Operation Medicine Drop:** Clinton Police Department held one take-back event for Public Safety Awareness Day in partnership with Lowe's of Clinton. Additional prescription and over-the-counter medications were collected from citizens, Matthews Health Mart, and Clinton Drug Company.
- **QuitlineNC:** Sampson County Health Department implemented an education and communications campaign supporting provider referrals to QuitlineNC. Information packets were distributed to 36 providers within the county. The Health Department published a QuitlineNC advertisement in the Sampson Independent that reached an estimated 6,000 by print and an estimated 160,000 by website. QuitlineNC social media posts were shared by the Health Department and organically reached an estimated 1,000+ residents. The Health Department also had discussions and made plans to register as a QuitlineNC Referral Site using the eReferral Portal.

Teen Pregnancy:

- **Reducing the Risk:** During the 2022-2023 school year, six classes were taught to three ninth grade classes at Hobbton, Lakewood, and Union High Schools. At the end of the previous school year (2021-2022), 359 students completed the program.

- In 2022, Academic Abundance, Inc., the non-profit that implements Reducing the Risk, was recommended for funding by the Teen Pregnancy Prevention Initiative (TPPI), Adolescent Pregnancy Prevention Program (APPP) based on the availability of funds as determined by the N.C. General Assembly. The funding will allow ninth graders in three Sampson County High Schools to receive targeted instruction in teen pregnancy prevention and adolescent decision making skills. The funding will be effective June 2023 and will be available for four years.

Morbidity and Mortality Changes Since Last CHA

COVID-19

According to the 2022 Sampson County Communicable Disease Report, the year began with a significant surge in COVID cases. In January and February alone, Sampson County had 6,157 cases. To put that into perspective, during the entire year of 2021, there were a total of 7,306 cases. After the initial surge, cases leveled out and Sampson County had a total of 10,628 cases in 2022. Health Department staff performed 1,728 tests on-site and countless home tests were distributed. Health Department staff administered 3,480 COVID vaccines in 2022 for a total of 30,539 vaccines since the start of the pandemic.

Opioids

The NC Opioid and Substance Use Action Plan Data Dashboard reports there were 22 overdose deaths and 95 Emergency Department (ED) visits for suspected overdoses in Sampson County in 2021. Since 2019, there has been a 50% increase in the number of overdose deaths and a 25% increase in the number of overdose ED visits.

Infant Mortality

The 2021 North Carolina Infant Mortality Report indicates the infant death rate (per 1,000 live births) increased from 6.5 in 2021 to 7.5 in 2022. However, in 2022, Sampson County no longer met eligibility criteria to apply for funding to implement Reducing Infant Mortality in Communities. Local Health Departments that serve counties that rank in the top quartile (i.e., the top 25) for the infant mortality disparity ratio or the infant mortality rate are eligible to apply. The infant mortality disparity ratio compares a county's five-year average infant mortality rates between non-Hispanic Whites and non-Hispanic African Americans. During 2015-2019, Sampson County's infant mortality ratio was 2.60 compared to 1.88 during the 2016-2020 time-period.

Emerging Issues Since Last CHA

Tuberculosis (TB)

There were five TB disease cases in 2022 compared to two cases in 2021 which was a 60% increase in cases.

MPox

MPox, formerly known as Monkeypox, is a rare disease caused by the MPox virus. Sampson County had its first "probable" case on September 12, 2022. Sampson County began administering MPox vaccines in September and administered a total of five vaccines in 2022.

New/Paused/Discontinued Initiatives Since Last CHA

Opioid Settlement Funds (New)

The Health Director of Sampson County Health Department, Human Services Director of Social Services and the Attorney for Sampson County lead the first Opioid Settlement Planning Meeting among community stakeholders in June 2022 identifying collaborative strategic planning and naloxone distribution as opioid abatement strategies to address.

Advancing Equity (New)

Sampson County Health Department received funding from the North Carolina Division of Public Health (DPH) titled "Advancing Equity." This funding initiative addressed COVID-19 related health disparities and advanced health equity by expanding health department capacity and services to prevent and control COVID-19 infection or transmission among historically marginalized populations, or other priority populations. The initiative service periods range from September 2021 - May 2022 and June 2022 - May 2023.

Journey to Health (Discontinued)

Sampson Regional Medical Center discontinued this program after the Community Wellness Coordinator position became vacant. There are currently no plans to fill the position or continue the program.